

AGENDA # 2

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: April 25, 2007
TITLE: 702 North Midvale Boulevard – Hilldale Redevelopment – PUD(SIP), Site Plan Associated with Proposed Hotel. 11 th Ald. Dist. (04090)	REFERRED: REREFERRED: REPORTED BACK:
AUTHOR: Alan J. Martin, Secretary	ADOPTED: POF:
DATED: April 25, 2007	ID NUMBER:

Members present were: Lou Host-Jablonski, Todd Barnett, Michael Barrett, Cathleen Feland, Richard Slayton, Robert March, Paul Wagner and Marsha Rummel.

SUMMARY:

At its meeting of April 25, 2007, the Urban Design Commission **RECEIVED AN INFORMATIONAL PRESENTATION** on a PUD(SIP) for the Hilldale Mall Redevelopment located at 702 North Midvale Boulevard. Appearing on behalf of the project were Dominic Lanni, Ray White, Mike Sturm and Adam Fink. In response to the Commission's previous comments on the project, Dominic Lanni, Mike Sturm and Ray White presented revised plans that featured the following:

- The proposed parking ramp structure has been eliminated to allow for the shifting of the lower terrace/lawn open space area and plaza space to be shifted to the north to provide connectivity between it and the other open space area across Sawyer Terrace.
- The relocated open space has been redesigned and reconfigured to create an amphitheater space with ADA compliant secuitous walk including incorporation of the previously proposed series of terrace walls. In lieu of the parking structure resolved issues with the look and function of the open space areas.
- The Hilldale Way access drive has been redesigned to incorporate pedestrian/bike features including provisions of sidewalks on both sides.
- A surface parking area is to be maintained within the vicinity of the previously proposed terrace open space park, in combination with landscaping amenities along Sawyer Terrace. The surface parking area also includes a bus staging area that will allow the main Hilldale Way access drive to remain unobstructed along with minimization of traffic impacts.
- A review of the hotel/revisions to the mall plans emphasize details on the lower level façade containing commons areas and meeting rooms, a renovated updated rear entry to the Macy's tenant space similar to that as the front side elevation, along with the potential for a mural/signage on the upper northerly elevation of the hotel tower.

Following the presentation, the Commission noted the following:

- There's a lot going on on the site, it would be nice to provide more context with previous approvals, including renderings with further consideration of the project.

- Compliments on the linkage of greenspace eliminating the previous concern with the potential for “back side treatment” now not an issue with design as currently proposed.
- There is an issue with how the building meets the ground (hotel) with currently blank façade.
- Concern with the hotel’s main entry relationship to the Macy’s entry; a lot of traffic.
- There is a site plan concern relevant to the entry to the surface parking lot and the circulation queue causing a back up into the Hilldale Way. Reverse the circulation to force traffic to the rear of the surface parking eliminating conflicts with the driveway opening and main access drive, in combination with reducing the width of the drive aisle within the surface parking area and making it one way. In addition, concern with bollards to form edge with parking a durability issue.
- The drive aisle between the surface parking and hotel entry appears formal and informal. Decide and strengthen.
- On the hotel façade facing the Capitol building, rotate to maximize its view; the backside should have different fenestration.
- Design of the amphitheater should have different levels, not just 24 inches in height.
- Add openings in the lower level façade of the hotel adjacent to the pool area to allow for natural light.
- Modify the front glass wall on the conference level for considerations for an open terrace to maximize the use of the adjacent roof overlying the mall.
- The modifications to the project area well done create open spaces that actually relate to one another, like rethought of the parking structure and the use of surface parking across the street.
- Problem with the lack of windows on the north side of the building as noted by Ald. Gruber.
- Regarding the wall graphic, not a reason to do because the hotel wants it, should be part of the architecture, enhances architecture and is integrative.
- Concern with the use of EIFS, cheapens building depending on how it’s applied, look at alternatives, raise the bar.
- The column at the corner of the lower level building adjacent to the loading area an awkward element, integrate or make disappear.

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 6, 7, 7, 8, 8, 8 and 8.5.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 702 North Midvale Boulevard

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
Member Ratings	8	7	9	-	-	9	9	8
	9	8	-	-	-	8	9	8.5
	6/7	6	6	-	-	6/7	7	6
	8	7	9	8	7	8	8	8
	7	7	8	7	7	7	8	7
	8	6	8	9	-	9	8	8
	8	5	6	7	-	8	8	7

General Comments:

- Outstanding landscape/site development. Would prefer fluid hotel design to blend with curvatiuous site design.
- Super job. This will become a community facility.
- Real improvement, especially of the site plan and park spaces, and how these relate to the buildings. Nicely done. Hotel design still needs some work.
- Consider major and minor lawns in westernmost open space (vs. equal sizes).
- What a beautiful integration of architecture, landscape architecture, traffic calming, even ADA!
- Very exciting – share concerns above brick/pool element; street congestion and planters near hotel entry. Like new greenspace solution. Like idea of outside space for conference area.
- Much improved. Congrats. Roof deck off banquet center; more glass to Capitol view. “Balls” to drums.