GARY BRINK & ASSOCIATES, Inc. ARCHITECTS

November 30, 2016

Jessica Vaughn, Development Project Planner
Department of Planning & Development
City of Madison
215 Martin Luther King, Jr. Blvd
Madison, WI 53701-2984

Re: 8102 Watts Road

Dear Jessica:

The following is our response the Planning Staff Report dated November 21, 2016. Our response(s) are noted in red.

1. **Street Orientation.** The Watts Road frontage on the south side of the project site is the primary street frontage and adjacent public right-of-way. However, the proposed building and site design are internally oriented to the site addressing the parking lot, leaving the street frontage void of building mass and activity. Additional site amenities are located at the northeast corner of the project site along the internal access driveway, focusing the activity on the northeastern portion of the project site.

   In addition, as indicated on the building elevations and site plan, the proposed building elevation along Watts Road would be considered a tertiary building entrance that really serves more as a 'building end' given the lack of activity in the elevation and floor plan, and with the location of the trash enclosure along the street. As indicated on the floor plans, currently a stairwell and hotel rooms line this wall.

   The Watts Road frontage is the primary frontage and consideration should be given to orienting the building to better address the street and activating the pedestrian environment, including the following changes:

   - Relocate site amenities from the north side of the project site to the Watts Road frontage.
     - *The irregular shape of the property creates a variety of challenges that are best met by the current building and parking configuration. We have completed multiple studies that included mirroring the building, all of which have demonstrated that the current layout is the only viable option for this site. The driving factor is lack of depth between the retaining wall and parking area near Watts along with grading/drainage challenges and guest security concerns.*
     - *We have addressed this concern by activating the Watts side of the building with an enhanced canopy and glazing, architectural lighting, significant landscaping, planters, benches and three flagpoles. The previously noted items will work together to fully activate the space in a manner that pedestrian and vehicle traffic moving along Watts will view it as a primary entrance.*
   - Utilize an enhanced commercial design (i.e. storefront window system) on the south building elevation that extends to the west elevation, wrapping the corner.
     - *We have added a significant amount of glazing on the south façade that identifies that corner as a primary entrance in addition to the previously mentioned items.*
     - *The glazing does not wrap the corner to avoid façade and structural conflicts.*
   - Create one prominent entry facing Watts Road where there are currently two doors.
     - *We have provided an enhanced entry by connecting the doors in continuous glazing and thus creating a prominent entry façade. The canopy above these entries unifies this area so that it*

reads as a primary entrance rather than a secondary or tertiary entrance in addition to the previously noted items.

- Utilize a building entry design that clearly emphasizes the southern entrance, including awnings, landscaping, amenities, glazing, etc.
    - *See response the first comment.*
- Incorporate additional windows on upper levels of the south building elevation in the stairwell and by reorienting the hotel room configuration to allow for more windows.
    - *A window was added in each of the guestrooms on the second, third, and fourth floors. By reorienting the configuration of the guestroom along Watts Road we gained an opportunity to introduce more glazing on the building elevation than was anticipated.*

2. **Building Design.**
    - As shown on the building elevations, EIFS is the more predominant material. The front façade is primarily clad in EIFS, which is typically utilized more as an accent material. In addition, on the east elevation, EIFS is located at ground level. Even in conventional commercial and mixed-use zoning districts, EIFS is only allowed as an accent material or located at the top of buildings. Building materials should be applied more equitably and consistently on all four facades of the building, EIFS should be minimized, and a more authentic, durable base-course material should be used at ground level on all facades.
        - *We have introduced a large amount of durable materials on the base of the building, as well as on elements that are more vertical in nature. The EIFS that remains on the building forms larger accent areas that ultimately create the lines that define this building.*
        - *We have addressed the UDC comments to ensure the masonry does not blend with the (E-2) EIFS by changing the color of the masonry to be a bridge color that will tie together all the materials.*
        - *We are working with the multiple retaining wall providers to find a color that more closely matches the masonry on the building per the request of the UDC.*

    - The HVAC utility louvers and grates for each hotel room are located below the window openings for each room. These should be better integrated architecturally into the overall building elevations.
        - *The HVAC utility louvers that are not completely integrated into the window system are smaller in size and fall into the rhythm of the façade joint treatments. Those louvers will be flush and painted to match the adjacent material.*
        - *In HVAC utility louvers are integrated into the window and create a larger statement while the units in EIFS are intended to blend more into the material and match that of the material pattern. This further distinguishes the brick masses with those of the EIFS accents.*

3. **Site Landscaping.** Given the highly visible nature of the project site with frontages along Watts Road and a private access drive, both with an existing landscape design along property frontages, consideration should be given to maintaining consistency with the existing streetscape design, especially along Watts Road, in terms of design and plant species, and providing additional screening, especially for 'back-of-house' operations.

    We have worked closely with the architect, landscape designer and civil engineer of the adjacent proposed project to ensure the landscaping and site amenities are cohesive as between the two projects and the adjacent properties.

    - Parking lot landscape Islands shall be located at least every twelve contiguous stalls with no break.
        - *We have added the requested islands to address Zoning and UDC comments.*

4. Trash Enclosure. Staff fully supports and encourages the relocation of the trash enclosure and utility box away from Watts Road. In the event that they cannot be relocated, they should be more effectively screened year round with enhanced landscape design in this area.

The trash enclosure has been moved off of Watts Road, and placed on the private access drive that connects Watts Road and Homewood way. By moving this we are able to create a continuous landscaping theme from the Princeton Club through our development and into the proposed adjacent development. This continuous treatment of landscaping creates a sense of consistency while looking along Watts Road regardless of the different building designs.

Sincerely,

Josh Wilcox
VP/Senior Project Manager

7780 Elmwood Avenue, Suite 204 Middleton, WI 53562 Phone 608 829-1750 Fax 608 829-3056

GARY BRINK & ASSOCIATES, Inc. ARCHITECTS

November 30, 2016

Jessica Vaughn, Development Project Planner
Department of Planning & Development
City of Madison
215 Martin Luther King, Jr. Blvd
Madison, WI 53701-2984

Re: 8102 Watts Road

Dear Jessica:

The following is our response the Planning Staff Report dated November 21, 2016. Our response(s) are noted in red.

1. **Street Orientation.** The Watts Road frontage on the south side of the project site is the primary street frontage and adjacent public right-of-way. However, the proposed building and site design are internally oriented to the site addressing the parking lot, leaving the street frontage void of building mass and activity. Additional site amenities are located at the northeast corner of the project site along the internal access driveway, focusing the activity on the northeastern portion of the project site.

   In addition, as indicated on the building elevations and site plan, the proposed building elevation along Watts Road would be considered a tertiary building entrance that really serves more as a 'building end' given the lack of activity in the elevation and floor plan, and with the location of the trash enclosure along the street. As indicated on the floor plans, currently a stairwell and hotel rooms line this wall.

   The Watts Road frontage is the primary frontage and consideration should be given to orienting the building to better address the street and activating the pedestrian environment, including the following changes:

   - Relocate site amenities from the north side of the project site to the Watts Road frontage.
     - *The irregular shape of the property creates a variety of challenges that are best met by the current building and parking configuration. We have completed multiple studies that included mirroring the building, all of which have demonstrated that the current layout is the only viable option for this site. The driving factor is lack of depth between the retaining wall and parking area near Watts along with grading/drainage challenges and guest security concerns.*
     - *We have addressed this concern by activating the Watts side of the building with an enhanced canopy and glazing, architectural lighting, significant landscaping, planters, benches and three flagpoles. The previously noted items will work together to fully activate the space in a manner that pedestrian and vehicle traffic moving along Watts will view it as a primary entrance.*
   - Utilize an enhanced commercial design (i.e. storefront window system) on the south building elevation that extends to the west elevation, wrapping the corner.
     - *We have added a significant amount of glazing on the south façade that identifies that corner as a primary entrance in addition to the previously mentioned items.*
     - *The glazing does not wrap the corner to avoid façade and structural conflicts.*
   - Create one prominent entry facing Watts Road where there are currently two doors.
     - *We have provided an enhanced entry by connecting the doors in continuous glazing and thus creating a prominent entry façade. The canopy above these entries unifies this area so that it*

reads as a primary entrance rather than a secondary or tertiary entrance in addition to the previously noted items.

- Utilize a building entry design that clearly emphasizes the southern entrance, including awnings, landscaping, amenities, glazing, etc.
    - *See response the first comment.*
- Incorporate additional windows on upper levels of the south building elevation in the stairwell and by reorienting the hotel room configuration to allow for more windows.
    - *A window was added in each of the guestrooms on the second, third, and fourth floors. By reorienting the configuration of the guestroom along Watts Road we gained an opportunity to introduce more glazing on the building elevation than was anticipated.*

2. **Building Design.**
    - As shown on the building elevations, EIFS is the more predominant material. The front façade is primarily clad in EIFS, which is typically utilized more as an accent material. In addition, on the east elevation, EIFS is located at ground level. Even in conventional commercial and mixed-use zoning districts, EIFS is only allowed as an accent material or located at the top of buildings. Building materials should be applied more equitably and consistently on all four facades of the building, EIFS should be minimized, and a more authentic, durable base-course material should be used at ground level on all facades.
        - *We have introduced a large amount of durable materials on the base of the building, as well as on elements that are more vertical in nature. The EIFS that remains on the building forms larger accent areas that ultimately create the lines that define this building.*
        - *We have addressed the UDC comments to ensure the masonry does not blend with the (E-2) EIFS by changing the color of the masonry to be a bridge color that will tie together all the materials.*
        - *We are working with the multiple retaining wall providers to find a color that more closely matches the masonry on the building per the request of the UDC.*

    - The HVAC utility louvers and grates for each hotel room are located below the window openings for each room. These should be better integrated architecturally into the overall building elevations.
        - *The HVAC utility louvers that are not completely integrated into the window system are smaller in size and fall into the rhythm of the façade joint treatments. Those louvers will be flush and painted to match the adjacent material.*
        - *In HVAC utility louvers are integrated into the window and create a larger statement while the units in EIFS are intended to blend more into the material and match that of the material pattern. This further distinguishes the brick masses with those of the EIFS accents.*

3. **Site Landscaping.** Given the highly visible nature of the project site with frontages along Watts Road and a private access drive, both with an existing landscape design along property frontages, consideration should be given to maintaining consistency with the existing streetscape design, especially along Watts Road, in terms of design and plant species, and providing additional screening, especially for 'back-of-house' operations.

    We have worked closely with the architect, landscape designer and civil engineer of the adjacent proposed project to ensure the landscaping and site amenities are cohesive as between the two projects and the adjacent properties.

    - Parking lot landscape Islands shall be located at least every twelve contiguous stalls with no break.
        - *We have added the requested islands to address Zoning and UDC comments.*

4. Trash Enclosure. Staff fully supports and encourages the relocation of the trash enclosure and utility box away from Watts Road. In the event that they cannot be relocated, they should be more effectively screened year round with enhanced landscape design in this area.

The trash enclosure has been moved off of Watts Road, and placed on the private access drive that connects Watts Road and Homewood way. By moving this we are able to create a continuous landscaping theme from the Princeton Club through our development and into the proposed adjacent development. This continuous treatment of landscaping creates a sense of consistency while looking along Watts Road regardless of the different building designs.

Sincerely,

Josh Wilcox
VP/Senior Project Manager

7780 Elmwood Avenue, Suite 204 Middleton, WI 53562 Phone 608 829-1750 Fax 608 829-3056

GARY BRINK & ASSOCIATES, Inc. ARCHITECTS

November 30, 2016

Jessica Vaughn, Development Project Planner
Department of Planning & Development
City of Madison
215 Martin Luther King, Jr. Blvd
Madison, WI 53701-2984

Re: 8102 Watts Road

Dear Jessica:

The following is our response the Planning Staff Report dated November 21, 2016. Our response(s) are noted in red.

1. **Street Orientation.** The Watts Road frontage on the south side of the project site is the primary street frontage and adjacent public right-of-way. However, the proposed building and site design are internally oriented to the site addressing the parking lot, leaving the street frontage void of building mass and activity. Additional site amenities are located at the northeast corner of the project site along the internal access driveway, focusing the activity on the northeastern portion of the project site.

   In addition, as indicated on the building elevations and site plan, the proposed building elevation along Watts Road would be considered a tertiary building entrance that really serves more as a 'building end' given the lack of activity in the elevation and floor plan, and with the location of the trash enclosure along the street. As indicated on the floor plans, currently a stairwell and hotel rooms line this wall.

   The Watts Road frontage is the primary frontage and consideration should be given to orienting the building to better address the street and activating the pedestrian environment, including the following changes:

   - Relocate site amenities from the north side of the project site to the Watts Road frontage.
     - *The irregular shape of the property creates a variety of challenges that are best met by the current building and parking configuration. We have completed multiple studies that included mirroring the building, all of which have demonstrated that the current layout is the only viable option for this site. The driving factor is lack of depth between the retaining wall and parking area near Watts along with grading/drainage challenges and guest security concerns.*
     - *We have addressed this concern by activating the Watts side of the building with an enhanced canopy and glazing, architectural lighting, significant landscaping, planters, benches and three flagpoles. The previously noted items will work together to fully activate the space in a manner that pedestrian and vehicle traffic moving along Watts will view it as a primary entrance.*
   - Utilize an enhanced commercial design (i.e. storefront window system) on the south building elevation that extends to the west elevation, wrapping the corner.
     - *We have added a significant amount of glazing on the south façade that identifies that corner as a primary entrance in addition to the previously mentioned items.*
     - *The glazing does not wrap the corner to avoid façade and structural conflicts.*
   - Create one prominent entry facing Watts Road where there are currently two doors.
     - *We have provided an enhanced entry by connecting the doors in continuous glazing and thus creating a prominent entry façade. The canopy above these entries unifies this area so that it*

reads as a primary entrance rather than a secondary or tertiary entrance in addition to the previously noted items.

- Utilize a building entry design that clearly emphasizes the southern entrance, including awnings, landscaping, amenities, glazing, etc.
    - *See response the first comment.*
- Incorporate additional windows on upper levels of the south building elevation in the stairwell and by reorienting the hotel room configuration to allow for more windows.
    - *A window was added in each of the guestrooms on the second, third, and fourth floors. By reorienting the configuration of the guestroom along Watts Road we gained an opportunity to introduce more glazing on the building elevation than was anticipated.*

2. **Building Design.**
    - As shown on the building elevations, EIFS is the more predominant material. The front façade is primarily clad in EIFS, which is typically utilized more as an accent material. In addition, on the east elevation, EIFS is located at ground level. Even in conventional commercial and mixed-use zoning districts, EIFS is only allowed as an accent material or located at the top of buildings. Building materials should be applied more equitably and consistently on all four facades of the building, EIFS should be minimized, and a more authentic, durable base-course material should be used at ground level on all facades.
        - *We have introduced a large amount of durable materials on the base of the building, as well as on elements that are more vertical in nature. The EIFS that remains on the building forms larger accent areas that ultimately create the lines that define this building.*
        - *We have addressed the UDC comments to ensure the masonry does not blend with the (E-2) EIFS by changing the color of the masonry to be a bridge color that will tie together all the materials.*
        - *We are working with the multiple retaining wall providers to find a color that more closely matches the masonry on the building per the request of the UDC.*

    - The HVAC utility louvers and grates for each hotel room are located below the window openings for each room. These should be better integrated architecturally into the overall building elevations.
        - *The HVAC utility louvers that are not completely integrated into the window system are smaller in size and fall into the rhythm of the façade joint treatments. Those louvers will be flush and painted to match the adjacent material.*
        - *In HVAC utility louvers are integrated into the window and create a larger statement while the units in EIFS are intended to blend more into the material and match that of the material pattern. This further distinguishes the brick masses with those of the EIFS accents.*

3. **Site Landscaping.** Given the highly visible nature of the project site with frontages along Watts Road and a private access drive, both with an existing landscape design along property frontages, consideration should be given to maintaining consistency with the existing streetscape design, especially along Watts Road, in terms of design and plant species, and providing additional screening, especially for 'back-of-house' operations.

    We have worked closely with the architect, landscape designer and civil engineer of the adjacent proposed project to ensure the landscaping and site amenities are cohesive as between the two projects and the adjacent properties.

    - Parking lot landscape Islands shall be located at least every twelve contiguous stalls with no break.
        - *We have added the requested islands to address Zoning and UDC comments.*

4. Trash Enclosure. Staff fully supports and encourages the relocation of the trash enclosure and utility box away from Watts Road. In the event that they cannot be relocated, they should be more effectively screened year round with enhanced landscape design in this area.

The trash enclosure has been moved off of Watts Road, and placed on the private access drive that connects Watts Road and Homewood way. By moving this we are able to create a continuous landscaping theme from the Princeton Club through our development and into the proposed adjacent development. This continuous treatment of landscaping creates a sense of consistency while looking along Watts Road regardless of the different building designs.

Sincerely,

Josh Wilcox
VP/Senior Project Manager

7780 Elmwood Avenue, Suite 204 Middleton, WI 53562 Phone 608 829-1750 Fax 608 829-3056

GARY BRINK & ASSOCIATES, Inc. ARCHITECTS

November 30, 2016

Jessica Vaughn, Development Project Planner
Department of Planning & Development
City of Madison
215 Martin Luther King, Jr. Blvd
Madison, WI 53701-2984

Re: 8102 Watts Road

Dear Jessica:

The following is our response the Planning Staff Report dated November 21, 2016. Our response(s) are noted in red.

1. **Street Orientation.** The Watts Road frontage on the south side of the project site is the primary street frontage and adjacent public right-of-way. However, the proposed building and site design are internally oriented to the site addressing the parking lot, leaving the street frontage void of building mass and activity. Additional site amenities are located at the northeast corner of the project site along the internal access driveway, focusing the activity on the northeastern portion of the project site.

   In addition, as indicated on the building elevations and site plan, the proposed building elevation along Watts Road would be considered a tertiary building entrance that really serves more as a 'building end' given the lack of activity in the elevation and floor plan, and with the location of the trash enclosure along the street. As indicated on the floor plans, currently a stairwell and hotel rooms line this wall.

   The Watts Road frontage is the primary frontage and consideration should be given to orienting the building to better address the street and activating the pedestrian environment, including the following changes:

   - Relocate site amenities from the north side of the project site to the Watts Road frontage.
     - *The irregular shape of the property creates a variety of challenges that are best met by the current building and parking configuration. We have completed multiple studies that included mirroring the building, all of which have demonstrated that the current layout is the only viable option for this site. The driving factor is lack of depth between the retaining wall and parking area near Watts along with grading/drainage challenges and guest security concerns.*
     - *We have addressed this concern by activating the Watts side of the building with an enhanced canopy and glazing, architectural lighting, significant landscaping, planters, benches and three flagpoles. The previously noted items will work together to fully activate the space in a manner that pedestrian and vehicle traffic moving along Watts will view it as a primary entrance.*
   - Utilize an enhanced commercial design (i.e. storefront window system) on the south building elevation that extends to the west elevation, wrapping the corner.
     - *We have added a significant amount of glazing on the south façade that identifies that corner as a primary entrance in addition to the previously mentioned items.*
     - *The glazing does not wrap the corner to avoid façade and structural conflicts.*
   - Create one prominent entry facing Watts Road where there are currently two doors.
     - *We have provided an enhanced entry by connecting the doors in continuous glazing and thus creating a prominent entry façade. The canopy above these entries unifies this area so that it*

reads as a primary entrance rather than a secondary or tertiary entrance in addition to the previously noted items.

- Utilize a building entry design that clearly emphasizes the southern entrance, including awnings, landscaping, amenities, glazing, etc.
    - *See response the first comment.*
- Incorporate additional windows on upper levels of the south building elevation in the stairwell and by reorienting the hotel room configuration to allow for more windows.
    - *A window was added in each of the guestrooms on the second, third, and fourth floors. By reorienting the configuration of the guestroom along Watts Road we gained an opportunity to introduce more glazing on the building elevation than was anticipated.*

2. **Building Design.**
    - As shown on the building elevations, EIFS is the more predominant material. The front façade is primarily clad in EIFS, which is typically utilized more as an accent material. In addition, on the east elevation, EIFS is located at ground level. Even in conventional commercial and mixed-use zoning districts, EIFS is only allowed as an accent material or located at the top of buildings. Building materials should be applied more equitably and consistently on all four facades of the building, EIFS should be minimized, and a more authentic, durable base-course material should be used at ground level on all facades.
        - *We have introduced a large amount of durable materials on the base of the building, as well as on elements that are more vertical in nature. The EIFS that remains on the building forms larger accent areas that ultimately create the lines that define this building.*
        - *We have addressed the UDC comments to ensure the masonry does not blend with the (E-2) EIFS by changing the color of the masonry to be a bridge color that will tie together all the materials.*
        - *We are working with the multiple retaining wall providers to find a color that more closely matches the masonry on the building per the request of the UDC.*

    - The HVAC utility louvers and grates for each hotel room are located below the window openings for each room. These should be better integrated architecturally into the overall building elevations.
        - *The HVAC utility louvers that are not completely integrated into the window system are smaller in size and fall into the rhythm of the façade joint treatments. Those louvers will be flush and painted to match the adjacent material.*
        - *In HVAC utility louvers are integrated into the window and create a larger statement while the units in EIFS are intended to blend more into the material and match that of the material pattern. This further distinguishes the brick masses with those of the EIFS accents.*

3. **Site Landscaping.** Given the highly visible nature of the project site with frontages along Watts Road and a private access drive, both with an existing landscape design along property frontages, consideration should be given to maintaining consistency with the existing streetscape design, especially along Watts Road, in terms of design and plant species, and providing additional screening, especially for 'back-of-house' operations.

    We have worked closely with the architect, landscape designer and civil engineer of the adjacent proposed project to ensure the landscaping and site amenities are cohesive as between the two projects and the adjacent properties.

    - Parking lot landscape Islands shall be located at least every twelve contiguous stalls with no break.
        - *We have added the requested islands to address Zoning and UDC comments.*

4. Trash Enclosure. Staff fully supports and encourages the relocation of the trash enclosure and utility box away from Watts Road. In the event that they cannot be relocated, they should be more effectively screened year round with enhanced landscape design in this area.

The trash enclosure has been moved off of Watts Road, and placed on the private access drive that connects Watts Road and Homewood way. By moving this we are able to create a continuous landscaping theme from the Princeton Club through our development and into the proposed adjacent development. This continuous treatment of landscaping creates a sense of consistency while looking along Watts Road regardless of the different building designs.

