

AGENDA # 5

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: December 15, 2010
TITLE: 2205 Rimrock Road – Demolition for New Hotel Exceeding 40,000 Square Feet. 14 th Ald. Dist. (19242)	REFERRED: REREFERRED: REPORTED BACK:
AUTHOR: Alan J. Martin, Secretary	ADOPTED: POF:
DATED: December 15, 2010	ID NUMBER:

Members present were: Marsha Rummel, Mark Smith, Dawn O’Kroley, Todd Barnett, Richard Slayton, R. Richard Wagner and Jay Handy.

SUMMARY:

At its meeting of December 15, 2010, the Urban Design Commission **GRANTED FINAL APPROVAL** of a demolition for a new hotel to exceed 40,000 square feet located at 2205 Rimrock Road. Appearing on behalf of the project were Peter Tan, Sarah Pittz, Clay Carlson, Brad Carlson, representing Gateway Project, LLC; and Chuck Possehl, representing The Bruce Company. Possehl detailed modifications to the site/landscape plan as requested by the Commission noting the following:

- Additional landscaping comprised of canopy trees and other plantings have been provided along the eastside of the parking lot.
- A request to add additional canopy trees along and beyond the north property line has been provided in conjunction with the adjoining property owner.
- An enhancement and redesign of the center circular feature as well as additional perimeter landscaping.
- The driveway entry end island treatment has been slanted to reduce right turn movement to short cut to drop-off canopy.
- Replace Oak species.
- Use of steel or aluminum edging and replacement of wash stone for shredded bark.
- Landscaping around building reoriented to meet with building panels versus window openings.

Tan provided a summary of revised building elevations to emphasize the redesign of the canopy treatment at the main entry and drop-off area, the building’s tower element versus one story portion, cornice treatment, entry revisions and proportions of arch window openings including the addition of a green roof on the one-story portion of the hotel. Following the presentation the Commission noted the following:

- Base treatment at main entry eroded from previous versions; need to be studied.
- Need solution for drop-off area creating too many problems with site design and circulation (vehicular and pedestrian); should be flipped.
- The site design as proposed will require staff and signage to resolve issues but is not the worst.
- Appreciate landscape and architectural changes.

- We usually like to see more trees in the parking lot.
- I commend you on the green roof.
- Resolve issue with the relationship of the upper façade to lower at corner entry.

ACTION:

On a motion by Barnett, seconded by Smith, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a vote of (6-0). The motion passed with the option of the applicant to revisit the architectural and elevational details to come back to staff and that the Plan Commission shall formally study and consider traffic patterns, circulation (vehicular and pedestrian), parking and drop-off details, including the exact locations of vehicular traffic, bus movements and where cars will stop before approval. The motion also commended the applicant for a green roof on the one-story portion of the hotel with the understanding that it is part of the project as approved.

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 and 6.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 2205 Rimrock Road

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

General Comments:

- Drop-off areas/vehicular circulation looks problematic.
- PC – please study traffic, drop-off/circulation. Handsome building. Like green roof.
- Simply odd. Light fixture selection has no relation to the architecture. Vehicular circulation will be a disaster.