

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

AGENDA ITEM # 5
Project # 16-81-04
04090

DATE SUBMITTED: <u>09-12-07</u>	Action Requested
UDC MEETING DATE: <u>09-19-07</u>	<input checked="" type="checkbox"/> Informational Presentation
	<input type="checkbox"/> Initial Approval and/or Recommendation
	<input type="checkbox"/> Final Approval and/or Recommendation

PROJECT ADDRESS: 702 N. MIDVALE BLVD MADISON, WI
ALDERMANIC DISTRICT: 11 HUNTER REDEVELOPMENT

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

JOSEPH FREED, Assoc.
220 N. SMITH ST SUITE 300
PRALINE, IL 60067

CONTACT PERSON: ADAM FINK

Address: 220 N. SMITH ST SUITE 300
PRALINE IL 60067
Phone: 847-215-5345
Fax: _____
E-mail address: afink@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

(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.

JOSEPH FREED AND ASSOCIATES LLC

September 11, 2007

Mr. Alan J. Martin
Secretary
City of Madison – Urban Design Commission
215 Martin Luther King, Jr. Blvd.
Madison, WI. 53703

RE: Informational Presentation to the Urban Design Committee (“UDC”) in Connection with the Proposed 140 Room Hotel Indigo.

Dear Al:

The following is being submitted for the Hilldale Hotel UDC Informational Meeting being held in connection with Specific Implementation Plan Number Three (“SIP #3”) and the Hilldale General Development Plan (“GDP”). The proposed 140 room hotel will be located at the confluence of University Avenue and Mall Drive in an area commonly known as Phase II of the Hilldale Redevelopment.

Previously, the SIP for Phase II and the Hilldale GDP were approved by the Common Council earlier this year. That approval included the following buildings: Whole Foods, The Heights Condominium building, a parking structure, additional commercial space as well as a ninety unit condominium building. Further, the hotel use was approved as part of the Hilldale GDP amendment.

Following the Common Council approval of Phase II in January, we presented a similar hotel to the UDC as well as Hill Farms and Sunset Village neighborhoods. The hotel plans formerly called for the hotel to be located on the west end of the property adjacent to Macy’s, the Hilldale Food Court and the loading dock.

After further review of the hotel design as well as the overall Hilldale master plan, we are proposing to reposition the hotel within Phase II. The enclosed plans call for the hotel to be located in place of the ninety unit condominium building.

The program for the hotel consists of the following: (i) approximately 140 rooms; (ii) a drop-off and check-in facility located on Mall Drive; (iii) direct access from the second level of the parking deck; and (iv) a refreshed landscape design for the plaza level that incorporates additional landscape elements, outdoor seating and gathering space.

We look forward to receiving feedback from the UDC on the hotel design. As always – please feel free to contact us if you have any questions or comments.

