



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: 1801 East Washington Avenue Aldermanic District: 6

## 2. PROJECT

Date Submitted: November 23 2015

Project Title / Description: 1801 Washington

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
  - University Heights
  - Third Lake Ridge
  - Marquette Bungalows
  - First Settlement
- New Construction in a Local Historic District *(specify)*:
  - Mansion Hill
  - University Heights
  - Third Lake Ridge
  - Marquette Bungalows
  - First Settlement
- Demolition
- Variance from the Landmarks Ordinance
- Referral from Common Council, Plan Commission, or other referral
- Other *(specify)*: \_\_\_\_\_

## 3. APPLICANT

Applicant's Name: MMP CCG Madison, LLC Company: (same)  
 Address: 5887 Glenridge Drive NE, Suite 360 City/State: Sandy Springs, GA Zip: 30328  
 Telephone: 678-485-3672 E-mail: MCampbell@icloud.com

Property Owner *(if not applicant)*: Marling Lumber  
 Address: 1801 East Washington Avenue City/State: Madison, WI Zip: 53704  
 (PO Box 179, Janesville, WI 535347)

Property Owner's Signature: [Signature] Date: 11/13/15

Applicant's Signature: [Signature] Date: 11/9/15

### 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](mailto: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.

**CAMPBELL**

**CAPITAL**

**GROUP, LLC**

**CAMPBELL CAPITAL GROUP, LLC**

5857 GLENRIDGE DRIVE NE • SUITE 360 • SANDY SPRINGS, GA 30328

MOBILE: 678.485.3672

EMAIL: MCAMPBELL@ICLOUD.COM

**Landmarks Narrative for Proposed Development  
1801 East Washington Avenue (Marling Lumber Site)  
Project Name: 1801 Washington  
Applicant/Project Owner: MMP CCG Madison, LLC**

November 23, 2015

Amy Scanlon, Historic Preservation Planner  
Department of Planning, Community & Economic Development  
215 Martin Luther King Jr. Blvd.  
Madison, Wisconsin 53703

Dear Ms. Scanlon:

It is our pleasure to submit this landmarks narrative as part of our application for land use and related approvals for the redevelopment of the 3.876 acre (166,087 square feet) property in the City of Madison at 1801 East Washington Avenue (PIN 251/0710-072-0912-7), currently owned and operated by Marling Lumber Company. The Project is adjacent to a Designated City Landmark, and therefore we are submitting the application for review by the Landmarks Commission under Section 28.144 of the Zoning Code.

***Project Summary***

The Project will include 2 two-to-four story interconnected mixed-use buildings surrounding an interior parking structure serving residents and commercial tenants. The Project will be comprised of approximately 230 apartments, approximately 20,000 square feet of ground-floor commercial space, three courtyards and a public plaza area near the Yahara River.

Currently zoned industrial, the property is home to Marling Lumber Company's eight-building complex used for the retail sale, distribution and storage of lumber and other building materials. The site is bordered by East Washington Avenue to the north, railroad tracks and a privately owned auto repair business to the east, the Yahara River/Yahara River Parkway to the west and East Main Street to the south. Burr Jones Field and the Fiore Shopping Center are directly across East Washington Avenue from the site, and single family residences are located across East Main Street.

The East Washington Avenue frontage of the Project will consist of first floor commercial space, with three floors of apartments above. The Yahara River frontage will be primarily residential with

the East Main Street portion of the fourth floor being stepped back, and a commercial component will wrap around from the East Washington Avenue side. The East Main Street side of the Project will be entirely residential (two stories at the street level with floors three and four stepped back), including private entries for some of the street-level units. The parking structure architecture and façade is designed to integrate and blend with the residential component and will be set back behind the neighboring auto repair business.

Residents and visitors alike will be drawn to the Project by the glass tower anchoring the Yahara River and East Washington Avenue corner, and encouraged to explore the commercial and public spaces by the unobstructed glazed building fronts, matching awnings and architectural accent lighting. Entry to the residential facility along East Washington Avenue will be harmonious with, yet distinguished from, the commercial entries.

Each of the three inward-facing residential segments enjoy views of private, landscaped courtyards with amenities such as outdoor seating, grilling stations, and gathering spaces. Interior hallways and stairways provide all residents easy access to amenities, while maintaining privacy and security. A public plaza along the Yahara River connects and integrates the Project and its residents with the surrounding neighborhood. This sense of community, and interaction at the street level, is further enhanced by the exterior entrances to some of the residential units along East Main Street.

The residential, commercial, and public spaces will be served by an interior parking structure accessed from both East Washington Avenue and East Main Street. Designed in a podium style, residents' units and parking spaces will be on the same level. Commercial tenants and their customers will benefit from plentiful first-level vehicle parking in the structure, and bicycle parking will be easily accessible throughout the parking structure and Project.

### ***Relationship to Adjacent Landmark Site***

The Project will enhance and improve the relationship of the Project site with the adjacent Yahara River Parkway landmark site. Currently, the Project site is designated for industrial use which prevents any interaction between the Project site and the landmark site. The Yahara River Parkway includes an existing, underutilized pedestrian and bicycle path with limited interaction with the Yahara River. The Project will harmonize and improve the relationship of the two sites by expanding the amount of open space on the west side of the Project site and installing landscaping that is sensitive to and complements the Yahara River Parkway. The Project will also bring new residential and commercial activity to the area, which will replace the existing industrial use to enhance and improve the use of the Yahara River Parkway.

