



315 Oconee St
Athens, GA 30601
P 706.543.1910
www.landmark-properties.com

October 20, 2025

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

**Re: Letter of Intent
411 West Gilman Street**

On behalf of LCD Acquisitions, LLC, we are pleased to submit the attached formal application packet. This Letter of Intent and accompanying packet outlines our request for redevelopment of 411 West Gilman Street, located between State Street and University Avenue, into a mixed-use development featuring affordable student housing and ground-floor commercial retail space.

Applicant:

LCD Acquisitions, LLC, 315 Oconee Street, Athens, GA 30601
Contact: Jason Doornbos | jdoornbos@LandmarkProperties.com | 470-517-6035

Owners:

411 West Gilman Street
Cook and Erickson
203 E. Main St., Apt. 315, Waunakee, WI 53597

415 West Gilman
Master Hall Associates, LLP
401 N. Carroll St., Madison, WI 53703

421 West Gilman
421 West Gilman Street, LLC
121 S. Brittingham Place, Madison, WI 53715

425 West Gilman
Mullins Apartments, LLP
401 N. Carroll St., Madison, WI 53703

433 West Gilman
Fisher Construction, Inc.
Ridgeview Investments of Madison, LLP
N17W24222 Riverwood Drive, Ste. 250
Waukesha, Wisconsin 53188

Architect:

Myefski Architects, Inc., 400 North Michigan Avenue, Suite 400, Chicago, IL 60611
Contact: John Myefski | jmyefski@myefski.com | 312.763.2400

Civil Engineer and Site Landscape:

Vierbicher, 999 Fourier Drive, Suite 201, Madison, WI 53717

Contact: Sarah Church | Schu@vierbicher.com | 608.821.3943

The applicant requests approval for the following:

- Rezone one (1) parcel from Downtown Core (DC) to Urban Mixed Use (UMX)
- Conditional Use
 - New construction greater than 20,000 square feet
 - New construction of a building in UMX District greater than eight (8) units
 - Rooftop outdoor recreation
- Demolition of existing structures
- CSM to create one (1) lot for development

Site Data / Parcels:

The development will combine five (5) parcels; from 411-433 West Gilman Street. All parcels are currently zoned UMX except for 411 West Gilman. This application includes a request to rezone 411 West Gilman from DC to UMX.

| Address | Existing Use | PIN | Existing Zoning | Acreage |
|-----------------|-----------------|-----------------|-----------------|-----------|
| 411 West Gilman | Restaurant | 0709-232-0104-3 | DC | 4,378 SF |
| 415 West Gilman | Apartments | 0709-232-0105-1 | UMX | 13,093 SF |
| 421 West Gilman | Apartments | 0709-232-0106-9 | UMX | 4,356 SF |
| 425 West Gilman | C-2 Parking Lot | 0709-232-0107-7 | UMX | 9,535 SF |
| 433 West Gilman | Apartments | 0709-232-0108-5 | UMX | 7,896 SF |

Legal Description:

Lots 5-6, Block 10, University Addition to Madison, recorded in Volume A of Plats on Page 9 as Document Number 109 and Part of Lots 4-5, all of Lots 6-7, and part of Lot 8, Block 39, Original Plat of Madison, recorded in Volume A of Plats on Page 3, as Document Number 102, Dane County Registry, located in the NE1/4 of the NW1/4 and the NW1/4 of the NE1/4 of Section 23, T7N, R9E, City of Madison, Dane County, Wisconsin, described as follows: Commencing at the north quarter corner of said Section 23; thence S00°00'48"W, 232.64 feet along the west line of said NE1/4 to a point on the southeasterly right of way line of West Gilman Street and point of beginning; thence N46°20'54"E, 156.05 feet along said southeasterly right of way line; thence S43°38'24"E, 132.16 feet to a point on the northwesterly line of Lot 11, Block 13, Original Plat of Madison; thence S46°23'36"W, 297.18 feet along the northwesterly line of Lots 11-14, Block 39, said Original Plat of Madison and the northwesterly line of Lot 1, Certified Survey Map Number 14091, recorded in Volume 94 of Certified Survey Maps on Pages 285-290, as Document Number 5189753; thence N43°45'00"W, 131.93 feet along the northeasterly line of said Lot 1 to said southeasterly right of way line of West Gilman Street; thence N46°20'54"E, 141.39 feet along said southeasterly right of way line to the point of beginning.

