



Traffic Engineering and Parking Divisions

David C. Dryer, P.E., City Traffic Engineer and Parking Manager

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215 Martin Luther King, Jr. Boulevard
P.O. Box 2986
Madison, Wisconsin 53701-2986
PH 608 266 4761
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February 19, 2008

TO: Urban Design Commission
FROM: David C. Dryer, City Traffic Engineer & Parking Manager
SUBJECT: 333 West Washington Avenue project

The UDC has requested that the City Traffic Engineer comment upon the proposed design.

Several months ago now, staff from City Engineering, City Traffic Engineering and the City Planning Dept. met with the developer to work out an access plan that is acceptable to the City and the development team. It is typical City practice for a development to accommodate circulation, parking and high usage loading areas off the public right-of-way. In this particular instance, a multi-agency City staff team met with Alexander Co. representatives and, given the site constraints and the proposed use, on-site accommodations could simply not be achieved. In recognition of these constraints the developer has proposed the U-shaped drop off and loading area on public right-of-way while also providing service vehicle loading along the south side of the building. To meet the site constraints the West Washington Avenue sidewalk was shifted approximately eight feet to the front of the new hotel. This relocation reduces the number of times that a vehicle will cross the sidewalk and potentially conflict with a pedestrian.

It is clear that access and loading for this location are atypical and that hotels in dense urban settings such as this are often a challenge. Staff believe that with appropriate traffic control and the support of hotel management working with cab drivers and customers, the circulation impacts at this location can be minimized.

DCD:gep



landscape architecture
planning
urban design
civil engineering
environmental science

December 12, 2007

Mr. Brad Murphy
City of Madison
Planning & Development
215 Martin Luther King Jr. Blvd
PO Box 2985
Madison, WI 53701-24985

Re: Letter of Intent, Capitol West (Phase II), PUD – SIP

Dear Mr. Murphy:

The following is submitted together with plans, application and zoning text for City Staff, Plan Commission, and City Council consideration of approval of the proposed development.

Project: Capitol West – Phase II, Hyatt Place Hotel
333. W. Washington Ave.

Developer: *LodgeWorks (Agent)*
178 South Main Street
Cohasset, MA 02025
Office: (781) 383-5500
Fax: (781) 383-8585
Contact Denny Meikleham
Local contact: Nate Novak (JJR 608-251-1177)

Owner: *Block 51, LLC*
145 East Badger Road, Suite 200
Madison, WI 53713
Office: (608) 258-5580
Fax: (608) 258-5599
Contact: Thomas Miller

Architects: *Krehbiel Architecture*
1300 East Lewis
Wichita, KS 67211-1799
Office: (316) 267-8233
Fax: (316) 267-8566
Contact: Jeff Krehbiel

**Engineers/
Landscape
Architect:** *JJR*
Nate Novak
625 Williamson St.
Madison, WI 53703
(608) 251-1177



Surveyor: *Williamson Surveying Company*
Ron Williamson
104 A West Main Street
Wauunakee, WI 53597
(608) 255-2705

Project Description:

LodgeWorks proposes to develop 333 W. Washington (a parcel of the Block 51 – Capitol West project) into a Hyatt Place Hotel, a brand owned and operated by LodgeWorks. Hyatt Place is an executive suite hotel catering to executive class visitors in town for business, pleasure and hopefully both.

Hyatt Place will be approximately 100,000 GSF. Amenities include: king and queen executive suites, small guest fitness and pool areas, limited food service including continental breakfast, “grab and go” restaurant concept, a small coffee/wine bar and complimentary digital communication facilities including WiFi and printing. The seating in the lobby is multifunctional as people may be waiting for a guest, having a bite to eat or enjoying a beverage while in the lobby. The hotel has 3 meeting rooms primarily intended for guest use. These rooms are not large enough for banquets etc.

Parking is accommodated, in the Main St. Parking ramp (existing). A proposed tunnel between the hotel and existing parking structure will facilitate a direct connection for hotel guest. Hotel parking peak demand is evenings and weekends opposite the day demand of the adjacent 345 W. Washington office use allowing for multiple uses and demand for the same parking area. No new parking is being constructed on the 333 W. Washington site with this project.

Streetscape improvements as well as all public works improvements will be coordinated with the city. Improvements will include terrace trees and plantings, a dedicated 18’ wide guest drop-off parallel to W. Washington Ave., decorative pavement and accent lighting.

Site Development includes W. Washington front entry to hotel with drive through passenger drop-off, porte cochere canopy, widened public sidewalk and a small bistro style exterior plaza adjacent the hotel lobby. As mentioned above the south end of the building will have a sub-grade tunnel connection from the Main St. ramp to the 1st floor lobby level of the hotel. Also planned on the south is a pedestrian stair with bicycle ramp connecting Washington Place and the 345 parking entry drive. This leads to the 345 plaza deck/Capitol Mews continuation to Broom St.

Capitol Mews provides pedestrian access to the common areas of the development from each component. In addition the mews provides an opportunity for newly designed usable open spaces for residents and guests passing through the hotel and the neighborhood. The mews and court is accessed from Henry St., Broom St, and Washington Place.



Fire Access

A fire access plan is recorded as part of the current GDP for the block and the Phase I SIP showing aerial apparatus access and fire hydrant locations and hose runs as approved by the City of Madison Fire Department. This Plan will be reviewed and updated to accommodate the proposed hotel development during the SIP process for this project if necessary.

Project Schedule

Having completed the GDP approval at Common Council October 2, 2007, the proposed schedule is to obtain SIP approval in early 2008 immediately followed by 100% construction document submittal to the City to obtain a building permit. Site preparation and construction is planned to begin as soon as approvals are obtained (likely late spring or early summer 1008). This schedule coincides with the tail end of Phase I (Capitol West SIP) construction thereby continuing construction on the block and expediting the phased build out originally laid out in the Capitol West GDP.

Site Planning & Building Architecture

See attached site plans and architectural elevations for the proposed general planning approach and masses.

Site Development Statistics

Lot Area:	0.25 Acres
Suites:	151
Building Height:	11 Stories

Use

Hotel lobby, guest suites, fitness room, pool, bakery/beverage counter, limited food preparation for continental breakfast, sandwiches, snacks and a bar.

Retail – none

Parking – use existing in Main St. Ramp



Social Economic Impact

The Hyatt Place Hotel will provide a positive impact for downtown Madison both socially and economically. The hotel continues the mixed-use plan set forth by the Capitol West GDP by introducing extended stay executive suites to a housing and retail focused development. Hotel use promotes life and activity in the downtown area by welcoming visitors to the City and offering them convenient access to the many amenities available in downtown Madison. This location promotes a walkable connection to a variety of supporting retail services, work/meeting places and promotes healthy downtown development.

This project aims to utilize environmentally sensitive building materials directly related to Phase I building materials and architectural style which creates a social benefit for the guests, the neighbors and the City, and exemplifies a commitment to responsible and environmentally sound development.

Based on the analysis above we feel the proposed development meets the spirit and intent of the PUD zoning ordinances when reviewed with respect to the criteria for approval set fourth in Section 28.07(6)(f) of the zoning code:

1. Criteria & Intensity of Land Use: The proposed PUD has been designed specifically with the Capitol West development in mind as well as existing neighborhood and city uses. The intensity of a hotel use fits W. Washington Ave. by enlivening the streetscape with people and action. The hotel also adds diversity to the Capitol West GDP via revised use from residential to extended stay suites. As stated in the intent of the Capitol West GDP/SIP, great lengths have been taken to design an aesthetically pleasing urban environment with a mix of uses designed to promote a sustainable urban community without adversely affecting municipal services. A transportation demand management plan and traffic impact analysis was completed as part of the Capitol West GDP/SIP. The traffic impact analysis will be updated with this SIP if necessary, to help provide solutions to any traffic and parking demand concerns.
2. Economic Impact: Hyatt Place will provide a positive impact on the economics of the city without adversely affecting the provision of municipal services. This hotel will employ approximately 40 full and part time employees. By the third (3rd) year of operation, the projected year defined as stabilized, this hotel will generate approximately \$850,000 in Room Tax based on the current Madison Room Tax of 14%. The current assessed value of the 333 W. Washington site for 2007 is \$758,000 with estimated tax of \$14,934. The projected increase in value of the property upon completion is in excess of \$22 million.
3. Presentation & Maintenance of Open Space: This development caters to a high profile clientele with a turnover not seen in residential properties. As such, LodgeWorks takes great pride in establishing and maintaining a signature appearance and attraction vital to maintaining a healthy business. Special emphasis is placed on the W. Washington drop-off and entrance with special paving and extensive landscaping. To enhance and maintain guest's experience



as well as the neighborhoods, further site enhancements will be incorporated including providing special accommodations for trash concealment along the west façade, foundation plantings along the east façade adjacent the Washington Place parking and a pedestrian connection from Washington Place and the continued Mews through 345.

4. Implementation Schedule: The schedule provides for expedited construction of this phase of the Capitol West development fast-tracking the intended full block build out by 3-5 years.

Thank you for your time in reviewing this proposal.

Regards,

A handwritten signature in black ink, appearing to read 'Nathan Novak'. The signature is fluid and cursive, with the first name 'Nathan' being more prominent than the last name 'Novak'.

Nathan Novak
JJR, Project Manager



February 20, 2008

Mr. Al Martin
City of Madison
Planning & Development
215 Martin Luther King Jr. Blvd
PO Box 2985
Madison, WI 53701-24985

**Re: Urban Design Commission Submittal – Initial/Final approval requested
Capitol West (Phase II), PUD – SIP
UDC GDP comments addressed**

Dear Mr. Martin:

The following is a summary of the January 30th, 2007 presentation (referred) derived from the UDC meeting minutes and Owner/Developer responses where appropriate.

Urban Design Commission Meeting January 30, 2007:

Summary split into Architectural and Site comments. Comments **(C)**, Responses **(R)**.

ARCHITECTURAL

- C** Solid wall on return at front facing Capitol. Flip beds in king rooms to add more windows.
- C** Punched window openings in stair tower and use of “canned” windows on overall façade
 - R** Windows have not been added. Capitol viewshed benefit would not be realized since the 309 building blocks view.
 - R** Windows provide light into the stair tower and are appropriate for the proposed location.
 - R** A hotel by definition has a lot of repetition. It is problematic to the owner/operator to have a lot of different room types.
- C** Extensive use of precast
 - R** Mixed responses from committee. Currently maintaining material selection as it fits with Capitol West palette and the team feels the building has a good ratio of different materials and placement.
- C** Spandrel on the upper center elevation.
 - R** Owner/operator prefers the spandrel to express a window wall rather than punched openings in this location.
- C** Copper projecting bay too low on the Washington Place
 - R** Copper panels on east elevation have been raised. (Note: copper panels on all facades have been raised.)



- C Neighborhood viewscape around the building.
 - R The east and south façades have been modified to provide more visual interest from the Mews (east facade) as well as the south by wrapping the corner with corrugated panels.
- C Green Roof.
 - R Not currently planned.

SITE

- C Awkward bend in sidewalk.
 - R "Sidewalk Shift" is option Plan Commission and Common Council approved during GDP. This option allows for the most potential at the terrace.
- C Object to vehicular movement limitations and one-way on Washington Place.
- C Slow traffic around drop-off doesn't really work with adjacent property issues, an unsafe situation creates a traffic bottleneck.
- C Relook at traffic circulation to make more functional.
 - R Discussions are ongoing with The Alexander Company, City of Madison Traffic Engineering and the Hyatt team to create a more efficient solution. Alexander Company and the design team prefer two-way traffic on Washington Place.
 - R The off street drop-off is purposely proposed to minimize bottleneck situations by removing slower stop-n-go traffic from W. Washington Ave. Curbside drop-off creates more congestion and conflict potential. On-site options proved to be too inefficient and complicated due to site massing and grading as presented and discussed at previous (GDP – UDC, PC, CC) presentations.
- C East elevation need sidewalk
 - R Site limitations do not allow for a walk in this location. There is only 2'-3' of space between the curb and building wall. This space needs to accommodate vehicle overhang and parking signage. Not enough room for a sidewalk. Drive lane (Washington Place) cannot shift to allow for more room.
- C Make space at front more active with benches and other amenities.
 - R A walk through the terrace has been integrated for flexibility but we feel benches and other amenities are unnecessary in the terrace as this will be limited use, if permitted at all. It is much safer to pull into the drop-off for passenger loading/unloading.
- C Bike parking
 - R Bike parking has been added, however limited. Market studies do not indicate high demand of business travelers and this type of hotel user



Hyatt Place Hotel UDC Letter of Intent
Submitted by LodgeWorks
January 23, 2008
Page 3

group. ***Note: Zoning required bike parking, 1 per 20 employees was previously accounted for within the Main St. parking structure.***

- C Landscape comments
- R Landscape comments noted

Thank you for your time in reviewing this application.

Regards,

A handwritten signature in black ink, appearing to read 'Nathan Novak'. The signature is fluid and cursive.

Nathan Novak
JJR, Project Manager

Cc: Tom Miller, Natalie Bock, Adam Winkler, Ed Freer (The Alexander Company)
Bill White (Michael, Best & Fredrich)
MOF

**PROPOSED ZONING TEXT: PUD – SIP AMENDMENT
CAPITOL WEST – PHASE II
BLOCK 51 MADISON, WI**

Legal Description: The lands subject to this planned unit development shall include those described in Exhibit A attached hereto.

- A. **Statement of Purpose:** This Zoning District Text is to amend the GDP zoning text for the Capitol West – Block 51 project to allow for a hotel development at 333 W. Washington Ave. Components of the zoning text amendment are outlined in detail below. The current GDP and Phase I SIP will remain in effect except as amended herein. The 333 W. Washington Avenue parcel will be constructed as one phase, one project. This amendment calls for no new parking or retail space in the proposed development.

- **Component modifications included in this GDP Amendment**

Phase I Modifications: Main St. Townhomes.

Construction of Main St. Townhomes and associated site and public works improvements is shifted from Phase I to Phase III.

Phase II Modifications: 306 Main St.

Construction of 306 Main St. and associated site landscape and public works improvements is shifted from Phase II to Phase III.

Phase III Modifications: 333 W. Washington Ave.

Primary use of 333 West Washington changes from Residential to Hotel and project is shifted from Phase III to Phase II.

- **Components included in this GDP Amendment**

Phase II: 333 W. Washington Ave.

Hotel use allowing for the construction of approximately 100,000 gsf of hotel space including private rooms and common areas as allowed per C4 Commercial District. Parking is accommodated in existing Main St. Parking Ramp. Note general parking use for Hotel is evening and weekends allowing for flex-parking opportunities with the day parking used by 345 W. Washington office space.

- **Components to be included in future SIP**

Phase III:

- 306 West Main Street
- Potential Expansion of Commercial Office Building
- Additional Site Improvements and Landscaping
- Capitol Mews from Washington Place to Broom Street
- Main Street Townhomes SIP (SIP already approved)
- Associated Public Works for 306 W. Main St. and Main St. Townhomes
- Capitol Mews Pedestrian bridge across Washington Place and associated site connections.

□ **COMPLETE REVISED COMPONENT LIST**

Phase I:

- 309 West Washington Avenue - Residential & Retail: 126 Units – 195,000 GSF (Up to 12,000 GSF of Retail in 309 W. Washington)
- Court Court Townhomes – Residential: Up to 10 units – 17,400 GSF
- Washington Rowhouses – Residential: 5 Units – 9300 GSF
- Below Grade Parking Structure: 220 Stalls – 27,000 GSF
- Broom St. Condominiums – Residential: 23 Units – 28,536 GSF
- 345 W. Washington Avenue – Existing office – 82,520 GSF
- 345 W. Washington Avenue – Existing Parking – 191 Stalls
- Main St. Parking Ramp – Existing 514 Stalls
- Site Improvements and Landscaping
 - Washington Place
 - Capitol Mews from South Henry to Washington Place
 - Selected Streetscapes per City of Madison Documents and Developer Agreement

Parking Tally

Surface Parking Washington Place	19 Auto Stalls (1 ADA)
27 Washington Place Ramp	220 Auto Stalls (6 ADA)
80 Washington Place	514 Auto Stalls (existing) (13 ADA)
345 West Washington	191 Auto Stalls (existing) (4 ADA)
Total	944 Auto Stalls*

*Of the total, 24 stalls are accessible and at least 8% are small car stalls

Bike Parking Tally: (Note: there are options for residents to install added stalls at BSL & MST)

309 West Washington	200 Bike Stalls
309 Retail	28 Bike Stalls – Surface
Capitol Court	30 Bike Stalls
Main St. Townhomes	10 Bike Stalls
Broom Street Lofts	23 Bike Stalls

Phase II:

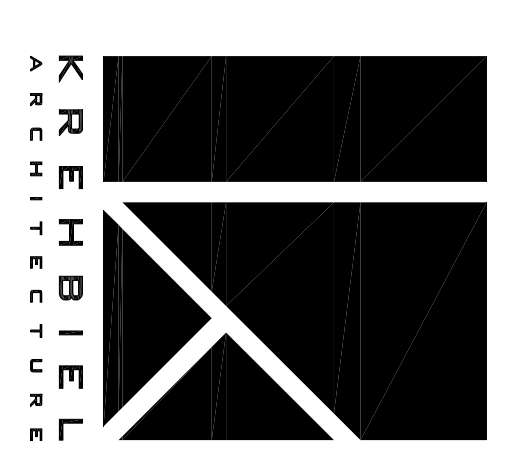
333 W. Washington Ave.- Hotel use allowing for the construction of approximately 100,000 gsf of hotel space including private rooms and common areas as allowed per C4 Commercial District.

Phase III: *See Parking and Bike Parking Tallies in Phase I.

- 306 West Main Street
- Potential Expansion of Commercial Office Building
- Additional Site Improvements and Landscaping
- Capitol Mews from Washington Row to Broom Street
- Main Street Townhomes SIP (SIP already approved)
- Associated Public Works for 306 W. Main St. and Main St. Townhomes
- Pedestrian bridge across Washington Place and associated site connections.

