

# LANDMARKS COMMISSION APPLICATION

LC

Complete all sections of this application, making sure to note the requirements on the accompanying checklist (reverse).

If you need an interpreter, translator, materials in alternate formats or other accommodations to access these forms, please call (608) 266-4635

City of Madison  
Planning Division  
215 Martin Luther King Jr Blvd, Ste 017  
PO Box 2985  
Madison, WI 53701-2985  
(608) 266-4635



## 1. LOCATION

Project Address: 134, 140, 148, 150 South Blair and 506, 508, 510, 514, 516, 518, 522 East Wilson

Alder District: 6

## 2. PROJECT

Project Title/Description: JCAP Development Project

This is an application for: (check all that apply)

- ☒ **New Construction/Alteration/Addition in a Local Historic District or Designated Landmark (specify):**
- |   |  |  |
|---|--|--|
| <input type="checkbox"/> Mansion Hill       | <input type="checkbox"/> Third Lake Ridge    | <input checked="" type="checkbox"/> First Settlement |
| <input type="checkbox"/> University Heights | <input type="checkbox"/> Marquette Bungalows | <input type="checkbox"/> Landmark                    |
- ☒ **Land Division/Combination in a Local Historic District or to Designated Landmark Site (specify):**
- |   |  |  |
|---|--|--|
| <input type="checkbox"/> Mansion Hill       | <input type="checkbox"/> Third Lake Ridge    | <input checked="" type="checkbox"/> First Settlement |
| <input type="checkbox"/> University Heights | <input type="checkbox"/> Marquette Bungalows | <input type="checkbox"/> Landmark                    |
- ☒ **Demolition**
- ☐ **Development adjacent to a Designated Landmark**
- ☐ **Variance from the Historic Preservation Ordinance (Chapter 41)**
- ☐ **Landmark Nomination/Rescission or Historic District Nomination/Amendment**  
(Please contact the Historic Preservation Planner for specific Submission Requirements.)
- ☒ **Informational Presentation**
- ☐ **Other (specify):**

DPCED USE ONLY	Registrar #:
	DATE STAMP

## 3. APPLICANT

Applicant's Name: Brian Munson Company: Vandewalle & Associates

Address: 120 East Lakeside Street Madison WI 53726  
Street City State Zip

Telephone: 608.609.4410 Email: bmunson@vandewalle.com

Property Owner (if not applicant): See Attached

Address: \_\_\_\_\_  
Street City State Zip

Property Owner's Signature:  Date: 8/28/23

NOTICE REGARDING LOBBYING ORDINANCE: If you are seeking approval of a development that has over 40,000 square feet of non-residential space, or a residential development of over 10 dwelling units, or if you are seeking assistance from the City with a value of \$10,000 (including grants, loans, TIF or similar assistance), then you likely are subject to Madison's lobbying ordinance (Sec. 2.40, MGO). You are required to register and report your lobbying. Please consult the City Clerk's Office for more information. Failure to comply with the lobbying ordinance may result in fines.

## 4. APPLICATION SUBMISSION REQUIREMENTS (see checklist on reverse)

All applications must be filed by 12:00pm on the submission date with the Preservation Planner. Applications submitted after the submission date or incomplete applications will be postponed to the next scheduled filing time. Submission deadlines can be viewed here: [https://www.cityofmadison.com/dpced/planning/documents/LC\\_Meeting\\_Schedule\\_Dates.pdf](https://www.cityofmadison.com/dpced/planning/documents/LC_Meeting_Schedule_Dates.pdf)

**APPLICATION SUBMISSION REQUIREMENTS CHECKLIST:**

In order to be considered complete, every application submission shall include at least the following information unless otherwise waived by the Preservation Planner. **All application materials should be submitted electronically to [landmarkscommission@cityofmadison.com](mailto:landmarkscommission@cityofmadison.com).** Please note that an individual email cannot exceed 20 MB.

- ☒ Landmarks Commission Application w/signature of the property owner.
- ☒ Narrative Description/Letter of Intent addressed to the Landmarks Commission, describing the location of the property and the scope of the proposed project.
  - ☒ Photographs of existing conditions;
  - ☒ Photographs of existing context;
  - ☒ Photographs of comparable historic resources within 200 feet of subject property;
  - ☐ Manufacturer's product information showing dimensions and materials.
- ☐ Architectural drawings reduced to 11" x 17" or smaller pages which may include:
  - ☐ Dimensioned site plans showing siting of structures, grading, landscaping, pedestrian and vehicular access, lighting, mechanicals, signage, and other features;
  - ☐ Elevations of all sides showing exterior features and finishes, subsurface construction, floor and roof;
  - ☐ Floor Plan views of levels and roof;
  - ☐ For proposals of more than two (2) commercial or residential or combination thereof units, a minimum of two (2) accurate street-view normal perspectives shown from a viewpoint of no more than five (5) feet above existing grade.
- ☐ Any other information requested by the Preservation Planner to convey the aspects of the project which may include:
  - ☐ Perspective drawing
  - ☐ Other \_\_\_\_\_

*Landmarks Commission staff will preliminarily review projects related to the construction of additions and/or new construction with Zoning staff in order to determine the completeness of the submission materials. Applicants are encouraged to contact Zoning staff to discuss projects early in the process to ensure the project considered by the Landmarks Commission meets Zoning requirements.*

**CONTACT THE PRESERVATION PLANNER:**

Please contact the Preservation Planner with any questions.

City of Madison Planning Division  
215 Martin Luther King Jr Blvd, Suite 017  
PO Box 2985 (mailing address)  
Madison, WI 53701-2985  
[landmarkscommission@cityofmadison.com](mailto:landmarkscommission@cityofmadison.com)  
(608) 266-6552



To: Landmarks Commission  
From: Brian Munson  
CC: JCAP Design Team  
Alder Rummel  
Capital Neighborhoods  
Date: Wednesday, September 06, 2023  
Re: JCAP Blair/Wilson Project

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The attached project is submitted for informational discussion with the Landmarks Commission to assist the development of the overall concept's goal of meeting the Certificate of Appropriateness standards within the local historic district, consistency with adopted plans and the overall project's relationship with the character of the surrounding neighborhood.

