LANDMARKS COMMISSION APPLICATION

IC

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: 134 South Blair Street			Alder District: 6		
2. PROJECT					
Project Title/Description: JCAP Blair Wilson Rede	velopment				
This is an application for: (check all that apply)		Legist	ar H		
New Construction/Alteration/Addition in a Local Is or Designated Landmark (specify):	listoric District	ECEISE	ui #.		
☐ Mansion Hill ☐ Third Lake Ridge	☑ First Settlement		DATE STAR	ΛP	
☐ University Heights ☐ Marquette Bungalows	☐ Landmark				
 ☑ Land Division/Combination in a Local Historic Distrortor or to Designated Landmark Site (specify): ☐ Mansion Hill ☐ Third Lake Ridge 	First Settlement	DPCED USE ONLY			
☐ University Heights ☐ Marquette Bungalows	☐ Landmark	O USE			
☐ Demolition		DPCE			
☐ Development adjacent to a Designated Landmark					
☑ Variance from the Historic Preservation Ordinance	e (Chapter 41)		· · · · · · · · · · · · · · · · · · ·		
☐ Landmark Nomination/Rescission or Historic Distri)			
☐ Informational Presentation		,			
☐ Other (specify):					
3. <u>APPLICANT</u>					
Applicant's Name: Brian Johnson	company: JCAP	Real Estate			
Address: 212 South Barstow Street, Eau Claire,					
Street Telephone: <u>(</u> 715) 831-3994	Email: brian@jcapr	city realestate.com	State	Zip	
Property Owner (if not applicant): JDJ Import Compa	any LLC.				
Address: 514 East Wilson Street, Madison, Wisc	onsin 53703				
Property Owner's Signature:		City Date:	State	Zip	
NOTICE REGARDING LOBBYING ORDINANCE: If you are seeking approves residential development of over 10 dwelling units, or if you are seeking	· · · · · · · · · · · · · · · · · · ·	•		ar.	

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. <u>APPLICATION SUBMISSION REQUIREMENTS</u> (see checklist on reverse)

All applications must be filed by 12:00pm on the submission date with the Preservation Planner. 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

ADDITION SURMISSION REQUIREMENTS CHECKLIST:

un	order to be considered complete, every application submission shall include at least the following information less otherwise waived by the Preservation Planner. All application materials should be submitted electronically to admarkscommission@cityofmadison.com. Please note that an individual email cannot exceed 20 MB.
∠	Landmarks Commission Application w/signature of the property owner.
v	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;
	☐ Photographs of comparable historic resources within 200 feet of subject property;
	☐ Manufacturer's product information showing dimensions and materials.
V	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, mechanicals, 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.
v	Any other information requested by the Preservation Planner to convey the aspects of the project which may include:
	□ Perspective drawing
	□ Other

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 to ensure the project considered by the Landmarks Commission meets Zoning requirements.

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



Monday, January 29, 2024

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

The attached formal submittal packet outlining the request for certificate of appropriateness for the dissolution of underlying lot lines for the 134 South Blair Street Parcel, certificate of appropriateness for new construction in the First Settlement Local Historic District, and a Variance request for the creation of a 4/8-story, 170-unit multifamily Residential building.

Project Request:

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

Certificate of Appropriateness: Architectural Compatibility (Residential Building)

Variance: Alternative Design (Residential Building)

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: Trina Sandschafer
Kahler Slater Joel Koeppen
722 Williamson Street Evelyn Freimann

Madison, WI 53703

Engineering/Landscape:

Vierbicher Justin Zampardi 999 Fournier Drive Jonathan Lilley Madison, WI 53717 Kevin Pape

Entitlement:

Vandewalle & Associates Brian Munson 120 East Lakeside Street

Madison, WI 53715

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 Wison 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:

<u>Objective 4.12</u>: 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.

<u>Recommendation 107:</u> Focus more-intensive development on selective vacant of 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).

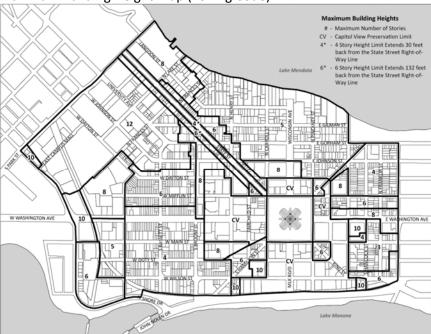
<u>Recommendation 108:</u> Preserve the character of the First Settlement Historic District and

ensure than 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)

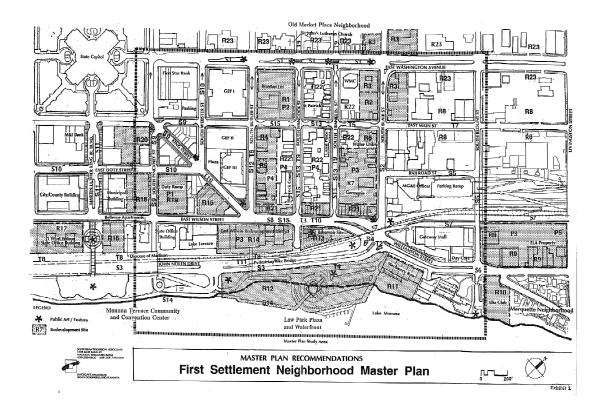
The First Settlement Neighborhood Plan (1995) calls for higher density residential along arterial streets with this site specifically identified (R7) for higher density residential development.

"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 within the First Settlement Local Historic District and will require Certificates of Appropriateness for the dissolution of existing underlying lot lines and architectural compatibility with the contributing buildings within 200' of the site. The majority of the contributing buildings within this threshold are single family or two unit homes, but offer architectural cues through building forms, porches, materials and details that have been incorporated into the design.

The design team has worked closely with City Staff to develop a design approach that draws from the character of the district while developing a critical non-contributing surface parking lot.

VISUAL COMPATIBILITY



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 Hotel Ruby Marie remains at 3 stories per the existing conditions.

Building Character

Both new buildings feature step backs and design details to reflect the adjoining architectural datum and character, 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. 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 on both sides of 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 Schedule

Initial Staff Meeting May 17th

Planning Staff/Landmarks Meeting June 27th

Alder Rummel Meeting July 13th
CNI: Tim Kamps Meeting July 20th
Development Assistance Team Meeting July 27th

Initial First Settlement Neighborhood Meeting
Initial Neighborhood Meeting
Demolition Request Notification/
August 7th
August 9th
August 28th

Formal Submittal Notification (CNI)

Landmarks Informational Meeting September 18th
UDC Informational Meeting September 20th

Staff Meetings October 3rd

Staff Meeting November 14th
Alder Rummel Meeting November 30th

Staff Meetings: December 5th
Neighborhood Meeting #2 December 20th

Staff Meeting: January 10, 2024 Formal Project Submittal January 29, 2024

Project Context Photos: Blair Street Context:

















Wilson Street Context

















Franklin Street Context:



























Site Context:



























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

This parcel, the largest existing lot within the historic district, includes underlying parcel 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 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.





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 design references to the historic character of the neighborhood through articulation, materials, windows, colors, and mechanical systems. The resulting design concept seeks to create a building that responds to the character of the surrounding neighborhood and meets the adopted standards & guidelines for new construction in the First Settlement Historic District.

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 townhome 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 building is seeking a variance for the overall mass, as outlined in the following section.

Height/Stepbacks

The project follows the downtown plan recommendations and staff discussions to create an overall mass that steps back from Blair Street with a townhome expression 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' setback above townhomes
- 10' setback at 8th 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 from the contributing buildings within 200' of the site, with an intentional focus on the pedestrian environment and the townhome expression as recommended by City Staff.

- Materials on the primary and secondary structures are designed to be in alignment with the period of significance within the historic district.
- The visible roof forms for the townhomes on Blair are designed to be similar to resources within 200'. Materials of visible roof forms are to replicate the resources within 200'. All other roof forms are designed to be flat roofs and not visible to the surrounding context. Roof terraces are designed to not be visible to the surrounding context and ROW and guard rails are to be concealed behind raised parapets.
- Windows, doors, and awnings visible from the ROW and surrounding context are to be compatible with the surrounding context.
- Porches on Blair St. are designed to be consistent with the surrounding context in scale, elevation and proportion. Balconies above the 2nd story are not visible from the primary ROW and located on the back of the building.

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

The proposed development is seeking a variance for alternative design for the scale of the building. The scale and scope of the proposed building creates the financial structure to develop the existing lot while tying 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 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 surrounding neighborhood and the design of the massing brings the pedestrian scale through the townhome expressions informed by the adjoining buildings within 200'.

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.

Blair Street Context Photos:

















