



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: 101 KING STREET Aldermanic District: 4

2. PROJECT

Date Submitted: 8/5/15

Project Title / Description: 101 KING - TRANSFORMING THE FORMER ISTANUS BUILDING INTO A BAR/RESTAURANT

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: MARK BINKOWSKI Company: URBAN LAND INTERESTS

Address: 10 E DOTY ST. STE 300 City/State: MADISON, WI Zip: 53703

Telephone: 608-251-0706 E-mail: MBINKOWSKI@ULI.COM

Property Owner (if not applicant): 101 KING, LLC

Address: 10 E DOTY ST. STE 300 City/State: MADISON, WI Zip: 53703

Property Owner's Signature:  Date: 8/5/15

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

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.

101 KING Project Narrative
Landmark's Application
August 5, 2015

Definition of Project Scope

Urban Land Interests acquired the building that is the former home of Isthmus Publishing in order to transform the space for a bar / restaurant user with the goal of revitalizing the property and bringing more life and activity to King Street. Joshua Berkson and Patrick Sweeney, owners of "the Merchant", entered into a lease with ULI to create a unique pizzeria restaurant and craft beer bar inspired by Madison's farmer's market and Wisconsin tavern culture, which they are calling: Lucille. Josh and Patrick have signed a 15 year lease for the space and will be the sole occupant of the approximately 7,522 square foot building.

In order to repurpose the building for a restaurant / bar user the inside of the building will undergo a full renovation, bringing it up to applicable codes as part of the change in use. To create a more attractive and architecturally significant building, ULI has agreed to extensively renovate the exterior of the building, including:

- Creating a new, more inviting corner entrance by removing the existing metal canopy and glass prism and replacing it with a large window on the second floor and two prominent doors to serve as the building's main entrance.
- Removing all of the deteriorating brick around the corner entrance in order to regain the presence of two windows on either side of the corner that were present in the original historic structure, and recladding the entire area with new brick.
- Replacing all of the current windows along the King and Pinckney Street facades with a new storefront system with highly efficient, clear glass to provide more life and energy to the building.
- Substantial tuck-pointing and brick repair work to eliminate all of the deteriorating areas currently visible on the building.
- New paint on the entire façade will help give the building more life and presence.



