

# URBAN DESIGN COMMISSION APPLICATION

UDC

City of Madison  
 Planning Division  
 Madison Municipal Building, Suite 017  
 215 Martin Luther King, Jr. Blvd.  
 P.O. Box 2985  
 Madison, WI 53701-2985  
 (608) 266-4635



**FOR OFFICE USE ONLY:**

Paid \_\_\_\_\_ Receipt # \_\_\_\_\_

Date received \_\_\_\_\_

Received by \_\_\_\_\_

Aldermanic District 11/1/21  
10:08 a.m. \_\_\_\_\_

Zoning District \_\_\_\_\_

Urban Design District \_\_\_\_\_

Submittal reviewed by \_\_\_\_\_

Legistar # \_\_\_\_\_

RECEIVED

Complete all sections of this application, including the desired meeting date and the action requested.

*If you need an interpreter, translator, materials in alternate formats or other accommodations to access these forms, please call the phone number above immediately.*

### 1. Project Information

Address: 702 North Midvale Boulevard and 401 North Segoe Road

Title: Hilldale Shopping Center Phase 3

### 2. Application Type (check all that apply) and Requested Date

UDC meeting date requested December 15, 2021

New development     
  Alteration to an existing or previously-approved development  
 Informational     
  Initial approval     
  Final approval

### 3. Project Type

Project in an Urban Design District UDD No. 6

Project in the Downtown Core District (DC), Urban Mixed-Use District (UMX), or Mixed-Use Center District (MXC)

Project in the Suburban Employment Center District (SEC), Campus Institutional District (CI), or Employment Campus District (EC)

Planned Development (PD)
 

- General Development Plan (GDP)
- Specific Implementation Plan (SIP)

Planned Multi-Use Site or Residential Building Complex

**Signage**

Comprehensive Design Review (CDR)

Signage Variance (i.e. modification of signage height, area, and setback)

Signage Exception

**Other**

Please specify \_\_\_\_\_

### 4. Applicant, Agent, and Property Owner Information

<p><b>Applicant name</b> <u>401 N. Segoe LLC. Hilldale Shopping Center</u></p> <p>Street address <u>33 Boylston Street, Suite 3000</u></p> <p>Telephone <u>617.405.5898</u></p> <p><b>Project contact person</b> <u>Brian Munson</u></p> <p>Street address <u>120 East Lakeside Street</u></p> <p>Telephone <u>608.609.4410</u></p> <p><b>Property owner (if not applicant)</b> _____</p> <p>Street address _____</p> <p>Telephone _____</p>	<p>Company <u>401 N. Segoe LLC. &amp; Hilldale Shopping Center</u></p> <p>City/State/Zip <u>Chestnut Hill, MA 02467</u></p> <p>Email <u>chris.boyce@wsdevelopment.com</u></p> <p>Company <u>Vandewalle &amp; Associates</u></p> <p>City/State/Zip <u>Madison, WI 3715</u></p> <p>Email <u>bmunson@vandewalle.com</u></p> <p>City/State/Zip _____</p> <p>Email _____</p>
--	---

**Urban Design Commission Application** (continued)**UDC****5. Required Submittal Materials**

- Application Form**
- Letter of Intent**
  - If the project is within an Urban Design District, a summary of how the development proposal addresses the district criteria is required
  - For signage applications, a summary of how the proposed signage is consistent with the applicable CDR or Signage Variance review criteria is required.
- Development Plans** (Refer to checklist on Page 4 for plan details)
- Filing fee**
- Electronic Submittal\***
- Notification to the District Alder**
  - Please provide an email to the District Alder notifying them that you are filing this UDC application. Please send this as early in the process as possible and provide a copy of that email with the submitted application.

Each submittal must include fourteen (14) 11" x 17" **collated** paper copies. Landscape and Lighting plans (if required) must be **full-sized and legible**. Please refrain from using plastic covers or spiral binding.

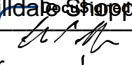
Both the paper copies and electronic copies must be submitted prior to the application deadline before an application will be scheduled for a UDC meeting. Late materials will not be accepted. A completed application form is required for each UDC appearance.

For projects also requiring Plan Commission approval, applicants must also have submitted an accepted application for Plan Commission consideration prior to obtaining any formal action (initial or final approval) from the UDC. All plans must be legible when reduced.

*\*Electronic copies of all items submitted in hard copy are required. Individual PDF files of each item submitted should be compiled on a CD or flash drive, or submitted via email to [udcapplications@cityofmadison.com](mailto:udcapplications@cityofmadison.com). The email must include the project address, project name, and applicant name. Electronic submittals via file hosting services (such as Dropbox.com) are not allowed. Applicants who are unable to provide the materials electronically should contact the Planning Division at (608) 266-4635 for assistance.*

**6. Applicant Declarations**

1. Prior to submitting this application, the applicant is required to discuss the proposed project with Urban Design Commission staff. This application was discussed with Kevin Firchow on 10.4.21.
2. The applicant attests that all required materials are included in this submittal and understands that if any required information is not provided by the application deadline, the application will not be placed on an Urban Design Commission agenda for consideration.

Name of applicant 401 N. Segoe LLC. Hilldale Shopping Center LLC. Relationship to property Owner  
 Authorizing signature of property owner  Date 10/31/2021  
8755330CAD8A43B  
Senior Vice President, Asset Strategy & Dev

**7. Application Filing Fees**

Fees are required to be paid with the first application for either initial or final approval of a project, unless the project is part of the combined application process involving the Urban Design Commission in conjunction with Plan Commission and/or Common Council consideration. Make checks payable to City Treasurer. Credit cards may be used for application fees of less than \$1,000.

Please consult the schedule below for the appropriate fee for your request:

- Urban Design Districts: \$350 (per §35.24(6) MGO).
- Minor Alteration in the Downtown Core District (DC) or Urban Mixed-Use District (UMX) : \$150 (per §33.24(6)(b) MGO)
- Comprehensive Design Review: \$500 (per §31.041(3)(d)(1)(a) MGO)
- Minor Alteration to a Comprehensive Sign Plan: \$100 (per §31.041(3)(d)(1)(c) MGO)
- All other sign requests to the Urban Design Commission, including, but not limited to: appeals from the decisions of the Zoning Administrator, requests for signage variances (i.e. modifications of signage height, area, and setback), and additional sign code approvals: \$300 (per §31.041(3)(d)(2) MGO)

A filing fee is not required for the following project applications if part of the combined application process involving both Urban Design Commission and Plan Commission:

- Project in the Downtown Core District (DC), Urban Mixed-Use District (UMX), or Mixed-Use Center District (MXC)
- Project in the Suburban Employment Center District (SEC), Campus Institutional District (CI), or Employment Campus District (EC)
- Planned Development (PD): General Development Plan (GDP) and/or Specific Implementation Plan (SIP)
- Planned Multi-Use Site or Residential Building Complex



November 1, 2021

Heather Stouder  
Department of Planning & Development  
City of Madison  
215 Martin Luther King, Jr. Blvd.  
Madison, WI 53710-2985

RE: Hilldale Shopping Center Phase Three  
701 North Midvale Boulevard & 401 North Segoe Road  
Planned Unit Development: General Development Plan  
Demolition Request

Dear Heather,

WS Development is please to submit the attached General Development Plan for the next phase of reinvestment in the Hilldale Shopping Center. This document outlines the continued evolution of the shopping center, transitioning from a suburban auto oriented retail development to a vibrant mixed use community destination. The incorporation of the former BMO Harris Bank site allows the opportunity to expand upon the pedestrian focused retail environment while broadening the uses within the site to include office, hotel, residential, and a new public plaza.

This application has been in the works for some time and reflects the adopted neighborhood and comprehensive plan goals of creating sustainable urban mixed use developments that support and compliment the neighborhood and surrounding community.

We look forward to working with the City on the review and implementation of this project.

Sincerely,

A handwritten signature in black ink, appearing to read "Brian Munson".

Brian Munson  
Principal

120 East Lakeside Street • Madison, Wisconsin 53715 • 608.255.3988 • 608.255.0814 Fax  
247 Freshwater Way, Suite 530 • Milwaukee, Wisconsin 53204 • 414.988.8631  
[www.vandewalle.com](http://www.vandewalle.com)

Shaping places, shaping change

**Project Name:**

Hilldale Shopping Center Phase 3

**Applicant/Owner:**

401 North Segoe LLC & Hilldale Shopping Center LLC.

33 Boylston Street

Suite 3000

Chestnut Hill, MA 02467

Contact: Chris Boyce

[Chris.boyce@wsdevelopment.com](mailto:Chris.boyce@wsdevelopment.com)

**Design Team:**

Architect:

Epstein Uhen Architects

222 West Washington Avenue

Suite 650

Madison, WI 53703

Contact: Cliff Goodhart

[Cliffg@eua.com](mailto:Cliffg@eua.com)

Landscape Architect:

Realm Collaborative

100 East Broad Street

Suite 1710

Columbus, OH 43215

Contact: Brian Bernstein

[bberstein@realmcollaborative.com](mailto:bberstein@realmcollaborative.com)

Civil Engineering:

Snyder & Associates

5010 Voges Road

Madison, WI 53718

Contact: Scott Anderson

[sanderson@snyder-associates.com](mailto:sanderson@snyder-associates.com)

Planning:

Vandewalle & Associates

120 East Lakeside Street

Madison, WI 53715

Contact: Brian Munson

[Bmunson@vandewalle.com](mailto:Bmunson@vandewalle.com)

**Site Data:**

Address:

702 North Midvale Boulevard 0709-201-2101-2

401 North Segoe Avenue 0709-201-2005-6

Parcel Size:

31.82 acres

**Existing Zoning:**

Planned Development: Specific Implementation Plan (PD-SIP)

Suburban Employment (SE)



**Proposed Zoning:**

Planned Development General Development Plan  
(PD:GDP)

Planned Unit Development zoning currently exists for the majority of the parcels within the Hilldale Shopping Center property. This proposal brings the recently purchased BMO Property into the overall General Development Plan, aligning the new properties with the balance of the site. Expanding the GDP will allow for consistent and orderly review of the current phase along with future redevelopment phases. Individual buildings will be submitted for Specific Implementation Plan review based upon the guidelines established within the General Development Plan.

