

AGENDA # 6

City of Madison, Wisconsin

REPORT OF: LANDMARKS COMMISSION	PRESENTED: September 21, 2015
TITLE: Block 105 – PD for hotel with retail on structured parking adjacent to a Designated Madison Landmark. 4 th Ald. Dist. Contact: Stuart Zadra, JDS Development LLC	REFERRED: REREFERRED: REPORTED BACK:
AUTHOR: Amy Scanlon, Secretary	ADOPTED: September 21, 2015 POF:
DATED: September 21, 2015	ID NUMBER: 40098

Members present were: Stuart Levitan, Chair; Erica Fox Gehrig, Vice Chair; Marsha A. Rummel, David WJ McLean, Lon Hill, and Anna V. Andrzejewski

SUMMARY:

Jody Shaw, Potter Lawson, registering in support and wishing to speak.
Eric Lawson, Potter Lawson, registering in support, wishing to speak, and available to answer questions.
Matt Morris, Hammes Company, registering in support and wishing to speak.
Natalie Erdman, Director of Department of Planning and Community and Economic Development.

Shaw briefly described the project and explained the General Development Plan (GDP) and Specific Implementation Plan (SIP) approvals which relate to the hotel and office future build outs on Block 105.

Shaw described the 24 foot wide alley between the Municipal Building and the new building on Block 88. He explained that the new development on Block 105 would have a zero lot line at the Fess Hotel. He explained that the Fess Hotel currently exits through the parking garage and that this access will be retained in the new development.

There was general discussion about the massing of the development on Block 105 and that a significant step back would be needed to maintain the historic character of the Fess Hotel. There was general discussion about the materials.

There was general discussion about the need for façade articulation directly adjacent to the Fess Hotel on the Doty Street elevation. There was discussion about relocating the hotel entrance to the Doty Street elevation near the Fess Hotel and moving the bike center away from the narrow sidewalk and garage entrances. There was discussion about the locations of garage entrances.

There was general discussion about the horizontal and vertical treatments on the new building on Block 88. Shaw explained that the wall adjacent to the Municipal Building had to be fire rated. There was general discussion about how the new building should be a background building to the Municipal Building and how the Municipal Building has an overall horizontal character with vertical expression of the articulation.

ACTION:

A motion was made by McLean, seconded by Hill, to advise the Plan Commission and Urban Design Commission that the Landmarks Commission finds that the size of the proposed SIP related to parking levels 1-6 (Block 105) is not so large as to adversely affect this historic character and integrity of the adjacent landmark, but that the treatment of the Doty Street elevation is visually intrusive in its current design and should be revised to exhibit an architectural rhythm and interest compatible with the rhythm of the adjacent landmark; and further advise that the proposed GDP building height on Doty Street does adversely affect the historic character and integrity of the adjacent landmark in its current proposed massing and finds that the upper stories should be significantly stepped down or stepped back directly adjacent to the landmark site reduce the adverse affect on the adjacent landmark. The motion passed by a voice vote.