

AGENDA # 3

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: March 12, 2008
TITLE: 333 West Washington Avenue – Amended PUD-SIP for a Hotel. 4 th Ald. Dist. (06876)	REFERRED: REREFERRED: REPORTED BACK:
AUTHOR: Alan J. Martin, Secretary	ADOPTED: POF:
DATED: March 12, 2008	ID NUMBER:

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

SUMMARY:

At its meeting of March 12, 2008, the Urban Design Commission **GRANTED INITIAL APPROVAL** of an Amended PUD-SIP for a hotel located at 333 West Washington Avenue. Appearing on behalf of the project was Att. Bill White, Nathan Novak and Denny Meikleham, all representing Lodge Works; Ed Freer and Adam Winkler, representing The Alexander Company; and Peter Ostlind and Jonathan Cooper of the Bassett Neighborhood Capitol West Steering Committee. Prior to the presentation staff noted extensive discussion on the traffic/circulation issues at a meeting following referral of the item at the Urban Design Commission's meeting of February 27, 2008. Staff reported the outcome of the meeting, provided for resolution of many of the vehicular/pedestrian traffic and circulation issues noted with the development of the project on its site as well as adjoining properties. Novak and Freer provided detailed review of both vehicular and pedestrian traffic circulation issues, noting modifications to the plans such as the provision for two-way traffic on Washington Place, the reorientation of the vehicular circulation pattern at the adjacent "345 Building," the removal of left turn out provisions at the through drive/drop-off for the hotel, as well as the redirection of traffic circulation at the adjacent 345 Building moving driveway access away from the already busy corner of Broom Street and West Washington Avenue. Novak further provided a review of the hotel drop-off circulation and signing. Following a discussion on the pedestrian/vehicular circulation issues, Novak provided a detailed review of modified building elevations including the provision of front projecting windows on both the east and west elevations abutting the property's West Washington Avenue frontage to provide more light and views to the Capitol and down the West Washington Avenue corridor. He further noted the provision of large windows adjacent to the stair on the south elevation, in addition to a projecting copper bay element. Following the presentation Ostlind, representing the Bassett Neighborhood Capitol West Steering Committee raised issue with the use of gray concrete block creating a blank and bland quality to the building with materials similar to that used on the adjacent 309 building and Broom Street Lofts; this material needed more variation. Jonathan Cooper, also representing the steering committee noted satisfaction with modifications to the traffic flow plan and the addition of large windows on east and west elevations abutting the property's West Washington Avenue frontage. Novak emphasized the bumping up of bike parking to 12 stalls, signage to refer to the structured parking, additional bike parking within the ramp. Following the presentation the Commission noted the following:

- Reluctantly accept the bicycle stall arrangement and signing but not a good long-term solution should be up front in adequate quantity at the main entry to the building on West Washington Avenue.
- Project has come a long way concern about the amount of concrete, variety of window patterns the project does not reflect the variety as in other adjacent buildings within the Capitol West development, don't think that the architecture is done yet.

ACTION:

On a substitute motion by Ferm, seconded by Rummel, the Urban Design Commission **GRANTED INITIAL APPROVAL** with instructions to come back with better options for the south elevation façade and enhancement of architecture along West Washington Avenue. The substitute motion found support as the main motion on a vote of (5-3) with Barnett, Rummel, Cosgrove, Ferm and Host-Jablonski in favor, and with Slayton, Woods and Wagner voting no. The subsequent vote to grant initial approval was passed unanimously on a vote of (8-0). The motion for initial approval also provided more specificity regarding architectural issues yet to be resolved as follows:

- Examine providing a stronger base and top treatment to the building.
- Windows are a bit static, need more fenestration.
- The side façades and rear are generally OK, but front façade lacks rhythm; something not quite right about the center of the front façade appears tacked-on, windows appear flat, dead.
- Consider modifying the corrugated center of the West Washington Avenue façade; curved with windows emphasized.
- Examine projecting the center piece, lacks level of scale.
- Provide details on the depth of scoring from shadow lines. Shadow lines in concrete should be pronounced. Consideration for including form lines and texture.
- Consider making copper projections on the front façade to be part of the room; something more substantial.
- Use a more diverse range of windows.
- From the rear elevation, come back with a mix of materials.
- Provide scoring samples and details including a matrix of colors and mortar for the concrete block areas.

A previous motion by Slayton, seconded by Wagner for final approval was replaced with adoption of the substitute motion.

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 5, 6, 6, 6, 6, 6, 6.5 and 7.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 333 West Washington Avenue

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
Member Ratings	6	5	6	-	-	6	6	6
	6	7	6	-	-	6	6	6
	-	5	-	-	-	8	9	6
	6	5	6	6	-	6.5	7	6.5
	-	5.5	-	-	-	7	6	6
	-	-	-	-	-	-	-	6
	-	5.5	-	-	-	7	-	5
	8	6	7	6	7	7	7	7

General Comments:

- Circulation revisions work functionally and intuitively.
- Quality of architecture needs to match (or surpass) prominence of site.
- The traffic pattern is a great step forward. The front façade of the building needs additional work. Consider using more variation in the windows, or other design elements.
- Real improvements to site circulation. Kudos to applicants in their efforts to educate Traffic Engineering staff. Now the architecture needs some improvement.
- The circulation is improved, now please wow us with a building that will justify taking public right-of-way.
- Site much improved.