

City of Madison

Proposed Rezoning

Location

702 North Midvale Boulevard

Applicant

Hilldale Land Company/Adam Fink - Joseph Freed & Associates

From: PUD(SIP)

To: Amdended PUD(GDP-SIP)

Existing Use

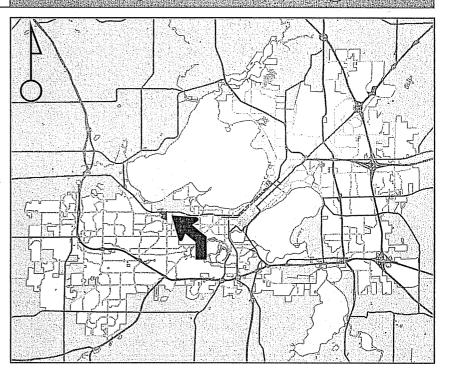
Mixed-Use, Retail and Residential Center

Proposed Use

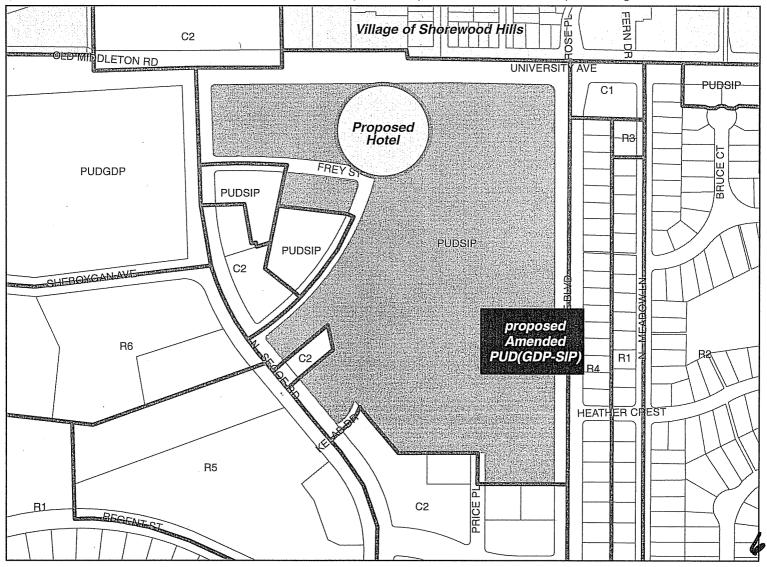
Construction of 140-Room Hotel in Place of Previously Approved 90-Unit Condominium Building

Public Hearing Date Plan Commission 17 December 2007

Common Council 08 January 2008

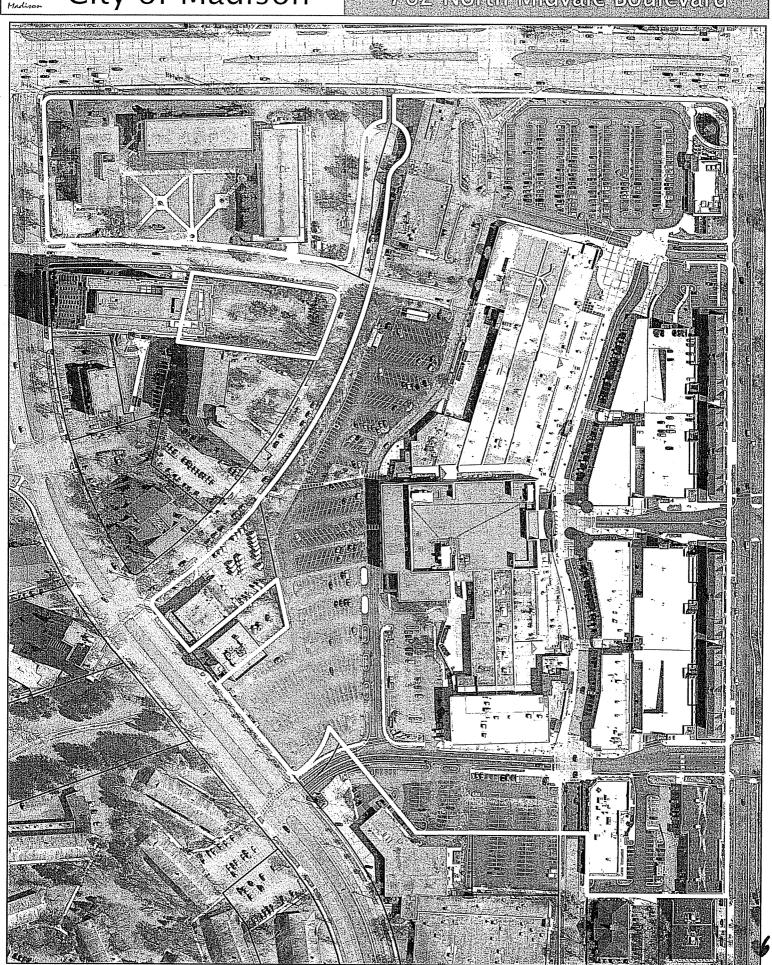


For Questions Contact: Tim Parks at: 261-9632 or tparks@cityofmadison.com or City Planning at 266-4635



Scale : 1'' = 400'

City of Madison, Planning Division: RPJ: Date: 04 December 2007



Date of Aerial Photography : April 2007

LAND USE APPLICATION	FOR OFFICE USE ONLY:
Madison Plan Commission	Amt. Paid Receipt No
215 Martin Luther King Jr. Blvd; Room LL-100	Date Received 10-17-07
PO Box 2985; Madison, Wisconsin 53701-2985 Phone: 608.266.4635 Facsimile: 608.267.8739	Received By Kor
	Parcel No. 0709 - 201 - 2101 - 2
 The following information is <u>required</u> for all applications for Plan Commission review. 	Aldermanic District 11, Tim Gruber GQ UDC, Exist Cond. Use, PUDSIP
 Please read all pages of the application completely and fill in all required fields. 	Zoning District PUDSLP For Complete Submittal
 This application form may also be completed online at www.cityofmadison.com/planning/plan.html 	Application Letter of Intent IDUP ////Legal Descript.
 All zoning application packages should be filed directly with the Zoning Administrator's desk. 	Plan Sets Zoning Text
 All applications will be reviewed against the applicable standards found in the City Ordinances to determine if the project can be approved. 	Alder Notification Waiver Ngbrhd. Assn Not. Waiver Date Sign Issued 10/17/07
1. Project Address: 702 N. Midvale Bl	Project Area in Acres: 37
Project Title (if any): Hilldale	
2. This is an application for: (check at least one)	
Zoning Map Amendment (check only ONE box below for i	rezoning and fill in the blanks accordingly)
Rezoning from PUD: GDP / SLP to (Amen (a))	Rezoning from to PUD/ PCD-SIP
Rezoning from to PUD/ PCD-GDP	Rezoning from PUD/PCD—GDP to PUD/PCD—SIP
Conditional Use Demolition Permit	Other Requests (Specify):
3. Applicant, Agent & Property Owner Information:	
Applicant's Name: Dennis Harder	company:)050PM Freed & Associates
	tate: Palatine TL zip: 60067
	2 Email: atial @ Head con
10 5.1	company:) 250ph Freed & Associates
	Company. 1050 1 1880 11550 W.C.
Street Address: 120 N. Smith Street City/S	
Telephone: (\$\frac{1}{2}\frac{15}{2}\frac{5344}{5}\frac{5245}{52}	82 Email: atin COSTILOV. Con
Property Owner (if not applicant):	
Street Address: City/S	state: Zip:
4. Project Information:	
Provide a general description of the project and all proposed u	ses of the site: The addition of a
	the Hilldale Redevelopment
	-
Development Schedule: Commencement Fcb 2008	Completion Sector by 7000