The Project complies with Urban Design District No. 8 Requirements, the Yahara River Parkway Master Plan (1998), the Yahara Gateway and Parkway Corridor Concept Plan (2014), and the East Washington Avenue Capitol Gateway Corridor Plan (2008). The Project is scaled to harmonize with the surrounding neighborhood and will transform an underutilized industrial site into a vibrant and engaging center of residential and commercial activity along Madison's gateway corridor and the Yahara River. The Project will relate to the Yahara River Parkway as follows:

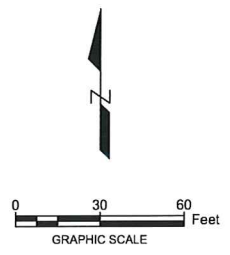
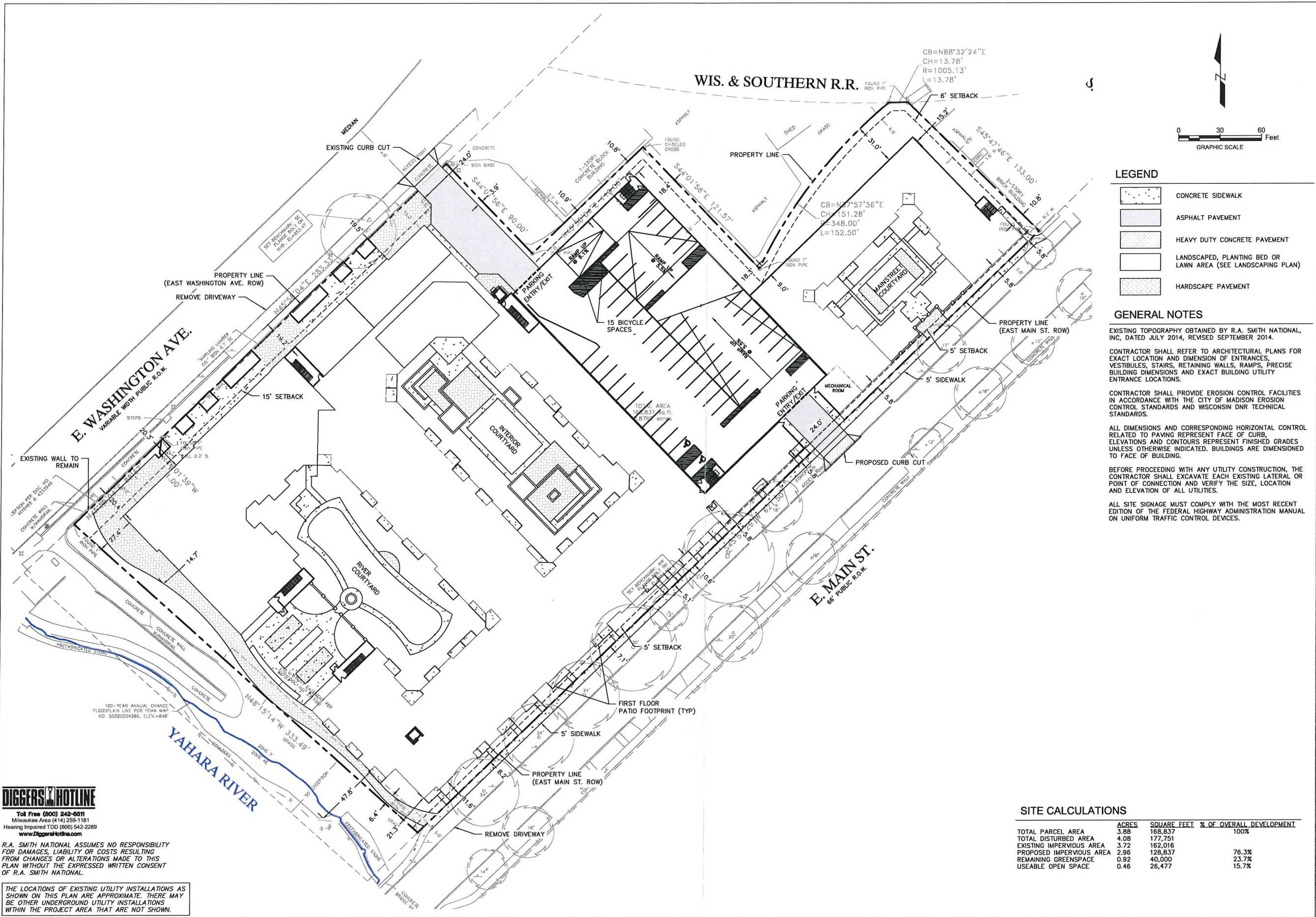
- The proposed façade height of 3 stories along the Yahara River complies with District requirements.
- Project walkways will connect to public sidewalks and paths.
- The anchor corner at East Washington and the Yahara River bike path is a commercial space visually enhanced with storefront glazing, canopies and an anticipated outdoor dining area which increases pedestrian character.
- A cafe area and other creative landscaping solutions embrace and integrate the unique exposed retaining wall that is part of the Yahara River/East Washington bridge.
- The Project contains three courtyards and one public plaza along the Yahara River. The public plaza opens to the Yahara River and is a public amenity connecting the Project to the already established Yahara River bike path.

We therefore encourage the Commission to find that the Project is “not so large or visually intrusive as to adversely affect the historic character and integrity of the adjoining landmark or landmark site.” We look forward to working with the City throughout the approval process to transform this key site along the East Washington Avenue corridor and the Yahara River Parkway.

Sincerely,

A handwritten signature in black ink, appearing to read "Michael J. Campbell". The signature is written in a cursive, flowing style.

Michael J. Campbell



- LEGEND**
- CONCRETE SIDEWALK
  - ASPHALT PAVEMENT
  - HEAVY DUTY CONCRETE PAVEMENT
  - LANDSCAPED, PLANTING BED OR LAWN AREA (SEE LANDSCAPING PLAN)
  - HARDSCAPE PAVEMENT

**GENERAL NOTES**

EXISTING TOPOGRAPHY OBTAINED BY R.A. SMITH NATIONAL, INC, DATED JULY 2014, REVISED SEPTEMBER 2014.

