

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

AGENDA ITEM # _____
Project # _____

DATE SUBMITTED: <u>05/02/07</u>	Action Requested
UDC MEETING DATE: <u>05/09/07</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: HILLDALE REDEVELOPMENT, 702 MIDVALE
ALDERMANIC DISTRICT: 11

OWNER/DEVELOPER (Partners and/or Principals) ARCHITECT/DESIGNER/OR AGENT:
JOSEPH FREED & ASSOC. EPPSTEIN UHEN ARCHITECTS
220 N. SMITH ST., SUITE 300 MADISON, WI
PALATINE, IL 60067

CONTACT PERSON: SCOTT McLAMORE
Address: 220 N. SMITH ST.
PALATINE, IL
Phone: 847 756 0989
Fax: _____
E-mail address: SMCLAMORE@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

* ALTERATION TO
PREVIOUSLY APPROVED
SIP

(See Section B for:)

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

(See Section C for:)

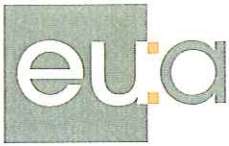
R.P.S.M. Parking Variance (Fee required)

(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.



May 2, 2007

Urban Design Commission
City of Madison
215 Martin Luther King Jr. Blvd.
Madison, Wisconsin 53701

Re: 702 North Midvale Boulevard
Hilldale Redevelopment
Alterations to Previously Approved SIP - Building M
EUA Project No.: 106360-01

Dear Commission Members:

In 2006, the Urban Design Commission reviewed and approved a PUD-SIP application for Hilldale Mall (SIP #2). That project includes the following buildings

- A new Whole Foods grocery store
- An eleven-story mixed use condominium/office building over structured parking - **Building M**
- A seven-story condominium over two stories of commercial/retail space
- A single-story retail/restaurant building at the corner of Mall Drive and Frey Street
- Four three-story townhouses along Frey Street

This application proposes that the stucco material shown on Building M (subsequently named 'The Heights') be changed to EIFS.

Following SIP approval, Joseph Freed and Associates elected to pursue LEED certification for the condominium buildings. To our knowledge, these buildings would be the first LEED certified high-rise condominium buildings in Madison. In order to comply with LEED requirements, changes to the building envelope are required that improve its thermal performance. This includes thermally-broken concrete balconies and an additional layer of rigid insulation over all exterior stud walls.

The approved design for Building M includes a mix of brick, aluminum windows, metal panels and stucco. Adding the rigid insulation to the brick and metal panel systems is relatively straight forward since they are cavity wall systems (the depth of the cavity simply increases). Adding rigid insulation behind the stucco system is more problematic:

- The stucco system requires a heavy cement board behind the finish coat.
- Attaching the cement board over the rigid insulation (four inches in front of the studs) would require a combination of heavy gauge metal channels and shelf angles between the cement board and studs.
- Support channels and angles would add significant cost and would act as thermal bridges, diminishing the system's performance.

222 W. Washington Ave.
Suite 650
Madison, WI 53703

608 442 5350 : main
608 442 6680 : fax

Urban Design Commission
702 North Midvale Boulevard
EUA Project No.: 106360-01
May 2, 2007
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Therefore, this application requests approval to substitute the stucco for an EIFS product:

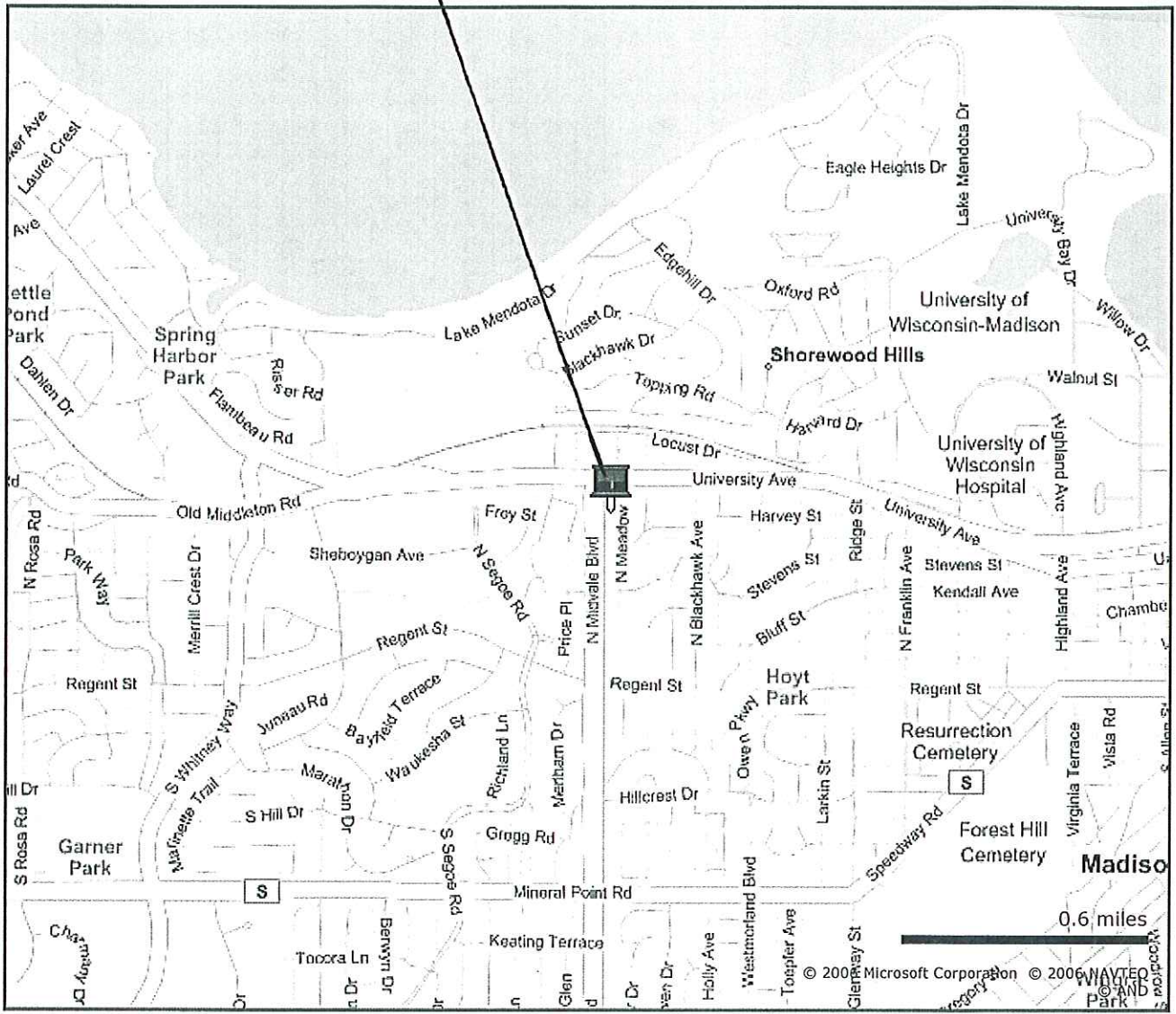
- The EIFS system does not require metal framing to support the finish layers
- The EIFS system will comprise only 12% of the total building envelope area
- The base coat, mesh and polymer based exterior finish coat for both stucco and EIFS are the same product.
- The color and texture of the EIFS system will be identical to the approved design.
- A heavy-duty impact resistant mesh will be provided at balcony walls below four feet to improve the durability of the product at contact areas.

