

URBAN DESIGN COMMISSION APPLICATION

UDC

City of Madison
Planning Division
Madison Municipal Building, Suite 017
215 Martin Luther King, Jr. Blvd.
P.O. Box 2985
Madison, WI 53701-2985
(608) 266-4635



FOR OFFICE USE ONLY:

Date Received 10/23/23 10:04 a.m. Initial Submittal

Paid _____ Revised Submittal

Complete all sections of this application, including the desired meeting date and the action requested. If your project requires both UDC and Land Use application submittals, a completed [Land Use Application](#) and accompanying submittal materials are also required to be submitted.

If you need an interpreter, translator, materials in alternate formats or other accommodations to access these forms, please call the Planning Division at (608) 266-4635.

Si necesita interprete, traductor, materiales en diferentes formatos, u otro tipo de ayuda para acceder a estos formularios, por favor llame al (608) 266-4635.

Yog tias koj xav tau ib tug neeg txhais lus, tus neeg txhais ntawv, los sis xav tau cov ntawv ntawv ua lwm hor ntawv los sis lwm cov kev pab kom paub txog cov lus qhia no, thov hu rau Koog Npaj (Planning Division) (608) 266-4635.

1. Project Information

Address (list all addresses on the project site): 33 W Johnson Street, Madison, WI 53703

Title: Madison College Site Redevelopment

2. Application Type (check all that apply) and Requested Date

78639

UDC meeting date requested October 18, 2023

New development Alteration to an existing or previously-approved development
 Informational Initial Approval Final Approval

3. Project Type

Project in an Urban Design District
 Project in the Downtown Core District (DC), Urban Mixed-Use District (UMX), or Mixed-Use Center District (MXC)
 Project in the Suburban Employment Center District (SEC), Campus Institutional District (CI), or Employment Campus District (EC)
 Planned Development (PD)
 General Development Plan (GDP)
 Specific Implementation Plan (SIP)
 Planned Multi-Use Site or Residential Building Complex

Signage

Comprehensive Design Review (CDR)
 Modifications of Height, Area, and Setback
 Sign Exceptions as noted in [Sec. 31.043\(3\)](#), MGO

Other

Please specify

4. Applicant, Agent, and Property Owner Information

Applicant name MC Investors I, LLC

Street address 1600 Aspen Commons Suite 200

Telephone 608-836-6060

Company NCG Hospitality

City/State/Zip Middleton, WI 53562

Email

Project contact person Andy Inman

Street address 1600 Aspen Commons Suite 200

Telephone 608-662-3631

Company NCG Hospitality

City/State/Zip Middleton, WI 53562

Email ainman@ncghospitality.com

LESSEE
Property owner (if not applicant)

Street address

City/State/Zip

Telephone

Email

Introduction

The City of Madison's Urban Design Commission (UDC) has been created to:

- Encourage and promote high quality in the design of new buildings, developments, remodeling, and additions so as to maintain and improve the established standards of property values within the City.
- Foster civic pride in the beauty and nobler assets of the City, and in all other ways possible assure a functionally efficient and visually attractive City in the future.

Types of Approvals

There are three types of requests considered by the UDC:

- Informational Presentation. A request for an Informational Presentation to the UDC may be requested prior to seeking any approvals to obtain early feedback and direction before undertaking detailed design efforts. Applicants should provide details on the context of the site, design concept, site and building plans, and other relevant information to help the UDC understand the proposal and provide feedback. (Does not apply to CDR's or Signage Modification requests)
- Initial Approval. Applicants may, at their discretion, request Initial Approval of a proposal by presenting preliminary design information. As part of their review, the Commission will provide feedback on the design information that should be addressed at Final Approval stage.
- Final Approval. Applicants may request Final Approval of a proposal by presenting all final project details. Recommendations or concerns expressed by the UDC in the Initial Approval must be addressed at this time.

Presentations to the Commission

The Urban Design Commission meets virtually via Zoom, typically on the second and fourth Wednesdays of each month at 4:30 p.m. Applicant presentations are strongly encouraged, although not required. Prior to the meeting, each individual speaker is required to complete an online registration form to speak at the meeting. A link to complete the online registration will be provided by staff prior to the meeting. Please note that individual presentations will be limited to a **maximum of three (3) minutes**. The pooling of time may be utilized to provide one speaker more time to present, however the additional time will be based on the number of registrants from the applicant team, i.e. two (2) applicant registrants = six (6) minutes for one (1) speaker.

Primarily, the UDC is interested in the appearance and design quality of projects. Emphasis should be given to the site plan, landscape plan, lighting plan, building elevations, exterior building materials, color scheme, and graphics. Please note that presentation slides, in a PDF file format, are required to be submitted the **Friday before** the UDC meeting.

URBAN DESIGN DEVELOPMENT PLANS CHECKLIST

UDC

The items listed below are minimum application requirements for the type of approval indicated. Please note that the UDC and/or staff may require additional information in order to have a complete understanding of the project.

1. Informational Presentation

- Locator Map
- Letter of Intent (If the project is within an Urban Design District, a summary of how the development proposal addresses the district criteria is required)
- Contextual site information, including photographs and layout of adjacent buildings/structures
- Site Plan
- Two-dimensional (2D) images of proposed buildings or structures.



Providing additional information beyond these minimums may generate a greater level of feedback from the Commission.

Requirements for All Plan Sheets

1. Title block
2. Sheet number
3. North arrow
4. Scale, both written and graphic
5. Date
6. Fully dimensioned plans, scaled at 1" = 40' or larger

**** All plans must be legible, including the full-sized landscape and lighting plans (if required)**

2. Initial Approval

- Locator Map
- Letter of Intent (If the project is within a Urban Design District, a summary of how the development proposal addresses the district criteria is required)
- Contextual site information, including photographs and layout of adjacent buildings/structures
- Site Plan showing location of existing and proposed buildings, walks, drives, bike lanes, bike parking, and existing trees over 18" diameter
- Landscape Plan and Plant List (*must be legible*)
- Building Elevations in both black & white and color for all building sides, including material and color callouts
- PD text and Letter of Intent (if applicable)

Providing additional information beyond these minimums may generate a greater level of feedback from the Commission.

3. Final Approval

All the requirements of the Initial Approval (see above), plus:

- Grading Plan
- Lighting Plan, including fixture cut sheets and photometrics plan (must be legible)
- Utility/HVAC equipment location and screening details (with a rooftop plan if roof-mounted)
- Site Plan showing site amenities, fencing, trash, bike parking, etc. (if applicable)
- PD text and Letter of Intent (if applicable)
- Samples of the exterior building materials
- Proposed sign areas and types (if applicable)

4. Signage Approval (*Comprehensive Design Review (CDR), Sign Modifications, and Sign Exceptions (per Sec. 31.043(3))*

- Locator Map
- Letter of Intent (a summary of how the proposed signage is consistent with the CDR or Signage Modifications criteria is required)
- Contextual site information, including photographs of existing signage both on site and within proximity to the project site
- Site Plan showing the location of existing signage and proposed signage, dimensioned signage setbacks, sidewalks, driveways, and right-of-ways
- Proposed signage graphics (fully dimensioned, scaled drawings, including materials and colors, and night view)
- Perspective renderings (emphasis on pedestrian/automobile scale viewsheds)
- Illustration of the proposed signage that meets Ch. 31, MGO compared to what is being requested
- Graphic of the proposed signage as it relates to what the Ch. 31, MGO would permit

5. Required Submittal Materials

Application Form

- A completed application form is required for each UDC appearance. For projects also requiring Plan Commission approval, applicants must also have submitted an accepted application for Plan Commission consideration prior to obtaining any formal action (Initial or Final Approval) from the UDC.

Letter of Intent

- If the project is within an Urban Design District, a summary of how the development proposal addresses the district criteria is required.
- For signage applications, a summary of how the proposed signage is consistent with the applicable Comprehensive Design Review (CDR) or Signage Modification review criteria is required.

Development Plans (Refer to checklist on Page 4 for plan details)

Filing Fee (Refer to Section 7 (below) for a list of application fees by request type)

Electronic Submittal

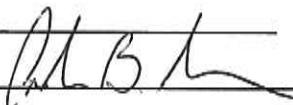
- Complete electronic submittals must be received prior to the application deadline before an application will be scheduled for a UDC meeting. Late materials will not be accepted. All plans must be legible and scalable when reduced. Individual PDF files of each item submitted should be submitted via email to UDCappllications@cityofmadison.com. The email must include the project address, project name, and applicant name.
- Email Size Limits. Note that an individual email cannot exceed 20MB and it is the responsibility of the applicant to present files in a manner that can be accepted. Applicants who are unable to provide the materials electronically should contact the Planning Division at (608) 266-4635 for assistance.

Notification to the District Alder

- Please provide an email to the District Alder notifying them that you are filing this UDC application. Please send this as early in the process as possible and provide a copy of that email with the submitted application.

6. Applicant Declarations

1. Prior to submitting this application, the applicant is required to discuss the proposed project with Urban Design Commission staff. This application was discussed with Jessica Vaughn on 05/25/2023.
2. The applicant attests that all required materials are included in this submittal and understands that if any required information is not provided by the application deadline, the application will not be placed on an Urban Design Commission agenda for consideration.

