



Location  
702 North Midvale Boulevard

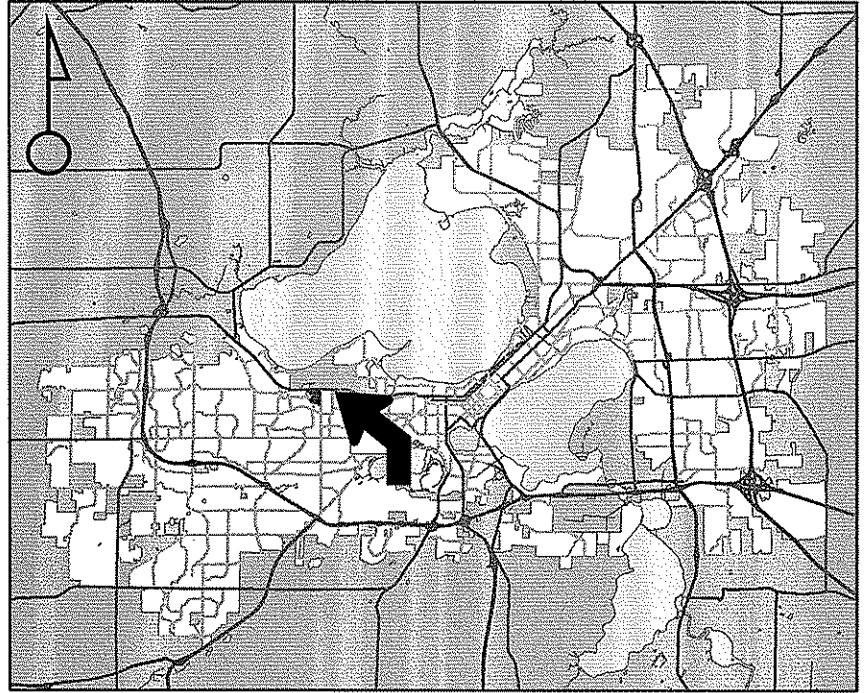
Project Name  
Hildale Alteration

Applicant  
Adam Fink –  
Joseph Freed & Associates

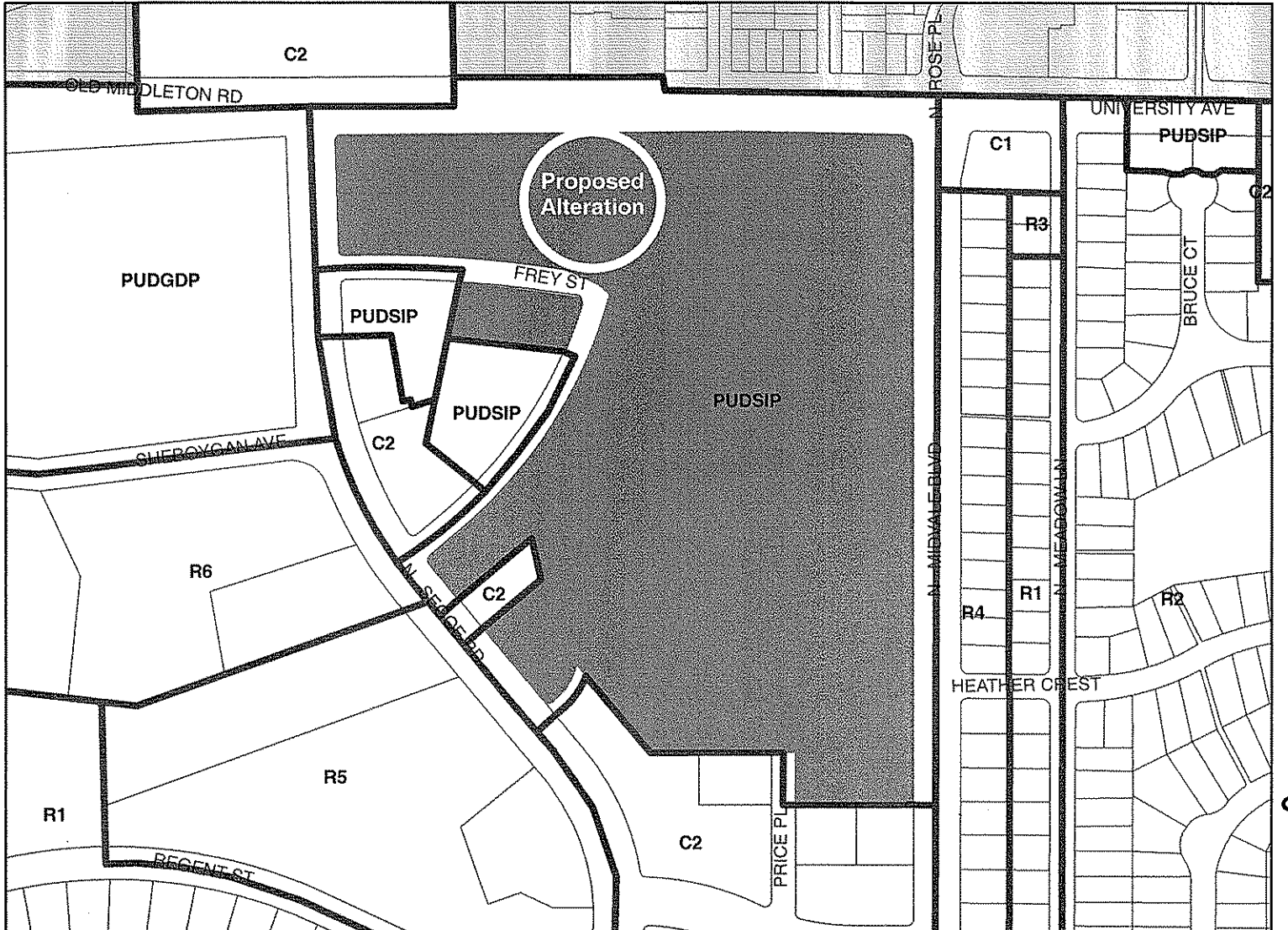
Existing Use  
Mixed Use–Center

Proposed Use  
Modify Phase II Plans for Hotel,  
Retail and Parking Along Hildale Way

Public Hearing Date  
Plan Commission  
16 June 2008

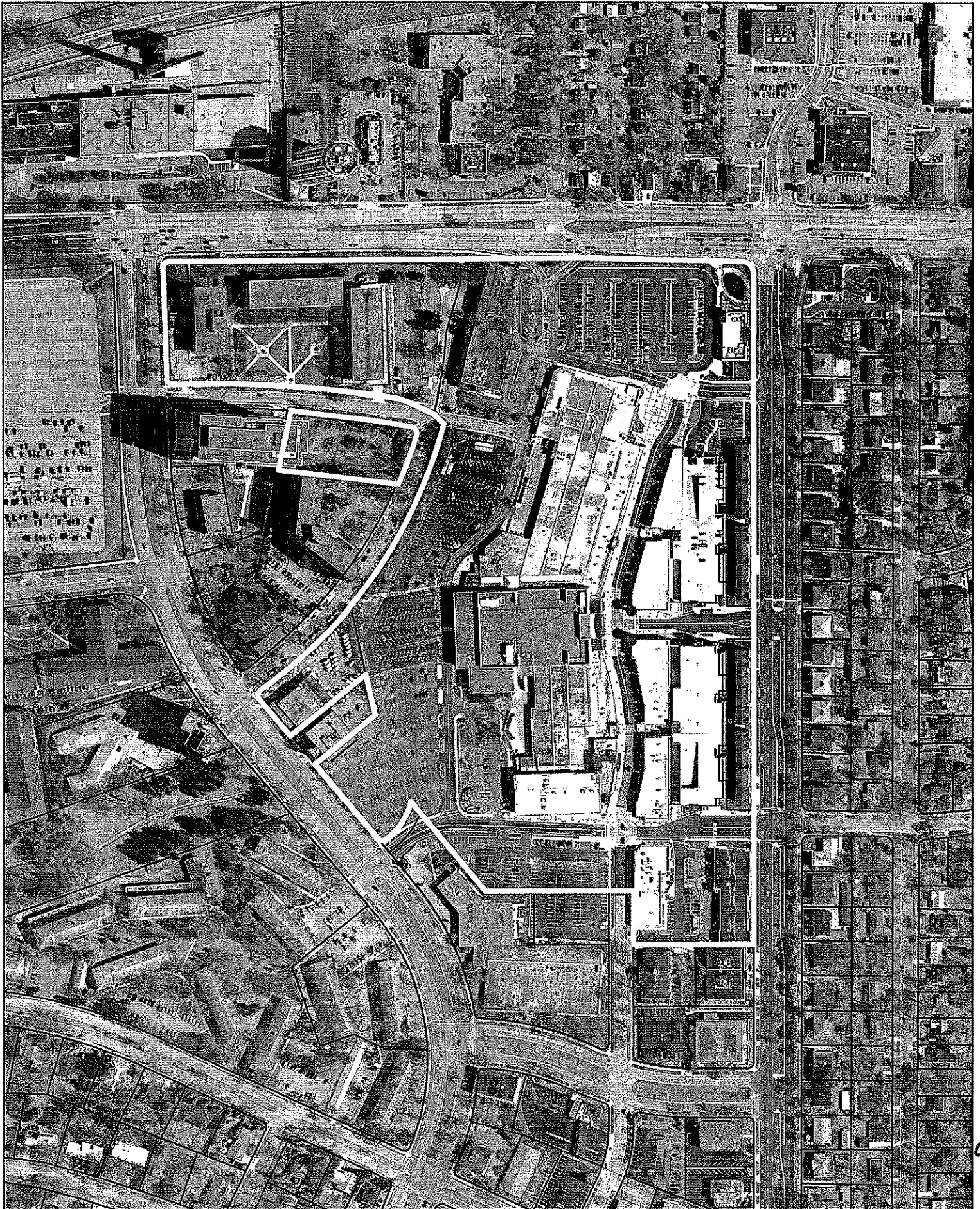


For Questions Contact: Tim Parks at: 261-9632 or [tparks@cityofmadison.com](mailto:tparks@cityofmadison.com) or City Planning at 266-4635



Scale : 1" = 400'

City of Madison, Planning Division : RPJ : Date : 02 June 2008



9

# LAND USE APPLICATION Madison Plan Commission

215 Martin Luther King Jr. Blvd; Room LL-100  
PO Box 2985; Madison, Wisconsin 53701-2985  
Phone: 608.266.4635 | Facsimile: 608.267.8739

- The following information is required for all applications for Plan Commission review.
- Please read all pages of the application completely and fill in all required fields.
- This application form may also be completed online at [www.cityofmadison.com/planning/plan.html](http://www.cityofmadison.com/planning/plan.html)
- All zoning application packages should be filed directly with the Zoning Administrator's desk.
- All applications will be reviewed against the applicable standards found in the City Ordinances to determine if the project can be approved.

## FOR OFFICE USE ONLY:

Amt. Paid \_\_\_\_\_ Receipt No. \_\_\_\_\_  
Date Received 5/7/08  
Received By JK  
Parcel No. 0709-201-2101-2  
Aldermanic District 11-Tim Cruber  
GQ CU, UD District 06, PUDSIP, ALC Hold  
Zoning District PUDSIP  
**For Complete Submittal**  
Application  Letter of Intent   
IDUP \_\_\_\_\_ Legal Descript.   
Plan Sets  Zoning Text   
Alder Notification \_\_\_\_\_ Waiver \_\_\_\_\_  
Ngrhd. Assn Not. \_\_\_\_\_ Waiver \_\_\_\_\_  
Date Sign Issued 5/7/08

1. **Project Address:** 702 N. Midvale Blvd. **Project Area in Acres:** 37

**Project Title (if any):** Hilldale

2. **This is an application for:** (check at least one)

**Zoning Map Amendment** (check only ONE box below for rezoning and fill in the blanks accordingly)

Rezoning from \_\_\_\_\_ to \_\_\_\_\_

Rezoning from SIP Amendment to PUD/PCD-SIP

Rezoning from \_\_\_\_\_ to PUD/PCD-GDP

Rezoning from PUD/PCD-GDP to PUD/PCD-SIP

**Conditional Use**     **Demolition Permit**     **Other Requests** (Specify): \_\_\_\_\_

3. **Applicant, Agent & Property Owner Information:**

Applicant's Name: Adam Fink Company: Joseph Freed and Associates LLC  
Street Address: 220 N Smith St. City/State: Palatine, IL Zip: 60067  
Telephone: (847) 215-5345 Fax: (847) 215-5292 Email: afink@jfreed.com

Project Contact Person: Adam Fink Company: Joseph Freed and Associates LLC  
Street Address: 220 N Smith St City/State: Palatine, IL Zip: 60067  
Telephone: (847) 215-5345 Fax: (847) 215-5292 Email: afink@jfreed.com

Property Owner (if not applicant): \_\_\_\_\_  
Street Address: \_\_\_\_\_ City/State: \_\_\_\_\_ Zip: \_\_\_\_\_

4. **Project Information:**

Provide a general description of the project and all proposed uses of the site: 125 Room Hotel Indigo  
Hilldale Way Retail

Development Schedule: Commencement September 2008 Completion December 2009

CONTINUE →



**5. Required Submittals:**

- Site Plans** submitted as follows below and depicts all lot lines; existing, altered, demolished or proposed buildings; parking areas and driveways; sidewalks; location of any new signs; existing and proposed utility locations; building elevations and floor plans; landscaping, and a development schedule describing pertinent project details:
  - **Seven (7) copies** of a full-sized plan set drawn to a scale of one inch equals 20 feet (collated and folded)
  - **Seven (7) copies** of the plan set reduced to fit onto 11 inch by 17 inch paper (collated, stapled and folded)
  - **One (1) copy** of the plan set reduced to fit onto 8 ½ inch by 11 inch paper
- Letter of Intent: Twelve (12) copies** describing this application in detail but not limited to, including: existing conditions and uses of the property; development schedule for the project; names of persons involved (contractor, architect, landscaper, business manager, etc.); types of businesses; number of employees; hours of operation; square footage or acreage of the site; number of dwelling units; sale or rental price range for dwelling units; gross square footage of building(s); number of parking stalls, etc.
- Legal Description of Property:** Lot(s) of record or metes and bounds description prepared by a land surveyor.
- Filing Fee:** \$ \_\_\_\_\_ See the fee schedule on the application cover page. Make checks payable to: *City Treasurer*.

**IN ADDITION, THE FOLLOWING ITEMS MAY ALSO BE REQUIRED WITH YOUR APPLICATION; SEE BELOW:**

- For any applications proposing demolition of existing (principal) buildings, photos of the structure(s) to be demolished shall be submitted with your application. Be advised that a *Reuse and Recycling Plan* approved by the City's Recycling Coordinator is required to be approved by the City prior to issuance of wrecking permits.
- A project proposing **ten (10) or more dwelling units** may be required to comply with the City's Inclusionary Zoning requirements outlined in Section 28.04 (25) of the Zoning Ordinance. A separate **INCLUSIONARY DWELLING UNIT PLAN** application detailing the project's conformance with these ordinance requirements shall be submitted concurrently with this application form. Note that some IDUP materials will coincide with the above submittal materials.
- A *Zoning Text* must accompany **all** Planned Community or Planned Unit Development (PCD/PUD) submittals.

