



City of Madison

Proposed Rezoning

Location

4609 University Avenue &
✓702 North Midvale Boulevard

Applicant

Joseph Freed & Associates/
Target Corporation

From: PUD-GDP-SIP To: Amended
PUD-GDP-SIP

Existing Use

Hilldale Shopping Center

Proposed Use

Amend Hilldale PUD to Allow Construction
of Target Store and to Improve the Sawyer-
Frey Parking Lot

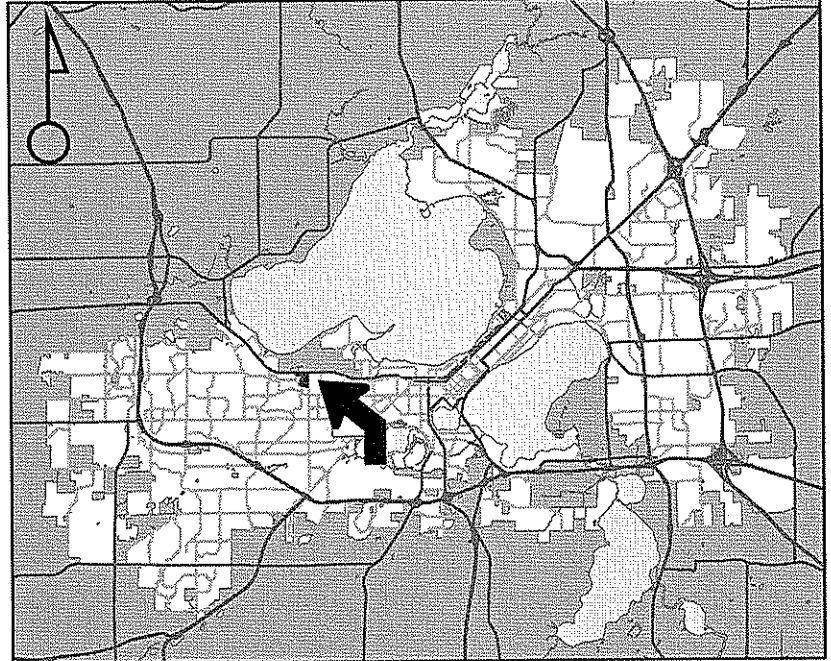
Public Hearing Date

Plan Commission

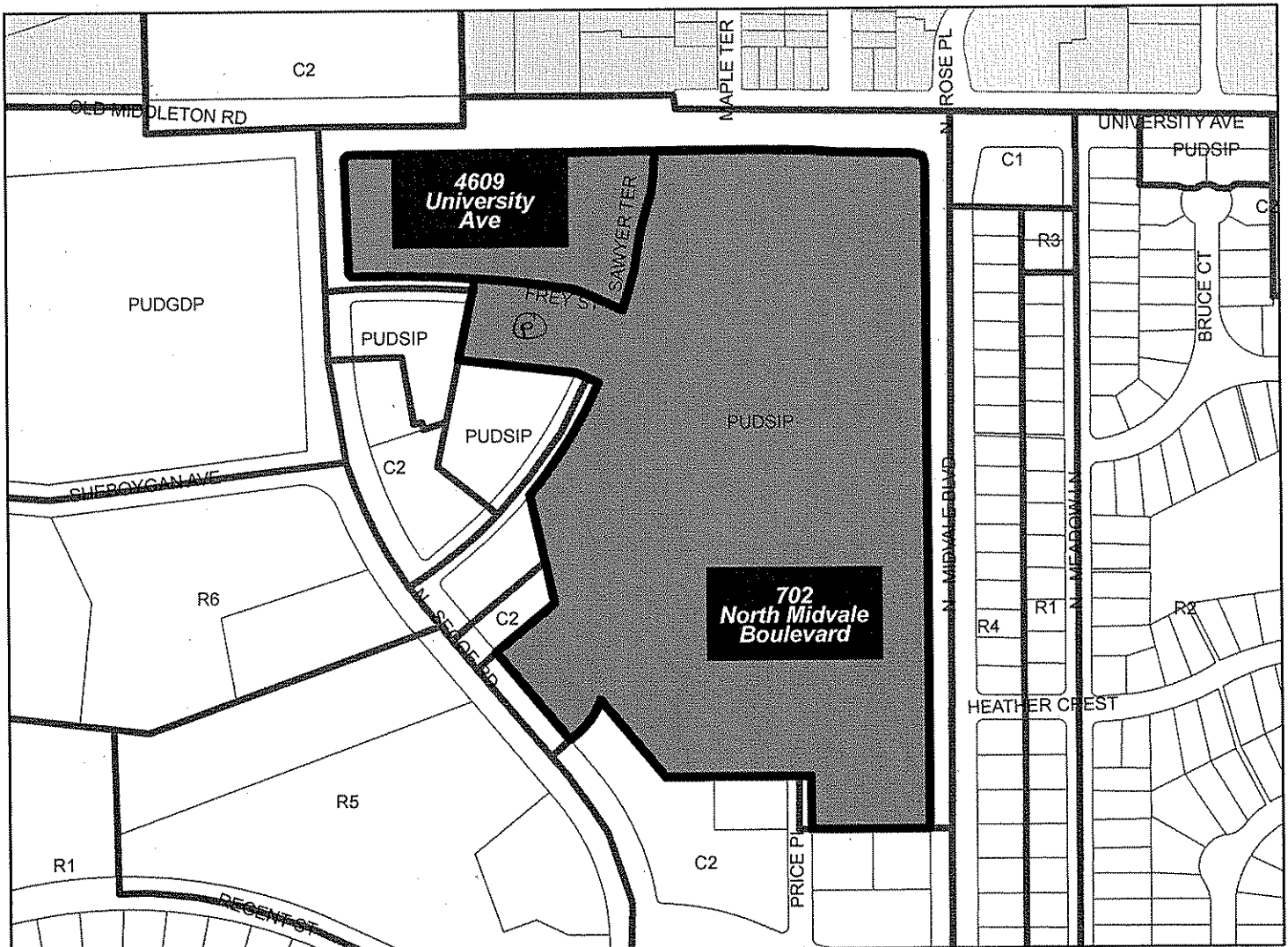
22 February 2010

Common Council

02 March 2010



For Questions Contact: Tim Parks at: 261-9632 or tparks@cityofmadison.com or City Planning at 266-4635



Scale : 1" = 400'

City of Madison, Planning Division : RPJ : Date : 08 February 2010 6



LAND USE APPLICATION Madison Plan Commission

215 Martin Luther King Jr. Blvd; Room LL-100
PO Box 2985; Madison, Wisconsin 53701-2985
Phone: 608.266.4635 | Facsimile: 608.267.8739

- The following information is required for all applications for Plan Commission review except subdivisions or land divisions, which should be filed with the Subdivision Application.
- Before filing your application, please review the information regarding the **LOBBYING ORDINANCE** on the first page.
- Please read all pages of the application completely and fill in all required fields.
- This application form may also be completed online at www.cityofmadison.com/planning/plan.html
- All Land Use Applications should be filed directly with the Zoning Administrator.

FOR OFFICE USE ONLY:	
Amt. Paid <u>Per T.P.</u>	Receipt No. <u>—</u>
Date Received <u>12/15/09</u>	
Received By <u>JOF</u>	
Parcel No. <u>0709-201-2101-2</u>	
Aldermanic District <u>11-SCHMIDT</u>	
GO <u>PUD / ALRC / EXISTING CUP</u>	
Zoning District <u>PUDSIP</u>	
For Complete Submittal	
Application <input checked="" type="checkbox"/>	Letter of Intent <input checked="" type="checkbox"/>