Sincerely,

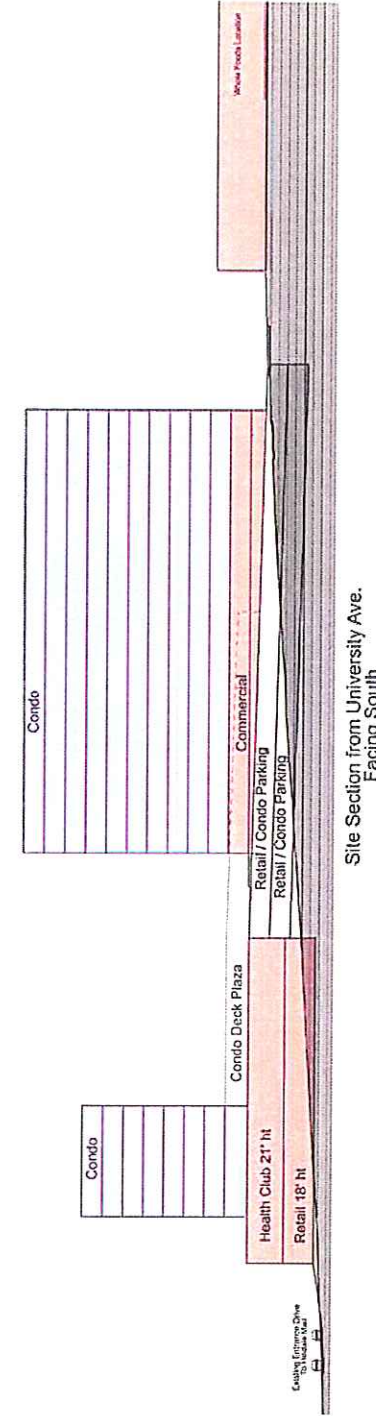
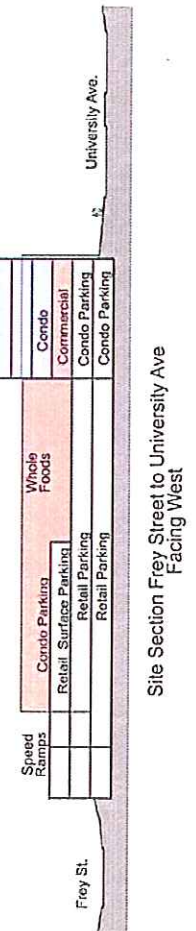
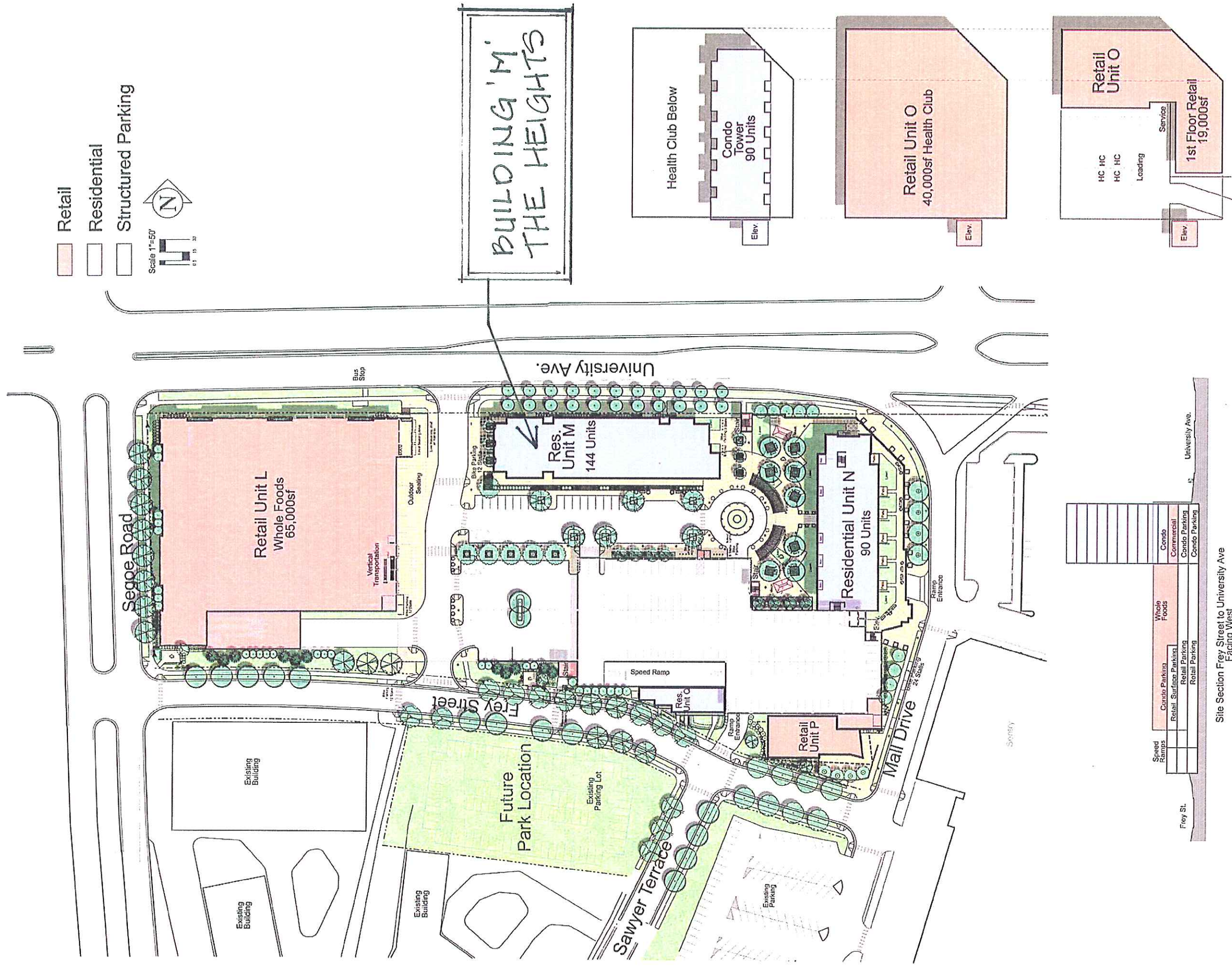
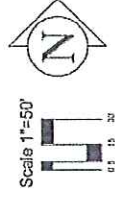
A handwritten signature in black ink, appearing to read "Cliff Goodhart", with a long, sweeping horizontal stroke extending to the right.

