



PREPARED FOR THE URBAN DESIGN COMMISSION

Project Address: 825 E. Washington Avenue
Application Type: New Hotel in Urban Design District No. 8 – Initial/Final Approval is Requested
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 Urban Design Commission received an informational presentation on March 11, 2020
- The Plan Commission will review this proposal on June 8, 2020

Approval Standards:

The UDC is an approving body on the development request. The development site is within Urban Design District 8 (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 stepback above the fifth floor and an additional stepback 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.**

Staff requests the Commission refer to their comments from the 3/11 informational presentation:

- I really appreciate the challenge it must be to squeeze this in. The elegant brick and vertical slots with the windows work well but it gets fussy along E. Washington.
- I like the black but could it be the same as on top? I like it, I just thought maybe the bottom and top could have the same language.
- Commission expressed concerns regarding use of EIFS in the downtown corridor. "EIFS: It doesn't say it, it doesn't look like it and it shouldn't be it."

- The north edge seems a little institutional to me. I don't think the variation of pier sizes is dramatic enough, I'd almost rather see something that undulates a bit more. I don't mind the manufacturing look of the front, it's dramatic, but I don't like the guard rails above them, I want the parapets to go up and get rid of those to clean it up. It detracts from the simplicity of those forms.
- I really like this idea of optical illusion. The black box on E. Washington doesn't have to be black to be successful, but I like it being continuous through those floors, it's a dramatic statement, it's simple, industrial. I personally like it. I don't know about EIFS.
- One comment on the Main Street side, near the short-term parking there's a bump out that's just concrete, along Main Street that could be planted with landscape.
- The material on Page 18, there's a stripy effect and I think that's cool, you've got little bits of color throughout.
- Questions regarding parking - Since all of the parking is off-site, as more hotels pop up in this area, as well as event spaces and restaurants, I assume you're looking at the new ramp nearby as being the recipient of your guest parking. What kind of thought goes into that when you take into consideration multiple events taking place on any given day, coinciding with a home football Saturday?