

Monday, May 13, 2024

Department of Planning & Development City of Madison 215 Martin Luther King, Jr. Blvd. Madison, WI 53710-2985

RE: JCAP Blair/Wilson Street Project

Version 3

The attached revised formal submittal packet outlining the proposal for a new mixed-use infill/redevelopment project for the parcels located at 134 – 150 S Blair St. and 506 – 518 E Wilson St. JCAP Development Group is proposing to construct a 4/8-story, 178-unit Multifamily Residential building on S. Blair St. and a 6-story, 100-key hotel building on E. Wilson St., abutting the retained Hotel Ruby Marie. This project offers new hotel and commercial vibrancy along East Wilson Street, much needed residential opportunities, and affordable housing (60% AMI units) while preserving the historic Hotel Ruby Marie, integrating two contributing facades and responding to the surrounding historic context.

The design approach focuses the architecture on the character of the adjoining arterial streets with commercial expressions and massing that draws on the configuration and materiality of the East Wilson and South Blair corridors. The resulting design creates three distinct buildings and overall massing that reinforces the transitions between the existing First Settlement Neighborhood and the adjoining Third Lake Ridge neighborhood.

This resubmittal reflects the comments from the April 15, 2024 Landmarks Commission with a focus on design refinement to align more closely with the Blair Street context. Design changes include further integration of beaux arts detailing along the lower two stories of the Blair Street façade (arch windows, window sequencing), removal of metal panels along the Blair Street façade (except upper floor setback), and further enhancement of the brick/architectural detailing.

# **Project Requests:**

Zoning/Conditional Use Request:

Existing Planned Development (PD) to Urban Mixed Use (UMX)

Conditional Use request for the following elements:

Building greater than 20,000 square feet and more than 4 stories in height

Building in UMX greater than 8 units Outdoor recreation/rooftop amenities

**Parking Reduction** 

**Demolition Request** 

Certificate of Appropriateness: Lot Combination (134 South Blair Street)

Certificate of Appropriateness: Architectural Compatibility (Residential Building)

Variance: Alternative Design (Residential Building)

Certified Survey Map

# Project Name:

JCAP Blair Wilson Redevelopment

# **Applicant**

JCAP Real Estate 212 South Barstow Street Eau Claire, Wisconsin 54701

# **Property Owners**

506, 510, 514, 516, 518 East Wilson 522 East Wilson

134 South Blair

Ruby Marie LTD Partnership

JDJ Import Company LLC.

514 East Wilson Street

Madison, WI 53703

Madison, WI 53703

### **Design Team**

Architecture: Trina Sandschafer
Kahler Slater Joel Koeppen
722 Williamson Street Evelyn Freimann

Madison, WI 53703

Engineering/Landscape:

Vierbicher Justin Zampardi 999 Fournier Drive Jonathan Lilley Madison, WI 53717 Kevin Pape

**Entitlement:** 

Vandewalle & Associates Brian Munson

120 East Lakeside Street Madison, WI 53715

# **Project Goals**

The goals of this project are to provide more needed market rate housing and affordable housing supply to the neighborhood and city, provide more needed hotel rooms for visiting patrons, and to re-activate the site as a thriving and active location in Downtown Madison.

# **Design Approach**

#### **Three Building Approach**

The project is designed to fit into the neighborhood context through the creation of three distinct buildings; a new residential building along Blair Street, a new hotel fronting onto East Wilson Street that integrates the contributing facades of 506/508 East Wilson & 518 East Wilson Street, and the preserved Hotel Ruby Marie. Using this approach, the residential building matches the width of the Germania Condominium with significant building breaks between the residential building and the hotels fronting onto East Wilson.

#### **Building Height**

The proposed buildings meet the Comprehensive Plan and Downtown Height Plan designation for the site. The residential building is designated for 6 stories/88' along Blair and Wilson Street with a stepdown to 4 (46') stories along the Germania Condominiums. The residential building utilize the recently standards detailed in the downtown height ordinance to facilitate a 4/8 story format through the delivery of affordable housing. The East Wilson Street hotel will follow the 6 story height recommendation.

The surrounding Blair Street context includes 2 story residential, 3 story residential, The Hotel Ruby Marie at 3 stories, and 2-6 story commercial uses.

### **Building Character**

Both new buildings feature step backs and design details to reflect the adjoining architectural datum and character of the Blair street commercial/arterial corridor, incorporating materials and elements from the neighborhood while creating new vibrant additions to the urban fabric with unique design and durable materials.

### **Historic Standards**

We are crafting an architectural response that will blend into the surrounding neighborhood and complies with the Historic Standards for New Structures from Subchapter 41G with a variance for alternative design to reflect the sites placement at the edge of the district adjacent to the Third Lake Ridge Historic District. To date, we have met with the City Landmarks and UDC Staff on several occasions to review our compliance trajectory and have had many productive conversations that have resulted in design decisions, which are illustrated in this submittal. This site is unique within the district as the only large non-conforming surface parking lot; and while the development of the site will facilitate a larger scale building, the design is informed by the neighborhood context along Blair Street to create a building that incorporates many architectural and functional components from the neighborhood.

See Exhibit E: Certificate of Appropriateness/Variance Request for detailed descriptions of the request.

## **Living Street**

Vehicular access for the project is designed as a multi-modal "living street" designed to create outdoor dining, balanced pedestrian & vehicular access, outdoor open space, and a unique urban environment.

# **Project Context Photos:** Blair Street Context:

















# Wilson Street Context







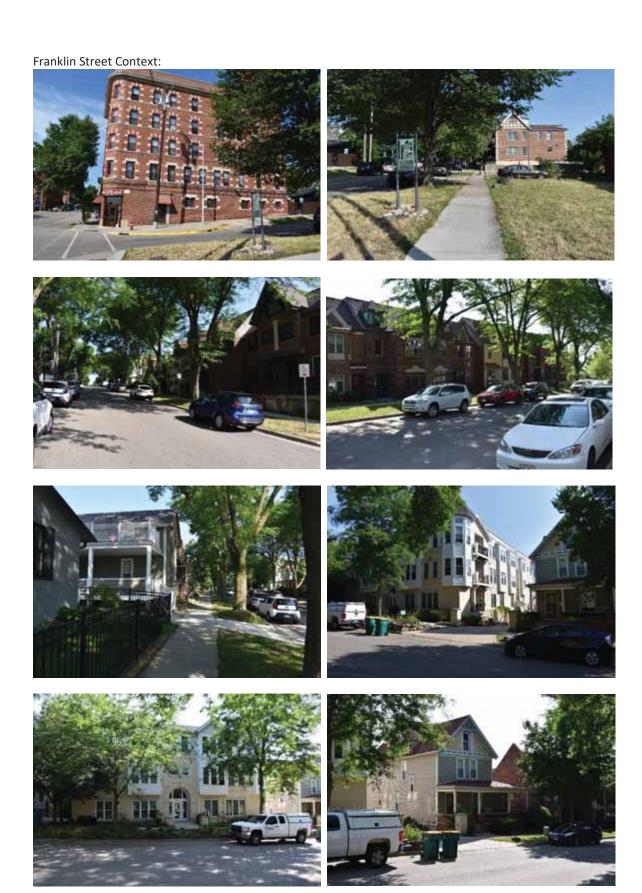






















# Site Context:



























# Exhibit F: Certificate of Appropriateness/Variance Requests

# Certificate of Appropriateness/Variance Requests

The project requests a certificates of appropriateness for the dissolution of the underlying lot lines within the 134 South Blair parcel, construction of a new structure within the First Settlement Historic District; as well as, a variance for alternative design for the construction of a new residential project.

#### **Certificate of Appropriateness: Lot Combination**

134 South Blair Street: Dissolve underlying parcel lines within an existing tax parcel This parcel, the largest existing parcel within the historic district, includes underlying lot lines that will be dissolved via CSM, consistent with precedent from comparable sites. No additional lots are proposed to be combined within the historic district.

The dissolution of these parcels will not adversely impact the historic character of the neighborhood as it has existed for a significant period of time and is already one tax parcel that is larger than the adjacent lot sizes and general lot size in the district. The existing lot is consistent with the lot sizes immediately east of Blair Street.

This parcel was created prior to 1955 and has been continuously operated as one parcel in the intervening years, first as an auto repair shop and currently as a large non-conforming surface parking lot. The previous building on-site was removed between 1995 and 2000 to create the existing surface parking lot, with the original single-family buildings removed in stages prior to 1955.

Existing Conditions (DCIMAP):



2000 Aerial (DCIMAP):



1995 Aerial (DCIMAP):

1955 Aerial (DCIMAP):





140, 148 South Blair Street: Parcels to remain.

Parcels outside of First Settlement Historic District:

508/510/514/516/518 East Wilson: Parcels to be combined to create one development parcel.

522 East Wilson: Parcel to remain.

#### Certificate of Appropriateness: Historic District Standards for New Structures (134 South Blair Street)

The proposed building incorporates materials and forms from the historic character of the neighborhood while designing a transition between the First Settlement District and the Third Lake Ridge District. This design draws references from the Blair Street Commercial buildings in massing, architecture, and materials which incorporating street level articulation that brings the scale of the building to a pedestrian and neighborhood appropriate scale. The resulting design concept seeks to create a building that responds to the character of the surrounding neighborhood, responds to the adopted standards & guidelines for new construction in the First Settlement Historic District, while seeking an alternative design variance to incorporate the character and feel of the Blair Street corridor.

The following design approaches have been integrated into the project:

#### **Building Form/Placement**

The residential building is designed to position the taller/wider section of the building along Blair Street, reinforcing the arterial corridor and pulling the larger mass of the building to the edge of the First Settlement District. This is consistent with the context of Blair Street which features a more urban configuration with buildings that feature a shorter (adjoining residential) or no front yard setbacks (Hotel Ruby Marie & MG&E facilities).

The building design utilizes an increased street terrace/sidewalk to pull the lower section of the building into a closer relationship with the adjoining homes on Blair Street with the upper section of the building placed in alignment with the front facades of the adjoining homes. This stepped

approach creates a two story expression adjacent to the sidewalk, consistent with the buildings immediately across the street.

The utilization of a U-shaped design and a step down in height presents the lower height and narrower edges of the building to the west as it transitions to the neighborhood. This design also screens the rooftop amenity space from view from the adjoining streets.

The building is seeking a variance for the overall visual size and form and setback, as outlined in the following section.

### Height/Stepbacks

The project follows the downtown plan recommendations and staff discussions to create an overall mass with stepbacks that vary from with a townhome expression immediately along Blair Street and 2 upper-story stepbacks along Blair Street which focuses the historic precedent along the sidewalk with the larger building mass stepped back in line with the adjoining residential facades.

The rear of the project then steps down in height to the adjoining Franklin Street development from 8 stories to 4 stories in keeping with the overall height and width of the adjoining Germania Condominiums.

#### Blair Street Stepbacks:

- 10' stepback above townhomes
- 10' stepback at 8<sup>th</sup> floor

# Rear Yard Setback/Stepbacks:

- 10' rear yard setback
- 10' stepback at the first residential floor
- 4 story stepback, per downtown height map

#### **Architectural Detailing**

The design of the building echoes the architectural character along Blair Street from the contributing buildings within 200' of the site, with an intentional focus on the pedestrian environment and the street level expression as recommended by City Staff.

- Focus on beaux arts inspired detailing along the pedestrian level expression, including arched first floor windows, window grouping, and brick detailing.
- Materials on the primary and secondary structures are designed to be in alignment with the period of significance within the historic district utilizing predominately brick and stone which are present both within the neighborhood as well as the buildings directly across the street. These materials are used throughout the building on every façade. Standing seam metal cladding is used on the upper portion of the building to create contrast and articulation but will have limited visibility from the adjoining ROW.
- Windows, doors, and awnings visible from the ROW and surrounding context are to be compatible with the surrounding context.

#### **Mechanical Systems**

Parking, access ramps, trash, and mechanical equipment are being planned in unobtrusive or enclosed locations so as to not interfere with the relationship between building and landscape from a historical perspective. Rooftop mechanical systems are to be minimized and concealed from view. Grilles, vents, etc. are to be integrated into the building facades and to match adjacent materials to minimize their presence.

### Variance Request: Alternate Design (134 South Blair Street)

The proposed development is seeking a variance for alternative design to draw on the architectural character of the Third Lake Ridge commercial buildings immediately across the street. The resulting design creates the financial structure to allow the redevelopment of the lot while drawing on the character of the Third Lake Ridge local Historic District and First Settlement Historic District frontages along Blair Street with comparable massing and scale along the arterial street. The overall design of the building is consistent with the character of the Blair Street corridor in mass and roof form and reflects the adopted plan recommendations, while redeveloping a non-conforming large surface parking lot in a neighborhood context of single-family homes and smaller scale multi-family. The materiality and detailing of the building echo the commercial expressions found in the Blair Street Corridor which features shorter setbacks, larger scale buildings, and urban/commercial architectural detailing & materials.

