



NO
PARKING
PRIVATE
PROPERTY

RENTAL OFFICE

437

ATM

University
West

Case Bisco





May 18, 2011

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

Re: 434 – 454 West Johnson Street
Madison, Wisconsin
Legistar I.D. #22073

Dear Urban Design Commission,

Since the Urban Design Commission Meeting on April 27, 2011, our office has been studying the effects of the various suggestions made by UDC members and in many cases have revised our drawings accordingly. The following are responses to the Commission member's comments:

- 1) Improve the pedestrian entrance for the Hotel on Bassett Street on the corner.
 - a. **Response: We have incorporated an enhancement to the Hotel entrance located on Bassett Street. The revised drawings illustrate that we have moved the entrance closer towards West Johnson Street by approximately 12' from the previous submittal. Additionally, we have pulled the entrance vestibule further towards the street edge and provided a larger canopy/awning to further accentuate this entrance. Further, we feel this adds to the perceived exterior connectedness between the Commercial space entrance and the Hotel entrance. Additionally, by relocating the accessible route to the Commercial space and incorporating this element on Bassett Street between the Hotel entrance and Commercial space entrance, we feel the connectedness is even further articulated. This also expands the outdoor seating area. We are still studying the effects of a shared entrance to the two spaces and hope to present additional studies to the Commission at the meeting.**
- 2) Resolve the commercial space entrance.
 - a. **Response: See response for item #1.**
- 3) Study additional windows or other fenestration on the east elevation.
 - a. **Response: Although we have not incorporated any element into this elevation we have studied the effects of fenestration into the east elevation. In our investigation, we feel that there is little to no added architectural value in introducing additional elements to this façade. The design intent was to create solid masonry "bookends" to the building ends only separated by the narrow vertical windows further accentuating the vertical. Additionally, the guestroom configuration does not lend itself to windows on the bed wall.**
- 4) Study an additional window or architectural treatment on the south elevation adjacent to the main drop-off area for the hotel.
 - a. **Response: As our client is still in the process of securing a tenant for the commercial space, it is anticipated that the area in question will likely be the "back of house" or kitchen area. Adding a window would likely be counterproductive to the inner functions of the kitchen. What we have considered and have shown in the re-submittal is a more pedestrian friendly signage/hotel logo in this area.**

UK No. 7 5-25-11 Passport

- 5) Study vehicular traffic circulation in the vicinity of the driveway and drop-off area.
 - a. **Response: Possible internal signage to direct the patron of traffic flow is being studied and traffic diagrams will be presented at the UDC Meeting. We will continue to work with John Leach in order to adequately serve our site as they enter from off-site.**
- 6) Study the roof edge treatment on the penthouse.
 - a. **Response: We have incorporated the roof edges used elsewhere into the revised set of drawing within the submittal documents.**
- 7) Study the bollard scale, design and placement and consider adding lighting.
 - a. **Response: We have incorporated what we feel to be a more appropriate style bollard design in the submittal. Additionally, we have not added a lighted feature in the bollard, as the lighting in and around the drop-off area will be sufficient.**
- 8) Study the wall element of the corner following the line of the walk rather than the line of the building.
 - a. **Response: See response to Item #1. In the re-design of the entry sequence for the Hotel on Bassett Street, additional consideration was given to the use of the curb along the sidewalk edge. We feel that the curb should be held down to 6" above the adjacent sidewalk in order to discourage seating.**
- 9) Study adding a green roof on the one-story element along Bassett Street
 - a. **Response: At this time, we are continuing to investigate all options for the aforementioned roof surface with respect to green or vegetative roofs. Although we have not completely ruled out the possibility, we will continue to evaluate all our options.**
- 10) Study the shape of the Crabapple trees near the main hotel entrance
 - a. **Response: The Crabapple is a Centurion Crabapple and has an upright branching structure which are placed in plant beds away from the edges of the sidewalk.**
- 11) Study a more vertical scoring pattern in the EIFS.
 - a. **Response: After evaluation of additional vertically oriented scoring/EIFS joints, we feel the EIFS areas become too busy, however we have reduced the number of horizontal score lines to further accentuate the vertical. We will bring our study materials to the UDC meeting for further discussion.**
- 12) Study the addition of openings in the parking structure on the north elevation.
 - a. **Response: After a number of studies on the effects of adding openings to the north elevation of the parking garage, we have made a number of minor modifications to address the transition between the blonde brick and the darker brick. We feel that by continuing the darker brick down to grade, the transition between the two surfaces are further distinguished from each other.**

As previously stated, we will be further evaluating a number of the above listed items and presenting visual study materials for further discussion at the time of the UDC meeting on May 25th.

Regards,



Jeff Brenkus
Project Architect



GARY BRINK & ASSOCIATES
ARCHITECTS
8401 EXCELSIOR DRIVE
MADISON, WI 53717
608-829-1750
608-829-3056 (FAX)



OPTION A - STAIRWELL WINDOWS



OPTION B - ADD'L WINDOWS IN GARAGE



OPTION C - EXPANDED WINDOWS MIDDLE

PROJECT: W. JOHNSON STREET & N. BASSETT STREET MIXED USE DEVELOPMENT
MADISON, WISCONSIN 53703
DEVELOPER: RAYMOND MANAGEMENT COMPANY
8333 GREENWAY BLVD., SUITE 200
MIDDLETON, WISCONSIN 53562

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PROJECT: 200727
DRAWN BY: KB
DATE: 05/18/2011
SCALE: AS NOTED

