

URBAN DESIGN COMMISSION APPLICATION

UDC

City of Madison
Planning Division
Madison Municipal Building, Suite 017
215 Martin Luther King, Jr. Blvd.
P.O. Box 2985
Madison, WI 53701-2985
(608) 266-4635



FOR OFFICE USE ONLY:

Date Received 8/18/25 11:08 a.m.

Initial Submittal

Paid

Revised Submittal

Complete all sections of this application, including the desired meeting date and the action requested. If your project requires both UDC and Land Use application submittals, a completed [Land Use Application](#) and accompanying submittal materials are also required to be submitted.

If you need an interpreter, translator, materials in alternate formats or other accommodations to access these forms, please call the Planning Division at (608) 266-4635.

Si necesita interprete, traductor, materiales en diferentes formatos, u otro tipo de ayuda para acceder a estos formularios, por favor llame al (608) 266-4635.

Yog tias koj xav tau ib tug neeg txhais lus, tus neeg txhais ntawv, los sis xav tau cov ntaub ntawv ua lwm hom ntawv los sis lwm cov kev pab kom paub txog cov lus qhia no, thov hu rau Koog Npaj (Planning Division) (608) 266-4635.

1. Project Information

Address (list all addresses on the project site): _____

Title: _____

2. Application Type (check all that apply) and Requested Date

UDC meeting date requested _____

New development

Alteration to an existing or previously-approved development

Informational

Initial Approval

Final Approval

3. Project Type

Project in an Urban Design District

Project in the Downtown Core District (DC), Urban Mixed-Use District (UMX), or Mixed-Use Center District (MXC)

Project in the Suburban Employment Center District (SEC), Campus Institutional District (CI), or Employment Campus District (EC)

Planned Development (PD)

General Development Plan (GDP)

Specific Implementation Plan (SIP)

Planned Multi-Use Site or Residential Building Complex

Signage

Comprehensive Design Review (CDR)

Modifications of Height, Area, and Setback

Sign Exceptions as noted in [Sec. 31.043\(3\)](#), MGO

Other

Please specify

4. Applicant, Agent, and Property Owner Information

Applicant name _____

Street address _____

Telephone _____

Project contact person _____

Street address _____

Telephone _____

Property owner (if not applicant) _____

Street address _____

Telephone _____

Company _____

City/State/Zip _____

Email _____

Company _____

City/State/Zip _____

Email _____

City/State/Zip _____

Email _____

Introduction

The City of Madison's Urban Design Commission (UDC) has been created to:

- Encourage and promote high quality in the design of new buildings, developments, remodeling, and additions so as to maintain and improve the established standards of property values within the City.
- Foster civic pride in the beauty and nobler assets of the City, and in all other ways possible assure a functionally efficient and visually attractive City in the future.

Types of Approvals

There are three types of requests considered by the UDC:

- Informational Presentation. A request for an Informational Presentation to the UDC may be requested prior to seeking any approvals to obtain early feedback and direction before undertaking detailed design efforts. Applicants should provide details on the context of the site, design concept, site and building plans, and other relevant information to help the UDC understand the proposal and provide feedback. (Does not apply to CDR's or Signage Modification requests)
- Initial Approval. Applicants may, at their discretion, request Initial Approval of a proposal by presenting preliminary design information. As part of their review, the Commission will provide feedback on the design information that should be addressed at Final Approval stage.
- Final Approval. Applicants may request Final Approval of a proposal by presenting all final project details. Recommendations or concerns expressed by the UDC in the Initial Approval must be addressed at this time.

Presentations to the Commission

The Urban Design Commission meets virtually via Zoom, typically on the second and fourth Wednesdays of each month at 4:30 p.m. Applicant presentations are strongly encouraged, although not required. Prior to the meeting, each individual speaker is required to complete an online registration form to speak at the meeting. A link to complete the online registration will be provided by staff prior to the meeting. Please note that individual presentations will be limited to a **maximum of three (3) minutes**. The pooling of time may be utilized to provide one speaker more time to present, however the additional time will be based on the number of registrants from the applicant team, i.e. two (2) applicant registrants = six (6) minutes for one (1) speaker.

Primarily, the UDC is interested in the appearance and design quality of projects. Emphasis should be given to the site plan, landscape plan, lighting plan, building elevations, exterior building materials, color scheme, and graphics. Please note that presentation slides, in a PDF file format, are required to be submitted **the Friday before** the UDC meeting.

URBAN DESIGN DEVELOPMENT PLANS CHECKLIST

The items listed below are minimum application requirements for the type of approval indicated. Please note that the UDC and/or staff may require additional information in order to have a complete understanding of the project.

1. Informational Presentation

- Locator Map
- Letter of Intent (If the project is within an Urban Design District, a summary of how the development proposal addresses the district criteria is required)
- Contextual site information, including photographs and layout of adjacent buildings/structures
- Site Plan
- Two-dimensional (2D) images of proposed buildings or structures.

Providing additional information beyond these minimums may generate a greater level of feedback from the Commission.

Requirements for All Plan Sheets

1. Title block
2. Sheet number
3. North arrow
4. Scale, both written and graphic
5. Date
6. Fully dimensioned plans, scaled at 1"= 40' or larger

*** All plans must be legible, including the full-sized landscape and lighting plans (if required)*

2. Initial Approval

- ☐ Locator Map
- ☐ Letter of Intent (If the project is within a Urban Design District, a summary of how the development proposal addresses the district criteria is required)
- ☐ Contextual site information, including photographs and layout of adjacent buildings/structures
- ☐ Site Plan showing location of existing and proposed buildings, walks, drives, bike lanes, bike parking, and existing trees over 18" diameter
- ☐ Landscape Plan and Plant List (*must be legible*)
- ☐ Building Elevations in **both** black & white and color for all building sides, including material and color callouts
- ☐ PD text and Letter of Intent (if applicable)

Providing additional information beyond these minimums may generate a greater level of feedback from the Commission.

3. Final Approval

All the requirements of the Initial Approval (see above), **plus**:

- ☐ Grading Plan
- ☐ Lighting Plan, including fixture cut sheets and photometrics plan (must be legible)
- ☐ Utility/HVAC equipment location and screening details (with a rooftop plan if roof-mounted)
- ☐ Site Plan showing site amenities, fencing, trash, bike parking, etc. (if applicable)
- ☐ PD text and Letter of Intent (if applicable)
- ☐ Samples of the exterior building materials
- ☐ Proposed sign areas and types (if applicable)

4. Signage Approval (*Comprehensive Design Review (CDR), Sign Modifications, and Sign Exceptions (per [Sec. 31.043\(3\)](#))*)

- ☐ Locator Map
- ☐ Letter of Intent (a summary of how the proposed signage is consistent with the CDR or Signage Modifications criteria is required)
- ☐ Contextual site information, including photographs of existing signage both on site and within proximity to the project site
- ☐ Site Plan showing the location of existing signage and proposed signage, dimensioned signage setbacks, sidewalks, driveways, and right-of-ways
- ☐ Proposed signage graphics (fully dimensioned, scaled drawings, including materials and colors, and night view)
- ☐ Perspective renderings (emphasis on pedestrian/automobile scale viewsheds)
- ☐ Illustration of the proposed signage that meets [Ch. 31, MGO](#) compared to what is being requested
- ☐ Graphic of the proposed signage as it relates to what the [Ch. 31, MGO](#) would permit

5. Required Submittal Materials

Application Form

- A completed application form is required for each UDC appearance. For projects also requiring Plan Commission approval, applicants must also have submitted an accepted application for Plan Commission consideration prior to obtaining any formal action (Initial or Final Approval) from the UDC.

Letter of Intent

- If the project is within an Urban Design District, a summary of how the development proposal addresses the district criteria is required.
- For signage applications, a summary of how the proposed signage is consistent with the applicable Comprehensive Design Review (CDR) or Signage Modification review criteria is required.

Development Plans (Refer to checklist on Page 4 for plan details)

Filing Fee (Refer to Section 7 (below) for a list of application fees by request type)

Electronic Submittal

- Complete electronic submittals must be received prior to the application deadline before an application will be scheduled for a UDC meeting. Late materials will not be accepted. All plans must be legible and scalable when reduced. Individual PDF files of each item submitted should be submitted via email to UDCapplications@cityofmadison.com. The email must include the project address, project name, and applicant name.
- Email Size Limits. Note that an individual email cannot exceed 20MB and it is the responsibility of the applicant to present files in a manner that can be accepted. Applicants who are unable to provide the materials electronically should contact the Planning Division at (608) 266-4635 for assistance.

Notification to the District Alder

- Please provide an email to the District Alder notifying them that you are filing this UDC application. Please send this as early in the process as possible and provide a copy of that email with the submitted application.

6. Applicant Declarations

- Prior to submitting this application, the applicant is required to discuss the proposed project with Urban Design Commission staff. This application was discussed with _____ on _____.
- The applicant attests that all required materials are included in this submittal and understands that if any required information is not provided by the application deadline, the application will not be placed on an Urban Design Commission agenda for consideration.

Name of applicant  Relationship to property _____

Authorizing signature of property owner See attached Date _____

7. Application Filing Fees

Fee payments are due by the submittal date. Payments received after the submittal deadline may result in the submittal being scheduled for the next application review cycle. Fees may be paid in-person, via US Mail, or City drop box. If mailed, please mail to: *City of Madison Building Inspection, P.O. Box 2984, Madison, WI 53701-2984*. The City's drop box is located outside the Municipal Building at 215 Martin Luther King, Jr. Blvd. on the E Doty Street side of the building. Please make checks payable to *City Treasurer*, and include a completed application form or cover letter indicating the project location and applicant information with all checks mailed or submitted via the City's drop box.

Please consult the schedule below for the appropriate fee for your request:

Urban Design Districts: \$350 (per [§33.24\(6\) MGO](#)).

Minor Alteration in the Downtown Core District (DC) or Urban Mixed-Use District (UMX) : \$150
(per [§33.24\(6\)\(b\) MGO](#))

- Comprehensive Design Review: \$500
(per [§31.041\(3\)\(d\)\(1\)\(a\) MGO](#))

Minor Alteration to a Comprehensive Sign Plan: \$100
(per [§31.041\(3\)\(d\)\(1\)\(c\) MGO](#))

All other sign requests to the Urban Design Commission, including, but not limited to: appeals from the decisions of the Zoning Administrator, requests for Sign Modifications (of height, area, and setback), and additional sign code approvals: \$300 (per [§31.041\(3\)\(d\)\(2\) MGO](#))

A filing fee is not required for the following project applications if part of the combined application process involving both Urban Design Commission and Plan Commission:

- Project in the Downtown Core District (DC), Urban Mixed-Use District (UMX), or Mixed-Use Center District (MXC)
- Project in the Suburban Employment Center District (SEC), Campus Institutional District (CI), or Employment Campus District (EC)
- Planned Development (PD): General Development Plan (GDP) and/or Specific Implementation Plan (SIP)
- Planned Multi-Use Site or Residential Building Complex

August 18, 2025

Ms. Jessica Vaughn
City of Madison
Department of Planning & Community & Economic Development
215 Martin Luther King, Jr. Blvd.,
Madison, WI 53710-2985

**Re: Letter of Intent – UDC Submittal
411 West Gilman Street**

Dear Ms. Vaughn,

On behalf of LCD Acquisitions, LLC, we are pleased to submit the attached formal application packet. This Letter of Intent and accompanying packet outlines our request for redevelopment of 411 West Gilman Street, located between State Street and University Avenue, into a mixed-use development featuring affordable student housing and ground-floor commercial retail space.

Project Team:

Owner/Applicant:

LCD Acquisitions, LLC, 315 Oconee Street, Athens, GA 30301
Contact: Jim Buchanan | Jim.Buchanan@LandmarkProperties.com | 706.715.6962

Architect:

Myefski Architects, Inc., 400 North Michigan Avenue, Suite 400, Chicago, IL 60611
Contact: John Myefski | jmyefski@myefski.com | 312.763.2400

Civil Engineer and Site Landscape:

Vierbicher, 999 Fourier Drive, Suite 201, Madison, WI 53717
Contact: Sarah Church | Schu@vierbicher.com | 608.821.3943

The applicant requests approval for the following:

- Rezone one (1) parcel from Downtown Core (DC) to Urban Mixed Use (UMX)
- Conditional Use
 - New construction greater than 20,000 square feet
 - New construction of a building in UMX District greater than eight (8) units
 - Rooftop outdoor recreation
- Demolition of existing structures
- CSM to create one (1) lot for development

Parcels:

The development will combine five (5) parcels; from 411-433 West Gilman Street. All parcels are currently zoned UMX except for 411 West Gilman. This application includes a request to rezone 411 West Gilman from DC to UMX. A portion of the proposed façade along West Gilman Street will replicate the existing Stratford Atrium Apartments (433 West Gilman) that will be demolished.

411 West Gilman (currently zoned DC)
415 West Gilman (currently zoned UMX)
421 West Gilman (currently zoned UMX)
425 West Gilman (currently zoned UMX)
433 West Gilman (currently zoned UMX)

**Project Description:**

The proposed project is a mixed-use development featuring 261 residential units, a ground-level lobby and leasing area, and retail tenant space. Resident amenities will be located on Level 11 and include a clubhouse, fitness room, and an outdoor amenity deck with a pool. The building's east side will rise 10 stories and feature a rooftop amenity deck, while the west side will reach 15 stories. Two ground-floor units will be designed in a walk-up style, with the remaining residences ranging from studio to five-bedroom apartments.

The project is designed to utilize the recently adopted downtown height ordinance amendment, enabling additional floors in exchange for dedicating 10% of the beds to students in need of financial assistance. These designated beds will be offered at a discounted rental rate through collaboration with the University of Wisconsin.

Parking will be provided on the ground floor and in an underground basement, with access via a single entrance on Gilman Street. Long-term bike parking will be available on the ground floor and in the basement, while short-term parking will be located along Gilman Street and the sidewalks on the east and south sides of the project.

The architectural design is composed of two distinct masses. The first, or base mass, features four differentiated elevations to break up the street façade. One of these façades will replicate the existing 433 West Gilman, preserving the neighborhood's historic character. The base mass will be primarily constructed with brick veneer to further harmonize with the surrounding context.

The second mass begins at Level 5 and is set back from the base with varying heights to create visual interest. Its façade will consist of a window wall system incorporating a mix of clear glazing, spandrel glass, and composite metal panels. Vertical and horizontal articulation will be achieved through window wall glazing wrapping the building and balconies that punctuate and break up the upper façade.