**Project Schedule:**

Hilldale GDP Adoption February 1, 2005

*Phase 3 GDP*

Hill Farms Neighborhood Architectural Committee	August 25, 2021
Development Assistance Team Meeting	September 2, 2021
UDC Informational Presentation	September 22, 2021
Formal Notification	October 4, 2021
Electronic Demolition Notification	October 4, 2021
Neighborhood Meeting	October 7, 2021
Formal PD-GDP Submittal	November 1, 2021

**Adopted Plans:**

City of Madison Comprehensive Plan 2018

The Comprehensive plan identifies the entire site as RMU-Regional Mixed Use, described as “intensive mix of region-serving retail, office, entertainment, civic, institutional, and high-density residential uses”

Recommendation: 2-12 stories in height

University Hill Farms Neighborhood Plan 2016

The adopted neighborhood plan identifies the southern portions of the phase three site as Community Mixed Use with specific recommendations for “professional office uses, or alternatively, for redevelopment with high-density residential uses not to exceed 50 dwelling units (du)/acre. Housing of mixed income, adequate greenspace, and a strong connection with the shopping center site is recommended”. The balance of phase three and the overall shopping center is identified as Community Mixed Use without specific recommendations.

Recommendation: 3-6 stories in height  
Office/Residential/Retail

Urban Design District:

The overall Hilldale Shopping Center parcel falls within the Urban Design District 6 (University Avenue). The project will follow the guidelines outlined in section 33.24(13), each of which will be verified at the SIP stage of the approvals.

## **Project Summary:**

WS Development's on-going redevelopment and expansion of the Hilldale Shopping Center has been a multi-year process of reinvestment & revitalization of the existing and expanded shopping center facilities. Guided by a goal of creating active and diverse retail and entertainment destinations the existing mall has transitioned over the lifespan of the property from an interior hallway suburban mall into an open-air street facing urban shopping destination. The current expansion and future phases build upon the vibrancy of the property by integrating opportunities for housing, employment, entertainment, and retail uses.

Phases One and Two for the property created a new walkway through the middle of the project and a new open space along Price Place. These phases eliminated a majority of the interior hallway to refocus the project onto the pedestrian environment along Price Place. A small section of the interior hallway remains along the northern section of the project which serves as an access to the lower-level metro shops.

Phase Three continues the overall focus of creating vibrant pedestrian-oriented shopping experiences by incorporating the redevelopment of the former BMO property into the overall shopping center. This phase seeks to extend the pedestrian realm, incorporate a wide range of compatible uses, and create a new signature open space for outdoor activities and gatherings.

Future redevelopment phases may occur in the parking field west of the shopping center and are covered by the proposed zoning language; however, these are not proposed for uses other than the existing parking field and buildings at this time. Redevelopment of this area would be part of a future PD Master Plan update.

## **Existing Land Use:**

Adopted PD-GDP/SIP: Hilldale Shopping Center

SE: Vacant office building (former BMO Harris Bank)

## **Existing Shopping Center:**

429,586 leasable square feet

## **Existing BMO Building:**

The existing BMO property consists of a 150,000 square foot office building and significant surface parking. Designed as a suburban one- and two-story office building this site is inefficient in its layout and is designed as inward facing office with little to no street interaction. This building, while contributing to the Historic District, has undergone numerous renovations and alterations and is functionally obsolete for today's office market.

## **Phase Three Guidelines:**

### **Proposed Uses:**

The proposed mixed use master plan includes guidelines for each building/location, each of which include a range of heights and uses as described in the building descriptions. Final configurations will be set at the Specific Implementation Stage, based upon market demand.

## **Building Descriptions:**

### Building 200

Building 200 incorporates ground floor mixed use and is designed to accommodate commercial/retail uses, restaurant space, or spaces associated with hotel functions associated with Building 300. The ground floor is designed with entrances and activation onto the adjoining spaces. The design of the Price Place frontage will need to incorporate appropriate flood protections and first floor elevations. These accommodations may restrict the ability to incorporate entrances along this frontage.

Use: 20,000 square feet retail  
Height: 1-2 stories

### Building 300

Building 300 offers a wide range of development options, designed to complement and support the adjoining neighborhood's character. This building is being designed to facilitate a boutique hotel but also may incorporate residential or office uses on the upper floors, as determined in the SIP submittals based on market demand. Ground floor retail uses will incorporate entrances and window glazing onto the interior walkway, Heather Crest, and the plaza. The design of the Price Place frontage will need to incorporate appropriate flood protections and first floor elevations which will likely restrict any entrances directly onto the street.

Use: 100 room Hotel or,  
130,000 square feet of office or,  
100 residential units  
60,000 square feet ground floor retail  
Height: 1-6 stories

### Building 400

Building 400 consists of a two-story commercial retail building designed to incorporate retail & restaurant uses west of the existing building, expanding the walking district west and north of the plaza.

Use: 25,000 square feet Commercial/Retail  
Height: 1-2 stories

### Building 500

Building 500 form the primary residential component of the project. This building, designed to front onto Vernon Boulevard, echoes the surrounding residential uses & character while creating a transition from Vernon Boulevard to the mixed-use buildings to the north.

Use: 130 Residential  
Height: 5-6 stories

### General Guidelines:

Building heights address overall building mass. Minor height elements may project above the guidelines to allow for rooftop access for open space, tenant amenity space, elevator over runs/exit stairs, architectural features, or mechanical systems. Final building height approvals will be set by the Specific Implementation Plan approvals. Building stories will be measured from the high side of the site for sloping sites.

Usable open space for residential units may include balconies, rooftop patios, or required yard space for part, or all, of the usable open space requirement. Square footages per unit will be determined at time of Specific Implementation Plan approval based upon the proposed building design.

### **Circulation**

Circulation for the site will continue to be built around Heather Crest/Price Place private and public street system. These streets will offer both strong pedestrian connections and vehicular access to the entire project with secondary on-site circulation supplying parking, loading, and fire access to the parcel. The residential building 500 will include structured parking and a residential lobby with access from primary Vernon Boulevard.

### **Heather Crest Street Alternatives**

The Heather Crest private street will continue to offer vehicular, pedestrian, and transit access to the site and neighborhood. The street cross section has been designed to accommodate the continued presence of Metro Transit Routes 2 & 28. The street cross section is proposed for parallel parking while Metro utilizes the corridor. In the event that the transit route shifts locations and no longer utilizes the corridor, Heather Crest may be reconfigured to incorporate perpendicular parking on the northern street frontage.

The plaza and the abutting section of Heather Crest are designed to accommodate outdoor events and festivals. This section of Heather Crest may be closed to vehicular traffic for temporary events to allow the expansion of the event spaces. Metro service will be rerouted during these temporary events to an alternative route alignment to be determined by Metro at a future date.

See Heather Crest Cross Section Alternatives exhibit

See Street Diagram for Street Festival

### **TDMP**

A Transportation Demand Management Plan has been created to facilitate a multi-modal transportation focus for the project. This plan illustrates that the combination of mixed-use development and sustainable multi-modal transportation options facilitate a balance approach to accessing the shopping center.

Techniques utilized include the following:

- TDM coordinator
- Sidewalk connections throughout site
- Bike parking distributed throughout site with direct access to entrances and limited drive aisle crossings
- Bike maintenance facility
- Shared bike station
- Multi-modal wayfinding signage
- Mixed use
- Located adjacent to all day bus service within and surrounding the site
- Parking un-bundled from residential unit rents

### **Sustainability**

Sustainable initiatives will be incorporated throughout the site as part of a system wide focus on sustainability. Sustainability components under evaluation include green stormwater management techniques, green infrastructure, green building techniques, and renewable energy. The site will

meet the City's EV charging and bird friendly glass ordinances. Sustainability techniques will be finalized as part of the Specific Implementation Plan stage.

*Stormwater Management*

The site is located in a watershed with flooding issues and is being carefully designed, in consultation with the City Engineering Department, with attention to minimum building opening elevations, door & garage placements, and stormwater management techniques. The design team is currently evaluating green roof, permeable pavers, bio-infiltration, underground storage, and underground infiltration to meet the required stormwater management and to identify any opportunities to improve the overall floor impacts on the site and surrounding neighborhood.

*Green Infrastructure*

The design team is evaluating building mechanicals and construction techniques to integrate sustainable components throughout the site.

*Renewables*

The design team is currently pursuing a test installation of non-grid solar powered EV charging stations and is interested in opportunities for other renewable energy installations within the property.

**Anticipated Project Phasing:**

2022 Construction Start

2-5 year implementation in multiple phases as determined by market demand.

