



# City of Madison

## Proposed Rezoning

Location  
306 West Main Street

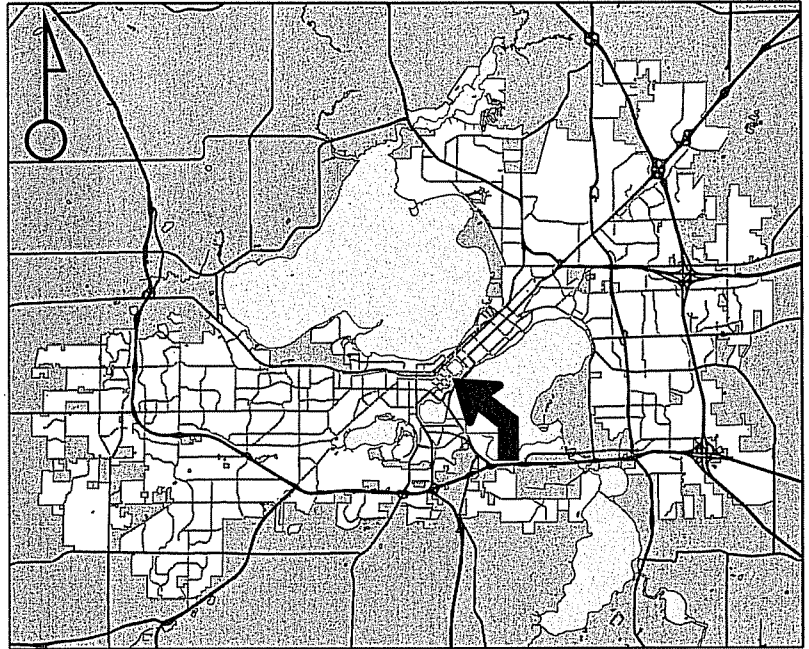
Applicant  
Adam Winkler –  
The Alexander Company, Inc.

From: PUD-GDP To: PUD-GDP-SIP

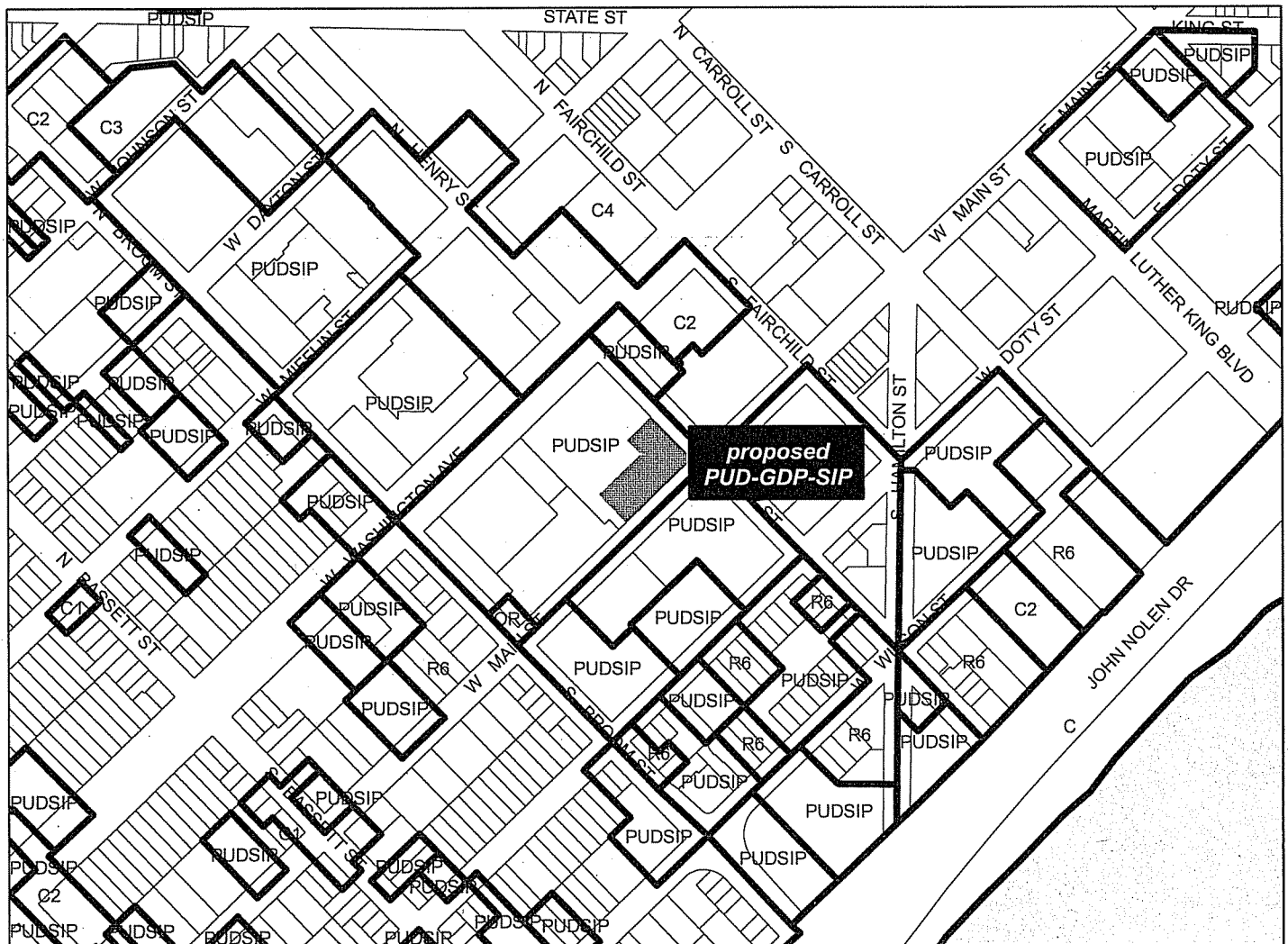
Existing Use  
Vacant Land in Capitol West Development

Proposed Use  
Construct 176-unit apartment building

Public Hearing Date  
Plan Commission  
15 October 2012  
Common Council  
30 October 2012



For Questions Contact: Tim Parks at: 261-9632 or [tparks@cityofmadison.com](mailto:tparks@cityofmadison.com) or City Planning at 266-4635



Scale : 1" = 1100'

City of Madison, Planning Division : RPJ : Date : 02 October 2012





# LAND USE APPLICATION Madison Plan Commission

215 Martin Luther King Jr. Blvd; Room LL-100  
PO Box 2985; Madison, Wisconsin 53701-2985  
Phone: 608.266.4635 | Facsimile: 608.267.8739

- The following information is required for all applications for Plan Commission review except subdivisions or land divisions, which should be filed with the Subdivision Application.
- Before filing your application, please review the information regarding the **LOBBYING ORDINANCE** on the first page.
- Please read all pages of the application completely and fill in all required fields.
- This application form may also be completed online at [www.cityofmadison.com/planning/plan.html](http://www.cityofmadison.com/planning/plan.html)
- All Land Use Applications should be filed directly with the Zoning Administrator.

FOR OFFICE USE ONLY:	
Amt. Paid	<u>81550<sup>00</sup></u> Receipt No. <u>134727</u>
Date Received	<u>8/15/12</u>
Received By	<u>mgp</u>
Parcel No.	<u>0709-231-1722-4</u>
Aldermanic District	<u>4 - VERVEER</u>
GQ	<u>ENG - TT ; PUDSIP</u>
Zoning District	<u>PUDSIP</u>
For Complete Submittal	
Application	Letter of Intent <input checked="" type="checkbox"/>
IDUP	Legal Descript. <input checked="" type="checkbox"/>
Plan Sets	Zoning Text <input checked="" type="checkbox"/>
Alder Notification	Waiver <input checked="" type="checkbox"/>
Ngrhd. Assn Not.	Waiver <input checked="" type="checkbox"/>
Date Sign Issued	<u>8/15/12</u>

1. Project Address: 306 W. Main Street Project Area in Acres: .61  
Project Title (if any): To Be Determined

### 2. This is an application for:

Zoning Map Amendment (check the appropriate box(es) in only one of the columns below)		
<input type="checkbox"/> <b>Rezoning to a Non-PUD or PCD Zoning Dist.:</b> Existing Zoning: _____ to _____ Proposed Zoning (ex: R1, R2T, C3): _____	<b>Rezoning to or Amendment of a PUD or PCD District:</b> <input type="checkbox"/> Ex. Zoning: _____ to PUD/PCD-GDP <input type="checkbox"/> Ex. Zoning: _____ to PUD/PCD-SIP <input checked="" type="checkbox"/> Amended Gen. Dev. <input checked="" type="checkbox"/> Amended Spec. Imp. Plan	
<input type="checkbox"/> <b>Conditional Use</b>	<input type="checkbox"/> <b>Demolition Permit</b>	<input type="checkbox"/> <b>Other Requests (Specify):</b> _____

### 3. Applicant, Agent & Property Owner Information:

Applicant's Name: Block 51, LLC Company: The Alexander Company, Inc.  
Street Address: 145 E. Badger Rd., Suite 200 City/State: Madison, WI Zip: 53713  
Telephone: (608) 258-5580 Fax: (608) 258-5599 Email: ajw@alexandercompany.com

Project Contact Person: Adam Winkler Company: The Alexander Company, Inc.  
Street Address: 145 E. Badger Rd., Suite 200 City/State: Madison, WI Zip: 53713  
Telephone: (608) 258-5580 Fax: (608) 258-5599 Email: ajw@alexandercompany.com

Property Owner (if not applicant): \_\_\_\_\_  
Street Address: \_\_\_\_\_ City/State: \_\_\_\_\_ Zip: \_\_\_\_\_

### 4. Project Information:

Provide a brief description of the project and all proposed uses of the site: luxury apartments,  
underground parking, fitness room, community room

Development Schedule: Commencement 3/2013 Completion 9/2014

**5. Required Submittals:**

- Plans** submitted as follows below and depicts all lot lines; existing, altered, demolished or proposed buildings; parking areas and driveways; sidewalks; location of any new signs; existing and proposed utility locations; building elevations and floor plans; landscaping, and a development schedule describing pertinent project details:
  - **7 copies** of a full-sized plan set drawn to a scale of one inch equals 20 feet (collated and folded)
  - **7 copies** of the plan set reduced to fit onto 11 inch by 17 inch paper (collated, stapled and folded)
  - **1 copy** of the plan set reduced to fit onto 8 1/2 inch by 11 inch paper
- Letter of Intent (12 copies):** describing this application in detail including, but not limited to: existing conditions and uses of the property; development schedule for the project; names of persons involved (contractor, architect, landscaper, business manager, etc.); types of businesses; number of employees; hours of operation; square footage or acreage of the site; number of dwelling units; sale or rental price range for dwelling units; gross square footage of building(s); number of parking stalls, etc.
- Legal Description of Property:** Lot(s) of record or metes and bounds description prepared by a land surveyor. For any application for rezoning, the description must be submitted as an electronic word document via CD or e-mail. For applications proposing rezoning to more than one district, a separate description of each district shall be submitted.
- Filing Fee: \$1,200** See the fee schedule on the application cover page. Make checks payable to: *City Treasurer.*
- Electronic Submittal:** All applicants are required to submit copies of all items submitted in hard copy with their application (including this application form, the letter of intent, complete plan sets and elevations, etc.) as Adobe Acrobat PDF files on a non-returnable CD to be included with their application materials, or in an e-mail sent to [pcapplications@cityofmadison.com](mailto:pcapplications@cityofmadison.com). The e-mail shall include the name of the project and applicant. Applicants unable to provide the materials electronically should contact the Planning Division at (608) 266-4635 for assistance.

**In Addition, The Following Items May Also Be Required With Your Application:**

- For any applications proposing demolition or removal of existing buildings, the following items are required:
  - Prior to the filing of an application, the applicant or his/her agent is required to notify a list of interested persons registered with the City **30 or 60 days prior to filing** their application using the online notification tool found at: <https://www.cityofmadison.com/developmentCenter/demolitionNotification/>
  - A photo array (6-12 photos) of the **interior and exterior** of the building(s) to be demolished or removed. A written assessment of the condition of the building(s) to be demolished or removed is highly recommended.
  - Note: A Reuse and Recycling Plan approved by the City's Recycling Coordinator is required prior to issuance of wrecking permits and the start of construction.
- Zoning Text (12 copies):** must accompany Planned Community or Planned Unit Development (PCD/PUD) submittals.

**6. Applicant Declarations:**

- Conformance with adopted City plans:** Applications shall be in accordance with all adopted City of Madison plans:
  - The site is located within the limits of Bassett Neighborhood Master Plan, which recommends: High Density for this property.
- Pre-application Notification:** Section 28.12 of the Zoning Code requires that the applicant notify the district alder and any nearby neighborhood & business associations in writing no later than **30** days prior to filing this request:
  - List below the Alderperson, Neighborhood Association(s), Business Association(s) AND dates you sent the notices:  
Alder Michael Verveer - July 3, 2012, Mr. Peter Ostlund (Bassett Neighborhood) - July 3, 2012
  - NOTE: If the alder has granted a waiver to this requirement, please attach any such correspondence to this form.
- Pre-application Meeting with staff:** Prior to preparation of this application, the applicant is required to discuss the proposed development and review process with Zoning and Planning Division staff; note staff persons and date.
  - Planning Staff: City of Madison DAT Date: 6/28/12 Zoning Staff: City of Madison DAT Date: 6/28/12
- Check here if this project will be receiving a public subsidy.** If so, indicate type in your Letter of Intent.

**The signer attests that this form is accurately completed and all required materials are submitted:**

Printed Name Adam Winkler Date 8/14/12  
 Signature [Signature] Relation to Property Owner Employee of the Alexander Company  
 Authorizing Signature of Property Owner [Signature] Date 8/14/12



8/14/2012

Mr. Brad Murphy  
City of Madison  
Planning & Development  
215 Martin Luther King Jr. Blvd.  
PO Box 2985  
Madison, WI 53701

**RE: LETTER OF INTENT, CAPITOL WEST (PHASE III), AMENDED GDP-SIP**

Dear Mr. Murphy,

The following is submitted together with plans, application and zoning text for City Staff, Plan Commission, and City Council consideration of approval of the proposed development. This letter of intent includes:

**Project:** Capitol West- Phase III  
306 West Main Street

**Developer:** The Alexander Company, Inc.  
145 E. Badger Road, Suite 200  
Madison, WI 53713  
Office: (608) 258-5580  
Fax: (608) 258-5599  
Contact: Adam Winkler

**Architects:** Iconica, Inc.  
901 Deming Way  
Madison, WI 53717  
Office: (608) 664-3500  
Fax: (608) 664-3535  
Contact: John Seamon

**Owner:** Block 51, LLC  
145 E. Badger Road, Suite 200  
Madison, WI 53713  
Office: (608) 258-5580  
Fax: (608) 258-5599  
Contact: Adam Winkler

**Project Description:**

The Alexander Company proposes to develop 306 West Main Street (a parcel of the Block 51- Capitol West project) into a 176-unit luxury apartment building. This project will complete the third phase of the Capitol West master-development, leaving only a small development piece along Main Street (Main Street Townhomes) for future development.

The building will be approximately 206,000 GSF and will rise 11 stories above Main Street, facilitating views of the Madison isthmus and lakes. The clean, modern aesthetic will incorporate expansive windows, balconies and a private community terrace for residents and their guests. The structure will step back as it rises along Main Street and provides cantilevered bays to create an undulating façade; one that allows for a play on light and architectural shapes. The material palette for the exterior consists of painted steel, solar glazed glass and masonry. Landscaping has been chosen to offer seasonal variety, screening and softening of hard surfaces.

Interior style will be seamless with the exterior design in its clean, modern palette. Various floor plans will be available from which to choose and each shall have hardwood floors, 9' ceilings and expansive glass for day lighting and views. All kitchens and baths will have condominium level finishes including stainless steel appliances and granite countertops.

Parking will be provided in three places: two new trays underneath the new structure containing 56 parking stalls, 59 stalls in the adjacent parking garage and 70 stalls in the Main Street Parking Ramp. A total of 185 stalls will be available for the 176 new apartment units. The new parking will be connected to the adjacent garage and will utilize the existing ramping in order to achieve optimal efficiency for the two properties.

Public works improvements will be coordinated with the city.

**Fire Access**

A fire access plan is recorded as part of the current GDP for the block showing aerial apparatus access and fire hydrant locations and hose runs as approved by the City of Madison Fire Department. The Plan will be updated to accommodate the proposed apartment building as part of the SIP process for the project.

