

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION

PRESENTED: November 4, 2020

TITLE: 223 S. Pinckney Street – Block 105 Judge Doyle Square Hotel in the Downtown Core. 4th Ald. Dist. (62784)

REFERRED:

REREFERRED:

REPORTED BACK:

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ADOPTED:

POF:

DATED: November 4, 2020

ID NUMBER:

Members present were: Cliff Goodhart, Chair; Lois Braun-Oddo, Tom DeChant, Jessica Klehr, Shane Bernau, Syed Abbas, Russell Knudson, Christian Harper.

SUMMARY:

At its meeting of November 4, 2020, the Urban Design Commission **RECEIVED AN INFORMATIONAL PRESENTATION** for a new hotel located at 223 S. Pinckney Street in Block 105 of Judge Doyle Square. Registered and speaking in support were Aaron Ebent, representing Kahler Slater; and Nate Gundrum.

There is an existing design that was approved by the Urban Design Commission, Plan Commission and Common Council. The applicant is requesting feedback on a somewhat modified design direction before submitting a major alteration request. The team highlighted some of the major design moves that differ from the previously approved hotel design. There has been a significant amount of progress on the project across the street by Stone House. To be respectful of the design direction and make sure this hotel design is complementary, programming is very similar but they have reduced the overall height of the building and the proposed building is now under the Capitol View Preservation height limit, including mechanicals. They enhanced the pedestrian experience, especially on the corners of Doty and Wilson, and Doty and Pinckney to give more real estate back to the pedestrian right-of-way, and incorporated enclosures to improve the energy efficiency of the building. This has been reviewed with City staff and the Capitol Neighborhoods steering committee, who were overall generally supportive of the design direction. This will be a full service nationally branded hotel, a major component of the overall Judge Doyle development, and designed to complement the housing across the street. A bar, restaurant and meeting spaces will be located along the entire frontage, with a bike room on Doty Street and loading dock service door on Wilson Street. The taller convex mass anchors the building to the ground with a more solid mix of materials including smooth metal panels and textured metal panels, masonry cladding with the one story portions which becomes increasingly exposed as grade does down on Pinckney Street. They have reduced the glass for bird protection and energy efficiency. There are no thru-wall or walpaks proposed.

The Commission discussed the following:

- I'd like to see a comparison. This side of Pinckney needs more of a base, it seems squat. Is there a way to give that base more of a presence? I appreciate you pulled it off the corner but wonder if that area needs to be defined somewhat, it just looks like a wide sidewalk and doesn't feel like part of the building. Some kind of expression of the building coming out to define that seating area. It looks squat to me and it's a little plain, I would like more definition between the base and top, more differentiation as well.
- I agree, I applaud the curve on the building, that's quite lovely. Right now the façade is working against the curve. You have a methodical rhythm that seems to be competing with the uniqueness of the curve. Could benefit from accentuating the curve and having more detail in there. This looks plain in comparison to what's going on across the street. This is a primo spot in the City and would benefit from more.
- Happy to see the initial drawings of this dual project, the shapes are still there if maybe not the gleaming futuristic look in the early versions. At least we have these arcs that have maintained from those earlier versions and I think that's really important. It will set this whole block apart from others downtown. Slightly lowered expectations for this building, and the end caps jump out to me; that big blank façade towards the left, it's crying for something. Make the building look more dynamic by articulating that blank surface. Lighting and projections, all kinds of stuff that could be done.
- I know those are stair towers, maybe the design team could take a playful or random approach to some openings there. The apartment building is very layered in its façade, perhaps you can just start to do something either at the base or top to get more three dimensionality on that curve.
- Wondering maybe is this hotel also part of the apartment building we approved originally or completely separate projects and approvals?
 - Two separate buildings, the other building is ghosted in but it's a separate approval and a separate phased SIP.
- It would be useful to see what that looks like and how it relates to this hotel.
- Very exciting design. I wanted to understand the plan for the back of the building. The front of the building is so exciting but the back, there's a big white block modeled, what's the idea with the back, is there more opportunity there to have more expression and maybe move some of the glass in the front, going with other comments about layering, some of that glass can move to the back and balance out a little bit?
 - In all reality you're never going to see the building from this exact angle. The white massing to the east is meant to be the future residential tower that's part of Judge Doyle Square. You won't see it over the Great Dane?
- It's going to be in that slot between the two towers from Doty and Wilson. It will be visible but not how you see it on that particular elevation.
- I would soften my comment then, this makes more sense.
- I love the curve, keeping that between the two buildings is good. Agree on the low podium, it doesn't seem to echo or respect the podium on the other side. Also the blank end cap walls. Overall my reaction, I find this building too restrained and too corporate. It's undistinguished, it doesn't excite at all. Given what else is going on at Block 89 and everything else with Judge Doyle, it's too restrained. I recall a shared greenspace between the buildings. We need to see both buildings and how that space is resolved.
- Is there any lower level on this plan?
 - There is not, no parking underneath.
- Building sections – you have a 9'4" floor to floor height, which is also contributing to this compactness of the appearance. Especially compared to other buildings in the area it just looks so pressed down. A second use of this building would be really limited with such a low floor to floor height.
- More hierarchy to distinguish the vertical from horizontal expressions?

- We're talking about some refinement and adding a little bit of a punch to it, a little fun without throwing \$10 Million at it.
- The mechanical systems, VRF system?
 - Correct.
- And there's no mechanical penthouse, is it located at the back?
 - The VRFs are a series of residential style air conditioner condenser units in an array on the roof. We're still working on that information.
- Assume people using this hotel will park in the City lot across the street?
 - Yes, valet parking across the street.
- We'll want to see where cars are dropping off and all of that kind of traffic flow around that front door, especially since it is valet.
- Lighting, a little color, little more detail, but fundamentally looks like all the parts and pieces are there. It would be good to see how that apartment to the east could potentially relate.

ACTION:

Since this was an **INFORMATIONAL PRESENTATION** no formal action was taken by the Commission.