CONTINUE →

5.	Required Submittals:
	Site Plans submitted as follows below and depicts all lot lines; existing, altered, demolished or proposed buildings; parking areas and driveways; sidewalks; location of any new signs; existing and proposed utility locations; building elevations and floor plans; landscaping, and a development schedule describing pertinent project details:
	• Seven (7) copies of a full-sized plan set drawn to a scale of one inch equals 20 feet (collated and folded)
	• Seven (7) copies of the plan set reduced to fit onto 11 inch by 17 inch paper (collated, stapled and folded)
	• One (1) copy of the plan set reduced to fit onto 8 ½ inch by 11 inch paper
CHICAGO I	Letter of Intent: Twelve (12) copies describing this application in detail but not limited to, including: existing conditions and uses of the property; development schedule for the project; names of persons involved (contractor, architect, landscaper, business manager, etc.); types of businesses; number of employees; hours of operation; square footage or acreage of the site; number of dwelling units; sale or rental price range for dwelling units; gross square footage of building(s); number of parking stalls, etc.
	Legal Description of Property: Lot(s) of record or metes and bounds description prepared by a land surveyor.
	Filing Fee: \$ See the fee schedule on the application cover page. Make checks payable to: City Treasurer.
IN	ADDITION, THE FOLLOWING ITEMS MAY ALSO BE REQUIRED WITH YOUR APPLICATION; SEE BELOW:
	For any applications proposing demolition of existing (principal) buildings, photos of the structure(s) to be demolished shall be submitted with your application. Be advised that a <i>Reuse and Recycling Plan</i> approved by the City's Recycling Coordinator is required to be approved by the City prior to issuance of wrecking permits.
11111	A project proposing ten (10) or more dwelling units may be required to comply with the City's Inclusionary Zoning requirements outlined in Section 28.04 (25) of the Zoning Ordinance. A separate INCLUSIONARY DWELLING UNIT PLAN application detailing the project's conformance with these ordinance requirements shall be submitted concurrently with this application form. Note that some IDUP materials will coincide with the above submittal materials.
	A Zoning Text must accompany <u>all</u> Planned Community or Planned Unit Development (PCD/PUD) submittals.
ap Ac <u>pc</u>	R ALL APPLICATIONS: All applicants are required to submit copies of all items submitted in hard copy with their colication (including this application form, the letter of intent, complete plan sets and elevations, etc.) as INDIVIDUAL Adobe robat PDF files compiled either on a non-returnable CD to be included with their application materials, or in an e-mail sent to applications@cityofmadison.com. The e-mail shall include the name of the project and applicant. Applicants who are unable provide the materials electronically should contact the Planning Unit at (608) 266-4635 for assistance.
6.	Applicant Declarations:
1	Conformance with adopted City plans: Applications shall be in accordance with all adopted City of Madison plans:
L	→ The site is located within the limits of Hulldale PUD Plan, which recommends:
• •	Mixed Use for this property.
	Pre-application Notification: Section 28.12 of the Zoning Ordinance requires that the applicant notify the district alder and any nearby neighborhood or business associations by mail no later than 30 days prior to filing this request:
,	> List below the Alderperson, Neighborhood Association(s), Business Association(s) AND dates you sent the notices: Type Coruber Ceptenser With Michael Lawfor (Hillfarms) Septenser (41), If the alder has granted a waiver to this requirement, please attach any such correspondence to this form.
	Pre-application Meeting with staff: <u>Prior</u> to preparation of this application, the applicant is required to discuss the proposed development and review process with Zoning Counter and Planning Unit staff; note staff persons and date.
	Planner Tym Parte Date Sop 14, 2007 Zoning Staff Date
Th	e signer attests that this form has been completed accurately and all required materials have been submitted:
Pr	nted Name Hour Finic Date 10-17-07
Sig	gnature Man + A Relation to Property Owner Fundage
Au	thorizing Signature of Property Owner Date Date 10-1)-07

JOSEPH FREED AND ASSOCIATES LLC

October 17, 2007

Mr. Bradley J. Murphy Department of Planning & Development City of Madison 215 Martin Luther King, Jr. Blvd. Madison, WI. 53703

RE: Planning Commission Meeting in Connection with the Proposed 140 Room Hotel Indigo.

Dear Mr. Murphy:

The following is being submitted for the Hilldale Hotel Planning Commission Meeting being held in connection with Specific Implementation Plan Number Three ("SIP #3") and the Hilldale General Development Plan ("GDP"). The proposed 140 room hotel will be located at the confluence of University Avenue and Mall Drive 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 earlier this year. 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. Further, the hotel use was approved as part of the Hilldale GDP amendment.

Following the Common Council approval of Phase II in January, we presented the hotel to the Urban Design Commission ("UDC") as well as Hill Farms and Sunset Village neighborhoods. The hotel plans formerly called for the hotel to be located on the west end of the property adjacent to Macy's, the Hilldale Food Court and the loading dock.

After further review of the hotel design as well as the overall Hilldale master plan, we are proposing to reposition the hotel within Phase II. The enclosed plans call for the hotel to be located in place of the ninety unit condominium building. This package includes the following material:

- 1. Project Description;
- 2. Updated Zoning Text for GDP and SIP; and
- 3. Land Use Application.

Project Description – Specific Implementation Plan

The Developer, Joseph Freed and Associates LLC, as agent for the owner is proposing to amend the GDP and SIP to provide for the following land use:

- 1. Approximately 140 rooms, six story hotel;
- 2. Drop-off and check-in facility located on Mall Drive;
- 3. Direct access from the second level of the parking deck;

- 4. Mall Drive will be heavily accentuated with hard-scape pavement and sidewalks;
- 5. Refreshed landscape design for the plaza level that incorporates additional landscape elements, outdoor seating and gathering space;
- 6. Additional vertical transportation from the plaza level to mall drive;
- 7. Vehicular, pedestrian and bicycle safety improvements. The improvements will include, but not be limited to, the following:
 - a. Multiple pedestrian crossing;
 - b. Enhanced pedestrian connectivity throughout Phase II;
 - c. Additional bicycle racks.

Discussion and Input:

The Developer has met with Alderman, City Staff, Community Organizations and the UDC over the least three months to discuss various aspects of this proposal. Meetings have been held with, among others:

- Alder Gruber;
- Staff from Planning, Traffic Engineering, Fire and Safety; and
- Hill Farms and Sunset Village Neighborhood Associations.

As always – please feel free to contact us if you have any questions or comments.

Sincerely,

Adam Fink

Development Manager

Odam Fink

Joseph Freed and Associates LLC

HILLDALE CENTER 702 N. MIDVALE BLVD. PUD: GDP-SIP ZONING TEXT

Legal Description: The lands subjected to this Planned Unit Development - Specific Implementation Plan are and shall include those described in Exhibit A, attached hereto.

- A. Statement of Purpose: This zoning district is established to allow for the rehabilitation and construction of;
 - Commercial structures including office and hotel/leisure use;
 - Residential structures of which 15% will be Inclusionary Zoning units;
 - Parking and circulation facilities;
 - Utility infrastructure;
 - Site improvements.

B. Permitted Uses:

- Commercial uses as permitted in the C2 District and as shown on the approved plans.
- o Multi-family residential uses as permitted in the R4 District and as shown on the approved plans.
- O Accessory uses related to the permitted uses as denoted above, including outdoor eating areas for restaurants as shown on approved specific implementation plans.
- o Public and quasi-public uses, including, for example but not limited to, post office facilities and governmental facilities.
- C. Lot Area: The extent of the entire PUD site area that is included in this Phase II SIP and as shown on approved plans.
- D. Floor Area Ratio/Building Heights: Building heights and floor area ratio shall be as shown on approved plans.
- E. Yard Requirements: Yard areas and usable open space where applicable will be provided as shown on approved plans.
- F. Landscaping: Site landscaping will be provided as shown on the approved plans.
- G. Accessory Off-Street Parking & Loading: Accessory Off-Street Parking & Loading will be provided as shown on the approved plans.
- H. Lighting: Site lighting will be provided as shown on the approved plans.
- I. Signage: Signage will be provided per Chapter 31 of the Madison General Ordinance, as compared to the C2 district, and as approved by Urban Design Commission and Zoning staff.