- B. *Permitted Uses:***
1. Those uses that are stated in the C-4 Commercial & Office Zoning Districts (as modified herein and by the submitted architectural and site plans).
 2. Uses accessory to permitted uses as listed above
 3. Other uses listed herein and in attached Letter of Intent and in future SIP applications
- C. *Lot Area:*** Refer to CSM and submitted architectural plans for Lot Area.
- D. *Floor Area Ratio:***
1. Floor area ratios will comply with the structures identified on the attached conceptual site/landscape plan. Specific floor area ratios will be submitted with the SIP application.
 2. Maximum building height shall be limited by the Capitol View Preservation Limit as defined in Chapter 28.04(14)(b) of the Madison General Ordinances. The maximum number of stories shall be defined as shown on the attached building elevation and as described in the drawings attached to the Letter of Intent.
- E. *Yard Area Requirements:*** Yard areas will be provided as shown on the attached site plan and landscape plan.
- F. *Landscaping:*** Site Landscaping will be provided as shown on the attached site and landscape plans.
- G. *Accessory Off-Street Parking & Lodging:*** Accessory off street parking will be provided as described in the Letter of Intent and as shown on the site plan and architectural drawings.
- H. *Lighting:*** Site Lighting will be provided as shown on the attached site plan.
- I. *Signage:*** Signage will be allowed as per Chapter 31 of the Madison General Ordinances, and as outlined in the future SIP for the proposed development.
- J. *Family Definition:*** This PUD GDP amended use does not qualify for the family definition given in chapter 28.03(2) of the Madison General Ordinances for the R-6 Zoning District.
- K. *Alterations and Revisions:*** No alteration or revision to this planned unit development shall be permitted unless approved by the City Plan Commission, however the Zoning Administrator may issue permits for minor alterations or additions which are approved by the Director of Planning and Development and the alderperson of the district and are compatible with the concept approved by the City Plan Commission.

PRINTS ISSUED
6-14-07
CITY REVIEW
6-18-07
PUD-SIP
12-12-07
2-20-08



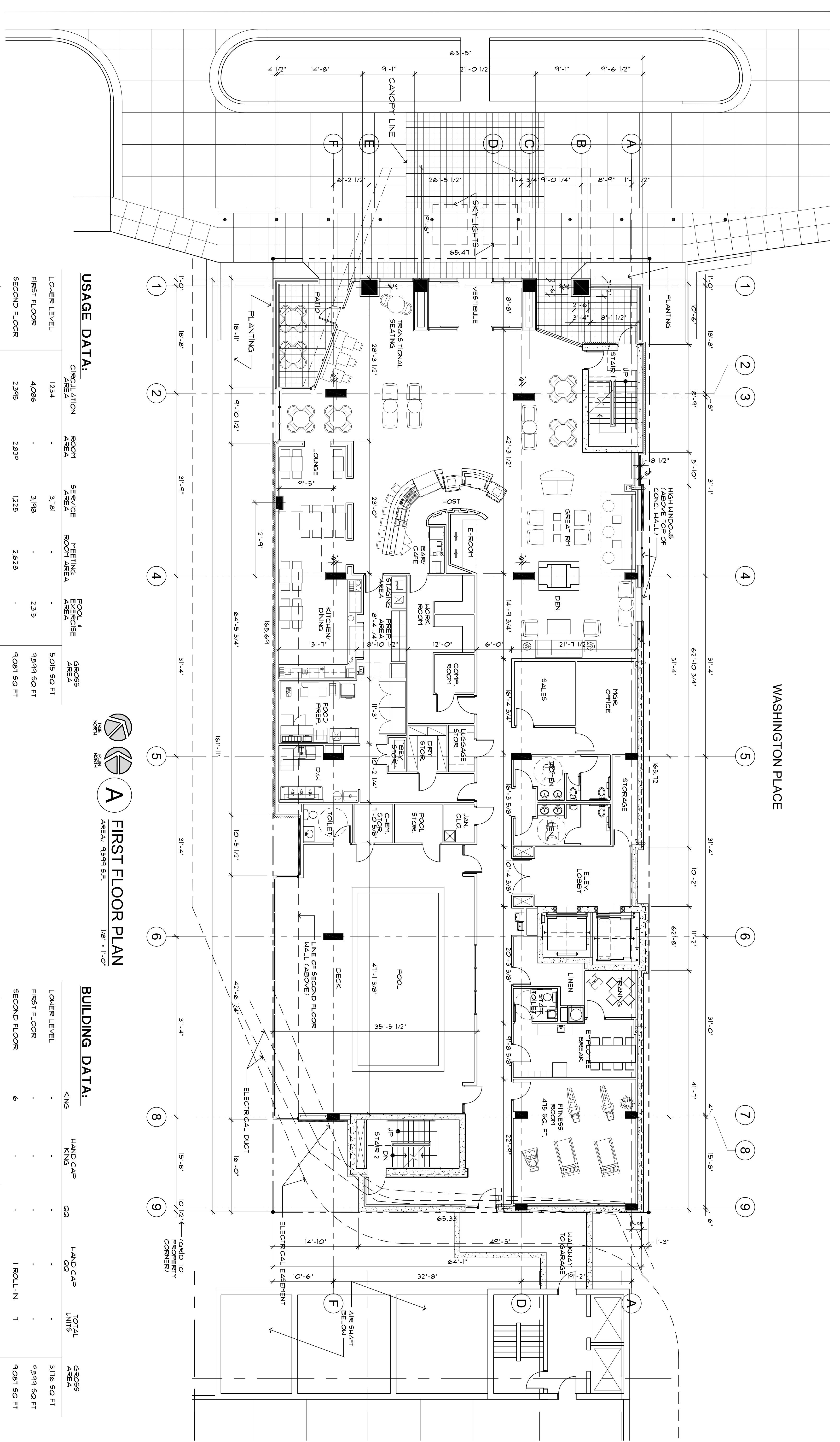
1300 E. Lewis
Wichita KS 67211
316.267.8238
316.267.8566 fax
krehbielarchitecture.com

DATE

HYATT PLACE MADISON, WISCONSIN

PROJECT NO.
06077
SHEET TITLE
FIRST FLOOR PLAN
USAGE DATA
BUILDING DATA
SHEET NO.

A1.1



USAGE DATA:

FLOOR LEVEL	CIRCULATION AREA	ROOM AREA	SERVICE AREA	MEETING ROOM AREA	FOOD PREP AREA	GROSS AREA
LOWER LEVEL	1234	-	3781	-	-	5015 SQ FT
FIRST FLOOR	4086	-	3198	-	2315	9599 SQ FT
SECOND FLOOR	2395	2899	1225	2628	-	9081 SQ FT
THIRD FLOOR	1995	6169	323	-	-	9081 SQ FT
FOURTH FLOOR	1995	6169	323	-	-	9081 SQ FT
FIFTH FLOOR	1995	6169	323	-	-	9081 SQ FT
SIXTH FLOOR	1995	6169	323	-	-	9081 SQ FT
SEVENTH FLOOR	1995	6169	323	-	-	9081 SQ FT
EIGHTH FLOOR	1995	6169	323	-	-	9081 SQ FT
NINTH FLOOR	1995	6169	323	-	-	9081 SQ FT
TENTH FLOOR	1995	6686	323	-	-	9004 SQ FT
ELEVENTH FLOOR	1995	6686	323	-	-	9004 SQ FT
TOTAL	25676	63594	11083	2650	2315	105318 SQ FT

BUILDING DATA:

FLOOR LEVEL	KING	HANDICAP KING	QQ	HANDICAP QQ	TOTAL UNITS	GROSS AREA
LOWER LEVEL	-	-	-	-	-	3176 SQ FT
FIRST FLOOR	-	-	-	-	-	9599 SQ FT
SECOND FLOOR	6	-	-	1 ROLL-IN	7	9081 SQ FT
THIRD FLOOR	9	-	1 ROLL-IN	-	10	9081 SQ FT
FOURTH FLOOR	9	-	6	-	15	9081 SQ FT
FIFTH FLOOR	9	-	6	-	15	9081 SQ FT
SIXTH FLOOR	9	-	1	-	10	9081 SQ FT
SEVENTH FLOOR	9	-	6	-	15	9081 SQ FT
EIGHTH FLOOR	9	-	1	-	10	9081 SQ FT
NINTH FLOOR	9	-	6	-	15	9081 SQ FT
TENTH FLOOR	9	-	6	-	15	9004 SQ FT
ELEVENTH FLOOR	9	-	6	-	15	9004 SQ FT
TOTAL	81 (51.6%)	4 (2.65%)	56 (31.1%)	4 (2.65%)	151	105318 SQ FT (691 SF / ROOM)

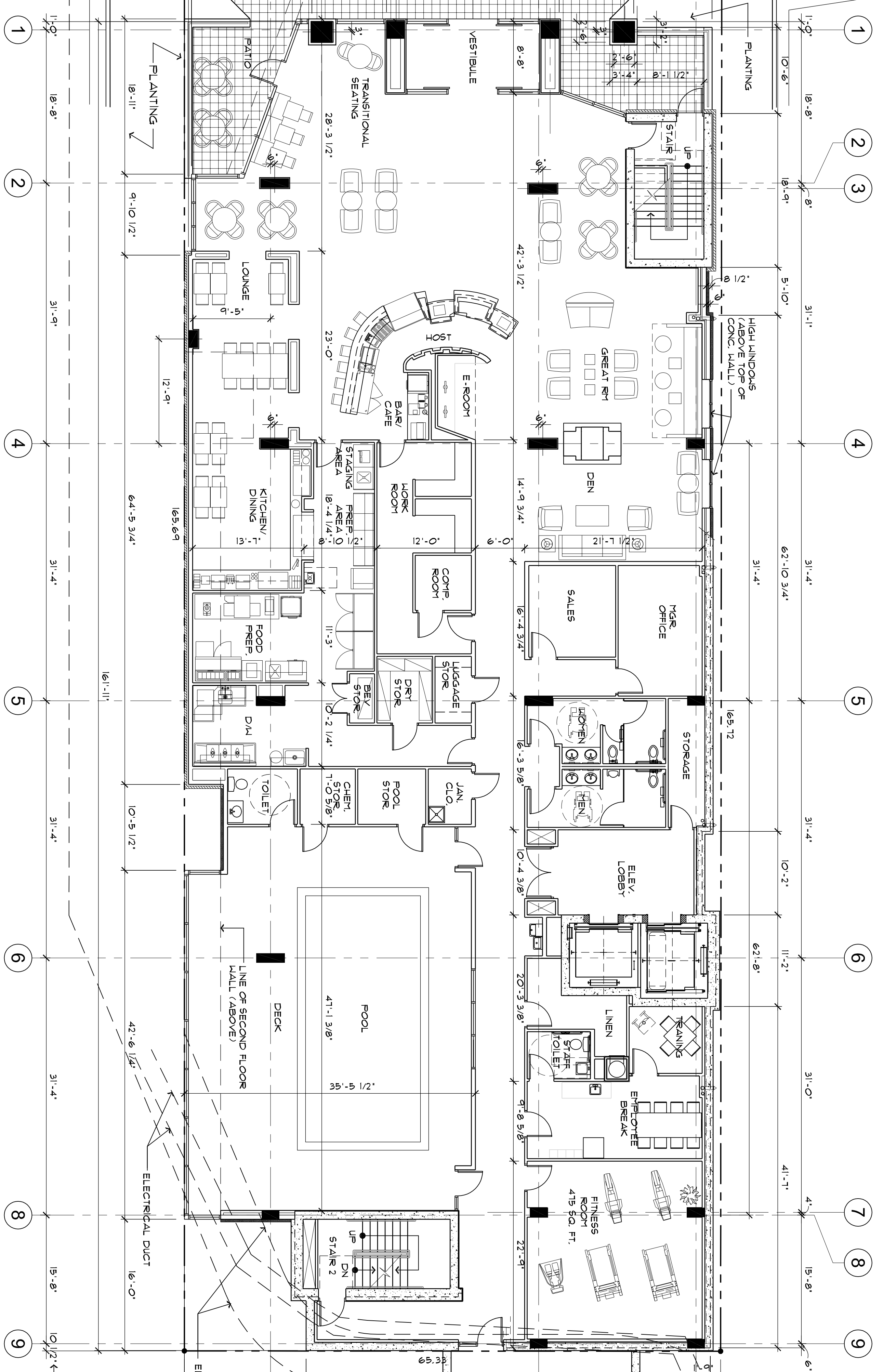


FIRST FLOOR PLAN

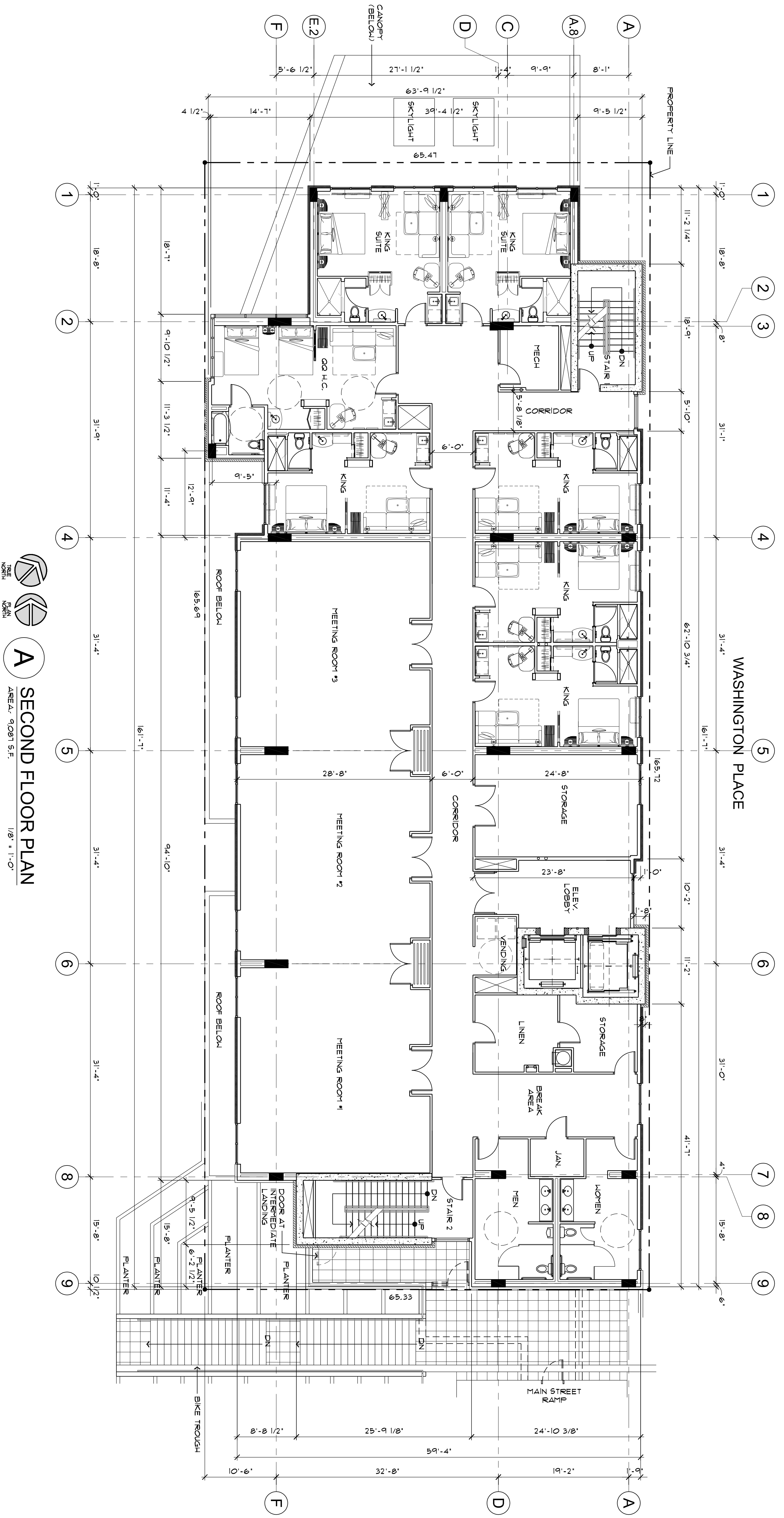
AREA: 9599 SF
1/8" = 1'-0"

WEST WASHINGTON AVE

WASHINGTON PLACE



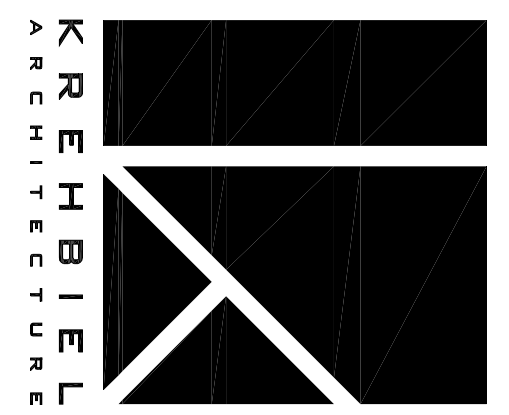
WEST WASHINGTON AVE.



