

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION **PRESENTED:** February 27, 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: February 27, 2008 **ID NUMBER:**

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

SUMMARY:

At its meeting of February 27, 2008, the Urban Design Commission **REFERRED** consideration of this item. Appearing on behalf of the project were Nathan Novak, The Alexander Co., Att. Bill White representing Lodge Works, LLC, Adam Winkler, The Alexander Co., Jonathan Cooper, Bassett Neighborhood Capitol West Steering Committee, and Rosemary Lee. Novak provided a detailed overview of the current version of the plans in response to the Commission’s previous review of the project at its meeting of January 30, 2007. Novak summarized details of the outline contained within the Commission’s application packet relevant to the project, emphasizing the following:

- The room layout was not changed to provide for view of the Capitol, not plausible because the adjacent 309 building blocks the view.
- Use of precast issue qualified based on project’s use of comparable palette of materials and colors that of adjacent approved as part of Capitol West.
- A notable change in response to the Commission’s concerns was the raising up of copper bump-outs up a floor on all affected building elevations.
- View of the building’s south elevation features the addition of a copper panel bump-out.
- Still working out issue with circulation patterns, both vehicular and pedestrian around buildings, driveways, as well as relationships with adjacent properties.
- Issue with providing a sidewalk on east façade, only 3-1/2 feet can be provided which is currently needed to accommodate vehicular overhang from adjacent surface parking intended to serve the adjacent 309 building.

Following the presentation the Commission noted the following:

- Look at making building thinner to deal with parking and circulation issues, look at narrowing first and second floors. The applicant noted that internal programming issues preclude this alternative.

- Add to elements in connecting walk to West Washington Avenue and consideration for benches and furnishings in the City right-of-way area.
- Add some bike parking at front but not a lot (8 stalls) at street with some in the adjacent ramp to the rear.
- Issue with lack of bike parking with existing hotels in the downtown area will be an issue here.
- Need more space provided for bike parking at front entry.
- Surprised about the comment that there is no relevant view from the building's front elevation featuring precast facing the Capitol.
- Question the loss connectivity and viewscape with the mews an adjustment due to the hotel.
- Question maintaining Washington Place as a one-way private street after changes from the previously proposed residential use to hotel.
- Need bike parking as well as signage to tell people where it is.
- Problem with break or changing in pavement within drive aisle areas suggesting stopping and drop-off.
- Can't accept circulation plan as is; a problem, confusing, congestion issues.
- Not persuaded that the project's circulation plan is approvable, still many issues.
- Glass walls can be added to the precast façade on both sides perpendicular to the building's front façade West Washington elevation.
- The Traffic Engineer's response is not acceptable. In the proposed meeting with the Traffic Engineer resolve issues with circulation around the block, the ins and outs around adjacent drives and drop-offs, as well as other issues.
- Traffic circulation doesn't make sense, two exits and entrances don't make sense; confusing.

Att. Bill White, speaking in favor of the project noted his preference as the applicant's representative that the Commission reject the project rather than refer to allow for the progressing of the project to the Plan Commission for its consideration. The Commission generally noted that rejection would not provide for address of issues and would result in a loss of the Commission's jurisdiction.

Jonathan Cooper, Chair of the Bassett/Capitol Neighborhood West Steering Committee spoke on the project noting the following:

- Appreciate additional detail on the south façade.
- Neighborhood likes sidewalk shift.
- Still want to see more of a wide variety of materials comparable to other buildings approved in Capitol West, but not identical.
- Like to see a green roof.
- Like reverse flow of traffic, coordination with the adjacent 345 West Washington site, as well as consideration for a two-way Washington Place private street circulation.
- The loop driveway circulation at the front of the hotel is an issue that still needs to be resolved.
- Like the concept of the hotel.

Rosemary Lee spoke in favor of the project noting it as a quality hotel development which would fit well in context with the whole block. Ald. Verveer also spoke on the project, noting his non-favor of the design and his value of the Urban Design Commission's expertise on the issues. In addition, Verveer noted that traffic issues need resolution. In response to being more specific on the issues relevant to referral, the Commission noted the following:

- Provide a revised traffic flow plan, make traffic circulation more functional.
- Drop the cut-through between the planting areas and canopy trees through the terrace.

- Provide more bike parking space in front of the building.
- Add more windows on the West Washington Avenue front elevation and lessening the amount of precast on the building as a whole.
- Design is minimally responsive along the front elevation.

ACTION:

On a motion by Wagner, seconded by Rummel, the Urban Design Commission **REFERRED** consideration of this item. The motion was passed on a unanimous vote of (8-0). The motion to refer further emphasized the need to address the above stated concerns and the following:

- The need for a revised traffic flow plan dealing with exits and entries on West Washington Avenue.
- Resolving conflicts with pedestrian and traffic flow at the loop driveway at the front of the hotel, as well as adjacent properties.
- The front façade development needs more windows on its east and west projections.
- Drop cut-through to street in terrace planting area.
- Resolve concerns with pedestrian flow on Washington Place.

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, 4, 5, 5, 5, 5, 5 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 | 4 | 6 | 5 | - | - | 4 | 6 | 5 |
| | - | - | - | - | - | - | - | 4 |
| | - | - | - | - | - | - | - | 4 |
| | 4 | 5 | 4 | - | - | 4 | 4 | 5 |
| | 4 | 6 | 6 | - | 7 | 4 | 7 | 6 |
| | 5 | 4 | - | - | - | 2 | 8 | 5 |
| | 4 | 6 | 6 | - | - | 2 | 6 | 5 |
| | 5 | 5 | 6 | - | - | 4 | 5 | 5 |
| | | | | | | | | |
| | | | | | | | | |

General Comments:

- Ultimately the proposed use – a hotel – is being jammed into a site that may not be appropriate and attendant traffic and pedestrian circulation “conflicts” result – OK with architecture. Traffic Engineering needs to step up and make this difficult site more functional.
- Applicant is staunchly resistant to any suggestions to make improvements. Unresponsive.
- The primary problem continues to be circulation. This has to be resolved. The building itself needs work, in particular the front face doesn’t take advantage of the location. One solution would be more windows.
- Traffic circulation must be revised. The entry-exit is a mess! Terrace is better without walkway.
- Needs more bike parking. Madison bikes! Architecture is bland. Traffic pattern exiting drop-off is a failure.
- Circulation is critically bad and needs to be corrected.