IDUP <input type="checkbox"/>	Legal Descript. <input checked="" type="checkbox"/>
Plan Sets <input checked="" type="checkbox"/>	Zoning Text <input checked="" type="checkbox"/>
Alder Notification <input checked="" type="checkbox"/>	Waiver <input type="checkbox"/>
Ngbrhd. Assn Not. <input checked="" type="checkbox"/>	Waiver <input type="checkbox"/>
Date Sign Issued <u>15 DEC 09</u>	

1. Project Address: 702 N Midvale Blvd

Project Area in Acres: 37

Project Title (if any): Hilldale

2. This is an application for:

Zoning Map Amendment (check the appropriate box(es) in only one of the columns below)		
<input type="checkbox"/> Rezoning to a Non-PUD or PCD Zoning Dist.: Existing Zoning: _____ to _____ Proposed Zoning (ex: R1, R2T, C3): _____		
<input type="checkbox"/> Rezoning to or Amendment of a PUD or PCD District: <input type="checkbox"/> Ex. Zoning: _____ to PUD/PCD-GDP <input type="checkbox"/> Ex. Zoning: _____ to PUD/PCD-SIP <input checked="" type="checkbox"/> Amended Gen. Dev. <input type="checkbox"/> Amended Spec. Imp. Plan		
<input type="checkbox"/> Conditional Use	<input type="checkbox"/> Demolition Permit	<input type="checkbox"/> Other Requests (Specify): _____

3. Applicant, Agent & Property Owner Information:

Applicant's Name: Adam Fink Company: Joseph Freed and Associates LLC
 Street Address: 33 South State Street - Suite 400 City/State: Chicago, Illinois Zip: 60603-2802
 Telephone: (312) 675-5345 Fax: (312) 675-5555 Email: afink@jfreed.com

Project Contact Person: Adam Fink Company: Joseph Freed and Associates LLC
 Street Address: 33 South State Street - Suite 400 City/State: Chicago, Illinois Zip: 60603-2802
 Telephone: (312) 675-5345 Fax: (312) 675-5555 Email: afink@jfreed.com

Property Owner (if not applicant): Affiliates of Joseph Freed and Associates
 Street Address: 33 South State Street - Suite 400 City/State: Chicago, Illinois Zip: 60603-2802

