

AGENDA # 6

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION

PRESENTED: August 8, 2018

TITLE: 118-126 State Street – New Development
of a Hotel in the Downtown Core. 4th Ald.
Dist. (46482)

REFERRED:

REREFERRED:

REPORTED BACK:

AUTHOR: Janine Glaeser, Secretary

ADOPTED:

POF:

DATED: August 8, 2018

ID NUMBER:

Members present were: Richard Wagner, Chair; Lois Braun-Oddo, Rafeeq Asad, Cliff Goodhart, Michael Rosenblum, Christian Harper and Tom DeChant.

SUMMARY:

At its meeting of August 8, 2018, the Urban Design Commission **GRANTED INITIAL APPROVAL** of a hotel located at 118-126 State Street in the Downtown Core. Registered and speaking in support were Kenneth Gowland, Jeff Vercauteren, Matt Prescott, Bill White, Kraig Kalashian and Eric Nordeen, all representing Ascendant Holdings; Nick Martin, representing Ian's Pizza; Mike Herring and Ron Luskin. Registered in support but not wishing to speak were J.T. Harrington, Ashley Morrison, Daniel L. Milsted, Maria Milsted, Greg Frank and Anne Morrison. Registered and speaking in opposition were Fred Mohs and Franny Ingebritson. Registered neither in support nor opposition and wishing to speak was Tim Kamps. The project team is responding to comments from the May 23rd UDC meeting and the July 9th Landmarks meeting. They are seeking PD rezoning and will go before the Plan Commission on September 17th. The UDC's informational comments mirrored Landmarks – building materials were too heavy, lacked consistent architectural vocabulary and looked like three buildings. The State Street façade has been revised to focus on a singular building presentation, it will no longer front on 118 and 126 because it's not trying to blend in. Gowland showed the previous elevations versus the revised designs. The 4-story design works within the rhythm on the State Street elevation while the fenestration is in keeping with the historic context. The revised upper stories have moved away from limestone and made lighter with glass and steel while still anchoring the important corner. A consistent architectural vocabulary is applied across the front of the building, canopies and fenestration all working within the scale of the existing fabric and bringing the 4-story datum around the block. The deeper cornice at the top speaks to the historic context and finishes off the top of the building. Pedestrian entries are defined by canopies at every frontage, with additional pedestrian entries at storefront conditions. In addition to reducing the height by 11-feet they have reduced the square footage by pulling back some of the overbuilt conditions. All the terrace areas will be landscaped with container gardens with native species.

Public Comment:

Fred Mohs spoke in opposition. He was active with DMI when the Downtown Plan was created about 6 years ago. After a 2 year process and a lot of input, the booklet was going to be our guide. In that work was a height

map measured in stories, the relevant part of the map that covers State Street all the way down is 6-stories. So far no one has pierced that in defiance of the Downtown Plan. If this happens the implications could be disastrous. Do you consider the Downtown Plan when you're thinking about design? If yes, could you be convinced that these are the only people and the only place it could happen? The building could be built to conform, but they don't want to. This is a heavy decision, rest assured that we'll see other developments. State Street will be changed forever.

Tim Kamps spoke representing the neighborhood development steering committee and have submitted written comments. The group did not reach a consensus over approximately 7 meetings.

Ron Luskin spoke as a resident of downtown for 14 years. He's seen the evolution of State Street over many decades. He believes this design group has been extraordinarily accessible and exceedingly gracious in terms of what they've done with the project massing. State Street is not what it was in the 1970s and will continue to change. This does meet the criteria of a higher and better use and for there to be an exception. The design is rooted in the fundamentals of good architecture. This will do amazing things to enliven the neighborhood.

Franny Ingebritson spoke in opposition, noting that this will set a precedent. It's important to provide additional photos of State Street to understand. The view study needs to be expanded. The impact of a proposed 9-story height will have unprecedented results if we don't know what the building looks like when the leaves are off the trees. She doesn't see how the Commission can make a decision with the information they have. She passed out images of YWCA building.

Mike Herring, a former city manager, spoke as a downtown resident who moved here in September and was here as member of the steering committee. He supports the project, and sees it as blending well with the context, it will support the business in the area and be a great addition to our downtown.

Comments from the Commission were as follows:

- Clarification requested regarding allowable height and height map amendment.
- Consider slight changes in articulation. Appears as a 4 story building with another 4 story building on top of it. Study horizontal band location, refinement of the corners, tweaking window proportions. Refer to diagram image.
- Provide more detail/information on exterior materials on upper levels, i.e. spandrel, glazing, and metal panel locations.

ACTION:

On a motion by DeChant, seconded by Rosenblum, the Urban Design Commission **GRANTED INITIAL APPROVAL**. The motion was passed on a vote of (6-0).

Conditions of approval include:

- Commission is providing a recommendation to the Plan Commission with specific findings on the design objectives listed in Zoning Code sections 28.098(1), Statement of Purpose, and (2), Standards for Approval, including standard (2)(h), which pertains to applications for height in excess of that allowed in Section 28.071(2)(a), Downtown Height Map.
- Commission would like to make it clear that the change in height is allowed due to unique challenges of this site, location, and relationship to the square. Not setting a precedent.