

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%

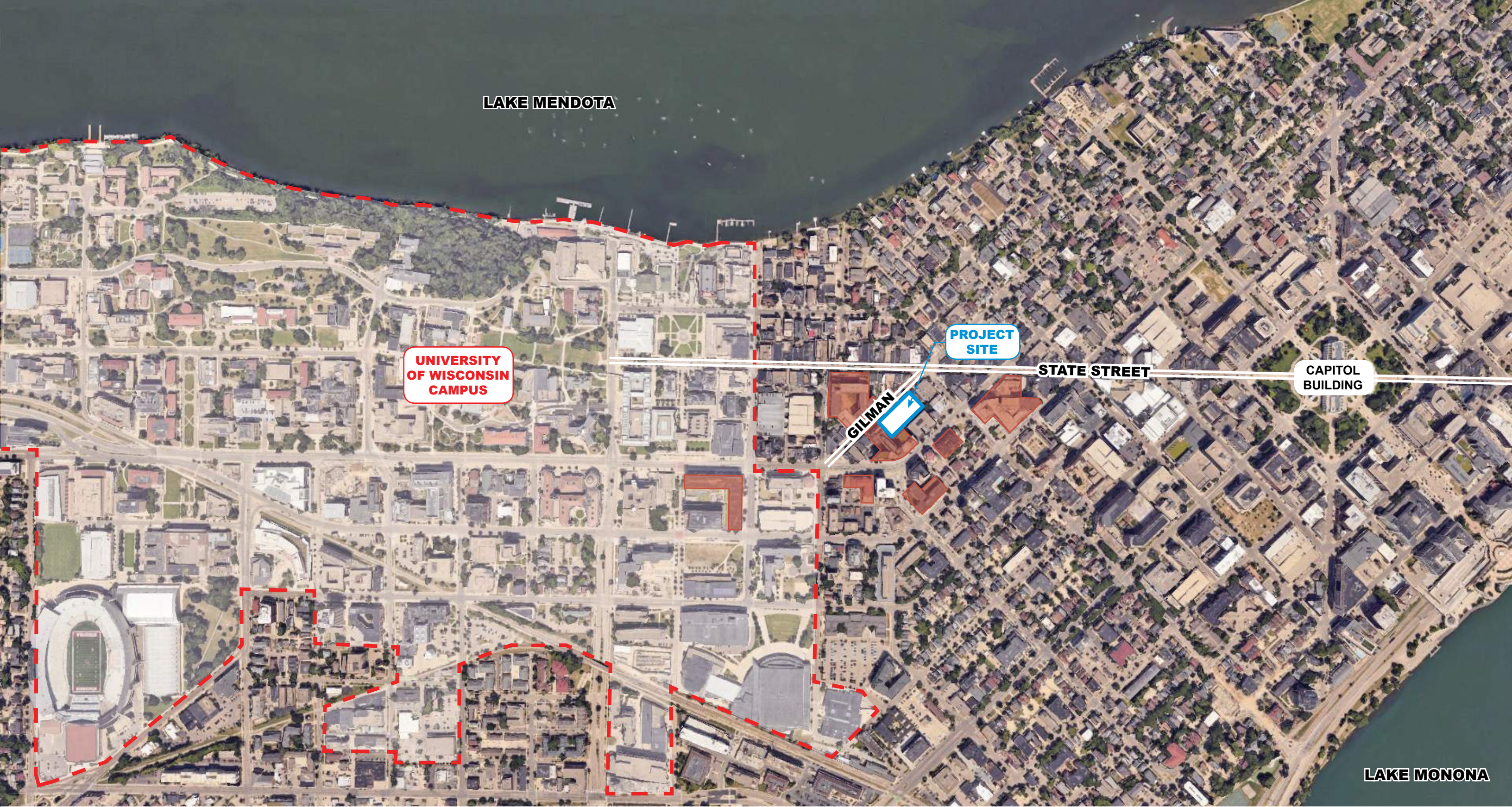


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PROJECT STATS

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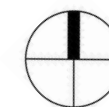
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CITY CONTEXT - SITE MAP
NOT TO SCALE



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AERIAL VIEW - PROPOSED

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VIEW TOWARDS NORTHWEST



VIEW TOWARDS NORTHEAST



VIEW TOWARDS EAST



VIEW TOWARDS SOUTHEAST



VIEW TOWARDS SOUTHWEST

CONTEXT VIEWS FROM THE PROJECT SITE



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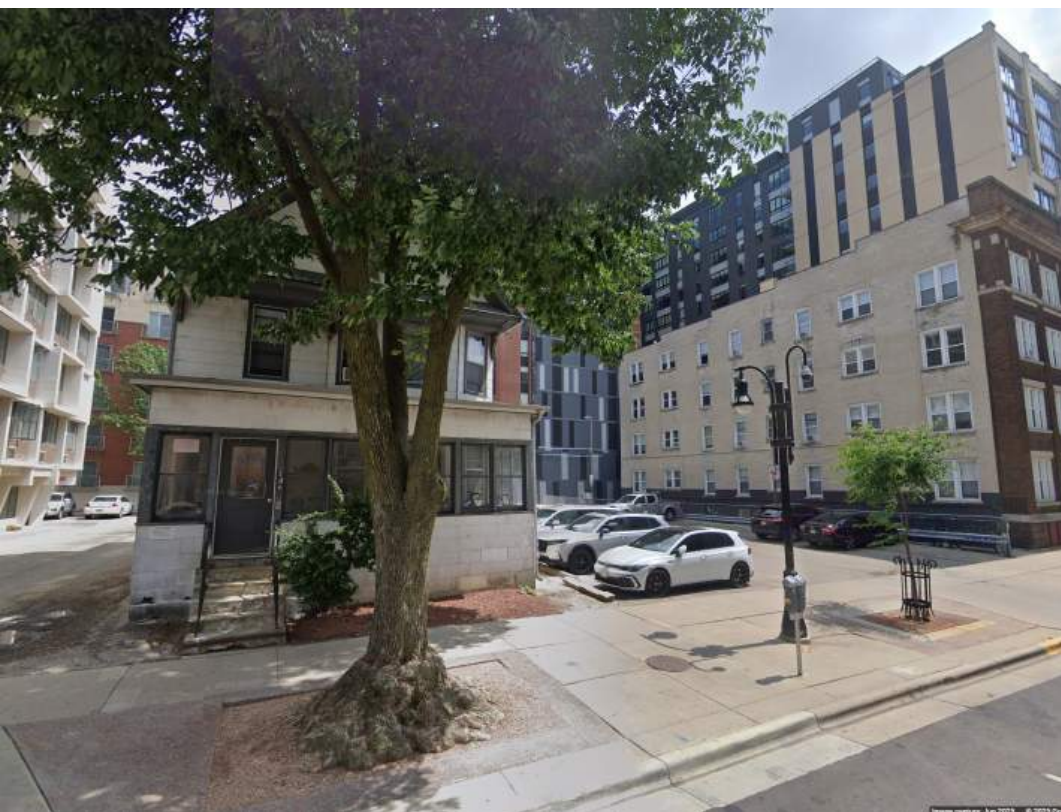
STATE & GILMAN LOOKING SOUTH



