

Friday, March 22, 2024

Department of Planning & Development City of Madison 215 Martin Luther King, Jr. Blvd. Madison, WI 53710-2985

The attached formal submittal packet outlining the proposal for a new mixed-use infill/redevelopment project for the parcels located at  $134-150\,\mathrm{S}$  Blair St. and  $506-518\,\mathrm{E}$  Wilson St. JCAP Development Group is proposing to construct a 4/8-story, 178-unit Multifamily Residential building on S. Blair St. and a 6-story, 100-key hotel building on E. Wilson St., abutting the retained Hotel Ruby Marie. This project offers new hotel and commercial vibrancy along East Wilson Street, much needed residential opportunities, and affordable housing (60% AMI units) while preserving the historic Hotel Ruby Marie, integrating two contributing facades and responding to the surrounding historic context.

The design approach focuses the architecture on the character of the adjoining arterial streets with commercial expressions and massing that draws on the configuration and materiality of the East Wilson and South Blair corridors. The resulting design creates three distinct buildings and overall massing that reinforces the transitions between the existing First Settlement Neighborhood and the adjoining Third Lake Ridge neighborhood.

#### **Project Requests:**

Zoning/Conditional Use Request:

Existing Planned Development (PD) to Urban Mixed Use (UMX) Conditional Use request for the following elements:

Building greater than 20,000 square feet and more than 4 stories in height Building in UMX greater than 8 units
Outdoor recreation/rooftop amenities
Parking Reduction

**Demolition Request** 

Certificate of Appropriateness: Lot Combination (134 South Blair Street)

Certificate of Appropriateness: Architectural Compatibility (Residential Building)

Variance: Alternative Design (Residential Building)

Certified Survey Map

#### **Project Name:**

JCAP Blair Wilson Redevelopment

#### **Applicant**

JCAP Real Estate 212 South Barstow Street Eau Claire, Wisconsin 54701

#### **Property Owners**

506, 510, 514, 516, 518 East Wilson 522 East Wilson

134 South BlairRuby Marie LTD PartnershipJDJ Import Company LLC.514 East Wilson Street514 East Wilson StreetMadison, WI 53703

**Design Team** 

Madison, WI 53703

Architecture: Trina Sandschafer
Kahler Slater Joel Koeppen
722 Williamson Street Evelyn Freimann

Madison, WI 53703

Engineering/Landscape:

Vierbicher Justin Zampardi 999 Fournier Drive Jonathan Lilley Madison, WI 53717 Kevin Pape

**Entitlement:** 

Vandewalle & Associates Brian Munson

120 East Lakeside Street Madison, WI 53715

#### **Project Goals**

The goals of this project are to provide more needed market rate housing and 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 that integrates the contributing facades of 506/508 East Wilson & 518 East Wilson Street, and the preserved Hotel Ruby Marie. Using this approach, the residential building matches the width of the Germania Condominium with significant building breaks between the residential building and the hotels fronting onto East Wilson.

#### **Building Height**

The proposed buildings meet the Comprehensive Plan and Downtown Height Plan designation for the site. The residential building is designated for 6 stories/88' along Blair and Wilson Street with a stepdown to 4 (46') stories along the Germania Condominiums. The residential building utilize the recently standards detailed in the downtown height ordinance to facilitate a 4/8 story format through the delivery of affordable housing. The East Wilson Street hotel will follow the 6 story height recommendation.

The surrounding Blair Street context includes 2 story residential, 3 story residential, The Hotel Ruby Marie at 3 stories, and 2-6 story commercial uses.

#### **Building Character**

Both new buildings feature step backs and design details to reflect the adjoining architectural datum and character of the Blair street commercial/arterial corridor, incorporating materials and elements from the neighborhood while creating new vibrant additions to the urban fabric with unique design and durable materials.

#### **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 with a variance for alternative design to reflect the sites placement at the edge of the district adjacent to the Third Lake Ridge Historic District. To date, we have met with the City Landmarks and UDC Staff 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. This site is unique within the district as the only large non-conforming surface parking lot; and while the development of the site will facilitate a larger scale building, the design is informed by the neighborhood context along Blair Street to create a building that incorporates many architectural and functional components from the neighborhood.

See Exhibit E: Certificate of Appropriateness/Variance Request for detailed descriptions of the request.

#### **Living Street**

Vehicular access for the project is designed as a multi-modal "living street" designed to create outdoor dining, balanced pedestrian & vehicular access, outdoor open space, and a unique urban environment.

### Project Context Photos: Blair Street Context:

















#### Wilson Street Context

















#### Franklin Street Context:



























#### Site Context:



























#### Exhibit F: Certificate of Appropriateness/Variance Requests

#### Certificate of Appropriateness/Variance Requests

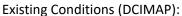
The project requests a certificates of appropriateness for the dissolution of the underlying lot lines within the 134 South Blair parcel, construction of a new structure within the First Settlement Historic District; as well as, a variance for alternative design for the construction of a new residential project.

#### **Certificate of Appropriateness: Lot Combination**

134 South Blair Street: Dissolve underlying parcel lines within an existing tax parcel This parcel, the largest existing parcel within the historic district, includes underlying lot lines that will be dissolved via CSM, consistent with precedent from comparable sites. No additional lots are proposed to be combined within the historic district.

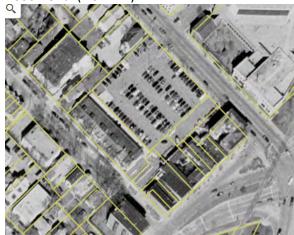
The dissolution of these parcels will not adversely impact the historic character of the neighborhood as it has existed for a significant period of time and is already one tax parcel that is larger than the adjacent lot sizes and general lot size in the district. The existing lot is consistent with the lot sizes immediately east of Blair Street.

This parcel was created prior to 1955 and has been continuously operated as one parcel in the intervening years, first as an auto repair shop and currently as a large non-conforming surface parking lot. The previous building on-site was removed between 1995 and 2000 to create the existing surface parking lot, with the original single-family buildings removed in stages prior to 1955.





2000 Aerial (DCIMAP):



1995 Aerial (DCIMAP):

1955 Aerial (DCIMAP):





140, 148 South Blair Street: Parcels to remain.

Parcels outside of First Settlement Historic District:

508/510/514/516/518 East Wilson: Parcels to be combined to create one development parcel.

522 East Wilson: Parcel to remain.

#### Certificate of Appropriateness: Historic District Standards for New Structures (134 South Blair Street)

The proposed building incorporates materials and forms from the historic character of the neighborhood while designing a transition between the First Settlement District and the Third Lake Ridge District. This design draws references from the Blair Street Commercial buildings in massing, architecture, and materials which incorporating street level articulation that brings the scale of the building to a pedestrian and neighborhood appropriate scale. The resulting design concept seeks to create a building that responds to the character of the surrounding neighborhood, responds to the adopted standards & guidelines for new construction in the First Settlement Historic District, while seeking an alternative design variance to incorporate the character and feel of the Blair Street corridor.

The following design approaches have been integrated into the project:

#### **Building Form/Placement**

The residential building is designed to position the taller/wider section of the building along Blair Street, reinforcing the arterial corridor and pulling the larger mass of the building to the edge of the First Settlement District. This is consistent with the context of Blair Street which features a more urban configuration with buildings that feature a shorter (adjoining residential) or no front yard setbacks (Hotel Ruby Marie & MG&E facilities).

The building design utilizes an increased street terrace/sidewalk to pull the lower section of the building into a closer relationship with the adjoining homes on Blair Street with the upper section of the building placed in alignment with the front facades of the adjoining homes. This stepped

approach creates a two story expression adjacent to the sidewalk, consistent with the buildings immediately across the street.

The utilization of a U-shaped design and a step down in height presents the lower height and narrower edges of the building to the west as it transitions to the neighborhood. This design also screens the rooftop amenity space from view from the adjoining streets.

The building is seeking a variance for the overall visual size and form and setback, as outlined in the following section.

#### Height/Stepbacks

The project follows the downtown plan recommendations and staff discussions to create an overall mass with stepbacks that vary from with a townhome expression immediately along Blair Street and 2 upper-story stepbacks along Blair Street which focuses the historic precedent along the sidewalk with the larger building mass stepped back in line with the adjoining residential facades.

The rear of the project then steps down in height to the adjoining Franklin Street development from 8 stories to 4 stories in keeping with the overall height and width of the adjoining Germania Condominiums.

#### Blair Street Stepbacks:

- 10' stepback above townhomes
- 10' stepback at 8<sup>th</sup> floor

#### Rear Yard Setback/Stepbacks:

- 10' rear yard setback
- 10' stepback at the first residential floor
- 4 story stepback, per downtown height map

#### **Architectural Detailing**

The design of the building echoes the architectural character from the contributing buildings within 200' of the site, with an intentional focus on the pedestrian environment and the street level expression as recommended by City Staff.

- Materials on the primary and secondary structures are designed to be in alignment with the period of significance within the historic district utilizing predominately brick and stone which are present both within the neighborhood as well as the buildings directly across the street. These materials are used throughout the building on every façade. Standing seam metal cladding is used on the upper portion of the building to create contrast and articulation, but will have limited visibility from the adjoining ROW.
- Windows, doors, and awnings visible from the ROW and surrounding context are to be compatible with the surrounding context.

#### **Mechanical Systems**

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

perspective. 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.

#### Variance Request: Alternate Design (134 South Blair Street)

The proposed development is seeking a variance for alternative design to draw on the architectural character of the Third Lake Ridge commercial buildings immediately across the street. The resulting design creates the financial structure to allow the redevelopment of the lot while drawing on the character of the Third Lake Ridge local Historic District and First Settlement Historic District frontages along Blair Street with comparable massing and scale along the arterial street. The overall design of the building is consistent with the character of the Blair Street corridor in mass and roof form and reflects the adopted plan recommendations, while redeveloping a non-conforming large surface parking lot in a neighborhood context of single-family homes and smaller scale multi-family. The materiality and detailing of the building echo the commercial expressions found in the Blair Street Corridor which features shorter setbacks, larger scale buildings, and urban/commercial architectural detailing & materials.

Granting this variance will create the opportunity to infill the non-conforming surface parking lot with complimentary residential uses, incorporate buffering landscaped areas, reduce impacts of the existing parking lot lighting, and add stormwater management; all of which would support the overall character and feel of the historic district.

#### **Requested Variances:**

Building Form/Placement
Visual Size/Height
Flat Roof
Urban/Commercial Architectural Expressions & Materials
Increased Lot Coverage

The requested variances will increase the design quality of the building by matching the materiality and commercial/urban characteristics of the Blair Street corridor with the scale of the proposed building to create a unified design with pedestrian scale articulation. The resulting development will enhance both historic districts by creating a cohesive character between the district edges while transitioning in form and intensity from the middle of the block to the arterial corridor and existing commercial district; without undermining the existing district character and addressing the existing non-conforming use/character of the site.

