



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 ST, MADISON, WI 53703 Aldermanic District: 4

2. PROJECT

Date Submitted: 10/29/15

Project Title / Description: 101 KING

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: MARK BINKOWSKI Company: URBAN LAND INTERESTS
 Address: 10 E DOTY ST #300 City/State: MADISON, WI Zip: 53703
 Telephone: 608 251 0706 E-mail: MBINKOWSKI@ULL.COM
 Property Owner (if not applicant): 101 KING, LLC
 Address: 10 E DOTY ST #300 City/State: MADISON, WI Zip: 53703

Property Owner's Signature: Date: 10/29/15

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
Urban Design Commission
October 21, 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 new walk out balcony with glass terrace doors on the second floor and two prominent doors on the ground level 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 historic 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. The windows along the Pinckney Street façade will be curtain wall to open up the space and provide a connection between the interior and exterior.
- 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.

Design Narrative

This project occupies one of the key corners in downtown Madison – the head of King Street, which is directly visible from the Capitol Square and the focal point of Madison’s most popular dining and entertainment district. Urban Land Interests understands the importance of pursuing exceptional design, something that the company has prided itself on over its 40 year history. ULI has chosen to partner with OPN Architects due to their track record of successful and creative hospitality projects, as well as their familiarity in working in cities similar in character and scale to Madison.

In order to ensure a successful project, ULI and OPN have given careful consideration to the Downtown Urban Design Guidelines as established by the City’s Planning Division. As this project is an adaptive reuse of an existing structure, the Site Design + Building Placement portion of the Urban Design Guidelines is largely not applicable, and focus instead will be given to the Architecture portion of the Guidelines. A detailed response to each of the 8 main Architecture Design Guidelines follows.

I. Massing

Building massing is an important determinant in the quality of the urban environment and in how “welcoming” a street is perceived. Important aspects to this specifically related to massing include the preservation of natural light, sunlight and ventilation to the street, as well as preventing the feeling that large buildings are looming over the street and creating a canyon effect. The mass of a building can also enhance the pedestrian experience by creating more human-scaled development.

Given that this project involves the adaptive reuse of an existing structure, the massing of the building has largely been established. As a flatiron building, 101 King has special prominence at the head of King and Pinckney Streets, serving as the focal point on the block. The building’s exterior facades maintain a common boundary with the neighboring buildings to the south along both Pinckney and King Streets. The main building facades along King and Pinckney Streets are broken up by a series of articulating pilasters and window bays. This rhythmic articulation helps to reduce the massing of the building and create a façade that has more visual interest along the streetscape.

The front corner of the building is located at the intersection of Pinckney and King Streets and serves as the main entrance to the building. The existing metal canopy and glass prism at the corner will be removed and replaced with new entrance doors on the ground floor, as well as a new balcony and glass terrace doors on the second level. This balcony helps to make the corner a strong focal point of the building, while maintaining the street presence that the front doors have as a result of the existing overhang. As shown on the plans, the balcony will overhang the property line slightly at the front edges, and Urban Land Interests will be pursuing an Air Rights Lease with the City to accommodate this encroachment.

The existing brick surrounding the front corner will be removed and replaced with new brick that will be laid to reestablish the strong vertical ‘columns’ that framed the front entrance in the original historic structure. The addition of this strong vertical element helps to bring the design from the rest of the building thru the front of the structure, and makes for a strong corner presence and focal point.

II. Building Components

Most buildings are experienced from a variety of perspectives, which change as a person moves about the city. Correspondingly, how the top, middle, and base of a building are designed also influences these interactions, and all must work within a complete architectural form. The Downtown Plan places an emphasis on creating an interesting skyline that reflects the underlying topography, and the design of the top of a building influences the skyline. Likewise, the Plan places an emphasis on making great public spaces, streets, and engaging pedestrian environments, and the design of a building’s lowest four floors define the public realm and are the primary contributor to a pedestrian’s perception of a street.

As a two story flatiron building, the entire exterior façade of 101 King plays an integral role in defining how pedestrians interact with the structure. In order to create a high level of visual interest, wood sills have been added beneath the window bays on King and Pinckney Street. The very rich, reclaimed wood will tie to the finishes on the interior of the space, and add a warmth and texture to the building that the brick lacks. Having the extra tall sill also helps maintain the verticality of the windows, extending the vertical plane down closer to the street.

