

AGENDA # 9

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: August 9, 2006
TITLE: 8102 Watts Road – PUD-GDP, Two Hotel Developments. 9 th Ald. Dist. (02372)	REFERRED: REREFERRED: REPORTED BACK:
AUTHOR: Alan J. Martin, Secretary	ADOPTED: POF:
DATED: August 9, 2006	ID NUMBER:

Members present were: Lou Host-Jablonski, Acting Chair; Michael Barrett, Todd Barnett, Lisa Geer, Ald. Noel Radomski and Cathleen Feland.

SUMMARY:

At its meeting of August 9, 2006, the Urban Design Commission **GRANTED FINAL APPROVAL** of a PUD-GDP for two hotel developments located at 8102 Watts Road. Appearing on behalf of the project were Gary Brink, architect and Barry Perkel. The modified plans as presented featured the following:

- The widening of terraces with the incorporation of plantings and canopy trees on the site plan.
- The addition of infiltration strips along easterly portions on the easterly hotel site along with enhanced pedestrian connections between both hotel sites.
- Incorporation of a masonry pier and fencing system as an extension of the existing system on the adjacent Princeton Club site, a common element.
- A modified zoning text relevant to the corner lot at Watts and Commerce Drive acknowledging the requirement for a 2-story building in volume facing the adjacent street right-of-way.
- A review of the various building elevations for the two adjoining hotel sites featuring a Homewood Suites on the westerly lot and a Hampton Inn on the easterly lot adjacent to the Princeton Club facility. The Homewood Suites would utilize a combination of brick split face block with hardiplank siding. The Hampton Inn would feature brick in combination with EIFS on the upper elevations.
- Brink noted that the building footprints as presented carry over to future SIP phases relevant to the hotel sites where the skin of the buildings would be subject to further change as part of their refinement with further consideration of an SIP.

Following the presentation, the Commission noted the following:

- Concern with extreme pitch and height of roofs. Consider the view shed issues with the property's owner, the Archdiocese of Madison, especially the Homewood Suites building.
- Disappointed with not taking advantage of the synergy between the future use sites to the south and the hotel uses.

A major point of contention during the discussion on the item with the applicant was the lack of acknowledgement of a condition of approval established with the initial approval of the project for site plan approval only on December 1, 2005, which required the following, "Need a center node to anchor the corner

building and introduce underground parking on the site,” along with other provisions. Barry Perkel, representing Raymond Management asserted his belief that this provision was not required as part of the overall approval of the project. Staff noted to Perkel and the Commission that the approved minutes for December 21, 2005 reflected this as a condition of approval, where further reconsideration of the site plan at its meeting of March 8, 2006 as reflected within the approved minutes stated the following, “Outside of the relocation of hotel “A”, the overall site plan for the remaining development proposal within the overall PUD-GDP remains as previously proposed, with the remaining hotel as well as other proposed commercial retail development relating to their perspective street frontages as previously approved.”

The provision as noted by staff provides that the previous condition of approval established by the Commission remained valid. Perkel still asserted his disagreement on the condition, where staff noted that instructions outside of tonight’s consideration for final approval were to resolve the issue.

ACTION:

On a motion by Feland, seconded by Geer, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a vote of (4-1-1) with Barrett voting no and Barnett abstaining. The motion required:

- Resolve of the issues relevant to the requirement or consideration for underground parking for the corner lot at Watts Road and Commerce Drive.
- A reexamination of the roof pitches on the Homewood Suites building.

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 4, 5, 6, 6 and 7.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 8102 Watts Road

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
Member Ratings	6 (changes only)	5	6	5	-	5	5	5
	-	-	-	-	-	-	-	6
	7	-	-	-	-	-	6	7
	6	6	-	-	-	6	6	6
	3	5	-	-	-	3	3	4

General Comments:

- High pitched roofs with view corridors? Underground parking at commercial – where is it?
- Slightly improved sprawl.
- This is a complete failure of planning. Maximum parking for each use will result in ½ the parking spaces being empty at any given time – a tragic waste of impervious space.