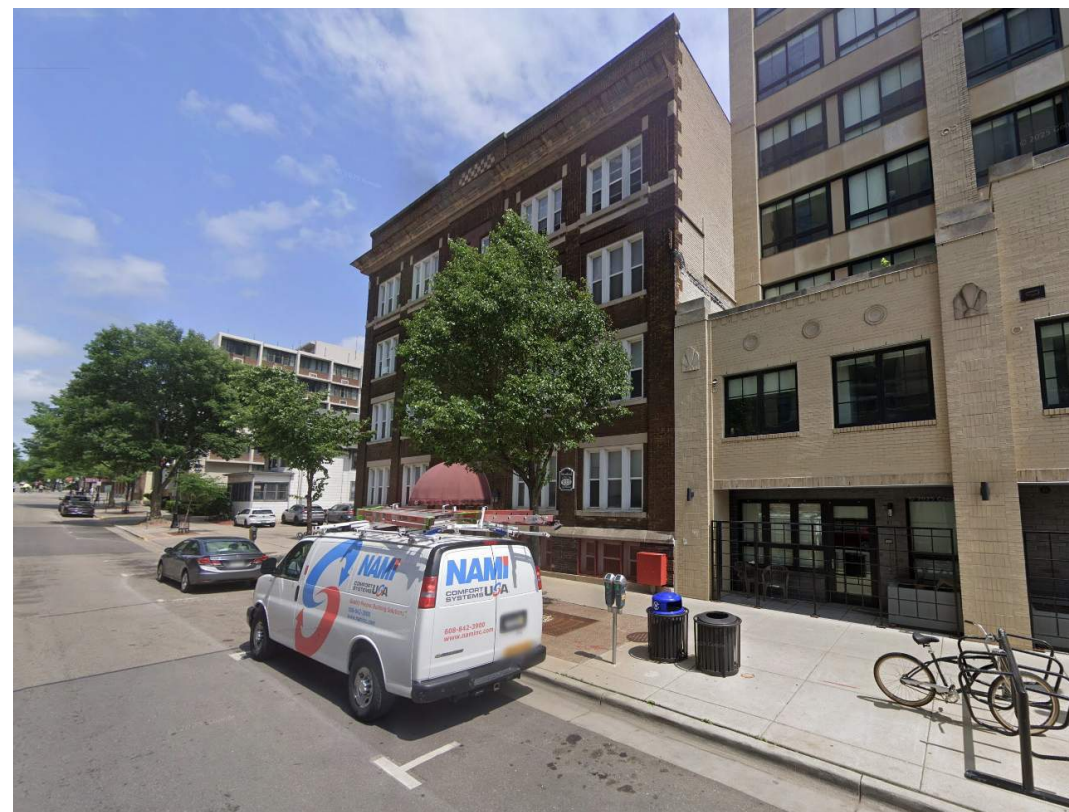
GILMAN NORTHEAST END LOOKING SOUTH



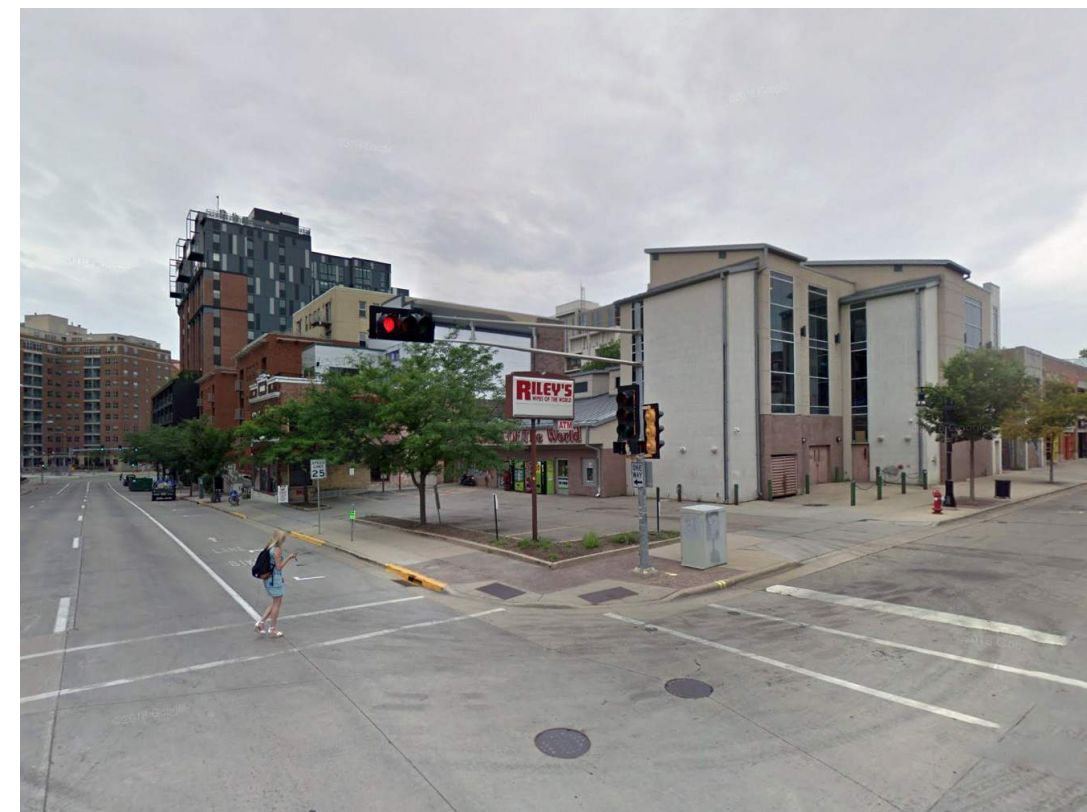
MASTER HALL LOOKING SOUTH



GILMAN MIDDLE LOOKING SOUTH



GILMAN SOUTHWEST END LOOKING EAST



BROOM & GORHAM LOOKING WEST



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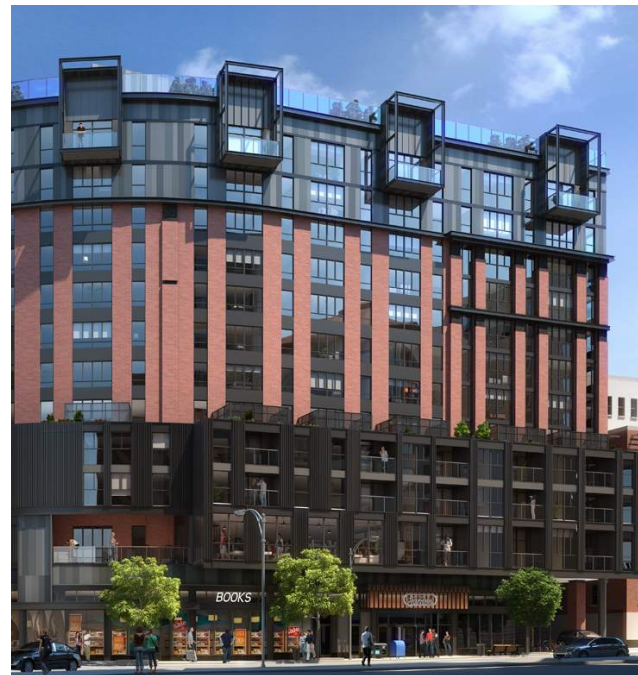
SITE CONTEXT VIEWS

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HUB MADISON



(GORHAM)



THE JAMES

(GILMAN)



420 WEST GORHAM



EQUINOX



ŌLIV MADISON



LA CIEL



HAMPTON INN



DORM@LUCKY

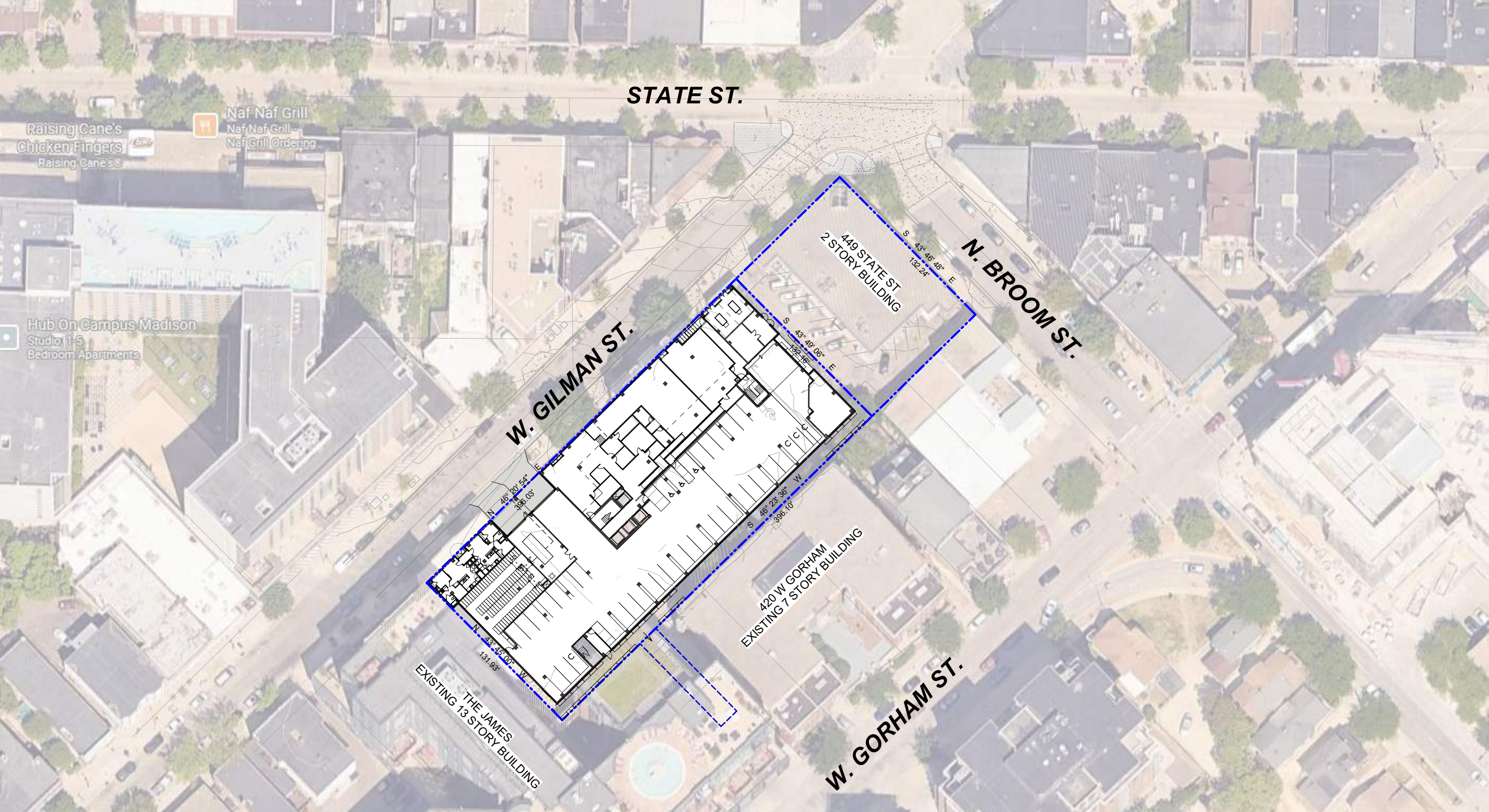


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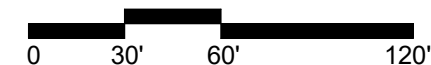
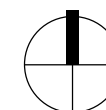
SITE CONTEXT - KEY BUILDINGS

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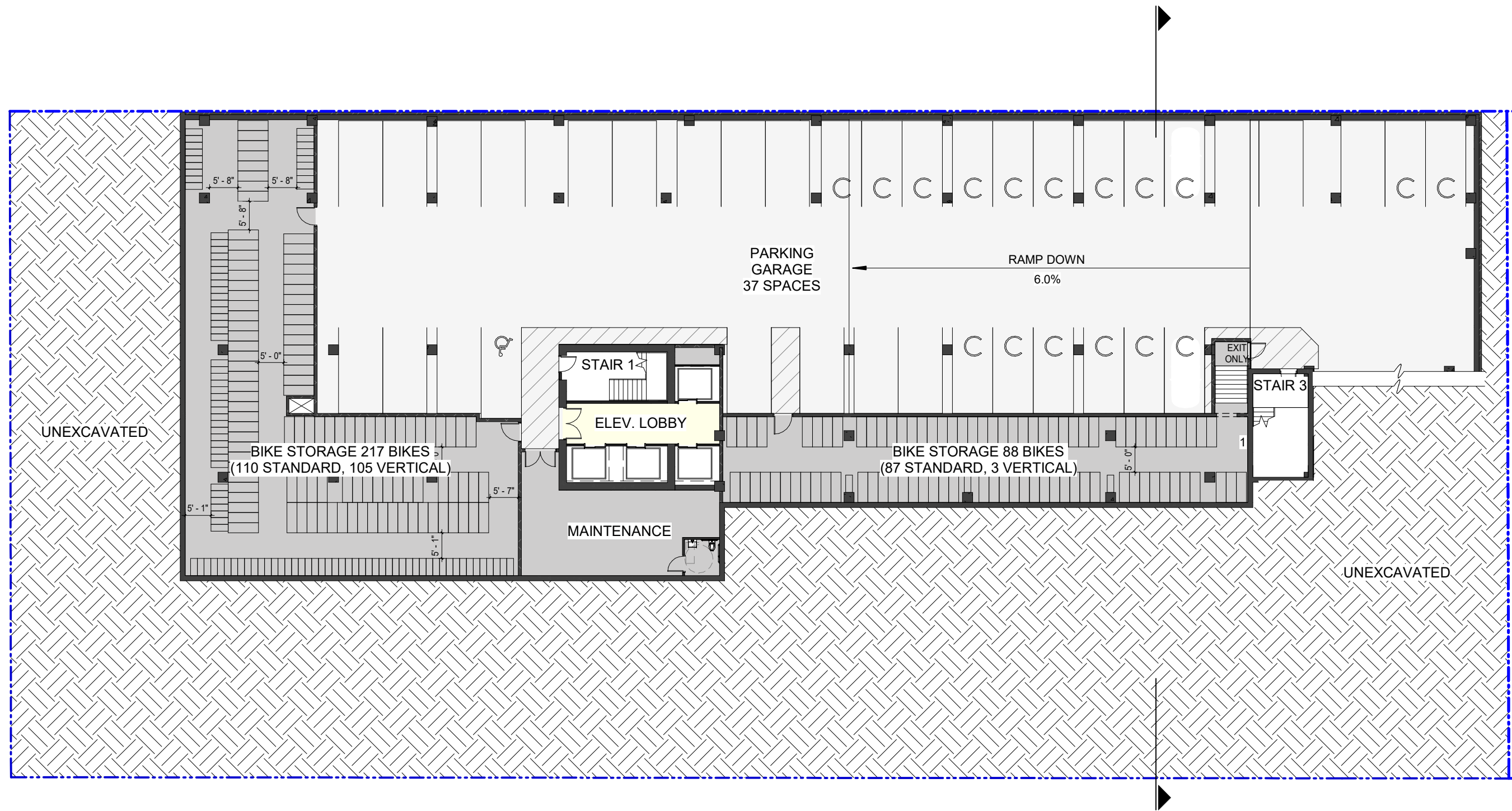
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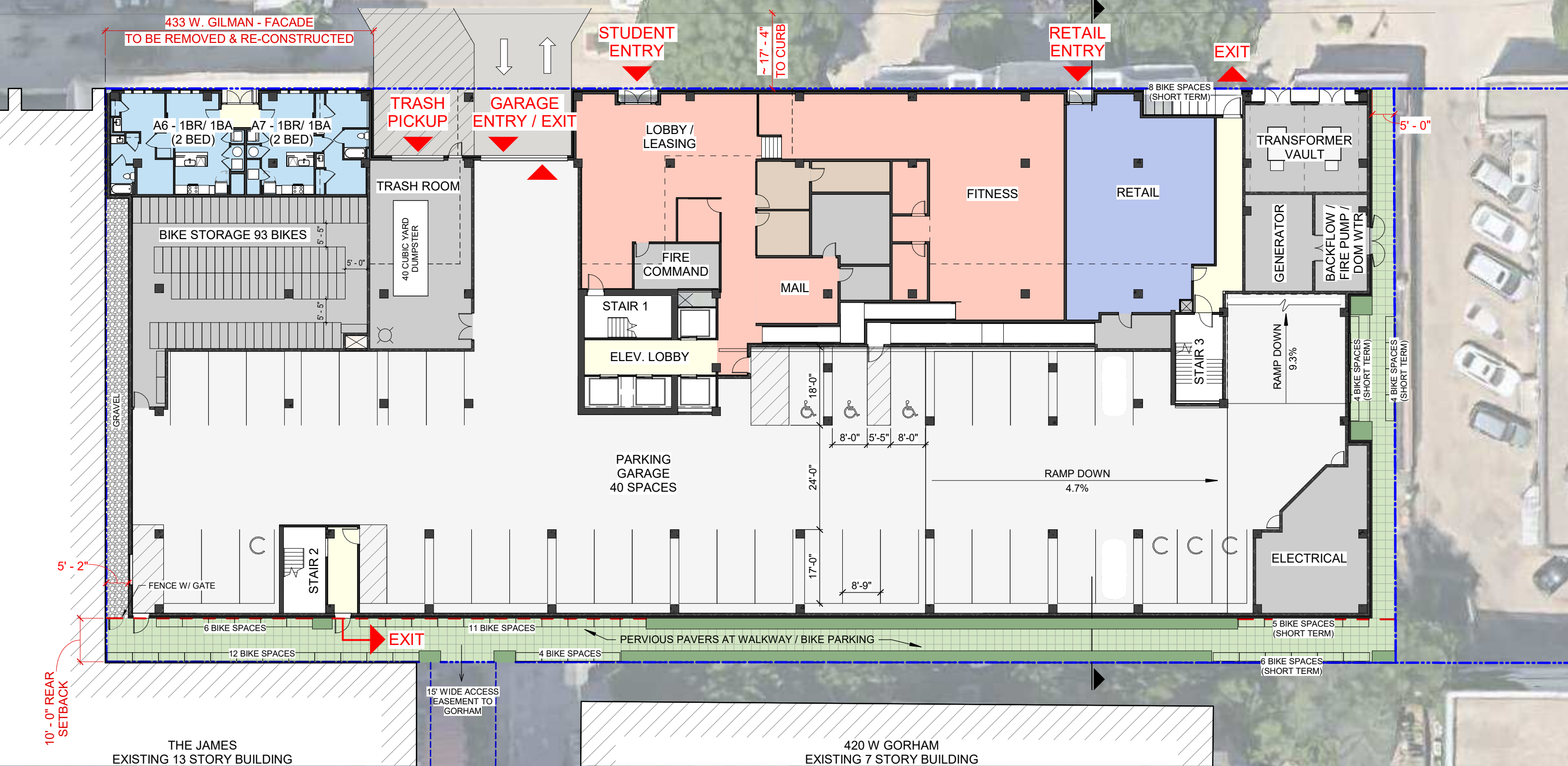
SITE PLAN
1" = 60'-0"

