

## Landmarks Commission

### Standards for the Review of New Principal Structures in the First Settlement Historic District

To: Commission Members and Staff

The below outline identifies the items as to which to review the proposed development by McGrath Property Group on most of the assembly of properties currently owned by Robert Worm on the corner of East Wilson Street and South Blair Street. The properties on East Wilson Street are in a National Historic District. The adjacent Hotel Ruby Marie is also located in the local Third Lake Ridge Historic District. The remainder of the site sits within the First Settlement Local Historic District. The current zoning and downtown height map, along with recommendations in the Downtown Plan, the updated Comprehensive Plan, and the First Settlement Neighborhood Plan (1995) all point to this particular site as being underutilized and a prime candidate for a more intensive development. The Downtown Plan points to this block (Block 115) as underutilized and a focus for more intensive redevelopment. The Comprehensive Plan defines these sites as ones for generally larger multifamily buildings or multifamily complexes. Within the First Settlement Neighborhood Plan it calls for higher density residential developments on arterial streets, institutional edges, and Lake Monona frontage. This site is identified as R7 within the neighborhood plan and again calls for higher density and higher rise development due to its location along major transportation corridors and/or valuable lakefront sites such as the E. Wilson Street frontage.

As part of this proposal we are requesting a certificate of appropriateness for both the construction of a new structure within the First Settlement Historic District, as well as for the consolidation of lots within and adjacent to the First Settlement Historic District.

Chapter 41.18(4) of the City of Madison Zoning Code addresses the land combination within the Historic District. The section reads as follows:

*The commission shall approve a certificate of appropriateness for land divisions, combinations, and subdivision plats of landmark sites and properties in historic districts, unless it finds that the proposed lot sizes adversely impact the historic character or significance of a landmark, are incompatible with adjacent lot sizes, or fail to maintain the general lot size pattern of the historic district.*

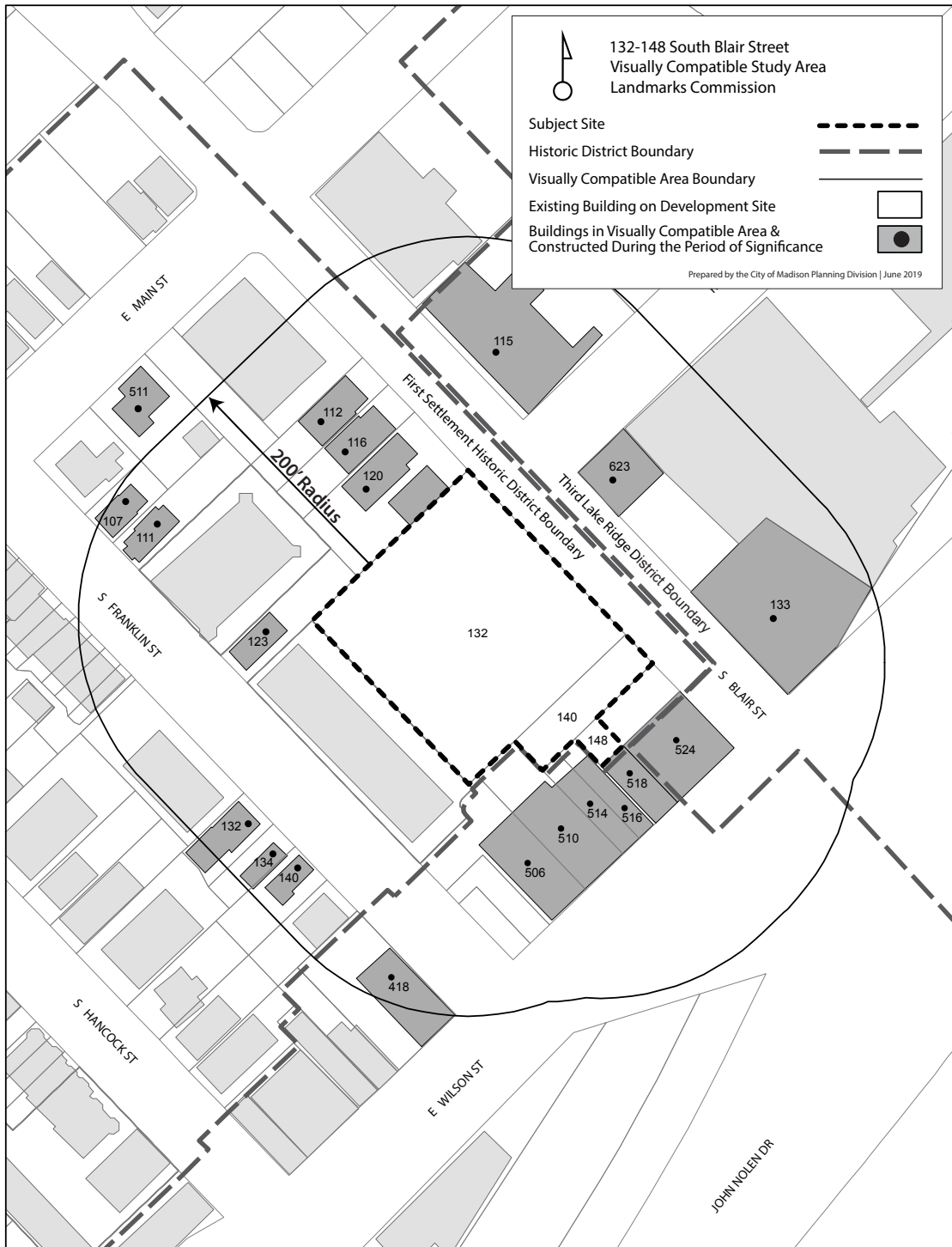
- The current parking lot property, lot 130, behind the buildings along E. Wilson Street and adjacent to South Blair Street is 37,209 SF. Within the First Settlement Historic District the combination of lots 130, 140, and a portion of lot 148 increases the current parking lot site by the equivalent of approximately one (1) single-family residential lot in the neighborhood, and brings the overall property size within the historic district to 42,439 SF. The remaining portion of lot 148 will continue to be owned by its current owner that also owns the Hotel Ruby Marie.
- The Development Team is requesting that this certificate of appropriateness is granted for the land combinations requested as part of