Conditional Use Approval Standards:

1. *The establishment, maintenance, or operation of the conditional use will not be detrimental to or endanger the public health, safety, or general welfare.*
 - The proposed mixed-use development, which includes internal vehicular parking, is compatible and consistent with the surrounding uses and will not create conditions detrimental to public health, safety, or general welfare.
2. *The City is able to provide municipal services to the property where the conditional use is proposed, given due consideration of the cost of providing those services.*
 - The subject property is already served by existing municipal infrastructure, and the proposed conditional use will not place undue demand on the services.
3. *The uses, values, and enjoyment of other property in the neighborhood for purposes already established will not be substantially impaired or diminished in any foreseeable manner.*
 - The proposed project is compatible and consistent with surrounding uses and is not anticipated to impair or diminish the existing uses, values, or enjoyment of neighboring properties in any foreseeable manner.
4. *The establishment of the conditional use will not impede the normal and orderly development and improvement of the surrounding property for uses permitted in the district.*
 - The proposed conditional use is compatible and consistent with surrounding properties and will not hinder the normal and orderly development or improvement of nearby properties for permitted uses within the district.
5. *Adequate utilities, access roads, drainage, parking supply, internal circulation improvements, including but not limited to vehicular, pedestrian, bicycle, public transit, and other necessary site improvements have been or are being provided.*
 - The proposed project includes the necessary site improvements to adequately support the development without adverse impacts on surrounding properties.



Conditional Use Approval Standards (Cont.):

6. *The conditional use conforms to all applicable regulations of the district in which it is located.*
 - The proposed project meets the standards of the UMX zoning district and downtown plan.
7. *When applying the above standards to an application by a community living arrangement, the Plan Commission shall:*
 - Not Applicable. Community living is not proposed.
8. *When applying the above standards to any new construction of a building or an addition to an existing building the Plan Commission shall find that the project creates an environment of sustained aesthetic desirability compatible with the existing or intended character of the area and the statement of purpose for the zoning district. In order to find that this standard is met, the Plan Commission may require the applicant to submit plans to the Urban Design Commission for comment and recommendation.*
 - The project team met with the Design Assistance Team (DAT) on July 17 and August 4, 2025, to receive guidance on the design direction. The proposed project is now being submitted to the Urban Design Commission (UDC) review and consideration.
9. *When applying the above standards to an application for a reduction in off-street parking requirements, the Plan Commission shall consider and give decisive weight to all relevant facts, including but not limited to, the availability and accessibility of alternative parking; impact on adjacent residential neighborhoods; existing or potential shared parking arrangements; number of residential parking permits issued for the area; proximity to transit routes and/or bicycle paths and provision of bicycle racks; the proportion of the total parking required that is represented by the requested reduction; the proportion of the total parking required that is decreased by Sec. 28.141. The characteristics of the use, including hours of operation and peak parking demand times design and maintenance of off-street parking that will be provided; and whether the proposed use is now or a small addition to an existing use.*
 - The proposed project meets the vehicle and bicycle parking requirements for the Urban Mixed Use (UMX) zoning district as illustrated on the Development Matrix included in this packet. The site is situated near transit routes, bicycle paths, and vehicle sharing stations.
10. *When applying the above standards to telecommunication facilities, the Plan Commission shall consider the review of the application by a professional engineer required by Sec. 28.143.*
 - Not Applicable.
11. *When applying the above standards to an application for height in excess of that allowed in the district, the Plan Commission shall consider recommendations in adopted plans; the impact on surrounding properties, including height, mass, orientation, shadows and view; architectural quality and amenities; the relationship of the proposed building(s) with adjoining streets, alleys, and public rights of ways; and the public interest in exceeding the district height limits.*
 - Not Applicable.
12. *When applying the above standards to lakefront development under Sec. 28.138, the Plan Commission shall consider the height and bulk of principal buildings on the five (5) developed lots or three hundred (300) feet on either side of the lot with the proposed development.*
 - Not Applicable.



Conditional Use Approval Standards (Cont.):

13. *When applying the above standards to an application for height in excess of that allowed by Section 28.071(2)(a) Downtown Height Map for a development located within the Additional Height Areas identified in Section 28.071(2)(b), the Plan Commission shall consider the recommendations in adopted plans, and no application for excess height shall be granted by the Plan Commission unless it finds that all of the following conditions are present:*
- a. *The excess height is compatible with the existing or planned (if the recommendations in the Downtown Plan call for changes) character of the surrounding area, including but not limited to the scale, mass, rhythm, and setbacks of buildings and relationships to street frontages and public spaces.*
 - b. *The excess height allows for a demonstrated higher quality building than could be achieved without the additional stories.*
 - c. *The scale, massing and design of new buildings complement and positively contribute to the setting of any landmark buildings within or adjacent to the projects and create a pleasing visual relationship with them.*
 - d. *For projects proposed in priority viewsheds and other views and vistas identified on the Views and Vistas Map in the City of Madison Downtown Plan, there are no negative impacts on the viewshed as demonstrated by viewshed studies prepared by the applicant.*
- Not Applicable.
14. *When applying the above standards to an application to redevelop a site that was occupied on January 1, 2013 by a building taller than the maximum building height allowed by Section 28.071(2)(a) Downtown Height Map, as provided by Section 28.071(2)(a)1., no application for excess height shall be granted by the Plan Commission unless it finds that all the following additional conditions are also present:*
- a. *The new building is entirely located on the same parcel as the building being replaced.*
 - b. *The new building is not taller in stories or in feet than the building being replaced.*
 - c. *The new building is not larger in total volume than the building being replaced.*
 - d. *The new building is consistent with the design standards in Section 28.071(3) and meets all of the dimensional standards of the zoning district other than height.*
 - e. *The Urban Design Commission shall review the proposed development and make a recommendation to the Plan Commission.*
- Not Applicable.
15. *When applying the above standards to an application for limited production and processing use, the Plan Commission shall consider the effect of such a use on the surrounding properties, including the effects of odors, noise, vibration, glare, hours of operation, and other potential side effects of a manufacturing process.*
- Not Applicable.
16. *When applying the above standards to an application for allowable projections into the capitol view height area, the Plan Commission shall only approve the projection if it determines the encroachment is the minimum necessary and does not significantly impact the long views of the State Capitol building.*
- Not Applicable.



Project Summary:

Site

| | |
|-----------------|---------|
| Site Area: | 39,190 |
| Gross FAR Area: | 386,869 |
| FAR: | 987% |

Building Coverage

| | |
|-----------|---------------------------|
| Allowed: | 90% max coverage |
| Provided: | 89% at 34,891 square feet |

Building Height Limitations

Downtown Height: 12 stories (172'-0") / 8 stories (116'-0) / 6 stories (88'-0)*
Or Capital View Preservation Limit

Proposal: 15 Stories / 11 Stories / 7 stories*
Capital View Preservation Limit, max height not exceeded

**State Street Setback*

Multi-Family Housing

| | |
|------------------|-----|
| Studio | 4 |
| 1 bedroom | 3 |
| 1 bedroom (DO**) | 35 |
| 2 bedroom | 25 |
| 2 bedroom (DO**) | 60 |
| 3 bedroom | 10 |
| 4 bedroom | 43 |
| 5 bedroom | 81 |
| Total Units: | 261 |

***DO= Double Occupancy*

Bedrooms Total 974

Retail Square Footage 1500

Vehicle Parking

| | |
|-------------|----|
| First Floor | 40 |
| Basement | 37 |
| Total | 77 |

20% of vehicle parking to be EV ready, 2% to be EV Installed.
Parking space to bed ratio: 7.9%, no parking provided for retail

Bike Parking:

Long Term Required: 430.5 spaces

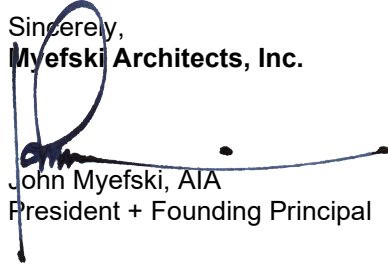
| | |
|-------------|-----|
| Provided: | |
| First Floor | 93 |
| Basement | 305 |
| On Grade | 33 |
| Total: | 431 |

Short Term Required: 26.9
Provided: 27 on grade



Thank you for your time and consideration in reviewing our application. Please reach out with any questions you may have, and we look forward to your feedback.

Sincerely,
Myefski Architects, Inc.

A handwritten signature in blue ink, appearing to read 'John Myefski', with a long horizontal flourish extending to the right.

John Myefski, AIA
President + Founding Principal

411 GILMAN

UDC INFORMATIONAL SUBMITTAL
AUGUST 18, 2025



411 W. GILMAN ST.
MADISON, WI

COVER

08.18.2025



| Development Summary | | | | | | | | | | |
|---------------------|------------|-------------|-------------|--------|-------------------|-------------|------------------------|------------------------|-------------------|------------|
| Floor | Fl. Height | Floor Elev. | Residential | Retail | Amenity/ Lobby | Circulation | Vertical Conveyance | Mechanical/ Storage | Parking Garage | Gross Area |
| Level B1 | 10.00 | -16.00 | | | | 377 | 872 | 3,928 | 10,243 | 15,420 |
| Level 1 | 12.83 | -6.00 | 1,432 | 1,500 | 4,123 | 838 | 1,064 | 5,647 | 20,199 | 34,803 |
| Level 1.5 | 10.50 | 6.83 | 20,274 | | 1,616 | 2,684 | 1,112 | 578 | | 26,264 |
| Level 2 | 9.83 | 17.33 | 27,531 | | | 2,449 | 1,112 | 578 | | 31,670 |
| Level 3 | 9.83 | 27.17 | 27,531 | | | 2,449 | 1,112 | 578 | | 31,670 |
| Level 4 | 9.83 | 37.00 | 27,531 | | | 2,449 | 1,112 | 578 | | 31,670 |
| Level 5 | 9.83 | 46.83 | 24,480 | | | 2,449 | 1,112 | 578 | | 28,619 |
| Level 6 | 9.83 | 56.67 | 24,480 | | | 2,449 | 1,112 | 578 | | 28,619 |
| Level 7 | 9.83 | 66.50 | 24,480 | | | 2,449 | 1,112 | 578 | | 28,619 |
| Level 8 | 9.83 | 76.33 | 23,699 | | | 2,449 | 1,112 | 578 | | 27,838 |
| Level 9 | 9.83 | 86.17 | 23,699 | | | 2,449 | 1,112 | 578 | | 27,838 |
| Level 10 | 12.00 | 96.00 | 22,451 | | | 2,449 | 1,112 | 1,826 | | 27,838 |
| Level 11 | 12.00 | 108.00 | 5,678 | | 4,888 | 1,041 | 1,036 | 410 | | 13,053 |
| Level 12 | 9.83 | 120.00 | 9,917 | | | 1,041 | 753 | 381 | | 12,092 |
| Level 13 | 9.83 | 129.83 | 9,917 | | | 1,041 | 753 | 381 | | 12,092 |
| Level 14 | 9.83 | 139.67 | 9,917 | | | 1,041 | 753 | 381 | | 12,092 |
| Level 15 | 9.83 | 149.50 | 9,917 | | | 1,041 | 753 | 381 | | 12,092 |
| Roof | | 159.33 | | | | | | | | |

| | | | | | | | | | | |
|---------------------|---------|-------|--------|--------|--------|--------|--------|---------|--|--|
| | | | | | | | | | | |
| Gross Building Area | 292,934 | 1,500 | 10,627 | 30,768 | 16,232 | 14,609 | 20,199 | 386,869 | | |

| Site FAR | |
|----------------|---------|
| Site Area | 39,190 |
| Gross FAR Area | 386,869 |
| FAR | 987% |

| Building Coverage (% Lot Area) | |
|--------------------------------|--------|
| Max. Coverage | 90% |
| Footprint at Grade | 34,891 |
| Deduct for Planted Roofs | T.B.D. |
| Proposed Coverage | 89% |

| Vehicle Parking Provided | |
|--------------------------|----|
| Level B1 | 37 |
| Level 1 | 40 |
| Total Provided | 77 |

Parking Space to Bed Ratio: 7.9%
(assumes zero spaces for retail)
20% EV Ready 2% EV Installed

| Affordable Unit Area Calcs | |
|----------------------------|----|
| Minimum 10% of Total Beds | |
| Required Affordable Beds | 97 |
| Amount of 2-BR D.O. units | 24 |

Assuming all affordable units are 2-BR D.O.

| Bicycle Parking Calcs | | |
|--------------------------------------|--------------|-------|
| Long Term Requirements | | |
| 1/1-2BRs; 1.5/3BRs; 2/4BRs; 2.5/5BRs | | 430.5 |
| Short Term Requirements | | |
| Guests | 1 / 10 units | 26.1 |
| Retail | 1 / 2000 sf | 0.8 |
| Short-Term Required | | 26.9 |
| Long Term Provided | | |
| Level B1 | Standard | 197 |
| | Vertical | 108 |
| Level 1 | Standard | 93 |
| On Grade | Standard | 33 |
| Long-Term Provided | | 431 |
| Short-Term Provided | | 27 |

*Up to 25% of bike parking can use vertical racks

| | Unit Matrix | | | | | | | | | | |
|------------------|-------------|------|----------------|------|----------------|------|-------|----------------|-------|-------|-----------------|
| | Studio | 1 BR | 1 BR DOUBLE | 2 BR | 2 BR DOUBLE | 3 BR | 4 BR | 5 BR / 4 BA | 5 BR | Total | Beds / Floor |
| Target Unit Area | 400 | 500 | 600 | 800 | 920 | 1050 | 1250 | 1375 | 1450 | | |
| Level 1 | | | 2 | | | | | | | 2 | 4 |
| Level 1.5 | 1 | 0 | 2 | 1 | 5 | 1 | 2 | 1 | 5 | 18 | 68 |
| Level 2 | 1 | 0 | 4 | 0 | 9 | 1 | 3 | 2 | 5 | 25 | 95 |
| Level 3 | 1 | 0 | 4 | 0 | 9 | 1 | 3 | 2 | 5 | 25 | 95 |
| Level 4 | 1 | 0 | 4 | 0 | 9 | 1 | 3 | 2 | 5 | 25 | 95 |
| Level 5 | 0 | 0 | 3 | 2 | 3 | 1 | 4 | 2 | 6 | 21 | 81 |
| Level 6 | 0 | 0 | 3 | 2 | 3 | 1 | 4 | 2 | 6 | 21 | 81 |
| Level 7 | 0 | 0 | 3 | 2 | 3 | 1 | 4 | 2 | 6 | 21 | 81 |
| Level 8 | 0 | 1 | 2 | 3 | 3 | 1 | 4 | 2 | 5 | 21 | 77 |
| Level 9 | 0 | 1 | 2 | 3 | 3 | 1 | 4 | 2 | 5 | 21 | 77 |
| Level 10 | 0 | 1 | 2 | 3 | 3 | 1 | 4 | 2 | 4 | 20 | 72 |
| Level 11 | 0 | 0 | 0 | 1 | 2 | 0 | 0 | 0 | 2 | 5 | 20 |
| Level 12 | 0 | 0 | 1 | 2 | 2 | 0 | 2 | 0 | 2 | 9 | 32 |
| Level 13 | 0 | 0 | 1 | 2 | 2 | 0 | 2 | 0 | 2 | 9 | 32 |
| Level 14 | 0 | 0 | 1 | 2 | 2 | 0 | 2 | 0 | 2 | 9 | 32 |
| Level 15 | 0 | 0 | 1 | 2 | 2 | 0 | 2 | 0 | 2 | 9 | 32 |
| Roof | | | | | | | | | | | |
| | | | | | | | | | | | |
| Total Units | 4 | 3 | 35 | 25 | 60 | 10 | 43 | 19 | 62 | 261 | |
| Unit Mix | 1.5% | 1.1% | 13.4% | 9.6% | 23.0% | 3.8% | 16.5% | 7.3% | 23.8% | 100% | |

| | Total Beds, Bedrooms, Bathrooms | | | | | | | | | |
|-----------------|---------------------------------|------|------|------|-------|------|-------|------|-------|--------|
| Total Beds | 4 | 3 | 70 | 50 | 240 | 30 | 172 | 95 | 310 | 974 |
| Total Bedrooms | 4 | 3 | 35 | 50 | 120 | 30 | 172 | 95 | 310 | 819 |
| Total Bathrooms | 4 | 3 | 35 | 50 | 120 | 30 | 172 | 76 | 310 | 800 |
| Bed Mix | 0.4% | 0.3% | 7.2% | 5.1% | 24.6% | 3.1% | 17.7% | 9.8% | 31.8% | 100% |
| Target Bed Mix | 0.8% | 2.2% | 5.8% | 4.4% | 26.0% | 0.8% | 12.5% | 8.0% | 39.5% | 100.0% |

