



City of Madison

Proposed Demolition, Conditional Use & Rezoning

Location

2155-2205 Rimrock Road

Applicant

Brad Carlson – Gateway Project, LLC/
Sarah Pittz – Vierbicher Associates, Inc.

From: Temp A & C3L

To: C3L

Existing Use

5 Commercial Buildings

Proposed Use

Demolish 5 commercial buildings to allow construction of 247-room hotel and conference center

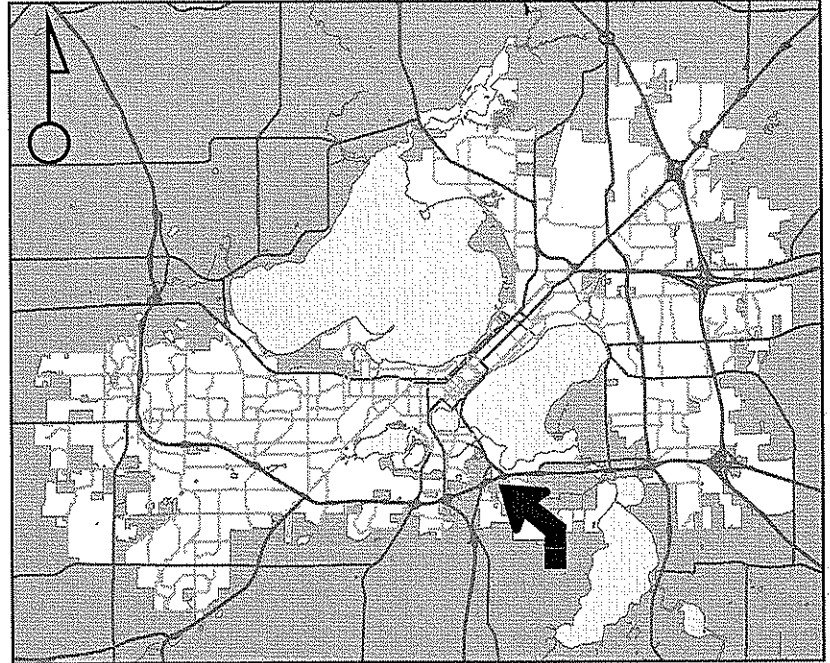
Public Hearing Date

Plan Commission

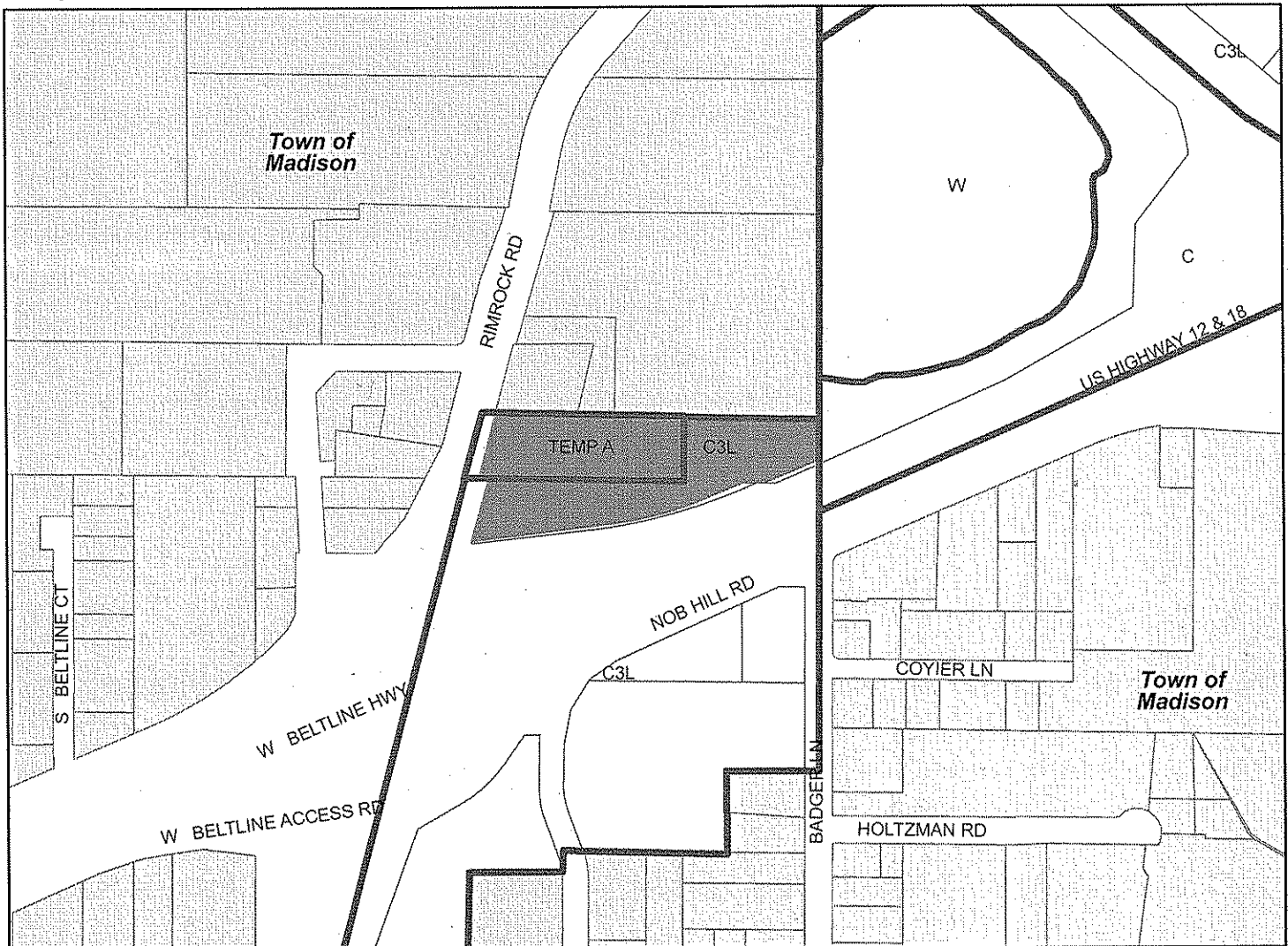
24 January 2011

Common Council

01 February 2011

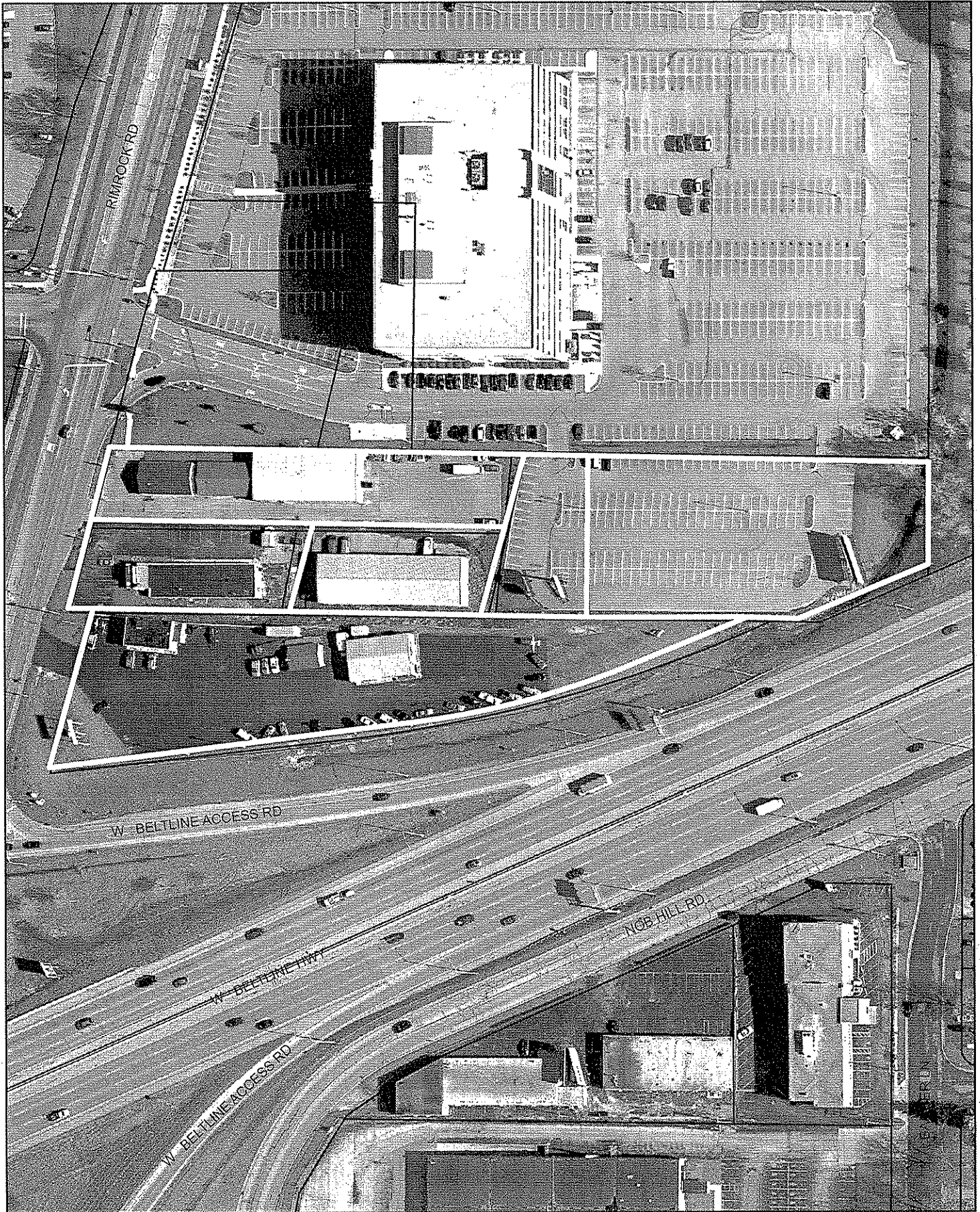


For Questions Contact: Tim Parks at: 261-9632 or tparks@cityofmadison.com or City Planning at 266-4635



Scale : 1" = 400'

City of Madison, Planning Division : RPJ : Date : 11 January 2011





LAND USE APPLICATION Madison Plan Commission

215 Martin Luther King Jr. Blvd; Room LL-100
PO Box 2985; Madison, Wisconsin 53701-2985
Phone: 608.266.4635 | Facsimile: 608.267.8739

- The following information is required for all applications for Plan Commission review except subdivisions or land divisions, which should be filed with the Subdivision Application.
- Before filing your application, please review the information regarding the **LOBBYING ORDINANCE** on the first page.
- Please read all pages of the application completely and fill in all required fields.
- This application form may also be completed online at www.cityofmadison.com/planning/plan.html
- All Land Use Applications should be filed directly with the Zoning Administrator.

