CITY OF MADISON
ZONING BOARD OF APPEALS
APPEAL APPLICATION

$200 Filing Fee

Ensure all information is **typed** or legibly **printed** using blue or black ink.

Notices are sent to the District Alderperson and to owners of record as listed in the Office of the City Assessor. Maximum size for all drawings is 11" x 17".

Name of Applicant: John Seamon

Address: N3302 S. Oakland Road

Town of Oakland, Wisconsin 53538

Daytime Phone: 608.216.6630 Evening Phone:

Email: johnseamon@seadesigns.net

1. The undersigned hereby appeals the decision of the Zoning Administrator in regard to Madison General Ordinance Section No. 28.071
2. When relevant to a specific property, fill out below:
   Street Address: 139 West Wilson
3. ☒ List of grounds for the appeal, statements, evidence of fact, and any additional information associated with the appeal are provided on a separate attachment.

Applicant Signature:

FOR OFFICE USE ONLY

Amount Paid:	$200.00	Zoning District:	UMX
Receipt:	126250-0004	Hearing Date:	3-16-23
Filing Date:	2-1-23	Published Date:	3-9-23
Received By:	NJK	Appeal Number:	LNDAPP-2023-00001
Parcel Number:	0709 24201240	GQ:	
Alder District:	4 - VERVEER		

DECISION

The Board, in accordance with the findings of fact, hereby determines that the requested appeal for _____ is

☐ **Approved** ☐ **Denied** ☐ **Conditionally Approved**

Zoning Board of Appeals Chair:

Date:

To: Zoning Board of Appeals, City of Madison

From: John Seamon
Managing Member
139 West Wilson LLC

Our development proposal for affordable housing incorporates large wall panels made off site that erected in place at the site. This approach helps us achieve our goals of maximizing design efficiency and, reducing construction costs while creating a special place in providing this type of housing to the market. We are proposing large 10'-12' (tall) x 24' -32' (wide) custom concrete wall panels with a smooth acid etched finish as a primary material. Within each large panel are 1' (tall) x 4' (wide) wide tectonic facets. Each of these facets' changes shape and shadow, up and down, and left to right. Each of them is a 3-dimensional object.

The specific ordinance, whose interpretation is in question is Sec. 28.071(2)(f). This section spells out the material requirements for buildings in the UMX zoning district. Concrete panels are an allowed material on all parts of the building. However, there is a footnote that requires they "shall incorporate horizontal and vertical articulation and modulation, including but not limited to changes in color and texture, or as part of a palette of materials."

The horizontal and vertical articulation and modulation option requires that the building be vertically and horizontally articulated and modulated. To satisfy this the zoning administrator is looking for architectural elements like balconies, changes of materials, or changes of color for articulation, as well as more push and pull of the building for modulation. Example of this would be alcoves, bump-outs, or other 3-dimensional elements.

Although we are not providing balconies, we believe the change in the shadow, texture and patterning of the façade surface based on angle of the sun, amount of daylight, position of the viewer, and time of day create a changing degree of articulation, both vertically and horizontally. Additionally, we propose a secondary material and type of articulation on the north and east façade with a reverse bump-out in the form of the recessed, backlit glass panel art wall. We also propose this same assembly to further articulate the west and south wall via the art wall at the top corner of the building by having it step out, or in by ~6".

It seemed appropriate to better define articulation and modulation since it is referenced in the ordinance. The William Webster dictionary definition for modulation is:

Modulation (noun) mod·u·la·tion ˌmä-jə-ˈlā-shən

1: an inflection of the tone or pitch of the voice
specifically : the use of stress or pitch to convey meaning
2: a regulating according to measure or proportion : TEMPERING
3: a change from one musical key to another by modulating
4: the process of modulating a carrier or signal (as in radio)
also : the result of this process

The William Webster dictionary definition for modulation is:
articulation (noun) ar·tic·u·la·tion, är-ˌti-kyə-ˈlā-shən

1a: a joint or juncture between bones or cartilages in the skeleton of a vertebrate
b: a movable joint between rigid parts of an animal
2a: the action or manner of jointing or interrelating
the articulation of the limbs
b: the state of being jointed or interrelated
3a: the act of giving utterance or expression
b: the act or manner of articulating sounds
c: an articulated utterance or sounds specifically : CONSONANT
4: OCCLUSION sense 1b

Although neither of the above dictionary definitions mention architecture or design, it still seemed appropriate to refer to them since the ordinance specifically refers to both. The glass art wall assemblies are large areas of material difference located at key locations of the building. They are located to be most visible and impactful from the primary areas of view which are West Wilson Street and along John Nolan Drive and lake Monona. We believe the size and location of the glass art walls in relationship to the ever changing and dynamic texture of the faceted surface 'tempers' and regulates the strength of the faceted façade. It provides an 'inflection' in the tone of the design. The physical offset of the glass art wall assemblies is an articulation in our opinion giving a joint or juncture between the primary material assemblies. We see these as an expression of one (faceted texture) in relationship to the other (glass art wall).

