

**PLANNING UNIT REPORT  
DEPARTMENT OF PLANNING AND DEVELOPMENT  
of April 24, 2006**

**RE: I.D. # 03279: Zoning Map Amendment I.D. 3179 to Rezone 702 N Midvale Blvd. from PUD-SIP to Amended PUD-SIP**

1. Requested Actions: Approval of a request to amend a previously approved PUD-SIP (Planned Unit Development, Specific Implementation Plan) at 702 N. Midvale Boulevard to allow construction of a 13,200 square-foot commercial building that will contain a 7,000 square-foot restaurant with outdoor eating area at Hilldale Shopping Center.
2. Applicable Regulations: Section 28.07 (6) of the Zoning Ordinance provides the requirements and framework for Planned Unit Developments; Section 28.12 (9) provides the process for zoning map amendments.
3. Report Prepared By: Timothy M. Parks, Planner

**GENERAL INFORMATION**

1. Property owners: Hilldale Land Company, LLC, Hilldale Building Company, LLC and HD Annex, LLC  
  
Applicant & Owner Representatives: Joseph Freed & Associates, c/o Andy Stein and Dennis Harder; 220 N Smith Street, Suite 300; Palatine, Illinois.
2. Development Schedule: The restaurant will commence construction once all necessary approvals have been granted. Completion is anticipated in 2006.
3. Location: The entire Hilldale planned unit development consists of approximately 37 acres generally bounded by N. Segoe Road and Sawyer Terrace on the west, University Avenue on the north, N. Midvale Boulevard on the east and the prolongations of Heather Crest and Kelab Drive on the south, in Aldermanic District 11; Madison Metropolitan School District; Urban Design District 6. This PUD-SIP amendment pertains to the portion of the site adjacent to the southeast corner of Price Place and Heather Crest.
4. Existing Conditions: The 528,664 square foot Hilldale Shopping Center site is comprised of eleven buildings including the former Humana office park and 349,450 square foot indoor shopping mall (Marshall Field's, Sentry, etc.), Ace Hardware and Hilldale Cinema. The site is currently in the midst of a redevelopment project primarily focused east of the main retail mall building that will ultimately include two parking structures containing 668 parking spaces, four retail buildings opposite the east wall of the mall totaling 71,190 square feet and 40 condominium units in four townhouse buildings located along N. Midvale Boulevard. The US Bank at the northeastern corner of the site has been

demolished and construction of a new 7,900 square-foot restaurant and landscaping feature for the center has begun, while work at the southern end of the mall to convert the former University Bookstore into a six-screen Sundance Cinema (via a minor alteration to the Phase I SIP) will soon commence.

5. Proposed Phase: This application proposes to construct a 13,200 square-foot commercial building that will house a 7,000 square-foot restaurant/ brewery with outdoor seating area at the southeastern corner of Heather Crest and Price Place.
6. Land Use and Zoning Surrounding Hilldale Shopping Center:  
North: Single-family residences, a multi-story condominium building, Border's Books, Walgreen's, McDonald's, Copp's Supermarket and multi-tenant retail, located in the Village of Shorewood Hills; State of Wisconsin office building, zoned C2 (General Commercial District) in the City of Madison;  
South: M & I Bank, Anchor Bank and various multi-tenant retail/ office buildings, zoned C2;  
West: Hill Farms State Office Building (Dept. of Transportation), zoned C2; Normandy Apartments, zoned R6 (General Residence District); Karen Arms Condominiums and Rennebohm Park, zoned R5 (General Residence District);  
East: Proposed US Bank retail facility, zoned C1 (Limited Commercial District); multi-unit residence buildings, zoned R4 (General Residence District).
7. Adopted Land Use Plan: The Comprehensive Plan identifies Hilldale as a site for "Community Mixed-Use Development" and transit-oriented development.
8. Environmental Corridor Status: The property is not located within a mapped environmental corridor.
9. Public Utilities & Services: The property is served by a full range of urban services.

### **STANDARDS FOR REVIEW**

This application is subject to the standards for Planned Unit Developments.

### **PREVIOUS APPROVALS**

On February 1, 2005, the Common Council approved rezoning of the 37-acre Hilldale Shopping

Center and Humana Office complex from C2 (General Commercial District) to PUD-GDP-SIP to allow the addition of two parking structures containing 668 parking spaces, four retail buildings opposite the east wall of the mall totaling 71,190 square feet, two commercial pad site buildings, both containing restaurants and 40 condominium units in four townhouse buildings located along N. Midvale Boulevard.

