

**APPLICATION FOR
URBAN DESIGN COMMISSION
REVIEW AND APPROVAL**

AGENDA ITEM # _____
Project # _____

DATE SUBMITTED: <u>11.14.07</u>	Action Requested
UDC MEETING DATE: <u>11.21.07</u>	<input type="checkbox"/> Informational Presentation
	<input checked="" type="checkbox"/> Initial Approval and/or Recommendation
	<input type="checkbox"/> Final Approval and/or Recommendation

PROJECT ADDRESS: 301-321 North Hamilton, 318-324 E. Johnson
300-310 North Hancock

ALDERMANIC DISTRICT: # 2

OWNER/DEVELOPER (Partners and/or Principals)	ARCHITECT/DESIGNER/OR AGENT:
<u>THE McBRIDE COMPANY</u>	<u>ALEXANDER COMPANY</u>
<u>139 WEST WILSON ST.</u>	<u>145 E. BADGER ROAD</u>
<u>MADISON, WISCONSIN 53703</u>	<u>MADISON, WISCONSIN 53713</u>

CONTACT PERSON: ED FREER

Address: 145 E. BADGER ROAD
MADISON, WI. 53713

Phone: 608.258.8111

Fax: 608.258.5599

E-mail address: ejf@alexandercompany.com

- TYPE OF PROJECT:
(See Section A for:)
- Planned Unit Development (PUD)
 - General Development Plan (GDP)
 - Specific Implementation Plan (SIP)
 - Planned Community Development (PCD)
 - General Development Plan (GDP)
 - Specific Implementation Plan (SIP)
 - Planned Residential Development (PRD)
 - New Construction or Exterior Remodeling in an Urban Design District * (A public hearing is required as well as a fee)
 - School, Public Building or Space (Fee may be required)
 - New Construction or Addition to or Remodeling of a Retail, Hotel or Motel Building Exceeding 40,000 Sq. Ft.
 - Planned Commercial Site

(See Section B for:)

- New Construction or Exterior Remodeling in C4 District (Fee required)

(See Section C for:)

- R.P.S.M. Parking Variance (Fee required)

(See Section D for:)

- Comprehensive Design Review* (Fee required)
- Street Graphics Variance* (Fee required)
- Other _____

*Public Hearing Required (Submission Deadline 3 Weeks in Advance of Meeting Date)

Where fees are required (as noted above) they apply with the first submittal for either initial or final approval of a project.



Mr. Brad Murphy
City of Madison
Planning & Development
215 Martin Luther King Jr. Blvd
PO Box 2985
Madison, WI 53701-24985

September 9, 2007

Re: Letter of Intent: Block 258 PUD-GDP

Dear Mr. Murphy:

The following is submitted together with plans; application and zoning text for staff plan commission and council consideration of approval of the proposed development.

Project: McBride Point – 333 North Hamilton Street
Block 258
Madison, WI

201-321 NORTH HAMILTON
318-324 EAST JOHNSON
308-310 NORTH HANCOCK.

Applicant: Phillip K. Hees
139 West Wilson Street
Madison, WI 53703
Office: (608) 284-1800
Fax: (608) 284-8400

Developer: The McBride Companies, LLC
139 West Wilson Street
Madison, WI 53703
Office: (608) 284-1800
Fax: (608) 284-8400
Contact: Phillip K. Hees

Agent: The Alexander Company, Inc.
145 East Badger Road, Suite 200
Madison, WI 53713
Office: (608) 258-5580
Fax: (608) 258-599
Contact: Thomas Miller

Architect: The Alexander Company, Inc.
145 East Badger Road, Suite 200
Madison, WI 53713
Office: (608) 258-5580
Fax: (608) 258-599
Contact: Eduard Freer and Dave Kaul

Project Description:

This Zoning District is established to provide a General Development Plan to guide the future Specific Implementation of the development of approximately 70 Dwelling Units, approximately 2,200 gsf of retail, and approximately 44 below grade parking stalls On Block 258 in the James Madison Park District of Capitol Neighborhoods.

The site is bound by North Hamilton, North Hancock, and East Johnson streets. This development consists of two buildings; an existing two-story mixed-use retail and residential building with retail on the first floor and 3 residential units on the second floor, along with a newly proposed 4-story building totaling approximately 67 units on the first, second, third and fourth floors. This development includes the relocation and/or removal of up to six structures that currently house 48 dwelling units.

This development eliminates 18 stalls of surface parking from the block and replaces them with below grade parking of approximately 44 stalls. Please note this GDP contemplates the maintenance of the existing residential uses on site at least until the SIP for the development is approved and recorded, as well as the maintenance of the existing retail use on-site now and as part of the future SIP.

The proposed maximum building height is 4-stories with allotments for the elevator and/or mechanical penthouses to project beyond the height of the roof of the fourth floor. The first, second and third floors are designed to allow for landscaping between the building and the sidewalk while the fourth floor steps back to provide visual relief at the top of the building.

Streetscapes improvements as required to maintain the existing character of the streets included in the development are included in this proposal. Additionally, this GDP contemplates the accessory off-street parking will be provided in the lower level of the proposed development: 44 parking stalls as well as bicycle parking and motorcycle parking will be provided.

This GDP proposes to modify the current on-street loading zone at East Johnson and North Hancock to two stalls from the existing one stall and proposes to add one additional on-street residential loading zone at the North Hamilton entry – 333 North Hamilton Street, adjacent to the retail use currently located at 301 North Hamilton. This GDP seeks to maintain the ability for residents of this development to be eligible for residential parking permits similar to the current use by residents of Block 258. Additionally, bicycle parking will be provided on-site at the entrances to the building and adjacent the retail component of the development; additional bicycle parking for residents will be provided in the lower level parking area. Specific numbers of bicycle parking to be included will be providing as part of the SIP application.

Fire Apparatus Access:

Fire Access to the existing and new building is proposed to be provided from the public right-of-way. The applicant will work directly with the Fire Department through the GDP process to develop and approved Fire Access Plan.

Project Schedule:

At this point a specific project schedule has been developed for the GDP phase of the development only. The schedule for neighborhood review and approval of the SIP and construction of the development will be outlined in the SIP application.

GDP Schedule:

Notification of Application	July 13, 2007
Neighborhood Meeting	August 29, 2007
GDP Submittal	September 5, 2007
Additional Neighborhood Meetings	TBD
Urban Design Meetings	TBD
Plan Commission Meeting	November 5, 2007
Common Council Meeting	November 20, 2007

SIP Schedule and Construction:

TBD

Site Development:

Lot Area: .54 acres.

Units: Approximately 70 Units, 67 in new structure and 3 in existing structure to remain.

Height: The existing building will remain 2-stories. The new structure will be 4-stories, the upper level will be stepped back to limit its visual impact from the street.

Retail: Approximately 2,200 gsf plus storage: maintaining existing use at 301 N. Hamilton.

Parking: 44 stalls below grade and residential parking permits for residents.

Bicycle Parking: Visitor and Resident Parking will be provided: quantity to be determined.

Loading: 2 Commercial Loading Zones and 1 Residential Loading Zone.

Landscaping: A green-roof courtyard will replace existing large areas of surface parking. In addition, a portion of the residential units will have private open space areas. And finally variety of building setbacks will allow unique pockets of landscaped areas.

Social and Economic Impact:

Based on our analysis the proposed development meets the spirit and intent of the zoning ordinances when reviewed with respect to the criteria for approval set forth in Section 28.07(6)(f) of the zoning code.

Character and Intensity of Land Use:

The proposed use not only works well with the current character of the neighborhood but it meets the intention of the Neighborhood Plan for the area as well. This development improves upon plan's proposed land use by maintaining the convenience retail component as a key element of the proposal .

Economic Impact:

The proposed project will have a positive impact on the economics of the City. And the addition of this project, including the ongoing presence of neighborhood convenience retail will provide a positive impact of the economics of this neighborhood. The replacement of the existing dwelling units on-site with contemporary living facilities with more efficient operating systems provides for a more economically feasible and efficient property.

Preservation and Maintenance of Open Space:

The proposed development will add significant useable open space and landscaping to Block 258. The current surface parking and associated gravel and paved surfaces will be replaced by 'green-roof' areas, landscape beds, patios and terraces to improve the overall aesthetics and usability of the open spaces on this block. The parking provided for this development will be located below grade in order to allow for the described approach to landscaping and open space. And finally, special attention will be given to screen trash from public view in an enclosure and utilities will enter the building below grade.

Implementation Schedule:

Once approved, this project will proceed through construction in a timely manner. The estimated construction schedule allows for approximately 12 months for the completion of the facility once site demolition and environmental remediation has been concluded.

Thank you for your time in reviewing this proposal. We look forward to the review and evolution of this project through the GDP process.

Regards,


THE ALEXANDER COMPANY, Inc.

Thomas C. Miller
Planning and Development Project Manager

PROPOSED ZONING TEXT: PUD-GDP
(THIS GDP ALLOWS FOR MAINTENANCE OF EXISTING USES)

McBRIDE POINT
333 NORTH HAMILTON STREET
BLOCK-258 MADISON, WI

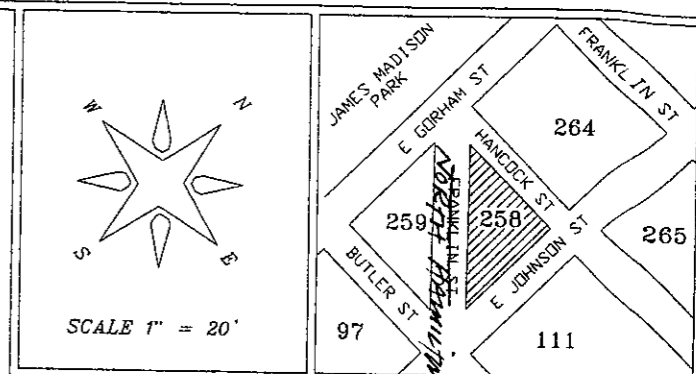
Legal Description: Lots 1, 2, 3 Block 258 Original Plat to the City of Madison, City of Madison, Dane County, Wisconsin.

- A. *Statement of Purpose:* This Zoning District is established to provide a General Development Plan to guide the Specific Implementation of the construction of approximately 70 Dwelling Units, approximately 2,200 gsf of retail, and approximately 44 below grade parking stalls. This development consist of two buildings; an existing two-story mixed-use retail and residential building with retail on the first floor and 3 residential units on the second floor, along with a newly proposed 4-story building totaling approximately 67 units on the first, second, third and fourth floors. This development includes the relocation and/or removal of up to six structures that currently house 48 dwelling units. This development eliminates 18 stalls of surface parking from the block and replaces them with below grade parking of approximately 44 stalls. Please note this GDP contemplates the maintenance of the existing residential uses on site at least until the SIP for the development is approved and recorded, as well as the maintenance of the existing retail use on-site now and as part of the future SIP.
- B. *Permitted Uses:*
1. Those uses that are stated in the Residential, C-2 Commercial & Office Zoning Districts.
 2. Uses accessory to permitted uses as listed above
 3. Other uses listed herein and in attached Letter of Intent and in future SIP applications
 4. Maintenance of existing buildings for current uses is permitted by this GDP
- C. *Lot Area:* The total project area including lots 1, 2 and 3 of Block 258 is approximately 23,391 gross square feet or .54 acres.
- D. *Floor Area Ratio:*
1. The final floor area ratios will generally align with the structures identified on the attached conceptual site/landscape plan. Specific floor area ratios will be submitted with the SIP application of the proposed development. This proposal contemplates a structure of roughly 82,000 gross square feet on 5 levels, one below-grade and 4 above-grade.
 2. The proposed maximum building height is 4-stories with allotments for the elevator and/or mechanical penthouses to project beyond the height of the roof of the fourth floor. The first, second and third floors align with property limits on East Johnson and North Hancock Streets while the fourth floor steps back to provide visual relief at the top of the building.

