

# HISTORIC AMERICAN EXCHANGE BANK BUILDING



The historic American Exchange building sits at the key corner of Madison's Capitol Square. After the building sat vacant for more than 5 years, Tom Neujahr and Brad Binkowski purchased the building in 1993. In 1995, they carefully restored the historic building and constructed a new addition that complimented the old building with a more contemporary design. An outdated elevator at the Capitol facing corner was removed to provide stairs, bathrooms, and ADA accessibility. The historic finishes in the first floor were lovingly and painstakingly restored before putting the building back into use as office space.

Urban Land Interests proposes to undertake a major urban development that brings life, vitality and energy to the property it owns. The American Exchange building will be saved, preserved and carefully incorporated into the development of the block.

## AMERICAN EXCHANGE DEVELOPMENT

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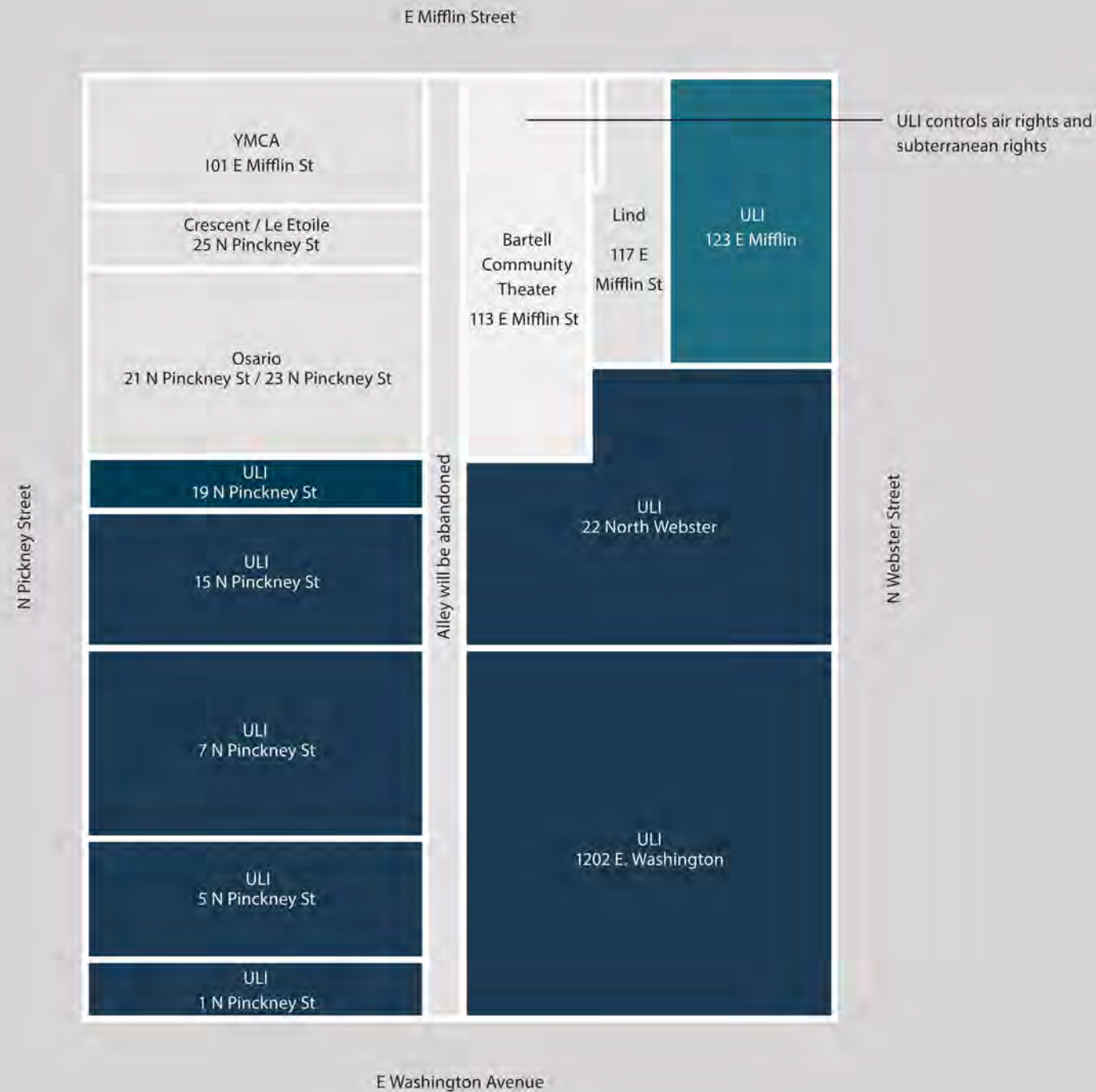
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# PROPERTY ASSEMBLAGE

