

AGENDA # 3

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION

PRESENTED: September 5, 2018

TITLE: 211 North Carroll Street – Redevelopment of the MATC Building into a Hotel in the Downtown Core District. 4th Ald. Dist. (51390)

REFERRED:

REREFERRED:

REPORTED BACK:

AUTHOR: Janine Glaeser, Secretary

ADOPTED:

POF:

DATED: September 5, 2018

ID NUMBER:

Members present: Richard Wagner, Chair; Lois Braun-Oddo, Christian Harper, Cliff Goodhart*, Rafeeq Asad, Tom DeChant and Amanda Hall.

Goodhart recused himself from this item.

SUMMARY:

At its meeting of September 5, 2018, the Urban Design Commission **GRANTED INITIAL APPROVAL** of the redevelopment of the MATC Building into a hotel located at 211 North Carroll Street. Registered in support of the project were Larry Westrich, Jim Webb, Charles Quagliana and Kevin Whitfield, all representing Drury Southwest; Shane Bernau, representing SmithGroup; Justin Davidson, representing DSW Development, Inc.; and Dave Alberson.

Updates and changes to the plans include a reduction from two to one wider driveway on Johnson Street, the café spaces are larger, expanded and updated circulation, they worked with Zoning on the Dayton Street façade and setback (now at 13-feet), the arch location has shifted northward, the pedestrian entry off of Johnson Street is now shown, and there is a large grade change from the sidewalk to the ramp/stairs. The team did further study the neighborhood setbacks and feel the building fits in nicely to the context of the neighborhood. Building entrances were shown and circulation reviewed. There is little or no change to the 2-4th floors; floors 5-8 have enhanced suites and a vertical feature on the Wisconsin elevation. They have simplified the Wisconsin elevation to one brick color with dark bronze separating the old from the new. Flat fiber cement panels with a horizontal pattern in a custom color will be included in the materials. The window patterns and datum have continued nicely from MATC across to the new building. The vertical window elements are recessed 12-inches. The windows on the east side of the building are on a different elevation; they will bring that elevation out which goes to a different architectural vernacular. They reviewed the roof elements and mechanical equipment locations. These changes have opened up for better views of the lakes/downtown and increased the queuing room on Johnson Street. The stone base is existing and they will not be making modifications to that. The team feels very strongly that flipping the material colors would be a mistake and make the building too top heavy. The parking garage levels will incorporate spandrel glass with a standard glass system that will not show the cars. All of the existing entrances and exits will remain as such for the hotel.

The Commission had the following comments:

- There's an overly large four stories of base that feels like it wants to come down.
- Appreciate the limitation of materials. That tone of brick and gray panel seems too flat, needs more geometry.
- Your brick seems darker than the existing. It may be the renderings.
- The flat panel versus the panel with horizontal patterning changes the look of the whole building and not for the better.
- This could look very stark and cold. Look at ways to warm up the tones. Look at the geometry. Bring various gradients of samples.
- How the material is applied will be very important as to how this building presents itself.
- I want to applaud the group for listening to our suggestions.
- A lighter shade of brick may help. Consider the vertical element on Wisconsin Avenue, that length of wall is very flat and all brick. Addressing that a little bit differently, maybe it's in the brick detail. There has to be a trade-off of some other refinement. Maybe a way of detailing the brick. Subtle refinements would help brighten it and give it more texture.
 - We have the same palette of colors on the existing MATC building, but we could do a better job of presenting a live specimen of those colors and textures.

ACTION:

On a motion by Asad, seconded by Hall, the Urban Design Commission **GRANTED INITIAL APPROVAL**. The motion passed on a vote of (6-0).

The Chair noted that details on the building material colors could be discussed at the final approval level; initial approval would cover the massing and site plan.