## Proposed PUD:GDP Zoning Text:

Statement of Purpose:	This zoning district is established to allow of the rehabilitation and construction of: <ul style="list-style-type: none"><li>▪ Commercial, office, hotel, and residential structures</li><li>▪ Parking and circulation facilities</li><li>▪ Utility infrastructure</li><li>▪ Site Improvements</li></ul>												
Permitted Uses:	Uses stated as permitted in the RMX district. Accessory uses as permitted in the RMX district. Public and quasi-public uses, including but not limited to, post office facilities and government facilities.												
Lot Area:	31.82 acres												
Floor Area Ratio/Height:	Floor area ratio and height will be provided as shown on the approved plans.												
Yard Requirements:	Yard areas will be provided as shown on the approved plans.												
Front Yard Setback:	<table><tr><td>Segoe</td><td>5-10'</td><td>minimum</td></tr><tr><td>Heather Crest</td><td>0'</td><td>minimum</td></tr><tr><td>Price Place</td><td>0-10'</td><td>minimum</td></tr><tr><td>Vernon</td><td>5'-10'</td><td>minimum</td></tr></table>	Segoe	5-10'	minimum	Heather Crest	0'	minimum	Price Place	0-10'	minimum	Vernon	5'-10'	minimum
Segoe	5-10'	minimum											
Heather Crest	0'	minimum											
Price Place	0-10'	minimum											
Vernon	5'-10'	minimum											
Usable Open Space:	Usable open space will be provided as shown on the approved plans. Usable open space may include balconies, rooftop patios, or required yard space for part, or all, of the usable open space requirement.												
Landscaping:	Site landscaping shall be provided as shown on the approved plans.												
Accessory Off-Street Parking & Loading	Accessory off-street parking and loading will be provided as shown on approved plans												
Lighting:	Site lighting will be provided as shown on approved plans												
Signage	All signage depicted in submittal is included for illustrative purposes only. Signage will be allowed per Chapter 31 of the Madison General Ordinances as compared to the RMX zoning district and will be part of separate signage submittals.												
Family Definition:	The family definition of this PUD-SIP shall coincide with the definition given in Chapter 2.03(2) of the Madison General Ordinances for the RMX zoning district.												

**Alterations & Revisions:**

No alteration or revision of this planned unit development shall be permitted unless approved by the City Plan Commission; however, the Zoning Administrator may issue permits for minor alterations or additions which are approved by the Director of Planning and Development and the alderperson of the district and are compatible with the concept approved by the Plan Commission.

**Demolition Request:**

The project is seeking a demolition request for the former BMO Harris office building located on the site. This building has been renovated numerous times and utilized for a wide range of uses since it's construction with the early phase of the neighborhood; however, due to size, configuration, and placement it cannot be retained as part of the project. The inward facing suburban design of the building results in presentation of largely inaccessible facades to the adjoining neighborhood with the lobby fronting onto the interior parking lot in a strongly suburban layout. This suburban format, coupled with the large floor plate, significantly impacts the ability to retain or reuse the building.

While the building is listed as contributing to the Hill Farms Historic District, the majority of the districts historic fabric is focused on the single-family homes within the neighborhood and are largely separated from the character of the building. This is reflected in the adopted neighborhood plan's recommendation for redevelopment of the site at 2-6 stories in height. It should be noted that this site is not specifically called out as exemplary architecture worthy of preservation; where as, other buildings in the planning area were specifically identified for preservation, such as the bank located at the corner of Vernon Boulevard and Midvale Boulevard.











# HILLDALE PHASE 3

---

## GENERAL DEVELOPMENT PLAN

WS DEVELOPMENT

11.1.2021



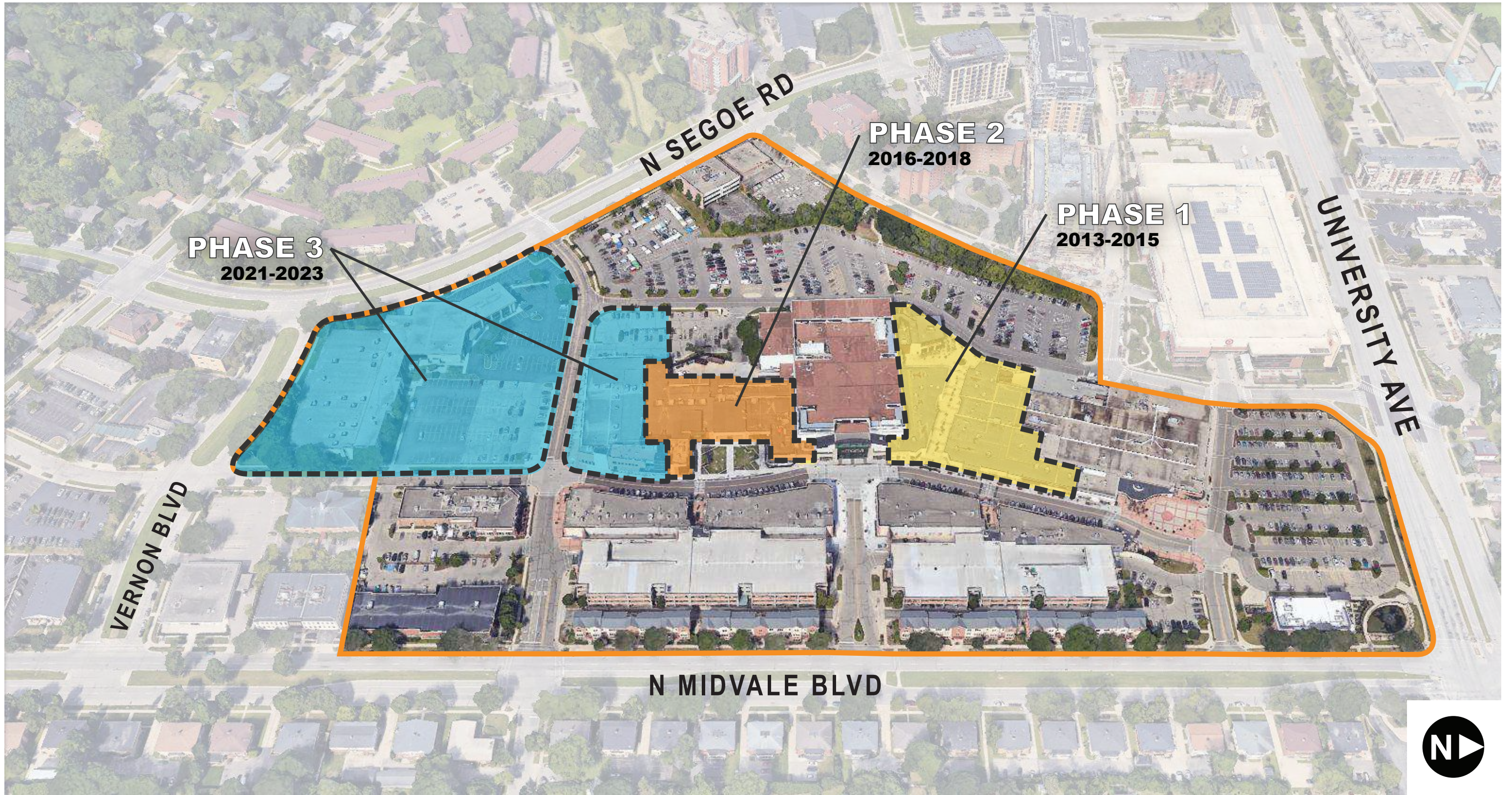
HILLDALE AERIAL PHOTO CIRCA 1966





LOCATOR MAP





# HILLDALE PHASING HISTORY





THE STREET (CHESTNUT HILL, MA)



SEAPORT (BOSTON, MA)



HILLDALE (MADISON, WI)

## WS PROJECTS/PRECEDENTS

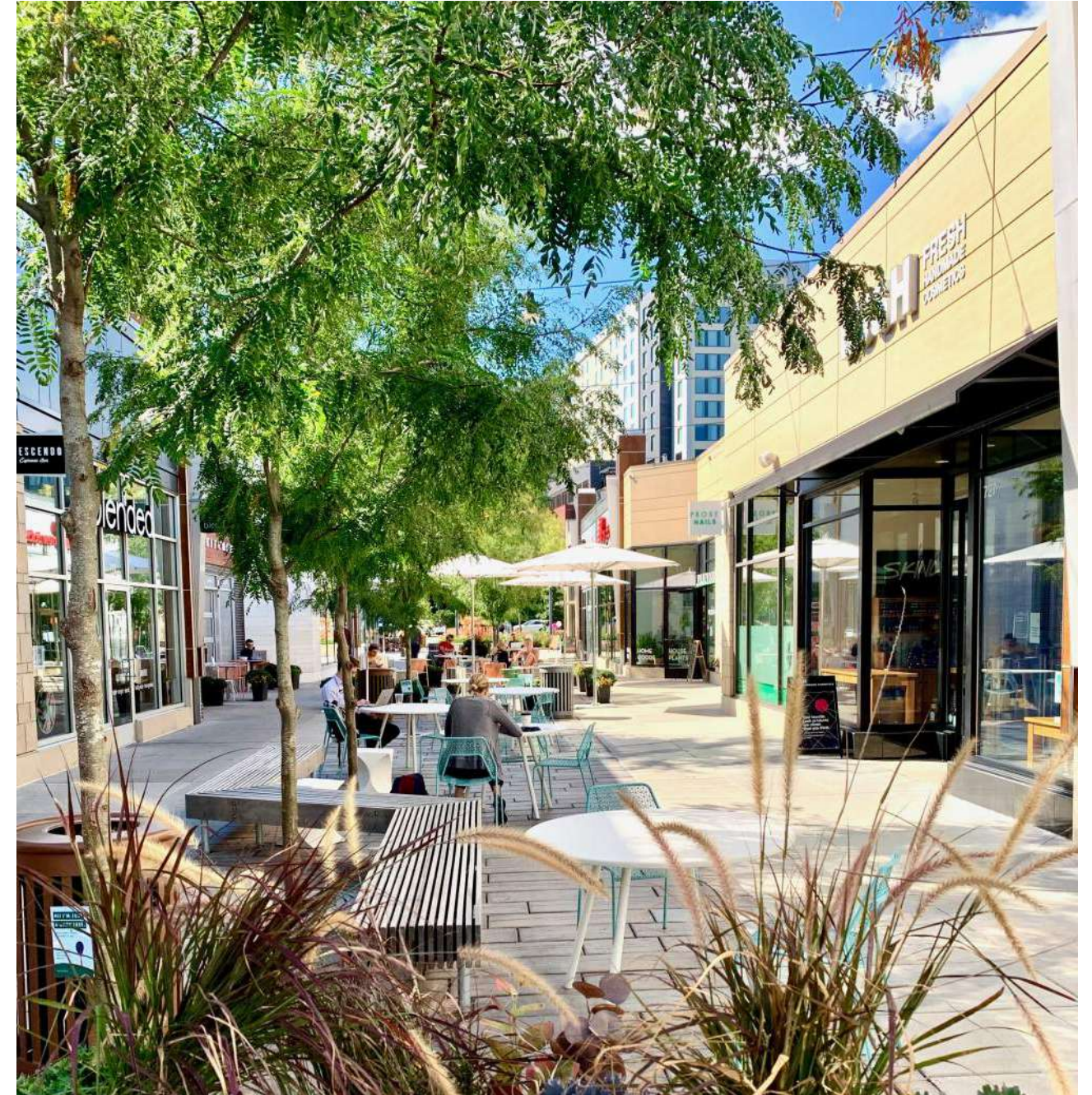




MARKETSTREET (LYNNFIELD, MA)



