



17 January 2008

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:

To help clarify and communicate the intent of the proposed project for McBride Point we are resubmitting the attached information.

The intent is to assemble originally submitted information including recent modifications in response to comments received from City staff, Landmarks Commission, UDC, public meetings and community comments.

The attachments include the following:

1. Site survey
2. Site plan
3. Floor plans
4. Elevations and massing studies
5. Site sections and garden concept precedent image
6. Context photos
7. Landmarks Commission comments
8. UDC comments
9. Neighborhood steering committee memo
10. Clarification on C-2 Zoning
11. Relocation and demolition clarifications

We believe that the majority of staff comments or conditions appropriate for "GDP" resolution have been addressed.

We acknowledge all comments and intend to address those conditions which are more appropriately addressed at the "SIP" level during the SIP submittal phase.

Respectfully,  
THE ALEXANDER COMPANY, INC

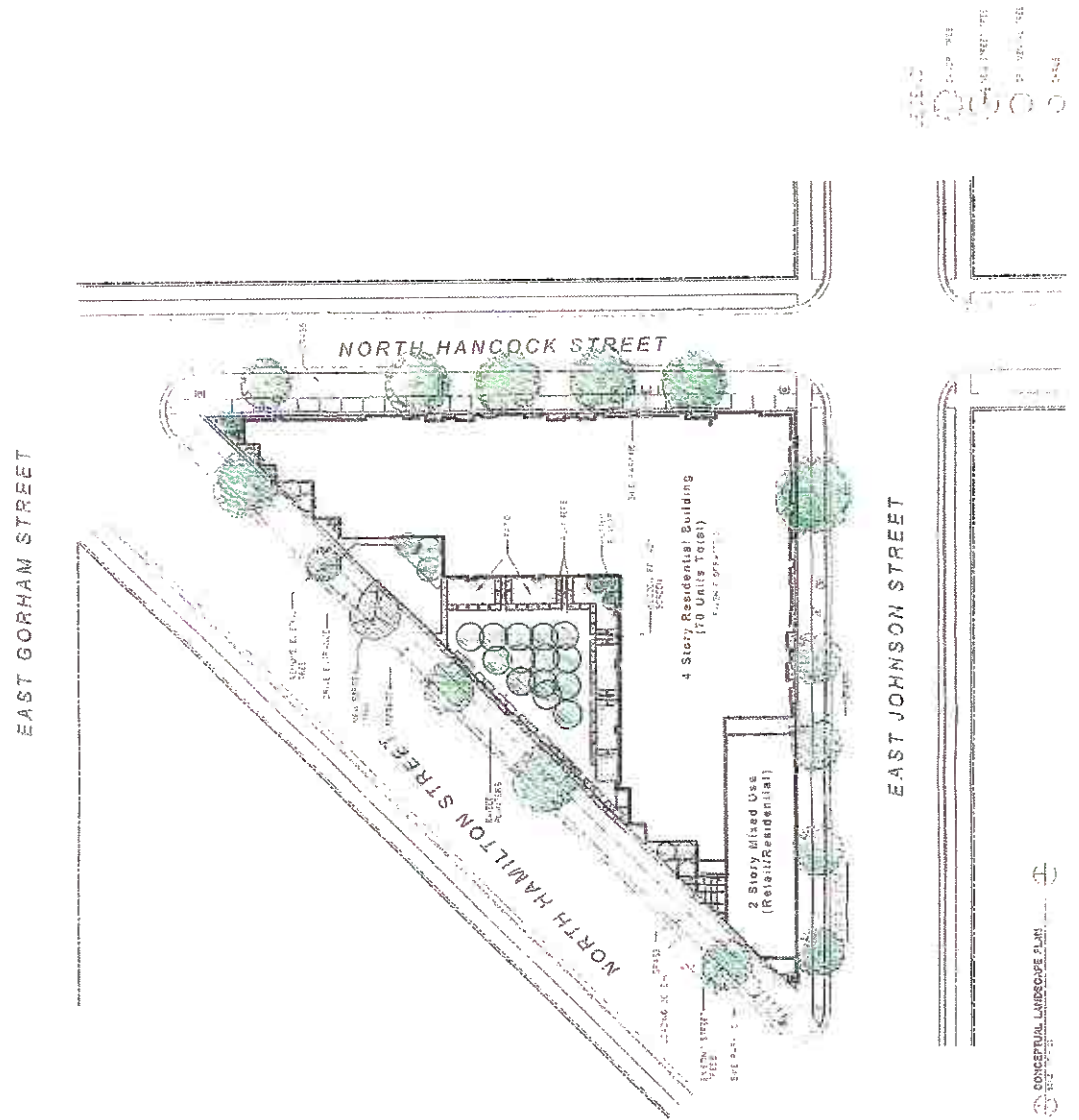


Eduard J. Freer  
Planning & Development Project Manager

Enclosures

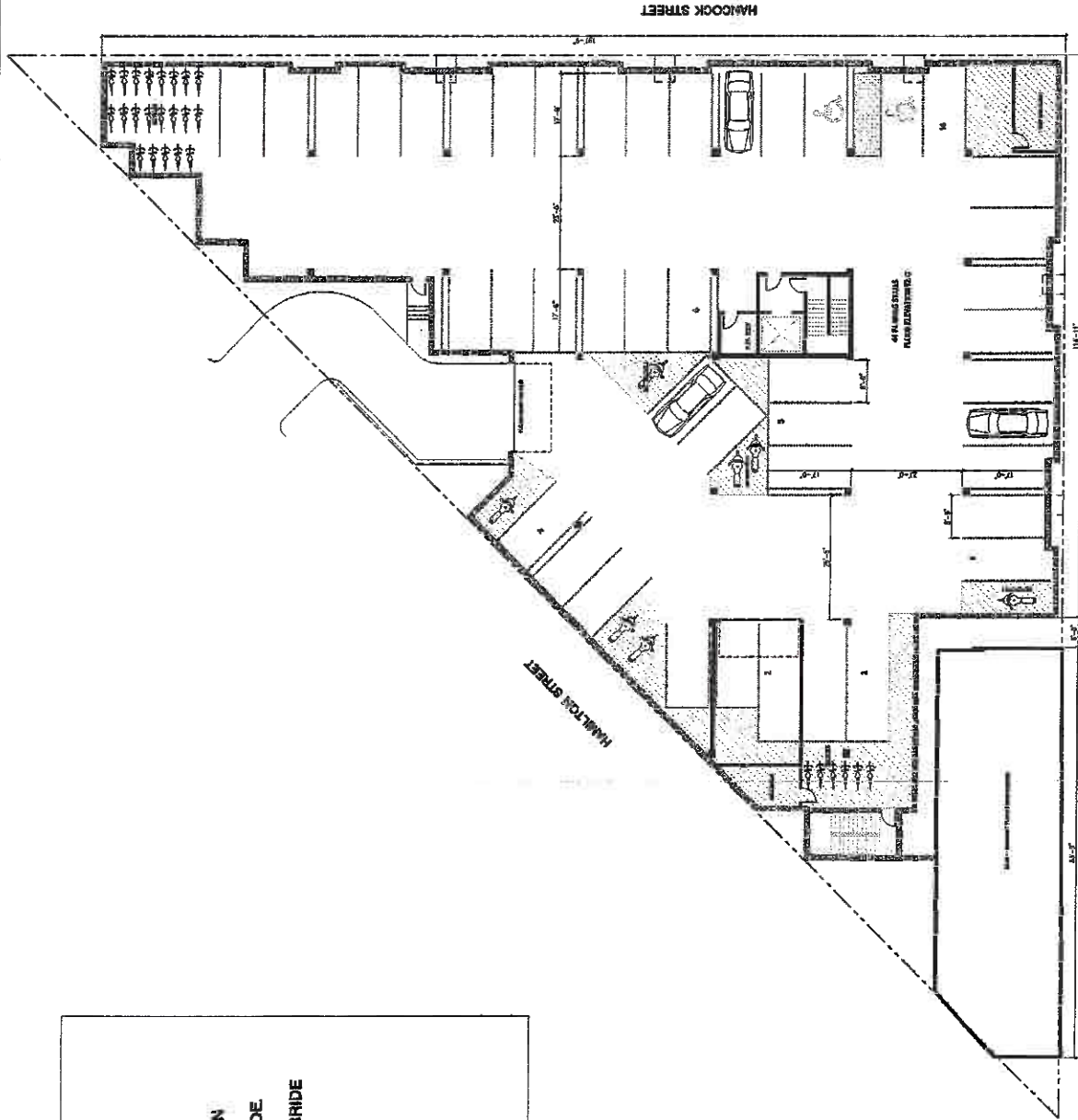






**PROJECT INFORMATION**

- 23,620 S.F. SITE AREA
- 19,467 S.F. GARAGE LEVEL
- 68,616 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
- 82 1 BEDROOM FLATS
- 5 2 BEDROOM FLATS
- 1 3 BEDROOM APARTMENT
- 3 1 BEDROOM UNITS ON SECOND FLOOR OF PINKUS MCBRIDE
- 71 TOTAL UNITS



JOHNSON STREET

NEW CONSTRUCTION 18,407 S.F.

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

PROJECT NO.  
07-642

SHEET NO.