Over the last 27 years, Brad and Tom assembled more than 50,000 square feet of land area surrounding the American Exchange bank.



Lot Areas

|                  |           |
|------------------|-----------|
| 1 N Pinckney St  | 2,762 SF  |
| 5 N Pinckney St  | 5,280 SF  |
| 7 N Pinckney St  | 7,920 SF  |
| 15 N Pinckney St | 5,640 SF  |
| 19 N Pinckney    | 2,280 SF  |
| Am Ex Lot        | 16,302 SF |
| US Bank Drive Up | 11,616 SF |
| Cap Hill         | 6,138 SF  |
| Total            | 56,658 SF |

**55% of current site area consists of surface parking.**

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# EXISTING CONDITIONS



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# PINCKNEY STREET - NOW



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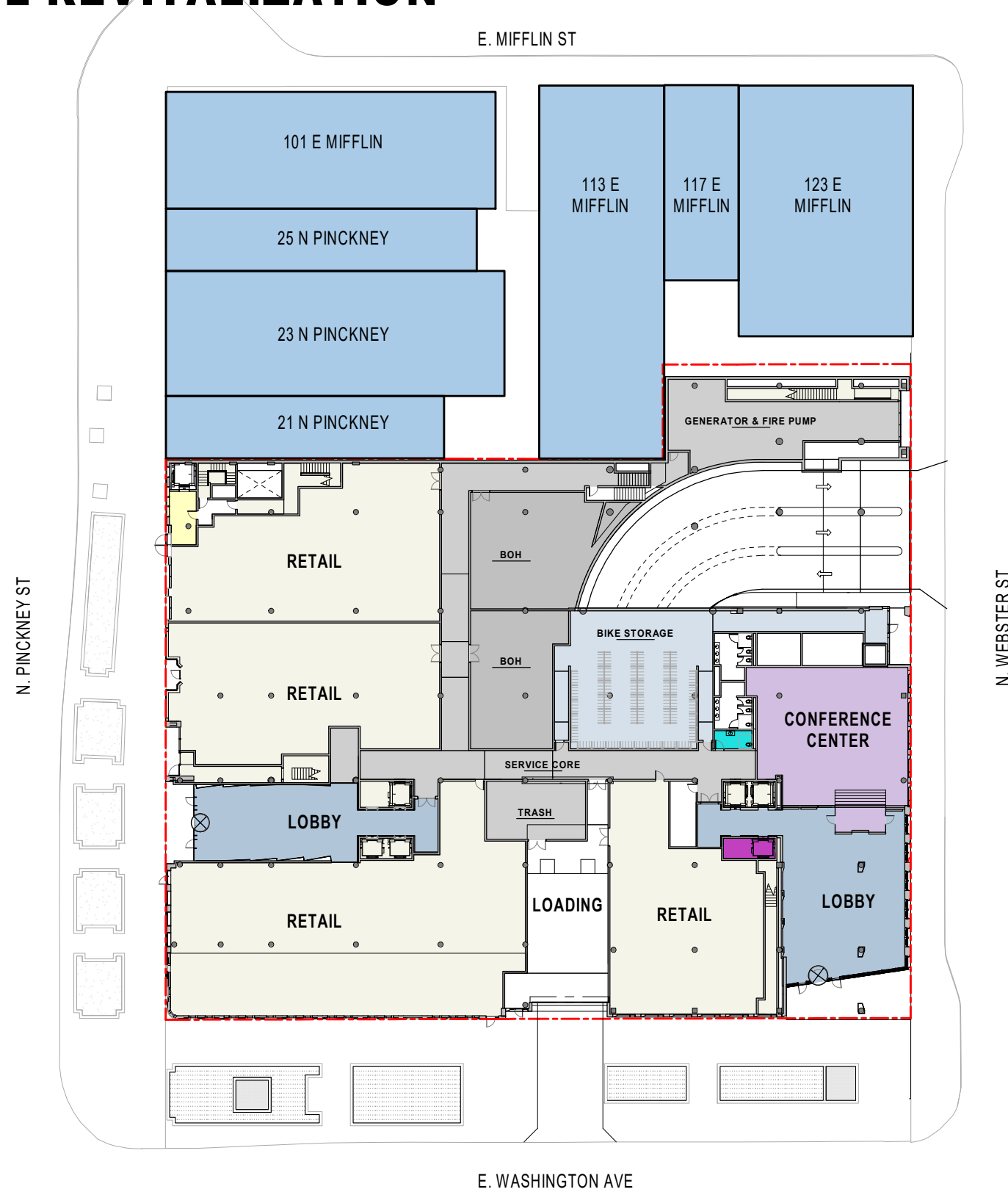
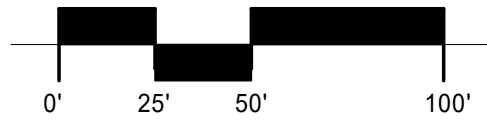
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# GROUND FLOOR - RETAIL REVITALIZATION

