

HYATT PLACE™

Hyatt Place

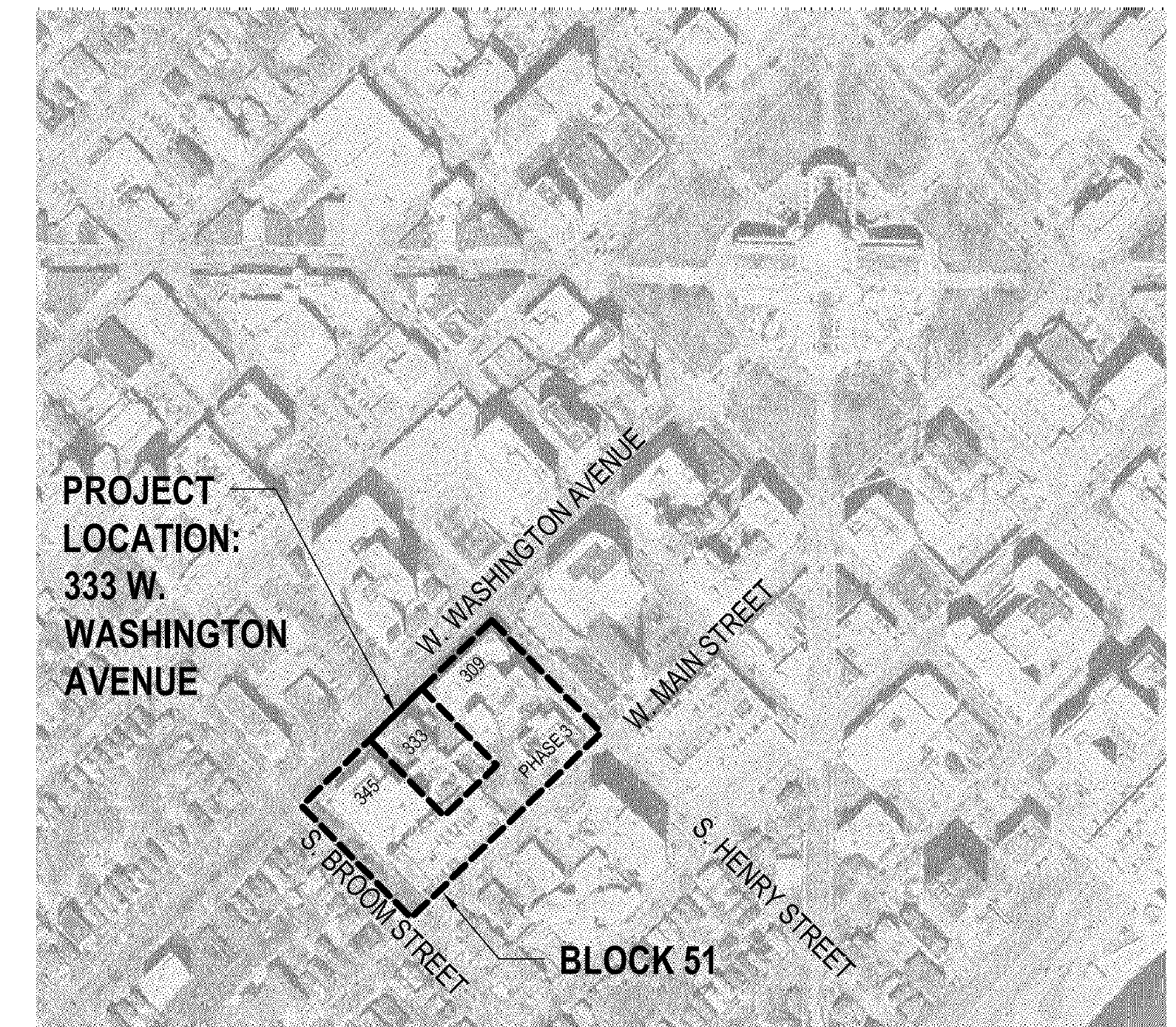
333 W. Washington Ave.
Block 51 - Madison, WI 53703

Specific Implementation Plan

UDC - Submittal

March 26, 2008

(amended from December 12th SIP submittal)



CONTEXT MAP

NOT TO SCALE



North

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NOTES:

1. THIS SUBMITTAL DOES NOT HAVE A LIGHTING PLAN PER COMMENT 35 OF THE GDP COMMENTS.
2. WASHINGTON PLACE LIGHTING ACCOMMODATED IN PHASE 1 CAPITOL WEST APPROVED SIP
3. FRONT ENTRY LIGHTING PROVIDED BY ARCHITECTURAL CANOPY DOWN LIGHTING AND LOW LEVEL GROUND ACCENT LIGHTING ALONG SIDEWALK
4. SERVICE: TRASH ENCLOSURE IS LOCATED IN RECESS WITHIN BUILDING WITH OVERHEAD DOOR AND WILL BE INTERNALLY LIT
5. 345 W. WASHINGTON HAS AN APPROVED LIGHTING PLAN PER MODIFIED SIP

PREPARED FOR:

Property Owner:

CAPITOL WEST
Block 51, LLC
 145 East Badger Rd., Suite 200
 Madison, Wisconsin 53713
 ☎ 608.258.5580
 ☎ 608.258.5599

Business Owner/Developer:

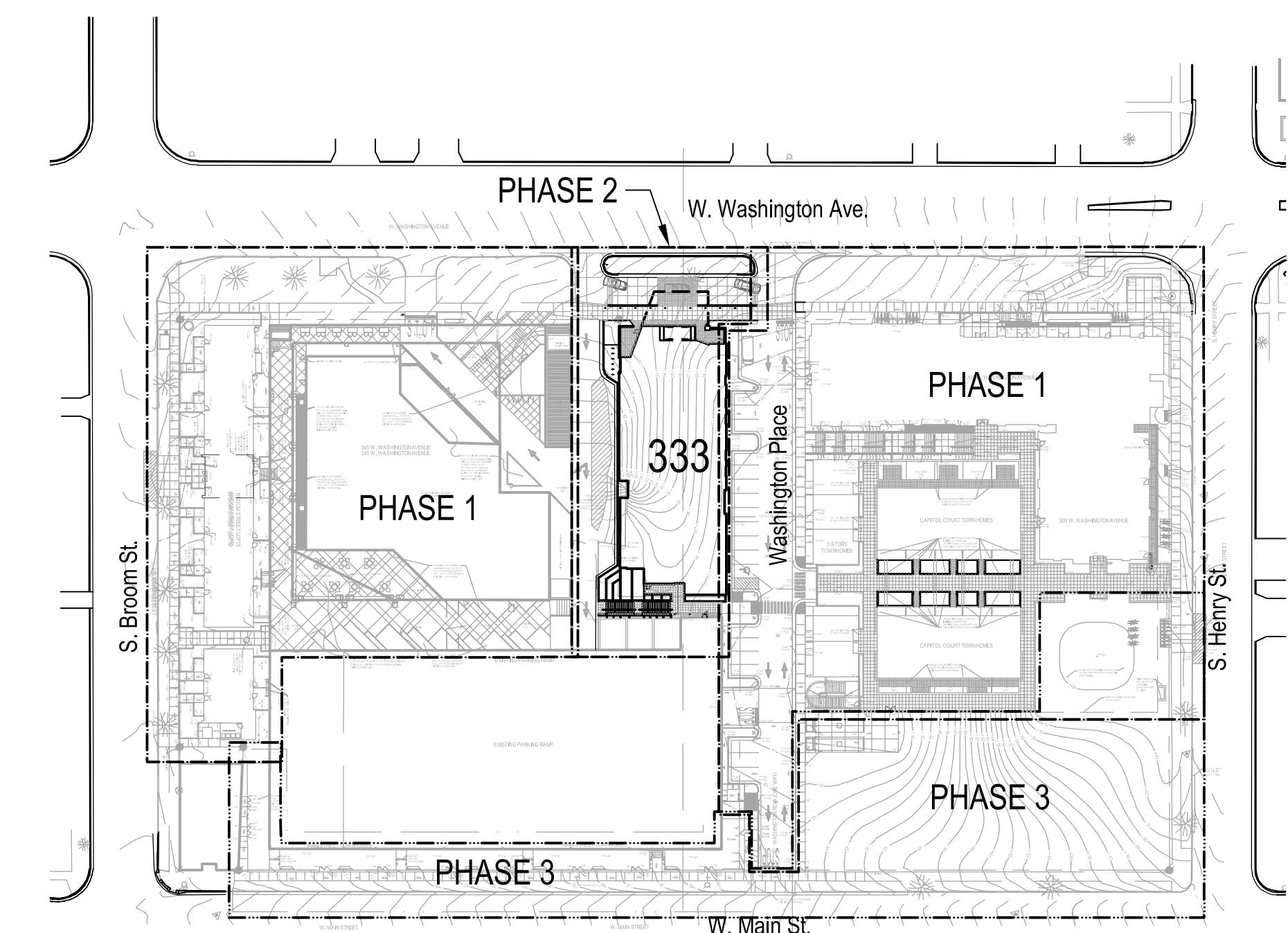
Lodgeworks
 WE MAKE LODGING WORK™
Lodgeworks, LP
 8100 E. 22nd Street Building 500
 Wichita, KS 67226
 ☎ 316.681.5707
 ☎ 316.681.0905

PREPARED BY:

JJR
 JJR, LLC
 625 Williamson Street
 Madison, Wisconsin 53703
 ☎ 608.251.1177
 ☎ 608.251.6147

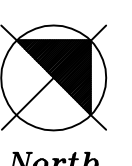


1300 E. Lewis
 Wichita, KS 67211
 ☎ 316.267.8233
 ☎ 316.267.8566



SITE MAP

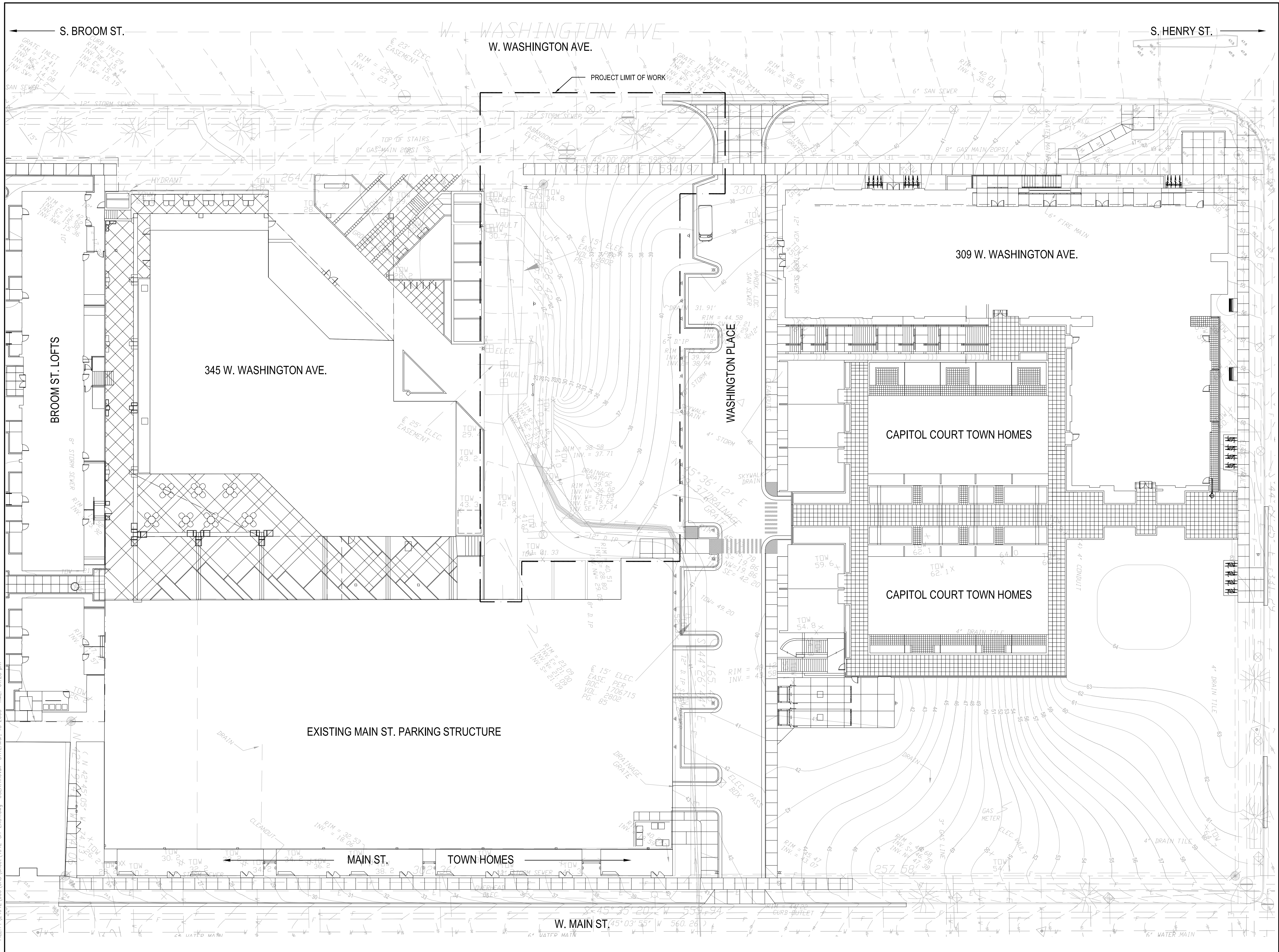
NOT TO SCALE



North

- PHASE 1: 309 W. WASHINGTON, WASHINGTON PLACE, CAPITOL COURT TOWN HOMES, WASHINGTON ROW TOWN HOMES, 345 W. WASHINGTON, BROOM ST. LOFTS, BELOW GRADE PARKING STRUCTURE
 PHASE 2: 333 W. WASHINGTON (HYATT PLACE)
 PHASE 3: 306 W. MAIN ST., MAIN ST. TOWN HOMES AND ASSOCIATED PUBLIC WORKS IMPROVEMENTS

C 002 FIRE ACCESS PLAN IS INCLUDED FOR REFERENCE ONLY. THIS IS THE APPROVED FIRE ACCESS PLAN FOR THE RECORDED CAPITOL WEST PHASE 1. THIS PLAN INTENDED TO ACCOMMODATE ALL FUTURE PHASES



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PUD - SIP - UDC		03-26-2008

SEALS AND SIGNATURES

KEY PLAN 

DRAWING TITLE
Existing Conditions

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

PROJECT NUMBER
24942.001

DRAWING NUMBER
C 1.1

FILE P: 24942.000\CAD\sheet\4942-SH-EXST.dwg USER: mowak DATE: Mar 18 2008 TIME: 01:28 pm

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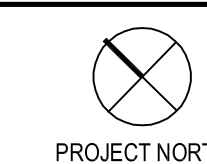
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SEALS AND SIGNATURES

