

APPLICATION FOR  
URBAN DESIGN COMMISSION  
REVIEW AND APPROVAL

AGENDA ITEM # \_\_\_\_\_  
Project # \_\_\_\_\_

DATE SUBMITTED: <u>November 21, 2005</u>	<input checked="" type="checkbox"/> Informational Presentation
UDC MEETING DATE: <u>December 7, 2005</u>	<input type="checkbox"/> Initial Approval and/or Recommendation
	<input type="checkbox"/> Final Approval and/or Recommendation

PROJECT ADDRESS: 702 N. Midvale (Hilldale)

ALDERMANIC DISTRICT: 11

OWNER/DEVELOPER (Partners and/or Principals) ARCHITECT/DESIGNER/OR AGENT:  
Andy Stein/Dennis Harder TK Architects International  
Joseph Freed and Associates LLC 106 W. 11th Street, Suite 1900  
220 N. Smith Street, Suite 220 Kansas City, MO 64105  
Palatine, IL 60067

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E-mail address: astein@jffreed.com/dharder@jffreed.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 Center – SIP #1 Amendment: Theater Anchor at South End of Mall**

### Background and Site

The Hilldale General Development Plan and Hilldale Specific Implementation Plan #1 were approved by the Madison Common council in February 2005 and recorded in June 2005. Development. This proposal requests that the General Development Plan and SIP #1 be amended to provide for a new Theater Facility at Hilldale.

In discussions about future development and redevelopment at Hilldale during 2005, the Developer suggested that the existing Hilldale Theater sat on a redevelopment opportunity site. Whenever the possibility of replacing the theater with other uses was discussed in public, the Developer noted that the existing theater was an out-dated facility and that contemporary entertainment uses, including specifically a theater operation, were high on the list of desirable uses to be brought to Hilldale.

The Developer worked in earnest to conclude a deal for a new theater at Hilldale, keeping to its self-imposed requirements to bring high quality tenants to the center, to honor its obligations under current leases at the Center (one of which was the existing Hilldale Theater), and to announce names of tenants only after a lease had been executed. In early November 2005 the Developer executed a lease that would bring the first Sundance Cinema Center in the nation to Hilldale. A copy of the Press Release of November 4, 2005 is included in this submission.

### Redevelopment Program for the Theater Anchor at the South End of the Mall

The theater will have six screens with stadium seating, expanded food and beverage service. It will occupy approximately 27,000 SF generally within the existing footprint of the Mall Building. Access and egress will be from the Mall interior concourse and from the new street along the front of the Mall building. Emergency egress will be provided out to the south and the west at-grade. Other than features shown explicitly on the elevations and Site Plan, changes around the exterior of the south end of the existing Mall Building will be minor in nature.

The following are included in the submission:

- Context Photos of the Existing Mall Building
- General Development Plan showing the Location of the Theater
- Detailed Site Plan Showing the Theater Floor Plan in the Mall Building
- Upper Level Plans for the Theater
- East, South and West Elevations of the Theater Facility
- East Elevation of the Mall Building from the Marshall Field Entrance to the Theater



## SUNDANCE CINEMAS

FOR IMMEDIATE RELEASE: November 4, 2005

For more information, please contact Bert Manzari, Sundance Cinema President of Film and Marketing – 406.212.0933 (cell)  
bert.manzari@sundancecinemas.net

### FIRST SUNDANCE CINEMA CENTER SLATED FOR MADISON, WISCONSIN

#### New Concept for Diversified Independent Film Programming to Open in Fall 2006

LOS ANGELES, CA -- Sundance Cinemas, LLC and Joseph Freed Associates today announced plans to have the inaugural Sundance Cinema Center in Madison, WI. The state-of-the-art, multi-screen theatre dedicated to independent film will be built at the Hilldale Mall as part of the second phase of a major mixed-use renovation of the entire commercial complex and is expected to open in the Fall of 2006. Joseph Freed and Associates purchased Hilldale Mall in 2004 and will complete the initial phase of the renovation by the end of this month.

“The independent culture of Madison makes it a great environment for the Sundance Cinema concept and we look forward to creating together with the local community, an experience that captures that unique nature,” said Sundance Group President Robert Redford. “I couldn’t be more pleased that this location will launch this venture.”

Bert Manzari, Sundance Cinema President of Film and Marketing added, “In addition to the best in independent and foreign language films, we will be connecting Madison to the excitement of the Sundance Film Festival and other major film festivals around the world, through unique programming and events.”

