



HILDALE

Hildale Redevelopment
SIP Amendment 4 02-20-08
Presented by Joseph Freed and Associates

JOSEPH FREED AND ASSOCIATES LLC

February 19, 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 Final Approval of Proposed Modifications to the Heights Building.

Dear Mr. Martin:

The following is being submitted for the February 27, 2008 UDC meeting being held in connection with the Hilldale Specific Implementation Plan (“SIP”) and the Hilldale General Development Plan (“GDP”) with respect to proposed modifications to the Heights building. The Heights building is located on University Avenue in an area commonly known as Phase II of the Hilldale Redevelopment. We are requesting the UDC grant final approval to the proposed modifications to the design of the Heights building.

Previously, the SIP for Phase II and the Hilldale GDP were approved by the Common Council on January 2nd, 2007. 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. The Heights was originally approved as an eleven story 112 unit condominium building; the first three floors of the original Heights building contained over 45,000 square feet of office space.

In response to market conditions, we are proposing to modify the Heights building by expanding the commercial floor area while removing the condominium component of the building. These modifications result in a shorter building; this proposal calls for reducing the building height from eleven stories to three stories. In addition, this proposal consists of the following development program for the mixed-use Heights building:

1. Approximately 55,000 square foot, three story mixed-use building;
2. Service retail space on the first floor;
3. Office space on floors two through three, inclusive;
4. Revised entry drive from University Ave;
5. Adjustments to structured parking stalls (no overall gain);
6. Additional outdoor seating, bike parking, and enhanced landscaping at the building’s entrance; and
7. Revised pedestrian connection linking University Avenue to the Heights plaza.

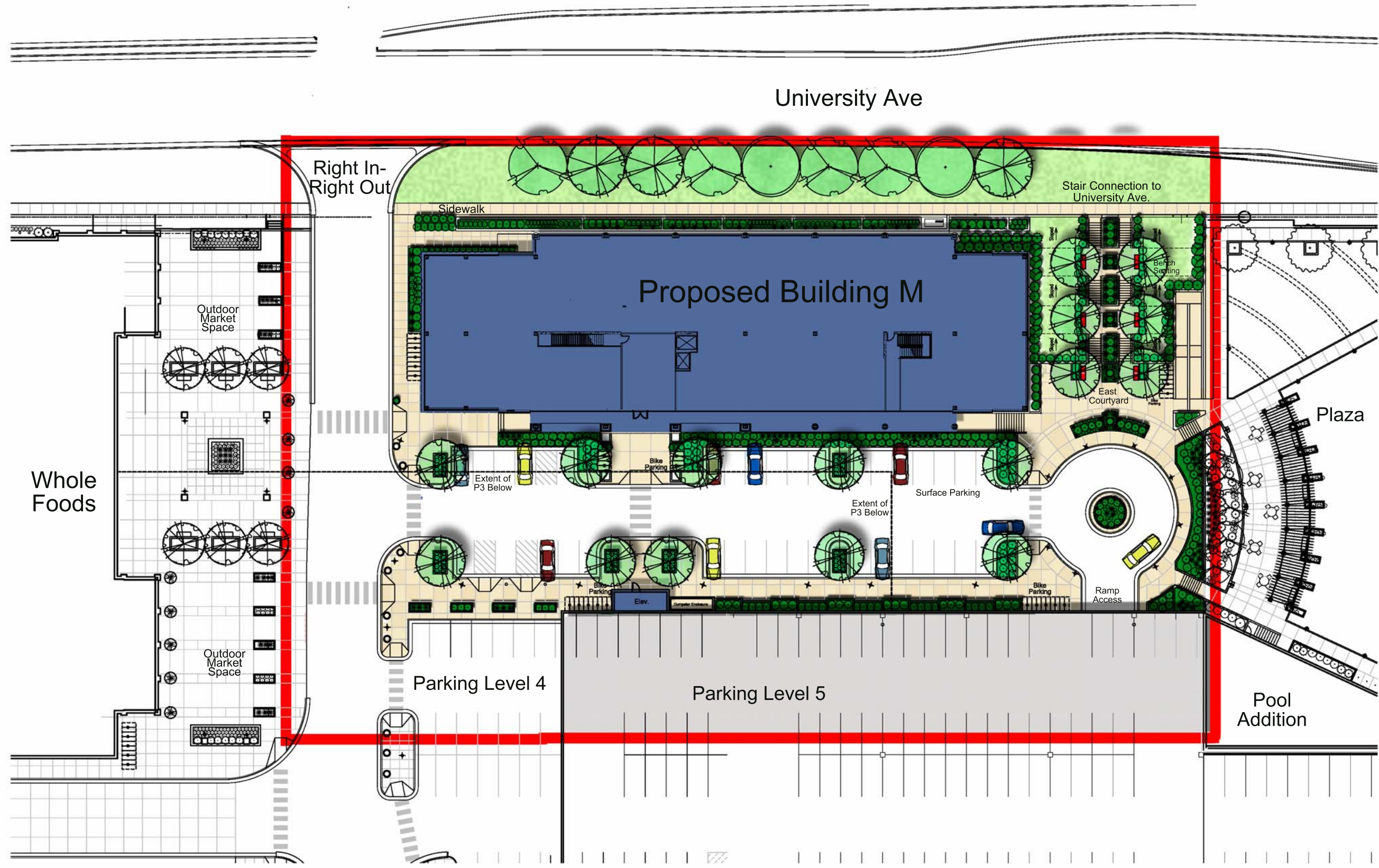
The Developer has met with the Alderman, City Staff and the Hill Farms neighborhood association. In addition, the Developer received unanimous initial approval from the UDC on February 13, 2008.