Name of applicant MC Investors I, LLCRelationship to property LesseeAuthorizing signature of property owner  LesseeDate 10/2/2023

7. Application Filing Fees

Fee payments are due by the submittal date. Payments received after the submittal deadline may result in the submittal being scheduled for the next application review cycle. Fees may be paid in-person, via US Mail, or City drop box. If mailed, please mail to: *City of Madison Building Inspection, P.O. Box 2984, Madison, WI 53701-2984*. The City's drop box is located outside the Municipal Building at 215 Martin Luther King, Jr. Blvd. on the E Doty Street side of the building. Please make checks payable to *City Treasurer*, and include a completed application form or cover letter indicating the project location and applicant information with all checks mailed or submitted via the City's drop box.

Please consult the schedule below for the appropriate fee for your request:

- Urban Design Districts: \$350 (*per §33.24(6) MGO*).
- Minor Alteration in the Downtown Core District (DC) or Urban Mixed-Use District (UMX) : \$150 (*per §33.24(6)(b) MGO*)
- Comprehensive Design Review: \$500 (*per §31.041(3)(d)(1)(a) MGO*)
- Minor Alteration to a Comprehensive Sign Plan: \$100 (*per §31.041(3)(d)(1)(c) MGO*)
- All other sign requests to the Urban Design Commission, including, but not limited to: appeals from the decisions of the Zoning Administrator, requests for Sign Modifications (of height, area, and setback), and additional sign code approvals: \$300 (*per §31.041(3)(d)(2) MGO*)

A filing fee is not required for the following project applications if part of the combined application process involving both Urban Design Commission and Plan Commission:

- Project in the Downtown Core District (DC), Urban Mixed-Use District (UMX), or Mixed-Use Center District (MXC)
- Project in the Suburban Employment Center District (SEC), Campus Institutional District (CI), or Employment Campus District (EC)
- Planned Development (PD): General Development Plan (GDP) and/or Specific Implementation Plan (SIP)
- Planned Multi-Use Site or Residential Building Complex



October 2, 2023

Jessica Vaughn
Department of Planning & Community & Economic Development
215 Martin Luther King Jr Blvd
Madison, WI 53703

RE: Letter of Intent
200 Block of Wisconsin Ave. – Madison College Site

Dear Jessica:

On behalf of MC Investors I, LLC, NCG Hospitality (“NCG”) is submitting our UDC application and this Letter of Intent for the redevelopment of the former Madison College site located at the 200 Block of Wisconsin Avenue (“the Project”). The Project is anticipated to include a mixed-use development featuring a hotel, residential units, and commercial spaces. The existing historic building that is located at 211 N Carroll Street, is proposed to be repurposed from the 6-story masonry school building into residential units. The renovation of that specific building does not eliminate any existing housing, so 100 percent of the residential units will be new units serving downtown Madison residents.

The northeast portion of the block along Wisconsin Avenue will be a ground-up development of an 11-story dual-branded Residence Inn and Autograph Collection hotel by Marriott. The hotel will feature high-quality architecture and building materials with two restaurant outlets (including a destination restaurant on the first floor that will help to reactivate the Capitol Square area and a rooftop restaurant/lounge with sweeping views of Lake Mendota, downtown Madison, and the Capitol), approximately 13,000 square feet of meeting and event space (including a Winter Garden and meeting and event spaces), a fitness center, and underground parking, all of which promises to boost the overall economic health of the City.

The 6-story historic school building located on the southwest portion of the block is proposed to be repurposed into a 134-unit apartment building that will feature resident amenities such as a fitness center, community clubroom, and rooftop patio, as well as over 16,000 square feet of commercial space.

The site is currently zoned UMX, however, we are requesting a rezone to Planning Development District (PD). We believe the proposal achieves a number of important goals for the City of Madison including:

- Redeveloping a currently blighted parcel located one block off the Capitol Square.
- Placing the improvements on the tax roll for the first time and creating significant incremental value for the newly created TID #50.
- Providing needed housing in downtown Madison.

- Providing new amenities to downtown Madison, most significantly the Winter Garden that will provide a year-around indoor/outdoor space for Madison's celebrations, meetings, and events.
- Providing a luxury hotel and meeting spaces that will help support attracting new businesses, meetings, and events to Madison. A lack of hotel rooms and meeting spaces have been identified as a deficiency in the recently completed market study for Monona Terrace.
- Creating destination restaurants to attract visitors and residents back to downtown Madison.

In compliance with Chapter 28.098 of the City of Madison Code of Ordinances, the rezoning of the site to a Planned Development District is appropriate for the Project as it will allow reuse of an existing historic building and the necessary mix of uses and density on the remaining portions of the block to make the Project economically viable. The 11th story will contain a single apartment unit and public restaurant offering which utilizes views of the surrounding lakes and state capitol. Specifically, with the site being located one block off the Capitol Square and along the transit line of W. Johnson, it will promote integrated land uses that will allow for a mixture of residential, commercial, and public facilities with enhanced recreational amenities such as the indoor Winter Garden that connects to the open space outdoor courtyard for use by both residents and visitors. In addition to the many new amenities, the Project is also dedicated to the preservation of the existing historic building through adaptive reuse into elevated residential units with the incorporation of the historical arch that was once prominent on the property before it was deconstructed, preserved, and placed into storage (Refer to Attachment A for a more detailed zoning analysis).

Proposed Project Design highlights:

<u>Hotel</u>	<u>Multi-Family</u>		
Guestrooms:	336 total 117 Residence Inn 219 Autograph	Units:	134 total
Event/Function:	13,000 sq. ft. total 4,000 sq. ft. Winter Garden	Amenities:	Fitness Center Community Clubroom Courtyard Patio & Outdoor Kitchen Area Bike Storage Dog Wash
Food & Beverage:	Rooftop Restaurant/Lounge First Floor Restaurant Lobby Bar	Commercial Space:	16,000 sq. ft

The total gross area of the exterior footprint of the building at ground level is approximately 37,712 sf. The lot area is approximately 87,516 sf (or just over 2 acres). All maintenance, including trash and snow removal will be provided by private contract. The proposed hours of operation will be 24 hours a day / 365 days a year. The proposed construction will commence in the third quarter of 2024 and completed mid-2026.

October 2, 2023

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The Development Team includes the following:

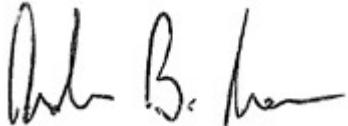
Developer/Applicant: MC Investors I, LLC
Attn: NCG Hospitality
1600 Aspen Commons, Suite 200
Middleton, WI 53562
Phone: 608-836-6060
Fax: 608-836-6399
Principal Contact: Andy Inman
ainman@ncghospitality.com

Architect: Cooper Carry
625 N Washington Street
Alexandria, VA 22314
Phone: 703-519-6152
Principal Contact: Andrea Schaub
andreaschaub@coopercarry.com

Please refer to the attached plans for additional information.

Sincerely,

NCG Hospitality



Andy Inman
Chief Development Officer

ATTACHMENT A

Code Compliance Checklist

[see attached]

ATTACHMENT A – CODE COMPLIANCE CHECKLIST FOR NCG HOSPITALITY’S PROPOSAL TO REDEVELOP 33 W JOHNSON ST IN THE CITY OF MADISON.**Madison Code of Ordinances: 29.098 Planned Development District**[SUBCHAPTER 28G: - SPECIAL DISTRICTS](#) | [Code of Ordinances](#) | [Madison, WI](#) | [Municode Library](#)**(1) Statement of Purpose**

The Planned Development (PD) District is established to provide a voluntary regulatory framework as a means to facilitate the unique development of land in an integrated and innovative fashion, to allow for flexibility in site design, and to encourage development that is sensitive to environmental, cultural, and economic considerations, and that features high-quality architecture and building materials. In addition, the Planned Development District is intended to achieve one or more of the following objectives:

City of Madison Planned Development Objectives	Summary of NCG Proposal	NCG Proposal Compliance
(a) Promotion of green building technologies, low-impact development techniques for stormwater management, and other innovative measures that encourage sustainable development.	NCG's development will utilize low-impact development techniques as well as other innovative measures to encourage sustainable development.	<input checked="" type="checkbox"/> Meets or Exceeds <input type="checkbox"/> Does Not Comply <input type="checkbox"/> May Comply
(b) Promotion of integrated land uses allowing for a mixture of residential, commercial, and public facilities along corridors and in transitional areas, with enhanced pedestrian, bicycle and transit connections and amenities.	The proposed development will be a mixed use of residential, commercial, and lodging uses. There will also be public facilities for bus, bicycle, and pedestrian uses.	<input checked="" type="checkbox"/> Meets or Exceeds <input type="checkbox"/> Does Not Comply <input type="checkbox"/> May Comply
(c) Preservation and enhancement of important environmental features through careful and sensitive placement of buildings and facilities.	NCG's development seeks to enhance the streetscape of the block by adding trees and a grass terrace along Johnson St as well as preserving the trees and grass terrace along Wisconsin Ave.	<input checked="" type="checkbox"/> Meets or Exceeds <input type="checkbox"/> Does Not Comply <input type="checkbox"/> May Comply
(d) Preservation of historic buildings, structures, or landscape features through adaptive reuse of public or private preservation of land.	The development will preserve the existing former Madison College building and look to use historic tax credits to pursue an adaptive reuse of the building into apartment units.	<input checked="" type="checkbox"/> Meets or Exceeds <input type="checkbox"/> Does Not Comply <input type="checkbox"/> May Comply
(e) Provision of more adequate, usable, and suitably located open space, recreational amenities, and other public facilities than would otherwise be provided under conventional land development techniques.	The development will feature numerous commercial outlets that will be open to the public. Most notably will be the Winter Garden that will open out to the midblock open-air courtyard in the center of the block.	<input checked="" type="checkbox"/> Meets or Exceeds <input type="checkbox"/> Does Not Comply <input type="checkbox"/> May Comply

