

Madison Landmarks Commission APPLICATION

City of Madison Planning Division

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

1. LOCATION 13 Project Address: 1013 Mound St. and 1015 Mound St. Aldermanic District: Date Submitted: June 30, 2014 2. PROJECT Project Title / Description: Longfellow Historic and Longfellow 64 Apartment Buildings 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 □ Third Lake Ridge **First Settlement** □ University Heights □ Marguette Bungalows □ New Construction in a Local Historic District (specify): □ Mansion Hill □ Third Lake Ridge D First Settlement □ University Heights Marguette Bungalows Demolition Variance from the Landmarks Ordinance Referral from Common Council, Plan Commission, or other referral **Ex Other** (specify): <u>Exterior signage</u> **3. APPLICANT** Applicant's Name: _John Seamon Company: Iconica City/State: Madison, Address: 901 Deming Way WΙ Zip: 53717 Telephone: (608) 664-3550 E-mail: john.seamon@iconicacreates.com Property Owner (if not applicant): Longfellow Properties, LLC c/o Alexander Company_ Address: 145 East Badger Road, Suite 200 Zip: 53713 City/State: Madison, WI Date: 4-30.-

Property Owner's Signature:

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.

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.

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



Signage Design Intent The Longfellow School Adaptive Re-use and New Apartment Complex June 30, 2014

Project Description:

The proposed uses include: 50,432 SF of residential in the historic Longfellow school, 70,815 SF of residential and 39,841 SF of enclosed parking in the new building. The redevelopment of the former Longfellow School includes the conversion to 40 market rate apartments along with a new three-story, 64 unit apartment building over 2 levels of self-contained parking with 101 stalls and 18 surface stalls. Pedestrian access to both the historic building and the new buildings located on the upper parking level. The parking access is from both Chandler and Mound street with trash/recycling pick up and resident loading/unloading from the Mound street only.

The new building footprint mimics the existing school, and consequently, creates a common courtyard and gardens with a pedestrian building connection between the historic building and the proposed new building. Enhanced sidewalk and street front landscaping provide an aesthetically cohesive environment. The massing, articulation and architectural style is intended to be cohesive with the Meriter campus and neighborhood but most specifically, respect and preserve the architectural identity of its closest neighbor, the historic Longfellow School. However, the modern design sensibility of the new building also allows for the historic building and the new Children's Center to maintain their respective identities, history and presence.

Historic Preservation:

Every attempt is being made to exploit all character features of the school to create a singular sense of place for its residents, Meriter and the neighborhood. The restoration of the historic Longfellow School meets or exceeds the standards set by the US Department of Interior for property that is listed on the National Register of Historic Places and the guidelines established by the City of Madison Landmarks Commission.

Signage design:

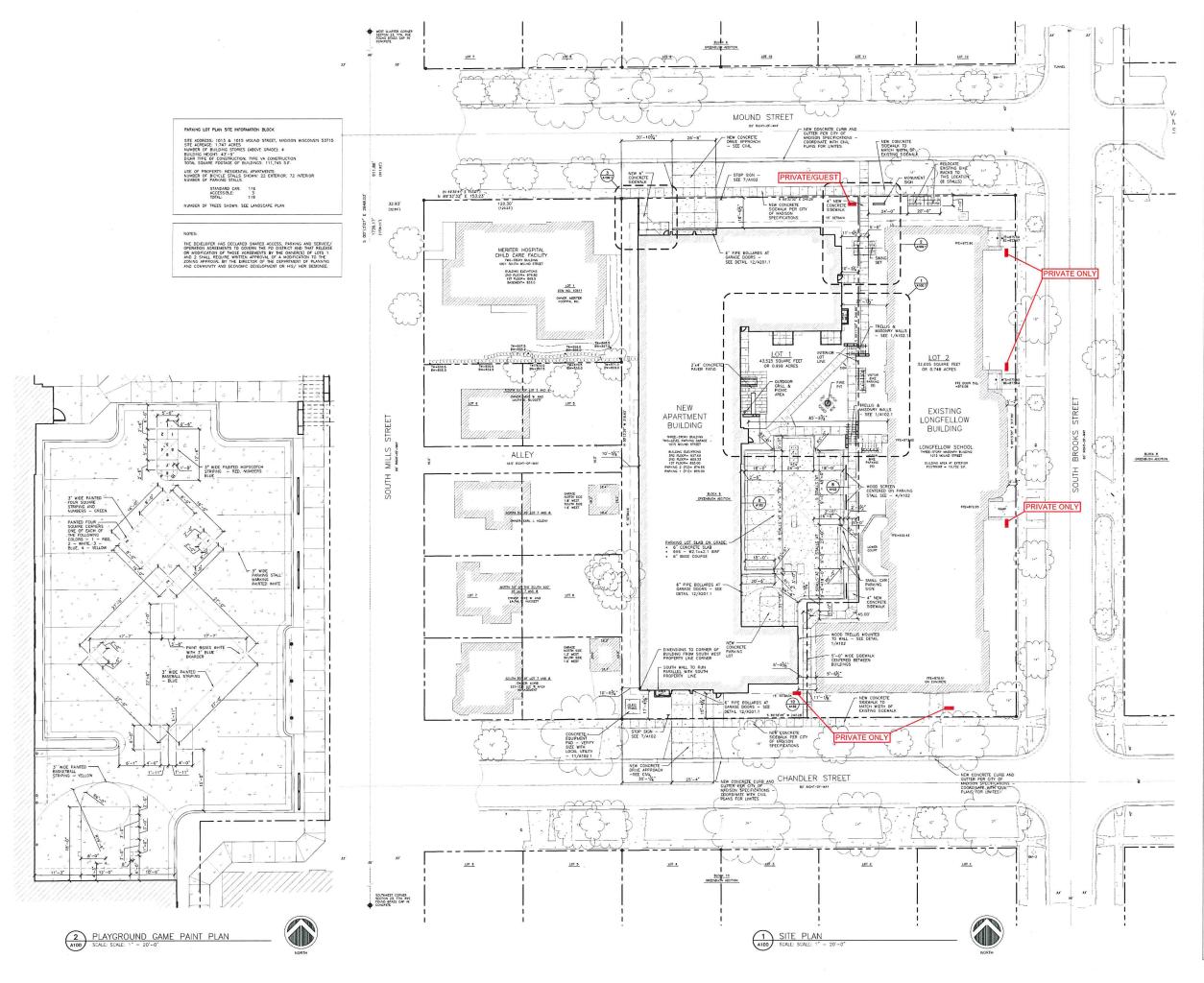
The signage design is intended to have little to no design impact on either building, historic or new. The minimal design is restrained and allows the architecture to take center stage. Clean, simple black plate steel with laser cut or white applied letters serve to identify and instruct but not compete with the architecture. The 6 privacy signs are located near the sidewalks for 3 reasons. 1.) Adding signage to the building entry doors or adjacent walls is not an acceptable solution to the National park service; 2.) Signs at the doors are a privacy concern, as we don't want people looking don't into units from the elevated position of the entry stair landings; and 3.) To keep hospital visitors from smoking on the property.

Thank you for your time in reviewing our proposal and I look forward to meeting with you.