PERSPECTIVE FROM SQUARE



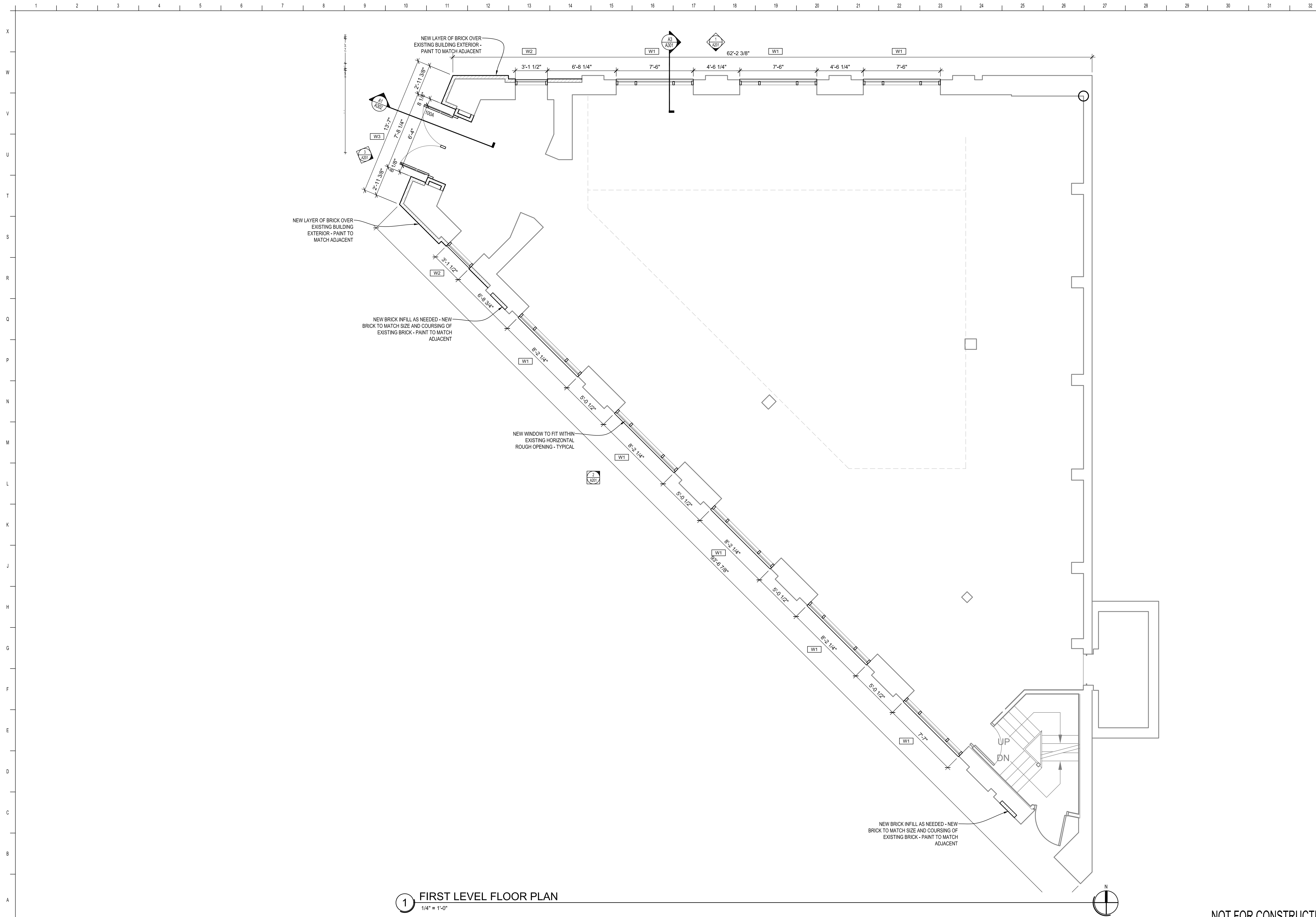
KING ST. ELEVATION



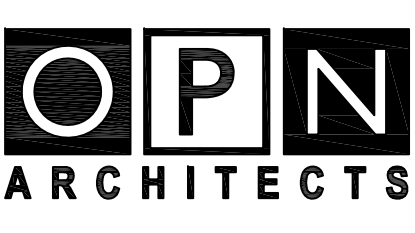
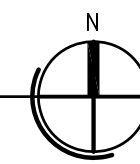
PINCKNEY ST. ELEVATION



CORNER



1 FIRST LEVEL FLOOR PLAN
1/4" = 1'-0"



CEDAR RAPIDS • DES MOINES • MADISON

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Building Owner
Urban Land Interests
10 East Doty Street, Suite 300
Madison, WI 53703

Tenant
Lucille
Madison, WI 53703

Project
**TENANT IMPROVEMENTS:
Exterior Remodel**
101 King Street
Madison, WI 53703

Contractor

Consultants

Issue & Revision Dates

DEMOLITION DOCUMENT SET	04/17/2015
DESIGN DEVELOPMENT DOCUMENT SET	05/08/2015
DESIGN DEVELOPMENT DOCUMENT SET - UPDATED	05/19/2015
DESIGN DEVELOPMENT DOCUMENT SET - UPDATED	07/24/2015