**FOR ALL APPLICATIONS:** All applicants are required to submit copies of all items submitted in hard copy with their application (including this application form, the letter of intent, complete plan sets and elevations, etc.) as **INDIVIDUAL** Adobe Acrobat PDF files compiled either on a non-returnable CD to be included with their application materials, or in an e-mail sent to [pcapplications@cityofmadison.com](mailto:pcapplications@cityofmadison.com). The e-mail shall include the name of the project and applicant. Applicants who are unable to provide the materials electronically should contact the Planning Unit at (608) 266-4635 for assistance.

**6. Applicant Declarations:**

- Conformance with adopted City plans:** Applications shall be in accordance with all adopted City of Madison plans:
  - The site is located within the limits of PUD Plan, which recommends: Mixed Use for this property.
- Pre-application Notification:** Section 28.12 of the Zoning Ordinance requires that the applicant notify the district alder and any nearby neighborhood or business associations by mail no later than **30** days prior to filing this request:
  - List below the Alderperson, Neighborhood Association(s), Business Association(s) AND dates you sent the notices:  
Tim Garber March 13, 2008 Michael Lawton March 13, 2008
  - If the alder has granted a waiver to this requirement, please attach any such correspondence to this form.
- Pre-application Meeting with staff:** Prior to preparation of this application, the applicant is required to discuss the proposed development and review process with Zoning Counter and Planning Unit staff, note staff persons and date.
  - Planner Tim Parks Date March 13, 2008 | Zoning Staff \_\_\_\_\_ Date \_\_\_\_\_

**The signer attests that this form has been completed accurately and all required materials have been submitted:**

Printed Name Adam Fink Date 5-6-08  
 Signature Adam Fink Relation to Property Owner Employer


Authorizing Signature of Property Owner SEE ATTACHED SIGNATURE PAGE Date \_\_\_\_\_

ATTACHMENT TO LAND USE APPLICATION

Authorizing Signature of Property Owner:

HD Annex LLC  
a Wisconsin limited liability company

By: JFA Management LLC  
an Illinois limited liability company

By:   
Jeffrey S. Arnold, its manager

Date: May 6, 2008

# JOSEPH FREED AND ASSOCIATES LLC

May 6, 2008

Mr. Bradley J. Murphy  
Department of Planning & Development  
City of Madison  
215 Martin Luther King, Jr. Blvd.  
Madison, WI. 53703

**RE: Planning Commission Meeting in Connection with the Proposed Modifications to the Hotel Building and Hilldale Way Retail.**

Dear Mr. Murphy:

The following is being submitted for the June 16<sup>th</sup>, 2008 Planning Commission Meeting being held in connection with the Hilldale Specific Implementation Plan ("SIP"). The hotel and retail buildings are located at the confluence of University Avenue and Hilldale Way in an area commonly known as Phase II of the Hilldale Redevelopment. We are requesting that the Plan Commission grant approval to the proposed design modifications to the hotel building and Hilldale Way retail.

Previously, SIP and GDP amendments for Phase II were approved by the Common Council. Most recently, on March 4<sup>th</sup>, 2008, the Common Council approved changes to the Heights building. To date, Common Council has approved the following buildings: Whole Foods, the Heights mixed-use commercial building, a parking structure, additional commercial space as well as a 140 room hotel. The hotel tower was originally approved for 140 rooms and was situated above two floors of retail at the corner of Hilldale Way and University Avenue. The hotel drop-off and common areas were originally positioned behind Sentry near the corner of Frey Street and Hilldale Way. Connected by an elevator shaft, the hotel tower and common area structures straddled the entry to the parking deck.

**Project Description – Specific Implementation Plan**

The Developer, Joseph Freed and Associates LLC, as agent for the owner is proposing to alter the approved SIP by modifying the design of the hotel and Hilldale Way retail. In response to feedback from our hotel operator as well as prospective retail tenants, we are proposing to modify the hotel building by placing the hotel common area underneath the hotel tower. In addition, we are eliminating speculative second floor retail space by redistributing the retail space along Hilldale Way. Further, this proposal consists of the following development program for the hotel building and Hilldale Way retail:

1. Approximately 125 room, five story hotel;
2. An 18,500 sq. ft. retail space at the corner of Frey St. and Hilldale Way;
3. Approximately 10,500 sq. ft. of retail located at the corner of University Avenue and Hilldale Way; and
4. Modifications to the east end of the parking structure including a redesigned elevator and stair connection to the plaza level.

It is important to note that the enclosed material does not propose altering the Whole Foods building or Heights mixed-use commercial building. These components are finalized and will be under construction this spring. In other words, this proposal is narrowly focused within the area defined by the red project boundary shown on the enclosed Hilldale Redevelopment Master Plan.

In addition, the proposed modifications to the hotel building and Hilldale Way retail result in a reduction to the forecasted traffic generated from the property compared to the projections related to the original SIP. In fact, the revised Traffic Impact Analysis indicates that forecasted weekday daily vehicle trips will decrease by approximately 15% under this proposal. Please see attached letter.

This package includes the following material:

1. Revised Traffic Impact Analysis;
2. Project Description;
3. PUD Zoning Text;
4. Legal Description;
5. Development Table; and
6. Land Use Application.

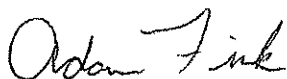
**Discussion and Input:**

The Developer has worked with the Alderman, City Staff, Community Organizations and the UDC. In advance of the Planning Commission meeting the Developer held meetings with, among others:

- Alder Gruber;
- Staff from Planning, Traffic Engineering, Fire and Safety;
- Urban Design Commission; and
- Representatives from the Hill Farms Neighborhood Association

As always – please feel free to contact us if you have any questions or comments. Thank you for considering our request for approval of the proposed modifications to the hotel building and Hilldale Way retail.

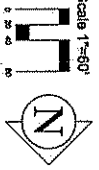
Sincerely,



Adam Fink  
Development Manager  
Joseph Freed and Associates LLC

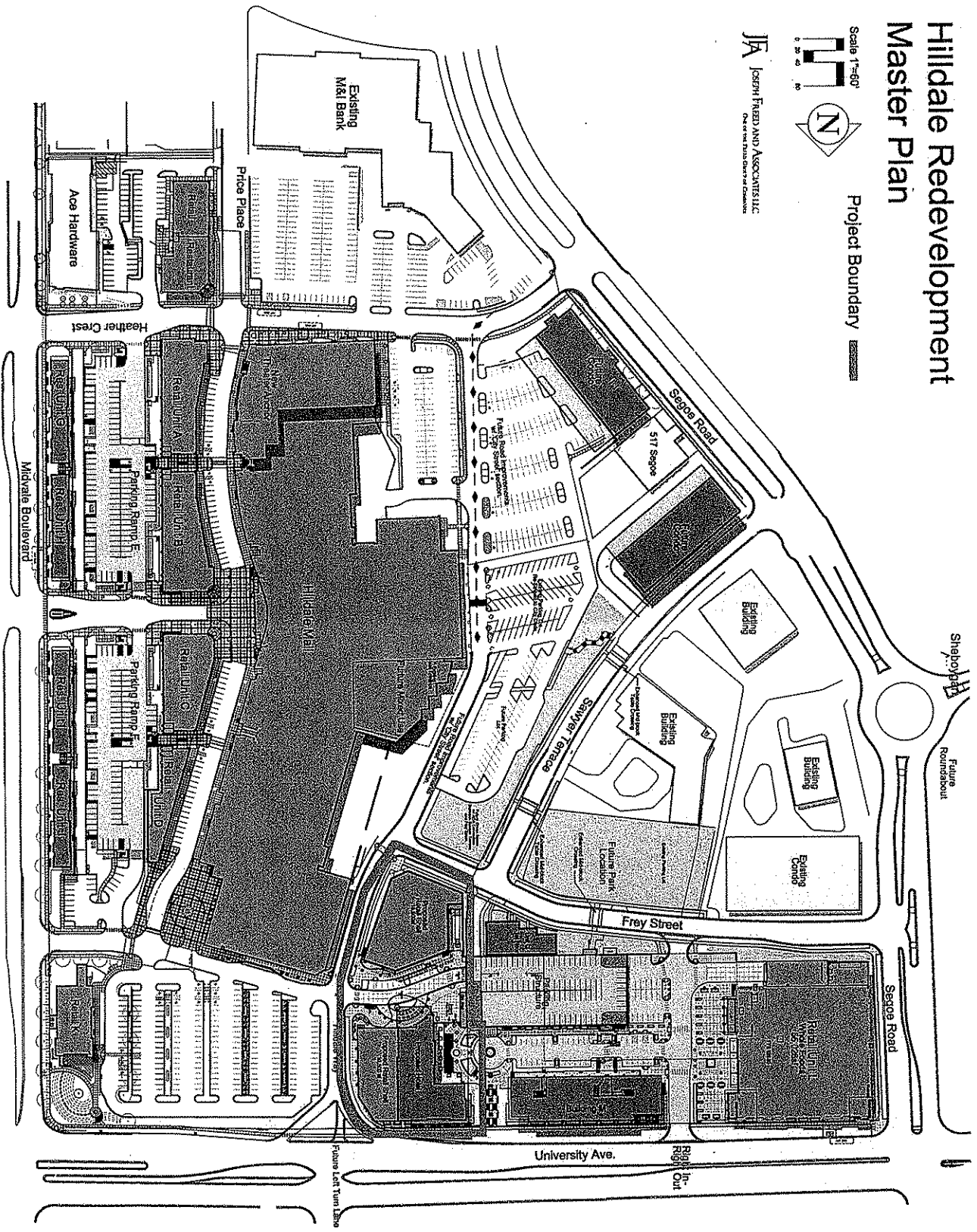
# Hilldale Redevelopment Master Plan

Scale 1"=60'



Project Boundary

JFA Joseph Fried and Associates  
One of the Publishers of ENR



Project Number: S/C 100

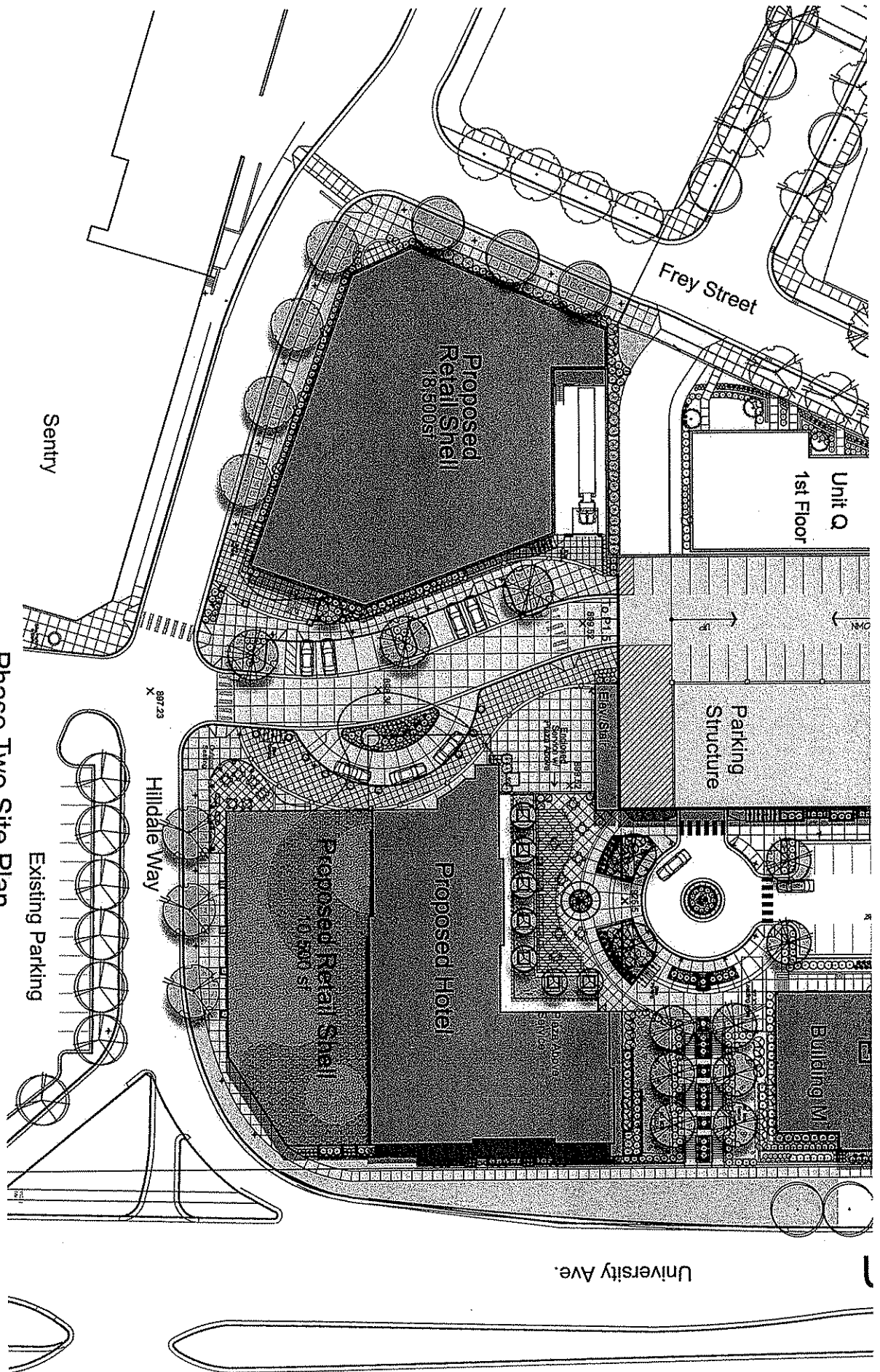
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3	3/15/07	REVISED
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97	1/15/15	REVISED
98	2/15/15	REVISED
99	3/15/15	REVISED
100	4/15/15	REVISED

Scale: 1"=60'  
Project: Hilldale Shopping Center  
Sheet: S/C 100  
Date: 1/15/07

**HILLDALE SHOPPING CENTER**  
702 N. MIDVALE BOULEVARD  
MADISON, WI  
HILLDALE LAND COMPANY LLC

**KEN SANKI**  
LANDSCAPE ARCHITECTS  
351 S. VAN DYKE  
MADISON, WI 53704  
TEL: 608.261.1234  
FAX: 608.261.1235  
WWW.KENSANKI.COM