Contains 39,258 square feet (0.901 acres).

Project Description:

The proposed project is a mixed-use development featuring 260 residential units, a ground-level lobby and leasing area, and retail tenant space. Resident amenities will be located on Level 11 and include a clubhouse, fitness room, and an outdoor amenity deck with a pool. The building's east side will rise 10 stories and feature a rooftop amenity deck, while the west side will reach 15 stories. Two ground-floor

units will be designed in a walk-up style, with the remaining residences ranging from studio to five-bedroom apartments.

The project is designed to utilize the recently adopted downtown height ordinance amendment, enabling additional floors in exchange for dedicating 10% of the beds to students in need of financial assistance. These designated beds will be offered at a discounted rental rate through collaboration with the University of Wisconsin.

Parking will be provided in two levels of structured parking between the ground floor and basement, with access via a single entrance on Gilman Street. Long-term bike parking will be available in dedicated parking rooms on the ground floor and in the basement, while short-term bike parking will be located along Gilman Street and the sidewalks on the east and south sides of the project.

Project Description (Cont.):

The architectural design is composed of two distinct masses. The first, or base mass, features four differentiated elevations to break up the street façade. One of these façades will pay homage to the existing 433 West Gilman / Stratford Apartments architecture in an effort to honor the neighborhood's character. The rest of the base mass will be primarily constructed with brick veneer to further harmonize with the surrounding context.

The second mass begins at Level 5 and is set back from the base with varying heights to create visual interest. Its façade will consist of a window wall system incorporating a mix of clear glazing, spandrel glass, and composite metal panels. Vertical and horizontal articulation will be achieved through window wall glazing wrapping the building and balconies that punctuate and break up the upper façade.

Project Summary:Site

| | |
|-----------------|---------|
| Site Area: | 39,258 |
| Gross FAR Area: | 387,012 |
| FAR: | 986% |

Building Coverage

| | |
|-----------|---------------------------|
| Allowed: | 90% max coverage |
| Provided: | 89% at 34,891 square feet |

Building Height Limitations

| | |
|------------------|--|
| Downtown Height: | 12 stories (172'-0") / 8 stories (116'-0) / 6 stories (88'-0)* Or Capital View Preservation Limit |
|------------------|--|

| | |
|-----------|--|
| Proposal: | 15 Stories / 11 Stories / 7 stories* Capital View Preservation Limit, max height not exceeded |
|-----------|--|

**State Street Setback*

Multi-Family Housing

| | |
|------------------|-----------|
| Studio | 4 |
| 1 bedroom | 3 |
| 1 bedroom (DO**) | 35 |
| 2 bedroom | 25 |
| 2 bedroom (DO**) | 60 |
| 3 bedroom | 10 |
| 4 bedroom | 38 |
| <u>5 bedroom</u> | <u>85</u> |
| Total Units: | 260 |

***DO= Double Occupancy*

| | |
|-----------------------|-----|
| <u>Bedrooms Total</u> | 974 |
|-----------------------|-----|

| | |
|------------------------------|-------|
| <u>Retail Square Footage</u> | 2,544 |
|------------------------------|-------|

Vehicle Parking

| | |
|-----------------|-----------|
| First Floor | 34 |
| <u>Basement</u> | <u>38</u> |
| Total | 72 |

20% of vehicle parking to be EV ready, 2% to be EV Installed.

Project Summary (Cont.):

Bike Parking:

| | |
|---------------------|--------------|
| Long Term Required: | 430.5 spaces |
| Provided: | |
| First Floor | 93 |
| Basement | 305 |
| <u>On Grade</u> | <u>33</u> |
| Total: | 431 |

| | |
|----------------------|-------------|
| Short Term Required: | 27.3 |
| Provided: | 28 on grade |

Project Schedule:

| | |
|--|--------------------|
| Initial Staff Meetings: | May 12, 2025 |
| Meeting with Alder Ochowicz: | June 26, 2025 |
| Development Assistance Team (DAT) Meeting: | July 17, 2025 |
| Follow up Meeting with City Planning and Zoning Staff: | August 4, 2025 |
| UDC Informational Meeting: | September 3, 2025 |
| Joint Campus Area Committee (JCAC) Meeting: | September 25, 2025 |
| Neighborhood Post Card Meeting with Staff and Alder: | September 29, 2025 |
| Formal LUA and CSM Submittal: | October 20, 2025 |
| Target Construction Commencement Date: | Fall 2026 |
| Target Occupancy: | Fall 2029 |

