

# 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 taus 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](mailto:sprapplications@cityofmadison.com) and
- Landmarks Commission at [LandmarksCommission@cityofmadison.com](mailto: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	
<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 <a href="#">Demolition Listserv</a> <span style="float: right;">Date Sent _____</span>		
<input type="checkbox"/>	Copy of Email Pre-Application Notification of Intent to Demolish a Principal Structure sent to <a href="#">District Alder</a> , <a href="#">City-registered neighborhood association(s)</a> , and <a href="#">City-listed business association(s)</a> . <span style="float: right;">Date Sent _____</span>		
<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)
<input type="checkbox"/>	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

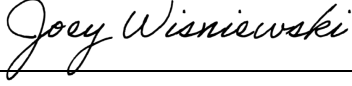

## APPLICATION FOR DEMOLITION OF PRINCIPAL BUILDINGS

### 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](mailto: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.:	



New Land Enterprises  
1840A N. Farwell Avenue  
Milwaukee, Wisconsin 53202  
414.271.LAND

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](mailto:joey@newlandmke.com)

**Architect:**

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

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

OWNER  
NEW LAND ENTERPRISES  
1840 N. PARKVIEW 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

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

EXISTING BUILDINGS PHOTOS

G002

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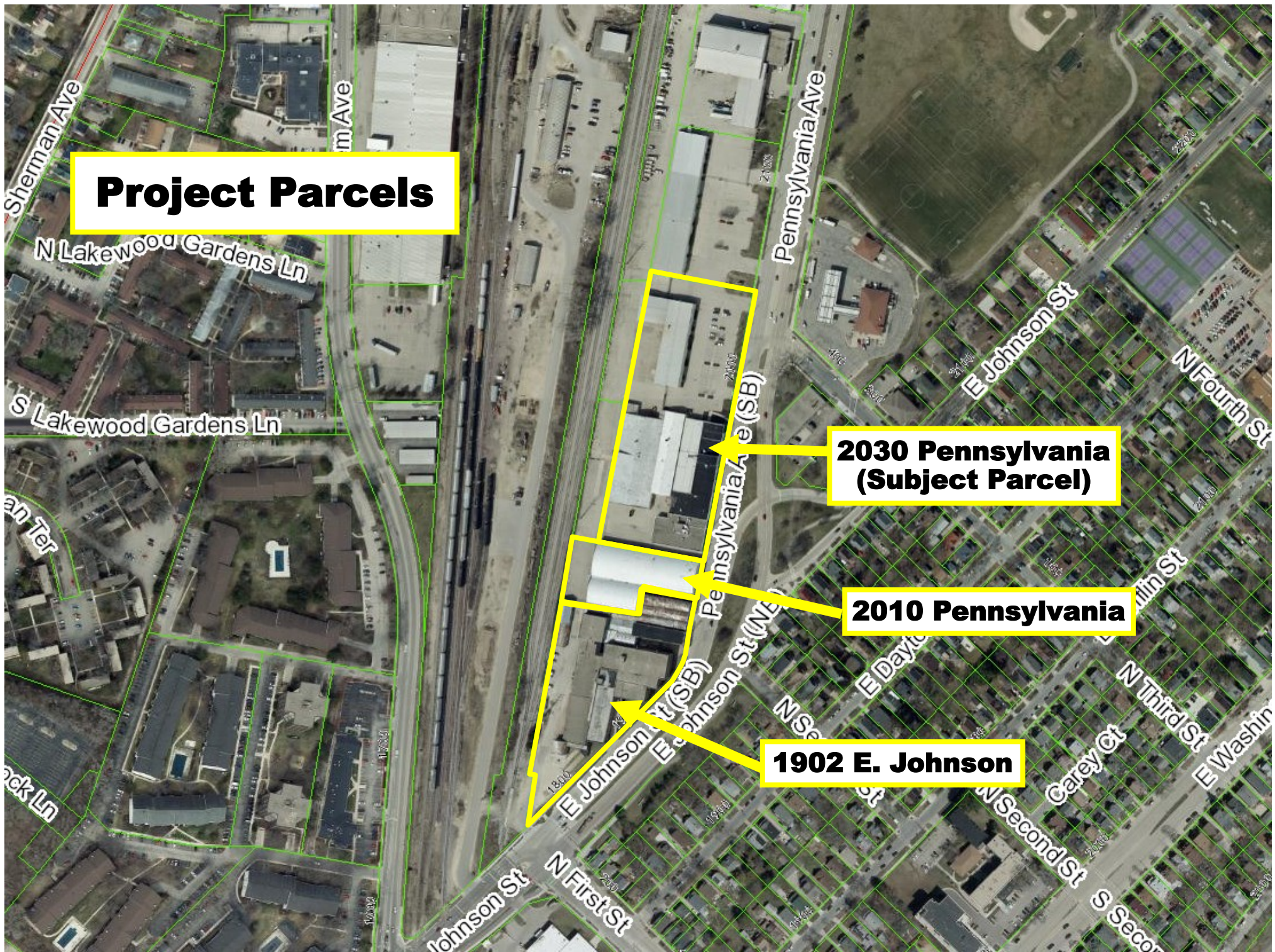
DESIGN REVIEW - NOT FOR CONSTRUCTION

