

# LANDMARKS COMMISSION APPLICATION

LC

Complete all sections of this application, making sure to note the requirements on the accompanying checklist (reverse).

*If you need an interpreter, translator, materials in alternate formats or other accommodations to access these forms, please call (608) 266-4635*

City of Madison  
Planning Division  
215 Martin Luther King Jr Blvd, Ste 017  
PO Box 2985  
Madison, WI 53701-2985  
(608) 266-4635



## 1. LOCATION

Project Address: \_\_\_\_\_ Alder District: \_\_\_\_\_

## 2. PROJECT

Project Title/Description: \_\_\_\_\_

This is an application for: *(check all that apply)*

- New Construction/Alteration/Addition in a Local Historic District or Designated Landmark** *(specify):*
  - Mansion Hill
  - Third Lake Ridge
  - First Settlement
  - University Heights
  - Marquette Bungalows
  - Landmark
- Land Division/Combination in a Local Historic District or to Designated Landmark Site** *(specify):*
  - Mansion Hill
  - Third Lake Ridge
  - First Settlement
  - University Heights
  - Marquette Bungalows
  - Landmark
- Demolition**
- Development adjacent to a Designated Landmark**
- Variance from the Historic Preservation Ordinance (Chapter 41)**
- Landmark Nomination/Rescission or Historic District Nomination/Amendment**  
*(Please contact the Historic Preservation Planner for specific Submission Requirements.)*
- Informational Presentation**
- Other** *(specify):* \_\_\_\_\_

DPCED USE ONLY	Registrar #:
	<p><b>DATE STAMP</b></p> <p style="font-size: 2em; color: red; font-weight: bold; margin: 0;">RECEIVED</p> <p style="margin: 5px 0;">2/13/23 11:57 am</p>

## 3. APPLICANT

Applicant's Name: \_\_\_\_\_ Company: \_\_\_\_\_

Address: \_\_\_\_\_  
Street City State Zip

Telephone: \_\_\_\_\_ Email: \_\_\_\_\_

Property Owner *(if not applicant)*: \_\_\_\_\_

Address: \_\_\_\_\_  
Street City State Zip

Property Owner's Signature: Mikel J. Schaefer Date: \_\_\_\_\_

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.

## 4. APPLICATION SUBMISSION REQUIREMENTS *(see checklist on reverse)*

All applications must be filed by 12:00pm on the submission date with the Preservation Planner. Applications submitted after the submission date or incomplete applications will be postponed to the next scheduled filing time. Submission deadlines can be viewed here: [https://www.cityofmadison.com/dpced/planning/documents/LC\\_Meeting\\_Schedule\\_Dates.pdf](https://www.cityofmadison.com/dpced/planning/documents/LC_Meeting_Schedule_Dates.pdf)

**APPLICATION SUBMISSION REQUIREMENTS CHECKLIST:**

In order to be considered complete, every application submission shall include at least the following information unless otherwise waived by the Preservation Planner. **All application materials should be submitted electronically to [landmarkscommission@cityofmadison.com](mailto:landmarkscommission@cityofmadison.com).** Please note that an individual email cannot exceed 20 MB.

- Landmarks Commission Application w/signature of the property owner.
- Narrative Description/Letter of Intent addressed to the Landmarks Commission, describing the location of the property and the scope of the proposed project.
  - Photographs of existing conditions;
  - Photographs of existing context;
  - Photographs of comparable historic resources within 200 feet of subject property;
  - Manufacturer's product information showing dimensions and materials.
- Architectural drawings reduced to 11" x 17" or smaller pages which may include:
  - Dimensioned site plans showing siting of structures, grading, landscaping, pedestrian and vehicular access, lighting, mechanicals, signage, and other features;
  - Elevations of all sides showing exterior features and finishes, subsurface construction, floor and roof;
  - Floor Plan views of levels and roof;
  - For proposals of more than two (2) commercial or residential or combination thereof units, a minimum of two (2) accurate street-view normal perspectives shown from a viewpoint of no more than five (5) feet above existing grade.
- Any other information requested by the Preservation Planner to convey the aspects of the project which may include:
  - Perspective drawing
  - Other Appropriate drawings per email from Heather Bailey dated Jan 25, 2023

