

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

AGENDA ITEM # _____

Project # _____

0-1800

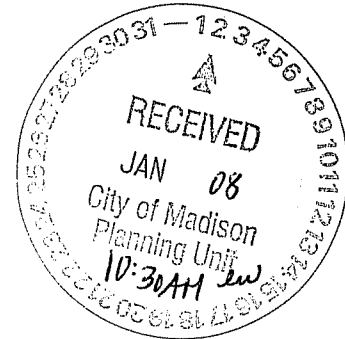
DATE SUBMITTED: <u>01-02-08</u>	Action Requested
UDC MEETING DATE: <u>01-09-2008</u>	<input checked="" type="checkbox"/> Informational Presentation
	<input type="checkbox"/> Initial Approval and/or Recommendation
	<input type="checkbox"/> Final Approval and/or Recommendation

PROJECT ADDRESS: 702 N. MIDWAY BLVD. MADISON
ALDERMANIC DISTRICT: 11 HIGHLAND REDEVELOPMENT

OWNER/DEVELOPER (Partners and/or Principals) ARCHITECT/DESIGNER/OR AGENT:
JOSEPH FREDI & ASSOCIATES
220 N. SMITH STREET SUITE 300
PALM SPRING, IL 60067

CONTACT PERSON: _____
Address: ADAM PINK
220 N. SMITH STREET PALM SPRING, IL
Phone: 847-215-5345
Fax: _____
E-mail address: APINK @ JFREDI.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.



HILDALE

Hildale Redevelopment
SIP Amendment 4 01-02-08
Presented by Joseph Freed and Associates

JOSEPH FREED AND ASSOCIATES LLC

January 2, 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 Heights Building.

Dear Mr. Martin:

The following is being submitted for the Heights UDC Informational Meeting being held in connection with the Hilldale Specific Implementation Plan (“SIP”) and the Hilldale General Development Plan (“GDP”). The Heights building is located on University Avenue 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 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 five stories. In addition, this proposal consists of the following development program for the mixed-use Heights building:

1. Approximately 100,000 square foot, five story mixed-use building;
2. Service retail space on the first floor;
3. Office space on floors two through five, inclusive;
4. Revised entry drive from University Ave;
5. Adjustments to structured parking stalls (no overall gain); and
6. Additional outdoor seating, bike parking, and enhanced landscaping at the building’s entrance.

Prior to the UDC Meeting, the Developer will have met with the Alderman, City Staff and the Hill Farms neighborhood association.

