



City of Madison Planning Division  
215 Martin Luther King Jr. Blvd. | Room LL.100 | P.O. Box 2985 | Madison, WI 53701-2985

**Madison Landmarks Commission  
APPLICATION**

**1. LOCATION**

Project Address: 201 E. Mifflin, 17, 19, 25 N. Webster St. Aldermanic District: 2

**2. PROJECT**

Date Submitted: 2-17-14

Project Title / Description: 6 story, 48 unit apartment building

This is an application for: (check all that apply)

- Alteration / Addition to a Designated Madison Landmark
- Alteration / Addition to a building adjacent to a Designated Madison Landmark
- Alteration / Addition to a building in a Local Historic District (specify):
  - Mansion Hill
  - University Heights
  - Third Lake Ridge
  - Marquette Bungalows
  - First Settlement
- New Construction in a Local Historic District (specify):
  - Mansion Hill
  - University Heights
  - Third Lake Ridge
  - Marquette Bungalows
  - First Settlement
- Demolition
- Variance from the Landmarks Ordinance
- Referral from Common Council, Plan Commission, or other referral

Other (specify): New construction adjacent to landmark

**3. APPLICANT**

Applicant's Name: Fred Rouse Company: Rouse Management  
 Address: 2428 Perry St. City/State: Madison, WI Zip: 53713  
 Telephone: 608-251-5382 E-mail: info@rousemgmt.com

Property Owner (if not applicant): \_\_\_\_\_  
 Address: \_\_\_\_\_ City/State: \_\_\_\_\_ Zip: \_\_\_\_\_

Property Owner's Signature: [Signature] Date: 2/17/14

**GENERAL SUBMITTAL REQUIREMENTS**

Twelve (12) collated paper copies and electronic (.pdf) files of the following: (Note the filing deadline is 4:30 PM on the filing day)

- Application
- Brief narrative description of the project
- Scaled plan set reduced to 11" x 17" or smaller pages. Please include:
  - Site plan showing all property lines and structures
  - Building elevations, plans and other drawings as needed to illustrate the project
  - Photos of existing house/building
  - Contextual information (such as photos) of surrounding properties
- Any other information that may be helpful in communicating the details of the project and how it complies with the Landmarks Ordinance, including the impacts on existing structures on the site or on nearby properties.

**Questions?** Please contact the  
Historic Preservation Planner:  
Amy Scanlon  
Phone: 608.266.6552  
Email: ascanlon@cityofmadison.com

**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.





February 17, 2014

Ms. Amy Scanlon  
Department of Planning & Development  
City of Madison  
215 Martin Luther King Jr. Blvd  
PO Box 2985  
Madison, Wisconsin 53701

Re: 17,19,25 N. Webster St., 201 E. Mifflin St.

Dear Ms. Scanlon:

Attached is our submittal to the Landmarks Commission for their review of the proposed development on N. Webster Street at E. Mifflin Street. The proposal has been revised substantially since the previous Landmarks Commission review to reflect the comments of the Landmarks Commission and the results of the Ad Hoc Committee report.

The concerns previously expressed by the Landmarks Commission related to the height, mass and scale of the proposed development. The changes made in this current proposal include reducing the density (and corresponding mass) from 58 units to 49 units, reducing the overall building height, breaking the mass of the building into two linked buildings, incorporating step-backs at the fifth and sixth floors on the facade facing the Lamp House, providing a step-back at the sixth floor on all four facades, and providing vertical articulation of the facades to reflect a residential scale.

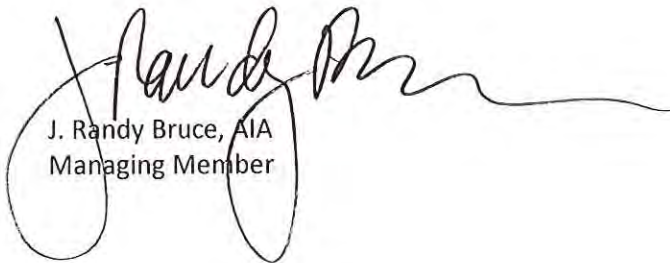
We have designed the new proposal to meet the Ad Hoc report recommendations to the North Webster Street block face (recommendations in bold, proposal in italics):

