

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
126 S Hamilton St
PO Box 2985
Madison, WI 53701-2985
(608) 266-4635



1. LOCATION

Project Address: 134-140 S. Blair Street; 506-518 East Wilson Street Aldermanic District: 6

2. PROJECT

Project Title/Description: The East End; Mixed Use Development consisting of 180 residential units and approximately 10,000 sf of commercial and 208 internal structured parking stalls.

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): Informational Meeting to discuss the development of a new building within the First Settlement Local Historic District and demolition of existing structures along East Wilson Street.

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

3. APPLICANT

Applicant's Name: Lance McGrath Company: McGrath Property Group, LLC

Address: 730 Williamson Street, Suite 150 Madison WI 53703
Street City State Zip

Telephone: 608-345-3975 Email: lance.mcgrath@mcgrathpropertygroup.com

Property Owner (if not applicant): _____

Address: _____

Property Owner's Signature: Lance McGrath (CONTRACT OWNER) Date: 4/22/19
Street City State Zip

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, the Department of Planning & Community & Economic Development, Planning Division, located at 126 S Hamilton Street. 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

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.

Amy Scanlon, Registered Architect
 City of Madison Planning Division
 126 S Hamilton St
 P.O. Box 2985 (mailing address)
 Madison, WI 53701-2985
ascanlon@cityofmadison.com
 (608) 266-6552

19003 – The East End – McGrath Property Group

Information Submittal to City of Madison
Landmarks Commission and Urban Design Commission

To: Commission Members and Staff

McGrath Property Group is proposing to construct a new mixed-use project on most of the assembly of properties currently owned by Robert Worm on the corner of East Wilson Street and South Blair Street. The Hotel Ruby Marie as well as the two small parcels of vacant land on the corner of South Franklin Street and East Wilson are not part of this development proposal. As part of the land purchase McGrath Property Group is also acquiring the four rental houses located along South Blair Street between the Essen Haus surface parking lot and Settlement Place Apartments that are owned by McGrath Property Group.

The properties on East Wilson Street are in a National Historic District. The original concept brought forward by the development team proposed saving the “contributing” buildings, 506 and 518 East Wilson, and demolishing the “non-contributing” buildings in between. The remainder of the site sits within the First Settlement Local Historic District. As part of the concept the four rental houses along South Blair Street were being removed; those houses currently occupy addresses 110-120 South Blair Street. Within the current site boundary the project would include a mixed-use project that would be comprised of approximately 240 residential units, 10,000-20,000 sf of commercial space, and 340 internal structured parking stalls. This structure would be of a scale of five stories along South Blair Street and E. Wilson with the internal areas of the site being of the lower three story scale as articulated by current downtown zoning height map. This concept was shared with Alder Rummel, members of the First Settlement Neighborhood, and City of Madison Planning Staff, Preservation Planner, as well as the Development Assistance Team (DAT). Over these series of meetings, and neighborhood discussions that the development team was allowed to attend, it was a common point of interest that the four houses along South Blair Street are attempted to be left in place as part of the overall development. Though the development team feels that these properties need more attention than is economically feasible as part of a larger project development they also understand the concerns of all parties involved.

As a result the development team has taken a further look at what is a viable project that not only meets the needs of the overall project goals from the development side of the equation, but what is possible while leaving the current rental houses in place along South Blair Street.

The concept proposal that we are introducing at this informational meeting to both the Landmarks Commission and the Urban Design Commission looks at the site described above while leaving the four houses in place. The current zoning and downtown height map, along with recommendations in the Downtown Plan, the updated Comprehensive Plan, and the First Settlement Neighborhood Plan (1995) all point to this particular site as being underutilized and a prime candidate for a more intensive development. The Downtown Plan points to this block (Block 115) as underutilized and a focus for more intensive redevelopment. The Comprehensive Plan defines these sites as ones for generally larger multifamily buildings or multifamily complexes. Within the First Settlement Neighborhood Plan it calls for higher density residential developments on arterial streets, institutional edges such as Butler Street and Lake Monona frontage. This site is identified as R7 within the neighborhood plan and again calls for higher density and higher rise development due to its location along major transportation corridors and/or valuable lakefront sites such as the E. Wilson Street frontage.

