

APPLICATION FOR DEMOLITION OF PRINCIPAL BUILDINGS

Complete all sections of this application, including signature on page 2.

To request an interpreter, translation, or accommodations, call (608)266-4910.

Para solicitar un intérprete, traducción o acomodaciones llame al (608)266-4910.

Koj muaj txoj cai tau txais kev txhais lus, kev pes lus los sis kev pab cuam txhawm rau

kev tsis tauz uas tsis muaj nqi rau koj: Xav paub ntxiv tiv tauj rau (608)266-4910

如需口譯、翻譯或其他便利服務，請致電 (608)266-4910.

City of Madison

Building Inspection Division

215 Martin Luther King Jr Blvd, Ste 017

PO Box 2985

Madison, WI 53701-2985 (608) 266-4551



Submit the following via email to:

- Building Inspection at sprapplications@cityofmadison.com and
- Landmarks Commission at LandmarksCommission@cityofmadison.com (see [submittal schedule](#))

Part 1: General Application Information

Street Address:			
Alder District:		Zoning District:	
Project Contact Person Name		Role	
Company Name			
Phone		Email	[REDACTED]

<input type="checkbox"/>	Completed Application (this form)
<input type="checkbox"/>	Property Owner Permission (signature on this form or an email providing authorization to apply)
<input type="checkbox"/>	Copy of Notification sent to the Demolition Listserv Date Sent _____
<input type="checkbox"/>	Copy of Email Pre-Application Notification of Intent to Demolish a Principal Structure sent to District Alder , City-registered neighborhood association(s) , and City-listed business association(s) . Date Sent _____
<input type="checkbox"/>	\$600 Demolition Application Fee (additional fees may apply depending on full scope of project)
<input type="checkbox"/>	Demolition Plan
	Are you also seeking a Zoning Map Amendment (Rezoning) or Conditional Use? <input type="checkbox"/> Yes <input type="checkbox"/> No

Part 2: Information for Landmarks Historic Value Review

<input type="checkbox"/>	Letter of Intent describing the proposed structure to be demolished, description of proposed method and timeline of demolition
<input type="checkbox"/>	Construction Information (Dates of construction and alterations, architect name, builder name, history of property, historic photos)
<input type="checkbox"/>	Existing Condition Photos (Interior and exterior digital photos of each principal building to be demolished sufficient to indicate its character and condition)
	Will existing structure be relocated? <input type="checkbox"/> Yes <input type="checkbox"/> No If "yes" include preliminary assessment that relocation is likely to be structurally and legally feasible
<input type="checkbox"/>	Optional: Proposed mitigation plans for properties with possible historic value

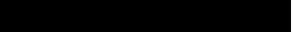
APPLICATION FOR DEMOLITION OF PRINCIPAL BUILDINGS

Part 3: Application for Plan Commission Review (if applicable)

- When Landmarks Commission finds a building has Historic Value, the demolition application must be considered by the Plan Commission.
- If Plan Commission review is required, staff will schedule the public hearing based on the [published schedule](#).
- Applicant must [make an appointment](#) to pick up “Public Hearing” sign from Zoning Counter and post the sign on property at least 21 days before Plan Commission hearing.

Demolition requests will be scheduled concurrently with other related requests before the Plan Commission, where applicable. A schedule confirmation will be emailed to the designated project contact. Contact staff at pcapplications@cityofmadison.com with questions.

Part 4: Signature

Property Owner Authorizing Signature (or authorized via attached email)	
	
Property Owner Name	
Company Name	
Street Address	
Phone	Email
	

For Office Use Only	
Date:	
Accela ID No.:	

6 January 2026

Heather Bailey, Ph. D.
Preservation Planner
Neighborhood Planning, Preservation & Design Section
City of Madison
Department of Planning, Community, & Economic Development
215 Martin Luther King, Jr. Blvd, #017
Madison, Wisconsin 53703

RE: LETTER OF INTENT - LANDMARKS COMMISSION: 2030 PENNSYLVANIA AVE

Hello Heather,

The following is submitted with the plans, application, and fee for the Landmarks Commission's consideration.

PROJECT TEAMS

Developer:
New Land Enterprises
1840A N. Farwell Ave
Milwaukee, Wisconsin 53202
414.271.LAND
Contact: Joey Wisniewski
joey@newlandmke.com

Architect:
Korb Architecture
648 N. Plankinton Ave #240
Milwaukee, Wisconsin 53203
414.273.8230
Contact: Simon Mance
smance@korbarch.com

Civil & Landscape Engineering:
JSD Professional Services, Inc.
W238 N1610 Busse Rd. #100
Waukesha, Wisconsin 53188
Contact: Christopher Jackson
christopher.jackson@jsdinc.com

PROJECT INTRODUCTION

New Land Enterprises (NLE) is excited to introduce our redevelopment vision for the 2030 Pennsylvania project. NLE is proposing a multi-phase, mixed-use neighborhood-focused redevelopment at the former headquarters of the Hooper Corporation. We believe this site represents one of the most important and exciting development opportunities in Madison.

