City of Madison
Planning Division
Madison Municipal Building, Suite 017
215 Martin Luther King, Jr. Blvd.
P.O. Box 2985

Madison, WI 53701-2985
(608) 266-4635

Complete all sections of this application, including the desired meeting date and the action requested.

If you need an interpreter, translator, materials in alternate formats or other accommodations to access these forms, please call the phone number above immediately.



## 1. Project Information

Address: 139 West Wilson Street, Madison, Wisconsin 53703
Title: $\qquad$
2. Application Type (check all that apply) and Requested Date

UDC meeting date requested
■ New development
$\square$ Alteration to an existing or previously-approved development
$\square$ Informational
『 Initial approval
Final approval

## 3. Project Type

$\square$ Project in an Urban Design District
च Project in the Downtown Core District (DC), Urban Mixed-Use District (UMX), or Mixed-Use Center District (MXC)
$\square$ Project in the Suburban Employment Center District (SEC), Campus Institutional District (CI), or Employment Campus District (EC)
$\square \quad$ Planned Development (PD)
$\square$ General Development Plan (GDP)
$\square$ Specific Implementation Plan (SIP)
$\square$ Planned Multi-Use Site or Residential Building Complex
4. Applicant, Agent, and Property Owner Information

| Applicant name | John Seamon |
| :--- | :--- |
| Street address | N3302 S. Oakland Rd. Town of Oakland, WI 53538 |
| Telephone | 608.216 .6630 |

Project contact person John Seamon

Street address
Telephone $\qquad$
Property owner (if not applicant) 139 Wilson LLC

| Street address | 139 West Wilson |
| :--- | :--- |
|  | 608.216 .6630 |

## Signage

$\square$ Comprehensive Design Review (CDR)
$\square$ Signage Variance (i.e. modification of signage height, area, and setback)
$\square$ Signage Exception

## Other

$\square \quad$ Please specify
Company SEA Design
City/State/Zip N3302 S. Oakland Rd. Town of Oakland, WI 53538
Email johnseamon@seadesigns.net
Company 139 Wilson LLC
City/State/Zip _____
Email

City/State/Zip Madison, WI
Email johnseamon@seadesigns.net

## 5. Required Submittal Materials

## ■ Application Form

च Letter of Intent

- If the project is within an Urban Design District, a summary of how the development proposal addresses the district criteria is required
- For signage applications, a summary of how the proposed signage is consistent with the applicable CDR or Signage Variance review criteria is required.
■ Development Plans (Refer to checklist on Page 4 for plan details)
$\square \quad$ Filing fee
■ Electronic Submittal*
च Notification to the District Alder
- Please provide an email to the District Alder notifying them that you are filing this UDC application. Please send this as early in the process as possible and provide a copy of that email with the submitted application.
Both the paper copies and electronic copies must be submitted prior to the application deadline before an application will be scheduled for a UDC meeting. Late materials will not be accepted. A completed application form is required for each UDC appearance.

For projects also requiring Plan Commission approval, applicants must also have submitted an accepted application for Plan Commission consideration prior to obtaining any formal action (initial or final approval) from the UDC. All plans must be legible when reduced.
*Electronic copies of all items submitted in hard copy are required. Individual PDF files of each item submitted should be compiled on a CD or flash drive, or submitted via email to udcapplications@cityofmadison.com. The email must include the project address, project name, and applicant name. Electronic submittals via file hosting services (such as Dropbox.com) are not allowed. Applicants who are unable to provide the materials electronically should contact the Planning Division at (608) 266-4635 for assistance.

## 6. Applicant Declarations

1. Prior to submitting this application, the applicant is required to discuss the proposed project with Urban Design Commission staff. This application was discussed with Colin Punt; DAT; J. Vaughn; K. Firchow; J. Kirchgatter. on 11.05.2021; 01.27.2022
2. The applicant attests that all required materials are included in this submittal and understands that if any required information is not provided by the application deadline, the application will not be placed on an Urban Design Commission agenda for consideration.

Name of applicant John Seamon
Authorizing signature of property owner


## 7. Application Filing Fees

Fees are required to be paid with the first application for either initial or final approval of a project, unless the project is part of the combined application process involving the Urban Design Commission in conjunction with Plan Commission and/or Common Council consideration. Make checks payable to City Treasurer. Credit cards may be used for application fees of less than \$1,000.
Please consult the schedule below for the appropriate fee for your request:
$\square \quad$ Urban Design Districts: \$350 (per §35.24(6) MGO).
$\square$ Minor Alteration in the Downtown Core District (DC) or Urban Mixed-Use District (UMX) : \$150 (per §33.24(6)(b) MGO)
$\square$ Comprehensive Design Review: \$500
(per §31.041(3)(d)(1)(a) MGO)
$\square$ Minor Alteration to a Comprehensive Sign Plan: \$100 (per §31.041(3)(d)(1)(c) MGO)
$\square$ All other sign requests to the Urban Design Commission, including, but not limited to: appeals from the decisions of the Zoning Administrator, requests for signage variances (i.e. modifications of signage height, area, and setback), and additional sign code approvals: \$300 (per §31.041(3)(d)(2) MGO)

A filing fee is not required for the following project applications if part of the combined application process involving both Urban Design Commission and Plan Commission:

- Project in the Downtown Core District (DC), Urban Mixed-Use District (UMX), or Mixed-Use Center District (MXC)
- Project in the Suburban Employment Center District (SEC), Campus Institutional District (CI), or Employment Campus District (EC)
- Planned Development (PD): General Development Plan (GDP) and/or Specific Implementation Plan (SIP)
- Planned Multi-Use Site or Residential Building Complex


## Overview

The intent of the project is to create affordable workforce housing for those that want to live in downtown. The means by which we achieve this is thru A.) 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 multi-unit housing development and off-street parking and the creation of 332 residential units. The redevelopment proposal includes 6 on site vehicles as part of an on-demand use program. It will provide parking stalls to those that need or want them in the Dane county ramp. The site is in the Urban mixed-use (UMX) district and falls under the Capitol view preservation limit. The UMX does not require off street parking.