Long known as Madison’s most desirable shopping address, the venerable Hilldale Mall will construct the new six screen facility as the south anchor tenant. The existing Hilldale Theatre building is planned to be converted to non-theatre use in Fall 2006. “The new Sundance Cinema Center in Madison will not only carry on a tradition of presenting independent and culturally diverse entertainment at this location, but will offer even more art screens for a community that is interested in sophisticated film,” said Hilldale Theatre owner Bill Adamany. “We wish Sundance and Joseph Freed well as they continue their renovation program at the Hilldale Mall.”

(more)

## Sundance Cinema Center in Madison/pg.2

Andy Stein, Development Manager for Joseph Freed and Associates echoed this sentiment adding, "Keeping a movie theatre at the Hilldale Mall is important to both our tenants and to the Madison community. To have secured the first Sundance Cinema in the country not only satisfies that goal, but it presents a myriad of opportunities uniquely associated with the Sundance brand."

The new Sundance Cinema Center in Madison will feature the latest in presentation, technology, proprietary programming, drinking and dining amenities, and branded retail sales. The Center will be designed and operated in keeping with the Sundance traditions of independence, community-focus, environmental consciousness and commitment to quality in content and design. An area architect will be chosen from proposals currently being evaluated.

Paul Richardson, Sundance Cinema President and CEO concluded, "We envision the new Sundance Cinema Center as not only a great place to watch a movie in Madison, but combined with amenities such as a coffee bar and bistro, a place where people will also gather around the cultural experience."

# # #

### Sundance Group

Established in 1988, the Sundance Group is a business entity wholly owned by Robert Redford. The Sundance Group oversees Redford's ownership interests in Sundance village, Sundance Catalog, Sundance Channel, Sundance Cinemas, LLC, as well as his involvement in the not-for-profit Sundance Institute, Sundance Film Festival and the North Fork Preservation Alliance. In addition, the Sundance Group is responsible for evaluating and launching new business opportunities for Redford and the Sundance brand.

### Sundance Cinemas, LLC

Based in Los Angeles, CA Sundance Cinemas LLC previously announced plans to build a multiple facility national theatre circuit. Sundance Cinemas, LLC brings together Robert Redford's Sundance brand, a recognized name independent film, with the seasoned specialized theatre management team of Paul Richardson and Bert Manzari. Investment funds managed by Oaktree Capital Management are financing the company.

Sundance Cinema Center in Madison/pg.3

Joseph Freed and Associates LLC

Joseph Freed and Associates LLC is a Chicago based vertically integrated, full service real estate business, engaged in retail, residential, office, hospitality, mixed-use development, redevelopment and urban in fill. Spanning its second generation, Joseph Freed and Associates LLC is proud of its heritage remaining family owned since its inception in 1965. Joseph Freed and Associates LLC combines long term ownership and commitment to maintaining the highest caliber of integrity in its relationships and quality of its product. Our real estate history consists of a total of 11 million square feet of commercial properties and 5,500 residential units, completed or under development.