A SECOND FLOOR PLAN
AREA: 9087 S.F.
1/8" = 1'-0"

DATE DRAWN
6-14-07
REVISIONS

PRINTS ISSUED
6-14-07
CITY REVIEW
6-18-07
PLUD-SIP
12-12-07
2-20-08



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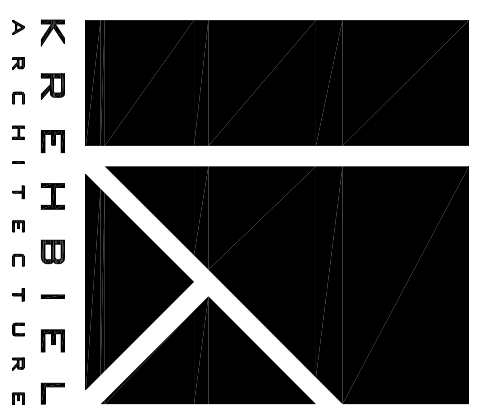
DATE

**HYATT PLACE
MADISON, WISCONSIN**

PROJECT NO.
06077
SHEET TITLE
SECOND FLOOR PLAN

SHEET NO.
A1.2

PRINTS ISSUED
6-14-07
CITY REVIEW
6-15-07
PUD-SIP
12-12-07
2-20-08



1300 E. Lewis
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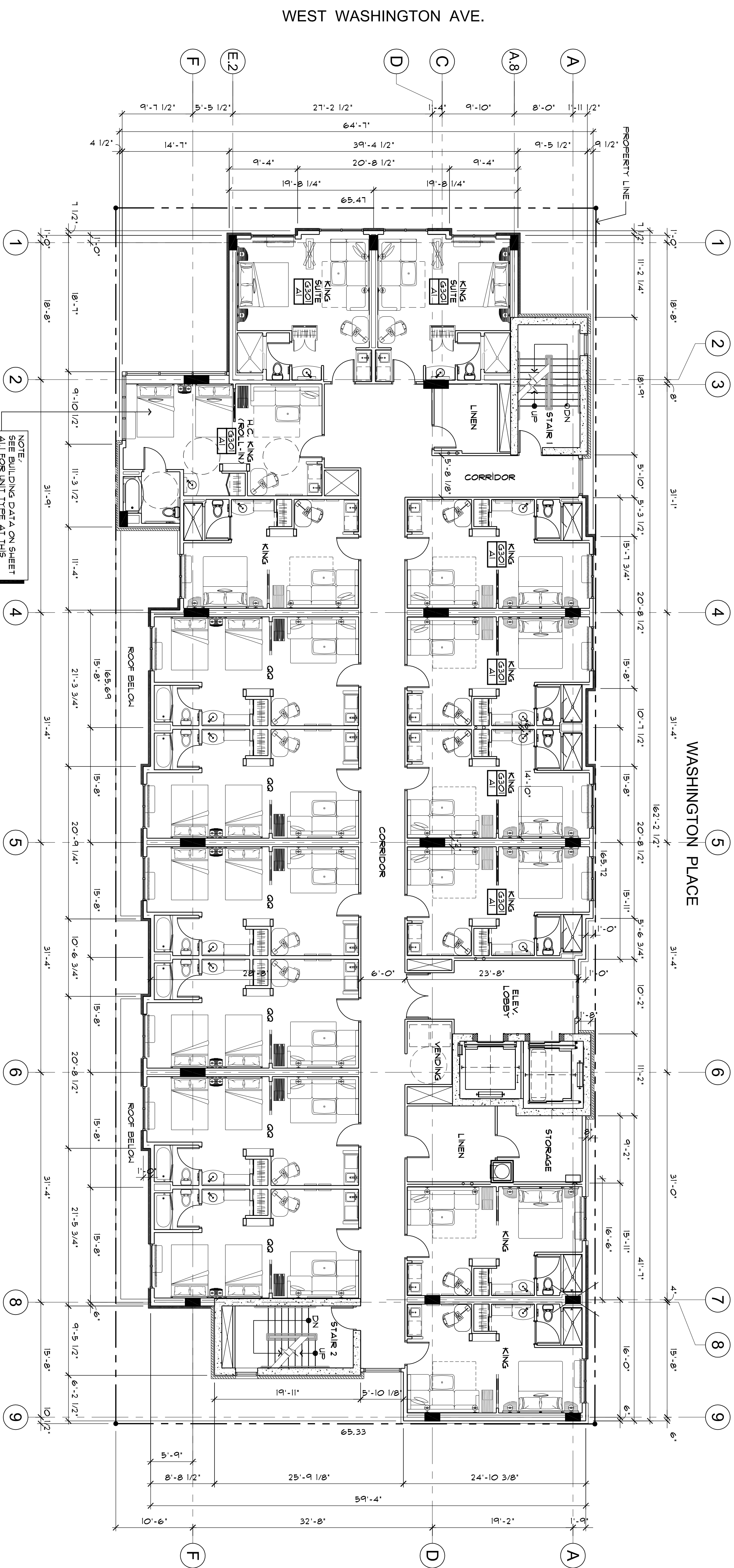
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HYATT PLACE
MADISON, WISCONSIN

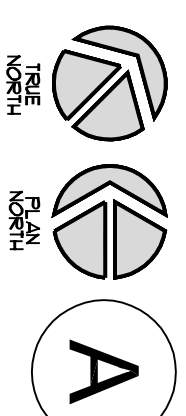
PROJECT NO.
06077
SHEET TITLE
THIRD THRU NINTH
FLOOR PLAN

SHEET NO.

A1.3



NOTE:
SEE BUILDING DATA ON SHEET
A11 FOR UNIT TYPE AT THIS
LOCATION ON UPPER FLOORS
(UNIT TYPE VARIES)

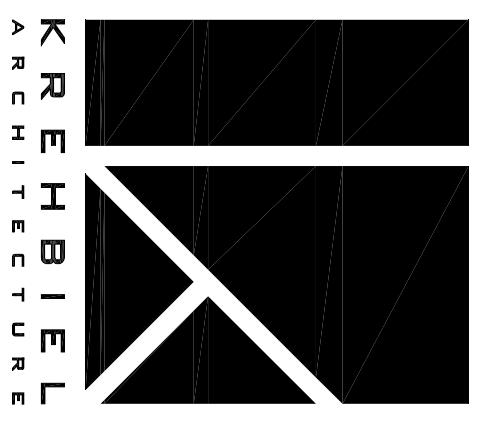


3RD THRU 10th FLOOR PLAN
AREA: 9,081 S.F.
1/8" = 1'-0"
NOTE: REFERENCE THE BUILDING DATA ON THE A11 SHEET
FOR THE UNIT TYPE AND QUANTITY PER FLOOR

WEST WASHINGTON AVE.

WASHINGTON PLACE

PRINTS ISSUED
6-14-07
CITY REVIEW
6-18-07
PUD-SIP
12-12-07
2-20-08

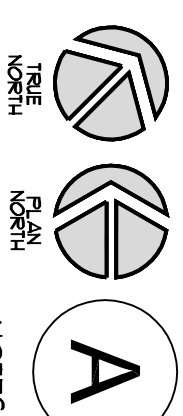
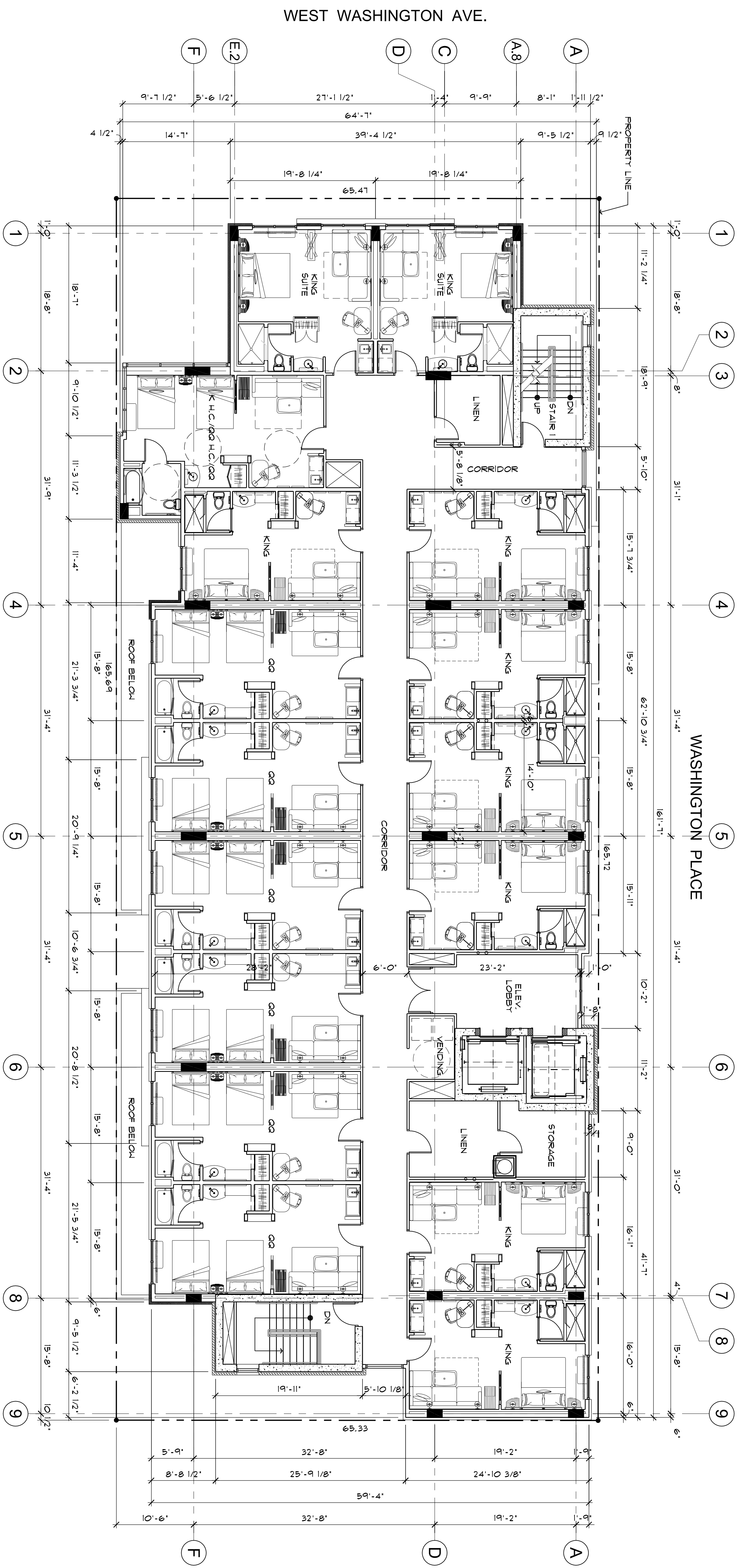


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HYATT PLACE
MADISON, WISCONSIN

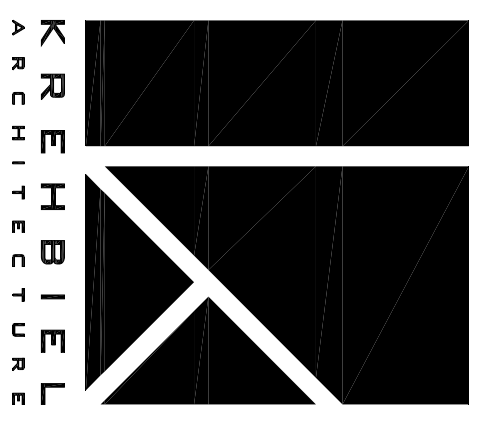
PROJECT NO.
06077
SHEET TITLE
TENTH AND ELEVENTH
FLOOR PLAN
SHEET NO.
A1.4



A 11th FLOOR PLAN

AREA: 9,004 S.F. 1/8" = 1'-0"
NOTES: THE ELEVENTH FLOOR HANDICAP KING UNIT IS A
DOUBLE GREEN UNIT ON THE TENTH FLOOR.
DOUBLE GREEN UNIT ON THE TENTH FLOOR.
STAIR 1 EXTENDS TO PROVIDE ROOF ACCESS.
STAIR 2 EXTENDS TO THE ELEVENTH FLOOR.
(REFERENCE 44.1 AND 44.2 FOR STAIR PLANS
AND SECTIONS)

PRINTS ISSUED
6-14-07
QTY REVIEW
6-18-07
PUD-SHIP
12-12-07
2-20-08



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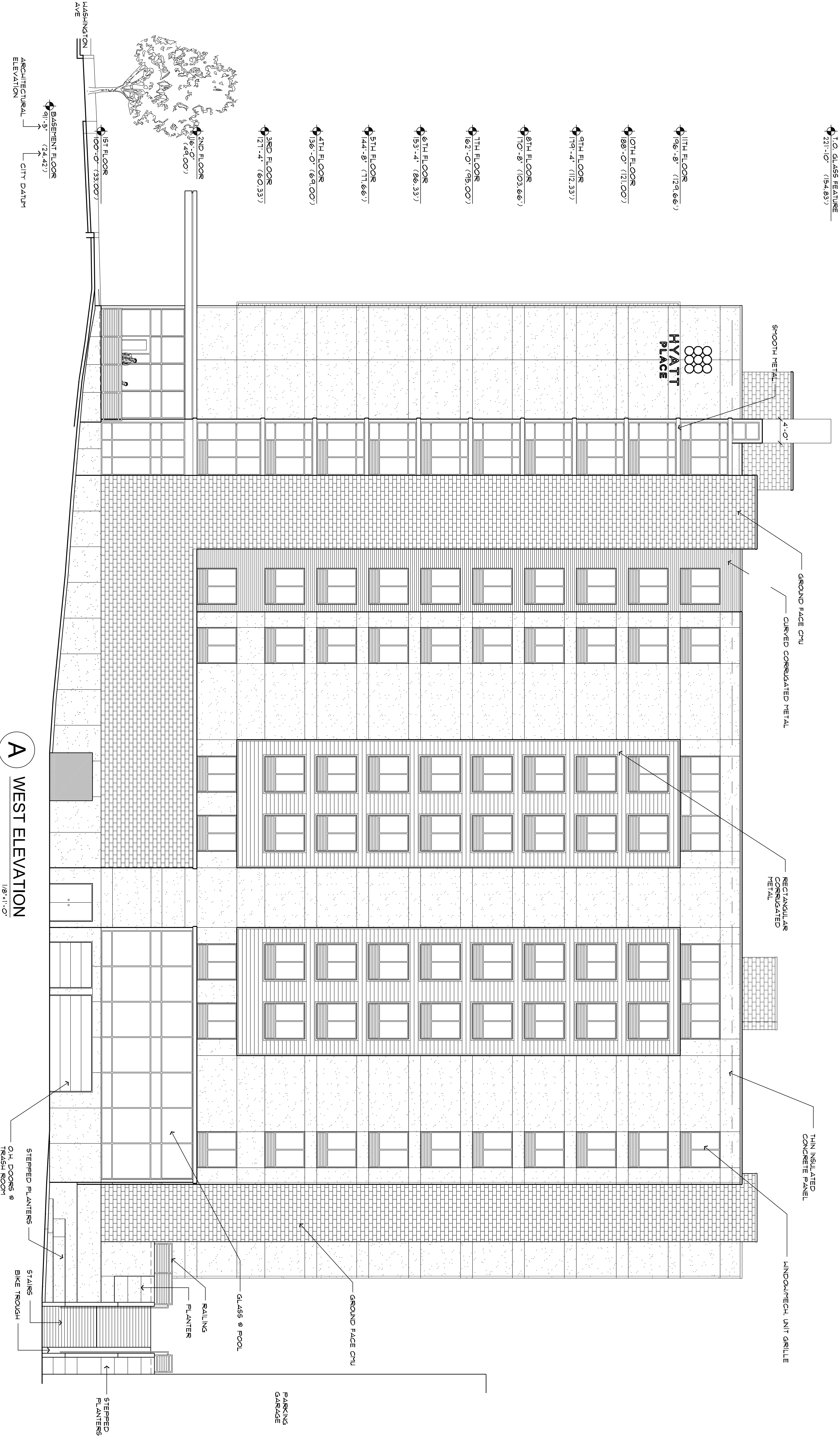
DATE

HYATT PLACE
MADISON, WISCONSIN

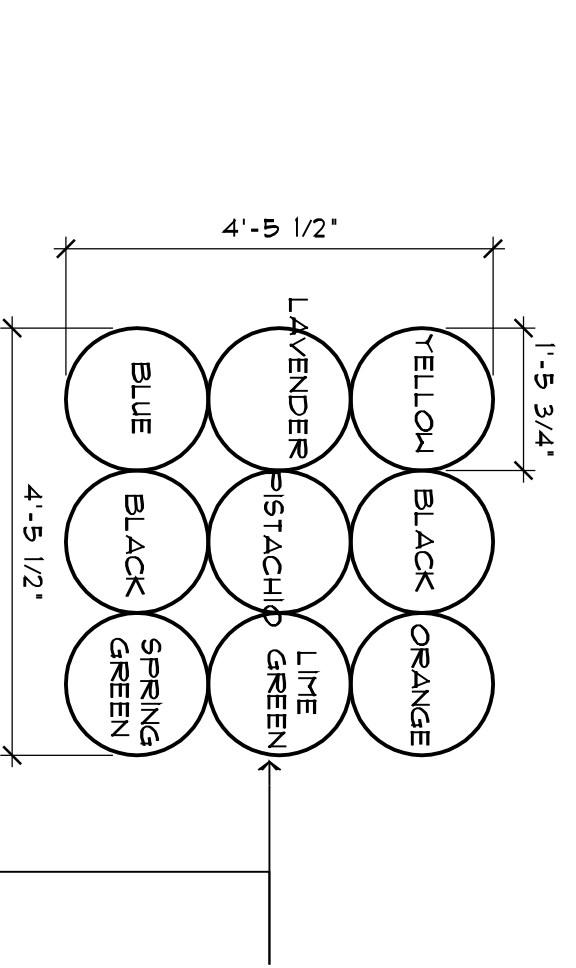
PROJECT NO.
06077
SHEET TITLE
ELEVATIONS

SHEET NO.