The site is positioned at the intersection of multiple vibrant areas: the Capitol East corridor, the Oscar Mayer district, the North Street neighborhood, the Sherman neighborhood, the Tenney-Lapham neighborhood, and the Village of Maple Bluff. The site's adjacency to the Madison Public Market only amplifies the importance of the site.

The first phase of development proposes a multi-family development consisting of 500(+-) premium-grade residential units on the northern half of the property, where the Capitol East district meets the North Street neighborhood and Oscar Mayer district on Madison's East Side. Future phases of redevelopment include adaptive reuse of the Scanlan Morris building and a wood-truss warehouse building creating over 64,000 SF of commercial, retail, and office space, the creation of pedestrian public plazas, and the construction of a statement civic building or similar use adjacent to the Madison Public Market.

The proposed redevelopment of the 8.36-acre site would replace primarily vacant buildings and surface parking lots related to the former Hooper Corporation headquarters. Selective demolition of buildings found not to be historic or contributing to the character of the neighborhood will be required for the proposed redevelopment.

We believe this proposal maintains the integrity and quality of the existing neighborhood and ensures that new development is complementary to the surrounding uses. The proposed project will create a vibrant, active mix of uses with a stable, diverse mix of housing types for a wide range of residents.

In addition to the new construction, the adaptive reuse of key character buildings, and the creation of new civic and public spaces, New Land, in collaboration with the City of Madison and Wisconsin Department of Transportation, proposes traffic calming measures, bicycle infrastructure, and pedestrian safety improvements along State Highway 113 (Pennsylvania Ave/E. Johnson Street). A bike path is also being considered along the railroad tracks to the east of the property.

The scale of our vision is ambitious, but that is what this site deserves. We've spent a considerable amount of time considering the "why", "what", and "how" of our proposal. Our vision crosses the nexus of transformational, catalytic, and feasible. To bring this vision to reality, we have assembled a world-class team with significant expertise in their respective fields, specifically tailored for a project of this scale and scope, with a proven track record of ability to execute.

Please note: For the purposes of this application, we are only seeking approval for demolition of the buildings on the north portion of the site located at 2030 Pennsylvania Avenue, parcel number 71006316030. The demolition of these buildings will allow for residential development to move forward. Future phases of selective demolition will be applied for separately.

DEMOLITION STANDARDS

The site has been identified in the City of Madison Comprehensive Plan as desirable for high-density residential and mixed-use development. The site is located in the Oscar Mayer Special Area Plan, Urban Design District #4, and Transit-Oriented Development Overlay Zoning District.

The existing buildings at 2030 Pennsylvania Avenue were most recently used as light industrial, storage, and office space for the Hooper Construction Corp. and its tenants, and for police training. The southern building is a 1-story massing consisting of several connected building additions of varying age, heights, and building materials. The north building is a 1-story massing of a traditional industrial building. A reuse and recycling plan will be submitted prior to the deconstruction of the existing buildings. It is not feasible to reuse or move the buildings.

