

MEMO

To: Ann Arbor City Council & Planning and Development Services
Fr: PSAA LLC
Re: Revised Elevation Plans for Packard Square – 2502-2568 Packard
Date: November 16, 2012

Please find attached our Petition Application form to revise the building design elevations of the Packard Square project

The proposed changes to the building elevations include the following:

1. The number of balconies has been reduced by approximately one-third. Formerly, every unit had a balcony but for a few reasons, the final design made most sense with the elimination of approximately one-third of the balconies. The reasons are as follows:
 - A. Balcony elimination is responsive to neighbor comments about wanting to maintain privacy. With the elimination of some balconies, there will be more privacy for neighboring homes.
 - B. When unit floor plans were finalized, it became necessary to eliminate some balconies due to waterproofing issues.
 - C. There was an aesthetic challenge with designing balconies over the retail stores that would both look good and be functional for residents. It is important not to distract from the high-quality retail environment with the potential of personal items of residents on balconies creating a visually objectionable appearance.
2. The brick at the outside front corner elevations will be replaced with a product known as Hardi-board. Upon further review of a comprehensive finish package for the project, the brick at the front (as shown previously on just the front outside corners) will appear too “heavy”, and would likely distract from the public retail square, which is intended to be light, lively, and colorful. The brick previously was shown on only about 5% of the project, and its replacement with the same material as the rest of the project was a logical step as the final construction plans took shape.
3. Hardi-board finish colors. In order to break up the longer elevations and create symmetry and a rhythm, a pallet of three Hardi-board colors will now be used. Two of those colors are very close to what was shown previously, which are very neutral colors – Alpine Frost and Monterey Taupe. We have also added a new color to help break up the long elevations – Evening Blue. We believe that this new color scheme is an improvement over the prior elevations, and will provide more contrast and an interesting final product.