

April 23, 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

UDC SIP comments addressed

Dear Mr. Martin:

The following is a summary of the March 26th, 2007 presentation (Initial approval) derived from Owner/Developer notes with responses where appropriate.

Items addressed at the March 26<sup>th</sup> presentation focused on architectural modifications. Bill White (MB&F) walked through the following updates.

- Review of the building elevations emphasized modifications to the front façade where corrugated metal has been wrapped around the corners of the center projection to provide framing.
- A review of samples of the concrete block material provides that it will be a mixture of 70% gray stone, 15% spice and 15% ash charcoal cement masonry units, with a dark gray mortar to add variety.
- Precast concrete at the base of the building will be sandblasted to expose its aggregate surface with enhanced jointing details.

General consensus by the committee is that the architecture and presence on W. Washington Ave. is not quite there yet. Issues related to fenestration details, pattern and scale, spandrel panels and rustication.

The updated elevations in this submittal illustrate façade modifications. We are modifying the location of the metal panel including cantilevering the 3rd thru 9th floors out an additional 8" for a total projection of 1'-4". The window wall within the metal panel projection has changed to continuous windows with a continuous louver below. Finishes on the front have changed including wrapping the floor edge at the curtain wall on the west front with aluminum for a more uniform finished look.

Railings at the front of the building have been modified. We have changed the finish of the entry surround to an aluminum composite panel that will be a darker gray color. We have added lighting to the 2 skylights in the front canopy and lights around the east and west sides of the canopy. We have also added two wall bracket lights to the front on the concrete columns.

Updated renderings will be presented April 23rd.



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

Thank you for your time in reviewing this application.

Regards,

Nathan Novak

JJR, Project Manager

Cc: Tom Miller, Natalie Bock, Adam Winkler, Ed Freer (The Alexander Company)

Bill White (Michael Best & Friedrich LLP)

MOF



# Hyatt Place

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

# Specific Implementation Plan UDC - Submittal April 23, 2008

(ammended from December 12th 2007 SIP submittal)

# Sheet List Table

- Coversheet
- **Existing Conditions**
- Overall Site Development And Site Circulation Plans
- Overall Site Circulation Plan
- Layout Plan
- **Grading Plan**
- **Utilities Plan**
- Landscape Plan
- Details
- Lower Level Floor Plan
- First Floor Plan Usage Data Building Data
- Second Floor Plan
- Third Thru Ninth Floor Plan
- Tenth and Eleventh Floor Plan
- Elevations
- Elevations
- Elevations
- Fire Access Plan

# NOTES:

- 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
- 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

# PREPARED FOR:

Property Owner:

CAPITOL WEST

Block 51, LLC 145 East Badger Rd., Suite 200 Madison, Wisconsin 53713 **2** 608.258.5580

Business Owner/Developer:

₾ 608.258.5599

# LodgeWorks

Lodgeworks, LP 8100 E. 22nd Street Building 500

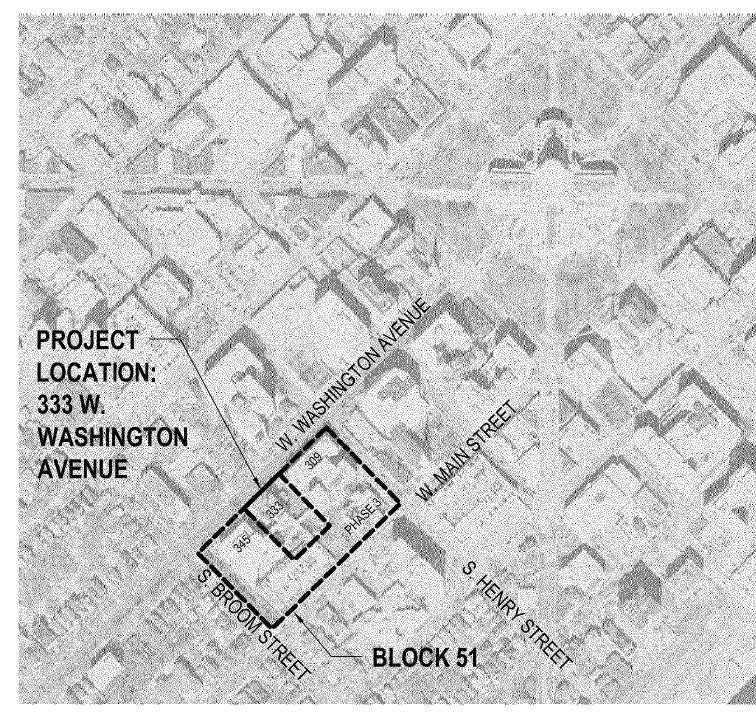
Witchita, KS 67226 2316.681.5707 □ 316.681.0905

# PREPARED BY:

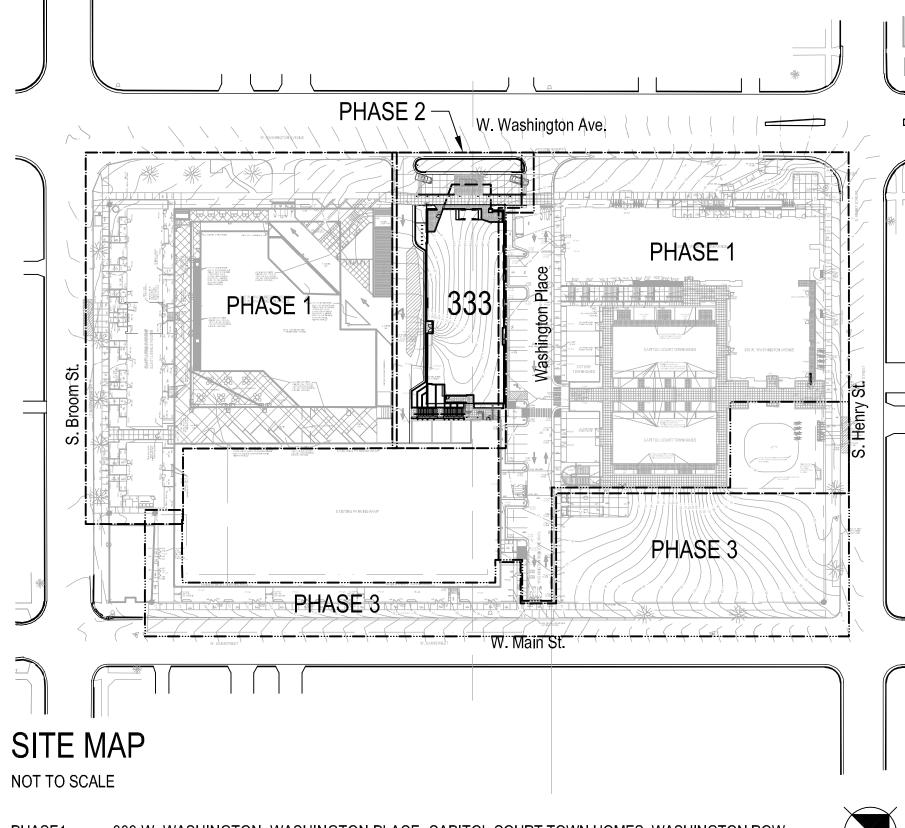
JJR, LLC 625 Williamson Street Madison, Wisconsin 53703 *₱* 608.251.1177 ₾ 608.251.6147