A2.1

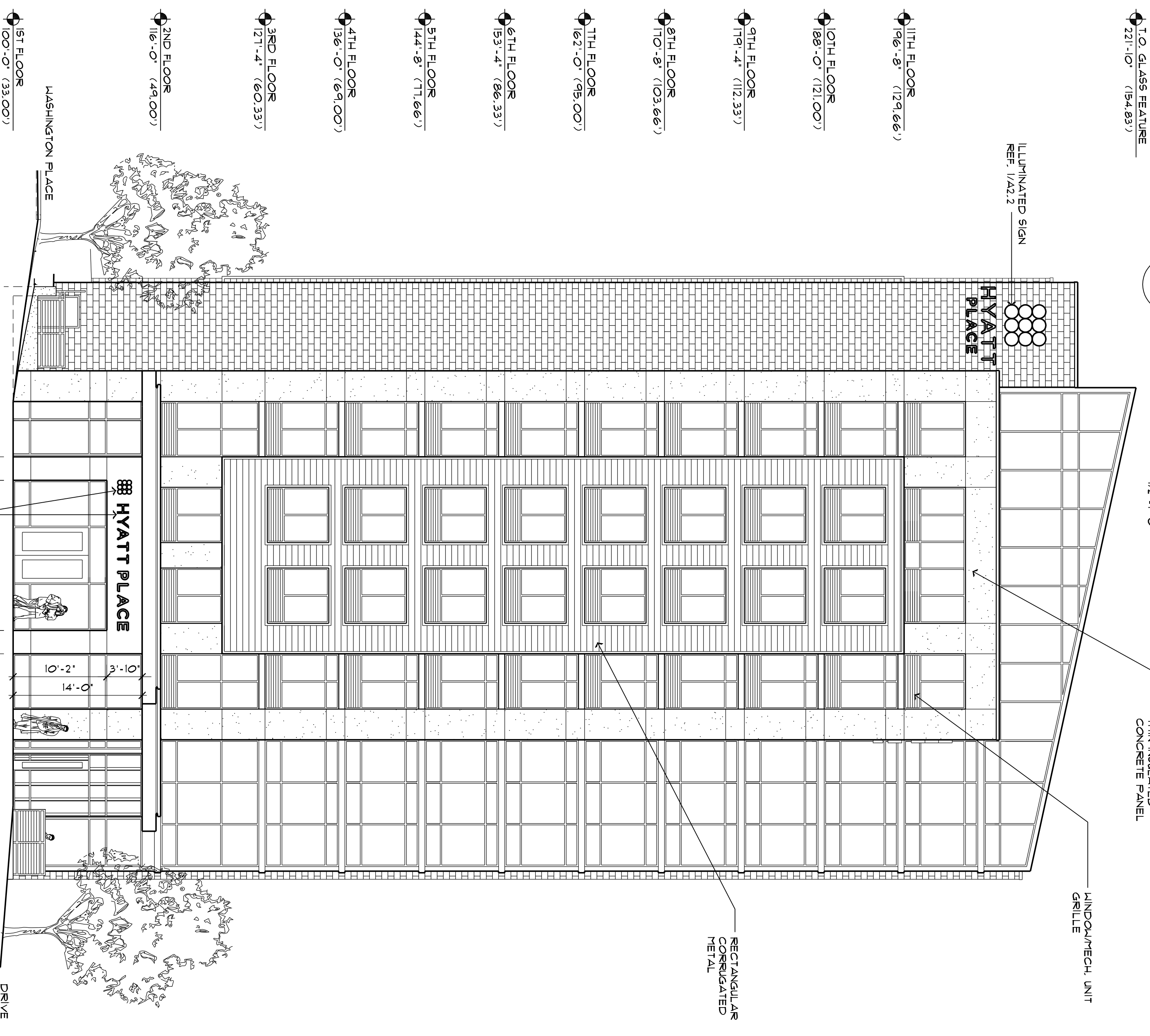


**HYATT PLACE
MADISON, WISCONSIN**

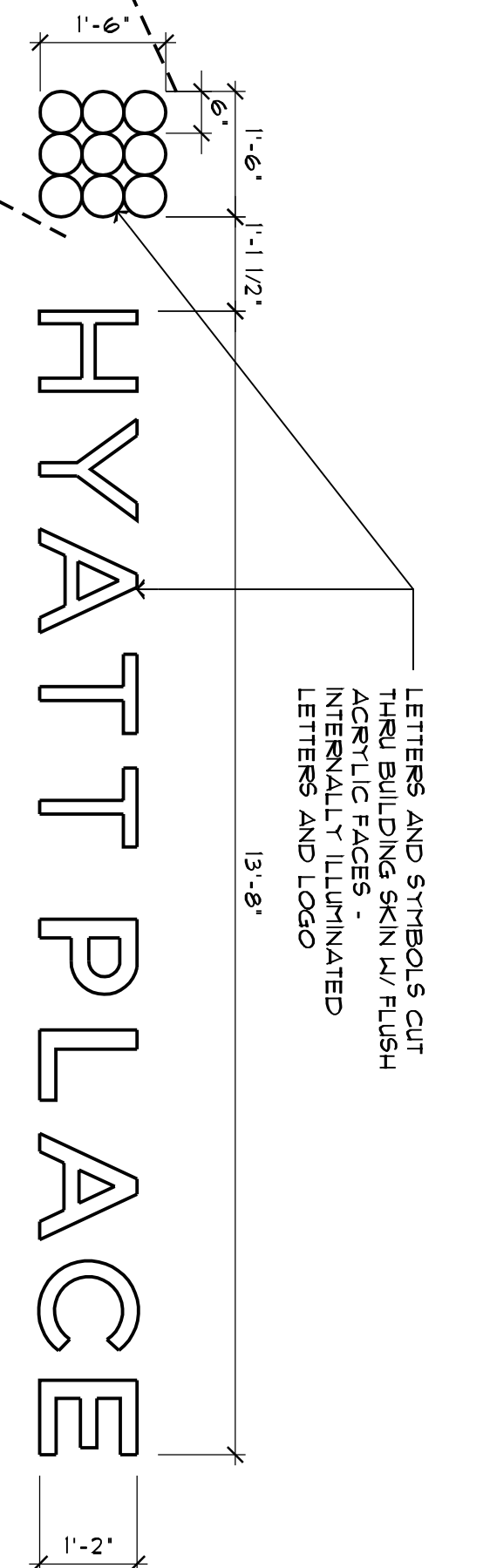
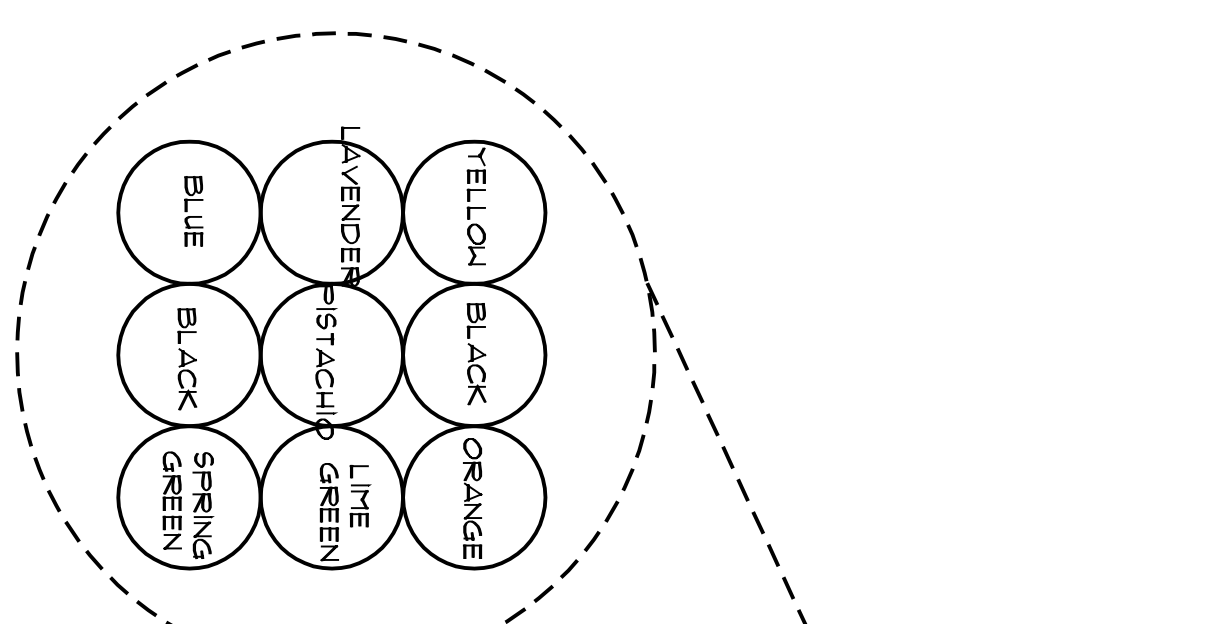


HYATT PLACE

1 SIGN ELEVATION
1/2"=1'-0"



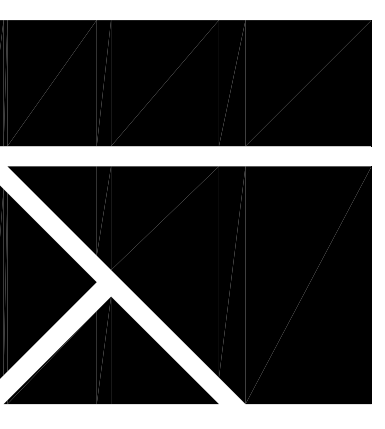
A NORTH ELEVATION
1/8"=1'-0"



2 SIGN ELEVATION
1/2"=1'-0"

B SOUTH ELEVATION
1/8"=1'-0"

PRINTS ISSUED
6-14-07
CITY REVIEW
6-18-07
PUD-SIP
12-12-07
2-20-08



KREHBIEL
ARCHITECTURE
1300 E. Lewis
Wichita KS 67211
316.267.8233
316.267.8566 fax
krehbielarchitecture.com

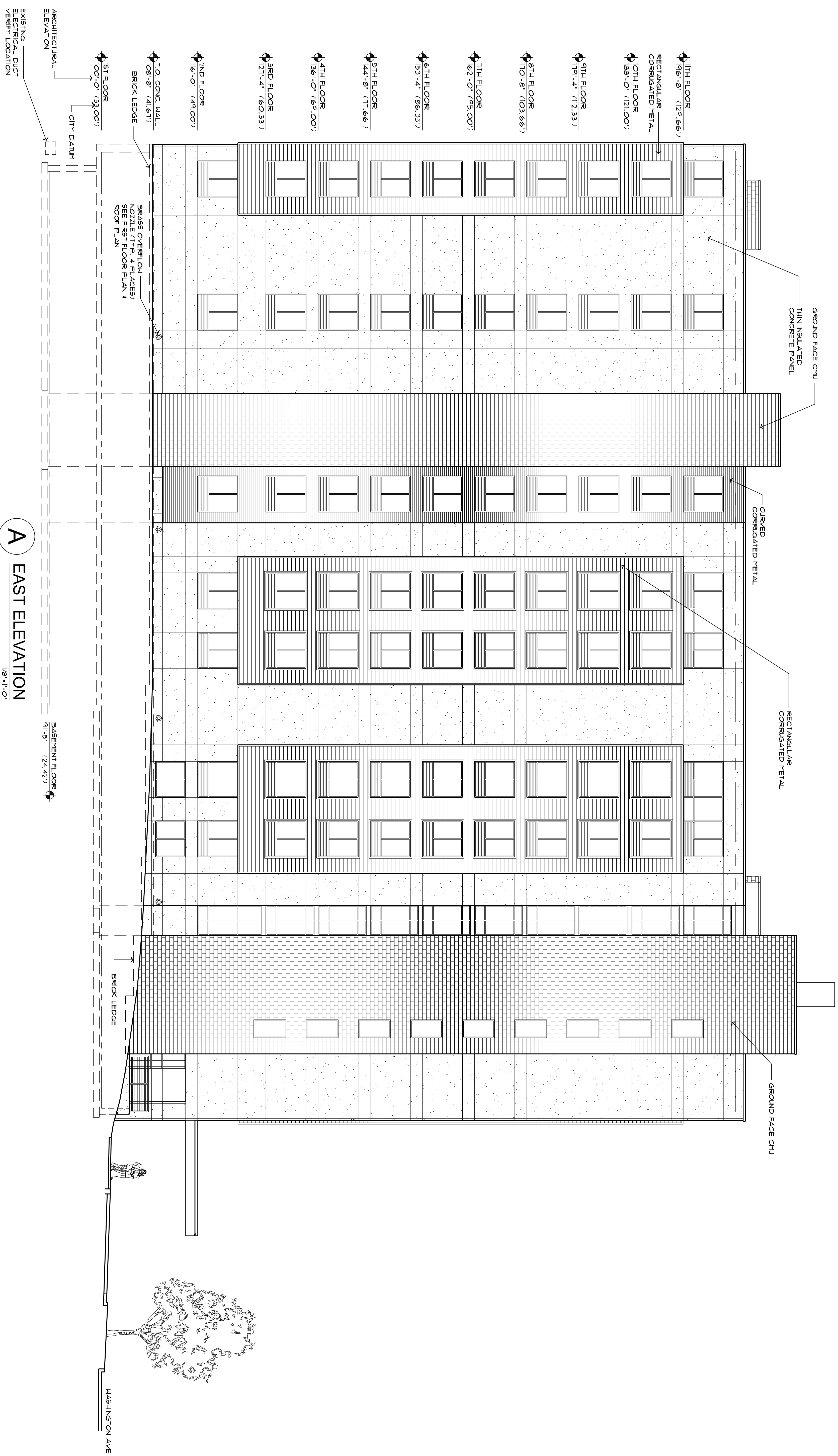
DATE

HYATT PLACE MADISON, WISCONSIN

PROJECT NO.
06077
SHEET TITLE
ELEVATIONS

SHEET NO.

A2.3



A EAST ELEVATION 1/8" = 1'-0"

EXISTING ELECTRICAL DUCT VERIFY LOCATION

ARCHITECTURAL ELEVATION

BASEMENT FLOOR 91'-5" (24.42')

BRICK LEDGE

WASHINGTON AVE

1ST FLOOR 100'-0" (33.00')

CITY DATUM

TO CONC. WALL 108'-8" (41.67')

BRICK LEDGE

2ND FLOOR 116'-0" (49.00')

3RD FLOOR 127'-4" (60.33')

4TH FLOOR 136'-0" (69.00')

5TH FLOOR 144'-8" (77.66')

6TH FLOOR 153'-4" (86.33')

7TH FLOOR 162'-0" (95.00')

8TH FLOOR 170'-8" (103.66')

9TH FLOOR 179'-4" (112.33')

10TH FLOOR 188'-0" (121.00')

11TH FLOOR 196'-8" (129.66')

RECTANGULAR CORRUGATED METAL

THIN INSULATED CONCRETE PANEL

CURVED CORRUGATED METAL

RECTANGULAR CORRUGATED METAL

GROUND FACE CMU

BRICK LEDGE

GROUND FACE CMU

BRASS OVERFLOW NOZZLE (TYP. 4 PLACES) SEE FIRST FLOOR PLAN & ROOF PLAN

WASHINGTON AVE

BRICK LEDGE

WASHINGTON AVE

WASHINGTON AVE

WASHINGTON AVE

WASHINGTON AVE

WASHINGTON AVE

WASHINGTON AVE

WASHINGTON AVE

WASHINGTON AVE

WASHINGTON AVE

WASHINGTON AVE

WASHINGTON AVE

WASHINGTON AVE

WASHINGTON AVE

**CAPITOL WEST
PHASE 1**
BLOCK 51 - MADISON, WI

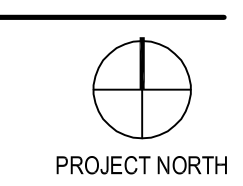
Owner:
**THE ALEXANDER
COMPANY, INC.**

JJR landscape architecture
planning
urban design
civil engineering
environmental science
JR, LLC
625 WILLIAMSON STREET,
MADISON, WISCONSIN 53703
608.251.1177 T
608.251.6147 F
www.jjr-us.com

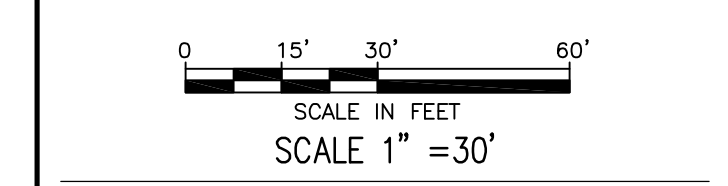
ISSUED FOR	REV	DATE
SEE COVER SHEET FOR COMPLETE SUBMITTAL LOG		
SIP REVISIONS		11/15/2006
100% CD's		12/08/2006
Construction Bulletin		06/15/2007

SEALS AND SIGNATURES

KEY PLAN



DRAWING TITLE
FIRE ACCESS PLAN

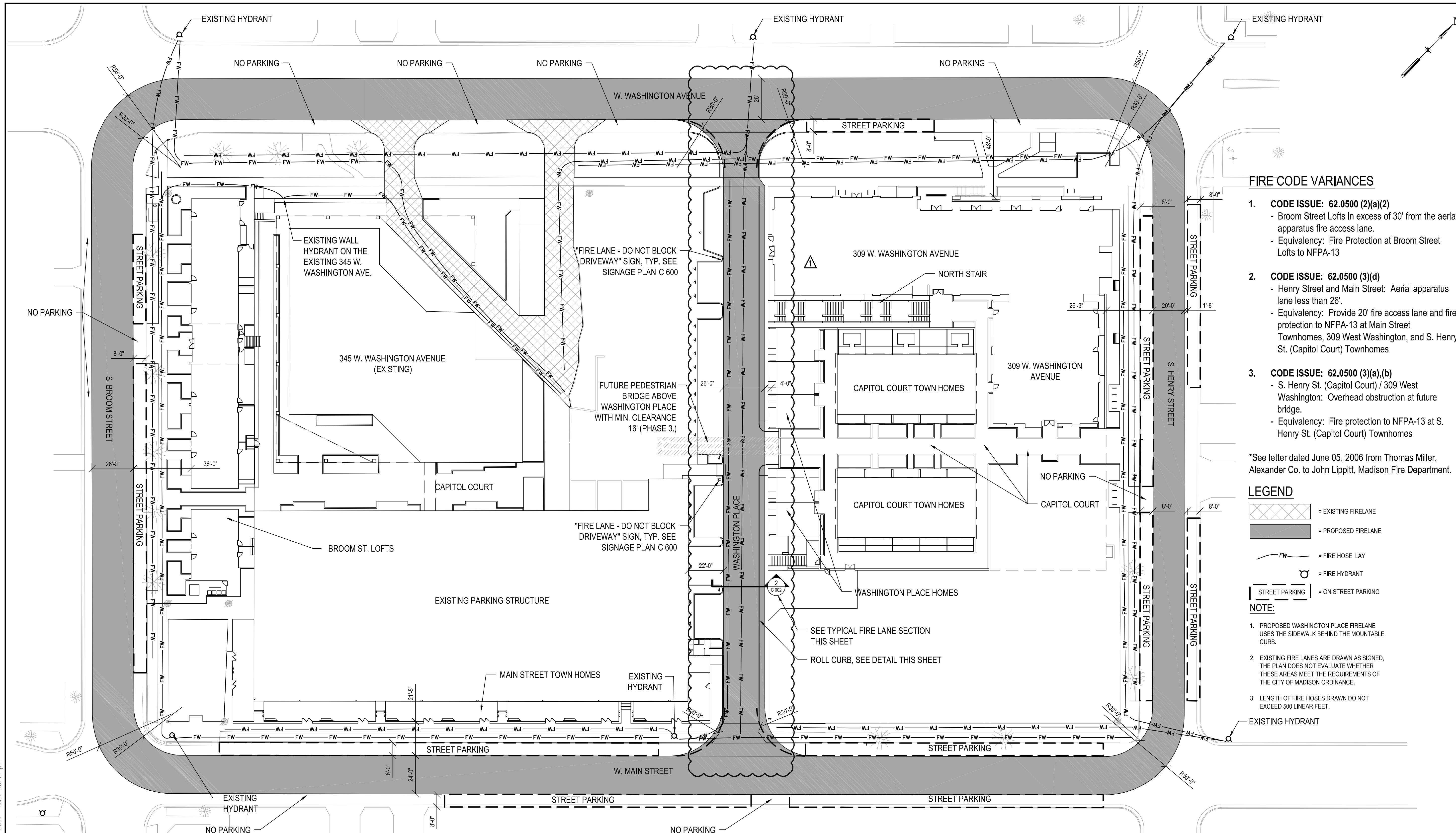


SCALE: 24589.000

PROJECT NUMBER

C 002

DRAWING NUMBER



FIRE CODE VARIANCES

- CODE ISSUE: 62.0500 (2)(a)(2)**
- Broom Street Lofts in excess of 30' from the aerial apparatus fire access lane.
- Equivalency: Fire Protection at Broom Street Lofts to NFPA-13
- CODE ISSUE: 62.0500 (3)(d)**
- Henry Street and Main Street: Aerial apparatus lane less than 26'.
- Equivalency: Provide 20' fire access lane and fire protection to NFPA-13 at Main Street Townhomes, 309 West Washington, and S. Henry St. (Capitol Court) Townhomes
- CODE ISSUE: 62.0500 (3)(a),(b)**
- S. Henry St. (Capitol Court) / 309 West Washington: Overhead obstruction at future bridge.
- Equivalency: Fire protection to NFPA-13 at S. Henry St. (Capitol Court) Townhomes