KEY PLAN



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

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

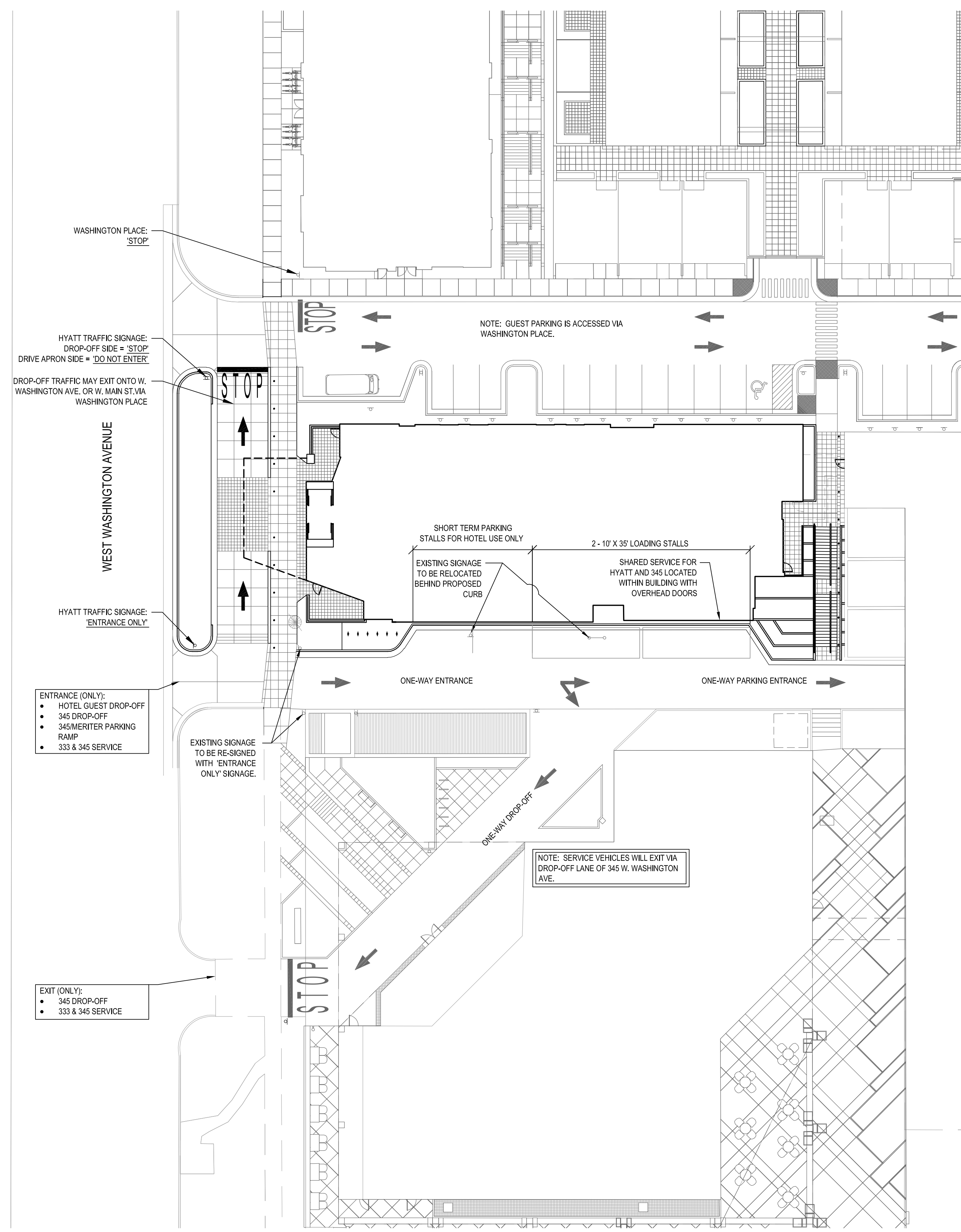
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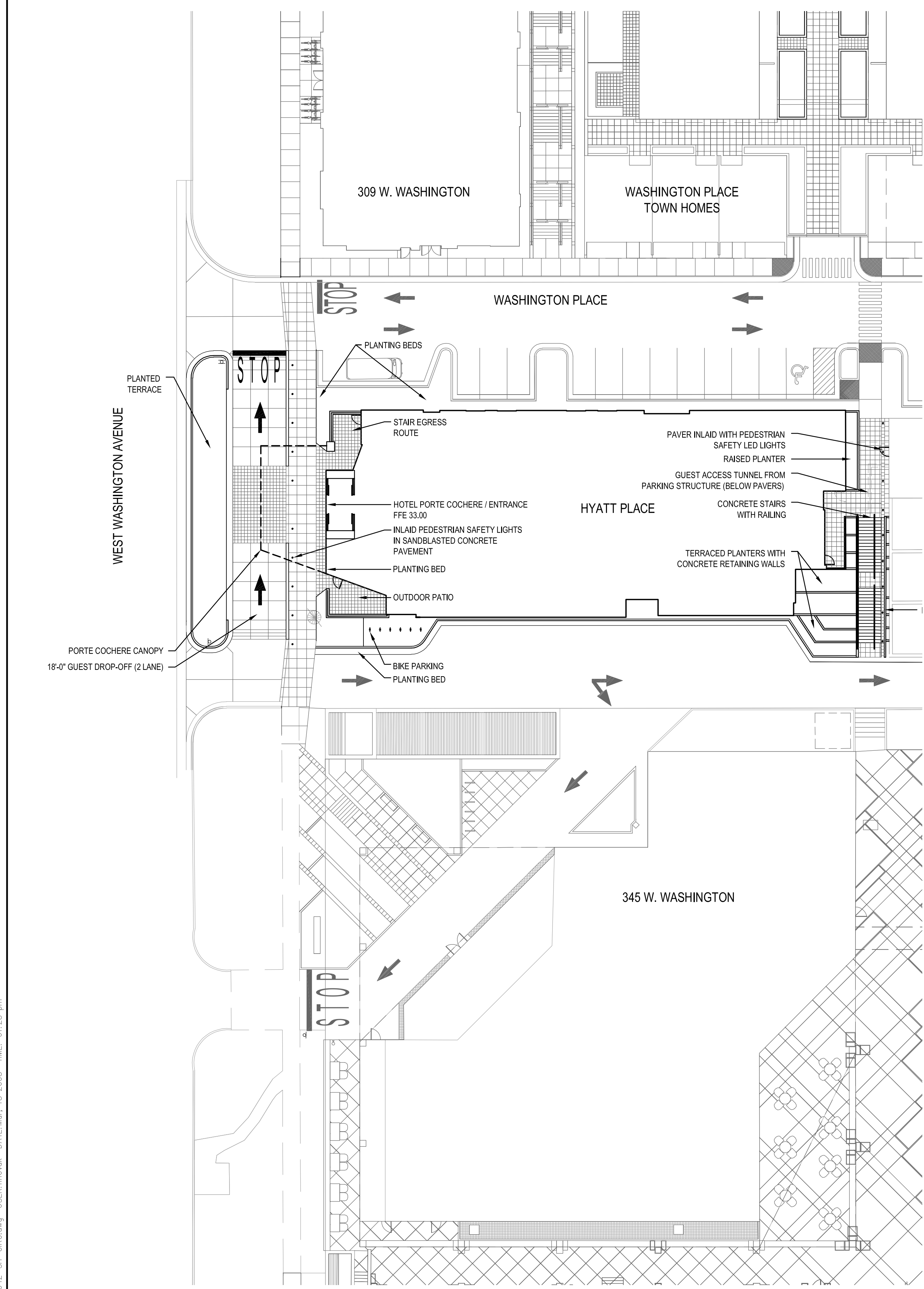
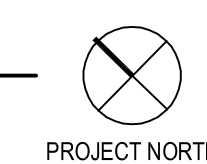
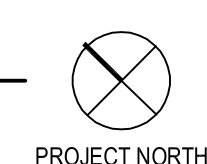
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NOTE:

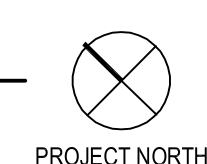
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2 VEHICULAR CIRCULATION PLAN
 SCALE 1" = 20'



1 OVERALL SITE DEVELOPMENT
 SCALE 1" = 20'



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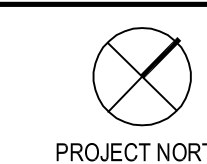
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SEALS AND SIGNATURES

KEY PLAN

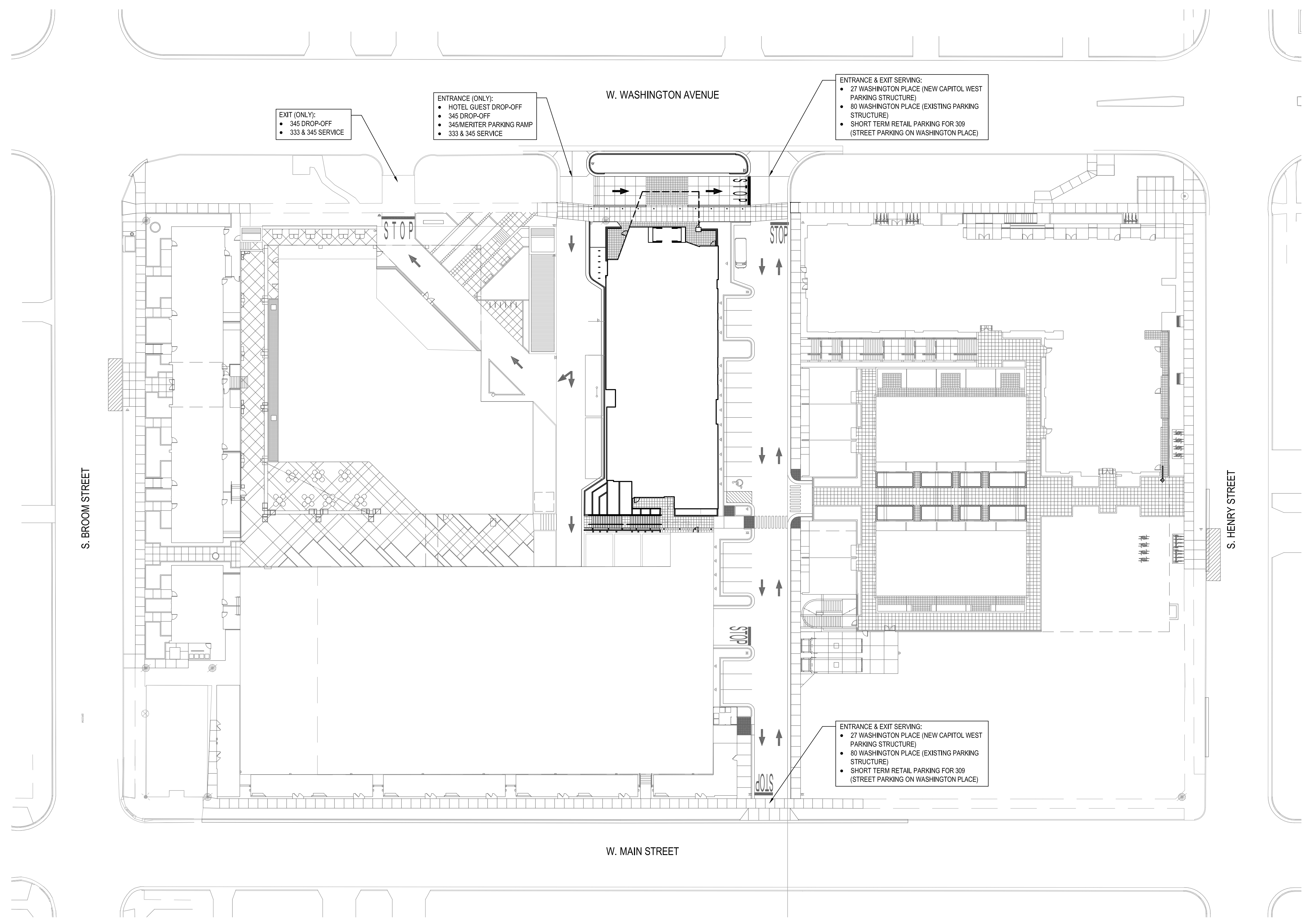


DRAWING TITLE
Overall Site Circulation Plan

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

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24942.001

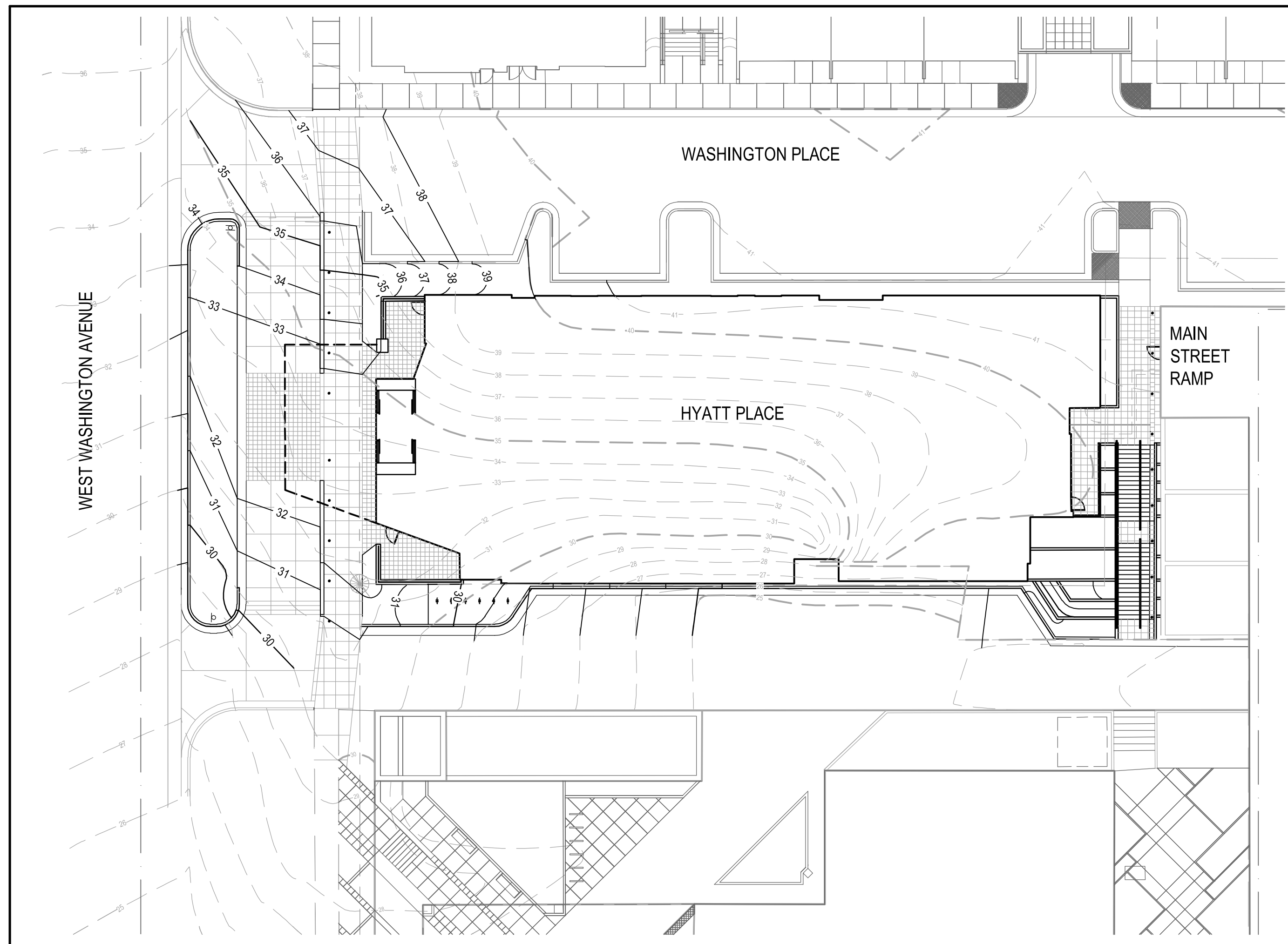
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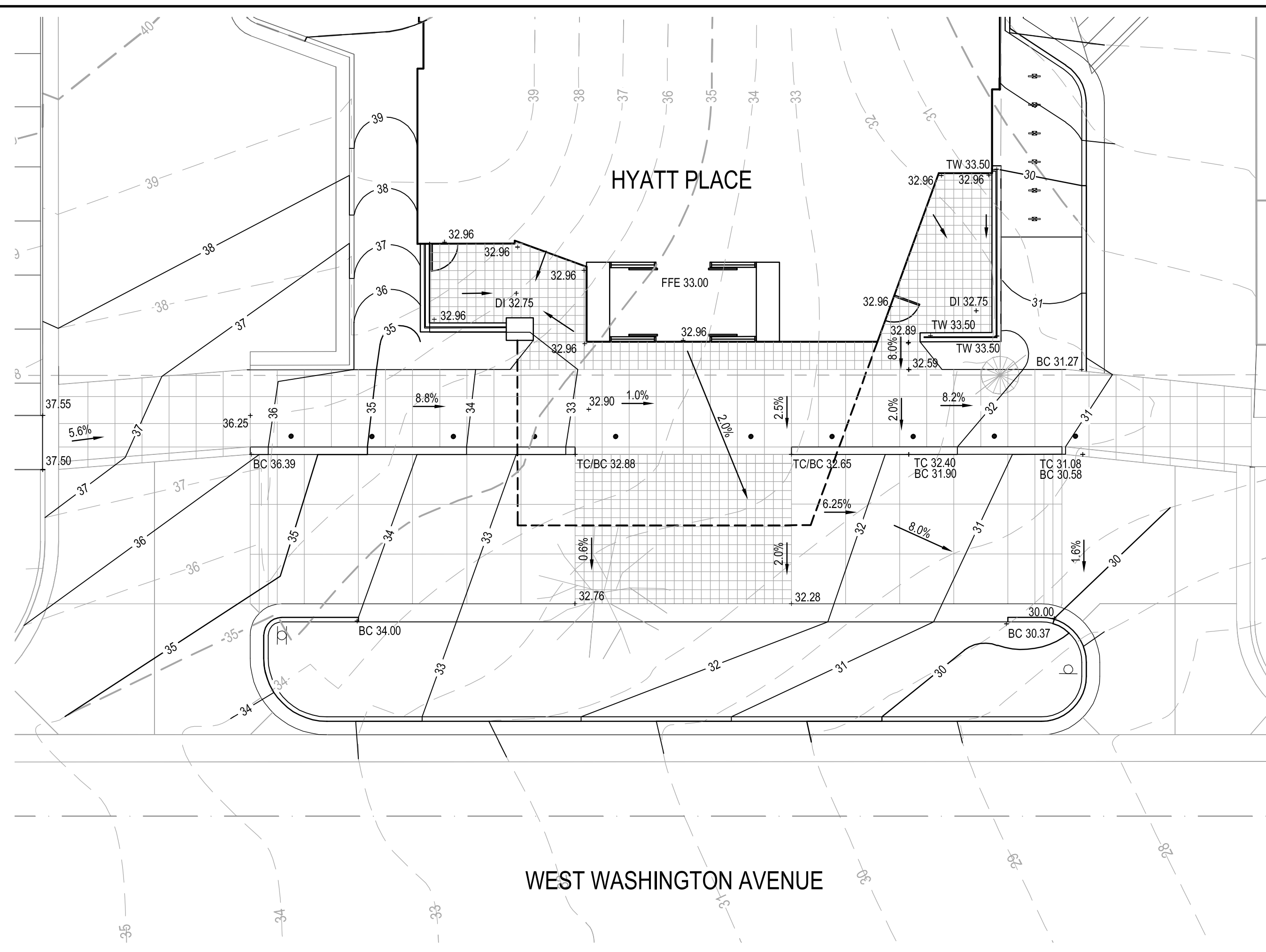
1 OVERALL SITE CIRCULATION PLAN
SCALE 1" = 30'



