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May 15, 2008

Ms. Nancy Fey, Chair  
2027 Chadbourne Avenue  
Madison, WI 53726

Re: McBride Point, 303 N. Hamilton Street  
Specific Implementation Plan

Dear <sup>Nan</sup>Chair Fey,

This letter is sent on behalf of The McBride Companies, the owner and developer of 71 rental housing units at the intersection of North Hamilton Street, East Johnson and East Gorham Streets, known as "McBride Point". Plan Staff has recommended approval of McBride Point and the Urban Design Commission has given final approval to the design of McBride Point. We urge approval of the Specific Implementation Plan at the Plan Commission's meeting on Monday evening, May 19, 2008.

McBride Point has undergone extensive public process, including 5-6 steering committee meetings and 3-4 full neighborhood meetings. The Neighborhood Steering Committee is in support of this project as it has evolved. On Monday evening, we will be prepared to answer any questions that any of the Plan Commissioners may have and to walk the Commission through the architectural detail, site plan and operations of McBride Point.

There are two waivers for items we would like to see removed from the conditions of approval on Monday evening. First, City Traffic Engineering has requested that a loading dock be located on site within the building. We have examined the possibility of putting a dock inside the building and have found it to be infeasible for a variety of reasons, including the lack of need for such a massive and intrusive facility. Rather, McBride Point will maintain the existing loading zone on East Johnson Street to serve the needs of the Pinkus McBride Grocery Store which provides food and groceries to neighborhood residents. A second loading zone will be solely for the residents of McBride Point. This loading zone will be located on Hamilton Street and will be used for collecting trash and also as a site for moving vans to occupy when tenants are moving in or leaving the building. By the nature of our expected renters, the move-in date will not be August 15 but, rather, staggered throughout the year because of the expected downtown residency of the occupants.

The second waiver is for a request also by Traffic Engineering that no residential parking permits be issued for any residents of 301 N. Hamilton Street. While this might be an acceptable limitation for 301 N. Hamilton Street, we believe this is actually an error on the part of Traffic Engineering and that they wish no permits be issued for any units in McBride Point.

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Presumably, the reason for this rather drastic limitation is that less parking is supplied than there are units. Currently, however, there are 48 residents in the area proposed for redevelopment which have the right under current City ordinance to apply for and receive a residential parking permit. Reducing this number to "zero" is discriminatory and counterproductive. There is the need for potentially 27 permits to achieve an equivalency of one parking spot for each dwelling unit. This limitation would be more fair and nondiscriminatory to the future residents of McBride Point.

On Monday evening, we will describe not only the architectural details of the building, but also the efforts to relocate existing housing. We are extremely proud of both the development process and the end product of McBride Point. Phil Hees, the sole owner of The McBride Companies intends to live on-site with his wife and 3 month old daughter. This is precisely the sort of developer and development which we seek in renewing our neighborhoods.

If you have any questions prior to Monday evening, please do not hesitate to give me a call at 695-4946. In the meantime, we look forward to Monday evening.

Sincerely,

**MICHAEL BEST & FRIEDRICH LLP**



William F. White

WFW:cmm

cc: Bradley A. Murphy  
Kevin Firchow, AICP  
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