- **No change in land use recommendations from Downtown Plan (Predominantly Residential)**  
*The proposed land-use is residential.*
- **No change in maximum building height from Downtown Plan/Zoning Code (6 stories)**  
*The maximum building height is limited to 6 stories.*
- **Redevelopment is acceptable, but should require a shadow study to ensure meaningful sunlight reaches the Lamp House rooftop at the equinoxes. Design characteristics to achieve an adequate amount of light may include, but are not limited to, setbacks, stepbacks and gaps between large building masses.**  
*Shadow studies for the fall equinox show that meaningful sunlight reaches the Lamp House roof. The proposed building does not have any impact before 2:00 PM.*
- **A street view or views along this block face should be encouraged to remain in some form, but not be required.**  
*A street view to the Lamp House is maintained at the pedestrian level.*
- **The front walls of the existing buildings are generally acceptable as front yard setbacks for redevelopment.**  
*The front setback is generally consistent with the setbacks of the existing structures.*

- **Redevelopment should enhance the character of the “outdoor room” in which the Lamp House sits by maintaining the setbacks currently established by the rear facades of the existing structures. Other measures to enhance the character of the “outdoor room” include using high quality architectural materials, darker tones to contrast with the lightness of the Lamp House, articulating facades that face the Lamp House, stepping down the mass of the taller buildings toward the interior of the block, providing gaps between buildings, concealing mechanical equipment and utilities, and landscaping.** *The “outdoor room” is maintained. The rear setback of the proposed building aligns with the existing structures and a darker masonry is used to contrast the Lamp House. Further, the height of the building is stepped down from 6 stories to 4 stories adjacent to the Lamp House, gaps are provided and vertical articulation is used to enhance the character of the outdoor space.*
- **Redevelopment proposals for this block face should be designed to reflect the historic scale and character of the street. Design approaches to achieve this could include, but are not limited to, façade articulation, high quality materials, front porches, balconies, individual and/or multiple street entrances, pitched roofs, and other design techniques used to minimize the scale and massing of new buildings.** *The proposal has incorporated step-backs, façade articulation, high-quality materials, front entry porches, balconies, individual and multiple street entrances to minimize the scale and massing of the building.*

Thank you for your review of our revised proposal.

