

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION

PRESENTED: February 11, 2015

TITLE: 5110 High Crossing Boulevard – Planned Multi-Use Site for a Four-Story, 106-Unit “Holiday Inn Express Hotel” and a Two-Story, 44,000 Square Foot “Gold’s Gym” Health Club. 17th Ald. Dist. (37163)

REFERRED:

REREFERRED:

REPORTED BACK:

AUTHOR: Alan J. Martin, Secretary

ADOPTED:

POF:

DATED: February 11, 2015

ID NUMBER:

Members present were: Richard Wagner, Chair; Cliff Goodhart, Tom DeChant, John Harrington, Richard Slayton, Lauren Cnare, Melissa Huggins and Dawn O’Kroley.

SUMMARY:

At its meeting of February 11, 2015, the Urban Design Commission **RECEIVED AN INFORMATIONAL PRESENTATION** for a Planned Multi-Use Site for a 4-story, 106-unit “Holiday Inn Express Hotel” and a two-story, 44,000 square foot “Gold’s Gym” Health Club located at 5110 High Crossing Boulevard. Appearing on behalf of the project were Jerry Bourquin and Sonail Lenan, representing Tim Nietzel. The redevelopment of this site will use the existing curb cut entrance. The two buildings would have a shared access drive and shared parking area, which includes underground parking. The positioning of the buildings was determined by the access, as well as the noise associated with the Interstate and High Crossing Boulevard. Glass, white sandblasted concrete, and fabric sunshades are all proposed as part of the building materials.

Comments and questions from the Commission were as follows:

- Did Zoning comment on the amount and location of EIFS being used on the hotel? It is prescribed in the Zoning Code. You’re going to need to talk to them because a new building is much more limited than a renovation.
- On Gold’s Gym your sunscreens with images are going to be a problem because they are signs, so run that by Zoning as well.
- This is such a nice read with those sunshades, which makes me think that the remainder of the building would want to read as kind of a cohesive solid. It makes me wonder if the roofline were consistent, and then when this draped canopy crawls up over the edge of this continuous parapet it might have more of a modern impact rather than at this point it has very traditional proportions, but in reality it’s very modern. Maybe look at that line of the coping, if it remains continuous (Gold’s).
- If you moved the entry drive down 12-feet it will better align with this, it will give you a straight section here rather than a jogged line and you can more easily move around. This looks like accidents waiting to happen; look at re-aligning the driveway entry to align with the left-hand curb cut in the median of High Crossing Boulevard. Then make the detention pond more of a feature.
- Make sure the two detention ponds are adequately sized. Make them look more natural. The other option would be to bring the parking lot in and integrate them.

- Look at redoing the pond to go on both sides of the driveway entry.
- I really do appreciate the idea of shared parking. How do you walk through here safely? If you can find a way to simplify, maybe not have so many connections. It's almost like a maze in a sense.
- I'll be curious when you come back to see what you do by this 10-foot drop off. What are these people going to be looking out at from the meeting room/breakfast area? I don't know if it's possible to move the building slightly away from the property line. That little area could really be an after-thought if it's not well designed.
 - That patio is actually kind of raised up. Our thought was creating more of a closed courtyard area.
- I like the north wall very much, with all the glazing. Is there any way you could repeat that all glazed wall facing High Crossing and serving the pool? That's a much more elegant and simpler design overall than what's proposed right now. Make it cleaner somehow.

ACTION:

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

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 rating for this project is 6.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 5110 High Crossing Boulevard

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