



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

32027

1. LOCATION

Project Address: 121, 123, 127 W. GILMAN ST. Aldermanic District: _____

2. PROJECT

Date Submitted: _____

Project Title / Description: STEVE BROWN APARTMENTS REDEVELOPMENT

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

CITY OF MADISON

- Variance from the Landmarks Ordinance
- Referral from Common Council, Plan Commission, or other referral
- Other (specify): _____

OCT 21 2013

1:17pm ew

Planning & Community & Economic Development

3. APPLICANT

Applicant's Name: DAN SKEELEY Company: STEVE BROWN APARTMENTS
 Address: 120 W. GORHAM ST. City/State: MADISON, WI Zip: 53703
 Telephone: 608 255-7100 E-mail: dskeeley@stevebrownapts.com
 Property Owner (if not applicant): GILMAN LODGE, LLC
 Address: 127 W. GILMAN ST. City/State: MADISON, WI Zip: 53703

Property Owner's Signature: Date: 10/21/13

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.

Historic design for a new living space

As the owner of more than 11% of *all* the properties in Madison's Mansion Hill district, Steve Brown is deeply committed to protecting the unique quality of life and sustaining the economic viability of one of the City's important historic areas. Mr. Brown has demonstrated his commitment to the neighborhood not only by purchasing twenty Mansion Hill properties over the past thirty years, but also by preserving those historic properties that remained architecturally sound and safe as living spaces that contribute to the present day social and economic vitality of the area, while conscientiously up-grading or re-purposing those that do not. In the case of the latter, Mr. Brown understands that sustaining the economic and social vitality of historic areas requires appropriately balancing a meaningful respect for the past with the realities of the here and now.

Mr. Brown has recently discovered that one of his Mansion Hill properties, a dwelling built in 1893 at 127 W. Gilman, is structurally unsound and almost definitely not salvageable. Another of Mr. Brown's properties, the Highlander at 121 W. Gilman, while structurally sound, towers over its neighbors, many of whom believe it's 1960's design lacks artistic charm. While considering the nature and future of these two properties, Mr. Brown and his team of designers, architects, engineers, and historic preservation specialists concluded that the best interests of the historic area and the broader community required the creation of appropriate new living opportunities in the current space.

That conclusion led, in turn, to the exciting project referenced in this application. The Brown team is proposing to replace the unsalvageable property at 127 W. Gilman and the aesthetically challenged Highlander building at 121 W. Gilman with three stylish upper-scale apartment dwellings reminiscent – albeit considerably smaller – of the striking New York and Chicago brownstones of the 1880's and 1890's. In doing so, Mr. Brown proposes to move the structure at 123 W. Gilman to a more appropriate location in the district.



The proposed new living space will...

- be five stories shorter than the Highlander
- significantly ease street and parking congestion by reducing the number of residents housed in the space and by adding a significant number of new underground parking places
- generate an *additional* \$182,000 of property tax revenue
- enhance the architectural charm and texture of the area
- energize the social and economic life of the area

brownhouse

October 21, 2013

Madison Landmarks Commission
Department of Planning & Development
215 Martin Luther King Jr. Blvd.
P.O. Box 2985
Madison, WI 53701-2985

121,123, and 127 West Gilman Street – Multi-Parcel Redevelopment Letter of Intent

The owner of the building, Steve Brown Apartments, would like to redevelop the properties into (3) five-story buildings with shared underground parking. The new buildings would each be 21,325 square feet. There would be 59 total units consisting of (30) one- bedrooms and (26) two-bedrooms. Three of the units would be accessible units. Underground parking would consist of (59) total car stalls, as well as ample bike and moped parking.

121 is an existing ten-story, 31,593 square foot apartment building. It sits on a 13,068 square foot (.30 ac.) site. There are currently 52 dorm style units in the building providing capacity for 206 residents.

123 is an existing two-story, 1,939 square foot house. It sits on a 4,356 square foot (.10 ac.) site. There is currently 1 unit in the building providing capacity for 8 beds.

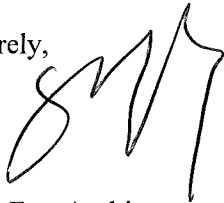
127 is an existing three-story, 4,927 square foot rooming house. It sits on a 6,864 square foot (.16 ac.) site. The property capacity is 15 beds.

