

AGENDA # 3

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: October 16, 2019
TITLE: 5110 High Crossing Boulevard - New Development of a Four-Story, 95-Room Avid Hotel. 17th Ald. Dist. (56491)	REFERRED: REREFERRED: REPORTED BACK:
AUTHOR: Janine Glaeser, Secretary	ADOPTED: POF:
DATED: October 16, 2019	ID NUMBER:

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

SUMMARY:

At its meeting of October 16, 2019, the Urban Design Commission **GRANTED FINAL APPROVAL** of a new four-story, 95-room hotel located at 5110 High Crossing Boulevard. Registered in support of the project was Greg Held, representing Cascade Development.

Held presented an updated site plan (different from what was in the Commission packets). What was once planned for a Gold's Gym will now be an Avid Hotel, which will have less impervious area and a smaller building footprint than what was previously proposed. The building colors and massing are firmly dictated by corporate architects, even more so than they had initially thought. In considering alternate building materials, they approved brick veneer for the first floor base and fourth story elements. The EIFS has been switched to a fiber cement reveal panel system that mimics composite metal panel. He addressed the Commission's previous comments including materials, orientation and shadows. They have the minimum number of parking spaces according to corporate guidelines but can share with the adjacent site. A full landscape plan addresses parking lot island trees; there is an existing ATC easement on the west side of the property but they were able to fit trees within a 15-foot height restriction. There had been a private water easement, the owner decided it was within his budget to move that water line, which allowed them to shift the building to the northwest approximately 18-feet. This move allowed the entrance of the building to be in the corporate mandated corner, facing High Crossing Boulevard for best visibility, allowed for more clearance between the building and the transformer and allowed for more landscaping around the building. The site will be EV ready and stations will be added if the budget allows.

The Commission discussed the following:

- Nice job with the landscape plan, it's nice to see that you hired someone that put thought into that. It's a nice selection of plants, above and beyond what we normally see.
- There was a seed lawn shown in some areas between the parking lot and the buildings, it would make much more sense to do that as sod. In terms of site plan and layout, I'm not sure there's enough room, if

the lot was full on the west side, for someone to make the turn-around movement at the end. One of those stalls might need to be striped out.

- Typically we do a 5-foot cutout for that. We could stripe an area if Traffic felt we needed to.
- The plant selection looks good. There is a plant symbol for SB, Spirea Betufofia sprinkled in groups of three in some of these islands. It's okay but those are deceptively large islands, they're going to be like little gumdrop shrubs, those could be doubled up in quantity.

ACTION:

On a motion by Weisensel, seconded by Braun-Oddo, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a vote of (6-0).

The motion provided for address of the landscape comments as follows:

- Look at replacing the seed lawn shown in some areas with sod.
- Double the Spirea groupings in the tree islands.