

AGENDA # 6

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: February 13, 2008
TITLE: 4802 Tradewinds Parkway – New Hotel in Urban Design District No. 1. 16 th Ald. Dist. (09118)	REFERRED: REREFERRED: REPORTED BACK:
AUTHOR: Alan J. Martin, Secretary	ADOPTED: POF:
DATED: February 13, 2008	ID NUMBER:

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

SUMMARY:

At its meeting of February 13, 2008, the Urban Design Commission **RECEIVED AN INFORMATIONAL PRESENTATION** for a new hotel located at 4802 Tradewinds Parkway. Appearing on behalf of the project were Dennis Bauer, Bauer & Raether Builders; Kevin Wilson, Beltline Hotel Partners II LLC; Arlen Ostreng, Fred Campbell and Jim Gersich, Dimension IV. Prior to the presentation Bauer distributed a revised packet for the development of a proposed hotel on the site. The project involves the construction of a 3-story “Sleep Inn and Suites” hotel on the site at Tradewinds Parkway, east of the intersection with Stoughton Road and the East Beltline Highway. The hotel contained 92 individual guest rooms, common space and an attached 1-story pool building including a covered drive-up at the front of the building. Following the presentation of the plans the Commission noted the following:

- Provide landscaping buffer at open space area adjacent to pool.
- Dead end parking needs to more work. The horseshoe arrangement of the parking lot featuring two dead end parking drive aisles needs to be reexamined, needs more work.
- The turning radii at the front porte cochere too tight. Adjust pool location in rear parking area, move building toward the street (Tradewinds Parkway) as well as toward easterly lot line and adjust surface parking areas accordingly. Based on this adjustment look at alternative front entry at end elevation facing Tradewinds Parkway.
- Examine the utilization of 16-foot long surface parking stalls in order to minimize impervious area.
- If building reoriented put more glass on the stair tower element.

ACTION:

Since 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 ratings for this project are 4, 4 and 5.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 4802 Tradewinds Parkway

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

General Comments:

- Look at alternative building/parking layouts. Avoid dead-end parking bays.
- Bring the building to the sidewalk.