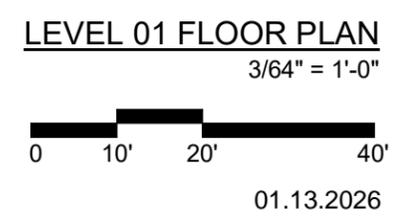
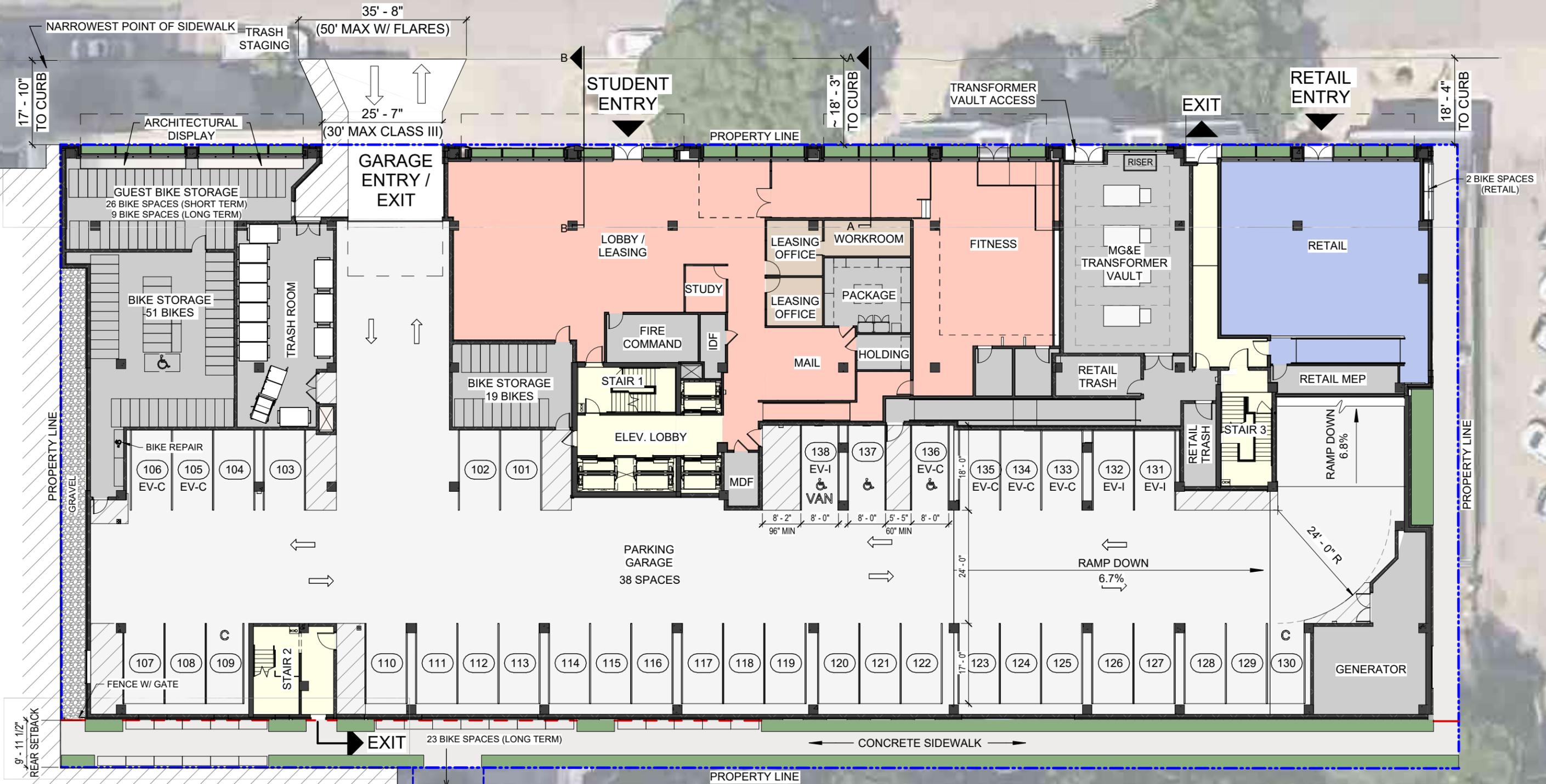


