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VIA EMAIL

REV March 9, 2026

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

**Re: Letter of Intent (Revised) – Demolition and Land Use Applications
(Conditional Use and Rezone)
411 - 433 West Gilman Street**

On behalf of LCD Acquisitions, LLC, we are pleased to submit the attached applications and related materials for demolition, rezoning and conditional use approval for a proposed redevelopment of the referenced properties along a portion of West Gilman Street. This Letter and accompanying packet outlines our request for redevelopment of the properties into a mixed-use development, featuring affordable student housing under the City's newly-adopted bonus height ordinance, ground-floor commercial retail space, bike parking and a substantial exposition providing a public display of information, images and installations to celebrate the history and stories of several of the properties this project will replace.

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, 525 Junction Road, Suite 7000, Madison, WI 53717
 Contact: Sarah Church | Schu@vierbicher.com | 608.821.3943

The Applicant requests approval of the following:

- Rezone one (1) parcel (411 W. Gilman) from Downtown Core (DC) to Urban Mixed Use (UMX), to match the zoning of all other project parcels
- Conditional Uses:
 - 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 258 residential units, a ground-level lobby and leasing area, and retail tenant space. Resident amenities will be located on Level 12 and include a clubhouse, fitness room, and an outdoor amenity deck with a pool. The building's east side will rise 11 stories and feature a rooftop amenity deck, while the west side will reach 16 stories. Residences range 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 serving the residents and commercial employees 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, in the basement, and along the sidewalk on the south side of the project. Short-term bike parking will be located within a dedicated parking room close to the residential apartment entrance and along the sidewalk on the east side of the project, directly adjacent to the retail space.

The architectural design is composed of two distinct masses. The first, or base mass, features four differentiated elevations to break up the street façade. The facades integrate architectural design features inspired by Master Hall (415 W Gilman) and Stratford Apartments (433 W Gilman). The rest of the base mass will be primarily constructed with accented 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 steps in the planes of the window wall glazing wrapping the building and balconies that punctuate and break up the upper façade.

Project Summary:

Site

| | |
|-----------------|---------|
| Site Area: | 39,190 |
| Gross FAR Area: | 398,175 |
| FAR: | 1016% |

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: 16 Stories / 11 Stories / 8 stories* (*State Street Setback)
Capital View Preservation Limit, max height not exceeded

Multi-Family Housing

| | |
|-------------------|-----------|
| Studio | 4 |
| 1 bedroom | 3 |
| 1 bedroom (DO**) | 23 |
| 2 bedroom | 27 |
| 2 bedroom (DO**) | 66 |
| 3 bedroom | 10 |
| 3 bedroom (4 Bed) | 3 |
| 4 bedroom | 37 |
| <u>5 bedroom</u> | <u>85</u> |
| Total Units: | 258 |

**DO= Double Occupancy

Beds Total 986

Retail Square Footage 2,544

Vehicle Parking

| | |
|-----------------|-----------|
| First Floor | 33 |
| <u>Basement</u> | <u>38</u> |
| Total | 71 |

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

Bike Parking:

Long Term Required: 424.5 spaces

| | |
|-----------------|-----------|
| Provided: | |
| First Floor | 79 |
| Basement | 328 |
| <u>On Grade</u> | <u>23</u> |
| Total: | 430 |

Short Term Required: 27.1

Provided: 28

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 |
| UDC Meeting: | January 21, 2026 |
| Design Progression Review/Discussion I: | February 2, 2026 |
| Design Progression Review/Discussion II: | February 6, 2026 |
| Formal LUA and CSM Resubmittal: | February 9, 2026 |
| UDC 2nd Meeting: | February 18, 2026 |
| UDC Final Meeting (<i>recommendation to PC to approve</i>) | March 4, 2026 |
| Plan Commission | March 16, 2026 |
| Common Council (Rezone and CSM) | Est. March 24, 2026 |
| Site Plan Verification/Satisfy Conditions of Approval | April – August 2026 |
| Target Construction Commencement Date: | Fall 2026 |
| Occupancy: | July 2029 |

Adopted Plan & Review Standards:

Through the thoughtful feedback received during both the informational and formal UDC reviews, the proposed development now more closely aligns 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 has evolved to more intentionally integrate the urban design, neighborhood context, and architectural continuity to strengthen the public realm and contribute to the downtown's evolving identity.

