

APPLICATION FOR
URBAN DESIGN COMMISSION
REVIEW AND APPROVAL

AGENDA ITEM # _____

Project # _____

04090

DATE SUBMITTED: <u>8/16/06</u>	Action Requested
UDC MEETING DATE: <u>8/23/06</u>	<input type="checkbox"/> Informational Presentation
	<input checked="" type="checkbox"/> Initial Approval and/or Recommendation
	<input type="checkbox"/> Final Approval and/or Recommendation

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

OWNER/DEVELOPER (Partners and/or Principals) ARCHITECT/DESIGNER/OR AGENT:
JOSEPH FREED & ASSOCIATES
320 N. SMITH ST. SUITE 300
PALATINE, IL 60067

CONTACT PERSON: DOMENIC LANNI
Address: 320 N. SMITH ST. SUITE 300
PALATINE, IL 60067
Phone: 847.215.5430
Fax: _____
E-mail address: dlanni@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 50,000 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)

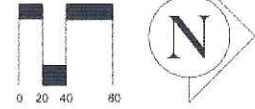


HILLDALE

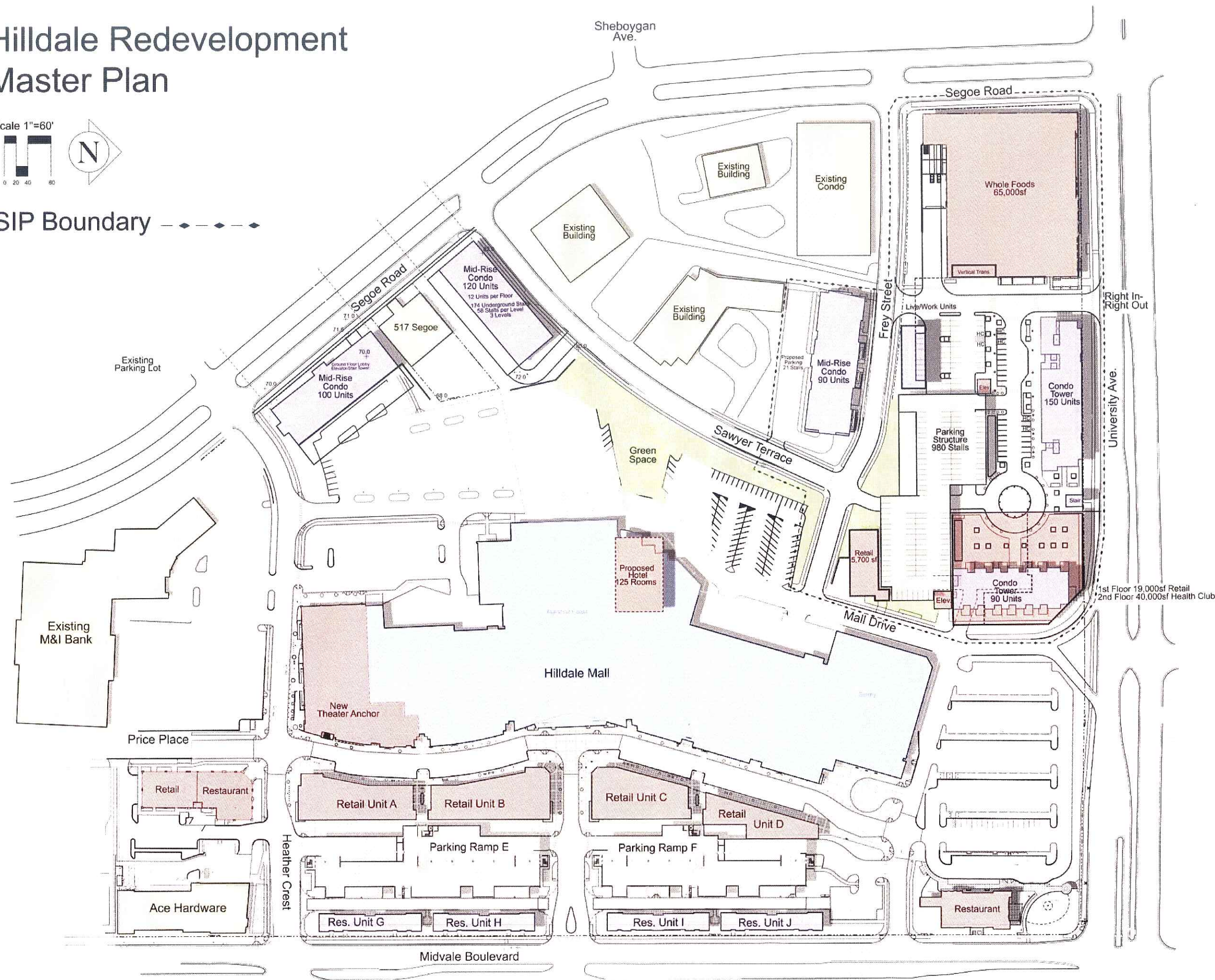
HILLDALE PUD-GDP-SIP Amendment #2 08-16-06
Presented by Joseph Freed and Associates

Hilldale Redevelopment Master Plan

Scale 1"=60'



SIP Boundary - - - - -



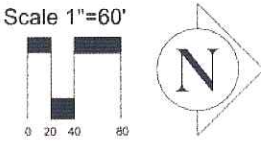
HILLDALE SHOPPING CENTER

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

Sheet Title	
Site Master Plan	
Revisions	
No.	Date
Project Number	Drawn By
Date Issued	Reviewed By
08-16-06	
Sheet Number	
EX201	

Hilldale Redevelopment Master Plan

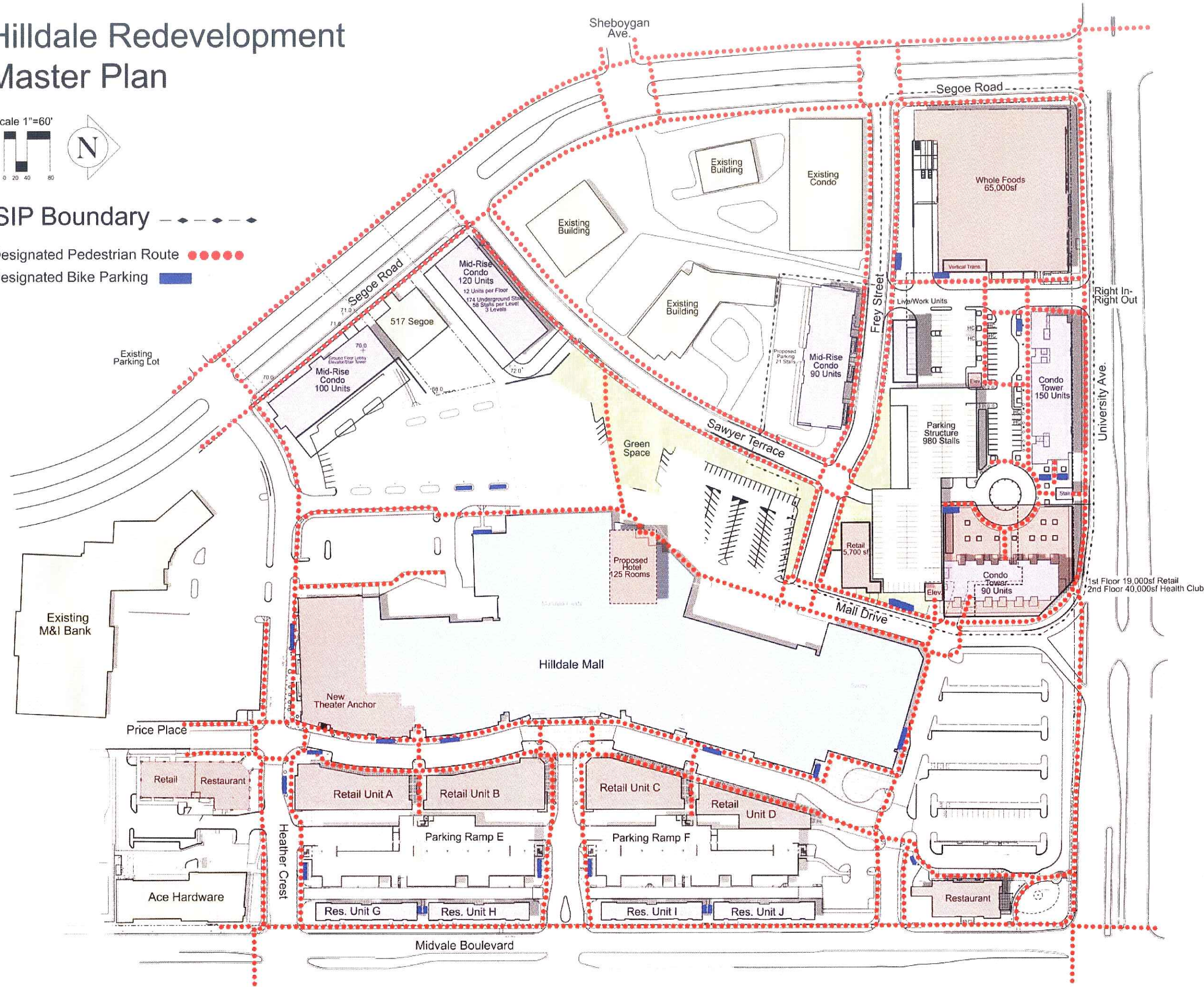
Scale 1"=60'