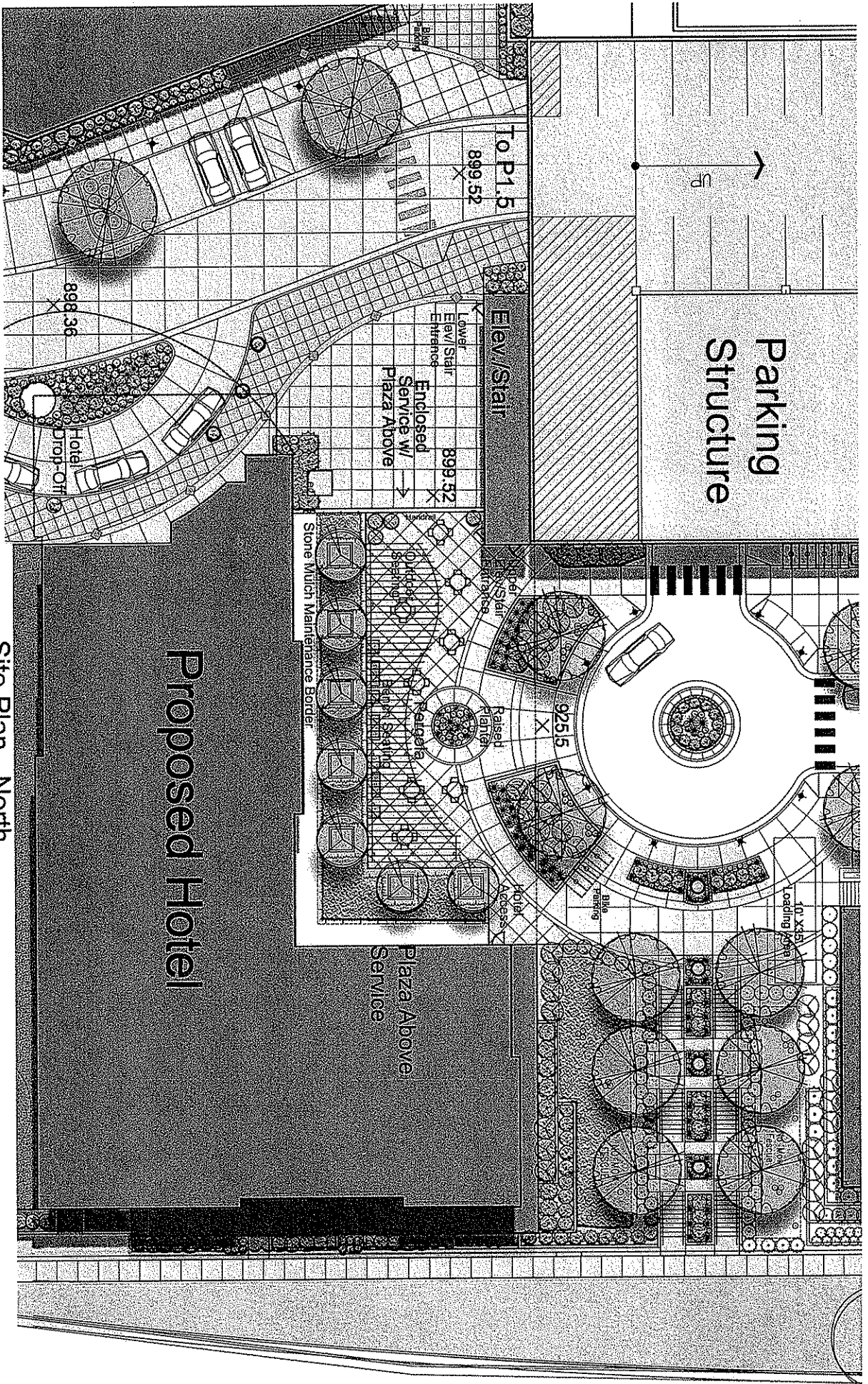




JFA Joseph Freed and Associates LLC  
 One of the Faxon Group of Companies

Phase Two Site Plan  
 Proposed Hilldale Development - Madison, WI



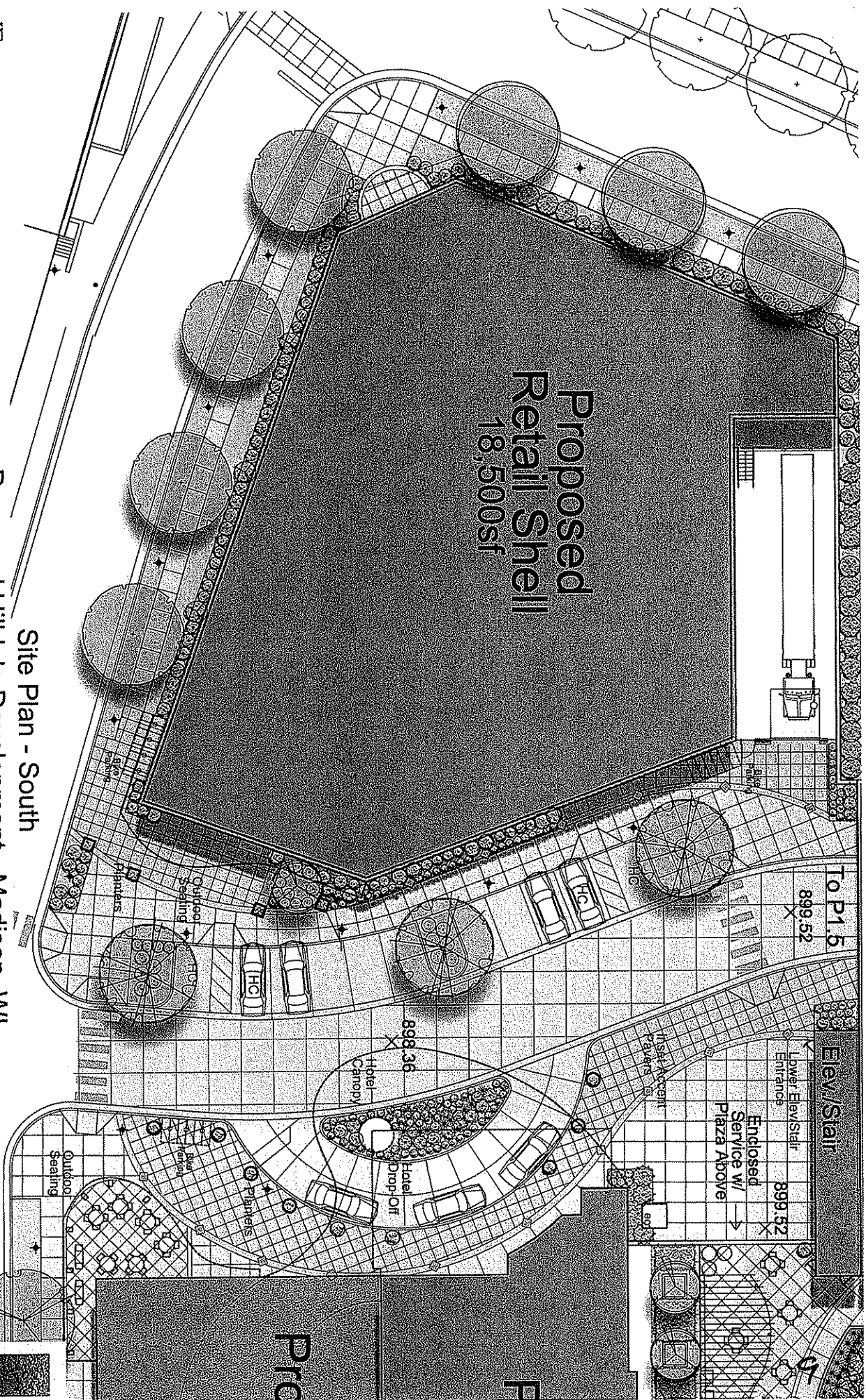


**JFA** JOSEPH F. FREED AND ASSOCIATES, LLC  
 ONE OF THE FINEST GROUPS OF CONSULTANTS

Site Plan - North  
 Proposed Hilldale Development - Madison, WI





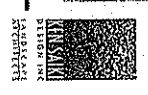


**Proposed  
Retail Shell**  
18,500sf

Site Plan - South

Proposed Hilldale Development - Madison, WI

**JFA** JOSEPH FREED AND ASSOCIATES LLC  
One of the Four Grand Old Companies



To P1.5  
899.52

Elev./Stair  
Lower Elev./Stair  
Entrances

899.52

Enclosed  
Service w/  
Plaza Above

898.36

Hotel  
Drop-Off  
Hotel  
Canopy

Outdoor  
Seating

Pro

F

**MLB700A**

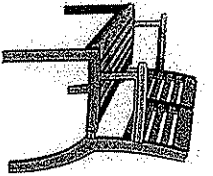
**MATERIALS:** Round ends are made from mild steel standard. The seat employs 1.38" x 1.18" and 1.38" x 4.00" pre-stain.

**DIMENSIONS:**  
 Height: 32.25"  
 Depth: 22.25"  
 Seat: 17.00"  
 Width: 14.50" (60kg)

**WEIGHT:** 145kg (60kg)

**FINISH:** The Regal Primer Paint System provides a durable finish on all metal surfaces.

**INSTALLATION:** The bench is delivered pre-assembled. Hole (Ø 57) are provided in each leg for securing to base.



**Bench Seating**

**MLWR700**

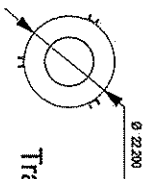
**MATERIALS:** The back container lid is constructed using recycled plastic film and metal as a product.

**DIMENSIONS:**  
 Height: 30.00"  
 Width: 19.00" (60kg)

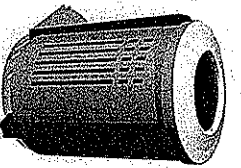
**WEIGHT:** 190kg (60kg)

**FINISH:** A heavy-duty powder coat finish provides a durable finish on all metal surfaces.

**INSTALLATION:** The back container is delivered pre-assembled. The lid is secured to the base by a bolt.



**Trash Receptacles**



**MBR200**

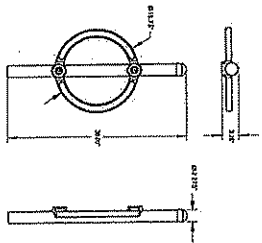
**MATERIALS:** The bike rack is constructed using galvanized 1.5 x 1.5 x 1.5mm steel and an aluminum cast alloy. Clamps are made from a stainless steel.

**DIMENSIONS:**  
 Height: 11.50"  
 Diameter: 11.50"

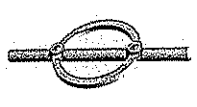
**WEIGHT:** 15kg (70kg)

**FINISH:** The bike rack uses a galvanized paint with a powder primer finish. The bike rack is delivered pre-assembled. The bike rack is delivered pre-assembled. The bike rack is delivered pre-assembled.

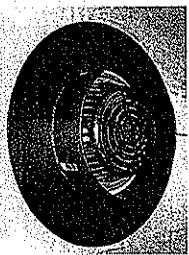
**INSTALLATION:** The bike rack is delivered pre-assembled. The bike rack is delivered pre-assembled. The bike rack is delivered pre-assembled.



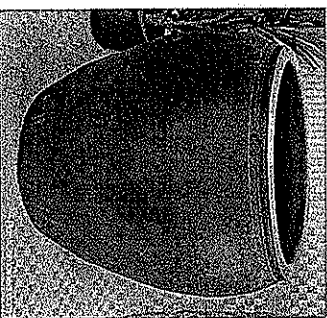
**Bollard Bike Racks**



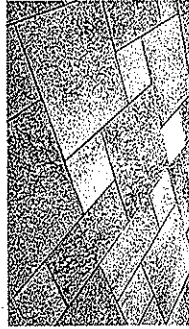
**Roof Inlet Restrictors for Rooftop Detention**