- E. ***Yard Area Requirements:*** Yard areas will be provided as shown on the attached conceptual site/landscape plan. Please note a majority of the building face is set back 12"-24" from the property line on Johnson and Hancock Streets, with additional setback on Hamilton Street.
- F. ***Landscaping:*** Conceptual plans for grading, utility improvements, and landscaping areas are attached. The specific landscaping plans will be provided with the SIP for the project and will use the approved GDP documents as the guiding principle of the site design.
- G. ***Accessory Off-Street Parking & Loading:*** Accessory off-street parking will be provided as described in the Letter of Intent. Automobile and motorcycle parking will be provided on-site below grade. This GDP proposes to modify the current on-street loading zone at East Johnson and North Hancock to two stalls from the existing one stall, and proposes to add one additional on-street residential loading zone at the North Hamilton entry adjacent to the retail use currently located at 301 North Hamilton. This GDP seeks to maintain the ability for residents of this development to be eligible for residential parking permits similar to the current use by residents of Block 258. Additionally, bicycle parking will be provided on-site at the entrances to the building and adjacent the retail component of the development; additional bicycle parking for residents will be provided in the lower level parking area. Specific numbers of bicycle parking to be included will be providing as part of the SIP application.
- H. ***Lighting:*** Site Lighting will be limited to landscape and building accent lighting. Specific site lighting details and exterior building lighting details will be provided with the future SIP application for each phase of the proposed development. The current SIP permits maintenance of existing lighting.
- I. ***Signage:*** Signage will be allowed as per Chapter 31 of the Madison General Ordinances, and as outlined in the future SIP application or administrative amendments to existing zoning.
- J. ***Family Definition:*** The family definition of this PUD-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.

NOTES:

- 1.) THIS MAP IS BASED ON FIELD SURVEY WORK PERFORMED ON JULY 25TH AND 26TH AND COMPLETED ON AUGUST 1ST, 2007. ANY CHANGES IN SITE CONDITIONS AFTER AUGUST 1ST, 2007 ARE NOT REFLECTED BY THIS SURVEY.
- 2.) ASSUMED DATUM
BENCHMARKS AS SHOWN ON SURVEY.
- 3.) CALL DIGGERS HOTLINE FOR EXACT LOCATION OF UNDERGROUND UTILITIES. 1-800-272-8511
- 4.) PREPARED FOR: THE MCBRIDE COMPANY
P.O. BOX 191
MADISON, WI, 53701
- 5.) TOTAL AREA = 23,520 SQ.FT. OR 0.54 ACRES
- 6.) PUBLIC UTILITIES
STORM SEWER - CITY OF MADISON
SANITARY SEWER - CITY OF MADISON
WATER - CITY OF MADISON
NATURAL GAS - MADISON GAS AND ELECTRIC
ELECTRIC - MADISON GAS AND ELECTRIC
- 7.) CURRENT ZONING AND BUILDING SETBACKS PER CITY OF MADISON
ENTIRE BLOCK IS R-6 ZONING
20.0 FEET MIN. FRONT YARD SETBACK
30 FOOT MIN REAR SETBACK OR 45% OF BUILDING HEIGHT WHICH EVER IS GREATEST.
5 FOOT MIN. SIDE YARD FOR SINGLE STORY AND AN ADDITIONAL 2 FEET FOR EVERY STORY
- 8.) WETLANDS IF PRESENT HAVE NOT BEEN DELINEATED OR SURVEYED.
- 9.) PER FEMA FLOOD MAP PANEL NO. 55025C0409P ON JUNE 17TH, 2003, SAID PARCEL IS IN ZONE "X" AND IS NOT LOCATED IN A 100 YEAR FLOOD PLAIN.
- 10.) ALL OVERHEAD AND UNDERGROUND UTILITIES SHOWN ON THE MAP WERE FIELD LOCATED FROM GROUND MARKINGS PLACED BY UTILITY COMPANIES OR THEIR AGENTS OR ESTABLISHED FROM PLANS PROVIDED BY UTILITY COMPANIES, CITY OF MADISON, ENGINEER AND OTHER LOCAL ENGINEERS. THE SURVEYOR CAN CERTIFY ONLY TO THE LOCATION OF UTILITIES AS PROVIDED BY OTHERS, EXCEPT WHERE SHOWN AND OTHER OBSTRUCTION MAY HAVE OBLISCURED THE LOCATION OF THE UTILITIES.
- 11.) EASEMENTS REFERRED TO IN THE TITLE COMMITMENTS HAVE BEEN SHOWN ON THIS SURVEY.
 - A.) THIS SURVEY WAS PREPARED BASED ON FIRST AMERICAN TITLE INSURANCE COMPANY, COMMITMENT NO.NCS-718055MAD
COMMITMENT DATE: ON JANUARY 30, 2004, AT 7:00 A.M.
 - B.) THIS SURVEY WAS PREPARED BASED ON FIRST AMERICAN TITLE INSURANCE COMPANY, COMMITMENT NO.1073951 AMEND A
COMMITMENT DATE: ON MARCH 06, 2005, AT 12:00 A.M.
 - C.) THIS SURVEY WAS PREPARED BASED ON LAWYERS TITLE INSURANCE COMPANY, COMMITMENT NO.217350
COMMITMENT DATE: ON MARCH 3, 2004, AT 5:59 A.M.
 - D.) THIS SURVEY WAS PREPARED BASED ON FIRST AMERICAN TITLE INSURANCE COMPANY, FILE NO.03005155-630
COMMITMENT DATE: ON AUGUST 2, 1999 AT 5:30 A.M.
- 12.) COVENANTS, CONDITIONS AND RESTRICTIONS RECORDED JUNE 8, 1977, AS DOC. NO. 1521202 AND RESTATED IN INSTRUMENT RECORDED AS DOC. NO. 1559335.
- 13.) STIPULATION AND AGREEMENT FOR COMPLIANCE WITH WISCONSIN DILHR RENTAL UNIT ENERGY STANDARDS, RECORDED AS DOC. NO. 3009393.
- 14.) TERMS AND CONDITIONS OF THE HEAT/VENTILATION STIPULATION AGREEMENT RECORDED AUGUST 2, 1999, AS DOC. NO. 3140523.
- 15.) BOUNDARY IRONS WERE NOT TO BE SET AS NOTED IN SERVICES REQUESTED PER PHIL HEEB, OF THE MCBRIDE COMPANY, OWNER.
- 16.) PRIVATE SEWER LATERALS WERE NOT MARKED IN THE FIELD AND ARE NOT SHOWN ON UTILITY PLANS. UNABLE TO MAP THEIR LOCATION.



SCALE 1" = 20'

LEGEND

- HYDRANT
- WATER VALVE
- MANHOLE
- STORM SEWER VAULT
- POWER POLE
- STREET SIGN
- INLET
- LIGHT POLE/STOP LIGHT
- GRAVEL SURFACE
- CONCRETE SURFACE
- BUILDING
- DECIDUOUS TREE
- SPOT ELEVATION AT TOP-BACK OF CURB, SIDEWALK OR GROUND
- RECORDED AS
- SANITARY SEWER
- STORM SEWER
- UNDERGROUND TELEPHONE
- WATER MAIN
- UNDERGROUND ELECTRIC
- GAS MAIN
- OVER-HEAD UTILITIES

BLOCK 264

LEGAL DESCRIPTION AS PER TITLE COMMITMENT NO. NCS-256534-MAD
LOTS 1, 2, 3, BLOCK 258, ORIGINAL PLAT TO THE CITY OF MADISON,
CITY OF MADISON, DANE COUNTY, WISCONSIN.

SURVEYOR'S CERTIFICATION

I HEREBY CERTIFY THAT I HAVE SURVEYED THE ABOVE DESCRIBED PROPERTY AND THAT THE ABOVE MAP IS A TRUE REPRESENTATION THEREOF AND SHOWS THE SIZE AND LOCATION OF THE PROPERTY, ITS EXTERIOR BOUNDARIES, THE LOCATION OF ALL VISIBLE STRUCTURES AND DIMENSIONS OF A PRINCIPAL BUILDING THEREOF, BOUNDARY FENCES, APPARENT EASEMENTS, ROADWAYS AND VISIBLE ENCROACHMENTS, IF ANY. THE PROPERTY IS NOT LOCATED IN A 100 YEAR FLOOD PLAIN.
AND THAT SURVEY IS MADE FOR THE USE OF THE PRESENT OWNERS OF THE PROPERTY AND ALSO THOSE WHO PURCHASE MORTGAGE OR GUARANTEE THE TITLE THERETO WITHIN ONE YEAR FROM DATE HEREOF.

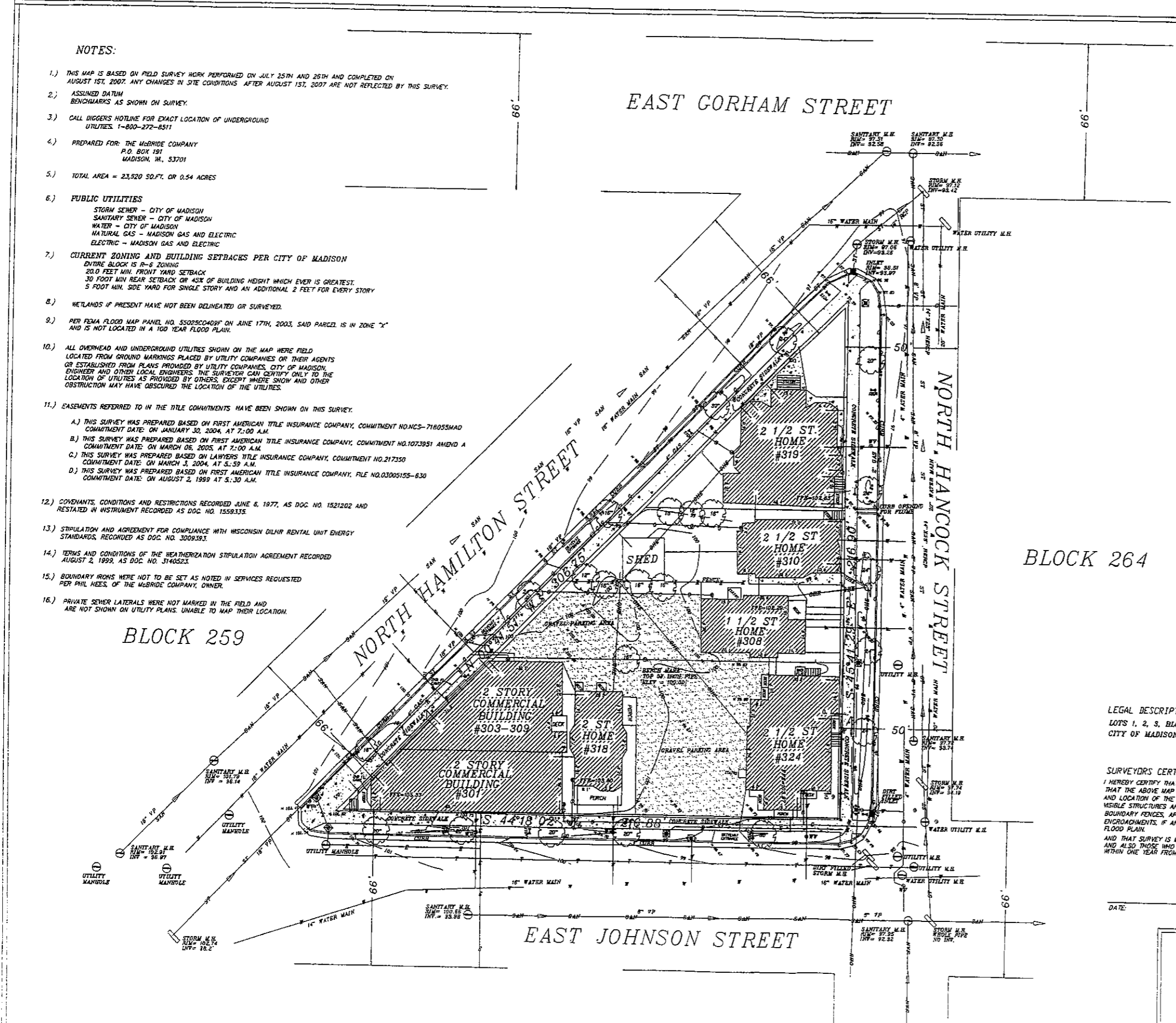
WILLIAMSON SURVEYING CO., INC.
BY: RONALD E. WILLIAMSON

