



October 31, 2022

City of Madison
Planning Division
215 Martin Luther King Jr Blvd, Suite 017
Madison, WI 53701

Re: Letter of Intent - The Moment Mixed-Use Development

Project Address 131 W Wilson Street, Madison, WI 53703

Project Team

Owner/Developer	The Moment, LLC 133 W Wilson St Madison, WI 53703
Architect	Plunkett Raysich Architects, LLP 2310 Crossroads Dr, Suite 2000 Madison, WI 53718
Civil Engineer	Vierbicher Associates, Inc. 999 Fourier Dr, Suite 201 Madison, WI 53717
Landscape Design	Design Studio etc. 330 W Lakeside Madison, WI 53715

————— LIVE IN THE MOMENT —————

The Moment, LLC 133 W Wilson St Madison, WI 53703



Introduction

The Moment, LLC is submitting a conditional land use application for the redevelopment of 131 West Wilson Street (planned future address to be 133 W Wilson St).

The Moment, LLC is proposing a mixed-use development with multi-family and commercial uses. The development includes 263 units of luxury housing, approximately 6,897 square feet of commercial space, and approximately 257 enclosed parking stalls.

The proposed development will sit on 0.77 acres (33,491 s.f.). The development requires demolition of a 12-story office building that is currently being braced by 3,277 shoring posts due to structural concerns.

The Moment will be a 15-story building within the Capital View Preservation Height Limit. The development will contain 3½ stories of underground parking, first floor lobby and retail space, with commercial space, amenities, and apartment units on the second floor. The remaining apartment units will be on floors 3-15.

The proposed development complies with the existing UMX zoning while seeking two conditional uses:

28.076(4)(c) - All new buildings and additions greater than twenty thousand (20,000) square feet or that have more than four (4) stories shall obtain conditional use approval.

28.072(E)(2) - Conditional use approval required for all multi-family dwellings, >8 dwelling units.

Unit Mix

Micros	32
Studios	75
One-Bedroom	48
One-Bedroom + Den	25
Two-Bedroom	69
Two-Bedroom + Den	1
Three-Bedroom	13
Total	263





The 15th floor will feature penthouse units with larger floor plans and upgraded appliances, fixtures, and finishes. Additional top floor amenities include wrap-around balconies, floor to ceiling windows, and exclusive penthouse services.

Standard units will feature: high-quality finishes and fixtures including granite or solid-surface countertop kitchen islands, stainless steel appliances, large windows, wide hallways, faucet sprayers, glass stovetops, and in-unit washer and dryers.

Building Amenities

- 2nd floor outdoor pool and hot tub
- Amenity patio pool lounging and cabana seating
- Amenity patio grilling and dining areas
- Golf simulator
- Movie theater
- Sauna and/or steam room
- Coworking lounge with private meeting rooms
- Catering Kitchen and dining room
- Bar area and community game room
- Indoor lounge room
- Fitness center with yoga studio and outdoor turf area
- Separate private, secure garage area
- 2-story lobby with direct street access
- Large resident package storage and refrigerated storage for grocery delivery
- Ample interior bike storage and maintenance area
- Pet wash area and exterior dog run
- Interior trash room with trash and recycling chutes

Building Details

- 15-stories (exterior will include a combination of champagne and bronze colored metal panel, faux wood panel and glass)
- 377,351 gross square feet
- Approximately 257 underground parking stalls



Green/Sustainable Building Features

- Electric vehicle charging stations
 - 10% of parking stalls will have electric vehicle charging stations while 100% of our covered parking stalls will be wired to accommodate electric vehicle charging stations in the future
- Recycling and Reuse plan for demolition of existing structure
- Regionally sourced materials where possible
- Bike and scooter charging stations
- Photo voltaic roof-top
- Green roof sections
- Energy efficient appliances
- High efficiency glass
- LED lighting

Development Schedule

Demolition	December 2022 – July 2023
Construction	July 2023 (20-month duration)
Opening	Spring/Summer 2025

Thank you for your consideration of The Moment.

Sincerely,

The Moment, LLC

By: 

Jake Bunz, Development Manager