**THE STANDARD**  
 411 W. GILMAN ST, MADISON, WI

**PREVIOUS**







**PLANTS FEATURED ALONG REAR WALKWAY**

1 - *Aronia melanocarpa* / Groundhug Chokeberry



2 - *Ceanothus americanus* / New Jersey Tea



3 - *Diervilla lonicera* / Bush Honeysuckle



4 - *Ilex glabra 'Gembox'* / Gembox Inkberry



5 - *Pinus mugo* / Slowmound Mugo Pine



18 - *Matteuccia struthiopteris* / Ostrich Fern





THE STANDARD  
411 W. GILMAN ST, MADISON, WI

CONCEPTUAL RENDERING FROM WEST

PREVIOUS

01.13.2026





- ARTICULATION ADDED TO TOWER FACADE, USING PROJECTING WHITE PANELS
- UNIFORM DESIGN LANGUAGE USED ON ALL FOUR MASSES
- RAISED PLANTERS ADDED AT ALL POSSIBLE STOREFRONT LOCATIONS
- BROWN BRICK AND STONE PALETTE USED TO REFERENCE EXISTING MASTER HALL & STRATFORD APARTMENT BUILDINGS
- ARCHITECTURAL STOREFRONT DISPLAY ADDED TO HIGHLIGHT THE IMPORTANCE OF THE EXISTING BUILDINGS
- GARAGE ENTRY RELOCATED TO RECESS BETWEEN PRIMARY MASSES
- TRASH ROOM ENTRANCE REDUCED TO DOUBLE DOORS AND TUCKED OUT OF SIGHT