Sincerely,

Josh Wilcox
VP/Senior Project Manager

7780 Elmwood Avenue, Suite 204 Middleton, WI 53562 Phone 608 829-1750 Fax 608 829-3056

GARY BRINK & ASSOCIATES, Inc. ARCHITECTS

November 30, 2016

Jessica Vaughn, Development Project Planner
Department of Planning & Development
City of Madison
215 Martin Luther King, Jr. Blvd
Madison, WI 53701-2984

Re: 8102 Watts Road

Dear Jessica:

The following is our response the Planning Staff Report dated November 21, 2016. Our response(s) are noted in red.

1. **Street Orientation.** The Watts Road frontage on the south side of the project site is the primary street frontage and adjacent public right-of-way. However, the proposed building and site design are internally oriented to the site addressing the parking lot, leaving the street frontage void of building mass and activity. Additional site amenities are located at the northeast corner of the project site along the internal access driveway, focusing the activity on the northeastern portion of the project site.

   In addition, as indicated on the building elevations and site plan, the proposed building elevation along Watts Road would be considered a tertiary building entrance that really serves more as a 'building end' given the lack of activity in the elevation and floor plan, and with the location of the trash enclosure along the street. As indicated on the floor plans, currently a stairwell and hotel rooms line this wall.

   The Watts Road frontage is the primary frontage and consideration should be given to orienting the building to better address the street and activating the pedestrian environment, including the following changes:

   - Relocate site amenities from the north side of the project site to the Watts Road frontage.
     - *The irregular shape of the property creates a variety of challenges that are best met by the current building and parking configuration. We have completed multiple studies that included mirroring the building, all of which have demonstrated that the current layout is the only viable option for this site. The driving factor is lack of depth between the retaining wall and parking area near Watts along with grading/drainage challenges and guest security concerns.*
     - *We have addressed this concern by activating the Watts side of the building with an enhanced canopy and glazing, architectural lighting, significant landscaping, planters, benches and three flagpoles. The previously noted items will work together to fully activate the space in a manner that pedestrian and vehicle traffic moving along Watts will view it as a primary entrance.*
   - Utilize an enhanced commercial design (i.e. storefront window system) on the south building elevation that extends to the west elevation, wrapping the corner.
     - *We have added a significant amount of glazing on the south façade that identifies that corner as a primary entrance in addition to the previously mentioned items.*
     - *The glazing does not wrap the corner to avoid façade and structural conflicts.*
   - Create one prominent entry facing Watts Road where there are currently two doors.
     - *We have provided an enhanced entry by connecting the doors in continuous glazing and thus creating a prominent entry façade. The canopy above these entries unifies this area so that it*

reads as a primary entrance rather than a secondary or tertiary entrance in addition to the previously noted items.

- Utilize a building entry design that clearly emphasizes the southern entrance, including awnings, landscaping, amenities, glazing, etc.
    - *See response the first comment.*
- Incorporate additional windows on upper levels of the south building elevation in the stairwell and by reorienting the hotel room configuration to allow for more windows.
    - *A window was added in each of the guestrooms on the second, third, and fourth floors. By reorienting the configuration of the guestroom along Watts Road we gained an opportunity to introduce more glazing on the building elevation than was anticipated.*

2. **Building Design.**
    - As shown on the building elevations, EIFS is the more predominant material. The front façade is primarily clad in EIFS, which is typically utilized more as an accent material. In addition, on the east elevation, EIFS is located at ground level. Even in conventional commercial and mixed-use zoning districts, EIFS is only allowed as an accent material or located at the top of buildings. Building materials should be applied more equitably and consistently on all four facades of the building, EIFS should be minimized, and a more authentic, durable base-course material should be used at ground level on all facades.
        - *We have introduced a large amount of durable materials on the base of the building, as well as on elements that are more vertical in nature. The EIFS that remains on the building forms larger accent areas that ultimately create the lines that define this building.*
        - *We have addressed the UDC comments to ensure the masonry does not blend with the (E-2) EIFS by changing the color of the masonry to be a bridge color that will tie together all the materials.*
        - *We are working with the multiple retaining wall providers to find a color that more closely matches the masonry on the building per the request of the UDC.*

    - The HVAC utility louvers and grates for each hotel room are located below the window openings for each room. These should be better integrated architecturally into the overall building elevations.
        - *The HVAC utility louvers that are not completely integrated into the window system are smaller in size and fall into the rhythm of the façade joint treatments. Those louvers will be flush and painted to match the adjacent material.*
        - *In HVAC utility louvers are integrated into the window and create a larger statement while the units in EIFS are intended to blend more into the material and match that of the material pattern. This further distinguishes the brick masses with those of the EIFS accents.*

3. **Site Landscaping.** Given the highly visible nature of the project site with frontages along Watts Road and a private access drive, both with an existing landscape design along property frontages, consideration should be given to maintaining consistency with the existing streetscape design, especially along Watts Road, in terms of design and plant species, and providing additional screening, especially for 'back-of-house' operations.

    We have worked closely with the architect, landscape designer and civil engineer of the adjacent proposed project to ensure the landscaping and site amenities are cohesive as between the two projects and the adjacent properties.

    - Parking lot landscape Islands shall be located at least every twelve contiguous stalls with no break.
        - *We have added the requested islands to address Zoning and UDC comments.*

4. Trash Enclosure. Staff fully supports and encourages the relocation of the trash enclosure and utility box away from Watts Road. In the event that they cannot be relocated, they should be more effectively screened year round with enhanced landscape design in this area.

The trash enclosure has been moved off of Watts Road, and placed on the private access drive that connects Watts Road and Homewood way. By moving this we are able to create a continuous landscaping theme from the Princeton Club through our development and into the proposed adjacent development. This continuous treatment of landscaping creates a sense of consistency while looking along Watts Road regardless of the different building designs.

Sincerely,

Josh Wilcox
VP/Senior Project Manager

7780 Elmwood Avenue, Suite 204 Middleton, WI 53562 Phone 608 829-1750 Fax 608 829-3056

GARY BRINK & ASSOCIATES, Inc. ARCHITECTS

November 30, 2016

Jessica Vaughn, Development Project Planner
Department of Planning & Development
City of Madison
215 Martin Luther King, Jr. Blvd
Madison, WI 53701-2984

Re: 8102 Watts Road

Dear Jessica:

The following is our response the Planning Staff Report dated November 21, 2016. Our response(s) are noted in red.

1. **Street Orientation.** The Watts Road frontage on the south side of the project site is the primary street frontage and adjacent public right-of-way. However, the proposed building and site design are internally oriented to the site addressing the parking lot, leaving the street frontage void of building mass and activity. Additional site amenities are located at the northeast corner of the project site along the internal access driveway, focusing the activity on the northeastern portion of the project site.

   In addition, as indicated on the building elevations and site plan, the proposed building elevation along Watts Road would be considered a tertiary building entrance that really serves more as a 'building end' given the lack of activity in the elevation and floor plan, and with the location of the trash enclosure along the street. As indicated on the floor plans, currently a stairwell and hotel rooms line this wall.

   The Watts Road frontage is the primary frontage and consideration should be given to orienting the building to better address the street and activating the pedestrian environment, including the following changes:

   - Relocate site amenities from the north side of the project site to the Watts Road frontage.
     - *The irregular shape of the property creates a variety of challenges that are best met by the current building and parking configuration. We have completed multiple studies that included mirroring the building, all of which have demonstrated that the current layout is the only viable option for this site. The driving factor is lack of depth between the retaining wall and parking area near Watts along with grading/drainage challenges and guest security concerns.*
     - *We have addressed this concern by activating the Watts side of the building with an enhanced canopy and glazing, architectural lighting, significant landscaping, planters, benches and three flagpoles. The previously noted items will work together to fully activate the space in a manner that pedestrian and vehicle traffic moving along Watts will view it as a primary entrance.*
   - Utilize an enhanced commercial design (i.e. storefront window system) on the south building elevation that extends to the west elevation, wrapping the corner.
     - *We have added a significant amount of glazing on the south façade that identifies that corner as a primary entrance in addition to the previously mentioned items.*
     - *The glazing does not wrap the corner to avoid façade and structural conflicts.*
   - Create one prominent entry facing Watts Road where there are currently two doors.
     - *We have provided an enhanced entry by connecting the doors in continuous glazing and thus creating a prominent entry façade. The canopy above these entries unifies this area so that it*

reads as a primary entrance rather than a secondary or tertiary entrance in addition to the previously noted items.

- Utilize a building entry design that clearly emphasizes the southern entrance, including awnings, landscaping, amenities, glazing, etc.
    - *See response the first comment.*
- Incorporate additional windows on upper levels of the south building elevation in the stairwell and by reorienting the hotel room configuration to allow for more windows.
    - *A window was added in each of the guestrooms on the second, third, and fourth floors. By reorienting the configuration of the guestroom along Watts Road we gained an opportunity to introduce more glazing on the building elevation than was anticipated.*

2. **Building Design.**
    - As shown on the building elevations, EIFS is the more predominant material. The front façade is primarily clad in EIFS, which is typically utilized more as an accent material. In addition, on the east elevation, EIFS is located at ground level. Even in conventional commercial and mixed-use zoning districts, EIFS is only allowed as an accent material or located at the top of buildings. Building materials should be applied more equitably and consistently on all four facades of the building, EIFS should be minimized, and a more authentic, durable base-course material should be used at ground level on all facades.
        - *We have introduced a large amount of durable materials on the base of the building, as well as on elements that are more vertical in nature. The EIFS that remains on the building forms larger accent areas that ultimately create the lines that define this building.*
        - *We have addressed the UDC comments to ensure the masonry does not blend with the (E-2) EIFS by changing the color of the masonry to be a bridge color that will tie together all the materials.*
        - *We are working with the multiple retaining wall providers to find a color that more closely matches the masonry on the building per the request of the UDC.*

    - The HVAC utility louvers and grates for each hotel room are located below the window openings for each room. These should be better integrated architecturally into the overall building elevations.
        - *The HVAC utility louvers that are not completely integrated into the window system are smaller in size and fall into the rhythm of the façade joint treatments. Those louvers will be flush and painted to match the adjacent material.*
        - *In HVAC utility louvers are integrated into the window and create a larger statement while the units in EIFS are intended to blend more into the material and match that of the material pattern. This further distinguishes the brick masses with those of the EIFS accents.*

3. **Site Landscaping.** Given the highly visible nature of the project site with frontages along Watts Road and a private access drive, both with an existing landscape design along property frontages, consideration should be given to maintaining consistency with the existing streetscape design, especially along Watts Road, in terms of design and plant species, and providing additional screening, especially for 'back-of-house' operations.

    We have worked closely with the architect, landscape designer and civil engineer of the adjacent proposed project to ensure the landscaping and site amenities are cohesive as between the two projects and the adjacent properties.

    - Parking lot landscape Islands shall be located at least every twelve contiguous stalls with no break.
        - *We have added the requested islands to address Zoning and UDC comments.*

4. Trash Enclosure. Staff fully supports and encourages the relocation of the trash enclosure and utility box away from Watts Road. In the event that they cannot be relocated, they should be more effectively screened year round with enhanced landscape design in this area.

The trash enclosure has been moved off of Watts Road, and placed on the private access drive that connects Watts Road and Homewood way. By moving this we are able to create a continuous landscaping theme from the Princeton Club through our development and into the proposed adjacent development. This continuous treatment of landscaping creates a sense of consistency while looking along Watts Road regardless of the different building designs.

Sincerely,

Josh Wilcox
VP/Senior Project Manager

7780 Elmwood Avenue, Suite 204 Middleton, WI 53562 Phone 608 829-1750 Fax 608 829-3056

GARY BRINK & ASSOCIATES, Inc. ARCHITECTS

November 30, 2016

Jessica Vaughn, Development Project Planner
Department of Planning & Development
City of Madison
215 Martin Luther King, Jr. Blvd
Madison, WI 53701-2984

Re: 8102 Watts Road

Dear Jessica:

The following is our response the Planning Staff Report dated November 21, 2016. Our response(s) are noted in red.

1. **Street Orientation.** The Watts Road frontage on the south side of the project site is the primary street frontage and adjacent public right-of-way. However, the proposed building and site design are internally oriented to the site addressing the parking lot, leaving the street frontage void of building mass and activity. Additional site amenities are located at the northeast corner of the project site along the internal access driveway, focusing the activity on the northeastern portion of the project site.

   In addition, as indicated on the building elevations and site plan, the proposed building elevation along Watts Road would be considered a tertiary building entrance that really serves more as a 'building end' given the lack of activity in the elevation and floor plan, and with the location of the trash enclosure along the street. As indicated on the floor plans, currently a stairwell and hotel rooms line this wall.

   The Watts Road frontage is the primary frontage and consideration should be given to orienting the building to better address the street and activating the pedestrian environment, including the following changes:

   - Relocate site amenities from the north side of the project site to the Watts Road frontage.
     - *The irregular shape of the property creates a variety of challenges that are best met by the current building and parking configuration. We have completed multiple studies that included mirroring the building, all of which have demonstrated that the current layout is the only viable option for this site. The driving factor is lack of depth between the retaining wall and parking area near Watts along with grading/drainage challenges and guest security concerns.*
     - *We have addressed this concern by activating the Watts side of the building with an enhanced canopy and glazing, architectural lighting, significant landscaping, planters, benches and three flagpoles. The previously noted items will work together to fully activate the space in a manner that pedestrian and vehicle traffic moving along Watts will view it as a primary entrance.*
   - Utilize an enhanced commercial design (i.e. storefront window system) on the south building elevation that extends to the west elevation, wrapping the corner.
     - *We have added a significant amount of glazing on the south façade that identifies that corner as a primary entrance in addition to the previously mentioned items.*
     - *The glazing does not wrap the corner to avoid façade and structural conflicts.*
   - Create one prominent entry facing Watts Road where there are currently two doors.
     - *We have provided an enhanced entry by connecting the doors in continuous glazing and thus creating a prominent entry façade. The canopy above these entries unifies this area so that it*

reads as a primary entrance rather than a secondary or tertiary entrance in addition to the previously noted items.

- Utilize a building entry design that clearly emphasizes the southern entrance, including awnings, landscaping, amenities, glazing, etc.
    - *See response the first comment.*
- Incorporate additional windows on upper levels of the south building elevation in the stairwell and by reorienting the hotel room configuration to allow for more windows.
    - *A window was added in each of the guestrooms on the second, third, and fourth floors. By reorienting the configuration of the guestroom along Watts Road we gained an opportunity to introduce more glazing on the building elevation than was anticipated.*

2. **Building Design.**
    - As shown on the building elevations, EIFS is the more predominant material. The front façade is primarily clad in EIFS, which is typically utilized more as an accent material. In addition, on the east elevation, EIFS is located at ground level. Even in conventional commercial and mixed-use zoning districts, EIFS is only allowed as an accent material or located at the top of buildings. Building materials should be applied more equitably and consistently on all four facades of the building, EIFS should be minimized, and a more authentic, durable base-course material should be used at ground level on all facades.
        - *We have introduced a large amount of durable materials on the base of the building, as well as on elements that are more vertical in nature. The EIFS that remains on the building forms larger accent areas that ultimately create the lines that define this building.*
        - *We have addressed the UDC comments to ensure the masonry does not blend with the (E-2) EIFS by changing the color of the masonry to be a bridge color that will tie together all the materials.*
        - *We are working with the multiple retaining wall providers to find a color that more closely matches the masonry on the building per the request of the UDC.*

    - The HVAC utility louvers and grates for each hotel room are located below the window openings for each room. These should be better integrated architecturally into the overall building elevations.
        - *The HVAC utility louvers that are not completely integrated into the window system are smaller in size and fall into the rhythm of the façade joint treatments. Those louvers will be flush and painted to match the adjacent material.*
        - *In HVAC utility louvers are integrated into the window and create a larger statement while the units in EIFS are intended to blend more into the material and match that of the material pattern. This further distinguishes the brick masses with those of the EIFS accents.*

3. **Site Landscaping.** Given the highly visible nature of the project site with frontages along Watts Road and a private access drive, both with an existing landscape design along property frontages, consideration should be given to maintaining consistency with the existing streetscape design, especially along Watts Road, in terms of design and plant species, and providing additional screening, especially for 'back-of-house' operations.

    We have worked closely with the architect, landscape designer and civil engineer of the adjacent proposed project to ensure the landscaping and site amenities are cohesive as between the two projects and the adjacent properties.

    - Parking lot landscape Islands shall be located at least every twelve contiguous stalls with no break.
        - *We have added the requested islands to address Zoning and UDC comments.*

4. Trash Enclosure. Staff fully supports and encourages the relocation of the trash enclosure and utility box away from Watts Road. In the event that they cannot be relocated, they should be more effectively screened year round with enhanced landscape design in this area.

The trash enclosure has been moved off of Watts Road, and placed on the private access drive that connects Watts Road and Homewood way. By moving this we are able to create a continuous landscaping theme from the Princeton Club through our development and into the proposed adjacent development. This continuous treatment of landscaping creates a sense of consistency while looking along Watts Road regardless of the different building designs.

Sincerely,

Josh Wilcox
VP/Senior Project Manager

7780 Elmwood Avenue, Suite 204 Middleton, WI 53562 Phone 608 829-1750 Fax 608 829-3056

GARY BRINK & ASSOCIATES, Inc. ARCHITECTS

November 30, 2016

Jessica Vaughn, Development Project Planner
Department of Planning & Development
City of Madison
215 Martin Luther King, Jr. Blvd
Madison, WI 53701-2984

Re: 8102 Watts Road

Dear Jessica:

The following is our response the Planning Staff Report dated November 21, 2016. Our response(s) are noted in red.

1. **Street Orientation.** The Watts Road frontage on the south side of the project site is the primary street frontage and adjacent public right-of-way. However, the proposed building and site design are internally oriented to the site addressing the parking lot, leaving the street frontage void of building mass and activity. Additional site amenities are located at the northeast corner of the project site along the internal access driveway, focusing the activity on the northeastern portion of the project site.

   In addition, as indicated on the building elevations and site plan, the proposed building elevation along Watts Road would be considered a tertiary building entrance that really serves more as a 'building end' given the lack of activity in the elevation and floor plan, and with the location of the trash enclosure along the street. As indicated on the floor plans, currently a stairwell and hotel rooms line this wall.

   The Watts Road frontage is the primary frontage and consideration should be given to orienting the building to better address the street and activating the pedestrian environment, including the following changes:

   - Relocate site amenities from the north side of the project site to the Watts Road frontage.
     - *The irregular shape of the property creates a variety of challenges that are best met by the current building and parking configuration. We have completed multiple studies that included mirroring the building, all of which have demonstrated that the current layout is the only viable option for this site. The driving factor is lack of depth between the retaining wall and parking area near Watts along with grading/drainage challenges and guest security concerns.*
     - *We have addressed this concern by activating the Watts side of the building with an enhanced canopy and glazing, architectural lighting, significant landscaping, planters, benches and three flagpoles. The previously noted items will work together to fully activate the space in a manner that pedestrian and vehicle traffic moving along Watts will view it as a primary entrance.*
   - Utilize an enhanced commercial design (i.e. storefront window system) on the south building elevation that extends to the west elevation, wrapping the corner.
     - *We have added a significant amount of glazing on the south façade that identifies that corner as a primary entrance in addition to the previously mentioned items.*
     - *The glazing does not wrap the corner to avoid façade and structural conflicts.*
   - Create one prominent entry facing Watts Road where there are currently two doors.
     - *We have provided an enhanced entry by connecting the doors in continuous glazing and thus creating a prominent entry façade. The canopy above these entries unifies this area so that it*

reads as a primary entrance rather than a secondary or tertiary entrance in addition to the previously noted items.

- Utilize a building entry design that clearly emphasizes the southern entrance, including awnings, landscaping, amenities, glazing, etc.
    - *See response the first comment.*
- Incorporate additional windows on upper levels of the south building elevation in the stairwell and by reorienting the hotel room configuration to allow for more windows.
    - *A window was added in each of the guestrooms on the second, third, and fourth floors. By reorienting the configuration of the guestroom along Watts Road we gained an opportunity to introduce more glazing on the building elevation than was anticipated.*

2. **Building Design.**
    - As shown on the building elevations, EIFS is the more predominant material. The front façade is primarily clad in EIFS, which is typically utilized more as an accent material. In addition, on the east elevation, EIFS is located at ground level. Even in conventional commercial and mixed-use zoning districts, EIFS is only allowed as an accent material or located at the top of buildings. Building materials should be applied more equitably and consistently on all four facades of the building, EIFS should be minimized, and a more authentic, durable base-course material should be used at ground level on all facades.
        - *We have introduced a large amount of durable materials on the base of the building, as well as on elements that are more vertical in nature. The EIFS that remains on the building forms larger accent areas that ultimately create the lines that define this building.*
        - *We have addressed the UDC comments to ensure the masonry does not blend with the (E-2) EIFS by changing the color of the masonry to be a bridge color that will tie together all the materials.*
        - *We are working with the multiple retaining wall providers to find a color that more closely matches the masonry on the building per the request of the UDC.*

    - The HVAC utility louvers and grates for each hotel room are located below the window openings for each room. These should be better integrated architecturally into the overall building elevations.
        - *The HVAC utility louvers that are not completely integrated into the window system are smaller in size and fall into the rhythm of the façade joint treatments. Those louvers will be flush and painted to match the adjacent material.*
        - *In HVAC utility louvers are integrated into the window and create a larger statement while the units in EIFS are intended to blend more into the material and match that of the material pattern. This further distinguishes the brick masses with those of the EIFS accents.*

3. **Site Landscaping.** Given the highly visible nature of the project site with frontages along Watts Road and a private access drive, both with an existing landscape design along property frontages, consideration should be given to maintaining consistency with the existing streetscape design, especially along Watts Road, in terms of design and plant species, and providing additional screening, especially for 'back-of-house' operations.

    We have worked closely with the architect, landscape designer and civil engineer of the adjacent proposed project to ensure the landscaping and site amenities are cohesive as between the two projects and the adjacent properties.

    - Parking lot landscape Islands shall be located at least every twelve contiguous stalls with no break.
        - *We have added the requested islands to address Zoning and UDC comments.*

4. Trash Enclosure. Staff fully supports and encourages the relocation of the trash enclosure and utility box away from Watts Road. In the event that they cannot be relocated, they should be more effectively screened year round with enhanced landscape design in this area.

The trash enclosure has been moved off of Watts Road, and placed on the private access drive that connects Watts Road and Homewood way. By moving this we are able to create a continuous landscaping theme from the Princeton Club through our development and into the proposed adjacent development. This continuous treatment of landscaping creates a sense of consistency while looking along Watts Road regardless of the different building designs.

