

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION

PRESENTED: May 10, 2017

TITLE: 4601 Frey Street – 12-Story, 275,542
Square Foot Mixed-Use Building
Containing 178 Guest Room Hotel and
Office Tenant. 11th Ald. Dist. (45165)

REFERRED:

REREFERRED:

REPORTED BACK:

AUTHOR: Chris Wells, Acting Secretary

ADOPTED:

POF:

DATED: May 10, 2017

ID NUMBER:

Members present were: Richard Wagner, Chair; Dawn O’Kroley, Cliff Goodhart, Rafeeq Asad, Lois Braun-Oddo, Tom DeChant, and Amanda Hall.

SUMMARY:

At its meeting of May 10, 2017, the Urban Design Commission **GRANTED FINAL APPROVAL** of a 12-story mixed-use building located at 4601 Frey Street. Appearing on behalf of the project were Josh Wilcox, representing RMC; and Jeff Steen, representing Ken Saiki Design. Registered in opposition and available to answer questions was Roger Fritz. Registered neither in support nor opposition and wishing to speak was Sharon Goldsmith. The project has received Plan Commission approval. Wilcox addressed the Commission’s previous concerns regarding the treatment of the western façade and how the stairs on the northeast corner greet the pedestrian as they access the hotel to that patio, and changes to the jointing patterns related to the EIFS. Traffic issues were fleshed out at the Plan Commission and staff levels. The western element created an 8-foot high beam and column line to create a simple line that corresponds with the façade below. They are integrating their stormwater tank into the terrace. It is open to the public.

Sharon Goldsmith spoke to concerns about how beautiful this could be since it will be what they look at out their units at Weston Place. It’s better than it was. The Junipers seem too cone-like. The rest of the hotel is quite interesting to look at but the part residents will see is not. There were 65 trees on the property; 35 of them are already scheduled for removal. As far as greenspace is concerned they are losing a huge amount of space. The side of the building is very dark. We need color in here. It still looks pretty industrial and needs softening. There’s a huge amount of glass, is bird-proof glass indicated in this case?

The City doesn’t have any regulations on bird-proof glass. The whole lower level associated with offices, and also the parking garage and public space form would all have tinted glass. The guest rooms would be clear.

Comments and questions from the Commission were as follows:

- What’s the reason for the 8-foot post?

- At the last meeting we were asked to screen those louvers more effectively. The thought was that it distracts your eye. Your eye kind of follows those lines with planters behind them and it's layers of interest to take your eye away from the louver we're trying to shield.
- The signage is too high, too much, it should be on the lower portion dark mass of the building, not on the tower.
- The signage will come back as a separate item, we're not dealing with signage tonight.
- The stairs are simple and probably the best you can do given the site.
- There's a lot of rich deep colors here, it's dramatic. It looks sort of like a castle with the steps in the elevation going up. It shouldn't look anything like the Hill Farms building and I'm still getting a hint of that. Is there any room to soften something?
 - About 30% is champagne grey metal, we can play around with the tones a little bit. It will shine in different lights and it softens the darker tones of the masonry down below.
- What about the concrete pad?
 - There's no emergency generator there, it's incorporated into the building. There's a transformer next to them. We've investigated that thoroughly with MG&E and keeping them altogether makes the most sense.

ACTION:

On a motion by Braun-Oddo, seconded by Goodhart, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a unanimous vote of (6-0).