EAST ELEVATION
FENESTRATION
STUDY

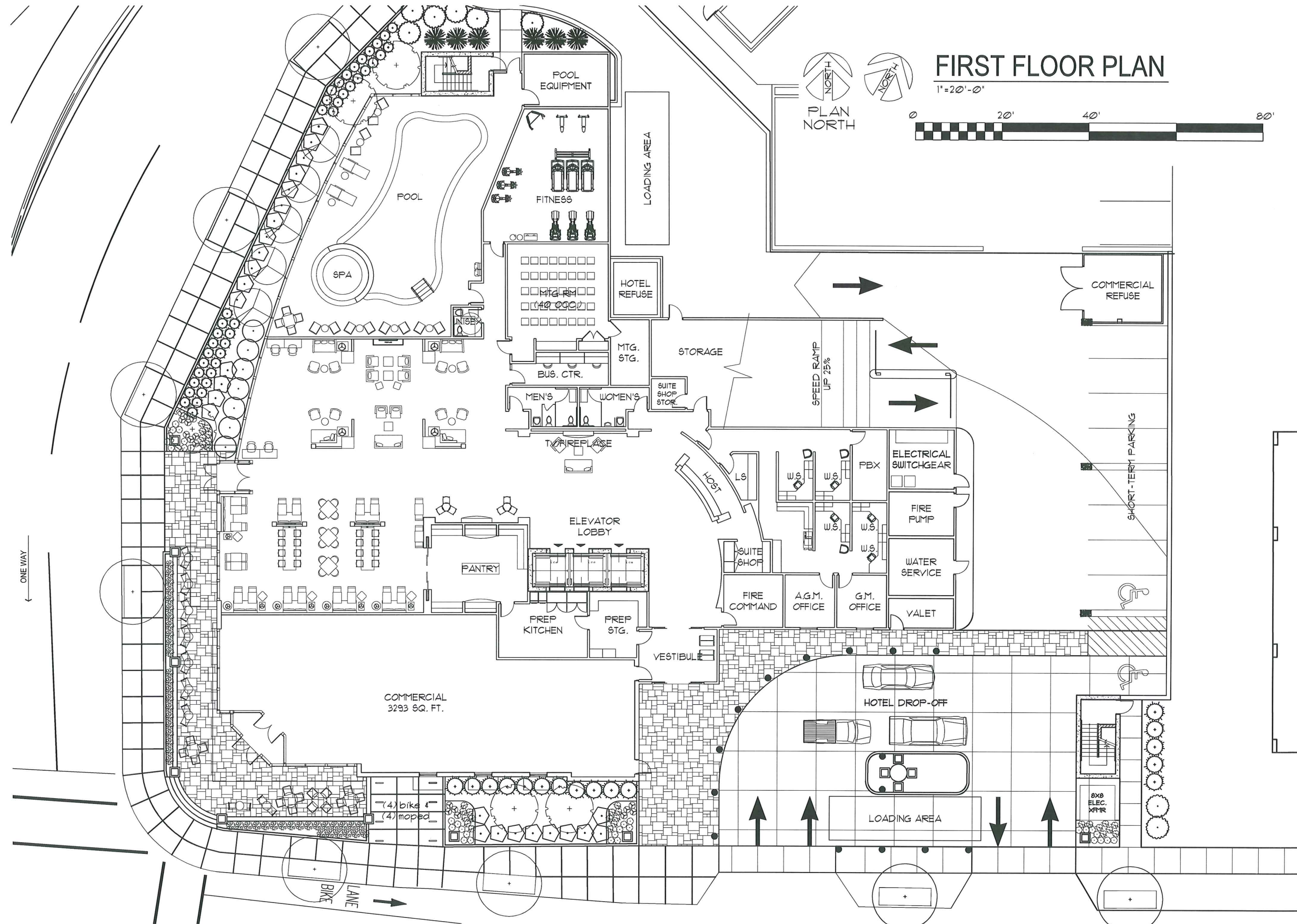
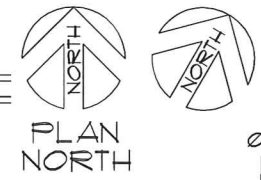
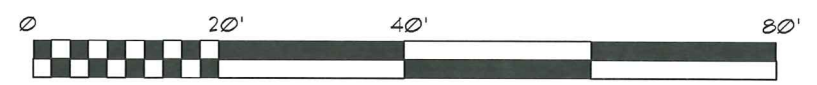
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FIRST FLOOR PLAN

1"=20'-0"

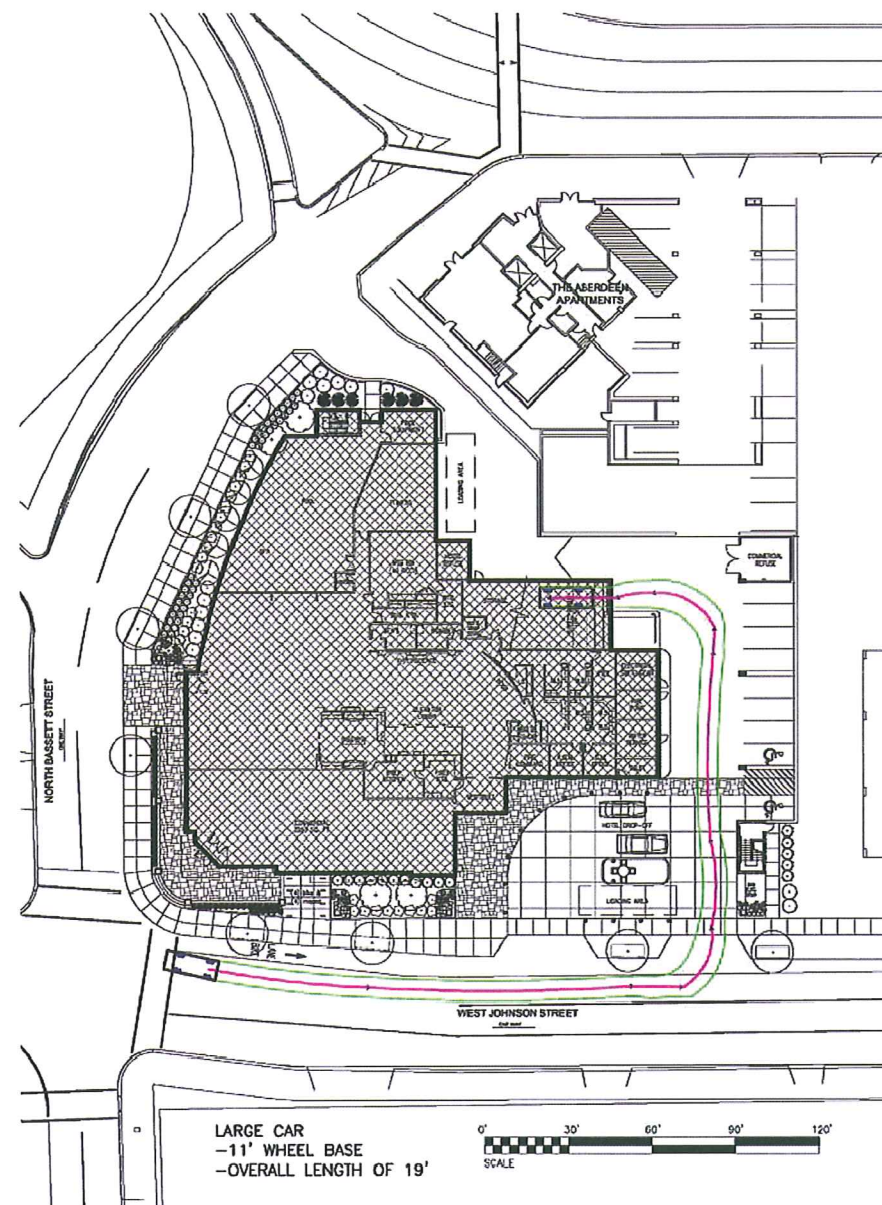


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W. JOHNSON STREET & N. BASSETT STREET
MADISON, WISCONSIN 53703
DEVELOPER: RAYMOND MANAGEMENT COMPANY
8333 GREENWAY BLVD., SUITE 200
MIDDLETON, WISCONSIN 53562

