

AGENDA # 3

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: February 21, 2018
TITLE: 2155 Rimrock Road – Planned Multi-Use Site, Development of a “Home 2 Suites Hotel.” 14 th Ald. Dist. (49613)	REFERRED: REREFERRED: REPORTED BACK:
AUTHOR: Janine Glaeser, Secretary	ADOPTED: POF:
DATED: February 21, 2018	ID NUMBER: 49613

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

SUMMARY:

At its meeting of February 21, 2018, the Urban Design Commission **GRANTED FINAL APPROVAL** of a Planned Multi-Use Site for the development of a “Home 2 Suites Hotel” located at 2155 Rimrock Road. Appearing on behalf of the project were Erik Sande, Matt Breunig, representing Gary Brink & Associates; Andrew Inman, Suzanne Vincent, representing Home 2 Suites; and Tom List. The applicant reviewed the site location and context in a Suburban Employment district, with the site currently underutilized. The 143-room hotel has an enhance program. Elevations from December versus now show the queen larger rooms moved to the center, articulation added to the façade, the entry sequence has been brought from the south to the north, and the color scheme has been enhanced to reflect a more professional nature. The beacon roof feature is modeled to look like the top of a lighthouse.

Comments and questions from the Commission were as follows:

- Why can’t the through units be treated the same on the Beltline side?
 - The north side have PTAC where the south side as VTAC. PTAC are not sound-insulating and they face the Beltline, we’re trying to hold down the noise factor, and the need to be integrated into the design. The color will be matched and designed to blend.
- (Ald. Carter) The first design did not rise to the occasion. I like the improvements but want them to take into consideration all Urban Design Commission comments. We want it to rise to the occasion.
- On the south side of the building, once you start tarnishing that will the wallpaks, you lose the integrity. Get all your wallpaks out of your frame element.
- The beacon has some proportion to it that I’m not entirely seeing in your elevations and it’s not all the way to the face (north and south elevation), it doesn’t have the same strength. The image is more successful. I don’t know if you need that third piece because you have that warm golden glow; let that become part of your beacon.
 - The light piece on top is part of the brand identity.

- We've done a few other Home 2 Suites, it can be more integrated. It's integral to the design and we'd like to maintain that feel, but this isn't scaled and integrated as well.
- We need to integrate it better rather than enlarge it.
- Our entrance is on the side away from the Beltline but we want the visibility from the Beltline.
- Just for clarity then, the beacon concept being show is not the actual configuration on this building.
 - No, not identical.
- I would actually like to see the 3D version of the beacon on this building because I can't quite place it.
- I like where building has gone, the articulation, the materials.
 - This is an advisory recommendation to the Plan Commission, and what we've heard for feedback today, we have an understanding of where we need to go with staff.
- Having that light piece on top of the building seems wrong. The beacon is almost like a tower entry piece. If you're going to push for a design element, go hard or go home. This is going hard and I feel like it needs to be incorporated into this building. Something that makes the whole beacon concept worth it, instead of sitting a skylight bulb on top of a building.

ACTION:

On a motion by DeChant, seconded by Braun-Oddo, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion passed on a vote of (6-0). The motion passed with the following conditions:

- Clarification of the actual beacon structure on this specific building.
- Removal of the vents out of the EIFS frame and doing a better job of placement.
- The penetrations shall be fully integrated into the design of the south elevation.
- It should seem as one architectural element window-to-window.