



June 26, 2023

City of Madison
Urban Design Commission
215 Martin Luther King Jr Blvd
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 Residences, 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





City of Madison Urban Design Commission:

At the April 26, 2023, Urban Design Commission Meeting, the UDC gave final approval for The Moment Residences mixed-use proposal. Final approval did not include the building accent lighting. This submittal is requesting final approval for The Moment's building accent lighting.

Proposal

Our intent, aligning with the City's Downtown Urban Design Guidelines, is to provide a subtle, indirect glow on the building as accent lighting that blends into the Madison skyline.

The accent lighting was carefully designed to accentuate the building architecture while maintaining minimal intensity as to not overbear the Madison skyline. This design will be compatible on a city, neighborhood, and block level.

The Moment's building lighting, fixtures, and cabinets will comply with all city ordinances and design standards.

Our accent lighting design features two parts: vertical lighting and 15th floor overhang lighting.

Vertical lighting is depicted as fixture L-4 on the plans and the 15th floor overhang lighting is depicted as fixture L-3. We've included spec sheets that show details on light emission and mounting cabinets for the L-3 and L-4 building accent lights. We have also provided nighttime views of the Madison skyline from Olin Park, John Nolan Drive, and a drone view over Lake Monona. These views interlay The Moment to show the subtle proposed accent light design and minimal intensity from these fixtures against the skyline and surrounding buildings.

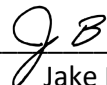
The spec sheets show details on light emission and mounting cabinets for the fixtures. Both cabinets effectively hide the light source by use of a lens and a J-channel.

Closing

The project team has continuously looked to maintain a timeless building design that adds the Madison skyline. We are pleased to submit our exterior building accent design to the UDC. Thank you for your consideration of The Moment.

Sincerely,

The Moment Residences, LLC

By:  _____
Jake Bunz, Development Manager