CONTRACTOR SHALL REFER TO ARCHITECTURAL PLANS FOR EXACT LOCATION AND DIMENSION OF ENTRANCES, VESTIBULES, STAIRS, RETAINING WALLS, RAMPS, PRECISE BUILDING DIMENSIONS AND EXACT BUILDING UTILITY ENTRANCE LOCATIONS.

CONTRACTOR SHALL PROVIDE EROSION CONTROL FACILITIES IN ACCORDANCE WITH THE CITY OF MADISON EROSION CONTROL STANDARDS AND WISCONSIN DNR TECHNICAL STANDARDS.

ALL DIMENSIONS AND CORRESPONDING HORIZONTAL CONTROL RELATED TO PAVING REPRESENT FACE OF CURB, ELEVATIONS AND CONTOURS REPRESENT FINISHED GRADES UNLESS OTHERWISE INDICATED. BUILDINGS ARE DIMENSIONED TO FACE OF BUILDING.

BEFORE PROCEEDING WITH ANY UTILITY CONSTRUCTION, THE CONTRACTOR SHALL EXCAVATE EACH EXISTING LATERAL OR POINT OF CONNECTION AND VERIFY THE SIZE, LOCATION AND ELEVATION OF ALL UTILITIES.

ALL SITE SIGNAGE MUST COMPLY WITH THE MOST RECENT EDITION OF THE FEDERAL HIGHWAY ADMINISTRATION MANUAL ON UNIFORM TRAFFIC CONTROL DEVICES.

**SITE CALCULATIONS**

	ACRES	SQUARE FEET	% OF OVERALL DEVELOPMENT
TOTAL PARCEL AREA	3.88	168,837	100%
TOTAL DISTURBED AREA	4.08	177,751	
EXISTING IMPERVIOUS AREA	3.72	162,016	
PROPOSED IMPERVIOUS AREA	2.96	128,837	76.3%
REMAINING GREENSPACE	0.92	40,000	23.7%
USEABLE OPEN SPACE	0.46	26,477	15.7%

**DIGGERS HOTLINE**  
 Toll Free (800) 242-8811  
 Milwaukee Area (414) 259-1181  
 Hearing Impaired TDD (800) 542-2289  
 www.DiggersHotline.com

R.A. SMITH NATIONAL ASSUMES NO RESPONSIBILITY FOR DAMAGES, LIABILITY OR COSTS RESULTING FROM CHANGES OR ALTERATIONS MADE TO THIS PLAN WITHOUT THE EXPRESSED WRITTEN CONSENT OF R.A. SMITH NATIONAL.

THE LOCATIONS OF EXISTING UTILITY INSTALLATIONS AS SHOWN ON THIS PLAN ARE APPROXIMATE. THERE MAY BE OTHER UNDERGROUND UTILITY INSTALLATIONS WITHIN THE PROJECT AREA THAT ARE NOT SHOWN.

DESCRIPTION					
DATE					
<p><b>R.A. Smith National</b>  <i>Beyond Surveying and Engineering</i></p> <p>www.ra-smithnational.com</p>					
<p><b>1801 WASHINGTON          CITY OF MADISON, WI          DIMENSIONED SITE PLAN</b></p>					
<p>© COPYRIGHT 2015          R.A. Smith National, Inc.          DATE: 11/23/15          SCALE: 1" = 30'          JOB NO. 3150290          PROJECT MANAGER:          CHRISTOPHER HITCH, P.E.          DESIGNED BY: MAB          CHECKED BY: CDH</p>					
<p><b>SHEET NUMBER</b>          C200</p>					



