APPLICATION FOR URBAN DESIGN COMMISSION REVIEW AND APPROVAL

AGENDA	. ITEM #	14
Project#		

DATE SUBMITTED: 04.16.08 Action Requested Informational Presentation
UDC MEETING DATE: 04.09.08Initial Approval and/or RecommendationFinal Approval and/or Recommendation
PROJECT ADDRESS: N. HAMILTON TO
OWNER/DEVELOPER (Partners and/or Principals) PHULLY HELD Mc BRIDE COMPANIES 139 WEST WILCOM CONTACT PERSON: 50 FREEP Address: ARCHITECT/DESIGNER/OR AGENT: THE SUEXAMORE COMPANY MADISM, WI. 5313
Phone: 608. Web. BIII Fax: 608. 158. 5599 E-mail address: eff & alexander company. Com
TYPE OF PROJECT: (See Section A for:) Planned Unit Development (PUD) General Development Plan (GDP) Specific Implementation Plan (SIP) Planned Community Development (PCD) General Development Plan (GDP) Specific Implementation Plan (SIP) Planned Residential Development (PRD) New Construction or Exterior Remodeling in an Urban Design District * (A public hearing is required as well as a fee) School, Public Building or Space (Fee may be required) New Construction or Addition to or Remodeling of a Retail, Hotel or Motel Building Exceeding 40,000 Sq. Ft. Planned Commercial Site
(See Section B for:) New Construction or Exterior Remodeling in C4 District (Fee required)
(See Section C for:) R.P.S.M. Parking Variance (Fee required)
(See Section D for:) Comprehensive Design Review* (Fee required) Street Graphics Variance* (Fee required)
Other *Public Hearing Required (Submission Deadline 3 Weeks in Advance of Meeting Date)

Where fees are required (as noted above) they apply with the first submittal for either initial or final approval of a project.



16 April 2008

Al Martin Urban Design Commission Department of Planning and Development 215 Martin Luther King Jr. Boulevard Madison, Wisconsin 53701

RE: Urban Design Commission Submittal – Final Approval Requested PUD-SIP - Redevelopment of Block 258
303 North Hamilton/East Johnson/North Hancock

Dear Al:

We are submitting the attached documentation as part of the information required by the SIP review process. Included is a summary of comments from the April 9th, 2008, UDC presentation [Initial Approval] with responses by the Owner/Development Team where appropriate.

Site Design

- 1. Add one more street tree along East Johnson Street in the public terrace area approximately half way between to entry stoops.
- 2. Adjust alignment to driveway apron, which provides access to the lower parking level [create more breathing room adjacent to building]
- 3. Consider an alternate of using shrubs instead of perennials at street level apartment entry stoops.

Architectural Design

- 1. Lower Level consider moving some of the bicycle parking from the north end towards the south end.
- 2. Detail/define entry stoops to street level units better.
- 3. Consider making stair tower at main entrance more transparent.
- 4. Continue to assess and improve design at building corners. This may be addressed by providing greater level of details.
- 5. Provide details as they pertain to the use of the proposed materials palette [corners, termination, EIFS, etc.].

6. Provide additional information on the analysis of the East Gorham Street corner treatment. Especially as it relates to the discussion on the application of an interpretation of a flat iron application.

Thank you for reviewing the application. We look forward to continued dialogue and providing clarification of the project as necessary.

Regards, THE ALEXANDER COMPANY, INC.



Ed Freer Development Project Manager



March 19, 2008

Mr. Brad Murphy
Mr. Kevin Firchow
City of Madison
Planning & Development
215 Martin Luther King Jr. Blvd
PO Box 2985
Madison, WI 53701-24985

Re: SIP Submittal:

Block 258 PUD-SIP

303 North Hamilton Street Madison, Wisconsin

Dear Mr. Murphy & Mr. Firchow:

The following SIP submittal together with plans, elevations and text for staff, plan commission and council consideration of approval of the proposed development.

Project:

McBride Point - 303 North Hamilton Street

Block 258 Madison, WI

Applicant:

Phillip K. Hees

139 West Wilson Street Madison, WI 53703 Office: (608) 284-1800 Fax: (608) 284-8400

Developer:

The McBride Companies, LLC

139 West Wilson Street Madison, WI 53703 Office: (608) 284-1800 Fax: (608) 284-8400 Contact: Phillip K. Hees

Agent:

The Alexander Company, Inc.

145 East Badger Road, Suite 200

Madison, WI 53713 Office: (608) 258-5580 Fax: (608) 258-599 Contact: Ed Freer

Architect:

The Alexander Company, Inc.

145 East Badger Road, Suite 200

Madison, WI 53713 Office: (608) 258-5580 Fax: (608) 258-599

Contact: Eduard Freer and Dave Kaul

Project Description:

Specific Implementation of the development of approximately seven-one Dwelling Units, maintaining approximately 2,200 gsf of existing retail, and approximately 44 below grade parking stalls On Block 258 in the James Madison Park District of Capitol Neighborhoods.

The site is bound by North Hamilton, North Hancock, and East Johnson streets. This development consists of two buildings; an existing two-story mixed-use retail and residential building with retail on the first floor and 3 residential units on the second floor, along with a newly proposed 4-story building totaling approximately 67 units on the first, second, third and fourth floors. This development includes the relocation and/or removal of up to six structures that currently house 48 dwelling units.

This development eliminates 18 stalls of surface parking from the block and replaces them with below grade parking of approximately 44 stalls. Two of the three existing curb cuts will be removed. A third curb cut will be maintained to access the below grade parking.

The proposed maximum building height is 4-stories with allotments for the elevator and/or mechanical penthouses to project beyond the height of the roof of the fourth floor.

Existing street trees will be protected and retained. Any tree replacement will be coordinated and approved by the City Forester. Additional landscaping will be incorporated at building entries, where there is adequate space between the building and sidewalk and on top of the roof of the parking level along North Hamilton Street.

This project proposes to incorporate an on-street loading zone at the North Hamilton entry—at 333 North Hamilton Street, adjacent to the retail use currently located at 301 North Hamilton. This SIP seeks to maintain the ability for residents of this development to be eligible for residential parking permits similar to the current use by residents of Block 258. Additionally, bicycle parking will be provided on-site at the entrances to the building and adjacent the retail component of the development; additional bicycle parking for residents will be provided in the lower level parking area.

Fire Apparatus Access:

Fire Access to the existing and new building is proposed to be provided from the public right-of-way. The applicant will work directly with the Fire Department through the SIP process to develop and approved Fire Access Plan.

Project Schedule:

A specific project schedule has been developed for the SIP phase of the development. The schedule for neighborhood review and approval of the SIP and construction of the development will be outlined in the SIP application.

SIP Schedule:

Notification of Application Neighborhood Meeting SIP Submittal Additional Neighborhood Meetings

February 12, 2008 March 26, 2008 March 19, 2008 April 3, 2008 Urban Design Meetings Plan Commission Meeting Common Council Meeting Construction March 26, April 9, April 23 May 19, June 2, 2008 June 17, 2008 TBD

Site Development:

Lot Area: .54 acres.