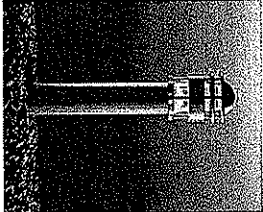
**Round Precast Planters**



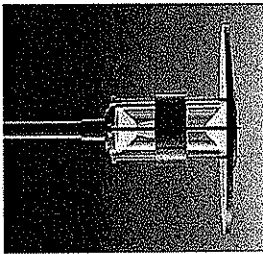
**Streetscape Pavers**



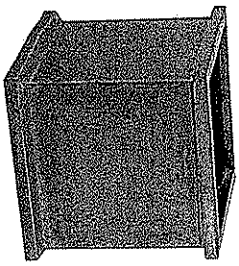
**Bollard Lights**



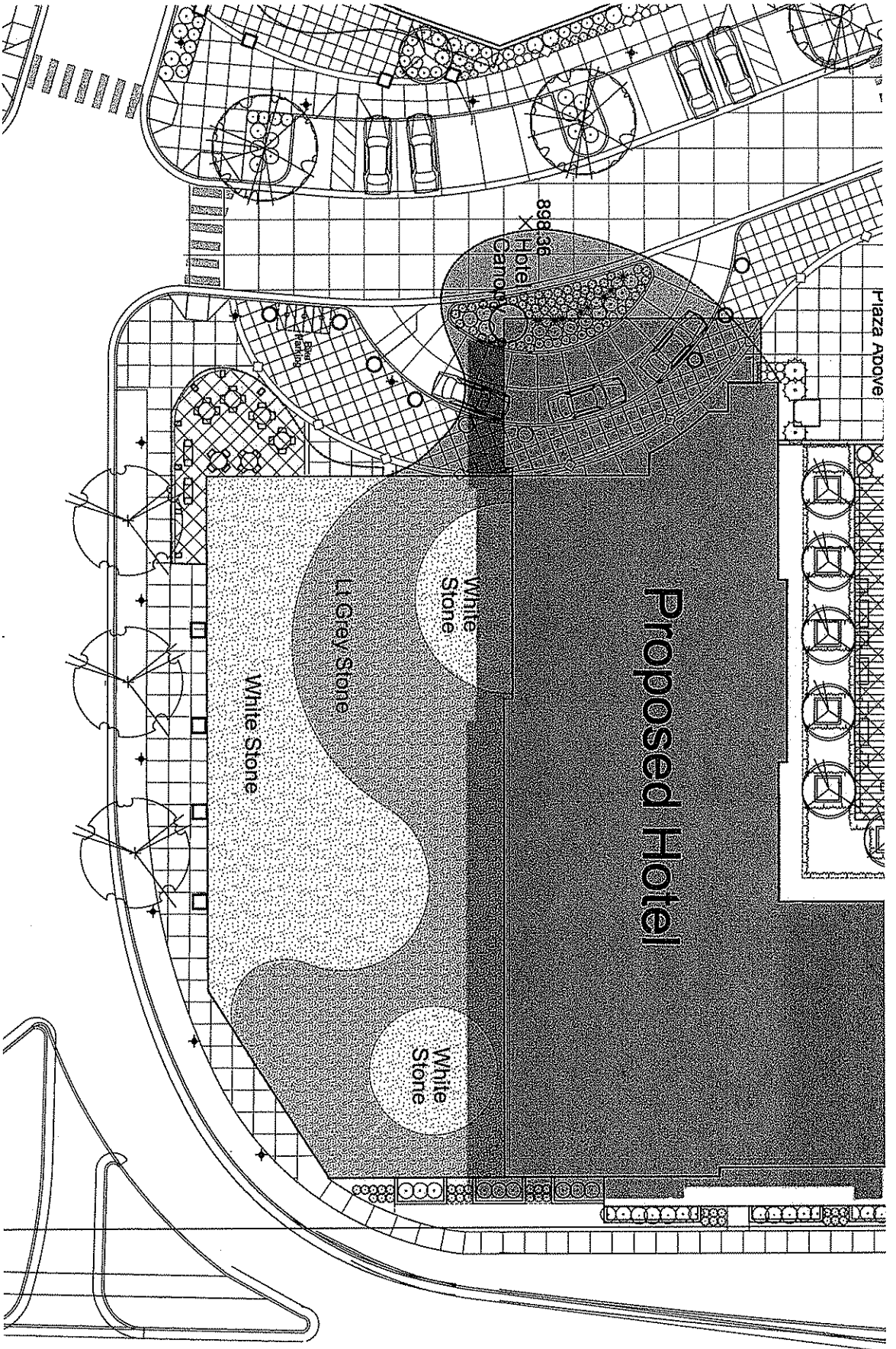
**Light Pole Fixtures**



**Square Planters**



**Site Amenities**  
**Proposed Hilldale Development - Madison, WI**

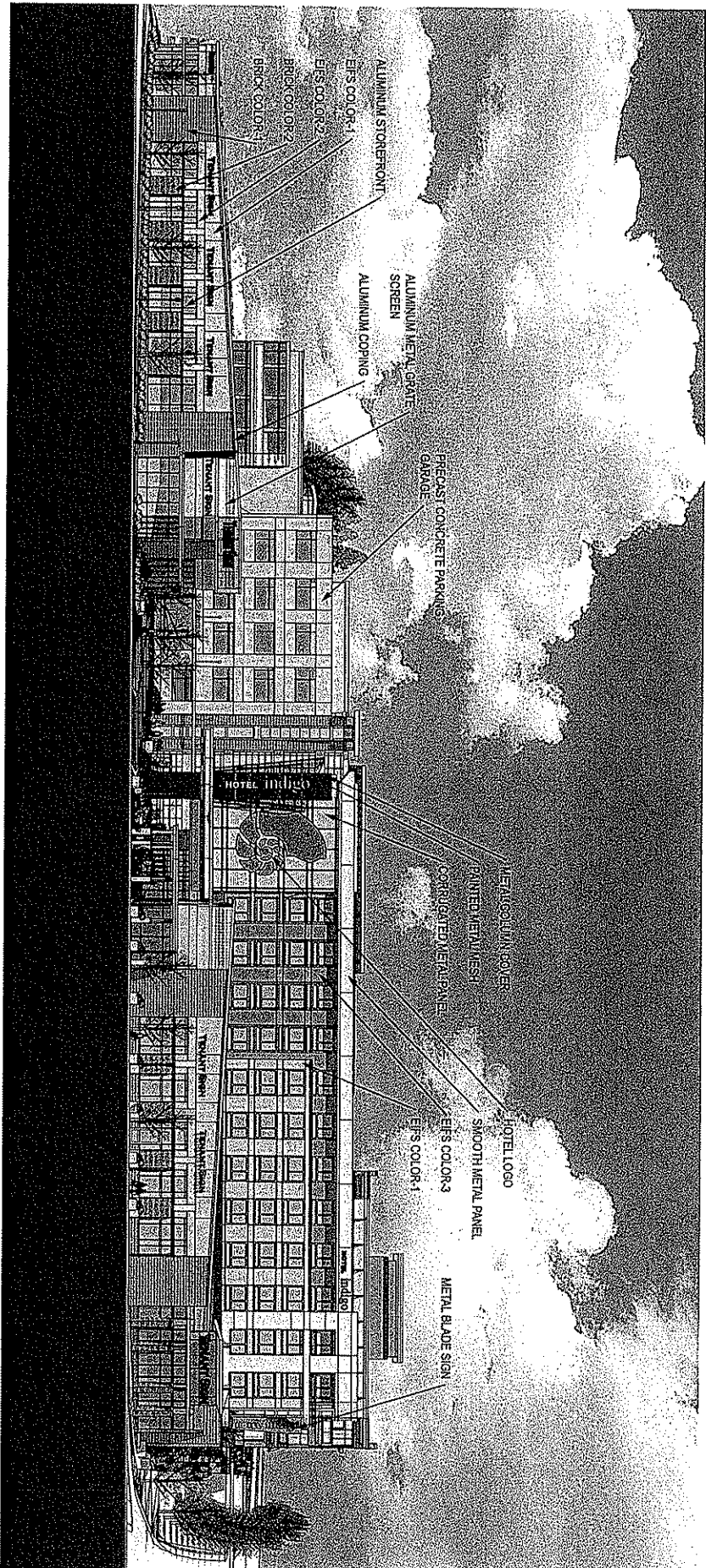


**Roof Stone Pattern**  
**Proposed Hilldale Development - Madison, WI**

**JFA** JOSEPH FRIED AND ASSOCIATES LLC  
ONE OF THE HAZA GROUP OF COMPANIES







# HILLDALE - HUMANA PHASE 2 - BUILDING N

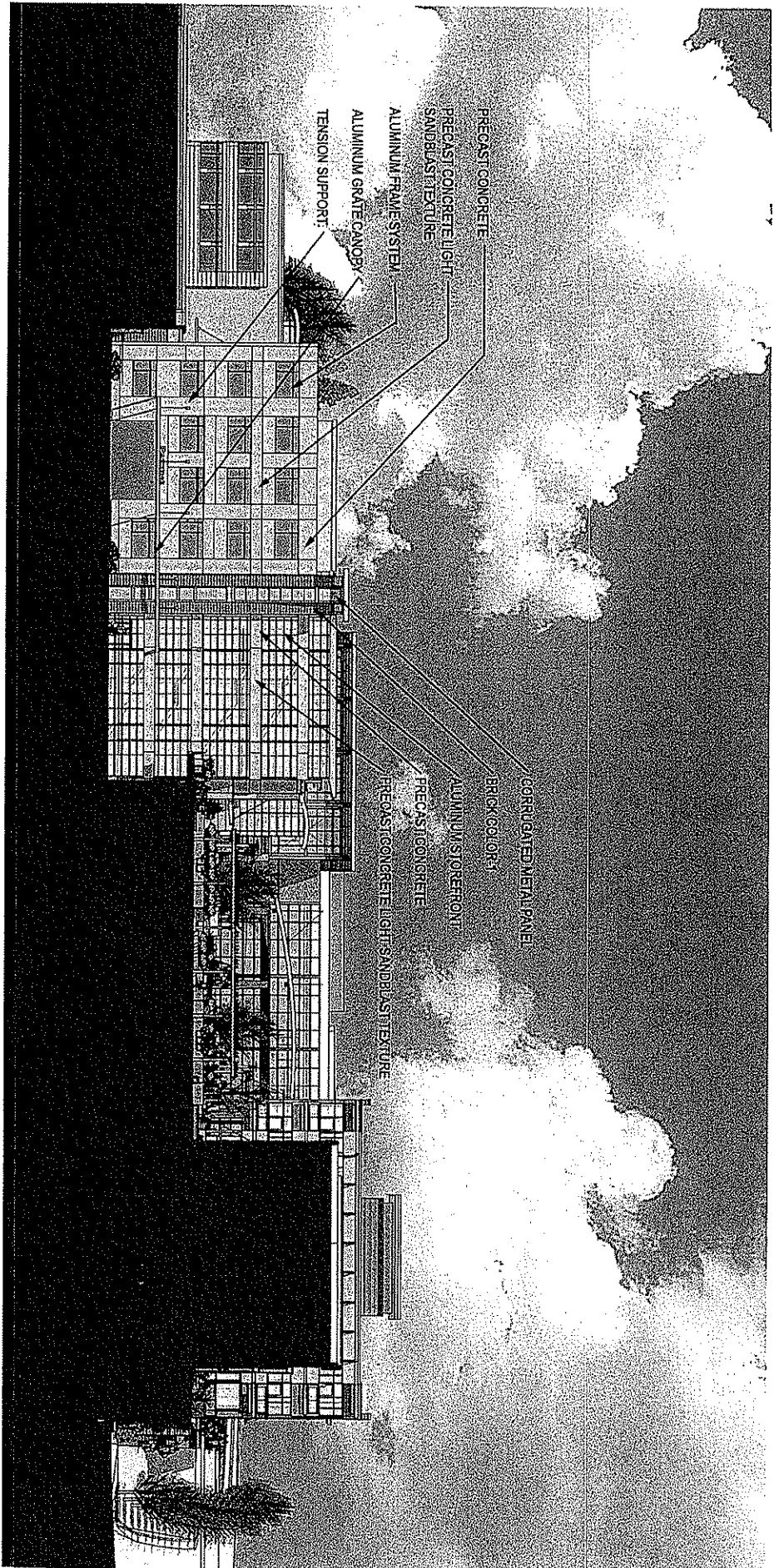
EAST ELEVATION



epstein uhen : architects

**DIMENSION**  
 ARCHITECTURE + INTERIOR DESIGN  
 1000 N. 10TH ST. SUITE 200  
 DENVER, CO 80202

04/108  
 © Epstein Uhen Architects, Inc. 73012407



# HILLDALE - HUMANA PHASE 2 - BUILDING N

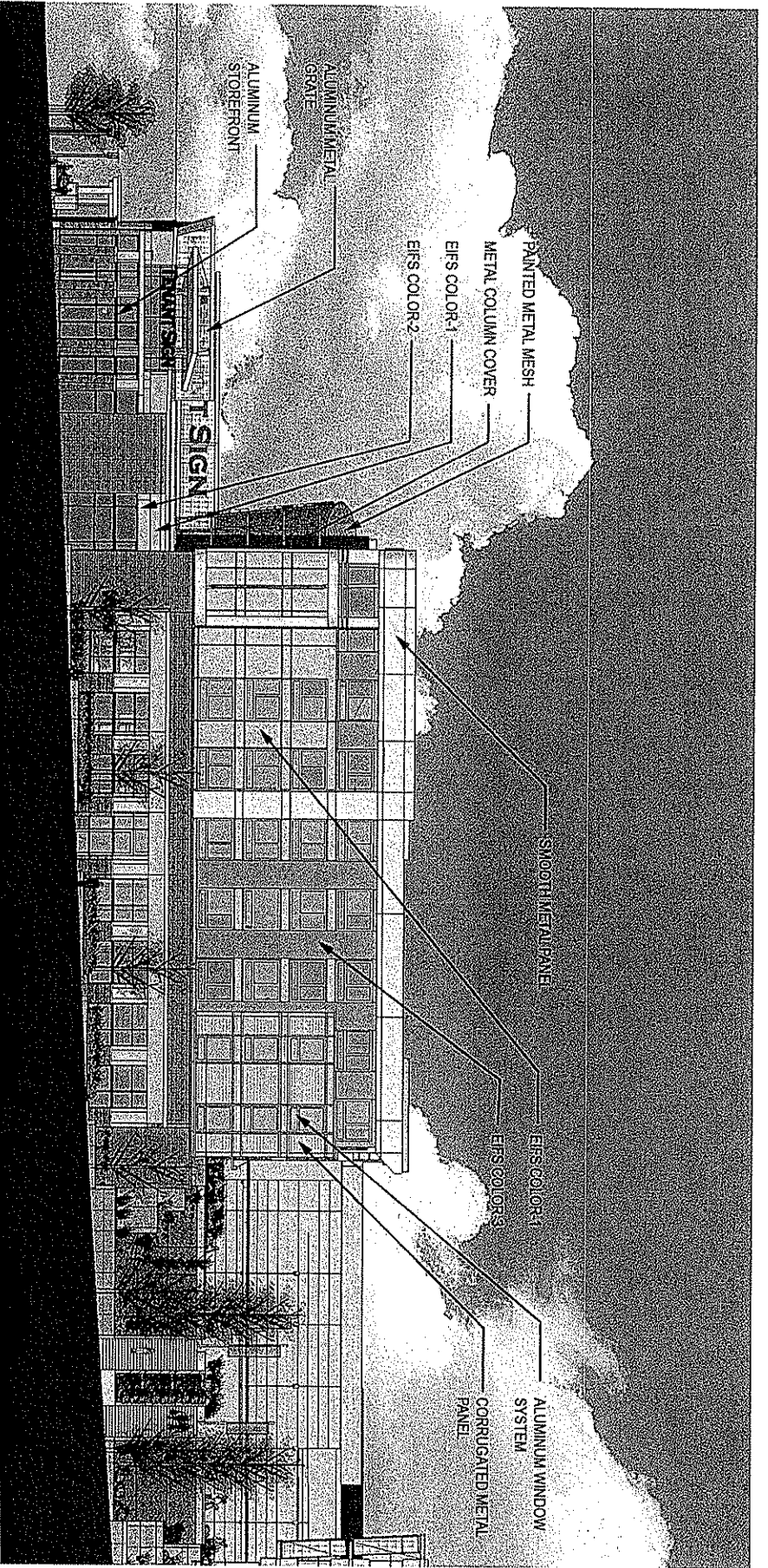
EAST ELEVATION SECTION



epstein uhan : architects

**DIMENSION**  
ARCHITECTS  
1000 N. 10TH ST.  
SUITE 200  
DENVER, CO 80202

09/1/08 10/12/01  
© Epstein Uhan Architects, Inc.



# HILLDALE - HUMANA PHASE 2 - BUILDING N

NORTH ELEVATION

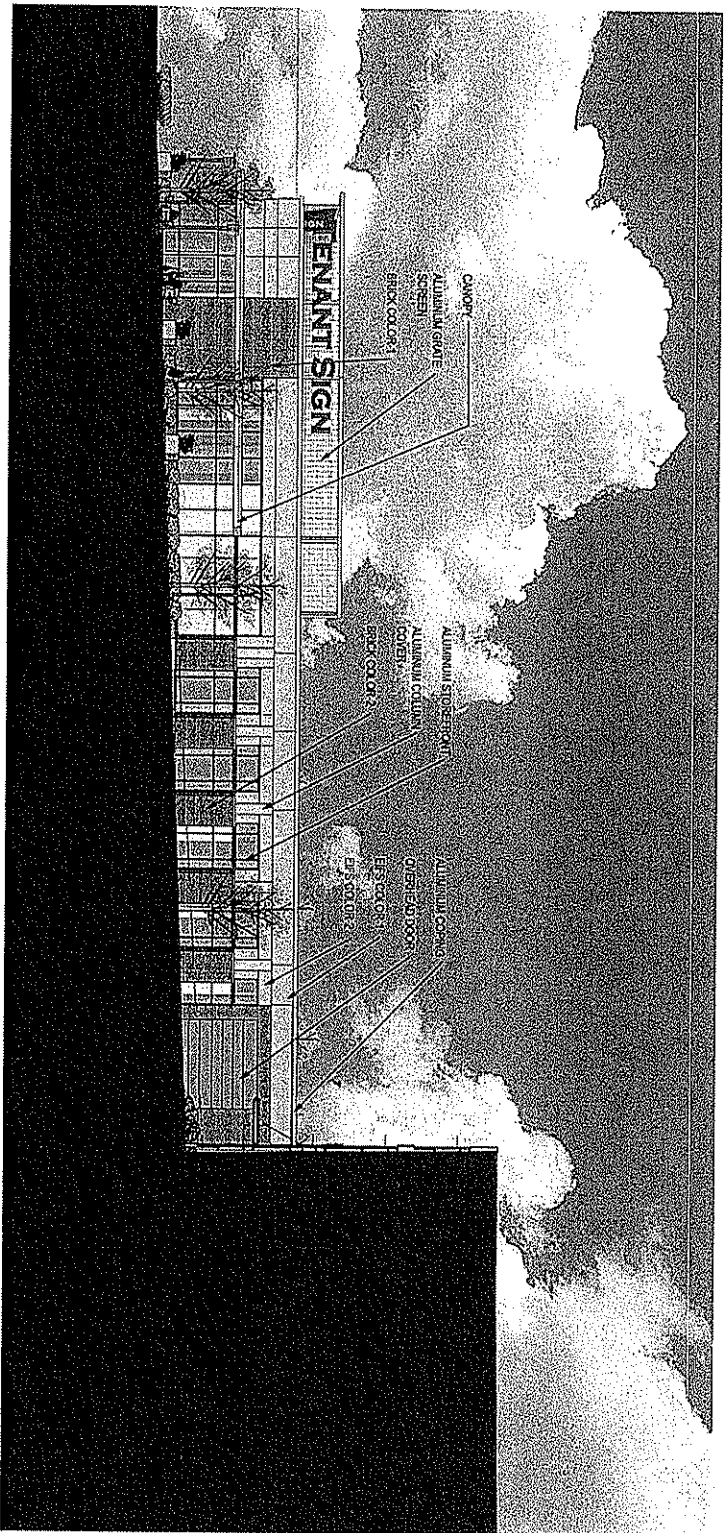


epstein uhlen : architects

**DIMENSIONAL**

Human Design Group  
interior + exterior + studio group

02/14/08 70833001  
© Epstein Uhlen Architects, Inc.



