

JOSEPH FREED AND ASSOCIATES LLC

December 19, 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 Modifications to the Heights Building.

Dear Mr. Murphy:

The following is being submitted for the Heights Planning Commission Meeting being held in connection with the Hilldale Specific Implementation Plan ("SIP") and the Hilldale General Development Plan ("GDP"). The Heights building is located on University Avenue 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 on January 2nd, 2007. 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. The Heights was originally approved as an eleven story 112 unit condominium building; the first three floors of the original Heights building contained over 45,000 square feet of office space.

In response to market conditions, we are proposing to modify the Heights building by expanding the office floor area while removing the condominium component of the building. These modifications result in a shorter building: this proposal calls for reducing the building height from eleven stories to five stories.

In addition, the proposed modifications to the Heights building along with the repositioning of the hotel result in a reduction to the forecasted traffic generated from the property compared to the projections related to the original SIP. In fact, the revised Traffic Impact Analysis indicates that forecasted weekday daily vehicle trips will decrease by approximately 10% under this proposal.

This package includes the following material:

1. Revised Traffic Impact Analysis;
2. Project Description;
3. Development Table;
4. Updated Zoning Text for GDP and SIP; and
5. 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 100,000 square foot, five story mixed-use building;
2. Service retail space on the first floor;
3. Office space on floors four through five, inclusive;
4. Revised entry drive from University Ave;
5. Adjustments to structured parking stalls (no overall gain);
6. Additional outdoor seating, bike parking, and enhanced landscaping at the building's entrance.

Discussion and Input:

Prior to the Planning Commission Meeting, the Developer will have met with the Alderman, City Staff, Community Organizations and the UDC. In advance of the Planning Commission meeting the developer will hold meetings with, among others:

- Alder Gruber;
- Staff from Planning, Traffic Engineering, Fire and Safety; and
- Hill Farms 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

12/19/2007

Hilldale Hotel and Heights Modifications
Hilldale - SIP Changes: Parking and Floor Area

Hilldale Gross Square Footage				
	<u>Existing SF</u>	<u>Added SF</u>	<u>Removed SF</u>	<u>Net SF Δ</u>
Core	329,462	-	-	-
Firestone	-	-	-	-
Bank	-	-	-	-
Theater	11,054	-	-	-
Banquet Hall	28,506	-	-	-
Post Office	9,386	-	-	-
Restaurants (N)	10,000	-	-	-
Retail	51,190	-	-	-
Restaurants (S)	10,000	-	-	-
Residential - Midvale	42,000	-	-	-
New Commercial	143,700	100,000	-	100,000
New Hotel	95,000	-	-	-
New Residential (1)	154,854	-	(154,854)	(154,854)
Total	885,152	100,000	(154,854)	(54,854)

Parking				
	<u>Existing Stalls</u>	<u>Added Stalls</u>	<u>Removed Stalls</u>	<u>Net Stall Δ</u>
Surface Retail	1,104	-	-	-
Surface Residential	24	-	-	-
Structure	649	-	-	-
Garage - Residential	28	-	-	-
New Structured Commercial (2)	826	-	224	224
New Structured Residential	269	-	(269)	(269)
Total	2,900	-	(45)	(45)

- (1) Total does not reflect future phase commercial, residential or active green space
(2) No more than 1,054 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