

JOSEPH FREED AND ASSOCIATES LLC

January 26, 2010

Mr. Alan J. Martin
Secretary
City of Madison – Urban Design Commission
215 Martin Luther King, Jr. Blvd.
Madison, WI. 53703

RE: Urban Design Commission (“UDC”) Presentation Requesting Initial and Final Approval in Connection with the Frey Street Parking Lot.

Dear Mr. Martin:

The following is being submitted for the February 3, 2010 UDC meeting being held in connection with the Hilldale Specific Implementation Plan (“SIP”) for the Frey Street Parking Lot (the “Property”). The Property is adjacent to Hilldale Shopping Center and the proposed Target Store. It is important to note that concurrent with this application, Target Corporation is submitting a separate application to the UDC that is specifically focused on the proposed Target Store; Target’s application will include information related to the SIP for the seven acre site bounded by University Avenue, Frey Street, Segoe Road and Hilldale Way (the “Target Site”). Separately, this application is narrowly focused on the Frey Street Parking Lot. The Property is approximately one acre and provides parking for Hilldale Shopping Center.

This application does not propose changing the existing use of the Property. In particular, the Developer proposes to continue utilizing the Property as a parking area – the Frey Street Parking Lot has been used for vehicular parking for over twenty years. Prior applications changed the land use of the Frey Street Parking Lot to open space for the purpose of providing an amenity for the hundreds of prospective residents of the proposed residential condominium towers planned for the Target Site. However, the proposed residential towers were not built and as a consequence the purpose of using open space to compliment the residential development cannot be achieved. Under this application, the Property will continue to contribute to the overall parking supply at Hilldale Shopping Center which addresses concerns expressed by shoppers and obligations to merchants with respect to the adequacy of parking at Hilldale. The Developer intends to upgrade the Property to City standards under this proposal through re-striping the parking lot and adding dark sky compliant lighting as provided in the enclosed plans.

Please note that the enclosed landscape plans were updated to include the landscape islands requested by several committee members at the January 20, 2010 UDC meeting.

As always – please feel free to contact us if you have any questions or comments. Thank you for considering our request for initial and final approval.

Sincerely,

JOSEPH FREED AND ASSOCIATES LLC



Jim Farrell
Senior Vice President

CC Adam Fink
Scott McLamore

**APPLICATION FOR
URBAN DESIGN COMMISSION
REVIEW AND APPROVAL**

AGENDA ITEM # _____

Project # _____

DATE SUBMITTED: <u>1/27/2010</u>	Action Requested
UDC MEETING DATE: <u>2/3/2010</u>	<input type="checkbox"/> Informational Presentation
	<input type="checkbox"/> Initial Approval and/or Recommendation
	<input checked="" type="checkbox"/> Final Approval and/or Recommendation

PROJECT ADDRESS: 702 N Midvale Blvd

ALDERMANIC DISTRICT: District 11

OWNER/DEVELOPER (Partners and/or Principals): HD Annex LLC and Hilldale Land Company LLC affiliates of Joseph Freed and Associates LLC

ARCHITECT/DESIGNER/OR AGENT:

CONTACT PERSON: Jim Farrell

Address: 33 South State Street - Suite 400 Chicago, IL 60603 - 2802

Phone: (312) 675-5524

Fax: (312) 675-5555

E-mail address: JFarrell@JFreed.com

TYPE OF PROJECT:

(See Section A for:)

- Planned Unit Development (PUD)
- General Development Plan (GDP)
- Specific Implementation Plan (SIP)
- Planned Community Development (PCD)
- General Development Plan (GDP)
- Specific Implementation Plan (SIP)
- Planned Residential Development (PRD)
- New Construction or Exterior Remodeling in an Urban Design District * (A public hearing is required as well as a fee)
- School, Public Building or Space (Fee may be required)
- New Construction or Addition to or Remodeling of a Retail, Hotel or Motel Building Exceeding 40,000 Sq. Ft.
- Planned Commercial Site

(See Section B for:)

- New Construction or Exterior Remodeling in C4 District (Fee required)

(See Section C for:)

- R.P.S.M. Parking Variance (Fee required)

(See Section D for:)

- Comprehensive Design Review* (Fee required)
- Street Graphics Variance* (Fee required)
- Other _____

*Public Hearing Required (Submission Deadline 3 Weeks in Advance of Meeting Date)

Where fees are required (as noted above) they apply with the first submittal for either initial or final approval of a project.