1 East Washington Perspective  
Scale: nts

Perspective





1 River Perspective  
Scale: nts

Perspective



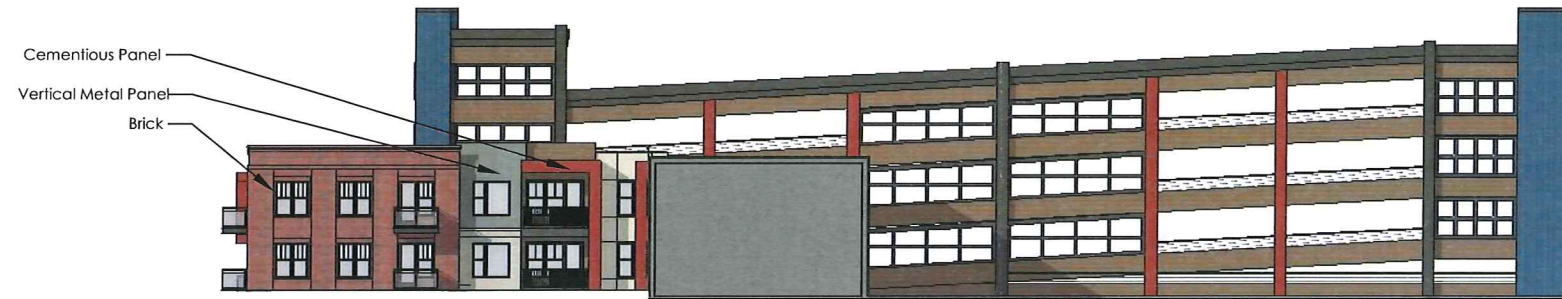


1 East Main St. Perspective  
Scale: nts

Perspective







3 Railroad Elevation  
Scale: 1/32" = 1'-0"

Elevation



2 River Elevation  
Scale: 1/32" = 1'-0"

Elevation



1 East Washington Elevation  
Scale: 1/32" = 1'-0"

Elevation



3 East Main St. Enlarged Elevation  
Scale: 1/32" = 1'-0"

Elevation



2 East Main St. Enlarged Elevation  
Scale: 1/32" = 1'-0"

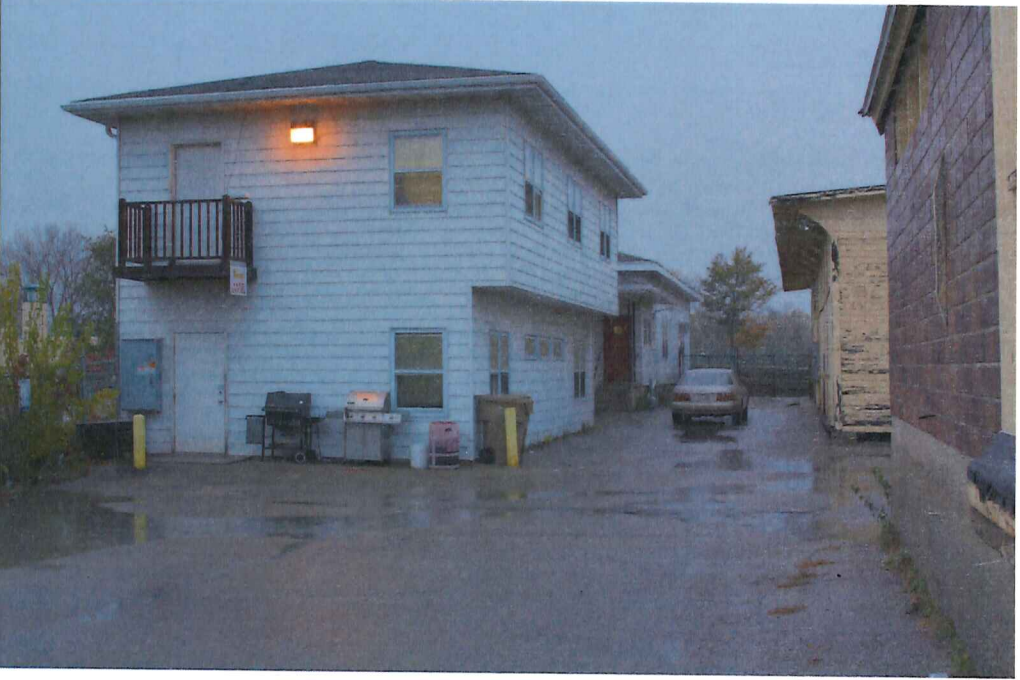
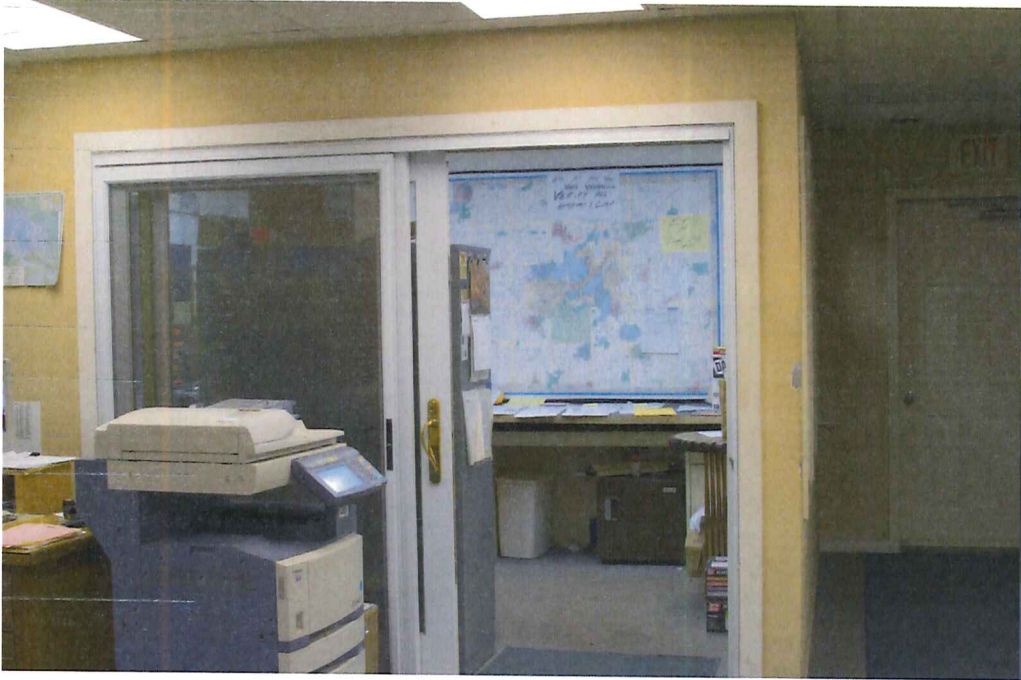
Elevation