The JCAP Development Group is proposing to construct a new mixed-use project on the properties along Blair Street and East Wilson Street consisting of the commercial buildings along East Wilson and the parking lot along Blair Street. The property consists of several parcels including 134 – 150 S Blair St. as well as 506 – 518 E Wilson St. The S Blair St. parcels are located in the First Settlement Local Historic District and the E. Wilson parcels are located in the East Wilson Street National Historic District. The Existing Hotel Ruby Marie is Located in both the East Wilson Street Local Historic District and the Third Lake Ridge Local Historic District.

The proposed development consists of a 8-story, 160-unit Multifamily Residential building on S. Blair St. and a 6-story, 100-key Hotel building on E. Wilson St., abutting the existing Hotel Ruby Marie which will remain intact on site. The Multifamily Residential building will utilize the additional height bonus for affordable housing, adopted by the city in March 2023.

Between the buildings will be a proposed "Living Street" connecting S Franklin St. and S Blair St., which will provide enhanced street activation for the property, as well as vehicle access to parking and fire lane access.

## Adopted Plans

### Downtown Plan

The Downtown Plan Height Map identifies the site for 3 stories adjacent to The Germania Condominiums and 6 stories along Blair Street with this site specifically identified as an underutilized parcel. The newly adopted downtown height ordinance supports the ability to develop 8 stories on this site provided the

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247 Freshwater Way • Milwaukee, Wisconsin 53204 • 414.988.8631

[www.vandewalle.com](http://www.vandewalle.com)

Shaping places, shaping change

building meets the 6 story overall height (88') and supplies a portion of the units for affordable housing (60% AMI).

The Downtown Plan identifies the site as part of the First Settlement District with the following objectives:

Objective 4.12: The First Settlement neighborhood should build on its historic character and focus new development on key sites on the edge of the historic neighborhood core to strengthen the neighborhood and its identity as a historic neighborhood. Opportunities exist to better connect this area to the lake and views of it from within the neighborhood should be preserved.

Recommendation 107: Focus more-intensive development on selective vacant or underutilized sites at the historic district's edges (Brayton Lot, Block 115, City Water Utility reservoir site, and segments of the Blair Street and East Wilson Street, and Bulter Street frontages).

Recommendation 108: Preserve the character of the First Settlement Historic District and ensure that new development is compatible with the historic context in scale and design.

Recommendation 109: Rehabilitate existing housing and selectively allow new housing on vacant or underutilized non-historic sites within the historic core.

#### **First Settlement Neighborhood Plan (1995)**

The First Settlement Neighborhood Plan (1995) calls for higher density residential along arterial streets with this site specifically identified (R7) for higher density residential development.

"Several sites within the First Settlement Neighborhood including R1, R7, R9, and R14 have strategic importance. These sites are large mixed-use redevelopment sites that can determine the future character of the neighborhood and downtown. The highest and best use of these sites for parking, redevelopment, streetscape and visual character will not be achieved unless they are planned comprehensively.

Several sites have a potential for higher density and higher rise development. These sites are appropriate for higher density development because they adjoin and are linked to major transportation corridors, they adjoin existing higher density developments such as the state office building complex on Butler Street and/or they are valuable lakefront sites such as the E. Wilson Street frontage.

#### **R7      Germania Development**

Strategic mixed-use redevelopment site for the neighborhood and downtown. Higher density residential development along Blair Street with landscape setbacks. Structured parking with the potential to provide both public and private parking. Potential to integrate proposed Alamo Court development and water utility site into larger redevelopment project. Potential neighborhood retail related to E Wilson Street frontage. Coordinated urban design and open space framework to establish a unified development. Design to compliment historic character of the neighborhood and maximize views to Lake Monona and State Capitol."

## **Project Goals**

The goals of this project are to provide more needed affordable housing supply to the neighborhood and city, provide more needed hotel rooms for visiting patrons, and to re-activate the site as a thriving and active location in Downtown Madison.



# Design Approach

## Three Building Approach

The project is designed to fit into the neighborhood context through the creation of three distinct buildings; a new residential building along Blair Street, a new hotel fronting onto East Wilson Street, and preservation of the Hotel Ruby Marie.

The remaining buildings on East Wilson Street are proposed to be raised as they are not in good enough condition to be restored to their original state with several exhibiting significant structural deficiencies.

## Building Height

The proposed buildings meet the Comprehensive Plan and Downtown Height Plan designation of 6 stories/88' along Blair and Wilson Street with a stepdown to 3 stories along the Germania Condominiums. The Blair Street residential building will be an 8 story format through the delivery of affordable housing, consistent with the recently adopted downtown height ordinance.

## Building Character

Both new buildings will feature stepbacks and design details to reflect the adjoining architectural datum and character, incorporating materials and elements from the neighborhood. Additional details will be developed for future submittals based on feedback from the Staff, Neighborhood, and Commissions.

## Lot Combination

134 South Blair Street:

This parcel includes underlying lot lines that will be dissolved via CSM, consistent with precedent from comparable sites. The previous building on-site was removed between 2000 and 2005, with the original buildings removed prior to 1968.

140/148 South Blair Street:

Parcels to remain.

508/510/514/516 East Wilson:

Parcels to be combined to create one development parcel.

5/18/522 East Wilson

Parcel to remain.

## Historic Standards

We are crafting an architectural response that will blend into the surrounding neighborhood and complies with the Historic Standards for New Structures from Subchapter 41G. To date, we have met with the city on several occasions to review our compliance trajectory and have had many productive conversations that have resulted in design decisions, which are illustrated in this submittal.

## Historic District Standards for New Structures

### 1. General

For overall massing, we have reduced perceived scale by providing setbacks and stepbacks and provide façade articulation and modulation on all facades to break up the building mass.

### 2. Building Site

Parking, access ramps, trash, and mechanical equipment are being planned in unobtrusive or enclosed locations as not to interfere with the relationship between building and landscape

from a historical perspective. All equipment outside of the building enclosure, i.e. transformers, are to be screened and out of the visible field.

3. Exterior Walls

Materials on the primary and secondary structures are to be in alignment with the period of significance within the historic district.

4. Roofs

Roof forms are designed to be flat roofs and not visible to the surrounding context. Roof terraces are designed to not be visible to the surrounding context and ROW and guard rails are to be concealed behind raised parapets.

5. Windows and Doors

Windows, doors, and awnings visible from the ROW and surrounding context are to be compatible with the surrounding context.