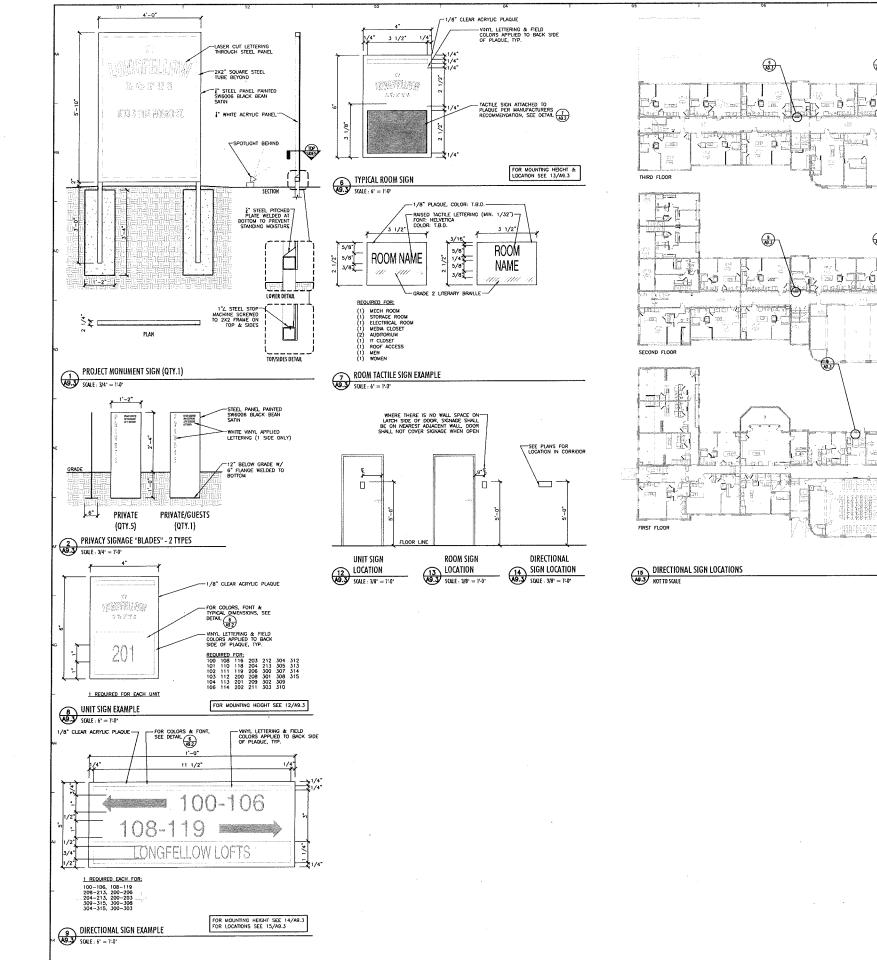
Sincerely,

John Seamon Architectural Director, Iconica

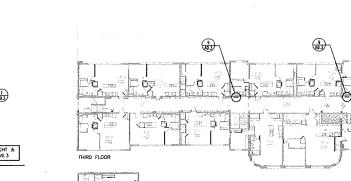
901 Deming Way // Madison, WI 53717 // Ph: 608.664.3500 // Fx: 608.664.3535 // Iconicacreates.com











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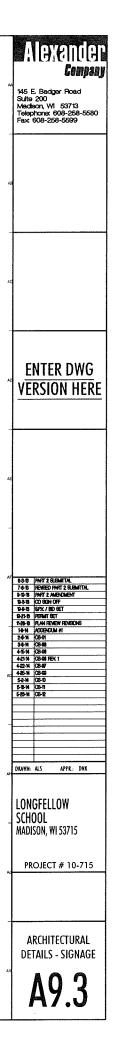
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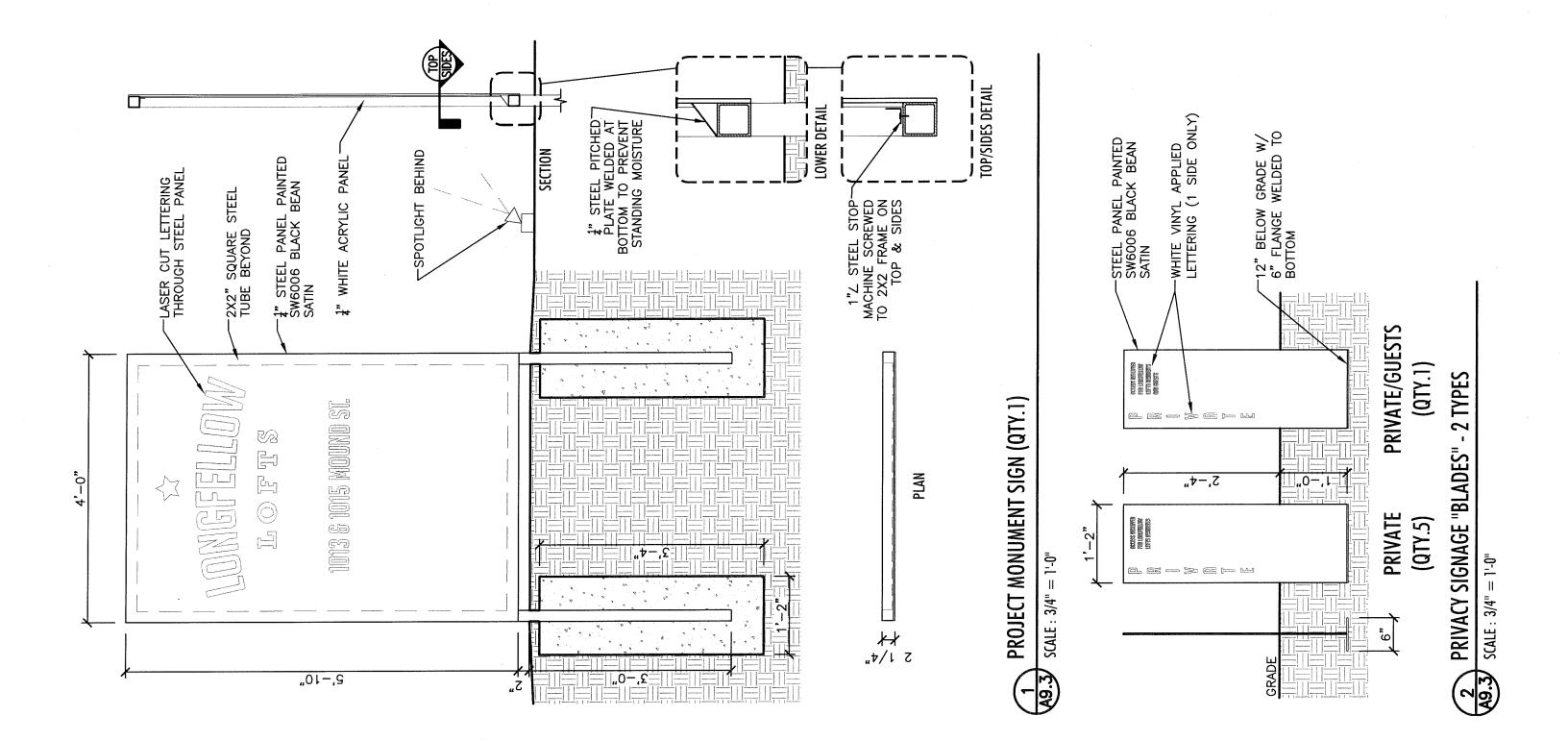
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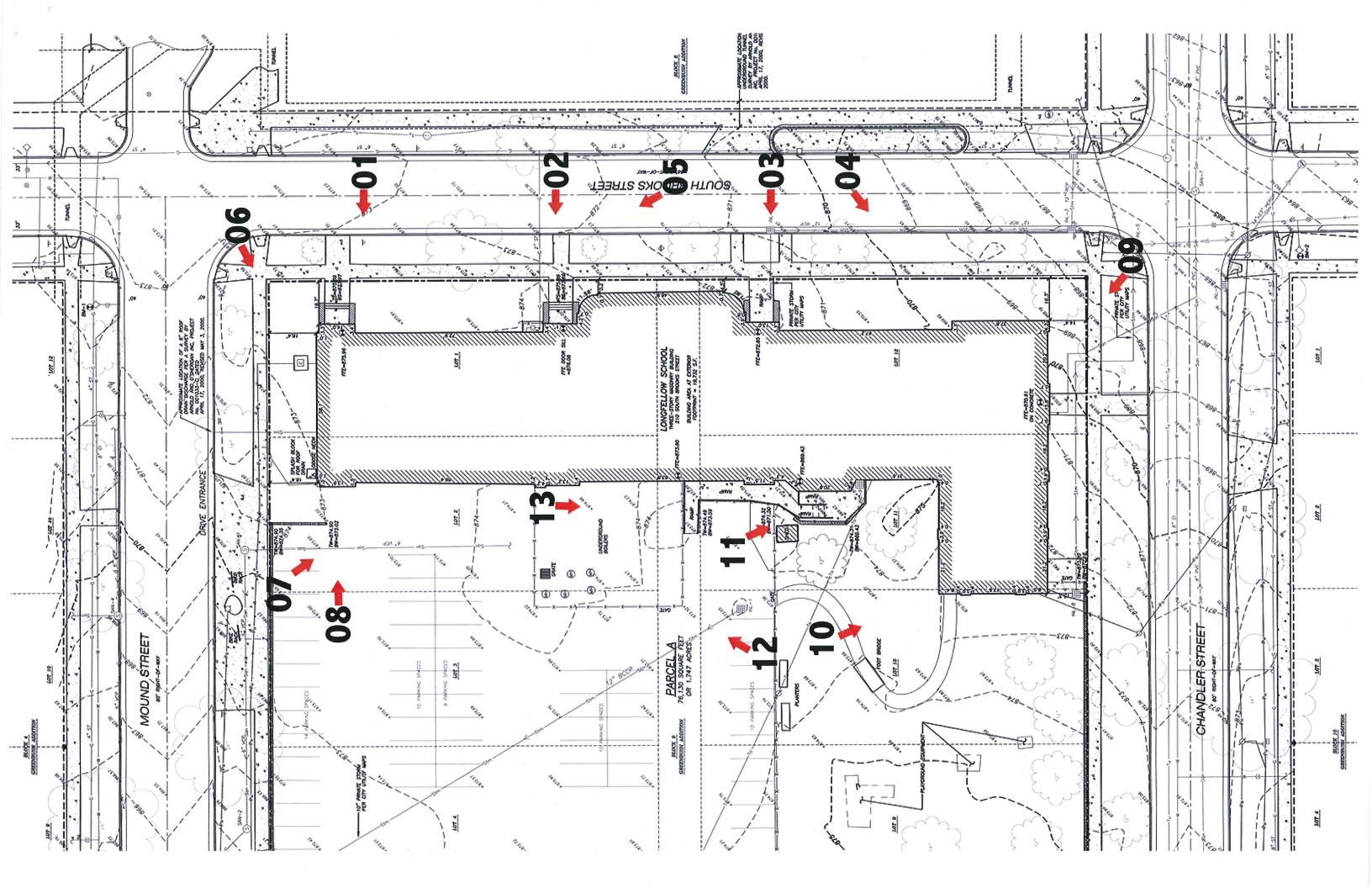