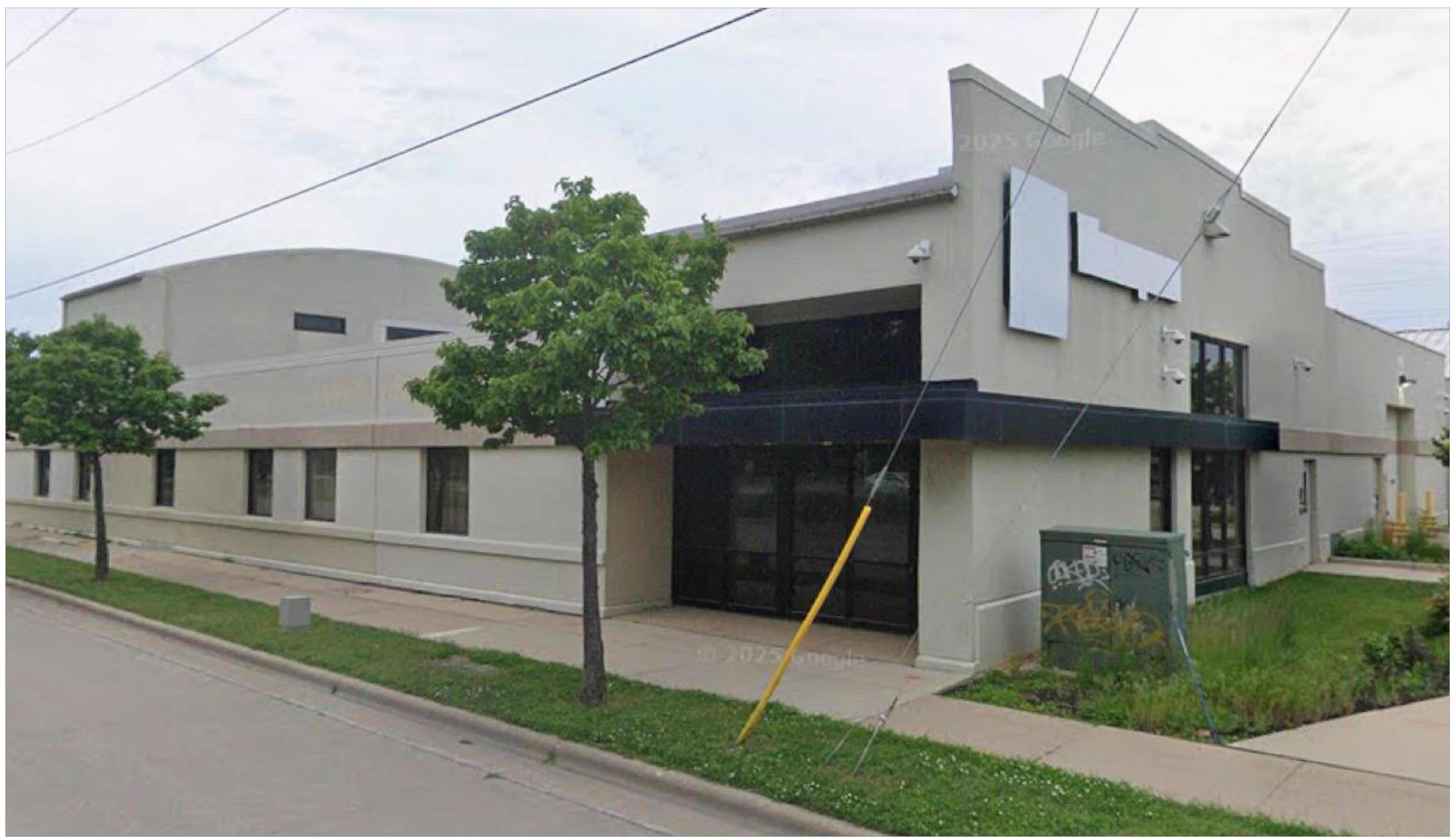
The demolition will be performed with traditional methods. No explosives will be used. Clean fill will be separated for attempted reuse as clean fill or recycled base material. Metal from building electrical, ductwork, piping, windows, and other building materials will be separated for recycling. Asphalt will be reused where possible or hauled for recycling.

The demolition could take place as soon as Summer 2026 and would take no longer than 8 weeks.

Thank you for your consideration in the review of our proposal. Please reach out with any questions.

Sincerely,

Joey Wisniewski
Senior Development Coordinator
New Land Enterprises



2030-2098 PENNSYLVANIA



2030-2098 PENNSYLVANIA



2030-2098 PENNSYLVANIA

DESIGN REVIEW - NOT FOR CONSTRUCTION

G002

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■ PROJECT
2030 PENNSYLVANIA MULTIFAMILY
2030 PENNSYLVANIA AVENUE
MADISON, WI 53704

