

APPLICATION FOR  
URBAN DESIGN COMMISSION  
REVIEW AND APPROVAL

AGENDA ITEM # \_\_\_\_\_  
Project # \_\_\_\_\_  
02218

	Action Requested
DATE SUBMITTED: <u>February 15, 2006</u>	<input checked="" type="checkbox"/> Informational Presentation
UDC MEETING DATE: <u>February 22, 2006</u>	<input type="checkbox"/> Initial Approval and/or Recommendation
	<input type="checkbox"/> Final Approval and/or Recommendation

PROJECT ADDRESS: 702 N. Midvale

ALDERMANIC DISTRICT: 11th District Tim Gruber

OWNER/DEVELOPER (Partners and/or Principals) ARCHITECT/DESIGNER/OR AGENT:

Joseph Freed and Associates, LLC.  
220 N. Smith Street, Suite 300  
Palatine, IL 60067

CONTACT PERSON: Andy Stein

Address: 220 N. Smith Street, Suite 300  
Palatine, IL 60067  
Phone: (847) 215.5393  
Fax: (847) 215.5282  
E-mail address: astein@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 50,000 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)

**Hilldale PUD-GDP-SIP #1 Amendment #3-Redevelopment of the Firestone Outlots at Heathercrest and Price Place**

**Background and Site**

The Hilldale General Development Plan (GDP) and Specific Implementation Plan (SIP) #1 were approved by the Madison Common Council in February 2005 and were recorded in June of 2005. Development work and infrastructure work are well underway along the Midvale frontage of this site. In the course of discussion about the redevelopment of Hilldale with residents, community organizations, and City Staff and in presentations to the Urban Design Commission, the Plan Commission, and the Common Council, Joseph Freed and Associates LLC made a commitment to seek approval of the "Future Restaurant" area in SIP #1 when we had finalized a deal with a restaurateur for the location at Heathercrest and Price Place. This commitment was made as a condition of approval of SIP #1.

The Locator Map shows the area for the Hilldale SIP Amendment #3.

**Redevelopment Program for Heathercrest and Price Place (Hilldale SIP #1, Amendment #3)**

The Hilldale GDP and SIP #1 Amendment #3, anticipated development of restaurants/retail at the intersection of Heathercrest and Price Plan that would upgrade the appearance and vitality at this location. The proposed restaurant and retail building will replace the former Firestone Tire building at the site and will have a strong relation to to the new Sundance Cinema and new retail buildings across the street.

Attached please find existing pictures of the site, site plan, and color elevations of the redeveloped area.

