PLANNING DIVISION STAFF REPORT

May 29, 2019

PREPARED FOR THE URBAN DESIGN COMMISSION

Project Address: 760 Regent Street

Application Type: PD(GDP-SIP) New Hotel – Initial/Final Approval Requested

Legistar File ID # 54466

Prepared By: Janine Glaeser, UDC Secretary

Background Information

Applicant | Contact: Glenn Roby, Kahler Slater and Dave Merrick, Mortenson

Project Description: The applicant is seeking approval to construct a 176-room hotel with approximately 239 parking spaces abutting the East Campus Mall.

Project Schedule:

- The UDC referred the project on April 24, 2019.
- The Plan Commission is scheduled to review this project on June 10, 2019.
- The Common Council is scheduled to review this project on June 18, 2019.

Approval Standards:

The UDC is an advisory body on this request. As with any Planned Development, the Urban Design Commission is required to provide a recommendation to the Plan Commission with specific findings on the design objectives listed in Zoning Code sections 28.098(1), Statement of Purpose, and (2), Standards for Approval. (**PD Standards for Approval attached.**)

Summary of Design Considerations and Recommendations

Staff recommends that the Commission review and comment based on the specific **PD Standards** and refer to the report from the April 24th Presentation. Planning Division Staff continue to have concerns on the amount of EFIS proposed which would not comply with the zoning code for non-PD districts and is a lower standard that what is expected for development in PD districts. Traffic & Engineering staff are still working with the design team on details for bike path connections and adjacent site grading.

April 24th Referral conditions: *"That the previous comments for orientation and activation of the north and west have not been addressed, and that either through the program or exterior façade and landscaping, find a solution that activates those two either through orientation or other design. "*

April 24th UDC comments:

- Building and site should better address East Campus Mall and bike path
- Provide final details of parking lot screening panels and note that graphics are not included in this request and will require the approval of an alteration.
- Provide bike parking adjacent to outdoor patio access to bike path
- Study opportunities for energy saving measures
- Provide architectural connection between vehicular entry to the northeast area and increase patio area
- Move back of house items away from northeast corner and better activate northeast corner patio area
- Landscape proposed feels very suburban – provide a more urban form with ground cover and ground plane interest. Daylily is so overdone, provide something native and/or Coneflower
- Signage shown is not part of this application and may require a Comprehensive Design Review

AGENDA # 4

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	**PRESENTED:** May 29, 2019
TITLE: 780 Regent Street – PD, Construction of a New UW Campus Hotel. 8th Ald. Dist. (54466)	**REFERRED:**
	REREFERRED:
	REPORTED BACK:
AUTHOR: Janine Glaeser, Secretary	**ADOPTED:** **POF:**
DATED: May 29, 2019	**ID NUMBER:**

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

SUMMARY:

At its meeting of May 29, 2019, the Urban Design Commission **GRANTED FINAL APPROVAL** of construction of a new hotel located at 780 Regent Street. Registered in support of the project were Greg Kempen and Chad Bloedel, both representing Kahler Slater Architects; Joseph Goldworthy and Suzanne Vincent, both representing Vierbicher; Dave Merrick and Nate Gundrum.

The team presented revised plans to activate all four façades of the new building. A rendering of the new bike path entry façade will be highlighted with a steel and glass canopy structure with potential signage locations (just shown in concept at this point). They showed iterations of the design as it has evolved. They are proposing an adjacent bike path entry with bike parking locations. The vehicular and bike path entry to the north have opened up with more windows to open up that connection and using canopies. The East Campus Mall entry has increased lighting that creates an entry not only for the building but what you see beyond. The gallery walk will include screens around the parking that will pull the public in, and used the landscaping and artwork to really frame the space. The landscape plan is structured to wrap and connect while providing a wide variety of plant materials, as well as open and shaded areas, textural areas and something that can be used year-round. Seating is thoughtfully placed for shade and views. They have removed the daylilies entirely from the landscape plan, to be replaced with coreopsis, Dogwood has been pulled and swapped for Viburnum and annuals would be worked into potted areas. A combination of accent lighting (uplighting the panels), wall sconces and a layer of bollards will provide a glow and makes it a beacon rather than a place where you are concerned for your safety.