Cliff Goodhart, AIA
Project Manager

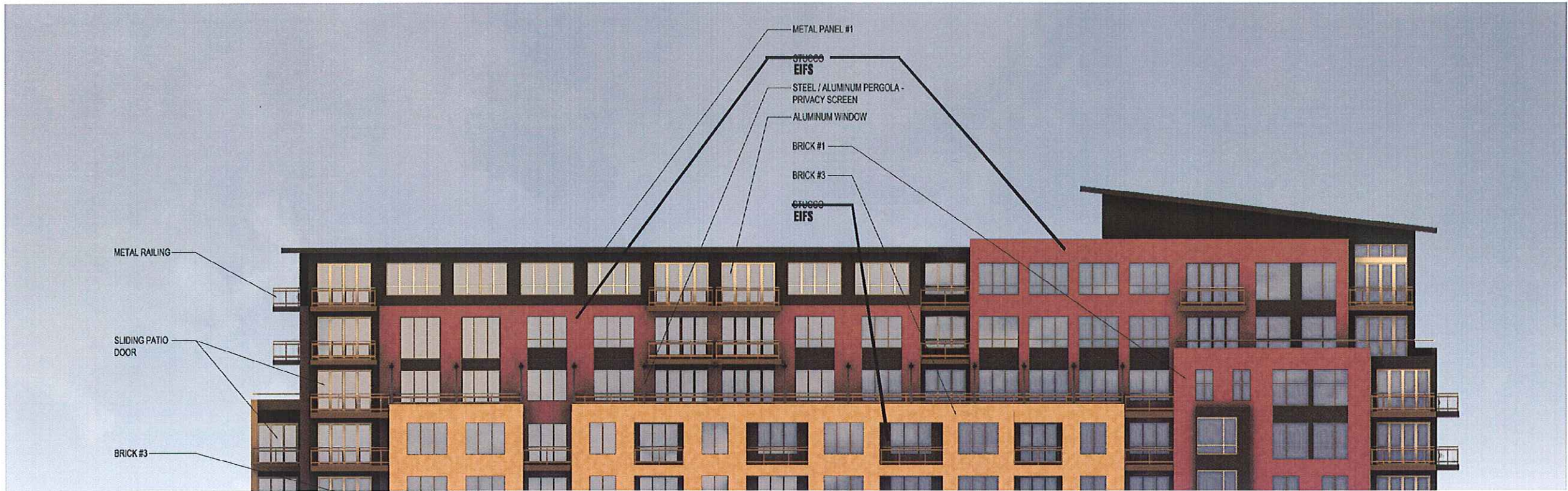
702 N Midvale Blvd, Madison, WI 53705



- Retail
- Residential
- Structured Parking



Hilldale Redevelopment - Humana Site GDP-PUD-SIP

