

LANDMARKS COMMISSION APPLICATION

LC

Complete all sections of this application, making sure to note the requirements on the accompanying checklist (reverse).

If you need an interpreter, translator, materials in alternate formats or other accommodations to access these forms, please call (608) 266-4635

City of Madison
Planning Division
215 Martin Luther King Jr Blvd, Ste 017
PO Box 2985
Madison, WI 53701-2985
(608) 266-4635



1. LOCATION

Project Address: BLOCK 101, MADISON, WI Aldermanic District: 4

2. PROJECT

Project Title/Description: AMERICAN EXCHANGE DEVELOPMENT

This is an application for: (check all that apply)

- Alteration/Addition to a building in a Local Historic District or Designated Landmark (specify)**:
 - Mansion Hill Third Lake Ridge First Settlement
 - University Heights Marquette Bungalows Landmark
- Land Division/Combination in a Local Historic District or to Designated Landmark Site (specify)**:
 - Mansion Hill Third Lake Ridge First Settlement
 - University Heights Marquette Bungalows Landmark
- Demolition
- Alteration/Addition to a building adjacent to a Designated Landmark
- Variance from the Historic Preservation Ordinance (Chapter 41)
- Landmark Nomination/Rescission of Historic District Nomination/Amendment
(Please contact the Historic Preservation Planner for specific Submission Requirements.)
- Other (specify):

Legistar #:

DATE STAMP

RECEIVED

6/22/20
11:57 am

Preliminary Zoning Review

Zoning Staff Initial:

Date: / /

DPCED USE ONLY

3. APPLICANT

Applicant's Name: MARK BINKOWSKI Company: D/B/A URBAN LAND INTERESTS

Address: 10 E. DOTY ST. #300 MADISON WI 53703
Street City State Zip

Telephone: 608.268.7023 Email: MBINKOWSKI@ULI.COM

Property Owner (if not applicant): ULI PROPERTIES, LLC

Address: 10 E. DOTY ST. #300 MADISON WI 53703
Street City State Zip

Property Owner's Signature: [Signature] Date: JUNE 22, 2020

NOTICE REGARDING LOBBYING ORDINANCE: If you are seeking approval of a development that has over 40,000 square feet of non-residential space, or a residential development of over 10 dwelling units, or if you are seeking assistance from the City with a value of \$10,000 (including grants, loans, TIF or similar assistance), then you likely are subject to Madison's lobbying ordinance (Sec. 2.40, MGO). You are required to register and report your lobbying. Please consult the City Clerk's Office for more information. Failure to comply with the lobbying ordinance may result in fines.

4. APPLICATION SUBMISSION REQUIREMENTS (see checklist on reverse)

All applications must be filed by 12:00 pm on the submission date with the Preservation Planner, the Department of Planning & Community & Economic Development, Planning Division, located at 215 Martin Luther King Jr Blvd, Suite 017. Applications submitted after the submission date or incomplete applications will be postponed to the next scheduled filing time. Submission deadlines can be viewed here: <https://www.cityofmadison.com/dpced/planning/documents/2019-LCMeetingScheduleDates.pdf>

**LETTER OF INTENT – LAND COMBINATION
AMERICAN EXCHANGE DEVELOPMENT
LANDMARKS COMMISSION**

Madison, Wisconsin
June 22, 2020

This Letter of Intent pertains to the redevelopment of the properties controlled by Urban Land Interests (ULI) in Block 101, bounded by East Washington Avenue and North Webster, East Mifflin and North Pinckney Streets. Specifically, this letter addresses ULI's application to the Landmarks Commission for a Certificate of Appropriateness for a land combination pursuant to MGO 41.184.

The development of this assemblage is referred to as the American Exchange Development, owing to the historic American Exchange Bank Building located at the Capitol facing corner. Brad Binkowski and Tom Neujahr purchased the American Exchange Bank in 1993. The narrow, 19' wide building had sat vacant for many years and was badly deteriorated. A new addition that was designed to be demolished once permanent access was provided by a redevelopment on the block was constructed at the back of the building to meet ADA accessibility and building codes. Brad and Tom undertook a complete and careful renovation consistent with the building's historic landmark status, converting it into a four-floor office building designed for small tenants.

Over the next 25 years, Brad and Tom gradually assembled the surrounding properties into a site that presently contains 56,000 square feet of land area. More than 55% of the property included in this development is currently used for surface parking, and the remaining 2 and 3 story office buildings are blighted and underutilized in their existing condition. Virtually all the building spaces with direct sidewalk frontage are used as office space that do not create foot traffic.

ULI's proposal to redevelop these properties will maximize the life and activity on Madison's Capitol Square and will significantly increase the tax base available to the City. This redevelopment would not be possible without the combination of the existing smaller lots into a single, unified parcel.

The foundation of the project is a six (6) level underground parking structure containing approximately 840 parking stalls. With entrance and exit lanes located on Webster Street, the structure will have optimal accessibility along the outer loop. Two distinct elevator cores will provide vertical circulation for building occupants, while a dedicated transient elevator and stair will provide convenient access to Pinckney Street for after hours and weekend transient parking users.

The ground floor of the development will create 22,000 square feet of small tenant retail spaces fronting on both East Washington Avenue and Pinckney Street. The retail space will be situated behind individual storefronts in buildings that respect the historic scale of the Capitol Square. A secure, indoor bike facility will provide convenient bicycle parking to promote the use of more sustainable means of transportation. A large conference center with capacity for over 200 people will serve as an amenity for building tenants, as well as event space for local community organizations and non-profit groups.

The building will contain two distinct lobby entrances to serve the office space above. The first lobby is located on Pinckney Street facing the Capitol Square. The second lobby is located at the East Washington – Webster corner. Positioned at the top of the hill where East Washington Avenue meets the Square, this

highly visible two-story lobby will help activate the outer loop and be an iconic gateway to the Capitol Square.

A total of 300,000 square feet of office space that will be created on floors two thru nine. The intermediate floors are deliberately sized at 40,000+ square feet to appeal to the emerging technology users that value large floor plates with flexible spaces. The upper floors of the building continue to step back to a more traditional floor plate size of 25,000 – 30,000 square feet. Outdoor, landscaped terraces will be features on multiple levels throughout the building to provide tenants with access to the outdoors and fresh air.

The entire American Exchange Development is designed to respect the traditional scale and character of the Capitol Square. The impact of this approach to urban infill development was demonstrated by ULI's award winning Block 89 development and clearly maximizes the site's development potential and the public benefit. The namesake American Exchange Bank building will be preserved in its current location and become the focal point of the new development.

Block 101 contains several local landmarks, including the American Exchange Bank building located at 1 North Pinckney Street and the Olson and Veerhusen building at 7-11 North Pinckney Street (Centre7) that are included in the proposed development. Urban Land Interests previously submitted a request to the Landmarks Commission for a public interest variance to allow for the demolition and partial reconstruction of the landmarked Centre7 building. At its meeting on June 1, 2020, the Landmarks Commission agreed with ULI's assertion that the benefits to the public of the proposed development outweigh any benefits of maintaining Centre7 in its current form. A Certificate of Appropriateness for that request was granted on June 2, 2020.

The American Exchange Bank building occupies the most prominent corner of the site and will be integrated into the new development. The building will be maintained in place during construction of the underground parking structure that extends beneath the building and will be protected throughout construction. The floor plates of the current American Exchange Bank building will be partially integrated with the new office building along the north party wall. The upper floors of the office building are stepped back significantly along Pinckney Street and East Washington Avenue in order to allow the historic bank building to retain its prominence at the corner. A modern reinterpretation of the companion facade that was demolished in 1946, using a complimentary stone with more contemporary detailing, will extend the historic character of the American Exchange Bank building beyond the current 22' width.

As part of this COA request, ULI is asking for the landmark designation for 1 North Pinckney to remain unchanged within the newly defined parcel boundary.

At the north end of the site the proposed development is adjacent to the historic landmark located at 21 North Pinckney Street. The two-story, sandstone Maeder Building was originally constructed in 1871, although the façade has been altered over time, and is currently home to the restaurant Harvest. This building, as well as the remaining properties to the north, are not owned by ULI and are not included in the proposed development.

The building adjacent to the landmarked Maeder Building, located at 15 North Pinckney Street, is a part of the proposed development. The site was formerly occupied by the Emporium Department Store. The four-story building was far taller than its immediate neighbors, with a simple brick façade consisting of 3 window bays. The building was demolished and replaced with the current office building that occupies

the site. Constructed in the 1970's, the uninspired façade is recessed from the street and has four slender, two story columns at the sidewalk level that are entirely out of place in the historic setting.

In order to better capture the historic architecture in the block, plans for that portion of Pinckney Street involve the construction of a four-story building element that recalls the scale of the old Emporium. The brick façade will utilize a similar 3 window bay, punched opening design of the original building. The simple façade will extend out to the property line in order to recreate the original rhythm of retail spaces at the sidewalk level. Reinterpreting the original building that existed will allow the new development to better complement the neighboring historic properties and restore more of the historic scale of Pinckney Street.

Respecting the legacy of the American Exchange Bank Building, the development is designed to preserve and enhance the traditional scale of the Capitol Square. Although the American Exchange Development will be fully integrated in plan and function, the architecture of the buildings was considered lot by lot. An imagined pattern of 'lot lines' was laid over the land, with parcels varying in size and orientation to reflect both existing conditions and important planning opportunities. Each street façade considers the height, materials and character of its neighbor and immediate context, yet each is different in some way. Instead of a single, monumental building identity, the development consists of different identities throughout. To best integrate the larger building massing with the smaller scaled buildings along the development's street edges, the upper levels are pulled back considerably from the property lines. The setbacks range between 21' and 30' along the Pinckney façade and between 21' and 34' along the East Washington façade. This allows the smaller scale, two and three story facades along Pinckney Street and East Washington Avenue to have the primary presence. The result is a composition which reflects the history of the Square, a sympathetic collection of individual building elements, each well-designed in and of itself, which functions as a whole.