■ OWNER
NEW LAND ENTERPRISES
1600 N. FARWELL AVE
MILWAUKEE, WI 53202

■ ARCHITECT
KORB ARCHITECTURE
648 N. PLANKINTON AVE, SUITE 240
MILWAUKEE, WI 53203

■ STRUCTURAL ENGINEER

■ CIVIL ENGINEER
JSD
507 W. VERONA AVE, SUITE 500
VERONA, WI 53593

■ LANDSCAPE ARCHITECT
JSD
507 W. VERONA AVE, SUITE 500
VERONA, WI 53593

PROJ. NO. 25001-09
SCALE: 1:100
PHASE: UDC FINAL
DATE: JANUARY 5, 2026

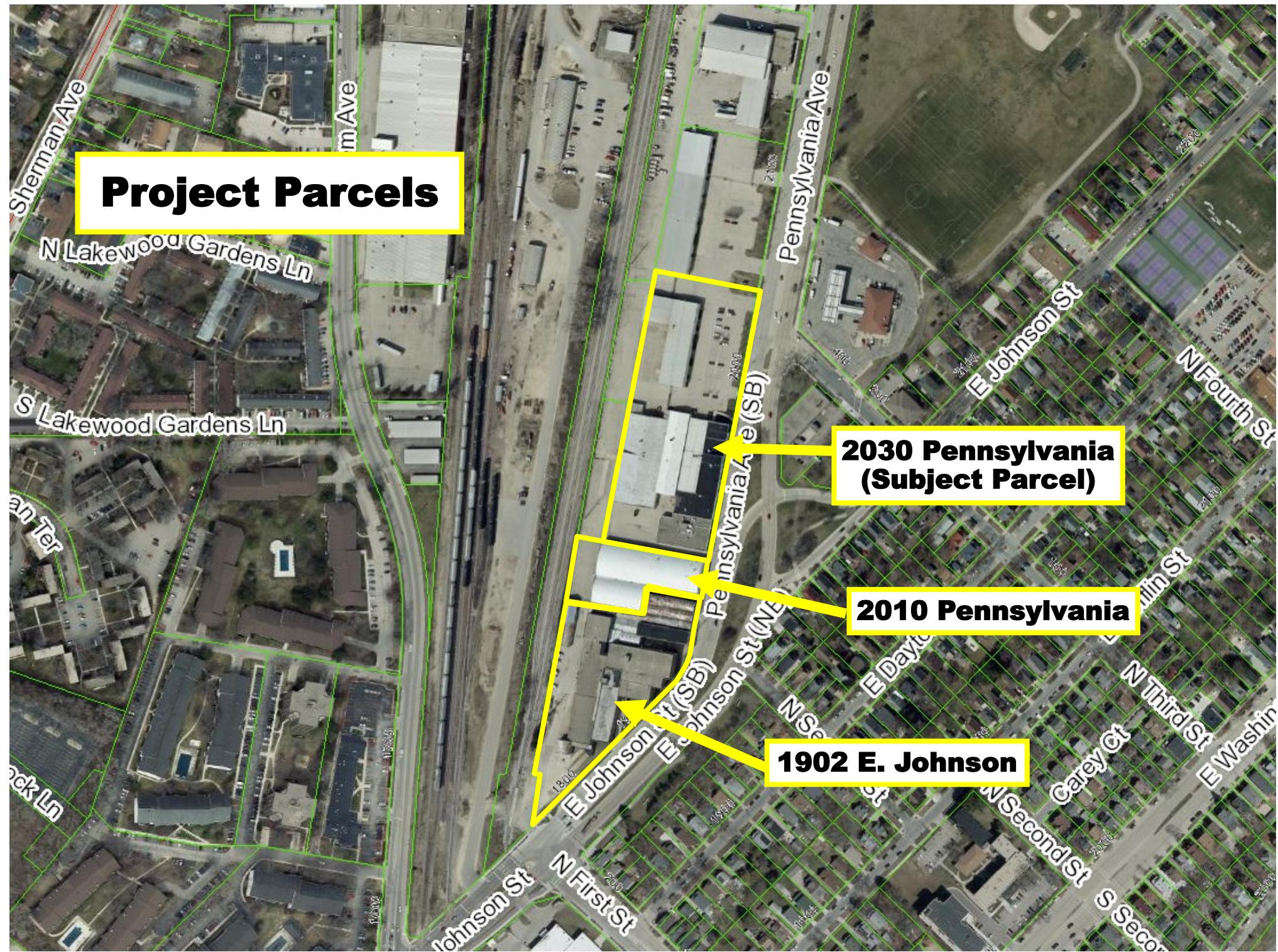
EXISTING BUILDINGS PHOTOS

Project Parcels

**2030 Pennsylvania
(Subject Parcel)**

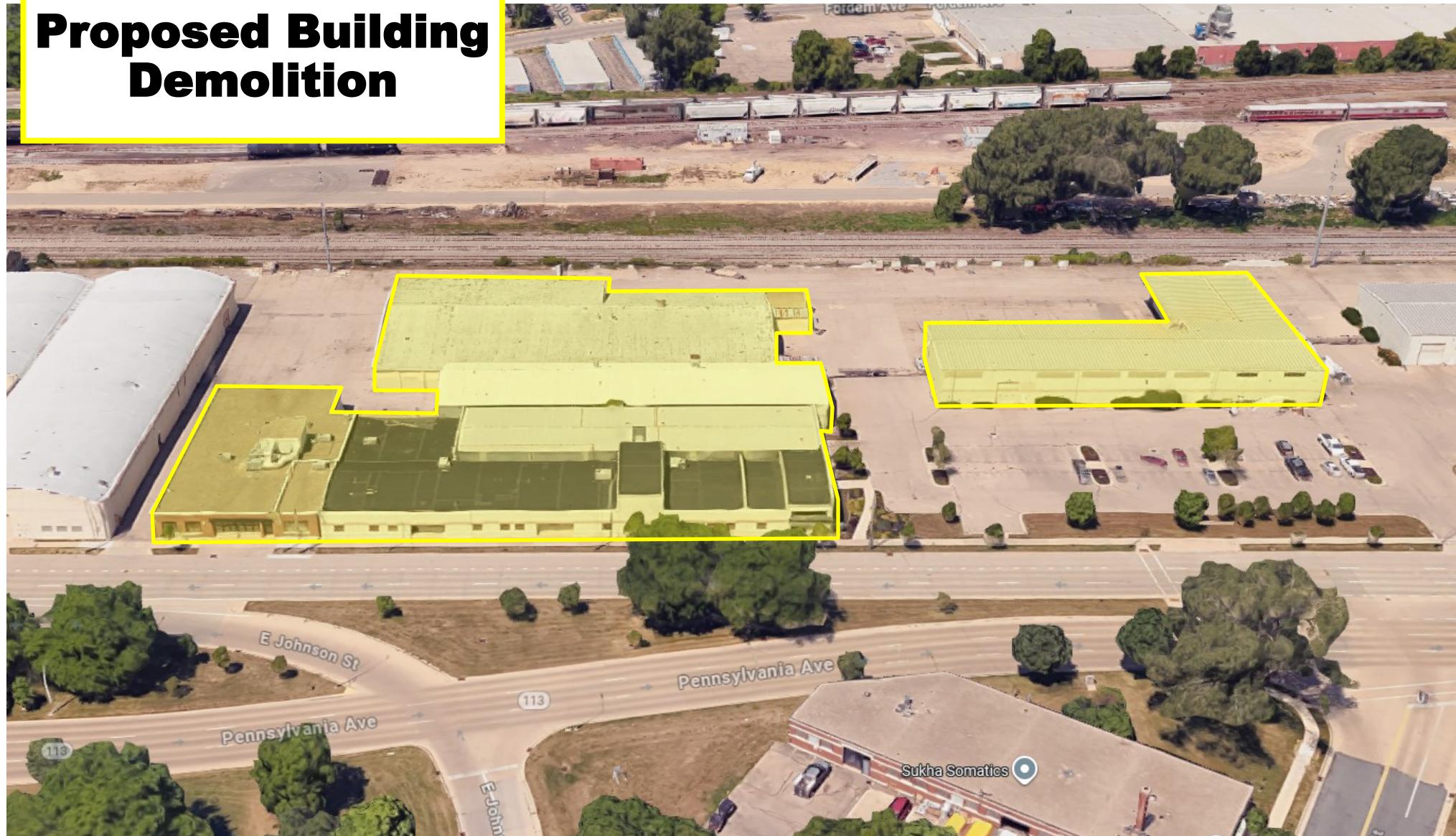
2010 Pennsylvania

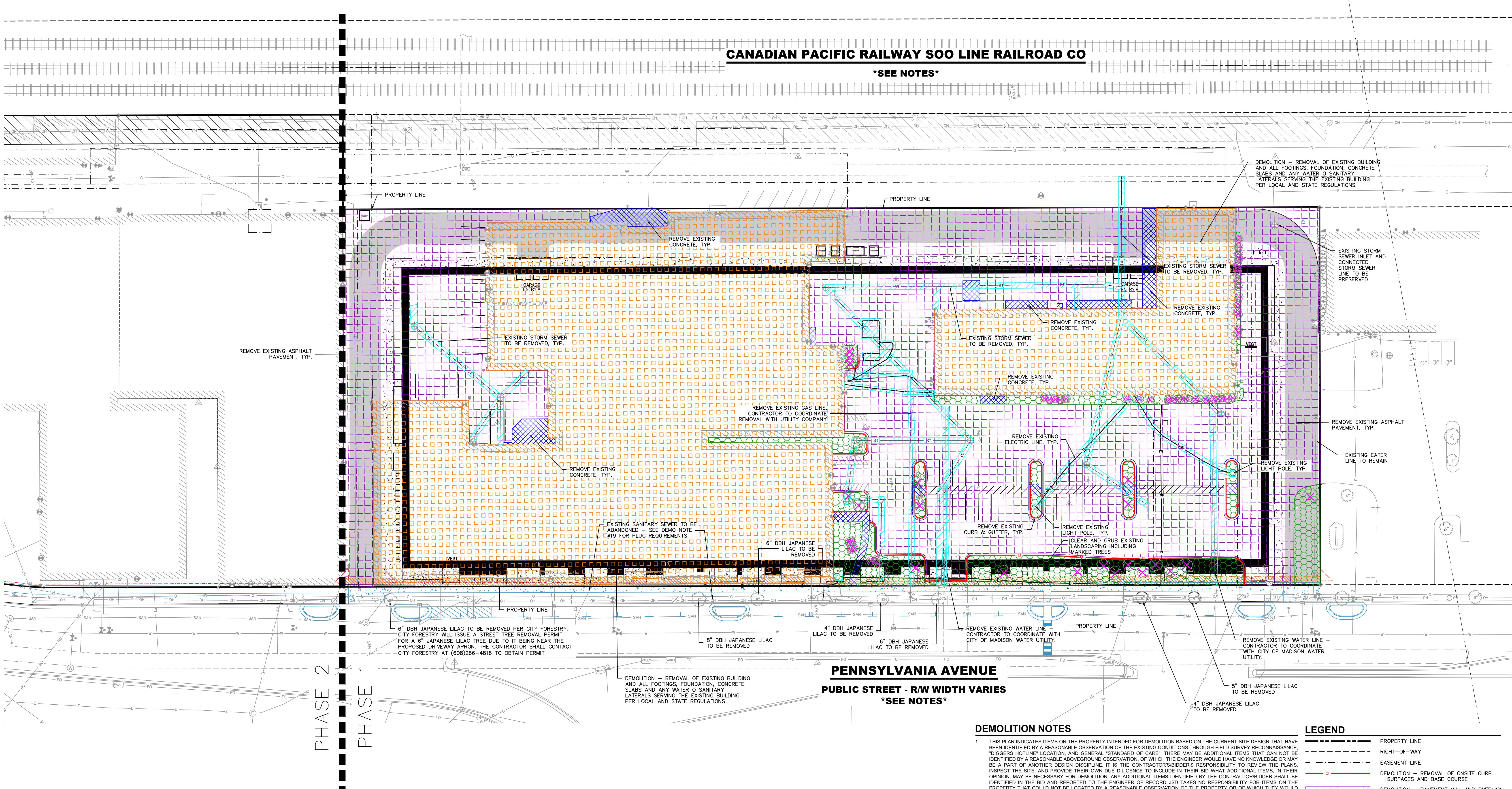
1902 E. Johnson





Proposed Building Demolition



**PENNSYLVANIA AVENUE****PUBLIC STREET - R/W WIDTH VARIES**

SEE NOTES

DEMOLITION NOTES

1. THIS PLAN INDICATES ITEMS ON THE PROPERTY INTENDED FOR DEMOLITION BASED ON THE CURRENT SITE PERIOD THAT HAVE BEEN MADE BY A REASONABLE OBSERVATION OF THE EXISTING CONDITIONS THROUGH FIELD SURVEY RECONNAISSANCE, "DIGGERS HOTLINE" LOCATION, AND GENERAL "STANDARD OF CARE". THERE MAY BE ADDITIONAL ITEMS THAT CAN NOT BE IDENTIFIED