It is worth noting that the proposed changes will decrease population density in the area and ease parking demand. It should also be noted that the proposed structures are five floors lower than the existing structure at 121 W. Gilman.

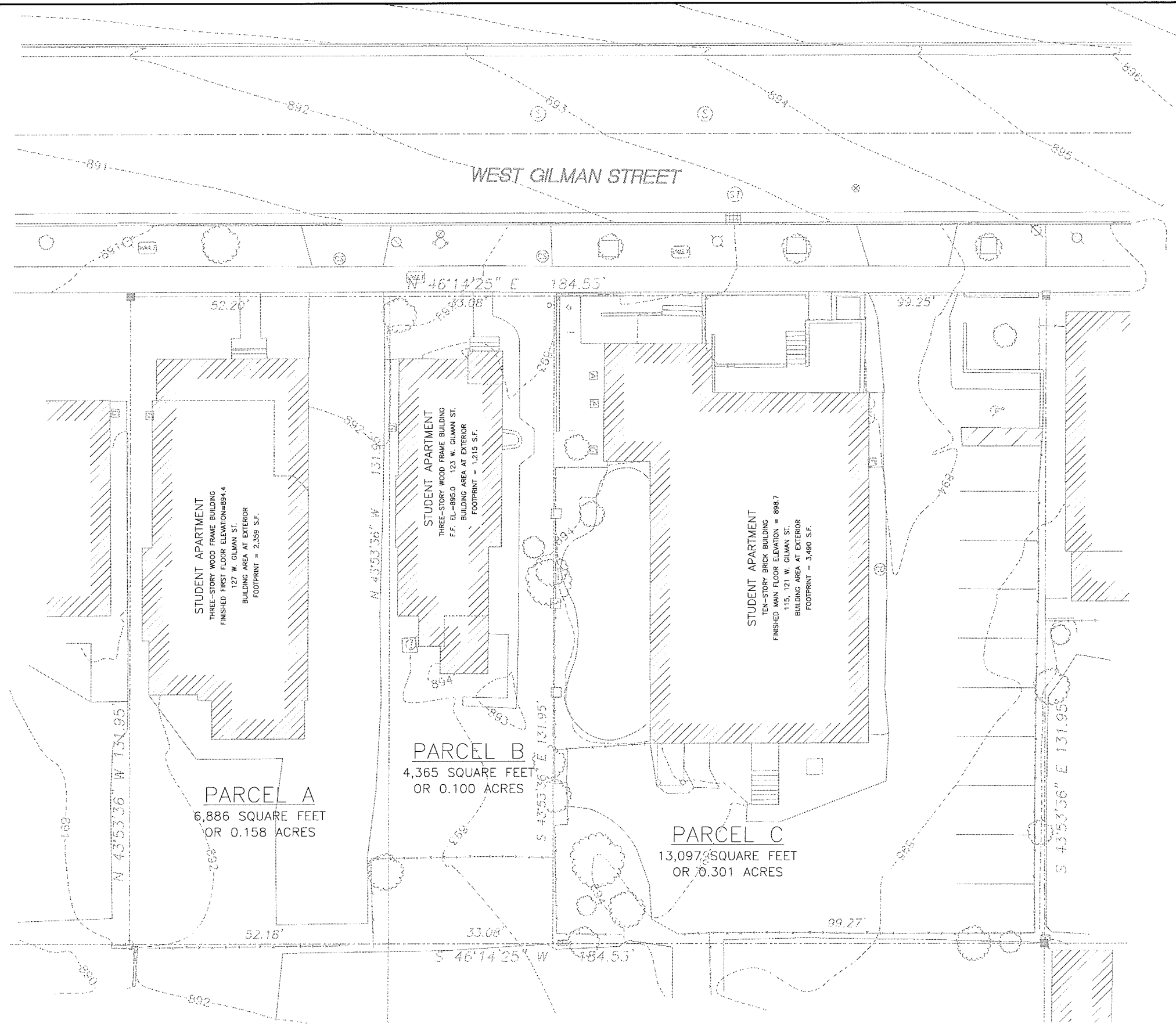
Steve Brown Apartments has notified the alder, Ledell Zellers, and the Mansion Hill Neighborhood. We've also met with representatives from the neighborhood association.

