

## AGENDA # 11

City of Madison, Wisconsin

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REPORT OF: URBAN DESIGN COMMISSION

**PRESENTED:** February 19, 2014

**TITLE:** 202 East Washington Avenue –  
Redevelopment of the “Pahl Tire” Site for  
a 10-Story, 146-150 Room “Courtyard by  
Marriott Hotel.” 2<sup>nd</sup> Ald. Dist. (33109)

**REFERRED:**

**REREFERRED:**

**REPORTED BACK:**

**AUTHOR:** Alan J. Martin, Secretary

**ADOPTED:**

**POF:**

**DATED:** February 19, 2014

**ID NUMBER:**

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Members present were: Richard Wagner, Chair; John Harrington, Lauren Cnare, Dawn O’Kroley, Cliff Goodhart and Tom DeChant.

### **SUMMARY:**

At its meeting of February 19, 2014, the Urban Design Commission **RECEIVED AN INFORMATIONAL PRESENTATION** for the redevelopment of the “Pahl Tire” site located at 202 East Washington Avenue with a 10-story hotel. Appearing on behalf of the project were Josh Wilcox, Dennis Lynch and Jeff Lenz all representing the North Central Group. The Secretary noted that the Commission will need explanation as to why the underlying zoning is not compatible with this project, in addition to there being inconsistencies with the Lamp House Plan, which will be in effect when this project comes through. Wilcox noted that this is a PD with the apartment building at 15 North Webster as the crux of the PD as its permitted height is not to 10-stories (8-stories plus two bonus stories). He also noted they are aware of the Lamp House Ad Hoc Committee, having attended several of their meetings and engaging the neighborhood. He presented photos taken by a drone that flew over the site. Right now they are looking at about 40-50 underground parking stalls. Generally they are looking to expand this corner a little bit and create a curb line to help identify the key car area. Different paving materials, both in the valet queuing area, as well as the primary entrance, will help designate areas for the hotel use. Guests will have the option to valet park into the structure itself, or off-site where they have a couple other properties (60 stalls at Capitol North and 60 stalls elsewhere). A small gravel lot in the back of the property will be enhanced with landscaping as it abuts the Lamp House; it won’t be used for long-term parking, perhaps short-term parking or maintenance people. Wilcox further described the interior of the building with guest rooms, a bar/restaurant, laundry facilities and swimming pool.

The Secretary noted that besides the recommendations of the Lamp House Ad Hoc Committee, the fact that the site is in a Downtown Design Zone, it’s also in UDD No. 4, which means it has to address the criteria for Downtown Urban Design Guidelines; it is a corner site where it’s presence and architecture relates to being on the corner, entry features, and compatibility with adjacent structures.

Comments and questions from the Commission were as follows:

- The criteria will be for the plus two stories that it's an exceptional design. Two pieces in the immediate context are the glass bank, very light almost literally reflective of the Capitol, very much in contrast. I'm not sure how strong your glass corner is going to read in that immediate context. If you walk the outer loop in the opposite direction, the only redeeming quality of the state buildings is the projection, the third floor cantilevers (GEF 1). If you're going to get the allowance for the canopy projection, would there be an ability to look at that as a projection on the façade so the building doesn't feel as flat? Maybe there is some ability to project a bit. First pass when I opened this it felt heavy and at this point it feels applied. It's a potentially fantastic use on the site.
- I think of a downtown hotel as a simple, classic building. I'm seeing that red brow (cap) going up and down; things like that probably aren't necessary. Really nice materials, really simple forms, like the glass bank building, it doesn't have a lot applied to it. You have a 2-story room on the corner but it doesn't read like a real jewel that could be on the corner there, that could really be expressed and be something nice there.
- Is the base one-story or two-stories? It's unresolved.
- Would a car go into the bike lane? There is the potential for people and cars to cross into the bike lane. You've got to work with the City on that.
  - The challenge with that particular bike lane is the count, how many are we dealing with. Because there aren't bikes coming down East Washington Avenue, the bikes coming off that are coming from the other side and the bike corridor is one block west. We're doing counts right now. Average check-in times are between 4-6 p.m., right during rush hour, so we're very sensitive to that valet component moving those cars as quickly as possible.

My concern is that you need to work with the City to come up with a solution. You'll have out of town people that won't know where to go.
- What kind of screening from the temporary parking area to the Lamp House are you proposing?
  - That is not on our property over there. That's the component where we need to work more with the Rouse team to enhance the Lamp House's outdoor space.

It'll be important that we don't see kitchen exhaust or noisy equipment back there.

**ACTION:**

Since this was an **INFORMATIONAL PRESENTATION** no formal action was taken by the Commission.

**URBAN DESIGN COMMISSION PROJECT RATING FOR: 202 East Washington Avenue**

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
<b>Member Ratings</b>	-	7	-	-	-	-	-	-

General Comments:

- Pay strong attention to relationship with Wilson Street.
- With slightly “lighter” façade treatment, will be very fine addition to downtown.