

Letter of Intent – Plan Commission – 139 West Wilson

August 7, 2023

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 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

Guided by and aligned with the 2012 Downtown Urban design guidelines related to building orientation, access and site circulation, Usable Open space for residential development, landscaping, massing, visual interest, door and window openings, and terminal views.

We believe we are aligned with the guidelines in the following ways. The north façade addresses the street and reinforces the density of the urban block. The building is sited so that the portion of the building dedicated to more utilitarian services is not part of the street façade. The 5-story step back corner entry activates the street level and architecture. We are providing a large (3,356 SF) attractive community outdoor garden with canopy trees and assembly space specifically for the residents. We have sized the entry door and portal at 12' tall to be proportional within its 5-story entry step back, and the 5-story entry step back nests proportionally within the overall 16 story building.

The ideas provided by UDC that included locating the entry step back in the center of the north façade, and introducing the same internally lit curtain wall art enclosure on the south façade were explored and changes came from those ideas provided. We look forward to sharing our findings with the commission when we meet. Additionally, we have provided 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 4000K 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.
- Wrapping a 42' H x 30' W portion of the upper SW corner facing the lake.
- The interior walls of the car share garage without the glass curtain wall assembly.

The front entry doors are wrapped in a 12 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
- 3,356 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' - 869.75' = 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 19 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

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

Sincerely,

A handwritten signature in black ink, appearing to read "John Seamon". The signature is fluid and cursive, with the first name "John" and last name "Seamon" clearly distinguishable.

John Seamon – Managing member of 139 West Wilson LLC