Units: Approximately 71 Units, 68 in new structure and 3 in existing structure to remain. **Height:** The existing building will remain 2-stories. The new structure will be 4-stories **Retail:** Approximately 2,110 gsf plus storage: maintaining existing use at 301 N. Hamilton.

Parking: 44 stalls below grade.

Bicycle Parking: 72 Visitor and Resident Parking will be provided.

Loading: Will request on street loading once building is completed at North Hamilton Street Entrance.

Landscaping: A green-roof courtyard will be incorporated on top of the below grade parking. In addition, a portion of the residential units will have private open space areas. And finally variety of building setbacks will allow unique pockets of landscaped areas. Existing Structures: The Pinkus McBride Building and operation to remain as is.

Implementation Schedule:

Once approved, this project will proceed through construction in a timely manner. The estimated construction schedule allows for approximately 10 months for the completion of the facility once site demolition and environmental remediation has been concluded.

Thank you for your time in reviewing this proposal. We look forward to working with the neighborhood and City staff to continue the project's design development and look forward to successful completion of the SIP process and your endorsement.

Respectfully.

THE ALEXANDER COMPANY, Inc.

Eduard J. Freer

PROPOSED ZONING TEXT: PUD-SIP

(THIS SIP ALLOWS FOR MAINTENANCE OF EXISTING USES)

McBRIDE POINT 301 NORTH HAMILTON STREET BLOCK-258 MADISON, WI

Legal Descrption: Lots 1, 2, 3 Block 258 Original Plat to the City of Madison, City of Madison, Dane County, Wisconsin.

A. Statement of Purpose: This Zoning District is established to provide a General Development Plan to guide the Specific Implementation of the construction of approximately 71Dwelling Units, approximately 2,200 gsf of retail, and approximately 44 below grade parking stalls. This development consist of two buildings; maintaining an existing two-story mixed-use retail and residential building with retail on the first floor and 3 residential units on the second floor, along with a newly proposed 4-story building totaling approximately 68 units on the first, second, third and fourth floors. This development includes the relocation and/or removal of up to six structures that currently house 48 dwelling units. This development eliminates 18 stalls of surface parking from the block and replaces them with below grade parking of approximately 44 stalls. Please note this SIP contemplates the maintenance of the existing residential uses on site at least until the SIP for the development is approved and recorded, as well as the maintenance of the existing retail use currently operating on-site.

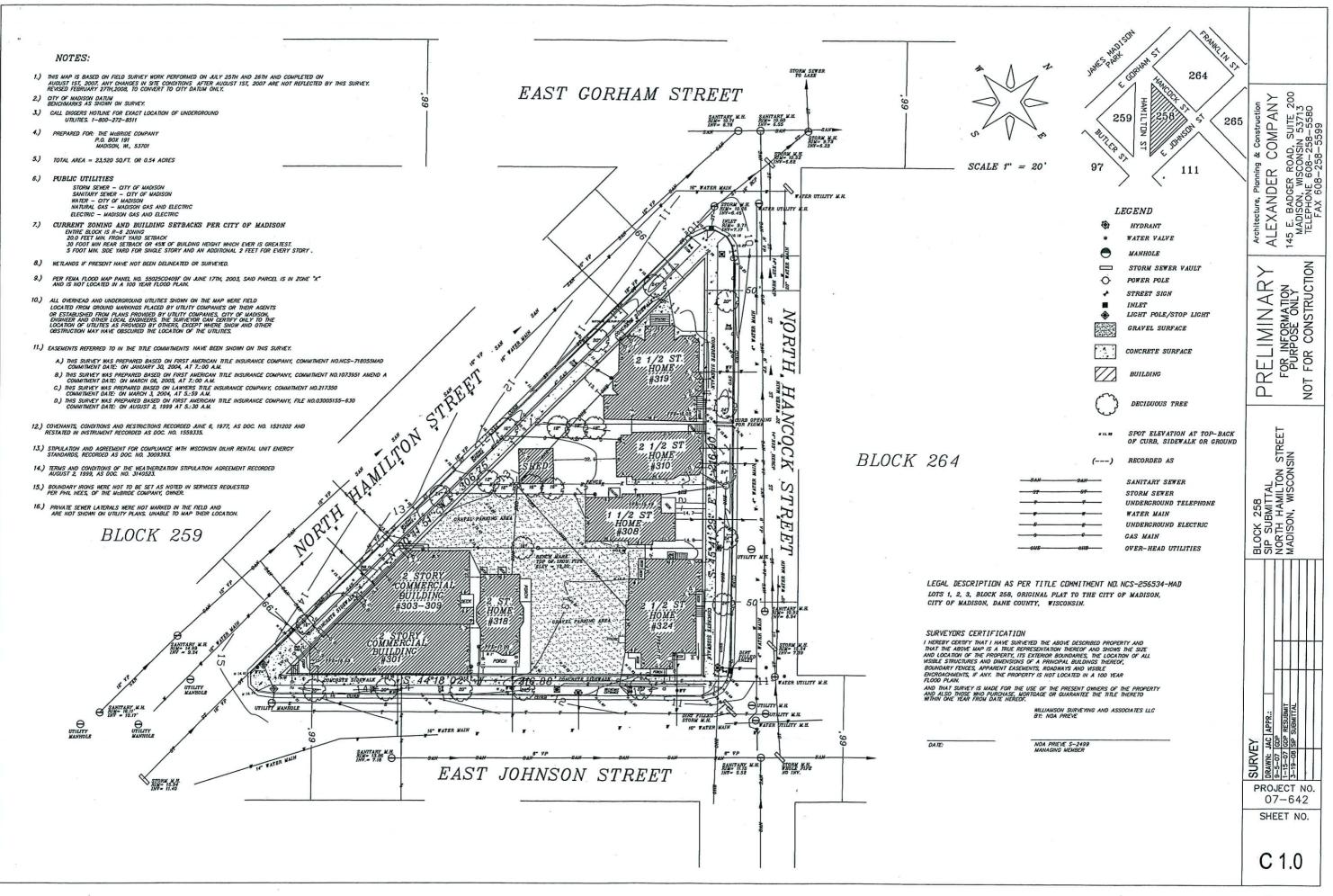
B. Permitted Uses:

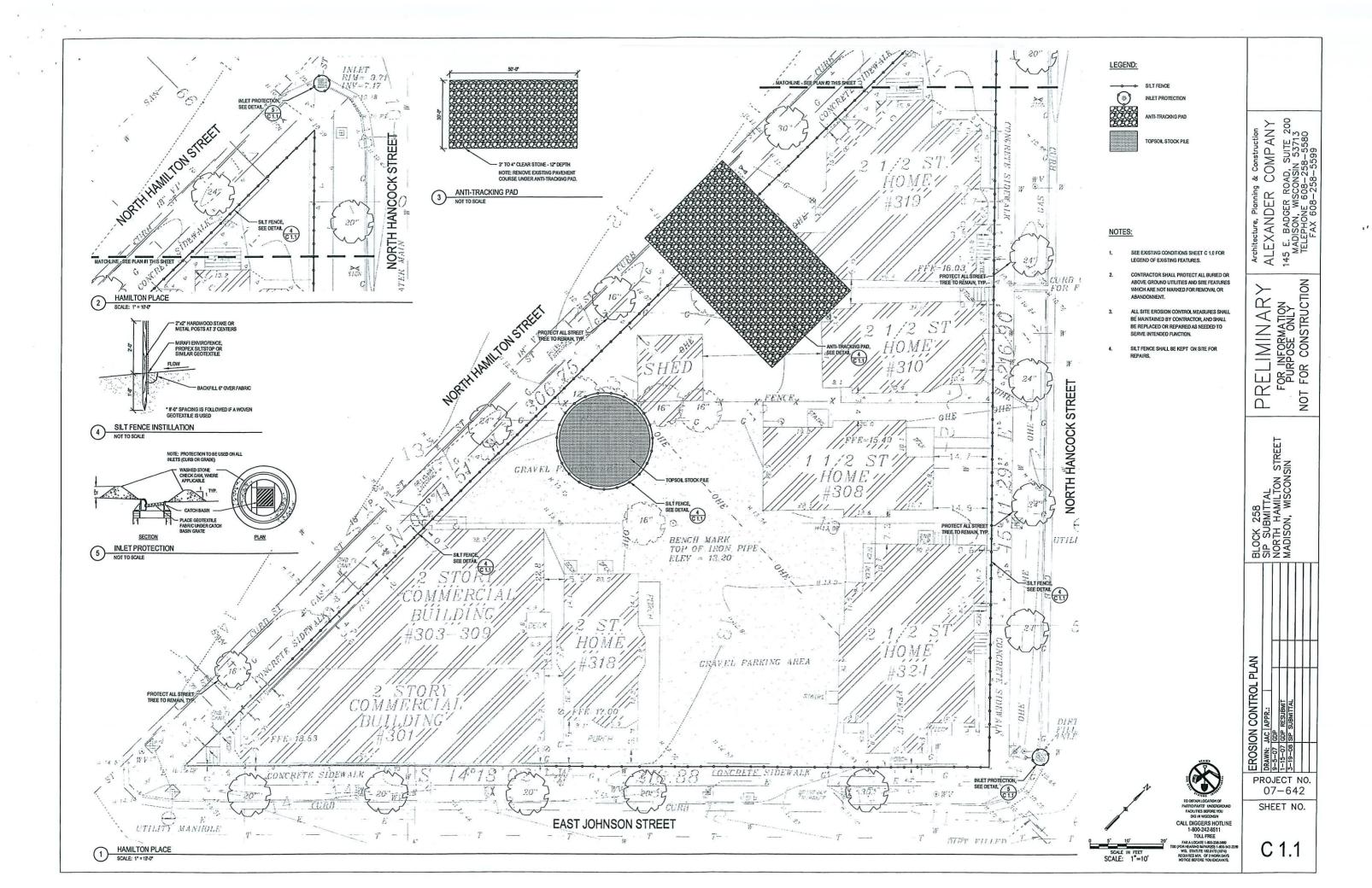
- 1. Those uses that are stated in the Residential, C-2 Commercial & Office Zoning Districts.
- 2. Uses accessory to permitted uses as listed above
- 3. Other uses listed herein and in attached Letter of Intent and in future SIP applications
- 4. Maintenance of existing buildings for current uses is permitted by this GDP
- C. Lot Area: The total project area including lots 1, 2 and 3 of Block 258 is approximately 23,391 gross square feet or .54 acres.

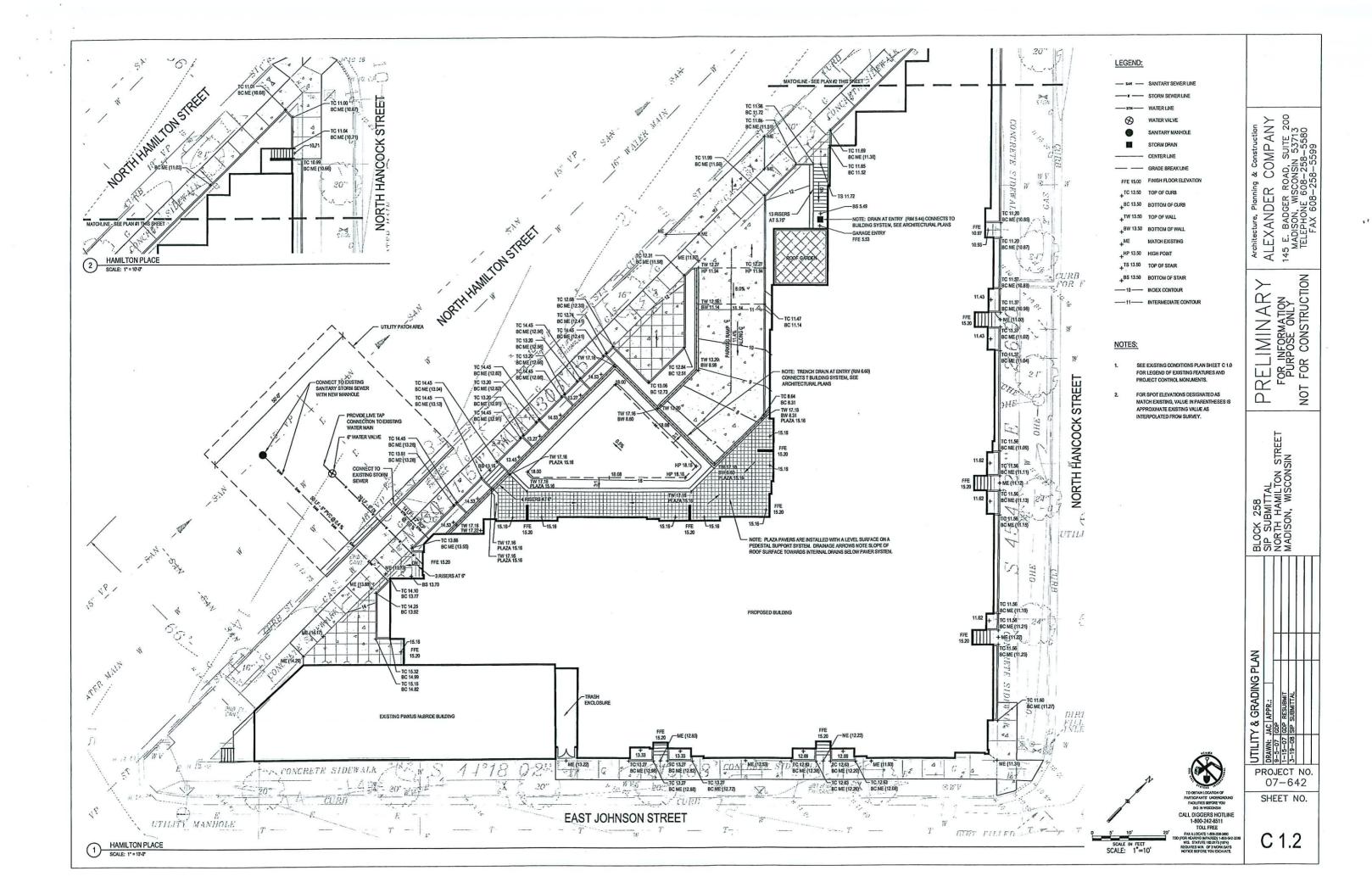
D. Floor Area Ratio:

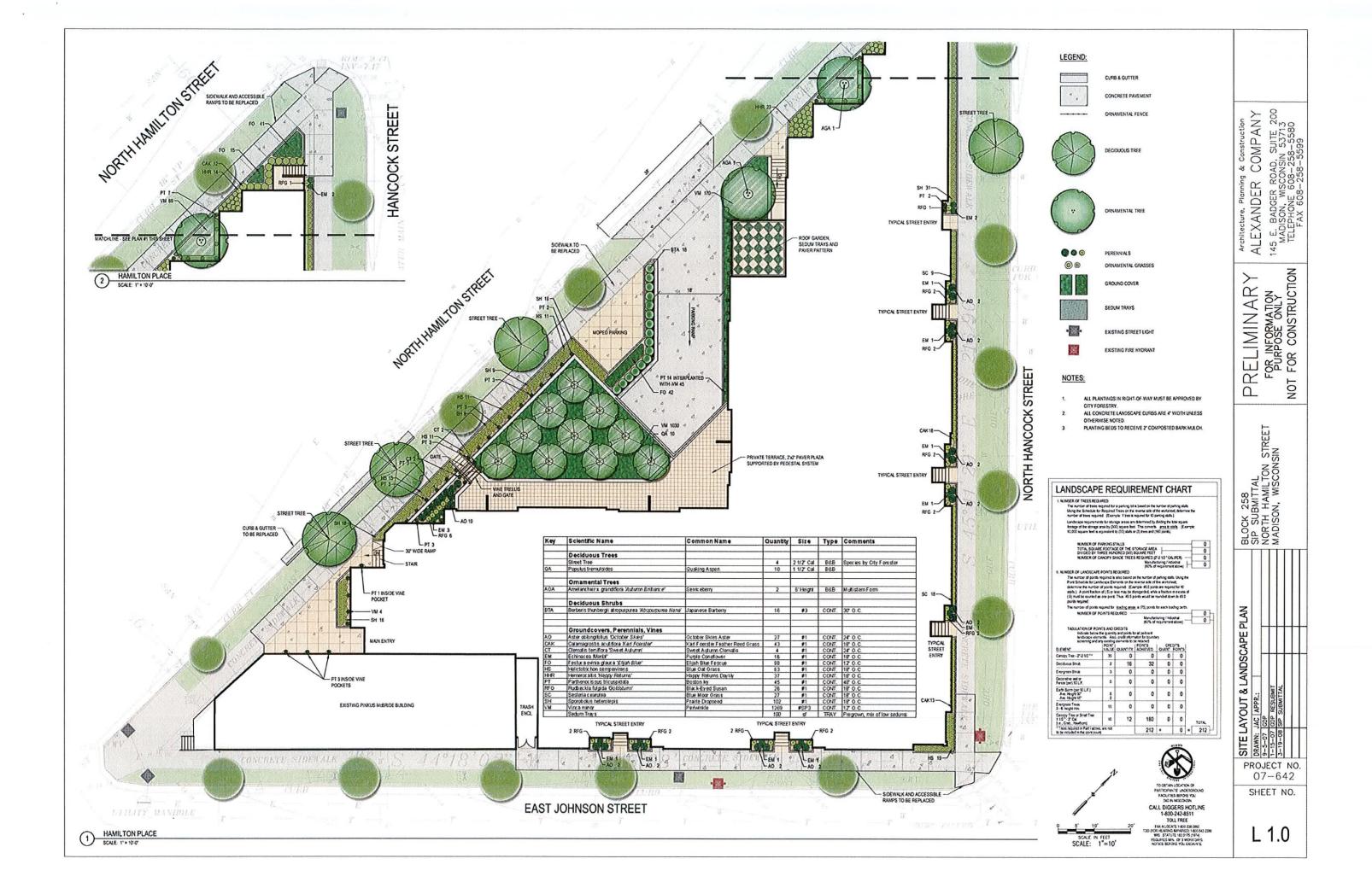
- 1. The final floor area ratios will generally align with the structures identified on the attached conceptual site/landscape plan. Specific floor area ratios are summarized on the drawings submitted with the SIP application of the proposed development. This proposal contemplates a structure of roughly 82,000 gross square feet on 5 levels, one below-grade and 4 above-grade.
- 2. The proposed maximum building height is 4-stories with allotments for the elevator and/or mechanical penthouses to project beyond the height of the roof of the fourth floor.
- E. **Yard Area Requirements:** Yard areas will be provided as shown on the attached site/landscape plan. Please note a majority of the building face aligns directly with the property limits.