HYDE PARK VILLAGE (TAMPA, FL)



HILLDALE (MADISON, WI)

## WS PROJECTS/PRECEDENTS





MCBURNEY LANE (HAPA COLLABORATIVE)



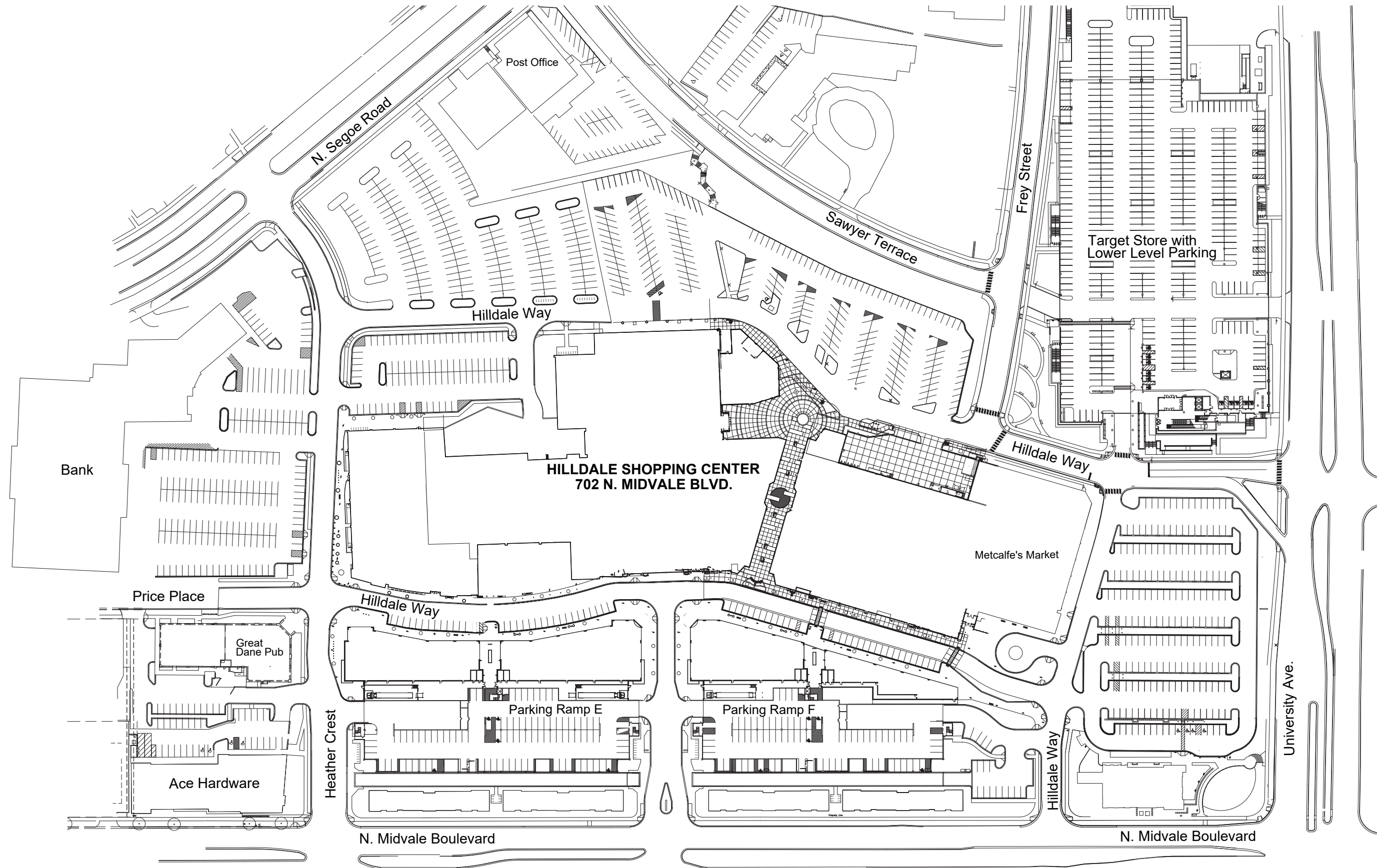
PIAZZA SIGNORIA



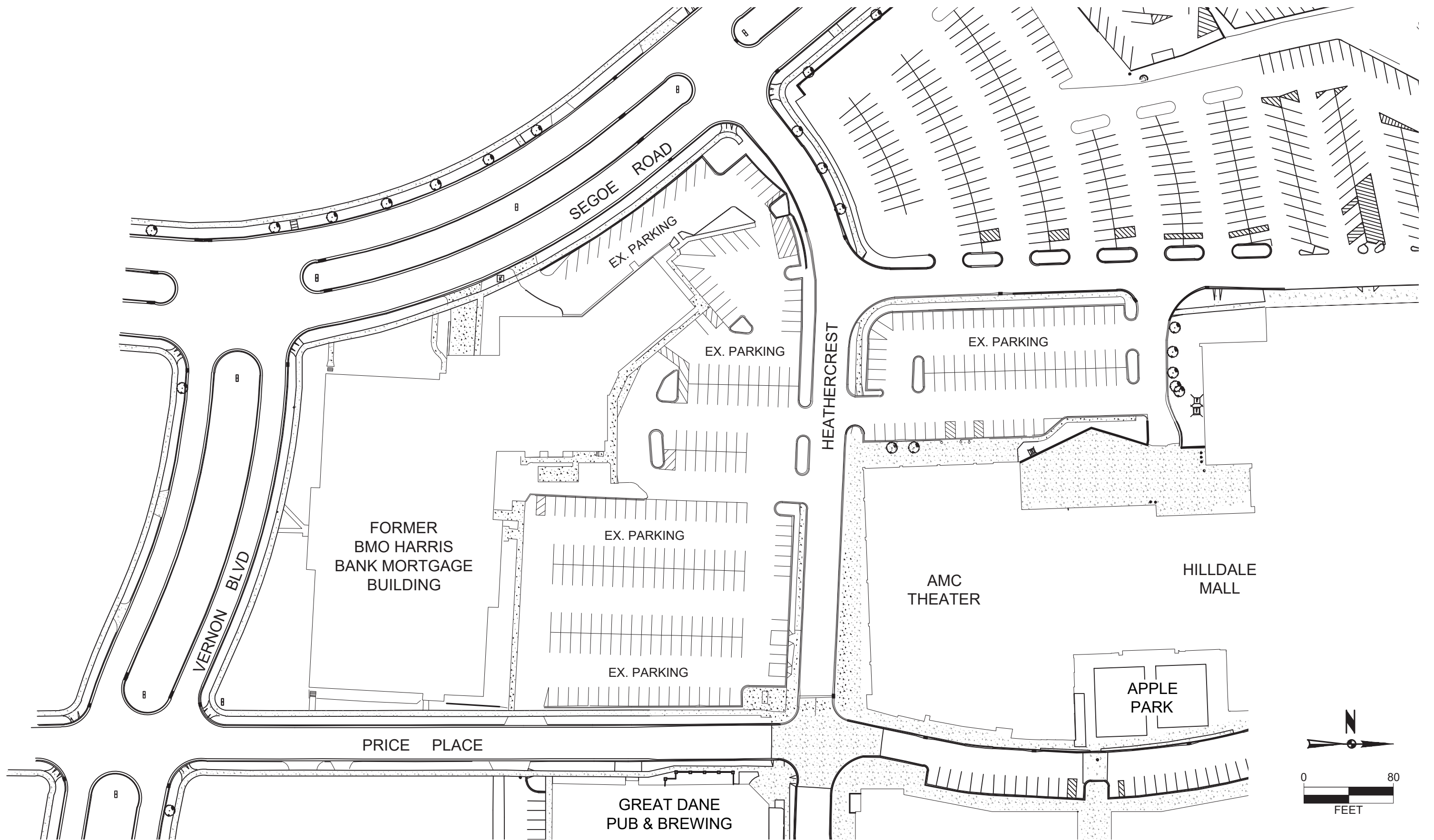
HERTIG JOHANS TORG GATA (LAND)