Construction on the project is intended to begin Spring of 2014. Any correspondence regarding the proposed project should be directed to me at Brownhouse at 663-5100 (ph.) or sfry@brownhousedesigns.com.

Sincerely,



Shane Fry, Architect

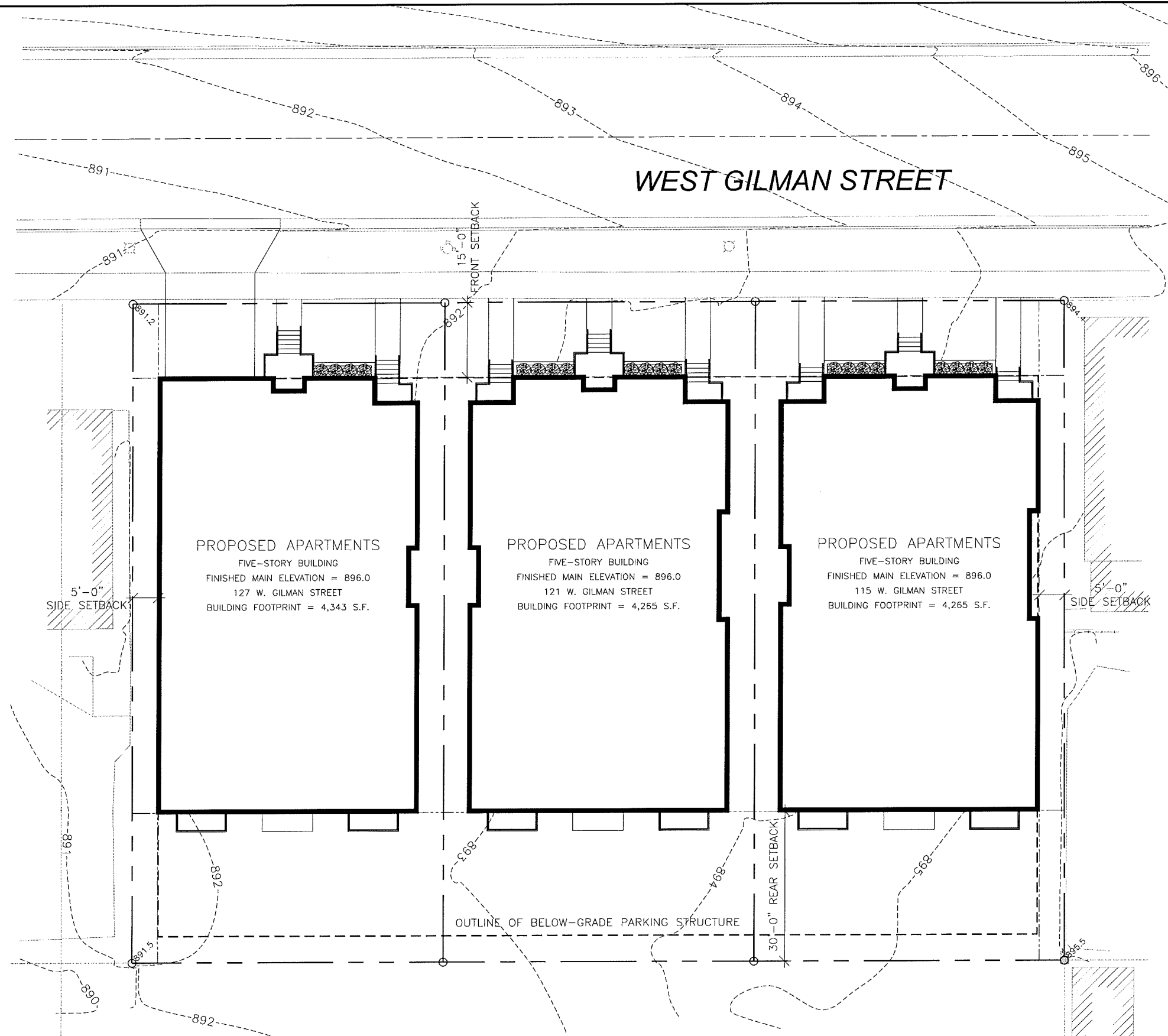


STEVE BROWN APTS.
 121-127 WEST GILMAN STREET
 MADISON, WI 53703

DWG. STATUS:	DATE:
LANDMARKS:	10/16/13
REVISION/NO.:	DATE:

SITE SURVEY

CS100



1 SITE PLAN
SCALE: 1"=10'
0' 5' 10'

DWELLING UNIT MIX (85 BEDS):

ONE BEDROOM (ACCESSIBLE)	3
ONE BEDROOM	30
TWO BEDROOM	26
TOTAL:	59

USABLE OPEN SPACE:

OPEN SPACE	11,481 SF
OPEN SPACE / D.U.	195 SF/D.U.