The pilasters along the façade help provide verticality to the building, preventing the building from feeling short or snubbed, which can commonly happen with a two story structure. The tops of these pilasters are pulled back and detailed slightly to provide a crown-like effect that results in a positive visual termination. This also helps the building form to read as smaller at the top, creating a clean break where the building meets the sky.

The addition of the balcony at the front entrance helps to create a more engaging pedestrian environment, as it reduces the scale of that corner façade and creates a more intimate feel. Supported using steel beams that extend from within the space, the balcony reads as a natural extension of the building. Keeping the balcony rectangular in shape is important to ensuring the functionality of the space, as well as making it read as an integral part of the structure and not just an add on. Although 101 King is a flatiron building, the structure is extremely linear and comprised of 90 degree angles; having a balcony that comes to a point would appear unnatural given the rest of the changes to the façade.

III. Visual Interest

As emphasized in the Downtown Plan, it is especially important to create a comfortably-scaled and thoughtfully detailed urban environment through the use of well-designed architectural forms and details. Well-designed buildings add visual interest and variety to the massing of a building, help define the public space, engage the street, create an interesting pedestrian environment, and help break up long, monotonous facades. Articulation also is a primary means of providing a human scale through change in plane, contrast and intricacy in form, color and materials.

Special attention has been paid to the building façade to create a thoughtful and interesting design that interacts well with the surrounding environment. Although only two stories, the building is very vertical in nature due to the pilaster columns on the main facades. These vertical elements will be repeated at the corner in order to provide consistency across the building design. These columns at the corner help to frame the front entrance of the building, establishing a pattern that is then carried throughout the rest of the facade.

The main King and Pinckney Street facades are carefully articulated to provide depth and added dimension, with the new windows pulled back to the face of the brick. Pulling the windows back helps to emphasize this articulation, as opposed to the current windows that protrude from the building and do not provide the same level of visual interest. Directly on either side of the front corner the brick will also be pulled back to maintain this expression.

IV. Door and Window Openings

As emphasized in the Downtown Plan, it is especially important to create a comfortably-scaled and thoughtfully detailed streetscape and how the openings in building walls (windows, doors, etc.) are incorporated have an influence on the perception of a building's mass and how it is experienced by pedestrians.

The current building is comprised of large windows that are very darkly tinted and have three large panes of spandrel panel. As a result these windows read as solid walls, and do not provide any character or interest. These windows will be entirely removed and replaced with a new curtain wall system that will be placed flush with the existing face of the brick. The aluminum framed system will support highly efficient, clear vision glass. This will transform the way pedestrians interact with the space as it opens up the interior of the building to the exterior, creating a level of visual interest and appeal that does not currently exist. The vision glass will also allow the historic stone arches at the top of the windows to be expressed, helping the building relate better to the historic King Street arcade immediately adjacent.

Furthermore, the project calls for new Nanawall window systems to be installed in the ground floor openings along Pinckney Street (5 window bays in total). This Nanawall system will allow the tenant to open up the building during the warmer months so that there is a direct connection between interior and exterior, further activating the Pinckney Street frontage and engaging the sidewalk and street. The tenant has successfully petitioned and received a variance from the Department of Health Services to allow them to have an 'open air kitchen' that is open to the exterior without needing to utilize any screens or

separations. This will create a truly unique and inspirational setting that will set the standard for neighborhood dining in Madison.

In order to further open up the space, the two historic openings on either side of the main entrance will be reclaimed. These openings help to break up the large expanse of brick that currently exists on these facades. These historic openings are already framed with steel headers and lintels, and thus the size of these windows are already set. Although they do not align directly with the larger window bays on the main facades, they maintain the rectangular aesthetic of those windows as established by the vertical mullion pattern.

The front entrance is dominated by the double entrance doors at the ground floor, creating a strong focal presence for the building. These doors have been intentionally left solid in contrast to the glassy window openings along the main facades. The idea is to create a portal that patrons walk through, as they open the doors to expose all of the life and activity within the space. On the second floor, glass terrace doors that utilize the same aluminum framing and clear glazing will provide access to the balcony. These doors help maintain the pattern created by the doors on the ground floor, as well as continue the rectangular window panes that carry throughout the building.

V. Building Materials

The Downtown Core and Urban Mixed Use Districts are generally the most dense and heavily used areas of the city, and buildings in these districts are exposed to a high level of use. An integrated palette of high quality, durable building materials can enrich the pedestrian environment through the use of scale, color, texture and architectural details.