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W. GILMAN ST.



411 W. GILMAN ST.
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LEVEL 01 FLOOR PLAN

3/64" = 1'-0"

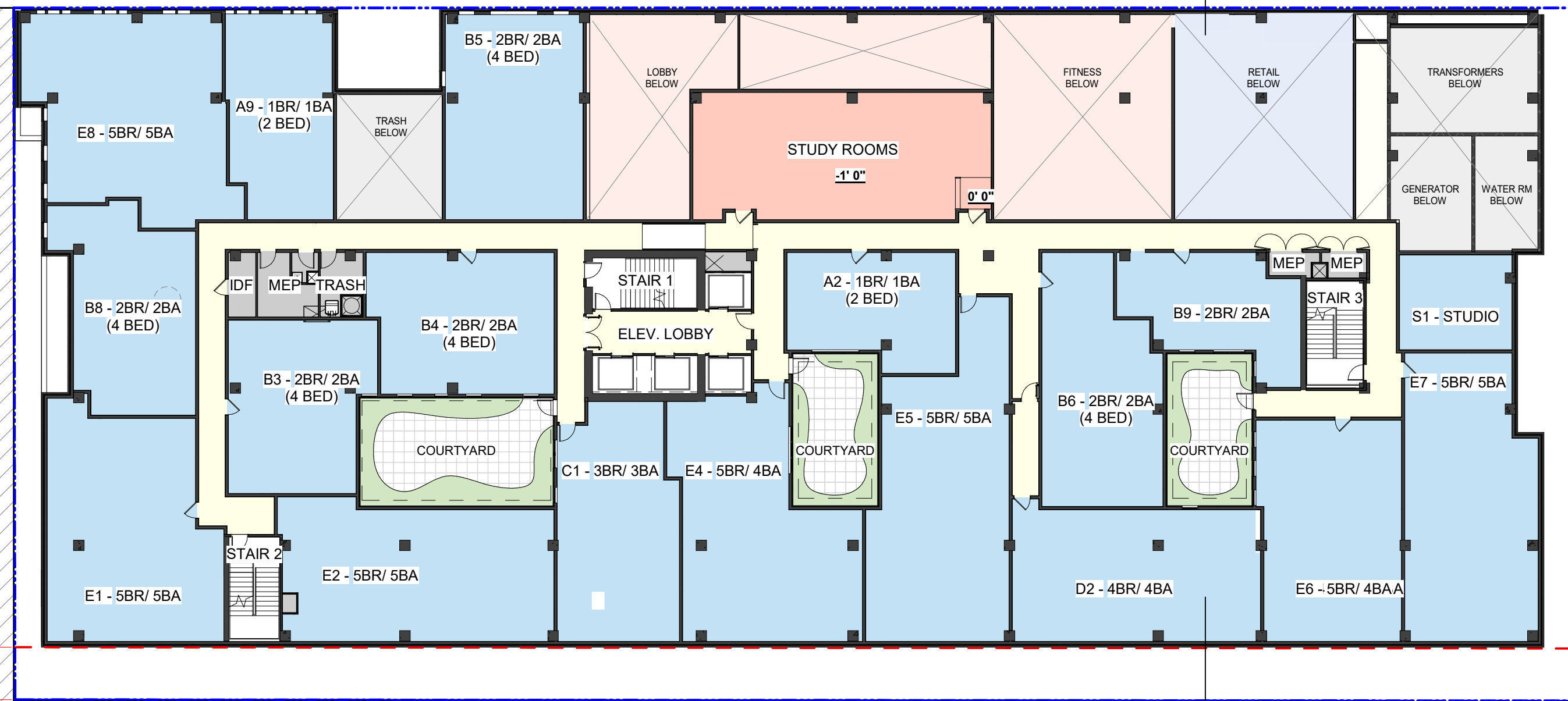


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433 W. GILMAN - FACADE
TO BE REMOVED & RE-CONSTRUCTED

10'-0" REAR
SETBACK



THE JAMES
EXISTING 13 STORY BUILDING

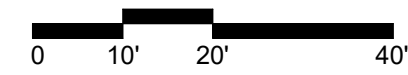
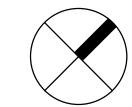
420 W GORHAM
EXISTING 7 STORY BUILDING



411 W. GILMAN ST.
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LEVEL 1.5 FLOOR PLAN

3/64" = 1'-0"



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



10'-0" REAR
SETBACK

THE JAMES
EXISTING 13 STORY BUILDING

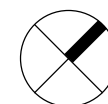
420 W GORHAM
EXISTING 7 STORY BUILDING



411 W. GILMAN ST.
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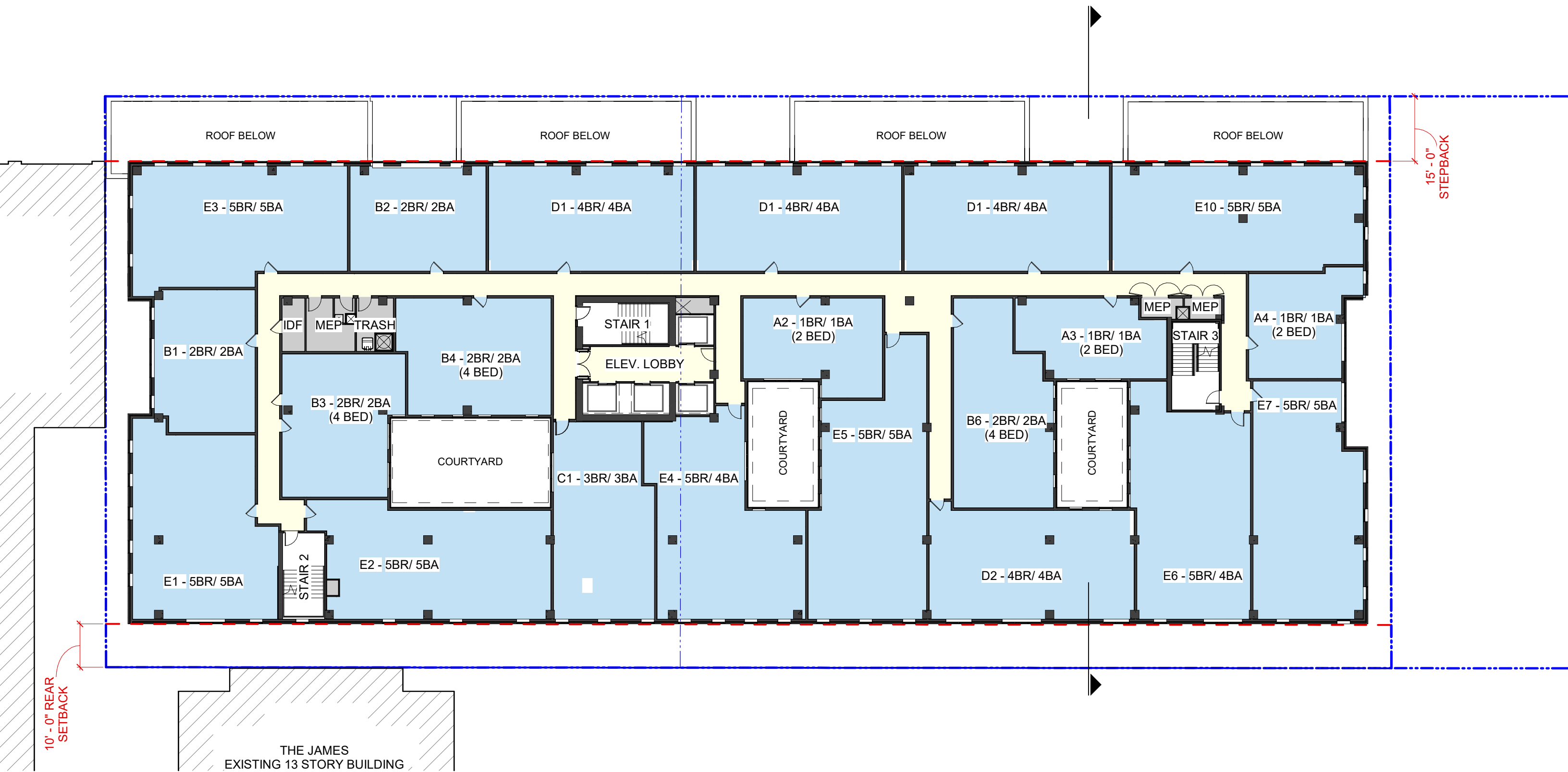
LEVELS 02-04 FLOOR PLAN

