Note to Commission
229 W. Lakelawn Place
November 27, 2008

I have enclosed copies of the "Exterior… Design Criteria for Development Districts in the Downtown Design Zones." I have underlined passages in the criteria that pertain to the design proposed for the new apartment building. I recommend rejection of the project as proposed and encouraging a new design that addresses the concerns that follow.

Below is a staff report arranged by the sections in the Design Criteria.

Exterior Building Design.

1. Massing.

This criterion states, in part:

Larger buildings should have their mass broken up to avoid being "out of scale" with their surroundings….Stepping back the upper floors of the street facades a substantial distance… may be appropriate to achieve this quality. The shape of the building should not detract from or dominate the surrounding area.

It is my opinion that the project does not produce sufficient breaking up of the mass and is "out of scale" with the surroundings. The main reason this building is out-of-scale is that it is four stories tall, raised upon an elevated foundation and with a flat roof. Except for the back part of the Villa Maria building kitty-corner across the street, which is five-stories tall, the surrounding properties are mostly three-story buildings with gabled or hipped roofs. Across W. Lakelawn Place from this site is a long three-story building erected as an addition to the building on Langdon Street in 1973. As with our review of new buildings in historic districts, it doesn't make sense to include modern buildings in determining compatibility because it is exactly those oversized modern buildings that created the need for design criteria in the first place. The ground in this area also slopes toward the lake so that buildings to the north are no doubt lower in elevation. (Enclosed is a Sanborn map of the area. Please note that the 1973 addition to the building across the street is not shown on the map). A good way to see the character of the area is to Google the address (222 Langdon Street Madison Wisconsin). When you click on the map that comes up a photographic view will appear. Then click on "street view" and you can virtually walk up and down the street by clicking the arrows.

Articulation of the materials and the slight reveals between materials in the plan proposed does help reduce the apparent mass a bit, but not enough to make the

The space between the front façade of the building and the public sidewalk can vary in size but should be thoughtfully considered with a variety of textures in the ground treatment.

And lists as ways to do this

raised planters… street furniture, lighting and landscape materials.

The revised design does not have sufficient variety of textures in the ground treatment.

K. H. Rankin
November 18, 2008 KHRankin

EXTERIOR AND INTERIOR DESIGN CRITERIA FOR PLANNED UNIT DEVELOPMENT DISTRICTS IN DOWNTOWN DESIGN ZONES

(rev. 29.MAR.01)

Statement of Purpose.

The Design Criteria serve to articulate community design principles, guidelines, and standards for Planned Unit Developments (PUDs) in the near-campus Design Zones with the goal of enhancing the community's overall value and appearance. These criteria reflect the fact that the general development density and intensity of occupancy are expected to be relatively high in these Design Zones compared to other locations in the City. Planned Unit Development districts that have residential components may be considered which are significantly larger, taller, and more massive than would be allowed in the underlying zoning districts. Because it is recognized that design professionals, including architects, landscape architects, and land planners, are trained to strive for creative excellence, the design criteria are not intended to restrict creative solutions or to dictate design.

These criteria will serve as a tool for City staff, the Urban Design Commission, and the Plan Commission by providing a checklist of the primary elements to be considered when reviewing such PUD requests. This will also inform the design professionals of items that should be considered from the beginning of the design process. These standards will be used in addition to the standards in the zoning code which guide the review of PUD zoning requests. The requirements described in Section 28.07(6)(e) are intended to be the outer limits of what will be considered through this PUD process. The review process for the overall design of the proposed building shall consider the requirements in Section 28.07(6)(e), the Criteria for Approval in Section 28.07(6)(f), and the design criteria described herein.

Exterior Building Design.

The exterior design criteria were developed to ensure that such buildings are compatible on a City, neighborhood, and block level; have a pedestrian orientation; and have a design that reflects the residential use of the structure. The following criteria are guidelines for evaluating the exterior design of a proposed project.

1. Massing. The proportions and relationships of the various architectural components of the building should be utilized to ensure compatibility with the scale of other buildings in the vicinity. Appropriate transitions should be provided where a change in scale is needed to ensure this compatibility. Larger buildings should have their mass broken up to avoid any being "out of scale" with their surroundings and to provide a more pedestrian-friendly quality. Stepping back the upper floors of the street facades a substantial distance from lower floors may be appropriate to achieve this quality. The shape of the building should not detract from or dominate the surrounding area.

2. Orientation. Buildings create and define the public space (streets and sidewalks), and how the building faces this public way is important. Any building façade adjacent to a street should be oriented toward and engage the street. Buildings

should respect the orientation of surrounding buildings, existing pedestrian paths and sidewalks, and the orientation of surrounding streets.

