



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	February 12, 2008
Neighborhood Meeting	March 26, 2008
SIP Submittal	March 19, 2008
Additional Neighborhood Meetings	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.

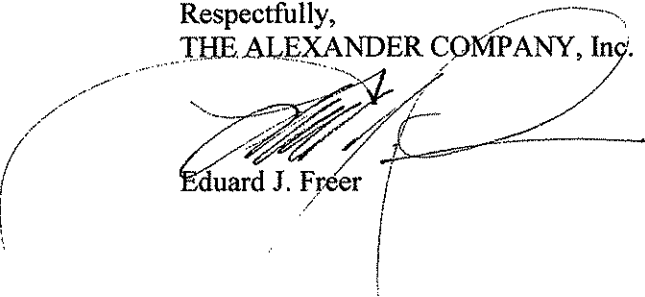
Existing Structures: The Pinkus McBride Building and operation to remain as is.

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