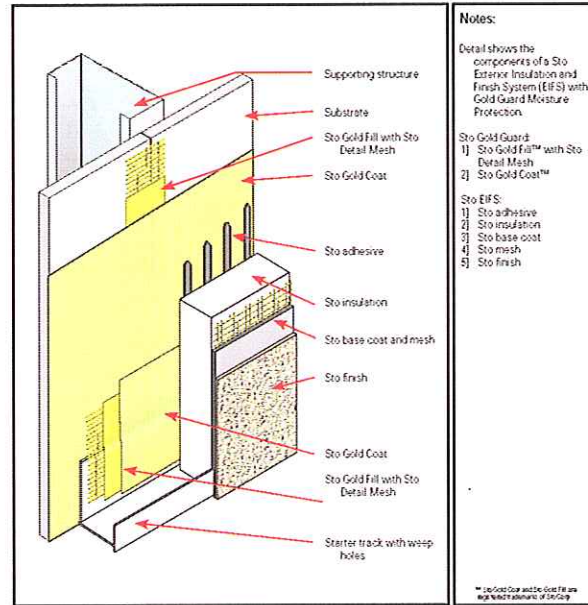


sto

Sto EIFS NExT
System Components

Detail No.: 10.09

Date: November, 2001



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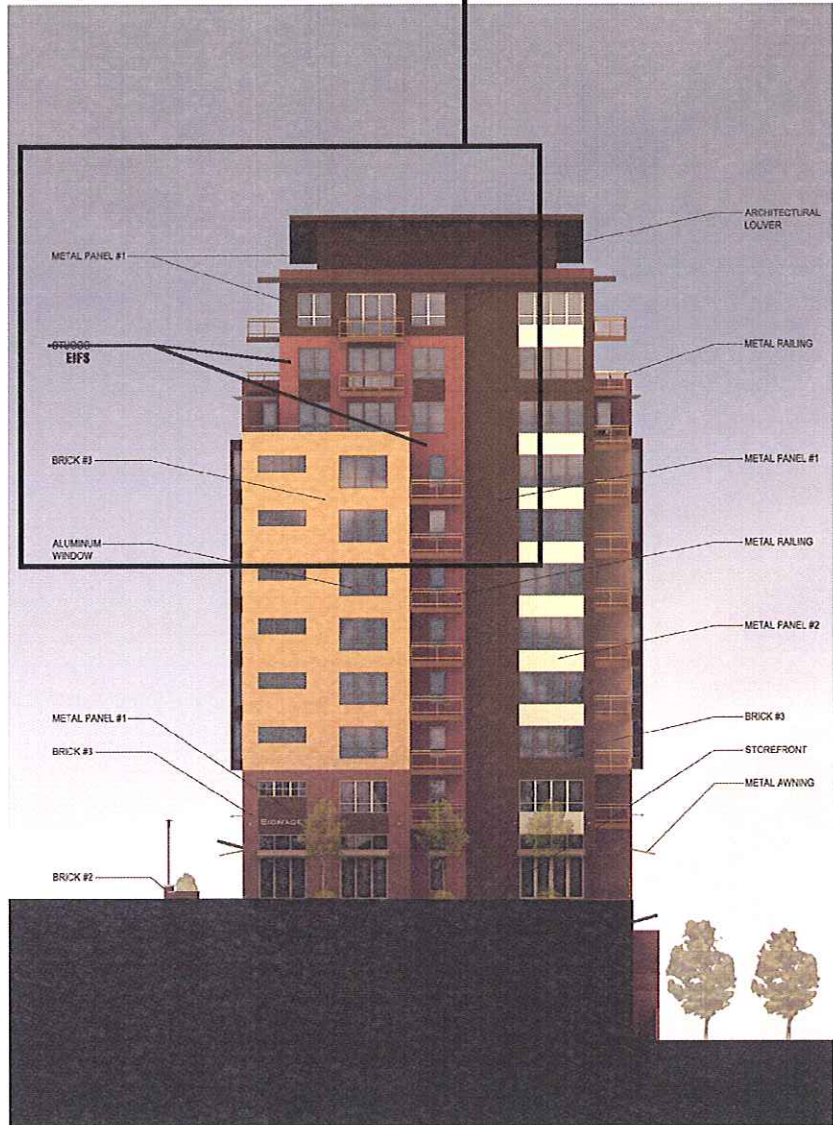
www.sto.com