The design of the American Exchange Development was carefully considered to restore more of the original historic character of the block that existed in the 19th century, allowing the best parts of Madison's history to be preserved and highlighted for centuries to come.

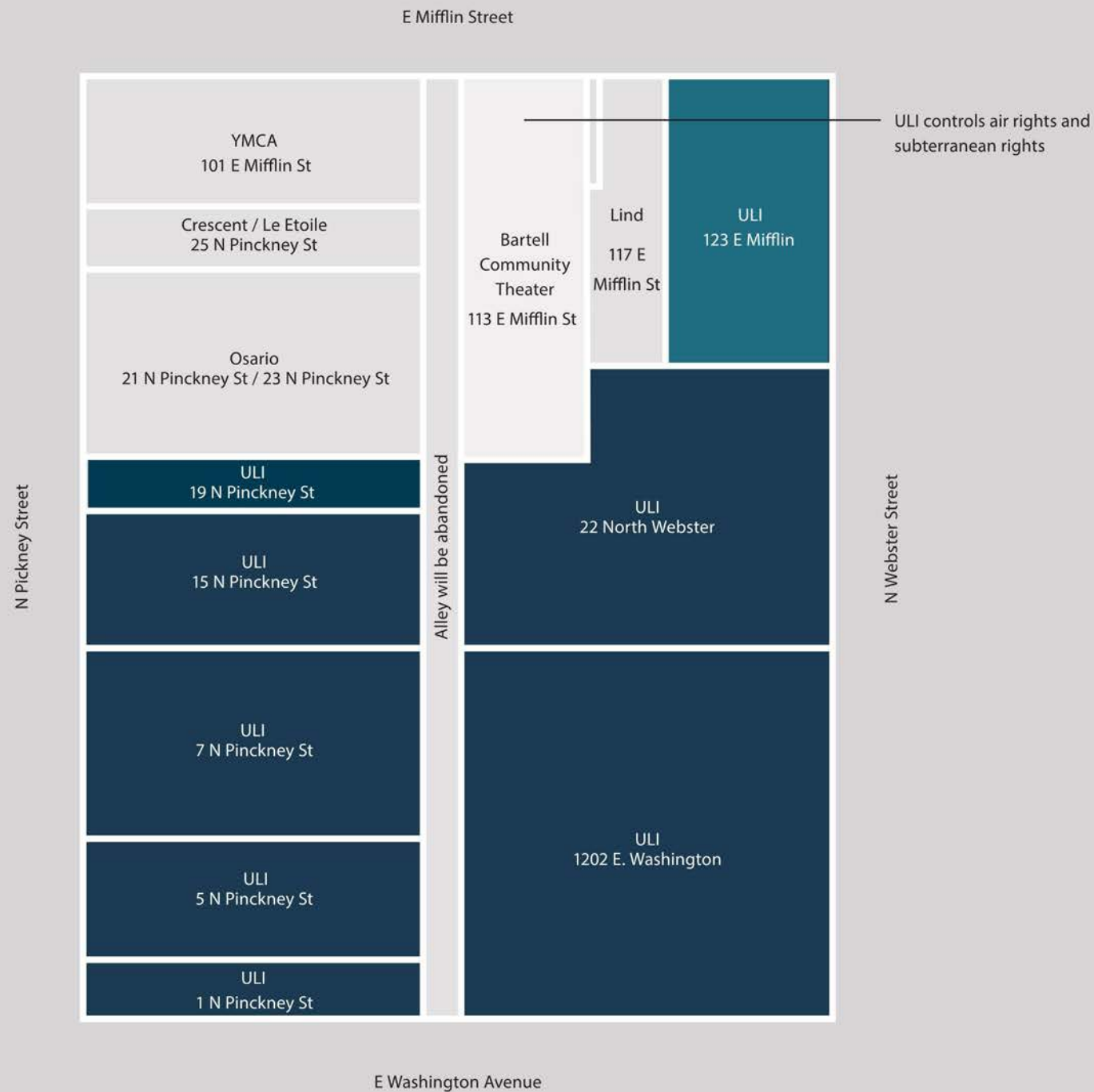


AMERICAN EXCHANGE DEVELOPMENT

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TRAIN**

06.22.2020

PROPERTY ASSEMBLAGE



Over the last 27 years, Brad and Tom assembled more than 50,000 square feet of land area surrounding the American Exchange bank.

Lot Areas

1 N Pinckney St	2,762 SF
5 N Pinckney St	5,280 SF
7 N Pinckney St	7,920 SF
15 N Pinckney St	5,640 SF
19 N Pinckney	2,280 SF
Am Ex Lot	16,302 SF
US Bank Drive Up	11,616 SF
Cap Hill	6,138 SF
Total	56,658 SF

55% of current site area consists of surface parking.

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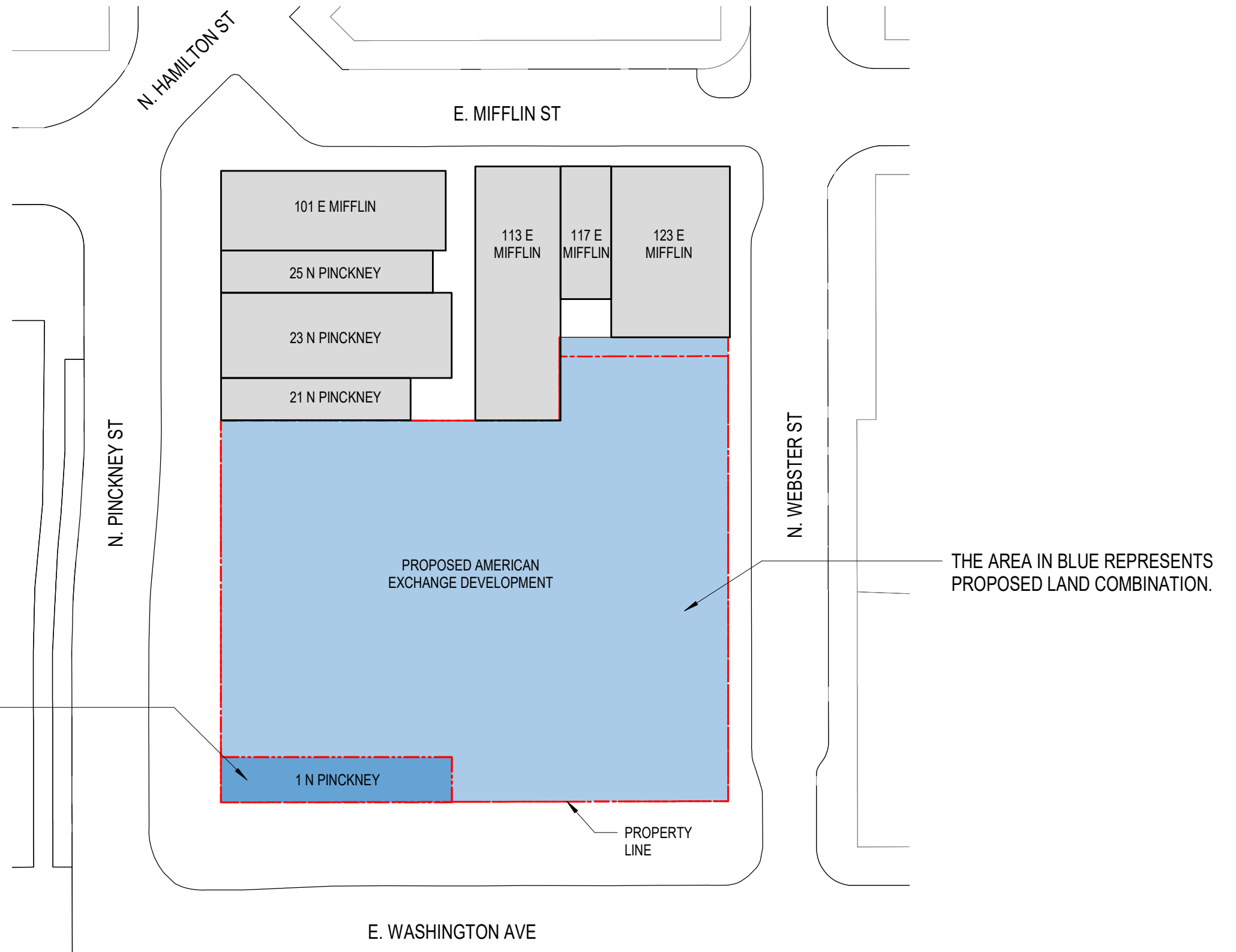


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PROPOSED LAND COMBINATION

1" = 60'-0"



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EXISTING CONDITIONS



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EXISTING CONDITIONS - OUTER LOOP