WILSON + BLAIR

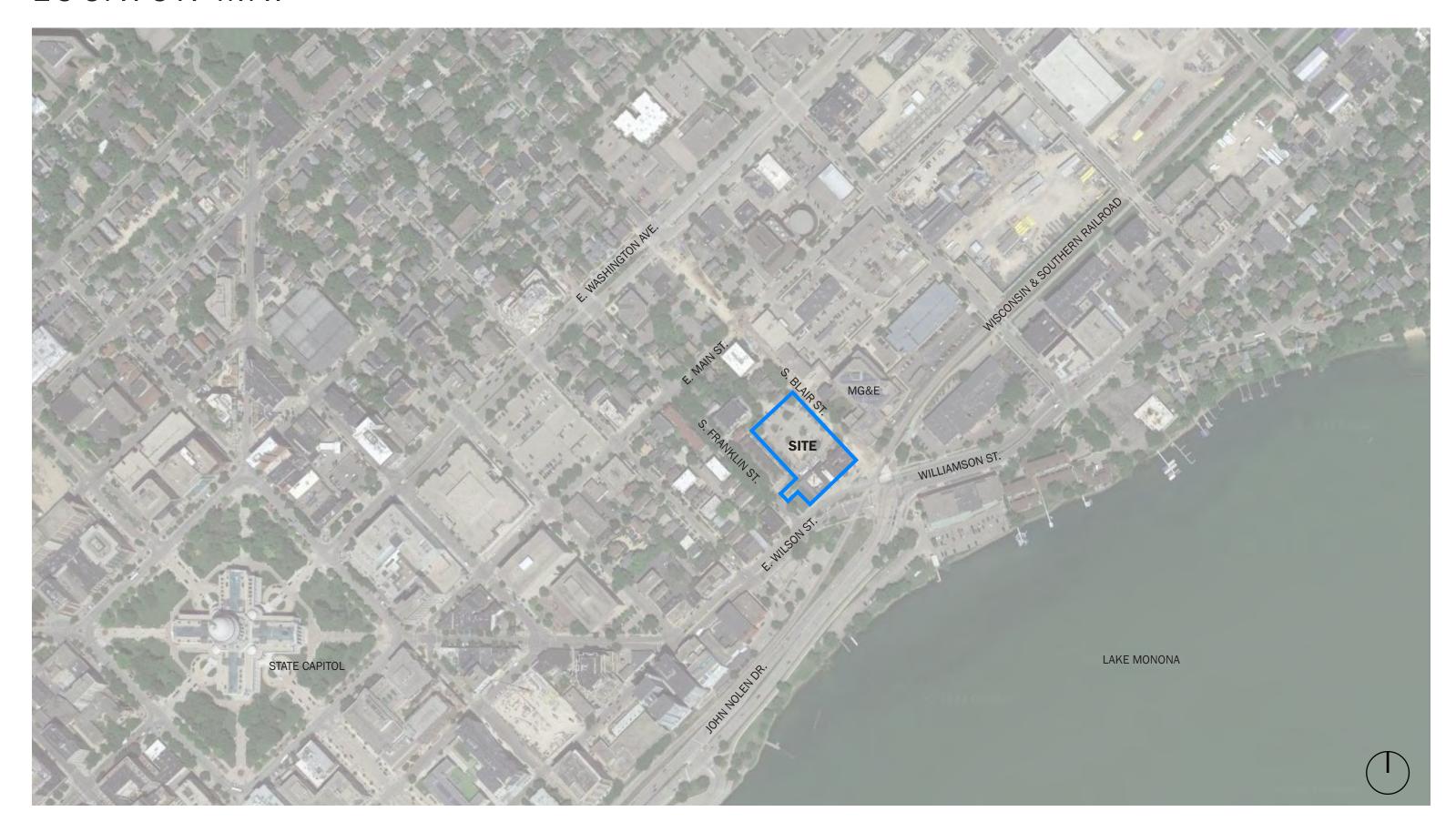
MADISON, WISCONSIN

JCAP REAL ESTATE

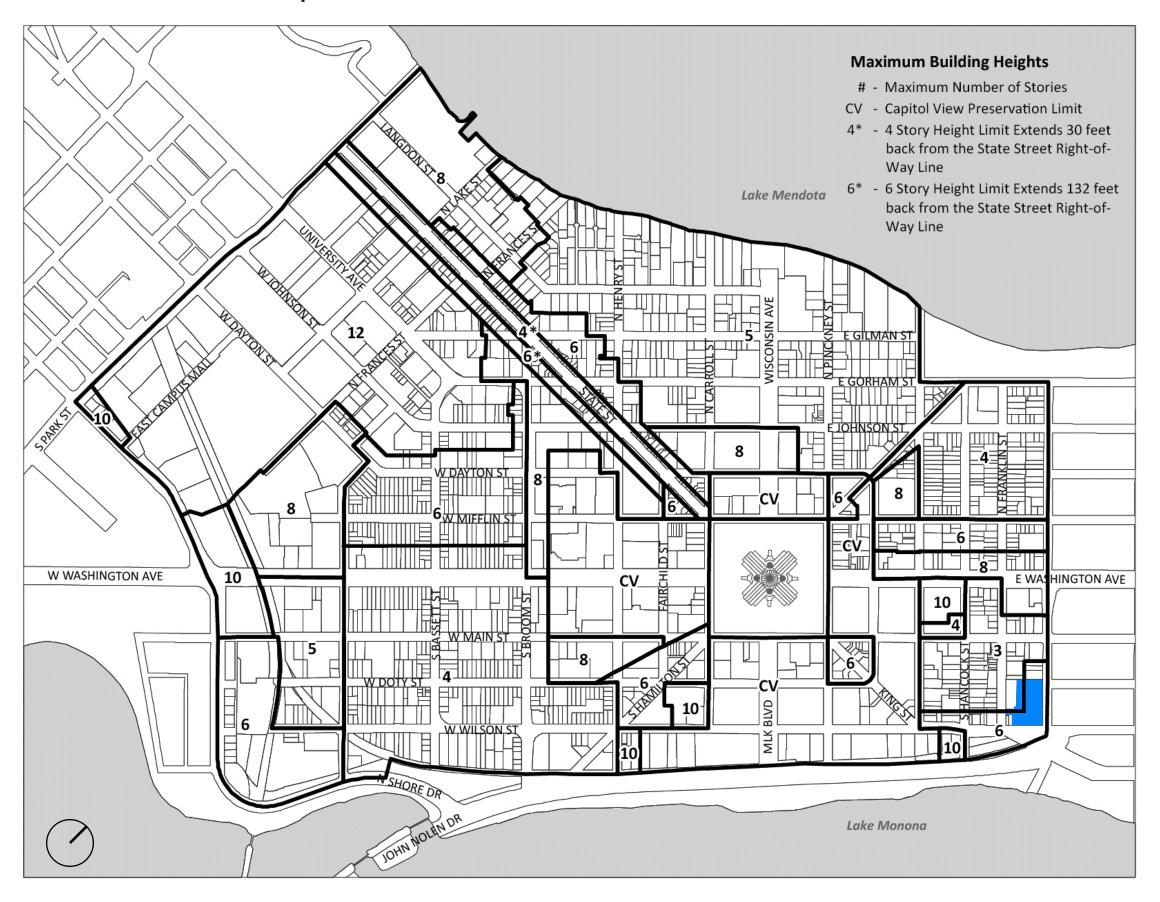
LANDMARKS + UDC FORMAL SUBMITTAL
JANUARY 29, 2024

