

APPLICATION FOR  
URBAN DESIGN COMMISSION  
REVIEW AND APPROVAL

AGENDA ITEM # \_\_\_\_\_  
Project # \_\_\_\_\_

FILE COPY  
 FREER  
 KAUL

DATE SUBMITTED: _____	<input checked="" type="radio"/> Action Requested
UDC MEETING DATE: _____	<input checked="" type="radio"/> Informational Presentation (AM)
	<input type="radio"/> Initial Approval and/or Recommendation
	<input type="radio"/> Final Approval and/or Recommendation

PROJECT ADDRESS: 301-321 NORTH HAMILTON, 318-324 E. JOHNSON  
308-310 NORTH HANCOCK  
ALDERMANIC DISTRICT: #2 - BRENDA KONKEL.

OWNER/DEVELOPER (Partners and/or Principals) ARCHITECT/DESIGNER/OR AGENT:  
THE McBRIDE COMPANIES ALEXANDER COMPANY  
139 WEST WILSON ST. 145 EAST BADGER ROAD  
MADISON, WI. 53703 MADISON, WI. 53713

CONTACT PERSON: ED FREER  
Address: ALEXANDER COMPANY  
145 E. BADGER ROAD, MADISON 53713  
Phone: 608.268.8111  
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.



19 October 2007

Al Martin  
UDC  
Department of Planning and Development  
215 Martin Luther King Jr. Boulevard  
Madison, Wisconsin 53701

RE: UDC Informational Meeting  
Redevelopment of Block 258  
North Hamilton/East Johnson/North Hancock

Dear Al:

We are submitting the attached document as part of the information required by the GDP review process and requested scheduling for UDC, Plan Commission and Council meetings.

As we discussed the current owner is interested in removing or relocating existing structures to provide room for a new residential structure.

The general intent and overall project description is part of the GDP submittal, which is attached.

The following are some brief thoughts that we would like to share in terms of the Urban Design Intent.

- The intent is to limit the proposed structure within the general footprint of the existing structures.
- The western end of the new development will be anchored with the Pinkus McBride structure while the other existing structures are either being removed or relocated pending market interest.
- The second packet of material contains background information and photos to help better understand the context of the site.
  - There is an aerial photo of the whole (triangular) block, an architectural concept perspective sketch, and photos of the context of the project area. There are also panoramic photomontages of the three adjacent streets capturing the context of each facing block.
  - To the best of our knowledge; none of the exiting properties are listed properties, they are not part of any landmarks district and have all experienced substantial alteration. Furthermore, the isolation of the block,

- the block as a terminus of the residential Hamilton Street corridor projecting from the Square, and the context of the immediate surrounding fabric provides limited value as contributing historic structures.
- The project also attempts to respond to some of the recommendations summarized in the 1983 Fourth District – Old Market Place Neighborhood Plan.
  - Increase the housing supply
  - Propose both Medium and High Density Residential Districts in the immediate area of the proposed development.

The project is a proposed four-story building with the fourth floor stepping back. The first three floors are close to the height of the existing Pinkus McBride building which is to remain.

The intent is to develop a contemporary residential building

The building will be programmed to provide numerous entries to help engage the sidewalk and enliven the street. And at the same time reduce the automobile access to one curb cut.

The roofline is within the context of the immediate neighborhood district. There are a number of both new and historic multi-story structures that exhibit a straight parapet condition and the introduction of vertical elements within the façade development.

The terrace within the project area will be maintained as is currently exists with existing street trees preserved. There will be limited landscape development in the forms of stoops with associated planters and small landscaped perimeter areas. The fourth floor will incorporate some roof top terraces and the area along North Hamilton will incorporate a green roof system as part of the parking structure.

If you need any additional information please do not hesitate to contact me.

Regards,  
THE ALEXANDER COMPANY, INC.



Ed Freer  
Development Project Manager

Enclosures



19 October 2007

Katherine Rankin  
Preservation Planner  
Department of Planning and Development  
215 Martin Luther King Jr. Boulevard  
Madison, Wisconsin 53701

RE: Redevelopment of Block 258  
North Hamilton/East Johnson/North Hancock

Dear Katharine:

Thanks for taking the time to review the proposed redevelopment project at North Hamilton Street.

We are attaching packets of materials for your information.

We are submitting this information as required by the GDP review process and are also in the process of scheduling UDC, Plan Commission and Council meetings.

As we previously discussed, the current owner is interested in removing or relocating existing structures to provide room for a proposed residential structure.

One of the enclosed packets contains background information and photos of the properties that are being proposed for removal or relocation.

In addition there is an aerial photo of the whole (triangular) block, a concept perspective sketch, and photos of the context of the project area. There are also panoramic photomontages of the three adjacent streets capturing the context of each facing block.

We are hoping that this information adequately communicates our intent and clearly identifies structures, which will be removed or relocated.

To the best of our knowledge, none of these properties are listed properties, they are not any part of a specific landmarks district and have all experienced substantial alteration. Furthermore, the isolation of the block, the block as a terminus of the residential Hamilton Street corridor projecting from the Square, and the context of the immediate surrounding fabric provides limited value as contributing structures.

If you need any additional information please do not hesitate to contact me.

Regards,  
THE ALEXANDER COMPANY, INC

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

Ed Frer  
Development Project Manager

Enclosures



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  
208-310 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,

A handwritten signature in black ink, appearing to read 'TOM MILLER' with a stylized flourish at the end.

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. 59250C0408F 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 SNOW AND OTHER OBSTRUCTION MAY HAVE OBSCURED 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 AMENDED A COMMITMENT DATE: ON MARCH 06, 2005, AT 2:00 A.M.
  - C.) THIS SURVEY WAS PREPARED BASED ON LAWYERS TITLE INSURANCE COMPANY, COMMITMENT NO.217330 COMMITMENT DATE: ON MARCH 3, 2004, AT 5:39 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 6, 1977, AS DOC. NO. 1521202 AND RESTATED IN INSTRUMENT RECORDED AS DOC. NO. 1559333.
- 13.) STIPULATION AND AGREEMENT FOR COMPLIANCE WITH WISCONSIN DLHR RENTAL UNIT ENERGY STANDARDS, RECORDED AS DOC. NO. 3069393.
- 14.) TERMS AND CONDITIONS OF THE WEATHERIZATION 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 HESS, 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.