1300 E. Lewis Witchita, KS 6721 *3* 316.267.8233 □ 316.267.8566



**CONTEXT MAP** 



309 W. WASHINGTON, WASHINGTON PLACE, CAPITOL COURT TOWN HOMES, WASHINGTON ROW TOWN HOMES, 345 W. WASHINGTON, BROOM ST. LOFTS, BELOW GRADE PARKING STRUCTURE

333 W. WASHINGTON (HYATT PLACE) 306 W. MAIN ST., MAIN ST. TOWN HOMES AND ASSOCIATED PUBLIC WORKS IMPROVEMENTS North

\*\*\*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 ACCOMODATE ALL FUTURE PHASES\*\*\*



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/ JJR

Landscape Nate Novak

**Architect:** 625 Williamson St.

Madison, WI 53703 (608) 251-1177



Surveyor: Williamson Surveying Company

Ron Williamson

104 A West Main Street Waunakee, 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.

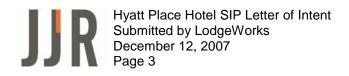
Hyatt Place will be approximately 100,000 GSF. Amenities include: king and queen executive suites, small guest fitness and pool areas, limited food service including continental breakfast, "grab and go" restaurant concept, a small coffee/wine bar and complimentary digital communication facilities including 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 1<sup>st</sup> 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

#### <u>Use</u>

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. <u>Criteria & Intensity of Land Use:</u> 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. <u>Economic Impact:</u> 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 (3<sup>rd</sup>) 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. <u>Implementation Schedule:</u> 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,

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
	4 TO 4 \

ADA)

345 West Washington 191 Auto Stalls (existing) (4

ADA)

Total 944 Auto Stalls\*

<u>Bike Parking Tally:</u> (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.

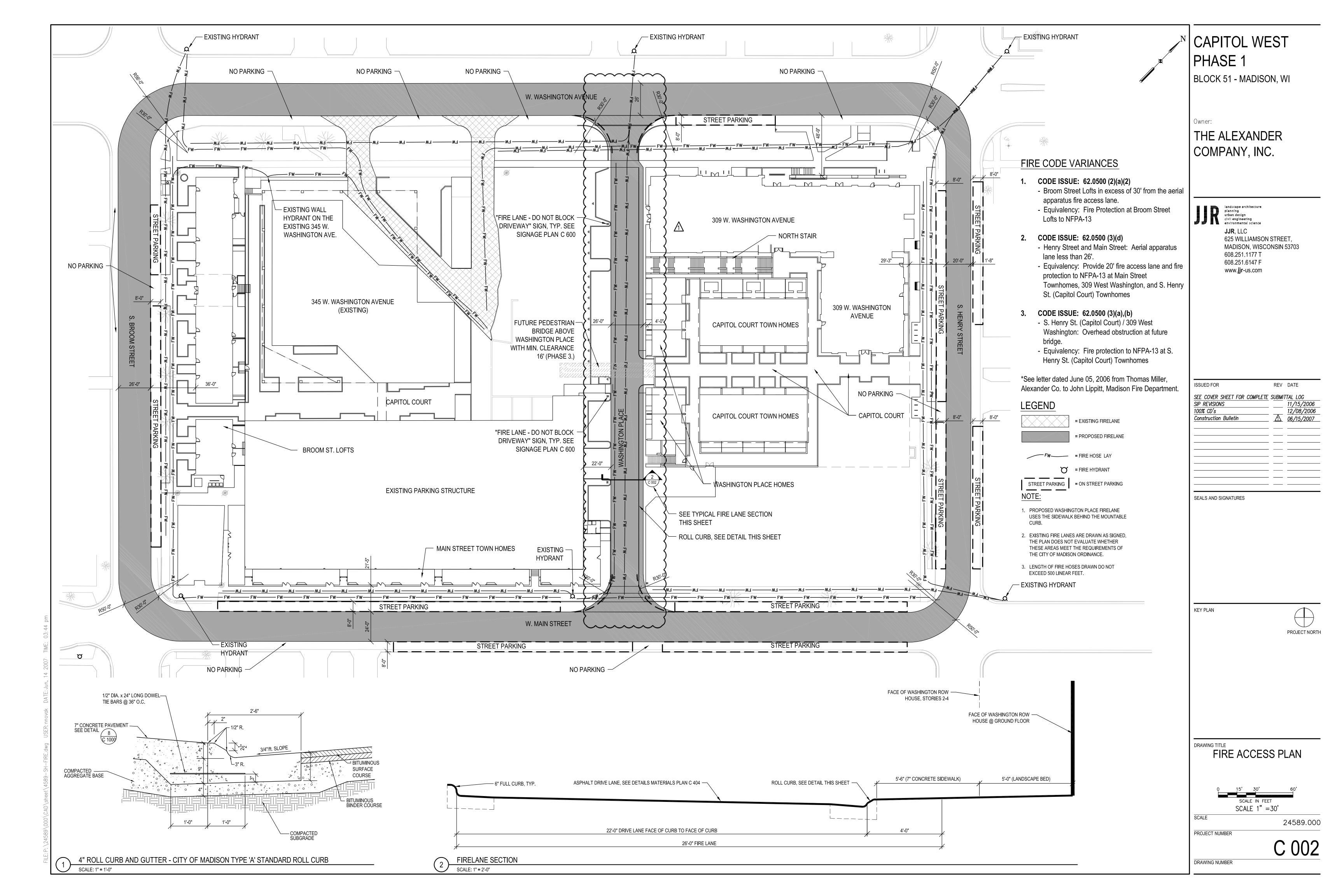
<sup>\*</sup>Of the total, 24 stalls are accessible and at least 8% are small car stalls