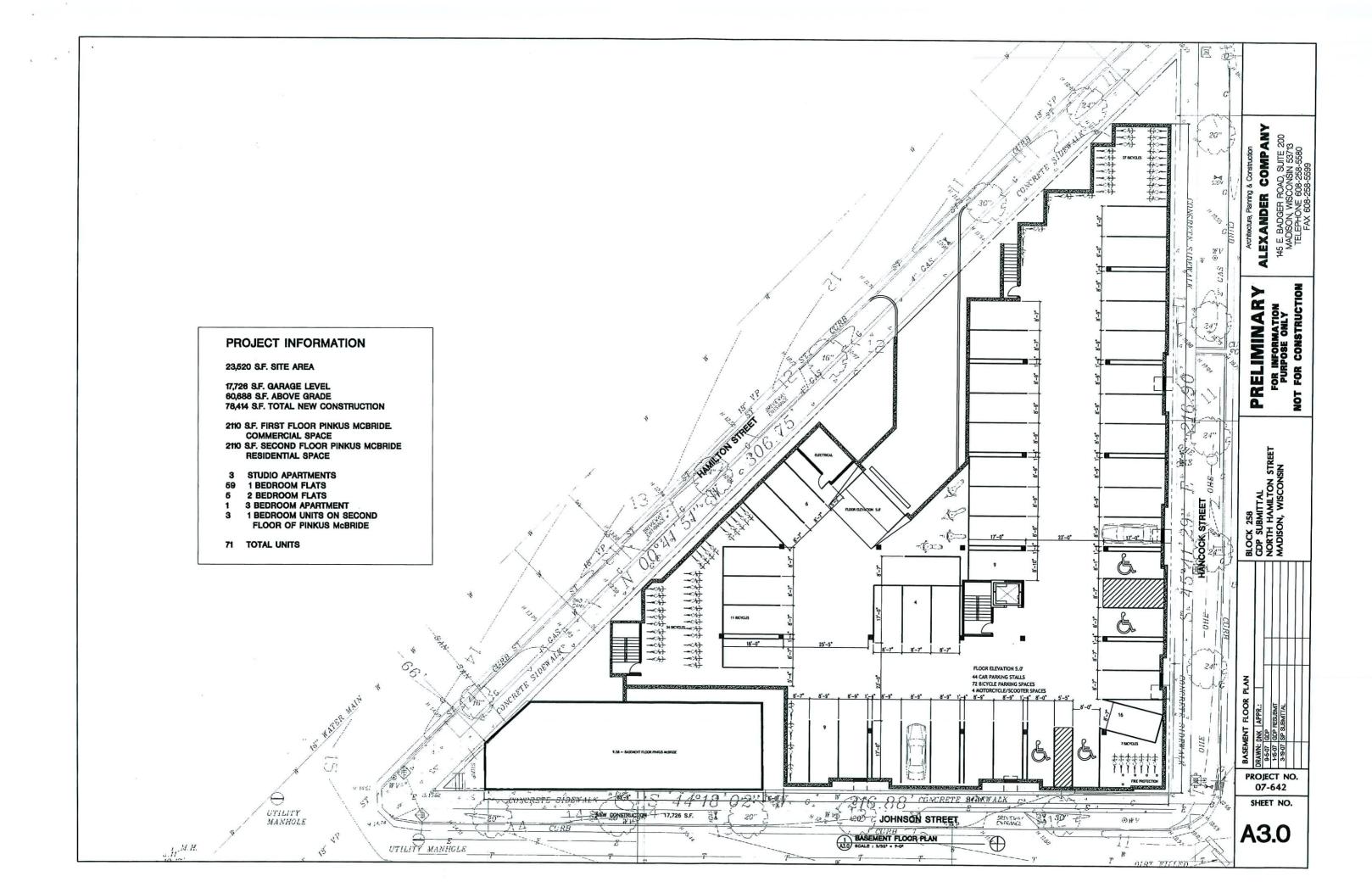
- F. *Landscaping:* Grading, utility improvements, and landscape plans are attached and represent concepts previously approved during the GDP phase.
- G. Accessory Off-Street Parking & Loading: Accessory off-street parking will be provided as described in the Letter of Intent. Automobile and motorcycle parking will be provided on-site below grade. This SIP proposes to add one additional on-street residential loading zone at the North Hamilton entry adjacent to the retail use currently located at 301 North Hamilton and the new entry to the apartment building. This will be requested once the construction has been completed. We understand that the long-term use or permanent dedication of an on street-loading zone cannot be guaranteed by the city. Additionally, bicycle parking will be provided on-site at the entrances to the building and adjacent the retail component of the development; 72 bicycle parking for residents will be provided in the lower level parking area.
- H. **Lighting:** Site Lighting will be limited to landscape and building accent lighting. The current SIP permits maintenance of existing street lighting.
- I. Signage: Signage will be allowed as per Chapter 31 of the Madison General Ordinances, and as outlined in the future SIP application or administrative amendments to existing zoning.
- J. *Family Definition:* The family definition of this PUD-SIP shall coincide with the definition given in chapter 28.03(2) of the Madison General Ordinances for the R-6 Zoning District.
- K. Alterations and Revisions: No alteration or revision to this Planned Unit Development shall be permitted unless approved by the City Plan Commission, however the Zoning Administrator may issue permits for minor alterations or additions which are approved by the Director of Planning and Development and the Alderperson of the District, and are compatible with the concept approved by the City Plan Commission.