the overall approval of a certificate of appropriateness for the proposed project. We believe that the project meets the standards for review of a new principal structure within the First Settlement Historic District and provides an articulated design of its time, for its context, and location within the City of Madison.

Chapter 41.26 (4) of the City of Madison Zoning Code address the standards by which new principal structures are to be reviewed within the First Settlement Historic District.

*41.26(4)(a) – Structure Height, Scale, Proportion, and Rhythm. New principal structures shall be similar in height to the structures directly adjacent to each side. If the structures directly adjacent to each side are different in height, the new structure shall be of a height compatible with the structures within two hundred (200) feet of the proposed structure. New principal structures shall be compatible with the scale, proportion, and rhythm of masses and spaces of structures within two hundred (200) feet of the proposed structure.*

- The building scale and its location fit within the boundaries of the downtown height map and keep the taller mass of the development along the edges of the First Settlement Neighborhood and in relation with the taller neighboring structures within 200 feet of the proposed structure such as the Cardinal Hotel, South Franklin Street Condominiums, MG&E buildings, Settlement Place, and The Hotel Ruby Marie. The context elevation drawings show the proposed building along both East Wilson and South Blair Street. The roof level of the proposed building is equal in elevation to the Cardinal Hotel, similar in elevation to 115 South Franklin Street Condominiums that sits within the center of the First Settlement residential neighborhood, and is shorter in height than the MG&E building across South Blair Street. These elevations also show the scale, proportion, and rhythm of the building masonry elements relating to the proportions of both the Hotel Ruby Marie and Settlement Place Apartments along the South Blair Street elevation. The masonry elements are broken down to a scale and rhythm that is similar to that of the Hotel Ruby Marie and the MG&E structure at 115 S. Blair Street. The over-story protruding mass of the building elevation at the bike parking entry at the north end of the Blair Street elevation relate back to the scale and proportion of the homes along Blair Street to the north of the site.