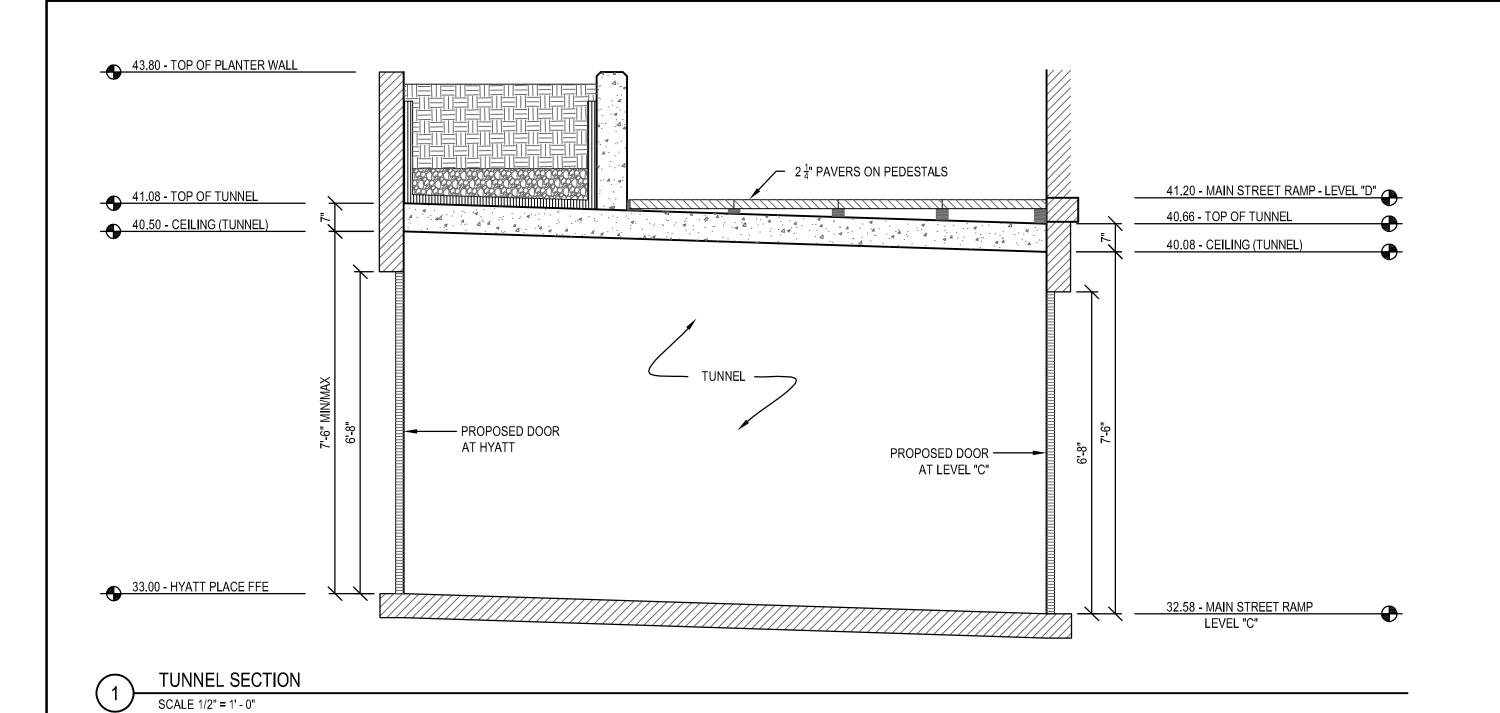
#### B. Permitted Uses:

- 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.





DOWEL JOINT CONCRETE \_\_ 43.50 - ELEV ◆ 42.30 - ELEV PLANTING BED SOIL LINE (3:1 MAX SLOPE) ARCHITECTURAL RAILING; EQUAL POST ALIGNMENTS; 4 - 5' O.C. 33.25 - ELEV 32.25 - ELEV CHEEK WALL BIKE RAMP (FOR WALKING BIKES) PLANTER WALL TIE INTO CHEEK WALLS LED LIGHTS -STEPPED FOUNDATION — 24.10 - ELEV PLANTER WALL FRAMEWORK -23.60 - ELEV FOR STAIRWAY 23.10 - ELEV

STAIR SECTION

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 WITCHITA, KS 67226 316.681.5707

> JJR, LLC 625 WILLIAMSON STREET, MADISON, WISCONSIN 53703 608.251.1177 T 608.251.6147 F www.jjr-us.com

ISSUED FOR	REV	DATE
PUD - GDP  UDC  UDC  PUD - SIP  PUD - SIP - UDC  PUD - SIP - UDC		06-20-2007 07-01-2007 07-18-2007 12-12-2007 02-20-2008 03-12-2008 03-26-2008 04-23-2008

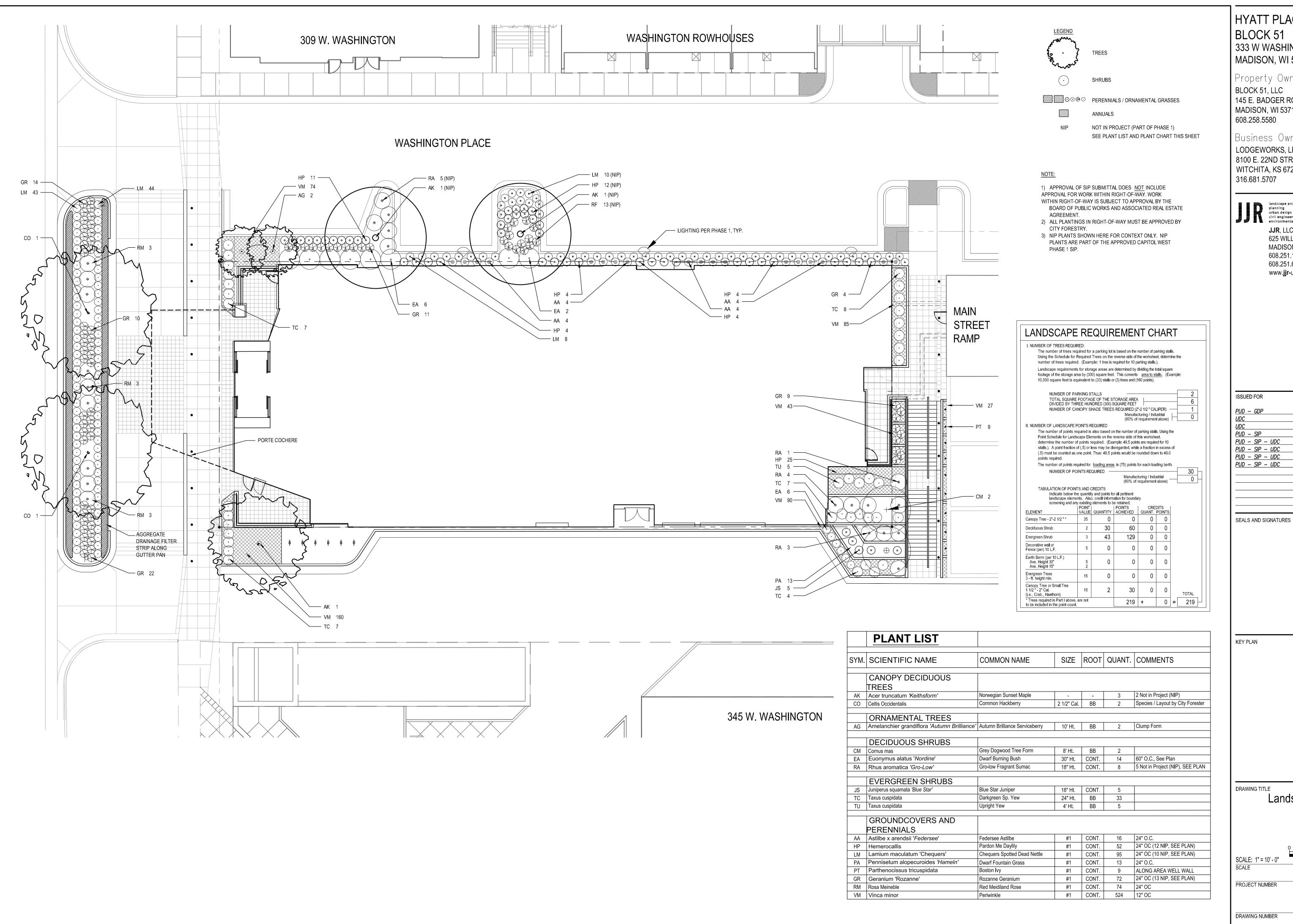
SEALS AND SIGNATURES

DRAWING TITLE

Details

SCALE: As Indicated SCALE 24942.001 PROJECT NUMBER

DRAWING NUMBER



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 WITCHITA, KS 67226 316.681.5707

landscape architecture planning urban design civil engineering environmental science

