

October 16, 2019

Re Ace Apartments Proposal, 4602 Cottage Grove Road

To the Urban Design Commissioners:

The UDC's September 5, 2018 evaluation of the Ace proposal's first iteration suggested simplifying the materials, working toward restraint, and refining materials and how they are detailed/color.

I think the general design as revised is a definite improvement, but I hope that an upgrade of some materials and a refined color palette will be considered for this visually important corner that anchors three neighborhoods.

Cottage Grove Road has a surfeit of orange/rust-colored architectural elements in new construction along or near the corridor and does not need another. Please see attached photos of Pinney Lane Apartments at 902 Royster Oaks Drive; Royster Commons Apartments and new Pinney Library 523 Grand Oak Trail/516 Cottage Grove Road; and The View Apartments at Grandview, 818 North Star Drive. Continuing to propagate the use of this strong color in new designs along the street will not bode well when this color patterning falls out of favor as it will.

Also attached are two examples of apartment buildings that offer a restrained palette: Stone House Development's The Overlook at Midtown at 8119 Mayo Drive and Rouse's Olbrich by the Lake Apartments at 3528 Atwood Avenue. While the architectural design of Olbrich by the Lake is a vital part of its appeal and cannot be replicated on the Sentry site, its use of a restrained palette has allowed the almost 25 year old property to successfully age.

Cottage Grove Road at Acewood Boulevard was primarily developed in the 1960s and 1970s—not a design era to harken back to with its predominantly strip mall emphasis. The redevelopment of the Royster site is reinvigorating the older section of the street.

The four-story Ace Apartments will urbanize a corner in a section of the city that retains a 60s-70s suburban-style vibe and it is imperative that the design and materials be of a quality that will age well. Please do not recommend a color scheme that will likely appear dated 10 to 20 years from now.

The inclusion of stone facing on the SW corner of the separate townhouse row has significantly improved the visual appeal of that part of the development. I suggest similar stone facing be incorporated into design elements of the main facade.

Thank you for considering my comments.

Regards,  
Beth Godfrey





The View Apartments at Grandview  
818 North Star





THE  
**OVERLOOK**  
AT MIDTOWN



8119 Mayo Drive  
Madison, Wisconsin 53719





Olbrich by the Lake Apartments  
3528 Atwood Avenue





Royster Commons Apartments and  
Pinney Library



Property Details

Photo Gallery

Affordable Rent Program



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