The proposed development is comprised of 180 residential units, 9,000-10,000 sf of new commercial space along South Blair Street and E. Wilson Street, and 208 internal structured parking stalls. The building's grade level commercial space and residential lobby along both E. Wilson Street and South Blair Street would be a taller single story to allow for better commercial spaces that will also shield the internal structured parking located at the center of the site. Above the grade level along E. Wilson Street and South Blair Street would be four levels of residential housing. The building scale and its location fit within the boundaries of the downtown height map and keep the taller mass of the development along the edges of the First Settlement Neighborhood and in relation with the taller neighboring structures of the Cardinal Hotel, South Franklin Street condominiums, MG&E buildings, Settlement Place, The Ruby Marie Hotel, and 320 E. Wilson Street apartments. This is a key component to both the Downtown Plan and First Settlement Neighborhood Plan recommendations for potential development of this site. Within the depth of the site a two level portion of residential apartments would step down to the scale of the Germania condominiums. Along E. Wilson Street the Come Back In would remain as an independent structure as originally planned within the development and will be renovated on a separate track of approval and permitting. Through our investigation of the existing structures on site the 518 E. Wilson Street building that was originally intended to remain as part of the new development was found to not be in a condition that makes renovation viable. Areas of the existing structure are pulling apart from each other along the exterior walls, portions of the foundation are collapsing in on themselves and have led to areas of floor framing falling in within the current structure.

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As the development team continues to advance the design of the project we understand the importance of the relation of the new structure to its neighbors, and creating a design that pulls from the proportions and scales found within those structures; this doesn't simply mean a building of the same height. This goes to understanding the form, and the relation and breaking down of that form within the overall mass of the building. It is also important to do this in a manner that respects the new development and its qualities and character that will contribute to the ever evolving Downtown of the City of Madison.

It is the intent of the development team to continue the dialogue with the First Settlement Neighborhood with two scheduled meetings at the end of April and middle of May. From those meetings we will be submitting our Land Use Application on May 29, 2019.

Sincerely,

Marc Schellpfeffer, AIA
Partner; CaS4 Architecture, LLC

MDS/pmc

Copied
File



Properties and Adjacent Sites

The East End - McGrath Property Group
 City of Madison Landmarks and Urban Design Commission Informational Meeting Submittal
 Scale: 1" = 100' - 0"

April 22, 2019 Submittal; May 6, 2019 Landmarks Commission informational meeting and May 8, 2019 Urban Design Commission informational meeting



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Current Zoning for Properties and Adjacent Sites

The East End - McGrath Property Group
Scale: 1" = 30' - 0"

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architecture, llc



Lower Level Plan

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19003.00



Grade Level Plan

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Upper Level Parking Plan

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19003.00



Residential Level Plan - Second and Third Floor

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Residential Level Plan - Fourth and Fifth Floor

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 Scale: 1" = 30' - 0"