Hilldale Redevelopment

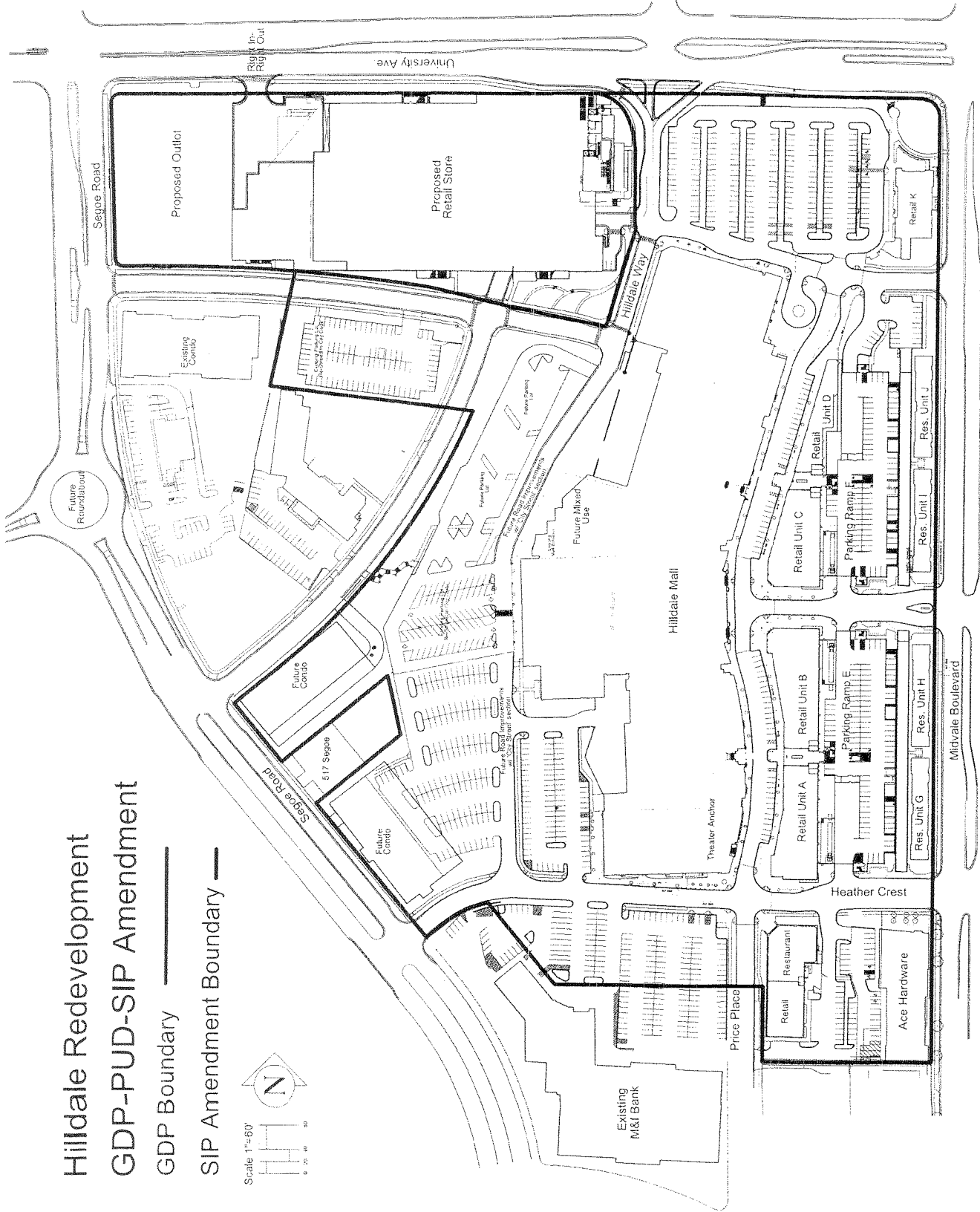
GDP-PUD-SIP Amendment

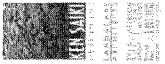
GDP Boundary ———

SIP Amendment Boundary ———



Scale 1"=60'