#### Blair Street Precedent Photos:

#### **631 Railroad Street**

Flat roof, relative scale, two-story entry expression, window groupings, base expression, street setback and lot coverage





#### **602 Railroad Street**

Flat roof, window sizes, cornice detailing, materiality, detailing, relative scale





#### 524 E. Wilson Street

Flat roof, window sizes, materiality, relative scale, street setback, lot coverage





# WILSON + BLAIR

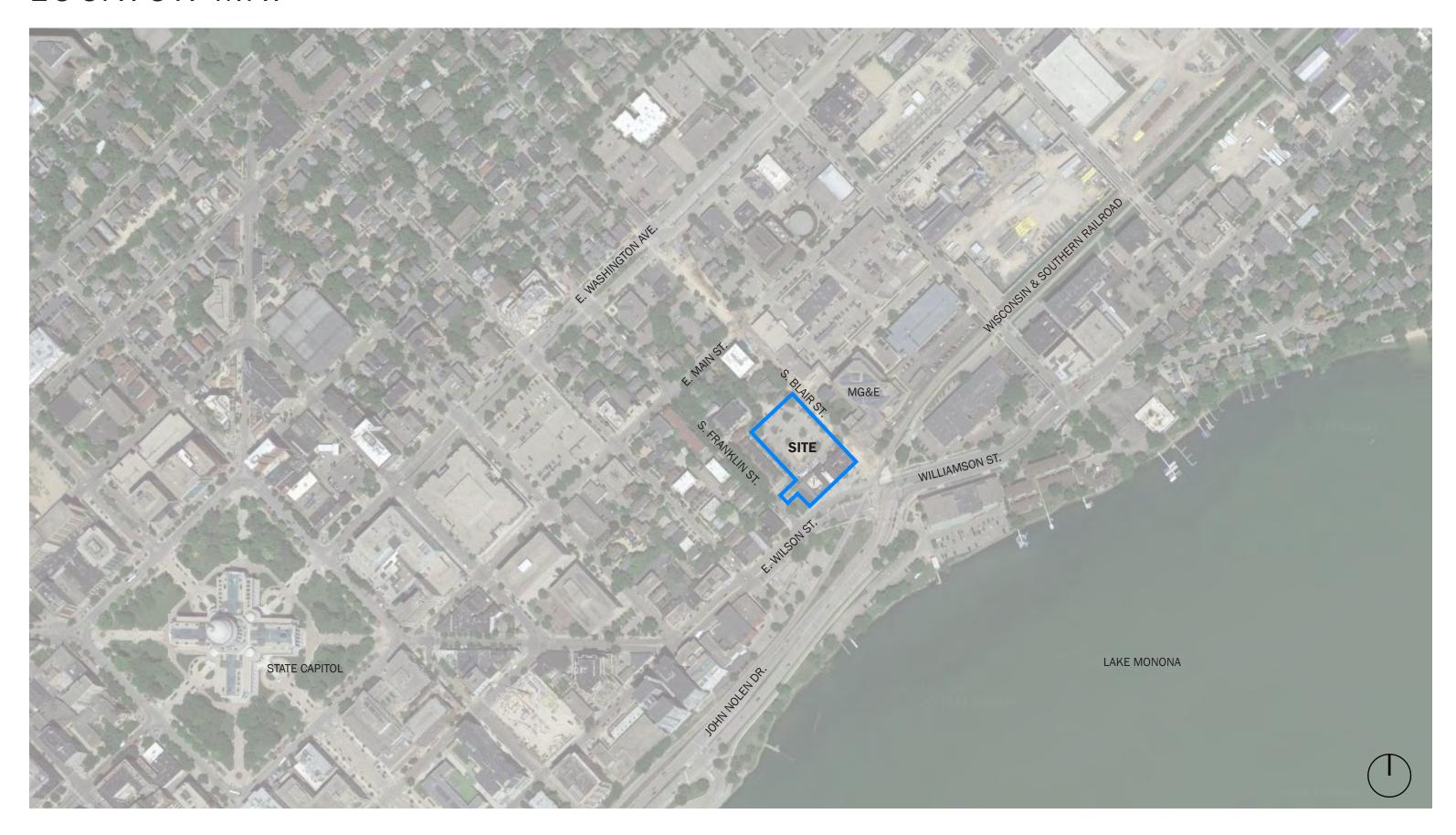
MADISON, WISCONSIN

JCAP REAL ESTATE

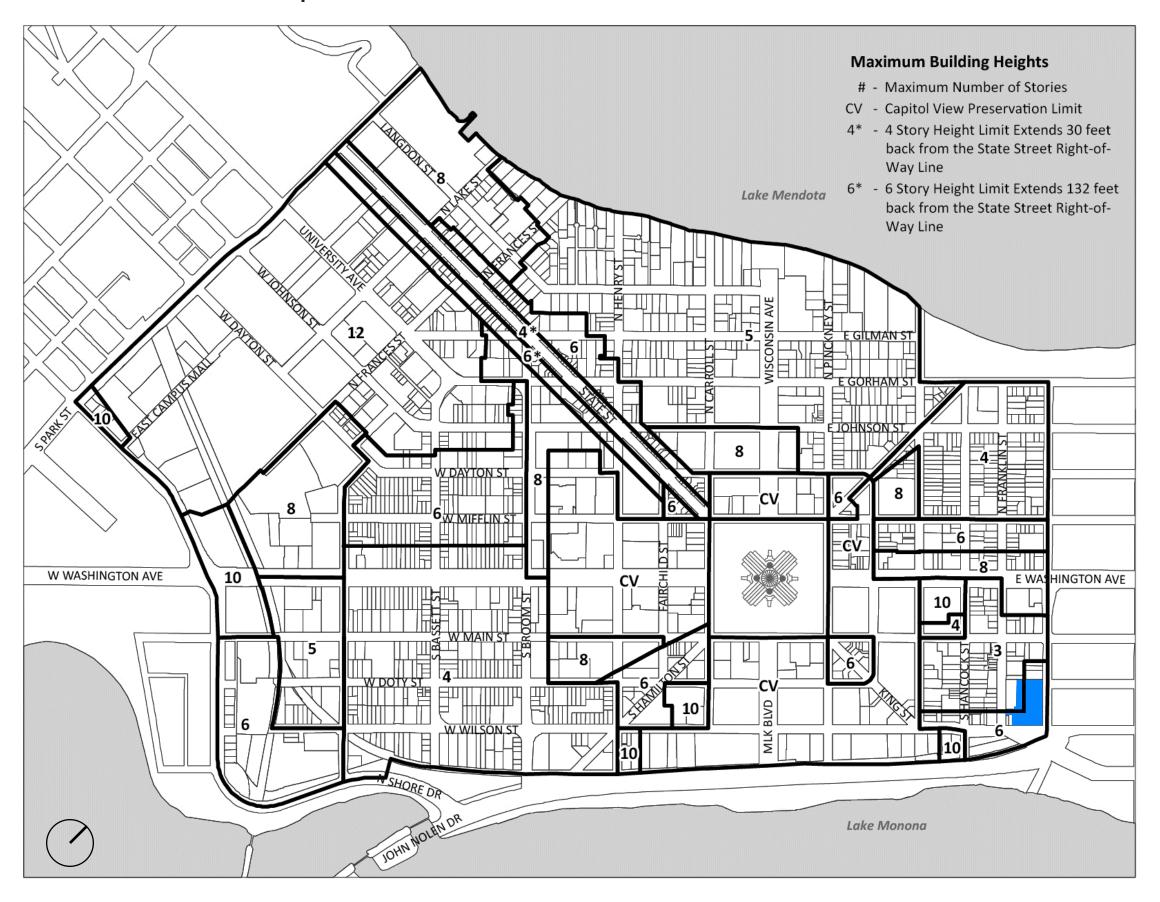
LANDMARKS + UDC FORMAL SUBMITTAL MARCH 20, 2024