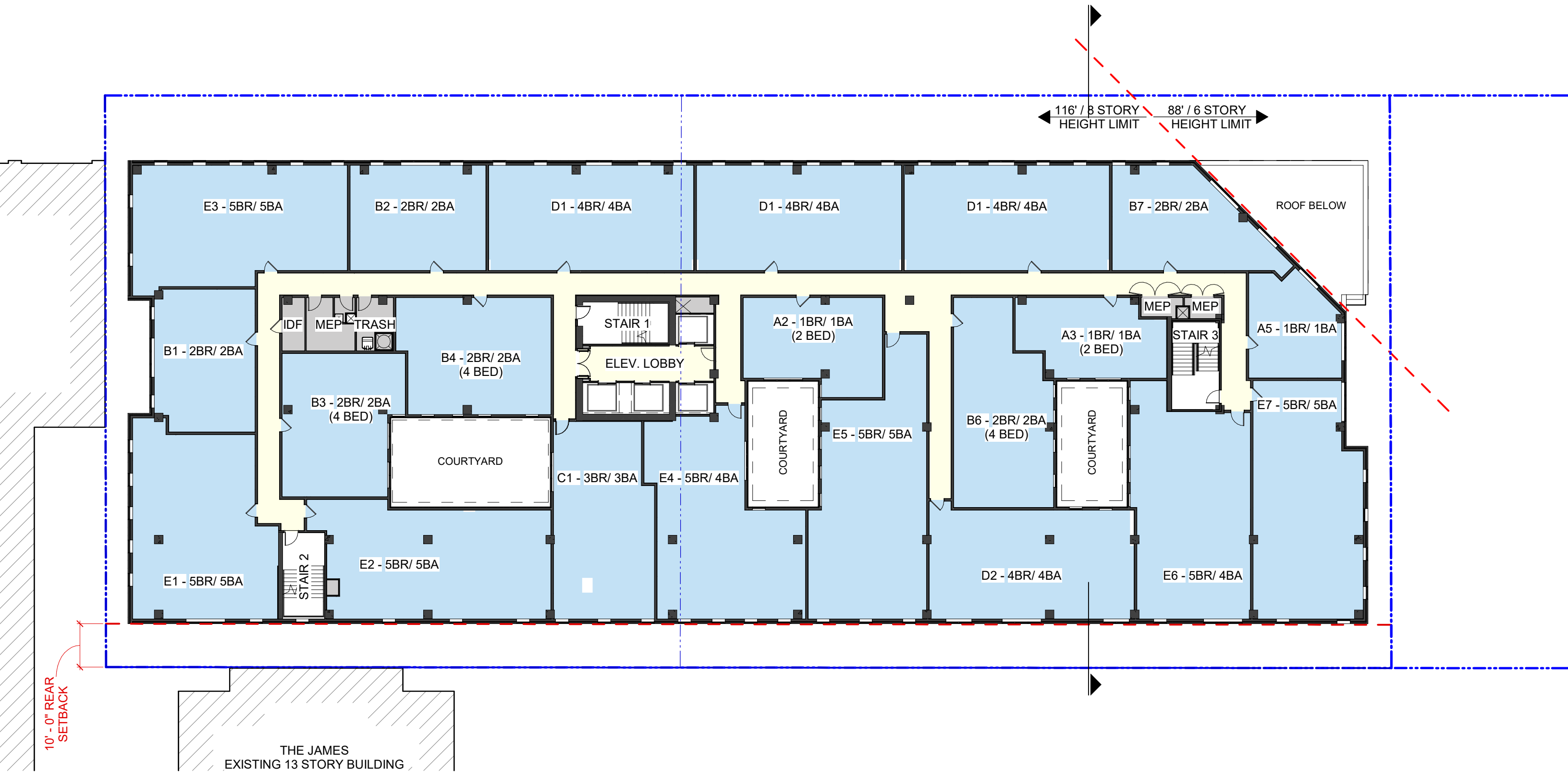
3/64" = 1'-0"



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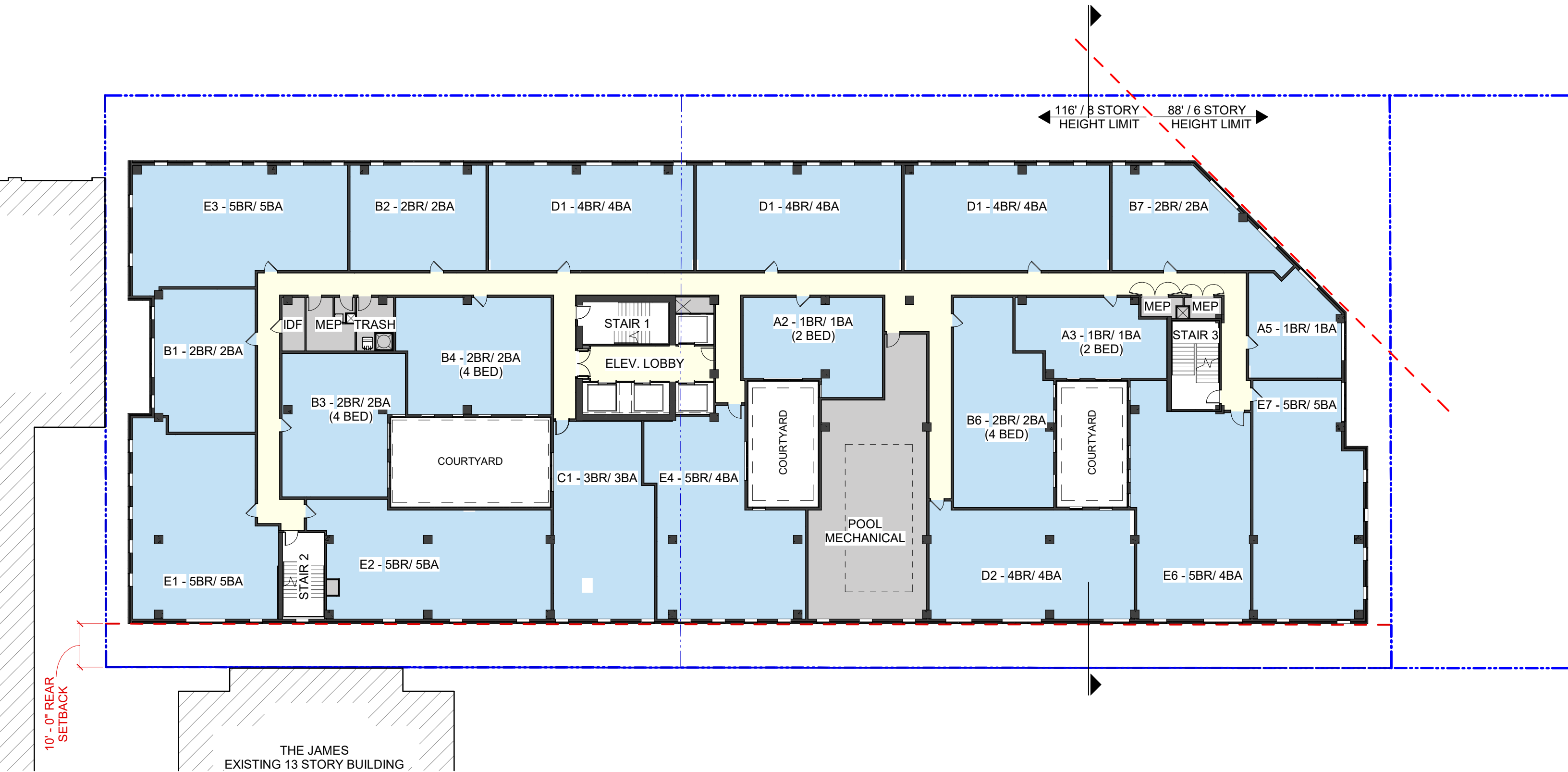
LEVELS 08-09 FLOOR PLAN

3/64" = 1'-0"



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LEVEL 10 FLOOR PLAN

3/64" = 1'-0"

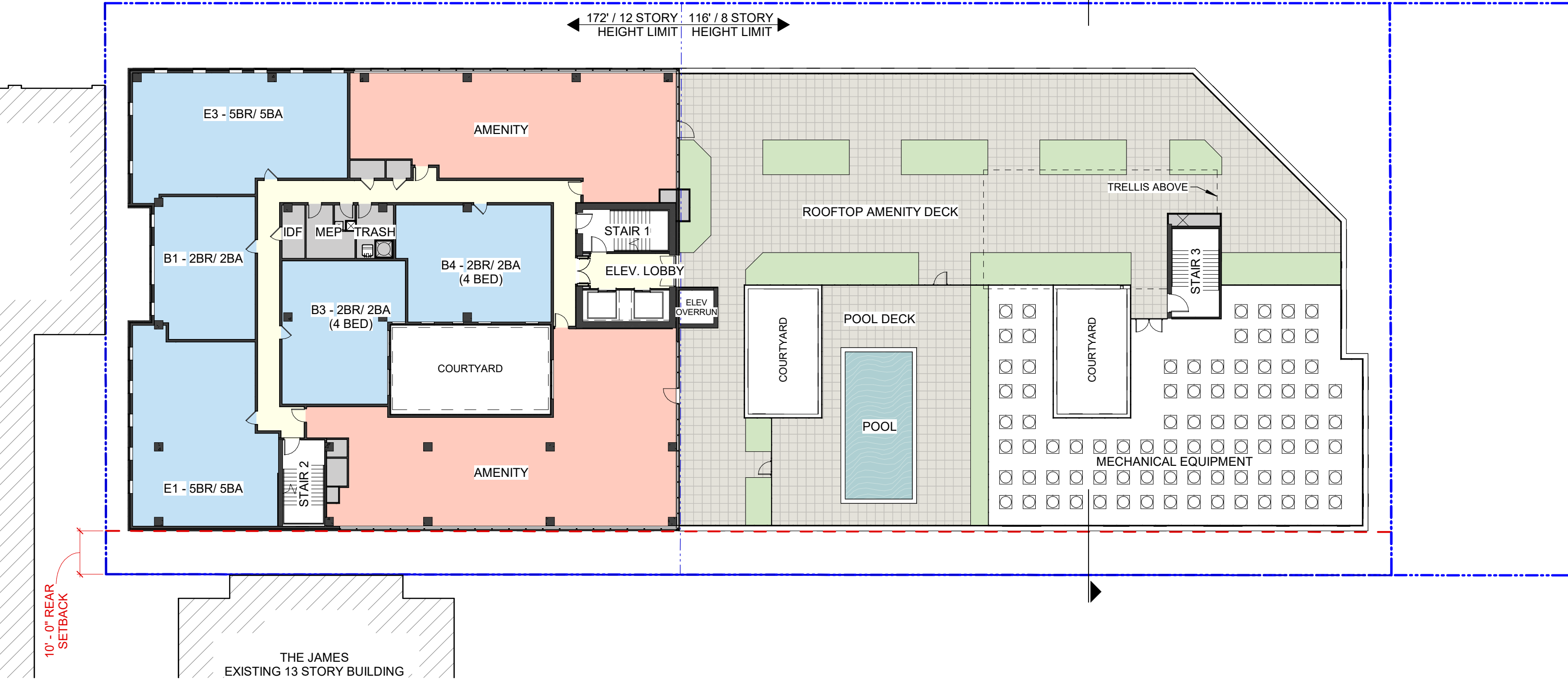


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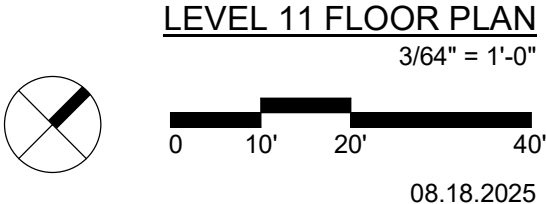