- J. Family Definition: The family definition of this PUD-SIP shall coincide with the definition given in Chapter 28.03 (2) of the Madison General Ordinance for the R1 zoning district.
- K. Alterations and Revisions: Alterations and 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 Community & Economic Development and the alderperson of the district and are compatible with the concept approved by the City Plan Commission.
- L. The maximum floor-to-area ratio and dwelling unit densities that could potentially be allowed by the standards included in the General Development Plan may or may not be ultimately achieved upon full build-out of the site. The additional dwelling units proposed and additional square footage of development proposed beyond the Phase II SIP shall require review and approval of a Specific Implementation Plan for each phase of additional development. Each phase shall be reviewed against the standards included in the Planned Unit Development section of the Zoning Ordinance to determine if the additional development can be accommodated on the site in a manner which does not have a substantial negative impact on the uses, values and enjoyment of other properties within the neighborhood for uses already permitted.
- M. No exterior construction work to take place on Sundays. Construction may begin as early as 6:00 AM with alder notification, for quiet activities such as pouring concrete.

Hilldale Hotel

Hilldale - SIP Changes: Parking and Floor Area

	Hilldale Gross Sq	uare Footage		
	Existing SF	Added SF	Removed SF	<u>Net SF Δ</u>
Core	329,462	-		
Firestone	-	_		
Bank	-			
Theater	11,054	-		_
Banquet Hall	28,506	-		
Post Office	9,386	-	_	
Humana	97,430	-	_	
Restaurants (N)	10,000	-	-	
Retail	51,190	-	-	***
Restaurants (S)	10,000	-		-
Residential - Midvale	42,000	MA.	_	
New Commercial (1)	143,700	-		**
New Hotel		100,766	***	100,766
New Residential	275,000	-	(120,146)	(120,146)
Total	1,007,728	100,766	(120,146)	(19,380)

	Park	ing		
	Existing Stalls	Added Stalls	Removed Stalls	<u>Net Stall</u> Δ
Surface Retail	1,104	-	_	•
Surface Residential	24	-	-	-
Structure	649	-	-	••
Garage - Residential	28	-	-	-
Humana	320	-	-	-
New Structured Commercial (2)	826	-	63	63
New Structured Residential	269	**	(108)	(108)
Total	3,220	-	(45)	(45)

⁽¹⁾ Total does not reflect future phase commercial, residential or active green space

⁽²⁾ No more than 1,050 parking stalls located in Phase II parking structure

⁽³⁾ The passive recreation park with rain garden to be included in Phase II not included above

ALE SHOPPING CENTER

702 N. MIDVALE BOULEVARD MADISÓN, WI

PUD-GDP-SIP AMENDMENT #3

LOCATION



HILDALE LAND COMPANY, LLG
CO JFA, MANAGEMENT ILLG AND
ILLINOIS LIMITED LMBILITY CO. OF
PALATINE ILLINOIS.
220 N. SMITH ST. PALATINE IL 60067
PHONE 847.215.5430

CIVIL ENGINEER

SHEET INDEX

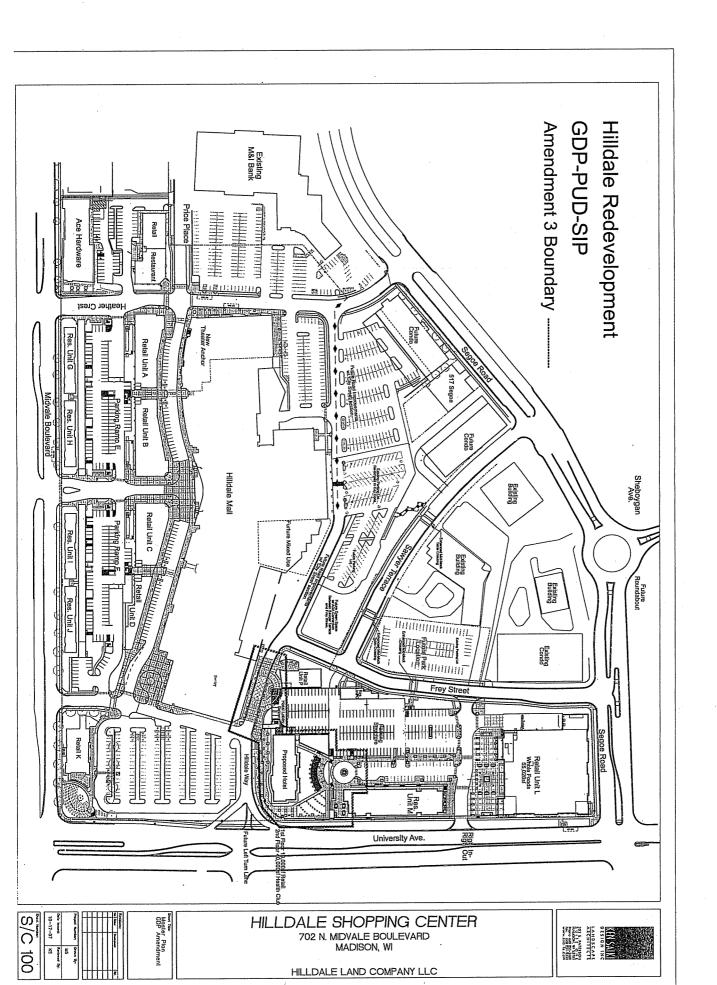
heet No.	Sheet No. Sheet Title	Sheet No.	Sheet No. Sheet Title
SC 100	SC 100 GDP AMENDMENT-MASTERPLAN	EL 100	EL100 SITE PHOTOMETRICS
SC200	SIP SITE PLAN- AMENDMENT 3 BOUNDARY	三旦101	RAMP PHOTOMETRICS
SC202	SITE LAYOUT PLAN EAST		
SC300	SITE DETAILS	R101	PARKING LEVEL 1
SC301	SITE DETAILS	R102	PARKING LEVEL 2
SC303	BIKE PARKING REQUIREMENTS	R103	PARKING LEVEL 3
SC304	LOADING AREA DIAGRAM	R104	PARKING LEVEL 4
		R105	PARKING LEVEL 5
EX400	OVERALL PAVEMENT MARKING	R200	PARKING STRUCTURE DRAINAGE PLAN
SC400	STREET AND UTILITY DETAILS	R900	SIGN SCHEDULE AND DETAILS.
SC401	STREET AND UTILITY DETAILS	 	・ 10 mm - 10
SC402	SITE GRADING	*P100R	P100R PLUMBING DETAILS
SC403	EROSION CONTROL	*P200N	PLUMBING UNDERFLOOR PARKING PLAN-EAST
SC404	PAVEMENT MARKING AND SIGNAGE		
SC405	UTLTIES	A101	HOTEL GROUND AND SECOND FLOOR PLANS
SC406	HILLDALE WAY PLAN AND PROFILE	A102	HOTEL TERRACE LEVEL -THIRD FLOOR PLAN
SC500	FIRE ACCESS	. A103	TYPICAL HOTEL FLOOR PLANS
SC501	TRUCK ACCESS		The second secon
		. A201	HOTEL EXTERIOR ELEVATIONS
SL101	PLANTING PLAN EAST	A202	HOTEL EXTERIOR ELEVATIONS