BY A REASONABLE ABOVE-GROUND OBSERVATION, OF WHICH THE ENGINEER WOULD HAVE NO KNOWLEDGE OR MAY BE UNKNOWN. THE CONTRACTOR/BIDDER SHALL BE RESPONSIBLE FOR IDENTIFYING ANY ADDITIONAL ITEMS AND SHALL BE REQUIRED TO INSPECT THE SITE, AND PROVIDE THEIR OWN DUE DILIGENCE TO INCLUDE IN THEIR BID WHAT ADDITIONAL ITEMS, IN THEIR OPINION, MAY BE NECESSARY FOR DEMOLITION. ANY ADDITIONAL ITEMS IDENTIFIED BY THE CONTRACTOR/BIDDER SHALL BE IDENTIFIED IN THE BID AND REPORTED TO THE ENGINEER OF RECORD. JSD TAKES NO RESPONSIBILITY FOR ITEMS ON THE PROPERTY THAT CANNOT BE LOCATED BY A REASONABLE OBSERVATION OF THE PROPERTY OR OF WHICH THEY WOULD HAVE NO KNOWLEDGE.
2. CONTRACTOR SHALL KEEP ALL STREETS AND PRIVATE DRIVES FREE AND CLEAR OF ALL CONSTRUCTION-RELATED DIRT, DUST, AND DEBRIS.
3. ALL TREES WITHIN THE CONSTRUCTION LIMITS SHALL BE REMOVED UNLESS SPECIFICALLY CALLED OUT FOR PROTECTION. ALL TREES TO BE REMOVED SHALL BE REMOVED IN THEIR ENTIRETY. STUMPS MAY BE GROUPED TO PROPOSED SUBGRADE IN GRASSED AREAS ONLY UNLESS DIRECTED BY ENGINEER.
