

CITY OF MADISON  
**INTER-DEPARTMENTAL**  
CORRESPONDENCE

DATE: January 28, 2008

TO: Plan Commission

FROM: Kevin Firchow, Planning Division

SUBJECT: Agenda Item 5- 301 N. Hamilton

Nan Fey requested that staff further clarify the density discussion as it relates to bedrooms included in the Planning Division Staff Report- Addendum dated 1/28/2008.

One of the concerns raised with this project was its density. The proposed density is nearly 130 du/ac (dwelling units per acre). In addition to dwelling units per acre, staff looked an alternative measure of density, the number of bedrooms per acre. For comparative purposes, staff also looked at the number of bedrooms at the Nichols Station Condominiums, directly across from the subject property. Staff concluded that the number of bedrooms between the properties to be similar. Please see page 2 of the Addendum for this discussion.

The following table shows that if the number of bedrooms remained the same (78), the density (dwelling units per acre) would decrease as the percentage of two-bedroom (or larger) units is increased. The number of bedrooms can be an indicator of the actual population and population density within the proposed building. If the proposed project had a percentage of two-bedroom units similar to that of Nichols Station, the density (dwelling unit per acre) calculation would be similar.

	Parcel Size (Acres)	Number of Total Units	Density (dwelling units per acre)	Number of Total Bedrooms	Percentage of Two Bedroom Units
Nichols Station Condominiums	0.7	45	64.3	77	71%
Proposed New Apartment Building	0.49	67	136.7	75	9%
<b>Total Proposed Project (Including New Building and Existing Units in "Pinkus" Building)</b>	0.54	70	129.6	78	9%
Example 1- Hypothetical	0.54	65	120.4	78	17%
Example 2- Hypothetical	0.54	44	82.2	78	45%
Example 3- Hypothetical	0.54	40	74.1	78	60%
Example 4- Hypothetical	0.54	36	66.7	78	78%

The above examples (1-4) were prepared by staff and are for illustrative purposes only. These examples do not present options presented by or agreed to by the applicant. In preparing these estimates staff included one (1) three-bedroom unit (as proposed in the applicant's project) in each of the hypothetical examples.

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January 24, 2008

Timothy Gruber, Commissioner  
City of Madison Plan Commission  
4349 Bagley Parkway  
Madison, WI 53705-5008

Re: McBride Point

Dear Mr. Gruber:

This letter is sent on behalf of The McBride Companies LLC, the owner and developer of a 71 unit apartment project located across from James Madison Park to be known as McBride Point. This matter was presented to the Plan Commission at its December 17, 2007 meeting and referred for further consideration at the Commission's January 28, 2008 meeting, next Monday. We would urge approval of the General Development Plan for McBride Point at that time.

This project has undergone great scrutiny by the neighborhood as well as by staff. I am enclosing an additional copy of the Neighborhood Steering Committee report which supports approval of the General Development Plan, while, at the same time, looks forward to the details in the Specific Implementation Plan. This is a classic example of taking deteriorating housing of marginal value and replacing it with safe and affordable rental housing which appeals to young professionals who wish to be downtown and participate in the life of this community. It is precisely what the City of Madison needs in this location. In fact, Mr. Hees, the principal of The McBride Companies, his wife and infant child will make this their primary residence.

While we are only at the General Development Plan stage, a great deal of thought and information has been provided concerning architectural detail, site planning and related issues. The Urban Design Commission has unanimously approved the project's design with very high marks. Suffice it to say, final design and construction details will be presented at the time of the SIP approval.

In addition, we will be reporting on progress to date on the possibility of relocating some of the houses currently on site. While none have been landmarked, there have been different interests expressed by different voices within the community. We will report on our efforts to date to seek relocation of these houses. However, the relocation should not be an impediment to the redevelopment and revitalization of this most important area. The Landmarks Commission approved demolition of these buildings at its meeting of November 17, 2007.