**Site Development Statistics**

<b>Lot Area:</b>	
Lot 3-	21,329 sf
Air Rights-	<u>5,245 sf</u>
TOTAL	26,574 sf or .61 acres
<b>Units:</b>	176
<b>Building Height:</b>	Ranges from 5 to 11 stories

**Social Economic Impact**

The Capitol West development has and will continue to provide a positive impact for downtown Madison both socially and economically. The mixed-use plan, by developing housing units and supporting retail uses in our city's center, promotes smart growth by placing density where sufficient city services currently exist. Capitol West creates a range of housing choices within walkable distance from a variety of supporting retail services and workplaces. The project promotes healthy development.

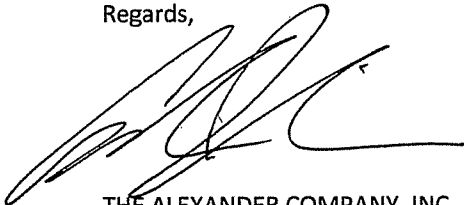
The change from condominiums to apartments for the proposed project allows the project to attract another audience of people, further exemplifying the truly mixed-use nature of the property. At the completion of the proposed project, Capitol West will contain apartments, condominiums, office, retail and hotel uses.

Based on the analysis above, we feel the proposed development meets the spirit and intent of the PUD zoning ordinances when reviewed with respect to the criteria for approval set forth in Section 28.07(6)(f) of the zoning code:

1. Criteria & Intensity of Land Use: The proposed PUD has been designed specifically with the existing neighborhood uses in mind. More intense uses have been located along streets and avenues that can support higher density development (i.e. the proposed 306 project). Great lengths have been taken to design the Capitol West master-planned development as an aesthetically pleasing urban environment with a mix of uses designed to promote a sustainable urban community without adversely affecting municipal services, and the proposed 306 project is designed to fit into the block's design fabric without exactly replicating any of the existing buildings. A transportation demand management plan and traffic impact analysis has been completed as part of the original PUD. The traffic impact analysis will be updated with this SIP if necessary. However, we believe the new mix of 176 apartments units versus 146 condominium units originally planned will not have a great change to the density. The blocking plan for the original 146 condominium units equaled 231 bedrooms with commercial space and the proposed apartment unit mix includes 218 bedrooms with no commercial space.
2. Economic Impact: The proposed development will continue to add to the positive impact Capitol West has had on the economics of the city. The projected increase in value for the entire block will be in excess of \$100 million when completed.
3. Presentation & Maintenance of Open Space: The Capitol West development has taken a block-wide approach to providing functional urban space of the highest quality. The efforts to create seating areas, walkways, plazas, terraces, with outdoor bike parking can presently be seen. The proposed development's plantings will take into account rain interception, air filtration, shade and cooling, as well as appropriate habitat and nutrition for wildlife.
4. Implementation Schedule: The proposed project will be the last major phase to the Capitol West master plan. The only remaining piece will be a small project located along Main Street (called the Main Street Townhomes), which currently has an approved SIP. The timing for the Main Street Townhomes is unknown at this time. The proposed project's anticipated commencement is March 2013 and completion is September 2014.

Thank you for your time reviewing this proposal.

Regards,



THE ALEXANDER COMPANY, INC.  
Adam J. Winkler  
Development Project Manager

cc: File

**PROPOSED ZONING TEXT: AMENDED GDP/SIP  
CAPITOL WEST- PHASE III  
BLOCK 51 MADISON, WI**

**Legal Description:** The lands subject to the planned unit development shall include those described in Exhibit A attached hereto.

- A. Statement of Purpose:** This Zoning District Text is to amend the GDP zoning text for the Capitol West- Block 51 project to allow for a luxury apartment building development at 306 West Main Street. The current GDP and Phase I and Phase II SIP will remain in effect except as amended herein. The 306 W. Main parcels will be constructed as one phase, one project. This amendment calls for 56 new parking spaces and no new retail in the proposed development.

- **Component modifications included in this GDP Amendment**

***Phase III Modifications: Main Street Townhomes***

Construction of the Main Street Townhomes and associated site and public works improvements is shifted from Phase III to Phase IV

***Phase III Modification: Pedestrian Bridge***

Removal of the Pedestrian Bridge in its entirety from the Capitol West development project.

***Phase III Modification: Luxury Apartments***

Change use from condominiums to luxury apartments

***Phase III Modification: Increase Number of Units***

Increase from approximately 146 condominium units to 176 luxury apartment units

***Phase III Modification: Removal of Inclusionary Zoning Requirements***

All requirements pertaining to the Inclusionary Zoning requirements shall be removed from this phase and all future phases

- **Components included in this GDP Amendment**

***Phase II: 306 W. Main Street***

Luxury apartment use allowing for the construction of approximately 206,000 gsf of apartment space, which includes apartment units, common areas and new parking areas.



**COMPLETED COMPONENT LIST**

***Phase 1***

- 309 West Washington Avenue- Residential & Retail: 126 Units- 195,000 GSF (Up to 12,000 GSF of Retail in 309 W. Washington)
- Capitol Court Townhomes- Residential: Up to 10 Units- 17,400 GSF
- Washington Rowhouses- Residential: 5 Units- 9,300 GSF
- Below Grade Parking Structure: 220 Stalls- 27,000 GSF
- Broom Street Condominiums- Residential: 23 Units- 28,536 GSF
- 345 W. Washington Avenue- Existing Office- 82,520 GSF
- 345 W. Washington Avenue- Existing Parking- 191 Stalls
- Main Street Parking Ramp- Existing 514 Stalls
- Site Improvements and Landscaping
  - Washington Place
  - Capitol Mews from South Henry to Broom Street
  - Selected Streetscapes per City of Madison Documents and Developer Agreement
- Parking Tally
  - Surface Parking Washington Place 18 Auto Stalls (1 ADA)
  - 27 Washington Place Garage 220 Auto Stalls (6 ADA)
  - 80 Washington Place Ramp 513 Auto Stalls (13 ADA)
  - 345 West Washington 191 Auto Stalls (4 ADA)
  - **TOTAL 942 Auto Stalls (24 ADA)**
- Bike Parking Tally:
  - 309 West Washington 200 Bike Stalls
  - 309 Retail 28 Bike Stalls- Surface
  - Capitol Court 30 Bike Stalls
  - Broom Street Lofts 23 Bike Stalls

***Phase II***

333 W. Washington Ave- Hotel: 151 Rooms- 109,000 GSF

**B. Permitted Uses**

1. Those uses that are stated in all Residential Zoning Districts
2. Uses accessory to permitted uses as listed above
3. Other uses listed herein and in attached Letter of Intent

**C. Lot Area:** Refer to CSM, adjacent Condominium Plat and submitted architectural plans for Lot Area

**D. Floor Area Ratio:**

1. Floor area ratios will comply with the structures identified on the attached conceptual site/landscape plan. Specific floor area ratios will be submitted with the SIP application.
  2. Maximum building height shall be limited by the Capitol View Preservation Limit as defined in Chapter 28.04(14)(b) of the Madison General Ordinances. The maximum number of stories shall be defined as shown on the attached building elevation and as described in the drawings attached to the Letter of Intent
- E. Yard Requirements:** Yard areas will be provided as shown on the attached site plan and landscape plan
- F. Landscaping:** Site landscaping will be provided as shown on the attached site and landscape plans.
- G. Accessory Off-Street Parking & Loading:** Accessory off-street parking and loading will be provided as described and as shown on the site plan and architectural drawings.
- H. Lighting:** Site Lighting will be provided as shown on the attached site plan
- I. Signage:** Signage will be allowed as per Chapter 31 of the Madison General Ordinances, or signage will be provided as approved on the recorded plans
- J. Family Definition:** The family definition of this Amended GDP shall coincide with the definition given in chapter 28.03(2) of the Madison General Ordinances for the R-6 zoning district.
- K. Alterations and Revisions:** No alteration or revision to this planned unit development shall be permitted unless approved by the City Plan Commission, however, the Zoning Administrator may issue permits for minor alterations or additions which are approved by the Director of Planning and Development and the alderperson of the district and are compatible with the concept approved by the City Plan Commission.



September 26, 2012

To: Urban Design Commission

From: John Seamon, Iconica

Re: 20120550 - Alexander - 306 W Main - Design

**Project Description:**

The proposed 306 W Main project is the next phase of development for The Alexander Company on the Capitol West block (formerly the Meriter Hospital block). The proposed project consists of a new 5, 7 and 11 story apartment hi-rise with two levels of underground parking. The proposed project has been designed within the previously approved zoning envelope and will compliment the adjacent condominium tower and townhomes through the use of materials, massing, fenestration and landscaping.

The first phase began in 2003-2004 and the GDP for the redevelopment project for the block was approved at that time. The current proposal retains the same scale and massing for 306 W. Main, but converts the living units from 146 condos to 172 apartments. The current proposal includes two trays of underground parking with a total of 51 new parking spaces.

**Project Information:**

The living units will be one and two bedroom luxury apartments ranging from 700+ square feet for the one bedroom units and 1100-1800 square feet for the two bedrooms. 70% of the units will have walk-out balconies, the rest French balconies. The proposed building will have an outdoor courtyard, a ground floor community room, a fitness center, a bike maintenance station, a dog washing facility in the garage, and electric car charging stations. The target market for renters is young business professionals and graduate students.

Previously approved program for 306 West Main Street as condominiums included:

(13) - 3 bedroom units, (59) - 2 bedroom units and (74) - 1 bedroom units  
Totals = 146 units and 231 beds.  
11,600 SF of commercial space

Current 306 West Main Street proposal as apartments includes:

(38) 2 bedroom units, (134) 1 bedroom units  
Totals = 172 units and 210 beds  
No commercial space

**Organizational Structure:**

Owner: Block 51, L.L.C.  
The Alexander Company  
145 E. Badger Road; Suite 200  
Madison, WI

Architect: Iconica  
901 Deming Way  
Madison, WI 53717  
608-664-3535  
Contact: John Seamon  
John.seamon@iconicacreates.com

Landscape Design: JSD Professional Services, Inc.  
161 Horizon Drive, Suite 101  
Verona, WI 53593  
Contact: Justin Frahm

Engineer: Iconica  
901 Deming Way  
Madison, WI 53717  
608-664-3535  
Contact: Patrick Eagan  
Patrick.eagan@iconicacreates.com

**Site Development Data:**

Areas:

Total gross Building Area = 206 GSF  
Lot Size = .61 acres

Building Height: 11 stories (partial), 7 stories (partial), 5 stories (partial)

Vehicle Parking:

Underground Total: 185  
51 Stalls – 306 West Main Street (New)  
59 Stalls – 27 West Washington Place ramp  
75 Stalls – 80 West Washington Place ramp

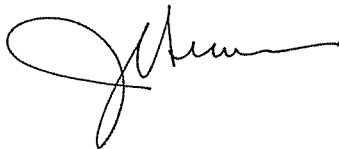
Bicycle Parking:

Total Bike stalls 60

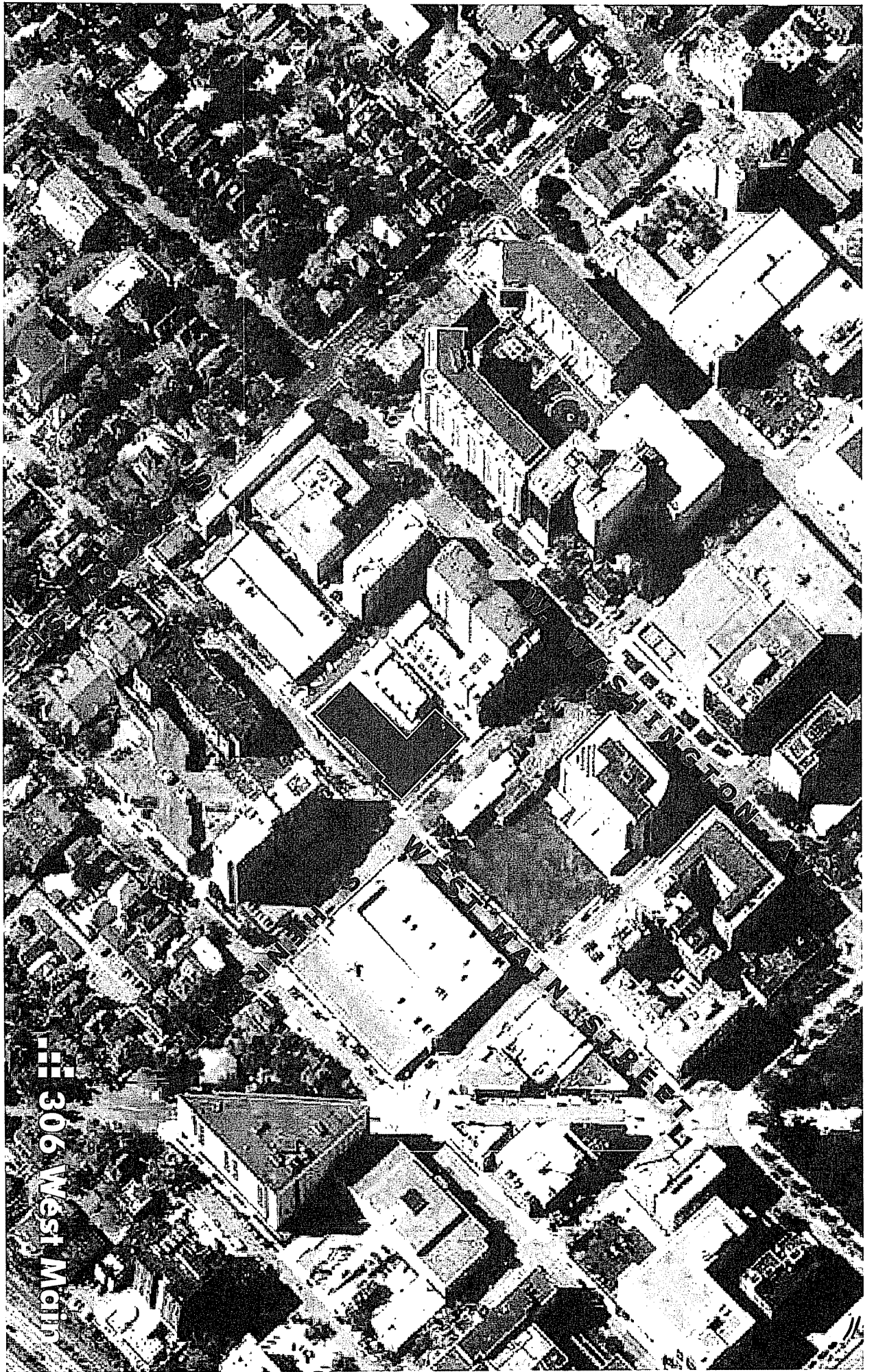
Project Schedule: Construction Start – March 2013; Completion – September 1, 2014

Thank you for your time in reviewing our proposal.