4. ALL LIGHT POLES TO BE REMOVED SHALL BE REMOVED IN THEIR ENTIRETY, INCLUDING BASE AND ALL APPURTENANCES SALVAGE FOR RELOCATION, COORDINATE RELOCATION AND/OR ABANDONMENT OF ALL ELECTRIC LINES WITH ELECTRICAL ENGINEER AND OWNER PRIOR TO DEMOLITION.
5. ABANDONED/MOVED ITEMS SHALL BE LEGALLY DISPOSED OF OFFSITE UNLESS OTHERWISE NOTED.
6. CONTRACTOR TO REPLACE ALL SIDEWALK AND CURB AND GUTTER ABUTTING THE PROPERTIES THAT WERE DAMAGED BY THE CONSTRUCTION.
7. PRIOR TO CONSTRUCTION, THE CONTRACTOR SHALL BE RESPONSIBLE TO:

- 7.1. EXAMINE ALL SITE CONDITIONS RELATIVE TO THE CONDITIONS INDICATED ON THE ENGINEERING DRAWINGS. ANY DISCREPANCIES ARE TO BE REPORTED IMMEDIATELY TO THE ENGINEER AND RESOLVED PRIOR TO THE START OF CONSTRUCTION.
- 7.2. VERIFY EXISTING ELEVATIONS AND NOTIFY ENGINEER OF ANY DISCREPANCIES. NO WORK SHALL BE PERFORMED UNTIL THE DISCREPANCIES ARE RESOLVED.
- 7.3. NOTIFY ALL UTILITIES OWNERS PRIOR TO THE REMOVAL OF ANY UNDERGROUND UTILITIES.
- 7.4. NOTIFY THE CITY OF MADISON AND LOCAL CONTROLLING MUNICIPALITY 48 HOURS PRIOR TO THE START OF CONSTRUCTION TO ARRANGE FOR APPROPRIATE CONSTRUCTION INSPECTION.

