



PREPARED FOR THE URBAN DESIGN COMMISSION

Project Address: 2403 East Springs Drive
Application Type: Planned Multi-Use Site, New Five-Story Hotel – Final Approval is Requested
Legistar File ID #: [73313](#)
Prepared By: Jessica Vaughn, AICP, UDC Secretary

Background Information

Applicant | Contact: Jay Patel, Hawkeye Hotels | Jill Rubin & Nichte Gonzalez, Design-Cell Architecture | Badger Lodging, LLC

Project Description: The applicant is seeking re-approval of a Planned Multi-Use Site for a new five-story Home 2 Suites and Tru Dual Brand Hotel by Hilton. The application notes that Final Approval has been requested.

Previous Approvals:

- The UDC granted Final Approval on May 29, 2019 (Legistar ID [54629](#)).
- The Plan Commission approved this item on June 10, 2019 (Legistar ID [55462](#)).
- The Zoning Board of Appeals approved a variance to allow the building to exceed the maximum 100-foot setback of a street-facing building wall (Legistar ID [54577](#)).

Project Schedule:

- The Zoning Board of Appeals reviewed this item at the September 15, 2022 meeting (Legistar ID [73522](#)). The Board approved a variance to allow the building to exceed the maximum 100-foot setback of a street-facing building wall.
- The Plan Commission is scheduled to review this item at the October 3, 2022 meeting (Legistar ID [73359](#)).

Approval Standards: Section 28.137 MGO states that a Planned Multi-Use Site containing more than forty thousand (40,000) square feet of floor area and where twenty-five thousand (25,000) square feet of floor area is designed or intended for retail use or for hotel or motel use, shall require a conditional use approval following a recommendation on the design of any specific proposal by the Urban Design Commission.

Summary of Design Considerations

Staff requests that the UDC review the proposed development and make a recommendation based on the aforementioned standards, including the previously recommended conditions that were part of the Commission’s previous Final Approval motion as noted below:

- Updating the site plan to include EV parking stations,
- Replacing the daylilies with another plant species,
- Minimizing material transitions at building corners, especially at the wing elements,
- Maintaining a consistent color between the window surrounds and the HVAC louvers, and
- Reducing the EIFS at the fifth floor and top of the building, especially on street facing/visible facades.

In addition, staff notes that with regard to outdoor lighting, the photometric plan appears to have inconsistencies with the City’s Outdoor Lighting requirements (Section 29.36, MGO) for medium level activity areas, including light levels in excess of 1.5 footcandles in parking areas and 2.5 footcandles in pedestrian areas. As a potential code

compliance issue, the applicant is advised that an updated photometric plan and fixture cutsheets, including those for the under canopy lighting, consistent with MGO Section 29.36, will be required to be submitted for review and approval prior to permitting.

Summary of UDC May 29, 2019 Final Approval Discussion and Motion

As a reference, the Commission's comments from the May 29, 2019, Final Approval are provided below:

The Commission discussed the following:

- Will you provide electrical charging station(s)?
 - We're not currently showing them. The franchise does not require them.
- It would be good to provide that service for Madison. I would recommend at least putting in the conduit, it's easier to do that now.
 - Typically we like to include at least the conduit.
- The exterior finishes, the arctic white panels on 2nd, 3rd and 4th floors are fiber cement and only the top is EIFS, is that correct?
 - We would like to include a small green band around that beacon to keep that look uniform. Only the 5th floor is EIFS, the rest is fiber cement.
- The renderings show the beacon as white, the elevations look purple.
 - That should be white, I think the purple is showing up as when it's lit.
- The windows look like they have a tint or film, and in the elevations they all look like they have a film.
 - That's a result of the 3D software we use. They are clear Low-E. Typically we add a light tint to them but we haven't thought that far out.
- Are the panels under each window louvered for HVAC?
 - Correct, same color metal and integrates with the window system.
- Daylilies are overused, swap for another species or perennial.
- How are you handling stormwater on the site?
 - Oversized underground tanks.
- You still have EIFS on the 5th floor all around the building and hardipanel elsewhere. Parts of the building are rarely going to be seen by the public. Maybe the EIFS should be on the non-visible sides, from the highway and Home Depot.
 - The custom colors are easier to do in EIFS than cement board. The west and south façades? We could consider cement fiber board on those views in lieu of EIFS.
 - We need to maintain the EIFS in the colored areas.
- Is the point of that suggestion because it's not so visible? Why not do that throughout all four sides?
- I'd love it on all four but I'm not so bold as to ask for that. I'm thinking of the hotel we approved on John Nolen, no EIFS on the street side but OK on the backside and that worked out very well. I was trying for what's visible here to not be EIFS.
- Because there's a number of wings you should be clear as to where south and west is. You don't want it changing materials right at the corner. It is truly then the northwest and northeast sides.
- I would think you wouldn't want to change materials on an outside corner, maybe at the nearest inside corner.
- One of the brick corner elements on the back would be a good spot.
 - We can do that.