**A3.0**

BASEMENT FLOOR PLAN  
DRAWN BY: J.A.P.  
CHECKED BY: J.A.P.  
DATE: 12/15/11

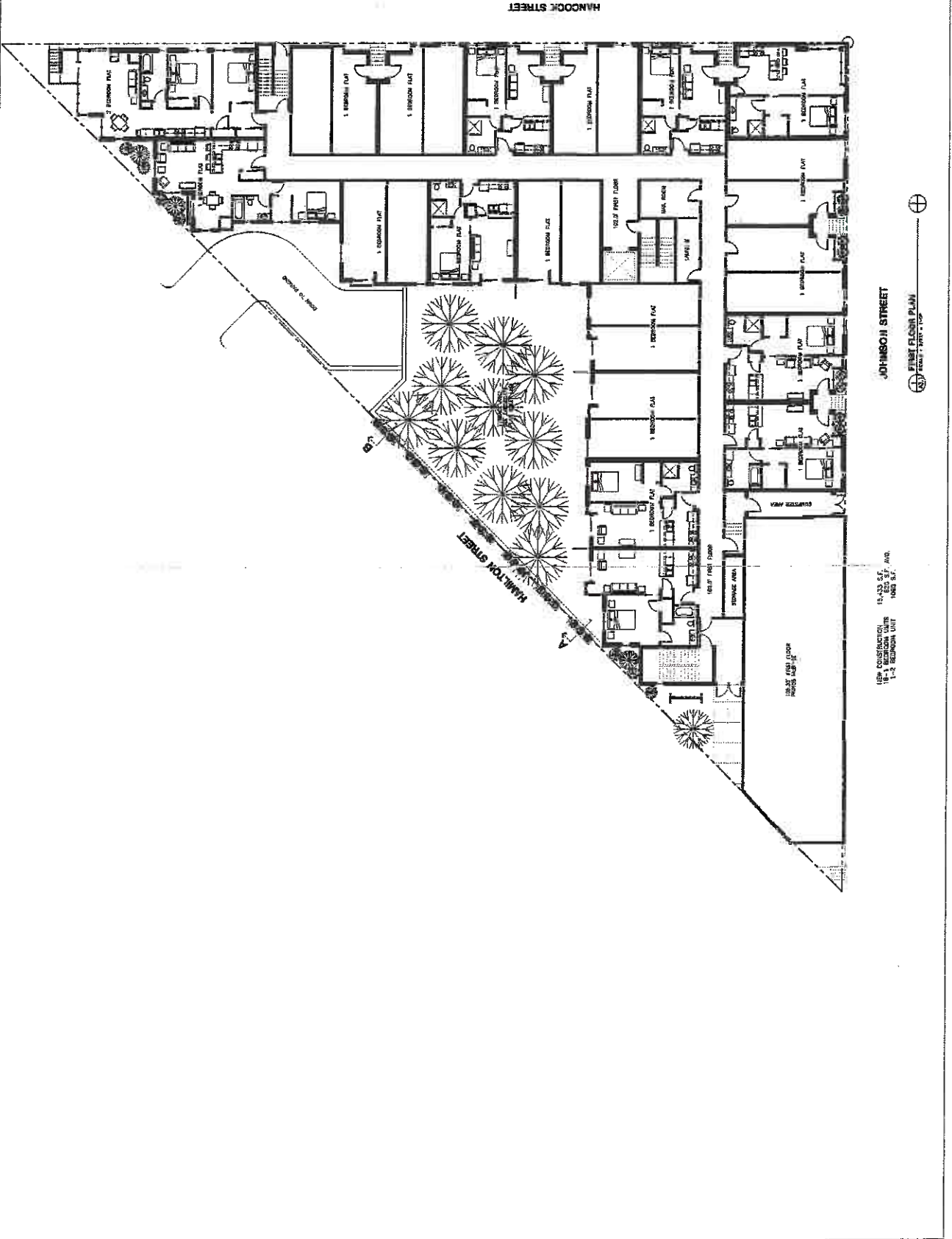
BLOCK 25E  
COP SEAWAY  
NORTH HAMILTON STREET  
MADISON, WISCONSIN

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

Alexander, Parry & Construction  
**ALEXANDER COMPANY**  
146 E BADGER ROAD, SUITE 200  
MADISON, WISCONSIN 53713  
TELEPHONE: 608-258-5593  
FAX: 608-258-5598

ARCHITECT: Planning & Construction <b>ALEXANDER COMPANY</b> 445 E BADGER ROAD, SUITE 200 MADISON, WISCONSIN 53718 TELEPHONE: 608-258-5580 FAX: 608-258-5599	<b>PRELIMINARY</b> FOR SUBMITTAL PURPOSE ONLY <b>NOT FOR CONSTRUCTION</b>	BLOCK 258 CDP SUBMITTAL NORTH HAMILTON STREET MADISON, WISCONSIN	SHEET NO. 07-542
			PROJECT NO. 07-542

FIRST FLOOR PLAN DRAWN: MKL DATE: 12/15/07 CHECKED: JKL DATE: 12/15/07	SHEET NO. 07-542
--	------------------



JOHNSON STREET

14-258 ST. AVE.  
 1-2 BEDROOM UNIT  
 1000 ST.



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

14-258 ST. AVE.  
 1-2 BEDROOM UNIT  
 1000 ST.

14-258 ST. AVE.  
 1-2 BEDROOM UNIT  
 1000 ST.

14-258 ST. AVE.  
 1-2 BEDROOM UNIT  
 1000 ST.

14-258 ST. AVE.  
 1-2 BEDROOM UNIT  
 1000 ST.



Architect: Perry & Construction  
**ALEXANDER COMPANY**  
 415 E. BADGER ROAD, SUITE 200  
 MADISON, WISCONSIN 53719  
 TELEPHONE: 608-258-5580  
 FAX: 608-258-5599

**PRELIMINARY**  
 FOR INFORMATION  
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 PURPOSE ONLY

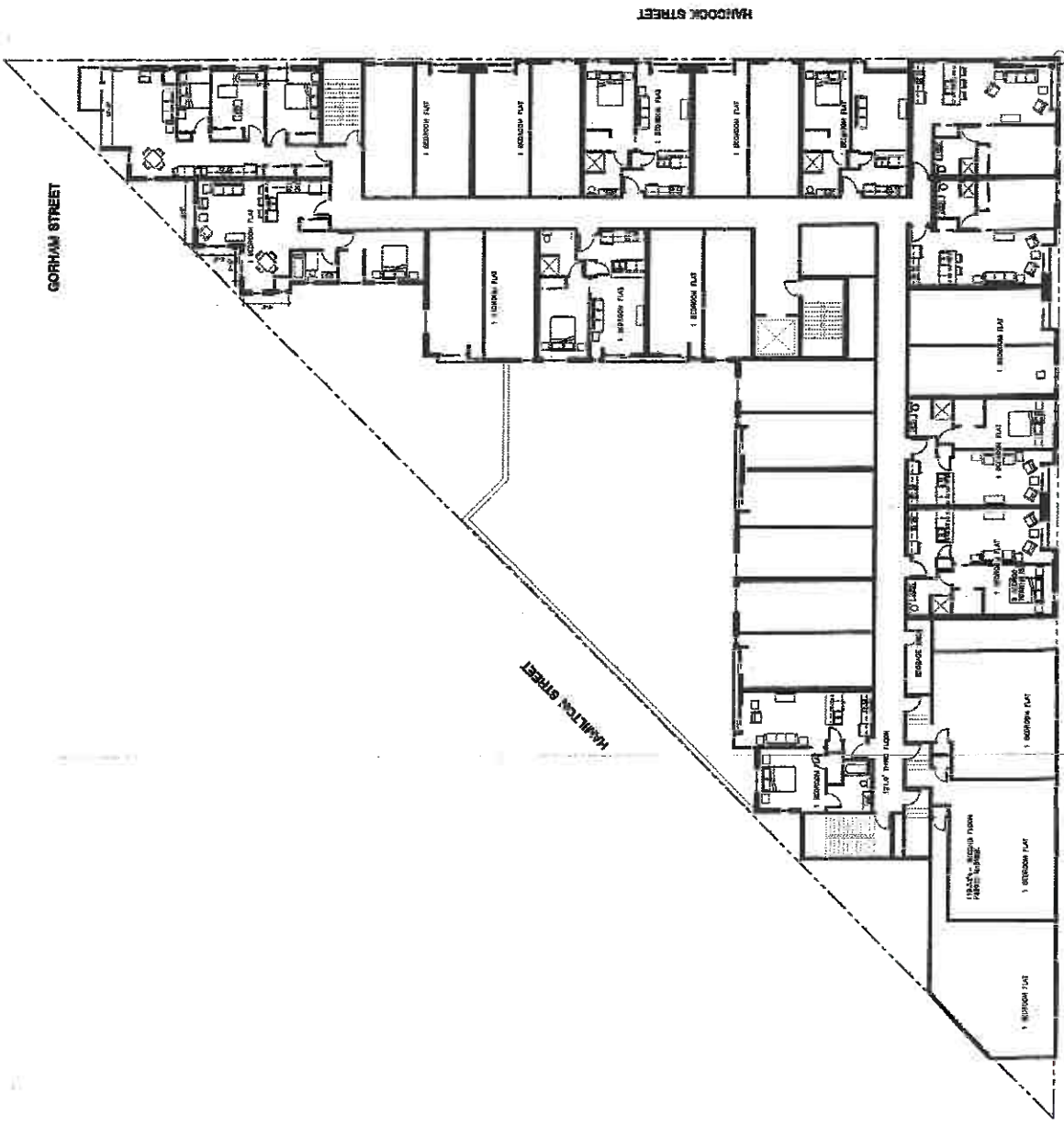
**BLOCK 258**  
 COR. SHERIDAN  
 NORTH HAMILTON STREET  
 MADISON, WISCONSIN

DATE: 07-15-12	BY: JSP
DATE: 07-15-12	BY: JSP
DATE: 07-15-12	BY: JSP
DATE: 07-15-12	BY: JSP
DATE: 07-15-12	BY: JSP
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DATE: 07-15-12	BY: JSP
DATE: 07-15-12	BY: JSP
DATE: 07-15-12	BY: JSP

