

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION

PRESENTED: June 28, 2017

TITLE: 901 East Washington Avenue – New  
Development of a Boutique Hotel in UDD  
No. 8. 6<sup>th</sup> Ald. Dist. (47700)

REFERRED:

REREFERRED:

REPORTED BACK:

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ADOPTED:

POF:

DATED: June 28, 2017

ID NUMBER:

Members present were: Richard Wagner, Chair; Dawn O’Kroley, Cliff Goodhart, Tom DeChant, John Harrington, Amanda Hall and Rafeeq Asad.

**SUMMARY:**

At its meeting of June 28, 2017, the Urban Design Commission **RECEIVED AN INFORMATIONAL PRESENTATION** for new development of a boutique hotel located at 901 East Washington Avenue in UDD No. 8. Appearing on behalf of the project were Curt Brink, Andy Laufenberg and John Kothe, representing 901 Hospitality, Inc. The team has talked with the National Parks Service about tax credits and will create a new building while honoring the old structure (the Kleuter Building). The backside of the building is currently clad with corrugated metal paneling; the intent is to remove the metal paneling. Underneath that is an exposed concrete frame in a cream city brick infill. Inside those infills is a window very similar in size and nature to the ones on the front, or streetside of the building. Vehicular traffic is routed behind the building with drop-off in a courtyard. Pedestrian entrances are located the front of the building. The programming for the addition is the hotel lobby on the backside, with the front side programmed to be a restaurant space that will spill out onto a raised patio. The patio strengthens the streetscape and creates a sense of hierarchy for the restaurant patrons over vehicular traffic. Landscaping and a double tree boulevard are planned. Bicycle parking will be located at entrances in the front and along the back. The parking lot itself is temporary; until the site is developed further when they will develop structured parking. There is a wet pond proposed for storm run-off and filtration that will be landscaped and physically screened. The generator and trash are located at the back of the building and will be screened with building elements to complement the building.

Comments and questions from the Commission were as follows:

- On the avenue we’ve been doubling the public line of trees with the line on private property as well.
- Is all the parking temporary?
  - Yes, the total site when it’s built-out is 300,000 square-feet, with maybe another 100 hotel rooms and up to 200 apartments as the last phase. Within the center that would be a roughly 600-car parking ramp. We’ve been working with City Engineering on that. We also did a full parking study for the build-out, and we’re just finishing that up now.

- Make sure on your new building you have some projections and indentations and have that dialogue with the existing building, the shadow line of your frame. Make sure you stay true to that.
- As you look at the overall phasing of this, the pond seems a little odd to me as an urban natural feature with a fence around it. As you develop around it think about what the drop-off courtyard looks like; how that would feel in the future as it becomes the knuckle of your entire development.
- I like it. It's simple and clean.
- I see what it's trying to do, I don't think it's quite there. The piece on the left refers to the original brick work; it's brilliant but it's trying too hard to be the original brickwork. Why not embrace the fact that it'll be a bit different. Maybe something to help that modern piece stand out; we're honoring the past but we're jumping into what's next.
- Come back for initial/final together.

**ACTION:**

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