

AGENDA # 14

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: May 19, 2010
TITLE: 434-454 West Johnson Street – PUD(GDP-SIP), Twelve-Story Hotel and Apartment Mixed-Use Project. 4 th Ald. Dist. (18499)	REFERRED: REREFERRED: REPORTED BACK:
AUTHOR: Alan J. Martin, Secretary	ADOPTED: POF:
DATED: May 19, 2010	ID NUMBER:

Members present were: Richard Slayton, Todd Barnett, Mark Smith, Bruce Woods and Richard Wagner.

SUMMARY:

At its meeting of May 19, 2010, the Urban Design Commission **RECEIVED AN INFORMATIONAL PRESENTATION** on a PUD(GDP-SIP) located at 434-454 West Johnson Street. Appearing on behalf of the project were Gary Brink and Jeff Brenkus, representing Raymond Management Company. Brink presented plans for a mixed-use project including the demolition of four houses. The hotel aspect of the project would be a limited use hotel with only meeting space for about 30. The project also includes a residential tower facing campus. A drop-off will be located on West Johnson Street. Some commercial space is provided on the first floor at the corner of West Johnson and North Bassett Streets at just under 4,000 square feet. There is a cross easement on the property allowing truck traffic to go through the site in either direction. There will be a ramp to access the underground parking. There will be a 35-foot distance between the hotel component and the residential tower. Because of the stepback at the first floor retail component, there could be additional outdoor space for the residential tenants. Green roof is a possibility with this project. Comments from the Commission were as follows:

- Look at putting in a safety island at the drop-off point for passengers.
- Like space between towers.
- Great start. Massing looks good.
- Look at the 5-bedroom units that connect the hotel and residential components to be more transparent and distinctive to create a visual separation between towers.
- Suggest triple pane glass to abate noise issues with students.
- Look at putting the elevators on the inside and moving the community room to get solid element on interior court and transparent element on exterior face.
- Please bring some eye level views, five-feet off ground.
- Appreciate the detailed massing studies.
- Thank you for blocking the view of the Aberdeen.
- Opportunities for balconies on the east side.
- The balcony on the extreme north end, maybe that configuration could change a little bit.
- Some proportions of balconies on the inside corners might change. Opportunities for variety and shape.
- Could introduce some balconies on the 12th floor.

- Add some variety and ornament to the façade.
- Share concern about the drop-off on Johnson Street. Rather than just a fence or a barrier, with the help of a landscape architect get something that is more attractive.
- You have a real opportunity to make this look like 3, 4 or even 5 vertical buildings rather than something that's more boxy and horizontal.
- Consider views to the Capitol and marking those units with different architecture.
- Wonder if the setback is too far.
- On façade mass at corner, make it more of a vertical expression, provide something special when approaching corner at Johnson Street, tie corner of upper stories to first story level. First floor corner needs to be unique.
- Vertically bring line of projection decks up to the upper level.

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 6 and 6.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 434-454 West Johnson Street

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
Member Ratings	-	6	-	-	-	4	7	6
	-	-	-	-	-	-	-	6

General Comments:

- Drop-off/pick-up circulation may be difficult to resolve.
- Thank you for blocking the view of the “mushmouth” building.