On December 13, 2005, the Common Council approved an amendment to the approved PUD-SIP for Phase I of Hilldale Shopping Center to allow demolition of the US Bank at the southwest corner of University Avenue and N. Midvale Boulevard and construction of a 7,900 square-foot Fleming's Steakhouse restaurant and decorative landscaping feature for the shopping center. The SIP amendment pertained specifically to the design details for one of the two commercial pad sites approved on the Phase I plans.

### **ANALYSIS AND EVALUATION**

The owner and developer, Joseph Freed and Associates, is requesting approval of an amendment to the previously approved specific implementation plan for Phase I of Hilldale Shopping Center to now allow construction of a 13,200 square-foot commercial building to be located at the southeast corner of Price Place and Heather Crest. The commercial building was shown on the plans for the first phase of the shopping center's redevelopment, which was approved in February 2005. A condition of that PUD-GDP-SIP approval required that the subject building and a second pad site building located in the northeastern corner of the 37-acre Hilldale site at the corner of N. Midvale Boulevard and University Avenue come back to the Urban Design Commission and Plan Commission for final approval once specific plans for those two buildings were known. Plans were approved in December 2005 for the other pad site building, which is currently being developed as a restaurant to replace the US Bank that formerly occupied that corner and has recently been razed.

The proposed 13,200 square-foot commercial building will extend along the east side of Price Place, with a Great Dane Pub to occupy the northern 7,000 square feet of the building. The tenant proposes patio/ outdoor eating areas to be located along the north and west walls of the restaurant adjacent to the Heather Crest and Price Place sidewalks, respectively, with the main entrance to the restaurant to be located to face the street intersection. The remaining square footage of the new building will be available for other commercial tenants. The new building will share a surface parking lot with the existing Ace Hardware store located along N. Midvale Boulevard with driveways from both Price Place and Heather Crest. The proposed building will replace a Firestone store that was demolished as part of the approval of the first phase of the Hilldale redevelopment project in February 2005.

The one-story building will be primarily constructed as a brick taxpayer-style structure with an approximate height of twenty feet to top of parapet. The building will feature entrances along Price Place, with a significant amount of vision glass along all four elevations visible from the street. The portions of the eastern, side elevation primarily facing the shared parking area east of the new building are more service-oriented and will have fewer openings, though secondary entrance doors to the retail tenant spaces are shown. A loading area and trash enclosure will be constructed along the east wall of the building, and will be faced with materials to match. The Urban Design Commission recommended final approval of the SIP amendment for the proposed building on March 22, 2006 (see attached report).

The developer has submitted an extensive landscaping plan for the new commercial building and its share of the parking lot it shares with the hardware store, which will include the planting of canopy trees in terraces of Price Place and Heather Crest as well as through the center of the parking lot in a planting island. (The plantings in the Price Place terrace will require the approval of the City Forester, as Price Place is still a City right of way; Heather Crest is a private street west of Midvale.) The remainder of the plantings will consist of a variety of deciduous and evergreen shrubs located around the building perimeter, northern edge of the parking lot and in the center parking lot island.

### **CONCLUSION**

The initial general development plan and Phase I specific implementation plan for Hilldale called for the demolition of the Firestone building and construction of a commercial building at the southeast corner of Price Place and Heather Crest. The proposed building more than adequately satisfies this vision and will serve as an appropriate extension of the retail streetface that has been created north of Heather Crest directly east of the Hilldale mall building. The combination of this new building with the retail building at the northeast corner of this intersection with the proposed Sundance Cinema at the northwest corner should result in a very active and engaging anchor for the southern end of the Hilldale site. This building and the buildings and parking structure north of Heather Crest replace what was solely a large surface parking lot. Overall, the Planning Unit believes that the new building is well designed and represents a quality project that meets the standards for approval for planned unit developments.

### **RECOMMENDATION**

The Planning Unit recommends that the Plan Commission forward Zoning Map Amendment 3279, rezoning 702 N. Midvale Boulevard from PUD-SIP to Amended PUD-SIP to the Common Council with a recommendation of **approval**, subject to input at the public hearing and the following conditions:

Item #03279  
702 N Midvale Blvd.  
April 24, 2006  
Page 5

1. Comments from reviewing agencies.
2. That no new utilities, water meters, air conditioning units, telephone or electric equipment storage, or exhaust vents be located in any yard of the building adjacent to a public street or private drive. All such equipment regardless of location shall be adequately screened from view.
3. That the applicant receive the separate approval of the City Forester for the proposed plantings in the terrace of Price Place. The landscape plans for the Amended PUD-SIP for the proposed building shall be revised to not show those plantings.