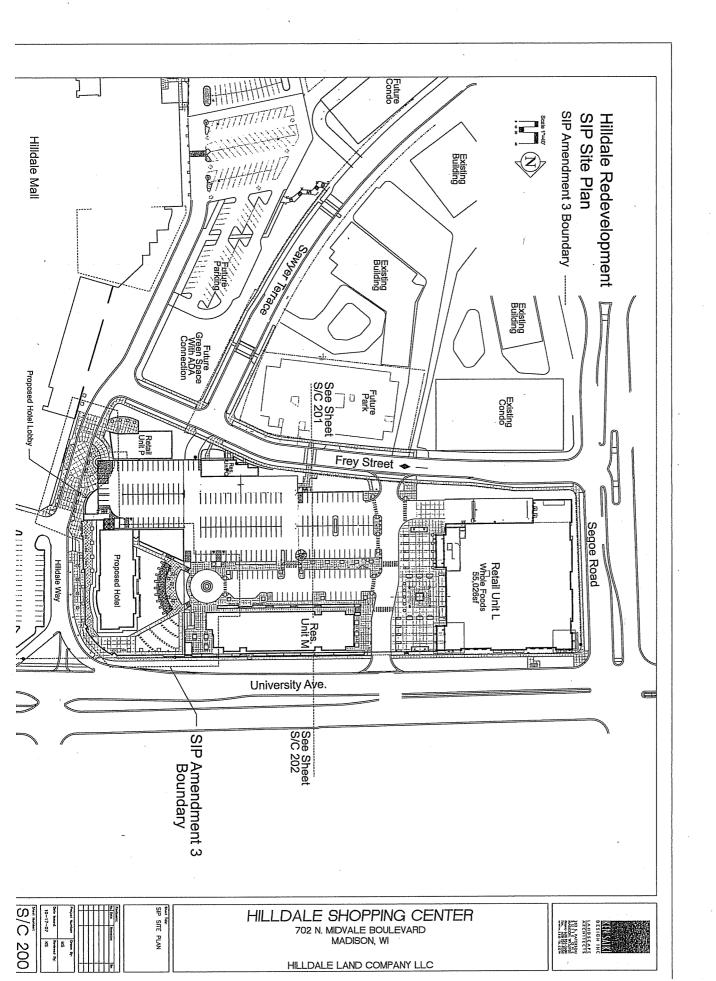
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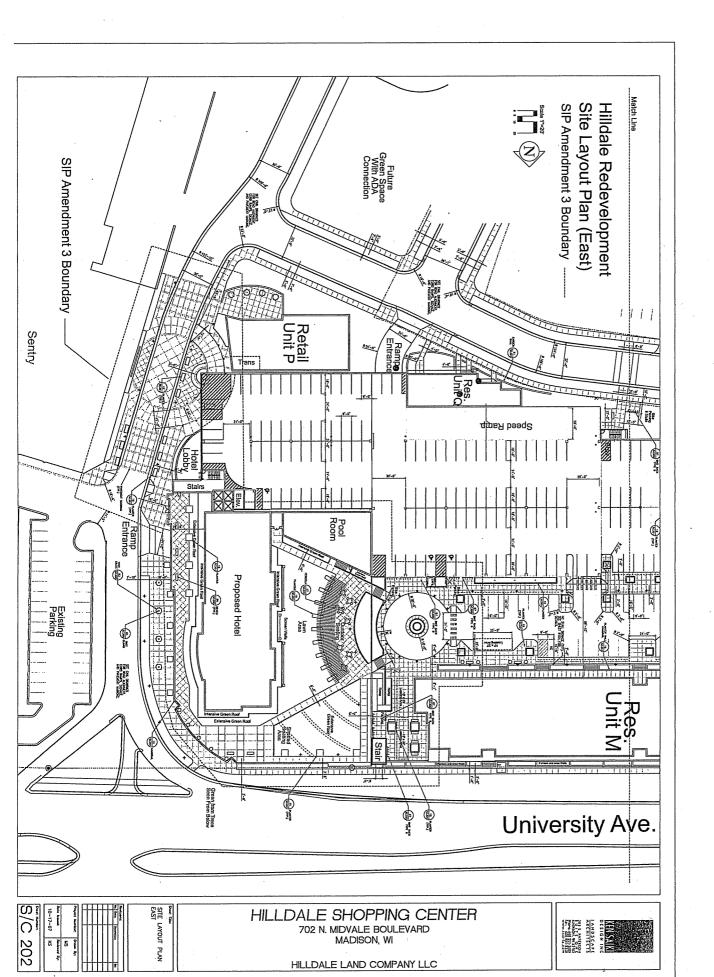
TS TITLE SHEET

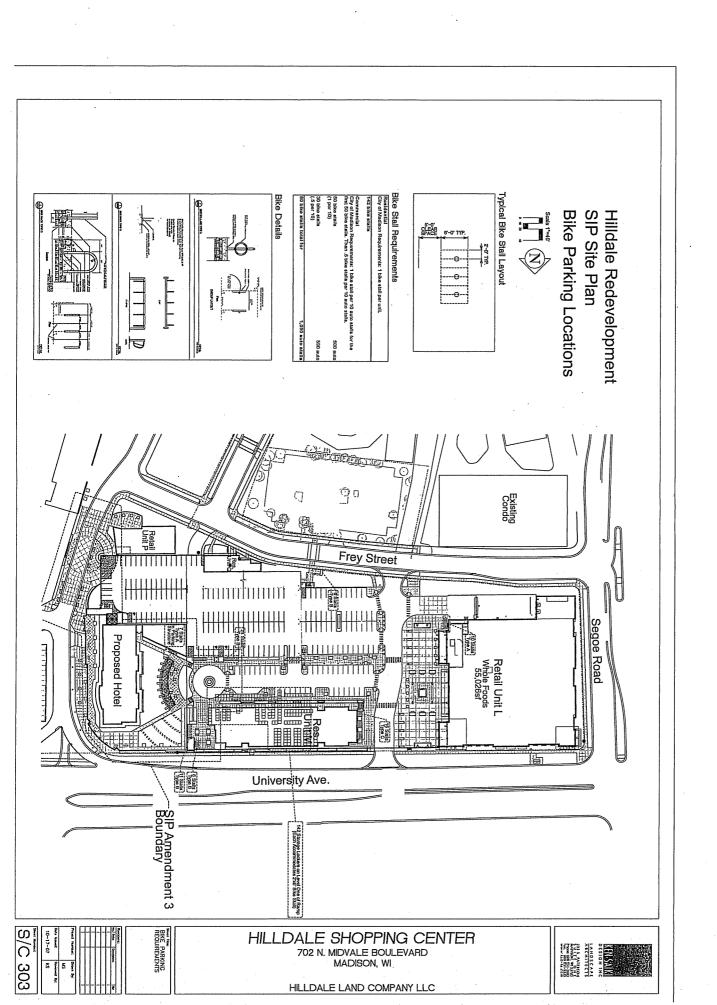
HILLDALE SHOPPING CENTER 702 N. MIDVALE BOULEVARD MADISON, WI

