

AGENDA # 9

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: December 20, 2017	
TITLE: Consideration of a Conditional use to Construct a Hotel at 2810 Coho Street. 14 th Ald. Dist. (48769)	REFERRED:	
	REREFERRED:	
	REPORTED BACK:	
AUTHOR: Janine Glaeser, Secretary	ADOPTED:	POF:
DATED: December 20, 2017	ID NUMBER:	

Members present were: Richard Wagner, Chair; John Harrington, Cliff Goodhart, Amanda Hall and Rafeeq Asad.

SUMMARY:

At its meeting of December 20, 2017, the Urban Design Commission **RECOMMENDED APPROVAL** of a conditional use to construct a hotel located at 2810 Coho Street. Appearing on behalf of the project were John Tyborski, Patrick Praban, and Adam Ryan, representing Value Hospitality, LLC.

The target clientele for this contemporary hotel are Millennials and value-conscious business travelers. The team shared a short video of a fly-around of the hotel and reviewed the exterior façade and building materials to include dark colored brick, fiber cement boards, corrugated metal and fiber cement finished with wood. The front of the building faces Coho Street with the parking primarily on the north and south. The hotel would have 112 rooms with 95 parking spaces. Paul Skidmore commented as the landscape architect that they will meet requirements and have a plant palette that is consistent with what is appropriate. In terms of screening, there are options which could be vegetative or fence. Additional plantings would screen lights from the cars. It was noted that the neighborhood did request a fence.

Alder Carter spoke as the area's Alderperson. Most of the buildings in this area are 2-stories; this 5-story building will be prominent from the Beltline. This design far exceeds the previous design seen by the Plan Commission. This design really attracts the professionals and Millennials, and is centrally located. She would like to see some kind of border from the apartments on the other side (fence) to contain the parking lot, and to make sure that some kind of shadow study is done. She enjoys this new contemporary design in a way that it will be long-lasting.

Comments and questions from the Commission were as follows:

- The driveway on the bottom side seems very wide. You could pull some of that back in to get more of a planting area.
- You don't need a 24-foot drive aisle if you have single loaded parking.

- I would also suggest you get rid of that one corner parking stall (at the very bottom). That way you could put a tree or something in there. If you put a fence in you could integrate that with plantings.
 - The reason it's so wide is for the fire lane. It has to be exactly that wide. We would have liked to pull it in because we're building a retaining wall on that southwest corner.
- You could soften the fence with some vines.
 - We could have a fence and some accent Viburnums, would meet the purposes of screening, capture the headlights and give it some nice green and some mass.
- On the north elevation, is there a reason the fiber cement board is random?
 - They're bump outs. The rooms have bump outs at the windows with a seat there.
- I think they could consider knocking 1-foot off the south drive. I would also suggest that the detention pond have a bit more aesthetics rather than an engineered look. You might as well use it as a landscape feature. Something to engage the site more instead of just being plopped there.
- I really like the design. The hotel seems modern but the parking lot seems flat. You could make the parking a little more dynamic and integrate it with the landscaping.

ACTION:

On a motion by Harrington, seconded by Goodhart, the Urban Design Commission **RECOMMENDED APPROVAL** to the Plan Commission. The motion was passed on a vote of (4-0). The recommendation for approval provides for the following:

- Recommendations given regarding landscaping
- Encourage the applicant to seek more room between the drive and property line boundaries (even if it's just one foot).
- Better screening from the neighborhood.
- Play with the detention pond aesthetics.
- Provide a shadow study.