



# 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

Project Address: 409 East Main Street Aldermanic District: 6

## 2. PROJECT

Date Submitted: 2/26/15

Project Title / Description: Remodel + 3<sup>rd</sup> Floor Addition

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): \_\_\_\_\_

## 3. APPLICANT

Applicant's Name: Bill Parsons Company: \_\_\_\_\_  
 Address: 1423 Morrison Street City/State: Madison WI Zip: 53703  
 Telephone: 608 257 0040 E-mail: wparsons@hg-law.com  
 Property Owner (if not applicant): \_\_\_\_\_  
 Address: \_\_\_\_\_ City/State: \_\_\_\_\_ Zip: \_\_\_\_\_  
 Property Owner's Signature: [Signature] Date: 2/26/15

### 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.

EXISTING PHOTO – EAST MAIN STREET



3/9/2015

## EXISTING PHOTO

### **409 E. MAIN**

Existing conditions:

FAÇADE BRICK FROM 60'S ADDITION

EXISTING BRICK PAINTED

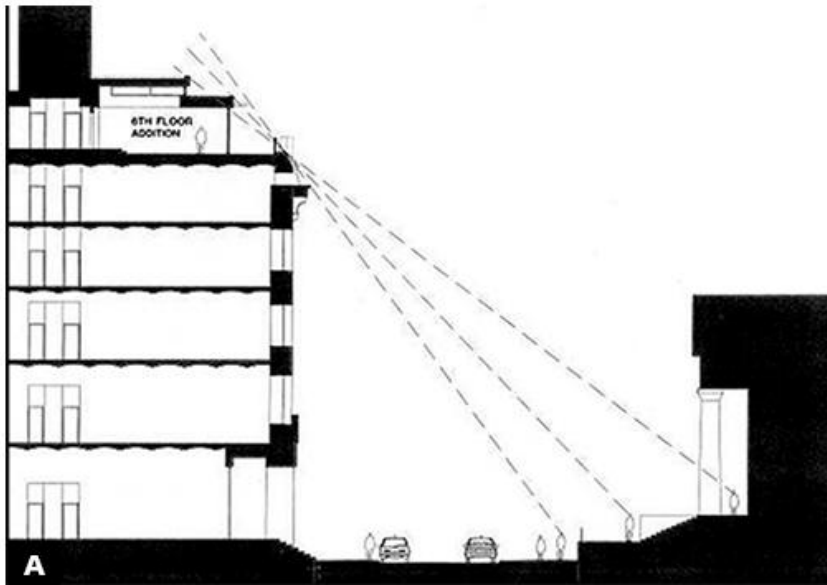
SECOND LEVEL HAS VINYL SASH REPLACEMENTS



3/9/2015



# Historically Appropriate Approach and Precedents



3/9/2015

**NEW THIRD FLOOR ADDITION**

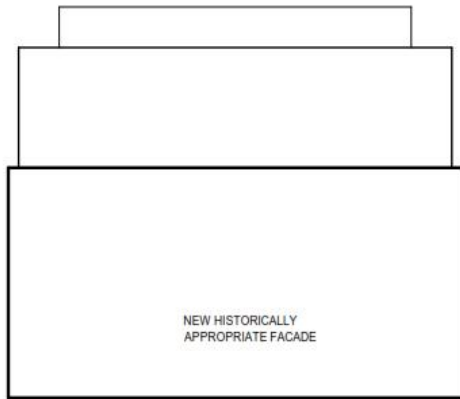
**409 E. Main**

Existing conditions:  
FAÇADE BRICK FROM 60'S ADDITION  
EXISTING BRICK PAINTED  
SECOND LEVEL HAS VINYL SASH REPLACEMENTS

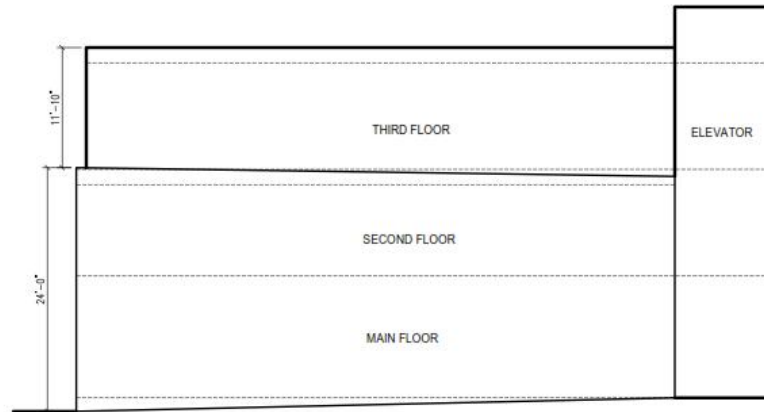
**NEW HISTORICALLY  
APPROPRIATE  
WINDOWS**