4. Project Information:

Provide a brief description of the project and all proposed uses of the site: _____

The Property is a regional shopping mall with local and national tenants

Development Schedule: Commencement _____ Completion _____

5. Required Submittals:

- Plans** submitted as follows below and depicts all lot lines; existing, altered, demolished or proposed buildings; parking areas and driveways; sidewalks; location of any new signs; existing and proposed utility locations; building elevations and floor plans; landscaping, and a development schedule describing pertinent project details:
 - **7 copies** of a full-sized plan set drawn to a scale of one inch equals 20 feet (collated and folded)
 - **7 copies** of the plan set reduced to fit onto 11 inch by 17 inch paper (collated, stapled and folded)
 - **1 copy** of the plan set reduced to fit onto 8 1/2 inch by 11 inch paper
- Letter of Intent (12 copies):** describing this application in detail including, but not limited to: existing conditions and uses of the property; development schedule for the project; names of persons involved (contractor, architect, landscaper, business manager, etc.); types of businesses; number of employees; hours of operation; square footage or acreage of the site; number of dwelling units; sale or rental price range for dwelling units; gross square footage of building(s); number of parking stalls, etc.
- Legal Description of Property:** Lot(s) of record or metes and bounds description prepared by a land surveyor. For any application for rezoning, the description must be submitted as an electronic word document via CD or e-mail. For applications proposing rezoning to more than one district, a separate description of each district shall be submitted.
- Filing Fee:** \$ 200 ^{See Target Application} See the fee schedule on the application cover page. Make checks payable to: *City Treasurer.*
- Electronic Submittal:** All applicants are required to submit copies of all items submitted in hard copy with their application (including this application form, the letter of intent, complete plan sets and elevations, etc.) as Adobe Acrobat PDF files on a non-returnable CD to be included with their application materials, or in an e-mail sent to pcapplications@cityofmadison.com. The e-mail shall include the name of the project and applicant. Applicants unable to provide the materials electronically should contact the Planning Division at (608) 266-4635 for assistance.

In Addition, The Following Items May Also Be Required With Your Application:

- For any applications proposing demolition or removal of existing buildings, the following items are required:
 - Prior to the filing of an application, the applicant or his/her agent is required to notify a list of interested persons registered with the City **30 or 60 days prior to filing** their application using the online notification tool found at: <https://www.cityofmadison.com/developmentCenter/demolitionNotification/>
 - A photo array (6-12 photos) of the **interior and exterior** of the building(s) to be demolished or removed. A written assessment of the condition of the building(s) to be demolished or removed is highly recommended.
 - Note: A Reuse and Recycling Plan approved by the City's Recycling Coordinator is required prior to issuance of wrecking permits and the start of construction.
- Zoning Text (12 copies):** must accompany Planned Community or Planned Unit Development (PCD/PUD) submittals.

6. Applicant Declarations:

- Conformance with adopted City plans:** Applications shall be in accordance with all adopted City of Madison plans:

→ The site is located within the limits of _____ Plan, which recommends: _____ for this property.
- Pre-application Notification:** Section 28.12 of the Zoning Code requires that the applicant notify the district alder and any nearby neighborhood & business associations in writing no later than **30** days prior to filing this request:

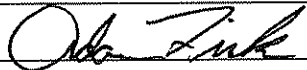
→ List below the Alderperson, Neighborhood Association(s), Business Association(s) AND dates you sent the notices:

Chris Schmidt & Hill Farm Neighborhood Association

NOTE: If the alder has granted a waiver to this requirement, please attach any such correspondence to this form.
- Pre-application Meeting with staff:** Prior to preparation of this application, the applicant is required to discuss the proposed development and review process with Zoning and Planning Division staff; note staff persons and date.

Planning Staff: Tim Parks Date: 4/2/09 Zoning Staff: Bradley Murphy Date: 4/2/09
- Check here if this project will be receiving a public subsidy.** If so, indicate type in your Letter of Intent.

The signer attests that this form is accurately completed and all required materials are submitted:

Printed Name Adam Fink Date 12/07/09
 Signature  Relation to Property Owner Agent

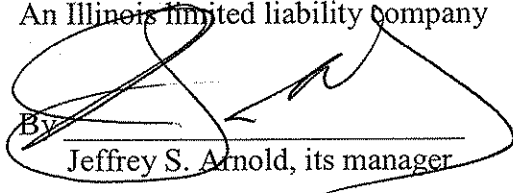
Authorizing Signature of Property Owner see attached signature page Date _____

ATTACHMENT TO LAND USE APPLICATION

Authorizing Signature of Property Owner:

HD Annex LLC
A Wisconsin limited liability company

By: JFA Management LLC
An Illinois limited liability company

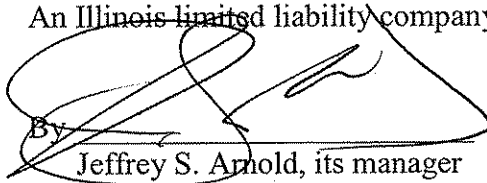

By: _____
Jeffrey S. Arnold, its manager

Date: December 8, 2009

Authorizing Signature of Property Owner:

Hilldale Land Company LLC
A Wisconsin limited liability company

By: JFA Management LLC
An Illinois limited liability company


By: _____
Jeffrey S. Arnold, its manager

Date: December 8, 2009

JOSEPH FREED AND ASSOCIATES LLC

December 10, 2009

Mr. Bradley J. Murphy
Department of Plan & Development
City of Madison
215 Martin Luther King, Jr. Blvd.
Madison, WI. 53703

RE: Letter of Intent for
Hilldale PUD – GDP – SIP Amendment Submittal

Dear Mr. Murphy:

Joseph Freed and Associates LLC (hereinafter “Developer” or “JFA”) proposes to amend the Hilldale PUD – GDP – SIP to accommodate the development of a Target store. This Letter of Intent is submitted together with the Land Use Application, legal description, General Development Plan, zoning text, filling fee for Plan Commission and Common Council consideration for approval.

The Property:

The Developer represents two entities that collectively own the property commonly known as Hilldale (the “Property”): (i) Hilldale Land Company LLC owns Hilldale Mall which includes approximately 30 acres of land (the “Mall Property”); (ii) HD Annex LLC owns approximately 7 acres of land on University Avenue adjacent to Hilldale Mall (the “Target Site”); and (iii) HD Annex LLC owns a parking area on Frey Street (the “Parking Lot”). The Developer intends to convey the Target Site to Target Corporation for the development of the proposed Target store and retain the Mall Property and Parking Lot (collectively “Hilldale Shopping Center”). The General Development Plan for the Property is attached hereto as Exhibit A. The Specific Implementation Plan (“SIP”) for the Hilldale Shopping Center showing the new boundaries of JFA’s ownership and existing improvements are attached hereto as Exhibit B. In addition, the legal description for Hilldale Shopping Center is attached as Exhibit C.

Proposal Description:

It is important to note that concurrent with this application, Target Corporation is submitting a separate application to the Plan Commission that is specifically focused on the proposed Target store; Target’s application will include information related to the Specific Implementation Plan for the Target Site as well as a new zoning text tailored to the Target Site. Separately, this Letter of Intent is narrowly focused on reestablishing the zoning text and land uses for Hilldale Shopping Center. Exhibit D contains the proposed zoning text for Hilldale Shopping Center which is identical to the current zoning text for the Property. In addition, a Certified Survey Map to create the Target Site is being submitted for City approval along with this application.

December 10, 2009

Page 1 of 2

This Letter of Intent does not propose changing the existing land uses at Hilldale Shopping Center. The intention of this proposal is to maintain the present land uses at Hilldale Shopping Center. In particular, the Developer proposes to continue utilizing the Parking Lot as a parking area – the Parking Lot has been used for vehicular parking for over twenty years. Prior applications changed the land use of the 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 Parking Lot 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 SIP for Hilldale Shopping Center includes the Parking Lot landscaping and lighting plan attached hereto as Exhibit E. The Developer intends to upgrade the Parking Lot to City standards under this proposal.

Discussion and Input:

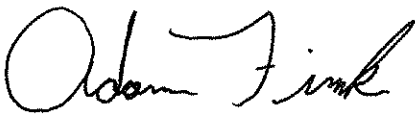
The Developer worked with the Alderman, City Staff and Community Organizations in advance of the Plan Commission Meeting, including:

- Alder Schmidt;
- City Staff; and
- 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 proposal.

Sincerely,

JOSEPH FREED AND ASSOCIATES LLC

A handwritten signature in black ink that reads "Adam Fink". The signature is written in a cursive, flowing style.

Adam Fink
Development Manager

Exhibit D

HILLDALE CENTER 702 N. MIDVALE BLVD. PUD: GDP-SIP ZONING TEXT

Legal Description: The lands subjected to this Planned Unit Development - Specific Implementation Plan are and shall include those described in Exhibit A, attached hereto.

A. Statement of Purpose: This zoning district is established to allow for the rehabilitation and construction of;

- Commercial structures including office and hotel/leisure use;
- Residential structures of which 15% will be Inclusionary Zoning units;
- Parking and circulation facilities;
- Utility infrastructure;
- Site improvements.

B. Permitted Uses:

- Commercial uses as permitted in the C2 District and as shown on the approved plans.
- Multi-family residential uses as permitted in the R4 District and as shown on the approved plans.
- Accessory uses related to the permitted uses as denoted above, including outdoor eating areas for restaurants as shown on approved specific implementation plans.
- Public and quasi-public uses, including, for example but not limited to, post office facilities and governmental facilities.

C. Lot Area: The extent of the entire PUD site area that is included in this Phase II SIP and as shown on approved plans.