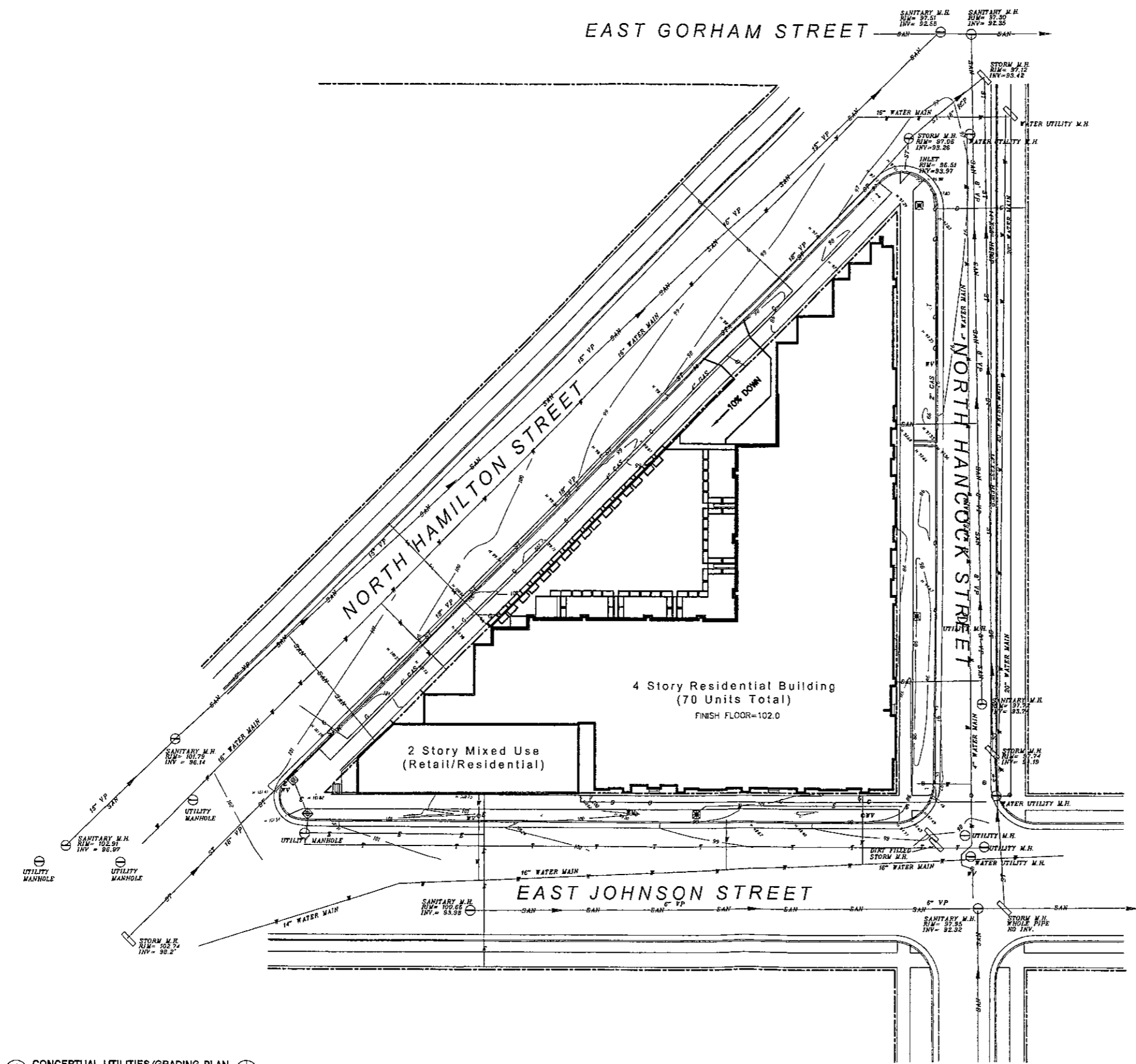
DATE: _____
RONALD E. WILLIAMSON R.L.S.-1264
PRESIDENT

WILLIAMSON SURVEYING COMPANY
1044 WEST MAIN STREET WAUNAKEE WISCONSIN 53597
PHONE 1 - (888) - 255 - 5705

PLAT OF SURVEY
LOTS 1, 2, 3, BLOCK 258, ORIGINAL PLAT TO THE CITY OF MADISON,
CITY OF MADISON, DANE COUNTY, WISCONSIN.

DAYS: JULY 30TH 2007 CHECK BY: R.E.W.
REV. DATE: AUGUST 9TH 2007 DRAWING NO. 07W-174
DRAWN BY: NOA PRIYVE SHEET 1 OF 1





LEGEND

- HYDRANT
- WATER VALVE
- MANHOLE
- STORM SEWER VAULT
- POWER POLE
- STREET SIGN
- INLET
- LIGHT POLE/STOP LIGHT
- GRAVEL SURFACE
- CONCRETE SURFACE
- BUILDING
- DECIDUOUS TREE
- SPOT ELEVATION AT TOP-BACK OF CURB, SIDEWALK OR GROUND
- RECORDED AS
- SANITARY SEWER
- STORM SEWER
- UNDERGROUND TELEPHONE
- WATER MAIN
- UNDERGROUND ELECTRIC
- GAS MAIN
- OVER-HEAD UTILITIES

1 CONCEPTUAL UTILITIES/GRADING PLAN
 CT.D SCALE: 1" = 20'

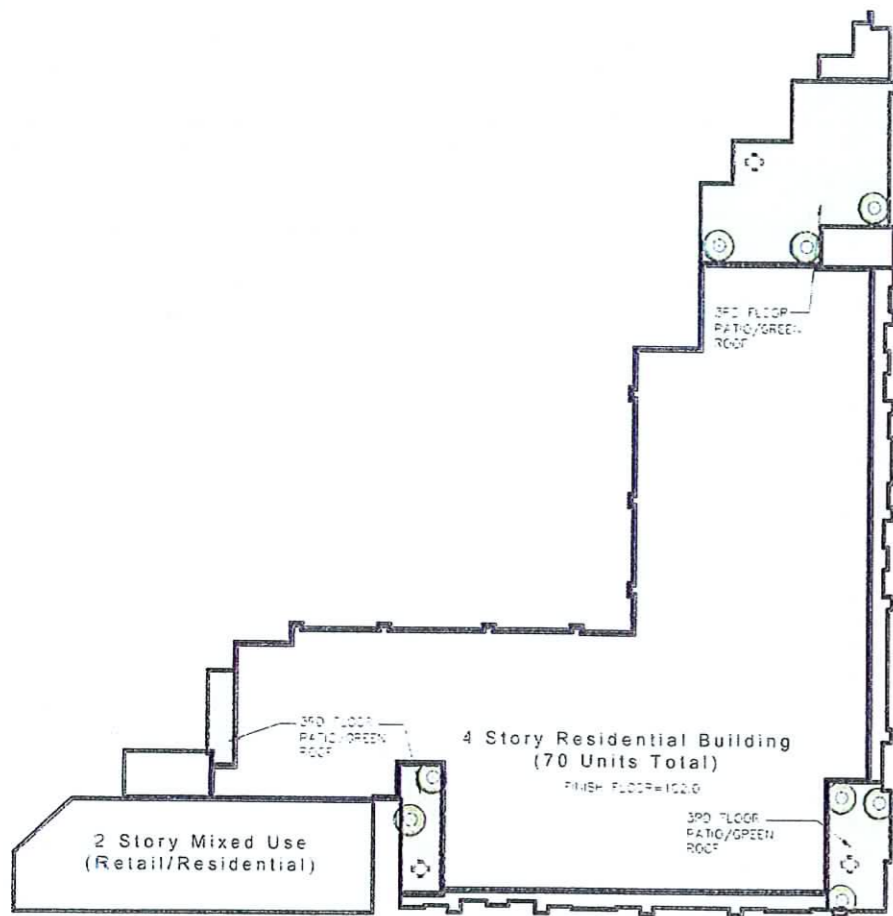
Architecture, Planning & Construction
ALEXANDER COMPANY
 145 E BADGER ROAD, SUITE 200
 MADISON, WISCONSIN 53713
 TELEPHONE 608-258-5580
 FAX 608-258-5599

PRELIMINARY
 FOR INFORMATION
 PURPOSE ONLY
NOT FOR CONSTRUCTION

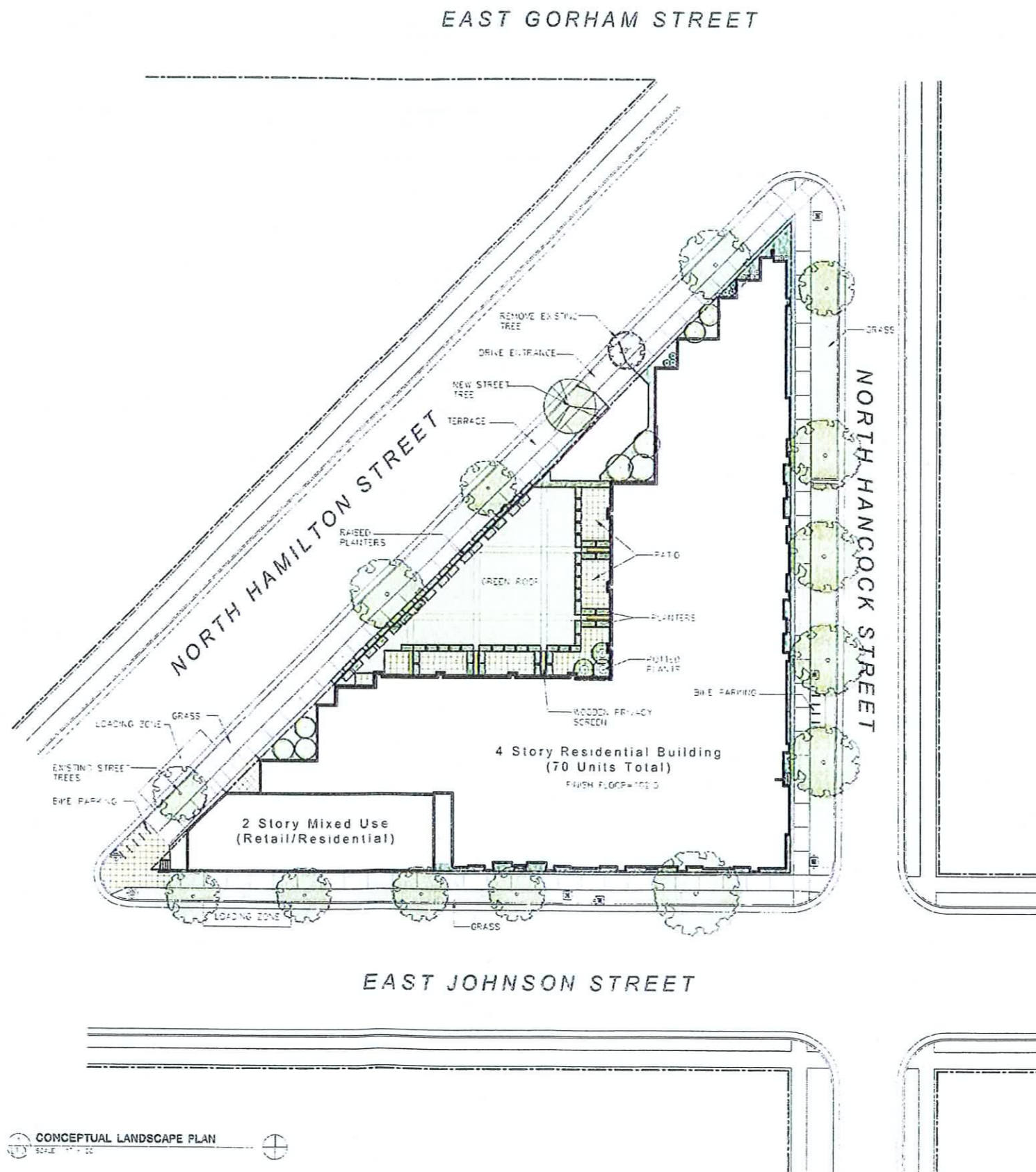
BLOCK 258
 GDP SUBMITTAL
 NORTH HAMILTON STREET
 MADISON, WISCONSIN

CONCEPTUAL UTILITIES/GRADING PLAN
 DRAWN: DNK | APPR.:
 GDP | SEPTEMBER 8, 2007

SHEET NO.
C1.0



ROOF PLAN
SCALE: 1/4" = 1'-0"



CONCEPTUAL LANDSCAPE PLAN
SCALE: 1/4" = 1'-0"