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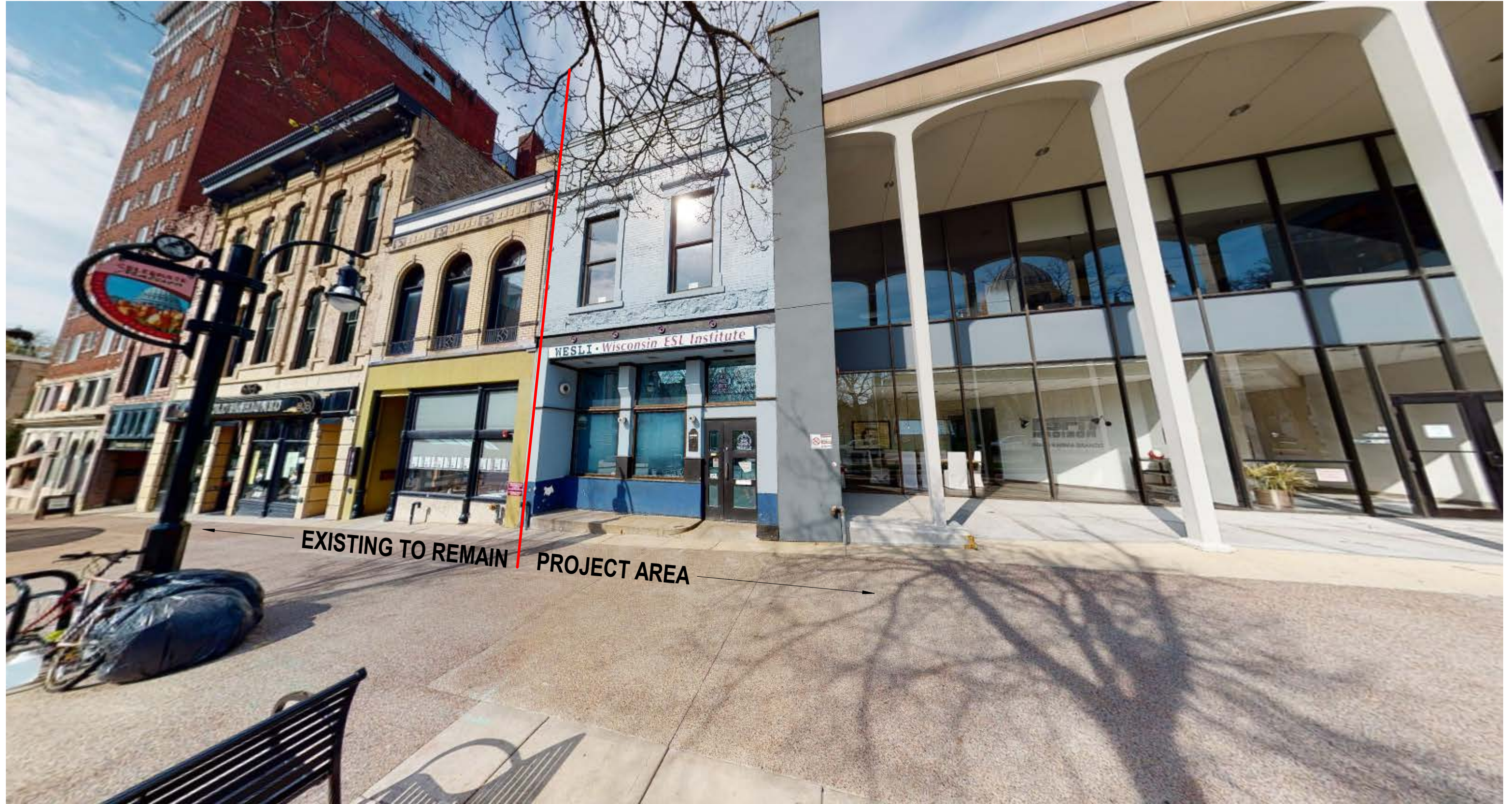
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EXISTING CONDITIONS - PINCKNEY STREET



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EXISTING CONDITIONS - PINCKNEY STREET



← EXISTING TO REMAIN PROJECT AREA

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EXISTING CONDITIONS - PINCKNEY STREET



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EXISTING CONDITIONS - PINCKNEY STREET



1 N. PINCKNEY, LANDMARK

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HISTORIC PINCKNEY STREET



In a document titled "Preserving the Most Intact 19th and Early 20th Century Block on the Square" published in February 2008, the Madison Trust for Historic Preservation wrote, "the block conveys a sense of what downtown Madison was like in the early twentieth century, when the city's commercial district had become a sophisticated, urban center."

Unfortunately the ornate buildings and lively retail district they enabled no longer exist. A series of demolitions and renovations in the 20th century gutted the middle of the block, leaving behind little more than bad architecture and lifeless office space.



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HISTORIC PRESERVATION - AMERICAN EXCHANGE



The historic American Exchange Bank building, originally constructed in 1871, is situated at the most visible corner of the site. The building will be preserved and restored to ensure it will be the focal point of the new development. Urban Land Interests has engaged InSite Consulting Architects, a local historical preservation expert, to guide this process. The crumbling sandstone facade will be preserved while the historic finishes on the first floor maintained and incorporated into the completed project.



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HISTORIC PRESERVATION - CENTRE 7

1/8" = 1'-0"



The City of Madison Landmarks Commission recently granted approval of ULI's variance request to allow for the demolition of the locally landmarked Centre7 building in order to preserve the historic second floor windows in a reconstructed facade that more closely recalls the original structure.

- RED DASHED LINE INDICATES RELOCATED AND RESTORED 7 N. PINCKNEY FACADE
- ADJACENT FACADES ECHO SIZE AND SCALE OF THE BUILDINGS THAT SURROUND THE CAPITOL BLOCK
- BUILDING SIGNAGE
- NEW TERRACOTTA TO MATCH HISTORIC TERRACOTTA
- NEW ALUMINUM STOREFRONT REMINISCENT OF ORIGINAL HISTORIC BUILDING



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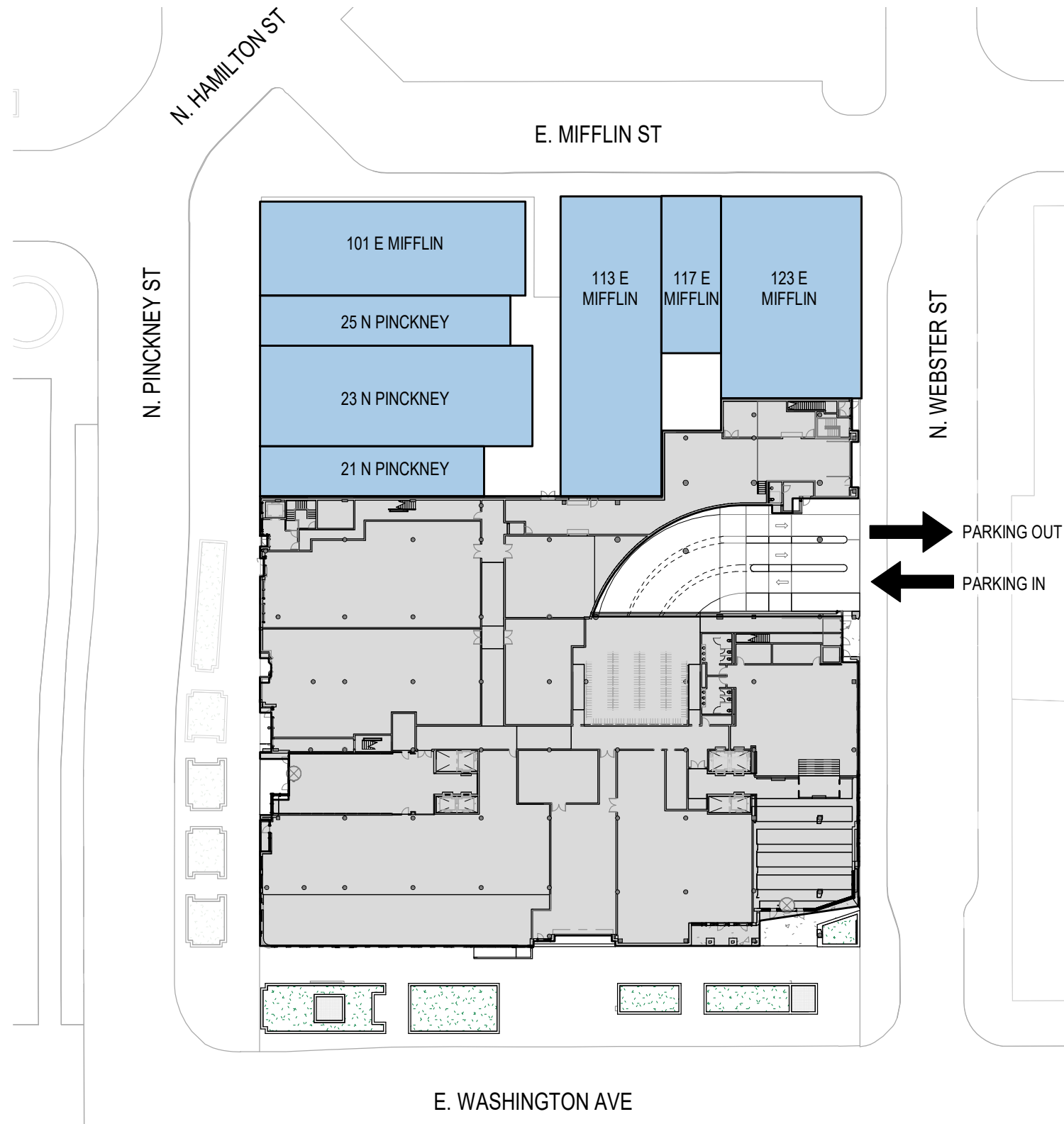
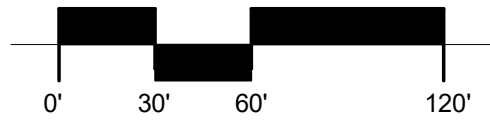


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SITE PLAN

1" = 60'-0"