*Landmarks Commission staff will preliminarily review projects related to the construction of additions and/or new construction with Zoning staff in order to determine the completeness of the submission materials. Applicants are encouraged to contact Zoning staff to discuss projects early in the process to ensure the project considered by the Landmarks Commission meets Zoning requirements.*

**CONTACT THE PRESERVATION PLANNER:**

Please contact the Preservation Planner with any questions.

City of Madison Planning Division  
215 Martin Luther King Jr Blvd, Suite 017  
PO Box 2985 (mailing address)  
Madison, WI 53701-2985  
[landmarkscommission@cityofmadison.com](mailto:landmarkscommission@cityofmadison.com)  
(608) 266-6552



February 13, 2023

To: Landmarks Commission  
Madison Municipal Building  
215 Martin Luther King Jr. Blvd  
Madison, Wisconsin 53703  
Via email only: [pcapplications@cityofmadison.com](mailto:pcapplications@cityofmadison.com)

From: Darrin Jolas, Vermilion Acquisitions, LLC  
Doug Hursh, Potter Lawson, Inc.

Re: Letter of Intent for a Proposed Residential Development  
1601 & 1617 West Sherman Ave

The following is submitted together with the plans, elevations, and renderings for the review of the proposed project at 1601 and 1617 West Sherman Avenue in Madison Wisconsin. Due to the project's adjacency to the historic Yahara River Parkway, the project shall be reviewed by the Landmark Commission to determine whether the proposed development is visually intrusive and adversely affects the historic character and integrity of the landmark site.

Project Team

Developer: Vermilion Development LLC  
Owner: Tenney Place Development LLC  
Architect: Potter Lawson, Inc.  
Civil Engineer: Wyse Engineering  
Landscape Architect: Figure Ground Landscaping  
Arborist: Bruce Allison, Allison Tree LLC  
Traffic Engineer: TADI, Inc.  
Planning Consultant: Urban Assets  
Architectural Preservation Consultant: Isthmus Architecture, Inc.

Overall Project Data

Current Zoning District: Suburban Employment  
Rezoning from SE to Transitional Residential – Urban 2 (TR-U2) to allow for multifamily  
Demolition Permit Required  
Aldermanic District 12: Alder Barbara Vedder  
Total Building Area: 437,093 square feet  
Total Units: 331  
Total Parking: 400  
Parking Ratio: 1.21  
Enclosed Parking: 364  
Surface Parking: 36  
Height: 1 - 5-stories (57'6" as measured from the first-floor level)

### Overall Project Overview and Design Narrative

Located at 1601 and 1617 Sherman Avenue, the project site is the current location of an office building and surface parking lot that is leased by My Choice Wisconsin. The site is surrounded by existing multifamily developments (Yahara Landing and River's Edge Apartments) to the southeast, the Sherman Terrace Condominiums to the north, the community of Maple Bluff to the northwest, Filene Park and Lake Mendota to the west, and the Yahara River and Tenney Park to the south. The plan will add to these surrounding community assets by creating additional density in the form of 331 apartments and townhomes, automobile and bike parking spaces, and supportive community amenities for these new residents. The project will benefit from the soon to be implemented Metro Network Redesign with improved route frequency on Johnson Street and access to the BRT on East Washington Avenue.

The design intends to create a variety of multifamily residences ranging from studio to 3-bedrooms in size, located in five different buildings with two distinct building types.

The buildings are set back from the southern property line, building A is set back varies between 56 and 70 feet, and building C is set back over 146'. Building C is also broken down, with 2 wings facing the river, and a courtyard area where the building façade is even further stepped back from the southern property line.

The building materials are designed to blend in with the natural surrounding of the landscape buffer, by using subdued colors, a dark gray brick and gray siding along with a natural wood tone siding.