JJR, LLC 625 WILLIAMSON STREET MADISON, WISCONSIN 53703 608.251.1177 T 608.251.6147 F www.jjr-us.com

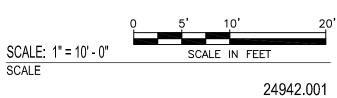
REV DATE ISSUED FOR <u>06-20-2007</u> <u>07-01-2007</u> <u>07–18–2007</u> <u>PUD — SIP</u> <u>12-12-2007</u> <u>PUD — SIP — UDC</u> <u>02-20-2008</u> <u>PUD - SIP - UDC</u> <u>03-12-2008</u> <u>PUD — SIP — UDC</u> <u>03-26-2008</u> <u>PUD — SIP — UDC</u> <u>04-23-2008</u>

KEY PLAN



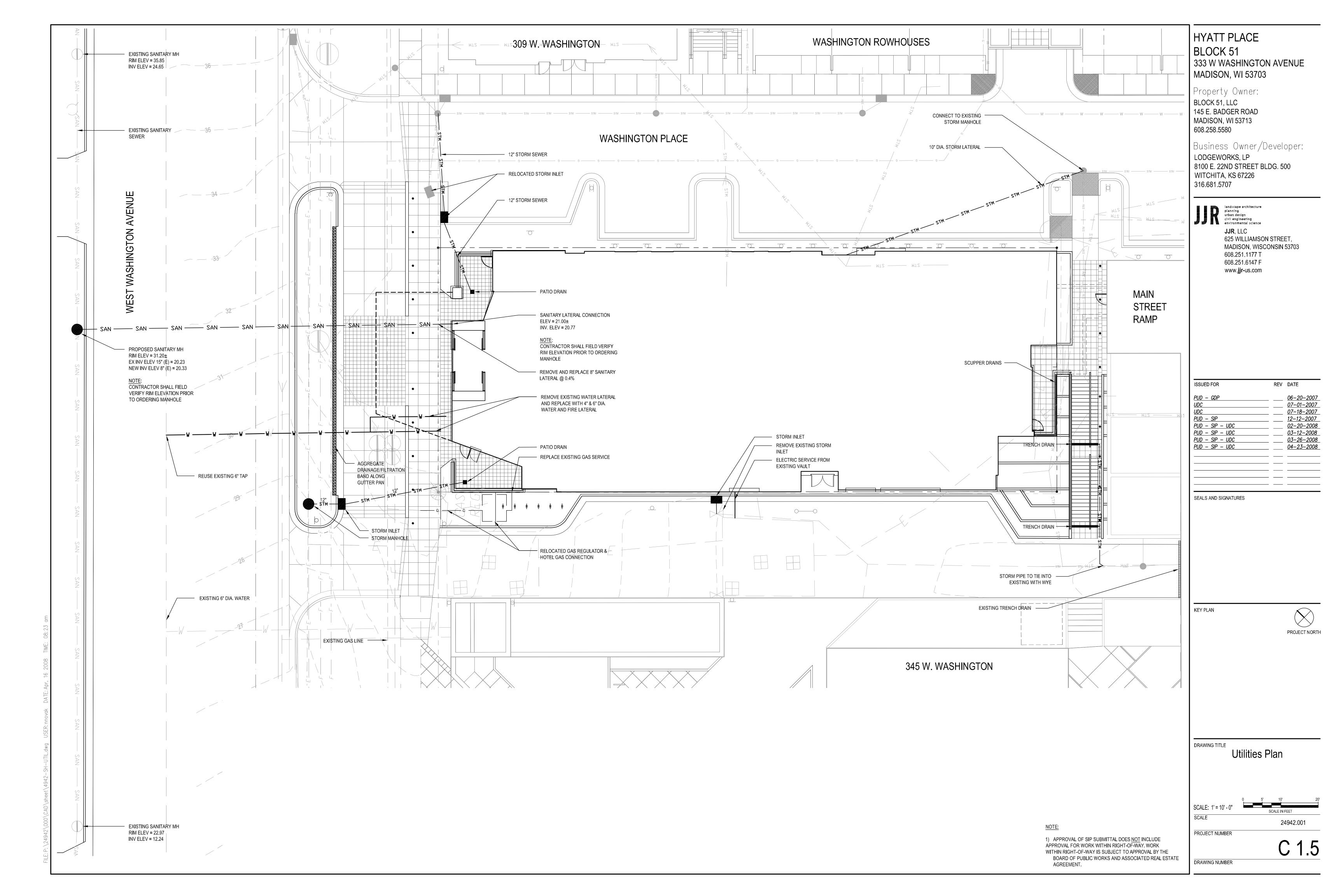
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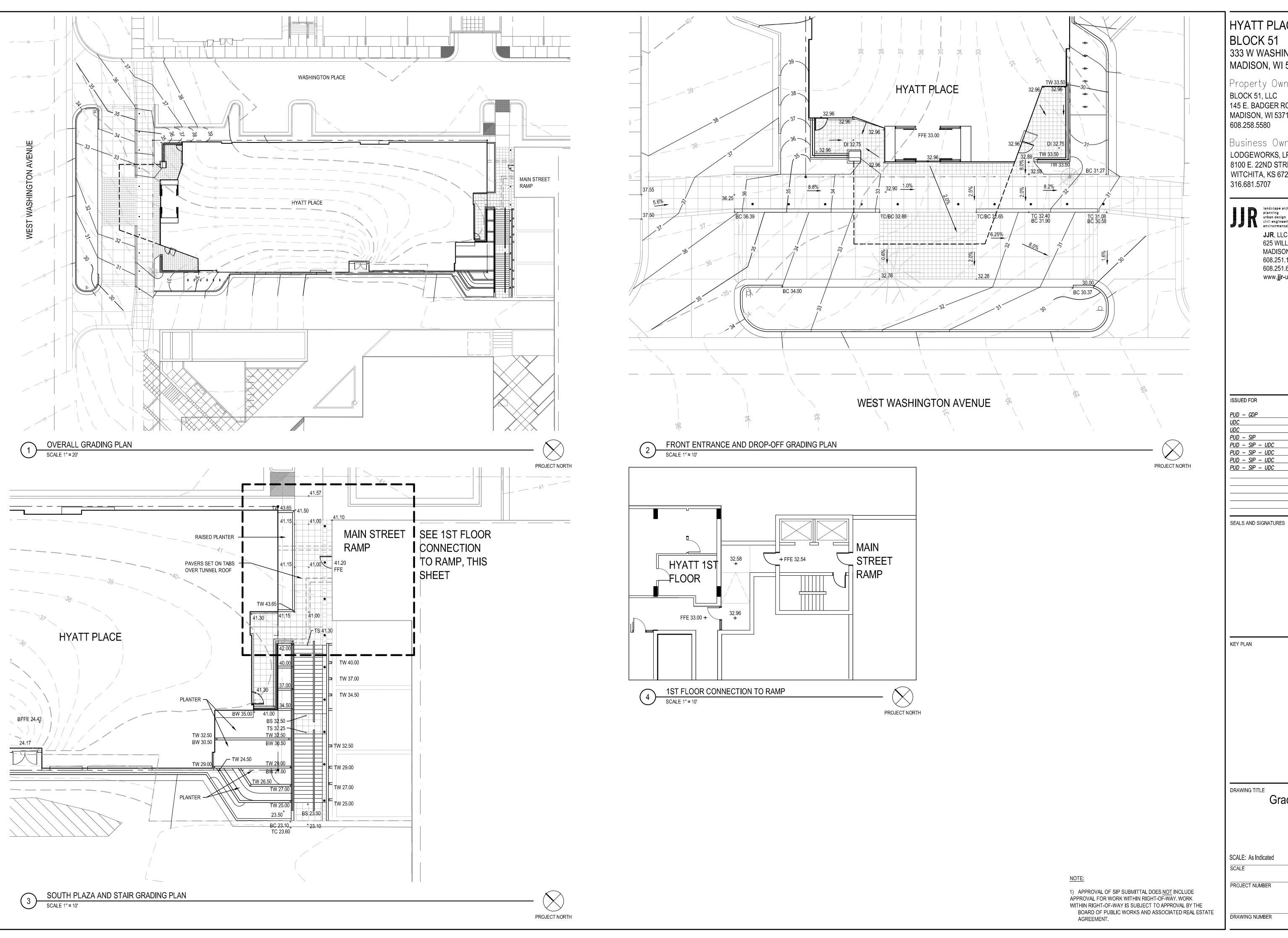
Landscape Plan