Adopted Plan & Review Standards:

The proposed development aligns closely with the principles outlined in the *City of Madison Downtown Plan*, advancing its vision for a vibrant, walkable, and contextually sensitive urban core. The design thoughtfully integrates urban design, neighborhood context, and architectural continuity to strengthen the public realm and contribute to downtown’s evolving identity.

At the street level, a transparent lobby and active retail frontage enhances pedestrian vitality in keeping with the Plan’s call for animated, people-oriented streets. Service areas are discreetly recessed to preserve an uninterrupted pedestrian experience, while the building base reinterprets the façade of 433 West Gilman, extending its established rhythm and materials across the frontage. Awnings and canopies provide weather protection and reinforce a cohesive streetscape character consistent with the Plan’s recommendations for human-scaled design.

The building’s massing responds directly to its surroundings, employing a stepped podium and tower to minimize perceived height and maintain compatibility with adjacent structures. The inclusion of affordable student housing supports the Plan’s goals for a diverse and inclusive residential downtown, while contributing to increased density in a thoughtfully calibrated manner. The tiered height strategy follows Madison’s Downtown Height Map, transitioning from 8 stories near State Street to 11 stories mid-block, and culminating in a 15-story volume on the west. The design carefully respects the Capitol Viewshed height limit of 187’-2 1/2” above Gilman Street, ensuring the skyline remains harmonious with the city’s iconic silhouette.

Conditional Use Approval Standards:

1. *The establishment, maintenance, or operation of the conditional use will not be detrimental to or endanger the public health, safety, or general welfare.*
 - The proposed mixed-use development, which includes internal vehicular parking, is compatible and consistent with the surrounding uses and will not create conditions detrimental to public health, safety, or general welfare.
2. *The City is able to provide municipal services to the property where the conditional use is proposed, given due consideration of the cost of providing those services.*
 - The subject property is already served by existing municipal infrastructure, and the proposed conditional use will not place undue demand on the services.
3. *The uses, values, and enjoyment of other property in the neighborhood for purposes already established will not be substantially impaired or diminished in any foreseeable manner.*
 - The proposed project is compatible and consistent with surrounding uses and is not anticipated to impair or diminish the existing uses, values, or enjoyment of neighboring properties in any foreseeable manner.
4. *The establishment of the conditional use will not impede the normal and orderly development and improvement of the surrounding property for uses permitted in the district.*
 - The proposed conditional use is compatible and consistent with surrounding properties and will not hinder the normal and orderly development or improvement of nearby properties for permitted uses within the district.
5. *Adequate utilities, access roads, drainage, parking supply, internal circulation improvements, including but not limited to vehicular, pedestrian, bicycle, public transit, and other necessary site improvements have been or are being provided.*
 - The proposed project includes the necessary site improvements to adequately support the development without adverse impacts on surrounding properties.
6. *The conditional use conforms to all applicable regulations of the district in which it is located.*
 - The proposed project meets the standards of the UMX zoning district and downtown plan.
7. *When applying the above standards to an application by a community living arrangement, the Plan Commission shall:*
 - Not Applicable. Community living is not proposed.
8. *When applying the above standards to any new construction of a building or an addition to an existing building the Plan Commission shall find that the project creates an environment of sustained aesthetic desirability compatible with the existing or intended character of the area and the statement of purpose for the zoning district. In order to find that this standard is met, the Plan Commission may require the applicant to submit plans to the Urban Design Commission for comment and recommendation.*
 - The project team met with the Design Assistance Team (DAT) on July 17 and August 4, 2025, to receive guidance on the design direction. The proposed project is now being submitted to the Urban Design Commission (UDC) review and consideration.