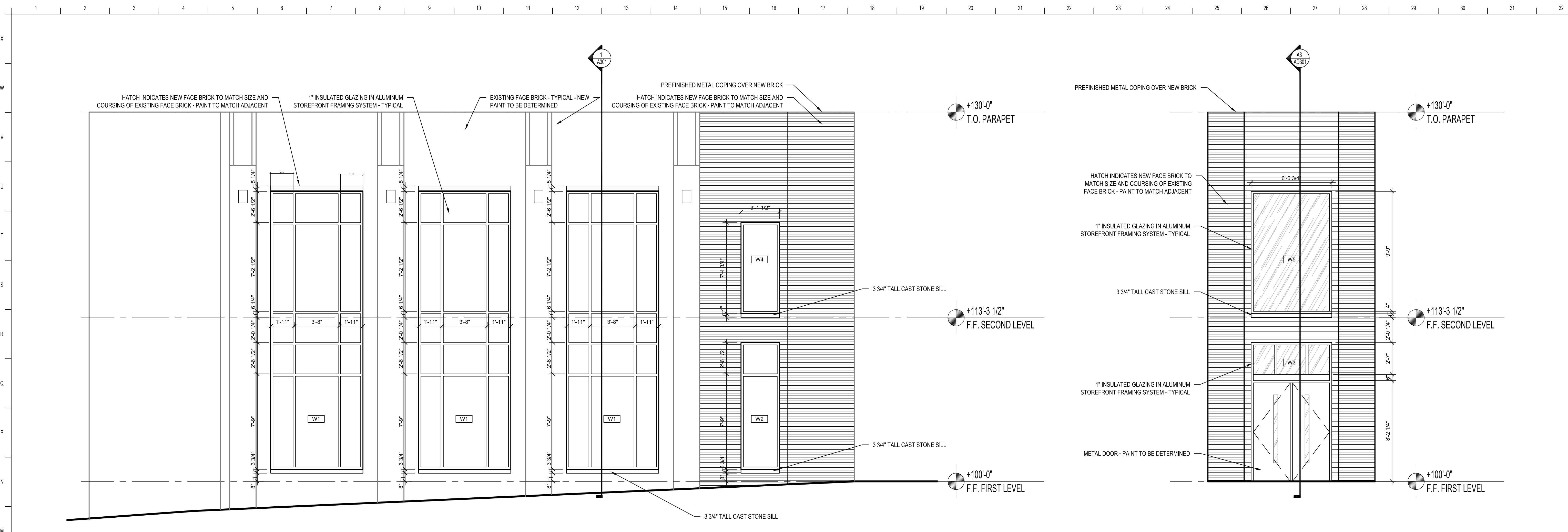
DESIGN DEVELOPMENT DOCUMENT SET

Drawing
FIRST LEVEL FLOOR PLAN

OPN Project No. 15600000

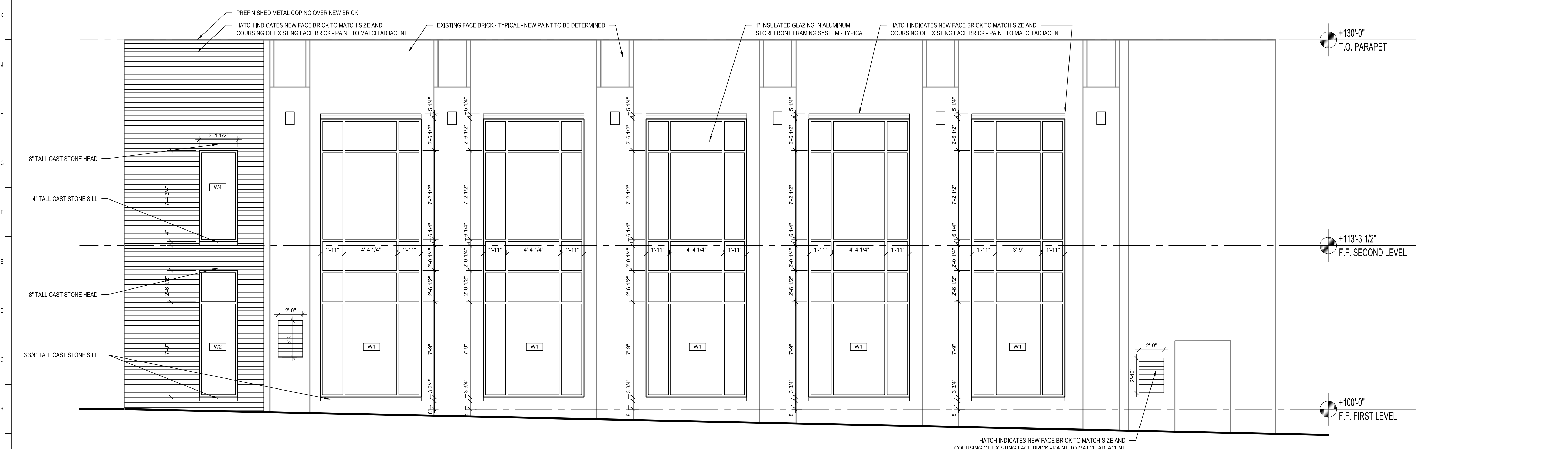
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NOT FOR CONSTRUCTION