As always – please feel free to contact us if you have any questions or comments. Thank you for considering our request for final approval of the proposed modifications to the Heights building.

Sincerely,



Adam Fink
Development Manager
Joseph Freed and Associates LLC



University Ave

Right In-Right Out

Proposed Building M

Stair Connection to University Ave.

Sidewalk

Outdoor Market Space

Benches Seating

East Courtyard

Whole Foods

Plaza

Extent of P3 Below

Bike Parking

Surface Parking

Extent of P3 Below

Outdoor Market Space

Ramp Access

Parking Level 4

Parking Level 5

Pool Addition

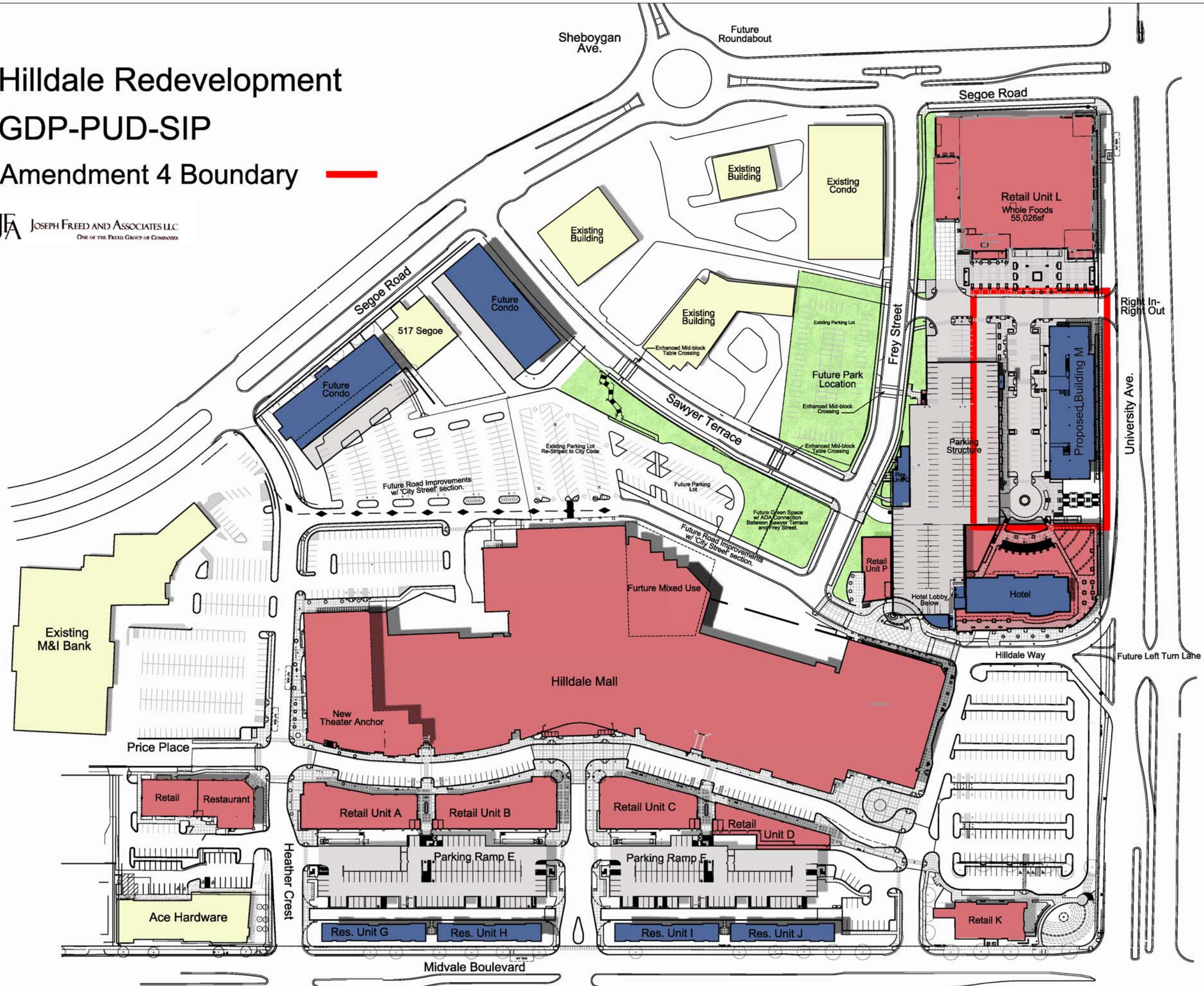
Site Plan

N

Proposed Hilldale Development - Madison, WI

Hilldale Redevelopment GDP-PUD-SIP Amendment 4 Boundary

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



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MADISON, WI 53703
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HILLDALE SHOPPING CENTER
702 N. MIDVALE BOULEVARD
MADISON, WI
HILLDALE LAND COMPANY LLC

Sheet Title:
Master Plan
GDP Amendment

| Revisions: | | |