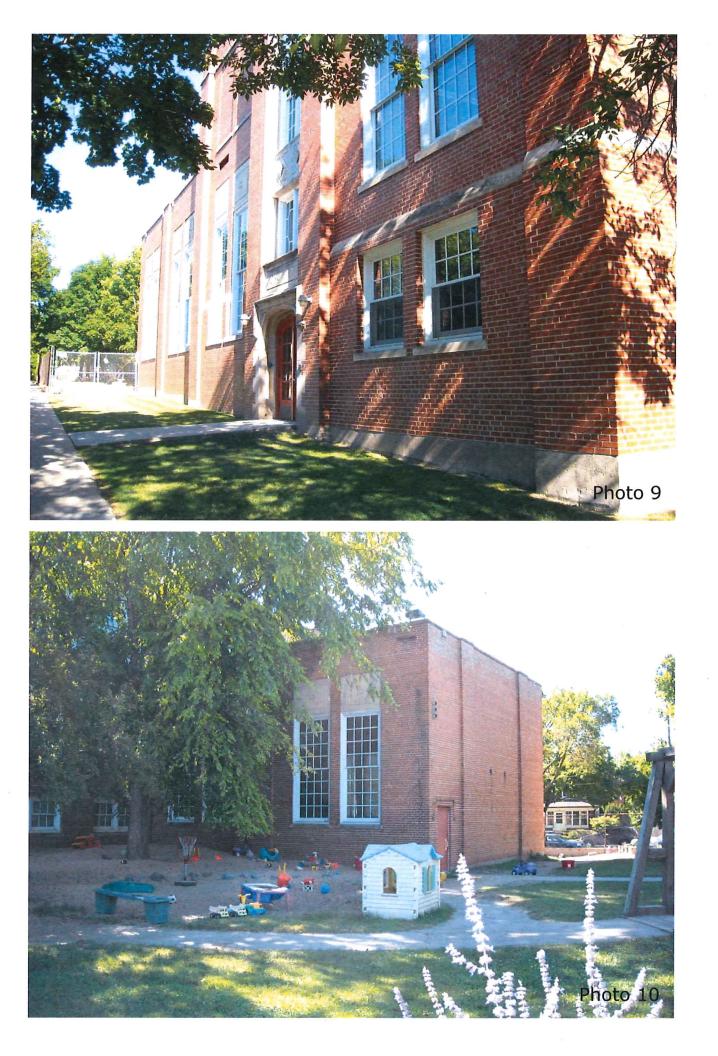
Photo 2







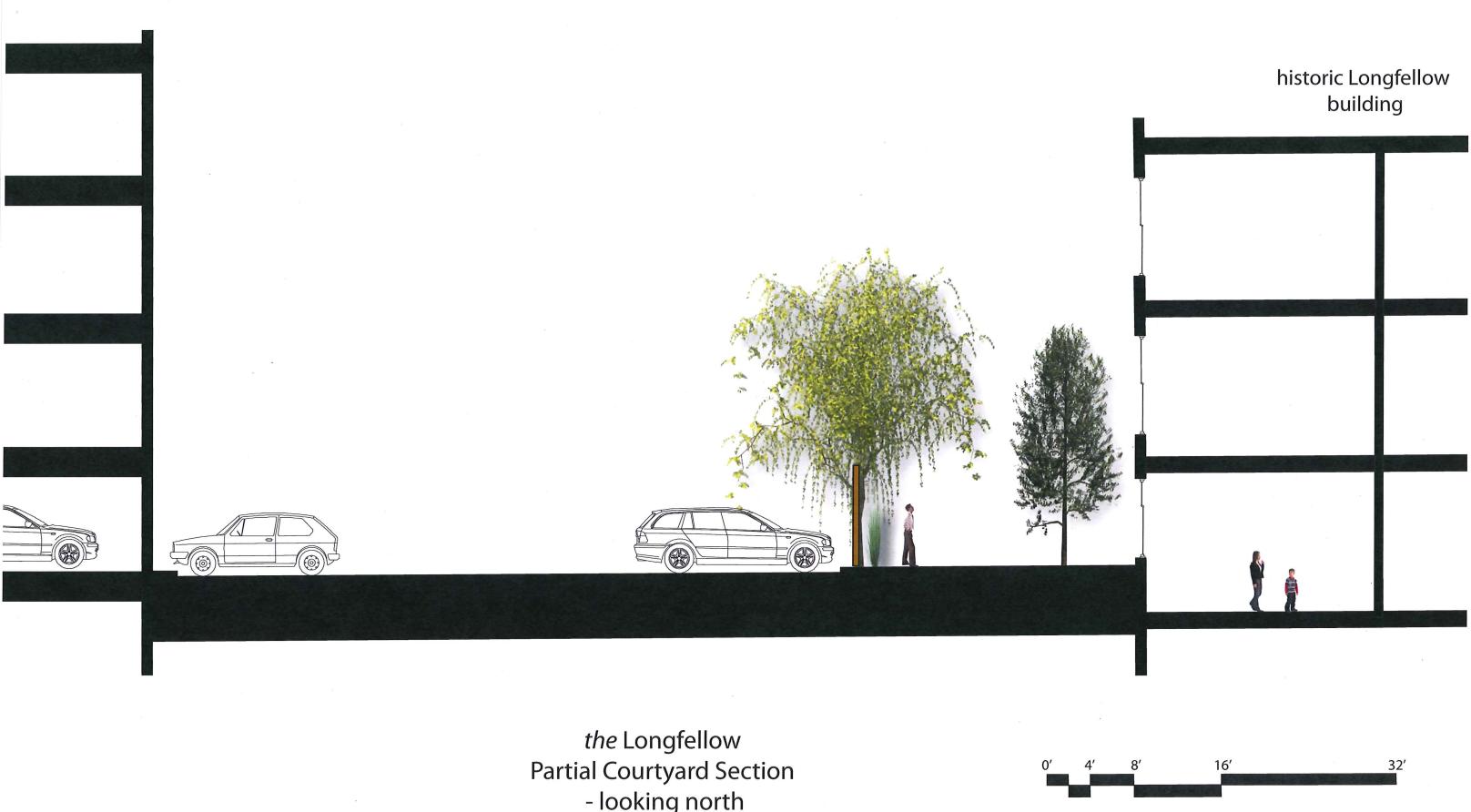






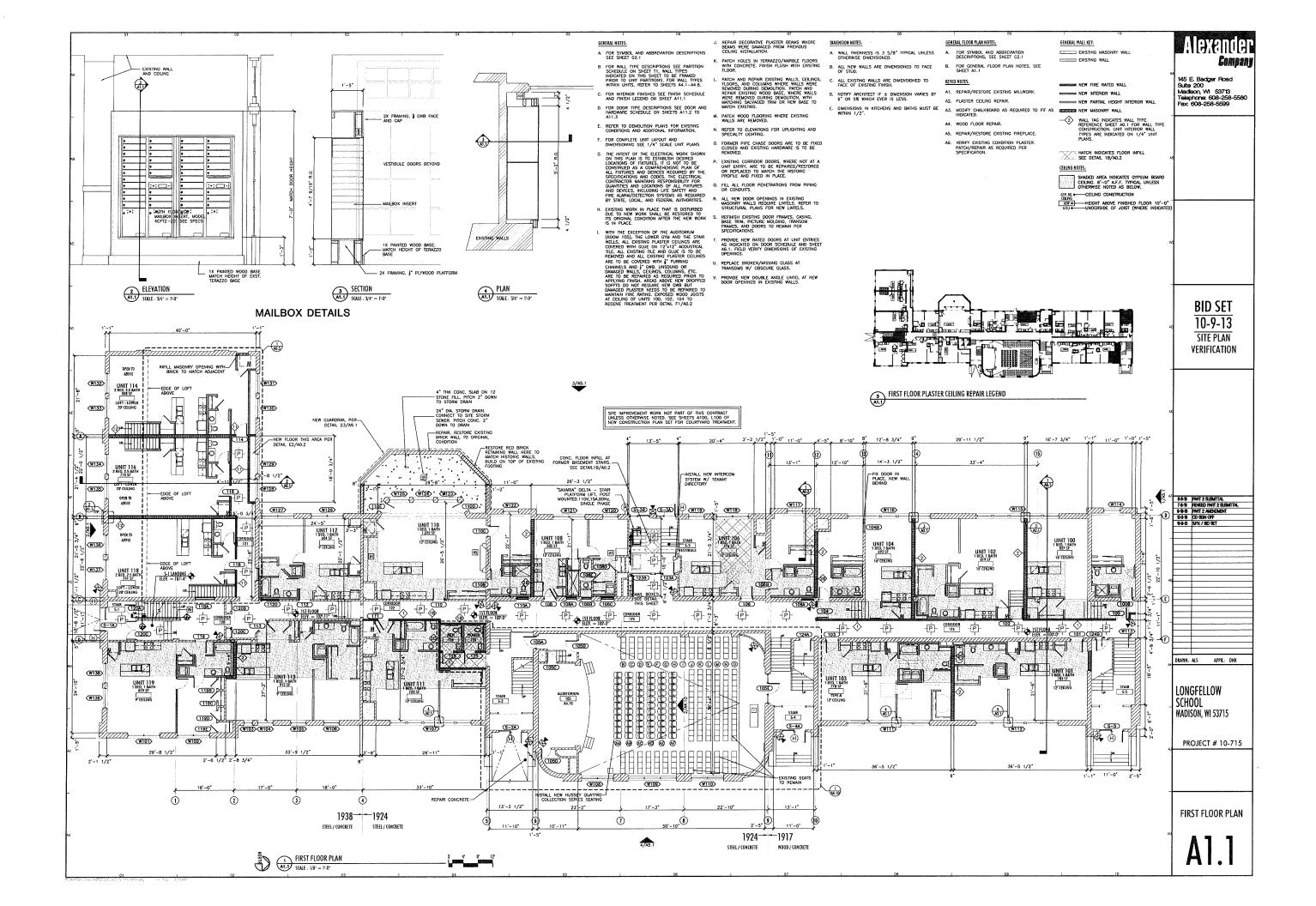


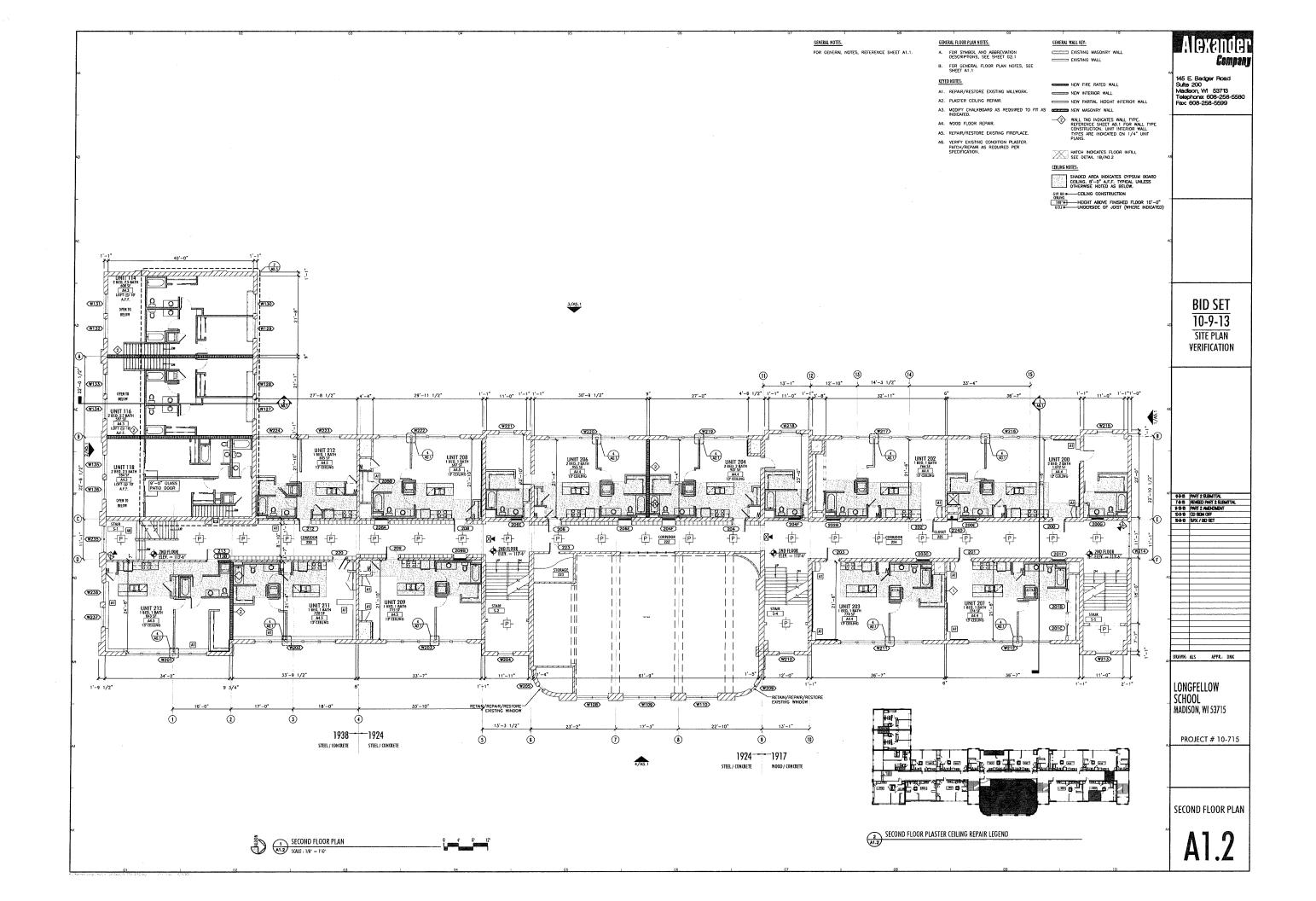