200 foot radius from project site; illustrating location of MG&E, Cardinal Hotel, and 115 S. Franklin Street Condominiums

19003 – The East End – McGrath Property Group



Building scale relation along S. Blair Street; large image is within compiled City Land Use Submittal



Building scale relation of existing buildings along E. Wilson Street; large image is within compiled City Land Use Submittal

**41.26(4)(b) – Siding Materials.** *Narrow gauge clapboards made of wood, composite wood material, or concrete, and/or brick and stone may be permitted. Stucco and split-faced concrete block may be permitted only as trim, rather than the primary siding material. Stucco panels and pebbledash are prohibited. If the first two floors of a proposed structure are masonry, the Landmarks Commission may permit the use of artificial siding (i.e. vinyl or aluminum) on the upper floor or floors. In such circumstances, the artificial siding must conform to the following requirements:*

1. *The material shall be of the highest grade offered by the manufacturer.*
  2. *The material shall have a minimum gauge of .042.*
  3. *The color and sheen of the siding shall be consistent with those used in the era in which adjacent structures were constructed.*
  4. *The siding shall not have a false wood grain.*
  5. *The width of each apparent clapboard shall not exceed four (4) inches.*
  6. *The use of visible j-channel trim and other prefabricated elements that differ in appearance from those used on historic structures in the neighborhood is prohibited.*
- The material palette for the project within the First Settlement Historic District is the following:
    - Two (2) colors of brick
      - Ironspot Colonial that is very compatible with the variety of red/brown/orange masonry found within the neighborhood. This brick is compatible with the Hotel Ruby Marie, The Cardinal Hotel, and the MG&E building on S. Blair Street
      - Bisque (cream/buff) that can be found on the MG&E Building along S. Blair Street



Hotel Ruby Marie- E. Wilson



Cardinal Hotel - E. Wilson



MG&E Building - S. Blair



MG&E Building - S. Blair

19003 – The East End – McGrath Property Group

- (2) Colors of smooth faced 4" exposure cement board lap siding at the residential levels; light grey and brown. The use of lap siding is found throughout the residential portion of the First Settlement neighborhood; residence at 111 and 123 South Franklin Street, as well as newer inserted structures in the neighborhood fabric.

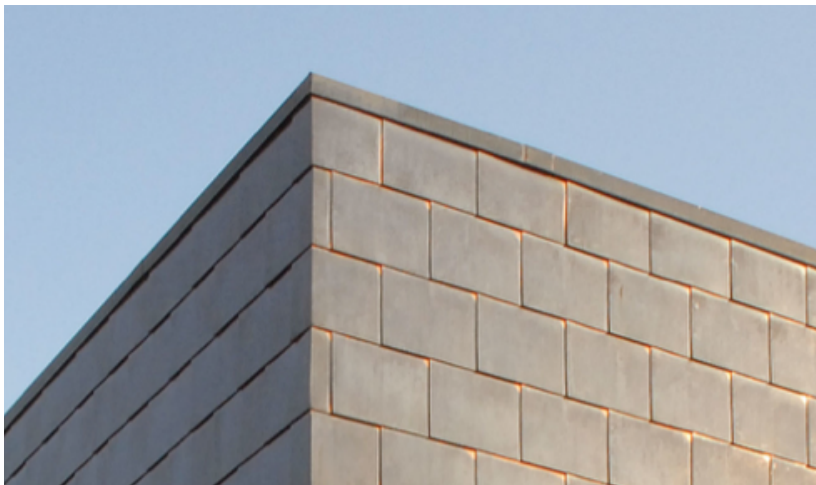


Townhouse Condominiums on S. Franklin Street



123 South Franklin Street

- Medium Bronze Anodized Flat seam metal siding
  - This material, color, and installation method is a technique that has been used for centuries and continues to be used today. The scale of the panels would be 14” tall by 38” wide; the texture that this installation technique provides on the façade allows for the light to catch each panel and provide a subtle play on the highlights and shadows it creates. The smoothed faced metal shall have a minimum gauge of .042. The use of the panel is found along S. Blair Street as accents within the overall elevation as well as on the E. Wilson elevation at the top of the building that is stepped back at the upper level. The following installation picture is to give a sense of the texture the installation technique provides and the second series of picture is of the metal located on MG&E.



Flat seam metal panel installation (color of panel to be medium bronze anodized)



Metal panel on MG&E buildings on S. Blair Street



*41.26(4)(c) – Roof Materials. Roofing materials shall be asphalt shingles; fiberglass or other composition shingles similar in appearance to multi-layered architectural shingles or 3-in-1 tab; or Dutch lap, French method or interlock shingles. Sawn wood shingles may also be approved. Thick wood shakes are prohibited. Vents shall be located as inconspicuously as possible and shall be similar in color to the color of the roof. Rolled roofing, tar-and-gravel, rubberized membranes and other similar roofing material are prohibited except that such materials may be used on flat or slightly sloped roofs that are not visible from the ground.*

- All roof on the project are flat roofs with a rubber membrane.
  - The roofs located at the second floor of the building are either covered with pedestal paver patios for the residential units, smooth stone ballast where not occupied, or vegetated green roof tray system where adjacent to residential patios and along the residential units adjacent to Germania Condominiums on the west elevation of the building.
  - The roof over the second level of residential is a rubber membrane covered by smooth stone ballast
  - The roof at the upper level of the building is a fully adhered rubber membrane roof.