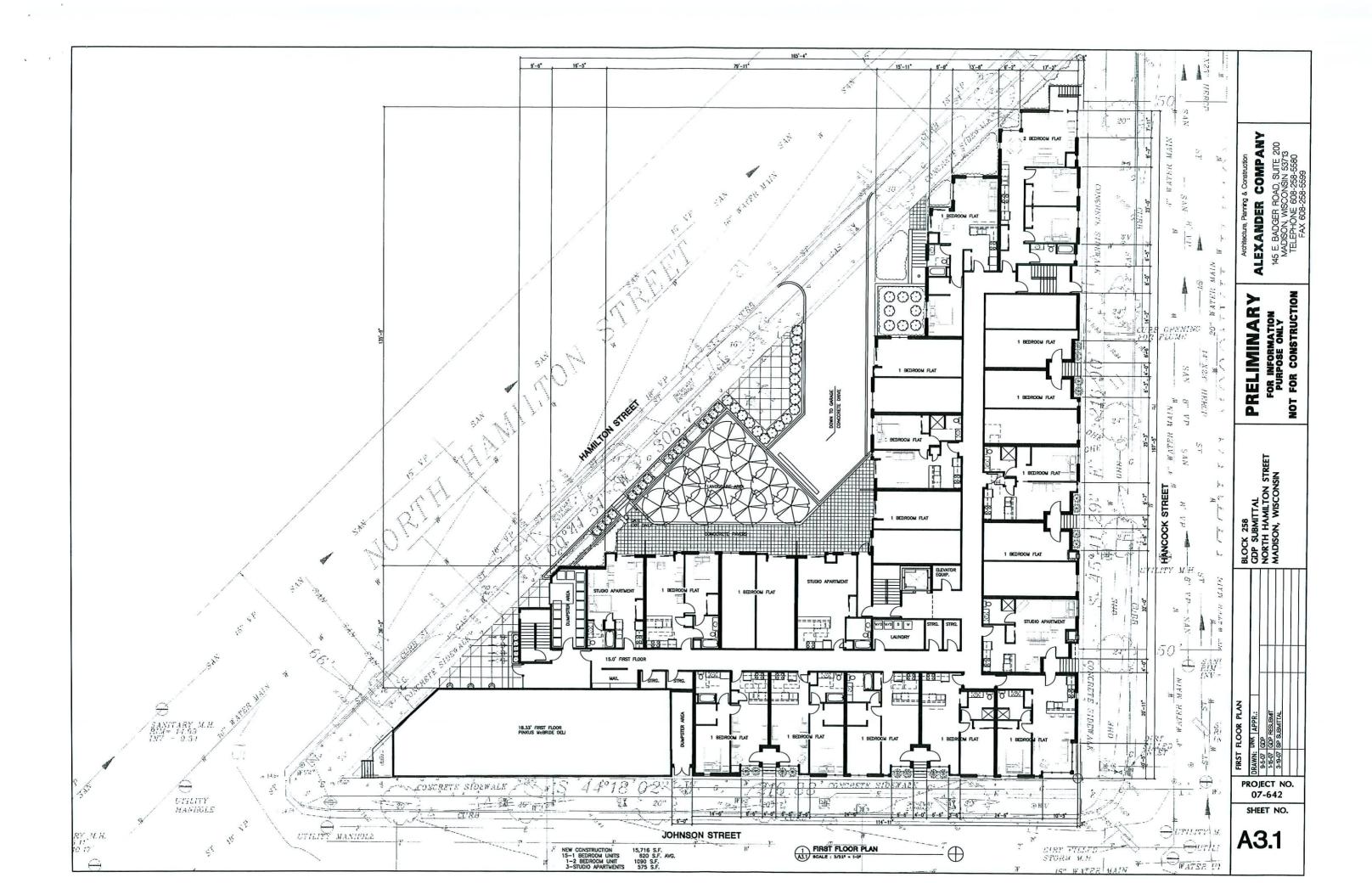










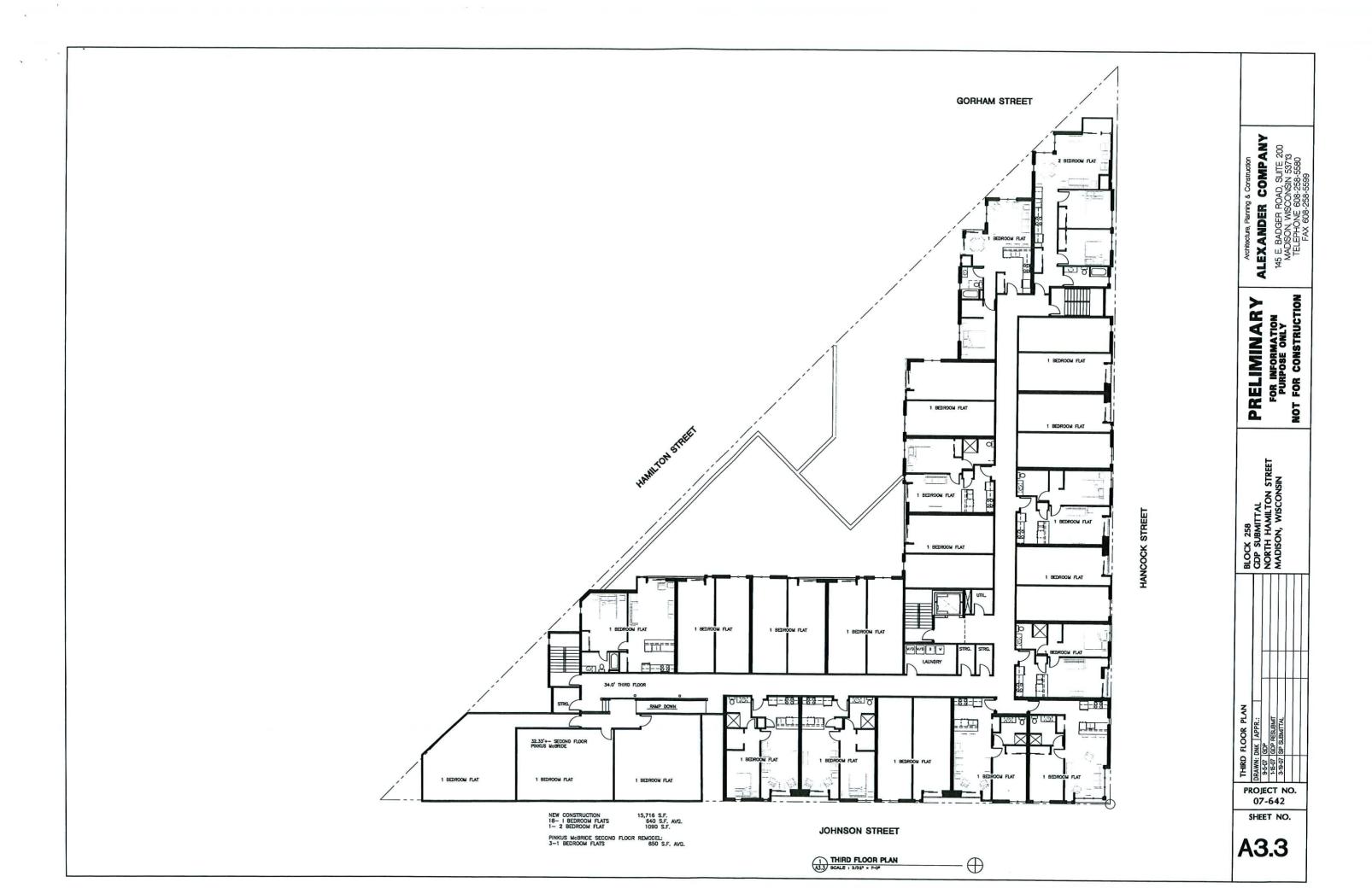


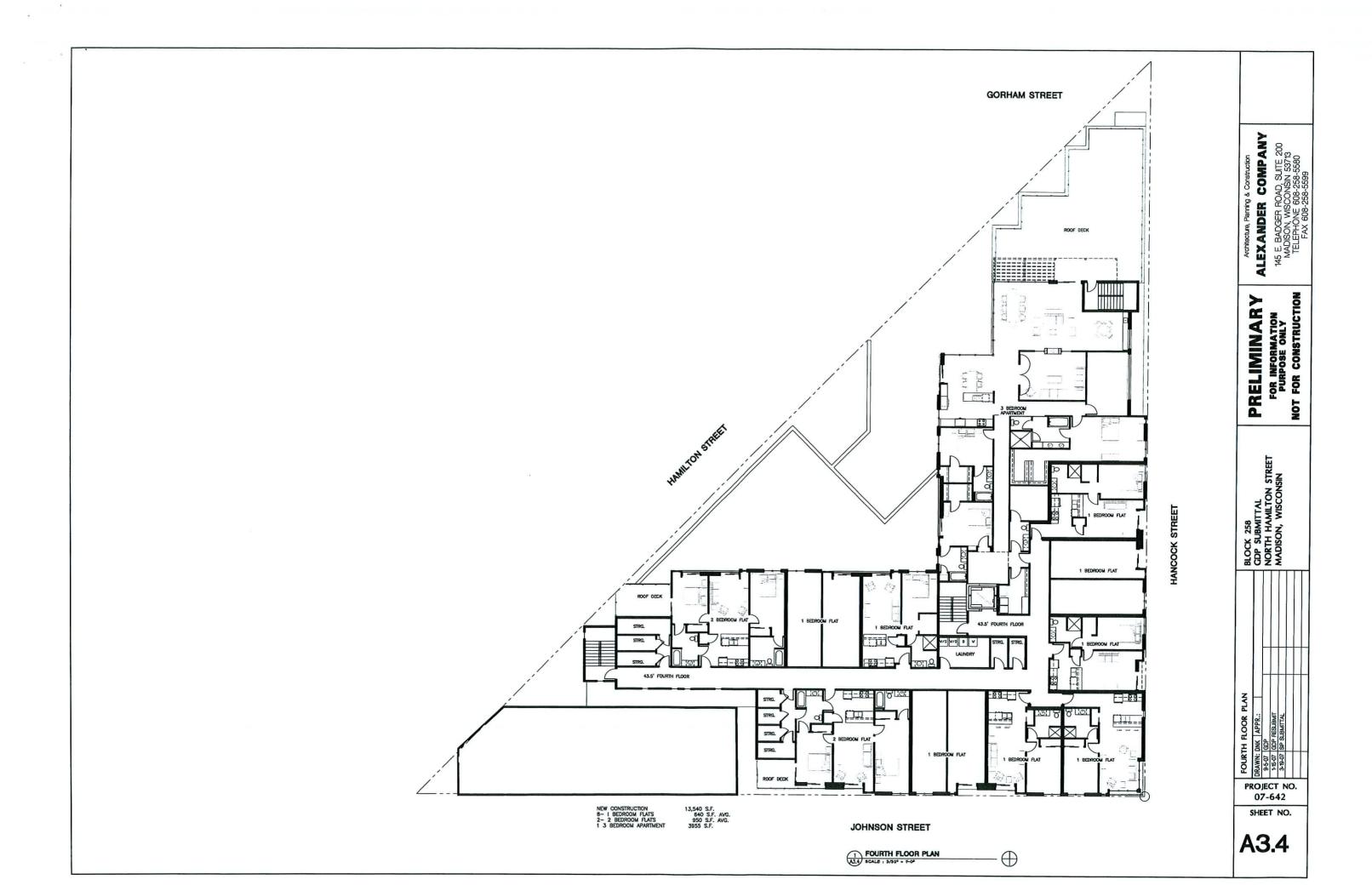


ALEXANDER COMPANY
HS E.P. Viels 6 Alg S. III. NO
MACS ALVE A ALE STEEL STEEL
TILDE A MICROSCOSTORI
TILDE A MICROSCOSTORI

BLOCK 258 GDP SUBMITTAL NORTH HAMILTON STREET MADISON, WISCONSIN

PROJECT NO. 07-642







MATERIAL KEY

CLEAR LOW-E GLASS ANODIZED ALUMINUM FRAME

BURNISHED CONCRETE MASONRY UN

POURED CONCRETE

4 LAP SIDING-PAINTED CEMENT BOA

E) EIFS

PRECOLORED ALUMINUM PANEL
ALUCABOND OR EQUAL

(8) ANODIZED ALUMINUM HVAC LOUVER

STAINLESS STEEL CABLE RAIL
 POWDERCOATED STEEL SUPPOR

POWDERCOATED STEEL RAIL

1 PARAFLEX WOOD PANEL

POWDER COATED STEEL TUBES (ALUM



2 EAST ELEVATION - HANCOCK STREET

PRELIMINARY
FOR INFORMATION
PURPOSE ONLY
NOT FOR CONSTRUCTION

ALEXANDER COMPANY
ALEXANDER COMPANY
145 E. BADGER ROAD, SUITE 200
MADISON, WISCONSIN 5373
TELEPHONE 608-258-5590