SIP Boundary ————

Designated Pedestrian Route ●●●●●●

Designated Bike Parking ■■■■■■



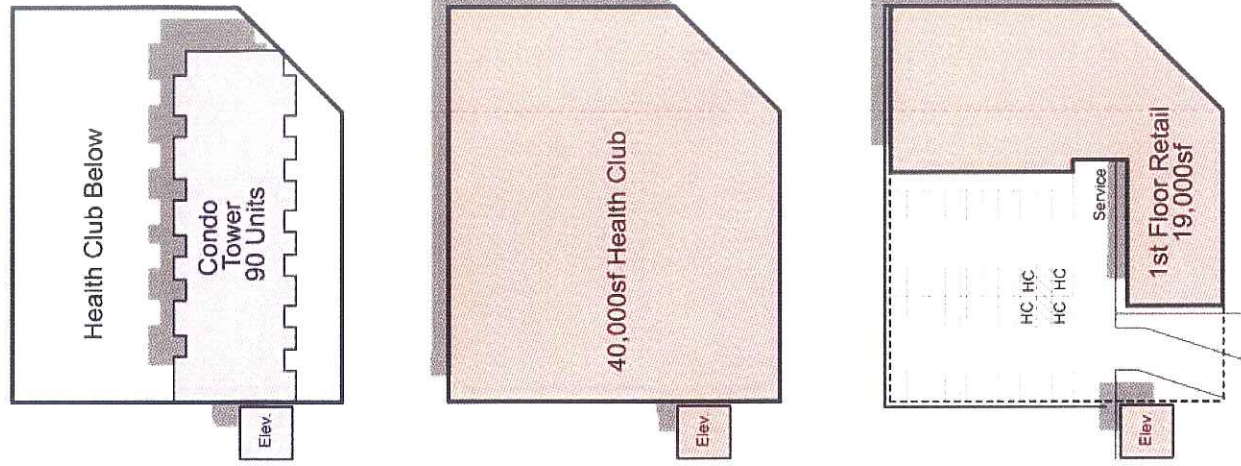
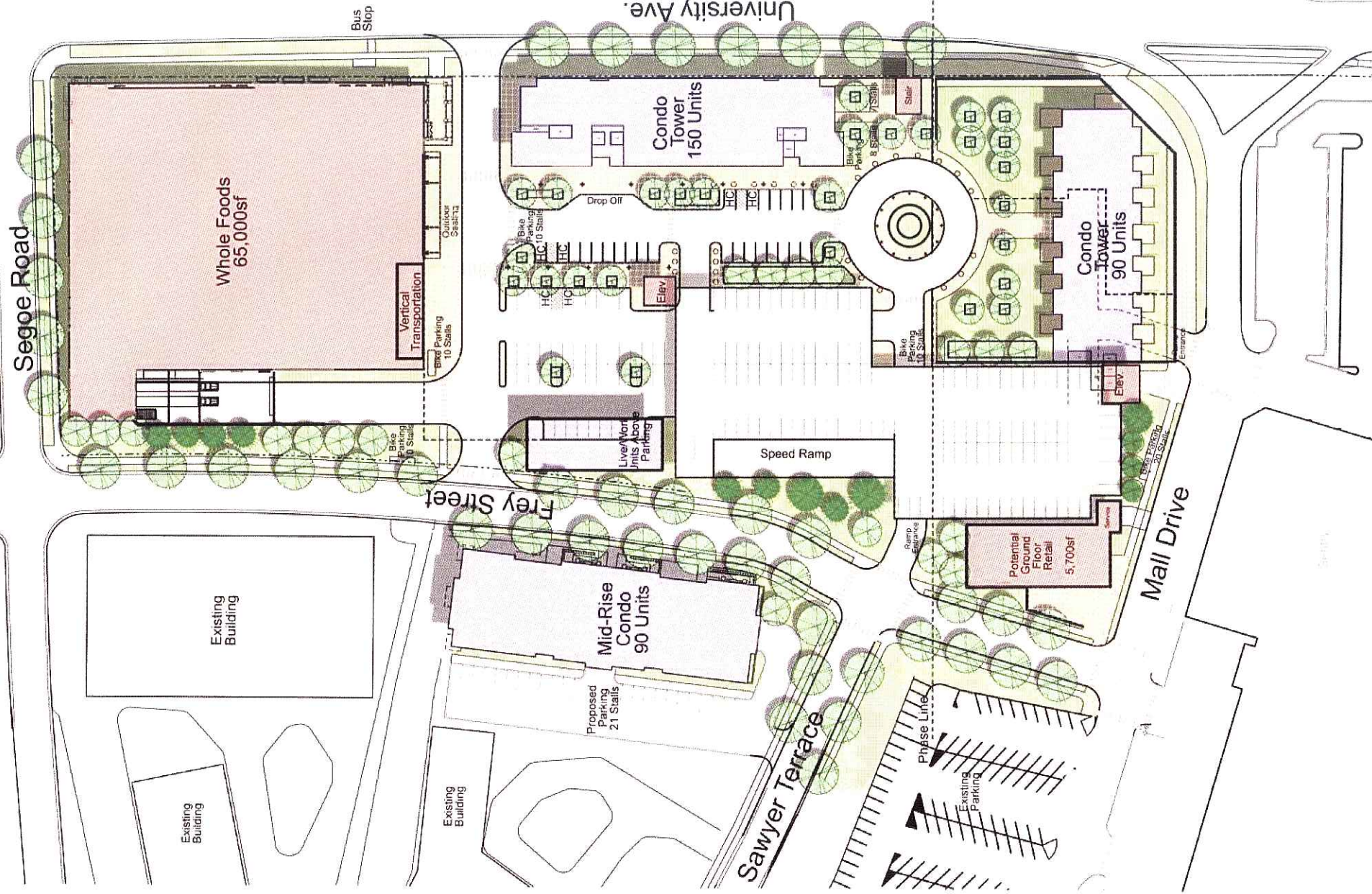
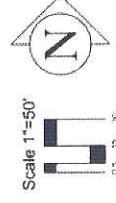
HILLDALE SHOPPING CENTER

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

Sheet Title	Site Master Plan		
Revisions			
No.	Date	Description	By
Project Number	Drawn By		
Date Issued	Reviewed By		
08-16-06			