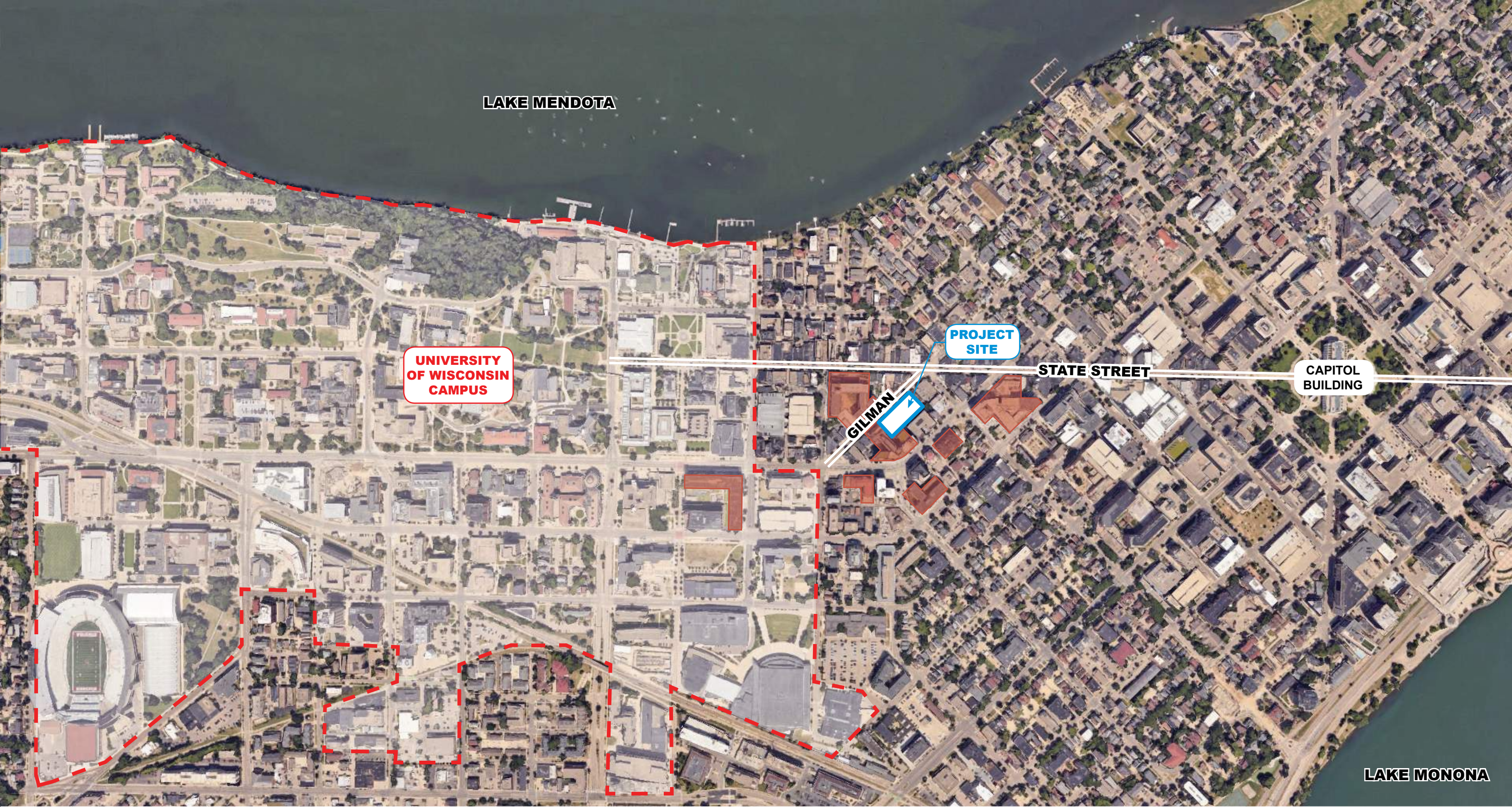


411 W. GILMAN ST.
MADISON, WI

PROJECT STATS

08.18.2025





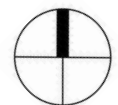
411 W. GILMAN ST.
MADISON, WI

CITY CONTEXT - SITE MAP
NOT TO SCALE



08.15.2025









411 W. GILMAN ST.
MADISON, WI

AERIAL VIEW - PROPOSED

08.15.2025





VIEW TOWARDS NORTHWEST



VIEW TOWARDS NORTHEAST



VIEW TOWARDS EAST



VIEW TOWARDS SOUTHEAST



VIEW TOWARDS SOUTHWEST

CONTEXT VIEWS FROM THE PROJECT SITE



411 W. GILMAN ST.
MADISON, WI



08.15.2025



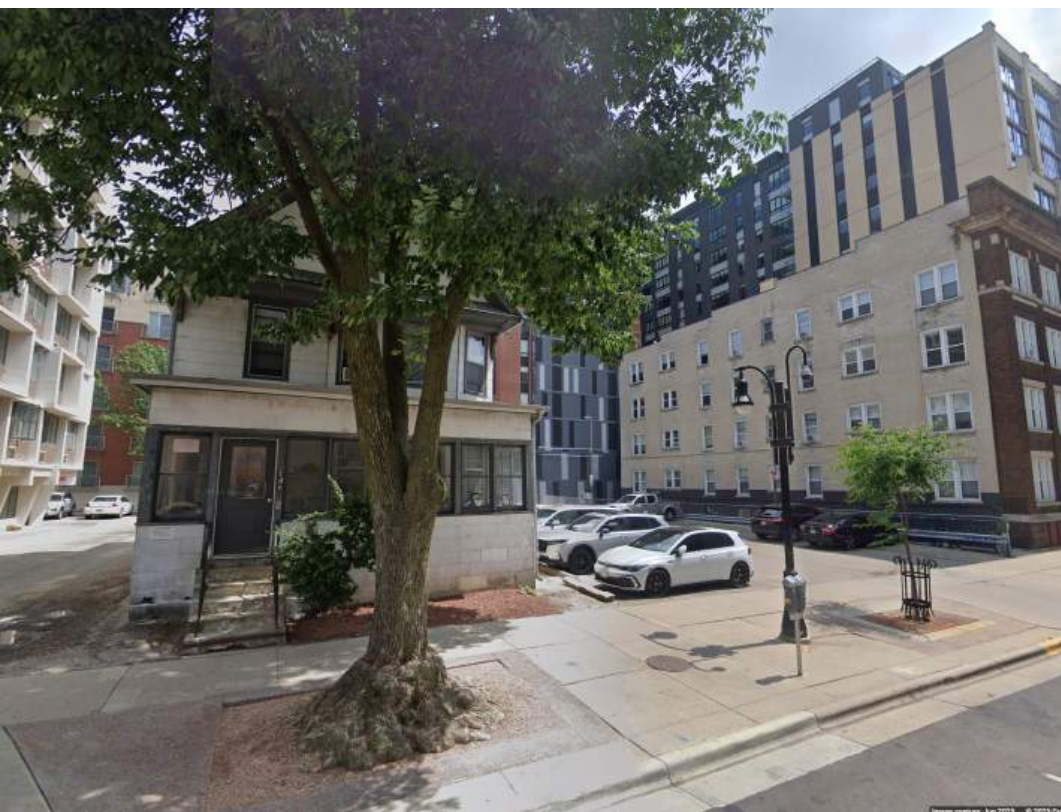
STATE & GILMAN LOOKING SOUTH



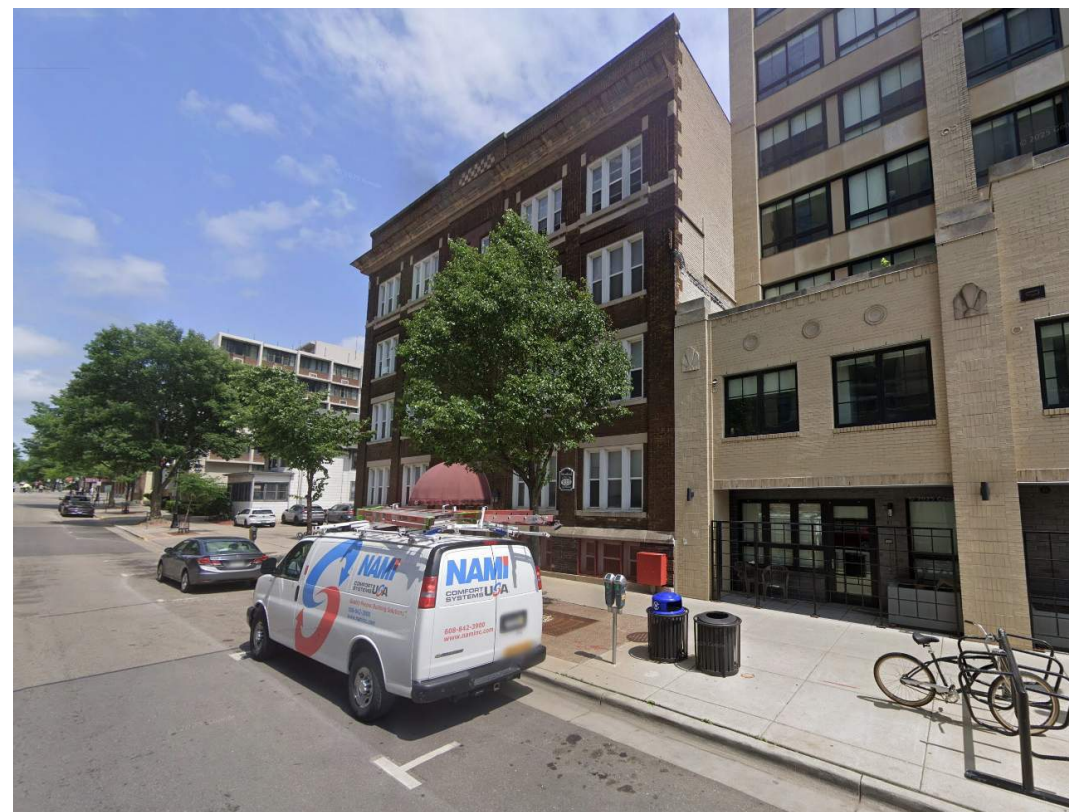
GILMAN NORTHEAST END LOOKING SOUTH



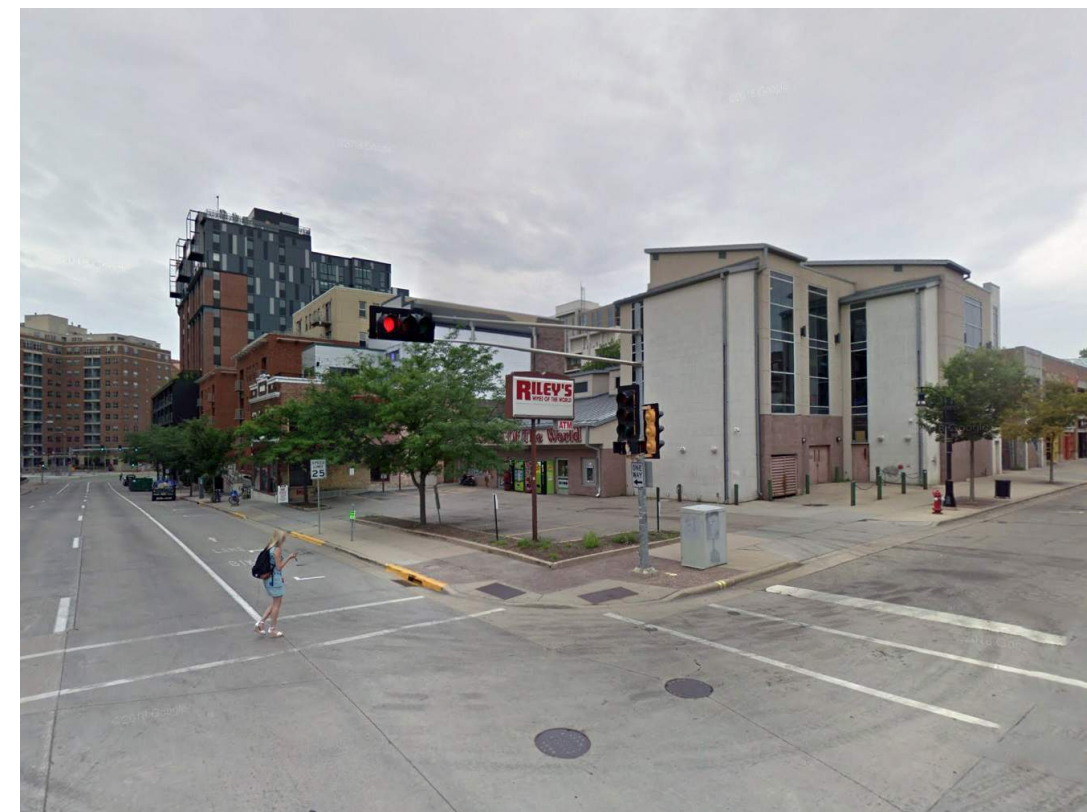
MASTER HALL LOOKING SOUTH



GILMAN MIDDLE LOOKING SOUTH



GILMAN SOUTHWEST END LOOKING EAST



BROOM & GORHAM LOOKING WEST



411 W. GILMAN ST.
MADISON, WI

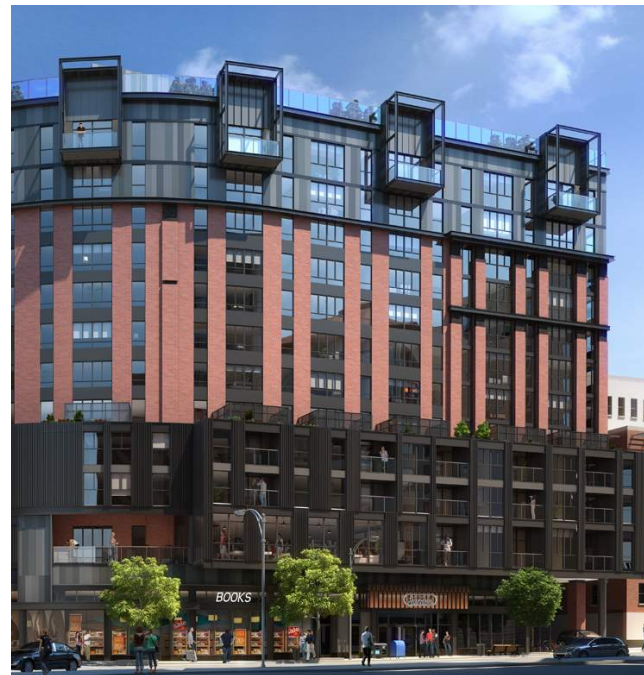
SITE CONTEXT VIEWS

08.15.2025





HUB MADISON



(GORHAM)