6. Entrances, Porches, Balconies and Decks

Porches on Blair St. are designed to be consistent with the surrounding context in scale, elevation and proportion. Balconies are not visible from the primary ROW and located on the back of the building.

7. Building Systems

Rooftop mechanical systems are to be minimized and concealed from view. Grilles, vents, etc. are to be integrated into the building facades and to match adjacent materials to minimize their presence.

# Project Context Photos:

Blair Street Context:















## Wilson Street Context

















Franklin Street Context:







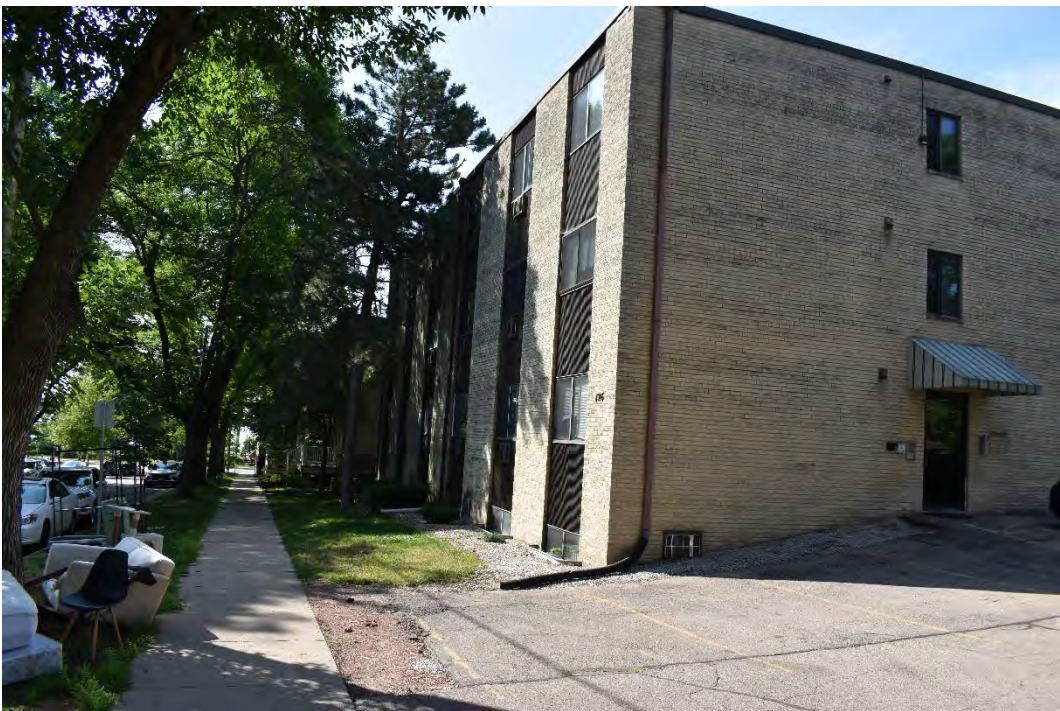




















Site Context:



