# HILLDALE - HUMANA PHASE 2 - BUILDING N

NORTH ELEVATION SECTION @ RETAIL



oppslein Urban : architects

**DIMENSION**

Madison Design Group

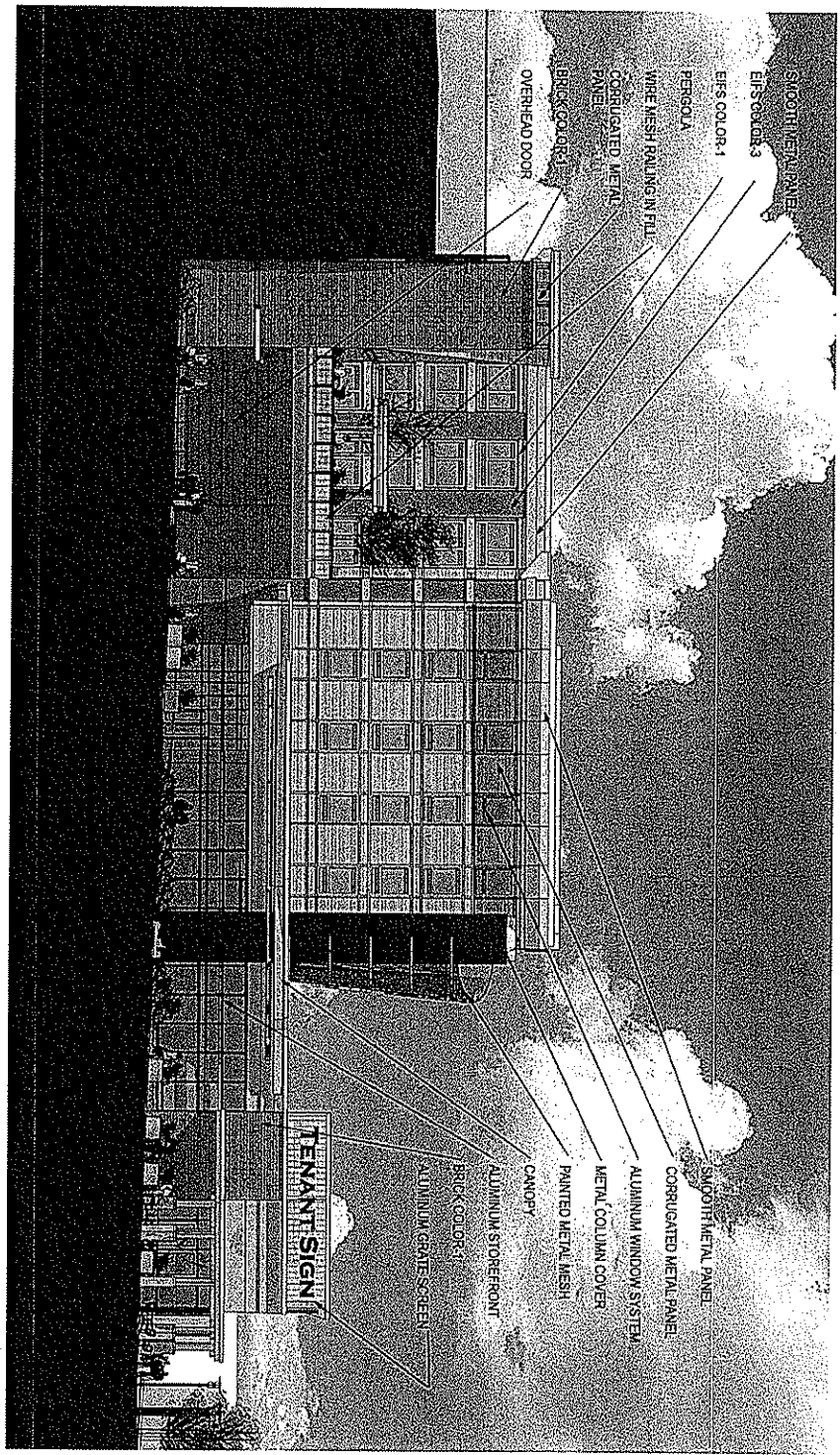
ARCHITECTURAL CONSULTANTS - MADISON GROUP

05/14/08

7/18/2001

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# HILLDALE - HUMANA PHASE 2 - BUILDING N

SOUTH ELEVATION SECTION @ HOTEL



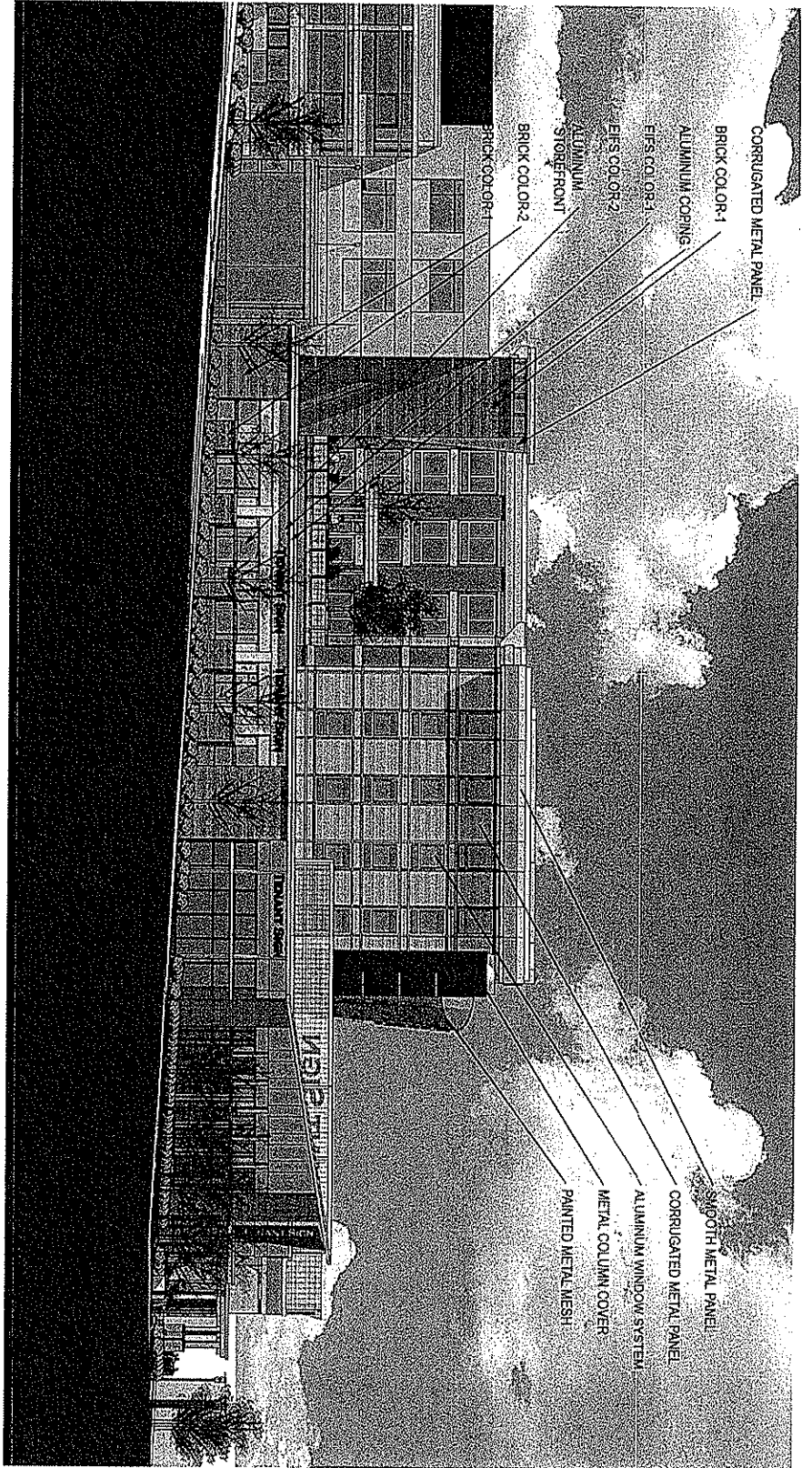
eppstein uhlen : architects

**DIMENSION**

an interior architecture group

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# HILLDALE - HUMANA PHASE 2 - BUILDING N

SOUTH ELEVATION



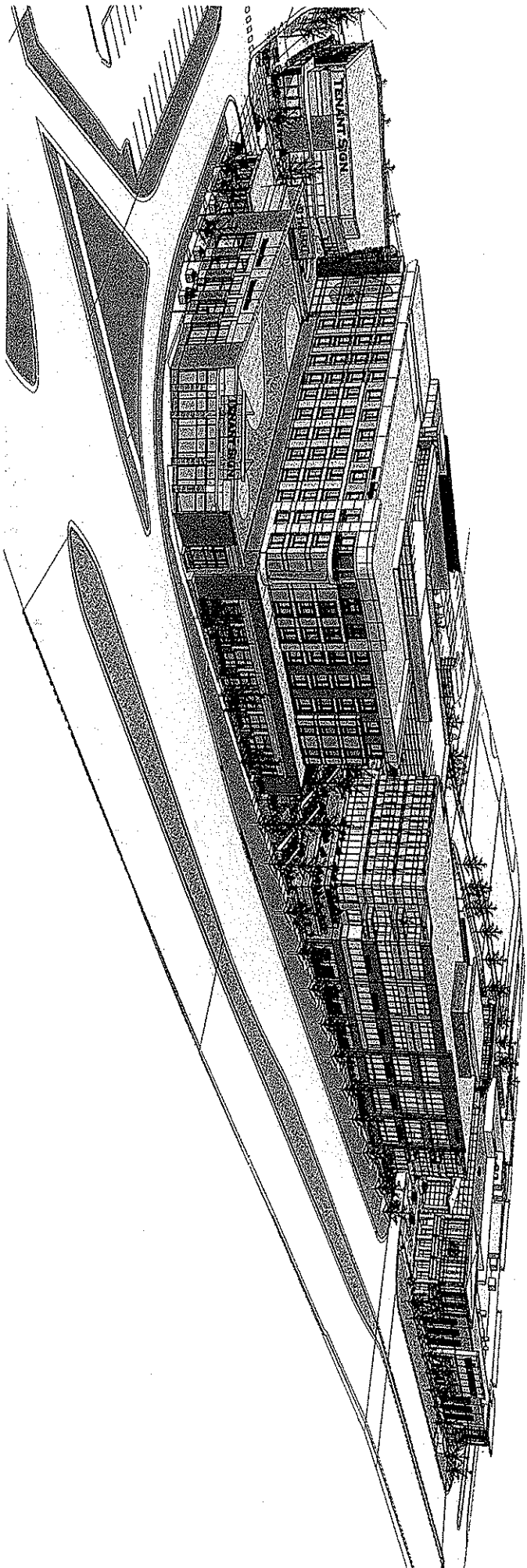
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**DIMENSIONAL**

Architecture • Interior Design • Landscape Architecture • Engineering • Urban Design

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# HILLDALE - HUMANA PHASE 2 - BUILDING N

UNIVERSITY AVENUE VIEW 1

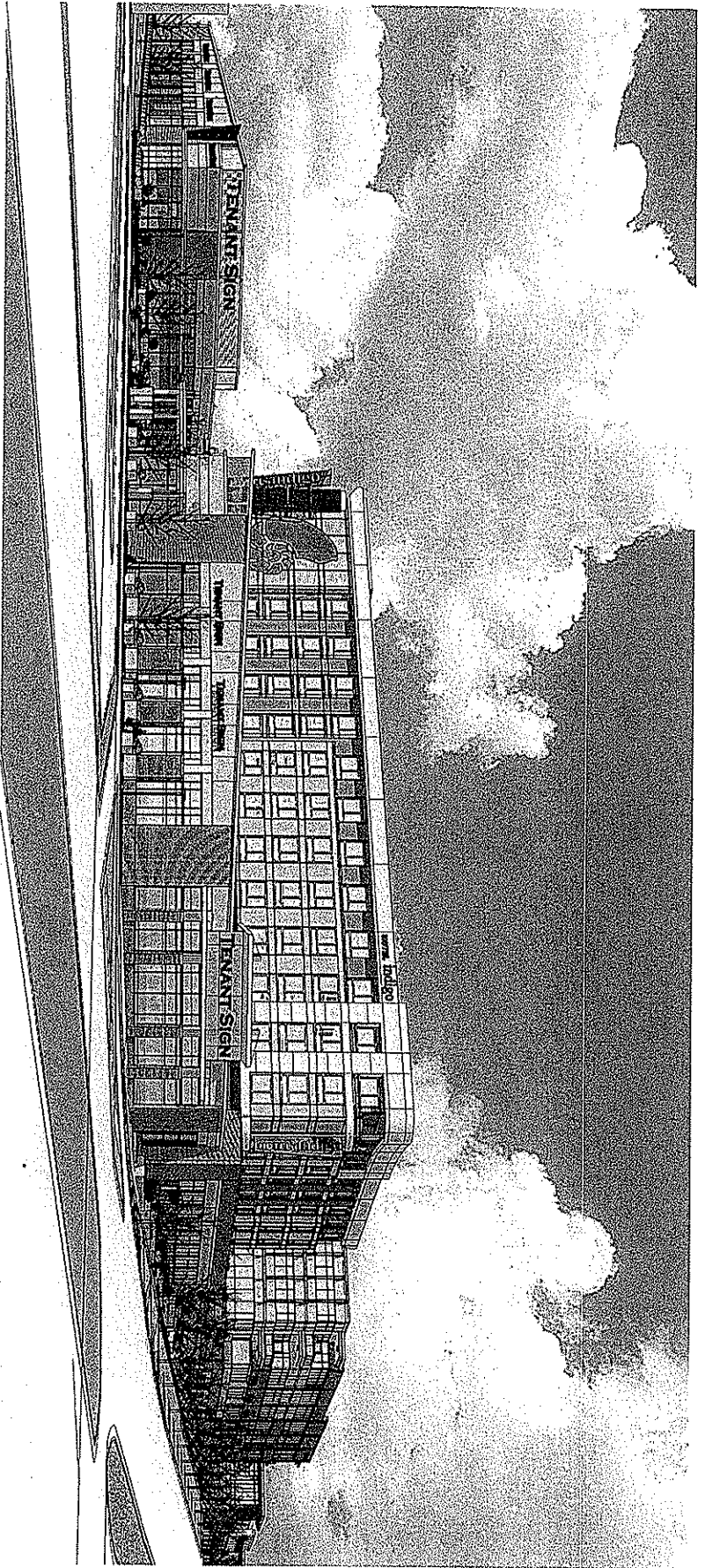


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Architectural - Engineering - Interiors - MEP