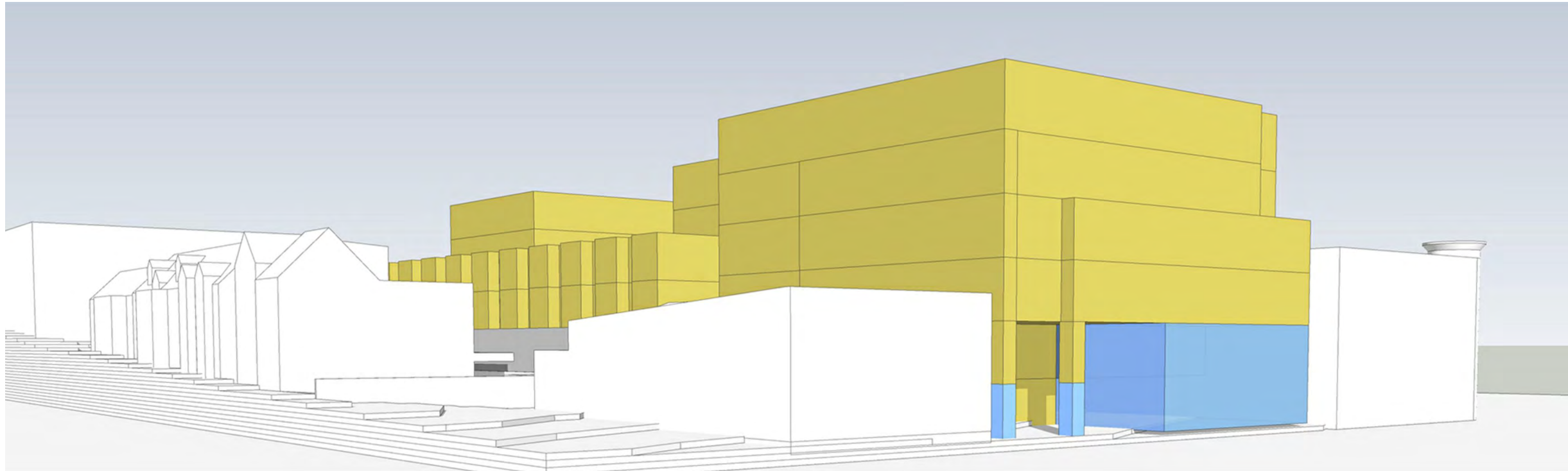
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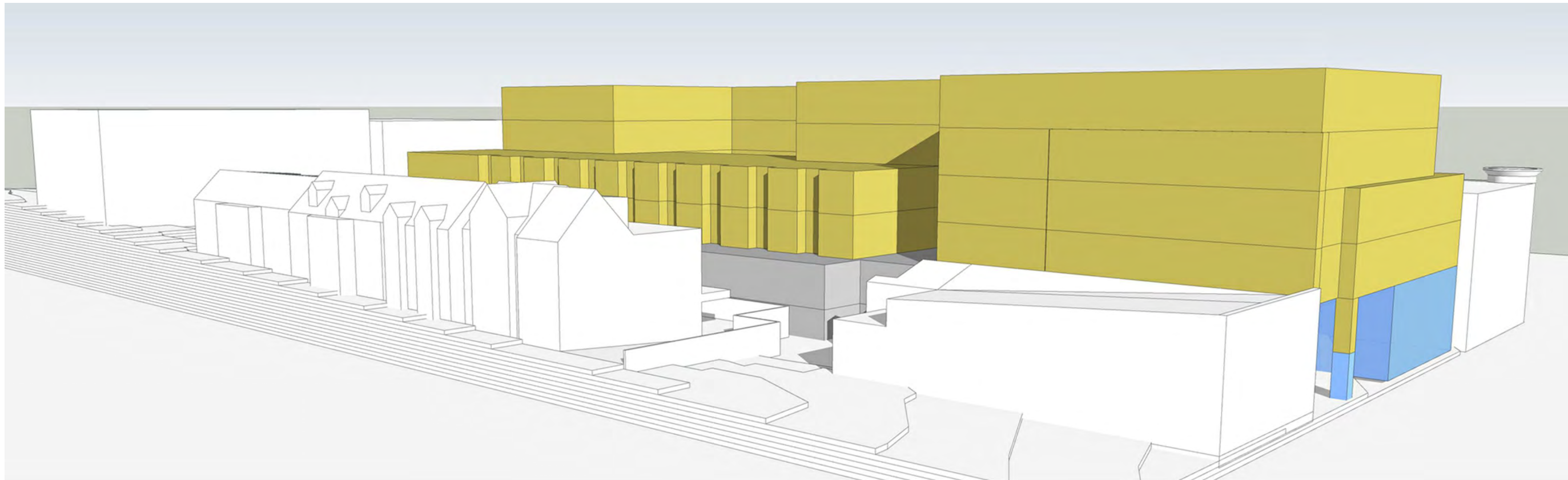
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Street View from corner of South Franklin and East Wilson Street



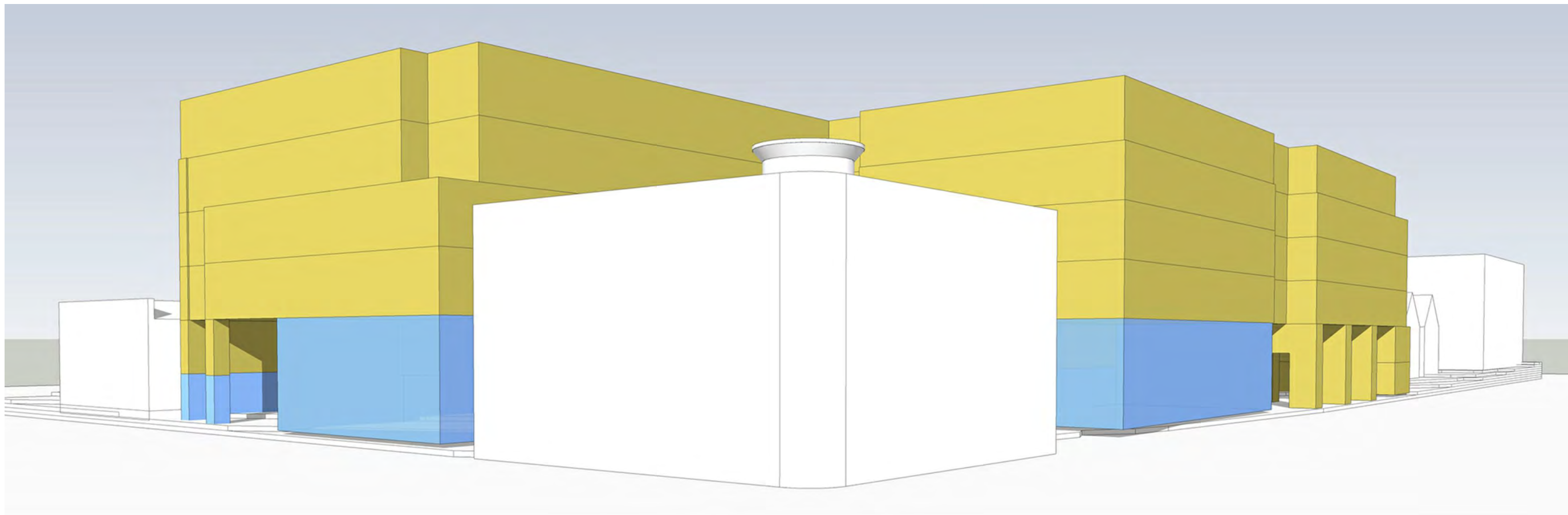
Elevated View from corner of South Franklin and East Wilson Street