1 NORTH ELEVATION - KING STREET
1/4" = 1'-0"

2 NORTHWEST ELEVATION
1/4" = 1'-0"



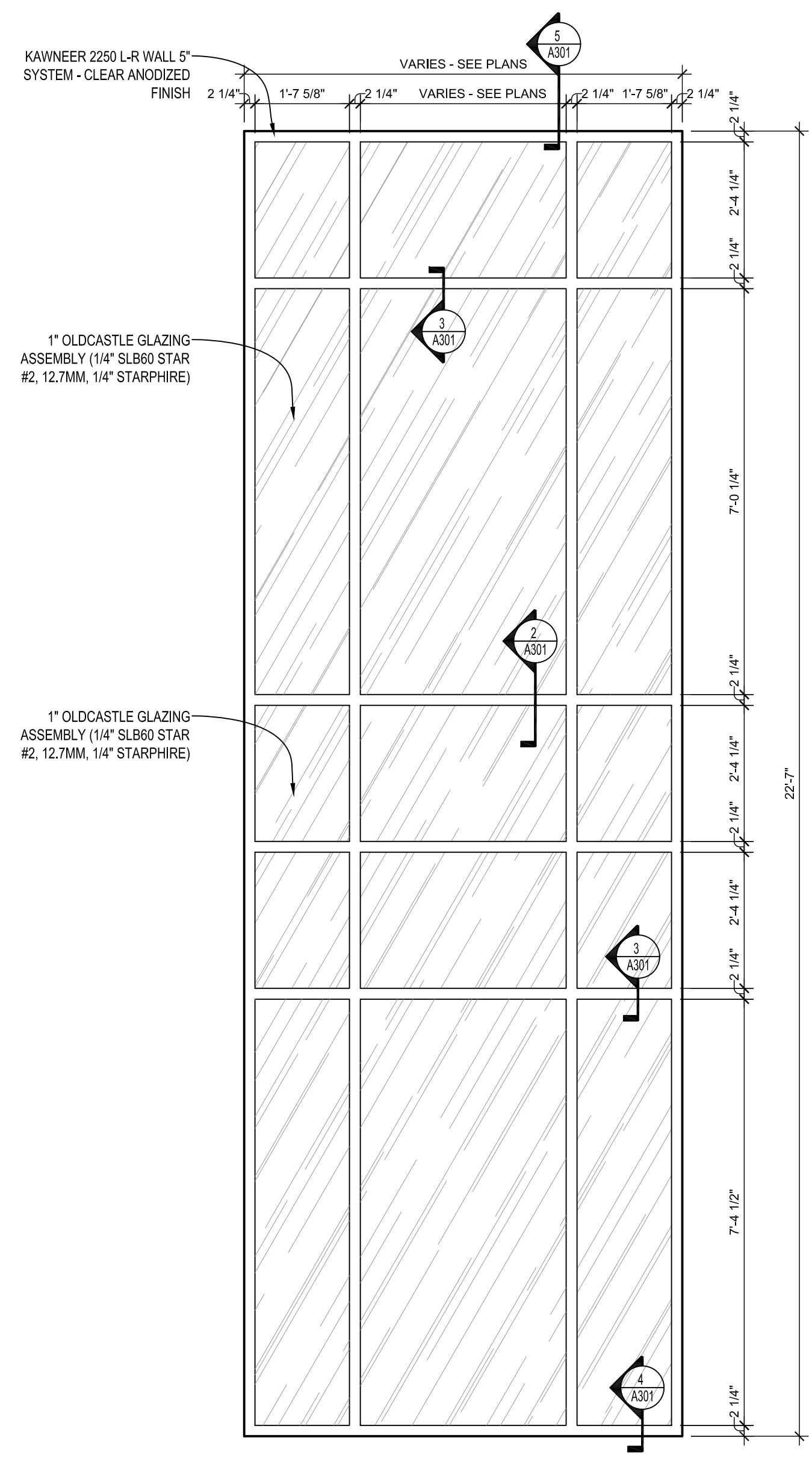
3 SOUTHWEST ELEVATION - PINCKNEY STREET
1/4" = 1'-0"