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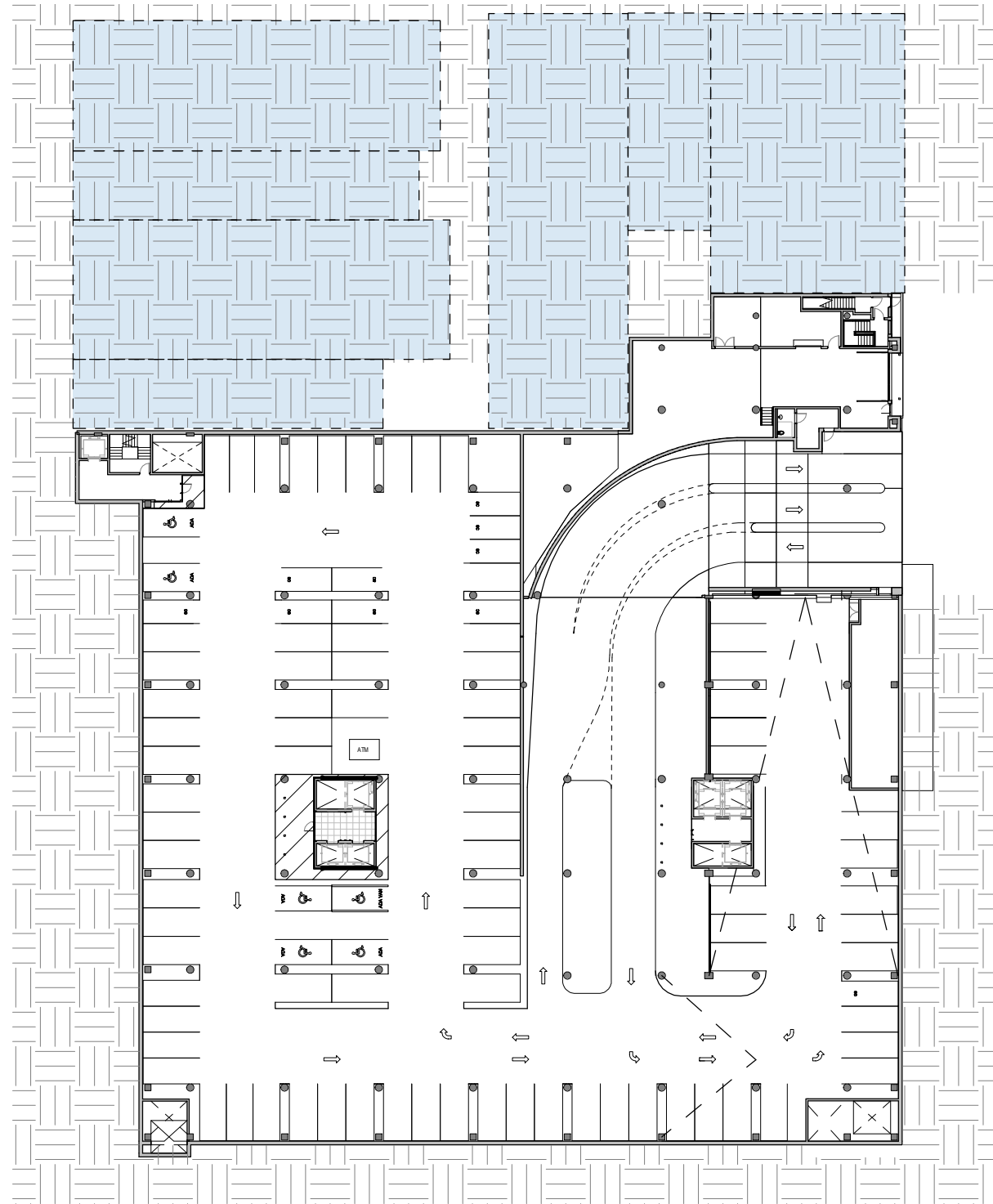
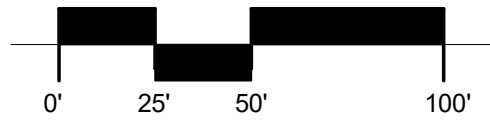


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PROJECT'S FOUNDATION - UNDERGROUND PARKING

1" = 50'-0"



The site is one of only two properties remaining in downtown Madison that can support a large underground parking ramp. As Block 89 and the renovation of the former Anchor Bank properties demonstrate, if underground parking and service access can be created, retail and restaurant space that adds life and vitality to the sidewalk level is possible. Office space that can continue to attract technology users that would like to be located in downtown Madison allows for the density that is vital for Madison's continued growth and prosperity.

PARKING STALL COUNTS	
LEVEL	STALLS
LEVEL P1	85
LEVEL P2	157
LEVEL P3	153
LEVEL P4	136
LEVEL P5	153
LEVEL P6	151
TOTAL STALLS	843

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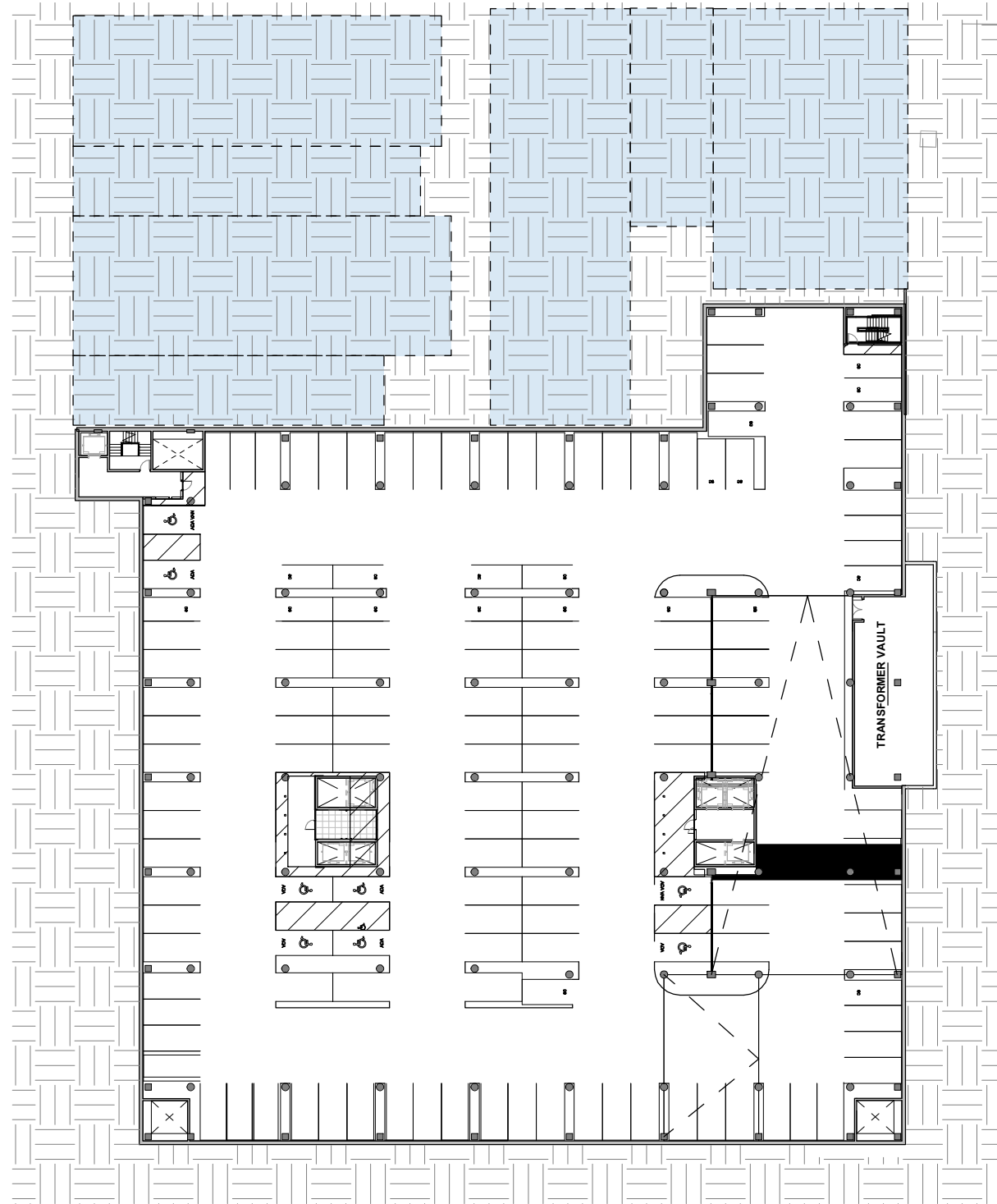
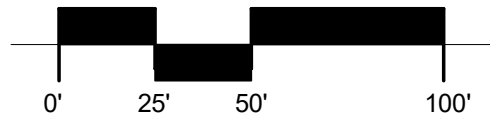


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PARKING LEVEL 02 (TYPICAL)

1" = 50'-0"



The American Exchange Development is expected to support approximately 2,000 employees in its office and retail space. With only 843 parking stalls available, the vast majority of employees will be utilizing alternative means of transportation including bus, bicycle, and bus rapid transit. Underground parking is only one leg of options that downtown office users need. Without adequate parking assured, office users will not commit to lease space.