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# HILLDALE - HUMANA PHASE 2 - BUILDING N

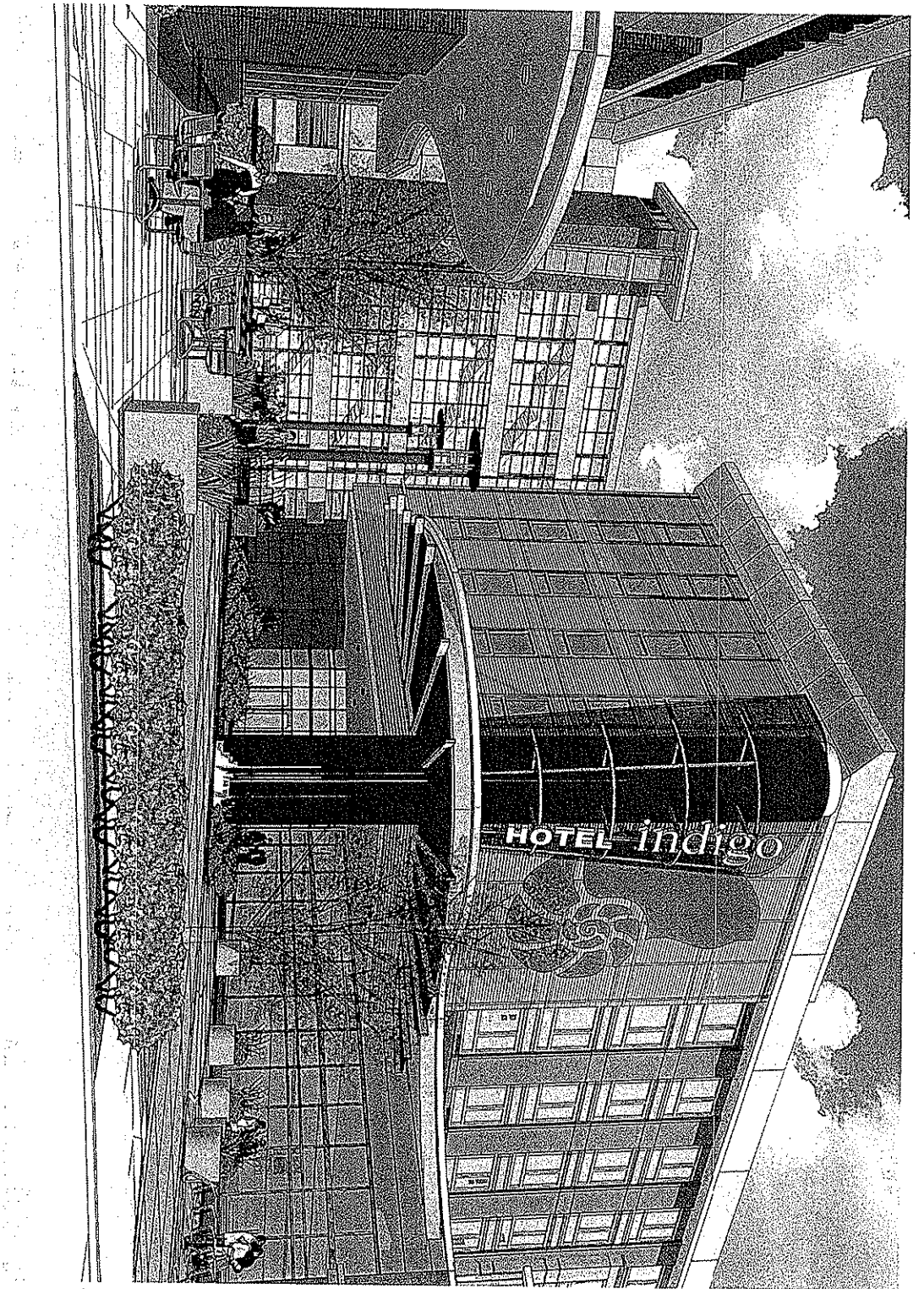
UNIVERSITY AVENUE VIEW 2



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**DIMENSION**  
Madison Design Group  
architects • engineers • interior design

05/08 7812041  
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HILLDALE - HUMANA PHASE 2 - BUILDING N  
VIEW FROM HILLDALE WAY

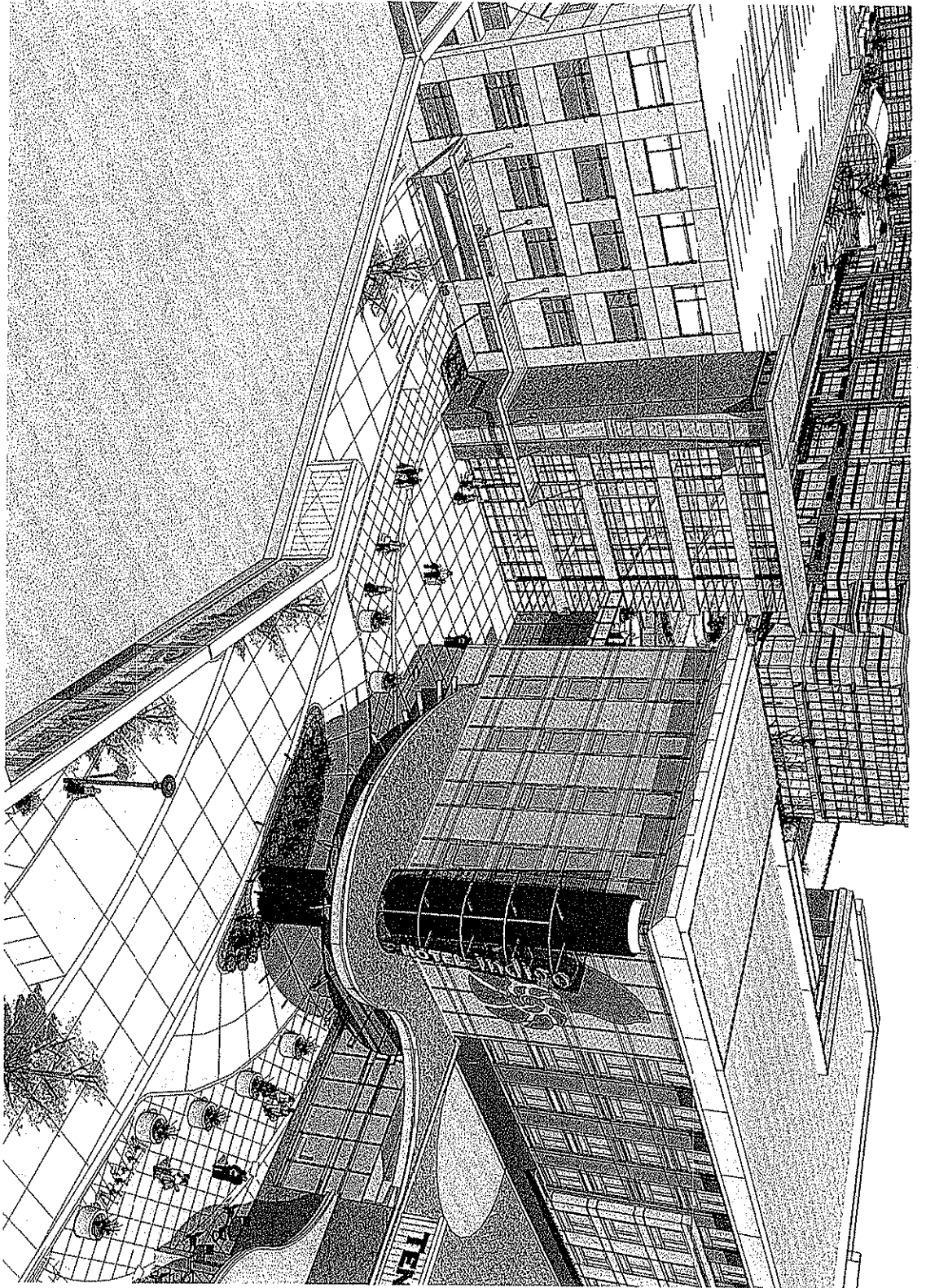


appstein liden : architects

**DIMENSION**  
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interior design · architecture · visual design

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# HILLDALE - HUMANA PHASE 2 - BUILDING N

VIEW INTO HOTEL ENTRY



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**DIMENSION** llm

ARCHITECTS • INTERIORS • LANDSCAPE ARCHITECTS

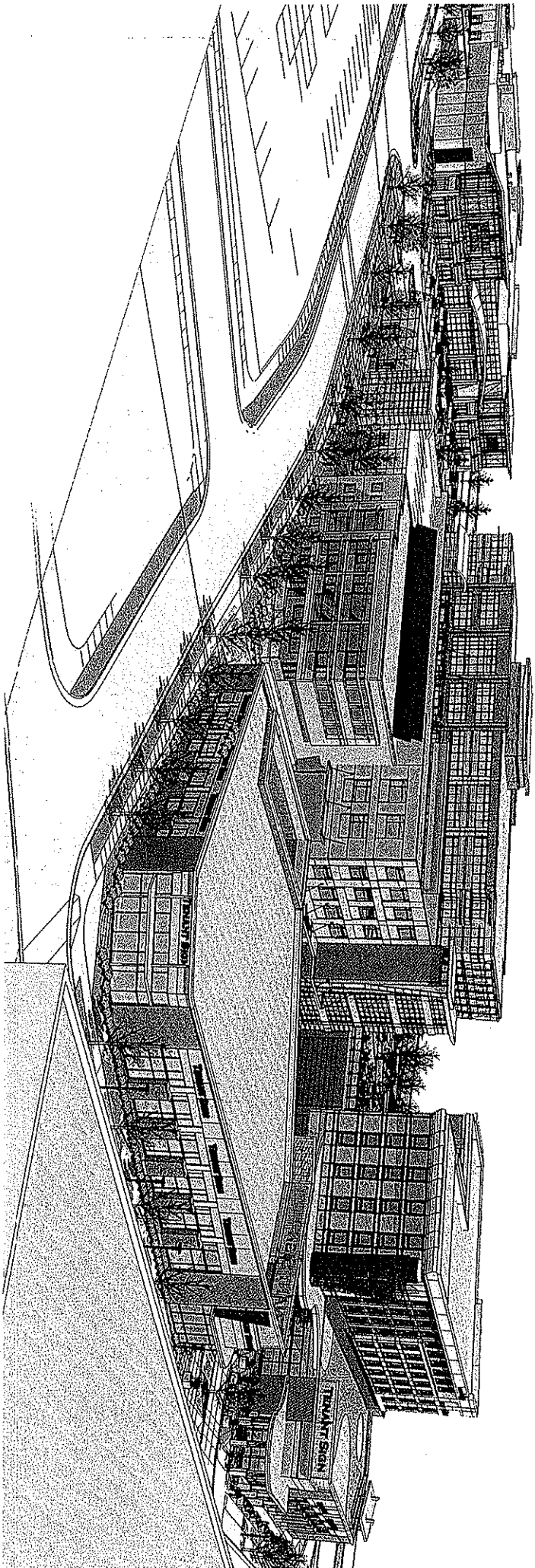
1000 BROADWAY, SUITE 2000, NEW YORK, NY 10018

02/14/08

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# HILLDALE - HUMANA PHASE 2 - BUILDING N

VIEW AT FREY STREET



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**DIMENSIONAL**

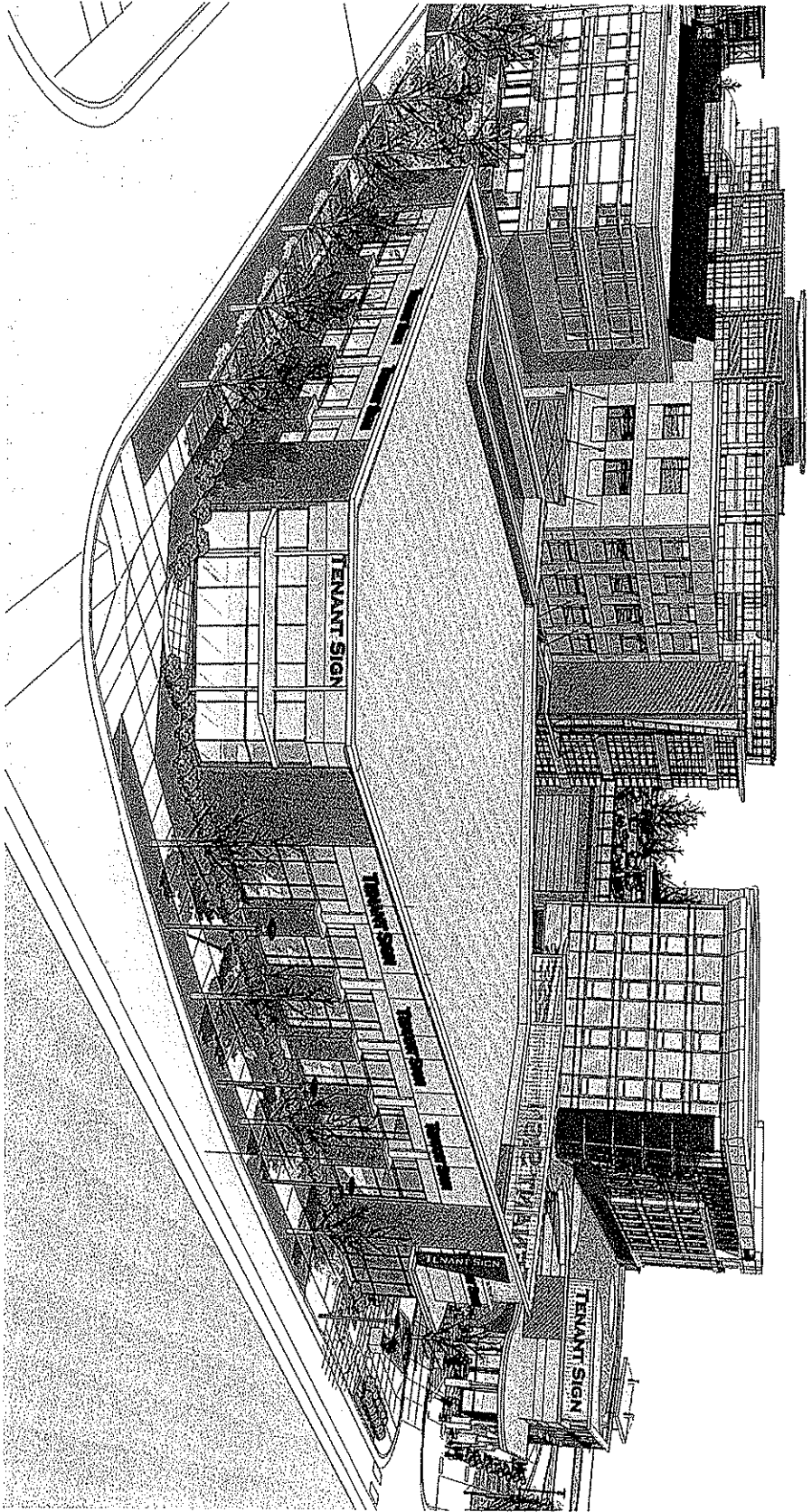
Architectural Design Group

PROJECTS : epstein uhlen : architects

03/14/03

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# HILLDALE - HUMANA PHASE 2 - BUILDING N