EAST GORHAM STREET

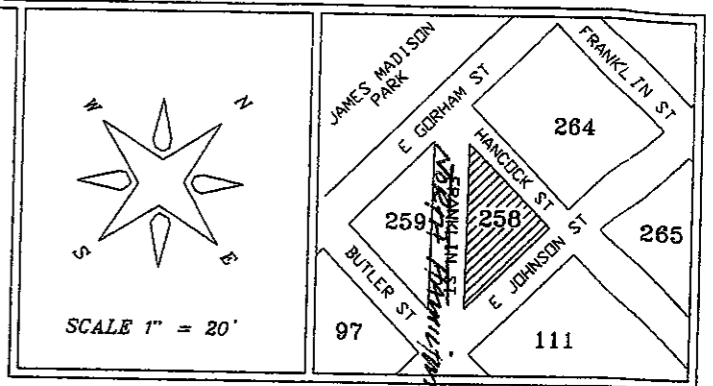
BLOCK 259

NORTH HAMILTON STREET

NORTH HANCOCK STREET

BLOCK 264

EAST JOHNSON STREET



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

LEGAL DESCRIPTION AS PER TITLE COMMITMENT NO. NCS-256534-MAD  
LOTS 1, 2, 3, BLOCK 259, ORIGINAL PLAT TO THE CITY OF MADISON,  
CITY OF MADISON, DANE COUNTY, WISCONSIN.

**SURVEYORS 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 BUILDINGS 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

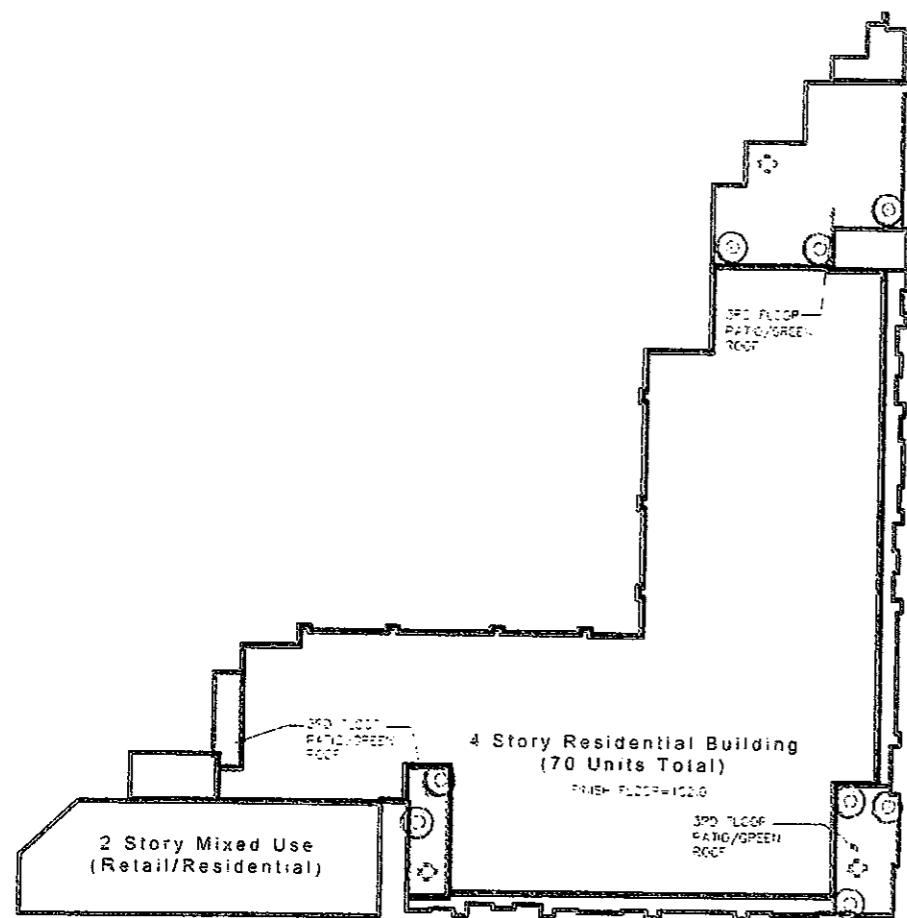
DATE: \_\_\_\_\_  
RONALD E. WILLIAMSON R.L.S.-1294  
PRESIDENT