1 East Main St. Elevation  
Scale: 1" = 50'-0"

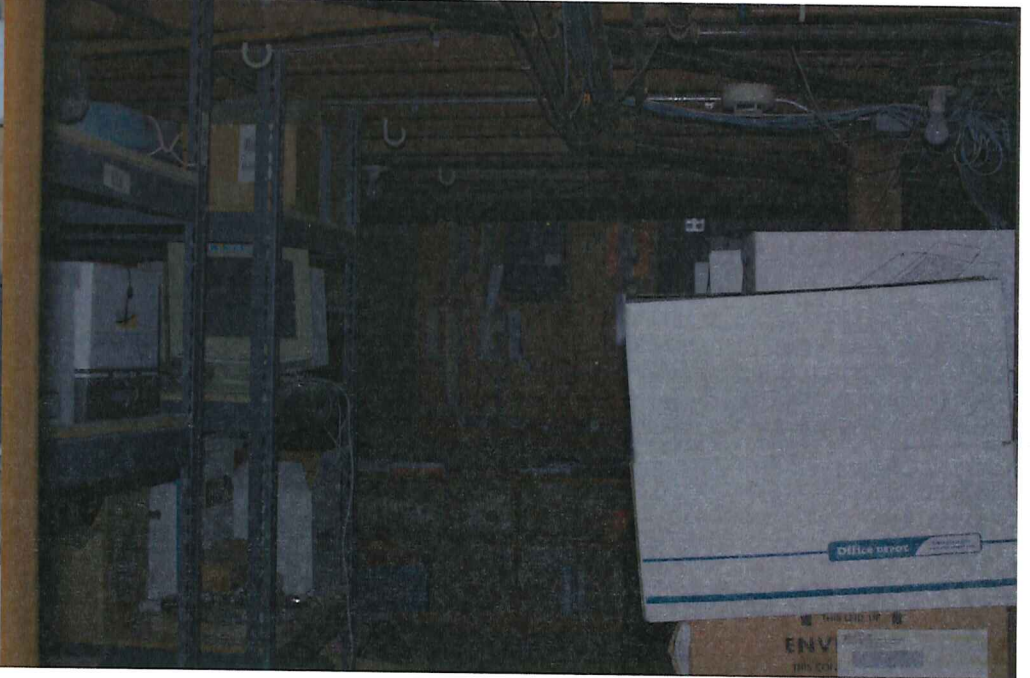
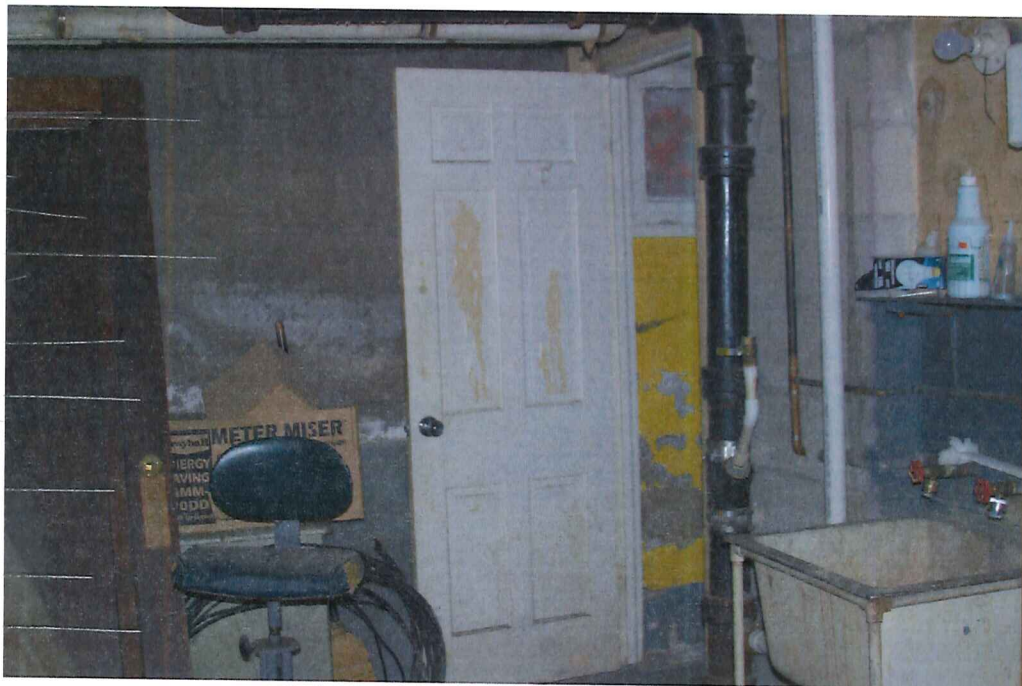
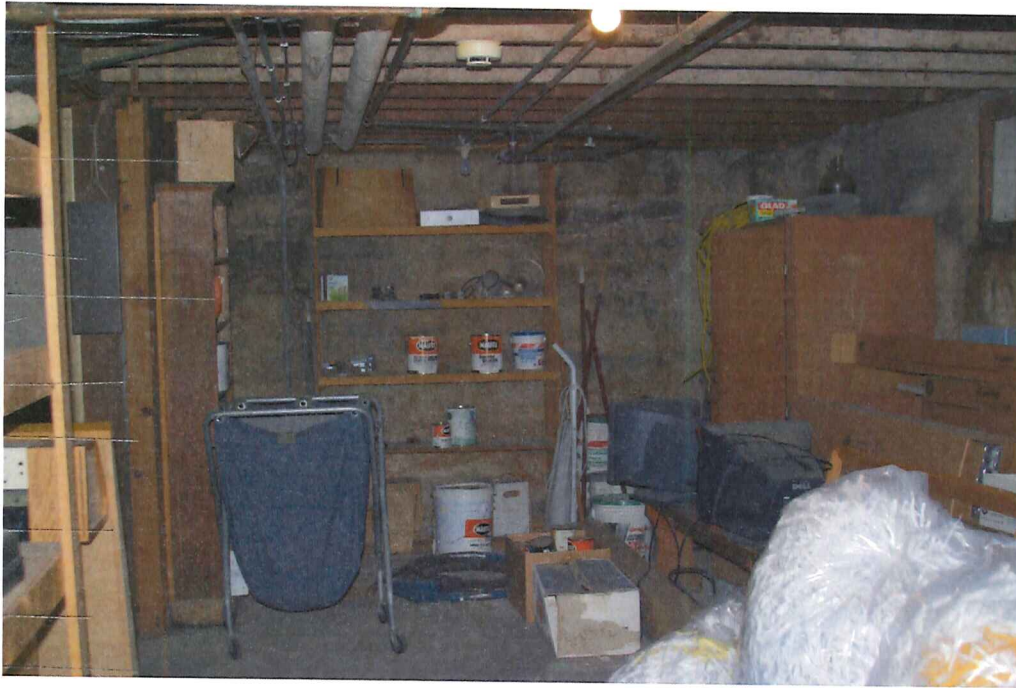
Elevation