- LEGEND
- CANOPY TREE
 - NEW STREET TREE
 - ORNAMENTAL TREE
 - SHRUB

EAST GORHAM STREET

NORTH HAMILTON STREET

NORTH HANCOCK STREET

EAST JOHNSON STREET

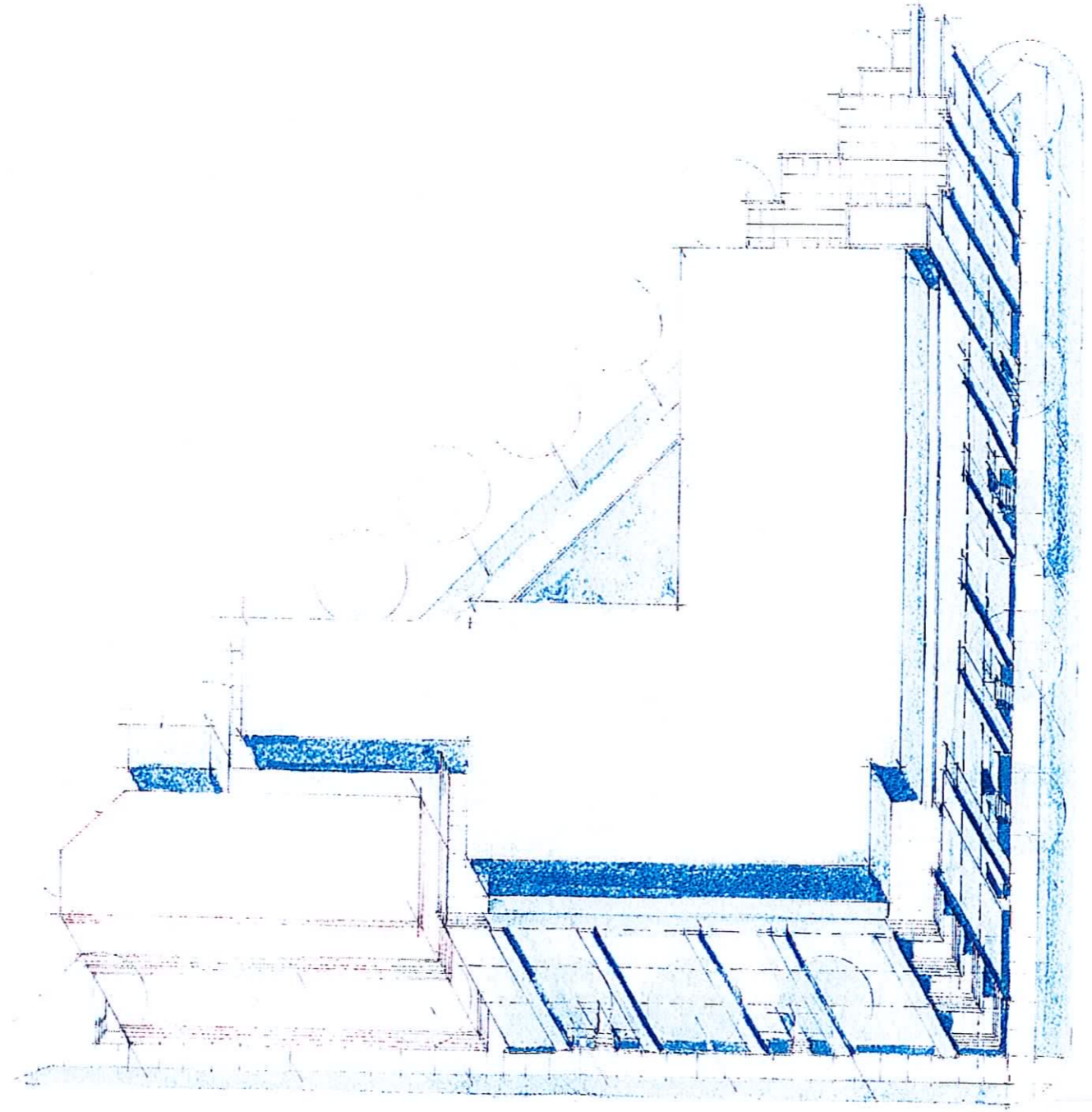
Architect, Planning & Construction
ALEXANDER COMPANY
 145 E. MADISON ROAD, SUITE 200
 MADISON, WISCONSIN 53715
 TEL: (608) 248-5580
 FAX: (608) 258-5599

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 PURPOSE ONLY
NOT FOR CONSTRUCTION

BLOCK 258
 GDP SUBMITTAL
 NORTH HAMILTON STREET
 MADISON, WISCONSIN

CONCEPTUAL LANDSCAPE PLAN
 DRAWN: DNK | APPR.:
 GEN | SEPTEMBER 5, 2007

L1.0 CONCEPT
 LAND
 SHEET NO.
L1.0



— MASSING STUDY —

MASSING STUDY
 DRAWN: [] APPR: []
 DATE: 07-15-2007

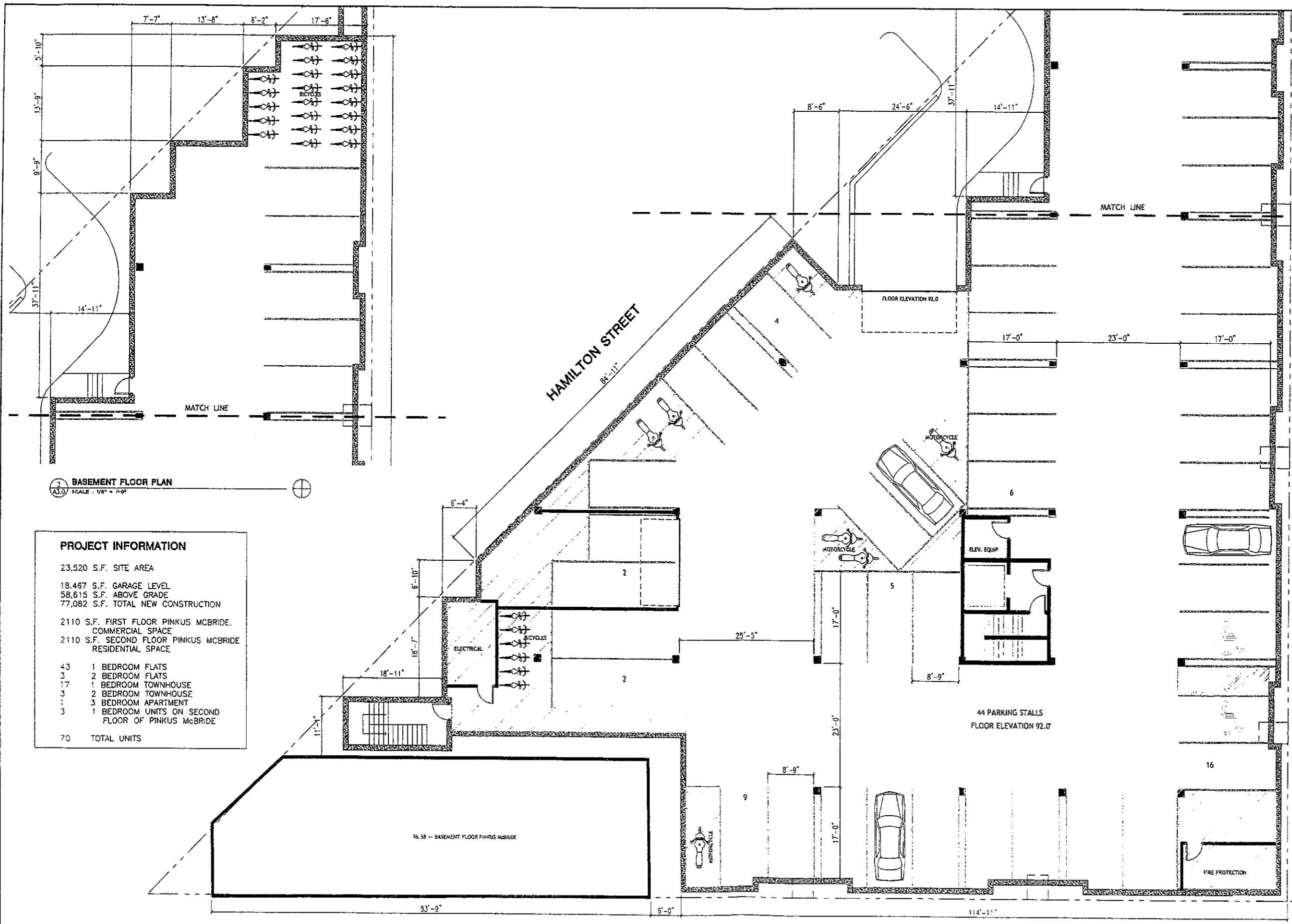
PROJECT NO.
07-642

SHEET NO.
L2.0

BLOCK 258
 GDP SUBMITTAL
 NORTH HAMILTON STREET
 MADISON, WISCONSIN

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 NOT FOR CONSTRUCTION

Architectural Firm: Alexander Company
ALEXANDER COMPANY
 105 E. BROADWAY, SUITE 200
 MADISON, WISCONSIN 53703
 TEL: 608.255.2200 FAX: 608.255.2201



2 BASEMENT FLOOR PLAN
SCALE: 1/8" = 1'-0"

PROJECT INFORMATION

23,520 S.F. SITE AREA
 18,467 S.F. GARAGE LEVEL
 58,615 S.F. ABOVE GRADE
 77,082 S.F. TOTAL NEW CONSTRUCTION

2110 S.F. FIRST FLOOR PINKUS MCBRIDE. COMMERCIAL SPACE
 2110 S.F. SECOND FLOOR PINKUS MCBRIDE RESIDENTIAL SPACE

43 1 BEDROOM FLATS
 3 2 BEDROOM FLATS
 17 1 BEDROOM TOWNHOUSE
 3 2 BEDROOM TOWNHOUSE
 3 3 BEDROOM APARTMENT
 3 1 BEDROOM UNITS ON SECOND FLOOR OF PINKUS MCBRIDE

70 TOTAL UNITS

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

NEW CONSTRUCTION 18,467 S.F.

Architecture, Planning & Construction
ALEXANDER COMPANY
 145 E. BADGER ROAD, SUITE 200
 MADISON, WISCONSIN 53713
 TELEPHONE 608-258-5580
 FAX 608-258-5599

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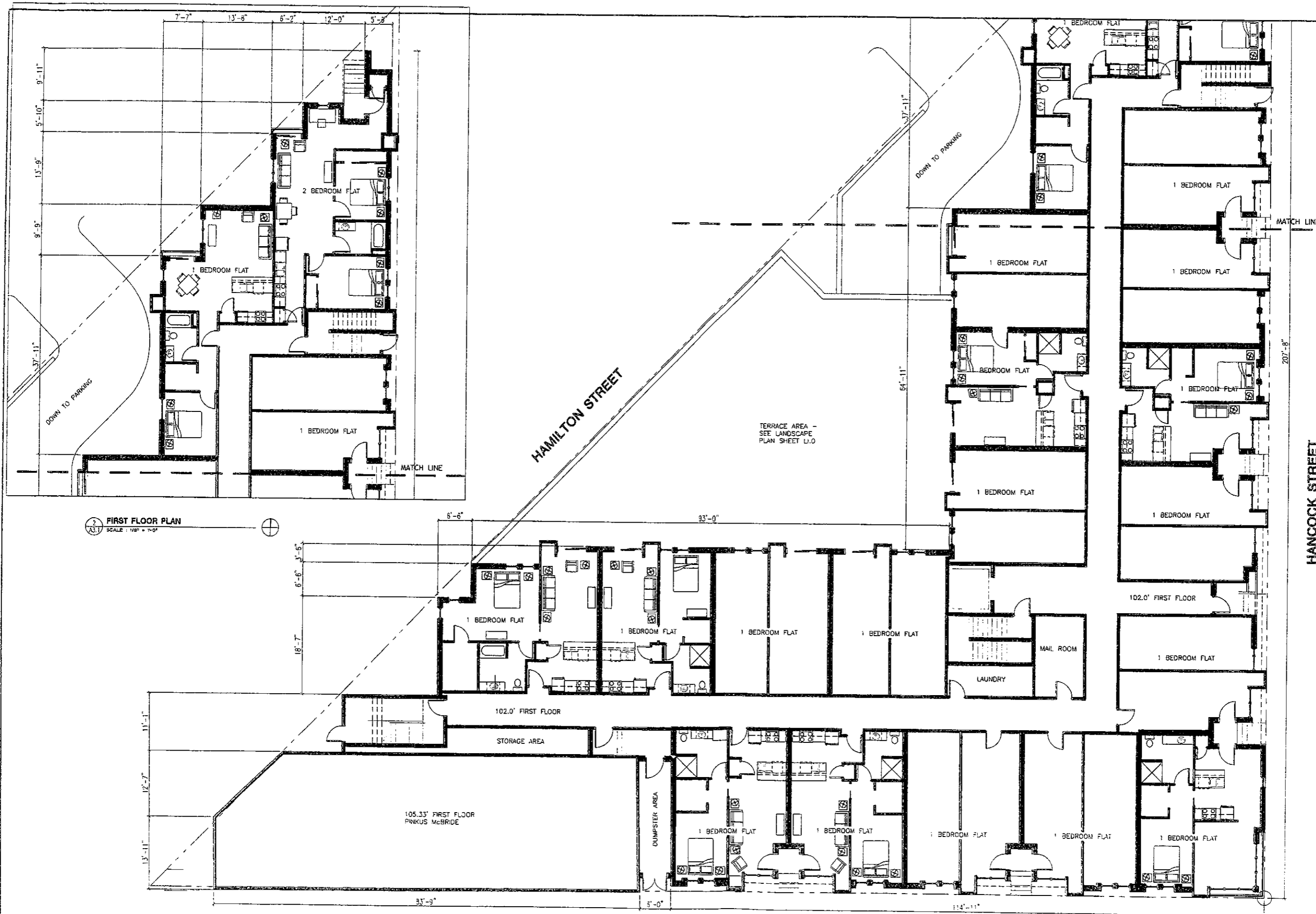
BLOCK 258
 GDP SUBMITTAL
 NORTH HAMILTON STREET
 MADISON, WISCONSIN

BASEMENT FLOOR PLAN	
DRAWN: DMK	APPR.:
GDP	SEPT. 5 2007

PROJECT NO.
07-642

SHEET NO.

