

APPLICATION FOR  
URBAN DESIGN COMMISSION  
REVIEW AND APPROVAL

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

04090

DATE SUBMITTED: 07/05/06	<input checked="" type="checkbox"/> Action Requested
UDC MEETING DATE: 07/12/06	<input type="checkbox"/> Informational Presentation
	<input type="checkbox"/> Initial Approval and/or Recommendation
	<input type="checkbox"/> Final Approval and/or Recommendation

PROJECT ADDRESS: Hilldale Redevelopment 702 N Midvale Blvd Madison  
ALDERMANIC DISTRICT: 11

OWNER/DEVELOPER (Partners and/or Principals) ARCHITECT/DESIGNER/OR AGENT:  
Joseph Freed & Associates  
220 N. Smith Street Suite 300  
Palatine, IL 60067

CONTACT PERSON: Domenic Lanni  
Address: 220 N Smith Street Suite 300  
Palatine IL 60067  
Phone: 847 215-5430  
Fax: \_\_\_\_\_  
E-mail address: dlanni@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)

**UDC Submittal for Informational Meeting**  
**Meeting Date: July 12, 2006**  
**Submitted by: Joseph Freed and Associates LLC**

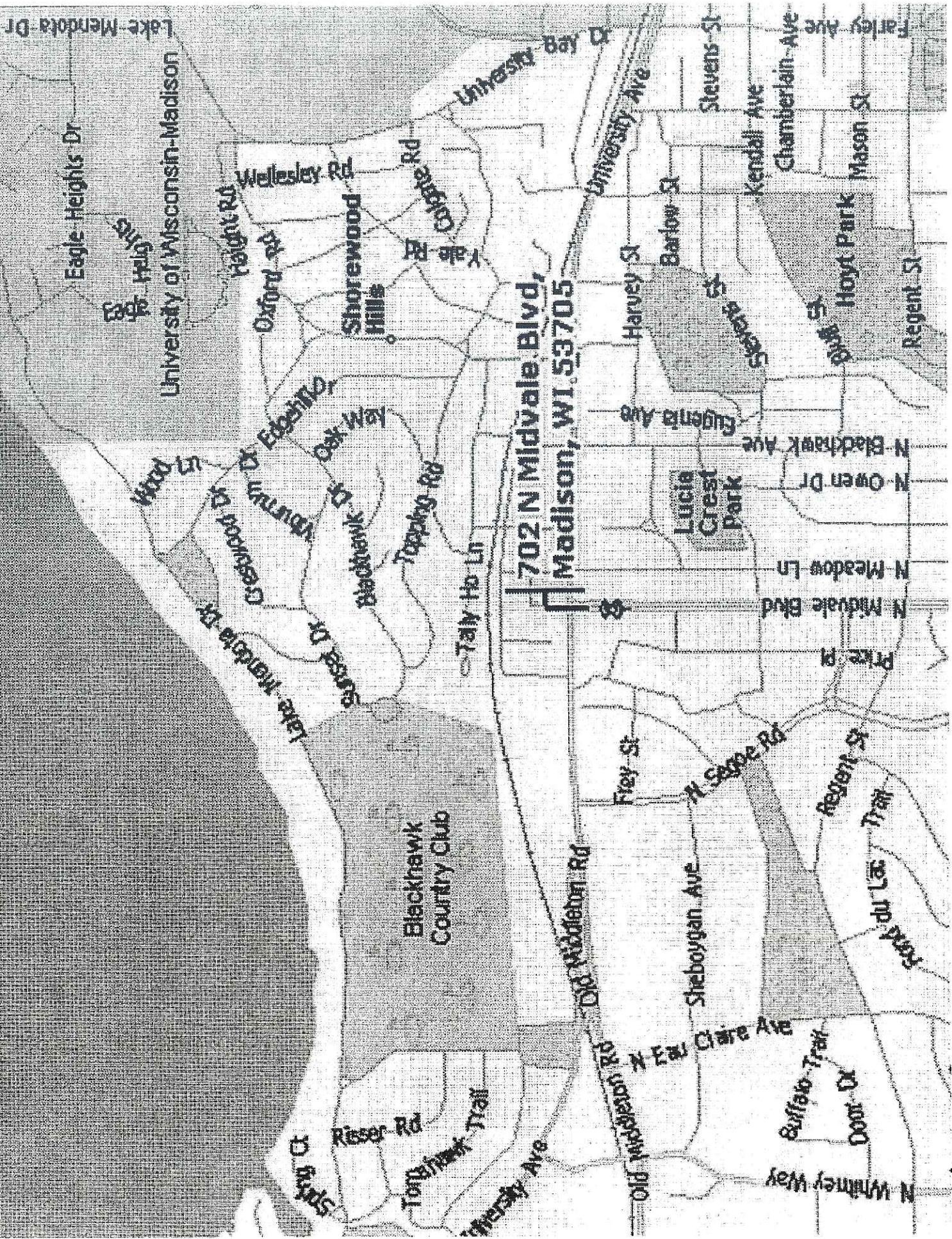
PROJECT NARRATIVE

This submittal is regarding the Hilldale Mall redevelopment. The entire Hilldale planned unit development consists of approximately 37 acres generally bound by N. Segoe Road and Sawyer Terrace on the west, University Avenue on the north, N. Midvale Boulevard on the east and the prolongation of Heather Crest on the south.