1" = 50'-0"

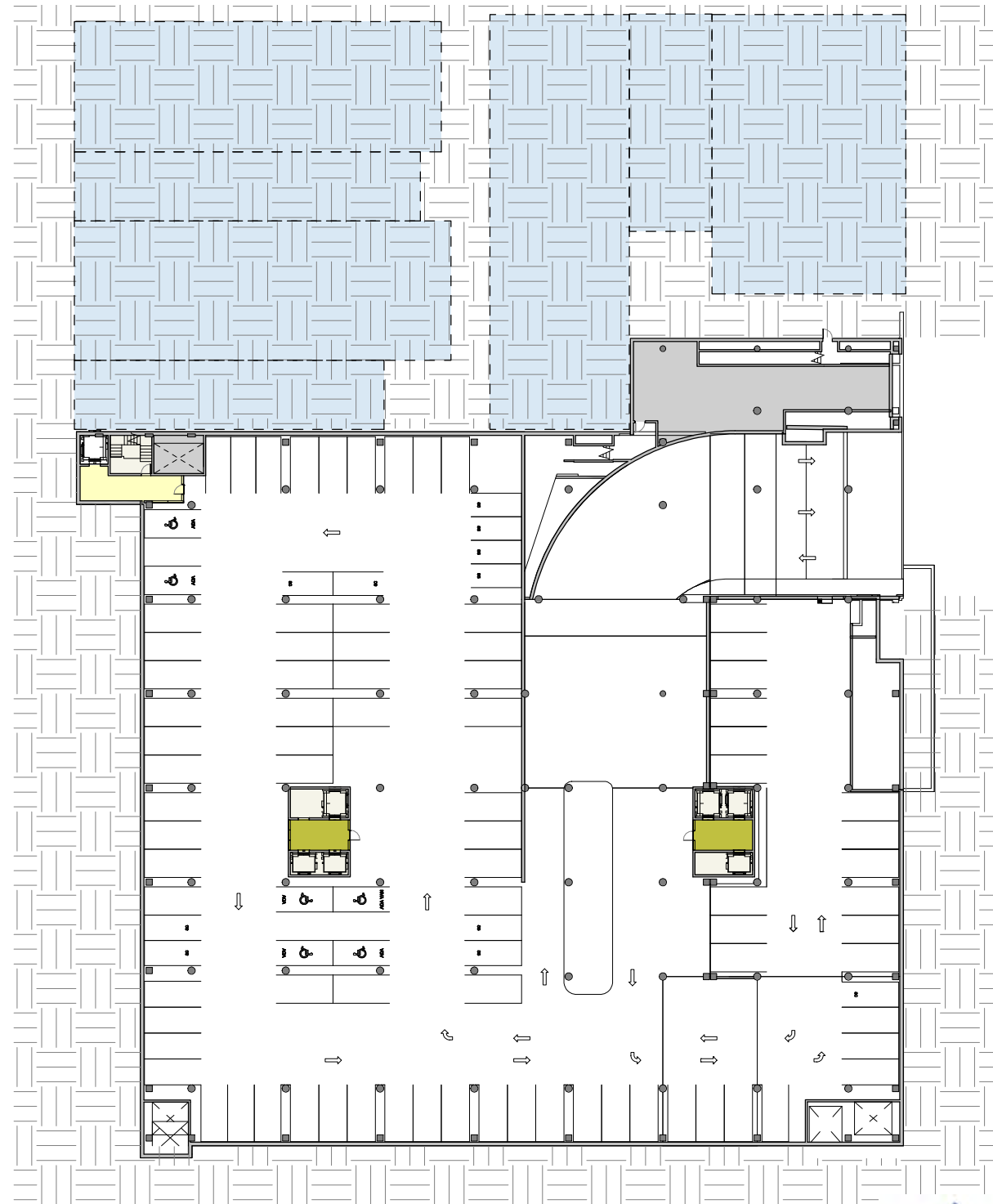
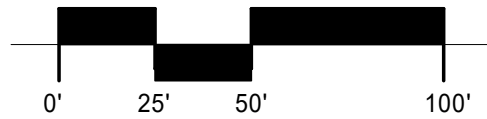


22,000 square feet of new retail space can be created on the ground floor, with frontage on both Pinckney and East Washington. The retail space will be situated behind individual storefronts in buildings that respect the historic scale of the Capitol Square.



# PROJECT'S FOUNDATION - UNDERGROUND PARKING

1" = 50'-0"



| PARKING STALL COUNTS |        |
|----------------------|--------|
| LEVEL                | STALLS |

|          |     |
|----------|-----|
| LEVEL P1 | 83  |
| LEVEL P2 | 143 |
| LEVEL P3 | 149 |
| LEVEL P4 | 151 |
| LEVEL P5 | 154 |
| LEVEL P6 | 158 |

**TOTAL STALLS** 843

The site is one of only two properties remaining in downtown Madison that can support a large underground parking ramp. As Block 89 and the renovation of the former Anchor Bank properties demonstrate, if underground parking and service access can be created, retail and restaurant space that adds life and vitality to the sidewalk level is possible. Office space that can continue to attract technology users that would like to be located in downtown Madison allows for the density that is vital for Madison's continued growth and prosperity.