A3.0



2 FIRST FLOOR PLAN
A3.1 SCALE: 1/8" = 1'-0"

1 FIRST FLOOR PLAN
A3.1 SCALE: 1/8" = 1'-0"

NEW CONSTRUCTION 13,433 S.F.
13-1 BEDROOM UNITS 520 S.F. AVG.
1-2 BEDROOM UNIT 340 S.F.

JOHNSON STREET

Architecture, Planning & Construction
ALEXANDER COMPANY
145 E. BADGER ROAD, SUITE 200
MADISON, WISCONSIN 53713
TELEPHONE 608-258-5580
FAX 608-258-5599

PRELIMINARY
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PURPOSE ONLY
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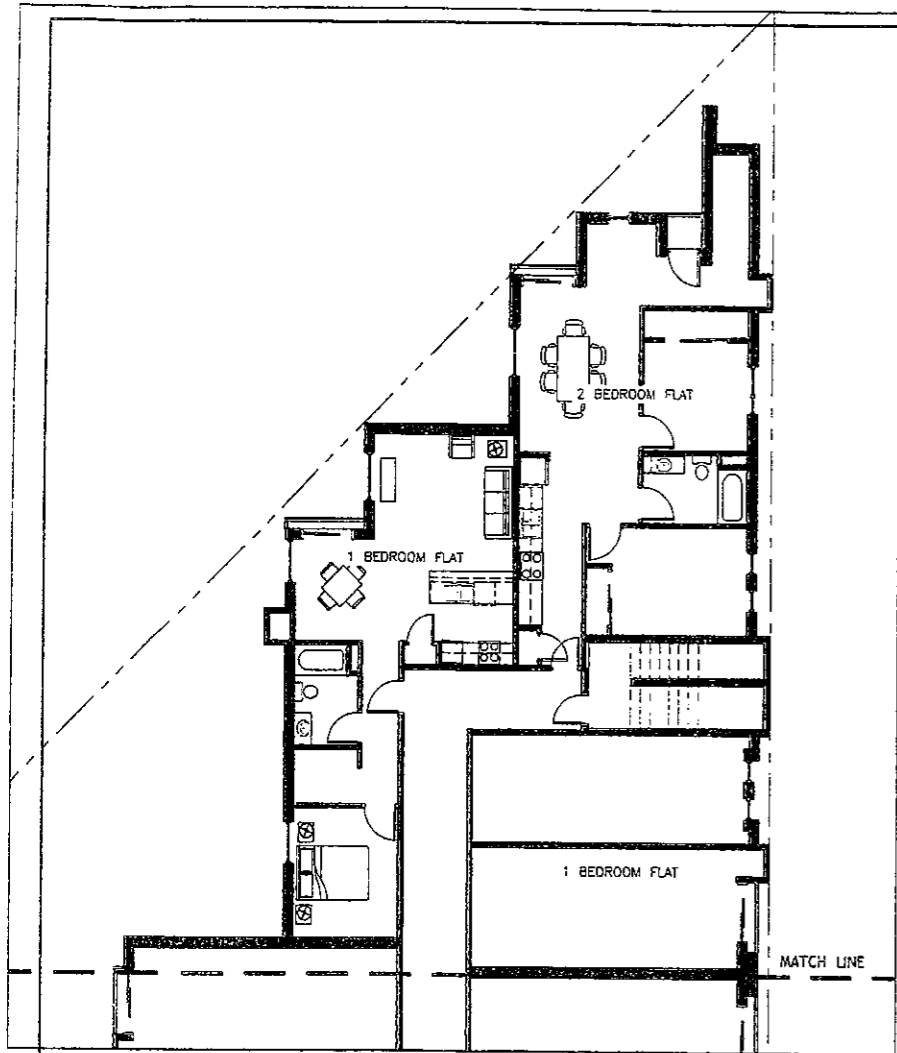
BLOCK 258
CDP SUBMITTAL
NORTH HAMILTON STREET
MADISON, WISCONSIN

FIRST FLOOR PLAN
DRAWN: DMK APPR.:
GUP SEPT 5, 2007

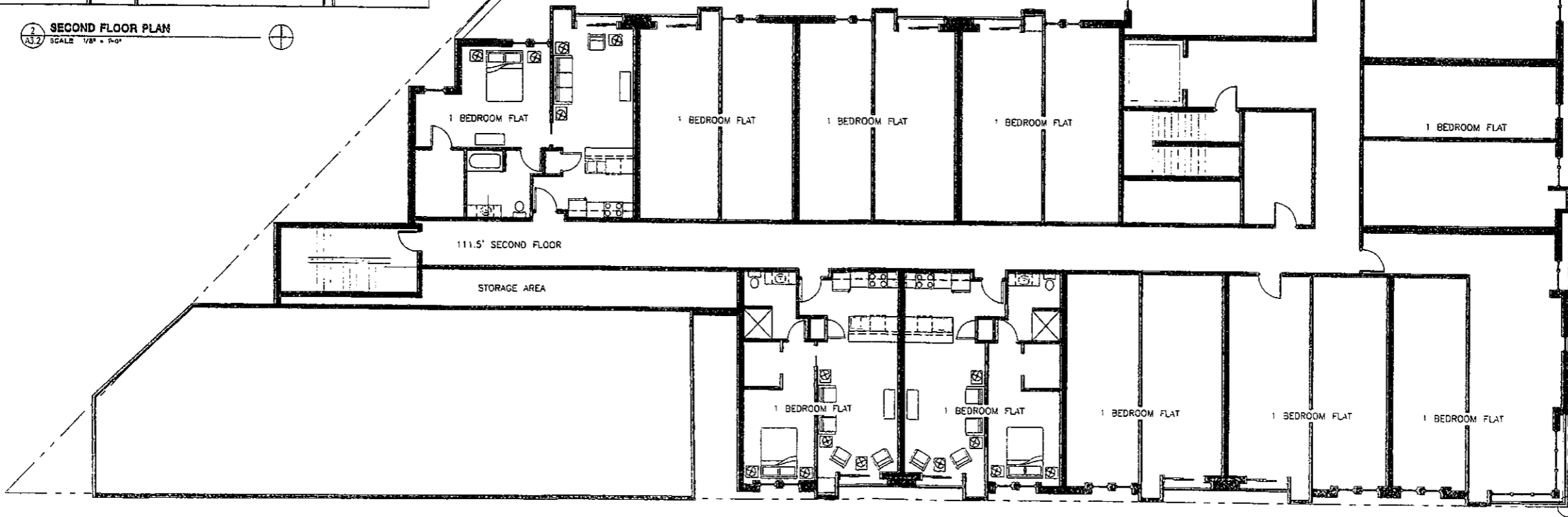
PROJECT NO.
07-642

SHEET NO.

A3.1



2 SECOND FLOOR PLAN
SCALE 1/8" = 1'-0"



1 SECOND FLOOR PLAN
SCALE 1/8" = 1'-0"

NEW CONSTRUCTION
13-1 BEDROOM UNITS 15,370 S.F.
1-2 BEDROOM UNIT 540 S.F. AVG.
340 S.F.

Architecture, Planning & Construction
ALEXANDER COMPANY
145 E. BADGER ROAD, SUITE 200
MADISON, WISCONSIN 53713
TELEPHONE 608-258-5560
FAX 608-258-5599

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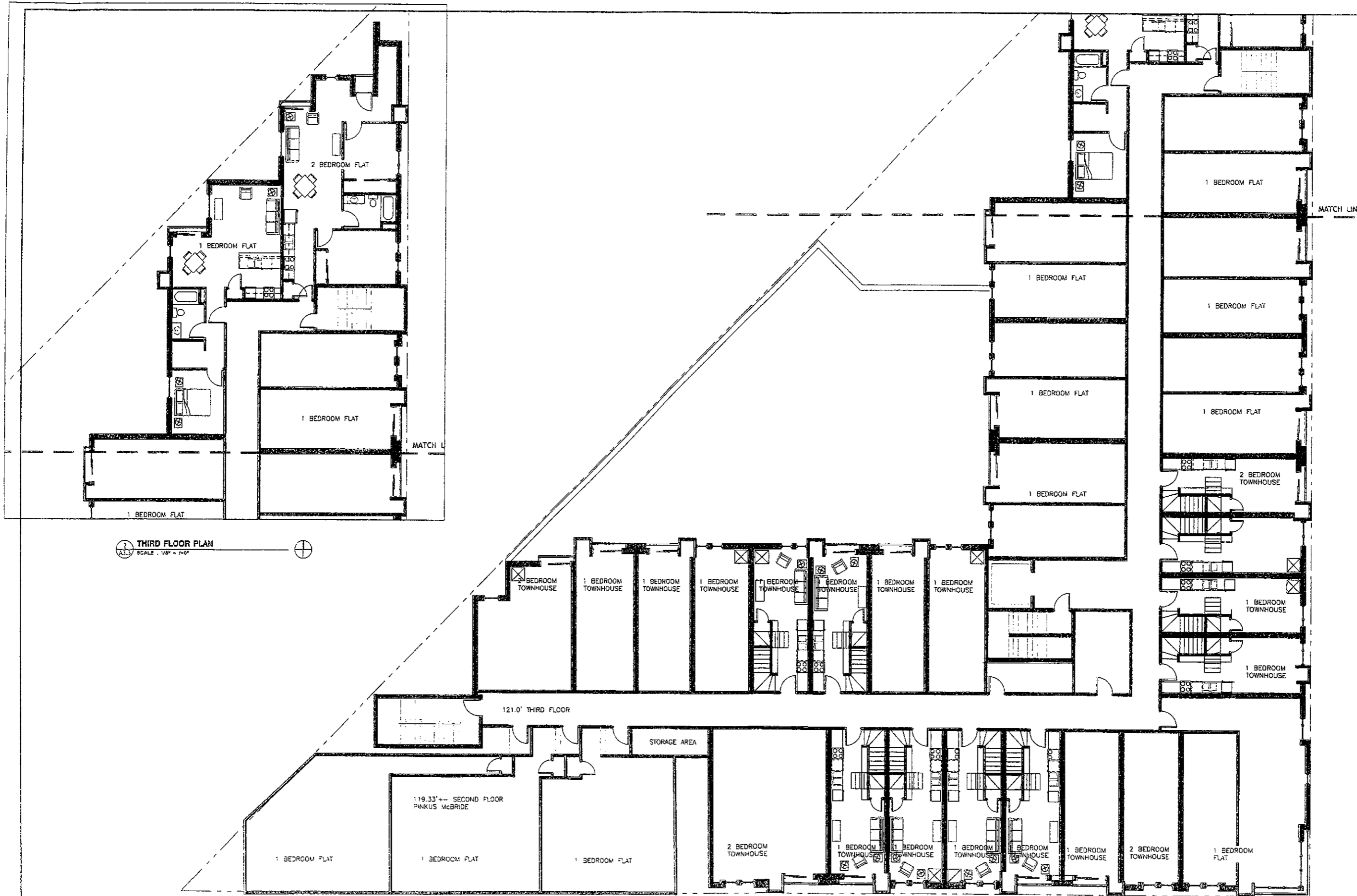
BLOCK 258
GDP SUBMITTAL
NORTH HAMILTON STREET
MADISON, WISCONSIN

SECOND FLOOR PLAN
DRAWN: DNK APPR.:
GDP SEPT. 6 2007

PROJECT NO.
07-642

SHEET NO.

