

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION

PRESENTED: December 14, 2016

TITLE: 8102 Watts Road – 4-Story, 106 Guest Room “Tru Hotel (by Hilton).” 9th Ald. Dist. (43729)

REFERRED:

REREFERRED:

REPORTED BACK:

AUTHOR: Alan J. Martin, Secretary

ADOPTED:

POF:

DATED: December 14, 2016

ID NUMBER:

Members present were: Richard Wagner, Chair; Dawn O’Kroley, Cliff Goodhart, Lois Braun-Oddo, Tom DeChant, Richard Slayton, Rafeeq Asad, Michael Rosenblum and Sheri Carter.

SUMMARY:

At its meeting of December 14, 2016, the Urban Design Commission **GRANTED FINAL APPROVAL** of a 4-story, 106 guest room “Tru Hotel (by Hilton)” located at 8102 Watts Road. Appearing on behalf of the project were Josh Wilcox, representing North Central Group; Andy Inman and Matt Breunig.

Changes to the project include fully integrated louvers, with accents to the primary Watts Road corner. A canopy has been introduced through that area, glass continued up through the stairwells and integration of EIFS colors that extend into the stairwell. Additional lighting and bollards have been added, along with landscape lighting and additional plant materials. On the façade they have added three windows into the guest rooms, and they have relocated the trash enclosure.

Comments and questions from the Commission were as follows:

- Between the hotel and the east retaining wall, I don’t see that much of a reason to have lawn in that area where you could use no-mow fescue. Along with that I’d encourage a few line plantings to go up that wall and soften the views. You’ve got a lot of Black Eyed Susan beds, which is fine when it’s in bloom but I’d love to see a mixture of either a little Blue Stem in there or another native prairie grass. It can still be formal but incorporate some other species that would carry it through other seasons. Don’t have them mow down the Blue Stem until the spring because that’s a feature of the winter landscape as well. That can be a staff review.
- Did you change the materials?
 - We have. There was discussion last time of the masonry on the building being too close to the EIFS line above it. We’ve come back in with a stone that’s much more in line with the renderings and is much more consistent. In addition to that there was discussion of the retaining wall trying to mimic the masonry as much as possible. After much research and engineering this is what we’ve come up with, short of going to something completely custom.
- The lighting you’re showing shining up, does that still adhere to the night sky?

- Yes it does.

Jessica Vaughn of the Planning Division reiterated some of Planning's conditions, to extend the brick course on the back of the building all the way through the entire first floor, and to soften the blank wall at the end elevation with a window or other type of treatment to break it up a little bit.

ACTION:

On a motion by O'Kroley, seconded by Goodhart, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a vote of (8-0). The motion required address of the landscape comments, the preference for the wrapped or extended canopy around the west elevation from the south elevation, and acknowledgment of staff comments in regards to the blank end elevation walls with a window or other alternative.