**NEW HISTORICALLY  
APPROPRIATE FACADE**



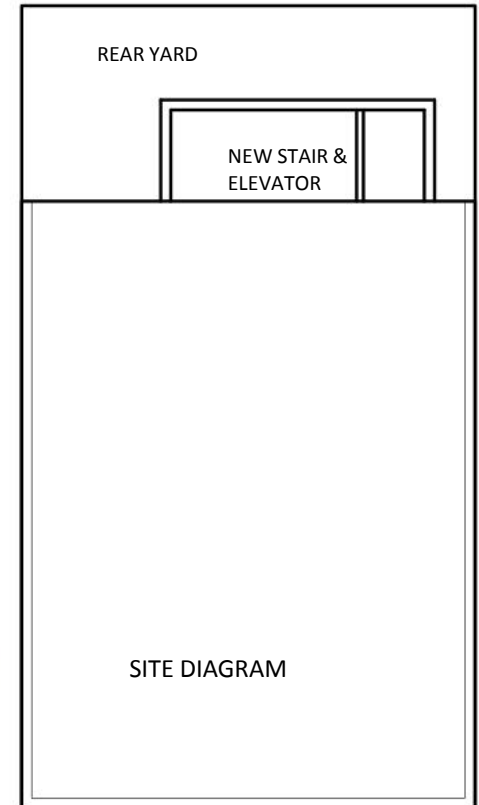


FRONT MASSING



SECTION MASSING

1st flr = 2673 sf + 280 sf  
 2nd flr = 2673 sf + 280 sf  
 3rd flr = 2510 sf + 280 sf  
 Total = 8696 sf



SITE DIAGRAM

**NEW THIRD FLOOR WITH PATIO + MEZZANINE**

**409 E. Main**

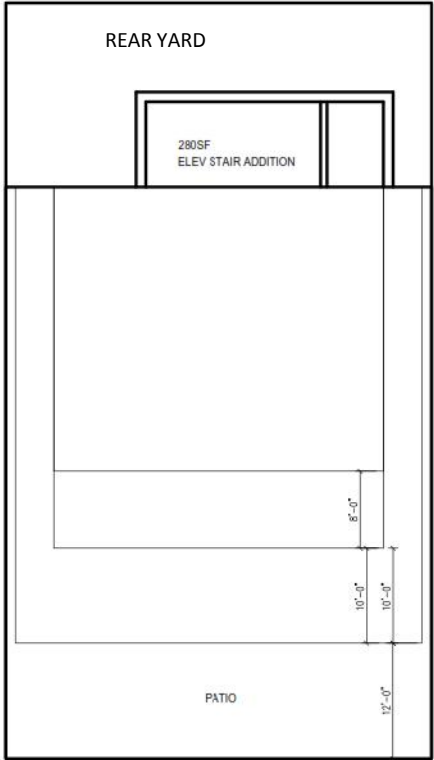
Existing conditions:  
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EXISTING BRICK PAINTED  
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**NEW HISTORICALLY  
APPROPRIATE  
WINDOWS**

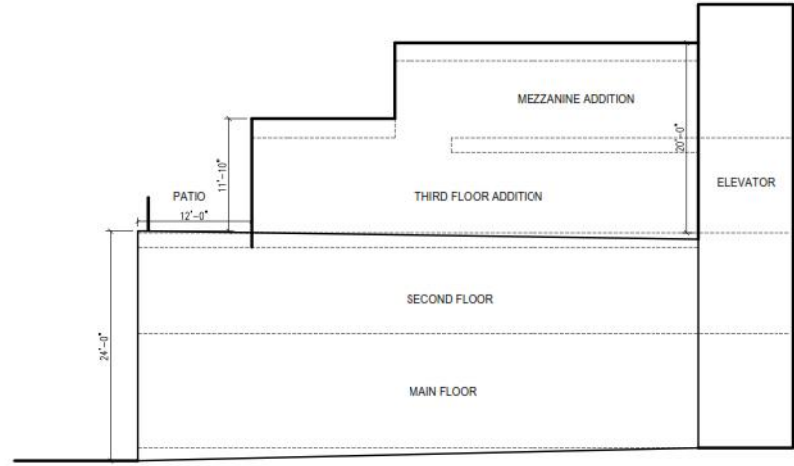
**NEW HISTORICALLY  
APPROPRIATE  
FACADE**





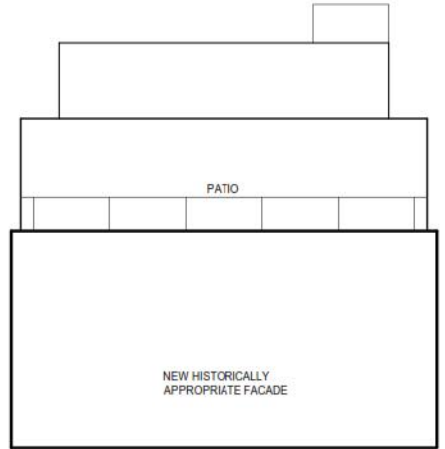


SITE DIAGRAM



1st flr = 2673 sf + 280 sf  
 2nd flr = 2673 sf + 280 sf  
 3rd flr = 2041 sf + 280 sf  
 Mezz = 1034 sf + 280 sf  
 TOTAL = 9541 sf

SECTION MASSING



FRONT MASSING

# RECOMMENDED APPROACH

NEW THIRD FLOOR WITH PATIO + MEZZANINE

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SECOND LEVEL HAS VINYL SASH REPLACEMENTS

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3/9/2015