# Project Parcels

**2030 Pennsylvania  
(Subject Parcel)**

**2010 Pennsylvania**

**1902 E. Johnson**

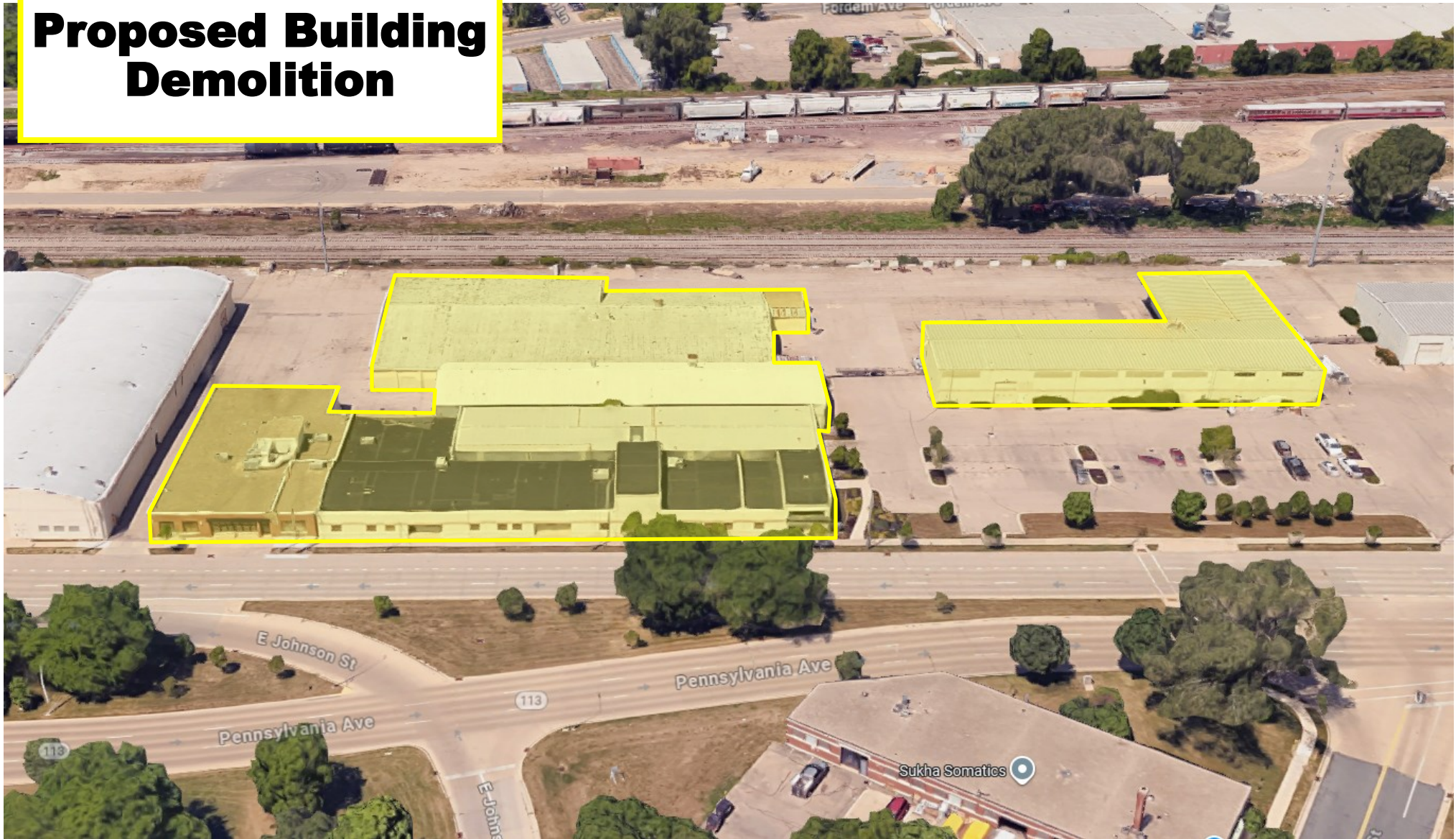




**Not included in  
current submittal.**

**2030 Pennsylvania  
(Subject Parcel)**

# Proposed Building Demolition



3. ALL PROPOSED IMPROVEMENTS WITHIN THE PUBLIC RIGHT-OF-WAY OR CONNECTIONS TO CITY OWNED UTILITIES SHALL BE COMPLETED PER THE CITY ISSUED IMPROVEMENTS PLAN (CONTRACT NO. XXXX, PROJECT NO. XXXXX). IMPROVEMENTS PROPOSED WITHIN THE RIGHT-OF-WAY ON THE HUB - U/LGM VILLAGER ON PARK PRIVATE DEVELOPMENT DRAWINGS ARE SHOWN FOR REFERENCE ONLY. CITY ISSUED PLANS GOVERN.

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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](#)

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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!



**Joey Wisniewski**  
*Senior Development Coordinator*

**New Land Enterprises**  
C: 414.698.6383  
[NewLandMKE.com](#)



### 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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DIGITAL CITIES  
2022 SURVEY WINNER