At the street level, a transparent lobby and active retail frontage enhance 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 façades of both Master Hall and Stratford Apartments, extending its established rhythm and materiality 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 articulated tower to reduce 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 12 stories mid-block, and culminating in a 16-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.

In response to the UDC's guidance, we have refined the project's presence and connection with the district in several meaningful ways:

- We revisited the base massing as suggested by the commission, exploring individual styles for each base building against a single articulate gesture. Ultimately, a more uniform architectural language across all four masses offered the greatest clarity and strengthened the overall architectural concept.
- Drawing from the commission's recommendation, we incorporated design principles from Master Hall and Stratford Apartments, reinterpreting their character-defining elements to create a contemporary base that honors the district's architectural lineage.
- To further celebrate the architectural contributions of Master Hall and Stratford Apartments, we are engaging an exhibit designer to curate interpretive history wall displays highlighting each project along the new building's storefront windows in the area currently occupied by Stratford Apartments.
- The commission's request to revisit the base massing presented the opportunity to relocate the garage entrance to the interstitial space between the masses, allowing it to recede into the background while the glass panels on the garage doors create a refined, storefront-like presence that directly relates to the storefront within the base massing.
- These ground-level programming adjustments led to another improvement that addresses the commission's feedback; the trash pickup has been moved to the curb to align with neighborhood practices. The corresponding overhead door has been replaced entirely with discreet double swing doors tucked behind the primary facade, rendering the service entrance virtually invisible from the street.

- The commission's recommendation to integrate landscaping at the street level is achieved with long expanses of setbacks along the base storefront where we have introduced landscape planters that soften the building edge, creating opportunity for the retail to engage the sidewalk, and establishing a consistent pedestrian-friendly rhythm along the Gilman.
- These enhancements to the overall ground level plan resulted in removal of the walk-up apartments. This change captures interior space for short-term bike parking use; relocating the short-term bike parking away from the retail entry better aligns with the goal of reinforcing retail's connection to the sidewalk streetscape.
- In response to the commission's concerns about the south façade, the brick detailing from Gilman has been carried around the building to provide articulation, texture, and a clearer sense of massing.
- Addressing the commission's feedback about the tower's appearance, we collaborated with the window wall manufacturer to introduce a four-inch (4") depth between the glass and metal panels. By placing the window glass, grey infill panels, and white metal panels on distinct planes, the tower now exhibits richer shadow lines and a more dynamic expression.

We appreciate the Urban Design Commission's thoughtful and rigorous input throughout this process, which has resulted in a more coherent, contextual, and well-resolved architectural solution, which incorporates modern interpretations of elements from the existing structures on the site.

Demolition Standards:

1. *Demolition of the existing building(s) is consistent with or will aid in the implementation of adopted plans or with the purpose statement of this section. The Plan Commission may consider how demolition and redevelopment of the property relates to the implementation of the City's adopted plans.*

Demolition of the buildings comprising the project site will allow for a more intensive mixed-use development that brings needed housing density to a pedestrian-friendly area of downtown, located on a Bus Rapid Transit line along State Street, and including affordable units for students by utilizing the City's affordable housing bonus height ordinance. The project will revitalize and activate an area near State Street with retail space and much needed street lighting designed to create a comfortable neighborhood ambiance and enhance safety. As discussed further below, the project directly and creatively implements the City's downtown plan and matches the plan's vision and recommendations for this area. And, as further outlined below, the project team is working to develop and integrate an exhibition within the project which will memorialize and exhibit the historic and cultural significance of several of the buildings, in addition to the Architect's incorporation of inspiration from Master Hall and the Stratford Apartments into the project's design. The project team aims to honor and creatively document the history of these buildings to share into the future, while establishing much-needed housing within the guidelines and recommendations of the Downtown Plan.