Sincerely,



Adam Fink
Development Manager
Joseph Freed and Associates LLC



HILDALE

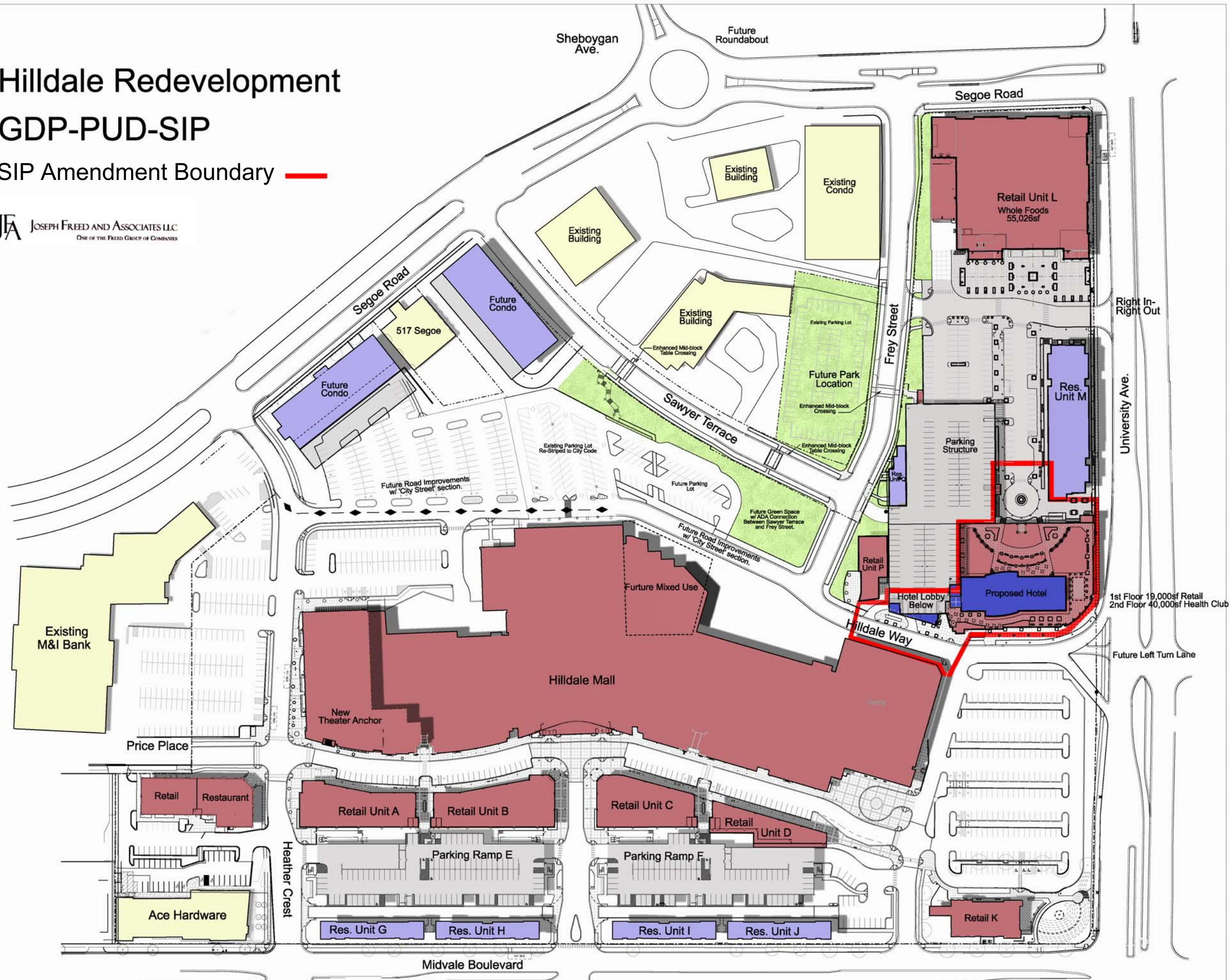
Hilldale Redevelopment
SIP Amendment 3 09-12-07
Presented by Joseph Freed and Associates

