



# VANDEWALLE & ASSOCIATES INC.

Monday, May 13, 2024

Department of Planning & Development  
City of Madison  
215 Martin Luther King, Jr. Blvd.  
Madison, WI 53710-2985

RE: JCAP Blair/Wilson Street Project  
Version 3

The attached revised formal submittal packet outlining the proposal for a new mixed-use infill/redevelopment project for the parcels located at 134 – 150 S Blair St. and 506 – 518 E Wilson St. JCAP Development Group is proposing to construct a 4/8-story, 178-unit Multifamily Residential building on S. Blair St. and a 6-story, 100-key hotel building on E. Wilson St., abutting the retained Hotel Ruby Marie. This project offers new hotel and commercial vibrancy along East Wilson Street, much needed residential opportunities, and affordable housing (60% AMI units) while preserving the historic Hotel Ruby Marie, integrating two contributing facades and responding to the surrounding historic context.

The design approach focuses the architecture on the character of the adjoining arterial streets with commercial expressions and massing that draws on the configuration and materiality of the East Wilson and South Blair corridors. The resulting design creates three distinct buildings and overall massing that reinforces the transitions between the existing First Settlement Neighborhood and the adjoining Third Lake Ridge neighborhood.

This resubmittal reflects the comments from the April 15, 2024 Landmarks Commission with a focus on design refinement to align more closely with the Blair Street context. Design changes include further integration of beaux arts detailing along the lower two stories of the Blair Street façade (arch windows, window sequencing), removal of metal panels along the Blair Street façade (except upper floor setback), and further enhancement of the brick/architectural detailing.

**Project Requests:**

Zoning/Conditional Use Request:

Existing Planned Development (PD) to Urban Mixed Use (UMX)

Conditional Use request for the following elements:

Building greater than 20,000 square feet and more than 4 stories in height

Building in UMX greater than 8 units

Outdoor recreation/rooftop amenities

Parking Reduction

Demolition Request

Certificate of Appropriateness: Lot Combination (134 South Blair Street)

Certificate of Appropriateness: Architectural Compatibility (Residential Building)

Variance: Alternative Design (Residential Building)

Certified Survey Map

**Project Name:**

JCAP Blair Wilson Redevelopment

**Applicant**

JCAP Real Estate

212 South Barstow Street

Eau Claire, Wisconsin 54701

**Property Owners**

506, 510, 514, 516, 518 East Wilson

134 South Blair

JDJ Import Company LLC.

514 East Wilson Street

Madison, WI 53703

522 East Wilson

Ruby Marie LTD Partnership

514 East Wilson Street

Madison, WI 53703

**Design Team**

Architecture:

Kahler Slater

722 Williamson Street

Madison, WI 53703

Trina Sandschafer

Joel Koeppen

Evelyn Freimann

Engineering/Landscape:

Vierbicher

999 Fournier Drive

Madison, WI 53717

Justin Zampardi

Jonathan Lilley

Kevin Pape

Entitlement:

Vandewalle & Associates

120 East Lakeside Street

Madison, WI 53715

Brian Munson

## Site Data

Parcels	Address	Size	Current Tenant
0709-133-1718-1	506/508 East Wilson	6,686 sq. ft.	Come Back Inn/Residential
0709-133-1719-9	510 East Wilson	5,808 sq. ft.	Essen Haus
0709-133-1720-6	514 East Wilson	1,931 sq. ft.	Essen Haus
0709-133-1721-4	516 East Wilson	1,931 sq. ft.	Essen Haus
0709-133-1722-2	518 East Wilson	1,716 sq. ft.	Essen Haus/Residential
0709-133-1723-0	522 East Wilson	4,422 sq. ft.	Hotel Ruby Marie
0709-133-1727-2	134 South Blair	36,911 sq. ft.	Parking
0709-133-1725-6	140 South Blair	4,356 sq. ft.	Parking
0709-133-1724-8	148 South Blair	3,069 sq. ft.	Hotel Ruby Marie

Total Parcel Size: 66,830 square feet (1.53 acres)

Existing Units: 5 units

Existing Zoning:	134 South Blair	PD, WP-17, HIS-FS
	140 South Blair	PD, WP-17
	506/508/510/514/516 East Wilson	
	148 South Blair	UMX, WP-17, HIS-TL
	522 East Wilson	

## Adopted Plan Recommendations

### Comprehensive Plan

The Comprehensive Plan Designates the Blair Street frontage for Medium Density Residential (MR, 20-90 du/acre) stepping down to Low-Medium Density (LMR, 7-30 du/acre) adjacent to the Germania Condominiums. The East Wilson Street frontage is designated as Downtown Core (DC).

### Downtown Plan

The Downtown Plan identifies the site as part of the First Settlement District with the following objectives:

Objective 4.12: The First Settlement neighborhood should build on its historic character and focus new development on key sites on the edge of the historic neighborhood core to strengthen the neighborhood and its identity as a historic neighborhood. Opportunities exist to better connect this area to the lake and views of it from within the neighborhood should be preserved.

Recommendation 107: Focus more-intensive development on selective vacant or underutilized sites at the historic district's edges (Brayton Lot, Block 115, City Water Utility reservoir site, and segments of the Blair Street and East Wilson Street, and Bulter Street frontages).