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

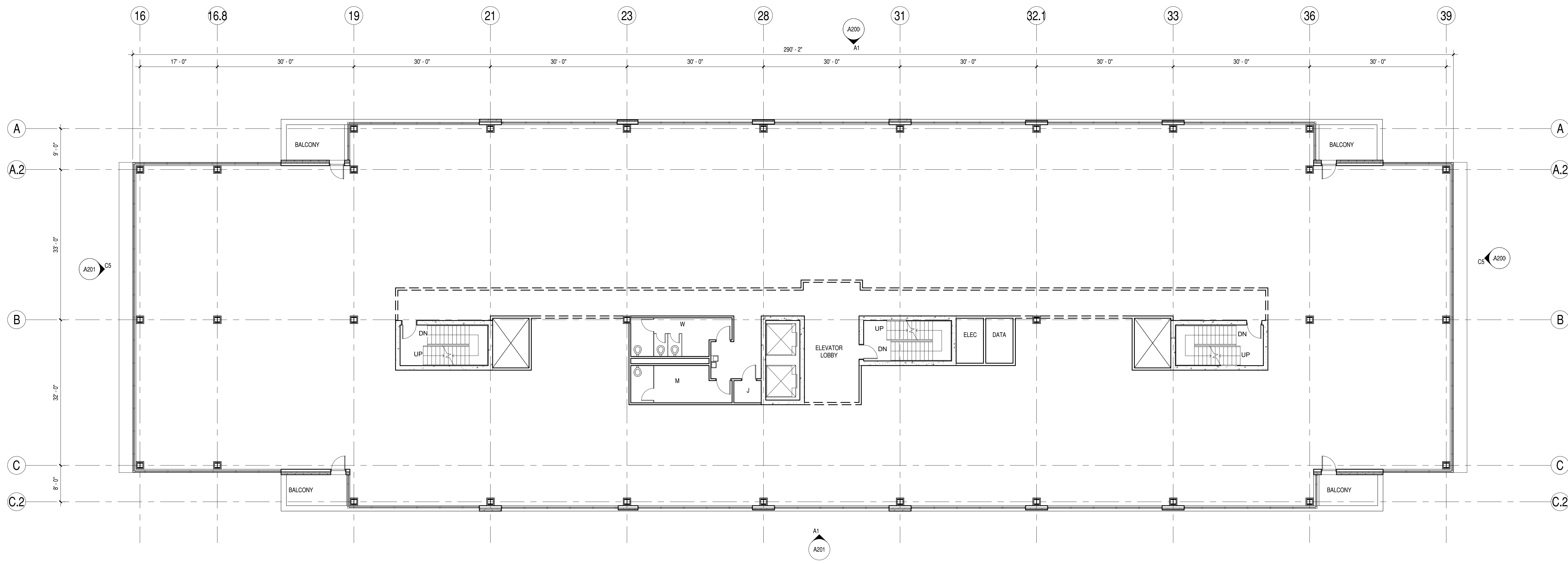
Sincerely,



