

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: 210 SOUTH PINCKNEY ST. MADISON WI 53707 Aldermanic District: 4

2. PROJECT

Project Title/Description: BLOCK 88 - JUDGE DOYLE SQAURE (MIXED USE ABOVE PODIUM)

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

- Alteration/Addition to a building 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
- Alteration/Addition to a building adjacent to a Designated Landmark
- Variance from the Historic Preservation Ordinance (Chapter 41)
- Landmark Nomination/Rescission of Historic District Nomination/Amendment
(Please contact the Historic Preservation Planner for specific Submission Requirements.)
- Other (specify):

DPCED USE ONLY	Registrar #:
	DATE STAMP
	Preliminary Zoning Review Zoning Staff Initial: Date: / /

3. APPLICANT

Applicant's Name: ISAAC WALLACE Company: ICONICA

Address: 901 DEMING WAY SUITE 102 MADISON WI 53717
Street City State Zip

Telephone: 608-664-3553 Email: isaac.wallace@iconicacreates.com

Property Owner (if not applicant): Gebhardt Development

Address: 834 E Washington Ave Suite 233 Madison WI 53703
Street City State Zip

Property Owner's Signature: Date: 7/16/19

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 12:00 pm on the submission date with the Preservation Planner, the Department of Planning & Community & Economic Development, Planning Division, located at 215 Martin Luther King Jr Blvd, Suite 017. 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/2019-LCMeetingScheduleDates.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.

- Landmarks Commission Application w/signature of the property owner (1 copy only).
- Twelve (12) collated paper copies 11" x 17" or smaller (via mail or drop-off) of submission materials (see below).
- Electronic files (via email) of submission materials (see below).
- 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;
- 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, 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.
- **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;
- Any other information requested by the Preservation Planner to convey the aspects of the project which may include:
 - Perspective drawing
 - Photographs of examples on another historic resource
 - Manufacturer's product information showing dimensions and materials;
 - Other _____

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
 (608) 266-6552



July 16, 2019

Landmarks Commission - Heather Bailey
Department of Planning
215 Martin Luther King Jr. Blvd Suite 017
Madison WI 53701-2985

Via: Mail

Re: Letter of Intent (Block 88 - Judge Doyle Square)

Dear Landmarks Commission Council Members:

Please find attached Landmarks Commission Application and (12) twelve copies of our preliminary plans and elevations for the mixed-use development we are proposing to be built on top of the city's parking garage podium structure at Block 88 – Judge Doyle Square. This is intended to be an informational submittal only to get initial feedback.