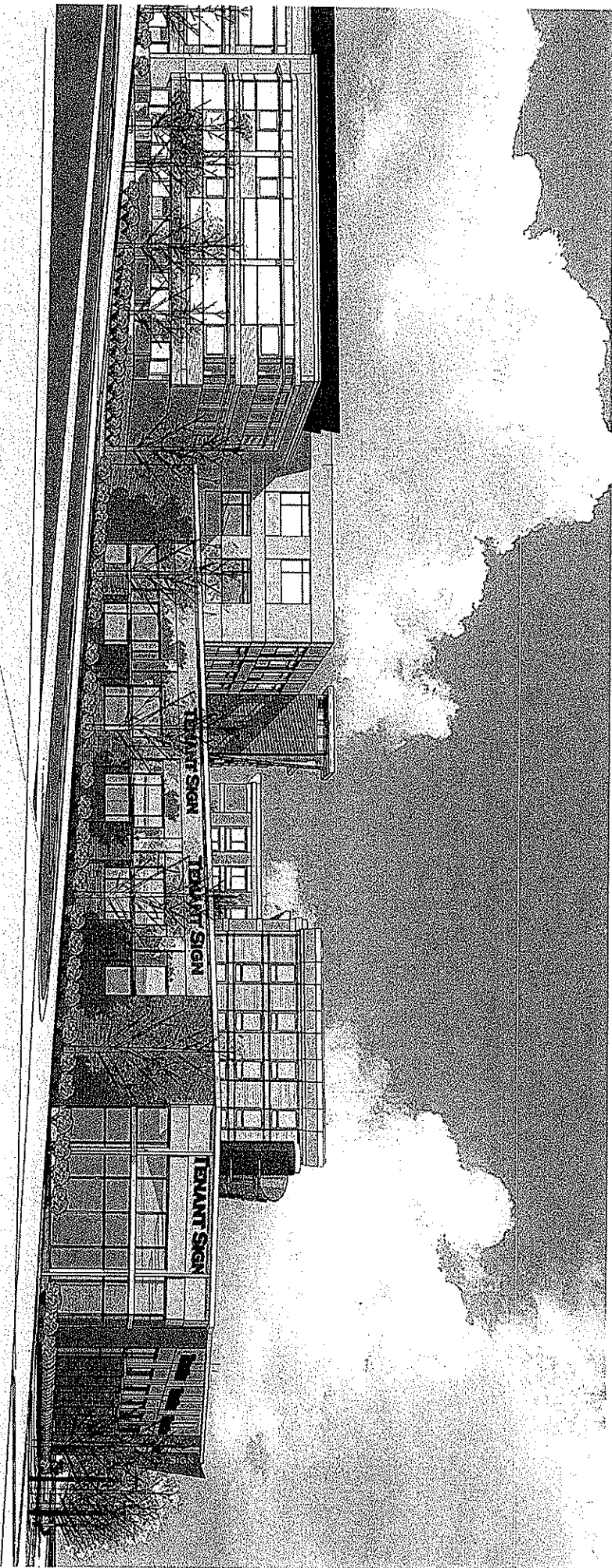
VIEW AT FREY AND HILLDALE WAY



epstein urban - architects

**DIMENSION1**  
 ARCHITECTS  
 ARCHITECTS

051438 20130901  
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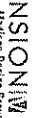


# HILLDALE - HUMANA PHASE 2 - BUILDING N

VIEW AT HILLDALE WAY



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**DIMENSION** 

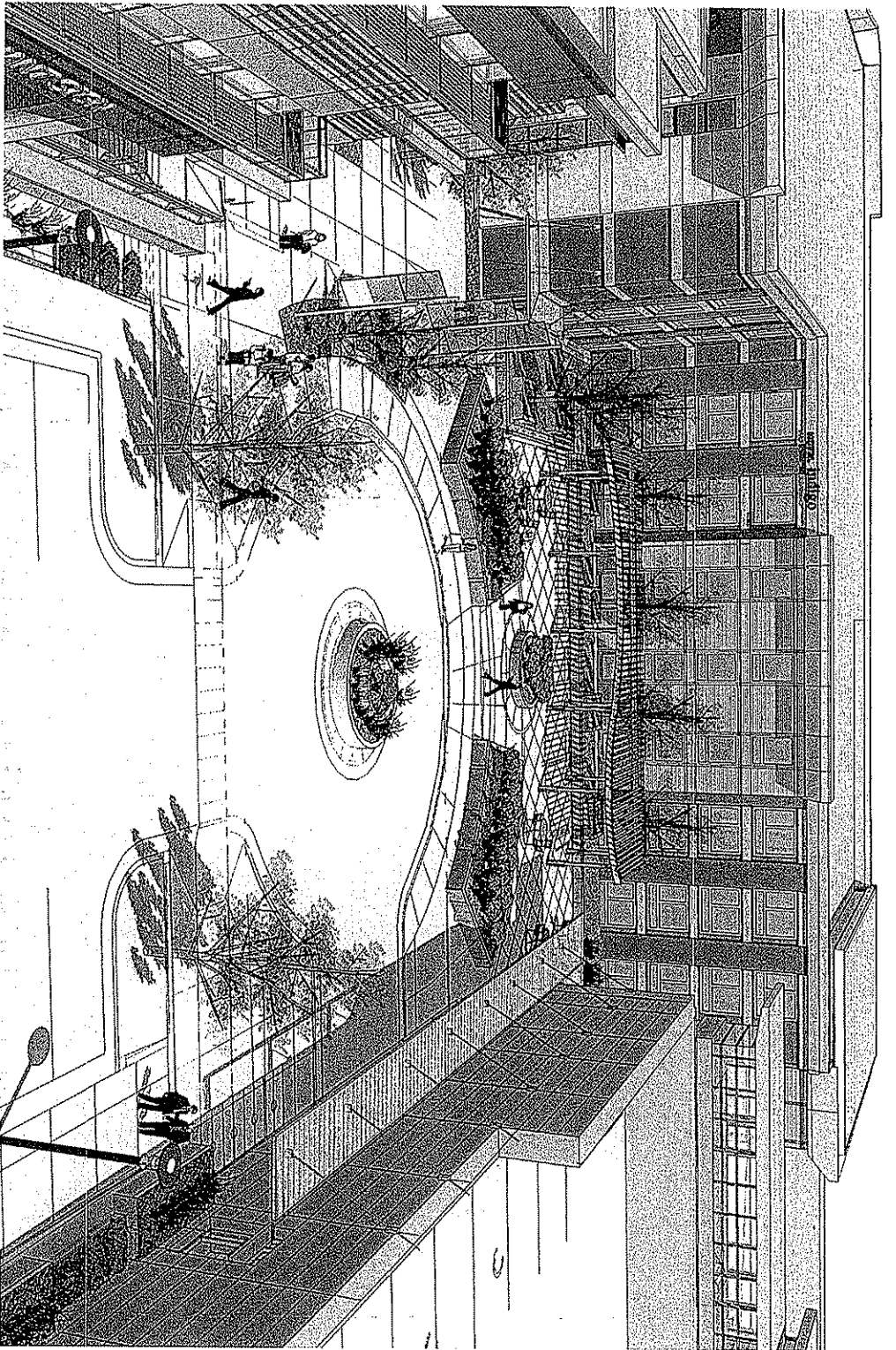
innovative architecture interior design

591408

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# HILLDALE - HUMANA PHASE 2 - BUILDING N

VIEW AT UPPER PLAZA 2

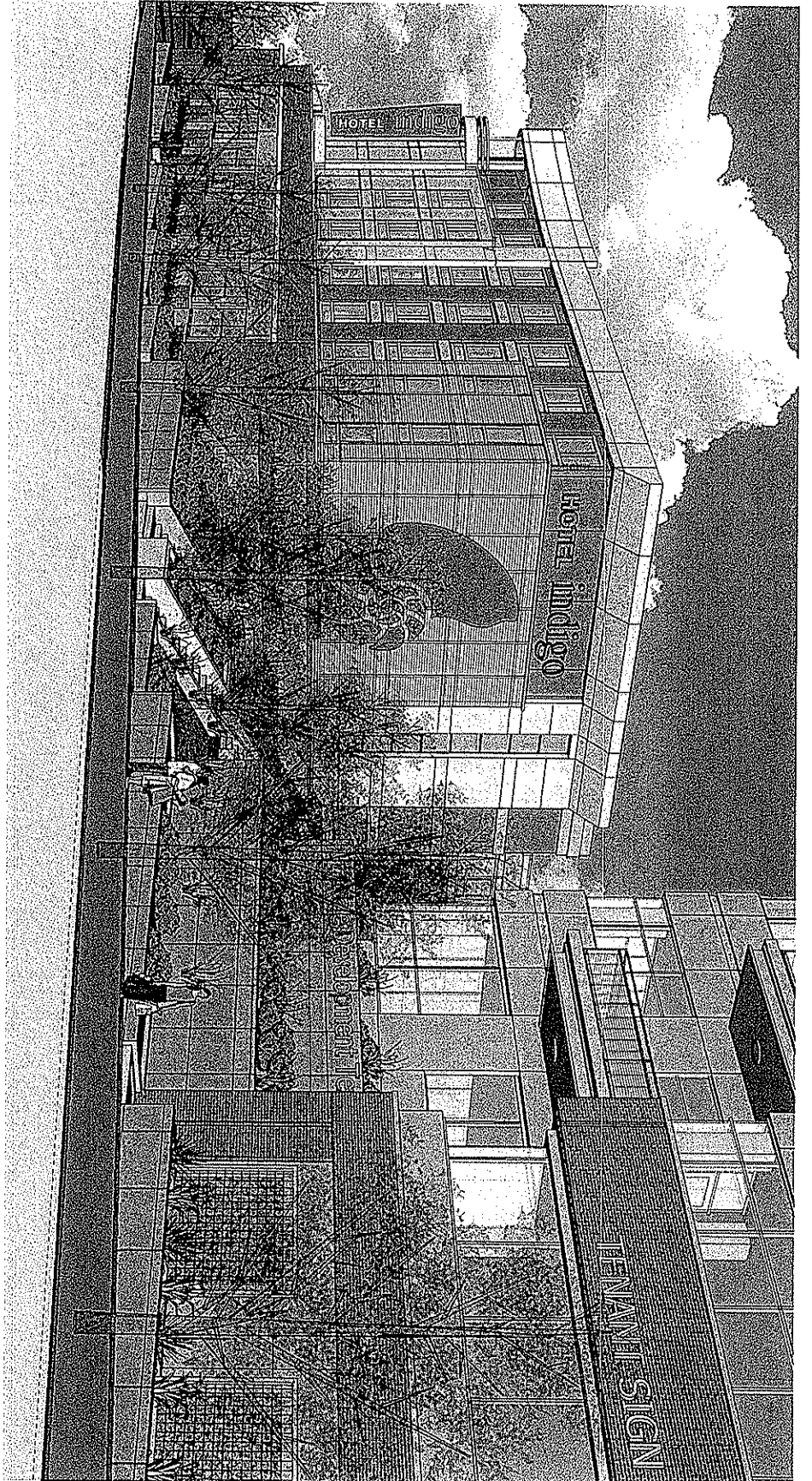


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**DIMENSION**  
architectural design group  
architects • engineers • interior design

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# HILLDALE - HUMANA PHASE 2 - BUILDING N

UNIVERSITY AVENUE LOOKING EAST



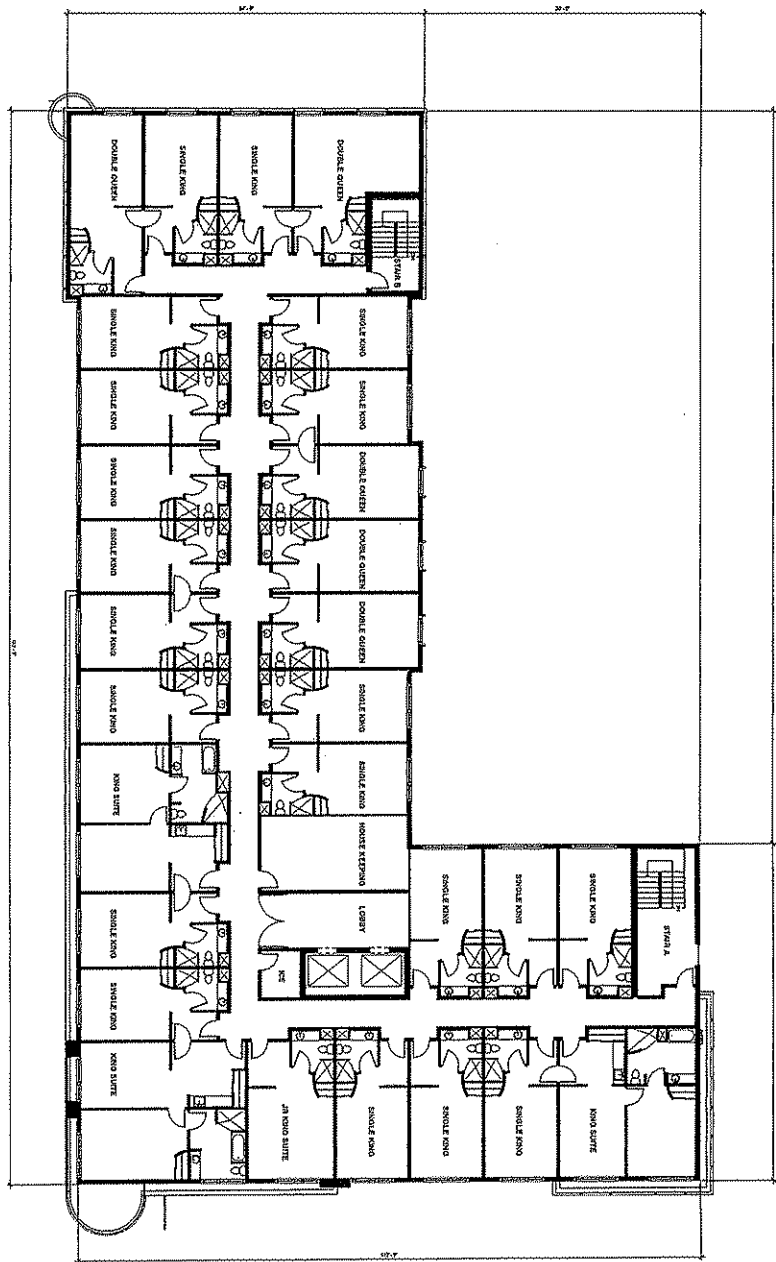
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**DIMENSION | M**  
 Architecture • Engineering • Interiors