Granting this variance will create the opportunity to infill the non-conforming surface parking lot with complimentary residential uses, incorporate buffering landscaped areas, reduce impacts of the existing parking lot lighting, and add stormwater management; all of which would support the overall character and feel of the historic district.

#### Requested Variances:

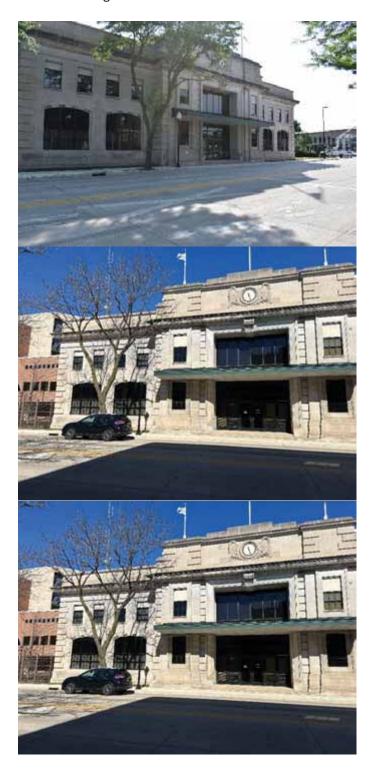
Building Form/Placement
Visual Size/Height
Flat Roof
Urban/Commercial Architectural Expressions & Materials
Increased Lot Coverage

The requested variances will increase the design quality of the building by matching the materiality and commercial/urban characteristics of the Blair Street corridor with the scale of the proposed building to create a unified design with pedestrian scale articulation. The resulting development will enhance both historic districts by creating a cohesive character between the district edges while transitioning in form and intensity from the middle of the block to the arterial corridor and existing commercial district; without undermining the existing district character and addressing the existing non-conforming use/character of the site.

# Blair Street Precedent Photos:

# **631 Railroad Street**

Flat roof, relative scale, two-story entry expression, window groupings, base expression, street setback and lot coverage



# CITY OF MADISON LAND USE APPLICATION

# WILSON + BLAIR DEVELOPMENT

506 / 508 / 510 / 514 / 516 / 518 E Wilson 134 / 140 / 148 S Blair St

KAHLER SLATER PROJECT: 223014.00 05/13/2024



# GENERAL SHEET INDEX SHEET NAMES I SHEET NAME SHEET NAMES I SHEET NAME

CIVIL SHEET INDEX		
SHEET NUMBER	SHEET NAME	
C000	NOTES AND LEGENDS	
C100	EXISTING CONDITIONS PLAN	
C200	DEMOLITION PLAN	
C300	OVERALL SITE PLAN	
C301	SITE PLAN - N. BLAIR STREET	
C302	SITE PLAN - E. WILSON STREET	
C400	OVERALL GRADING PLAN	
C401	GRADING PLAN - N. BLAIR STREET	
C402	GRADING PLAN - E. WILSON STREET	
C403	EROSION CONTROL PLAN	
CS00	UTILITY PLAN	
C800	FIRE ACCESS PLAN	

LANDSCAPE SHEET INDEX			
SHEET NI MRER	SHEET NAME		
	LANDSCAPE PLAN		
	MULTIFAMILY ROOF LANDSCAPE PLAN		
	HOTEL ROOF LANDSCAPE PLAN		
L200	LANDSCAPE NOTES		

SHEET NUMBER	SHEET NAME
AS100	ARCHITECTURAL SITE PLAN
A100LL2	LOWER LEVEL 2 PLAN
A100LL1	LOWER LEVEL 1 PLAN
A101	FIRST FLOOR PLAN
A102	SECOND FLOOR PLAN
A103	THIRD FLOOR PLAN
A104	FOURTH FLOOR PLAN
A105	FIFTH FLOOR PLAN
A106	TYPICAL FLOOR PLAN (6-7)
A107	8TH FLOOR PLAN
A108	ROOF PLAN
A201	EXTERIOR ELEVATION
A202	EXTERIOR ELEVATION
A203	EXTERIOR ELEVATION
1204	EXTERIOR ELEVATION
A290	EXTERIOR RENDERINGS
A291	EXTERIOR RENDERINGS
A292	EXTERIOR RENDERINGS
A293	EXTERIOR RENDERINGS
1294	EXTERIOR RENDERINGS
A295	EXTERIOR RENDERINGS
A300	BUILDING SECTION

ARCHITECTURAL SHEET INDEX - HOTEL		
SHEET NUMBER	SHEET NAME	
A110H	HOTEL - BASMENT FLOOR PLAN	
A111H	HOTEL - 1ST FLOOR PLAN	
A112H	HOTEL - 2ND FLOOR PLAN	
A113H	HOTEL - SRD FLOOR PLAN	
A114H	HOTEL - TYPICAL FLOOR PLAN (46)	
A115H	HOTEL - ROOF PLAN	
A211H	HOTEL - EXTERIOR ELEVATIONS	
A212H	HOTEL - EXTERIOR ELEVATIONS	
A213H	HOTEL - EXTERIOR ELEVATIONS	
ASSOCIA	MOTEL BLILDING SECTIONS	

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Revisions

CITY OF MADISON LAND USE APPLICATION

SCOPE DOCUMENTS
Drawing Date
05/13/2024

WILSON + BLAIR DEVELOPMENT

506 / 508 / 510 / 514 / 516 / 518 E Wilson 134 / 140 / 148 S Blair St

Project No. 223014.00

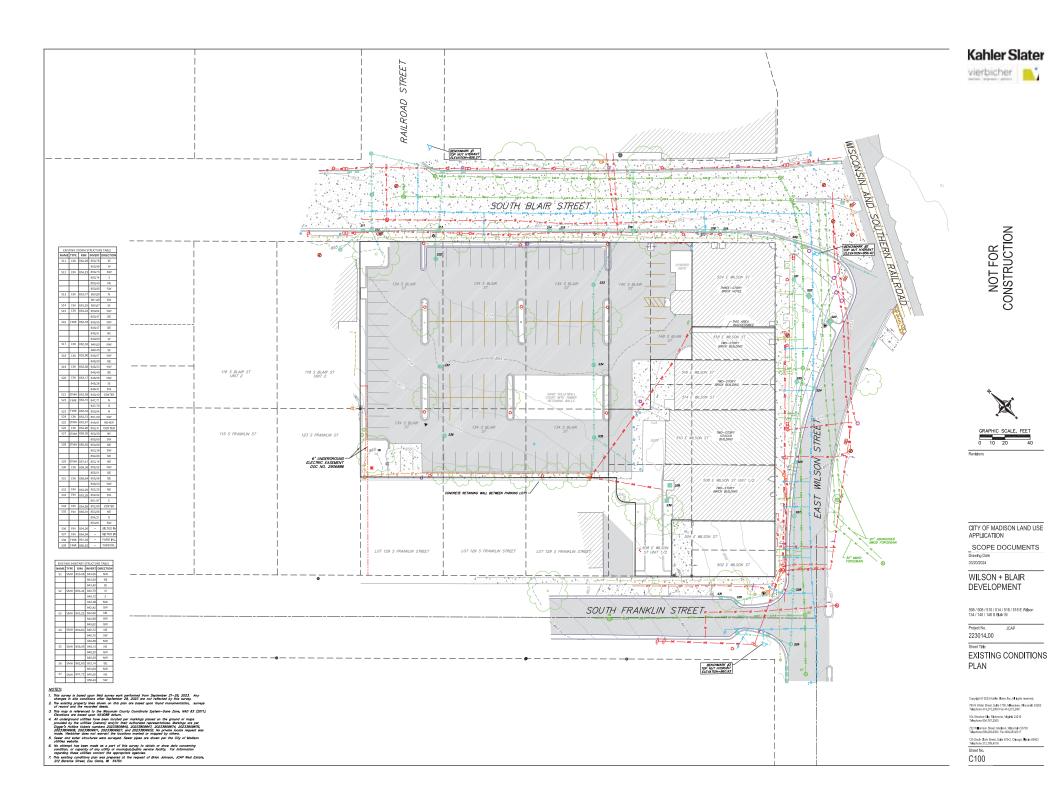
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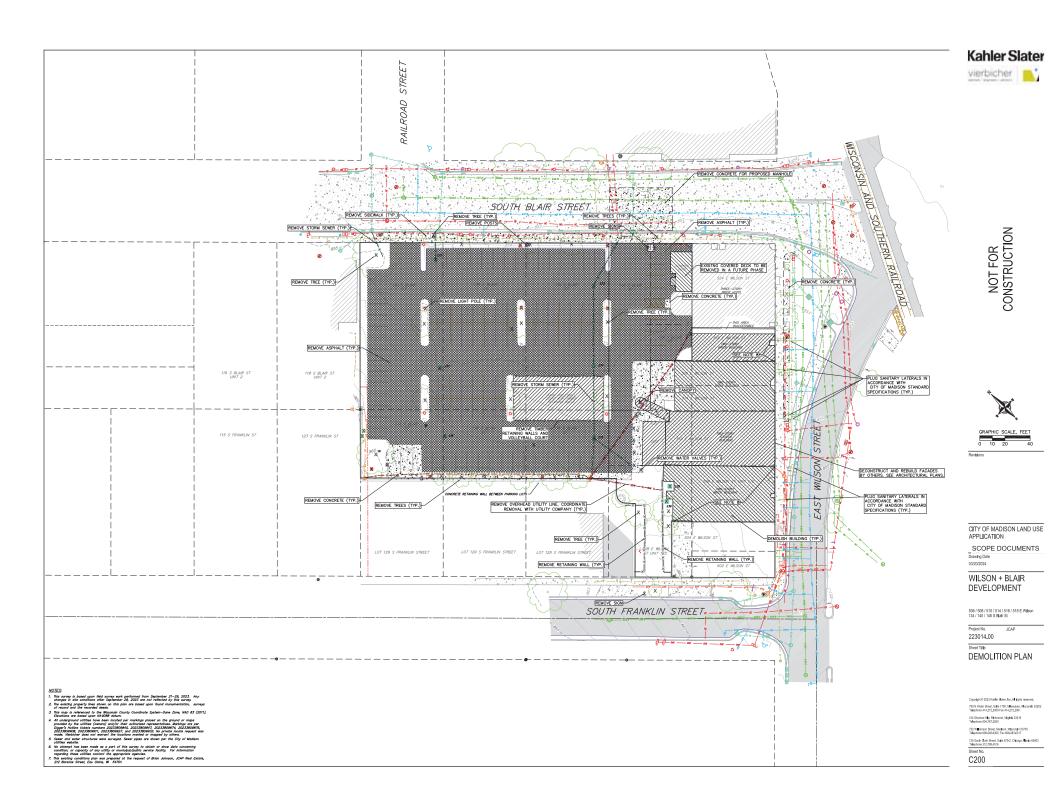
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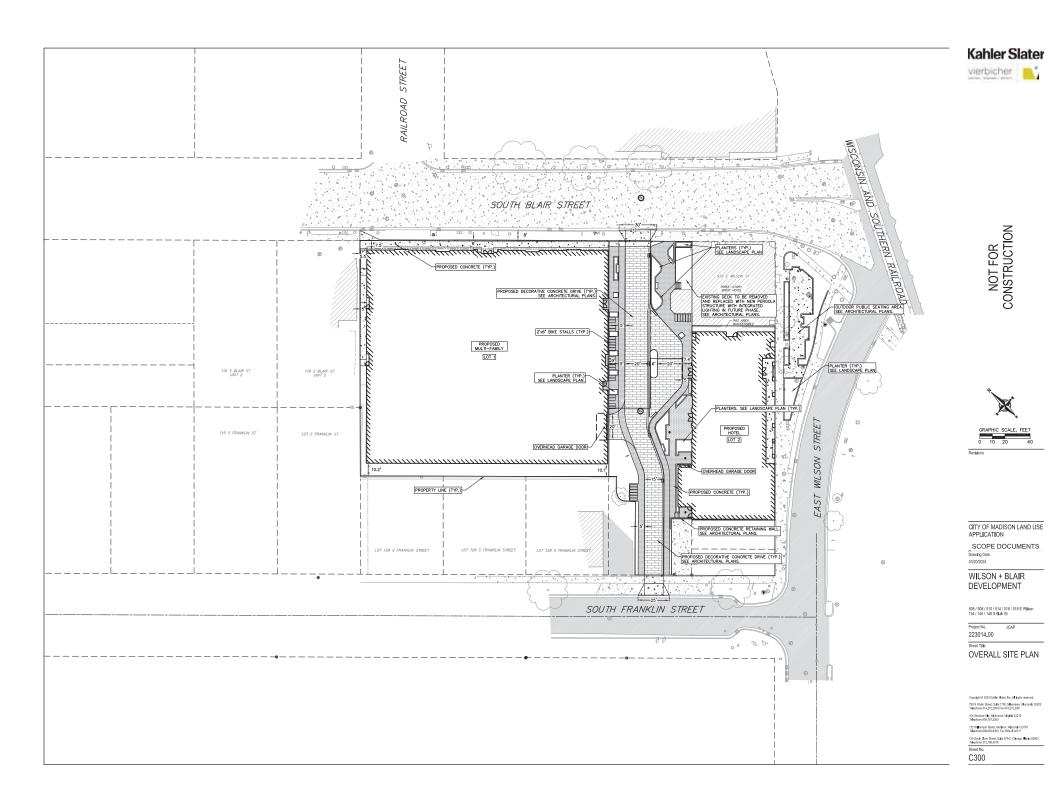
790 N Water Street, Suite 1700, Milwaukee, Wisconsin St Telephone 414.272.2000 Fax 414.272.2001 104 Shookse Silp, Richmond, Virginia 23219 Telephone 804.767.2500