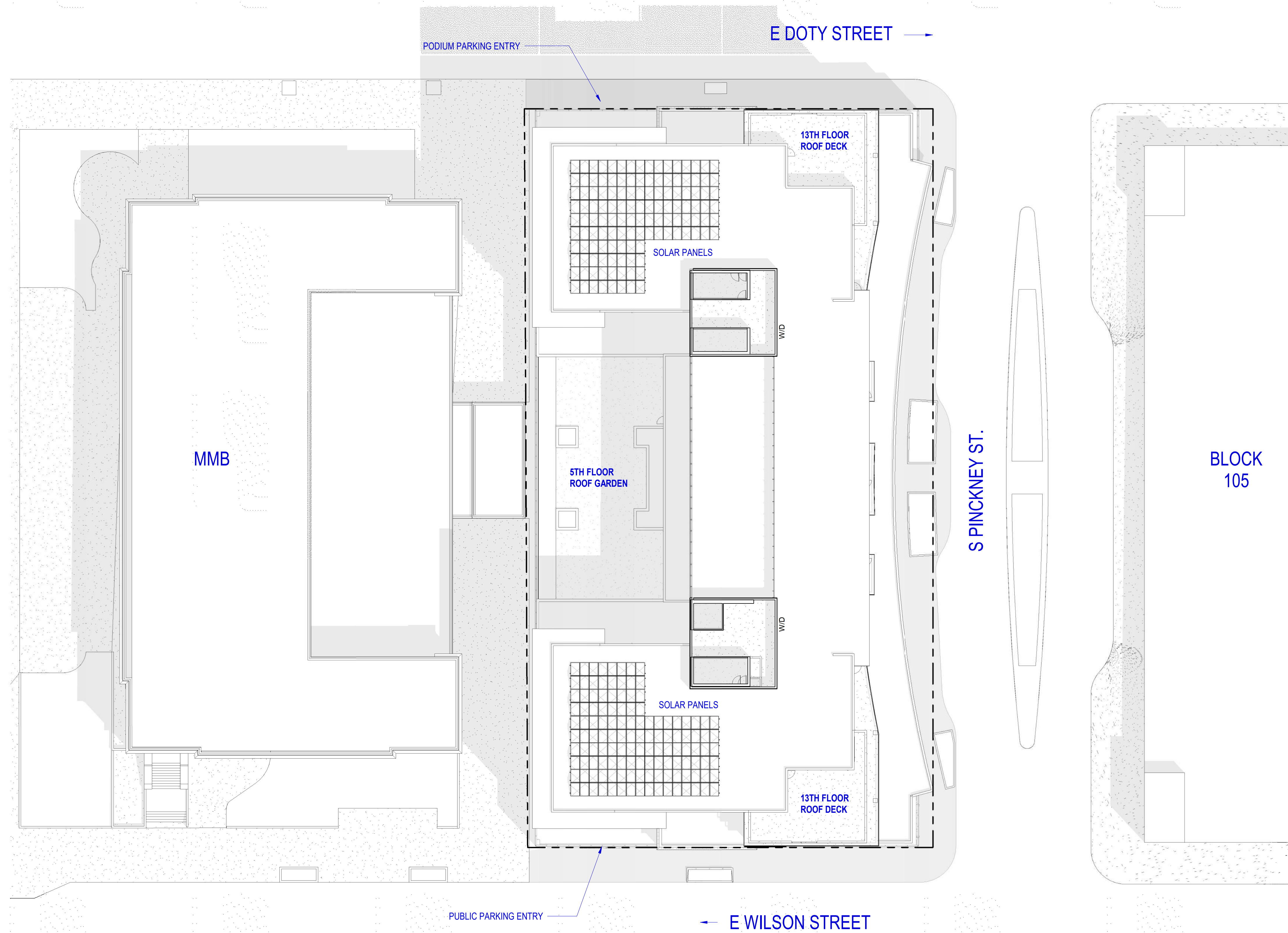
We are proposing to build 9 stories above the 5-story parking structure that is currently under construction directly adjacent to the Madison Municipal Building. The new mixed-use structure is intended to be clad with metal panels and large amounts of storefront glazing to tie into the podium skin materials that have already been approved for the lower 5 levels. In addition, we are expecting to utilize a fiber cement siding panel as an accent material and to help break up the building mass. We are also proposing to replace the glass panels on Doty Street and Wilson Street garage entrances with a masonry veneer panel that would extend up onto the 5th floor office level and will relate back to the materiality and the height of the Madison Municipal Building. Similar masonry pilasters will be used on the upper levels as well to cover structural columns and transition building materials.

I look forward to meeting on July 29th to discuss the project further.

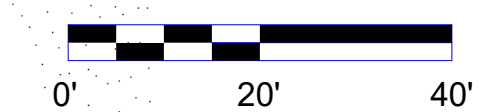
Sincerely,

A handwritten signature in black ink, appearing to read 'Isaac Wallace', written in a cursive style.

