

AGENDA # 5

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: April 27, 2011
TITLE: 434-454 West Johnson Street – PUD(GDP-SIP), Ten-Story Hotel with First Floor Commercial Space and Elevated Parking. 4 th Ald. Dist. (18499)	REFERRED: REREFERRED: REPORTED BACK:
AUTHOR: William A. Fruhling, Acting Secretary	ADOPTED: POF:
DATED: April 27, 2011	ID NUMBER:

Members present were: Marsha Rummel, Mark Smith, Dawn O’Kroley, Todd Barnett, Richard Slayton, John Harrington, R. Richard Wagner, and Melissa Huggins.

SUMMARY:

At its meeting of April 27, 2011, the Urban Design Commission **GRANTED INITIAL APPROVAL** of a PUD(GDP-SIP) located at 434-454 West Johnson Street. Appearing on behalf of the project were Jeff Kraemer, Gary Brink, Jeff Brenkus, Abbie Moilien, all representing Raymond Management Company, Inc. Registered neither in support or opposition was Randy B. Christianson. Changes to the plans include adding a level of parking to bring the project to 10-stories, raising the parapets of the brick elements near the corner, and extending glass around the corner to the north on the first floor, thus making the corner more visible. Slayton suggested looking at the 18” wall following the sidewalk and keeping it level instead of following the grade. Randy Christianson spoke of his concerns regarding sidewalk leveling, blocking of sunlight and gentrification. Barnett suggested adding another window to the commercial space on the Johnson Street elevation, using a more vertical scoring pattern in the EIFS, and treating the overrun in the same manner, and looking at additional windows on the east elevation on one side or the other (or both) of the center indentation. Smith asked if there was a way to get some openings on the north elevation of the parking garage. Huggins questioned the retail space being the major focus of the street and separated from the hotel, which is the primary use of the building, and strongly encouraged a much more shared space with a clearly defined pedestrian hotel entrance. O’Kroley agreed and suggested connecting the hotel entrance with the retail space. She expressed concern with the ground plain and accessibility issues; she doesn’t feel the corner entrance is yet accessible. The shape, size and placement of the bollards does not feel contiguous with the architecture. Several Commission members discussed the potential for a green roof on the one-story element along Bassett Street. Slayton asked about the shape of the Crabapple trees near the entrance. The treatment of the roof edge for the penthouse should match that of the other copings.

ACTION:

On a motion by Harrington, seconded by Huggins, the Urban Design Commission **GRANTED INITIAL APPROVAL** with the following conditions:

- Improve the pedestrian entrance for the hotel on Bassett Street on the corner.
- Resolve the commercial space entrance.

- Study additional windows or other fenestration on the east elevation.
- Study an additional window or architectural treatment on the south elevation adjacent to the main drop-off area for the hotel.
- Study vehicular traffic circulation in the vicinity of the driveway and drop-off area.
- Study the roof edge treatment on the penthouse.
- Study the bollard scale, design and placement and consider adding lighting.
- Study the wall element of the corner following the line of the walk rather than the line of the building.
- Study adding a green roof on the one-story element along Bassett Street.
- Study the shape of the Crabapple trees near the main hotel entrance.
- Study a more vertical coring pattern in the EIFS.
- Study the addition of openings in the parking structure on the north elevation.

The motion was passed on a vote of (6-1) with Rummel voting no.

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 5.5, 6, 6, 6 and 8.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 434-454 West Johnson Street

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

General Comments:

- Not quite there – especially entry at drop-off and secondary entry on Bassett. Not persuaded by explanation for utility brick, it seems too large compared to materials used on surrounding apartment towers.
- Nice improvement to this lot.

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May 12, 2011

Nan Fey, Chair
City of Madison Plan Commission
c/o City of Madison Department of Planning & Development
Room G-100
215 Martin Luther King, Jr. Blvd.
Madison, WI 53703

RE: Redevelopment of 434-454 West Johnson Street

Dear Chair Fey and City of Madison Plan Commissioners:

We represent Raymond Management Company, the developer of the above-referenced properties. The developer is proposing a 10-story mixed-use project consisting of a 194 room limited service hotel with 650 square feet of meeting space and approximately 3,300 square feet of commercial space on the first floor. There will be three decks of parking to accommodate the guests' needs. The matter is scheduled for a General Development Plan/Specific Implementation Plan public hearing on Monday evening, May 16, 2011. We ask the Plan Commission to approve the GDP/SIP at that time.

Raymond Management Company, while headquartered locally, it is a national commercial developer, operator, and owner. They have developed over 50 hospitality properties and currently operate 23 hotels including facilities in Arkansas, Idaho, Illinois, Minnesota, Wisconsin, Oklahoma, Texas and Missouri under 7 different franchise brands. The need for the redevelopment of the corner of Bassett and West Johnson Streets is evident. Currently this corner contains a vacant commercial building and four houses. Demolition of these structures will allow for the recreation and revitalization of this neighborhood.

The developer has met with the State-Langdon Neighborhood Association, West Mifflin Neighborhood Association, the West Mifflin Steering Committee, and the Alders on many occasions since April, 2010, and has received favorable comments about the project. It has been considerably reduced in size and scope from its original concept and has resulted in a project which fully conforms to Downtown Design District #2 as well as the City of Madison Comprehensive Plan which calls for high density student and mixed use/residential housing in this area.

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MICHAEL BEST

& FRIEDRICH LLP

May 12, 2011

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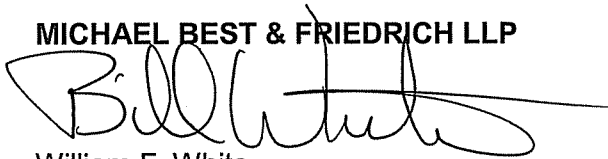
The only objection has come from a neighboring property, The Aberdeen. The Aberdeen wishes us to request the removal of a cross-access easement requirement set by the City of Madison. We decline to do so.

Because of the willingness of the developer to meet with the Neighborhood Association, neighbors and Alder Verveer, this project has become one that meets the needs of both the neighborhood as well as the City. It has received initial approval at the Urban Design Commission and we would ask for approval of the GDP/SIP by the Plan Commission on May 16, 2011.

If there are any questions prior to Monday evening, please do not hesitate to give me a call at home (244-6690) or on my cell phone (695-4946). We look forward to seeing you on Monday evening.

Sincerely,

MICHAEL BEST & FRIEDRICH LLP



William F. White

cc: City of Madison Plan Commissioners
Alder Mike Verveer
Alder Scott Resnick
Scott Kolar
Bradley J. Murphy
Tim Parks
Jeff Kraemer, Raymond Management Company

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