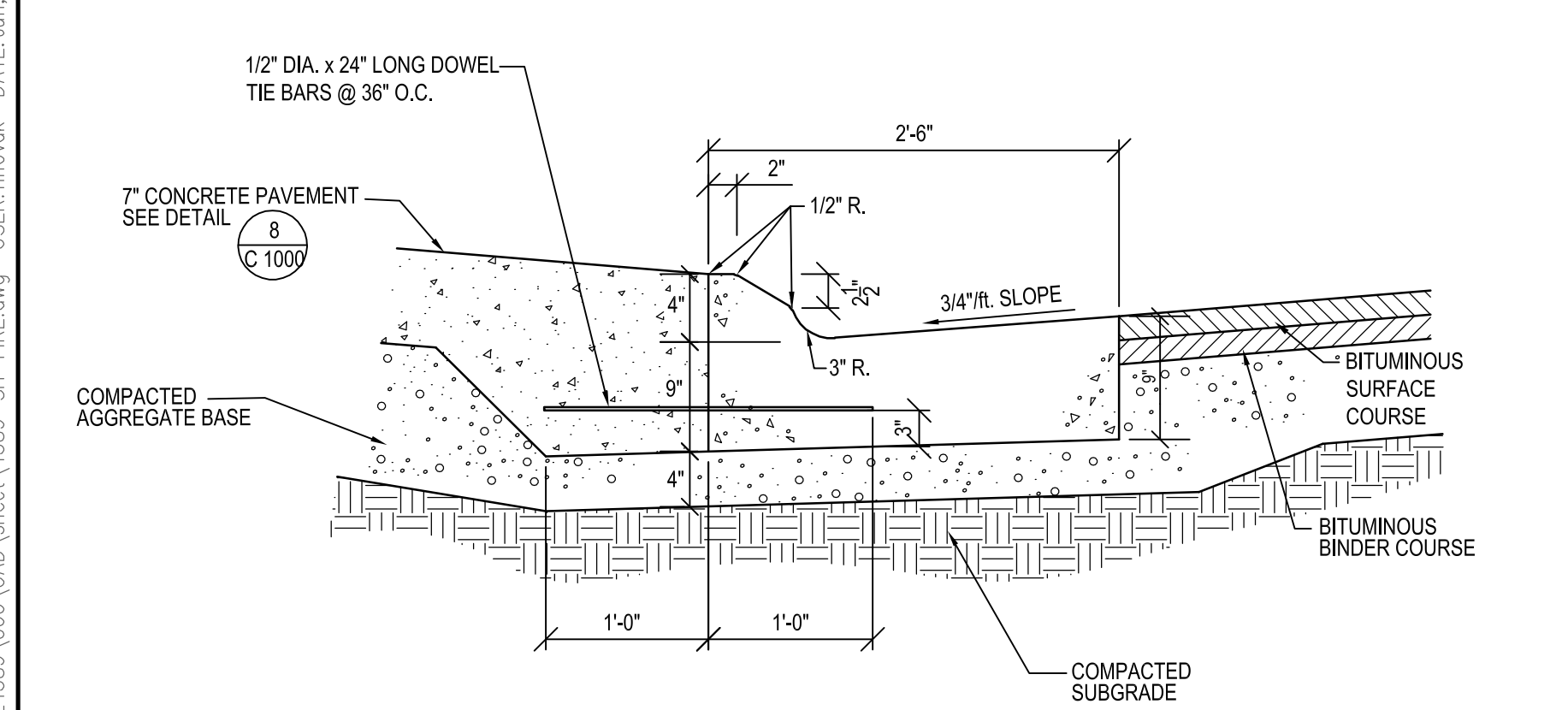
*See letter dated June 05, 2006 from Thomas Miller, Alexander Co. to John Lippitt, Madison Fire Department.

LEGEND

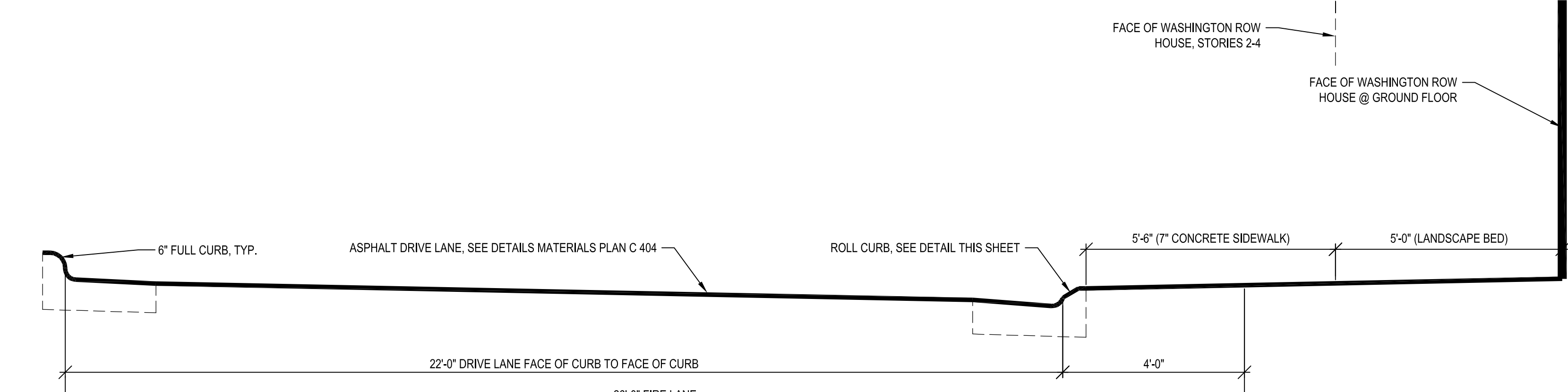
- = EXISTING FIRELANE
- = PROPOSED FIRELANE
- = FIRE HOSE LAY
- = FIRE HYDRANT
- = ON STREET PARKING

NOTE:

- PROPOSED WASHINGTON PLACE FIRELANE USES THE SIDEWALK BEHIND THE MOUNTABLE CURB.
- EXISTING FIRE LANES ARE DRAWN AS SIGNED. THE PLAN DOES NOT EVALUATE WHETHER THESE AREAS MEET THE REQUIREMENTS OF THE CITY OF MADISON ORDINANCE.
- LENGTH OF FIRE HOSES DRAWN DO NOT EXCEED 500 LINEAR FEET.



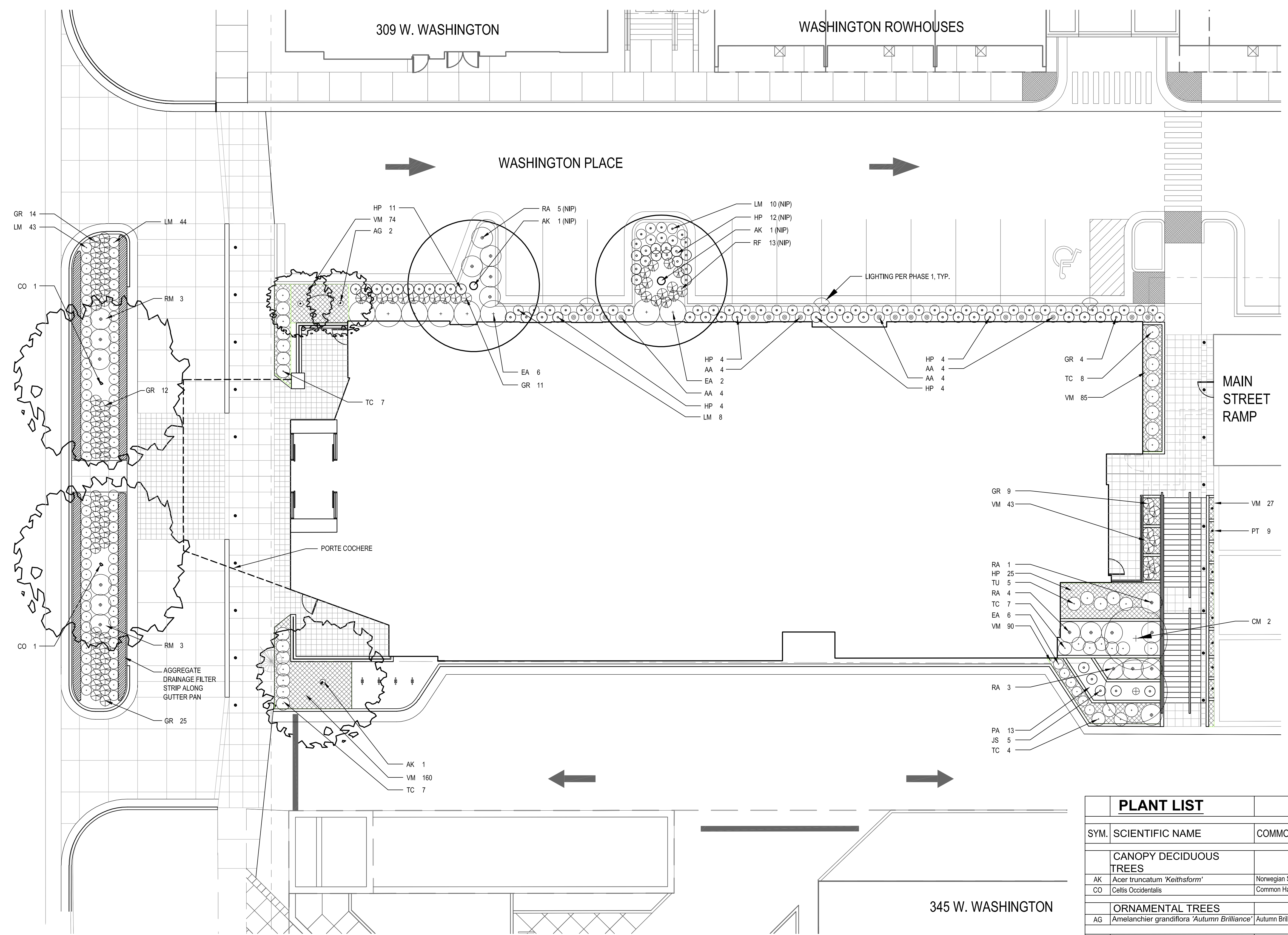
1 4" ROLL CURB AND GUTTER - CITY OF MADISON TYPE 'A' STANDARD ROLL CURB
SCALE: 1" = 1'-0"



2 FIRELANE SECTION
SCALE: 1" = 2'-0"

FILE P: \\24589\000\CAD\sheet\4589-SH-FIRE.dwg USER: mvaok DATE: Jun, 14, 2007 TIME: 03:44 pm

FILE P:\24942\000\CAD\sheet\4942-SH-PLANT.dwg USER: mcoak DATE: Feb, 20, 2008 TIME: 11:23 am



LEGEND

- TREES
- SHRUBS
- PERENNIALS / ORNAMENTAL GRASSES
- ANNUALS
- NOT IN PROJECT (PART OF PHASE 1)
SEE PLANT LIST AND PLANT CHART THIS SHEET

NOTE:

- APPROVAL OF SIP SUBMITTAL DOES NOT INCLUDE APPROVAL FOR WORK WITHIN RIGHT-OF-WAY. WORK WITHIN RIGHT-OF-WAY IS SUBJECT TO APPROVAL BY THE BOARD OF PUBLIC WORKS AND ASSOCIATED REAL ESTATE AGREEMENT.
- ALL PLANTINGS IN RIGHT-OF-WAY MUST BE APPROVED BY CITY FORESTRY.
- NIP PLANTS SHOWN HERE FOR CONTEXT ONLY. NIP PLANTS ARE PART OF THE APPROVED CAPITOL WEST PHASE 1 SIP.

LANDSCAPE REQUIREMENT CHART

I. NUMBER OF TREES REQUIRED:
The number of trees required for a parking lot is based on the number of parking stalls. Using the Schedules for Required Trees on the reverse side of the worksheet, determine the number of trees required. (Example: 1 tree is required for 10 parking stalls.)
Landscape requirements for storage areas are determined by dividing the total square footage of the storage area by (300) square feet. This converts area to stalls. (Example: 10,000 square feet is equivalent to (33) stalls or (3) trees and (180) points.)

NUMBER OF PARKING STALLS	2
TOTAL SQUARE FOOTAGE OF THE STORAGE AREA	6
DIVIDED BY THREE HUNDRED (300) SQUARE FEET	1
NUMBER OF CANOPY SHADE TREES REQUIRED (2" x 1/2" CAL/PER)	0
Manufacturing / Industrial (80% of requirement above)	0

II. NUMBER OF LANDSCAPE POINTS REQUIRED
The number of points required is also based on the number of parking stalls. Using the Point Schedule for Landscape Elements on the reverse side of this worksheet, determine the number of points required. (Example: 45 points are required for 10 stalls.). A point fraction of (.5) or less may be disregarded, while a fraction in excess of (.5) must be counted as one point. Thus: 49.5 points would be rounded down to 49.0 points required.
The number of points required for loading areas is (75) points for each loading berth.

NUMBER OF POINTS REQUIRED	30
Manufacturing / Industrial (80% of requirement above)	0

III. TABULATION OF POINTS AND CREDITS
Indicate below the quantity and points for all pertinent landscape elements. Also, credit information for boundary screening and any existing elements to be retained.

ELEMENT	POINT VALUE	QUANTITY	POINTS ACHIEVED	CREDITS QUANT.	POINTS
Canopy Tree - 2" x 1/2" **	35	0	0	0	0
Deciduous Shrub	2	30	60	0	0
Evergreen Shrub	3	43	129	0	0
Decorative wall or Fence (per 10 LF)	5	0	0	0	0
Earth Berm (per 10 LF)	5	0	0	0	0
Ave. Height 3'	2	0	0	0	0
Ave. Height 15'	2	0	0	0	0
Evergreen Trees 3'-11' height min.	15	0	0	0	0
Canopy Tree or Small Tree 1 1/2" - 2" Cal. (i.e., Crab, Hawthorn)	15	2	30	0	0
TOTAL			219	+	0
					= 219

* Trees required in Part I above, are not to be included in the point count.

HYATT PLACE
BLOCK 51
 333 W WASHINGTON AVENUE
 MADISON, WI 53703

Property Owner:
BLOCK 51, LLC
 145 E. BADGER ROAD
 MADISON, WI 53713
 608.258.5580

Business Owner/Developer:
LODGEWORKS, LP
 8100 E. 22ND STREET BLDG. 500
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 316.681.5707

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ISSUED FOR	REV	DATE
PUD - GDP		06-20-2007
UDC		07-01-2007
UDC		07-18-2007
PUD - SIP		12-12-2007
PUD - SIP		02-20-2008

SEALS AND SIGNATURES

PLANT LIST

SYM.	SCIENTIFIC NAME	COMMON NAME	SIZE	ROOT	QUANT.	COMMENTS
CANOPY DECIDUOUS TREES						
AK	<i>Acer truncatum 'Keithsform'</i>	Norwegian Sunset Maple	-	-	3	2 Not In Project (NIP)
CO	<i>Celtis occidentalis</i>	Common Hackberry	2 1/2" Cal.	BB	2	Species / Layout by City Forester
ORNAMENTAL TREES						
AG	<i>Amelanchier grandiflora 'Autumn Brilliance'</i>	Autumn Brilliance Serviceberry	10' Ht.	BB	2	Clump Form
DECIDUOUS SHRUBS						
CM	<i>Cornus mas</i>	Grey Dogwood Tree Form	8' Ht.	BB	2	
EA	<i>Euonymus alatus 'Nordine'</i>	Dwarf Burning Bush	30" Ht.	CONT.	14	60" O.C., See Plan
RA	<i>Rhus aromatica 'Gro-Low'</i>	Gro-low Fragrant Sumac	18" Ht.	CONT.	8	5 Not in Project (NIP), SEE PLAN
EVERGREEN SHRUBS						
JS	<i>Juniperus squamata 'Blue Star'</i>	Blue Star Juniper	18" Ht.	CONT.	5	
TC	<i>Taxus cuspidata</i>	Darkgreen Sp. Yew	24" Ht.	BB	33	
TU	<i>Taxus cuspidata</i>	Upright Yew	4' Ht.	BB	5	
GROUNDCOVERS AND PERENNIALS						
AA	<i>Astilbe x arendsii 'Federsee'</i>	Federsee Astilbe	#1	CONT.	16	24" O.C.
HP	<i>Hemerocallis</i>	Pardon Me Daylily	#1	CONT.	52	24" OC (12 NIP, SEE PLAN)
LM	<i>Lamium maculatum 'Chequers'</i>	Chequers Spotted Dead Nettle	#1	CONT.	95	24" OC (10 NIP, SEE PLAN)
PA	<i>Pennisetum alopecuroides 'Harmeln'</i>	Dwarf Fountain Grass	#1	CONT.	13	24" O.C.
PT	<i>Parthenocissus tricuspidata</i>	Boston Ivy	#1	CONT.	9	ALONG AREA WELL WALL
GR	<i>Geranium 'Rozanne'</i>	Rozanne Geranium	#1	CONT.	103	24" OC (13 NIP, SEE PLAN)
RM	<i>Rosa Meibelle</i>	Red Meidiland Rose	#1	CONT.	6	24" OC
VM	<i>Vinca minor</i>	Periwinkle	#1	CONT.	524	12" OC

