

Letter of Intent – Plan Commission – 139 West Wilson

July 15, 2024

Overview

The intent of the project is to create more affordable housing for those that want to live in and work in downtown Madison. The means by which we achieve this is through A.) maximizing the land use density, and B.) a design that maximizes efficiency while not sacrificing functionality. We believe that there is a strong need to not only provide this type of housing but to create a meaningful sense of place.

The proposed redevelopment of 139 West Wilson is a demolition of the existing low-density mixed-use building and off-street parking and the creation of 320 (316 One-BR and, 4 Two BR) residential apartments. The site is in the Urban mixed-use (UMX) district and falls under the Capitol view preservation limit.

The UMX District is intended to provide opportunities for high-density residential and office uses in combination with limited retail and service uses designed to serve the immediate surroundings. The proposed use will require a conditional use approval since it is greater than 4 dwelling units. The proposed project will also require conditional approval of a penthouse enclosing the elevator overrun and one stair overrun for Madison Fire Department roof access to exceed Capital View Preservation Height limit.

Demolition Standards

The existing property and building are under-utilized when considering Madison's need for housing in general and specifically more affordable or workforce housing. We are proposing the existing building be demolished. The demolition standards will be met, and a re-use and Recycling Plan will be submitted prior to the deconstruction of the existing development.

Design

This proposal is unique by nature. It is also a means by which one can provide a necessary form of housing to the downtown core of Madison.

Regarding Standard 9. At its January 24, 2024 meeting, the UDC found that conditional use standard 9 is not met, that it had concerns about site circulation as it relates to standard 6, and that some of the Downtown Urban Design Guidelines are not met, including, but not limited to those that generally speak to lighting, a higher level of visual interest, and site circulation guideline for minimizing visual presence of vehicular circulation. We believe that questions and concerns for site circulation have been addressed in the work we have done addressing standard 5 and 6. We believe that the proposal is a creative redevelopment and planning solution and that at least one of the Downtown urban design guidelines that was discussed is nearly impossible to meet in its current form. Our primary position is that meeting the definition of higher level of visual interest is

mostly a subjective one. This proposal is unique by nature. We believe the redevelopment solution is a strong one and the design does provide a higher level of visual interest. We ask you to decide that for yourselves.

To address conditional approval standards 5 and 6 we have worked with Sean Malloy on site plan changes to improve traffic concerns, Trent Shulz on our TDM plan, Colin Punt on a Property management Outline for resident move-in/move-out (MI-MO), car share, and trash and recycle servicing, and Jacob Moskovits on receiving a reduction in the number of guest bike parking stalls from 32 to 21.

Regarding standard 17, the encroachment into the Capital View preservation area is the minimum necessary and does not significantly impact the long views of the State Capitol building. The proposed projection is smaller than others that have been recently approved both in terms of height and area.

We explored various design changes following the suggestions and design discussions with UDC last September. We have changed the base, created stronger verticality, removed the rear art wall, created a paved path directly from sidewalk to the rear garden, incorporated the wood longboard accent to the benefit of each façade individually, increased the size and shifted the location of the entry portal to increase its presence for the pedestrian, strengthened the top band of the building, strengthened the entry corner window pattern, provided more detail on the integrated window frame and louvers, as well more detail on the glass curtain wall and art wall assembly as well as the associated internal lighting.

The primary exterior material will be a highly durable acid etched concrete, with a custom faceted form and pattern. The faceting will occur on all facades. The facets incorporate a horizontal and vertical articulation and twist within each 1' x 4' unit, creating a shadow and textural effect that changes based on view, time of day, sun angle, and sky clarity.

Curtain wall art enclosures: The art images would be color jet printed on 4' x 10' Dibond Aluminum composite panels, mounted behind a glass curtain wall system and internally lit with vertically continuous Neon-LED light source. These would occur in the following locations:

- Recessed Wilson Street entry condition with 51 feet tall, L-shaped (10' x 20') wide.
- The interior walls of the car share garage without the glass curtain wall assembly.

The front entry doors are wrapped in a 16 feet tall walnut portal. All windows and doors have a dark bronze aluminum frame and the glass on all windows and doors shall be slightly tinted to allow views into and out of the interior.

Resident amenities include:

- Community lounge on top floor with views to lake
- Remote workspace
- Fitness Center
- 3,230 SF private garden for residents
- On site car share program
- Laundry room on every floor
- Separate mail and secure package rooms

Project Data

Lot Area:	17,193 SF / .395 acres
Dwelling units:	320 D.U.
Lot Area/D.U.	53.7 SF/D.U.
Building footprint:	9,692.7 SF
Lot coverage:	12,128.4 SF / 70.4%
Gross Square footage:	157,292 GSF
Number of stories:	16
Major Building Height:	164.05'

Height: Max height for this proposal given MGO 28.134 (3) - Capitol View Preservation.

City datum @ 0'-0" is established per code at 845.6'. From there to top of column capital at rotunda, code provides max height of 187.2' above datum. The sum of these is 1032.8'. Our spot elevation at front, center of sidewalk is 868.305'. Our FFE is 868.75'
Max height is 1032.8' - 868.75' = 164.05'.

Parking: Per the ordinance there is no minimum car parking required. However, we will be providing 4 on-site car stalls with charging stations as part of a residence car share program.

Additionally, we will provide parking stalls for those that need or want them in the Dane county ramp. Bike parking per ordinance requires 320 stalls for residences and 32 for guests. We are providing 320 indoor secured parking stalls for residents and 21 exterior stalls for guests.

Design Development Team:	139 West Wilson LLC
Design and Engineering:	SEA Design and One Design & Engineering
Civil engineering:	JSD
Landscape Design:	JSD
General Contractor:	JP Cullen
Façade Contractor:	Wells Infinite Façade

Thank you in advance and we look forward to hearing your thoughts about this proposal.

Sincerely,



John Seamon - Managing member of 139 West Wilson LLC

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