PROJECT NUMBER

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333 W WASHINGTON AVENUE MADISON, WI 53703

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

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**JJR**, LLC 625 WILLIAMSON STREET, MADISON, WISCONSIN 53703 608.251.6147 F

www.jjr-us.com

ISSUED FOR REV DATE 06-20-2007 07-01-2007 07-18-2007 12-12-2007 02-20-2008 03-12-2008 03-26-2008 04-23-2008 UDC
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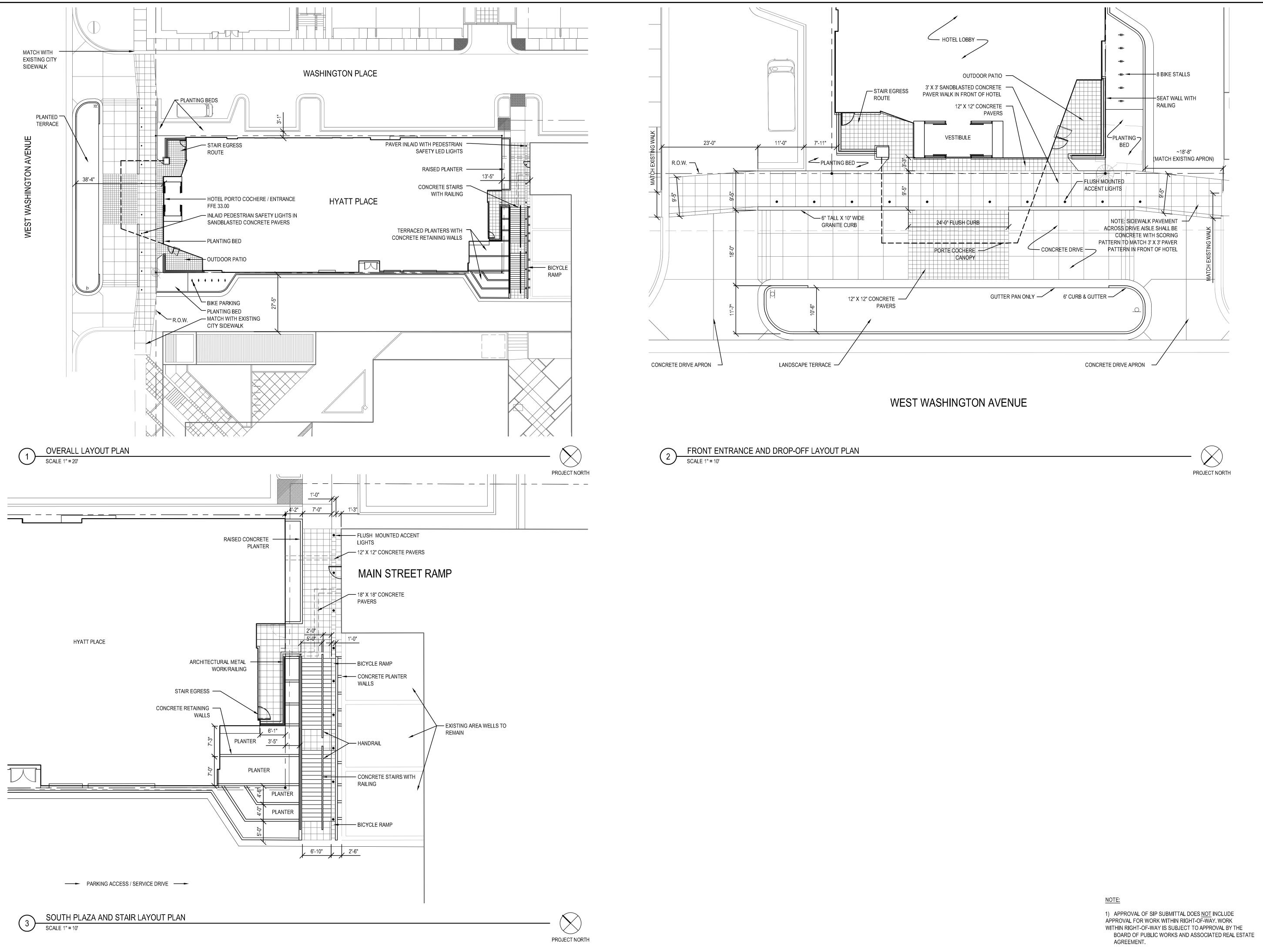
PROJECT NORTH

DRAWING TITLE

**Grading Plan** 

SCALE: As Indicated

24942.001



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 WITCHITA, KS 67226 316.681.5707

landscape architecture
planning
urban design
civil engineering
environmental science