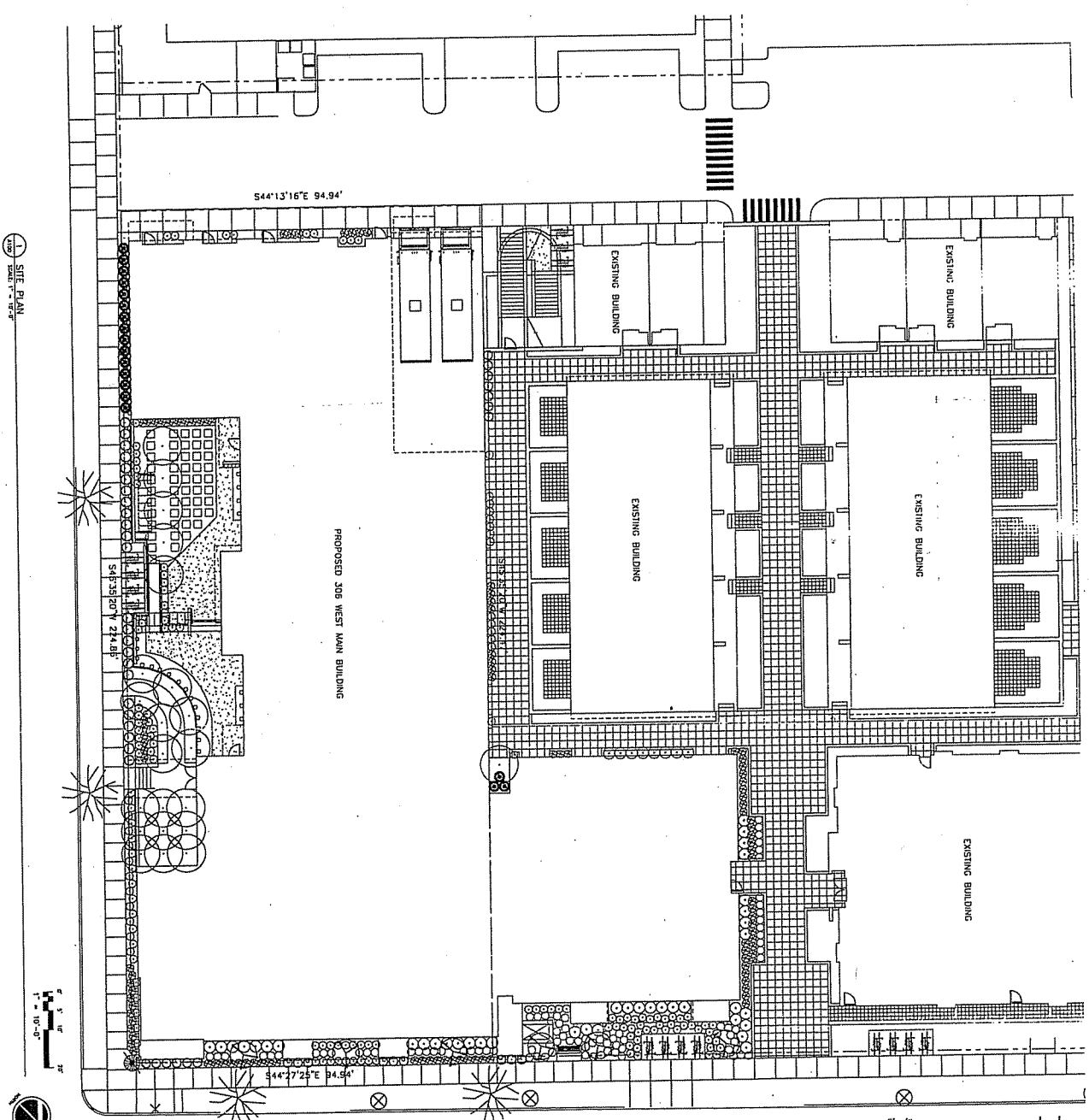
Sincerely,



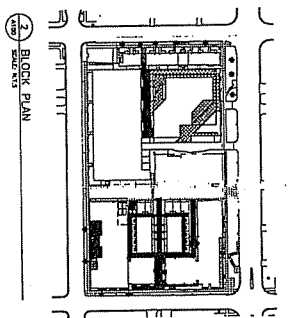
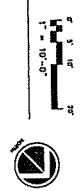
John Seamon  
Architectural Director  
Iconica



306 West Main



1. SITE PLAN  
SCALE: 1" = 10'-0"



<p><b>A100</b></p>	<p><b>ALEXANDER - 306 WEST MAIN</b>  <small>306 WEST MAIN STREET          MADISON, WISCONSIN</small></p> <p><b>THE ALEXANDER COMPANY</b>  <small>145 EAST BADGER ROAD, SUITE 200          MADISON, WISCONSIN 53712</small></p>	<p><b>ICONICA</b>  <small>The Design-Build          Construction Firm</small></p>
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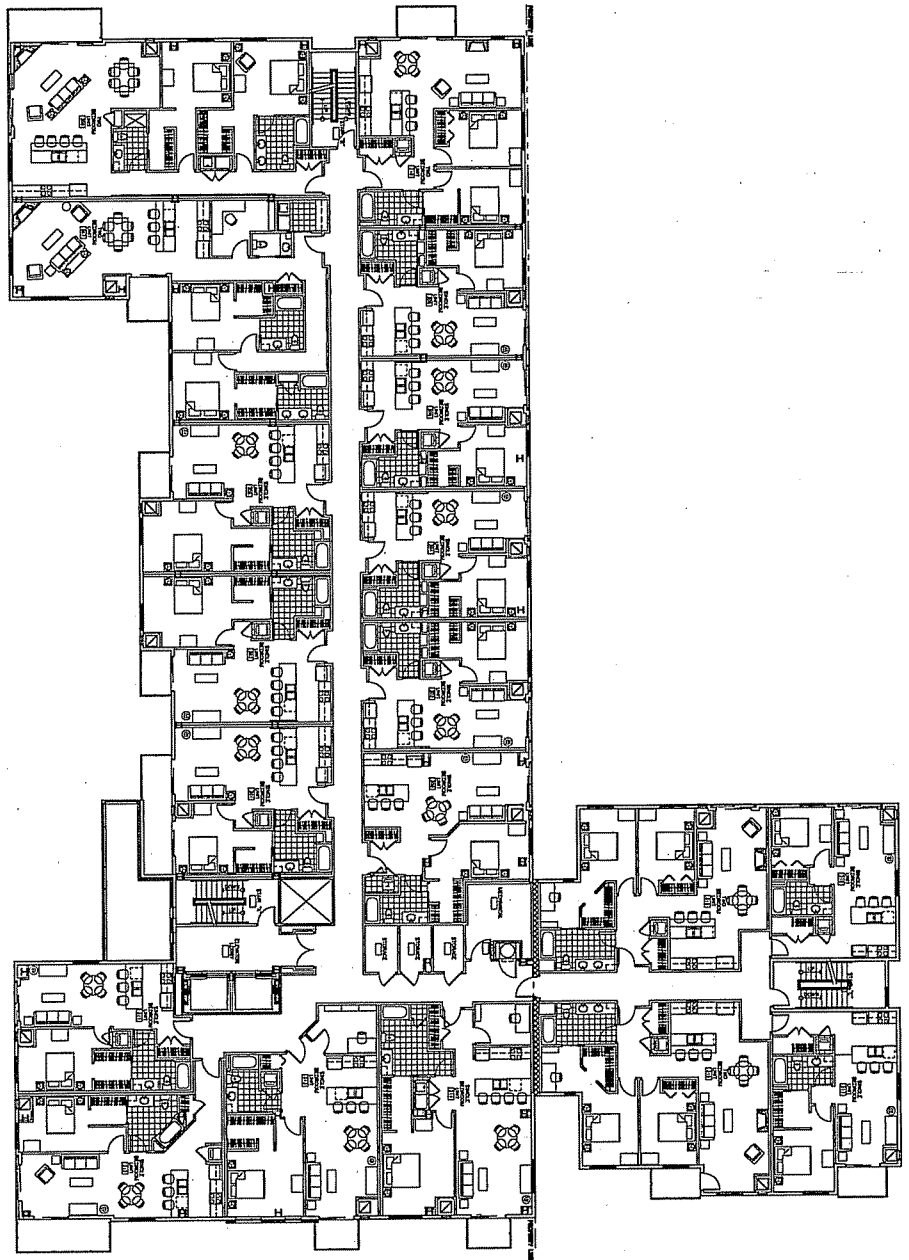








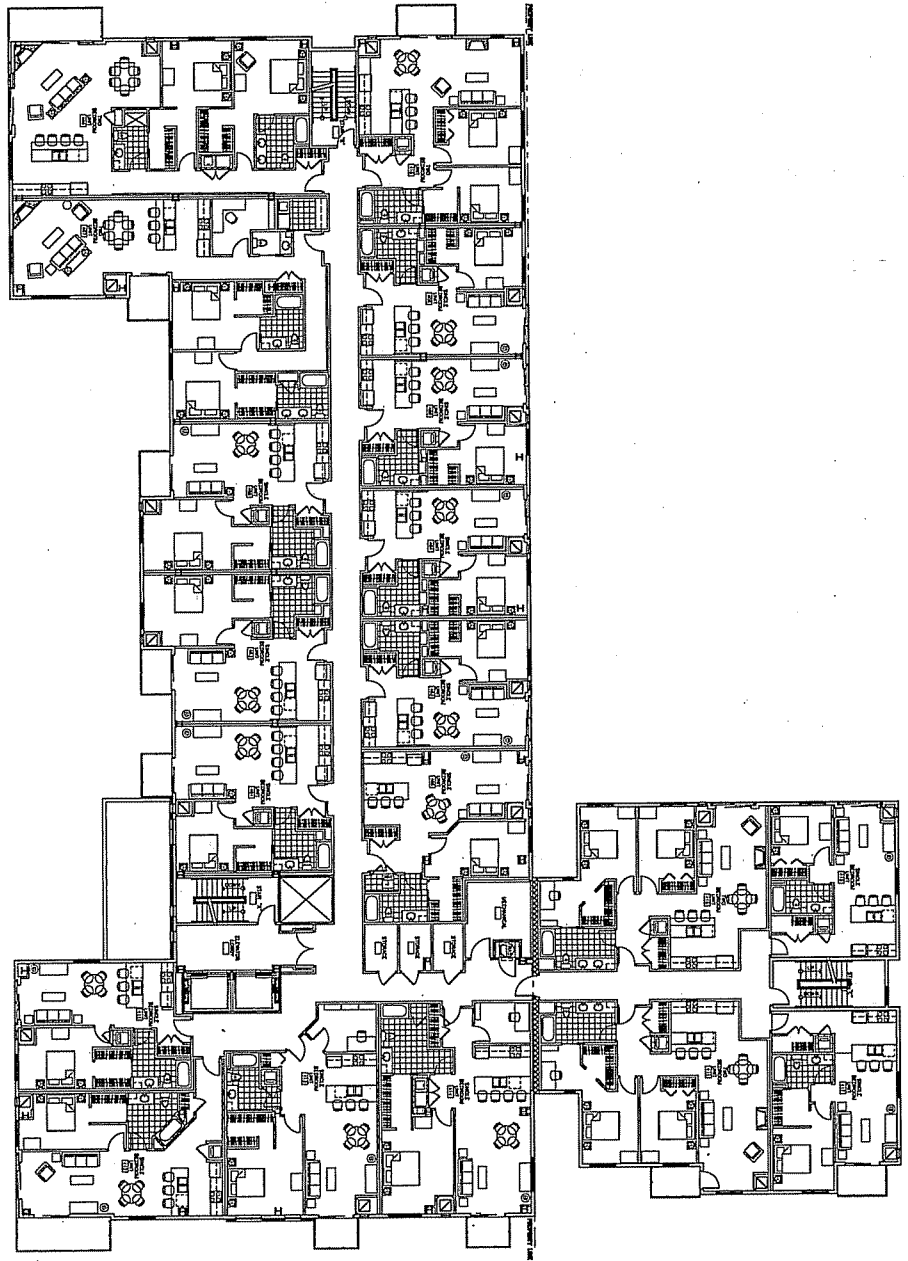
3RD FLOOR PLAN  
SCALE 1/4" = 1'-0"



11

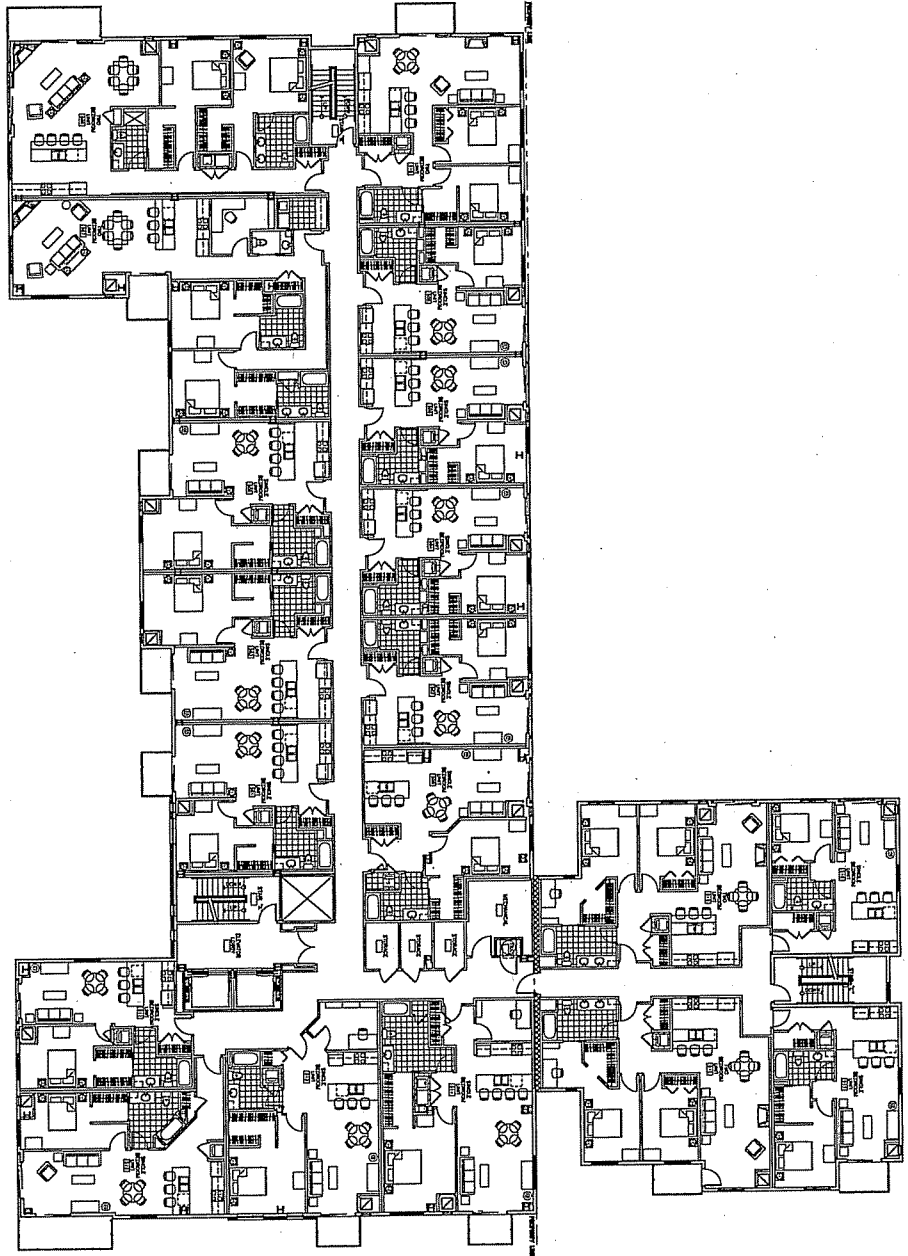
<p><b>A203</b></p> <p>DATE: 11/11/11</p> <p>BY: [Signature]</p>	<p><b>ALEXANDER - 306 WEST MAIN</b></p> <p>306 WEST MAIN STREET MADISON, WISCONSIN</p> <p><b>THE ALEXANDER COMPANY</b></p> <p>145 EAST BADGER ROAD, SUITE 200 MADISON, WISCONSIN 53712</p>	<p><b>ICONICA</b></p> <p>THIRD FLOOR PLAN</p> <p>DATE: 11/11/11</p> <p>BY: [Signature]</p>
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4TH FLOOR PLAN  
Scale: 1/8" = 1'-0"



<p><b>A204</b></p> <p>PROJECT: 2000 SHEET NUMBER</p>	<p>DATE: 11/11/03</p>	<p>THE ALEXANDER COMPANY 145 EAST BADGER ROAD, SUITE 200 MADISON, WISCONSIN 53713</p>	<p><b>ALEXANDER - 306 WEST MAIN</b> 306 WEST MAIN STREET MADISON, WISCONSIN</p>	<p><b>ICONICA</b> THIRD FLOOR PLAN</p>