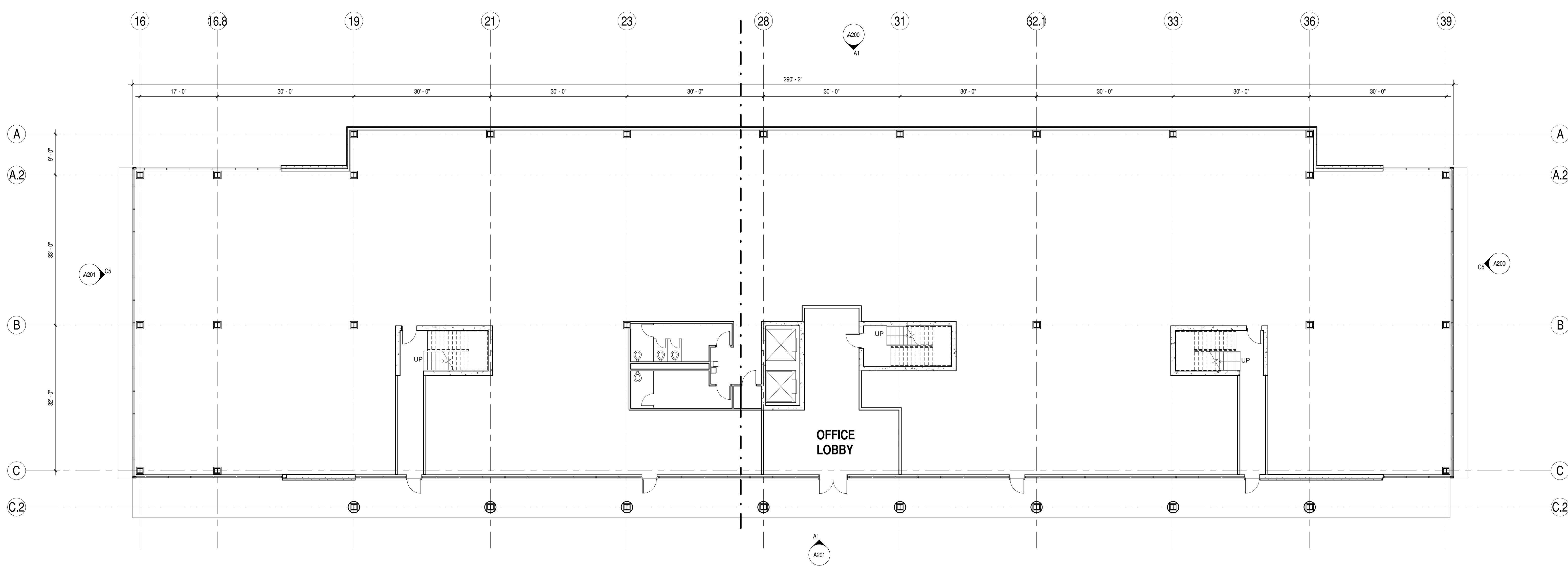
Adam Fink
Development Manager
Joseph Freed and Associates LLC