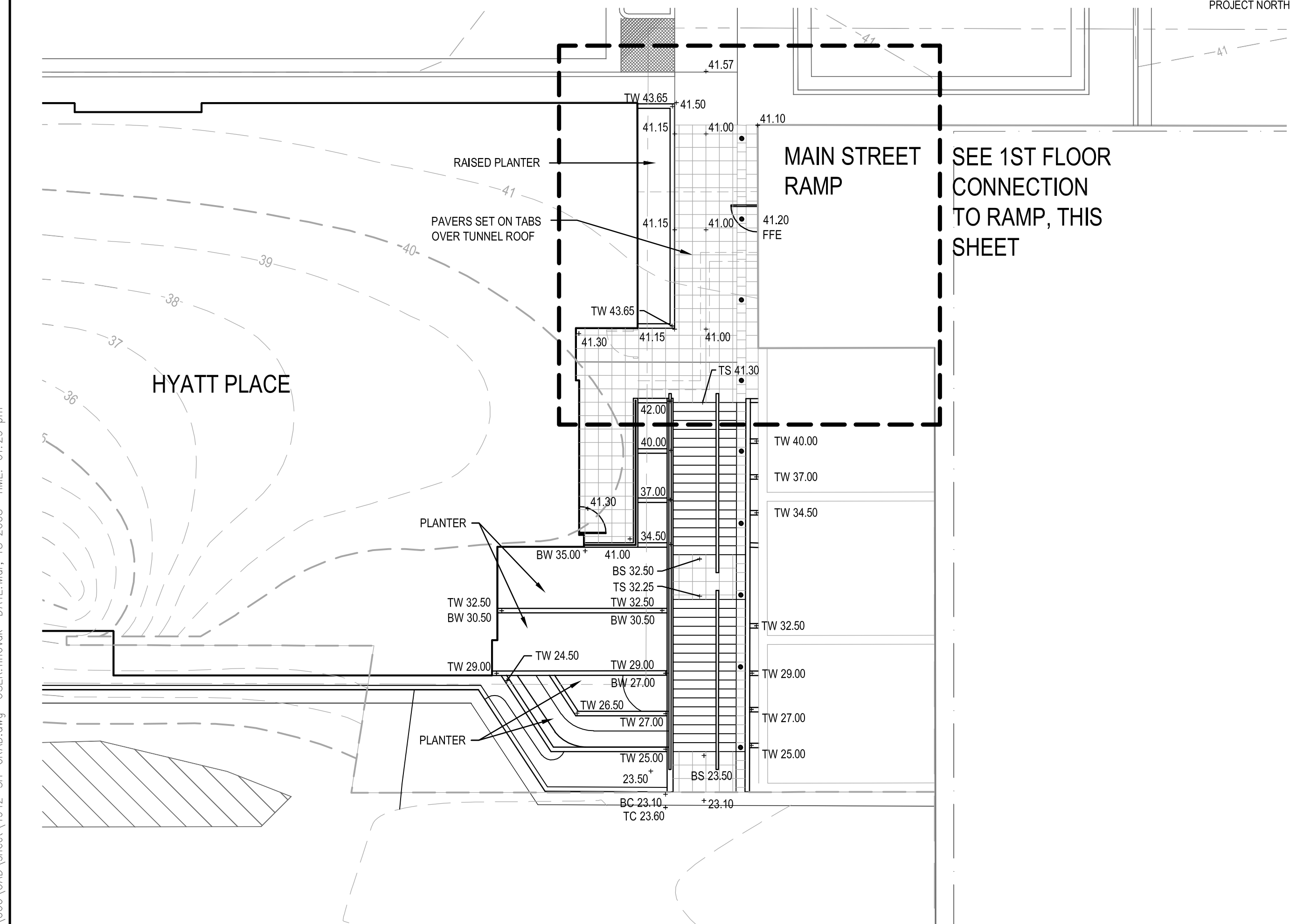
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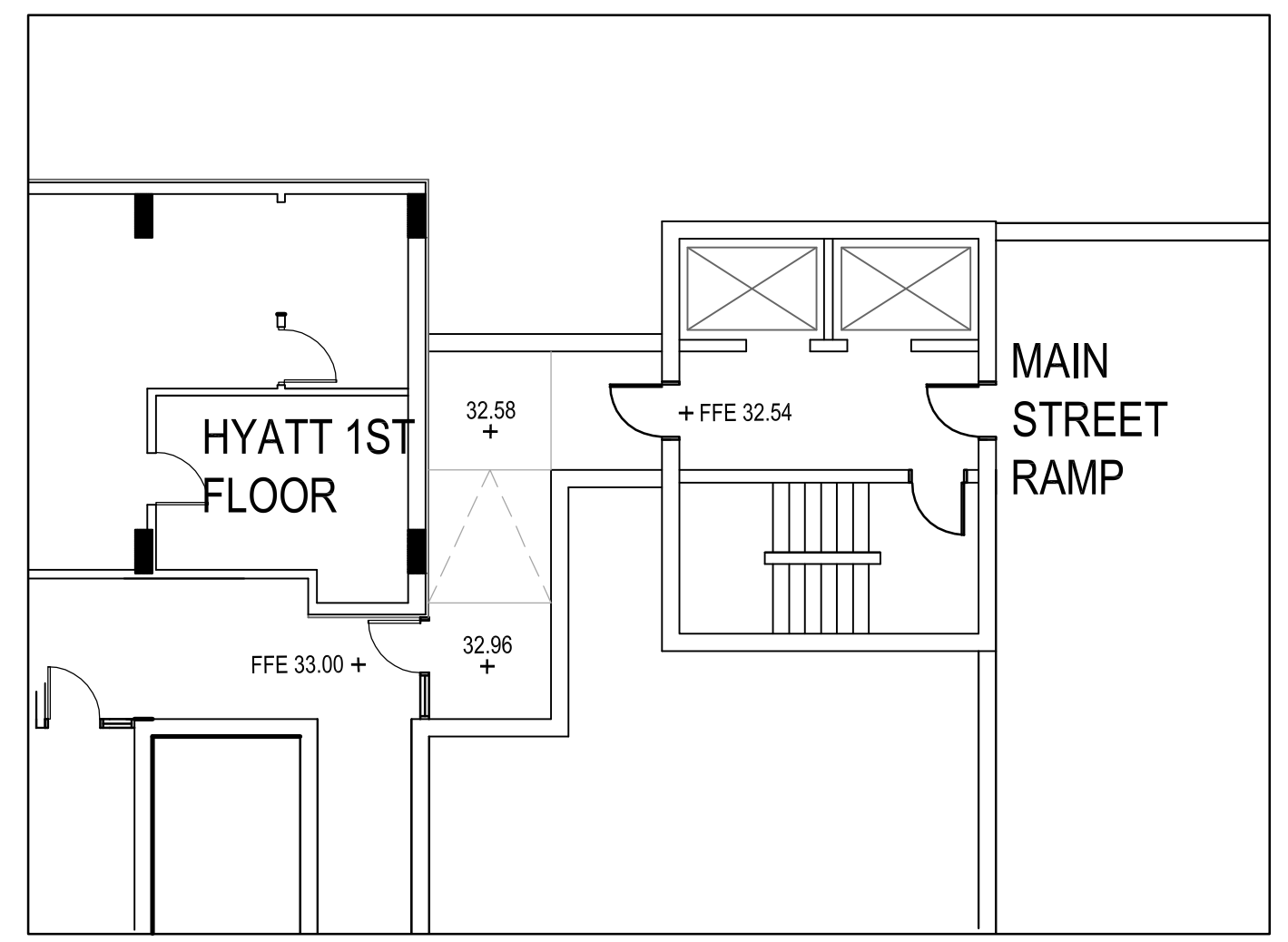
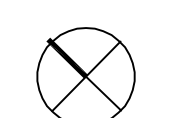
1 OVERALL GRADING PLAN
SCALE 1" = 20'



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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SEALS AND SIGNATURES

KEY PLAN

DRAWING TITLE
Grading Plan

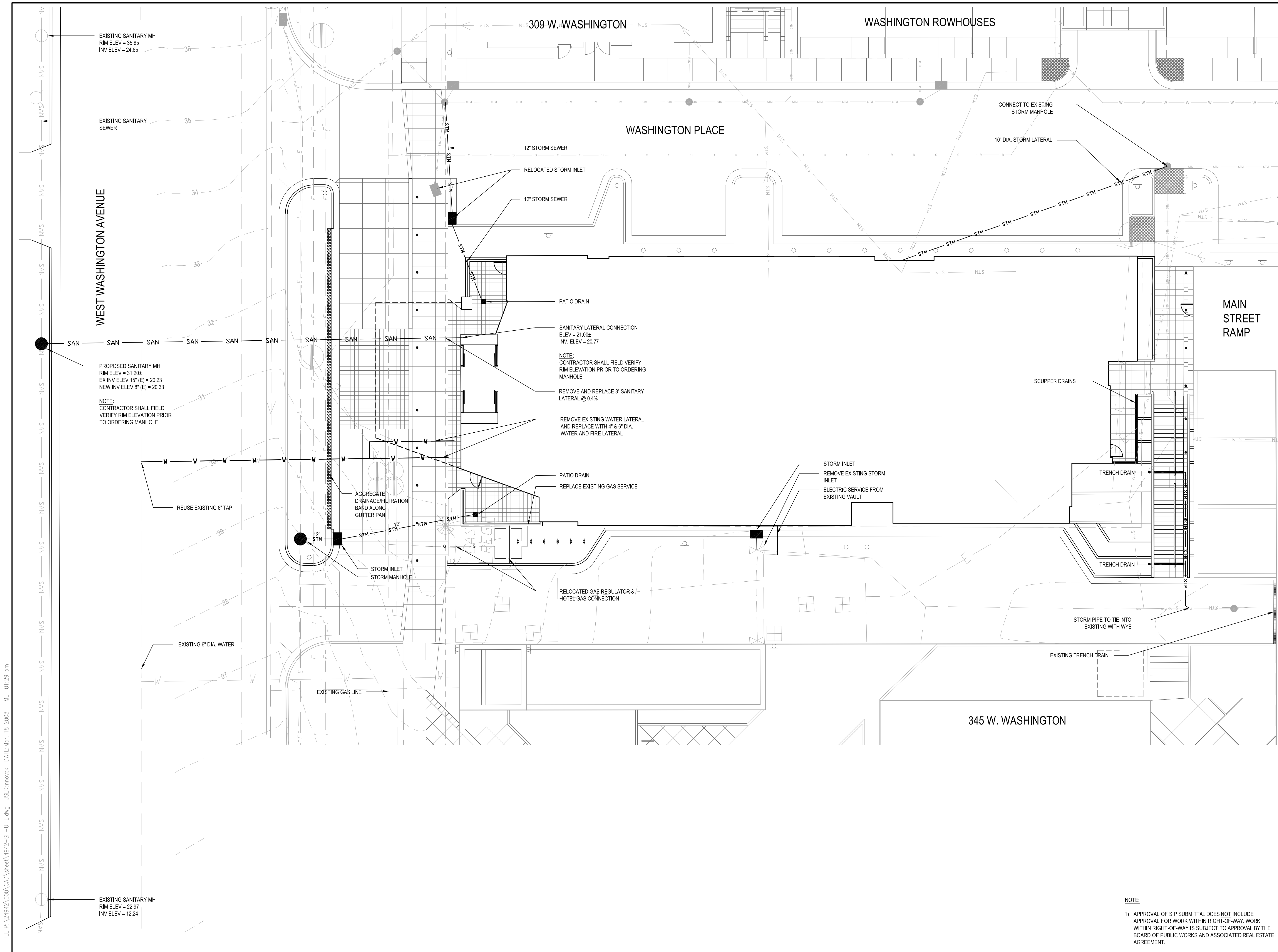
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SCALE 24942.001

PROJECT NUMBER

DRAWING NUMBER
C 1.4

NOTE:
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SEALS AND SIGNATURES

KEY PLAN 

DRAWING TITLE
Utilities Plan

SCALE: 1" = 10' - 0"
SCALE IN FEET

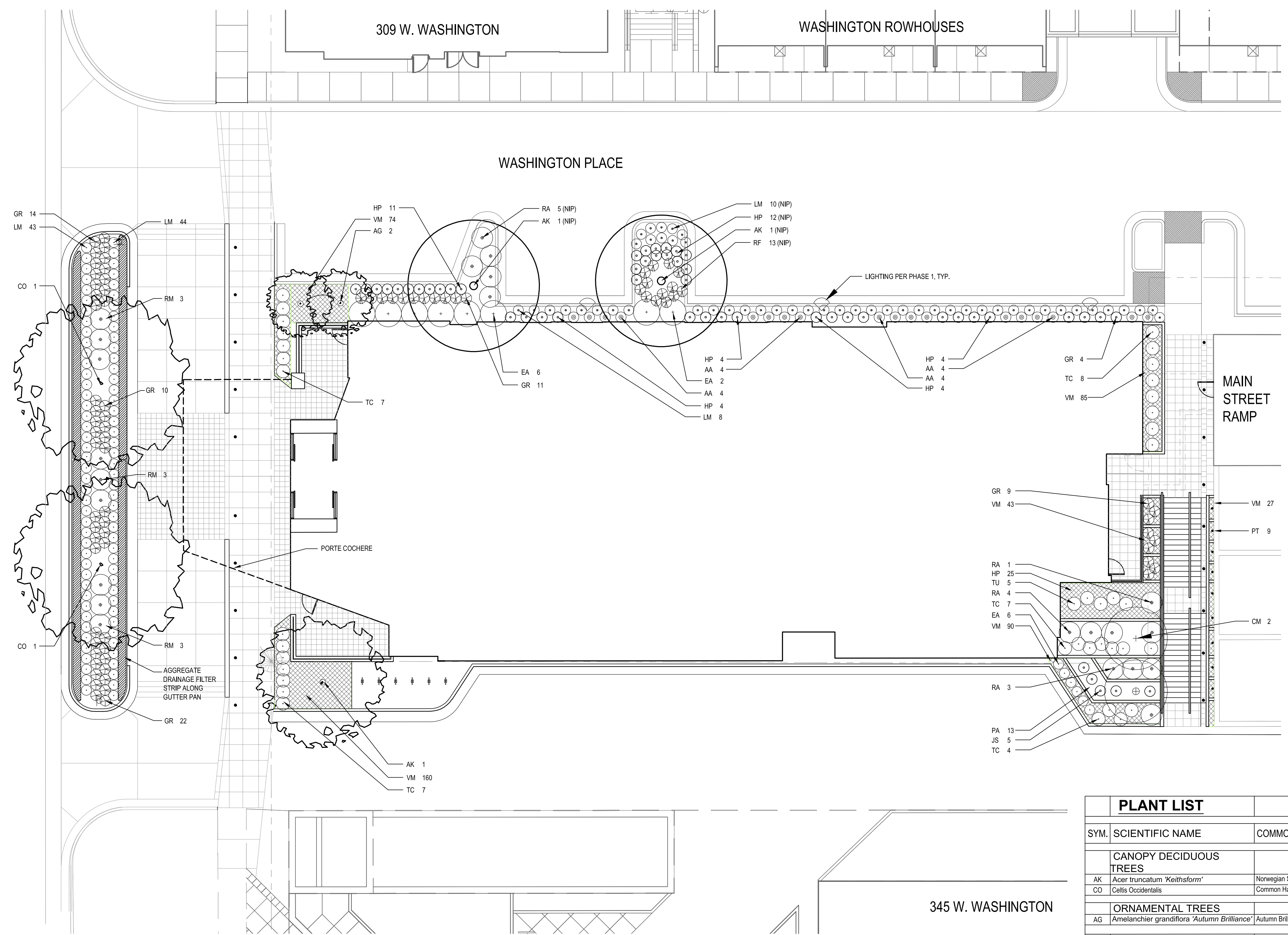
PROJECT NUMBER
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DRAWING NUMBER
C 1.5

NOTE:
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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" CALIPER)	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

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'-ft. 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.