**HILDALE PUD-GDP  
SECOND AMENDMENT TO SIP #1  
"SOUTH ANCHOR - THEATER"**

**PRESENTED BY:  
JOSEPH FREED AND ASSOCIATES  
NOVEMBER 21, 2005**



# EXISTING PHOTOS OF SOUTH END OF HILLDALE MALL



EAST ELEVATION



EAST ELEVATION



SOUTH ELEVATION



SOUTH ELEVATION



SOUTHWEST ELEVATION



WEST ELEVATION



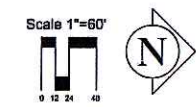
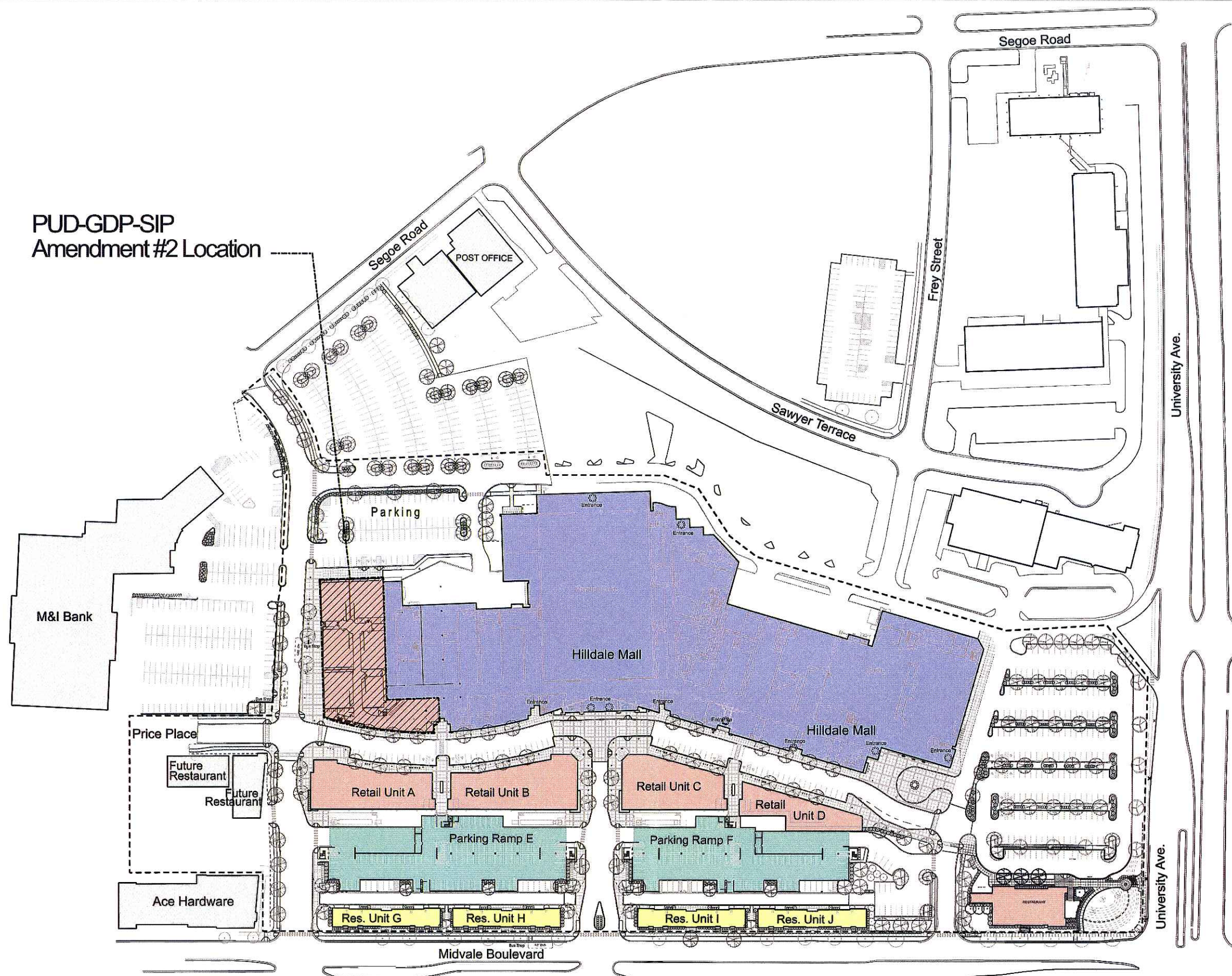
WEST ELEVATION