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Sheet Number:
S/C 100

MLB700A

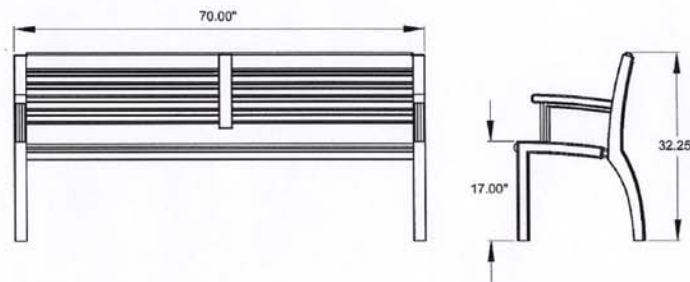
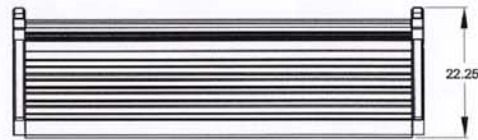
MATERIALS: Bench ends are made from solid cast aluminium. The seat employs 1.38" x 1.5" and 1.38" x 4.00" Ipe slats.

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



Large Clay Planters

MLWR700

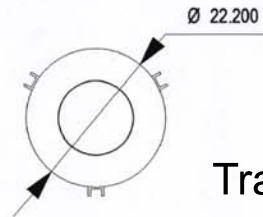
MATERIALS: The trash container frame is constructed using heavy duty steel and aluminum. A 32 gallon commercial grade plastic liner and metal lid are provided.

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



Light Pole Fixtures



Bollard Lights

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"

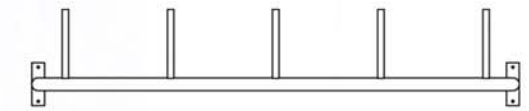
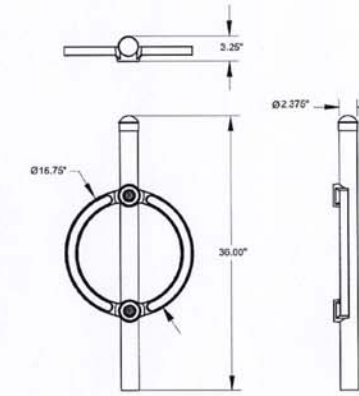
WEIGHT: 16lbs (7kg.)

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.

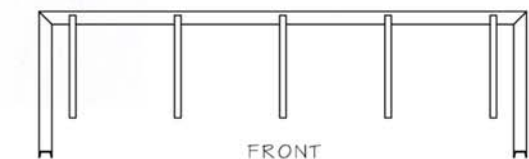
INSTALLATION: The bike rack is delivered pre-assembled. It is available with either a surface mount or direct burial installation option.



*Fixed installation model shown.