WILLIAMSON SURVEYING COMPANY  
1044 WEST MAIN STREET WATKINS WISCONSIN 53597  
PHONE 1 - (608) - 285 - 5705

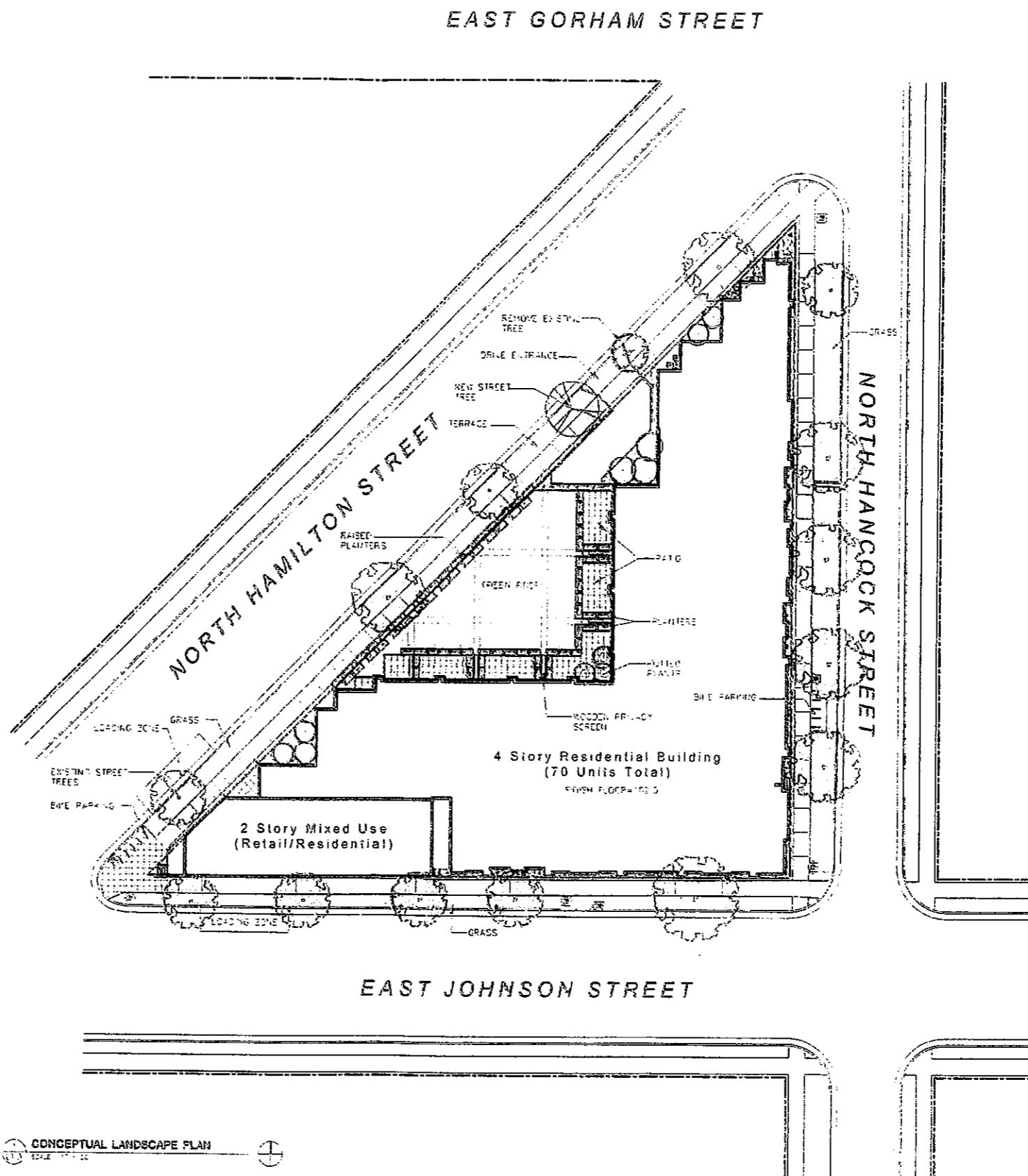
**PLAT OF SURVEY**  
LOTS 1, 2, 3, BLOCK 259, ORIGINAL PLAT TO THE CITY OF MADISON,  
CITY OF MADISON, DANE COUNTY, WISCONSIN.

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





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



CONCEPTUAL LANDSCAPE PLAN  
SCALE: 1/8" = 1'-0"

EAST GORHAM STREET

NORTH HAMILTON STREET

NORTH HANCOCK STREET

EAST JOHNSON STREET

- LEGEND
- CANOPY TREE
  - NEW STREET TREE
  - ORNAMENTAL TREE
  - CARLS

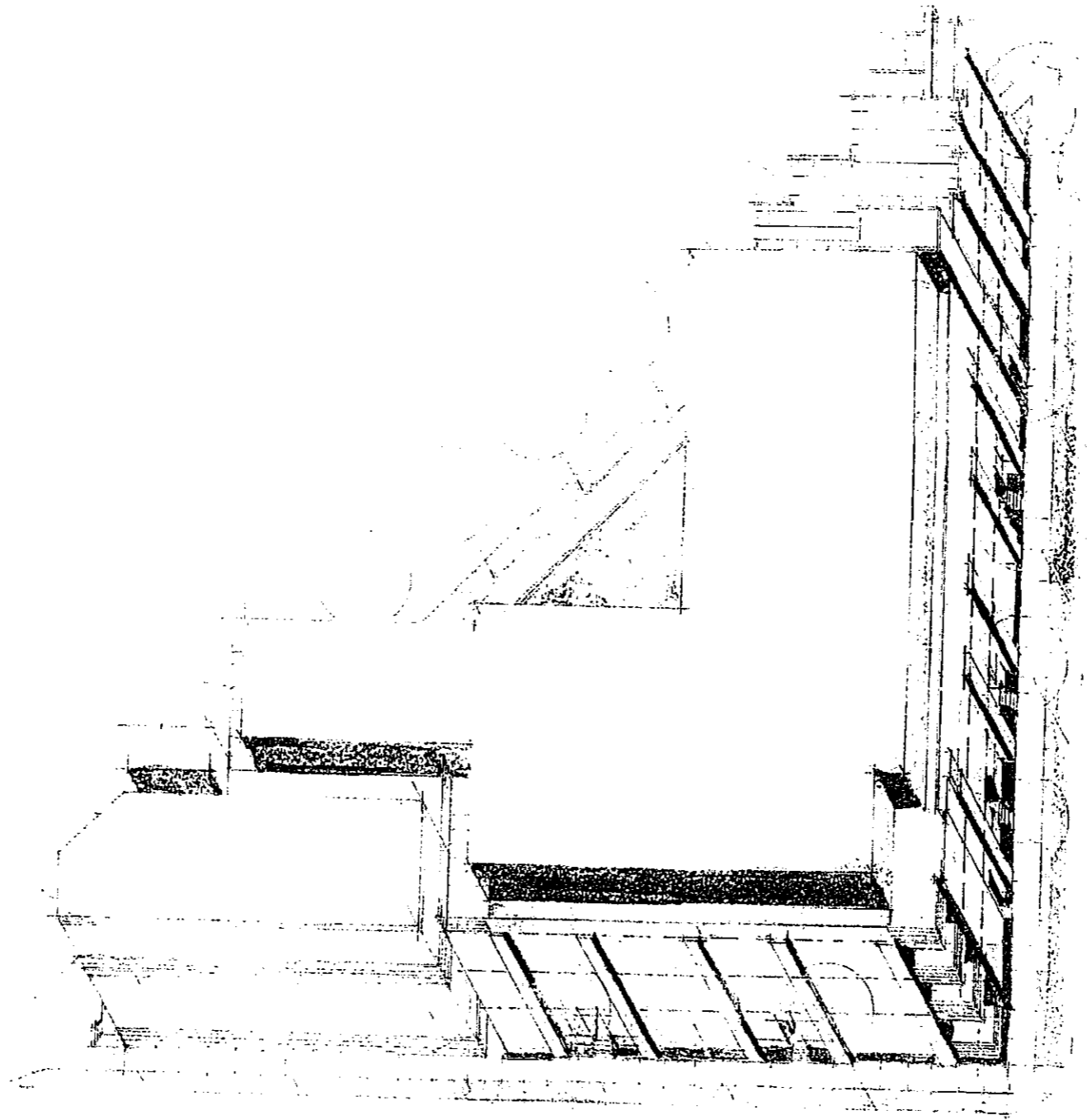
Architectural Planning & Construction  
**ALEXANDER COMPANY**  
 145 E. MADISON ROAD, SUITE 200  
 MADISON, WISCONSIN 53715  
 TELEPHONE: 608 248 5500  
 FAX: 608 258 5599