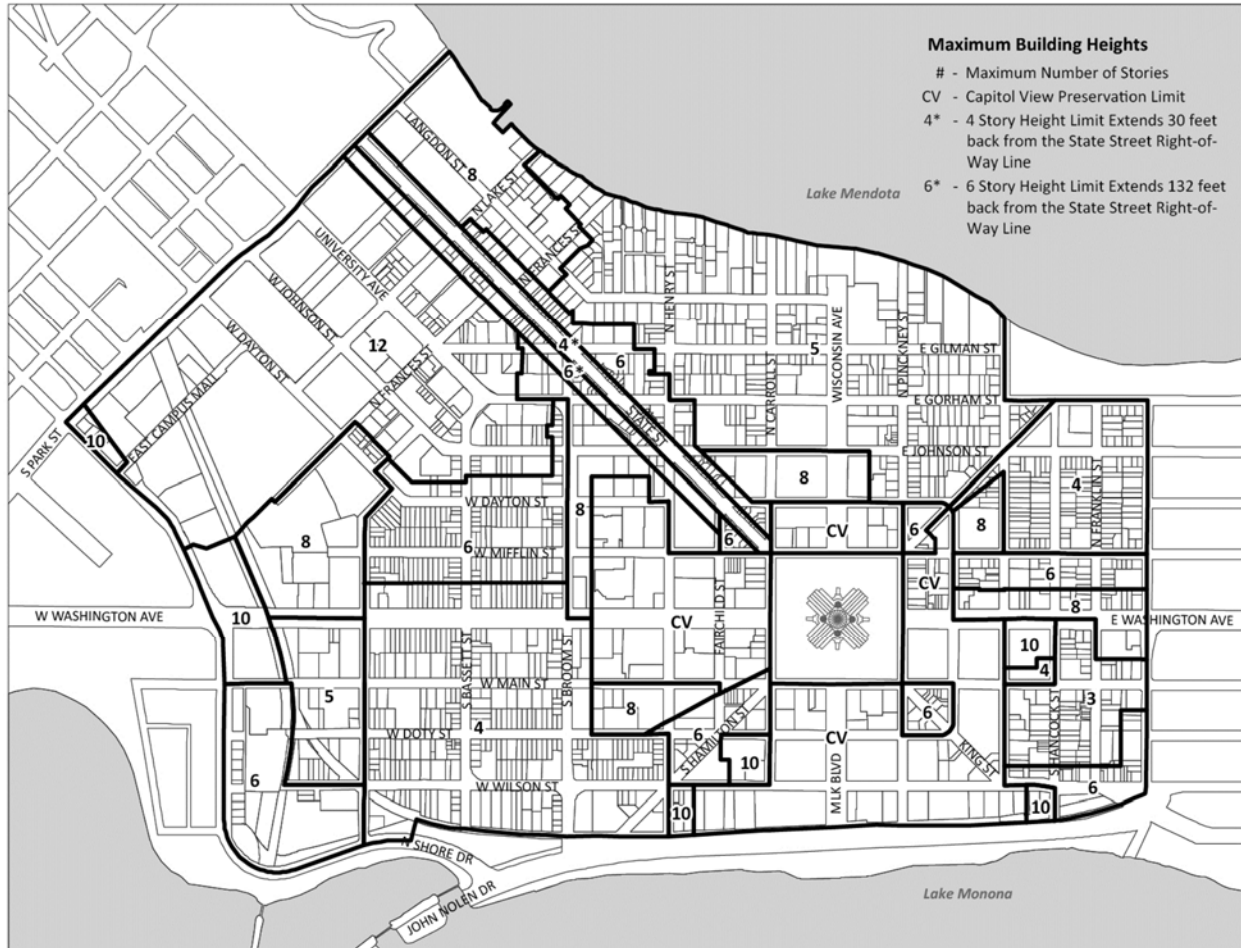
Recommendation 108: Preserve the character of the First Settlement Historic District and ensure that new development is compatible with the historic context in scale and design.

Recommendation 109: Rehabilitate existing housing and selectively allow new housing on vacant or underutilized non-historic sites within the historic core.

The Downtown Plan Height Map identifies the site for 3 stories adjacent to The Germania Condominiums and 6 stories along Blair Street with this site specifically identified as an underutilized

parcel. The newly adopted downtown height ordinance supports the ability to develop 4/8 stories on this site provided the building meets the 3/6 story overall height (46'/88') and supplies a 50% of the bonus floor area as units for affordable housing (60% AMI).

**Maximum Building Height Map (Zoning Code):**



**First Settlement Neighborhood Plan (1995)**

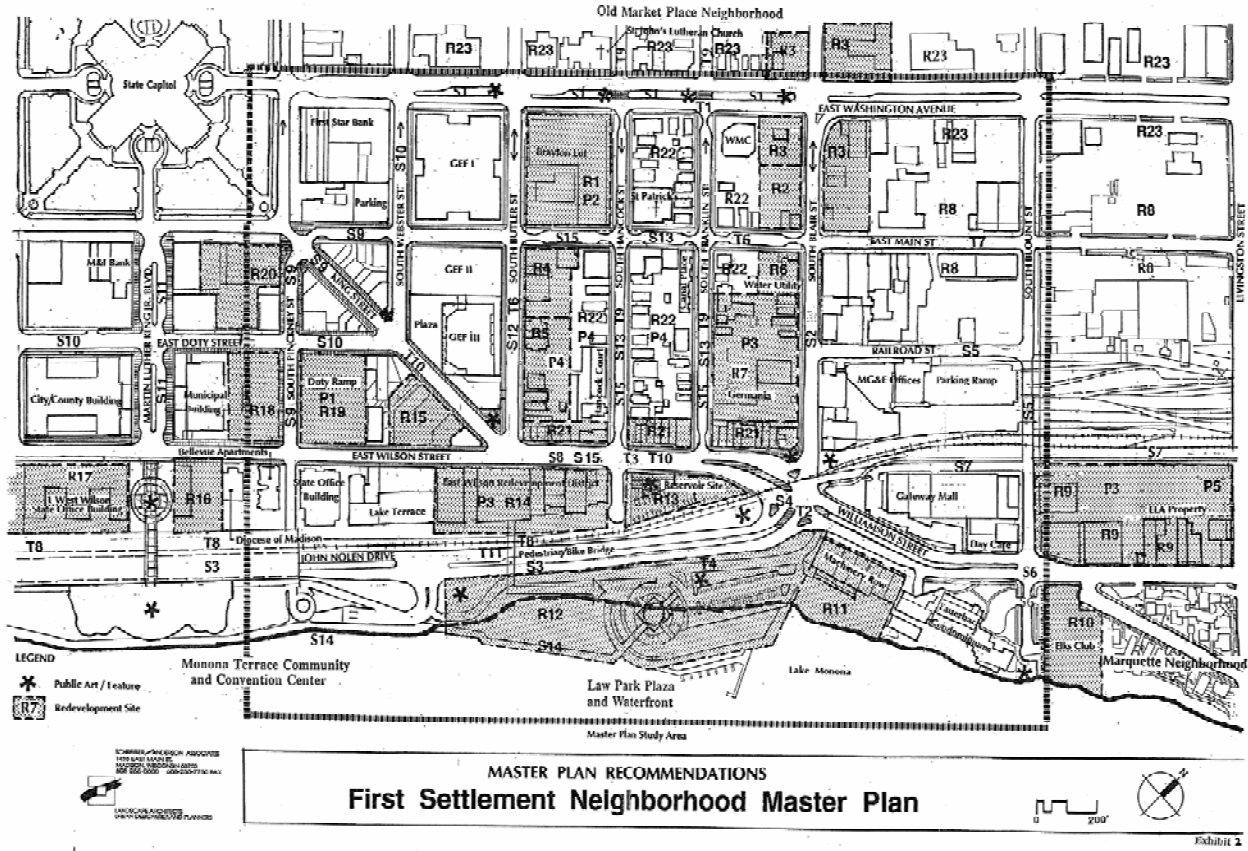
The First Settlement Neighborhood Plan (1995) calls for higher density residential along arterial streets with this site specifically identified (R7) for higher density residential development.

“Several sites within the First Settlement Neighborhood including R1, R7, R9, and R14 have strategic importance. These sites are large mixed-use redevelopment sites that can determine the future character of the neighborhood and downtown. The highest and best use of these sites for parking, redevelopment, streetscape and visual character will not be achieved unless they are planned comprehensively.

Several sites have a potential for higher density and higher rise development. These sites are appropriate for higher density development because they adjoin and are linked to major transportation corridors, they adjoin existing higher density developments such as the state office building complex on Butler Street and/or they are valuable lakefront sites such as the E. Wilson Street frontage.

R7 Germania Development

Strategic mixed-use redevelopment site for the neighborhood and downtown. Higher density residential development along Blair Street with landscape setbacks. Structured parking with the potential to provide both public and private parking. Potential to integrate proposed Alamo Court development and water utility site into larger redevelopment project. Potential neighborhood retail related to E Wilson Street frontage. Coordinated urban design and open space framework to establish a unified development. Design to compliment historic character of the neighborhood and maximize views to Lake Monona and State Capitol.”



**First Settlement Local Historic District**

The residential portion of the project is located on the edge of the First Settlement Local Historic District and will require Certificates of Appropriateness for the dissolution of existing underlying lot lines and architectural of the site. The Blair Street frontage forms the boundary between the First Settlement Historic District and the Third Lake Ridge Historic District. This street corridor presents a different architectural and functional aesthetic than the bulk of the historic district within which a majority of the contributing buildings are single family or two unit homes

The design team has worked closely with City Staff to develop a design approach that draws from the character of the district and corridor to form an architectural transition between the adjoining districts, while developing a critical non-contributing surface parking lot.

## **Project Goals**

The goals of this project are to provide more needed market rate housing and affordable housing supply to the neighborhood and city, provide more needed hotel rooms for visiting patrons, and to re-activate the site as a thriving and active location in Downtown Madison.

## **Design Approach**

### **Three Building Approach**

The project is designed to fit into the neighborhood context through the creation of three distinct buildings; a new residential building along Blair Street, a new hotel fronting onto East Wilson Street that integrates the contributing facades of 506/508 East Wilson & 518 East Wilson Street, and the preserved Hotel Ruby Marie. Using this approach, the residential building matches the width of the Germania Condominium with significant building breaks between the residential building and the hotels fronting onto East Wilson.

### **Building Height**

The proposed buildings meet the Comprehensive Plan and Downtown Height Plan designation for the site. The residential building is designated for 6 stories/88' along Blair and Wilson Street with a stepdown to 4 (46') stories along the Germania Condominiums. The residential building utilize the recently standards detailed in the downtown height ordinance to facilitate a 4/8 story format through the delivery of affordable housing. The East Wilson Street hotel will follow the 6 story height recommendation.

The surrounding Blair Street context includes 2 story residential, 3 story residential, The Hotel Ruby Marie at 3 stories, and 2-6 story commercial uses.

### **Building Character**

Both new buildings feature step backs and design details to reflect the adjoining architectural datum and character of the Blair street commercial/arterial corridor, incorporating materials and elements from the neighborhood while creating new vibrant additions to the urban fabric with unique design and durable materials.

### **Historic Standards**

We are crafting an architectural response that will blend into the surrounding neighborhood and complies with the Historic Standards for New Structures from Subchapter 41G with a variance for alternative design to reflect the sites placement at the edge of the district adjacent to the Third Lake Ridge Historic District. To date, we have met with the City Landmarks and UDC Staff on several occasions to review our compliance trajectory and have had many productive conversations that have resulted in design decisions, which are illustrated in this submittal. This site is unique within the district as the only large non-conforming surface parking lot; and while the development of the site will facilitate a larger scale building, the design is informed by the neighborhood context along Blair Street to create a building that incorporates many architectural and functional components from the neighborhood.

See Exhibit E: Certificate of Appropriateness/Variance Request for detailed descriptions of the request.

### **Living Street**

Vehicular access for the project is designed as a multi-modal "living street" designed to create outdoor dining, balanced pedestrian & vehicular access, outdoor open space, and a unique urban environment.

## Project Summary

The proposed project creates much needed housing and new hospitality uses along Blair Street (and the future John Nolen Lakeshore eastern entrance) while preserving the historic Hotel Ruby Marie.

### Proposed Use:

Multi-Family Housing	178 units (195 bedrooms)
Hotel/Mixed Use	100 rooms
Hotel Ruby Marie	Existing

### Affordable Housing:

The project utilizes the downtown height definition to facilitate additional housing through the voluntary delivery of 39 affordable housing units (60% AMI) within the building. These units will occur on every level of the residential building and range in size from micro to 2 bedroom units. Implementation of the affordable units will be subject to a separate 30 year Land Use Restriction (LURA) recorded against the property.

#### Calculation:

Bonus Floor Area	40,308 square feet
3 Floor/46' Designated Area:	4,956 square feet
6 Floor/88' Designated Area:	35,362 square feet
Affordable Unit Square Footage:	20,154 (50.04% of bonus area)
Affordable Unit Count:	39 units

### Access/Parking:

The project features a living street access for vehicles and deliveries with pedestrian lobbies fronting onto Blair Street and East Wilson. The living street is designed to accommodate vehicles, deliveries, pedestrians and bicycles with a unique multi-purpose design that is accessed from a one-way entrance on Franklin Street and a two-way entrance onto South Blair Street.

Vehicle parking is delivered for residents, hotel guests, and employees through the structured parking within the residential building.

Bicycle access and storage is spread throughout the project to deliver secured parking options for tenants with ample bike storage capacity in close proximity and easily accessible to units and guests.