Isaac Wallace, AIA
Architect



SITE PLAN
1" = 20'-0"



BLOCK 88

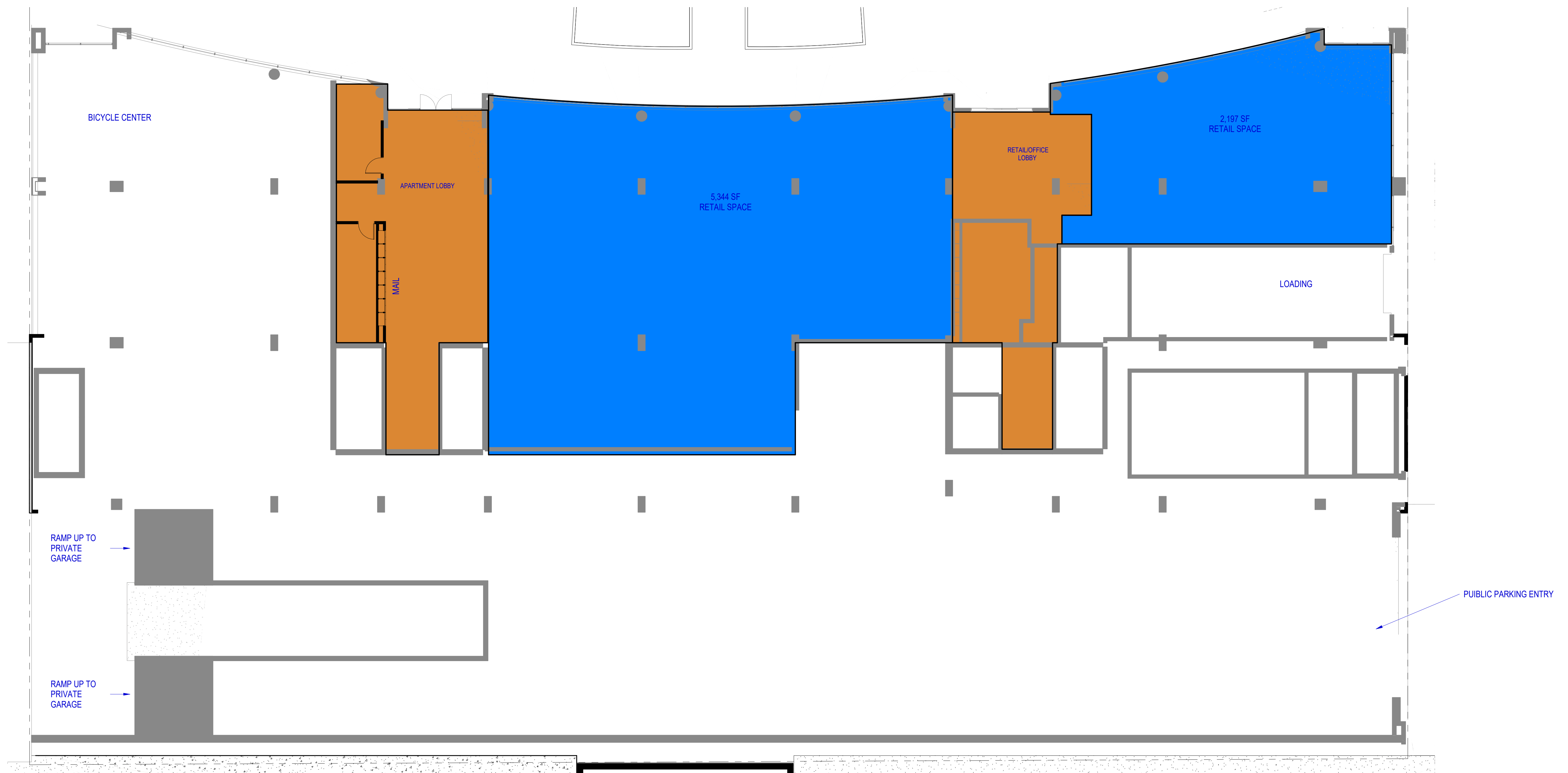
210 S. PINCKNEY ST.
MADISON WI 53703

07/15/19