Furthermore, we believe the large areas of the glass art wall are indeed part of the palette of materials. We also believe that it is important to have a substantially larger percentage of textured facets as the best way to highlight the glass art walls and provide them with the ability to visually pop and take center stage. To visually demonstrate this, we have included multiple pictures of the proposal as it relates to our interpretation described above for you to review.

We recognize the ordinance, and we see this as a difference in design interpretation. We appreciate your consideration of this interpretation issue.

End of written portion of application

Sincerely,

John Seamon

See ZBA submittal attachments 1- 9

INTERNALLY LIT WALL ART ENCLOSURE.
See Note 5, this sheet.

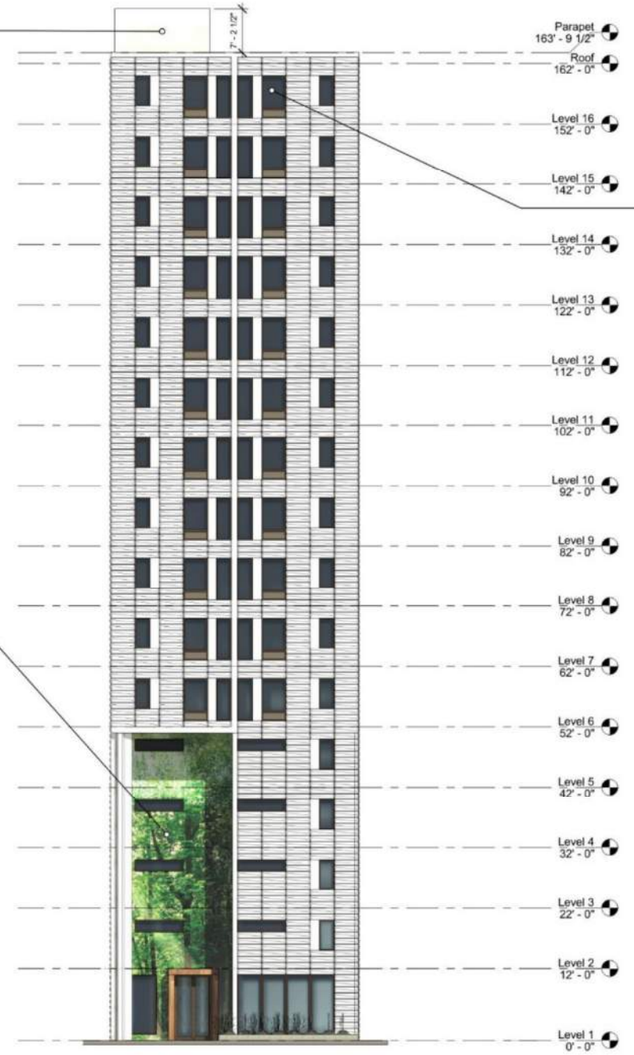
① South
3/32" = 1'-0"

ENCLOSED ELEVATOR PENTHOUSE AND EGRESS STAIR FOR FIRE DEPARTMENT ACCESS.

ACID ETCHED CONCRETE WALL PANELS WITH 1' X 4' PROFILED FACETS.
COLOR TO BE PEARL WHITE. TYP.

INTERNALLY LIT WALL ART ENCLOSURE.
See Note 5, this sheet.

DARK BRONZE ANODIZED ALUMINUM FRAME DUAL PANE 1" INSULATED GLAZING WITH FLUSH- INTEGRATED LOUVER PANELS WHERE SHOWN. TYP.