Kahler Slater

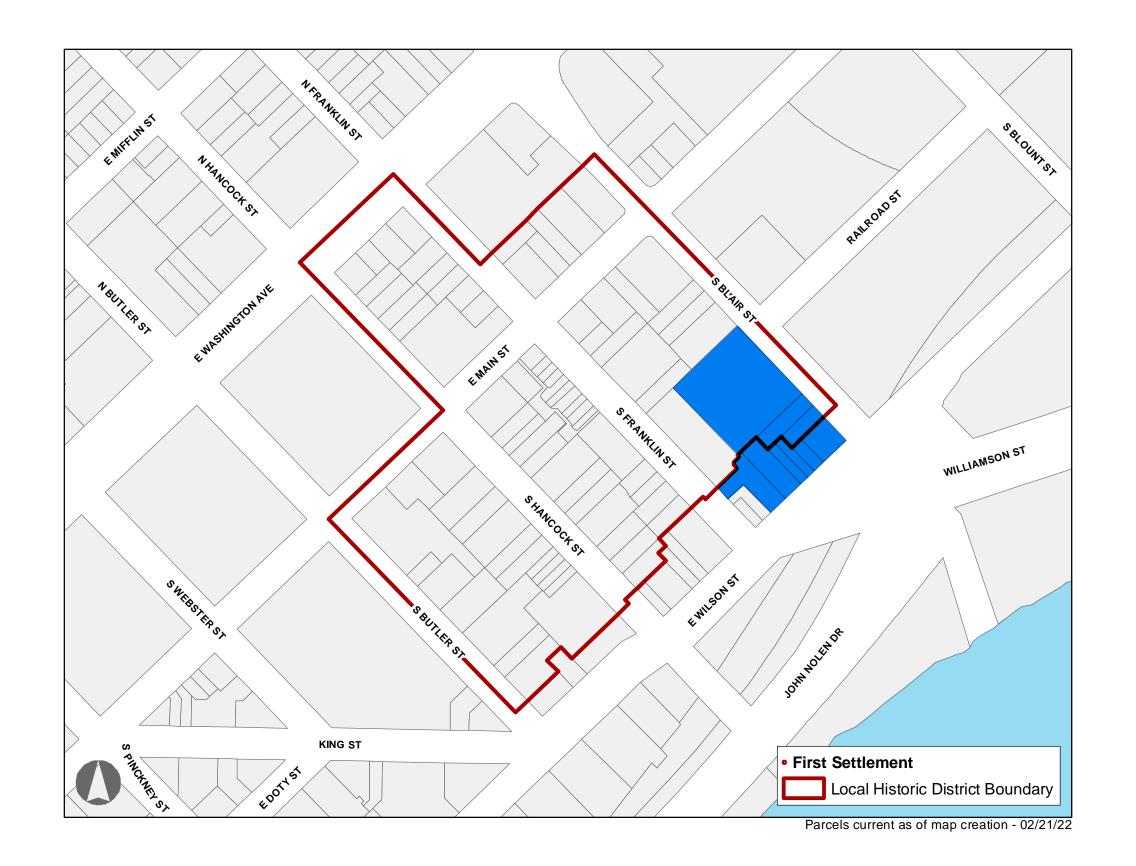
### LOCATOR MAP



# ZONING INFORMATION | HEIGHT MAP



### ZONING INFORMATION | HISTORIC DISTRICT



### ZONING INFORMATION | HISTORIC DISTRICT

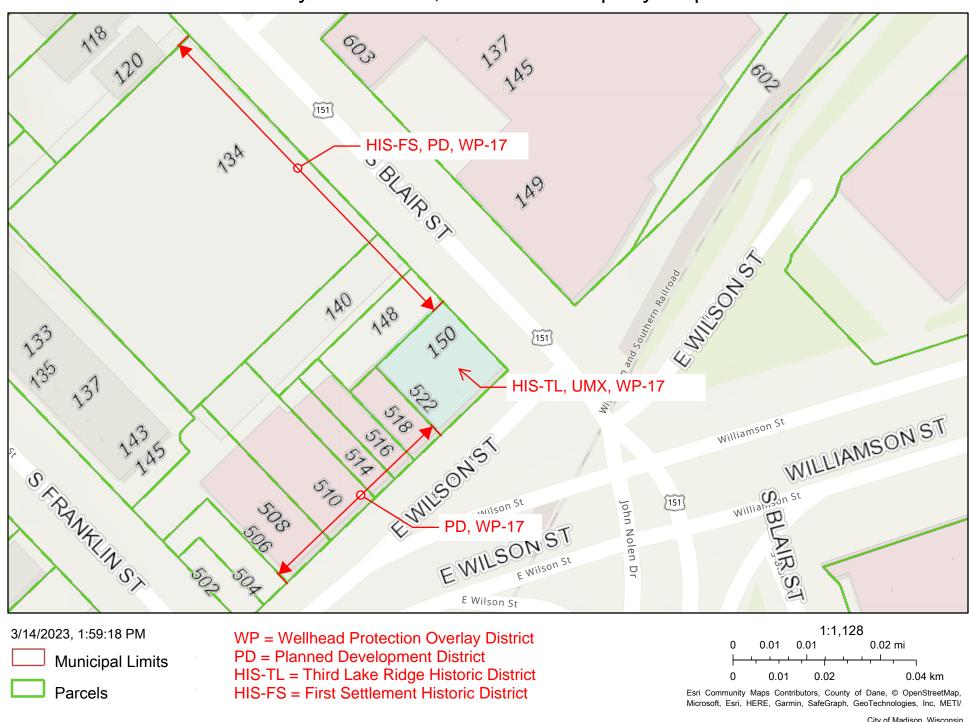


## ZONING INFORMATION | HISTORIC DISTRICT



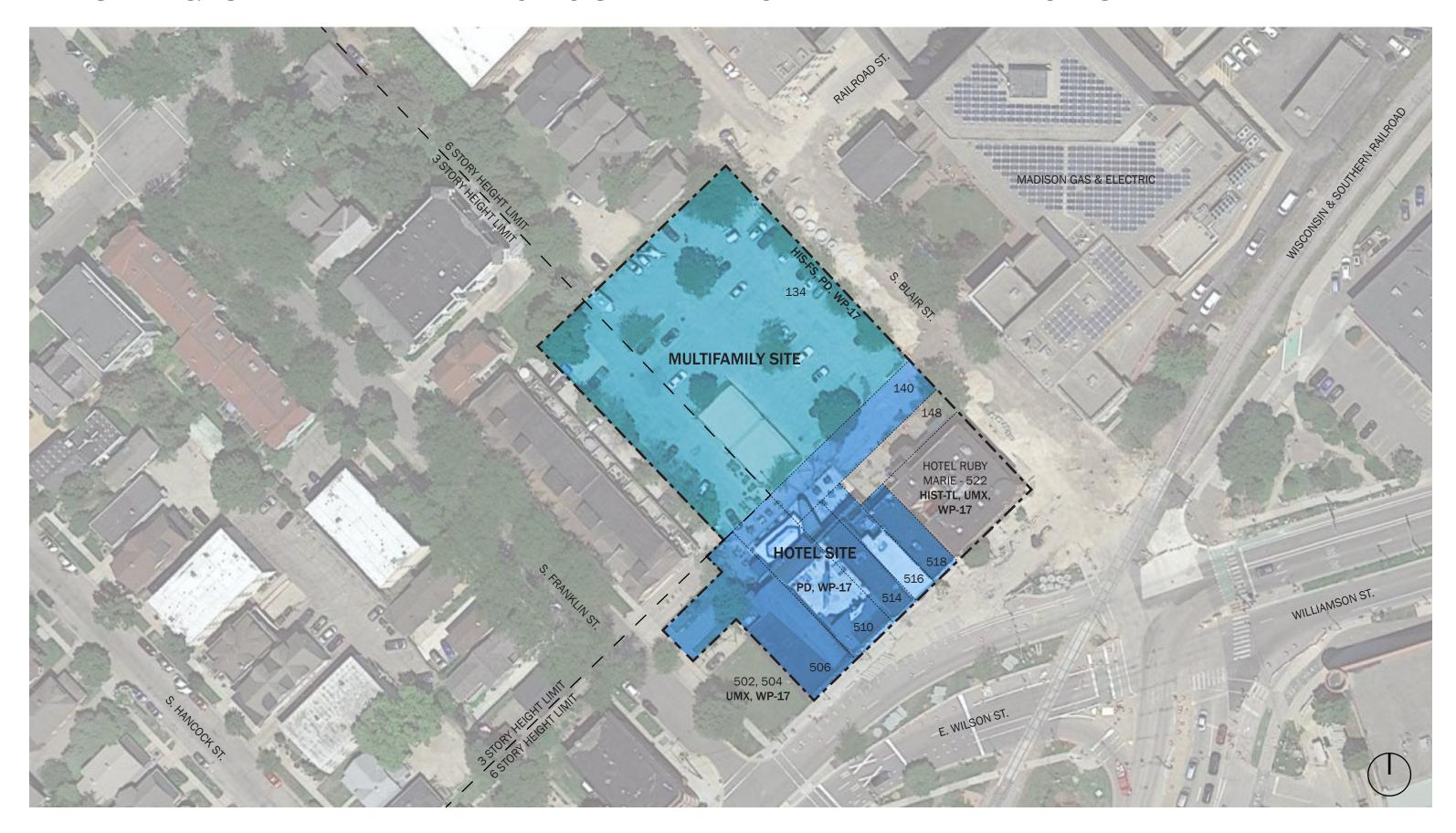
### ZONING INFORMATION | PROPERTY MAP

City of Madison, Wisconsin Property Map

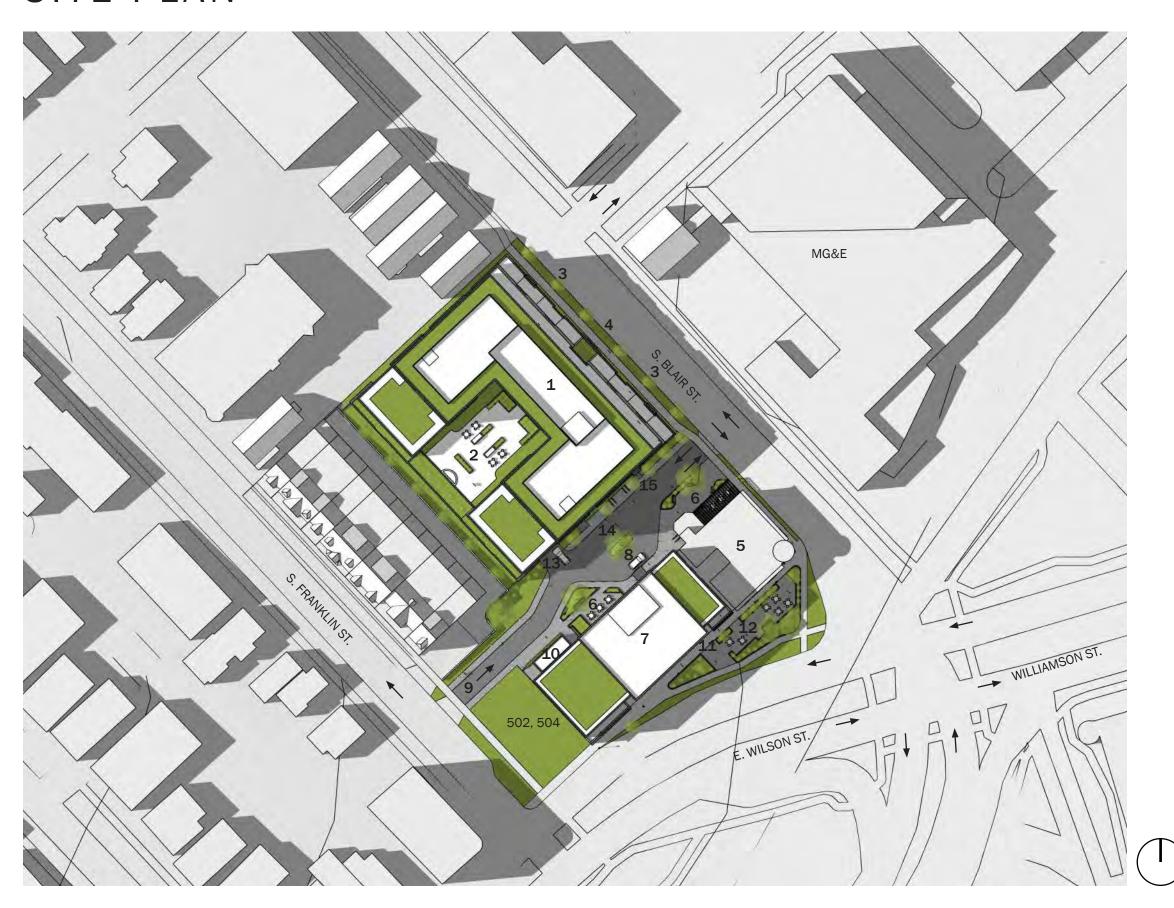


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### EXISTING SITE PLAN - PROPOSED PARCEL DELINEATIONS



### SITE PLAN



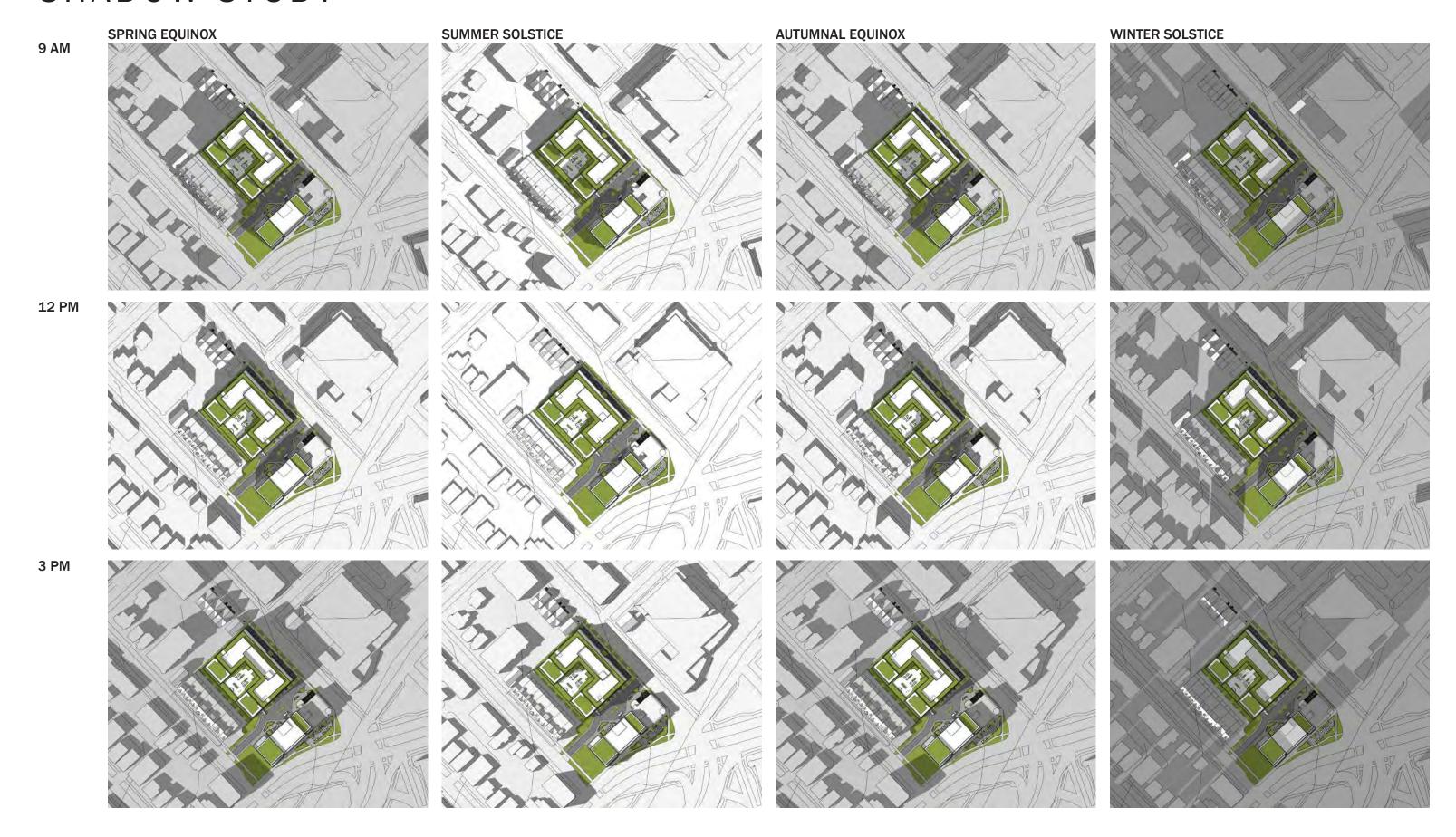
#### **PLAN KEY**

- 1. RESIDENTIAL BUILDING
  - 8 STORIES ABOVE GRADE, ~170 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
- 7. NEW HOTEL
  - 6 STORIES, 100 KEYS
  - GROUND FLOOR F&B AND AMENITES FOR
  - STREET ACTIVATION
- 8. HOTEL DROP-OFF
- 9. ONE-WAY ENTRANCE FROM FRANKLIN
- **10. HOTEL LOADING AREA**
- 11. HOTEL PEDESTRIAN ENTRANCE OFF WILSON
- 12. POTENTIAL FUTURE STREATERY / PUBLIC ART
- 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

