

# JOSEPH FREED AND ASSOCIATES LLC

April 1, 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”) Informational Presentation in Connection with the Proposed Modifications to the Hotel Building and Hilldale Way Retail.**

Dear Mr. Martin:

The following is being submitted for the Hotel UDC Informational 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.

Previously, SIP and GDP amendments for Phase II were approved by the Common Council. Most recently, on March 4<sup>th</sup>, 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 do 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 informational 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 present additional design material at the UDC informational presentation to illustrate how the revised design meets the aforementioned objectives. 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.

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.

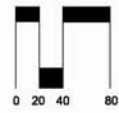
Sincerely,

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

Adam Fink  
Development Manager  
Joseph Freed and Associates LLC

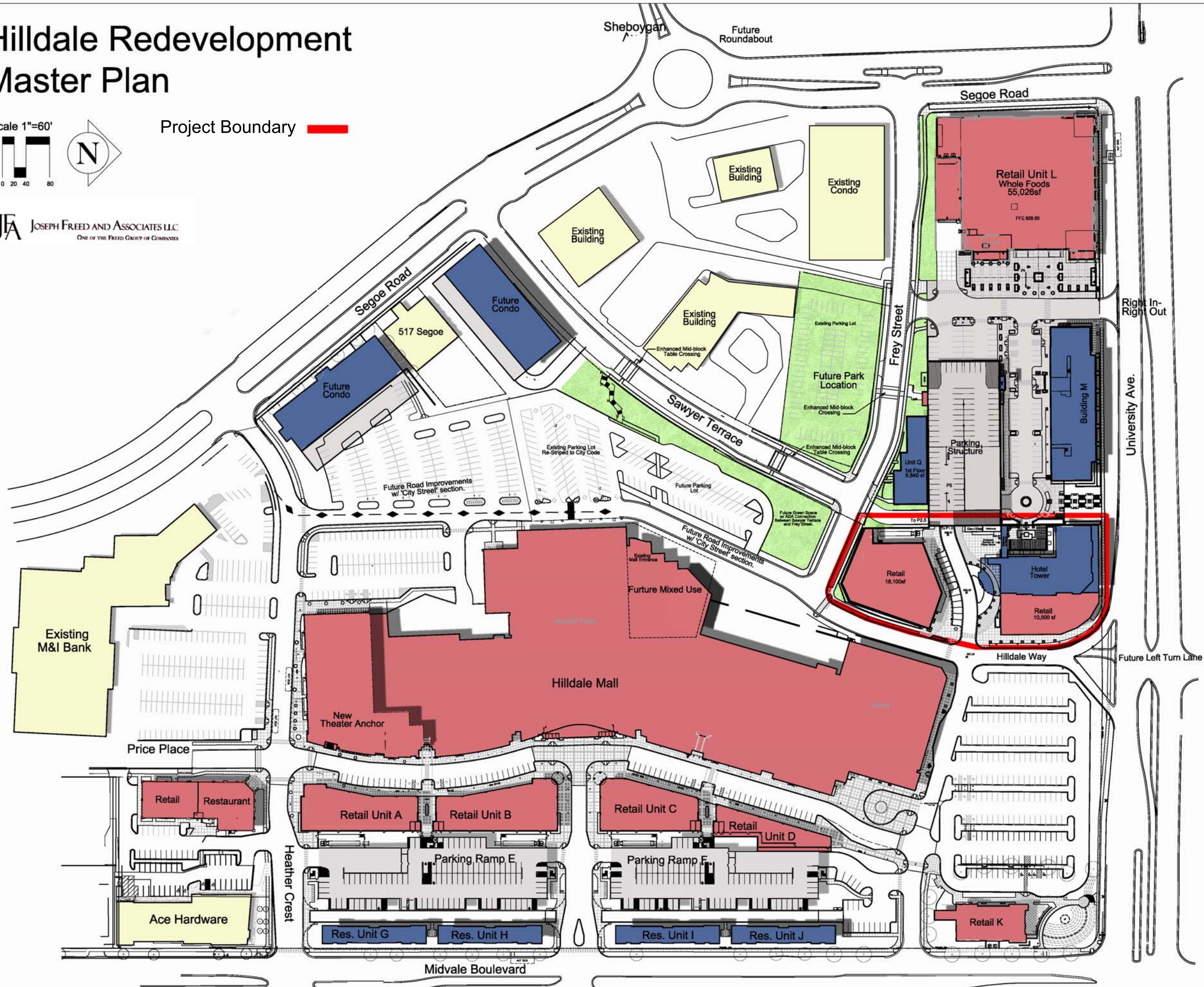
# Hildale Redevelopment Master Plan

Scale 1"=60'