Sincerely,



J. Randy Bruce, AIA  
Managing Member

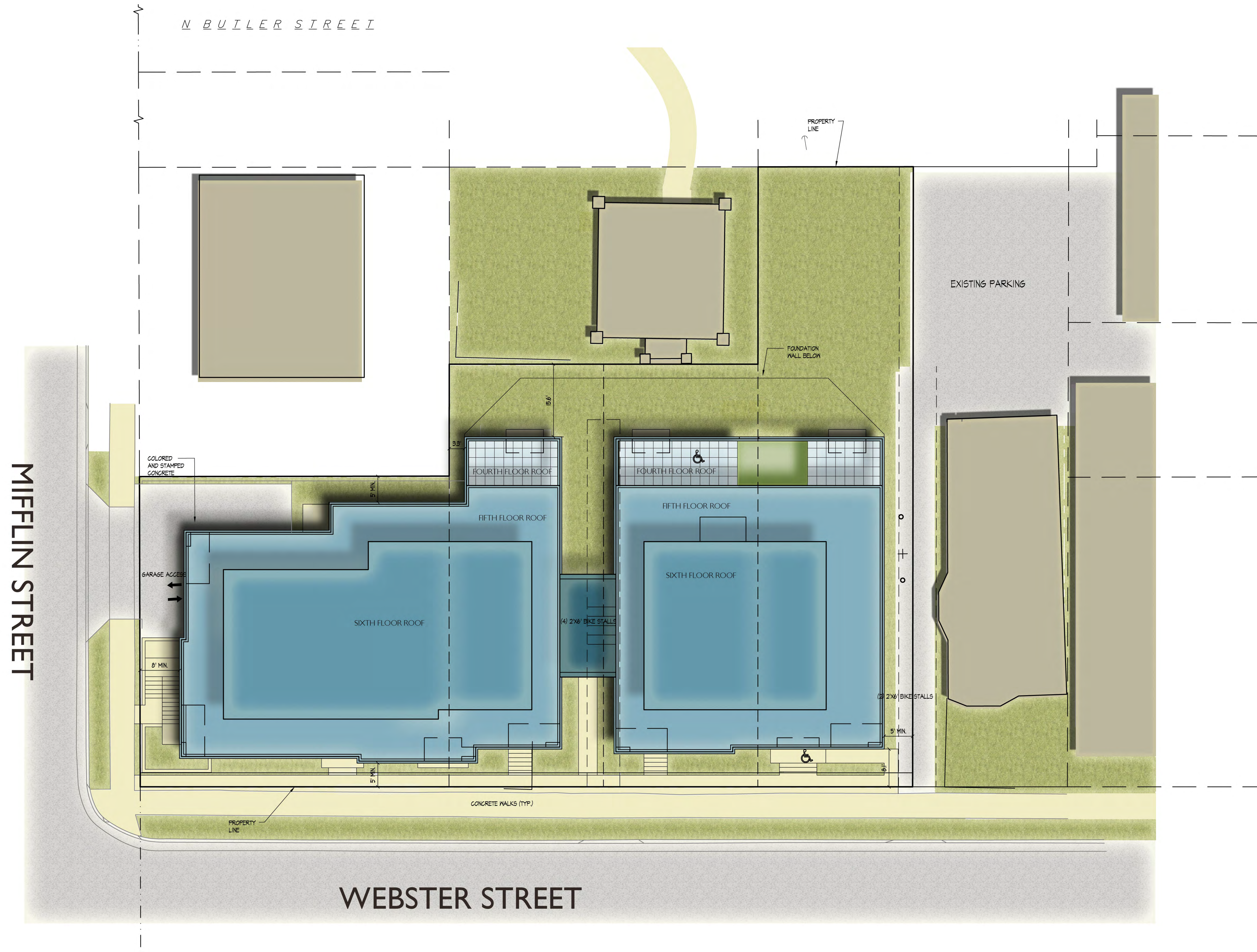


Webster Street  
Aerial View

February 17, 2014