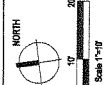




Consultant

HILDALE PARKING LOT

4601 Frey Street
Madison, Wisconsin



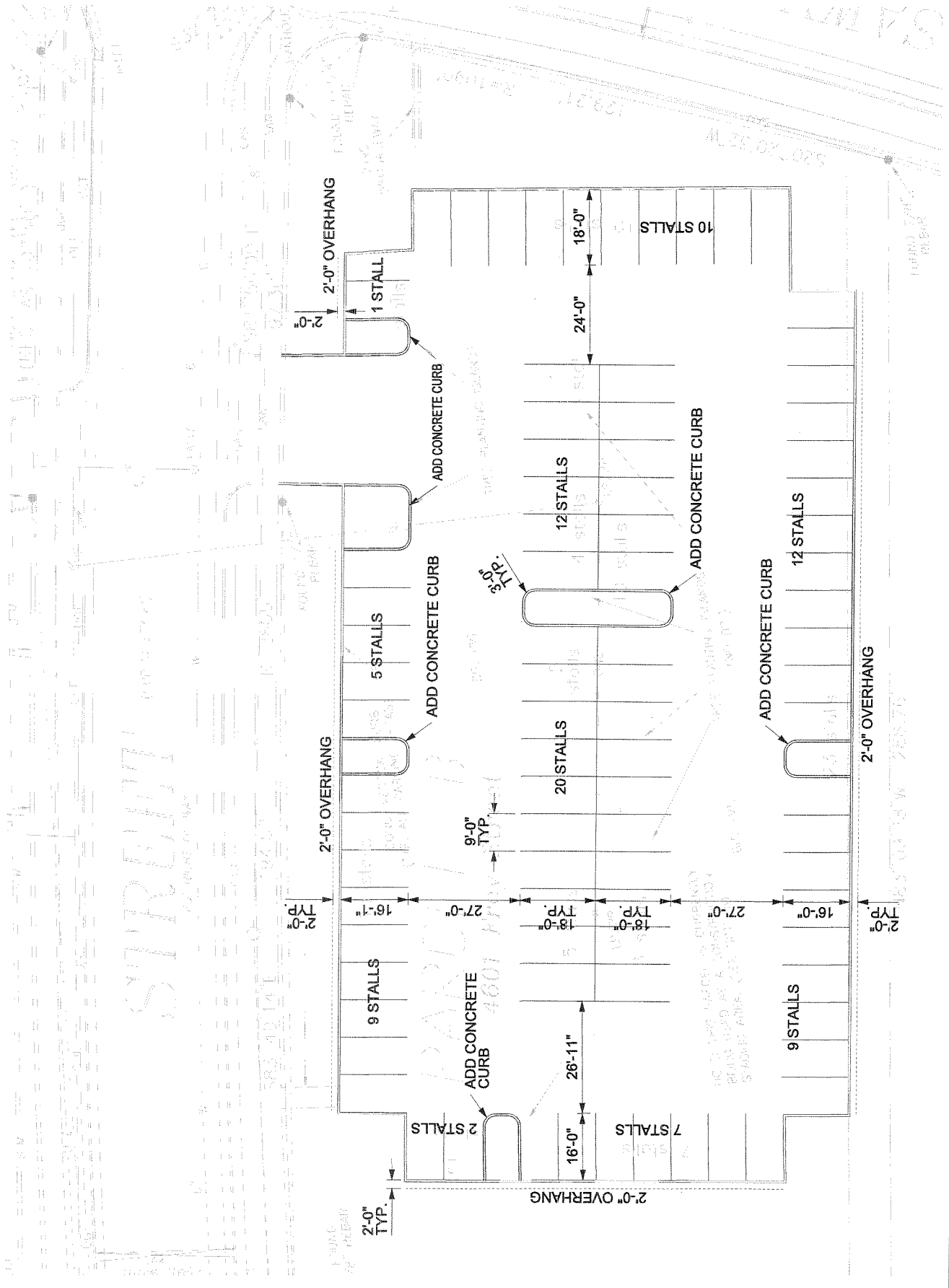
Revision/Date	Date

NSD Project No.	NSD
Drawn By	NSD
Checked By	NSD
Date	1-27-2010
Sheet Title	

RESTRIPPING PLAN

Sheet No.

