

**HOVDEPROPERTIES**

122 W. Washington Ave. • Madison, WI 53703-2718

TEL 608-255-5175 • FAX 608-255-6196

April 26, 2012

**REQUEST FOR HEIGHT MAP MODIFICATION**

HAND DELIVERED

CITY OF MADISON  
DEPARTMENT OF PLANNING & DEVELOPMENT  
215 MARTIN LUTHER KING JR. BLVD., RM. LL100  
MADISON, WI 53703



Ladies and Gentlemen:

Re: 305 & 309 Johnson Street, Madison,  
Wisconsin as shown on Exhibit A  
(together, the "Parcel")

In order to achieve a more compatible development with neighboring properties and accommodate the City of Madison' goals related to setbacks and overall massing of developments near the State Street corridor, we submit this letter as part of our request to modify the Parcel's height standards currently shown in the proposed City of Madison Downtown Plan (the "Downtown Plan"). An illustration of these height standards is attached as Exhibit B. As shown on Exhibit B, the three-tiered massing over approximately one acre of land creates logistical difficulties and undue cost for redevelopment of the Parcel and promotes architectural designs featuring significantly greater mass than neighboring properties.

We anticipate submitting our application for a planned unit development of the Parcel, which is anticipated to include new office space for the administrative staff of the City of Madison's Fire Department, prior to the new zoning code being enacted. However, we are sending this letter to proactively address concerns that our proposed development, as shown on Exhibit C, would contain non-conforming structures if the new zoning code is enacted with the same height map shown in the Downtown Plan.

As an alternative to the current height map, we respectfully request a modification to the Downtown Plan to accommodate development of the Parcel in accordance with the illustration shown on Exhibit C (the "Requested Standards"). In addition to reducing overall mass and providing setbacks in accordance with Downtown Design Zone Guidelines from both State Street and Johnson Street, we believe the Requested Standards allow a more neighborly and aesthetically pleasing architectural design for development of the Parcel.

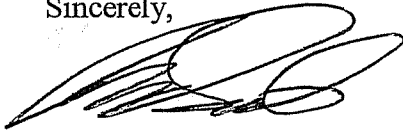
**City of Madison Plan Commission**

**April 26, 2012**

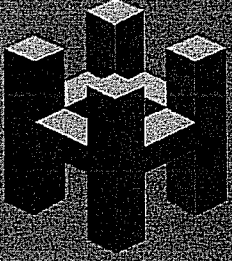
**Page 2 of 2**

Feel free to call me at 255-5175 if you have any questions or need additional information. We are available at your convenience to more fully discuss this request and our development plans for the Parcel.

Sincerely,

A handwritten signature in black ink, appearing to read "Mike Slavish". The signature is stylized with several loops and a long horizontal stroke at the end.

