

From: [Michael J. Lawton](#)
To: [Parks, Timothy](#); [Firchow, Kevin](#)
Cc: [John Flad](#); [Randy Bruce](#); [Brian Ohm](#); [Lawton, Jacki](#); [Keyes, Joe R.](#); [Diana Penkiunas](#); "Nick Schweitzer"; [Catherine Auger](#); [Russ Kowalski](#); [Gary Peterson \(plannergary@sustainablegary.com\)](#); [Martin, Arvina](#)
Subject: Flad Development project 4510 Regent Street and 4513 Vernon Blvd., Legistar No. 58751
Date: January 19, 2020 7:37:28 PM
Attachments: [Design Options - Original.pdf](#)
[Design Options - Original from Regent.pdf](#)
[Design Options - Revised.pdf](#)
[Design Options - Revised from Regent.pdf](#)

Tim and Kevin,

I am forwarding the email below from Randy Bruce to the Hill Farms Planning Committee, as his email and the attachments are the basis for our comments on this application which I will be sending you separately and should be considered part of our response.

Mike Lawton
Hill Farms Association Planning Committee

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From: Randy Bruce <RBruce@knothebruce.com>
Sent: Wednesday, January 8, 2020 1:05 PM
To: Michael J. Lawton <mlawton@boardmanclark.com>
Cc: Timothy Parks <tparks@cityofmadison.com>; John Flad <jflad@flad-development.com>; Duane Johnson <DJohnson@knothebruce.com>
Subject: FW: Flad Development project Segoe Rd. between Vernon Ave. and Regent St.

Mike,

Thank you for meeting with us this morning to discuss the proposed changes to the exterior design. We have made these changes to respond to a concern from a few of the neighbors who felt the design was too traditional and not necessarily in keeping with the mid-century modern design aesthetic of the neighborhood.

The site plan and floor plans for the proposed development remain unchanged but the exterior design has been simplified and the more traditional elements of the design eliminated. Specifically, the following changes have been made:

- The double-hung windows with simulated divided lights have been revised. Instead simple single-hung windows with unequal sash heights are implemented. The sashes are one piece, without divided lights or "mutton bars".
- The arched entry forms at the first floor entry porches have been eliminated in favor of a straight, rectilinear form that is more consistent with contemporary design.

- The cornice has been simplified. In place of the highly detailed, built-up cornice detail a much cleaner and simple detail is used.
- The large built-up wood columns at the balconies have been eliminated and the metal railing system has been continued around the balcony edge.
- The siding and detailing of the projecting bays has been revised. In place of the white panel and batten siding a horizontal siding is used. The detailing for the white bays are also revised to vertically band the windows between the second and third floors with a grey panel between.

Attached you will find some exterior renderings for the proposed development that compare the original design with this more modern version. Please let me know if you have any questions or need any additional drawings from me.

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