



City of Madison Planning Division
215 Martin Luther King Jr. Blvd. | Room LL.100 | P.O. Box 2985 | Madison, WI 53701-2985

Madison Landmarks Commission APPLICATION

1. LOCATION

Project Address: 210 S. Brooks Street Aldermanic District: 13 (formerly 9)

2. PROJECT

Date Submitted: _____

Project Title / Description: "The Longfellow" School Rehab & New Apartment Complex
(40 units) (64 units)

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

- Alteration / Addition to a Designated Madison Landmark
- Alteration / Addition to a building adjacent to a Designated Madison Landmark
- Alteration / Addition to a building in a Local Historic District (specify):
 - Mansion Hill Third Lake Ridge First Settlement
 - University Heights Marquette Bungalows
- New Construction in a Local Historic District (specify):
 - Mansion Hill Third Lake Ridge First Settlement
 - University Heights Marquette Bungalows
- Demolition
- Variance from the Landmarks Ordinance
- Referral from Common Council, Plan Commission, or other referral
- Other (specify): _____

3. APPLICANT

Applicant's Name: John Seamon Company: Iconica
 Address: 901 Deming Way City/State: Madison, WI Zip: 53717
 Telephone: 608-664-3550 E-mail: john.seamon@iconicacreates.com
 Property Owner (if not applicant): The Alexander Company
 Address: 145 E Badger Road City/State: Madison, WI Zip: 53713

Property Owner's Signature: [Signature] Date: 6-28-13

GENERAL SUBMITTAL REQUIREMENTS

Twelve (12) collated paper copies and electronic (.pdf) files of the following: (Note the filing deadline is 4:30 PM on the filing day)

- Application
- Brief narrative description of the project
- Scaled plan set reduced to 11" x 17" or smaller pages. Please include:
 - Site plan showing all property lines and structures
 - Building elevations, plans and other drawings as needed to illustrate the project
 - Photos of existing house/building
 - Contextual information (such as photos) of surrounding properties
- Any other information that may be helpful in communicating the details of the project and how it complies with the Landmarks Ordinance, including the impacts on existing structures on the site or on nearby properties.

Questions? Please contact the
 Historic Preservation Planner:
 Amy Scanlon
 Phone: 608.266.6552
 Email: ascanlon@cityofmadison.com

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.



July 1st, 2013

To: Landmarks commission

From: John Seamon, Iconica

Re: The Longfellow School Rehab and New Apartment Complex

Project Description

The guiding principles applied in this development proposal are:

- A. Compatibility with Meriter's existing and future operations
- B. Transition to the residential neighborhood
- C. Designing within the objective of the previously approved GDP

The resulting project will provide for the following:

Building Design:

The redevelopment proposal for the former Longfellow School includes the conversion to 41 market rate apartments along with a new three-story, 64 unit apartment building over 2 levels of self-contained parking with 103 stalls and 28 surface stalls. The new building footprint will mimic the existing school, and consequently, create a common courtyard and gardens with a pedestrian building connection between the historic building and the proposed new building. Enhanced sidewalk and street front landscaping provide an aesthetically cohesive environment.

The new building design seeks to establish its own presence in the neighborhood and the Meriter campus while incorporating elements of the historic school. The historic Longfellow building is manifested in the new building design by reinterpreting the nested fenestration within the large articulated building bays. Additionally, the scale of the windows on the new building are designed to emulate the existing Longfellow fenestration. The massing, articulation and architectural style is intended to be cohesive with the Meriter campus and neighborhood but most specifically, respect and preserve the architectural identity of its closest neighbor, the historic Longfellow School. However, the modern design sensibility of the new building also allows for the historic building and the new Children's Center to maintain their respective identities, history and presence. The width of the new building will progressively narrow from the four primary building corners to provide spatial relief from its immediate context while maintaining street edge density.

Portions of the material color palette will serve to link this building with its campus context. Building materials will include concrete, masonry block, EIFS, brick, architectural metal panel, wood, aluminum, and glass. The proposed new building is designed within the story and height limits established in Meriter's 2009 General Development Plan.