#5/  
COMMUNICATION

## Block 258 – Steering Committee Sentiment Re: McBride Point

### Steering Committee Overview

The McBride Point/Block 258 Redevelopment project was convened after an initial neighborhood meeting in the late summer of 2007. The chair was Heather Gregoire, and the rest of the committee members were Tina Bolstad, Jesa Lutz, Chase Nicholson, and Erik Paulson. At most meetings, we were joined by Ed Freer of the Alexander Company, Phil Hees the developer, and Alder Konkell. We met approximately 6 times as a small group, with the occasional interested guest from the neighborhood. We also had a large meeting for the neighborhood to brief them specifically about the plans in the middle of October at the Gates of Heaven.

### General Statement

The Steering Committee is generally in agreement that re-development is likely during coming years. There are continuing concerns about gentrification and affordability of newer housing developments as compared to the current pricing schema. Despite these concerns, the Steering Committee is generally comfortable with the location of the proposed Pinkus McBride/Block 258 project, and believes that a project on that block is well situated in terms of a larger building within the greater neighborhood schema. ]\*

### Design

The incorporation of the existing Pinkus McBride structure is overwhelmingly positive in the minds of the Steering Committee. We believe this helps to incorporate the existing flavor of the neighborhood with new development, and Pinkus is a recognizable building within our neighborhood. However, there is serious concern about the planned contemporary nature of the design gelling well with the mortar/brick structure of the Pinkus building. To date, preliminary sketches of the project seem to indicate that the primary building materials will be glass and metal, which the Steering Committee has trouble visualizing in juxtaposition with the Pinkus building.

The Steering Committee believes that this block is an anchoring block between the Capitol Square and the adjoining neighborhood, and that all possible efforts should be made to integrate the new design with the existing historical style, rather than mirroring something like the Broom Street development project. Generally, the Steering Committee would like to see a heightened use of masonry rather than wood and metal to help mesh the design with the surrounding areas. Generally, the Steering Committee does not like the current design, though we understand that this is at the GDP level of planning.

The Steering Committee believes the proposed size and scale of the building to be consistent with the neighborhood goals of increasing density (as stated in the 1983 neighborhood plan) and maintaining current neighborhood character. The neighborhood also is in favor of the current design's use of the sidewalks and independent entranceways for some of the residences. The size and scale of the building seems consistent largely because of Nichols Station's close proximity to the proposed location, and the height of buildings on Hamilton Street. The location of James Madison park also alleviates some concern about preserving green space. Additionally, some members of the Steering Committee wonder if instead of having 3 full floors with a set-back, if four floors would be more appropriate, though the Steering Committee would like to see a full sketch of any increased height, and how it would integrate with the existing structure. ]\*

### Parking

# MICHAEL BEST

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Timothy Gruber, Commissioner

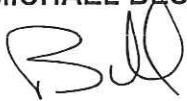
January 24, 2008

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We look forward to seeing you on Monday evening. If there are any questions concerning this prior to that time, please do not hesitate to contact me on my cell phone at 695-4946.

Sincerely,

**MICHAEL BEST & FRIEDRICH LLP**



William F. White

WFW:jas

Enclosure

cc: Bradley A. Murphy  
Tim Parks  
Alder Brenda Konkel  
Phil Hees  
Ed Freer, Alexander Company  
Dave Kaul, Alexander Company  
Erik Paulson, Chair, Neighborhood Advisory Committee

The proposed amount of parking is probably the largest concern of the neighborhood. The current proposal has 70+ residents and approximately half that number of parking spaces. The proposed development would likely create 1-4 new street parking slots, but this will not be sufficient to accommodate the increased density created by the project. It should be noted that the developer has a variety of off-site parking lots available for rental and has given thoughtful consideration to how to manage the situation. That said, this is a continuing concern to residents of the neighborhood.

### **Green Space/Environmental Concerns**

The current proposal includes a green roof, which is environmentally conscious. The developer has stated he is concerned with recycling building materials, but is not enrolled in any type of green building pledge. The construction of this project would serve to abolish gravel parking lots, which is a plus, but there are concerns about the usability of the green roof. That said, with James Madison park just across the street, high-traffic green space is not a priority in this project.

