

AGENDA # 13

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION **PRESENTED:** October 15, 2008

TITLE: 7315/7321 West Towne Way – Demolition **REFERRED:**
 for Hotel Building Exceeding 40,000 **REREFERRED:**
 Square Feet; Conditional Use/Planned **REPORTED BACK:**
 Commercial Site. 9th Ald. Dist. (12210)

AUTHOR: Alan J. Martin, Secretary **ADOPTED:** **POF:**

DATED: October 15, 2008 **ID NUMBER:**

Members present were: Lou Host-Jablonski, Chair; Bruce Woods, Jay Ferm, Ron Luskin, Marsha Rummel, Dawn Weber, Richard Slayton and Richard Wagner.

SUMMARY:

At its meeting of October 15, 2008, the Urban Design Commission **RECEIVED AN INFORMATIONAL PRESENTATION** for a hotel building located at 7315/7321 West Towne Way. Appearing on behalf of the project were Kraig Sadownikow, representing AD&B; Bill White, representing CBL; Paul Mattas and Ald. Paul Skidmore, District 9. The project provides for the development of a 127-room, six-story hotel at West Towne Mall adjacent to the ToysRUs building following the demolition of a former restaurant building and tire retail outlet. Sadownikow provided a review of the site plan details as it relates to the mall as a whole, as well as the hotel's architecture. Following the presentation the Commission noted the following:

- Reexamine fire access to the rear of the building in attempt to provide for more green open space in lieu of hard pavement.
- There should be no more than 12 continuous surface parking stalls without the incorporation of a tree island.
- Reexamine configuration of the hotel drop-off and pass through at the front of the building. Place all accessible stalls at the front of the building.
- Provide for secure pedestrian access across the proposed surface parking lot as well as its connectivity from the adjacent ToysRUs surface parking lot.
- Provide more details on the entry treatment.
- Consider diverting water from the canopy to allow for run-off to adjacent planting areas.
- Need more architecture detailing on vertical elements.
- Concern with end elevation rooms having no windows.
- Need more work on architecture where building meets the sky.
- Needs more to resolve issues with blank end elevation treatment.
- Building's top is weak, too plain.
- Relook at parking orientation.
- Look to blend surface parking arrangement with that of the ToysRUs parking lot to the east.
- On the north elevation the rhythm of horizontal change and materials doesn't match or go well with the activity of the south elevation; use more brick higher up with windows to set back.

- Provide more information as to the site's pedestrian connectivity with other areas of the mall proper. In addition, confirm areas out of the building's site that will be required to be improved in association with this redevelopment by the City.
- Provide details as to the specific signage proposed for the building as designed beyond the prototypical renderings presented.
- Provide more context as to the site's relationship with adjacent development corresponding to the West Beltline Highway.
- Provide more specific detail as to the design of the building as proposed, including the resolve of the "blue panels" located beneath windows on various elevations.
- The building's appearance appears too flat, lacks dimension.

ACTION:

Since this was an **INFORMATIONAL PRESENTATION**, no formal action was taken by the Commission.

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, 6, 6 and 6.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 7315/7321 West Towne Way

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

General Comments:

- Somewhat average modernist building.
- Commendable.
- No EIFS.