SITE PLAN



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7/15/2019 2:01 AM



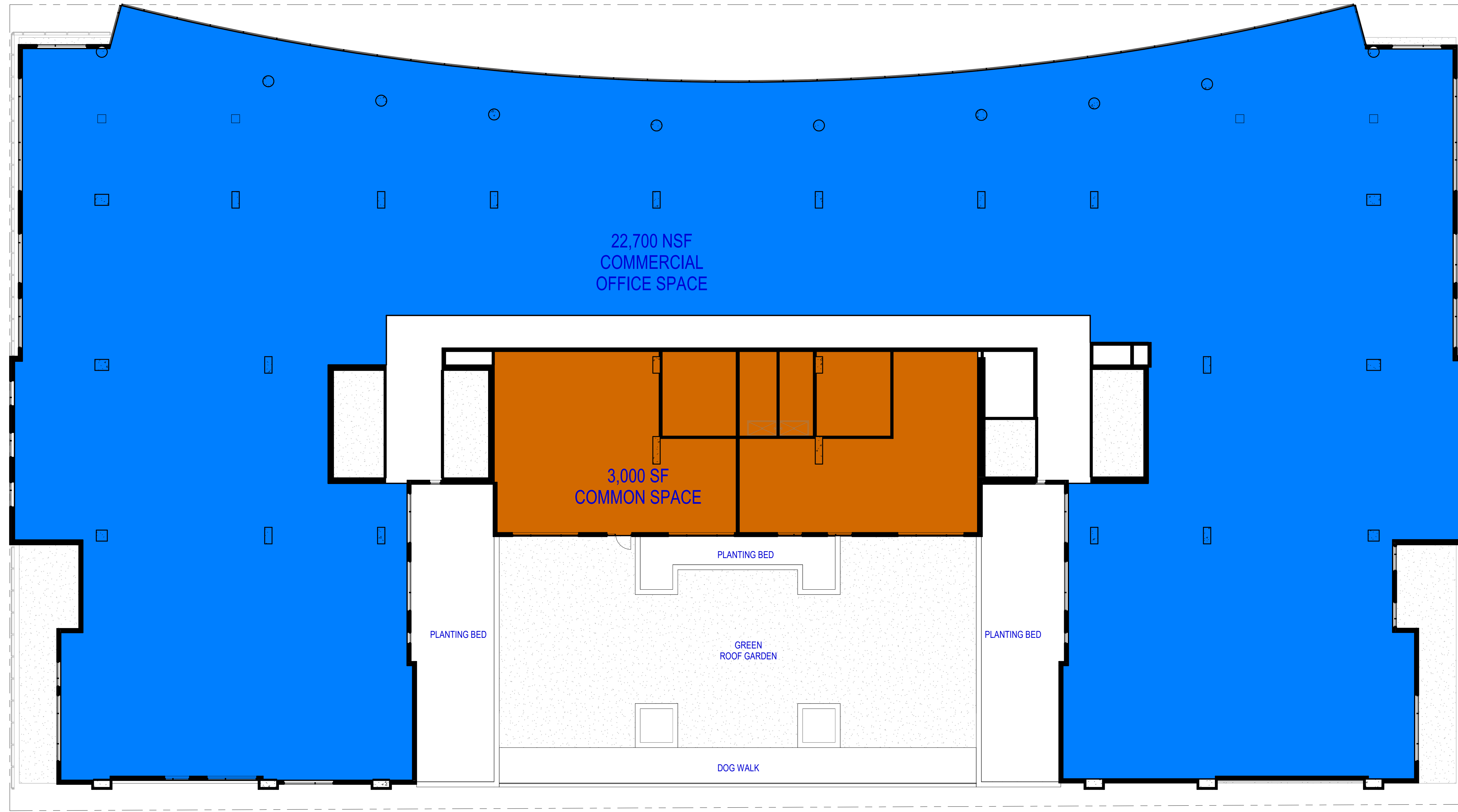
1
Z201 FIRST FLOOR PLAN
1" = 10'-0"

