

PLANNING DIVISION STAFF REPORT

September 22, 2014

PREPARED FOR THE URBAN DESIGN COMMISSION AND PLAN COMMISSION



Project Address: 202 East Washington Avenue and 15 North Webster Street
Application Type: Demolition Permit and Zoning Map Amendment for Planned Development
Legistar File ID # 35010, 34641, and 33109
Prepared By: Kevin Firchow, AICP, Planning Division
Report Includes Comments from other City Agencies, as noted

Summary

Please note the following updates:

- Revised comments from the Traffic Engineering are attached as a separate document. These should replace the ones in the original staff report.
- The Urban Design Commission granted initial approval of this request at their September 17, 2014 meeting. Meeting notes will be provided to the Plan Commission as soon as they are complete.
- The 38-page "appendix" containing the supporting data for the applicant's traffic and parking study has been uploaded to legistar item 35010

The City of Madison Traffic Engineering Division reviewed the subject development and has the following comments:

MAJOR OR NON-STANDARD REVIEW COMMENTS

Comments are specific to the project, which may require additional work beyond a standard, more routine project.

1. For Traffic Engineering to support the project at 202 E Washington Ave the following comments must be accepted and complied with as written. If the comments are removed or altered the site will create traffic and parking demands disproportionate to the facilities and improvements designed to meet those demands as well as negatively impacting public safety and use of the public Right-of-Way.
2. The applicant shall submit a Parking Operation Plan, address each of the below comments, for review and approval by the City Traffic Engineer.
 - a. Include the number and location of all parking spaces that are to be used by the valet.
 - b. Provide for a minimum of 4 Valet attendants at all times during peak check out/ check in times. Applicant shall provide data from similar hotels to determine the proper hours of peak check out/ check in times. If the Traffic Engineering division determines the applicant has failed to provide sufficient data to justify reduced staffing levels, 4 valet attendants shall be required at all times. If the applicant does not provide a proper number of valet attendants, vehicles are likely to double park in the bike lane and travel lane. Double parking will negatively impact the safety and operation of the public Right-of-Way.
 - c. As a part of the parking operation plan the applicant shall include language referencing valet parking which shall be complementary. This is to be done to ensure the proper and orderly circulation of a loading zone. Failure to do so could create a situation for the conditional use that is detrimental to or endanger public safety. It is the professional determination of Traffic Engineering that if this site were to proceed with a self-parking option this site will not meet the standards for approval.
 - d. Reserve a minimum of 4 spots in the loading zone for arrivals of guests checking in. Valets shall be instructed that these spaces are not to be used as vehicle storage at any time. If the designated valet spaces are occupied, the valets shall not stop until such time as valet spaces are available. Failure to do so will negatively impact the safe and orderly operation of the public Right-of-Way.
 - e. The applicant plans to block the entrance to their loading dock as part of their current Parking Operation Plan. As such a condition of approval shall be that no deliveries are taken at the hotel from the hours of 6 A.M. to 9 A.M. and from 3:00 P.M. to 6:00 P.M. Monday through Friday. The applicant shall refuse deliveries from any vendor that arrives during those hours.
 - f. Applicant plans to lease space from parking ramps for which they have no control. When the leases for the parking ramps change in either number of spaces or location, applicant shall revise their Parking Operation Plan and have it approved by the City Traffic Engineering Division. This shall include redoing any necessary parking studies as determined by the City Traffic Engineering Division. All

submittals and approvals must be done prior to the expiration of the lease to be modified.