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# WILSON + BLAIR

MADISON, WISCONSIN

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JCAP REAL ESTATE

LANDMARKS INFORMATIONAL SUBMITTAL  
AUGUST 28, 2023

**Kahler Slater**

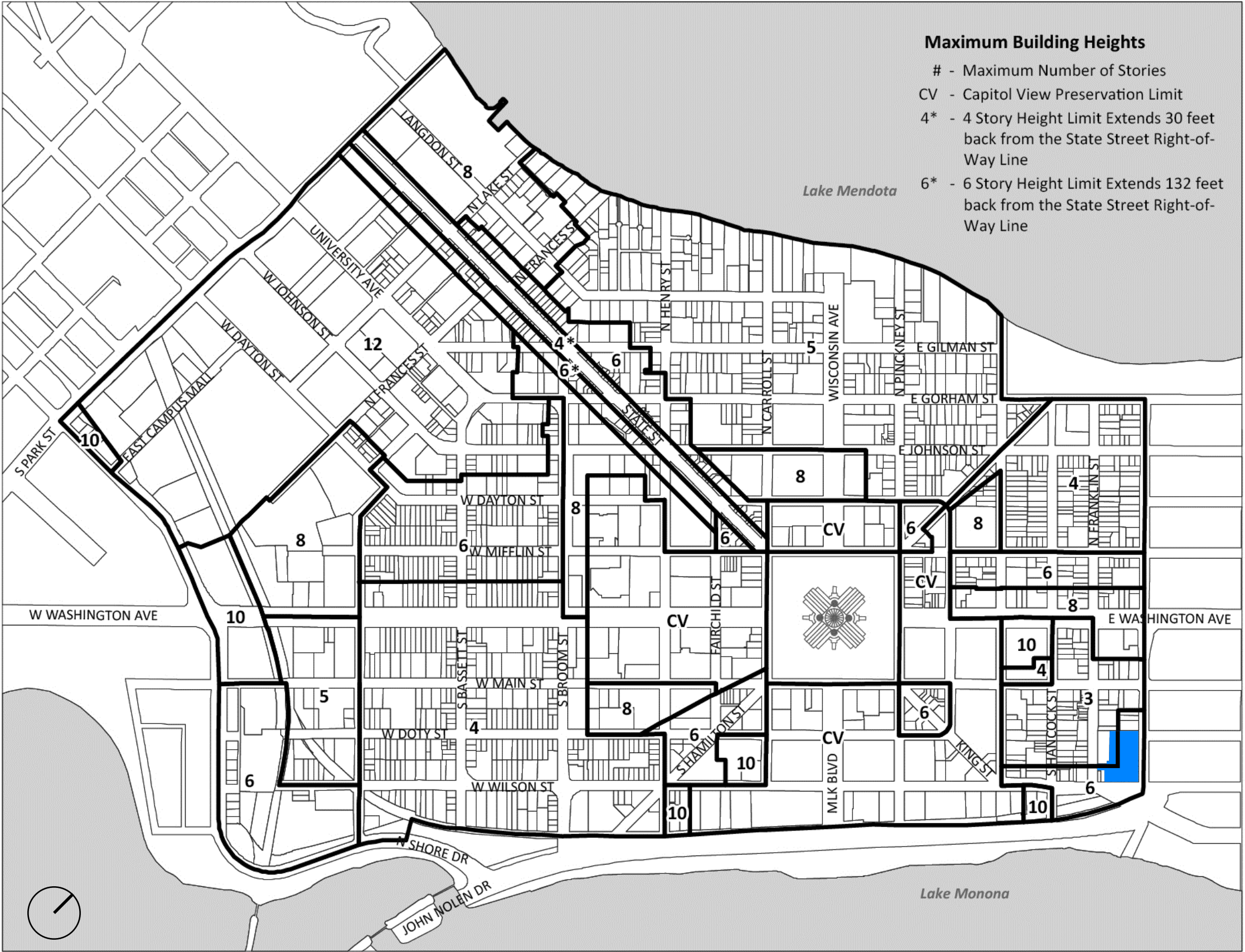


