



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 Urban Design Commission,

We have developed the following text to demonstrate how we have met the Exterior and Interior Design Criteria for Planned Unit Development Districts in Downtown Design Zones.

Exterior Building Design

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 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.*

The proposed five story building is in scale with many of the buildings in the surrounding area. The average roof line on our building is 9.4' above Accacia's ridge line and 3.4' above the ridge at 210 Langdon St. We have designed the façade to provide a pedestrian friendly first level streetscape and have broken up the buildings mass to fit the scale of the neighboring structures.

2) **Orientation.** *Buildings create and define the public space (streets and sidewalks) and how the building faces this public way is important. Any building facade 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.*

The building sits on the edge of all the setbacks and is oriented towards both legs of Lakelawn Place with the entrance centered on the west face of the building. The NW tower and terrace is designed to anchor the building on the corner. The setback is in line with the building footprint of Accacia. The project engages the public space along Lakelawn Place by creating outdoor space for residents making a subtle transition from public space to building face.

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.*

The building is composed of a strong base of cast stone, green screen and glazing that engages the pedestrian environment with a mixture of terraces, lighting elements and raised planters. The middle is comprised of "floating" brick that is wrapped in an EIFS brow that extends to the masonry towers on the NW and SE corners of the building that ground the structure. The top of the building is continuous glazing that provides a visual stepback that is in scale with the adjacent structures. Roof edges are treated with EIFS canopies and parapets that reinforce the buildings mass.

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 a 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.*

The building is articulated via a mix of physical stepbacks, setbacks, canopies, balconies, eyebrows and material changes. The contemporary design utilizes the vertical massing of the NW and SE Towers to balance the horizontal lines of the remaining façade.

5) Openings. *The size and rhythm of 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 facade 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.*

The design of the building has a great deal of openings throughout the façade. The first level is primarily transparent to interact with the street and create a sense of public space for the residents. This transparency is also critical for creating a secure environment that is to a human scale. The size and rhythm of the mid-level openings and the corner towers play off of the Accacia. The top of the building is mostly glass to accentuate views of the lake and the neighborhood.

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.*

The material composition of the façade is a mix of glazing, cast stone, CMU, brick, metal and EIFS. All of these materials and colors are common in the neighborhood and are indicative of a high quality, low maintenance building.

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.*

The building contains a clearly-defined primary entrance on the west face. The entry vestibule extends past the face of the lobby storefront, painted an accent color, and has signage. The 12' wide stepped walkway with a light fixture on each side to reinforce the sense of entry.

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.*

The building has a terminal view at the corner of Lakelawn and the SW corner that can be seen from Langdon St. The masonry tower on the corner of Lakelawn has been designed to anchor the building with its

mass and vertical openings. The SE corner has a physical glazing stepback at the fifth level and a transparent first level to add architectural character that fits design.

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.

The semi-public consists of two elevated terraces, cantilevered boardwalk, two raised planters along with curb cuts for short term parking. The elevated terraces will be clad in cast stone that matches the building façade and planters will be cast in place concrete with reveals to give the appearance of precast panels. The site lighting and furnishings will be contemporary in nature to be compatible with the style of the building.

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.

The landscaping is designed to complement the lines of the building and be very durable given the environment in that area. The three trees on the property are located to maximize their impact. The east side plantings are dense to block sightlines to the windows and reduce car lights into the units.

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.

Exterior lighting has been selected to compliment the design of the building and activate the pedestrian environment. The entry stairs have indirect pole fixtures on each side of the stairs with the same fixture at the north terrace. All three of these fixtures are intended to light the semi-public space and provide some lighting to the street and sidewalk per the request of city engineering. We have provided canopy down light fixtures along the west façade to provide illumination to this active area. Low level lighting has been added via step lights at the ramps and back lighting of the green screen. A photometric plan has been developed and will be presented to the UDC and staff for approval.

Interior Building Design

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.

A total of 14 units are being proposed with the following mix:

(4) - 6 bedroom units, (5) – 3 bedroom units, (5) – 4 bedroom units.

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.

The living area in each unit is sized to accommodate the residents at the breakfast bar /dining room table and also provide seating for all in the living room. The bedrooms will be furnished with an extra long twin, side table, desk and chair, wardrobe or wall mounted closet system.

