

AGENDA # 6

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION **PRESENTED:** January 30, 2008

TITLE: 333 West Washington Avenue – Amended PUD-SIP for a Hotel. 4th Ald. Dist. (06876) **REFERRED:**
REREFERRED:
REPORTED BACK:

AUTHOR: Alan J. Martin, Secretary **ADOPTED:** **POF:**

DATED: January 30, 2008 **ID NUMBER:**

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

SUMMARY:

At its meeting of January 30, 2008, the Urban Design Commission **REFERRED** consideration of an Amended PUD-SIP for a hotel located at 333 West Washington Avenue. Appearing on behalf of the project were Nathan Novak and Ed Freer, representing The Alexander Co., Jeff Krehbiel, Dennis Meikleham and Jonathan Cooper, representing the Bassett Neighborhood Capitol West Steering Committee. Novak initiated his presentation with a summary of the Commission's issues with final approval of the project of the PUD-GDP on July 25, 2007 as effected by the subsequent approvals by both the Plan Commission and Common Council at its meeting of October 2, 2007. This update on the approval process was requested by staff in order to frame the Commission's current review of the PUD-SIP. The Common Council approval provided the following:

- That the West Washington Avenue terrace between the hotel drop-off and street be a minimum of 11-foot 3-inches in width (the "Sidewalk Shift alternative") and that "the hotel drop-off area be 18-foot wide." In addition, "the design details of the pick-up and drop-off area within the right-of-way should be addressed as part of the Specific Implementation Plan (SIP) and through the privilege in streets process."

Novak provided a detailed review of changes to the project summarized in a letter dated January 25, 2008 and as contained within the revised plan set. He presented the bridge concept to be developed with the next future phase as modified with the hotel development as proposed including details on the future bridge connection to the "muse," in combination with overall vehicular and site circulation, including a review of the proposed signage.

Following Novak's presentation, Jonathan Cooper of Capital Neighborhoods, Inc. Bassett Neighborhood spoke in favor of the project noting the following issues:

- Neighborhood wants a more a variegated look to the building, more articulation involving more design features from the sides and front to the back.
- Need to provide more details on the bridge in the SIP submittal.
- More needs to be done with signage for drop-off area in regards to exiting onto West Washington Avenue, does not appear to be consistent with Traffic Engineering design requirements, doesn't deal with "no left turn" on West Washington Avenue.
- Various portions of the building's façade appear too plain.

Jeff Krehbiel architect spoke on the proposed building materials and façade treatments. Following his presentation the Commission noted the following:

- Unfortunate that sidewalk has to bend for drop-off area; vehicular traffic supercedes right of pedestrians, a bad step.
- The transition as proposed awkward with bend in sidewalk.
- Relevant to building architecture investigate a green roof, now totally impervious.
- Like mix of building materials and massing but bothered by solid wall on return at front facing Capitol.
- Extensive use of precast concrete fortress-like in appearance; its application and extent.
- Don't like punched window openings in stair tower and use of "canned" windows on overall façade, don't recall the architecture of neighboring buildings and their variety within this development.
- Don't like the use of spandrel on the upper center elevation. The copper projecting bay is too low on the Washington Place elevation. Precast returns could be redone to provide more windows adjacent to the front stair tower.
- Look at issue from neighborhood as to the viewscape around the building.
- Object to vehicular movement limitations and one-way on Washington Place.
- On east elevation need sidewalk.
- Bad idea to give public right-of-way to private developer; wreck flow along West Washington Avenue.
- Make space at front more active with benches and other amenities.
- Concern with large diameter of radii on driveway entries, creates dangerous situation for pedestrians.
- Need sidewalk along east elevation, need to provide bike parking at front of hotel or convenient to the front entry; currently not addressed.
- Correct landscape plan relevant to correct locations of burning bush for fit within a tight area. Correct use of Rhus aromatica versus Amelanchier grandiflora on landscape plan.
- Rendering doesn't represent plan details for landscape accurately.
- Planting beds along West Washington should provide for winter color and variety.
- Correct Cornus mas/Corneliancherry Dogwood versus "Grey Dogwood" use as detailed.
- Flow of traffic around drop-off doesn't really work with adjacent property issues, an unsafe situation creates a traffic bottleneck.
- Relook at traffic circulation to make more functional.
- Flip beds in king rooms to add more windows to make building appear more light and airy in combination with seating area; without this adjustment building doesn't address street effectively without windows or take into account Capitol views.

ACTION:

On a motion by Barnett, seconded by Harrington, the Urban Design Commission **REFERRED** consideration of this item. The motion was passed on a unanimous vote of (8-0). The motion to refer required address of the above stated comments, in particular the Commission's strong objection to the design of the sidewalk departing from established pattern and the need to resolve traffic and pedestrian issues. Request Traffic Engineer to explain proposed vehicular circulation pattern both on-site and as affected by adjacent cross access and cross circulation functions.

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, 5, 5, 6, 6 and 6.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 333 West Washington Avenue

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
Member Ratings	-	-	-	-	-	-	-	6
	6	6	6	-	5	5	5	5
	4	7	5	-	7	1	5	5
	-	-	-	-	-	-	-	4
	-	-	-	-	-	-	-	5
	4	6	5	-	7	4	7	6
	5	6	-	-	-	3	9	6

General Comments:

- Vehicular circulation is extremely problematic.
- Front entrance does not work with entrances and exits in front of the building and co-opting the terrace for private use is not right.
- Difficult site...with solution based on public right-of-way. Circulation and drop off still a problem, sidewalk jog bad precedent, traffic resolution not satisfactory. Make circulation functional. Architecture interesting.
- Architecture is very nice for the most part, tho somewhat too much pure concrete. West Wash access tho is very problematic. Traffic flow design is poorly worked out. A deal-breaker.
- Concerns: Sidewalk bend, corrugated “bays,” concrete panels, windows “canned,” how about a green roof?
- Overall a nice concept but poor vehicular circulation.
- Need to resolve traffic drop-off areas.