

JOSEPH FREED AND ASSOCIATES LLC

May 14, 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 in Connection with the Proposed Modifications to the Hotel Building and Hilldale Way Retail.

Dear Mr. Martin:

The following is being submitted for the May 21, 2008 UDC 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. We are requesting that the UDC grant final approval to the proposed modifications to the hotel building and Hilldale Way retail.

Previously, SIP and GDP amendments for Phase II were approved by the Common Council. Most recently, on March 4th, 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 18,500 sq. ft. retail space at the corner of Frey St. and Hilldale Way;
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 does 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.

On May 7, 2008 the Hotel and Hilldale Way retail modifications received unanimous initial approval from the UDC. In preparation for this UDC meeting, the project team incorporated additional architectural design elements into the design of the hotel and Hilldale Way retail in an effort to address comments from the May 7, 2008 UDC meeting.

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 hotel building and Hilldale Way retail.

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



eppstein uhen : architects



HILLDALE - HUMANA PHASE 2 - BUILDING N

VIEW AT HILLDALE WAY

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708120-01

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HILLDALE - HUMANA PHASE 2 - BUILDING N

VIEW AT FREY AND HILLDALE WAY



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HILLDALE - HUMANA PHASE 2 - BUILDING N

VIEW AT FREY STREET



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HILLDALE - HUMANA PHASE 2 - BUILDING N

VIEW FROM HILLDALE WAY



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HILLDALE - HUMANA PHASE 2 - BUILDING N

VIEW AT UPPER PLAZA 2



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HILLDALE - HUMANA PHASE 2 - BUILDING N

VIEW AT UPPER PLAZA 1



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HILLDALE - HUMANA PHASE 2 - BUILDING N

VIEW INTO HOTEL ENTRY



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HILLDALE - HUMANA PHASE 2 - BUILDING N

UNIVERSITY AVENUE LOOKING EAST



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HILLDALE - HUMANA PHASE 2 - BUILDING N

UNIVERSITY AVENUE VIEW 2



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HILLDALE - HUMANA PHASE 2 - BUILDING N

UNIVERSITY AVENUE VIEW 1



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CORRUGATED METAL PANEL

BRICK COLOR-1

ALUMINUM COPING

EIFS COLOR-1

EIFS COLOR-2

ALUMINUM
STOREFRONT

BRICK COLOR-2

BRICK COLOR-1

SMOOTH METAL PANEL

CORRUGATED METAL PANEL

ALUMINUM WINDOW SYSTEM

METAL COLUMN COVER

PAINTED METAL MESH

HILLDALE - HUMANA PHASE 2 - BUILDING N

SOUTH ELEVATION



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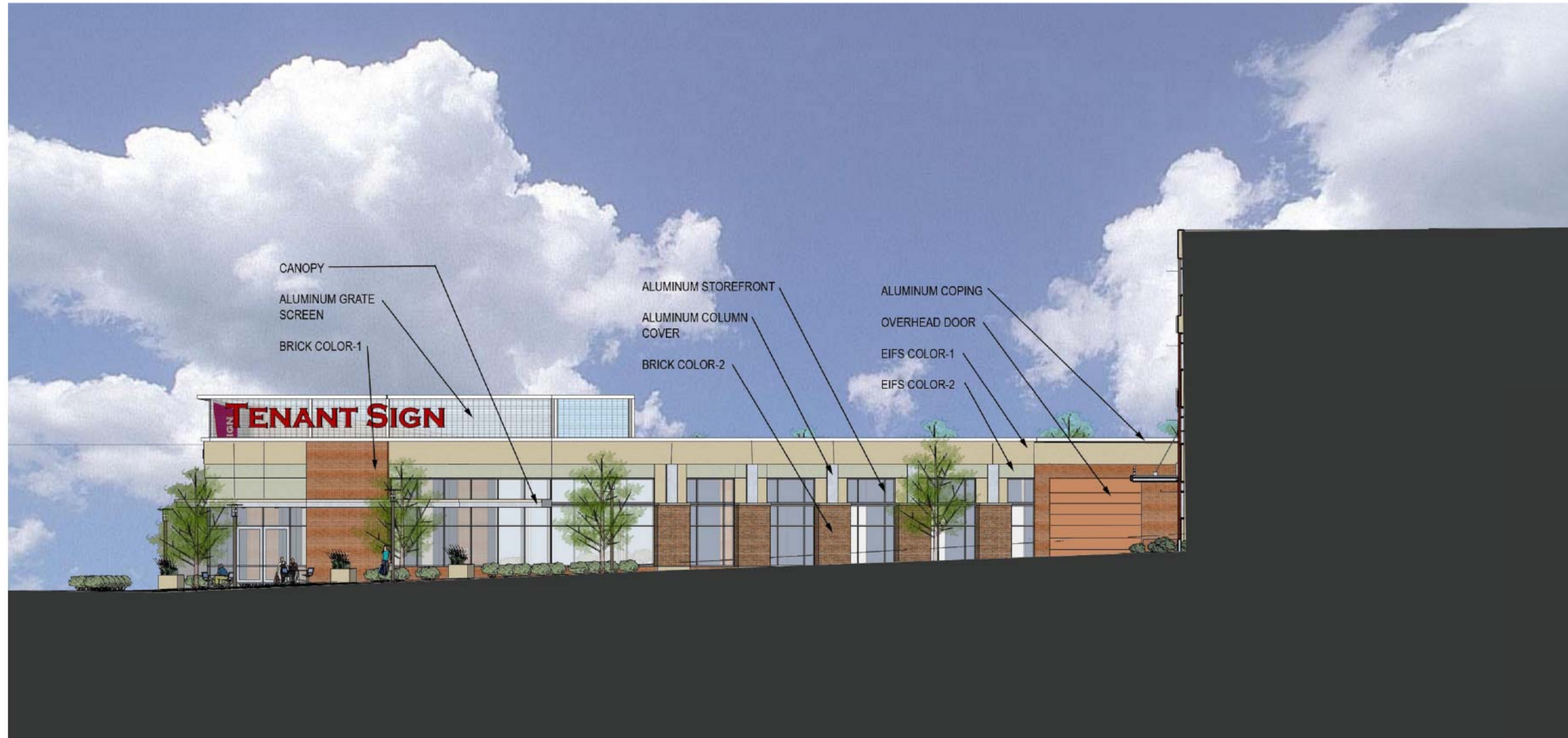
HILLDALE - HUMANA PHASE 2 - BUILDING N