Kahler Slater

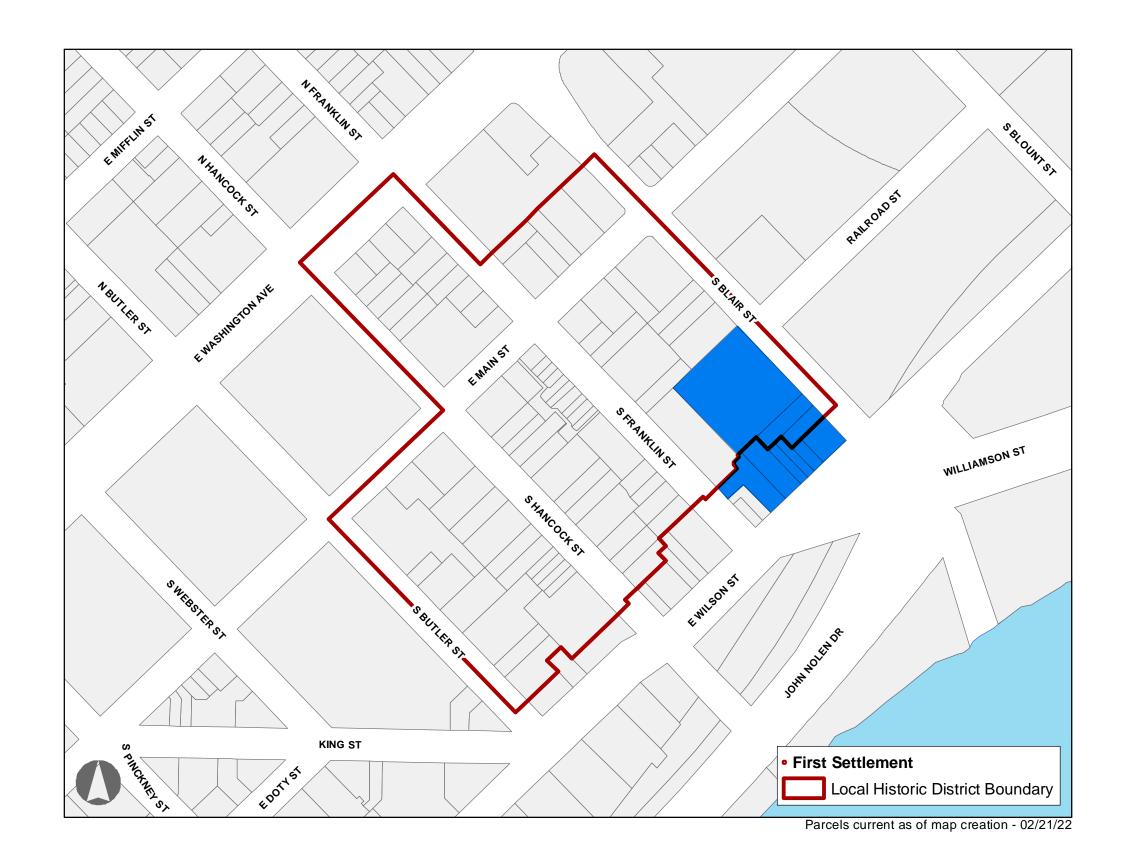
LOCATOR MAP



ZONING INFORMATION | HEIGHT MAP



ZONING INFORMATION | HISTORIC DISTRICT



ZONING INFORMATION | HISTORIC DISTRICT

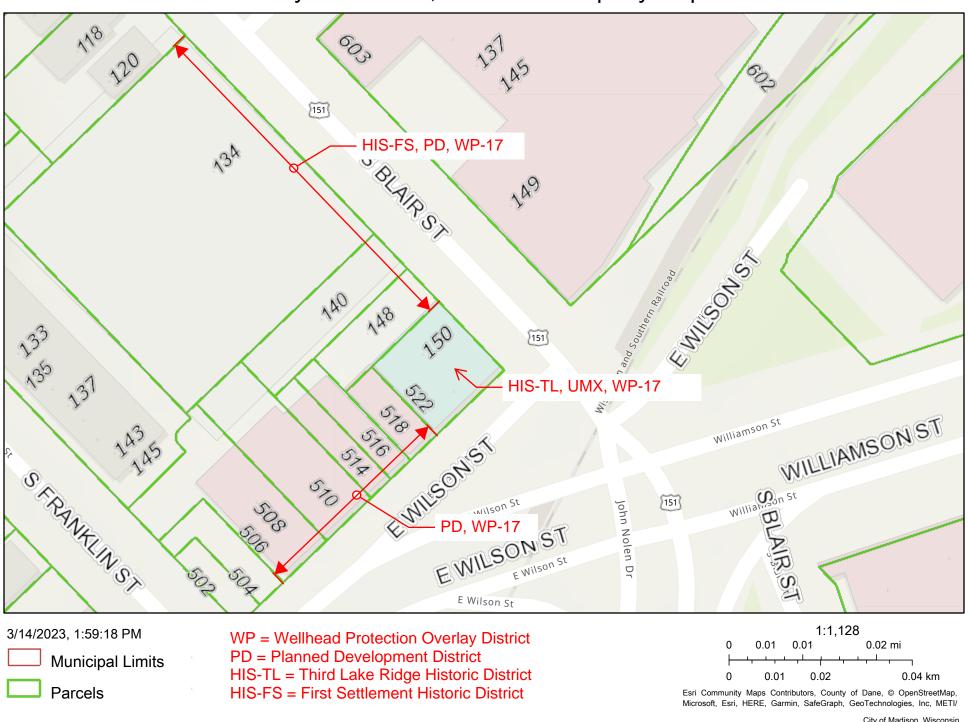


ZONING INFORMATION | HISTORIC DISTRICT



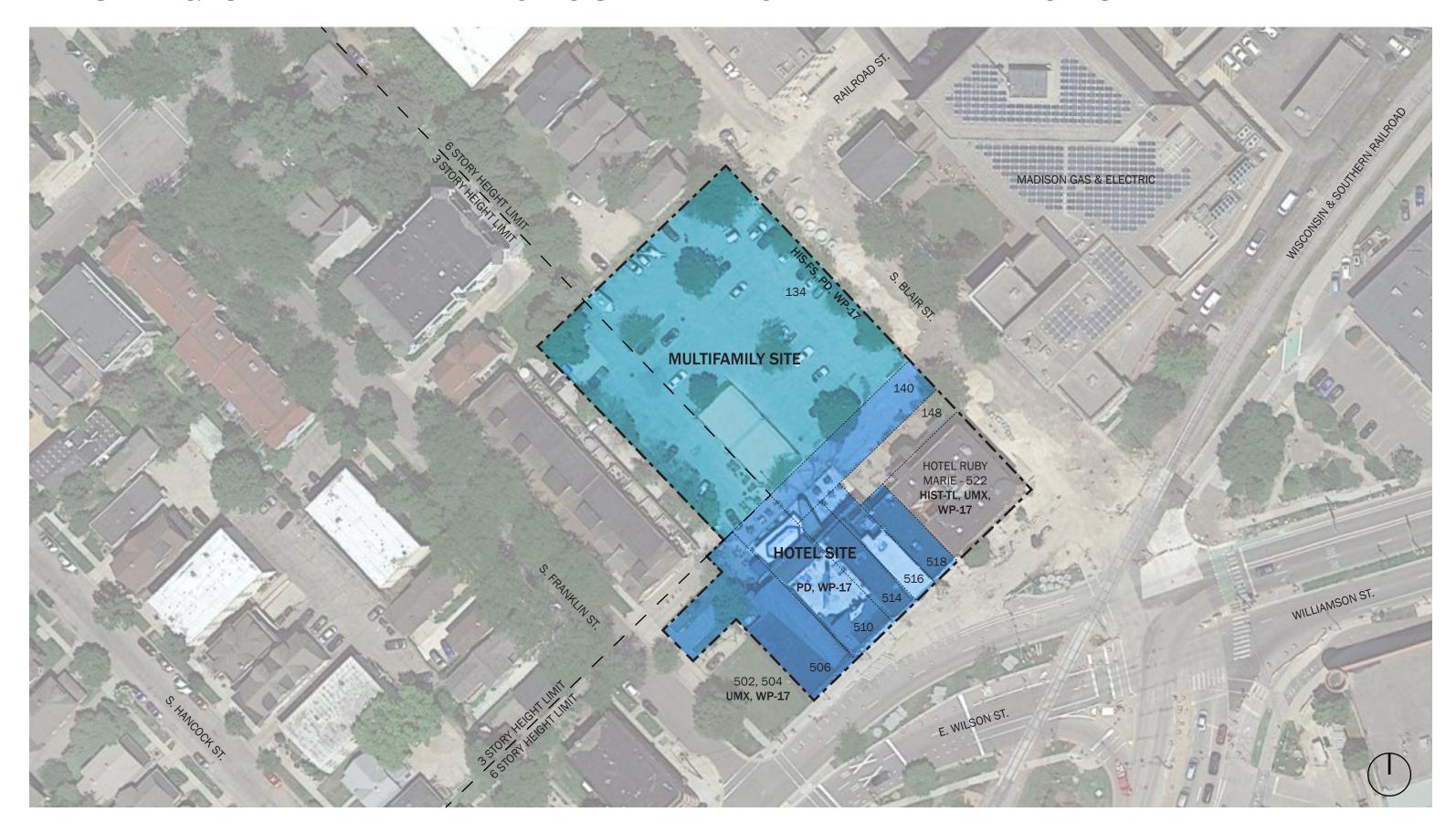
ZONING INFORMATION | PROPERTY MAP

City of Madison, Wisconsin Property Map

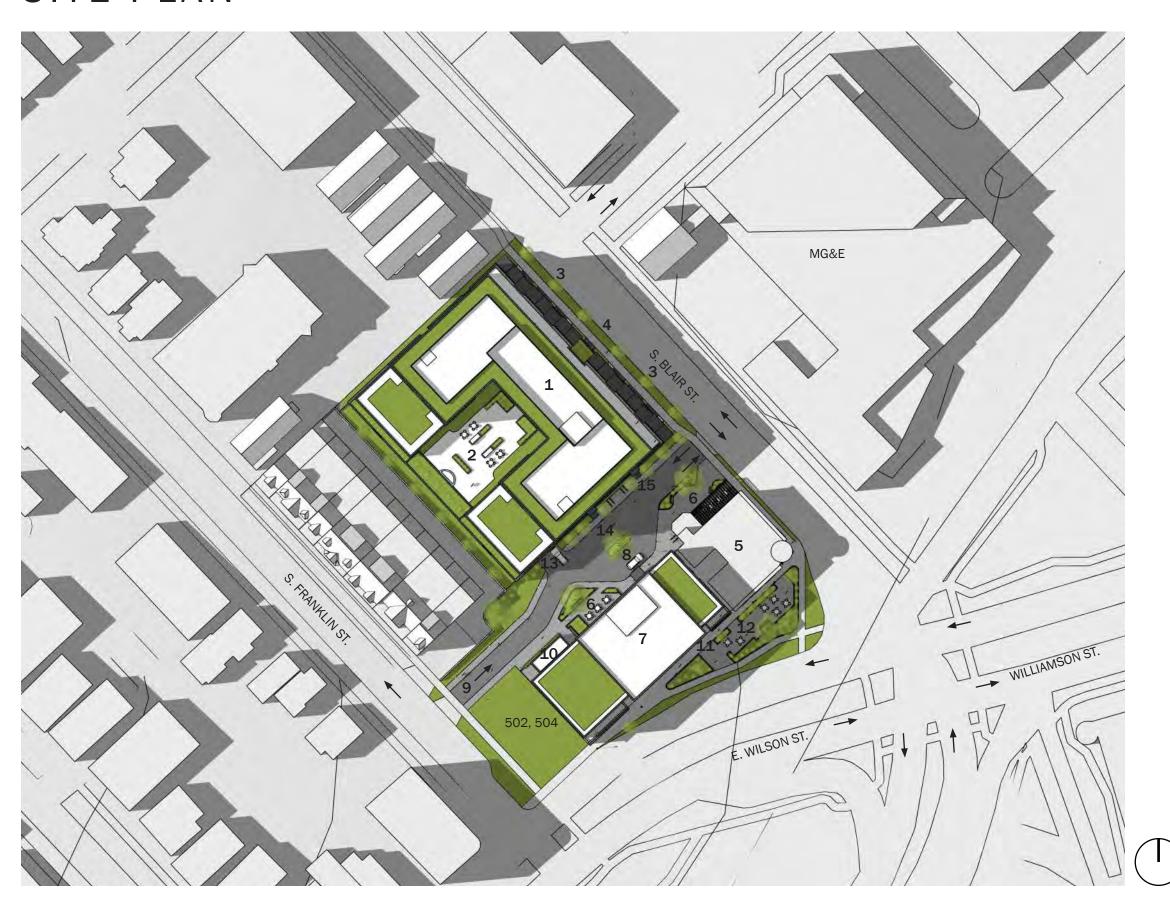


City of Madison, Wisconsin Esri Community Maps Contributors, County of Dane, © OpenStreetMap, Microsoft, Esri, HERE, Garmin, SafeGraph, GeoTechnologies, Inc, METI/NASA, USGS, EPA, NPS, US Census Bureau, USDA | City of Madison IT |

EXISTING SITE PLAN - PROPOSED PARCEL DELINEATIONS



SITE PLAN



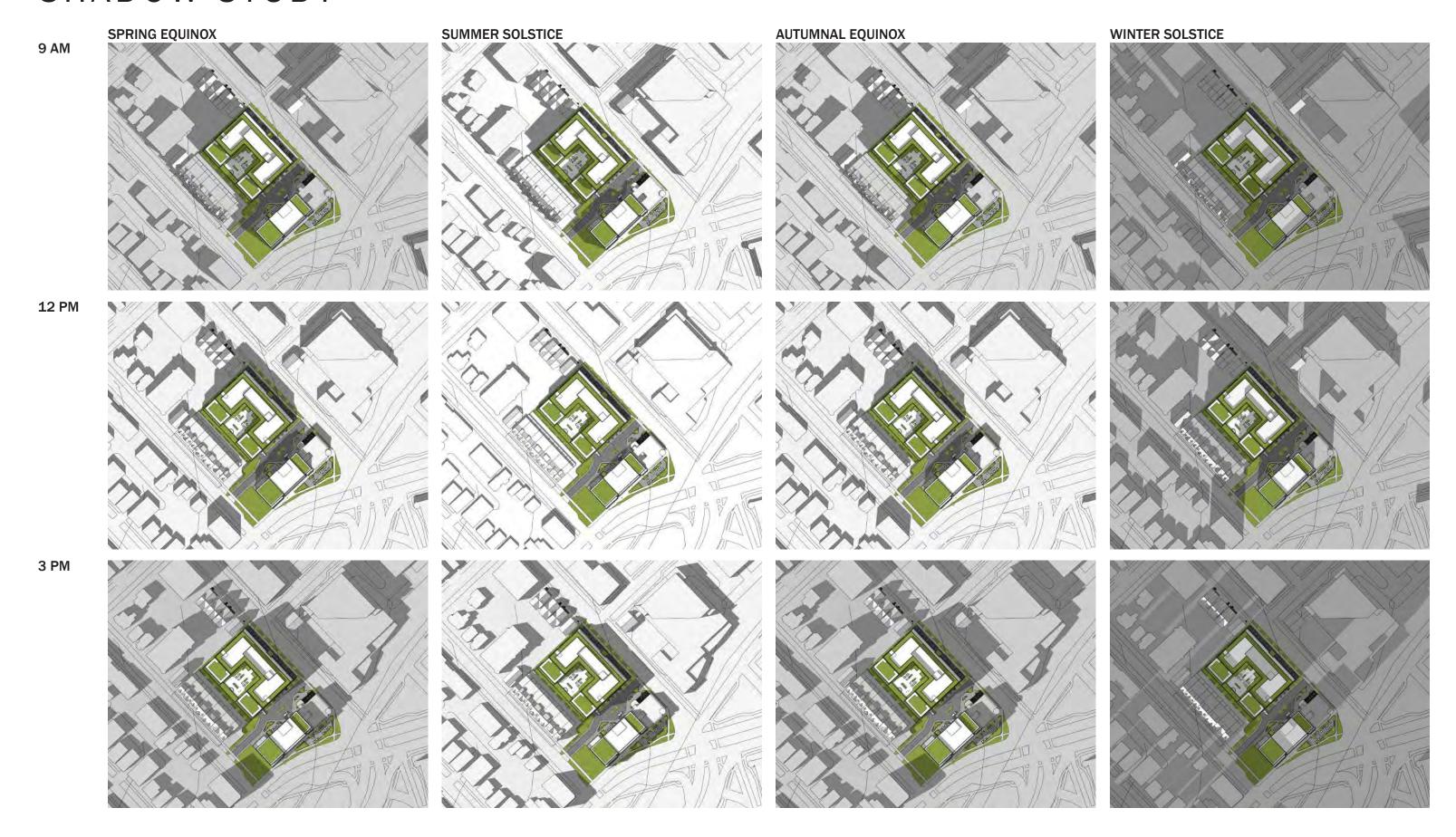
PLAN KEY

- 1. RESIDENTIAL BUILDING
 - 8 STORIES ABOVE GRADE, ~170 UNITS
 - AFFORDABLE HOUSING HEIGHT BONUS
- 2. PARKING PODIUM
 - AMENITY DECK ON TOP
- 3. WALK-UP TOWNHOMES
- 4. MAIN RESIDENTIAL ENTRY
- 5. EXISTING HOTEL RUBY MARIE
 - 3 STORIES
- 6. OUTDOOR SEATING
- 7. NEW HOTEL
 - 6 STORIES, 100 KEYS
 - GROUND FLOOR F&B AND AMENITES FOR
 - STREET ACTIVATION
- 8. HOTEL DROP-OFF
- 9. ONE-WAY ENTRANCE FROM FRANKLIN
- **10. HOTEL LOADING AREA**
- 11. HOTEL PEDESTRIAN ENTRANCE OFF WILSON
- 12. POTENTIAL FUTURE STREATERY / PUBLIC ART
- 13. PARKING GARAGE ENTRANCE
 - ALSO SERVES AS TRASH PICKUP
- 14. "LIVING STREET" ALLEY WAY
 - ALSO SERVES AS A FIRE LANE
- 15. SECONDARY RESIDENTIAL ENTRY AND STREET-FRONTING AMENITY

SETBACKS ON BLAIR ST.