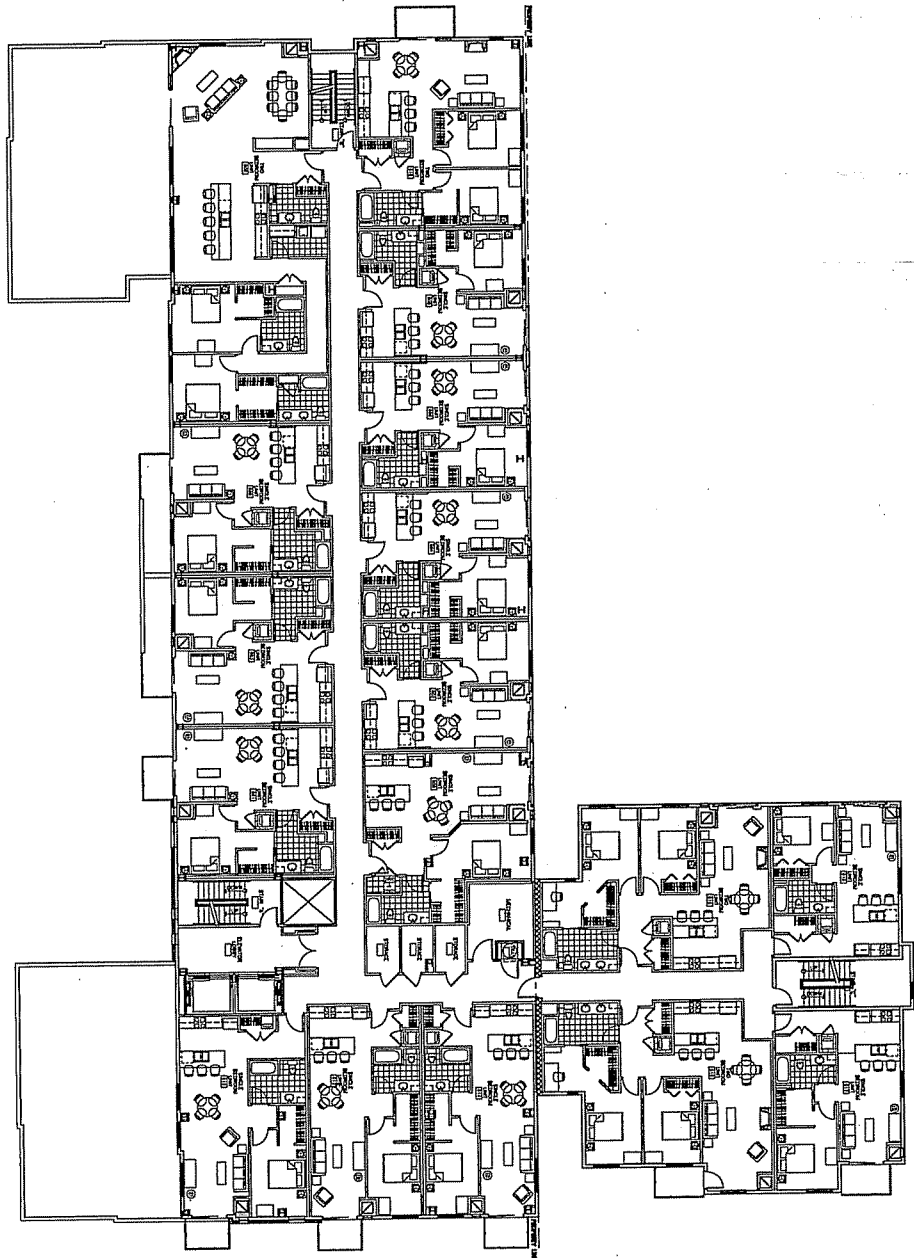
1 5TH FLOOR PLAN  
SCALE: 1/8" = 1'-0"



11

<p><b>A205</b></p> <p>THE ALEXANDER COMPANY 143 EAST BADGER ROAD, SUITE 200 MADISON, WISCONSIN 53713</p>	<p><b>ALEXANDER - 306 WEST MAIN</b> 306 WEST MAIN STREET MADISON, WISCONSIN</p> <p><b>THE ALEXANDER COMPANY</b> 143 EAST BADGER ROAD, SUITE 200 MADISON, WISCONSIN 53713</p>	<p><b>ICONICA</b> Tom Berglund 143 East Badger Road, Suite 200 Madison, Wisconsin 53713 Phone: 608.261.1111</p>
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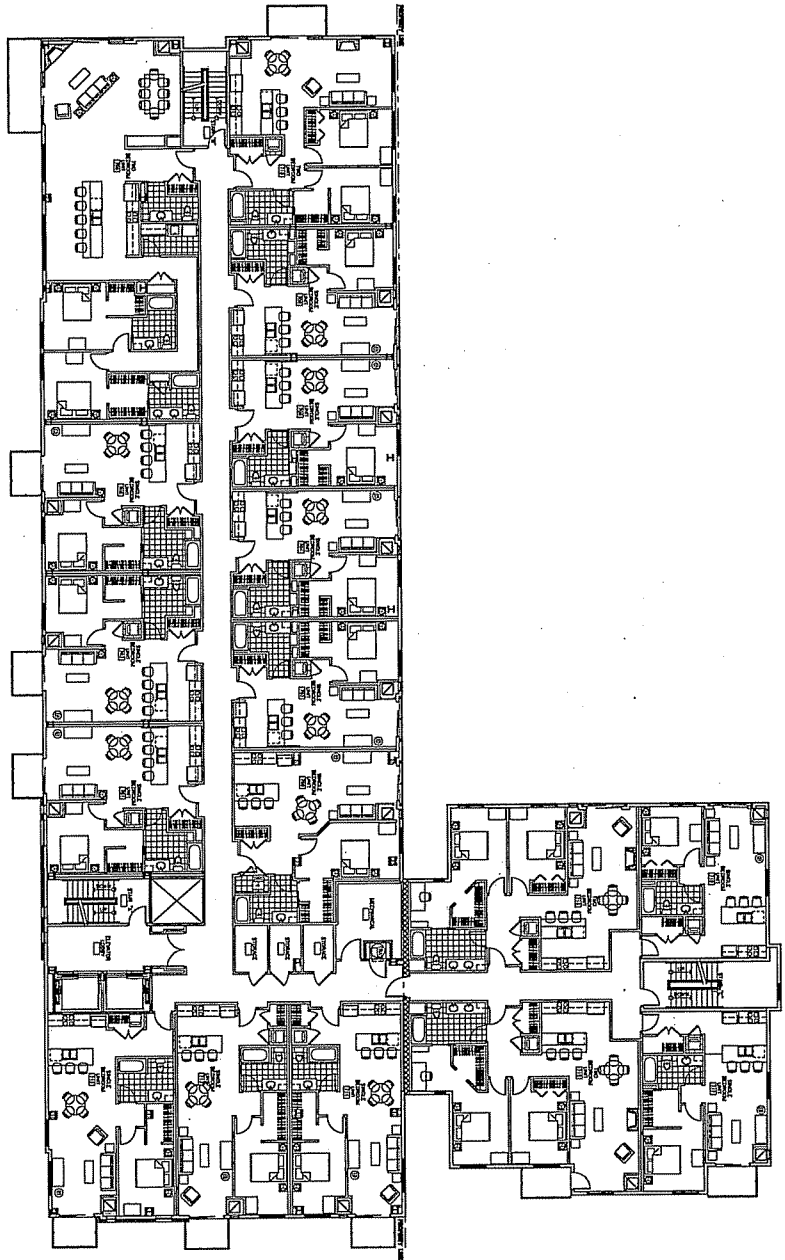
5TH FLOOR PLAN  
Scale: 1/8" = 1'-0"



11

<p><b>ICONICA</b> THE DESIGN-BUILD INTEGRATED TEAM</p>	<p><b>ALEXANDER - 306 WEST MAIN</b> 306 WEST MAIN STREET MADISON, WISCONSIN</p>	<p>DATE: 11/11/11 DRAWN BY: [REDACTED] CHECKED BY: [REDACTED] APPROVED BY: [REDACTED]</p>	<p>PROJECT # 2010000 SHEET NUMBER <b>A206</b> THE ALEXANDER COMPANY 145 EAST BADGER ROAD, SUITE 200 MADISON, WISCONSIN 53713</p>
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7TH FLOOR PLAN  
SCALE: 1/4" = 1'-0"



ALEXANDER - 306 WEST MAIN  
306 WEST MAIN STREET  
MADISON, WISCONSIN

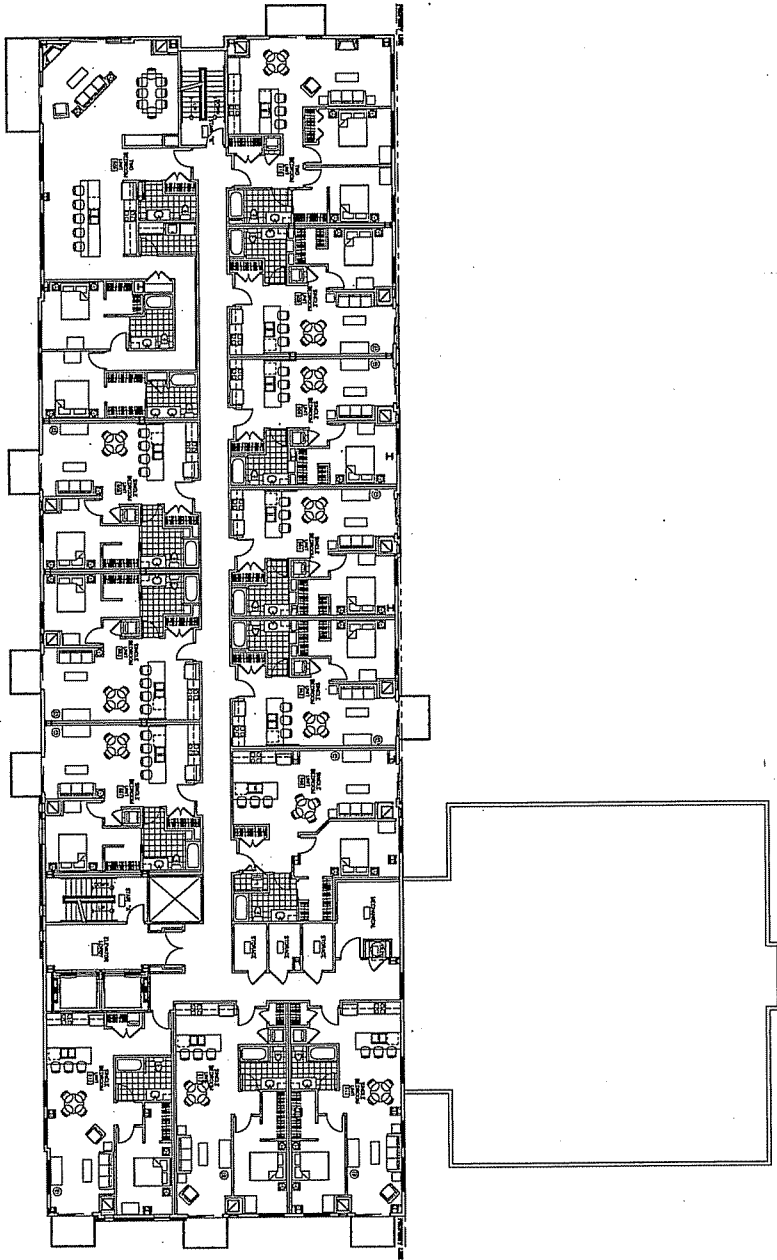
THE ALEXANDER COMPANY  
143 EAST BADGER ROAD, SUITE 200  
MADISON, WISCONSIN 53713



DATE PLOTTED	
PROJECT NUMBER	
SHEET NUMBER	A207
TITLE BLOCK	



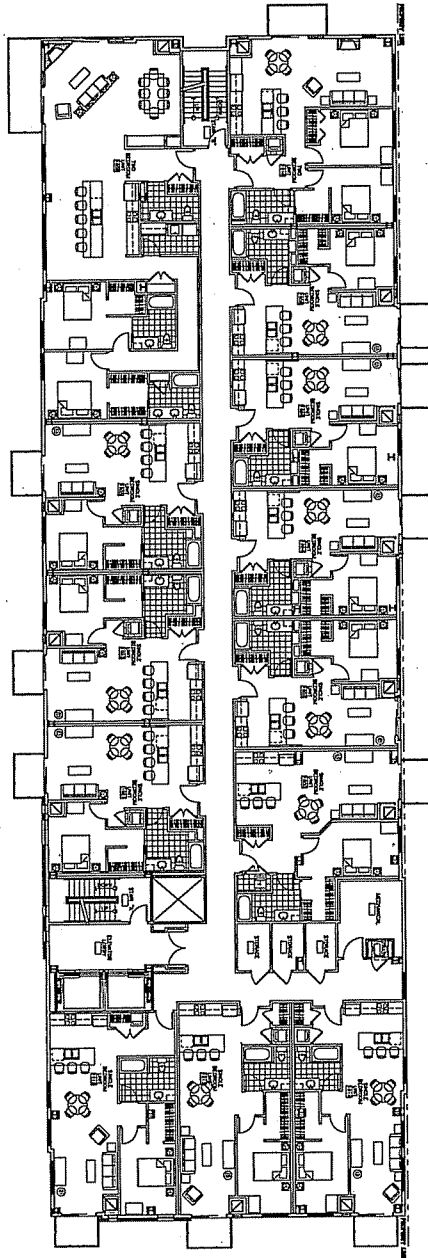
9TH FLOOR PLAN  
SCALE: 1/8" = 1'-0"



<p><b>ALEXANDER - 306 WEST MAIN</b> 306 WEST MAIN STREET MADISON, WISCONSIN</p> <p><b>THE ALEXANDER COMPANY</b> 145 EAST BADGER ROAD, SUITE 200 MADISON, WISCONSIN 53713</p>		<p><b>ICONICA</b> Total Design-Share 145 East Badger Road, Suite 200 Madison, Wisconsin 53713 Phone: 608.261.1111 Fax: 608.261.1112 www.iconica.com</p>
<p>DATE: 11/11/03</p> <p>PROJECT: 03-001</p> <p>SHEET NUMBER: 11</p>	<p>11</p>	<p><b>A209</b></p> <p>11/11/03</p>



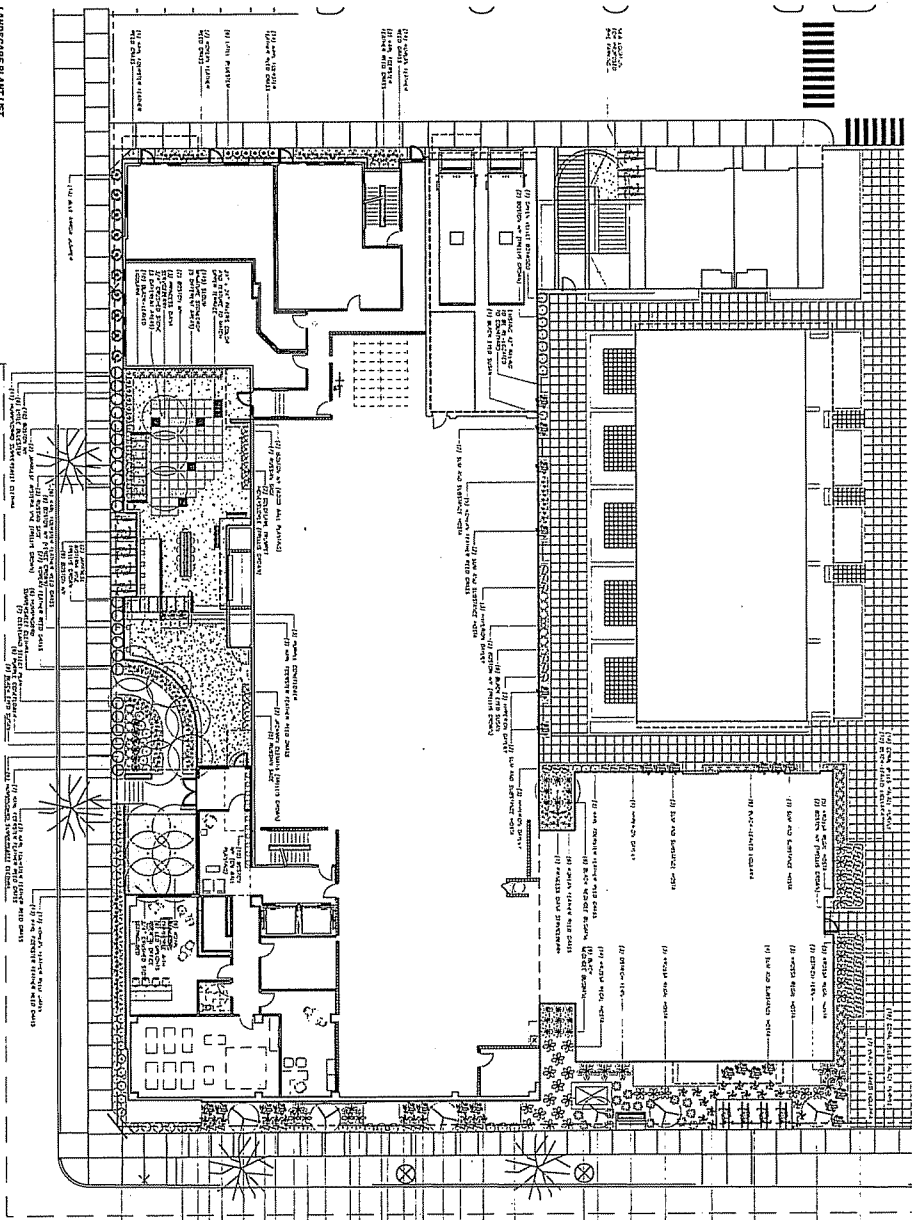
101 TOTAL FLOOR PLAN



11

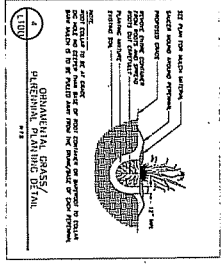
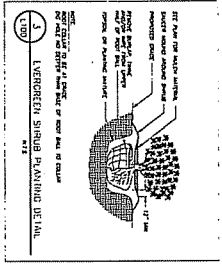
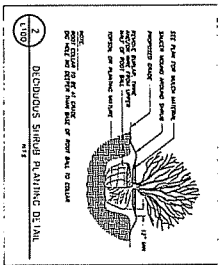
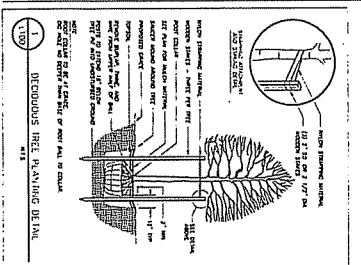
<p><b>ICONICA</b> Total Design-Build</p> <p>145 EAST BADGER ROAD, SUITE 200 MADISON, WISCONSIN 53713</p>	<p><b>ALEXANDER - 306 WEST MAIN</b> 306 WEST MAIN STREET MADISON, WISCONSIN</p>	
	<p><b>THE ALEXANDER COMPANY</b> 145 EAST BADGER ROAD, SUITE 200 MADISON, WISCONSIN 53713</p>	
<p><b>A210</b></p>	<p><b>101 TOTAL FLOOR PLAN</b></p>	<p><b>DATE:</b></p>