SOUTH ELEVATION SECTION @ HOTEL



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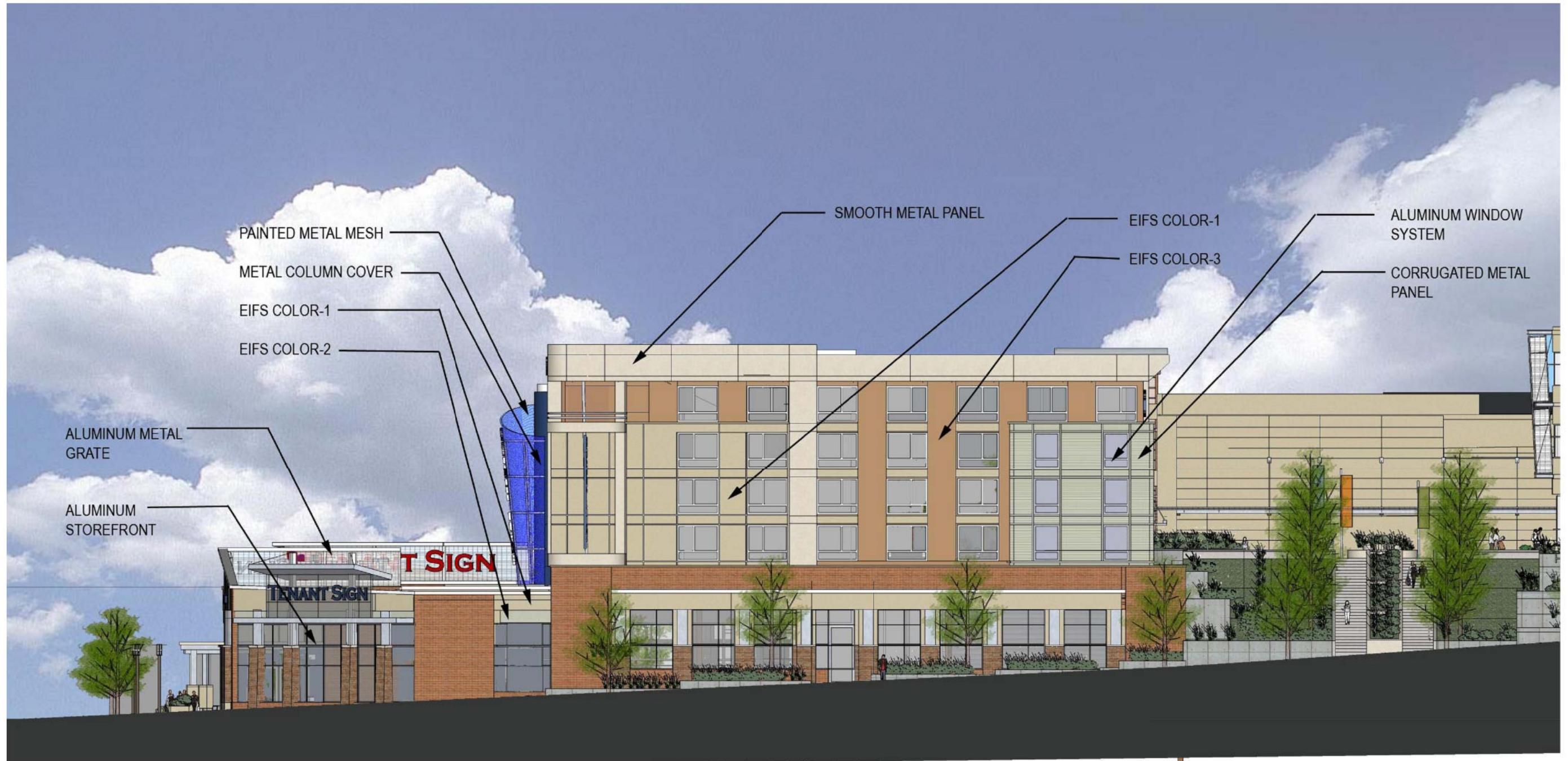
HILLDALE - HUMANA PHASE 2 - BUILDING N

NORTH ELEVATION SECTION @ RETAIL



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HILLDALE - HUMANA PHASE 2 - BUILDING N