Issue & Revision Dates

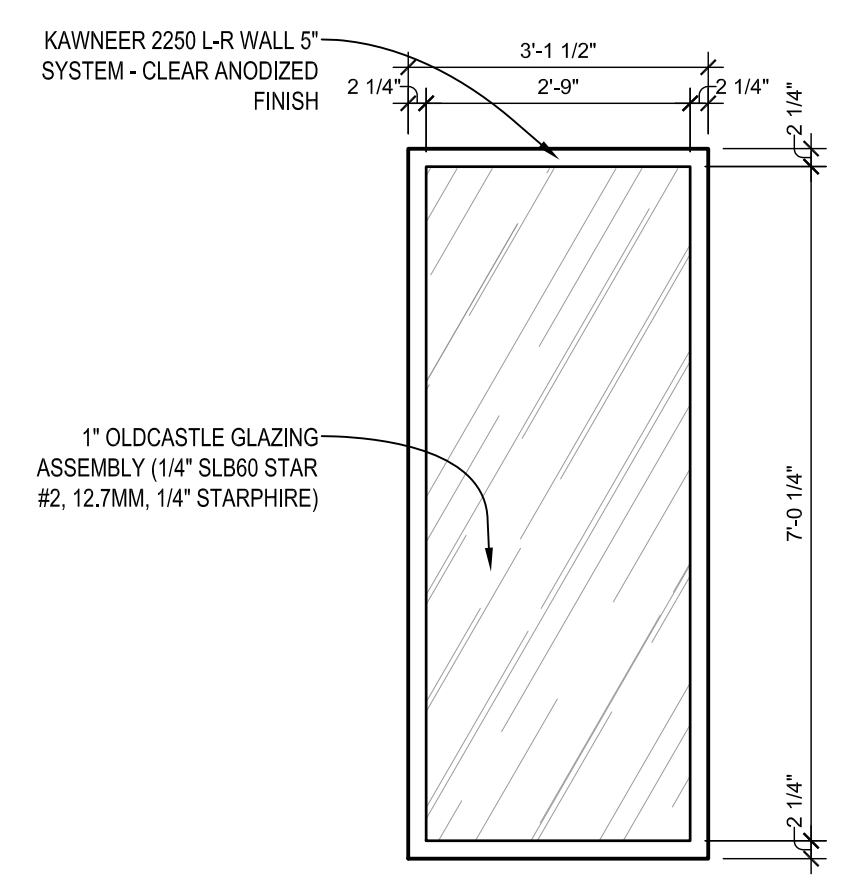
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