### SETBACKS ON BLAIR ST.



### SHADOW STUDY



### AERIAL VIEW



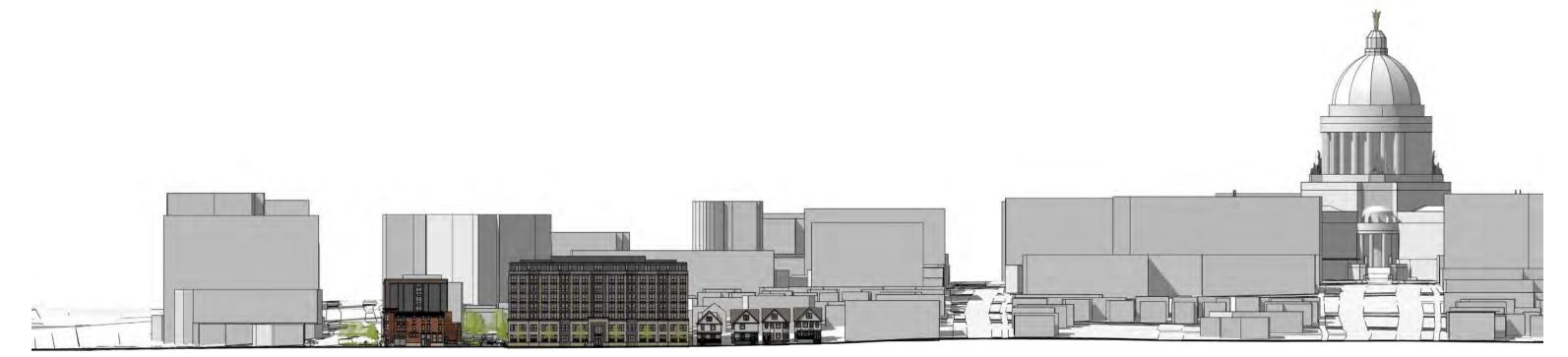
### AERIAL VIEW



### SITE ELEVATIONS

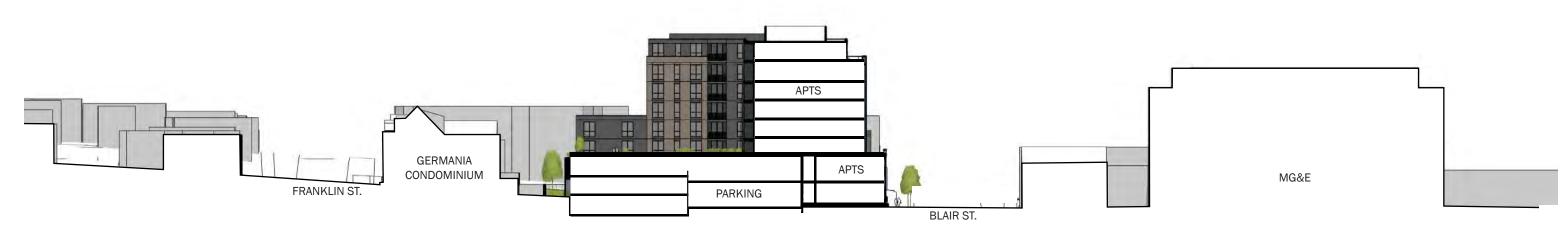


WILSON STREET SITE ELEVATION

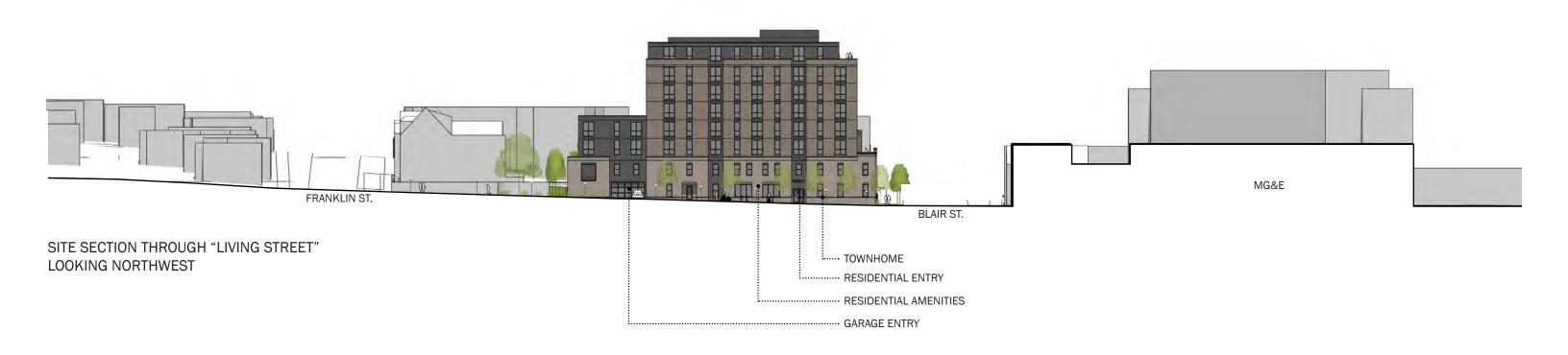


BLAIR STREET SITE ELEVATION

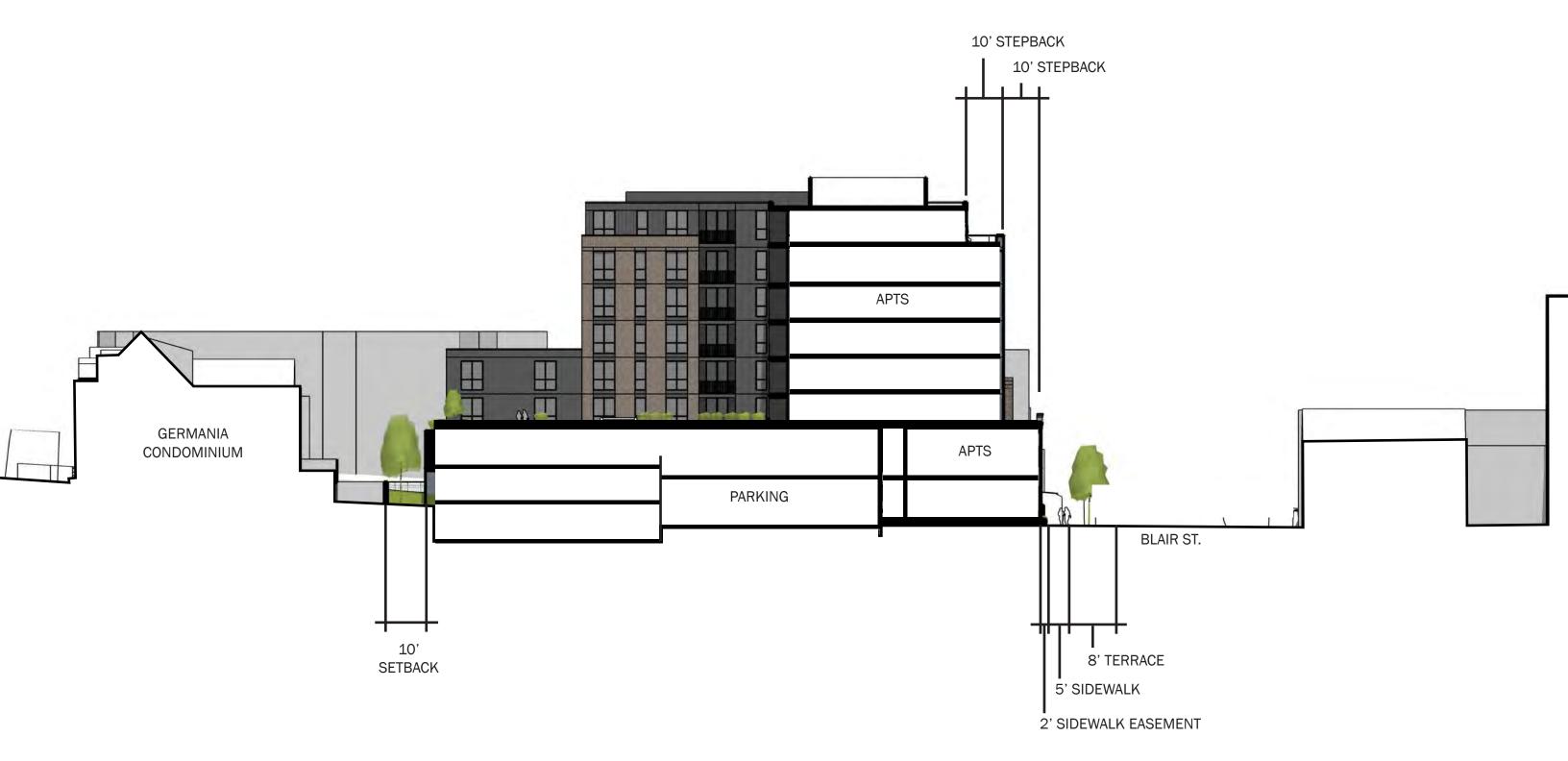
### SITE SECTIONS



SITE SECTION THROUGH RESIDENTIAL BUILDING LOOKING NORTHWEST



### SETBACKS AND STEPBACKS ON BLAIR



### GROUND VIEW AT WILSON + BLAIR



# PREVIOUS DESIGN FROM 09/05/23 INFORMATIONAL SUBMITTAL



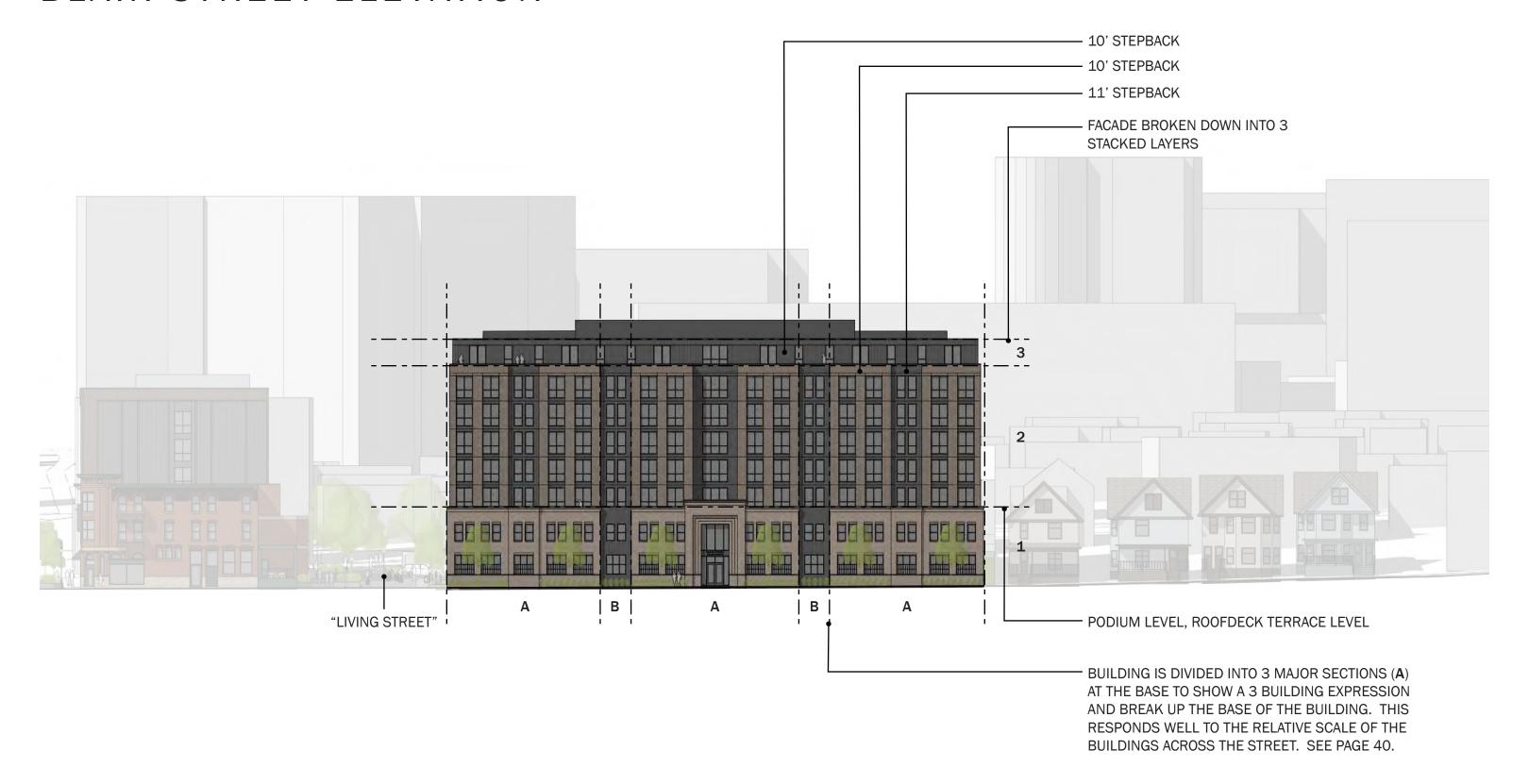
# SECTION 2 | MULTIFAMILY BUILDING ON BLAIR ST.



