



Project Intent  
The Longfellow School Adaptive Re-use and New Apartment Complex  
July 1st, 2013

**Project Description:**

The proposed uses include: 50,432 SF of residential in the historic Longfellow school, 70,169 SF of residential and 58,245 SF of enclosed parking in the new building. The estimated Value of Land - is \$1,560,000. The estimated total Project Cost is \$17 million for both the Historic and new construction. The project will create (3) full-time equivalent jobs for property management and 90 new construction jobs. Both the historic Longfellow school and the infill sit on a 76,130 SF Lot with a usable open space totaling 24,731 SF or 32.4%. No Public Subsidy is being Requested for this project.

**Building Design:**

The redevelopment proposal for the former Longfellow School includes the conversion to 41 market rate apartments along with a new three-story, 64 unit apartment building over 2 levels of self-contained parking with 103 stalls and 28 surface stalls. The new building footprint will mimic the existing school, and consequently, create 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 new building design seeks to establish its own presence in the neighborhood and the Meriter campus while incorporating elements of the historic school. The historic Longfellow building is manifested in the new building design by reinterpreting the nested fenestration within the large articulated building bays. Additionally, the scale of the windows on the new building are designed to emulate the existing Longfellow fenestration. 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. The width of the new building will progressively narrow from the four primary building corners to provide spatial relief from its immediate context while maintaining street edge density.

Portions of the material color palette will serve to link this building with its campus context. Building materials will include concrete, masonry block, EIFS, brick, architectural metal panel, wood, aluminum, and glass. The proposed new building is designed within the story and height limits established in Meriter's 2009 General Development Plan.

### **Site Design:**

The design intent is to knit the historic Longfellow School and the new building together in terms of site access, landscape design and circulation while providing the best possible vehicular and pedestrian access to the Children's Center. Pedestrian access to both the historic building and the new building will be available from Chandler and Mound Streets along with a connector between both buildings located on the upper parking level. Additional residential vehicular access and residential loading will be provided off of Chandler Street.

Direct access to the fifty reserved valet parking stalls will be provided off of Mound Street, adjacent to the Children's Center. Immediate and direct ground level access will be provided to the Children's Center with this design strategy. A 1,920 square foot outdoor playground space for the new Children's Center will be created adjacent to the new Children's Center with immediate access to both the facility and the reserved pick up/drop off parking. The portion of the outdoor play area on the proposed redevelopment lot will be permanently dedicated to the Children's Center.

### **Historic Preservation:**

The restoration of the historic Longfellow School will meet or exceed 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. Every attempt will be made to exploit all character features of the school to create a singular sense of place for its residents, Meriter and the neighborhood. The new construction on the adjoining lot and the at grade (one-story) connector are planned to be of their own architectural style and time, but will respect the scale massing and architectural elements of the school.

### **Signage:**

The signage plan will be part of the revised zoning application and will be designed to differentiate itself from the Meriter campus to avoid a blurring of identities and use. The signage will clearly indicate a residential use while practicing restraint in its placement and size. The overall project will be branded "The Longfellow" for its historic context and that branding will carry through to the interiors and the marketing.

### **Landscaping:**

The zoning required for this project will require a complete landscape plan. It is intended that this plan not duplicate the streetscape (within the City's right-of-way) that currently exists for the Meriter campus. Street trees and terrace treatments will be residential in character to avoid confusion over the intuitive residential use and to better transition into the residential neighborhood. Plantings and overall design within the property boundaries will be congruent with the landscape around the historic structure and chosen for their seasonal color, resistance to drought and native species. Building and garage setbacks will allow for screening and softening between the public right-of-way and the private uses.

**Sustainability:**

The Longfellow School adaptive reuse represents the ultimate green building project. Reuse of the structure and its historic elements mean that there will be minimal landfill requirements and that the majority of the required building materials are already in-place. Energy conservation for the entire project will be attained through high-efficiency individually controlled heat pumps and water heating systems. Buying local for both labor and materials will be a priority as will construction recycling.

**Organizational Structure:**

Owner: The Alexander Company  
145 E. Badger Road; Suite 200  
Madison, WI  
Contact: Randall Alexander

Architect: Iconica  
901 Deming Way  
Madison, WI 53717  
608-664-3535  
Contact: John Seamon  
John.seamon@iconicacreates.com

Engineer: Iconica  
901 Deming Way  
Madison, WI 53717  
608-664-3535  
Contact: Patrick Eagan  
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Landscape Design: JSD Professional Services, Inc.  
161 Horizon Drive, Suite 101  
Verona, WI 53593  
Contact: Justin Frahm

Project Schedule: Construction Start – October 15th 2013; Completion – October 15th, 2014

Thank you for your time in reviewing our proposal.

Sincerely,



John Seamon  
Architectural Director  
Iconica