BLOCK 88

210 S. PINCKNEY ST.
MADISON WI 53703

07/15/19

FIRST FLOOR PLAN



1 ROOF PLAN
Z205 1" = 10'-0"

BLOCK 88

210 S. PINCKNEY ST.
MADISON WI 53703

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5TH FLOOR PLAN



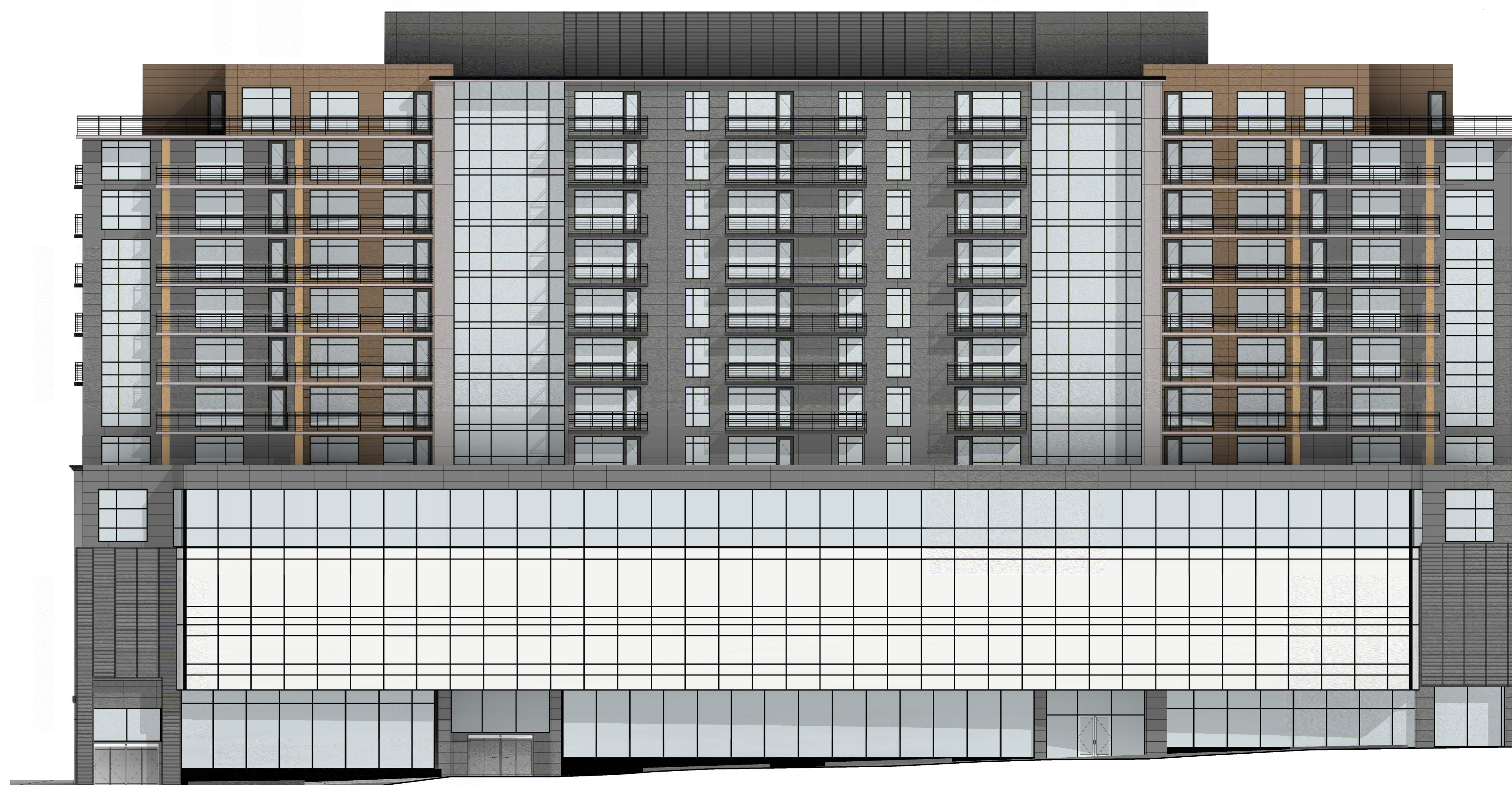
1 TYPICAL FLOOR PLAN
Z210 1" = 10'-0"