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SEALS AND SIGNATURES

KEY PLAN

PROJECT NORTH

PLANT LIST

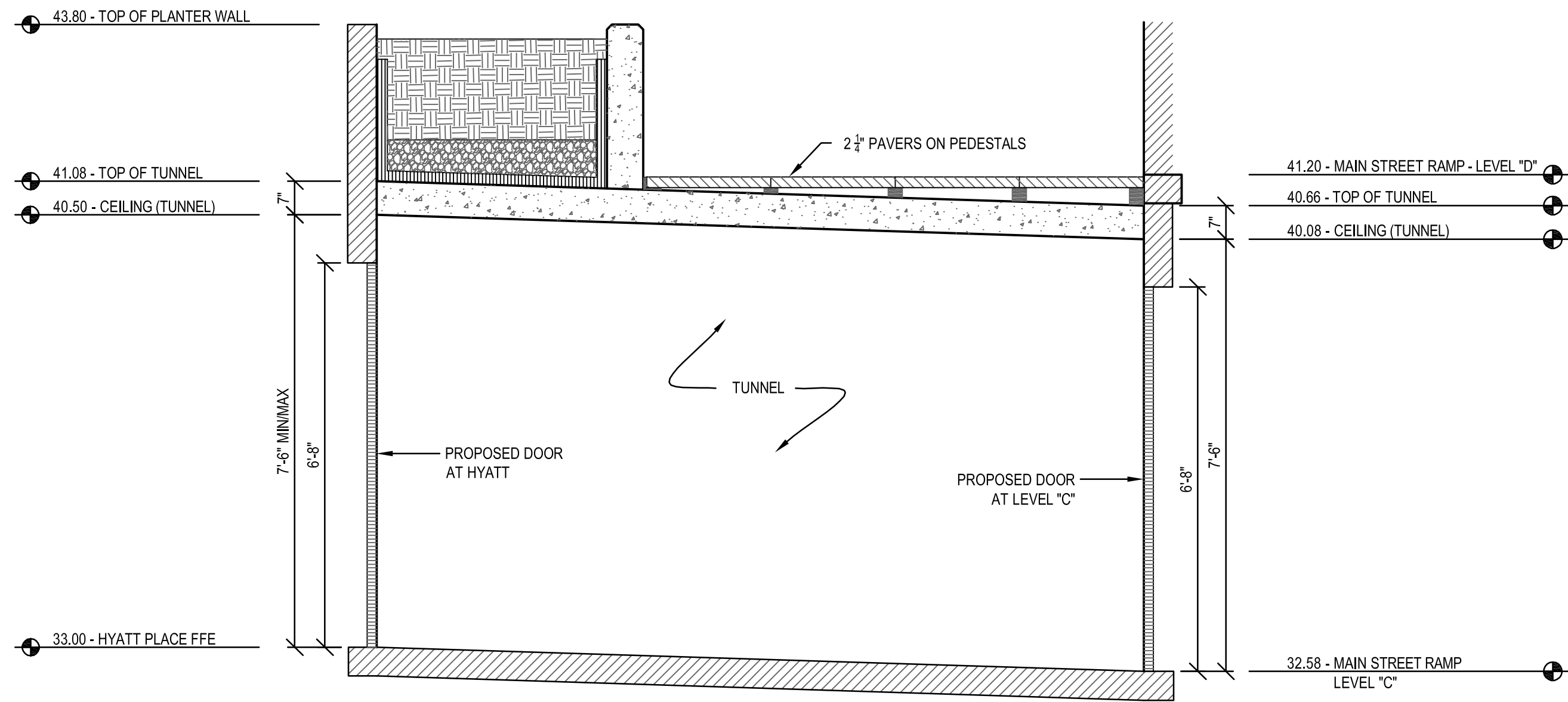
SYM.	SCIENTIFIC NAME	COMMON NAME	SIZE	ROOT	QUANT.	COMMENTS
CANOPY DECIDUOUS TREES						
AK	<i>Acer truncatum 'Keithsform'</i>	Norwegian Sunset Maple	-	-	3	2 Not In Project (NIP)
CO	<i>Celtis occidentalis</i>	Common Hackberry	2 1/2" Cal.	BB	2	Species / Layout by City Forester
ORNAMENTAL TREES						
AG	<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 'Hamel'</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.	72	24" OC (13 NIP, SEE PLAN)
RM	<i>Rosa Meibelle</i>	Red Meidiland Rose	#1	CONT.	74	24" OC
VM	<i>Vinca minor</i>	Periwinkle	#1	CONT.	524	12" OC

DRAWING TITLE
Landscape Plan

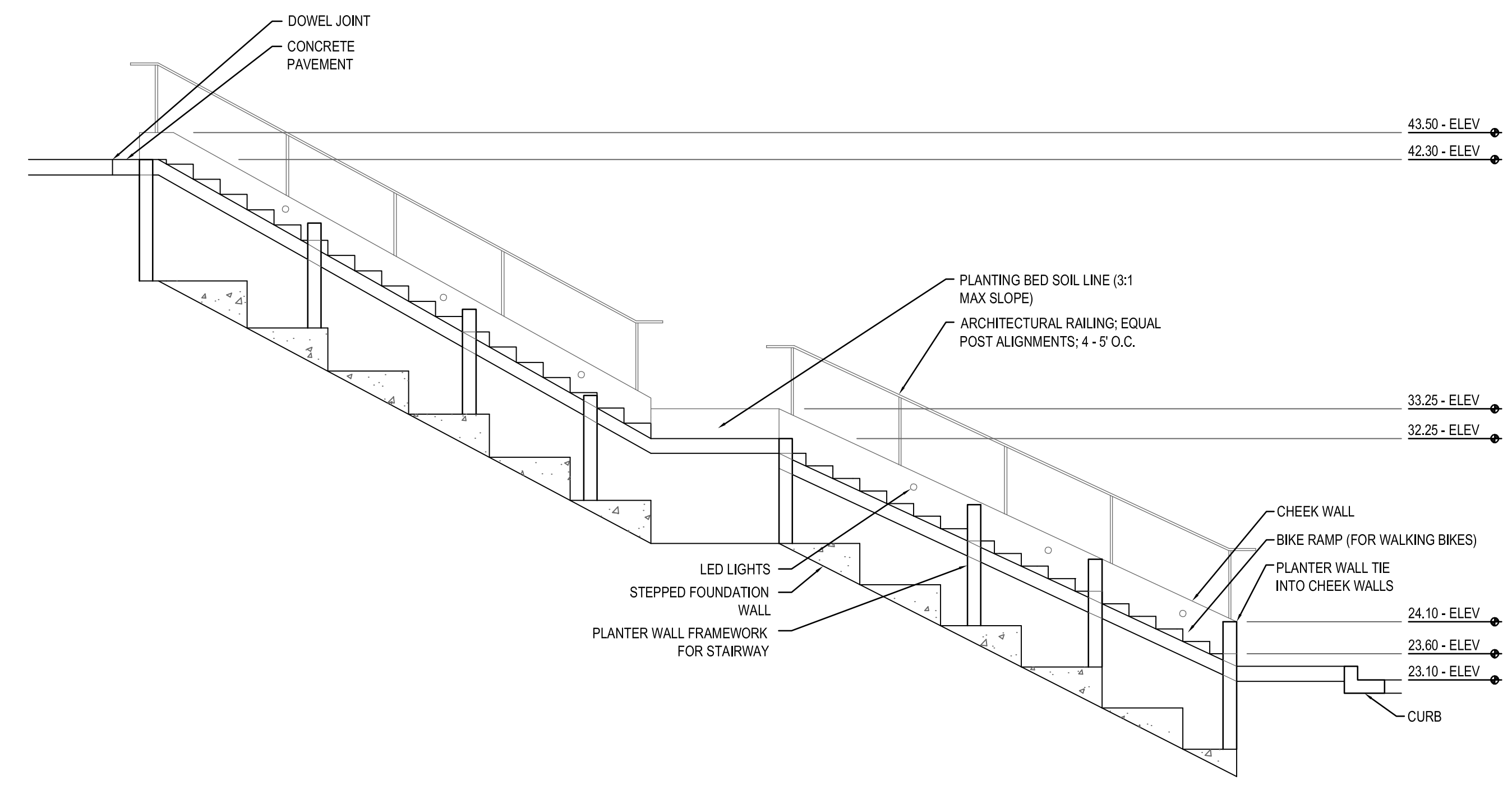
SCALE: 1" = 10' - 0"
SCALE

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DRAWING NUMBER
C 1.6



1 TUNNEL SECTION
SCALE 1/2" = 1'-0"



1 STAIR SECTION
SCALE 1/4" = 1'-0"

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SEALS AND SIGNATURES

KEY PLAN

DRAWING TITLE
Details

SCALE: As Indicated
SCALE 24942.001

PROJECT NUMBER

C 1.7

DRAWING NUMBER



landscape architecture
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urban design
civil engineering
environmental science

March 26, 2008

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

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

Dear Mr. Martin:

The following is a summary of the March 12th, 2007 presentation (Initial approval) derived from Owner/Developer notes with responses where appropriate.

Urban Design Commission Meeting March 12th, 2007:

Items addressed at the March 12th presentation included traffic circulation and architectural modifications. Ed Freer (TAC) and Nate Novak (JJR) walked through a detailed overview of vehicular and pedestrian circulation patterns identifying individual site users and patterns and how those individual patterns work together in a comprehensive block overview. There were few if any comments other than a general approval of the modifications presented.

Following a presentation of the recent architectural modifications a detailed discussion ensued with respect to the front façade and the material palette in general¹. The general concern on the front façade is that it does not present a unique address on W. Washington Ave. The regularity of window shape and pattern is undesirable. In the past week Hyatt and LodgeWorks have been looking at numerous options to provide additional variety while maintaining the cleanliness of the modern architecture approach. The updated elevations in this submittal illustrate the consensus in the façade modifications. We feel the current proposal addresses concerns over the lack of window variation and monotony and over use of the precast treatment. Updated renderings will be presented March 26th.

A more detailed presentation of the building material palette will be conducted at the March 26th presentation. Materials to be covered will include block color options, mortar type and color and precast reveal details.

The Hyatt team hopes you find the revised submittal an improvement and exciting opportunity for W. Washington Ave. and the City of Madison.

¹ Architectural modifications to date include: copper panels on all building facades have been elevated one floor, added copper panel wrap at south east corner, added windows to east and west facades of the north building projection.



Hyatt Place Hotel UDC Letter of Intent
Submitted by LodgeWorks
March 26, 2008
Page 2

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, with the first name 'Nathan' being more prominent than the last name 'Novak'.

Nathan Novak
JJR, Project Manager

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



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

**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:

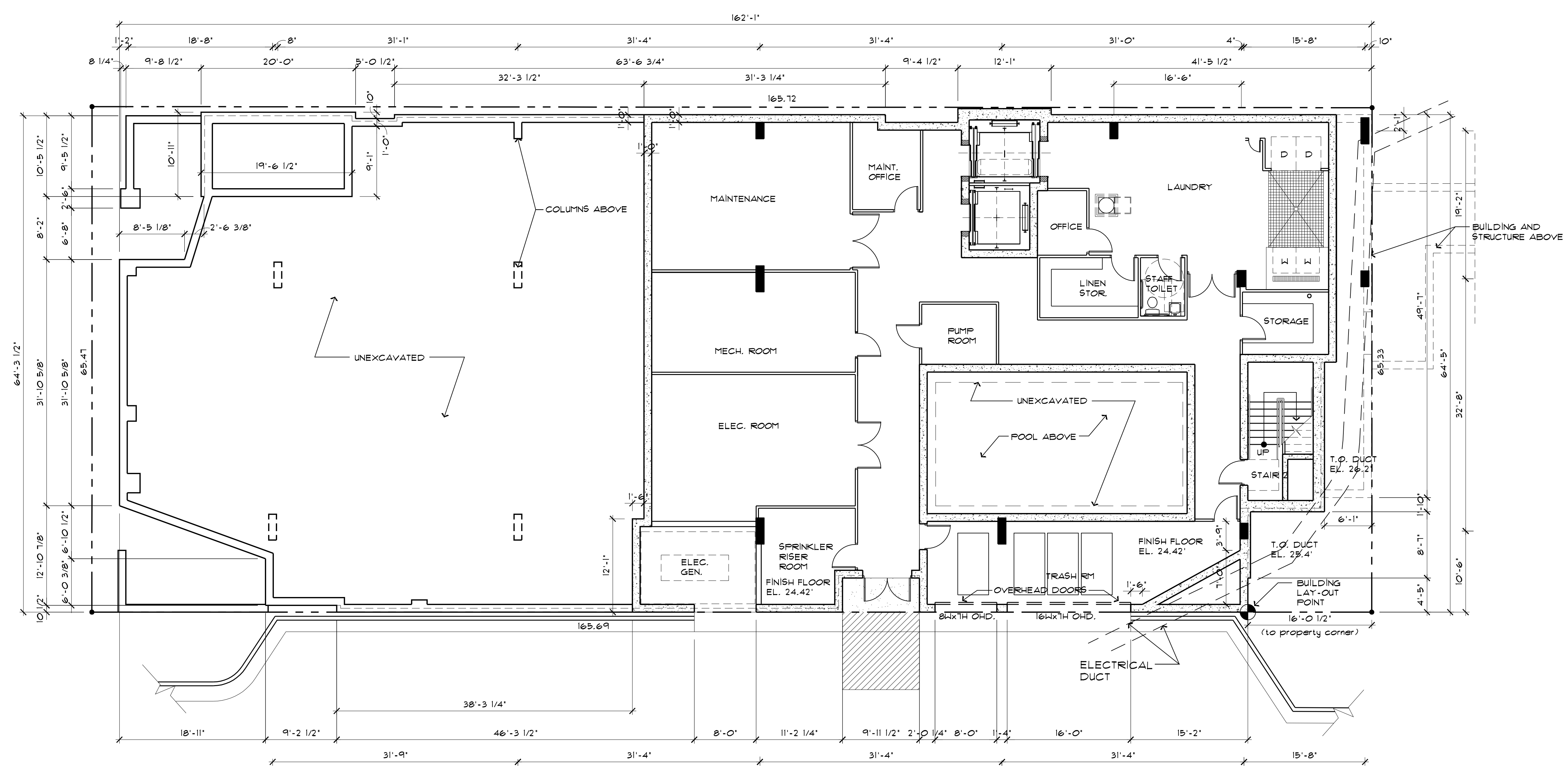
333 W. Washington Ave.- Hotel use allowing for the construction of approximately 100,000 gsf of hotel space including private rooms and common areas as allowed per C4 Commercial District.

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.

**HYATT PLACE
MADISON, WISCONSIN**

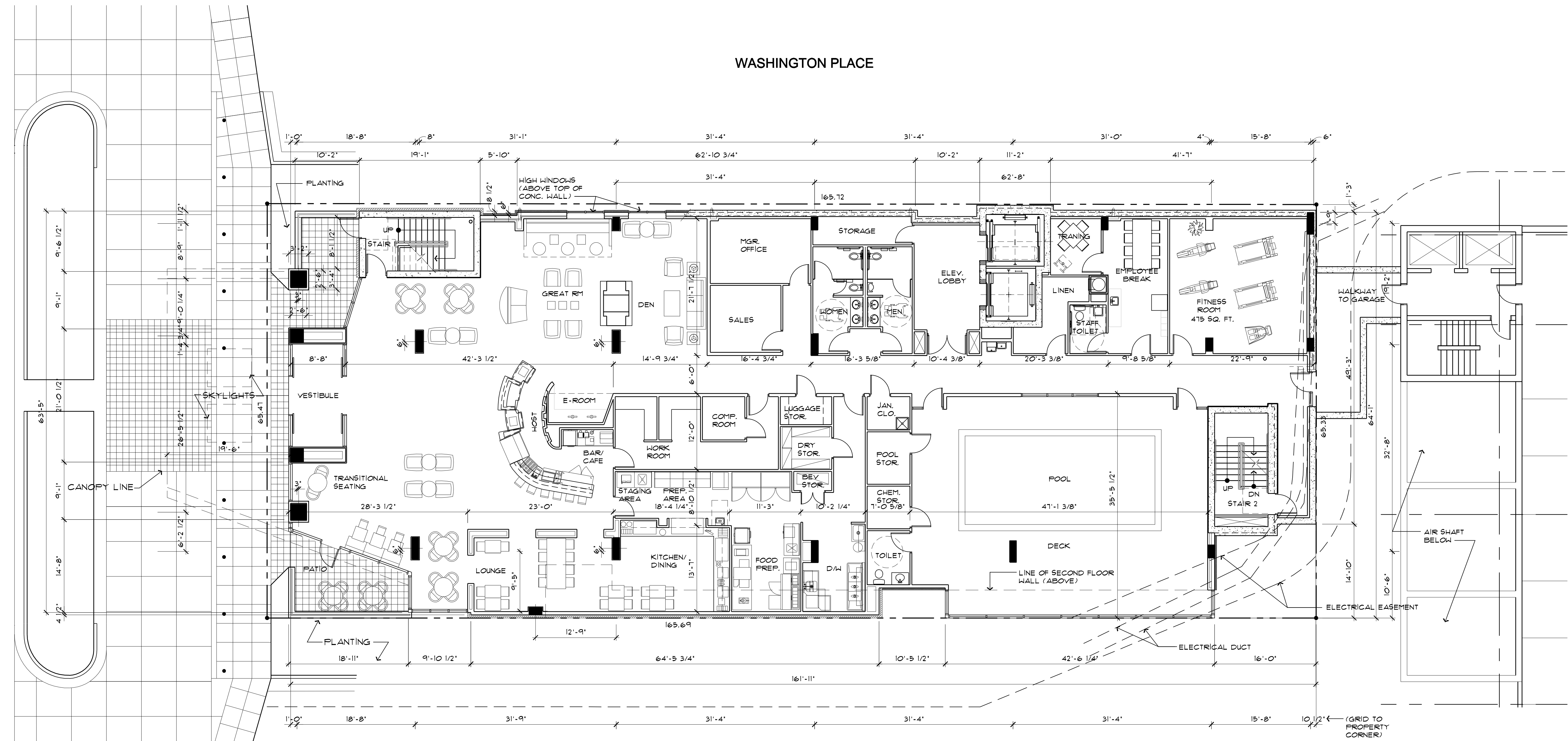


A LOWER LEVEL PLAN
AREA: 5,015 S.F. 1/8"=1'-0"