2. *There are factors that are found to outweigh the public interest in preserving historic resources. Such a finding may include, but is not limited to:*
 - i. *The building is found to be in such a deteriorated condition that it is not structurally or economically feasible to preserve or restore it.*
 - ii. *If the building has historic value, the building has been so altered that it cannot convey its historical association or architectural significance.*
 - iii. *There is a structural or fire hazard, unlawful use of the property, public nuisance, or other public health and safety concern that supports demolition as provided in reports from the Madison Fire Department, Police Department, and/or Building Inspection Division.*

The project team has received commentary and feedback related to historic nature and/or history of several of the buildings comprising the project site, each as discussed in more detail below. As an initial matter, we note none of the buildings or properties are designated City of Madison landmarks and are not on the National Register of Historic Places (nor would they qualify to be listed on the National Register). Through physical and structural review of each building and based on a thorough review and analysis provided by a historic consultant retained by Applicant to review two of the buildings, the project team believes the factors to be considered in the demolition review strongly support approval of the requested demolitions. Specifically, facilitating redevelopment of the site in a manner consistent with the intensity and scale recommended in adopted City plans (and current zoning of the properties), with significantly more dwelling units currently located on the site, including a percentage of those units to be restricted as affordable. As discussed throughout this letter, the Applicant has engaged an artistic consultant to create a vision and a plan to mitigate the loss of the buildings to include interpretive installations at the site, careful documentation of the structures, and possible salvage of architectural components of the buildings themselves to integrate into the exhibition along West Gilman Street.

411 W Gilman:

The building located at 411 W Gilman was noted by the Landmarks Commission as having had several changes to the storefront over time and is not an architecturally or historically significant building. While the building was formerly the original location of Rocky Rococo's pizzeria, there are other Rocky Rococo's

locations around the City. And, notably, other nearby longtime restaurants have been, or will be, demolished to accommodate redevelopments similar to this project. The benefits of this project far outweigh any public interest in preserving this building because of its nostalgia as a college pizza joint in the last part of the 20th century.

415 W Gilman (a/k/a Master Hall):

The building located at 415 W Gilman, known as Master Hall, has not been identified by the Wisconsin Historical Society as potentially eligible for listing in the National Register of Historic Places, and likely lacks the significance to be listed, as outlined in the attached Historic and Architectural Review prepared by Legacy Architecture. Master Hall is also not a City designated landmark and has not been previously identified as a possible local landmark by the Landmarks Commission. As noted in the enclosed report, there are other examples of this style of architecture in the City and, given its use as student housing, the condition of the interior of the building is consistent with that use and it faces structural issues with any approach of reuse, repurpose or re-creation. The best approach to preserve the history of Master Hall is documentation and recognition. This allows the project to achieve the goals outlined in the City's Downtown Plan while also carefully documenting and preserving the history and unique architecture of the building well into the future beyond the useful life of the structure. The applicant has engaged an artistic consultant to envision, design and implement the preservation and exhibition of Master Hall within the public facing storefront of the project along Gilman Street.

421 West Gilman: This building is a multi-flat, multi-unit typical of Madison and has no historical significance. The condition is such that any preservation or restoration is infeasible.

425 West Gilman: N/A (parking lot)

433 W Gilman (aka Stratford Apartments):

The Stratford Apartment building, while an example of an early-twentieth-century apartment building, is not a quality or intact example; as noted in the enclosed Historic and Architectural Review prepared by Legacy Architecture, there are multiple other, much better examples of this building type in the City which have been listed as landmarks and in the National Register of Historic Places. This building has a history of both damage and significant alterations, including a fire in 1939 and a number of instances of alterations and renovations over time, which have materially impacted its overall architectural integrity.

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.

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 project met with the Urban Design Commission (UDC) for an Informational review on September 3, 2025 and a formal meeting on January 21, 2026 with an upcoming formal UDC meeting to review the design progress.

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.

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 façades of Master Hall and the Stratford, extending its established rhythm and materials across the frontage. Awnings and canopies integrate signage, provide weather protection, and work with landscape planters along the building's base to 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 within the ground floor of the building directly off 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 12 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.

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 16-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 façades of Master Hall and the Stratford 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 and Level 6 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 Master Hall and the Stratford at 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