<b>Vehicle Stalls</b>	<u>Required</u>	<u>Provided</u>
Hotel		
<i>Standard Stalls</i>		38
<i>Compact Stalls</i>		16
	75	54 (Valet)
Residential		
<i>Standard Stalls</i>		142
<i>Compact Stalls</i>		21
<i>ADA</i>		4
	178	167
Total Spaces	253	221*
	*see vehicle parking reduction request	

<b>Bike Stalls</b>	Required	Provided
Hotel	10	12 outdoor 4 indoor
Resident	178	222 (110 structured)
<u>Guest</u>	<u>18</u>	<u>19 outdoor</u>
Total Spaces	187	241

<b>EV Parking Stalls</b>	Required	Provided
Hotel		
EV Ready	10%	6
EV Installed	1%	2
Residential		
EV Ready	10%	18
EV Installed	2%	4

**Vehicle Parking Reduction Request:**

**Hotel Parking Reduction Request**

The project requests a reduction of 21 stalls based on the following elements:

- Transit Corridor Proximity to high frequency transit immediately in front of the East Wilson lobby entrance (Routes C and 38) and within close proximity of the East Washington BRT Route
- Off-site parking availability with a public parking lot (East Wilson & Blair Lot) located immediately across the street and less than 1,320 feet as measured by shortest pedestrian route.
- Bicycle substitution offset of 5 stalls (net bike parking increase of 20 stalls)

**Residential Parking Reduction**

The residential vehicle parking is proposed to be reduced by 11 stalls based on the following elements:

- Bicycle substitution offset of 11 stalls (net bike parking increase of 44 stalls)
- Access to significant off-street and on-street bike routes through the pending construction of the East Wilson bike facilities, the Capital City Bike Path

Lot Coverage: 88%

**Loading:**

All loading, deliveries, and trash/recycling collection will take place within the site, accessed from the living street. All trash and recycling collection points will be completed enclosed within the buildings.

**Usable Open Space:**

Usable open space will be delivered through the living street as well as rooftop patios and open space. Additional green roof components are integrated into the residential and hotel buildings for stormwater management purposes.



Open Space Required (10 sq. ft./bedroom, 195 beds): 1,950 sq. ft.

Open Space Provided:

Site level	1,986 sq. ft.
<u>Third Floor rooftop</u>	<u>1,370 sq. ft.</u>
Total	3,357 sq. ft.

Green Roof Supplied:

Planters	2,761 sq. ft.
Residential Building	7,702 sq. ft.
<u>Hotel</u>	<u>5,000 sq. ft.</u>
Total	15,463 sq. ft.

### Project Schedule

Initial Staff Meeting	May 17 <sup>th</sup>
Planning Staff/Landmarks Meeting	June 27 <sup>th</sup>
Alder Rummel Meeting	July 13 <sup>th</sup>
CNI: Tim Kamps Meeting	July 20 <sup>th</sup>
Development Assistance Team Meeting	July 27 <sup>th</sup>
Initial First Settlement Neighborhood Meeting	August 7 <sup>th</sup>
Initial Neighborhood Meeting	August 9 <sup>th</sup>
Demolition Request Notification/ Formal Submittal Notification (CNI)	August 28 <sup>th</sup>
Landmarks Informational Meeting	September 18 <sup>th</sup>
UDC Informational Meeting	September 20 <sup>th</sup>
Staff Meetings	October 3 <sup>rd</sup>
Staff Meeting	November 14 <sup>th</sup>
Alder Rummel Meeting	November 30 <sup>th</sup>
Staff Meetings:	December 5 <sup>th</sup>
Neighborhood Meeting #2	December 20 <sup>th</sup>
Staff Meeting:	January 10, 2024
Formal Project Submittal	January 29, 2024
Revised Project Submittal (VER2)	March 22, 2024
Landmarks Commission	April 15, 2024
Revised Project Submittal (VER3)	May 13, 2024

# Exhibit A: Project Context Photos:

Blair Street Context:





Wilson Street Context

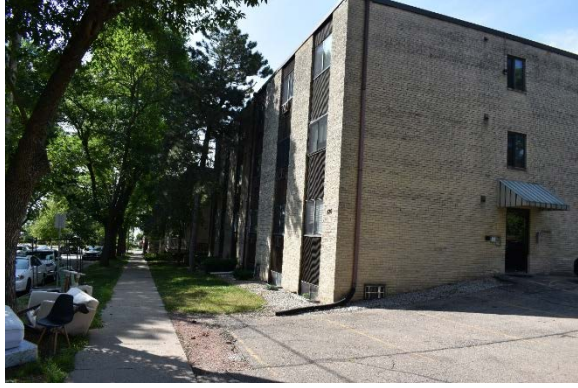




Franklin Street Context:









Site Context:







## **Exhibit B: Legal Description**

### **Legal Description (Full Site)**

Part of Lots 5, 6, 7, 8 and 9, and all of Lots 10 and 11, Block 115, Original Plat of Madison, located in the SE 1/4 of the SW1/4 of Section 13, T7N, R9E, City of Madison, Dane County, Wisconsin, described as follows: Beginning at the most easterly corner of said Lot 10; thence S46°02'45"W, 221.50 feet; thence N43°49'01"W, 66.08 feet; thence N46°02'45"E, 0.83 feet; thence N43°49'01"W, 16.00 feet; thence S46°02'45"W, 44.83 feet; thence N43°49'01"W, 29.07 feet; thence N46°10'59"E, 58.51 feet; thence N41°41'40"W, 7.93 feet to a point of curve; thence northeasterly on a curve to the right which has a radius of 7.20 feet and a chord which bears N02°14'34"E, 9.99 feet; thence N46°10'59"E, 12.32 feet; thence N43°52'27"W, 204.00 feet; thence N45°54'51"E, 187.27 feet; thence S43°50'17"E, 330.26 feet to the point of beginning. Contains 67,134 sq. ft. (1.54 acres).

### **Zoning Descriptions:**

#### **UMX (Multi-Family)**

Part of Lots 5, 6 and 7 and all of Lots 12, 13, and 14, Block 115, Original Plat of Madison, located in the SE 1/4 of the SW1/4 of Section 13, T7N, R9E, City of Madison, Dane County, Wisconsin, described as follows: Beginning at the most easterly corner of said Lot 12; thence S46°02'45"W, 187.15 feet; thence N43°52'27"W, 197.67 feet; thence N45°54'51"E, 187.27 feet; thence S43°50'17"E, 198.10 feet to the point of beginning.

