

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION

PRESENTED: February 22, 2017

TITLE: 4601 Frey Street – 12-Story, 275,542
Square Foot Mixed-Use Building
Containing 178 Guest Room Hotel and
Office Tenant. 11th Ald. Dist. (45165)

REFERRED:

REREFERRED:

REPORTED BACK:

AUTHOR: Alan J. Martin, Secretary

ADOPTED:

POF:

DATED: February 22, 2017

ID NUMBER:

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

SUMMARY:

At its meeting of February 22, 2017, the Urban Design Commission the Urban Design Commission **RECEIVED AN INFORMATIONAL PRESENTATION** on a 275,542 Square Foot Mixed-Use building Containing 178 Guest Room Hotel and Office Tenant. Appearing on behalf of the project were Barry Perkel and Bill White, both representing Raymond Management company, Abbie Moilien, representing Ken Saiki Design, Inc., and Josh Wilcox, representing Gary Brink Associates.

Comments and questions from the Commission were as follows:

- Those areas within the brick, are they EIFS?
 - **Applicant:** Yes
- We were looking for less EIFS, not more.
 - **Applicant:** Texture not read differently than if it were spandrel glass.
- Speak to underground parking.
 - **Applicant:** Slope, we have looked at it, but the way of the split doesn’t work well from a guest experience/arrival experience, the way the columns were coming down with excavation found a lot a rock, blasting would be required.
- Why does the building contain an office component, not just hotel?
 - **Applicant:** We were approached by employer, makes sense given employee base and amenities. Able to reduce overall parking count with shared parking.
- Did you look at impact of solar collectors on top of Target? Did you do a shadow study?
 - **Applicant:** Yes, it is in the packet. We looked at it, and have reached out to Target. The manager does not have objection.
- In regards to the EIFS, it looks like you’re trying to create mullion pattern and like you could take a cement or metal panel infill; you could get away from curtain wall/spandrel glass, use materials that are not EIFS, and get same effect.

- Talk about the west elevation and talk about how it could be more articulated as a neighbor, especially with mechanical, more green space, green roof, screening.
 - **Applicant:** Landscaping, setbacks and how it's detailed, bring down volume as much as possible, integrated the masonry forms, trying to be consistent with rest of façade, could add more detail in there, in terms of louvers, on hotels committed to VRF greenest system, eliminates all penetrations in guest rooms, no condensers, very quiet, continuing to work through that, how to modify equipment to reduce louver size as much as possible, taken out 20% of louver, adding detail and rhythm into that so there is a seamless transition into architecture, removed corner space to open corner, tucked corridor daylight to alleviate lighting along.
- If that wall had some life added to it. Great opportunity for the intake to create rhythm in those areas you can get some plantings up there; consider neighbors view...look into it.
 - **Applicant:** Consideration for plantings proposed, ginkgoes.
 - What you have now is fine.
- Noise factor on intake?
 - **Applicant:** General 40dB at night, 50 during the day, will stay at 40 at property line, like a babbling brook or refrigerator

ACTION:

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