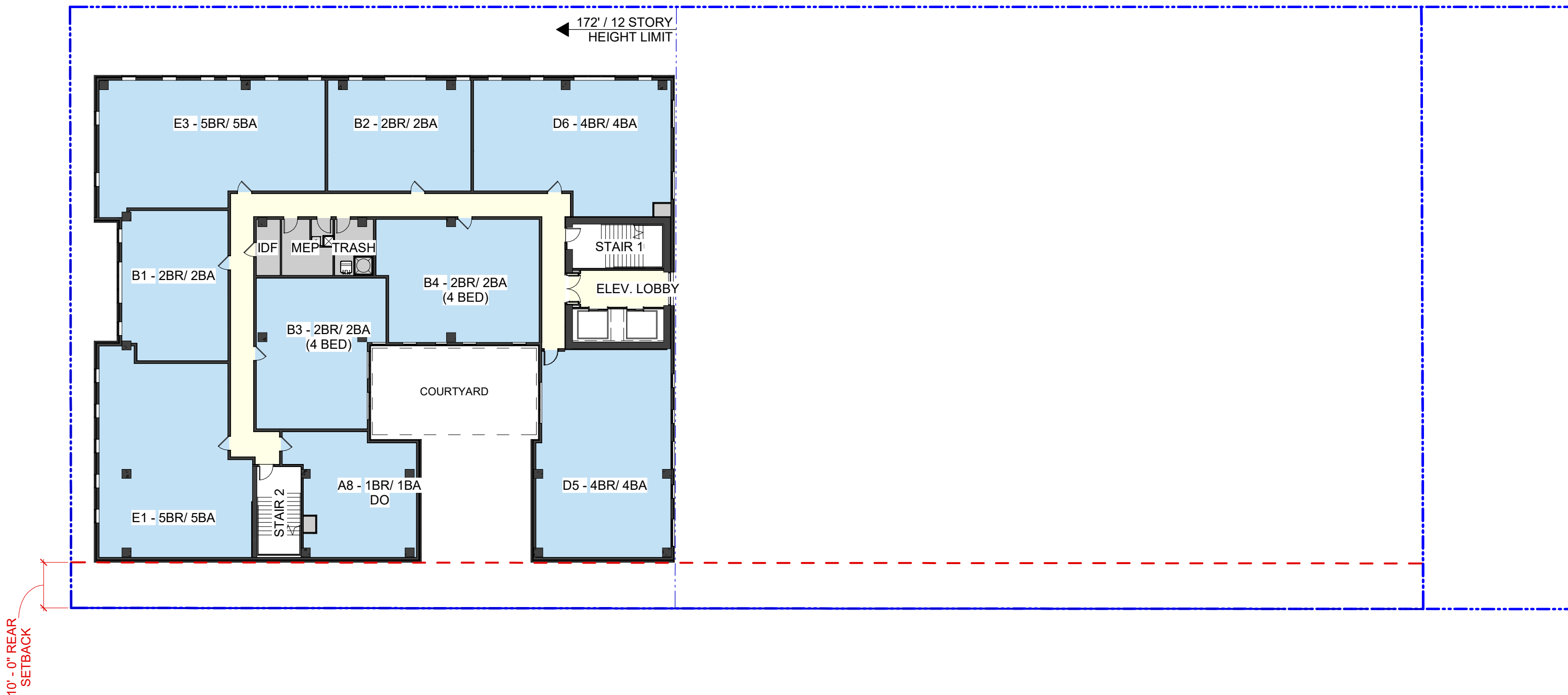
OCCUPANCY CALCULATIONS

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)	

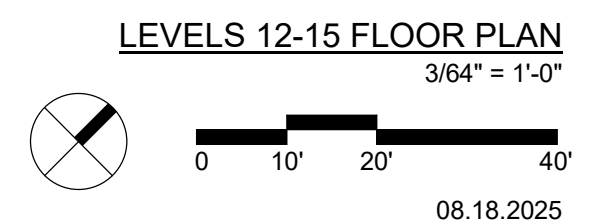


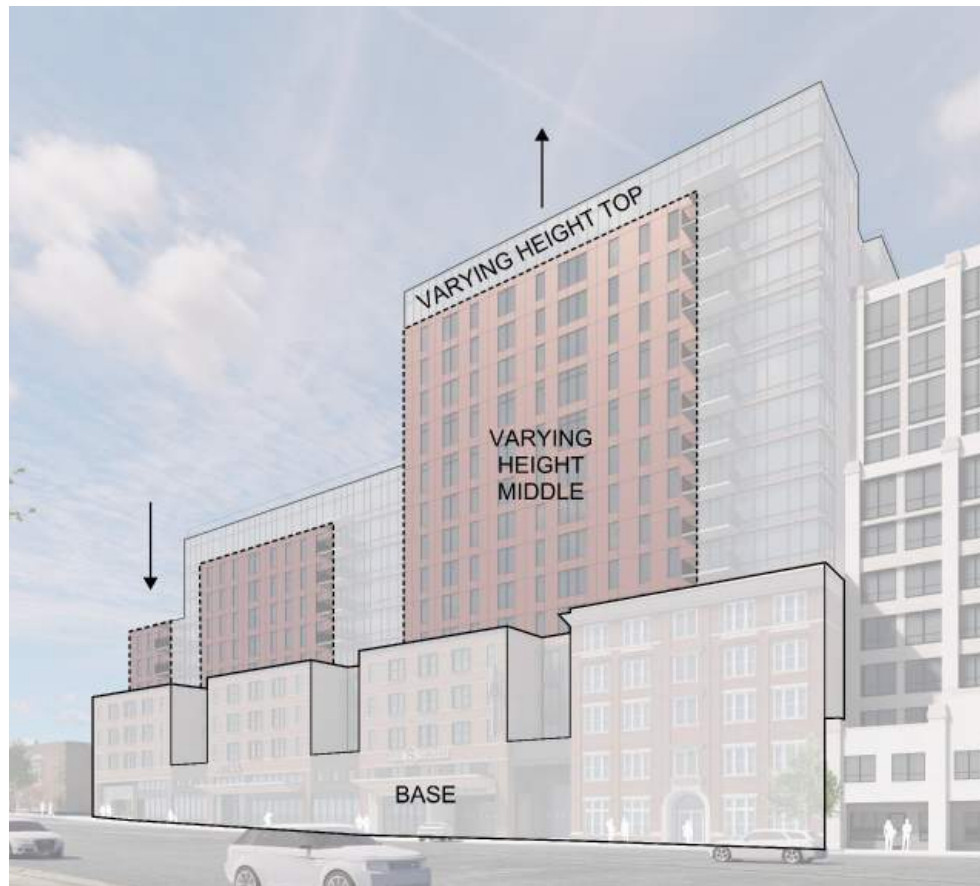
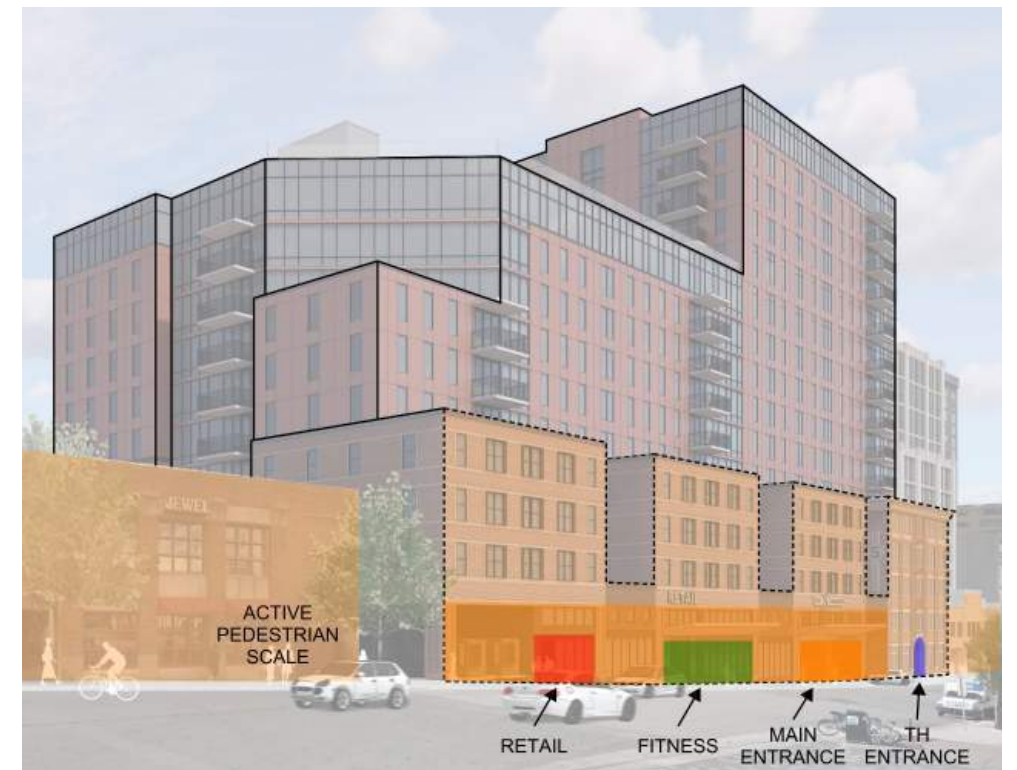
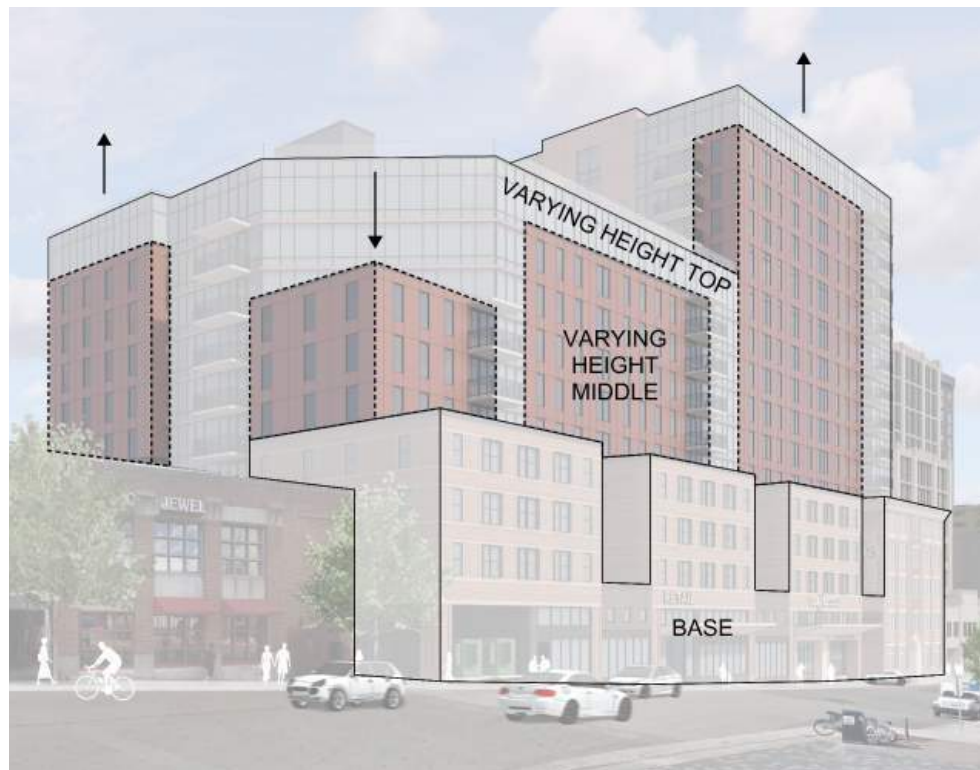
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SETBACK MASSING