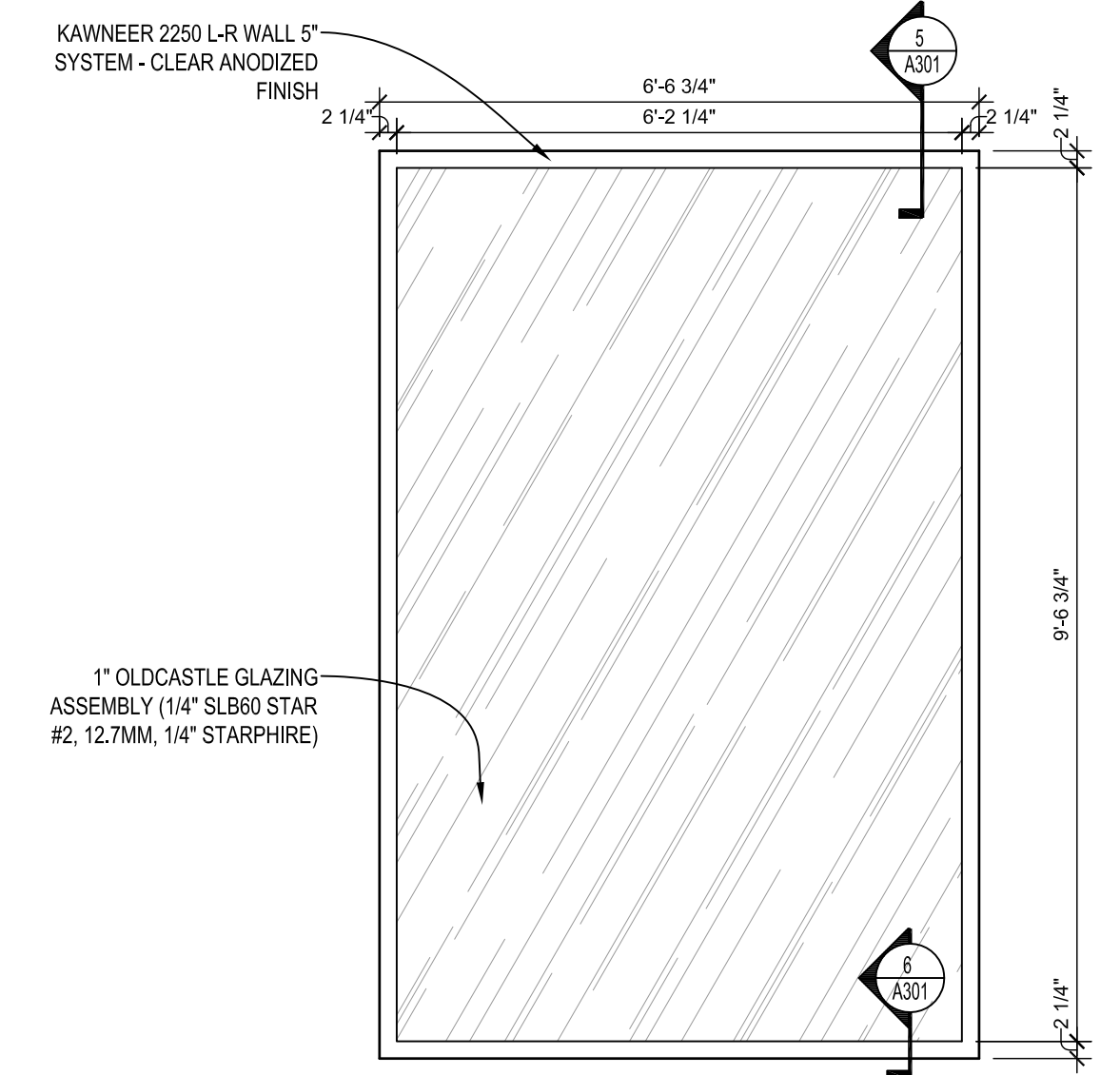
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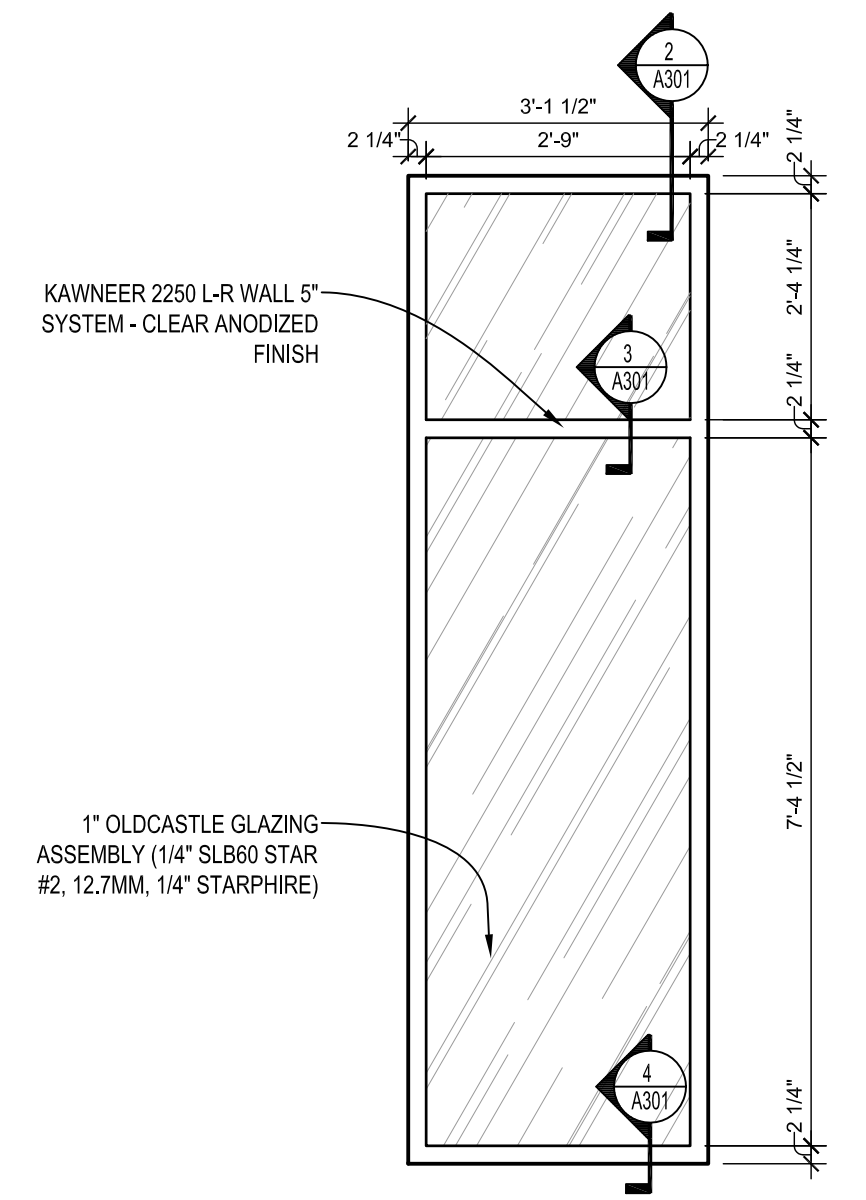