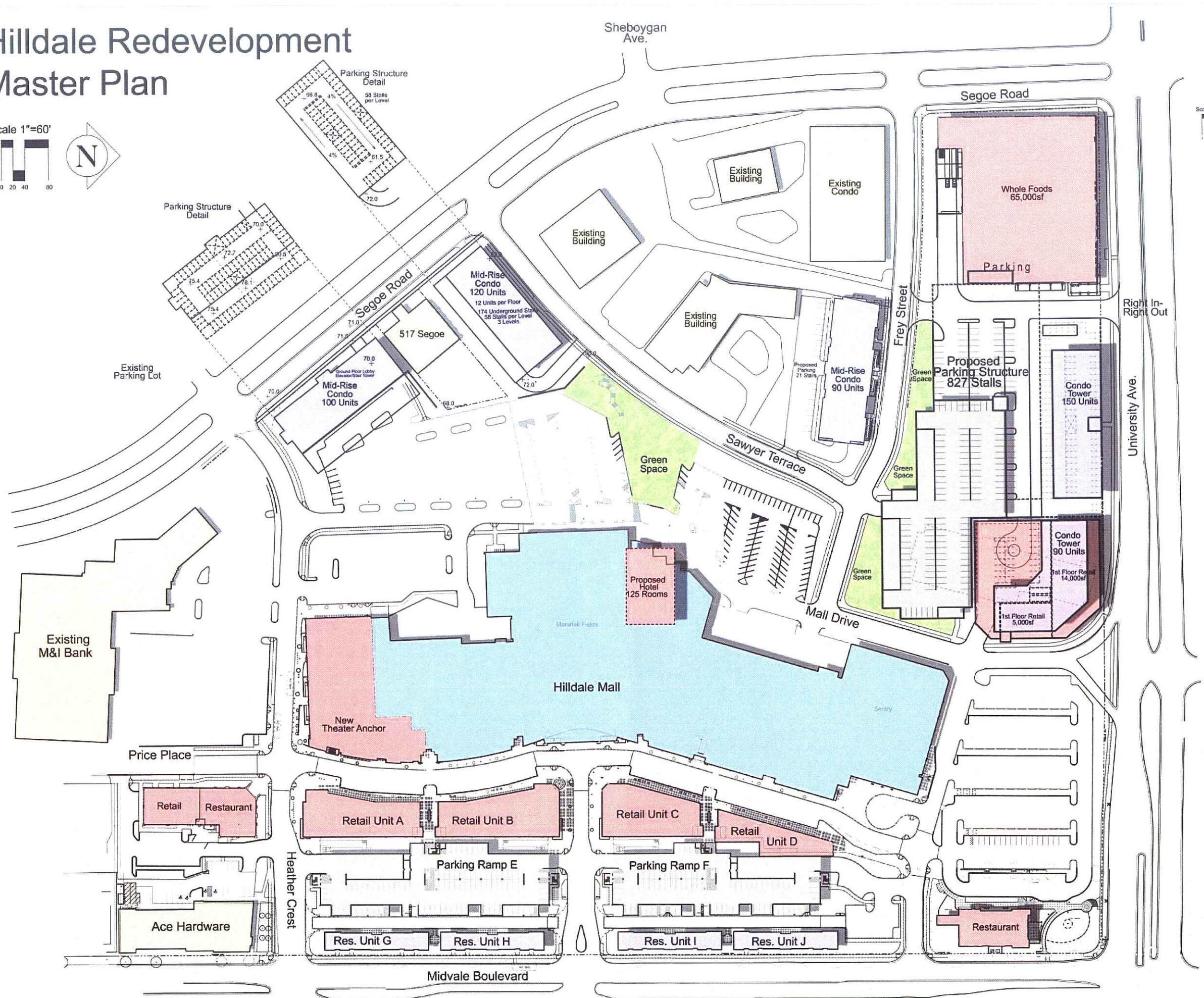
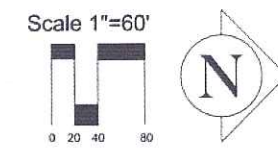
This application proposes the demolition of the Humana office park located in the project's northwestern corner to allow a new development to take place as described below.

The Humana site proposal contains a 65,000 square foot Whole Foods Market, 59,000 square feet of additional commercial space, configured on two levels, and approximately 350 for sale condominiums situated in three mid-rise buildings. In addition, a structured parking facility, concealed from University Avenue by buildings, will service the residential and commercial space. The parking facility will have two levels of underground parking and will be accessible from Frey Street, Mall Drive and the surface level of the parking facility.

At this time we are also providing the Master Plan for the remaining Hilldale Mall redevelopment. This includes a hotel, approximately 250 units of for sale condominiums in two mid-rise buildings and approximately 20,000 square feet of new commercial space.