NORTH ELEVATION



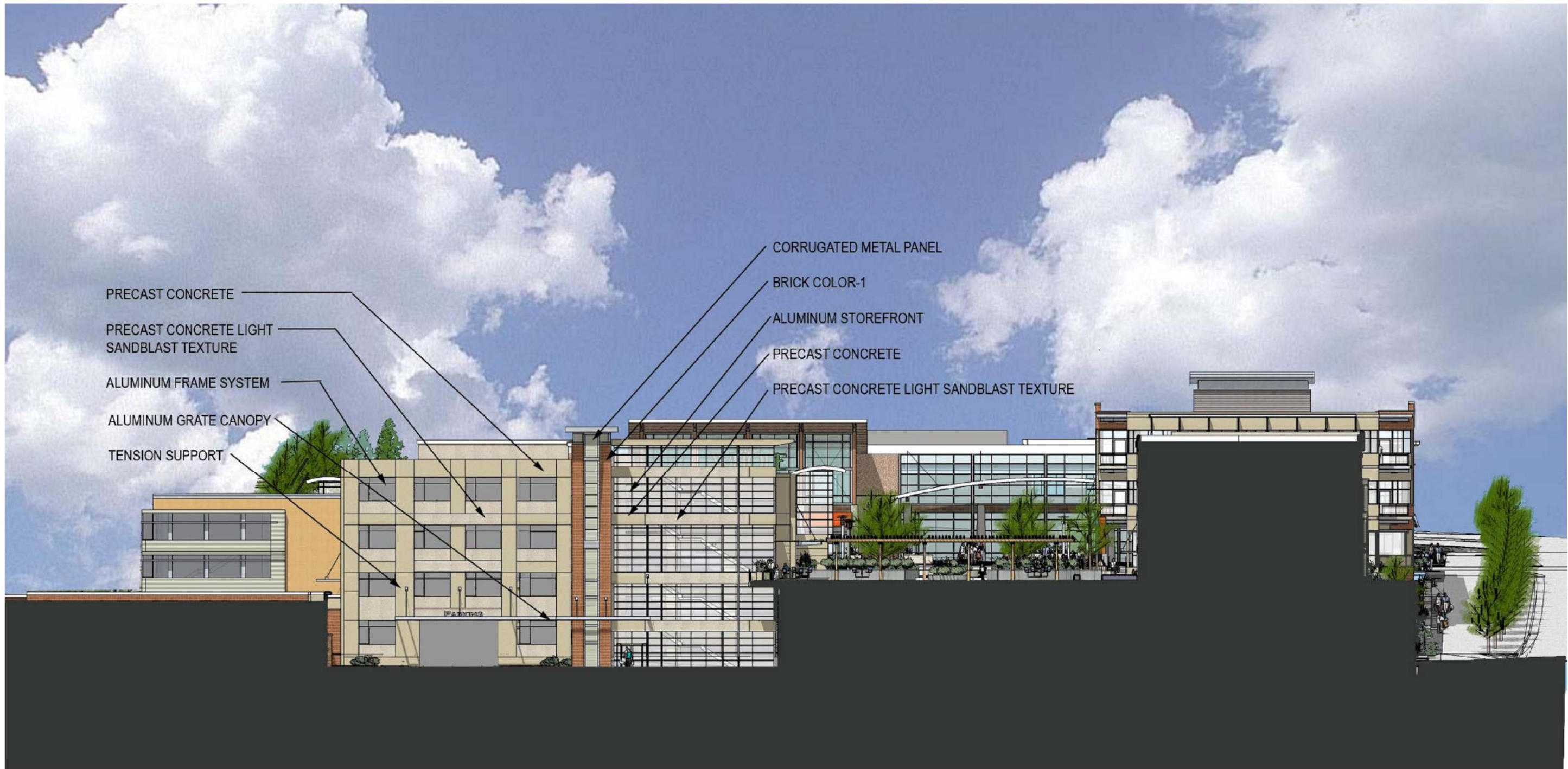
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PRECAST CONCRETE

PRECAST CONCRETE LIGHT
SANDBLAST TEXTURE

ALUMINUM FRAME SYSTEM

ALUMINUM GRATE CANOPY

TENSION SUPPORT

CORRUGATED METAL PANEL

BRICK COLOR-1

ALUMINUM STOREFRONT

PRECAST CONCRETE

PRECAST CONCRETE LIGHT SANDBLAST TEXTURE

HILLDALE - HUMANA PHASE 2 - BUILDING N

EAST ELEVATION SECTION



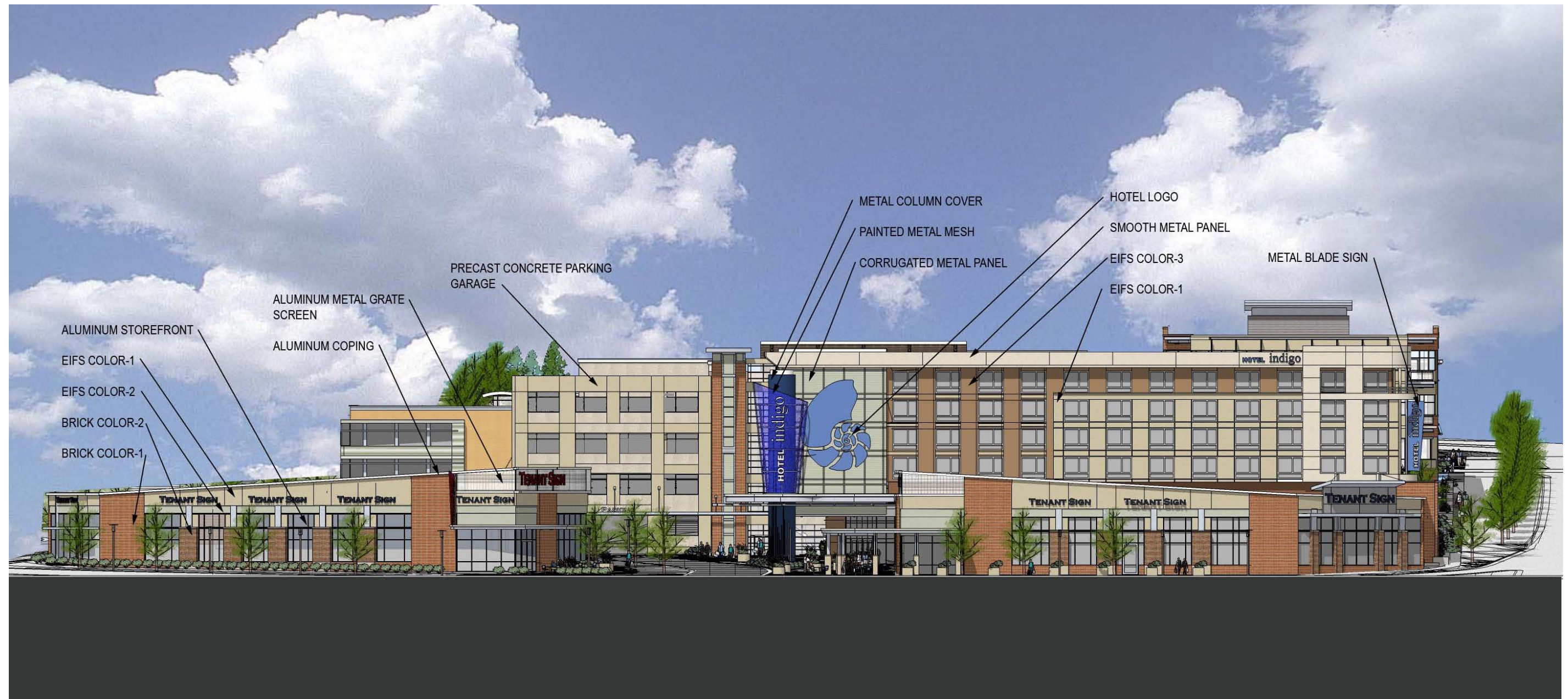
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HILLDALE - HUMANA PHASE 2 - BUILDING N

