

City of Madison, Wisconsin

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REPORT OF: URBAN DESIGN COMMISSION

**PRESENTED:** July 17, 2019

TITLE: 5110 High Crossing Boulevard – New  
Development of a Four-Story, 95-Room  
Avid Hotel. 17<sup>th</sup> Ald. Dist. (56491)

**REFERRED:**

**REREFERRED:**

**REPORTED BACK:**

AUTHOR: Janine Glaeser, Secretary

**ADOPTED:**

**POF:**

DATED: July 17, 2019

**ID NUMBER:**

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Members present were: Richard Wagner, Chair; Cliff Goodhart, Jessica Klehr, Rafeeq Asad, Tom DeChant, Christian Harper and Syed Abbas.

**SUMMARY:**

At its meeting of July 17, 2019, the Urban Design Commission **RECEIVED AN INFORMATIONAL PRESENTATION** for a new hotel located at 5110 High Crossing Boulevard. Registered in support of the project were Greg Held and John Stauffacher, representing Cascade Development. The Avid Hotel is a more minimal hotel with a lower price point and fewer amenities designed to fit a certain niche. It's a prototype building, much like the Holiday Inn Express. It's a challenging site with the grades, the highway and the ATC easement along the western edge. The primary material is EIFS, which they understand is not the preferred material; it can be used as decorative accents and on the upper portions of the building. They are proposing masonry or metal at the base with a red decorative tower element.

- Saturated colored EIFS in red may become pink. You could do painted masonry, burnished block or cement panel. Masonry is load bearing, it could also be red tile or cement board. The corner will be a challenge with engineering.
  - The base would need to be masonry or fiber cement. The vertical elements should be consistent.
- You could use a cement panel. The red element to me says load bearing.
  - We do want to use the corporate color scheme and the signage is in there. It has to match that red.
- Where it looks like storefront on the entrance, the vertical elements could somehow relate to what's going on above. The 3D rendering looks confusing.
  - These are pulled from the corporate prototype models. And they're constantly updating their models.
- What is the flag demanded parking ratio?
  - 95 units, 1.1 is the parking ratio. We're sharing parking with the Holiday Inn Express.
- There's a real lack of greenspace there. It's a sea of asphalt.
  - If I can look at both those sites together and reduce it I will gladly do that.
- Anything to provide a bit of relief. Trees make a difference.
- And shade trees in the parking lot and in the islands.

- We are trying to focus on sustainability and reducing carbon footprint. I'm working on an ordinance for EV charging stations. It would be beneficial to consider creating a conduit and making the building EV-ready.
  - The Express has charging station and underground parking.
- Have you considered putting the lobby toward the north?
  - In our discussions with Zoning they really like having the glass up on High Crossing.
- When you come back bring some photos of the site because I'm not familiar with the grades.
- Is that your only entrance?
  - I think that was dictated by Traffic when the Express was built. People would come in here, park and register and then go around and park. The site drops off but the road goes up.

**ACTION:**

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