# PREVIOUS DESIGN FROM 09/05/23 INFORMATIONAL SUBMITTAL



### BLAIR STREET ELEVATION



### PREVIOUS DESIGN FROM 09/05/23 INFORMATIONAL SUBMITTAL



## RESPONDING TO RELEVANT HISTORIC CONTEXT ON BLAIR STREET



**602 RAILROAD ST.**FLAT ROOF, MASONRY, WINDOW PROPORTIONS, CORNICE EXPRESSION, RELATIVE SCALE

FLAT ROOF, MASONRY, DOUBLE-HEIGHT ENTRY EXPRESSION, BASE WAINSCOT, CORNICE EXPRESSION, WINDOW GROUPINGS, RELATIVE SCALE

FLAT ROOF, MASONRY, BASE WAINSCOT, WINDOW PROPOTIONS, RELATIVE SCALE WINDOW G

**631 RAILROAD ST.**MASONRY, BASE WAINSCOT, WINDOW GROUPINGS

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## BLAIR ST. ELEVATION



### MATERIAL PALETTE - MULTIFAMILY



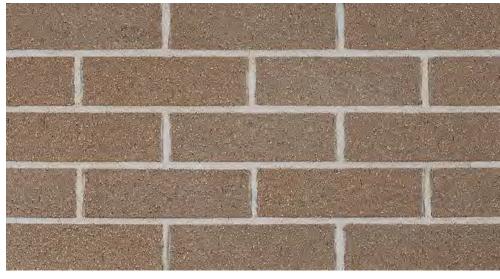
CAST STONE (BASE WAINSCOT AND WINDOW SILLS)

CLAY BRICK - LIGHT CREAM (BASE OF BUILDING)

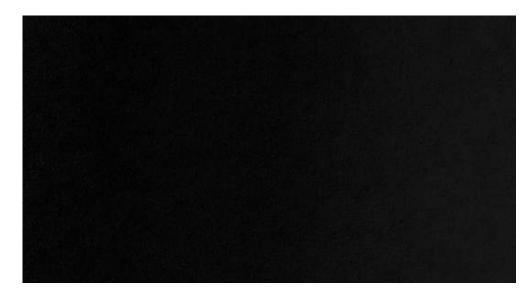


STANDING SEAM METAL PANEL - BLACK (CLADDING IN BETWEEN MASONRY EXPRESSIONS AND UPPER STORY)

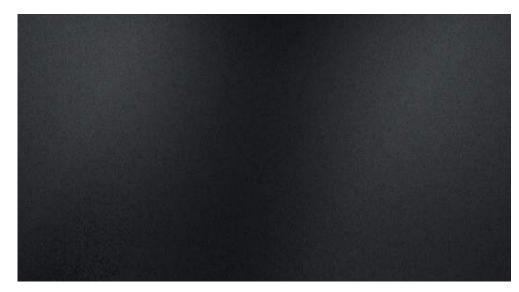




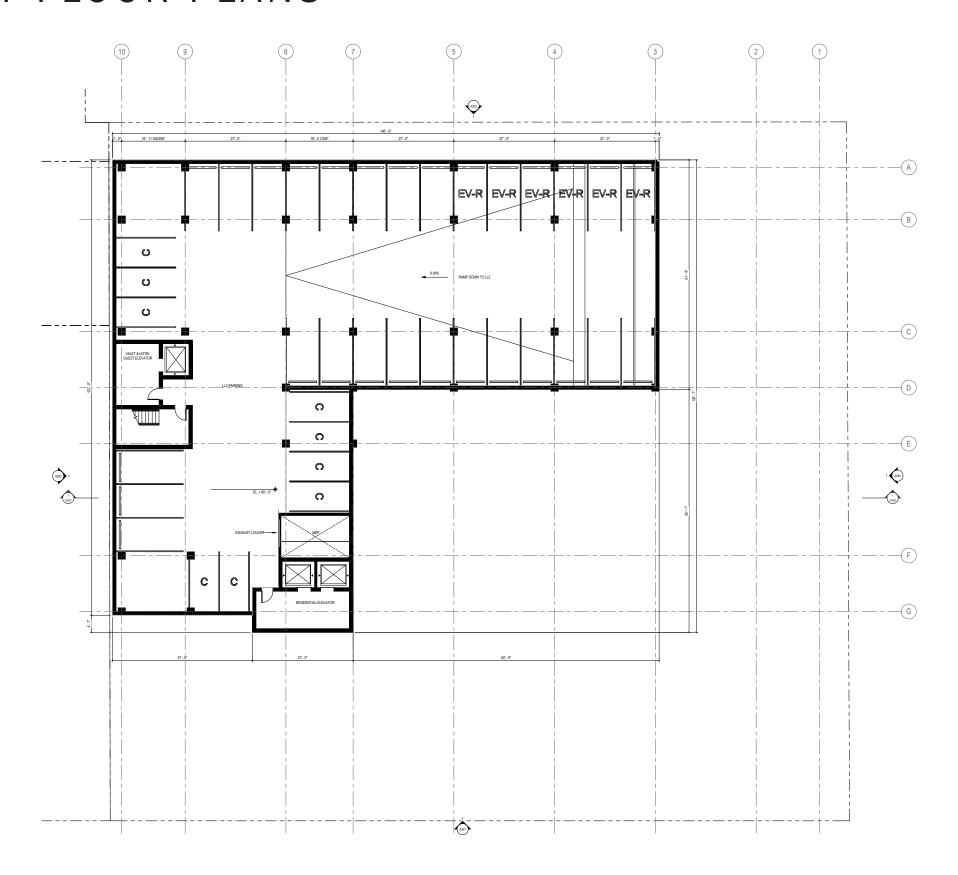
CLAY BRICK - GREY/BROWN (UPPER STORIES)

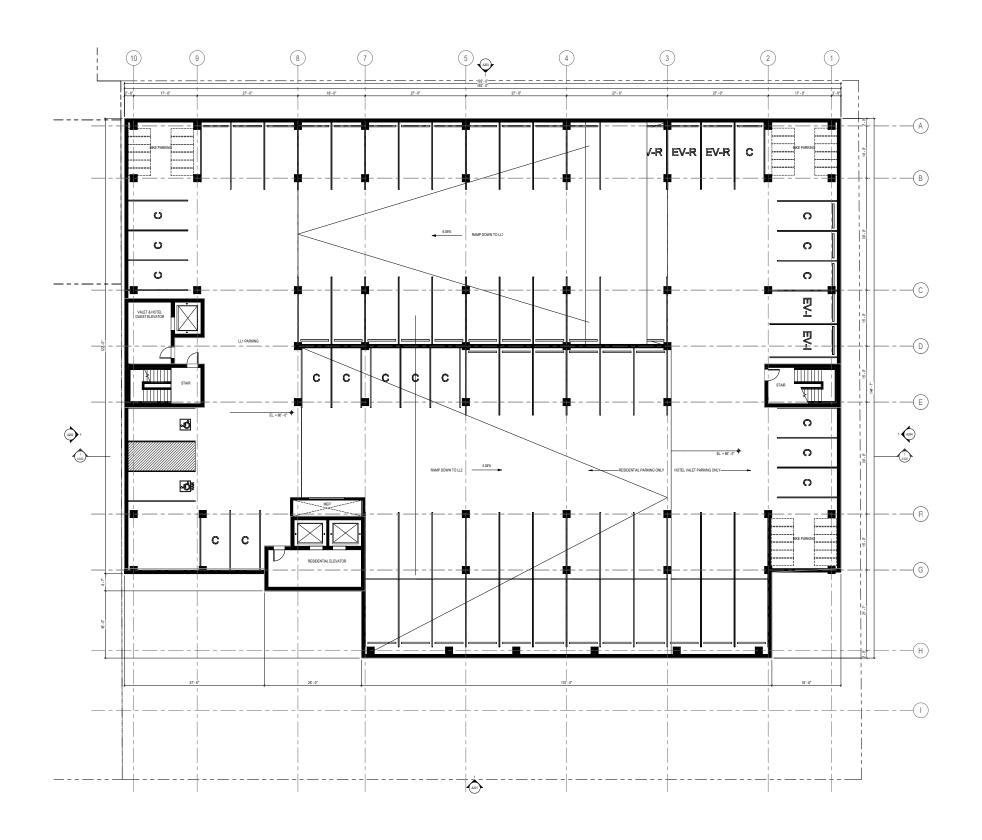


ALUMINUM METAL COPING, TRIM AND WINDOW FRAMES

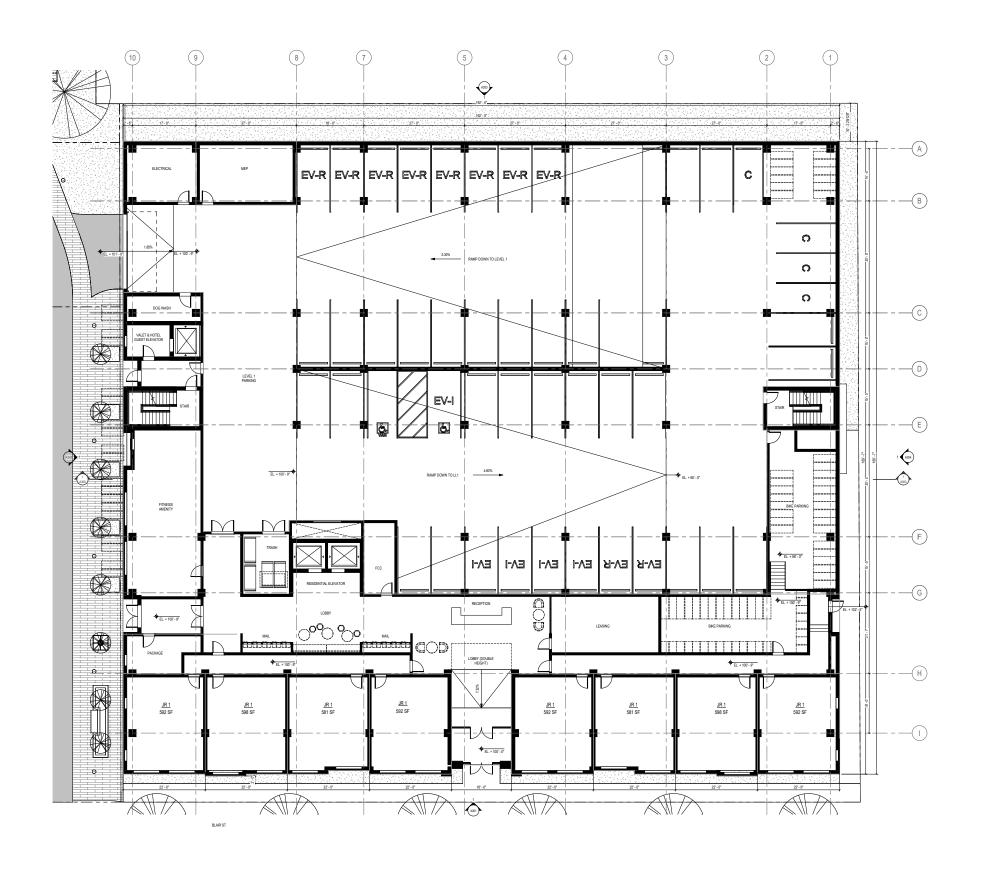


METAL PANEL, BLACK (WINDOW SPANDRELS UPPER STORIES)