EAST ELEVATION



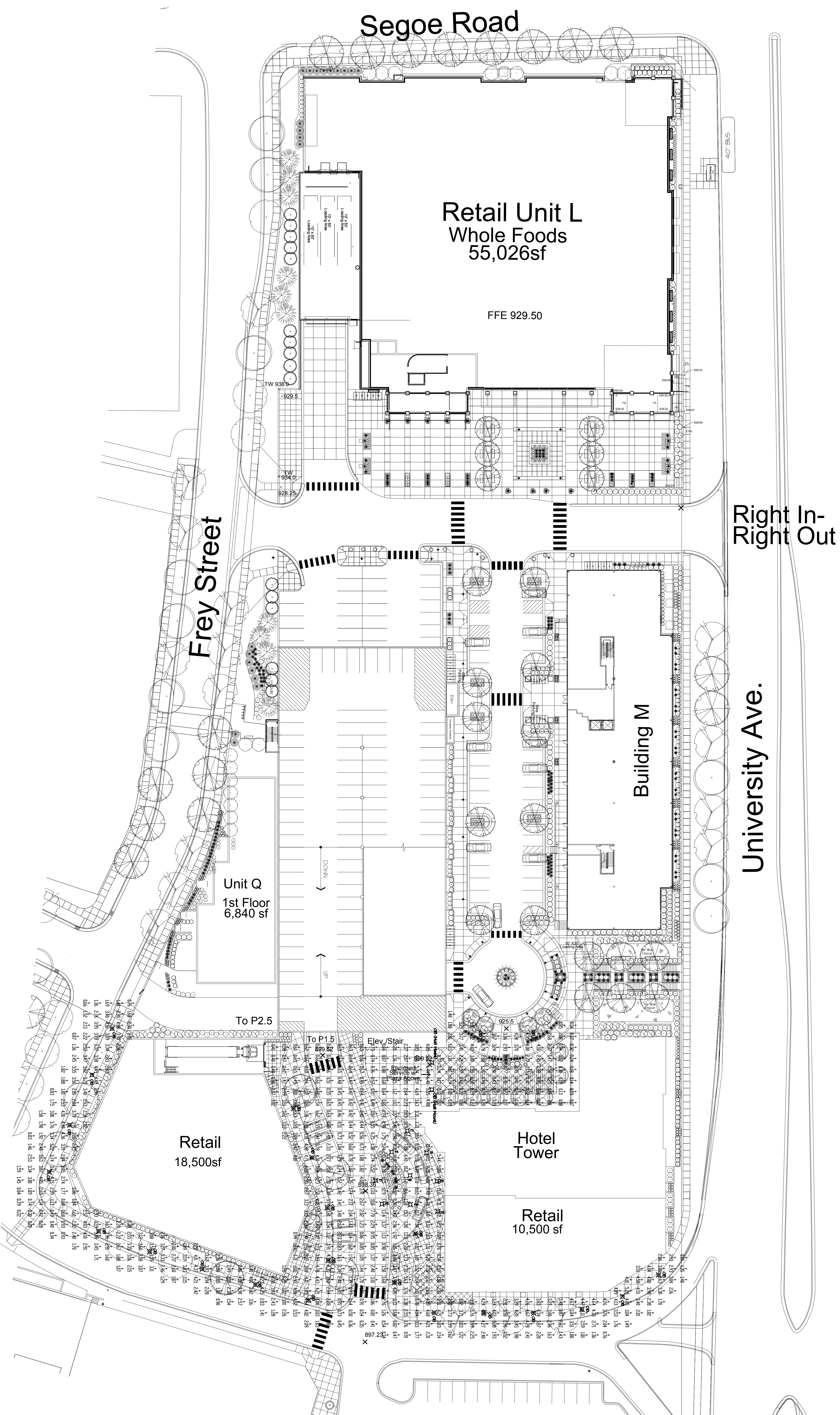
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Right In-Right Out

University Ave.

Segoe Road

Frey Street

Retail Unit L
Whole Foods
55,026sf

FFE 929.50

Building M

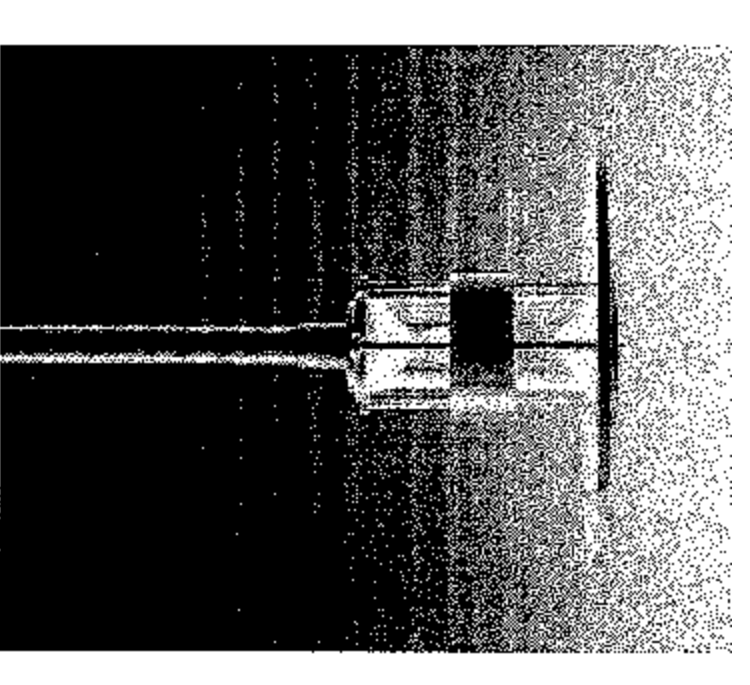
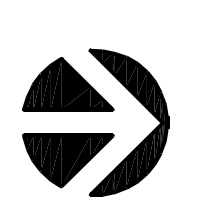
Unit Q
1st Floor
6,840 sf