**HILDALE GDP - PUD - SIP AMENDMENT #3  
REDEVELOPMENT OF FIRESTONE BUILDING  
AT HEATHERCREST AND PRICE PLACE**

**URBAN DESIGN COMMISSION  
FEBRUARY 15, 2006**

**JOSEPH FREED AND ASSOCIATES LLC**  
A COMPANY OF THE FREED GROUP



View toward Midvale Blvd



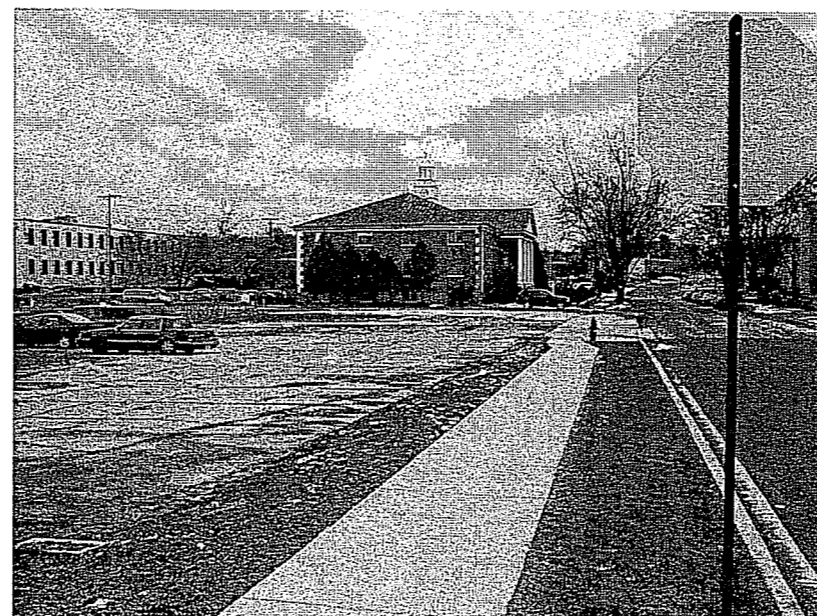
