



Project Address: 210 S Brooks Street
Application Type: Certificate of Appropriateness for new development on landmark site and alterations to a landmark
Legistar File ID # [29679](#)
Prepared By: Amy L. Scanlon, Preservation Planner, Planning Division

Summary

Applicant/Property Owner: John Seamon, Iconica

Requested Action/Proposal Summary: The Applicant is requesting a Certificate of Appropriateness for the exterior alteration of Longfellow School and for the construction of a new building on the landmark site. The exterior alterations to Longfellow School involve minor restoration of the exterior envelope. Staff initially met with the Applicant on April 3, 2013 to discuss the submission. The Applicants came before the Landmarks Commission on April 15, 2013 and the Commission referred the project because the Applicants provided new information that had not been adequately reviewed in advance of the meeting. Staff provided additional comments to the applicant via email on May 24, 2013 and met with the Applicant again on June 17, 2013. Since receiving the submission materials to appear at the July 15 meeting, Steve Cover, Director of the Department of Planning and Community and Economic Development and Katherine Cornwell, the Director of the Planning Division contacted the applicant to request that they refer their Landmarks Commission review in order to facilitate further discussion and direction with staff.

Applicable Regulations & Standards: Section 33.19 of the Madison General Ordinances (see below)

Review Required By: Landmarks Commission

Background Information

Parcel Location: The subject site is a designated landmark site, Longfellow School, located in the in the Greenbush/Vilas Neighborhood at 210 South Brooks Street adjacent to the Meriter Hospital complex.

Relevant Landmarks Ordinance Sections:

33.19(5)(b) Regulation of Construction, Reconstruction and Exterior Alteration.

4. Upon filing of any application with the Landmarks Commission, the Landmarks Commission shall determine:
 - a. Whether, in the case of a designated landmark or landmark site, the proposed work would detrimentally change, destroy or adversely affect any exterior architectural feature of the improvement upon which said work is to be done; and
 - b. Whether, in the case of the construction of a new improvement upon a landmark site, the exterior of such improvement would adversely affect or not harmonize with the external appearance of other neighboring improvements on such site;

33.19(8) Maintenance of Landmarks, Landmark Sites and Historic Districts

- a. Every person in charge of an improvement on a landmark site or in a Historic District shall keep in good repair all of the exterior portions of such improvement and all interior portions thereof which, if not so maintained, may cause or tend to cause the exterior portions of such

improvement to fall into a state of disrepair. This provision shall be in addition to all other provisions of law requiring such improvement to be kept in good repair.

Analysis and Conclusion

The staff evaluation of each criterion follows:

33.19(5)(b) Regulation of Construction, Reconstruction and Exterior Alteration.

- 4.a. In the case of this designated landmark, the exterior restoration work would not detrimentally change, destroy or adversely affect any exterior architectural feature of the landmark building. The previous submission proposed a link/passage that would connect the new building to the landmark building which provided minor concern about the treatment of exterior architectural features. The current proposal is a separate building and the link has been removed allowing the landmark to remain physically unattached.
- 4.b. Although staff believes that the scale and massing of the proposed new improvement could be found to be consistent with this criterion, staff cannot conclude that the architecture of the building does meet the criterion and continues to have the same concerns as the prior submittal which include, but are not limited to, the following:
- Materials used on the addition shall have a warmer color palette that visually links the addition to the landmark.
 - Materials used on the addition and their treatment shall be compatible with the materials of the landmark building, but be representative of the time of the construction of the addition.
 - The characteristic patterns of the landmark building shall be complimented by the elements proposed for the addition building and be representative of the time of construction of the addition.
 - The treatment of the base (foundation) should be articulated or visually divided to breakdown the large expanses of foundation material.

33.19(8)1. Maintenance of Landmarks, Landmark Sites and Historic Districts

- a. Staff believes the proposed alterations and interest in putting a continuous use in the landmark building show that the building will be kept in good repair.

Recommendation

Staff believes that the standards for granting a Certificate of Appropriateness for the exterior alterations to the Longfellow School Building are met based on the submission materials dated July 1, 2013 and recommends approval of this work by the Landmarks Commission; however, staff believes that the standards for granting a Certificate of Appropriateness for the new construction on a landmark site are not met based on the submission materials dated July 1, 2013 and recommends that the Landmarks Commission refer the request.