# Hilldale Redevelopment Master Plan



## HILLDALE SHOPPING CENTER

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

Sheet Title  
Site Master Plan

Revisions:	No.	Date	Description	By

Project Number:      Drawn By:

Date Issued:      Reviewed By:

01-09-06

Sheet Number:  
**EX201**





**KEN SAIKI**  
 DESIGN INC  
 LANDSCAPE  
 ARCHITECTS  
 303 S. PATERSON  
 SUITE ONE  
 MADISON, WI 53703  
 Phone: 608.251.3600  
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 www.ksiid.com

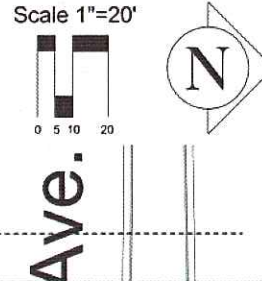
**HILLDALE SHOPPING CENTER**  
 702 N. MIDVALE BOULEVARD  
 MADISON, WI  
 HILLDALE BUILDING COMPANY LLC

Sheet Title  
 SITE PLAN - WEST

Revision	No.	Date	Description	By

Project Number:      Drawn By: MS  
 Date Issued:          Reviewed By: KS

Sheet Number:  
**EX301**



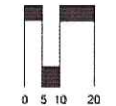


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**HILLDALE SHOPPING CENTER**

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

Scale 1"=20'

