

# JOSEPH FREED AND ASSOCIATES LLC

October 11, 2006

Mr. Bradley J. Murphy  
Department of Planning & Development  
City of Madison  
215 Martin Luther King, Jr. Drive  
Madison, WI 53710

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~~RE: Hilldale Center 702 N. Midvale Boulevard~~

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Dear Mr. Murphy:

We are pleased to submit the following Letter of Intent to introduce our application materials for the Phase 2 redevelopment of Hilldale Center. Early in 2005 the PUD: GDP-SIP of the 37-acre Hilldale Site was approved and recorded. This submittal is regarding the PUD:GDP Amendment and the SIP #2. This package includes the following;

- 1) Updated Zoning Text for GDP and SIP
- 2) Project Description;
- 3) Land Use Application;
- 4) UDC Application;
- 5) Inclusionary Zoning Application and
- 6) Filing fee

## PUD: GDP-SIP ZONING TEXT

Legal Description: The lands subject 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 Hotel
- Residential structures of which 15% will be Inclusionary Zoning units
- Parking and circulation facilities,
- Utility infrastructure,
- Site improvements.

The maximum floor area and dwelling unit density potentially allowed by the standards included in the PUD-General Development Plan may or may not be ultimately achieved upon full build-out of the entire site or the portion of that

covered by this Phase II SIP. Any additional dwelling units and additional square footage of development proposed beyond the scope of this Phase II SIP shall require review and approval of either a new SIP or an amendment to this Phase II SIP. Each proposed amendment to this SIP that includes additional square footage of development and/or additional dwelling units 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. In particular, each proposed amendment to this SIP that includes additional square ~~footage of development and/or additional dwelling units shall include a new or~~ revised Traffic Impact Analysis.

B. Permitted Uses:

- Those that are stated as permitted in the C2 District and those shown on approved plans.
- Uses accessory to permitted uses in the C2 District and those shown on approved plans.
- 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:

- Maximum Floor Area Ratio permitted as shown on approved plans.
- Maximum building heights, setbacks and permitted obstructions shall be as shown on approved plans.

## SPECIFIC IMPLEMENTATION PLAN

The Developer, Joseph Freed and Associates LLC, as agent for the owner is proposing to amend the PUD: GDP and allow for a SIP to permit a Specific Implementation Plan for a 5 +/- acre portion of the Property that would have the following characteristics:

- A 65,000 SF grocery store will be constructed at the southeast corner of Segoe Road and University Avenue. Whole Foods Market has signed a lease to occupy this building.
- Outdoor paved and landscaped areas have been provided along the east face of the grocery store to accommodate opportunities for selected store departments to move out-of doors.
- The various elevations of the grocery store have been designed with a variety of textures, reveals and trellises. This store has been designed to comply with all of the criteria contained in the city's big box ordinance.

- A new right-in/right out access to the property has been located on University Avenue.
  - The loading dock has been covered and screened to enhance the surrounding neighborhood ambiance.
  - A ten (10) story residential tower with one story of ground floor professional office space will be constructed parallel with University Avenue along the north portion of the property. This tower is planned to contain 144 residential units.
  - The residential tower will consist of a majority of one and two bedroom units and a small portion of three bedroom units. The building material will include glass, steel and masonry elements.
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- The first floor office space will have visibility to both the internal site as well as University Avenue.
  - A seven (7) story residential tower with two stories of commercial space will be constructed at the east end of the site orientated perpendicular with University Avenue. This tower is planned to contain 90 residential units.
  - The residential tower will consist of a majority of one and two bedroom units and a small portion of two bedroom plus units. The building material will include glass, steel and masonry elements. This building will have loft like finishes.
  - The two stories of commercial space will include a 40,000 square foot floor plate for a future health club, 19,000 square feet of ground floor commercial space and a 5,500 square foot restaurant pad.
  - There will be a small component of live-work lofts (4 units) along the eastern end of Frey Street incorporated into the façade of the parking structure.
  - A four and one-half level parking structure will be utilized as part of this project. The structure will be built integrally within the project boundary limiting the visible exposure to all streets.
  - There will be a total of 826 parking spaces that will service the commercial components of this portion of the development along with future parking for a planned hotel. The residential component will consist of 269 private parking spaces reserved for future condo and loft unit owners.
  - The parking structure will be accessible from University Ave, Frey Street and Mall Drive and will be serviced by a speed ramp, elevators and stairs.
  - Locations for pylon, monument and temporary signage have been included and shown on site plans.
  - Landscaping and lighting will be heavily accentuated throughout the project. The top level of the parking structure will have a significant roof top plaza and green space. This will serve to enhance the residential/pedestrian experience at this level. Pocket parks with art sculpture and bench seating will be dispersed throughout the project.
  - Vehicular, pedestrian and bicycle safety improvements will be incorporated throughout the project site as well as off site features. These will include but not be limited to,
    - Improved intersections through the use of round-abouts and signals;
    - Increased pedestrian crossings including multiple mid-block crossings;
    - Two way traffic on Sawyer;
    - Bicycle lanes on Sawyer, Segoe and Sheboygan;

- Pedestrian connectivity throughout the project;
  - Bicycle racks throughout the project along with bicycle storage within the residential buildings; and
  - Additional turn lanes at Segoe and University.
- The existing office complex is to be demolished to accommodate this SIP. When the developer purchased this property the office market was stagnant and the three building complex was vacant. The Developer embarked on an unsuccessful 12-month effort to lease the 100,000 square feet of office space. After much time, effort and money, the Developer performed an internal feasibility and highest and best use study that revealed a strong market for retail uses to drive traffic, create energy and continue the momentum for the Hilldale Mall redevelopment. Future office uses will be looked at in other locations throughout the project site and adjacent sites when market conditions improve to make it economically feasible.