8. ANY UTILITIES THAT ARE DAMAGED BY THE CONTRACTORS SHALL BE REPAIRED TO THE OWNER'S SATISFACTION AT THE CONTRACTOR'S EXPENSE.

9. CONTRACTOR SHALL COORDINATE PRIVATE UTILITY REMOVAL/ABANDONMENT AND NECESSARY RELOCATION WITH RESPECTIVE UTILITY COMPANY. CONTRACTOR SHALL COORDINATE WITH PRIVATE UTILITY COMPANIES PRIOR TO CONSTRUCTION.
10. ALL DEMOLITION SHALL BE IN ACCORDANCE WITH THE APPROVED JURISDICTION'S RECYCLING PLAN.

11. ANY CONTAMINATED SOILS ENCOUNTERED SHALL BE REMOVED IN ACCORDANCE WITH FEDERAL AND STATE REGULATIONS TO APPROPRIATE AND APPROVED LANDFILLS.
12. ALL EXISTING UTILITIES SHALL BE LOCATED AND CLEARLY MARKED BY CONTRACTOR PRIOR TO ANY EXCAVATION. CONTRACTOR SHALL NOTIFY ENGINEER IMMEDIATELY IF ANY DISCREPANCIES OCCUR IN THE LOCATION SHOWN OR PROPOSED IMPROVEMENTS IMPACTING EXISTING UTILITY LINE LOCATIONS. CONTRACTOR SHALL BE RESPONSIBLE FOR CONDUCTING UTILITY LINE OPENINGS (ULO) TO CONFIRM LOCATIONS OR ELEVATIONS, AS REQUESTED BY THE ENGINEER.

13. SEWER ABANDONMENT SHALL BE IN ACCORDANCE WITH SECTION 3.2.24 OF THE STANDARD SPECIFICATIONS AND JURISDICTIONAL SPECIFICATIONS.
14. WATER ABANDONMENT SHALL BE IN ACCORDANCE WITH SECTION 4.14.0 OF THE STANDARD SPECIFICATIONS AND JURISDICTIONAL SPECIFICATIONS.

15. ALL PERIMETER EROSION CONTROL DEVICES SHALL BE INSTALLED PRIOR TO THE START OF DEMOLITION ACTIVITIES. CONTRACTOR SHALL KEEP ALL STREETS AND PAVEMENTS FREE AND CLEAR OF ALL CONSTRUCTION RELATED DIRT, DUST, AND DEBRIS.

16. BUILDING REMOVALS SHALL BE PERFORMED BY A QUALIFIED CONTRACTOR. CONTRACTOR SHALL FOLLOW ALL DEMOLITION REGULATIONS AND APPROVED LANDFILLS. DEMOLISHED MATERIALS SHALL NOT BE BURNED OR BURIED ON SITE.

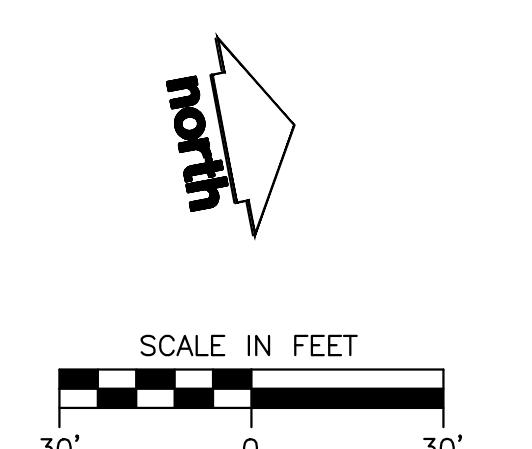
17. CONTRACTOR SHALL REMOVE EXISTING UTILITY PIPE OR PROVIDE PIPE BACKFILLING AFTER REMOVAL OF EXISTING UTILITIES WITHIN BUILDING FOOTPRINT USING LOW DENSITY CONCRETE/FLYABLE FILL.

18. RESTORATION OF THE EXISTING ROADWAY RIGHT-OF-WAYS ARE CONSIDERED INCIDENTAL AND SHALL BE PART OF THE COST OF THE UNDERGROUND IMPROVEMENTS, DEMOLITION, AND REMOVAL. THIS INCLUDES CURB AND GUTTER, SIDEWALK, TOPSOIL, SEEDING, AND MULCHING.

19. THE CONTRACTOR (OR OWNER'S REPRESENTATIVE) SHALL OBTAIN A PERMIT TO PLUG EACH EXISTING SANITARY SEWER LATERAL THAT SERVES THE EXISTING BUILDING BEING DEMOLISHED. PERMIT APPLICATION AND FEES ARE REQUIRED FOR EACH LATERAL TO BE PLUGGED.