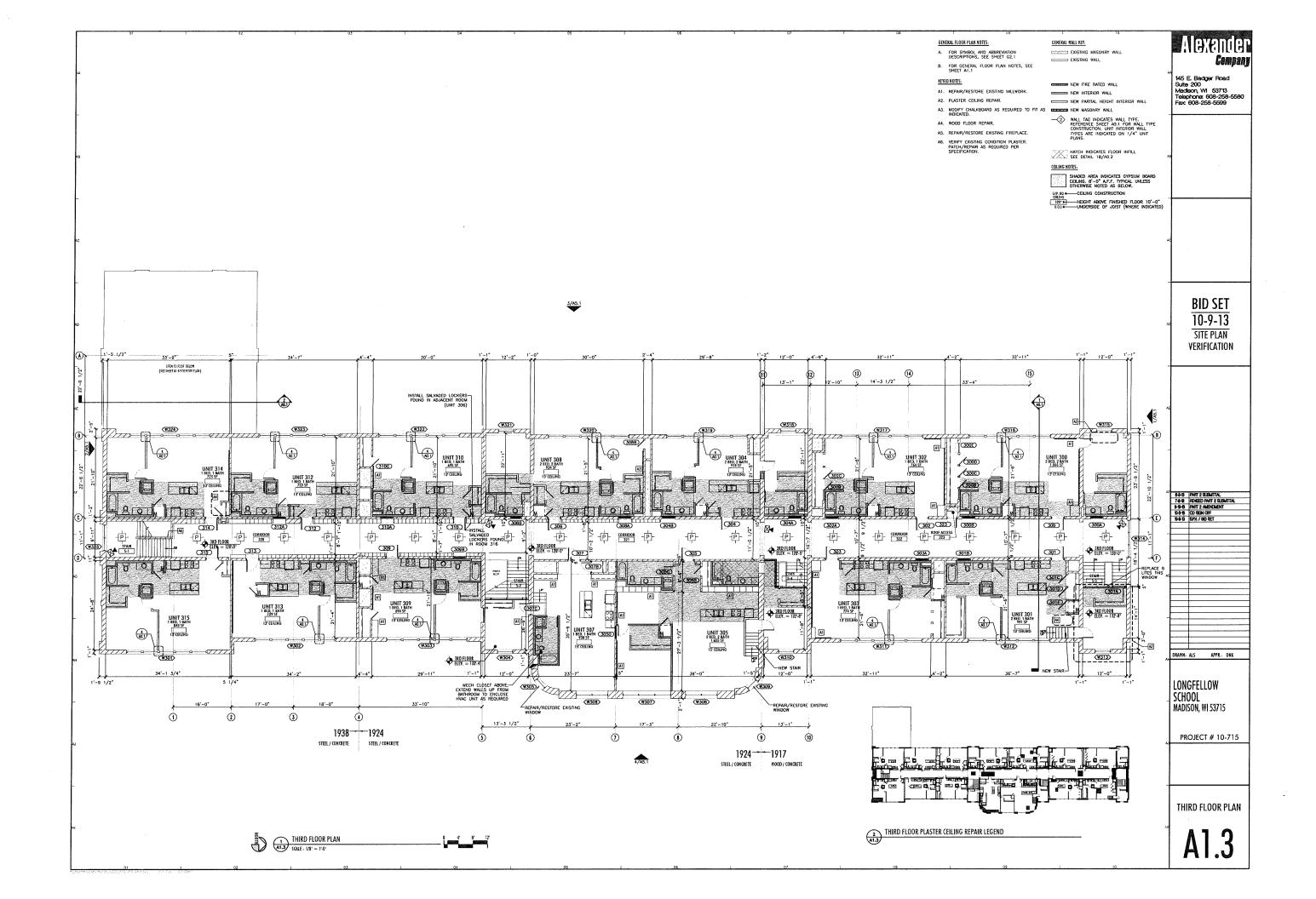


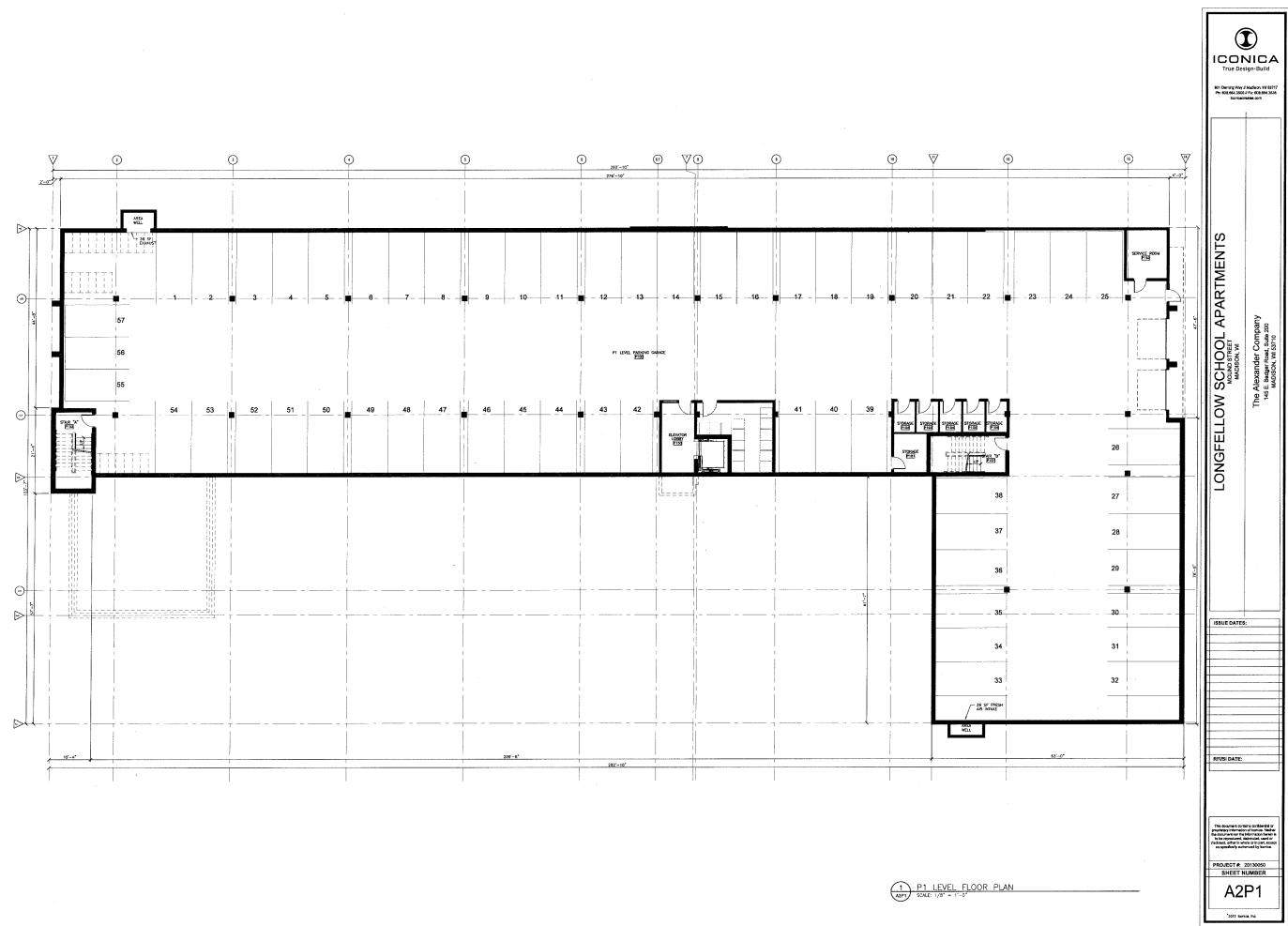
- looking north



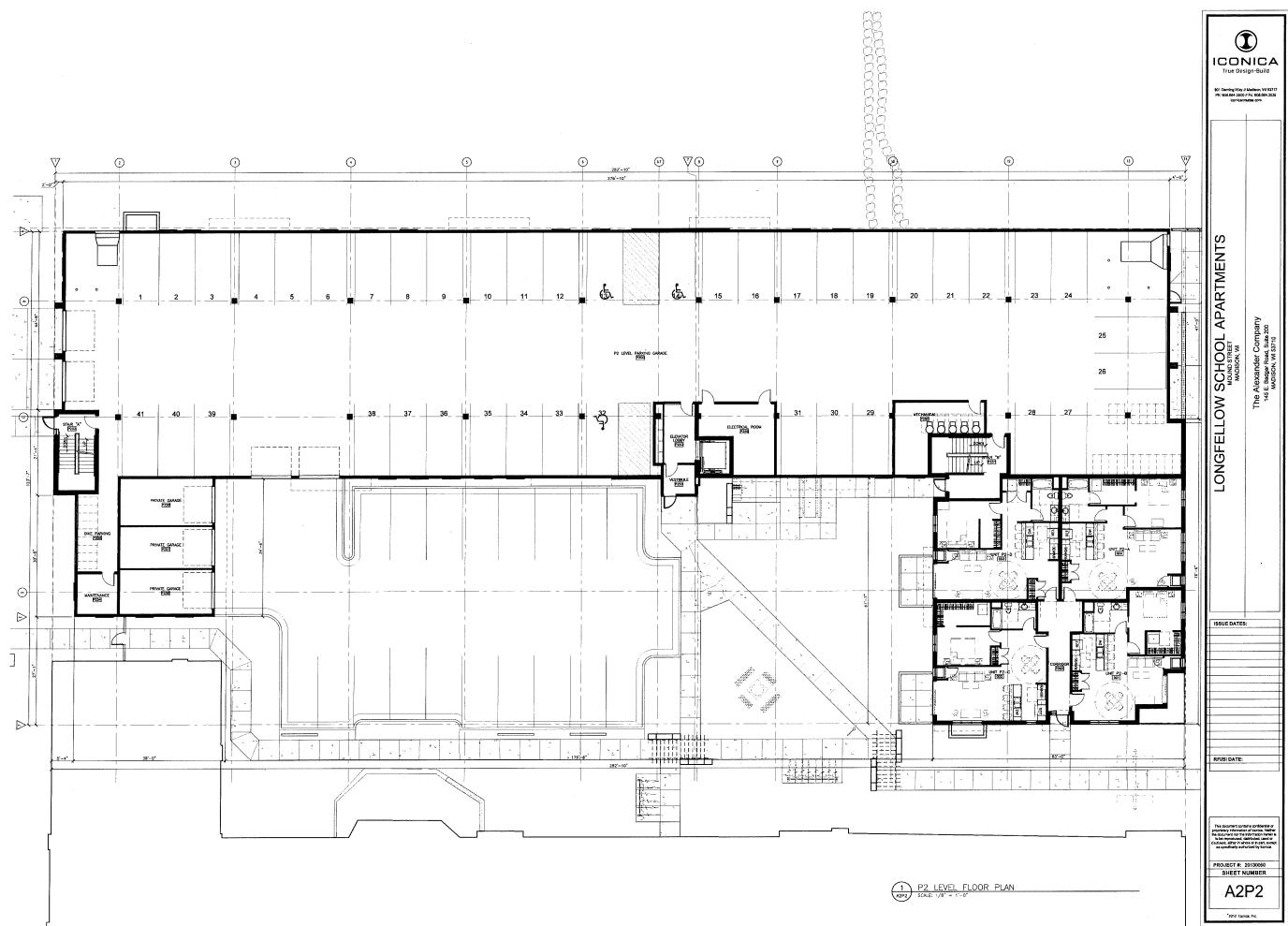


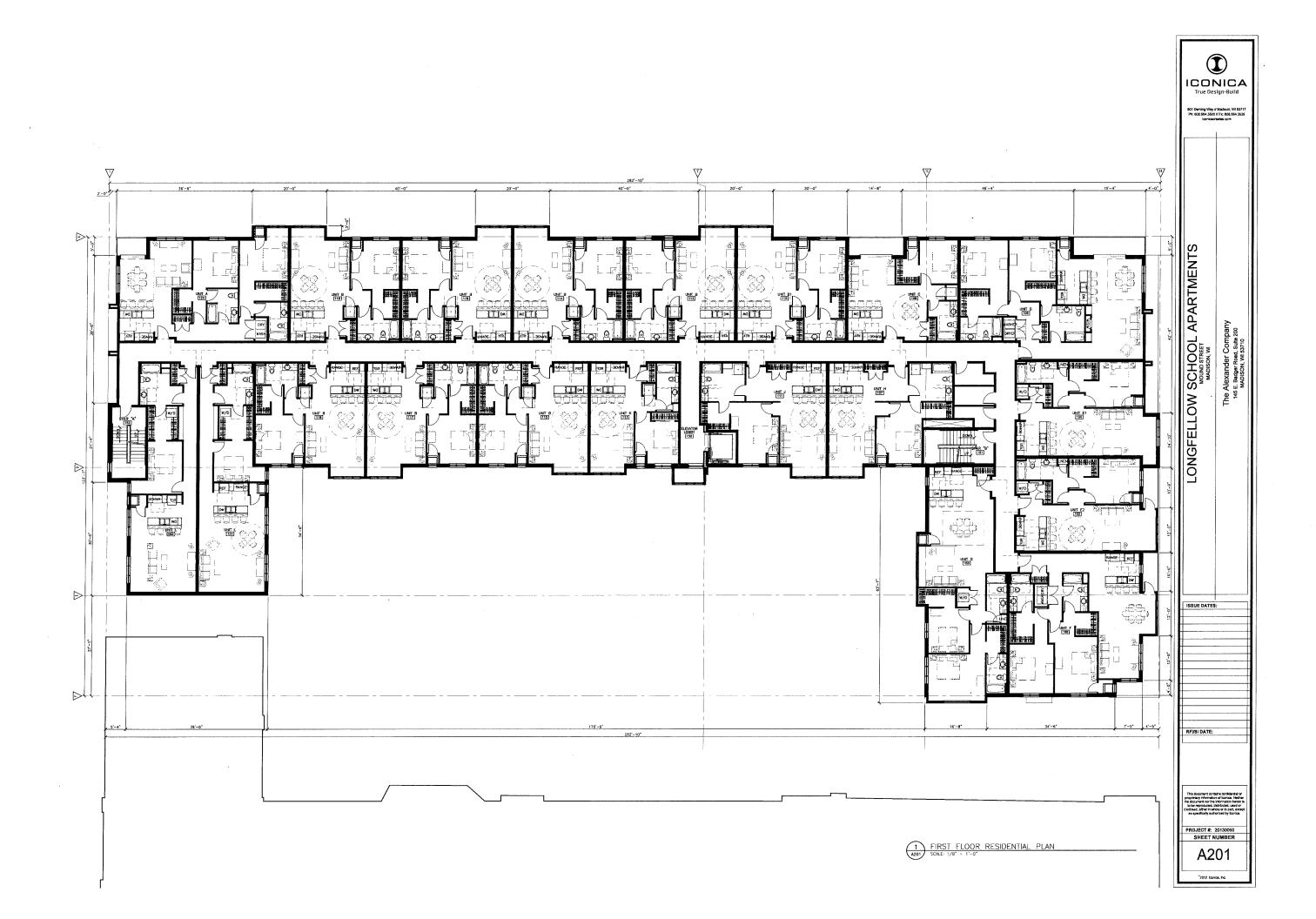