SHADOW STUDY



AERIAL VIEW



AERIAL VIEW



SITE ELEVATIONS

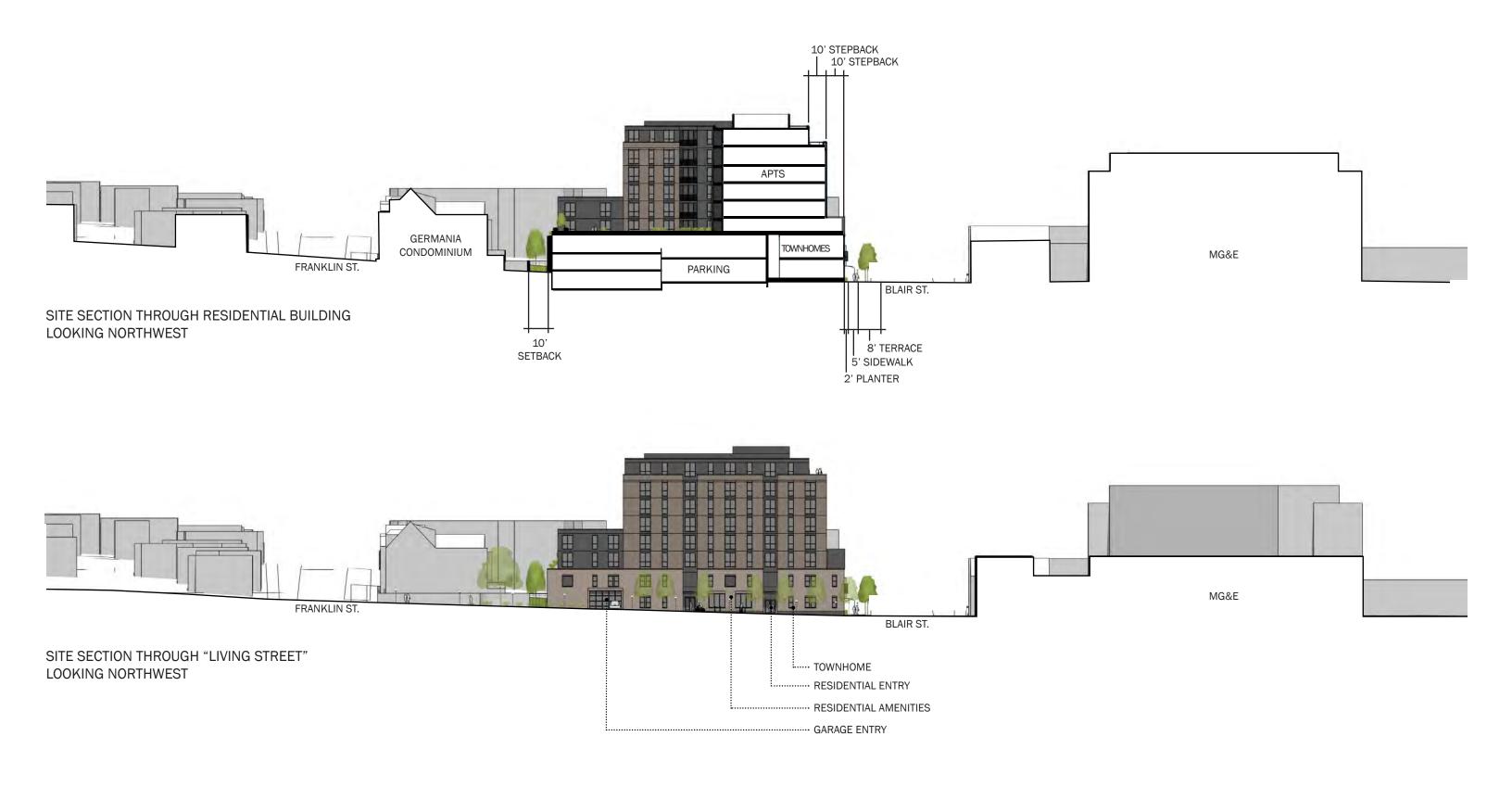


WILSON STREET SITE ELEVATION



BLAIR STREET SITE ELEVATION

SITE SECTIONS



GROUND VIEW AT WILSON + BLAIR



PREVIOUS DESIGN FROM 09/05/23 INFORMATIONAL SUBMITTAL



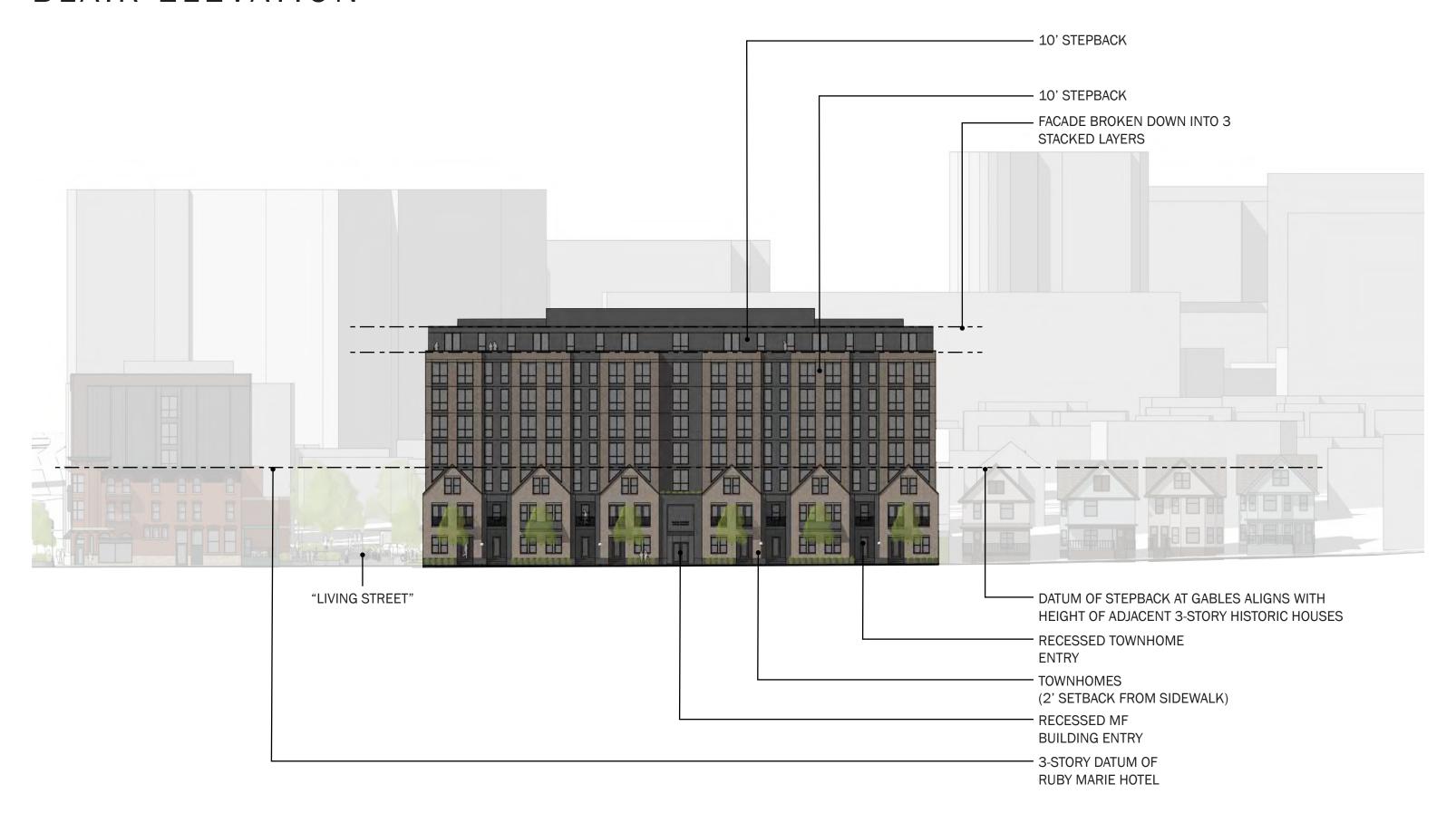
SECTION 2 | MULTIFAMILY BUILDING ON BLAIR ST.



PREVIOUS DESIGN FROM 09/05/23 INFORMATIONAL SUBMITTAL



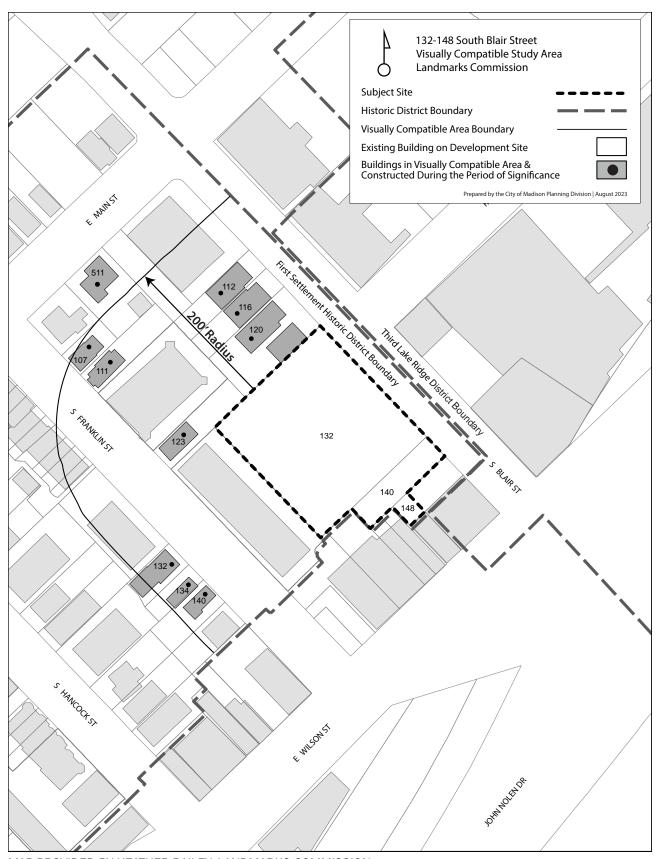
BLAIR ELEVATION



PREVIOUS DESIGN FROM 09/05/23 INFORMATIONAL SUBMITTAL



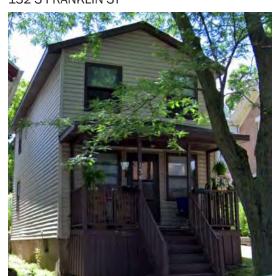
VISUAL COMPATIBILITY | CONTRIBUTING PROPERTIES



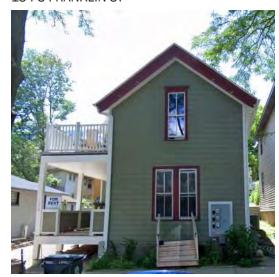
MAP PROVIDED BY HEATHER BAILEY, LANDMARKS COMMISSION



