

# 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: 817-821 Williamson Street Aldermanic District: #6 Rummel

## 2. PROJECT

Project Title/Description: mixed-use building (commercial and residential)

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): new mixed-use building

DPCED USE ONLY	Registrar #:
	<b>DATE STAMP</b>  <b>6/19/20</b> <b>6:35 pm</b>
	<b>Preliminary Zoning Review</b> Zoning Staff Initial: Date:        /        /

## 3. APPLICANT

Applicant's Name: Brandon Cook John Fontain  
Company: Inc.

Address: PO BOX 694 Madison WI 53701

Telephone: 608-279-7962 Street: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
Email: JohnFontainRealty@gmail.com

Property Owner (if not applicant): John Fontain Exchange

Address: PO Box 694 Madison WI 53701

Property Owner's Signature: Brandon Cook Date: 2/22/2020  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

DocuSigned by:  
Brandon Cook  
7AD8B4FC8C084E3...

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](mailto:landmarkscommission@cityofmadison.com)  
 (608) 266-6552

February 24, 2020  
*Updated June 19, 2020*

Heather Bailey, Ph.D.  
Preservation Planner  
Department of Planning & Community & Economic Development  
Madison Municipal Building, Suite 017  
215 Martin Luther King Jr. Boulevard  
Madison, Wisconsin 53703



Re: Letter of Intent  
817 Williamson Street – Letter of Intent  
**KBA Project #2003**

Heather Bailey,

The following is submitted together with the plans and application for the Landmarks Commission's review and consideration:

This proposed development involves the redevelopment of 817-821 Williamson Street, which is located within the Third Lake Ridge historic district, by removing an existing one-story commercial building and surface parking lot and constructing a new three-story mixed use building. There will be a total of 24 apartment units and approximately 800 sq.ft. of commercial space. There will also be 18 underground parking stalls for residential use.

The structure to be removed was constructed well outside of the period of significance for the Third Lake Ridge historic district (1850-1929) and has no historic significance to this area. It is also out of character and is not a landmark structure, nor is it of an uncommon or unusual design or method of construction, and as such should meet the demolition criteria.

As part of this project the underlying land that the existing and the proposed building will sit on needs to be combined into one lot. The size of this lot will not be out of place with the irregularly sized lots in this block and also within the nearby blocks in Third Lake Ridge. Given that the existing building was built across the lot lines and has existed as such for many years, this has been functioning as a single lot already.

The proposed building has been designed to be in context with the neighboring structures while not trying to look like a false historic structure. The front façade will be all masonry with storefront glass at the first floor level and the apartments above have taller windows. The garage entry is set back 59'-8" from the front façade and is lowered down in grade so it is not a primary feature for this building. By recessing the garage entry back almost 60' from the street, the overall massing at the street is reduced. We have also taken steps to further reduce this massing by stepping the façade back equally on each side such that the actual width of the building that is adjacent to the sidewalk has been reduced to 41'-9" wide. This has been done in order to be compatible with the surrounding structures. It also maintains the existing rhythm on this block with buildings with driveways located along many of them.

The overall height of this building with a flat roof is in context with the tall 2-3 story gabled roof structures that are on this block which are set higher above the sidewalk given the increasing grades of

this 800 block of Williamson St. The properties located behind this building on Jenifer St. are also set approximately a full story above the sidewalk grade on Williamson St. so this height will be compatible with them as well. We are also stepping the building down from three stories to two stories along the rear property line, so that we are further tying into the heights of the structures behind this building. The use of a flat roof is also compatible with several other commercial and multi-family buildings located on Williamson Street and especially with those located directly across the street.

At the previous Landmarks Commission meeting there were concerns raised as to the location of the building on the site and we were requested to look at its relation to the sidewalk and to set the building further back if at all possible. The building is currently set back from the sidewalk 2', even though there is not a required front yard setback, and the back of the building is set back just over 20' because there is a required 20' rear yard setback. Given this we are not able to move the building further back on the site, so the space would need to come from the interior of the building. We have taken a look at this and determined that given the configuration of the apartment units and the required density in order to make this project feasible we are not able to remove any interior space out of the building. We have also reviewed the location of the other existing buildings on this side of the 800 Block of Williamson Street and found that 803, 805, 811, 831, and 851 are all located within 2' to 3' of the sidewalk. Every other property with the exception of 813 also have front porches with the steps coming down and hitting the back of the sidewalk. Based on this, our building location will not feel out of place on this block.

There were also concerns raised at the previous Landmarks Commission meeting that the overall mass still feels a bit too much for this area, so further design modifications have been made. We have taken the upper parapet for the front façade of the building that was extending above the main roof line and lowered it down below the main roof line of the building. We have also reduced the height of the floor structure such that we were able to further reduce the overall height of the building. This results in a net change for the front façade such that it is now 4' less in height. We also realize the the overall appearance of mass is affected by the colors and a darker color feels larger and heavier than a lighter color. Base on this then we have also changed the brick color from a deep red brick to a cream colored brick, which also has helped to reduce the mass of the building.

Included in this updated submittal are comparison renderings so that you can see the difference between the original design and the new design. We feel that these revisions have had a very positive affect on this design and hope that you will find these successful in creating a building that will fit in well in the Third Lake Ridge historic district. I look forward to discussing these with you at the upcoming Landmarks Commission meeting.