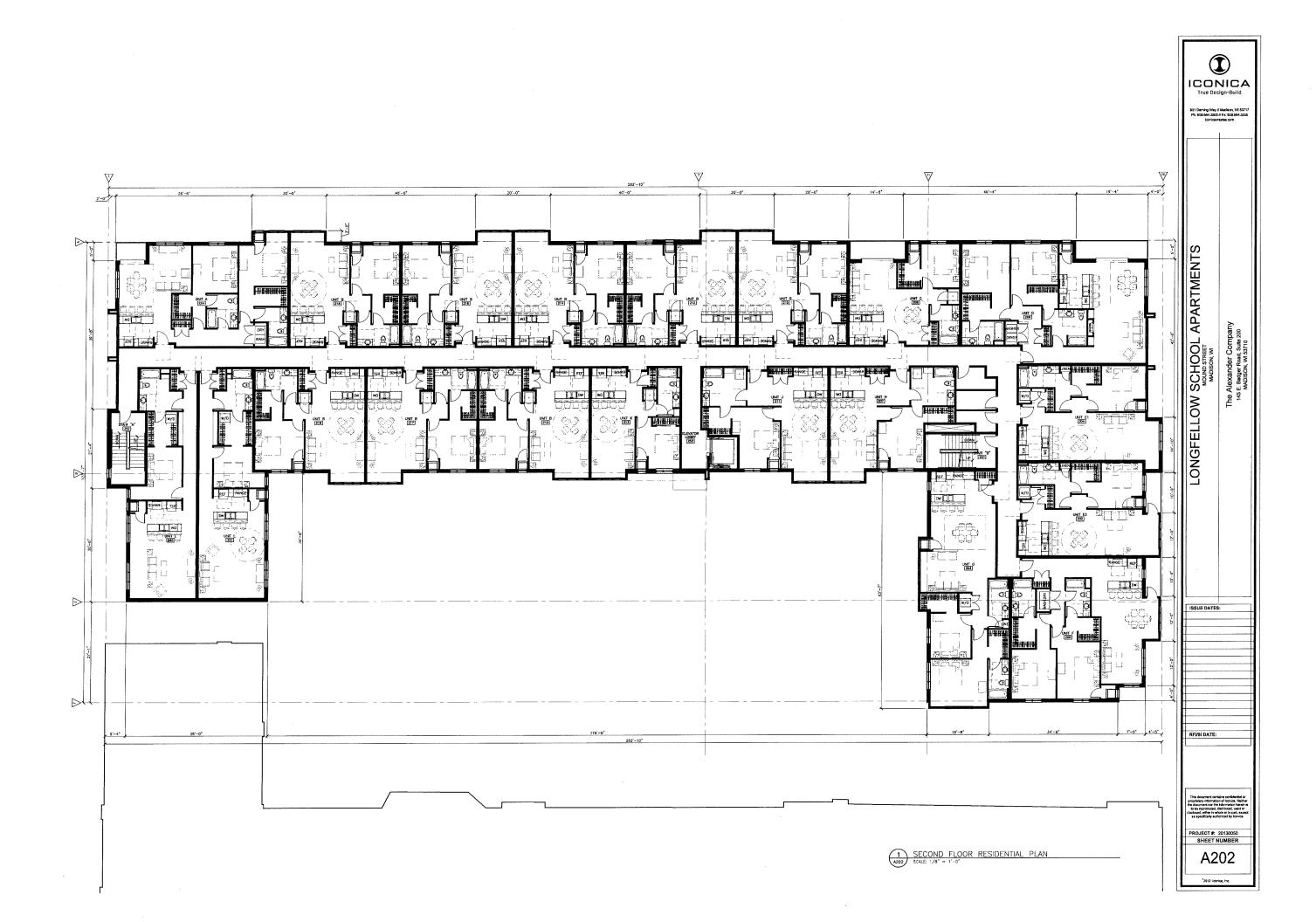


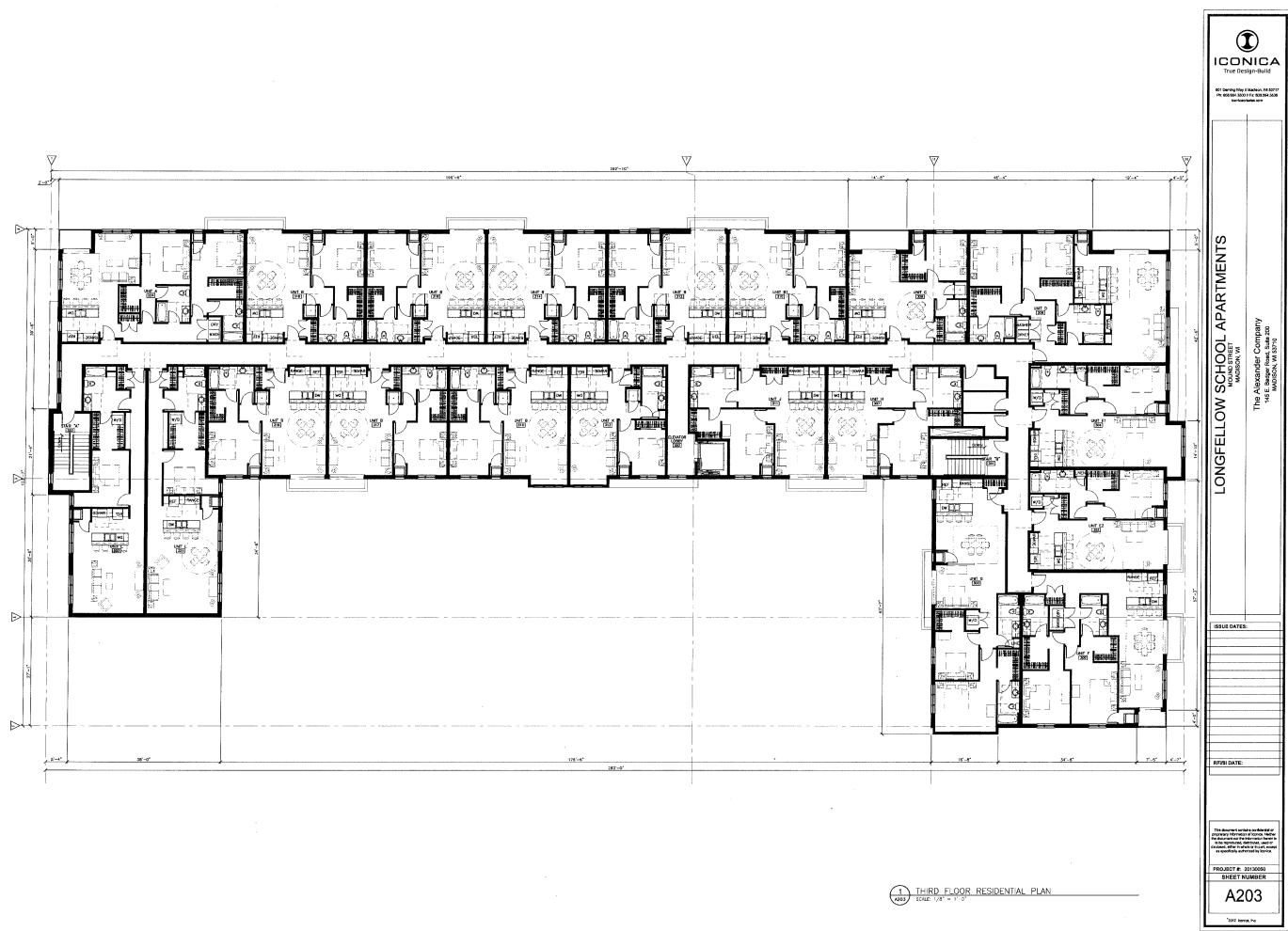


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the Longfellow



- C = Brick Ultra Brown

- F = Brick Autumn Haze