We have provided a section through the river and the site at building A, we have measured the heights of the trees with a drone, in order to show the trees accurately. The heights of the trees that will remain in the landscape buffer will screen the majority of the height of the building when viewed from the south side of the river.

### Landscape Buffer

The developer/property owner is working with the City of Madison Parks to establish a landscape buffer along the southern property line that divides the project site from the landmark site. The buffer will maintain the existing vegetative screen that can be seen from the Yahara River Parkway and Tenney Park. The buffer will act as an arbor curtain that conceals the majority of built space from visibility except in the upper portions of the building which is only visible from specific angles (see renderings). The proposed easement language is in the process of being finalized. We have included the current working draft here for reference:

"A vegetative easement shall be created over an area that runs parallel with and adjacent to the subject property's southwestern property line. The easement area shall be the southwestern most 30' of the subject property, from a point that is 50' from the Sherman Avenue right-of-way to the southern corner of the subject property, all adjacent to the property of the City of Madison Parks Division ("Madison Parks"). During the construction on the subject property, Property Owner shall have no obligation to clear or plant vegetation within the easement area but shall also not construct any improvements within the easement area. Property Owner shall enter into a Landscape Buffer Agreement ("Agreement") with Madison Parks. Agreement will be for a period of 20 years after the granting of the easement. Agreement will specify agreed upon maintenance standards and identify a phased approach for improving the landscape buffer. Any planting done within the easement area shall substantially maintain the design intent of the National Historic Landscape of Tenney Park, which is in accordance with the historical landscape plans of O.C. Simonds and John Nolen for such park. Property Owner and Madison Parks shall mutually agree upon an ecological restoration plan for the easement area that (1) maintains the vegetative buffer between the project on the

subject property and the Historical Yahara River Parkway, and (2) replaces invasive species with plantings in accordance with the above-noted historical landscape plans. Pre-authorization from Madison Parks will be required prior to implementation of any improvements. The easement shall automatically terminate in twenty (20) years.”

We understand the need for a transition from invasive plant and tree species to heritage varieties. We also understand the need for this to occur over a longer time horizon than the construction of the project. We enter into this buffer agreement with the City of Madison Parks in an effort to manage this transition while maintaining the integrity and views of the historic landmark site.

#### Neighborhood Presentations

The project was presented at two aldermanic hosted neighborhood meetings:

- October 10, 2022
- December 8, 2022

The development team held the following additional meetings:

- Tenney-Lapham Transportation and Safety meeting – November 17, 2022
- Sherman Terrace Neighborhood meeting – November 30, 2022

#### Proposed Project Schedule

To-date

- DAT meeting: June 24, 2022 (completed)
- Preapplication meeting: September 28, 2022 (completed)
- Neighborhood meeting #1: October 10, 2022
- Urban Design Information meeting: October 26, 2022
- Tenney-Lapham Transportation and Safety meeting: November 17, 2022
- Sherman Terrace Neighborhood meeting: November 30, 2022
- Neighborhood meeting #2: December 8, 2022
- Land Use Submittal: January 17, 2023

Upcoming

- Urban Design Commission: March 2023
- Landmarks Commission: March 2023
- Plan Commission: March 2023
- Common Council: March 2023
- Construction commencement: September 2023
- Construction completion: February 2026

Thank you for your consideration, we look forward to your feedback following your review of this submittal. Please contact any member of the development team if you have any questions regarding this submittal.

Kind regards,

DocuSigned by:  
  
0D259FB093DE4DC...