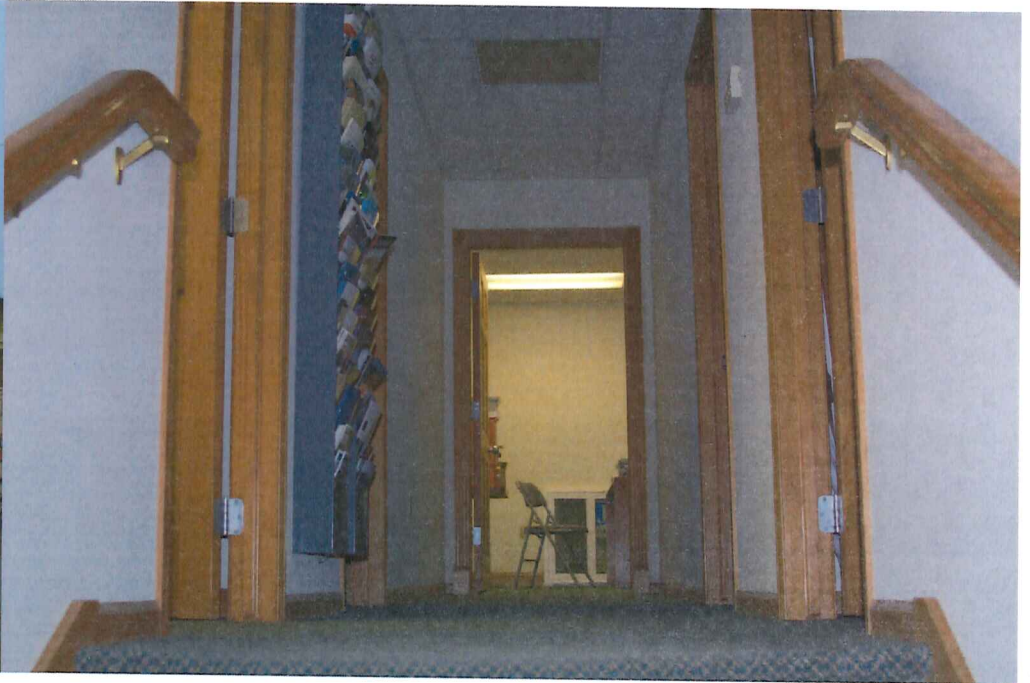
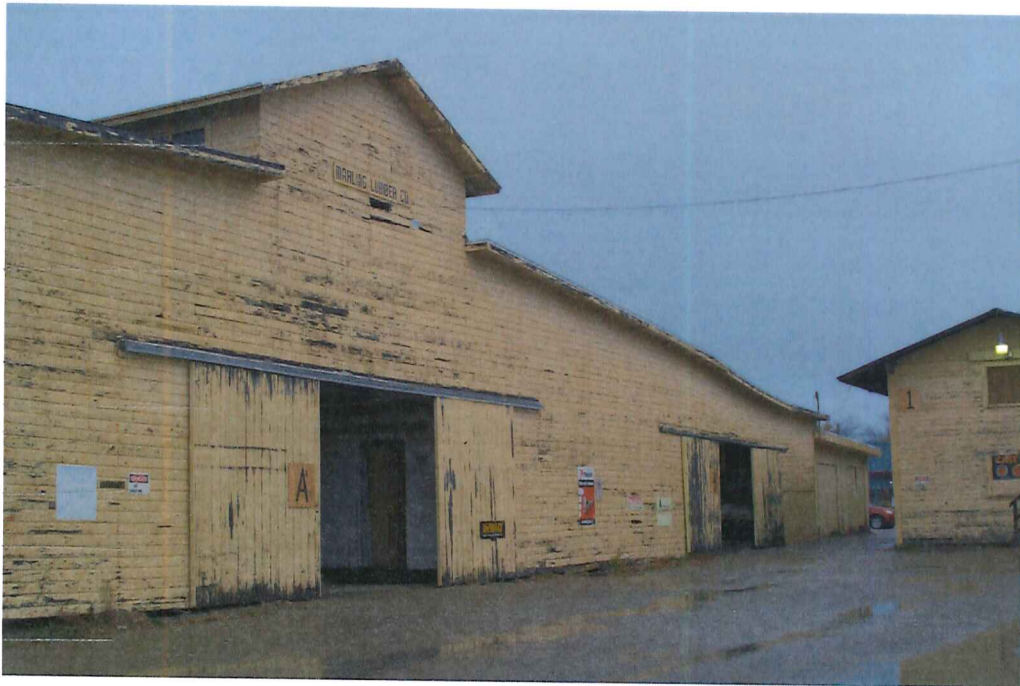
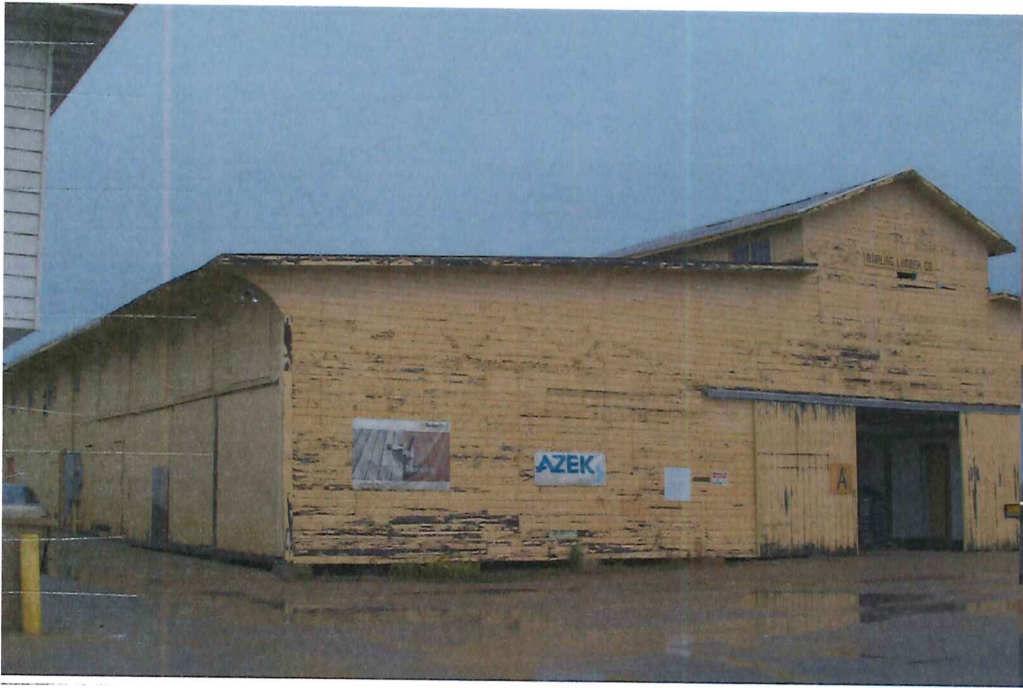