THE JAMES

(GILMAN)



420 WEST GORHAM



EQUINOX



ŌLIV MADISON



LA CIEL



HAMPTON INN



DORM@LUCKY

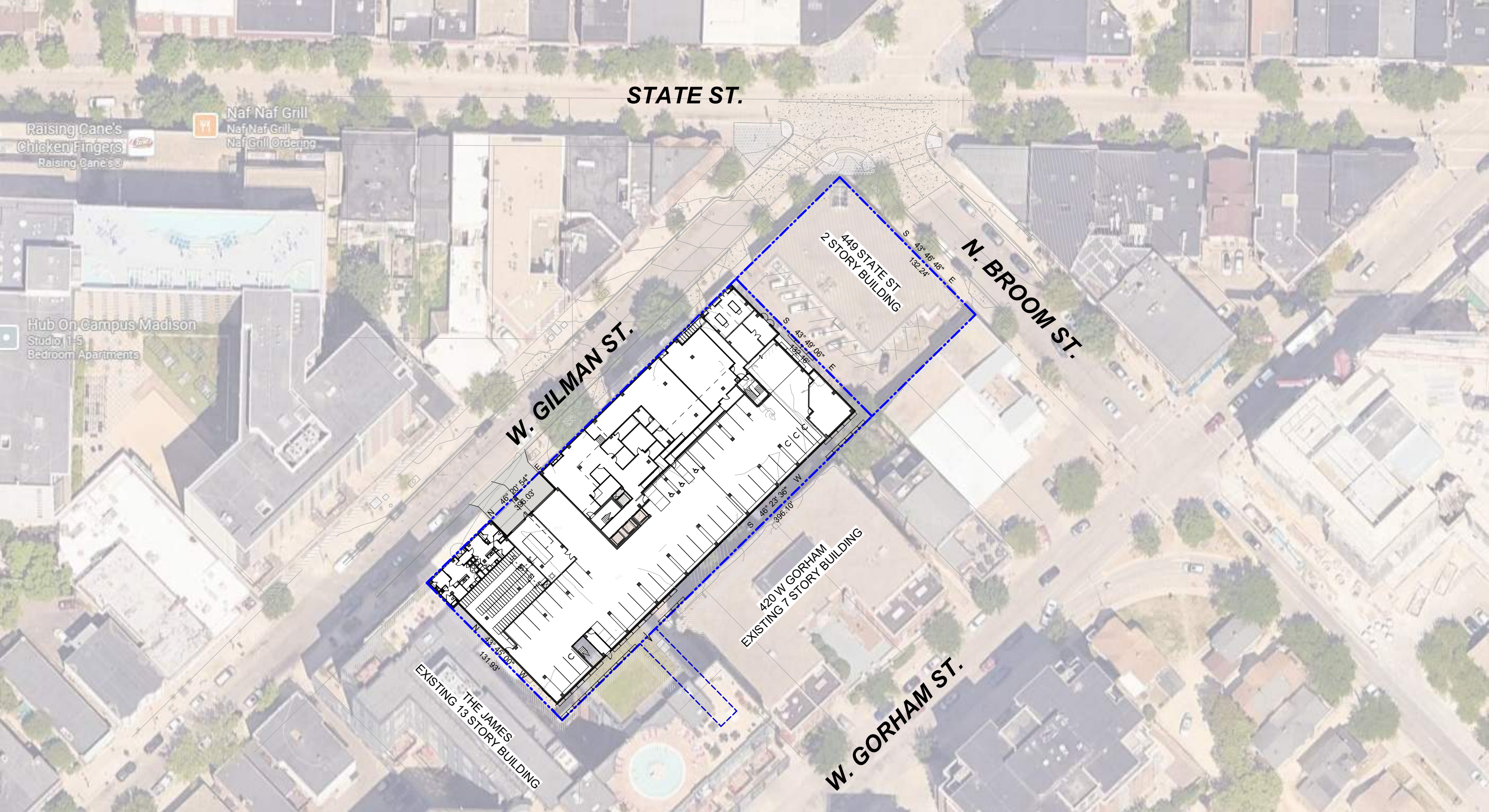


411 W. GILMAN ST.
MADISON, WI

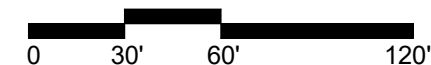
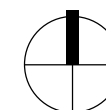
SITE CONTEXT - KEY BUILDINGS

08.15.2025





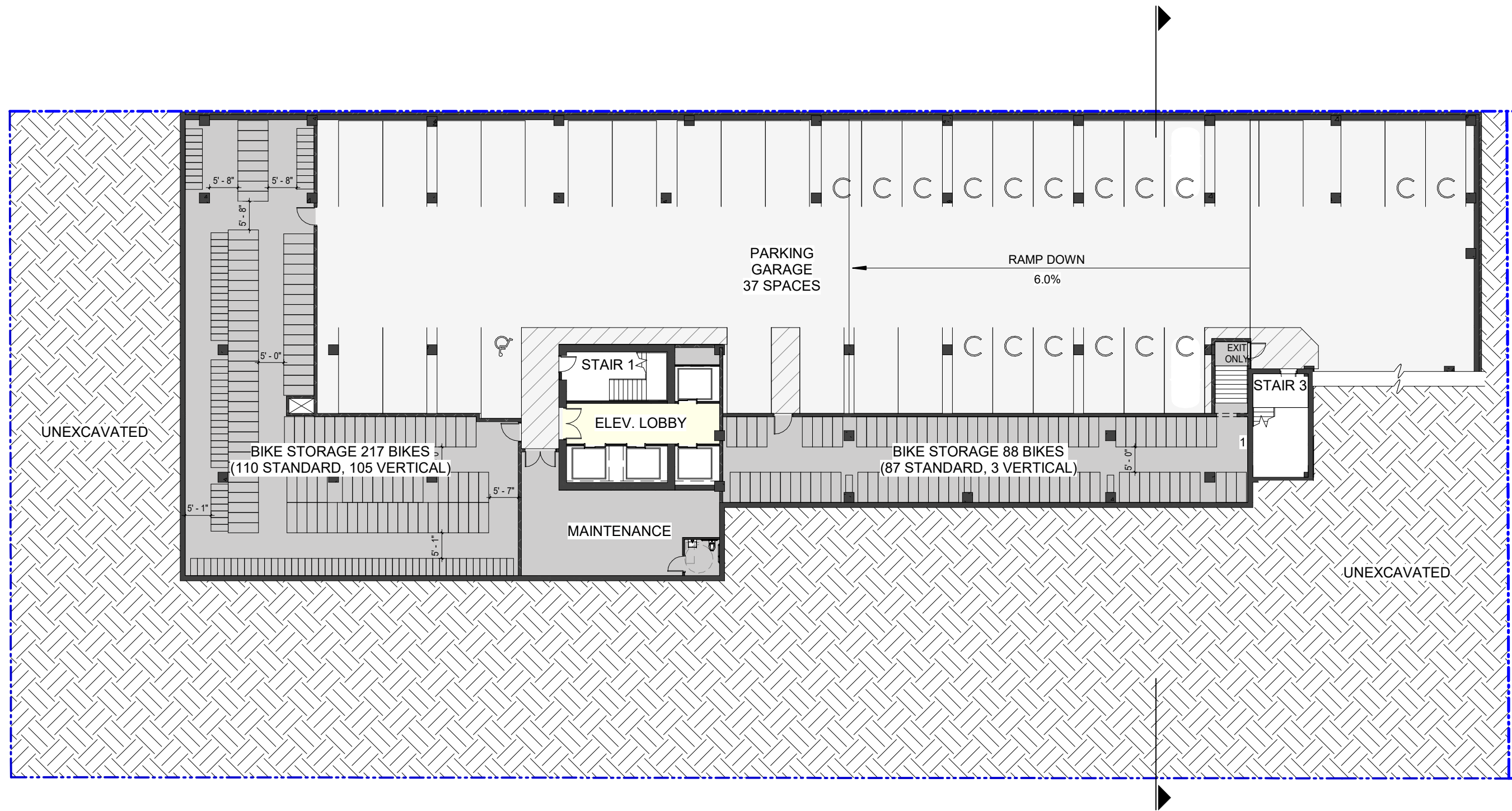
411 W. GILMAN ST.
MADISON, WI



SITE PLAN
1" = 60'-0"

08.18.2025





W. GILMAN ST.

433 W. GILMAN - FACADE
TO BE REMOVED & RE-CONSTRUCTED

STUDENT ENTRY

RETAIL ENTRY

EXIT

TRASH PICKUP

GARAGE ENTRY / EXIT

LOBBY / LEASING

FITNESS

RETAIL

TRANSFORMER VAULT

GENERATOR

BACKFLOW / FIRE PUMP / DM WTR

TRASH ROOM

BIKE STORAGE 93 BIKES

40 CUBIC YARD DUMPSTER

MAIL

FIRE COMMAND

STAIR 1

ELEV. LOBBY

STAIR 2

STAIR 3

RAMP DOWN 9.3%

RAMP DOWN 4.7%

ELECTRICAL

PARKING GARAGE 40 SPACES

6 BIKE SPACES

12 BIKE SPACES

11 BIKE SPACES

4 BIKE SPACES

5 BIKE SPACES (SHORT TERM)

6 BIKE SPACES (SHORT TERM)

15' WIDE ACCESS EASEMENT TO GORHAM

PERVIOUS PAVERS AT WALKWAY / BIKE PARKING

10' - 0" REAR SETBACK

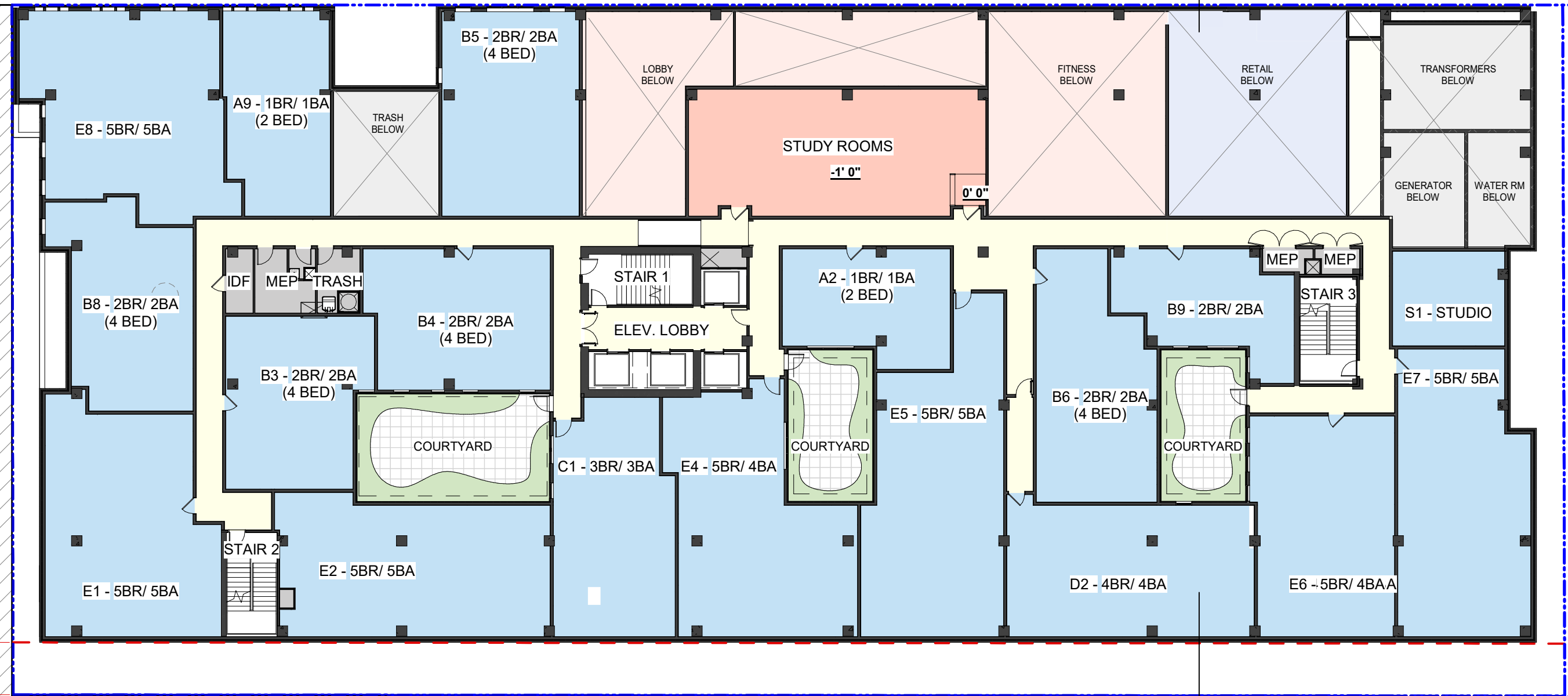
THE JAMES
EXISTING 13 STORY BUILDING

420 W GORHAM
EXISTING 7 STORY BUILDING



433 W. GILMAN - FACADE
TO BE REMOVED & RE-CONSTRUCTED

10'-0" REAR
SETBACK



THE JAMES
EXISTING 13 STORY BUILDING

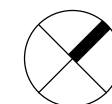
420 W GORHAM
EXISTING 7 STORY BUILDING



411 W. GILMAN ST.
MADISON, WI

LEVEL 1.5 FLOOR PLAN

3/64" = 1'-0"



