



August 7, 2013
Katherine Cornwell
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 Ms. Cornwell,

Hilldale Shopping Center LLC (Applicant) proposes to amend the Hilldale PD-GDP/SIP to redevelop a portion of the north wing of the existing mall, between the existing Metcalfe's and Macy's, from enclosed mall shops to open air shops. 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 Treasurer is enclosed for the Filing and Notification Fees.

Letter of Intent

The Applicant proposes selective demolition and renovation of the existing enclosed mall between Metcalfe's and Macy's, to convert the enclosed shops to open air shops, with storefronts facing the existing vehicular street and proposed pedestrian walkway. There is approximately 70,000 SF of building area existing within the area of modification, which will be reduced to approximately 60,000 SF of building area. The revised store configuration will create new storefronts that will open onto the existing vehicular street that runs north-south from Metcalfe's to Sundance. A new open air pedestrian walkway will also be created to connect this existing street to the existing parking area on the west side of the existing mall, with new storefronts along this walkway. New storefronts will also face the west parking lot. The current parking configurations on site will remain, with the parking lot surfaces immediately adjacent to the proposed renovation areas being repaved.

The proposed project is a reconfiguration of existing retail and restaurant building areas, and the existing land uses at Hilldale Shopping Center will remain essentially unchanged. 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 2014, and the project will take approximately a 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

1330 Boylston Street

Chestnut Hill, Massachusetts 02467

Phone: 617.232.9800

Fax: 617.738.1628

Louis Masiello lou.masiello@wsdevelopment.com

Katherine Wetherbee katie.wetherbee@wsdevelopment.com

ARCHITECT:

Eppstein Uhen

222 West Washington Avenue

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Madison, Wisconsin 53703

Phone: 608.442.5350

Fax: 608.442.6680

Steve Holzhauer steveh@eua.com

Cliff Goodhart cliffg@eua.com

LANDSCAPE ARCHITECT:

Ken Saiki Design

303 South Patterson

Suite One

Madison, Wisconsin 53703

Phone: 608.251.3600

Fax: 608.251.2330

Ken Saiki ksaiki@ksd-la.com

CIVIL ENGINEER:

JSD Professional Services

161 Horizon Drive

Suite 101

Verona, Wisconsin 53593

Phone: 608.848.5060

Fax: 608.848.2255

Hans Justeson hans.justeson@jsdinc.com

Bill Dunlop bill.dunlop@jsdinc.com

PLANNING:

Vandewalle & Associates
120 East Lakeside Street
Madison, Wisconsin 53715

Phone: 608.255.3988
Fax: 608.255.0814
Brian Munson bmunson@vandewalle.com

LEGAL:

Axley Brynson, LLP
P.O. Box 1767
Madison, Wisconsin 53701

Phone: 608.255.3988
Fax: 608.255.0814
Brian Mullins bmullins@axley.com

MASTER PLANNING:

Arrowstreet
212 Elm Street
Somerville, MA 02144

Phone: 617.623.5555
Fax: 617.625.4646
Scott Pollack pollack@arrowstreet.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 Chris Schmidt

Neighborhood Association: Hill Farms Neighborhood

Notifications:	Neighborhood Association	June 28, 2013
	Alder	June 28, 2013
	Neighborhood Meeting	July 11, 2013
	DAT Presentation	July 11, 2013

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. This redevelopment project will serve as a catalyst for stimulating economic growth and attracting new tenancy, to ensure that Hilldale remains the vibrant and healthy amenity that it has been, as it serves the Hill Farms Neighborhood and entire Madison community for decades to come.

Sincerely,

A handwritten signature in blue ink, appearing to read 'L. C. Masiello', with a long horizontal flourish extending to the right.

Louis C. Masiello

Vice-President of Development