

**AGENDA # 4**

City of Madison, Wisconsin

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**REPORT OF: URBAN DESIGN COMMISSION**      **PRESENTED:** August 20, 2014

**TITLE:** 202 East Washington Avenue –  
Redevelopment of the “Pahl Tire” Site for  
a 10-Story, 146-150 Room “AC Hotel by  
Marriott” in UDD No. 4. 2<sup>nd</sup> Ald. Dist.  
(33109)

**REFERRED:**  
**REREFERRED:**  
**REPORTED BACK:**

**AUTHOR:** Alan J. Martin, Secretary      **ADOPTED:**      **POF:**

**DATED:** August 20, 2014      **ID NUMBER:**

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Members present were: Richard Wagner, Chair; Richard Slayton, Dawn O’Kroley, Lauren Cnare, Cliff Goodhart, Tom DeChant and John Harrington.

**SUMMARY:**

At its meeting of August 20, 2014, the Urban Design Commission **RECEIVED AN INFORMATIONAL PRESENTATION** for redevelopment of the “Pahl Tire” site for a 10-story hotel located at 202 East Washington Avenue. Appearing on behalf of the project were Josh Wilcox, Jonathan Bogatay, AJ Robitschek, Jeff Lenz and Nathan Wautier, all representing the North Central Group. Registered and speaking in opposition were Bill Gates and Anne Stoelting. Registered in opposition but not wishing to speak was Marilyn J. Martin. Bogatay spoke about the AC Marriott brand and their goals for making the hotel a success. Wautier talked about the City’s plans and policies for Planned Developments. They have a specific objective and vision for the entire block that this corner is a part of, centered around the views and promotion of the Lamp House. They will respect the privacy of the residents of the Lamp House while also allowing additional public access to the building by incorporating a public walkway and balconies that would overlook the Lamp House. With the bonus stories request the building would be 10-stories, putting the additional shade impact on the Lamp House at about two hours during the day. Wilcox talked about changes made since the Commission’s last review of the project. The landscaping elements at the corner have been eliminated, the angle of the curve coming in has been revised a little bit to allow for easier snow removal. In addition to that, after discussions with Madison Metro, along the East Washington Avenue corridor there is a temporary drop-off area for special events on the Square; in lieu of built-in landscaping elements there they will use smaller landscaping elements (planters) that could be easily removed if need be. They have maintained the queuing for seven cars with the sidewalk width remaining the same. The valet will be there 24/7. They are providing a 6-foot sidewalk through the rear yard. They are maintaining the generator at that location but will be surrounded by masonry walls with a trellis above it. For the most part the first floor remains the same. The AC Marriott brand is associated with using local artists and their team is already in touch with area artists to commission pieces for the hotel. The 9<sup>th</sup> floor still has a flex meeting space with storefront curtain walls that will be open to the public, and the rooftop area will have food and beverage service. They feel these are some of the elements that contribute to exceptional design in terms of the requested bonus stories. The cast prairie stone for the base was shown.

Anne Stoelting spoke. She thanked the Commission and the development team for their work and their vision. She stressed how accident-prone Webster Street is, with more accidents occurring as the weather worsens throughout the year. What the developer wants to achieve with their vision really takes from the neighborhood, inflicting increased disruption with traffic, and an intense numbers of cars for downtown events or going through the downtown on the outer ring. Try to give something back to the neighborhood for all you are going to get.

Comments and questions from the Commission were as follows:

- For it to be truly exceptional design it's going to have to continue to evolved. I'm not particularly opposed to 10-stories. I wonder if it's time to just forget about that fulcrum. The south and east sides are really nice but the north and west sides don't seem to be as refined and simple; the banding doesn't go around the east and west sides. Wrap glass treatment around other elevations. I encourage you to keep refining it.
- Use glass as an enhancement in combination with layering on elevations adjacent to the Lamp House.
- You mentioned how the layers relate to each other, so you've got layers covered. I think the suggestion of having glass on your building might enhance it more than layering does. You've got a great building to have reflections of.
- The view from the south looking straight into the building, it seems very disjointed. The one going east-west seems too prominent and detached to the top pieces going north-south.
- That's what I was suggesting, the fulcrum versus just a nice simple slot at the top.
  - The reason for this element coming up is because that is where all our rooftop mechanicals are.
- The use of the word refinement I think is appropriate. There isn't a particular component to this building that doesn't feel resolved and connected to the rest, but again I will continue to have the sense of the two bonus stories in this location, I just don't find it appropriate. Each piece that you've described, looking at the design, is well thought through. For me it's the mass, the two bonus stories.
  - The design isn't enough to merit that in your opinion, or just the building itself feels like it should be less tall?