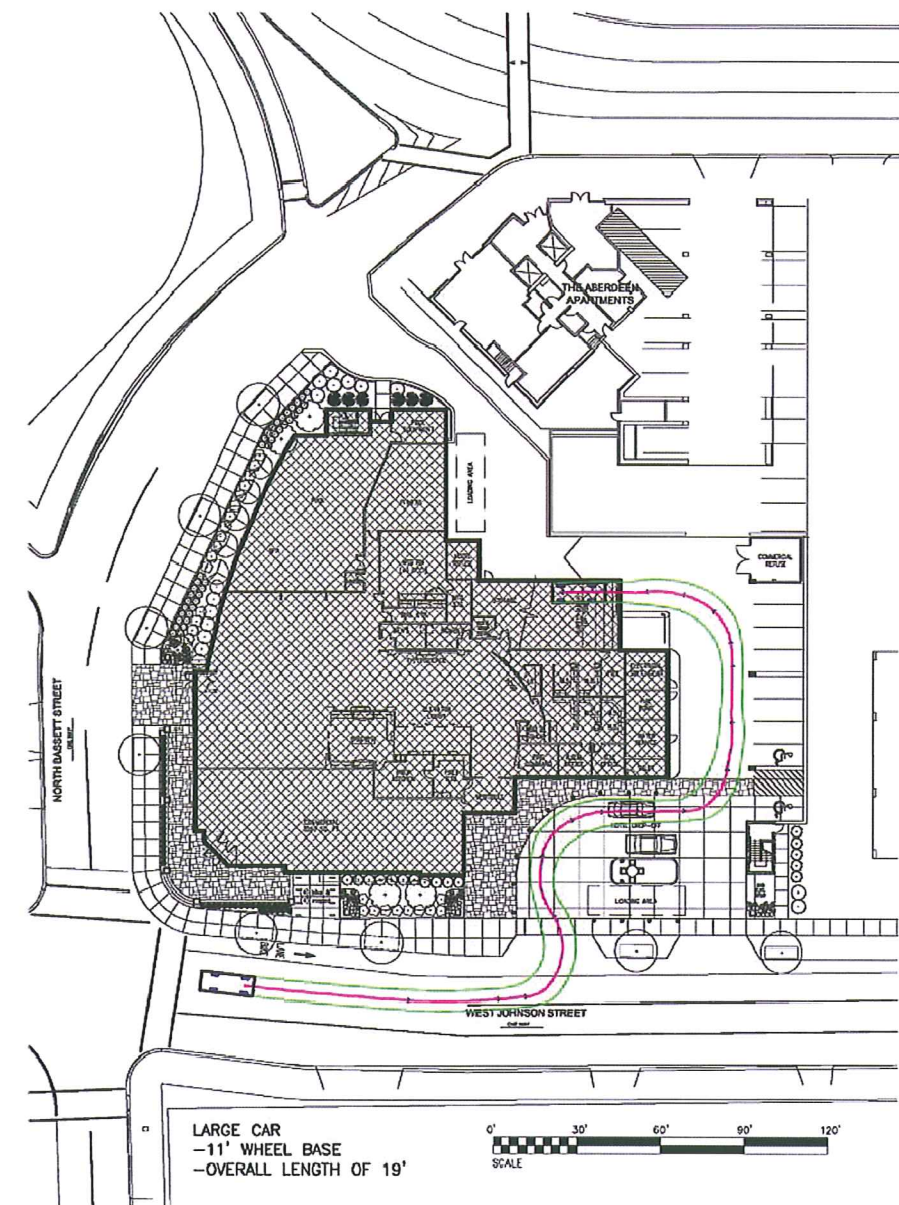
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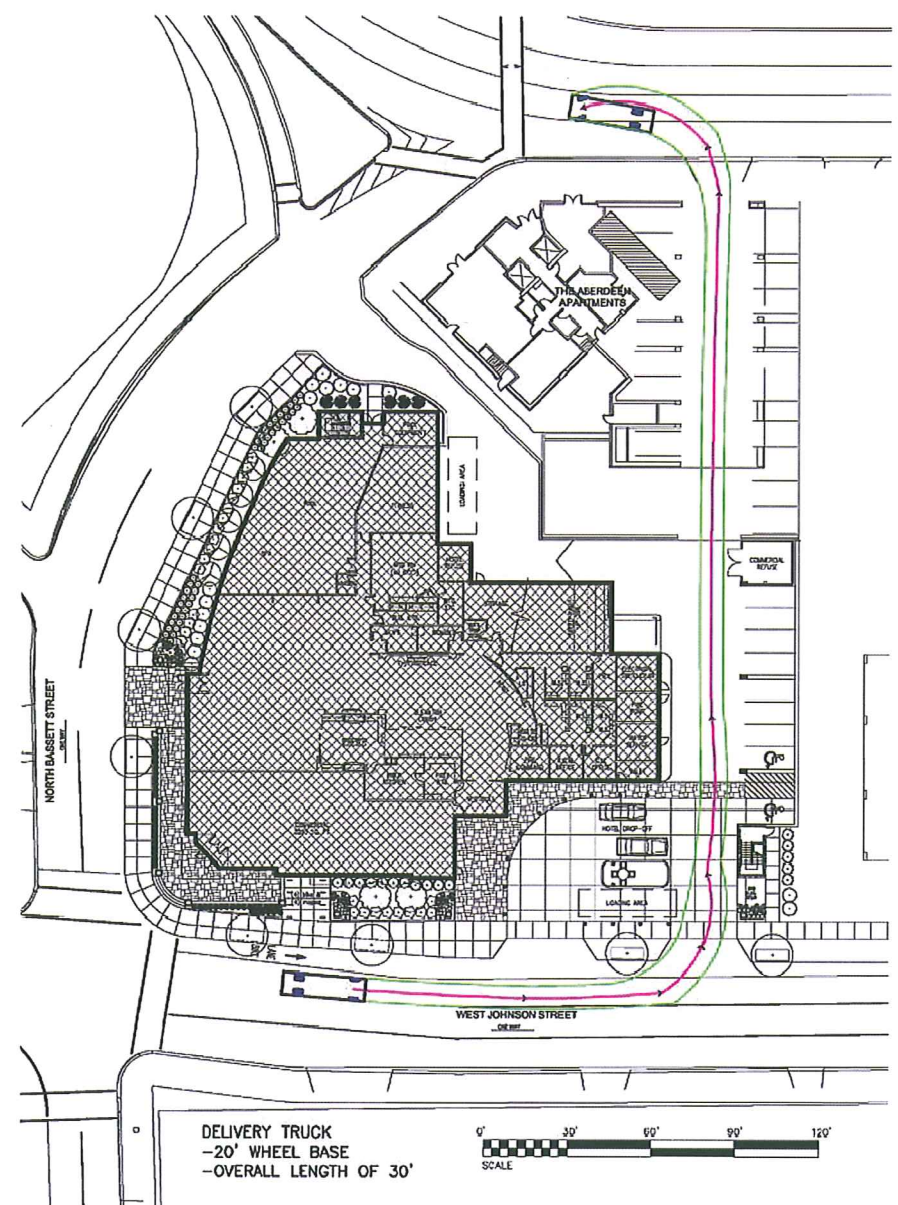
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LARGE CAR - 11' WHEEL BASE



