



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

September 9, 2007

Re: Letter of Intent: Block 258 PUD-GDP

Dear Mr. Murphy:

The following is submitted together with plans; application and zoning text for staff plan commission and council consideration of approval of the proposed development.

**Project:** McBride Point – 333 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: Thomas Miller

**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:**

This Zoning District is established to provide a General Development Plan to guide the future Specific Implementation of the development of approximately 70 Dwelling Units, approximately 2,200 gsf of 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. Please note this GDP 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 on-site now and as part of the future SIP.

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. The first, second and third floors are designed to allow for landscaping between the building and the sidewalk while the fourth floor steps back to provide visual relief at the top of the building.

Streetscapes improvements as required to maintain the existing character of the streets included in the development are included in this proposal. Additionally, this GDP contemplates the accessory off-street parking will be provided in the lower level of the proposed development: 44 parking stalls as well as bicycle parking and motorcycle parking will be provided.

This GDP proposes to modify the current on-street loading zone at East Johnson and North Hancock to two stalls from the existing one stall and proposes to add one additional on-street residential loading zone at the North Hamilton entry – 333 North Hamilton Street, adjacent to the retail use currently located at 301 North Hamilton. This GDP 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. Specific numbers of bicycle parking to be included will be providing as part of the SIP application.

**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 GDP process to develop and approved Fire Access Plan.

**Project Schedule:**

At this point a specific project schedule has been developed for the GDP phase of the development only. The schedule for neighborhood review and approval of the SIP and construction of the development will be outlined in the SIP application.

GDP Schedule:

Notification of Application	July 13, 2007
Neighborhood Meeting	August 29, 2007
GDP Submittal	September 5, 2007
Additional Neighborhood Meetings	TBD
Urban Design Meetings	TBD
Plan Commission Meeting	November 5, 2007
Common Council Meeting	November 20, 2007
SIP Schedule and Construction:	TBD

**Site Development:**

**Lot Area:** .54 acres.

**Units:** Approximately 70 Units, 67 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, the upper level will be stepped back to limit its visual impact from the street.

**Retail:** Approximately 2,200 gsf plus storage: maintaining existing use at 301 N. Hamilton.

**Parking:** 44 stalls below grade and residential parking permits for residents.

**Bicycle Parking:** Visitor and Resident Parking will be provided: quantity to be determined.

**Loading:** 2 Commercial Loading Zones and 1 Residential Loading Zone.

**Landscaping:** A green-roof courtyard will replace existing large areas of surface 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.

**Social and Economic Impact:**

Based on our analysis the proposed development meets the spirit and intent of the zoning ordinances when reviewed with respect to the criteria for approval set forth in Section 28.07(6)(f) of the zoning code.

**Character and Intensity of Land Use:**

The proposed use not only works well with the current character of the neighborhood but it meets the intention of the Neighborhood Plan for the area as well. This development improves upon plan's proposed land use by maintaining the convenience retail component as a key element of the proposal .

**Economic Impact:**

The proposed project will have a positive impact on the economics of the City. And the addition of this project, including the ongoing presence of neighborhood convenience retail will provide a positive impact of the economics of this neighborhood. The replacement of the existing dwelling units on-site with contemporary living facilities with more efficient operating systems provides for a more economically feasible and efficient property.

Preservation and Maintenance of Open Space:

The proposed development will add significant useable open space and landscaping to Block 258. The current surface parking and associated gravel and paved surfaces will be replaced by 'green-roof' areas, landscape beds, patios and terraces to improve the overall aesthetics and usability of the open spaces on this block. The parking provided for this development will be located below grade in order to allow for the described approach to landscaping and open space. And finally, special attention will be given to screen trash from public view in an enclosure and utilities will enter the building below grade.

Implementation Schedule:

Once approved, this project will proceed through construction in a timely manner. The estimated construction schedule allows for approximately 12 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 the review and evolution of this project through the GDP process.

Regards,

  
THE ALEXANDER COMPANY, Inc.

Thomas C. Miller  
Planning and Development Project Manager