WEST ELEVATION



PUD-GDP-SIP  
Amendment #2 Location



SIP Boundary  
SIP Amendment #2 Boundary

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

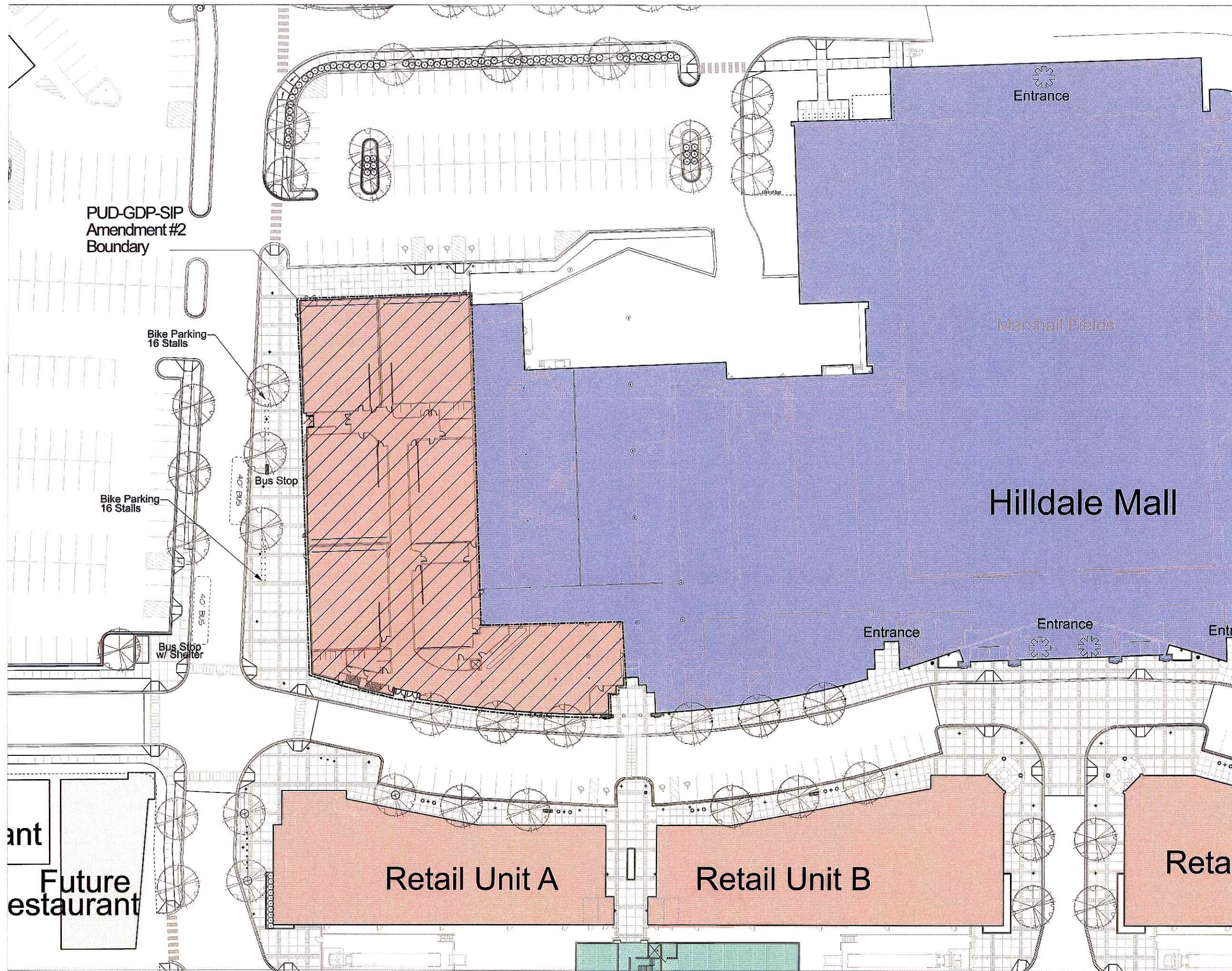
Sheet Title:  
PUD-GDP-SIP  
Amendment #2  
Overall Site Diagram

Revisions:		
No.	Date	Description

Project Number:	Drawn By:
Date Issued:	MS
11-21-05	Reviewed By:
	KS

Sheet Number:  
**EX101**





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**HILLDALE SHOPPING CENTER**  
702 N. MIDVALE BOULEVARD  
MADISON, WI

HILLDALE BUILDING COMPANY LLC

Sheet Title:  
PUD-GDP-SIP  
Amendment #2  
Project Boundary

Revisions:

No.	Date	Description	By

Project Number:      Drawn By:  
   MS

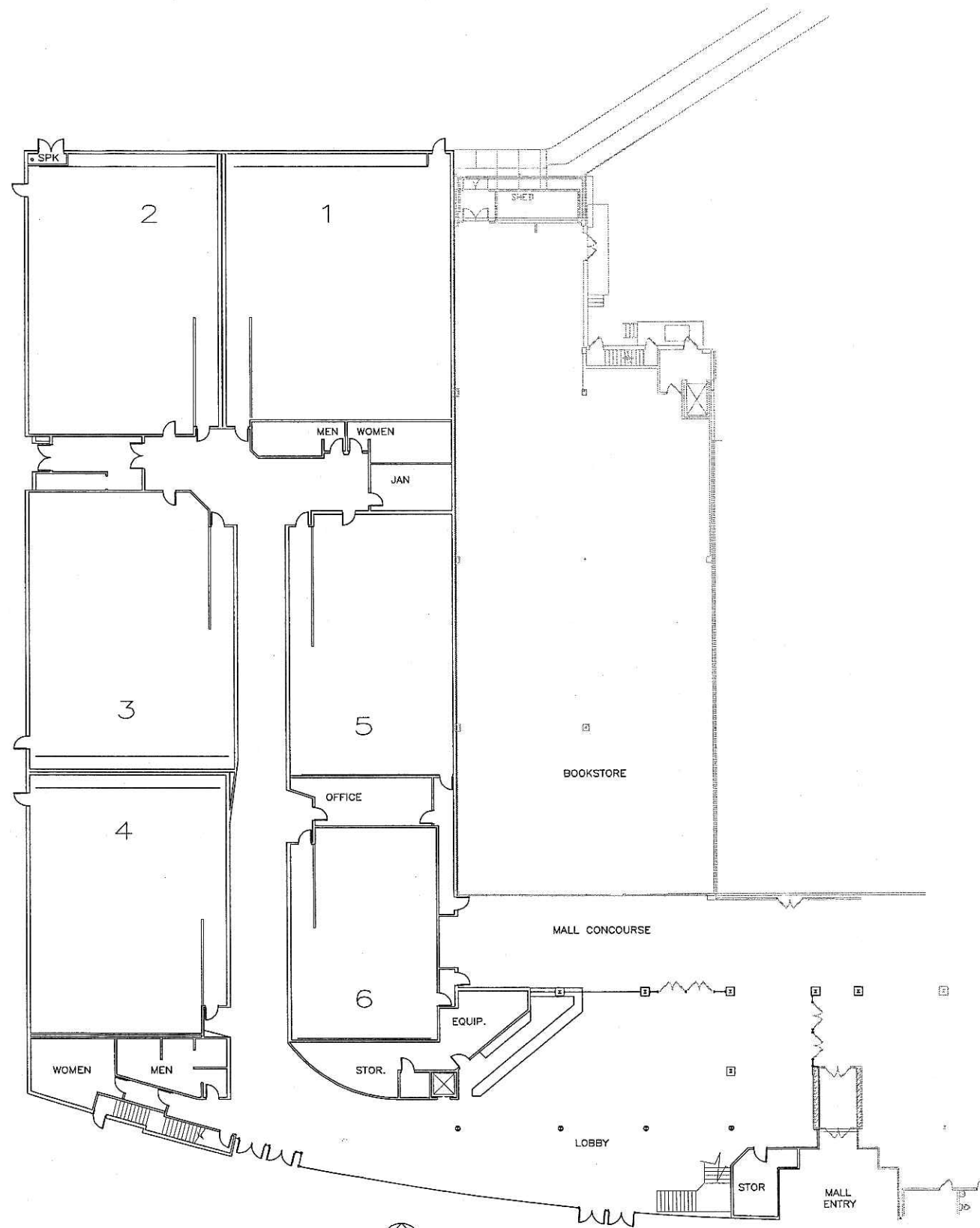
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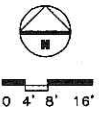