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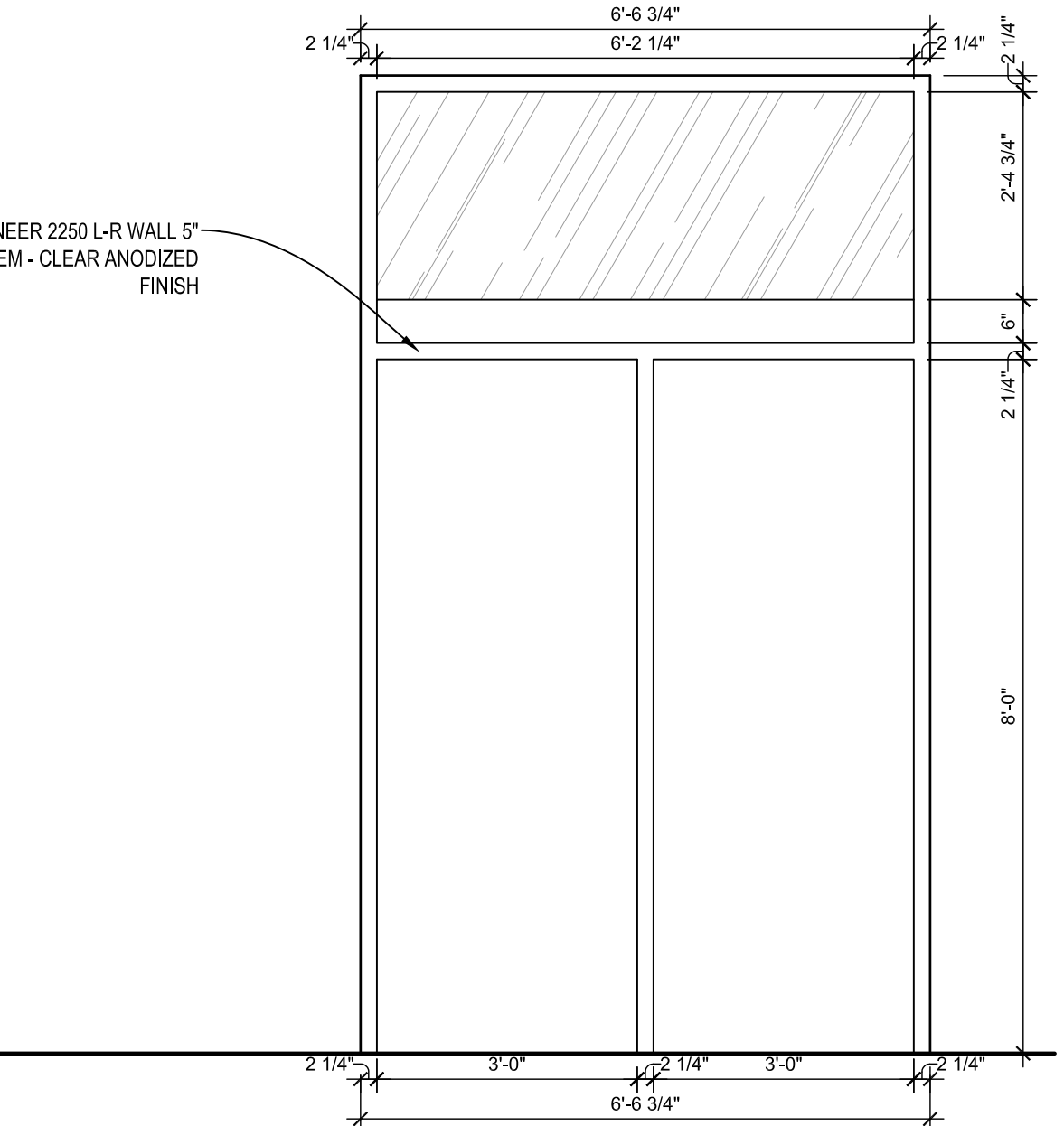
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W5