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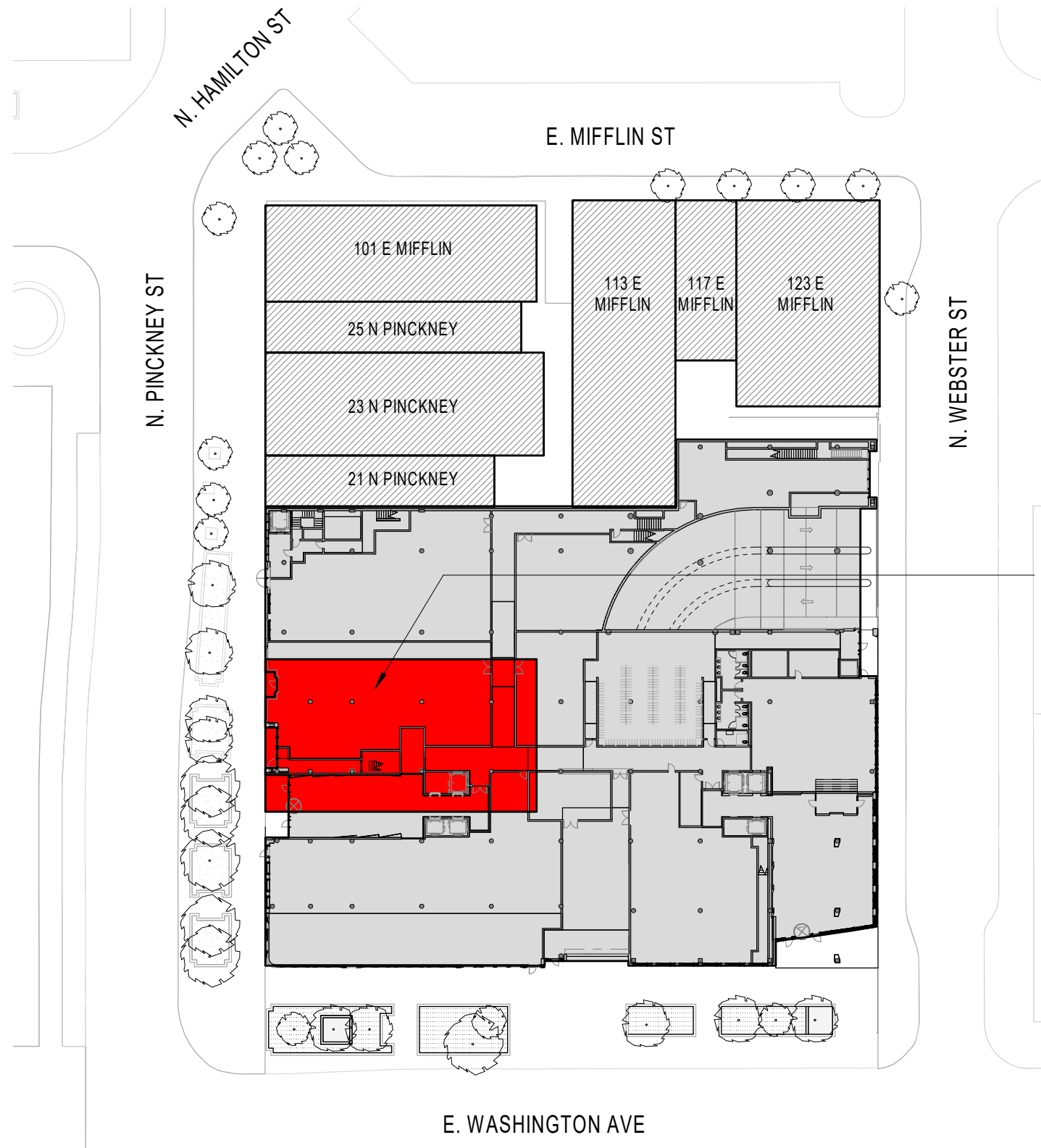