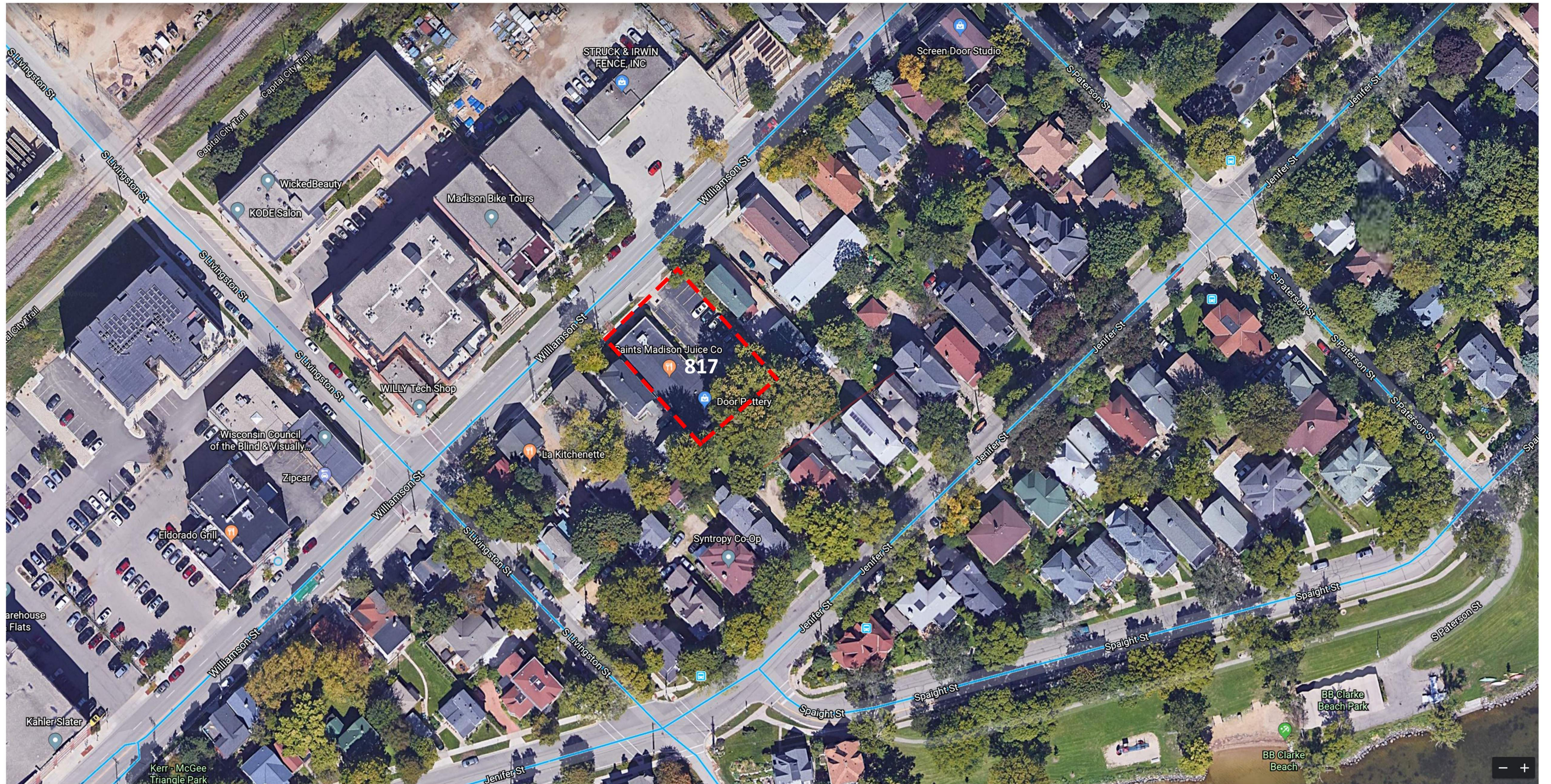
Thank you for your time reviewing our proposal.

Sincerely,

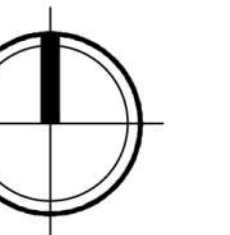
A handwritten signature in black ink that reads "Kevin Burow". The signature is written in a cursive, flowing style.