Sheet Number
EX201

- Retail
- Residential
- Parking Structure

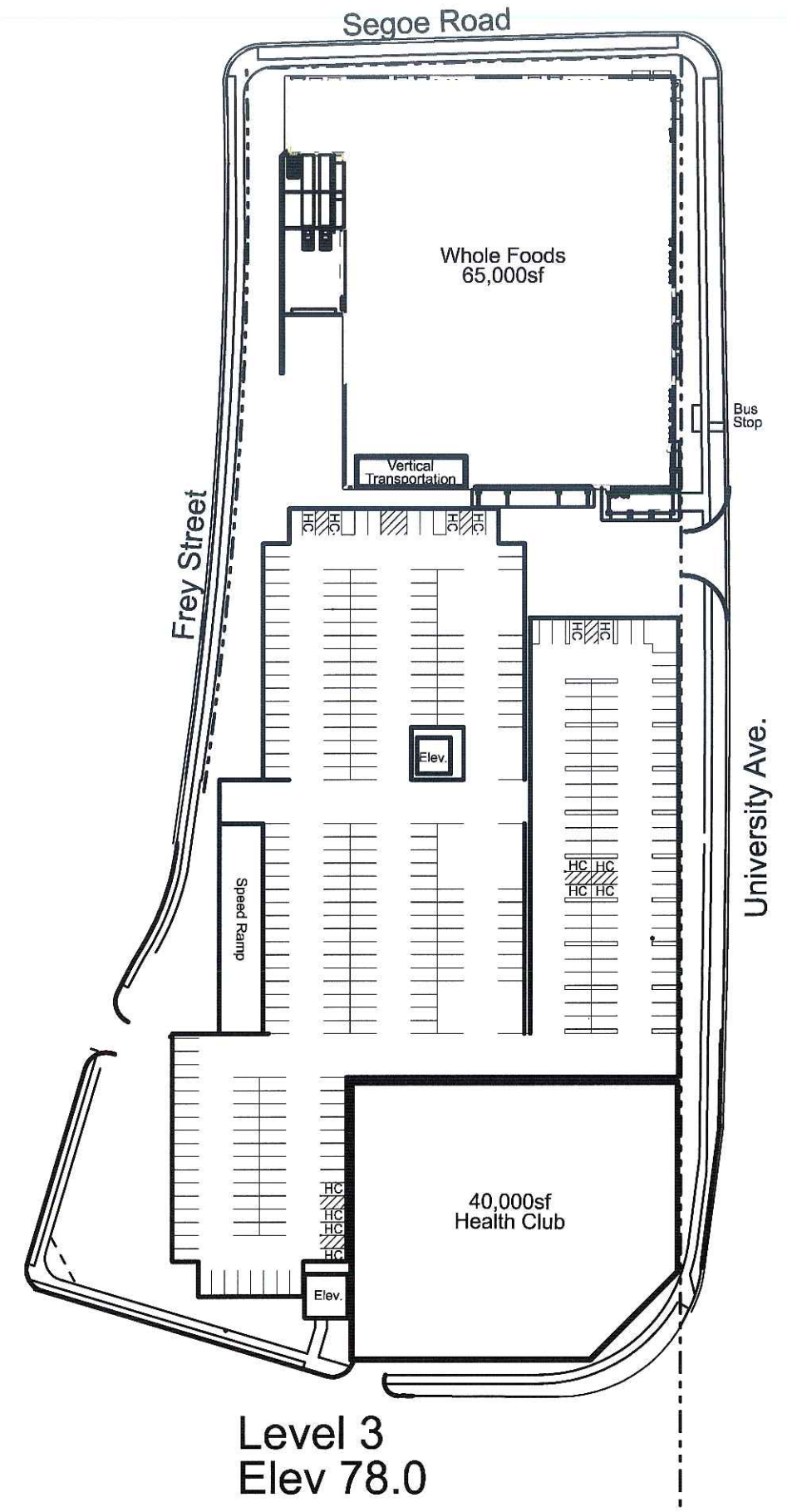
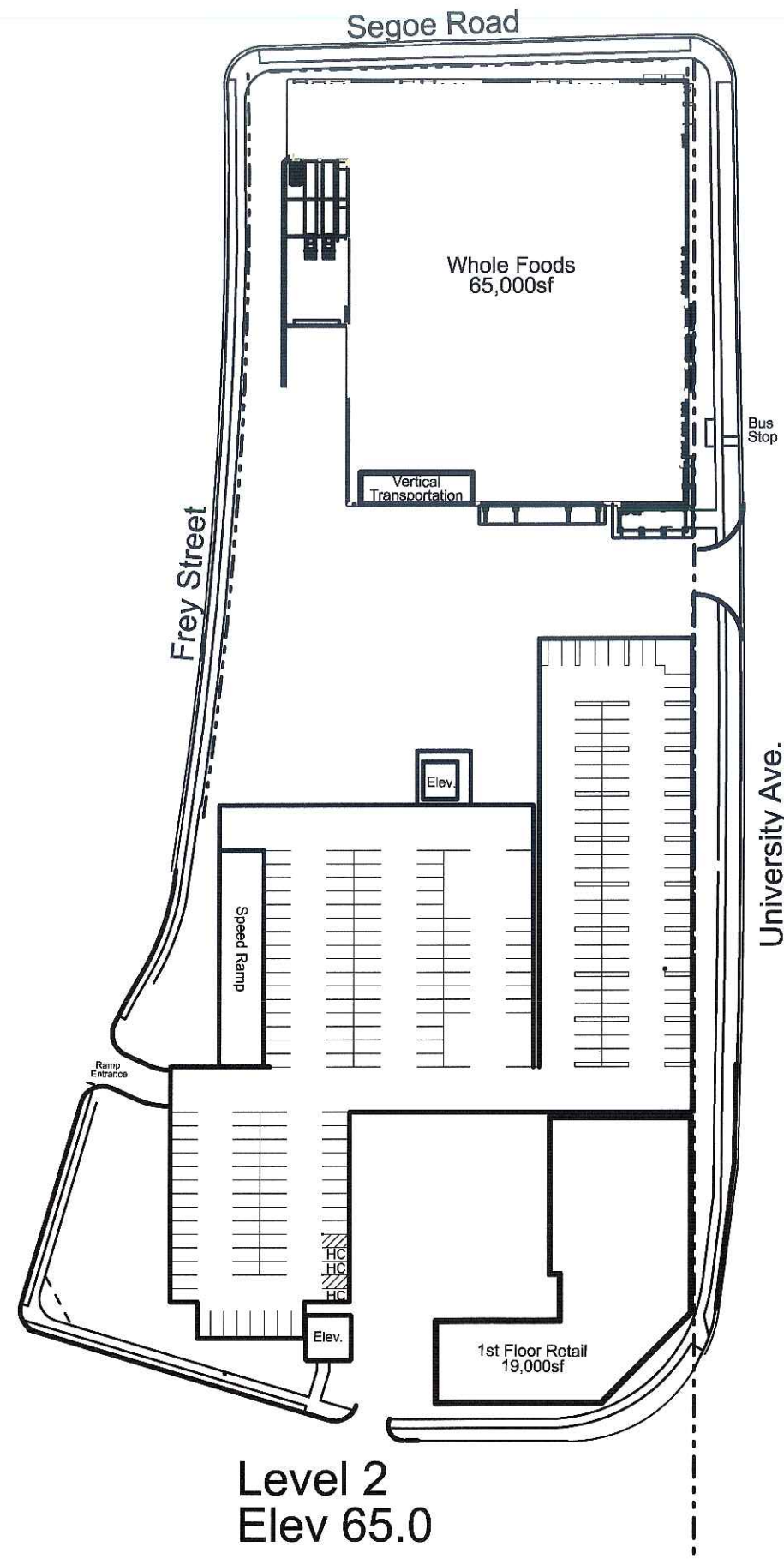
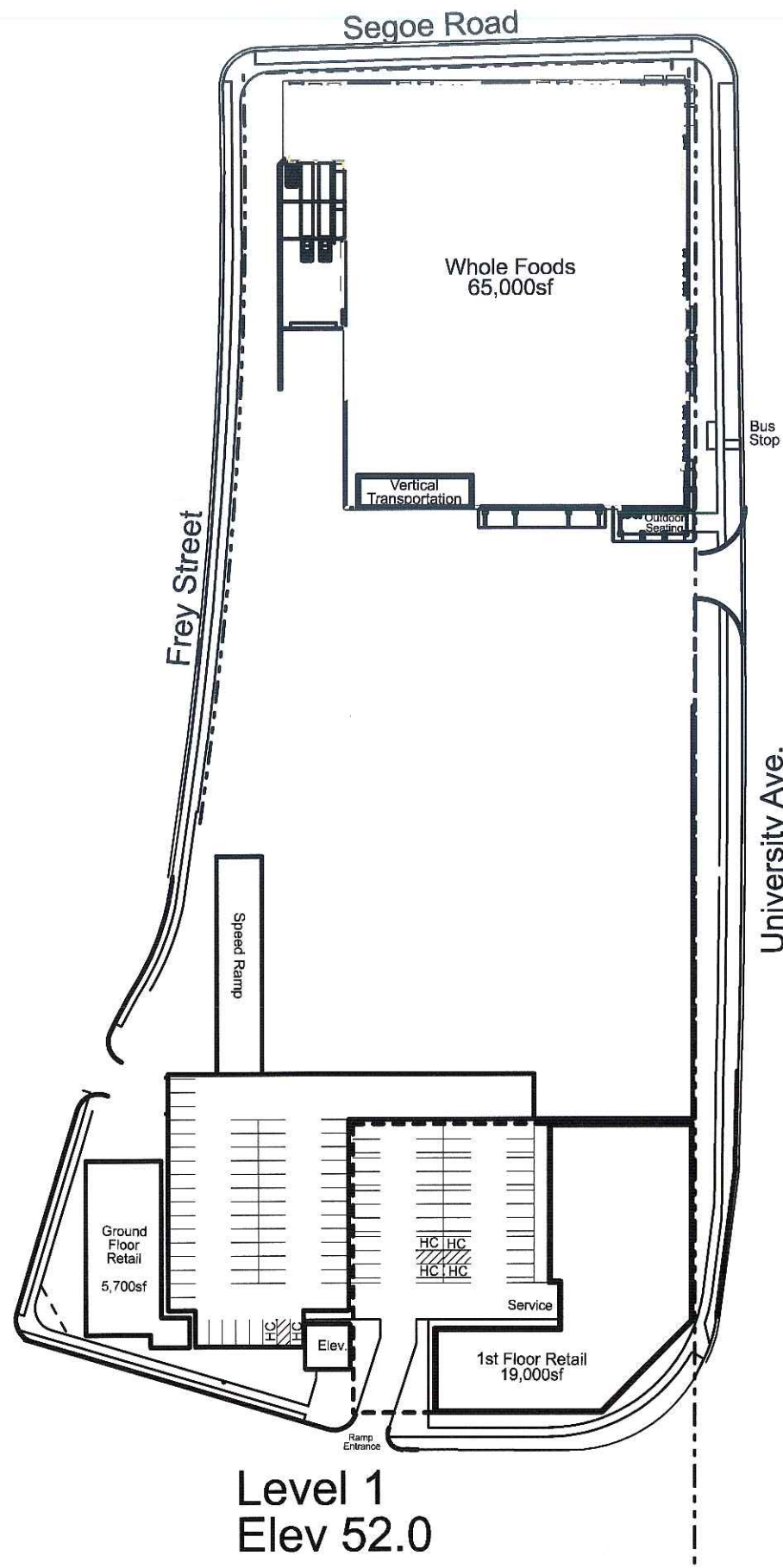


Site Section Frey Street to University Ave Facing West

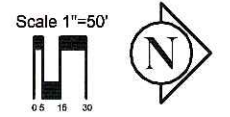
Speed Ramps	Condo Parking	Whole Foods	Condo
	Retail Surface Parking	Retail Parking	Commercial
	Retail Parking	Retail Parking	Condo Parking
			Condo Parking

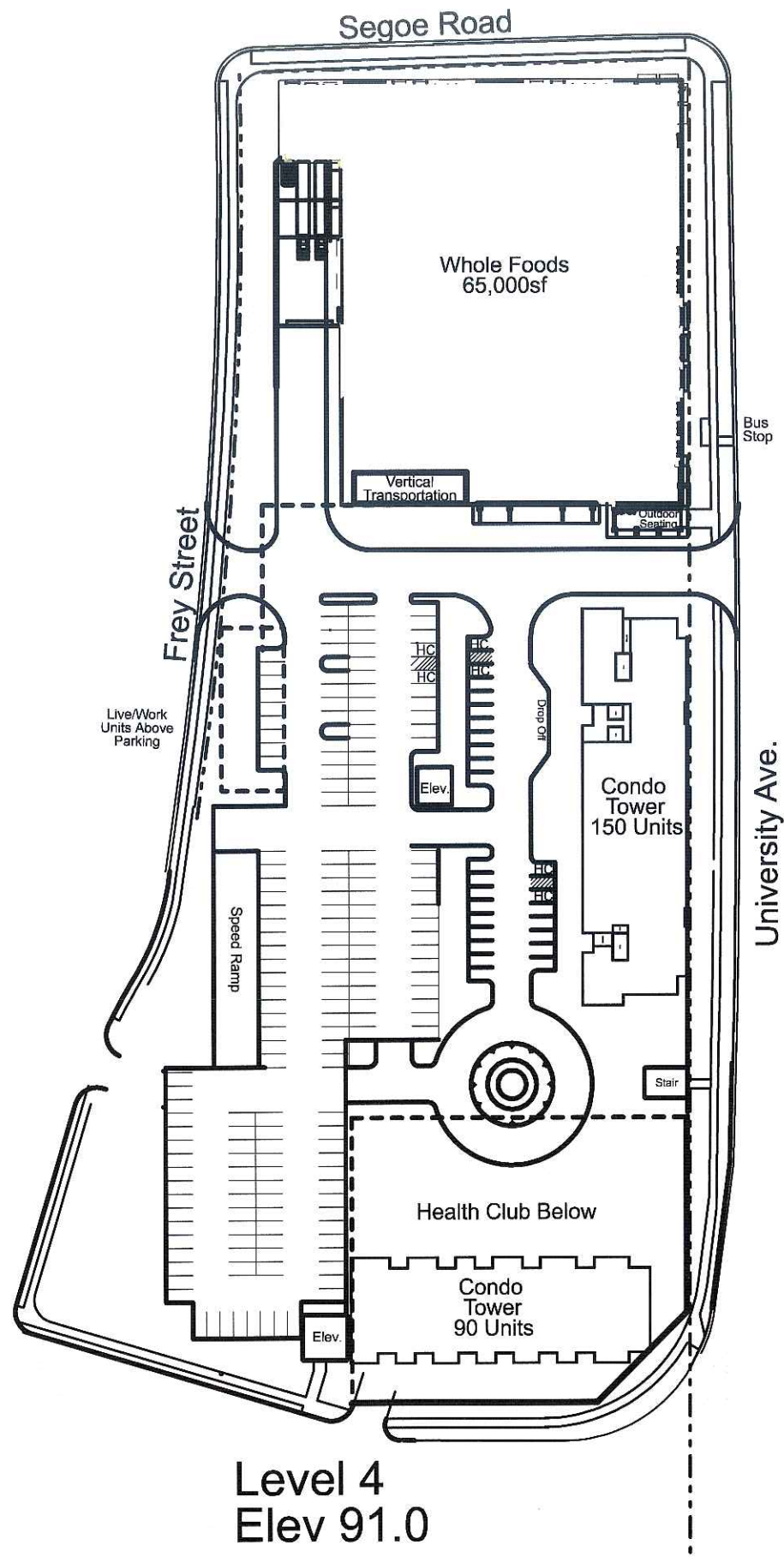
Site Section from University Ave Facing South

Condo	Condo Deck Plaza	Health Club 21' ht	Commercial
		Retail 18' ht	Retail / Condo Parking
			Retail / Condo Parking