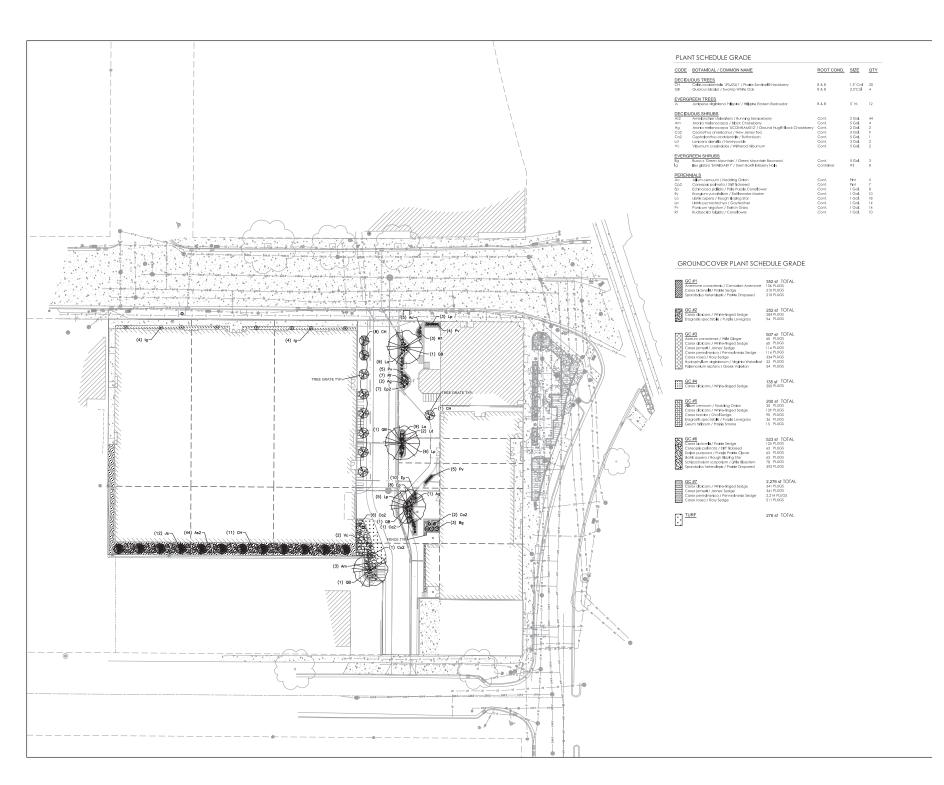
722 Williamson Street, Madison, Wisconsin 53703 Telephone 608.283.6300 Fax 608.283.6317 136 South Clock Street Suits 676.7 Chicago, Misola

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Drawing Date

WILSON + BLAIR DEVELOPMENT

506 / 506 / 510 / 514 / 516 / 518 E Wilson 134 / 140 / 148 S Blair St

223014.00 Sheet Title

LANDSCAPE PLAN

750 N Water Street, Suite 1700, N Invauloe, Wasconsin 53202 Telephone 414,272,2000 Fax: 414,272,2001 104 Shockon SIIp, Flichmond, Viliginia 23219 Telephone 804,767,2500

125 South Clark Street, Suite 675-2, Chizago, **Hi**nois 60003 Telephone 312,789-4516 Sheet No.

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CITY OF MADISON LAND USE APPLICATION

SCOPE DOCUMENTS Drawing Date

WILSON + BLAIR DEVELOPMENT

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MULTIFAMILY ROOF LANDSCAPE PLAN

750 N Water Street, Suite 1700, N Invallee, Wasconsin 53202 Telephone 414,272,2000 Fax 414,272,2001 104 Shockon Silp, Flichmond, Viliginia 23219 Telephone 804,767,2500

125 South Clark Street, Suite 675-2, Chibago, **Hi**nois 60603 Telephone 312,789,4516

L101

#### PLANT MATERIAL NOTES:

- 1. ALL PLANTINGS SHALL CONFORM TO QUALITY REQUIREMENTS AS PER ANSI Z60.1.
- ALL PLANT MATERIAL SHALL BE TRUE TO SPECIES, VARIETY AND SIZE SPECIFIED, NURSERY GROWN IN ACCORDANCE WITH GOOD HORTICULTURAL PRACTICES, AND UNDER CLIMATIC CONDITIONS SIMILAR TO THOSE OF THE PROJECT SITE.
- CONTACT LANDSCAPE ARCHITECT, IN WRITING, TO REQUEST ANY PLANT MATERIAL SUBSTITUTIONS DUE TO AVAILABILITY ISSUES.
- ALL PLANTS SHALL BE GUARANTEED TO BE IN HEALTHY AND FLOURISHING CONDITION DURING THE GROWING SEASON FOLLOWING INSTALLATION, ALL PLANT MATERIAL SHALL BE GUARANTEED FOR ONE YEAR FROM THE TIME OF INSTALLATION.
- EXACT LOCATIONS OF EACH PLANT ARE GIVEN IN PLAN. WHILE SLIGHT DEVIATIONS ARE ACCEPTABLE, OVERALL SCHEMATIC/ORIENTATION TO BE ADHERED TO AS ACCURATELY AS POSSIBLE.

#### LANDSCAPE MATERIAL NOTES:

- CONTRACTOR SHALL PROVIDE A SUITABLE AMENDED TOPSOL BLEND FOR ALL PLANTING AREAS WHERE SOIL CONDITIONS ARE UNSUITABLE FOR PLANT GROWTH. TOPSOIL SHALL CONFORM TO QUALITY REQUESTIONS AS PRESCRICK 925.2(1) or THE "STRAND SPECIFICATIONS FOR HIGHWAY CONSTRUCTION." PROVIDE A MINIMUM OF 18" OF TOPSOIL IN ALL PLANTING AREAS AND 6" O" TOPSOIL IN AREAS TO BE SEEDED/SOUDDED.
- SUBSOIL UNDER TURF AND PLANTING BEDS MUST BE FREE DRAINING AND LOOSE TO ALLOW ROOT PENETRATION AND DRAINAGE. LANDSCAPE CONTRACTOR SHOULD NOTIFY GENERAL CONTRACTOR IF SUBSURFACE COMPACTION IS UNFIT FOR PLANTING. LANDSCAPE CONTRACTOR IS NOT RESPONSIBLE FOR SUBSURFACE SOIL PREPARATION.
- 3. LANDSCAPE BEDS TO BE MULCHED WITH UNDYED SHREDDED HARDWOOD BARK MULCH TO  $3^{\circ}$  DEPTH MIN.
- 4. LANDSCAPE BEDS AND STONE BORDERS ARE SEPARATED FROM SEEDED AREAS WITH COMMERCIAL GRADE ALUMINUM LANDSCAPE EDGING, PERMALOC CLEANLINE & X4\* EQUAL, COLOR BLACK ANODIZED.
- ALL TREES AND/OR SHRUBS PLANTED IN SEEDED AREAS TO BE INSTALLED WITH A 6'
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  SPECIFICATIONS.
- FENCE SHOWN TO BE INSTALLED AS 'BOK MODERN POST FREE FENCE PATTERN: A42' PER MANUFACTURER INSTRUCTIONS.
- TREE GRATE SHOWN TO BE INSTALLED AS 'NEENAH FOUNDARY 8726' PER MANUFACTURER INSTRUCTIONS.

#### SEEDING AND PLUG PLANTING NOTES:

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#### GENERAL LANDSCAPE NOTES:

- 1. CONTRACTOR SHALL OBTAIN ALL NECESSARY PERMITS FOR ANY RIGHT OF WAY WORK.
- 2. CONTRACTOR SHALL VERIFY ALL UTILITIES WITHIN SCOPE OF CONTRACT.
- CONTRACTOR SHALL COORDINATE ALL WORK WITH OTHER CONTRACTORS AT SITE AND COMPLETE WORK PER SCHEDULE.
- CONTRACTOR SHALL CLEAN ALL PAVEMENT AREAS WITHIN SITE AFTER COMPLETION. CONTRACTOR SHALL CLEAN ANY AFFECTED PAVED AREAS OUTSIDE OF DISTURBANCE DELINEATION DAILY.
- ALL MATERIAL QUANTITIES AND AREA MEASUREMENTS SHOWN ON LANDSCAPE PLAN ARE
  TO BE CONFIRMED BY LANDSCAPE CONTRACTOR. LANDSCAPE CONTRACTOR IS
  RESPONSIBLE FOR VEREYING AND ADJUSTING FOR ANY QUANTITATIVE DISCREPANCIES
  BETWEEN PLAN, SCHEDULES, AND PREPARED CONDITIONS PRIOR TO INSTALLATION.

#### CITY OF MADISON STREET TREE NOTES:

- 1. AN ENSING INVENTORY OF STREET TREES LOCATED WITHIN THE RIGHT OF WAY SHALL BE INCLUDED ON THE STIE, DEMO, UTILITY, LANGSCAPE, CRADNAC, FIRE ABRALL FOLLOWING, LOCATION, SIZE (DAMERER AT 4 1,4); ETET), AND SPECES OF EXISTING STREET TREES. THE INVENTORY SHOULD ALSO NOTE IF A STREET TREE IS PROPOSED TO BE REMOVED AND THE RESSON FOR REMOVAL.
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- ANY REQUESTED PRUNNING.

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CITY OF MADISON LAND USE APPLICATION

SCOPE DOCUMENTS Drawing Date

WILSON + BLAIR DEVELOPMENT

506 / 508 / 510 / 514 / 516 / 518 E Wilson 134 / 140 / 148 S Blair St

223014.00

Sheet Title

LANDSCAPE NOTES

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722 W Inmson Street, Madison, Wisconsin 53703 Telephone 938,283,6300 Fax 606,283,6317

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CITY OF MADISON LAND USE APPLICATION

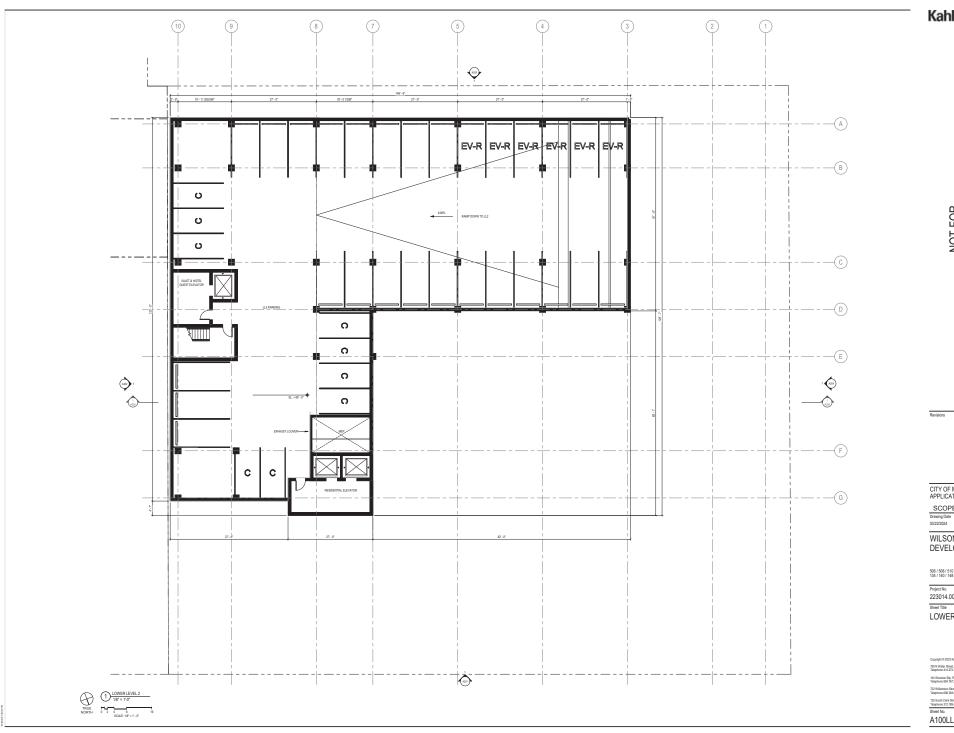
SCOPE DOCUMENTS

WILSON + BLAIR DEVELOPMENT

ARCHITECTURAL SITE

790 N Water Street, Suite 1700, Milwaukee, Wisconsin 53202 Telephone 414,272,2000 Fax 414,272,2001

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CITY OF MADISON LAND USE APPLICATION