GLASS ELEMENTS CROWN BUILDING

ACTIVATE THE PEDESTRIAN SCALE

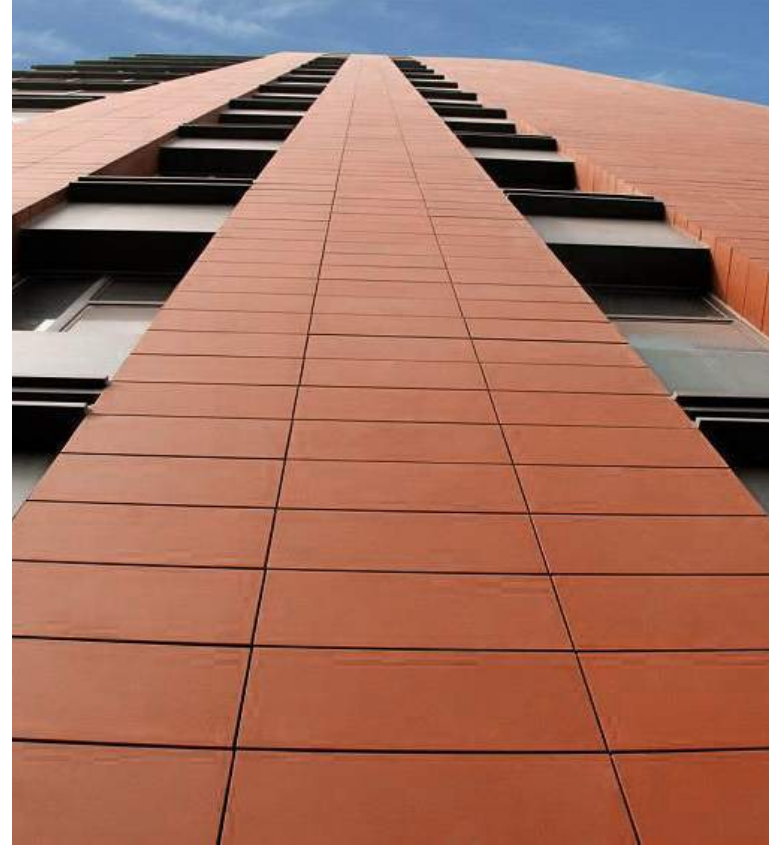
EXTERIOR DESIGN DIAGRAMS



411 W. GILMAN ST.
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411 W. GILMAN ST.
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DESIGN INSPIRATION IMAGES

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411 W. GILMAN ST.
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CONCEPTUAL RENDERING FROM WEST

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411 W. GILMAN ST.
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CONCEPTUAL RENDERING FROM NORTH

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CONCEPTUAL RENDERING FROM EAST

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PEDESTRIAN VIEW AT RETAIL



PEDESTRIAN VIEW AT MAIN ENTRANCE



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CONCEPTUAL RENDERINGS

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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



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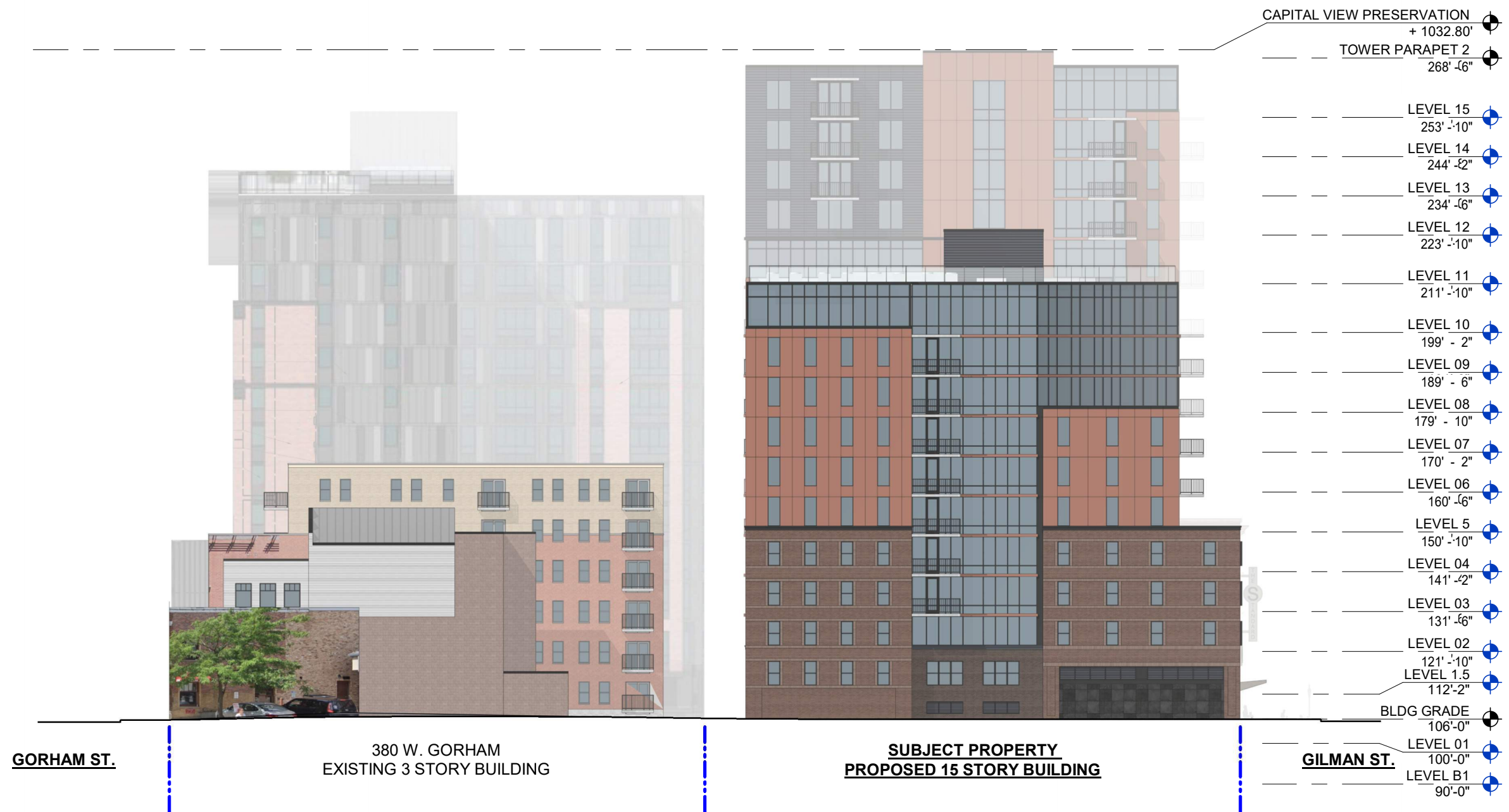
NORTHWEST EXTERIOR ELEVATION

1" = 30'-0"



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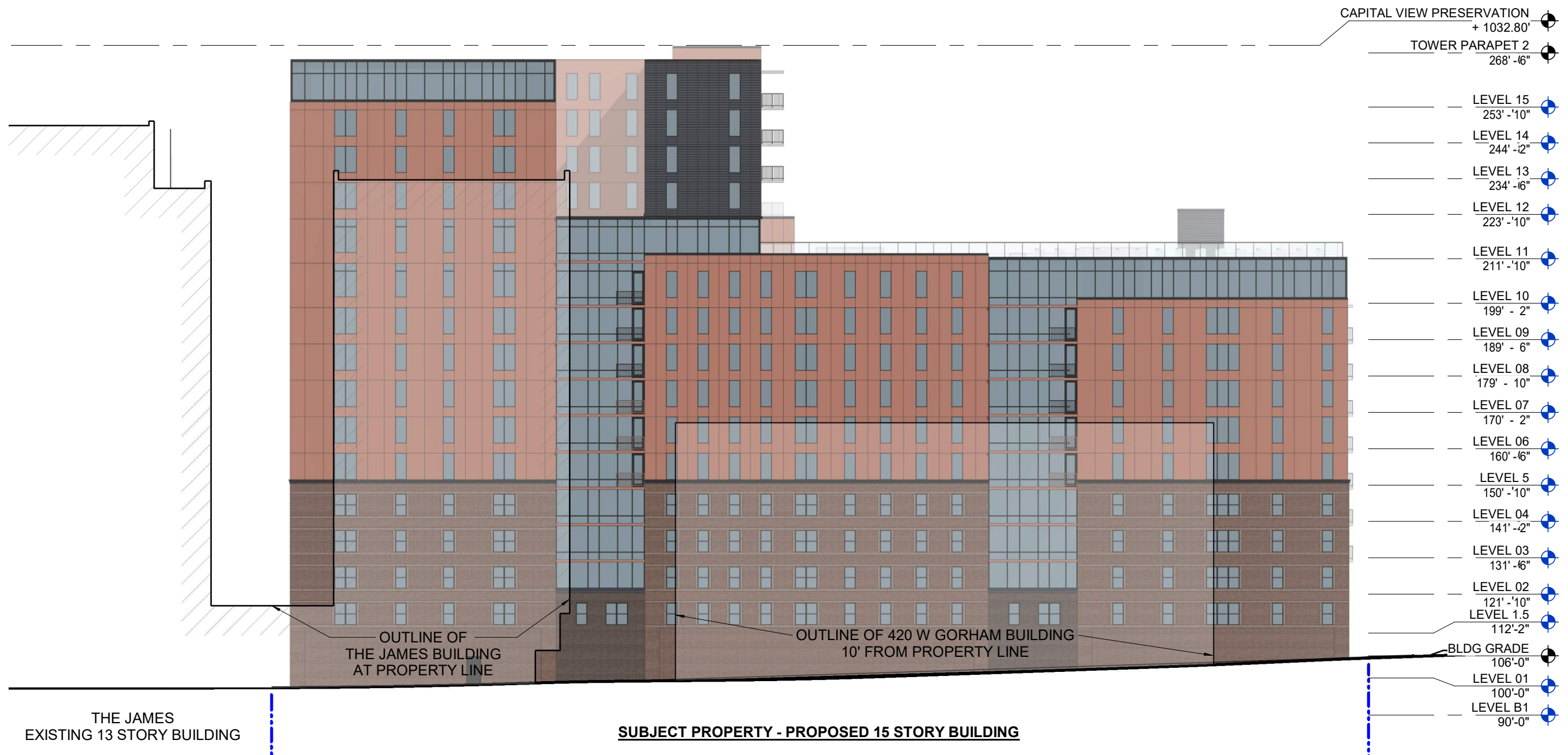
NORTHEAST EXTERIOR ELEVATION

1" = 30'-0"



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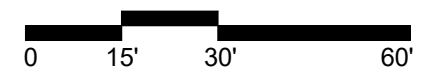




411 W. GILMAN ST.
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SOUTHEAST EXTERIOR ELEVATION

1" = 30'-0"



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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.