*41.26(4)(d) – Roof Slope. If a principal structure does not have a flat roof, the pitch of the new roof shall be no less than 4-in-12.*

- All roofs on the project are flat roofs.

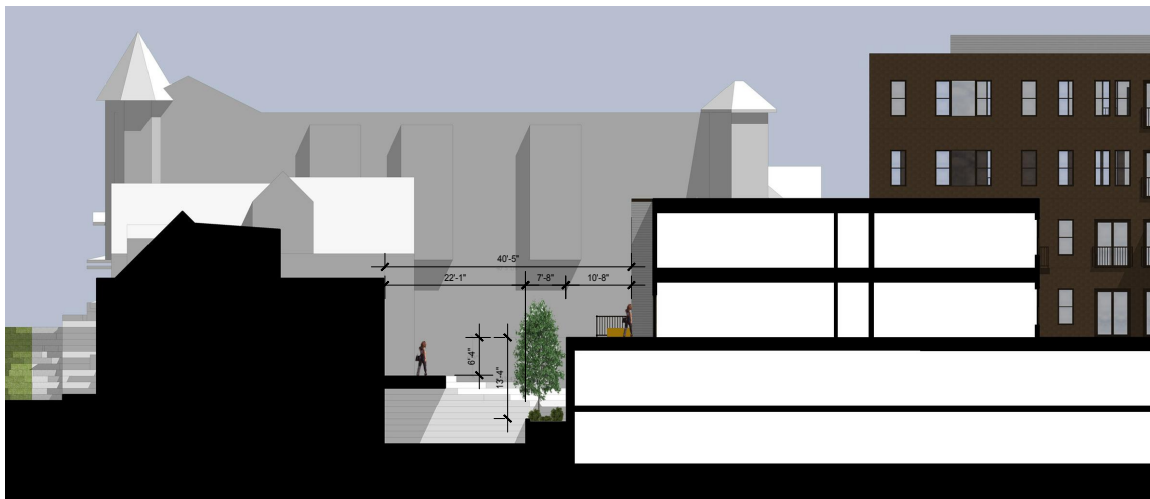
*41.26(4)(e) – Façade Design. Street facades shall be modulated with setbacks incorporated into the design at the first floor level. The entrance shall either be inset or projecting from the plane of the main façade. Porches on main entrances are encouraged. Street facades shall reflect the rhythm and directional expression of the pre-1930 structures within two hundred (200) feet of the subject property*

*and*

*41.26(4)(f) – Windows and Doors. The proportion of width to height of doors and windows and the proportion and rhythm of solids to voids in the front and side façade designs shall be similar to pre-1930 structures within two hundred (200) feet of the subject property. Windows trimmed with bead molds similar in design to the other pre-1930 window trim in the district and windows and doors shall be inset at least one (1) inch from the exterior trim. The main entrance to the structure shall be on the front façade. Garage doors shall be located on the side or rear facades whenever feasible. If it is not feasible to locate the garage door on the sides or rear facades, one-car garage doors will be permitted on the front façade.*

