



PREPARED FOR THE URBAN DESIGN COMMISSION

Project Address: 845 E. Washington Avenue
Application Type: Informational Presentation - New Hotel in Urban Design District No. 8
Legistar File ID # [59850](#)
Prepared By: Janine Glaeser, UDC Secretary

Background Information

Applicant | Contact: Josh Wilcox, GBA Architecture, Middleton, WI

Project Description: The proposed new eight-story hotel building will be approximately 81,232 sf total with 151 guest rooms, an eighth floor restaurant, and other amenities. The ground level drop off area and four (4) loading/parking stalls are accessed off of Main Street. Guest parking will be located off site.

Project History/Schedule:

- The development team anticipates submitting a land use application in Spring of 2020

Approval Standards:

If formally submitted, the UDC would be an approving body on the development request. The development site is within UDD 8 - Block 12a & 12b, which requires that the Urban Design Commission review the proposed project using the design requirements and guidelines of Section 33.24(15).

Summary of Design Considerations

In applying the standards, the code states that the UDC shall apply the UDD 8 district requirements and guidelines as may be appropriate in order to implement the Core Development Principles of the [East Washington Avenue Capitol Gateway Corridor Plan](#). In order to approve, ordinance requires that the development is found to meet the requirements and conform as much as possible to the guidelines.

The site extends the full width of the block from East Washington through to East Main and has two key frontages. The new eight story building is set back from East Washington the required 15 feet. The building will be five (5) stories at the East Washington Avenue street level with three (3) stories above. There is a required 15 feet setback above the fifth floor and an additional setback above the seventh floor. The East Main frontage is setback 75 feet from the street and designed with a focus on vehicle access for the drop off and other site maintenance items, including refuse storage. **Staff recommends that the UDC provide comment on the UDD 8 District requirements and guidelines, the East Washington Avenue Capitol Gateway Corridor Plan, and the pedestrian experience for BOTH East Washington and East Main frontages.**