Less tall. To me, I don't know what exceptional design feature would display to me that two additional stories was appropriate for this site. Fantastic program, fantastic views, the energy on the site is excellent and the energy on the upper floors is also excellent. Your adding of outdoor spaces facing the Lamp House I think is a very successful move.

- What features merit bonus stories?
- (Kevin Firchow) It's a straight six-stories is the recommendation in the plan and what the zoning ordinance says. The reason they're actually doing a Planned Development, that's the way to get height in excess of the height map.
- I'm going to echo that comment about the height. I like the idea of what you're doing with the Lamp House and interacting with it, but I don't think the landscape going on is there yet. I think you could do a lot better with that. You've got a nice looking building, the rooftop things are nice but they are things that are going to give you profit, they're good for the hotel to have. I don't see them as exceptional, I see them as smart business moves. I'm still concerned with the street, the valet moving in and out, bicycling next to it, people getting out of the cars. It's not the valet I'm worried about but people getting in and out of their cars, not knowing the city. Those need to be resolved for me.
- I don't necessarily have a problem with getting to 10-stories, but I think the more work you can do on the Lamp House landscaping, resolved some of that, have further conversations with Traffic Engineering about how that bike lane can be distinguished. Just some real good information that allows us to evaluate that, and designs that will make it safer through that outer ring.

- Corner of East Washington Avenue seems busy and could be better resolved. It's adding a business. You've got an elegant thing going on here, you just need to tighten it up.
- (Alder Zellers) In regards to the shadow study, they did point out that it impacts the Lamp House for two hours during the day. Two hours in a 24 hour period doesn't sound like a whole lot, but it's 17% of daylight hours that that is impacted and that concerns me. I don't know whether it is enough of a concern overall but it's something needs to be at least considered. If it were to comply with the current height map it would not have that problem at all. It's the additional four stories on top of the six on the house block that is causing that additional two hours.
  - That's why we did the comparison between the six-stories on the North Webster side (right-hand side) versus the left-hand side which is 10-stories. Overall you see the shadows land (at Noon), both at the 6-story and the 10-story were not on the roof. The idea of between 10 a.m. and Noon at that point, just on the vertical face and both options whether we're at 6-stories or 10-stories at 15 North Webster Street. That's our analysis on it, we'll share that model with staff when we sit down and go over everything.

**ACTION:**

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

After the Commission acts on an application, individual Commissioners rate the overall design on a scale of 1 to 10, including any changes required by the Commission. The ratings are for information only. They are not used to decide whether the project should be approved. The scale is 1 = complete failure; 2 = critically bad; 3 = very poor; 4 = poor; 5 = fair; 6 = good; 7 = very good; 8 = excellent; 9 = superior; and 10 = outstanding. The overall ratings for this project are 6 and 7.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 202 East Washington Avenue

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
<b>Member Ratings</b>	6	6.5	-	-	-	4.5	8	6
	7	7	-	7	7	7	9	7

General Comments:

- Height is still an issue. Exceptional? Not yet!
- Concerned about Webster traffic conflict – unresolved. Building is good, a little too “fussy” at top along East Washington. Would prefer Webster lot component be lower by 2-stories to improve shadow impact on Lamp House. Adding more “green” features will add value.
- Continued improvement. Continue to refine. Less variety on north and west elevations like you’ve done on other two sides. Not yet truly exceptional.

**AGENDA # 9**

City of Madison, Wisconsin

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REPORT OF: URBAN DESIGN COMMISSION      **PRESENTED:** June 25, 2014

**TITLE:**            202 East Washington Avenue -  
                          Redevelopment of the "Pahl Tire" Site  
                          for a 10-Story, 146-150 Room  
                          "Courtyard by Marriott Hotel" in UDD  
                          No. 4. 2nd Ald. Dist.

**REFERRED:**  
**REREFERRED:**  
**REPORTED BACK:**

**AUTHOR:** Alan J. Martin, Secretary      **ADOPTED:**                            **POF:**

**DATED:** June 25, 2014                            **ID NUMBER:**

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Members present were: Richard Wagner, Chair; Cliff Goodhart, Lauren Cnare, Tom DeChant and Richard Slayton.