#### **UMX (Hotel)**

Part of Lots 8 and 9 and all of Lots 10 and 11, Block 115, Original Plat of Madison, located in the SE 1/4 of the SW1/4 of Section 13, T7N, R9E, City of Madison, Dane County, Wisconsin, described as follows: Beginning at the most easterly corner of said Lot 10; thence S46°02'45"W, 221.50 feet; thence N43°49'01"W, 66.08 feet; thence N46°02'45"E, 0.83 feet; thence N43°49'01"W, 16.00 feet; thence S46°02'45"W, 44.83 feet; thence N43°49'01"W, 29.07 feet; thence N46°10'59"E, 58.51 feet; thence N41°41'40"W, 7.93 feet to a point of curve; thence northeasterly on a curve to the right which has a radius of 7.20 feet and a chord which bears N02°14'34"E, 9.99 feet; thence N46°10'59"E, 12.32 feet; thence N43°52'27"W, 6.33 feet; thence N46°02'45"E, 187.15 feet; thence S43°50'17"E, 132.16 feet to the point of beginning.



## Exhibit C: Adopted Plan Standards

### Conditional Use Standards

1. *The establishment, maintenance or operation of the conditional use will not be detrimental to or endanger the public health, safety, or general welfare.*

The proposal for multi-family housing and commercial uses are consistent with the adopted plans and compatible with the surrounding neighborhood uses, and as such will not impact the health, safety, or general welfare of the existing adjoining uses.

The operation of the site includes sufficient on-site parking given the immediate proximity to robust transit options, access to adjacent off-street bike paths & on-street bike lanes/routes, off-site public parking, and over dedication of bike parking.

2. *The City is able to provide municipal services to the property where the conditional use is proposed, given due consideration of the cost of providing those services.*

The site is well served with readily available municipal services adjacent to the site.

3. *The uses, values and enjoyment of other property in the neighborhood for purposes already established will not be substantially impaired or diminished in any foreseeable manner.*

The proposed project places residential uses adjacent to residential uses and commercial uses are buffered with the living street. The resulting three building approach is consistent with the adopted plans and places the more intensive uses along the adjoining arterial frontages. The scale, massing and design of the proposed buildings complement and positively contribute to the setting buildings within or adjacent to the projects and creates a pleasing visual relationship with them with due consideration to the historic vernacular of the surrounding neighborhoods.

4. *The establishment of the conditional use will not impede the normal and orderly development and improvement of the surrounding property for uses permitted in the district.*

The properties along Franklin Street include the Germania Townhomes and vacant commercial sites with existing contributing buildings located along Blair Street. Each of these sites contain either previously developed residential (Germania), commercially viable vacant property or contributing buildings that are not recommended for redevelopment (Blair). In the event that any of these parcels were to redevelop, the development proposed for this site would not preclude development or improvement of the surrounding properties.

5. *Adequate utilities, access roads, drainage, parking supply, internal circulation improvements, including but not limited to vehicular, pedestrian, bicycle, public transit and other necessary site improvements have been or are being provided.*

The proposal incorporates the necessary site improvements to support the project.

6. *Measures, which may include transportation demand management (TDM) and participation in a transportation management association have been or will be taken to provide adequate ingress and egress, including all off-site improvements, so designed as to minimize traffic congestion and to ensure public safety and adequate traffic flow, both on-site and on the public streets.*

The project submittal includes the City of Madison TDMP spreadsheet, illustrating that the project meets the required transportation components.

7. *The conditional use conforms to all applicable regulations of the district in which it is located.*  
The project meets the standards of the UMX zoning district and downtown plan.
8. *When applying the above standards to an application by a community living arrangement, the Plan Commission shall:*  
Not Applicable.
9. *When applying the above standards to any new construction of a building or an addition to an existing building the Plan Commission shall find that the project creates an environment of sustained aesthetic desirability compatible with the existing or intended character of the area and the statement of purpose for the zoning district. In order to find that this standard is met, the Plan Commission may require the applicant to submit plans to the Urban Design Commission for comment and recommendation. (Am. by ORD-14-00030, 2-18-14)*  
The project has been presented for informational review with the Urban Design Commission (September 20, 2023) to gather input on the design direction and will seek UDC approval as part of the review of the project.
10. *When applying the above standards to an application for a reduction in off-street parking requirements, the Plan Commission shall consider and give decisive weight to all relevant facts, including but not limited to, the availability and accessibility of alternative parking; impact on adjacent residential neighborhoods; existing or potential shared parking arrangements; number of residential parking permits issued for the area; proximity to transit routes and/or bicycle paths and provision of bicycle racks; the proportion of the total parking required that is represented by the requested reduction; the proportion of the total parking required that is decreased by Sec. 28.141. The characteristics of the use, including hours of operation and peak parking demand times design and maintenance of off-street parking that will be provided; and whether the proposed use is now or a small addition to an existing use.*  
The proposal seeks a conditional use approval to reduce the off-street parking requirement as the site is well served with pedestrian and bicycle routes and transit service, as illustrated by the submitted TDMP spreadsheet. The project also over dedicates bike parking to offset the reduction in vehicular parking, in keeping with the urban context.
11. *When applying the above standards to telecommunication facilities, the Plan Commission shall consider the review of the application by a professional engineer required by Sec. 28.143.*  
Not Applicable.
12. *When applying the above standards to an application for height in excess of that allowed in the district, the Plan Commission shall consider recommendations in adopted plans; the impact on surrounding properties, including height, mass, orientation, shadows and view; architectural quality and amenities; the relationship of the proposed building(s) with adjoining streets, alleys, and public rights of ways; and the public interest in exceeding the district height limits.*  
Not applicable.
13. *When applying the above standards to lakefront development under Sec. 28.138, the Plan Commission shall consider the height and bulk of principal buildings on the five (5) developed lots or three hundred (300) feet on either side of the lot with the proposed development.*  
Not applicable.