Sincerely,

Josh Wilcox
VP/Senior Project Manager

7780 Elmwood Avenue, Suite 204 Middleton, WI 53562 Phone 608 829-1750 Fax 608 829-3056

GARY BRINK & ASSOCIATES, Inc. ARCHITECTS

November 30, 2016

Jessica Vaughn, Development Project Planner
Department of Planning & Development
City of Madison
215 Martin Luther King, Jr. Blvd
Madison, WI 53701-2984

Re: 8102 Watts Road

Dear Jessica:

The following is our response the Planning Staff Report dated November 21, 2016. Our response(s) are noted in red.

1. **Street Orientation.** The Watts Road frontage on the south side of the project site is the primary street frontage and adjacent public right-of-way. However, the proposed building and site design are internally oriented to the site addressing the parking lot, leaving the street frontage void of building mass and activity. Additional site amenities are located at the northeast corner of the project site along the internal access driveway, focusing the activity on the northeastern portion of the project site.

   In addition, as indicated on the building elevations and site plan, the proposed building elevation along Watts Road would be considered a tertiary building entrance that really serves more as a 'building end' given the lack of activity in the elevation and floor plan, and with the location of the trash enclosure along the street. As indicated on the floor plans, currently a stairwell and hotel rooms line this wall.

   The Watts Road frontage is the primary frontage and consideration should be given to orienting the building to better address the street and activating the pedestrian environment, including the following changes:

   - Relocate site amenities from the north side of the project site to the Watts Road frontage.
     - *The irregular shape of the property creates a variety of challenges that are best met by the current building and parking configuration. We have completed multiple studies that included mirroring the building, all of which have demonstrated that the current layout is the only viable option for this site. The driving factor is lack of depth between the retaining wall and parking area near Watts along with grading/drainage challenges and guest security concerns.*
     - *We have addressed this concern by activating the Watts side of the building with an enhanced canopy and glazing, architectural lighting, significant landscaping, planters, benches and three flagpoles. The previously noted items will work together to fully activate the space in a manner that pedestrian and vehicle traffic moving along Watts will view it as a primary entrance.*
   - Utilize an enhanced commercial design (i.e. storefront window system) on the south building elevation that extends to the west elevation, wrapping the corner.
     - *We have added a significant amount of glazing on the south façade that identifies that corner as a primary entrance in addition to the previously mentioned items.*
     - *The glazing does not wrap the corner to avoid façade and structural conflicts.*
   - Create one prominent entry facing Watts Road where there are currently two doors.
     - *We have provided an enhanced entry by connecting the doors in continuous glazing and thus creating a prominent entry façade. The canopy above these entries unifies this area so that it*

reads as a primary entrance rather than a secondary or tertiary entrance in addition to the previously noted items.

- Utilize a building entry design that clearly emphasizes the southern entrance, including awnings, landscaping, amenities, glazing, etc.
    - *See response the first comment.*
- Incorporate additional windows on upper levels of the south building elevation in the stairwell and by reorienting the hotel room configuration to allow for more windows.
    - *A window was added in each of the guestrooms on the second, third, and fourth floors. By reorienting the configuration of the guestroom along Watts Road we gained an opportunity to introduce more glazing on the building elevation than was anticipated.*

2. **Building Design.**
    - As shown on the building elevations, EIFS is the more predominant material. The front façade is primarily clad in EIFS, which is typically utilized more as an accent material. In addition, on the east elevation, EIFS is located at ground level. Even in conventional commercial and mixed-use zoning districts, EIFS is only allowed as an accent material or located at the top of buildings. Building materials should be applied more equitably and consistently on all four facades of the building, EIFS should be minimized, and a more authentic, durable base-course material should be used at ground level on all facades.
        - *We have introduced a large amount of durable materials on the base of the building, as well as on elements that are more vertical in nature. The EIFS that remains on the building forms larger accent areas that ultimately create the lines that define this building.*
        - *We have addressed the UDC comments to ensure the masonry does not blend with the (E-2) EIFS by changing the color of the masonry to be a bridge color that will tie together all the materials.*
        - *We are working with the multiple retaining wall providers to find a color that more closely matches the masonry on the building per the request of the UDC.*

    - The HVAC utility louvers and grates for each hotel room are located below the window openings for each room. These should be better integrated architecturally into the overall building elevations.
        - *The HVAC utility louvers that are not completely integrated into the window system are smaller in size and fall into the rhythm of the façade joint treatments. Those louvers will be flush and painted to match the adjacent material.*
        - *In HVAC utility louvers are integrated into the window and create a larger statement while the units in EIFS are intended to blend more into the material and match that of the material pattern. This further distinguishes the brick masses with those of the EIFS accents.*

3. **Site Landscaping.** Given the highly visible nature of the project site with frontages along Watts Road and a private access drive, both with an existing landscape design along property frontages, consideration should be given to maintaining consistency with the existing streetscape design, especially along Watts Road, in terms of design and plant species, and providing additional screening, especially for 'back-of-house' operations.

    We have worked closely with the architect, landscape designer and civil engineer of the adjacent proposed project to ensure the landscaping and site amenities are cohesive as between the two projects and the adjacent properties.

    - Parking lot landscape Islands shall be located at least every twelve contiguous stalls with no break.
        - *We have added the requested islands to address Zoning and UDC comments.*

4. Trash Enclosure. Staff fully supports and encourages the relocation of the trash enclosure and utility box away from Watts Road. In the event that they cannot be relocated, they should be more effectively screened year round with enhanced landscape design in this area.

The trash enclosure has been moved off of Watts Road, and placed on the private access drive that connects Watts Road and Homewood way. By moving this we are able to create a continuous landscaping theme from the Princeton Club through our development and into the proposed adjacent development. This continuous treatment of landscaping creates a sense of consistency while looking along Watts Road regardless of the different building designs.

Sincerely,

Josh Wilcox
VP/Senior Project Manager

7780 Elmwood Avenue, Suite 204 Middleton, WI 53562 Phone 608 829-1750 Fax 608 829-3056

GARY BRINK & ASSOCIATES, Inc. ARCHITECTS

November 30, 2016

Jessica Vaughn, Development Project Planner
Department of Planning & Development
City of Madison
215 Martin Luther King, Jr. Blvd
Madison, WI 53701-2984

Re: 8102 Watts Road

Dear Jessica:

The following is our response the Planning Staff Report dated November 21, 2016. Our response(s) are noted in red.

1. **Street Orientation.** The Watts Road frontage on the south side of the project site is the primary street frontage and adjacent public right-of-way. However, the proposed building and site design are internally oriented to the site addressing the parking lot, leaving the street frontage void of building mass and activity. Additional site amenities are located at the northeast corner of the project site along the internal access driveway, focusing the activity on the northeastern portion of the project site.

   In addition, as indicated on the building elevations and site plan, the proposed building elevation along Watts Road would be considered a tertiary building entrance that really serves more as a 'building end' given the lack of activity in the elevation and floor plan, and with the location of the trash enclosure along the street. As indicated on the floor plans, currently a stairwell and hotel rooms line this wall.

   The Watts Road frontage is the primary frontage and consideration should be given to orienting the building to better address the street and activating the pedestrian environment, including the following changes:

   - Relocate site amenities from the north side of the project site to the Watts Road frontage.
     - *The irregular shape of the property creates a variety of challenges that are best met by the current building and parking configuration. We have completed multiple studies that included mirroring the building, all of which have demonstrated that the current layout is the only viable option for this site. The driving factor is lack of depth between the retaining wall and parking area near Watts along with grading/drainage challenges and guest security concerns.*
     - *We have addressed this concern by activating the Watts side of the building with an enhanced canopy and glazing, architectural lighting, significant landscaping, planters, benches and three flagpoles. The previously noted items will work together to fully activate the space in a manner that pedestrian and vehicle traffic moving along Watts will view it as a primary entrance.*
   - Utilize an enhanced commercial design (i.e. storefront window system) on the south building elevation that extends to the west elevation, wrapping the corner.
     - *We have added a significant amount of glazing on the south façade that identifies that corner as a primary entrance in addition to the previously mentioned items.*
     - *The glazing does not wrap the corner to avoid façade and structural conflicts.*
   - Create one prominent entry facing Watts Road where there are currently two doors.
     - *We have provided an enhanced entry by connecting the doors in continuous glazing and thus creating a prominent entry façade. The canopy above these entries unifies this area so that it*

reads as a primary entrance rather than a secondary or tertiary entrance in addition to the previously noted items.

- Utilize a building entry design that clearly emphasizes the southern entrance, including awnings, landscaping, amenities, glazing, etc.
    - *See response the first comment.*
- Incorporate additional windows on upper levels of the south building elevation in the stairwell and by reorienting the hotel room configuration to allow for more windows.
    - *A window was added in each of the guestrooms on the second, third, and fourth floors. By reorienting the configuration of the guestroom along Watts Road we gained an opportunity to introduce more glazing on the building elevation than was anticipated.*

2. **Building Design.**
    - As shown on the building elevations, EIFS is the more predominant material. The front façade is primarily clad in EIFS, which is typically utilized more as an accent material. In addition, on the east elevation, EIFS is located at ground level. Even in conventional commercial and mixed-use zoning districts, EIFS is only allowed as an accent material or located at the top of buildings. Building materials should be applied more equitably and consistently on all four facades of the building, EIFS should be minimized, and a more authentic, durable base-course material should be used at ground level on all facades.
        - *We have introduced a large amount of durable materials on the base of the building, as well as on elements that are more vertical in nature. The EIFS that remains on the building forms larger accent areas that ultimately create the lines that define this building.*
        - *We have addressed the UDC comments to ensure the masonry does not blend with the (E-2) EIFS by changing the color of the masonry to be a bridge color that will tie together all the materials.*
        - *We are working with the multiple retaining wall providers to find a color that more closely matches the masonry on the building per the request of the UDC.*

    - The HVAC utility louvers and grates for each hotel room are located below the window openings for each room. These should be better integrated architecturally into the overall building elevations.
        - *The HVAC utility louvers that are not completely integrated into the window system are smaller in size and fall into the rhythm of the façade joint treatments. Those louvers will be flush and painted to match the adjacent material.*
        - *In HVAC utility louvers are integrated into the window and create a larger statement while the units in EIFS are intended to blend more into the material and match that of the material pattern. This further distinguishes the brick masses with those of the EIFS accents.*

3. **Site Landscaping.** Given the highly visible nature of the project site with frontages along Watts Road and a private access drive, both with an existing landscape design along property frontages, consideration should be given to maintaining consistency with the existing streetscape design, especially along Watts Road, in terms of design and plant species, and providing additional screening, especially for 'back-of-house' operations.

    We have worked closely with the architect, landscape designer and civil engineer of the adjacent proposed project to ensure the landscaping and site amenities are cohesive as between the two projects and the adjacent properties.

    - Parking lot landscape Islands shall be located at least every twelve contiguous stalls with no break.
        - *We have added the requested islands to address Zoning and UDC comments.*

4. Trash Enclosure. Staff fully supports and encourages the relocation of the trash enclosure and utility box away from Watts Road. In the event that they cannot be relocated, they should be more effectively screened year round with enhanced landscape design in this area.

The trash enclosure has been moved off of Watts Road, and placed on the private access drive that connects Watts Road and Homewood way. By moving this we are able to create a continuous landscaping theme from the Princeton Club through our development and into the proposed adjacent development. This continuous treatment of landscaping creates a sense of consistency while looking along Watts Road regardless of the different building designs.

Sincerely,

Josh Wilcox
VP/Senior Project Manager

7780 Elmwood Avenue, Suite 204 Middleton, WI 53562 Phone 608 829-1750 Fax 608 829-3056

GARY BRINK & ASSOCIATES, Inc. ARCHITECTS

November 30, 2016

Jessica Vaughn, Development Project Planner
Department of Planning & Development
City of Madison
215 Martin Luther King, Jr. Blvd
Madison, WI 53701-2984

Re: 8102 Watts Road

Dear Jessica:

The following is our response the Planning Staff Report dated November 21, 2016. Our response(s) are noted in red.

1. **Street Orientation.** The Watts Road frontage on the south side of the project site is the primary street frontage and adjacent public right-of-way. However, the proposed building and site design are internally oriented to the site addressing the parking lot, leaving the street frontage void of building mass and activity. Additional site amenities are located at the northeast corner of the project site along the internal access driveway, focusing the activity on the northeastern portion of the project site.

   In addition, as indicated on the building elevations and site plan, the proposed building elevation along Watts Road would be considered a tertiary building entrance that really serves more as a 'building end' given the lack of activity in the elevation and floor plan, and with the location of the trash enclosure along the street. As indicated on the floor plans, currently a stairwell and hotel rooms line this wall.

   The Watts Road frontage is the primary frontage and consideration should be given to orienting the building to better address the street and activating the pedestrian environment, including the following changes:

   - Relocate site amenities from the north side of the project site to the Watts Road frontage.
     - *The irregular shape of the property creates a variety of challenges that are best met by the current building and parking configuration. We have completed multiple studies that included mirroring the building, all of which have demonstrated that the current layout is the only viable option for this site. The driving factor is lack of depth between the retaining wall and parking area near Watts along with grading/drainage challenges and guest security concerns.*
     - *We have addressed this concern by activating the Watts side of the building with an enhanced canopy and glazing, architectural lighting, significant landscaping, planters, benches and three flagpoles. The previously noted items will work together to fully activate the space in a manner that pedestrian and vehicle traffic moving along Watts will view it as a primary entrance.*
   - Utilize an enhanced commercial design (i.e. storefront window system) on the south building elevation that extends to the west elevation, wrapping the corner.
     - *We have added a significant amount of glazing on the south façade that identifies that corner as a primary entrance in addition to the previously mentioned items.*
     - *The glazing does not wrap the corner to avoid façade and structural conflicts.*
   - Create one prominent entry facing Watts Road where there are currently two doors.
     - *We have provided an enhanced entry by connecting the doors in continuous glazing and thus creating a prominent entry façade. The canopy above these entries unifies this area so that it*

reads as a primary entrance rather than a secondary or tertiary entrance in addition to the previously noted items.

- Utilize a building entry design that clearly emphasizes the southern entrance, including awnings, landscaping, amenities, glazing, etc.
    - *See response the first comment.*
- Incorporate additional windows on upper levels of the south building elevation in the stairwell and by reorienting the hotel room configuration to allow for more windows.
    - *A window was added in each of the guestrooms on the second, third, and fourth floors. By reorienting the configuration of the guestroom along Watts Road we gained an opportunity to introduce more glazing on the building elevation than was anticipated.*

2. **Building Design.**
    - As shown on the building elevations, EIFS is the more predominant material. The front façade is primarily clad in EIFS, which is typically utilized more as an accent material. In addition, on the east elevation, EIFS is located at ground level. Even in conventional commercial and mixed-use zoning districts, EIFS is only allowed as an accent material or located at the top of buildings. Building materials should be applied more equitably and consistently on all four facades of the building, EIFS should be minimized, and a more authentic, durable base-course material should be used at ground level on all facades.
        - *We have introduced a large amount of durable materials on the base of the building, as well as on elements that are more vertical in nature. The EIFS that remains on the building forms larger accent areas that ultimately create the lines that define this building.*
        - *We have addressed the UDC comments to ensure the masonry does not blend with the (E-2) EIFS by changing the color of the masonry to be a bridge color that will tie together all the materials.*
        - *We are working with the multiple retaining wall providers to find a color that more closely matches the masonry on the building per the request of the UDC.*

    - The HVAC utility louvers and grates for each hotel room are located below the window openings for each room. These should be better integrated architecturally into the overall building elevations.
        - *The HVAC utility louvers that are not completely integrated into the window system are smaller in size and fall into the rhythm of the façade joint treatments. Those louvers will be flush and painted to match the adjacent material.*
        - *In HVAC utility louvers are integrated into the window and create a larger statement while the units in EIFS are intended to blend more into the material and match that of the material pattern. This further distinguishes the brick masses with those of the EIFS accents.*

3. **Site Landscaping.** Given the highly visible nature of the project site with frontages along Watts Road and a private access drive, both with an existing landscape design along property frontages, consideration should be given to maintaining consistency with the existing streetscape design, especially along Watts Road, in terms of design and plant species, and providing additional screening, especially for 'back-of-house' operations.

    We have worked closely with the architect, landscape designer and civil engineer of the adjacent proposed project to ensure the landscaping and site amenities are cohesive as between the two projects and the adjacent properties.

    - Parking lot landscape Islands shall be located at least every twelve contiguous stalls with no break.
        - *We have added the requested islands to address Zoning and UDC comments.*

4. Trash Enclosure. Staff fully supports and encourages the relocation of the trash enclosure and utility box away from Watts Road. In the event that they cannot be relocated, they should be more effectively screened year round with enhanced landscape design in this area.

The trash enclosure has been moved off of Watts Road, and placed on the private access drive that connects Watts Road and Homewood way. By moving this we are able to create a continuous landscaping theme from the Princeton Club through our development and into the proposed adjacent development. This continuous treatment of landscaping creates a sense of consistency while looking along Watts Road regardless of the different building designs.

Sincerely,

Josh Wilcox
VP/Senior Project Manager

7780 Elmwood Avenue, Suite 204 Middleton, WI 53562 Phone 608 829-1750 Fax 608 829-3056

GARY BRINK & ASSOCIATES, Inc. ARCHITECTS

November 30, 2016

Jessica Vaughn, Development Project Planner
Department of Planning & Development
City of Madison
215 Martin Luther King, Jr. Blvd
Madison, WI 53701-2984

Re: 8102 Watts Road

Dear Jessica:

The following is our response the Planning Staff Report dated November 21, 2016. Our response(s) are noted in red.

1. **Street Orientation.** The Watts Road frontage on the south side of the project site is the primary street frontage and adjacent public right-of-way. However, the proposed building and site design are internally oriented to the site addressing the parking lot, leaving the street frontage void of building mass and activity. Additional site amenities are located at the northeast corner of the project site along the internal access driveway, focusing the activity on the northeastern portion of the project site.

   In addition, as indicated on the building elevations and site plan, the proposed building elevation along Watts Road would be considered a tertiary building entrance that really serves more as a 'building end' given the lack of activity in the elevation and floor plan, and with the location of the trash enclosure along the street. As indicated on the floor plans, currently a stairwell and hotel rooms line this wall.

   The Watts Road frontage is the primary frontage and consideration should be given to orienting the building to better address the street and activating the pedestrian environment, including the following changes:

   - Relocate site amenities from the north side of the project site to the Watts Road frontage.
     - *The irregular shape of the property creates a variety of challenges that are best met by the current building and parking configuration. We have completed multiple studies that included mirroring the building, all of which have demonstrated that the current layout is the only viable option for this site. The driving factor is lack of depth between the retaining wall and parking area near Watts along with grading/drainage challenges and guest security concerns.*
     - *We have addressed this concern by activating the Watts side of the building with an enhanced canopy and glazing, architectural lighting, significant landscaping, planters, benches and three flagpoles. The previously noted items will work together to fully activate the space in a manner that pedestrian and vehicle traffic moving along Watts will view it as a primary entrance.*
   - Utilize an enhanced commercial design (i.e. storefront window system) on the south building elevation that extends to the west elevation, wrapping the corner.
     - *We have added a significant amount of glazing on the south façade that identifies that corner as a primary entrance in addition to the previously mentioned items.*
     - *The glazing does not wrap the corner to avoid façade and structural conflicts.*
   - Create one prominent entry facing Watts Road where there are currently two doors.
     - *We have provided an enhanced entry by connecting the doors in continuous glazing and thus creating a prominent entry façade. The canopy above these entries unifies this area so that it*

reads as a primary entrance rather than a secondary or tertiary entrance in addition to the previously noted items.

- Utilize a building entry design that clearly emphasizes the southern entrance, including awnings, landscaping, amenities, glazing, etc.
    - *See response the first comment.*
- Incorporate additional windows on upper levels of the south building elevation in the stairwell and by reorienting the hotel room configuration to allow for more windows.
    - *A window was added in each of the guestrooms on the second, third, and fourth floors. By reorienting the configuration of the guestroom along Watts Road we gained an opportunity to introduce more glazing on the building elevation than was anticipated.*

2. **Building Design.**
    - As shown on the building elevations, EIFS is the more predominant material. The front façade is primarily clad in EIFS, which is typically utilized more as an accent material. In addition, on the east elevation, EIFS is located at ground level. Even in conventional commercial and mixed-use zoning districts, EIFS is only allowed as an accent material or located at the top of buildings. Building materials should be applied more equitably and consistently on all four facades of the building, EIFS should be minimized, and a more authentic, durable base-course material should be used at ground level on all facades.
        - *We have introduced a large amount of durable materials on the base of the building, as well as on elements that are more vertical in nature. The EIFS that remains on the building forms larger accent areas that ultimately create the lines that define this building.*
        - *We have addressed the UDC comments to ensure the masonry does not blend with the (E-2) EIFS by changing the color of the masonry to be a bridge color that will tie together all the materials.*
        - *We are working with the multiple retaining wall providers to find a color that more closely matches the masonry on the building per the request of the UDC.*

    - The HVAC utility louvers and grates for each hotel room are located below the window openings for each room. These should be better integrated architecturally into the overall building elevations.
        - *The HVAC utility louvers that are not completely integrated into the window system are smaller in size and fall into the rhythm of the façade joint treatments. Those louvers will be flush and painted to match the adjacent material.*
        - *In HVAC utility louvers are integrated into the window and create a larger statement while the units in EIFS are intended to blend more into the material and match that of the material pattern. This further distinguishes the brick masses with those of the EIFS accents.*

3. **Site Landscaping.** Given the highly visible nature of the project site with frontages along Watts Road and a private access drive, both with an existing landscape design along property frontages, consideration should be given to maintaining consistency with the existing streetscape design, especially along Watts Road, in terms of design and plant species, and providing additional screening, especially for 'back-of-house' operations.

    We have worked closely with the architect, landscape designer and civil engineer of the adjacent proposed project to ensure the landscaping and site amenities are cohesive as between the two projects and the adjacent properties.

    - Parking lot landscape Islands shall be located at least every twelve contiguous stalls with no break.
        - *We have added the requested islands to address Zoning and UDC comments.*

4. Trash Enclosure. Staff fully supports and encourages the relocation of the trash enclosure and utility box away from Watts Road. In the event that they cannot be relocated, they should be more effectively screened year round with enhanced landscape design in this area.

The trash enclosure has been moved off of Watts Road, and placed on the private access drive that connects Watts Road and Homewood way. By moving this we are able to create a continuous landscaping theme from the Princeton Club through our development and into the proposed adjacent development. This continuous treatment of landscaping creates a sense of consistency while looking along Watts Road regardless of the different building designs.