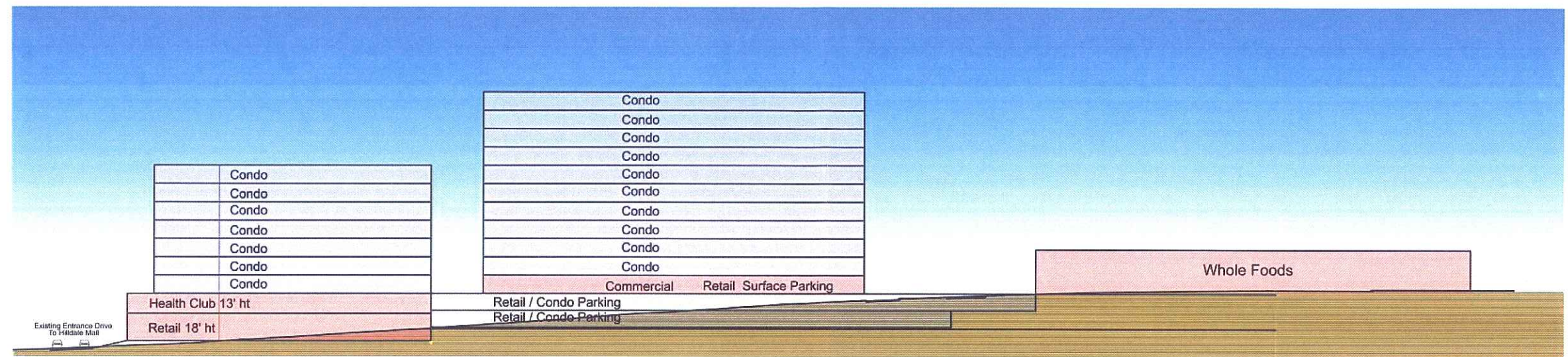


Sheet Title:  
SITE PLAN—EAST

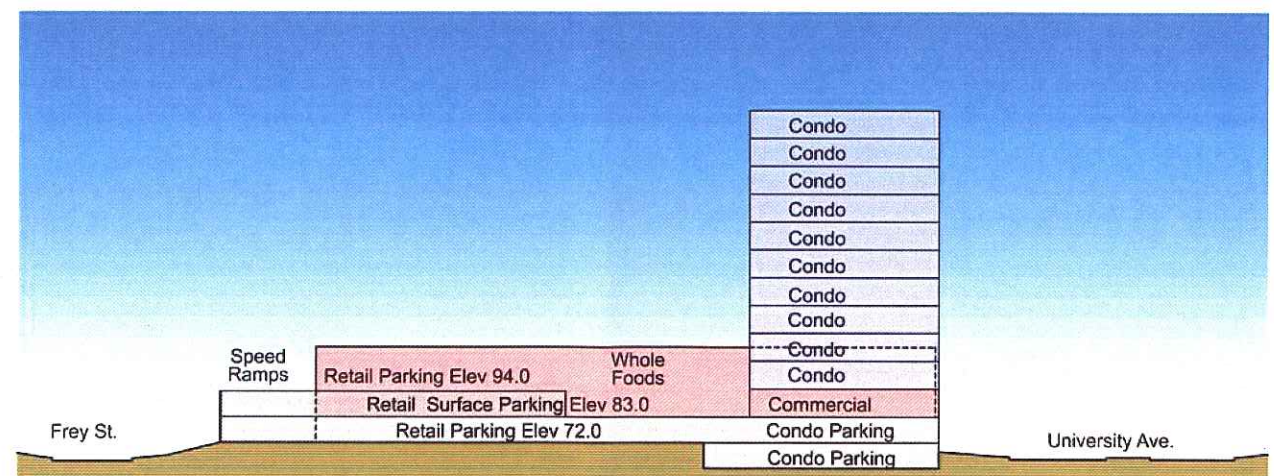
Revisions:		
No.	Date	Description

Project Number:	Drawn By:
Date Issued:	Reviewed By:
	MS
	KS

Sheet Number:  
**EX302**



Site Section from University Ave.  
Facing South



Site Section Frey Street to University Ave  
Facing West

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