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.*

The lobby has a large amount of glazing looking out to the street and front terrace and is sized to provide seating for residents that are waiting for visitors. The lobby will have mail boxes and a secure and transparent vestibule, which is where all deliveries will arrive.

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 open space on roof decks at lower elevations is preferred to rooftops. At some locations, side and rear yards sufficient to provide usable open space may be limited, and outdoor open space may not represent the most beneficial use of a limited site when the overall density of development is relatively high. Common recreational facilities and social activity spaces in the development may be considered toward meeting the need for usable open space.*

We have provided two terraces and 5'x 8' balconies at all units for a total of 1,403 sq. ft. of useable open space. Additional amenities are provided on the first floor that are not included in this square footage.

5) **Trash Storage.** *The trash storage area for the building should be located where it is reasonable accessible to the residents, as well as to disposal pick-up crews. In general, it is recommended that the trash storage area be located within the building footprint. Trash storage areas shall not be located in building front yards. Trash storage areas at any location shall be adequately screened to preserve an attractive appearance from the buildings on the site, from adjacent buildings and uses, and from public streets and walkways.*

All trash and recycling storage is inside the building and not visible from the street. 229 is housing the trash and recycling for Accacia.

6) **Off Street Loading.** *Adequate off-street loading areas shall be provided, as specified in Section 28.11. The Plan Commission may consider arrangements to provide off-street loading and access from adjoining properties to satisfy the requirement provided that continued use of these arrangements is assured. For all residential developments where the off-street loading area is not adequate to accommodate the anticipated needs of residents moving into or out of the dwelling units, and in particular when significant numbers of residents are expected to want to make these moves within the same limited time period (as with student-oriented housing), a specific resident move-in plan shall also be submitted with the application for a residential development in a Downtown Design Zone describing in detail how the moving needs of residents will be accommodated without creating congestion or traffic problems on public streets or unauthorized use of parking and loading areas that are not part of the development.*

We are providing two (9'x18') short term parking stalls that will handle the resident deliveries and maintenance needs throughout the year. The move in plan will be included in the properties management plan and will be submitted to staff for review prior to the Plan Commission meeting.

7) **Resident Parking.**

a) **Vehicles.** Not applicable as there is no car parking.

b) **Bicycles.** Adequate on-site bicycle parking shall be provided to meet the needs of all the residents and users of the developments, as provided by Section 28.11(3)(e). Bicycle parking may be shared or assigned to individual dwelling units and should be located where it is reasonably convenient to the residents and to the public street system. It is recommended that at least some bicycle parking should be provided inside the building or in another location protected from the weather. If it is intended or anticipated that residents will store bicycles within individual dwelling units, the design of the units shall include provision for this storage, and hallways, elevators, and other building features shall be appropriately designed to facilitate the transport of bicycles to and from the units.

c) **Mopeds.** Adequate parking for mopeds should be provided to meet the needs of the residents. Indoor parking spaces should be provided within the parking area provided for other motor vehicles. Outdoor parking for mopeds may be provided within the parking area provided for other motor vehicles or within bicycle parking areas. Mopeds shall not be kept inside the building except within designated moped or motor vehicle parking areas.

The project will include parking for Acacia, resulting in a need for 21 moped and 64 bike stalls if we were to provide 1 to 1 parking for each bedroom of the Acacia and the proposed project. We are providing 20 moped and 59 bike stalls, all inside the building. This number includes visitor parking.

8) **Building Security and Management.** Building security and adequate resident access to building management shall be provided as necessary to ensure the safety of residents and to protect them from excessive noise and other nuisances that might be created in and around the premises. Depending upon the size of the building, intensity of occupancy, and type of residents anticipated, adequate security might also require on-site management. A management plan shall be submitted with each application for a residential development in a Downtown Design Zone describing in detail how the necessary security and access to management will be provided. The Plan Commission shall retain continuing jurisdiction over the management plan, and in the event that security problems occur in the future, the Plan Commission may review the management plan and may require that additional actions be taken by the building owner to address specific problems or deficiencies determined to exist.

The management plan will be presented to staff in advance of the Plan Commission meeting and will clearly identify all building security and management policies.

Regards,



Josh Wilcox
Senior Project Manager