# LOCATOR MAP

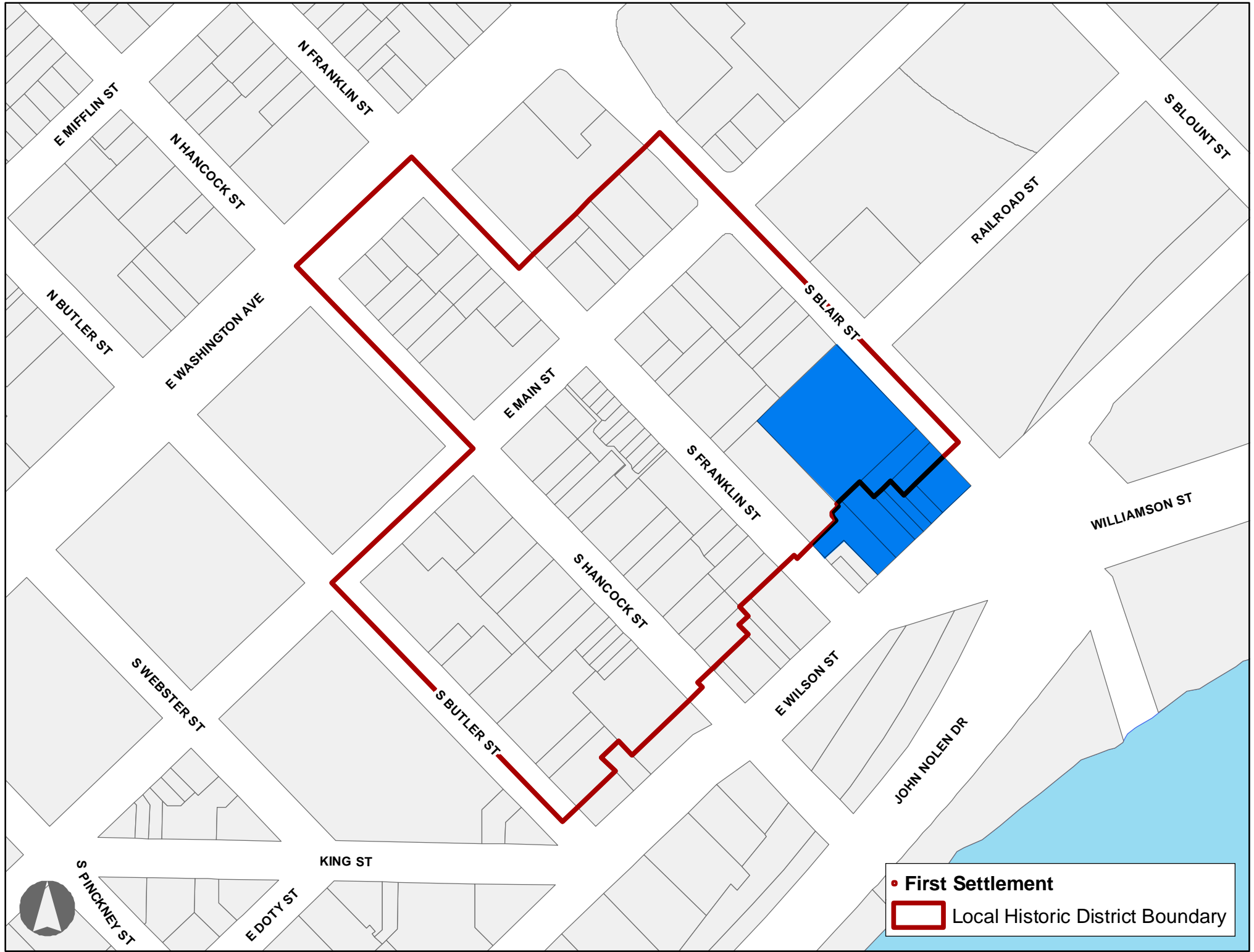




# ZONING INFORMATION | HEIGHT MAP



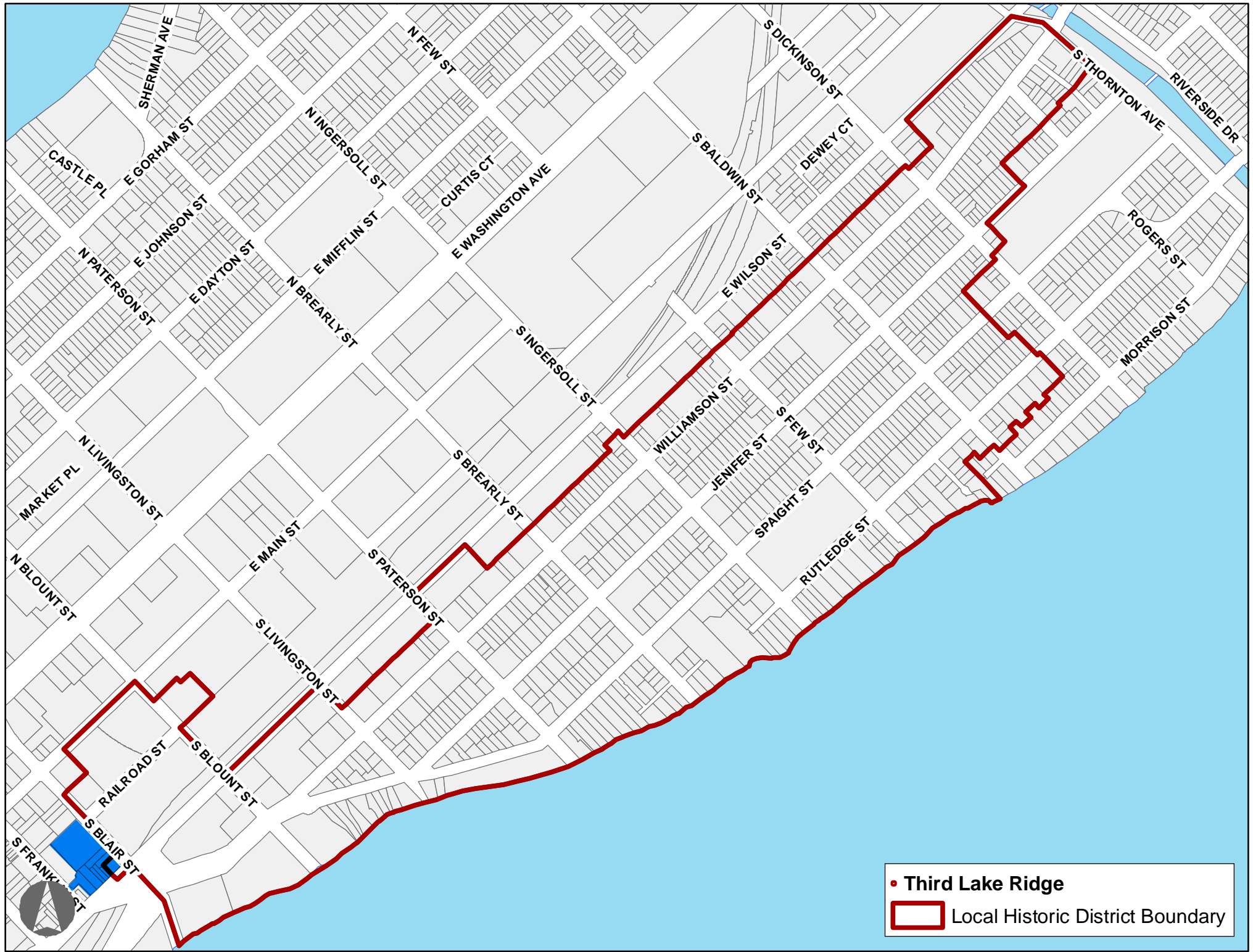
# ZONING INFORMATION | HISTORIC DISTRICT



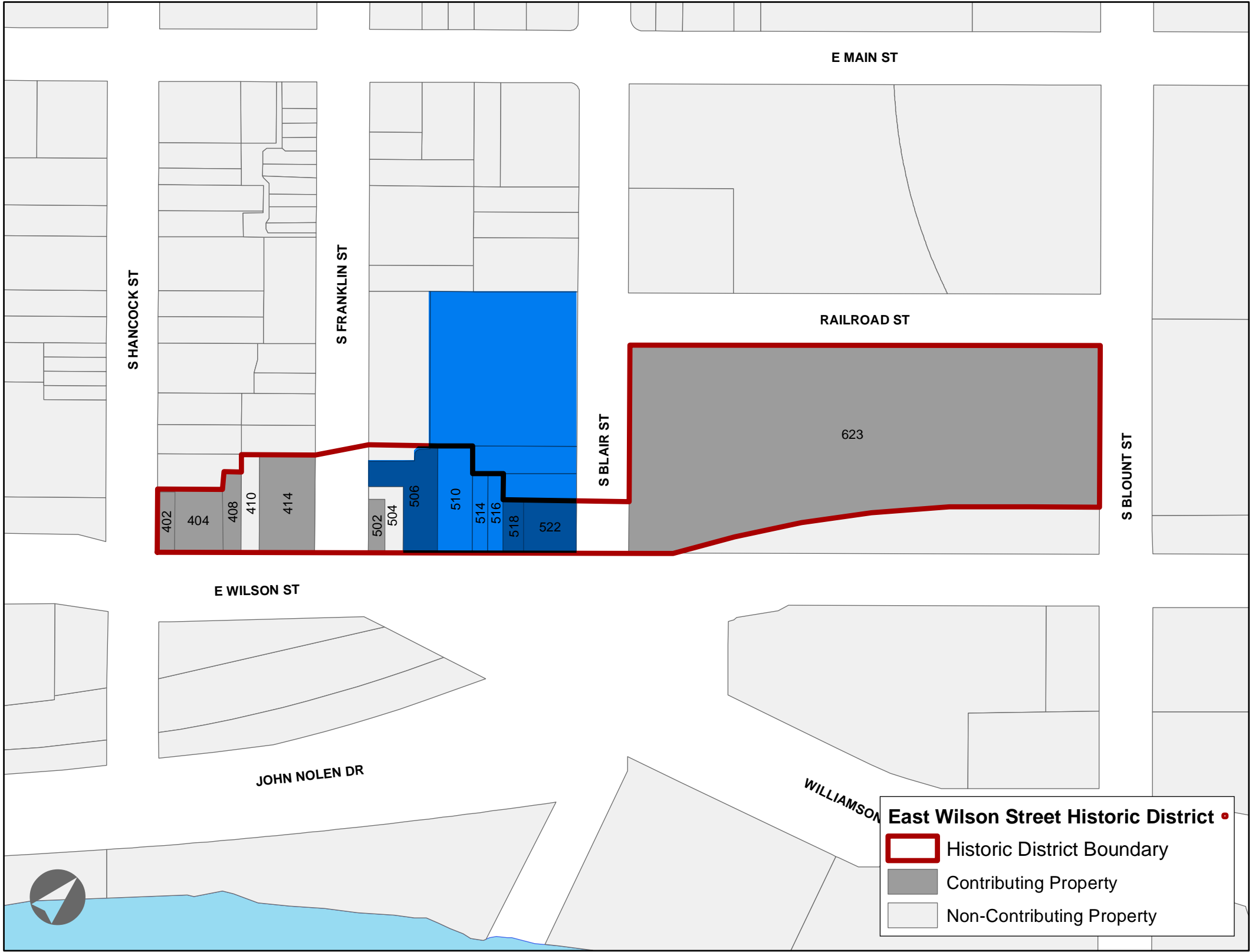
Parcels current as of map creation - 02/21/22



