



June 22, 2011

Al Martin
City of Madison
215 Martin Luther King Jr. Blvd.
Madison, WI 53703

Re: 229 West Lakelawn Place
Madison, Wisconsin
Legistar I.D. #22359

Dear Commission Members:

We were asked at the Urban Design Commission Meeting on May 11, 2011 to compare our project to the 2009 submittal that did not receive Plan Commission or Common Council approval. The following is a summary of the contentious issues of the 2009 submittal and how our design solution is different:

- 1) Lack of support from District 2, District 8 and neighborhood.
Response: The development team believes we have support from all parties.
- 2) Landmarks report that recommended the UDC and PC to reject the proposal.
Response: Our Landmarks report did not recommend either commission reject the proposal. We are on the Landmarks agenda for June 27th to present the revised design.
- 3) Compliance with Design Criteria for PUD districts in Downtown Design Zones was brought up at a number of meetings
Response: The development team believes we have met the design criteria per the attached letter.
- 4) The project was too dense for the site.
Response: The 2009 proposal had 18 units with 53 total bedrooms and car parking. One of the most discussed items was the lack of amenities, small units and usable open area to support the density. Our proposal is 14 units with 59 bedrooms and no car parking. See item 5 for more on supporting the density.
- 5) Lack of amenities and no useable open space to support density.
Response: We are providing the following amenities: Exercise room, laundry, lounge, seating in lobby, bike and moped storage, trash chute, recycling center and two outdoor terraces. We have a total of 1,403 square feet of useable open area.
- 6) Lack of moped and bike parking.
Response: We are providing 20 moped stalls and 63 bike stalls which accommodate the needs of the new building plus the Acacia house.
- 7) Small interior spaces that would be difficult to furnish.
Response: The plan shows furnishings in all bedrooms. In addition, our living room design accommodates seating for all residents occupying each respective unit. The size of all rooms exceeds the requirements of the design zone criteria. The units will be fully furnished and storage within the units will be provided.

8) Location of the primary entrance near Accacia.

Response: The primary entrance is located at the center of the building and is clearly defined.

9) Need for more articulation to break up the mass of building with an uninteresting roofline.

Response: The proposed design has more articulation via material change and physical building offsets with roof lines that reinforce massing of the façade.

10) This project is out of scale with the neighborhood.

Response: We acknowledge that the building is taller than anything else in the immediate neighborhood however it falls within the allowable number of stories outlined in Downtown Design Zone 4. The average roof line on our building is 9.4' above Accacia's ridge line and 3.4' above the ridge of 210 Langdon St. We have designed the façade to create a pedestrian scale and building massing that fits the scale of the neighborhood.

The development team has spent considerable time creating and evaluating this new project and new design. The building design fits well with the neighborhood and provides answers to the concerns brought up during the approval process in 2009.

Regards,

A handwritten signature in blue ink, appearing to read "Josh Wilcox".

Josh Wilcox
Senior Project Manager