**SUMMARY:**

At its meeting of June 25, 2014, the Urban Design Commission **RECEIVED AN INFORMATIONAL PRESENTATION** for the redevelopment of the "Pahl Tire" site located at 202 East Washington Avenue. Appearing on behalf of the project were Jonathan Bogatay, Josh Wilcox and A.J. Robitschek, representing North Central Group. The project had started out as a "Courtyard by Marriott," and has now changed to "AC Hotel." They currently have 60 stalls reserved in Capitol North, in addition to that the overflow parking would either go to the Brayton Street lot or additional stalls at Capitol North, and 38 stalls internal to the building. The valet system will be run 24/7 by a firm that is familiar with urban hotels. A large valet stand canopy would hang over the sidewalk. The building footprint has remained relatively the same, with the core, elevators and stairwells remaining the same. The primary entrance off of Webster Street has remained, and a 12-foot automated door will be installed rather than the previously shown vestibule. The entrance to the parking ramp and loading will remain the same. Deliveries would be scheduled from between 9:00 a.m. and 3:00 p.m. to minimize the effects on traffic flow. A café has been added near the check-in counter, an egress/ingress door has been added to the 2-story glass wall that will access East Washington Avenue during business hours. Landscaping buffer elements has been added as well as some seating to activate that area. The shared access agreement between the Rouse development and this project had a 9-foot that went back to some short-term parking in the rear yard. That has evolved to a 6-foot sidewalk, and through working with the Lamp House group it's a chance for tours. That will continue to evolve as they work with those teams. Landscaping and buffer elements have been added through there. The generator will be housed in this location, and a full height masonry wall with a louvered trellis system will be over the top for noise control. From building face to the edge of the curb they are currently at 9'6" with a 3-foot depressed area where the façade has been pushed in. In addition to that there is a 10'4" drop-off zone and they will utilize decorative concrete and curb elements to help identify that area as a hotel function area while maintaining the pedestrian connectivity through the sidewalk. The lower level will contain business functions such as employee break room and laundry room. The second floor has a 2-story space in the corner with a large curtain wall element in vision glass with an art platform on the back of the fitness room. In addition more light and glazing has been added along the café and exercise room. The meeting room has been added to the project overlooking the canopy that continues out over the

sidewalk. The porte cochere has been eliminated. They are looking to do a green roof that should include some native grasses for movement and height. The air handling equipment and condensers will be housed on the lower roof level with a full height parapet all the way around it and louvers to control the noise. Typical levels are a mix of kings and double queens, with some studios in the corners that continue all the way up through levels 3-8. The 9<sup>th</sup> floor starts changing with everything further to the west remaining the same as levels 2-8 but the corner contains an enhanced suite with its own kitchen/sleeping/living areas. Adjacent to that is a flex meeting room with a nano-wall which would have access to an outer terrace. This also provides a stepback at level 8. Up to the 10<sup>th</sup> floor is the food and beverage area where they will have breakfast, bar, lounge and soft seating. This is the crown jewel of the design with the views towards the city. It will be open to the public in a clean and modern design. The vast majority of rooftop mechanicals associated with cooking will be housed in a depressed ceiling. The overall form and function of what was previously presented as a "Courtyard" has been tweaked to make use of the "AC" room layout and create a more modern design in a more unique look. The base became a 2-story base at about 32-feet, the two-story curtain wall system in the corner carries into the second level and creates consistency with the elements. Down the East Washington corridor they have added some windows to articulate that façade further, at the same time there is enough mass there with the stone that they can still ground the façade and it's not completely transparent through that area. Coming around the corner there is a large overhang with canopy looking into the lobby and the horizontal elements continue through and wrap around the corner into the alleyway. The middle part of the building is the transition zone where stone and brick will be used to refine the bases. In meeting with Lamp House group members, they were encouraged to provide some level of balconies to enjoy the views of the Lamp House, but they did not feel it was appropriate to go all the way up the building and stop after 3 levels. This brings them more in line with the Rouse development so they can transition to the 10-story height. Overall the key times for shadows impacting the Lamp House would be from 10:00 a.m. to 12:00 p.m.