The predominant material used across the exterior of the building is brick. This materiality will be maintained in the renovated building, with new brick being laid at the front corner. Currently, all of the exterior of the building is painted brick. In order to maintain consistency in the design, the new brick will also be painted. Our team extensively studied the use of non-painted brick and determined that there is no way to maintain a cohesive design with any continuity if natural brick is laid directly adjacent to painted brick. By painting the brick in a light color that balances the aluminum framing and clear glazing, the exterior of the building reads as one, carefully integrated architectural statement.

In order to create more visual interest and bring warmth to the exterior, certain materials that are utilized heavily inside the premises have been carefully added to the exterior. The entire interior of the structure is supported with heavy, black steel beams and the ceilings / structure are all board formed concrete. The tenant's design for the interior also includes the use of reclaimed wood floors throughout much of the premises. The addition of the new, clear glazing and operable windows will help the interior and exterior of the space flow together. In order to make the two compatible, the sills beneath the windows on the King and Pinckney St facades and the corner balcony incorporate the same wood and steel to a limited extent. The effect is to create a change in material that communicates with the interior of the space, and since the wood sills are on a consistent horizontal plane they read as a specific transitional detail.

VI. Terminal Views and Highly-Visible Corners

The design of buildings occupying sites located at the end of a street, on a highly-visible corner, or in other prominent view sheds can serve as a focal point and the design of such structures should reflect the prominence of the site. Particular attention should be paid to views from these perspectives.

Located at the corner of Pinckney, Main and King Streets, the 101 King building is the focal point of King Street and serves as the entrance to the neighborhood. The design was intended to accentuate the building's corner presence by creating two strong vertical columns that anchor the front entrance. These columns create an entry presence that does not currently exist, and provide a natural draw into the space. The addition of the balcony helps break up this verticality to ensure that the front entrance still maintains an appropriate streetscape, and does not feel out of scale for pedestrians or with the surrounding properties. Supported using steel beams that extend from the building and stainless steel hanger rods that are tied back to plates, the balcony feels like a natural extension of the rest of the structure.

VII. Awnings and Canopies

Awnings can add color and texture to a streetscape, provide shelter for pedestrians and protect storefront displays from sun exposure.

No awnings or canopies have been provided on this building, in part due to the fact that the addition of a canopy would prove detrimental given the verticality of the structure. The new balcony added to the front entrance will provide detail and texture to the streetscape, as well as creating shelter for pedestrians and patrons as they enter and exit the premises.