D. Floor Area Ratio/ Building Heights: Building heights and floor area ratio shall be as shown on approved plans.

E. Yard Requirements: Yard areas and usable open space where applicable will be provided as shown on approved plans.

F. Landscaping: Site landscaping will be provided as shown on the approved plans.

G. Accessory Off-Street Parking & Loading: Accessory Off-Street Parking & Loading will be provided as shown on the approved plans.

H. Lighting: Site lighting will be provided as shown on the approved plans.

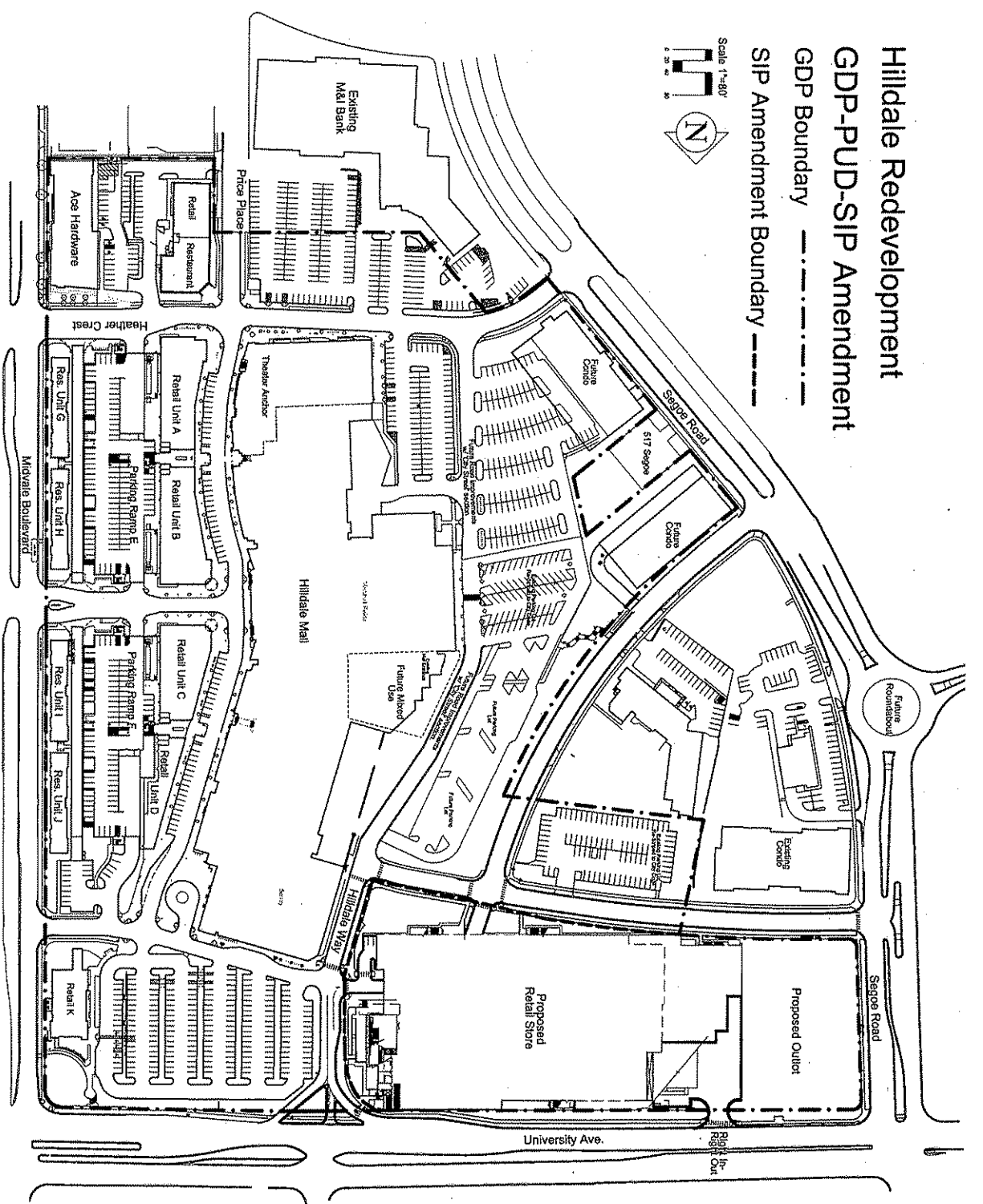
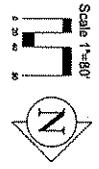
I. Signage: Signage will be provided per Chapter 31 of the Madison General Ordinance, as compared to the C2 district, and as approved by Urban Design Commission and Zoning staff.