FOR OFFICE USE ONLY:	
Amt. Paid: <u>1250⁰⁰</u>	Receipt No. <u>116159</u>
Date Received: <u>12/1/10</u>	
Received By: <u>[Signature]</u>	
Parcel No. <u>0709-362-0093-3</u>	
Aldermanic District <u>14 Tim Bruer</u>	
GQ <u>OK</u>	
Zoning District <u>Temp Ag/C3L</u>	
For Complete Submittal	
Application <input checked="" type="checkbox"/>	Letter of Intent <input checked="" type="checkbox"/>
IDUP <u>NA</u>	Legal Descript. <input checked="" type="checkbox"/>
Plan Sets <input checked="" type="checkbox"/>	Zoning Text <u>NA</u>
Alder Notification _____	Waiver _____
Nbrhd. Assn Not. _____	Waiver _____
Date Sign Issued <u>12/1/10</u>	

1. Project Address: 2205 Rimrock Road **Project Area in Acres:** 4.47
Project Title (if any): Crowne Plaza Hotel

2. This is an application for:

Zoning Map Amendment (check the appropriate box(es) in only one of the columns below)		
<input checked="" type="checkbox"/> Rezoning to a Non-PUD or PCD Zoning Dist.: Existing Zoning: <u>Temporary Ag</u> to _____ Proposed Zoning (ex: R1, R2T, C3): <u>C3L</u>		Rezoning to or Amendment of a PUD or PCD District: <input type="checkbox"/> Ex. Zoning: _____ to PUD/PCD-GDP <input type="checkbox"/> Ex. Zoning: _____ to PUD/PCD-SIP <input type="checkbox"/> Amended Gen. Dev. <input type="checkbox"/> Amended Spec. Imp. Plan
<input checked="" type="checkbox"/> Conditional Use	<input checked="" type="checkbox"/> Demolition Permit	<input type="checkbox"/> Other Requests (Specify): _____

3. Applicant, Agent & Property Owner Information:

Applicant's Name: Brad Carlson Company: Gateway Project, LLC
 Street Address: 2205 Rimrock Road City/State: Madison, WI Zip: _____
 Telephone: (608) 234-2540 Fax: () Email: brad.carlson@live.net

Project Contact Person: Sarah Pittz Company: Vierbicher Associates, Inc.
 Street Address: 999 Fourier Drive Ste. 201 City/State: Madison, WI Zip: 53717
 Telephone: (608) 826-0532 Fax: (608) 826-0530 Email: smpit@vierbicher.com

Property Owner (if not applicant): See Attached
 Street Address: _____ City/State: _____ Zip: _____

4. Project Information:

Provide a brief description of the project and all proposed uses of the site: _____
Redevelopment of 230-room Crowne Plaza hotel and conference center, with restaurant

Development Schedule: Commencement 04/2011 Completion _____

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5. Required Submittals:

- Plans** submitted as follows below and depicts all lot lines; existing, altered, demolished or proposed buildings; parking areas and driveways; sidewalks; location of any new signs; existing and proposed utility locations; building elevations and floor plans; landscaping, and a development schedule describing pertinent project details:
 - **7 copies** of a full-sized plan set drawn to a scale of one inch equals 20 feet (collated and folded)
 - **7 copies** of the plan set reduced to fit onto 11 inch by 17 inch paper (collated, stapled and folded)
 - **1 copy** of the plan set reduced to fit onto 8 ½ inch by 11 inch paper
- Letter of Intent (12 copies):** describing this application in detail including, but not limited to: existing conditions and uses of the property; development schedule for the project; names of persons involved (contractor, architect, landscaper, business manager, etc.); types of businesses; number of employees; hours of operation; square footage or acreage of the site; number of dwelling units; sale or rental price range for dwelling units; gross square footage of building(s); number of parking stalls, etc.
- Legal Description of Property:** Lot(s) of record or metes and bounds description prepared by a land surveyor. For any application for rezoning, the description must be submitted as an electronic word document via CD or e-mail. For applications proposing rezoning to more than one district, a separate description of each district shall be submitted.
- Filing Fee:** \$ 1,250 See the fee schedule on the application cover page. Make checks payable to: *City Treasurer*.
- Electronic Submittal:** All applicants are required to submit copies of all items submitted in hard copy with their application (including this application form, the letter of intent, complete plan sets and elevations, etc.) as Adobe Acrobat PDF files on a non-returnable CD to be included with their application materials, or in an e-mail sent to pcapplications@cityofmadison.com. The e-mail shall include the name of the project and applicant. Applicants unable to provide the materials electronically should contact the Planning Division at (608) 266-4635 for assistance.

In Addition, The Following Items May Also Be Required With Your Application:

- For any applications proposing demolition or removal of existing buildings, the following items are required:
 - Prior to the filing of an application, the applicant or his/her agent is required to notify a list of interested persons registered with the City **30 or 60 days prior to filing** their application using the online notification tool found at: <https://www.cityofmadison.com/developmentCenter/demolitionNotification/>
 - A photo array (6-12 photos) of the **interior and exterior** of the building(s) to be demolished or removed. A written assessment of the condition of the building(s) to be demolished or removed is highly recommended.
 - Note: A Reuse and Recycling Plan approved by the City's Recycling Coordinator is required prior to issuance of wrecking permits and the start of construction.
- Zoning Text (12 copies):** must accompany Planned Community or Planned Unit Development (PCD/PUD) submittals

6. Applicant Declarations:

- Conformance with adopted City plans:** Applications shall be in accordance with all adopted City of Madison plans:

→ The site is located within the limits of None Plan, which recommends: _____ for this property.
- Pre-application Notification:** Section 28.12 of the Zoning Code requires that the applicant notify the district alder and any nearby neighborhood & business associations in writing no later than **30** days prior to filing this request:

→ List below the Alderperson, Neighborhood Association(s), Business Association(s) AND dates you sent the notices:
 Alder Tim Bruer; Notification Provided on 11/4/10; Waiver provided on 11/4/10 - see attached

NOTE: If the alder has granted a waiver to this requirement, please attach any such correspondence to this form.
- Pre-application Meeting with staff:** Prior to preparation of this application, the applicant is required to discuss the proposed development and review process with Zoning and Planning Division staff; note staff persons and date.

Planning Staff: Tim Parks Date: 06/10/10 Zoning Staff: Pat Anderson Date: 06/10/10
- Check here if this project will be receiving a public subsidy.** If so, indicate type in your Letter of Intent.

The signer attests that this form is accurately completed and all required materials are submitted:

Printed Name Brad Carlson Date 12/01/2010
 Signature _____ Relation to Property Owner Owns 2 of the 6 parcels

Authorizing Signature of Property Owner _____ Date 12/01/2010


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Crowne Plaza Hotel Redevelopment
 Application for Rezoning, Conditional Use, Demolition Permits and Certified Survey Map
 City of Madison, WI
 12/1/2010

Parcel No.	Address	Owner	Current Zoning	Owner Representative	Signature	Date
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03210709-362-8310-0	2156 Rimrock Road	WTS Holdings, LLC	Temp A	Alan Strauss		
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03210709-362-8340-4	250 W. Bellline Hwy	Mid-Town, LLC	Temp A	Matt Meier		
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25110709-362-0099-1	76 W. Bellline Hwy / Rimrock Road 2139	Revenue Development, LLC	C3(L)	Matt Meier		
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03210709-362-8300-2	2165 Rimrock Road	Roger Charly	Temp A	Roger Charly		
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03210709-362-8320-8	2165 Rimrock Road	Gateway Project, LLC	Temp A	Brad Carlson		
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25110709-362-0093-3	2201 Rimrock Road	Gateway Project, LLC	C3(L)	Brad Carlson		
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ORIGINAL



999 Fourier Drive, Suite 201
Madison, Wisconsin 53717
(608) 826-0532 phone
(608) 826-0530 FAX
www.vierbicher.com

December 1, 2010

City of Madison Plan Commission
210 Martin Luther King, Jr. Blvd
Madison, WI 53710

Re: Letter of Intent for Cartex Site Redevelopment (Crowne Plaza) at 2205 Rimrock Rd

Dear Plan Commission Members:

On behalf of Gateway Project, LLC, and the redevelopment team, I am submitting an application and materials for the proposed Crowne Plaza redevelopment on the Cartex site (and associated parcels) to be located at the northeast corner of the intersection of Rimrock Road and the West Beltline Highway in the City of Madison. This application includes a request for rezoning of four recently annexed parcels from Temporary Ag to C3(L) zoning, a conditional use request for a new hotel larger than 40,000 square feet, and demolition of six structures. A certified survey map to combine the parcels and dedicate land to the public will be submitted within the next week.

The project will redevelop six existing underutilized properties to provide a 247-room hotel and conference center with a full-service restaurant on 4.47 acres. The parcels currently contain a mix of one-story warehouse-type buildings, as shown in the attached photographs. The redevelopment of these parcels will make a substantial impact on the nearby Alliant Energy Center and will support other uses in nearby downtown and along the Beltline corridor.

Hotel Operations

The proposed Crowne Plaza is a seven-story facility with a one-story conference center. The building will house 247 hotel rooms on floors two through seven, and will provide amenities such as an indoor pool, business center, fitness center and indoor restaurant. The total facility will be 211,600 gross square feet in area and provide one level of underground parking. This produces a Floor Area Ratio (FAR) on the site of 1.07. The area of each use within the facility is allocated as follows:

Building Footprint -----	40,100 sf
Hotel (Floors 2 -7) -----	130,240 sf
Hotel Support (Floor 1) -----	22,683 sf
Conference Center (Floor 1) -----	13,291 sf
Restaurant (Floor 1) -----	3,946 sf
Mechanical -----	4,754 sf

The hotel will be owned by Gateway Project, LLC and managed by Chesapeake Hospitality, a hotel management company that currently operates nationally under ten different hotel brands.

vision to reality

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December 1, 2010

Page 3

We would like to convey our appreciation for your time and consideration on this project; we look forward to working with the City to develop a project that has the ability to renew the Rimrock Road area and bring jobs and economic growth to the City.

Respectfully submitted by,



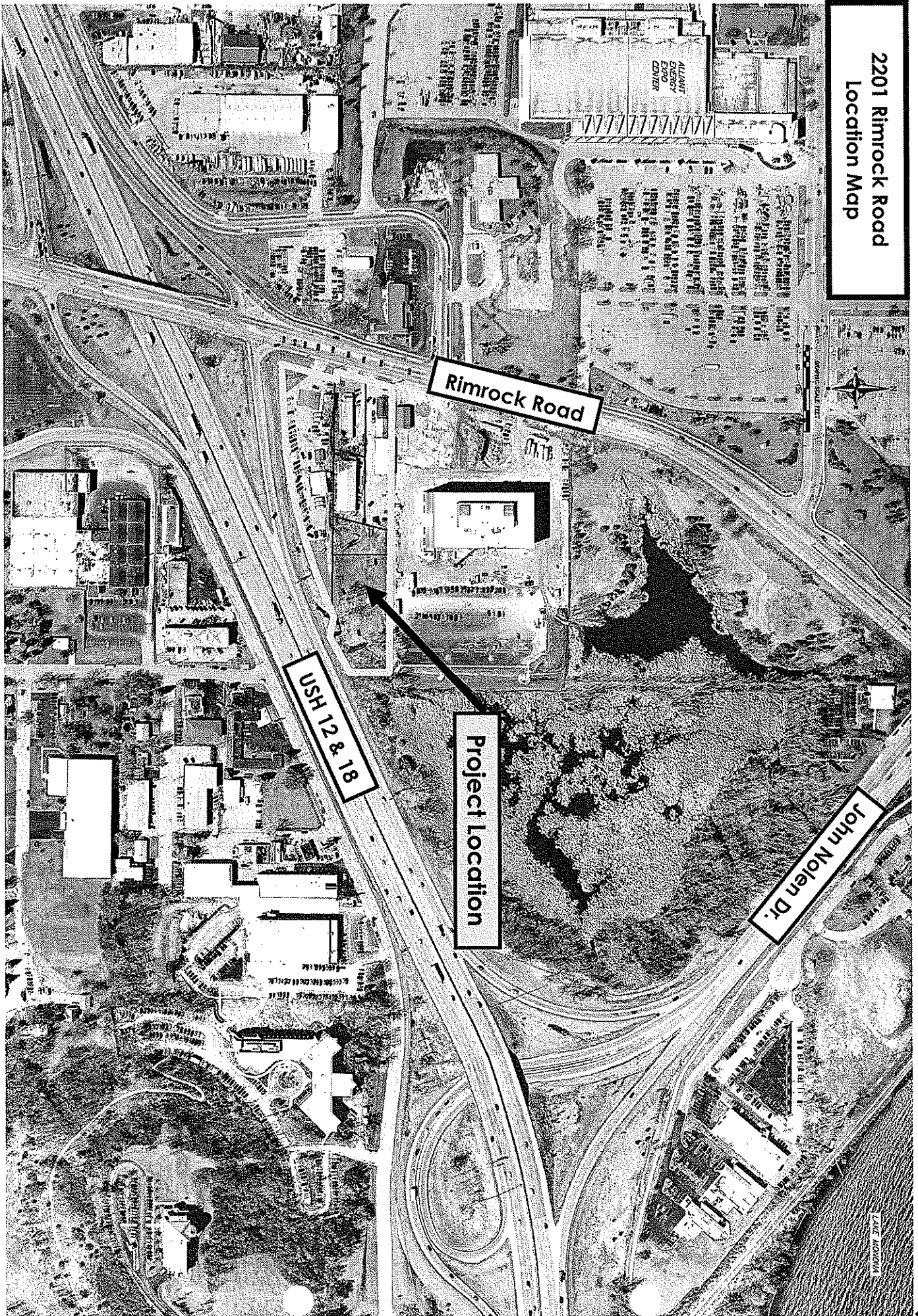
Sarah M. Pitz, AICP
VIERBICHER ASSOCIATES, INC

Enclosures: Location Map
 Image of Structures to be Demolished
 Legal Description

cc: Brad Carlson, Gateway Project, LLC
 Clay Carlson, Gateway Project, LLC
 Martin Ballweg, Gateway Project, LLC
 Peter Tan, Strang Architects
 Travis Schreiber, PE, Vierbicher Associates

M:\Gateway\33107207_Gateway- Cartex Site\PLANNING & COMM DEV\Task 5 Entitlement Coordination\CUP, Rezone, Demo Materials\Crowne_Plaza_Cartex_Letter_of_Intent_120110.docx

2201 Rimrock Road
Location Map



Rimrock Road

USH 12 & 18

Project Location

John Nolen Dr.