TOP

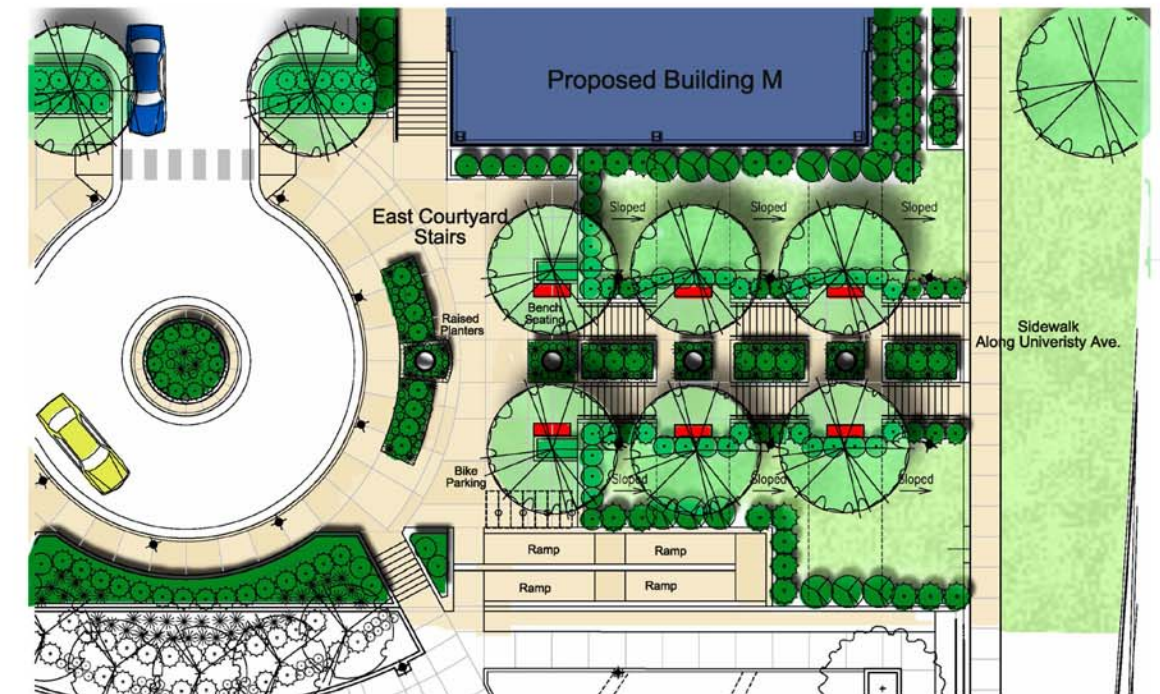


FRONT



SIDE

Bike Racks



East Courtyard Stairs -Plan Enlargement

Site Amenities Proposed Hildale Development - Madison, WI



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HILLDALE SHOPPING CENTER

702 N. MIDVALE BOULEVARD
 MADISON, WI

HILLDALE LAND COMPANY LLC

Sheet Title:
PLAZA VIEW

| Revisions: | | |
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| 02-20-08 | CG |

Sheet Number:
A 204



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HILLDALE SHOPPING CENTER

702 N. MIDVALE BOULEVARD
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Sheet Title:
**VIEW LOOKING SW
 FROM UNIVERSITY
 AVE.**