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Drawling Date
03/22/2024

WILSON + BLAIR DEVELOPMENT

506 / 508 / 510 / 514 / 516 / 518 E Wilson 134 / 140 / 148 S Blair St

Project No. 223014.00

LOWER LEVEL 2 PLAN

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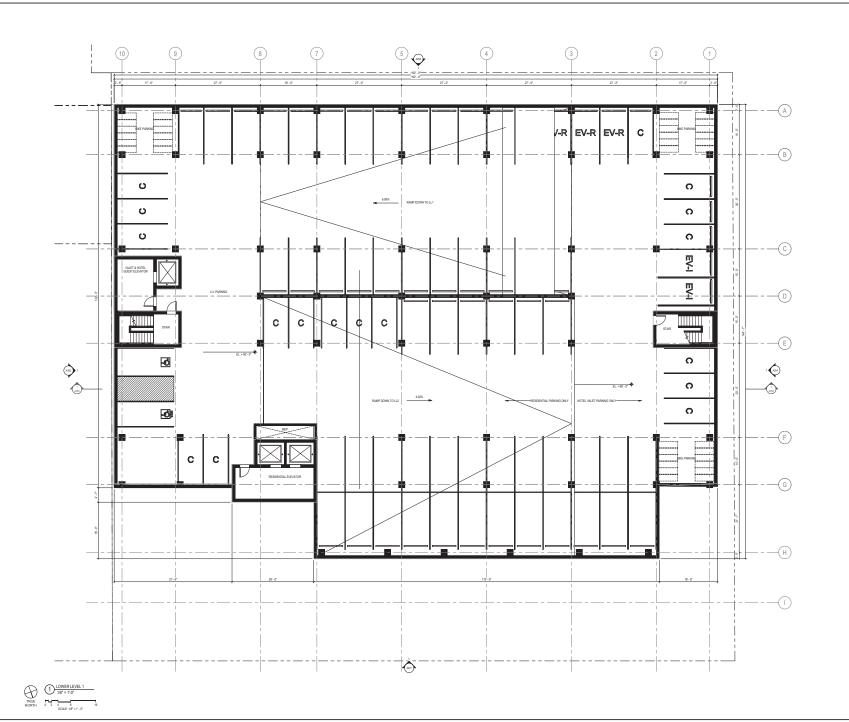
LOWER LEVEL 1 PLAN

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144 Shockac Silp, Richmond, Virginia 29219 Telephone 804, 767.2500

Telephone 804.767.2500
722 Williamson Street, Madison, Wisconsin 53703
Telephone 608.283.6300 Fax 608.283.6317

Telephone 608.283.6300 Fax 608.283.6317 125 South Clark Street, Suite 675-2, Chicago, Illinois Telephone 312.789.4516

A100LL1



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CITY OF MADISON LAND USE APPLICATION

SCOPE DOCUMENTS
Drawling Date
03/22/2024

WILSON + BLAIR DEVELOPMENT

506 / 508 / 510 / 514 / 516 / 518 E Wilson 134 / 140 / 148 S Blair St

Project No. 223014.00

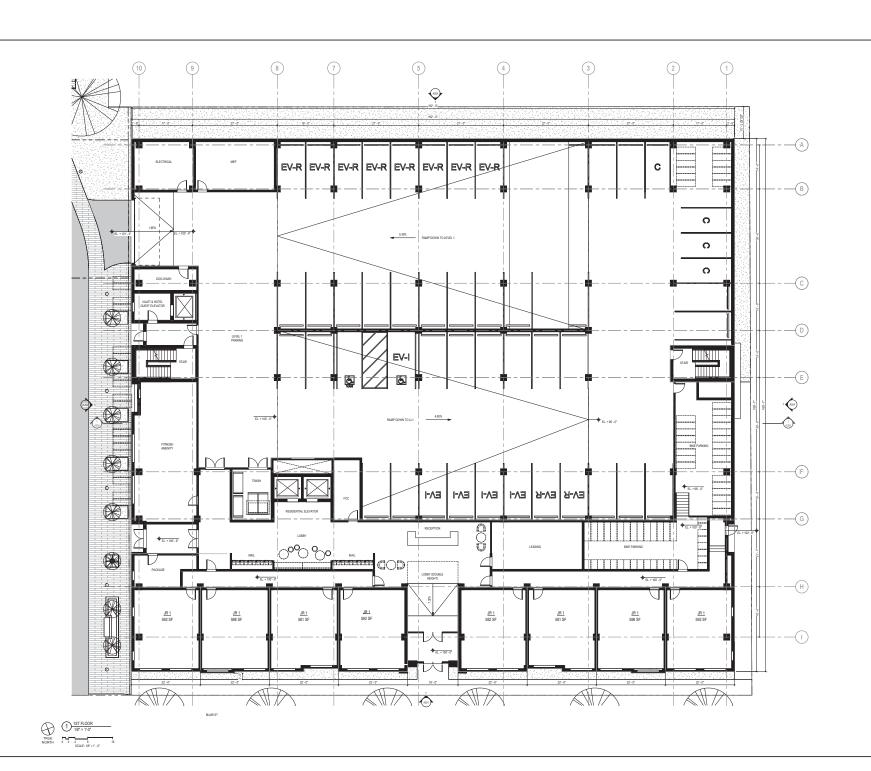
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FIRST FLOOR PLAN

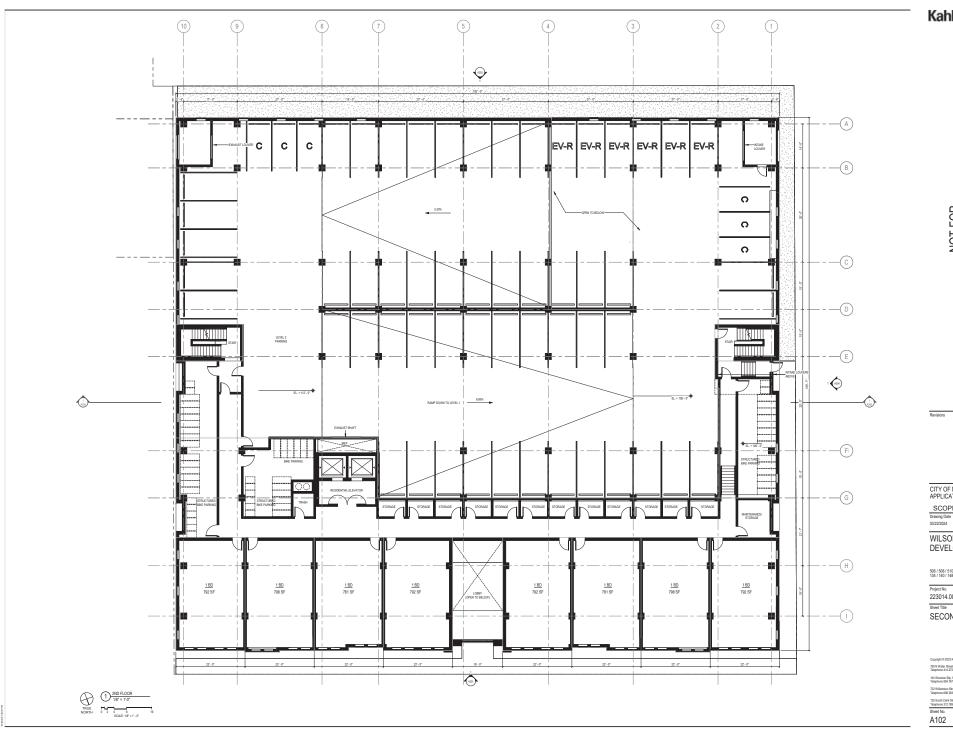
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722 Williamson Street, Madison, Wisconsin 53703
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Telephone 312.789.4 Sheet No. A101





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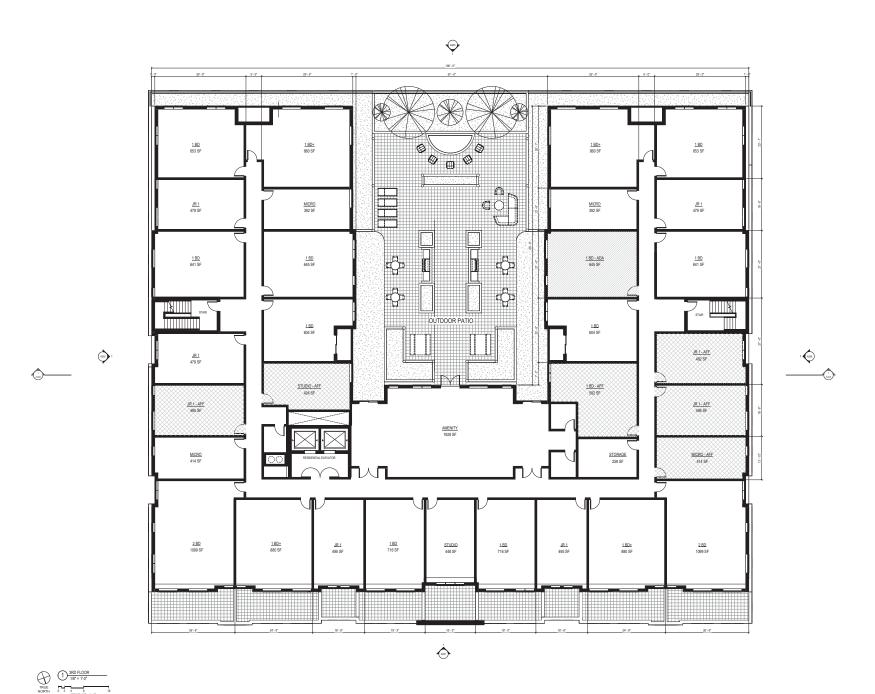
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223014.00

SECOND FLOOR PLAN

A102



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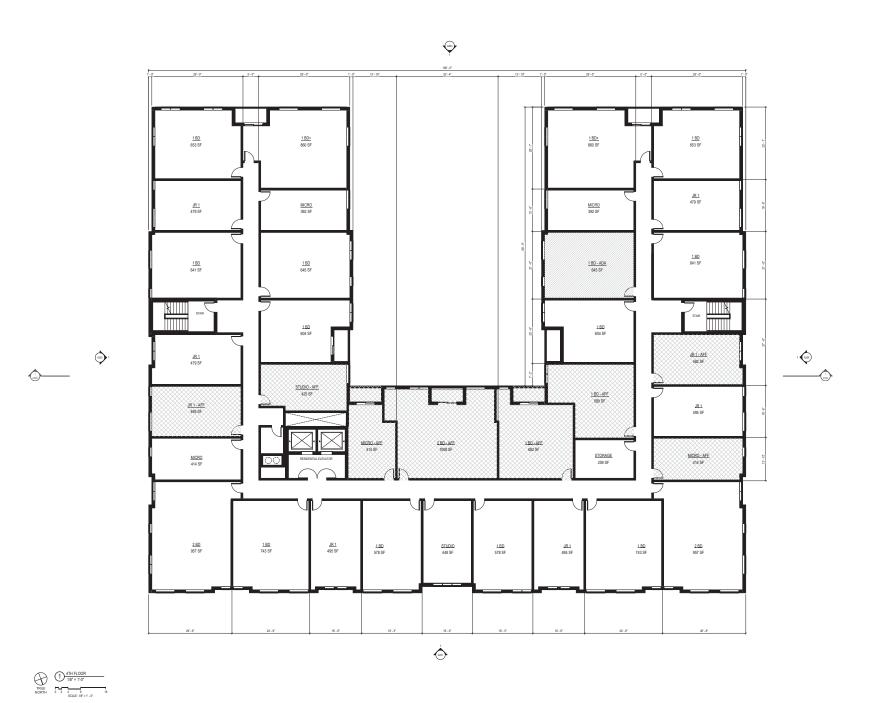
223014.00

Sheet Title

THIRD FLOOR PLAN

790 N Water Street, Suite 1700, Milwaukee, Wisconsin 53202 Telephone 414,272,2000 Fax 414,272,2001

A103



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223014.00 Sheet Title

FOURTH FLOOR PLAN

790 N Water Street, Suite 1700, Milwaukee, Wisconsin 53202 Telephone 414 272 2000 Fax 414 272 2001

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Sheet Title FIFTH FLOOR PLAN