**Crown Plaza Hotel Redevelopment
Demolition Permit Application
Images of Buildings to be Demolished**

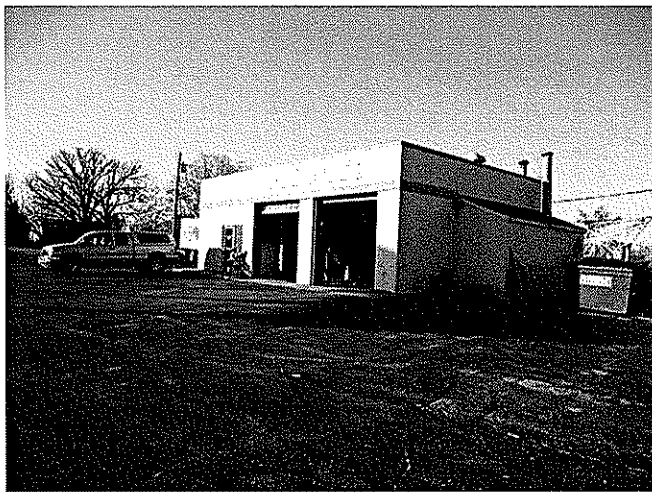
Exterior of Building at 2201 Rimrock Rd
Parcel No: 251/0709-362-0099-1



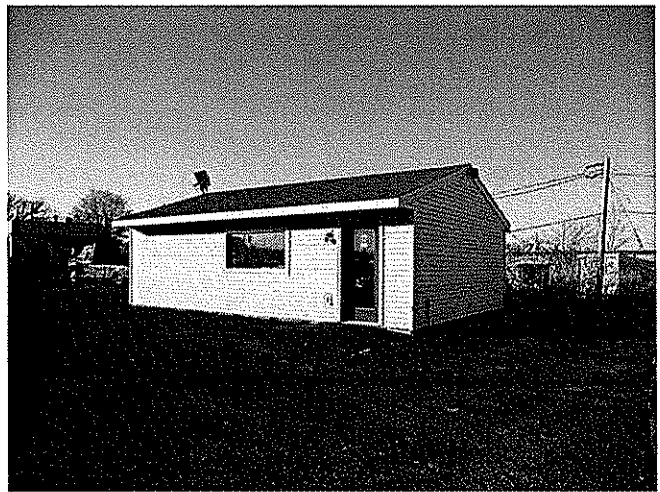
Interior of Building at 2201 Rimrock Rd
Parcel No: 251/0709-362-0099-1



Exterior of Building at 2201 Rimrock Rd
Parcel No: 251/0709-362-0099-1



Exterior of Building at 2201 Rimrock Rd
Parcel No: 251/0709-362-0099-1

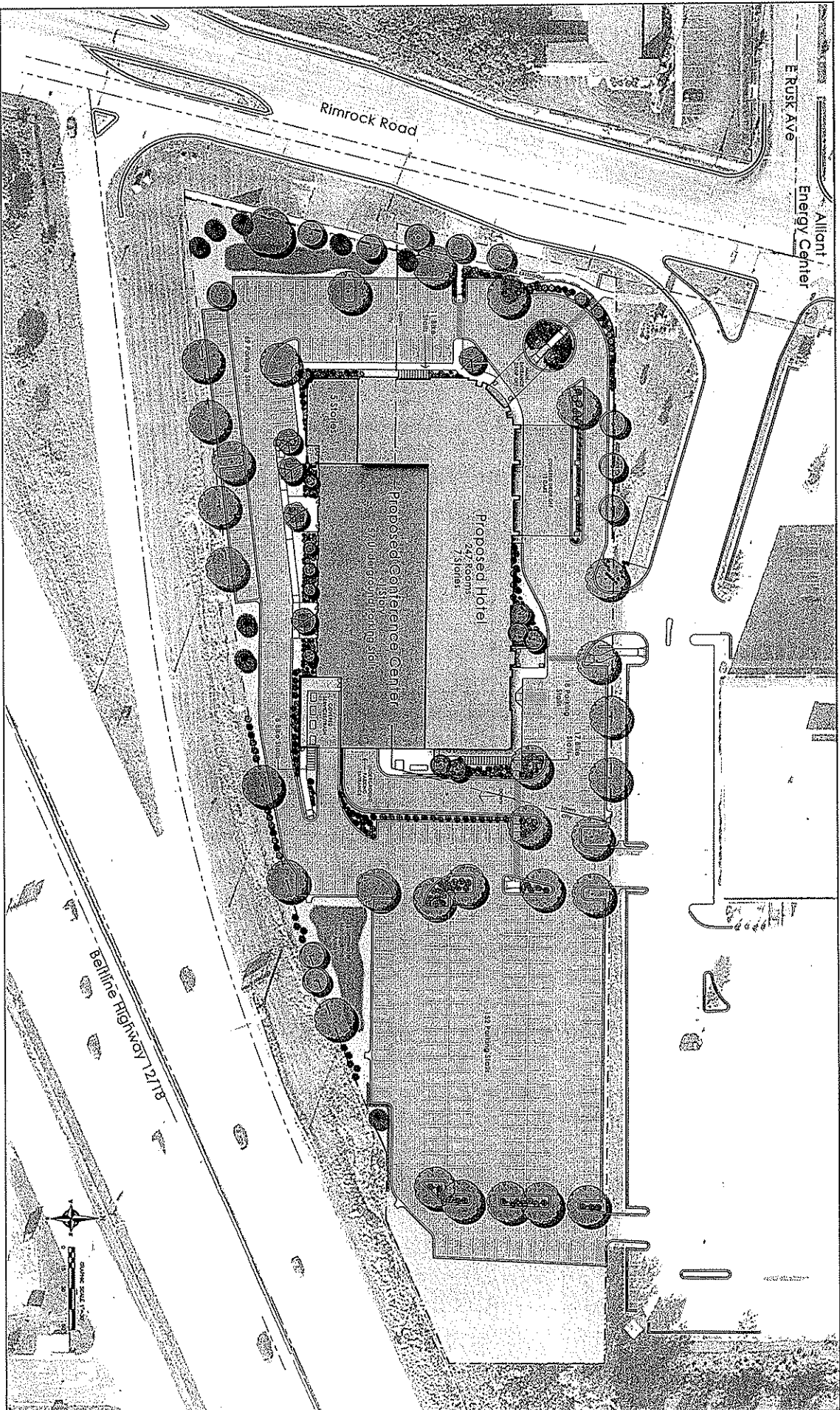


Exterior of Building at 2165 Rimrock Road
Parcel No: 032/070936283002



Exterior of Building at 2155 Rimrock Road
Parcel No: 032/0709-362-8310-0

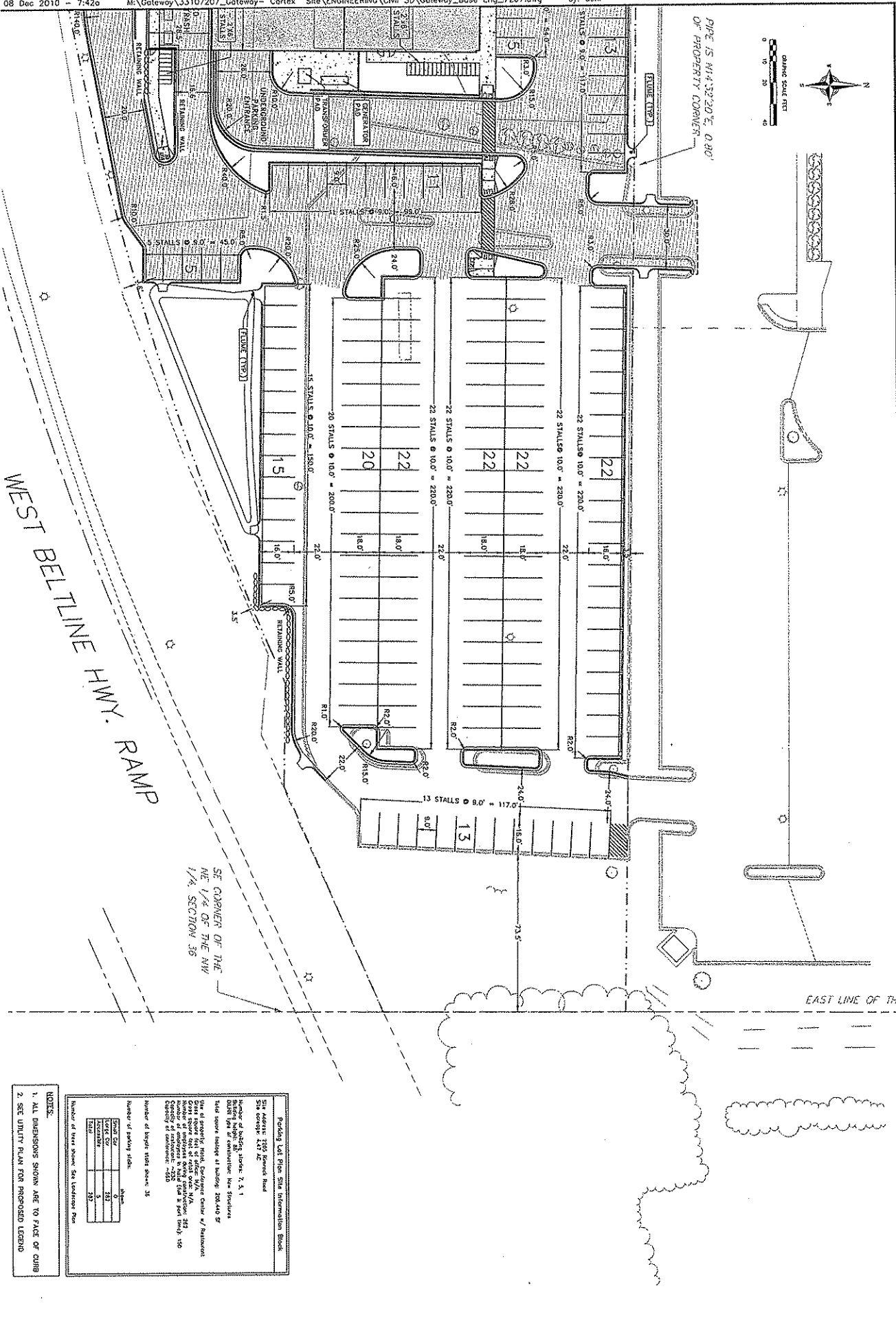




Meridian Group
 strans

Cartex Site Redevelopment Plan
 Proposed Crowne Plaza
 Hotel & Conference Center

07 December 2010



WEST BELTLINE HWY. RAMP

SE CORNER OF THE
NE 1/4 OF THE NW
1/4 SECTION 36

EAST LINE OF THE

NOTES:

1. ALL DIMENSIONS SHOWN ARE TO FACE OF CURB
2. SEE UTILITY PLAN FOR PROPOSED LEGEND

Quantity	Description	Notes
1	STAIRS	
1	ELEVATOR	
1	TRANSFORMER	
1	REMAINING WALL	

Number of bays: 35
Number of parking stalls: 150
Site Area: 180,000 sq ft
Site Coverage: 4.5%
Building Length: 300 ft
Building Width: 300 ft
Total Gross Volume of Building: 20,400,000 cu ft
Site of Support: Main, Conference Center w/ Restaurant
Owner: Crowne Plaza Hotel, 1400 W. Wisconsin Ave., Milwaukee, WI 53233
Number of employees to be housed: 150
Capacity of restaurant: 150
Capacity of conference: 150