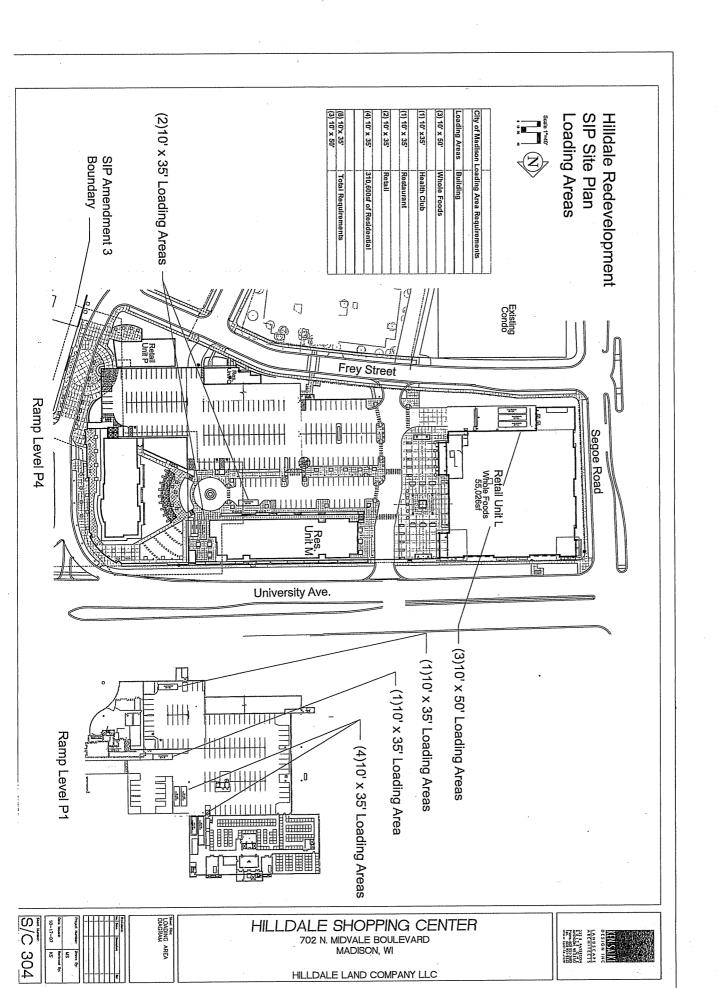
HILLDALE LAND COMPANY LLC

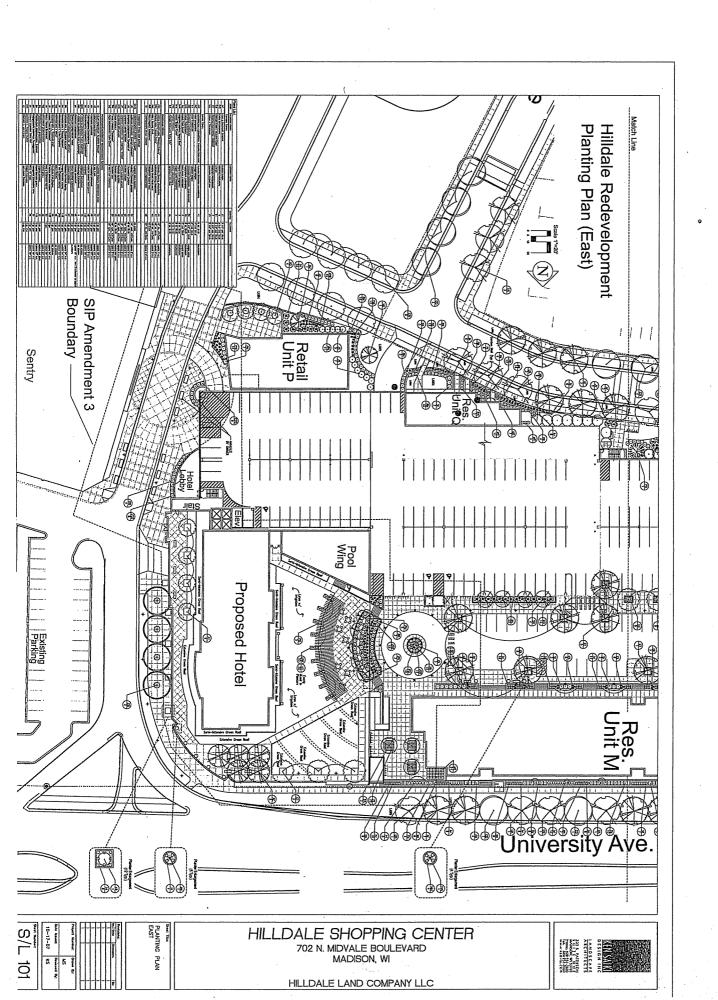


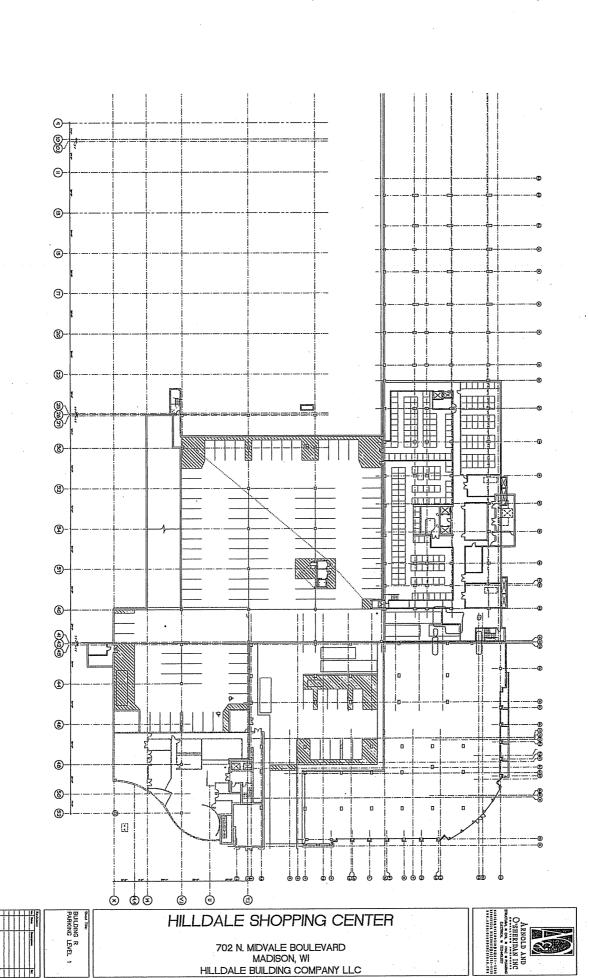






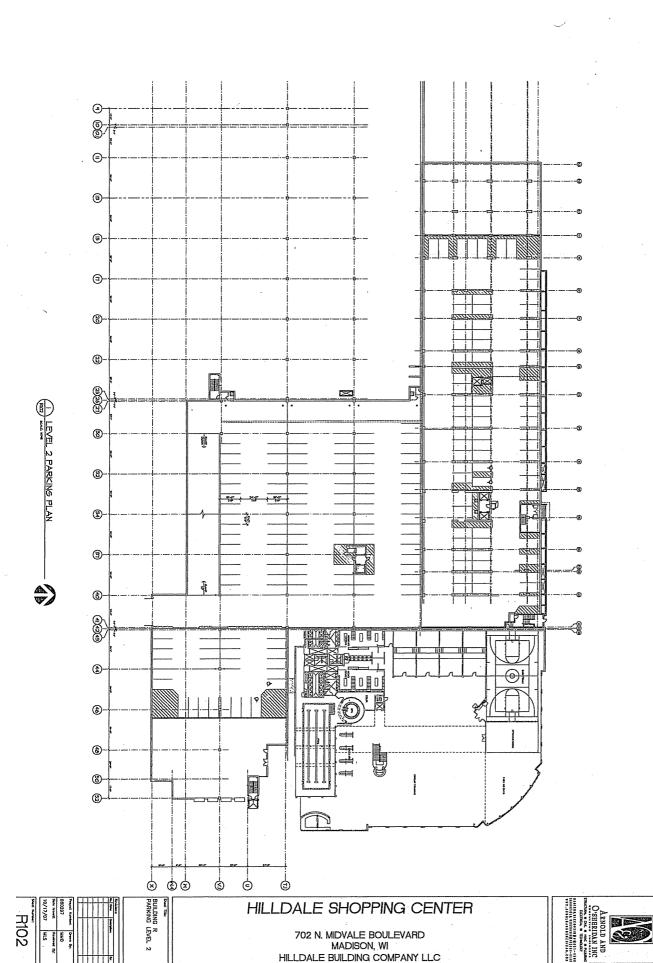




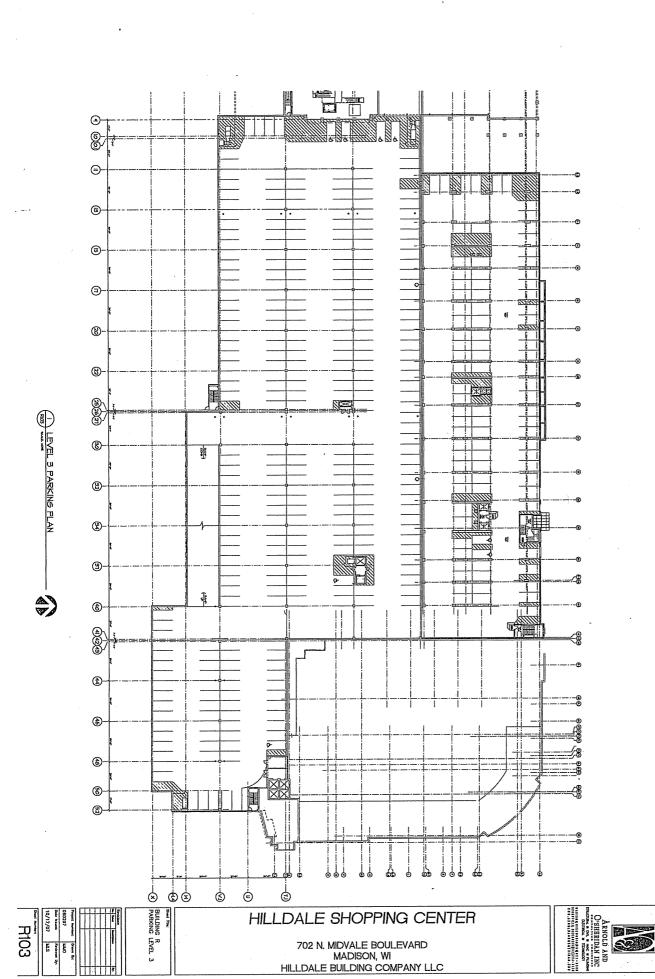


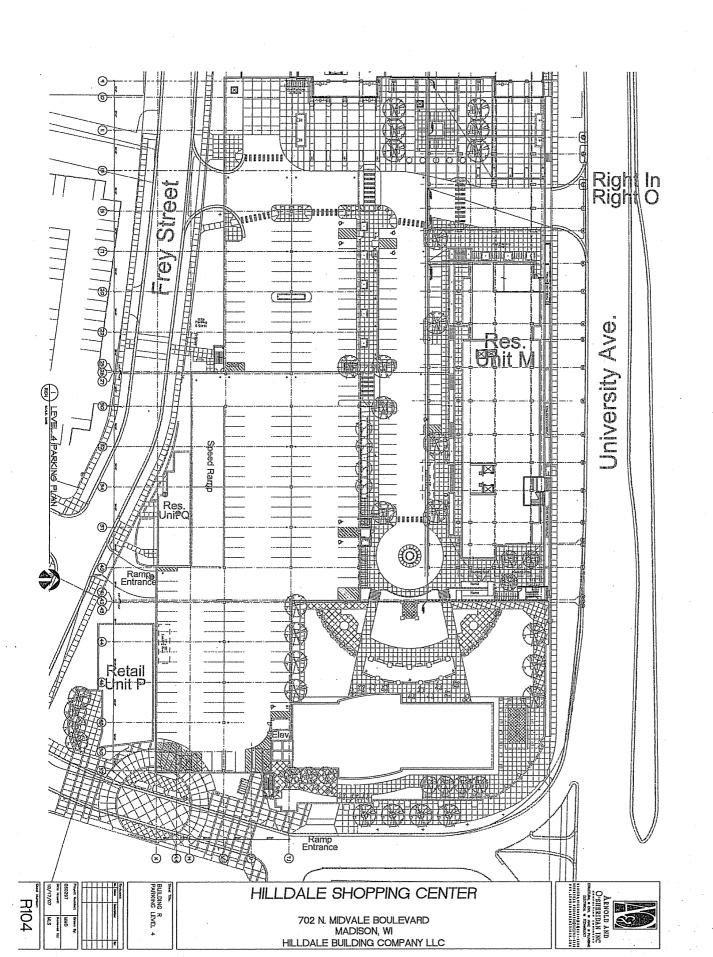
LEVEL I PARKING PLAN

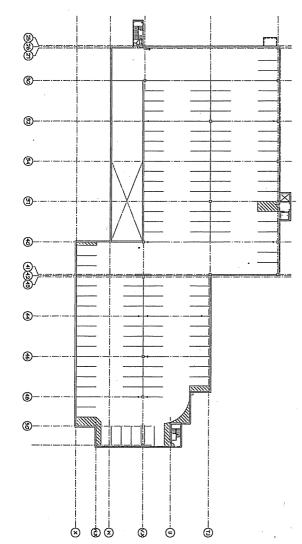
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BULLDING R
PARKING LEVEL 5

From lumber

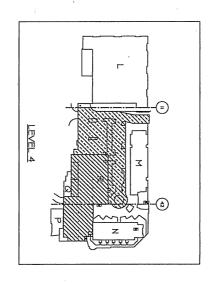
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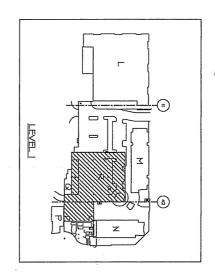
LEVEL 5 PARKING PLAN

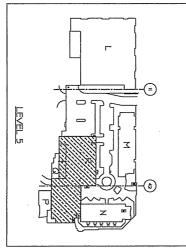
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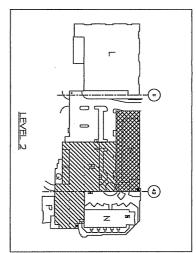
702 N. MIDVALE BOULEVARD MADISON, WI HILLDALE BUILDING COMPANY LLC