PARKING PROVIDED:

UNDERGROUND STALLS	59
(INCLUDING 2 ACCESSIBLE STALLS AND 1 ACCESSIBLE VAN STALL)	
PARKING / D.U.	1.00/D.U.

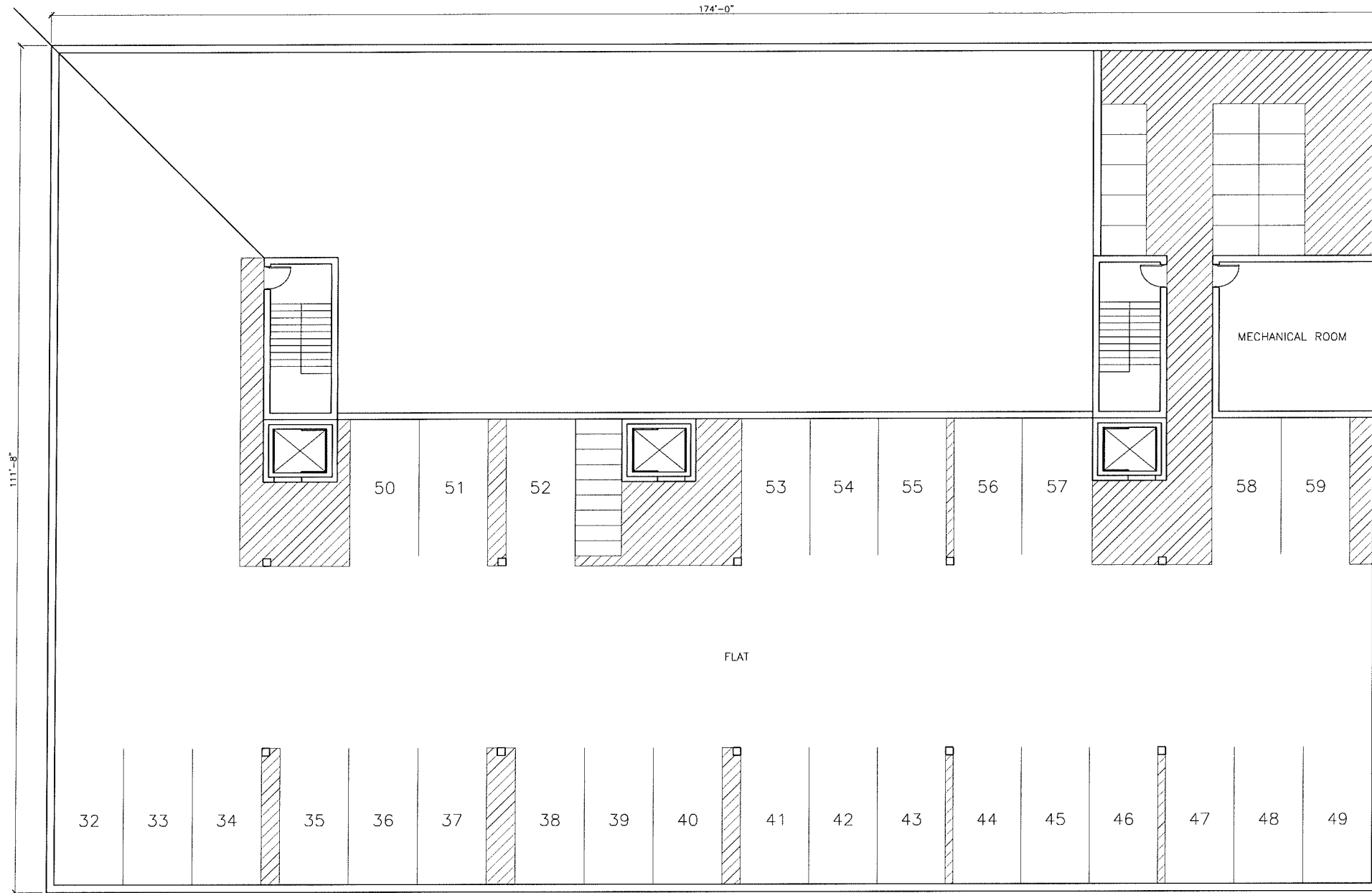
BIKE PARKING PROVIDED:

UNDERGROUND STALLS	64
SURFACE	0
TOTAL BIKE PARKING	64
(ALL STALLS LOCATED ON AN IMPERVIOUS SURFACE)	
BIKE PARKING / D.U.	1.08/D.U.

MOPED PARKING PROVIDED:

UNDERGROUND STALLS	15
SURFACE	0
TOTAL MOPED PARKING	15
(ALL STALLS LOCATED ON AN IMPERVIOUS SURFACE)	

DWG STATUS	DATE:
LANDMARKS	10/18/13
REVISION/NO.	DATE:



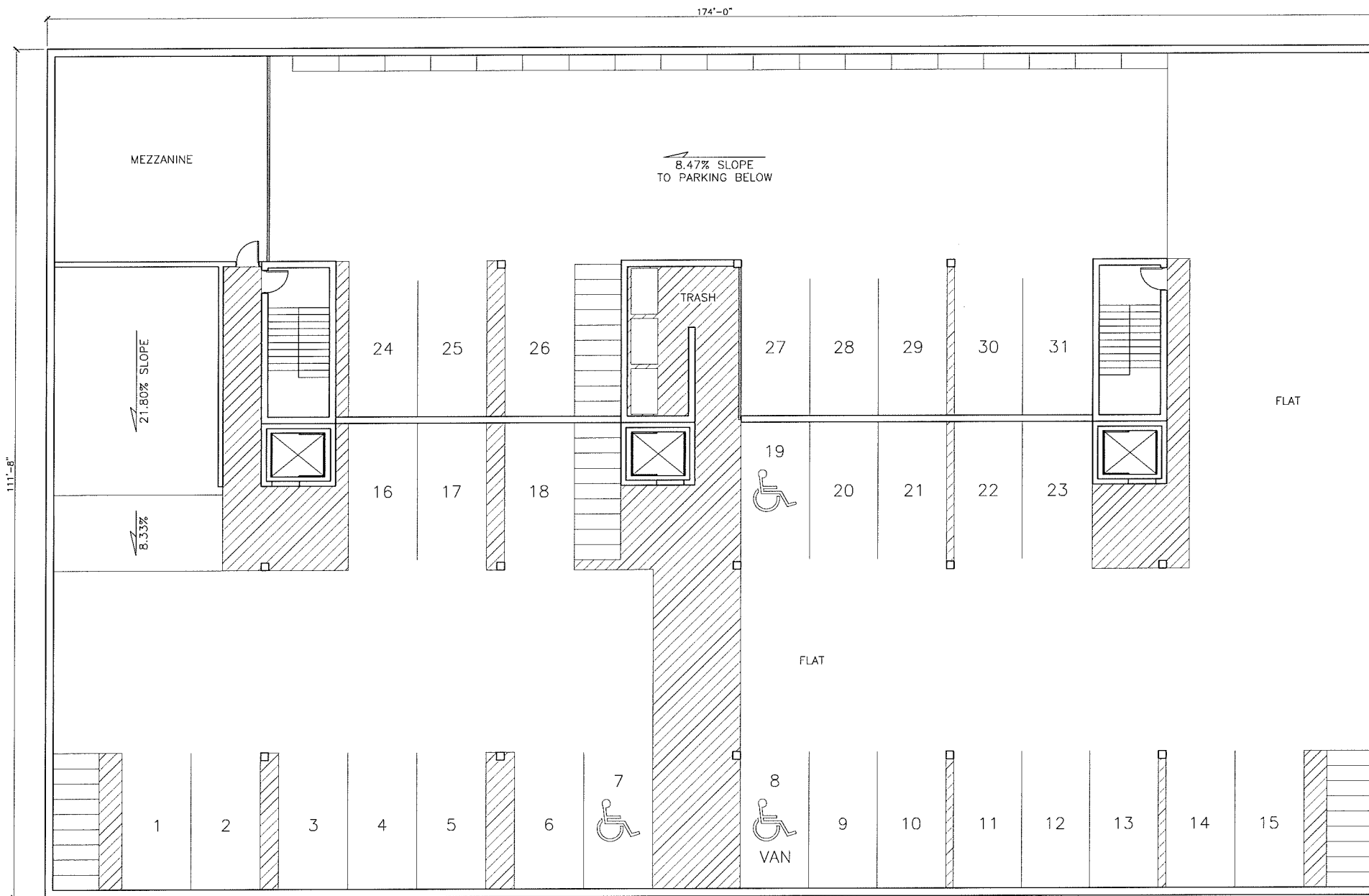
1 PARKING LEVEL P2 PLAN
 SCALE: 1/8"=1'-0"
 0' 2' 4' 8'