A3.2



② THIRD FLOOR PLAN
SCALE: 1/8" = 1'-0"

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

NEW CONSTRUCTION	15,870 S.F.
7- 1 BEDROOM FLATS	840 S.F. AVG
1- 2 BEDROOM FLAT	940 S.F.
3- 2 BEDROOM TOWN HOUSES	950 S.F. AVG
17- 1 BEDROOM TOWNHOUSES	850 S.F. AVG

PINKUS McBRIDE SECOND FLOOR REMODEL	
3- 1 BEDROOM FLATS	850 S.F. AVG

Architecture, Planning & Construction
ALEXANDER COMPANY
 145 E. BADGER ROAD, SUITE 200
 MADISON, WISCONSIN 53713
 TELEPHONE 608-258-5580
 FAX 608-258-5599

PRELIMINARY
 FOR INFORMATION
 PURPOSE ONLY
NOT FOR CONSTRUCTION

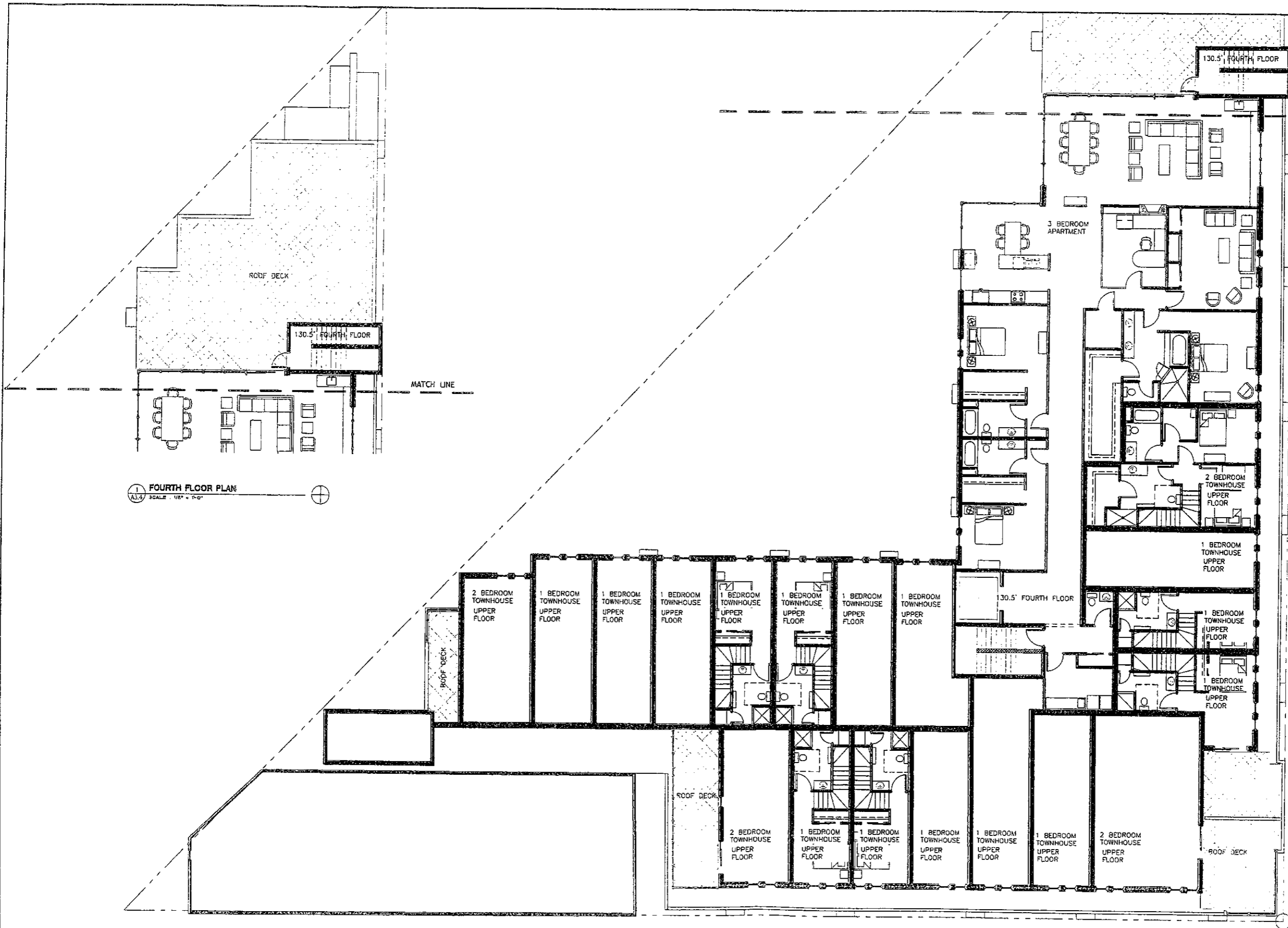
BLOCK 256
 GDP SUBMITTAL
 NORTH HAMILTON STREET
 MADISON, WISCONSIN

THIRD FLOOR PLAN
 DRAWN: DMK | APPR.:
 GDP | SEPT. 5, 2007

PROJECT NO.
 07-642

SHEET NO.

A3.3



① FOURTH FLOOR PLAN
 A3.4 SCALE: 1/8" = 1'-0"

① FOURTH FLOOR PLAN
 A3.4 SCALE: 1/8" = 1'-0"

NEW CONSTRUCTION 11,342 S.F.
 3 BEDROOM APARTMENT 5492 S.F.

Architecture, Planning & Construction
ALEXANDER COMPANY
 145 E. BADGER ROAD, SUITE 200
 MADISON, WISCONSIN 53713
 TELEPHONE 608-258-5580
 FAX 608-258-5599

PRELIMINARY
 FOR INFORMATION
 PURPOSE ONLY
NOT FOR CONSTRUCTION

BLOCK 258
 GDP SUBMITTAL
 NORTH HAMILTON STREET
 MADISON, WISCONSIN

FOURTH FLOOR PLAN
 DRAWN: DMK APPR.:
 GDP SEPT. 5 2007

PROJECT NO.
 07-642

SHEET NO.

A3.4



10 October 2007

Kevin Firchow, Planner
City of Madison Department of Planning &
Community and Economic Development
215 Martin Luther King, Jr. Boulevard
Madison, Wisconsin 537011-2985

Re: Block 258 PUD-GDP
McBride Point
303 North Hamilton Street
Madison, Wisconsin

Dear Kevin:

We are attaching additional exhibits per your request.

The enclosed exhibits provide the following:

- 1.) Supplementary information for the demolition permit- Photos of individual properties, both interior and exterior.
- 2.) Additional contextual information of adjacent blocks and a concept sketch of the step back and early schematic architectural elevation development.
- 3.) Copy of the Letter of intent and Certified Mail receipts documenting delivery of the letter.

Please include this information with the original submitted material for the above referenced Block 258 PUD-GDP files.

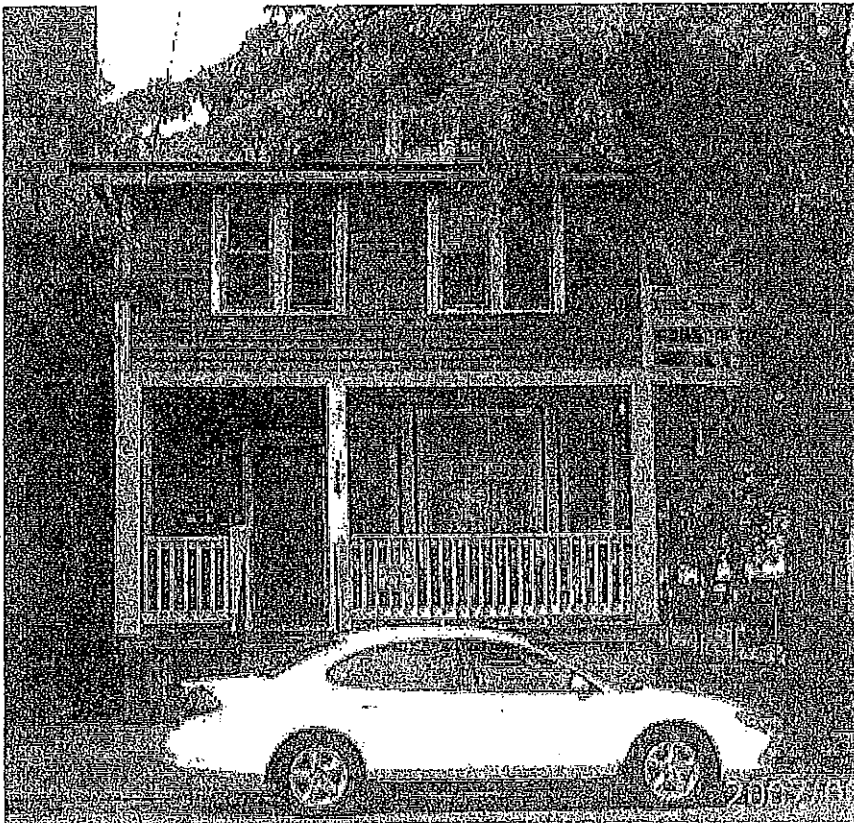
If there are additional clarification required please call or email me.

Regards,
THE ALEXANDER COMPANY, INC.

A handwritten signature in black ink, appearing to read "Ed Freer".

Ed Freer
Development Project Manager

Enclosures



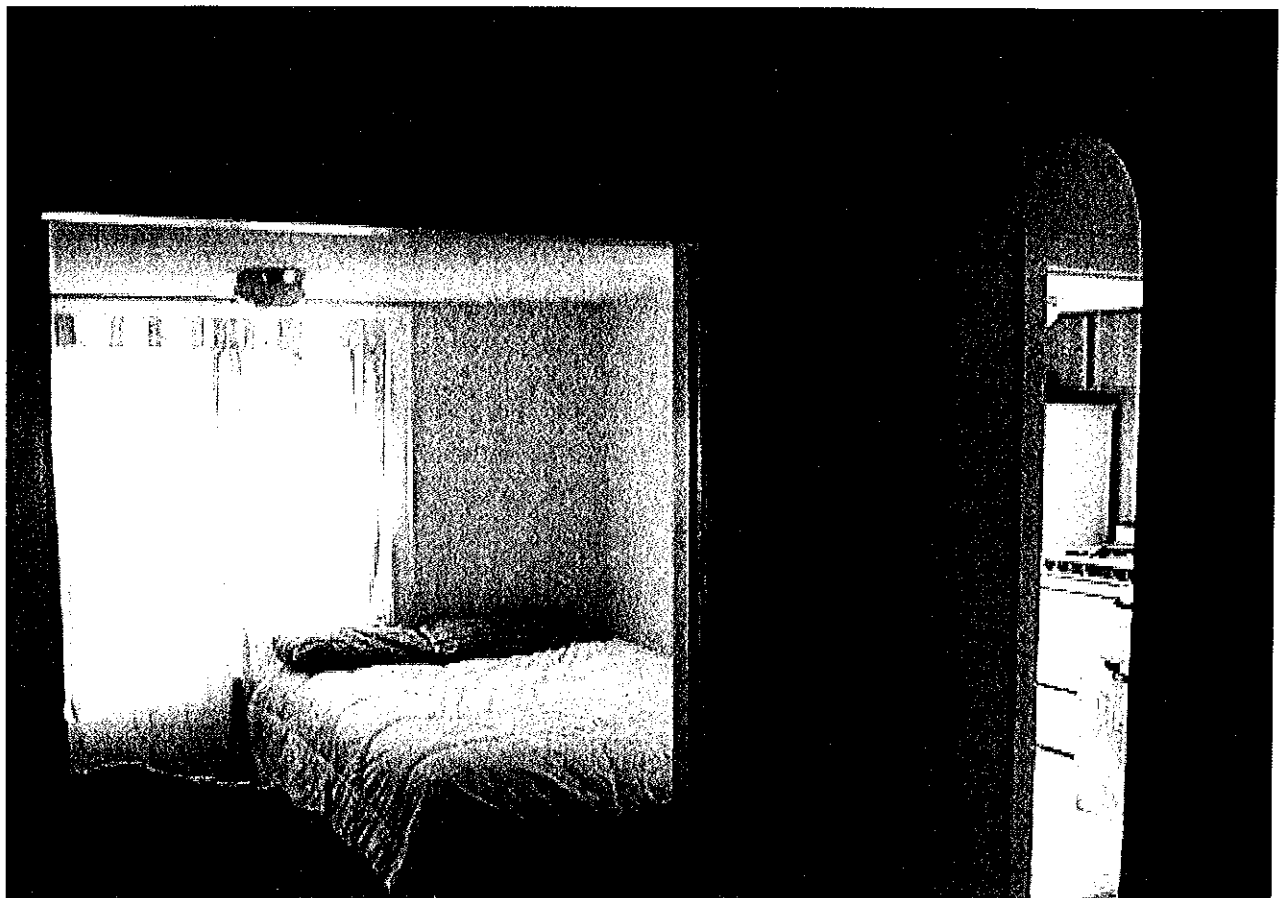
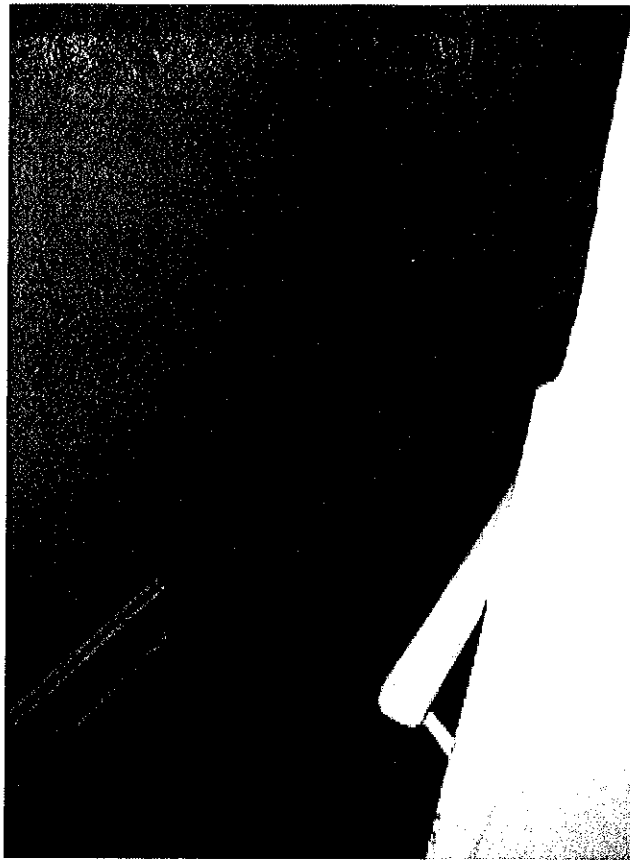
318 E. Johnson Street
Henry C. Adams House
1893