**HILLDALE SHOPPING CENTER**  
702 N. MIDVALE BOULEVARD  
MADISON, WI

HILLDALE BUILDING COMPANY LLC  
**sundance cinemas**



1ST FLOOR PLAN



Sheet Title  
PUD-GDP-SIP  
2nd AMENDMENT to SIP #1  
1ST FLOOR PLAN

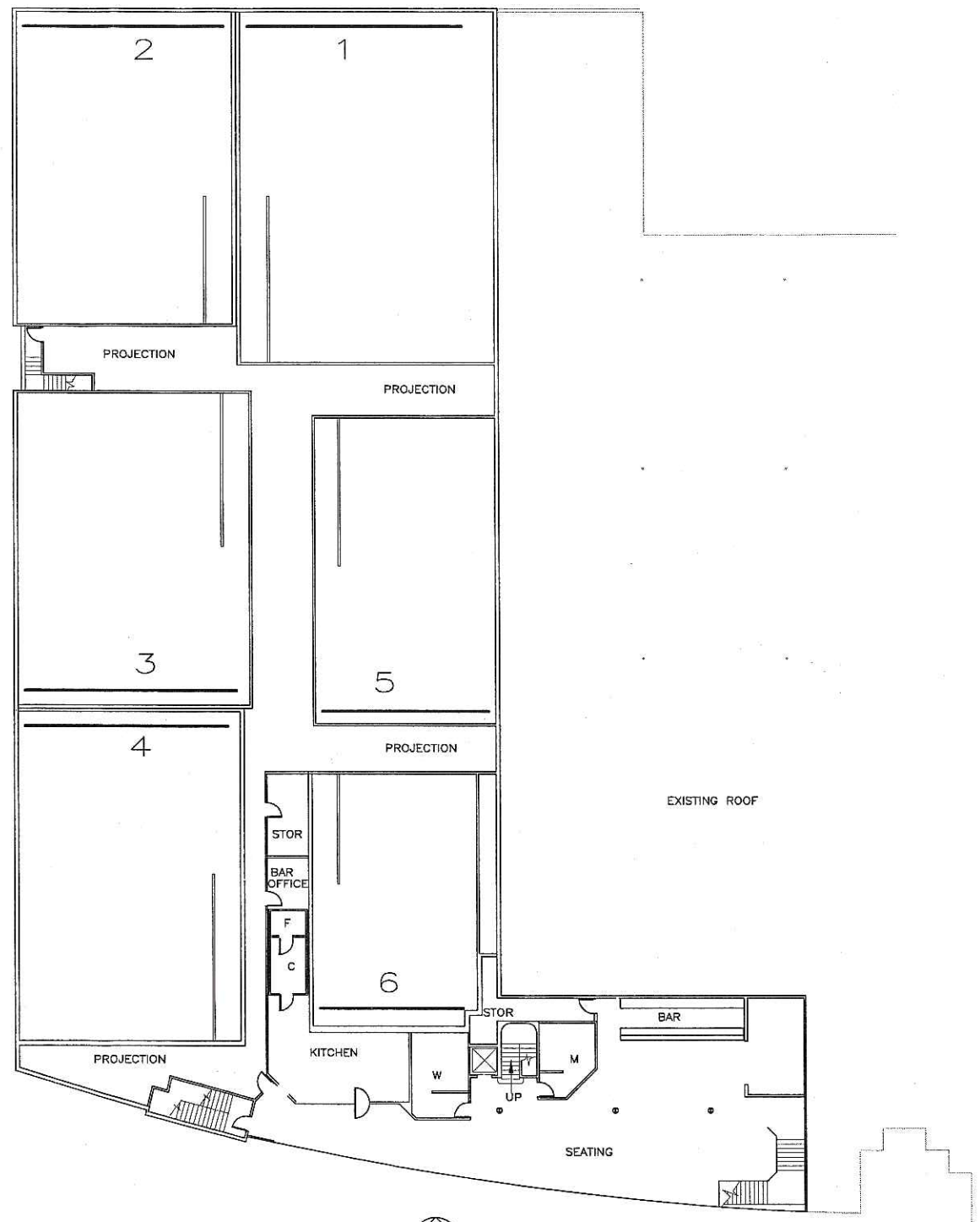
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Project No. 04064	Drawn By DB
Date Issued 11/21/05	Checked By MAC