**PRELIMINARY**  
 FOR INFORMATION  
 PURPOSE ONLY  
**NOT FOR CONSTRUCTION**

BLOCK 318  
 GEP SUBMITTAL  
 NORTH HAMILTON STREET  
 MADISON, WISCONSIN

CONCEPTUAL LANDSCAPE PLAN  
 DRAWN: DMK (APPR: JLN)  
 DATE: SEPTEMBER 5, 2007

L10 CONCEPT  
 LAND  
 SHEET NO.  
**L10**



— MASSING STUDY —

MASSING STUDY  
 DRAWN: [ ] / APPR: [ ]

PROJECT NO.  
 07-642

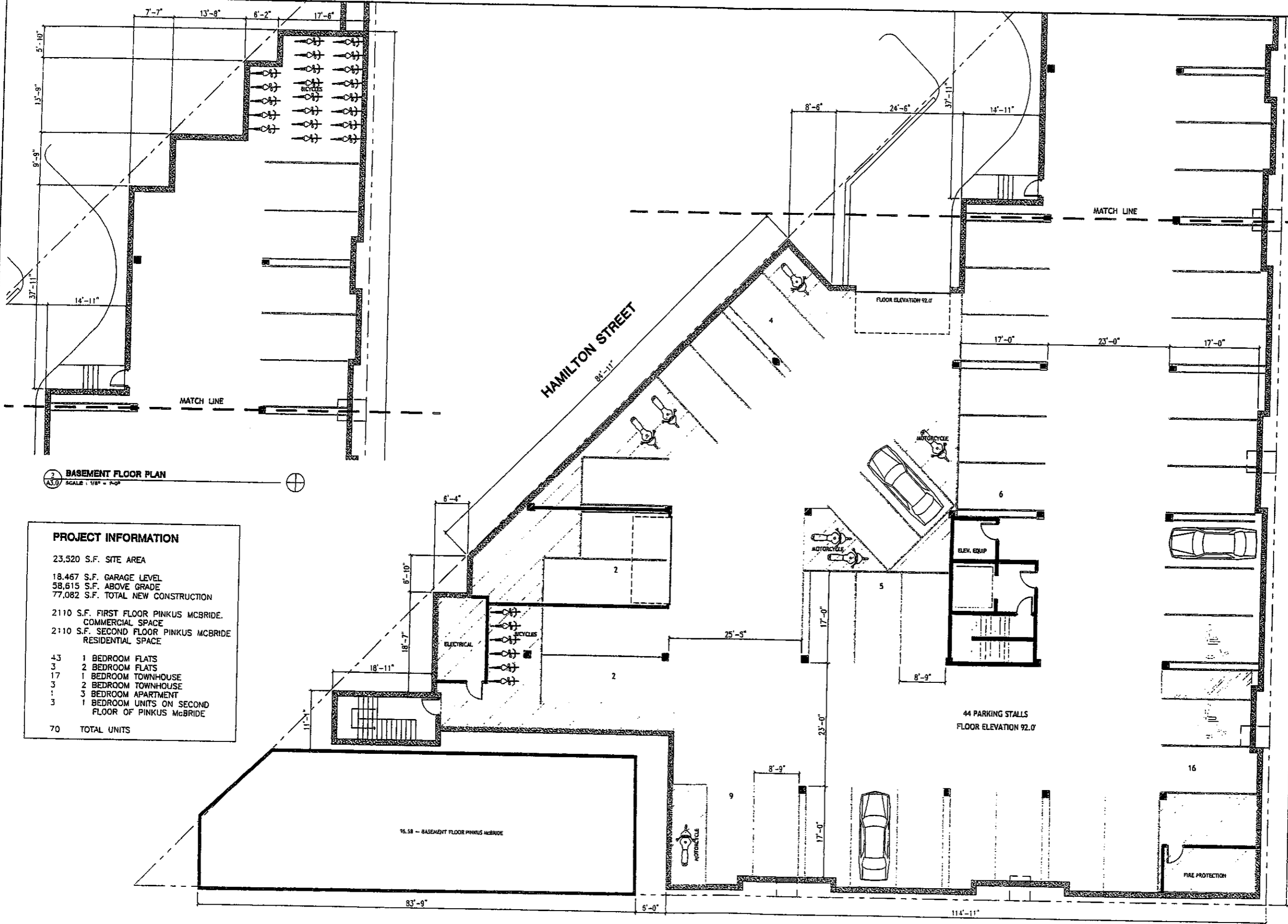
SHEET NO.