**LARGE CAR - 11' WHEEL BASE
THRU DROP-OFF AREA**



**SYSCO DELIVERY TRUCK - 50'
THRU ABERDEEN**

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W. JOHNSON STREET & N. BASSETT STREET
MADISON, WISCONSIN 53703

DEVELOPER:
RAYMOND MANAGEMENT COMPANY
8333 GREENWAY BLVD., SUITE 200
MIDDLETON, WISCONSIN 53562

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VEHICLE TRAFFIC
CIRCULATION
PATTERNS



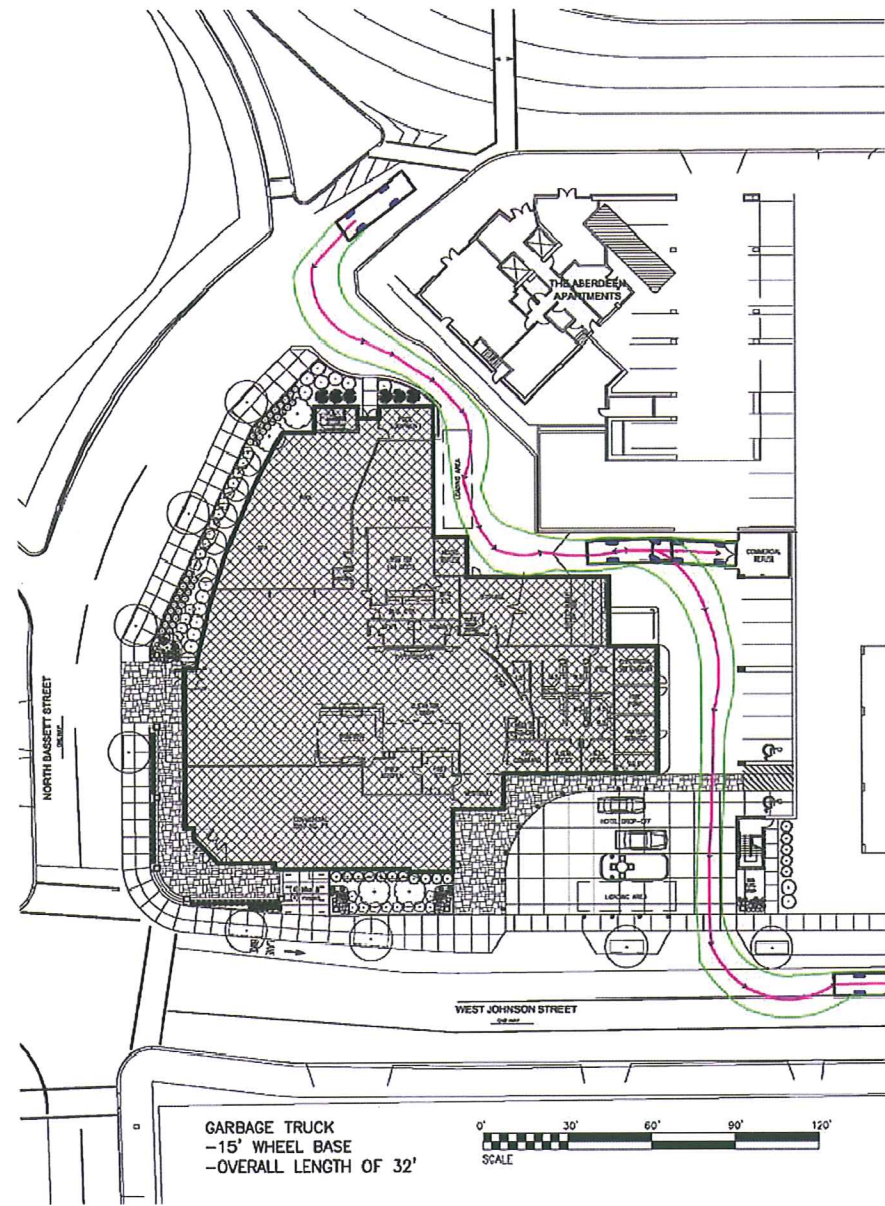
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MADISON, WI 53717
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W. JOHNSON STREET & N. BASSETT STREET
MADISON, WISCONSIN 53703