PROJECT NO.  
 07-5-12

SHEET NO.  
**A3.3**

THIRD FLOOR PLAN

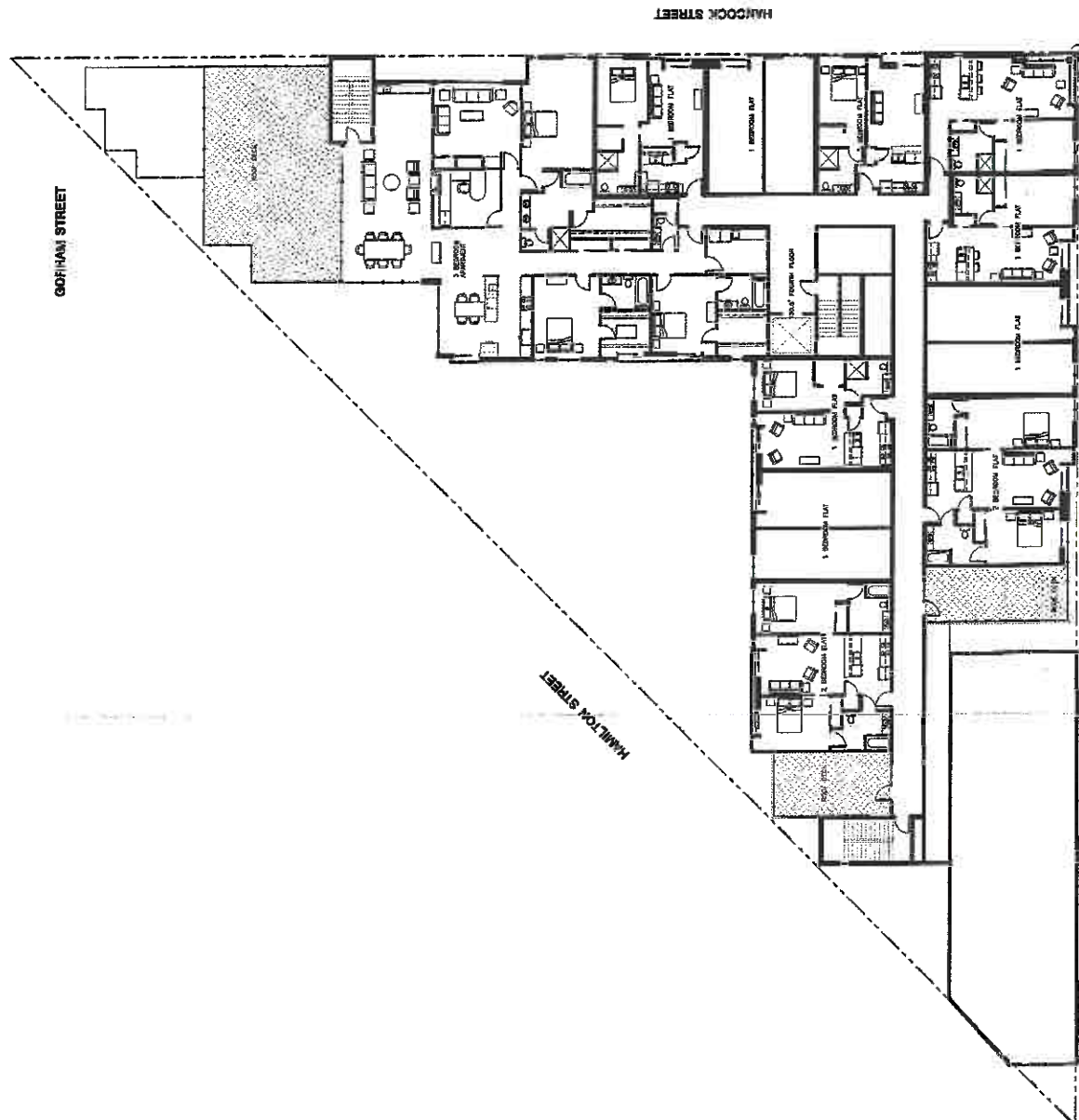


THIRD FLOOR PLAN  
 SCALE: 1/8" = 1'-0"

15,000 S.F. AVE.  
 400 S.F. AVE.  
 1,500 S.F. AVE.  
 2,000 S.F. AVE.  
 3,000 S.F. AVE.



<b>PRELIMINARY</b> <b>FOR INFORMATION</b> <b>NOT FOR CONSTRUCTION</b> <b>FOR PURPOSE ONLY</b> <b>ALEXANDER COMPANY</b> Architect, Planning & Construction 46 E BADGER ROAD, SUITE 200 MADISON, WISCONSIN 53719 TELEPHONE 608-258-5690 FAX 608-258-5398	<b>PROJECT NO.</b> 07-542	<b>SHEET NO.</b> A34	1-07 (TOP FLOOR)
			0-00 (BASE)
<b>BLOCK 258</b> <b>CDP SUBMITTAL</b> <b>NORTH HAMILTON STREET</b> <b>MADISON, WISCONSIN</b>	<b>ORBITH FLOOR PLAN</b> <b>DRAWING DATE</b> <b>DATE</b>	<b>NEW CONSTRUCTION</b> 15,000 S.F. ARE 4 - 1 BEDROOM FLATS 1 - 3 BEDROOM APARTMENT	<b>EXISTING FLOOR PLAN</b> SCALE: 1/8" = 1'-0"



NEW CONSTRUCTION  
 15,000 S.F. ARE  
 4 - 1 BEDROOM FLATS  
 1 - 3 BEDROOM APARTMENT

JOHNSON STREET  
 SCALE: 1/8" = 1'-0"

GOFFMAN STREET

HANCOCK STREET

HAMILTON STREET



EXISTING FINKUS MOEBE BUILDING TO REMAIN AS IS WITH THE EXCEPTION OF MINOR REPAIR RESTORATION WORK.

**SOUTH ELEVATION - JOHNSON STREET**

**MATERIAL LEGEND**

- EIFS - COLOR TBD
- NATURAL CEDAR SIDING
- COMPOSITE ALUMINUM PANEL
- GLASS
- CONCRETE MASONRY UNITS
- POURED CONG.
- ALUMINUM GRILLE
- CABLE RAIL

Architect: Planning & Construction  
**ALEXANDER COMPANY**  
 145 E. BADGER ROAD, SUITE 200  
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 FAX 608-258-5599

**BLOCK 258**  
**GDP SUBMITTAL**  
**NORTH HAMILTON STREET**  
**MADISON, WISCONSIN**

DRAWN	APP'R.
11/12	JT
11/12	EF/RSJ/PJH

PROJECT NO.  
 07-642

SHEET NO.  
**A5.1**



EAST ELEVATION - HANCOCK STREET

MATERIAL LEGEND

- EPS - COLOR TBD
- NATURAL CEDAR SIDING
- COMPOSITE ALUMINUM PANEL

- GLASS
- CONCRETE MASONRY UNITS
- POLISHED CONC.

- ALUMINUM GRILLE
- CABLE RAIL

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DATE:	DATE:
TITLE:	DESCRIPTION:

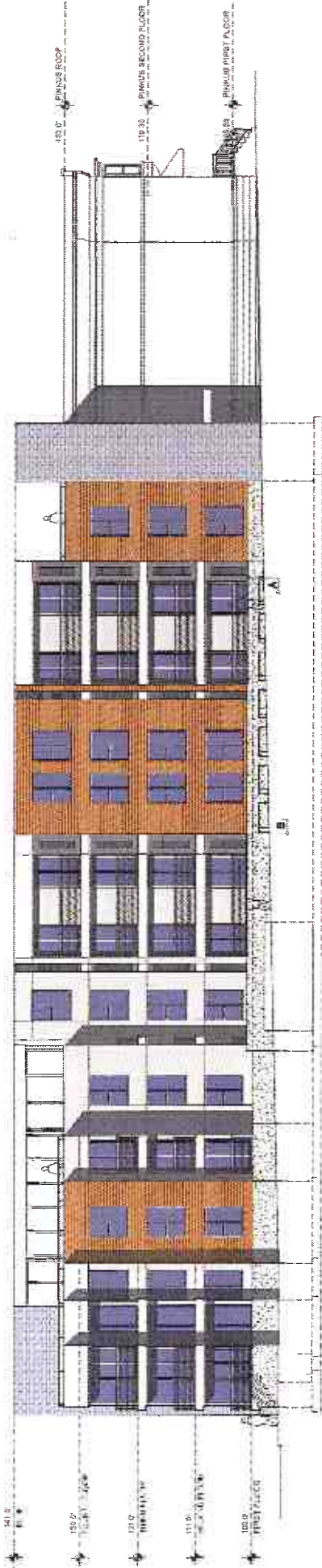
PROJECT NO.  
07-642

SHEET NO.

A5.2

ARCHITECT: FERRIS & CONSOLE  
**ALEXANDER COMPANY**  
 145 E. BADGER ROAD, SUITE 200  
 MADISON, WISCONSIN 53712  
 TELEPHONE: 608-258-1982  
 FAX: 608-258-6609

BLOCK 358  
 GDP SUBMITTAL  
 NORTH HAMILTON STREET  
 MADISON, WISCONSIN



NORTH ELEVATION - GORHAM STREET  
SCALE: 1/8" = 1'-0"

**MATERIAL LEGEND**

[Grey Box]	BIFS - COLOR TID	[Blue Box]	GLASS	[White Box]	ALUMINUM GRILLE
[Orange Box]	NATURAL CEDAR SHING	[Red Box]	CONCRETE MASONRY UNITS	[Horizontal Lines]	CABLE MAIL
[White Box]	COMPOSITE ALUMINUM PANEL	[Grey Box]	POURED CONC.		

