

# 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.

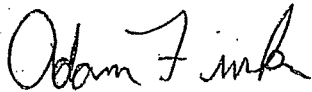
**Discussion and Input:**

The Developer has met with Alderman, City Staff, Community Organizations and the UDC over the last 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  
Joseph Freed and Associates LLC