

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION **PRESENTED:** May 29, 2019

TITLE: 2301 E. Springs Drive – Planned Multi-Use Site for a New Home 2 Suites & Tru Dual Brand Hotel by Hilton. 17th Ald. Dist. (54629) **REFERRED:**
REREFERRED:

REPORTED BACK:

AUTHOR: Janine Glaeser, Secretary **ADOPTED:** **POF:**

DATED: May 29, 2019 **ID NUMBER:**

Members present were: Richard Wagner, Chair; Cliff Goodhart, Jessica Klehr, Tom DeChant, Shane Bernau, Christian Harper, Craig Weisensel, Syed Abbas, Lois Braun-Oddo and Rafeeq Asad.

SUMMARY:

At its meeting of May 29, 2019, the Urban Design Commission **GRANTED FINAL APPROVAL** of a Planned Multi-Use Site located at 2301 E. Springs Drive. Registered in support of the project were Nick Bower, representing Badger Lodging, LLC; Jay Patel, Jill Rubin and Suzanne Vincent, all representing Hawkeye Hotels; and Don Zien.

Rubin presented the updated plans for a contemporary design, and showed perspectives of the dual brand hotel along with night views. The building has been shifted forward towards E. Springs Drive following an approved variance for the increased setback. They are providing one parking space per guest room for a total of 121 parking spaces. They estimate 80% capacity and therefore would not require additional employee parking. They reduced the square footage to be more efficient making for a smaller hotel that fits better on the site. They reviewed floor plans, the roof plan showing where mechanical equipment will be housed (screened behind higher parapets) and noted screening can be added in front of the equipment. A review of exterior elevations showed multi-colored branding on the west elevation, a change from EIFS in some areas. The lighting plan shows lighting up the beacon and the addition of a vertical element with multi-colored vertical branding.

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.

ACTION:

On a motion by Goodhart, seconded by Asad, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a vote of (9-0). The motion provided for material changes as discussed and the inclusion of conduit for a charging station.