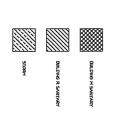


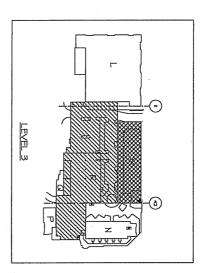










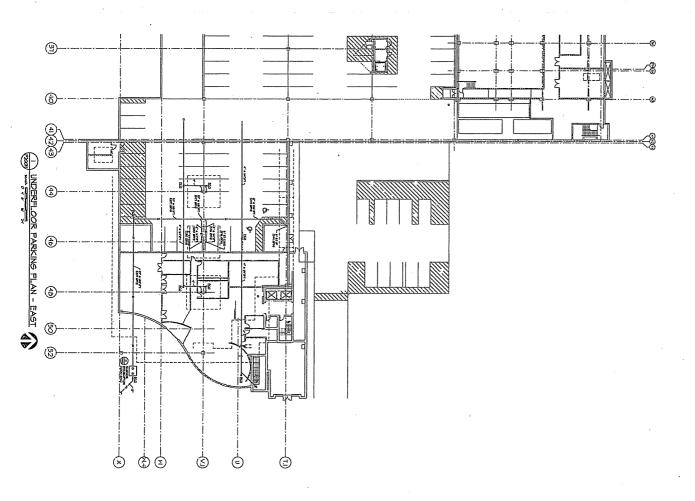


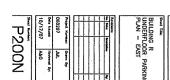


HILLDALE SHOPPING CENTER

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



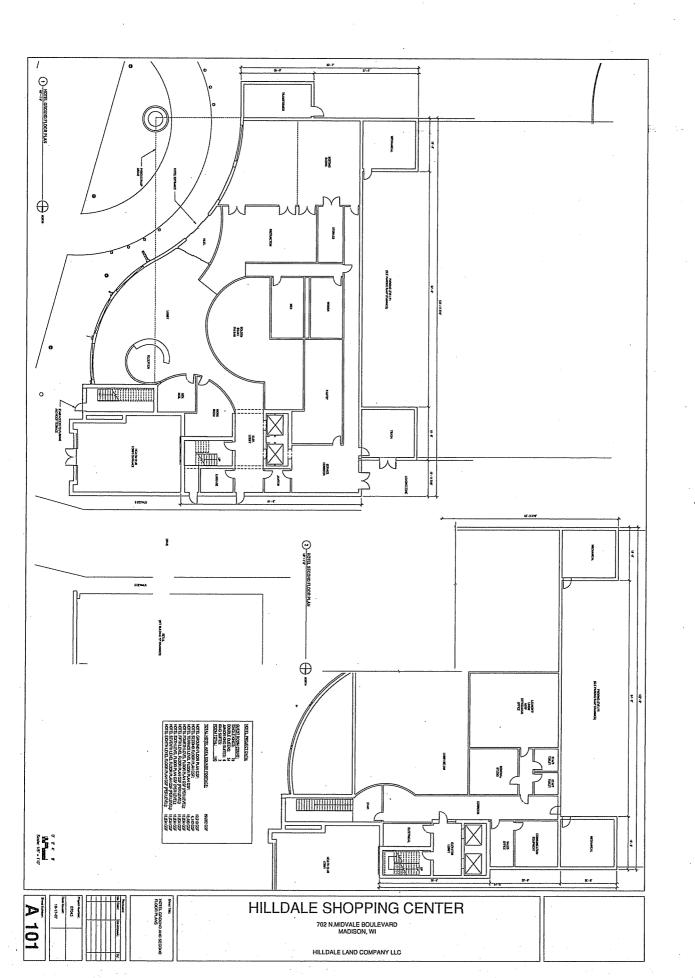


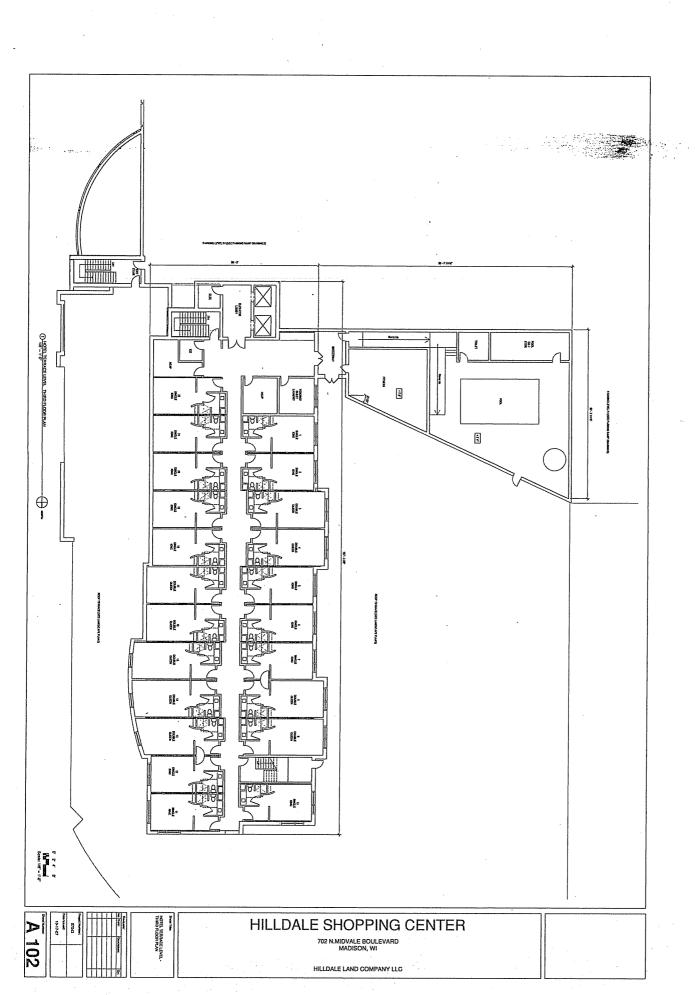


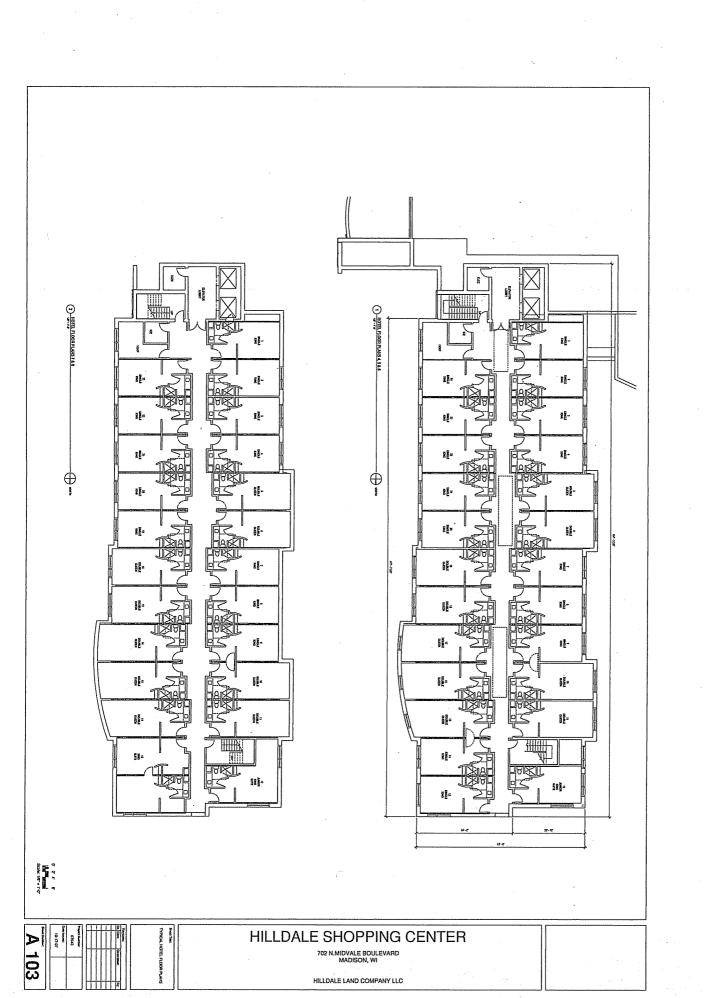
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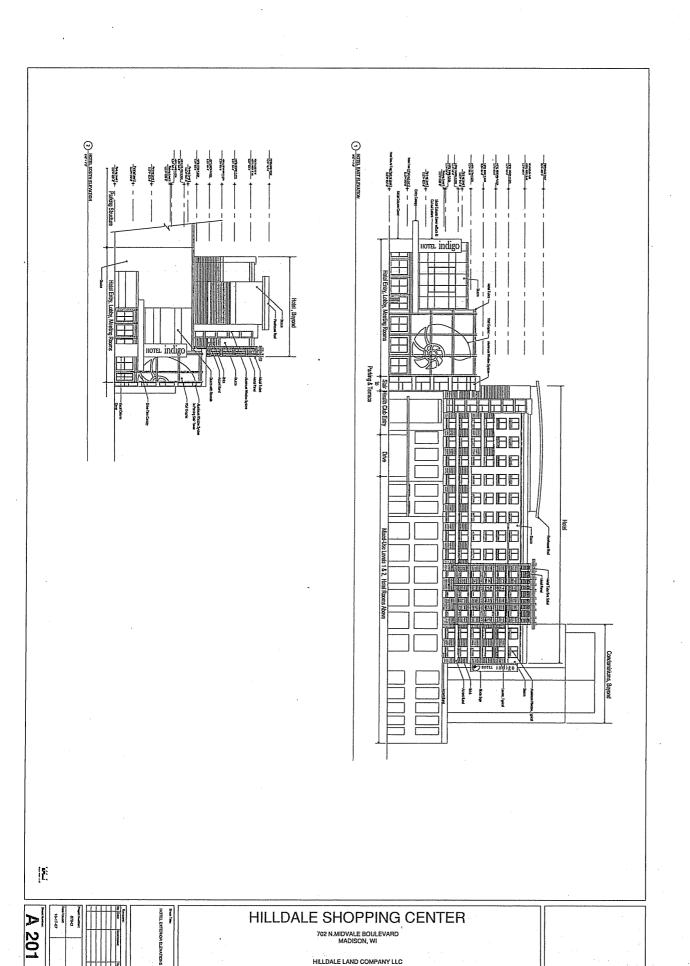