Conditional Use Approval Standards (Cont.):

9. *When applying the above standards to an application for a reduction in off-street parking requirements, the Plan Commission shall consider and give decisive weight to all relevant facts, including but not limited to, the availability and accessibility of alternative parking; impact on adjacent residential neighborhoods; existing or potential shared parking arrangements; number of residential parking permits issued for the area; proximity to transit routes and/or bicycle paths and provision of bicycle racks; the proportion of the total parking required that is represented by the requested reduction; the proportion of the total parking required that is decreased by Sec. 28.141. The characteristics of the use, including hours of operation and peak parking demand times design and maintenance of off-street parking that will be provided; and whether the proposed use is now or a small addition to an existing use.*
 - The proposed project meets the vehicle and bicycle parking requirements for the Urban Mixed Use (UMX) zoning district as illustrated on the Development Matrix included in this packet. The site is situated near transit routes, bicycle paths, and vehicle sharing stations.
10. *When applying the above standards to telecommunication facilities, the Plan Commission shall consider the review of the application by a professional engineer required by Sec. 28.143.*
 - Not Applicable.
11. *When applying the above standards to an application for height in excess of that allowed in the district, the Plan Commission shall consider recommendations in adopted plans; the impact on surrounding properties, including height, mass, orientation, shadows and view; architectural quality and amenities; the relationship of the proposed building(s) with adjoining streets, alleys, and public rights of ways; and the public interest in exceeding the district height limits.*
 - Not Applicable.
12. *When applying the above standards to lakefront development under Sec. 28.138, the Plan Commission shall consider the height and bulk of principal buildings on the five (5) developed lots or three hundred (300) feet on either side of the lot with the proposed development.*
 - Not Applicable.
13. *When applying the above standards to an application for height in excess of that allowed by Section 28.071(2)(a) Downtown Height Map for a development located within the Additional Height Areas identified in Section 28.071(2)(b), the Plan Commission shall consider the recommendations in adopted plans, and no application for excess height shall be granted by the Plan Commission unless it finds that all of the following conditions are present:*
 - a. *The excess height is compatible with the existing or planned (if the recommendations in the Downtown Plan call for changes) character of the surrounding area, including but not limited to the scale, mass, rhythm, and setbacks of buildings and relationships to street frontages and public spaces.*
 - b. *The excess height allows for a demonstrated higher quality building than could be achieved without the additional stories.*
 - c. *The scale, massing and design of new buildings complement and positively contribute to the setting of any landmark buildings within or adjacent to the projects and create a pleasing visual relationship with them.*
 - d. *For projects proposed in priority viewsheds and other views and vistas identified on the Views and Vistas Map in the City of Madison Downtown Plan, there are no negative impacts on the viewshed as demonstrated by viewshed studies prepared by the applicant.*
 - Not Applicable.

Conditional Use Approval Standards (Cont.):

14. *When applying the above standards to an application to redevelop a site that was occupied on January 1, 2013 by a building taller than the maximum building height allowed by Section 28.071(2)(a) Downtown Height Map, as provided by Section 28.071(2)(a)1., no application for excess height shall be granted by the Plan Commission unless it finds that all the following additional conditions are also present:*
 - a. *The new building is entirely located on the same parcel as the building being replaced.*
 - b. *The new building is not taller in stories or in feet than the building being replaced.*
 - c. *The new building is not larger in total volume than the building being replaced.*
 - d. *The new building is consistent with the design standards in Section 28.071(3) and meets all of the dimensional standards of the zoning district other than height.*
 - e. *The Urban Design Commission shall review the proposed development and make a recommendation to the Plan Commission.*
 - Not Applicable.
15. *When applying the above standards to an application for limited production and processing use, the Plan Commission shall consider the effect of such a use on the surrounding properties, including the effects of odors, noise, vibration, glare, hours of operation, and other potential side effects of a manufacturing process.*
 - Not Applicable.
16. *When applying the above standards to an application for allowable projections into the capitol view height area, the Plan Commission shall only approve the projection if it determines the encroachment is the minimum necessary and does not significantly impact the long views of the State Capitol building.*
 - Not Applicable.

Downtown Design Guidelines:

Site Design + Building Placement

Orientation:

The development reinforces the urban block with a consistent street wall and tiered massing that supports residential density while respecting neighborhood scale. At the street level, a transparent lobby and active retail frontage enhance pedestrian vitality. A parking garage and service areas are discreetly recessed to preserve an uninterrupted pedestrian experience, while the building base reinterprets the façade of 433 West Gilman, extending its established rhythm and materials across the frontage. Awnings and canopies integrate signage, provide weather protection, and reinforce a cohesive streetscape character, contributing to a contextually appropriate and engaging public realm.

