

JOSEPH FREED AND ASSOCIATES LLC

May 6, 2008

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 Hotel Building and Hilldale Way Retail.

Dear Mr. Murphy:

The following is being submitted for the June 16th, 2008 Planning Commission Meeting being held in connection with the Hilldale Specific Implementation Plan ("SIP"). The hotel and retail buildings are located at the confluence of University Avenue and Hilldale Way in an area commonly known as Phase II of the Hilldale Redevelopment. We are requesting that the Plan Commission grant approval to the proposed design modifications to the hotel building and Hilldale Way retail.

Previously, SIP and GDP amendments for Phase II were approved by the Common Council. Most recently, on March 4th, 2008, the Common Council approved changes to the Heights building. To date, Common Council has approved the following buildings: Whole Foods, the Heights mixed-use commercial building, a parking structure, additional commercial space as well as a 140 room hotel. The hotel tower was originally approved for 140 rooms and was situated above two floors of retail at the corner of Hilldale Way and University Avenue. The hotel drop-off and common areas were originally positioned behind Sentry near the corner of Frey Street and Hilldale Way. Connected by an elevator shaft, the hotel tower and common area structures straddled the entry to the parking deck.

Project Description – Specific Implementation Plan

The Developer, Joseph Freed and Associates LLC, as agent for the owner is proposing to alter the approved SIP by modifying the design of the hotel and Hilldale Way retail. In response to feedback from our hotel operator as well as prospective retail tenants, we are proposing to modify the hotel building by placing the hotel common area underneath the hotel tower. In addition, we are eliminating speculative second floor retail space by redistributing the retail space along Hilldale Way. Further, this proposal consists of the following development program for the hotel building and Hilldale Way retail:

1. Approximately 125 room, five story hotel;
2. An 18,500 sq. ft. retail space at the corner of Frey St. and Hilldale Way;
3. Approximately 10,500 sq. ft. of retail located at the corner of University Avenue and Hilldale Way; and
4. Modifications to the east end of the parking structure including a redesigned elevator and stair connection to the plaza level.

It is important to note that the enclosed material does not propose altering the Whole Foods building or Heights mixed-use commercial building. These components are finalized and will be under construction this spring. In other words, this proposal is narrowly focused within the area defined by the red project boundary shown on the enclosed Hilldale Redevelopment Master Plan.

In addition, the proposed modifications to the hotel building and Hilldale Way retail 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 15% under this proposal. Please see attached letter.

This package includes the following material:

1. Revised Traffic Impact Analysis;
2. Project Description;
3. PUD Zoning Text;
4. Legal Description;
5. Development Table; and
6. Land Use Application.

Discussion and Input:

The Developer has worked with the Alderman, City Staff, Community Organizations and the UDC. In advance of the Planning Commission meeting the Developer held meetings with, among others:

- Alder Gruber;
- Staff from Planning, Traffic Engineering, Fire and Safety;
- Urban Design Commission; and
- Representatives from the Hill Farms Neighborhood Association

As always – please feel free to contact us if you have any questions or comments. Thank you for considering our request for approval of the proposed modifications to the hotel building and Hilldale Way retail.

Sincerely,

A handwritten signature in black ink that reads "Adam Fink". The signature is written in a cursive, flowing style.

Adam Fink
Development Manager
Joseph Freed and Associates LLC