Kevin Burow, AIA, NCARB, LEED AP  
Managing Member





Site Locator Aerial Map  
81 -821 Williamson Street  
February 24, 2020



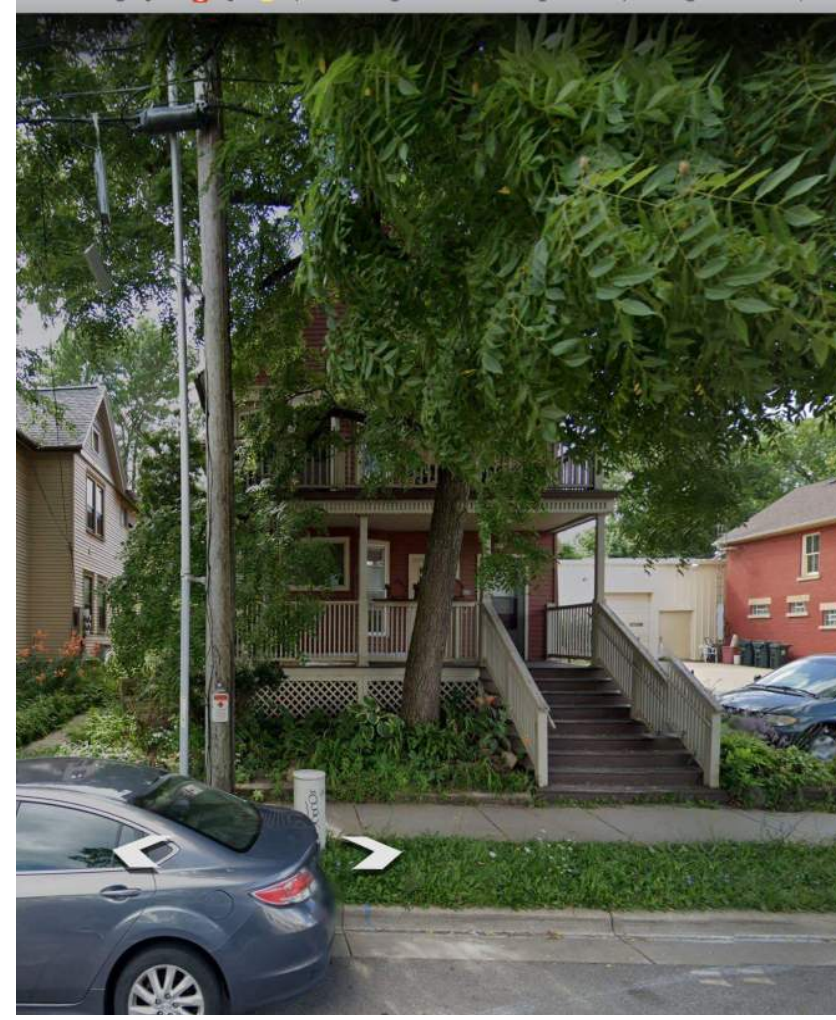




Photos  
817-821 Williamson Street  
February 24, 2020



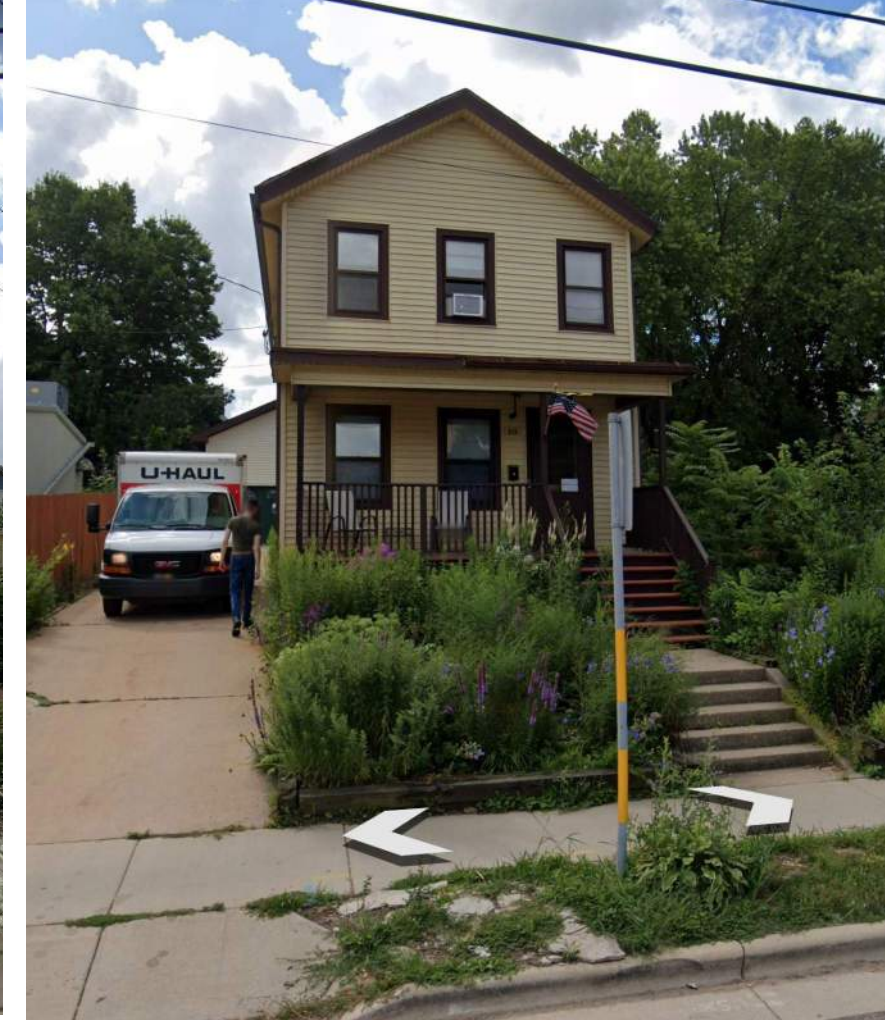




839



831



825

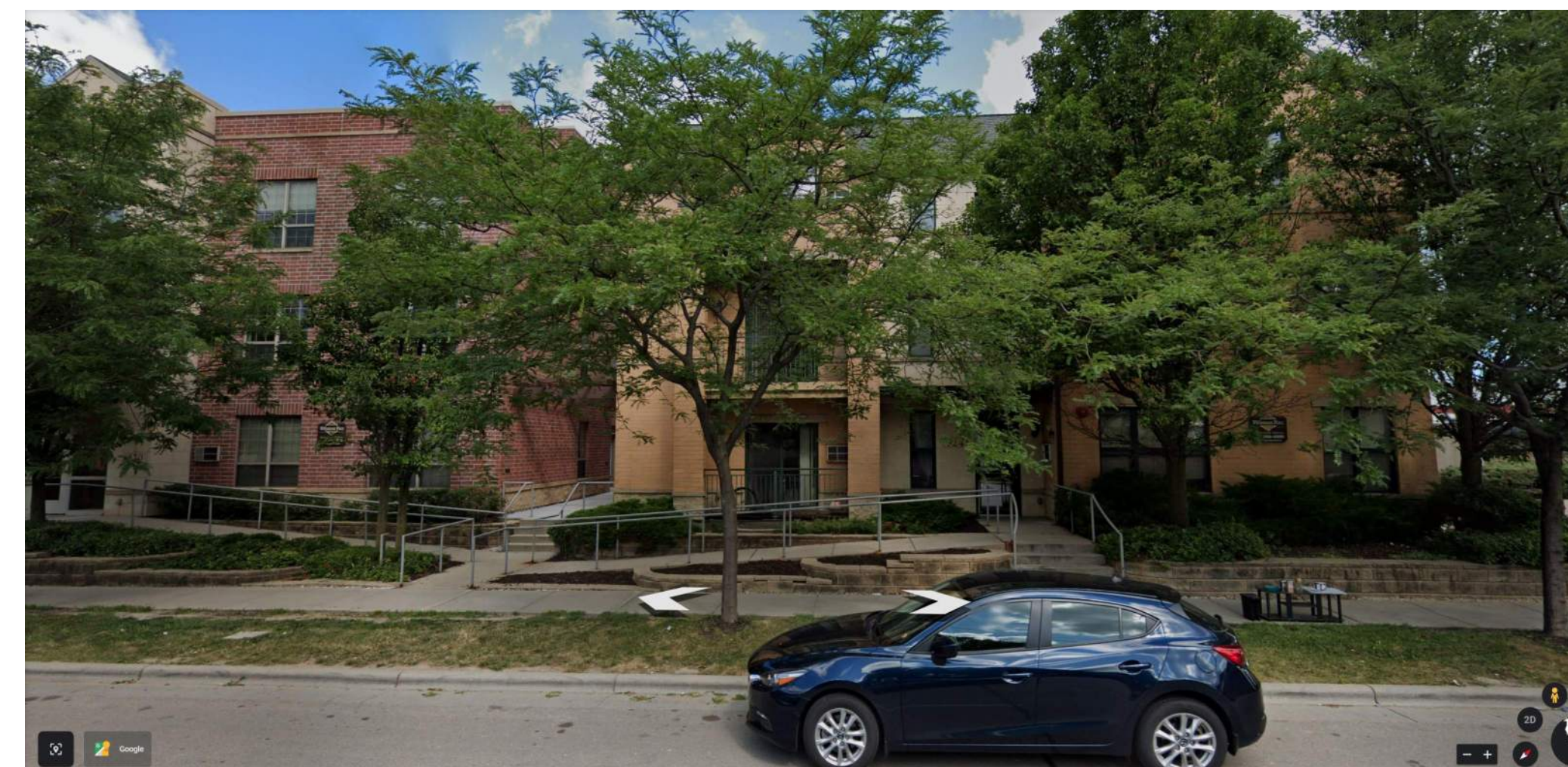


817-821 (project site)  
Williamson St.



813

811



across the street from proposed project  
Williamson St.



