



PREPARED FOR THE URBAN DESIGN COMMISSION

Project Address: 760 Regent Street
Application Type: PD(GDP-SIP) New Hotel – Initial/Final Approval Requested
Legistar File ID # 54466
Prepared By: Janine Glaeser, UDC Secretary

Background Information

Applicant | Contact: Thomas Miller, Kahler Slater and Dave Merrick, Mortenson

Project Description: The applicant is seeking approval to construct a 176-room hotel with approximately 239 parking spaces abutting the East Campus Mall.

Project Schedule:

- The UDC received an Informational Presentation on February 13, 2019.
- The Plan Commission is scheduled to review this project on May 6, 2019.
- The Common Council is scheduled to review this project on May 21, 2019.

Approval Standards:

The UDC is an advisory body on this request. As with any Planned Development, the Urban Design Commission is required to provide 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. (**PD Standards for Approval attached.**)

Summary of Design Considerations and Recommendations

Planning Division Staff have concerns on this request including the lack of bike path orientation and the amount of EFIS proposed which does not comply with the zoning code for non-PD districts.

Staff recommends that the Commission review and comment based on the specific **PD Standards** and refer to the report from the February 13th Informational Presentation.

- Study the use of and locations for wood look siding
- Significantly reduce the amount of EFIS (*EFIS is permitted only at top of building and as an accent in mixed-use, commercial districts, downtown, and urban districts.*)
- Consider use of fewer materials
- Study alternate signage areas, previous proposal signs were so concentrated and close to each other
- Orient building more toward the two prominent public ways, the bike path and East Campus Mall
- Orient lobby and all that activity towards campus mall.
- If these were streets with cars on them Planning would be insisting on it.
- Study a façade rendition without the white top
- Consider option to mirror the building
- Study how to engage the public and think more about what you see from the bike path view
- Study top of the parking structure snow removal
- Provide strong pedestrian connections from ALL public entry doors to East Campus Mall & bike path.