

AGENDA # 5

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION

PRESENTED: May 27, 2020

TITLE: 4402 E. Washington Avenue – Façade
Renovations for a New Double Tree Hotel
in UDD No. 5. 17th Ald. Dist. (60408)

REFERRED:

REREFERRED:

REPORTED BACK:

AUTHOR: Janine Glaeser, Secretary

ADOPTED:

POF:

DATED: May 27, 2020

ID NUMBER:

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

SUMMARY:

At its meeting of May 27, 2020, the Urban Design Commission **GRANTED FINAL APPROVAL** of façade updates for a new Double Tree Hotel located at 4402 E. Washington Avenue in UDD No. 5. Registered and speaking in support were Josh Wilcox representing North Central Group; and Andy Inman. Registered in support and available to answer questions was Dustin Dresen, representing North Central Group/GBA. Registered in support but not wishing to speak was Jeff Lenz. The site houses the former Crowne Plaza purchased earlier this year. It is a tired hotel property at a prominent gateway to the City. The team noted that a signage submittal will come at a later date. The majority of the EIFS on the building is being refreshed with paint, the mansard roofs are being painted, and they are looking at protruded accent EIFS bands between the windows. They turned to a more horizontal architectural approach, looking to add rhythm back to the building with verticality to interject more life and detail. They have added various finishes throughout the space that complement the proposed future signage. Low level lighting has been added to make it more secure and inviting. They will be adding the accent color of Double Tree blue on small reveals. These updates make it feel lighter and fresher, showing a more modern building while maintaining a lot of the architectural features without doing major modifications.

The Secretary noted that the original signage was approved, and the record found that any changes to the façade that included future signage changes needed to come to the Commission.

Matt Tucker, Zoning Administrator spoke, asking the Commission to comment on how the architectural changes integrate signage into the proposal. This is a unique condition in that they have a very large existing sign on the roof area, that's a sign of "other times." It's important to note how the façade modifications might relate to an upcoming signage request. If façade changes are approved that allows for relatively large signage.

The Commission discussed the following:

- Overall what you've done is phenomenal, almost unrecognizable, hats off to you. I think when I look at the signage the one trick on this consideration is hotels just don't do mansard roofs anymore. I don't see

without significant changes to the building where else you'd put the sign. Based on the existing building I think they did a good job overall and that's probably the best appropriate place for a sign.

ACTION:

On a motion by Braun-Oddo, seconded by Klehr, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a unanimous vote of (8-0).