



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:

Since the Urban Design Commission Meeting on May 11, 2011, and Landmarks meeting on May 23, 2011, our office has been evaluating the various comments and suggestions made by members of the UDC and Landmarks Commissions and have modified our design solution accordingly. The following are responses to the Commission member's comments:

- 1) Provide breakdown of how this proposal varies from what was presented in early 2009.
Response: See attached letter outlining the differences.
- 2) Create a more defined entry.
Response: We have pulled the entry vestibule past the lobby storefront, added signage and an accent color to the vestibule. The 12' wide stairs leading to the vestibule with light fixtures will also reinforce the sense of entry.
- 3) Use of high quality materials.
Response: The façade consists primarily of cast stone, burnished CMU block, glass, metal and brick. EIFS is only being used at parapets and eyebrows.
- 4) Simplify the façade to create a more cohesive, refined design.
Response: The design has evolved to have similar CMU bookends on the NW and SE corners of the building that are connected by a three story floating brick mass. The pedestrian experience will be a cohesive mix of cast stone and glass. The roof lines and parapets and have been simplified to accent the massing of materials.
- 5) Address the terminal view at the corner of Lakelawn and the view from Langdon St.
Response: We have developed a stronger mass with more articulation and first level glazing at the corner of Lakelawn that anchors the building. The SW corner that is visible from Langdon St. has been refined so that it scales out better with Accacia via the use of glazing, lower parapet and a stepback at the 5th floor.
- 6) Create a more urban edge on Lakelawn.
Response: We have incorporated a number of elements to create a more urban edge that will engage pedestrians. The exercise and laundry room have been moved to the NW corner of the first floor with glazing, creating more interaction with the street. A terrace, cantilevered boardwalk, light bollard and a raised planter have been added to the north yard to reinforce the urban context. The landscaping has been designed to reinforce this concept.

- 7) Study how a second entrance could be added to the north.

Response: We have looked at a number of site and floor plan options to add this entrance and have determined that it is not a good fit for the current design. The primary concern is that the entry has the potential to create a security and loitering risk. In addition, it also reduces the usability of the deck because of traffic patterns from stairway to entry. The vast majority of the residents and visitors will approach the building from the south on Lakelawn, coming from State Street or the campus. We heard similar comments from the Alder and the neighborhood on all of these items.

- 8) Study how to simplify the area between Accacia and 229 and add green space.

Response: This space has multiple functions that are defined by the use of materials and signage. The 5'-4" drive aisle for bikes/mopeds and trash will have decorative concrete. The short term parking will be signed and striped. A raised planter has been added to create visual focal point and soften the existing mechanical unit enclosure and bike parking.

- 9) Study short term parking options.

Response: We met with traffic engineering and they are comfortable with what is being proposed. We discussed the option of creating a pull up stall parallel to the street and were informed, by Traffic Engineering staff, that it was not feasible.

- 10) This project is a background building site.

Response: After evaluating the architecture in the immediate neighborhood, we have come to the conclusion that any building placed on the site will be by its mass and height alone, be the focal element of Lakelawn Place. The fact that this new building is on a corner with open sight lines from multiple directions and a lack of architectural continuity with an eclectic make-up of architectural styles in the immediate neighborhood, point to this building as the cornerstone structure of Lakelawn place.

- 11) Address the mass of the building with physical articulation in lieu of just material changes:

Response: The design team has spent a great deal of time studying different massing options to create a more fenestrated façade that will balance the developer's needs and the architectural character of the building. The design that will be presented to UDC reflects these studies and includes a number of building setbacks, stepbacks, canopies and eyebrows that reinforce the material massing being proposed.

- 12) Address the balconies on the south side of the building.

Response: We have studied the relationship between the southern balconies and Accacia and have revised the design to create less interaction. The balconies have been separated and reduced in size to reduce the potential of a "party platform" and opened up the court between the buildings.

Regards,



Josh Wilcox
Senior Project Manager