07/16/08 70212001  
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1 NORTH (CENTRAL) CORRIDOR

Project Name	HILLDALE SHOPPING CENTER
Client	HILLDALE LAND COMPANY LLC.
Architect	DIMENSIONAL
Scale	AS SHOWN
Date	02/20/10
Sheet No.	A103

### HILLDALE SHOPPING CENTER

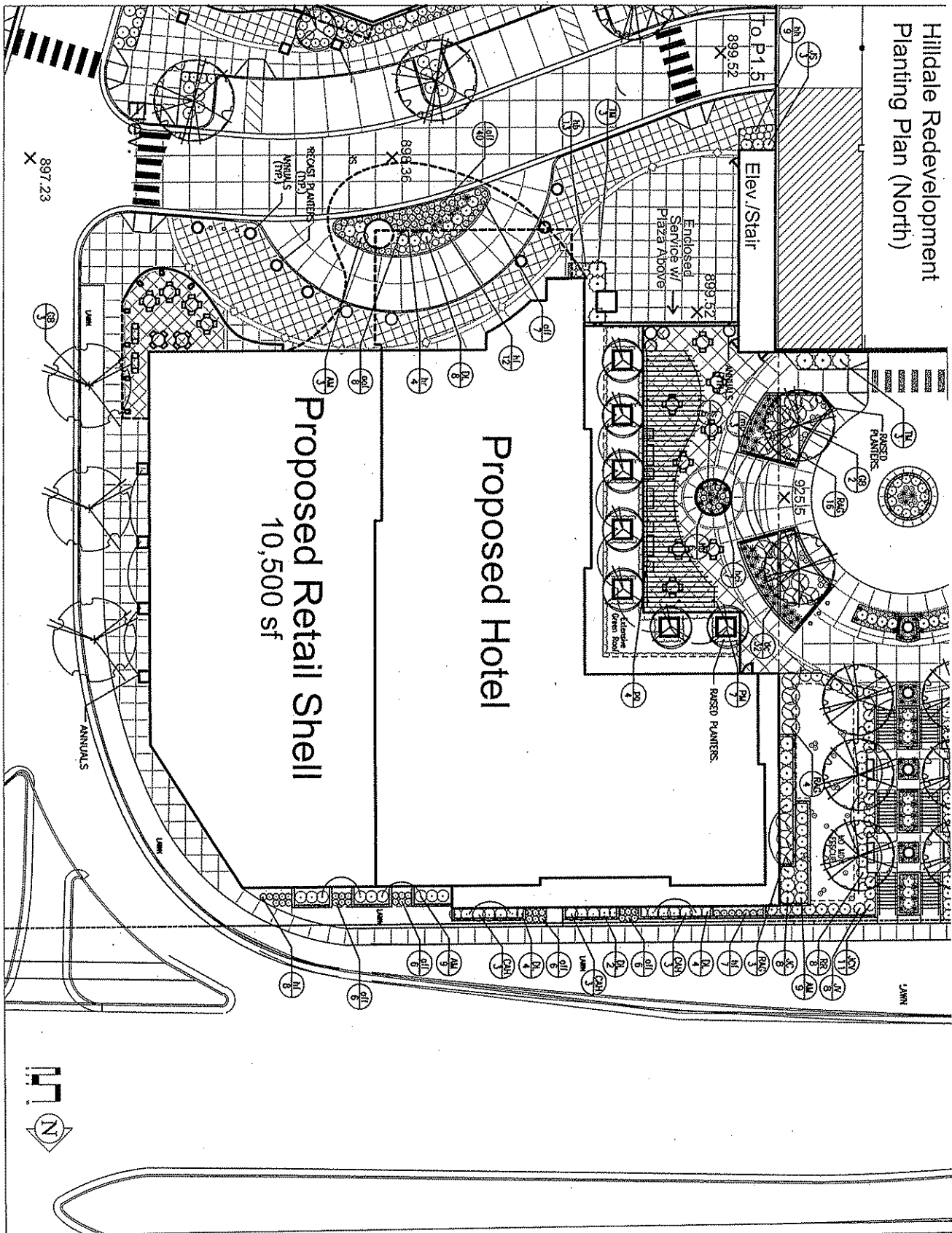
702, N. MIDVALE BOULEVARD  
MADISON, WI  
HILLDALE LAND COMPANY LLC.

**DIMENSIONAL**  
Madison Design Group  
architecture • engineering • interior design

1515 Orend Lane Plaza, Suite 100  
Madison, Wisconsin 53718  
• 608.229.2664  
• 608.229.2665  
• [www.dimensionaldesign.com](http://www.dimensionaldesign.com)



Hilldale Redevelopment  
Planting Plan (North)



HILLDALE SHOPPING CENTER  
702 N. MIDVALE BOULEVARD  
MADISON, WI

HILLDALE LAND COMPANY LLC

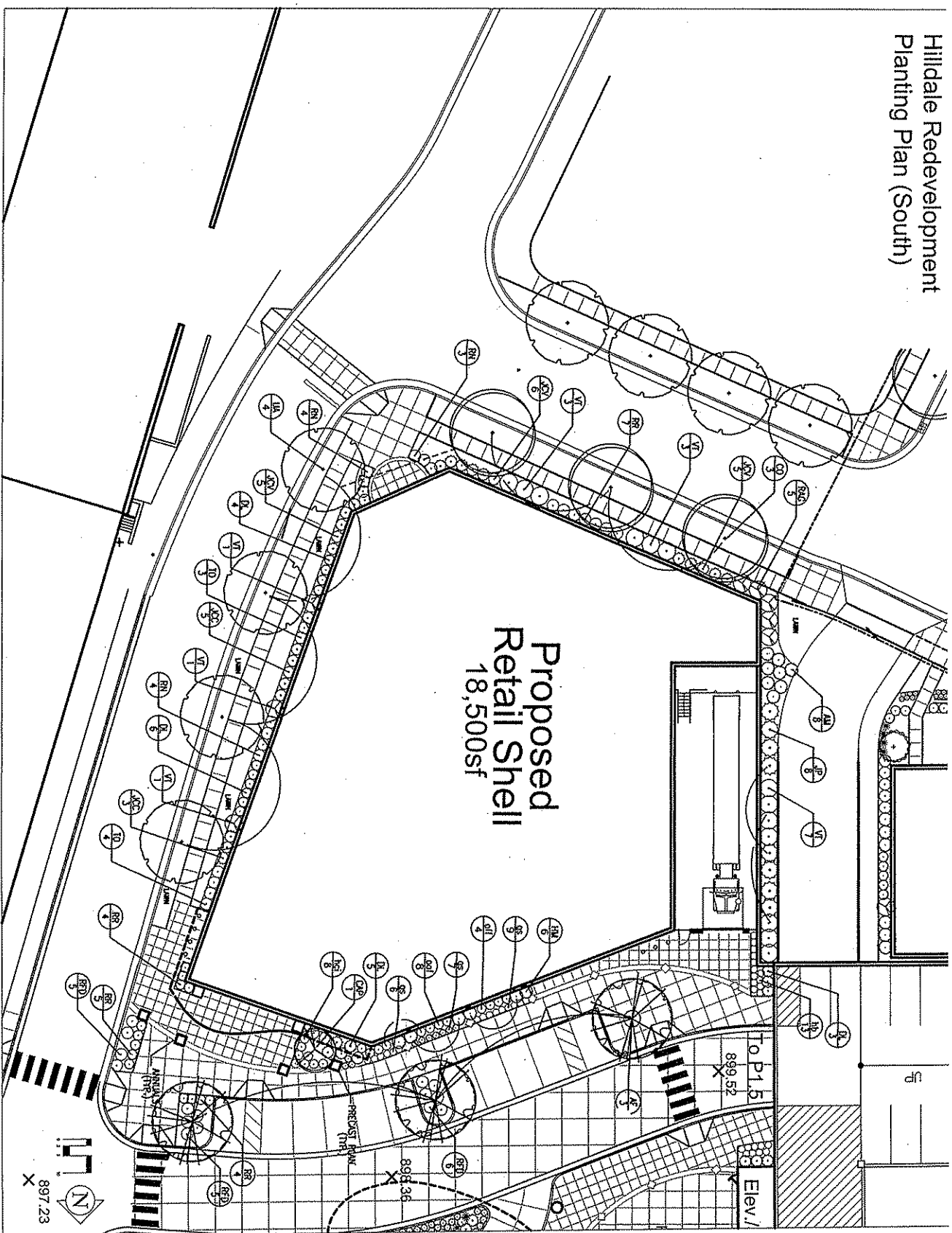


PROJECT TITLE: PLANTING PLAN NORTH

DATE:	NOV 14 2011
PROJECT NUMBER:	101
SCALE:	AS SHOWN
DESIGNER:	KS
CHECKED:	KS
DATE:	11/14/11

PROJECT NUMBER: L101

Hilldale Redevelopment  
Planting Plan (South)



Proposed  
Retail Shell  
18,500sf

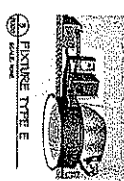
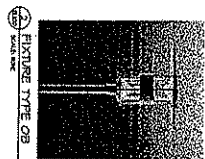
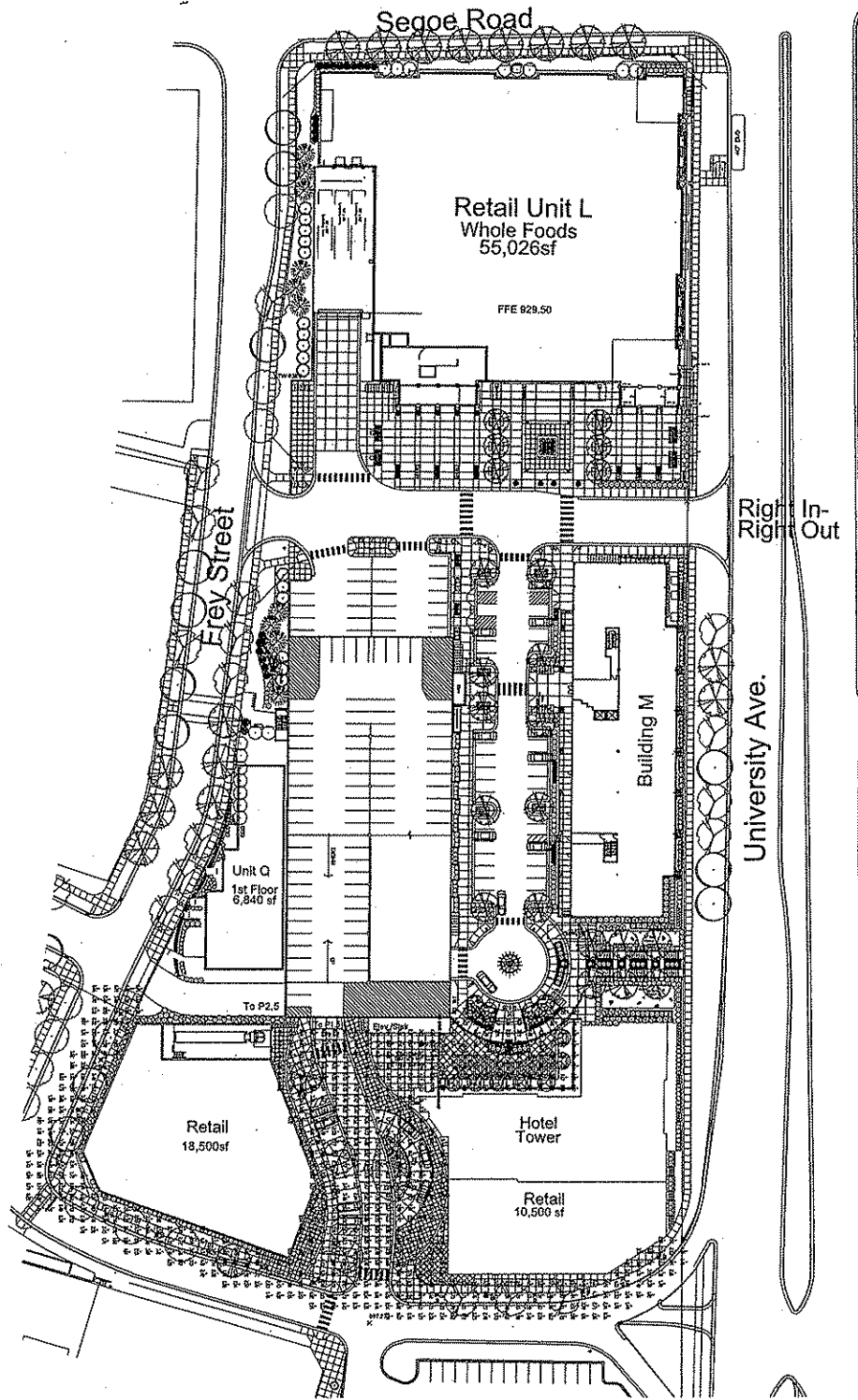
Project Name	HILLDALE SHOPPING CENTER
Client	HILLDALE LAND COMPANY LLC
Scale	AS SHOWN
Drawn By	MS
Checked By	MS
Date	08/23
Sheet No.	L102

**HILLDALE SHOPPING CENTER**  
702 N. MIDVALE BOULEVARD  
MADISON, WI

HILLDALE LAND COMPANY LLC

**VENI SAVINI**  
DESIGN INC.  
183 N. PETERSON  
MADISON, WI 53701  
TEL: 608.261.8888  
FAX: 608.261.8889  
WWW.VENISAVINI.COM





UNIT	TYPE	AREA (SF)	WATTAGE (W)	WATTAGE (KW)	WATTAGE (VA)	WATTAGE (VA)	WATTAGE (VA)	WATTAGE (VA)	WATTAGE (VA)
Unit L	Retail	55,026	1,000,000	1,000	1,000	1,000	1,000	1,000	1,000
Unit Q	1st Floor	6,840	100,000	100	100	100	100	100	100
Retail	Retail	18,500	300,000	300	300	300	300	300	300
Hotel Tower	Hotel	10,566	200,000	200	200	200	200	200	200

SITE PHOTOMETRICS

UNIT	TYPE	AREA (SF)	WATTAGE (W)	WATTAGE (KW)	WATTAGE (VA)	WATTAGE (VA)	WATTAGE (VA)	WATTAGE (VA)	WATTAGE (VA)
Unit L	Retail	55,026	1,000,000	1,000	1,000	1,000	1,000	1,000	1,000
Unit Q	1st Floor	6,840	100,000	100	100	100	100	100	100
Retail	Retail	18,500	300,000	300	300	300	300	300	300
Hotel Tower	Hotel	10,566	200,000	200	200	200	200	200	200

SITE PHOTOMETRICS

**HILLDALE SHOPPING CENTER**

702 N. MIDVALE BOULEVARD  
MADISON, WI  
HILLDALE BUILDING COMPANY LLC

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