14. When applying the above standards to an application for height in excess of that allowed by Section 28.071(2)(a) Downtown Height Map for a development located within the Additional Height Areas identified in Section 28.071(2)(b), the Plan Commission shall consider the recommendations in adopted plans, and no application for excess height shall be granted by the Plan Commission unless it finds that all of the following conditions are present:

- a. The excess height is compatible with the existing or planned (if the recommendations in the Downtown Plan call for changes) character of the surrounding area, including but not limited to the scale, mass, rhythm, and setbacks of buildings and relationships to street frontages and public spaces.
- b. The excess height allows for a demonstrated higher quality building than could be achieved without the additional stories.
- c. The scale, massing and design of new buildings complement and positively contribute to the setting of any landmark buildings within or adjacent to the projects and create a pleasing visual relationship with them.
- d. For projects proposed in priority viewsheds and other views and vistas identified on the Views and Vistas Map in the City of Madison Downtown Plan, there are no negative impacts on the viewshed as demonstrated by viewshed studies prepared by the applicant.  
Not applicable.

15. When applying the above standards to an application to redevelop a site that was occupied on January 1, 2013 by a building taller than the maximum building height allowed by [Section 28.071\(2\)\(a\) Downtown Height Map](#), as provided by [Section 28.071\(2\)\(a\)1.](#), no application for excess height shall be granted by the Plan Commission unless it finds that all the following additional conditions are also present:

- a. The new building is entirely located on the same parcel as the building being replaced.
- b. The new building is not taller in stories or in feet than the building being replaced.
- c. The new building is not larger in total volume than the building being replaced.
- d. The new building is consistent with the design standards in [Section 28.071\(3\)](#) and meets all of the dimensional standards of the zoning district other than height.
- e. The Urban Design Commission shall review the proposed development and make a recommendation to the Plan Commission.

Not applicable.

16. When applying the above standards to an application for limited production and processing use, the Plan Commission shall consider the effect of such a use on the surrounding properties, including the effects of odors, noise, vibration, glare, hours of operation, and other potential side effects of a manufacturing process. (Cr. by ORD-15-00124, 11-11-15)

Not Applicable

## **Exhibit D: Downtown Design Guidelines**

### Site Design + Building Placement

#### *Orientation*

The project creates a strong and permeable street wall with minimal setback along South Blair Street and East Wilson. Useable primary entrances front out to each street frontage to reinforce activity and transparency along the expanded South Blair Street sidewalk and retained commercial orientation of East Wilson Street. Services uses and vehicular parking are accessed through the living street and oriented internally within the site.

#### *Access + Circulation*

The site parking and loading is accessed through the “living street” spanning from a one-way inbound entrance from Franklin Street to a two-way entrance off South Blair Street. This configuration helps centralize vehicular circulation and access to the shared structured parking within the residential building and enclosed loading areas while incorporating additional bike and pedestrian facilities throughout the site.

#### *Usable Open Space -Residential Development*

The project offers residents both balcony and roof top useable open space with a variety of activity areas for the residential building; as well as outdoor patio areas for the hotel guests and employees. The living street is designed to be multi-functional open space that accommodates vehicles, but embraces opportunities for pedestrian use.

#### *Landscaping*

The landscape design of the ground level offers urban foundation plantings, expanded sidewalk/terrace area, and buffers from adjoining developments. The overall design seeks to bring color & texture to the streetscape by using landscape and hardscape to further define commercial/public vs. residential/private entrances to the building.

#### *Lighting*

Building lighting is proposed to provide appropriate levels of light while maintaining the character of the neighborhood.

### Architecture

#### *Massing*

The residential building is designed to position the taller/wider section of the building along Blair Street, reinforcing the arterial corridor and pulling the larger mass of the building to the edge of the First Settlement District. This is consistent with the context of Blair Street which features a more urban configuration with buildings that feature a shorter (adjoining residential) or no front yard setbacks (Hotel Ruby Marie & MG&E facilities). The building design utilizes an increased street terrace/sidewalk to pull the lower section of the building into a closer relationship with the adjoining homes on Blair Street with the upper section of the building placed in alignment with the front facades of the adjoining homes. This creates a varied series of setbacks along Blair Street from the 0' setback for Hotel Ruby Marie, to the proposed building, adjoining homes and the building at the corner of Main Street; consistent with the varied building setbacks found throughout the First Settlement District.

The utilization of a U-shaped design and a step down in height presents the lower height and narrower edges of the building to the west as it transitions to the neighborhood. This design also screens the rooftop amenity space from view from the adjoining streets.

The hotel building incorporates a series of setbacks above the reincorporated contributing facades to provide both horizontal and vertical articulation and variety along the East Wilson streetscape.

Both buildings utilize a base/middle/top approach to reinforce the pedestrian streetscape and create a varied architectural expression.

#### *Building Components*

The residential buildings follows the downtown plan recommendations and staff discussions to create an overall mass that steps back from Blair Street with a lower street level expression and 2 upper-story setbacks along Blair Street which focuses the historic precedent along the sidewalk with the larger building mass stepped back in line with the adjoining residential facades.

The hotel places activated uses along the entire frontage of East Wilson and a blend of complimentary vertical expressions at the upper floors to create visual interest and a varied sequence of massing.

#### *Visual Interest*

The overall design of the building, based on UDC, Landmarks, and Staff feedback, creates a varied and articulated expression along all sides of the buildings with different treatments along both streets.

#### *Door and Window Openings*

Windows, doors, and awnings visible from the ROW and surrounding context are designed to be compatible with the surrounding context.

#### *Building Materials*

Materials on the primary and secondary facades are designed to be in alignment with the character and materiality of the Blair Street transition between the two historic districts.

#### *Terminal Views and Highly-Visible Corners*

The Hotel Ruby Marie will be retained at the corner of East Wilson and South Blair, with the balance of the project extending a complimentary architectural treatment that reinforces the pedestrian realm while offering unique expressions along both streets; designed to be in keeping with the historic fabric of the neighborhood.

#### *Awnings and Canopies*

Not applicable.

#### *Signage*

Signage for the building will be integrated into the project through future submittals and will be consistent with the signage ordinance.