808

Intersection of Williamson St. & S. Livingston St. looking East





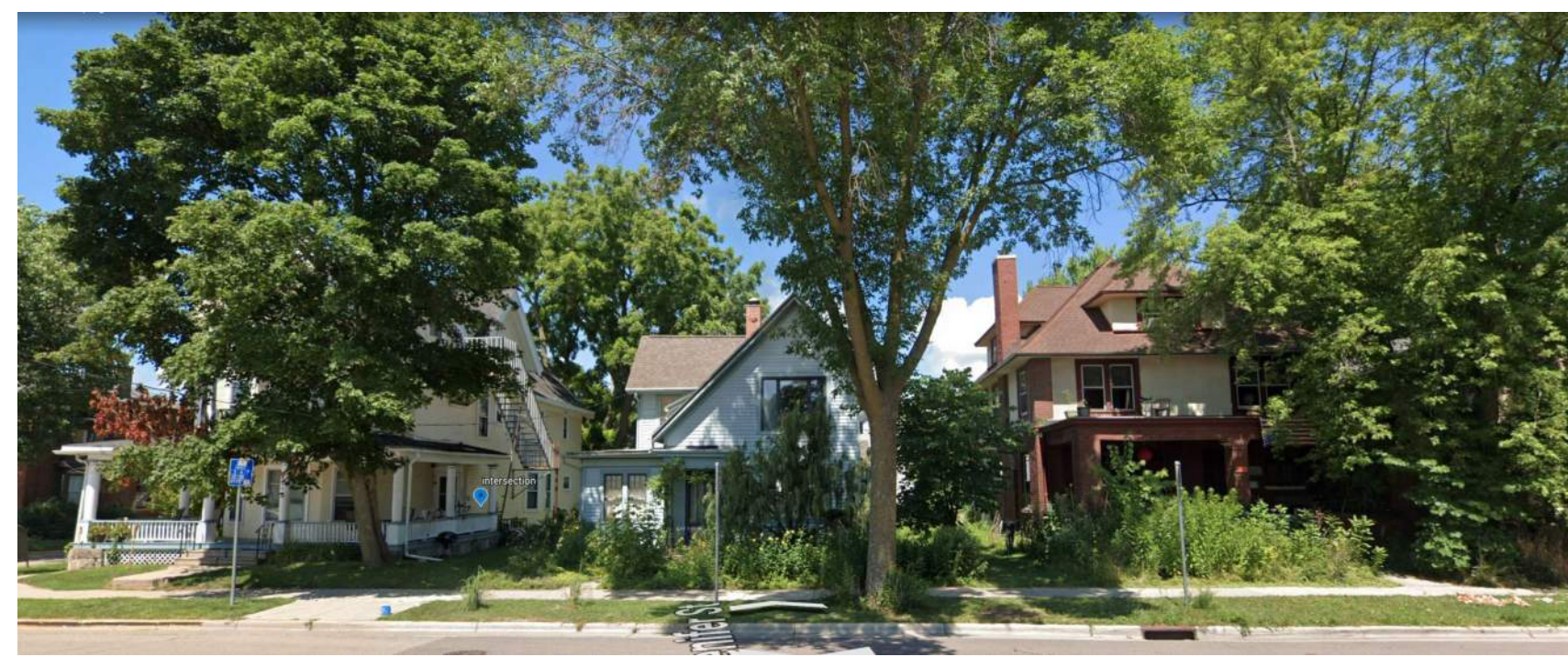
409 S. Livingston



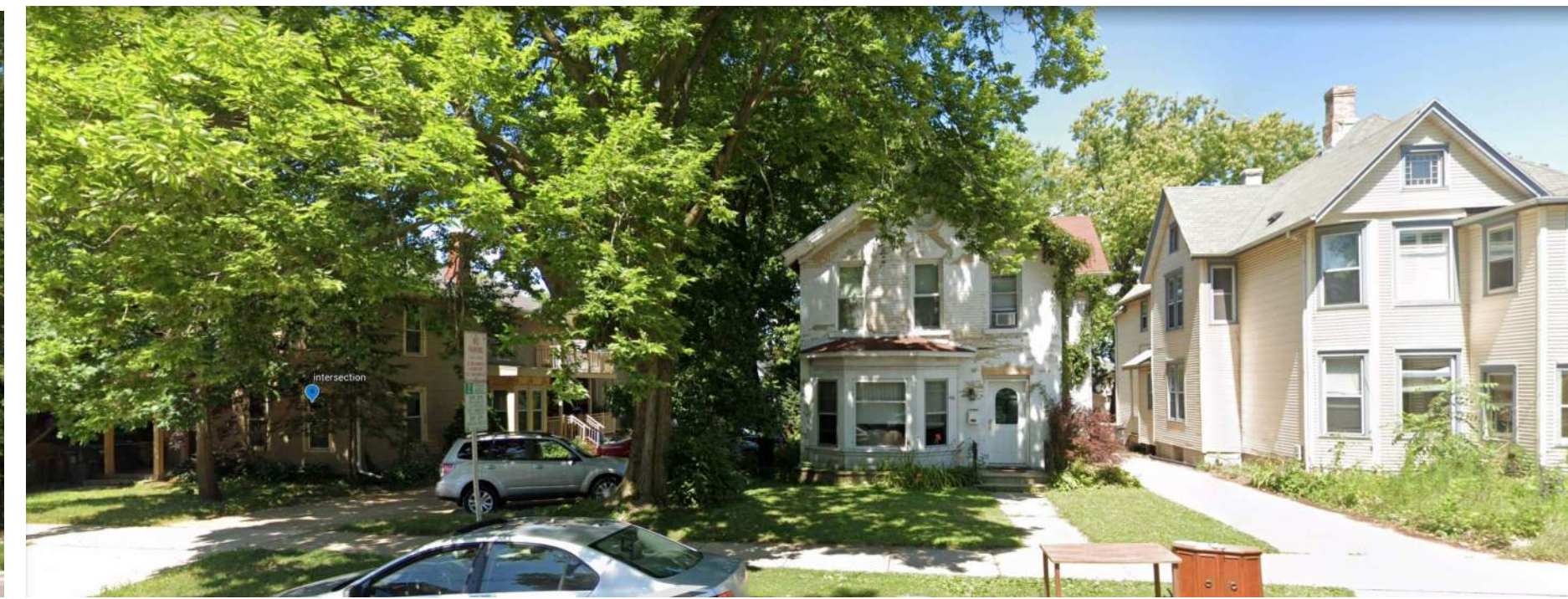
415 S. Livingston

804 Jenifer

## S. Livingston St.



804-812