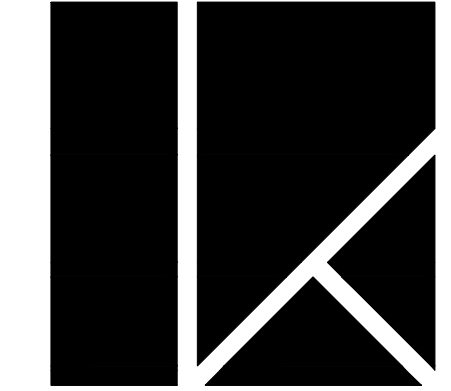
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WEST WASHINGTON AVE

WASHINGTON PLACE



PRINTS ISSUED
6-14-07
CITY REVIEW
6-18-07
PLD-SIP
12-12-07
2-20-08
3-5-08



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

DATE

A FIRST FLOOR PLAN
AREA: 9,599 S.F. 1/8" = 1'-0"

USAGE DATA:

	CIRCULATION AREA	ROOM AREA	SERVICE AREA	MEETING ROOM AREA	POOL & EXERCISE AREA	GROSS AREA
LOWER LEVEL	1,234	-	3,781	-	-	5,015 SQ FT
FIRST FLOOR	4,086	-	3,198	-	2,315	9,599 SQ FT
SECOND FLOOR	2,395	2,839	1,225	2,628	-	9,087 SQ FT
THIRD FLOOR	1,995	6,769	323	-	-	9,081 SQ FT
FOURTH FLOOR	1,995	6,769	323	-	-	9,081 SQ FT
FIFTH FLOOR	1,995	6,769	323	-	-	9,081 SQ FT
SIXTH FLOOR	1,995	6,769	323	-	-	9,081 SQ FT
SEVENTH FLOOR	1,995	6,769	323	-	-	9,081 SQ FT
EIGHTH FLOOR	1,995	6,769	323	-	-	9,081 SQ FT
NINTH FLOOR	1,995	6,769	323	-	-	9,081 SQ FT
TENTH FLOOR	1,995	6,686	323	-	-	9,004 SQ FT
ELEVENTH FLOOR	1,995	6,686	323	-	-	9,004 SQ FT
TOTAL:	25,676	63,594	11,083	2,650	2,315	105,318 SQ FT

BUILDING DATA:

	KING	HANDICAP KING	QQ	HANDICAP QQ	TOTAL UNITS	GROSS AREA
LOWER LEVEL	-	-	-	-	-	3,176 SQ FT
FIRST FLOOR	-	-	-	-	-	9,599 SQ FT
SECOND FLOOR	6	-	-	1 ROLL-IN	7	9,081 SQ FT
THIRD FLOOR	9	1 ROLL-IN	6	-	16	9,081 SQ FT
FOURTH FLOOR	9	-	6	1	16	9,081 SQ FT
FIFTH FLOOR	9	1	6	-	16	9,081 SQ FT
SIXTH FLOOR	9	-	7	-	16	9,081 SQ FT
SEVENTH FLOOR	9	-	6	1	16	9,081 SQ FT
EIGHTH FLOOR	9	-	7	-	16	9,081 SQ FT
NINTH FLOOR	9	1	6	-	16	9,081 SQ FT
TENTH FLOOR	9	-	6	1	16	9,004 SQ FT
ELEVENTH FLOOR	9	1	6	-	16	9,004 SQ FT
TOTAL:	87 (57.6%)	4 (2.65%)	56 (37.1%)	4 (2.65%)	151	105,318 SQ FT (697 SF / ROOM)

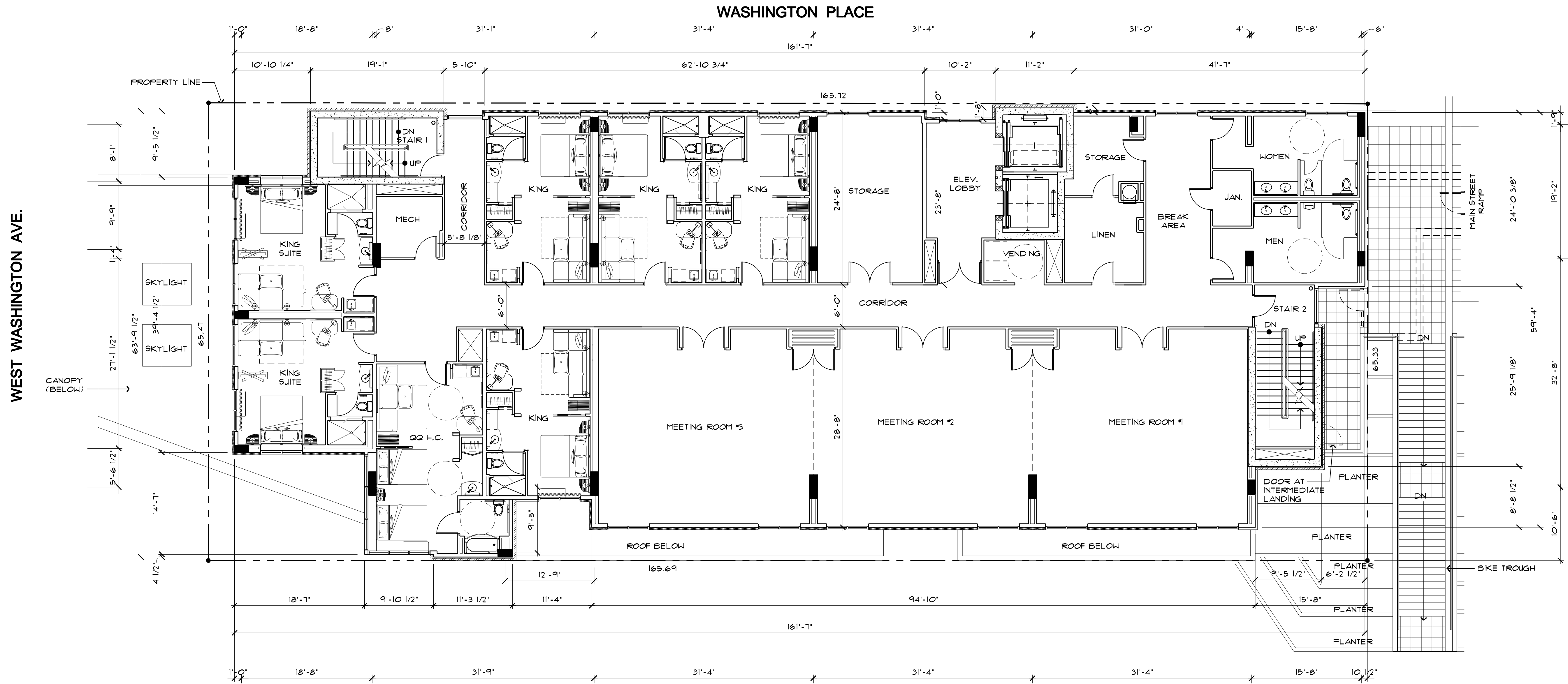
HYATT PLACE
MADISON, WISCONSIN

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

SHEET NO.
A1.1



HYATT PLACE
MADISON, WISCONSIN



TRUE NORTH PLAN NORTH
A SECOND FLOOR PLAN
AREA: 9,081 S.F. 1/8" = 1'-0"

WEST WASHINGTON AVE.

WASHINGTON PLACE

PROPERTY LINE

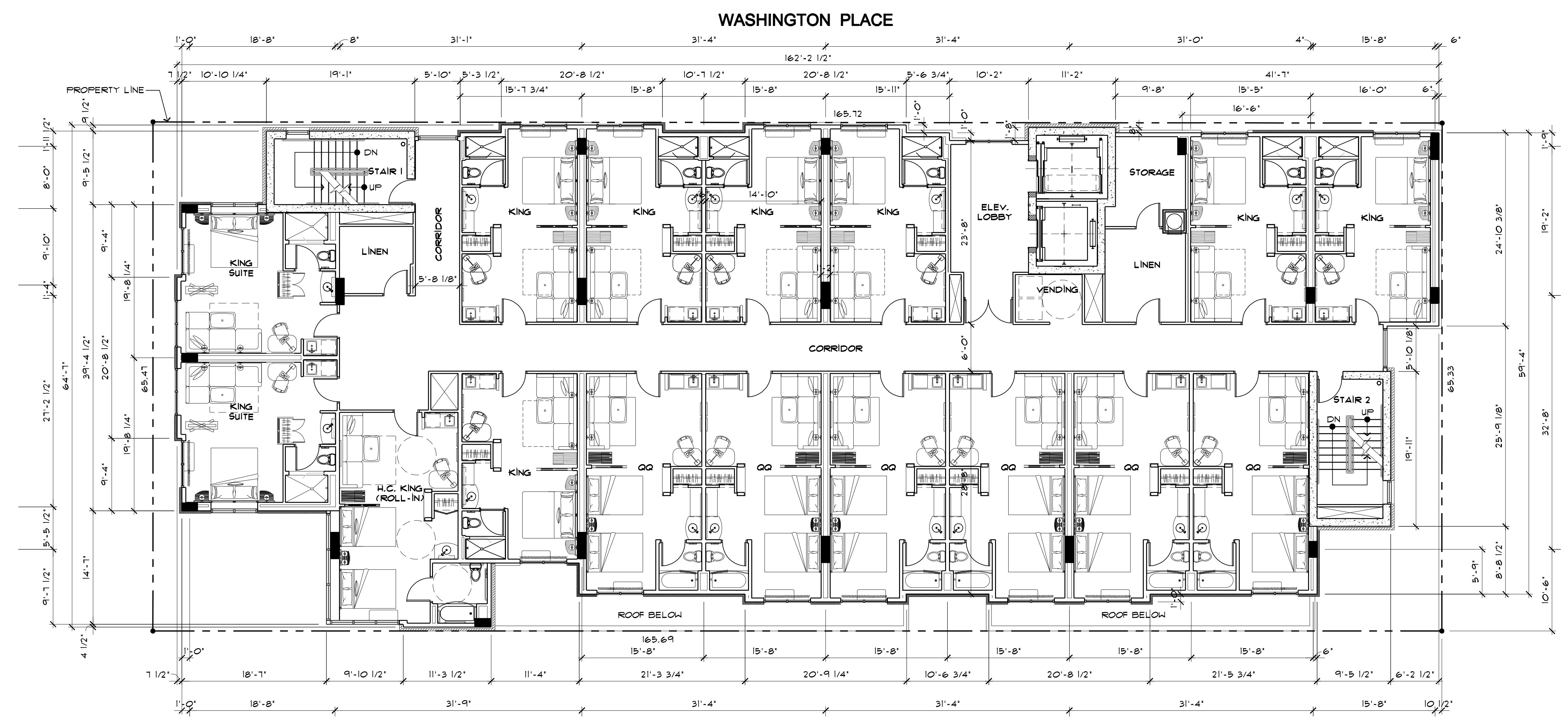
CANOPY (BELOW)

MAIN STREET

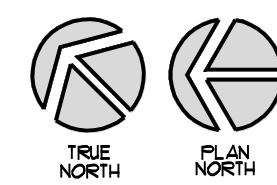
BIKE TROUGH

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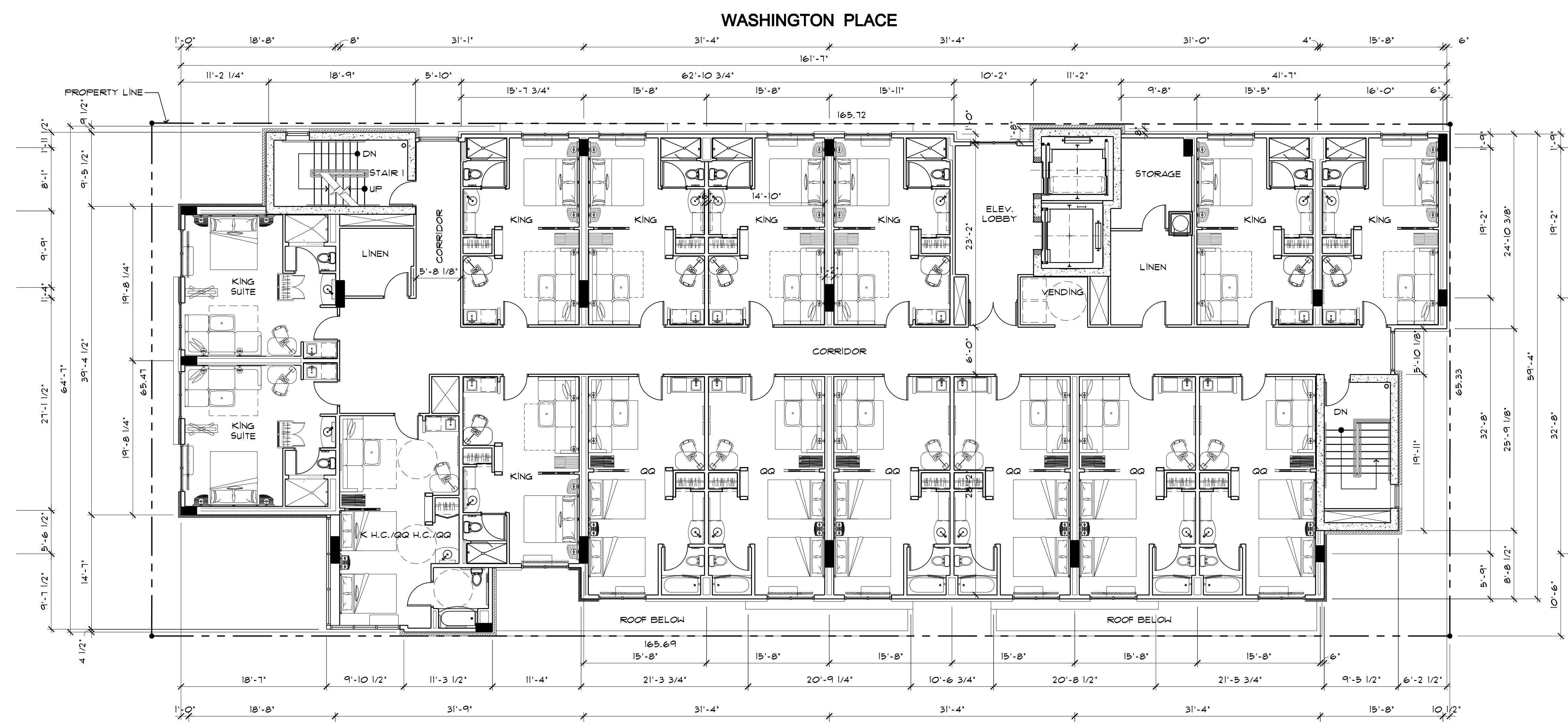
WEST WASHINGTON AVE.



A 3RD THRU 10th FLOOR PLAN
AREA: 9,081 S.F. 1/8" = 1'-0"
NOTE: REFERENCE THE BUILDING DATA ON THE A1.1 SHEET FOR THE UNIT TYPE AND QUANTITY PER FLOOR.



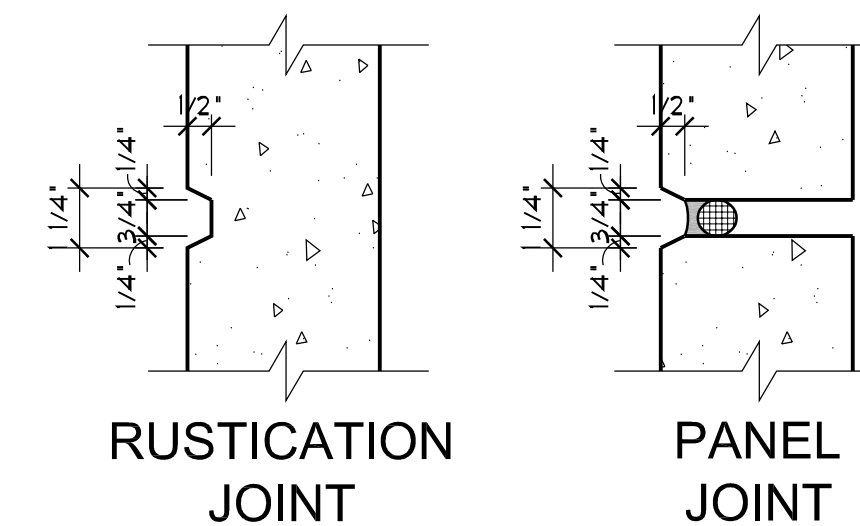
WEST WASHINGTON AVE.