LANDSCAPE PRECEDENTS





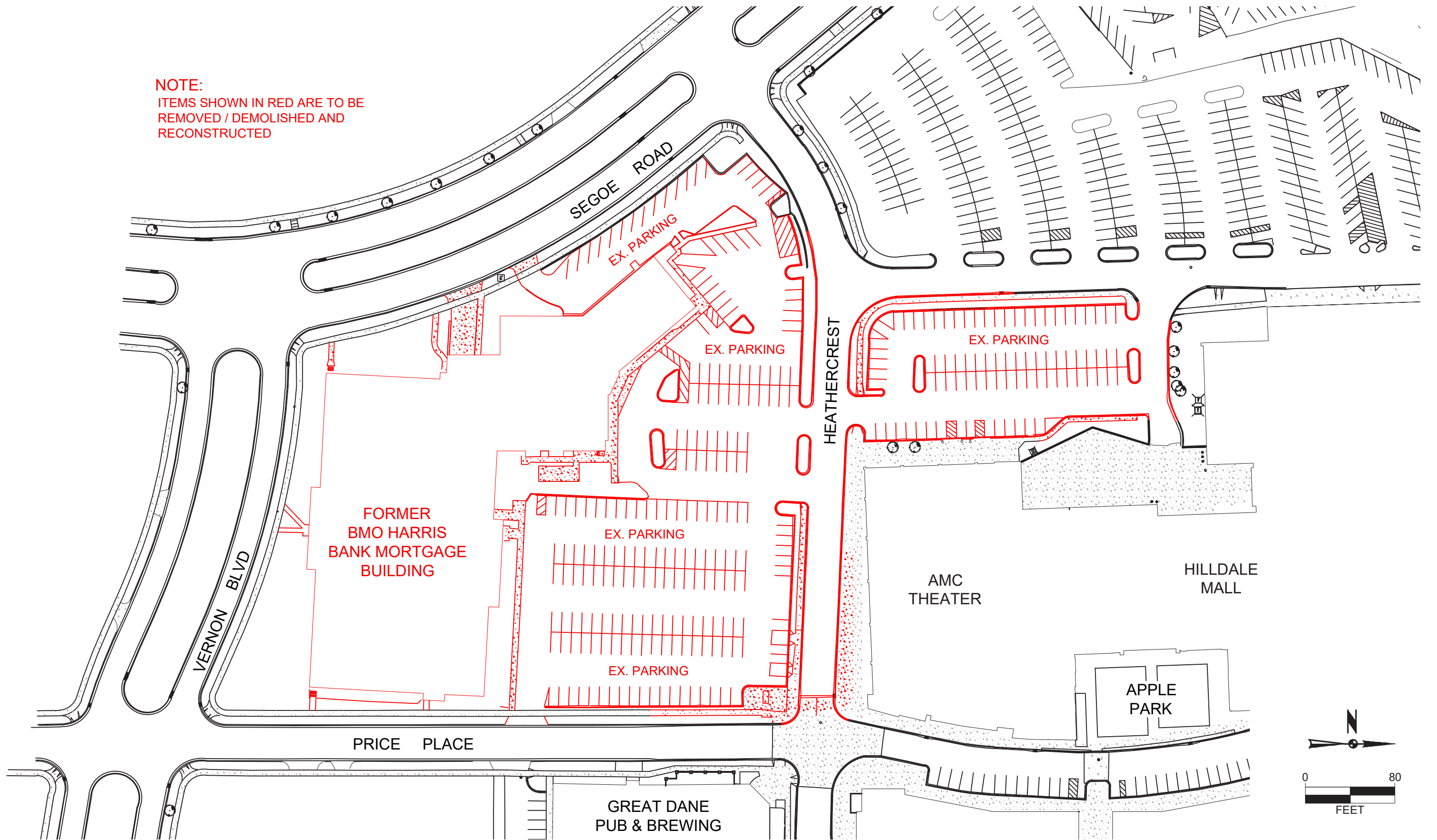
# EXISTING CONDITIONS



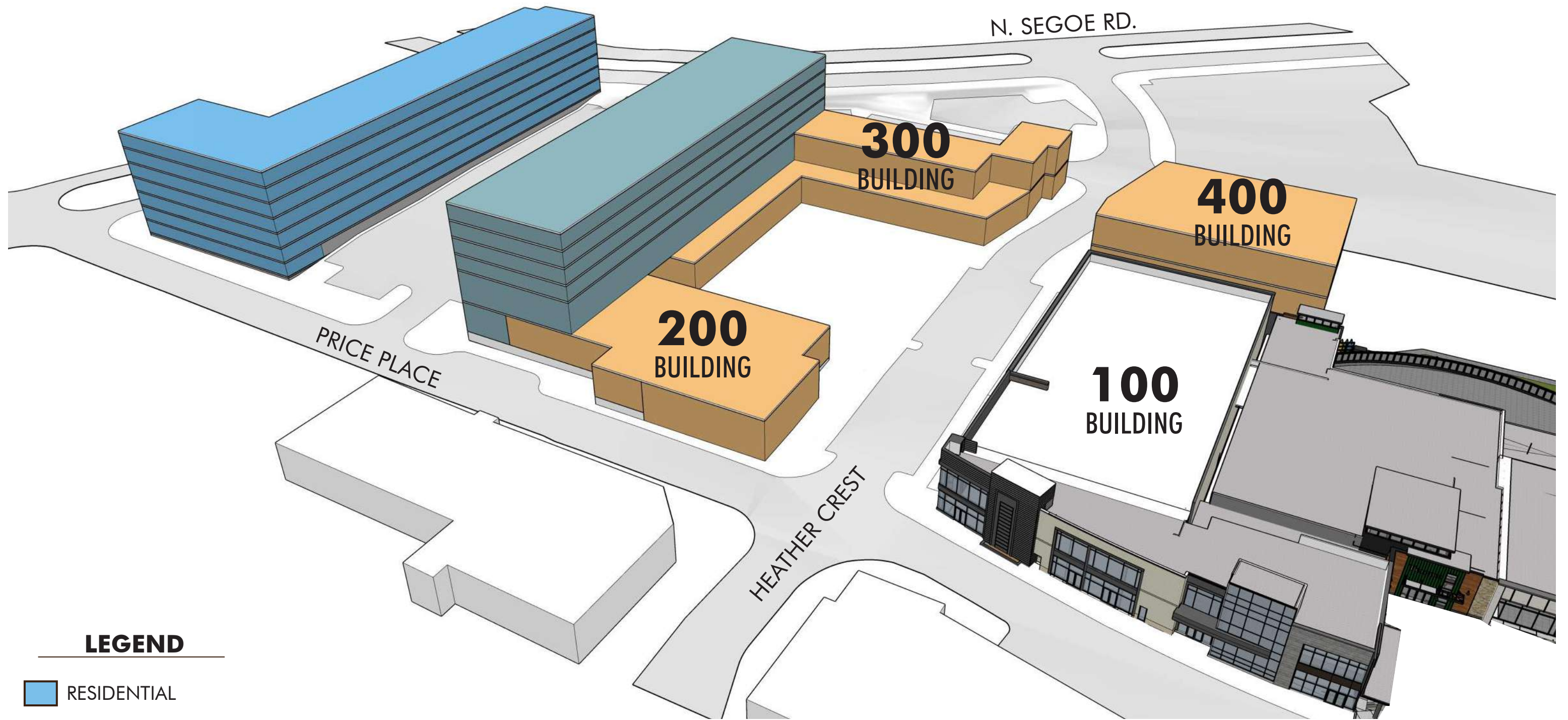
# FORMER BMO HARRIS BANK SITE/BUILDING



NOTE:  
ITEMS SHOWN IN RED ARE TO BE  
REMOVED / DEMOLISHED AND  
RECONSTRUCTED



## DEMOLITION SITE PLAN

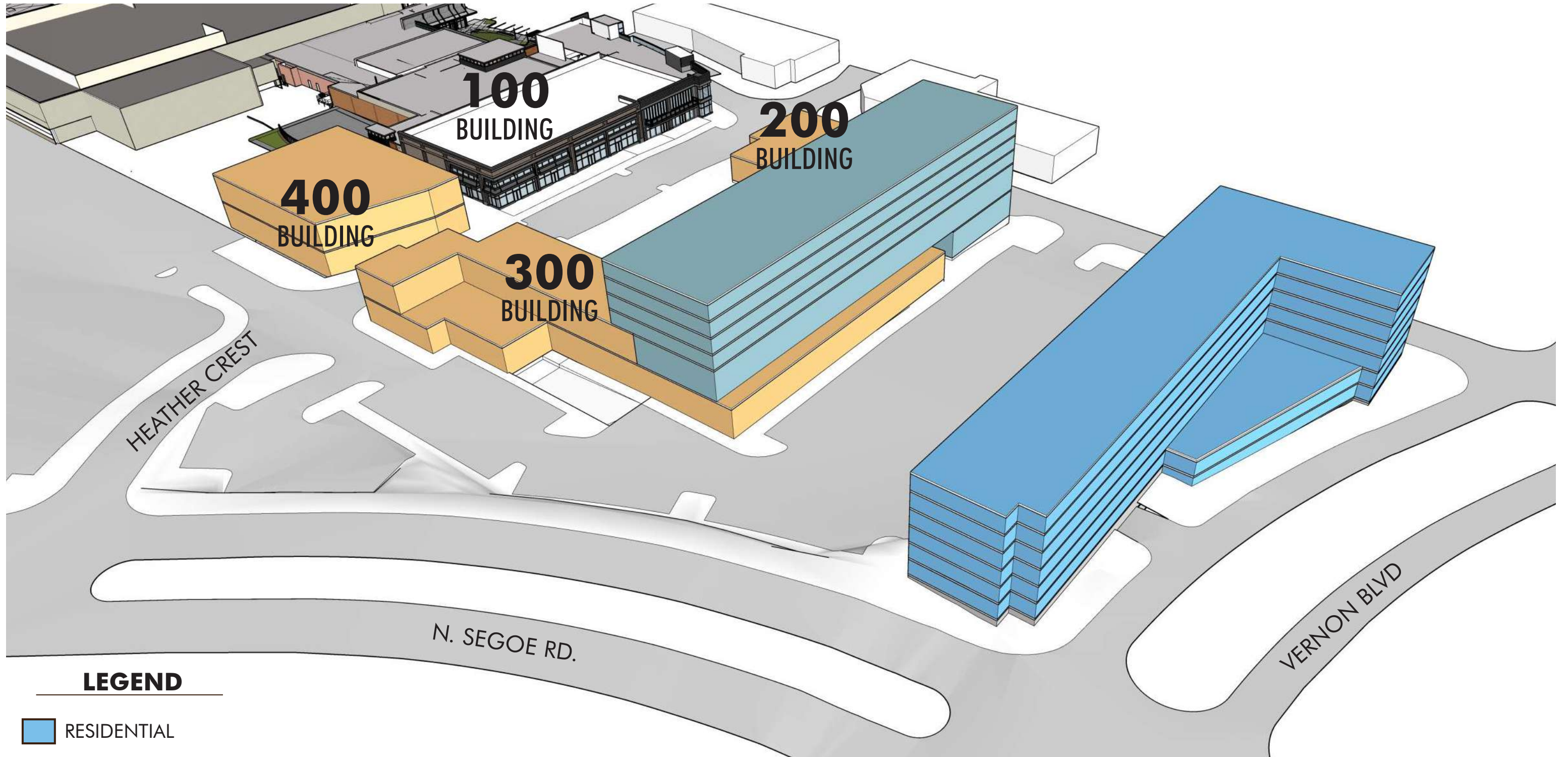


**LEGEND**

- RESIDENTIAL