**LANDSCAPE PLANT LIST**

SYMBOL	COMMON NAME	HEIGHT	SPACING
1	... ..	12 FT	20'
2	... ..	12 FT	20'
3	... ..	12 FT	20'
4	... ..	12 FT	20'
5	... ..	12 FT	20'
6	... ..	12 FT	20'
7	... ..	12 FT	20'
8	... ..	12 FT	20'
9	... ..	12 FT	20'
10	... ..	12 FT	20'
11	... ..	12 FT	20'
12	... ..	12 FT	20'
13	... ..	12 FT	20'
14	... ..	12 FT	20'
15	... ..	12 FT	20'
16	... ..	12 FT	20'
17	... ..	12 FT	20'
18	... ..	12 FT	20'
19	... ..	12 FT	20'
20	... ..	12 FT	20'
21	... ..	12 FT	20'
22	... ..	12 FT	20'
23	... ..	12 FT	20'
24	... ..	12 FT	20'
25	... ..	12 FT	20'
26	... ..	12 FT	20'
27	... ..	12 FT	20'
28	... ..	12 FT	20'
29	... ..	12 FT	20'
30	... ..	12 FT	20'
31	... ..	12 FT	20'
32	... ..	12 FT	20'
33	... ..	12 FT	20'
34	... ..	12 FT	20'
35	... ..	12 FT	20'
36	... ..	12 FT	20'
37	... ..	12 FT	20'
38	... ..	12 FT	20'
39	... ..	12 FT	20'
40	... ..	12 FT	20'
41	... ..	12 FT	20'
42	... ..	12 FT	20'
43	... ..	12 FT	20'
44	... ..	12 FT	20'
45	... ..	12 FT	20'
46	... ..	12 FT	20'
47	... ..	12 FT	20'
48	... ..	12 FT	20'
49	... ..	12 FT	20'
50	... ..	12 FT	20'



**LEGEND**

**SYMBOLS**

**LANDSCAPE PLANT LIST**

**NOTES**

1. ALL PLANTING SHALL BE INSTALLED IN ACCORDANCE WITH THE ILLINOIS LANDSCAPE ARCHITECTURE BOARD'S STANDARDS AND SPECIFICATIONS.

2. ALL PLANTING SHALL BE INSTALLED IN ACCORDANCE WITH THE ILLINOIS LANDSCAPE ARCHITECTURE BOARD'S STANDARDS AND SPECIFICATIONS.

3. ALL PLANTING SHALL BE INSTALLED IN ACCORDANCE WITH THE ILLINOIS LANDSCAPE ARCHITECTURE BOARD'S STANDARDS AND SPECIFICATIONS.

4. ALL PLANTING SHALL BE INSTALLED IN ACCORDANCE WITH THE ILLINOIS LANDSCAPE ARCHITECTURE BOARD'S STANDARDS AND SPECIFICATIONS.

5. ALL PLANTING SHALL BE INSTALLED IN ACCORDANCE WITH THE ILLINOIS LANDSCAPE ARCHITECTURE BOARD'S STANDARDS AND SPECIFICATIONS.

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7. ALL PLANTING SHALL BE INSTALLED IN ACCORDANCE WITH THE ILLINOIS LANDSCAPE ARCHITECTURE BOARD'S STANDARDS AND SPECIFICATIONS.

8. ALL PLANTING SHALL BE INSTALLED IN ACCORDANCE WITH THE ILLINOIS LANDSCAPE ARCHITECTURE BOARD'S STANDARDS AND SPECIFICATIONS.

9. ALL PLANTING SHALL BE INSTALLED IN ACCORDANCE WITH THE ILLINOIS LANDSCAPE ARCHITECTURE BOARD'S STANDARDS AND SPECIFICATIONS.

10. ALL PLANTING SHALL BE INSTALLED IN ACCORDANCE WITH THE ILLINOIS LANDSCAPE ARCHITECTURE BOARD'S STANDARDS AND SPECIFICATIONS.

11. ALL PLANTING SHALL BE INSTALLED IN ACCORDANCE WITH THE ILLINOIS LANDSCAPE ARCHITECTURE BOARD'S STANDARDS AND SPECIFICATIONS.

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13. ALL PLANTING SHALL BE INSTALLED IN ACCORDANCE WITH THE ILLINOIS LANDSCAPE ARCHITECTURE BOARD'S STANDARDS AND SPECIFICATIONS.

14. ALL PLANTING SHALL BE INSTALLED IN ACCORDANCE WITH THE ILLINOIS LANDSCAPE ARCHITECTURE BOARD'S STANDARDS AND SPECIFICATIONS.

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19. ALL PLANTING SHALL BE INSTALLED IN ACCORDANCE WITH THE ILLINOIS LANDSCAPE ARCHITECTURE BOARD'S STANDARDS AND SPECIFICATIONS.

20. ALL PLANTING SHALL BE INSTALLED IN ACCORDANCE WITH THE ILLINOIS LANDSCAPE ARCHITECTURE BOARD'S STANDARDS AND SPECIFICATIONS.

**PROJECT #** L1100

**DATE** 10/1/2010

**SCALE** AS SHOWN

**DRAWN BY** J. J. JENSEN

**CHECKED BY** J. J. JENSEN

**DATE** 10/1/2010

**ALEXANDER - 306 WEST MAIN**

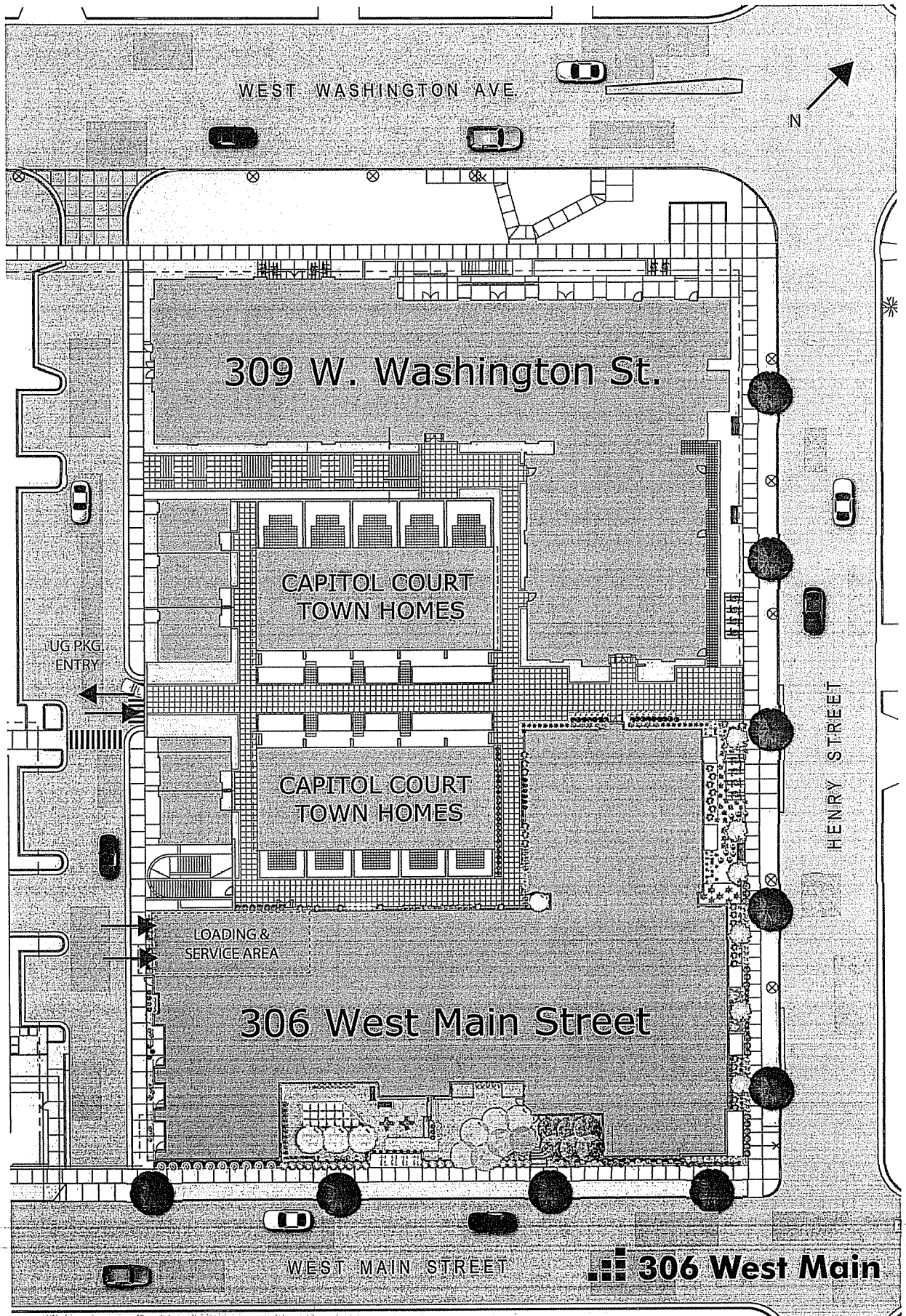
306 WEST MAIN STREET  
MADISON, WISCONSIN

**THE ALEXANDER COMPANY**

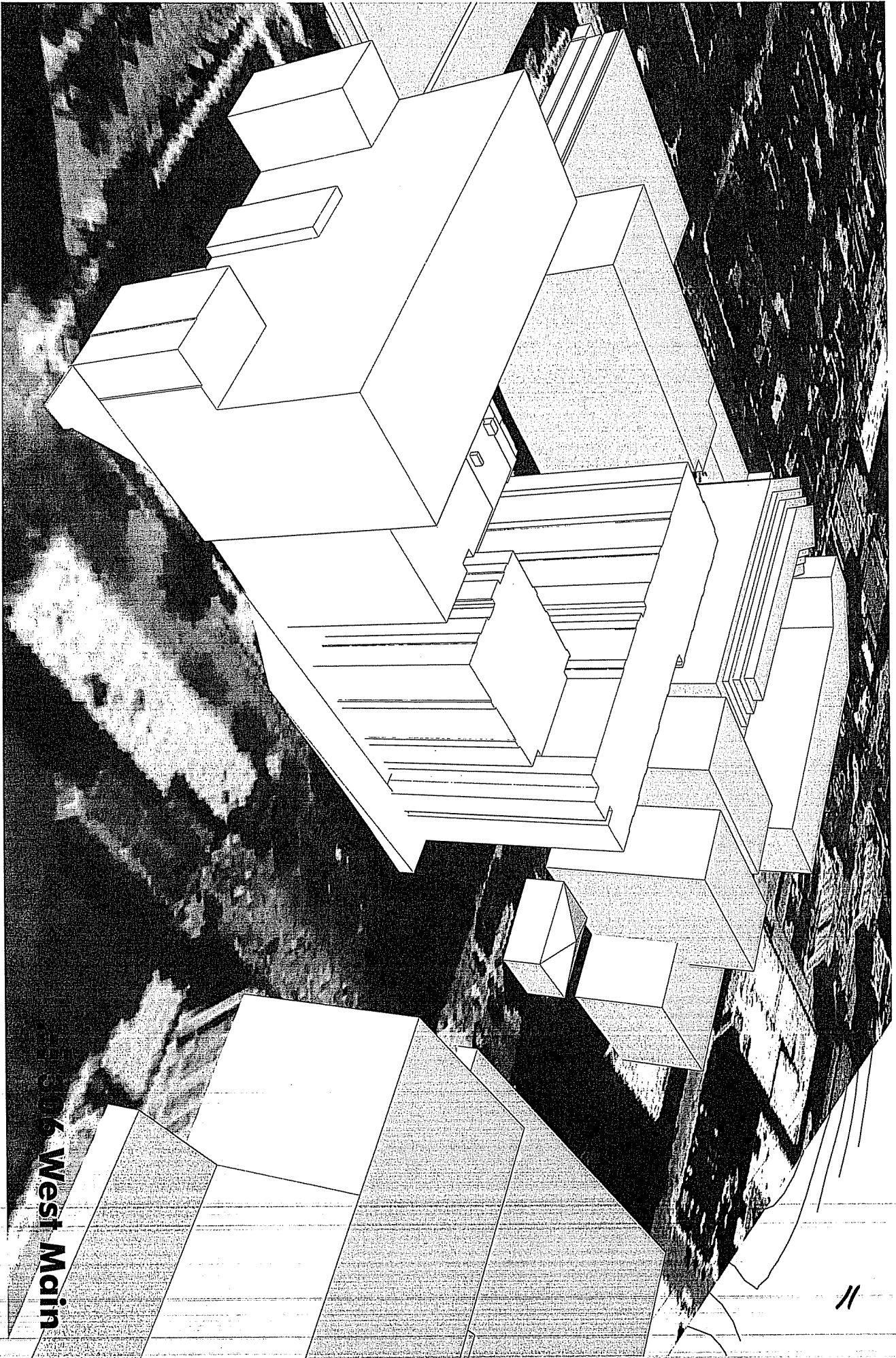
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MADISON, WISCONSIN 53712

**JSP** JENSEN SITE PLANNING

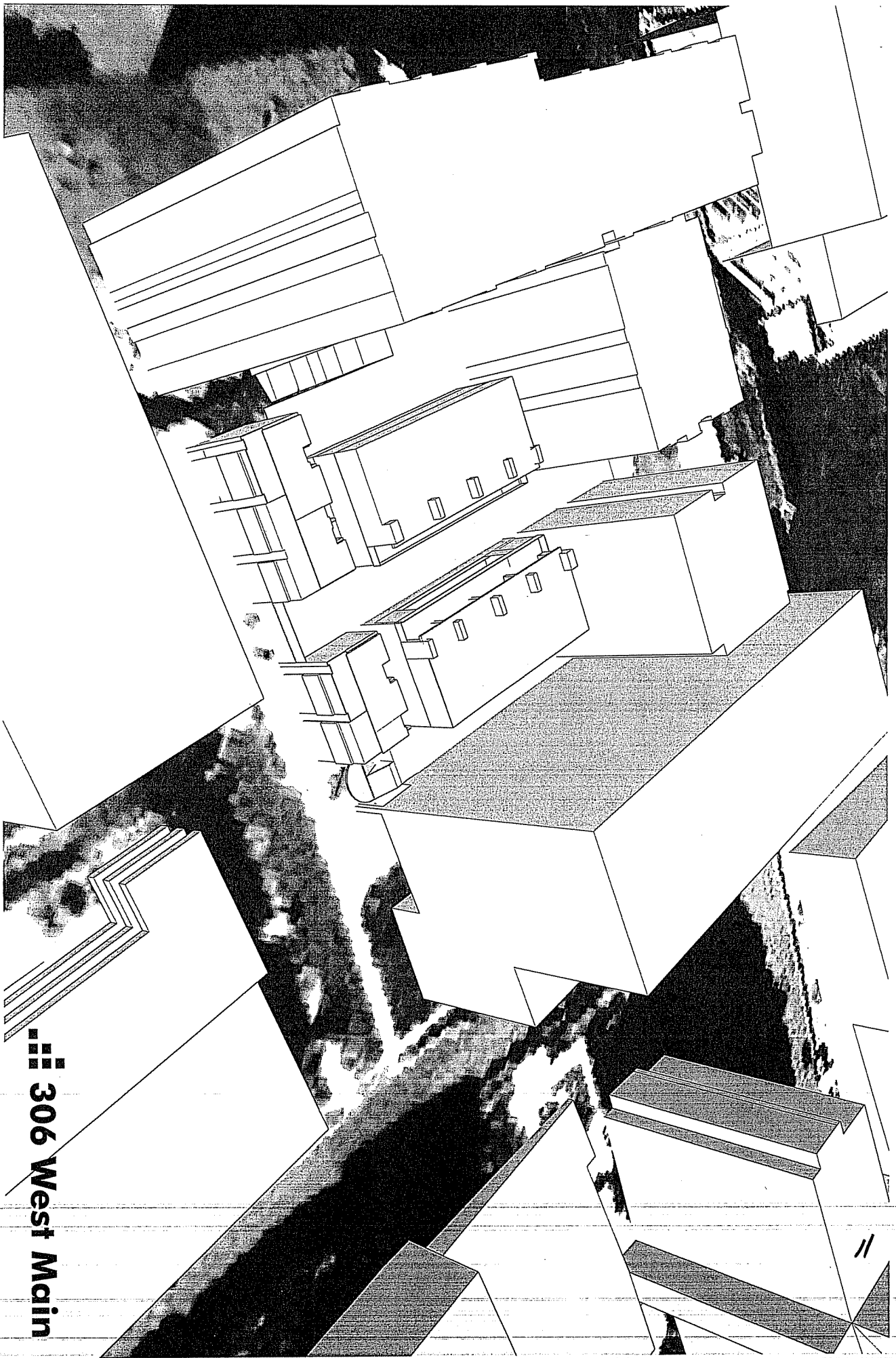
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MADISON, WISCONSIN 53706  
TEL: 608-263-1111  
WWW.JSP-PLAN.COM