## **Exhibit E: Demolition Request**

### Demolition Request:

The development team is requesting demolition for the following buildings, each of which were determined to be non-historic structures with 514 and 516 noted as contributing to vernacular context:

510 East Wilson Street

Functional Obsolescence with numerous interior and exterior renovations/additions

First floor façade amended several times since period of significance

514/16 East Wilson Street

Functional Obsolescence with numerous interior and exterior renovations/additions

Exterior façade covered/altered/removed since period of significance

The development team is requesting demolition of the following buildings, with each building's façade to be reincorporated into the final building design through careful deconstruction and reconstruction:

506/508 East Wilson Street

Functional Obsolescence with numerous interior and exterior renovations/additions

First floor façade amended several times since period of significance

518 East Wilson Street

Functional Obsolescence

Significant structural defects present

First floor façade amended several times since period of significance

The Hotel Ruby Marie (522 East Wilson Street/148 South Blair Street) will be retained and is included for reference.

### **2019 Quagilana Report**

"Overall these four buildings are in poor to fair condition as compared to other similar properties. The state of repair and deterioration, especially of the second floor area and roofs, are some of the worst conditions this consultant team has seen in Madison.... The issues require substantial remedial, repair and rehabilitation efforts to make them weather tight, stable, and to meet minimum standards for safety, sanitation, and maintenance.

Most interior spaces of these older structures have been significantly remodeled and modified to accommodate changing uses over time The floor plans of all first and second floors have been modified to accommodate these new uses The majority of this has been subtractive, some additive"

Charles Quagliana

The 2019 Quaglia report, submitted on behalf of a prior application for this site, noted significant issues with the existing buildings proposed for demolition, including structural defects, foundation concerns, and removal of architectural detailing from the period of significance. Subsequent building investigation has confirmed these findings.

Demolition Standards:

(c) Standards of Approval. The Plan Commission shall not approve an application for demolition or removal unless it finds that each of the following standards are met:

1. The applicant has included information related to any efforts to relocate the building, including but not limited to assessing the costs of relocation, the impact of relocation on city terrace trees, and the structural soundness of the building.

The existing buildings cannot be relocated due to structural concerns and numerous interconnected renovations/additions.

2. The applicant has received a Certificate of Appropriateness from the Landmarks Commission under MGO Secs. 41.09(1)(c) and 41.12(3), if applicable.

The project is requesting Certificates of Appropriateness for the lot combination request and architectural design along with a variance for an alternative design approach.

See Exhibit E: Certificate of Appropriateness/Variance Request for more information.

3. The applicant has received an approved reuse and recycling plan from the City Recycling Coordinator.

The reuse/recycling plan will be filed with the City Recycling Coordinator for review and approval as part of the site plan review submittal.

4. The Plan Commission has received and considered the report of the City's historic preservation planner regarding the historic value of the property as well as any report that may be submitted by the Landmarks Commission.

The report of the historic preservationist was presented to the Landmarks Commission for discussion on September 18, 2023 and forwarded to the Plan Commission. The report noted the following findings:

506 East Wilson Street	Contributing Building (Façade will be integrated into project)
510 East Wilson Street	Non-historic
514 East Wilson Street	Representative of vernacular context, but not historic
516 East Wilson Street	Representative of vernacular context, but not historic
518 East Wilson Street	Contributing Building (Façade will be integrated into project)
522 East Wilson Street/ 148 South Blair Street	Hotel Ruby Marie to remain

5. The Plan Commission has received and considered the report of the City Forester regarding the impact a proposed building relocation could have on City terrace trees, if applicable.

The project will work with the City Forester to preserve as many of the street trees as feasible but anticipates removal of the trees along Blair Street due to their existing condition, as noted in the submitted street tree worksheet and tree survey report.

6.The Plan Commission shall consider the condition of the building or buildings proposed for demolition or removal. In order to find this standard met, the Plan Commission may consider a report of the Madison Fire Department, Police Department, and/or Building Inspection Division regarding the proposed demolition, including whether any evidence of a potential fire hazard, unlawful use of the property, public nuisance, or other public health and safety concern supports demolition or removal.

The project team will work with the appropriate departments to mitigate any impacts of the demolition as well as leverage any opportunities for training within the buildings prior to demolition.

7.The Plan Commission shall consider the factors and information specified in items 1—6 and find that the proposed demolition or removal is consistent with the statement of purpose of this section and with the health, prosperity, safety, and welfare of the City of Madison.

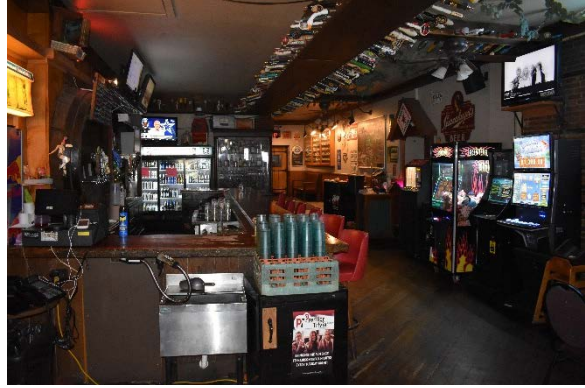
### Existing Building photos

#### 506 East Wilson Street

Date of Construction:	1875 or 1871
Amended:	Addition in 1891, remodeled in 1990
Use: First Floor:	Retail
Second Floor:	Residential (4 units)









**510 East Wilson Street**

Date of Construction:

1875 or 1872

Amended:

Additions 1882, 1948, 1951, 1956, remodeled in 1961, remodeled in 1983

Use:

Two story commercial



**514 East Wilson Street**

Date of Construction:

1909 or 1886

Amended:

Addition 1954, remodeled 1983

Use:

Two story retail







**516 East Wilson Street**

Date of Construction:

1909 or 1886

Amended:

Remodeled 1961

Use:

Two story retail





**518 East Wilson Street**

Date of Construction: 1890 or 1886  
Use: First Floor Retail  
Second Floor: Residential (2 units)







**522 East Wilson Street/148 South Blair Street (FOR REFERENCE ONLY, NOT FOR DEMOLITION)**

Date of Construction: 1873  
National Register of Historic Places 4/3/1986  
State Register of Historic Places 1/1/1989  
Use: First Floor: Retail  
Second/Third Floor: Hotel











## Exhibit F: Certificate of Appropriateness/Variance Requests

### Certificate of Appropriateness/Variance Requests

The project requests a certificates of appropriateness for the dissolution of the underlying lot lines within the 134 South Blair parcel, construction of a new structure within the First Settlement Historic District; as well as, a variance for alternative design for the construction of a new residential project.