- RETAIL/RESTAURANT
- HOTEL/APARTMENT /OFFICE

**BUILDING HEIGHTS - NORTHEAST AERIAL**





**LEGEND**

- RESIDENTIAL
- RETAIL/RESTAURANT
- HOTEL/APARTMENT /OFFICE

**BUILDING HEIGHTS - SOUTHWEST AERIAL**





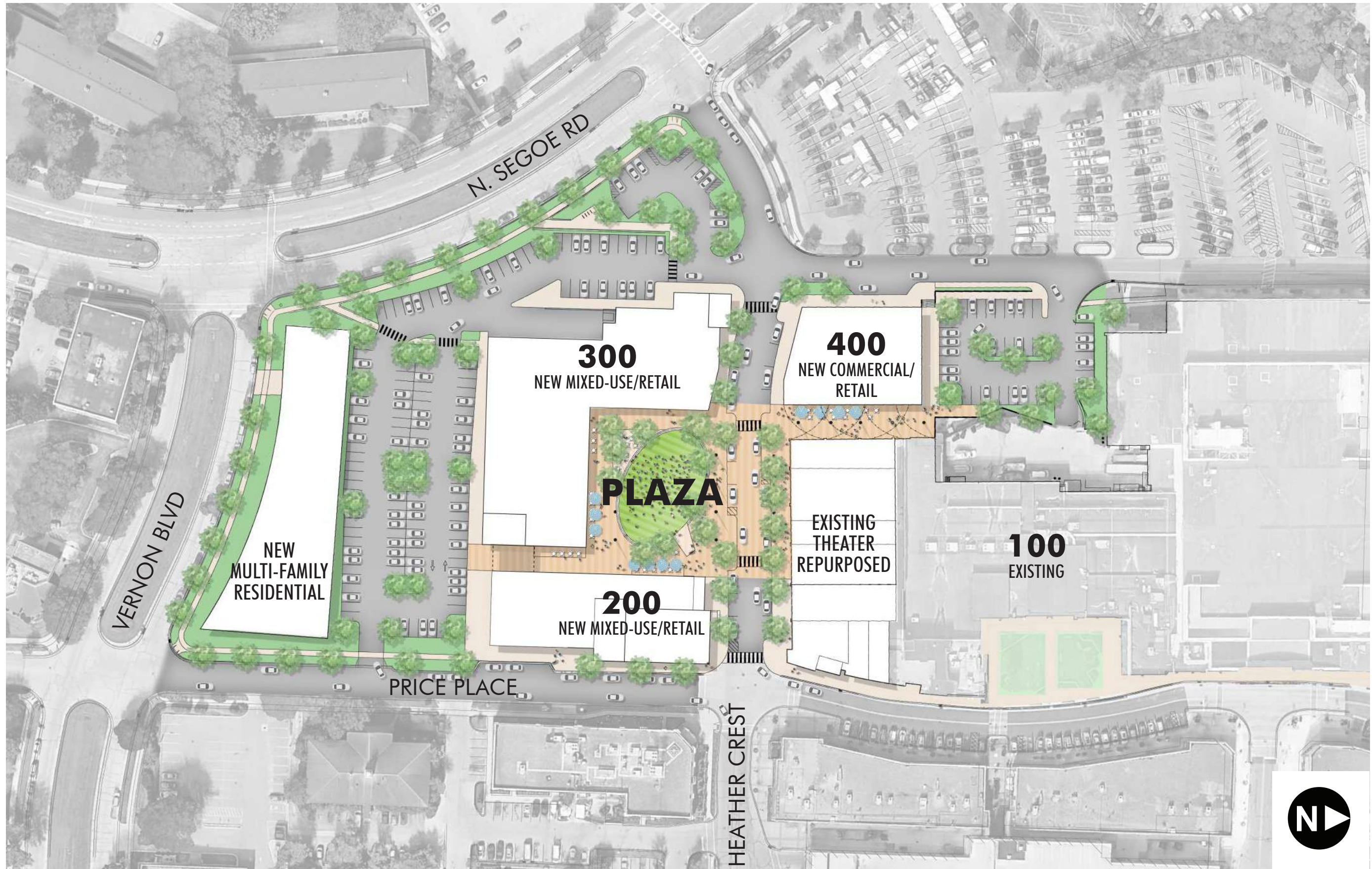
## PHASE 3 SITE - NORTHEAST AERIAL





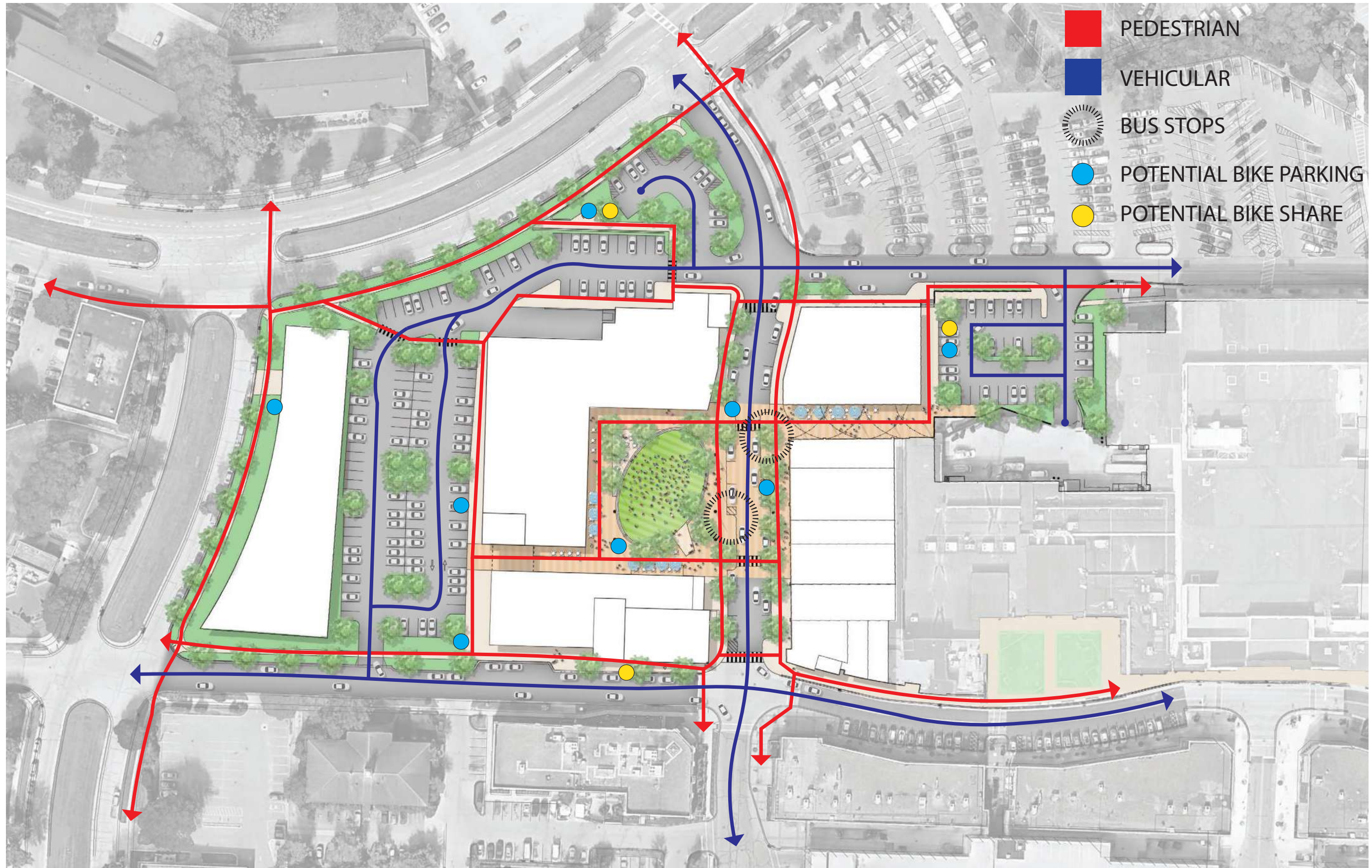
