



High-rise by the Lake



If you're more interested in city life, Madison's Marina Condominiums will make an impression.

BY TERRI CHANCE
PHOTOGRAPHY BY MIKE REBHOLZ





A tree-lined country lane, butterflies and bees toiling around pillows of daisies and daffodils, and nothing but the sound of crickets to break the silence on hot summer nights on the lake.

It's a romantic thought, but not one of which everyone dreams. There are those who like their lake living, but still enjoy the excitement and activities of a city.

Step inside and look at the Marina Condominiums on the shore of Lake Monona in downtown Madison, Wisconsin.

Note:
Photography for this feature home story was provided by Mike Rotholz.

Mike Rotholz Photography is known for capturing detail, quality & creativity in the use of lighting and technique.

See samples of his work at:
www.mikerotholz.com



Sophistication



The 14-floor structure offers 55 spacious residences, ranging from 1,700 square feet to more than 2,000, and every one is located on a corner, so each homeowner can enjoy a view of Lake Monona on one side and Lake Mendota on the other.

Interior designer for all but three of the units, Laurel Brown of Brownhouse Designs, Madison, chose elegant and sophisticated finishes for each, including granite countertops and hard wood floors.

"I recognized the names of some of the people who were on the reservation list to move in," Brown explains, "and they are sophisticated, well-traveled, educated people."

With that, Brown chose interior finishes that would accommodate the tastes of each resident. But she was careful about the expenses that would possibly be passed on to the consumer. For example, Brown was able to find a vendor who could sell her granite at a lower price if she purchased enough square footage.

Contemporary



"It was an interesting process of how to insure a program that has to fit certain pricing requirements, but also gives the homes top of the line finishes. We did a lot of research up front when it came to working with certain vendors who had an exclusive on certain products," Brown says. "That way, we could get preferential pricing."

According to what the developer was

charging for each unit, around \$550,000, Brown realized each new owner was almost certainly accustomed to the very best when it came to style.

The finishes are more exotic, Brown said, than the usual "white box" condominium. Upgrades include bamboo floors and vibrant paint colors such as reds and oranges. Every home offers the buyer six different grout and five dif-

ferent finishes on the kitchen cabinets. Each has a fireplace, stunning view and an expansive patio/porch area.

The 14-story building is brand new, with a contemporary look, but Brown says a lot of the new residents didn't like the idea of an excessively contemporary interior, but they also didn't want finishes that were completely inconsistent with the look of the building.



Lifestyle

Marina Condominiums are lake homes for those who want a change of lifestyle from the traditional log home or French Country setting.

"Maybe they're empty nesters, looking to downsize, or maybe just looking for a lifestyle change because they're entering a different phase of their lives. But they still want top quality," Brown says.

Brown says she believes the care her firm took in details is what sets these homes apart from the run-of-the-mill condos. For example, she said the door casing, and molding around the ceilings and floors are purposely more pronounced, putting a finished touch on the woodwork.

"Instead of doing the tired old expected slab doors with the three-inch casings around them, we did much beefier moldings," Brown explained. "You have some of these large scale homes and spaces with expansive views and to put these dinky two- and three-inch molding in is not sufficient."

It's the attention to detail that results in a stunning end product.

RIGHT DOWN THE STREET

Marina Condominiums are surrounded by recreation including parks, picnic areas and bike paths that circle Lake Monona.

"The most attractive part of the lake living is having access to the fabulous bike paths that Madison has. Residents literally step out their back door and they're on the bike path that goes all the way around the lake," Brown says.

Public docks and water skiing shows are just a sampling of what the lakes have to offer residents of Madison, and especially Marina Condo homeowners who can see the activities from their own comfortable porches.

Because Madison is home to the University of Wisconsin, the city offers a wide variety of activities, entertainment and, of course, exciting night life.

Many of the best restaurants in town are within 15 minutes of walking distance from the Condominiums. Lake Michigan is less than a two-hour drive, and Chicago is just 90 miles south.

Theater, music, outdoor recreation, and Madison's capital dome are practically right outside the front door of any Marina Condominium resident.