Exhibit D

- J. **Family Definition:** The family definition of this PUD-SIP shall coincide with the definition given in Chapter 28.03 (2) of the Madison General Ordinance for the R1 zoning district.
- K. **Alterations and Revisions:** Alterations and Revisions: No alteration or revision of this planned unit development shall be permitted unless approved by the City Plan Commission, however, the Zoning Administrator may issue permits for minor alterations or additions which are approved by the Director of Planning and Community & Economic Development and the alderperson of the district and are compatible with the concept approved by the City Plan Commission.
- L. The maximum floor-to-area ratio and dwelling unit densities that could potentially be allowed by the standards included in the General Development Plan may or may not be ultimately achieved upon full build-out of the site. The additional dwelling units proposed and additional square footage of development proposed beyond the Phase II SIP shall require review and approval of a Specific Implementation Plan for each phase of additional development. Each phase shall be reviewed against the standards included in the Planned Unit Development section of the Zoning Ordinance to determine if the additional development can be accommodated on the site in a manner which does not have a substantial negative impact on the uses, values and enjoyment of other properties within the neighborhood for uses already permitted.
- M. No exterior construction work to take place on Sundays. Construction may begin as early as 6:00 AM with alder notification, for quiet activities such as pouring concrete.
- N. **Outdoor Street Level Seating:** Outdoor Street Level seating will be provided as Minor alterations to the approved PUD-GDP(SIP) for restaurants, when approved by the District Alderperson, Planning Unit Director, and Traffic Engineer, with the following conditions or as otherwise provided for through the alteration process:
- Hours of Operations: Sunday – 11 am to 10 pm
Monday-Thursday – 11 am to 10 pm
Friday - Saturday - 5pm to 11pm
 - Music: No additional outdoor amplification of sound is permitted.
 - Outdoor street level seating areas shall be subject to the Plan Commission's continuing jurisdiction, as provided for in Section 28.12(11) h. 4.

Hilldale Redevelopment GDP-PUD-SIP Amendment

GDP Boundary ————
SIP Amendment Boundary - - - - -

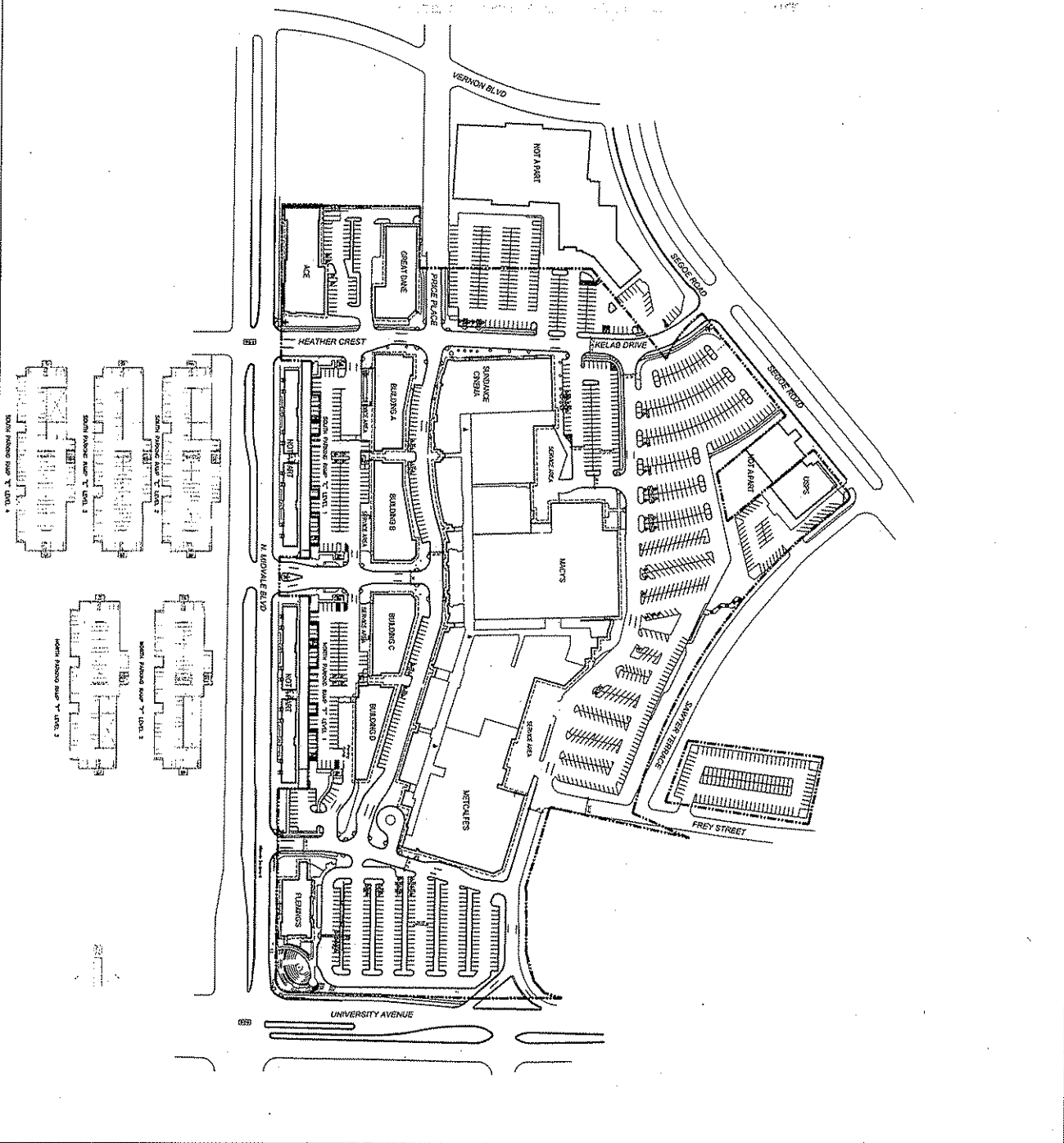


Madison-Hilldale
Madison, Wisconsin

GDP-PUD-SIP
Amendment
Boundary

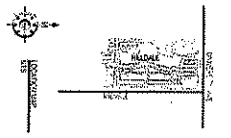
Date: 12/16/09
Scale:

Exhibit B



JFA
Joseph F. Fiedel and Associates
ARCHITECTS

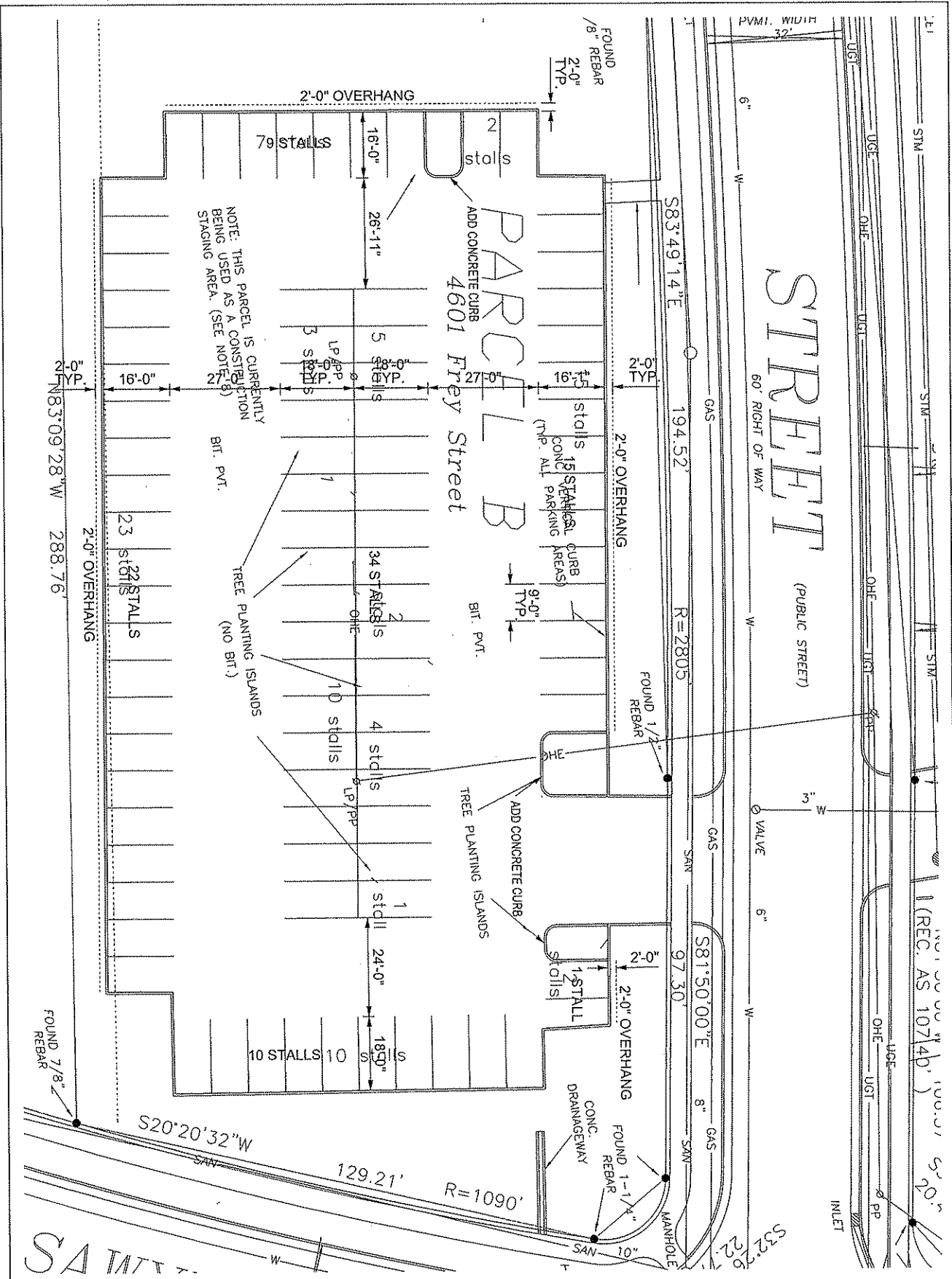
**SPECIFIC IMPLEMENTATION PLAN "SIP"
EXISTING CONDITIONS**



LEGEND
 SHOWN CENTER BOUNDARY
 EXISTING BUILDINGS
 PROPOSED BUILDINGS
 EXISTING PARKING
 PROPOSED PARKING
 EXISTING TRAFFIC SIGNAL