<p>(f) Facilitation of high-quality development that is consistent with the goals, objectives, policies, and recommendations of the Comprehensive Plan and adopted neighborhood, corridor or special area plans.</p>	<p>The development will be a crown jewel for the city while maintaining consistency with the goals, objectives, policies, and recommendations of the Comprehensive Plan.</p>	<input checked="" type="checkbox"/> Meets or Exceeds <input type="checkbox"/> Does Not Comply <input type="checkbox"/> May Comply
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(2) Standards for Approval of Zoning Map Amendment

The standards for approval of a zoning map amendment to the PD District, or any major alteration to an approved General Development Plan, are as follows:

City of Madison Ordinance	Summary of NCG Proposal	NCG Proposal Compliance
<p>(a) The applicant shall demonstrate that no other base zoning district can be used to achieve a substantially similar pattern of development. Planned developments shall not be allowed simply for the purpose of increasing overall density or allowing development that otherwise could not be approved unless the development also meets one or more of the objectives of (1) above. Conditions under which planned development may be appropriate include:</p> <ol style="list-style-type: none"> 1. Site conditions such as steep topography or other unusual physical features; or 2. Redevelopment of an existing area or use of an infill site that could not be reasonably developed under base zoning district requirements. 	<p>Due to the complexity and multitude of uses present in this project we find it applicable to pursue a zoning map amendment. The development meets many of the objectives listed above.</p>	<input checked="" type="checkbox"/> Meets or Exceeds <input type="checkbox"/> Does Not Comply <input type="checkbox"/> May Comply
<p>(b) The PD District plan shall facilitate the development or redevelopment goals of the Comprehensive Plan and of adopted neighborhood, corridor or special area plans.</p>	<p>The PD plan facilitates the development goals of the Comprehensive Plan as well as the Downtown Plan.</p>	<input checked="" type="checkbox"/> Meets or Exceeds <input type="checkbox"/> Does Not Comply <input type="checkbox"/> May Comply
<p>(c) The PD District plan shall not adversely affect the economic health of the City or the area of the City where the development is proposed. The City shall be able to provide municipal services to the property where the planned development is proposed without a significant increase of the cost of providing those services or economic impact on municipal utilities serving that area.</p>	<p>The PD plan will positively impact the economic health of the City without significantly increasing the cost of providing services or municipal utilities to the area.</p>	<input checked="" type="checkbox"/> Meets or Exceeds <input type="checkbox"/> Does Not Comply <input type="checkbox"/> May Comply
<p>(d) The PD District plan shall not create traffic or parking demands disproportionate to the facilities and improvements designed to meet those demands. A traffic demand management plan may be required as a way to resolve traffic and parking concerns. The Plan shall include measurable goals, strategies, and actions to encourage travelers to use alternatives to driving alone, especially at congested times of day. Strategies and actions may include, but are not limited to, carpools and vanpools; public and private</p>	<p>The PD plan will not create disproportionate traffic or parking demands on the facilities and improvements currently designed. The development will feature onsite parking as well as a designated pick up and drop off area away from traffic.</p>	<input checked="" type="checkbox"/> Meets or Exceeds <input type="checkbox"/> Does Not Comply <input type="checkbox"/> May Comply

transit; promotion of bicycling, walking and other non-motorized travel; flexible work schedules and parking management programs to substantially reduce automobile trips.		
(e) The PD District plan shall coordinate architectural styles and building forms to achieve greater compatibility with surrounding land uses and create an environment of sustained aesthetic desirability compatible with the existing or intended character of the area and the statement of purpose of the PD District.	The PD plan will seek to incorporate the architectural styles of the existing building on the block by using masonry and glass.	<input checked="" type="checkbox"/> Meets or Exceeds <input type="checkbox"/> Does Not Comply <input type="checkbox"/> May Comply
(f) The PD District plan shall include open space suitable to the type and character of development proposed, including for projects with residential components, a mix of structured and natural spaces for use by residents and visitors. Areas for stormwater management, parking, or in the public right of way shall not be used to satisfy this requirement.	The plan will incorporate suitable natural open space for both residents and visitors through the courtyard and enhanced landscaping surrounding the block.	<input checked="" type="checkbox"/> Meets or Exceeds <input type="checkbox"/> Does Not Comply <input type="checkbox"/> May Comply
(g) The PD district shall include suitable assurances that each phase could be completed in a manner that would not result in an adverse effect upon the community as a result of termination at that point.	Should the development take place in phases, it will be done such that it does result in adverse effects on the surrounding community. The current plan is to develop the whole block at the same time.	<input checked="" type="checkbox"/> Meets or Exceeds <input type="checkbox"/> Does Not Comply <input type="checkbox"/> May Comply
(h) When applying the above standards to an application for height in excess of that allowed in Section 28.071(2)(a) Downtown Height Map, except as provided for in Section 28.071(2)(a)1. and Section 28.071(2)(b), the Plan Commission shall consider the recommendations in adopted plans and no application for excess height shall be granted by the Plan Commission unless it finds that all of the following conditions are present: <ol style="list-style-type: none"> 1. The excess height is compatible with the existing or planned (if the recommendations in the Downtown Plan call for changes) character of the surrounding area, including but not limited to the scale, mass, rhythm, and setbacks of buildings and relationships to street frontages and public spaces. 2. The excess height allows for a demonstrated higher quality building than could be achieved without the additional stories. 3. The scale, massing and design of new buildings compliment and positively contribute to the setting of any landmark buildings within or adjacent to the project and create a pleasing visual relationship with them. 	The excess height will be compatible with the existing and planned character of the surrounding area in scale, mass, rhythm, and setbacks. This will be done by staying under the height of the neighboring Concourse Hotel and by using massing that nods and adds to the existing building on the site. The excess height will allow for a higher quality building by allowing the first and second floors of the hotel to be double height, which will make the spaces the premier event space in town.	<input checked="" type="checkbox"/> Meets or Exceeds <input type="checkbox"/> Does Not Comply <input type="checkbox"/> May Comply

Madison Code of Ordinances: 28.071 General Provisions for Downtown and Urban Districts[28.071 - GENERAL PROVISIONS FOR DOWNTOWN AND URBAN DISTRICTS. | Code of Ordinances | Madison, WI | Municode Library](#)

(3) Statement of Purpose	<ul style="list-style-type: none"> (i) Recognize and enhance Downtown as the civic and cultural center of the City and region; the seat of state, county, and city government, and a significant retail, entertainment, and employment center; (j) Recognize and enhance the unique characteristics of Downtown neighborhoods; (k) Recognize the architectural heritage and cultural resources of Downtown neighborhoods; (l) Facilitate context-sensitive development; (m) Foster development with high-quality architecture and urban design; and, (n) Protect important views as identified in the Downtown Plan 	
(3) Design Standards	<p>The following standards are applicable to all new buildings and additions, within any ten- (10) year period, exceeding fifty percent (50%) of existing building's floor area for non-residential buildings, mixed-use buildings, lodging houses, and residential buildings with 8 or more dwelling units.</p>	
City of Madison Ordinance	Summary of NCG Proposal	NCG Proposal Compliance
<p>(a) Parking</p> <ol style="list-style-type: none"> 1. Parking shall be located in parking structures, underground, or in surface parking lots behind principal buildings. Parking structures shall be designed with liner buildings or with ground floor office, or residential or retail uses along all street-facing facades. (Am. by ORD-22-00016, 4-7-22) 2. For corner lots or through lots, rear yard surface parking areas abutting any street frontage are limited to fifty percent (50%) of that frontage, and shall be located a minimum of ten (10) feet from the street property line. 3. Parking garage openings visible from the sidewalk shall have a clear maximum height of sixteen (16) feet and a maximum width of twenty-two (22) feet. Garage doors or gates shall be located a minimum of ten (10) feet from the front property line. Doors to freight loading bays are exempt from this requirement. 4. No doors or building openings providing motor vehicle access to structured parking or loading facilities shall face State Street, King Street, or the Capitol Square. Parking garage openings visible from the sidewalk shall have a clear maximum height of sixteen (16) feet and a maximum width of twenty-two (22) feet. Garage doors or gates shall be located a minimum of ten (10) feet from the front property line. Doors to freight loading bays are exempt from this requirement. 	<p>NCG is proposing a two-level underground parking structure underneath the hotel building along Wisconsin Ave. The parking garage entrance will be accessed from W Johnson St.</p>	<input checked="" type="checkbox"/> Meets or Exceeds <input type="checkbox"/> Does Not Comply <input type="checkbox"/> May Comply
<p>(b) Entrance Orientation</p> <ol style="list-style-type: none"> 1. Primary building entrances on all new buildings shall be oriented to the primary abutting public street and have a functional door. 	<p>The primary entrance to the new build hotel will be along Wisconsin Ave, which is the primary street upon which the hotel faces. The entrance will be</p>	<input checked="" type="checkbox"/> Meets or Exceeds <input type="checkbox"/> Does Not Comply <input type="checkbox"/> May Comply