Retail
18,500sf

Hotel Tower

Retail
10,500 sf

1 SITE PHOTOMETRICS
SCALE: 0' 10' 20' 30'



2 FIXTURE TYPE OB
SCALE: NONE



3 FIXTURE TYPE E
SCALE: NONE

FIXTURE SCHEDULE	TYPE	SYMBOL	DESCRIPTION	LAMP	LUMENS	LF
E	II	HBT WFSH	HBT WFSH	(0) 100W H4	8500	0.75
OB	II	LOUIS POLYSEN	LOUIS POLYSEN	(0) 75W H4	3500	0.75

CALCULATION SHEET	
PARKING LOT	AVE 2.77 ft
MAX	MIN
4.71 ft	0.44 ft
0.75	5.0
0.6	0.6

HILDALE SHOPPING CENTER

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

Sheet Title:
SITE PHOTOMETRICS

Revisions:	No.	Date:	Description:	By:

Project Number: 060297
Drawn By: DTM
Date Issued: 04/30/08
Reviewed By: AES

Sheet Number:
EL100

ARNOLD AND O'SHERIDAN INC.
CONSTRUCTION TECHNOLOGY
STRUCTURAL ■ CIVIL ■ HVAC ■ PLUMBING
ELECTRICAL ■ TECHNOLOGY
MADISON, WISCONSIN (608) 271-8500
BROOKFIELD, WISCONSIN (262) 781-4100
WWW.ARNOLDANDOSHERIDAN.COM

MLB700A

MATERIALS: Bench ends are made from solid cast aluminum. The seat employs 1.38" x 1.5" and 1.38" x 4.00" lpe 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

MLWR700

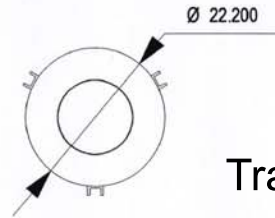
MATERIALS: The trash container frame is constructed using heavy duty steel and aluminum. A 32 gallon commercial grade plastic liner and metal lid are provided.

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

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"

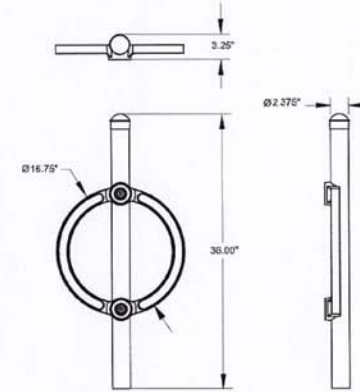
WEIGHT: 16lbs (7kg.)

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.



