

City of Madison, Wisconsin

---

REPORT OF: URBAN DESIGN COMMISSION

**PRESENTED:** April 6, 2016

TITLE: 4824 Tradewinds Parkway – Expansion of the “Sleep Inn” to Include Extended Stay Hotel Rooms in UDD No. 1. 16<sup>th</sup> Ald. Dist. (41843)

**REFERRED:**

**REREFERRED:**

**REPORTED BACK:**

AUTHOR: Alan J. Martin, Secretary

**ADOPTED:**

**POF:**

DATED: April 6, 2016

**ID NUMBER:**

---

Members present were: Richard Wagner, Chair; Lois Braun-Oddo, Cliff Goodhart, Richard Slayton, Dawn O’Kroley, Sheri Carter, John Harrington, Tom DeChant and Michael Rosenblum.

**SUMMARY:**

At its meeting of April 6, 2016, the Urban Design Commission **GRANTED FINAL APPROVAL** of the expansion of the “Sleep Inn” located at 4824 Tradewinds Parkway. Appearing on behalf of the project were Brian Munson, representing Beltline Hotel Partners II, LLC; Paul Skidmore, representing Dennis Bauer; Knute Villand and Dennis Bauer.

This design is intended to take the pattern, materials and colors from the original building, create an addition for additional rooms that is in the same context of the building, while incorporating some of the Commission’s previous comments. More windows have been added, an increase in landscaping along the sidewalk and plaza area. The landscape changes recommended by the Commission that have been incorporated included increasing the plantings in the islands themselves, east of the building some variety of the hedge, placement of some larger species canopy trees along the highway side, and Black Hills Spruce as a continuation of what was planted to the west.

Comments and questions from the Commission were as follows:

- The landscape plan really hasn’t addressed the concerns. It’s not just putting large groups. We talked about in front of these buildings the wavy line that has no relationship to the architecture. I don’t get that. And I don’t know what’s going on in here, I sure hope something is being planted here. It really needs to be stepped up, something that plays with the architecture and gives some diversity to it.
- Around the stormwater management area there are trees that are equally spaced all around that. Maybe have a group of 2-3 trees around the pond, something that starts to give some meaning and relationship to the pond. Like the pond and the plantings were done together. You’ve got a line of Yellow Dogwood, Dwarf Cranberry Viburnum and Red Twig Dogwood; I don’t know that the color distinctions relate to anything else on the site. I’d almost say if you’re going to use 3 different species, don’t use such diverse species, rather than these 3 distinct colors that really don’t enhance the site as all.

- What Paul did tell me his design approach for this was really taking what was planted around the building and extending a similar palette. I can't speak to the individual plant decisions. Would it be possible to work with AI and the landscape architects on the Commission to work towards a solution versus bringing the whole thing back in the future for discussion over the landscape approach?
- I've done that twice. Paul knows well enough. This is something that could go back to AI for his approval, but I can't do his designs anymore.
- I don't recall discussing adding gabled ends. Your canopies are inconsistent between your renderings and your elevations. If you're working with what you've got, then work with that and make it better. At least on the last one it looked like you were trying to work with some of the good things in terms of proportion; I think you've lost some of that.
- If I were going someplace for 30 days, I would want to take my bike with me. Most people that travel with their bikes have really nice bikes, so I'm curious if you're going to provide hooks in the rooms for them to hang the bikes inside? Or if you were going to provide some sort of covered secure outside storage for bicycles, because just having a place to chain them up probably won't work for somebody staying up to 30 days.
- The walpaks, I think they look bad and they're not particularly environmentally the best option. What did you think about that?
  - We switching all of our existing lighting to LEDs, which will shine up and straight down.
- Is the soffit going to stop the light? It has to be night sky compliant. There are also concerns about its brightness when it hits the ground, it should not exceed 10 footcandle.
- To me, around the pond should look like it's not symmetrical, it should look like it naturally happened throughout. Having 3 colors along the back of the building almost looks comical.

**ACTION:**

On a motion by Goodhart, seconded by Braun-Oddo, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a vote of (6-2) with Harrington and Slayton voting no. The motion provided that the landscape plan and the lighting plan both return to staff for approval, and the gables be removed.