

From: [David Lanzotti](#)
To: [Vaughn, Jessica L](#)
Cc: [Cleveland, Julie](#)
Subject: Re: 411 W Gilman Proposal - Choice of White Upper Paneling
Date: Thursday, November 13, 2025 7:18:37 PM

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Ms. Vaughn,

Thanks for letting me know! It looks like the 411 Gilman project is not on the agenda for Nov 19th, but it's fine to include my comments below whenever that proposal is discussed.

By the way, I see that the other 425 Frances / 450 Gilman proposal is on the agenda for the next meeting. I really don't want to be annoying or excessive in providing my comments, but I have concerns with this Frances / Gilman proposal as well -- particularly the odd and extraneous pool area roof overhang (just keep within vertical column), and the lower street level sections of the building are too light colored and plain (especially the side walls on Gilman facing the book bindery building) with a sort of cheap "cinder block" look with simple edges - maybe more features or windows on plain sidewalls and a darker brick color on lower sections offsetting the light wood colored accents would be better in my opinion. Also, could parking entrance be moved to the other side to hide mid block? However, I do like the middle tower portion of the building and think it is improved from the earlier design.

Sorry I could not resist providing further comments on this other project :). Thanks again for your consideration.

David

Sent from my iPad

On Nov 11, 2025, at 11:58 AM, Vaughn, Jessica L
<JV Vaughn@cityofmadison.com> wrote:

David,

Thank you for your email. Please note that your comments will be included in the public record for this item and shared with the Urban Design Commission as part of their consideration at their November 19 meeting.

If you have any questions, please do not hesitate to contact me.

Best,

Jessica

<image001.jpg>

Jessica Vaughn, AICP (she/her)
Urban Design Commission Secretary – Planning Division
Department of Planning & Community & Economic Development
215 Martin Luther King Jr. Blvd | Suite 017
PO Box 2985
Madison, WI 53701
jvaughn@cityofmadison.com
608.267.8740

From: David Lanzotti <dlanzotti@gmail.com>
Sent: Monday, November 3, 2025 8:35 PM
To: Vaughn, Jessica L <JVaughn@cityofmadison.com>
Subject: 411 W Gilman Proposal - Choice of White Upper Paneling

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Dear Ms. Vaughn,

I recently saw the updated renderings for the 411 W Gilman St proposal (see link below) and would like to comment on the updated design of the building. First, on the positive side, I like the overall structure, setbacks and angles of the building with the incorporation of glass and balconies, and I think there are improvements in the brick colors chosen for the three street-level sections relative to the previous design, which is also differentiated from the restored historical facade.

However, I think the color change for the paneling on the upper portion of the building to white is a terrible choice — it should be a darker color, such as grey/slate. Even the prior terracotta color would be better. Although I also do not like the orange colored accents and awnings on the front of the building, I can tolerate it as a bold artistic element. Anyway, I really would prefer to sit back and just admire all of the developments in the city, but when I saw these updated plans for the building, I felt the need to comment on the updated design.

<https://madison.legistar.com/View.ashx?M=F&ID=14889464&GUID=A969B58D-EABF-46BB-9E3B-154F3BBA5FCF>

Thank you for your consideration in reading my comments! If only the color of the upper paneling could be changed to a darker color, such as a darker grey, it would be a great design for the building, but the white paneling on the upper portion of the building would be a regrettable mistake. By the way, I also have issues with the separate 450 W Gilman and 139 W Wilson proposals, but I will reserve my comments on them for now.

Best regards,
David

Sent from my iPad