MIFFLIN STREET

WEBSTER STREET

N BUTLER STREET









Webster Street Elevation



Mifflin Street Elevation



Rear Elevation



Side Elevation





Webster Street Elevation



Mifflin Street Elevation

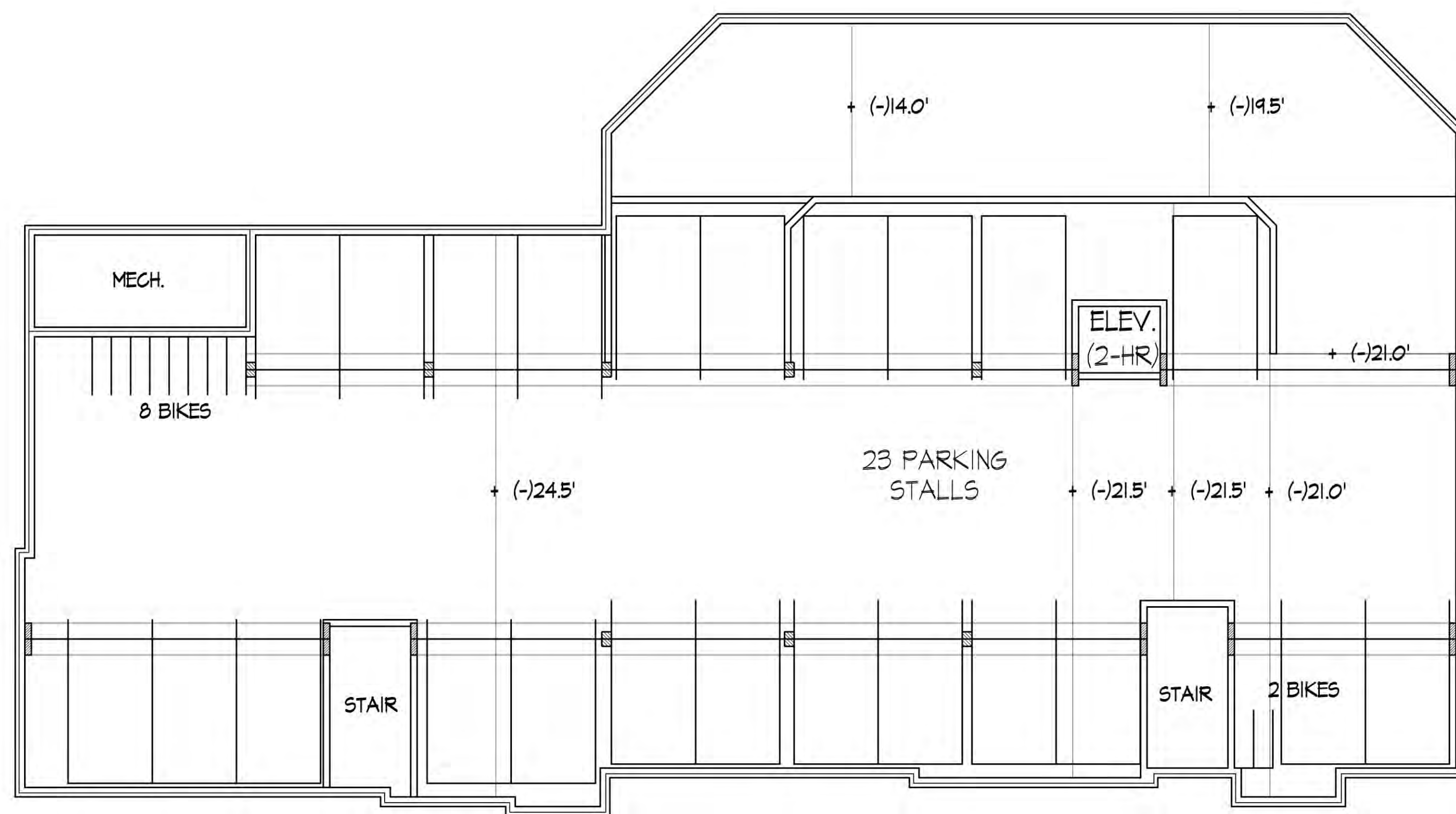


Rear Elevation

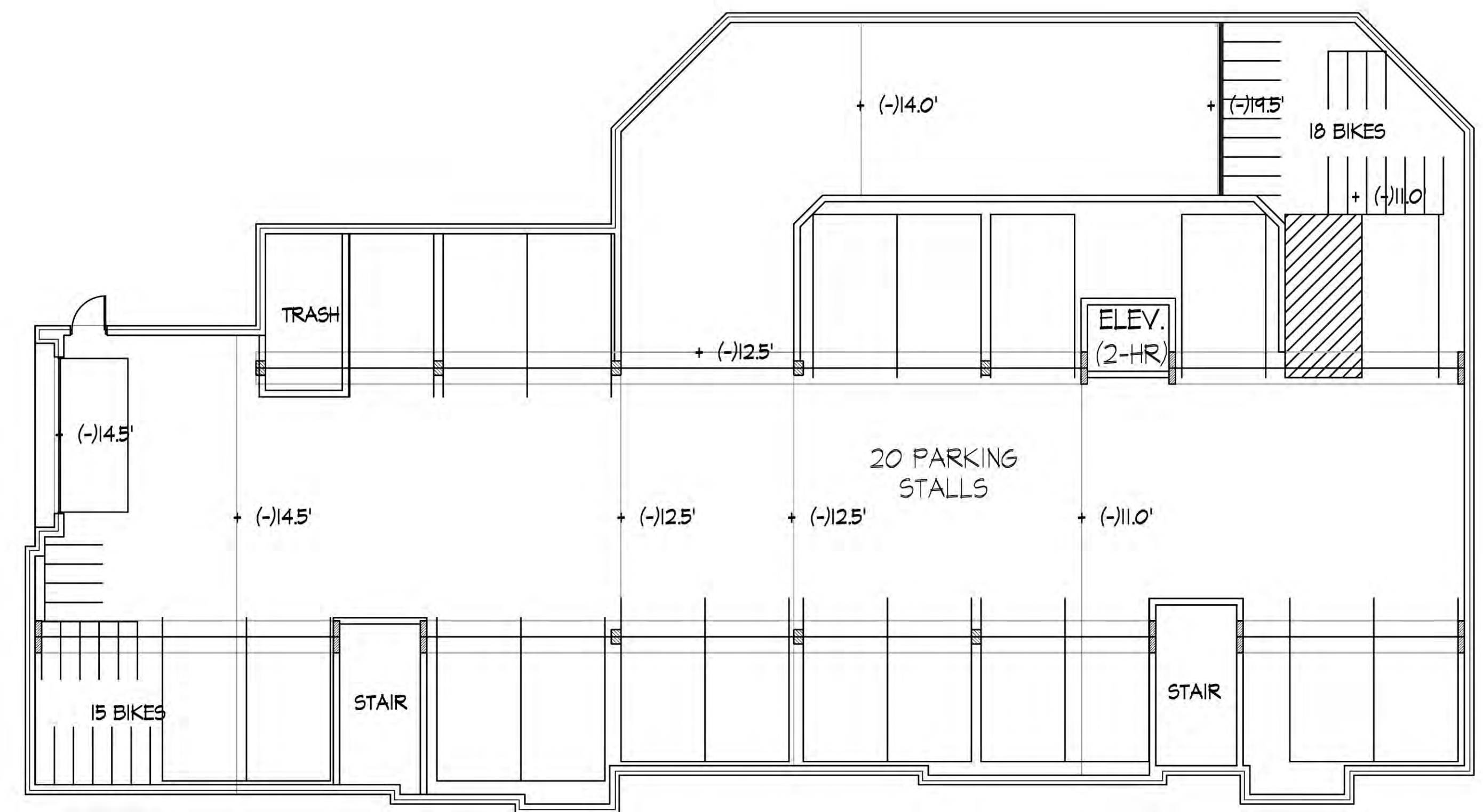