132 S FRANKLIN ST



134 S FRANKLIN ST



140 S FRANKLIN ST



107 S FRANKLIN ST



111 S FRANKLIN ST



123 S FRANKLIN ST



112 S BLAIR ST

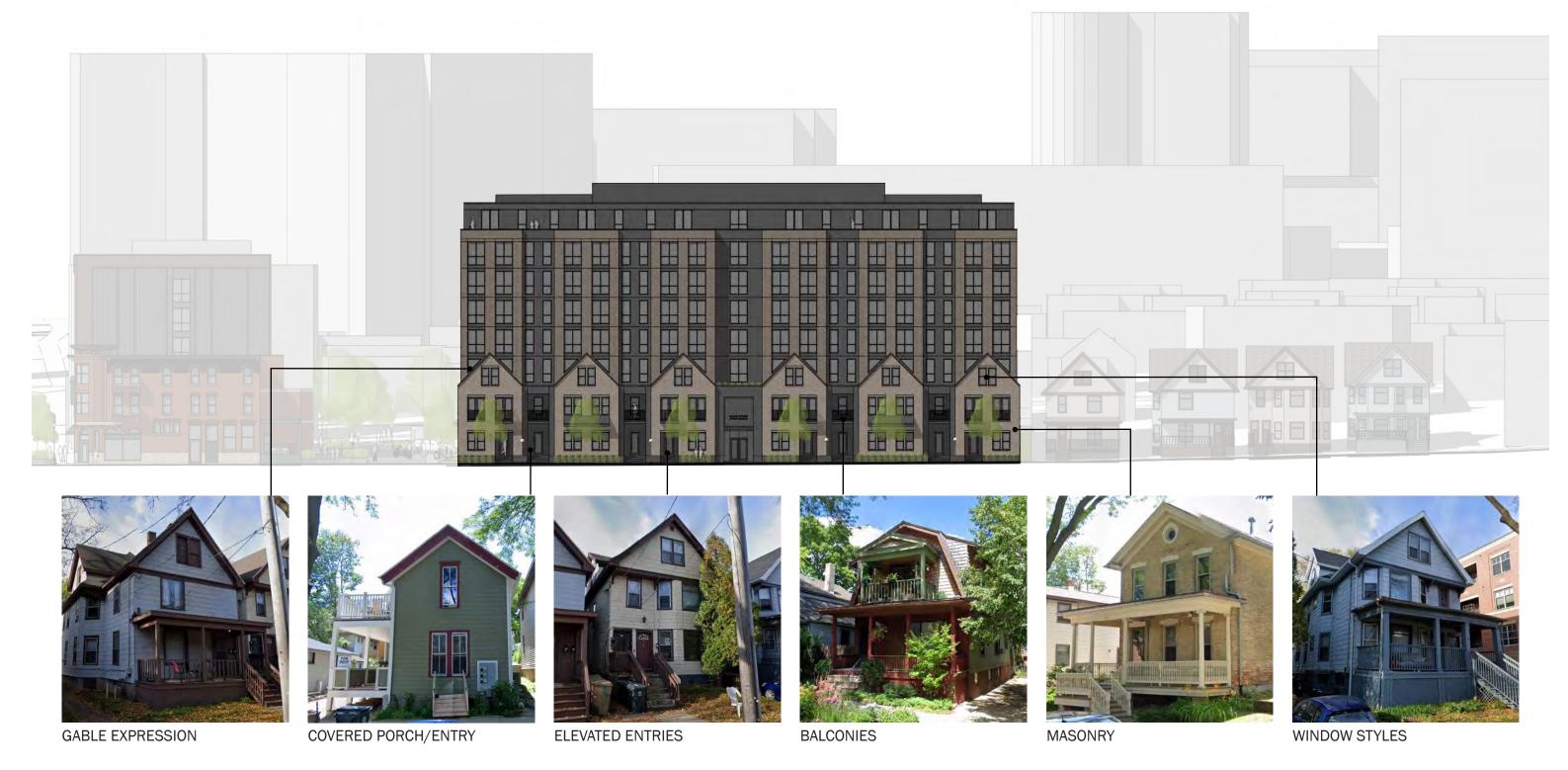


116 S BLAIR ST



120 S BLAIR ST

VISUAL COMPATIBILITY | TOWNHOME CONCEPTS



VISUAL COMPATIBILITY | TOWNHOME DETAILS



12/12 GABLE ROOF



120 S BLAIR ST



140 S FRANKLIN ST



107 S FRANKLIN ST



111 S FRANKLIN ST



132 S FRANKLIN ST

WINDOW STYLES AND PROPORTIONS