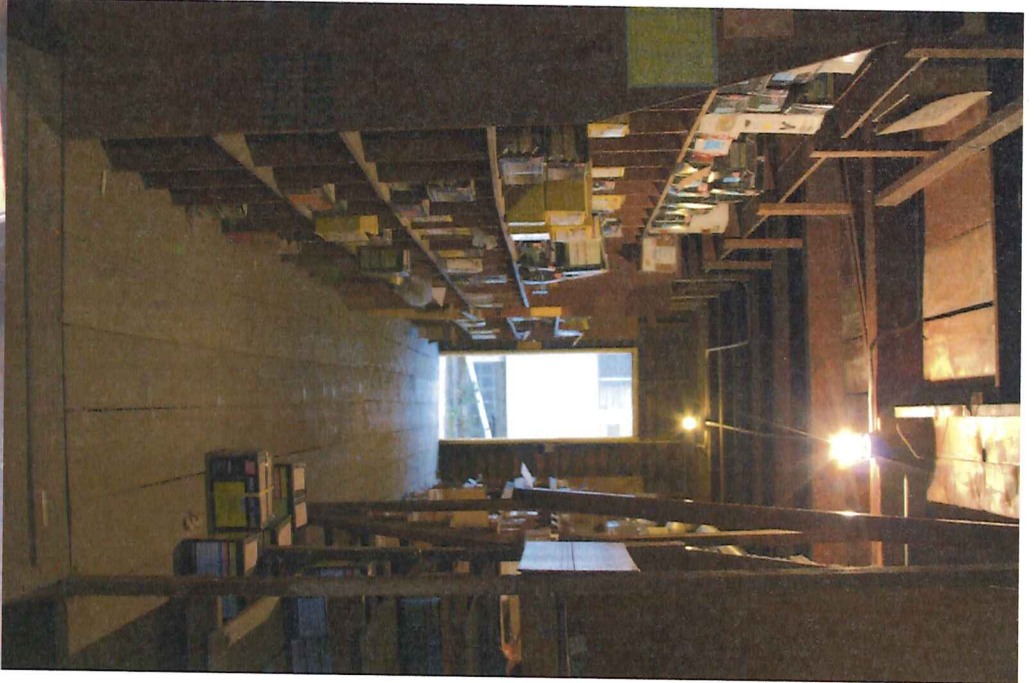


Landmark





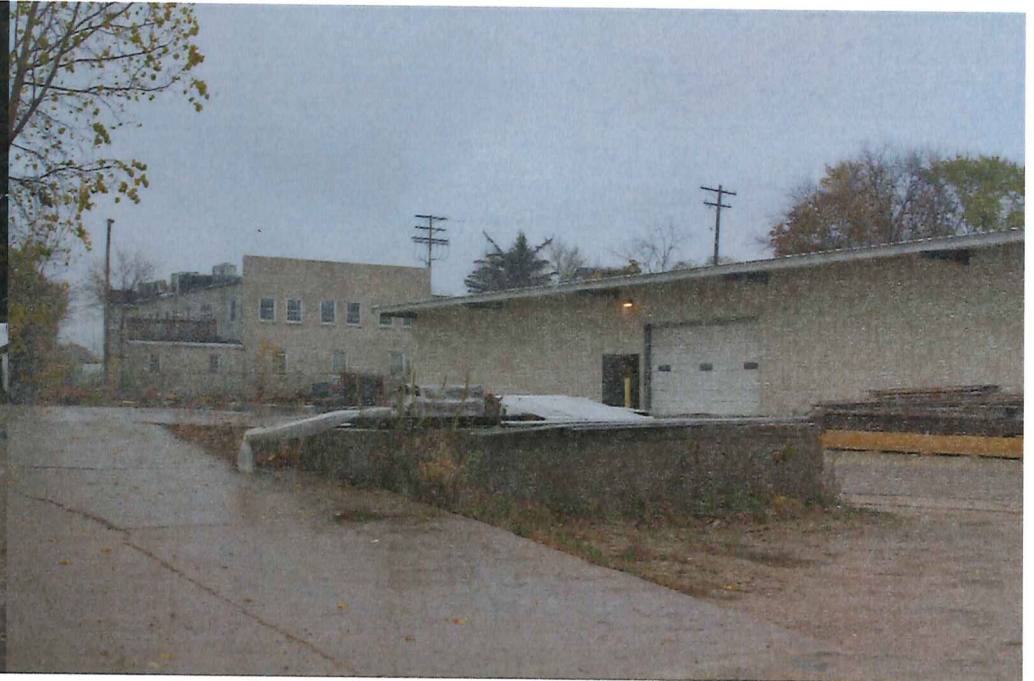




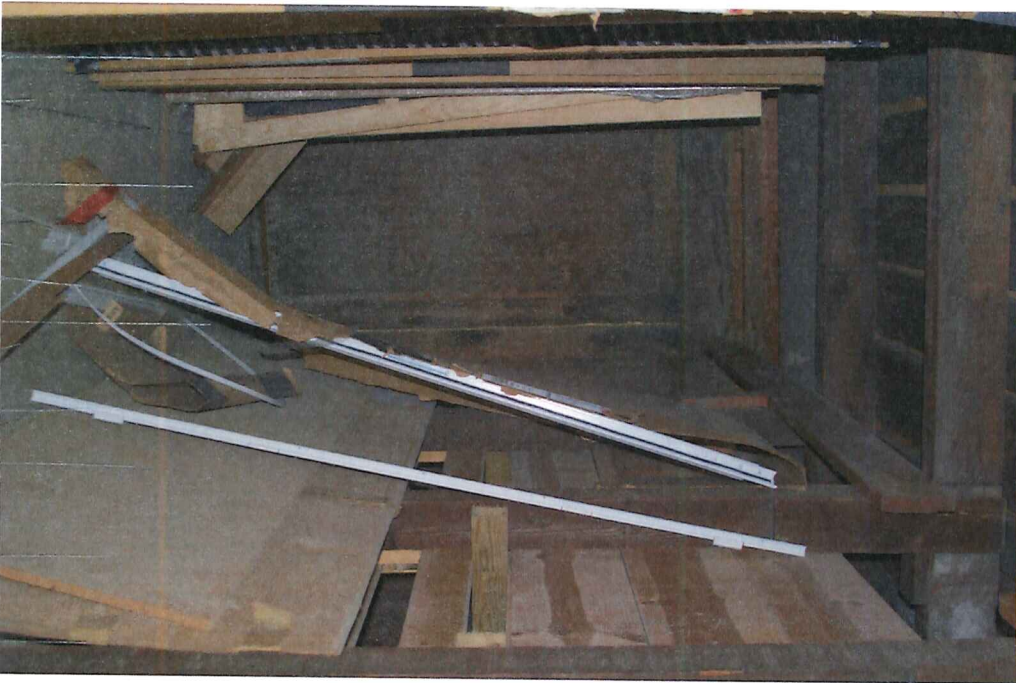