Architects, Planning & Construction  
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 FAX: 608-258-5599

BLOCK 25B  
 GDP SUBMITTAL  
 NORTH HAMILTON STREET  
 MADISON, WISCONSIN

DIARR:	APPR:
DATE:	DATE:
BY:	BY:
FOR:	FOR:
REVISION:	REVISION:

PROJECT NO.  
07-642

SHEET NO.  
**A5.3**



WEST ELEVATION - HAMILTON STREET

**MATERIAL LEGEND**

- EIFS - COLOR TBD
- NATURAL CEDAR SIDING
- COMPOSITE ALUMINUM PANEL
- GLASS
- CONCRETE MASONRY UNITS
- FINISHED CONC.
- ALUMINUM ORNATE
- CABLE MAIL

ALEXANDER COMPANY  
 145 E BADGER ROAD, SUITE 200  
 MADISON, WISCONSIN 53713  
 TELEPHONE 608-558-5580  
 FAX 608-258-5505

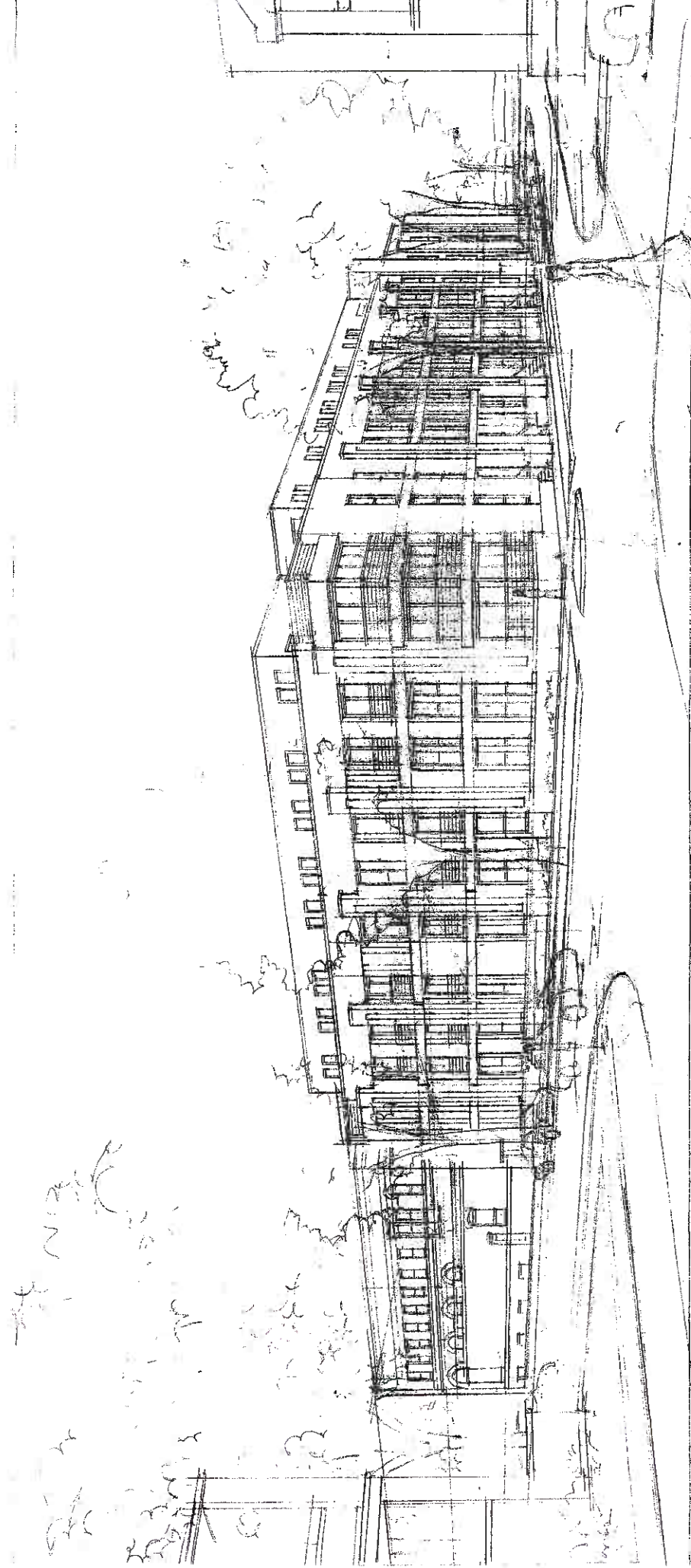
BLOCK 25B  
 GDP SUBMITTAL  
 NORTH HAMILTON STREET  
 MADISON, WISCONSIN

DRAWN:	DATE:
1.10.07	11/15/07
APP'D:	DATE:
J. J. JOHNSON	11/15/07

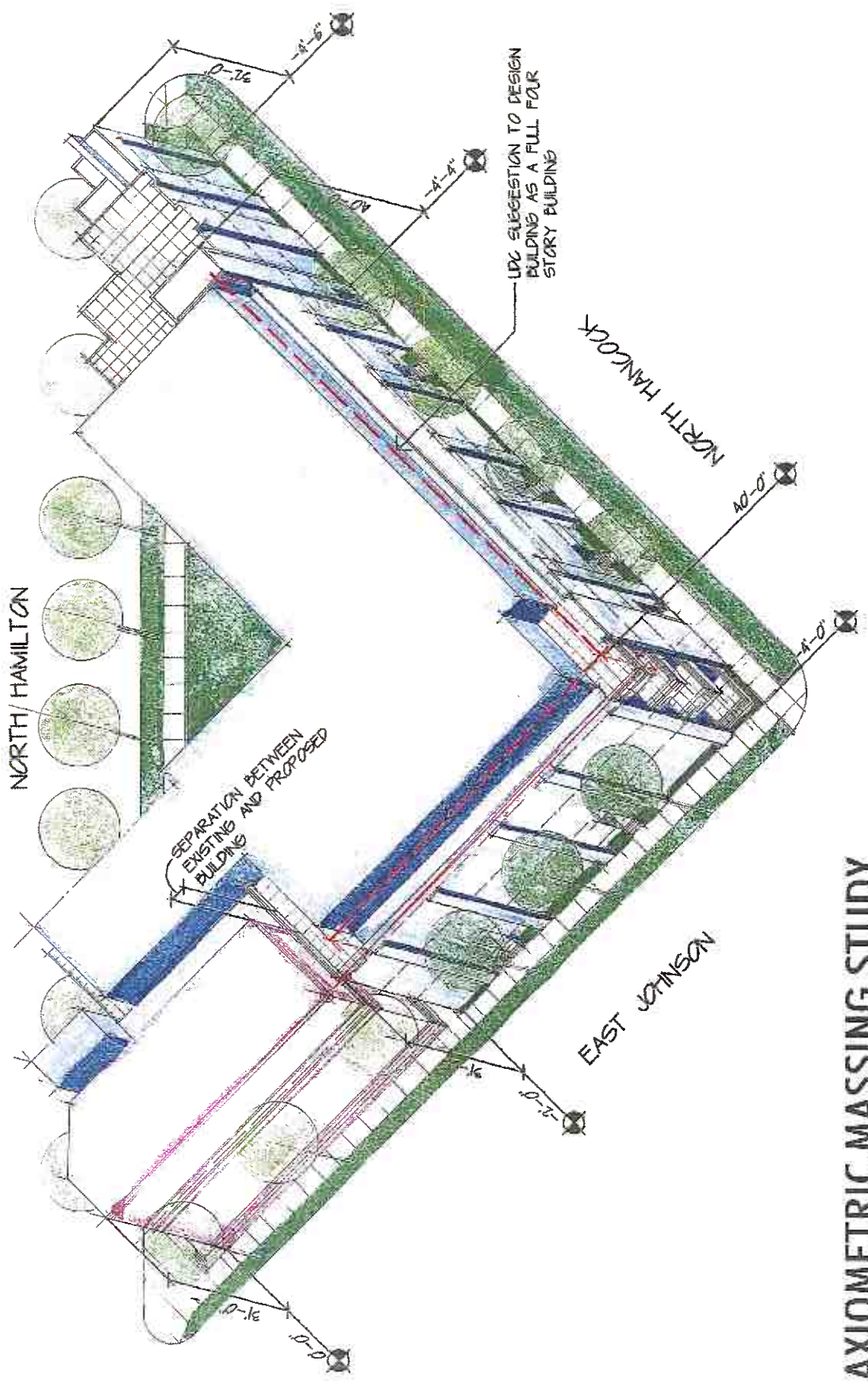
PROJECT NO.  
07-642

SHEET NO.

**A5.4**



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



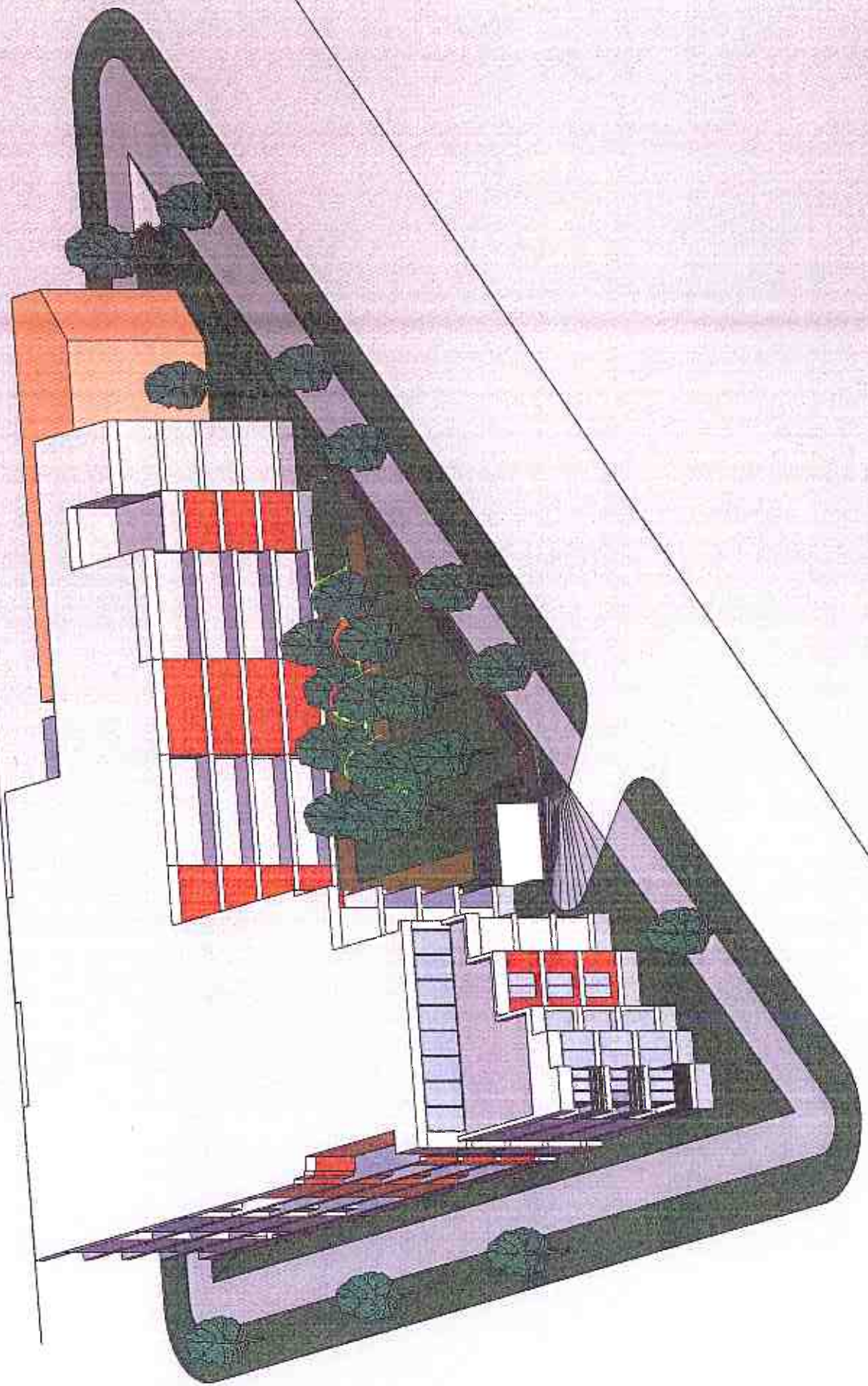
UDC SUGGESTION TO DESIGN BUILDING AS A FULL FOUR STORY BUILDING