- The overall mass of the building is broken down along South Blair to relate the buildings horizontal scale at the street edge to that found within 200 feet of the site. Along South Blair Street the façade is broken down in to two main “buildings” that relate in length to the street scale of Hotel Ruby Marie and the pre-1930 MG&E buildings across South Blair Street. The vertical scale looks to relate to the datum set by Hotel Ruby Marie, the Cardinal Hotel, and the MG&E buildings. At these datum the masonry terminates to reveal a rhythm of 4” exposure smooth faced cement board lap sided bays to create a simple rhythm along the South Blair Street elevation that translates down through the inset balcony conditions. As you walk along the building the columns of the covered main entry and parking access component is within 18” of the sidewalk; the building then steps back 10’-6” to the portion of the building that is rendered as the “break” between the two main “buildings” before stepping back out with the commercial storefront that is held back 4’-6” from the back of the sidewalk. This movement of the building and its relation to the street is similar to other experiences you have walking around the neighborhood as buildings relation to the street edge ranges from directly adjacent as at the Cardinal Hotel and the Hotel Ruby Marie, to set back in a variety of depths as you move up South Franklin Street. The introduction of canopies to provide shelter at the storefronts also creates another texture and rhythm that is in line with the scale of other storefronts found at the Hotel Ruby Marie. The storefront within the masonry openings at grade level is setback 16-24” to provide a sense of a thick masonry wall. This articulation within the façade helps to provide variety and scale along the building face that is similar to the buildings located along both sides of South Blair Street as well as South Franklin Street and East Main Street. The commercial storefronts along South Blair Street are of a scale similar to that found on the Hotel Ruby Marie as well as the Cardinal Hotel and other storefronts of buildings of that period. The pedestrian experience is one that looks to maintain the street level experience that is created by the Hotel Ruby Marie, the Come Back In, and the Cardinal Hotel where the scale and rhythm of the storefront is maintained on the building to complement, that which is in place on both adjacent existing

- structures. The articulation and detailing of the masonry and the openings is done in a fashion that subtly relates to that which is found on both the Come Back In and the Hotel Ruby Marie. Soldier course headers and header course jamb details that are found on both of these structures provide details at the openings along East Wilson Street. This detailing combined with the proportion and rhythm of the openings is consistent with the two adjacent pre-1930 buildings and also those found on the Cardinal Hotel and the early MG&E buildings on South Blair Street. The beauty of the existing pre-1930s buildings is that they are detailed and arranged to create a subtle rhythm within the elevation.
- As the building begins to engage the residential component of the neighborhood it steps down to two levels of housing immediately adjacent to the residential neighborhood fronting on South Franklin Street. With the transition into the residential neighborhood the material palette and window composition becomes that which is similar to a majority of the homes and townhouse condominiums that front South Franklin Street. The proposed material composition at these elevations is a combination of modular masonry units in a running bond coursing along with the two colors of smooth faced 4" cement board lap siding. A series of double hung window conditions mixed in with larger "Chicago Style" windows comprised of a double hung window on each side of a fixed pane window create a distinction between living spaces and bedrooms. This type of organization of windows can be found on the S. Franklin Street Condominiums mentioned early in this memo. The elevation of the building that runs parallel to the Germania Condominiums is set up to provide (8) townhouse type units within the new building. This relationship and scale of a two-story unit works directly with the scale and rhythm of the existing town house typology of the Germania Condominiums. Special attention has been put into the landscaping and setbacks of the units from the face of the building to provide a sense of privacy for all residence within both buildings.



Relation and scale of Space between Germania Condominiums and Townhouse Units; large image is within compiled City Land Use Submittal

- Though not part of this Commissions review for a Certificate of Appropriateness we think it is important to provide our comments on the design concept and articulation of the project along East Wilson Street to understand that the character, scaling, and proportion moves throughout the project and not just within the areas of the First Settlement Historic District. The elevation of the new structure along East Wilson Street uses a similar concept of subtle cues within the overall masonry elevation to breakdown the façade both vertically and horizontally. The horizontal layout of the elevation provides subtle changes in the layout of the openings at grade to define commercial storefronts from residential building entry with the incorporation of a soft arched entry in combination with stepping out the face of the wall 4". The vertical proportion and scale is broken down with a cast stone course that runs at the elevation of the Come Back In while the continuous punched windows of the first two floors above the commercial space are to relate back to the scale and proportion of the Hotel Ruby Marie. As the building moves above the fourth floor the masonry finishes with a (3) soldier course and cast stone cap. The residential units step back 9 feet from the masonry face to allow the upper level to be rendered with a flat seam metal panel in a scale of 14"x38" horizontally. This metal panel installation is used within the portion of the building along East Wilson and a few highlights within the elevation along South Blair Street.

The focus of this project has been to develop an architectural language that looks to the existing buildings within the neighborhood, and surrounding buildings within a 200-foot radius of the perimeter of the site, and take cues from those structures to create a development that relates to the neighboring structures without mimicking them. Through the use of similar materials, proportion, and rhythm this project takes those cues and qualities of neighboring buildings as highlighted in the memo above to articulate a design of its time, and for its context and location within the City of Madison.

Sincerely,

Marc Schellpfeffer, AIA  
Partner; CaS4 Architecture, LLC

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