

## AGENDA # 11

City of Madison, Wisconsin

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REPORT OF: URBAN DESIGN COMMISSION	<b>PRESENTED:</b> July 21, 2010
TITLE: 2205 Rimrock Road – Demolition for a New Hotel Exceeding 40,000 Square Feet. 14 <sup>th</sup> Ald. Dist. (19242)	<b>REFERRED:</b> <b>REREFERRED:</b> <b>REPORTED BACK:</b>
AUTHOR: Alan J. Martin, Secretary	<b>ADOPTED:</b> <b>POF:</b>
DATED: July 21, 2010	<b>ID NUMBER:</b>

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Members present were: Marsha Rummel, Mark Smith, Dawn O’Kroley, Todd Barnett, John Harrington, R. Richard Wagner, Jay Ferm and Henry Lufler.

### **SUMMARY:**

At its meeting of July 21, 2010, the Urban Design Commission **RECEIVED AN INFORMATIONAL PRESENTATION** for a proposed new hotel located at 2205 Rimrock Road. Appearing on behalf of the project were Peter Tan, Clay Carlson and Sarah Pittz, all representing Gateway Project, LLC. Pittz distributed updated site plans for redevelopment of five different parcels. Several of the parcels are currently in the Town of Madison. Plans call for a 230-room hotel with a 13,000 square foot conference center. The developers have been working with the Alliant Energy Center. There would be one level of underground parking along with surface parking. Tan reviewed the exterior of the plans, including a 7-story tower, the entrances and parking plans. Precast panels and brick will be used in the building materials. Staff informed the Commission that there is a land issue because the parcel straddles the City of Madison and the Town of Madison. Discussion by the Commission was as follows:

- Separate covered drop-off and parking areas duplicitous.
- Overall repetition and fenestration needs attention.
- Tree islands every 10 or 12 stalls.
- Look at relocating main entry with option that reduces amount of onsite vehicular circulation.
- Not sold on entry sequence, this might be attracting more traffic than necessary, as well as pedestrian access.
- This looks like there isn’t enough outdoor greenspace, sitting areas, green roof on top of the flat roof.
- Strongly urge you to rethink where you have the entry; you’re going to be catching most of your fall and winter weather through that door.
- Rotating the building a little bit might pay off.
- I’m not sold on the front door location, how pedestrians might safely and adequately use your site.
- The building fits the site very well.
- Columnar elements odd and disconcerting with the rest of the architecture.
- This recalls a “Richardsonian” building or facsimile as applied is too thin; the style relies heavily on depth. Architecturally the building is designed to provide a better read in terms of volume with the façade articulation requiring further study.

- Look at termination of pedestrian path.
- Separate conference space and parking lot with a green buffer to block views of the Beltline.
- A green area would be very valuable between your conference center and the parking lot.
- This is a great fit for this site.
- My biggest concern is pedestrian access to the site.
- Find a safe place for your employees where their bikes aren't vulnerable.
- Applaud that you are completely hiding your mechanicals.
- Please include your signage as you go along so it's not an afterthought.
- Good start.
- Mechanical element should have its own architectural form.

**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.

**URBAN DESIGN COMMISSION PROJECT RATING FOR: 2205 Rimrock Road**

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
<b>Member Ratings</b>	5	4	-	-	-	4	-	-

General Comments: