

JOSEPH FREED AND ASSOCIATES LLC

April 16, 2008

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 Proposed Modifications to the Hotel Building and Hilldale Way Retail.

Dear Mr. Martin:

The following is being submitted for the May 7th Hotel UDC 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 UDC grant initial and final approval to the proposed 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 4th, 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.

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. Additionally, 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 18,100 sq. ft. retail space at the corner of Frey St. and Hilldale Way; and
3. Approximately 10,500 sq. ft. of retail located at the corner of University Avenue and Mall Drive; 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 preparation for the UDC meeting, the project team reviewed comments from previous UDC meetings related to the hotel; the project team incorporated architectural elements into the revised hotel plans in an effort to address the following UDC comments:

1. Develop a stronger connection between the hotel tower and common area;
2. Enhance the pedestrian experience by creating an obvious and intuitive route to the plaza level from Hilldale Way; and
3. The pedestrian connection from University Avenue to the plaza level must relate to the design of the adjacent building.

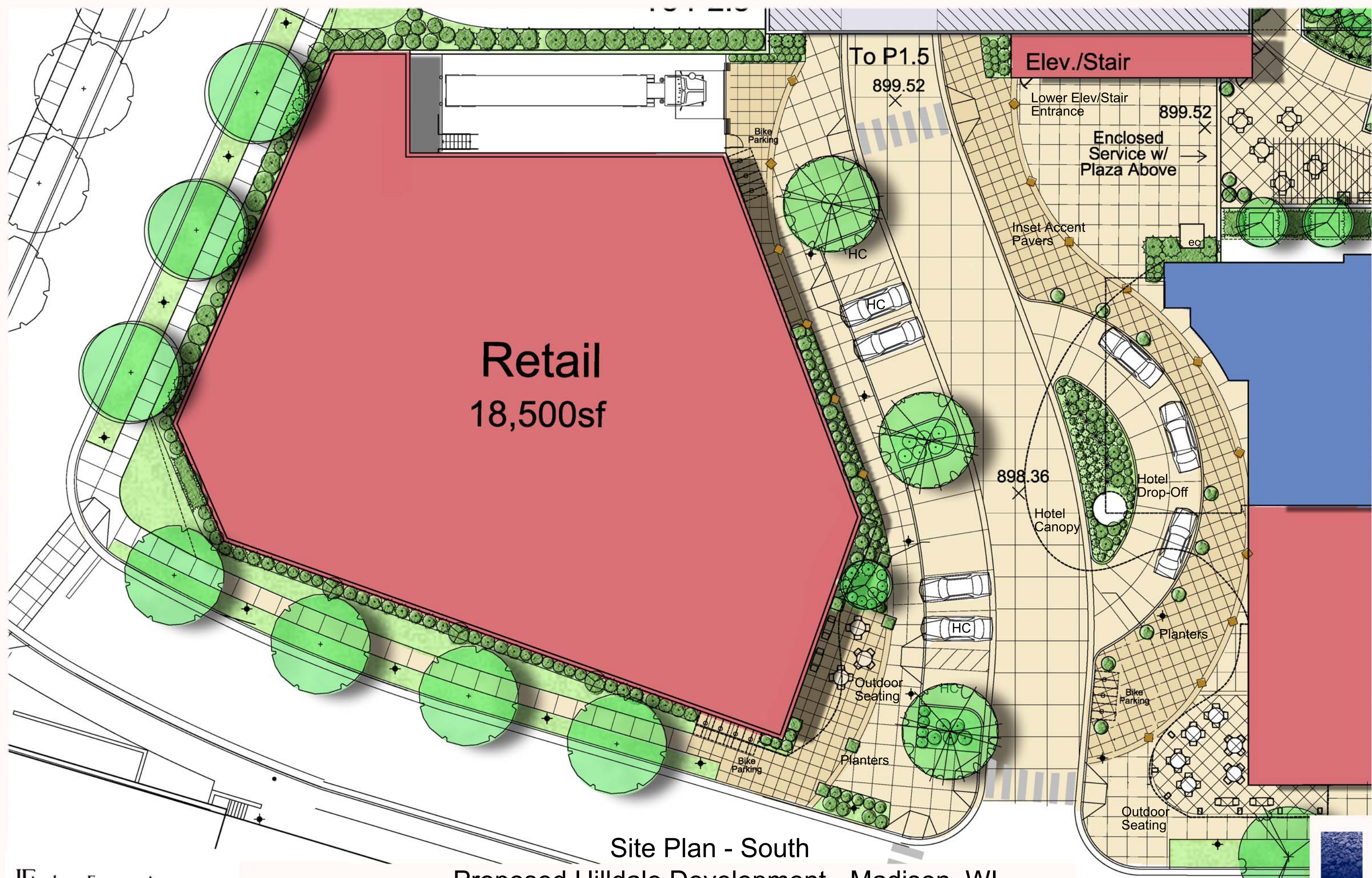
The team will submit additional material on April 30th, 2008, one week before the May 7th, 2008 UDC presentation and public hearing date. The additional submittal material will illustrate how the revised design meets the aforementioned objectives. Further, the submittal material will respond to the feedback we received at the UDC informational presentation on April 9th, 2008. In addition, prior to the UDC meeting, the Developer will have met with the Alderman, City Staff and a representative of 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 initial and final approval of the proposed modifications to the hotel building and Hilldale Way retail.