View along Price Place



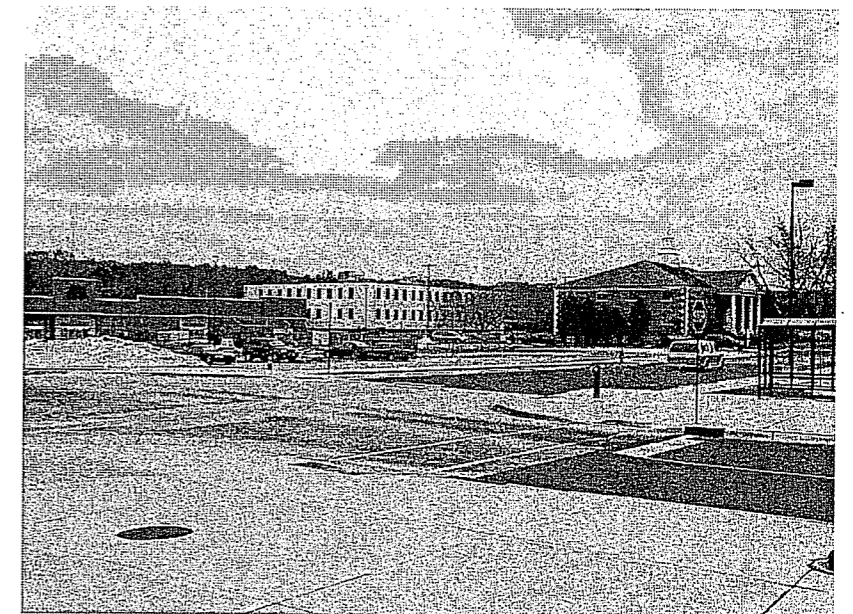
View looking at site



View looking back to Hilldale Mall



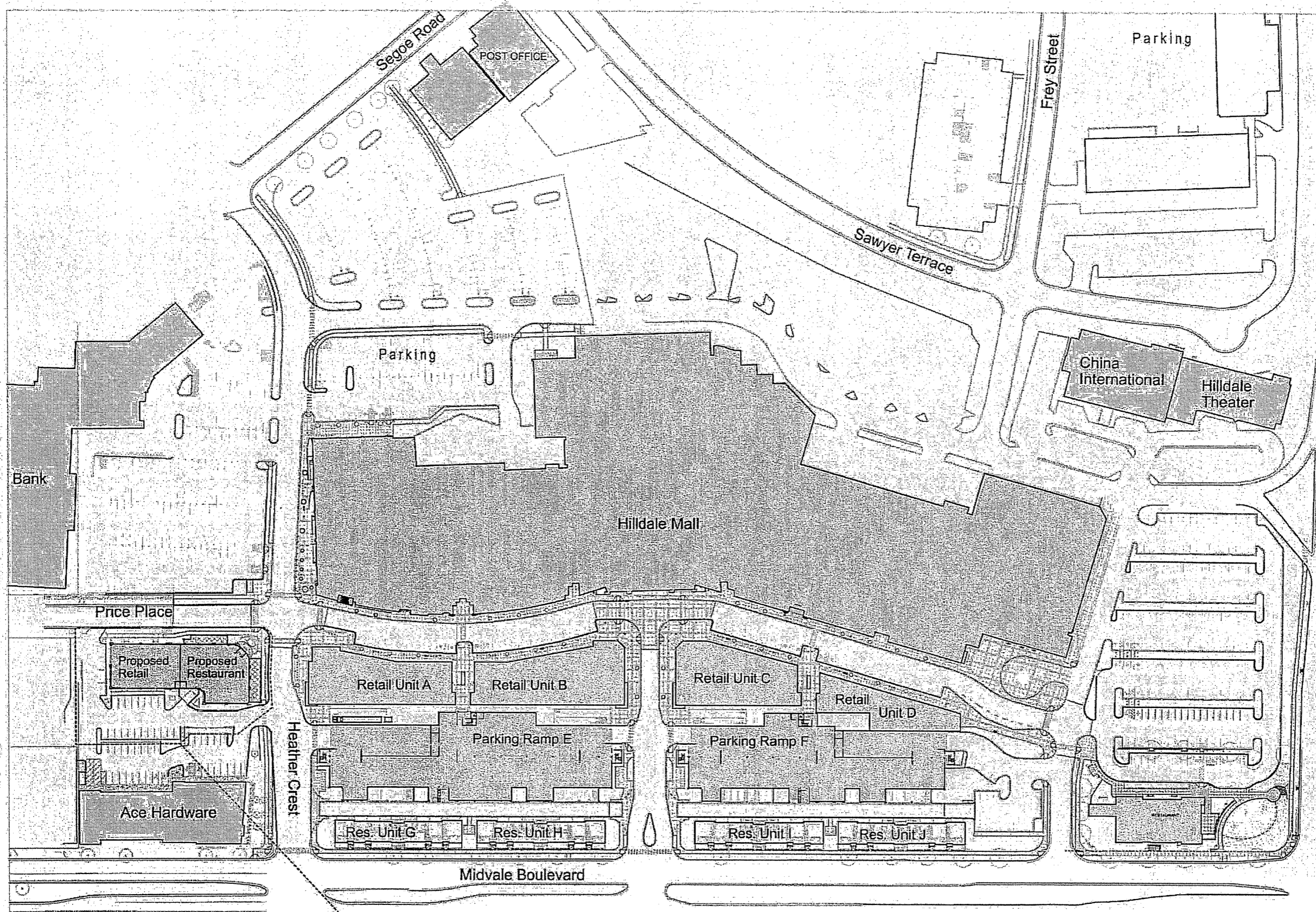
View along Price Place



View looking at site

ARCHITECTURE  
ENGINEERING  
INTERIOR DESIGN





SIP#1 Amendment 3 Location

University Ave.