BLOCK 88

210 S. PINCKNEY ST.
MADISON WI 53703

07/15/19

TYPICAL FLOOR PLAN



- 15 - LEVEL 15 - PENTHOUSE ROOF 240' - 6"
- CAPITOL VIEW PRESERVATION (1032.8) 232' - 9"
- 14 - LEVEL 14 - ROOF 229' - 3"
- 13 - LEVEL 13 218' - 10"
- 12 - LEVEL 12 209' - 10"
- 11 - LEVEL 11 200' - 10"
- 10 - LEVEL 10 191' - 10"
- 09 - LEVEL 9 182' - 10"
- 08 - LEVEL 8 173' - 10"
- 07 - LEVEL 7 164' - 10"
- 06 - LEVEL 6 155' - 10"
- 12'-4" 05 - LEVEL 5 - OFFICE 143' - 6"
- 04 - LEVEL 4 130' - 6"
- 03 - LEVEL 3 120' - 0"
- 02 - LEVEL 2 @ DOTY 107' - 0"
- 01 - LEVEL 1 @ WILSON (900'-0") 100' - 0"

BLOCK 88

210 S. PINCKNEY ST.
MADISON WI 53703

07/15/19

BUILDING ELEVATIONS



901 DENING WAY / MADISON, WI 53717
Ph: 608.664.3200 / Fx: 608.664.2555
iconicadetroit.com

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- 15 - LEVEL 15 - PENTHOUSE ROOF
240' - 6"
- CAPITOL VIEW PRESERVATION (1032.8)
232' - 9"
- 14 - LEVEL 14 - ROOF
229' - 3"
- 13 - LEVEL 13
218' - 10"
- 12 - LEVEL 12
209' - 10"
- 11 - LEVEL 11
200' - 10"
- 10 - LEVEL 10
191' - 10"
- 09 - LEVEL 9
182' - 10"
- 08 - LEVEL 8
173' - 10"
- 07 - LEVEL 7
164' - 10"
- 06 - LEVEL 6
155' - 10"
- 05 - LEVEL 5 - OFFICE
143' - 6"
- 04 - LEVEL 4
130' - 6"
- 03 - LEVEL 3
120' - 0"
- 02 - LEVEL 2 @ DOTY
107' - 0"
- 01 - LEVEL 1 @ WILSON
90' - 0"
- 100' - 0"

1 EAST ELEVATION
Z302 1" = 10'-0"

BLOCK 88

210 S. PINCKNEY ST.
MADISON WI 53703

07/15/19

BUILDING ELEVATIONS



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1 SOUTH ELEVATION
 Z303 1" = 10'-0"

BLOCK 88

210 S. PINCKNEY ST.
 MADISON WI 53703

07/15/19

BUILDING ELEVATIONS



901 DENING WAY / MADISON, WI 53717
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- 15 - LEVEL 15 - PENTHOUSE ROOF
240' - 6"
- CAPITOL VIEW PRESERVATION (1032.8)
232' - 9"
- 14 - LEVEL 14 - ROOF
229' - 3"
- 13 - LEVEL 13
218' - 10"
- 12 - LEVEL 12
209' - 10"
- 11 - LEVEL 11
200' - 10"
- 10 - LEVEL 10
191' - 10"
- 09 - LEVEL 9
182' - 10"
- 08 - LEVEL 8
173' - 10"
- 07 - LEVEL 7
164' - 10"
- 06 - LEVEL 6
155' - 10"
- 05 - LEVEL 5 - OFFICE
143' - 6"
- 04 - LEVEL 4
130' - 6"
- 03 - LEVEL 3
120' - 10"
- 02 - LEVEL 2 @ DOTY
107' - 10"