VIII. Signage

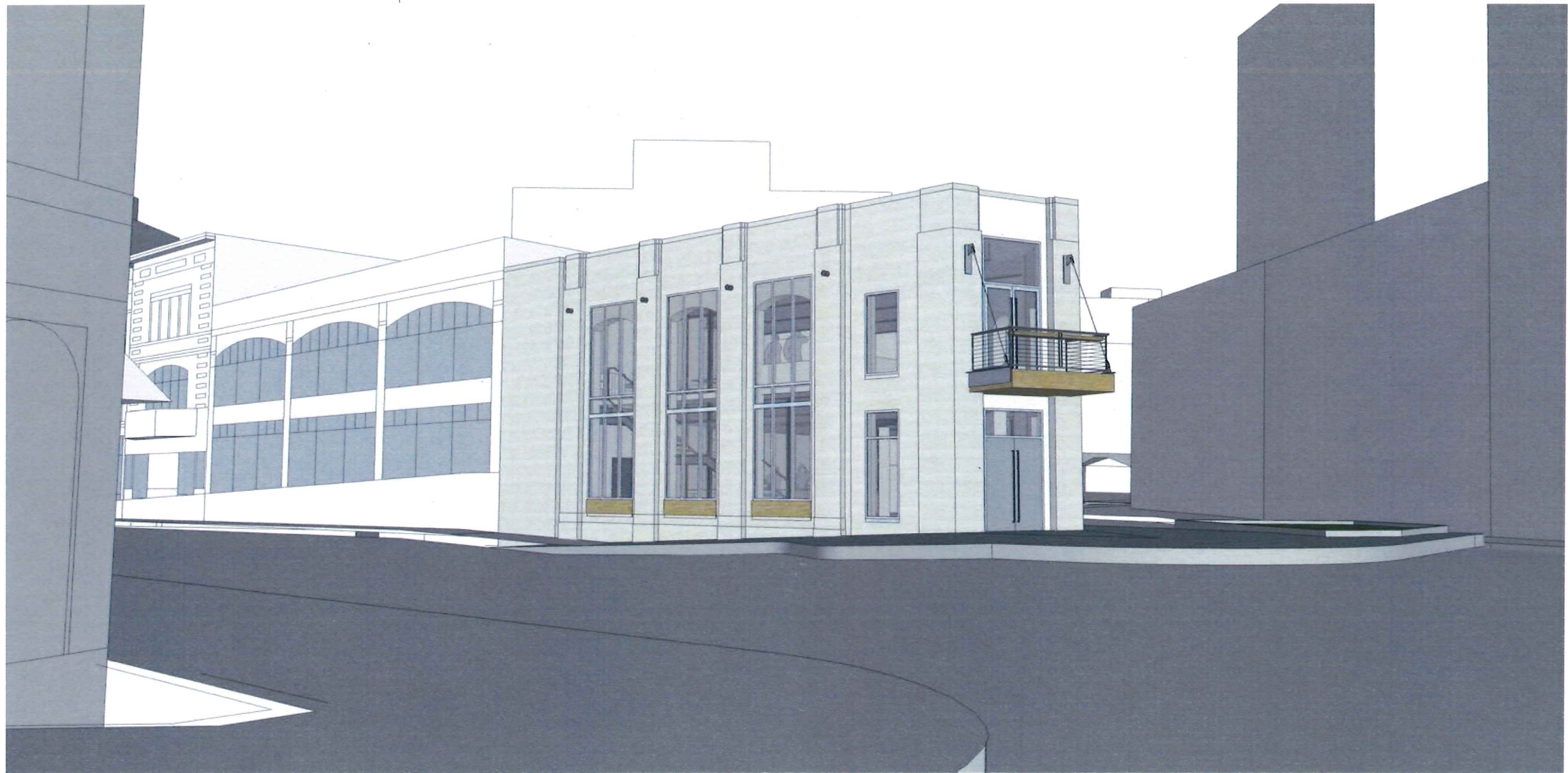
Signage is for the purpose of identifying a business in an attractive and functional manner rather than to serve as general advertising for a business. Well-conceived signage contribute positively to the character of a street or district. Too many signs and too much information on one sign can overwhelm a viewer and make a sign less effective, and too much signage on a building, block, or street can easily result in visual clutter. The guidelines below are in addition to the requirement of the Madison Sign Code.

Signage will be designed and provided for by the tenant, who will submit for separate approval of the signage for their business.