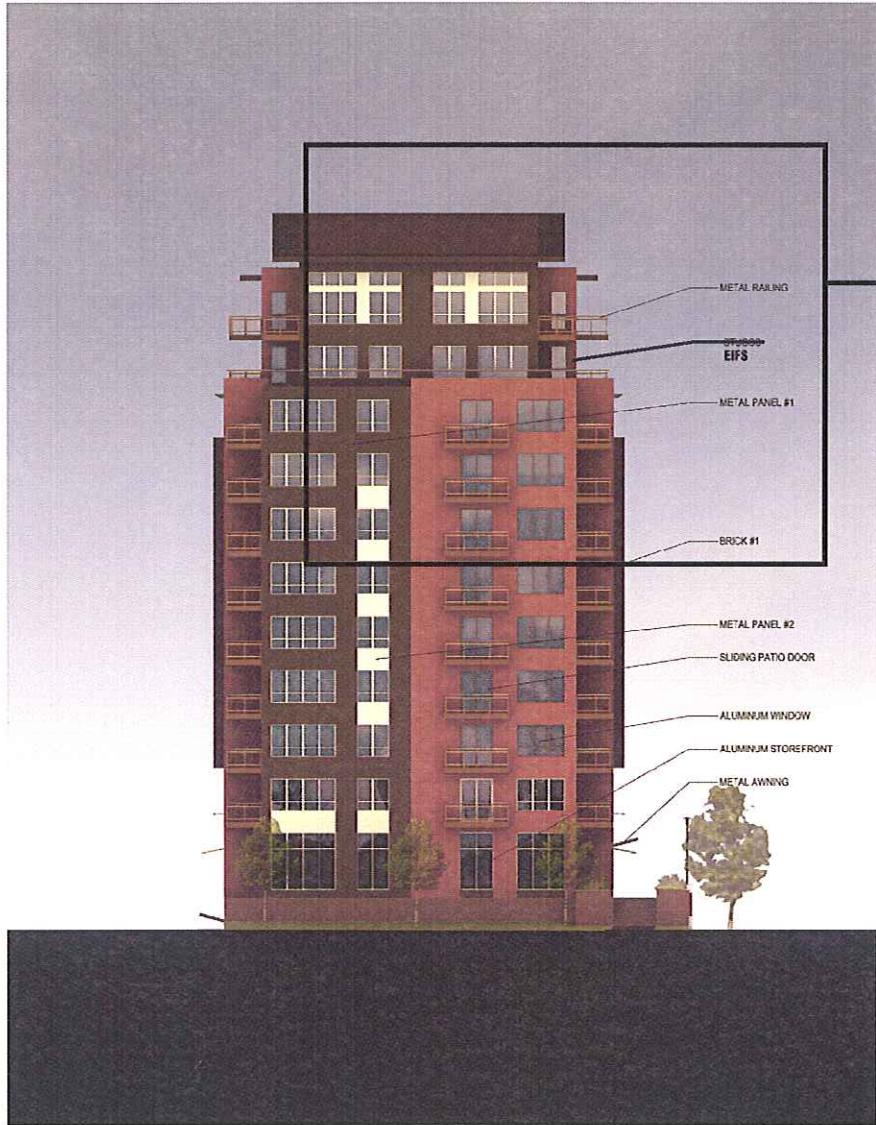
North

WALL MATERIALS

Brick	39%
Windows	32%
Metal Panels	17%
EIFS	12%
Total	100%



East



West