REVISIONS		REVISIONS			
NO.	DATE	REMARKS	NO.	DATE	REMARKS

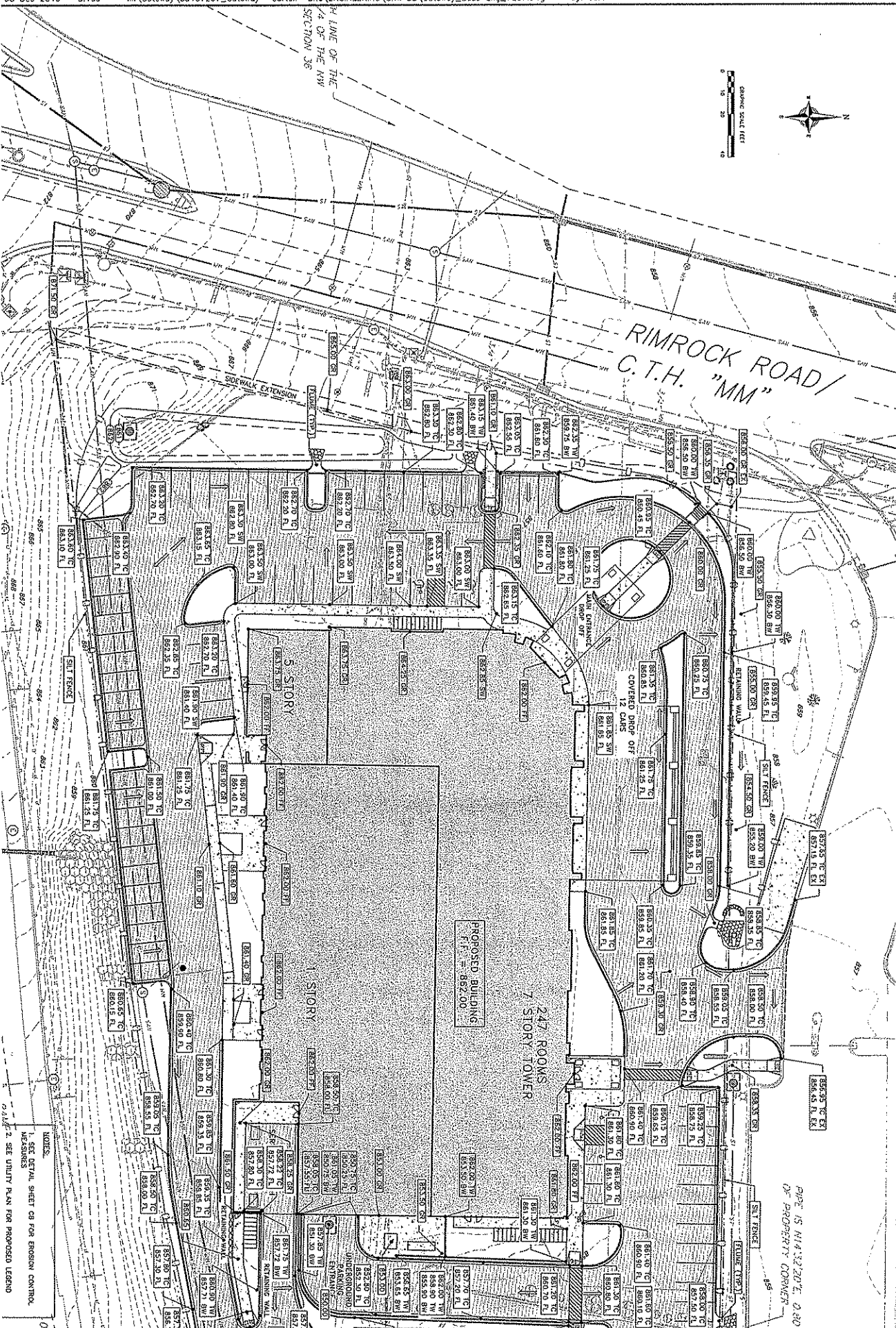
DATE: 12/14/10
DRAWN BY: [blank]
CHECKED BY: [blank]
PROJECT NO.: 33107207
SHEET: 3

Site Plan - East
Crowne Plaza Hotel
Town & City Of Madison
Dane County Wisconsin

vierbicher
planners | engineers | advisors

REGULATORY - MADISON - FRANK DU CHEN
199 Taylor Drive, Suite 201, Appleton, Wisconsin, 53912
Phone: (920) 826-0222 Fax: (920) 826-0220

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NOTES:
 1. SEE DETAIL SHEET C9 FOR EROSION CONTROL MEASURES
 2. SEE UTILITY PLAN FOR PROPOSED LEGEND

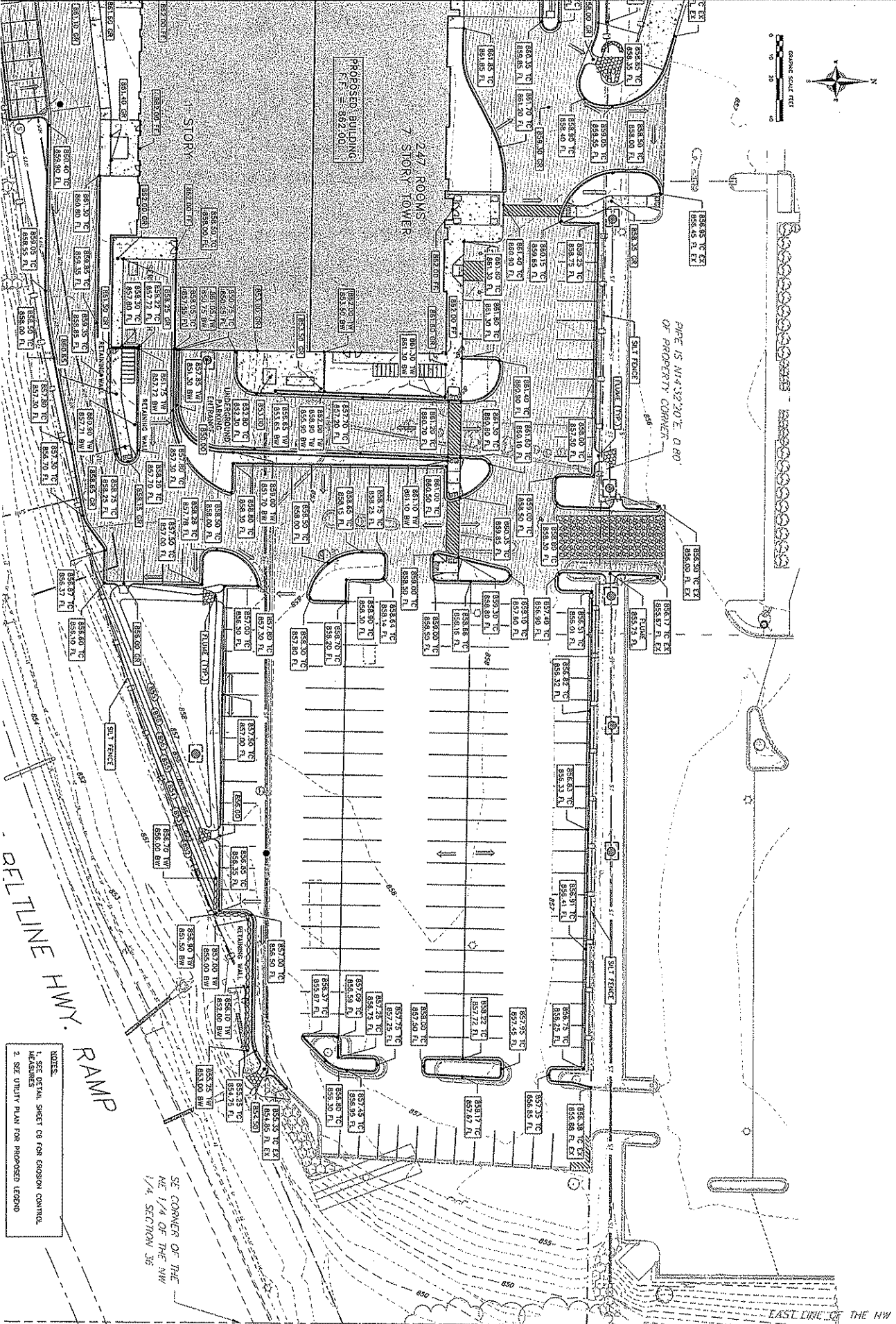
REVISIONS		REVISIONS			
NO.	DATE	REMARKS	NO.	DATE	REMARKS

Grading and Erosion Control Plan - West
 Crowne Plaza Hotel
 Town & City of Madison
 Dane County, Wisconsin

vierbicher
 planners | engineers | architects

REGINA - MADISON - PEARLE DR CHEN
 119 Foster Drive, Suite 201 Madison, Wisconsin 53717
 Phone: (608) 641-0222 Fax: (608) 641-0209

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NOTES:
 1. SEE OTHER SHEET 08 FOR EROSION CONTROL MEASURES
 2. SEE UTILITY PLAN FOR PROPOSED UTILITY

SE CORNER OF THE NE 1/4 OF THE NW 1/4 SECTION 36

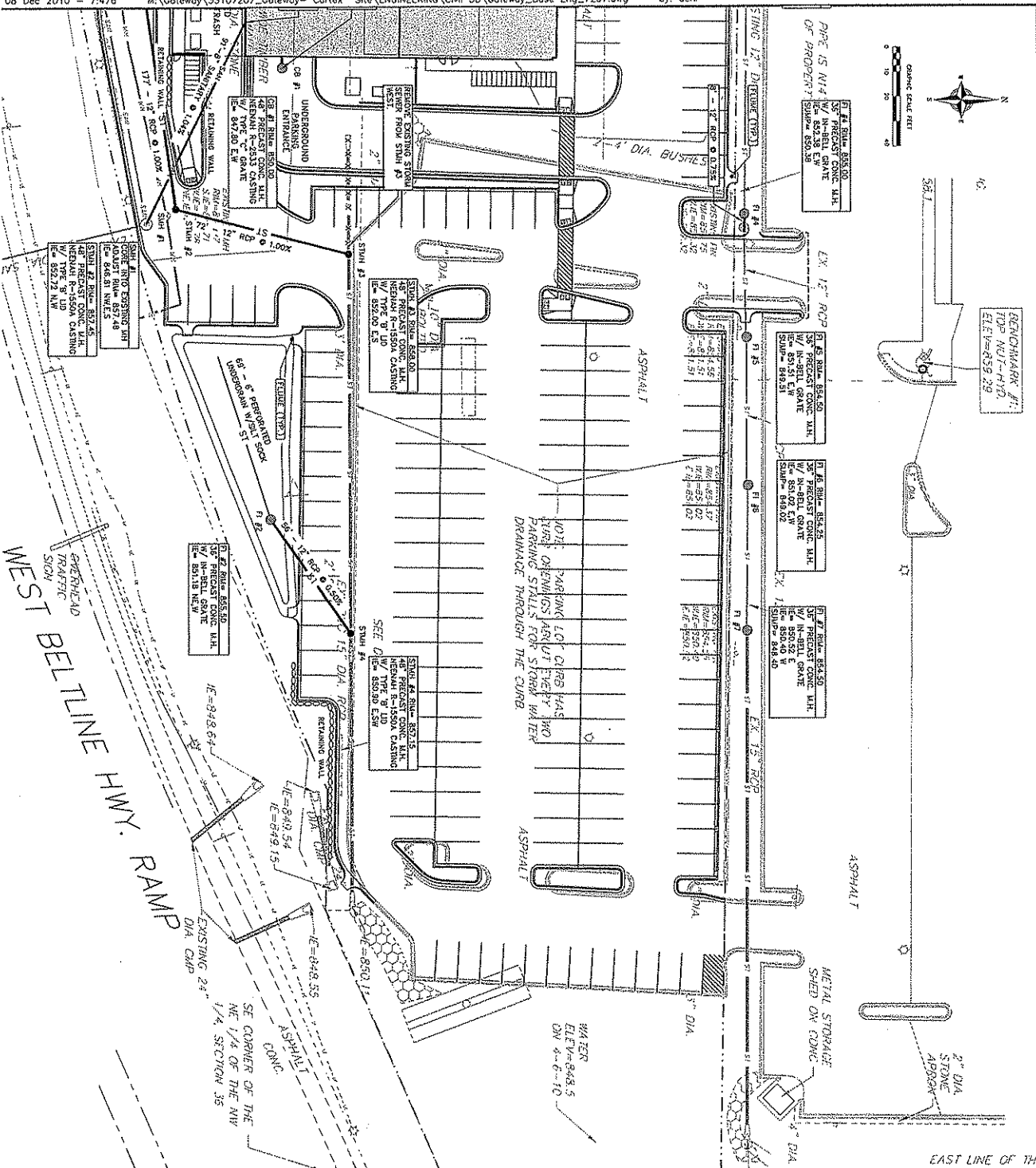
REVISIONS			REVISIONS		
NO.	DATE	REMARKS	NO.	DATE	REMARKS