THE STANDARD  
411 W. GILMAN ST, MADISON, WI

PROPOSED

CONCEPTUAL RENDERING FROM WEST

02.09.2026





# PREVIOUS



THE STANDARD  
411 W. GILMAN ST, MADISON, WI



# PROPOSED

CLOSE-UP VIEW OF GARAGE ENTRY



02.09.2026



**THE STANDARD**  
411 W. GILMAN ST, MADISON, WI

CONCEPTUAL RENDERING FROM NORTH

02.09.2026

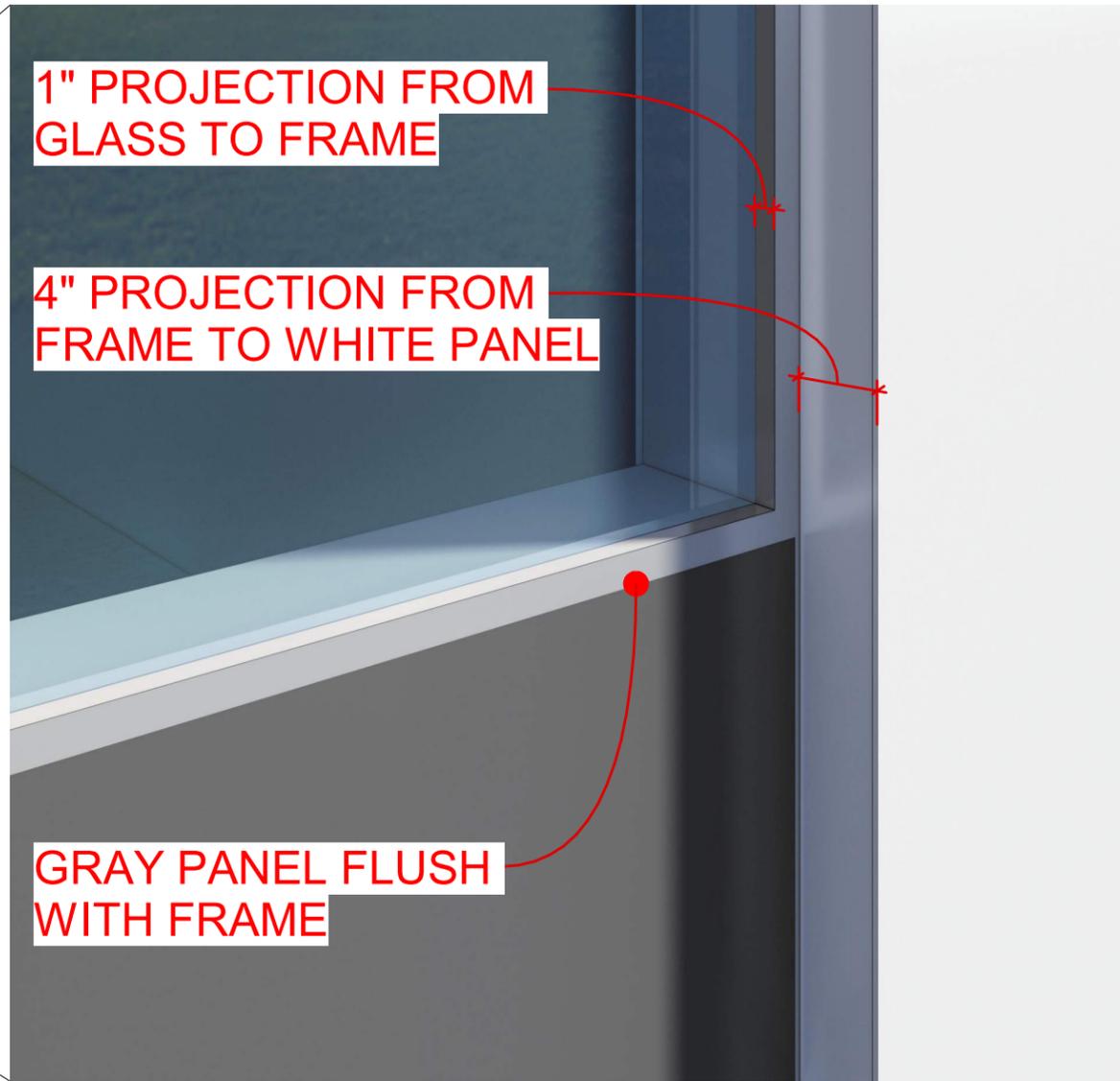




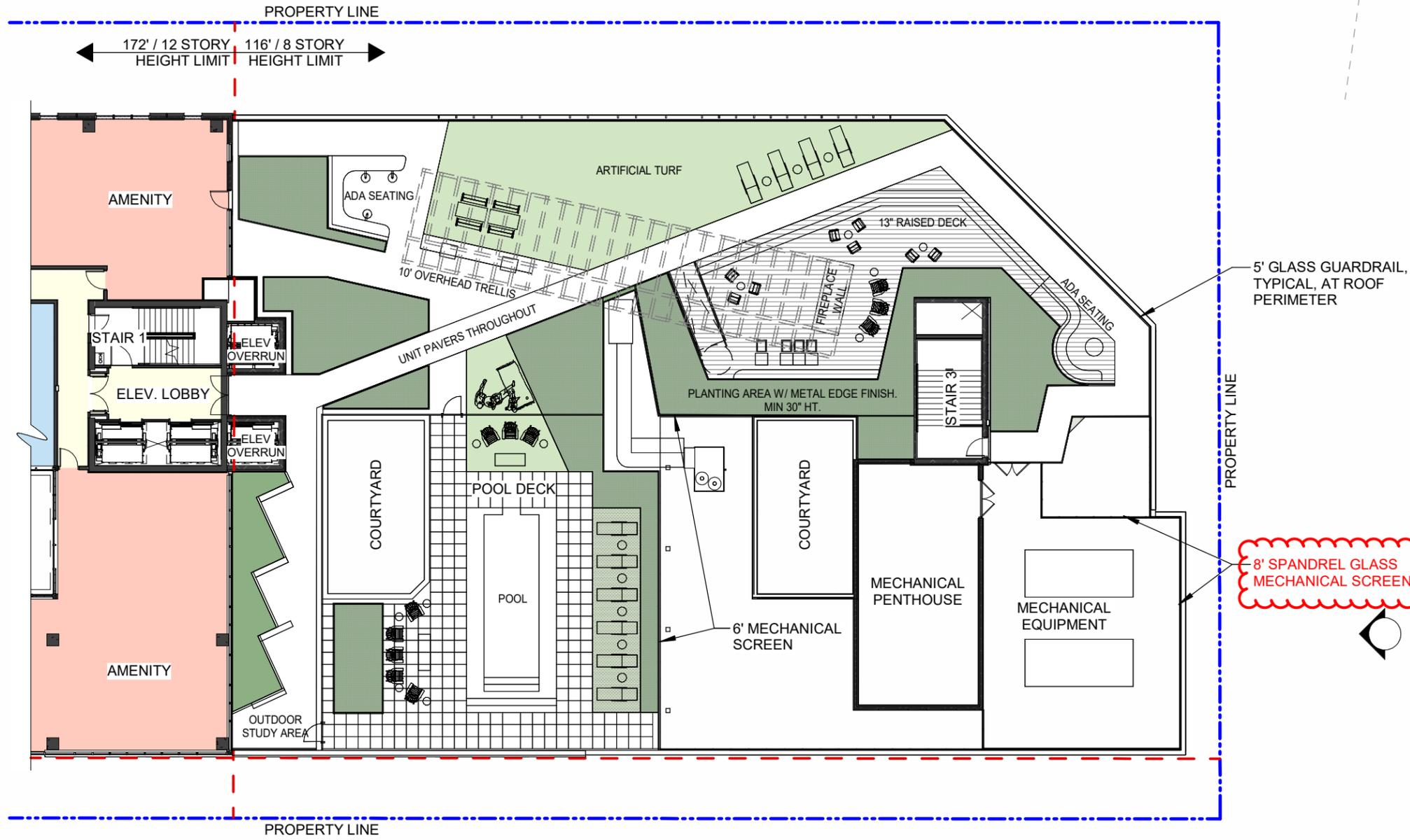
1" PROJECTION FROM  
GLASS TO FRAME

4" PROJECTION FROM  
FRAME TO WHITE PANEL

GRAY PANEL FLUSH  
WITH FRAME



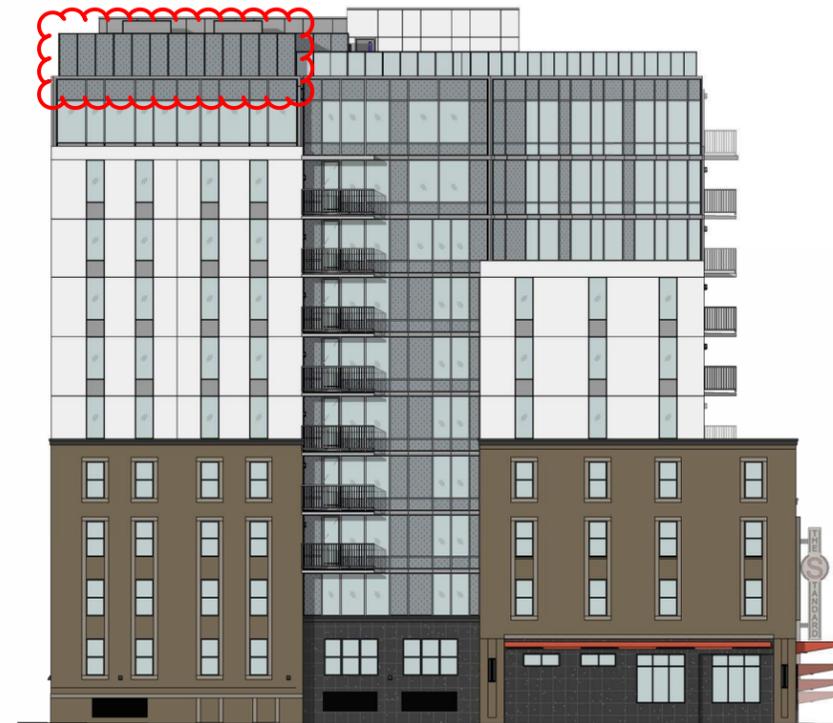
VIEW FROM NORTH



LEVEL 12 ROOFTOP AMENITY PLAN

SCALE: 3/64" = 1'-0"