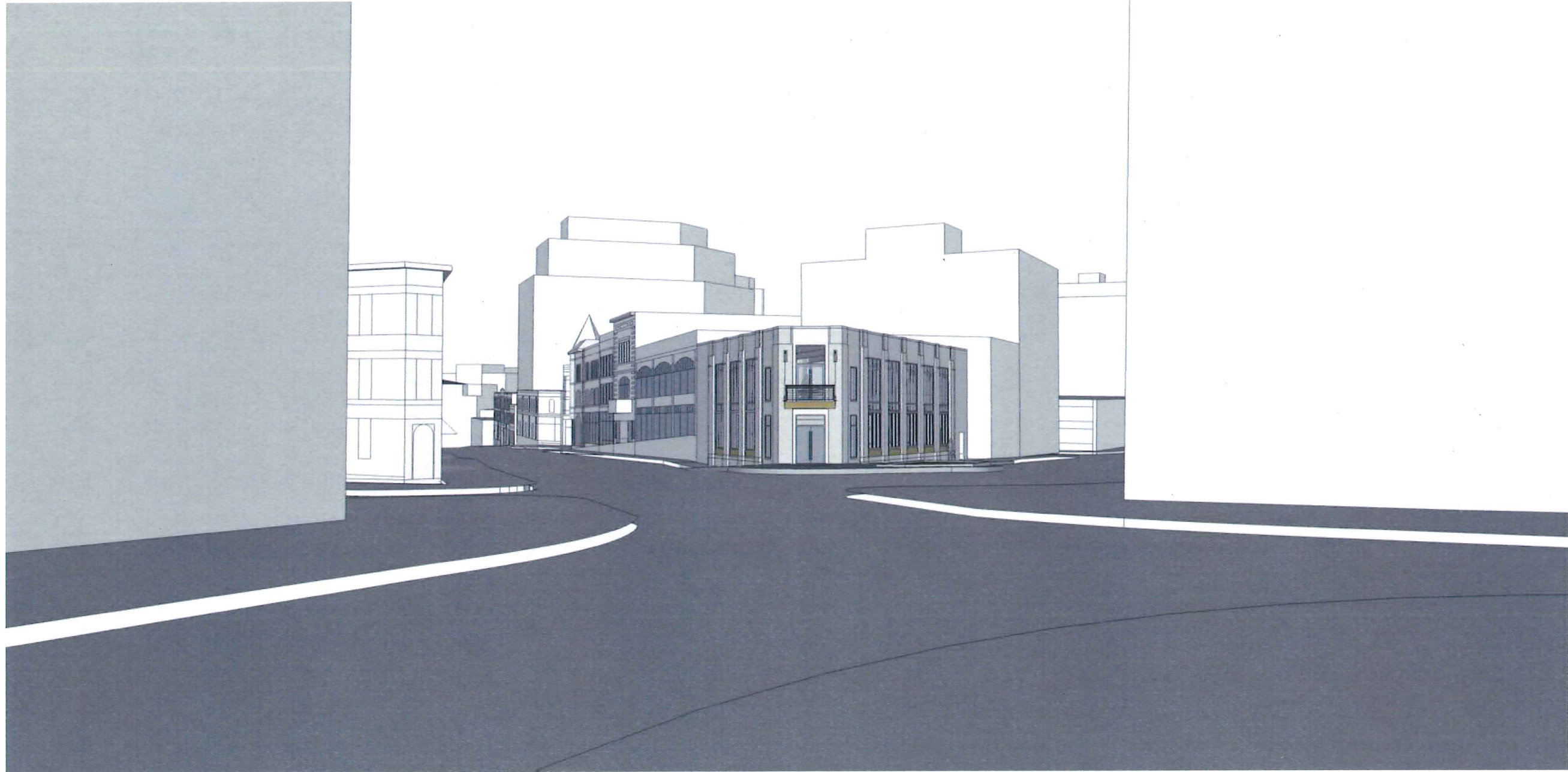
101 King



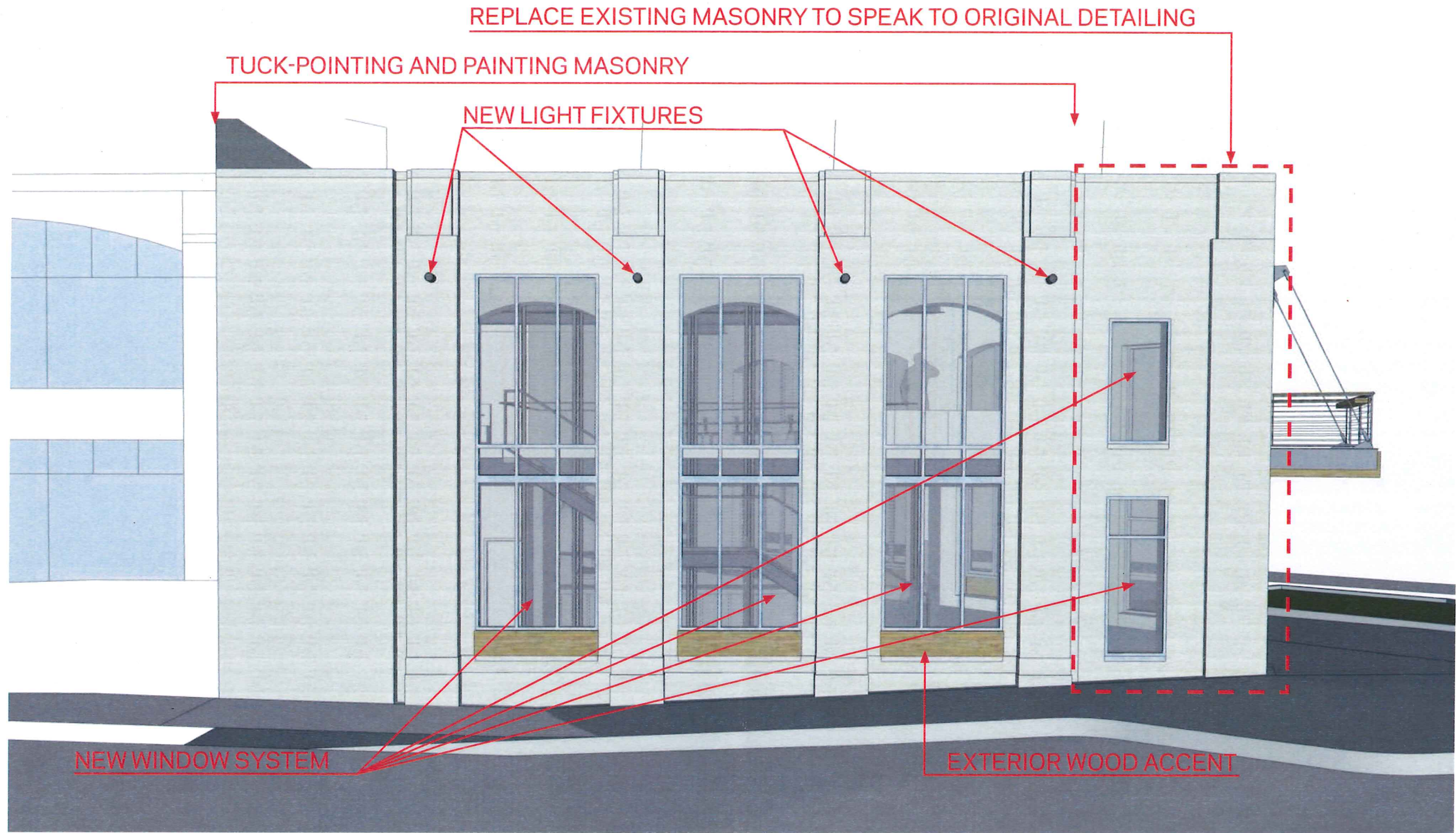
PINCKNEY STREET CORNER PERSPECTIVE