08.18.2025



433 W. GILMAN - FACADE
TO BE REMOVED & RE-CONSTRUCTED

10'-0" REAR
SETBACK

THE JAMES
EXISTING 13 STORY BUILDING

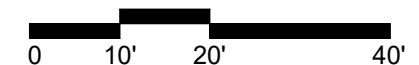
420 W GORHAM
EXISTING 7 STORY BUILDING



411 W. GILMAN ST.
MADISON, WI

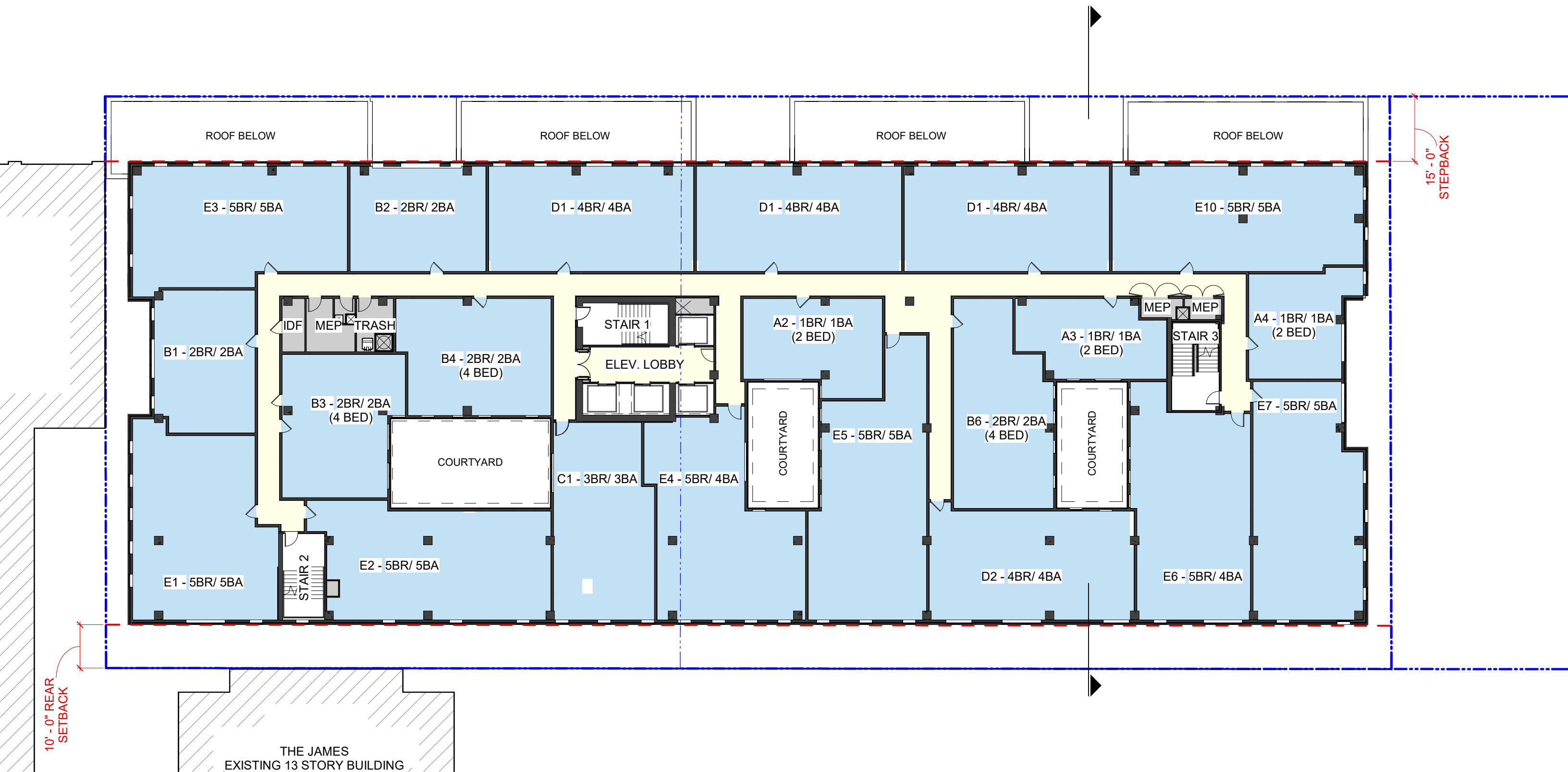
LEVELS 02-04 FLOOR PLAN

3/64" = 1'-0"



08.18.2025

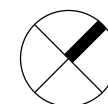




411 W. GILMAN ST.
MADISON, WI

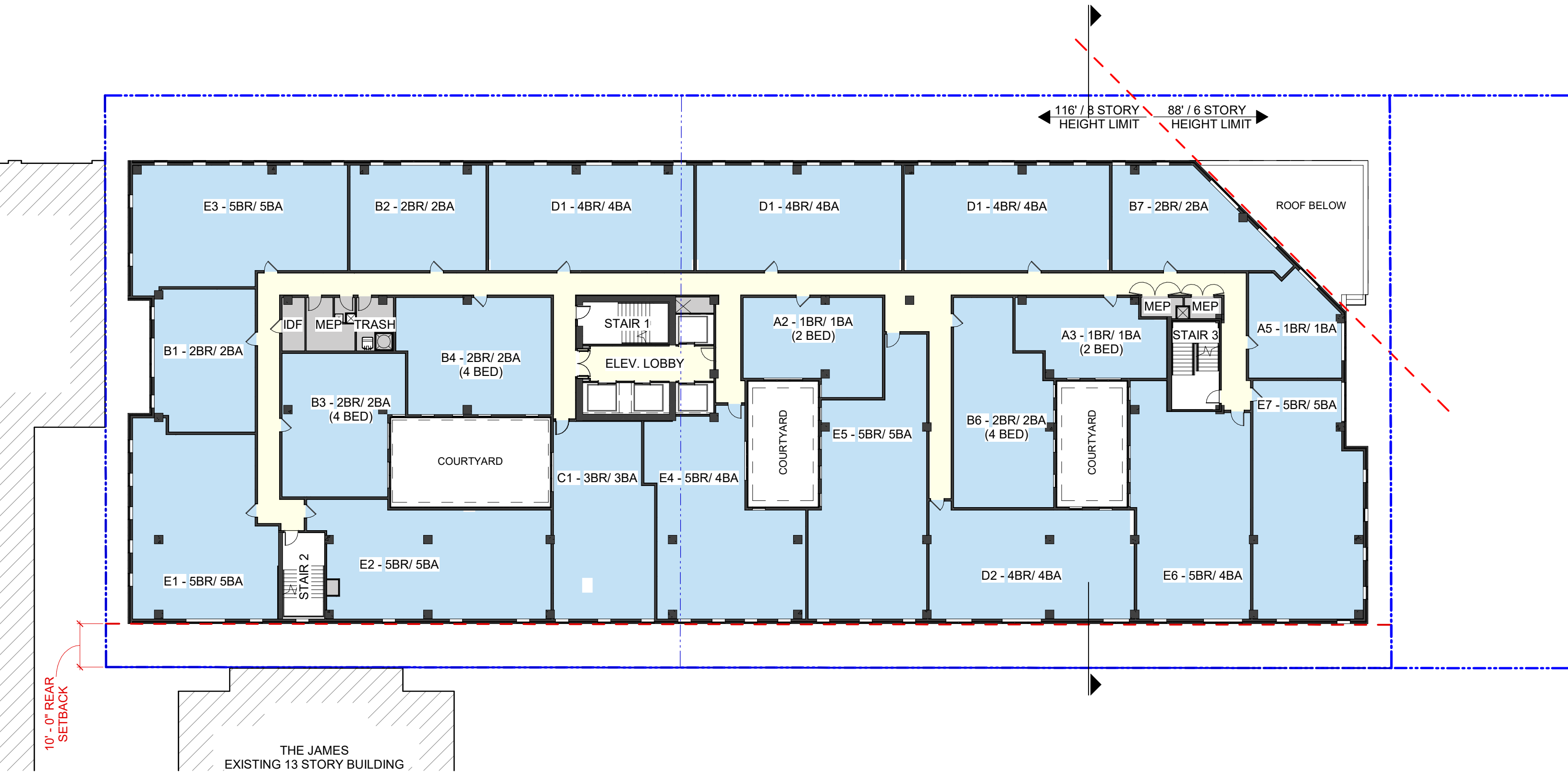
LEVELS 05-07 FLOOR PLAN

3/64" = 1'-0"



08.18.2025

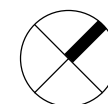




411 W. GILMAN ST.
MADISON, WI

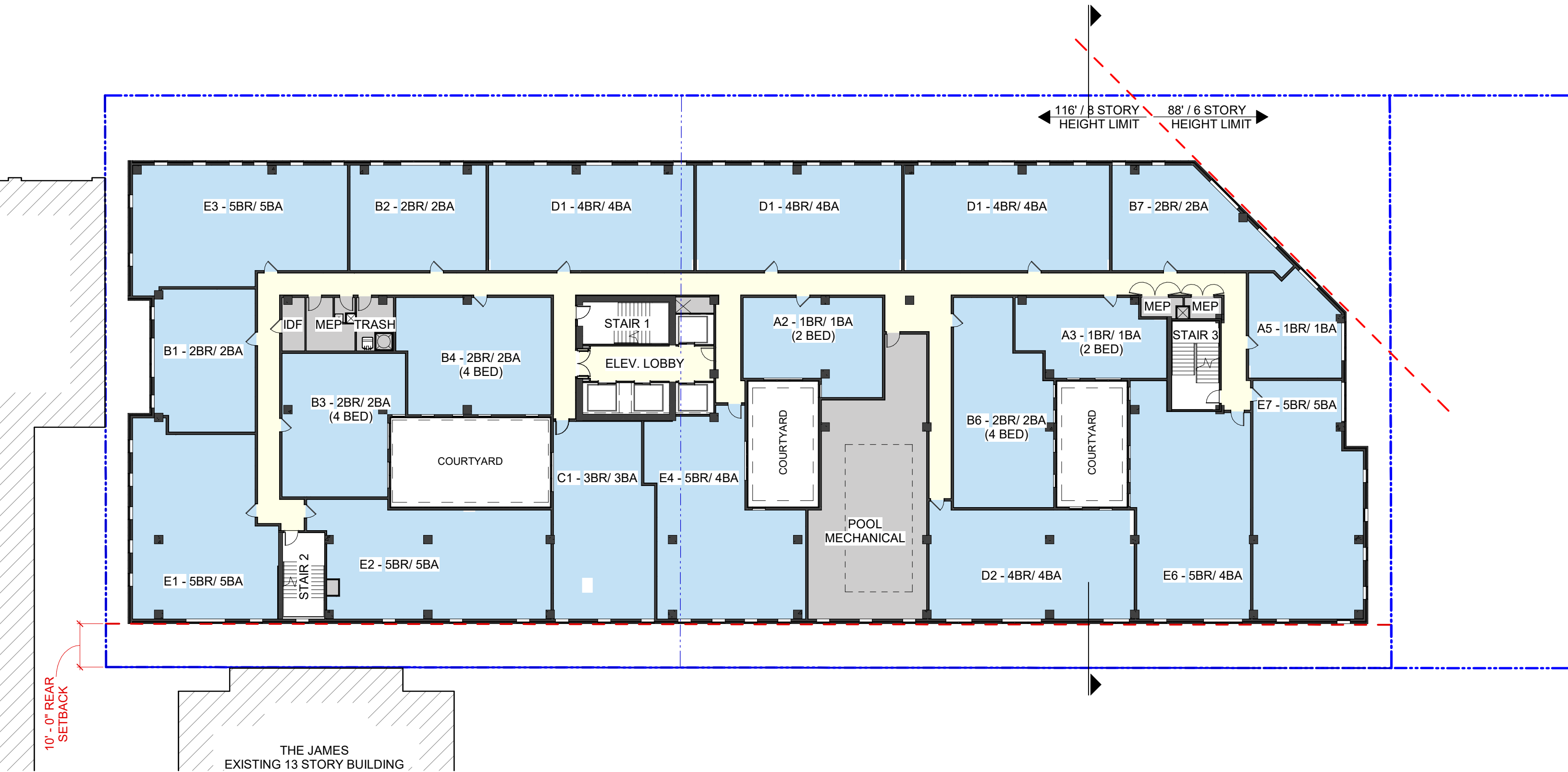
LEVELS 08-09 FLOOR PLAN

3/64" = 1'-0"



08.18.2025





411 W. GILMAN ST.
MADISON, WI

LEVEL 10 FLOOR PLAN

3/64" = 1'-0"