<ol style="list-style-type: none"> 2. Additional secondary entrances may be oriented to a secondary street or parking area. 3. Entries shall be clearly visible and identifiable from the street, and delineated with elements such as roof overhangs, recessed entries, landscaping, or similar design features. 4. Within ten (10) feet of a block corner, the façade may be set back to form a corner identity. 	<p>clearly visible and identifiable from the street with a recessed entry and landscaping.</p>	
<p>(c) Façade Articulation</p> <ol style="list-style-type: none"> 1. The facades of new buildings more than forty (40) feet in width shall be divided into smaller vertical intervals through techniques including but not limited to the following: <ol style="list-style-type: none"> a. Facade modulation, step backs, or extending forward of a portion of the facade. b. Vertical divisions using different textures, materials, or colors of materials. c. Division into multiple storefronts, with separate display windows and entrances. d. Variation in roof lines to reinforce the modulation or vertical intervals. e. Arcades, awnings, window bays, arched windows, and balconies to reinforce the vertical intervals. 	<p>The façade is divided into smaller intervals using undulation, step backs, and vertical divisions through differing materials. Awnings, balconies, mullions, and masonry detail are used to further reinforce vertical intervals.</p>	<input checked="" type="checkbox"/> Meets or Exceeds <input type="checkbox"/> Does Not Comply <input type="checkbox"/> May Comply
<p>(d) Story Heights and Treatment</p> <ol style="list-style-type: none"> 1. For all buildings, the minimum ground story height is twelve (12) feet, measured from the sidewalk to the second story floor. 2. For ground-story residential uses, landscaping, steps, porches, grade changes, and low ornamental fences or walls or similar treatments shall be located between the sidewalk and the front door to create a private yard area. 	<p>The ground story of the hotel will be 18 feet from the sidewalk to the second story floor.</p>	<input checked="" type="checkbox"/> Meets or Exceeds <input type="checkbox"/> Does Not Comply <input type="checkbox"/> May Comply
<p>(e) Door and Window Openings.</p> <ol style="list-style-type: none"> 1. For street-facing facades with ground story non-residential uses, the ground story door and window openings shall comprise a minimum of fifty percent (50%) of the facade area. 2. For street-facing facades with ground story residential uses, ground story openings shall comprise a minimum of fifteen percent (15%) of the facade area. 3. For all buildings, upper story openings shall comprise a minimum of fifteen percent (15%) of the facade area per story. 4. Garage doors and opaque service doors shall not count toward the above requirements. 	<p>The street facing façade door and window openings are >50% of the façade area. The upper story openings are >15% of the façade area per story.</p>	<input checked="" type="checkbox"/> Meets or Exceeds <input type="checkbox"/> Does Not Comply <input type="checkbox"/> May Comply
<p>(f) Building Materials</p> <ol style="list-style-type: none"> 1. Buildings shall be constructed of durable, high-quality materials. 2. All building facades visible from a public street or public walkway shall use materials and design features similar to or complementary to those of the front façade. 	<p>The building will be constructed primarily of brick and glass on all sides.</p>	<input checked="" type="checkbox"/> Meets or Exceeds <input type="checkbox"/> Does Not Comply <input type="checkbox"/> May Comply

<p>(h) <u>Screening of Rooftop Equipment.</u></p> <ol style="list-style-type: none"> 1. All rooftop equipment, with the exception of solar and wind equipment, shall be screened from view from adjacent streets and public rights-of-way. Rooftop equipment shall be screened from view from adjacent buildings to the extent possible. 2. The equipment shall be within an enclosure. This structure shall be set back a distance of one and one-half (1½) times its height from any primary facade fronting a public street. Screens shall be of durable, permanent materials (not including wood) that are compatible with the primary building materials. (Am. by ORD-15-00104, 10-15-15) 	<p>All rooftop equipment is screened from view from adjacent buildings and any enclosures will be set back 1.5 times their height from any primary façade fronting a public street.</p>	<input checked="" type="checkbox"/> Meets or Exceeds <input type="checkbox"/> Does Not Comply <input type="checkbox"/> May Comply
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Madison Code of Ordinances: 28.074 Downtown Core District

[28.074 - DOWNTOWN CORE DISTRICT.](#) | [Code of Ordinances](#) | [Madison, WI](#) | [Municode Library](#)

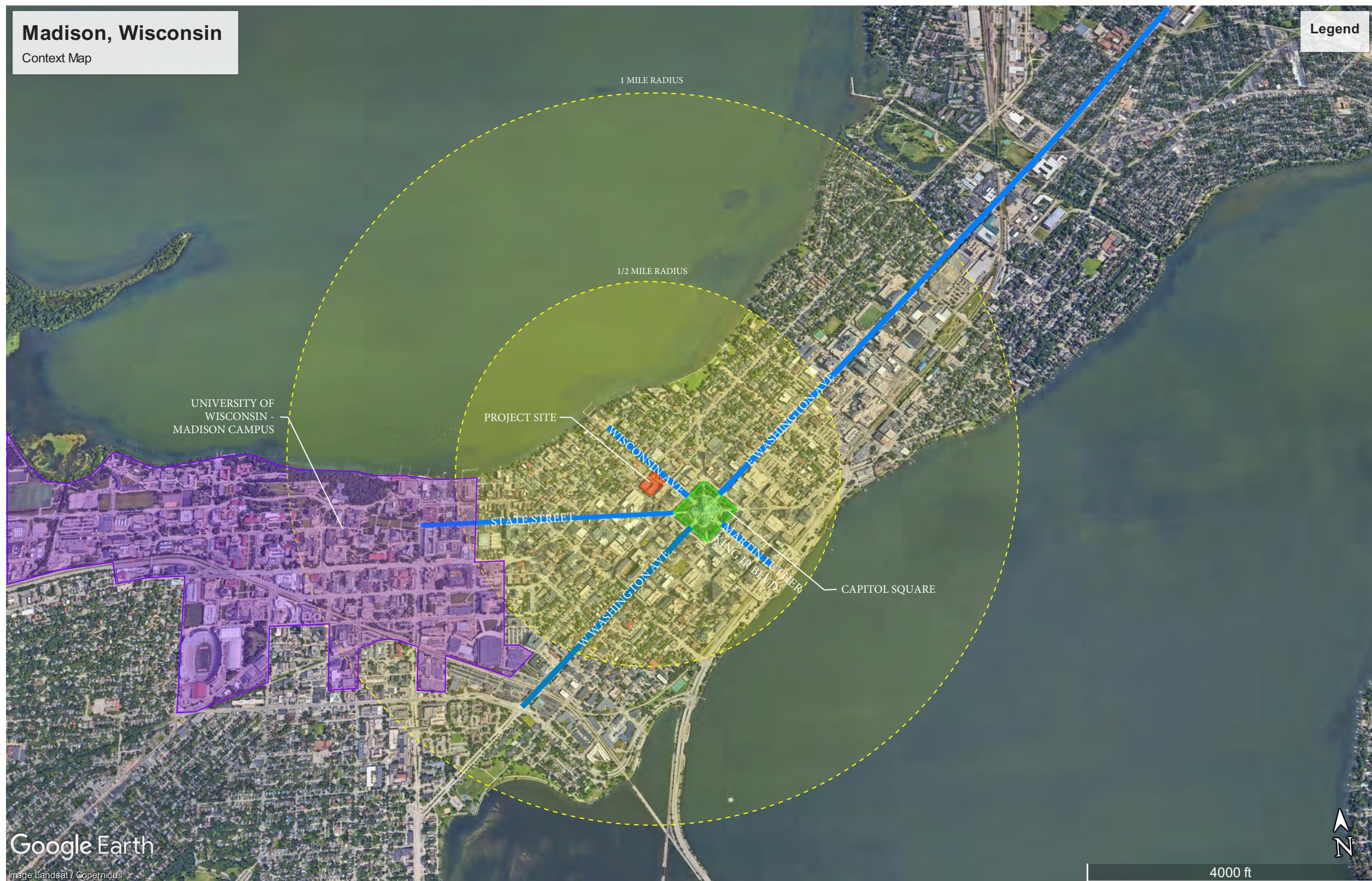
City of Madison Ordinance	Summary of NCG Proposal	Compliance
<p>(4) Design Review</p> <p>(c) All new buildings and additions greater than twenty thousand (20,000) square feet or that have more than four (4) stories shall obtain conditional use approval. In addition, the Urban Design Commission shall review such projects for conformity to the design standards in Sec. 28.071(3), if applicable, and the Downtown Urban Design Guidelines and shall report its findings to the Plan Commission.</p>	<p>The NCG development will obtain conditional use approval and conform to the applicable design standards and Downtown Urban Design Guidelines.</p>	<input checked="" type="checkbox"/> Meets or Exceeds <input type="checkbox"/> Does Not Comply <input type="checkbox"/> May Comply



