

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: February 27, 2008
TITLE: 4802 Tradewinds Parkway – New Hotel in Urban Design District No. 1. 16 th Ald. Dist. (09118)	REFERRED: REREFERRED: REPORTED BACK:
AUTHOR: Alan J. Martin, Secretary	ADOPTED: POF:
DATED: February 27, 2008	ID NUMBER:

Members present were: Marsha Rummel, Bruce Woods, John Harrington, Bonnie Cosgrove, Richard Wagner, Jay Ferm and Lou Host-Jablonski.

SUMMARY:

At its meeting of February 27, 2008, the Urban Design Commission **RECEIVED AN INFORMATIONAL PRESENTATION**. Appearing on behalf of the project were Dennis Bauer, Bauer & Bauer Builders, Kevin Wilson, Beltline Hotel Partners II, LLC, and Jim Gersich. In response to the Commission’s previous review of the project (February 13, 2008) Bauer presented revised plans that primarily dealt with address building/site related issues. Bauer further noted that architectural changes are anticipated based on the Commission’s favorable consideration of the revised site plan proposal, which featured the following:

- The entire building has been moved up toward the site’s Tradewinds Parkway frontage as requested by the Commission with a realignment of the one-story pool addition located at the property’s highway frontage. The building’s relocation provides for a loop connection between the relocated one-story pool section of the building and the highway setback in a horseshoe arrangement, eliminating two previously proposed dead-end drive aisles as requested by the Commission.
- The surface parking has been modified to utilize thirty 16-foot long surface parking stalls along the property’s easterly boundary adjacent to an existing drainageway.
- Drive aisle configuration at the porte cochere has been modified to reduce the tight turning radii.
- It was further noted that architectural plans consistent with the reconfiguration of the building proposed with the current site plan will be provided with further review of the project, including the utilization of more glass on the stair tower element.

Following the presentation the Commission noted the following:

- The cupola atop the building needs to be more of an architectural feature rather than just a place for a sign, be more integrated into the building design.
- Issue was raised with not moving the building toward the easterly lot line by the Commission were noted by the applicant as not possible due to a fire access issue to allow access to both sides of the building.

- Still a problem with the blankness of the end elevation facing Tradewinds Parkway, needs work.

ACTION:

Since this was an **INFORMATIONAL PRESENTATION**, no formal action was taken by the Commission.

After the Commission acts on an application, individual Commissioners rate the overall design on a scale of 1 to 10, including any changes required by the Commission. The ratings are for information only. They are not used to decide whether the project should be approved. The scale is 1 = complete failure; 2 = critically bad; 3 = very poor; 4 = poor; 5 = fair; 6 = good; 7 = very good; 8 = excellent; 9 = superior; and 10 = outstanding. The overall ratings for this project are 5 and 5.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 4802 Tradewinds Parkway

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
Member Ratings	-	-	-	-	-	-	-	5
	6	5	-	-	4	6	5	5

General Comments:

- Side of building should address street in more engaging way.
- Circulation improved. Landscaping needs more thought.