790 N Water Street, Suite 1700, Milwaukee, Wisconsin 53202 Telephone 414 272 2000 Fax 414 272 2001

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Sheet Title

TYPICAL FLOOR PLAN (6-7)

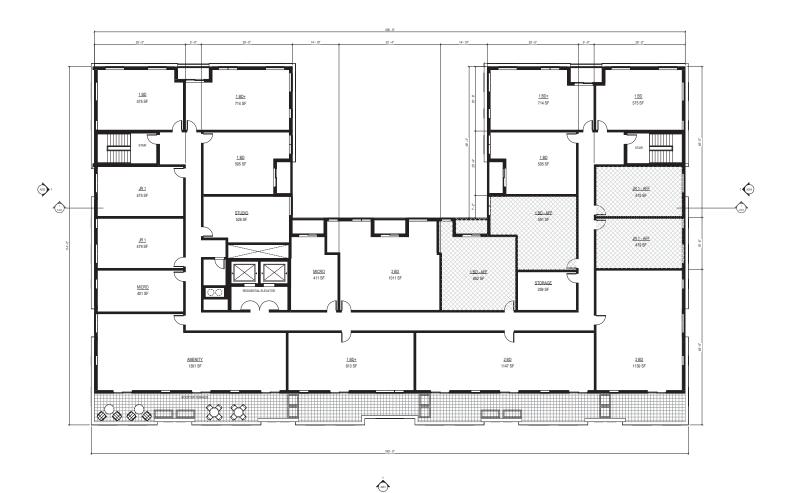
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WILSON + BLAIR DEVELOPMENT

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Project No. 223014.00

Sheet Title

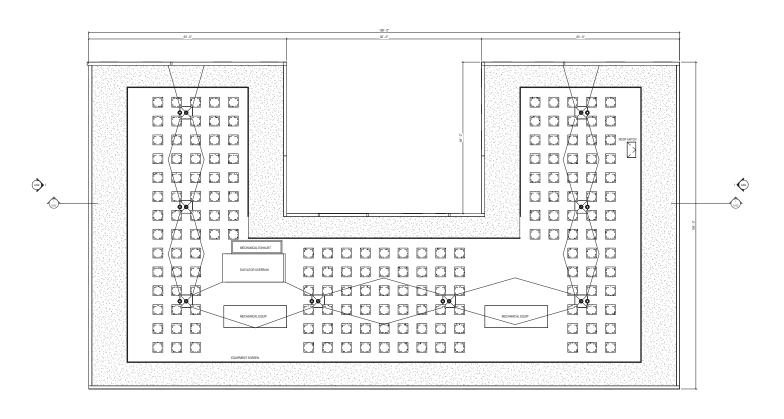
8TH FLOOR PLAN

790 N Water Street, Suite 1700, Milwaukee, Wisconsin 53202 Telephone 414,272,2000 Fax 414,272,2001

125 South Clark Street, Suite 675-2, Chicago, Illinois 60603 Telephone 312 769 4516 Sheet No. A107







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CITY OF MADISON LAND USE APPLICATION

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223014.00

Sheet Title

**ROOF PLAN** 

A108



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Sheet Title

EXTERIOR ELEVATION

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125 South Clark Street, Sulte 675-2, Chicago, Illinois 60603 Telephone 312 780 4516 Sheet No.

A201



ELEVATION - PLAN SOUTH

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134 / 140 / 148 S Blair St

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1/8" = 1'-0"

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Sheet Title

EXTERIOR ELEVATION

790 N Water Street, Suite 1700, Milwaukee, Wisconsin 53202 Telephone 414.272.2000 Fax 414.272.2001

125 South Clark Street, Suite 675-2, Chicago, Illinois 69603 Telephone 312.789.4516 Sheet No.

A202



1) ELEVATION - PLAN WEST

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05/13/2024

05/13/2024

WILSON + BLAIR

DEVELOPMENT

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Sheet Title

- - - LEVEL LL2

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722 Williamson Street, Medison, Viloconein 53703 Telephone 608.283.6300 Fax 608.283.6317 125 Sount Clark Street, Suite 675-2, Chicago, Illinois 60903 Telephone 312.789.4516 Sheet No.

A202



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Poject No.

223014.00 Sheet Title

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104 Shockee Sile: Birthmonel Venicia 27219

104 Shockoe Slip, Richmond, Virginia 23219 Telephone 804.767.2500 722 Williamson Street, Madison, Wisconsin 53703

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Sheet Title

- - - LEVEL LL2

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Revisions

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SCOPE DOCUMENTS
Drawling Date

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Sheet Title

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104 Shockoe Slip, Richmond, Virginia 23219 Telephone 804.767.2500

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A204



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SCOPE DOCUMENTS
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DEVELOPMENT

506 / 508 / 510 / 514 / 516 / 518 E Wilson 134 / 140 / 148 S Blair St

134 / 140 / 148 S Blair St

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Sheet Title

- - - LEVEL LL2 (1)

EXTERIOR ELEVATION

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A204





CITY OF MADISON LAND USE APPLICATION

SCOPE DOCUMENTS
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WILSON + BLAIR DEVELOPMENT

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Project No. 223014.00

EXTERIOR RENDERINGS

Telephone 312.7 Sheet No. A290





CITY OF MADISON LAND USE APPLICATION

SCOPE DOCUMENTS
Drawing Date
05/13/2024

WILSON + BLAIR DEVELOPMENT

506 / 508 / 510 / 514 / 516 / 518 E Wilson 134 / 140 / 148 S Blair St

Project No. 223014.00

Sheet Title EXTERIOR RENDERINGS

125 South Clark Street, Suite 675-2, Chicago, Winois 69803 Telephone 312789.4516 Sheet No. A292



CITY OF MADISON LAND USE APPLICATION

SCOPE DOCUMENTS
Drawing Date
05/13/2024

WILSON + BLAIR DEVELOPMENT

506 / 508 / 510 / 514 / 516 / 518 E Wilson 134 / 140 / 148 S Blair St

Project No. 223014.00

EXTERIOR RENDERINGS

Telephone 312.7 Sheet No. A293



CITY OF MADISON LAND USE APPLICATION

SCOPE DOCUMENTS
Drawing Date
05/13/2024

WILSON + BLAIR DEVELOPMENT

506 / 508 / 510 / 514 / 516 / 518 E Wilson 134 / 140 / 148 S Blair St

Project No. 223014.00

EXTERIOR RENDERINGS

Sheet No. A294





CITY OF MADISON LAND USE APPLICATION

SCOPE DOCUMENTS
Drawing Date
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WILSON + BLAIR DEVELOPMENT

506 / 508 / 510 / 514 / 516 / 518 E Wilson 134 / 140 / 148 S Blair St

Project No. 223014.00

EXTERIOR RENDERINGS

Sheet No. A295



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CITY OF MADISON LAND USE APPLICATION

SCOPE DOCUMENTS
Drawling Date
03/22/2024

WILSON + BLAIR DEVELOPMENT

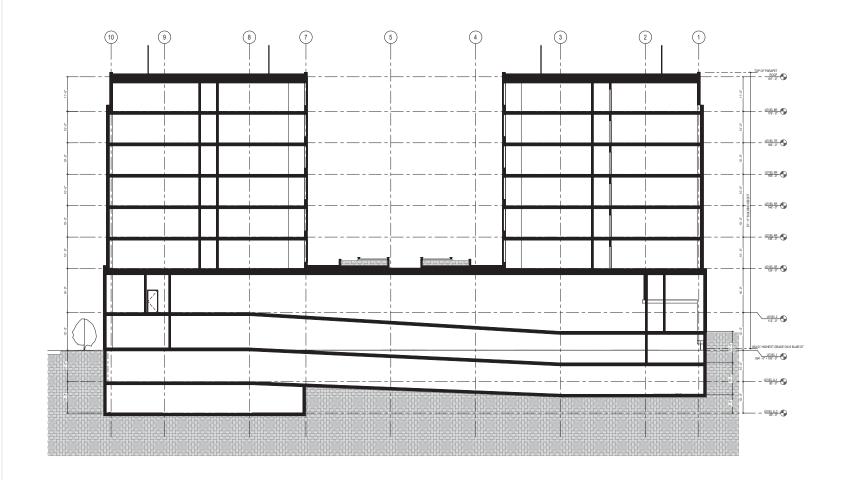
506 / 508 / 510 / 514 / 516 / 518 E Wilson 134 / 140 / 148 S Blair St

Project No. 223014.00 Sheet Title

BUILDING SECTION

790 N Water Street, Suite 1700, Milwaukee, Wisconsin 53202 Telephone 414.272.2000 Fax 414.272.2001

12.5 South Clark Street, Suite 675-2, Chicago, Illinois 60603 Telephone 312,769.4516 Sheet No. A300



BUILDING SECTION - NW-SE

## MATERIAL PALETTE - MULTIFAMILY

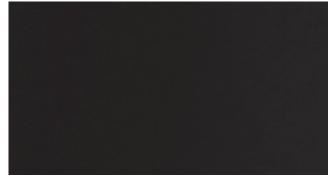


CAST STONE (BASE WAINSCOT AND WINDOW SILLS)

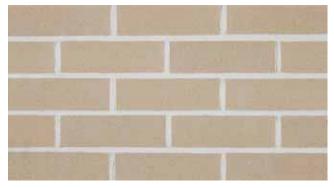


METAL SIDING - BLACK (CLADDING IN BETWEEN MASONRY EXPRESSIONS AND UPPER STORY)





ALUMINUM METAL COPING, TRIM AND WINDOW FRAMES



CLAY BRICK - LIGHT CREAM (BASE OF BUILDING)



CLAY BRICK - GREY/BROWN (UPPER STORIES)



METAL PANEL, BLACK (WINDOW SPANDRELS UPPER STORIES)





A series of complimentary wall and pole-top luminaires with unshielded light distribution. A combination of materials in perfect harmony with this classic luminaire shape. Whether as single luminaires or arranged in groups, these luminaires are perfect architectural elements.

Cast bronze and copper · three-ply opal glass

LED color temperatures: 2700 K, 3000 K, 3500 K, 4000 K

BEGA luminaires offer a minimum service life of 60,000 hours, with suitable LED replacement modules guarenteed for up to 20 years after date of purchase. Further LED technical data including luminious flux, CRI, dimming and electrical characteristics are provided on the individual luminaire specification sheets, available at www.bega-us.com

Natural bronze and copper. Time and weather factors will create the natural patina of bronze and copper.

NRTL listed to North American standards  $\cdot$  Suitable for wet locations Protection class IP 44

In the table are compatible BOOM luminaire poles made of copper with a base made of cast bronze. A complete overview including technical data of all BOOM poles and anchorage units is given on page 408 - 409.



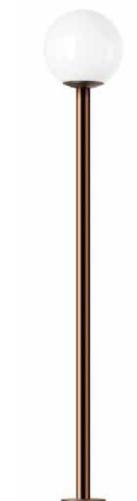
Wall luminaires



Wall luminaires								
	LED	A	В	C	D			
31218	6.3 W	91/6	21	121/4	51/8			



Pole-to	op luminair	Luminaire poles		
	LED	A	В	Pole
84 035	12.3 W	133/4	13%	70 552 · 70 550



## FORMS+SURFACES®

## Helio Bollard, Series 600

Gallery

form+ Configurator



### **Product Overview**

Helio Bollards, Series 600 bring an elegant simplicity to public spaces of all kinds.

- Stainless Steel construction
- Satin finish with Ceramiloc, an invisible protective surface treatment
- Durable powdercoat finish also available
- 40" high x 6" in diameter
- Custom LED light engine with Cree® LEDs in 3000K warm white and 4000K neutral white
- Helio Bollard 3000K is International DarkSky Approved
- 180° and 360° light distribution options
- Non-illuminated and security core versions also available
- ETL and C-ETL listed for wet locations
- High recycled content; highly recyclable
- See the entire <u>Helio Family</u>



menu

← Invue



#### Invue

## **ENC Entri Round Clean LED**

- One-piece, die-cast aluminum housing and door
- Flush mounted die-cast tool-less latch for ease of maintenance
- Choice of eleven LED optical distributions
- Fits 4" j-box and secured via two concealed stainless steel fasteners
- · Offered with optional uplight and colored or clear luminous window

Need help?

luminum adapter box for egress and thru-way wiring module withstands 10kV transient line surge (LED) CRI/CCT options within 5-step MacAdam ellipse

Ask a question here.



menu







#### Invue

## CCW ClearCurve Wall

- Available in Visual Comfort or Discrete optics configurations
- Lumen packages from 1,600 to 12,000 lumens (18W 116W)
- Efficacy up to 149 lumens per watt
- 4 WaveStream visual comfort distributions (T2, T3, T4FT, T4W)
- 9 LightSquare distributions (1 or 2 square configurations)

Need help?

ire options

gree C to 50-degree C

Ask a question here.

eather battery packs or emergency transfer switches



Home (/) / Christmas Lights - Indoor and Outdoor String Lights (/category/christmas-lights)

String Lights and Outdoor Patio Lights (/category/patio-lights) / Patio Light Stringers (/category/patio-light-stringers)





<u>5.0 (23)</u>

## 100 ft. Patio Stringer - (48) Medium Base Sockets

Black Wire - 24 in. Socket Spacing - Male to Female Plug Connection - PLTS-12131





















#### Garden luminaires

with unshielded light

A series of luminaires with earth spike in three different versions: sphere, cylinder and cylinder with cap. In paths, flowerbeds and on terraces these unshielded luminaires create a pleasant lighting effect.