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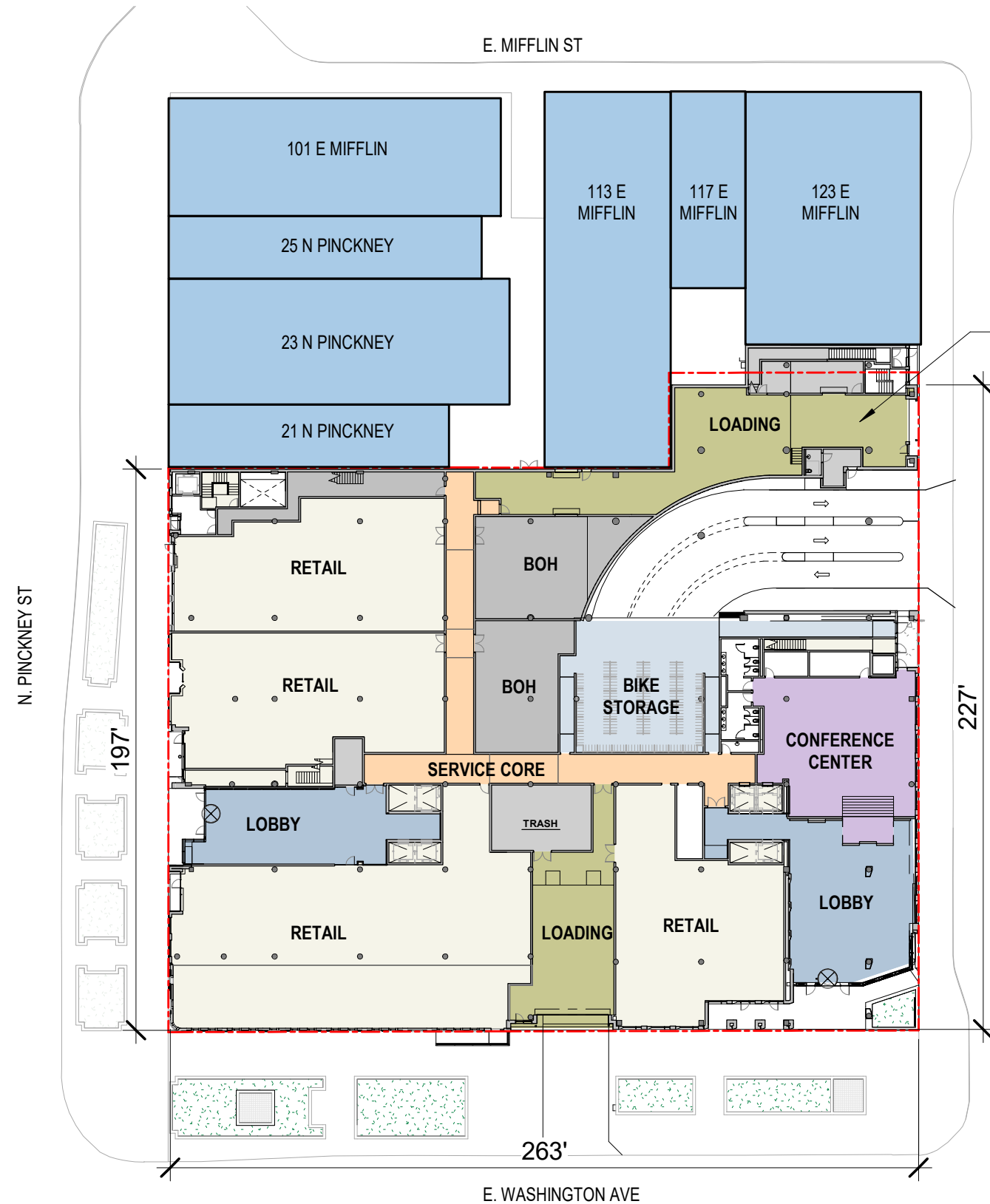
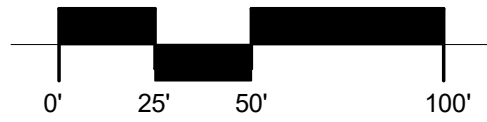


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GROUND FLOOR - RETAIL REVITALIZATION

1" = 50'-0"



A NEW LOADING DOCK ACCESSED FROM WEBSTER STREET WILL DRAMATICALLY ENHANCE THE SERVICE ACCESS AND TRASH STORAGE FOR NEIGHBORING PROPERTY OWNERS. TALKS ARE ONGOING WITH THE OWNERS OF THE BARTELL THEATRE AND THE OLD FASHIONED TO OPTIMIZE THE NEW DOCK TO BEST SUIT THEIR NEEDS AND TO HELP CLEAN UP THE EXISTING ALLEY

22,000 SQUARE FEET OF NEW RETAIL SPACE CAN BE CREATED ON THE GROUND FLOOR, WITH FRONTAGE ON BOTH PINCKNEY AND EAST WASHINGTON. THE RETAIL SPACE WILL BE SITUATED BEHIND INDIVIDUAL STOREFRONTS IN BUILDINGS THAT RESPECT THE HISTORIC SCALE OF CAPITOL SQUARE.

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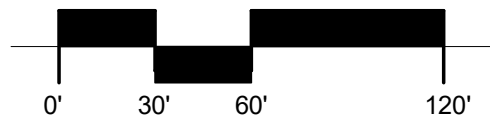


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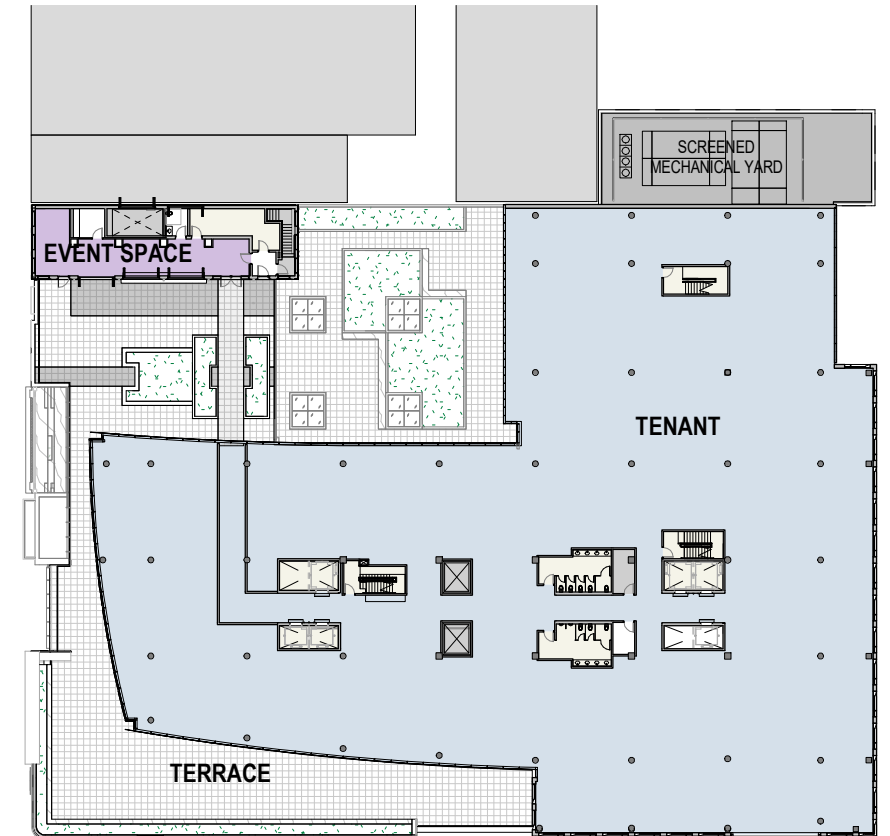
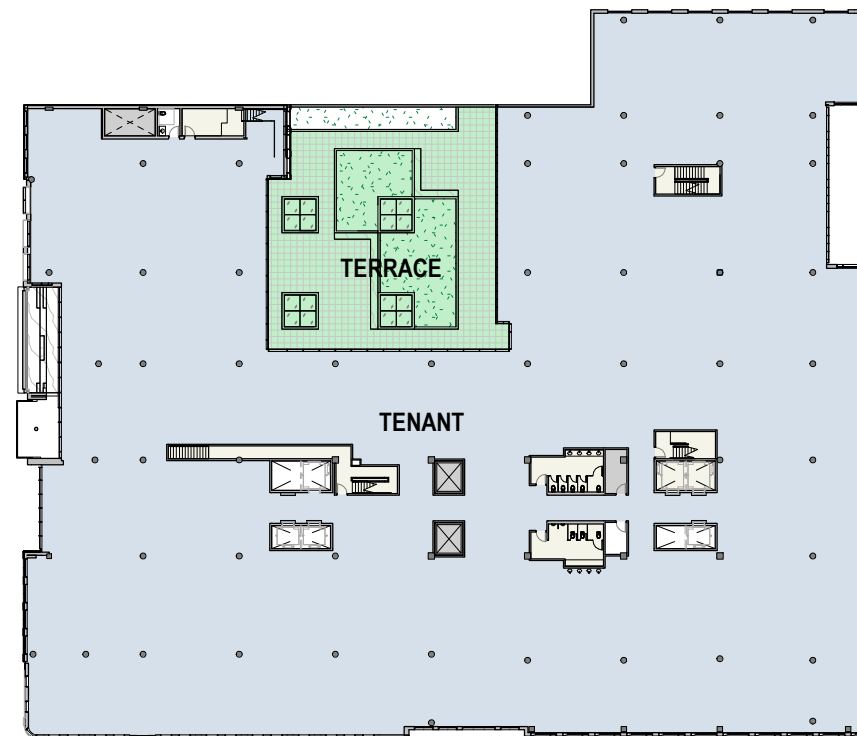
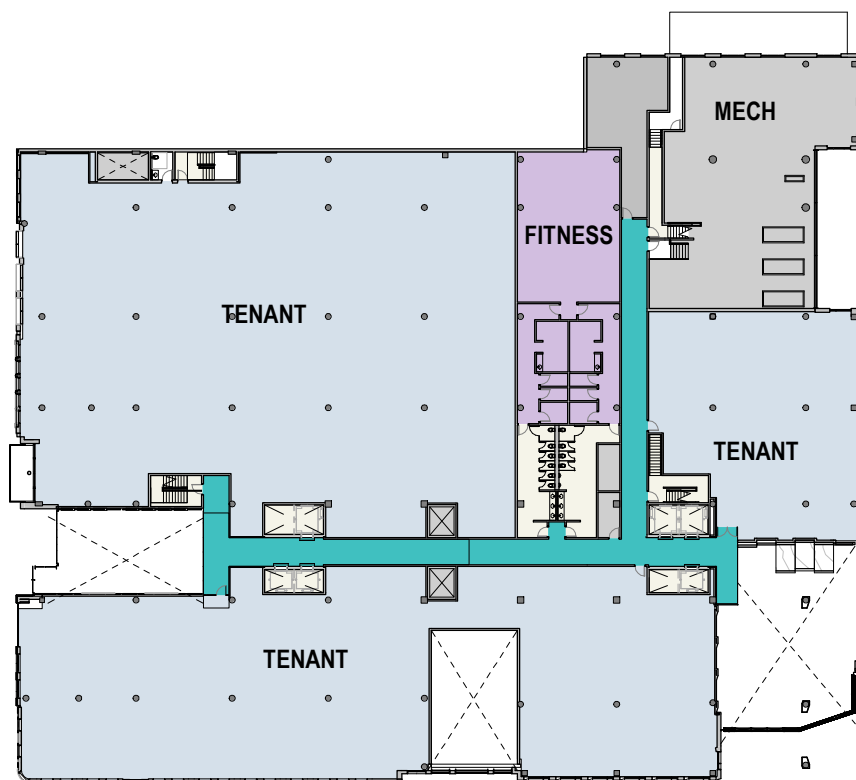
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OFFICE LEVELS 2-4 - TECHNOLOGY USERS