PHASE 3 SITE - SOUTHEAST AERIAL





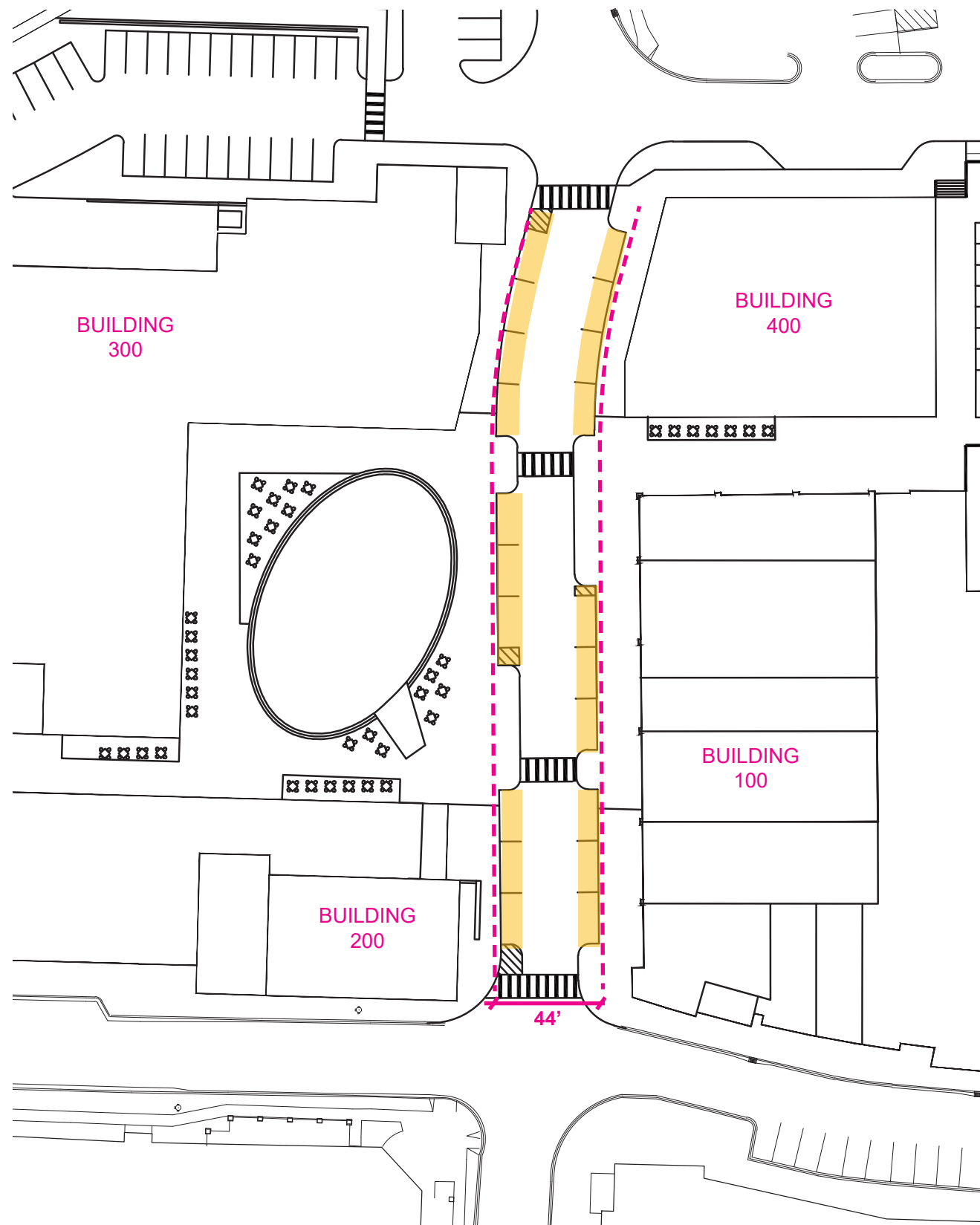
PROPOSED SITE PLAN



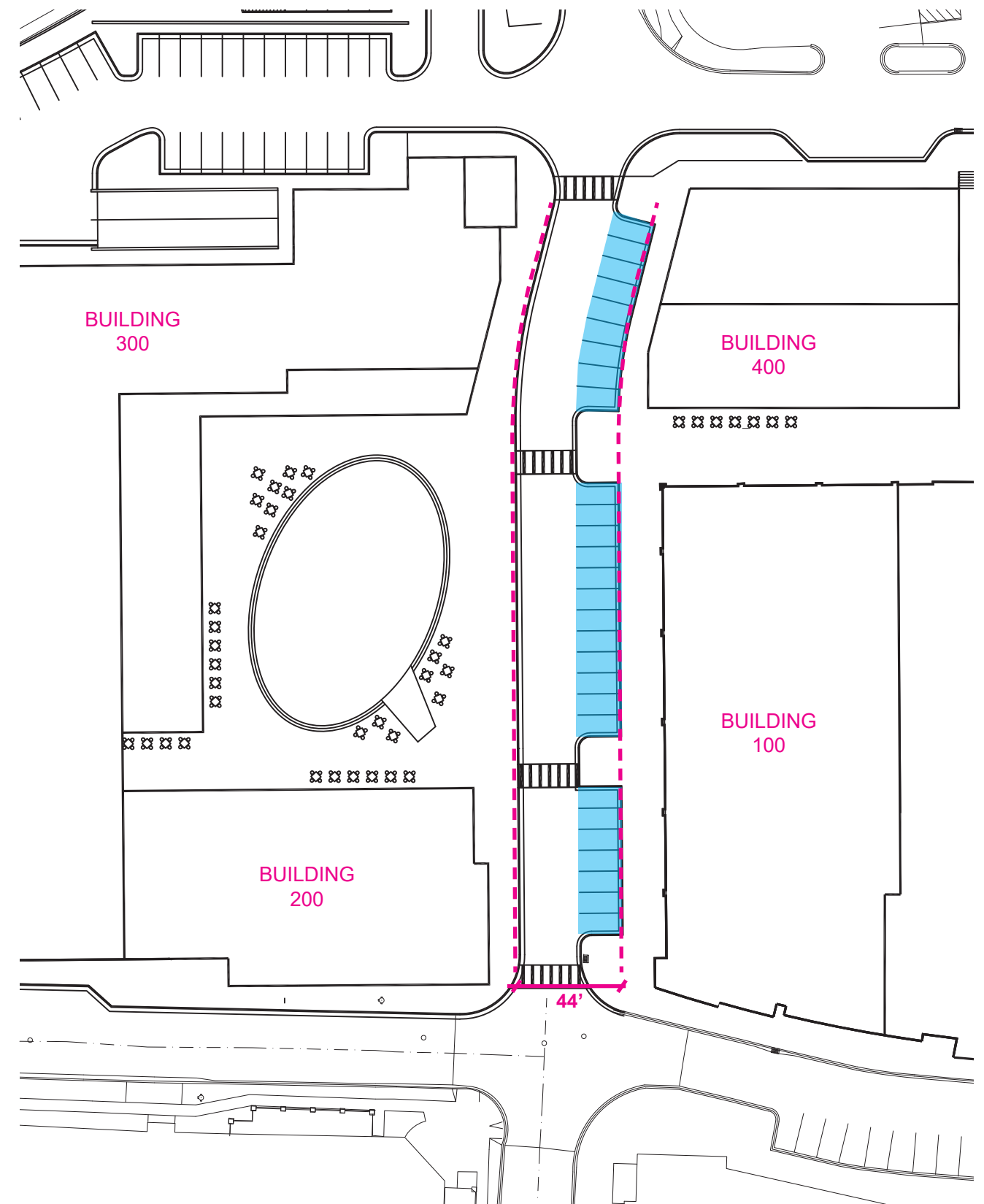


INTERNAL SITE CIRCULATION



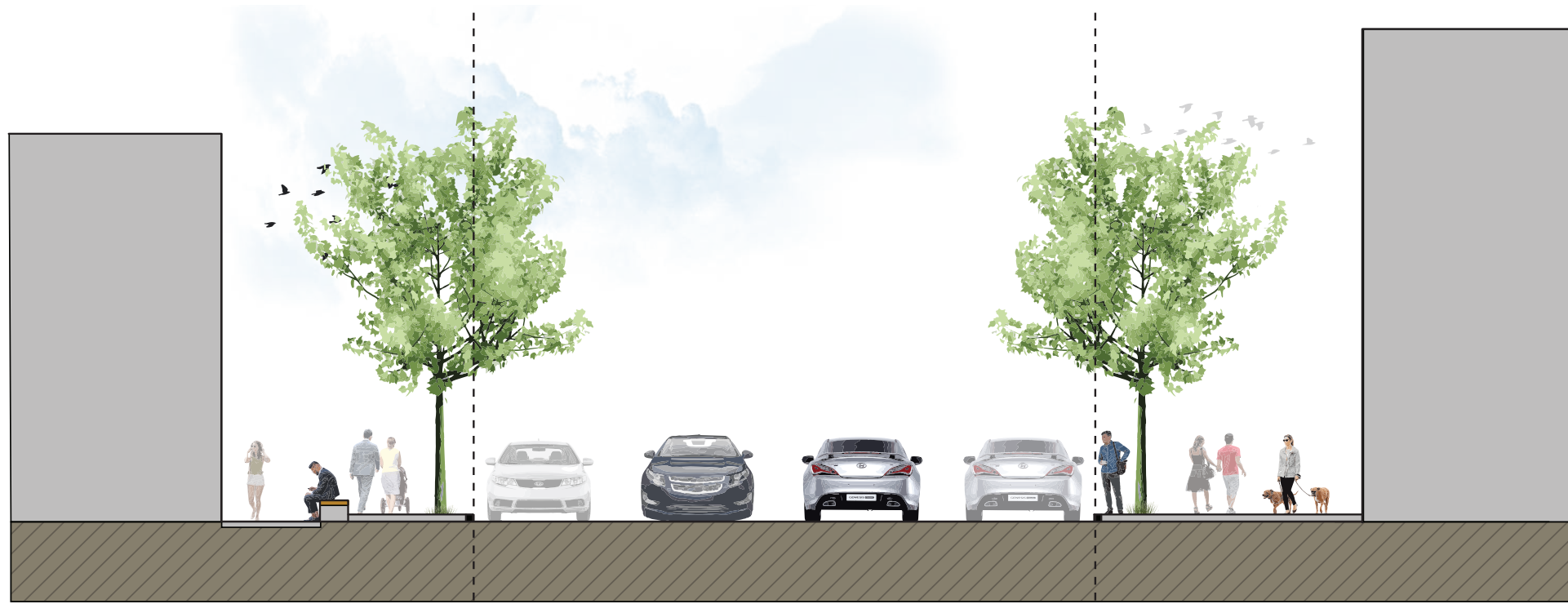


ALTERNATIVE 1



ALTERNATIVE 2

HEATHER CREST STREET ALTERNATIVES



PARALLEL PARKING



PERPENDICULAR PARKING

44'-0"