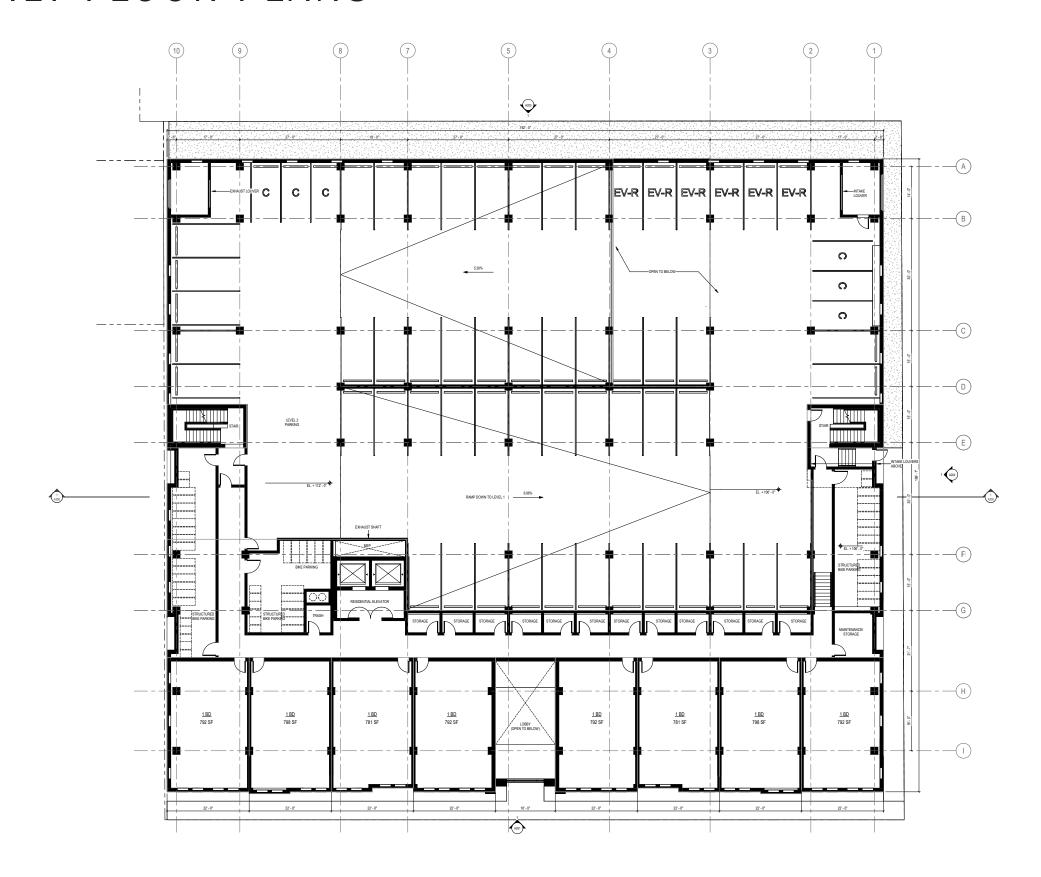




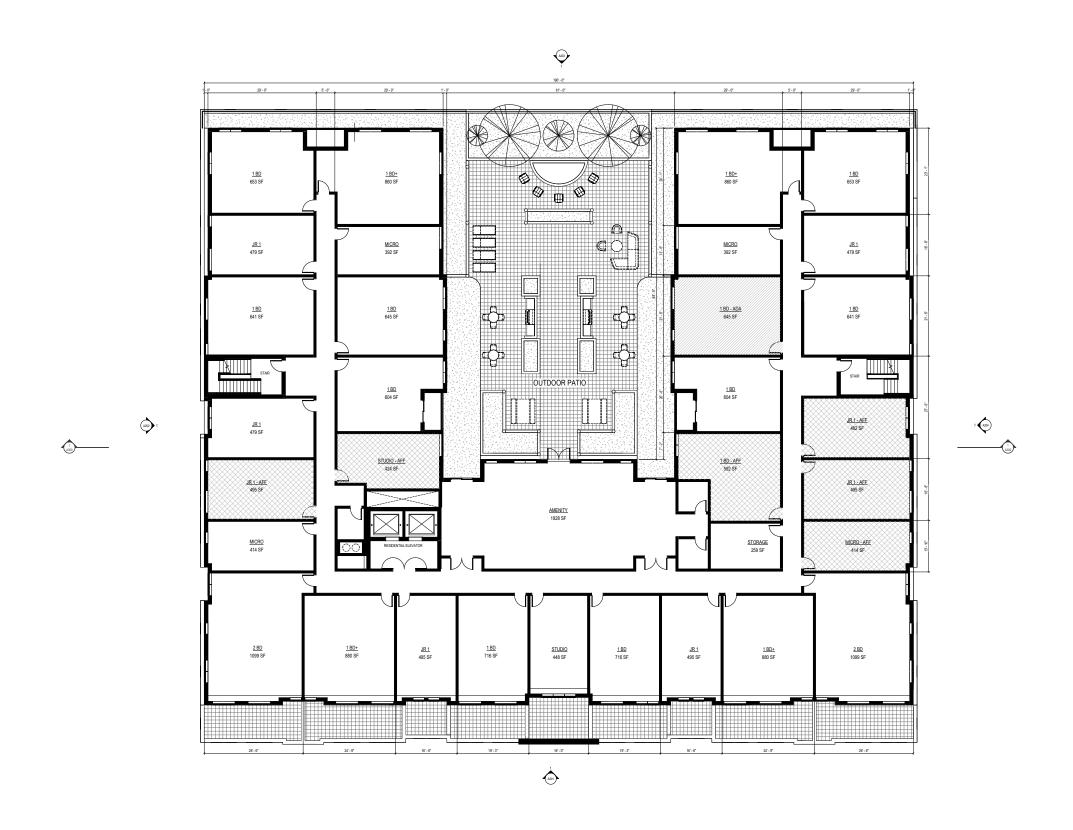
LOWER LEVEL

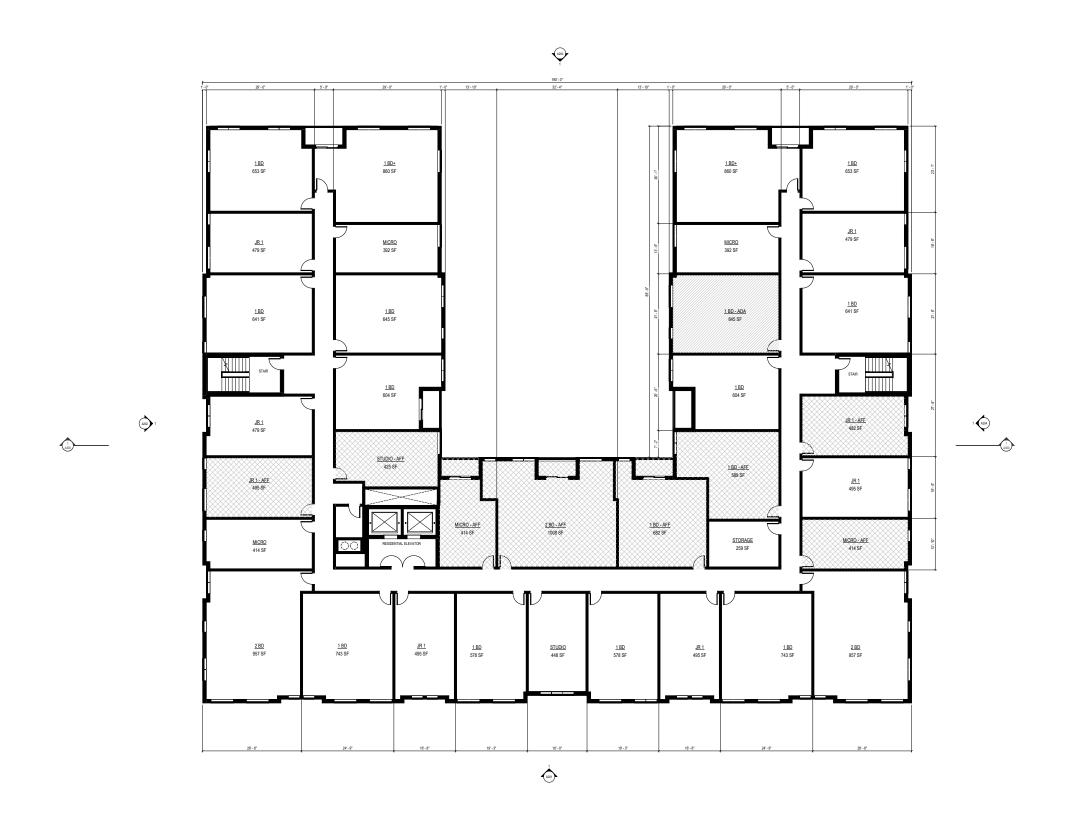


LEVEL 1

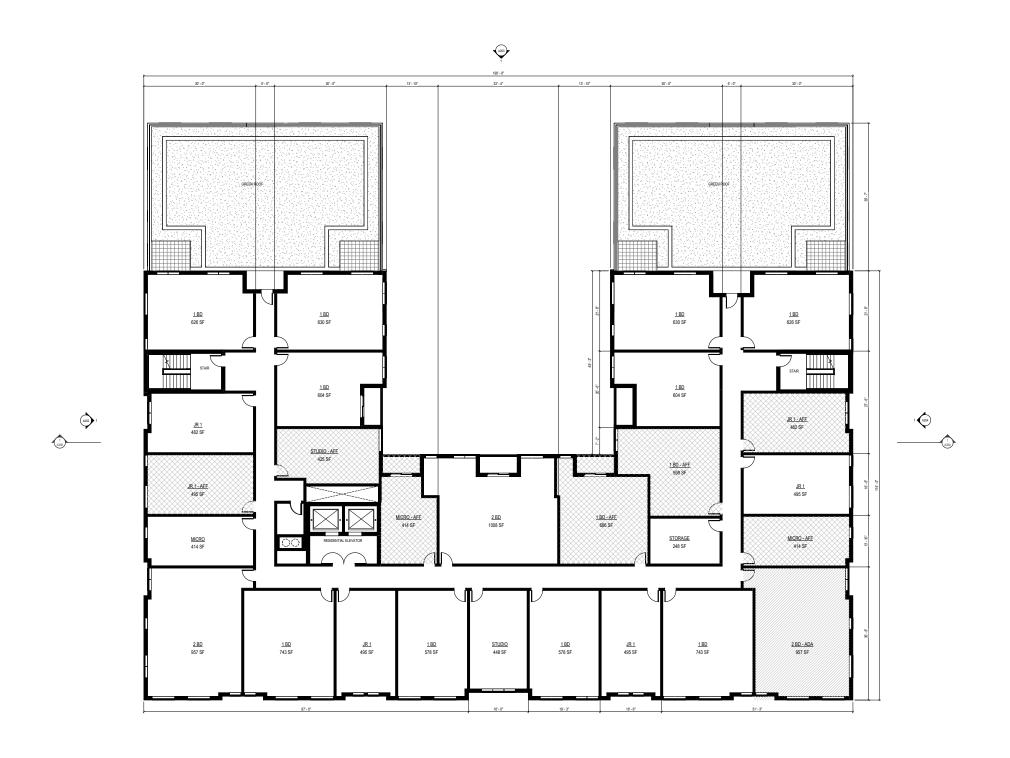


LEVEL 2

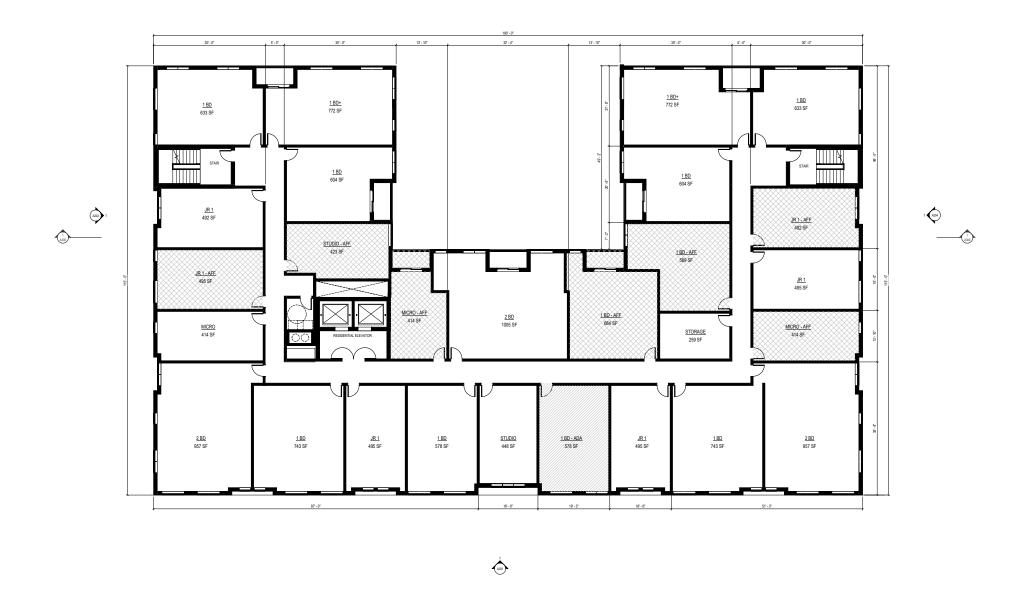




LEVEL 4

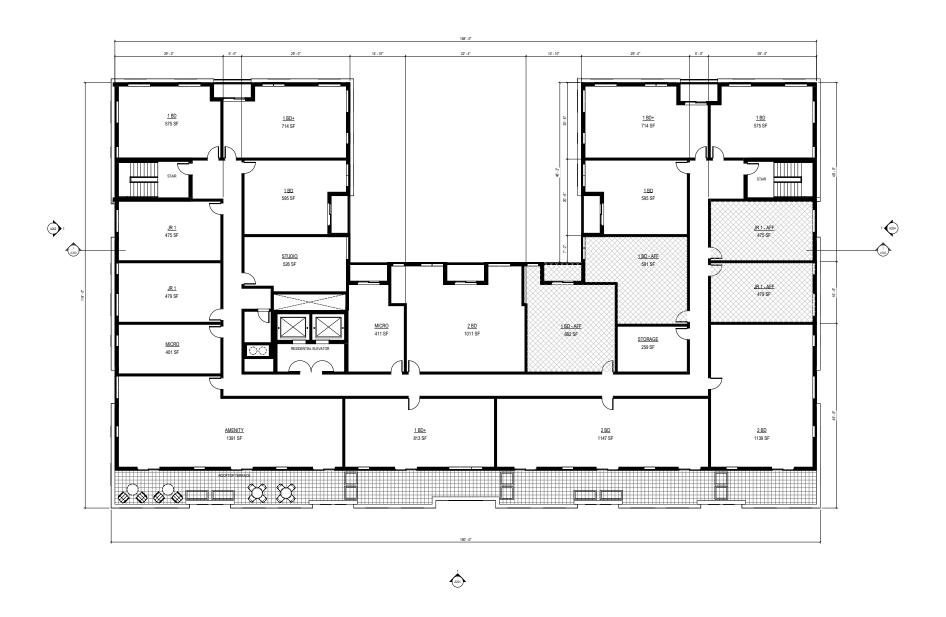






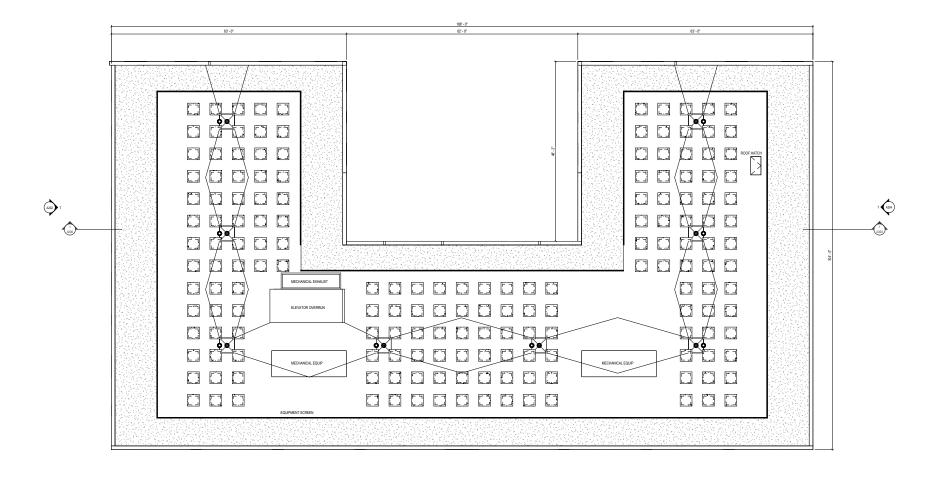
**LEVEL 6 - 7** 





LEVEL 8

A203



A201

# SECTION 3 | LIVING STREET

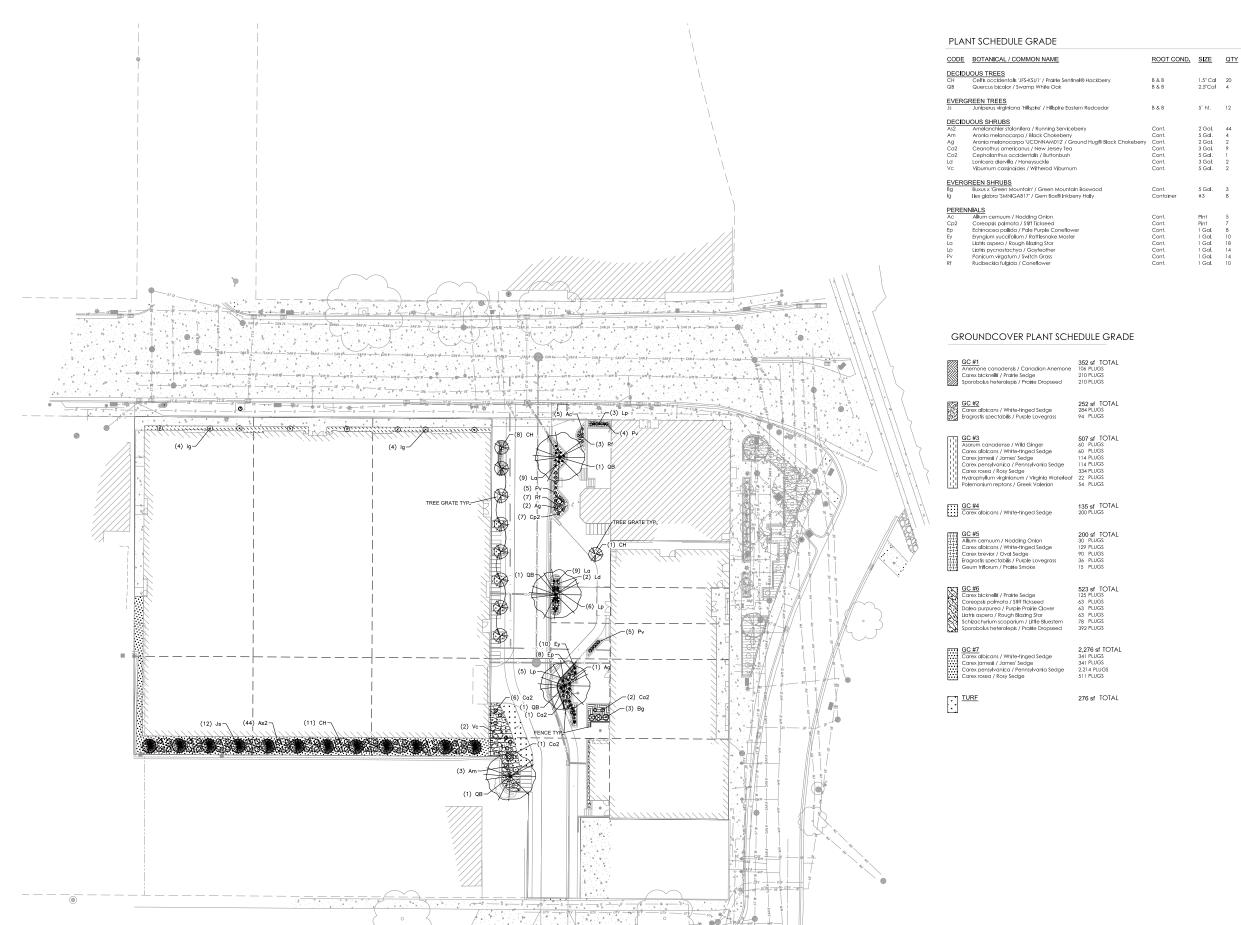




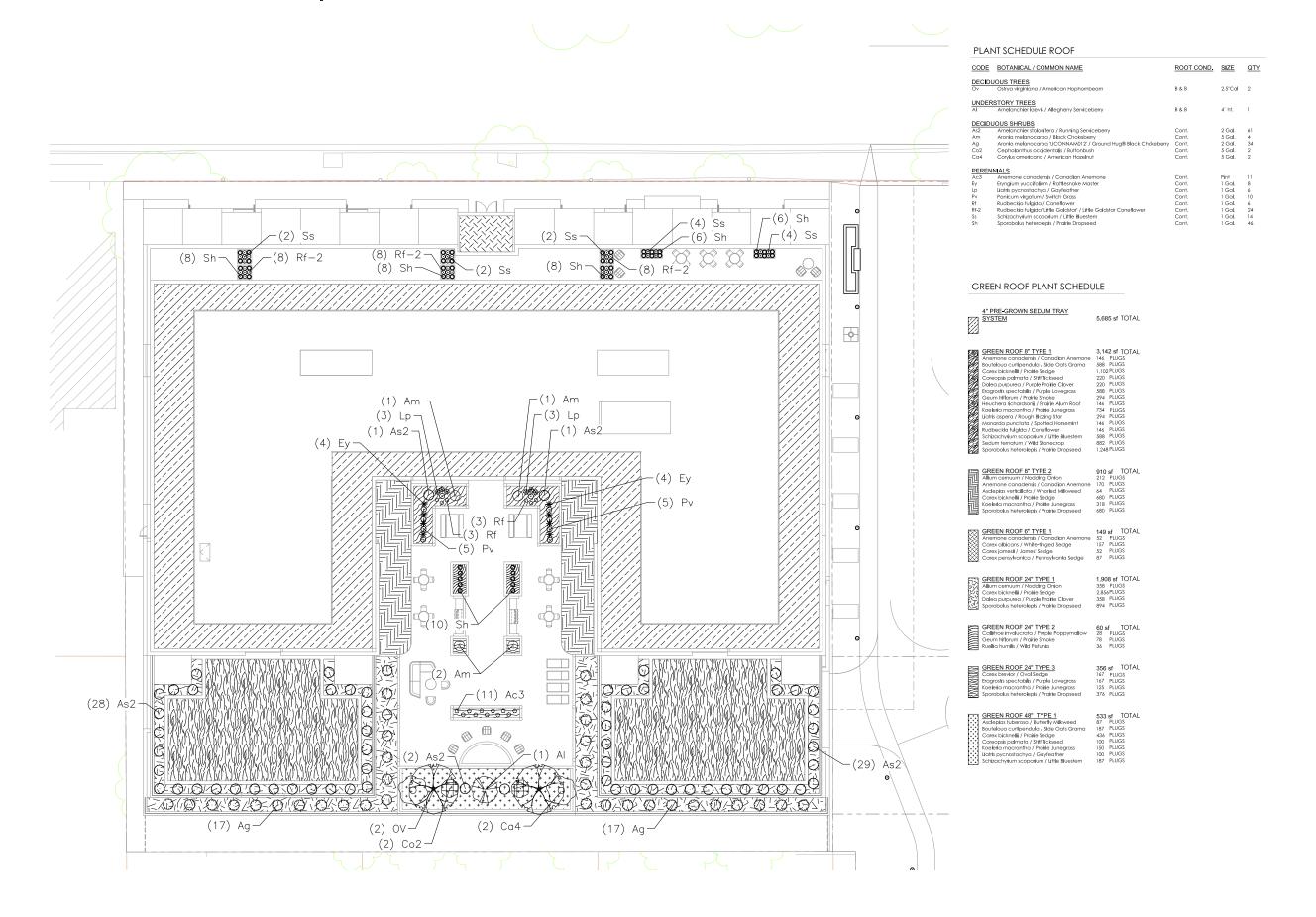




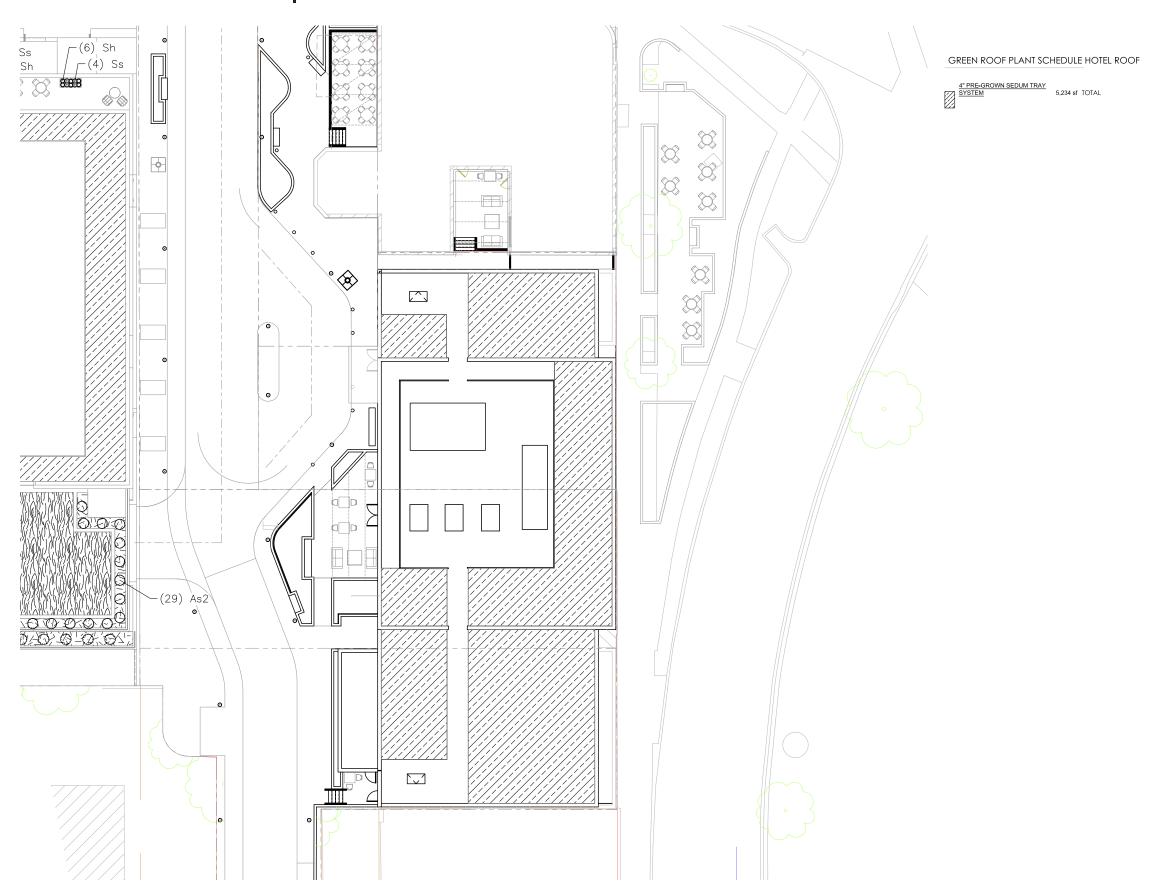