The Commission discussed the following:

- This is a great improvement. I definitely appreciate the diversity of your rendering people, that never happens. It's a solid project and you've addressed our concerns. I personally like where you've taken it, from the art to the walks. You did a decent job in highlighting, and not taking away from the architecture.
- Can you talk about the materials on the murals.
    - This is a screen that's stretched over a steel or aluminum frame. They can be 30-50% open, from any amount of distance away it comes to a cohesive image.
- I'm still overall concerned with the parking ramp being along the bike path, but I understand the constraints of the site and how you activated the corners, the landscaping and the walk.
- You are requesting approval without specific mural images? You're committed to doing the murals?
    - Yes. There are 5 image opportunities.
- You're billing this as an art gallery. Those have curators that choose and change that art. How will this not just be images on a wall?
    - We've been pondering that ourselves. It could be as simple as the hotel brand, working with the City to make a proposal on the images, it could be offering a commission as a potential art opportunity. We've reached out to Karin Wolf, City Arts Administrator and had a great conversation with her.
- Can you reapply new images to that or would you have to replace the material?
    - I don't know off hand but would guess replacement.
- I'd like some condition that if this is an art gallery the City's Arts Commission should be involved and consulted, and that if issues arise it must come back to the Commission.
- Can we request the signage and mural come in at the same time?
- What I hear them saying in a way is this is not a mural. If it is an art gallery kind of thing, murals can be boring and just become background, they can deteriorate and weather. If this is a gallery, how is this really going to work?
- I don't know what mechanism there is for us to review it before the building is occupied.
- Were studies done on whether or not mirroring that so your active space is on the other side of the building instead?
    - There were a number of in-house studies. The site is small and tight, we're maximizing the space. Concerns came in fire access, how you mirrored the building really made a difference. It

got really complicated and we had concern from the hotel flag that we really need to maintain their activation along with all the other activations we're trying to do. It's been a balancing act.

- Could you go over your finish palette.
    - We're proposing screen material likely 50% open. The metal will be the same corrugation no matter the color and it will run horizontal. The dark is charcoal/dark gray with red/orange to break up the façade and accent the building, it gives it a nice articulation for all four sides. The wrapper would be white material metal composite with dark window framing. They are proposing gray EIFS as an accent material to help set off the rest of the façade and it stays up above the third floor in all locations. Three types of glass are proposed with translucent at the staff lounge, solar ban 60 with a slight tint to it and spandrel going up in verticals. They are working with an elongated brick pattern that is stained and acid etched for a matte finish at the base, with 3" of insulation between panels.
- I appreciate the way you've addressed some of the areas around the site, breaking up the massing of the stair tower, your diagram of the northeast corner has transitioned more to that side is appreciated, as well as the activation of the walk around the arts to the East Campus Mall corner. There's still a common space left of the vehicular entry, what is that space?
    - It's the hotel lobby adjacent to the front desk.
- If your bike path beer garden gets really popular you're not going to have enough bike parking spaces.
    - We did look at the requirements for bike parking and we satisfied those on the site, with four additional up by the bike path.
- The pocket park, the ground finish is really handsome with the lavender haze and the plank pavers. I am concerned though about the long-term maintenance of the crushed gravel paths.
    - There are some steps right here that are retaining.
- We appreciate you're keeping energy efficiency in your designs.

ACTION:

On a motion by Asad, seconded by Braun-Oddo, the Urban Design Commission **GRANTED FINAL APPROVAL.** The motion was passed on a vote of (9-0). The motion noted the Commission's appreciation for the improvements made to the design. A plan for the art installation shall be included with a future signage plan submittal.