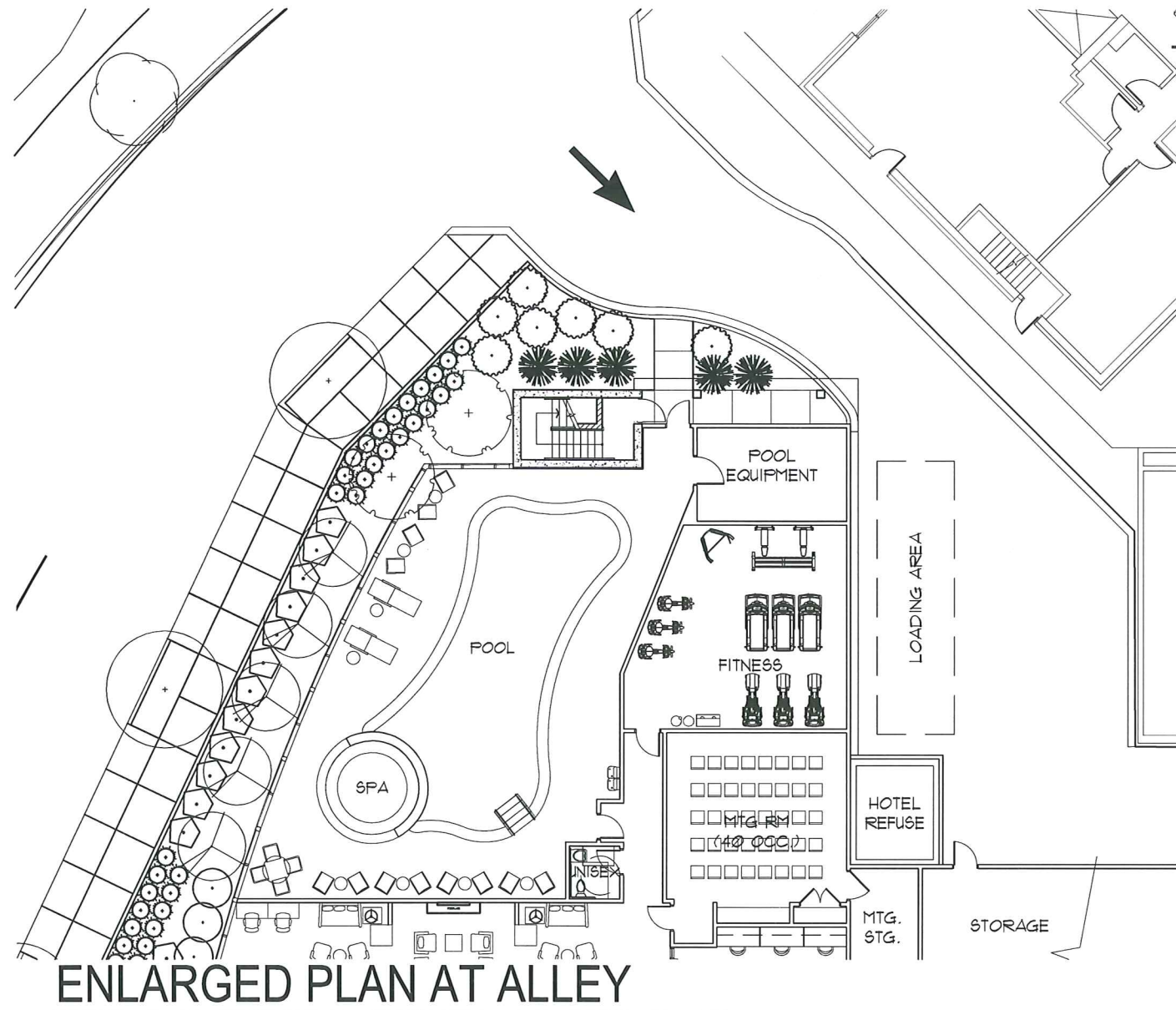
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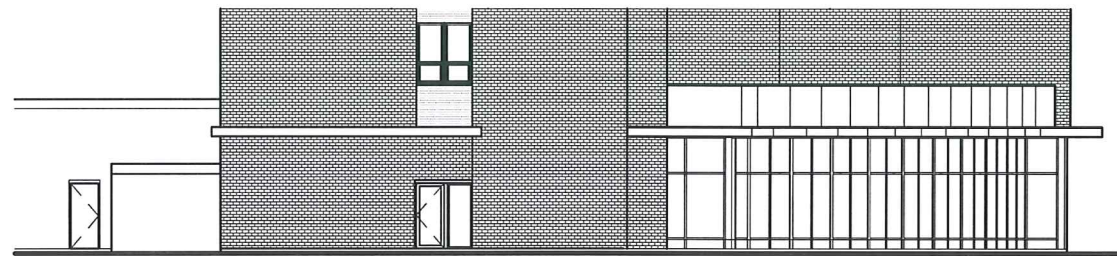
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DATE: 05/18/2011
SCALE: AS NOTED