FAX 608-258-5599

BLOCK 258 GDP SUBMITTAL NORTH HAMILTON STREET MADISON, WISCONSIN

| SP SUBMITING | SP S

PROJECT NO. 07-642

SHEET NO.

A5.0





- CLEAR LOW-E GLASS ANODIZED ALUMINUM FRAME 1
 - BURNISHED CONCRETE MASONRY UNITS
- LAP SIDING-PAINTED CEMENT BOAR
- FROSTED GLASS WITH BACKLIGHT (8)

- POWDERCOATED STEEL RAILING
- PARAFLEX WOOD PANEL

PRELIMINARY

ALEXANDER

FOR INFORMATION
PURPOSE ONLY
NOT FOR CONSTRUCTION

145 E. BADGER ROAD, SUITE 200 MADISON, WISCONSIN 53713 TELEPHONE 608-258-5580 FAX 608-258-5599

BLOCK 258
GDP SUBMITTAL
NORTH HAMILTON STREET
MADISON, WISCONSIN

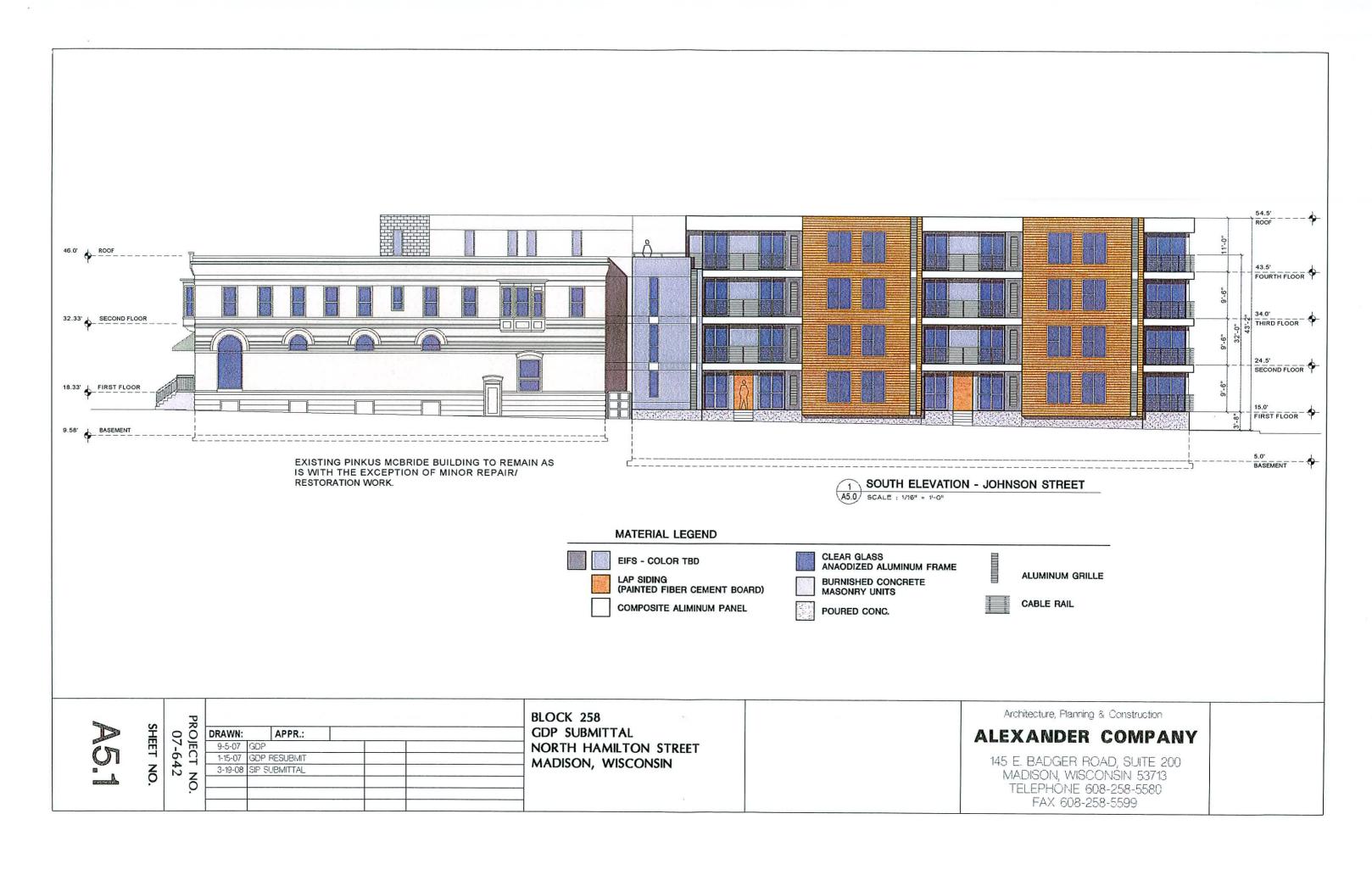
PROJECT NO. 07-642

SHEET NO.

A5.1



NORTH ELEVATION - GORHAM STREET





MATERIAL LEGEND

CLEAR GLASS ANAODIZED ALUMINUM FRAME EIFS - COLOR TBD ALUMINUM GRILLE LAP SIDING BURNISHED CONCRETE MASONRY UNITS (PAINTED FIBER CEMENT BOARD) CABLE RAIL COMPOSITE ALIMINUM PANEL POURED CONC.

