

AGENDA # 5

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: November 7, 2007
TITLE: 702 North Midvale Boulevard – Hilldale Redevelopment SIP #3 – Amended PUD(SIP) for the Relocation of a Proposed Hotel in Urban Design District No. 6. 11 th Ald. Dist. (04090)	REFERRED: REREFERRED: REPORTED BACK:
AUTHOR: Alan J. Martin, Secretary	ADOPTED: POF:
DATED: November 7, 2007	ID NUMBER:

Members present were: Lou Host-Jablonski, Chair; Marsha Rummel, Bonnie Cosgrove, Bruce Woods, Richard Slayton, John Harrington and Jay Ferm.

SUMMARY:

At its meeting of November 7, 2007, the Urban Design Commission **GRANTED INITIAL APPROVAL**. Appearing on behalf of the project were Adam Fink, Ray White and Scott McLamore of Joseph Freed & Associates; Michael Sturm of Ken Saiki Design; and Michael Quigley. The presentation of the revised plans emphasized address of the Commission's previously stated concerns at its meeting of September 19, 2007. The development team emphasized the elements of the project as previously approved by the Commission, in conjunction with the proposed modifications to allow for the hotel development as a replacement for a residential condominium tower overlying previously approved retail/commercial development. A presentation of site and building plan details emphasized landscape changes, green roof details, as well as architectural modifications for the proposed "Hotel Indigo." Details of the stair connection to Hilldale Way, parking ramp, upper level hotel were presented, including the hotel 6-story tower above the roof deck and single story pool wing. Following the presentation the Commission noted the following:

- Provide view into hotel lobby from stair.
- Consider eyescopes or other mechanisms to enhance views for visitors on upper deck.
- The Sentry wall still needs to be resolved as functionally OK. Think about the color of steel tubes in the planter and replace turf terrace area.
- Resolve issues with cars departing drop-off to go to the right.
- Open the design of stair to tie into the adjacent façade treatment.
- The application of indigo color as scattered in various building material applications raises concern with the differential fading rate.
- Use different pavement treatment to provide direction in the vehicular drop-off area.
- Issue with bike parking at drop-off being across the street from the drop-off; poor solution, need to place near the canopy drop-off.
- The stair to the upper plaza needs to communicate where it goes; provide an architectural connection or detail to associate stairway with the upper plaza, minimally provide a visual clue in the physical environment.

- Provide color cubes such as yellow in the upper tower to the lower tower drop-off area. Also look at upper end of stair element as blue indigo to match and tie into lower drop-off area's architecture.

ACTION:

On a motion by Rummel, seconded by Cosgrove, the Urban Design Commission **GRANTED INITIAL APPROVAL**. The motion was passed on a vote of (6-0-1) with Woods abstaining. The motion required address of the above stated concerns with final consideration of the project.

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, 7, 7, 8, 8 and 8.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 702 North Midvale Boulevard

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
Member Ratings	8	7	7	7.5	-	8	8	8
	-	-	-	-	-	-	-	8
	9	8	8	8	-	7	9	8
	7	7	7	6	-	6	7	7
	6	7	7	-	4	6	8	7
	5	6	5	-	-	4	5	5

General Comments:

- Kudos! Small issues remain...address public stairway – tell us where we can go. Visual connection between hotel tower and hotel entry using architecture or colors or both.
- Excellent development of the design; very responsive to UDC’s expressed concerns. Hotel-reception wings, however, need a much stronger perceived connection.
- Great job addressing concerns!
- Great improvements and an interesting use of the space. The screening along Sentry wall is a clever solution.
- Interesting design, appreciate the rooftop plantings and attempts to mitigate difficult situations. Ped-vehicle circle is a weakness though.
- Concerned about congestion and vehicular circulation.