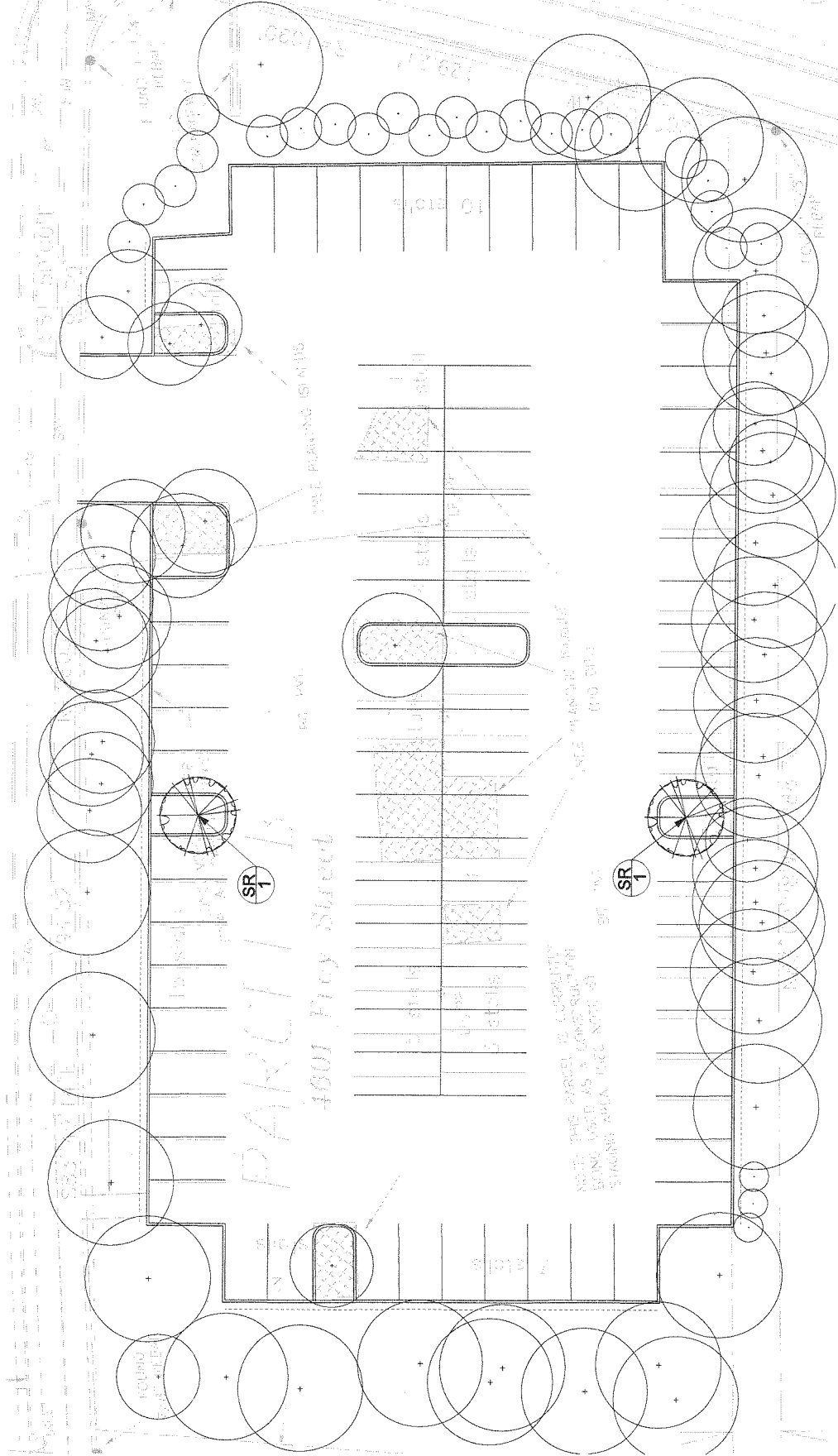
L-1



Total Parking Stalls	87
Number of Shade Trees Required (2.2.5" Caliper)	7
Number of Landscape Points Required	400

Element	Point Value	Quantity	Points Achieved	Quantity	Points
Canopy Trees (2.2.5" Caliper)	35	2	70	59	2085
Evergreen Trees (3' Height Minimum)	15		70	25	375
Sub Totals					2440
Total Points					2510

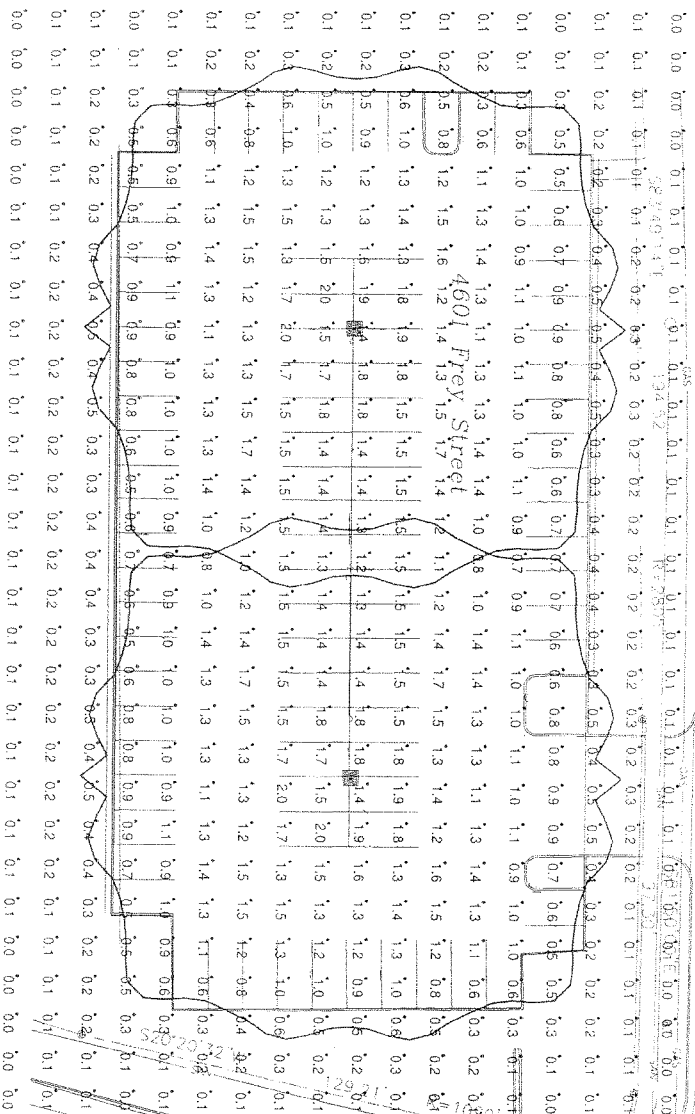
Plant List Key	Botanical Name	Common Name	Quantity	Size	Spec
SR	<i>Syringa reticulata</i>	'Ivory Silk'	2	2.5" Cal.	B&B