A 11th FLOOR PLAN
AREA: 9,004 S.F. 1/8" = 1'-0"

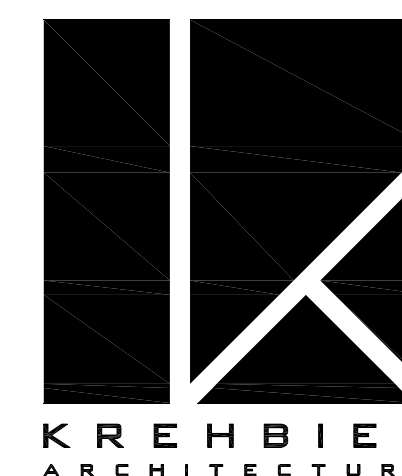
NOTES: THE ELEVENTH FLOOR HANDICAP KING UNIT IS A DOUBLE QUEEN UNIT ON THE TENTH FLOOR.

STAIR 1 EXTENDS TO PROVIDE ROOF ACCESS.
STAIR 2 EXTENDS TO THE ELEVENTH FLOOR.
(REFERENCE A4.1 AND A4.2 FOR STAIR PLANS AND SECTIONS)



1 PRECAST PANEL JOINT DTLS. 3/8\"/>

PRINTS ISSUED
6-14-07
CITY REVIEW
6-18-07
PUD-51P
12-12-07
2-20-08
3-5-08



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

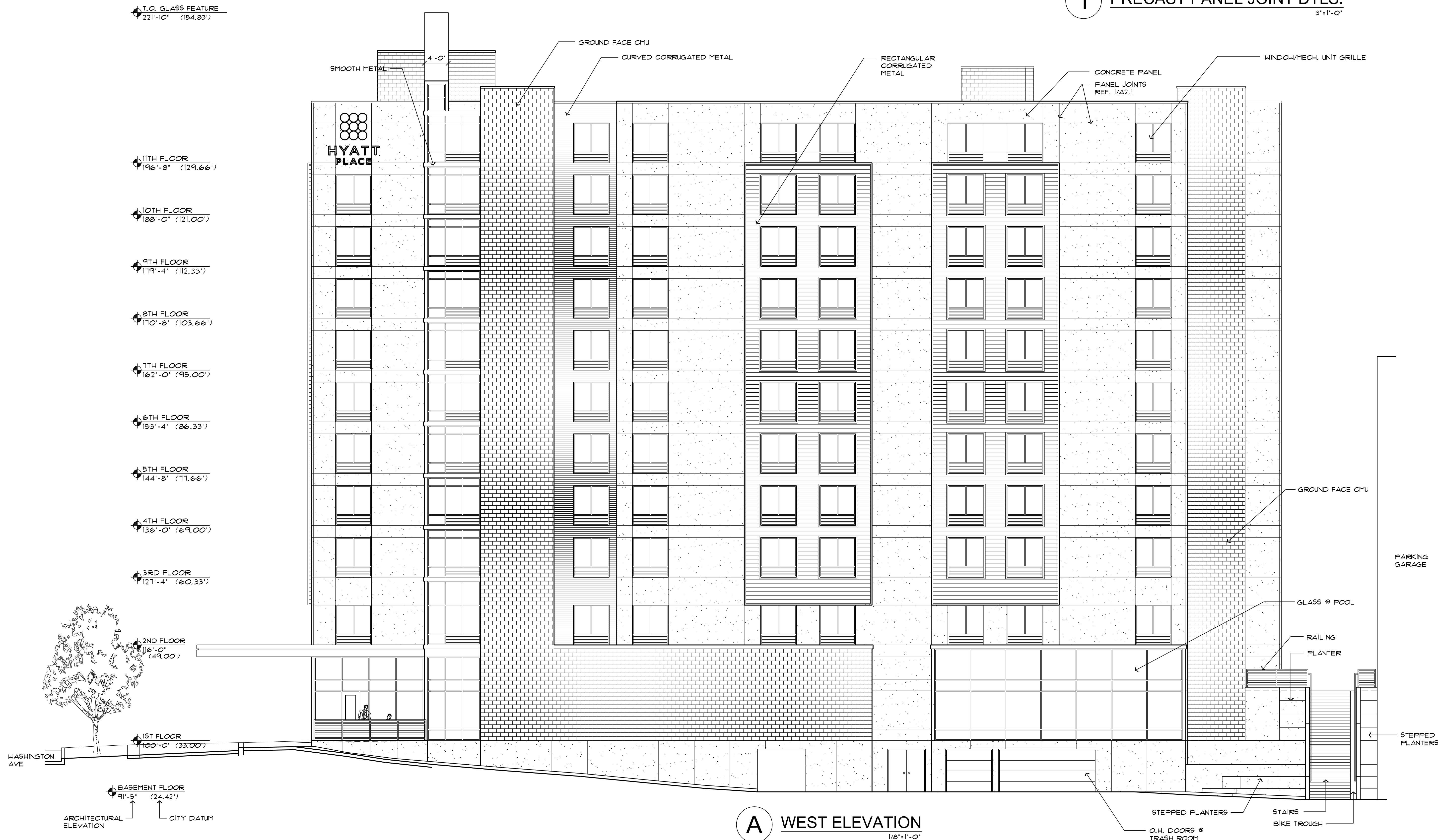
DATE

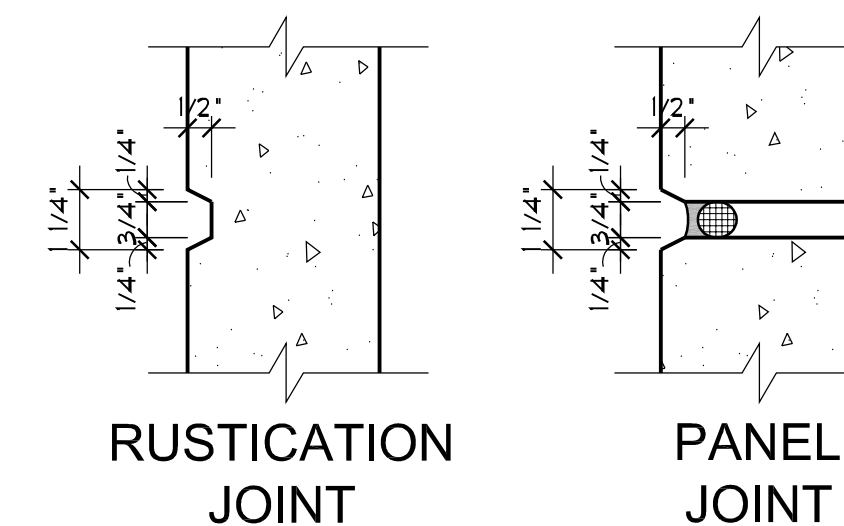
HYATT PLACE
MADISON, WISCONSIN

PROJECT NO.
06077
SHEET TITLE
ELEVATIONS

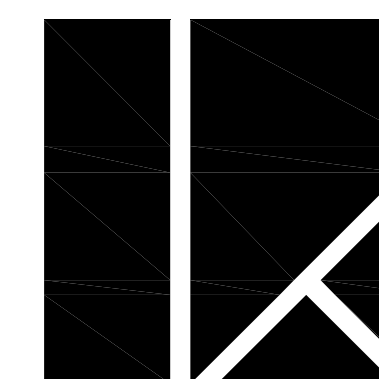
SHEET NO.

A2.1





1 PRECAST PANEL JOINT DTLS.
3'-11'-0"



KREHBIEL
ARCHITECTURE

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

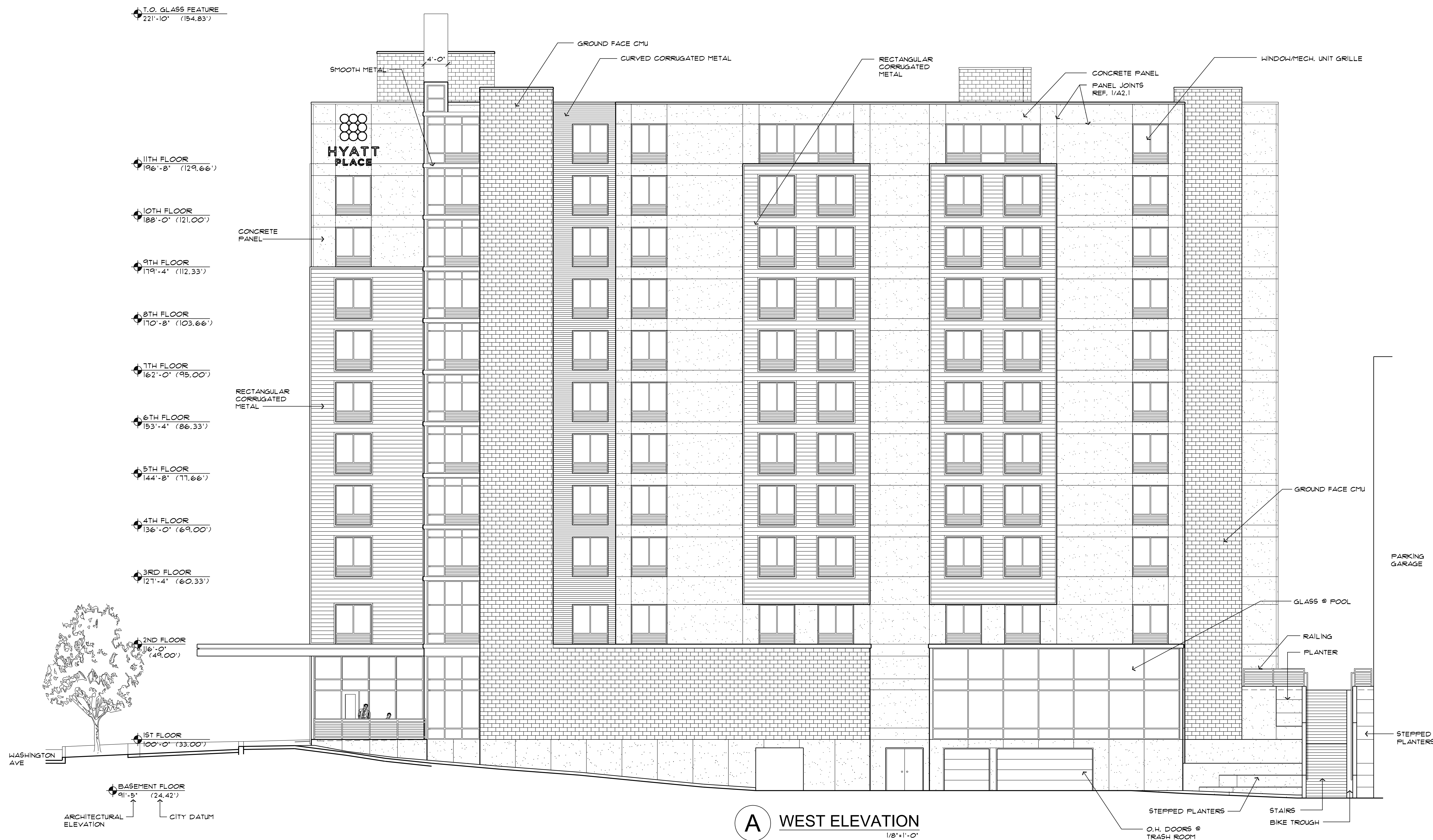
DATE

HYATT PLACE
MADISON, WISCONSIN

PROJECT NO.
06077
SHEET TITLE
ELEVATIONS
(ALTERNATE)

SHEET NO.

A2.1



T.O. GLASS FEATURE
221'-0" (154.83')

11TH FLOOR
196'-2" (129.66')

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

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

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

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

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

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

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

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

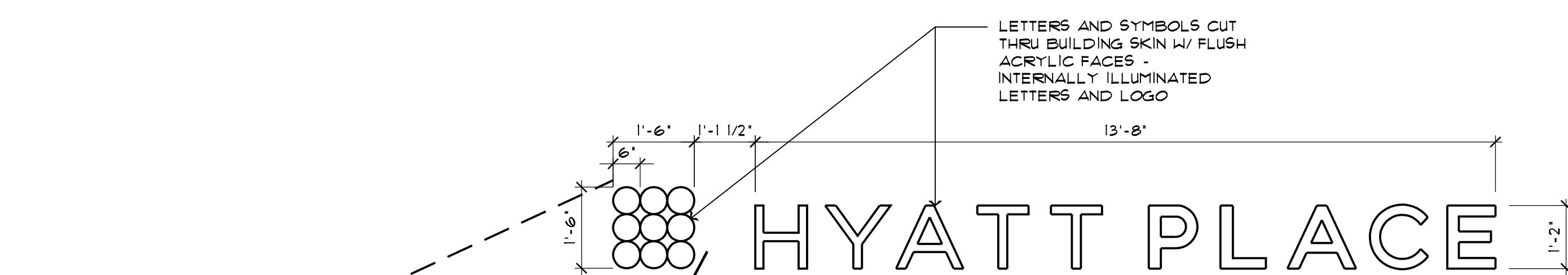
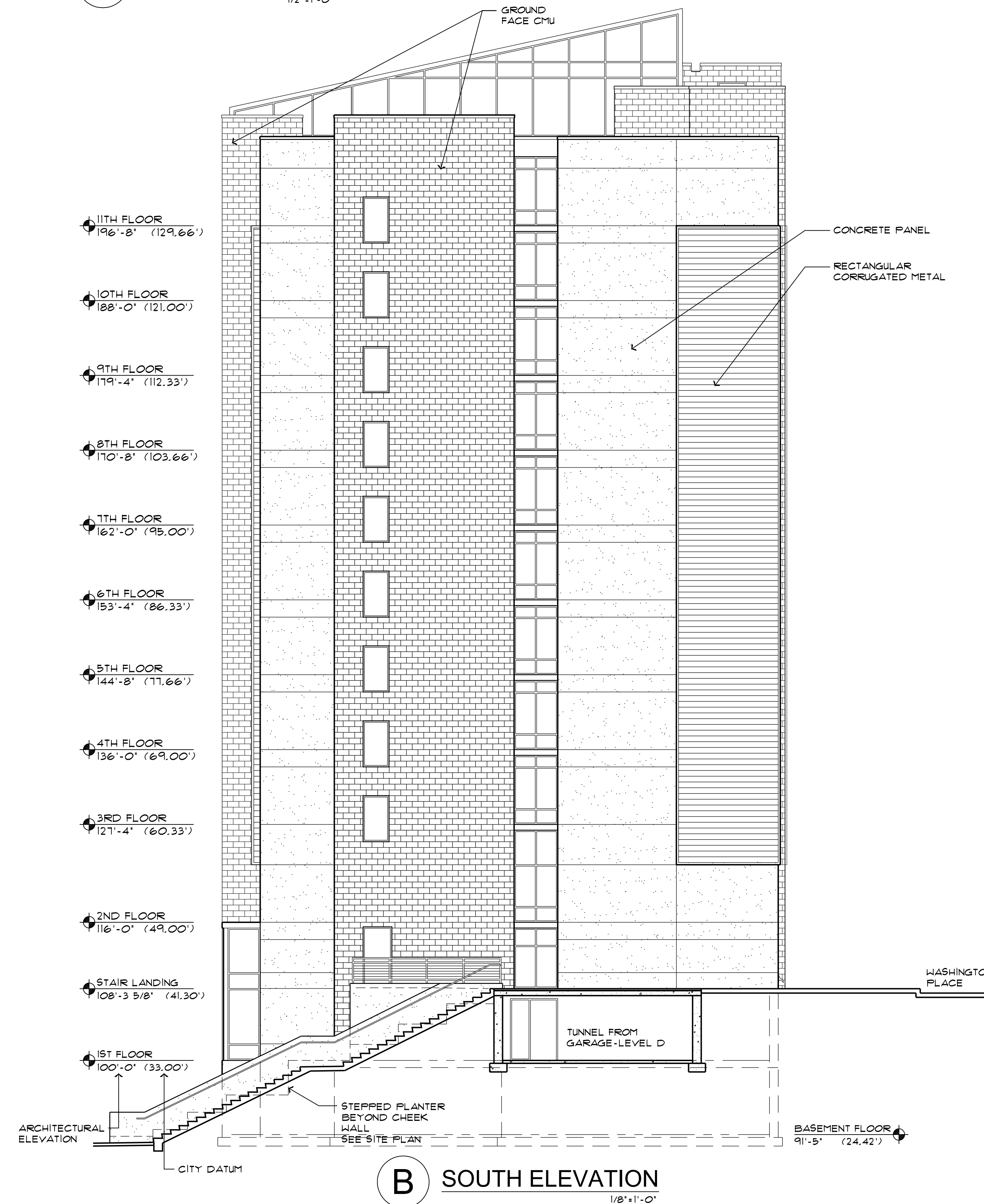
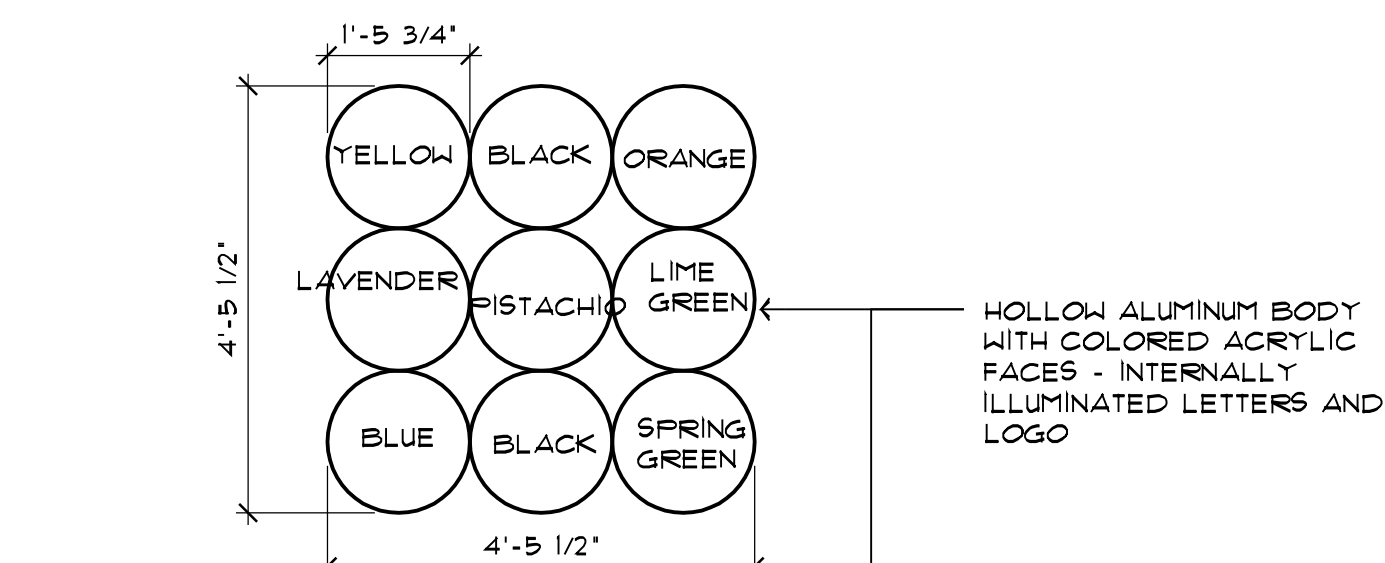
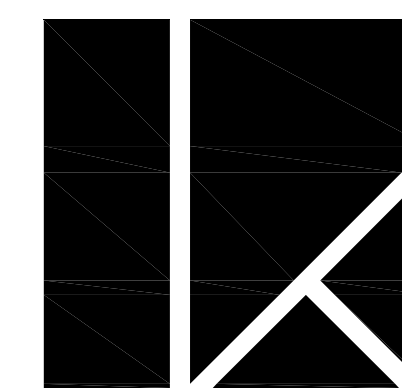
2ND FLOOR
116'-0" (49.00')