Hilldale Redevelopment

GDP-PUD-SIP

SIP Amendment Boundary —

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



HILLDALE SHOPPING CENTER
702 N. MIDVALE BOULEVARD
MADISON, WI

HILLDALE LAND COMPANY LLC

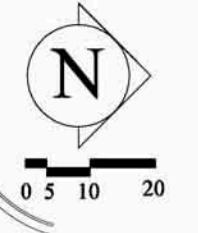
Sheet Title:
Master Plan
GDP Amendment

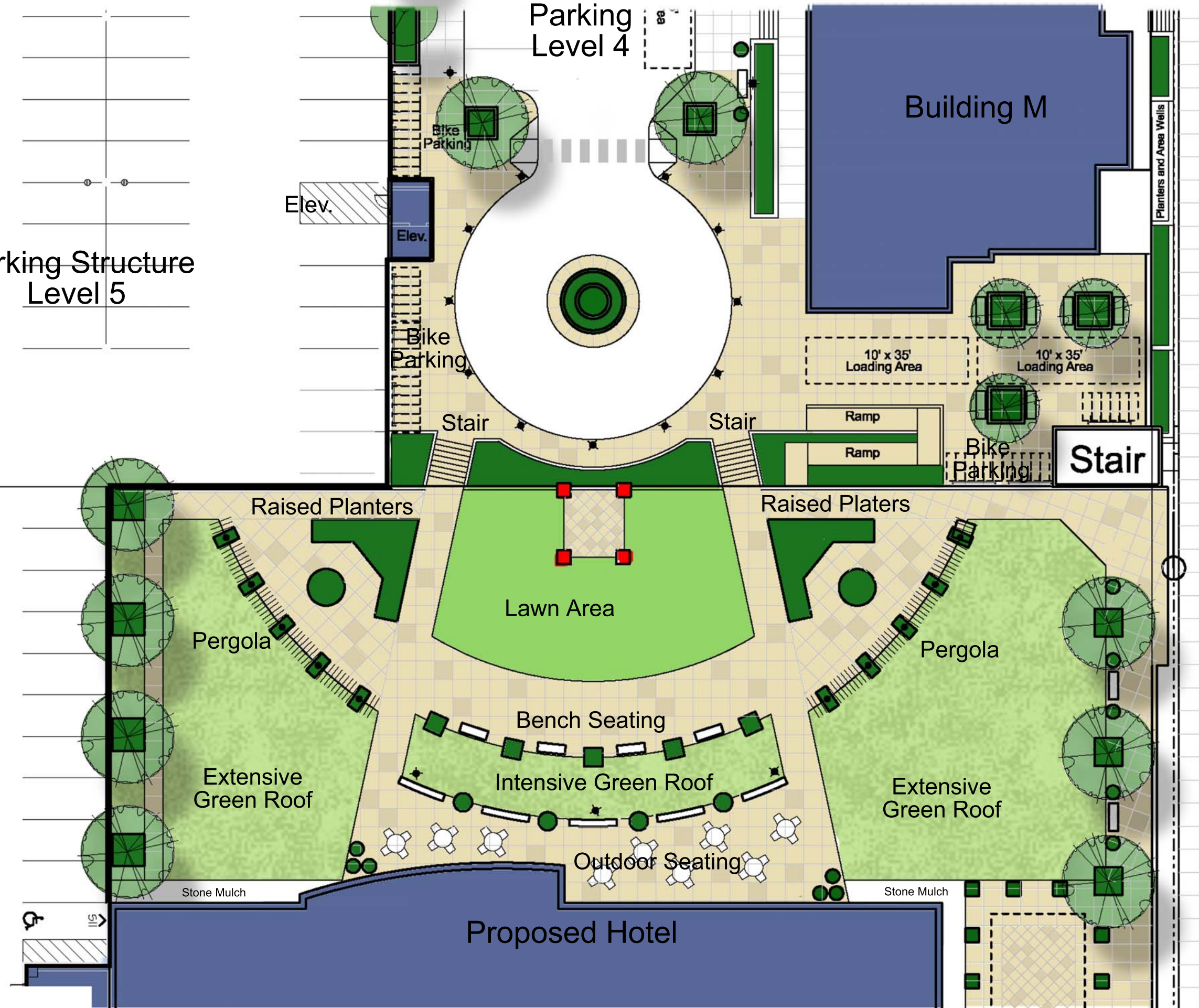
Revisions:	No.	Date	Description	By