HILLDALE PARKING LOT
4601 Frey Street
Madison, Wisconsin

NSP Project No. RSD
 Drawn By RSD
 Checked By RSD
 Date 1.27.2010
 Sheet Title LANDSCAPE PLAN
 Scale 1"=10'
 North Arrow
 Revision/Date

STREET



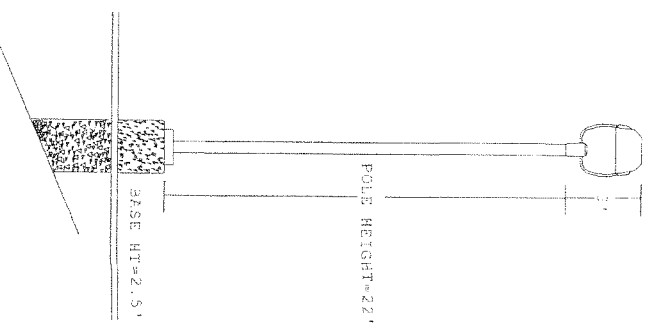
Luminaire Schedule	Symbol	Label	Arrangement	Lumens	LLF	Description
1		AVVS	SINGLE	33000	0.750	AVVSH32-M 320w pmh

(2) PS4S22CTBZ 22 x 4 x .125 Square steel poles
 *** Poles meet 120 mph wind zone requirements

RUUD LIGHTING
 800.236.7000 USA <www.ruudlighting.com> 505.671.1991 CAN
 Illumination results shown on this lighting design are based on project parameters provided to Ruud Lighting used in conjunction with luminaire test procedures conducted under laboratory conditions. Actual project conditions differing from those design parameters may affect field results. The customer is responsible for verifying compliance with any applicable electrical, lighting, or energy code.

PARKING LOT ONLY

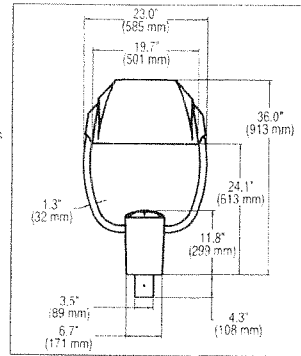
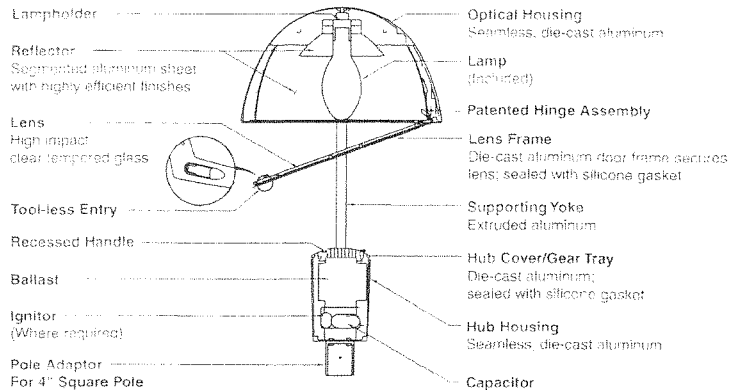
Illuminance Values (Fc)
 Average = 1.20
 Maximum = 2.0
 Minimum = 0.5
 Avg/Min Ratio = 2.40
 Max/Min Ratio = 4.00



Date: 15/2010	Scale: 1"=30'	Engineer: Bill Schuppert			
Project Name: #31829 - Hillgate Parking Lot					
Filename: 100105-HI-BRS-AGI					
FOOTCANDLES CALCULATED AT GRADE USING MEAN LUMENS					
Numeric Summary					
Label	Avg	Max	Min	Avg/Min	Max/Min
Calc	0.72	2.0	0.0	N.A.	N.A.

ROUND TUBE CENTER DIRECT MOUNT AERODOME™ QUADRATE (TYPE V)

**AVV5H-20
SERIES**



SIDE VIEW

FRONT VIEW

SPEC # WATTAGE CATALOG #

PULSE START METAL HALIDE

<input type="checkbox"/>	SPEC #	150W PSMH	AVV5H615-(a)(b)
<input type="checkbox"/>	SPEC #	250W PSMH	AVV5H625-(a)(b)
<input type="checkbox"/>	SPEC #	320W PSMH	AVV5H632-(a)(b)
<input type="checkbox"/>	SPEC #	350W PSMH	AVV5H635-(a)(b)
<input type="checkbox"/>	SPEC #	400W PSMH	AVV5H640-(a)(b)

METAL HALIDE

<input type="checkbox"/>	SPEC #	175W MH	AVV5H417-(a)(b)
<input type="checkbox"/>	SPEC #	250W MH	AVV5H425-(a)(b)
<input type="checkbox"/>	SPEC #	400W MH	AVV5H440-(a)(b)

HIGH PRESSURE SODIUM

<input type="checkbox"/>	SPEC #	150W HPS	AVV5H515-(a)(b)
<input type="checkbox"/>	SPEC #	250W HPS	AVV5H525-(a)(b)
<input type="checkbox"/>	SPEC #	400W HPS	AVV5H540-(a)(b)

Specify (a) Voltage & (b) Options.