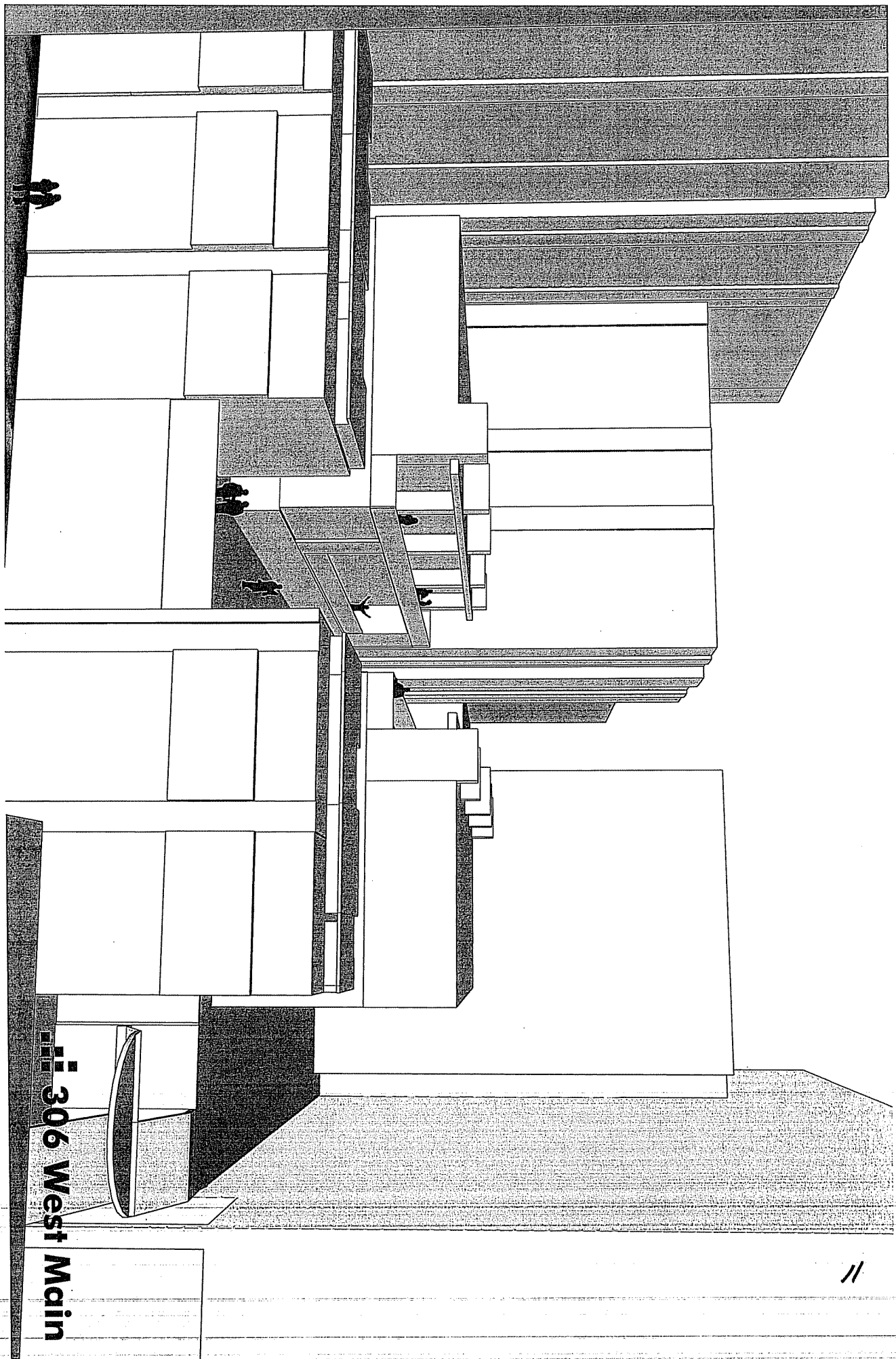


306 West Main



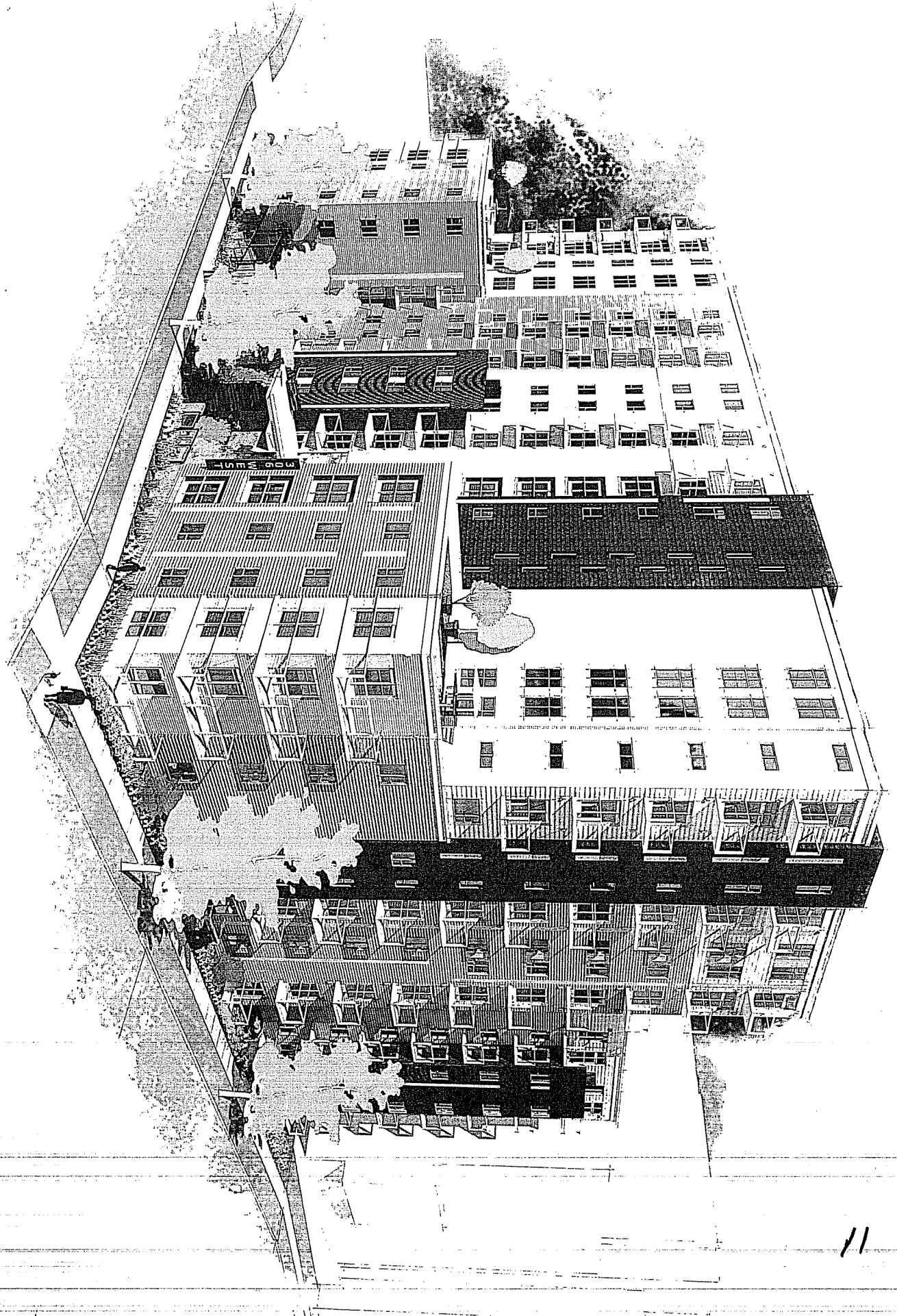
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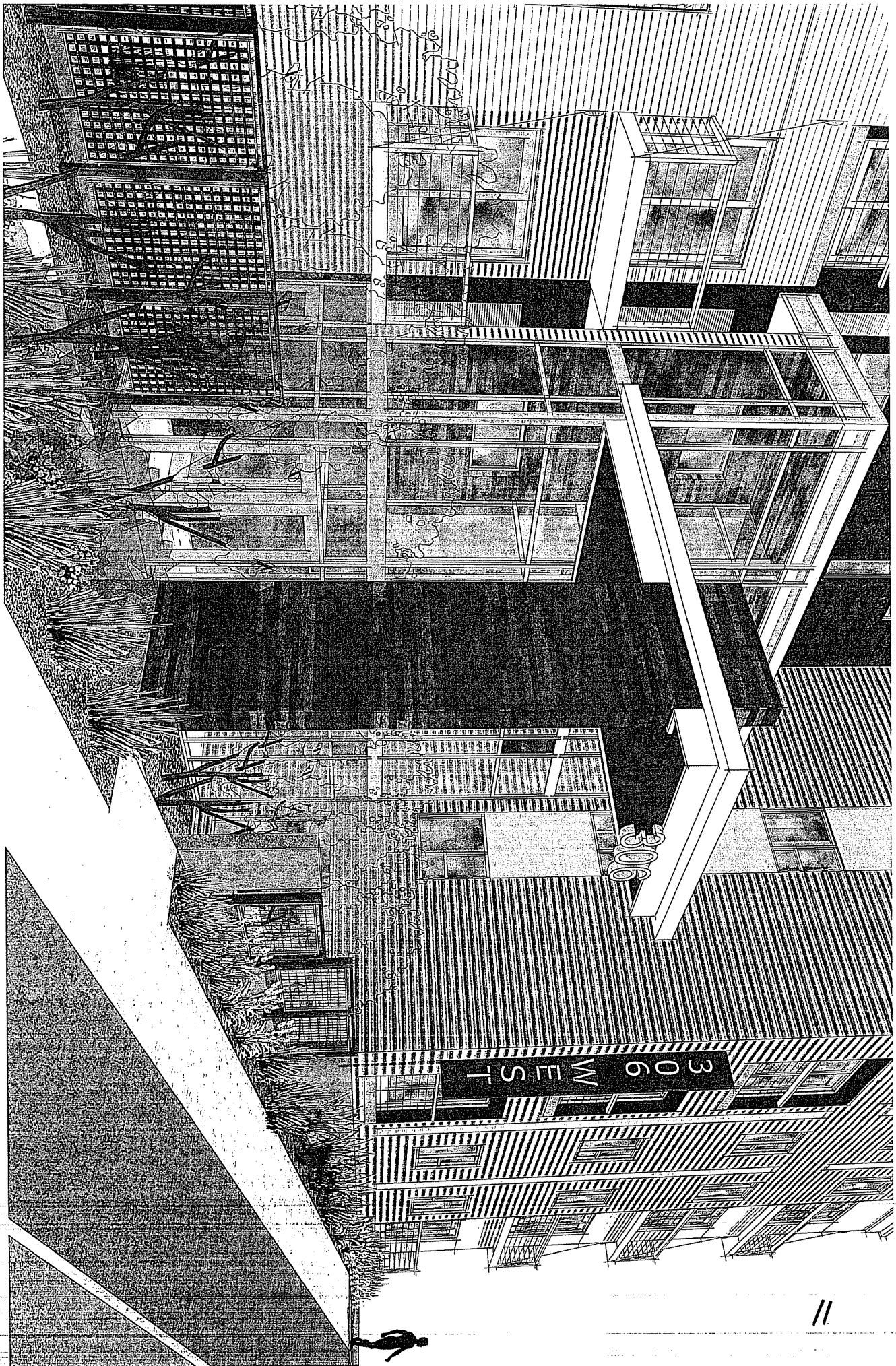
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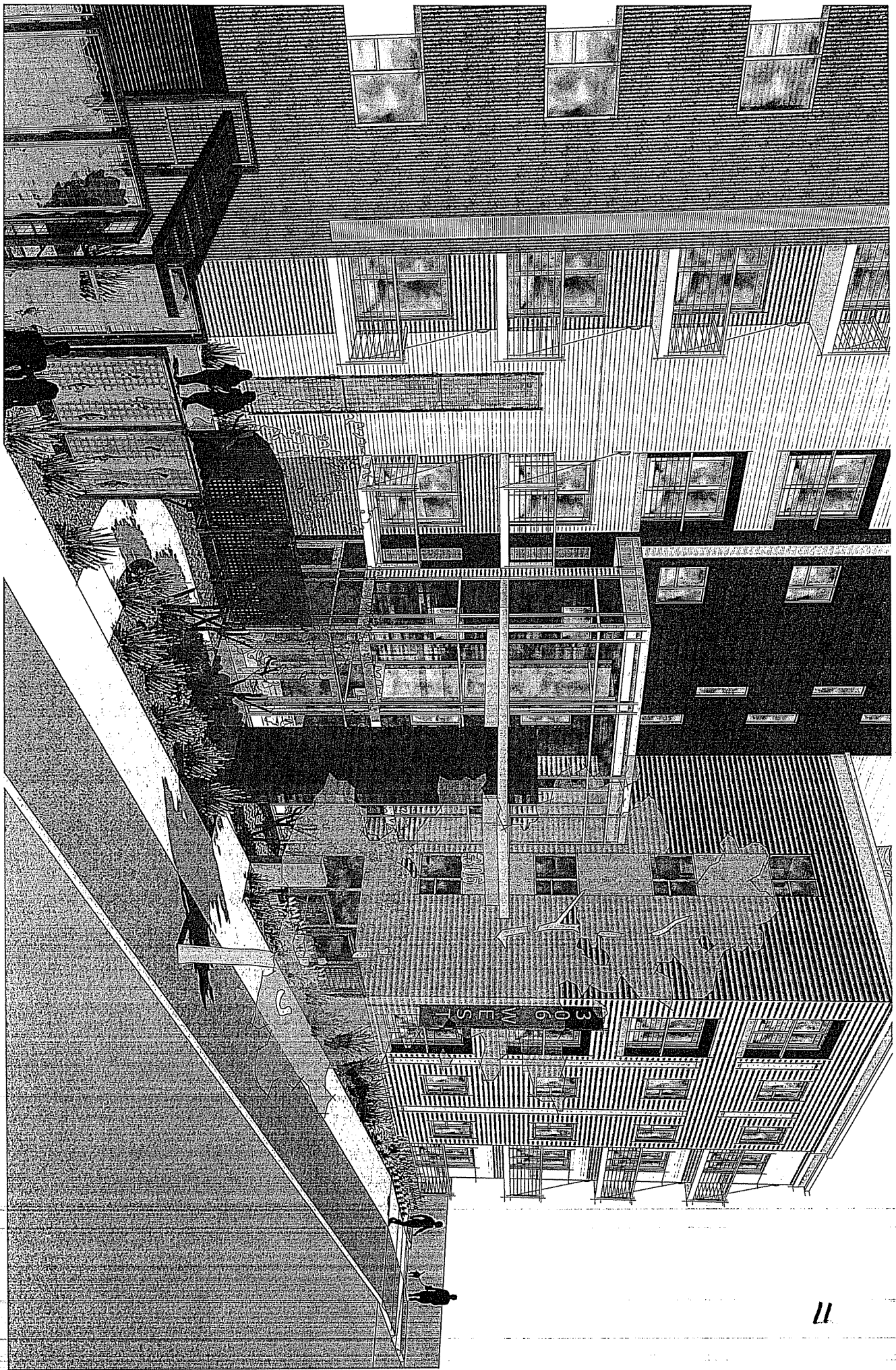


