

AGENDA # 3

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: September 6, 2017
TITLE: 901 East Washington Avenue – New Development of a Boutique Hotel in UDD No. 8. 6 th Ald. Dist.	REFERRED: REREFERRED: REPORTED BACK:
AUTHOR: Janine Glaeser, Secretary	ADOPTED: POF:
DATED: September 6, 2017	ID NUMBER:

Members present were: Richard Wagner, Chair; Dawn O’Kroley, John Harrington, Tom DeChant, Rafeeq Asad, Amanda Hall, Lois Braun-Oddo* and Cliff Goodhart.

*Braun-Oddo recused herself on this item.

SUMMARY:

At its meeting of September 6, 2017, the Urban Design Commission **GRANTED INITIAL APPROVAL** of the development of a new boutique hotel located at 901 East Washington Avenue in UDD No. 8. Appearing on behalf of the project were Andy Laufenberg and Doug Hursh, representing 901 Hospitality, LLC; Curt Brink, John Kothe, and Abbie Moilien, representing Ken Saiki Design, Inc.

The current site plan shows a building addition on the East Washington Avenue side with a hotel drop-off internal to the block. Eventually all of the surface stalls will be transferred into a structured ramp at the center of the site. Hursh clarified that 924 East Main Street will remain. An outdoor plaza space will be located on East Washington Avenue with a restaurant space with outdoor seating raised above grade approximately one-foot to activate the street presence. Stormwater management will be in pond form by using the “basement” of one of the demolished buildings at a level of about 4-feet with various plantings. The design of the building is defined by a base, middle and top. The base is defined by the patios and a double row of trees. Where they previously had more of an expressed steel frame, they are now using larger brick panels with corrugated metal between the spandrel of the windows. Building material samples were shown.

The Secretary noted that the Commission should address Planning staff’s comments in regards to the parking layout as well as UDD No. 8 setback requirements (along Paterson and Main Streets there is a 15-foot required setback; the plans show that as 5-7 feet). In addition, parking on East Washington Avenue should be no closer to the street than 50% of the depth of the building. Based on this, the first 7 stalls closest to East Washington Avenue are recommended for removal. There is concern about the amount of surface parking on Main Street. The Planning Division does not recommend demolition of the 910 East Main Street building.

The Commission praised the architecture, and discussed their concerns for the pedestrian experience along East Washington Avenue, the need for additional large, canopy shade trees, trees and vegetation for the tree islands (with no stone mulch), and to make the stormwater management pond more natural by feathering the edges a bit. It was suggested that if the building at 910 East Main Street comes down, planting large canopy trees there

could help hold that corner. Concern was expressed regarding the East Washington Avenue entrance not being prominent enough; Hursh replied that there would be signage marking that as an entrance.

ACTION:

On a motion by Asad, seconded by Harrington, the Urban Design Commission **GRANTED INTIAL APPROVAL**. The motion was passed on a vote of (7-0). The motion provided for the following:

- The Commission is comfortable with the building architecture.
- The Commission requested an “as-built” site plan for their review, in addition to more information on how temporary aspects will be handled with more definition.
- The Commission is OK with the demolition of 910 East Main Street.
- The stormwater pond should be more natural looking, with no fence.