## RESIDENTIAL PROGRAM

- The 144 unit condominium is a 10 story building with the proposed unit mix

Unit Type	Total Number	% of building
1BR/1 BA	39	27%
1 BR/1 BA/DEN or 2BR	34	24%
2 BR/1 BA	22	15%
2 BR/ 2 BA	35	24%
2 BR/ 2 BA/ DEN	10	7%
3 BR/ 2 BA	4	3%
TOTAL	144	100%

- The 90 unit loft is a 7 story building with the proposed unit mix

Unit Type	Total Number	% of building
1BR/1 BA	29	32%
1 BR/1 BA/DEN or 2BR	28	31%
2 BR/1 BA	19	21%
2 BR/ 2 BA	14	16%
TOTAL	90	100%

- Parking for all units will be contained within the parking structure.
- 22 of the 144 units will be designated as IZ units and 14 of the 90 units will be designated as IZ units.

## FAMILY DEFINITION

The definition for "family" in this planned unit development shall be the applicable construction of the definition of "family" found in section 28.03 (2) of the Madison General Ordinances as if this planned unit development were, for purposes only of defining "family," an R1 residence district.

## PROJECT MASTER PLAN

The amendment to the GDP includes the incorporation of a Project Master Plan to satisfy ~~the City, Community Neighborhood Groups and various constituents of the project.~~ The Master Plan/amended GDP plan as shown includes the following components;

- Two mid-rise residential towers along Segoe Road with ground floor service commercial space;
- A 125 room life-style hotel component incorporated into the existing mall;
- A commitment to open space that will include an outdoor plaza area increasing accessibility into the mall, beautifying the back entrance of the property and allowing a gathering area for week end art, music and movie festivities;
- A commitment to open space that will include an open park at the corner of Sawyer and Frey Street along with a low density residential product.

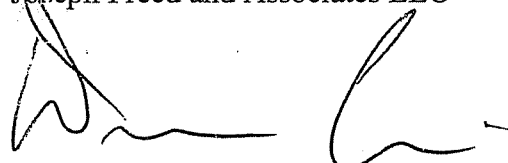
## DISCUSSION AND INPUT

The Developer has met with Alderman, City Staff, Community Organizations and the Urban Design Commission over the last three (3) months to discuss various aspects of this proposal. Meetings have been held with, among others;

- Alders Gruber, Radomski, Konkel, Golden, and Cnare
- Staff from Planning, Traffic Engineering, Fire and Safety
- Hill Farms Neighborhood Association
- Sunset Village Community Association

If there are any questions concerning these materials, please contact me.

Joseph Freed and Associates LLC



Domenic Lanni  
Development Manager

**HILLDALE - SIP CHANGES: PARKING AND FLOOR AREA**

**Phase 2 and 3 - Current SIP Plan**

<b>GROSS FLOOR AREA SF)</b>	<b>EXISTING</b>	<b>ADDED</b>	<b>REMOVED</b>	<b>NET</b>
Core	329,462	0	0	329,462
Firestone	0	0	0	0
Bank	0	0	0	0
Theater	11,054	0	0	11,054
Banquet Hall	28,506	0	0	28,506
Post Office	9,386	0	0	9,386
Humana	97,430	0	(97,430)	0
Restaurants (N)	10,000	0	0	10,000
Retail	51,190	0	0	51,190
Restaurants (S)	10,000	0	0	10,000
Resid. - Midvale	42,000	0	0	42,000
New Commercial	0	143,700	0	143,700
New Residential	0	275,000	0	275,000
<b>TOTAL</b>	<b>589,028</b>	<b>418,700</b>	<b>(97,430)</b>	<b>910,298</b>
<b>PARKING</b>				
Surface Retail	1,104	0	(68)	1,036
Surface Resid.	24	0	0	24
Structure	649	0	0	649
Garage-Resid.	28	0	0	28
Humana	320	0	(320)	0
New structured commercial	0	826	0	826
New structured residential	0	269	0	269
<b>TOTAL</b>	<b>2,125</b>	<b>1,095</b>	<b>(388)</b>	<b>2,832</b>

<b>HILLDALE - SIP CHANGES: PARKING AND FLOOR AREA</b>					
<b>Phase 4 and 5 - Future remaining development</b>					
<b>GROSS FLOOR AREA SF)</b>	<b>EXISTING</b>	<b>ADDED</b>	<b>REMOVED</b>	<b>NET</b>	
Core	329,462	0	0	329,462	
Firestone	0	0	0	0	
Bank	0	0	0	0	
Theater	11,054	0	0	11,054	
Banquet Hall	28,506	0	0	28,506	
Post Office - phase 4	9,386	0	0	9,386	
Humana	0	0	0	0	
Restaurants (N)	10,000	0	0	10,000	
Retail	51,190	0	0	51,190	
Restaurants (S)	10,000	0	0	10,000	
Resid. - Midvale	42,000	0	0	42,000	
New Commercial	143,700	0	0	143,700	
New Residential	275,000	0	0	275,000	
New Commercial 4 and 5		109,000	0	109,000	
New Residential 4 and 5		253,000	0	253,000	
<b>TOTAL</b>	<b>910,298</b>	<b>362,000</b>	<b>0</b>	<b>1,272,298</b>	
<b>PARKING</b>					
Surface Retail	1,036	0	(18)	1,018	
Surface Resid.	24	0	0	24	
Structure	649	0	0	649	
Garage-Resid.	28	0	0	28	
Humana	0	0	0	0	
New structured commercial	826	0	0	826	
New structured residential	269		0	269	
New structured residential	0	264	0	264	
<b>TOTAL</b>	<b>2,832</b>	<b>264</b>	<b>(18)</b>	<b>3,078</b>	