Bollard Bike Racks



Roof Inlet Restrictors for Rooftop Detention



Streetscape Pavers



Round Precast Planters



Bollard Lights

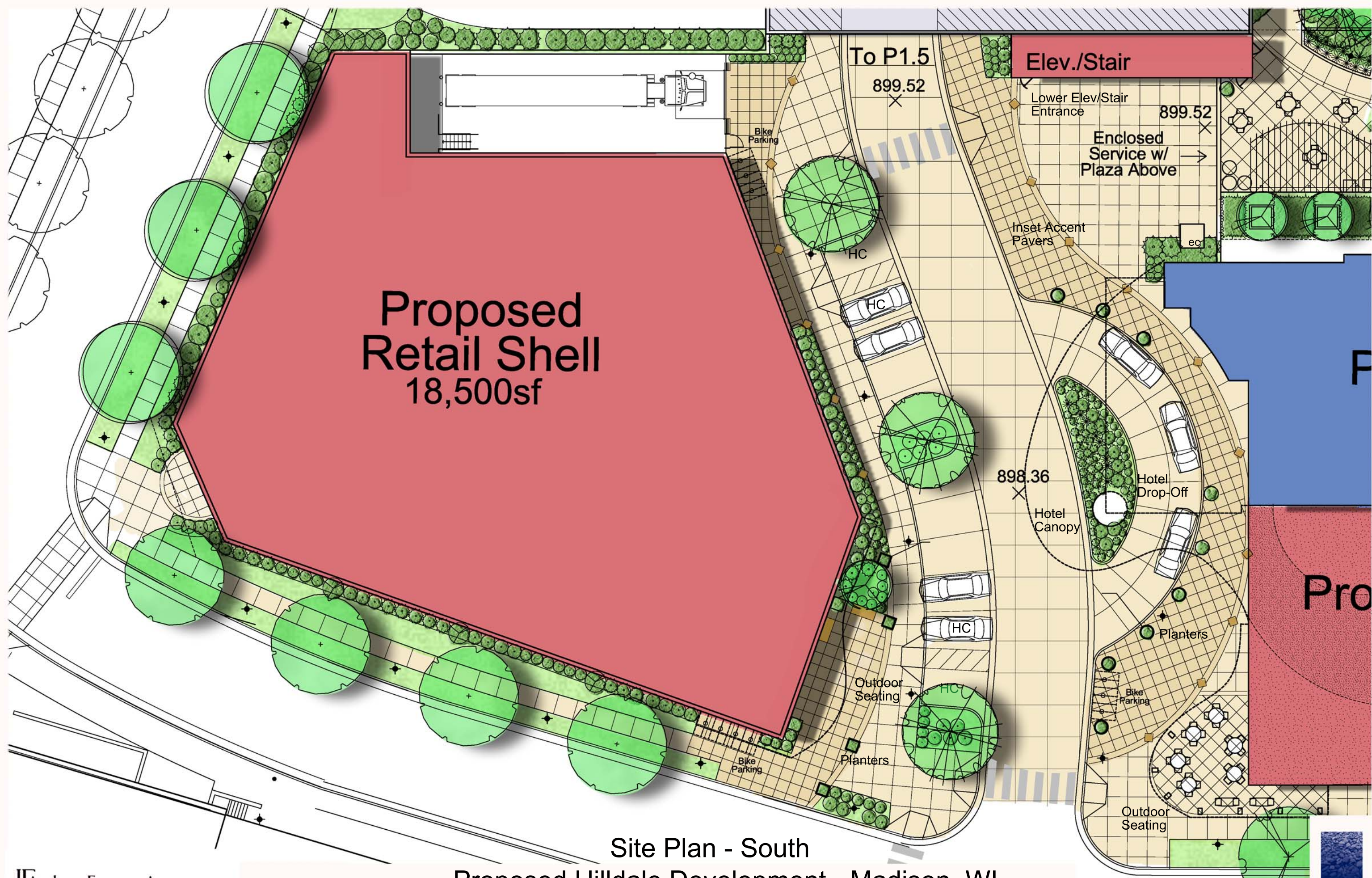


Light Pole Fixtures



Square Planters

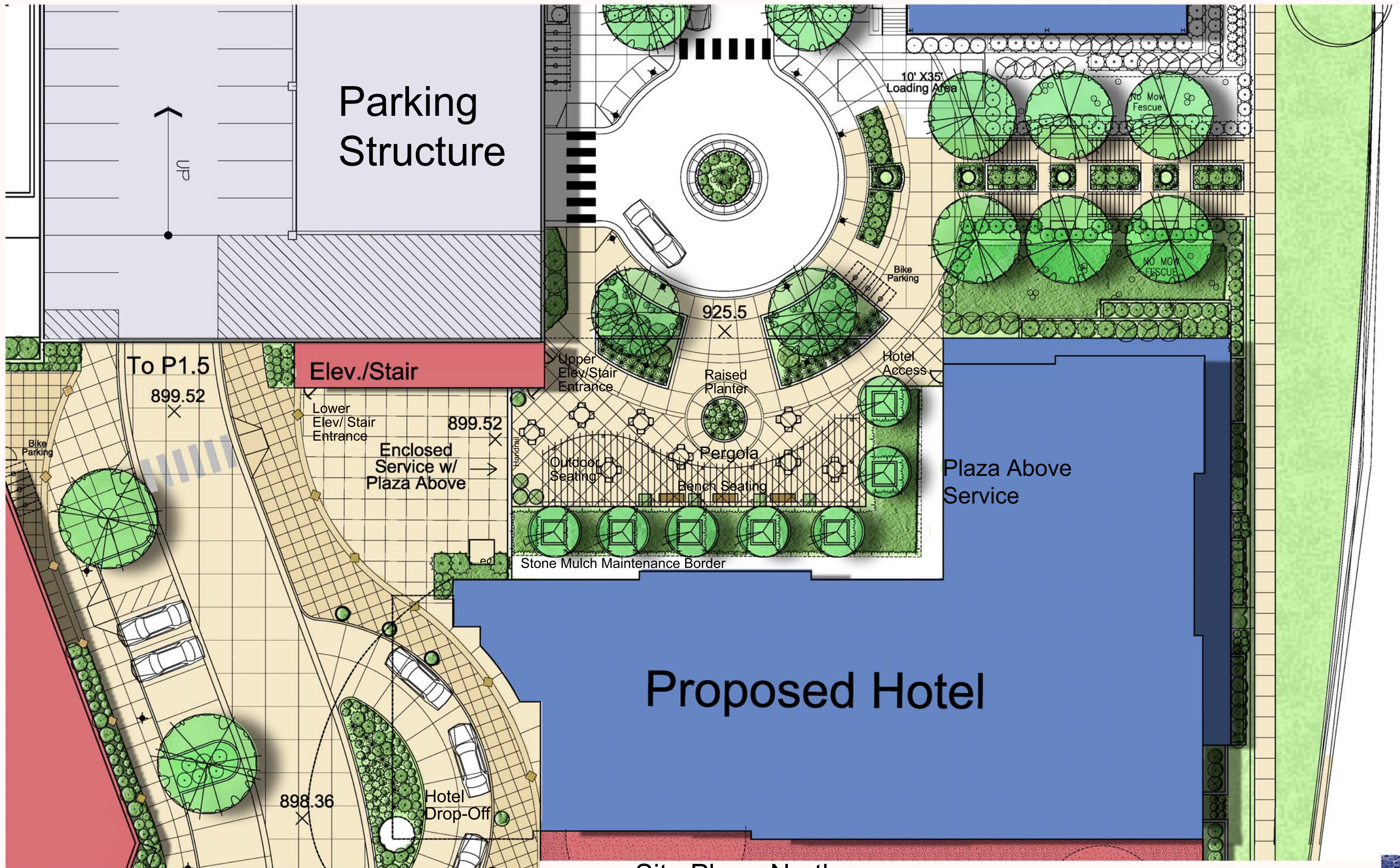
Site Amenities
Proposed Hilldale Development - Madison, WI