Views of Immediate Site

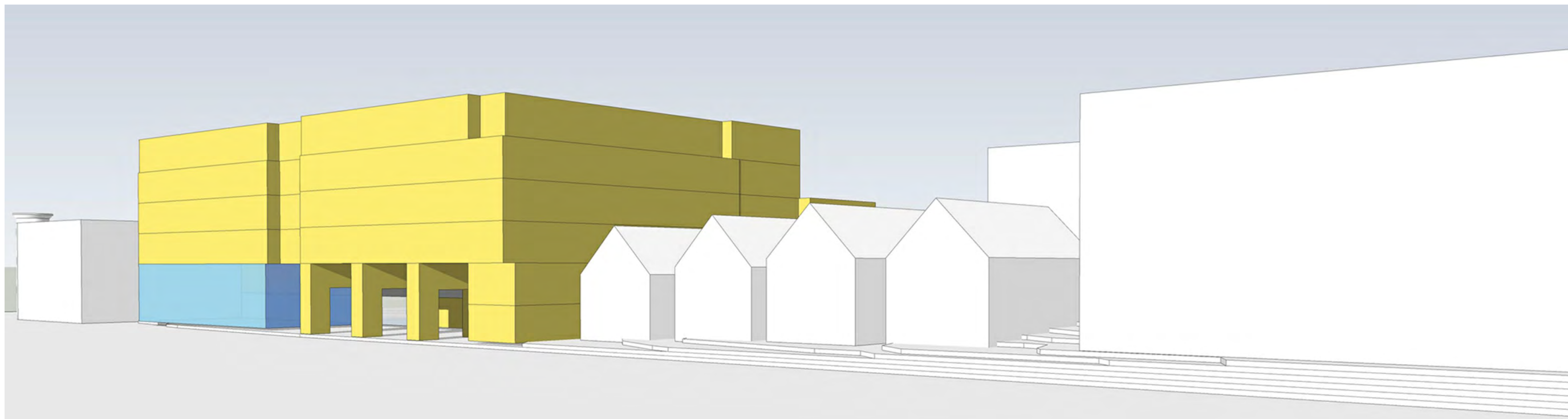
The East End - McGrath Property Group
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Street View from corner of South Blair and East Wilson Street