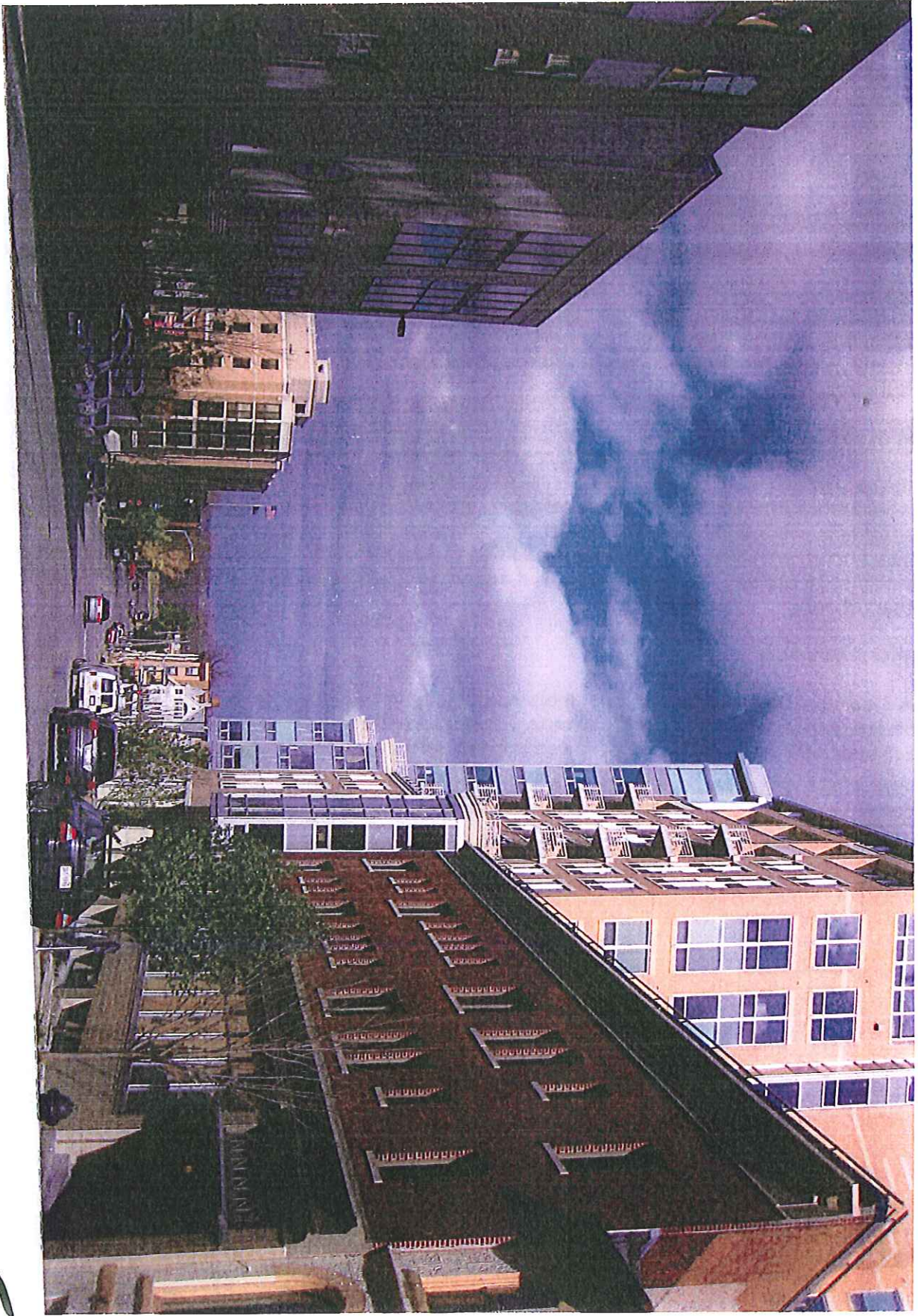
### **Historical Concerns**

The largest concern with historical preservation lies with the duplex home located on Hamilton Street. This was one of Madison's first hospitals. (The yellow house, at the corner of Gorham/Hamilton/Hancock). The developer has offered to move the building in the event that a suitable location is located. It is stated that otherwise, the buildings have been severely altered and have little historical value. The Steering Committee at large is not concerned with this particular building being preserved, but is sensitive to larger neighborhood concerns about preservation.

### **General Summary**

The Steering Committee is in favor of the project going through, and looks forward to working with the developer on the specific planning stage, such that our major concerns with the aesthetics and design may be addressed in more detail.





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