#### Certificate of Appropriateness: Lot Combination

134 South Blair Street: Dissolve underlying parcel lines within an existing tax parcel

This parcel, the largest existing parcel within the historic district, includes underlying lot lines that will be dissolved via CSM, consistent with precedent from comparable sites. No additional lots are proposed to be combined within the historic district.

The dissolution of these parcels will not adversely impact the historic character of the neighborhood as it has existed for a significant period of time and is already one tax parcel that is larger than the adjacent lot sizes and general lot size in the district. The existing lot is consistent with the lot sizes immediately east of Blair Street.

This parcel was created prior to 1955 and has been continuously operated as one parcel in the intervening years, first as an auto repair shop and currently as a large non-conforming surface parking lot. The previous building on-site was removed between 1995 and 2000 to create the existing surface parking lot, with the original single-family buildings removed in stages prior to 1955.

Existing Conditions (DCIMAP):



2000 Aerial (DCIMAP):



1995 Aerial (DCIMAP):



1955 Aerial (DCIMAP):



140, 148 South Blair Street:                      Parcels to remain.

Parcels outside of First Settlement Historic District:

508/510/514/516/518 East Wilson:              Parcels to be combined to create one development parcel.

522 East Wilson:                                      Parcel to remain.

**Certificate of Appropriateness: Historic District Standards for New Structures (134 South Blair Street)**

The proposed building incorporates materials and forms from the historic character of the neighborhood while designing a transition between the First Settlement District and the Third Lake Ridge District. This design draws references from the Blair Street Commercial buildings in massing, architecture, and materials which incorporating street level articulation that brings the scale of the building to a pedestrian and neighborhood appropriate scale. The resulting design concept seeks to create a building that responds to the character of the surrounding neighborhood, responds to the adopted standards & guidelines for new construction in the First Settlement Historic District, while seeking an alternative design variance to incorporate the character and feel of the Blair Street corridor.

The following design approaches have been integrated into the project:

**Building Form/Placement**

The residential building is designed to position the taller/wider section of the building along Blair Street, reinforcing the arterial corridor and pulling the larger mass of the building to the edge of the First Settlement District. This is consistent with the context of Blair Street which features a more urban configuration with buildings that feature a shorter (adjoining residential) or no front yard setbacks (Hotel Ruby Marie & MG&E facilities).

The building design utilizes an increased street terrace/sidewalk to pull the lower section of the building into a closer relationship with the adjoining homes on Blair Street with the upper section of the building placed in alignment with the front facades of the adjoining homes. This stepped

approach creates a two story expression adjacent to the sidewalk, consistent with the buildings immediately across the street.

The utilization of a U-shaped design and a step down in height presents the lower height and narrower edges of the building to the west as it transitions to the neighborhood. This design also screens the rooftop amenity space from view from the adjoining streets.

The building is seeking a variance for the overall visual size and form and setback, as outlined in the following section.

### **Height/Stepbacks**

The project follows the downtown plan recommendations and staff discussions to create an overall mass with stepbacks that vary from with a townhome expression immediately along Blair Street and 2 upper-story stepbacks along Blair Street which focuses the historic precedent along the sidewalk with the larger building mass stepped back in line with the adjoining residential facades.

The rear of the project then steps down in height to the adjoining Franklin Street development from 8 stories to 4 stories in keeping with the overall height and width of the adjoining Germania Condominiums.

#### Blair Street Stepbacks:

- 10' stepback above townhomes
- 10' stepback at 8<sup>th</sup> floor

#### Rear Yard Setback/Stepbacks:

- 10' rear yard setback
- 10' stepback at the first residential floor
- 4 story stepback, per downtown height map

### **Architectural Detailing**

The design of the building echoes the architectural character along Blair Street from the contributing buildings within 200' of the site, with an intentional focus on the pedestrian environment and the street level expression as recommended by City Staff.

- Focus on beaux arts inspired detailing along the pedestrian level expression, including arched first floor windows, window grouping, and brick detailing.
- Materials on the primary and secondary structures are designed to be in alignment with the period of significance within the historic district utilizing predominately brick and stone which are present both within the neighborhood as well as the buildings directly across the street. These materials are used throughout the building on every façade. Standing seam metal cladding is used on the upper portion of the building to create contrast and articulation but will have limited visibility from the adjoining ROW.
- Windows, doors, and awnings visible from the ROW and surrounding context are to be compatible with the surrounding context.

### **Mechanical Systems**

Parking, access ramps, trash, and mechanical equipment are being planned in unobtrusive or enclosed locations so as to not interfere with the relationship between building and landscape from a historical perspective. Rooftop mechanical systems are to be minimized and concealed from view. Grilles, vents, etc. are to be integrated into the building facades and to match adjacent materials to minimize their presence.

**Variance Request: Alternate Design (134 South Blair Street)**

The proposed development is seeking a variance for alternative design to draw on the architectural character of the Third Lake Ridge commercial buildings immediately across the street. The resulting design creates the financial structure to allow the redevelopment of the lot while drawing on the character of the Third Lake Ridge local Historic District and First Settlement Historic District frontages along Blair Street with comparable massing and scale along the arterial street. The overall design of the building is consistent with the character of the Blair Street corridor in mass and roof form and reflects the adopted plan recommendations, while redeveloping a non-conforming large surface parking lot in a neighborhood context of single-family homes and smaller scale multi-family. The materiality and detailing of the building echo the commercial expressions found in the Blair Street Corridor which features shorter setbacks, larger scale buildings, and urban/commercial architectural detailing & materials.

Granting this variance will create the opportunity to infill the non-conforming surface parking lot with complimentary residential uses, incorporate buffering landscaped areas, reduce impacts of the existing parking lot lighting, and add stormwater management; all of which would support the overall character and feel of the historic district.

**Requested Variances:**

- Building Form/Placement
- Visual Size/Height
- Flat Roof
- Urban/Commercial Architectural Expressions & Materials
- Increased Lot Coverage

The requested variances will increase the design quality of the building by matching the materiality and commercial/urban characteristics of the Blair Street corridor with the scale of the proposed building to create a unified design with pedestrian scale articulation. The resulting development will enhance both historic districts by creating a cohesive character between the district edges while transitioning in form and intensity from the middle of the block to the arterial corridor and existing commercial district; without undermining the existing district character and addressing the existing non-conforming use/character of the site.



Blair Street Precedent Photos:

**631 Railroad Street**

Flat roof, relative scale, two-story entry expression, window groupings, base expression, street setback and lot coverage