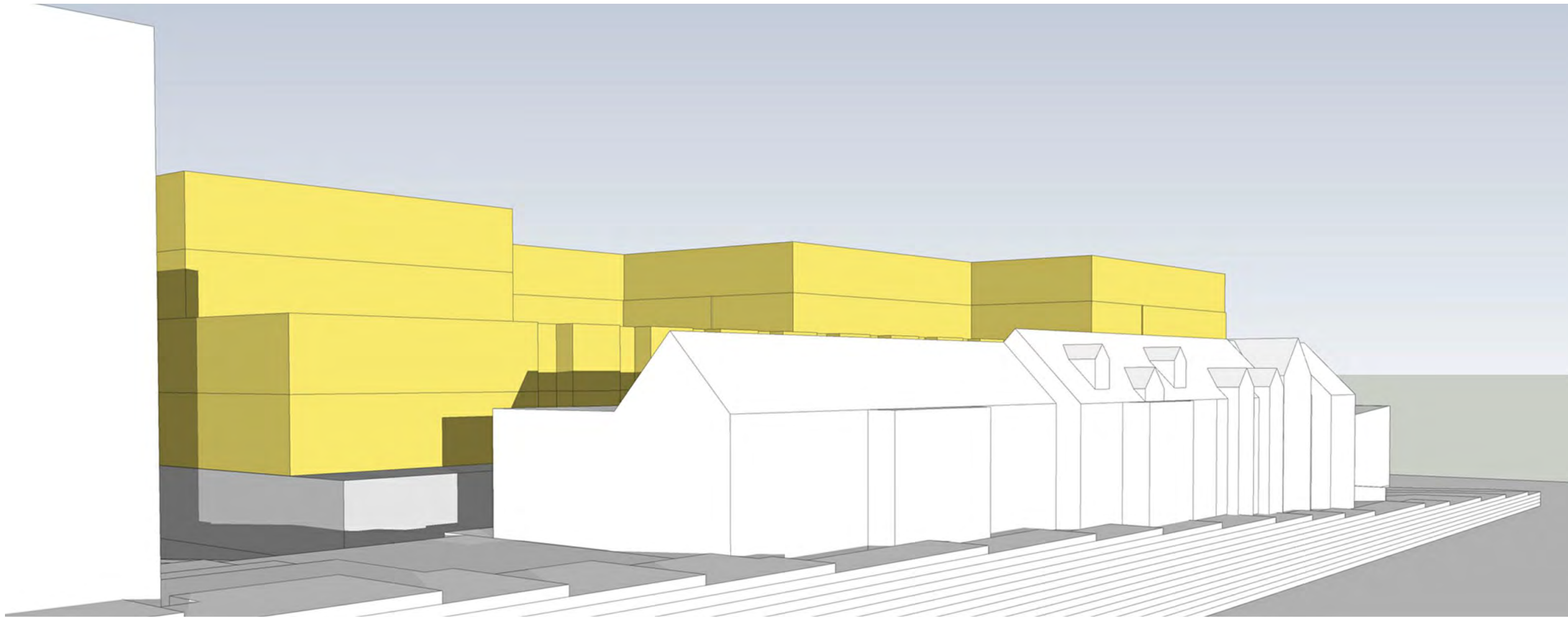
Street View from South Blair and East Main Street

Views of Immediate Site

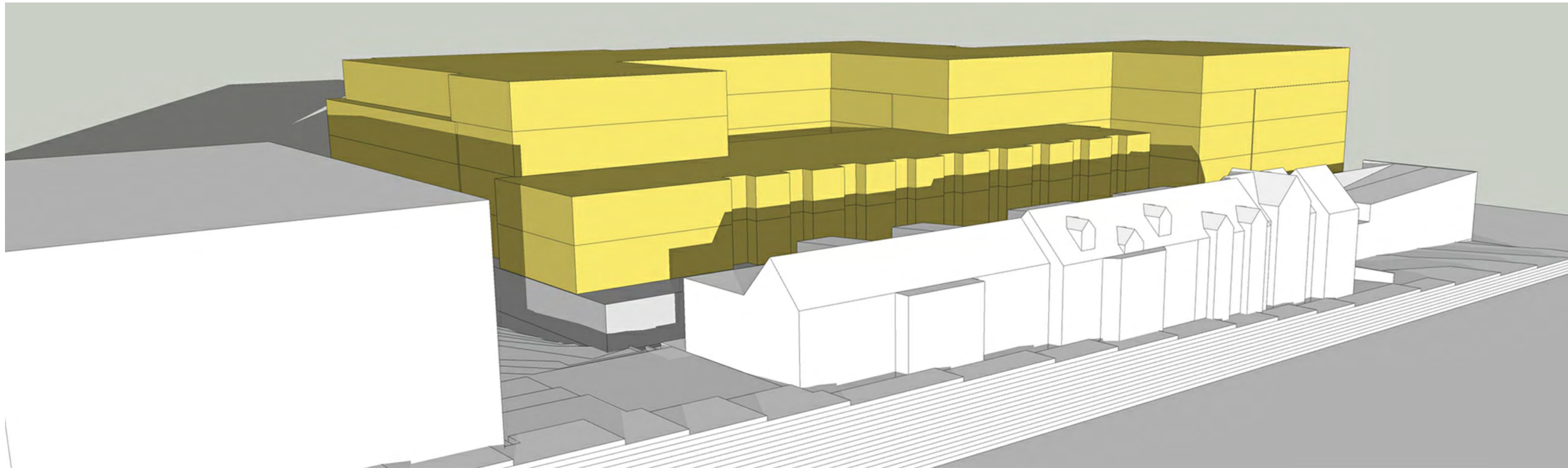
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Street View from South Franklin Street



Elevated View from South Franklin Street

Views of Immediate Site

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