814-824

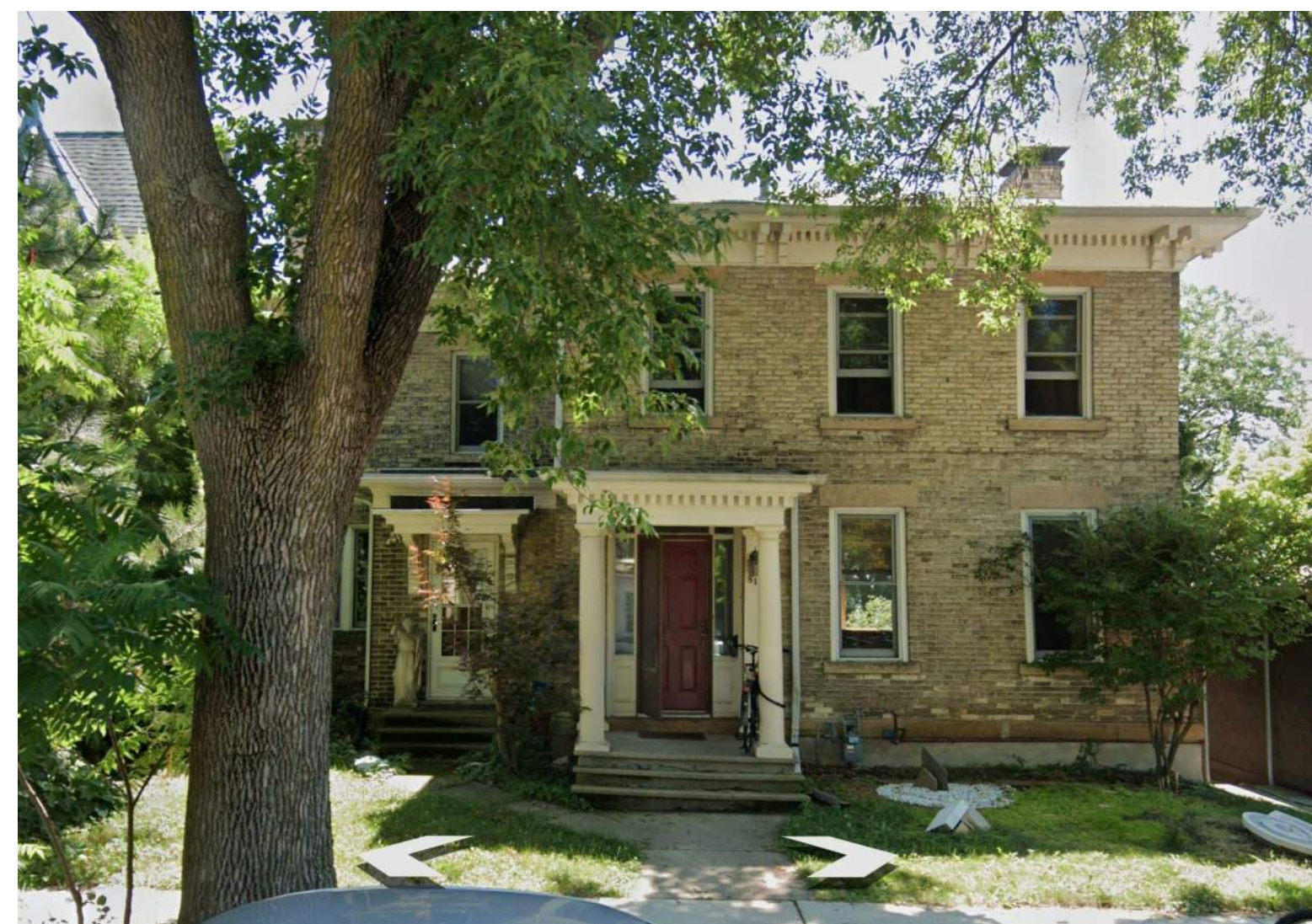


828-834



836-842

## Jenifer St.

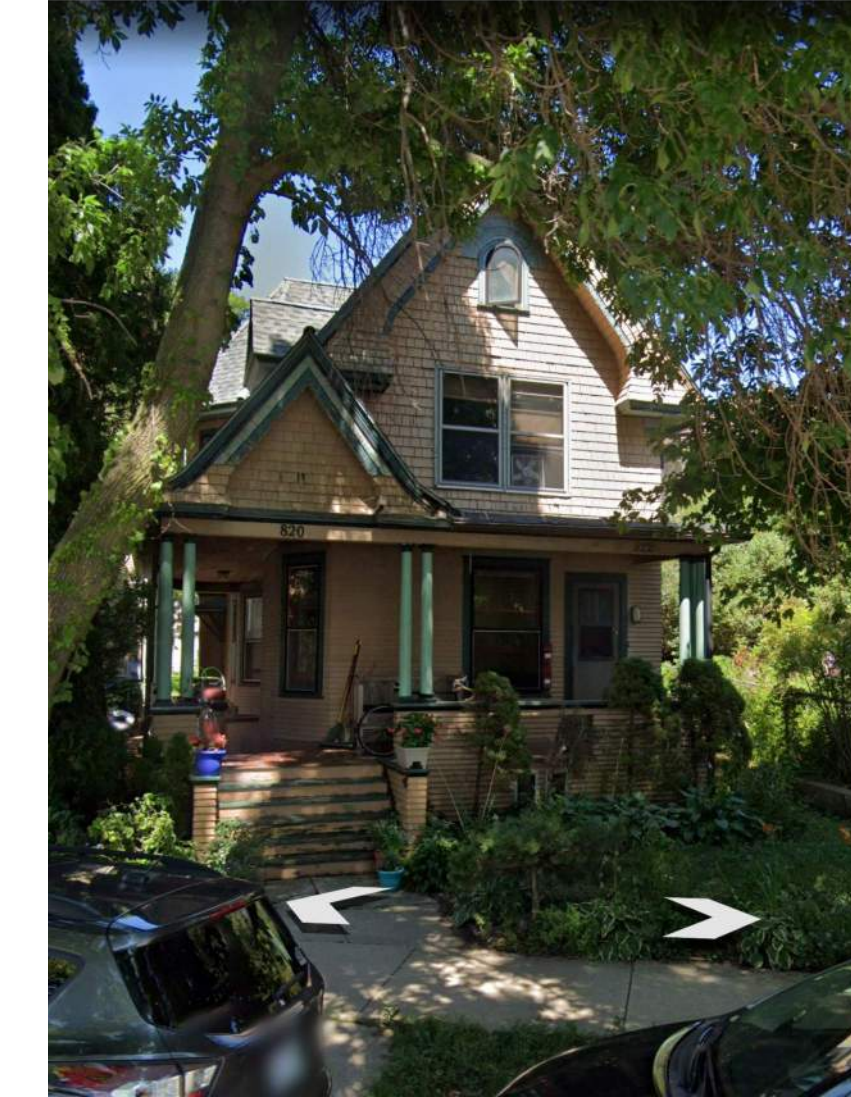


811



807

## Jenifer St.

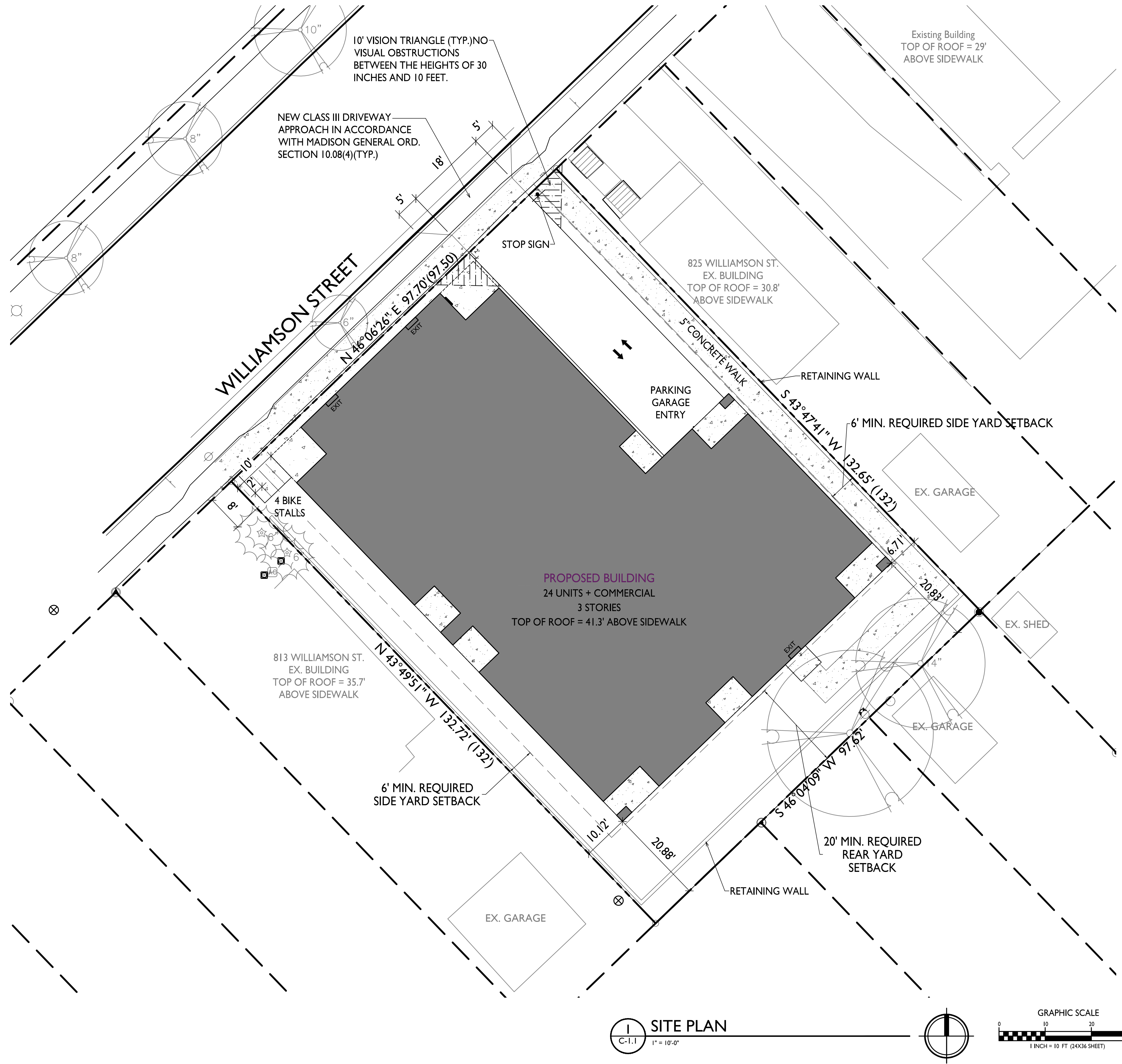


822

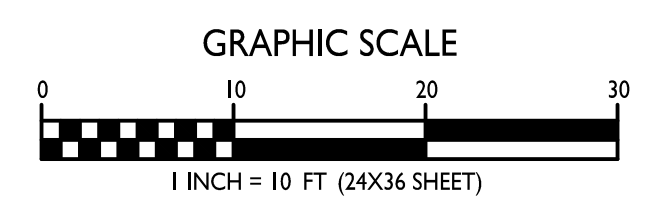
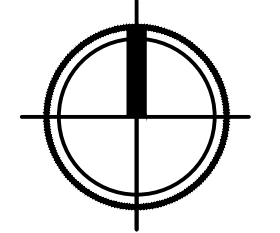


## Spaight St.





**1 SITE PLAN**  
 C-1.1 1" = 10'-0"







**knothe • bruce**  
ARCHITECTS

knothebruce.com 608.836.3690  
7601 University Ave. • Suite 201 • Middleton, WI 53562

