

AGENDA # 9

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: May 21, 2008
TITLE: 822-844 John Nolen Drive – New Construction of a Hotel and a Restaurant in UDD No. 1. 14 th Ald. Dist. (10521)	REFERRED: REREFERRED: REPORTED BACK:
AUTHOR: Alan J. Martin, Secretary	ADOPTED: POF:
DATED: May 21, 2008	ID NUMBER:

Members present were: Bonnie Cosgrove, Marsha Rummel, John Harrington, Richard Slayton, Todd Barnett and Bruce Woods.

SUMMARY:

At its meeting of May 21, 2008, the Urban Design Commission **RECEIVED AN INFORMATIONAL PRESENTATION** for new construction located at 822-844 John Nolen Drive. Appearing on behalf of the project were Chris Thiel, representing SAA; Stan Ramaker, representing Design II Limited; Paul Sherer, representing Kahler Slater; Rick Van Den Hielvel, Heidi Supple, and Jay Supple. The project provides for the development of aloft hotel in combination with the restaurant on the site formerly envisioned for office development. The emphasis on the design and layout of the hotel/restaurant complex is based on the facilities' orientation to the waterfront or lake as found in existing locations in Oshkosh, Appleton, Green Bay and Milwaukee, therefore the design and layout emphasizes exposure and relationship with the waterfront of Lake Monona, maximizing waterfront views. The detailed presentation of the site, landscaping and building plans emphasized the facilities' orientation to the waterfront, the development of 50 underground parking stalls below the hotel, the incorporation of pervious pavement in various areas of the proposed surface parking lot, the development of on-site stormwater management features, the future development of a pier across the adjoining railroad right-of-way. The hotel features 136 rooms with a rooftop covered patio with a largely masonry brick façade. Speaking in favor of the project was Ald. Tim Bruer noting his support of the desire to keep parking off of the lake view, combined with having a restaurant/hotel within a tourism corridor that takes advantage of its proximity and view of the lake. Following the presentation the Commission noted the following:

- Check to see if project can meet a LEED standard with what is proposed.
- Check with adjacent office building to the south for shared parking arrangement, may allow for fewer stalls and less impervious surface.
- An inefficient parking arrangement. Provide for accessible bike parking.
- Question how much parking is proposed versus what is needed according to the code.
- Look at connecting buildings due to climate.
- Question why the longer leg of the hotel faces parking at the lakefront orientation; pull parking back so first and second story rooms don't look into a parking lot adjacent to the lake view.
- Look at way to relocate long leg of parking utilizing shared parking with neighbors or more underground parking with the area redesigned to engage lake in terms of open space.
- Agree that building placement belongs on water.

- Identify trees to remain along the southwesterly corner of the parking lot.
- The proposal for two separate buildings makes sense, what happens between needs to be better defined.
- Concern with the amount of pavement, provide for as much pervious pavement as possible.
- Need screening along northwesterly property line to screen undesirable views.
- Needs to be creative with rear parking area into the long leg of the hotel building with large tree islands.
- Look at shifting restaurant west to create a synergy between with a large enhanced open space.
- Let restaurant screen easterly lot lines.
- Align main drive aisle to work with view and exposure of lake.

Following the presentation Ald. Bruer noted the need to provide for adequate on-site parking to minimize impacts on adjoining properties and minimize potential negative effects on limited access and on-street parking on the terminal end of the frontage road. Following the presentation staff noted that the signage package may require additional approvals such as variances to be granted by the Commission and requested the applicant to verify components of the signage package in consultation with staff.

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 rating for this project is 6.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 822-844 John Nolen Drive

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
Member Ratings	7	-	-	-	-	5	8	-
	6	6	-	-	-	6	6	6

General Comments:

- Public access to lake is a key opportunity and benefit to project. Look at different parking strategies, work with neighbors, etc. Consider enhancing space between restaurant and hotel. Nice start.
- Eliminate parking behind building at water’s edge. Aggressively pursue shared parking.
- Great potential. Buildings take advantage of water but parking expanse weakens site plan.
- Look into shared parking opportunities. Is it worth pursuing a “LEED” classification?