Site Design:

The design intent is to knit the historic Longfellow School and the new building together in terms of site access, landscape design and circulation while providing the best possible vehicular and pedestrian access to the Children's Center. Pedestrian access to both the historic building and the new building will be available from Chandler and Mound Streets along with a connector between both buildings located on the upper parking level. Additional residential vehicular access and residential loading will be provided off of Chandler Street.

Direct access to the fifty reserved valet parking stalls will be provided off of Mound Street, adjacent to the Children's Center. Immediate and direct ground level access will be provided to the Children's Center with this design strategy. A 1,920 square foot outdoor playground space for the new Children's Center will be created adjacent to the new Children's Center with immediate access to both the facility and the reserved pick up/drop off parking. The portion of the outdoor play area on the proposed redevelopment lot will be permanently dedicated to the Children's Center.

Historic Preservation:

The restoration of the historic Longfellow School will meet or exceed the standards set by the US Department of Interior for property that is listed on the National Register of Historic Places and the guidelines established by the City of Madison Landmarks Commission. Every attempt will be made to exploit all character features of the school to create a singular sense of place for its residents, Meriter and the neighborhood. The new construction on the adjoining lot are planned to be of their own architectural style and time, but will respect the scale massing and architectural elements of the school.

Signage:

The signage plan will be part of the revised zoning application and will be designed to differentiate itself from the Meriter campus to avoid a blurring of identities and use. The signage will clearly indicate a residential use while practicing restraint in its placement and size. The overall project will be branded "The Longfellow" for its historic context and that branding will carry through to the interiors and the marketing.

Landscaping:

The zoning required for this project will require a complete landscape plan. It is intended that this plan not duplicate the streetscape (within the City's right-of-way) that currently exists for the Meriter campus. Street trees and terrace treatments will be residential in character to avoid confusion over the intuitive residential use and to better transition into the residential neighborhood. Plantings within the property boundaries will be chosen for their seasonal color, resistance to drought and native species. Building and garage setbacks will allow for screening and softening between the public right-of-way and the private uses.

Sustainability:

The Longfellow School restoration represents the ultimate green building project. Reuse of the structure and its historic elements mean that there will be minimal landfill requirements and that the majority of the required building materials are already in-place. Energy conservation for the entire project will be attained through high-efficiency individually controlled heat pumps and water heating systems. Buying local for both labor and

materials will be a priority as will construction recycling. Rain gardens and green roofs will result in storm water reduction and better filtration.

Zoning/Relationship to Meriter Campus:

The overall height and number of stories proposed is less than that proposed in the existing GDP. The development plans address the necessary setbacks, transitions to the residential neighborhood, usable open space for loading, trash and recycling areas. Consideration is given for sensible pedestrian and vehicular egress and ingress, and screening of garage parking. Parking for bikes, Meriter needs and all residential units are contained within the site as to not impact existing city streets.

Organizational Structure:

Owner:	The Alexander Company 145 E. Badger Road; Suite 200 Madison, WI Contact: Randall Alexander	Architect:	Iconica 901 Deming Way Madison, WI 53717 608-664-3535 Contact: John Seamon John.seamon@iconicacreates.com
Engineer:	Iconica 901 Deming Way Madison, WI 53717 608-664-3535 Contact: Patrick Eagan Patrick.eagan@iconicacreates.com	Landscape Design:	JSD Professional Services, Inc. 161 Horizon Drive, Suite 101 Verona, WI 53593 Contact: Justin Frahm

Project Schedule: Construction Start – October 15th 2013; Completion – October 15th, 2014

Thank you for your time in reviewing our proposal.

Sincerely,



John Seamon
Architectural Director
Iconica

901 Deming Way // Madison, WI 53717 // Ph: 608.664.3500 // Fx: 608.664.3535 //

Iconicacreates.com



Photo 1



Photo 2



Photo 3



Photo 4



Photo 6



Photo 5



Photo 3

Photo 7



Photo 8



Photo 9



Photo 10

Photo 5

Photo 3



Photo 11



Photo 12



Photo 13



Photo 3

Photo 7