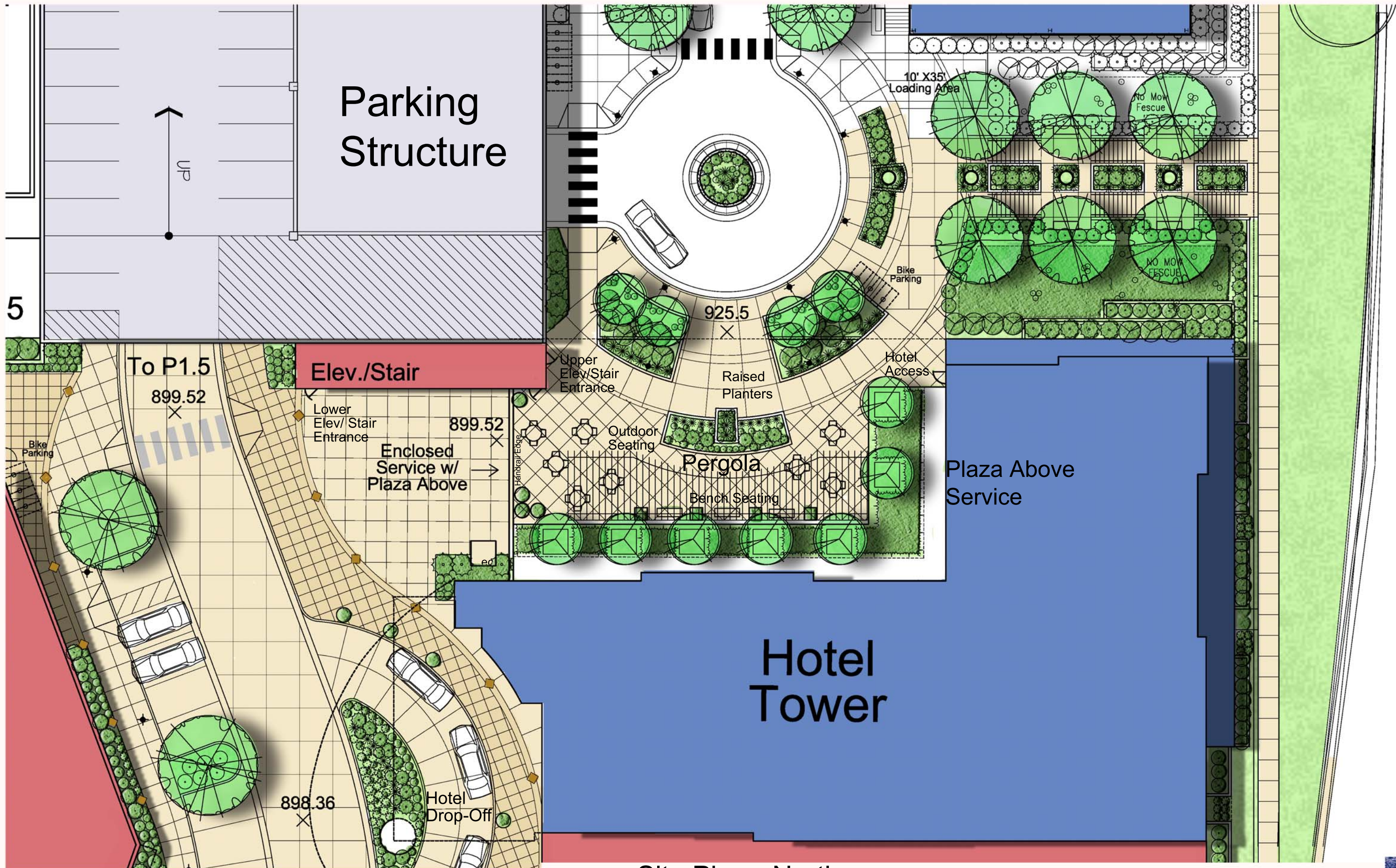
Sincerely,

A handwritten signature in cursive script that reads "Adam Fink".