Grading and Erosion Control Plan - East
 Crowne Plaza Hotel
 Town & City Of Madison
 Dane County Wisconsin

vierblicher
 planners | engineers | advisors

1000 W. MOUNTAIN VIEW
 MADISON, WISCONSIN 53713
 PHONE: (608) 261-3333 FAX: (608) 261-3330

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PROPOSED LEGEND

	SANITARY SEWER (SEE NOTES)
	WATER (SEE NOTES)
	STORM SEWER (SEE NOTES)
	CONDUIT
	CURB & GUTTER (SEE NOTES)
	HIGH RETAINING WALL
	FIRE HYDRANT
	WATER VALVE
	MANHOLE
	GAS VALVE
	FIELD MILET
	DRENTEL
	ONE GROUND JOINT (SEE NOTES)
	SEE OBSERVATIONS
	SET POINT
	DRAINAGE DEPRESSION
	STONE MENSER
	ASPHALT
	CONCRETE
	STONE PAVING
	ASPHALT PAVING
	CONCRETE PAVING

ASSOCIATIONS

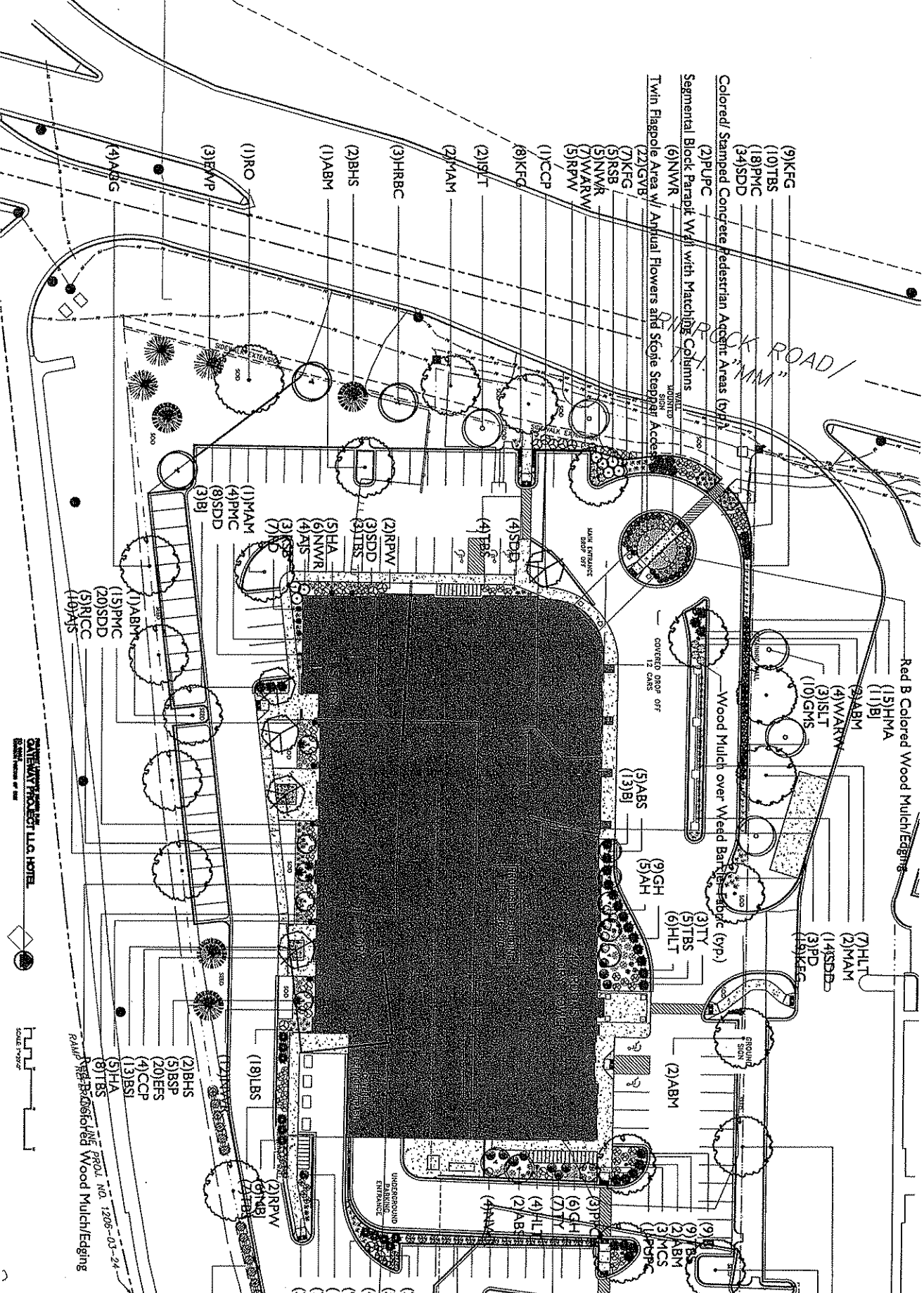
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	18" RCP
	24" RCP
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	66" RCP
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	84" RCP
	90" RCP
	96" RCP
	102" RCP
	108" RCP
	114" RCP
	120" RCP

REVISIONS			REVISIONS		
NO.	DATE	REMARKS	NO.	DATE	REMARKS

Utility Plan - East
 Crowne Plaza Hotel
 Town & City Of Madison
 Dane County Wisconsin

vierbicher
 planners | engineers | advisors
 REGGIO - MADISON - WAUKESHA ON CALL
 777 Fourth Ave., Suite 201, Appleton, Wisconsin, 53212
 Phone: (920) 816-0022 Fax: (920) 816-0030

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- (9)KFG
- (10)TBS
- (18)PMC
- (34)SDD
- (2)PUPC
- Colored/ Stamped Concrete Pedestrian Accent Areas (typ)
- Segmental Block Parapet Wall with Matching Columns
- (6)NWR
- Twin Flagpole Area w/ Annual Flowers and Stone Stepped Access
- (22)GVB
- (7)KFG
- (5)RSB
- (5)NWR
- (7)WAWR
- (5)RPW
- (1)CCP
- (8)KFC
- (2)SLT
- (2)MAM
- (3)HRBC
- (2)BHS
- (1)ABM
- (1)RO
- (3)BMP
- (4)MAG

- (15)HMA
- (11)BI
- (2)ABM
- (4)WAWR
- (3)SLT
- (10)GMS
- (5)ABS
- (13)B
- (9)GH
- (5)AH
- (3)TY
- (5)TBS
- (6)HLT
- (2)ABM
- (7)HLT
- (2)MAM
- (14)SDD
- (3)PD
- (9)KFG

- (13)PMC
- (20)SDD
- (5)RICC
- (6)MYS
- (1)ABM
- (2)RW
- (3)SDD
- (3)TBS
- (5)HA
- (6)NWR
- (4)MS
- (7)PD
- (1)MAM
- (4)PMC
- (8)SDD
- (3)BI

- (18)LBS
- (2)RW
- (2)BHS
- (5)BSP
- (20)ETS
- (4)CCP
- (13)BSI
- (5)HA
- (8)TBS
- (2)ABM
- (3)PMC
- (9)GH
- (7)TY
- (4)HLT
- (2)ABS
- (2)ABM
- (3)PMC
- (2)ABM
- (3)NCS
- (1)RPPC

- (1)MAM
- (4)PMC
- (8)SDD
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- (1)MAM
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- (3)BI
- (1)MAM
- (4)PMC
- (8)SDD
- (3)BI

GATEWAY PROJECT LLC HOTEL
 2205 RIMROCK ROAD
 MADISON, WISCONSIN 53713

LANDSCAPE ARCHITECTS
 225 EAST WASHINGTON ST.
 MADISON, WISCONSIN 53703
 TEL: 608.261.8224

Checked by: SPS
 12/27/19
 12/27/19
 Reference: 12/27/19 PK
 Reference:
 Reference:
 Reference:
 Reference:

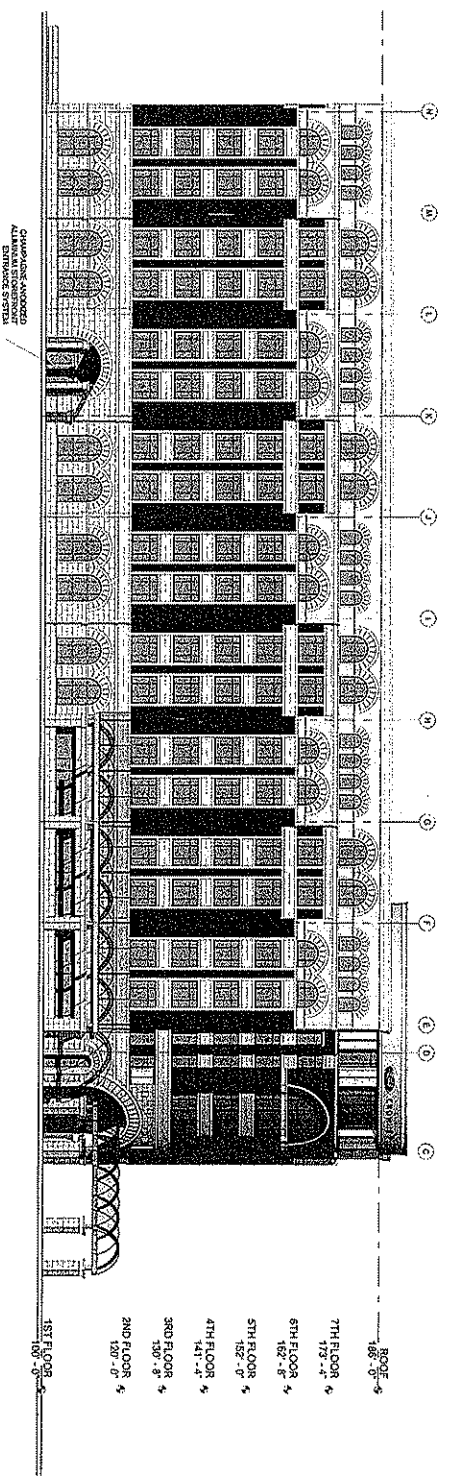
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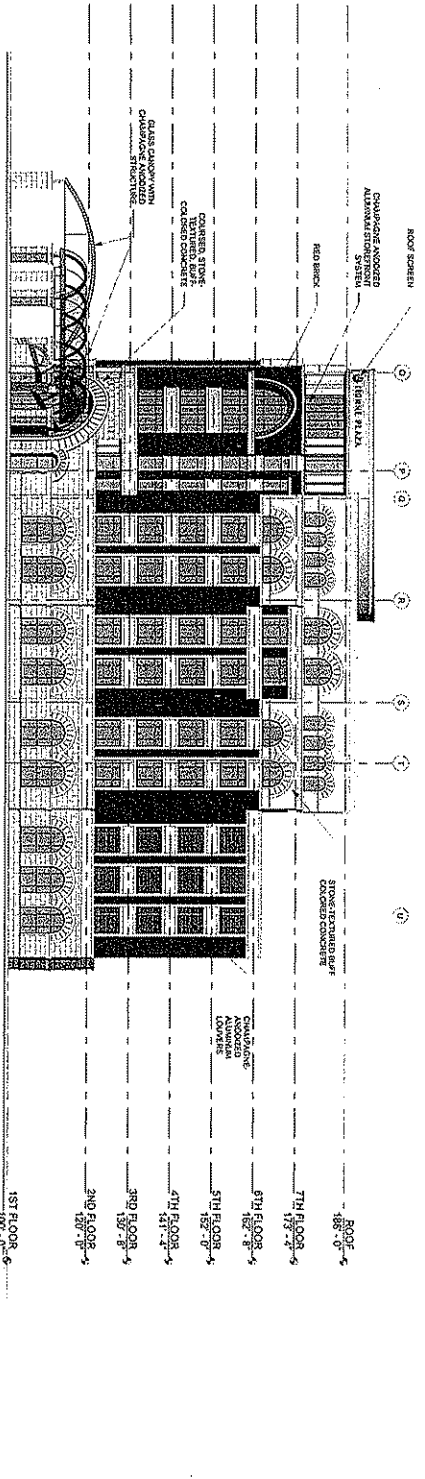
STRANG