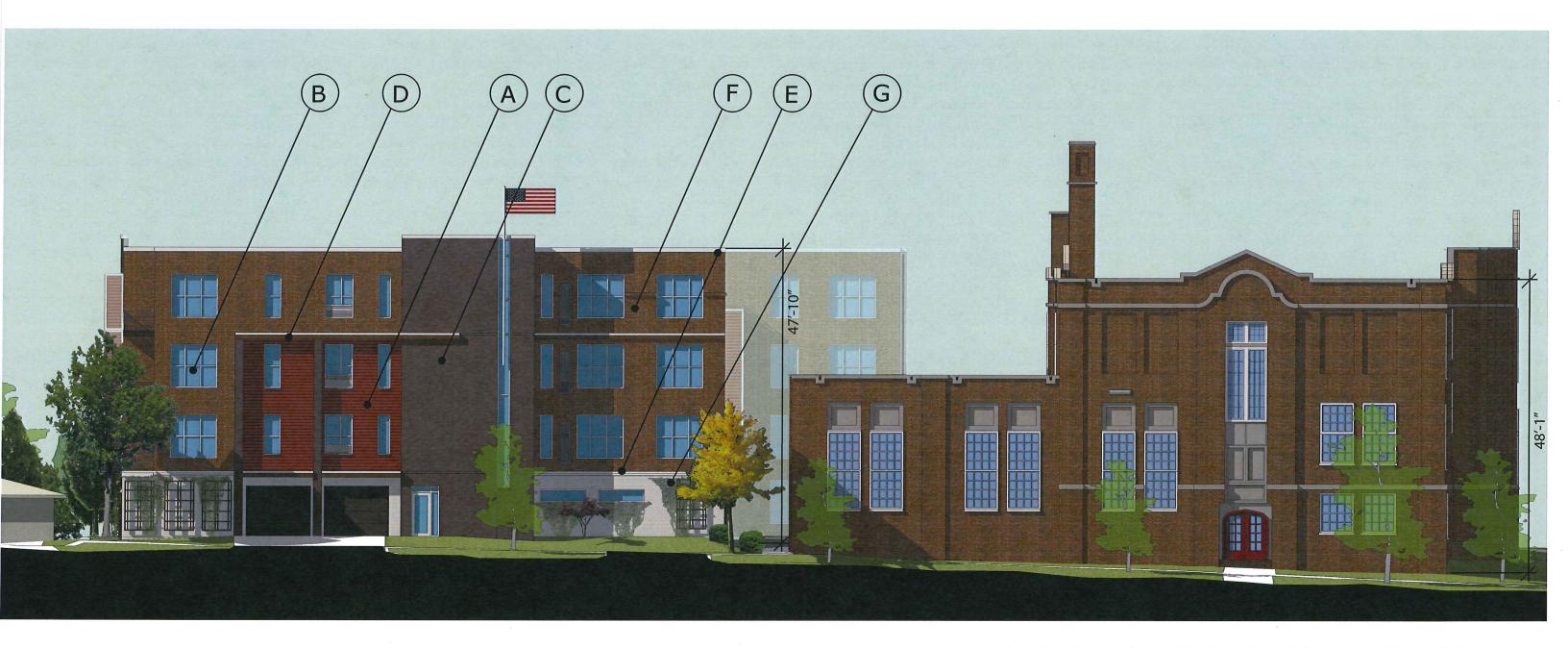
NORTH ELEVATION





A = Horizontal architectural metal panel - Terra Cota B = White aluminum window and door frames D = Cedar fascia and soffit - Dark Brown E = White coping drip edgeG = Colored Masonry Block - Camel (light tan)

the Longfellow



- C = Brick Ultra Brown

SOUTH ELEVATION





A = Horizontal architectural metal panel - Terra Cota B = White aluminum window and door framesD = Cedar fascia and soffit - Dark Brown E = White coping drip edgeF = Brick - Autumn Haze G = Colored Masonry Block - Camel (light tan)

the Longfellow



WEST ELEVATION