KEY PLAN

ISSUED  
June 01, 2020

PROJECT TITLE  
**John Fontain  
Development**

817-821 Williamson  
Street, Madison  
Wisconsin

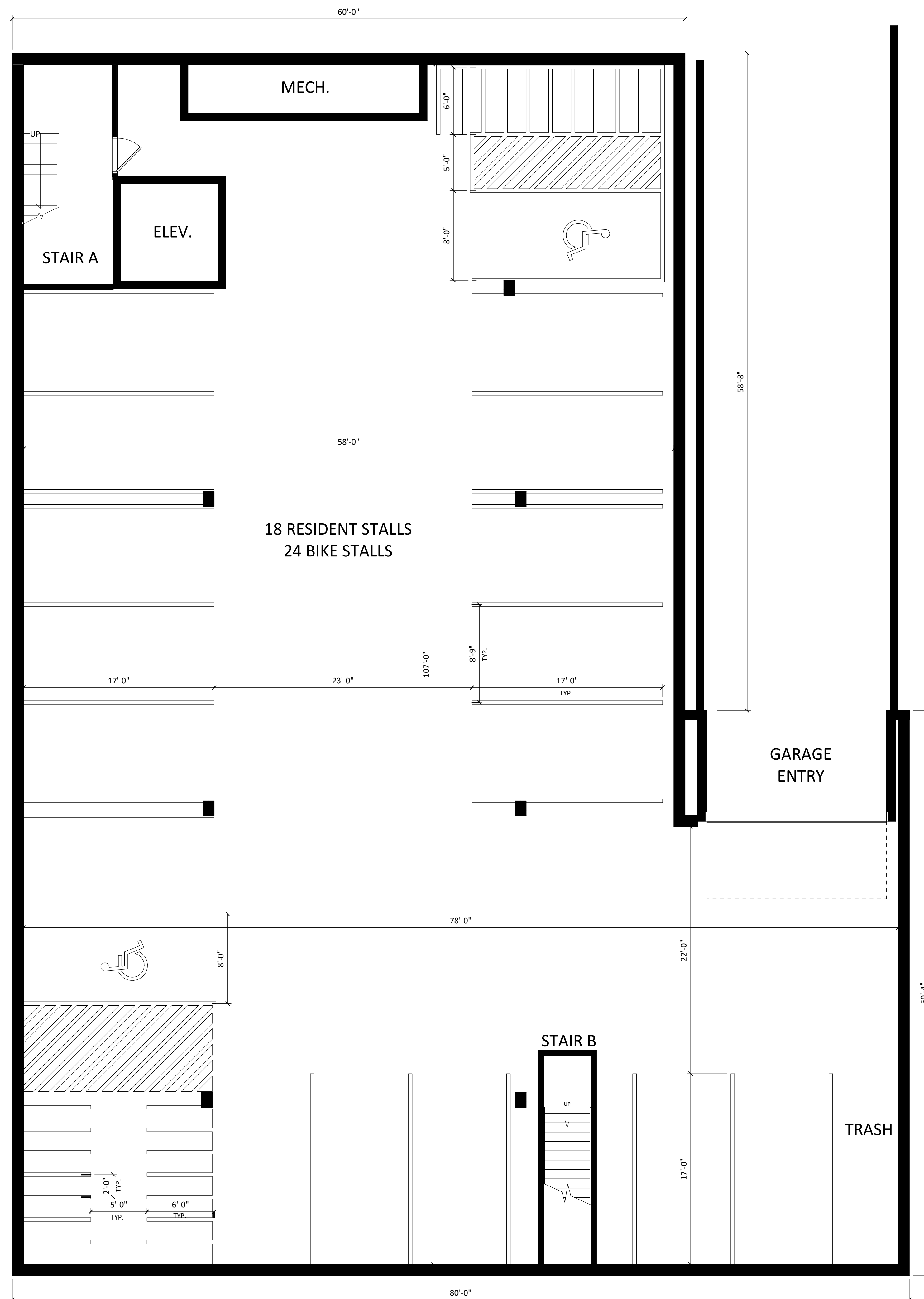
SHEET TITLE  
**BASEMENT  
FLOOR PLAN**

SHEET NUMBER

**A-1.0**

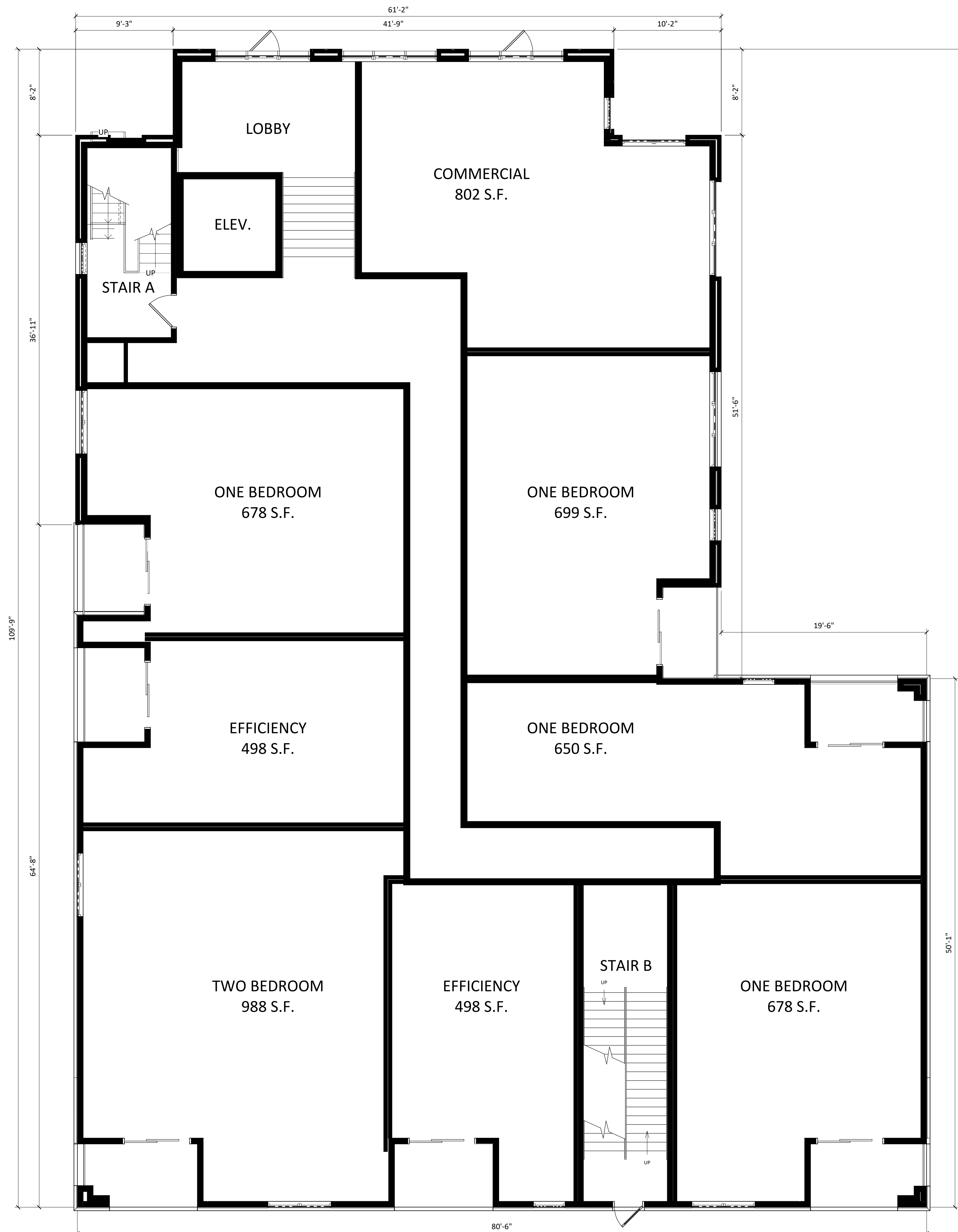
PROJECT NUMBER **2003**

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**00 - BASEMENT GARAGE ENTRY**