3. Building Components. The building should have an identifiable base, body, and cap. The design and detailing of the base are critical to defining the public space, engaging the street, and creating an interesting pedestrian environment. Lower levels should be sufficiently detailed to "ground" the building. The top of the building should be clearly defined through treatments such as cornices or non-flat roof elements where appropriate. The middle of the building should provide a transition between the top and the base. Mechanical equipment (including rooftop) should be architecturally screened.

4. Articulation. Well-articulated buildings add architectural interest and variety to the massing of a building and help break up long, monotonous facades. A variety of elements should be incorporated into the design of the building to provide sufficient articulation of the facades. This may be achieved by having the variety in the mix of unit size and layout, or changes in floor levels, be reflected in the exterior of the building. This may also be achieved by incorporating the use of: vertical and/or horizontal reveals, stepbacks, modulation, projections, and three dimensional detail between surface planes to create shadow lines and break up flat surface areas. If large blank surfaces are proposed, they should be for some compelling design purpose, and the design should incorporate mitigating features to enrich the appearance of the project and provide a sense of human scale at the ground level that is inviting to the public.

5. Openings. The size and rhythm of building openings (windows, doors, etc.) in a building should respect those established by existing buildings in the area and the residential and/or mixed-use nature of the building. The street façade should incorporate a sufficient number of windows, doors, balconies, and other opportunities for occupant surveillance of public areas. Visibility should be provided to areas accessed when entering or exiting a building. Lower floor facades should be more transparent and open than upper floors to provide a more detailed and human scaled architectural expression along the sidewalk. Window glass should have a high degree of transparency and should not be dark or reflective. Garage doors should not be visible from the street. If a design is proposed in which garage doors (or other service openings) are visible from the street, they should be sufficiently detailed and integrated into the building.

6. Materials. A variety of materials should be utilized to provide visual interest to the building. Colors and materials should be selected for compatibility with the site and the neighboring area. All sides of a structure should exhibit design continuity and be finished with quality materials. Materials should be those typically found in urban settings. Durable, low-maintenance materials should be used-- particularly on surfaces close to the street.

7. Entry Treatment. Buildings with obvious entrances contribute to the definition of the public way and promote a strong pedestrian feel along the street. The building should have at least one clearly-defined primary entrance oriented towards the street. Entrances should be sized and articulated in proportion to the scale of the building. This may be achieved through the utilization of architectural elements such as: lintels, pediments, pilasters, columns, porticoes,

porches, overhangs, railings, balustrades, and others, where appropriate. Any such element utilized should be architecturally compatible with the style, materials, colors, and details of the building as a whole, as shall the doors.

8. Terminal Views and Highly-Visible Corners. The design of buildings occupying sites located at the end of a street, on a highly-visible corner, or in other prominent view sheds should reflect the prominence of the site. Particular attention should be paid to views from these perspectives and the structures should be treated as focal points by demonstrating a higher degree of architectural embellishments, such as corner towers, to emphasize their location.

9. Additional Criteria for Bonus Stories in Downtown Design Zone 2. Pursuant to Section 28.07(e)2.a., a structure may be allowed to have up to two additional stories (a maximum of 12 total stories), should it be determined that allowing such a bonus would result in a building design that makes an extraordinary contribution to the architecture of the area and the city as a whole. The bonus stories should serve as an incentive to creative building design, and not be viewed as the "permitted" height. This provision is intended to allow for increased design flexibility and not to simply allow for a bigger building. The bonus story(ies) should be stepped back and less massive than the floors below. The intent is to encourage buildings that appear less boxy at the top and provide more visual interest to the skyline. The appropriateness of allowing any bonus stories is at the sole discretion of the Urban Design Commission and Plan Commission.

Site Design / Function:

1. Semi-Public Spaces. The space between the front façade of the building and the public sidewalk is an important transition area. It can vary in size, but should be thoughtfully considered with a variety of textures in ground treatment-- particularly the area around the entryway. The emphasis should be on an urban landscape, incorporating elements such as raised planters which could also be used as seating, street furniture, lighting, and landscape materials. These features should be architecturally compatible with the styles, materials and colors of the principal building on the lot and those in the immediate area.

2. Landscaping. Landscaping should be integrated with other functional and ornamental site and building design elements, and should reinforce the overall character of the area. Landscaping can be effective in reducing the massiveness of a building and in creating a more inviting pedestrian environment. Landscaping should be provided in the front where the building meets the ground as appropriate in the context (maybe trees or planters depending on the setbacks, shape and size of the building) to anchor building to the ground and soften the edge. Plants should be selected based on their compatibility with site and construction features. Ease of maintenance should also be considered.