EXHIBIT B



HILLDALE PARKING LOT
 4601 Frey Street
 Madison, Wisconsin



Scale: 1" = 20'

North Arrow

Revised: 10/20/22

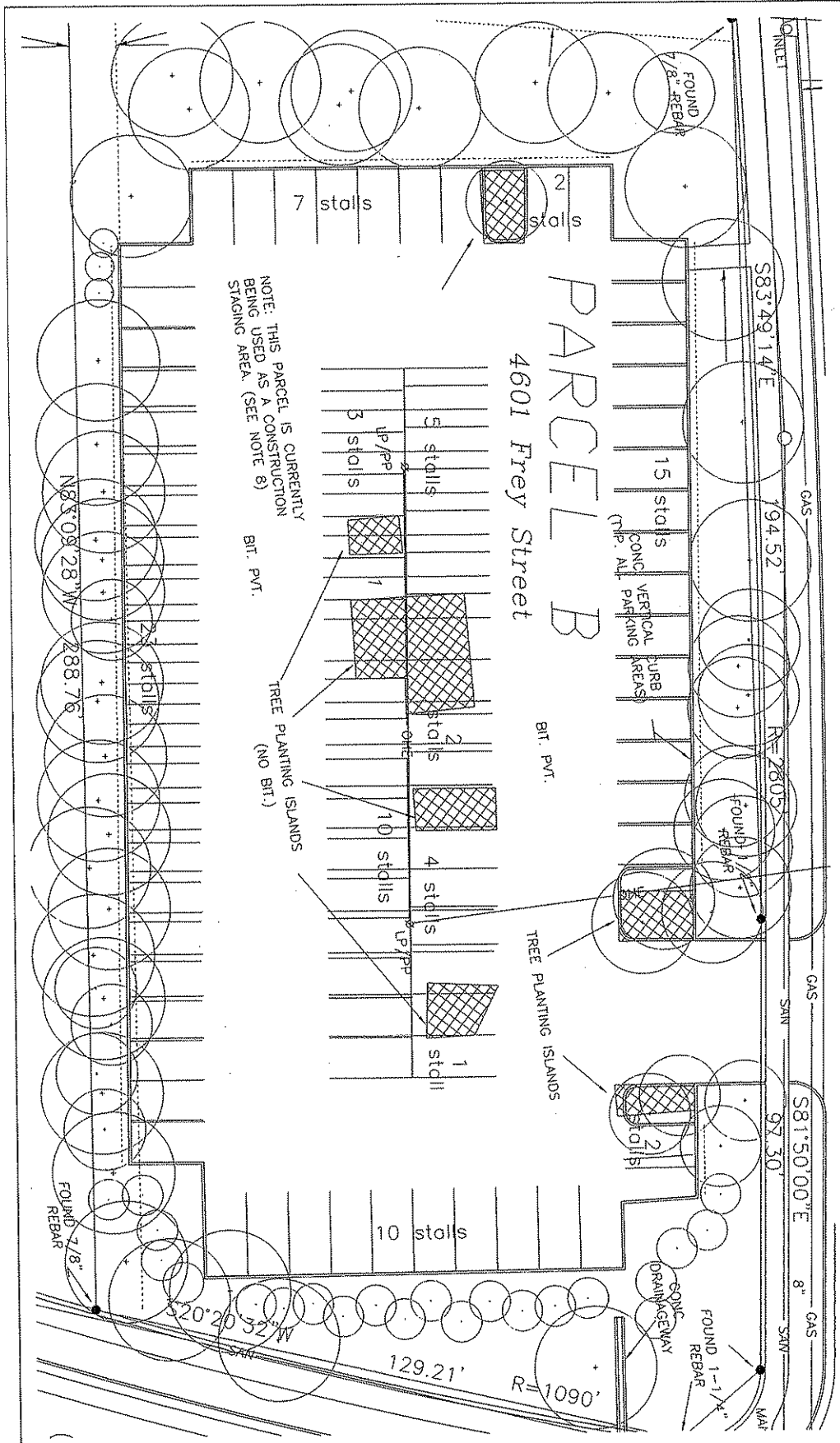
Project: Hilldale Parking Lot

Sheet: L-1

Restripping Plan

6

Total Parking Stalls	91			
Number of Shade Trees Required (2-2.5" Caliper)	7			
Number of Landscape Points Required	417			
		Credits		
Element	Point Value	Quantity	Points	
Canopy Tree 2-2.5" Caliper	35	51	1785	
Evergreen Trees (3 Height Minimum)	15	25	375	
Total Points			2160	



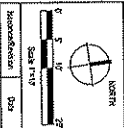
PARCEL B
4601 Frey Street

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

HILLDALE PARKING LOT
4601 Frey Street
Madison, Wisconsin



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Project No.	2000004
Scale	AS SHOWN
Drawn By	ASD
Checked By	ASD
Date	10/20/09