HILDALE SHOPPING CENTER
 702 N. MIDVALE BOULEVARD
 MADISON, WI

HILDALE LAND COMPANY LLC



2 SECOND TO FIFTH FLOOR PLANS
 3/32" = 1'-0"
 0' 4' 8' 16' 24'



1 FIRST FLOOR PLAN
 3/32" = 1'-0"
 0' 4' 8' 16' 24'

Sheet Title:
FLOOR PLANS

Revisions:

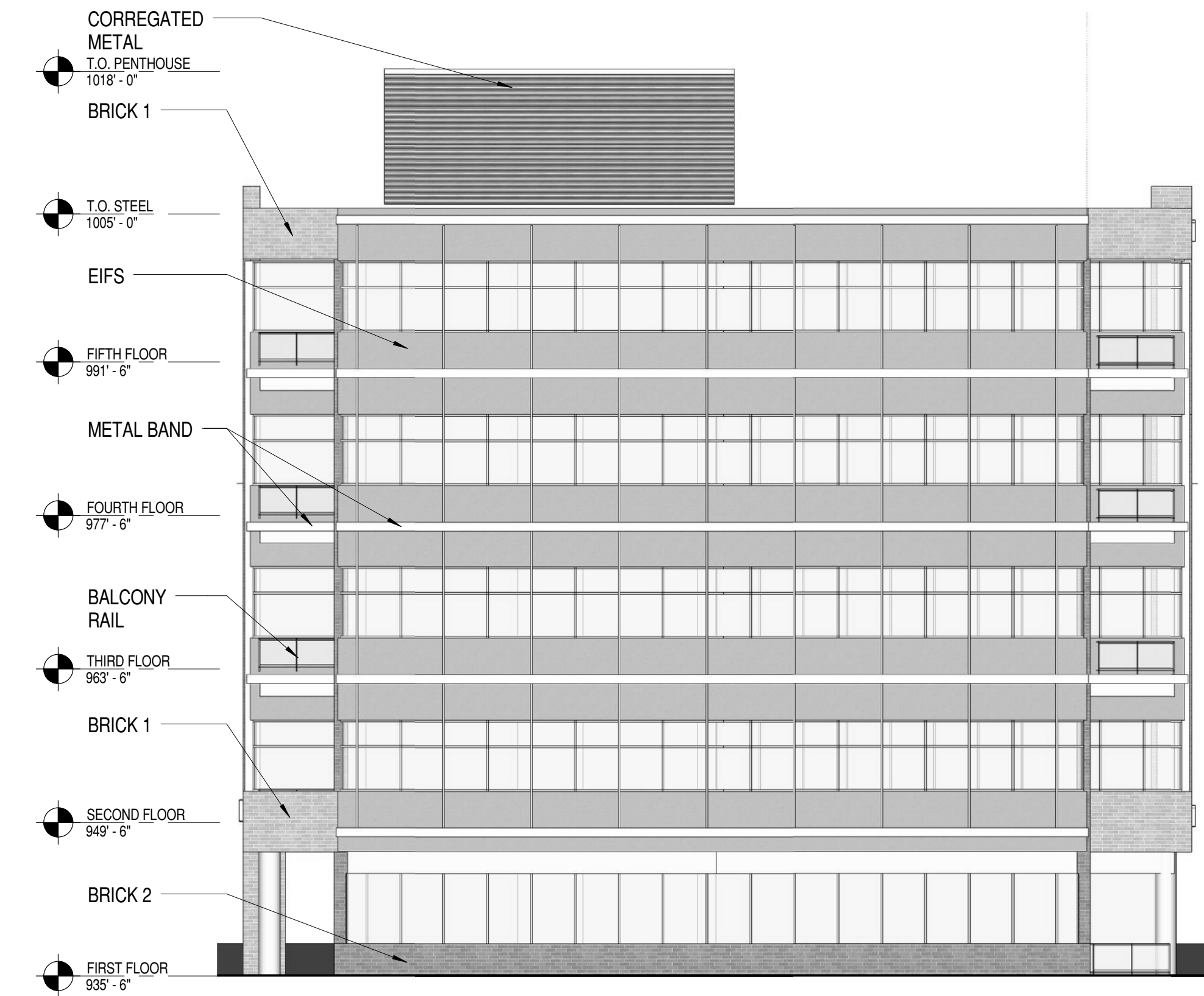
No.	Date	Description	By

Project Number:	Drawn By:
Date Issued:	Reviewed By:
01-02-08	CG

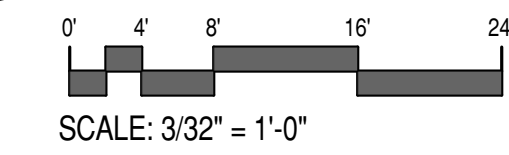
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HILLDALE SHOPPING CENTER
 702 N. MIDVALE BOULEVARD
 MADISON, WI

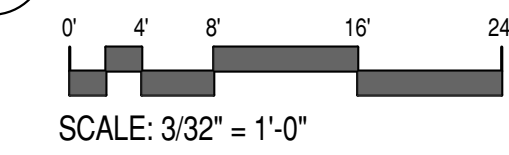
HILLDALE LAND COMPANY LLC



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



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



STAIR TO
 PARKING AND
 TERRACE

OFFICE BUILDING WITH PARKING BELOW

Sheet Title:
NORTH & EAST ELEVATIONS

Revisions:

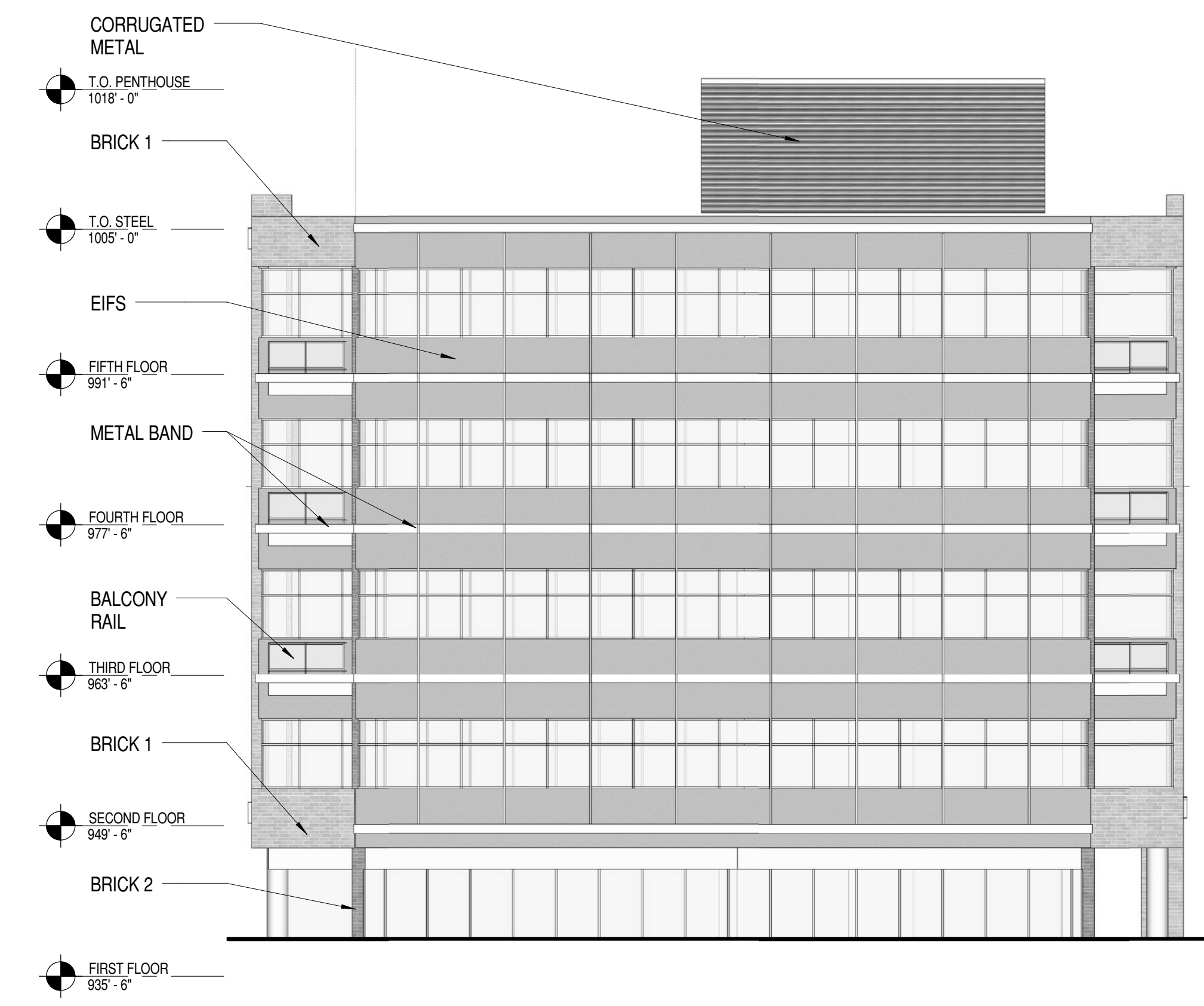
No.	Date	Description	By

Project Number:	Drawn By:
Date Issued:	Reviewed By:
01-02-08	CG

Sheet Number:
A 200

HILLDALE SHOPPING CENTER
 702 N. MIDVALE BOULEVARD
 MADISON, WI

HILLDALE LAND COMPANY LLC



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



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

Sheet Title:
SOUTH & WEST ELEVATIONS

Revisions:			
No.	Date	Description	By

Project Number:	Drawn By:
	MD
Date Issued:	Reviewed By:
01-02-08	CG

Sheet Number:
A 201



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 Milwaukee, Wisconsin 53202
 tel 414 271 5350 fax 414 271 7794
 madison 222 West Washington Ave, Suite 650
 Madison, Wisconsin 53703
 tel 608 442 5350 fax 608 442 6660



HILLDALE SHOPPING CENTER

702 N. MIDVALE BOULEVARD
 MADISON, WI

HILLDALE LAND COMPANY LLC

Sheet Title:
**VIEW LOOKING SW
 FROM UNIVERSITY
 AVE.**

Revisions:		
No.	Date	Description

Project Number:	Drawn By:
	MD
Date Issued:	Reviewed By:
01-02-08	CG

Sheet Number:
A 202



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 madison 222 West Washington Ave, Suite 650
 Madison, Wisconsin 53703
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HILLDALE SHOPPING CENTER