HILLDALE SHOPPING CENTER  
702 N. MIDVALE BOULEVARD  
MADISON, WI

HILLDALE BUILDING COMPANY LLC

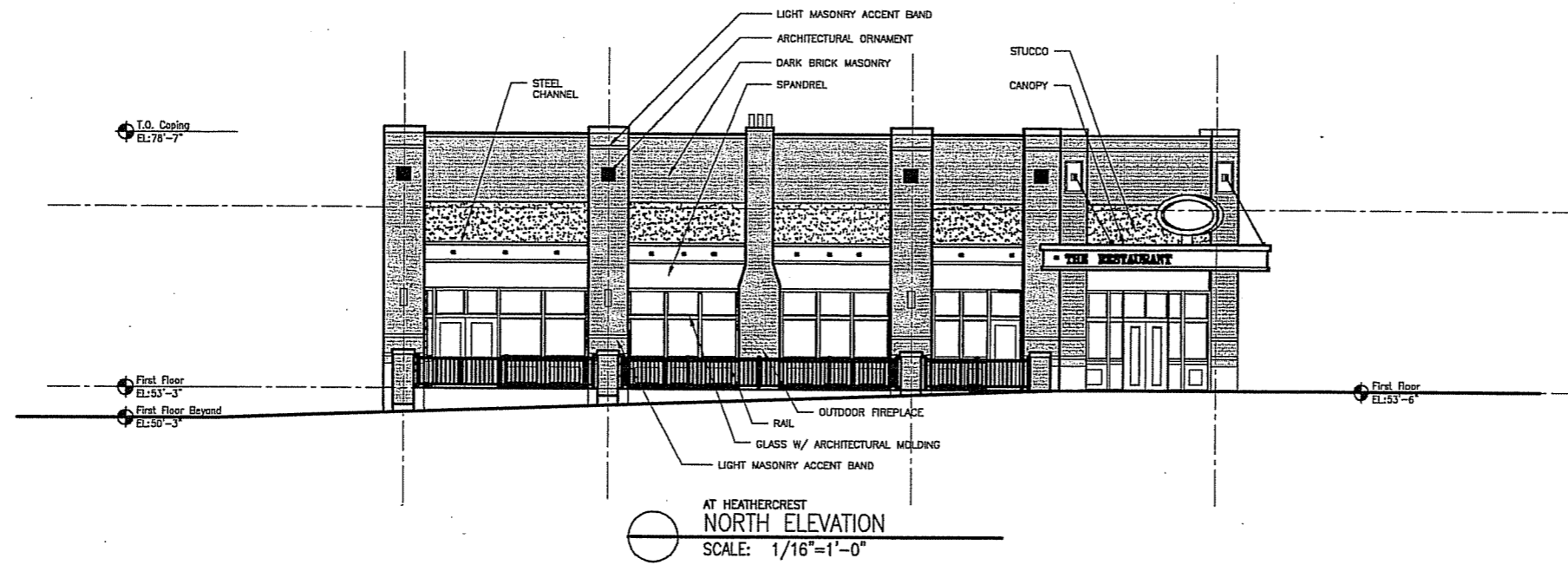
SIP Amendment  
Location Plan

Scale 1"=50'



EX300





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FILE NAME

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CHECKED

DATE 2/15/06

PROJECT NO. 2006

PROJECT TITLE

HILDALE  
RETAIL BUILDING -  
SOUTH

MADISON, WI

SHEET TITLE

EXTERIOR  
ELEVATION

SHEET NO.

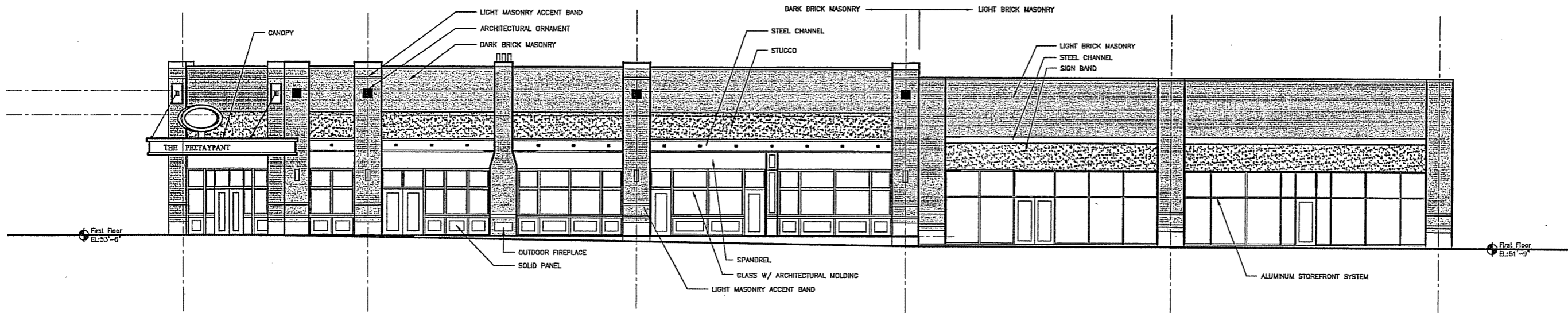
400



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INTERIOR DESIGN

STRANG INC.  
8411 MINERAL POINT ROAD  
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AT PRICE PLACE  
 WEST ELEVATION  
 SCALE: 1/16" = 1'-0"