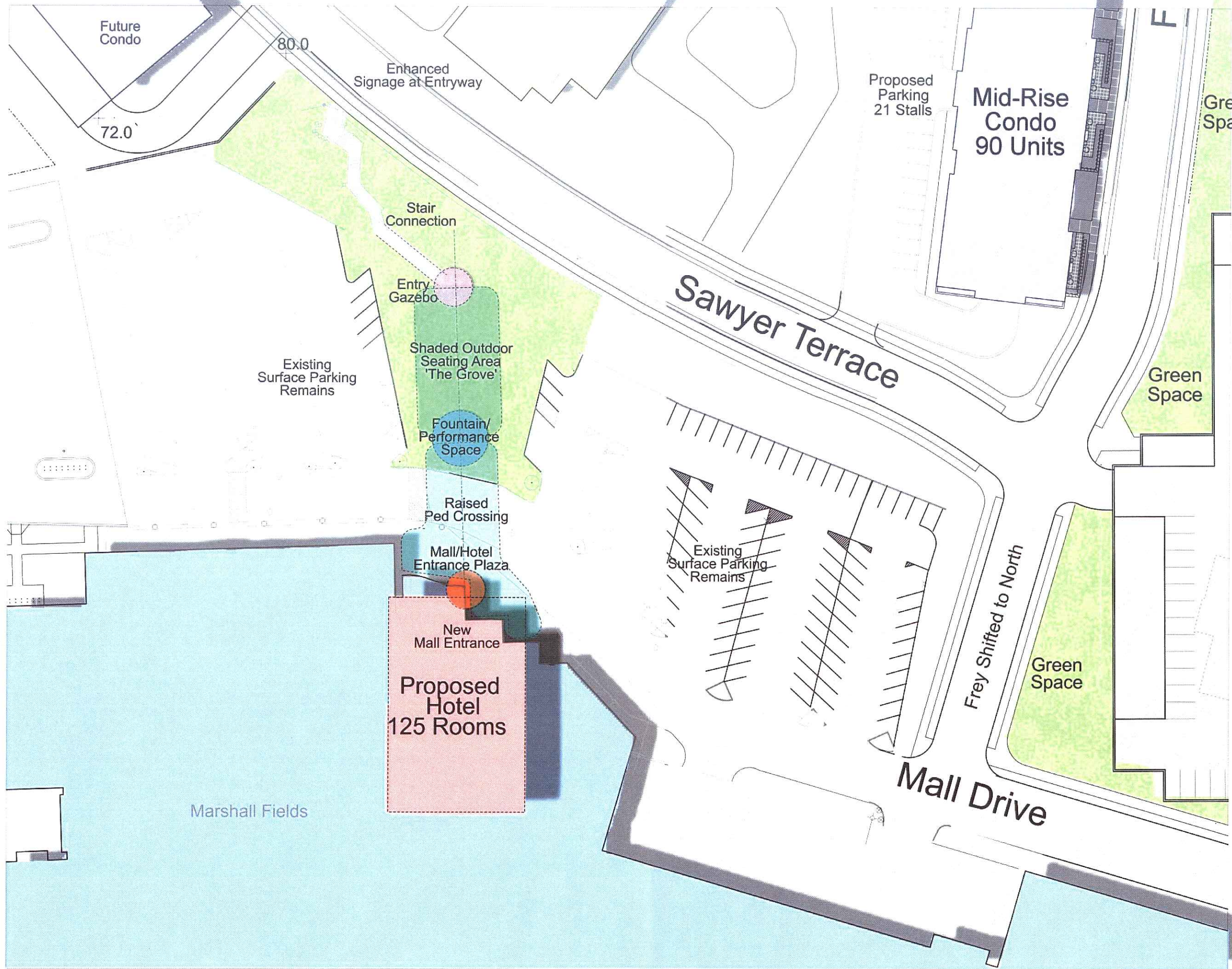
Sheet Title

Revisions			
No.	Date	Description	By

Project Number: Drawn By:  
MS  
Date Issued: Reviewed By:  
KS

Sheet Number  
**EX505**





**KEN SAIKI**  
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**HILLDALE SHOPPING CENTER**

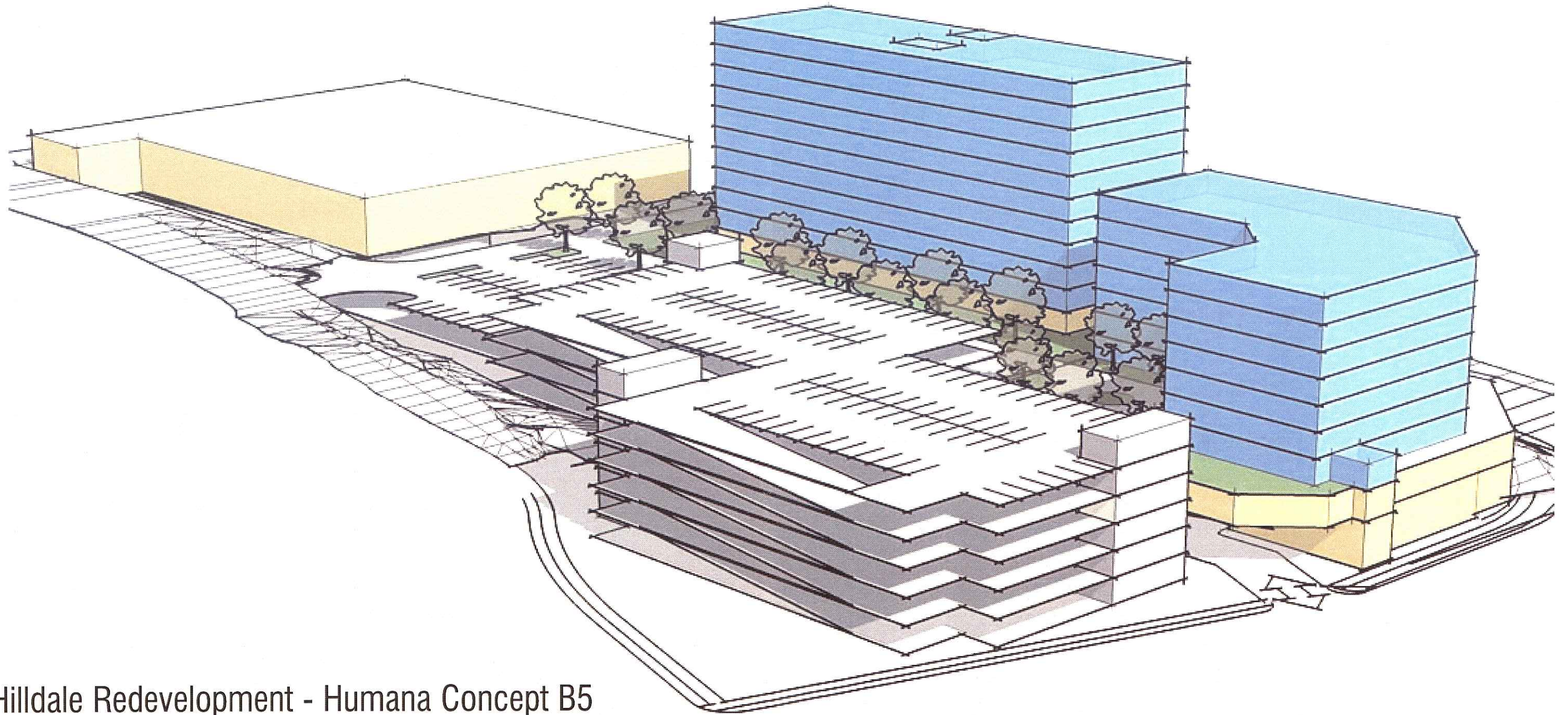
702 N. MIDVALE BOULEVARD  
MADISON, WI  
HILLDALE BUILDING COMPANY LLC