Kevin Firchow, Planning Division shared staffs' concerns about the project, which include the fulcrum, and the project exceeding 6-stories after the recommendation of the Lamp House Committee only six months ago on the new residential lot. It's a very high bar to exceed the building height and when the Zoning Code was being adopted flexibility was written into the code that if you want bonus stories the preferred route is a Planned Development. However, there are four standards, three of which apply to this project, to consider: whether the excess height is compatible with the existing plan recommendations in the Downtown Plan and the character of the surrounding area; excess height allows for a demonstrated higher quality building that cannot be achieved without the additional stories; and the scale, massing and design of new buildings compliments and positively contributes to the setting of any landmark building within or adjacent to the project and create a pleasing visual relationship with them. The City has not had a proposal using these standards yet. For the other bonus stories, the intent is simply not to allow a taller building and additional stories should not be considered by allowable heights by right in the Zoning Code. It is a relatively high bar to meet and staff is concerned about the project's ability at this point to meet that. From a site planning standpoint one of staff's concerns is the sidewalk width. It is anticipated that this sidewalk will have more than the usual pedestrian activity and potentially suitcases and other obstructions. Intuitively this would be an area where you'd want to have at least 3-feet of additional sidewalk. It's a concern that we have 8-foot wide that tapers to 5-feet. More specific architectural concerns include the approach up to East Washington Avenue and the lack of articulation on that wall, and the location and appearance of the walpaks.

Comments and questions from the Commission were as follows:

- I think the first floor is much improved. Overall the building seems a lot heavier than what I remember before and it's going to be such a big thing, it's almost like it's competing with the Capitol. I generally like the way the top of it kind of fulcrums off, but the heaviness of it more so than what it used to be, I have a problem with that.

- The “AC” sign cube on the corner takes away from the nice lines you already have on the building, it also stands out way too much. Could you do something like a thick glass sign that would have the “AC” with lighting showing the characters, without actually having it in a box, something that wouldn’t cut the mass of the building. The light creates the volume rather than the material.
- The walpaks are an issue. They’re regular but they’re not particularly integrated with the design.
- You mentioned a new type of hotel. I know people take their bikes to the airport, I can’t imagine flying to a new town and taking a bicycle, but you may get people that come in and start using bicycles to get here. If there’s a nearby B-Cycle station, great, but still I’d like to encourage you to provide bike parking on the property.
  - It’s integrated into the lower level parking and is valet.
 Let people know, that’s a great marketing piece.
- If you could bring this drop-off curve so that it doesn’t go back in until it aligns, that allows the window to become more with the view of the street.
- The landscaping that takes you back to the Lamp House, think New Orleans and little courtyards. Make sure you have enough space in there and that it’s done properly. And maybe the Lamp House people need to work on the planting plan with you, that becomes a real amenity for you too. People that stay here may want to tour the Lamp House.
- Wherever you can put green roofs in, regardless of whether people can access them, that starts to become that quality that we’re looking for.
- Don’t be afraid to at least look at living walls where they may apply.
- Where you have the outdoor eating is also right where the cars are pulling out from a red light. I don’t necessary understand why people like eating near car fumes.
  - We thought that too. But we were pleasantly surprised when we visited the Star Bar.
 When you do that design just keep that in mind.
  - That’s why we have the landscaping there, just to provide some sort of an enclosure. The idea is really the view to the Square. To have that component associated with the glass corner really activates the area and provides a backdrop as you’re looking down East Washington Avenue.
- Financial feasibility is never a good enough reason for granting bonus stories. I think that you’ve begun to tell a good story about why this is an amenity for the City but this will have a very hard time getting through the Plan Commission and Common Council. Whatever design ideas you pick up, you’re going to have to keep in mind why this is truly unique. The standards we heard from Kevin are telling; they are very difficult standards and the other notion is that this building is going to be here for a long time and there are changes coming all around that particular area, but at the same time you have to protect the Lamp House. I would start to think about how your building might relate to what the Downtown Plan says could or would happen in that area too, because you are number one. I think that’s your biggest challenge.
  - We do have slides that show the adjacent area as built-up but we didn’t include them as part of this presentation.
- For initial and final approval to be awarded and the bonus stories, we’ll be looking for truly exceptional design with integration of a lot of the suggestions made. I wouldn’t discount the importance of eliminating the wall louvers for the a/c units on truly exceptional design. I didn’t see them in some of the designs you showed us from Europe. That to me doesn’t say luxury hotel brand or exceptional design. I also think that the first two stories are really nice, simple and elegant. The cap to the building – maybe there’s a way of more simple elegance, a few less layers, a few less articulations. Simple, elegant, classic design. That would go along with truly integrating the signage including the view looking up East Washington Avenue, the blank façade and high sign.
- When Kevin read the standards for the residential lot and the bonus stories, that’s a tall order that needs to be addressed.