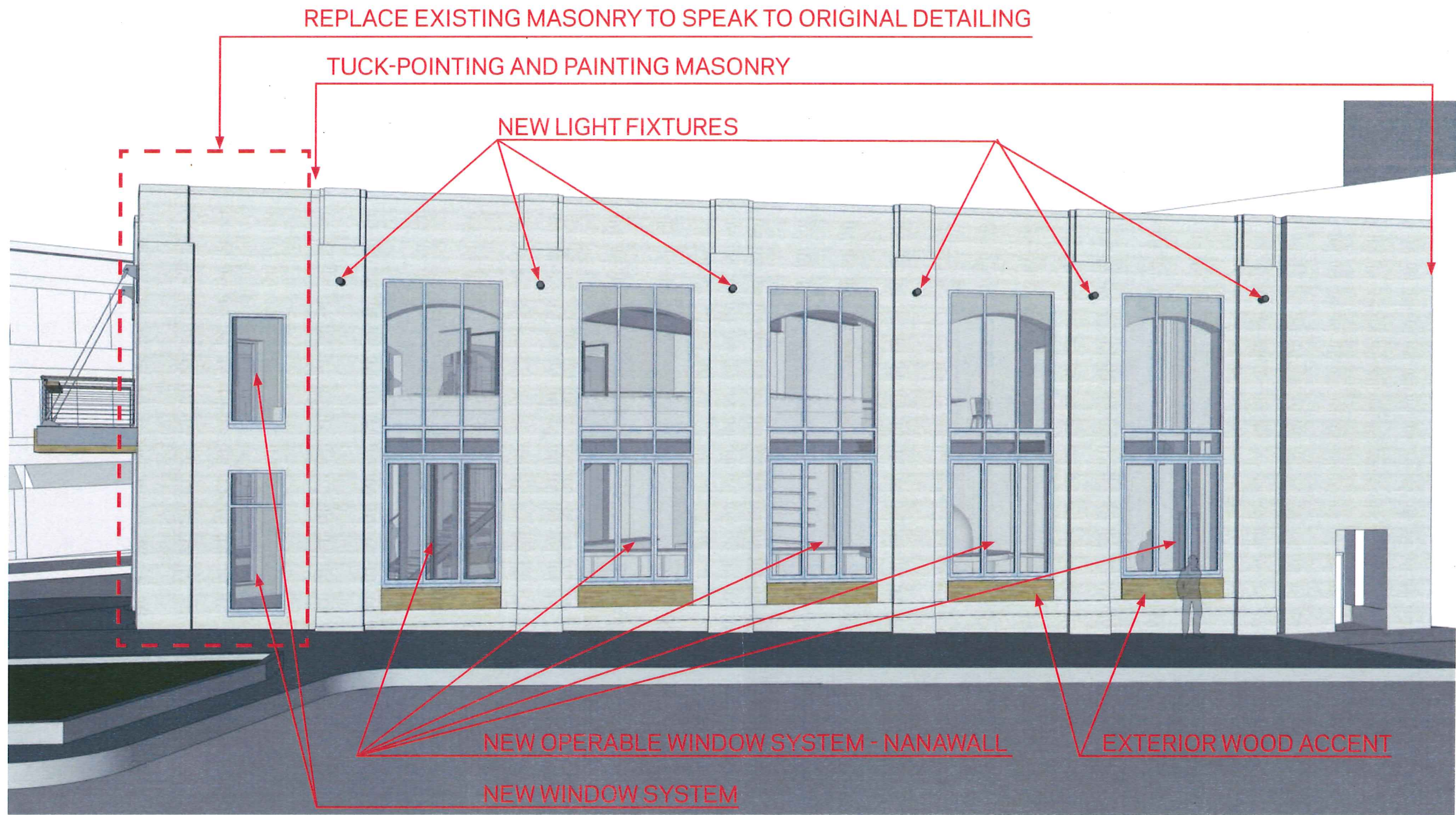
KING STREET CORNER PERSPECTIVE



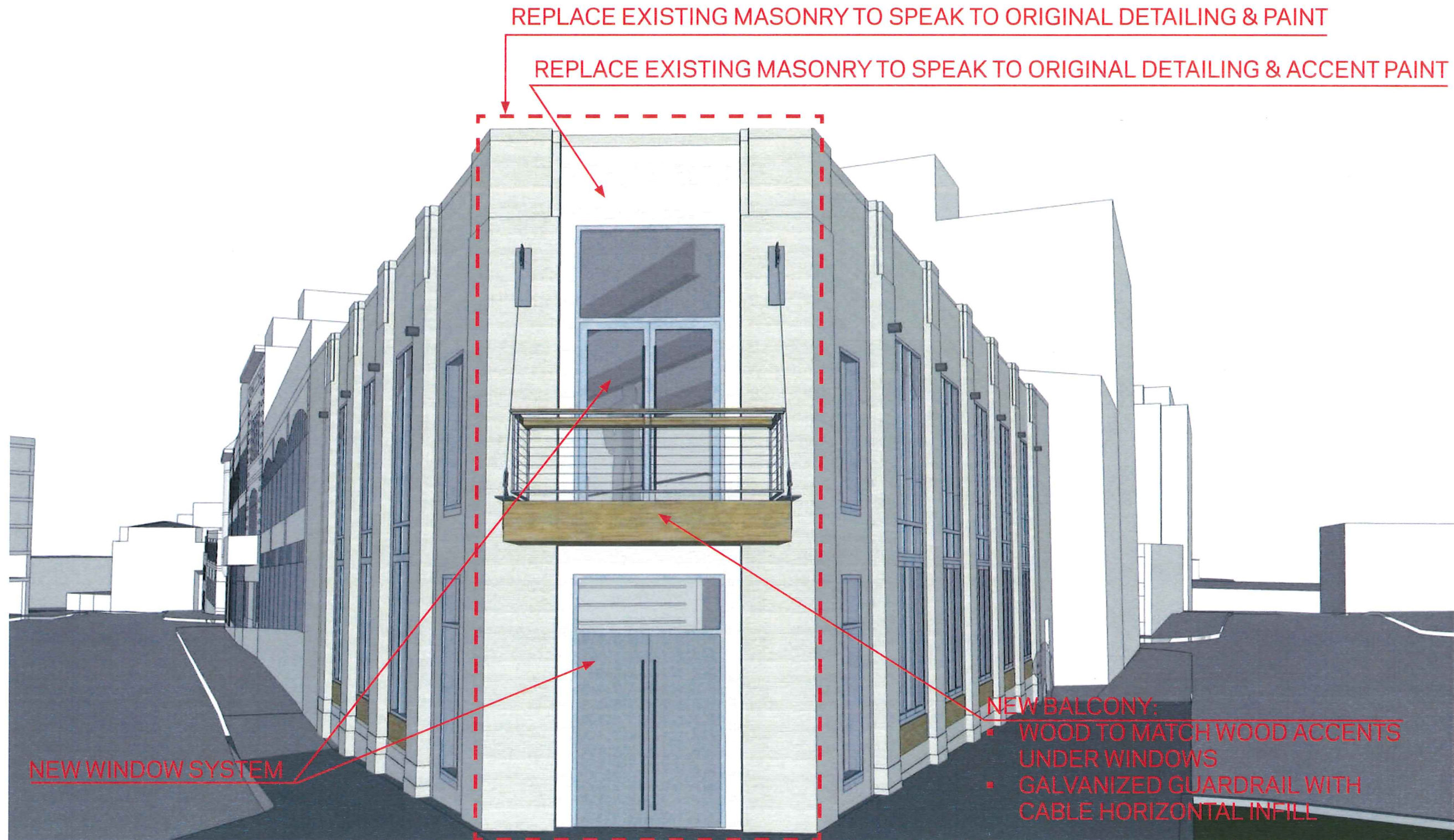