**L2.0**

BLOCK 258  
 GDP SUBMITTAL  
 NORTH HAMILTON STREET  
 MADISON, WISCONSIN

**PRELIMINARY**  
 FOR INFORMATION  
 PURPOSE ONLY  
 NOT FOR CONSTRUCTION

Architectural Planning & Construction  
**ALEXANDER COMPANY**  
 100 N. EAST WISCONSIN STREET, 10TH  
 FLOOR, MILWAUKEE, WISCONSIN 53202  
 TEL: 414.224.2000 FAX: 414.224.2001



HANCOCK STREET

JOHNSON STREET

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  
 1 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

**PRELIMINARY**  
 FOR INFORMATION  
 PURPOSE ONLY  
**NOT FOR CONSTRUCTION**

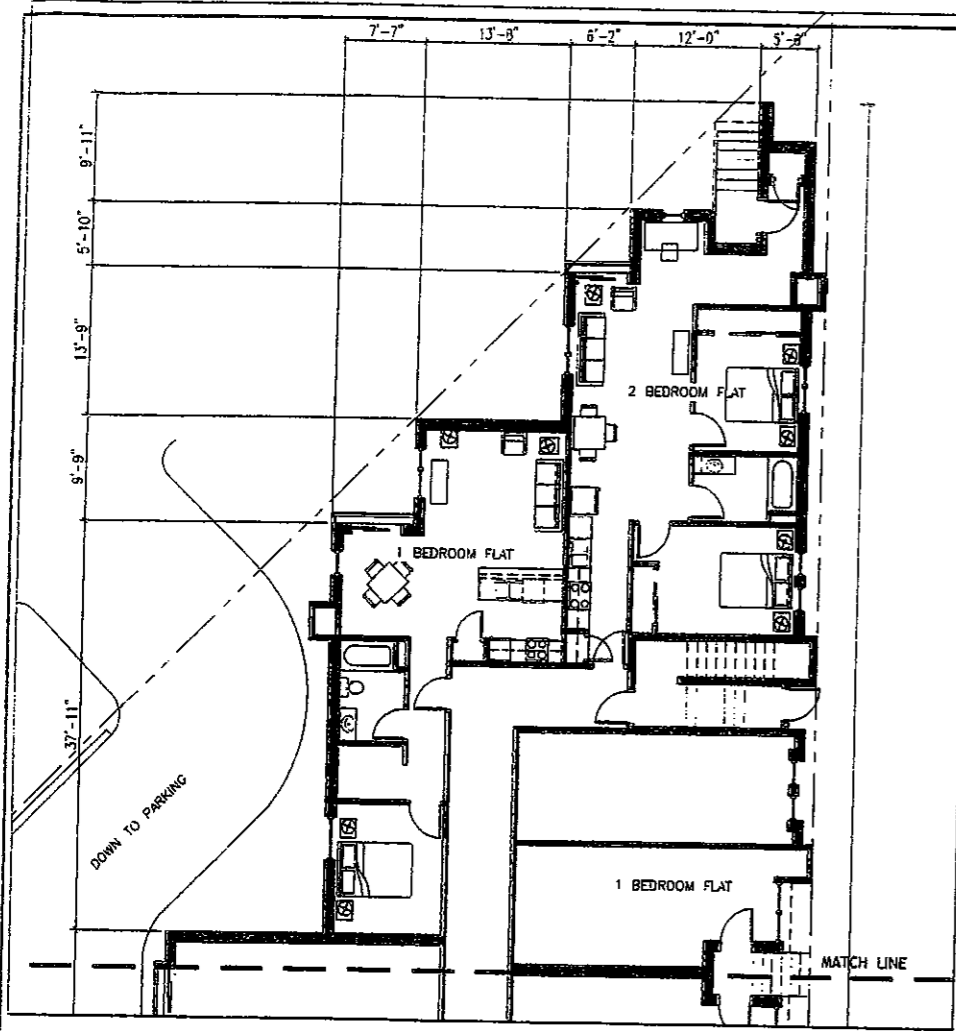
BLOCK 258  
 GDP SUBMITTAL  
 NORTH HAMILTON STREET  
 MADISON, WISCONSIN