† Reduced envelope lamp; ED28 for 320 – 400W PSMH & 400W MH

(a) VOLTAGE SUFFIX KEY

D	120/277V
M	120/208/240/277V (Standard)
T	120/277/347V (Canada Only)
1	120V
2	277V
27	277V Reactor (PSMH Only)
3	208V
4	240V
5	480V
6	347V (Canada Only)

For voltage availability outside the US and Canada, see Bulletin TD-9 or contact your Road Lighting authorized International Distributor.

(b) OPTIONS (factory-installed)

-(a)P	Button Photocell
-5P	External Photocell (for 480V)

Specify (a) Single Voltage — See Voltage Suffix Key

Notes

GENERAL DESCRIPTION

Parking lot and roadway full cutoff luminaire for HID lamp, totally enclosed. Housing is seamless, die-cast aluminum. Electrical components are heat-sinked and contained in post top hub assembly (post top mount configuration). Lens assembly consists of tool-less quick release frame constructed of rigid aluminum and high-impact, clear-tempered glass lens. High-temperature silicone gasket seals lens from water and insects.

FINISH

Exclusive Colorfast DeltaGuard® finish features an E-coat epoxy primer with medium bronze ultra-durable powder topcoat, providing excellent resistance to corrosion, ultraviolet degradation and abrasion. The finish is covered by our seven-year limited warranty.

ELECTRICAL

Fixture includes clear, mogul-base lamp. 320 – 400W PSMH and 400W MH utilize the ED28 reduced envelope lamp. Pulse-rated porcelain enclosed, 4kv rated screw-shell-type lampholder with spring-loaded center contact. Lamp ignitor included where required. All ballast assemblies are high-power factor and use the following circuit type:

Reactor (277V PSMH)
150 – 400W PSMH

CWA — Constant Wattage Autotransformer
250 – 400W PSMH; 175 – 400W MH;
150 – 400W HPS

HX — High Reactance
150W PSMH

LABELS

ANSI lamp wattage label supplied, visible during relamping. UL Listed in US and Canada for wet locations.

PATENTS

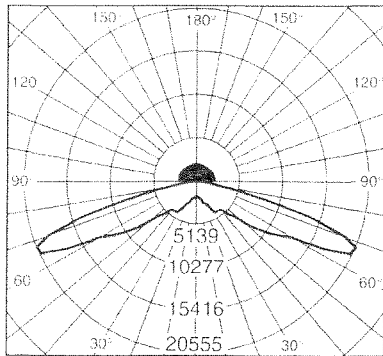
US 4,689,729; D531,882; Canada 108888; Other Patents Pending



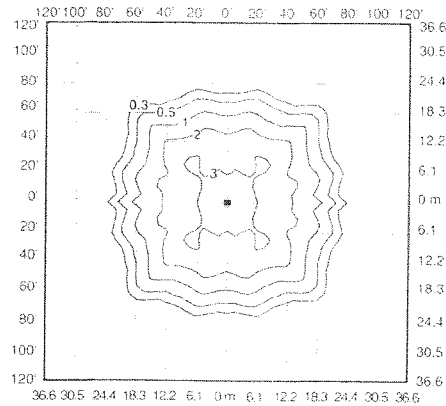
**AVV5H-20
SERIES**

**ROUND TUBE CENTER DIRECT MOUNT
AERODOME™ QUADRATE (TYPE V)**

Isofootcandle plots show initial footcandles at grade. (Footcandles ÷ 0.0929 = Lux)



Lighting Sciences Inc.
Certified Test Report No. LSI 23051R
Candlepower distribution curve of 400W PSMH
AeroDome Light.



Isofootcandle plot of 400W PSMH AeroDome
Light at 25' (7.6 m) mounting height.
(Plan view)