- g. Parking shall be managed in accordance to the approved plan. Modification to this plan shall be considered as an alteration to the conditional use.
3. The applicant shall submit for review a second traffic impact study as the first makes inaccurate assumptions and is in conflict with our following comments. The applicant submitted a traffic impact study including queuing in front of the building in the loading zone along Webster Street. The queuing study as such only estimated the necessary valets during the peak arrival hours and did not provide any information as to the appropriate staffing levels for non peak arrival hours. The study assumed seven (7) loading spots in front of the building; Traffic Engineering has determined that six (6) spots are more likely given the geometrics shown in the submitted plan. The study also did not account for employee's absence and the impacts this would have on vehicle queues along Webster St and into the travel lanes. The queue study also appears to only anticipate use of the applicant's on-site parking as well as the Capitol Square North Garage. The applicant plans on also acquiring spaces in the Brayton Street Lot.
4. Items in the Right-of-Way are not approvable through the site plan approval process and subject to change based on public need. Approval of the submitted plans does not grant approval of the items shown in the public Right-of-Way or approval of uses of the public Right-of-Way such as the loading zone. Applicant will need to obtain additional approvals to place items in the Right-of-Way and for specific uses of the right of way.
 - a. The loading zone in front of the building on Webster Street is unlikely to accommodate busses in addition to normal check-in / check-out operations. Applicant shall work with group reservations to insure bus arrivals are scheduled and coordinated so that the spaces reserved for valet storage are clear during times when busses are expected to arrive. This shall be included with the parking operations plan.
5. Ramp grad exceeds recommended maximums for public parking and as such shall only be used for valet or private parking.
6. Underground parking is not dimensioned and therefore not reviewable at this time. Applicant shall expect major redesign of the building structure may be necessary when plans are submitted for final review. Currently the elevator and stairs appear to be in the drive/backup aisle and need to be relocated for plan to be approvable.
7. This site presents difficult constructability issues; access to neighboring sites must be maintained at all times, covered sidewalks will be constructed and maintained as soon as possible and little to no access to the Public Right Away will be granted for construction purposes. Applicant shall expect that construction methods above and beyond normal construction will be necessary to build on this site.

PEDESTRIAN AND BICYCLE TRANSPORTATION REVIEW COMMENTS

If you have any questions regarding the pedestrian and bicycle transportation comments below, please contact Scott Langer, City Traffic Engineering at 608-266-5987.

1. The development as proposed will increase pedestrian congestion and conflict between pedestrians and guests using the valet service. The applicant shall provide a permanent 3 foot sidewalk easement for the length of the property along Webster Street to mitigate the impacts to the public right of way.

Parking Utility Comments

If you have any questions regarding the City Parking Utility comments below, please contact Bill Putman, Parking Utility at 608-266-6528.

2. None

GENERAL OR STANDARD REVIEW COMMENTS

3. The applicant shall submit one contiguous plan showing proposed conditions and one contiguous plan showing existing conditions for approval. The plan drawings shall be scaled to 1" = 20' and include the following, when applicable: existing and proposed property lines; parcel addresses; all easements; pavement markings; signing; building placement; items in the terrace such as signs, street light poles, hydrants; surface types such as asphalt, concrete, grass, sidewalk; driveway approaches, including those adjacent to and across street from the project lot location; parking stall dimensions, including two (2) feet of vehicle overhang; drive aisle dimensions; semitrailer movement and vehicle routes; dimensions of radii; and percent of slope.
4. The Developer shall post a security deposit prior to the start of development. In the event that modifications need to be made to any City owned and/or maintained traffic signals, street lighting, signing, pavement marking and conduit/handholes, the Developer shall reimburse the City for all associated costs including engineering, labor and materials for both temporary and permanent installations.
5. The City Traffic Engineer may require public signing and marking related to the development; the Developer shall be financially responsible for such signing and marking.
6. All parking facility design shall conform to MGO standards, as set in section 10.08(6).

Please contact Eric Halvorson, City Traffic Engineering at 608-266-6527 if you have questions regarding the above items.

DCD:SAL:EPH



GREATER MADISON CONVENTION & VISITORS BUREAU

WWW.VISITMADISON.COM

615 E. WASHINGTON AVENUE
MADISON, WI 53703

D > 608.255.2537
T > 800.373.6376

September 18 2014

TO: City of Madison Plan Commission
FROM: Deb Archer, CEO
RE: AC Hotel Madison Proposal

The proposed AC Hotel Madison will be an attractive and appealing addition for visitors to Madison. This fresh, new hotel option will complement existing hotel options available to our destination's clientele. In addition, as part of the highly reputable Marriott hotel family, adding this hotel to our destination's portfolio of hotel options bodes well for the reputation of this destination.

AC Hotel Madison will be one of the first AC Hotels in the United States. The brand has been well received in top European cities, but is new to the US Market. With only three AC hotels in the United States, this hotel is poised to generate significant publicity and exposure for Madison, which assists in expanding our city's positive reputation as a travel destination.

A key feature of this hotel will be its 10th floor public bar and restaurant. Its lake views address a key factor identified in our organization's Destination 2020 study – linking visitors with one of our greatest assets – our lakes.

The project will also add a significant number of jobs to our area and generate additional state and local taxes, including room tax for the City of Madison.

We encourage you to look favorably upon this opportunity to enhance Madison as a visitor destination.