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

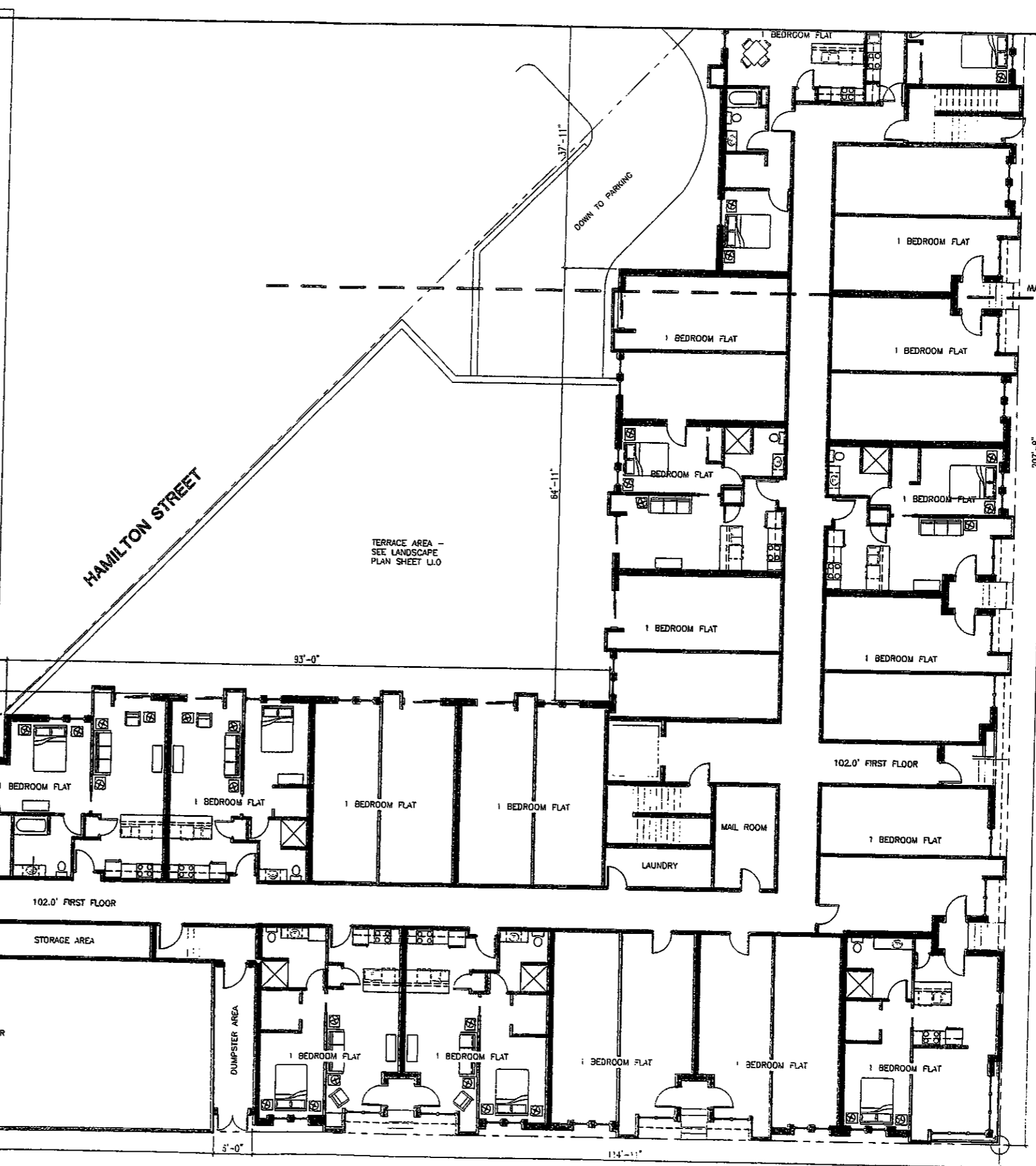
PROJECT NO.  
07-642

SHEET NO.

**A3.0**



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



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

NEW CONSTRUCTION 15,433 S.F.  
13-1 BEDROOM UNITS 620 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**  
FOR INFORMATION  
PURPOSE ONLY  
**NOT FOR CONSTRUCTION**

BLOCK 25B  
CDP SUBMITTAL  
NORTH HAMILTON STREET  
MADISON, WISCONSIN

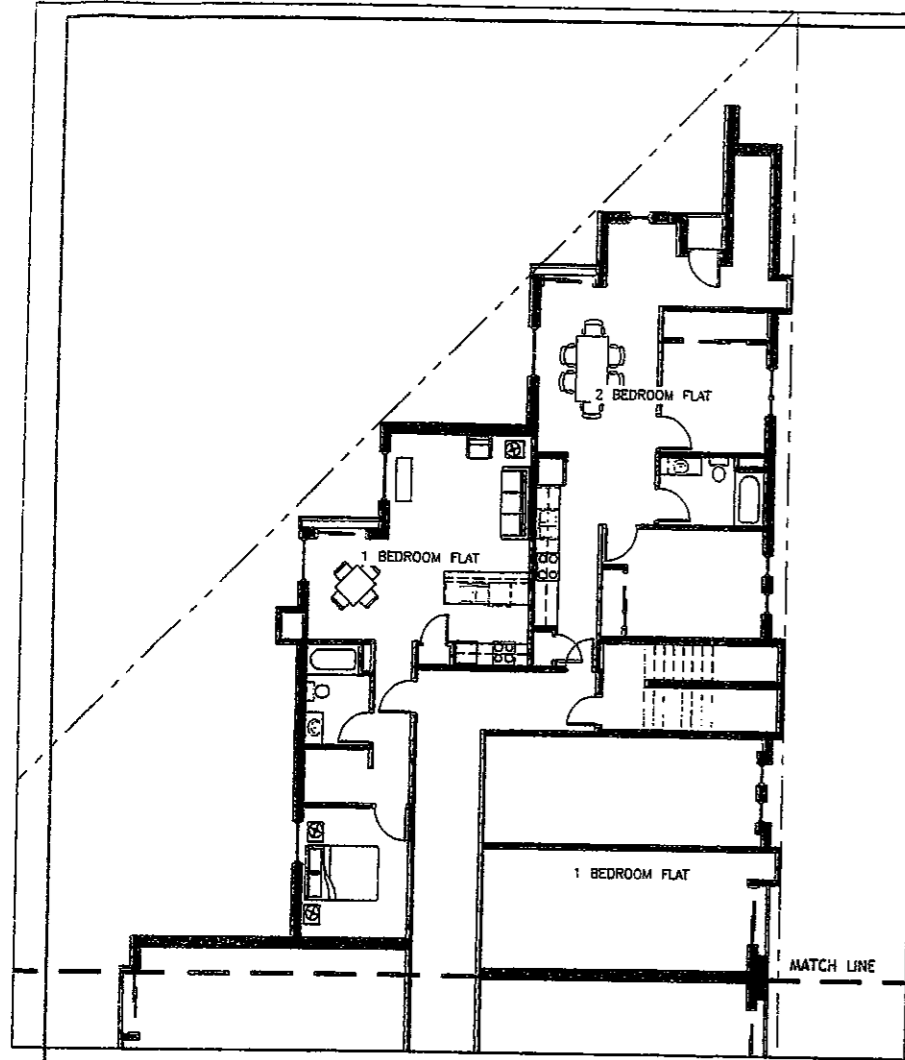
FIRST FLOOR PLAN  
DRAWN: INK [APPR.]:  
GUP [APPR.]:  
SEPT 5, 2007