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

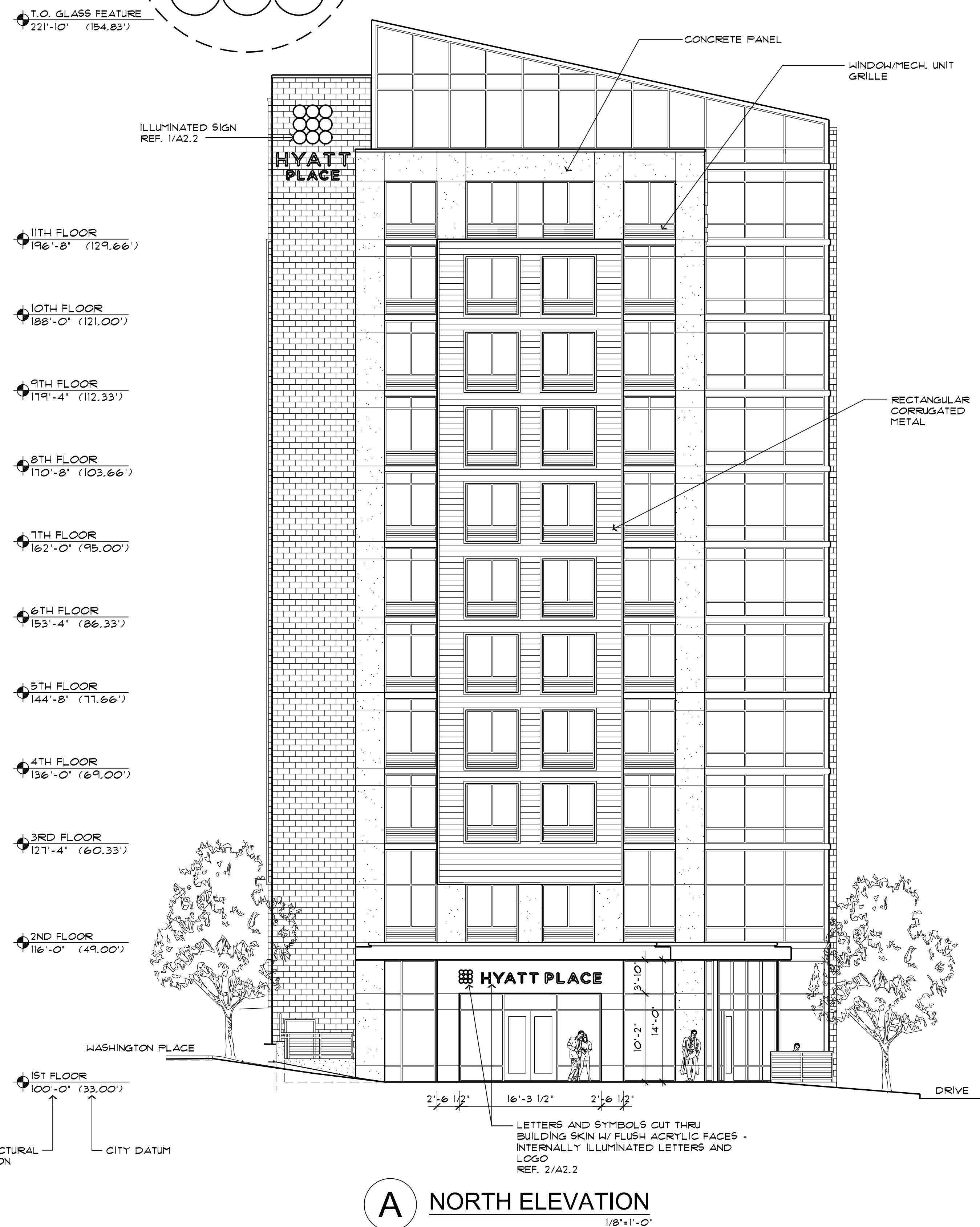
BASEMENT FLOOR
91'-5" (24.42')

ARCHITECTURAL
ELEVATION CITY DATUM

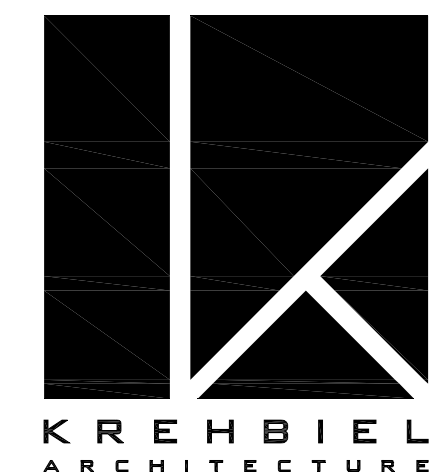
A WEST ELEVATION
1/8"-1'-0"



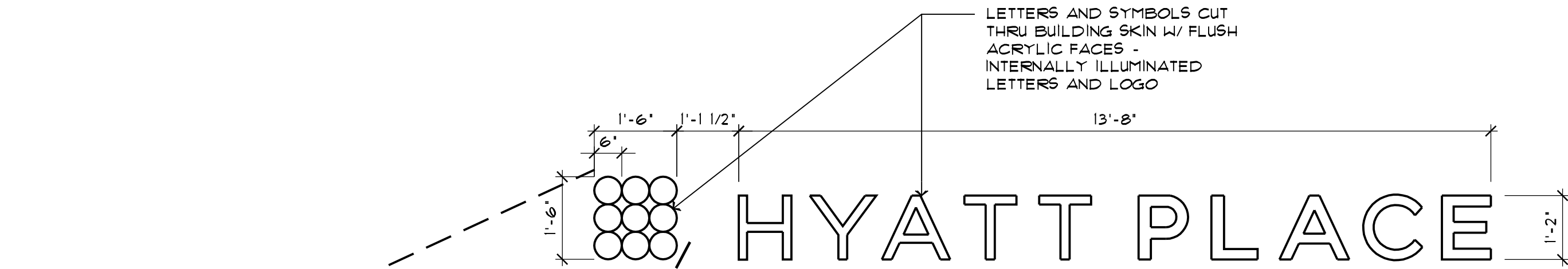
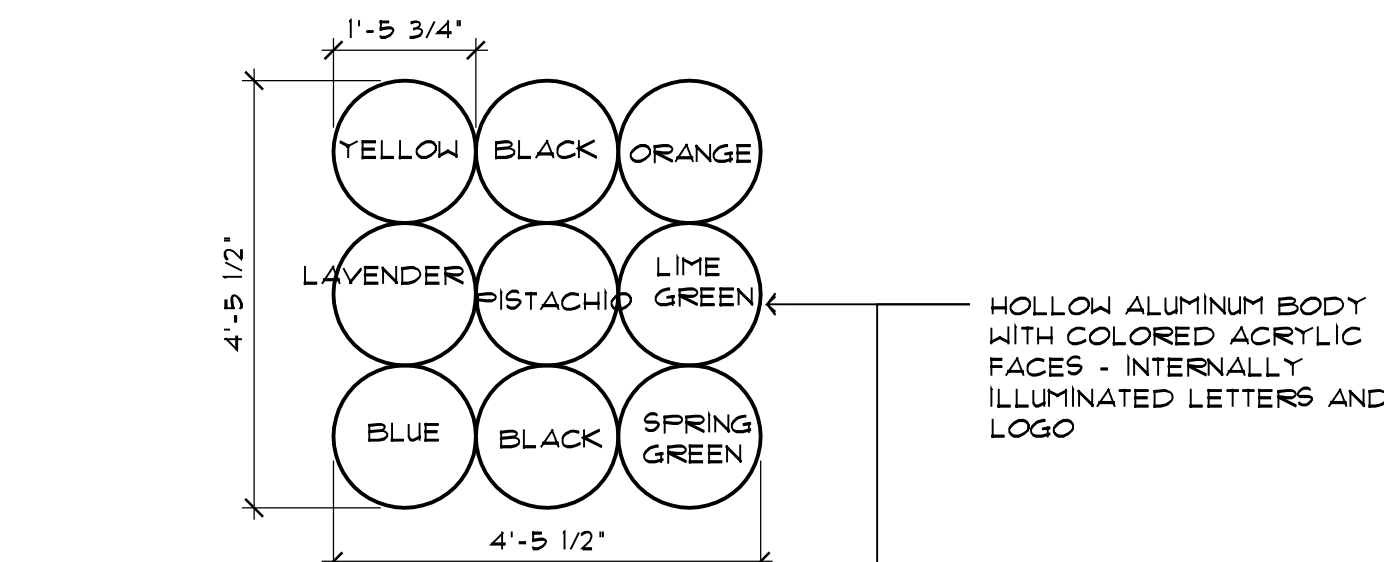
2 SIGN ELEVATION
1/2"=1'-0"



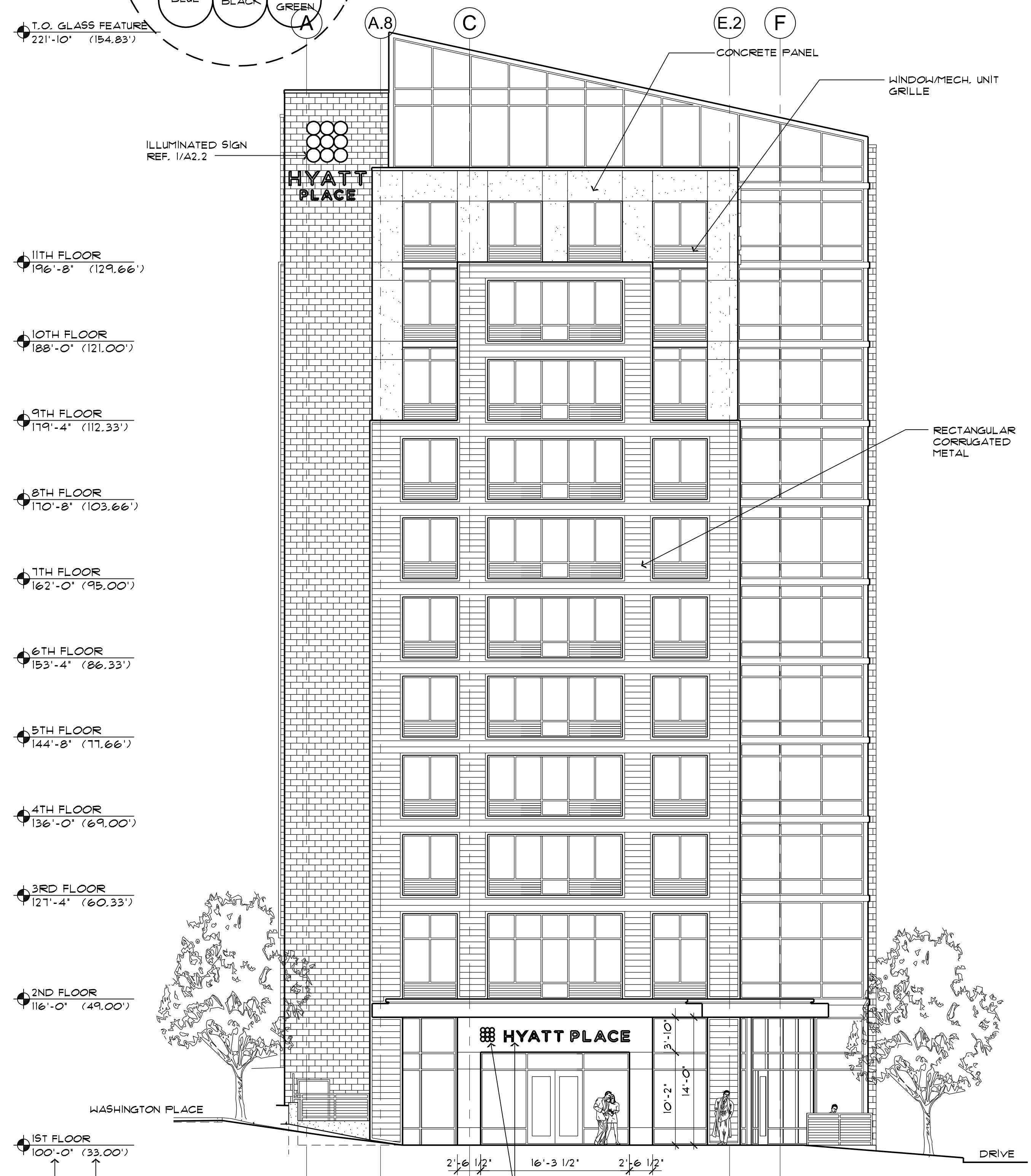
A NORTH ELEVATION
1/8"=1'-0"