1" = 60'-0"



The intermediate floors of the office building are deliberately sized at 40,000 square feet per floor. These wide open floor plates appeal to the emerging technology users that value large flexible spaces. By providing highly attractive space the development can continue to attract companies like Zendesk and Google that are driving Madison's growth.



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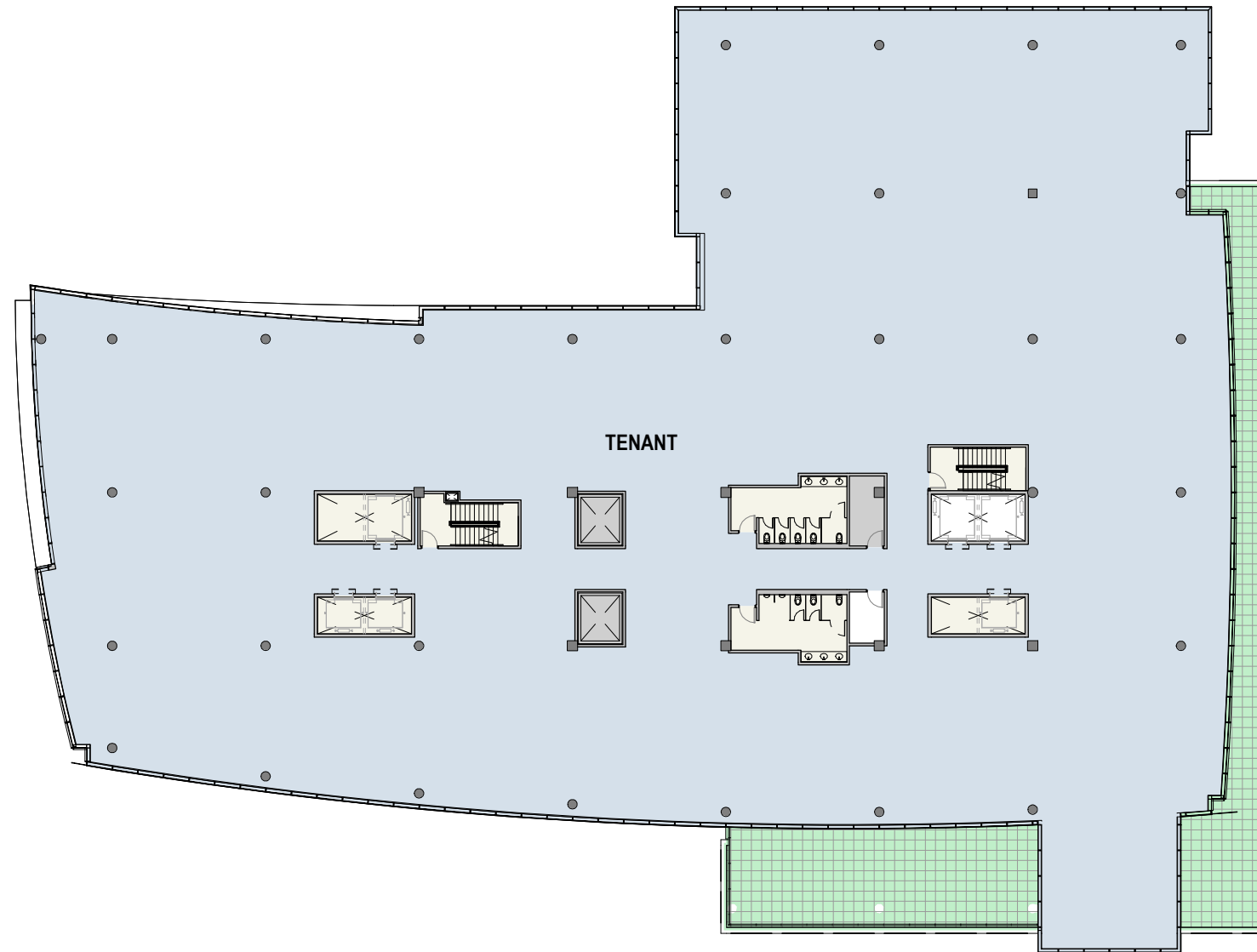


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OFFICE LEVELS 5-9 - TRADITIONAL SCALE

1/32" = 1'-0"



Stepping down to the more traditionally sized floorplates that are prevalent around the Square, the upper floors will provide stunning views from a floor to ceiling glass facade. Outdoor terraces throughout the property will create a modern office environment that is appealing to a variety of office users.

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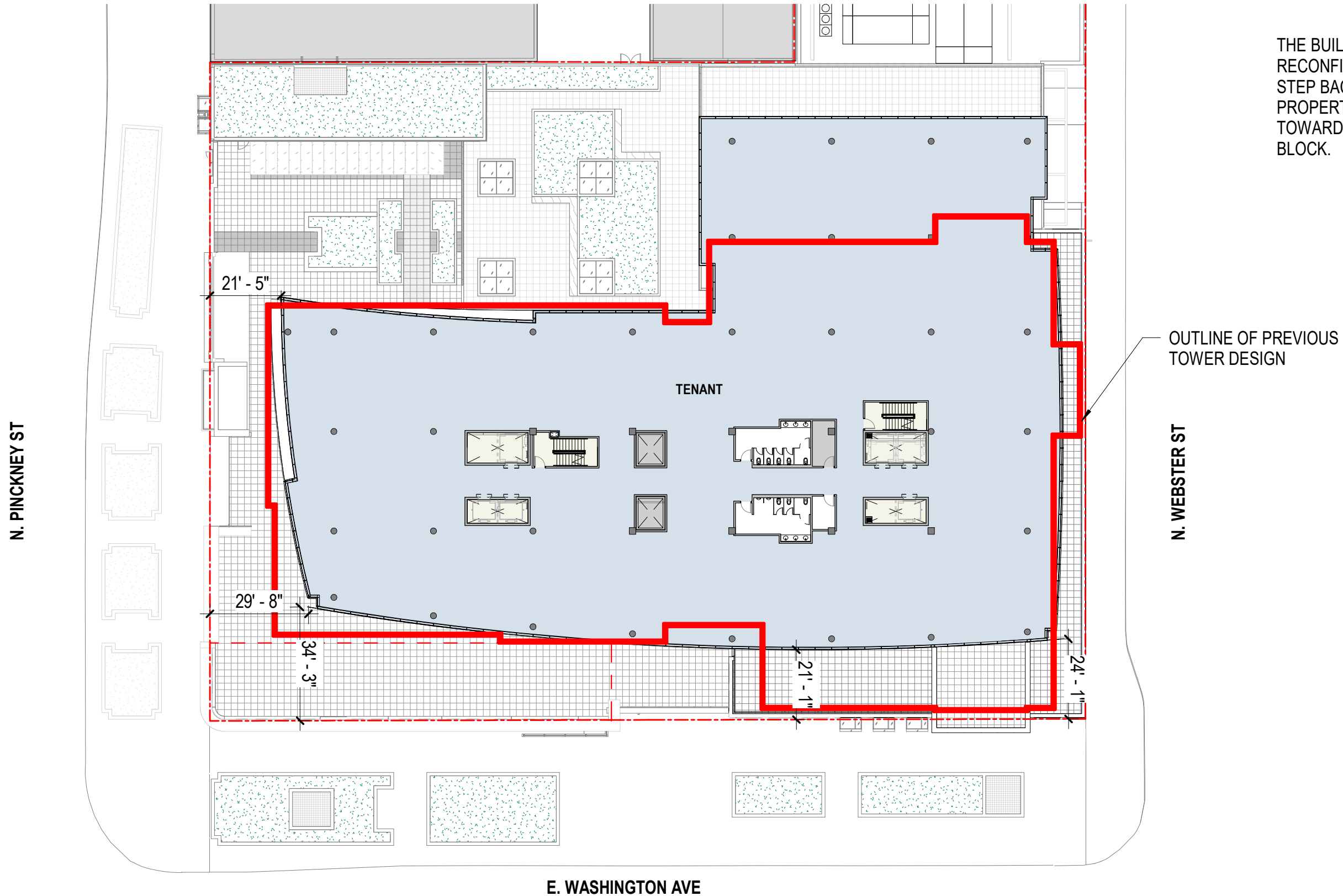


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FOOTPRINT COMPARISON

1/32" = 1'-0"



THE BUILDING'S TOWER WAS RECONFIGURED TO FURTHER STEP BACK FROM THE PROPERTY LINES AND SHIFT TOWARDS THE CENTER OF THE BLOCK.

