

AGENDA # 2

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: July 25, 2007
TITLE: 333 West Washington Avenue – Amended PUD-GDP for a Hotel. 4 th Ald. Dist. (06876)	REFERRED: REREFERRED: REPORTED BACK:
AUTHOR: Alan J. Martin, Secretary	ADOPTED: POF:
DATED: July 25, 2007	ID NUMBER:

Members present were: Lou Host-Jablonski, Chair; Marsha Rummel, Todd Barnett, Bruce Woods, Richard Slayton, Joan Bachleitner and Michael Barrett.

SUMMARY:

At its meeting of July 25, 2007, the Urban Design Commission **GRANTED FINAL APPROVAL** of an amended PUD-GDP for a hotel located at 333 West Washington Avenue. Appearing on behalf of the project were Bill White, Ed Freer, Nathan Novak, Adam Winkler, Natalie Bock, Kyle Trulen, Gene Devitt, Rosemary Lee and Jonathan Cooper. The applicants provide a review of the original proposal as designed utilizing the public right-of-way. An additional option that utilizes a looped driveway between the existing driveway for Washington Place and the adjacent office building to the south; featuring two driveway openings was also presented. A third option was provided which features the inner connection with a perpendicular drop-off on the hotel's property outside of the public right-of-way connecting the two existing drives on Washington Place and the existing office building to the south along with a fourth option utilizing curbside drop-off only.

Further review of the four options provided that the looped double driveway access was not favored by the Traffic Engineer. The perpendicular connection of Washington Place and the existing drive to the south for the adjoining office building outside of the right-of-way provided significant issues with a change in existing grades. The use of the public right-of-way at the curb line with no additional drives across the terrace being noted as unsafe for vehicles with the flow of traffic in the right-of-way as well as providing minimal to no protections for hotel clients in addition to unloading and loading crossing the pedestrian plane of the sidewalk and terrace on an already busy street. Therefore, the applicant noted their preference for the design as originally proposed. It was further noted that a drop-off of the curb presents a safety issue, no place of refuge to pull off the street. The originally proposed option was noted as also providing for no new curb cuts, no new curb aprons, with no conflicts with the pedestrian movement on the sidewalk, a safe drop-off for clients and pedestrians as well. It was further noted by the applicant that Traffic Engineering staff would not approve a curbside drop-off.

Following the presentation several neighbors spoke and registered in support of the project. Jonathan Cooper noted an issue with the use of the public right-of-way's inconsistency with the adopted "Bassett Neighborhood Master Plan". The plan's "Opportunity Analysis" relative to Streetscape and Visual Character notes that "the mature tree canopy and wide terraces along West Washington Avenue provides a gracious and attractive approach to the State Capitol and should be preserved". The plans "Streetscape Recommendations" for West Washington Avenue – Regent Street to Capital Square provides for the "Preservation of the existing grass

terraces and canopies.” Cooper noted that the intrusion of the porte cochre as well as the introduction of a perpendicular drive-aisle/drop-off for the hotel within the public right-of-way was inconsistent with this provision. Cooper also noted that the curbside drop-off option was not supported by the neighborhood due to problems with congestion already in the street. Cooper further emphasized that the Bassett Neighborhood Master Plan does not support development within the boulevard and would act to affect the character of the boulevard where the plan called for the preservation of green space within the corridor.

Following the presentation, the Commission noted the following:

- The issue with the mature trees adjacent to the drop-off area requires address and resolution.
- Like design but needs to provide a mechanism to keep cars from driving up on adjacent sidewalk as well as provide protection for pedestrians and develop an exceptional landscape plan for the area.
- Uncomfortable with the canopy “porte cochre” going past property line sets precedent in addition existing trees should be shown on the proposed plans.
- Appreciate the reference from the neighborhood plan. Important to cherish to protect the streetscape of West Washington Avenue. Need to get imaginative about dealing with pick up and drop-off without overly encroaching into the right-of-way. Not supportive of use of right-of-way as other projects.
- Uncomfortable with the solving site design problems with the use of public right-of-way.

ACTION:

Following three previous motions a fourth motion by Barnett, seconded by Woods, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a vote of (4-2-1) with Host-Jablonski, Barnett, Woods, and Slayton voting in favor, with Barrett and Rummel voting no, and Bachleitner abstaining. The motion required the following:

- Details for anything developed within the terrace (right-of-way) shall come back for further consideration of the future SIP for approval by the Urban Design Commission and further tweaking.
- The porte cochre needs to be an extremely good design to provide protection for pedestrians.
- The landscape plan needs to be outstanding, identify existing trees locations at the same time not utilizing Norway Maple or Honey Locust tree species.
- Provide a safety zone at more or less 2 or 5 feet in width between the public sidewalk and drop-off drive lane to be more appropriately designed for accessibility especially grading at the sidewalk.
- Reduce the width of the drop-off drive aisle to 12 feet (mandatory) with the design of the porte cochre canopy to feature a look as a transparent structure with all details provided as part of consideration of the future SIP.

Three previous motions on this item failed. An earlier first motion to approve the project with concerns relevant to the design of the porte cochre and landscaping failed for the lack of a second on a motion by Woods. A second motion to reject the project by Barrett, seconded by Rummel due to issues with the intrusion of the porte cochre and use of the public right-of-way for drop-off purposes failed on a vote of (2-3-2) with Rummel and Barrett voting in favor, with Woods, Slayton, and Host-Jablonski voting no, and Bachleitner and Barnett abstaining. A third motion by Slayton, seconded by Woods, to grant final approval with conditions relevant to landscaping, the width of the drive aisle drop-off and design of the porte cochre failed on a vote of (3-3-1) with Woods, Slayton, and Host-Jablonski in favor, with Rummel, Barrett, and Barnett voting no, and Bachleitner abstaining.

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 3, 4.5, 5, 6 and 6.