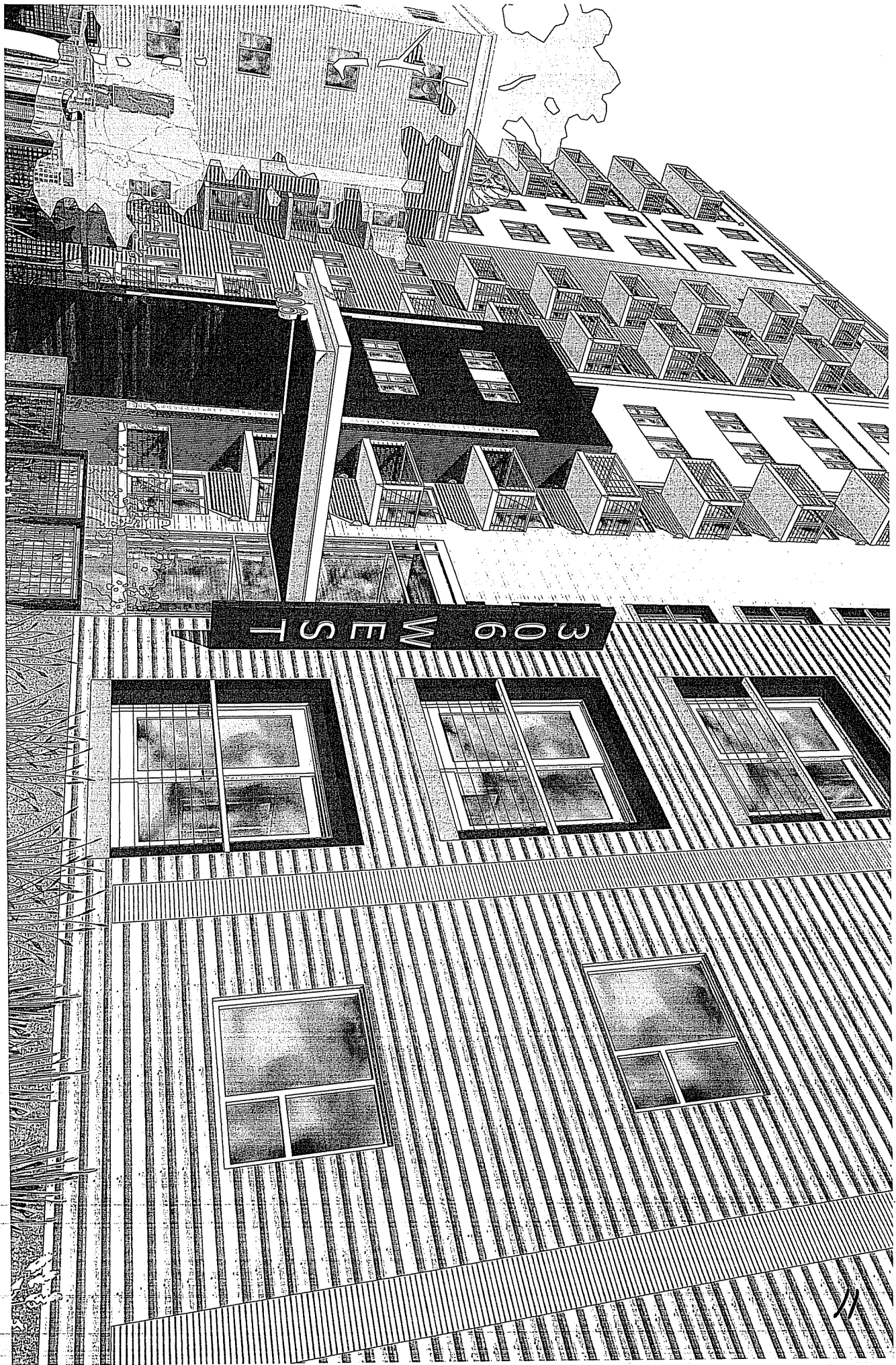
  
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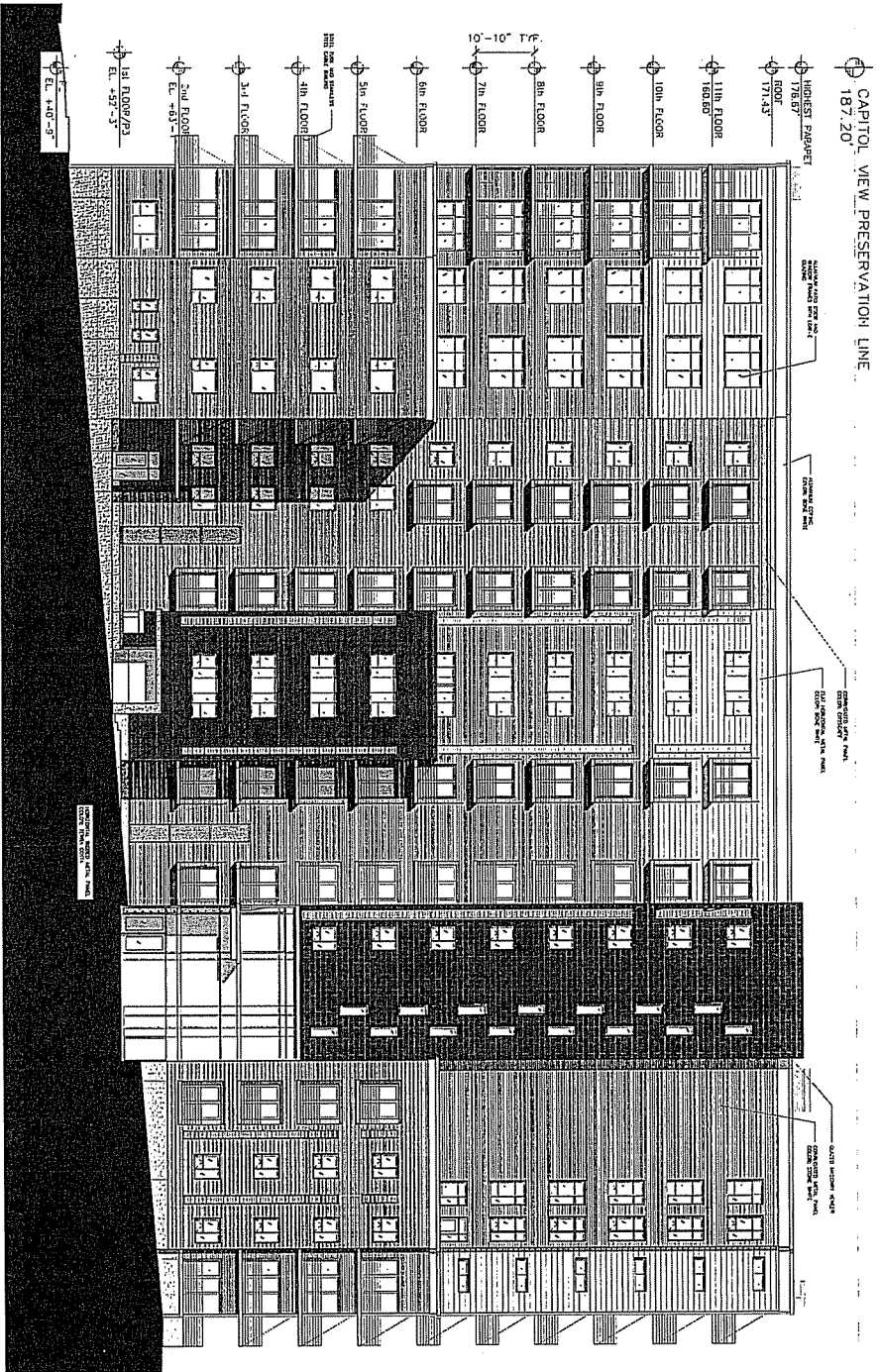