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. Currently we plan on submitting for UDC Final and a Land use application on August 22 for public hearings on October 12th, and October 24th respectively.

## Project Data

Lot Area:
Dwelling units:
Lot Area/D.U.
Building footprint:
Gross Square footage:
Number of stories:
Major Building Height:

17,218.4 SF / . 39 acres
332 D.U.
51.8 SF/D.U.

9,840 SF
156,633.5 GSF
16
$163.8^{\prime}$

Height: Max height for this proposal given MGO 28.134 (3) - Capitol View Preservation. City datum @ $0^{\prime}-0$ " 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 869.0'. Max height is $1032.8^{\prime}-869{ }^{\prime}=163.8^{\prime}$.

Design materials, Door and window openings: Our street facing façade door and window openings comprise $72 \%$ of the façade area. The glass on all windows and doors shall be slightly tinted to allow views into and out of the interior. The primary exterior material will be an highly durable acid etched concrete, with a custom faceted profile. The faceting will occur on all facades. The facets incorporate a horizontal and vertical articulation and twist within each unit, creating a pattern and texture change throughout the façade.

Recessed art façade: We are also proposing an recessed entry condition with a 51 feet tall, L-shaped ( $10^{\prime} \times 20^{\prime}$ ) wide, backlit art wall. The art images would be color jet printed on $4^{\prime} \times$ 10 ' dibond composite panels, mounted behind lit translucent dual wall poly carbonate panels. The installation would be interchangeable on periodic basis by soliciting emerging Wisconsin artists

Parking: Per the ordinance there is no minimum car parking required. However, we will be providing 6 on site car stalls with charging stations. Bike parking per ordinance requires 332 stalls for residences and 33 for guests. We are providing 298 indoor secured parking stalls for residences and 16 exterior stalls for guests.

Resident amenities: $\quad$ Fitness center, outdoor garden for residences, 1 laundry room per floor, Mail and secure package room, Community room, and an onsite remote work center.

Design Development Team: 139 West Wilson LLC
Thank you in advance and we look forward to hearing your thoughts about this proposal.
Sincerely,


John Seamon
139 Wilson LLC Managing member
Design Principal, SEA Design

site location map



PRoposed building on site






## progression








## GENERAL MATERIAL NOTES:

1) The glass on all windows and doors shall be slightly tinted to allow views into and out of the interior.
2.) The primary exterior material will be an highly durable acid etched concrete, with a custom faceted profile.
3.) The faceting will occur on all facades.
4.) The facets incorporate a horizontal and
throughout the facade.
5.) Recessed art facade: We are also proposing
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5.) Recessed art facade: We are also proposing an recessed entry condition with a 51 feet tall, $L$-shaped ( $10^{\prime} \times 20^{\prime}$ ) wide, back- lit ar
.all. The art images would be color jet printed on $4^{\prime} \times 10^{\prime}$ di-bond composite panels, mounted behind lit translucent dual wall poly
arbonate panels. The installation would be interchangeable on periodic basis by soliciting emerging Wisconsin artists


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general material notes:

1) The glass on all windows and doors shall be slightly tinted to allow views into and out of the interior.
2.) The primary exterior material will be an highly durable acid etched concrete, with a custom faceted profile.
4.) The facets incorporate a horizontal and vertical articulation and twist within each unit, creating a pattern and texture chang
throughout the facade. 5.) Recessed art facade: We are also proposing an recessed entry condition with a 51 feet tall, $L$ - shaped ( $10^{\circ} \times 20^{\prime}$ ) wide, back-lit alt wall. The art images would be color jet printed on $4^{\prime} \times 10$ ' di- bond composite panels, mounted behind lit translucent dual wall poly carbonate panels. The installation would be interchangeable on periodic basis by soliciting emerging Wisconsin artists




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GENERAL NOTES
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LANDSCAPE CALCULATIONS AND DISTRIBUTIONS



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GENERAL NOTES















LANDSCAPE MATERIAL NOTES



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## CONTRACTOR AND OWNER RESPONSIBILITY NOTES




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| jsdinc．com |
| MADISON REGIONAL OFFICE 161 HORIZON DRIVE，SUITE 101 |

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SEA DESIGN
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ANE COUNTY
WISCONSIN， 53073


## John Seamon

| From: | John Seamon |
| :--- | :--- |
| Sent: | Sunday, June 12, 2022 8:20 PM |
| To: | district4@cityofmadison.com |
| Subject: | 139 West Wilson status |

Hello Mike,

I hope this not finds you well. We have been able to find a path forward for the design and development of 139 West Wilson. We are looking for another opportunity to meet with you and the neighborhood association to share our current proposal. Right now, our plan is to have a UDC Initial hearing on July $27^{\text {th }}$. Then based on feedback from you and UDC we would plan on submitting for UDC Final and a Land use application on August 22 for public hearings on October $12^{\text {th }}$, and October $24^{\text {th }}$ respectively. Please let me know, if I should reach out to Jonathon directly to establish a place on the agenda for the next available neighborhood meeting. Thanks in advance.

Best-John

John Seamon
SEA Design
Founder + Principal Designer
M 608.216.6630
www.SeaDesigns.net
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