Darrin Jolas  
Vermilion Acquisitions LLC  
(773) 914-7740  
darrin@vermiliondevelopment.com

# 1617 SHERMAN AVE

VERMILION  
 1617 SHERMAN AVE  
 MADISON, WI 53704  
 2022.21.00

## LANDMARKS COMMISSION REVIEW

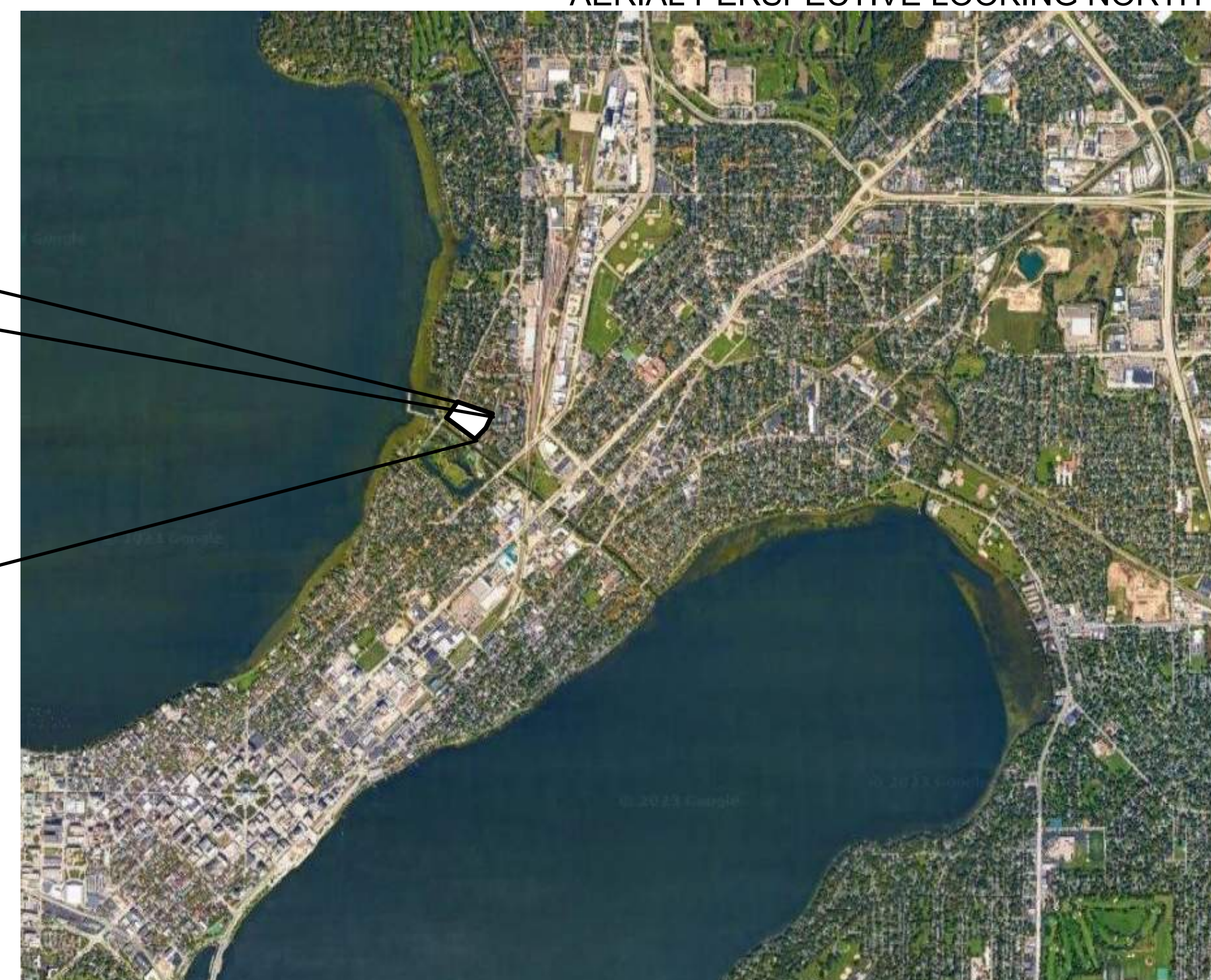
### Drawing Index

C = Issued for Construction  
 B = Issued for Bidding  
 R = Issued for Reference Only