MADISON COLLEGE RESIDENCE & HOTEL MADISON, WISCONSIN



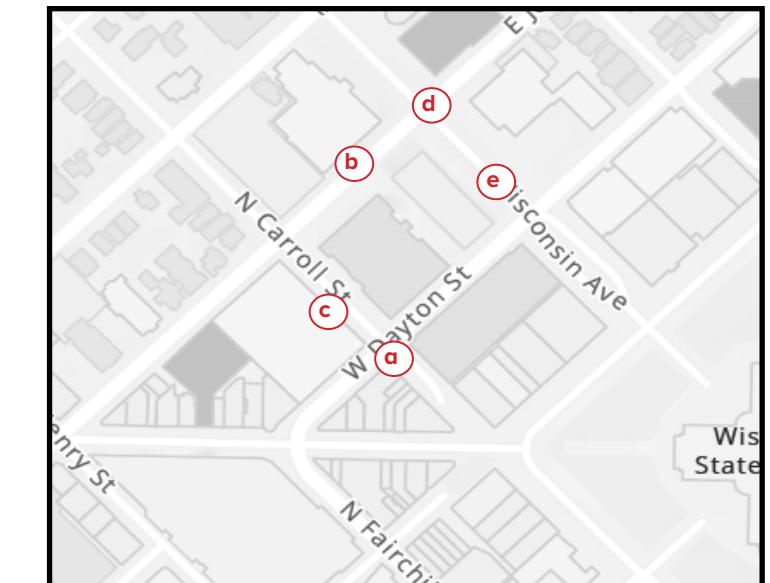
CONTEXT MAP



LOCATOR MAP



CONTEXTUAL SITE - ADJACENT PROPERTIES



CONTEXTUAL SITE - MADISON COLLEGE



CORNER OF W JOHNSON ST & N CARROLL ST



VIEW FROM W JOHNSON S



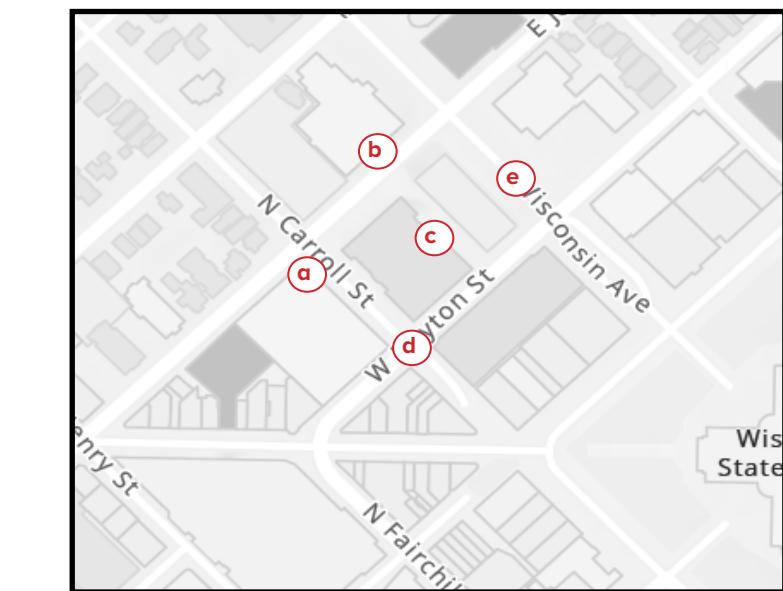
VIEW OF HOTEL SITE FROM EXISTING ROOF



CORNER OF N CARROLL ST & W DAYTON



VIEW FROM WISCONSIN



key map



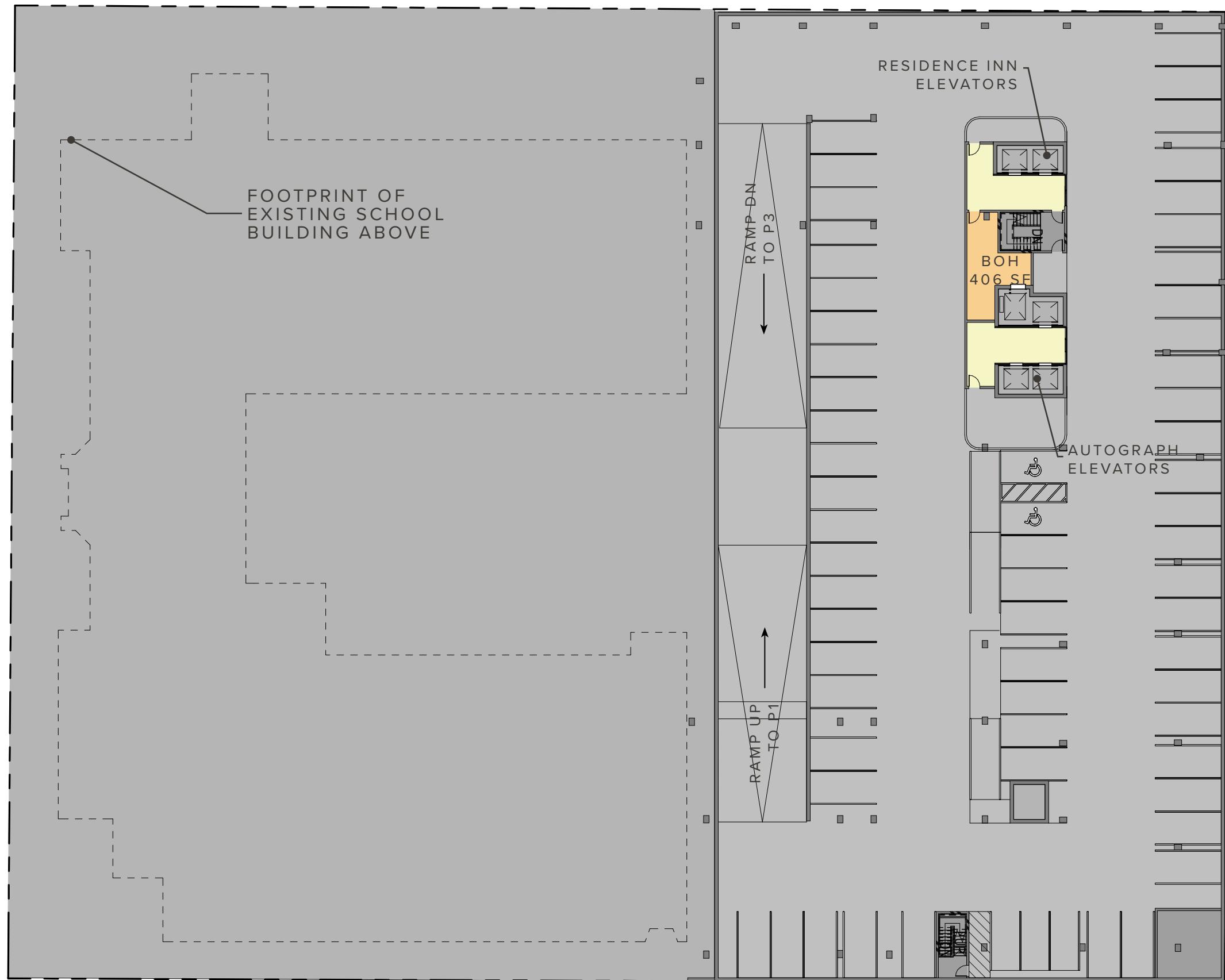