DNIC STATUS	DATE
LANDMARKS	10/16/13

REVISION/NO.	DATE
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PARKING LEVEL P2 PLAN

A200



1 PARKING LEVEL P1 PLAN
 SCALE: 1/8"=1'-0"
 0' 2' 4' 8'

STEVE BROWN APTS.
 121-127 WEST GILMAN STREET
 MADISON, WI 53703

DWG. STATUS	DATE:
LANDMARKS	12/18/13
REVISION/NO.	DATE:

PARKING LEVEL
 P1 PLAN

A201

brownhouse
 202 West Gorham St. Madison, WI 53703 608.663.5100 608.663.5151 Fax



1 FIRST FLOOR PLAN
 SCALE: 1/8"=1'-0"
 0' 2' 4' 8'

DWELLING UNIT TYPES:

NAME	# OF BEDS/BATHS	UNIT COUNT	AREA
UNIT A1	1 BED/1 BATH (ADA)	2	861 SF
UNIT A2	1 BED/1 BATH (ADA)	1	861 SF
UNIT B1	2 BED/2 BATH	9	1042 SF
UNIT B2	2 BED/2 BATH	5	1042 SF
UNIT C	1 BED/1 BATH	3	666 SF
UNIT D	1 BED/1 BATH	3	677 SF
UNIT E1	2 BED/1 BATH	8	936 SF
UNIT E2	2 BED/1 BATH	4	936 SF
UNIT F	1 BED/1 BATH	4	689 SF
UNIT G	1 BED/1 BATH	4	701 SF