Project Number: Drawn By:
 MS

Date Issued: Reviewed By:
09-12-07 KS

Sheet Number:
S/C 100





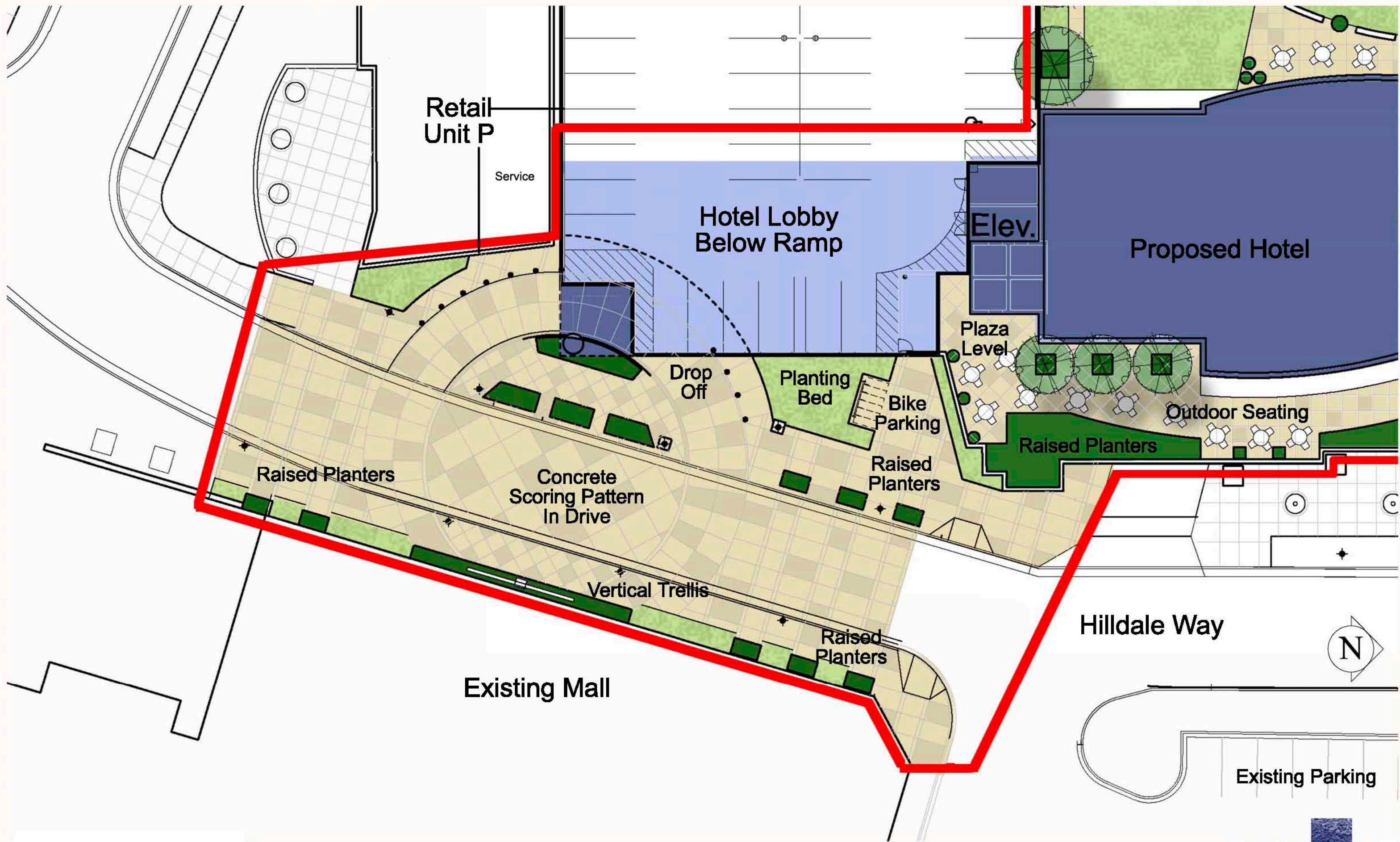
Parking Structure Level 5

Parking Level 4

Building M

Proposed Hotel

SIP Amendment 3 Plaza Level





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Hilldale Hotel
Hilldale Shopping Center
Madison, WI
AXON from DE
07/30/07
07043