SEPARATION BETWEEN EXISTING AND PROPOSED BUILDING

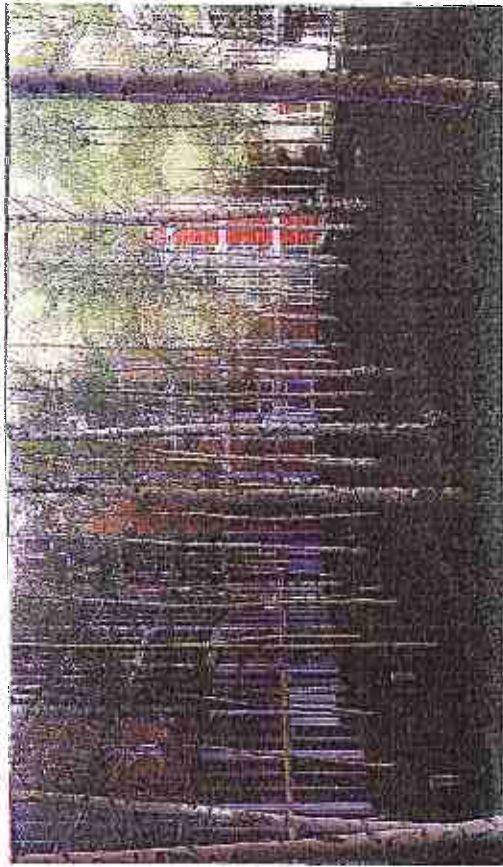
# AXIOMETRIC MASSING STUDY

MCBRIDE POINT

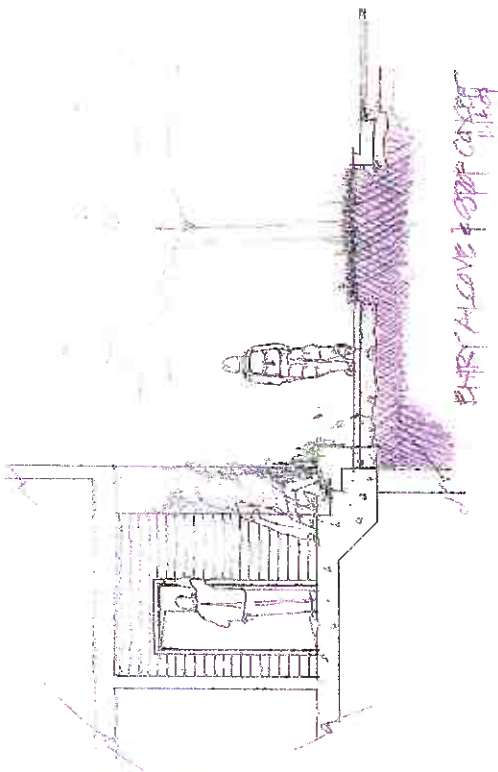
12-17-07







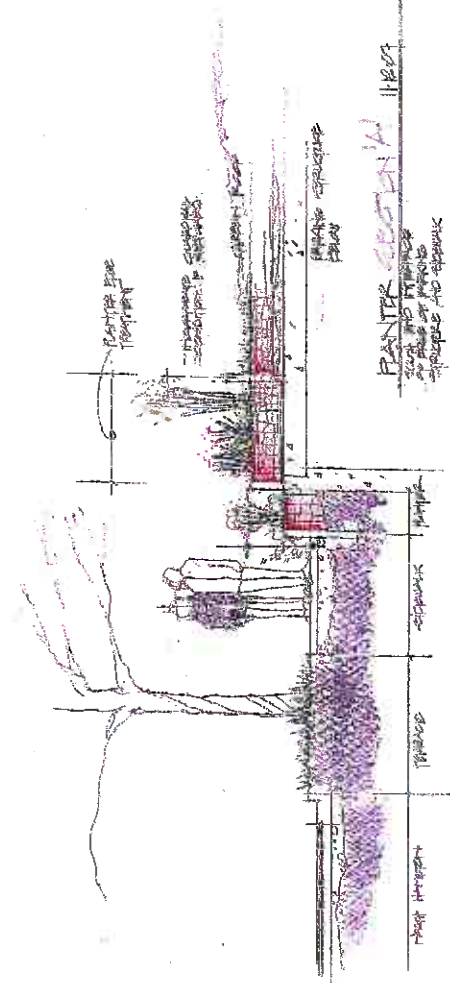
Good Prospect - WISE



Front Lawn + edge Concept



Patio area  
Patio area



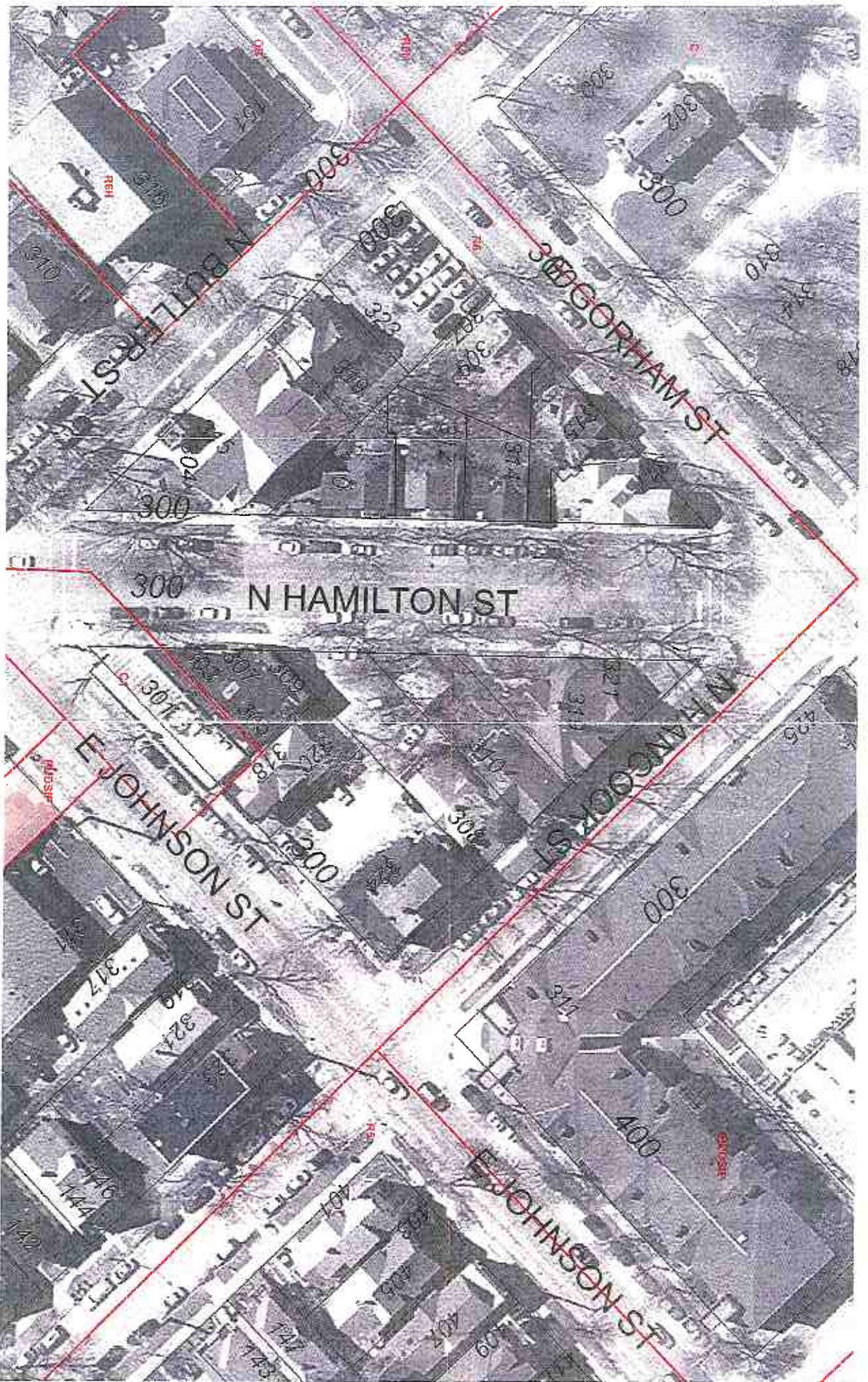
Patio area  
Patio area

# SITE SECTIONS + RESIDENTIAL GARDEN ♦ GROVE CONCEPT

McBRIDE POINT



12-17-07



Block 258 PUD-GDP



Block 258 PUD-GDP



Block Context



Adjacent Block Context N. Hamilton Street



Adjacent Block Context N. Hancock Street