**GARBAGE TRUCK - 32'
THRU ALLEY**



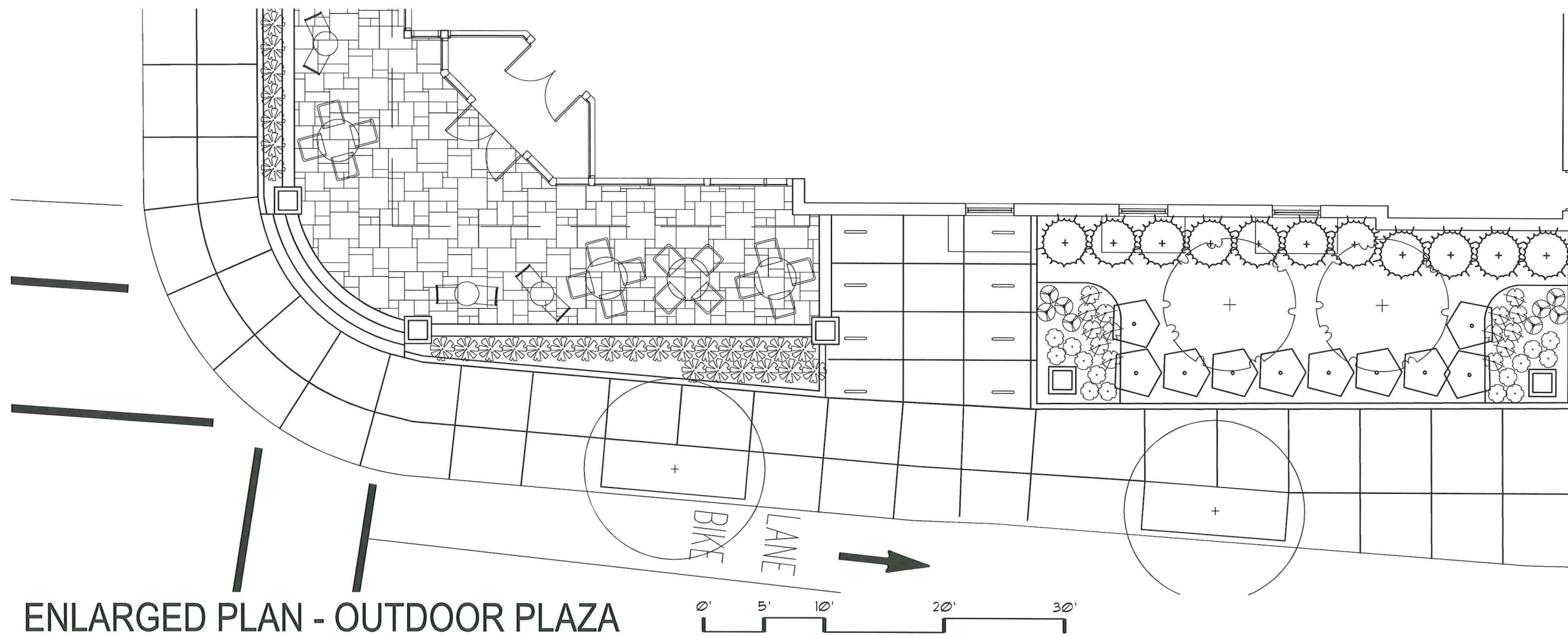
ENLARGED PLAN AT ALLEY



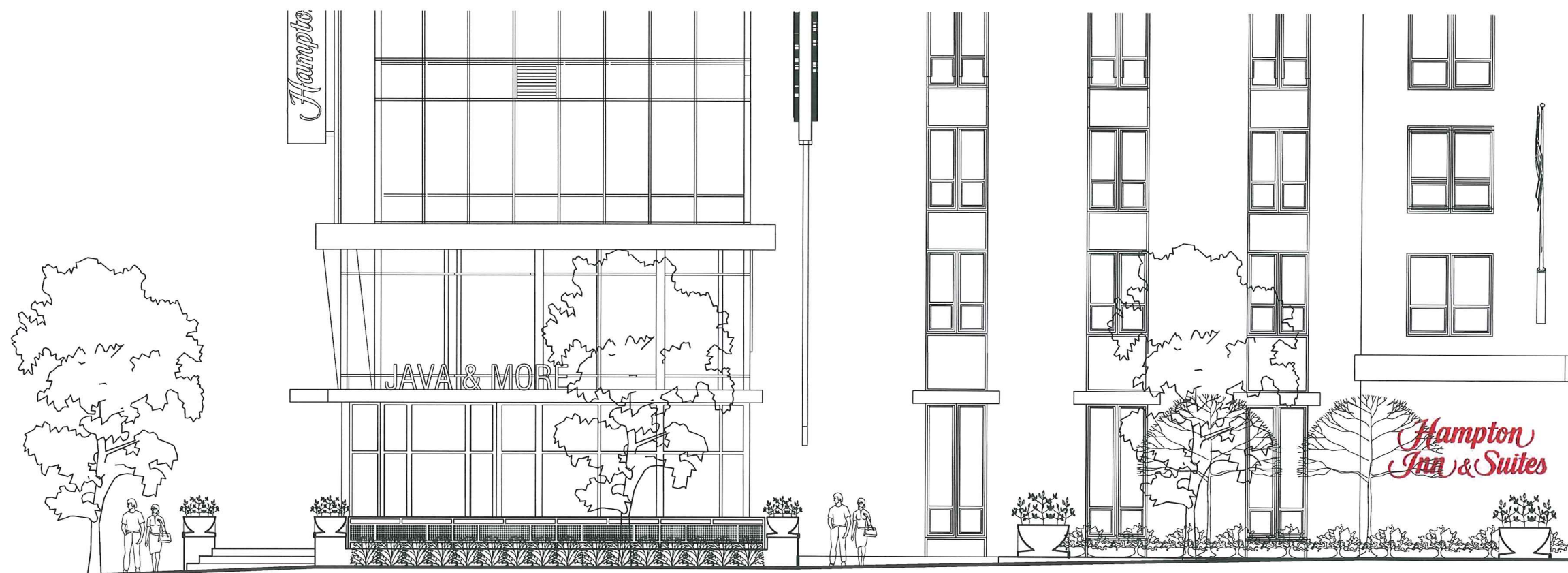
ENLARGED NORTH ELEVATION AT ALLEY



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ENLARGED PLAN - OUTDOOR PLAZA



ELEVATION - OUTDOOR PLAZA

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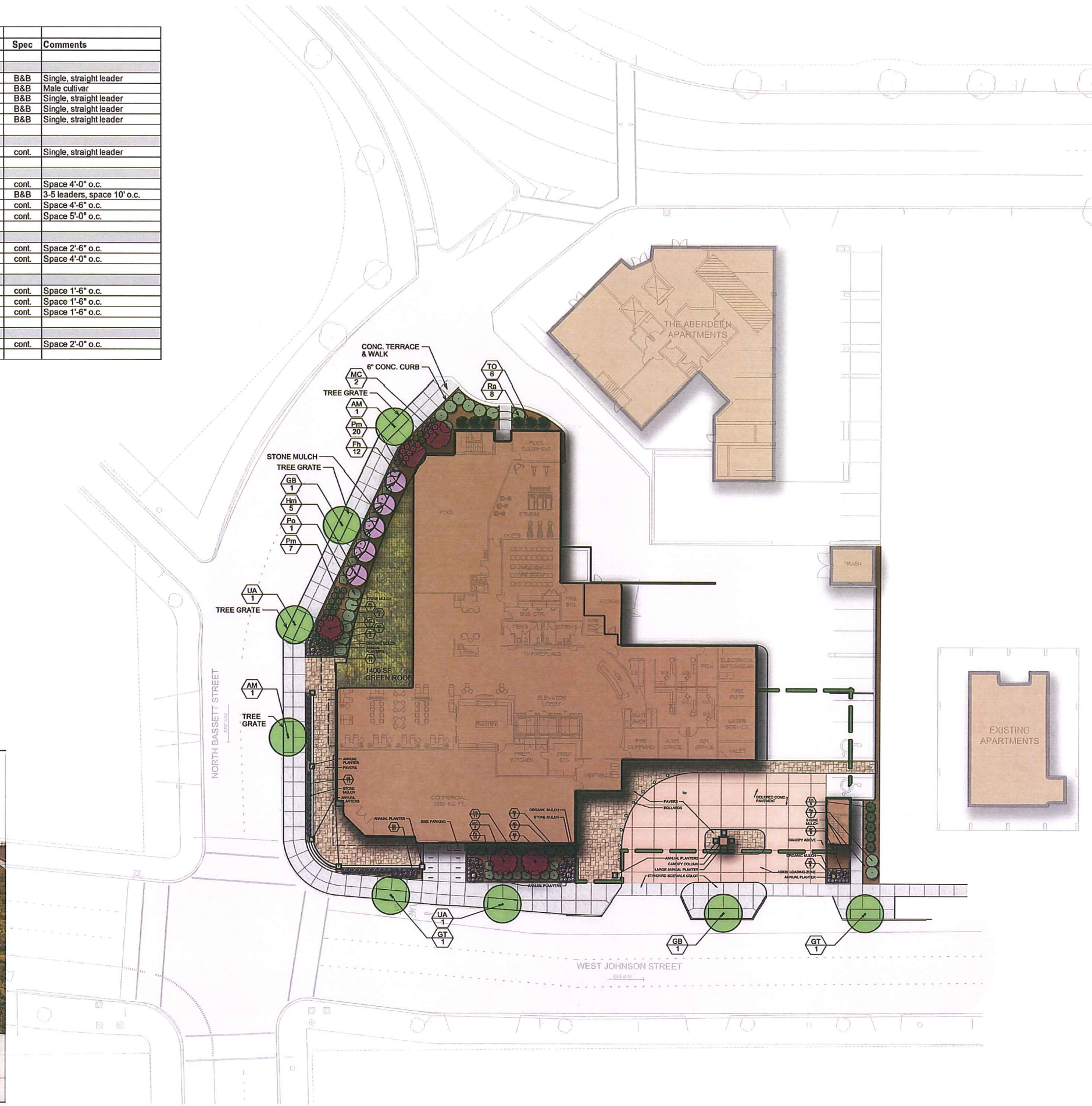
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PROJECT: 200727
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DATE:
SCALE:



Landscape Plant List						
Key	Botanical Name	Common Name	Quantity	Size	Spec	Comments
Deciduous Trees						
AM	<i>Acer miyabei</i> 'Morton'	State Street Maple	2	2.5" cal.	B&B	Single, straight leader
GB	<i>Ginkgo Biloba</i> 'Autumn Gold'	Autumn Gold Ginkgo	2	2.5" cal.	B&B	Male cultivar
GT	<i>Gleditsia tricanthos inermis</i> 'Skyline'	Skyline Honeylocust	2	2.5" cal.	B&B	Single, straight leader
MC	<i>Malus 'Centzam'</i>	Centurion Crabapple	7	2" cal.	B&B	Single, straight leader
UA	<i>Ulmus americana</i> 'NewHorizons'	New Horizons Elm	2	2.5" cal.	B&B	Single, straight leader
Evergreen Trees						
TO	<i>Thuja occidentalis</i> 'Hetz Wintergreen'	Wintergreen Arborvitae	6	6' ht.	cont.	Single, straight leader
Deciduous Shrubs						
Fh	<i>Forsythia x 'Happy Centennial'</i>	Happy Centennial Forsythia	29	3' ht.	cont.	Space 4'-0" o.c.
Hm	<i>Heptacodium miconioides</i>	Seven Son Flower	8	6' ht.	B&B	3-5 leaders, space 10' o.c.
Po	<i>Physocarpus opulifolius</i> 'Seward'	Summer Wine Ninebark	12	3' ht.	cont.	Space 4'-6" o.c.
Ra	<i>Rhus aromatica</i> 'Gro-Low'	Gro Low Fragrant Sumac	10	2' spr.	cont.	Space 5'-0" o.c.
Evergreen Shrubs						
Pm	<i>Pinus mugo</i> 'Mops'	Mops Mugo Pine	40	18" spr.	cont.	Space 2'-6" o.c.
Tm	<i>Taxus x media</i> 'Tauntonii'	Taunton Yew	19	2' spr.	cont.	Space 4'-0" o.c.
Perennials/Grasscovers						
as	<i>Allium tanguticum</i> 'Summer Beauty'	Summer Beauty Allium	37	1 qt.	cont.	Space 1'-6" o.c.
ab	<i>Amsonia x 'Blue Ice'</i>	Blue Ice Bluestar	21	1 qt.	cont.	Space 1'-6" o.c.
sc	<i>Salvia nemorosa</i> 'Caradonna'	Caradonna Salvia	32	1 qt.	cont.	Space 1'-6" o.c.
Ornamental Grasses						
ca	<i>Calamagrostis x acutiflora</i> 'Karl Foerster'	Karl Foerster Feather Reed Grass	33	1 gal.	cont.	Space 2'-0" o.c.

Green Roof Tray System



PLAN NORTH



GARY BRINK & ASSOCIATES
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#401 EXCELSIOR DRIVE
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WEST JOHNSON ST - ORIGINAL CONCEPT



WEST JOHNSON ST - ADDED SCORE LINES

PROJECT: W. JOHNSON STREET & N. BASSETT STREET
MADISON, WISCONSIN 53703
DEVELOPER: RAYMOND MANAGEMENT COMPANY
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DATE: 05/18/2011
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EIFS SCORING
STUDY



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BASSETT STREET - ORIGINAL CONCEPT



OPTION A - ADDED WINDOWS



OPTION B - ADDED WINDOWS



OPTION C - ADDED WINDOWS

PROJECT: W. JOHNSON STREET & N. BASSETT STREET MIXED USE DEVELOPMENT
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MADISON, WISCONSIN 53703

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NORTH ELEVATION
FENESTRATION
STUDY

No. 12a

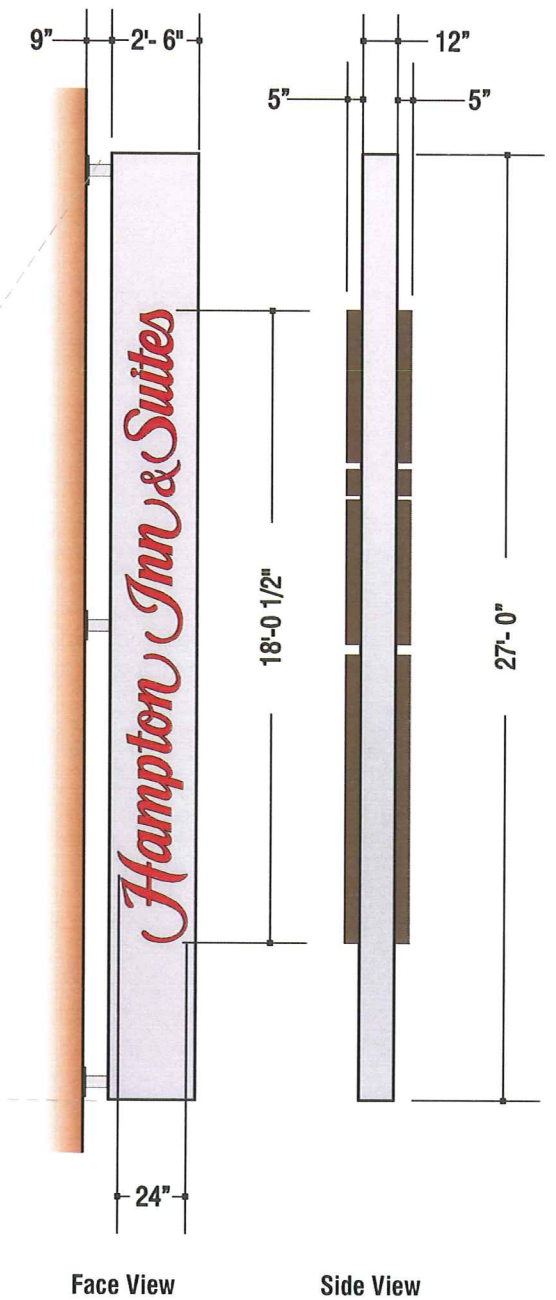


Internally Illuminated Linear Layout Letters to be mounted to canopy fascia as shown. Reference Drawing B61087B for general letter specifications.