KEY PLAN

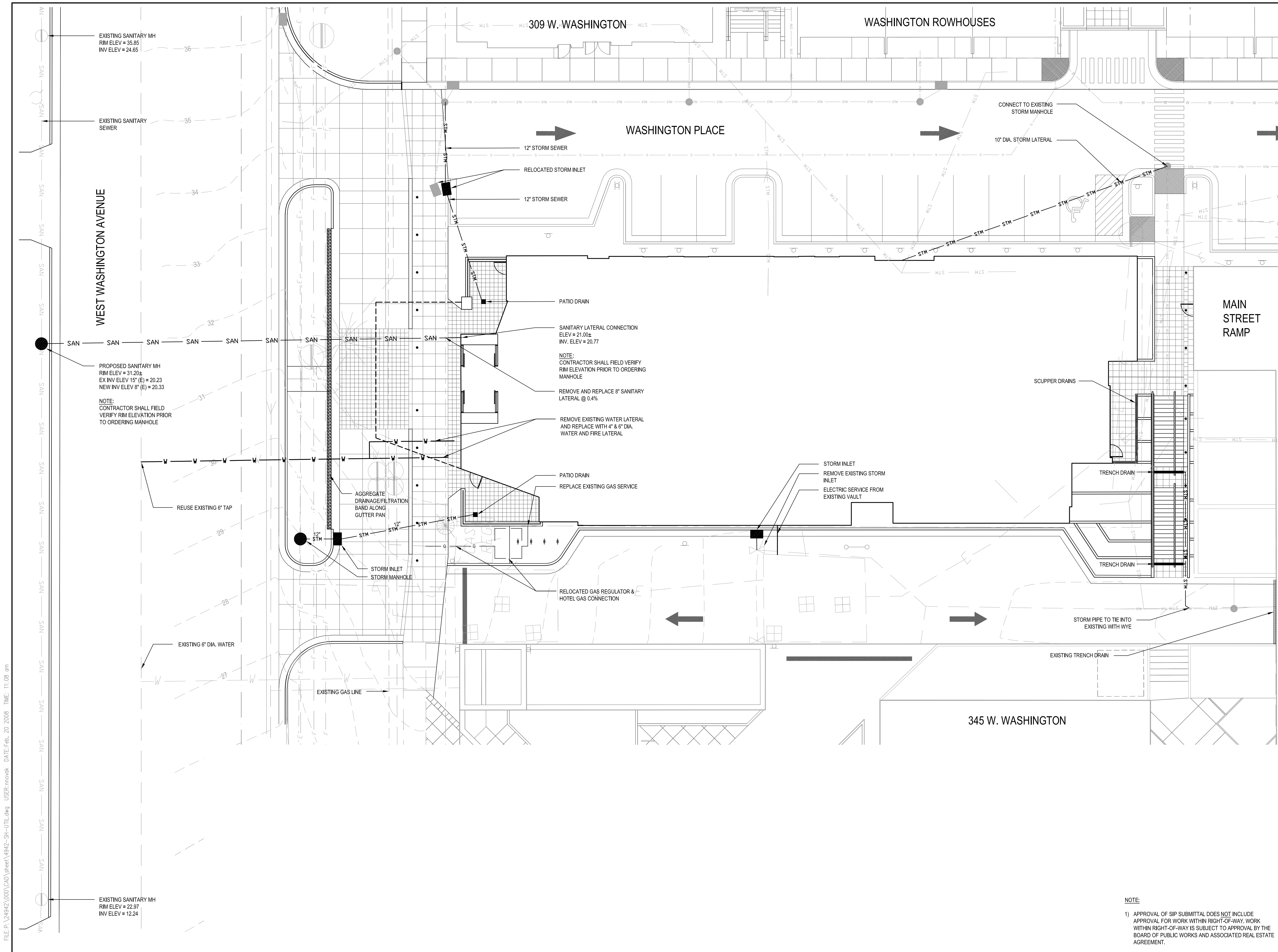
PROJECT NORTH

DRAWING TITLE
Landscape Plan

SCALE: 1" = 10' - 0"
 SCALE

DRAWING NUMBER
C 1.6

PROJECT NUMBER
 24942.001



**HYATT PLACE
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ISSUED FOR	REV	DATE
PUD - GOP		06-20-2007
UDC		07-01-2007
UDC		07-18-2007
PUD - SIP		12-12-2007
PUD - SIP		02-20-2008

SEALS AND SIGNATURES

KEY PLAN 

DRAWING TITLE
Utilities Plan

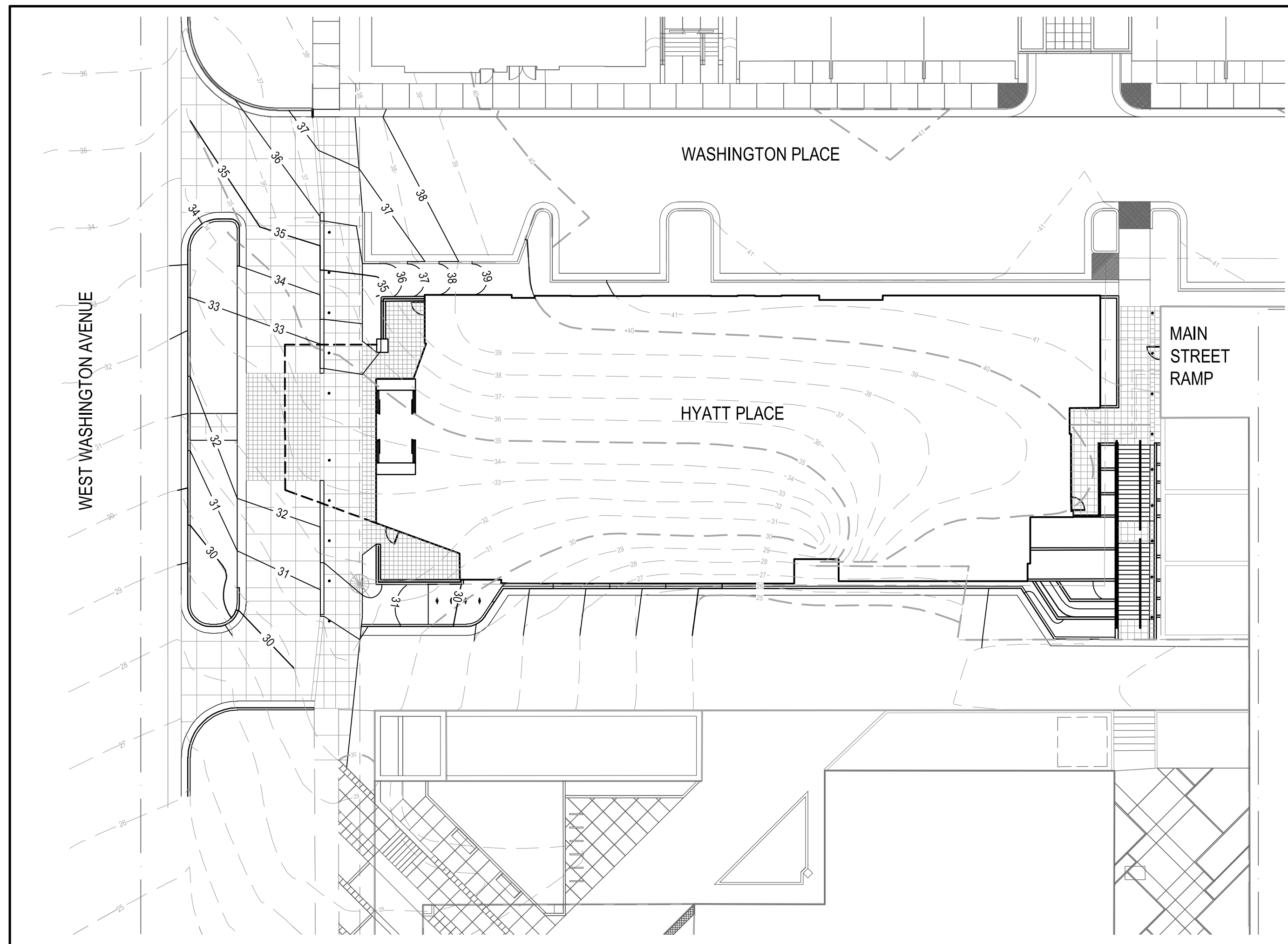
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PROJECT NUMBER
24942.001

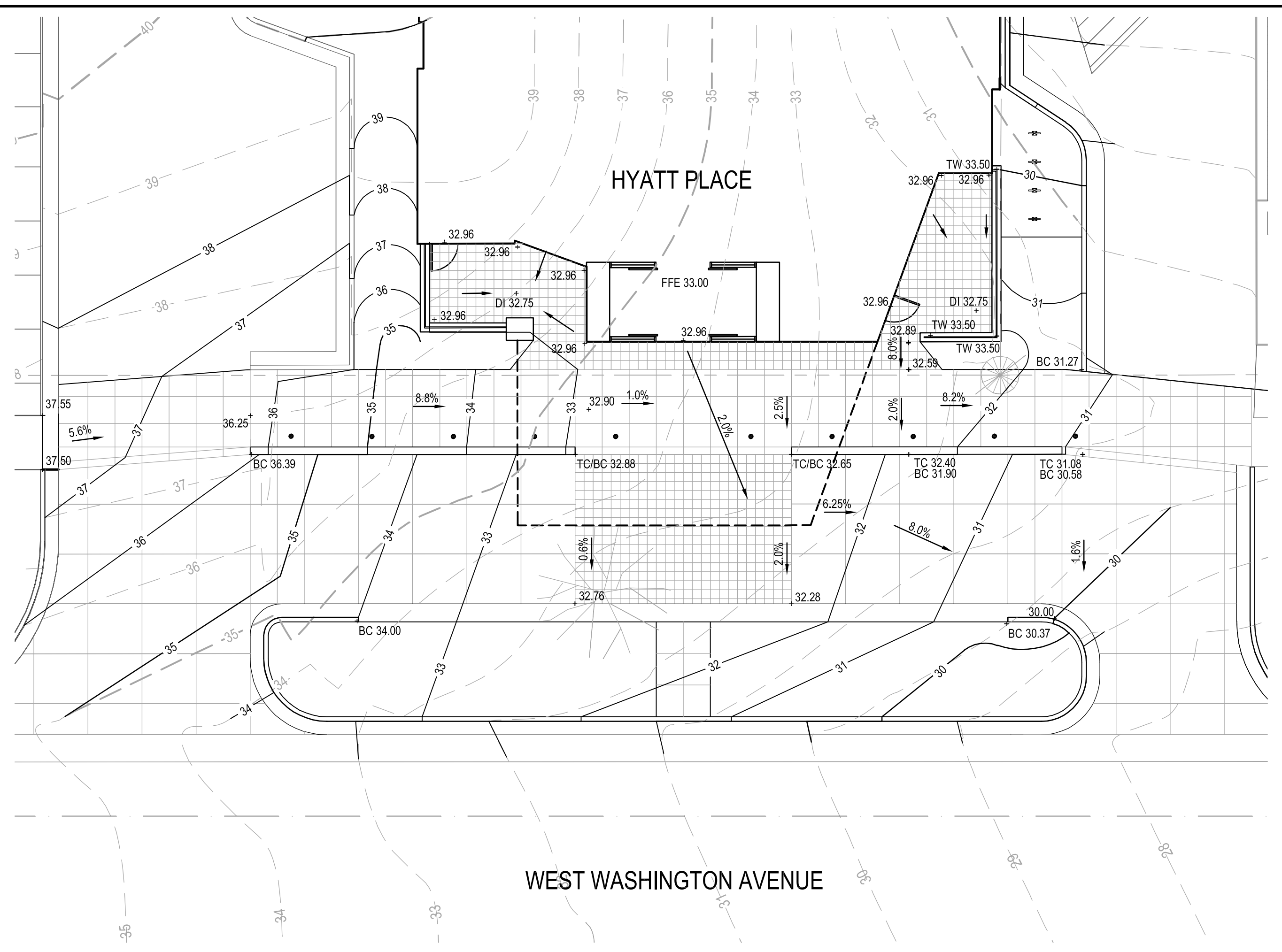
DRAWING NUMBER
C 1.5

NOTE:
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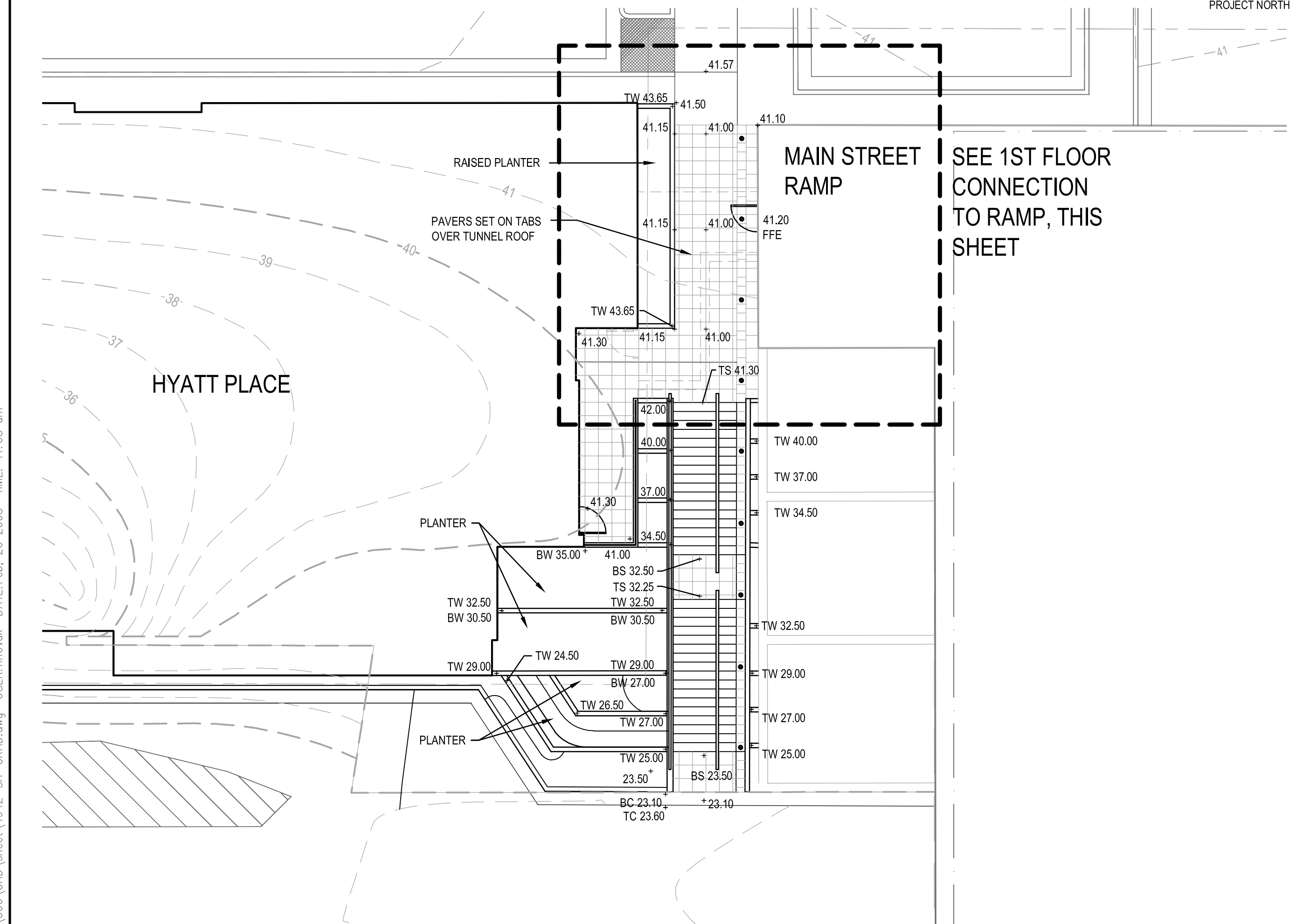
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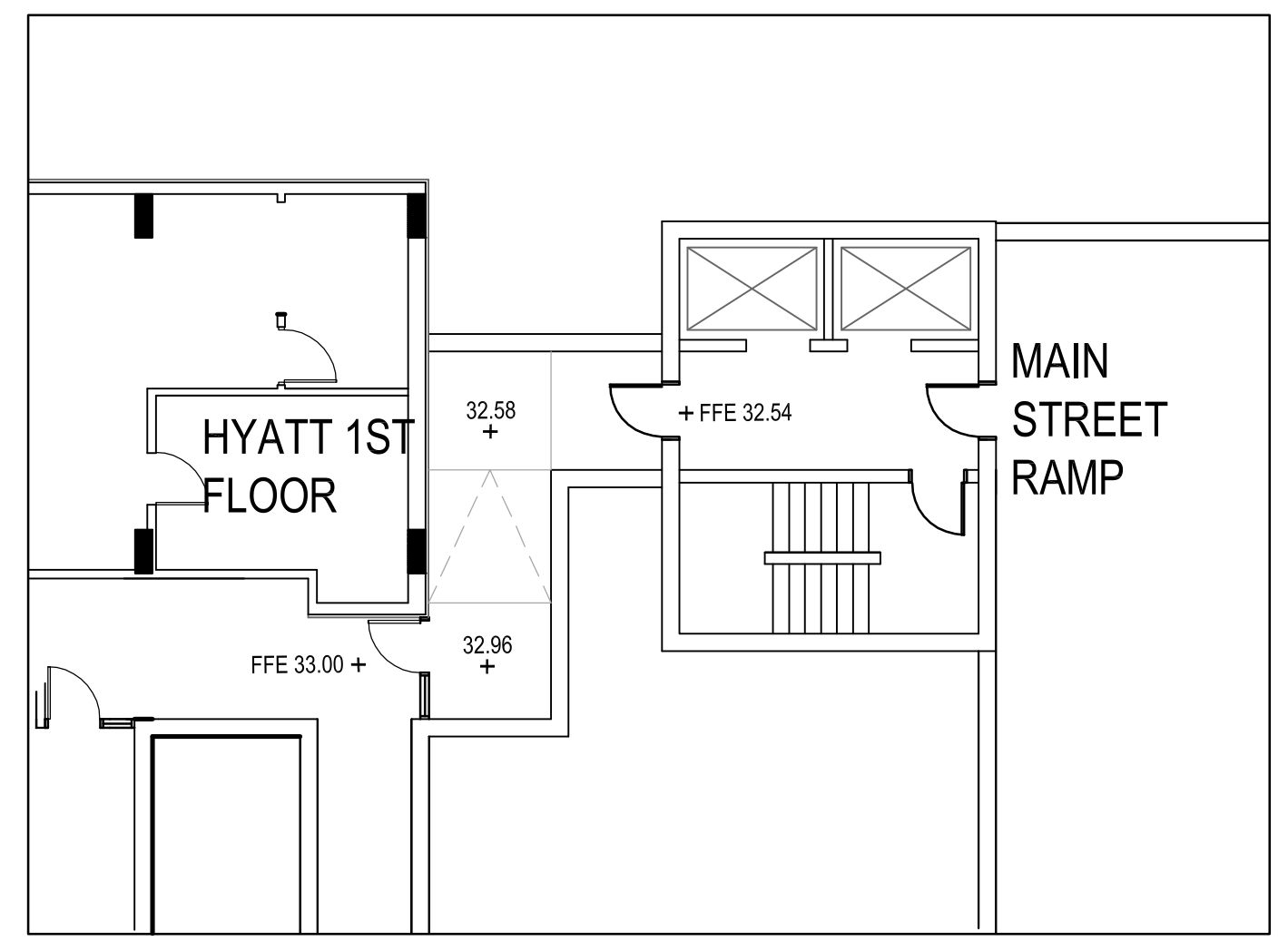
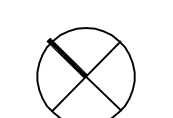
1 OVERALL GRADING PLAN
SCALE 1" = 20'



2 FRONT ENTRANCE AND DROP-OFF GRADING PLAN
SCALE 1" = 10'



3 SOUTH PLAZA AND STAIR GRADING PLAN
SCALE 1" = 10'



4 1ST FLOOR CONNECTION TO RAMP
SCALE 1" = 10'



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ISSUED FOR	REV	DATE
PUD - GOP		06-20-2007
UDC		07-01-2007
UDC		07-18-2007
PUD - SIP		12-12-2007
PUD - SIP		02-20-2008