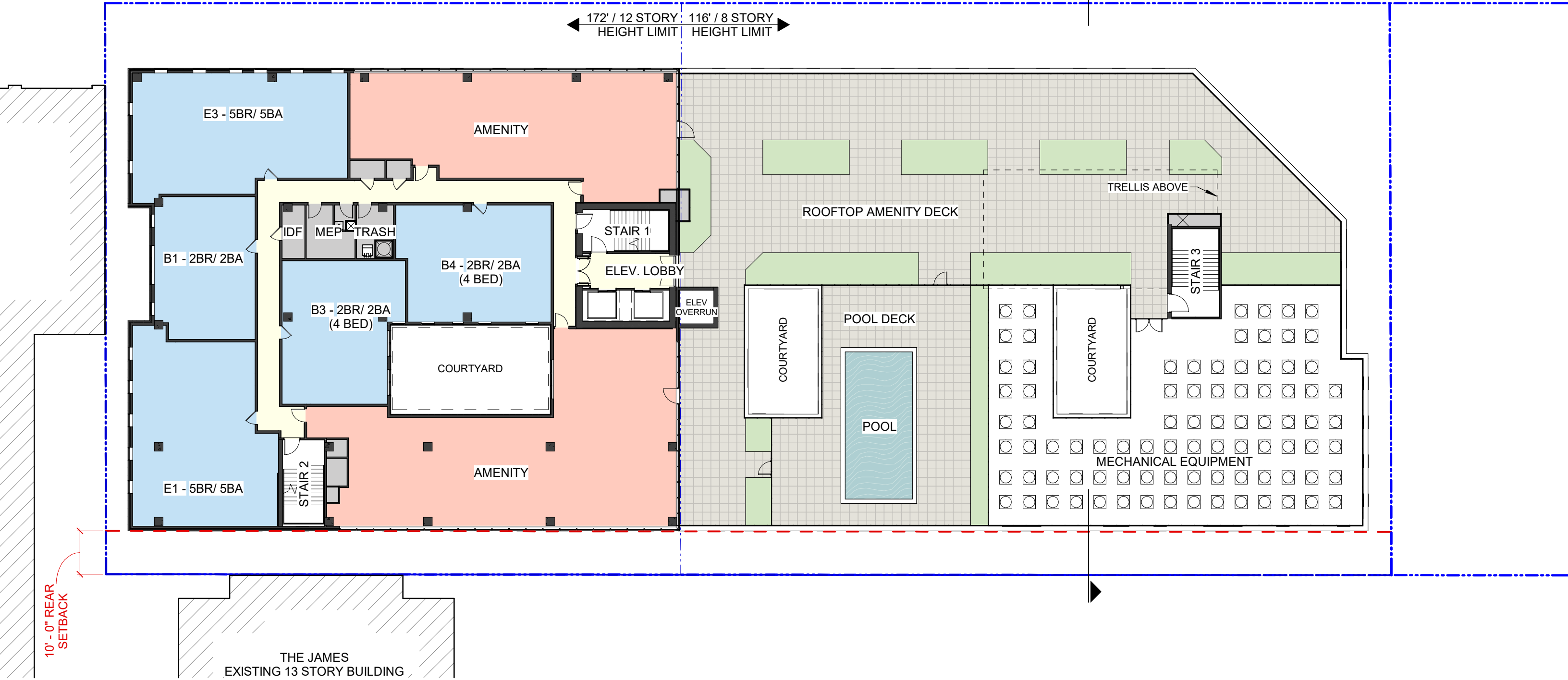


08.18.2025

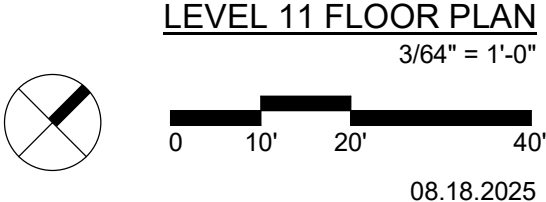


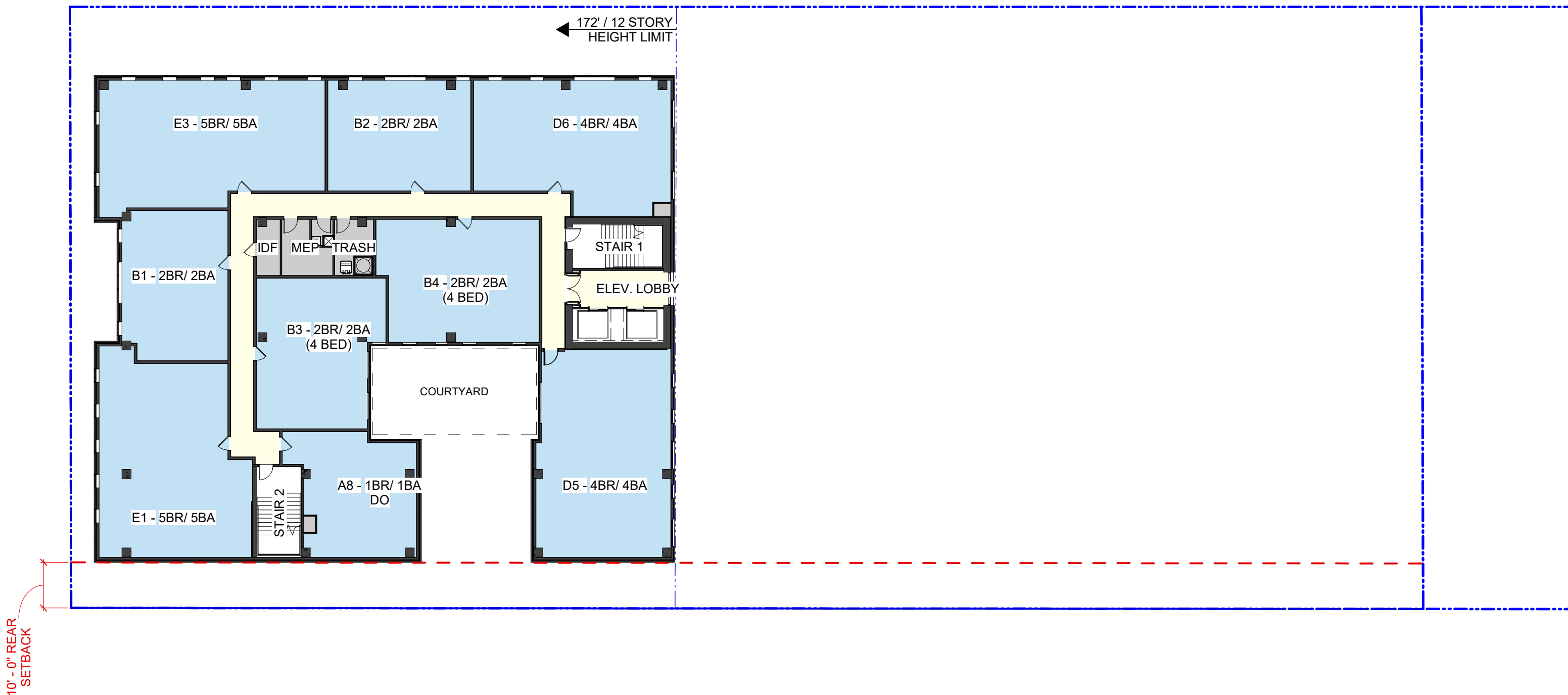
OCCUPANCY CALCULATIONS

| | |
|------------------------------------|-------------------------|
| AMENITY DECK | 6,030 sf / 15 = 402 OCC |
| POOL DECK | 1,670 sf / 15 = 111 OCC |
| POOL | 527 sf / 50 = 11 OCC |
| INDOOR AMENITY | 4,450 sf / 15 = 297 OCC |
| RESIDENTIAL | 6,685 sf / 200 = 34 OCC |
| MEP / STORAGE | 535 sf / 300 = 2 OCC |
| TOTAL | 857 OCCUPANTS |
| (3 EXITS NEEDED, 3 EXITS PROVIDED) | |

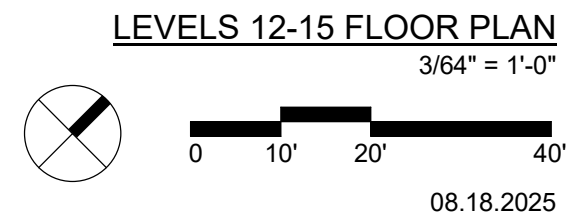


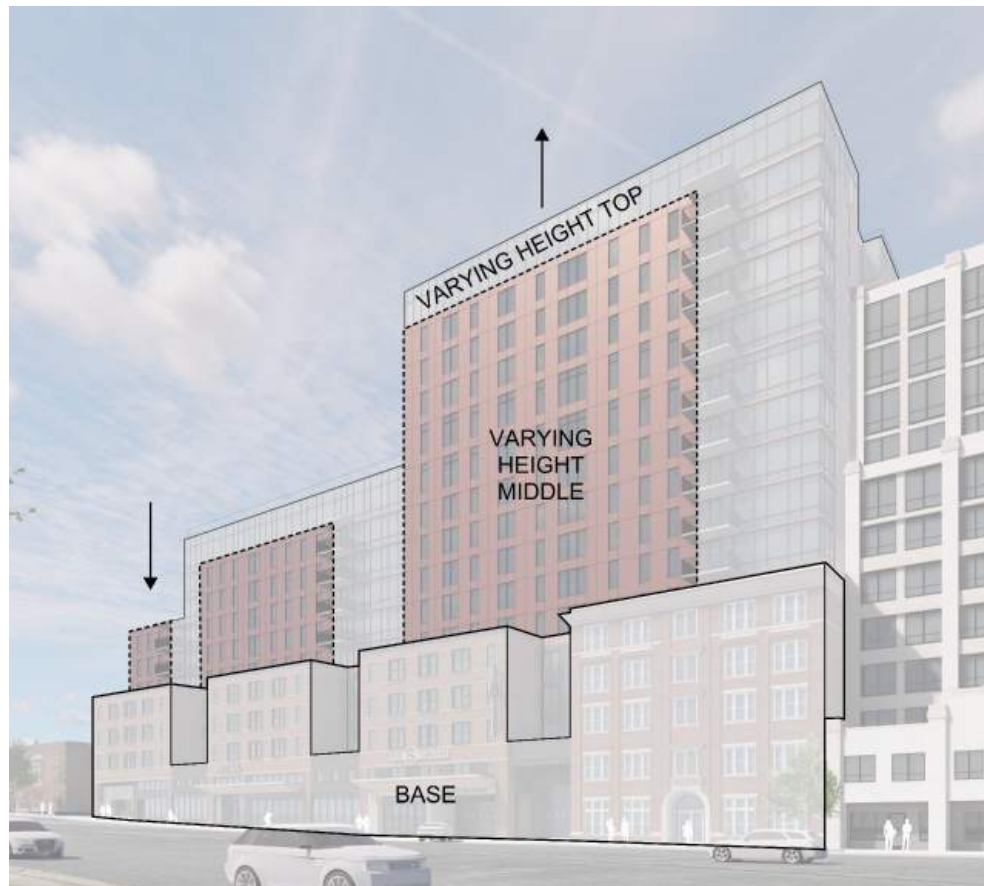
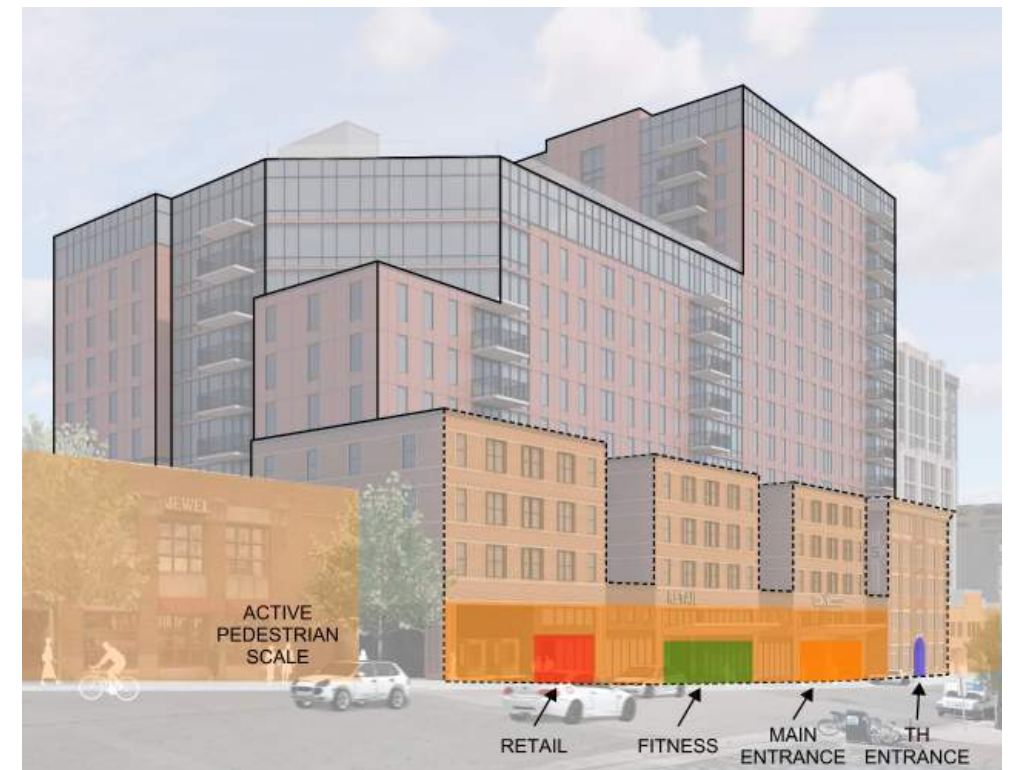
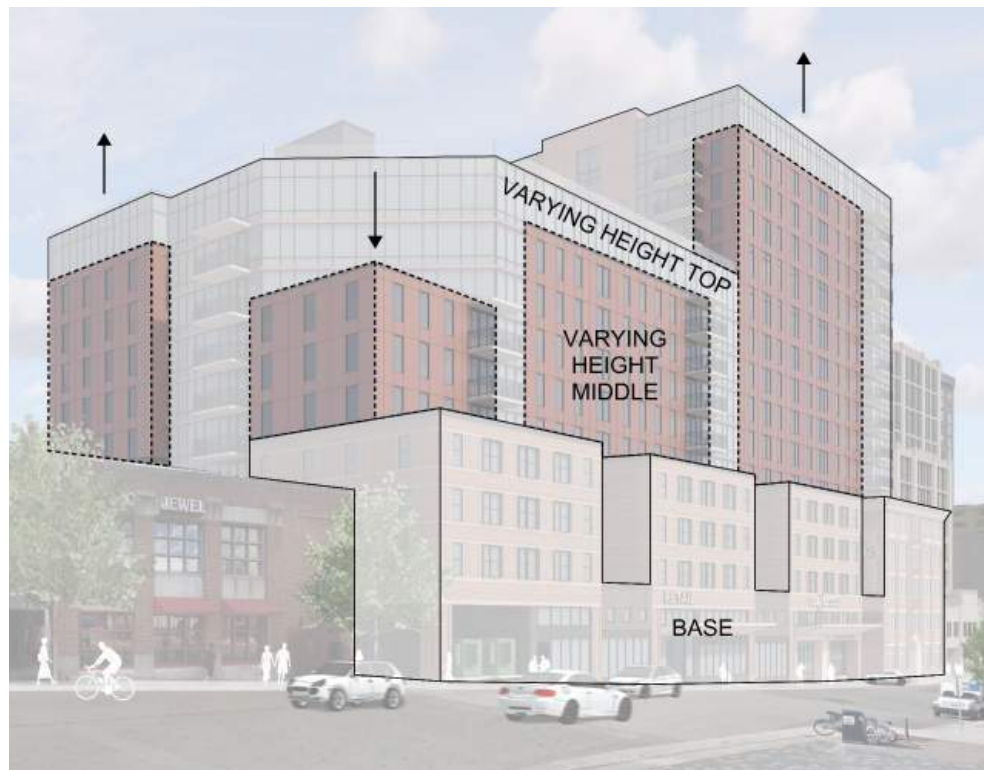
411 W. GILMAN ST.
MADISON, WI