Sheet Title:  
GREEN SPACE  
DIAGRAM

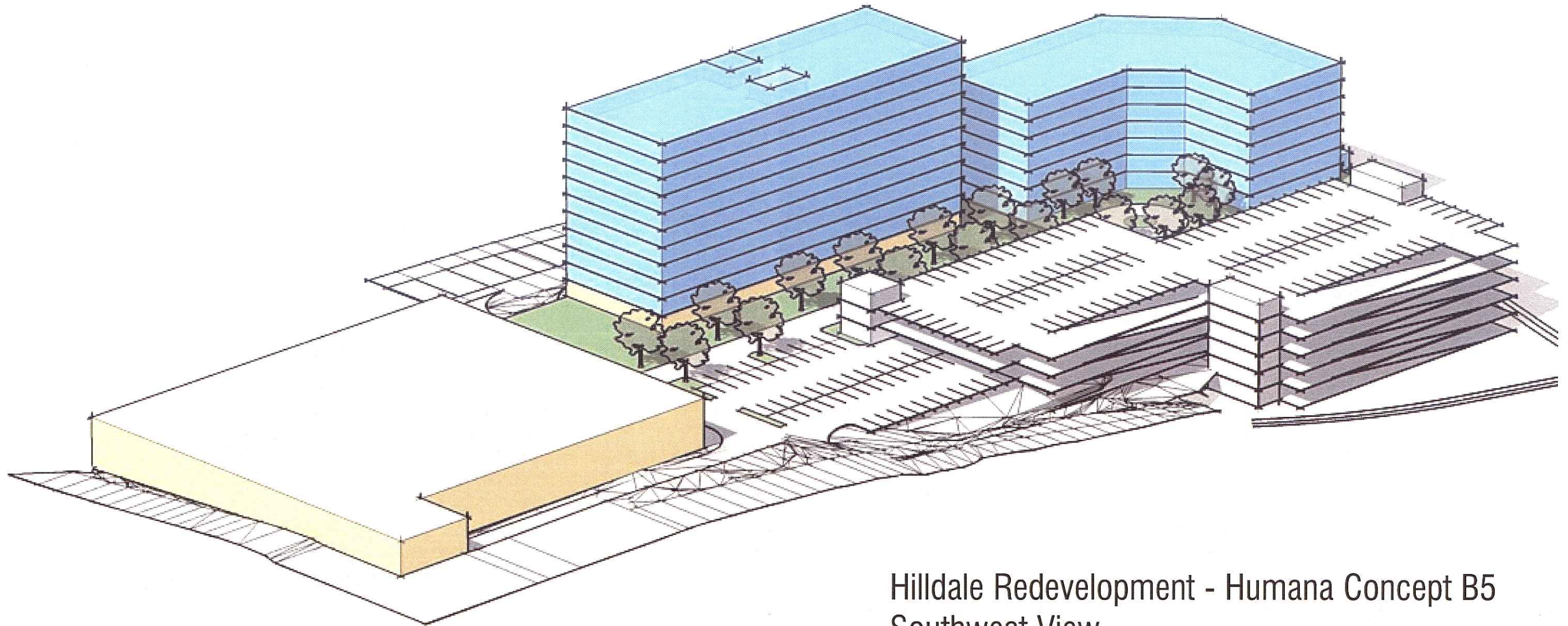
Rev.	Date	Description	By

Project Number: MS  
Date Issued: 01-09-06  
Drawn By:  
Reviewed By: KS

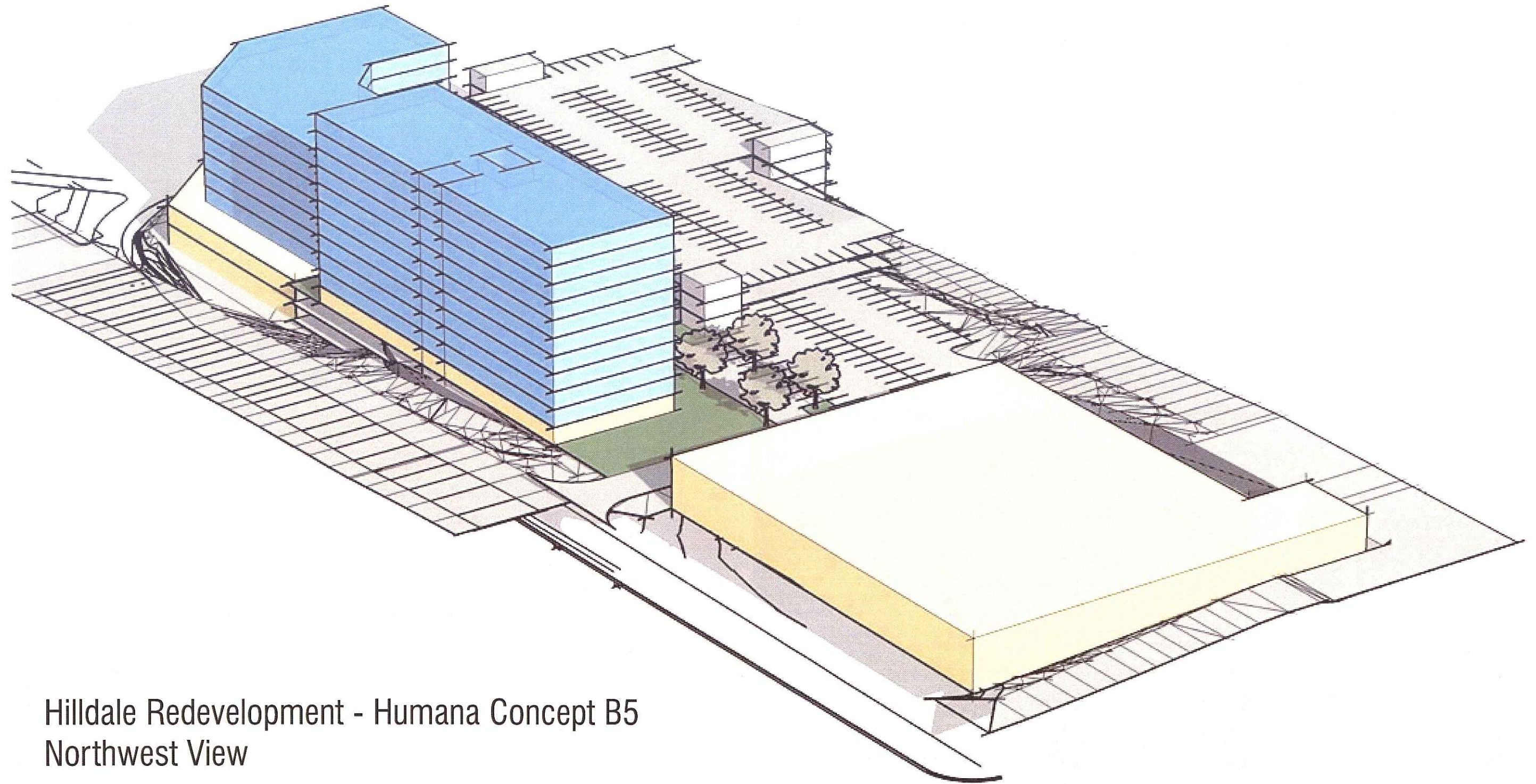
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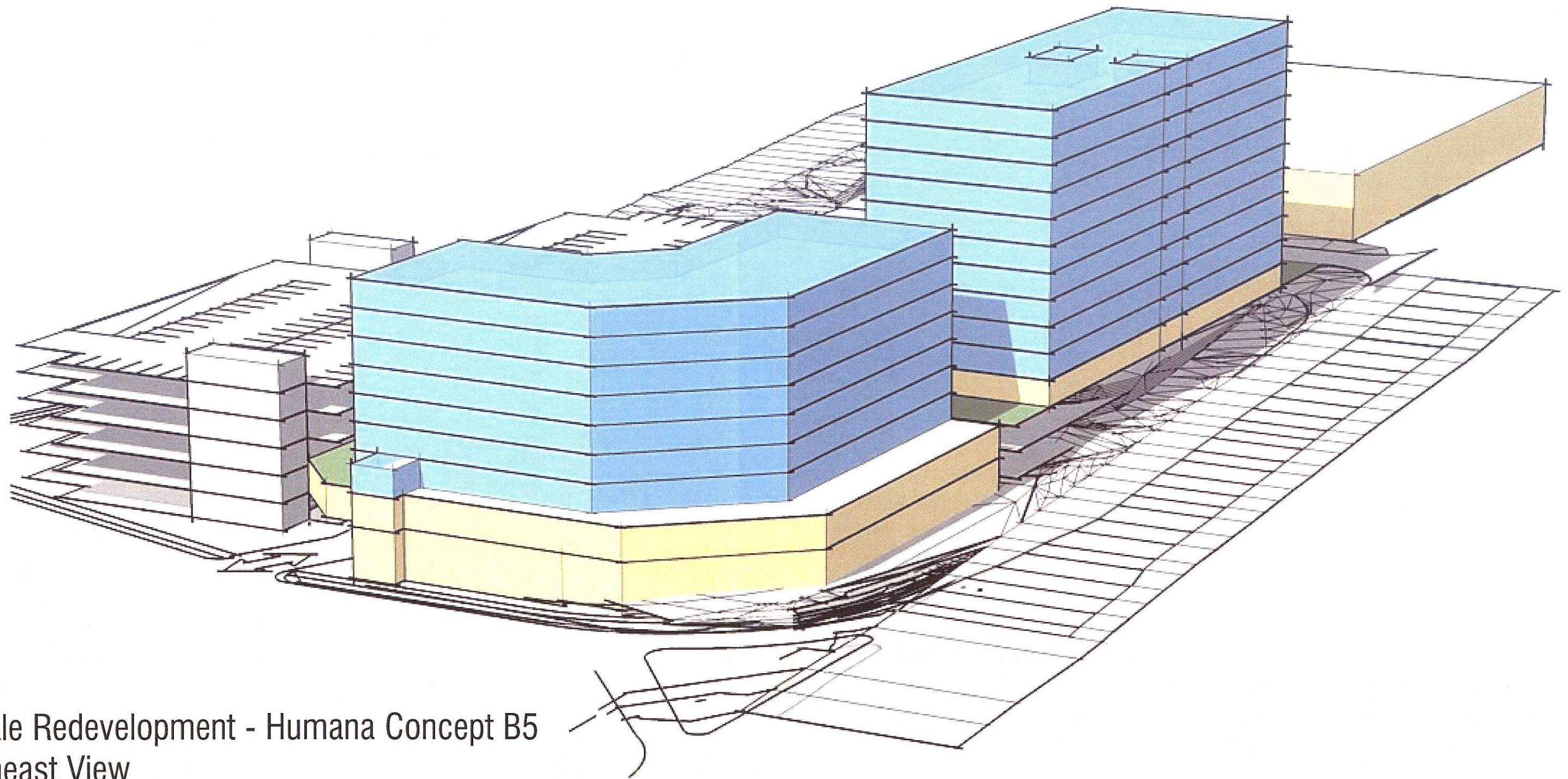
Hilldale Redevelopment - Humana Concept B5  
Southeast View