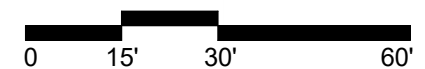
OUTLINE OF
 THE JAMES BUILDING AT
 PROPERTY LINE



411 W. GILMAN ST.
 MADISON, WI

SOUTHWEST EXTERIOR ELEVATION

1" = 30'-0"

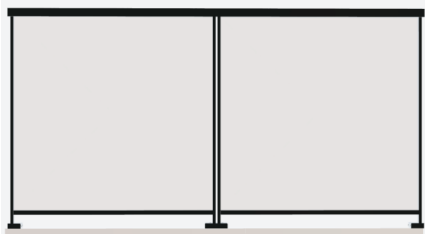


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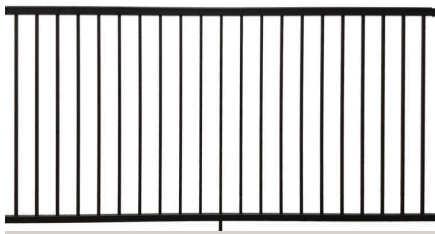




WINDOW WALL SYSTEM
BLACK FRAMES WITH CLEAR
LOW-E GLASS



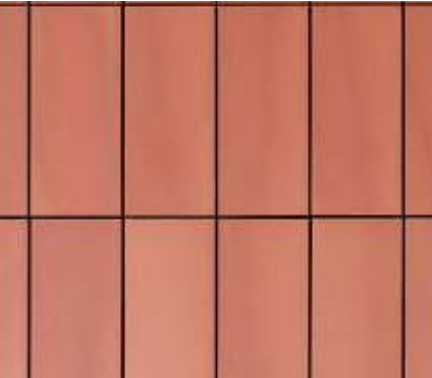
CLEAR GLASS GUARDRAIL
(AT ROOFTOP AMENITY DECK)



BLACK METAL GUARDRAIL
(AT BALCONIES)



BLACK STOREFRONT FRAMES
CLEAR LOW-E GLASS



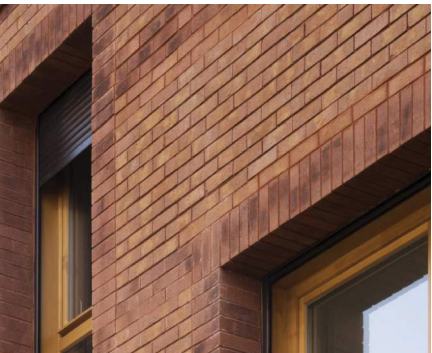
COMPOSITE TERRACOTTA
METAL PANEL



CHARCOAL GRAY RIBBED
METAL PANEL



HISTORIC BRICK FACADE TO
BE RE-CONSTRUCTED



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



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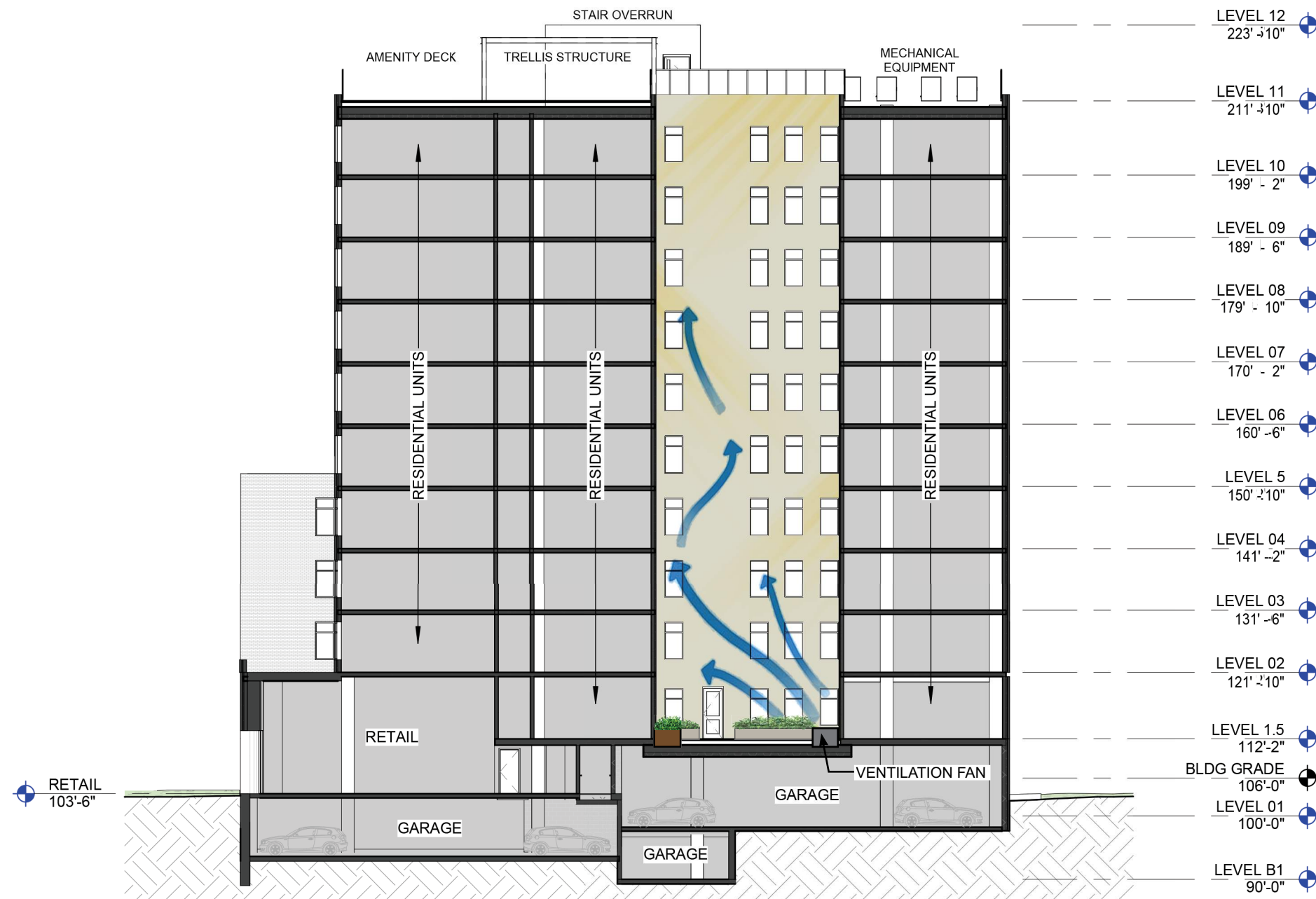
EXTERIOR MATERIALS



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CONCEPTUAL RENDERING - EXAMPLE COURTYARD PLAN



BUILDING SECTION

3/64" = 1'-0"



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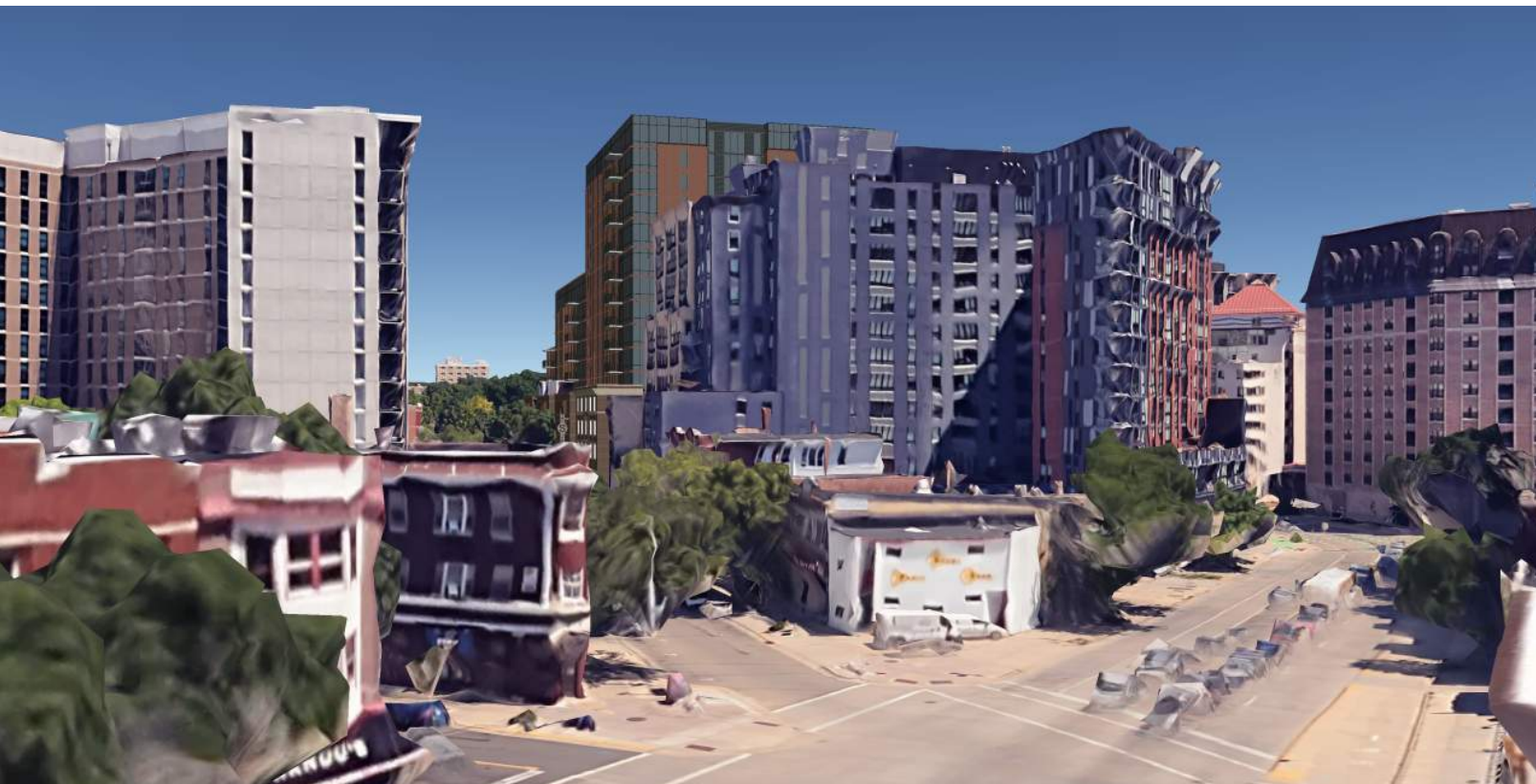