# ZONING INFORMATION | HISTORIC DISTRICT



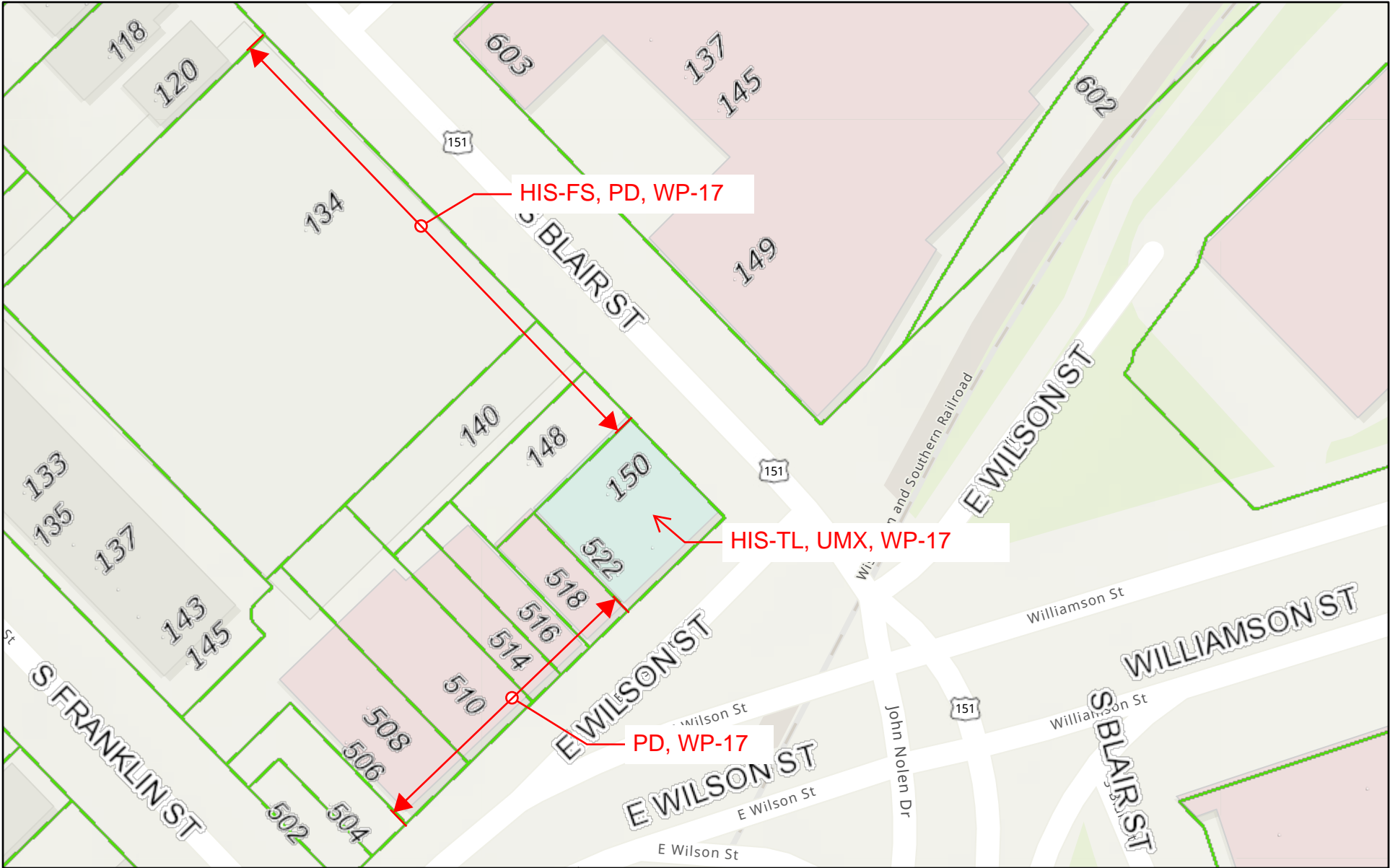
# ZONING INFORMATION | HISTORIC DISTRICT



Boundary data source: Wisconsin Historical Society. Contributing status reflects original historic district submittal data. Parcels current as of map creation - 11/01/21

# ZONING INFORMATION | PROPERTY MAP

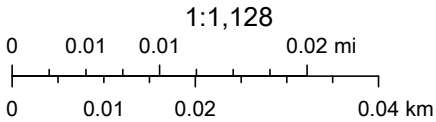
City of Madison, Wisconsin Property Map



3/14/2023, 1:59:18 PM

- Municipal Limits
- Parcels

WP = Wellhead Protection Overlay District  
PD = Planned Development District  
HIS-TL = Third Lake Ridge Historic District  
HIS-FS = First Settlement Historic District