PERSPECTIVE FROM SQUARE



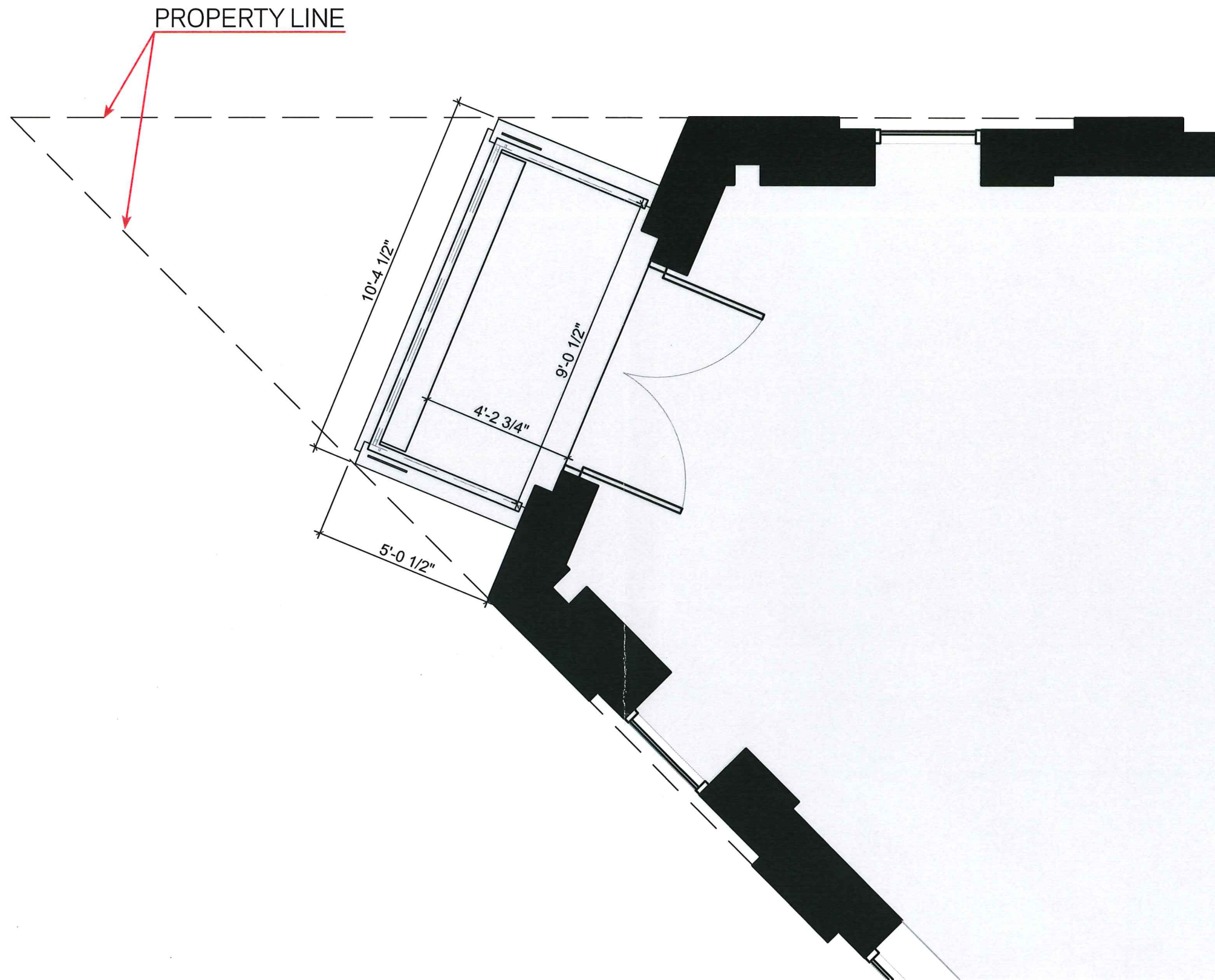
KING ST. ELEVATION



PINCKNEY ST. ELEVATION



CORNER ELEVATION



PARTIAL FLOOR PLAN - THIN BALCONY

pg: 10_

Urban Land Interests **OPN**
ARCHITECTS

date: 10-28-2015