The earth spike mounting allows for flexible and portable installation.

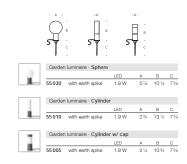
Reinforced polyamide · Three-ply opal glass

LED color temperatures: 2700 K, 3000 K, 3500 K, 4000 K

BEGA luminaires offer a minimum service life of 60,000 hours, with suitable LED replacement modules guaranteed for up to 20 years after date of purchase. Further LED technical data including luminous flux, CRI, dimming and electrical characteristics are provided on the individual luminaire specification sheets, available at www.bega-us.com

Synthetic housing provided in standard BEGA Graphite. Custom colors not available.

NRTL listed to North American standards · Suitable for wet locations Protection class IP 65









Asymmetric or asymmetric wide spread distribution

For decades, BEGA has set the standard for recessed wall luminaires worldwide. Newly redesigned with a refined look, broader range of delivered lumens, and contractor friendly enhancements for ease of installation and quality assurance, BEGA's unwavering commitment to quality above all permeates everything about this new approach to recessed wall luminaires.

Recessed wall luminaires with asymmetric or asymmetric wide spread light necessed with ultimates with asymmetric discription whose special agents distribution. The asymmetric distribution provides light in a forward orientation and is suitable for lighting ground surfaces, building entrances, and stainways. The asymmetric wide spread light distribution is ideally suited for illuminating corridors and pathways. Separate installation housing allows for seamless coordination into construction and easy maintenance.

Die-cast aluminum housing and faceplate · Composite installation housing Safety glass with optical texture

LED color temperatures: 2700 K, 3000 K, 3500 K, 4000 K

BEGA luminaires offer a minimum service life of 60,000 hours, with suitable LED replacement modules guaranteed for up to 20 years after date of purchase. Further LED technical data including luminous flux, CRI, dimming and electrical characteristics are provided on the individual luminaire specification sheets, available at www.bega-us.com

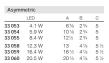
All BEGA standard finishes are matte, textured powder coat with minimum 3 mil hickness, BEGA Unitaries are flatter, exclude your technology, provides superior fade protection in Black, Bronze, and Silver. BEGA standard White, as well as optionally available RAL and custom colors, are a polyester powder.

NRTL listed to North American standards  $\cdot$  Suitable for wet locations Protection class IP 65











Asymmetric wide spread								
	LED	A	В	С				
33 023	4.0 W	6%	2¾	5				
33 046 33 049	5.9 W 7.8 W	10 1/4 12 1/2	23/4	5				
33 062 33 067	12.3 W 16.4 W	13 16 ½	4 1/6 4 1/6	5 ½ 5 ½				
33 098	20.5 W	20 1/2	47/6	5 1/2				





# WILSON + BLAIR

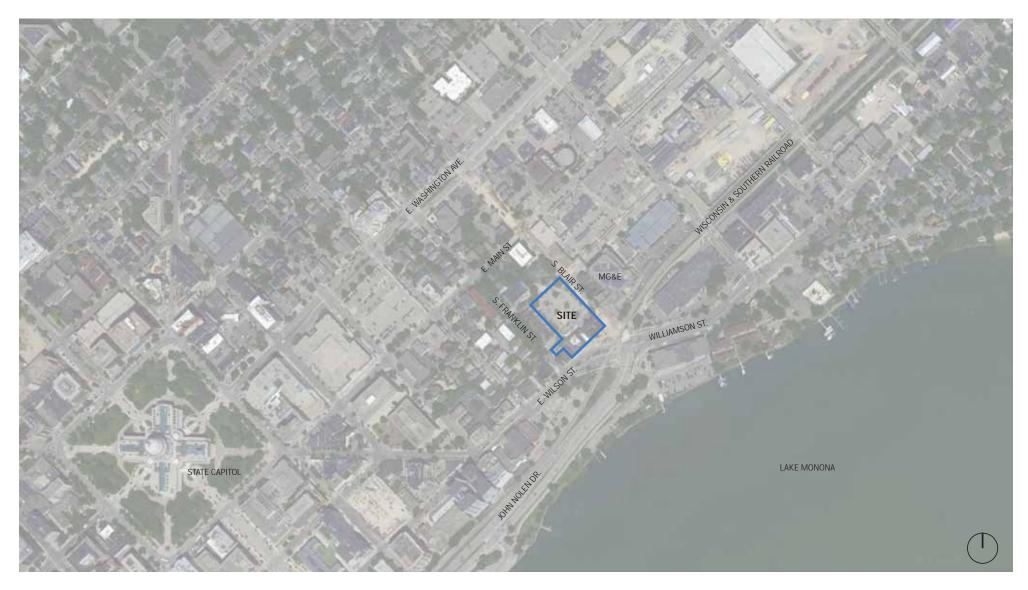
MADISON, WISCONSIN

JCAP REAL ESTATE

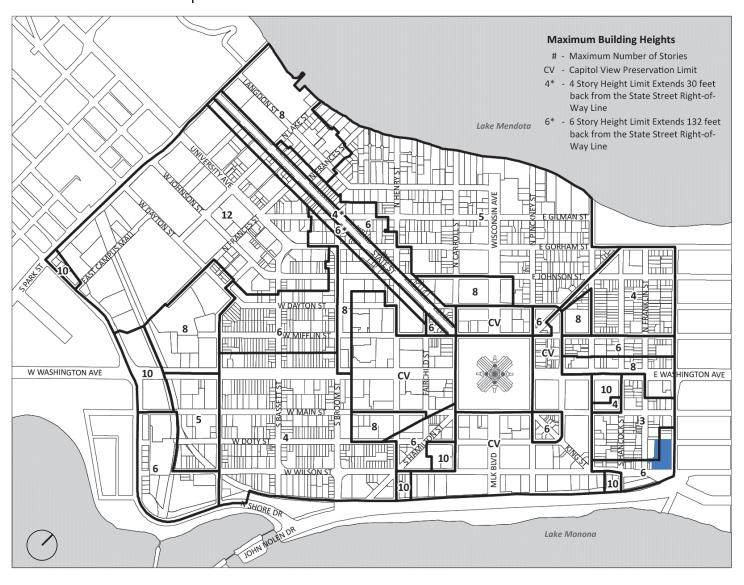
LANDMARKS + UDC FORMAL SUBMITTAL MAY 13, 2024