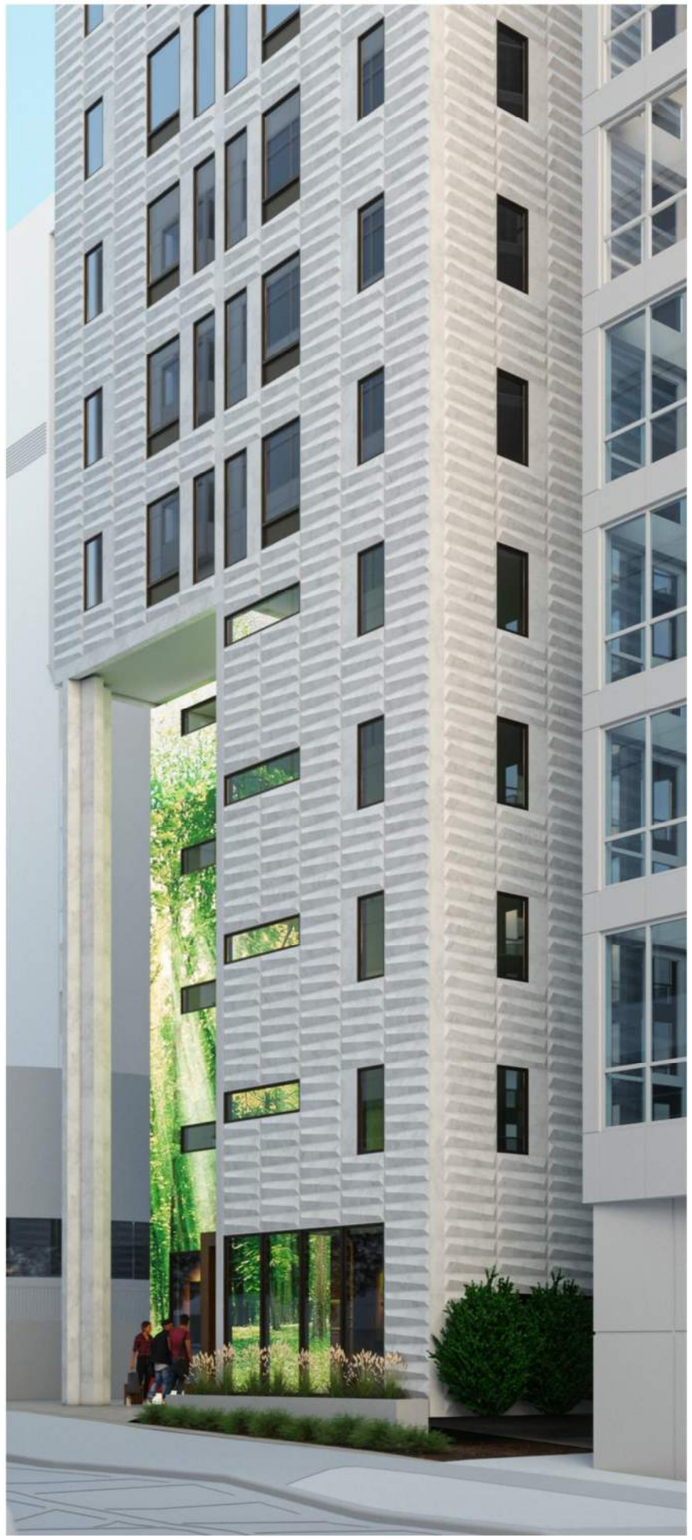


② North
3/32" = 1'-0"

PEARL WHITE - Concrete wall panel color

GENERAL MATERIAL NOTES:

1.) The glass on all windows and doors shall be slightly tinted to allow views into and out of the interior.
2.) The primary exterior material will be an highly durable acid etched concrete, with a custom faceted profile.
3.) The faceting will occur on all facades.
4.) The facets incorporate a horizontal and vertical articulation and twist within each unit, creating a pattern and texture change throughout the facade.
5.) Wall art enclosures: The art images would be color jet printed on 4' x 10 ' Di-bond composite panels, mounted behind a glass screen enclosure system and internally lit with a programmable LED system. These would occur in the following locations:
- Recessed Wilson Street entry condition with a 51 feet tall, L-shaped (10' x 20') wide.
- Wrapping a 42' H x 30' W portion of the upper SW corner facing the lake.
- The interior walls of the zip car garage.