**Proposed
Retail Shell
18,500sf**

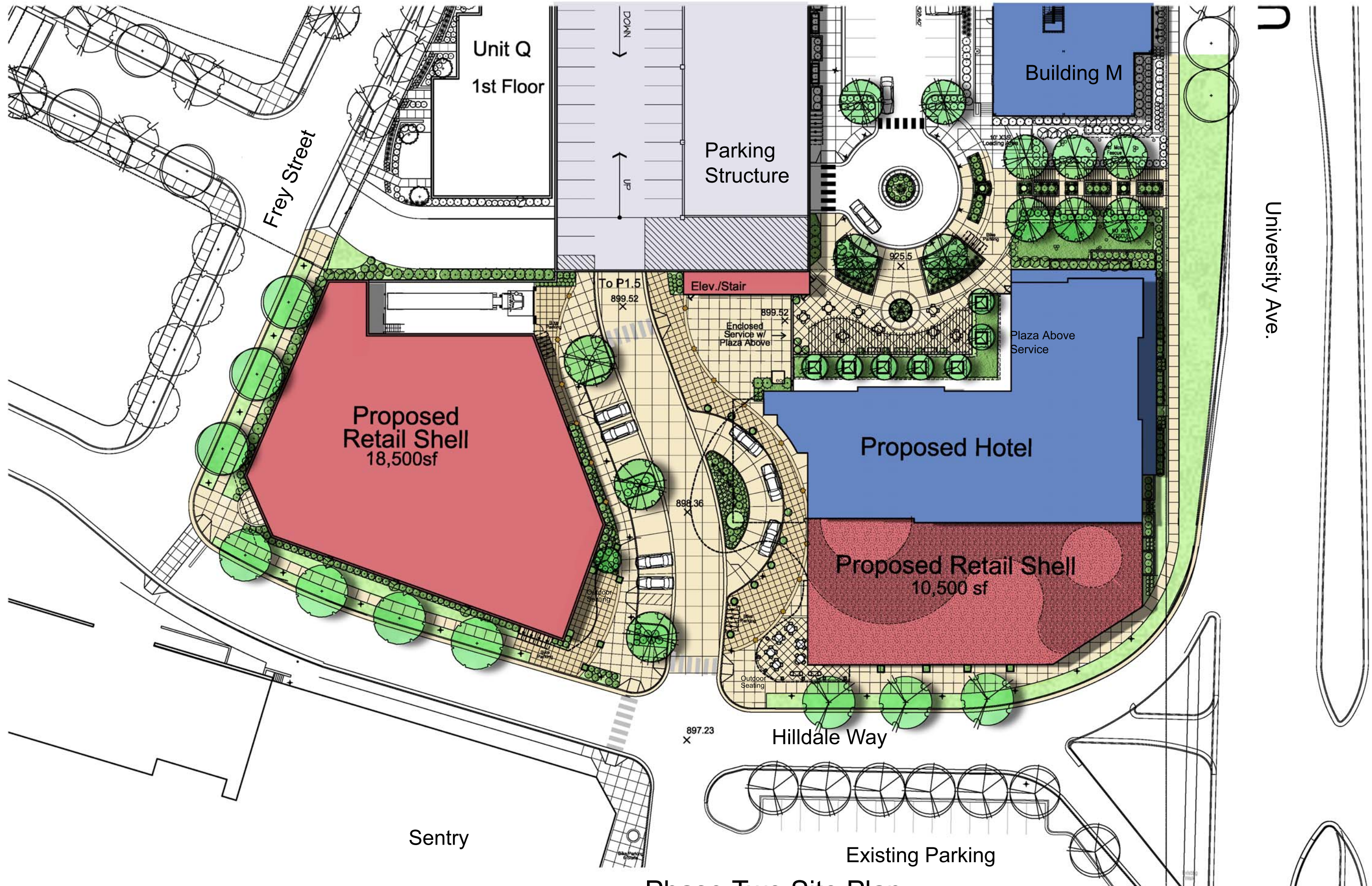
Site Plan - South

Proposed Hilldale Development - Madison, WI



Site Plan - North

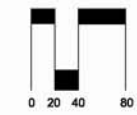
Proposed Hilldale Development - Madison, WI