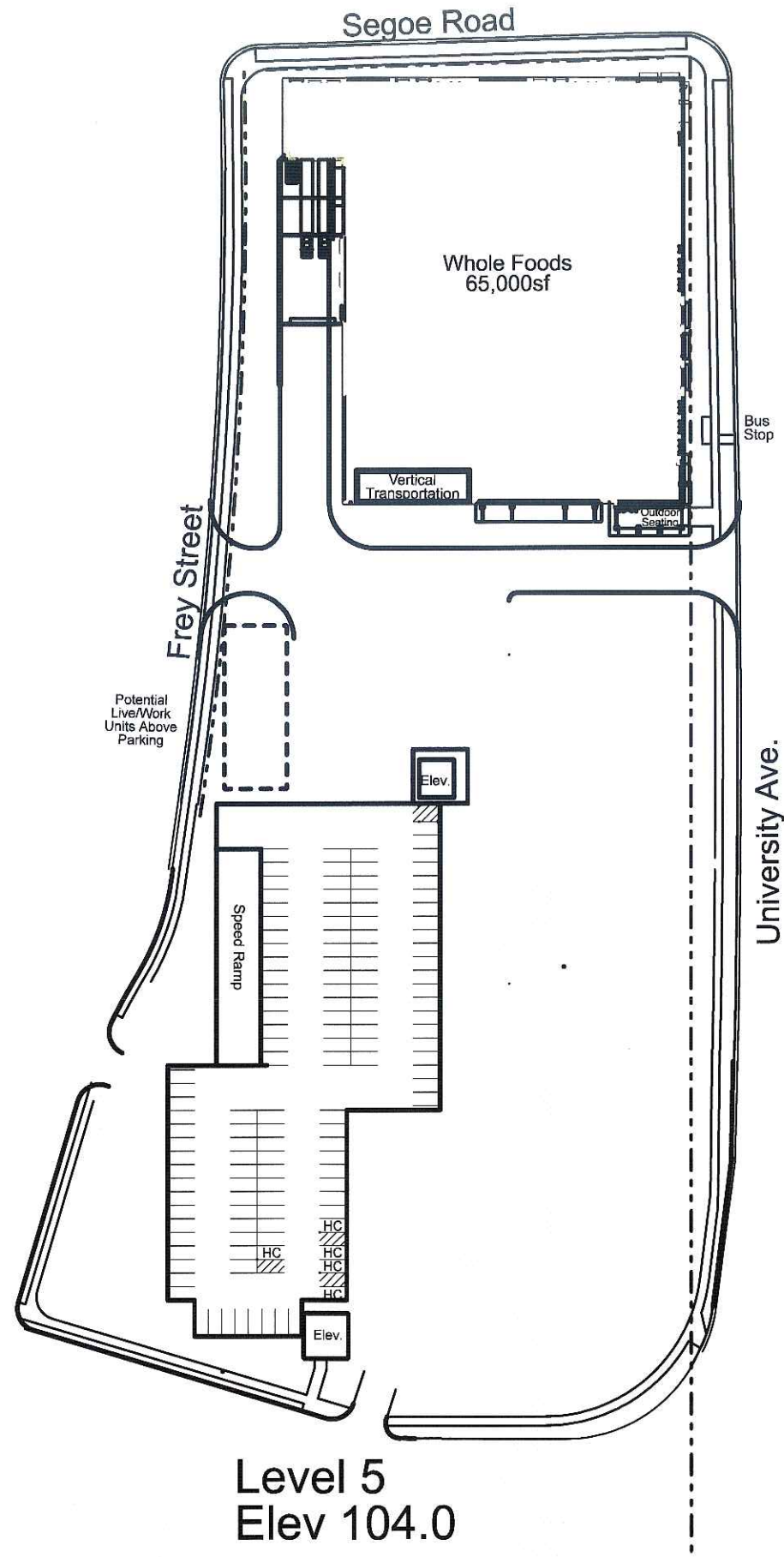


Hilldale Redevelopment - Humana Ramp Levels 1-3





Level 4
Elev 91.0

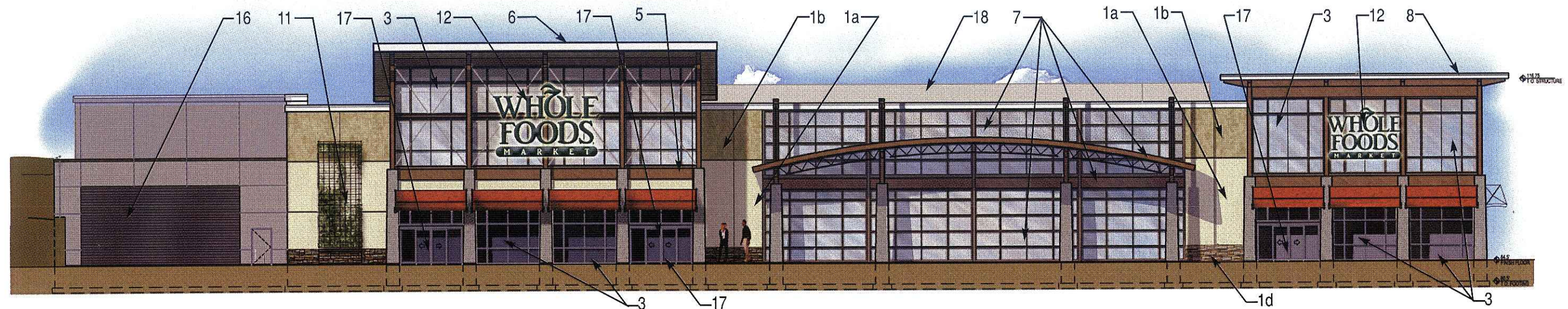


Level 5
Elev 104.0

Hilldale Redevelopment - Humana Ramp Levels 4-5

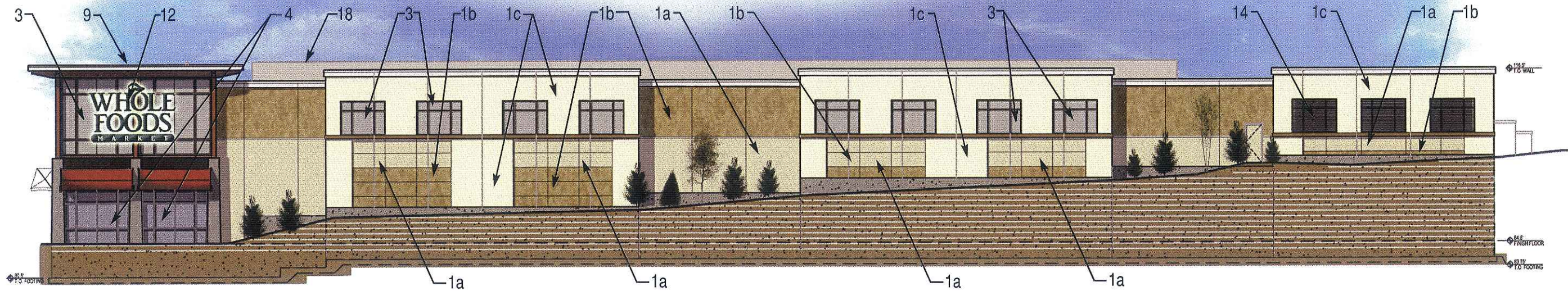


North Elevation - University Avenue
1" = 20'-0"



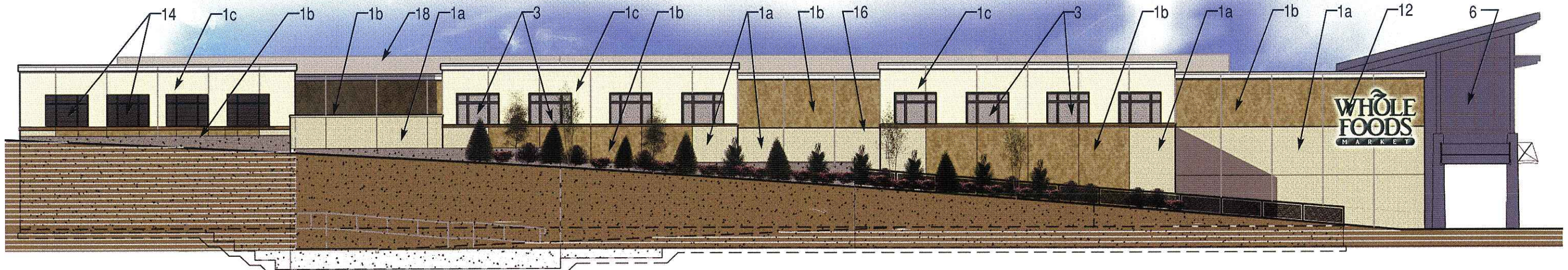
East Elevation
1" = 20'-0"

- | | | | | | |
|----|---|---|--|----|--|
| 1 | Patterned Precast wall panels or patterned cast-in-place concrete wall panels. | 4 | Patterned glass - insulated unit, no vision, some light transmittance. Bronze anodized aluminum frame with thermal break. | 10 | Wood clad projections with steel-framed fabric awnings and patterned glass windows. |
| 1a | Field material - Tan concrete mix, light acid wash finish. | 5 | Glu-lam timber framing. | 11 | Vine covered metal trellis screen with base planter. |
| 1b | Accent band - Tan concrete mix, deep sand blast, exposed brown aggregate. | 6 | Entrance Tower: Sloping entry roof with two story space. Underside of roof is an exposed wood tongue & groove ceiling over glu-lam framing. | 12 | "Whole Foods Market" signage/logo graphic. Backlit, individually cut metal signage. |
| 1c | Accent band - Tan concrete mix, light sand blast, partially exposed brown aggregate. | 7 | Curtain wall system & arched canopy: Curved cantilevered canopy with steel trusses supporting wood tongue & groove ceiling in front of aluminum and glass curtain wall system. All vision glass with the exception of patterned glass at the top parapet panels. | 13 | Pedestrian plaza. |
| 1d | Base accent - Sierra Drystack precast formliner, field stained. | 8 | University Avenue structure: Two story tower on University Avenue, glu-lam framing, vision glass. Pedestrian connection to public transportation and city sidewalk. | 14 | Architectural metal louvers. |
| 2 | Poured concrete piers, light sand blast. | 9 | Segoe Road structure: Two story tower with glu-lam framing, poured concrete piers, vision glass above and patterned glass below. | 15 | Recessed truck dock, naturally screened by existing site conditions. |
| 3 | Vision glass - clear insulated unit. Bronze anodized aluminum frame with thermal break. | | | 16 | Precast panel wall with 6' side return and 30' wide coiling over-head door to screen loading dock. |
| | | | | 17 | Automatic sliding doors |
| | | | | 18 | Roof Screen (beyond) |



West Elevation - Segoe Road

1" = 20'-0"



South Elevation - Frey Street

1" = 20'-0"