SITE PLAN



LEVEL P3 FLOOR PLAN



LEVEL P2 FLOOR PLAN



LEVEL P1 / BASEMENT FLOOR PLAN



GROUND LEVEL FLOOR PLAN



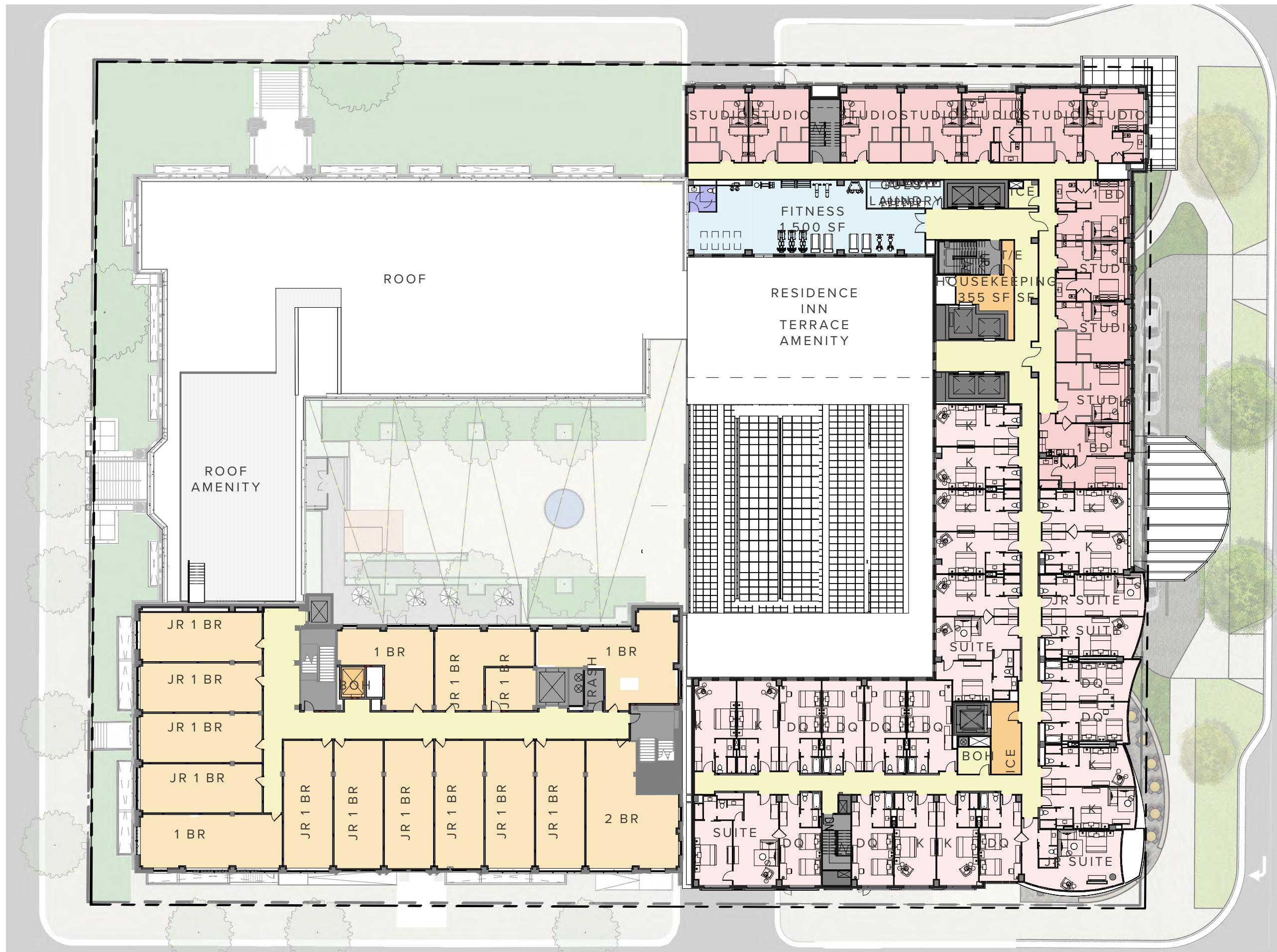
LEVEL 2 FLOOR PLAN HOTEL

LEVELS 2-4 FLOOR PLAN MULTI-FAMILY



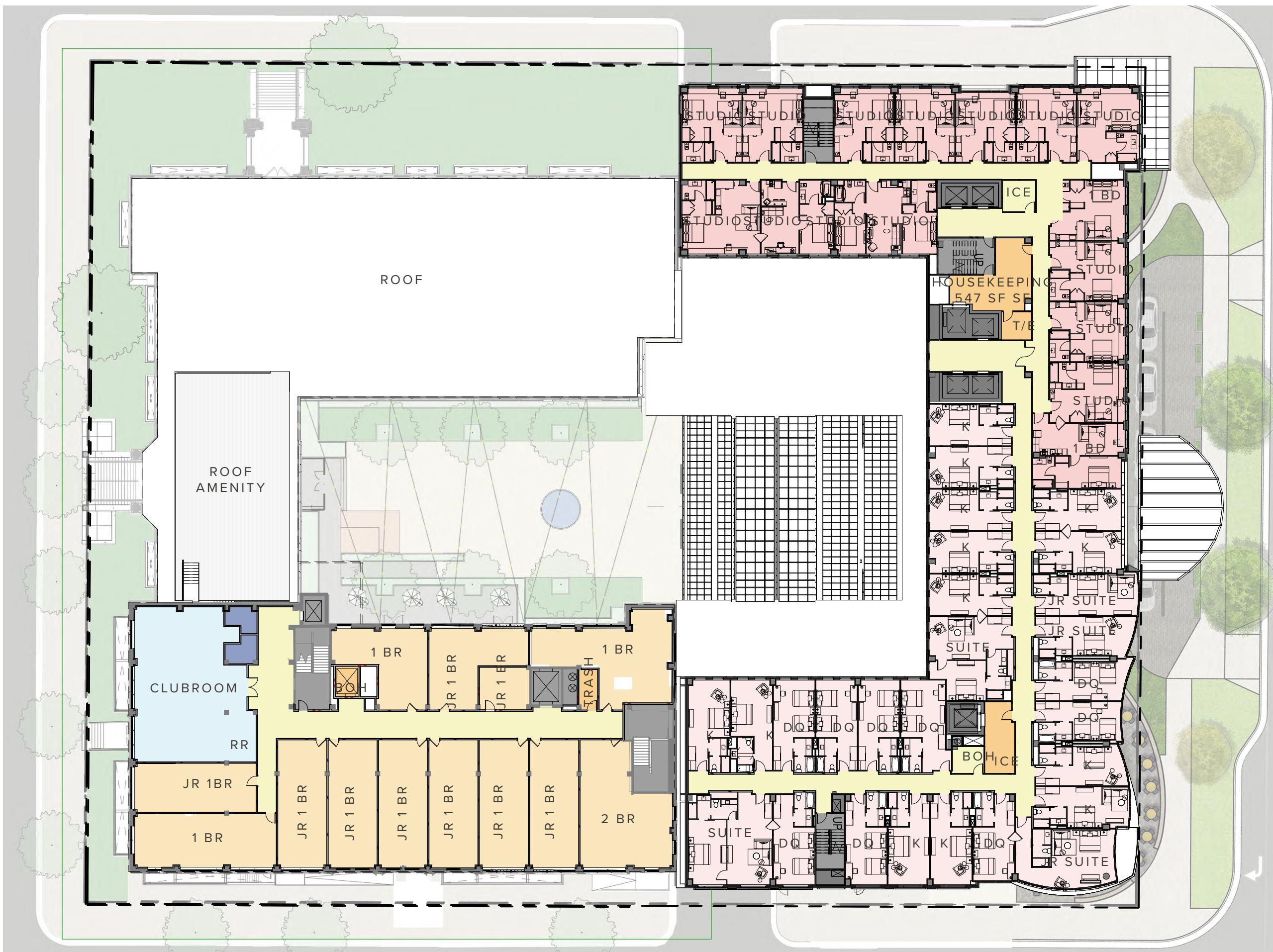
LEVEL 3 FLOOR PLAN HOTEL

LEVEL 5 FLOOR PLAN MULTI-FAMILY

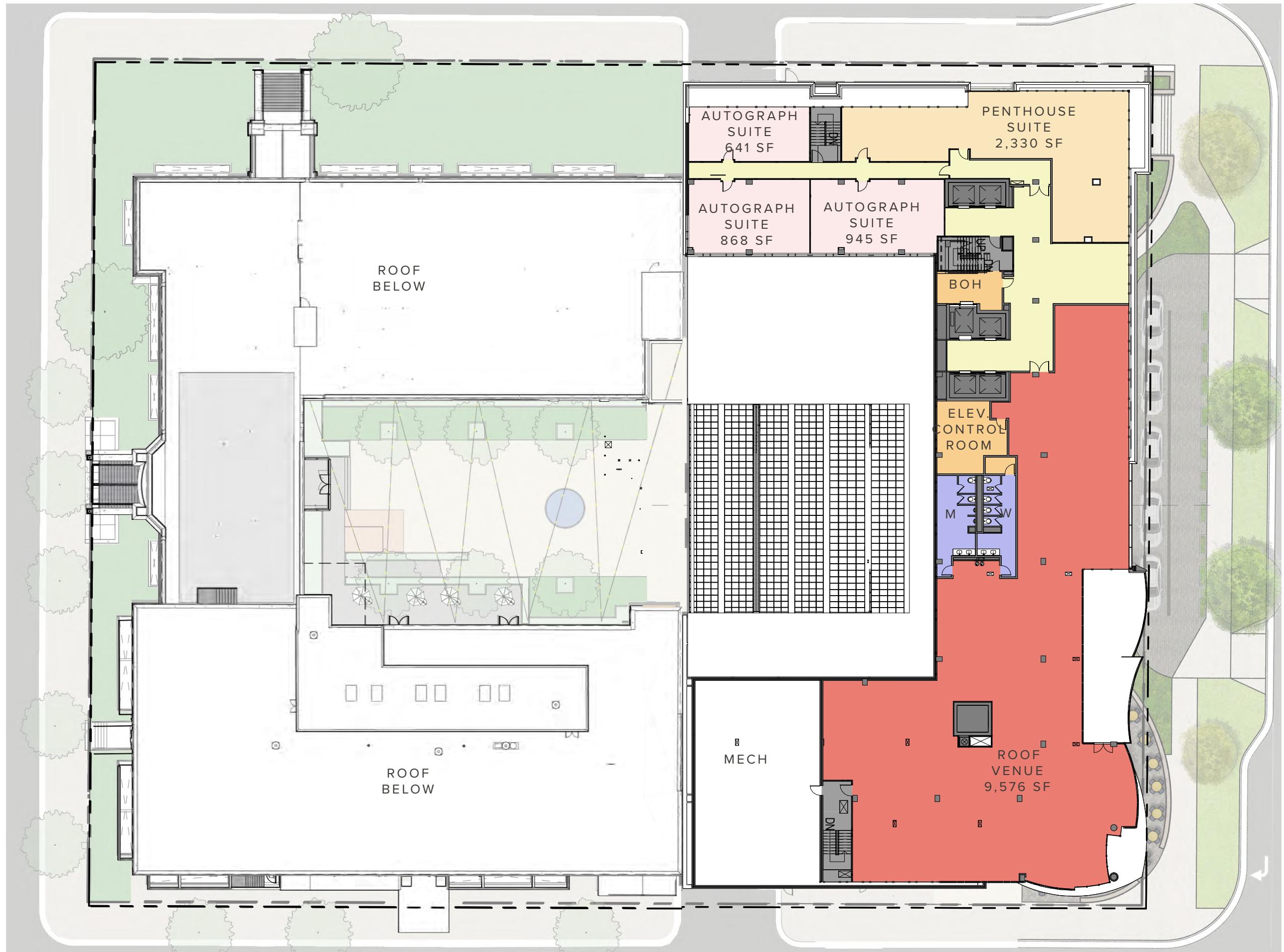


LEVELS 4-10 FLOOR PLAN HOTEL

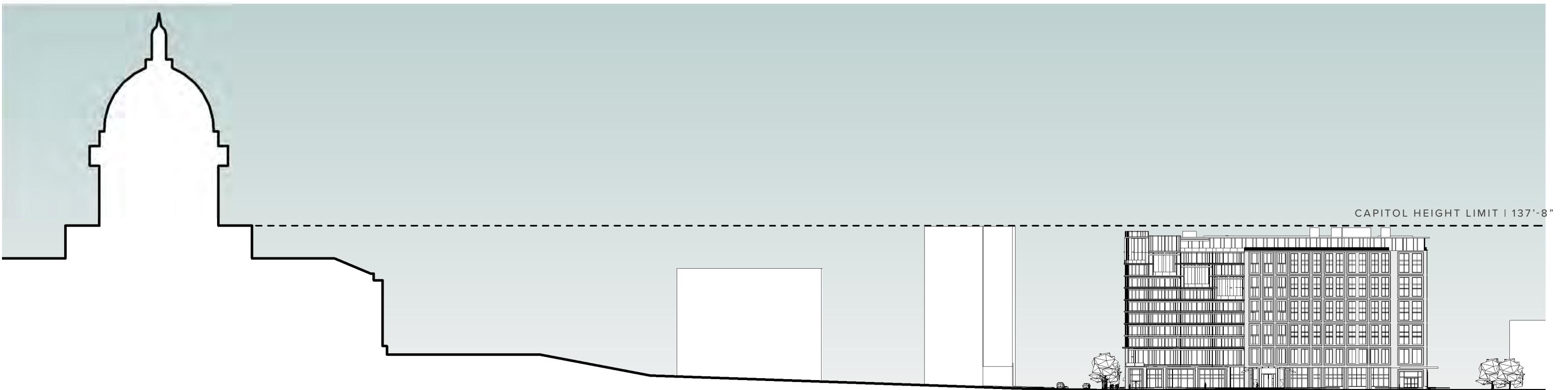
LEVEL 6 FLOOR PLAN MULTI-FAMILY



