

AGENDA # 4

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION **PRESENTED:** January 27, 2021

TITLE: 223 S. Pinckney Street - Block 105 Judge Doyle Square Hotel, Advisory Recommendation for an Amended Planned Development (GDP-SIP). 4th Ald. Dist. (62784)

REFERRED:
REREFERRED:
REPORTED BACK:

AUTHOR: Janine Glaeser, Secretary **ADOPTED:** **POF:**

DATED: January 27, 2021 **ID NUMBER:**

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

SUMMARY:

At its meeting of January 27, 2021, the Urban Design Commission **GRANTED INITIAL APPROVAL** of an Amended Planned Development (GDP-SIP) located at 223 S. Pinckney Street. Registered and speaking in support were Aaron Ebent, representing Kahler Slater, Inc.; Nate Gundrum. Registered in support and available to answer questions were Suzanne Vincent, representing Vierbicher; JP Beitler, representing Beitler Real Estate Services, LLC; and Jared Gozdowiak, representing Kahler Slater.

The overall height has been reduced from what was approved previously so it is under the Capitol View Preservation Height Limit. Outdoor dining and event spaces are proposed to activate the ground floor level. They wish to be respectful and complementary to the design that is progressing across the street. The Capitol Neighborhoods Association did request that UDC withhold final approval; the team has spoken with Eli Judge and Ald. Verveer about the concerns of the end walls on Doty and Wilson Streets and have proposed alternatives. A cantilever covers the Pinckney sidewalk with an entry canopy located at the center of the curve. The overall form of the tower is pulled back from the hard corners, and they have added decorative paving to create outdoor break-out spaces for the meeting room and bar/restaurant. This creates relief and provides a “window” to view into the development. There is a lot of glass facing Pinckney Street with back-of-house features towards the north. Overall they have lightened up the palette of the building to make it brighter, the curved form has been carved away a bit more and the façade pattern reflects playfulness in a checkerboard pattern with two shades of gray metal panel and windows. The convex side of the building has a carved out reveal with pairs of punched windows. Wilson Street is lower than Doty and the stone base is more exposed.

The Commission discussed the following:

- I like the materials, striations, color palette. There are two planting beds flanking the main entry, I’m not buying the Juniper as a ground cover, feels like a lost opportunity for mass plantings with more movement and texture. Maybe Prairie Drop Seed, something more interesting, don’t let them be sparse. I like the corners, the specialty paving, although I have a question as to what that is. On each end there is

a triangle sliver of planting with two lonely shrubs, those could be packed full of something else, a low ornamental grass or some other species with more interest. On the bike racks, they appear to be perpendicular to the flow of traffic on the sidewalk and actually overlapping, I'm not sure if that location works. You may have to turn them parallel to the sidewalk, you could even pull some over in front of that row of Karl Foerster Feather Reeds.

- It is stained concrete which would have a series of aggregate and a scoring pattern as well in the charcoal/gray tones.
- I really like the design. The rooftop elements question from the neighborhood, has that been discussed and resolved?
 - We have a very efficient system, each of the VRF units need a condenser element placed on the rooftop level. Our team has done a study to see if solar is an option for that. We are studying it.
- You are going to have a considerable amount of rooftop equipment there. It would be good to see a roof plan.
- Is this not the final design of the panel patterns?
 - It's a representation, we can provide more imagery of it. Each of those panels come together, some are positive and flat and some have ridges at about 2" and corrugated, when you stack them together you can play with the pattern within that space.
- That's a huge portion of the building. I like the project but if that could potentially be drastically different it makes me hesitate. Those patterns can make or break the building. How do we know what we're looking at is what we're going to get?
 - The rendering is a very good representation of those metal panels.
- Is there a way to make the rendering be accurate, like what we see is what we're going to get?
 - I would say it's pretty close.
- This is a vast improvement from the last presentation. My concern is that it's too much metal panel for particularly this location. That massing where you have the signage would be more appropriate in masonry, maybe a white brick or a light tone, something to break up that metallic look and have this solid massing that goes to the ground to help offset all of that metal on the façade.
 - We did consider that, it would be a nice contrast but the construction is a concrete podium and then metal stud, so it's not practical to put masonry 9 stories up.
- As much as I like it I think it would have more specialness to it to limit that. Are there any other materials you looked at for that other than masonry?
 - We've been looking at lighter material, fiber cement was an option at one point.
- I personally don't think every building needs to have brick, I don't know if that's the answer. Do you think it's the metal panel or just the same metal panel? What if it was a different color and texture?
- Maybe that's it. It could be another less striated or less textural material, although masonry does have its own texture to it. Something more solid and possibly in more contrast to that corrugated metal.
 - This is something we offered to the neighborhood to address their concerns. We looked at adding vertical lights set within the façade to activate that wall, however, we looked at a similar expression as the proposed but the white metal panel is pulled over and the back metal panel is wrapped around. A further option of that is the addition of more of the darker metal panel and one more strip of windows on the concave façade facing Doty and Wilson Streets. The white metal panel is important, it unites the two.
- I'm not crazy about that inset. You're framing a different material, it makes it needlessly busy.
- I agree. Don't do option 2 or 3.
- I'm not opposed to keeping it the way it is and adding a decorative lighting pattern.
- Lighting was a suggestion for breaking up that wall rather than architectural elements. I would want more details on the lighting patterns and how that would work. I think you have the right idea of