702 N. MIDVALE BOULEVARD
 MADISON, WI

HILLDALE LAND COMPANY LLC

Sheet Title:
VIEW LOOKING NE

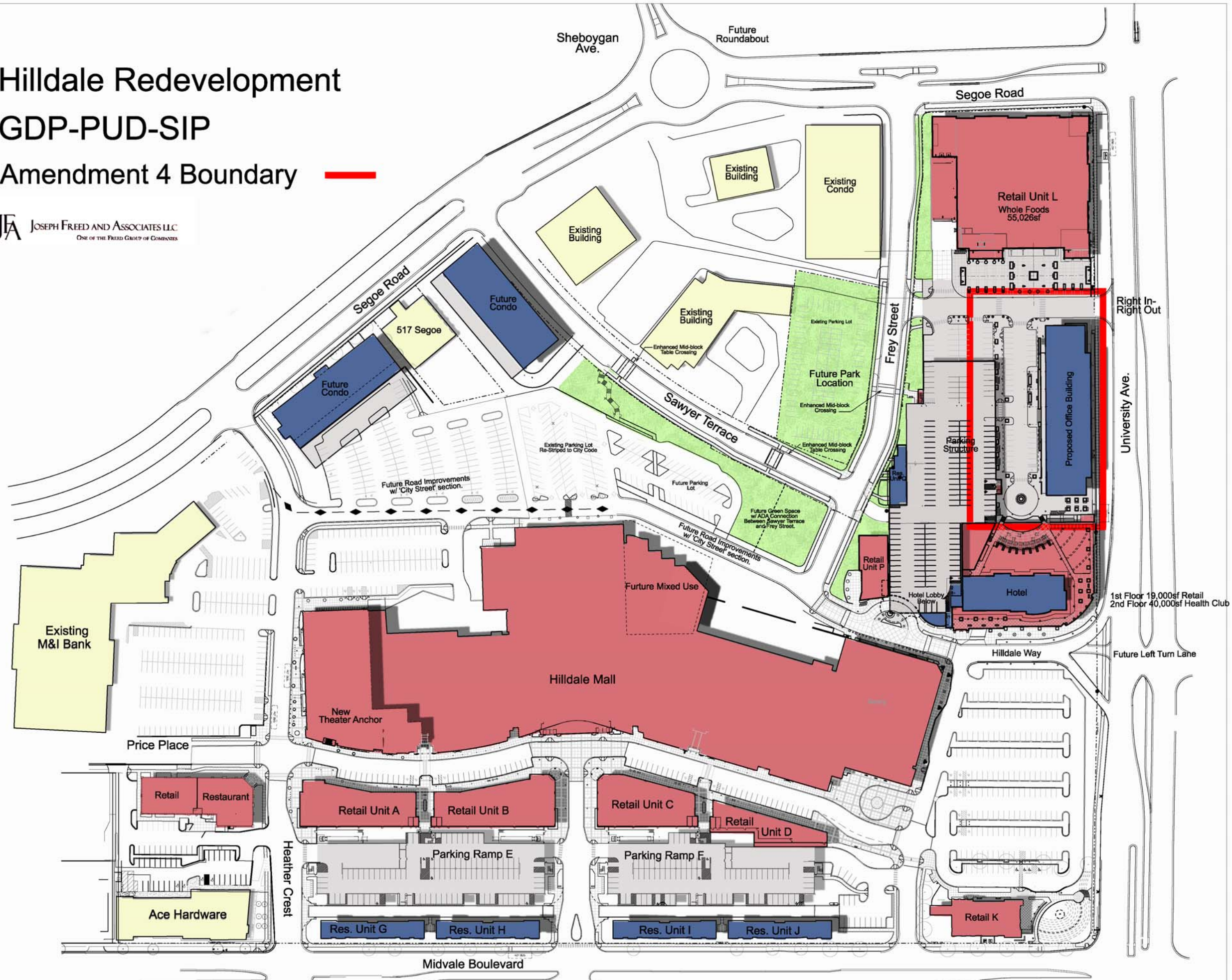
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No.	Date	Description	By