- The building feels heavy, versus a masonry mass where light elements project from it, it's like a light mass with massive elements projecting out. That big heavy corner in front coming down on that glass cube, those are the things that make it feel that way.
- All this heavy masonry is echoing the Capitol rather than echoing a very modern kind of thing the way the first two floors do wonderfully. The proportions of your vertical and horizontal masonry elements are contributing to that. They're fat and wide.

**ACTION:**

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

After the Commission acts on an application, individual Commissioners rate the overall design on a scale of 1 to 10, including any changes required by the Commission. The ratings are for information only. They are not used to decide whether the project should be approved. The scale is 1 = complete failure; 2 = critically bad; 3 = very poor; 4 = poor; 5 = fair; 6 = good; 7 = very good; 8 = excellent; 9 = superior; and 10 = outstanding. The overall rating for this project is 7.



**URBAN DESIGN COMMISSION PROJECT RATING FOR: 202 East Washington Avenue**

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
<b>Member Ratings</b>	-	7	-	-	-	6	7	7

September 12, 2014

**Subject: Development Proposal for the Pahl Tire Site**

**From: Bill Gates, 125 N Hamilton St., #1203, Madison WI 53703**

**To Whom It May Concern:**

Since the 8/14 meeting "presentation" was changed to informational and now the 9/17 UDC meeting is to be for formal plan approval I would like again (herein) to have my comments included in the record.

I offer the following observations as my personal view of the "development proposal for the Pahl Tire site". I have participated as a member of the "Lamp House Block Ad Hoc Plan Committee" and the steering committee for the above proposal. I have previously served on the steering committee for the adjacent development on Webster known as the "Rouse project." I do think my views are relatively consistent with "neighbors" and "committee" members but there has been no time to collectively discuss and coalesce our findings.

In all cases the various developers have cooperated in making some changes to their plans to accommodate input from the neighbors and I believe city planning and other agencies.

- **Shadow and scale**

This issue has been discussed continuously during the process. The data and information provided has continuously been minimized and inadequate to really comprehend the impact in the neighborhood and the Lamp House Frank Lloyd Wright site. These are the most important criteria for creating "zoning variances."

- **Traffic and delivery**

This issue has been discussed continuously during the process. Changes have been made for better accommodation of the existing bike lane, adequate drop off spaces, etc. The solution that continues to be presented is that valet parking will compensate for the lack of onsite parking at the proposed hotel. Webster Street and intersecting Mifflin Street are a major traffic route, including buses and special events. These streets are quite often fully loaded during special events and rush hours. During special events the Capitol Square – North Parking facility is also at capacity

Delivery is to be provided on Webster, in essentially, the middle of the block. Vehicles will either be backing in or out of the building or taking up the drop off spaces – schedules and traffic flow will need to be specially managed. Winter road conditions further create unique hazards.

- **Cityscape and lighting relative to the State Capitol**

Although impact on the Lamp House is required to be thoroughly addressed it should not be the only concern. This building will impact the "view" approach to the State Capitol for tens of thousands of people. The building exterior and internal lighting has not been publicly addressed and may actually detract from the appearance of the Capitol.

The proposed size, scale, siting, configuration, etc., of this development will significantly affect not only the neighborhood but many city residents who use the area for transit and special events. Granting "zoning variances" or special bonus floors for the hotel is inappropriate.

**From:** louise smoczynski <

**Sent:** Monday, August 18, 2014 2:45 PM

**To:** Zellers, Ledell

**Subject:** Pahl Tire Proposal before the UDC meeting of August 20, 2014

Ledell: I won't be able to attend the UDC meeting of August 20, 2014 but would like to express my full support for the statement on the proposal, as it now stands, prepared by Bill Gates. I say, in support of Bill's work on the proposal, there are still so many items that need to be reviewed and accurately presented that have not yet been covered by the developer and staff. Louise Smoczynski

**From:** Pu Shen [  
**Sent:** Wednesday, August 20, 2014 12:03 AM  
**To:** Zellers, Ledell  
**Cc:** Verveer, Michael; Martin, Alan  
**Subject:** Development Proposal for the Pahl Tire Site -- against

Hi!