Adjacent Block Context E. Johnson Street



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

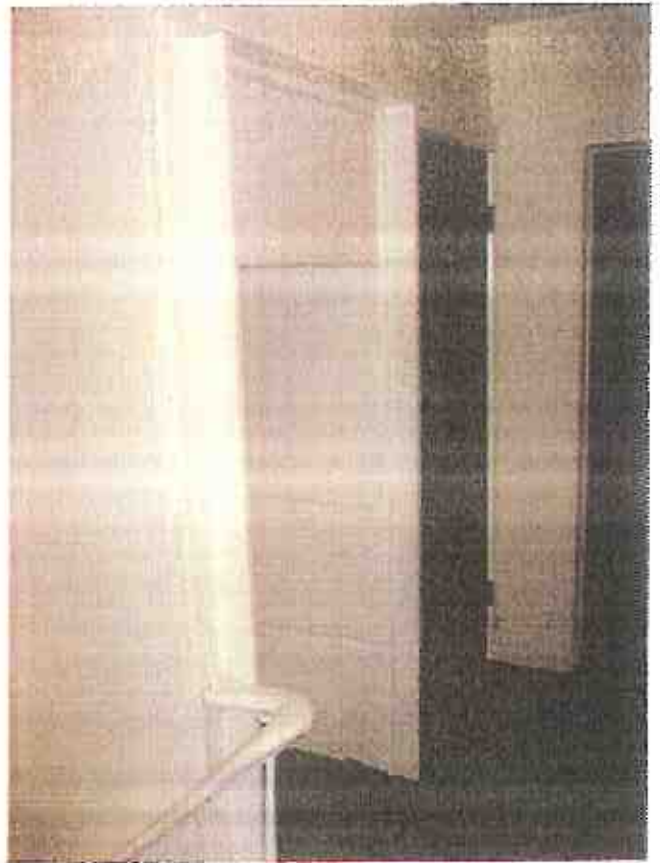
Proposed for demolition for residential building

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.

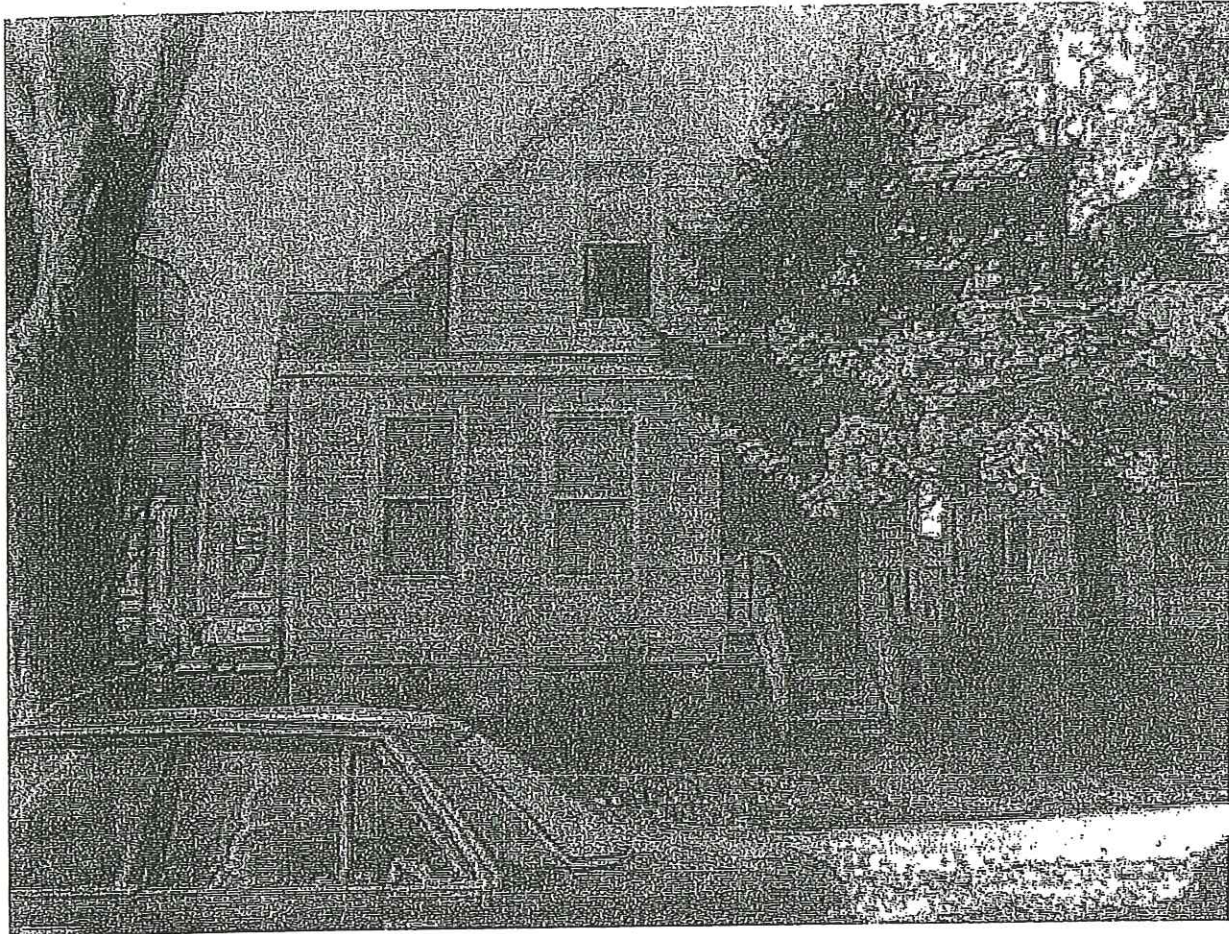


324 E. Johnson





324 E. Johnson



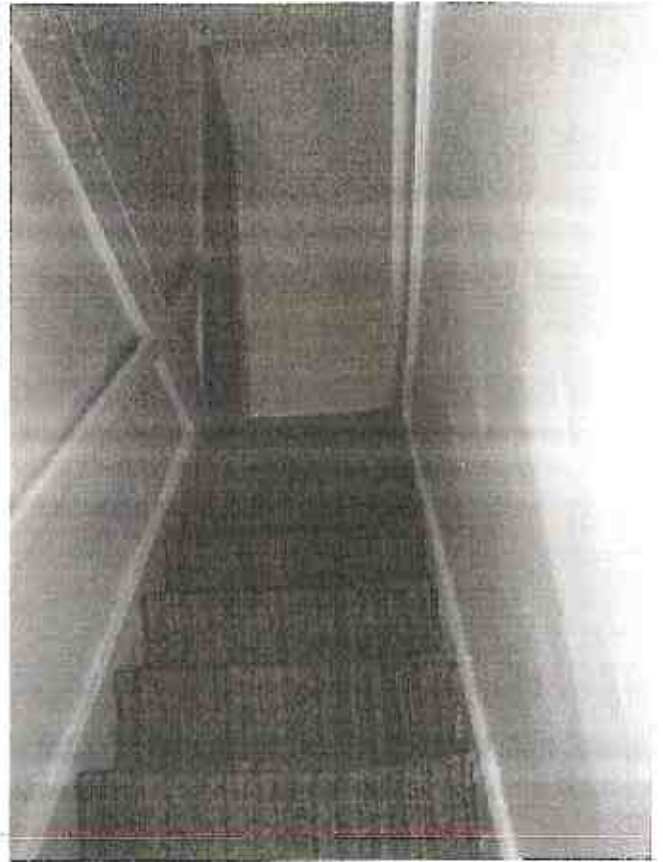
308 N. Hancock Street  
J. A. Steinle House  
1890

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

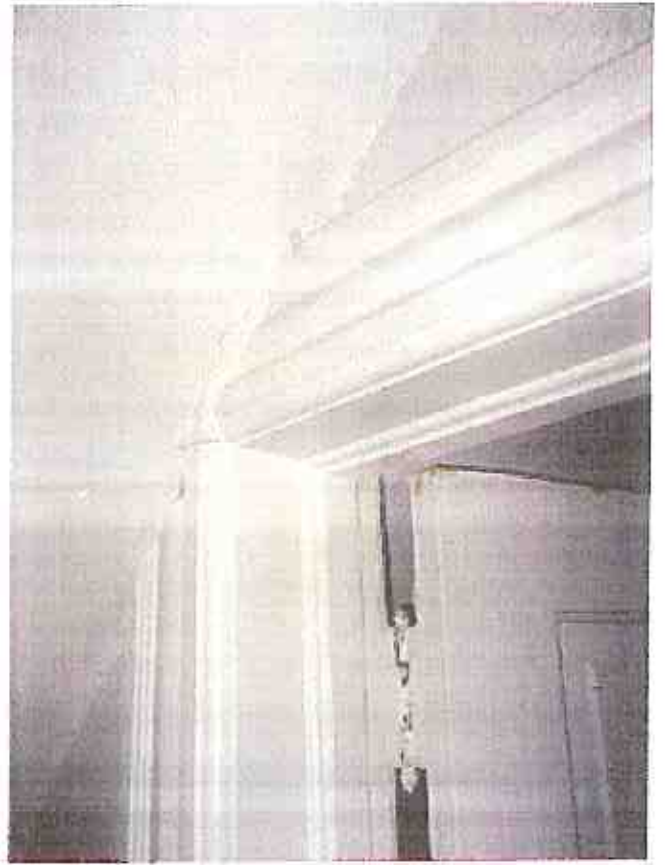
Proposed for demolition for residential building

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.