JJR, LLC
625 WILLIAMSON STREET,
MADISON, WISCONSIN 53703

608.251.1177 T 608.251.6147 F

www.jjr-us.com

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SEALS AND SIGNATURES

PROJECT NORTH

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Layout Plan

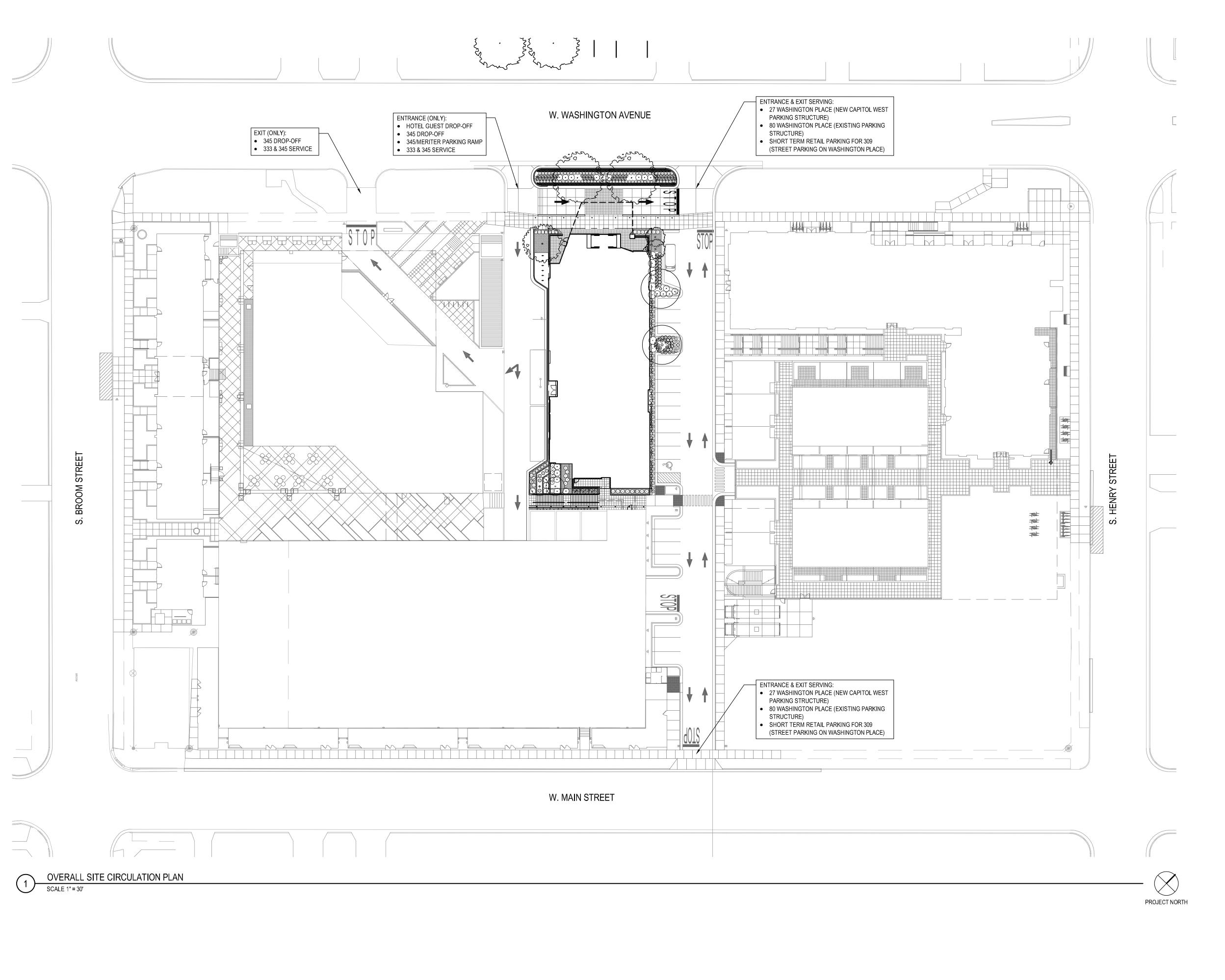
SCALE: As Indicated

SCALE 24942.001

PROJECT NUMBER

C. 1

DRAWING NUMBER



333 W WASHINGTON AVENUE MADISON, WI 53703

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

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landscape archite planning urban design civil engineering environmental sc

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ISSUED FOR	REV	DATE
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SEALS AND SIGNATURES

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RAWING TITI F

Overall Site Circulation Plan

SCALE: 1" = 20' - 0"

SCALE IN FEET

24942.001

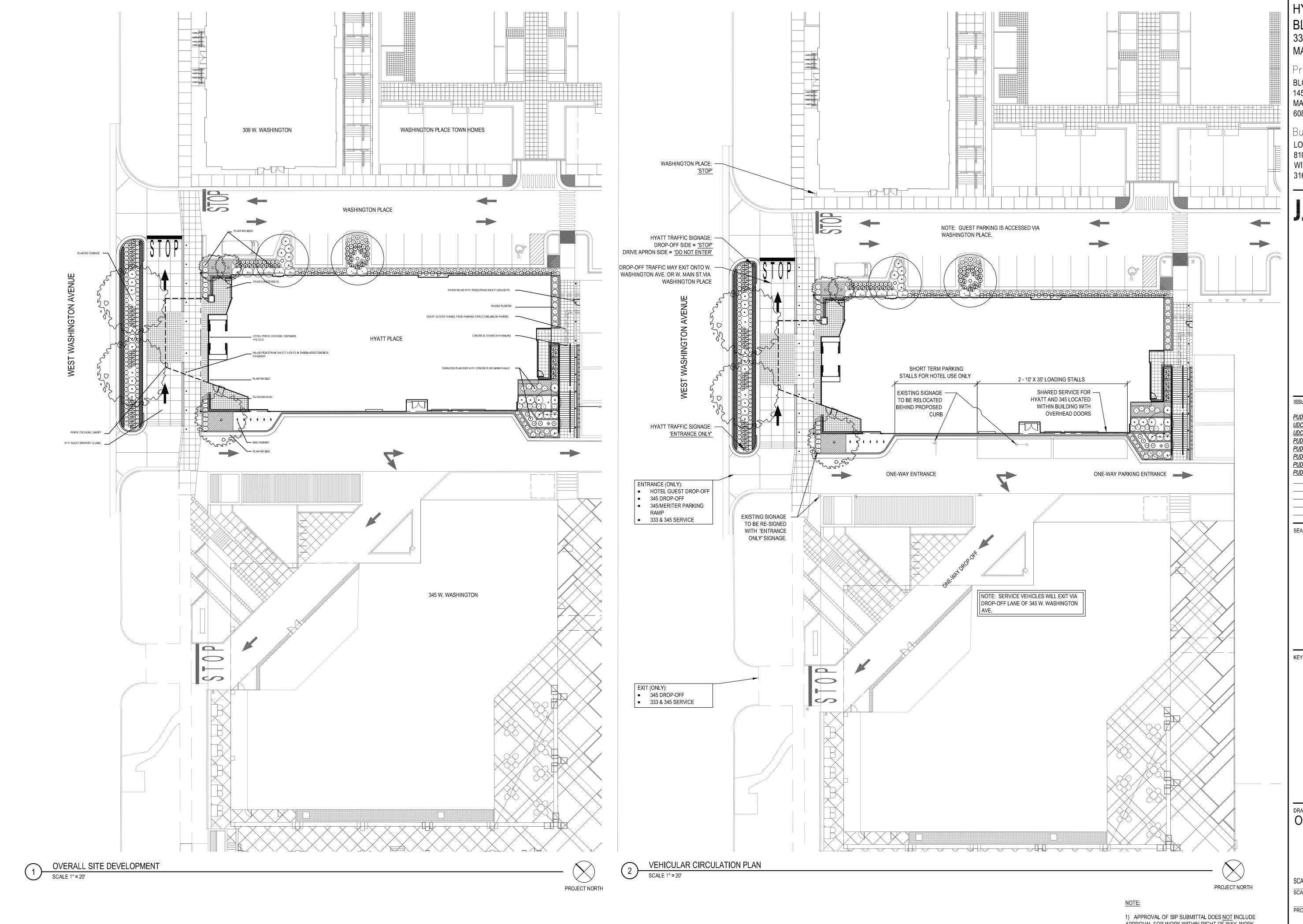
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NOTE:

APPROVAL OF SIP SUBMITTAL DOES <u>NOT</u> 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.