SEALS AND SIGNATURES

KEY PLAN

DRAWING TITLE
Grading Plan

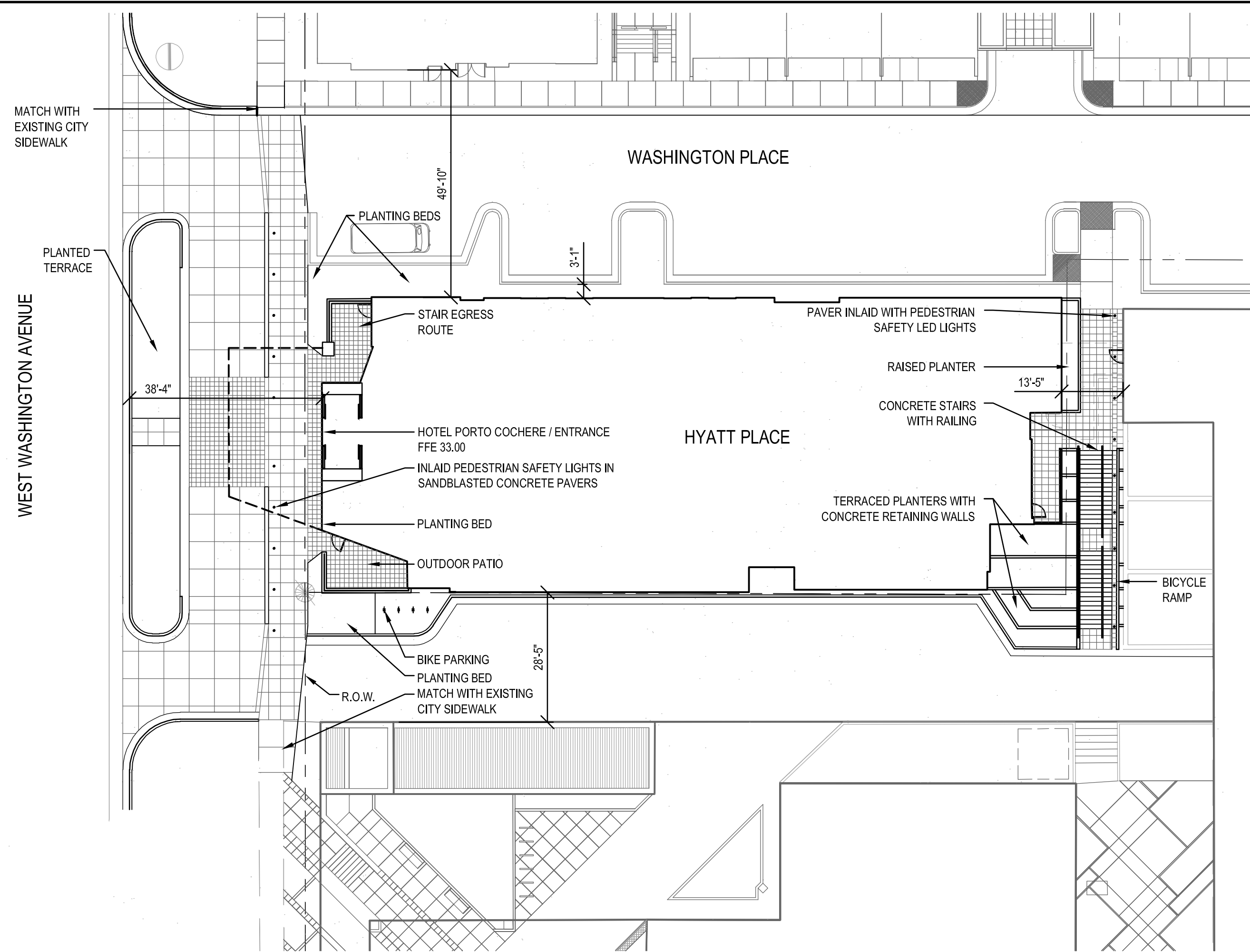
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SCALE 24942.001

PROJECT NUMBER

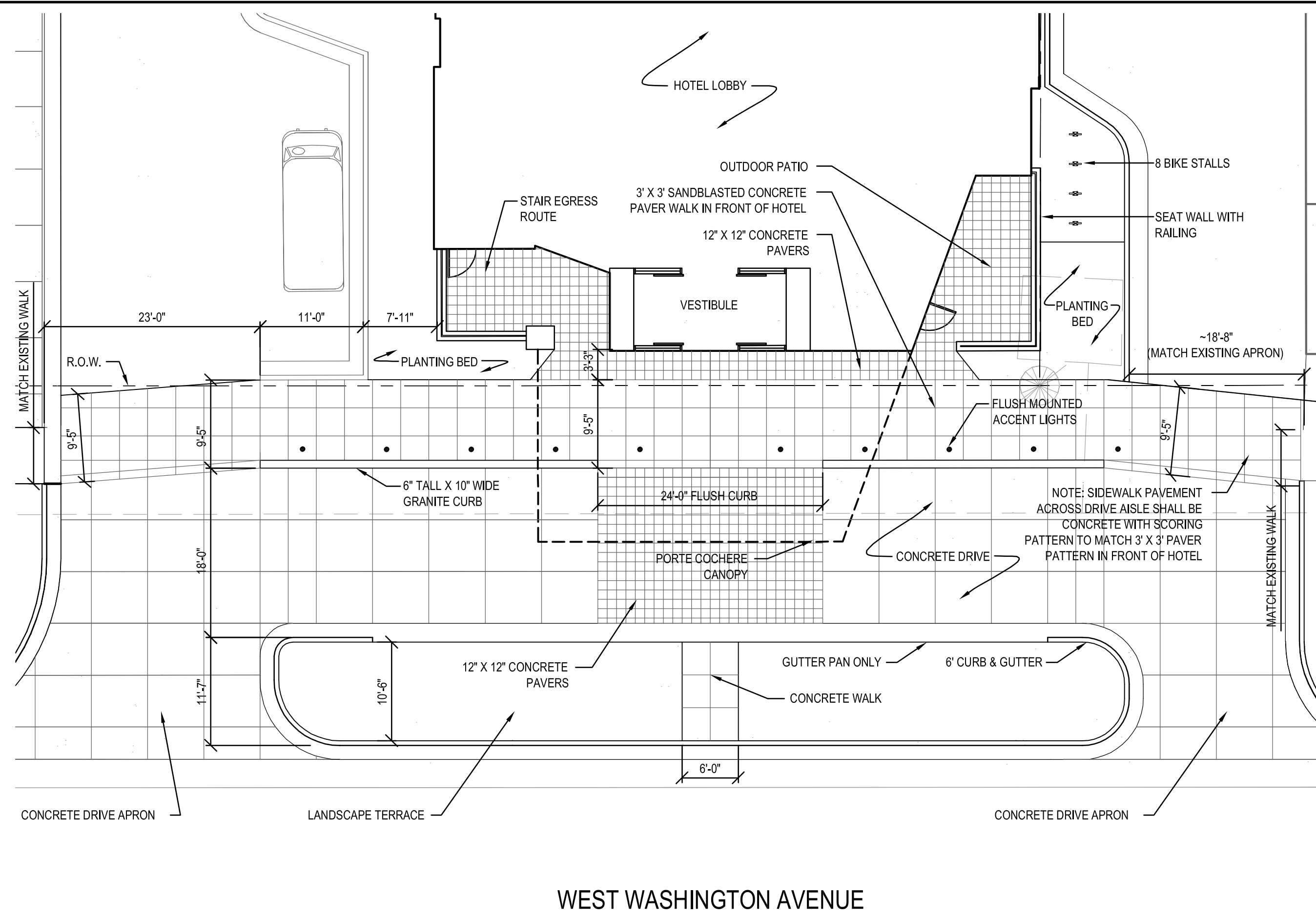
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C 1.4

NOTE:
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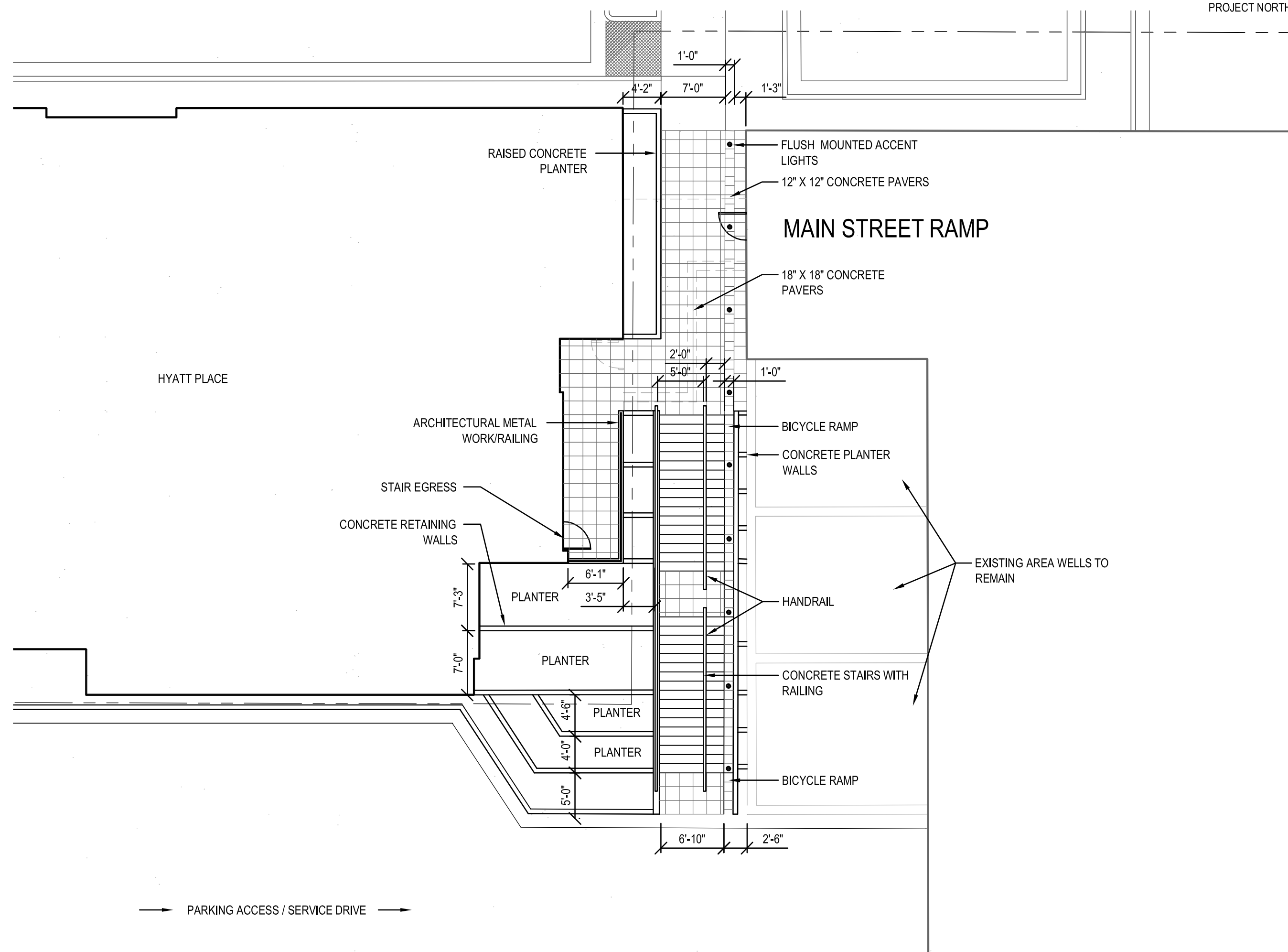
FILE: P:\24942\000\CAD\sheet\4942-SH-GRAD.dwg USER: mrvak DATE: Feb. 20 2008 TIME: 11:08 am



1 OVERALL LAYOUT PLAN
SCALE 1" = 20'



2 FRONT ENTRANCE AND DROP-OFF LAYOUT PLAN
SCALE 1" = 10'



3 SOUTH PLAZA AND STAIR LAYOUT PLAN
SCALE 1" = 10'



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ISSUED FOR	REV	DATE
PUD - GOP		06-20-2007
UDC		07-01-2007
UDC		07-18-2007
PUD - SIP		12-12-2007
PUD - SIP		02-20-2008

SEALS AND SIGNATURES

KEY PLAN



DRAWING TITLE
Layout Plan

SCALE: As Indicated
SCALE 24942.001

PROJECT NUMBER

C 1.3

DRAWING NUMBER

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UDC	07-01-2007	
UDC	07-18-2007	
PUD - SIP	12-12-2007	
PUD - SIP	02-20-2008	

SEALS AND SIGNATURES

KEY PLAN



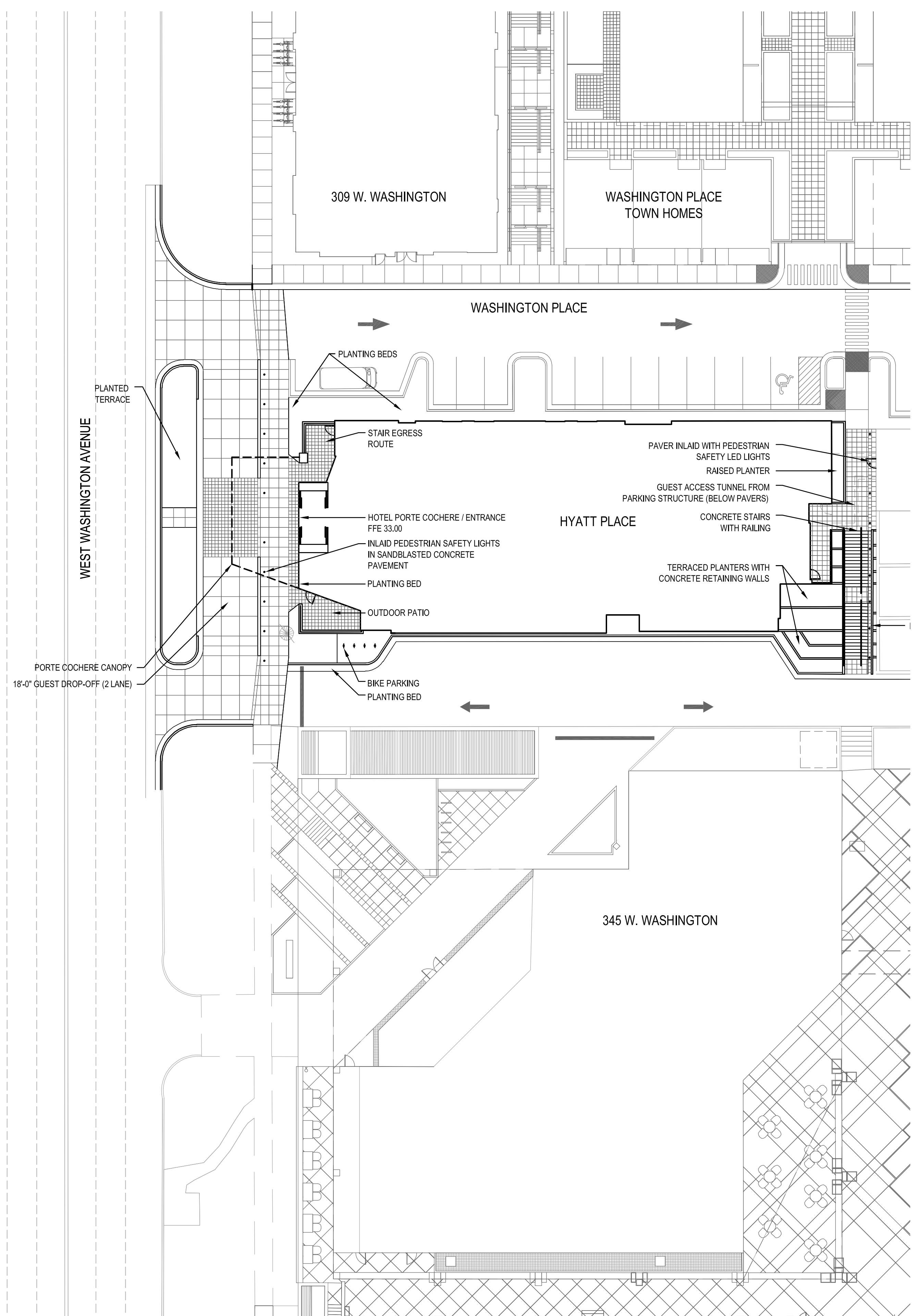
DRAWING TITLE
**Overall Site Development And
 Site Circulation Plans**

SCALE: 1" = 20' - 0"
 SCALE IN FEET

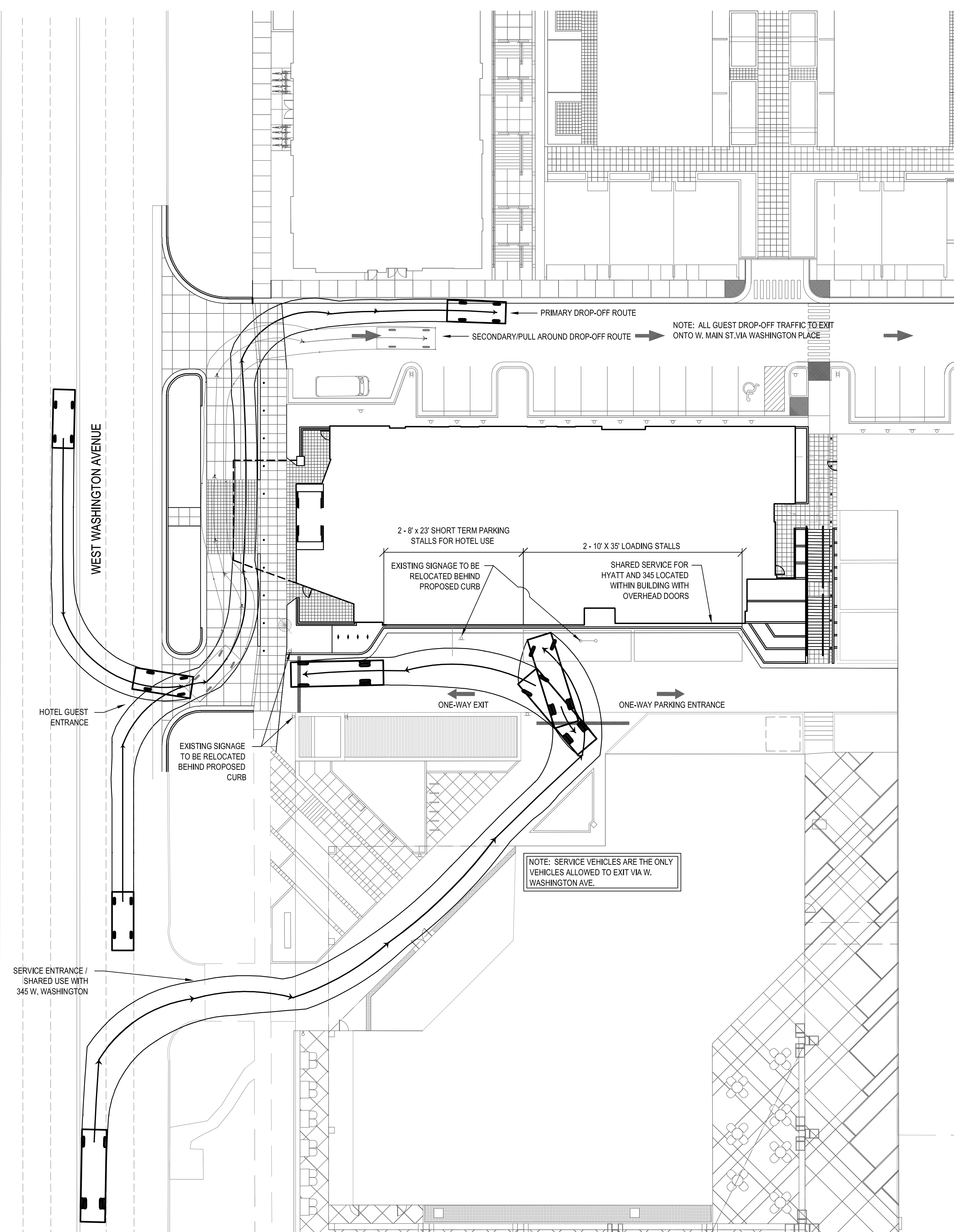
PROJECT NUMBER

C 1.2

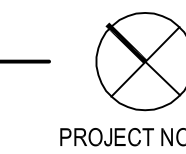
DRAWING NUMBER



1 OVERALL SITE DEVELOPMENT
 SCALE 1" = 20'



2 VEHICULAR CIRCULATION PLAN
 SCALE 1" = 20'



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APPLICATION FOR
URBAN DESIGN COMMISSION
REVIEW AND APPROVAL

AGENDA ITEM # _____
Project # _____

Action	Requested
DATE SUBMITTED: February 20, 2008	<input type="checkbox"/> Informational Presentation
UDC MEETING DATE: February 27, 2008	<input checked="" type="checkbox"/> Initial Approval and/or Recommendation
	<input checked="" type="checkbox"/> Final Approval and/or Recommendation