Side Elevation





LOWER LEVEL PARKING



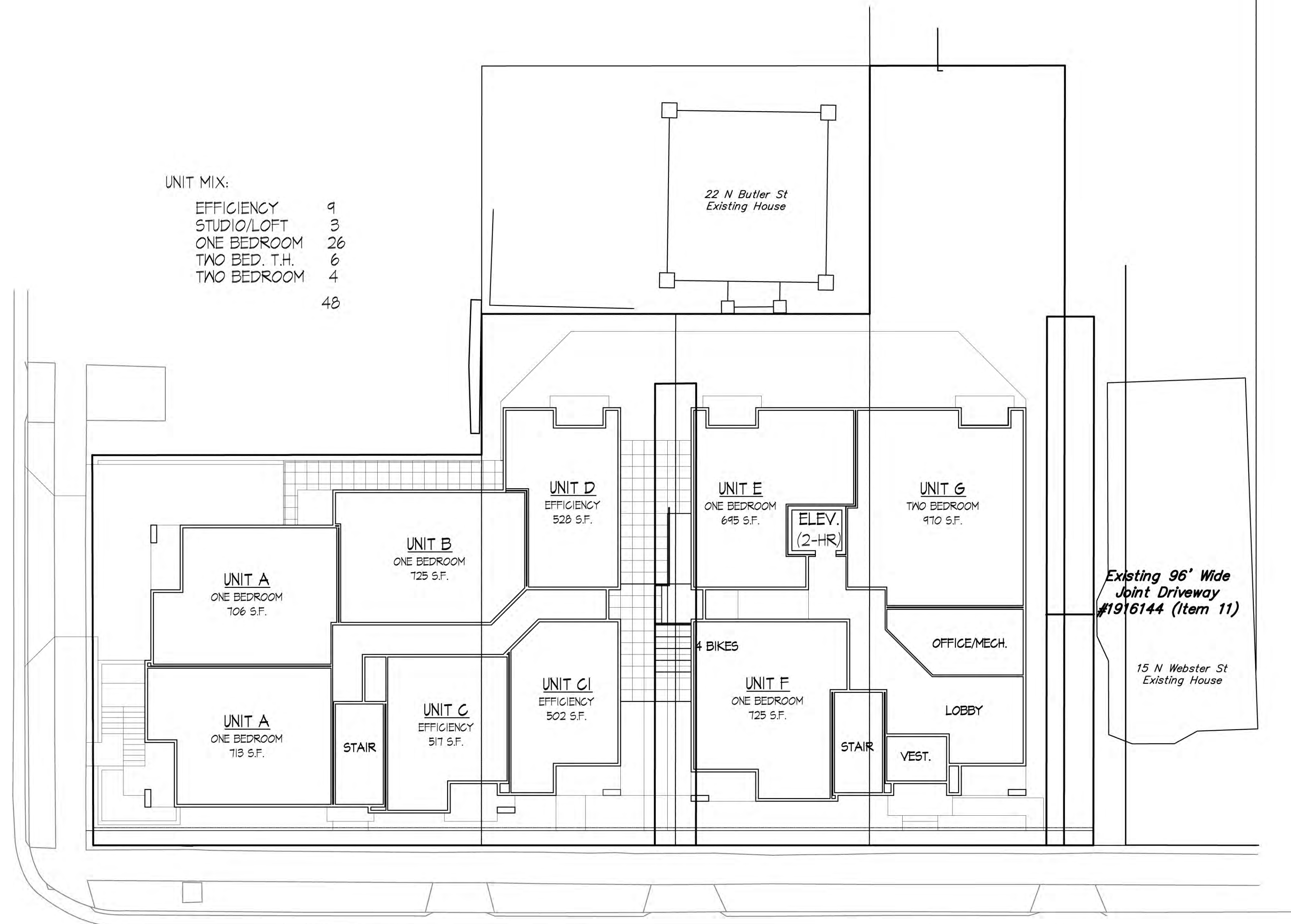
BASEMENT PLAN





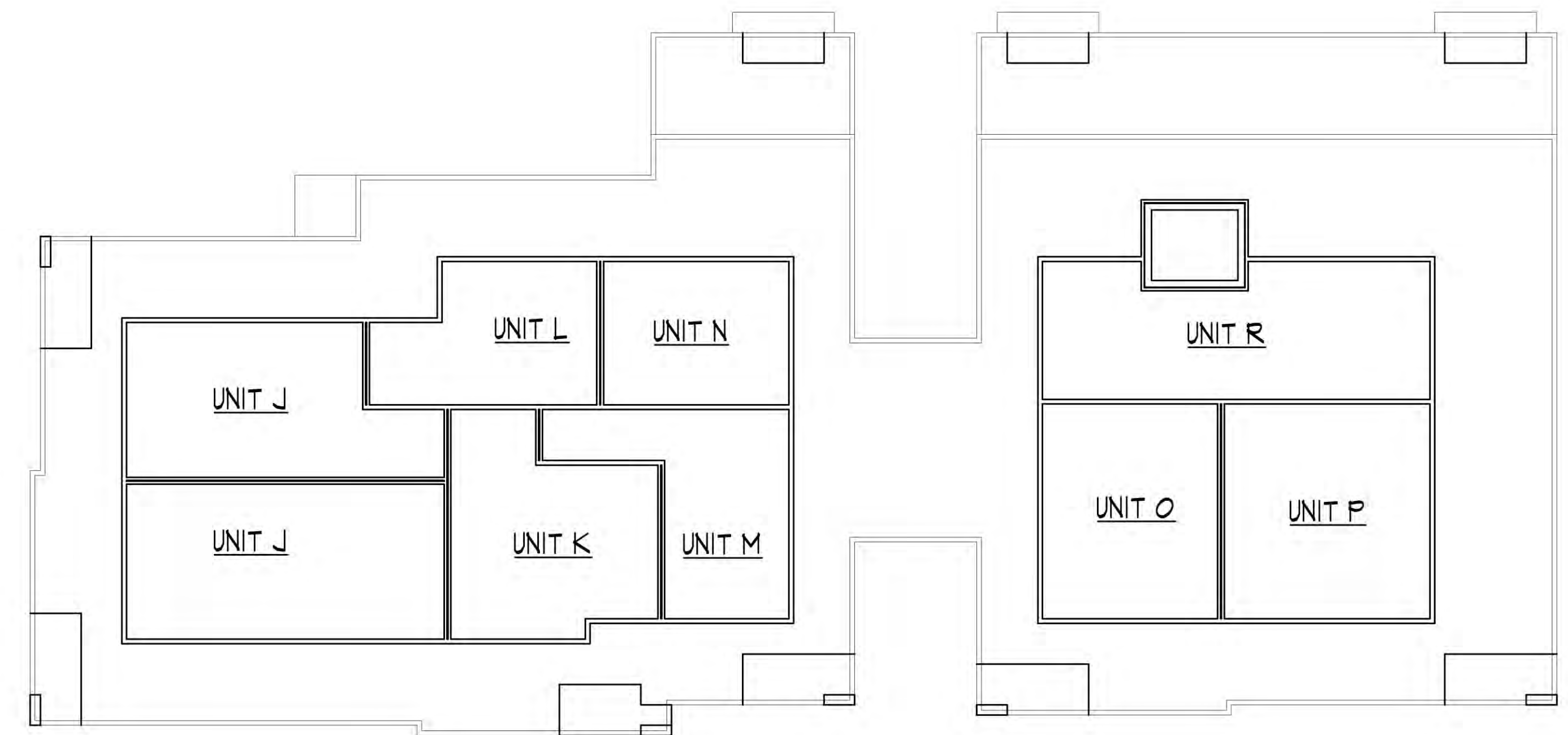
UNIT MIX:

EFFICIENCY	9
STUDIO/LOFT	3
ONE BEDROOM	26
TWO BED. T.H.	6
TWO BEDROOM	4
	48

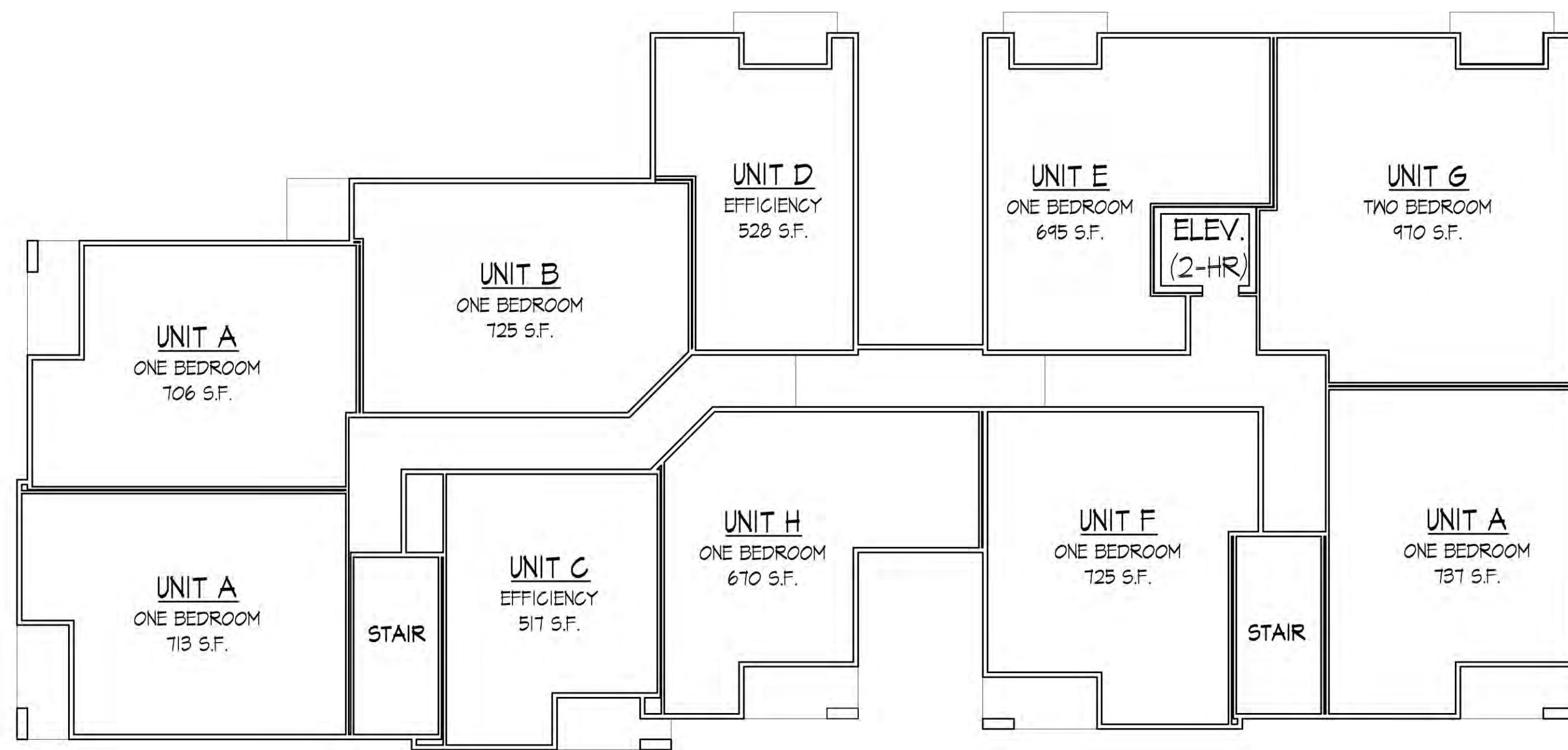


FIRST FLOOR PLAN

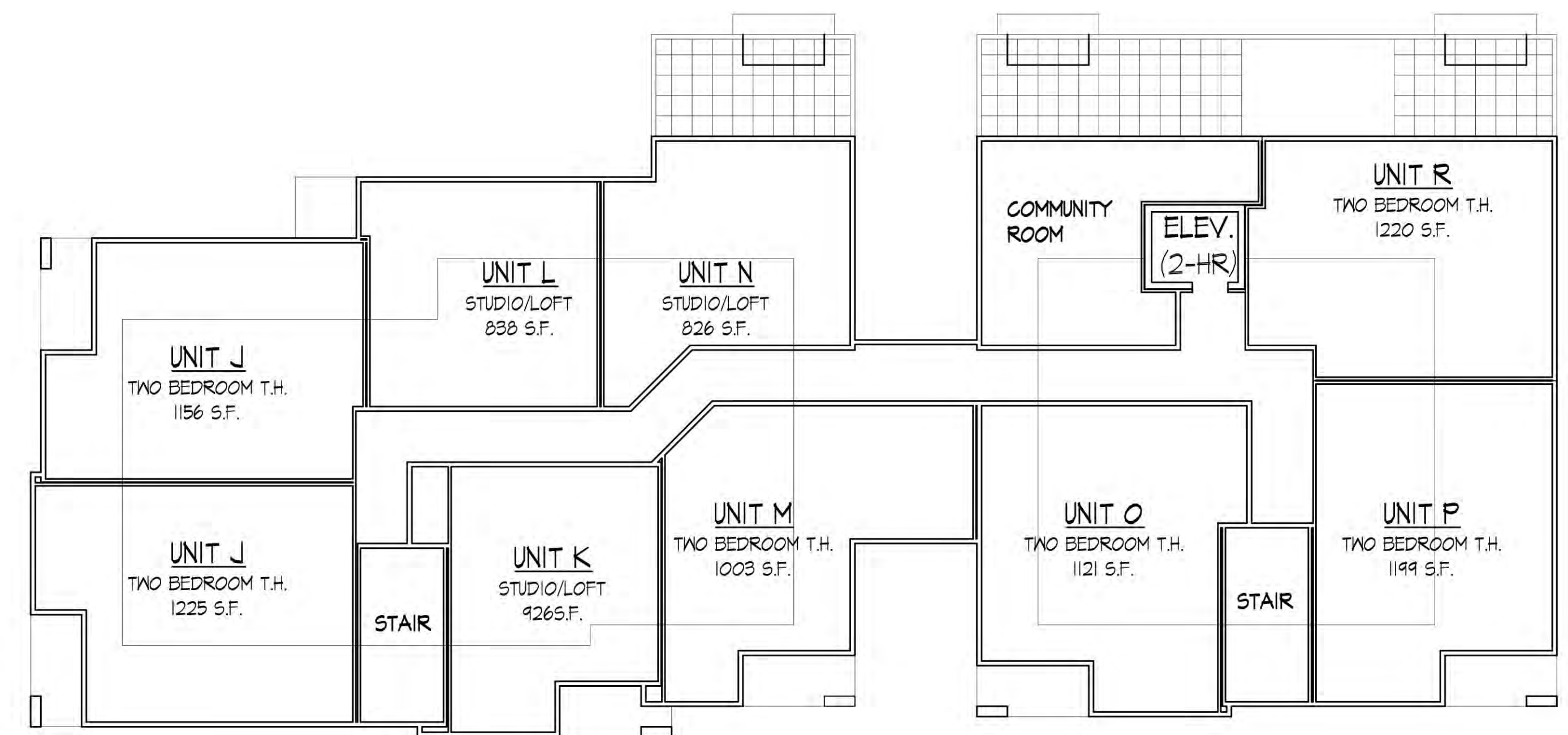




LOFT FLOOR PLAN



SECOND - FOURTH FLOOR PLAN



FIFTH FLOOR PLAN



Webster Street  
**Context  
Photos**

JUNE 25, 2013



201 E. Mifflin St. & 27 N. Butler St.  
Built 1886



25 N. Webster St.  
Built 1894



19 N. Webster St.  
Built 1904



17 N. Webster St.  
Built 1872



15 N. Webster St.  
Built 1889



223 E. Mifflin St.  
Built 1900



219 E. Mifflin St.  
Built 1904



215 E. Mifflin St.  
Built 1892



209 E. Mifflin St.  
Built 1899



201 E. Mifflin St.  
Built 1886



212 E. Washington Ave.  
Built 1900



12 N. Butler St.  
Built 2002



18 & 20 N. Butler St.  
Built 1884



24 & 26 N. Butler St.  
Built 1890



223 E. Mifflin St.  
Built 1900