



August 8, 2022

*Submitted via email*

Heather Stouder  
Planning Division Director  
City of Madison  
215 Martin Luther King, Jr. Blvd. Suite 017  
Madison, WI 53703

Re: **121 E. Wilson Street**  
**Letter of Intent for Proposed Development**

Dear Heather:

Quad Capital Partners is pleased to submit our land use application for a proposed mixed-use redevelopment project located at 121 East Wilson Street. This transformational project will replace an obsolete office building with high quality housing, dynamic ground-floor commercial areas, and an inviting pedestrian promenade through the site connecting downtown with a lakeview terrace.

#### **Project Team**

**Owner/Applicant:** Quad Capital Partners

Contact: Dan Kennelly  
608-217-7470, [dkennelly@quadcp.com](mailto:dkennelly@quadcp.com)

**Architecture/Interior Design:** Potter Lawson

Contact: Doug Hursh, Brian Reed  
608-274-2741, [dough@potterlawson.com](mailto:dough@potterlawson.com), [brianr@potterlawson.com](mailto:brianr@potterlawson.com)

**Structural Engineering:** Fink Horejsh

**Civil Engineering:** Vierbicher

**Landscape Architecture:** Saiki Design

**Lighting Design:** Lighting Ergonomics

**Legal:** Reinhardt Boerner Van Deuren

**Geotech:** CGC, Inc.

**Aquatics Design:** Ramaker & Associates

**MEP Consultant:** JDR Engineering

**Food Hall / Restaurant Design:** Eimer Design

**Traffic Study Consultant:** Traffic Analysis & Design, Inc.

**Property Management:** Greystar

*Note: Lead design firm is a local Women Business Enterprise (Potter Lawson), Landscape Architecture firm is a local Minority Business Enterprise (Saiki Design), and the majority of the project team is Wisconsin and Madison-based businesses*

#### **Project Summary**

The proposed project will consist of demolishing the existing 65,000 square foot Lake Terrace office building and constructing a fourteen-story mixed-use building over three levels of below-grade parking. Plans for the building include 337 residential units, approximately 19,445 square feet of ground floor commercial space, and 345 below grade parking stalls. The project will include residential amenity spaces on the ground floor, 2<sup>nd</sup> floor, and 14<sup>th</sup> floor. Landscaped areas and outdoor amenities will include an open-air "promenade" through the center of the building, ground floor outdoor terraces in the front and rear of the building, a second-floor courtyard, green roof areas, a small dog run, and outdoor amenity spaces on the 14<sup>th</sup> floor including a pool.

### Existing Site Conditions

The project site is a 1.08-acre parcel located at 121 East Wilson Street (near the intersection of East Wilson and South Pickney Street). It is adjacent to the Marina Condominium residential building, a State of Wisconsin Department of Administration office building, and Wisconsin Department of Transportation railroad right-of-way along John Nolen Drive. The current use of the property is a 65,000 square foot office building with below grade parking. The site slopes down from the northwest to southeast with approximately 40 feet of grade change, and, as a result, the below grade parking is exposed on the southeast side of the property.

### Design Approach

The facades of all sides of the building are carefully considered. The primary exterior materials include glass, metal panels, and brick. Metal panels accent the facades facing East Wilson and John Nolen drive to create visual interest and bird safety. Light-colored brick is incorporated into the north and south facades to lighten the spaces between the buildings on either side. The plan includes a 34-foot-wide and two-story tall open-air promenade through the building that will connect East Wilson Street to a plaza space overlooking Lake Monona. The terrace and the promenade will create over 10,000 square feet of outdoor space used for outdoor dining, informal seating areas, and enjoying views overlooking Lake Monona. The 19,445 square feet of ground floor commercial space is divided into two large sections separated by the Promenade. The commercial areas are envisioned for restaurant and food hall uses and will have outdoor seating areas on the lakeview plaza. The loading and back-of-house functions are accessed along the west side of the building for maximum separation from the adjacent Marina Condominium residential building. Based on input provided at by the Urban Design Commission and neighbors, the façade of the building facing John Nolen Drive has been redesigned from previous versions to break up the mass and accentuate the how the building is partitioned into three sections.

### Approvals Requested

The proposed redevelopment is seeking the following approvals:

- **Demolition Permit** – The project plans to demolition of the existing “Lake Terrace” office building. The current tenant will vacate the building in early 2023 when they move to a new office space. The building is at the end of its useful life, is not a landmark, and has limited historic relevance. The Landmarks Commission reviewed the demolition request on July 11.
- **Rezoning** – The existing zoning is Urban Mixed-Use (UMX) and proposed is Downtown Core (DC). This change would bring the site into alignment with adjacent and nearby properties which are predominately Downtown Core or Planned Development. The rezoning will allow for a slightly smaller rear setback.
- **Conditional Use** – Conditional use approval needed for the size of the project and additional height to accommodate mechanical uses on a limited area of the roof.
- **Urban Design** – Location in Urban Mixed-Use or Downtown Core District requires Urban Design Commission Approval. The signage plan will be submitted separately.
- **Certified Survey Map** – The site is a single tax parcel but a CSM is needed to remove underlying lot lines.