DWG #	DRAWING TITLE
<b>GENERAL</b>	
CD01	COVER DRAWING
G100	SITE PLAN
G101	EXISTING TREE LOCATIONS AND HEIGHTS
G102	SITE SECTION
G103	SITE IMAGES
<b>CIVIL</b>	
C001	EXISTING SITE PLANS
C100	SITE PLAN
<b>LANDSCAPE ARCHITECTURE</b>	
L100	LANDSCAPE PLAN
<b>ARCHITECTURE</b>	
A200	BUILDING ELEVATIONS COLOR
G002	BUILDING MATERIALS
G003	EXTERIOR PERSPECTIVES
G004	EXTERIOR PERSPECTIVES



AERIAL PERSPECTIVE LOOKING NORTH



TRUE NORTH

1  
CD01

SITE LOCATION  
NOT TO SCALE

Architect:  
 749 University Row Suite 300  
 Madison, WI 53705  
 608-274-2741

PRELIMINARY  
NOT FOR CONSTRUCTION

1617 SHERMAN AVE

VERMILION  
 1617 SHERMAN AVE  
 MADISON, WI 53704

2022.21.00

DATE	ISSUANCE/REVISIONS
07/17/2023	LAND USE APPLICATION
01/30/2023	LAND USE APPLICATION - SUPPLEMENTAL INFO
02/13/2023	LANDMARKS COMMISSION REVIEW

COVER DRAWING

CD01













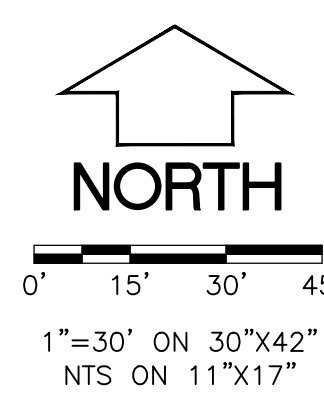
File: W:\2022\2020956\_PU - 1617 Sherman Ave. Madison\DWG\22-0956\_Civil\_Design.dwg User: Dan Pfeiffer: Jun 16, 2023 - 3:31 pm

**LEGEND (PROPOSED)**

- PROPOSED PROPERTY BOUNDARY
- - - EASEMENT
- BUILDING SETBACK
- BUILDING FOOTPRINT
- 18" CURBS AND GUTTER
- ASPHALT PAVEMENT
- CONCRETE PAVEMENT
- STORMWATER TREATMENT FACILITY