#### LANDSCAPE PLAN



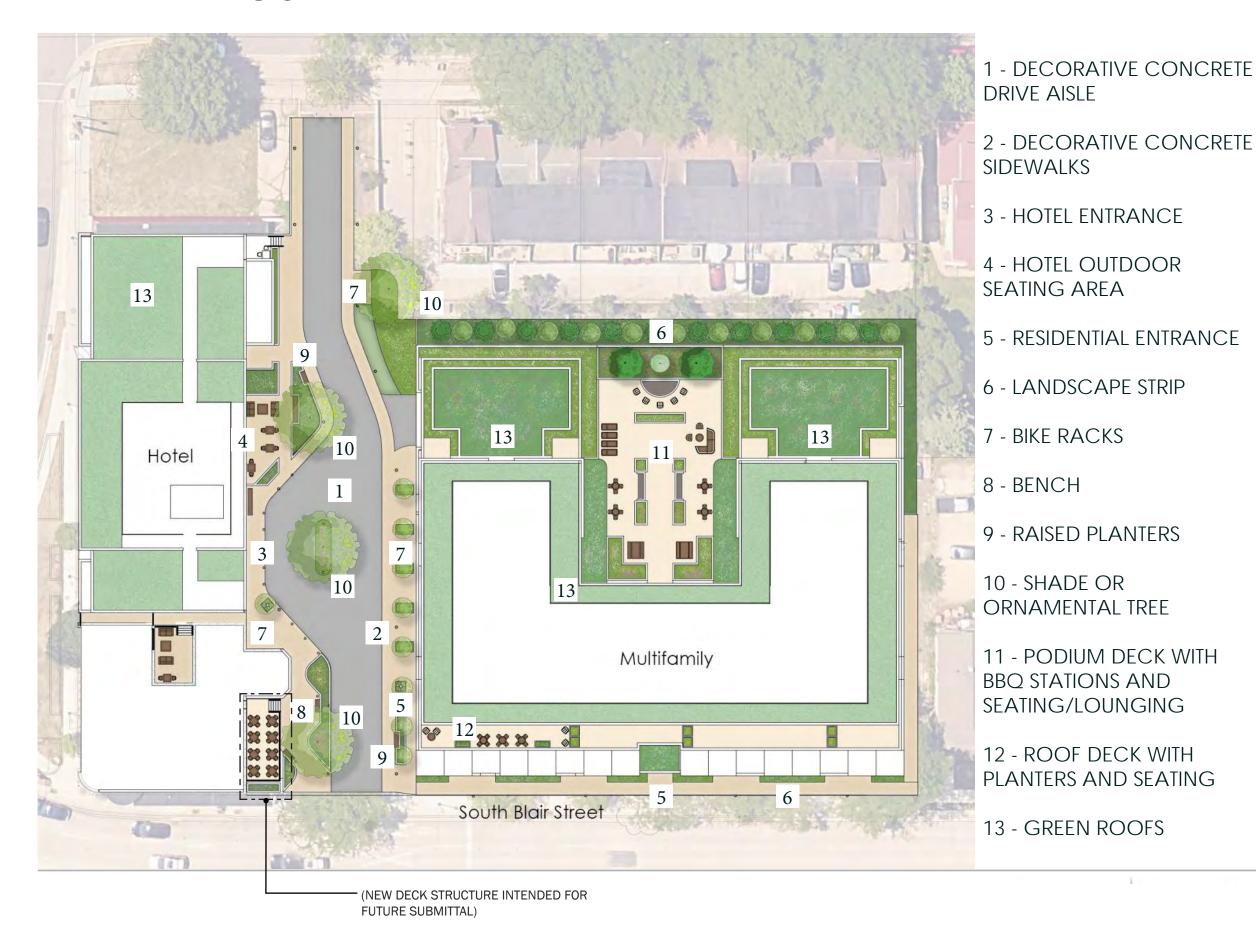
## LANDSCAPE PLAN | MULTIFAMILY ROOF



# LANDSCAPE PLAN | HOTEL ROOF



#### RENDERED LANDSCAPE PLAN



## SITE MATERIALS







**BIKE RACK** 



WOOD SLAT BENCHES SMOOTH CONCRET PLANTERS



TREE GRATE

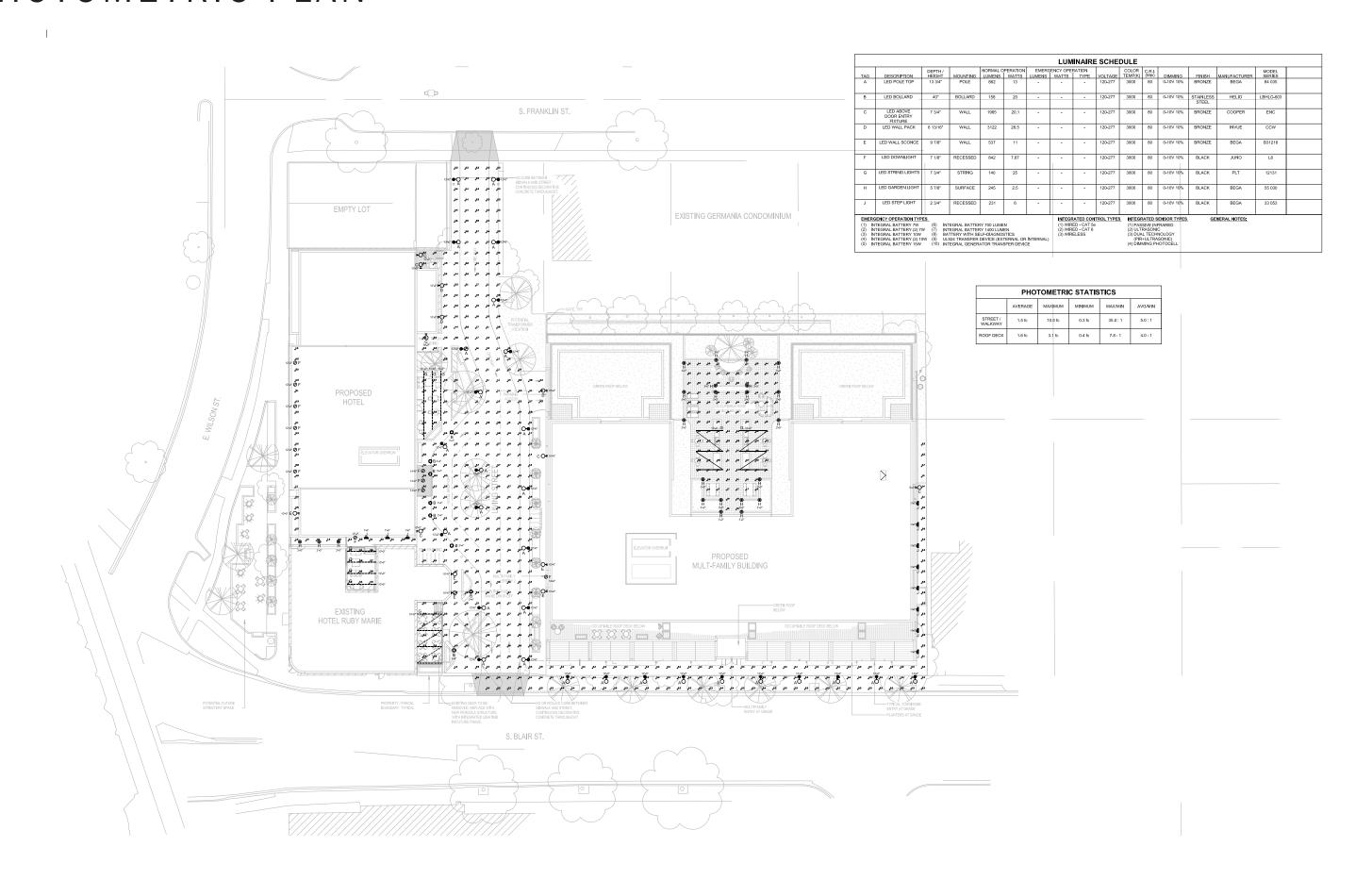


WALKING SURFACE
SMALL SCALE RUNNING BOND PATTERN



DRIVE ISLE
LARGE SCALE RUNNING BOND PATTERN

## PHOTOMETRIC PLAN

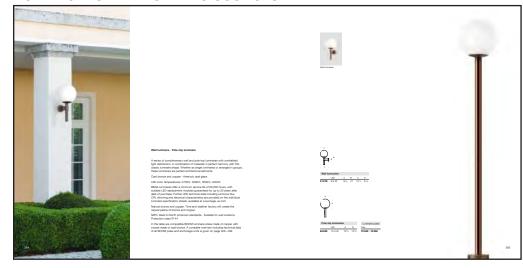


#### LIGHTING SELECTIONS

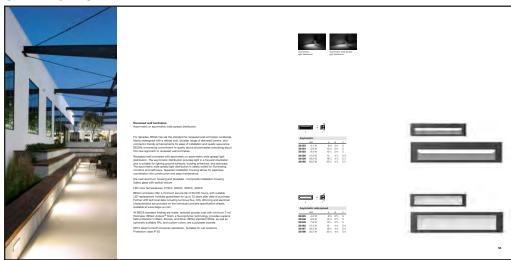