**LEVEL 11
FLOOR PLAN
HOTEL**

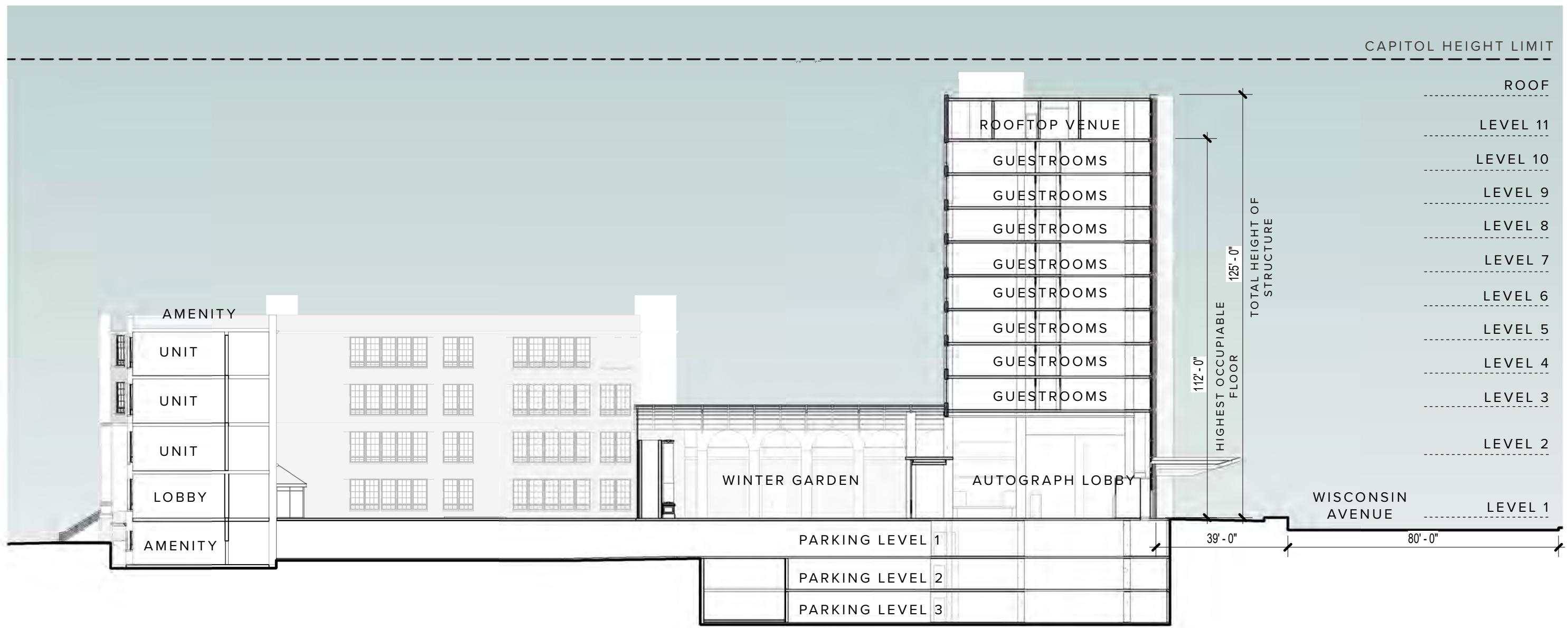


CONTEXTUAL SECTION

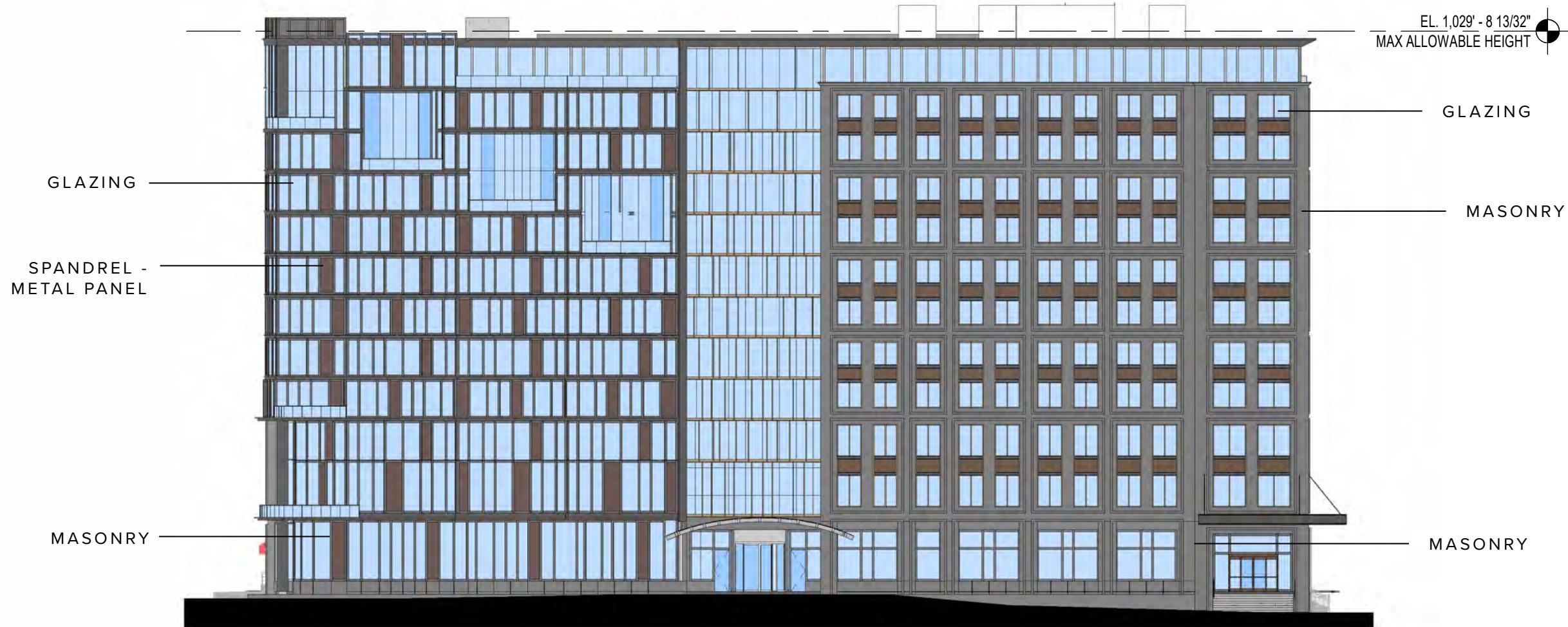


key map

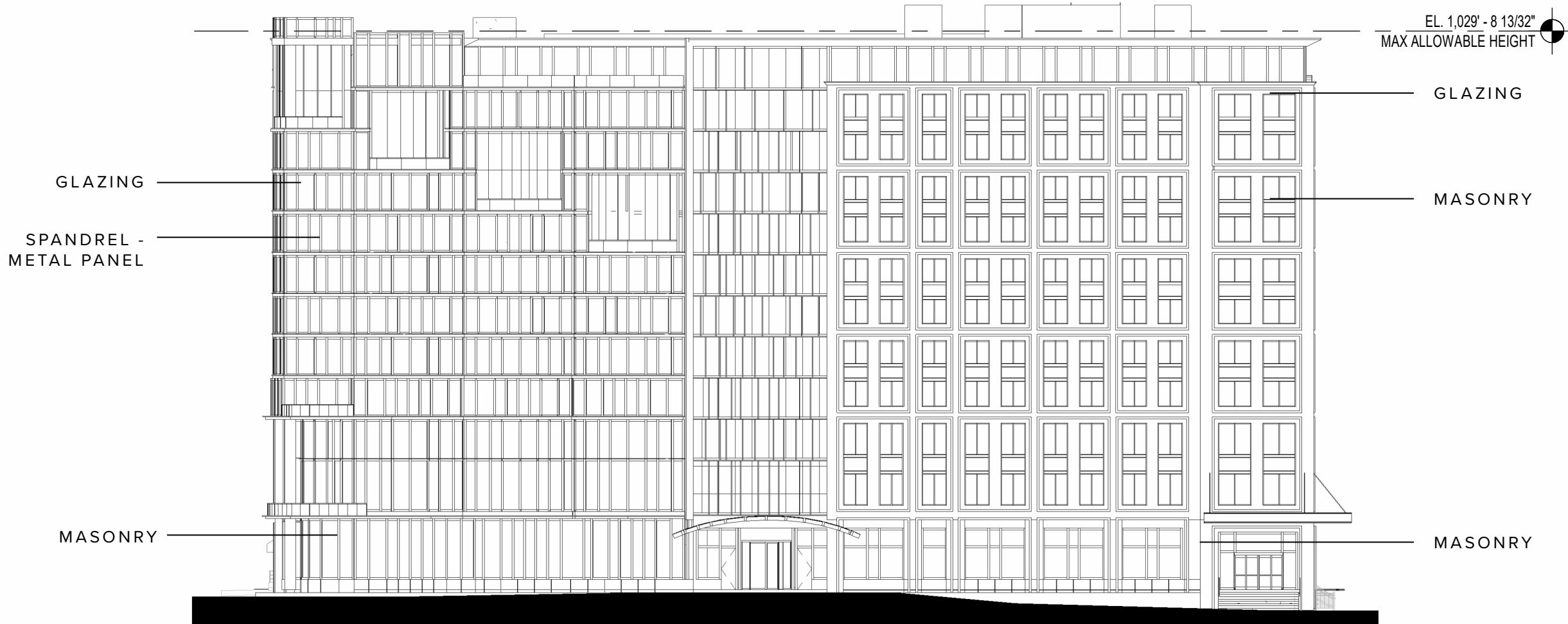
SITE SECTION



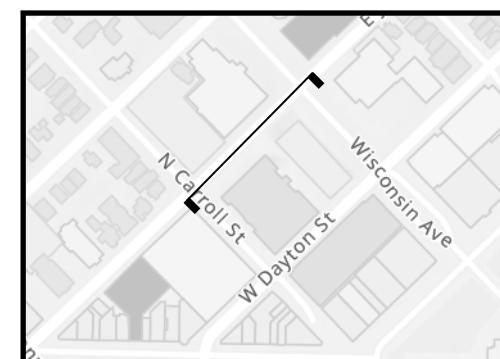
ELEVATIONS



ELEVATIONS



ELEVATIONS

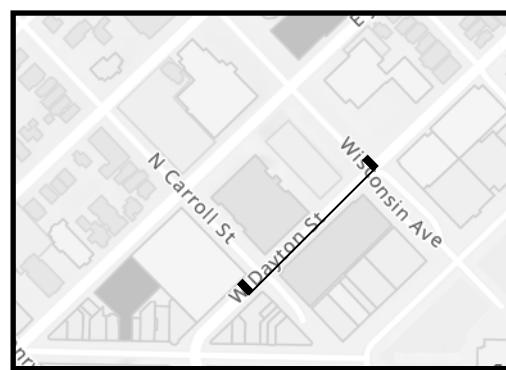


ELEVATIONS



key map

ELEVATIONS

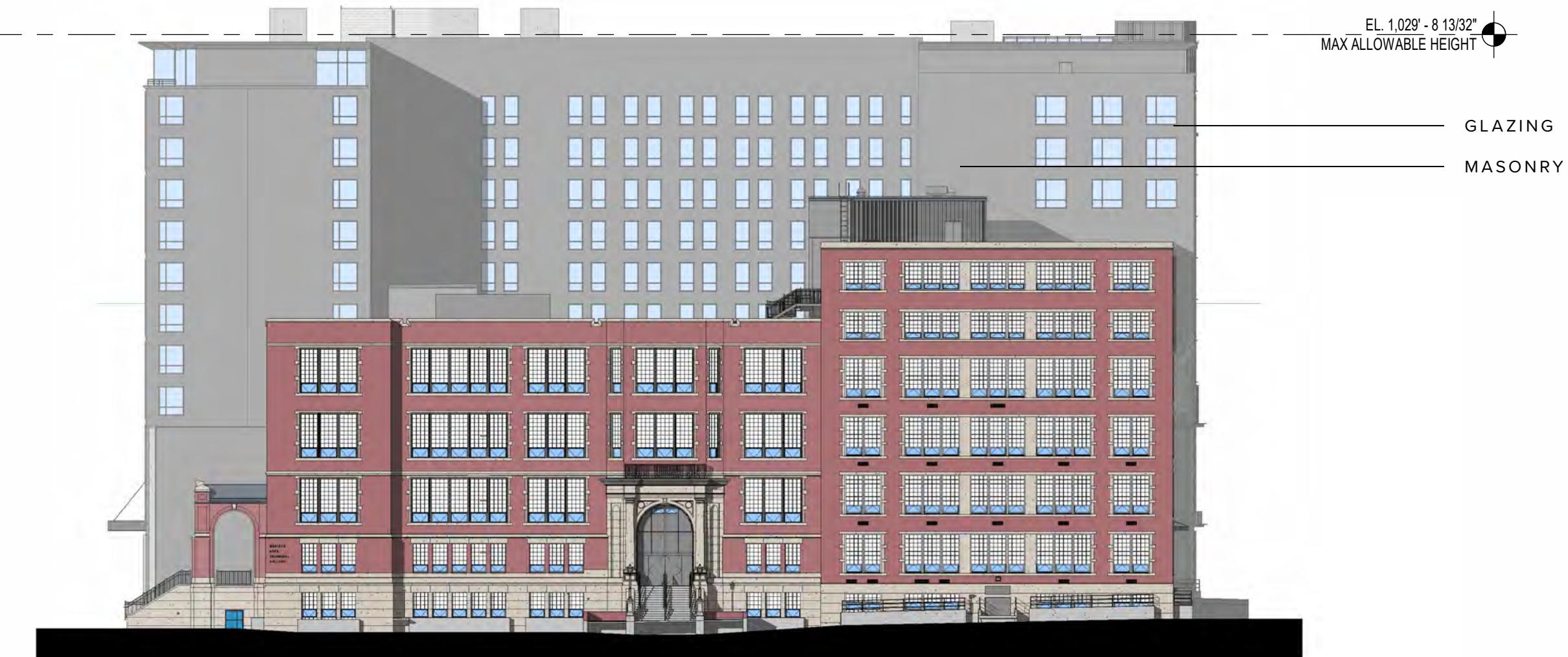


key map

ELEVATIONS



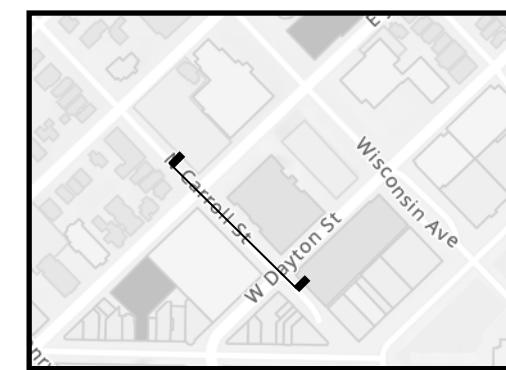
ELEVATIONS



key map

0 30
scale: 1" = 30'-0"

ELEVATIONS





WISCONSIN AVE & W DAYTON ST





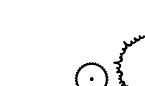
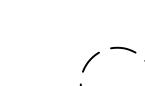
WISCONSIN AVE & W DAYTON ST





NORTHWEST PERSPECTIVE

1 PLANT LEGEND

	SCALE: 1/16" = 1'-0"
 Lawn	
 Foundation Shrubs	
 Evergreen Border	
 Perennial Mix	
 Rock Mulch	
 Deciduous Shade Tree	
 Mix of Evergreen Trees (varying sizes)	
 Ornamental Tree	
 Existing Tree to Remain	