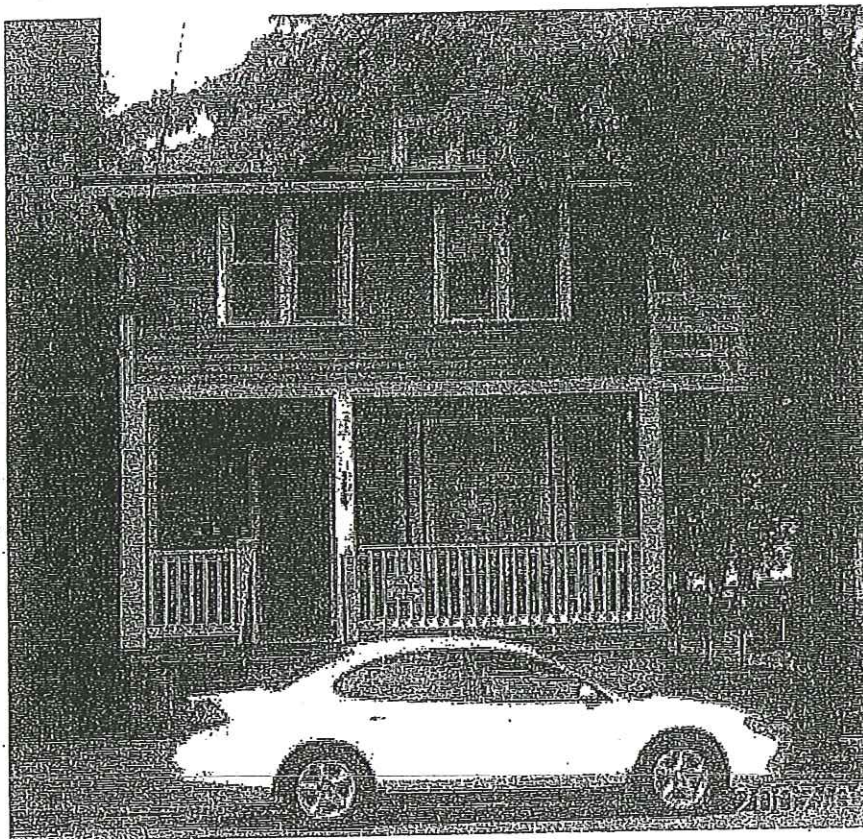
This building served as her home and office from ca. 1899 until her death in 1940. It has lost a fair amount of exterior integrity.



310 N. Hancock



310 N. Hancock



318 E. Johnson Street  
Henry C. Adams House  
1893

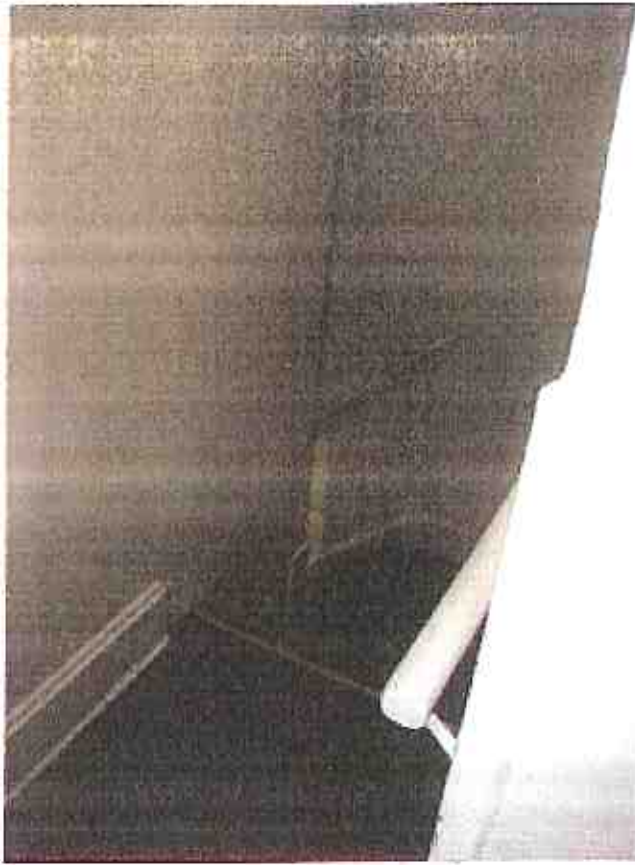
Proposed for demolition for residential building

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.

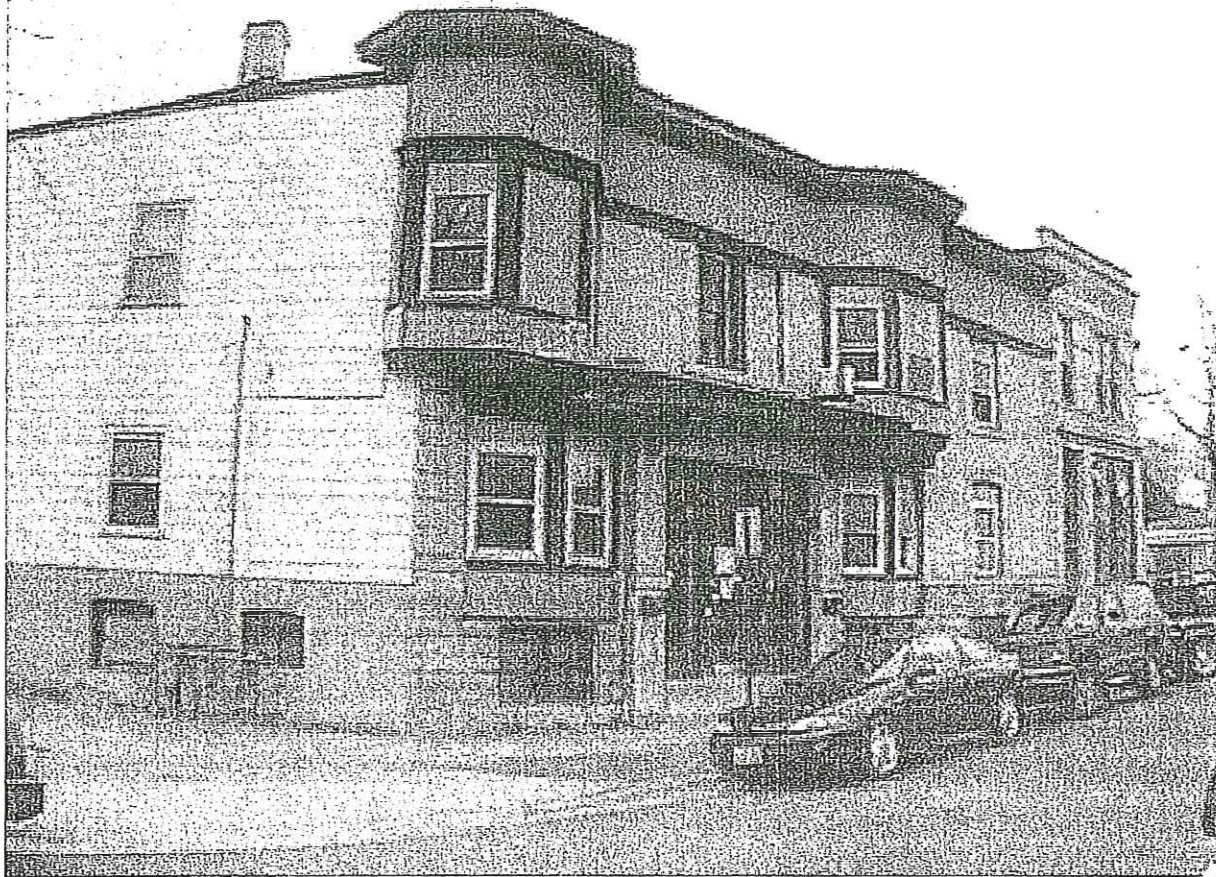




318 E. Johnson

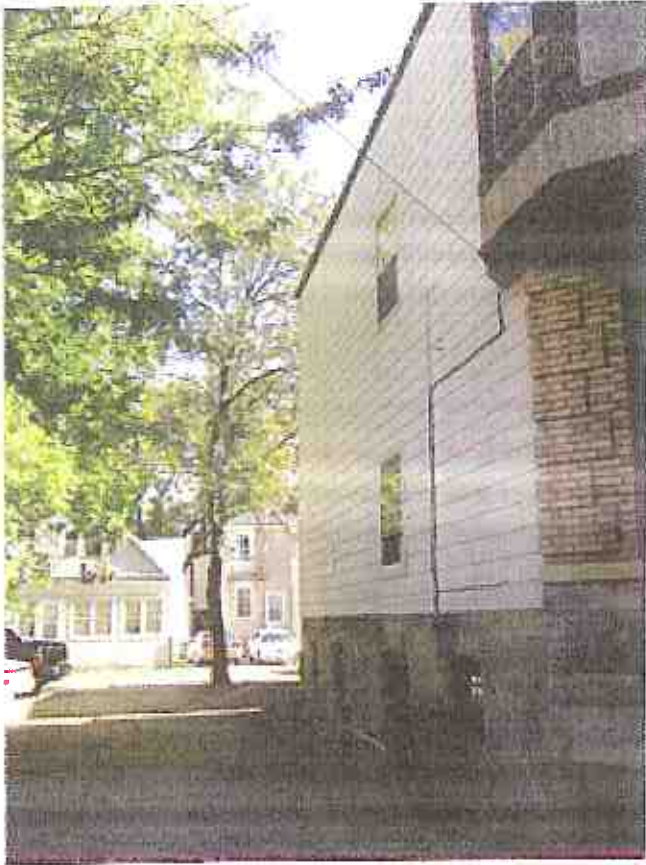


318 E. Johnson



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



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



## Downtown Context and the Comprehensive Plan

The project is part of an evolving North Hamilton Street corridor and we view the project very much part of this corridor.