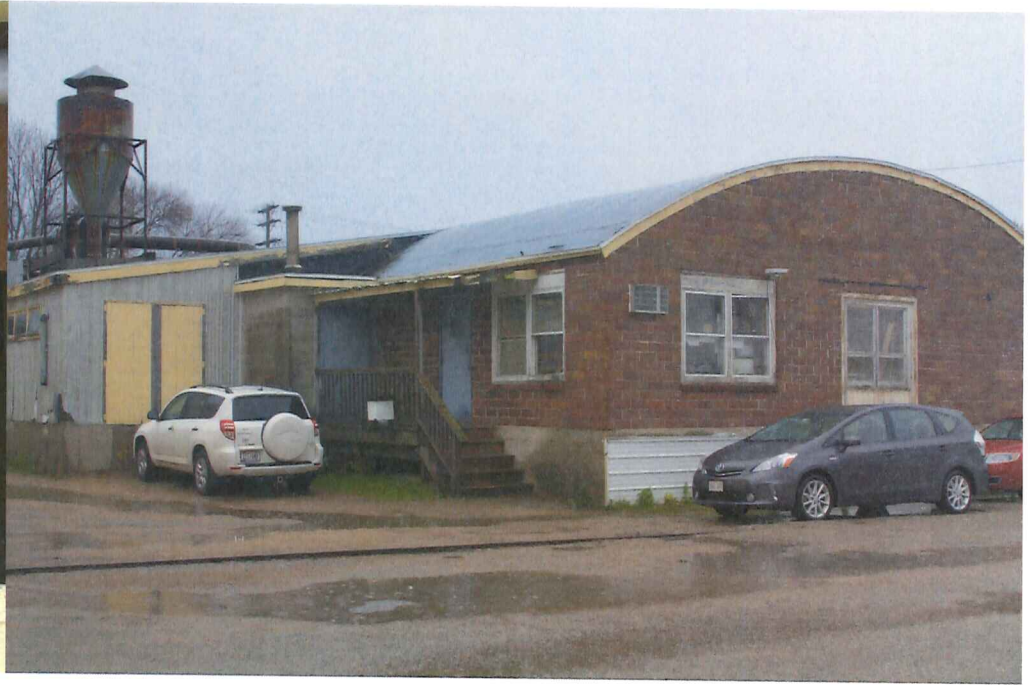














WASHINGTON AVENUE, LOOKING NORTH



YAHARA RIVER, LOOKING EAST



YAHARA RIVER, LOOKING NORTH



YAHARA RIVER, LOOKING WEST