NORTHEAST ELEVATION



MECHANICAL EQUIPMENT SCREENING  
LEVEL 12 ROOFTOP AMENITY PLAN



02.09.2026



THE STANDARD  
411 W. GILMAN ST, MADISON, WI





CONCEPTUAL VIEW OF COMMERCIAL SPACE



CONCEPTUAL VIEW OF SIDEWALK RETAIL



CONCEPTUAL VIEW OF CAFE SEATING



THE STANDARD  
411 W. GILMAN ST, MADISON, WI

PEDESTRIAN RENDERINGS AT COMMERCIAL SPACE



02.09.2026



# PREVIOUS



THE STANDARD  
411 W. GILMAN ST, MADISON, WI



# PROPOSED

PEDESTRIAN VIEW AT RESIDENTIAL ENTRY

02.09.2026





THE STANDARD  
411 W. GILMAN ST, MADISON, WI

PEDESTRIAN VIEW AT GARAGE ENTRY

02.09.2026





PEDESTRIAN VIEW AT RETAIL



PEDESTRIAN VIEW AT MAIN ENTRANCE



THE STANDARD  
411 W. GILMAN ST, MADISON, WI

PEDESTRIAN RENDERINGS AT NIGHT

02.09.2026



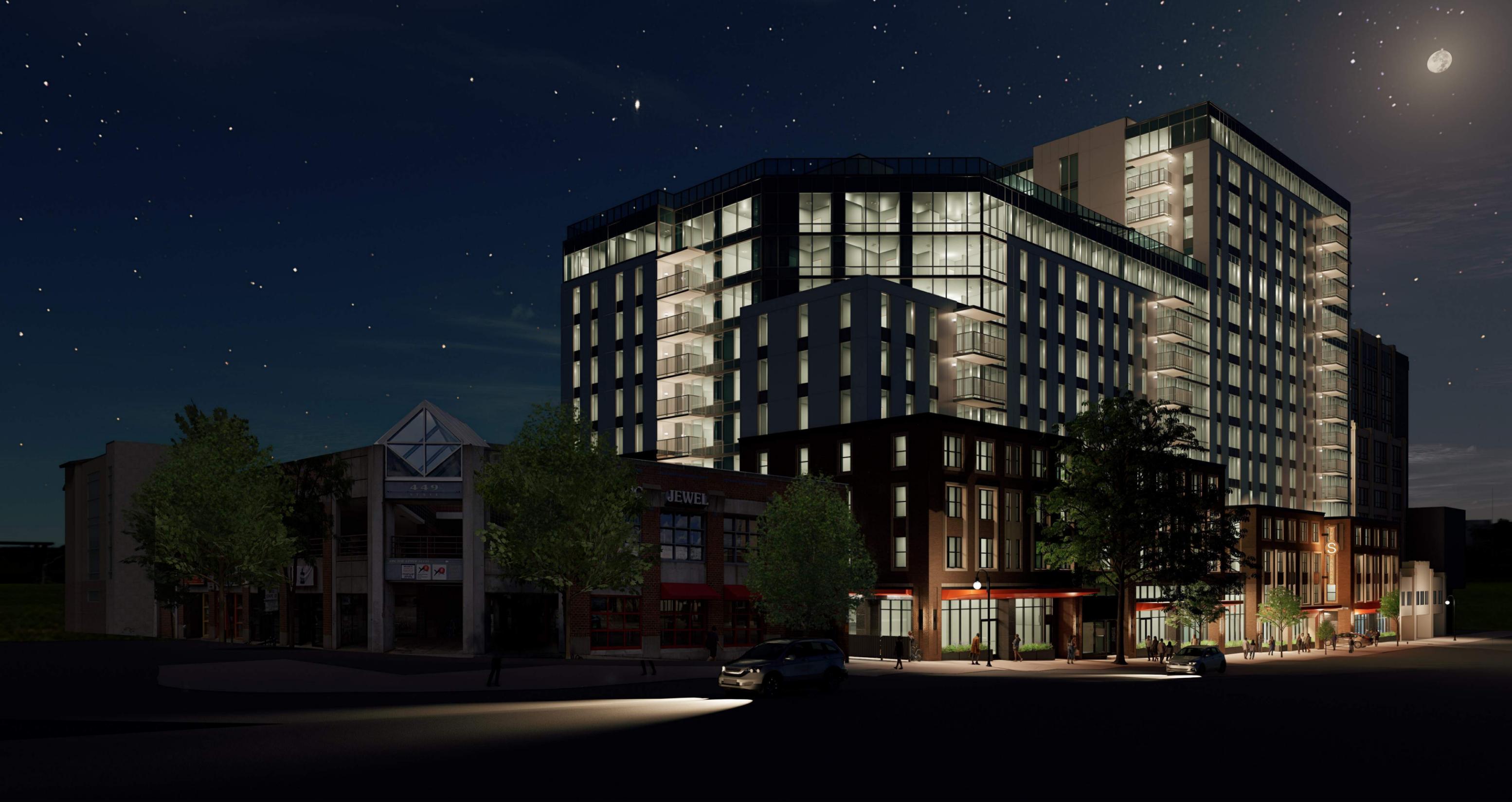


THE STANDARD  
411 W. GILMAN ST, MADISON, WI

CONCEPTUAL RENDERING FROM WEST AT NIGHT

02.09.2026





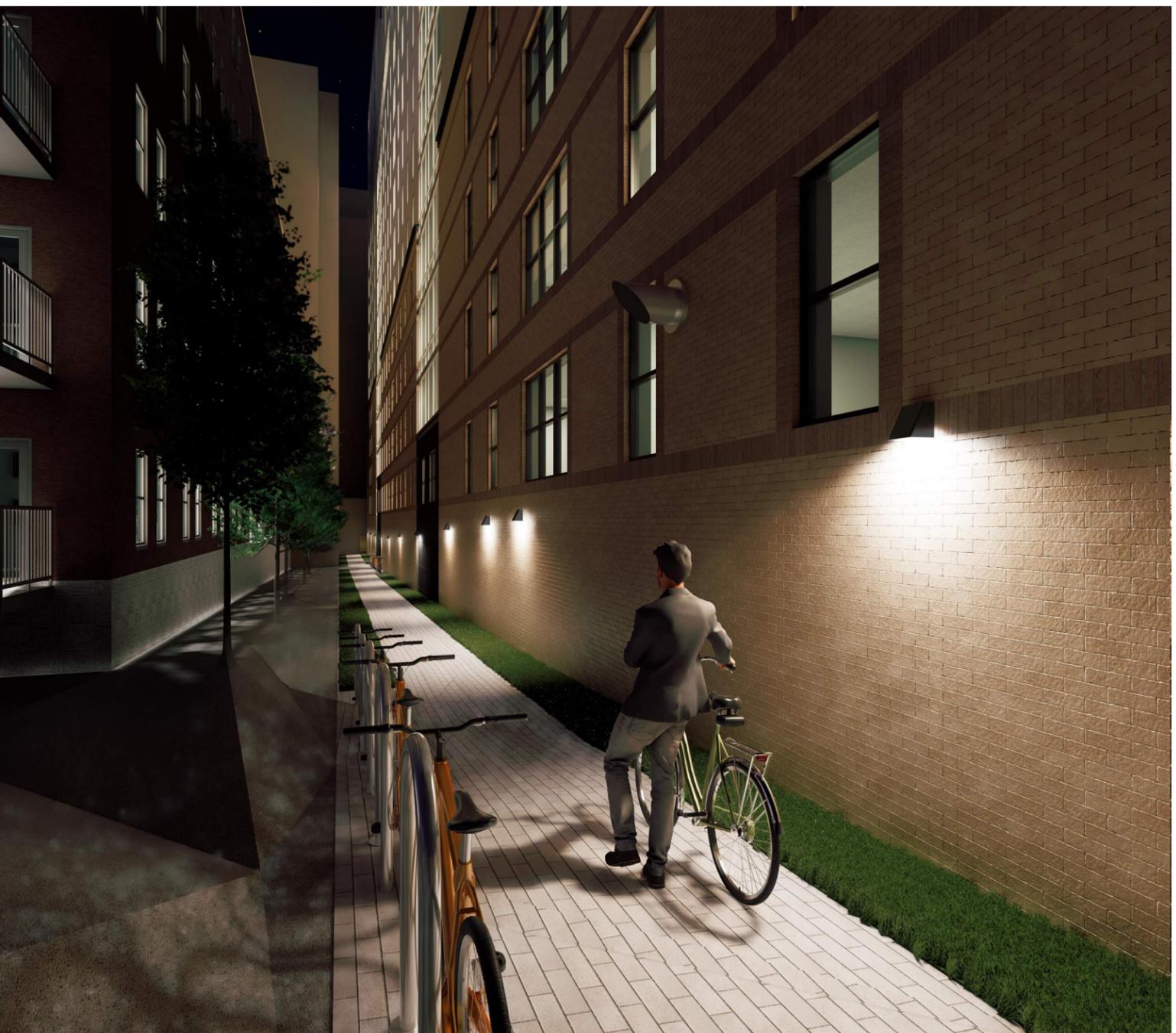
THE STANDARD  
411 W. GILMAN ST, MADISON, WI

CONCEPTUAL RENDERING FROM NORTH AT NIGHT

02.09.2026



- NEW BROWN BRICK AND STONE MATERIAL PALETTE APPLIED TO BASE OF BUILDING
- SHORT-TERM BIKE PARKING RELOCATED FROM WALKWAY TO NEW BIKE ROOM ALONG GILMAN
- ADDED FACADE ARTICULATION ALONG GRADE-LEVEL WITH RECESSED, STACKED & SOLDIER BRICK DETAILS



# PREVIOUS



# PROPOSED



THE STANDARD  
411 W. GILMAN ST, MADISON, WI

PEDESTRIAN RENDERINGS AT WALKWAY

02.09.2026





NIGHT VIEW AT SOUTHWEST WALKWAY