- | | | |
|--|---|--|
| <p>1 Patterned Precast wall panels or patterned cast-in-place concrete wall panels.</p> <p>1a Field material - Tan concrete mix, light acid wash finish.</p> <p>1b Accent band - Tan concrete mix, deep sand blast, exposed brown aggregate.</p> <p>1c Accent band - Tan concrete mix, light sand blast, partially exposed brown aggregate.</p> <p>1d Base accent - Sierra Drystack precast formliner, field stained.</p> <p>2 Poured concrete piers, light sand blast.</p> <p>3 Vision glass - clear insulated unit. Bronze anodized aluminum frame with thermal break.</p> | <p>4 Patterned glass - insulated unit, no vision, some light transmittance. Bronze anodized aluminum frame with thermal break.</p> <p>5 Glu-lam timber framing.</p> <p>6 Entrance Tower: Sloping entry roof with two story space. Underside of roof is an exposed wood tongue & groove ceiling over glu-lam framing.</p> <p>7 Curtain wall system & arched canopy: Curved cantilevered canopy with steel trusses supporting wood tongue & groove ceiling in front of aluminum and glass curtain wall system. All vision glass with the exception of patterned glass at the top parapet panels.</p> <p>8 University Avenue structure: Two story tower on University Avenue, glu-lam framing, vision glass. Pedestrian connection to public transportation and city sidewalk.</p> <p>9 Segoe Road structure: Two story tower with glu-lam framing, poured concrete piers, vision glass above and patterned glass below.</p> | <p>10 Wood clad projections with steel-framed fabric awnings and patterned glass windows.</p> <p>11 Vine covered metal trellis screen with base planter.</p> <p>12 "Whole Foods Market" signage/logo graphic. Backlit, individually cut metal signage.</p> <p>13 Pedestrian plaza.</p> <p>14 Architectural metal louvers.</p> <p>15 Recessed truck dock, naturally screened by existing site conditions.</p> <p>16 Precast panel wall with 6' side return and 30' wide coiling over-head door to screen loading dock.</p> <p>17 Automatic sliding doors</p> <p>18 Roof Screen (beyond)</p> |
|--|---|--|

**ANALYSIS OF BIG BOX COMPLIANCE ISSUES
City of Madison, Urban Design Commission Requirements**

Whole Foods Market – Hilldale

1. Large Retail Developments

Applies to retail 40,000 sf or greater

2. Maximum Building Footprint

Max footprint size 100,000 GSF

3. Facades and Exterior Walls

A. Facades greater than seventy-five (75) feet in length, measured horizontally, shall incorporate wall plane projections or recesses having a depth of at least three percent 3% of the total length of the facade and extending at least 20 percent (20%) of the length of the facade. No uninterrupted length of any facade shall exceed seventy-five (75) horizontal feet.

Comments

50,000 sf retail footprint

Less than Maximum allowed

	East Façade	North Façade	West Façade	South Façade
Length in Feet:	274	294.5	268	294.5
3% of Façade:	8.22	8.835	8.04	8.835
20% length of Façade	54.8	58.9	53.6	58.9

Provided: (4) Projections: Total of 97' of projection (13' min)
 (3) Projections: Total of 9' of projection (3' min)
 (4) projections: Total of 12'-0" projection (3' min)
 (3) Projections: Total of 47' of projection (3' min)

B. Ground floor facades that face or abut public streets with pedestrian and vehicular access shall incorporate the following types of features along no less than 60% of their horizontal length in a manner determined sufficient by the Plan Commission

	(1) Arcades	(2) Windows for Vision, display or daylighting	(3) Customer entrances	(4) Awnings, canopies or porticos	(5) Outdoor Patios or community
East Façade		X	X	X	X
North Façade		X	X (from sidewalk)	X	X
West Façade		X		X	
South Façade		X		X	

C. Facades shall have repeating features with no less than 3 of the elements below. 24" minimum change in plane.

	[C] Color	[T] Texture	[M] Material/ module	[E] Expression of Architecture/ structure
East Façade	X		X	X
North Façade	X	X	X	X
West Façade	X	X	X	X
South Façade	X	X	X	X

D. At least one of the above must repeat horizontally. All elements must repeat at 30' max. See elevations for 3a

4. Roofs

- a. Varies with change in height every 75' max
 - b. No less than 2 of the following
 - i. Parapets to conceal RTU's with 3 dimensional cornice treatment
 - ii. Overhanging eaves that extend no less than 3' past the walls
 - iii. 3 or more roof slope planes with varying lengths and designs.
- Varies – Max. 65'-0'
 Parapets on all walls
 Overhangs at entry towers
 Multiple slope roof planes provided

5. Materials and Colors

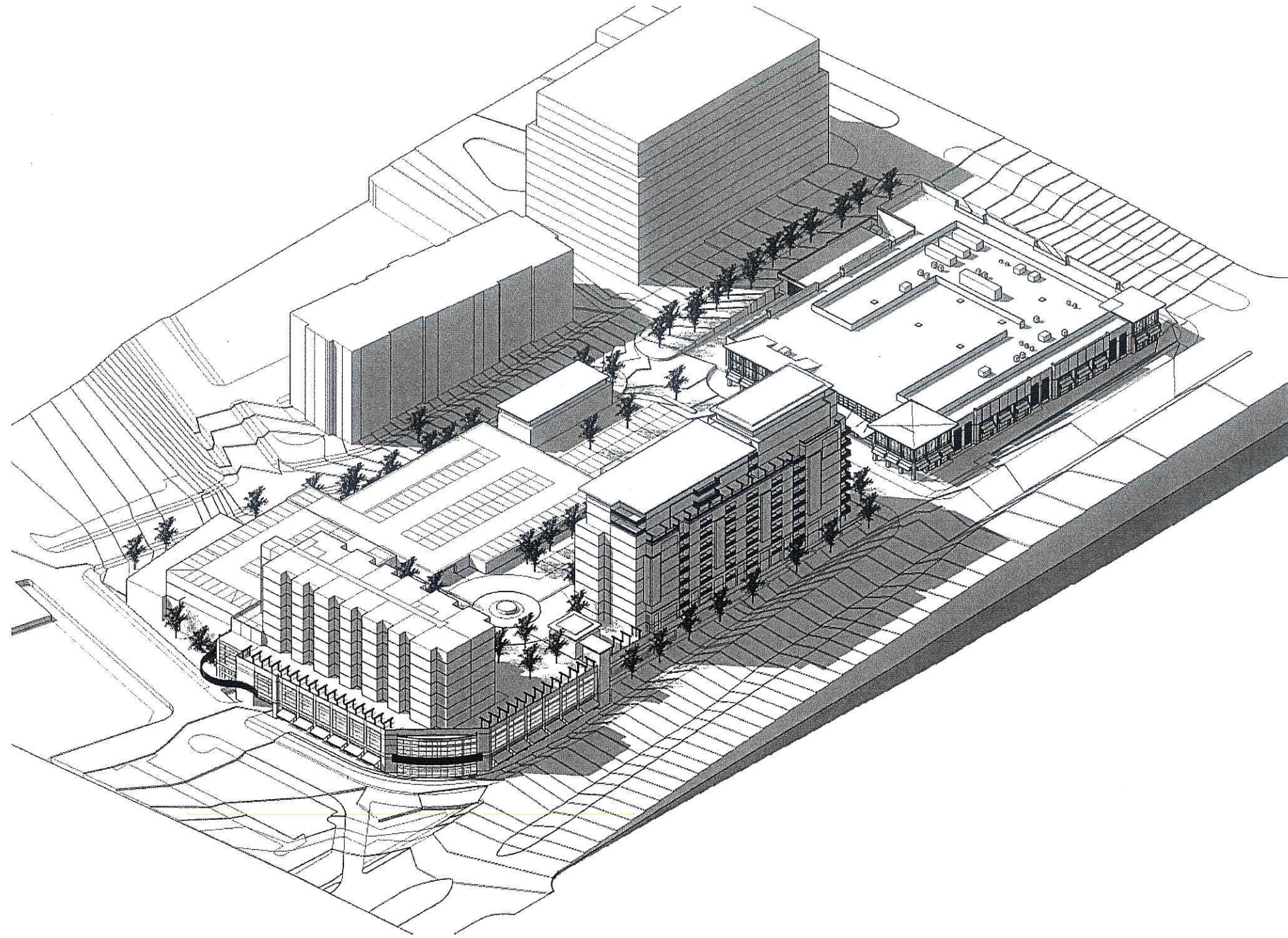
Facades directly visible from public streets must use high quality materials and may not have E.I.F.S. below 3' above grade.

Architectural precast walls with multiple colors, textures, and patterns provided. No E.I.F.S. specified.