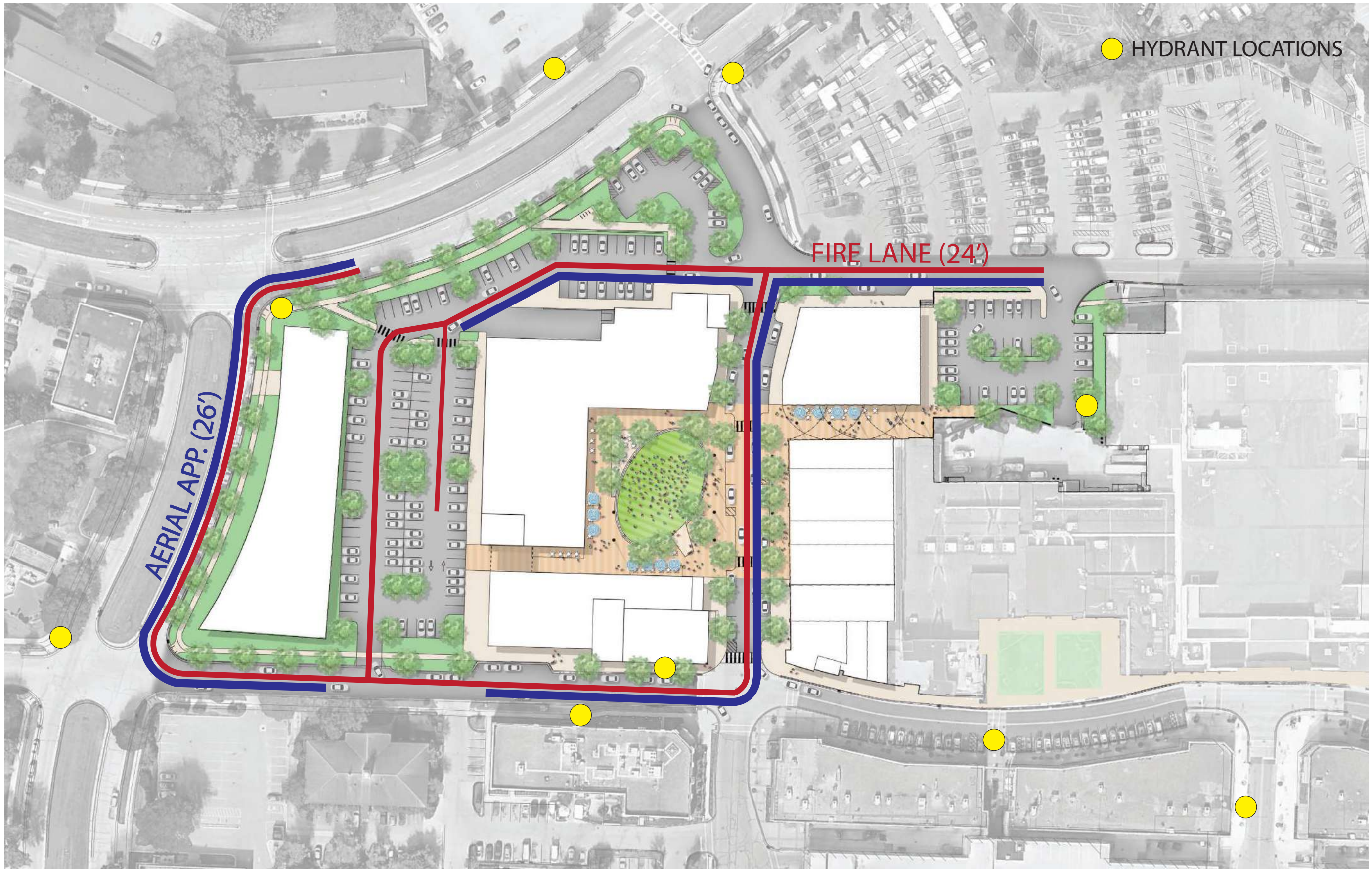
## HEATHER CREST CROSS SECTION ALTERNATIVES





SITE DIAGRAM FOR STREET FESTIVAL





FIRE LANE & AERIAL APPARATUS





## PRICE PLACE & HEATHER CREST - PHOTO OF EXISTING





## PRICE PLACE & HEATHER CREST - NORTHEAST PERSPECTIVE





## PLAZA - NORTH PERSPECTIVE





## PLAZA - NORTHWEST PERSPECTIVE





PLAZA - NORTHWEST PERSPECTIVE





## BUILDING 100 - SOUTHEAST PHOTO OF EXISTING





## BUILDING 100 - SOUTHEAST PERSPECTIVE





BUILDING 100 - SOUTHWEST PHOTO OF EXISTING





## BUILDING 100 - SOUTHWEST PERSPECTIVE





## PRICE PLACE - PHOTO OF EXISTING





## HOTEL AT PRICE PLACE - SOUTH PERSPECTIVE





## VERNON AND PRICE PLACE - PHOTO OF EXISTING





## APARTMENT AT VERNON & PRICE PLACE - NORTH PERSPECTIVE





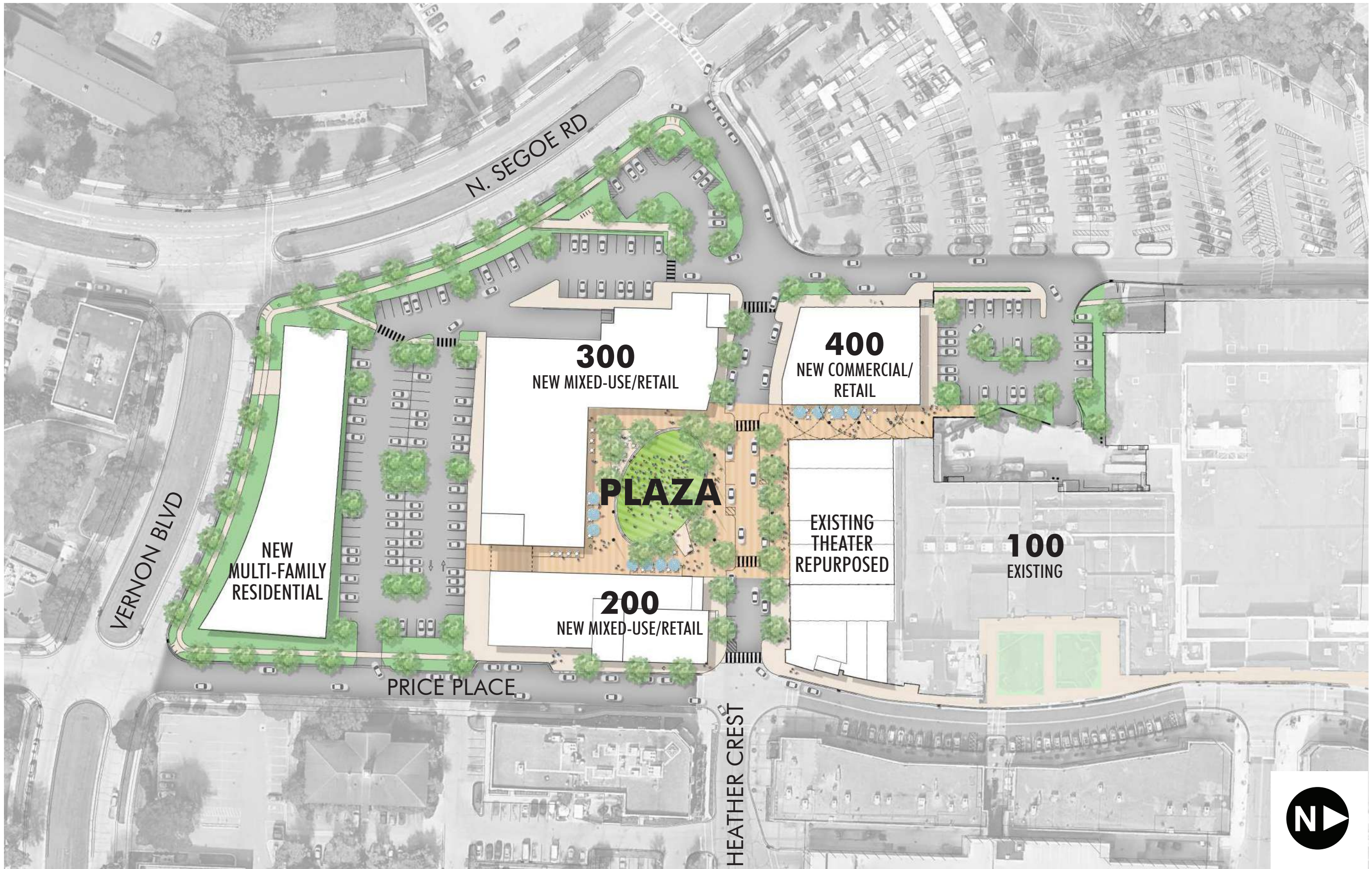
## VERNON AND SEGOE - PHOTO OF EXISTING





## APARTMENT AT VERNON AND SEGOE - EAST PERSPECTIVE





PROPOSED SITE PLAN