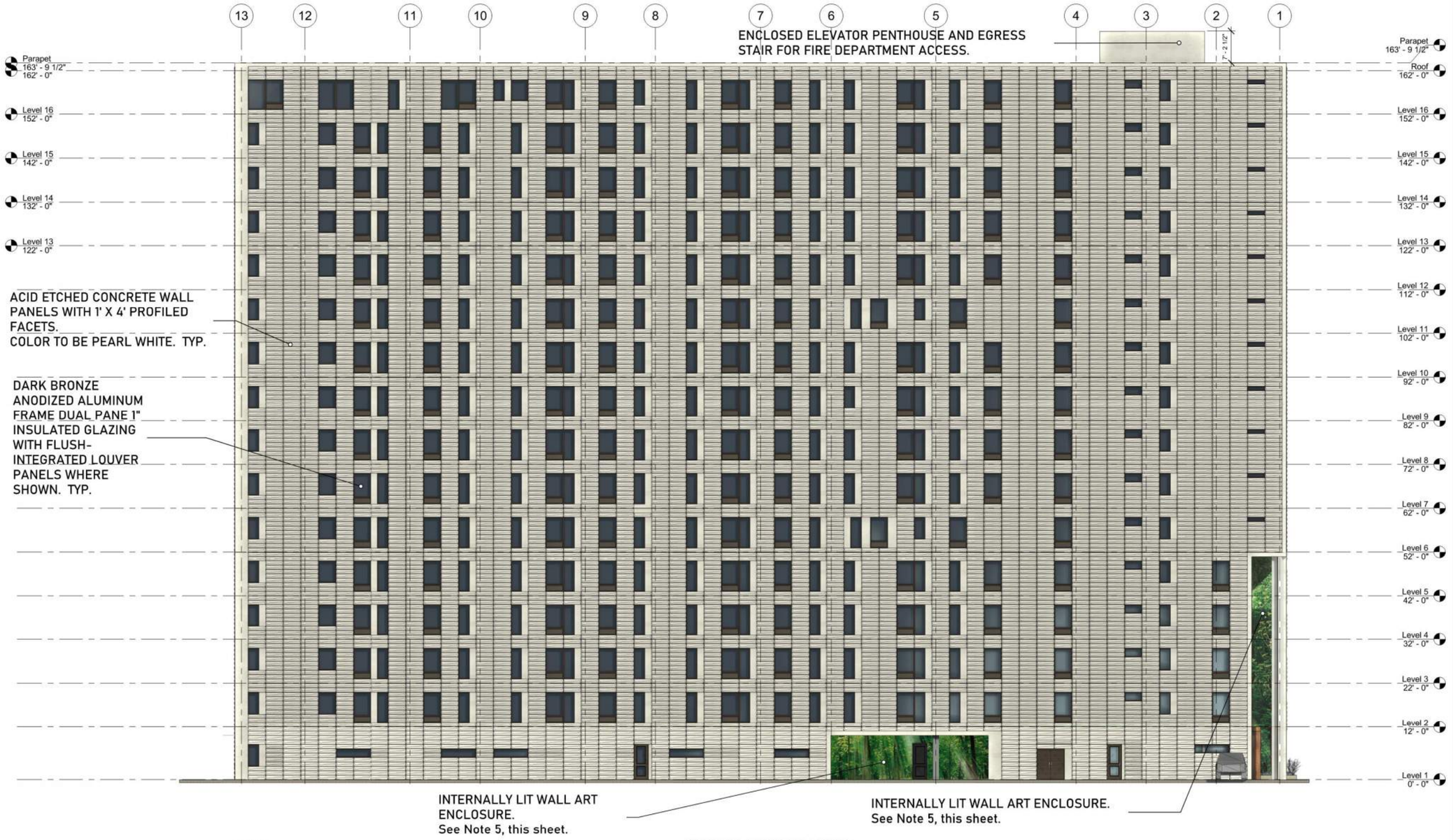


1 West

PEARL WHITE - Concrete wall panel color

GENERAL MATERIAL NOTES:

1.) The glass on all windows and doors shall be slightly tinted to allow views into and out of the interior.
2.) The primary exterior material will be an highly durable acid etched concrete, with a custom faceted profile.
3.) The faceting will occur on all facades.
4.) The facets incorporate a horizontal and vertical articulation and twist within each unit, creating a pattern and texture change throughout the facade.
5.) Wall art enclosures: The art images would be color jet printed on 4' x 10 ' Di-bond composite panels, mounted behind a glass screen enclosure system and internally lit with a programmable LED system. These would occur in the following locations:
- Recessed Wilson Street entry condition with a 51 feet tall, L-shaped (10' x 20') wide.
- Wrapping a 42' H x 30' W portion of the upper SW corner facing the lake.
- The interior walls of the zip car garage.



1 East
3/32" = 1'-0"

PEARL WHITE - Concrete wall panel color

GENERAL MATERIAL NOTES:

1.) The glass on all windows and doors shall be slightly tinted to allow views into and out of the interior.
2.) The primary exterior material will be an highly durable acid etched concrete, with a custom faceted profile.
3.) The faceting will occur on all facades.
4.) The facets incorporate a horizontal and vertical articulation and twist within each unit, creating a pattern and texture change throughout the facade.
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