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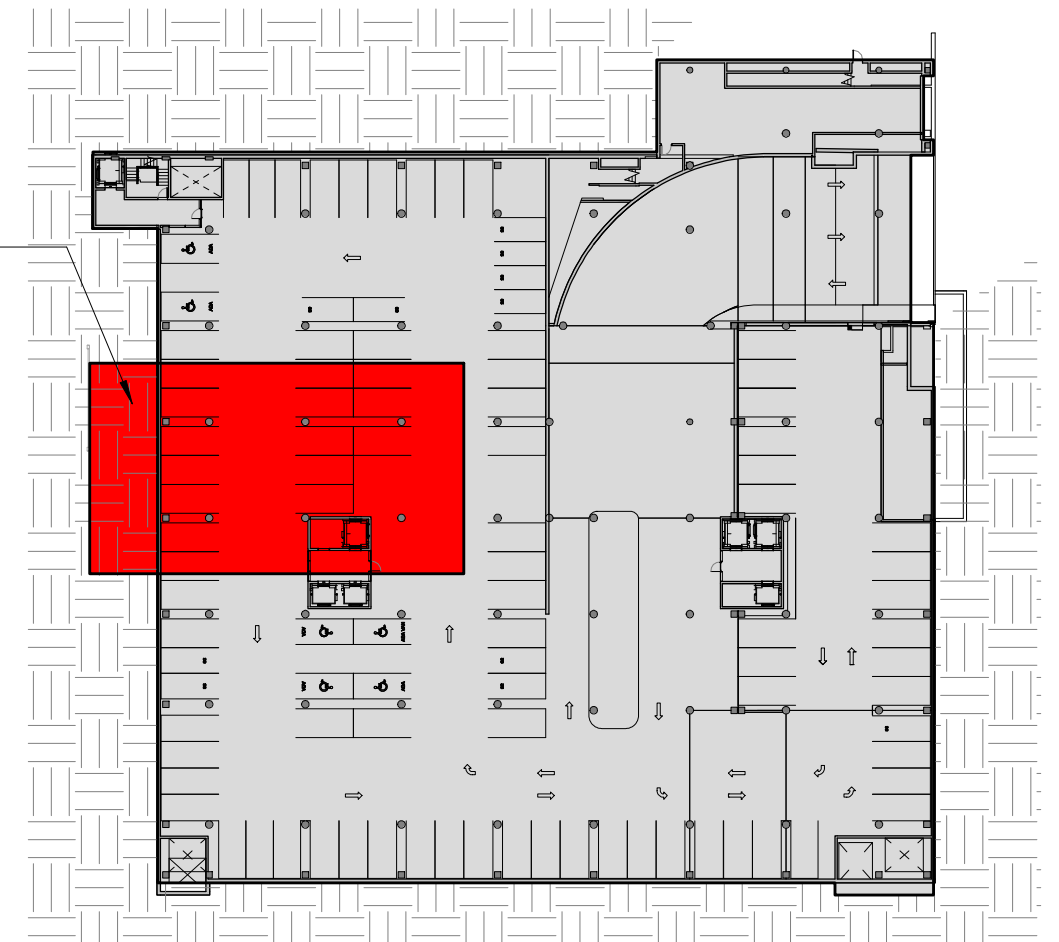
# CENTRE 7 - IMPACT ON DEVELOPMENT