Adam Fink
Development Manager
Joseph Freed and Associates LLC



Site Plan - South
 Proposed Hilldale Development - Madison, WI



Site Plan - North

Proposed Hilldale Development - Madison, WI



Sentry

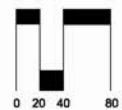
Existing Parking

Site Plan

Proposed Hilldale Development - Madison, WI

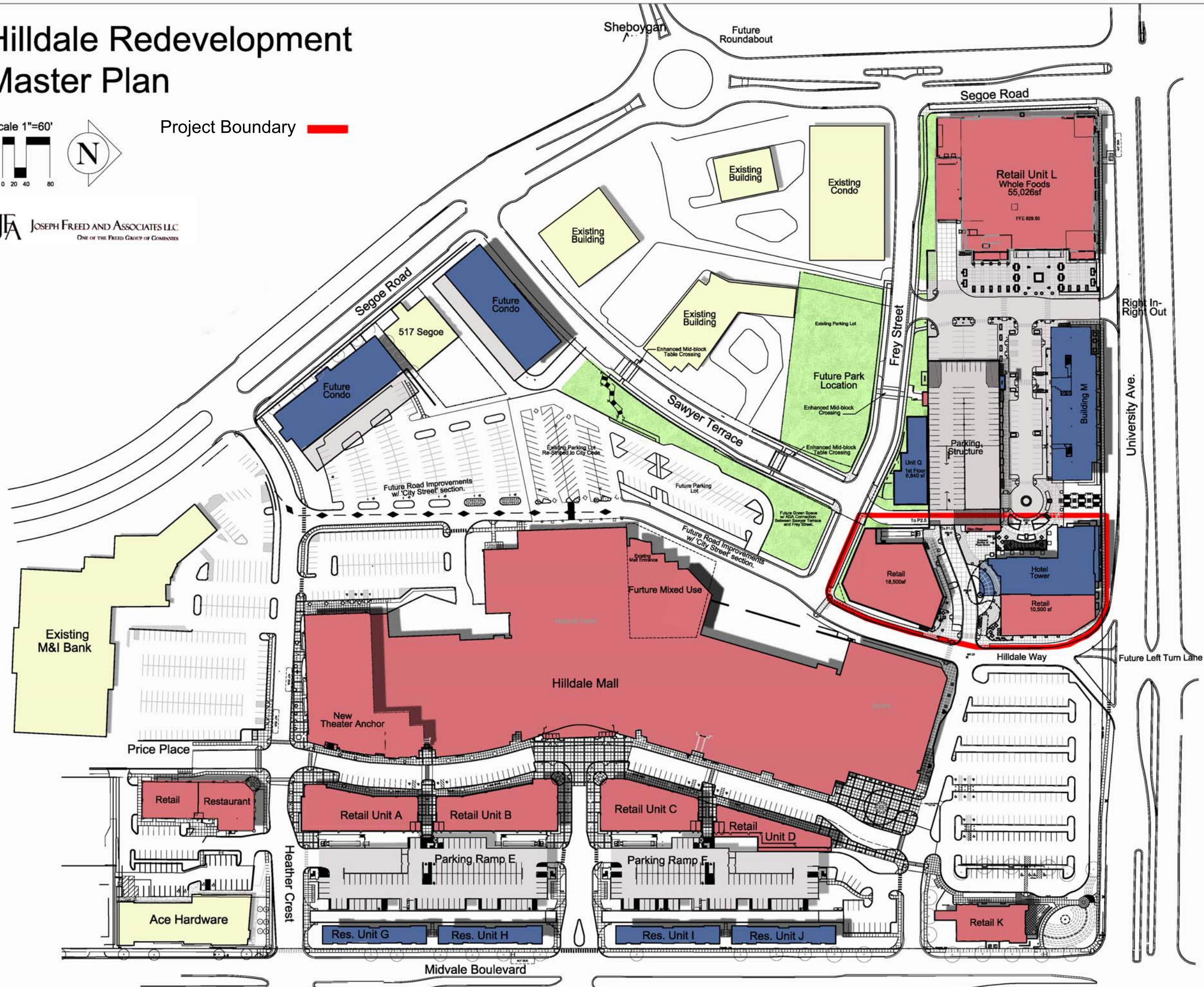
Hildale Redevelopment Master Plan

Scale 1"=60'



Project Boundary █

JFA JOSEPH FREED AND ASSOCIATES LLC
ONE OF THE FREED GROUP OF COMPANIES



KEN SAIKI
DESIGN INC
LANDSCAPE ARCHITECTS
303 S. PATTERSON
SUITE ONE
MADISON, WI 53703
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www.ksd-la.com

HILLDALE SHOPPING CENTER
702 N. MIDVALE BOULEVARD
MADISON, WI

HILLDALE LAND COMPANY LLC

Sheet Title:
Master Plan
GDP Amendment

Revisions:	No.	Date	Description	By:

Project Number: Drawn By:

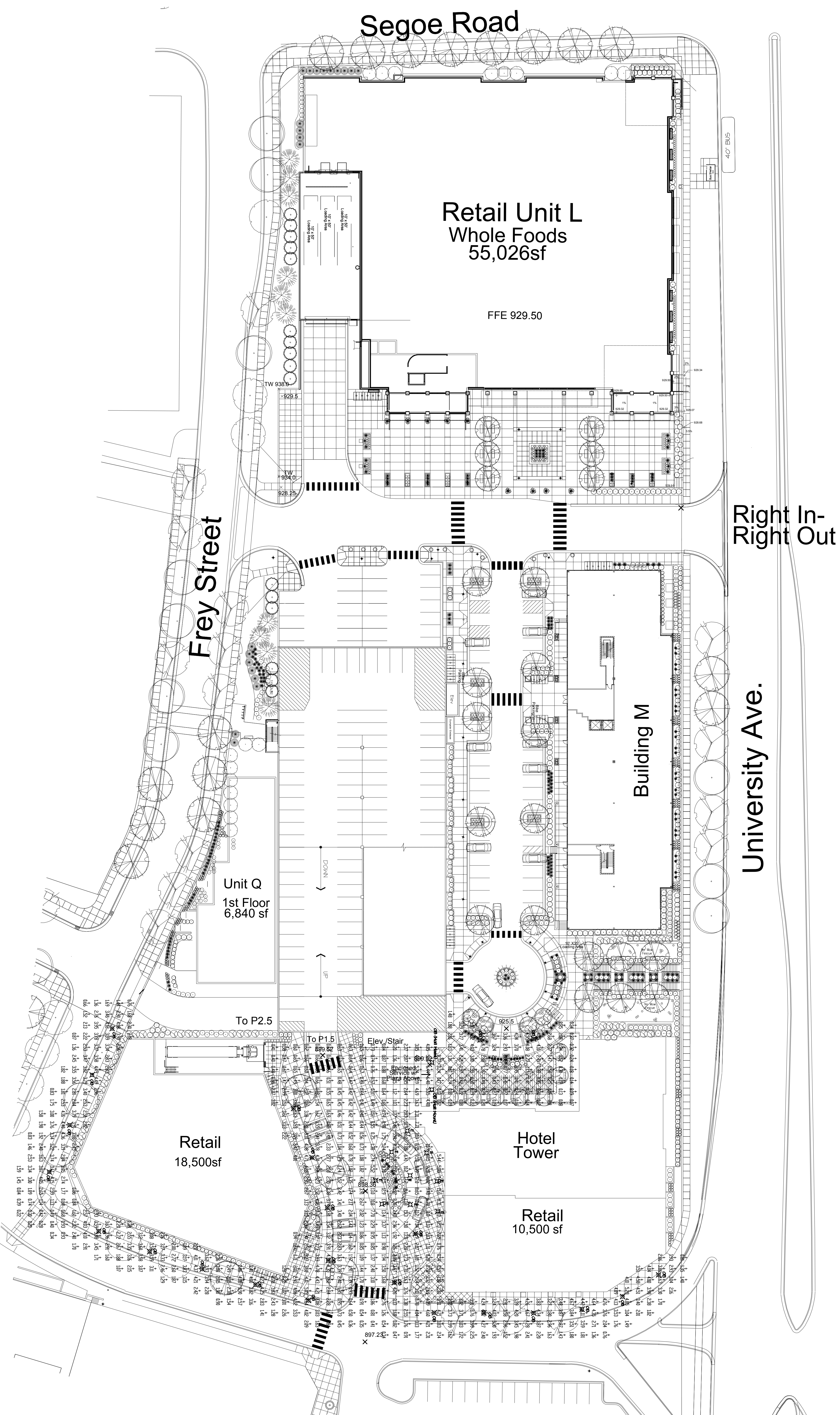
Date Issued: Reviewed By:

Sheet Number:
S/C 100



HILDALE

Hilldale Redevelopment
Presented by Joseph Freed and Associates
04-29-08



Right In-Right Out

University Ave.