1  
A-1.0 3/16" = 1'-0"



1  
A-1.1 01 - FIRST FLOOR  
3/16" = 1'-0"



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KEY PLAN

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June 01, 2020

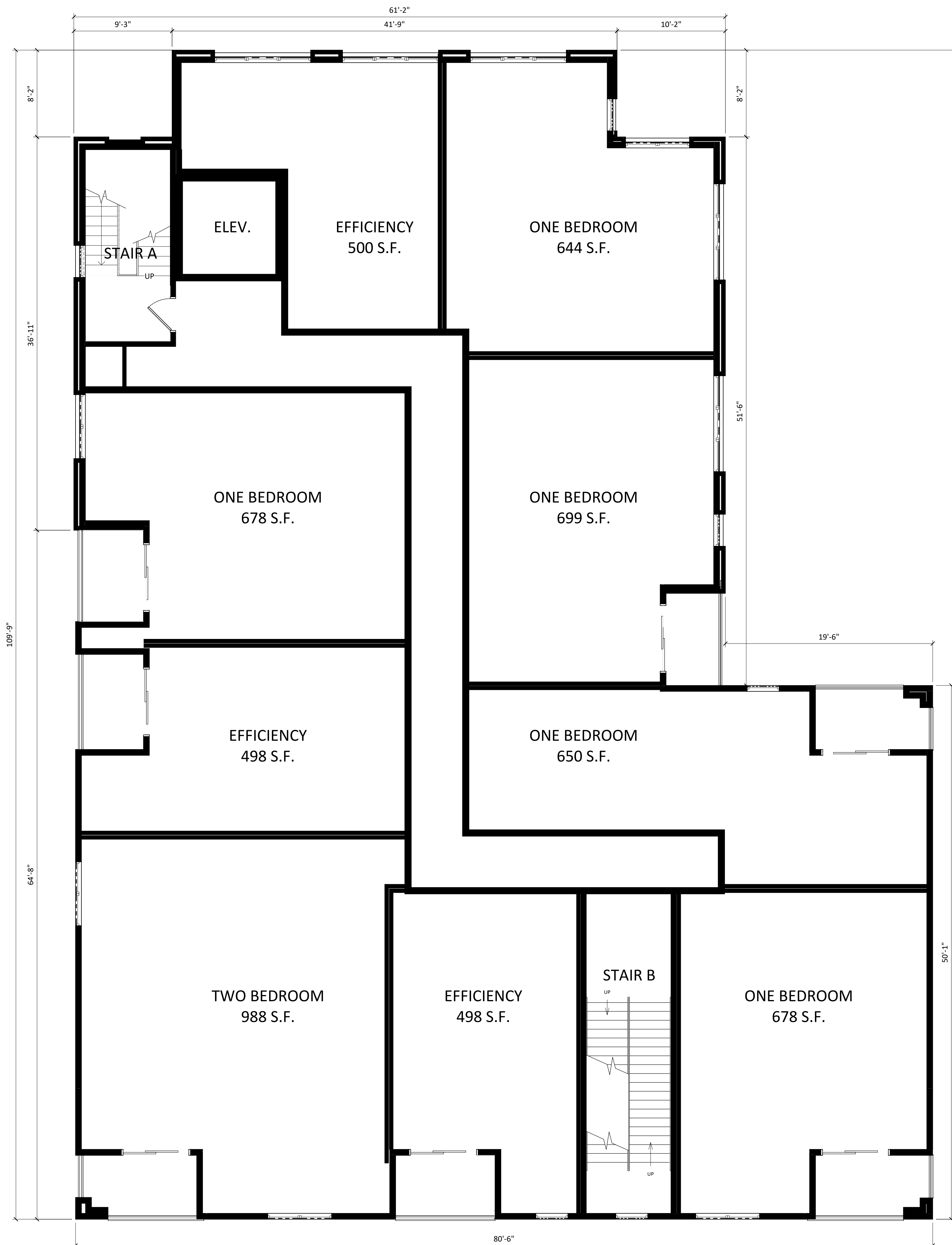
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Development**

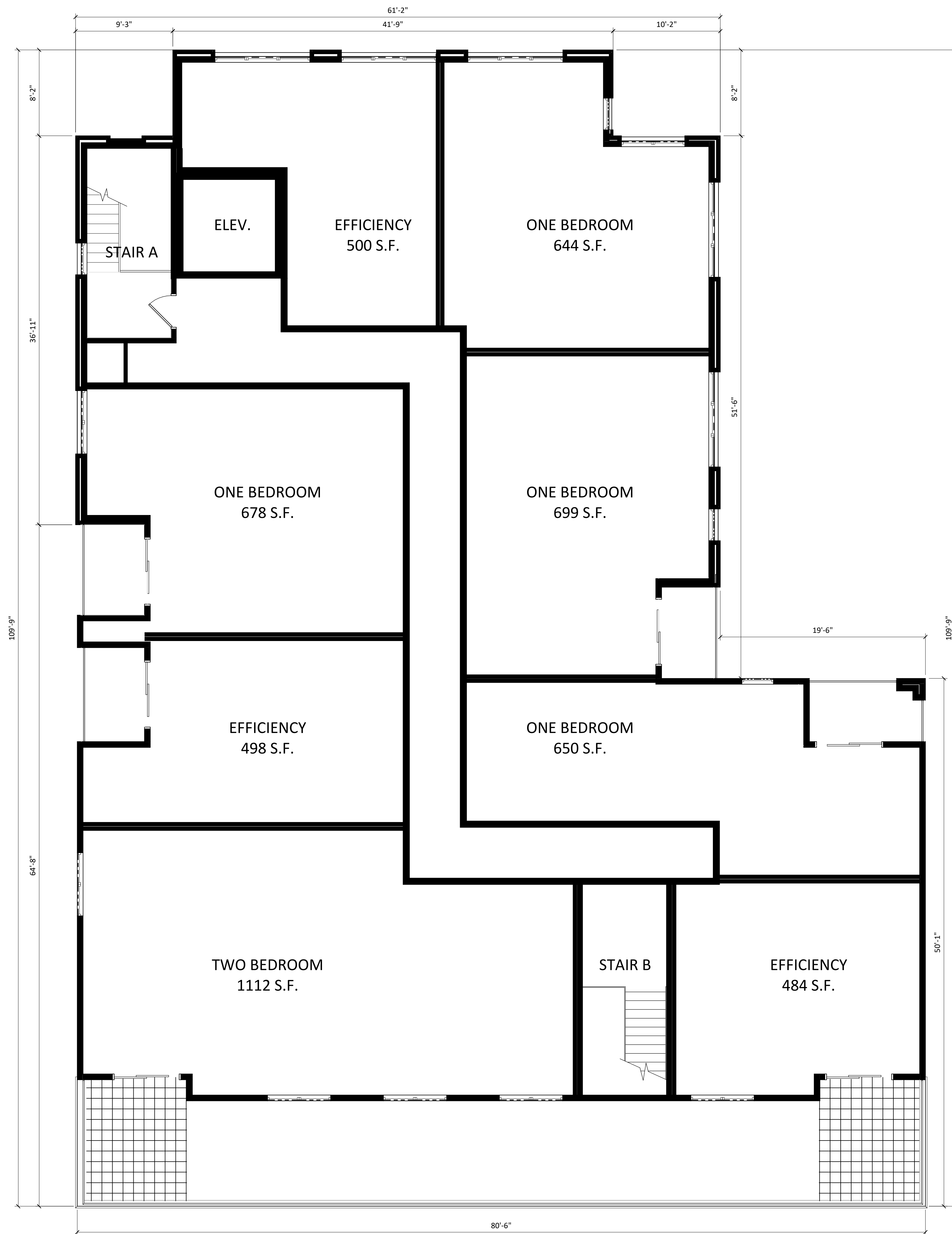
817-821 Williamson  
Street, Madison  
Wisconsin

SHEET TITLE  
**FIRST FLOOR  
PLAN**

SHEET NUMBER

**A-1.1**  
PROJECT NUMBER 2003  
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1 NorthEast COLORED  
A-2.3 1/8" = 1'-0"



2 NorthWest COLORED  
A-2.3 1/8" = 1'-0"





**1** SouthEast COLORED  
A-2.4 1/8" = 1'-0"



**2** SouthWest COLORED  
A-2.4 1/8" = 1'-0"





**John Fontain Development**  
817-821 Williamson Street, Madison Wisconsin







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John Fontain Development  
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# John Fontain Development

817-821 Williamson Street, Madison Wisconsin

RENDER

X-1.4













