

AGENDA # 4

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: November 7, 2007
TITLE: 2702 Crossroads Drive – Hotel Development/Planned Commercial Site. 17 th Ald. Dist. (07906)	REFERRED: REREFERRED: REPORTED BACK:
AUTHOR: Alan J. Martin, Secretary	ADOPTED: POF:
DATED: November 7, 2007	ID NUMBER:

Members present were: Lou Host-Jablonski, Chair; Marsha Rummel, Bonnie Cosgrove, Bruce Woods, Richard Slayton, John Harrington and Jay Ferm.

SUMMARY:

At its meeting of November 7, 2007, the Urban Design Commission **REFERRED** this item. Prior to the presentation staff noted that the project was the subject of an informational presentation presented to the Commission at its meeting of February 16, 2005. The project has been modified to recognize a change from the previous flagship brand (Hilton) to Fairfield Inn and Suites by Marriott. Staff noted that the site plan details were as previously proposed, with changes to the architecture and fenestration of the proposed hotel structure, which is configured similarly to that as previously proposed. Brink then presented details on the hotel and site plan. Brink noted that the building will most likely be constructed of brick and EIFS noting that there is an option for the development of a 4-story version facing Crossroads Drive with 5-stories facing the Interstate, in addition to a 3-story/4-story version with the same orientation and proposed exposures. Following the presentation the Commission noted the following:

- The hotel needs a more noticeable entry on the back/Interstate elevation.
- The angled island and walkway alignment at the southwest corner of the building needs work. Provide for more on-site stormwater infiltration.
- Open up throat to drive adjacent to the north elevation.
- Do more than provide a belt of vegetation around the building.
- Provide seating area at entry with green along walkways, in addition to additional screening of parking.
- Look at reducing parking along Crossroads Drive to increase the amount of landscaping, including consideration for pervious pavement.
- Provide more information on on-site stormwater infiltration, including bioswales in addition to the landscape plan that works on both sides of the parking lot, including a reduction in paving.
- Consider alternatives to reducing the length of the indirect path for hotel users that utilize the parking lot the rear into the building.
- Reduce conflict at the north drive between cars and pedestrians by eliminating parking stalls.
- Eliminate sight line to the trash enclosure along the north.

ACTION:

On a motion by Slayton, seconded by Rummel, the Urban Design Commission **REFERRED** this item. The motion was passed on a unanimous vote of (7-0).

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 4, 5, 5, 5, 5 and 5.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 2702 Crossroads Drive

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
Member Ratings	5	5	-	-	-	5	-	5
	-	-	-	-	-	-	-	4
	5	-	5	-	-	5	-	5
	5	5	-	-	-	5	5	5
	5	5	3	-	-	4	6	5
	5	5	-	-	-	4	-	5

General Comments:

- Address/rethink parking and pathways. Address rear entry – more formal entry needed, maybe 2 entries.
- Site concept and building siting/shape still need work. We need to have a much better idea about the landscaping.
- Restructure parking for pedestrian safety, entrance enhancements. Minimize appearance of concrete and enhance stormwater control.
- Site affords some exciting opportunities.