Sincerely,

Josh Wilcox
VP/Senior Project Manager

7780 Elmwood Avenue, Suite 204 Middleton, WI 53562 Phone 608 829-1750 Fax 608 829-3056

GARY BRINK & ASSOCIATES, Inc. ARCHITECTS

November 30, 2016

Jessica Vaughn, Development Project Planner
Department of Planning & Development
City of Madison
215 Martin Luther King, Jr. Blvd
Madison, WI 53701-2984

Re: 8102 Watts Road

Dear Jessica:

The following is our response the Planning Staff Report dated November 21, 2016. Our response(s) are noted in red.

1. **Street Orientation.** The Watts Road frontage on the south side of the project site is the primary street frontage and adjacent public right-of-way. However, the proposed building and site design are internally oriented to the site addressing the parking lot, leaving the street frontage void of building mass and activity. Additional site amenities are located at the northeast corner of the project site along the internal access driveway, focusing the activity on the northeastern portion of the project site.

   In addition, as indicated on the building elevations and site plan, the proposed building elevation along Watts Road would be considered a tertiary building entrance that really serves more as a 'building end' given the lack of activity in the elevation and floor plan, and with the location of the trash enclosure along the street. As indicated on the floor plans, currently a stairwell and hotel rooms line this wall.

   The Watts Road frontage is the primary frontage and consideration should be given to orienting the building to better address the street and activating the pedestrian environment, including the following changes:

   - Relocate site amenities from the north side of the project site to the Watts Road frontage.
     - *The irregular shape of the property creates a variety of challenges that are best met by the current building and parking configuration. We have completed multiple studies that included mirroring the building, all of which have demonstrated that the current layout is the only viable option for this site. The driving factor is lack of depth between the retaining wall and parking area near Watts along with grading/drainage challenges and guest security concerns.*
     - *We have addressed this concern by activating the Watts side of the building with an enhanced canopy and glazing, architectural lighting, significant landscaping, planters, benches and three flagpoles. The previously noted items will work together to fully activate the space in a manner that pedestrian and vehicle traffic moving along Watts will view it as a primary entrance.*
   - Utilize an enhanced commercial design (i.e. storefront window system) on the south building elevation that extends to the west elevation, wrapping the corner.
     - *We have added a significant amount of glazing on the south façade that identifies that corner as a primary entrance in addition to the previously mentioned items.*
     - *The glazing does not wrap the corner to avoid façade and structural conflicts.*
   - Create one prominent entry facing Watts Road where there are currently two doors.
     - *We have provided an enhanced entry by connecting the doors in continuous glazing and thus creating a prominent entry façade. The canopy above these entries unifies this area so that it*

reads as a primary entrance rather than a secondary or tertiary entrance in addition to the previously noted items.

- Utilize a building entry design that clearly emphasizes the southern entrance, including awnings, landscaping, amenities, glazing, etc.
    - *See response the first comment.*
- Incorporate additional windows on upper levels of the south building elevation in the stairwell and by reorienting the hotel room configuration to allow for more windows.
    - *A window was added in each of the guestrooms on the second, third, and fourth floors. By reorienting the configuration of the guestroom along Watts Road we gained an opportunity to introduce more glazing on the building elevation than was anticipated.*

2. **Building Design.**
    - As shown on the building elevations, EIFS is the more predominant material. The front façade is primarily clad in EIFS, which is typically utilized more as an accent material. In addition, on the east elevation, EIFS is located at ground level. Even in conventional commercial and mixed-use zoning districts, EIFS is only allowed as an accent material or located at the top of buildings. Building materials should be applied more equitably and consistently on all four facades of the building, EIFS should be minimized, and a more authentic, durable base-course material should be used at ground level on all facades.
        - *We have introduced a large amount of durable materials on the base of the building, as well as on elements that are more vertical in nature. The EIFS that remains on the building forms larger accent areas that ultimately create the lines that define this building.*
        - *We have addressed the UDC comments to ensure the masonry does not blend with the (E-2) EIFS by changing the color of the masonry to be a bridge color that will tie together all the materials.*
        - *We are working with the multiple retaining wall providers to find a color that more closely matches the masonry on the building per the request of the UDC.*

    - The HVAC utility louvers and grates for each hotel room are located below the window openings for each room. These should be better integrated architecturally into the overall building elevations.
        - *The HVAC utility louvers that are not completely integrated into the window system are smaller in size and fall into the rhythm of the façade joint treatments. Those louvers will be flush and painted to match the adjacent material.*
        - *In HVAC utility louvers are integrated into the window and create a larger statement while the units in EIFS are intended to blend more into the material and match that of the material pattern. This further distinguishes the brick masses with those of the EIFS accents.*

3. **Site Landscaping.** Given the highly visible nature of the project site with frontages along Watts Road and a private access drive, both with an existing landscape design along property frontages, consideration should be given to maintaining consistency with the existing streetscape design, especially along Watts Road, in terms of design and plant species, and providing additional screening, especially for 'back-of-house' operations.

    We have worked closely with the architect, landscape designer and civil engineer of the adjacent proposed project to ensure the landscaping and site amenities are cohesive as between the two projects and the adjacent properties.

    - Parking lot landscape Islands shall be located at least every twelve contiguous stalls with no break.
        - *We have added the requested islands to address Zoning and UDC comments.*

4. Trash Enclosure. Staff fully supports and encourages the relocation of the trash enclosure and utility box away from Watts Road. In the event that they cannot be relocated, they should be more effectively screened year round with enhanced landscape design in this area.

The trash enclosure has been moved off of Watts Road, and placed on the private access drive that connects Watts Road and Homewood way. By moving this we are able to create a continuous landscaping theme from the Princeton Club through our development and into the proposed adjacent development. This continuous treatment of landscaping creates a sense of consistency while looking along Watts Road regardless of the different building designs.

Sincerely,

Josh Wilcox
VP/Senior Project Manager

7780 Elmwood Avenue, Suite 204 Middleton, WI 53562 Phone 608 829-1750 Fax 608 829-3056

GARY BRINK & ASSOCIATES, Inc. ARCHITECTS

November 30, 2016

Jessica Vaughn, Development Project Planner
Department of Planning & Development
City of Madison
215 Martin Luther King, Jr. Blvd
Madison, WI 53701-2984

Re: 8102 Watts Road

Dear Jessica:

The following is our response the Planning Staff Report dated November 21, 2016. Our response(s) are noted in red.

1. **Street Orientation.** The Watts Road frontage on the south side of the project site is the primary street frontage and adjacent public right-of-way. However, the proposed building and site design are internally oriented to the site addressing the parking lot, leaving the street frontage void of building mass and activity. Additional site amenities are located at the northeast corner of the project site along the internal access driveway, focusing the activity on the northeastern portion of the project site.

   In addition, as indicated on the building elevations and site plan, the proposed building elevation along Watts Road would be considered a tertiary building entrance that really serves more as a 'building end' given the lack of activity in the elevation and floor plan, and with the location of the trash enclosure along the street. As indicated on the floor plans, currently a stairwell and hotel rooms line this wall.

   The Watts Road frontage is the primary frontage and consideration should be given to orienting the building to better address the street and activating the pedestrian environment, including the following changes:

   - Relocate site amenities from the north side of the project site to the Watts Road frontage.
     - *The irregular shape of the property creates a variety of challenges that are best met by the current building and parking configuration. We have completed multiple studies that included mirroring the building, all of which have demonstrated that the current layout is the only viable option for this site. The driving factor is lack of depth between the retaining wall and parking area near Watts along with grading/drainage challenges and guest security concerns.*
     - *We have addressed this concern by activating the Watts side of the building with an enhanced canopy and glazing, architectural lighting, significant landscaping, planters, benches and three flagpoles. The previously noted items will work together to fully activate the space in a manner that pedestrian and vehicle traffic moving along Watts will view it as a primary entrance.*
   - Utilize an enhanced commercial design (i.e. storefront window system) on the south building elevation that extends to the west elevation, wrapping the corner.
     - *We have added a significant amount of glazing on the south façade that identifies that corner as a primary entrance in addition to the previously mentioned items.*
     - *The glazing does not wrap the corner to avoid façade and structural conflicts.*
   - Create one prominent entry facing Watts Road where there are currently two doors.
     - *We have provided an enhanced entry by connecting the doors in continuous glazing and thus creating a prominent entry façade. The canopy above these entries unifies this area so that it*

reads as a primary entrance rather than a secondary or tertiary entrance in addition to the previously noted items.

- Utilize a building entry design that clearly emphasizes the southern entrance, including awnings, landscaping, amenities, glazing, etc.
    - *See response the first comment.*
- Incorporate additional windows on upper levels of the south building elevation in the stairwell and by reorienting the hotel room configuration to allow for more windows.
    - *A window was added in each of the guestrooms on the second, third, and fourth floors. By reorienting the configuration of the guestroom along Watts Road we gained an opportunity to introduce more glazing on the building elevation than was anticipated.*

2. **Building Design.**
    - As shown on the building elevations, EIFS is the more predominant material. The front façade is primarily clad in EIFS, which is typically utilized more as an accent material. In addition, on the east elevation, EIFS is located at ground level. Even in conventional commercial and mixed-use zoning districts, EIFS is only allowed as an accent material or located at the top of buildings. Building materials should be applied more equitably and consistently on all four facades of the building, EIFS should be minimized, and a more authentic, durable base-course material should be used at ground level on all facades.
        - *We have introduced a large amount of durable materials on the base of the building, as well as on elements that are more vertical in nature. The EIFS that remains on the building forms larger accent areas that ultimately create the lines that define this building.*
        - *We have addressed the UDC comments to ensure the masonry does not blend with the (E-2) EIFS by changing the color of the masonry to be a bridge color that will tie together all the materials.*
        - *We are working with the multiple retaining wall providers to find a color that more closely matches the masonry on the building per the request of the UDC.*

    - The HVAC utility louvers and grates for each hotel room are located below the window openings for each room. These should be better integrated architecturally into the overall building elevations.
        - *The HVAC utility louvers that are not completely integrated into the window system are smaller in size and fall into the rhythm of the façade joint treatments. Those louvers will be flush and painted to match the adjacent material.*
        - *In HVAC utility louvers are integrated into the window and create a larger statement while the units in EIFS are intended to blend more into the material and match that of the material pattern. This further distinguishes the brick masses with those of the EIFS accents.*

3. **Site Landscaping.** Given the highly visible nature of the project site with frontages along Watts Road and a private access drive, both with an existing landscape design along property frontages, consideration should be given to maintaining consistency with the existing streetscape design, especially along Watts Road, in terms of design and plant species, and providing additional screening, especially for 'back-of-house' operations.

    We have worked closely with the architect, landscape designer and civil engineer of the adjacent proposed project to ensure the landscaping and site amenities are cohesive as between the two projects and the adjacent properties.

    - Parking lot landscape Islands shall be located at least every twelve contiguous stalls with no break.
        - *We have added the requested islands to address Zoning and UDC comments.*

4. Trash Enclosure. Staff fully supports and encourages the relocation of the trash enclosure and utility box away from Watts Road. In the event that they cannot be relocated, they should be more effectively screened year round with enhanced landscape design in this area.

The trash enclosure has been moved off of Watts Road, and placed on the private access drive that connects Watts Road and Homewood way. By moving this we are able to create a continuous landscaping theme from the Princeton Club through our development and into the proposed adjacent development. This continuous treatment of landscaping creates a sense of consistency while looking along Watts Road regardless of the different building designs.

Sincerely,

Josh Wilcox
VP/Senior Project Manager

7780 Elmwood Avenue, Suite 204 Middleton, WI 53562 Phone 608 829-1750 Fax 608 829-3056

GARY BRINK & ASSOCIATES, Inc. ARCHITECTS

November 30, 2016

Jessica Vaughn, Development Project Planner
Department of Planning & Development
City of Madison
215 Martin Luther King, Jr. Blvd
Madison, WI 53701-2984

Re: 8102 Watts Road

Dear Jessica:

The following is our response the Planning Staff Report dated November 21, 2016. Our response(s) are noted in red.

1. **Street Orientation.** The Watts Road frontage on the south side of the project site is the primary street frontage and adjacent public right-of-way. However, the proposed building and site design are internally oriented to the site addressing the parking lot, leaving the street frontage void of building mass and activity. Additional site amenities are located at the northeast corner of the project site along the internal access driveway, focusing the activity on the northeastern portion of the project site.

   In addition, as indicated on the building elevations and site plan, the proposed building elevation along Watts Road would be considered a tertiary building entrance that really serves more as a 'building end' given the lack of activity in the elevation and floor plan, and with the location of the trash enclosure along the street. As indicated on the floor plans, currently a stairwell and hotel rooms line this wall.

   The Watts Road frontage is the primary frontage and consideration should be given to orienting the building to better address the street and activating the pedestrian environment, including the following changes:

   - Relocate site amenities from the north side of the project site to the Watts Road frontage.
     - *The irregular shape of the property creates a variety of challenges that are best met by the current building and parking configuration. We have completed multiple studies that included mirroring the building, all of which have demonstrated that the current layout is the only viable option for this site. The driving factor is lack of depth between the retaining wall and parking area near Watts along with grading/drainage challenges and guest security concerns.*
     - *We have addressed this concern by activating the Watts side of the building with an enhanced canopy and glazing, architectural lighting, significant landscaping, planters, benches and three flagpoles. The previously noted items will work together to fully activate the space in a manner that pedestrian and vehicle traffic moving along Watts will view it as a primary entrance.*
   - Utilize an enhanced commercial design (i.e. storefront window system) on the south building elevation that extends to the west elevation, wrapping the corner.
     - *We have added a significant amount of glazing on the south façade that identifies that corner as a primary entrance in addition to the previously mentioned items.*
     - *The glazing does not wrap the corner to avoid façade and structural conflicts.*
   - Create one prominent entry facing Watts Road where there are currently two doors.
     - *We have provided an enhanced entry by connecting the doors in continuous glazing and thus creating a prominent entry façade. The canopy above these entries unifies this area so that it*

reads as a primary entrance rather than a secondary or tertiary entrance in addition to the previously noted items.

- Utilize a building entry design that clearly emphasizes the southern entrance, including awnings, landscaping, amenities, glazing, etc.
    - *See response the first comment.*
- Incorporate additional windows on upper levels of the south building elevation in the stairwell and by reorienting the hotel room configuration to allow for more windows.
    - *A window was added in each of the guestrooms on the second, third, and fourth floors. By reorienting the configuration of the guestroom along Watts Road we gained an opportunity to introduce more glazing on the building elevation than was anticipated.*

2. **Building Design.**
    - As shown on the building elevations, EIFS is the more predominant material. The front façade is primarily clad in EIFS, which is typically utilized more as an accent material. In addition, on the east elevation, EIFS is located at ground level. Even in conventional commercial and mixed-use zoning districts, EIFS is only allowed as an accent material or located at the top of buildings. Building materials should be applied more equitably and consistently on all four facades of the building, EIFS should be minimized, and a more authentic, durable base-course material should be used at ground level on all facades.
        - *We have introduced a large amount of durable materials on the base of the building, as well as on elements that are more vertical in nature. The EIFS that remains on the building forms larger accent areas that ultimately create the lines that define this building.*
        - *We have addressed the UDC comments to ensure the masonry does not blend with the (E-2) EIFS by changing the color of the masonry to be a bridge color that will tie together all the materials.*
        - *We are working with the multiple retaining wall providers to find a color that more closely matches the masonry on the building per the request of the UDC.*

    - The HVAC utility louvers and grates for each hotel room are located below the window openings for each room. These should be better integrated architecturally into the overall building elevations.
        - *The HVAC utility louvers that are not completely integrated into the window system are smaller in size and fall into the rhythm of the façade joint treatments. Those louvers will be flush and painted to match the adjacent material.*
        - *In HVAC utility louvers are integrated into the window and create a larger statement while the units in EIFS are intended to blend more into the material and match that of the material pattern. This further distinguishes the brick masses with those of the EIFS accents.*

3. **Site Landscaping.** Given the highly visible nature of the project site with frontages along Watts Road and a private access drive, both with an existing landscape design along property frontages, consideration should be given to maintaining consistency with the existing streetscape design, especially along Watts Road, in terms of design and plant species, and providing additional screening, especially for 'back-of-house' operations.

    We have worked closely with the architect, landscape designer and civil engineer of the adjacent proposed project to ensure the landscaping and site amenities are cohesive as between the two projects and the adjacent properties.

    - Parking lot landscape Islands shall be located at least every twelve contiguous stalls with no break.
        - *We have added the requested islands to address Zoning and UDC comments.*

4. Trash Enclosure. Staff fully supports and encourages the relocation of the trash enclosure and utility box away from Watts Road. In the event that they cannot be relocated, they should be more effectively screened year round with enhanced landscape design in this area.

The trash enclosure has been moved off of Watts Road, and placed on the private access drive that connects Watts Road and Homewood way. By moving this we are able to create a continuous landscaping theme from the Princeton Club through our development and into the proposed adjacent development. This continuous treatment of landscaping creates a sense of consistency while looking along Watts Road regardless of the different building designs.

Sincerely,

Josh Wilcox
VP/Senior Project Manager

7780 Elmwood Avenue, Suite 204 Middleton, WI 53562 Phone 608 829-1750 Fax 608 829-3056

GARY BRINK & ASSOCIATES, Inc. ARCHITECTS

November 30, 2016

Jessica Vaughn, Development Project Planner
Department of Planning & Development
City of Madison
215 Martin Luther King, Jr. Blvd
Madison, WI 53701-2984

Re: 8102 Watts Road

Dear Jessica:

The following is our response the Planning Staff Report dated November 21, 2016. Our response(s) are noted in red.

1. **Street Orientation.** The Watts Road frontage on the south side of the project site is the primary street frontage and adjacent public right-of-way. However, the proposed building and site design are internally oriented to the site addressing the parking lot, leaving the street frontage void of building mass and activity. Additional site amenities are located at the northeast corner of the project site along the internal access driveway, focusing the activity on the northeastern portion of the project site.

   In addition, as indicated on the building elevations and site plan, the proposed building elevation along Watts Road would be considered a tertiary building entrance that really serves more as a 'building end' given the lack of activity in the elevation and floor plan, and with the location of the trash enclosure along the street. As indicated on the floor plans, currently a stairwell and hotel rooms line this wall.

   The Watts Road frontage is the primary frontage and consideration should be given to orienting the building to better address the street and activating the pedestrian environment, including the following changes:

   - Relocate site amenities from the north side of the project site to the Watts Road frontage.
     - *The irregular shape of the property creates a variety of challenges that are best met by the current building and parking configuration. We have completed multiple studies that included mirroring the building, all of which have demonstrated that the current layout is the only viable option for this site. The driving factor is lack of depth between the retaining wall and parking area near Watts along with grading/drainage challenges and guest security concerns.*
     - *We have addressed this concern by activating the Watts side of the building with an enhanced canopy and glazing, architectural lighting, significant landscaping, planters, benches and three flagpoles. The previously noted items will work together to fully activate the space in a manner that pedestrian and vehicle traffic moving along Watts will view it as a primary entrance.*
   - Utilize an enhanced commercial design (i.e. storefront window system) on the south building elevation that extends to the west elevation, wrapping the corner.
     - *We have added a significant amount of glazing on the south façade that identifies that corner as a primary entrance in addition to the previously mentioned items.*
     - *The glazing does not wrap the corner to avoid façade and structural conflicts.*
   - Create one prominent entry facing Watts Road where there are currently two doors.
     - *We have provided an enhanced entry by connecting the doors in continuous glazing and thus creating a prominent entry façade. The canopy above these entries unifies this area so that it*

reads as a primary entrance rather than a secondary or tertiary entrance in addition to the previously noted items.

- Utilize a building entry design that clearly emphasizes the southern entrance, including awnings, landscaping, amenities, glazing, etc.
    - *See response the first comment.*
- Incorporate additional windows on upper levels of the south building elevation in the stairwell and by reorienting the hotel room configuration to allow for more windows.
    - *A window was added in each of the guestrooms on the second, third, and fourth floors. By reorienting the configuration of the guestroom along Watts Road we gained an opportunity to introduce more glazing on the building elevation than was anticipated.*

2. **Building Design.**
    - As shown on the building elevations, EIFS is the more predominant material. The front façade is primarily clad in EIFS, which is typically utilized more as an accent material. In addition, on the east elevation, EIFS is located at ground level. Even in conventional commercial and mixed-use zoning districts, EIFS is only allowed as an accent material or located at the top of buildings. Building materials should be applied more equitably and consistently on all four facades of the building, EIFS should be minimized, and a more authentic, durable base-course material should be used at ground level on all facades.
        - *We have introduced a large amount of durable materials on the base of the building, as well as on elements that are more vertical in nature. The EIFS that remains on the building forms larger accent areas that ultimately create the lines that define this building.*
        - *We have addressed the UDC comments to ensure the masonry does not blend with the (E-2) EIFS by changing the color of the masonry to be a bridge color that will tie together all the materials.*
        - *We are working with the multiple retaining wall providers to find a color that more closely matches the masonry on the building per the request of the UDC.*

    - The HVAC utility louvers and grates for each hotel room are located below the window openings for each room. These should be better integrated architecturally into the overall building elevations.
        - *The HVAC utility louvers that are not completely integrated into the window system are smaller in size and fall into the rhythm of the façade joint treatments. Those louvers will be flush and painted to match the adjacent material.*
        - *In HVAC utility louvers are integrated into the window and create a larger statement while the units in EIFS are intended to blend more into the material and match that of the material pattern. This further distinguishes the brick masses with those of the EIFS accents.*

3. **Site Landscaping.** Given the highly visible nature of the project site with frontages along Watts Road and a private access drive, both with an existing landscape design along property frontages, consideration should be given to maintaining consistency with the existing streetscape design, especially along Watts Road, in terms of design and plant species, and providing additional screening, especially for 'back-of-house' operations.

    We have worked closely with the architect, landscape designer and civil engineer of the adjacent proposed project to ensure the landscaping and site amenities are cohesive as between the two projects and the adjacent properties.

    - Parking lot landscape Islands shall be located at least every twelve contiguous stalls with no break.
        - *We have added the requested islands to address Zoning and UDC comments.*

4. Trash Enclosure. Staff fully supports and encourages the relocation of the trash enclosure and utility box away from Watts Road. In the event that they cannot be relocated, they should be more effectively screened year round with enhanced landscape design in this area.

The trash enclosure has been moved off of Watts Road, and placed on the private access drive that connects Watts Road and Homewood way. By moving this we are able to create a continuous landscaping theme from the Princeton Club through our development and into the proposed adjacent development. This continuous treatment of landscaping creates a sense of consistency while looking along Watts Road regardless of the different building designs.

Sincerely,

Josh Wilcox
VP/Senior Project Manager

7780 Elmwood Avenue, Suite 204 Middleton, WI 53562 Phone 608 829-1750 Fax 608 829-3056

GARY BRINK & ASSOCIATES, Inc. ARCHITECTS

November 30, 2016

Jessica Vaughn, Development Project Planner
Department of Planning & Development
City of Madison
215 Martin Luther King, Jr. Blvd
Madison, WI 53701-2984

Re: 8102 Watts Road

Dear Jessica:

The following is our response the Planning Staff Report dated November 21, 2016. Our response(s) are noted in red.

1. **Street Orientation.** The Watts Road frontage on the south side of the project site is the primary street frontage and adjacent public right-of-way. However, the proposed building and site design are internally oriented to the site addressing the parking lot, leaving the street frontage void of building mass and activity. Additional site amenities are located at the northeast corner of the project site along the internal access driveway, focusing the activity on the northeastern portion of the project site.

   In addition, as indicated on the building elevations and site plan, the proposed building elevation along Watts Road would be considered a tertiary building entrance that really serves more as a 'building end' given the lack of activity in the elevation and floor plan, and with the location of the trash enclosure along the street. As indicated on the floor plans, currently a stairwell and hotel rooms line this wall.

   The Watts Road frontage is the primary frontage and consideration should be given to orienting the building to better address the street and activating the pedestrian environment, including the following changes:

   - Relocate site amenities from the north side of the project site to the Watts Road frontage.
     - *The irregular shape of the property creates a variety of challenges that are best met by the current building and parking configuration. We have completed multiple studies that included mirroring the building, all of which have demonstrated that the current layout is the only viable option for this site. The driving factor is lack of depth between the retaining wall and parking area near Watts along with grading/drainage challenges and guest security concerns.*
     - *We have addressed this concern by activating the Watts side of the building with an enhanced canopy and glazing, architectural lighting, significant landscaping, planters, benches and three flagpoles. The previously noted items will work together to fully activate the space in a manner that pedestrian and vehicle traffic moving along Watts will view it as a primary entrance.*
   - Utilize an enhanced commercial design (i.e. storefront window system) on the south building elevation that extends to the west elevation, wrapping the corner.
     - *We have added a significant amount of glazing on the south façade that identifies that corner as a primary entrance in addition to the previously mentioned items.*
     - *The glazing does not wrap the corner to avoid façade and structural conflicts.*
   - Create one prominent entry facing Watts Road where there are currently two doors.
     - *We have provided an enhanced entry by connecting the doors in continuous glazing and thus creating a prominent entry façade. The canopy above these entries unifies this area so that it*

reads as a primary entrance rather than a secondary or tertiary entrance in addition to the previously noted items.

- Utilize a building entry design that clearly emphasizes the southern entrance, including awnings, landscaping, amenities, glazing, etc.
    - *See response the first comment.*
- Incorporate additional windows on upper levels of the south building elevation in the stairwell and by reorienting the hotel room configuration to allow for more windows.
    - *A window was added in each of the guestrooms on the second, third, and fourth floors. By reorienting the configuration of the guestroom along Watts Road we gained an opportunity to introduce more glazing on the building elevation than was anticipated.*

2. **Building Design.**
    - As shown on the building elevations, EIFS is the more predominant material. The front façade is primarily clad in EIFS, which is typically utilized more as an accent material. In addition, on the east elevation, EIFS is located at ground level. Even in conventional commercial and mixed-use zoning districts, EIFS is only allowed as an accent material or located at the top of buildings. Building materials should be applied more equitably and consistently on all four facades of the building, EIFS should be minimized, and a more authentic, durable base-course material should be used at ground level on all facades.
        - *We have introduced a large amount of durable materials on the base of the building, as well as on elements that are more vertical in nature. The EIFS that remains on the building forms larger accent areas that ultimately create the lines that define this building.*
        - *We have addressed the UDC comments to ensure the masonry does not blend with the (E-2) EIFS by changing the color of the masonry to be a bridge color that will tie together all the materials.*
        - *We are working with the multiple retaining wall providers to find a color that more closely matches the masonry on the building per the request of the UDC.*

    - The HVAC utility louvers and grates for each hotel room are located below the window openings for each room. These should be better integrated architecturally into the overall building elevations.
        - *The HVAC utility louvers that are not completely integrated into the window system are smaller in size and fall into the rhythm of the façade joint treatments. Those louvers will be flush and painted to match the adjacent material.*
        - *In HVAC utility louvers are integrated into the window and create a larger statement while the units in EIFS are intended to blend more into the material and match that of the material pattern. This further distinguishes the brick masses with those of the EIFS accents.*

3. **Site Landscaping.** Given the highly visible nature of the project site with frontages along Watts Road and a private access drive, both with an existing landscape design along property frontages, consideration should be given to maintaining consistency with the existing streetscape design, especially along Watts Road, in terms of design and plant species, and providing additional screening, especially for 'back-of-house' operations.

    We have worked closely with the architect, landscape designer and civil engineer of the adjacent proposed project to ensure the landscaping and site amenities are cohesive as between the two projects and the adjacent properties.

    - Parking lot landscape Islands shall be located at least every twelve contiguous stalls with no break.
        - *We have added the requested islands to address Zoning and UDC comments.*

4. Trash Enclosure. Staff fully supports and encourages the relocation of the trash enclosure and utility box away from Watts Road. In the event that they cannot be relocated, they should be more effectively screened year round with enhanced landscape design in this area.

The trash enclosure has been moved off of Watts Road, and placed on the private access drive that connects Watts Road and Homewood way. By moving this we are able to create a continuous landscaping theme from the Princeton Club through our development and into the proposed adjacent development. This continuous treatment of landscaping creates a sense of consistency while looking along Watts Road regardless of the different building designs.

Sincerely,

Josh Wilcox
VP/Senior Project Manager

7780 Elmwood Avenue, Suite 204 Middleton, WI 53562 Phone 608 829-1750 Fax 608 829-3056

GARY BRINK & ASSOCIATES, Inc. ARCHITECTS

November 30, 2016

Jessica Vaughn, Development Project Planner
Department of Planning & Development
City of Madison
215 Martin Luther King, Jr. Blvd
Madison, WI 53701-2984

Re: 8102 Watts Road

Dear Jessica:

The following is our response the Planning Staff Report dated November 21, 2016. Our response(s) are noted in red.

1. **Street Orientation.** The Watts Road frontage on the south side of the project site is the primary street frontage and adjacent public right-of-way. However, the proposed building and site design are internally oriented to the site addressing the parking lot, leaving the street frontage void of building mass and activity. Additional site amenities are located at the northeast corner of the project site along the internal access driveway, focusing the activity on the northeastern portion of the project site.

   In addition, as indicated on the building elevations and site plan, the proposed building elevation along Watts Road would be considered a tertiary building entrance that really serves more as a 'building end' given the lack of activity in the elevation and floor plan, and with the location of the trash enclosure along the street. As indicated on the floor plans, currently a stairwell and hotel rooms line this wall.

   The Watts Road frontage is the primary frontage and consideration should be given to orienting the building to better address the street and activating the pedestrian environment, including the following changes:

   - Relocate site amenities from the north side of the project site to the Watts Road frontage.
     - *The irregular shape of the property creates a variety of challenges that are best met by the current building and parking configuration. We have completed multiple studies that included mirroring the building, all of which have demonstrated that the current layout is the only viable option for this site. The driving factor is lack of depth between the retaining wall and parking area near Watts along with grading/drainage challenges and guest security concerns.*
     - *We have addressed this concern by activating the Watts side of the building with an enhanced canopy and glazing, architectural lighting, significant landscaping, planters, benches and three flagpoles. The previously noted items will work together to fully activate the space in a manner that pedestrian and vehicle traffic moving along Watts will view it as a primary entrance.*
   - Utilize an enhanced commercial design (i.e. storefront window system) on the south building elevation that extends to the west elevation, wrapping the corner.
     - *We have added a significant amount of glazing on the south façade that identifies that corner as a primary entrance in addition to the previously mentioned items.*
     - *The glazing does not wrap the corner to avoid façade and structural conflicts.*
   - Create one prominent entry facing Watts Road where there are currently two doors.
     - *We have provided an enhanced entry by connecting the doors in continuous glazing and thus creating a prominent entry façade. The canopy above these entries unifies this area so that it*

reads as a primary entrance rather than a secondary or tertiary entrance in addition to the previously noted items.

- Utilize a building entry design that clearly emphasizes the southern entrance, including awnings, landscaping, amenities, glazing, etc.
    - *See response the first comment.*
- Incorporate additional windows on upper levels of the south building elevation in the stairwell and by reorienting the hotel room configuration to allow for more windows.
    - *A window was added in each of the guestrooms on the second, third, and fourth floors. By reorienting the configuration of the guestroom along Watts Road we gained an opportunity to introduce more glazing on the building elevation than was anticipated.*

2. **Building Design.**
    - As shown on the building elevations, EIFS is the more predominant material. The front façade is primarily clad in EIFS, which is typically utilized more as an accent material. In addition, on the east elevation, EIFS is located at ground level. Even in conventional commercial and mixed-use zoning districts, EIFS is only allowed as an accent material or located at the top of buildings. Building materials should be applied more equitably and consistently on all four facades of the building, EIFS should be minimized, and a more authentic, durable base-course material should be used at ground level on all facades.
        - *We have introduced a large amount of durable materials on the base of the building, as well as on elements that are more vertical in nature. The EIFS that remains on the building forms larger accent areas that ultimately create the lines that define this building.*
        - *We have addressed the UDC comments to ensure the masonry does not blend with the (E-2) EIFS by changing the color of the masonry to be a bridge color that will tie together all the materials.*
        - *We are working with the multiple retaining wall providers to find a color that more closely matches the masonry on the building per the request of the UDC.*

    - The HVAC utility louvers and grates for each hotel room are located below the window openings for each room. These should be better integrated architecturally into the overall building elevations.
        - *The HVAC utility louvers that are not completely integrated into the window system are smaller in size and fall into the rhythm of the façade joint treatments. Those louvers will be flush and painted to match the adjacent material.*
        - *In HVAC utility louvers are integrated into the window and create a larger statement while the units in EIFS are intended to blend more into the material and match that of the material pattern. This further distinguishes the brick masses with those of the EIFS accents.*

3. **Site Landscaping.** Given the highly visible nature of the project site with frontages along Watts Road and a private access drive, both with an existing landscape design along property frontages, consideration should be given to maintaining consistency with the existing streetscape design, especially along Watts Road, in terms of design and plant species, and providing additional screening, especially for 'back-of-house' operations.

    We have worked closely with the architect, landscape designer and civil engineer of the adjacent proposed project to ensure the landscaping and site amenities are cohesive as between the two projects and the adjacent properties.

    - Parking lot landscape Islands shall be located at least every twelve contiguous stalls with no break.
        - *We have added the requested islands to address Zoning and UDC comments.*

4. Trash Enclosure. Staff fully supports and encourages the relocation of the trash enclosure and utility box away from Watts Road. In the event that they cannot be relocated, they should be more effectively screened year round with enhanced landscape design in this area.

The trash enclosure has been moved off of Watts Road, and placed on the private access drive that connects Watts Road and Homewood way. By moving this we are able to create a continuous landscaping theme from the Princeton Club through our development and into the proposed adjacent development. This continuous treatment of landscaping creates a sense of consistency while looking along Watts Road regardless of the different building designs.

Sincerely,

Josh Wilcox
VP/Senior Project Manager

7780 Elmwood Avenue, Suite 204 Middleton, WI 53562 Phone 608 829-1750 Fax 608 829-3056

GARY BRINK & ASSOCIATES, Inc. ARCHITECTS

November 30, 2016

Jessica Vaughn, Development Project Planner
Department of Planning & Development
City of Madison
215 Martin Luther King, Jr. Blvd
Madison, WI 53701-2984

Re: 8102 Watts Road

Dear Jessica:

The following is our response the Planning Staff Report dated November 21, 2016. Our response(s) are noted in red.

1. **Street Orientation.** The Watts Road frontage on the south side of the project site is the primary street frontage and adjacent public right-of-way. However, the proposed building and site design are internally oriented to the site addressing the parking lot, leaving the street frontage void of building mass and activity. Additional site amenities are located at the northeast corner of the project site along the internal access driveway, focusing the activity on the northeastern portion of the project site.

   In addition, as indicated on the building elevations and site plan, the proposed building elevation along Watts Road would be considered a tertiary building entrance that really serves more as a 'building end' given the lack of activity in the elevation and floor plan, and with the location of the trash enclosure along the street. As indicated on the floor plans, currently a stairwell and hotel rooms line this wall.

   The Watts Road frontage is the primary frontage and consideration should be given to orienting the building to better address the street and activating the pedestrian environment, including the following changes:

   - Relocate site amenities from the north side of the project site to the Watts Road frontage.
     - *The irregular shape of the property creates a variety of challenges that are best met by the current building and parking configuration. We have completed multiple studies that included mirroring the building, all of which have demonstrated that the current layout is the only viable option for this site. The driving factor is lack of depth between the retaining wall and parking area near Watts along with grading/drainage challenges and guest security concerns.*
     - *We have addressed this concern by activating the Watts side of the building with an enhanced canopy and glazing, architectural lighting, significant landscaping, planters, benches and three flagpoles. The previously noted items will work together to fully activate the space in a manner that pedestrian and vehicle traffic moving along Watts will view it as a primary entrance.*
   - Utilize an enhanced commercial design (i.e. storefront window system) on the south building elevation that extends to the west elevation, wrapping the corner.
     - *We have added a significant amount of glazing on the south façade that identifies that corner as a primary entrance in addition to the previously mentioned items.*
     - *The glazing does not wrap the corner to avoid façade and structural conflicts.*
   - Create one prominent entry facing Watts Road where there are currently two doors.
     - *We have provided an enhanced entry by connecting the doors in continuous glazing and thus creating a prominent entry façade. The canopy above these entries unifies this area so that it*

reads as a primary entrance rather than a secondary or tertiary entrance in addition to the previously noted items.

- Utilize a building entry design that clearly emphasizes the southern entrance, including awnings, landscaping, amenities, glazing, etc.
    - *See response the first comment.*
- Incorporate additional windows on upper levels of the south building elevation in the stairwell and by reorienting the hotel room configuration to allow for more windows.
    - *A window was added in each of the guestrooms on the second, third, and fourth floors. By reorienting the configuration of the guestroom along Watts Road we gained an opportunity to introduce more glazing on the building elevation than was anticipated.*

2. **Building Design.**
    - As shown on the building elevations, EIFS is the more predominant material. The front façade is primarily clad in EIFS, which is typically utilized more as an accent material. In addition, on the east elevation, EIFS is located at ground level. Even in conventional commercial and mixed-use zoning districts, EIFS is only allowed as an accent material or located at the top of buildings. Building materials should be applied more equitably and consistently on all four facades of the building, EIFS should be minimized, and a more authentic, durable base-course material should be used at ground level on all facades.
        - *We have introduced a large amount of durable materials on the base of the building, as well as on elements that are more vertical in nature. The EIFS that remains on the building forms larger accent areas that ultimately create the lines that define this building.*
        - *We have addressed the UDC comments to ensure the masonry does not blend with the (E-2) EIFS by changing the color of the masonry to be a bridge color that will tie together all the materials.*
        - *We are working with the multiple retaining wall providers to find a color that more closely matches the masonry on the building per the request of the UDC.*

    - The HVAC utility louvers and grates for each hotel room are located below the window openings for each room. These should be better integrated architecturally into the overall building elevations.
        - *The HVAC utility louvers that are not completely integrated into the window system are smaller in size and fall into the rhythm of the façade joint treatments. Those louvers will be flush and painted to match the adjacent material.*
        - *In HVAC utility louvers are integrated into the window and create a larger statement while the units in EIFS are intended to blend more into the material and match that of the material pattern. This further distinguishes the brick masses with those of the EIFS accents.*

3. **Site Landscaping.** Given the highly visible nature of the project site with frontages along Watts Road and a private access drive, both with an existing landscape design along property frontages, consideration should be given to maintaining consistency with the existing streetscape design, especially along Watts Road, in terms of design and plant species, and providing additional screening, especially for 'back-of-house' operations.

    We have worked closely with the architect, landscape designer and civil engineer of the adjacent proposed project to ensure the landscaping and site amenities are cohesive as between the two projects and the adjacent properties.

    - Parking lot landscape Islands shall be located at least every twelve contiguous stalls with no break.
        - *We have added the requested islands to address Zoning and UDC comments.*

4. Trash Enclosure. Staff fully supports and encourages the relocation of the trash enclosure and utility box away from Watts Road. In the event that they cannot be relocated, they should be more effectively screened year round with enhanced landscape design in this area.

The trash enclosure has been moved off of Watts Road, and placed on the private access drive that connects Watts Road and Homewood way. By moving this we are able to create a continuous landscaping theme from the Princeton Club through our development and into the proposed adjacent development. This continuous treatment of landscaping creates a sense of consistency while looking along Watts Road regardless of the different building designs.

Sincerely,

Josh Wilcox
VP/Senior Project Manager

7780 Elmwood Avenue, Suite 204 Middleton, WI 53562 Phone 608 829-1750 Fax 608 829-3056

GARY BRINK & ASSOCIATES, Inc. ARCHITECTS

November 30, 2016

Jessica Vaughn, Development Project Planner
Department of Planning & Development
City of Madison
215 Martin Luther King, Jr. Blvd
Madison, WI 53701-2984

Re: 8102 Watts Road

Dear Jessica:

The following is our response the Planning Staff Report dated November 21, 2016. Our response(s) are noted in red.

1. **Street Orientation.** The Watts Road frontage on the south side of the project site is the primary street frontage and adjacent public right-of-way. However, the proposed building and site design are internally oriented to the site addressing the parking lot, leaving the street frontage void of building mass and activity. Additional site amenities are located at the northeast corner of the project site along the internal access driveway, focusing the activity on the northeastern portion of the project site.

   In addition, as indicated on the building elevations and site plan, the proposed building elevation along Watts Road would be considered a tertiary building entrance that really serves more as a 'building end' given the lack of activity in the elevation and floor plan, and with the location of the trash enclosure along the street. As indicated on the floor plans, currently a stairwell and hotel rooms line this wall.

   The Watts Road frontage is the primary frontage and consideration should be given to orienting the building to better address the street and activating the pedestrian environment, including the following changes:

   - Relocate site amenities from the north side of the project site to the Watts Road frontage.
     - *The irregular shape of the property creates a variety of challenges that are best met by the current building and parking configuration. We have completed multiple studies that included mirroring the building, all of which have demonstrated that the current layout is the only viable option for this site. The driving factor is lack of depth between the retaining wall and parking area near Watts along with grading/drainage challenges and guest security concerns.*
     - *We have addressed this concern by activating the Watts side of the building with an enhanced canopy and glazing, architectural lighting, significant landscaping, planters, benches and three flagpoles. The previously noted items will work together to fully activate the space in a manner that pedestrian and vehicle traffic moving along Watts will view it as a primary entrance.*
   - Utilize an enhanced commercial design (i.e. storefront window system) on the south building elevation that extends to the west elevation, wrapping the corner.
     - *We have added a significant amount of glazing on the south façade that identifies that corner as a primary entrance in addition to the previously mentioned items.*
     - *The glazing does not wrap the corner to avoid façade and structural conflicts.*
   - Create one prominent entry facing Watts Road where there are currently two doors.
     - *We have provided an enhanced entry by connecting the doors in continuous glazing and thus creating a prominent entry façade. The canopy above these entries unifies this area so that it*

reads as a primary entrance rather than a secondary or tertiary entrance in addition to the previously noted items.

- Utilize a building entry design that clearly emphasizes the southern entrance, including awnings, landscaping, amenities, glazing, etc.
    - *See response the first comment.*
- Incorporate additional windows on upper levels of the south building elevation in the stairwell and by reorienting the hotel room configuration to allow for more windows.
    - *A window was added in each of the guestrooms on the second, third, and fourth floors. By reorienting the configuration of the guestroom along Watts Road we gained an opportunity to introduce more glazing on the building elevation than was anticipated.*

2. **Building Design.**
    - As shown on the building elevations, EIFS is the more predominant material. The front façade is primarily clad in EIFS, which is typically utilized more as an accent material. In addition, on the east elevation, EIFS is located at ground level. Even in conventional commercial and mixed-use zoning districts, EIFS is only allowed as an accent material or located at the top of buildings. Building materials should be applied more equitably and consistently on all four facades of the building, EIFS should be minimized, and a more authentic, durable base-course material should be used at ground level on all facades.
        - *We have introduced a large amount of durable materials on the base of the building, as well as on elements that are more vertical in nature. The EIFS that remains on the building forms larger accent areas that ultimately create the lines that define this building.*
        - *We have addressed the UDC comments to ensure the masonry does not blend with the (E-2) EIFS by changing the color of the masonry to be a bridge color that will tie together all the materials.*
        - *We are working with the multiple retaining wall providers to find a color that more closely matches the masonry on the building per the request of the UDC.*

    - The HVAC utility louvers and grates for each hotel room are located below the window openings for each room. These should be better integrated architecturally into the overall building elevations.
        - *The HVAC utility louvers that are not completely integrated into the window system are smaller in size and fall into the rhythm of the façade joint treatments. Those louvers will be flush and painted to match the adjacent material.*
        - *In HVAC utility louvers are integrated into the window and create a larger statement while the units in EIFS are intended to blend more into the material and match that of the material pattern. This further distinguishes the brick masses with those of the EIFS accents.*

3. **Site Landscaping.** Given the highly visible nature of the project site with frontages along Watts Road and a private access drive, both with an existing landscape design along property frontages, consideration should be given to maintaining consistency with the existing streetscape design, especially along Watts Road, in terms of design and plant species, and providing additional screening, especially for 'back-of-house' operations.

    We have worked closely with the architect, landscape designer and civil engineer of the adjacent proposed project to ensure the landscaping and site amenities are cohesive as between the two projects and the adjacent properties.

    - Parking lot landscape Islands shall be located at least every twelve contiguous stalls with no break.
        - *We have added the requested islands to address Zoning and UDC comments.*

4. Trash Enclosure. Staff fully supports and encourages the relocation of the trash enclosure and utility box away from Watts Road. In the event that they cannot be relocated, they should be more effectively screened year round with enhanced landscape design in this area.

The trash enclosure has been moved off of Watts Road, and placed on the private access drive that connects Watts Road and Homewood way. By moving this we are able to create a continuous landscaping theme from the Princeton Club through our development and into the proposed adjacent development. This continuous treatment of landscaping creates a sense of consistency while looking along Watts Road regardless of the different building designs.

Sincerely,

Josh Wilcox
VP/Senior Project Manager

7780 Elmwood Avenue, Suite 204 Middleton, WI 53562 Phone 608 829-1750 Fax 608 829-3056

GARY BRINK & ASSOCIATES, Inc. ARCHITECTS

November 30, 2016

Jessica Vaughn, Development Project Planner
Department of Planning & Development
City of Madison
215 Martin Luther King, Jr. Blvd
Madison, WI 53701-2984

Re: 8102 Watts Road

Dear Jessica:

The following is our response the Planning Staff Report dated November 21, 2016. Our response(s) are noted in red.

1. **Street Orientation.** The Watts Road frontage on the south side of the project site is the primary street frontage and adjacent public right-of-way. However, the proposed building and site design are internally oriented to the site addressing the parking lot, leaving the street frontage void of building mass and activity. Additional site amenities are located at the northeast corner of the project site along the internal access driveway, focusing the activity on the northeastern portion of the project site.

   In addition, as indicated on the building elevations and site plan, the proposed building elevation along Watts Road would be considered a tertiary building entrance that really serves more as a 'building end' given the lack of activity in the elevation and floor plan, and with the location of the trash enclosure along the street. As indicated on the floor plans, currently a stairwell and hotel rooms line this wall.

   The Watts Road frontage is the primary frontage and consideration should be given to orienting the building to better address the street and activating the pedestrian environment, including the following changes:

   - Relocate site amenities from the north side of the project site to the Watts Road frontage.
     - *The irregular shape of the property creates a variety of challenges that are best met by the current building and parking configuration. We have completed multiple studies that included mirroring the building, all of which have demonstrated that the current layout is the only viable option for this site. The driving factor is lack of depth between the retaining wall and parking area near Watts along with grading/drainage challenges and guest security concerns.*
     - *We have addressed this concern by activating the Watts side of the building with an enhanced canopy and glazing, architectural lighting, significant landscaping, planters, benches and three flagpoles. The previously noted items will work together to fully activate the space in a manner that pedestrian and vehicle traffic moving along Watts will view it as a primary entrance.*
   - Utilize an enhanced commercial design (i.e. storefront window system) on the south building elevation that extends to the west elevation, wrapping the corner.
     - *We have added a significant amount of glazing on the south façade that identifies that corner as a primary entrance in addition to the previously mentioned items.*
     - *The glazing does not wrap the corner to avoid façade and structural conflicts.*
   - Create one prominent entry facing Watts Road where there are currently two doors.
     - *We have provided an enhanced entry by connecting the doors in continuous glazing and thus creating a prominent entry façade. The canopy above these entries unifies this area so that it*

reads as a primary entrance rather than a secondary or tertiary entrance in addition to the previously noted items.

- Utilize a building entry design that clearly emphasizes the southern entrance, including awnings, landscaping, amenities, glazing, etc.
    - *See response the first comment.*
- Incorporate additional windows on upper levels of the south building elevation in the stairwell and by reorienting the hotel room configuration to allow for more windows.
    - *A window was added in each of the guestrooms on the second, third, and fourth floors. By reorienting the configuration of the guestroom along Watts Road we gained an opportunity to introduce more glazing on the building elevation than was anticipated.*

2. **Building Design.**
    - As shown on the building elevations, EIFS is the more predominant material. The front façade is primarily clad in EIFS, which is typically utilized more as an accent material. In addition, on the east elevation, EIFS is located at ground level. Even in conventional commercial and mixed-use zoning districts, EIFS is only allowed as an accent material or located at the top of buildings. Building materials should be applied more equitably and consistently on all four facades of the building, EIFS should be minimized, and a more authentic, durable base-course material should be used at ground level on all facades.
        - *We have introduced a large amount of durable materials on the base of the building, as well as on elements that are more vertical in nature. The EIFS that remains on the building forms larger accent areas that ultimately create the lines that define this building.*
        - *We have addressed the UDC comments to ensure the masonry does not blend with the (E-2) EIFS by changing the color of the masonry to be a bridge color that will tie together all the materials.*
        - *We are working with the multiple retaining wall providers to find a color that more closely matches the masonry on the building per the request of the UDC.*

    - The HVAC utility louvers and grates for each hotel room are located below the window openings for each room. These should be better integrated architecturally into the overall building elevations.
        - *The HVAC utility louvers that are not completely integrated into the window system are smaller in size and fall into the rhythm of the façade joint treatments. Those louvers will be flush and painted to match the adjacent material.*
        - *In HVAC utility louvers are integrated into the window and create a larger statement while the units in EIFS are intended to blend more into the material and match that of the material pattern. This further distinguishes the brick masses with those of the EIFS accents.*

3. **Site Landscaping.** Given the highly visible nature of the project site with frontages along Watts Road and a private access drive, both with an existing landscape design along property frontages, consideration should be given to maintaining consistency with the existing streetscape design, especially along Watts Road, in terms of design and plant species, and providing additional screening, especially for 'back-of-house' operations.

    We have worked closely with the architect, landscape designer and civil engineer of the adjacent proposed project to ensure the landscaping and site amenities are cohesive as between the two projects and the adjacent properties.

    - Parking lot landscape Islands shall be located at least every twelve contiguous stalls with no break.
        - *We have added the requested islands to address Zoning and UDC comments.*

4. Trash Enclosure. Staff fully supports and encourages the relocation of the trash enclosure and utility box away from Watts Road. In the event that they cannot be relocated, they should be more effectively screened year round with enhanced landscape design in this area.

The trash enclosure has been moved off of Watts Road, and placed on the private access drive that connects Watts Road and Homewood way. By moving this we are able to create a continuous landscaping theme from the Princeton Club through our development and into the proposed adjacent development. This continuous treatment of landscaping creates a sense of consistency while looking along Watts Road regardless of the different building designs.

Sincerely,

Josh Wilcox
VP/Senior Project Manager

7780 Elmwood Avenue, Suite 204 Middleton, WI 53562 Phone 608 829-1750 Fax 608 829-3056

GARY BRINK & ASSOCIATES, Inc. ARCHITECTS

November 30, 2016

Jessica Vaughn, Development Project Planner
Department of Planning & Development
City of Madison
215 Martin Luther King, Jr. Blvd
Madison, WI 53701-2984

Re: 8102 Watts Road

Dear Jessica:

The following is our response the Planning Staff Report dated November 21, 2016. Our response(s) are noted in red.

1. **Street Orientation.** The Watts Road frontage on the south side of the project site is the primary street frontage and adjacent public right-of-way. However, the proposed building and site design are internally oriented to the site addressing the parking lot, leaving the street frontage void of building mass and activity. Additional site amenities are located at the northeast corner of the project site along the internal access driveway, focusing the activity on the northeastern portion of the project site.

   In addition, as indicated on the building elevations and site plan, the proposed building elevation along Watts Road would be considered a tertiary building entrance that really serves more as a 'building end' given the lack of activity in the elevation and floor plan, and with the location of the trash enclosure along the street. As indicated on the floor plans, currently a stairwell and hotel rooms line this wall.

   The Watts Road frontage is the primary frontage and consideration should be given to orienting the building to better address the street and activating the pedestrian environment, including the following changes:

   - Relocate site amenities from the north side of the project site to the Watts Road frontage.
     - *The irregular shape of the property creates a variety of challenges that are best met by the current building and parking configuration. We have completed multiple studies that included mirroring the building, all of which have demonstrated that the current layout is the only viable option for this site. The driving factor is lack of depth between the retaining wall and parking area near Watts along with grading/drainage challenges and guest security concerns.*
     - *We have addressed this concern by activating the Watts side of the building with an enhanced canopy and glazing, architectural lighting, significant landscaping, planters, benches and three flagpoles. The previously noted items will work together to fully activate the space in a manner that pedestrian and vehicle traffic moving along Watts will view it as a primary entrance.*
   - Utilize an enhanced commercial design (i.e. storefront window system) on the south building elevation that extends to the west elevation, wrapping the corner.
     - *We have added a significant amount of glazing on the south façade that identifies that corner as a primary entrance in addition to the previously mentioned items.*
     - *The glazing does not wrap the corner to avoid façade and structural conflicts.*
   - Create one prominent entry facing Watts Road where there are currently two doors.
     - *We have provided an enhanced entry by connecting the doors in continuous glazing and thus creating a prominent entry façade. The canopy above these entries unifies this area so that it*

reads as a primary entrance rather than a secondary or tertiary entrance in addition to the previously noted items.

- Utilize a building entry design that clearly emphasizes the southern entrance, including awnings, landscaping, amenities, glazing, etc.
    - *See response the first comment.*
- Incorporate additional windows on upper levels of the south building elevation in the stairwell and by reorienting the hotel room configuration to allow for more windows.
    - *A window was added in each of the guestrooms on the second, third, and fourth floors. By reorienting the configuration of the guestroom along Watts Road we gained an opportunity to introduce more glazing on the building elevation than was anticipated.*

2. **Building Design.**
    - As shown on the building elevations, EIFS is the more predominant material. The front façade is primarily clad in EIFS, which is typically utilized more as an accent material. In addition, on the east elevation, EIFS is located at ground level. Even in conventional commercial and mixed-use zoning districts, EIFS is only allowed as an accent material or located at the top of buildings. Building materials should be applied more equitably and consistently on all four facades of the building, EIFS should be minimized, and a more authentic, durable base-course material should be used at ground level on all facades.
        - *We have introduced a large amount of durable materials on the base of the building, as well as on elements that are more vertical in nature. The EIFS that remains on the building forms larger accent areas that ultimately create the lines that define this building.*
        - *We have addressed the UDC comments to ensure the masonry does not blend with the (E-2) EIFS by changing the color of the masonry to be a bridge color that will tie together all the materials.*
        - *We are working with the multiple retaining wall providers to find a color that more closely matches the masonry on the building per the request of the UDC.*

    - The HVAC utility louvers and grates for each hotel room are located below the window openings for each room. These should be better integrated architecturally into the overall building elevations.
        - *The HVAC utility louvers that are not completely integrated into the window system are smaller in size and fall into the rhythm of the façade joint treatments. Those louvers will be flush and painted to match the adjacent material.*
        - *In HVAC utility louvers are integrated into the window and create a larger statement while the units in EIFS are intended to blend more into the material and match that of the material pattern. This further distinguishes the brick masses with those of the EIFS accents.*

3. **Site Landscaping.** Given the highly visible nature of the project site with frontages along Watts Road and a private access drive, both with an existing landscape design along property frontages, consideration should be given to maintaining consistency with the existing streetscape design, especially along Watts Road, in terms of design and plant species, and providing additional screening, especially for 'back-of-house' operations.

    We have worked closely with the architect, landscape designer and civil engineer of the adjacent proposed project to ensure the landscaping and site amenities are cohesive as between the two projects and the adjacent properties.

    - Parking lot landscape Islands shall be located at least every twelve contiguous stalls with no break.
        - *We have added the requested islands to address Zoning and UDC comments.*

4. Trash Enclosure. Staff fully supports and encourages the relocation of the trash enclosure and utility box away from Watts Road. In the event that they cannot be relocated, they should be more effectively screened year round with enhanced landscape design in this area.

The trash enclosure has been moved off of Watts Road, and placed on the private access drive that connects Watts Road and Homewood way. By moving this we are able to create a continuous landscaping theme from the Princeton Club through our development and into the proposed adjacent development. This continuous treatment of landscaping creates a sense of consistency while looking along Watts Road regardless of the different building designs.

Sincerely,

Josh Wilcox
VP/Senior Project Manager

7780 Elmwood Avenue, Suite 204 Middleton, WI 53562 Phone 608 829-1750 Fax 608 829-3056

GARY BRINK & ASSOCIATES, Inc. ARCHITECTS

November 30, 2016

Jessica Vaughn, Development Project Planner
Department of Planning & Development
City of Madison
215 Martin Luther King, Jr. Blvd
Madison, WI 53701-2984

Re: 8102 Watts Road

Dear Jessica:

The following is our response the Planning Staff Report dated November 21, 2016. Our response(s) are noted in red.

1. **Street Orientation.** The Watts Road frontage on the south side of the project site is the primary street frontage and adjacent public right-of-way. However, the proposed building and site design are internally oriented to the site addressing the parking lot, leaving the street frontage void of building mass and activity. Additional site amenities are located at the northeast corner of the project site along the internal access driveway, focusing the activity on the northeastern portion of the project site.

   In addition, as indicated on the building elevations and site plan, the proposed building elevation along Watts Road would be considered a tertiary building entrance that really serves more as a 'building end' given the lack of activity in the elevation and floor plan, and with the location of the trash enclosure along the street. As indicated on the floor plans, currently a stairwell and hotel rooms line this wall.

   The Watts Road frontage is the primary frontage and consideration should be given to orienting the building to better address the street and activating the pedestrian environment, including the following changes:

   - Relocate site amenities from the north side of the project site to the Watts Road frontage.
     - *The irregular shape of the property creates a variety of challenges that are best met by the current building and parking configuration. We have completed multiple studies that included mirroring the building, all of which have demonstrated that the current layout is the only viable option for this site. The driving factor is lack of depth between the retaining wall and parking area near Watts along with grading/drainage challenges and guest security concerns.*
     - *We have addressed this concern by activating the Watts side of the building with an enhanced canopy and glazing, architectural lighting, significant landscaping, planters, benches and three flagpoles. The previously noted items will work together to fully activate the space in a manner that pedestrian and vehicle traffic moving along Watts will view it as a primary entrance.*
   - Utilize an enhanced commercial design (i.e. storefront window system) on the south building elevation that extends to the west elevation, wrapping the corner.
     - *We have added a significant amount of glazing on the south façade that identifies that corner as a primary entrance in addition to the previously mentioned items.*
     - *The glazing does not wrap the corner to avoid façade and structural conflicts.*
   - Create one prominent entry facing Watts Road where there are currently two doors.
     - *We have provided an enhanced entry by connecting the doors in continuous glazing and thus creating a prominent entry façade. The canopy above these entries unifies this area so that it*

reads as a primary entrance rather than a secondary or tertiary entrance in addition to the previously noted items.

- Utilize a building entry design that clearly emphasizes the southern entrance, including awnings, landscaping, amenities, glazing, etc.
    - *See response the first comment.*
- Incorporate additional windows on upper levels of the south building elevation in the stairwell and by reorienting the hotel room configuration to allow for more windows.
    - *A window was added in each of the guestrooms on the second, third, and fourth floors. By reorienting the configuration of the guestroom along Watts Road we gained an opportunity to introduce more glazing on the building elevation than was anticipated.*

2. **Building Design.**
    - As shown on the building elevations, EIFS is the more predominant material. The front façade is primarily clad in EIFS, which is typically utilized more as an accent material. In addition, on the east elevation, EIFS is located at ground level. Even in conventional commercial and mixed-use zoning districts, EIFS is only allowed as an accent material or located at the top of buildings. Building materials should be applied more equitably and consistently on all four facades of the building, EIFS should be minimized, and a more authentic, durable base-course material should be used at ground level on all facades.
        - *We have introduced a large amount of durable materials on the base of the building, as well as on elements that are more vertical in nature. The EIFS that remains on the building forms larger accent areas that ultimately create the lines that define this building.*
        - *We have addressed the UDC comments to ensure the masonry does not blend with the (E-2) EIFS by changing the color of the masonry to be a bridge color that will tie together all the materials.*
        - *We are working with the multiple retaining wall providers to find a color that more closely matches the masonry on the building per the request of the UDC.*

    - The HVAC utility louvers and grates for each hotel room are located below the window openings for each room. These should be better integrated architecturally into the overall building elevations.
        - *The HVAC utility louvers that are not completely integrated into the window system are smaller in size and fall into the rhythm of the façade joint treatments. Those louvers will be flush and painted to match the adjacent material.*
        - *In HVAC utility louvers are integrated into the window and create a larger statement while the units in EIFS are intended to blend more into the material and match that of the material pattern. This further distinguishes the brick masses with those of the EIFS accents.*

3. **Site Landscaping.** Given the highly visible nature of the project site with frontages along Watts Road and a private access drive, both with an existing landscape design along property frontages, consideration should be given to maintaining consistency with the existing streetscape design, especially along Watts Road, in terms of design and plant species, and providing additional screening, especially for 'back-of-house' operations.

    We have worked closely with the architect, landscape designer and civil engineer of the adjacent proposed project to ensure the landscaping and site amenities are cohesive as between the two projects and the adjacent properties.

    - Parking lot landscape Islands shall be located at least every twelve contiguous stalls with no break.
        - *We have added the requested islands to address Zoning and UDC comments.*

4. Trash Enclosure. Staff fully supports and encourages the relocation of the trash enclosure and utility box away from Watts Road. In the event that they cannot be relocated, they should be more effectively screened year round with enhanced landscape design in this area.

The trash enclosure has been moved off of Watts Road, and placed on the private access drive that connects Watts Road and Homewood way. By moving this we are able to create a continuous landscaping theme from the Princeton Club through our development and into the proposed adjacent development. This continuous treatment of landscaping creates a sense of consistency while looking along Watts Road regardless of the different building designs.

Sincerely,

Josh Wilcox
VP/Senior Project Manager

7780 Elmwood Avenue, Suite 204 Middleton, WI 53562 Phone 608 829-1750 Fax 608 829-3056

GARY BRINK & ASSOCIATES, Inc. ARCHITECTS

November 30, 2016

Jessica Vaughn, Development Project Planner
Department of Planning & Development
City of Madison
215 Martin Luther King, Jr. Blvd
Madison, WI 53701-2984

Re: 8102 Watts Road

Dear Jessica:

The following is our response the Planning Staff Report dated November 21, 2016. Our response(s) are noted in red.

1. **Street Orientation.** The Watts Road frontage on the south side of the project site is the primary street frontage and adjacent public right-of-way. However, the proposed building and site design are internally oriented to the site addressing the parking lot, leaving the street frontage void of building mass and activity. Additional site amenities are located at the northeast corner of the project site along the internal access driveway, focusing the activity on the northeastern portion of the project site.

   In addition, as indicated on the building elevations and site plan, the proposed building elevation along Watts Road would be considered a tertiary building entrance that really serves more as a 'building end' given the lack of activity in the elevation and floor plan, and with the location of the trash enclosure along the street. As indicated on the floor plans, currently a stairwell and hotel rooms line this wall.

   The Watts Road frontage is the primary frontage and consideration should be given to orienting the building to better address the street and activating the pedestrian environment, including the following changes:

   - Relocate site amenities from the north side of the project site to the Watts Road frontage.
     - *The irregular shape of the property creates a variety of challenges that are best met by the current building and parking configuration. We have completed multiple studies that included mirroring the building, all of which have demonstrated that the current layout is the only viable option for this site. The driving factor is lack of depth between the retaining wall and parking area near Watts along with grading/drainage challenges and guest security concerns.*
     - *We have addressed this concern by activating the Watts side of the building with an enhanced canopy and glazing, architectural lighting, significant landscaping, planters, benches and three flagpoles. The previously noted items will work together to fully activate the space in a manner that pedestrian and vehicle traffic moving along Watts will view it as a primary entrance.*
   - Utilize an enhanced commercial design (i.e. storefront window system) on the south building elevation that extends to the west elevation, wrapping the corner.
     - *We have added a significant amount of glazing on the south façade that identifies that corner as a primary entrance in addition to the previously mentioned items.*
     - *The glazing does not wrap the corner to avoid façade and structural conflicts.*
   - Create one prominent entry facing Watts Road where there are currently two doors.
     - *We have provided an enhanced entry by connecting the doors in continuous glazing and thus creating a prominent entry façade. The canopy above these entries unifies this area so that it*

reads as a primary entrance rather than a secondary or tertiary entrance in addition to the previously noted items.

- Utilize a building entry design that clearly emphasizes the southern entrance, including awnings, landscaping, amenities, glazing, etc.
    - *See response the first comment.*
- Incorporate additional windows on upper levels of the south building elevation in the stairwell and by reorienting the hotel room configuration to allow for more windows.
    - *A window was added in each of the guestrooms on the second, third, and fourth floors. By reorienting the configuration of the guestroom along Watts Road we gained an opportunity to introduce more glazing on the building elevation than was anticipated.*

2. **Building Design.**
    - As shown on the building elevations, EIFS is the more predominant material. The front façade is primarily clad in EIFS, which is typically utilized more as an accent material. In addition, on the east elevation, EIFS is located at ground level. Even in conventional commercial and mixed-use zoning districts, EIFS is only allowed as an accent material or located at the top of buildings. Building materials should be applied more equitably and consistently on all four facades of the building, EIFS should be minimized, and a more authentic, durable base-course material should be used at ground level on all facades.
        - *We have introduced a large amount of durable materials on the base of the building, as well as on elements that are more vertical in nature. The EIFS that remains on the building forms larger accent areas that ultimately create the lines that define this building.*
        - *We have addressed the UDC comments to ensure the masonry does not blend with the (E-2) EIFS by changing the color of the masonry to be a bridge color that will tie together all the materials.*
        - *We are working with the multiple retaining wall providers to find a color that more closely matches the masonry on the building per the request of the UDC.*

    - The HVAC utility louvers and grates for each hotel room are located below the window openings for each room. These should be better integrated architecturally into the overall building elevations.
        - *The HVAC utility louvers that are not completely integrated into the window system are smaller in size and fall into the rhythm of the façade joint treatments. Those louvers will be flush and painted to match the adjacent material.*
        - *In HVAC utility louvers are integrated into the window and create a larger statement while the units in EIFS are intended to blend more into the material and match that of the material pattern. This further distinguishes the brick masses with those of the EIFS accents.*

3. **Site Landscaping.** Given the highly visible nature of the project site with frontages along Watts Road and a private access drive, both with an existing landscape design along property frontages, consideration should be given to maintaining consistency with the existing streetscape design, especially along Watts Road, in terms of design and plant species, and providing additional screening, especially for 'back-of-house' operations.

    We have worked closely with the architect, landscape designer and civil engineer of the adjacent proposed project to ensure the landscaping and site amenities are cohesive as between the two projects and the adjacent properties.

    - Parking lot landscape Islands shall be located at least every twelve contiguous stalls with no break.
        - *We have added the requested islands to address Zoning and UDC comments.*

4. Trash Enclosure. Staff fully supports and encourages the relocation of the trash enclosure and utility box away from Watts Road. In the event that they cannot be relocated, they should be more effectively screened year round with enhanced landscape design in this area.

The trash enclosure has been moved off of Watts Road, and placed on the private access drive that connects Watts Road and Homewood way. By moving this we are able to create a continuous landscaping theme from the Princeton Club through our development and into the proposed adjacent development. This continuous treatment of landscaping creates a sense of consistency while looking along Watts Road regardless of the different building designs.

Sincerely,

Josh Wilcox
VP/Senior Project Manager

7780 Elmwood Avenue, Suite 204 Middleton, WI 53562 Phone 608 829-1750 Fax 608 829-3056

GARY BRINK & ASSOCIATES, Inc. ARCHITECTS

November 30, 2016

Jessica Vaughn, Development Project Planner
Department of Planning & Development
City of Madison
215 Martin Luther King, Jr. Blvd
Madison, WI 53701-2984

Re: 8102 Watts Road

Dear Jessica:

The following is our response the Planning Staff Report dated November 21, 2016. Our response(s) are noted in red.

1. **Street Orientation.** The Watts Road frontage on the south side of the project site is the primary street frontage and adjacent public right-of-way. However, the proposed building and site design are internally oriented to the site addressing the parking lot, leaving the street frontage void of building mass and activity. Additional site amenities are located at the northeast corner of the project site along the internal access driveway, focusing the activity on the northeastern portion of the project site.

   In addition, as indicated on the building elevations and site plan, the proposed building elevation along Watts Road would be considered a tertiary building entrance that really serves more as a 'building end' given the lack of activity in the elevation and floor plan, and with the location of the trash enclosure along the street. As indicated on the floor plans, currently a stairwell and hotel rooms line this wall.

   The Watts Road frontage is the primary frontage and consideration should be given to orienting the building to better address the street and activating the pedestrian environment, including the following changes:

   - Relocate site amenities from the north side of the project site to the Watts Road frontage.
     - *The irregular shape of the property creates a variety of challenges that are best met by the current building and parking configuration. We have completed multiple studies that included mirroring the building, all of which have demonstrated that the current layout is the only viable option for this site. The driving factor is lack of depth between the retaining wall and parking area near Watts along with grading/drainage challenges and guest security concerns.*
     - *We have addressed this concern by activating the Watts side of the building with an enhanced canopy and glazing, architectural lighting, significant landscaping, planters, benches and three flagpoles. The previously noted items will work together to fully activate the space in a manner that pedestrian and vehicle traffic moving along Watts will view it as a primary entrance.*
   - Utilize an enhanced commercial design (i.e. storefront window system) on the south building elevation that extends to the west elevation, wrapping the corner.
     - *We have added a significant amount of glazing on the south façade that identifies that corner as a primary entrance in addition to the previously mentioned items.*
     - *The glazing does not wrap the corner to avoid façade and structural conflicts.*
   - Create one prominent entry facing Watts Road where there are currently two doors.
     - *We have provided an enhanced entry by connecting the doors in continuous glazing and thus creating a prominent entry façade. The canopy above these entries unifies this area so that it*

reads as a primary entrance rather than a secondary or tertiary entrance in addition to the previously noted items.

- Utilize a building entry design that clearly emphasizes the southern entrance, including awnings, landscaping, amenities, glazing, etc.
    - *See response the first comment.*
- Incorporate additional windows on upper levels of the south building elevation in the stairwell and by reorienting the hotel room configuration to allow for more windows.
    - *A window was added in each of the guestrooms on the second, third, and fourth floors. By reorienting the configuration of the guestroom along Watts Road we gained an opportunity to introduce more glazing on the building elevation than was anticipated.*

2. **Building Design.**
    - As shown on the building elevations, EIFS is the more predominant material. The front façade is primarily clad in EIFS, which is typically utilized more as an accent material. In addition, on the east elevation, EIFS is located at ground level. Even in conventional commercial and mixed-use zoning districts, EIFS is only allowed as an accent material or located at the top of buildings. Building materials should be applied more equitably and consistently on all four facades of the building, EIFS should be minimized, and a more authentic, durable base-course material should be used at ground level on all facades.
        - *We have introduced a large amount of durable materials on the base of the building, as well as on elements that are more vertical in nature. The EIFS that remains on the building forms larger accent areas that ultimately create the lines that define this building.*
        - *We have addressed the UDC comments to ensure the masonry does not blend with the (E-2) EIFS by changing the color of the masonry to be a bridge color that will tie together all the materials.*
        - *We are working with the multiple retaining wall providers to find a color that more closely matches the masonry on the building per the request of the UDC.*

    - The HVAC utility louvers and grates for each hotel room are located below the window openings for each room. These should be better integrated architecturally into the overall building elevations.
        - *The HVAC utility louvers that are not completely integrated into the window system are smaller in size and fall into the rhythm of the façade joint treatments. Those louvers will be flush and painted to match the adjacent material.*
        - *In HVAC utility louvers are integrated into the window and create a larger statement while the units in EIFS are intended to blend more into the material and match that of the material pattern. This further distinguishes the brick masses with those of the EIFS accents.*

3. **Site Landscaping.** Given the highly visible nature of the project site with frontages along Watts Road and a private access drive, both with an existing landscape design along property frontages, consideration should be given to maintaining consistency with the existing streetscape design, especially along Watts Road, in terms of design and plant species, and providing additional screening, especially for 'back-of-house' operations.

    We have worked closely with the architect, landscape designer and civil engineer of the adjacent proposed project to ensure the landscaping and site amenities are cohesive as between the two projects and the adjacent properties.

    - Parking lot landscape Islands shall be located at least every twelve contiguous stalls with no break.
        - *We have added the requested islands to address Zoning and UDC comments.*

4. Trash Enclosure. Staff fully supports and encourages the relocation of the trash enclosure and utility box away from Watts Road. In the event that they cannot be relocated, they should be more effectively screened year round with enhanced landscape design in this area.

The trash enclosure has been moved off of Watts Road, and placed on the private access drive that connects Watts Road and Homewood way. By moving this we are able to create a continuous landscaping theme from the Princeton Club through our development and into the proposed adjacent development. This continuous treatment of landscaping creates a sense of consistency while looking along Watts Road regardless of the different building designs.

Sincerely,

Josh Wilcox
VP/Senior Project Manager

7780 Elmwood Avenue, Suite 204 Middleton, WI 53562 Phone 608 829-1750 Fax 608 829-3056

GARY BRINK & ASSOCIATES, Inc. ARCHITECTS

November 30, 2016

Jessica Vaughn, Development Project Planner
Department of Planning & Development
City of Madison
215 Martin Luther King, Jr. Blvd
Madison, WI 53701-2984

Re: 8102 Watts Road

Dear Jessica:

The following is our response the Planning Staff Report dated November 21, 2016. Our response(s) are noted in red.

1. **Street Orientation.** The Watts Road frontage on the south side of the project site is the primary street frontage and adjacent public right-of-way. However, the proposed building and site design are internally oriented to the site addressing the parking lot, leaving the street frontage void of building mass and activity. Additional site amenities are located at the northeast corner of the project site along the internal access driveway, focusing the activity on the northeastern portion of the project site.

   In addition, as indicated on the building elevations and site plan, the proposed building elevation along Watts Road would be considered a tertiary building entrance that really serves more as a 'building end' given the lack of activity in the elevation and floor plan, and with the location of the trash enclosure along the street. As indicated on the floor plans, currently a stairwell and hotel rooms line this wall.

   The Watts Road frontage is the primary frontage and consideration should be given to orienting the building to better address the street and activating the pedestrian environment, including the following changes:

   - Relocate site amenities from the north side of the project site to the Watts Road frontage.
     - *The irregular shape of the property creates a variety of challenges that are best met by the current building and parking configuration. We have completed multiple studies that included mirroring the building, all of which have demonstrated that the current layout is the only viable option for this site. The driving factor is lack of depth between the retaining wall and parking area near Watts along with grading/drainage challenges and guest security concerns.*
     - *We have addressed this concern by activating the Watts side of the building with an enhanced canopy and glazing, architectural lighting, significant landscaping, planters, benches and three flagpoles. The previously noted items will work together to fully activate the space in a manner that pedestrian and vehicle traffic moving along Watts will view it as a primary entrance.*
   - Utilize an enhanced commercial design (i.e. storefront window system) on the south building elevation that extends to the west elevation, wrapping the corner.
     - *We have added a significant amount of glazing on the south façade that identifies that corner as a primary entrance in addition to the previously mentioned items.*
     - *The glazing does not wrap the corner to avoid façade and structural conflicts.*
   - Create one prominent entry facing Watts Road where there are currently two doors.
     - *We have provided an enhanced entry by connecting the doors in continuous glazing and thus creating a prominent entry façade. The canopy above these entries unifies this area so that it*

reads as a primary entrance rather than a secondary or tertiary entrance in addition to the previously noted items.

- Utilize a building entry design that clearly emphasizes the southern entrance, including awnings, landscaping, amenities, glazing, etc.
    - *See response the first comment.*
- Incorporate additional windows on upper levels of the south building elevation in the stairwell and by reorienting the hotel room configuration to allow for more windows.
    - *A window was added in each of the guestrooms on the second, third, and fourth floors. By reorienting the configuration of the guestroom along Watts Road we gained an opportunity to introduce more glazing on the building elevation than was anticipated.*

2. **Building Design.**
    - As shown on the building elevations, EIFS is the more predominant material. The front façade is primarily clad in EIFS, which is typically utilized more as an accent material. In addition, on the east elevation, EIFS is located at ground level. Even in conventional commercial and mixed-use zoning districts, EIFS is only allowed as an accent material or located at the top of buildings. Building materials should be applied more equitably and consistently on all four facades of the building, EIFS should be minimized, and a more authentic, durable base-course material should be used at ground level on all facades.
        - *We have introduced a large amount of durable materials on the base of the building, as well as on elements that are more vertical in nature. The EIFS that remains on the building forms larger accent areas that ultimately create the lines that define this building.*
        - *We have addressed the UDC comments to ensure the masonry does not blend with the (E-2) EIFS by changing the color of the masonry to be a bridge color that will tie together all the materials.*
        - *We are working with the multiple retaining wall providers to find a color that more closely matches the masonry on the building per the request of the UDC.*

    - The HVAC utility louvers and grates for each hotel room are located below the window openings for each room. These should be better integrated architecturally into the overall building elevations.
        - *The HVAC utility louvers that are not completely integrated into the window system are smaller in size and fall into the rhythm of the façade joint treatments. Those louvers will be flush and painted to match the adjacent material.*
        - *In HVAC utility louvers are integrated into the window and create a larger statement while the units in EIFS are intended to blend more into the material and match that of the material pattern. This further distinguishes the brick masses with those of the EIFS accents.*

3. **Site Landscaping.** Given the highly visible nature of the project site with frontages along Watts Road and a private access drive, both with an existing landscape design along property frontages, consideration should be given to maintaining consistency with the existing streetscape design, especially along Watts Road, in terms of design and plant species, and providing additional screening, especially for 'back-of-house' operations.

    We have worked closely with the architect, landscape designer and civil engineer of the adjacent proposed project to ensure the landscaping and site amenities are cohesive as between the two projects and the adjacent properties.

    - Parking lot landscape Islands shall be located at least every twelve contiguous stalls with no break.
        - *We have added the requested islands to address Zoning and UDC comments.*

4. Trash Enclosure. Staff fully supports and encourages the relocation of the trash enclosure and utility box away from Watts Road. In the event that they cannot be relocated, they should be more effectively screened year round with enhanced landscape design in this area.

The trash enclosure has been moved off of Watts Road, and placed on the private access drive that connects Watts Road and Homewood way. By moving this we are able to create a continuous landscaping theme from the Princeton Club through our development and into the proposed adjacent development. This continuous treatment of landscaping creates a sense of consistency while looking along Watts Road regardless of the different building designs.

Sincerely,

Josh Wilcox
VP/Senior Project Manager

7780 Elmwood Avenue, Suite 204 Middleton, WI 53562 Phone 608 829-1750 Fax 608 829-3056

GARY BRINK & ASSOCIATES, Inc. ARCHITECTS

November 30, 2016

Jessica Vaughn, Development Project Planner
Department of Planning & Development
City of Madison
215 Martin Luther King, Jr. Blvd
Madison, WI 53701-2984

Re: 8102 Watts Road

Dear Jessica:

The following is our response the Planning Staff Report dated November 21, 2016. Our response(s) are noted in red.

1. **Street Orientation.** The Watts Road frontage on the south side of the project site is the primary street frontage and adjacent public right-of-way. However, the proposed building and site design are internally oriented to the site addressing the parking lot, leaving the street frontage void of building mass and activity. Additional site amenities are located at the northeast corner of the project site along the internal access driveway, focusing the activity on the northeastern portion of the project site.

   In addition, as indicated on the building elevations and site plan, the proposed building elevation along Watts Road would be considered a tertiary building entrance that really serves more as a 'building end' given the lack of activity in the elevation and floor plan, and with the location of the trash enclosure along the street. As indicated on the floor plans, currently a stairwell and hotel rooms line this wall.

   The Watts Road frontage is the primary frontage and consideration should be given to orienting the building to better address the street and activating the pedestrian environment, including the following changes:

   - Relocate site amenities from the north side of the project site to the Watts Road frontage.
     - *The irregular shape of the property creates a variety of challenges that are best met by the current building and parking configuration. We have completed multiple studies that included mirroring the building, all of which have demonstrated that the current layout is the only viable option for this site. The driving factor is lack of depth between the retaining wall and parking area near Watts along with grading/drainage challenges and guest security concerns.*
     - *We have addressed this concern by activating the Watts side of the building with an enhanced canopy and glazing, architectural lighting, significant landscaping, planters, benches and three flagpoles. The previously noted items will work together to fully activate the space in a manner that pedestrian and vehicle traffic moving along Watts will view it as a primary entrance.*
   - Utilize an enhanced commercial design (i.e. storefront window system) on the south building elevation that extends to the west elevation, wrapping the corner.
     - *We have added a significant amount of glazing on the south façade that identifies that corner as a primary entrance in addition to the previously mentioned items.*
     - *The glazing does not wrap the corner to avoid façade and structural conflicts.*
   - Create one prominent entry facing Watts Road where there are currently two doors.
     - *We have provided an enhanced entry by connecting the doors in continuous glazing and thus creating a prominent entry façade. The canopy above these entries unifies this area so that it*

reads as a primary entrance rather than a secondary or tertiary entrance in addition to the previously noted items.

- Utilize a building entry design that clearly emphasizes the southern entrance, including awnings, landscaping, amenities, glazing, etc.
    - *See response the first comment.*
- Incorporate additional windows on upper levels of the south building elevation in the stairwell and by reorienting the hotel room configuration to allow for more windows.
    - *A window was added in each of the guestrooms on the second, third, and fourth floors. By reorienting the configuration of the guestroom along Watts Road we gained an opportunity to introduce more glazing on the building elevation than was anticipated.*

2. **Building Design.**
    - As shown on the building elevations, EIFS is the more predominant material. The front façade is primarily clad in EIFS, which is typically utilized more as an accent material. In addition, on the east elevation, EIFS is located at ground level. Even in conventional commercial and mixed-use zoning districts, EIFS is only allowed as an accent material or located at the top of buildings. Building materials should be applied more equitably and consistently on all four facades of the building, EIFS should be minimized, and a more authentic, durable base-course material should be used at ground level on all facades.
        - *We have introduced a large amount of durable materials on the base of the building, as well as on elements that are more vertical in nature. The EIFS that remains on the building forms larger accent areas that ultimately create the lines that define this building.*
        - *We have addressed the UDC comments to ensure the masonry does not blend with the (E-2) EIFS by changing the color of the masonry to be a bridge color that will tie together all the materials.*
        - *We are working with the multiple retaining wall providers to find a color that more closely matches the masonry on the building per the request of the UDC.*

    - The HVAC utility louvers and grates for each hotel room are located below the window openings for each room. These should be better integrated architecturally into the overall building elevations.
        - *The HVAC utility louvers that are not completely integrated into the window system are smaller in size and fall into the rhythm of the façade joint treatments. Those louvers will be flush and painted to match the adjacent material.*
        - *In HVAC utility louvers are integrated into the window and create a larger statement while the units in EIFS are intended to blend more into the material and match that of the material pattern. This further distinguishes the brick masses with those of the EIFS accents.*

3. **Site Landscaping.** Given the highly visible nature of the project site with frontages along Watts Road and a private access drive, both with an existing landscape design along property frontages, consideration should be given to maintaining consistency with the existing streetscape design, especially along Watts Road, in terms of design and plant species, and providing additional screening, especially for 'back-of-house' operations.

    We have worked closely with the architect, landscape designer and civil engineer of the adjacent proposed project to ensure the landscaping and site amenities are cohesive as between the two projects and the adjacent properties.

    - Parking lot landscape Islands shall be located at least every twelve contiguous stalls with no break.
        - *We have added the requested islands to address Zoning and UDC comments.*

4. Trash Enclosure. Staff fully supports and encourages the relocation of the trash enclosure and utility box away from Watts Road. In the event that they cannot be relocated, they should be more effectively screened year round with enhanced landscape design in this area.

The trash enclosure has been moved off of Watts Road, and placed on the private access drive that connects Watts Road and Homewood way. By moving this we are able to create a continuous landscaping theme from the Princeton Club through our development and into the proposed adjacent development. This continuous treatment of landscaping creates a sense of consistency while looking along Watts Road regardless of the different building designs.

Sincerely,

Josh Wilcox
VP/Senior Project Manager

7780 Elmwood Avenue, Suite 204 Middleton, WI 53562 Phone 608 829-1750 Fax 608 829-3056

GARY BRINK & ASSOCIATES, Inc. ARCHITECTS

November 30, 2016

Jessica Vaughn, Development Project Planner
Department of Planning & Development
City of Madison
215 Martin Luther King, Jr. Blvd
Madison, WI 53701-2984

Re: 8102 Watts Road

Dear Jessica:

The following is our response the Planning Staff Report dated November 21, 2016. Our response(s) are noted in red.

1. **Street Orientation.** The Watts Road frontage on the south side of the project site is the primary street frontage and adjacent public right-of-way. However, the proposed building and site design are internally oriented to the site addressing the parking lot, leaving the street frontage void of building mass and activity. Additional site amenities are located at the northeast corner of the project site along the internal access driveway, focusing the activity on the northeastern portion of the project site.

   In addition, as indicated on the building elevations and site plan, the proposed building elevation along Watts Road would be considered a tertiary building entrance that really serves more as a 'building end' given the lack of activity in the elevation and floor plan, and with the location of the trash enclosure along the street. As indicated on the floor plans, currently a stairwell and hotel rooms line this wall.

   The Watts Road frontage is the primary frontage and consideration should be given to orienting the building to better address the street and activating the pedestrian environment, including the following changes:

   - Relocate site amenities from the north side of the project site to the Watts Road frontage.
     - *The irregular shape of the property creates a variety of challenges that are best met by the current building and parking configuration. We have completed multiple studies that included mirroring the building, all of which have demonstrated that the current layout is the only viable option for this site. The driving factor is lack of depth between the retaining wall and parking area near Watts along with grading/drainage challenges and guest security concerns.*
     - *We have addressed this concern by activating the Watts side of the building with an enhanced canopy and glazing, architectural lighting, significant landscaping, planters, benches and three flagpoles. The previously noted items will work together to fully activate the space in a manner that pedestrian and vehicle traffic moving along Watts will view it as a primary entrance.*
   - Utilize an enhanced commercial design (i.e. storefront window system) on the south building elevation that extends to the west elevation, wrapping the corner.
     - *We have added a significant amount of glazing on the south façade that identifies that corner as a primary entrance in addition to the previously mentioned items.*
     - *The glazing does not wrap the corner to avoid façade and structural conflicts.*
   - Create one prominent entry facing Watts Road where there are currently two doors.
     - *We have provided an enhanced entry by connecting the doors in continuous glazing and thus creating a prominent entry façade. The canopy above these entries unifies this area so that it*

reads as a primary entrance rather than a secondary or tertiary entrance in addition to the previously noted items.

- Utilize a building entry design that clearly emphasizes the southern entrance, including awnings, landscaping, amenities, glazing, etc.
    - *See response the first comment.*
- Incorporate additional windows on upper levels of the south building elevation in the stairwell and by reorienting the hotel room configuration to allow for more windows.
    - *A window was added in each of the guestrooms on the second, third, and fourth floors. By reorienting the configuration of the guestroom along Watts Road we gained an opportunity to introduce more glazing on the building elevation than was anticipated.*

2. **Building Design.**
    - As shown on the building elevations, EIFS is the more predominant material. The front façade is primarily clad in EIFS, which is typically utilized more as an accent material. In addition, on the east elevation, EIFS is located at ground level. Even in conventional commercial and mixed-use zoning districts, EIFS is only allowed as an accent material or located at the top of buildings. Building materials should be applied more equitably and consistently on all four facades of the building, EIFS should be minimized, and a more authentic, durable base-course material should be used at ground level on all facades.
        - *We have introduced a large amount of durable materials on the base of the building, as well as on elements that are more vertical in nature. The EIFS that remains on the building forms larger accent areas that ultimately create the lines that define this building.*
        - *We have addressed the UDC comments to ensure the masonry does not blend with the (E-2) EIFS by changing the color of the masonry to be a bridge color that will tie together all the materials.*
        - *We are working with the multiple retaining wall providers to find a color that more closely matches the masonry on the building per the request of the UDC.*

    - The HVAC utility louvers and grates for each hotel room are located below the window openings for each room. These should be better integrated architecturally into the overall building elevations.
        - *The HVAC utility louvers that are not completely integrated into the window system are smaller in size and fall into the rhythm of the façade joint treatments. Those louvers will be flush and painted to match the adjacent material.*
        - *In HVAC utility louvers are integrated into the window and create a larger statement while the units in EIFS are intended to blend more into the material and match that of the material pattern. This further distinguishes the brick masses with those of the EIFS accents.*

3. **Site Landscaping.** Given the highly visible nature of the project site with frontages along Watts Road and a private access drive, both with an existing landscape design along property frontages, consideration should be given to maintaining consistency with the existing streetscape design, especially along Watts Road, in terms of design and plant species, and providing additional screening, especially for 'back-of-house' operations.

    We have worked closely with the architect, landscape designer and civil engineer of the adjacent proposed project to ensure the landscaping and site amenities are cohesive as between the two projects and the adjacent properties.

    - Parking lot landscape Islands shall be located at least every twelve contiguous stalls with no break.
        - *We have added the requested islands to address Zoning and UDC comments.*

4. Trash Enclosure. Staff fully supports and encourages the relocation of the trash enclosure and utility box away from Watts Road. In the event that they cannot be relocated, they should be more effectively screened year round with enhanced landscape design in this area.

The trash enclosure has been moved off of Watts Road, and placed on the private access drive that connects Watts Road and Homewood way. By moving this we are able to create a continuous landscaping theme from the Princeton Club through our development and into the proposed adjacent development. This continuous treatment of landscaping creates a sense of consistency while looking along Watts Road regardless of the different building designs.

Sincerely,

Josh Wilcox
VP/Senior Project Manager

7780 Elmwood Avenue, Suite 204 Middleton, WI 53562 Phone 608 829-1750 Fax 608 829-3056

GARY BRINK & ASSOCIATES, Inc. ARCHITECTS

November 30, 2016

Jessica Vaughn, Development Project Planner
Department of Planning & Development
City of Madison
215 Martin Luther King, Jr. Blvd
Madison, WI 53701-2984

Re: 8102 Watts Road

Dear Jessica:

The following is our response the Planning Staff Report dated November 21, 2016. Our response(s) are noted in red.

1. **Street Orientation.** The Watts Road frontage on the south side of the project site is the primary street frontage and adjacent public right-of-way. However, the proposed building and site design are internally oriented to the site addressing the parking lot, leaving the street frontage void of building mass and activity. Additional site amenities are located at the northeast corner of the project site along the internal access driveway, focusing the activity on the northeastern portion of the project site.

   In addition, as indicated on the building elevations and site plan, the proposed building elevation along Watts Road would be considered a tertiary building entrance that really serves more as a 'building end' given the lack of activity in the elevation and floor plan, and with the location of the trash enclosure along the street. As indicated on the floor plans, currently a stairwell and hotel rooms line this wall.

   The Watts Road frontage is the primary frontage and consideration should be given to orienting the building to better address the street and activating the pedestrian environment, including the following changes:

   - Relocate site amenities from the north side of the project site to the Watts Road frontage.
     - *The irregular shape of the property creates a variety of challenges that are best met by the current building and parking configuration. We have completed multiple studies that included mirroring the building, all of which have demonstrated that the current layout is the only viable option for this site. The driving factor is lack of depth between the retaining wall and parking area near Watts along with grading/drainage challenges and guest security concerns.*
     - *We have addressed this concern by activating the Watts side of the building with an enhanced canopy and glazing, architectural lighting, significant landscaping, planters, benches and three flagpoles. The previously noted items will work together to fully activate the space in a manner that pedestrian and vehicle traffic moving along Watts will view it as a primary entrance.*
   - Utilize an enhanced commercial design (i.e. storefront window system) on the south building elevation that extends to the west elevation, wrapping the corner.
     - *We have added a significant amount of glazing on the south façade that identifies that corner as a primary entrance in addition to the previously mentioned items.*
     - *The glazing does not wrap the corner to avoid façade and structural conflicts.*
   - Create one prominent entry facing Watts Road where there are currently two doors.
     - *We have provided an enhanced entry by connecting the doors in continuous glazing and thus creating a prominent entry façade. The canopy above these entries unifies this area so that it*

reads as a primary entrance rather than a secondary or tertiary entrance in addition to the previously noted items.

- Utilize a building entry design that clearly emphasizes the southern entrance, including awnings, landscaping, amenities, glazing, etc.
    - *See response the first comment.*
- Incorporate additional windows on upper levels of the south building elevation in the stairwell and by reorienting the hotel room configuration to allow for more windows.
    - *A window was added in each of the guestrooms on the second, third, and fourth floors. By reorienting the configuration of the guestroom along Watts Road we gained an opportunity to introduce more glazing on the building elevation than was anticipated.*

2. **Building Design.**
    - As shown on the building elevations, EIFS is the more predominant material. The front façade is primarily clad in EIFS, which is typically utilized more as an accent material. In addition, on the east elevation, EIFS is located at ground level. Even in conventional commercial and mixed-use zoning districts, EIFS is only allowed as an accent material or located at the top of buildings. Building materials should be applied more equitably and consistently on all four facades of the building, EIFS should be minimized, and a more authentic, durable base-course material should be used at ground level on all facades.
        - *We have introduced a large amount of durable materials on the base of the building, as well as on elements that are more vertical in nature. The EIFS that remains on the building forms larger accent areas that ultimately create the lines that define this building.*
        - *We have addressed the UDC comments to ensure the masonry does not blend with the (E-2) EIFS by changing the color of the masonry to be a bridge color that will tie together all the materials.*
        - *We are working with the multiple retaining wall providers to find a color that more closely matches the masonry on the building per the request of the UDC.*

    - The HVAC utility louvers and grates for each hotel room are located below the window openings for each room. These should be better integrated architecturally into the overall building elevations.
        - *The HVAC utility louvers that are not completely integrated into the window system are smaller in size and fall into the rhythm of the façade joint treatments. Those louvers will be flush and painted to match the adjacent material.*
        - *In HVAC utility louvers are integrated into the window and create a larger statement while the units in EIFS are intended to blend more into the material and match that of the material pattern. This further distinguishes the brick masses with those of the EIFS accents.*

3. **Site Landscaping.** Given the highly visible nature of the project site with frontages along Watts Road and a private access drive, both with an existing landscape design along property frontages, consideration should be given to maintaining consistency with the existing streetscape design, especially along Watts Road, in terms of design and plant species, and providing additional screening, especially for 'back-of-house' operations.

    We have worked closely with the architect, landscape designer and civil engineer of the adjacent proposed project to ensure the landscaping and site amenities are cohesive as between the two projects and the adjacent properties.

    - Parking lot landscape Islands shall be located at least every twelve contiguous stalls with no break.
        - *We have added the requested islands to address Zoning and UDC comments.*

4. Trash Enclosure. Staff fully supports and encourages the relocation of the trash enclosure and utility box away from Watts Road. In the event that they cannot be relocated, they should be more effectively screened year round with enhanced landscape design in this area.

The trash enclosure has been moved off of Watts Road, and placed on the private access drive that connects Watts Road and Homewood way. By moving this we are able to create a continuous landscaping theme from the Princeton Club through our development and into the proposed adjacent development. This continuous treatment of landscaping creates a sense of consistency while looking along Watts Road regardless of the different building designs.

Sincerely,

Josh Wilcox
VP/Senior Project Manager

7780 Elmwood Avenue, Suite 204 Middleton, WI 53562 Phone 608 829-1750 Fax 608 829-3056

GARY BRINK & ASSOCIATES, Inc. ARCHITECTS

November 30, 2016

Jessica Vaughn, Development Project Planner
Department of Planning & Development
City of Madison
215 Martin Luther King, Jr. Blvd
Madison, WI 53701-2984

Re: 8102 Watts Road

Dear Jessica:

The following is our response the Planning Staff Report dated November 21, 2016. Our response(s) are noted in red.

1. **Street Orientation.** The Watts Road frontage on the south side of the project site is the primary street frontage and adjacent public right-of-way. However, the proposed building and site design are internally oriented to the site addressing the parking lot, leaving the street frontage void of building mass and activity. Additional site amenities are located at the northeast corner of the project site along the internal access driveway, focusing the activity on the northeastern portion of the project site.

   In addition, as indicated on the building elevations and site plan, the proposed building elevation along Watts Road would be considered a tertiary building entrance that really serves more as a 'building end' given the lack of activity in the elevation and floor plan, and with the location of the trash enclosure along the street. As indicated on the floor plans, currently a stairwell and hotel rooms line this wall.

   The Watts Road frontage is the primary frontage and consideration should be given to orienting the building to better address the street and activating the pedestrian environment, including the following changes:

   - Relocate site amenities from the north side of the project site to the Watts Road frontage.
     - *The irregular shape of the property creates a variety of challenges that are best met by the current building and parking configuration. We have completed multiple studies that included mirroring the building, all of which have demonstrated that the current layout is the only viable option for this site. The driving factor is lack of depth between the retaining wall and parking area near Watts along with grading/drainage challenges and guest security concerns.*
     - *We have addressed this concern by activating the Watts side of the building with an enhanced canopy and glazing, architectural lighting, significant landscaping, planters, benches and three flagpoles. The previously noted items will work together to fully activate the space in a manner that pedestrian and vehicle traffic moving along Watts will view it as a primary entrance.*
   - Utilize an enhanced commercial design (i.e. storefront window system) on the south building elevation that extends to the west elevation, wrapping the corner.
     - *We have added a significant amount of glazing on the south façade that identifies that corner as a primary entrance in addition to the previously mentioned items.*
     - *The glazing does not wrap the corner to avoid façade and structural conflicts.*
   - Create one prominent entry facing Watts Road where there are currently two doors.
     - *We have provided an enhanced entry by connecting the doors in continuous glazing and thus creating a prominent entry façade. The canopy above these entries unifies this area so that it*

reads as a primary entrance rather than a secondary or tertiary entrance in addition to the previously noted items.

- Utilize a building entry design that clearly emphasizes the southern entrance, including awnings, landscaping, amenities, glazing, etc.
    - *See response the first comment.*
- Incorporate additional windows on upper levels of the south building elevation in the stairwell and by reorienting the hotel room configuration to allow for more windows.
    - *A window was added in each of the guestrooms on the second, third, and fourth floors. By reorienting the configuration of the guestroom along Watts Road we gained an opportunity to introduce more glazing on the building elevation than was anticipated.*

2. **Building Design.**
    - As shown on the building elevations, EIFS is the more predominant material. The front façade is primarily clad in EIFS, which is typically utilized more as an accent material. In addition, on the east elevation, EIFS is located at ground level. Even in conventional commercial and mixed-use zoning districts, EIFS is only allowed as an accent material or located at the top of buildings. Building materials should be applied more equitably and consistently on all four facades of the building, EIFS should be minimized, and a more authentic, durable base-course material should be used at ground level on all facades.
        - *We have introduced a large amount of durable materials on the base of the building, as well as on elements that are more vertical in nature. The EIFS that remains on the building forms larger accent areas that ultimately create the lines that define this building.*
        - *We have addressed the UDC comments to ensure the masonry does not blend with the (E-2) EIFS by changing the color of the masonry to be a bridge color that will tie together all the materials.*
        - *We are working with the multiple retaining wall providers to find a color that more closely matches the masonry on the building per the request of the UDC.*

    - The HVAC utility louvers and grates for each hotel room are located below the window openings for each room. These should be better integrated architecturally into the overall building elevations.
        - *The HVAC utility louvers that are not completely integrated into the window system are smaller in size and fall into the rhythm of the façade joint treatments. Those louvers will be flush and painted to match the adjacent material.*
        - *In HVAC utility louvers are integrated into the window and create a larger statement while the units in EIFS are intended to blend more into the material and match that of the material pattern. This further distinguishes the brick masses with those of the EIFS accents.*

3. **Site Landscaping.** Given the highly visible nature of the project site with frontages along Watts Road and a private access drive, both with an existing landscape design along property frontages, consideration should be given to maintaining consistency with the existing streetscape design, especially along Watts Road, in terms of design and plant species, and providing additional screening, especially for 'back-of-house' operations.

    We have worked closely with the architect, landscape designer and civil engineer of the adjacent proposed project to ensure the landscaping and site amenities are cohesive as between the two projects and the adjacent properties.

    - Parking lot landscape Islands shall be located at least every twelve contiguous stalls with no break.
        - *We have added the requested islands to address Zoning and UDC comments.*

4. Trash Enclosure. Staff fully supports and encourages the relocation of the trash enclosure and utility box away from Watts Road. In the event that they cannot be relocated, they should be more effectively screened year round with enhanced landscape design in this area.

The trash enclosure has been moved off of Watts Road, and placed on the private access drive that connects Watts Road and Homewood way. By moving this we are able to create a continuous landscaping theme from the Princeton Club through our development and into the proposed adjacent development. This continuous treatment of landscaping creates a sense of consistency while looking along Watts Road regardless of the different building designs.

Sincerely,

Josh Wilcox
VP/Senior Project Manager

7780 Elmwood Avenue, Suite 204 Middleton, WI 53562 Phone 608 829-1750 Fax 608 829-3056

GARY BRINK & ASSOCIATES, Inc. ARCHITECTS

November 30, 2016

Jessica Vaughn, Development Project Planner
Department of Planning & Development
City of Madison
215 Martin Luther King, Jr. Blvd
Madison, WI 53701-2984

Re: 8102 Watts Road

Dear Jessica:

The following is our response the Planning Staff Report dated November 21, 2016. Our response(s) are noted in red.

1. **Street Orientation.** The Watts Road frontage on the south side of the project site is the primary street frontage and adjacent public right-of-way. However, the proposed building and site design are internally oriented to the site addressing the parking lot, leaving the street frontage void of building mass and activity. Additional site amenities are located at the northeast corner of the project site along the internal access driveway, focusing the activity on the northeastern portion of the project site.

   In addition, as indicated on the building elevations and site plan, the proposed building elevation along Watts Road would be considered a tertiary building entrance that really serves more as a 'building end' given the lack of activity in the elevation and floor plan, and with the location of the trash enclosure along the street. As indicated on the floor plans, currently a stairwell and hotel rooms line this wall.

   The Watts Road frontage is the primary frontage and consideration should be given to orienting the building to better address the street and activating the pedestrian environment, including the following changes:

   - Relocate site amenities from the north side of the project site to the Watts Road frontage.
     - *The irregular shape of the property creates a variety of challenges that are best met by the current building and parking configuration. We have completed multiple studies that included mirroring the building, all of which have demonstrated that the current layout is the only viable option for this site. The driving factor is lack of depth between the retaining wall and parking area near Watts along with grading/drainage challenges and guest security concerns.*
     - *We have addressed this concern by activating the Watts side of the building with an enhanced canopy and glazing, architectural lighting, significant landscaping, planters, benches and three flagpoles. The previously noted items will work together to fully activate the space in a manner that pedestrian and vehicle traffic moving along Watts will view it as a primary entrance.*
   - Utilize an enhanced commercial design (i.e. storefront window system) on the south building elevation that extends to the west elevation, wrapping the corner.
     - *We have added a significant amount of glazing on the south façade that identifies that corner as a primary entrance in addition to the previously mentioned items.*
     - *The glazing does not wrap the corner to avoid façade and structural conflicts.*
   - Create one prominent entry facing Watts Road where there are currently two doors.
     - *We have provided an enhanced entry by connecting the doors in continuous glazing and thus creating a prominent entry façade. The canopy above these entries unifies this area so that it*

reads as a primary entrance rather than a secondary or tertiary entrance in addition to the previously noted items.

- Utilize a building entry design that clearly emphasizes the southern entrance, including awnings, landscaping, amenities, glazing, etc.
    - *See response the first comment.*
- Incorporate additional windows on upper levels of the south building elevation in the stairwell and by reorienting the hotel room configuration to allow for more windows.
    - *A window was added in each of the guestrooms on the second, third, and fourth floors. By reorienting the configuration of the guestroom along Watts Road we gained an opportunity to introduce more glazing on the building elevation than was anticipated.*

2. **Building Design.**
    - As shown on the building elevations, EIFS is the more predominant material. The front façade is primarily clad in EIFS, which is typically utilized more as an accent material. In addition, on the east elevation, EIFS is located at ground level. Even in conventional commercial and mixed-use zoning districts, EIFS is only allowed as an accent material or located at the top of buildings. Building materials should be applied more equitably and consistently on all four facades of the building, EIFS should be minimized, and a more authentic, durable base-course material should be used at ground level on all facades.
        - *We have introduced a large amount of durable materials on the base of the building, as well as on elements that are more vertical in nature. The EIFS that remains on the building forms larger accent areas that ultimately create the lines that define this building.*
        - *We have addressed the UDC comments to ensure the masonry does not blend with the (E-2) EIFS by changing the color of the masonry to be a bridge color that will tie together all the materials.*
        - *We are working with the multiple retaining wall providers to find a color that more closely matches the masonry on the building per the request of the UDC.*

    - The HVAC utility louvers and grates for each hotel room are located below the window openings for each room. These should be better integrated architecturally into the overall building elevations.
        - *The HVAC utility louvers that are not completely integrated into the window system are smaller in size and fall into the rhythm of the façade joint treatments. Those louvers will be flush and painted to match the adjacent material.*
        - *In HVAC utility louvers are integrated into the window and create a larger statement while the units in EIFS are intended to blend more into the material and match that of the material pattern. This further distinguishes the brick masses with those of the EIFS accents.*

3. **Site Landscaping.** Given the highly visible nature of the project site with frontages along Watts Road and a private access drive, both with an existing landscape design along property frontages, consideration should be given to maintaining consistency with the existing streetscape design, especially along Watts Road, in terms of design and plant species, and providing additional screening, especially for 'back-of-house' operations.

    We have worked closely with the architect, landscape designer and civil engineer of the adjacent proposed project to ensure the landscaping and site amenities are cohesive as between the two projects and the adjacent properties.

    - Parking lot landscape Islands shall be located at least every twelve contiguous stalls with no break.
        - *We have added the requested islands to address Zoning and UDC comments.*

4. Trash Enclosure. Staff fully supports and encourages the relocation of the trash enclosure and utility box away from Watts Road. In the event that they cannot be relocated, they should be more effectively screened year round with enhanced landscape design in this area.

The trash enclosure has been moved off of Watts Road, and placed on the private access drive that connects Watts Road and Homewood way. By moving this we are able to create a continuous landscaping theme from the Princeton Club through our development and into the proposed adjacent development. This continuous treatment of landscaping creates a sense of consistency while looking along Watts Road regardless of the different building designs.

Sincerely,

Josh Wilcox
VP/Senior Project Manager

7780 Elmwood Avenue, Suite 204 Middleton, WI 53562 Phone 608 829-1750 Fax 608 829-3056

GARY BRINK & ASSOCIATES, Inc. ARCHITECTS

November 30, 2016

Jessica Vaughn, Development Project Planner
Department of Planning & Development
City of Madison
215 Martin Luther King, Jr. Blvd
Madison, WI 53701-2984

Re: 8102 Watts Road

Dear Jessica:

The following is our response the Planning Staff Report dated November 21, 2016. Our response(s) are noted in red.

1. **Street Orientation.** The Watts Road frontage on the south side of the project site is the primary street frontage and adjacent public right-of-way. However, the proposed building and site design are internally oriented to the site addressing the parking lot, leaving the street frontage void of building mass and activity. Additional site amenities are located at the northeast corner of the project site along the internal access driveway, focusing the activity on the northeastern portion of the project site.

   In addition, as indicated on the building elevations and site plan, the proposed building elevation along Watts Road would be considered a tertiary building entrance that really serves more as a 'building end' given the lack of activity in the elevation and floor plan, and with the location of the trash enclosure along the street. As indicated on the floor plans, currently a stairwell and hotel rooms line this wall.

   The Watts Road frontage is the primary frontage and consideration should be given to orienting the building to better address the street and activating the pedestrian environment, including the following changes:

   - Relocate site amenities from the north side of the project site to the Watts Road frontage.
     - *The irregular shape of the property creates a variety of challenges that are best met by the current building and parking configuration. We have completed multiple studies that included mirroring the building, all of which have demonstrated that the current layout is the only viable option for this site. The driving factor is lack of depth between the retaining wall and parking area near Watts along with grading/drainage challenges and guest security concerns.*
     - *We have addressed this concern by activating the Watts side of the building with an enhanced canopy and glazing, architectural lighting, significant landscaping, planters, benches and three flagpoles. The previously noted items will work together to fully activate the space in a manner that pedestrian and vehicle traffic moving along Watts will view it as a primary entrance.*
   - Utilize an enhanced commercial design (i.e. storefront window system) on the south building elevation that extends to the west elevation, wrapping the corner.
     - *We have added a significant amount of glazing on the south façade that identifies that corner as a primary entrance in addition to the previously mentioned items.*
     - *The glazing does not wrap the corner to avoid façade and structural conflicts.*
   - Create one prominent entry facing Watts Road where there are currently two doors.
     - *We have provided an enhanced entry by connecting the doors in continuous glazing and thus creating a prominent entry façade. The canopy above these entries unifies this area so that it*

reads as a primary entrance rather than a secondary or tertiary entrance in addition to the previously noted items.

- Utilize a building entry design that clearly emphasizes the southern entrance, including awnings, landscaping, amenities, glazing, etc.
    - *See response the first comment.*
- Incorporate additional windows on upper levels of the south building elevation in the stairwell and by reorienting the hotel room configuration to allow for more windows.
    - *A window was added in each of the guestrooms on the second, third, and fourth floors. By reorienting the configuration of the guestroom along Watts Road we gained an opportunity to introduce more glazing on the building elevation than was anticipated.*

2. **Building Design.**
    - As shown on the building elevations, EIFS is the more predominant material. The front façade is primarily clad in EIFS, which is typically utilized more as an accent material. In addition, on the east elevation, EIFS is located at ground level. Even in conventional commercial and mixed-use zoning districts, EIFS is only allowed as an accent material or located at the top of buildings. Building materials should be applied more equitably and consistently on all four facades of the building, EIFS should be minimized, and a more authentic, durable base-course material should be used at ground level on all facades.
        - *We have introduced a large amount of durable materials on the base of the building, as well as on elements that are more vertical in nature. The EIFS that remains on the building forms larger accent areas that ultimately create the lines that define this building.*
        - *We have addressed the UDC comments to ensure the masonry does not blend with the (E-2) EIFS by changing the color of the masonry to be a bridge color that will tie together all the materials.*
        - *We are working with the multiple retaining wall providers to find a color that more closely matches the masonry on the building per the request of the UDC.*

    - The HVAC utility louvers and grates for each hotel room are located below the window openings for each room. These should be better integrated architecturally into the overall building elevations.
        - *The HVAC utility louvers that are not completely integrated into the window system are smaller in size and fall into the rhythm of the façade joint treatments. Those louvers will be flush and painted to match the adjacent material.*
        - *In HVAC utility louvers are integrated into the window and create a larger statement while the units in EIFS are intended to blend more into the material and match that of the material pattern. This further distinguishes the brick masses with those of the EIFS accents.*

3. **Site Landscaping.** Given the highly visible nature of the project site with frontages along Watts Road and a private access drive, both with an existing landscape design along property frontages, consideration should be given to maintaining consistency with the existing streetscape design, especially along Watts Road, in terms of design and plant species, and providing additional screening, especially for 'back-of-house' operations.

    We have worked closely with the architect, landscape designer and civil engineer of the adjacent proposed project to ensure the landscaping and site amenities are cohesive as between the two projects and the adjacent properties.

    - Parking lot landscape Islands shall be located at least every twelve contiguous stalls with no break.
        - *We have added the requested islands to address Zoning and UDC comments.*

4. Trash Enclosure. Staff fully supports and encourages the relocation of the trash enclosure and utility box away from Watts Road. In the event that they cannot be relocated, they should be more effectively screened year round with enhanced landscape design in this area.

The trash enclosure has been moved off of Watts Road, and placed on the private access drive that connects Watts Road and Homewood way. By moving this we are able to create a continuous landscaping theme from the Princeton Club through our development and into the proposed adjacent development. This continuous treatment of landscaping creates a sense of consistency while looking along Watts Road regardless of the different building designs.

Sincerely,

Josh Wilcox
VP/Senior Project Manager

7780 Elmwood Avenue, Suite 204 Middleton, WI 53562 Phone 608 829-1750 Fax 608 829-3056