Project Boundary █

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



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

Sheet Title:  
Master Plan  
GDP Amendment

Revisions:	No.	Date	Description	By:

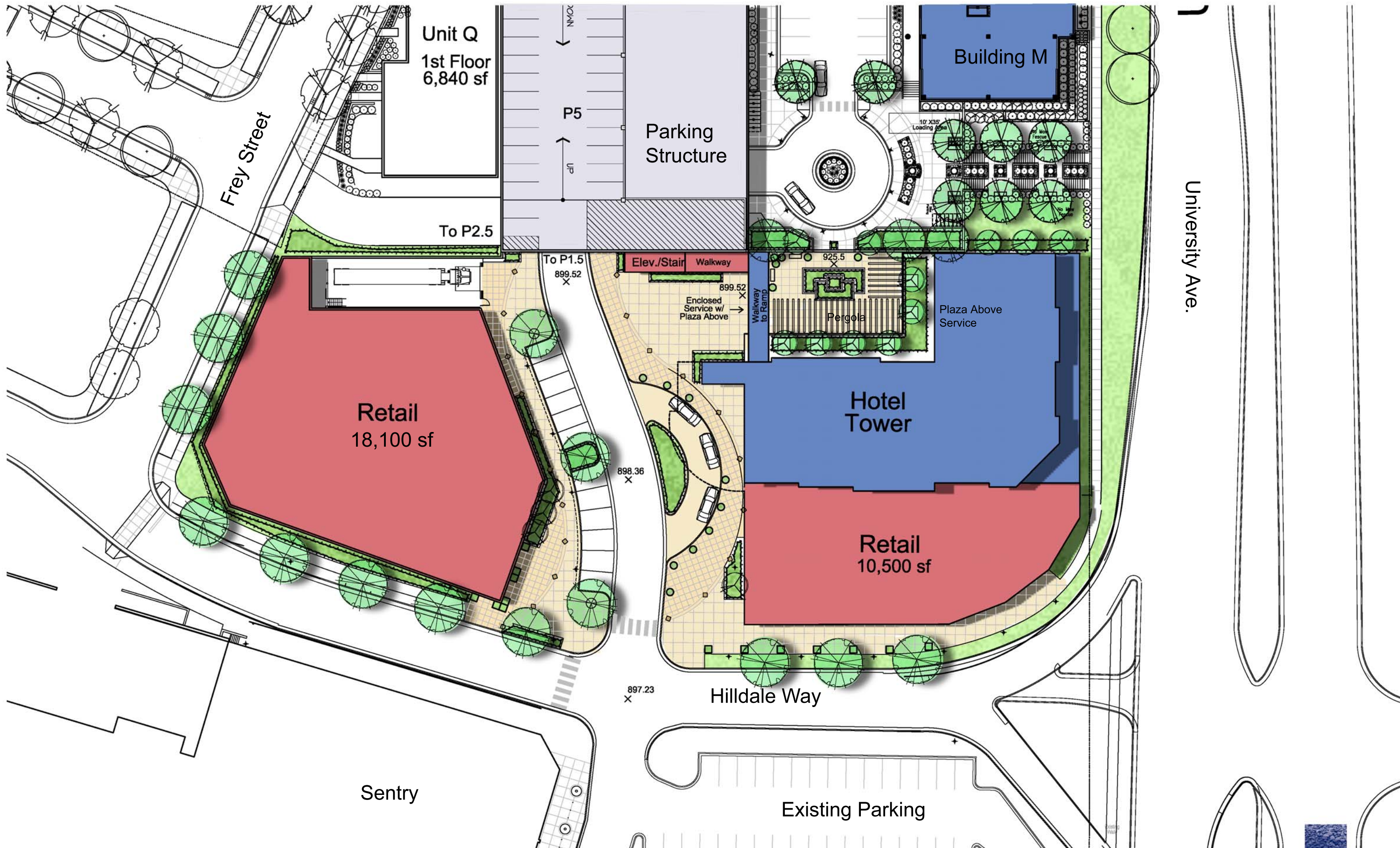
Project Number:      Drawn By:  
   MS  
Date Issued:            Reviewed By:  
   KS

Sheet Number:  
**S/C 100**



# HILDALE

Hilldale Redevelopment  
Informational Presentation 04-01-08  
Presented by Joseph Freed and Associates



Proposed Hilldale Development - Madison, WI