***NOTE: The CSM application will submitted separately on or before August 22***

### Project Data

#### Site

- **Street Address:** 121 E. Wilson Street
- **Lot Size:** 1.08 acres
- **Neighborhood:** First Settlement / Capitol Neighborhoods
- **Aldermanic District:** 4

#### Existing Building

- 65,000 SF “Lake Terrace” Office Building

#### Project Proposed Square Footage

- Gross Square Feet (including parking): 538,880 SF

#### Proposed Uses

- Residential Units: 337

- Studios: 73
- 1 bedrooms: 175
- 2 bedrooms: 75
- 3 bedrooms: 14
- Total bedrooms: 440
- Commercial Space: 19,445 SF
- Density: 312 units/acre

### **Open Space**

- **Usable Open Space:** 32,630 SF
    - **1<sup>st</sup> floor terraces:** 10,400 SF
    - **2<sup>nd</sup> floor terrace:** 2,880 SF
    - **14<sup>th</sup> floor terraces:** 4,420 SF
    - **Private balconies and dog run:** 14,930 SF
    - **Usable Open Space Per Unit:** 97 SF
    - **Usable Open Space Per Bedroom:** 73 SF
- Note: For comparison, the required usable open space for UMX Zoning is 10 SF/Bedroom so the proposed project includes 9.7 times the open space that would be required with existing zoning.*

### **Parking**

- Car Parking Stalls: 345 (1.02/unit)
- Covered Bike Parking Stalls: 342 (1.03/unit)
- Outdoor Guest Bike Parking Stalls: 42

### **Proposed Height**

- 14 stories (142')
- City height map identifies this location for up to the Capitol View Preservation limit

### **Planning/Zoning**

- Current Zoning: Urban Mixed-Use (UMX)
- Proposed Zoning: Downtown Core (DC)

### **Loading**

- The primary loading area (including delivery and trash service) will take place off-street along the west side of the building. Loading was placed on this side of the building for maximum distance from the adjacent residential building on the east side.
- Parking structure designed to allow for typical size rental moving trucks (up to 17' U-Haul) to load/unload off-street under the building

### **Alignment with City Plans**

The 2012 Downtown Madison Plan identifies this location for redevelopment/infill (p. 12) and recommends building heights up to the Capital View Preservation limit (p. 37). The project is consistent with the Comprehensive Plan's future land use designation of Downtown Core. The incorporation of the Promenade through the building contributes to the City's long-standing goal of greater visual connections between downtown and the Lake Monona waterfront.

### **City and Neighborhood Participation**

Quad Capital Partners and the project design team have coordinated with City staff and Alder Mike Verveer throughout the process. The project team has had several meetings with neighbors and stakeholders over the last several months. This includes meetings with Capitol Neighborhoods Inc, the Marina Condominium Owners Association, the City's Development Assistance Team, a publicly noticed neighborhood meeting, and an informational presentation to the Urban Design Commission. Input received from the City staff, neighbors, and UDC have helped refine details of the design.

### Sustainability Features

The building will incorporate numerous sustainable design strategies and sustainable features including:

- Adding residential units in Madison's highest density employment area, creating maximum walkability to jobs.
- Location served by multiple existing bus routes and planned BRT service
- Proximity to Capital City Bike Trail and adjacent to a planned Wilson Street Cycle-track, providing excellent bicycle access and including ample enclosed bike parking.
- Stormwater management best practices including green roofs, robust landscaping, and an on-site underground cistern to collect and regulate discharge.
- High efficiency condensing boilers
- Water source heat pump system with flow control
- Air to air energy recovery in select common spaces
- Anticipated air to air energy recovery in future tenant buildout spaces.
- Parking ramp sensor-controlled ventilation.
- LED lighting throughout building
- Parking ramp lighting with dimming and occupancy sensors
- EV charging stations

### Employment and Business Opportunities

The project's proposed commercial space includes three retail/restaurant suites and a multi-tenant food hall with space for up to seven individual food merchants. The design and leasing plan for the commercial space will create business opportunities for up to ten individual enterprises and associated employment opportunities.

### Project Schedule

#### Activities To Date:

- January-June 2022 – Initial meetings with City staff and Alder Verveer
- May 3, 2022 – Meeting with Capitol Neighborhoods, Inc
- May 4, 2022 – Meeting with Marina Condominium Owners Association
- May 12, 2022 – City of Madison Development Assistance Team
- June 1, 2022 – Informational presentation to Urban Design Commission
- June 14, 2022 – Publicly-noticed neighborhood meeting
- July 11, 2022 – Landmarks Commission review of demolition request

#### Next Steps:

- September 21, 2022 - Urban Design Commission Initial/Final Approval Request
- October 3, 2022 - Plan Commission Action
- October 11, 2000 - City Council Action
- October-January – Clearing Conditions of Approval
- Spring 2023 - Start Construction
- Spring 2025 - Complete Construction

Thank you for reviewing the enclosed project plans. We are excited to bring this mixed-use, urban infill development to Madison and look forward next steps. Please contact us if you have any questions regarding this submittal.

Sincerely,



Dan Kennelly  
Quad Capital Partners