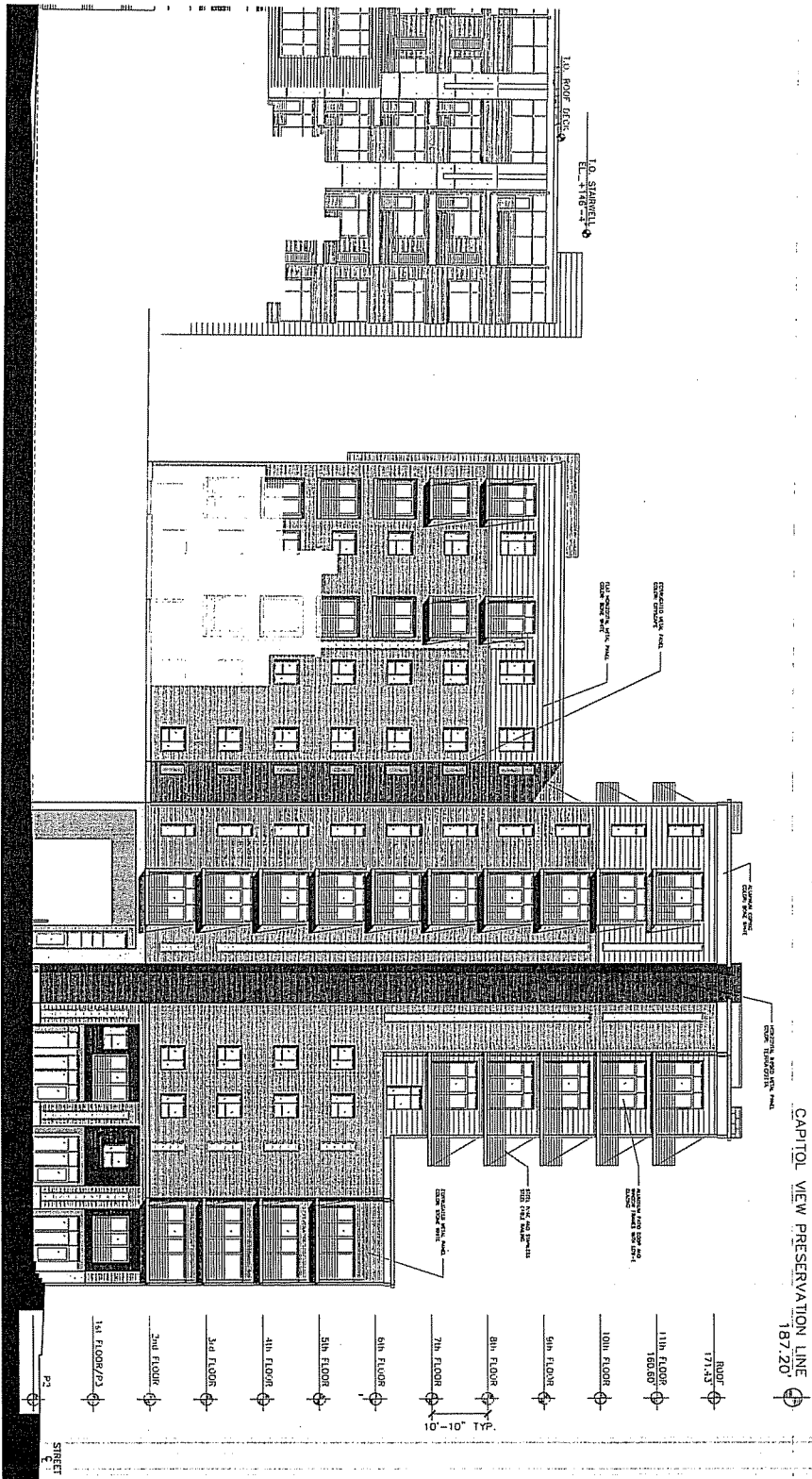




MAIN STREET ELEVATION

306 West Main



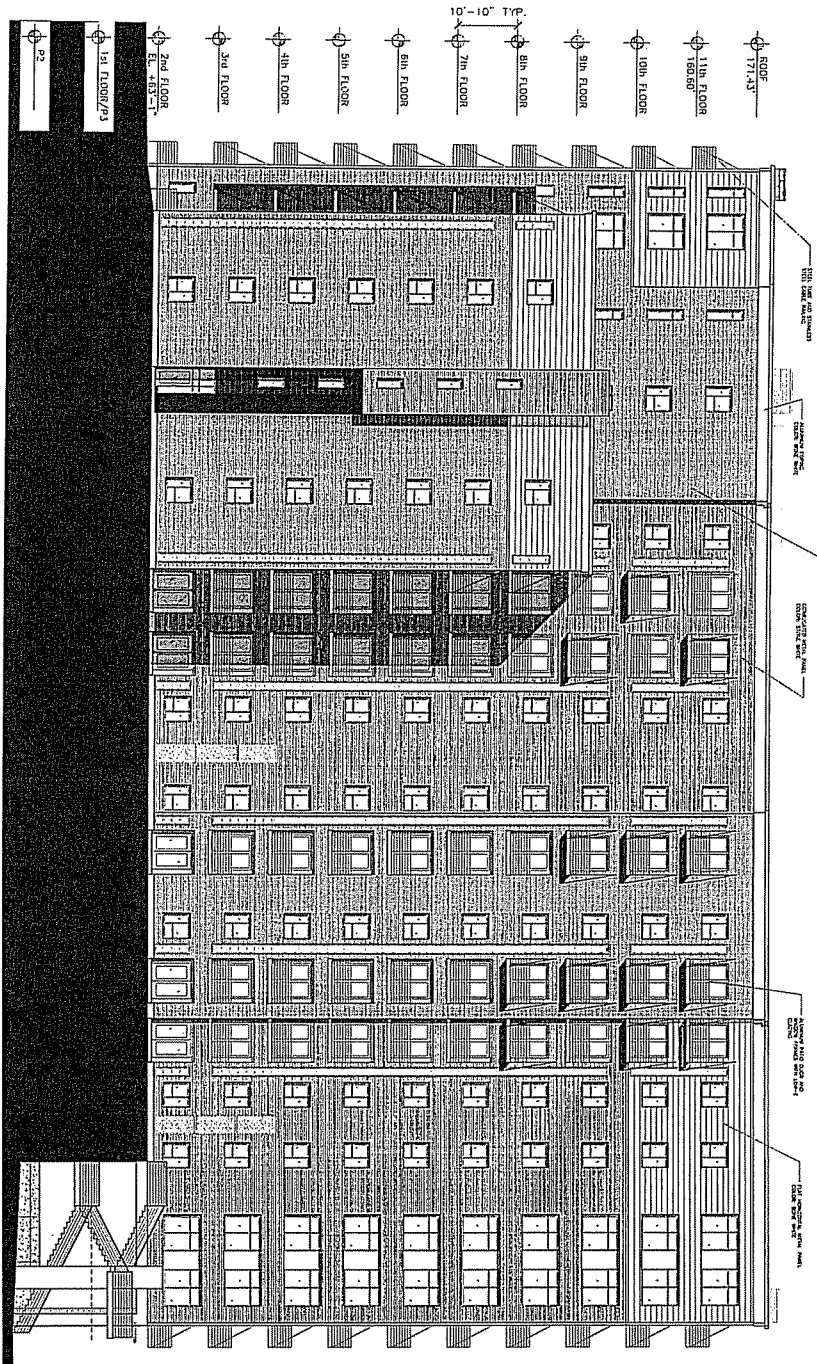


WASHINGTON PLACE ELEVATION

 **306 West Main**



CAPITOL VIEW PRESERVATION LINE  
187.20

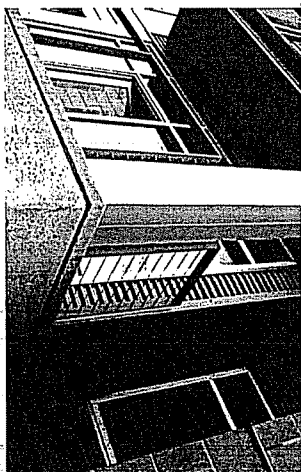
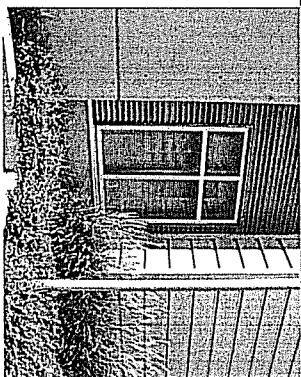
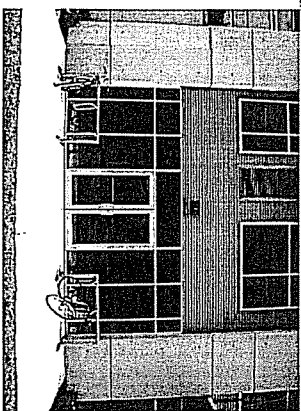
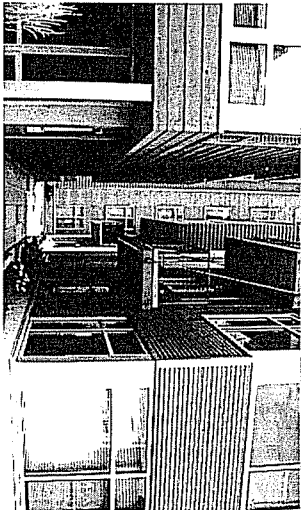
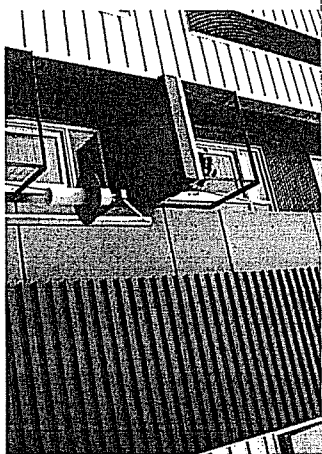
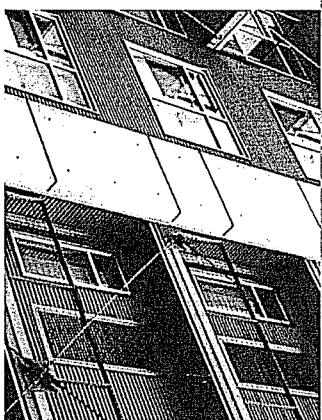
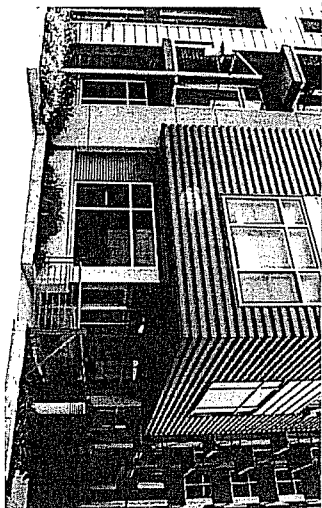
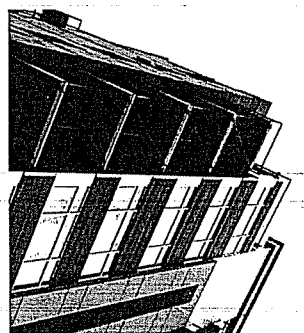
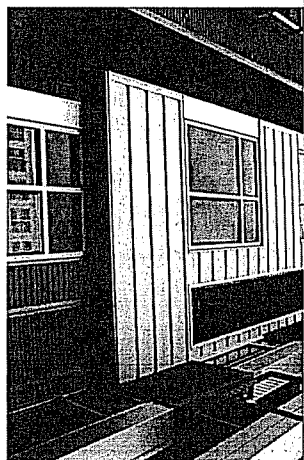
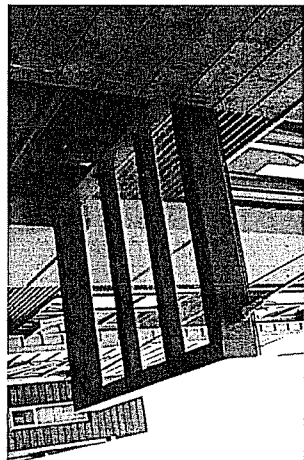


MUSE ELEVATION

306 West Main

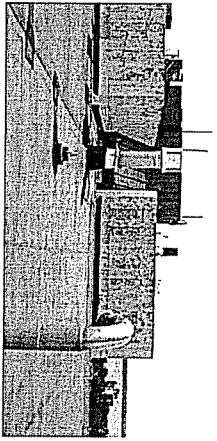


# Capitol West - Exterior Design

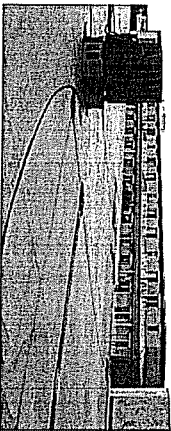


306 West Main

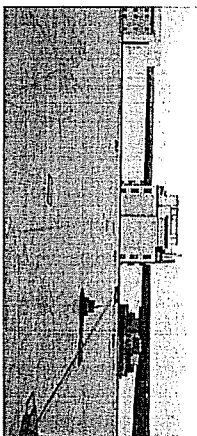
# Building Height Comparison



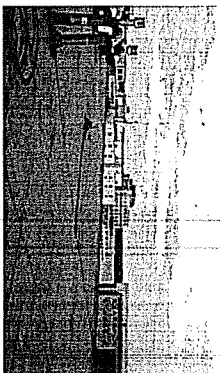
View from +28' above finish roof of Capitol West roof looking at AT&T building



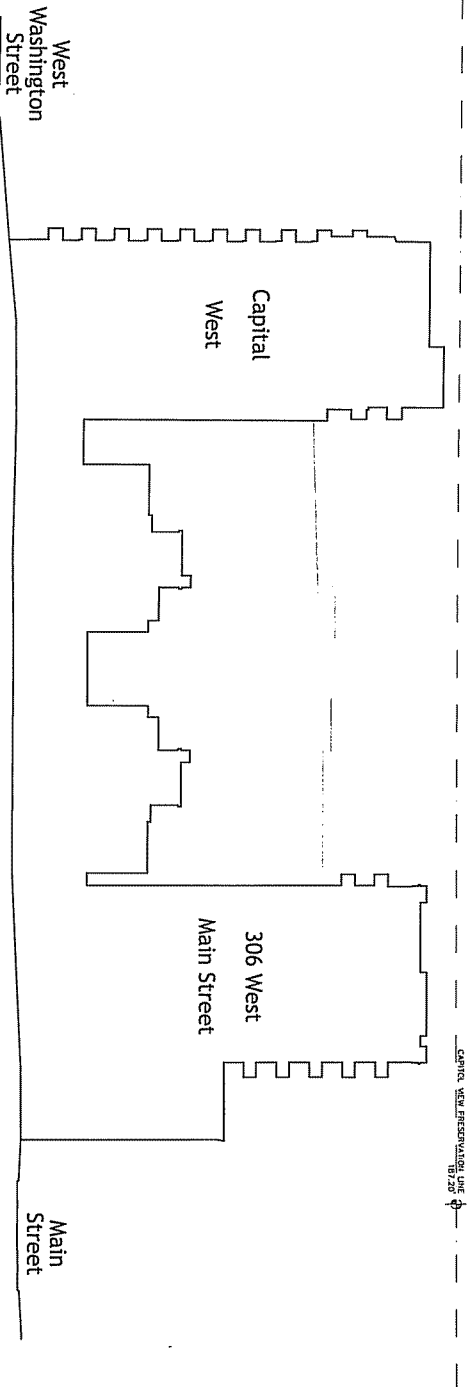
View from +28' above finish roof of Capitol West roof looking at Metropolitan Place



View from +28' above finish roof of Capitol West roof looking at Capitol Lakes

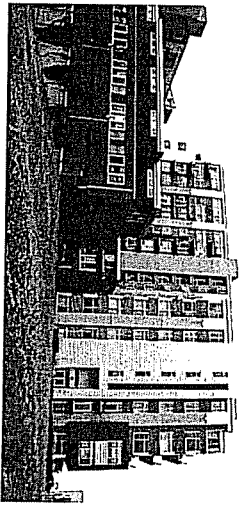


View from +28' above finish roof of Capitol West roof looking south - east



**306 West Main**

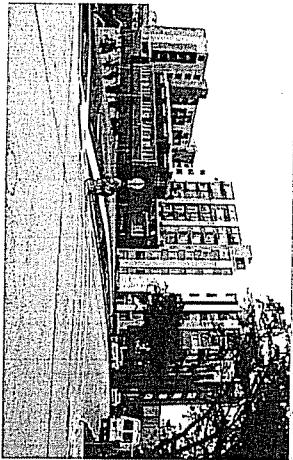
# Capitol West - Site Context



(Above) Looking north at 309 West Main and Capitol Court Townhomes from Main Street

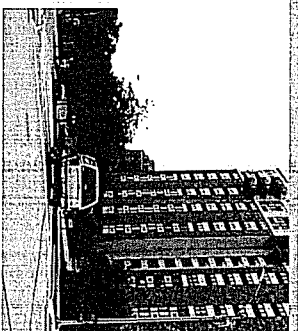
(Right) View south toward Capitol Lakes from Henry and Main Streets

(Below) View west from 309 West Main stairs showing Metropolitan Place

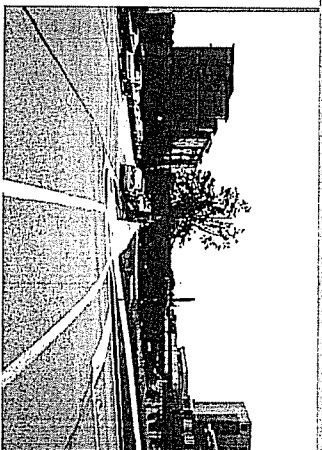
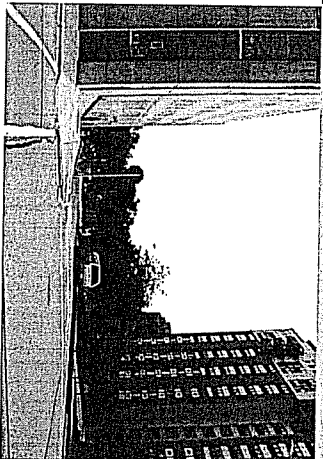


(Left) View west toward 309 West Main, Hyatt Place and Capitol Court Townhomes from corner of Henry and Main Streets

(Right) View south toward Capitol Lakes from Henry and Main Streets

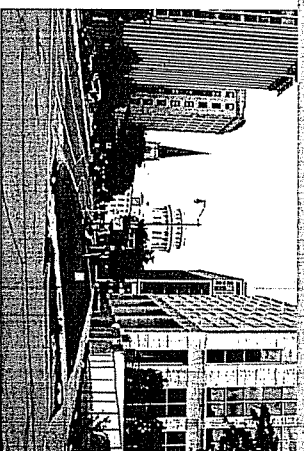
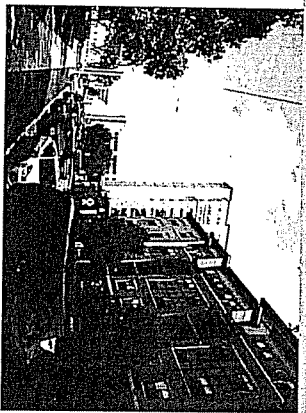
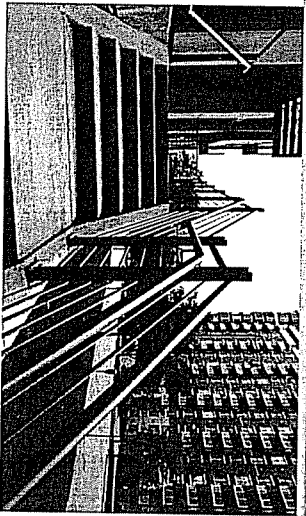


(Left) View west along Main Street from Henry Street



(Left) View along Main Street from Broom Street

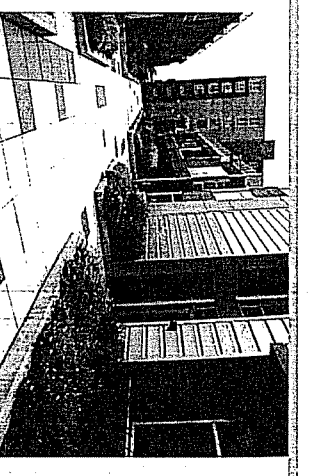
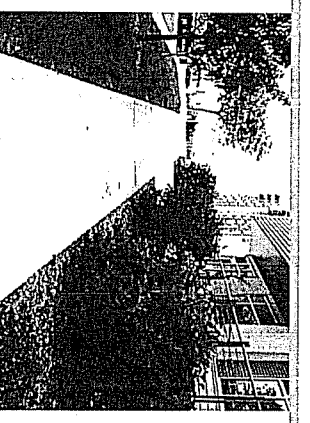
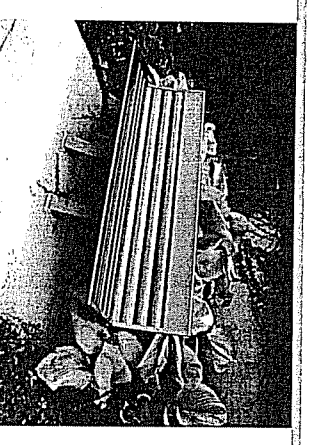
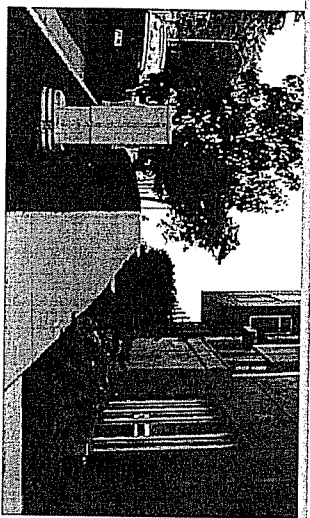
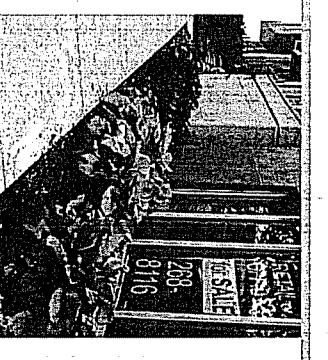
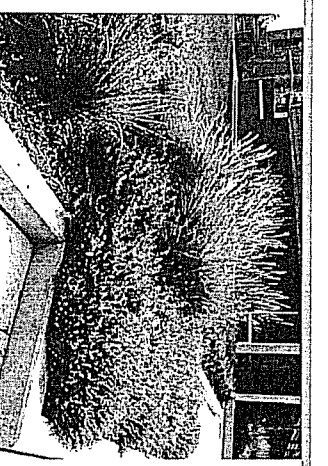
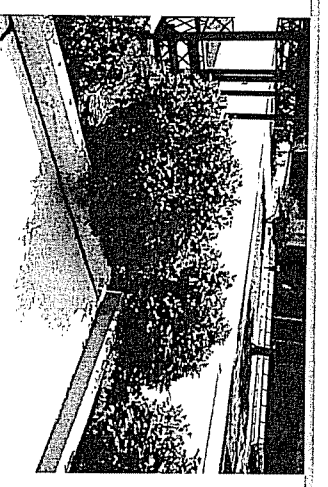
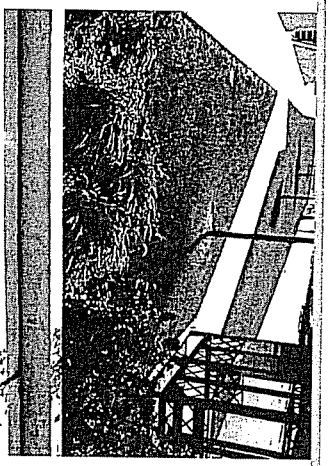
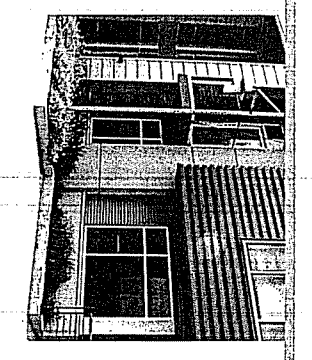
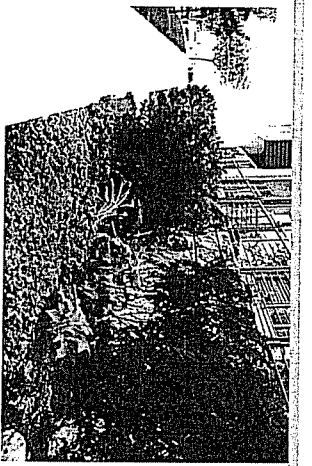
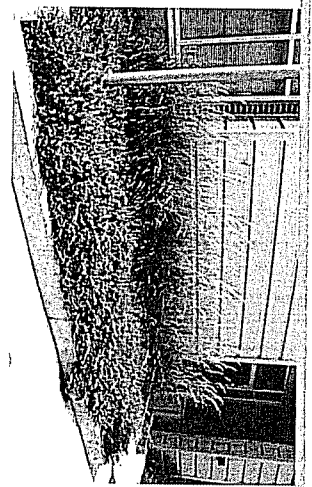
(Right) View east toward Capitol Building from corner of Henry Street and West Washington Avenue



**306 West Main**

# Capitol West - Landscape Design

11



306 West Main