Segoe Road

Retail Unit L
Whole Foods
55,026sf

FFE 929.50

Frey Street

Building M

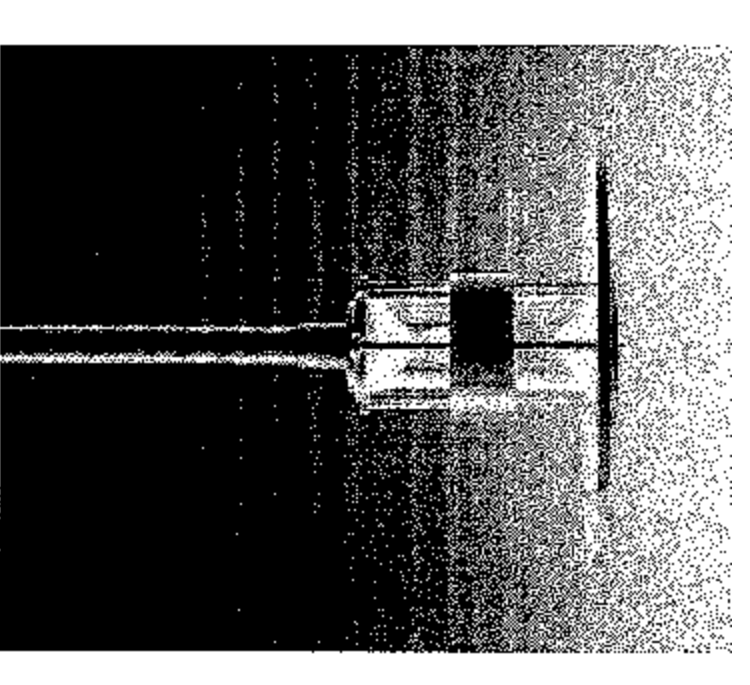
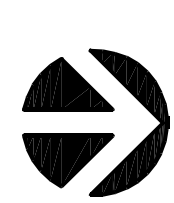
Unit Q
1st Floor
6,840 sf

Retail
18,500sf

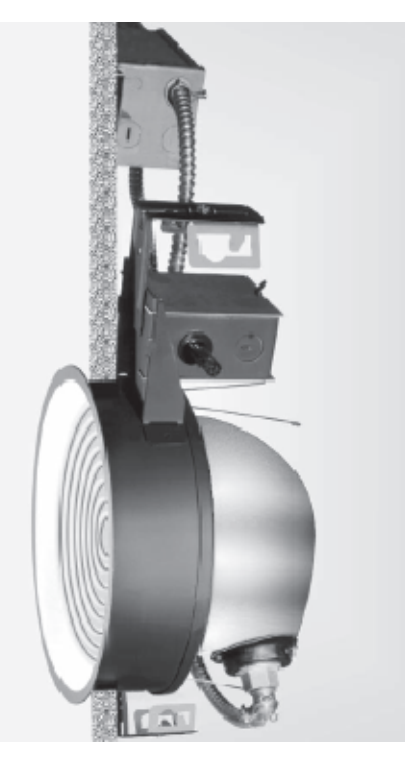
Hotel Tower

Retail
10,500 sf

1 SITE PHOTOMETRICS
SCALE: 0' 10' 20' 30'



2 FIXTURE TYPE OB
SCALE: NONE



3 FIXTURE TYPE E
SCALE: NONE

FIXTURE SCHEDULE	TYPE	SYMBOL	DESCRIPTION	LAMP	LUMENS	LF
E	II	HBT WFSH	HBT WFSH	(0) 100W H4	8500	0.75
OB	II	LOUIS POLYSEN	LOUIS POLYSEN	(0) 75W H4	3500	0.75

CALCULATION SHEET	
PARKING LOT	AVE 2.71c
MAX	MIN
4.711c	0.441c
OTB	OTB
5.0	2.6

Sheet Title:
SITE PHOTOMETRICS

HILLDALE SHOPPING CENTER

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

ARNOLD AND O'SHERIDAN INC.
CONSTRUCTION TECHNOLOGY
STRUCTURAL ■ CIVIL ■ HVAC ■ PLUMBING
ELECTRICAL ■ TECHNOLOGY
4410150A WISCONSIN (608) 271-8500
8800 FIELLS WISCONSIN (608) 771-8130
WWW.ARNOLDANDOSHERIDAN.COM

Revisions:

No.	Date	Description	By

Project Number: **060297**
Drawn By: **DTM**
Date Issued: **04/30/08**
Reviewed By: **AES**

Sheet Number:
EL100



HILLDALE - HUMANA PHASE 2 - BUILDING N

VIEW TO ENTRY



eppstein uhen : architects



architecture · engineering · interior design



HILLDALE - HUMANA PHASE 2 - BUILDING N

VIEW LOOKING EAST



eppstein uhen : architects



04/30/08

708120-01

© Eppstein Uhen Architects, Inc.



