

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION

PRESENTED: March 22, 2017

TITLE: 118-122 State Street – New Development of a Hotel in the Downtown Core. 4th Ald. Dist. (46482)

REFERRED:

REREFERRED:

REPORTED BACK:

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ADOPTED:

POF:

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ID NUMBER:

Members present were: Richard Wagner, Chair; Richard Slayton, Lois Braun-Oddo, Cliff Goodhart, Dawn O’Kroley, Rafeeq Asad, Tom DeChant, John Harrington and Michael Rosenblum.

SUMMARY:

At its meeting of March 22, 2017, the Urban Design Commission **RECEIVED AN INFORMATIONAL PRESENTATION** of new development of a hotel in the Downtown Core located at 118-122 State Street. Appearing on behalf of the project were Ken Gowland, representing Metro Studio, LLC; and Kraig Kalashian, representing KKAD. Registered in support and available to answer questions were Eric Nordeen, Matthew Prescott and Jeff Vercauteren, representing Ascendant Holdings/122 State Group. Registered and speaking in opposition were Robert Klebba and Craig Deller, representing Madison Trust for Historic Preservation. The goal is to develop a hotel design that is going to be respectful to each of the contexts they are addressing on both State Street and Dayton Street. They will try to break up the façade to relate more to the pedestrian scale of State Street, opening up the ground floor with more glazing, introducing a connection between the building and the street, and the introduction of various balconies and making it less of a large monolithic block.

Jessica Vaughn of the Planning Division noted that this project is located within the Downtown Core and is subject to the height restrictions identified in the Downtown Plan, which identifies the maximum height as four stories along State Street with a maximum of six along Dayton Street. The Commission will be seeing this project again as a Planned Development. As such it will be subject to the Planned Development standards for approval, including those related to excess height. As stated in the PD standards...”excess height may be considered if it allows for a demonstrated higher quality building than could be achieved without the height.” Another item to note, as indicated in the Historic Preservation Planner’s Report, is that the project site is adjacent to a landmark (114 State Street) and includes the proposed demolition of a building (118 State Street) that very likely has historic value and that will also likely not result in a positive recommendation for demolition.

Klebba spoke in opposition to the proposal because it does not respect the historic context. The proposal does not provide a building that we would want to preserve in 50 years. Concern about the relationship next door.

Deller spoke in opposition, noting the historic nature of the streetscape will be lost. Historic elements should be incorporated into the building.

Comments and questions from the Commission were as follows:

- Current terra cotta material consideration is that tone, and not the russet tone?
 - Yes that's correct.
- The earlier red version is too heavy with the black.
 - When we looked at the palette as a whole, the red was not as harmonious with the overall natural look we're going for.
- What would the glass color and the framing be?
 - The glass would be clear (water white) and the framing dark bronze. Respectful of the zinc paneling.
- So the ask is 3 additional stories?
 - Yes.
- There's no way I see a skywalk as part of exceptional design with this. I hope that's going away as part of this.
 - As of right now, it's part of the development plan. Discussions with staff are on-going; we would re-clad it in...
- If it's exceptional design it doesn't have that walkway, that's just my bottom line.
- The building contains no parking, and the expectation is to use public parking.
 - Yes, valet and other private parking. We've been talking with Madison Parking Utility so we have a pretty high degree of comfort that they can accommodate us, with a valet operation and other private parking availability, especially at night. Parking is a big concern and we don't want to make it seem like we're aloof but we actually have a fairly high degree of confidence that something like this ought not trigger building more parking given our use.
- I'm assuming that's a fairly high demand ramp.
- Yes and sometimes with Overture events it can be full.
 - That was one of the issues that came up with Madison parking.
- If you look at the recently constructed building across State Street, that has a finer texture that's more appropriate to the historic buildings based on the scale of how things are broken up and that rhythm of historic street façade, although in a modern dialogue. A four-story element on State Street will need a lot refinement to be good to its neighbors and maintain that context and scale. I really think you're going to have a difficult time getting bonus stories if even getting all the way up to the maximum number of stories on Dayton Street while being appropriate to the context. And your mechanicals don't feel integrated to the building, it feels very very tall, and because of the following of the footprint exactly on your property line, it doesn't feel like a State Street address which happens to have a taller element. This is way too heavy on the back end to be appropriate, way too tall, too much mass, because the footprint follows what you have for a property line with an odd shaped site doesn't respect the State Street character.
 - It's a very strange shaped site. What I'm trying to understand...
- To make the relationship to State Street stronger, the upper levels of the Carroll and Dayton following the geometry of the site, it's not a box, it's an odd geometric form because of the block shape.
 - Then we have an angular façade that is even more disruptive.
- I'm saying stay true to State, have an angular façade on Dayton or Carroll, or maybe it's just the height, State Street can't handle the height. State Street geometry should be stronger.

- Flat iron buildings use the geography of those strange blocks, it seems as though you're not using the geography. I don't know that something so rectilinear is the answer, but it has to somehow use the geography, not fight with it. Your solution isn't there.
- I'm not seeing context from materials, it seems like you're moving away from what trying to accomplish by ending up with this super modern look. Voids and solids respect the context more than materials.
 - Some of the comments we received from staff were pushing towards a little bit less activity in terms of the material. It was an explicit directive of three materials only.
 - We also heard not to recreate a faux historic building. Something new should look new.
- It can be new but still be on context with what's around it.
- State Street is your anchor. I agree that the second iteration is the best. I'm sure you'll get a lot of good input from the Landmarks Commission.
- Are you going to have this gathering space here? It's not shown on the other ones.
- I would reinforce what Dawn said. I think there's a potential for bonus stories, I don't know about nine stories. How are you going to activate Dayton Street? I'm not sure about Carroll Street.
 - Purely design or the function and programmatic elements?
- Somehow giving it a feeling that the massing isn't there. We don't want more tunnel effect.
 - The way Carroll Street is currently being planned is for manned valet parking.
- You should have entrances with more than one function on State Street. When you get those really long façades with only one function, taking one storefront on this context is hurting that character and scale. \
 - More variation to get better scale.
- With the building code requirements, you can't have any openings along the property line.
 - They have the air rights. It's glass for the hotel rooms.
- When you come back, because of the importance of the site, use the best rendering techniques you can find with perspectives that are real perspectives you would see. You may be hurting yourself with these far away perspectives with having the buildings in the way. I want to see if I can really see that stepback as I walk down State Street or not. And if I do perceive that crooked bend coming up Dayton Street.
- It seems of all the facades State Street is the most solid. Why all the glass on the south facing façade.
- On the Carroll Street side, is this just a back entrance?
 - It's actually the main vehicular arrival point.
- If you look at the Dayton/Carroll side, the rhythm of windows there seems to have a rhythm that ties back to the building on the other side. State Street you don't have that rhythm at all and that's a real problem.
- This particular image, if you had both State Street façades shown so you reflect the new building we were just referencing, that would help.

ACTION:

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