Proposed for demolition for residential building

Altered, two-story, frame Queen Anne house, with later second story front addition, significantly compromising its historic integrity. This house was built as an investment property. the first owner-occupants moved into it ca. 1901. For many years, starting ca. 1905 and lasting until sometime after 1931, the house was owned and occupied by the owner of the corner grocery store, Christian. F. Rinder and his wife Anna.



318 E. Johnson



318 E. Johnson



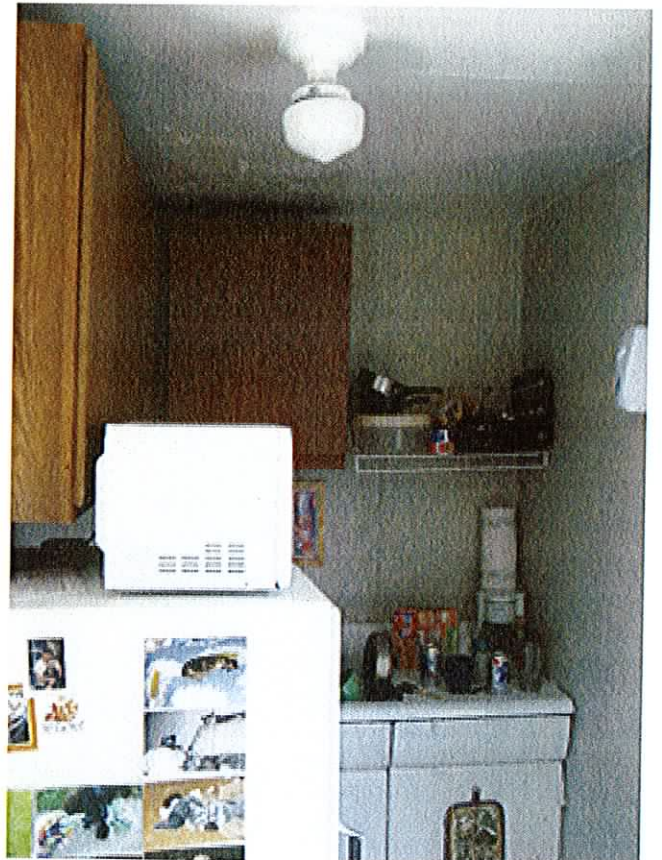
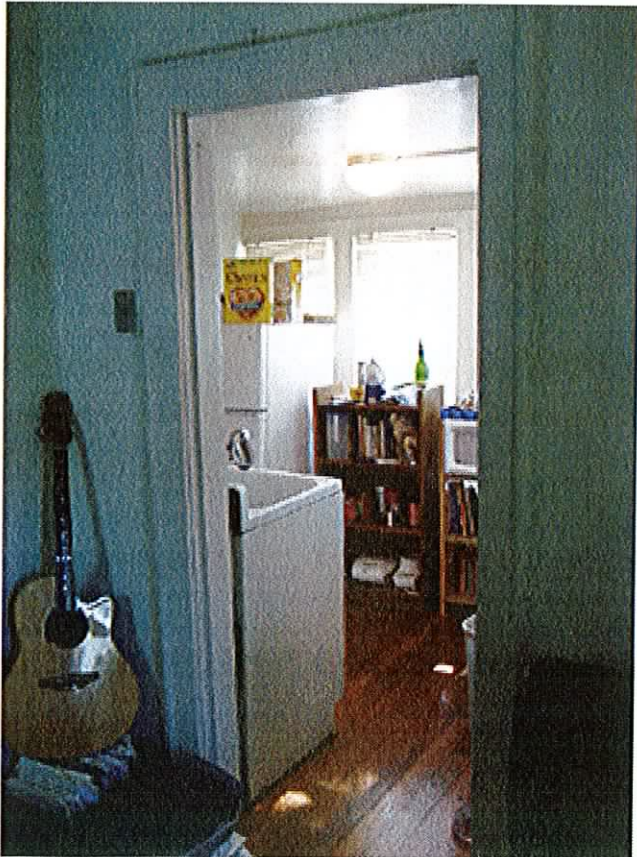
324 E. Johnson Street
William Manning House
probably 1867, addition in 1883

Proposed for demolition for residential building

Significantly altered, two-story vernacular house with front porch alterations and artificial siding. William Manning was a cattle dealer who lived in the house until 1880. The house has a Greek Revival doorway with sidelights and a top light, so it is possible it predates 1867. From 1880 until ca. 1904, the house was owned by carpenter John Cory and his wife, Anna.



324 E. Johnson



324 E. Johnson



308 N. Hancock Street
J. A. Steinle House
1890

Proposed for demolition for residential building

Altered Queen Anne 1-1/2 frame house with artificial siding. Steinle was a saloon keeper who lived on Jenifer Street. This house was built as an investment property. The first owner-occupants, from 1897 to sometime after 1909, were Theodore Wiedenbeck and his wife, Emily. Weidenbeck was president of the Wiedenbeck and Dobelin wholesale hardware firm.



308 N. Hancock



308 N. Hancock



310 N. Hancock Street
Samuel Todd/Dr. Sarah Vernon House
1897

Proposed for demolition for residential building

Altered, two-story, frame Queen Anne house with artificial siding. Todd was a book salesman. In 1899 the house was purchased by Mary Vernon, who lived there with her daughter, Dr. Sarah Vernon. Dr. Vernon was born in Middleton and graduated from Northwestern in the first class there to award degrees to women. She attended the UW also, and graduated from the Woman's Medical College in Chicago in 1896. She began her practice in Madison in 1898. She was known throughout western Wisconsin for her success in treating children's diseases and worked tirelessly in Madison to improve sanitary conditions. She practiced here for 30 years and was particularly known for her work in obstetrics. Her obituary stated that she had a "rare sympathy and understanding" and "wide experience and skill." Dr. Vernon was probably one of the two most important women doctors in Madison in the years before 1940.

This building served as her home and office from ca. 1899 until her death in 1940. It has lost a fair amount of exterior integrity.



310 N. Hancock



310 N. Hancock



321-323 N. Hamilton Street
 Joseph A. Steinle Two-unit House
 1895

Proposed for demolition for residential building

An unusual side-by-side duplex house that by its size indicates that it was built to house families of a higher income than the standard two-unit building. It has been somewhat altered by the infill of the front porch and artificial siding. Steinle, who was a saloon keeper and prominent in civic affairs, lived on Jenifer Street. For the first few years the house was rented to two families, but in 1900 it served as the second home of the Madison General Hospital, which was originally operated by city government and has now evolved into "Meriter Hospital." The first location for Madison General was called the Mary Hicks Hospital at 9 E. Doty St. (gone) from 1896-1900. From 1900 to 1904, Madison General was operated as the Emma Hicks Hospital in this house. Emma Hicks was the "matron" of the hospital and she and several nurses also lived here. The hospital could serve 12-18 patients at a time, with a maximum capacity of 20 beds. Each room was furnished by different individuals and societies. After its use as a hospital the house returned to a two-unit building.



319 & 321 E. Gorham

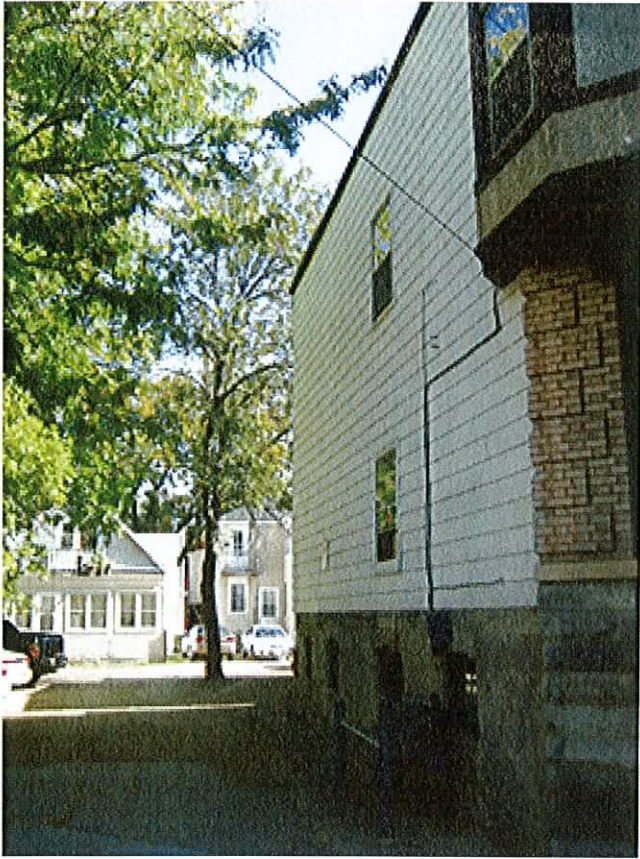


319 & 321 E. Gorham



303-309 N. Hamilton Street

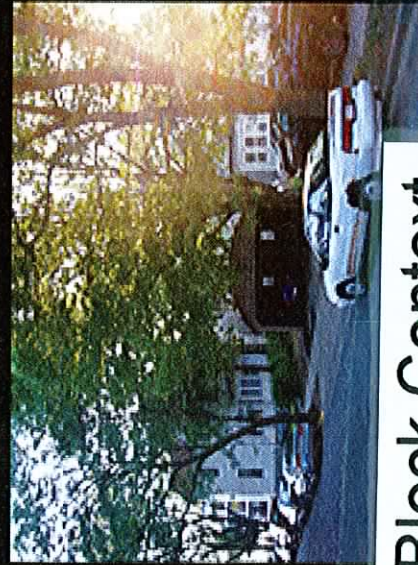
Proposed for demolition for new residential project. This brick and stucco Queen Anne apartment building was constructed for W. J. Oakey in 1904-1905. Its first occupants were families of merchants. This building has been altered more than the several similar apartment buildings remaining from that era. The draft "Styles" report lists many notable apartment buildings from this era; this is not one of them.