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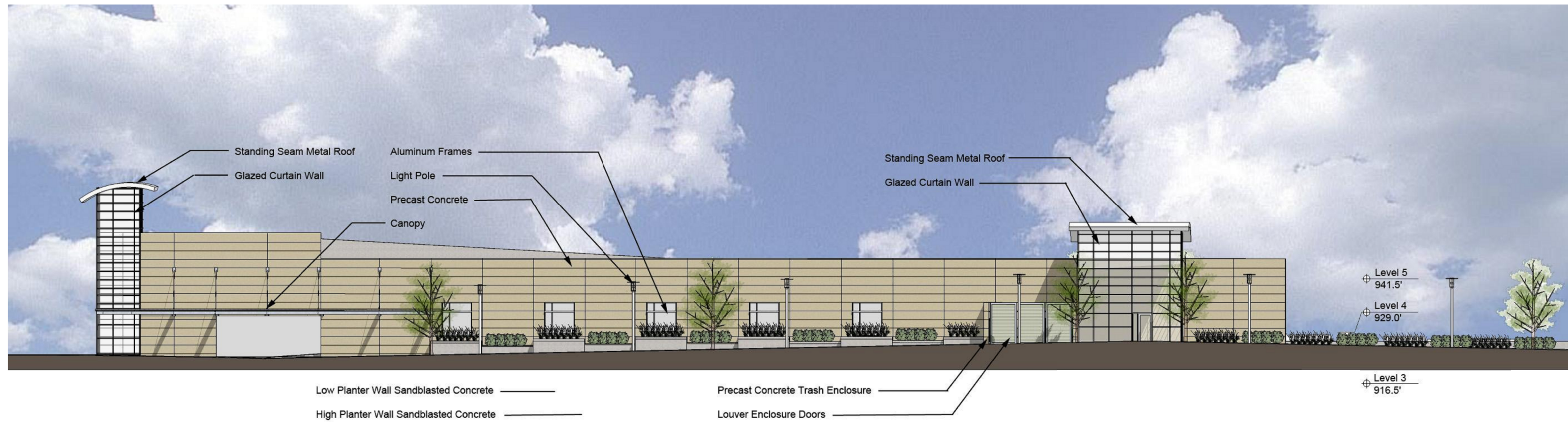
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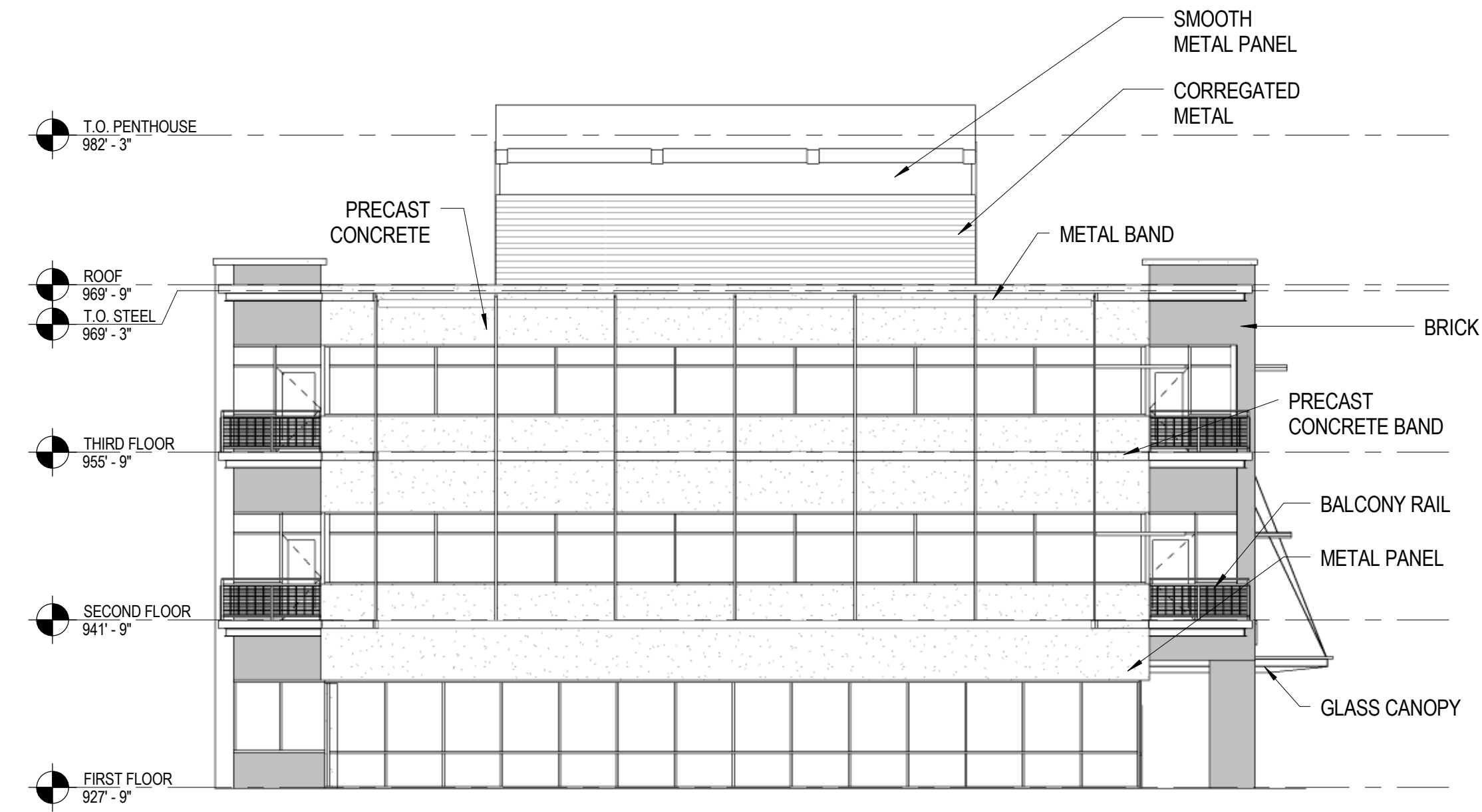