eppstein uhen : architects



HILLDALE - HUMANA PHASE 2 - BUILDING N

VIEW FROM UNIVERISTY



HILLDALE - HUMANA PHASE 2 - BUILDING N

SOUTH ELEVATION



eppstein uhen : architects





- SMOOTH METAL PANEL
- EIFS COLOR - 1
- EIFS COLOR - 3
- ALUMINUM WINDOW SYSTEM
- CORRUGATED METAL PANEL
- PAINTED EXPANDED METAL MESH
- METAL COLUMN COVER
- EIFS COLOR - 1
- EIFS COLOR - 2
- ALUMINUM METAL GRATE
- ALUMINUM STOREFRONT
- BRICK #2
- ALUMINUM COLUMN COVER
- BRICK #1

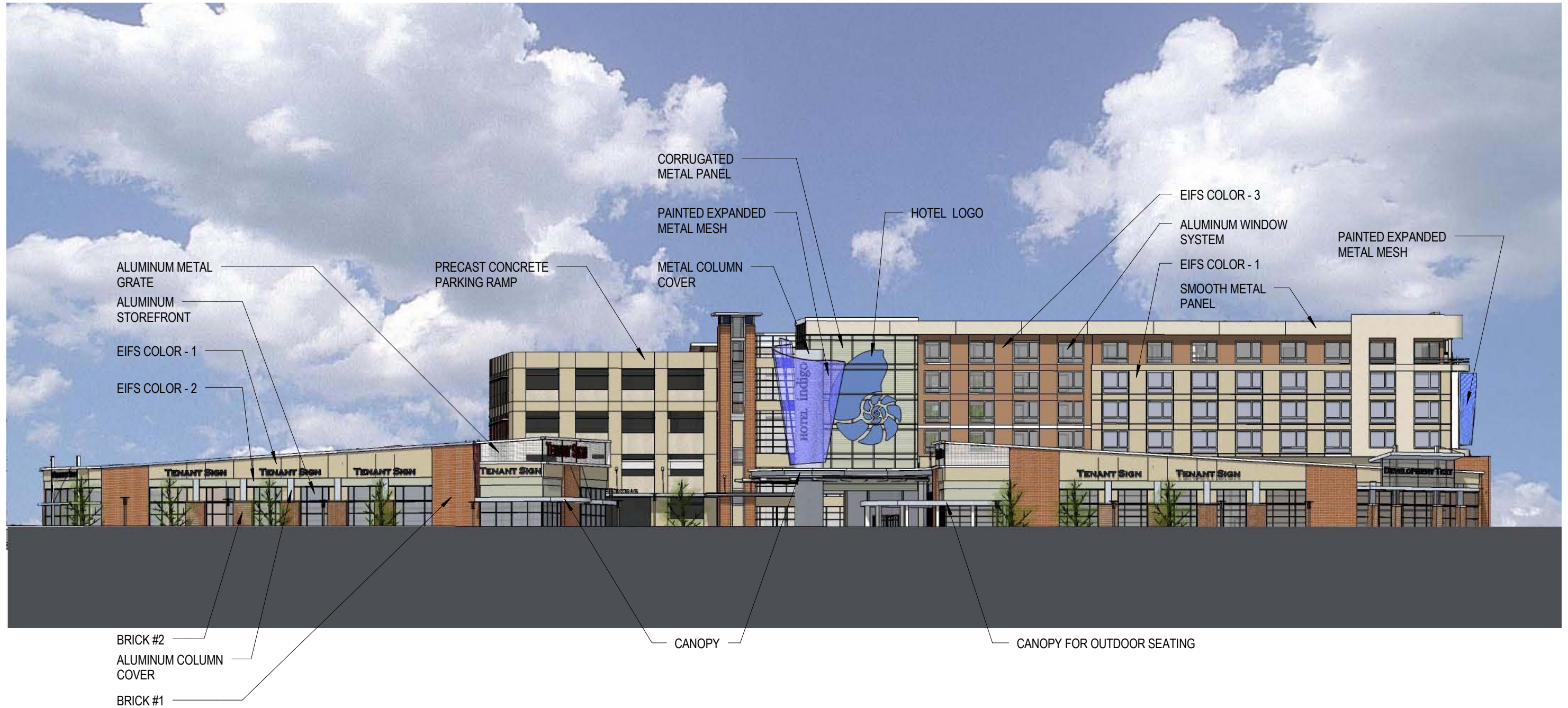
HILLDALE - HUMANA PHASE 2 - BUILDING N

NORTH ELEVATION



eppstein uhen : architects





HILLDALE - HUMANA PHASE 2 - BUILDING N

EAST ELEVATION



eppstein uhen : architects



MLB700A

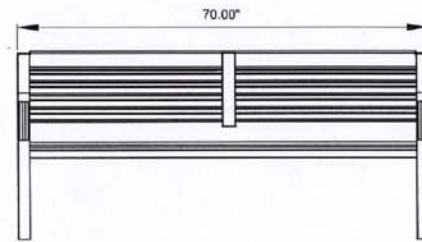
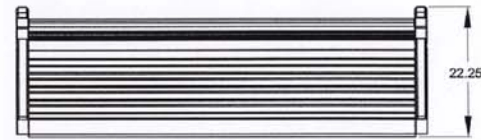
MATERIALS: Bench ends are made from solid cast aluminum. The seat employs 1.38" x 1.5" and 1.38" x 4.00" lpe slats.

DIMENSIONS: Height: 32.25"
Length: 70.00"
Depth: 22.25"
Seat: 17.00"

WEIGHT: 130lbs (60kg.)

FINISH: The Maglin Powder Paint System provides a durable finish on all metal surfaces.

INSTALLATION: The bench is delivered pre-assembled. Holes (0.5") are provided in each foot for securing to base.



Bench Seating

MLWR700

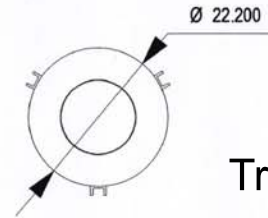