Kahler Slater

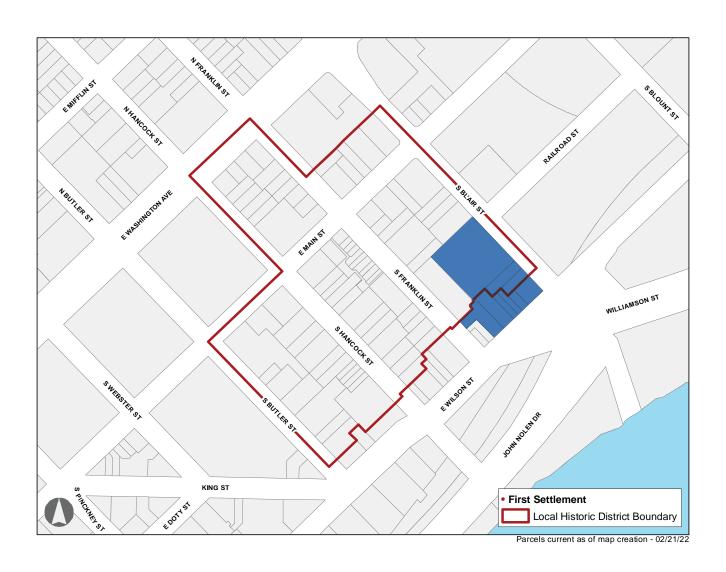
# LOCATOR MAP



# ZONING INFORMATION | HEIGHT MAP



# ZONING INFORMATION | HISTORIC DISTRICT



# ZONING INFORMATION | HISTORIC DISTRICT

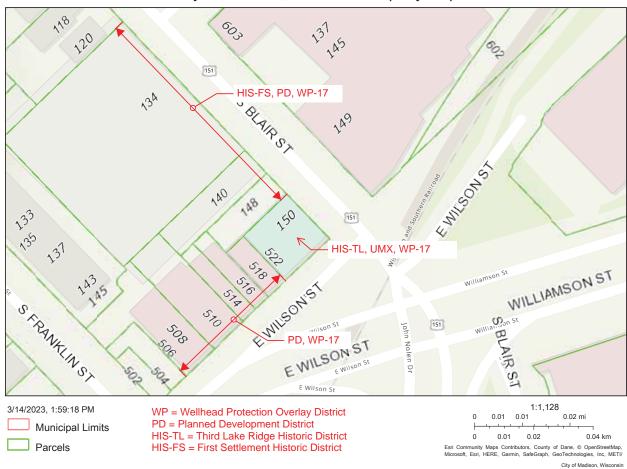


# ZONING INFORMATION | HISTORIC DISTRICT



# ZONING INFORMATION | PROPERTY MAP

City of Madison, Wisconsin Property Map

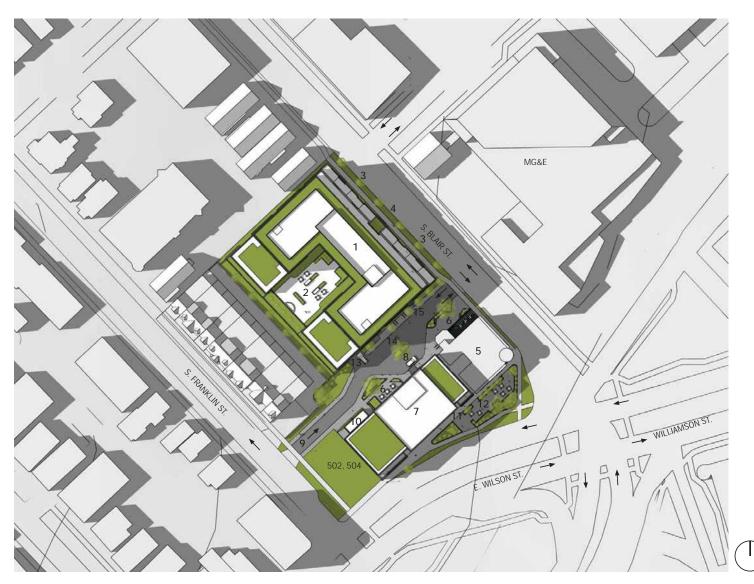


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## EXISTING SITE PLAN - PROPOSED PARCEL DELINEATIONS



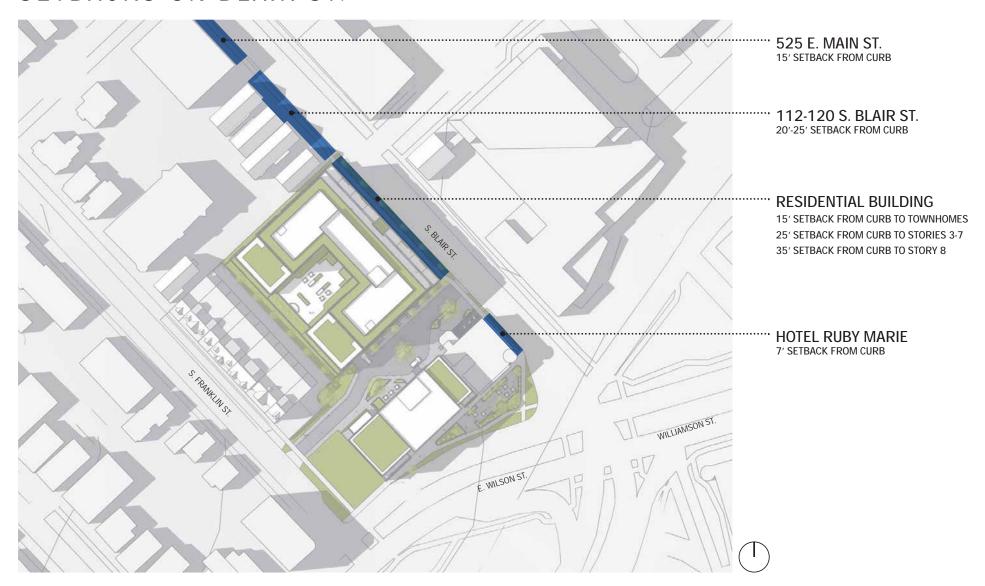
## SITE PLAN



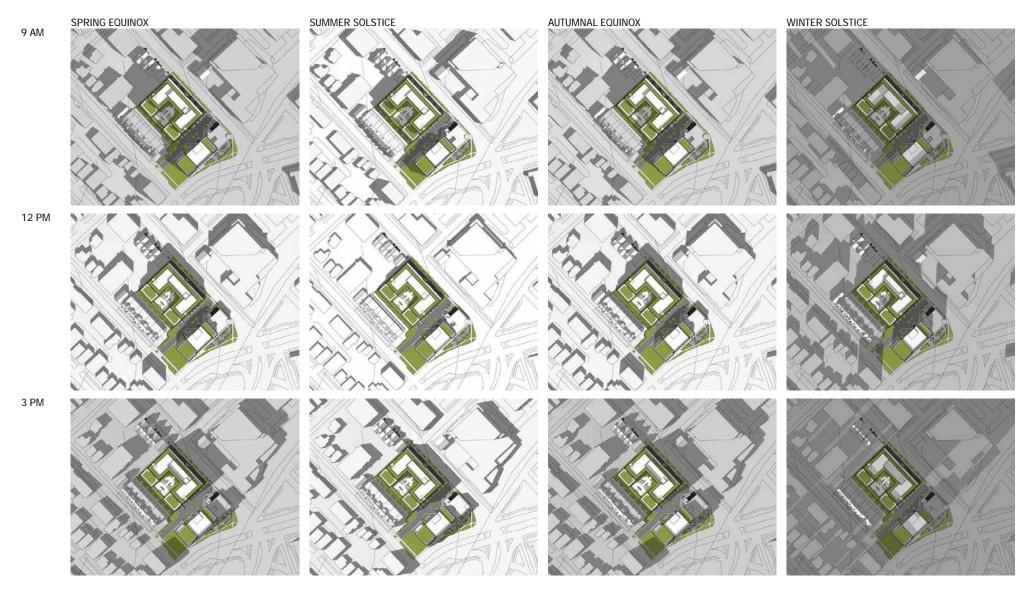
#### PLAN KEY

- 1. RESIDENTIAL BUILDING
  - 8 STORIES ABOVE GRADE, ~170 UNITS
  - AFFORDABLE HOUSING HEIGHT BONUS
- 2. PARKING PODIUM
  - AMENITY DECK ON TOP
- 3. WALK-UP TOWNHOMES
- 4. MAIN RESIDENTIAL ENTRY
- 5. EXISTING HOTEL RUBY MARIE
  - 3 STORIES
- 6. OUTDOOR SEATING
- 7. NEW HOTEL
  - 6 STORIES, 100 KEYS
  - GROUND FLOOR F&B AND AMENITES FOR
  - STREET ACTIVATION
- 8. HOTEL DROP-OFF
- 9. ONE-WAY ENTRANCE FROM FRANKLIN
- 10. HOTEL LOADING AREA
- 11.HOTEL PEDESTRIAN ENTRANCE OFF WILSON
- 12.POTENTIAL FUTURE STREATERY / PUBLIC ART
- 13. PARKING GARAGE ENTRANCE
  - ALSO SERVES AS TRASH PICKUP
- 14. "LIVING STREET" ALLEY WAY
  - ALSO SERVES AS A FIRE LANE
- 15. SECONDARY RESIDENTIAL ENTRY AND STREET-FRONTING AMENITY

## SETBACKS ON BLAIR ST.



# SHADOW STUDY



# AERIAL VIEW



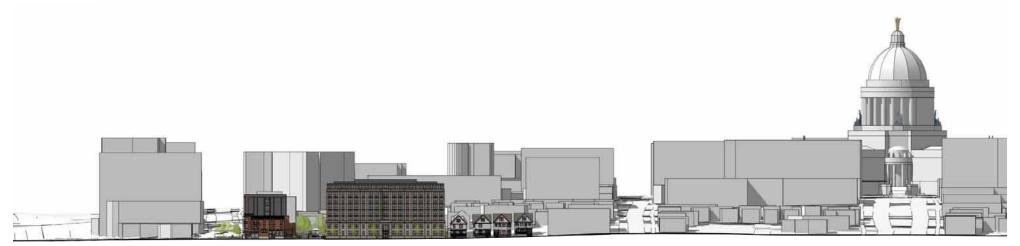
# **AERIAL VIEW**



## SITE ELEVATIONS



WILSON STREET SITE ELEVATION

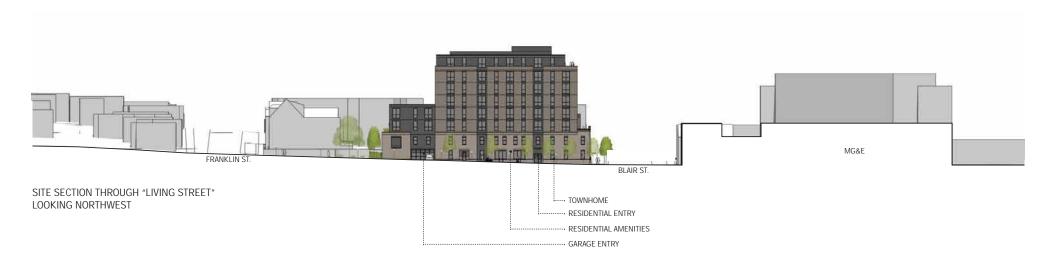


BLAIR STREET SITE ELEVATION

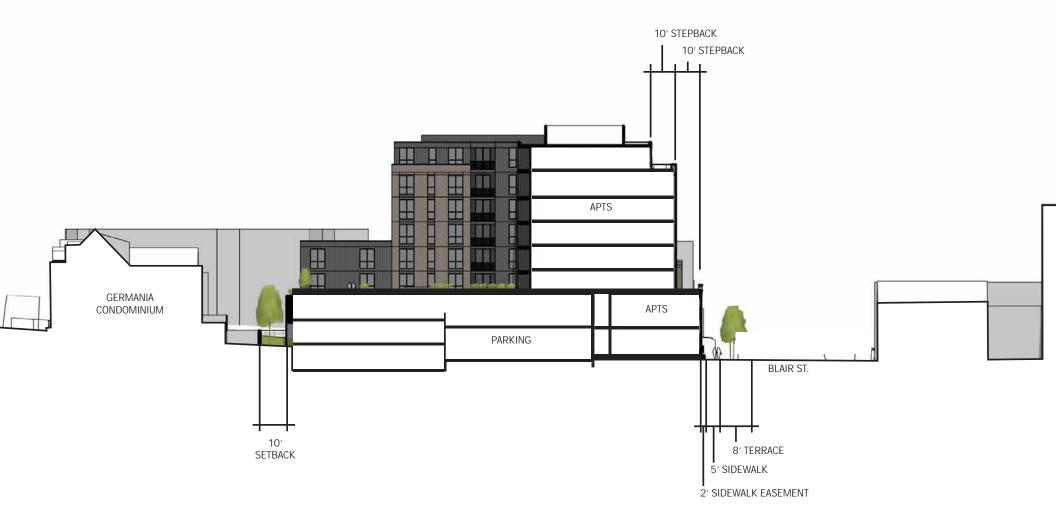
## SITE SECTIONS



SITE SECTION THROUGH RESIDENTIAL BUILDING LOOKING NORTHWEST



## SETBACKS AND STEPBACKS ON BLAIR



SITE SECTION THROUGH RESIDENTIAL BUILDING LOOKING NORTHWEST

# GROUND VIEW AT WILSON + BLAIR



## PREVIOUS DESIGN FROM 09/05/23 INFORMATIONAL SUBMITTAL



# SECTION 2 | MULTIFAMILY BUILDING ON BLAIR ST.



#### BLAIR STREET ELEVATION



# RESPONDING TO RELEVANT HISTORIC CONTEXT ON BLAIR STREET





**602 RAILROAD ST.**FLAT ROOF, MASONRY, WINDOW PROPORTIONS, CORNICE EXPRESSION, RELATIVE SCALE, ARCHED WINDOWS



631 RAILROAD ST.
FLAT ROOF, MASONRY, DOUBLE-HEIGHT ENTRY EXPRESSION, BASE WAINSCOT, CORNICE EXPRESSION, WINDOW GROUPINGS. RELATIVE SCALE, BEAUX ARTS STYLE, ARCHED WINDOWS



524 E. WILSON ST.
FLAT ROOF, MASONRY, BASE WAINSCOT, WINDOW PROPORTIONS. RELATIVE SCALE, ARCHED WINDOWS



631 RAILROAD ST.
MASONRY, BASE WAINSCOT, WINDOW
GROUPINGS, ARCHED WINDOWS







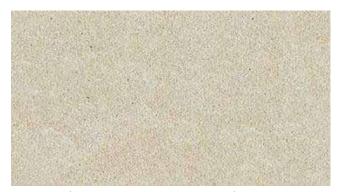




# BLAIR ST. ELEVATION



### MATERIAL PALETTE - MULTIFAMILY



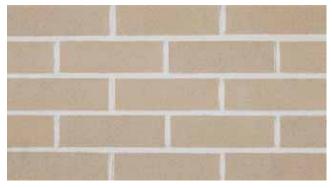
CAST STONE (BASE WAINSCOT AND WINDOW SILLS)



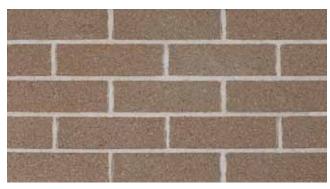
METAL SIDING - BLACK (CLADDING IN BETWEEN MASONRY EXPRESSIONS AND UPPER STORY)



ALUMINUM METAL COPING, TRIM AND WINDOW FRAMES



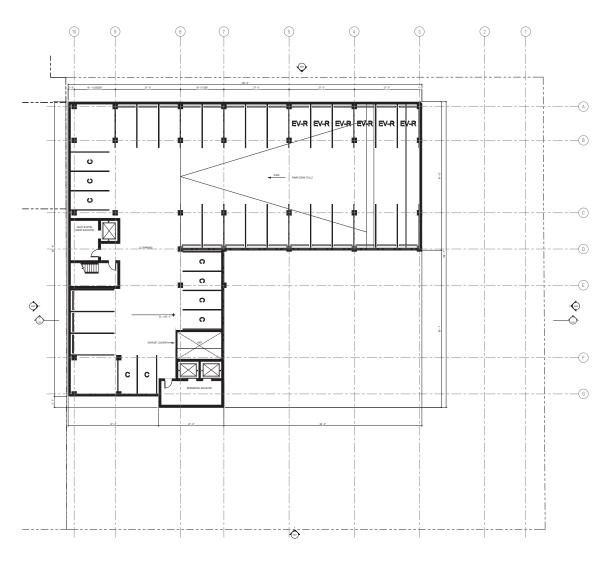
CLAY BRICK - LIGHT CREAM (BASE OF BUILDING)



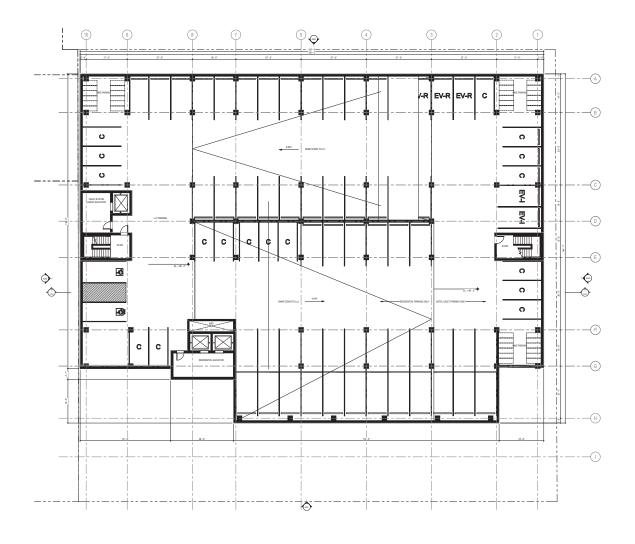
CLAY BRICK - GREY/BROWN (UPPER STORIES)



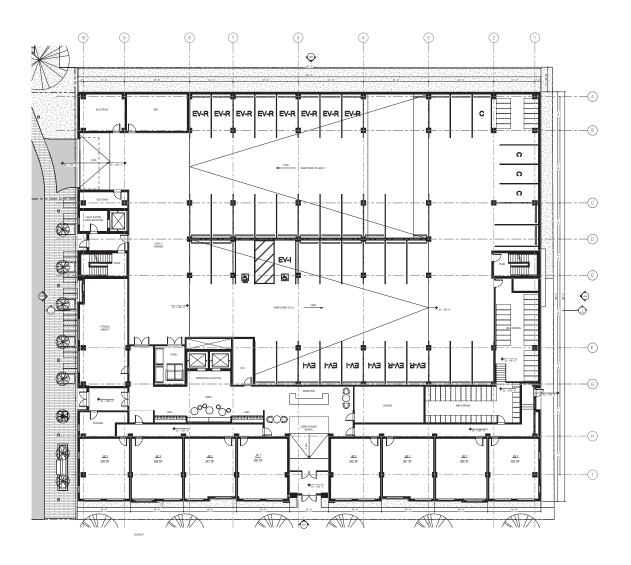
METAL PANEL, BLACK (WINDOW SPANDRELS UPPER STORIES)

