

AGENDA # 1

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: August 5, 2009
TITLE: 666 Wisconsin Avenue – PUD(GDP-SIP) – Edgewater Hotel. 2 nd Ald. Dist. (15511)	REFERRED: REREFERRED: REPORTED BACK:
AUTHOR: Alan J. Martin, Secretary	ADOPTED: POF:
DATED: August 5, 2009	ID NUMBER:

Members present were: Bruce Woods, Richard Wagner, John Harrington, Marsha Rummel, Dawn Weber, Richard Slayton, Todd Barnett, Jay Fern, Ron Luskin and Mark Smith.

SUMMARY:

At its meeting of August 5, 2009, the Urban Design Commission **RECEIVED AN INFORMATIONAL PRESENTATION** on a PUD(GDP-SIP) located at 666 Wisconsin Avenue. Appearing on behalf of the project were Amy Supple, Sarah Carpenter, R.A. Dunn, Scott Watson, representing Carpenter Local 314; Scott Faulkner, Kim Donovan, Patrick Corcoran, Tina Kurt, Dan Burke and Ruth Wendtlandt. Appearing in opposition to the project were Michael Bridgeman, representing the Madison Trust for Historic Preservation; Fred Mohs, Ledell Zellers, and Paul Schoeneman. Currently the Edgewater Hotel consists of 97,756 square feet of finished gross building area in two structures, providing for a total of 107 rooms, 1,100 square feet in meeting facilities, two restaurants and 168 underground parking stalls. The Edgewater redevelopment provides for the expansion of the existing facility in combination with additional lands obtained from National Guardian Life to the northeast to allow for the development of 227 hotel rooms, 12,542 square feet of meeting and banquet space, a fine dining restaurant, a casual dining restaurant, on the pier a café/retail space/spa fitness center, and approximately 354 parking stalls including outdoor plazas and terraces abutting the property's Wisconsin Avenue and lake frontages, along with provisions for meeting/banquet facilities and hotel administration. Supple and Carpenter provided an overview of the project paralleling provisions within the application packet. Following their presentation, public testimony from those for and against the project was as follows:

- Issue with the use of right-of-way an obstruction and the need to stay within the legal frame of the ordinance requirements, especially that of a historic district.
- The project represents beautification and economic development and provides for the redevelopment of a facility that requires updating.
- Michael Bridgeman representing the Madison Trust for Historic Preservation spoke in opposition, detailing the requirements for the R6H zoning district, which limits heights not to exceed 50-feet, noting issues with height and massing and the need for the project's architecture to compliment other structures within the district.
- Ledell Zellers spoke in opposition noting that the PUD is not in character with the historic district and requirements for the R6H zoning designation, remarking on the project's inconsistency with the PUD standards and being not compatible with the physical nature of the site, as well as issues with the project infilling one of the Mansion Hill District's hills.

- Fred Mohs spoke in opposition noting obstruction of views by vehicles and buses off of the property's Wisconsin Avenue and Langdon Street frontages, and noting that the project does not meet the required setbacks of the existing zoning and therefore requires serious modification.

Following public testimony the Commission noted the following:

- Need to provide more details on the public space.
- Appears design needs DNR approval.
- Issue with the parking of a lot of cars proposed with the project. Provide traffic studies to deal with impact as well as issues with traffic patterning on adjoining streets.
- Concern with the addition of use for the penthouse level in addition to new tower's consistency with the provisions of the R6H zoning.
- Follow through on public access to the waterfront as well as extension across the National Guardian Life property to the northeast.
- Clarify new construction within the 75-foot lakefront setback.
- Issue with reclaiming renovation of the 40's building so as not to impact with new construction associated with new building. Provide more information on the use and development of the plaza area as it relates to the entry to the 40's building.
- Look at buildings and architecture that are immediate to the area and site to provide an architectural vocabulary that will provide that the building is built for this area.
- Suggest providing a more detailed cross-section that shows building's in context with other buildings along Langdon between existing and proposed structures along Wisconsin Avenue, as well as use of a scale model in lieu of animation was strongly suggested.
- Look at alignment of plaza features centered with the Capitol. Include an existing site plan in the future application packet.
- Talk with DNR before coming back on the real feasibility of the pier feature.
- Use of public space at plaza needs to be ironed out, as well as public access to hotel and lakefront levels.
- Corridor going down through to lake needs to define activities that will activate the space.
- Do sun/shadow model on the downstairs corridor including a wind study to deal with snow issues.
- Look at alternatives to bring height of new tower down.
- Bring different iterations of the tower to provide more background on the feasibility of the structure as proposed.
- Space along the lake way too small and doesn't really deal with how people will use it. Needs to be of high quality, needs to firm up how spaces will be used as a function of urban design, provide more details on the lake level and end views, including the ramp down to the lake which is good idea but feels cramped.
- Pull building back to give more breathing room to the existing Edgewater and lake.
- Architecture needs to be stunning; not there yet.
- Pathway at lake needs to be more gracious but needs more room, a shadow study is critical, need to make walkway east from the pier more viable.
- Look at alignment with Capitol.
- Concept architecture in setting off existing Edgewater appropriate but need to create pieces that tie both together.
- In terms of massing look at height in terms of existing context.
- On return for further consideration show what can be done to meet standards of historic district.
- Find way of peeling off more of the 70's era building; use to make connection to lake, consider widening down ramp.

- Building height provide more information on the floor system, floor to ceiling height, expose existing building and improve access to lake.
- Look at green roofs, look at lakeshore path and Union Terrace's relationship to lake as a comparison.
- Look at City parks guidelines for use as public terrace.
- Look at LEED certification.
- Look at using matching brick on new tower.
- Provide eye level perspectives from lake level and Wisconsin Avenue and other site lines.
- Concern with more projects building up to the height limits.
- Encourage Commission to tour and walk area to get a feel for the area and project.
- Eliminate pinch at north corner at lake, look at rounding, needs to do something else if path doesn't extend.
- Agree with height issues, even penthouse should not exceed limits.
- PUD requires exceptional architecture, architecture needs to stand out.

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, 6, 7 and 7.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 666 Wisconsin Avenue

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

General Comments:

- Need more perspective views – see plan mark ups.
- Strong, active concept. Shape studies of context and relationships in massing to adjacent structures. Study relationship of fenestration with 1940s building.
- Shadow study is needed; lakeside treatment needs to be a major asset to the entire length; respect the center line of Wisconsin Avenue.
- Outstanding opportunity to bring life and activity to an under-utilized area of Madison. Massing remains an issue. Height remains an issue. Traffic interference with plaza use remains unresolved. Maximizing public access to plaza and designing for flexible use is key to ensuring public is provided adequate consideration for the considerable sacrifice you are asking. This site and developer’s vision calls for stunning architecture while current design is not yet there.
- Meet Mansion Hill Historic District height and massing standards. Consider moving drop-off/entry from “public space right-of-way” in front of new hotel. Widen staircase – only 5’ in plans, not 25’ as stated by applicant. Lakefront access is too shrunken. Provide renderings from Langdon and Wisconsin Avenue. Show skywalk in more detail. Respect historic district architecture in design of new building. Traffic issues/circulation will need to be addressed. Appreciate restoration of circa 1940s Edgewater.
- Interesting project. Great possibilities for public engagement. Need to ensure these really exist. Address or demonstrate that you’ve tried to address zoning concerns.
- Basic site plan well conceived. Site entry plaza must align with Capitol. Architecture should reflect area.