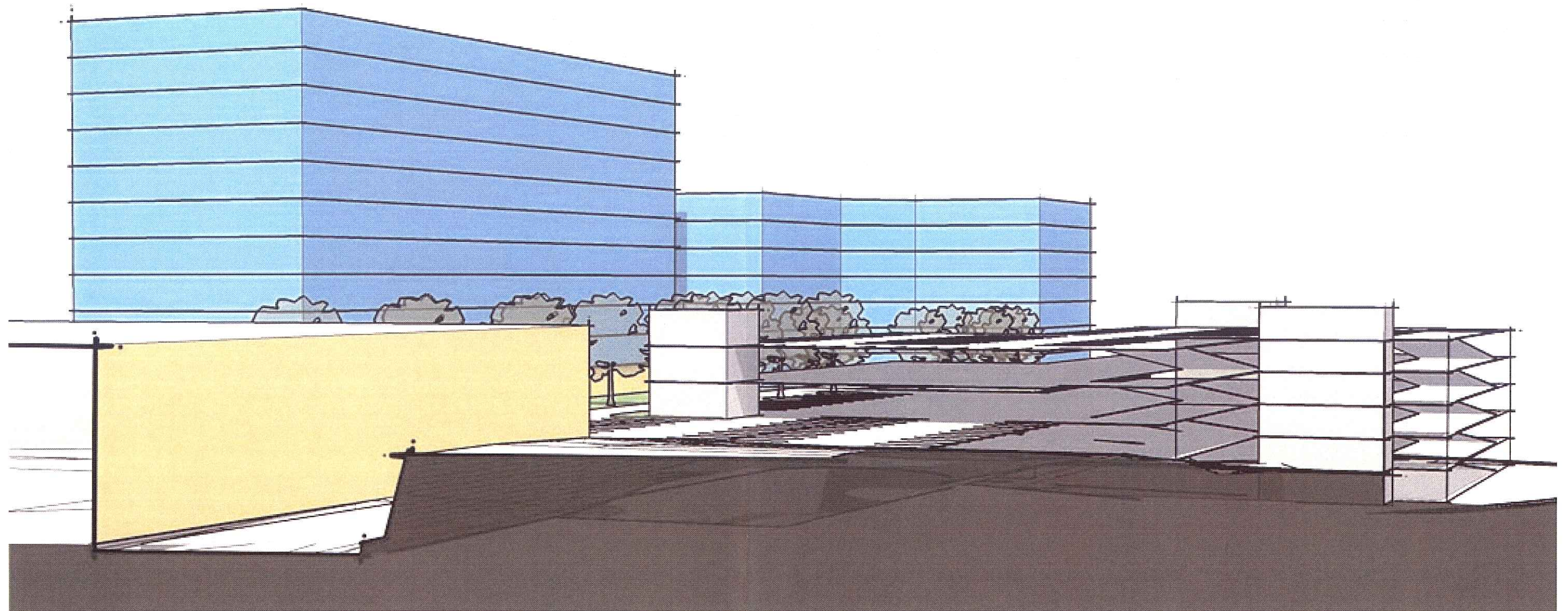
Hildale Redevelopment - Humana Concept B5  
Southwest View



