



Agenda Item #: 10

Project Title: 317-323 E. Wilson Street – Redevelopment of Existing Buildings into a New Independent Extended Stay Hotel Located in UMX Zoning. 4th Ald. Dist.

Legistar File ID #: 69918

Members Present: Cliff Goodhart, Chair; Lois Braun-Oddo, Tom DeChant, Shane Bernau, Rafeeq Asad, Christian Harper, Christian Albouras, Jessica Klehr and Russell Knudson.

Prepared By: Jessica Vaughn, AICP, UDC Secretary

Summary

SUMMARY:

At its meeting of May 11, 2022, the Urban Design Commission **GRANTED FINAL APPROVAL** of redevelopment of existing buildings located at 317-323 E. Wilson Street. Registered and speaking in support were Jennifer Koester, Josh Wilcox and Andy Inman, all representing North Central Group; Felipe J. Ornelas and Tim Wolosz, both representing Bear Development. Registered in support and available to answer questions was James Moser.

Updates to the plans include toning down the white and muting the black colors, more consistency with some of the horizontal lines and jointing elements, better organization of the windows with the openings above, addition of veneer stone to be more complementary of the materials above, and adjustments to the proposed signage areas. They have provided more openings looking out to the lake and expanded the glass greatly in both buildings; the negative spaces are primarily bathrooms and closets. This proposal will take these two buildings that have no articulation and turn them into something complementary but not competing with the historic Rubin's structure.

The Commission discussed the following:

- The windows at the rear of the building are so much lower than the top of the building, are we adding a third story?
 - There's a lot of grade change between the buildings, of different construction types and floor heights. All of that plays with your eyes in terms of the elevations, we're not playing around with anything in terms of floor structures.
- The black vertical element makes a big difference, really breaks it down and gives the mass a bit better proportion. I appreciate you looking at it and massaging it so it's much better.
- I definitely agree that it is a huge improvement. My only concern is similar to the floor heights. What's the ceiling height?
 - It varies, it is taller in the two-story space, maybe 12-feet. Floor plans show varying floor to ceiling heights.
- Those windows look out of place. They look very small, even with the higher ceilings. It looks odd.
- It is a great improvement, successful. On the south elevation you can see where the actual roof line is of the 13-feet.
 - There is a taller parapet there because of the roof deck.
- The 4-story older building looks great with the windows; that is pleasing to see. I'm curious how the main entrance will be called out on the front façade.

- There are signage panels above both banks of storefront that flank a store opening. In working with our historic architecture partners of where signage has historically been, the left side was going to be our primary entrance and illuminated a bit more than the other piece. It's not like a new building where we can really pronounce the entrance, particularly for hospitality.
- That sounds like a good answer. I think the tenant signs on the left as shown are competing a little bit. Is this all considered one property or will different tenants warrant those two signage areas?
 - Those would be for separate retail tenants. Because of the grade changes there's the opportunity for multiple tenants, how that ultimately shakes out is to be determined.
- When you come back for signage, having it on the opposite side is a big question.
 - Historically there has been signage there, and Summit has signage.
- They're purposely keeping the lake facing signage down lower on the building.

Action

On a motion by Braun-Oddo, seconded by Klehr, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a unanimous vote of (8-0).