PROJECT NO.  
07-642

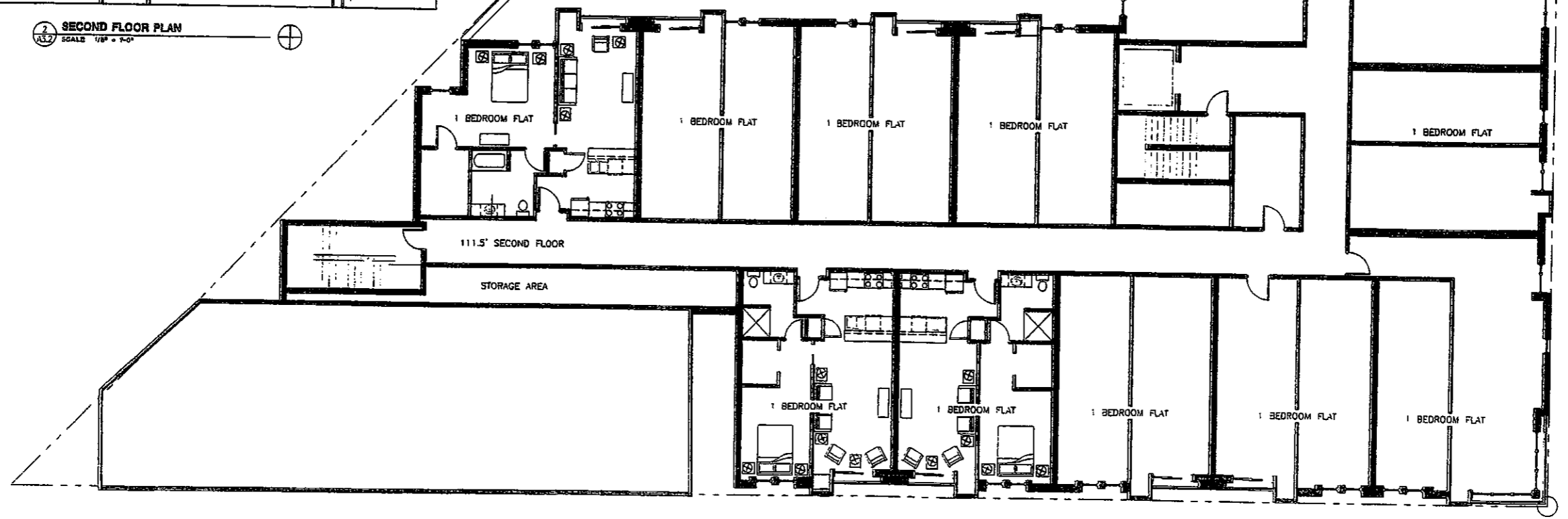
SHEET NO.

A3.1





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



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

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

Architecture, Planning & Construction  
**ALEXANDER COMPANY**  
 145 E. BADGER ROAD, SUITE 200  
 MADISON, WISCONSIN 53713  
 TELEPHONE 608-258-5590  
 FAX 608-258-5599

**PRELIMINARY**  
 FOR INFORMATION  
 PURPOSE ONLY  
**NOT FOR CONSTRUCTION**

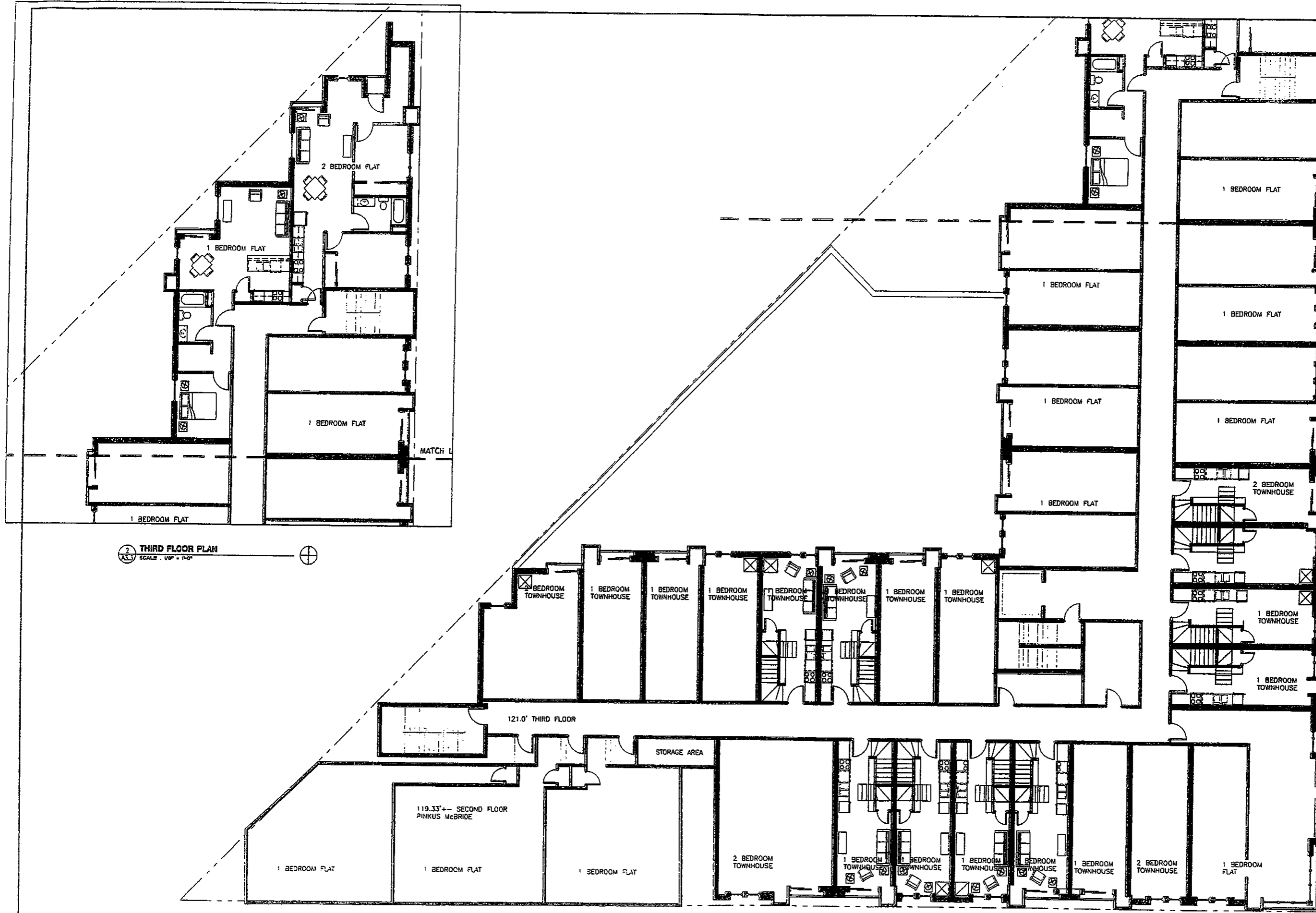
BLOCK 258  
 GDP SUBMITTAL  
 NORTH HAMILTON STREET  
 MADISON, WISCONSIN

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

PROJECT NO.  
 07-642

SHEET NO.