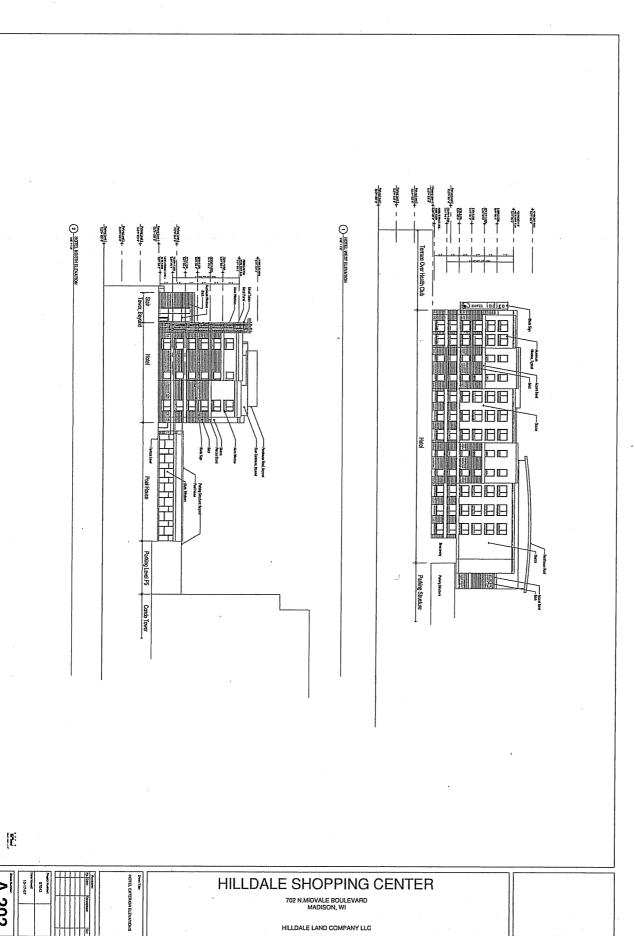






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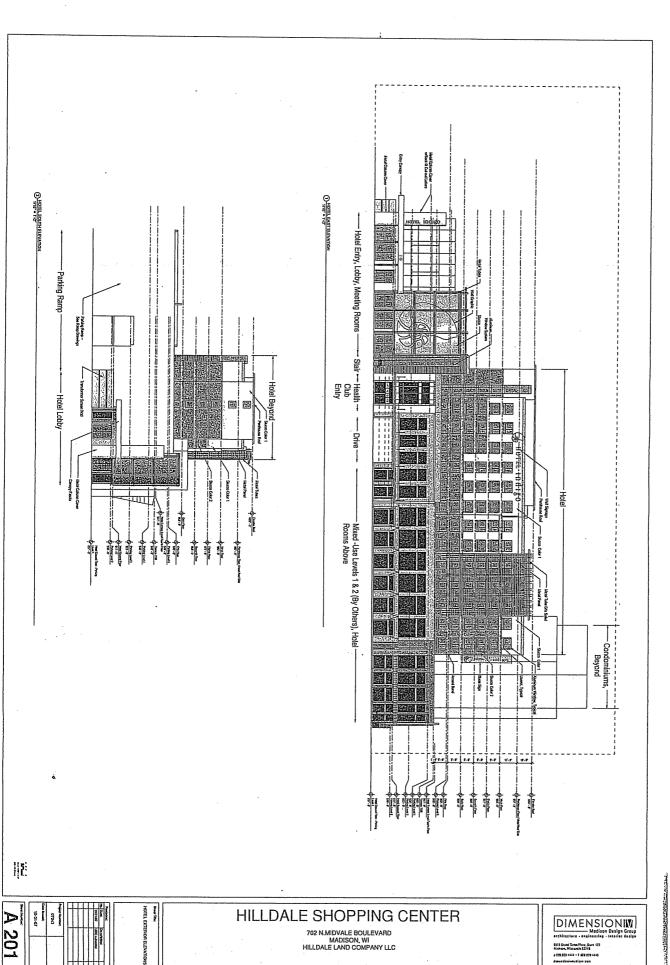
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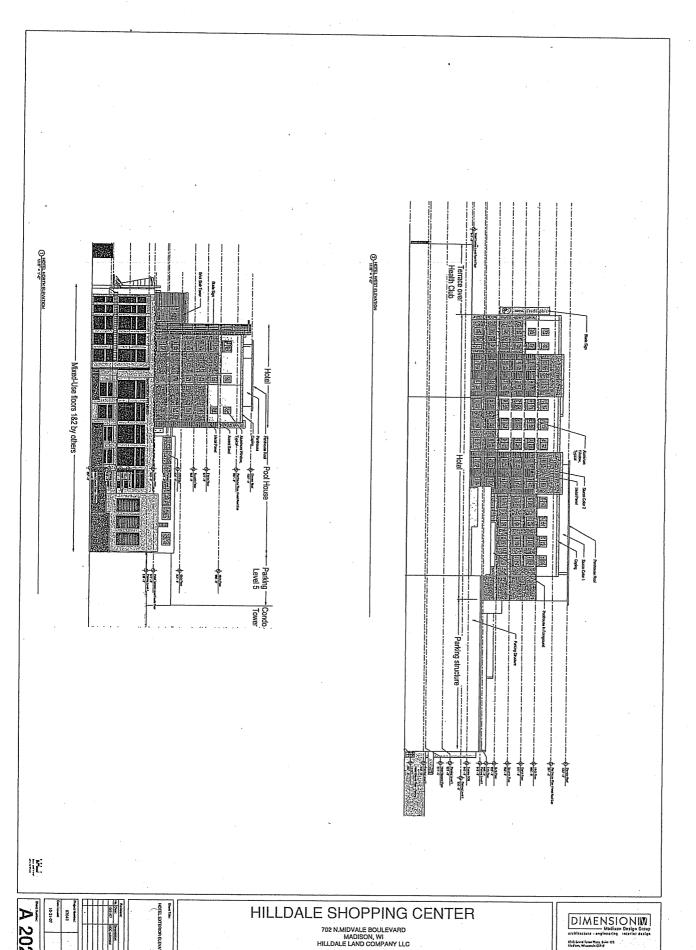
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702 N.MIDVALE BOULEVARD MADISON, WI

HILLDALE LAND COMPANY LLC





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