112 S BLAIR ST





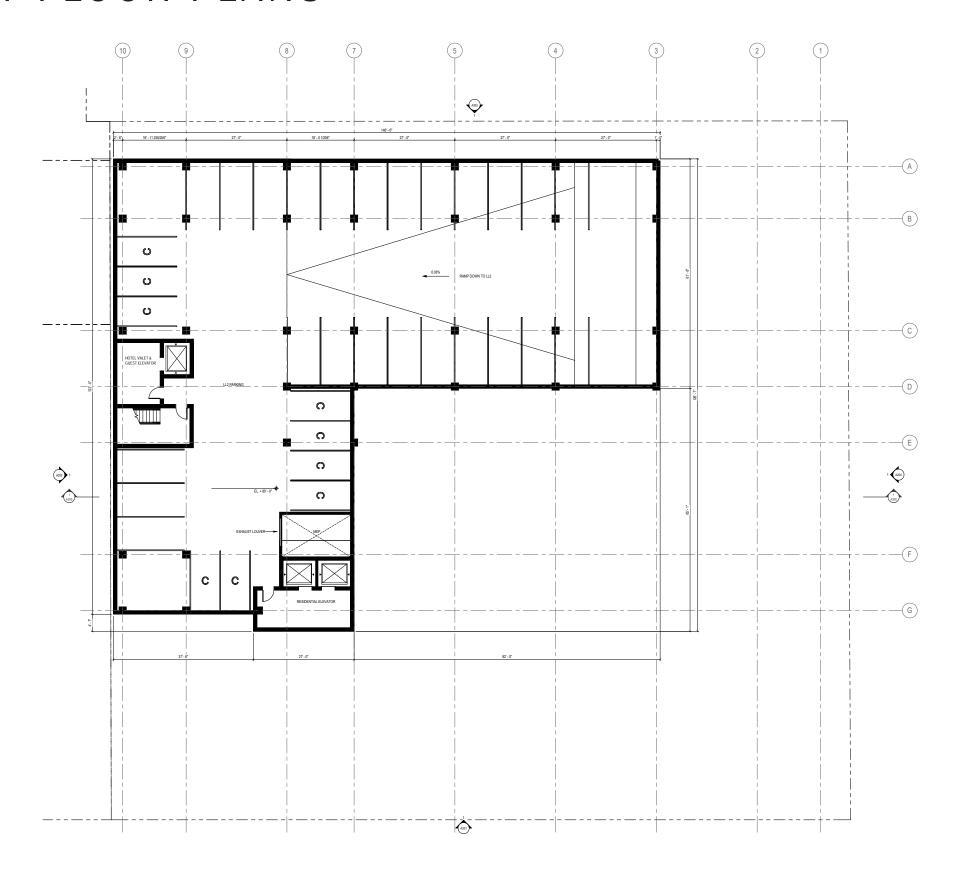


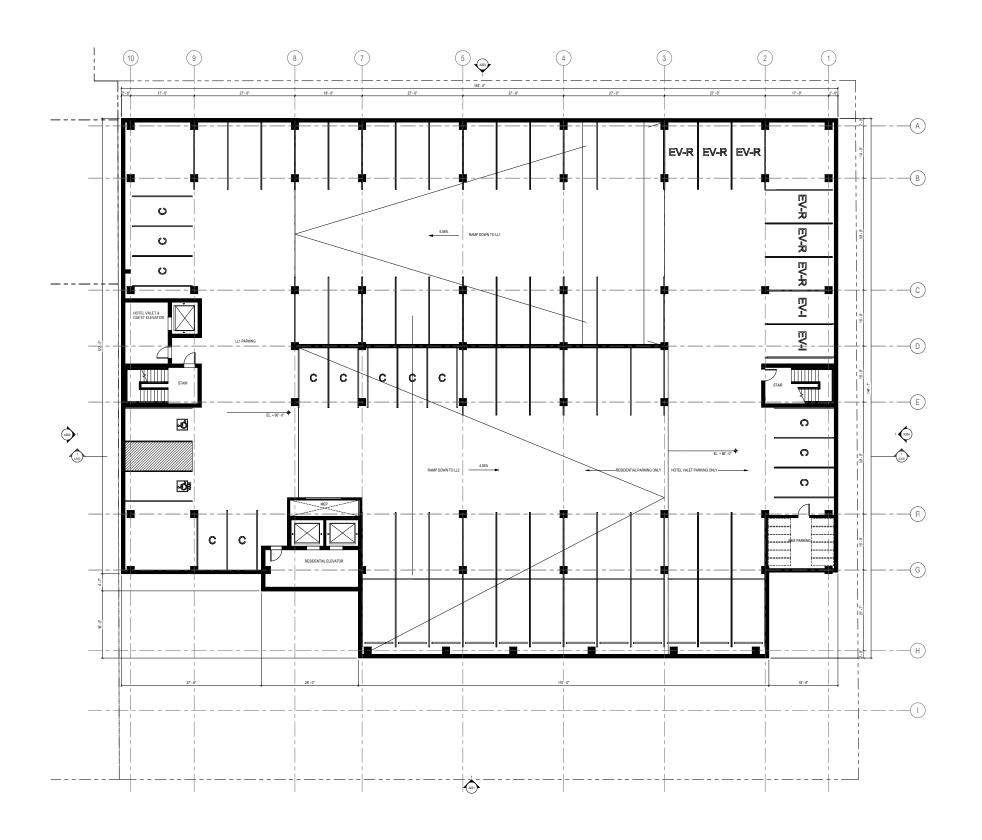




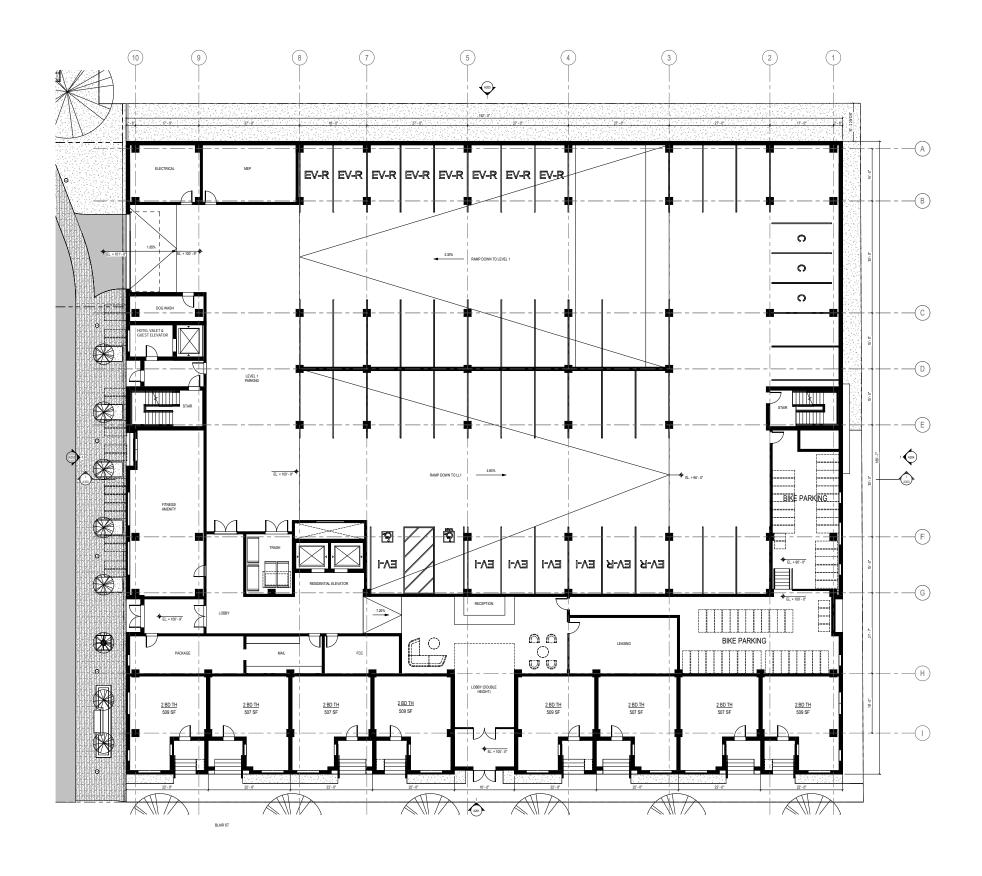
BLAIR ST. ELEVATION



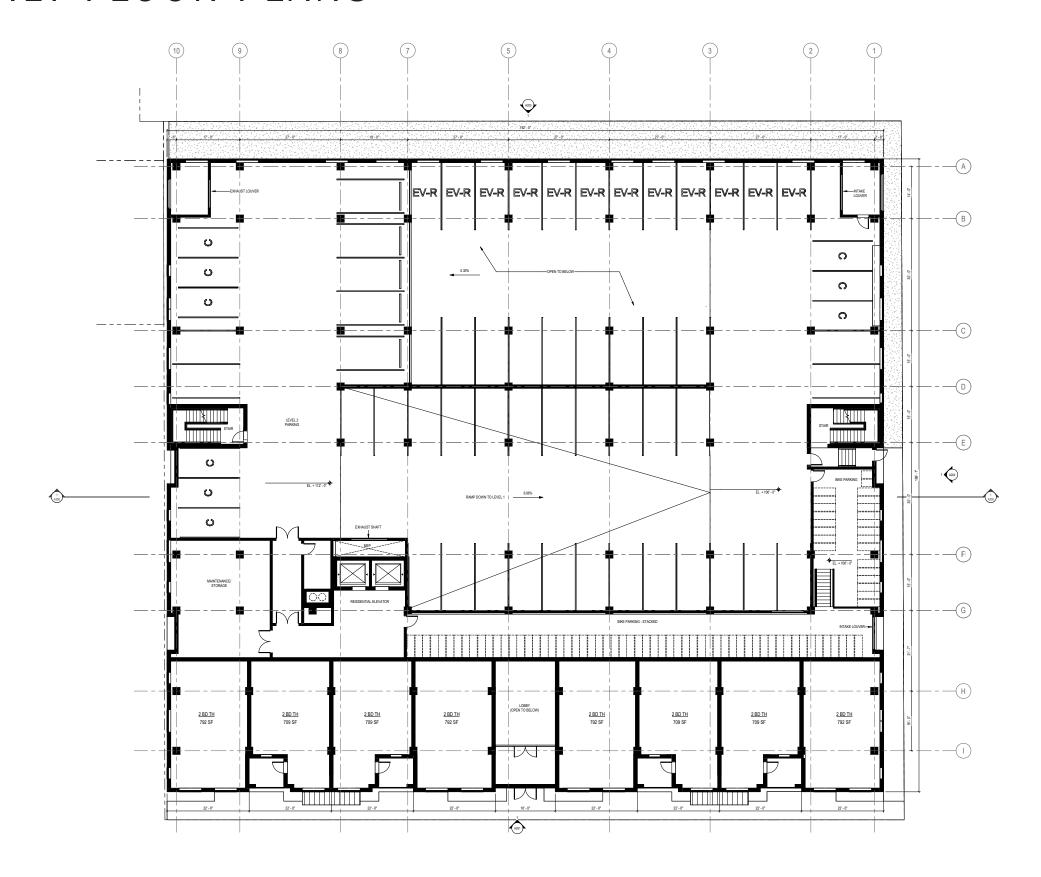


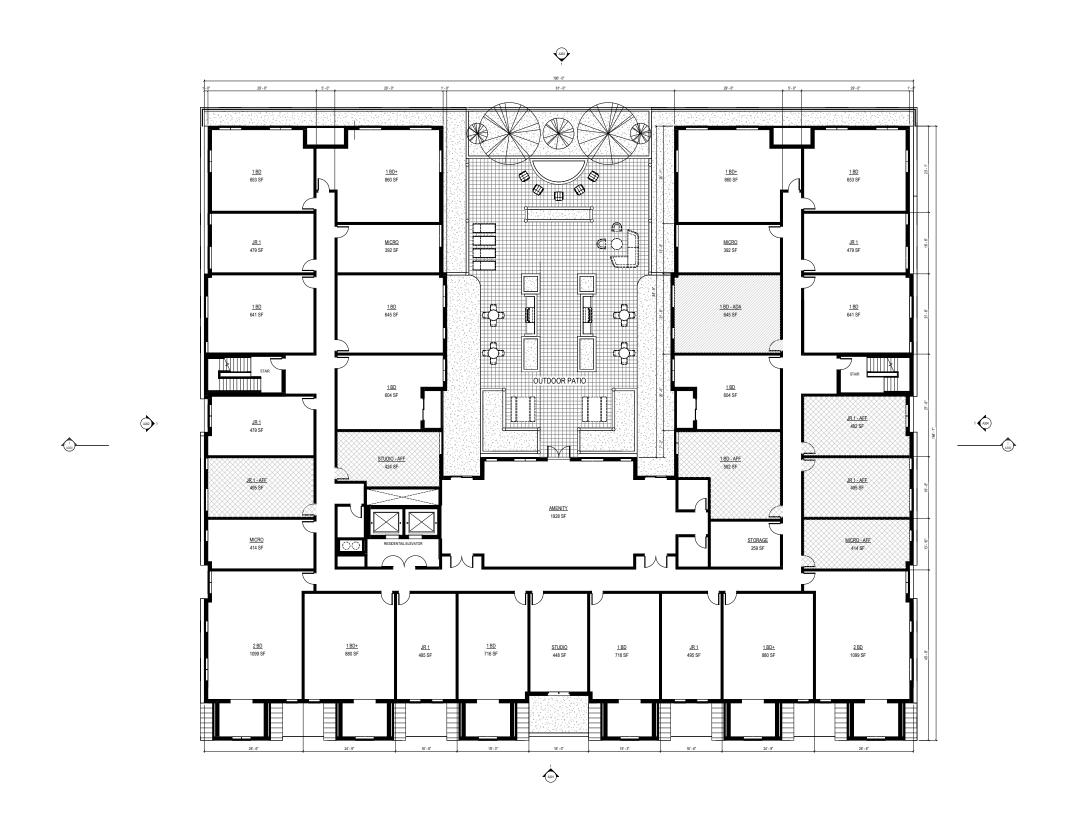


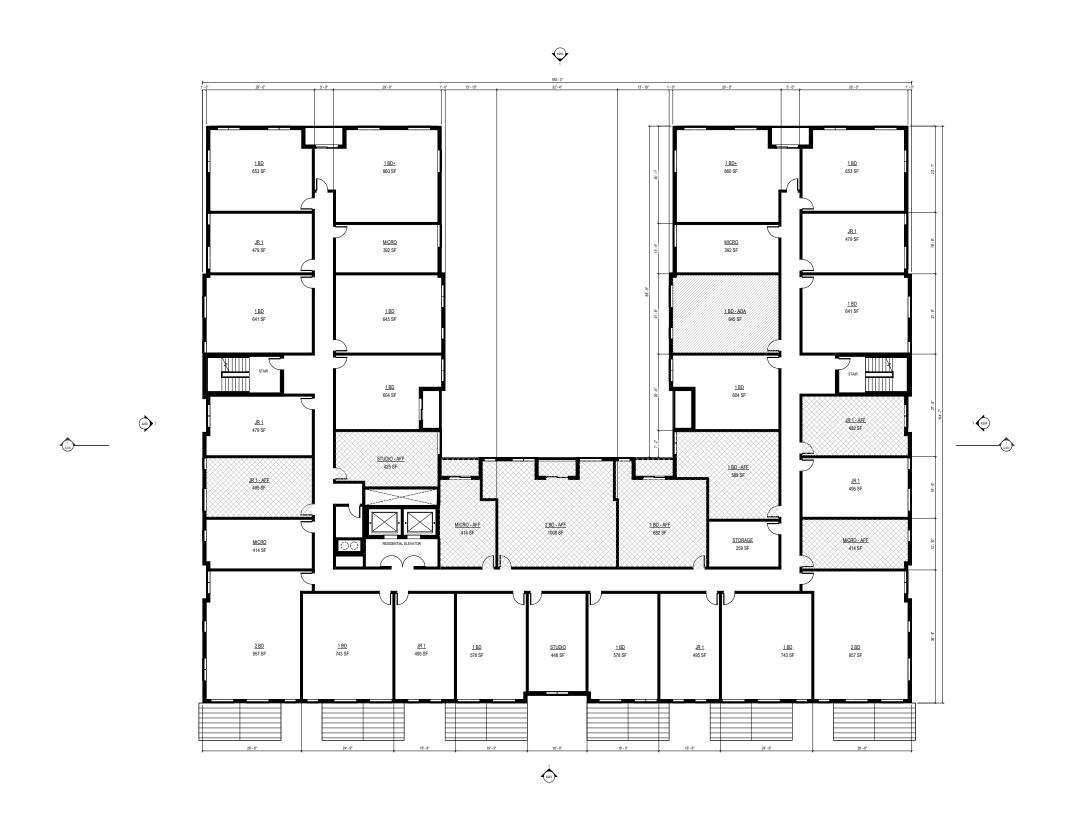
LOWER LEVEL



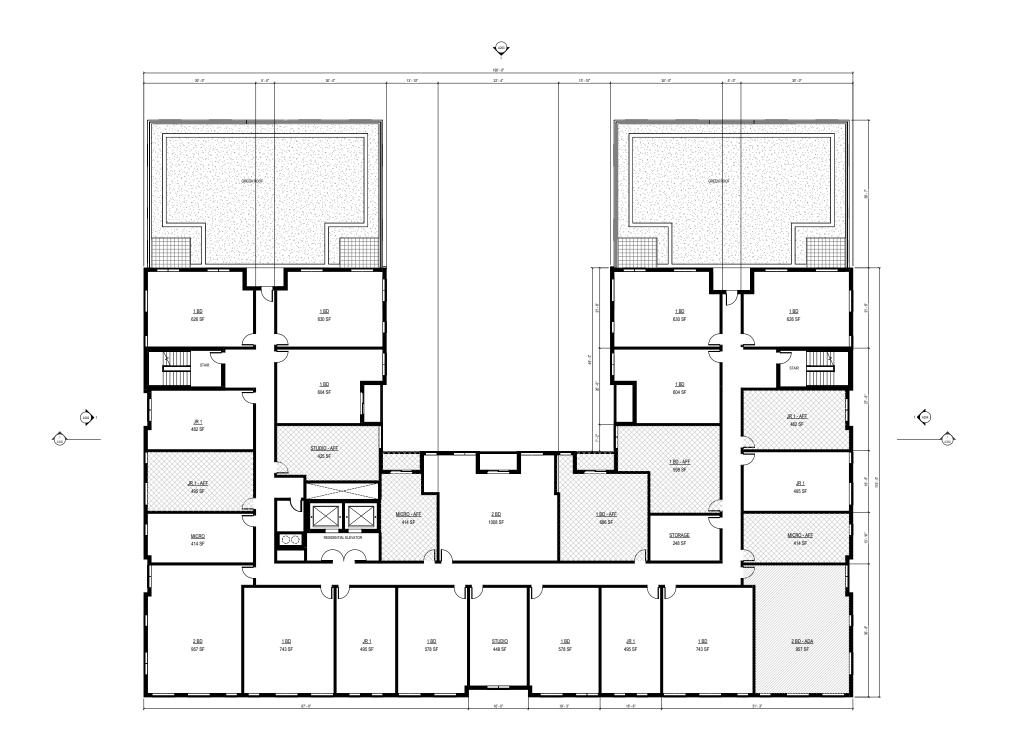
LEVEL 1



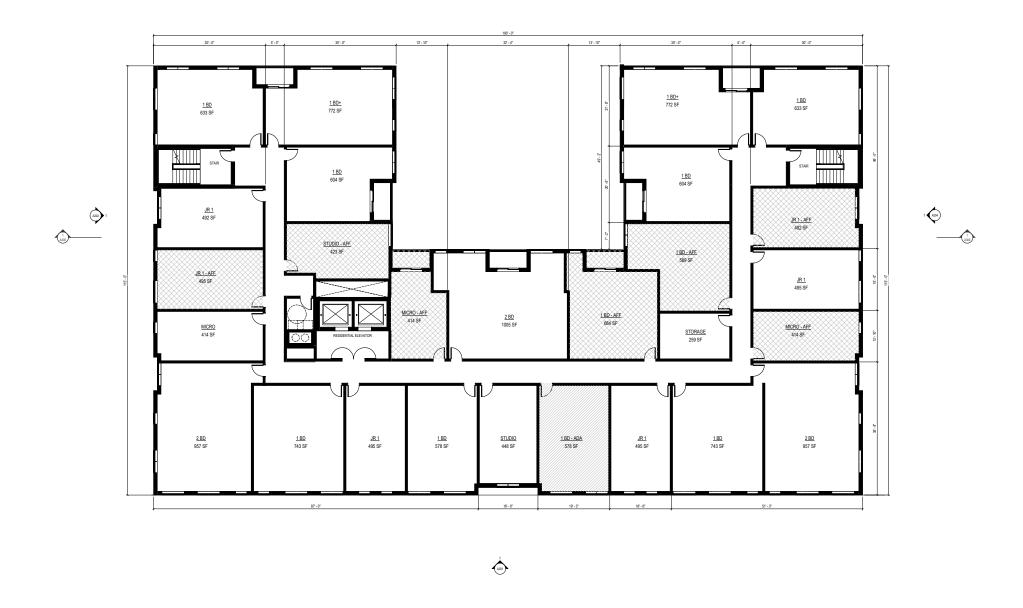




LEVEL 4

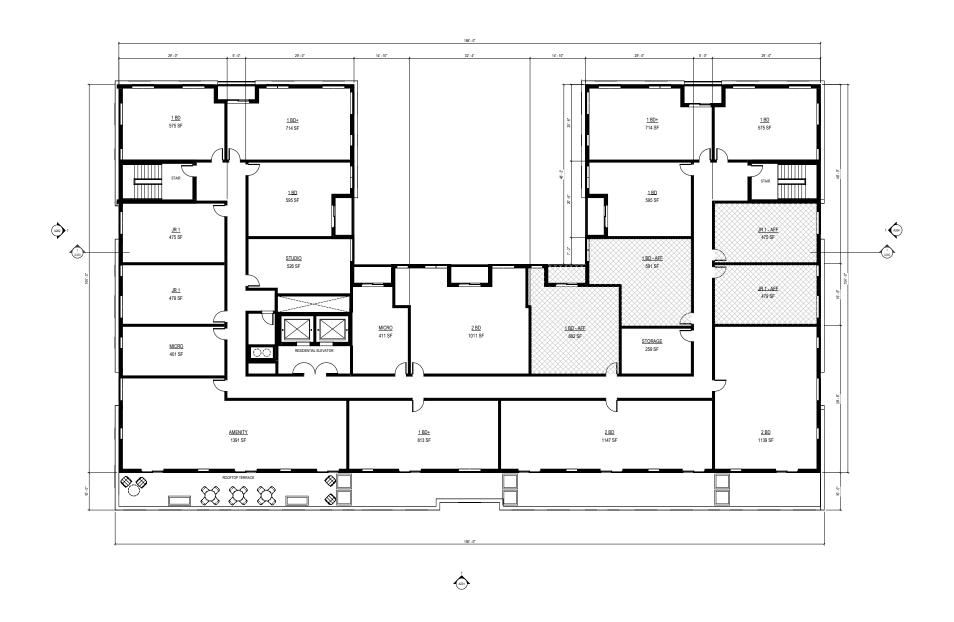