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EXTERIOR  
ELEVATION

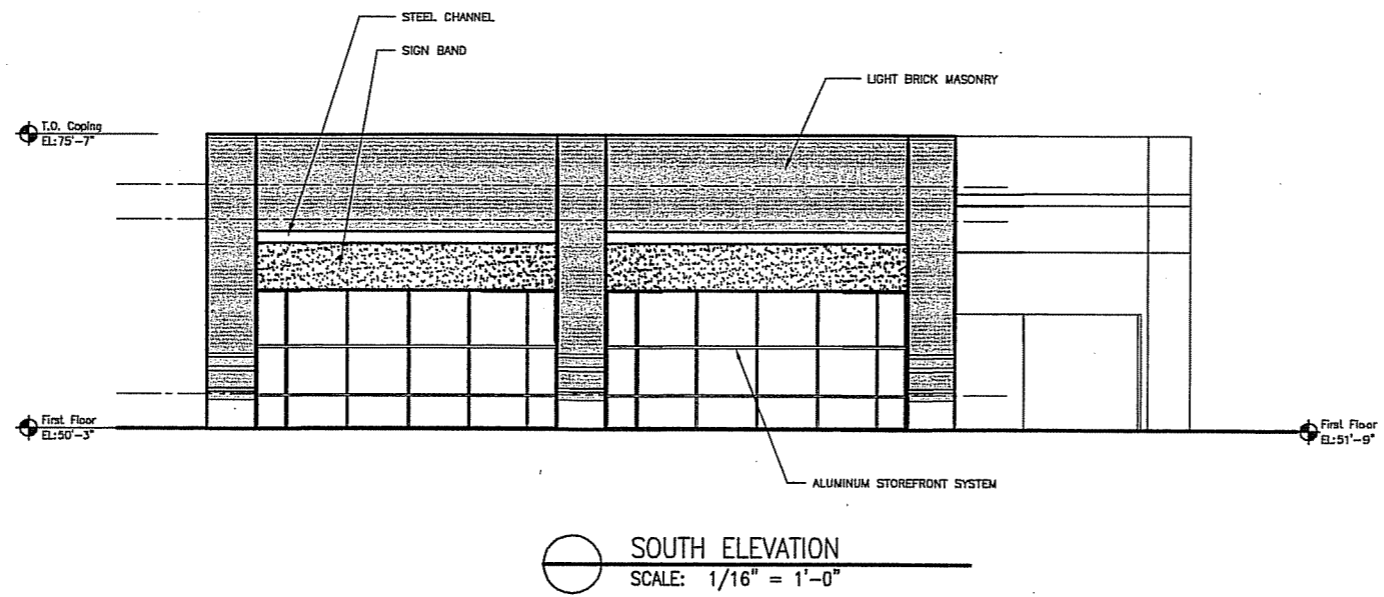
SHEET NO.

401



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PROJECT TITLE	

HILDALE  
RETAIL BUILDING -  
SOUTH

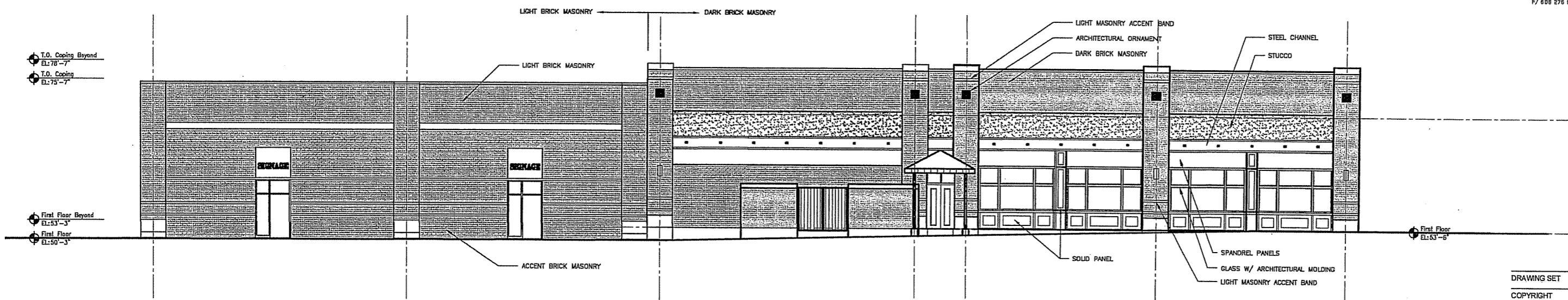
MADISON, WI


SHEET TITLE  
EXTERIOR  
ELEVATION

SHEET NO.  
**402**

ARCHITECTURE  
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INTERIOR DESIGN

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 EAST ELEVATION  
SCALE: 1/16" = 1'-0"

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PROJECT TITLE

HILLDALE  
RETAIL BUILDING -  
SOUTH

MADISON, WI

SHEET TITLE

EXTERIOR  
ELEVATION

SHEET NO.

403