ARCHITECTURE
INTERIOR DESIGN

1 NORTH ELEVATION
1/32" = 1'-0"



2 WEST ELEVATION
1/32" = 1'-0"



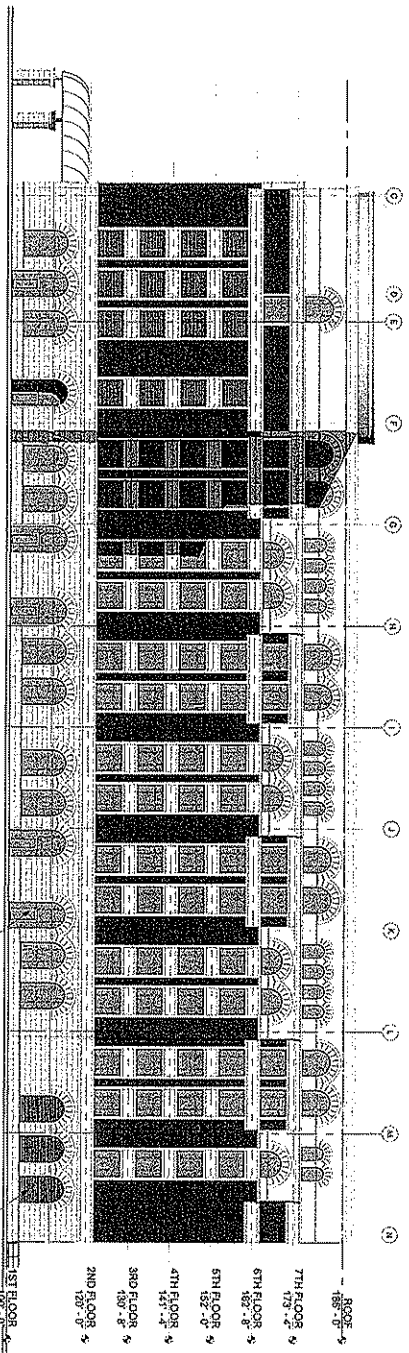
GATEWAY PROJECT LLC HOTEL
WEST AND NORTH ELEVATIONS
STRANG INC COPYRIGHT 2010
DECEMBER 7, 2010



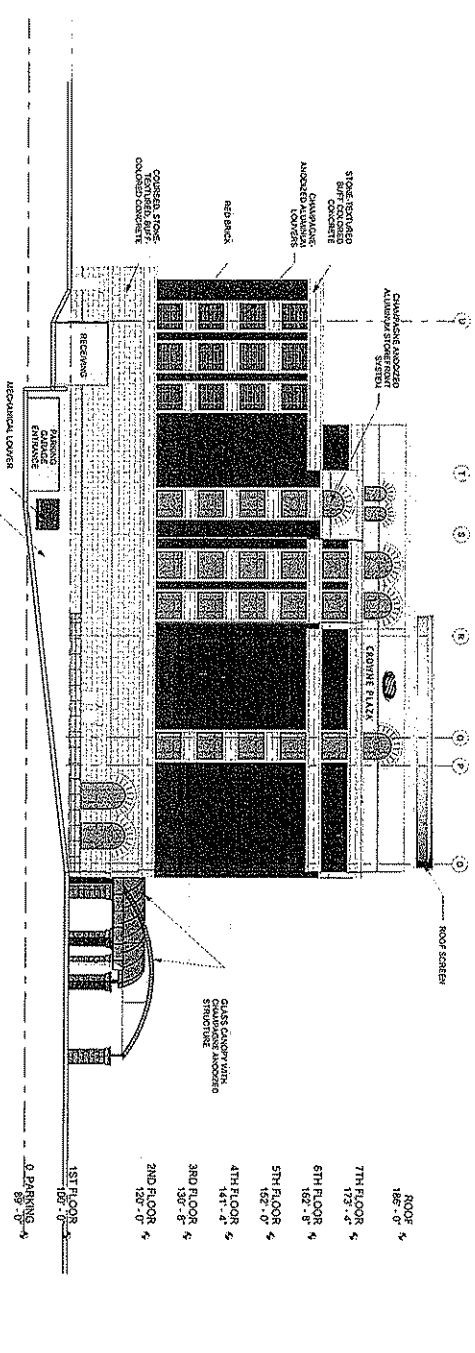
STRANG

ARCHITECTURE
INTERIORS
EXTERIORS
MECHANICAL DESIGN

2 SOUTH ELEVATION
1/32" = 1'-0"



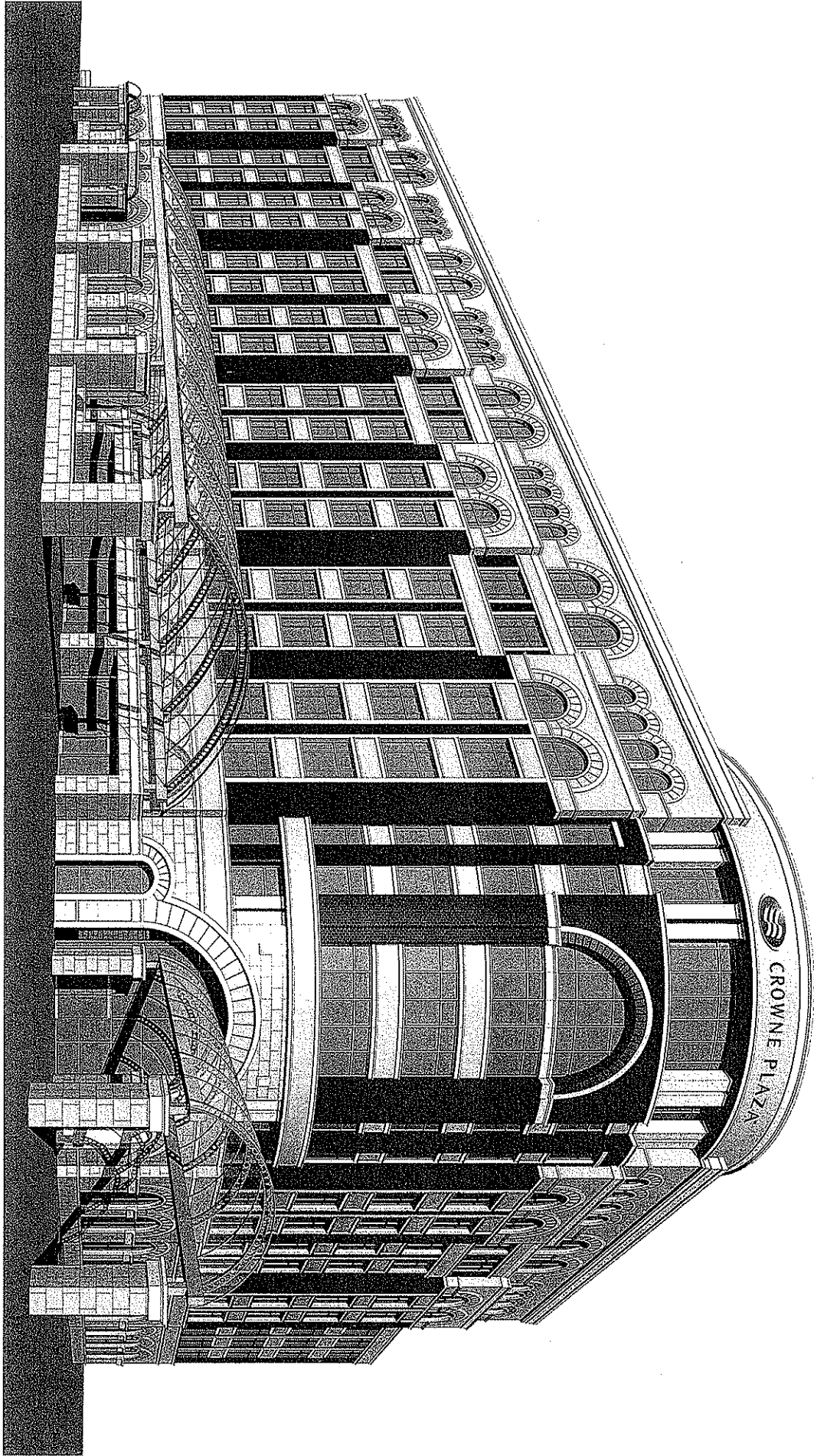
1 EAST ELEVATION
1/32" = 1'-0"



GATEWAY PROJECT LLC HOTEL
EAST AND SOUTH ELEVATIONS
STRANG INC COPYRIGHT 2010
DECEMBER 7, 2010

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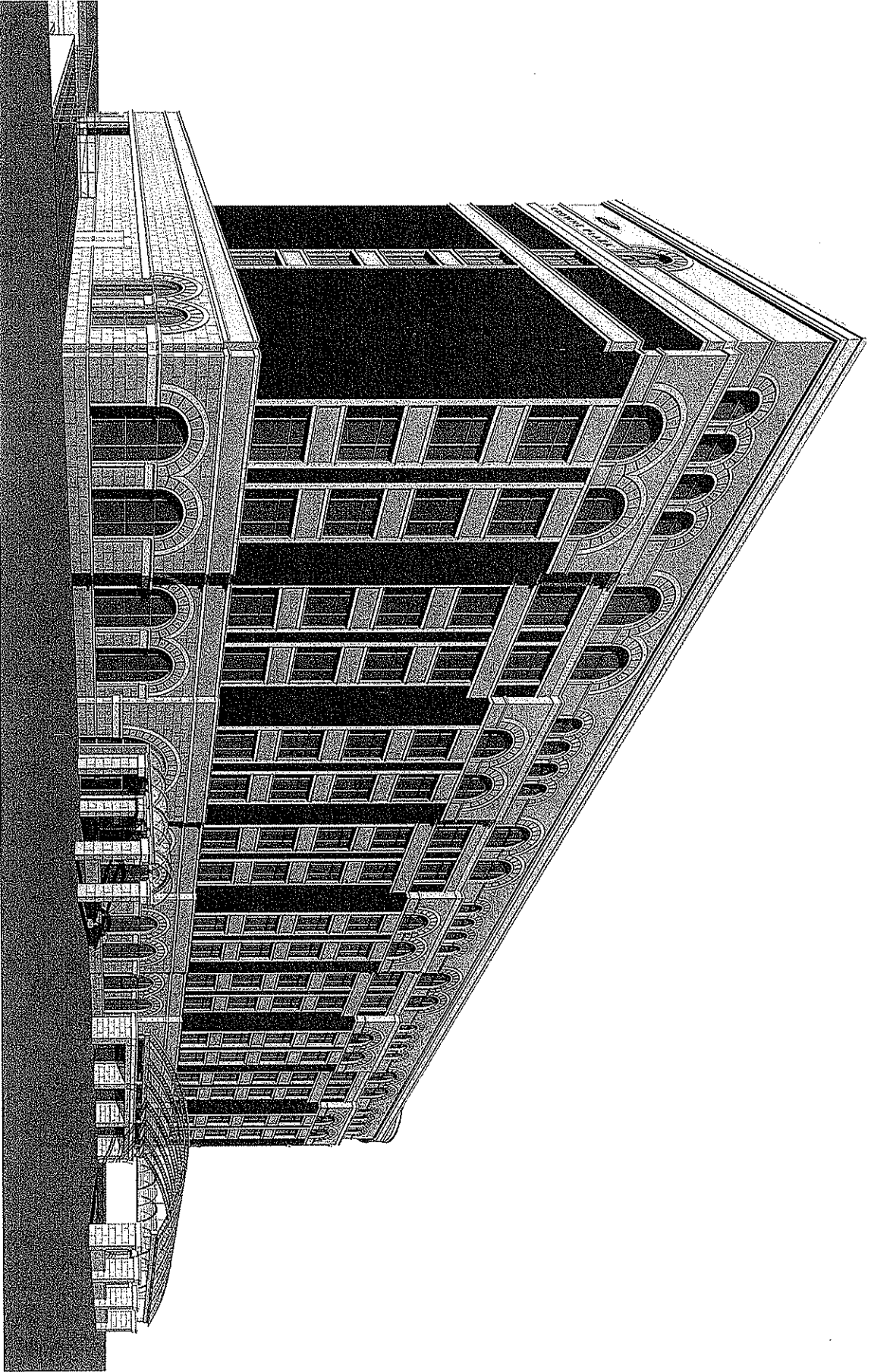
ARCHITECTURE
PROJECT: GATEWAY
WORKING SECTION