Phase Two Site Plan
 Proposed Hilldale Development - Madison, WI

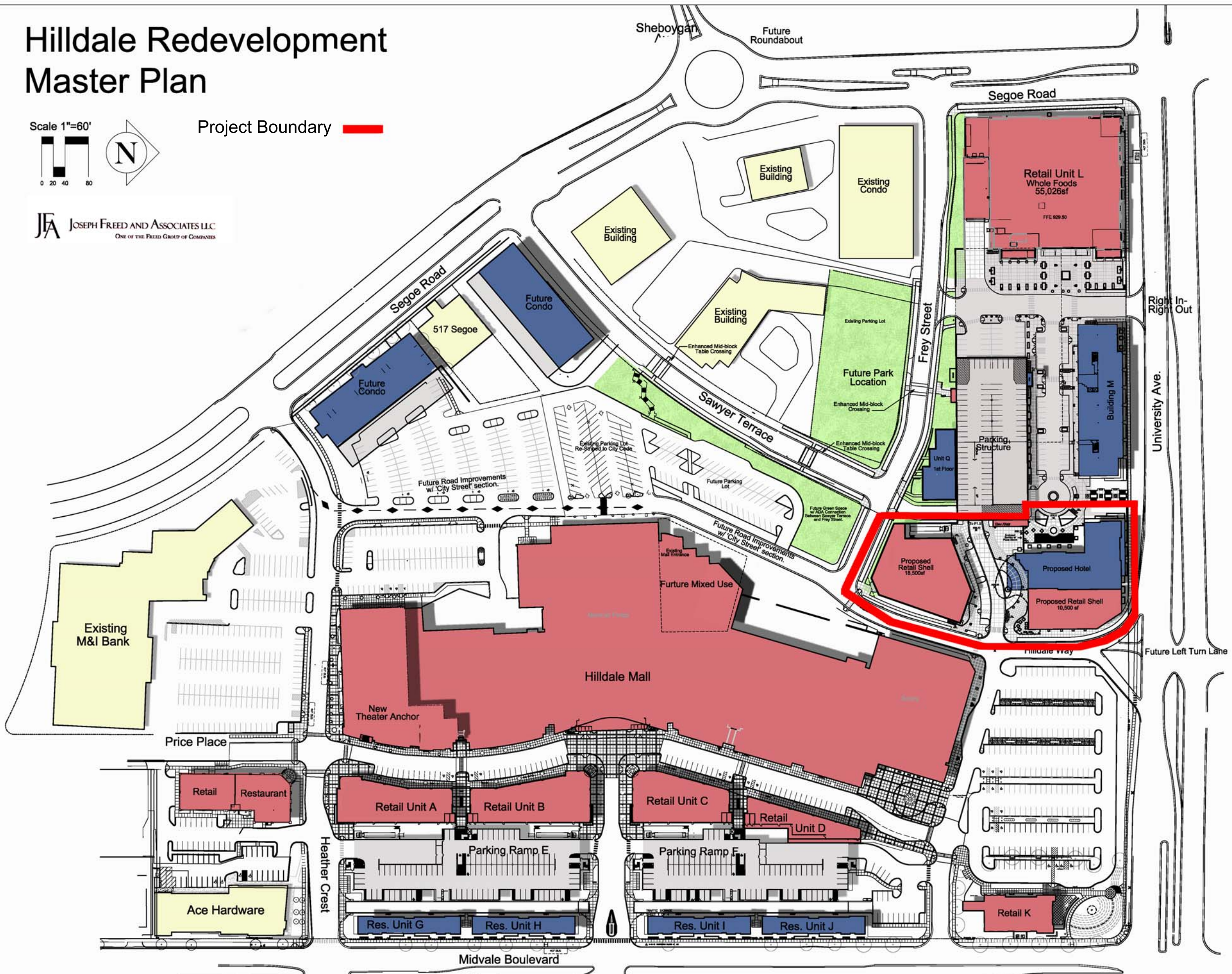
Hilldale Redevelopment Master Plan

Scale 1"=60'



Project Boundary █

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



KEN SAIKI
DESIGN INC
LANDSCAPE ARCHITECTS
303 S. PATESSON
SUITE ONE
MADISON, WI 53703
Phone: 608.251.3600
Fax: 608.251.2536
www.ksd-la.com

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

Sheet Title:
Master Plan
GDP Amendment

Revisions:	No.	Date	Description	By

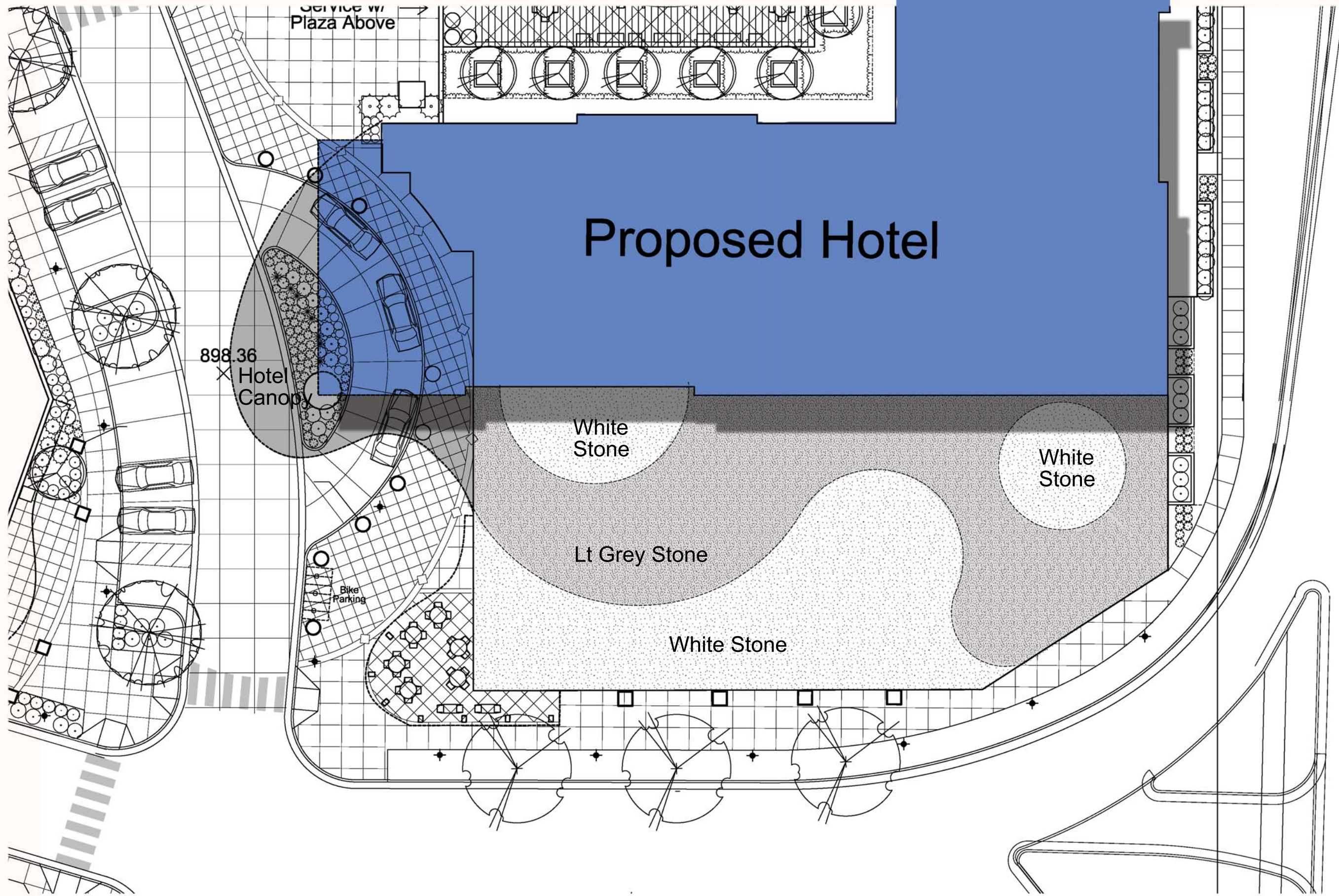
Project Number: Drawn By:
 MS
Date Issued: Reviewed By:
 KS

Sheet Number:
S/C 100



HILDALE

Hilldale Redevelopment - Phase Two
Presented by Joseph Freed and Associates
05-14-08



Roof Stone Pattern
 Proposed Hilldale Development - Madison, WI