SHEET NO.  
**A1**



HILDALE SHOPPING CENTER  
702 N. MIDVALE BOULEVARD  
MADISON, WI  
HILDALE BUILDING COMPANY LLC  
sundance cinemas



2ND FLOOR PLAN

Sheet Title  
PUD-GDP-SIP  
2nd AMENDMENT to SIP #1  
2ND FLOOR PLAN

Revisions

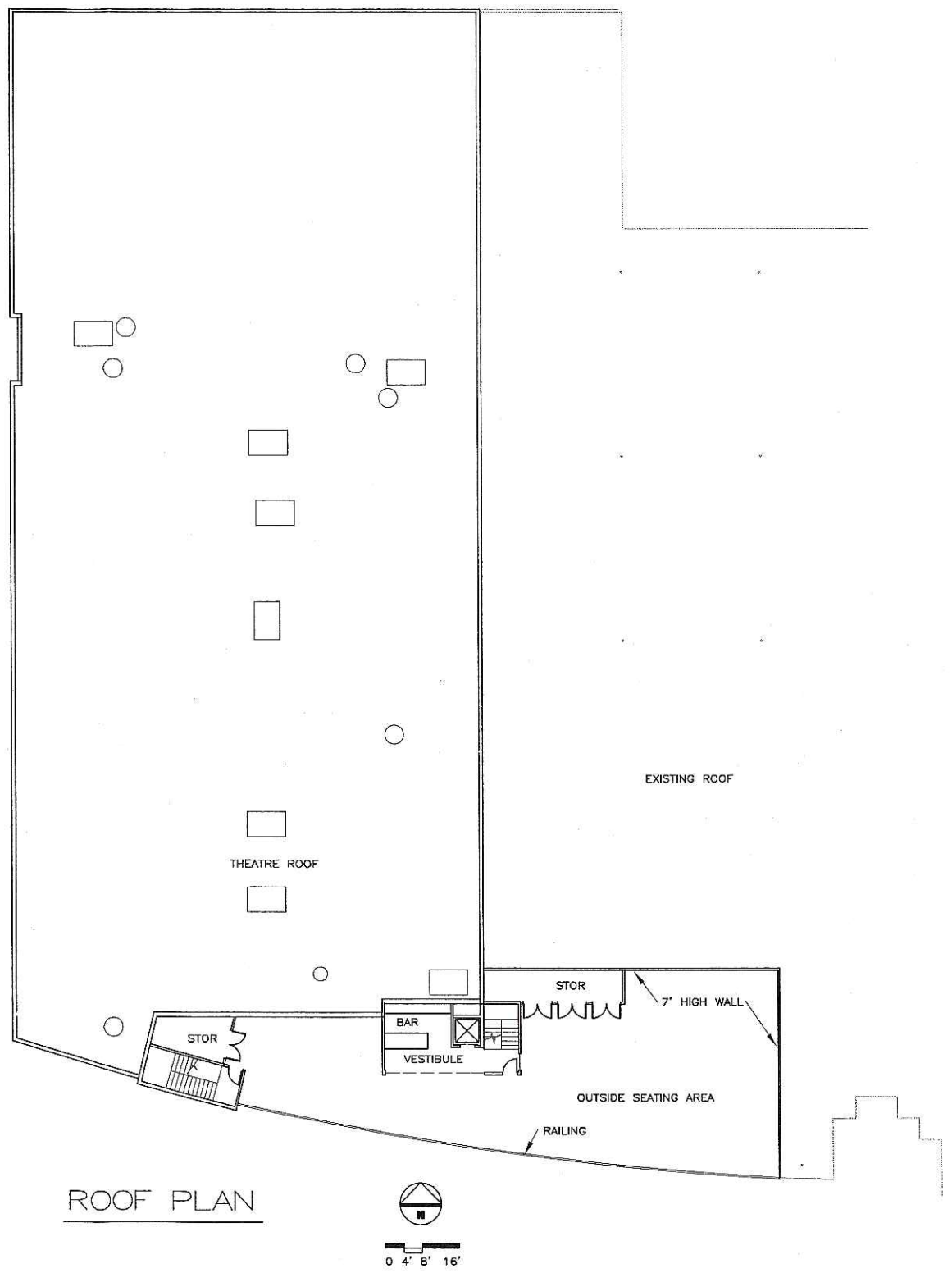
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Project No. 04064	Drawn By DB
Date Issued 11/21/05	Checked By MAC

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**HILLDALE SHOPPING CENTER**  
702 N. MIDVALE BOULEVARD  
MADISON, WI  
HILLDALE BUILDING COMPANY LLC  
**sundance cinemas**



ROOF PLAN

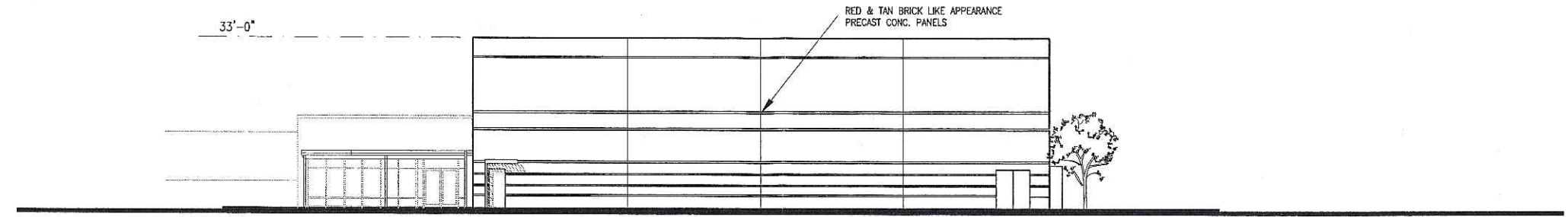
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2nd AMENDMENT to SIP #1  
ROOF PLAN