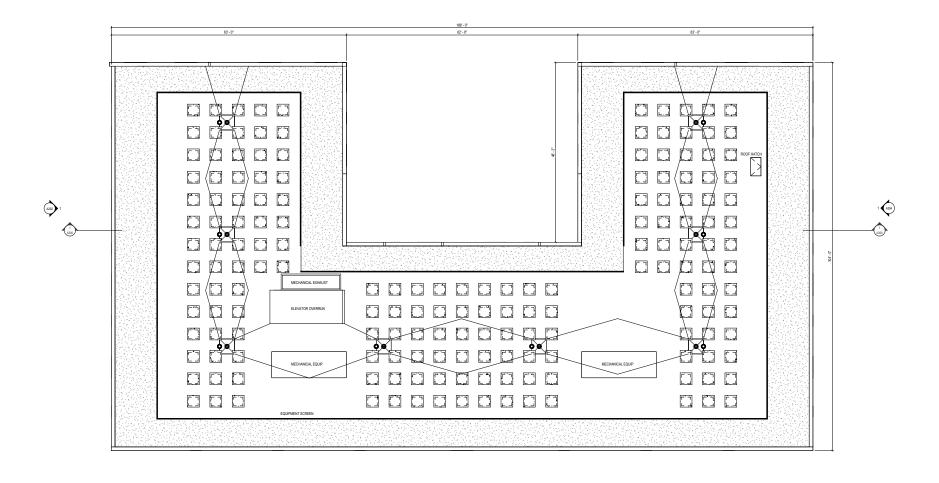
LEVEL 6 - 7





LEVEL 8

A203



A201

SECTION 3 | LIVING STREET

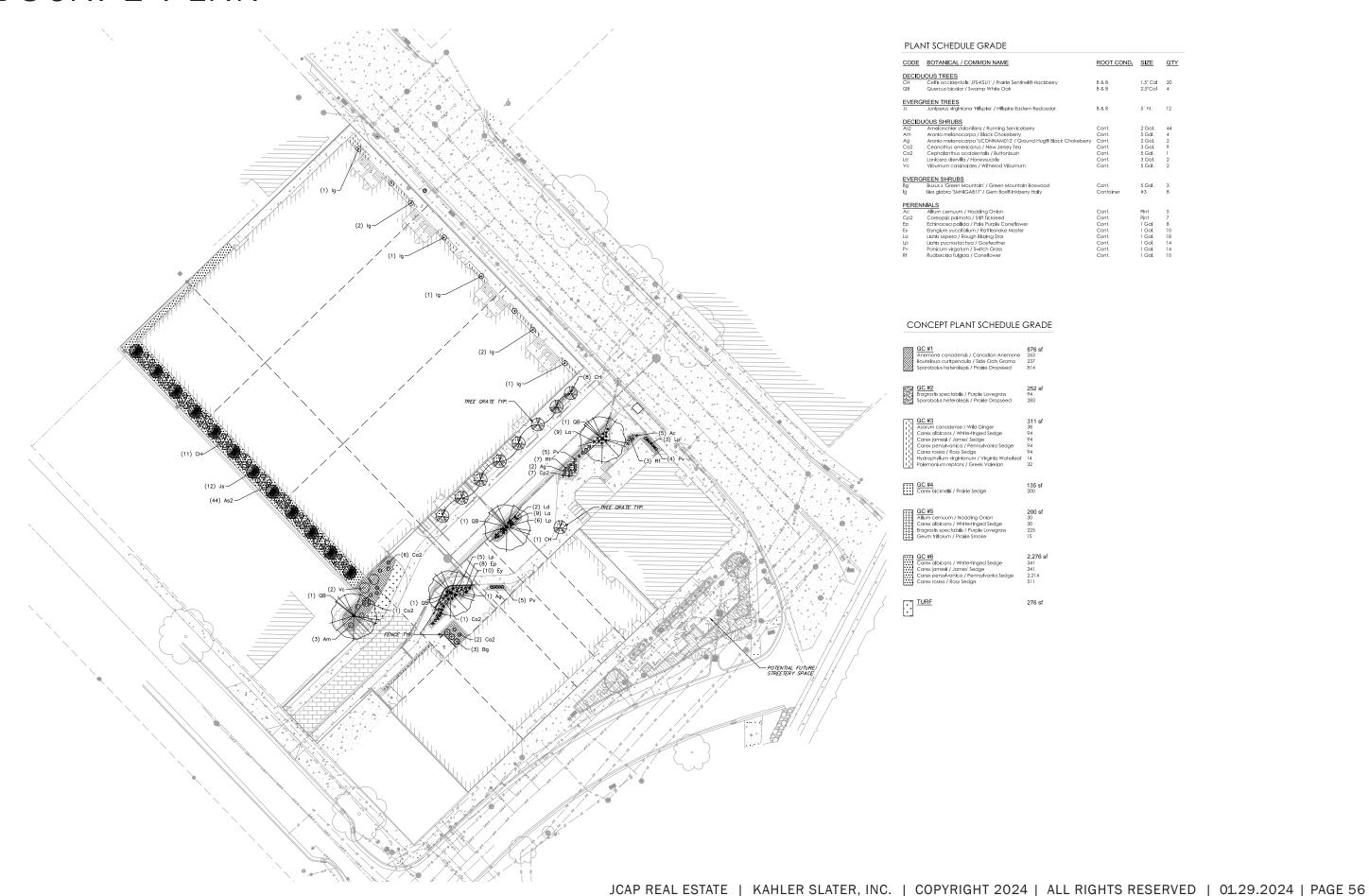




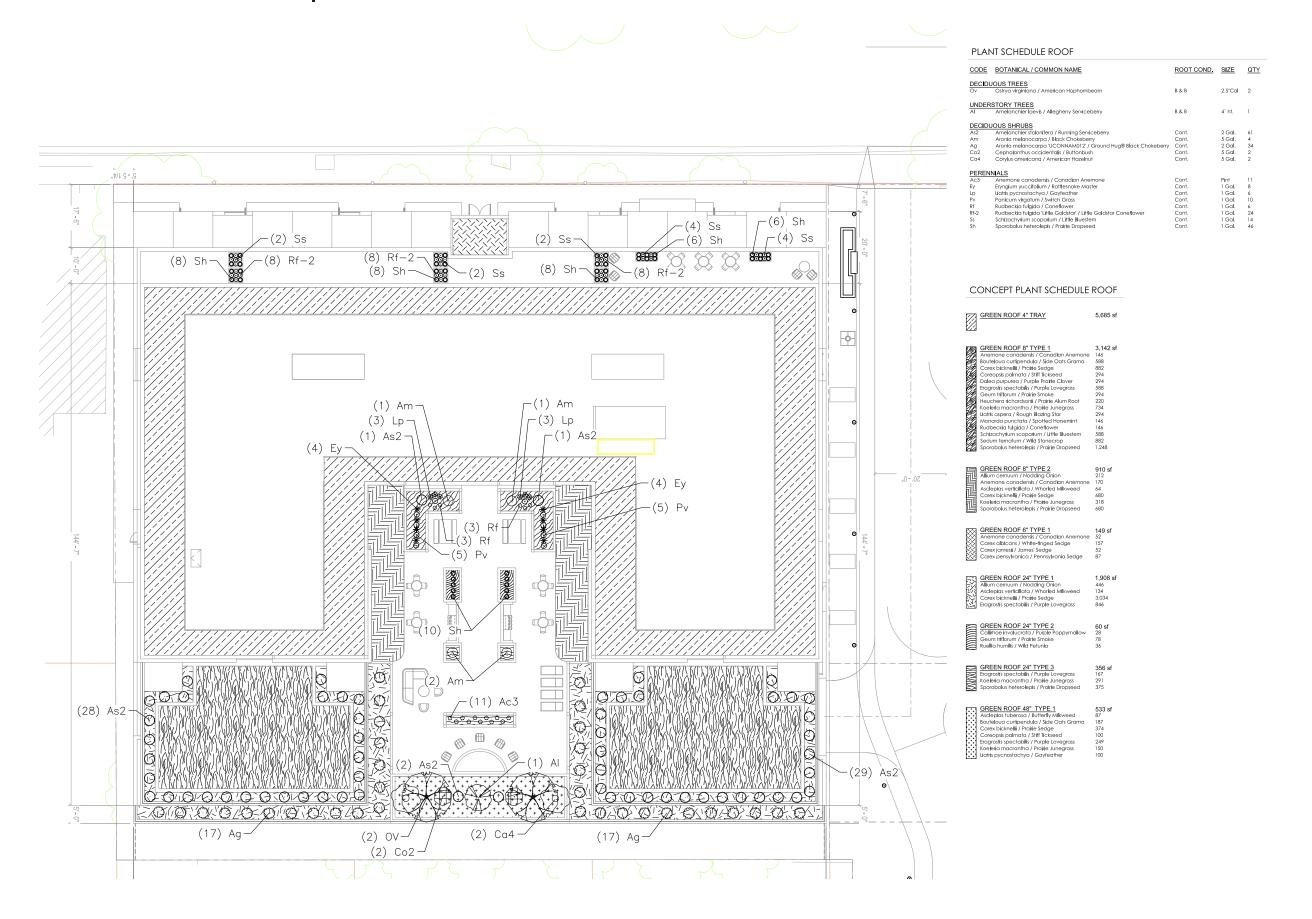




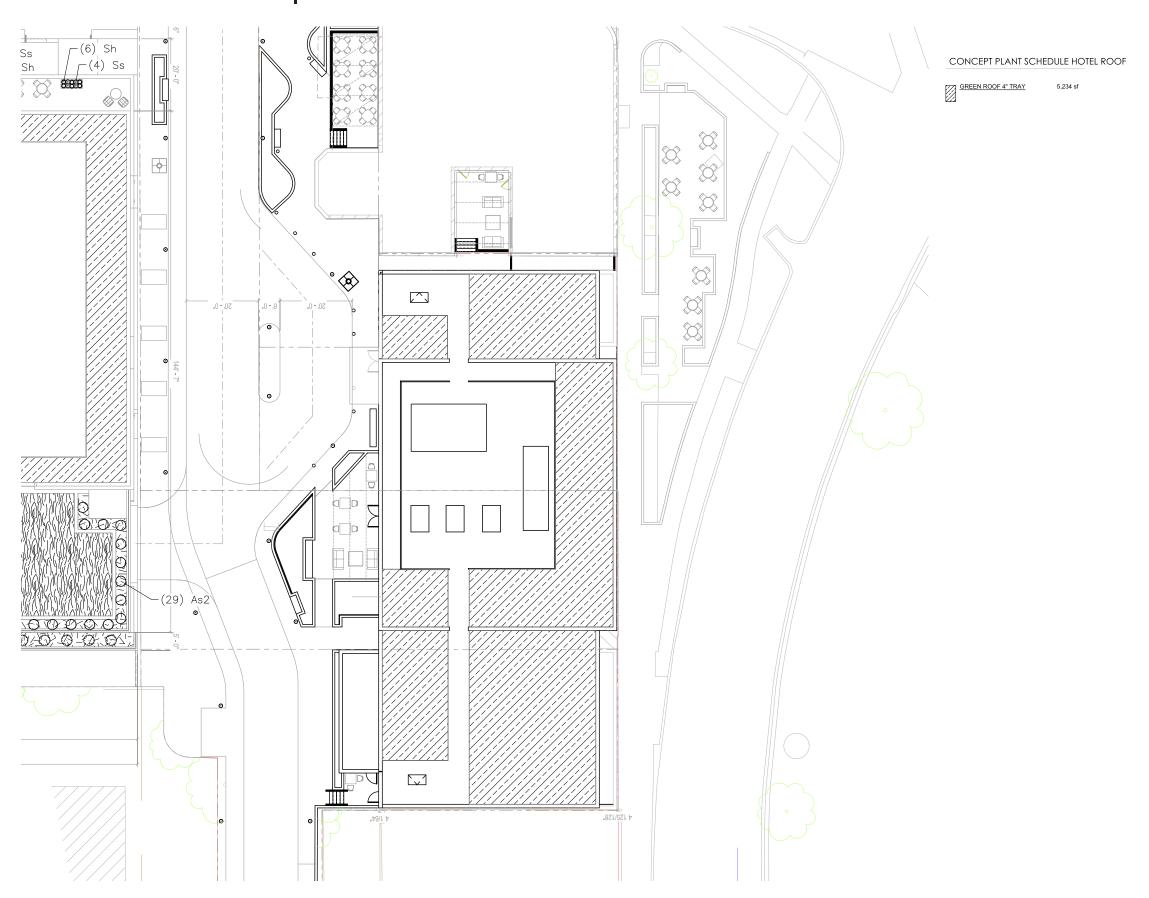
LANDSCAPE PLAN



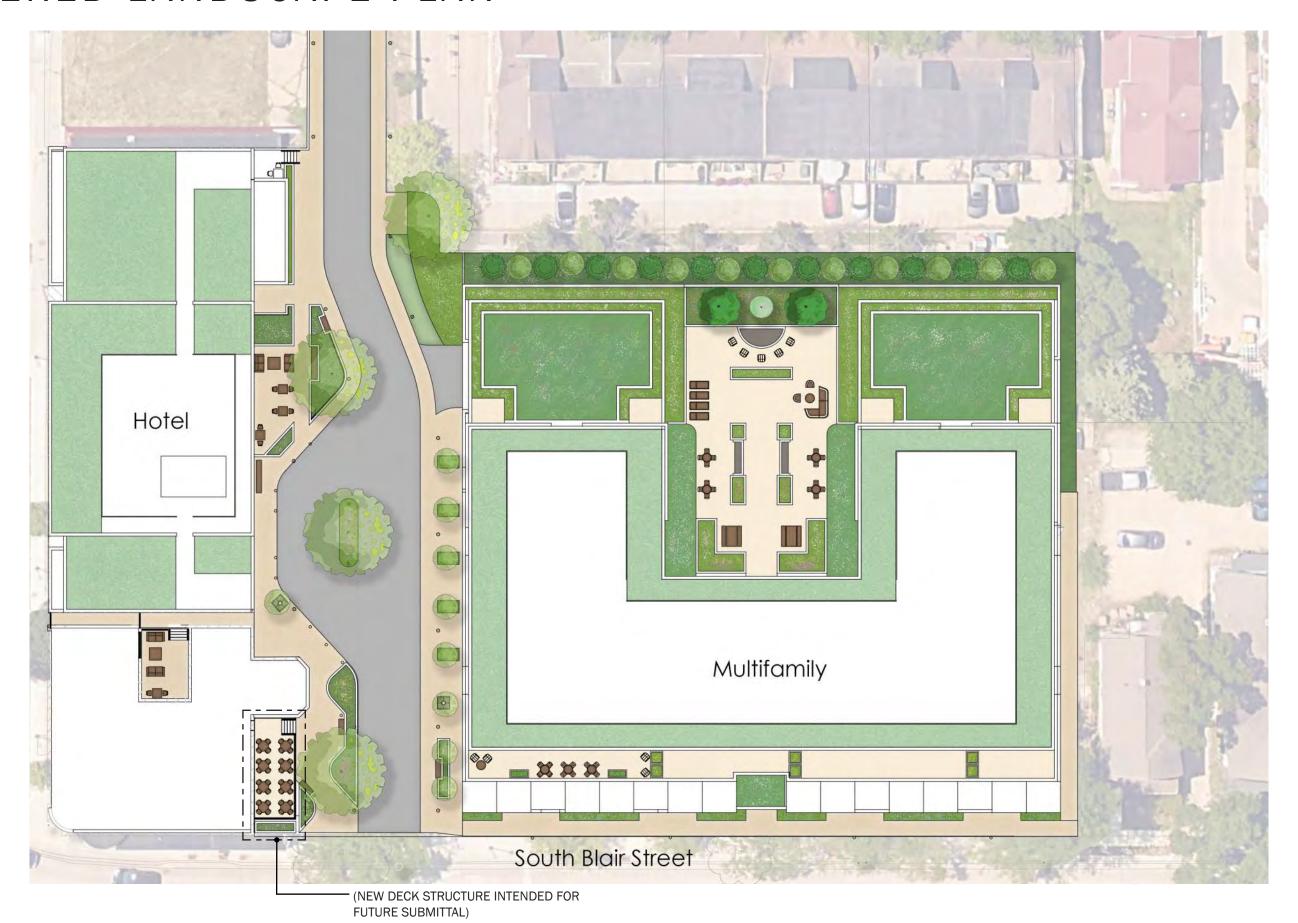
LANDSCAPE PLAN | MULTIFAMILY ROOF



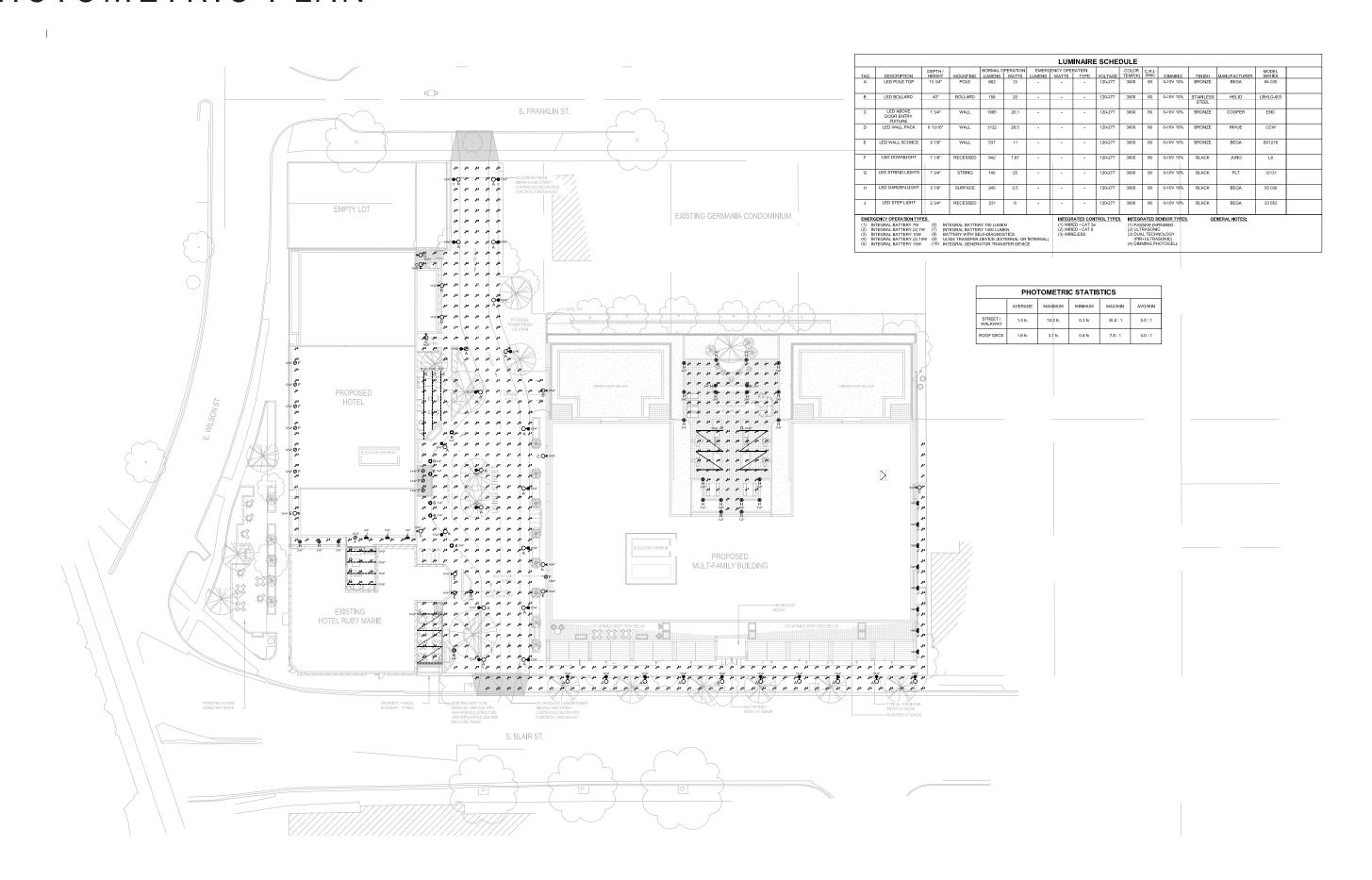
LANDSCAPE PLAN | HOTEL ROOF



RENDERED LANDSCAPE PLAN



PHOTOMETRIC PLAN

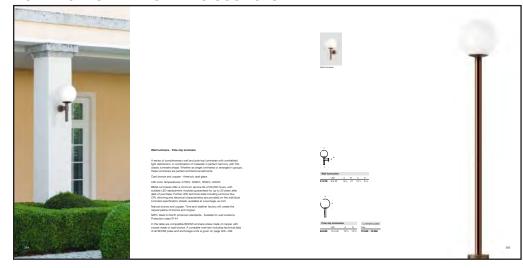