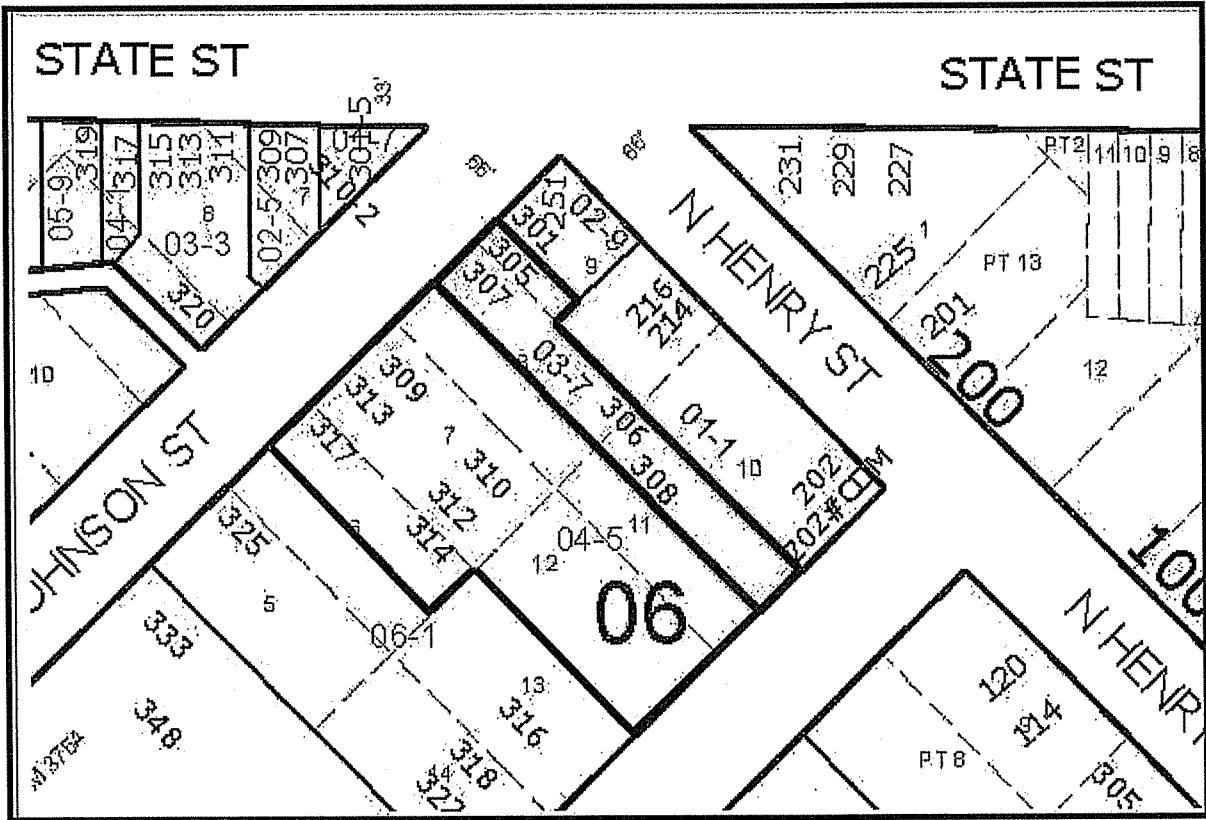
Mike Slavish  
President



**HOVDE PROPERTIES**

**HOVDE**

**Exhibit A  
The Parcel**



**305/309 W. Johnson Street  
Madison WI**

**Contact:**

Vic Villacrez

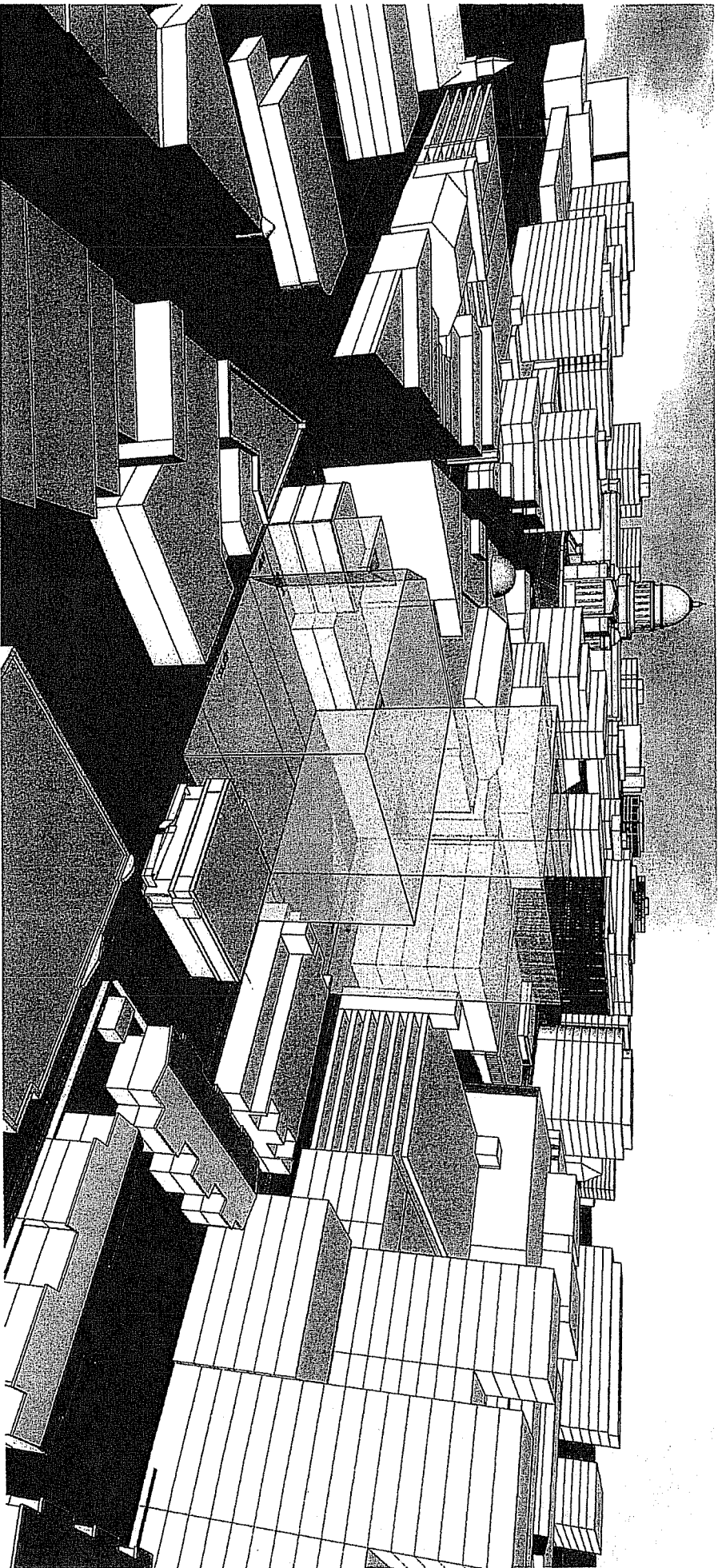
[vvillacrez@hovdeproperties.com](mailto:vvillacrez@hovdeproperties.com)