GILMAN + HENRY LOOKING SOUTHWEST



STATE + GORHAM LOOKING WEST



GILMAN + UNIVERSITY + FRANCES LOOKING EAST



BROOM + JOHNSON LOOKING NORTHWEST



411 W. GILMAN ST.
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SIGHT LINE VIEWS

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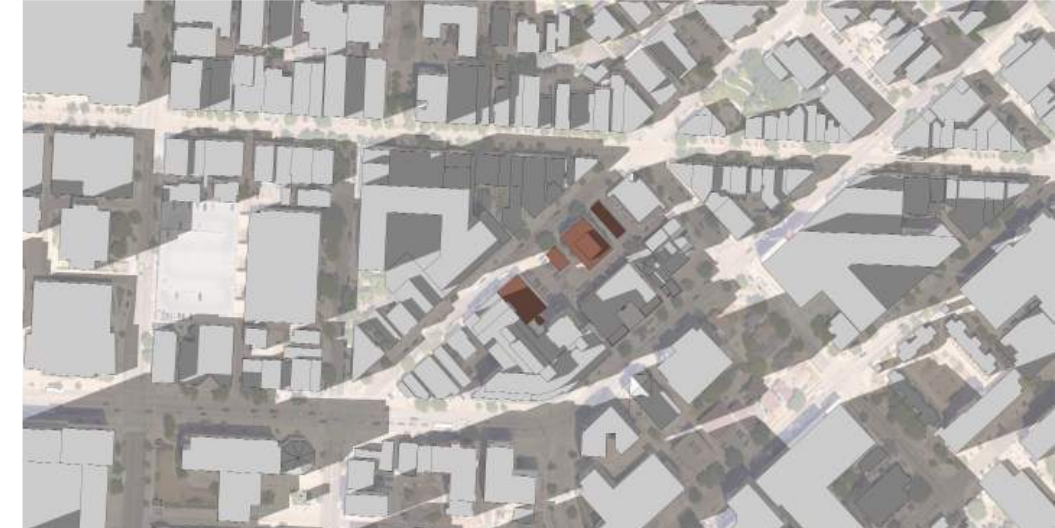




SPRING 10 AM



SPRING 12 PM



SPRING 4 PM



SUMMER 10 AM



SUMMER 12 PM



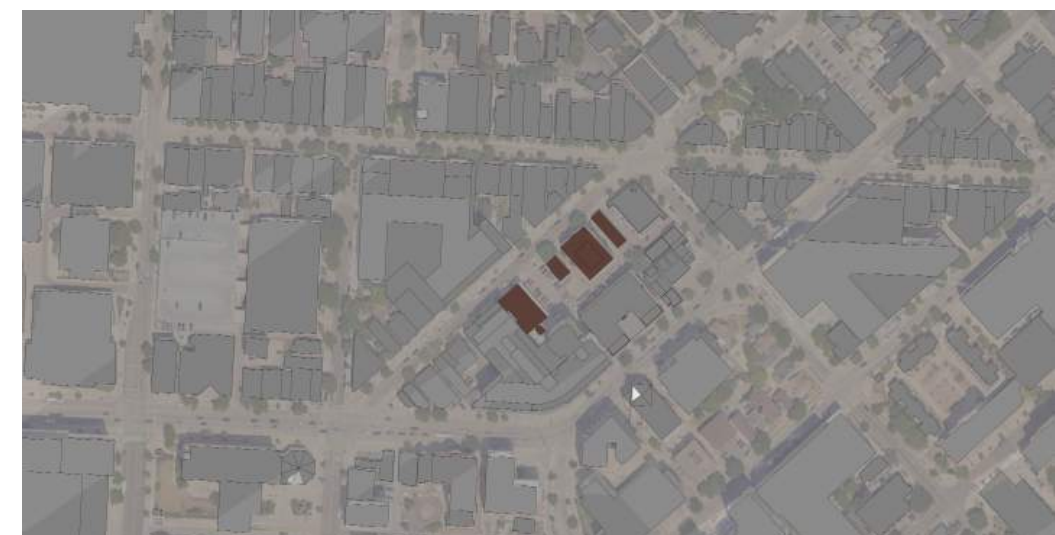
SUMMER 4 PM



WINTER 10 AM



WINTER 12 PM



WINTER 4 PM



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SHADOW STUDIES - EXISTING SITE

08.15.2025

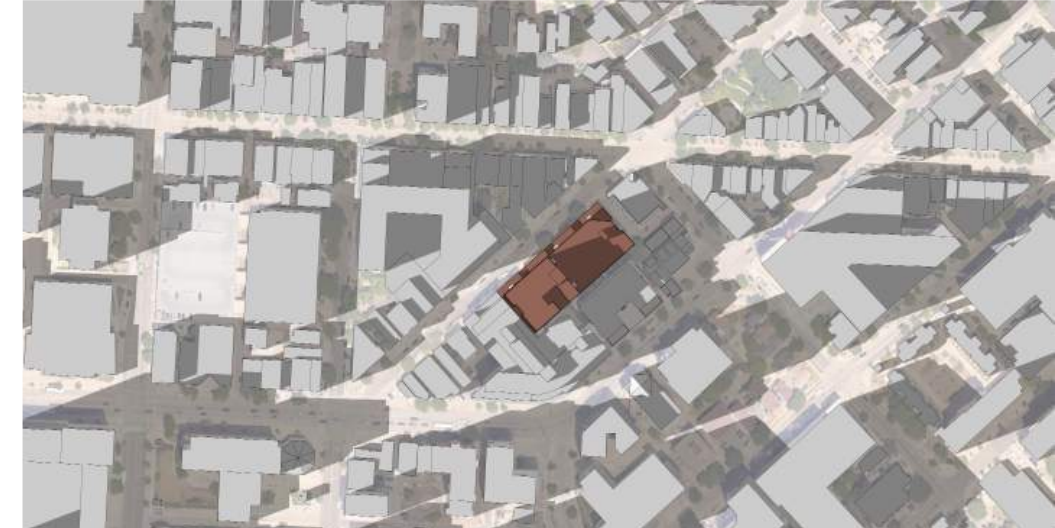




SPRING 10 AM



SPRING 12 PM



SPRING 4 PM



SUMMER 10 AM



SUMMER 12 PM



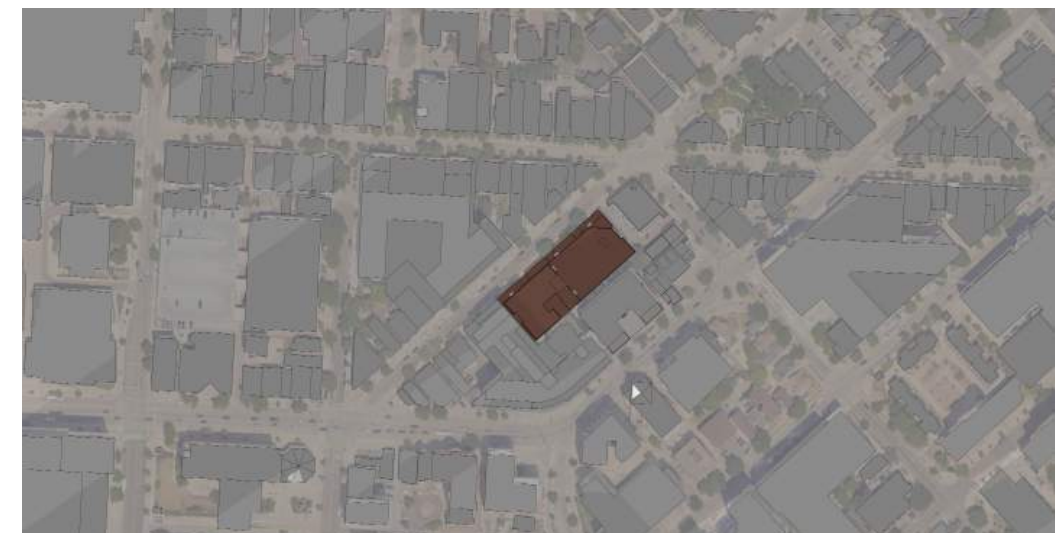
SUMMER 4 PM



WINTER 10 AM



WINTER 12 PM



WINTER 4 PM

SHADOW STUDIES - PROPOSED SITE



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



1



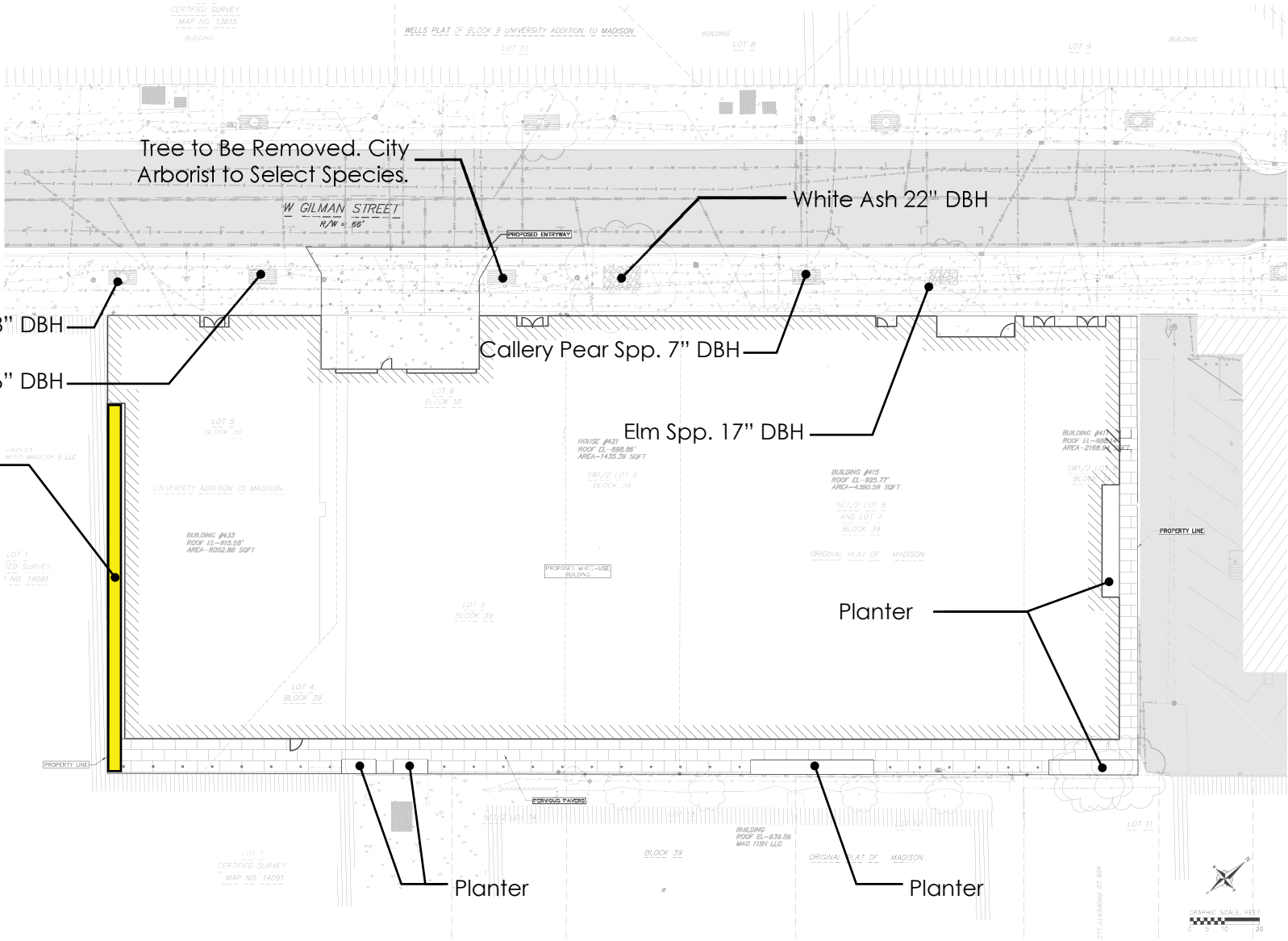
2



4



3



411-433 Gilman StreetLandscape Concept Plan

City of Madison
August 15th, 2025

vierbicher
planners | engineers | advisors