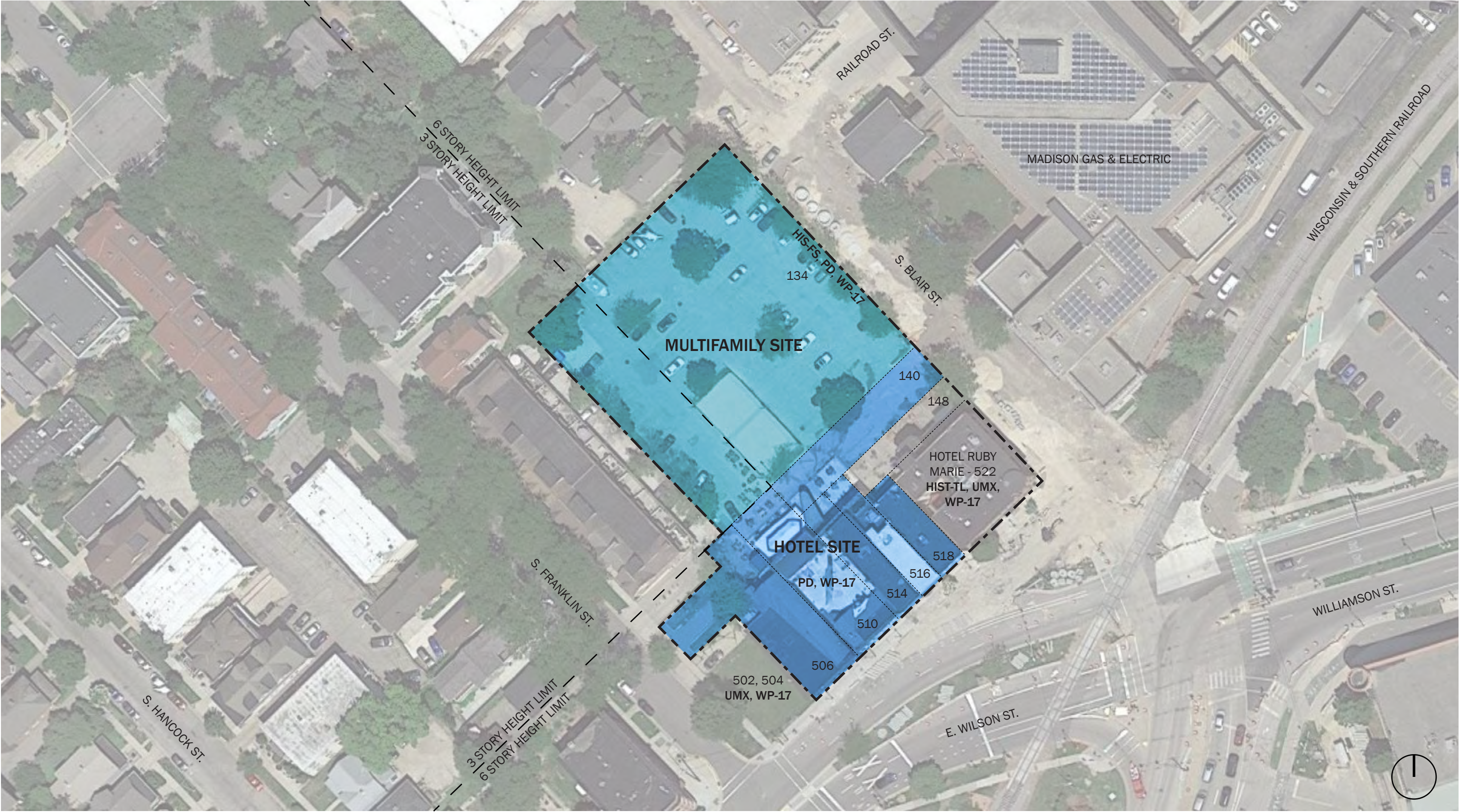


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# EXISTING SITE PLAN - PROPOSED PARCEL DELINEATIONS





# SITE PLAN



## PLAN KEY

- 1. **RESIDENTIAL BUILDING**  
8 STORIES ABOVE GRADE, ~160 UNITS  
AFFORDABLE HOUSING HEIGHT BONUS
- 2. **PARKING PODIUM**  
AMENITY DECK ON TOP
- 3. **WALK-UP TOWNHOMES**
- 4. **MAIN RESIDENTIAL ENTRY**
- 5. **EXISTING HOTEL RUBY MARIE**  
3 STORIES
- 6. **OUTDOOR SEATING/ DROP-OFF AREA FOR HOTEL RUBIE MARIE**
- 7. **NEW HOTEL**  
6 STORIES, 100 KEYS  
GROUND FLOOR F&B AND AMENITES FOR STREET ACTIVATION
- 8. **PORTE COCHERE/HOTEL DROP-OFF**
- 9. **ONE-WAY ENTRANCE FROM FRANKLIN**
- 10. **HOTEL LOADING AREA**
- 11. **HOTEL PEDESTRIAN ENTRANCE OFF WILSON**
- 12. **PUBLIC ART/SEATING/STREATERY**
- 13. **PARKING GARAGE ENTRANCE**  
ALSO SERVES AS TRASH PICKUP
- 14. **“LIVING STREET” ALLEY WAY**  
ALSO SERVES AS A FIRE LANE
- 15. **SECONDARY RESIDENTIAL ENTRY AND STREET-FRONTING AMENITY**



AERIAL VIEW





AERIAL VIEW





# SITE ELEVATIONS

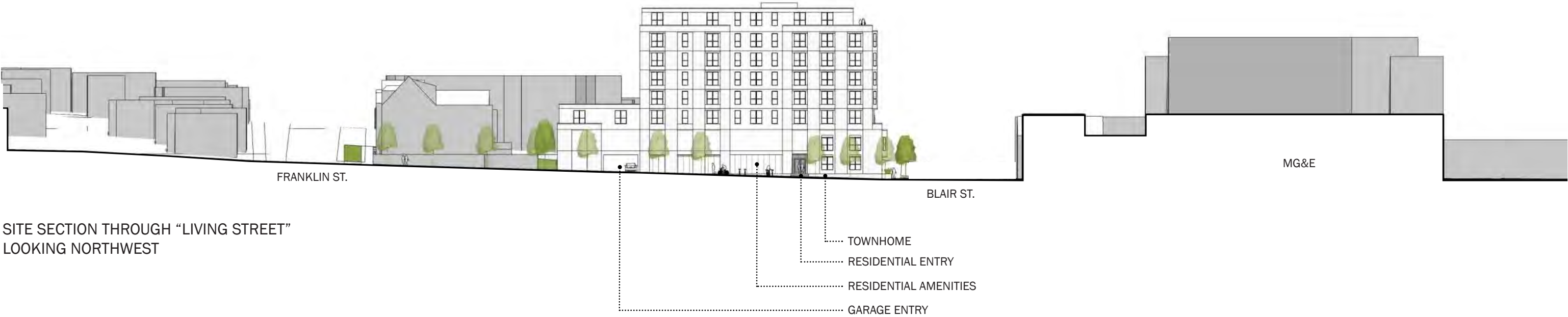
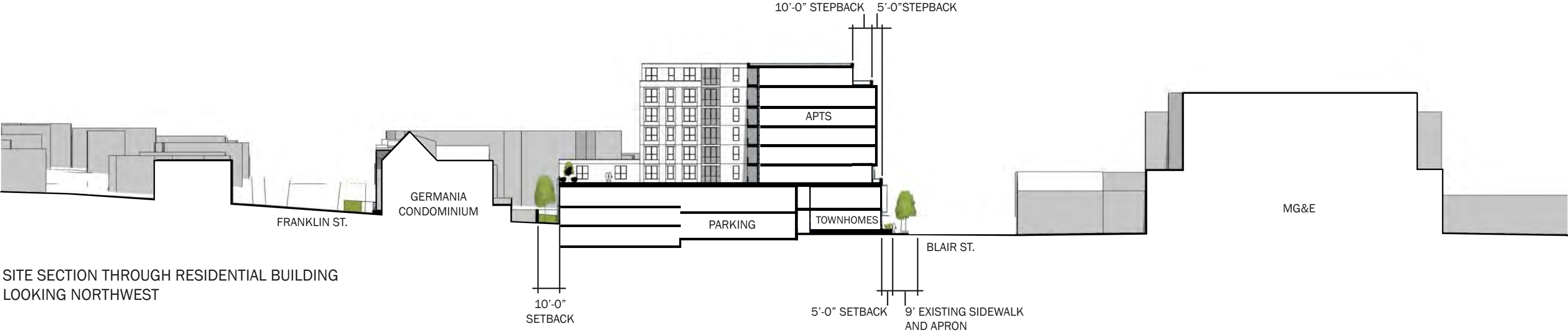