We have a schedule conflict and won't be able to attend the UDC meeting on Wednesday evening, so we want to make sure that our opposition to the development proposal for the Pahl Tire Site is registered. We have attended the information session held with the staff of the proposed hotel, and we are convinced that the proposed scale and configuration of the planned hotel will alter the views and feelings around the capitol square significantly, for worse. Further, the proposed parking and delivery methods will likely bring big city type of traffic congestion to Webster/Mifflin streets, which is already quite challenging in rush hours, special events, or winter conditions.

We strongly oppose granting "zoning variances" or special bonus floors for the hotel. Please respect and preserve the integrity of the current zoning laws.

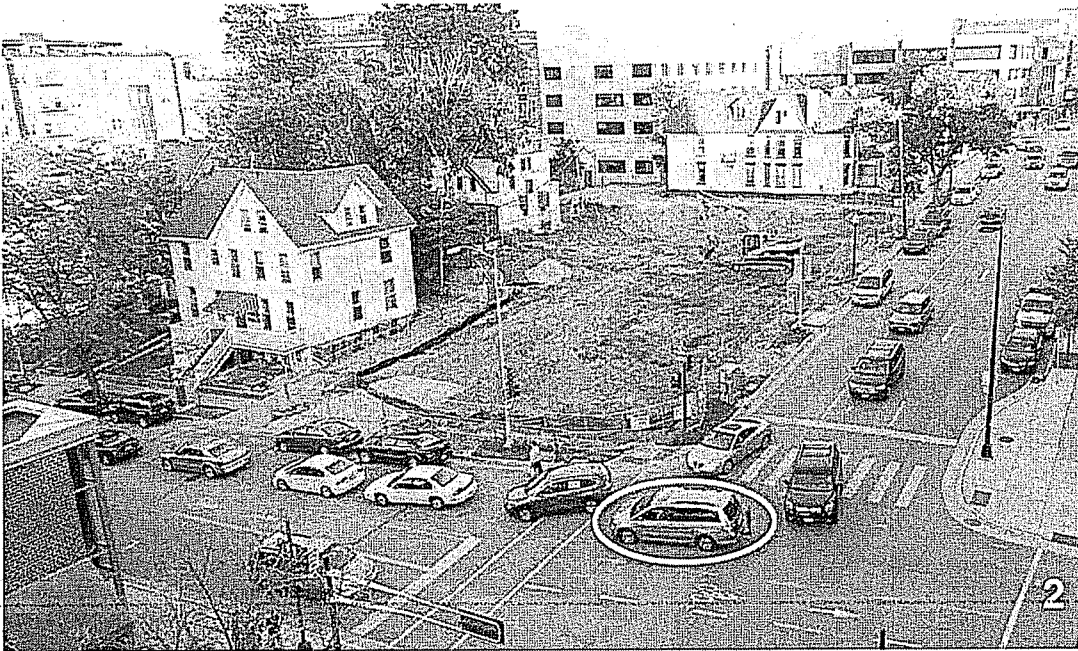
Thank you very much for your time and service.

- Yanbing Lu and Pu Shen (■■■ N Hamilton St, Unit ■■■)

# TASTE OF MADISON Saturday August 30, 2014



4:42 pm  
Capitol North Ramp full.  
A waiting car cannot enter  
ramp until one leaves,  
backing up Mifflin traffic  
onto Webster.



6:58 pm  
Cars going straight  
(North) on Mifflin block  
oncoming traffic on  
Webster.