OUTLINE OF PREVIOUS TOWER DESIGN

N. PINKNEY ST

N. WEBSTER ST

E. WASHINGTON AVE

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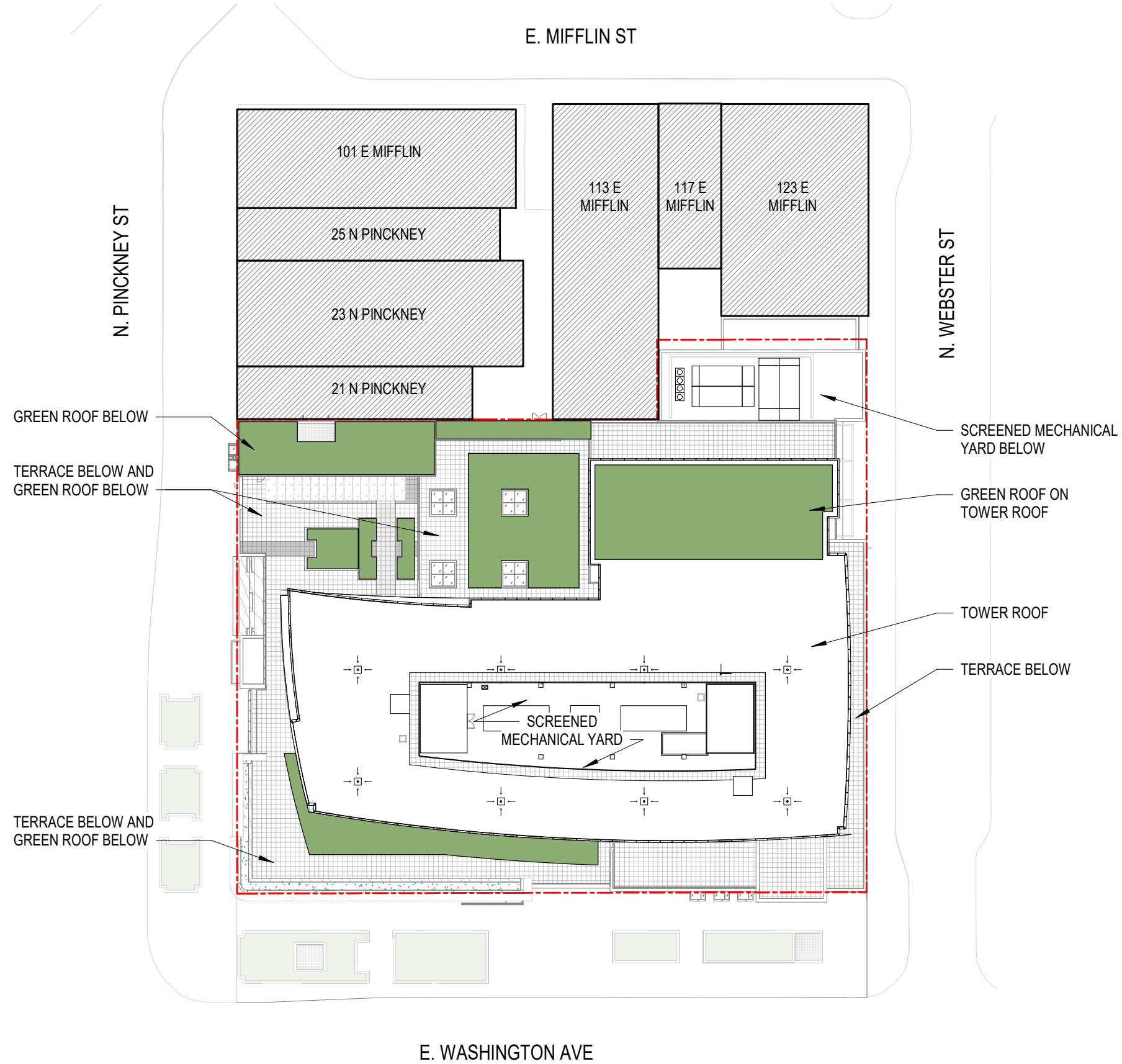
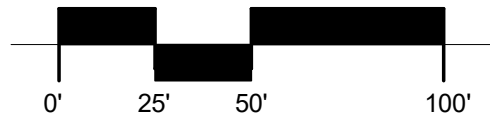


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ROOF PLAN

1" = 50'-0"



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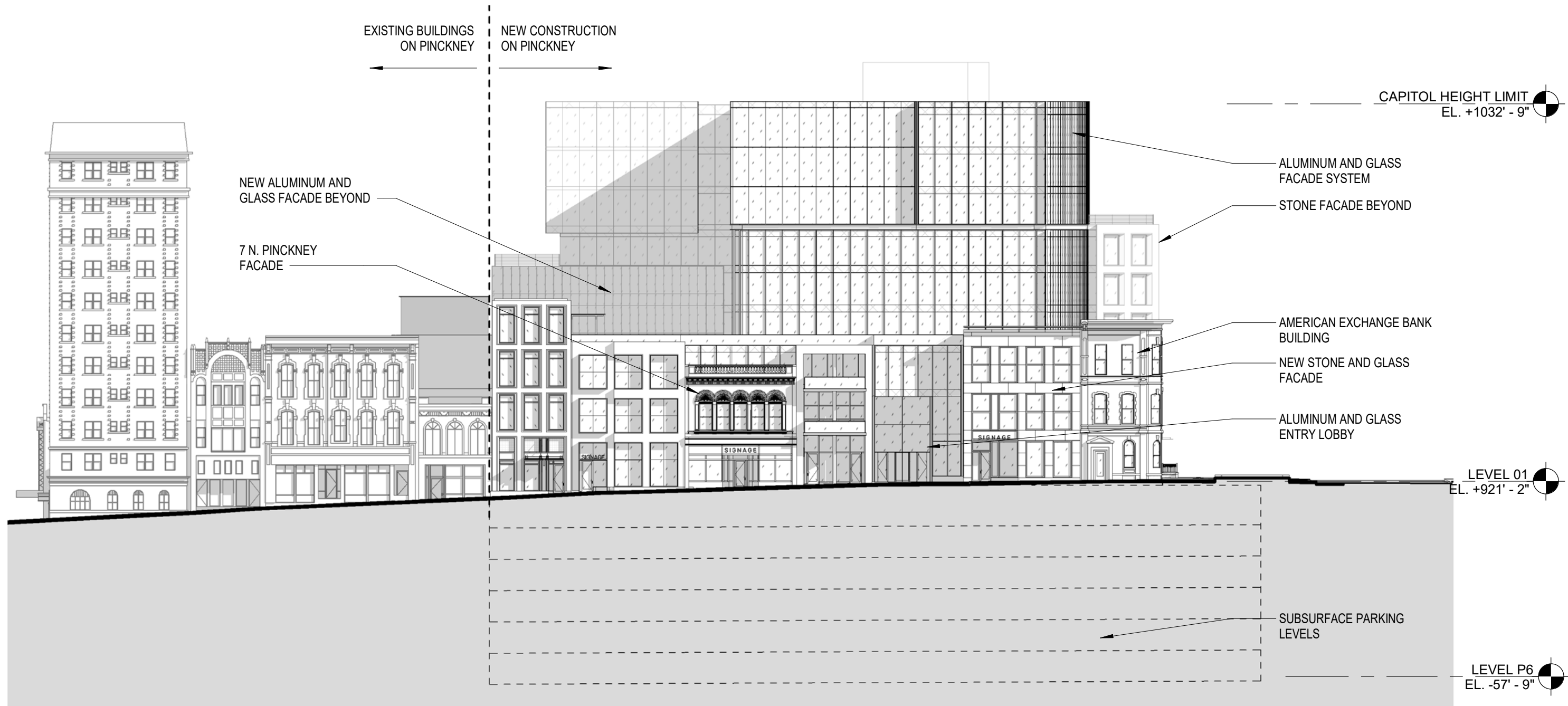


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PINCKNEY ELEVATION

1" = 30'-0"



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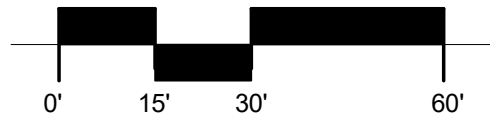


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WASHINGTON ELEVATION

1" = 30'-0"



CAPITOL HEIGHT LIMIT
EL. +1032' - 9"

ALUMINUM AND GLASS
FACADE SYSTEM

ALUMINUM AND
GLASS FACADE
SYSTEM

STONE AND
GLASS FACADE

EXISTING HOTEL
(202 E WASHINGTON)

AMERICAN EXCHANGE
BUILDING

ALUMINUM AND
GLASS ENTRY
LOBBY

LEVEL 01
EL. +921' - 2"

LEVEL P6
EL. -57' - 9"

SUBSURFACE
PARKING LEVELS

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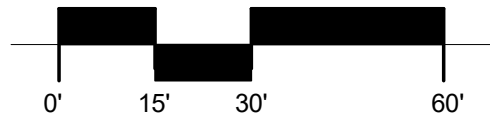


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WEBSTER ELEVATION

1" = 30'-0"



CAPITOL HEIGHT LIMIT
EL. +1032' - 9"

