

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION

PRESENTED: May 20, 2015

TITLE: 118 King Street – Proposed Boutique Hotel – “The King Hotel” – with a Bar, Restaurant and Event Space in the Downtown Core District. 4th Ald. Dist. (37916)

REFERRED:

REREFERRED:

REPORTED BACK:

AUTHOR: Alan J. Martin, Secretary

ADOPTED:

POF:

DATED: May 20, 2015

ID NUMBER:

Members present were: Richard Wagner, Chair; John Harrington, Dawn O’Kroy, Richard Slayton, Cliff Goodhart and Tom DeChant.

SUMMARY:

At its meeting of May 20, 2015, the Urban Design Commission **RECEIVED AN INFORMATIONAL PRESENTATION** for a proposed boutique hotel located at 118 King Street. Appearing on behalf of the project were Josh Beckson, Rob Wheat and Brett Rottinghaus.

According to the Downtown Stepback Map, there is a 15-foot stepback required above the fourth floor. The Height Map shows this proposal in excess of the height map; PD zoning is a remedy to that, but unfortunately the same is not true of the setback, there is no relief for that. For this proposal to go forward there would need to be a zoning text amendment to allow for the encroachment into that stepback. The Mayor and Ald. Verveer are supportive of potentially going down the route where in special circumstances for certain infill sites, there are criteria we could get to with PD zoning that would allow infill development like this.

This boutique hotel would be tailored to the neighborhood. The first and second floors would house the restaurants/bar, four floors of hotel rooms for a total of 35-36 rooms, a hotel lounge on the 6th floor, and a rooftop with retractable roof with a casual café and bar. An open modular entertainment space with an approximately 200-person capacity will be programmed and managed by the Majestic owners. Dark brick, cream brick and textured metal panels are proposed as building materials. Because of the tight site constraints there are concerns about getting a building in here that will offer a return for its investors while serving the neighborhood. Code allows for 6 floors and while this is proposed at 7 floors it is actually below the height limit. From a pedestrian standpoint the viewshed will remain the same down King Street, while the top floor will offer stunning views of the lake and downtown. To address the Downtown Urban Design Guidelines they are up to the street edge. They will create a valet parking area with a service loading zone on the west side of the street. Two trees would be taken down on King Street to accommodate for the canopy; there would be greenery at the rooftop as well as on the wrap-around porch. With the lounge space at the first floor level they will have a nano-wall system to engage to the exterior and introduce activity back onto the street. Balconies are proposed on the Webster Street façade to help activate that street. The elevator lobby throughout the building

will offer views of the Capitol. When you are at the Capitol side of the Square looking back, you will see the proposed art installation on the glass element.

Comments and questions from the Commission were as follows:

- Conceptually it's a nice project. I think the stepback doesn't work on this kind of architecture, this kind of building. The sense of place is very strong. I think if you keep going in this direction, to me this is a very favorable project.
- I'm somewhat concerned about the balconies. These are beautiful renderings, but I kind of like the tree canopies that go down King Street and to see that go away for this canopy, which may or may not end up depending on the way things go with other negotiations. The biggest thing that concerns me about this project is the potential for it to be an abrupt end to King Street because we're always looking up at the Capitol. This balcony is also going to abruptly end and never going to be repeated up and down King Street. I think the building is a beautiful composition in its own right, I just contextually I wonder about some of the things where it's too abrupt and not as contextual as the renderings show it to be.
- We talk a lot about continuity of composition. You have a real porous rhythm here and you turn the corner, it's going to be an important consideration as you move forward.
- If you can sensitively keep that tree canopy while still gaining the balcony, maybe there's some balance on that face. If you did share that area with the tree you would still have the continuous feel if your balcony were strong enough.
 - We've talked about doing planters along the balcony guardrail to help continue that soft edge that the tree canopy creates while still gaining the patio/balcony on that edge.
- Create an option to show what this will look like without the public art aspect.
- As you evolve your concept it will be very important to meet with Matt Tucker, Zoning Administrator because he is the interpreter of what the ordinance allows.
- This site really is a void in the urban fabric. This is a very thoughtful solution to fill that void that is permeable to the street on two levels, which is impressive.
- I'd go more contemporary and less historic, but I know you're probably going to have resistance to that from other bodies. I don't think it's overly fake historic looking at all.
 - We want to build a modern building that pays homage to the historic neighborhood.

ACTION:

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

URBAN DESIGN COMMISSION PROJECT RATING FOR: 118 King Street

| | Site Plan | Architecture | Landscape Plan | Site Amenities, Lighting, Etc. | Signs | Circulation (Pedestrian, Vehicular) | Urban Context | Overall Rating |
|-----------------------|-----------|--------------|----------------|--------------------------------|-------|-------------------------------------|---------------|----------------|
| Member Ratings | - | 8 | - | - | - | - | - | - |
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General Comments:

- Interesting project.