3. Lighting. Exterior lighting should be designed to coordinate with the building architecture and landscaping. Building-mounted fixtures should be compatible with the building facades. Exterior lighting levels should not be excessive and should provide even light distribution. Areas around the entryways should be lit

sufficiently. Overall lighting levels should be consistent with the character and intensity of existing lighting in the area surrounding the project site.

Interior Building Design.

The criteria for determining the acceptability of a residential planned unit development within the Downtown Design Zones recognize the particular importance of building layout, functionality, interior design, and general level of amenity in ensuring that the living environment provided will be attractive, desirable and practical in an area where the intensity of development is relatively high, many potential development sites are relatively constrained in size and limited in configuration, and opportunities for on-site features and amenities outside the building envelope may be necessarily limited. Relevant factors for consideration include:

1. Mix of Dwelling Unit Types. A variety of dwelling unit types, as defined by the number of bedrooms per unit, should be available within the project. There should not be an over-concentration of either very small (efficiency and one bedroom) or very large (four or more bedrooms) units so as to maintain residential choice and provide flexibility for shifts in housing market demand.

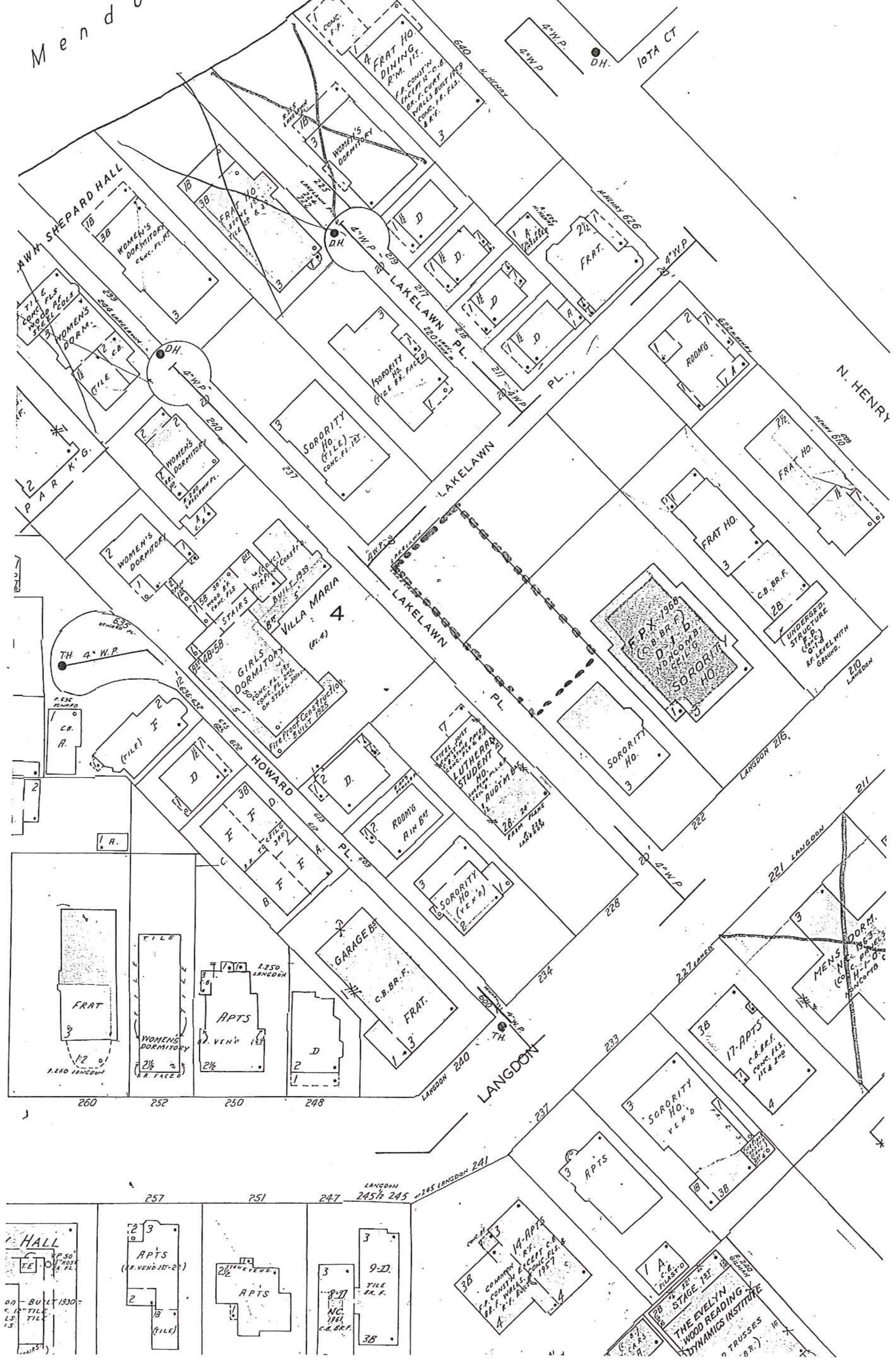
2. Dwelling Unit Size, Type and Layout. The size and layout of each dwelling unit shall be adequate to allow for reasonably efficient placement of furniture to serve the needs of the occupants and create reasonable circulation patterns within the unit.

