

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION

PRESENTED: February 13, 2019

TITLE: 760 Regent Street – PD, Construction of a New UW Campus Hotel. 8th Ald. Dist. (54466)

REFERRED:

REREFERRED:

REPORTED BACK:

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ADOPTED:

POF:

DATED: February 13, 2019

ID NUMBER:

Members present were: Richard Wagner, Chair; Cliff Goodhart, Lois Braun-Oddo, Rafeeq Asad, Tom DeChant, Craig Weisensel, Jessica Klehr and Christian Harper.

SUMMARY:

At its meeting of February 13, 2019, the Urban Design Commission **RECEIVED AN INFORMATIONAL PRESENTATION** for the construction of a new hotel located at 760 Regent Street. Registered in support of the project were Aaron Ebent, Chad Bloedel, Dave Merrick and Jorge Franco, representing the Hispanic Chamber of Commerce. The development proposes a 176-room hotel, 6-stories in height with a 235-stall parking structure for both office and hotel uses. The team reviewed site context photos showing the existing vantage points in relation to the site plan. With the parking podium below the main building, the ground floor houses the lobby and meeting spaces with hotel rooms above. Primary access would be from Regent Street. The site is sloped somewhat, making part of the parking structure buried into the hill. Some surface parking around the building is proposed, while maintaining access to the pedestrian mall and being sensitive to the East Campus Mall and the bike trail. The site is tight and they are building up to the property line, with service equipment in the back. A grand stair from the first lobby walks up to the second floor where they have a large pre-function area with a ballroom and balcony. The third floor is typical with guest rooms with stairs on either end. Building materials include masonry on the ends in dark charcoal, a wood-look siding, fiber cement panel, black metal framing for windows and doors, and white metal panel that wraps the entry canopy. The body of the building is two toned white and gray EIFS vertical banding. The team has discussed EIFS with Planning staff and have kept it above the third story so it doesn't come down to grade. They are looking at screening options for the parking; panelized screens with mesh material would create a vertical and artful rhythm.

Jorge Franco spoke strongly in support of the project.

The Commission discussed the following:

- Will you have venting panels under the windows?
 - Yes. We will add them to the renderings. We are trying to integrate the PTAC unit within the window frame; using a dark metal helps integrate it very well.

- With the use of wood look siding I'm wondering if it would be more successful on this view in particular, if it continues back to meet from masonry pier to masonry pier. Rather than have EIFS on the prominent corners the whole thing becomes wood. Make it more of an entry feature.
- That might help you have not quite so much EIFS on that façade too.
 - We are starting to look at other options to break up the south side of the building.
- I wondered why this wood is just here? It's so random with brick, slate, wood and metal. It's too many materials; if the wood is not going to be prominent I would take it off altogether. This is a modern building with the white metal, it's dynamic.
- To me it warms up the building.
- I know we're not talking about signage right now, but they're so concentrated and close to each other. I would explore different places for those.
- Regent Street goes from two lanes to one right where you're entering. That's something to consider.
 - We are engaging in a TIA and putting that together.
- When you park your car is there a way to get into the hotel without going outside?
 - Yes, there's a door right here.
- The building is fine but I have some fundamental urban design concerns about the project. It has a Regent Street address but it's not really on Regent Street. In fact it's on two pretty prominent public ways, the bike path and East Campus Mall, both of which it pretty much turns its back on. You're missing an opportunity for people to look out over the campus mall and bike path. Fundamentally there's a big huge missed opportunity here.
- I had a similar reaction, I want to take the lobby and all that activity and face it towards campus mall.
- If these were streets with cars on them Planning would be insisting on it.
- There's a lot of EIFS on this building. I don't think painting it on top gives it a different top. I'm not fond of wood looking materials that aren't actually wood. I don't have a problem with warming up the façade.
- Have you run a rendition without the white top? I would like to see that. A fake top doesn't do it for me.
- If this whole section was a different type of wood like material, not this plank looking thing, it would be successful.
- The southwest corner is tucked up against the property line where the east has more space. You're pressing on the campus mall with the parking structure.
 - The property lines are being created and will be splitting the existing drive.
- Is it possible to mirror the building?
 - We looked at that but there are challenges from a site perspective in terms of access.
- Think about how to engage the public, think more about what you see from the bike path view.
- There's a missed opportunity not addressing East Campus Mall. You're sending pedestrians to the East Campus Mall anyway to get to the Kohl Center.
- How will you remove snow from the top of the parking structure?
 - We are reviewing that right now; possibly a snow chute.

ACTION:

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