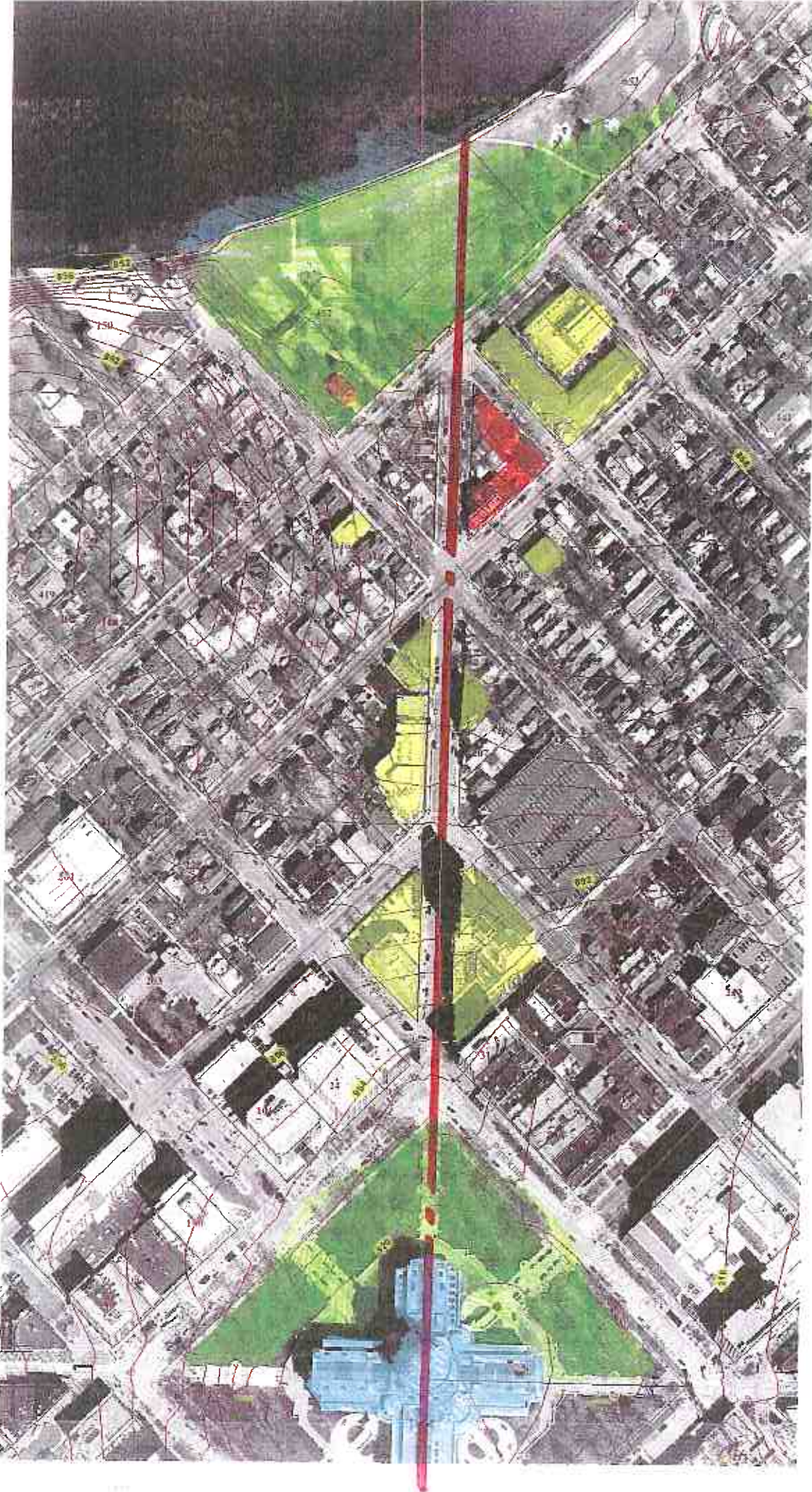
North Hamilton Street has experienced considerable redevelopment and infill over the last eight to ten years. The general development has increased residential density with an attempt to introduce street level retail as appropriate.

The proposed McBride Point project is also proposing an increase in density.

When looking at the downtown district and comprehensive plan the project is very much in the proposed range of density.

The design intent was focused on the downtown young professional work force. To offer the best housing product and property management the proposed project has a predominately single bedroom unit mix.

When compared to the surrounding new infill housing with multiple bedroom units the actual population density of the proposed McBride Point project comes close to the density range currently recommended in the comprehensive plan – residential development of 16 to 60 units per net acre. The first settlement – Old Market Place Downtown District is described in the comprehensive plan as a diverse area with residential densities above the average of 40 – 60 units per acre. It also implies that higher densities may be appropriate for portions of the district. However, to support higher densities in the context of the age of the current neighborhood plan staff recommends evaluating projects and their merits based on land use, context, design quality and neighborhood layout. Please review attached neighborhood steering committee comments.



North Hamilton Street Corridor

## AGENDA # 5

City of Madison, Wisconsin

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**REPORT OF: URBAN DESIGN COMMISSION****PRESENTED:** November 21, 2007**TITLE:** 301-321 North Hamilton Street, 318-324 East Johnson Street, 308-310 North Hancock Street – PUD-GDP for a 4-Story, Sixty-Seven Unit Residential Building. 2<sup>nd</sup> Ald. Dist. (07908)**REFERRED:****REREFERRED:****REPORTED BACK:****AUTHOR:** Alan J. Martin, Secretary**ADOPTED:****POF:****DATED:** November 21, 2007**ID NUMBER:**

---

Members present were: Lou Host-Jablonski, Chair; John Harrington, Richard Slayton, Bruce Woods, Richard Wagner, Bonnie Cosgrove, Jay Ferm, Marsha Rummel and Todd Barnett.

### SUMMARY:

At its meeting of November 21, 2007, the Urban Design Commission **GRANTED FINAL APPROVAL** of a PUD-GDP located at 301-321 North Hamilton Street, 318-324 East Johnson Street, and 308-310 North Hancock Street. Appearing on behalf of the project were Ed Freer, McBride Companies; and Phil Hees. Prior to the presentation Freer noted to the Commission that architectural issues will be dealt with at the SIP level, where the modified plans relevant to architecture present concepts to deal with issues. Freer continued with the presentation on the following:

- Issues with geometry of access, slope and grade of the lower level parking were further detailed with further specification to be provided at the SIP level.
- Existing mature tree terrace plantings will be maintained or preserved; if necessary they will be replaced with new trees adjacent to driveway entry to lower level parking only.
- The interface between the Pinkus McBride building and the proposed 4-story residential concepts were reviewed with further specification and detailing to be provided at the SIP level.
- A detailed review of concept stoop/entry details, including entry alcoves was provided.
- Resolution of the edge condition of the green plaza versus street address along Hamilton Street featured the use of a stepped up planter transition to the green roof to be maintained at a minimum height to lessen the need for a guardrail condition to the lower level parking ramp, along with the introduction of a seat wall and bench along the street.
- Concepts for the green roof plaza were further elaborated to make it more than just a seat and planting bed, which featured the development of an Aspen or River Birch grove type planting designed to provide a more visual screen.

Following the presentation the Commission noted the following:

- Eliminate the serrated edge and triangular corners with the new building's edge.
- Provide alternatives to demolition of houses such as relocation. Freer noted the owner is willing to pay for delivery costs.

- Concern with the lack of statement of neighborhood support. Staff noted that previous review of the project at an informational presentation featured testimony from Eric Paulson, neighborhood steering committee with the Block 658 project, spoke in support of the project, as well as elaborating on neighborhood support.

**ACTION:**

On a motion by Slayton, seconded by Woods, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a vote of (8-1) with Rummel voting no. The motion required that the applicant address all architectural issues with submission of the future SIP and confirmation of neighborhood support, as noted within the Commission's comments.

After the Commission acts on an application, individual Commissioners rate the overall design on a scale of 1 to 10, including any changes required by the Commission. The ratings are for information only. They are not used to decide whether the project should be approved. The scale is 1 = complete failure; 2 = critically bad; 3 = very poor; 4 = poor; 5 = fair; 6 = good; 7 = very good; 8 = excellent; 9 = superior; and 10 = outstanding. The overall ratings for this project are 6, 6, 6.5, 7, 7, 7, 7, 7 and 8.

**URBAN DESIGN COMMISSION PROJECT RATING FOR: 301-321 North Hamilton Street, 318-324 East Johnson Street, 308-310 North Hancock Street**

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
<b>Member Ratings</b>	6.5	-	-	-	-	-	7.5	6.5
	-	-	-	-	-	-	-	7
	-	-	-	-	-	-	6	6
	7	-	-	-	-	7	7	7
	7	-	-	-	-	8	8	7
	8	-	8	8	-	8	8	8
	6/7	6	6	-	-	-	7	6
	7	-	-	-	-	-	9	7
	-	-	-	-	-	-	-	7

**General Comments:**

- Let's see the details!
- Nice design, but the loss of an historic block is significant. Support/appreciate owners' effort to find new homes for houses.
- Great addition to the neighborhood.
- Quite nice. Go green roofs.

## 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 meeting, 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

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.

### **Clarification on Existing Zoning and Commercial Use of 301 N. Hamilton**

It is the intent of the applicant not to change the current use of the property at 301 North Hamilton Street.

Due to fire damage to the building, the upstairs was gutted and the shell was renovated. It is intended to provide access to the second floor from the stair tower and corridor of the proposed new structure and provide three residential units.

The Owner would like to have the flexibility to respond to changes to market conditions in the future and maintain the option to allow for office use on the second floor should such a use be appropriate.



## Relocation and Demolition

This project has come about as the Owner was faced with general maintenance, energy concerns/expenditures and the necessary repairs required due to two recent fires. The Owner looked at both renovation costs and redevelopment costs.

The final assessment resulted in the redevelopment option.

The project area was evaluated from an immediate urban context: the properties are not part of any historic or conservation district and contain no structures designated as landmark status.

The project team toured the property with the neighborhood steering committee and a few members of the Madison Preservation Committee.

The project was discussed at two separate Landmarks Commission meetings and the Commission has gone on record not to oppose relocation or demolition of six structures on the block.

It is the Owner's intent to make any of the properties available for relocation with financial assistance with specific limitations related to the proposed relocation travel distance and a reasonable time frame.

The Owner has advertised and continues to encourage relocation as his first option.

There are time limitations to the anticipated construction schedule, and required notifications to the existing tenants.

The intent is to not renew any leases after August 15, 2008.

Properties which have received interest for relocation could then be relocated. Any properties which have not attracted any interest for relocation would then need to be removed.

As part of the SIP a plan for recycling materials will be completed for any structures needing to be demolished.