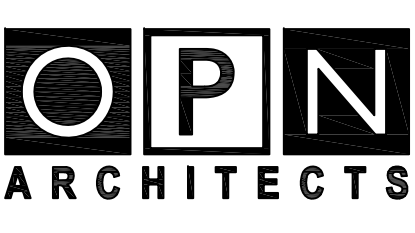
W2



W3

1 OPENING ELEVATIONS - FIRST FLOOR

1/2" = 1'-0"



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DESIGN DEVELOPMENT DOCUMENT SET UPDATED	07/24/2015

DESIGN DEVELOPMENT DOCUMENT SET

Drawing
OPENING AND DOOR ELEVATIONS

OPN Project No. 15600000

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A202



1 VIEW OF PINCKNEY FACADE
NA



2 VIEW FROM PINCKNEY ST
NA



3 VIEW FROM KING ST
NA



4 VIEW FROM PINCKNEY ST
NA



5 VIEW FROM KING ST
NA



6 VIEW OF KING FACADE
NA



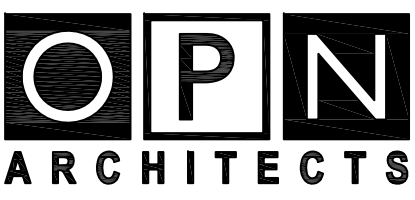
5 VIEW OF MAIN ENTRY
NA



7 VIEW FROM PINCKNEY ST
NA



8 VIEW OF PINCKNEY ST FACADE
NA



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DESIGN DEVELOPMENT	07/31/2015

DESIGN DEVELOPMENT DOCUMENT SET

Drawing

EXISTING BUILDING IMAGES

OPN Project No. 15600000

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