Revisions		
No.	Date	Description

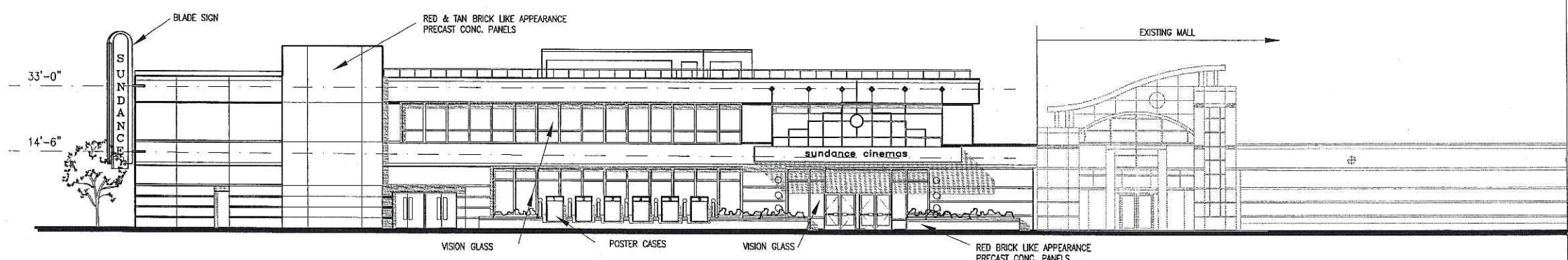
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Date Issued 11/21/05	Checked By MAC

SHEET NO.  
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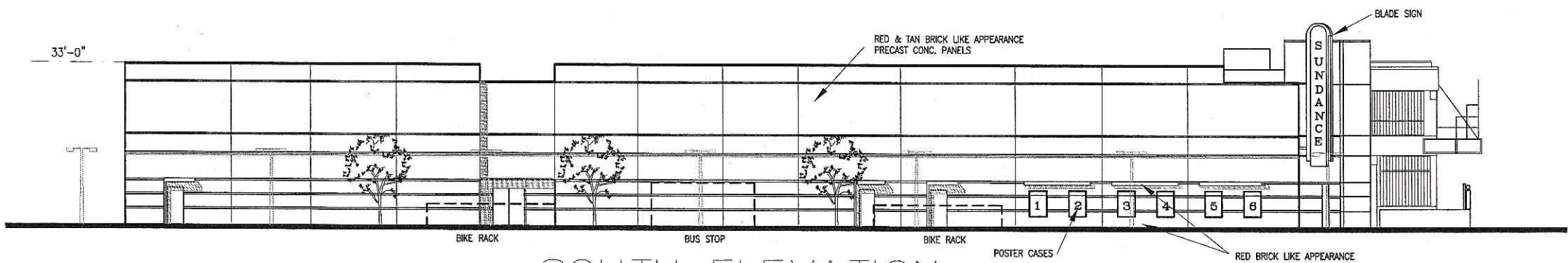




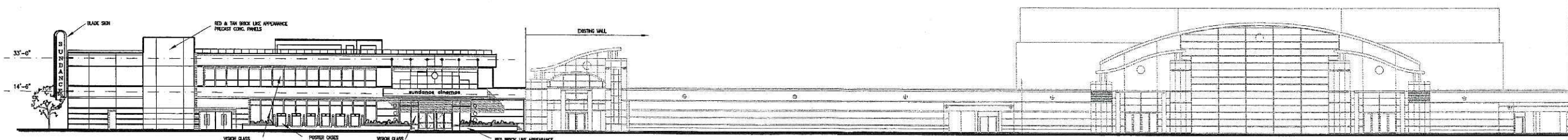
WEST ELEVATION



EAST ELEVATION



SOUTH ELEVATION



EAST ELEVATION

HILLDALE SHOPPING CENTER  
702 N. MIDVALE BOULEVARD  
MADISON, WI  
HILLDALE BUILDING COMPANY LLC  
sundance cinemas

Sheet Title  
PUD-GDP-SIP  
2nd AMENDMENT to SIP #1  
EXTERIOR ELEVATIONS

Revisions		
No.	Date	Description

Project No. 04064	Drawn By DB
Date issued 11/21/05	Checked By MAC

SHEET NO.  
**A4**