   a. The sizes of bedrooms within the dwelling units should be designed to discourage multiple occupancy of bedrooms when that would result in more than five unrelated individuals living in a unit (the maximum occupancy allowed in the R6 General Residence District). The bedroom sizes should not be large enough to encourage multiple occupancy in units with three or more bedrooms. To the extent compatible with this consideration, having at least one bedroom in each unit sufficiently large for double occupancy makes the unit more suitable for households that include a couple.

   b. The size and design of the living room within each unit shall reflect and be adequate for the intended number of occupants of the unit. It is generally expected that the living area be capable of comfortably seating at least the number of residents expected to occupy the unit; however, appropriate size shall be determined as part of the overall project review.

3. Interior Entryway. The interior entryway should create an inviting appearance and, when feasible, should include a lobby or similar area where visitors or persons making deliveries can wait. The entryway should be sufficiently transparent to see into or out of the building when entering or leaving.

4. Usable Open Space. Project designs should provide attractive, safe and creatively designed yards, courtyards, plazas, sitting areas or other similar open spaces for building residents. Usable open space on balconies or roof decks may be provided as long as they are sufficiently large (a suggested minimum size for a balcony is 4 feet by 8 feet) and are provided or accessible to all residents. Usable



Mend
SHEPARD HALL
WOMEN'S DORMITORY
FRAT HO. DINING RM. 1ST.
WOMEN'S DORMITORY
FRAT. HO.
FRAT.
LAKELAWN PL.
N. HENRY
IOTA CT
SORORITY HO.
SORORITY HO. (TILE)
WOMEN'S DORM.
PARK'G.
ROOMS
FRAT HO.
LAKELAWN
WOMEN'S DORMITORY
VILLA MARIA
GIRLS DORMITORY
4
FRAT HO.
F.P.X. 1968
SORORITY HO.
LUTHERAN STUDENT HO.
HOWARD PL.
ROOMS
SORORITY HO.
GARAGE
FRAT.
FRAT
WOMEN'S DORMITORY
APTS
LANGDON
17-APTS
MENS DORM.
SORORITY HO.
APTS
14-APTS
THE EVELYN WOOD READING DYNAMICS INSTITUTE
HALL
APTS
APTS
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210

1/A5.1 SOUTH ELEVATION
SCALE: 1/8" = 1'-0"

2/A5.2 WEST ELEVATION
SCALE: 1/8" = 1'-0"

2/A5.1 EAST ELEVATION
SCALE: 1/8" = 1'-0"

MATERIAL LEGEND

- **EIFS** COLOR: #455A PEARL
- **EIFS** COLOR: #389 SOUTHERN TAN
- **METAL PANELS** COLOR: TERRA COTTA
- **WINDOWS** CLEAR GLASS, BRONZE FRAMES
- **MASONRY** TO BE DETERMINED
- **POURED CONCRETE** STAINED & SANDBLASTED
- **ALUMINUM GRILLS** COLOR: BRONZE
- **CABLE RAIL** PAINTED STEEL RAILS WITH STAINLESS STEEL CABLES & HARDWARE

11-11-08

Alexander Company
145 E. Badger Road
Suite 200
Madison, WI 53713
Telephone: 608-258-5580
Fax: 608-258-5599

PRELIMINARY
FOR INFORMATION PURPOSE ONLY
NOT FOR CONSTRUCTION

11-5-08	SPL/LANDMARKS SUBMITTAL

DRAWN: AAA APPR.: BBB

229 W. LAKELAWN PLACE
201 W. LAKELAWN PLACE
MADISON, WISCONSIN

PROJECT # 08-673

ELEVATIONS

A5.1