1 WEST ELEVATION
Z304 1" = 10'-0"

BLOCK 88

210 S. PINCKNEY ST.
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BUILDING ELEVATIONS

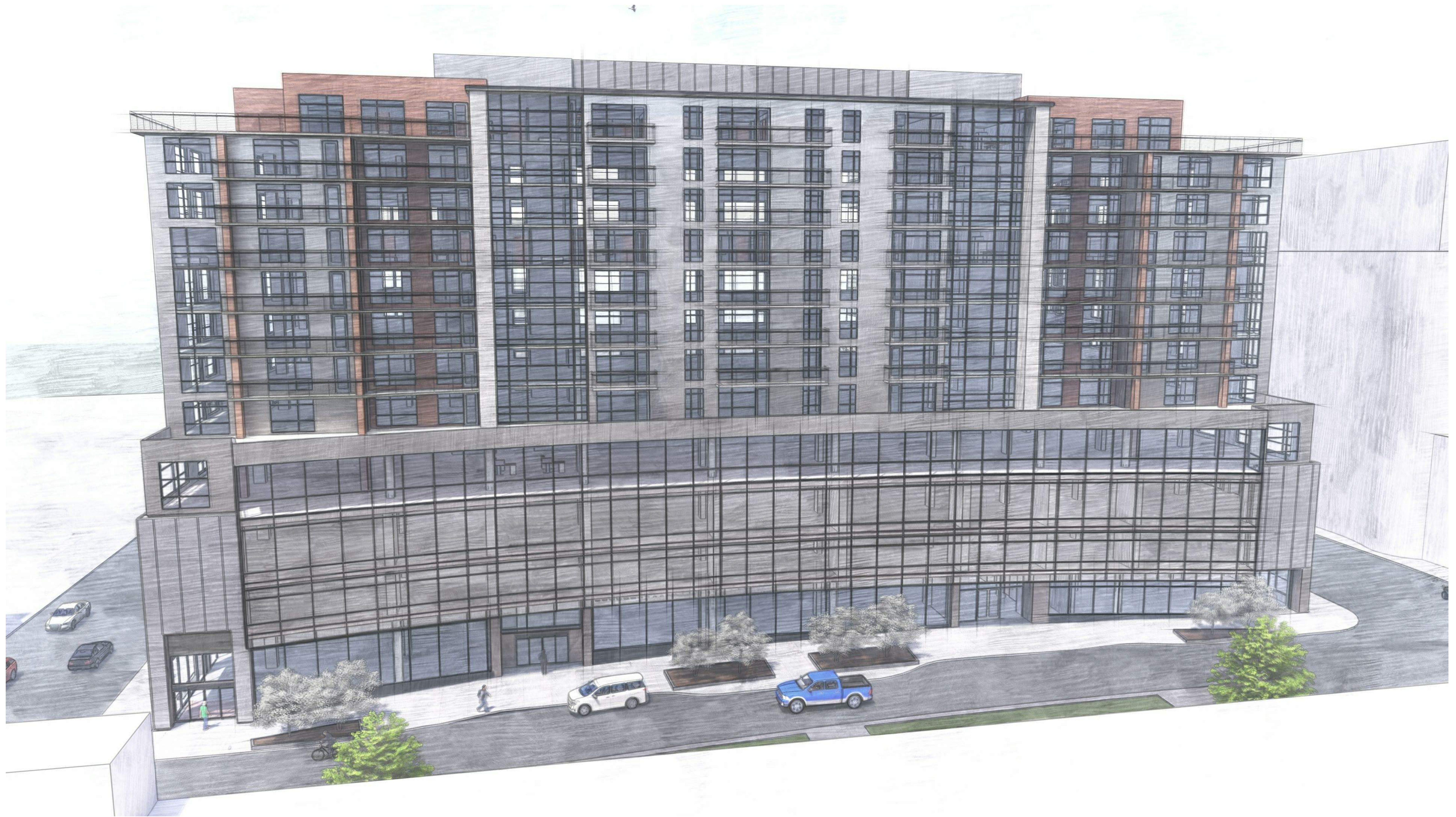


BLOCK 88

210 S. PINCKNEY ST.
MADISON WI 53703

07/15/19

3D SKETCH - STREET VIEW



BLOCK 88

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3D SKETCH - PICKNEY ELEVATION



BLOCK 88

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3D SKETCH - 5TH FLOOR ROOF DECK