

June 8, 2016

Jay Wendt  
Department of Planning & Development  
City of Madison  
215 Martin Luther King, Jr. Blvd.  
Madison, WI 53710-2985

RE: Hilldale Shopping Center 702 N. Midvale Blvd.

Dear Mr. Wendt,

Hilldale Shopping Center LLC (Applicant) proposes to amend the Hilldale PD-GDP/SIP to redevelop a portion of the south side of the existing mall, between the existing Sundance Cinemas and Macy's, from enclosed mall shops to open air retail with an outdoor green space. This Letter of Intent is submitted together with the Land Use Application, Project Plan, and Filing Fee.

#### **Land Use Application**

A Land Use Application is enclosed, filled out for a Major Amendment to Approved PD-GDP/SIP Zoning.

#### **Project Plans**

Project Plans including the following: Site Plans, Grading and Utility Plans, Landscape Plan, Building Elevations, and Floor Plans. Also included are Colored Elevation Drawings, Lighting with Photometric Plan & Cutsheet, and Contextual Site Plan Information.

#### **Filing Fee**

A check in the amount of \$5,350.00 made out to City of Madison is enclosed for the Filing and Notification Fees.

#### **Letter of Intent**

The Applicant proposes selective demolition and renovation of the existing enclosed mall between Sundance Cinemas and Macy's, to convert the enclosed shops to open air shops with an activated and welcoming outdoor green space. There is approximately 55,000 SF of building area existing within the area of modification, which will be reduced to approximately 45,000 SF of building area. The revised store configuration will create new storefronts that will open onto a newly created outdoor green space. Storefronts will be carefully designed to interact and connect with the adjacent pedestrian environment, specifically the new outdoor green space. We will add eight parking spaces, which will include accessible parking per the Americans with Disability Act.

The proposed project is a reconfiguration of existing retail and restaurant building areas. The hours of operation for these shops will be consistent with the remainder of the existing Shopping Center. Construction is expected to begin in January of 2017, and the project will take approximately one year to complete.

The project team consists of the Applicant, Hilldale Shopping Center LLC, as well as the consultants listed below:

APPLICANT:

Hilldale Shopping Center LLC

33 Boylston Street

Chestnut Hill, Massachusetts 02467

Phone: 617.232.8900

Louis Masiello [Lou.masiello@wsdevelopment.com](mailto:Lou.masiello@wsdevelopment.com)

Alexandra Patterson [Alexandra.patterson@wsdevelopment.com](mailto:Alexandra.patterson@wsdevelopment.com)

ARCHITECT:

Eppstein Uhen

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Madison, Wisconsin 53703

Phone: 608.442.5350

Cliff Goodhart [Cliffg@eua.com](mailto:Cliffg@eua.com)

Paul Raisleger [Paulr@eua.com](mailto:Paulr@eua.com)

LANDSCAPE ARCHITECT:

Ken Saiki Design

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Suite One

Madison, Wisconsin 53703

Phone: 608.251.3600

Ken Saiki [Ksaiki@ksd-la.com](mailto:Ksaiki@ksd-la.com)

Shane Bernau, PLA [Sbernau@ksd-la.com](mailto:Sbernau@ksd-la.com)

CIVIL ENGINEER:

Snyder & Associates, Inc.

5010 Voges Road

Madison, WI 53718

Phone: 608.838.0444

Scott Anderson, P.E. [sanderson@snyder-associates.com](mailto:sanderson@snyder-associates.com)

PLANNING:

Vandewalle & Associates

120 East Lakeside Street

Madison, Wisconsin 53715

Phone: 608.255.3988

Fax: 608.255.0814

Brian Munson

[bmunson@vandewalle.com](mailto:bmunson@vandewalle.com)

**Existing Conditions:**

Existing Zoning: PD-GDP/SIP  
Address: 702 North Midvale Boulevard  
Parcel Identification Number: 0709-201-2101-2  
Aldermanic District: District 11  
Alder Tim Gruber  
Neighborhood Association: Hill Farms Neighborhood Association  
Notifications: Hill Farms Neighborhood May 5, 2016  
Sunset Village May 5, 2016  
Alder April 20, 2016  
Neighborhood Meeting May 12, 2016 and June 6, 2016  
DAT Presentation May 5, 2016  
Legal Description: See Attached  
Lot Area: 28.49 acres

Hilldale Shopping Center LLC is excited to propose this major investment to the Hilldale Shopping Center. We are incredibly appreciative of the enthusiasm with which the public has responded to our recent redevelopment of the north side. We look forward to creating a similarly exciting public amenity for the community to enjoy on the south side of Hilldale as well. It is our intention that the proposed south side redevelopment of Hilldale will continue to provide a living gathering space for customers, neighbors, and members of the Madison community.

Sincerely,



Louis C. Masiello

Vice-President of Development