WILSON STREET SITE ELEVATION



BLAIR STREET SITE ELEVATION

# SITE SECTIONS





# GROUND VIEW AT WILSON + BLAIR



# WILSON ELEVATION





# FITTING INTO THE WILSON STREET HISTORIC DISTRICT



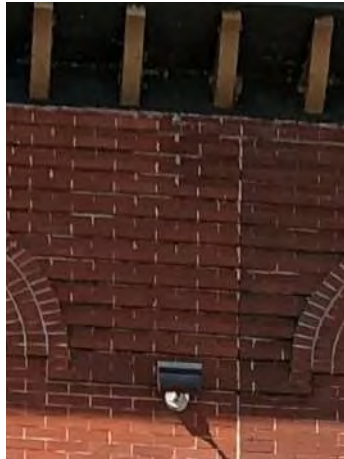
BASE EXPRESSIONS



LINTEL TREATMENTS



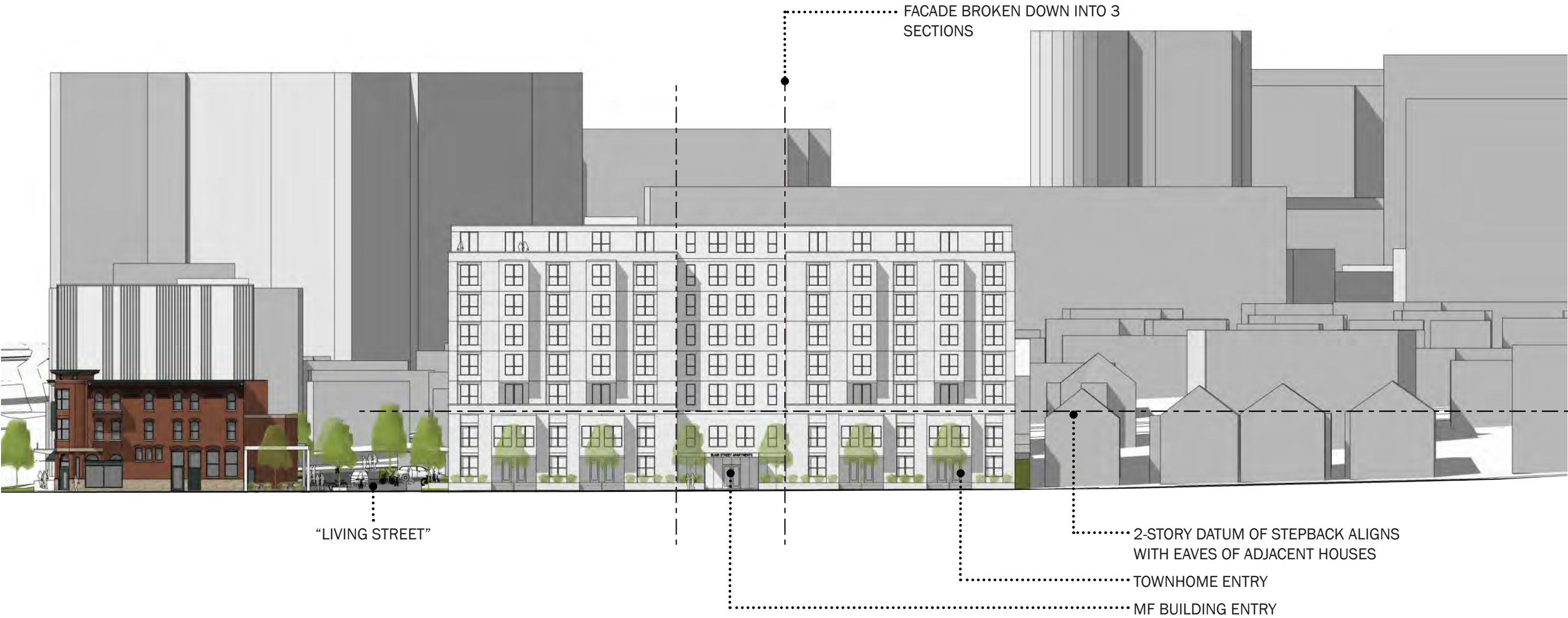
MASONRY TEXTURE



CORNICE TREATMENTS



# BLAIR ELEVATION





# FITTING INTO THE FIRST SETTLEMENT DISTRICT



BREAKING DOWN THE MASS



COVERED PORCHES



ELEVATED ENTRIES



BALCONIES



BAY WINDOWS



MASONRY DETAILING





GROUND VIEW OF ALLEY WAY FROM BLAIR ST.





“LIVING STREET”





GROUND VIEW OF ALLEY WAY FROM BLAIR ST.





GROUND VIEW OF ALLEY WAY FROM FRANKLIN ST.





GROUND VIEW FROM RAILROAD ST.





GROUND VIEW FROM BLAIR ST.





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132-148 South Blair Street  
Visually Compatible Study Area  
Landmarks Commission

Subject Site

Historic District Boundary

Visually Compatible Area Boundary

Existing Building on Development Site

Buildings in Visually Compatible Area &  
Constructed During the Period of Significance



Prepared by the City of Madison Planning Division | August 2023

E MAIN ST

S FRANKLIN ST

S HANCOCK ST

E WILSON ST

JOHN NOLEN DR

First Settlement Historic District Boundary

Third Lake Ridge District Boundary

S BLAIR ST

200' Radius

132

140

148

511

107

111

112

116

120

123

132

134

140