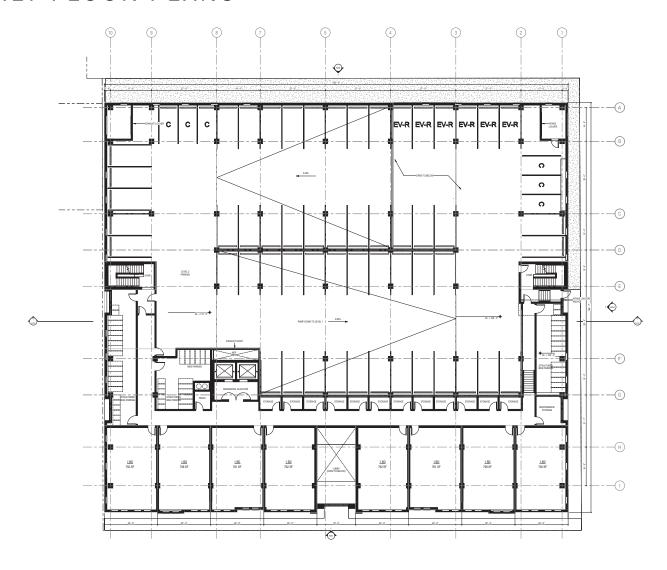


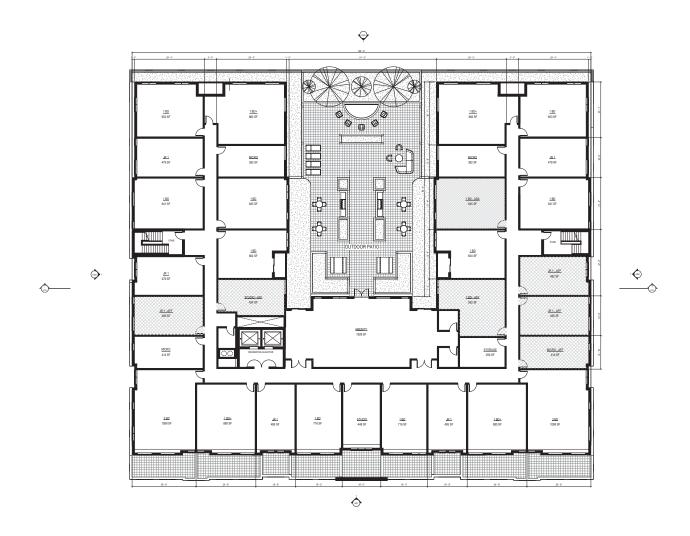
LOWER LEVEL 2



LOWER LEVEL









LEVEL 4

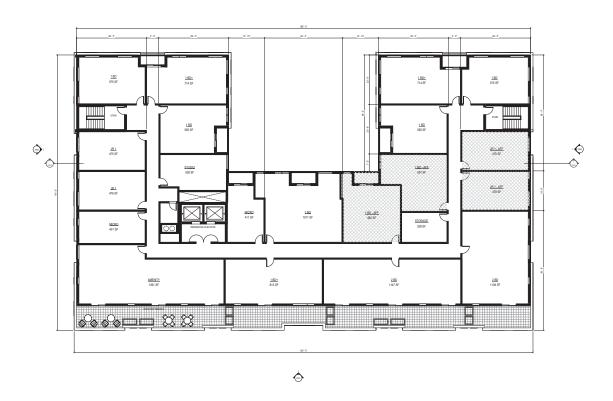


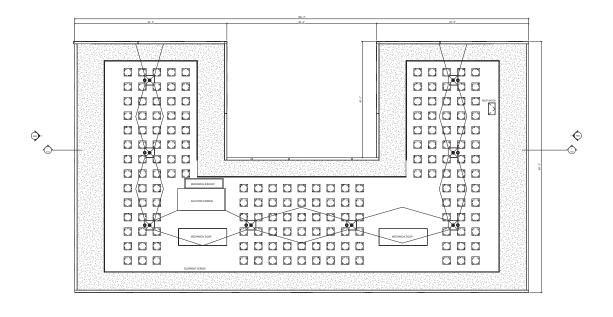




LEVEL 6 - 7







**ROOF LEVEL** 

# SECTION 3 | LIVING STREET

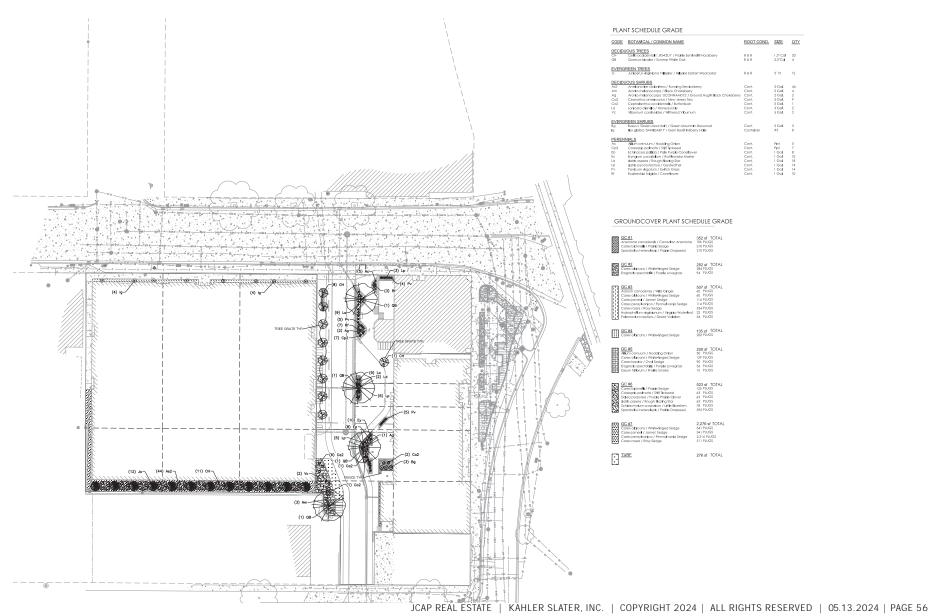




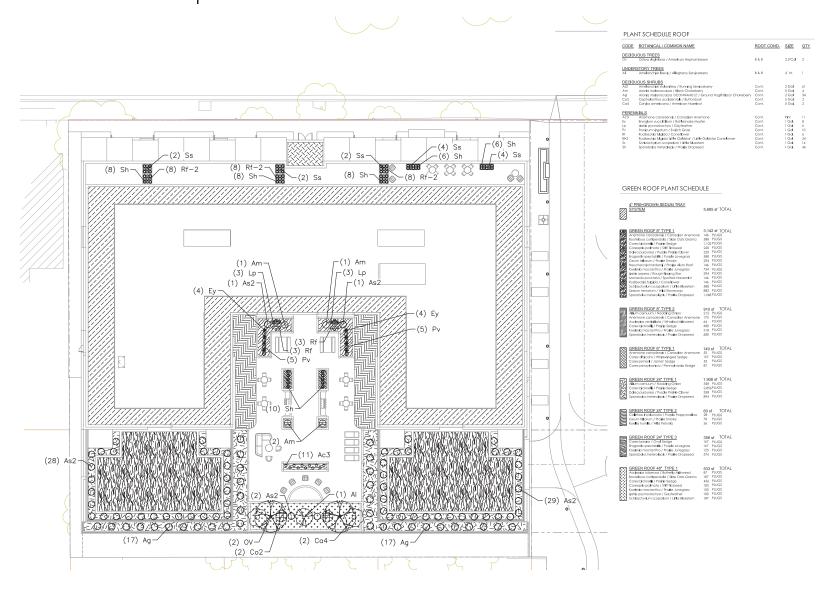




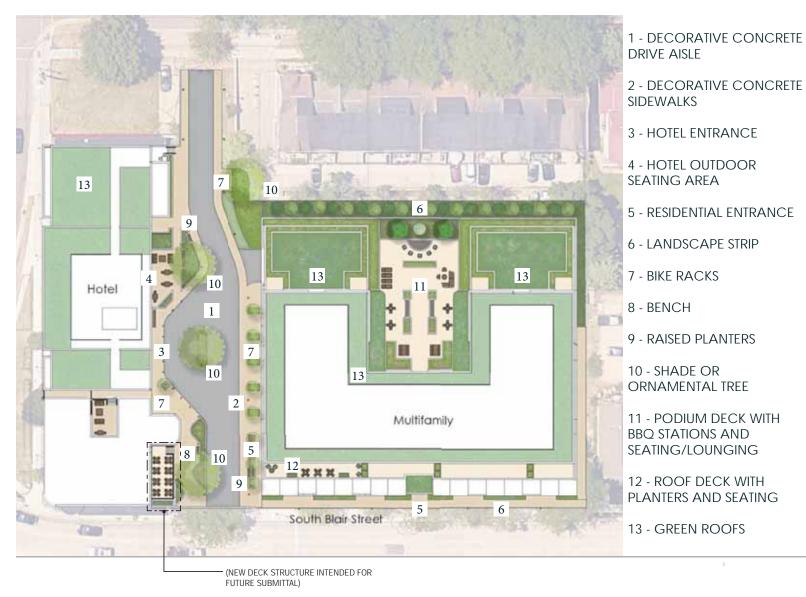
### LANDSCAPE PLAN



# LANDSCAPE PLAN | MULTIFAMILY ROOF



#### RENDERED LANDSCAPE PLAN



### SITE MATERIALS







BIKE RACK



WOOD SLAT BENCHES SMOOTH CONCRET PLANTERS



TREE GRATE

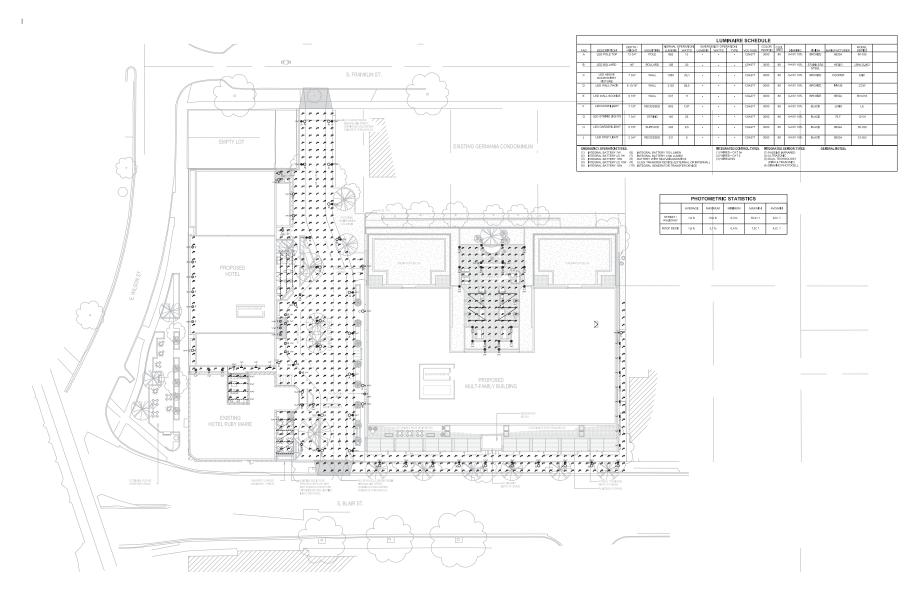


WALKING SURFACE SMALL SCALE RUNNING BOND PATTERN



DRIVE ISLE LARGE SCALE RUNNING BOND PATTERN

### PHOTOMETRIC PLAN



#### LIGHTING SELECTIONS

#### **GARDEN LIGHTS**



#### POLE LIGHTS AND BUILDING SCONCES

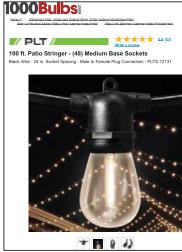


STEP LIGHTS



SITE LIGHTING

#### STRING LIGHTS



#### **BOLLARDS**



#### **ENTRY LIGHTS**



#### WALL PACKS



#### HOTEL DECORATIVE FACADE LIGHTS



#### **BUILDING LIGHTING**

# GROUND VIEW OF LIVING STREET LOOKING SOUTHWEST



# GROUND VIEW OF LIVING STREET LOOKING NORTHEAST



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