**A3.2**



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

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

NEW CONSTRUCTION	15,970 S.F.
7- 1 BEDROOM FLATS	540 S.F. AVG
1- 2 BEDROOM FLAT	940 S.F.
3- 2 BEDROOM TOWN HOUSES	350 S.F. AVG.
17- 1 BEDROOM TOWNHOUSES	350 S.F. AVG.
PINKUS MCBRIDE SECOND FLOOR REMODEL	
3- 1 BEDROOM FLATS	550 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

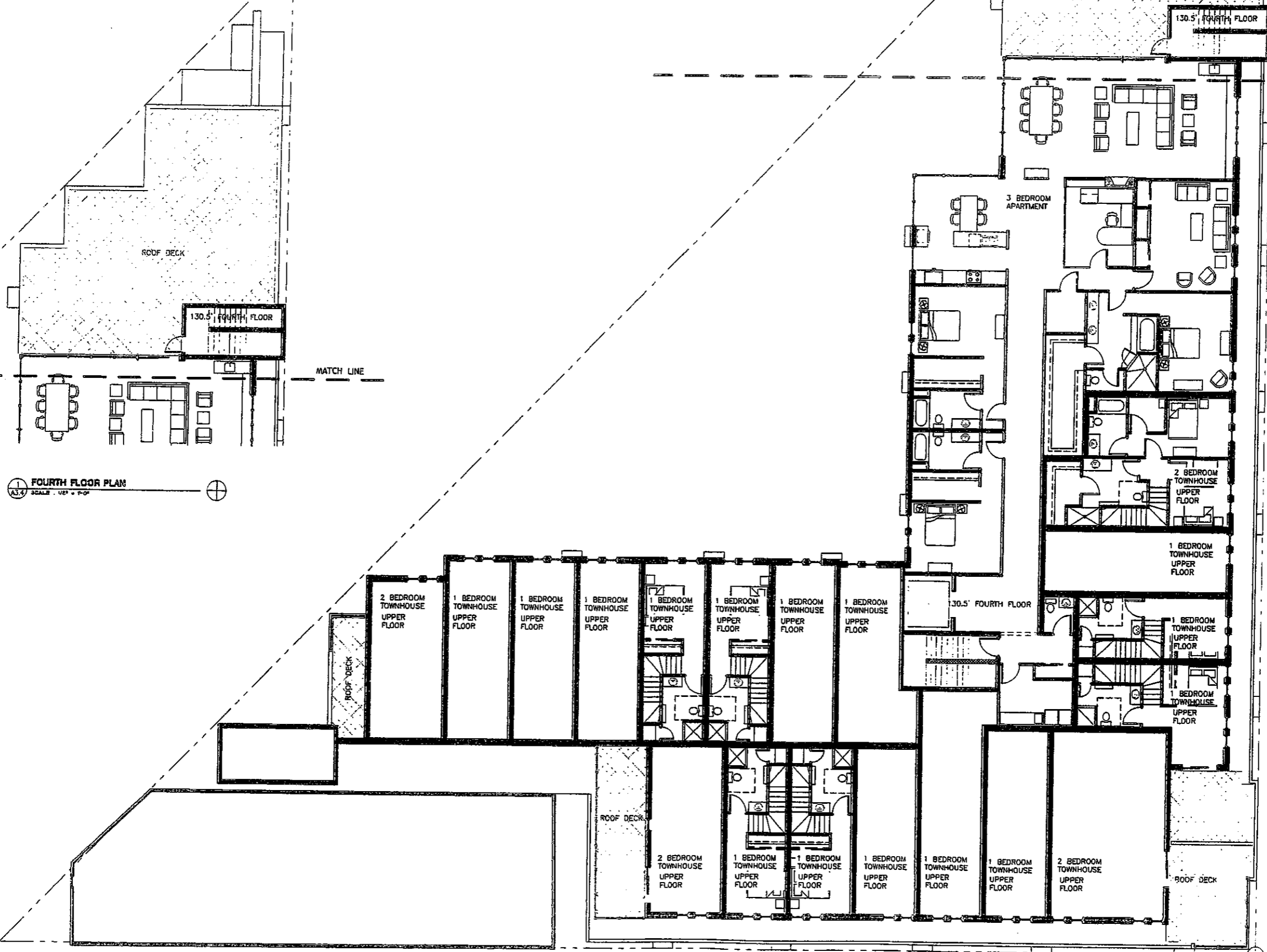
BLOCK 258  
 GDP SUBMITTAL  
 NORTH HAMILTON STREET  
 MADISON, WISCONSIN

THIRD FLOOR PLAN  
 DRAWN: DNK | APPR.:  
 GDP | SEPT. 6 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  
 3 BEDROOM APARTMENT 5492 S.F.

Architecture, Planning & Construction  
**ALEXANDER COMPANY**  
 145 E. BADGER ROAD, SUITE 200  
 MADISON, WISCONSIN 53718  
 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	APPR.
DRAWN: DDK	
GDP	SEPT. 5, 2007

PROJECT NO.  
 07-642

SHEET NO.

**A3.4**



19 October 2007

Katherine Rankin  
Preservation Planner  
Department of Planning and Development  
215 Martin Luther King Jr. Boulevard  
Madison, Wisconsin 53701

RE: Redevelopment of Block 258  
North Hamilton/East Johnson/North Hancock

Dear Katharine:

Thanks for taking the time to review the proposed redevelopment project at North Hamilton Street.

We are attaching packets of materials for your information.

We are submitting this information as required by the GDP review process and are also in the process of scheduling UDC, Plan Commission and Council meetings.

As we previously discussed, the current owner is interested in removing or relocating existing structures to provide room for a proposed residential structure.

One of the enclosed packets contains background information and photos of the properties that are being proposed for removal or relocation.

In addition there is an aerial photo of the whole (triangular) block, a concept perspective sketch, and photos of the context of the project area. There are also panoramic photomontages of the three adjacent streets capturing the context of each facing block.

We are hoping that this information adequately communicates our intent and clearly identifies structures, which will be removed or relocated.

To the best of our knowledge, none of these properties are listed properties, they are not any part of a specific landmarks district and have all experienced substantial alteration. Furthermore, the isolation of the block, the block as a terminus of the residential Hamilton Street corridor projecting from the Square, and the context of the immediate surrounding fabric provides limited value as contributing structures.

If you need any additional information please do not hesitate to contact me.

Regards,  
THE ALEXANDER COMPANY, INC

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

Ed Fréer  
Development Project Manager

Enclosures