LIGHTING SELECTIONS

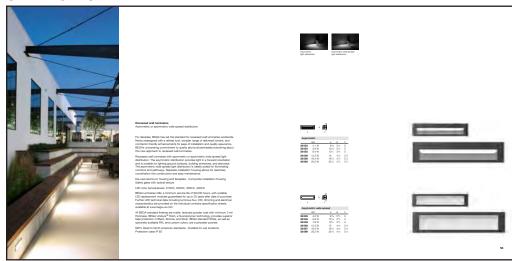
GARDEN LIGHTS



POLE LIGHTS AND BUILDING SCONCES



STEP LIGHTS



SITE LIGHTING

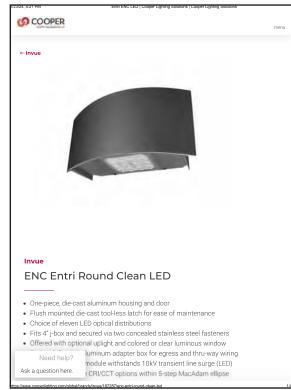
STRING LIGHTS



BOLLARDS



ENTRY LIGHTS



WALL PACKS



HOTEL DECORATIVE FACADE LIGHTS



BUILDING LIGHTING

GROUND VIEW OF LIVING STREET LOOKING SOUTHWEST



GROUND VIEW OF LIVING STREET LOOKING NORTHEAST



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