411 W. GILMAN ST.
MADISON, WI





SETBACK MASSING

GLASS ELEMENTS CROWN BUILDING

ACTIVATE THE PEDESTRIAN SCALE

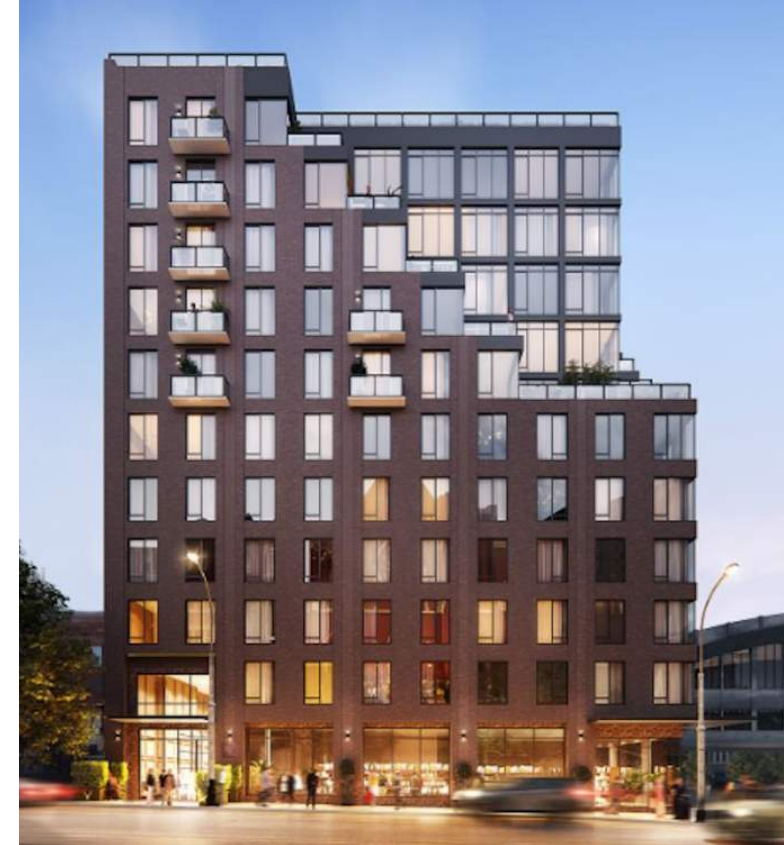
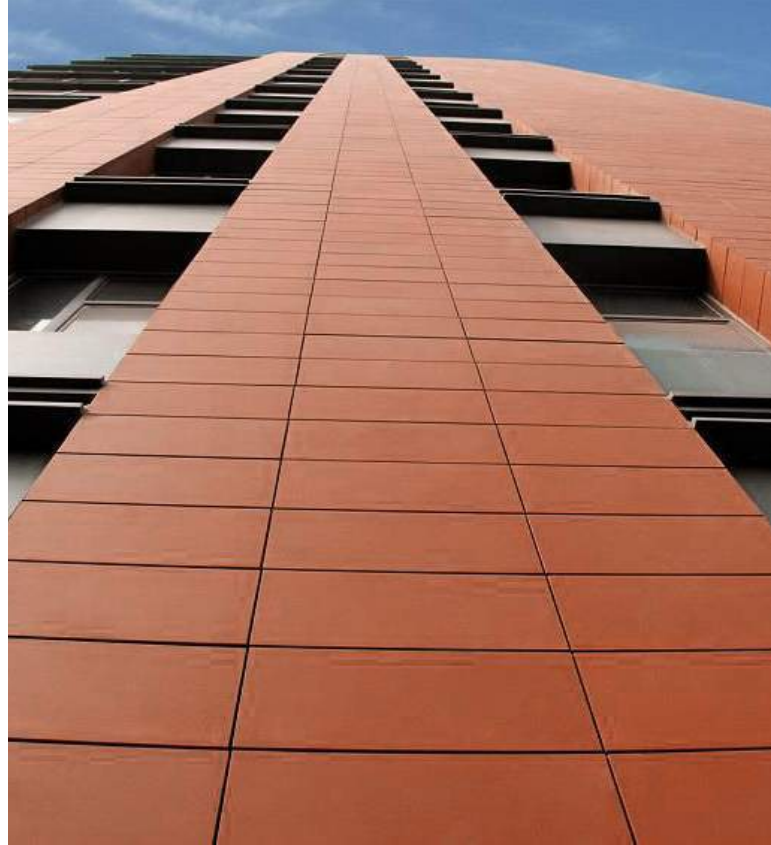
EXTERIOR DESIGN DIAGRAMS



411 W. GILMAN ST.
MADISON, WI

08.15.2025





411 W. GILMAN ST.
MADISON, WI

DESIGN INSPIRATION IMAGES

08.15.2025





411 W. GILMAN ST.
MADISON, WI

CONCEPTUAL RENDERING FROM WEST

08.15.2025





411 W. GILMAN ST.
MADISON, WI

CONCEPTUAL RENDERING FROM NORTH

08.15.2025





411 W. GILMAN ST.
MADISON, WI

CONCEPTUAL RENDERING FROM EAST

08.15.2025





PEDESTRIAN VIEW AT RETAIL



PEDESTRIAN VIEW AT MAIN ENTRANCE



411 W. GILMAN ST.
MADISON, WI

CONCEPTUAL RENDERINGS

08.15.2025



CAPITAL VIEW PRESERVATION
 + 1032.80'
 TOWER PARAPET 2
 268' -6"

- LEVEL 15
253' -410"
- LEVEL 14
244' -42"
- LEVEL 13
234' -46"
- LEVEL 12
223' -410"
- LEVEL 11
211' -410"
- LEVEL 10
199' - 2"
- LEVEL 09
189' - 6"
- LEVEL 08
179' - 10"
- LEVEL 07
170' - 2"
- LEVEL 06
160' -46"
- LEVEL 5
150' -410"
- LEVEL 04
141' -42"
- LEVEL 03
131' -46"
- LEVEL 02
121' -410"
- LEVEL 1.5
112'-2"
- BLDG GRADE
106'-0"
- LEVEL 01
100'-0"
- LEVEL B1
90'-0"
- CITY DATUM



449 STATE ST
EXISTING 2 STORY BUILDING



SUBJECT PROPERTY - PROPOSED 15 STORY BUILDING

EXISTING HISTORIC FACADE
TO BE REMOVED & RE-CONSTRUCTED

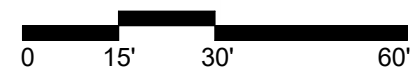
THE JAMES
EXISTING 13 STORY BUILDING



411 W. GILMAN ST.
MADISON, WI

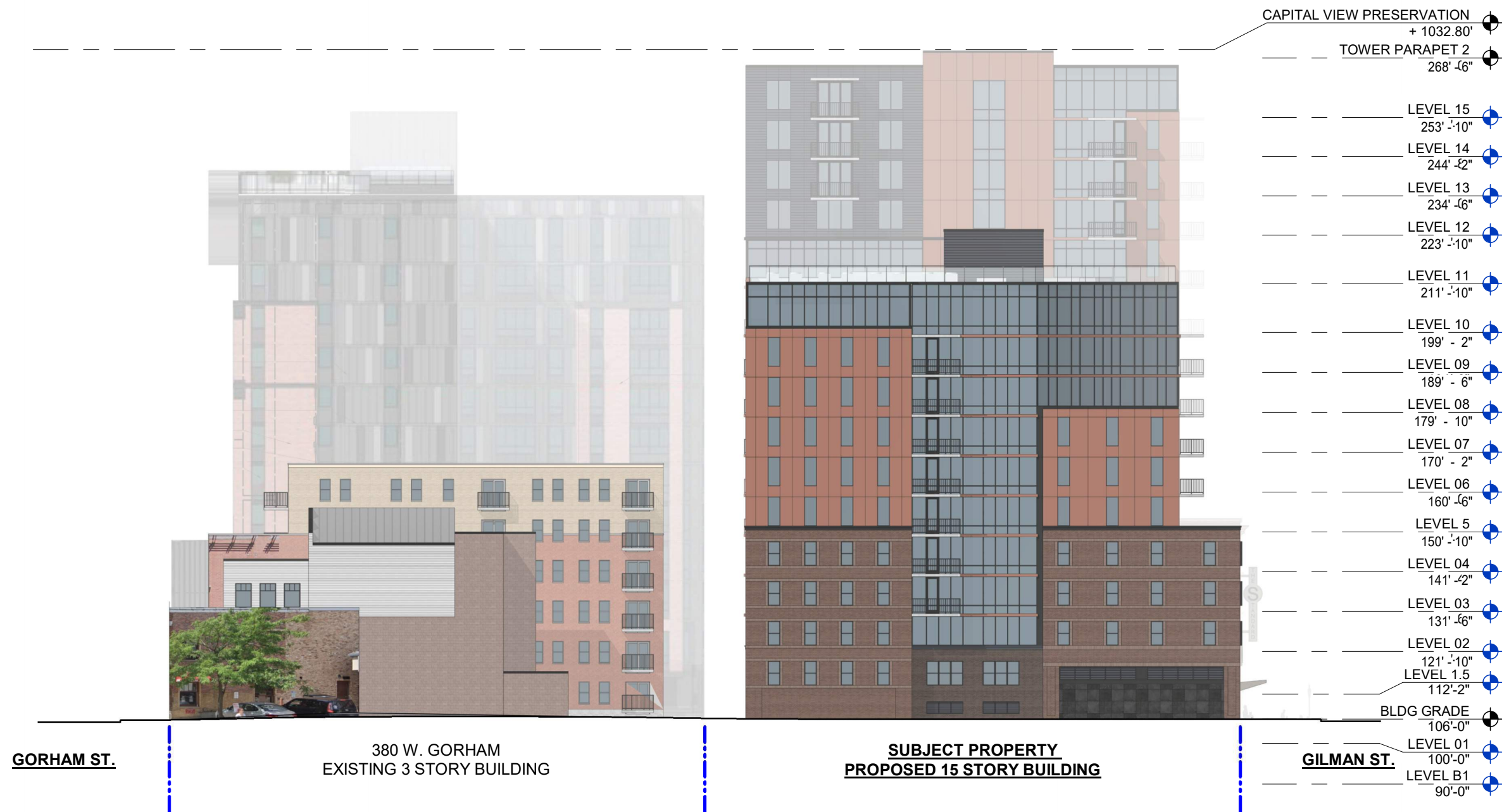
NORTHWEST EXTERIOR ELEVATION

1" = 30'-0"



08.18.2025





411 W. GILMAN ST.
MADISON, WI

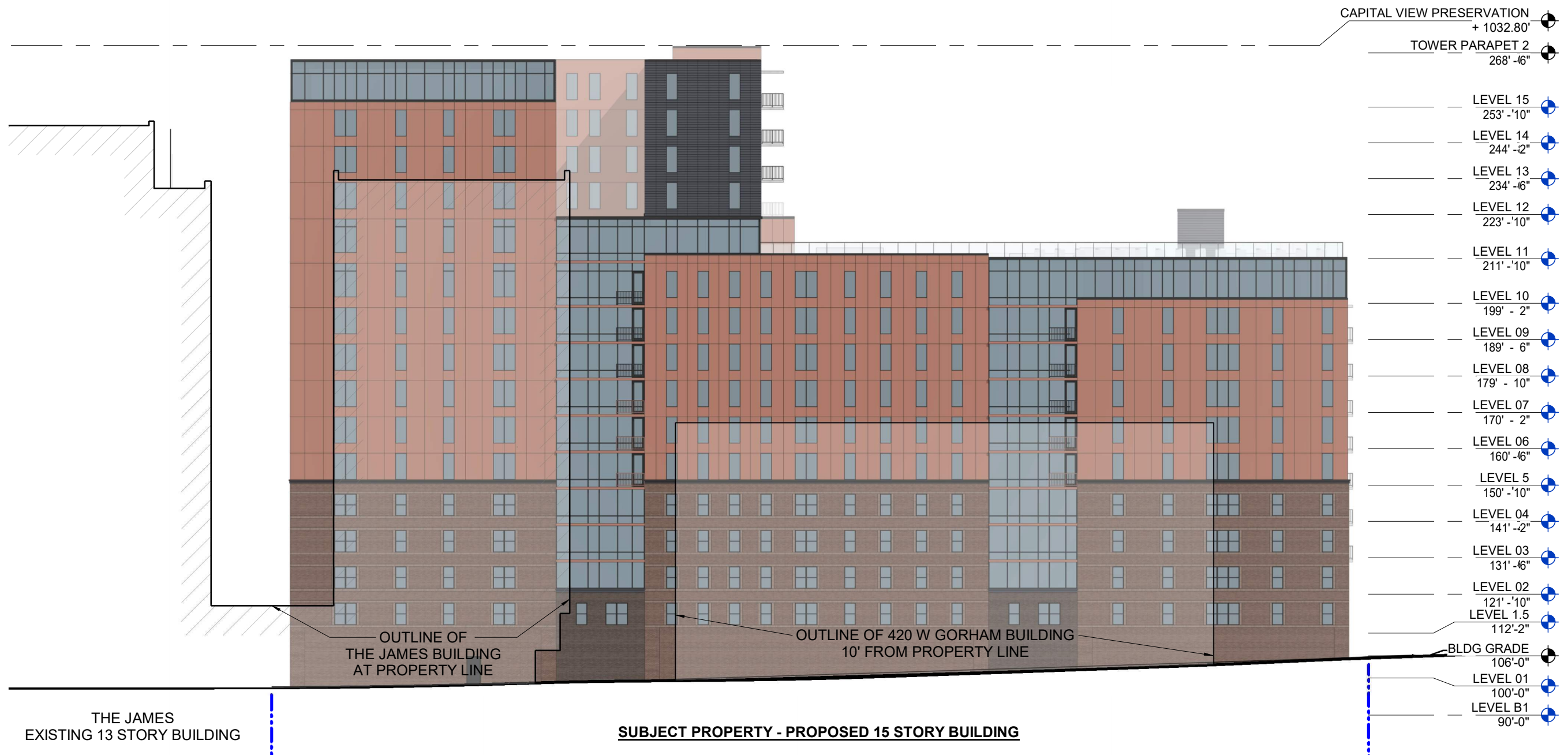
NORTHEAST EXTERIOR ELEVATION

1" = 30'-0"



08.18.2025

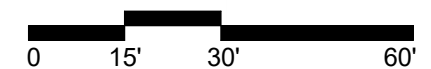




411 W. GILMAN ST.
MADISON, WI

SOUTHEAST EXTERIOR ELEVATION

1" = 30'-0"



08.18.2025



CAPITAL VIEW PRESERVATION
 + 1032.80'
 TOWER PARAPET 2
 268' -6"

- LEVEL 15
253' -10"
- LEVEL 14
244' -8"
- LEVEL 13
234' -6"
- LEVEL 12
223' -10"
- LEVEL 11
211' -10"
- LEVEL 10
199' - 2"
- LEVEL 09
189' - 6"
- LEVEL 08
179' - 10"
- LEVEL 07
170' - 2"
- LEVEL 06
160' -6"
- LEVEL 5
150' -10"
- LEVEL 04
141' -2"
- LEVEL 03
131' -6"
- LEVEL 02
121' -10"
- LEVEL 1.5
112'-2"
- LEVEL 01
100'-0"
- LEVEL B1
90'-0"

GILMAN ST.

SUBJECT PROPERTY
PROPOSED 15 STORY BUILDING

THE JAMES
EXISTING 13 STORY BUILDING

GORHAM ST.