9201 Washington Avenue Racine, Wisconsin 53406-3772 USA

PHONE (262) 886-1900

FAX (262) 884-3309

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www.ruidlighting.com

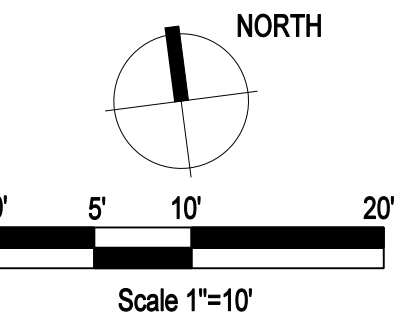
10/02/09



Consultants

HILDALE PARKING LOT

4601 Frey Street
Madison, Wisconsin

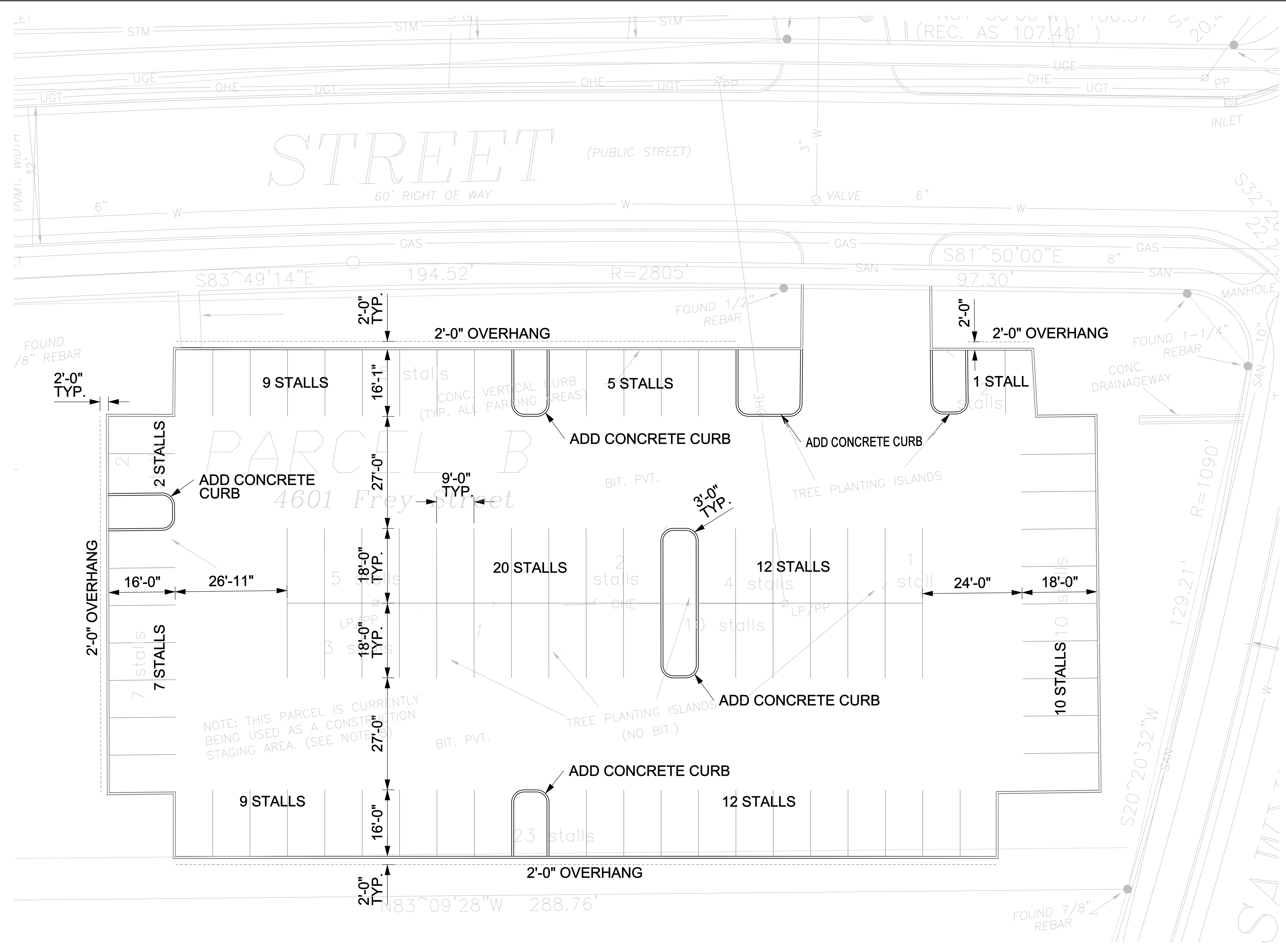


Issuance/Revision	Date

KSD Project No.	
Drawn By	KSD
Checked By	KSD
Date	1-27-2010

Sheet Title
RESTRIPPING PLAN

Sheet No.
L-1



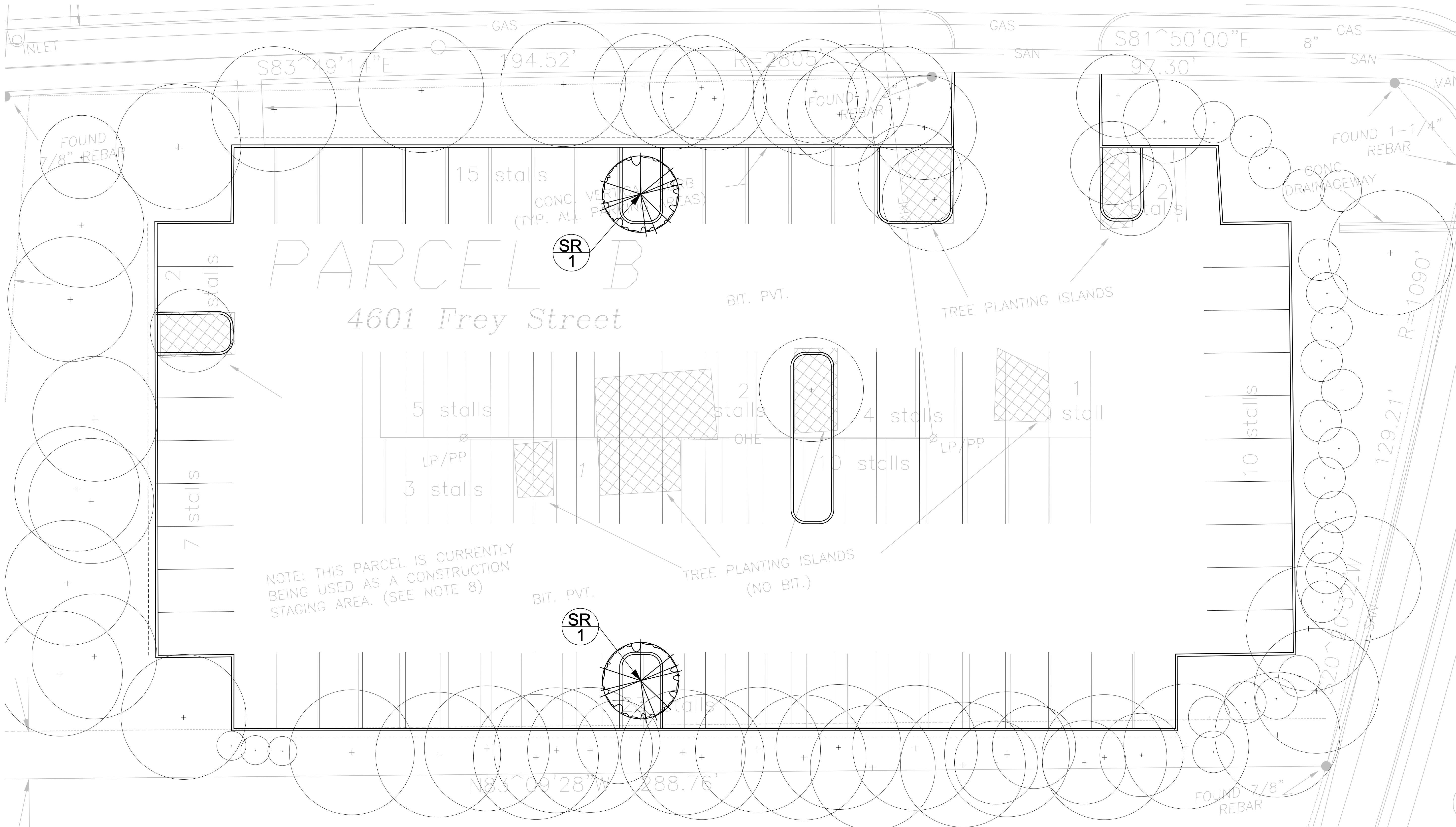
Total Parking Stalls	87
Number of Shade Trees Required (2-2.5" Caliper)	7
Number of Landscape Points Required	400

Key	Botanical Name	Common Name	Quantity	Size	Spec