Sheet Title:
**PARKING RAMP
 NORTH ELEVATION**

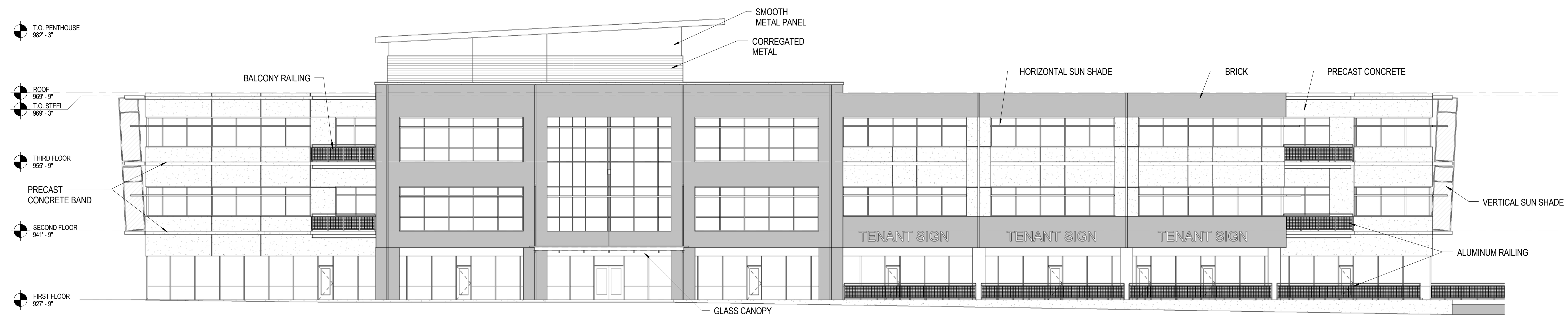
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| 02-20-08 | CG |