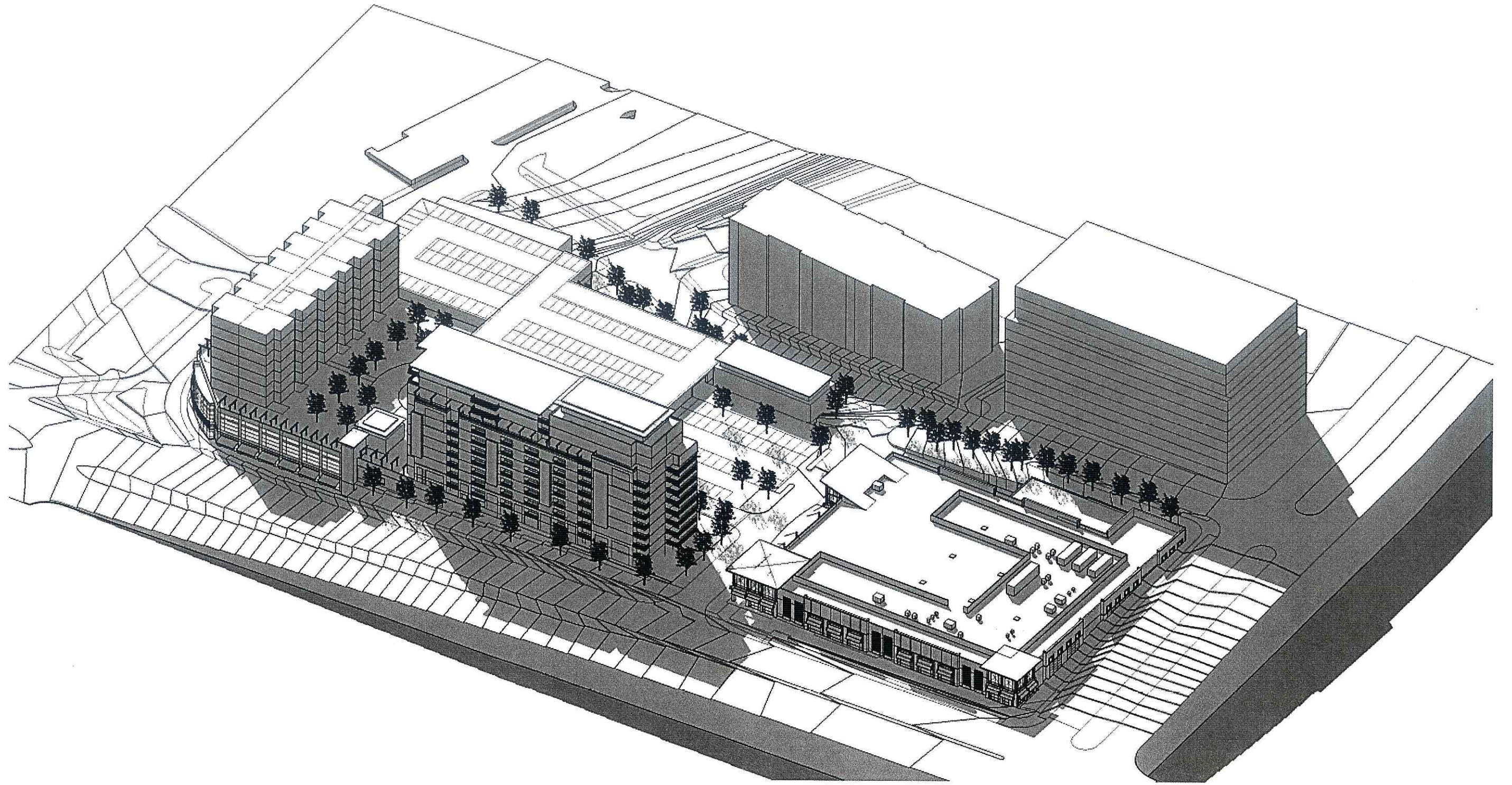
6. Customer Entrances

- a. Defined, highly visible entrance with no fewer than 3 of the following: Canopies or porticos, overhangs, recess/projections, display windows, architectural details, arcades.
- b. All sides that directly abut R.O.W. which provides vehicular access to the site shall feature 1 customer entrance. May use entry portico or plaza. If abuts 2 or more R.O.W.'s shall apply to the side with the most traffic.

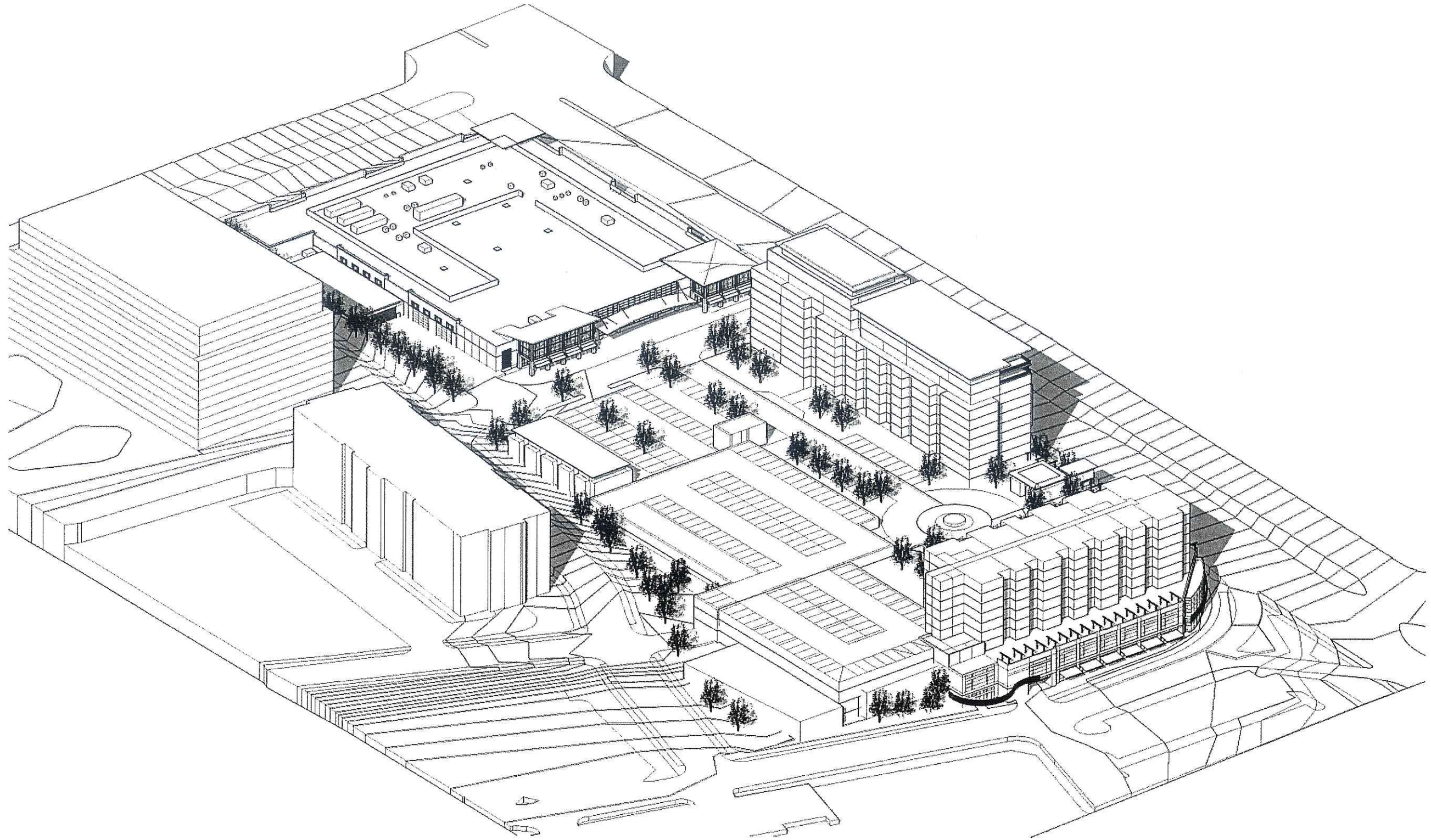
Well defined customer entrance on East façade with pedestrian access via highly visible public-plaza and arcade.