PROJECT ADDRESS: 333 W. Washington Avenue
ALDERMANIC DISTRICT: 4

OWNER/DEVELOPER (Partners and/or Principals) ARCHITECT/DESIGNER/OR AGENT:

CONTACT PERSON: Nathan Novak
Address: 625 Williamson St.
Madison, WI 53703
Phone: 608-251-1177
Fax: 608-251-6147
E-mail address: nate.novak@jjr-us.com

TYPE OF PROJECT:

(See Section A for:)

- Planned Unit Development (PUD)
 - General Development Plan (GDP)
 - Specific Implementation Plan (SIP)
- Planned Community Development (PCD)
 - General Development Plan (GDP)
 - Specific Implementation Plan (SIP)
- Planned Residential Development (PRD)
- New Construction or Exterior Remodeling in an Urban Design District * (A public hearing is required as well as a fee)
- School, Public Building or Space (Fee may be required)
- New Construction or Addition to or Remodeling of a Retail, Hotel or Motel Building Exceeding 40,000 Sq. Ft.
- Planned Commercial Site

(See Section B for:)

- New Construction or Exterior Remodeling in C4 District (Fee required)

(See Section C for:)

- R.P.S.M. Parking Variance (Fee required)

(See Section D for:)

- Comprehensive Design Review* (Fee required)
- Street Graphics Variance* (Fee required)

Other _____
*Public Hearing Required (Submission Deadline 3 Weeks in Advance of Meeting Date)
Where fees are required (as noted above) they apply with the first submittal for either initial or final approval of a project.

URBAN DESIGN COMMISSION APPROVAL PROCESS

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.

The process outlined here is intended to:

- Facilitate the preparation of meeting agendas.
- Provide information on projects to UDC members in advance of the meeting at which they will consider a project.
- Provide a record of the plans approved for a given project.

TYPES OF APPROVALS

Informational Presentation. Applicants are often encouraged to make an Informational Presentation to the UDC prior to seeking any approvals in order to obtain an initial reaction and direction before undertaking detailed design. Applicants should provide details on any concept, site and building plans, and other relevant information on which the Urban Design Commission can provide feedback.

Initial Approval and/or Recommendation. Applicant may obtain initial approval and/or recommendation of a project by presenting preliminary design information/detail.

Final Approval and/or Recommendation. Applicant may obtain final approval and/or recommendation of a project by presenting final project details. Recommendations/concerns expressed in the initial approval must be addressed at this time.

PRESENTATIONS TO THE COMMISSION

When presenting projects to the Urban Design Commission, applicants should fill out a registration slip provided in the meeting room and present it to the Secretary. The applicant is encouraged to consider the use of various graphic presentation material including a locator map, photographs, renderings/model, scale drawings of the proposal in context with adjacent buildings/uses/signs, etc., as may be deemed appropriate to describe the project. Graphics should be mounted on rigid boards so that they may be easily displayed.

Primarily, the Commission 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.

Presentations should generally be limited to 5-10 minutes. The Commission will withhold questions until the end of the presentation.

APPLICATION REQUIREMENTS

Submission requirements for all types of applications for Urban Design Commission approval are as outlined in the following sections A-D. In addition, Electronic Application Submittal is required by all applicants consisting of a copy of the completed application form, descriptive materials, and plans as individual Adobe Acrobat PDF files compiled either on a non-returnable CD-ROM to be included with their application materials, or in an e-mail sent to UDCApplications@cityofmadison.com The transmittal shall

include the name of the project, address, and applicant. Applicants unable to provide the materials electronically should contact the Secretary of the Urban Design Commission at 267-8740 for assistance.

An application is required for each Urban Design Commission appearance. For projects also requiring Plan Commission approval, applicants must have submitted an accepted application for Plan Commission consideration prior to obtaining any formal action (initial or final approval) from the UDC. Applicants are strongly encouraged to meet with UDC staff prior to preparing an application. Please call (608) 266-4635 to arrange an appointment.

NOTICE REGARDING LOBBYING ORDINANCE: If you are seeking approval of a development that has over 40,000 square feet of non-residential space, or a residential development of over 10 dwelling units, or if you are seeking assistance from the City with a value of \$10,000 (including grants, loans, TIF, or similar assistance), then you likely are subject to Madison's lobbying ordinance (Sec. 2.40, MGO). You are required to register and report your lobbying. Please consult the City's Clerk's Office for more information. Failure to comply with the lobbying ordinance may result in fines.

**All application fees shall be included with the application. Make check payable to City Treasurer,
Madison, Wisconsin.**

SECTION A

SUBMISSION REQUIREMENTS FOR:

- **PUD's,* PCD's, PRD's**
- New Construction or Major Exterior Remodeling in Urban Design District** (\$300 Application Fee)
- **Minor Exterior Remodeling in Urban Design District (\$150 Application Fee)**
- **School, Public Building, or Space (Application Fee may be waived)**
- **New Construction or Addition to or Remodeling of a Retail, Hotel, or Motel Building Exceeding 10,000 sq. ft.**
- **Remodel of Commercial Site**

* NOTE: Applications for Planned Unit Development Districts in Downtown Design Zones are required to address the provisions of Section 28.07(6) of the Zoning Code including the "Exterior and Interior Design

** Criteria for Planned Unit Development Districts in Downtown Design Zones."
Public Hearing Required

1. Informational Presentation

Applications to make an Informational Presentation of a project to the UDC should be accompanied by an electronic pdf submission **AND 14 collated sets** of all materials (11" x 17" max.), including the following **required** items:

- a. Locator Map
- b. Brief Narrative Description of the Project
- c. Any and all relevant plans and information on which feedback by the Urban Design Commission is requested.

2. Initial Approval and/or Recommendation

Applications to make an Initial Approval and/or Recommendation of a project should be accompanied by an electronic pdf submission **AND 14 collated sets** of all materials (11" x 17" max.), including the following **required** items:

- a. Locator Map
- b. Site Plan showing location of existing and proposed buildings
- c. Landscaping Plan
- d. Building Elevations
- e. Contextual site information including photographs and layout of adjacent buildings/structures
- f. PUD text and letter of intent

3. Final Approval and/or Recommendation

Applications to obtain Final Approval and/or Recommendation of a project should be accompanied by an electronic pdf submission **AND 14 collated sets** of all materials (11" x 17" max.), including the following **required** items:

- a. Locator Map
- b. Site Plan showing location of existing and proposed buildings
- c. Grading Plan
- d. Landscape Plan
- e. Building Elevations, colored with shadow lines required
- f. Proposed Signage
- g. Lighting Plan/Details/Photometrics
- h. Utility/HVAC equipment location and screening details
- i. PUD text and letter of intent

The applicant shall bring to the UDC meeting, samples of the exterior building materials and color scheme to be used on the project; in addition to providing a list of exterior building materials and colors as an attachment and/or detail to the building elevations.

SECTION B

SUBMISSION REQUIREMENTS FOR:

- **New Construction or Major Exterior Remodeling in C4 District (No application fee required - covered by Plan Commission application)**
- **Minor Exterior Remodeling in C4 District (\$150 Application Fee)**

1. Informational Presentation

Applications to make an Informational Presentation of a project to the UDC should be accompanied by an electronic pdf submission **AND 14 collated sets** of all materials (11" x 17" max.), including the following **required** items:

- Locator Map
- Brief Narrative Description of the Project
- Any and all relevant plans and information on which feedback by the Urban Design Commission is requested.

2. Initial Approval and/or Recommendation

Applications to make an Initial Approval and/or Recommendation of a project should be accompanied by an electronic pdf submission **AND 14 collated sets** of all materials (11" x 17" max.), including the following **required** items:

- Locator Map
- Building Elevations including adjacent buildings
- Photographs of existing buildings as well as adjacent buildings.

3. Final Approval and/or Recommendation

Applications to obtain Final Approval and/or Recommendation of a project should be accompanied by an electronic pdf submission **AND 14 collated sets** of all materials (11" x 17" max.), including the following **required** items:

- Locator Map
- Building Elevations including adjacent buildings
- Photographs of existing buildings as well as adjacent buildings.
- Proposed Signage

The applicant shall bring to the UDC meeting, samples of the exterior building materials and color scheme to be used on the project; in addition to providing a list of exterior building materials and colors as an attachment and/or detail to the building elevations.

SECTION C

SUBMISSION REQUIREMENTS FOR:

- **RPSM Parking Variance (\$300 Application Fee)**

1. Informational Presentation

Applications to make an Informational Presentation of a project to the UDC should be accompanied by an electronic pdf submission **AND 14 collated sets** of all materials (11" x 17" max.), including the following **required** items:

- Locator Map
- Brief Summary of the Parking Variance Request
- Any and all relevant plans and information on which feedback by the Urban Design Commission is requested.

2. Initial Approval and/or Recommendation

Applications to make an Initial Approval and/or Recommendation of a project should be accompanied by an electronic pdf submission **AND 14 collated sets** of all materials (11" x 17" max.), including the following **required** items:

- Locator Map
- Summary of the Parking Variance Request
- Site Plan
- Landscape Plan

3. Final Approval and/or Recommendation

Applications to obtain Final Approval and/or Recommendation of a project should be accompanied by an electronic pdf submission **AND 14 collated sets** of all materials (11" x 17" max.), including the following **required** items:

- Locator Map
- Summary of the Parking Variance Request
- Site Plan
- Landscape Plan
- Parking Lot Lighting Plan/Details/Photometrics

SECTION D

SUBMISSION REQUIREMENTS FOR:

- **Comprehensive Design Review (\$200 Application Fee)**
- **Secret Graphics Variance (\$200 Application Fee)**

NOTE: Public Hearing Required

1. Informational Presentation

Applications to make an Informational Presentation of a project to the UDC should be accompanied by an electronic pdf submission **AND 14 collated sets** of all materials (11" x 17" max.), including the following **required** items:

- Locator Map
- Brief Narrative Description of the Project
- Any and all relevant plans and information on which feedback by the Urban Design Commission is requested.

2. Initial Approval and/or Recommendation

Applications to make an Initial Approval and/or Recommendation of a project should be accompanied by an electronic pdf submission **AND 14 collated sets** of all materials (11" x 17" max.), including the following **required** items:

- Locator Map
- A written explanation of the variance requested comparing the Sign Code allowance to the proposed signage.
- Site Plan (show location of all existing and proposed buildings, and all existing and proposed street graphics, specifying which existing graphics, if any, are to be removed)
- Scale drawing of each proposed graphic, including awning graphics
- Photographs of site

3. Final Approval and/or Recommendation

Applications to obtain Final Approval and/or Recommendation of a project should be accompanied by an electronic pdf submission **AND 14 collated sets** of all materials (11" x 17" max.), including the following **required** items:

- Locator Map
- A written explanation of the variance requested comparing the Sign Code allowance to the proposed signage.
- Site Plan (show location of all existing and proposed buildings, and all existing and proposed street graphics, specifying which existing graphics, if any, are to be removed)
- Scale drawing of each proposed graphic, including awning graphics
- Description and/or samples of materials and colors for each proposed sign
- Photographs of site
- If any graphics similar to proposed graphics are in use elsewhere, photographs of the similar graphics

STREET GRAPHICS VARIANCE AND/OR COMPREHENSIVE DESIGN REVIEW

Section 31.04 of the Madison General Ordinance provides for the City's Urban Design Commission, after a public hearing to:

- Approve a street graphic up to twenty-five percent (25%) larger or higher than the maximum square footage or height otherwise allowed or reduce the yard or setback required if a variance:
 - Is necessary for a street graphic located on the site of an establishment to be identifiable and legible from the nearest roadway at prevailing speeds; and
 - Will result in a street graphic more in scale with the building and site and in a superior overall design.
- Permit street graphics which will front on roads which according to the official map or capital improvement program indicate a change in size of that road or a change of zoning in the future as if the change were currently in effect;
- Permit the use of an above-roof graphic on a given zoning lot in a commercial district provided that the graphics on adjacent properties reduce the effectiveness of other types of conforming street graphics or were topographic relationships between structures and right-of-ways would deem their use appropriate;
- Permit the use of an above-roof graphic when the architecture of the building does not provide a reasonable signable area;
- Permit the use of wall graphics on building facades not adjacent to off-street parking areas where, due to variation of building setbacks, a signable area exists, provided the area of the graphic shall not exceed the area of the wall graphic permitted on the front of the building;
- Approve a comprehensive design plan for either an existing or new building should the integration of street graphics into an overall building design be prohibited solely by the restrictions of this ordinance, with the objective of the comprehensive design review being recognition of exceptional effort to create visual harmony between street graphics, the building and the building site; and
- Permit an above-canopy graphic that crosses architectural detail to be erected closer than five (5) feet to the nearest face of a building.



landscape architecture
planning
urban design
civil engineering
environmental science

February 20, 2008

Mr. Al Martin
City of Madison
Planning & Development
215 Martin Luther King Jr. Blvd
PO Box 2985
Madison, WI 53701-24985

**Re: Urban Design Commission Submittal – Initial/Final approval requested
Capitol West (Phase II), PUD – SIP**

Dear Mr. Martin:

The following is submitted together with plans, legal description, zoning text and application for Urban Design Commission consideration of initial and final approval of the proposed SIP development as outlined herein.

Project: Capitol West – Phase II, **Hyatt Place Hotel**
333. W. Washington Ave. (Block 51), adjacent 309 W. Washington
Capitol West (currently under construction) and 345 W. Washington –
Existing office building.

Developer: *LodgeWorks (Agent)*
178 South Main Street
Cohasset, MA 02025
Office: (781) 383-5500
Fax: (781) 383-8585
Contact Denny Meikleham
Local contact: Nate Novak (JJR 608-251-1177)

Property Owner: *Block 51, LLC*
145 East Badger Road, Suite 200
Madison, WI 53713
Office: (608) 258-5580
Fax: (608) 258-5599
Contact: Thomas Miller

Project Description:

LodgeWorks proposes to develop 333 W. Washington (a parcel of the Block 51 – Capitol West project) into a Hyatt Place Hotel. The Hyatt Place chain is owned by Hyatt Hotel Corporation, and LodgeWorks has been approved as a franchisee. Hyatt Place is a business hotel catering to executive class visitors in town for business and/or pleasure.



Site Development includes W. Washington front entry to hotel with drive through passenger drop-off, porte cochere canopy, widened public sidewalk and a small bistro style exterior plaza adjacent the hotel lobby. The south end of the building will have a sub-grade tunnel connection from the Main St. ramp lobby to the 1st floor lobby level of the hotel. Also planned on the south is a pedestrian stair with bicycle ramp connecting Washington Place and the 345 parking entry drive. This leads to the 345 plaza deck/Capitol Mews continuation to Broom St.

Current proposed architecture is intended to conceptually share common attributes with the proposed 309 W. Washington façade including similar materials and style unifying the project in character to the rest of the Capitol West development. At the same time, the hotel wants to maintain identity features unique to itself such as the porte cochere to distinguish the hotel use. (Note: image sheet of Capitol West Development has been included for reference)

At it's October 2, 2007 meeting, Common Council approved the GDP including the use of the terrace for the drop-off as well as committing to the building location and setback on W. Washington Avenue. The setback approval was requested by LodgeWorks to provide closure and reassurance allowing design drawings to move forward without risking change to the building setback which could impact the building footprint.

Meetings during the GDP process with City Staff have indicated the drop-off needs to be a minimum of 18'-0" to adequately and safely allow for unobstructed flow through the drop-off. The current design provides a 12'-8" combined sidewalk and guest loading area (building face to curb), an 18'-0" 2-lane drop-off and a 10'-6" planted terrace (inside curb dimension) along W. Washington Ave.

The design team feels the submitted design is safe, functional and aesthetically acceptable.

This design is similar to the needs and uses necessitated by other approved canopies and drop-offs on W. Washington Avenue and the downtown area. Hotel front entries need to welcome their out of town guests civily and providing a highly visible, accessible refuge for loading and unloading provides this in addition to enhancing the economic viability of the hotel and surrounding area.

Project Schedule

Having completed the GDP approval at Common Council October 2, 2007, the proposed schedule is to obtain SIP approval in early 2008 immediately followed by 100% construction document submittal to the City to obtain a building permit. Site preparation and construction is planned to begin as soon as approvals are obtained (likely late spring or early summer 1008). This schedule coincides with the tail end of Phase I (Capitol West



Hyatt Place Hotel UDC Letter of Intent
Submitted by LodgeWorks
January 23, 2008
Page 3

SIP) construction thereby continuing construction on the block and expediting the phased build out originally laid out in the Capitol West GDP.

Thank you for your time in reviewing this proposal.

Regards,

A handwritten signature in black ink, appearing to read 'Nathan Novak'. The signature is fluid and cursive, with a large initial 'N'.

Nathan Novak
JJR, Project Manager

Cc: Tom Miller, Natalie Bock, Adam Winkler, Ed Freer (The Alexander Company)
Bill White (Michael, Best & Fredrich)
MOF