Project Number:	Drawn By:
	MD
Date Issued:	Reviewed By:
01-02-08	CG

Sheet Number:
A 203

Hilldale Redevelopment GDP-PUD-SIP Amendment 4 Boundary

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



KEN SAIKI
DESIGN INC
LANDSCAPE ARCHITECTS
303 S. PATTERSON
SUITE ONE
MADISON, WI 53703
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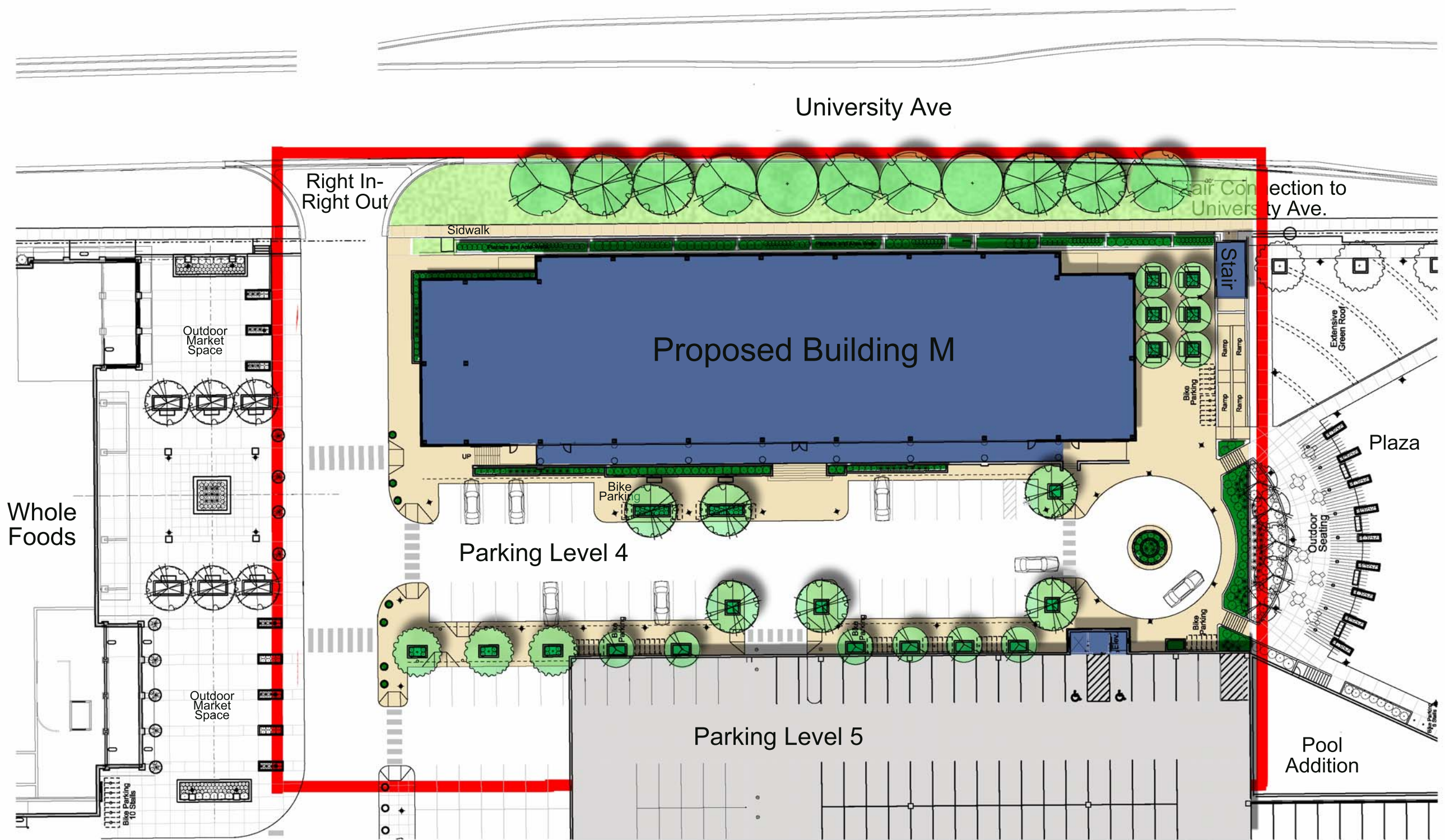
HILLDALE SHOPPING CENTER
702 N. MIDVALE BOULEVARD
MADISON, WI
HILLDALE LAND COMPANY LLC

Sheet Title:
Master Plan
GDP Amendment

Revisions:	No.	Date	Description	By

Project Number: Drawn By:
MS
Date Issued: Reviewed By:
01-02-08 KS

Sheet Number:
S/C 100



University Ave

Right In-Right Out

Fair Connection to University Ave.

Proposed Building M

Whole Foods

Outdoor Market Space

Outdoor Market Space

Parking Level 4

Parking Level 5

Plaza

Pool Addition

Site Plan

Proposed Hilldale Development - Madison, WI