1" = 60'-0"



LOCATION OF 7-11 N. PINCKNEY

The existing Centre 7 building represents 15% of the total site area. Situated directly in the middle of the block along Pinckney Street, the building bifurcates the site and effectively prohibits any development of scale should it remain.



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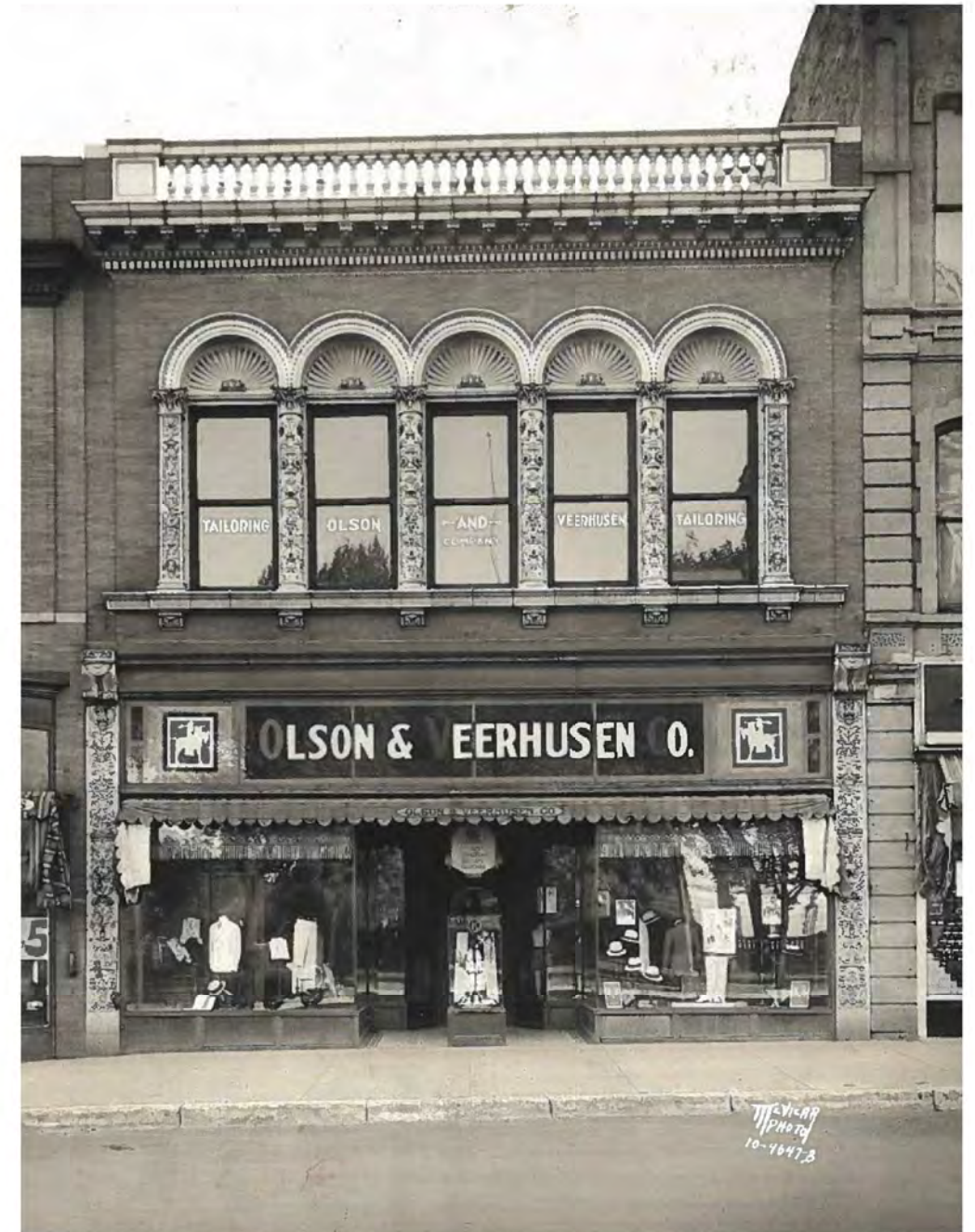


# PROPOSED IMPROVEMENTS TO CENTRE 7 FACADE

1/8" = 1'-0"



- RED DASHED LINE INDICATES RELOCATED AND RESTORED 7 N. PINCKNEY FACADE
- ADJACENT FACADES ECHO SIZE AND SCALE OF THE BUILDINGS THAT SURROUND THE CAPITOL BLOCK
- BUILDING SIGNAGE
- NEW BRICK TO MATCH HISTORIC BRICK
- NEW TERRACOTTA TO MATCH HISTORIC TERRACOTTA
- NEW ALUMINUM STOREFRONT REMINISCENT OF ORIGINAL HISTORIC BUILDING





# PROJECT RENDERING - PINCKNEY FACADE



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# PROJECT RENDERING - PINCKNEY FACADE



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# BLOCK 89 - AN EXAMPLE



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# COMPLETED BLOCK 89



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