LEGEND

- PROPERTY LINE
- RIGHT-OF-WAY
- EASEMENT LINE
- DEMOLITION - REMOVAL OF ON SITE CURB SURFACES AND BASE COURSE
- DEMOLITION - PAVEMENT MILL AND OVERLAY
- DEMOLITION - REMOVAL OF RETAINING WALL
- DEMOLITION - REMOVAL OF ASPHALT SURFACES
- DEMOLITION - REMOVAL OF CONCRETE SURFACES
- DEMOLITION - REMOVAL OF BUILDINGS/STRUCTURES
- DEMOLITION - REMOVAL OF UTILITIES
- DEMOLITION - REMOVAL OF LANDSCAPE BEDDING
- TREE REMOVAL
- SHRUB REMOVAL
- PROTECT EXISTING TREE

**PLAN MODIFICATIONS:**

#	Date:	Description:
1	01/05/2026	LAND USE/UDC SUBMITTAL
2		
3		
4		
5		
6		
7		
8		
9		
10		
11		
12		
13		
14		
15		

Designed By: PJS

Reviewed By: CAJ

Approved By:

Sheet Title: DEMO PLAN - PHASE 1

Sheet Number: C1.0

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File: USMNCnew project020225180932DWG.CDR Sheet0246053.Dwg Date: 01-05-2026 Layout: 14-0 - DEMO (PHASE 1) User: jsd\michael.simsch Plotter: Jun 02 2026 - 12:27pm Xref%.

DIGGERS HOTLINE
 Toll Free (800) 242-8511

JSD PROJECT NO: 25-16063

25-16063



11/25/2025

To Whom It May Concern,

Per our agreed upon Letter of Intent, New Land Enterprises has authority to propose an infill development project on HOOPER CORPORATION's parcels 251/0710-063-1601-4, 251/0710-063-1602-2, and 251/0710-063-1603-0.

Sincerely,

Robert Schaller
CFO
Hooper Corporation

From: [Joey Wisniewski](#)
To: [Joey Wisniewski](#)
Bcc: ["cochairs@northstreetna.org"; "cochairs@northstreet.org"; "jilstrup@downtownmadison.org"; "info@madisonnba.com"; "district12@cityofmadison.com"; McNabola, Lisa](#)
Subject: Conditional Use, CSM, Demolition Notification - Hooper Site
Date: Wednesday, November 26, 2025 12:50:00 PM
Attachments: [image002.png](#)

Hello,

I am writing to notify you and your organization that New Land Enterprises (NLE) intends to file Certified Survey Map, Conditional Use, and Demolition applications for the following addresses:

2030 - 2034, 2076 Pennsylvania Avenue
2010 Pennsylvania Avenue
1902 E. Johnson Street

It is our desire to host a neighborhood informational meeting to introduce NLE and our proposed redevelopment plans to the community next month. Invitations to that meeting will be shared soon. We are excited to share our vision and collaborate with our neighbors to build something truly special and beneficial to the neighborhood and the City of Madison.

In the meantime, you can learn more about NLE [here](#). Or, by reading our bio below.

Feel free to reach out with any questions. We look forward to meeting you!



About New Land Enterprises

Founded in 1993, New Land Enterprises is an internationally recognized and award-winning real estate development firm specializing in market-rate mixed-use residential and commercial real estate. To date, the company has developed 30+ projects with a value in excess of \$740M. We have a passion for creating memorable, experience-driven developments with an urban feeling using superior engineering, with expertise in light-frame wood, light gauge steel, post-tension concrete, and mass timber structures.

New Land is vertically integrated, providing accounting services and award-winning property and asset management for a diverse portfolio of 2,250+ apartments and 200,000 SF of commercial space. We've won nine municipal RFPs, formed multiple successful public-private partnerships, converted a vacated alley into a top tourist destination, renovated a historic grand movie palace, and transformed streets into pedestrian plazas (yes, plural).

In addition to pioneering mass timber, our history of innovation includes being the first in Wisconsin to use

light gauge steel in multi-family development, radiant hydronic heating systems, and micro-units with integrated furniture. Our buildings are some of the most efficient in the marketplace with LEED v5 and Green Globes certifications, as well as best-in-class Energy Star performance of 97+.



**City of Madison
DEVELOPMENT
SERVICES CENTER**

PLAN COMMISSION DEMOLITION PERMIT INTERESTED PARTIES NOTIFICATION FORM

THANK YOU.

Your notification request has been submitted. A confirmation email will be sent to the email address you provided. Your message will be reviewed by City staff, and if properly completed, will be submitted to the registered list. You will receive an email confirming the status of your submittal from City staff within three business days.

If you have questions about the filing of demolition permit requests to the Plan Commission or the pre-application notification requirements, do not hesitate to contact the Planning Division at (608) 266-4635.



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