OUTLINE OF
 THE JAMES BUILDING AT
 PROPERTY LINE



411 W. GILMAN ST.
 MADISON, WI

SOUTHWEST EXTERIOR ELEVATION

1" = 30'-0"

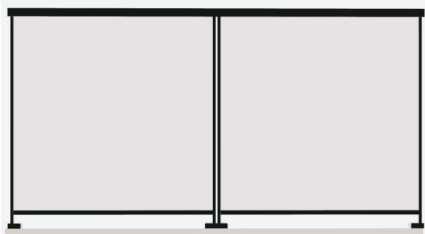


08.18.2025





WINDOW WALL SYSTEM
BLACK FRAMES WITH CLEAR
LOW-E GLASS



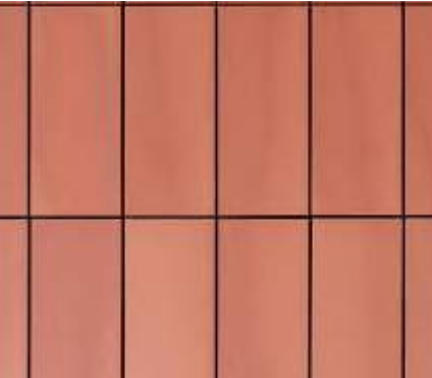
CLEAR GLASS GUARDRAIL
(AT ROOFTOP AMENITY DECK)



BLACK METAL GUARDRAIL
(AT BALCONIES)



BLACK STOREFRONT FRAMES
CLEAR LOW-E GLASS



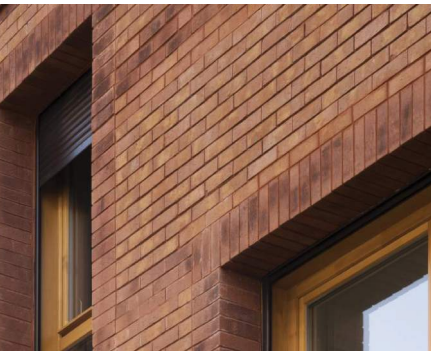
COMPOSITE TERRACOTTA
METAL PANEL



CHARCOAL GRAY RIBBED
METAL PANEL



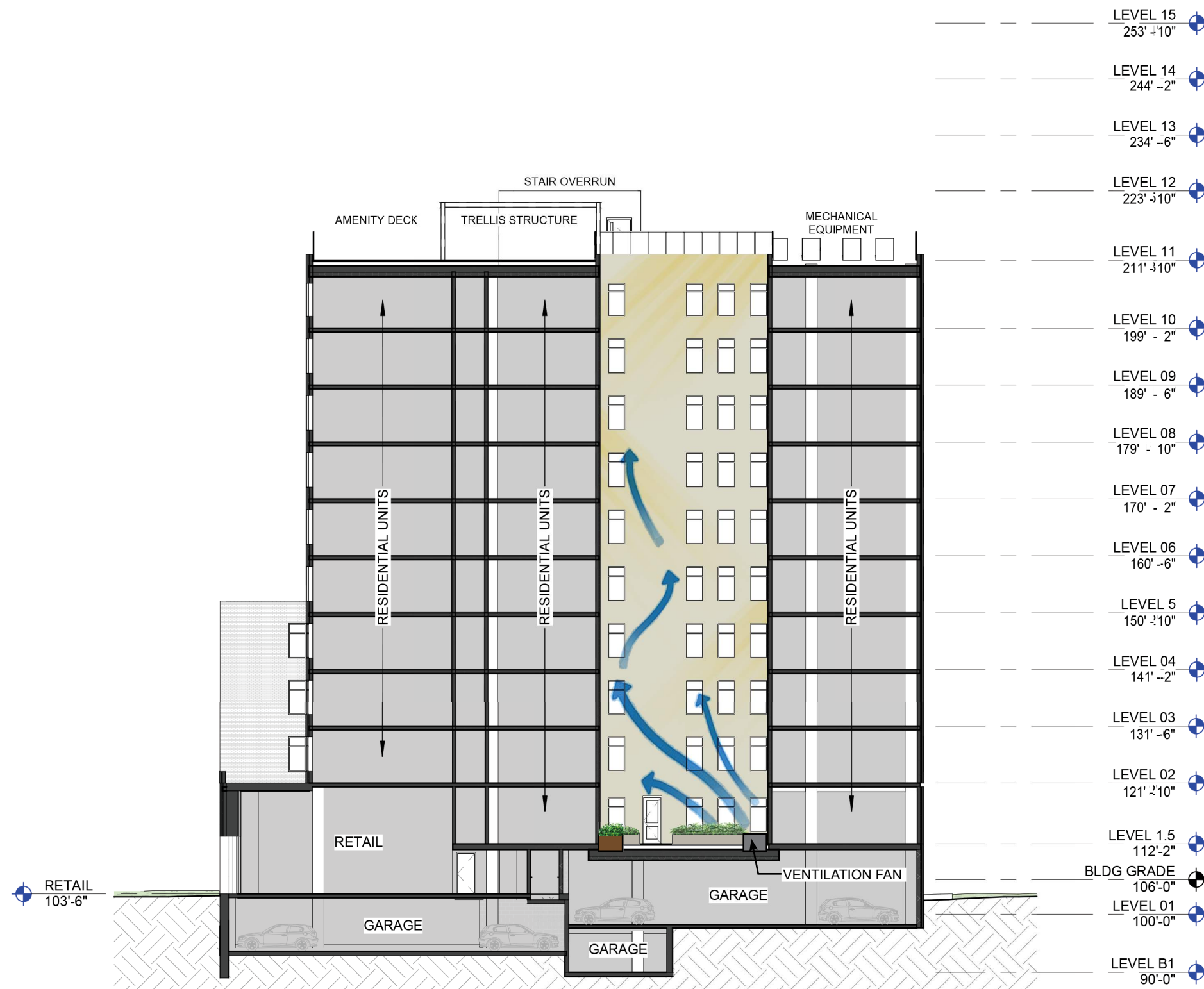
HISTORIC BRICK FACADE TO
BE RE-CONSTRUCTED



TWO TONE BRICK - DARK &
LIGHT (LEVELS 1-4)



CONCEPTUAL RENDERING - EXAMPLE COURTYARD PLAN



RETAIL
103'-6"

BUILDING SECTION
3/64" = 1'-0"



08.18.2025



411 W. GILMAN ST.
MADISON, WI

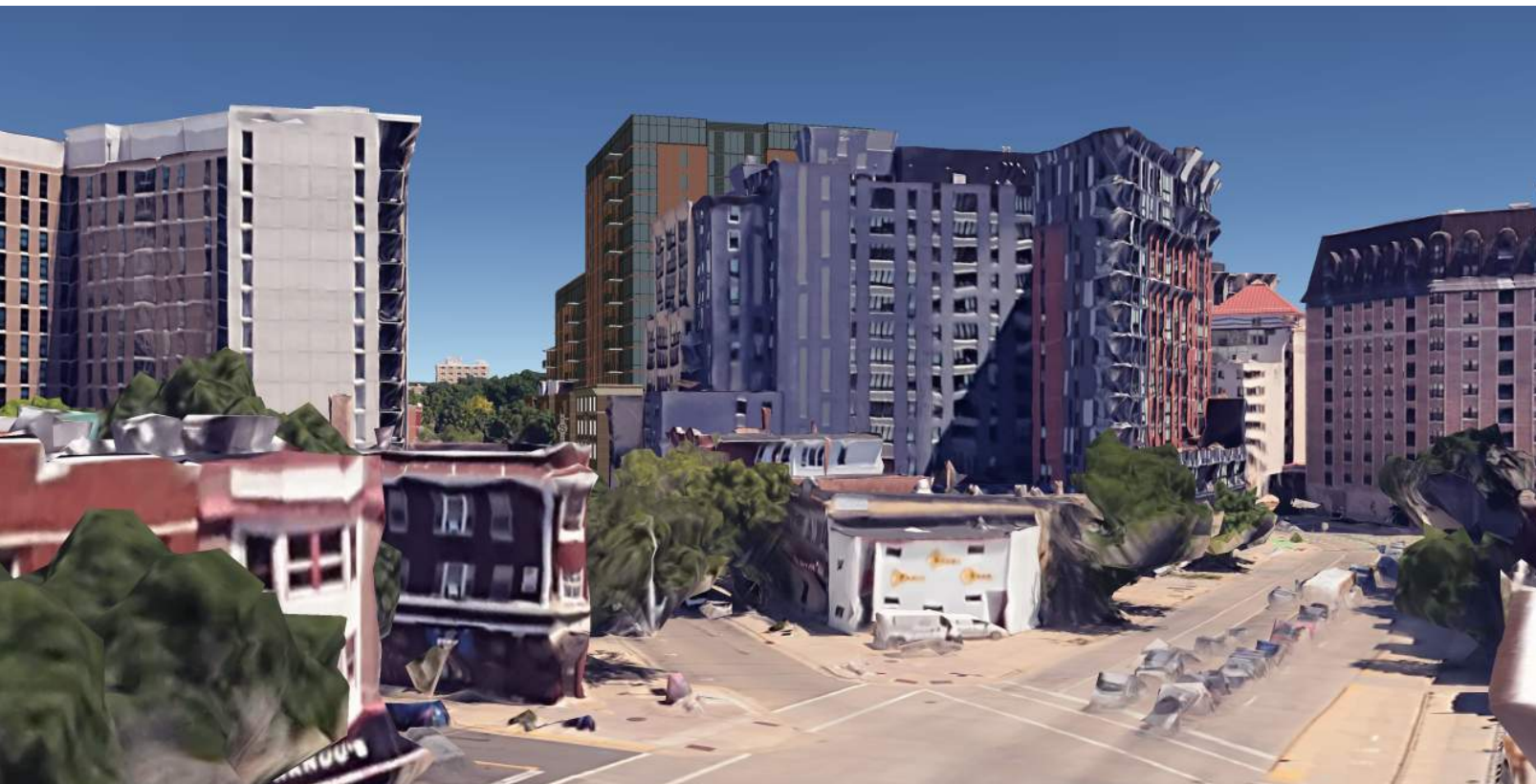




GILMAN + HENRY LOOKING SOUTHWEST



STATE + GORHAM LOOKING WEST



GILMAN + UNIVERSITY + FRANCES LOOKING EAST



BROOM + JOHNSON LOOKING NORTHWEST



411 W. GILMAN ST.
MADISON, WI

SIGHT LINE VIEWS

08.15.2025

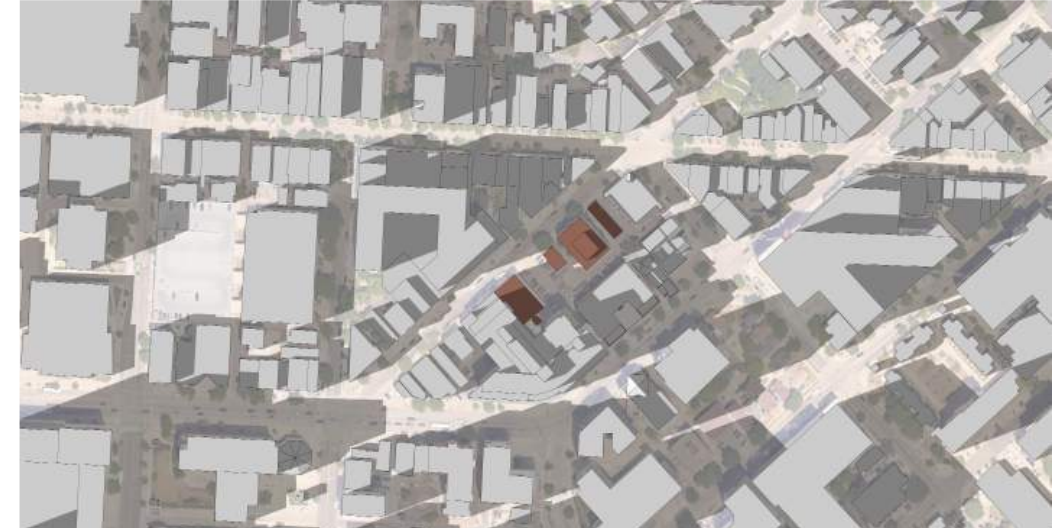




SPRING 10 AM



SPRING 12 PM



SPRING 4 PM



SUMMER 10 AM



SUMMER 12 PM



SUMMER 4 PM



WINTER 10 AM



WINTER 12 PM



WINTER 4 PM



411 W. GILMAN ST.
MADISON, WI

SHADOW STUDIES - EXISTING SITE

08.15.2025

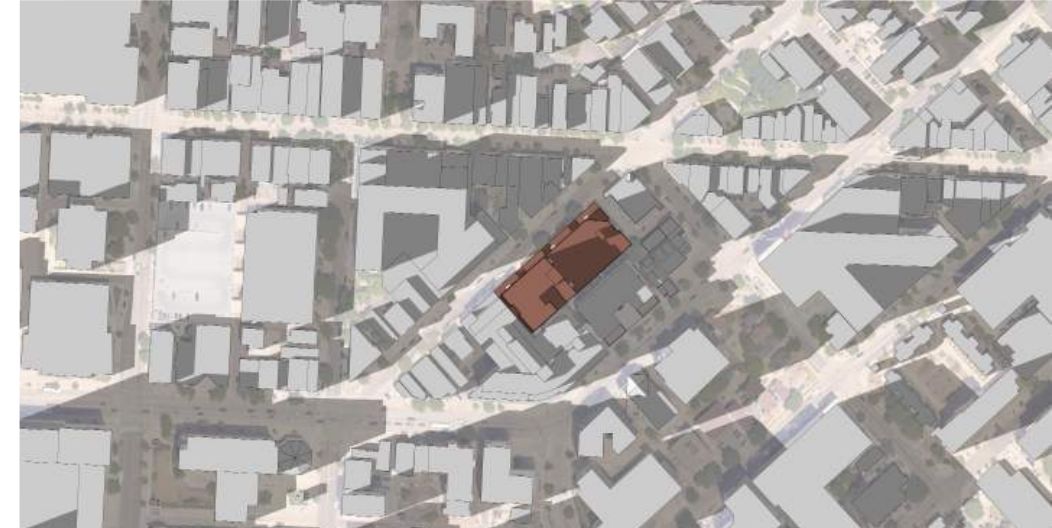




SPRING 10 AM



SPRING 12 PM



SPRING 4 PM



SUMMER 10 AM



SUMMER 12 PM



SUMMER 4 PM



WINTER 10 AM



WINTER 12 PM



WINTER 4 PM

SHADOW STUDIES - PROPOSED SITE



411 W. GILMAN ST.
MADISON, WI

08.15.2025



- PROPOSED SITE PLANTS**
- 1 - Sporobolus heterolepis / Dropseed
 - 2 - Schizachyrium scoparium / Little Bluestem
 - 3 - Callirhoe involucrata / Poppy Mallow
 - 4 - Geum triflorum / Prairie Smoke



1



2



4



3