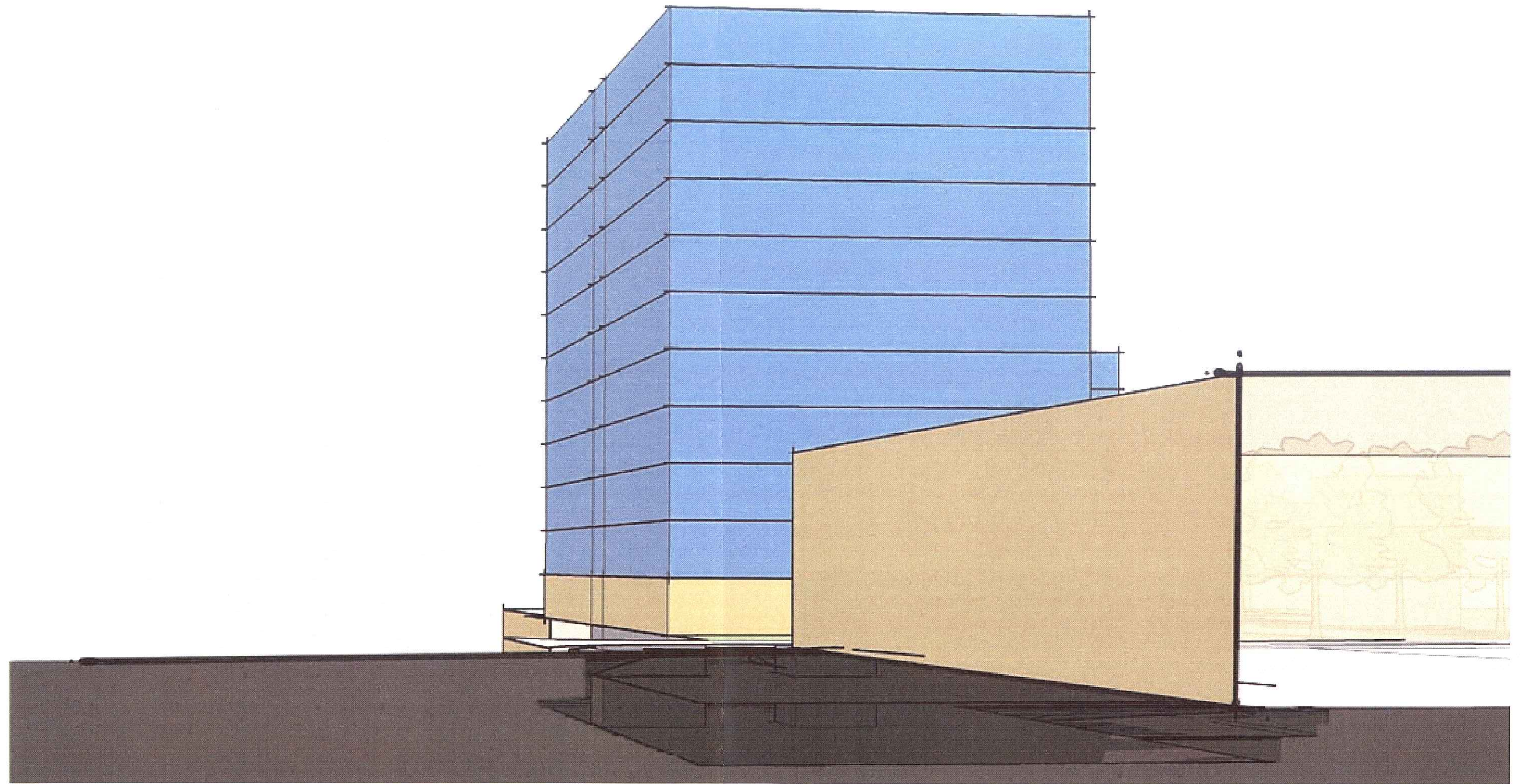
Hilldale Redevelopment - Humana Concept B5  
Northwest View



Hilldale Redevelopment - Humana Concept B5  
Northeast View



Hilldale Redevelopment - Humana Concept B5  
View from Segoe & Frey



Hilldale Redevelopment - Humana Concept B5  
View from University & Segoe