Sheet Number:
A 202



1 WEST ELEVATION
 3/32" = 1'-0"
 0 4 8 16 24'
 SCALE: 3/32" = 1'-0"



2 SOUTH ELEVATION
 3/32" = 1'-0"
 0 4 8 16 24'
 SCALE: 3/32" = 1'-0"

HILLDALE SHOPPING CENTER

702 N. MIDVALE BOULEVARD
 MADISON, WI

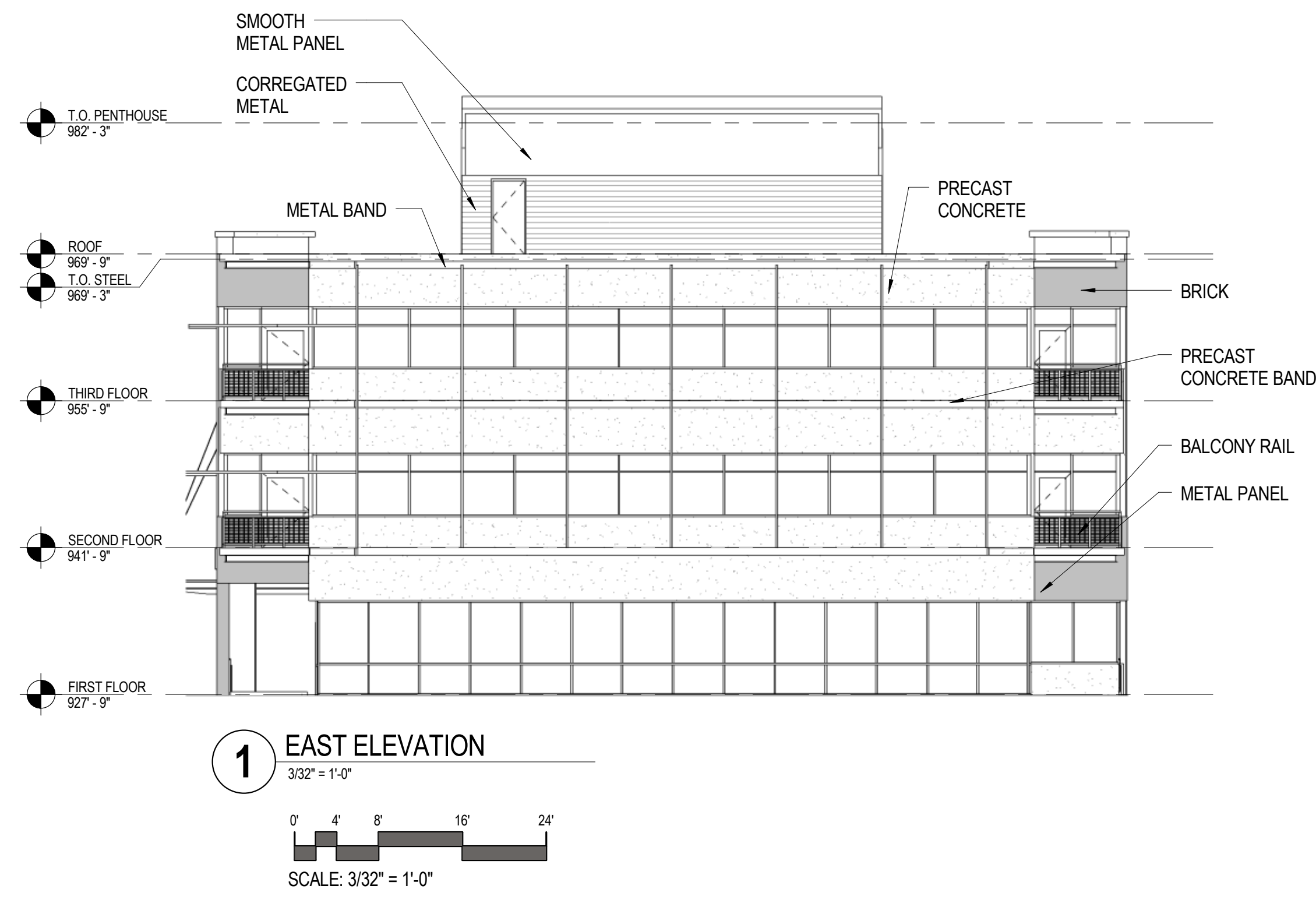
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Sheet Title:
SOUTH & WEST ELEVATIONS

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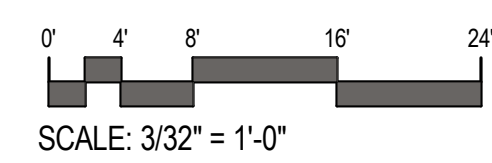
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1 EAST ELEVATION
 3/32" = 1'-0"



2 NORTH ELEVATION
 3/32" = 1'-0"



HILLDALE SHOPPING CENTER
 702 N. MIDVALE BOULEVARD
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Sheet Title:
NORTH & EAST ELEVATIONS