GATEWAY PROJECT LLC HOTEL
VIEW FROM NORTHWEST
STRANG INC COPYRIGHT 2010
DECEMBER 7, 2010

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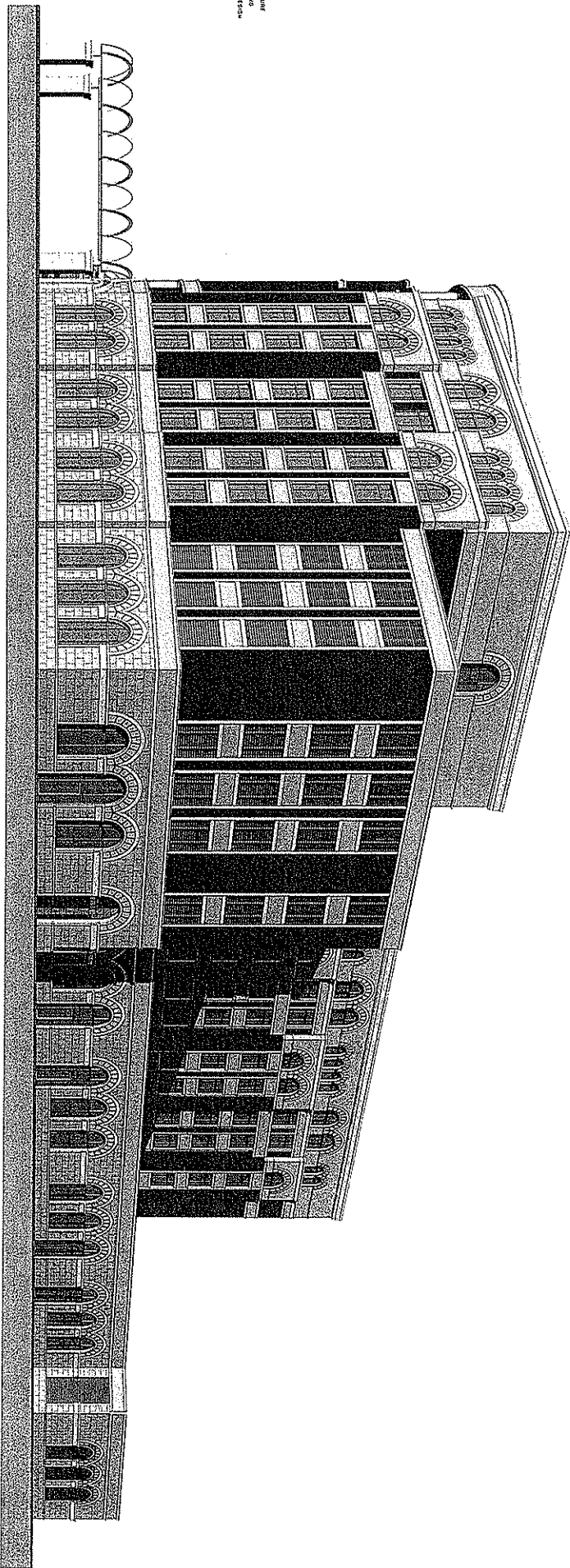
ARCHITECTURE
ENGINEERING
INTERIOR DESIGN



STRANG

GATEWAY PROJECT LLC HOTEL
VIEW FROM NORTHEAST
STRANG INC. COPYRIGHT 2010
DECEMBER 7, 2010

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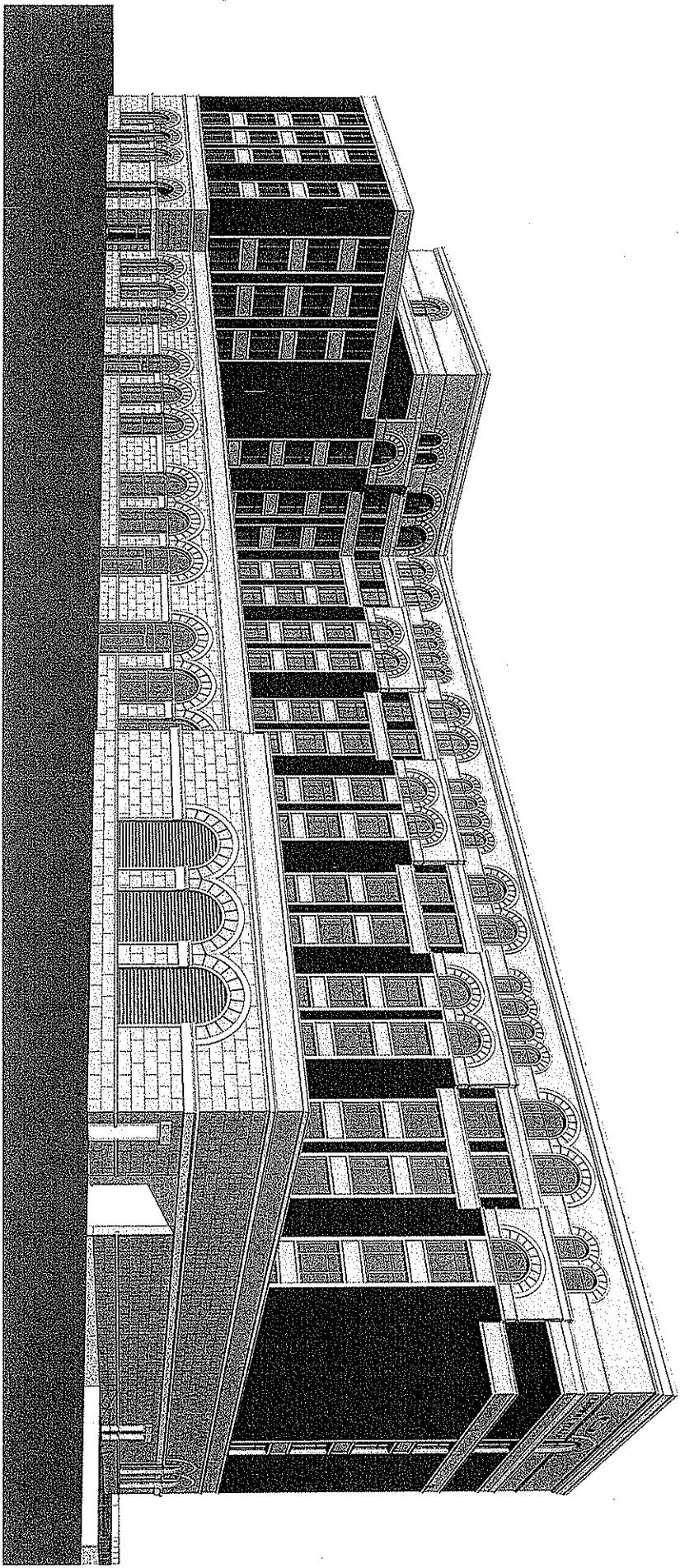