608-658-6588



EXHIBIT B

Massing Under Proposed Downtown Plan Height Maps



Per Proposed Downtown Plan: Total maximum buildable floor area=426,498 sf  
Zoning in the Downtown area will be defined according to approval of the proposed Downtown Plan.

Southwest View Buildable Area

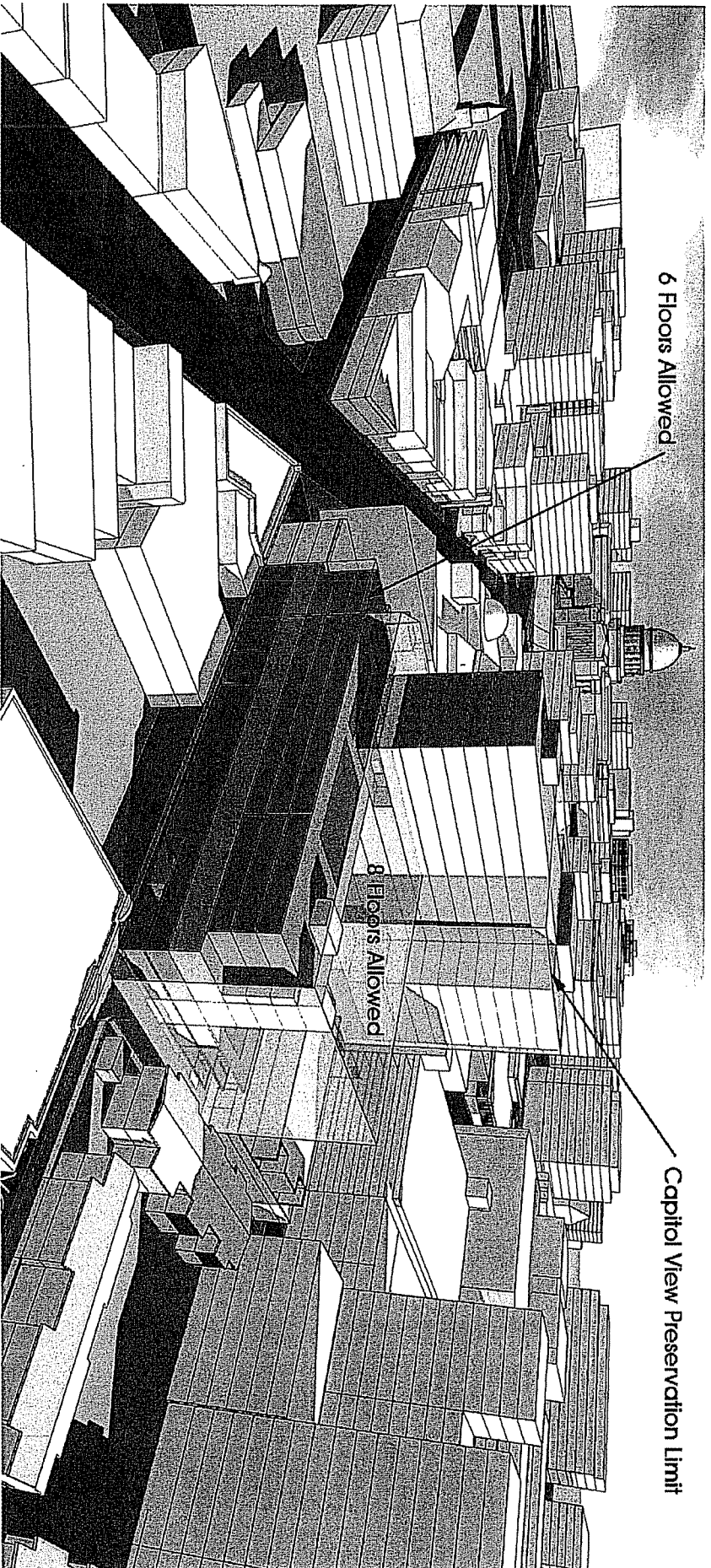
**309 W. Johnson Street**  
Madison, Wisconsin



December 14, 2011

710241-1P © Engeneer Urban Architecture, Inc.

Exhibit C



Buildable Height According to Proposed Downtown Plan

Southwest View

309 W. Johnson Street  
Madison, Wisconsin



April 27, 2012