303 N. Hamilton

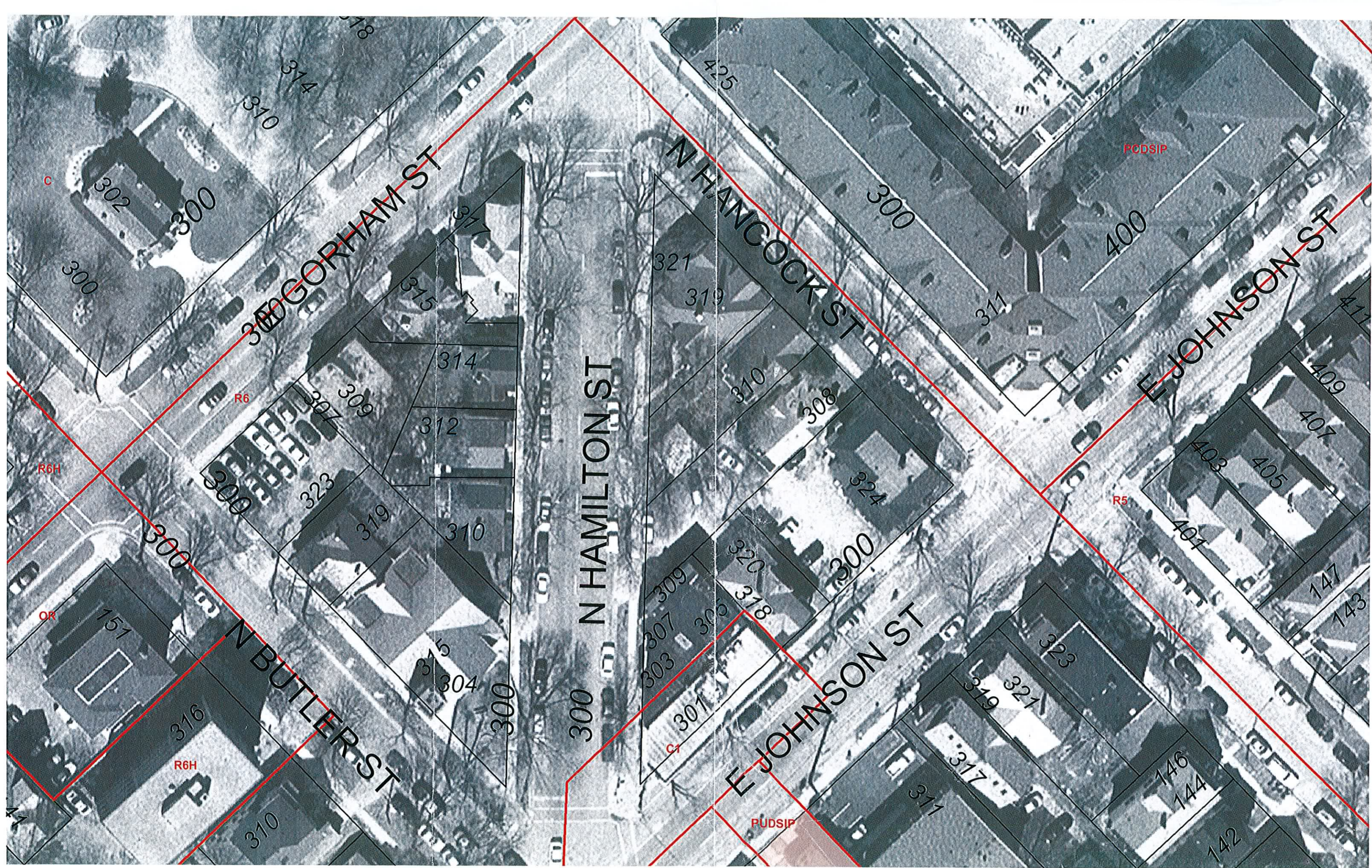


303 N. Hamilton



Block Context

Block 258 PUD-GDP



Block 258 PUD-GDP



View of Massing, View of Step Back and Elevation Concept at E. Johnson and N. Hancock Streets

Block 258 PUD-GDP



Adjacent Block Context N. Hamilton Street



Adjacent Block Context N. Hancock Street



Adjacent Block Context E. Johnson Street

Block 258 PUD-GDP

July 13, 2007

Brenda Konkel
Alder, 2nd District
210 MLK, Jr. Blvd., #417
Madison, WI 53703

Ledell Zellers, President
Capitol Neighborhoods, Inc.
510 North Carroll Street
Madison, WI 53703

RE: North Hamilton Property PUD/GDP

Dear Brenda and Ledell:

Please allow this letter serve as notice that I intend to submit an application to rezone the block bound by North Hamilton Street, East Johnson Street and North Hancock Street to PUD/GDP. My intention is to file the application on August 15, 2007. The items included in the GDP will focus primarily on revising the land use of this block to mixed-use multi-family residential and neighborhood retail. I look forward to sharing the specifics of these revisions with you as they develop.

If you have any questions please do not hesitate to call me at 345.3344 or 284.1800.

Sincerely,

Phil Hees

cc: Ilse Hecht (CNI Executive Council – James Madison Park District)
141 N. Hancock Street
Madison, WI 53703

Block 258 PUD-GDP

U.S. Postal ServiceTM
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 MADISON WI 53703

OFFICIAL USE

Postage \$	\$0.41	0750
Certified Fee	\$2.65	07
Return Receipt Fee (Endorsement Required)	\$2.15	
Restricted Delivery Fee (Endorsement Required)	\$0.00	
Total Postage & Fees \$	\$5.21	

Sent to: Lise Hester
 Street, Apt. No. or PO Box No.: 141 N. Hancock St
 City, State, Zip+4: MADISON, WI 53703

Postmark Here: **MADISON WI JUL 13 2007**
 Date: 07/13/2007

PS Form 3800, June 2002 See Reverse for Instructions

U.S. Postal ServiceTM
CERTIFIED MAILTM RECEIPT
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OFFICIAL USE

Postage \$	\$0.41	0750
Certified Fee	\$2.65	07
Return Receipt Fee (Endorsement Required)	\$2.15	
Restricted Delivery Fee (Endorsement Required)	\$0.00	
Total Postage & Fees \$	\$5.21	

Sent to: Brenda Konec
 Street, Apt. No. or PO Box No.: 210 Muk, Jr. Bldg #41A
 City, State, Zip+4: MADISON, WI 53703

Postmark Here: **MADISON WI JUL 13 2007**
 Date: 07/13/2007

PS Form 3800, June 2002 See Reverse for Instructions

U.S. Postal ServiceTM
CERTIFIED MAILTM RECEIPT
 (Domestic Mail Only; No Insurance Coverage Provided)
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Return Receipt Fee (Endorsement Required)	\$2.15	
Restricted Delivery Fee (Endorsement Required)	\$0.00	
Total Postage & Fees \$	\$5.21	

Sent to: LEONIE TERRES
 Street, Apt. No. or PO Box No.: 510 N. CAROLINE
 City, State, Zip+4: MADISON, WI 53703

Postmark Here: **MADISON WI JUL 13 2007**
 Date: 07/13/2007

PS Form 3800, August 2006 See Reverse for Instructions

7995 6690 5000 2570 9002

7005 2570 0001 3742 2104

7005 2570 0001 3742 2104

COMPLETE THIS SECTION

1. Article Addressed to:
Lise Hester
141 N Hancock
MADISON, WI 53703

2. Article Number (Transfer from service label): 7005 2570 0001 3742 2104

3. Service Type
 Certified Mail
 Registered
 Insured Mail
 Restricted Delivery? (Extra Fee) Yes

4. Restricted Delivery? (Extra Fee) Yes

5. Express Mail
 Return Receipt for Merchandise
 C.O.D.

6. Signature
 Agent
 Addressee

7. Received by (Printed Name): Lise Hester
 Date of Delivery: 7-14-07

8. Is delivery address different from item 1? Yes No
 If YES, enter delivery address below:

9. Article Addressed to:
Brenda Konec
210 Muk, Jr. Bldg #41A
MADISON, WI 53703

10. Article Number (Transfer from service label): 7005 2570 0001 3742 2104

11. Service Type
 Certified Mail
 Registered
 Insured Mail
 Restricted Delivery? (Extra Fee) Yes

12. Express Mail
 Return Receipt for Merchandise
 C.O.D.

13. Signature
 Agent
 Addressee

14. Received by (Printed Name): Debbie Fickens
 Date of Delivery: 7/16/07

15. Is delivery address different from item 1? Yes No
 If YES, enter delivery address below:

16. Article Addressed to:
LEONIE TERRES
510 N. CAROLINE
MADISON, WI 53703

17. Article Number (Transfer from service label): 7005 2570 0001 3742 2104

18. Service Type
 Certified Mail
 Registered
 Insured Mail
 Restricted Delivery? (Extra Fee) Yes

19. Express Mail
 Return Receipt for Merchandise
 C.O.D.

20. Signature
 Agent
 Addressee

21. Received by (Printed Name): Debbie Fickens
 Date of Delivery: 7/16/07

22. Is delivery address different from item 1? Yes No
 If YES, enter delivery address below:

COMPLETE THIS SECTION ON DELIVERY

SENDER: COMPLETE THIS SECTION

COMPLETE THIS SECTION ON DELIVERY

COMPLETE THIS SECTION ON DELIVERY

102595-02-N-1640

PS Form 3811, February 2004

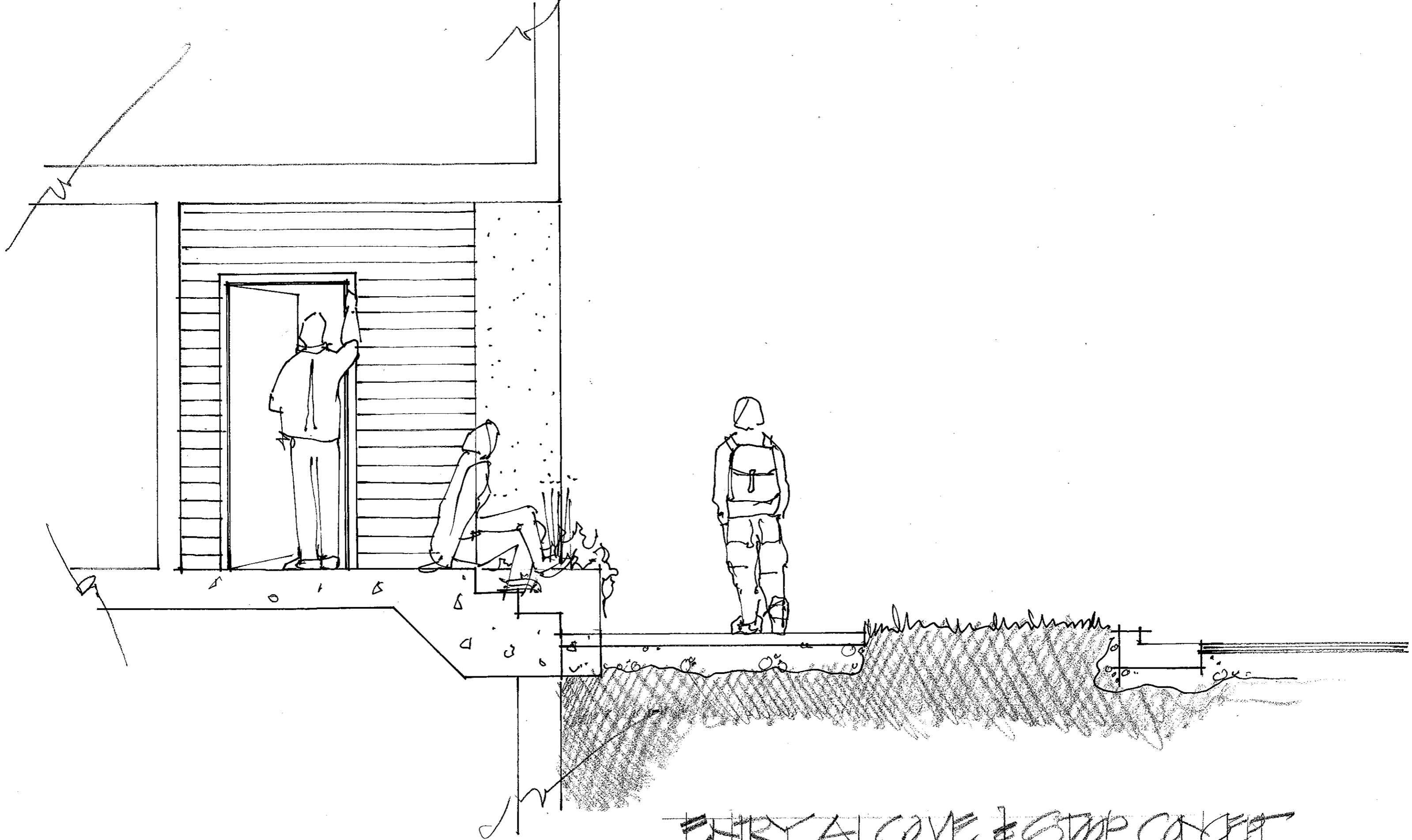
102595-02-N-1640

PS Form 3811, February 2004



PROPOSED THREE STORY ELEVATION HEIGHT ADJACENT TO
PINKUS McBRIDE BUILDING AT EAST JOHNSON.

ALEXANDER COMPANY
11.12.07



ENTRY ALCOVE & STOP CONCEPT
11.4.03