ARCHITECTURE
AND INTERIORS
AND LANDSCAPE



STRANG

GATEWAY PROJECT LLC HOTEL
VIEW FROM SOUTHWEST
STRANG INC. COPYRIGHT 2010
DECEMBER 7, 2010



ARCHITECTURAL
ELEVATION
NOVEMBER 2010



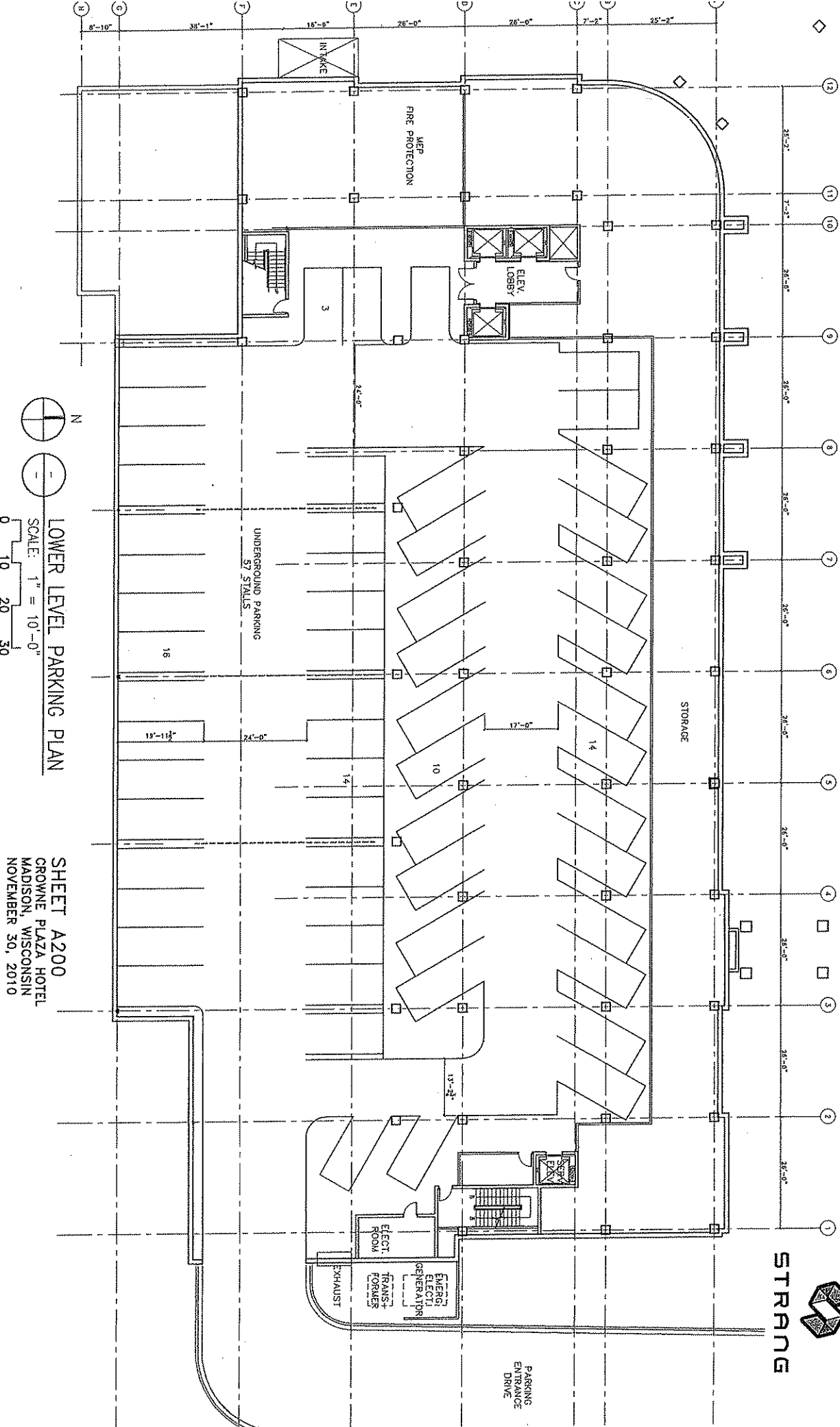
STRANG

GATEWAY PROJECT LLC HOTEL
VIEW FROM SOUTHEAST
STRANG INC COPYRIGHT 2010
DECEMBER 7, 2010

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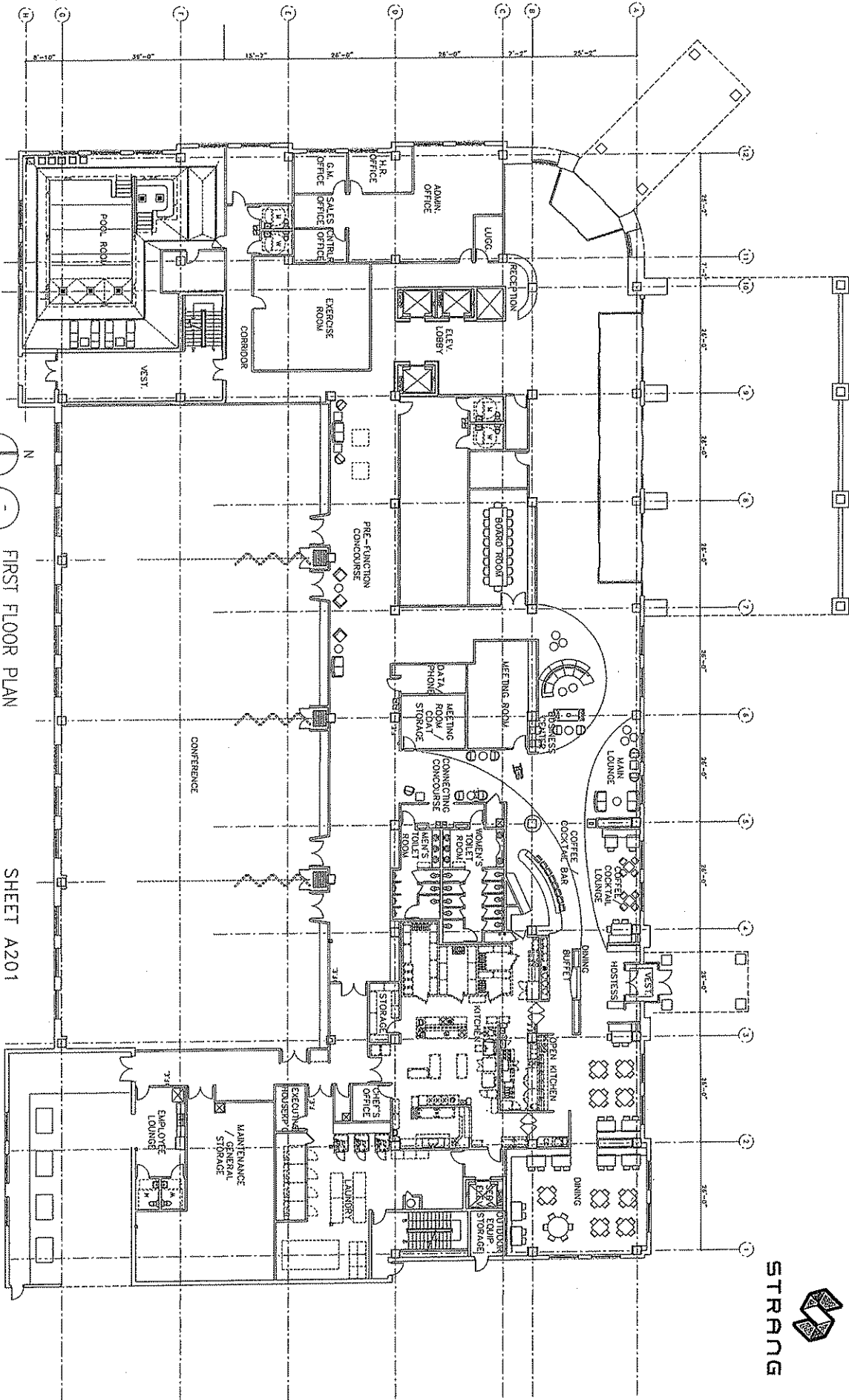


STRANG



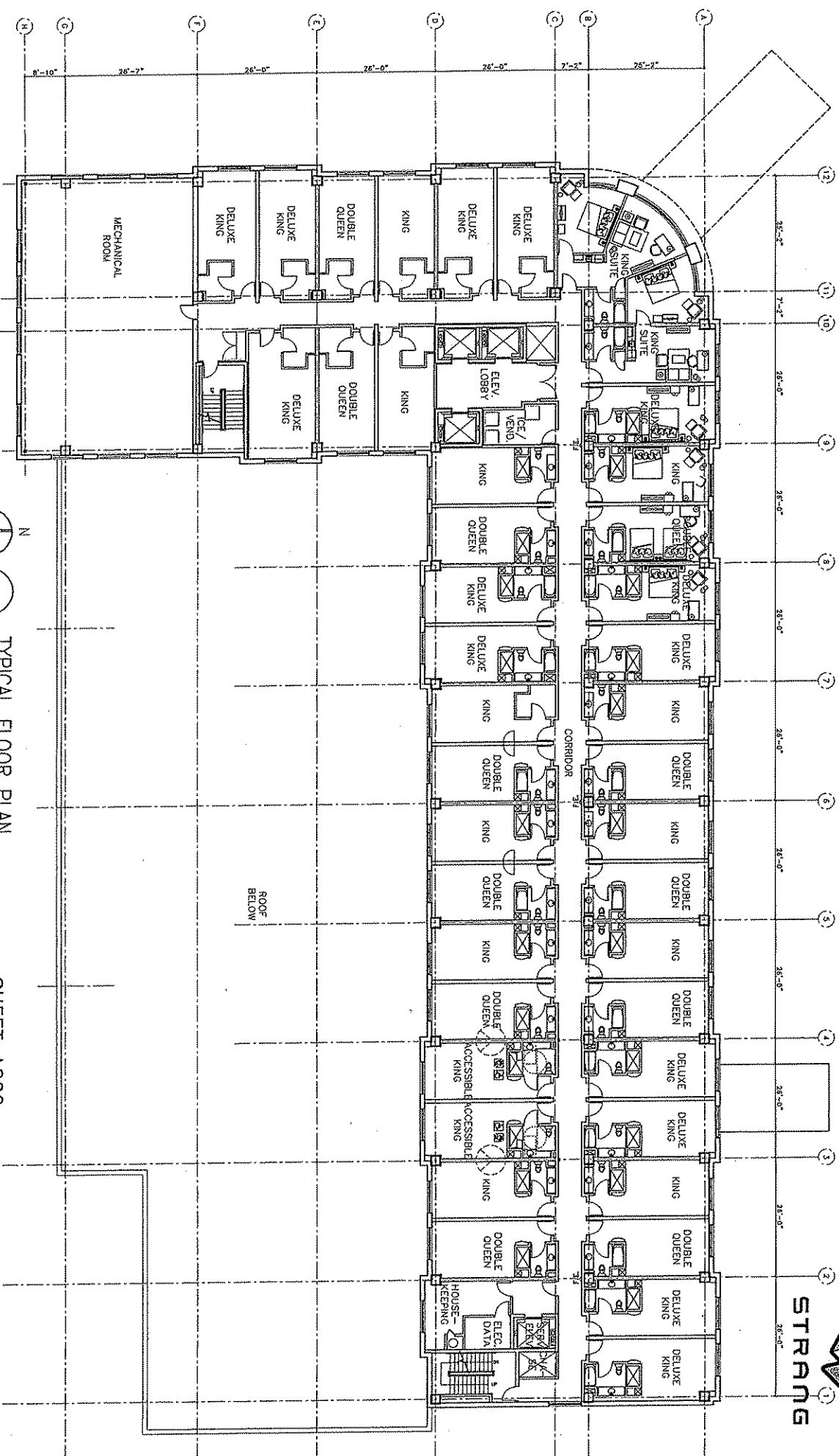
N
 SCALE: 1" = 10'-0"
LOWER LEVEL PARKING PLAN

SHEET A200
 CROWNE PLAZA HOTEL
 MADISON, WISCONSIN
 NOVEMBER 30, 2010



FIRST FLOOR PLAN
 SCALE: 1" = 10'-0"
 0 10 20 30

SHEET A201
 CROWNE PLAZA HOTEL
 MADISON, WISCONSIN
 NOVEMBER 30, 2010



TYPICAL FLOOR PLAN
 SCALE: 1" = 10'-0"

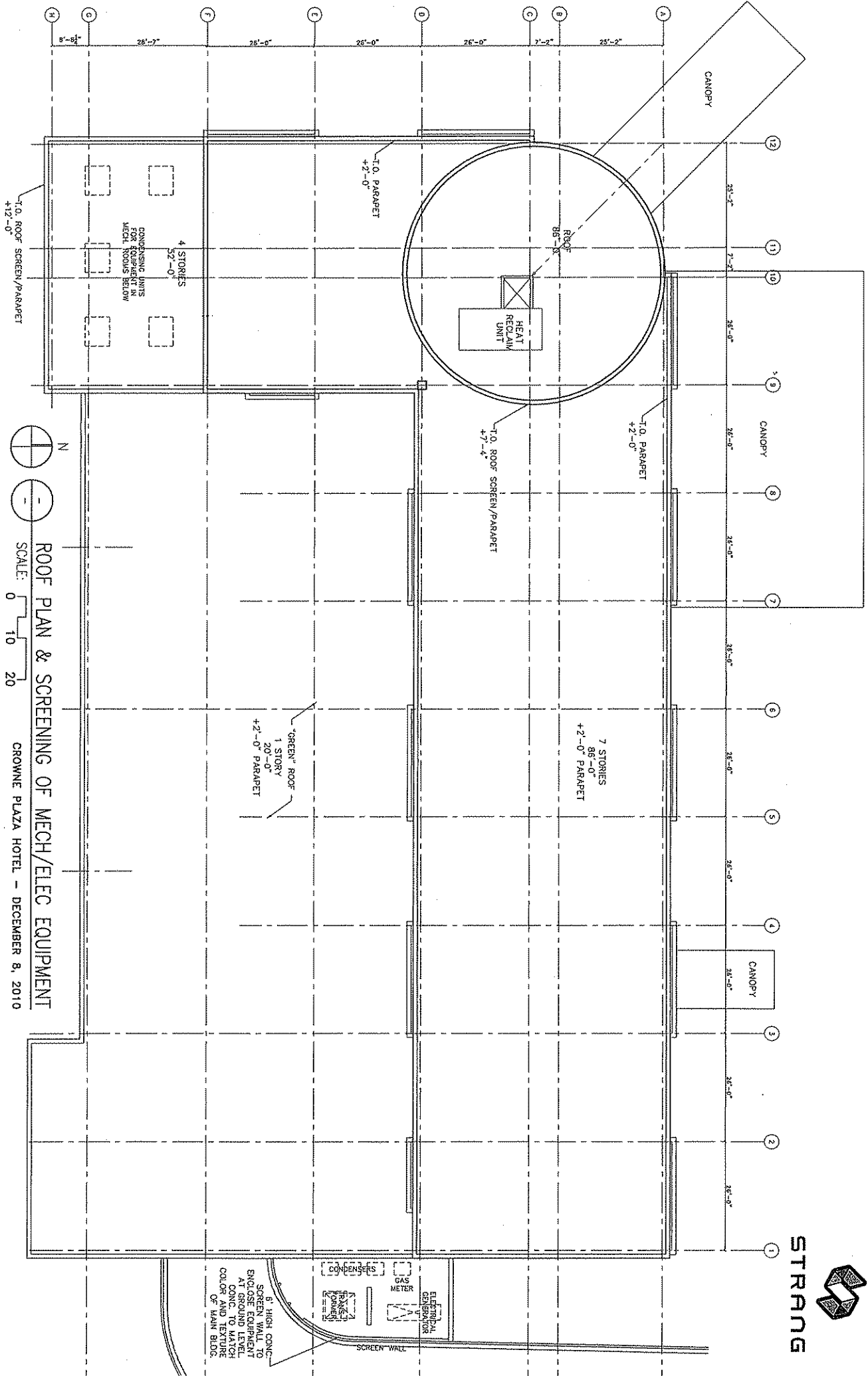
SHEET A202
 CROWNE PLAZA HOTEL
 MADISON, WISCONSIN
 NOV/FEB/RP 30 2011

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STRANG

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ROOF PLAN & SCREENING OF MECH/ELEC EQUIPMENT

SCALE: 0 10 20

CROWNE PLAZA HOTEL - DECEMBER 8, 2010

T.O. ROOF SCREEN/PARAPET +12'-0"

8" HIGH CONC. SCREEN WALL TO EXT. SCREENING AT CONC. TO MATCH COLOR AND TEXTURE OF MAIN BLDG.