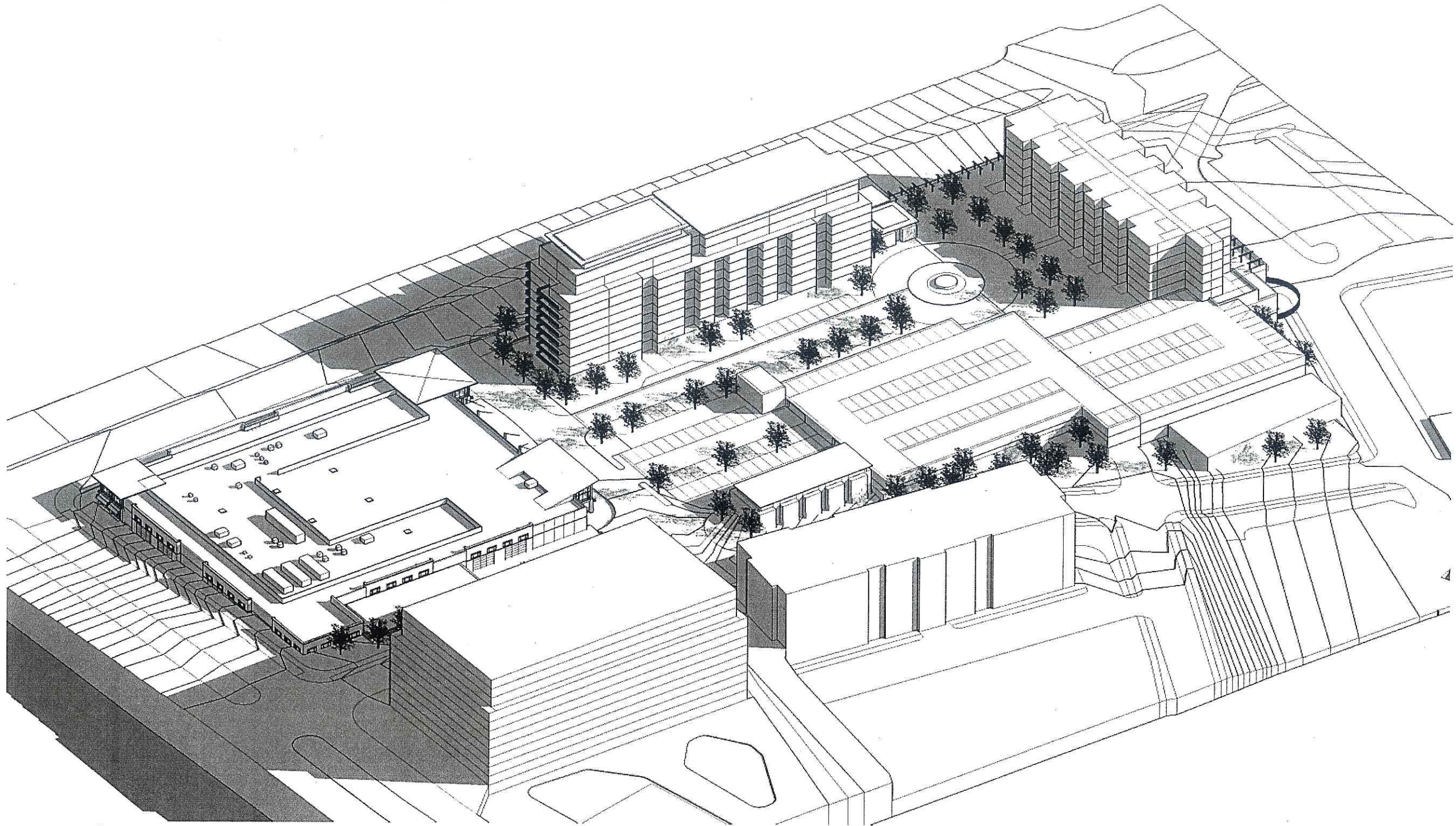
Aerial Looking Southwest



Aerial Looking Southeast



Aerial Looking Northwest



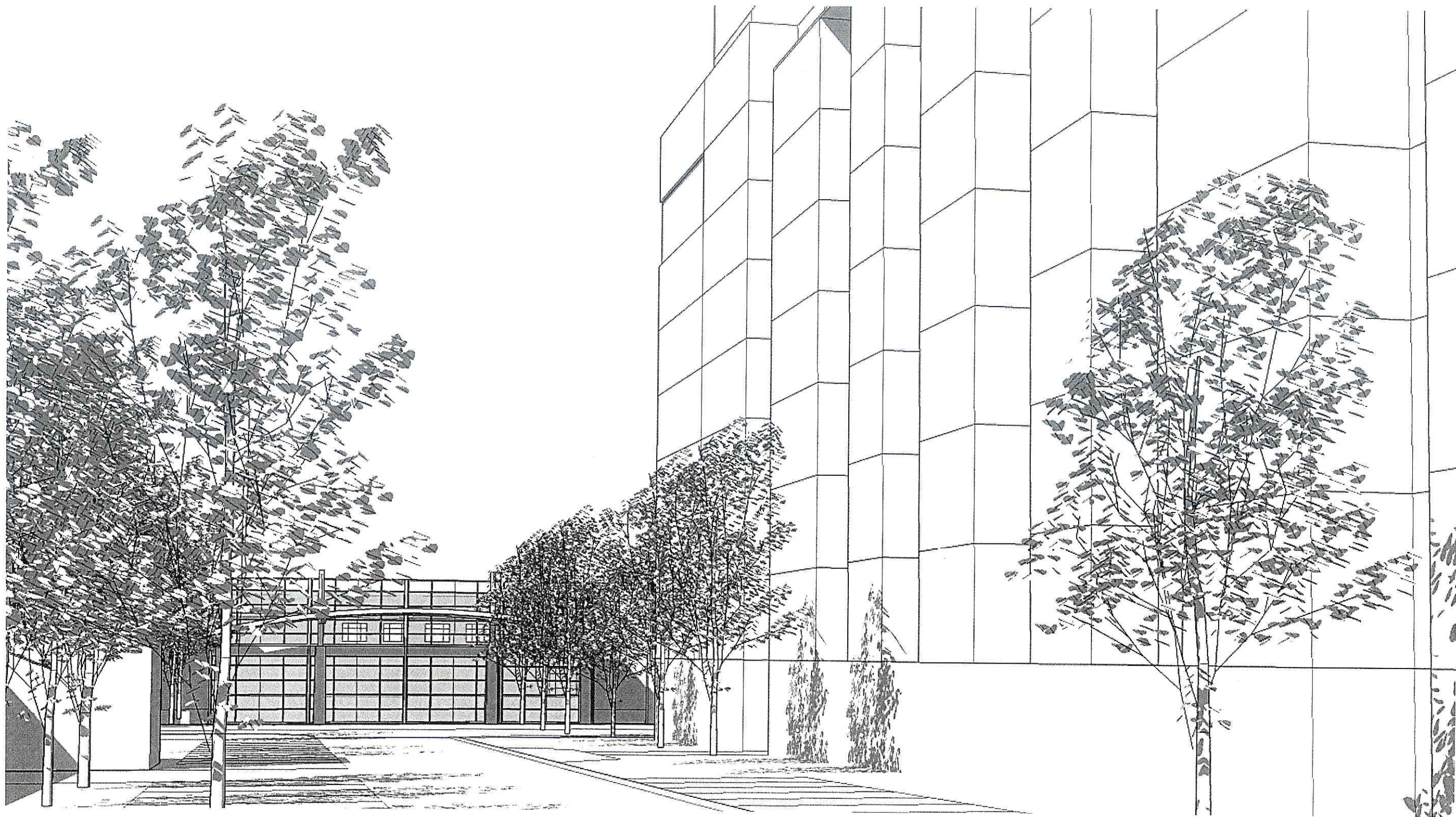
Aerial Looking Northeast



Looking East Down University Avenue



Looking West Up University Avenue



Looking West on Residential Drive

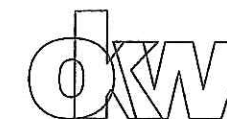


Whole Foods



HILLDALE CONDOMINIUMS
MADISON, WISCONSIN

JOSEPH FREED & ASSOCIATES



OKW Architects

DATE: FEBRUARY 13, 2005

PROJECT NUMBER: 05030

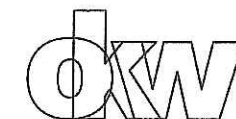


NORTH ELEVATION

SCALE: 1/8"=1'-0"

HILLDALE CONDOMINIUMS
MADISON, WISCONSIN

JOSEPH FREED & ASSOCIATES



OKW Architects

DATE: FEBRUARY 13, 2005

PROJECT NUMBER: 05030



SOUTH ELEVATION
SCALE: 1/8"=1'-0"