Deciduous Trees					
SR	<i>Syringa reticulata 'Ivory Silk'</i>	Ivory Silk Japanese Tree Lilac	2	2.5" Cal.	B&B

Element	Point Value	Quantity	Points Achieved	Credits	
				Quantity	Points
Canopy Tree: 2-2.5" Caliper	35	2	70	59	2065
Evergreen Trees (3' Height Minimum)	15			25	375
		Sub Totals	70		2440
			Total Points		2510

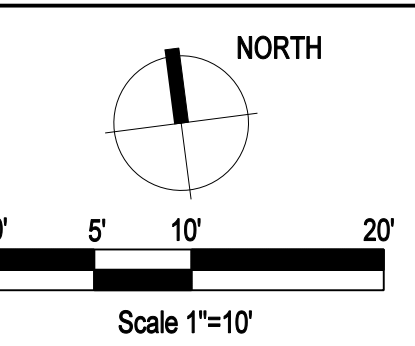


Consultants



NOTE: THIS PARCEL IS CURRENTLY BEING USED AS A CONSTRUCTION STAGING AREA. (SEE NOTE 8)

HILDALE PARKING LOT
4601 Frey Street
Madison, Wisconsin



Issuance/Revision	Date

KSD Project No.
Drawn By KSD
Checked By KSD
Date 1-27-2010

Sheet Title
LANDSCAPE PLAN

Sheet No.
L-2