

LETTER OF INTENT

City of Madison Plan Commission
08/04/2025

PROJECT BACKGROUND

This project proposes to provide affordable housing for those that wish to live in Downtown Madison, taking full advantage of proximity to endless options for dining, recreation, shopping, work and transportation.

The proposed redevelopment of 139 West Wilson demolishes a low-density mixed-use building and off-street parking lot to create 320 new residential units (unit mix: 316 one-bedroom; 4 two bedroom).

The development is located within the UMX district, is within the Capitol View Preservation area, and is subject to the City of Madison Downtown Urban Design Guidelines. The project requires a conditional use permit for the quantity of residential units, the project size (exceeding 20,000 SF), and for the approval of the penthouse enclosing the elevator overrun and roof access stair exceeding the Capital View Preservation height limit.

PROJECT UPDATE

The project has been before the UDC several times under a previous application. Our previous application period expired, and we are resubmitting the project for further review. Our team has met with City staff, including Colin Punt (Planning), Jessica Vaughn (UDC) and Jacob Moskowitz (Zoning) to review the project and discuss the roadblocks that had faced the project. We also reviewed the project with the UDC at an informational presentation on June 11th, 2025.

Our team has made updates to the building site, architecture, material application and more based on the feedback received through these interactions, and we believe the wishes of these agencies and commissions will be met.

Changes include:

- Relocation of all mechanical louvers off of primary façade
- Reconsideration of the expression of base and top of building
- Re-organization of fenestration on East and West Facades to provide better visual organization and readings of the architectural rhythm
- Options for entry feature height and materiality
- Improvements to courtyard design to promote user access and provide visual connection to lakefront



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- Employment of colorful acrylic patterning to loading zone to promote safety and calm traffic
- Added green roofing for stormwater management per new city standards

We look forward to further discussion of the project and are happy to provide any further information or materials upon request.

PROJECT DATA

Lot Area: 17,193 SF / .395 Acres

Dwelling Units: 320

Lot Area/DU: 53.7 SF

Building Footprint: 9692 SF

Lot Coverage: 12,128 / 70.4%

Gross Square Footage: 157,292 GSF

Number of Stories: 16

Major Building Height: 163.75'

Max Building Height: 164.05'

Sincerely,

A handwritten signature in black ink, appearing to read "DPahl", with a stylized, horizontal flourish extending to the right.

Douglas Pahl, AIA

Aro Eberle Architects, Inc.