Access + Site Circulation:

The primary entrances for both the residential lobby and retail spaces are located along Gilman Street, offering a transparent and direct visual connection to the active interior spaces while creating a welcoming street presence. Service functions, including garage and refuse access, are recessed from view to minimize their impact and preserve the integrity of the streetscape. Vehicle parking is provided at the ground level and within the basement, while bicycle parking is available along Gilman Street, on the east sidewalk, and within the open area on the south side of the project. Long-term bicycle parking is accommodated on the ground floor and in the basement.

Useable Open Space – Residential Development:

The project prioritizes resident well-being through a variety of open spaces, including three (3) internal courtyards that bring natural light into the building's core and create calm, inviting areas for study and gathering. Balconies provide private outdoor access and reinforce the building's architectural rhythm, while a landscaped amenity deck on Level 11 offers active recreational space with expansive views of Madison. Together, these features enhance livability and strengthen the building's overall design integrity.

Landscaping:

Landscaping along Gilman Street will enhance the streetscape character through a native planting approach that complements the surrounding context. The east walkway and south open space will feature contextual landscaping and site-sensitive detailing designed to enrich the project's identity while fostering a safe and welcoming environment.

Lighting:

Lighting will be designed to create a comfortable neighborhood ambiance while enhancing site safety and reinforcing the project's overall visual cohesion. Special attention will be given to light the ground floor around the entire building to enhance safety.

Downtown Design Guidelines (Cont.):

Architecture

Massing:

The building's massing responds directly to its surroundings, employing a stepped podium and tower to minimize perceived height and maintain compatibility with adjacent structures. The tiered height strategy follows Madison's Downtown District Maximum Height Map, transitioning from 8 stories near State Street to a 15-story volume near the taller, higher-density neighborhood to the west.

Building Components:

The design establishes a contextually grounded base by reinterpreting the rhythm and materiality of the façade at 433 West Gilman, anchoring the building within its streetscape. Above, the tower introduces a composition of glass, spandrel, and metal panel elements, articulated by balconies that modulate the massing and create a dynamic vertical expression. Together, the base and upper volumes maintain visual continuity through proportion, alignment, and material transitions, resulting in a cohesive architectural composition that responds to both scale and context.

Visual Interest:

The building is articulated with base, middle, and top components, establishing a strong urban presence and sense of scale. The brick and glass base anchors the structure within the streetscape, while a step-back at Level 5 introduces a vertical rhythm of glass and metal panels articulated by balcony projections. This transition emphasizes the shift in material expression and culminates in a continuous ribbon of glass at the top floor, creating a visually cohesive and contemporary skyline profile.

Door and Window Openings:

The project draws inspiration from the façade of 433 West Gilman and establishes a base that aligns with the scale, rhythm, and material character of the surrounding streetscape. Above, a composition of glass, spandrel, and metal panels reflects design elements found in neighboring buildings, allowing the overall form to engage both its context and the evolving architectural language of the district.

Building Materials:

The design employs a refined palette of high-quality, durable materials that create visual interest and establish a distinct architectural identity, while remaining responsive to the character of the surrounding built environment.

Terminal Views and Highly-Visible Corners:

Although the site is not positioned at a major intersection or terminus, the design emphasizes the building's presence through its form and orientation, making thoughtful use of available views to reinforce the prominence of the site within the downtown core.

Awnings and Canopies:

Awnings and canopies are thoughtfully integrated into the building's design to complement its architectural expression. Incorporating signage within these elements provides weather protection and enhances the building's material and textural richness without obscuring its architectural character.

Signage:

Signage will be thoughtfully integrated into the building's overall design, complementing the architecture and reinforcing its cohesive identity. We anticipate signage will be incorporated within awnings and canopies, signage will be simple, well-conceived, and compatible with the project's materials, scale, and detailing. Future submissions will ensure compliance with the City's sign control ordinance in Chapter 31 MGO, and to maintain visual harmony and regulatory compliance.

Thank you for your time and consideration in reviewing our application. Please reach out with any questions you may have, and we look forward to your feedback.

Sincerely,
LCD Acquisitions, LLC