#### **GARDEN LIGHTS**



#### POLE LIGHTS AND BUILDING SCONCES



STEP LIGHTS

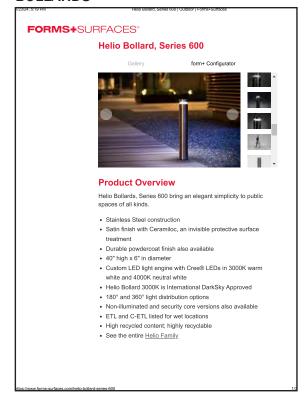


**SITE LIGHTING** 

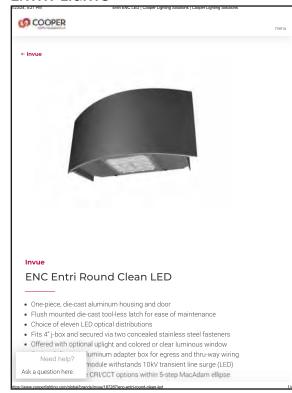
#### **STRING LIGHTS**



#### **BOLLARDS**



#### **ENTRY LIGHTS**



#### WALL PACKS



#### HOTEL DECORATIVE FACADE LIGHTS



#### **BUILDING LIGHTING**

## GROUND VIEW OF LIVING STREET LOOKING SOUTHWEST



## GROUND VIEW OF LIVING STREET LOOKING NORTHEAST



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