**GENERAL NOTES**

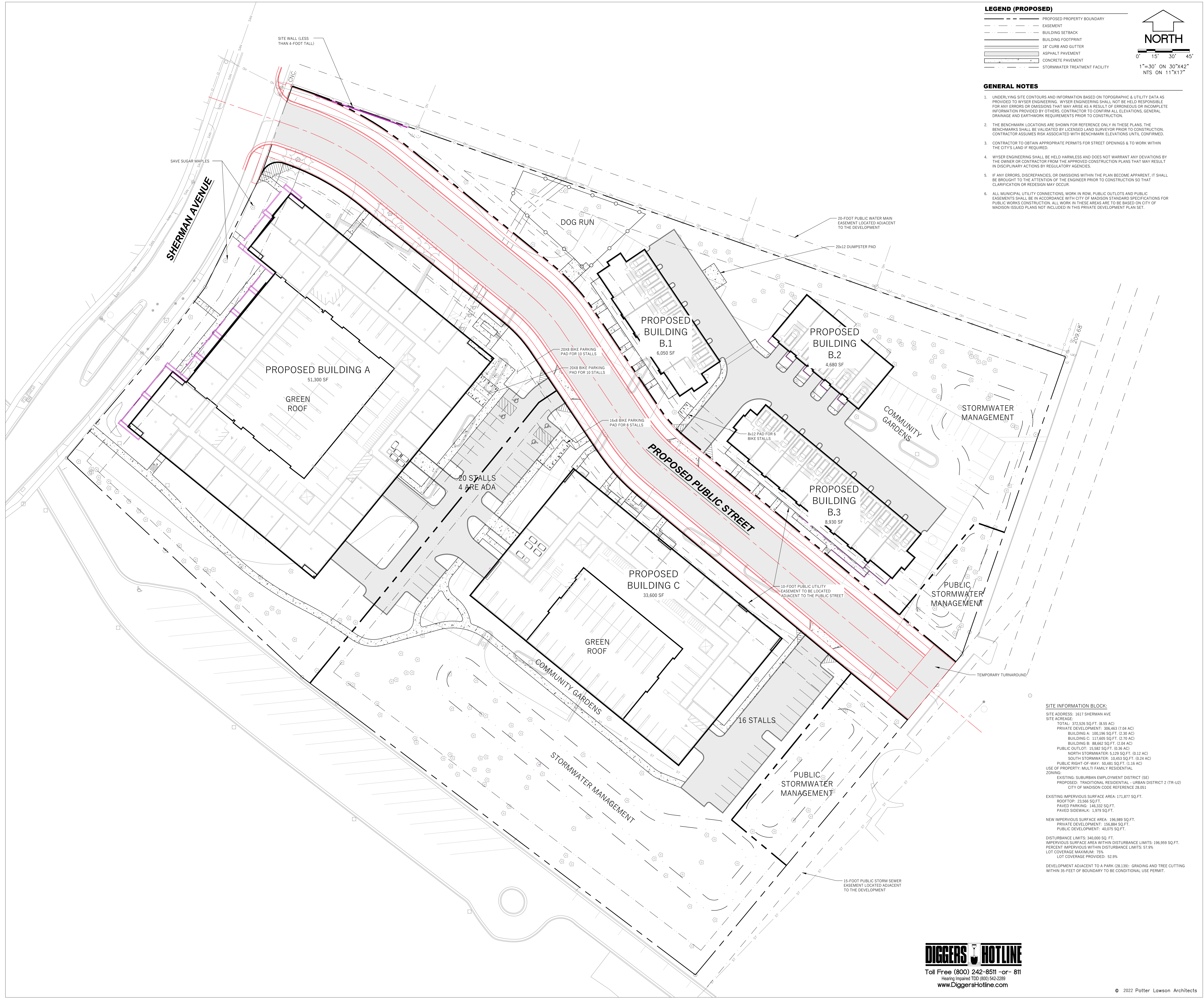
1. UNDERLYING SITE CONTOURS AND INFORMATION BASED ON TOPOGRAPHIC & UTILITY DATA AS PROVIDED TO WYSER ENGINEERING. WYSER ENGINEERING SHALL NOT BE HELD RESPONSIBLE FOR ANY ERRORS OR OMISSIONS THAT MAY ARISE AS A RESULT OF ERRONEOUS OR INCOMPLETE INFORMATION PROVIDED BY OTHERS. CONTRACTOR TO CONFIRM ALL ELEVATIONS, GENERAL DRAINAGE AND EARTHWORK REQUIREMENTS PRIOR TO CONSTRUCTION.
2. THE BENCHMARK LOCATIONS ARE SHOWN FOR REFERENCE ONLY IN THESE PLANS. THE BENCHMARKS SHALL BE VALIDATED BY LICENSED LAND SURVEYOR PRIOR TO CONSTRUCTION. CONTRACTOR ASSUMES RISK ASSOCIATED WITH BENCHMARK ELEVATIONS UNTIL CONFIRMED.
3. CONTRACTOR TO OBTAIN APPROPRIATE PERMITS FOR STREET OPENINGS & TO WORK WITHIN THE CITY'S LAND IF REQUIRED.
4. WYSER ENGINEERING SHALL BE HELD HARMLESS AND DOES NOT WARRANT ANY DEVIATIONS BY THE OWNER OR CONTRACTOR FROM THE APPROVED CONSTRUCTION PLANS THAT MAY RESULT IN DISCIPLINARY ACTIONS BY REGULATORY AGENCIES.
5. IF ANY ERRORS, DISCREPANCIES, OR OMISSIONS WITHIN THE PLAN BECOME APPARENT, IT SHALL BE BROUGHT TO THE ATTENTION OF THE ENGINEER PRIOR TO CONSTRUCTION SO THAT CLARIFICATION OR REDESIGN MAY OCCUR.
6. ALL MUNICIPAL UTILITY CONNECTIONS, WORK IN ROW, PUBLIC OUTLETS AND PUBLIC EASEMENTS SHALL BE IN ACCORDANCE WITH CITY OF MADISON STANDARD SPECIFICATIONS FOR PUBLIC WORKS CONSTRUCTION. ALL WORK IN THESE AREAS ARE TO BE BASED ON CITY OF MADISON ISSUED PLANS NOT INCLUDED IN THIS PRIVATE DEVELOPMENT PLAN SET.