HILLDALE CONDOMINIUMS
MADISON, WISCONSIN

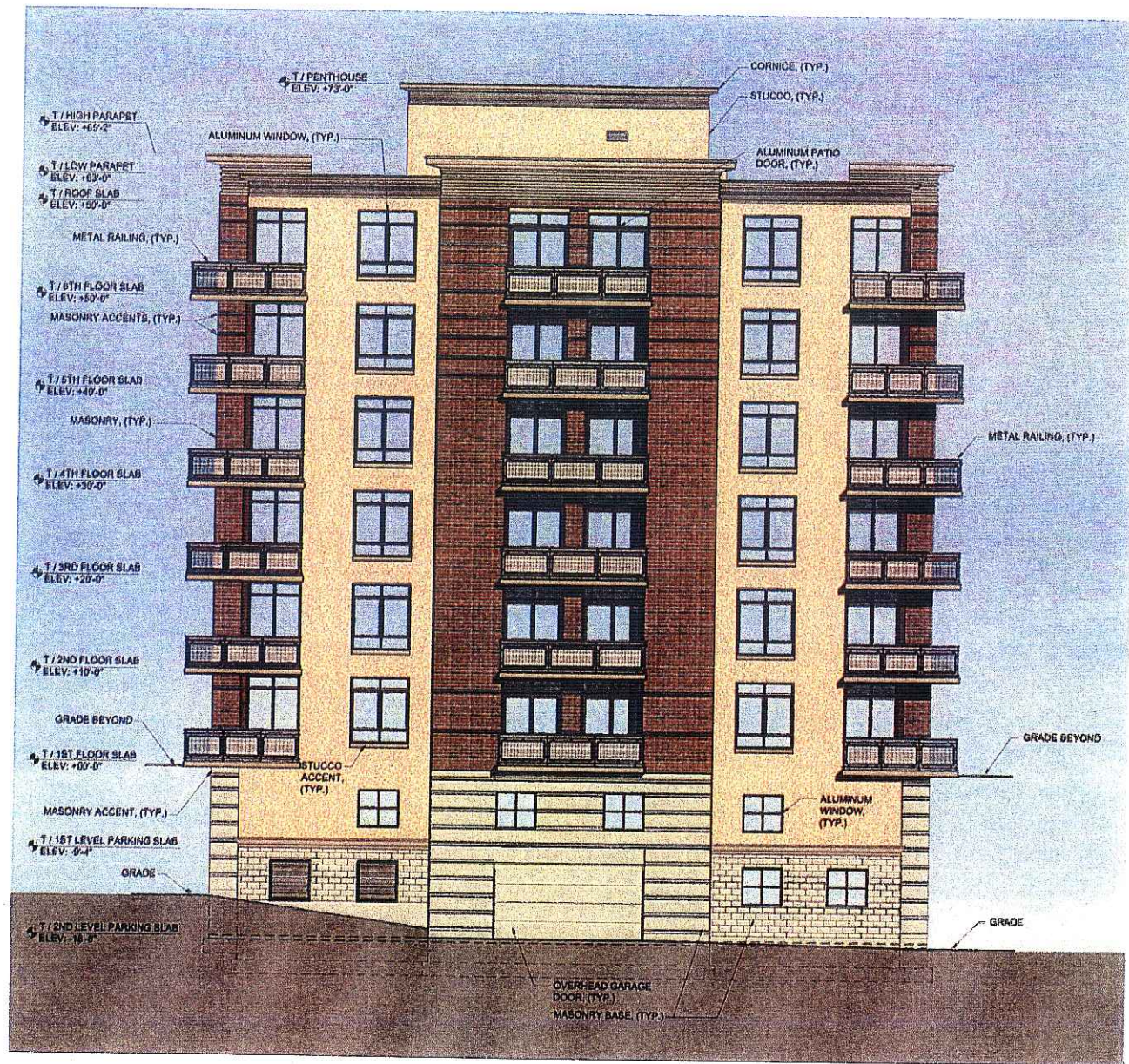
JOSEPH FREED & ASSOCIATES



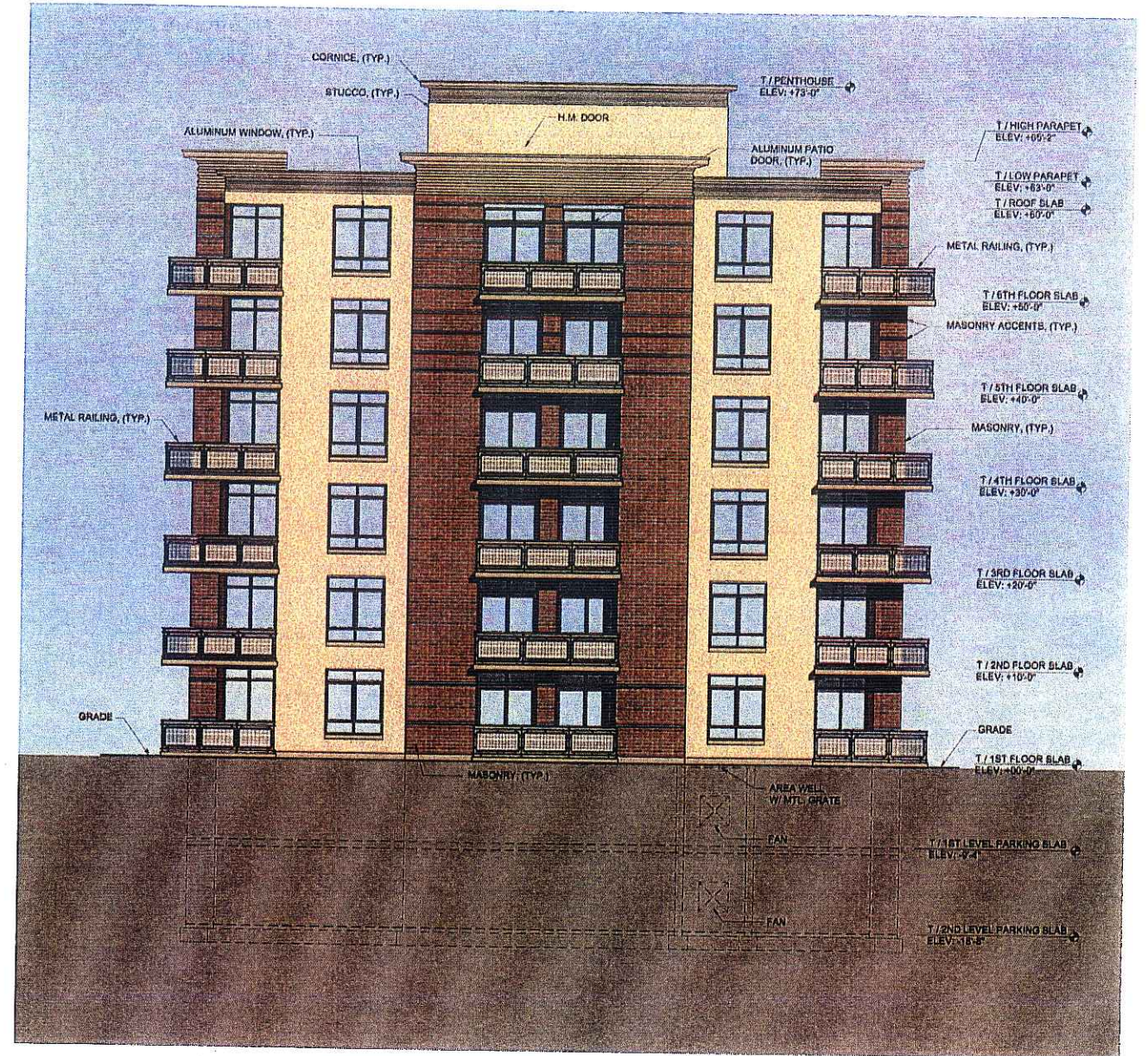
OKW Architects

DATE: FEBRUARY 13, 2005

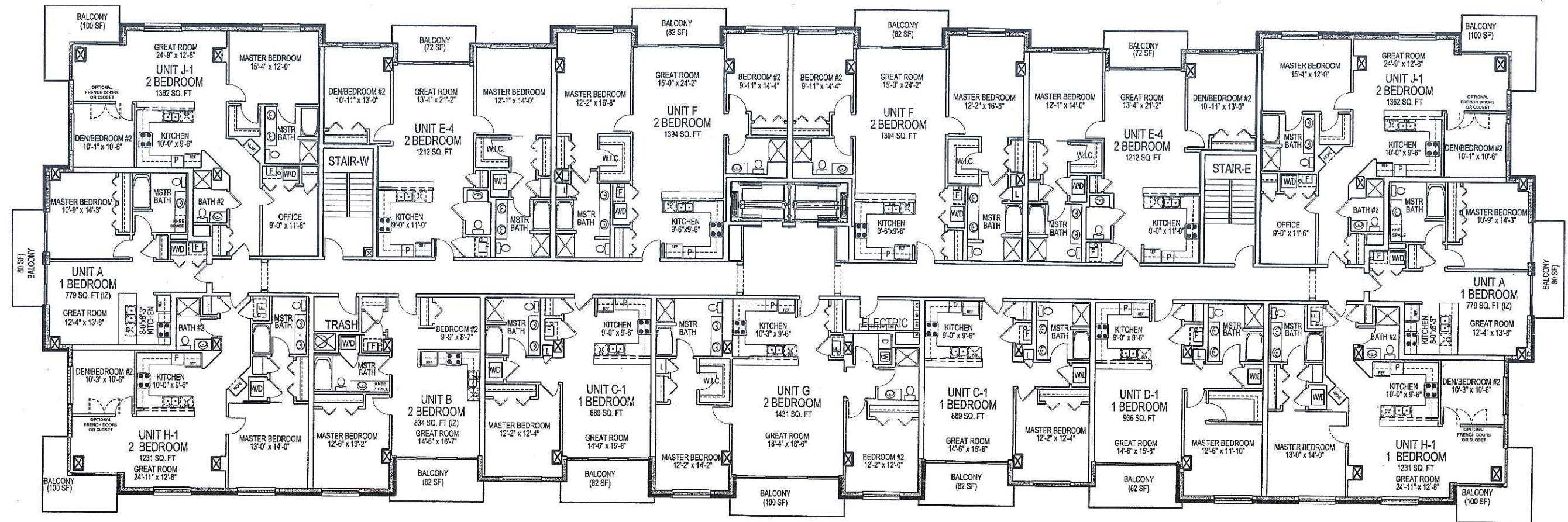
PROJECT NUMBER: 05030



EAST ELEVATION
SCALE: 1/8"=1'-0"

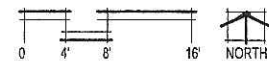


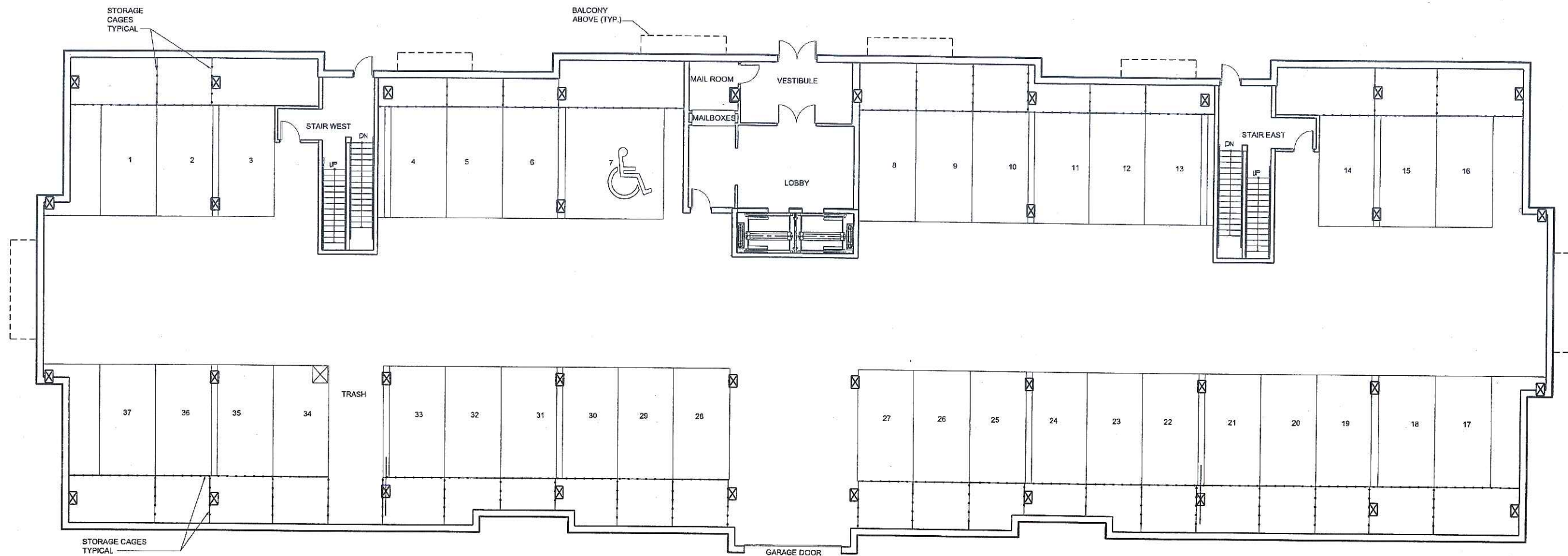
WEST ELEVATION
SCALE: 1/8"=1'-0"



TYPICAL FLOOR PLAN

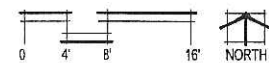
SCALE: 1/8"=1'-0"





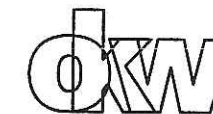
1ST LEVEL PARKING FLOOR PLAN

SCALE: 1/8"=1'-0"



HILLDALE CONDOMINIUMS
MADISON, WISCONSIN

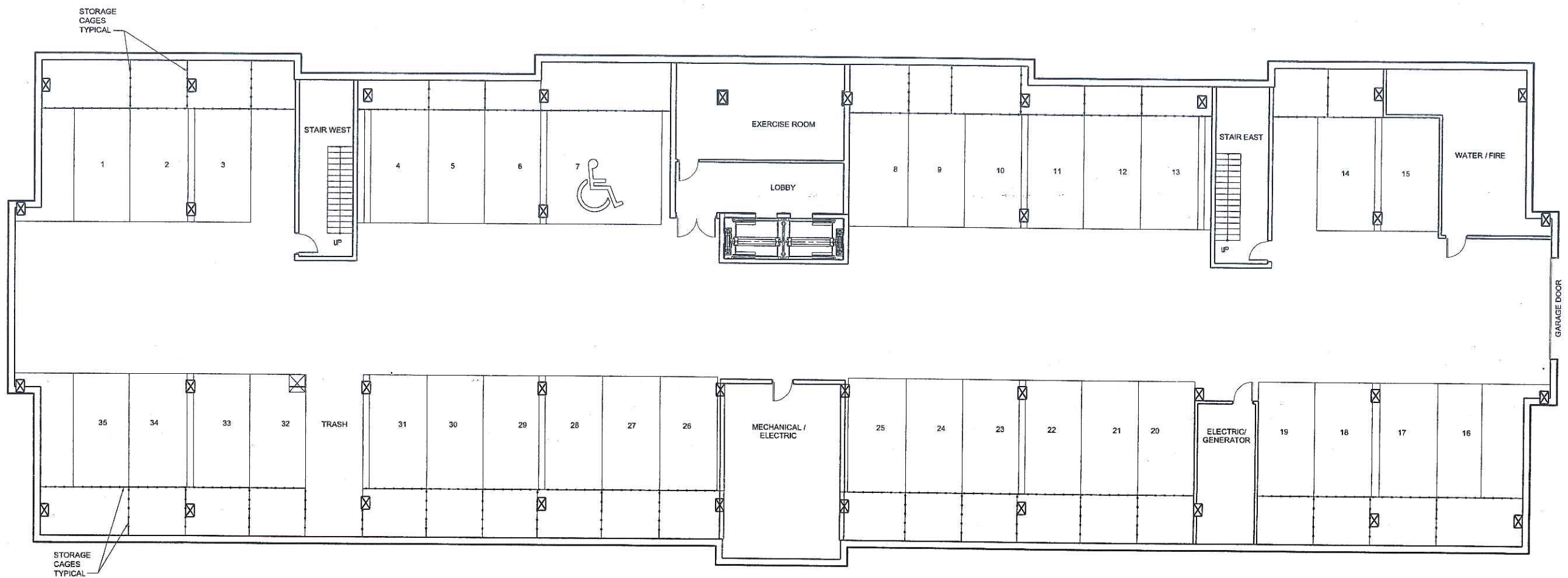
JOSEPH FREED & ASSOCIATES



OKW Architects

DATE: FEBRUARY 13, 2005

PROJECT NUMBER: 05030



2ND LEVEL PARKING FLOOR PLAN

SCALE: 1/8"=1'-0"