ALUMINUM AND
GLASS FACADE
SYSTEM BEYOND

STONE AND GLASS
FACADE

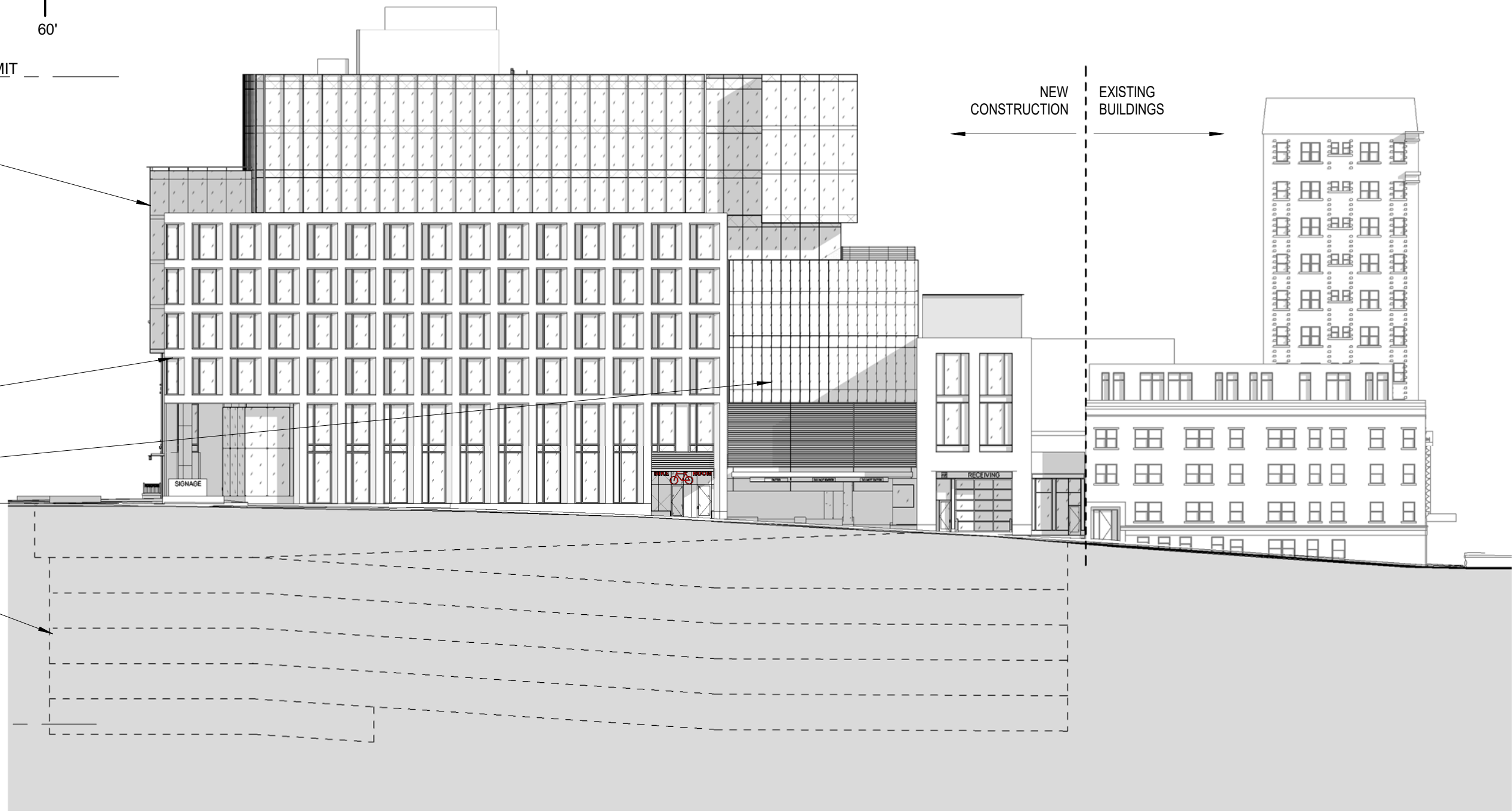
ALUMINUM AND
GLASS FACADE

LEVEL 01
EL. +921' - 2"

SUBSURFACE
PARKING LEVELS

LEVEL P6
EL. -57' - 9"

NEW CONSTRUCTION
EXISTING BUILDINGS



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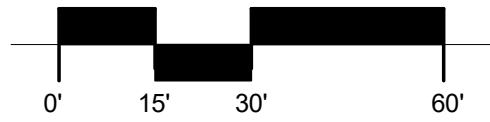


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NORTH ELEVATION

1" = 30'-0"



CAPITOL HEIGHT LIMIT
EL. +1032' - 9"

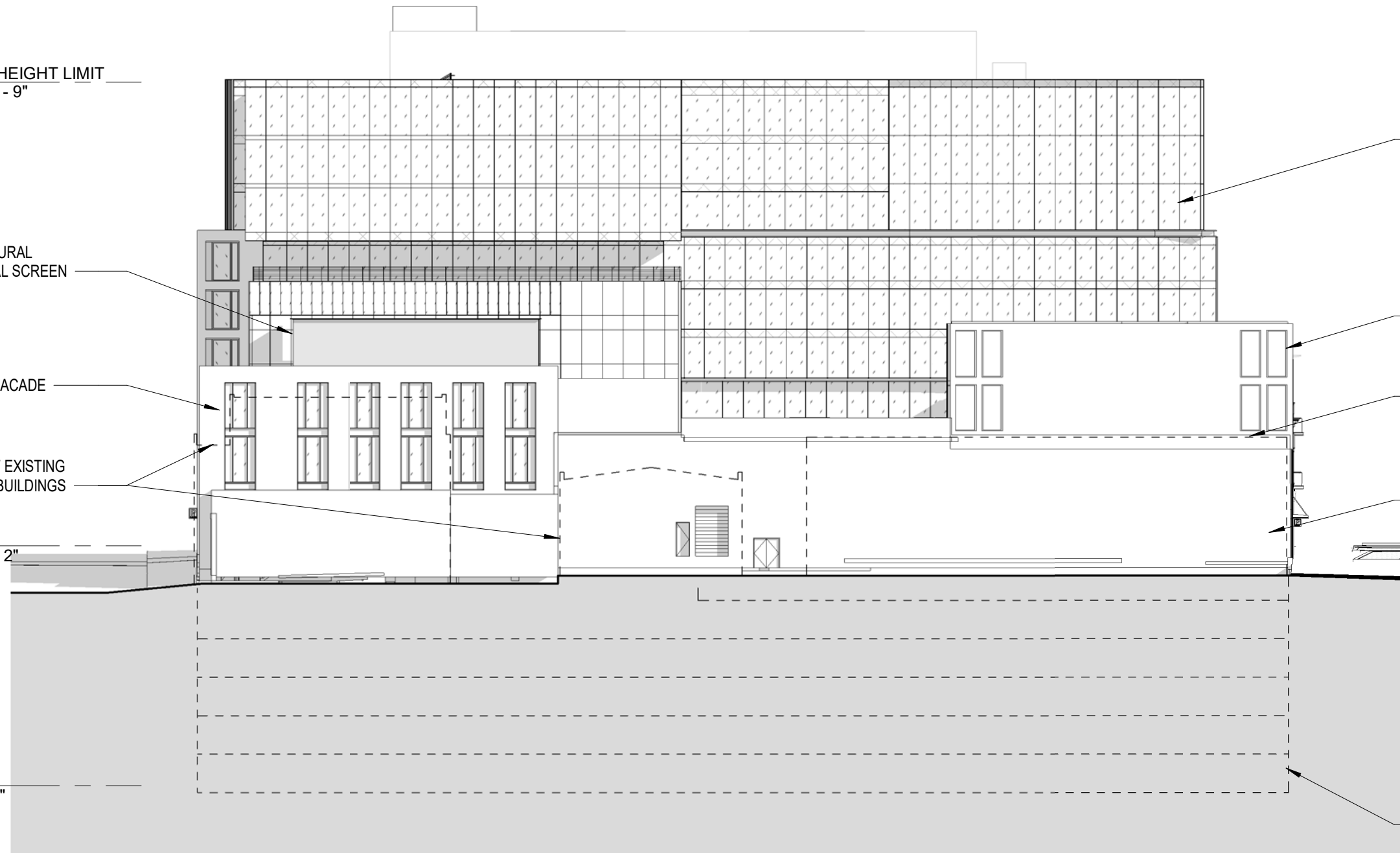
ARCHITECTURAL
MECHANICAL SCREEN

MASONRY FACADE

OUTLINE OF EXISTING
ADJACENT BUILDINGS

LEVEL 01
EL. +921' - 2"

LEVEL P6
EL. -57' - 9"



ALUMINUM AND
GLASS FACADE
BEYOND

MASONRY FACADE

OUTLINE OF ADJACENT
BUILDING

MASONRY FACADE

SUBSURFACE
PARKING LEVELS

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PROJECT RENDERING - VIEW OF PINCKNEY FACADE



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PROJECT RENDERING - VIEW FROM PINCKNEY LOOKING SOUTH



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PROJECT RENDERING - PINCKNEY FACADE



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PROJECT RENDERING - PINCKNEY FACADE



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Urban Land Interests

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TRAIN**

PROJECT RENDERING - PINCKNEY FACADE



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PROJECT RENDERING - EAST WASHINGTON



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PROJECT RENDERING - VIEW DOWN WEBSTER



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PROJECT RENDERING - VIEW FROM E. WASHINGTON & WEBSTER



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PROJECT RENDERING - WASHINGTON AND WEBSTER FACADE



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PROJECT RENDERING - VIEW FROM WEBSTER LOOKING SOUTH



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PROJECT RENDERING - FACADE MATERIALS



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PROJECT RENDERING - FACADE MATERIALS



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PROJECT RENDERING - FACADE MATERIALS

PAINTED METAL LOUVERS

STONE MASONRY FACADE SYSTEM WITH ALUMINUM AND GLASS WINDOWS

PERFORATED METAL SCREEN

ALUMINUM AND GLASS FACADE SYSTEM

STONE MASONRY FACADE SYSTEM

PERFORATED METAL SCREEN

FROSTED GLASS OVERHEAD DOOR



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