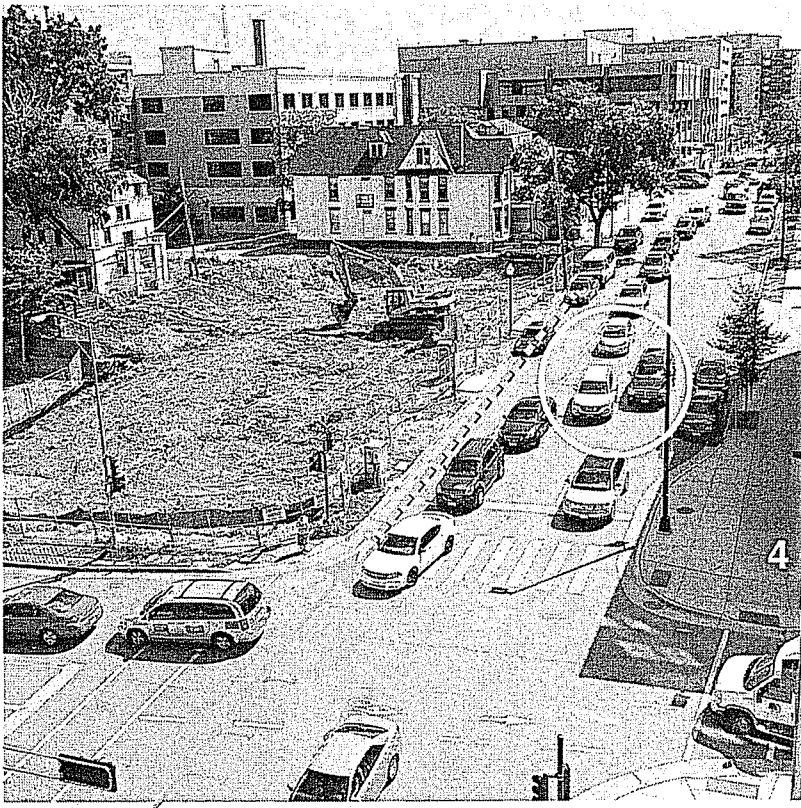


7:00 pm  
Cars approaching on  
Webster cannot and  
should not get into right  
turn lane when bicyclists  
are present. Cars going  
straight behind them are  
blocked.  
Bicyclists approaching  
intersection from all  
directions are always in  
danger.

89

**TASTE OF MADISON**  
**Sunday**  
**August 31, 2014**

**More honk-worthy moments**

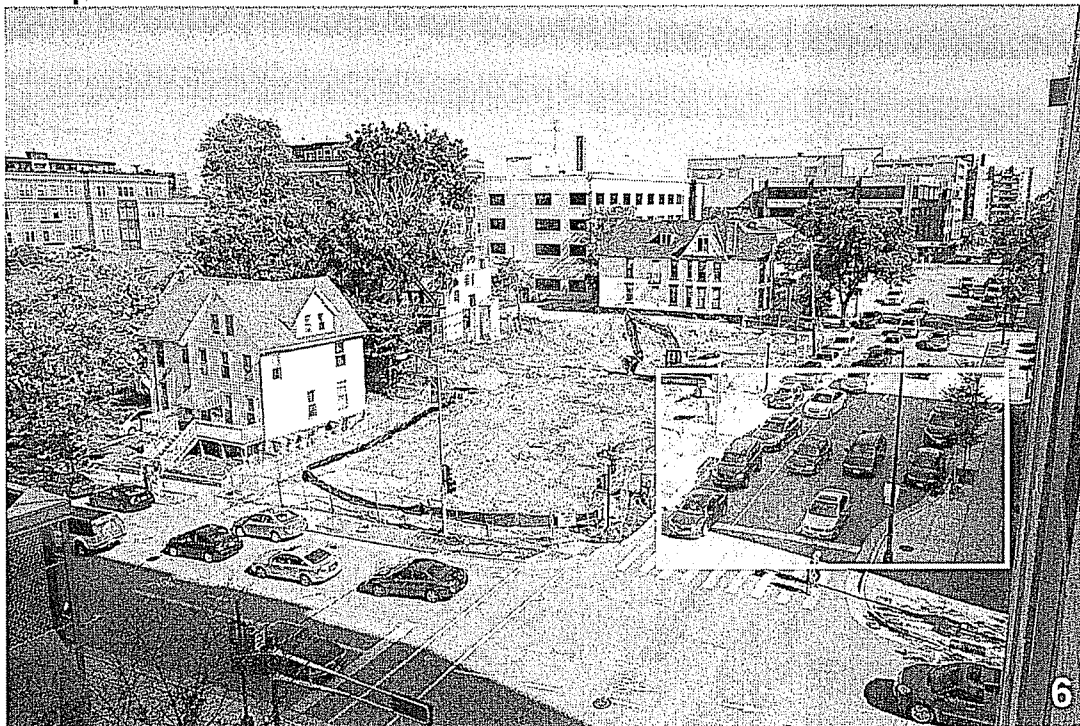


12:24 pm

How much of this  
area will remain  
No Parking?



3:50 pm



12:56 pm