MATERIALS: The trash container frame is constructed using heavy duty steel and aluminum. A 32 gallon commercial grade plastic liner and metal lid are provided.

DIMENSIONS: Height: 38.00"
Diameter: 29.00"

WEIGHT : 190lbs (86kg.)

FINISH: All steel components are protected with E-Coat rust proofing. The Maglin Powder Paint System provides a durable finish on all metal surfaces.

INSTALLATION: The trash container is delivered pre-assembled. Holes (0.5") are provided in each foot for securing to base.



Trash Receptacles

MBR200

MATERIALS: The bike rack is constructed using galvanized H.S.S. steel tube and an aluminum casting. Custom raised letter is available.

DIMENSIONS: Height: 36.00"
Diameter: 16.75"

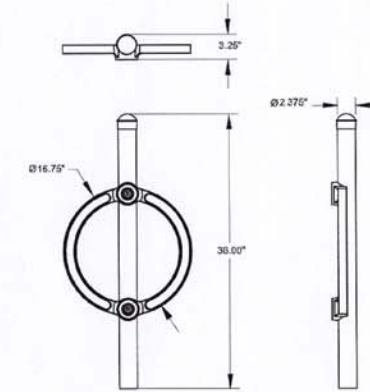
WEIGHT: 16lbs (7kg.)

FINISH: The bike rack uses a galvanized post with a natural finish on the aluminum ring casting. The Maglin Powder Paint finish is available as an option.

INSTALLATION: The bike rack is delivered pre-assembled. It is available with either a surface mount or direct burial installation option.



*Fixed installation model shown.



Bollard Bike Racks



Round Precast Planters



Bollard Lights



Light Pole Fixtures



Square Planters

Site Amenities Proposed Hilldale Development - Madison, WI