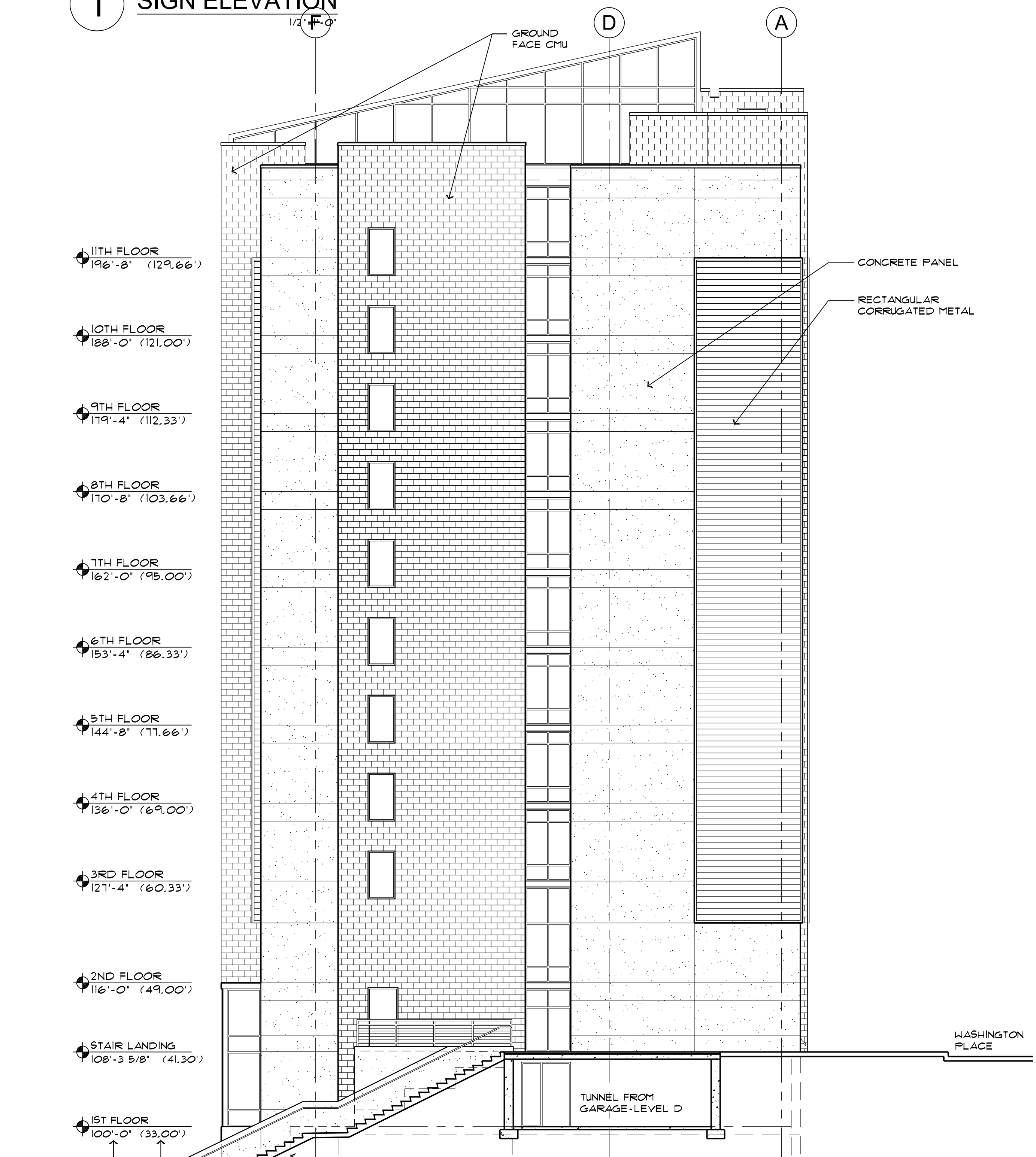
HYATT PLACE
MADISON, WISCONSIN



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

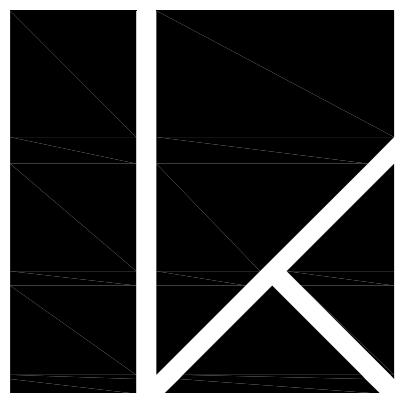


A NORTH ELEVATION
1/8" x 1'-0"



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

LETTERS AND SYMBOLS CUT THRU BUILDING SKIN W/ FLUSH ACRYLIC FACES - INTERNALLY ILLUMINATED LETTERS AND LOGO
REF. 2/A2.2



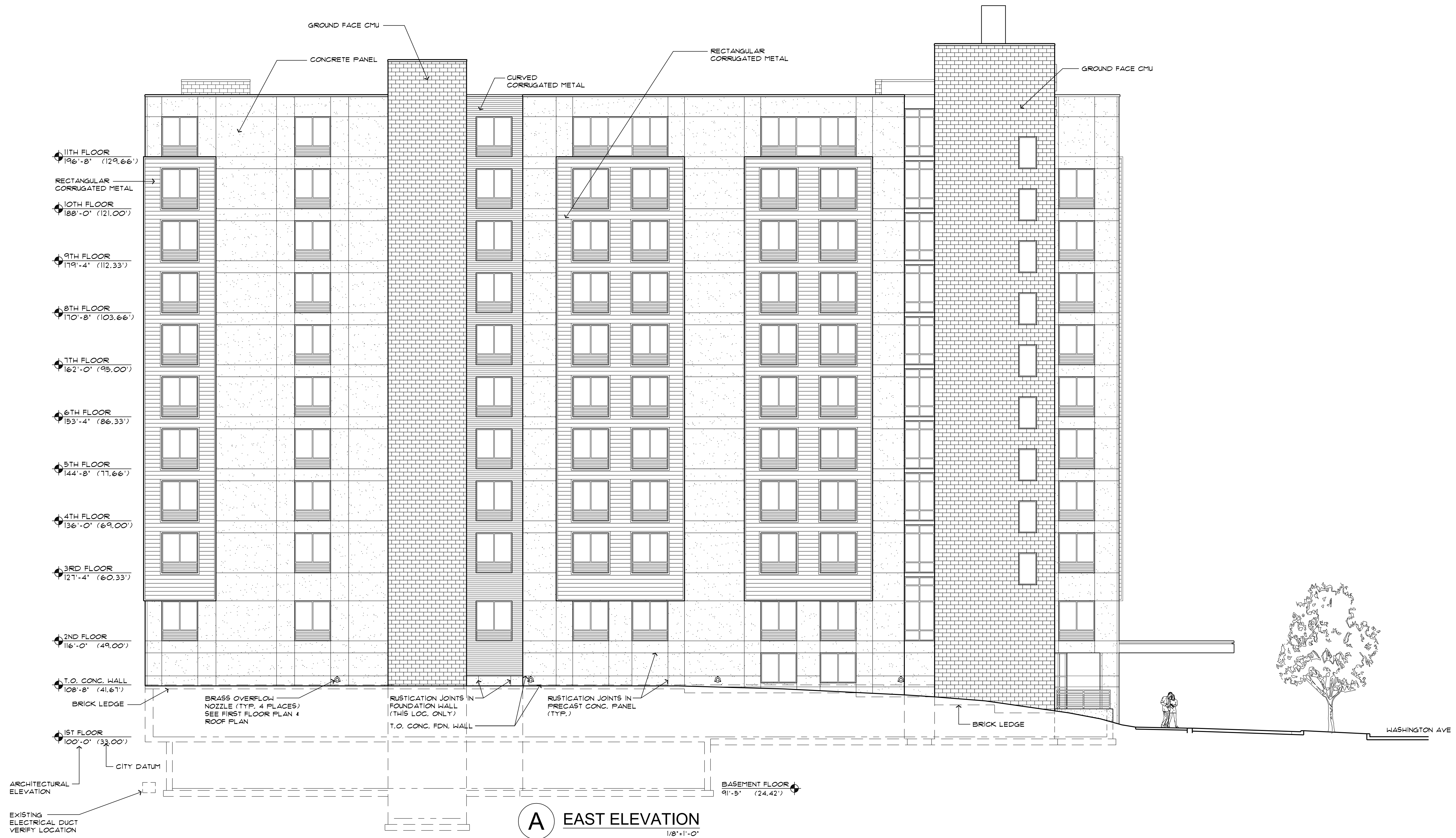
1300 E. Lewis
Wichita KS 67211
316.267.8233
316.267.8566 fax
krehbielarchitecture.com

DATE

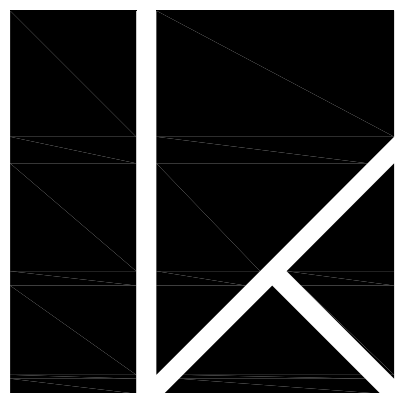
HYATT PLACE
MADISON, WISCONSIN

PROJECT NO.
06077
SHEET TITLE
ELEVATIONS

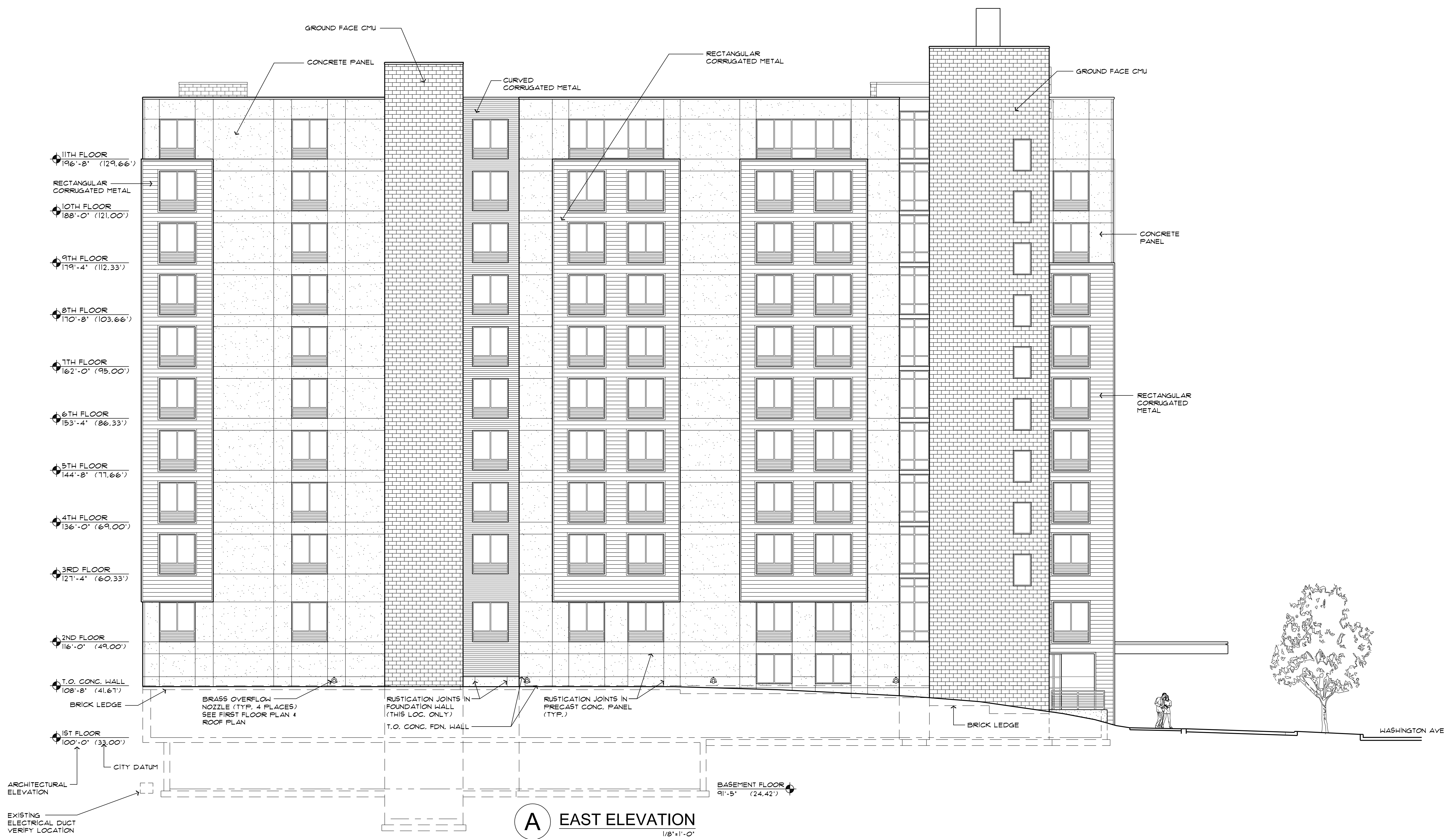
SHEET NO.
A2.3



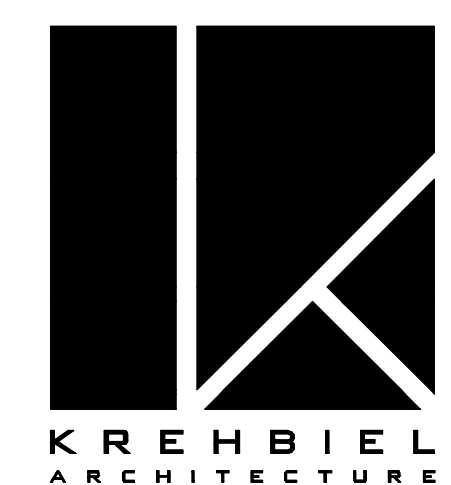
A EAST ELEVATION
1/8"=1'-0"



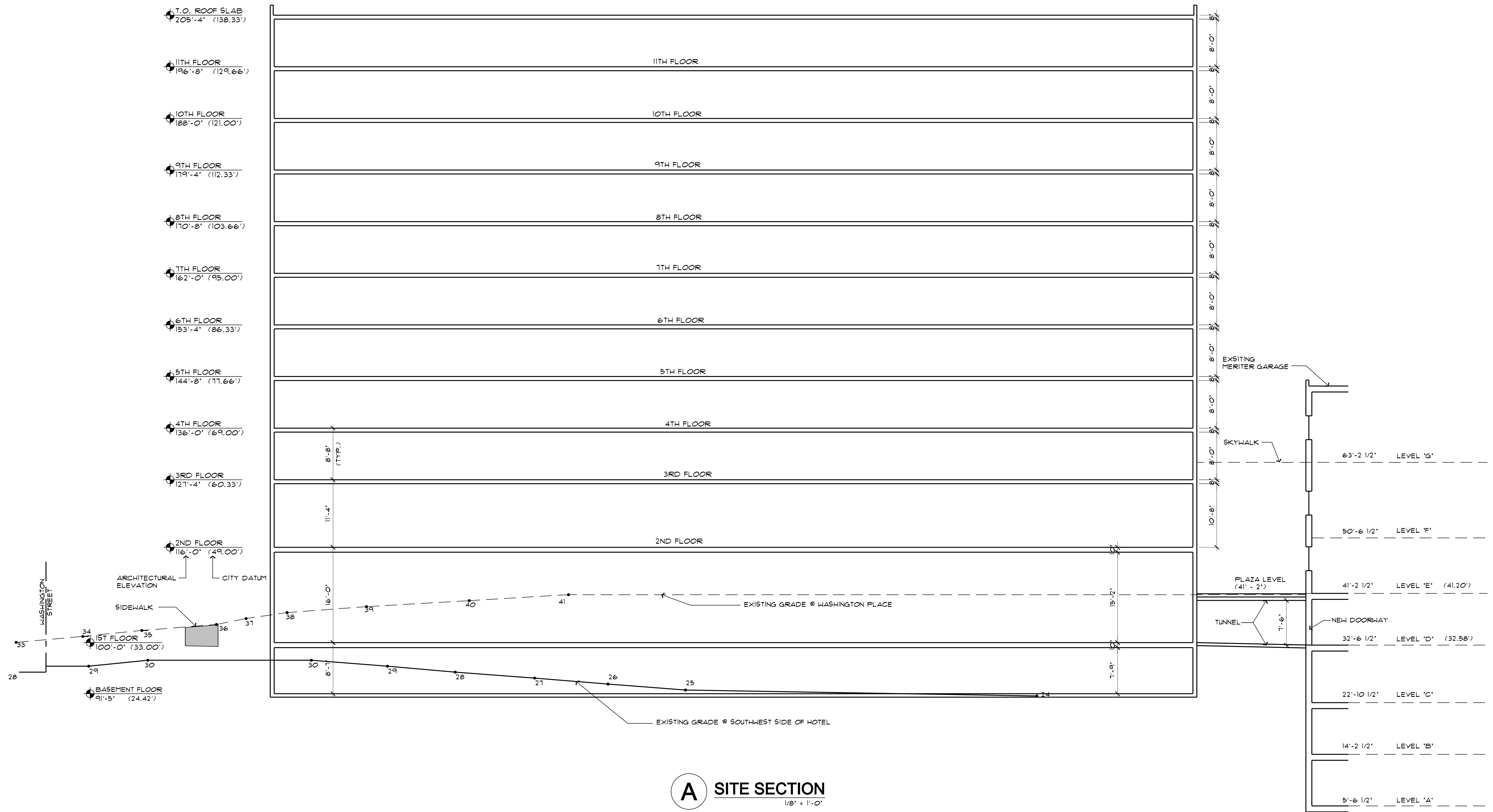
HYATT PLACE
MADISON, WISCONSIN



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



HYATT PLACE
MADISON, WISCONSIN



APPLICATION FOR
URBAN DESIGN COMMISSION
REVIEW AND APPROVAL

AGENDA ITEM # _____
Project # _____

Action	Requested
DATE SUBMITTED:	<input type="checkbox"/> Informational Presentation
	<input type="checkbox"/> Initial Approval and/or Recommendation
UDC MEETING DATE:	<input 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:

Phone:
Fax:
E-mail address:

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

March 26, 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 – 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 2008). This schedule coincides with the tail end of Phase I (Capitol West



Hyatt Place Hotel UDC Letter of Intent
Submitted by LodgeWorks
March 26, 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.

Nathan Novak
JJR, Project Manager

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