PROJECT NO. 07-642 APPR.: 9-5-07 GDP 1-15-07 GDP RESUBMIT 3-19-08 SIP SUBMITTAL

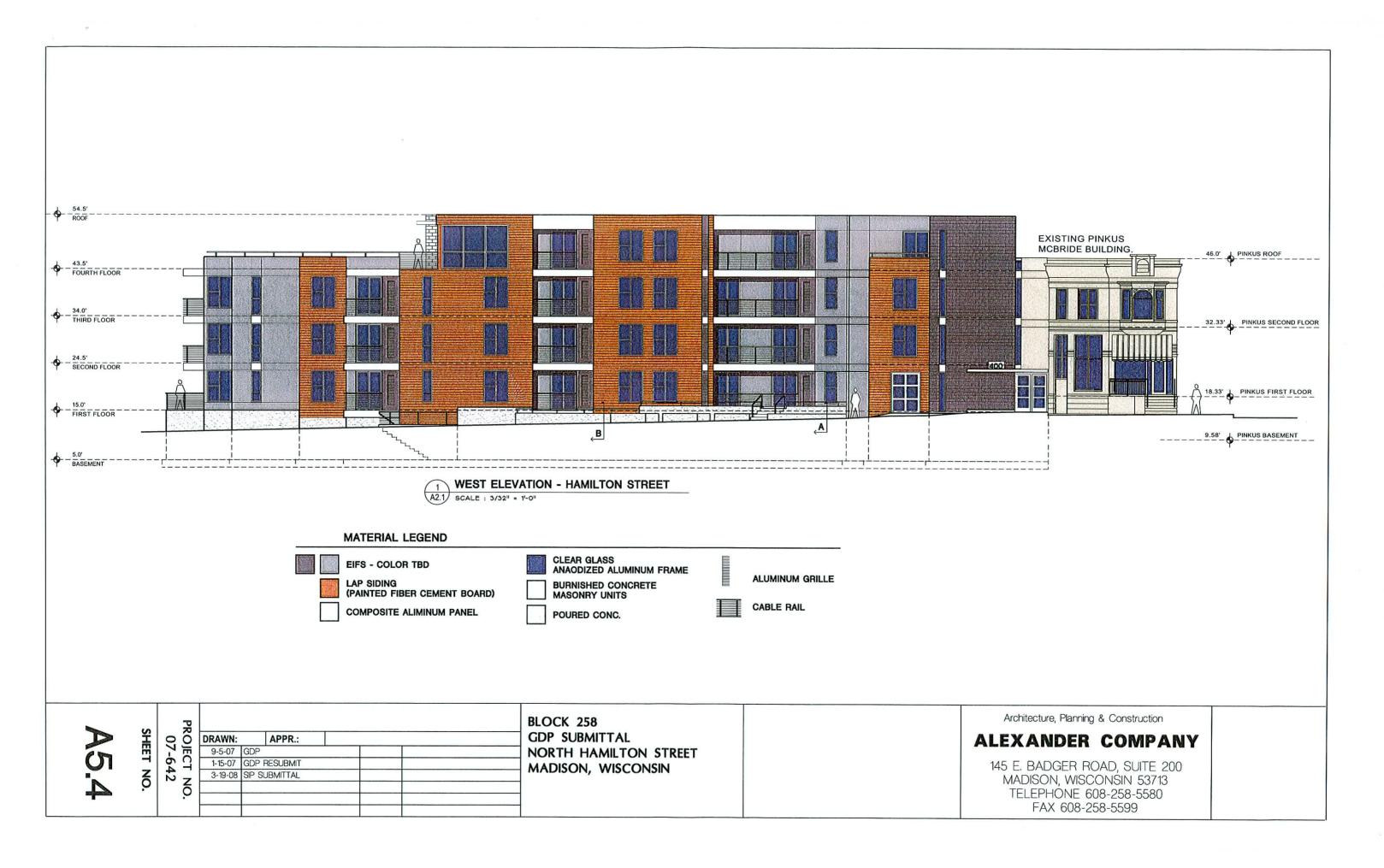
BLOCK 258 GDP SUBMITTAL NORTH HAMILTON STREET MADISON, WISCONSIN

Architecture, Planning & Construction

ALEXANDER COMPANY

145 E. BADGER ROAD, SUITE 200 MADISON, WISCONŚIN 53713 TELEPHÓNE 608-258-5580 FAX 608-258-5599







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

BLOCK 258
SIP SUBMITTAL
NORTH HAMILTON STREET
MADISON, WISCONSIN

ELEVATION ALTERNATES
BRAWN: DNK APPR.:
9-677 COP RESUBMIT
1-6-07 COP RESUBMIT
3-19-07 SIP SUBMITTAL

PROJECT NO. 07-642

SHEET NO.

EA1





REVISED GORHAM STREET ELEVATION



ORIGINAL GORHAM STREET ELEVATION

ALEXANDER COMPANY
145 E. BADGER ROAD, SUITE 200
MADISON, WISCONSIN 53713
TELEPHONE 608-258-5580
FAX 608-258-5599 FOR INFORMATION
PURPOSE ONLY
NOT FOR CONSTRUCTION **PRELIMINARY**

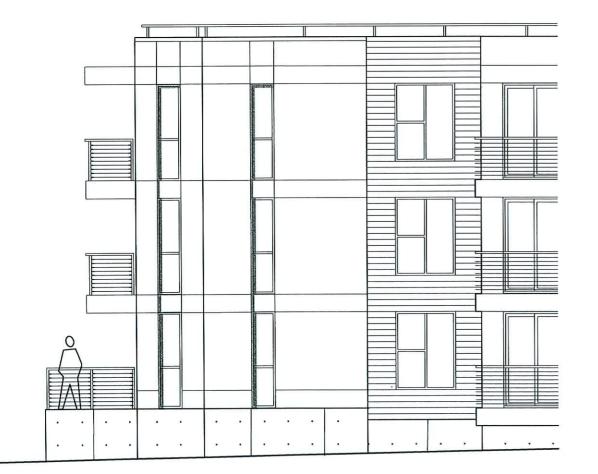
BLOCK 258
SIP SUBMITTAL
NORTH HAMILTON STREET
MADISON, WISCONSIN

FIRST FLOOR PLAN
DRAWN: DNK | APPR.:
9-5-07 | GDP RESUBMIT
3-9-07 | SP SUBMITAL

PROJECT NO. 07-642

SHEET NO.

EA2



REVISED HAMILTON STREET DETAIL

ORIGINAL HAMILTON STREET DETAIL

ALEXANDER COMPANY

SEMATION
BE ONLY

NSTRUCTION
FAX 608-258-5599
FAX 608-258-5599

PRELIMINARY
FOR INFORMATION
PURPOSE ONLY
NOT FOR CONSTRUCTION

BLOCK 258
SIP SUBMITTAL
NORTH HAMILTON STREET
MADISON, WISCONSIN

PROJECT NO. 07-642

SHEET NO.

EA3