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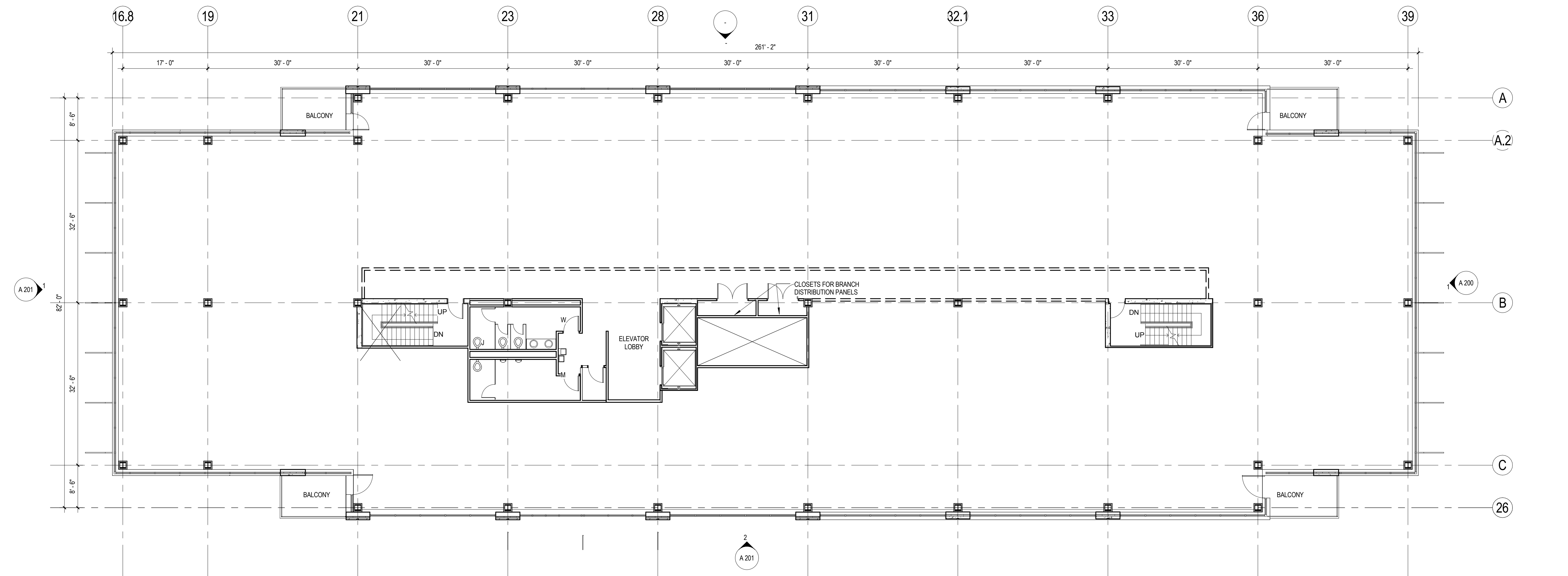
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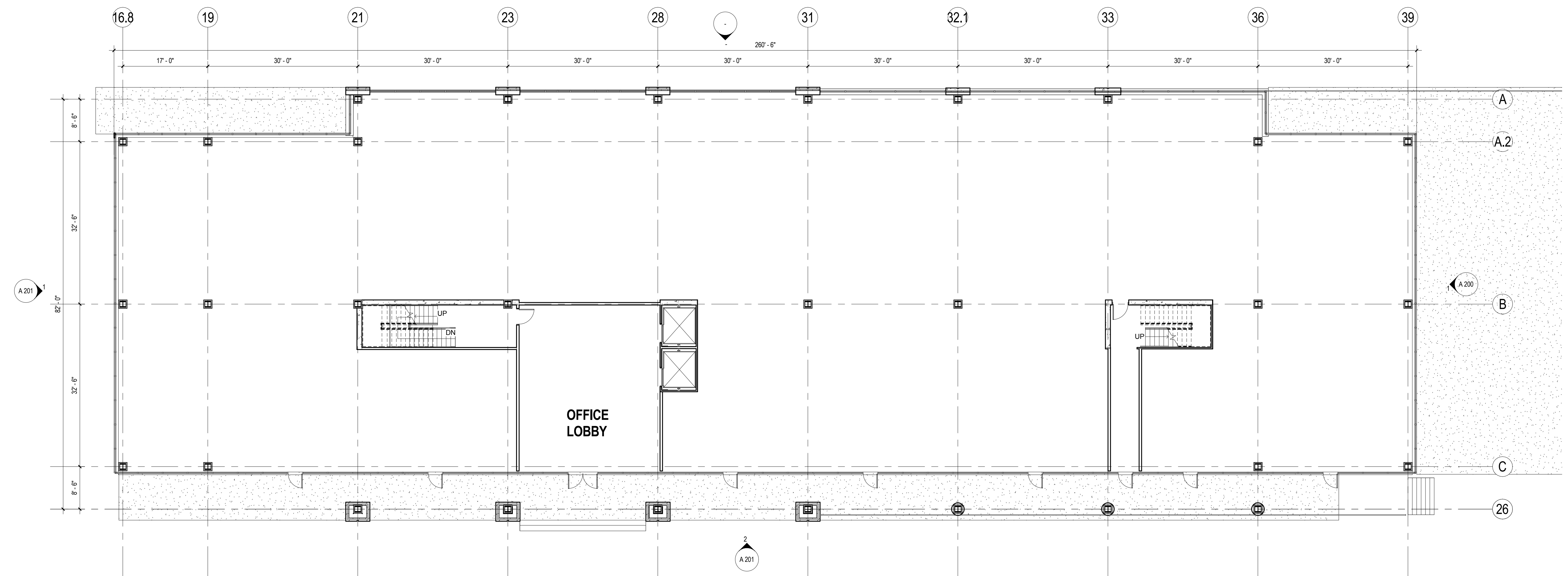
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HILLDALE SHOPPING CENTER
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2 SECOND & THIRD FLOOR PLANS
 3/32" = 1'-0"
 SCALE: 3/32" = 1'-0"



1 FIRST FLOOR PLAN
 3/32" = 1'-0"
 SCALE: 3/32" = 1'-0"

Sheet Title:
FLOOR PLANS

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