

AGENDA # 9

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: April 9, 2008
TITLE: 4802 Tradewinds Parkway – New Hotel in Urban Design District No. 1. 16 th Ald. Dist. (09118)	REFERRED: REREFERRED: REPORTED BACK:
AUTHOR: Alan J. Martin, Secretary	ADOPTED: POF:
DATED: April 9, 2008	ID NUMBER:

Members present were: Bruce Woods, Marsha Rummel, Todd Barnett, Richard Slayton, John Harrington, Bonnie Cosgrove, Richard Wagner and Jay Ferm.

SUMMARY:

At its meeting of April 9, 2008, the Urban Design Commission **GRANTED FINAL APPROVAL** of a new hotel located at 4802 Tradewinds Parkway. Appearing on behalf of the project were Fred Campbell, Kevin Wilson, Mary Beth Grownney Selene, A.J. Gersich, representing Sleep Inn & Suites; Dennis Bauer, representing Bauer & Raether Builders; Arlen Ostreng and Melissa Ernst, representing Edge Consulting Engineers. The modified plans as presented featured the following:

- Request to consider moving the pool from the site's north side to the south side in order to provide for address of the Tradewinds Parkway street frontage could not be addressed. The applicant felt it was more appropriate to maintain the pool addition's location on the north side of the building in order to be visible from the adjacent highway as an attraction and maintain visibility for guests from the adjacent highway. In addition, the pool now features upper story clearstory windows on three sides to let in more light and provide more fenestration.
- The south elevation features both interior and exterior modifications as requested by the Commission. The interior floor plans have been altered to bump out the exterior entry into individual units adjacent to the building's south elevation in order to move the unit entry out to allow for flipping of the floor plan to allow for windows on the building's south elevation. The building now features the addition of windows on the south elevation at interest to the façade, in addition to an enhanced entry treatment along with the addition of brick on the south elevation's façade.
- The sidewalk extension has been provided between the porte cochere canopy and the patio area adjacent to the pool on the west the full length of the parking area. Additional pavement marking has been provided to indicate traffic flow as well as a drop off area along with the addition of 16-foot deep stalls along the west elevation of the building.
- A revised signage package was presented by Mary Beth Selene-Grownney; staff noted its inconsistencies with the provisions of Urban Design District No. 1, and the need to require any further consideration as part of a variance request and required public hearing.

Following the presentation the Commission noted the following:

- Off of the northwest corner of the building, revise the landscape plan within this area to use the building footprint to dictate the plant arrangement.
- Consider alternative to stone mulch around building.
- Connection to the porte cochere canopy should be a gable element. Additional glass on the pool addition is OK.
- Project still doesn't relate to the Tradewinds Parkway appropriately.
- Satisfied with changes to the project.

ACTION:

On a motion by Cosgrove, seconded by Rummel, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a vote of (7-1) with Ferm voting no. The motion for final approval required that the connector between the face of the building and porte cochere feature a gabled or pitched roof with all tree islands to satisfy the 75% vegetative cover as required by ordinance, in addition to providing for the utilization of an alternative to proposed stone mulch around the building, and a rearrangement of the plantings off the northwest corner of the building to be dictated by the configuration of the building footprint.

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, 5, 5, 5, 6, 6 and 6.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 4802 Tradewinds Parkway

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
Member Ratings	-	-	-	-	-	-	-	6
	-	-	-	-	-	-	-	6
	4	6	6	6	-	6	2	5
	-	-	-	-	-	-	-	5
	5	5	5	-	-	5	-	5
	5	6	5	-	-	5	5	6
	6	5	5	5	-	5	5	5
	5	5	4	-	-	6	5	5

General Comments:

- Nice improvement.
- Building orientation ignores the street.
- Good improvements to pool area, street front.
- Improved. Appreciate responsiveness of design team.