breaking up that mass. I wonder if you have any experience of how this looks in changing daylight conditions, does it pick up the glow of a sunset? Option 1 is more or less the right idea.

- Changing materiality – what I see in the renderings I like, there’s a good balance of simplicity and textures without getting too busy. I worry if one side becomes a different material it becomes more complex than it needs to be. I think it’s important to scrutinize the metal panel in such a large quantity. The staggering of the lights, it creates more complexity than is needed. There is enough complexity enough already going on.
- I want to remind us all that this is primo real estate with a unique occupancy. I’d like to be really excited about this for Madison and would hope it would be a showcase. The curve is such a great bold move, I see there’s a lot of care put into the detail and a lot of thought on materials. I just wonder if it’s a little safe when it could be something really pretty unique. When I look at the Wilson Street view there’s a curve there but I still feel like it’s fighting with the windows. You have some very nice details, I almost wish that frame was even more exaggerated. Boosting up some of the details might add to that a bit.
- The floor plans, at the corner rooms I see desks up against the walls and on this rendering I see floor to ceiling glass. How does that get resolved so we’re not looking at the back of furniture with wires?
 - These hotels will have curtains that will be floor to ceiling, the desks would probably have more delicate legs rather than panels, and that’s just a preliminary furniture layout.
- But you’re not suggesting there would be any spandrel glass there?
 - Correct, it’s all vision.
- Turning to the other side of the building, the site plans and elevations don’t really address what’s happening there.
 - That is masonry along the property line that can’t have any windows. The new building would essentially abut against that. There is a pattern of guest room windows that look out onto that space, and there will be some mechanical equipment on that lower roof portion, it will be screened from the street.
- (Ald. Verveer) I respect the critical role UDC plays in our land use process. I can’t thank all of you enough for the roles you play in service to our community. The conversations you have are invaluable to me as an Alder. Recognizing the significant design progression, the steering committee has only met once with the development team back on November 2, 2020. The President of Capitol Neighborhoods, Eli Judge sent a correspondence: the communication from the neighborhood association stands. I want to acknowledge the concerns you raised in your informational session last year were absolutely on point that the end caps were too blank. I think that was solved quite well, and I appreciate the three additional options shared here tonight. Even with those representations the steering committee asked that this matter be referred, with the full knowledge that valuable feedback would be garnered tonight. I respect the development team’s desire to move forward, but I have to respect my constituents as well and respectfully ask that you refer this to your next meeting. This is scheduled to go to the Plan Commission on February 8th, if this was referred to your next meeting on February 10th the team could go to the Plan Commission on February 22nd and keep the same Council calendar on February 23rd. I know financing is of concern.
- Regarding the process and the letter, it appears as though the end caps and blank walls are a significant portion of the request to refer. Do you think that precludes an initial approval with the applicant having to come back with those elements and get them worked out for final?
- (Ald. Verveer) I encouraged the development team to at least only request initial, but could still continue with their Plan Commission schedule on February 8th.
- The concerns aren’t substantial with regard to the entrance or height or loading area, it’s mostly skin deep.
- That’s a fair representation. The written communication you have specifically speaks to the rooftop, interest in sustainability features, solar, green roof, what it will all look like with mechanicals. Loading

is another concern as well, I want to again reiterate that this is significant progression of the design. The development team has heard the comments from you and the neighborhood. I would understand if initial was your motion tonight.

ACTION:

On a motion by DeChant, seconded by Weisensel, the Urban Design Commission **GRANTED INITIAL APPROVAL**. The motion was passed on a unanimous vote of (8-0). The motion provided for the following:

- Final details of the end walls leaning toward Option 1.
- Enlargement and more detailed rendering of the exact metal sheathing and striation.
- A fully detailed roof plan, including rooftop mechanical screening and other possible components (solar, green roof, etc.).
- Refinement of the planters/plantings by eliminating the Juniper in favor of something like Prairie Drop Seed, adding more planting materials to fill them, and looking at shifting some bike racks to Doty Street.