**Potter  
Lawson**

Success by Design

**WYSER  
ENGINEERING**



PRELIMINARY  
NOT FOR CONSTRUCTION

**SITE INFORMATION BLOCK:**  
 SITE ADDRESS: 1617 SHERMAN AVE  
 SITE ACRES: 3.55  
 TOTAL: 372,526 SQ. FT. (8.55 AC)  
 PRIVATE DEVELOPMENT: 306,463 (7.04 AC)  
 BUILDING A: 100,196 SQ. FT. (2.30 AC)  
 BUILDING B: 117,605 SQ. FT. (2.70 AC)  
 BUILDING C: 88,662 SQ. FT. (2.04 AC)  
 PUBLIC OUTLET: 15,562 SQ. FT. (0.36 AC)  
 NORTH STORMWATER: 5,129 SQ. FT. (0.12 AC)  
 SOUTH STORMWATER: 10,453 SQ. FT. (0.24 AC)  
 PUBLIC RIGHT-OF-WAY: 50,483 SQ. FT. (1.16 AC)  
 USE OF PROPERTY: MULTI-FAMILY RESIDENTIAL  
 ZONING: EXISTING: SUBURBAN EMPLOYMENT DISTRICT (SE)  
 PROPOSED: TRADITIONAL RESIDENTIAL - URBAN DISTRICT 2 (TR-U2)  
 CITY OF MADISON CODE REFERENCE: 20.05  
 EXISTING IMPERVIOUS SURFACE AREA: 171,877 SQ. FT.  
 ROOFTOP: 23,566 SQ. FT.  
 PAVED PARKING: 146,312 SQ. FT.  
 PAVED SIDEWALK: 1,979 SQ. FT.  
 NEW IMPERVIOUS SURFACE AREA: 196,089 SQ. FT.  
 PRIVATE DEVELOPMENT: 156,884 SQ. FT.  
 PUBLIC DEVELOPMENT: 40,075 SQ. FT.  
 DISTURBANCE LIMITS: 340,000 SQ. FT.  
 IMPERVIOUS SURFACE AREA WITHIN DISTURBANCE LIMITS: 196,559 SQ. FT.  
 PERCENT IMPERVIOUS WITHIN DISTURBANCE LIMITS: 57.8%  
 LOT COVERAGE MAXIMUM: 75%  
 LOT COVERAGE PROVIDED: 52.9%  
 DEVELOPMENT ADJACENT TO A PARK (28.139) - GRADING AND TREE CUTTING WITHIN 35-FEET OF BOUNDARY TO BE CONDITIONAL USE PERMIT.

1617 SHERMAN AVE  
VERMILION

1617 SHERMAN AVE  
MADISON, WI 53704

2022.21.00

Date	Issuance/Revisions	Symbol
01/17/2023	LAND USE APPLICATION	
02/13/2023	LANDMARKS COMMISSION REVIEW	

**DIGGERS HOTLINE**

Toll Free (800) 242-8511 -or- 811  
 Hearing Impaired TDD: (800) 542-2289  
 www.DiggersHotline.com

**SITE PLAN**

**C100**

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