WEST ELEVATION - NORTH BASSETT STREET
Scale: 1/32" = 1'- 0"

Site Identification



D/F PROJECTING BLADE SIGN

Scale: 3/16" = 1'- 0"

D/F Projecting Blade Sign to be constructed using tubular aluminum framing w/ .100 aluminum faces & filler. Face & filler to have a Brushed aluminum urethane enamel finish. Letters to be fabricated aluminum w/ Dark Bronze returns & Red acrylic faces. Illumination to be provided by Red LED'S w/ power sources contained inside cabinet, reference Drawing B61087B for general letter specifications. Cabinet to be mounted to wall w/ a bolted plate connection, method of anchors to be determined by wall conditions.

MADISON, WI



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585 Bond Street - Lincolnshire, IL 60069
PHONE: (847) 520-1255 FAX: (847) 520-1543
www.kieffersigns.com

CUSTOMER: Hampton Inn & Suites
LOCATION: Madison, WI
SALESMAN: Mike Mele
DESIGNER: MAK
DATE: 5/23/11

Artwork
 Design
 Survey
All boxes checked to Enter Order



COMPANION FILES

PRODUCTION PROCESSING

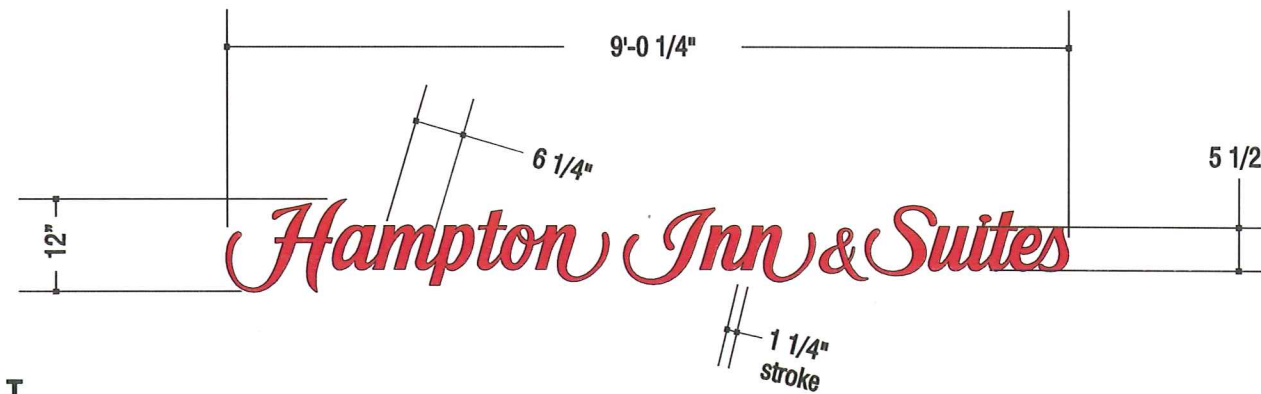
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Job # _____
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-003 _____
-004 _____

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B61087A

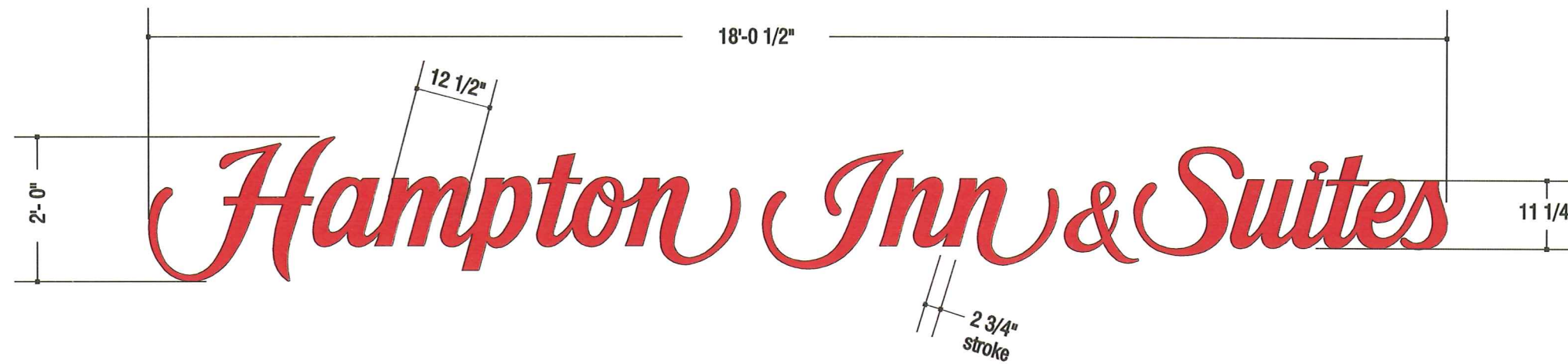


12" & 24" Internally Illuminated Letters



12" LETTER LAYOUT

Scale: 1/2" = 1'-0"



24" LETTER LAYOUT

Scale: 1/2" = 1'-0"

REMOTE LETTERS

- 5" DEEP CHANNEL LETTERS with REMOTE POWER SUPPLIES.
- .040" THK. ALUM. RETURNS with .063" THK. ALUM. CAD CUT BACKS. RETURNS PAINTED 313 DK. BRONZE.
- .177" THK. CYRO SG 3RK32 RED FACES.
- 1" DK. BRONZE JEWELITE RETAINER.
- GELCORE GERDMXS6 TETRA MAX RED L.E.D. (3MOD/FT)



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CUSTOMER: Hampton Inn & Suites
 LOCATION: Madison, WI
 SALESMAN: Mike Mele
 DESIGNER: MAK
 DATE: 5/23/11

- Artwork
 - Design
 - Survey
- All boxes checked to Enter Order



COMPANION FILES

PRODUCTION PROCESSING

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B61087B



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CUSTOMER: Hampton Inn & Suites
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- Artwork
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COMPANION FILES

PRODUCTION PROCESSING

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BUILDING PERSPECTIVE

MADISON, WI

B61087C