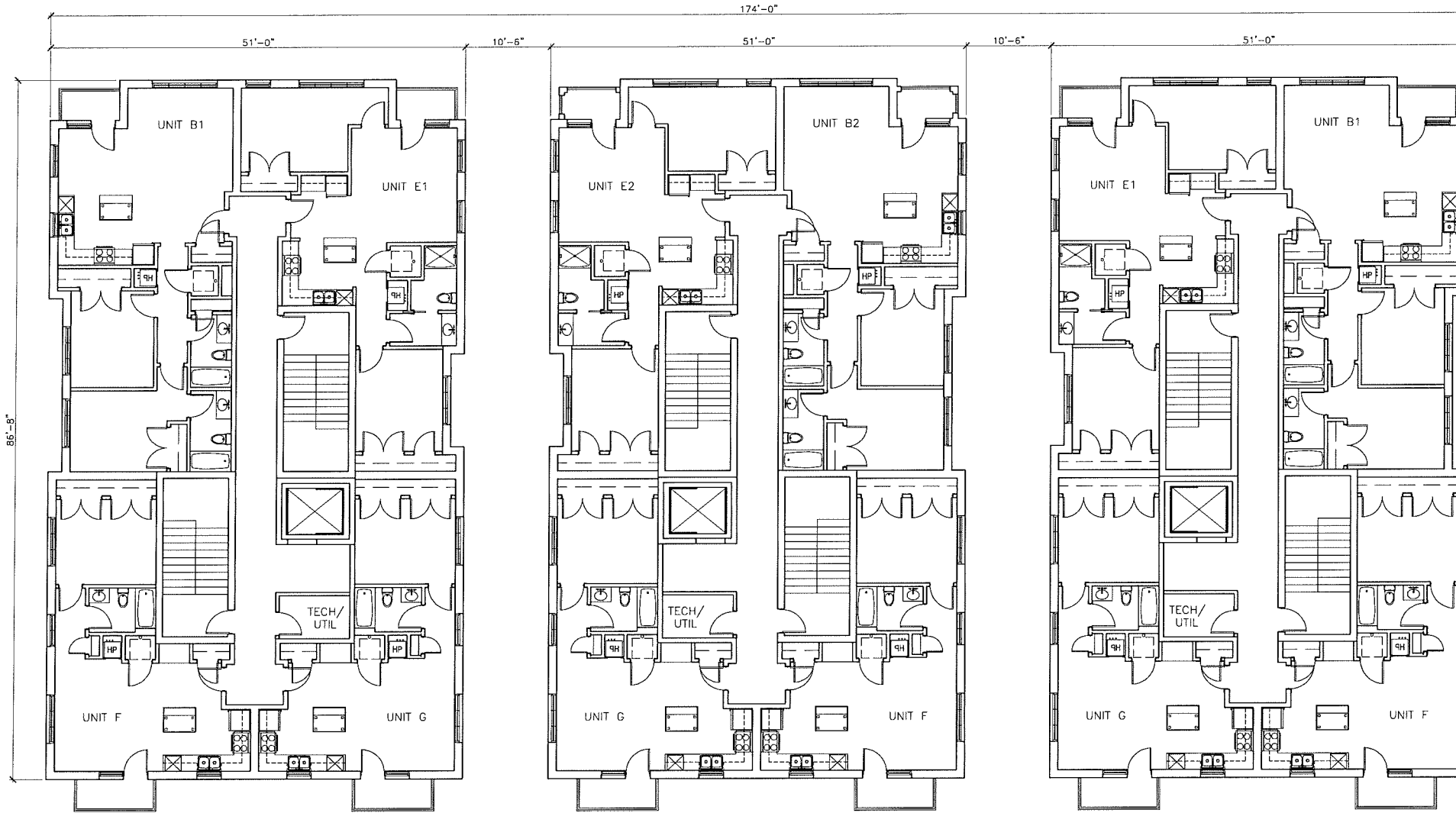
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 121-127 WEST GILMAN STREET
 MADISON, WI 53703

DWG. STATUS:	DATE:
LANDMARKS	10/18/13
REVISION/NO.	DATE:

FIRST FLOOR PLAN

A202

brownhouse
 202 West Gorham St. Madison, WI 53703 608.663.5100 608.663.5151 fax



1 SECOND-FIFTH FLOOR PLAN
 SCALE: 1/8"=1'-0"
 0' 2' 4' 8'

DWG. STATUS	DATE:
LANDMARKS	10/18/13
REVISION/NO.	DATE:

SECOND-FIFTH FLOOR PLAN

STEVE BROWN APTS.
 121-127 WEST GILMAN STREET
 MADISON, WI 53703

DWG. STATUS:	DATE:
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REVISION/NO.	DATE:

EXTERIOR ELEVATIONS

A300



1 FRONT ELEVATION
 SCALE: 1/8"=1'-0"



STREET VIEW LOOKING NORTHEAST



STREET VIEW LOOKING EAST



ELEVATED PERSPECTIVE VIEW LOOKING SOUTHEAST



STREET VIEW LOOKING SOUTH



STREET VIEW LOOKING SOUTHWEST

brownhouse

202 West Gorham St., Madison, WI 53703 608.663.5100 608.663.5151 fax

STEVE BROWN APTS.
121-127 WEST GILMAN STREET
MADISON, WI 53703

DWG. STATUS	DATE
LANDMARKS	10/18/13

REVISION / NO.	DATE

EXISTING
PERSPECTIVES

A900



STREET VIEW LOOKING NORTHEAST



STREET VIEW LOOKING EAST



ELEVATED PERSPECTIVE VIEW LOOKING SOUTHEAST



STREET VIEW LOOKING SOUTH



STREET VIEW LOOKING SOUTHWEST

STEVE BROWN APTS.
 121-127 WEST GILMAN STREET
 MADISON, WI 53703

DWG.	STATUS	DATE
LANDMARKS		10/16/13

REVISION	NO.	DATE

PROPOSED
 PERSPECTIVES

A901