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 WITCHITA, KS 67226 316.681.5707

landscape architecture planning urban design civil engineering environmental science

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SEALS AND SIGNATURES

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PROJECT NORTH

Overall Site Development And
Site Circulation Plans

SCALE: 1" = 20' - 0"

SCALE IN FEET

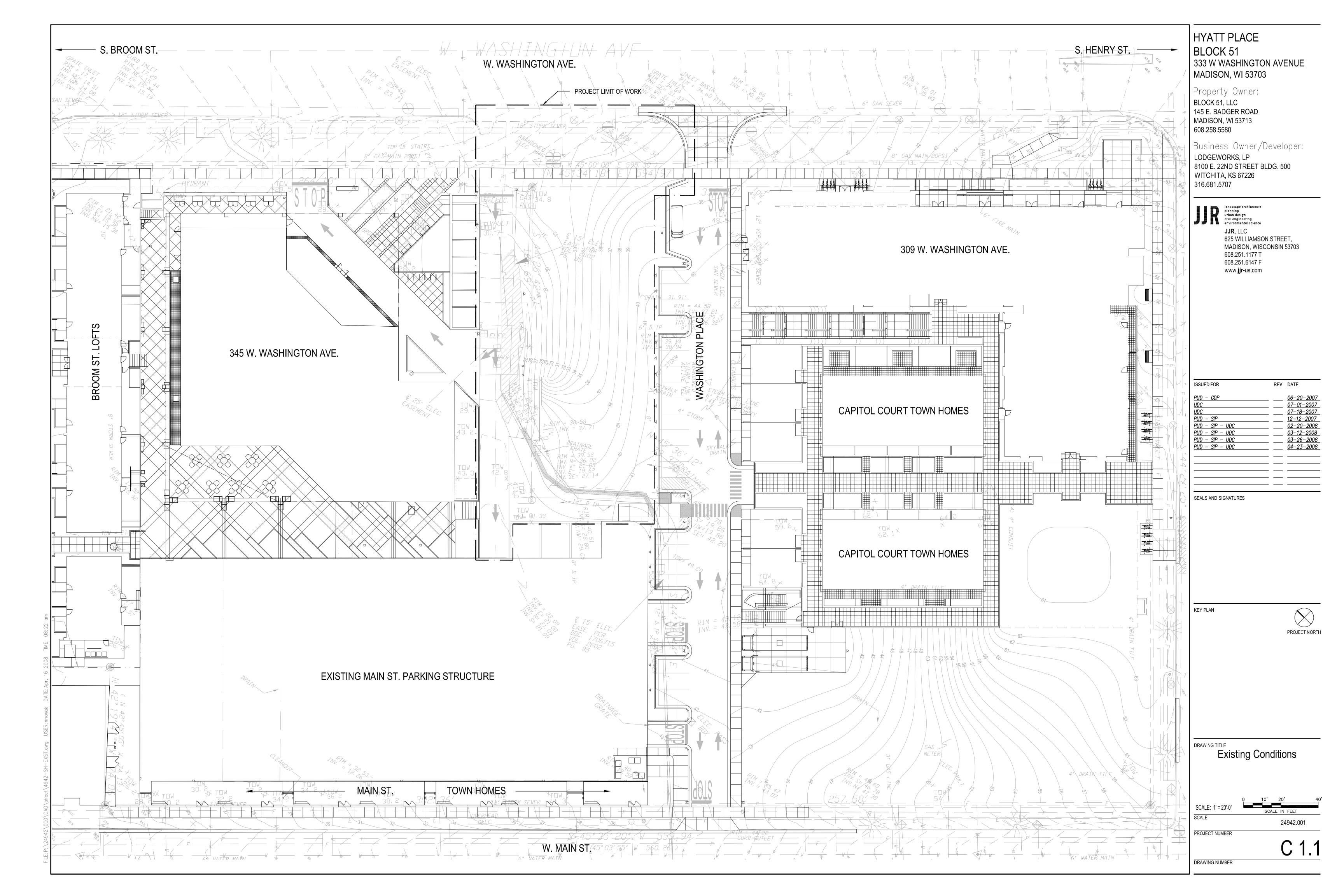
24942.001

PROJECT NUMBER

DRAWING NUMBER

C 1.

1) APPROVAL OF SIP SUBMITTAL DOES <u>NOT</u> 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.



# **APPLICATION FOR URBAN DESIGN COMMISSION**

AGENDA ITEM #	
Project #	

# **REVIEW AND APPROVAL**

Action	Requested
DATE SUBMITTED:	Informational Presentation
	Initial Approval and/or Recommendation
UDC MEETING DATE:	Final Approval and/or Recommendation
PROJECT ADDRESS: 333 W. Washington Avenu ALDERMANIC DISTRICT: 4	e
OWNER/DEVELOPER (Partners and/or Principals)	ARCHITECT/DESIGNER/OR AGENT:
CONTACT PERSON:	
Phone:	
Fax:	
E-mail address:	
well as a fee) School, Public Building or Space (Fee may be re	Urban Design District * (A public hearing is required as equired) g of a Retail, Hotel or Motel Building Exceeding 40,000
_X_ New Construction or Exterior Remodeling in C4 (See Section C for:)	1 District (Fee required)
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 Deadlin	ne 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

<u>Informational Presentation</u>. Applicants are often encouraged to make an Informational Presentation to the <u>UDC</u> 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.

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

<u>Final Approval and/or Recommendation</u>. 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 from, descriptive materials, and plans as individual Adobe Acrobat PDF files complied 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 <u>each</u> 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
- Negwired struction or Addition to or Remodeling of a Retail, Hotel, or Motel Building Exceeding
- 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
- 1. 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:

- 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
- Building Elevations b. including adjacent buildings
- c. 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:

- a. Locator Map
- b. **Building** Elevations including adjacent buildings
- c. Photographs of existing buildings as well as adjacent buildings.
- d. 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:

- a. Locator Map
- b. Brief Summary of the Parking Variance Request
- 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. Summary of the Parking Variance Request
- c. Site Plan
- d. 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:

- a. Locator Map
- b. Summary of the Parking Variance Request
- c. Site Plan
- d. Landscape Plan
- e. Parking Lot Lighting Plan/Details/Photometrics

# **SECTION D**

# SUBMISSION REQUIREMENTS FOR:

- Comprehensive Design Review (\$200 Application
- **5te**ee et 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:

- 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. A written explanation of the variance requested comparing the Sign Code allowance to the proposed signage.
- c. 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)
- d. Scale drawing of each proposed graphic, including awning graphics
- e. 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:

- a. Locator Map
- b. A written explanation of the variance requested comparing the Sign Code allowance to the proposed signage.
- c. 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)
- d. Scale drawing of each proposed graphic, including awning graphics
- e. Description and/or samples of materials and colors for each proposed sign
- I. Photographs of site
- g. If any graphics similar to proposed graphics are in use elsewhere, photographs of the similar graphics

#### STREET GRAPHICS VARIANCE AND/OR COMPREHENSIVE DESIGN REVIEW

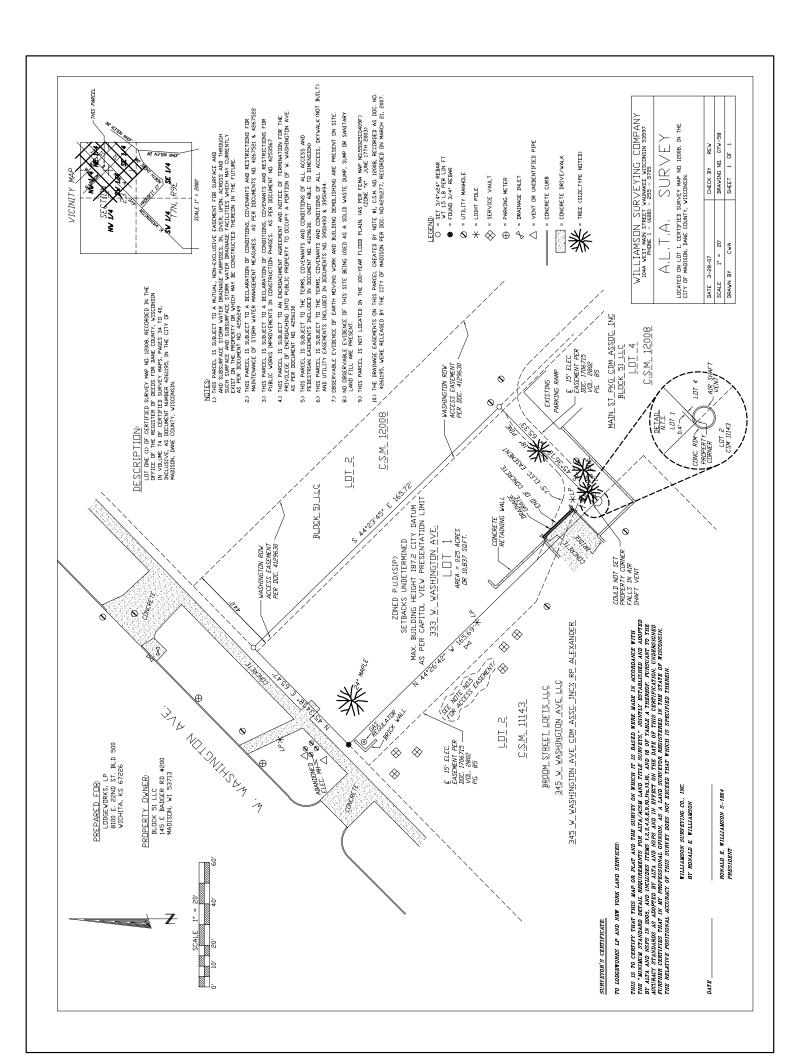
Section 31.04 of the Madison General Ordinance provides for the City's Urban Design Commission, after a public hearing to:

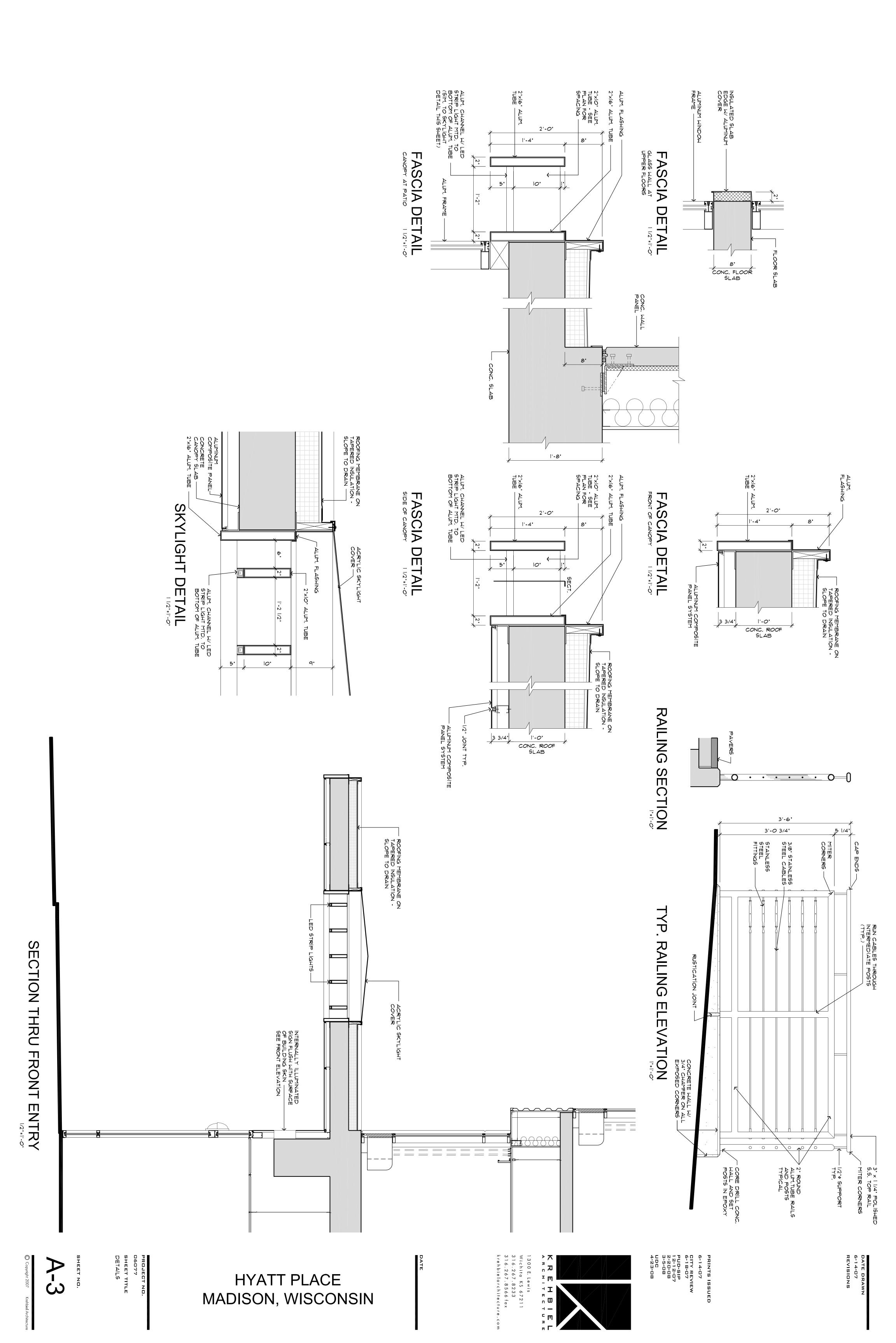
• Approve a street graphic up to twenty-five percent (25%) larger or higher than the maximum square footage or height otherwise allowed or reduce the yard or setback required if a variance:

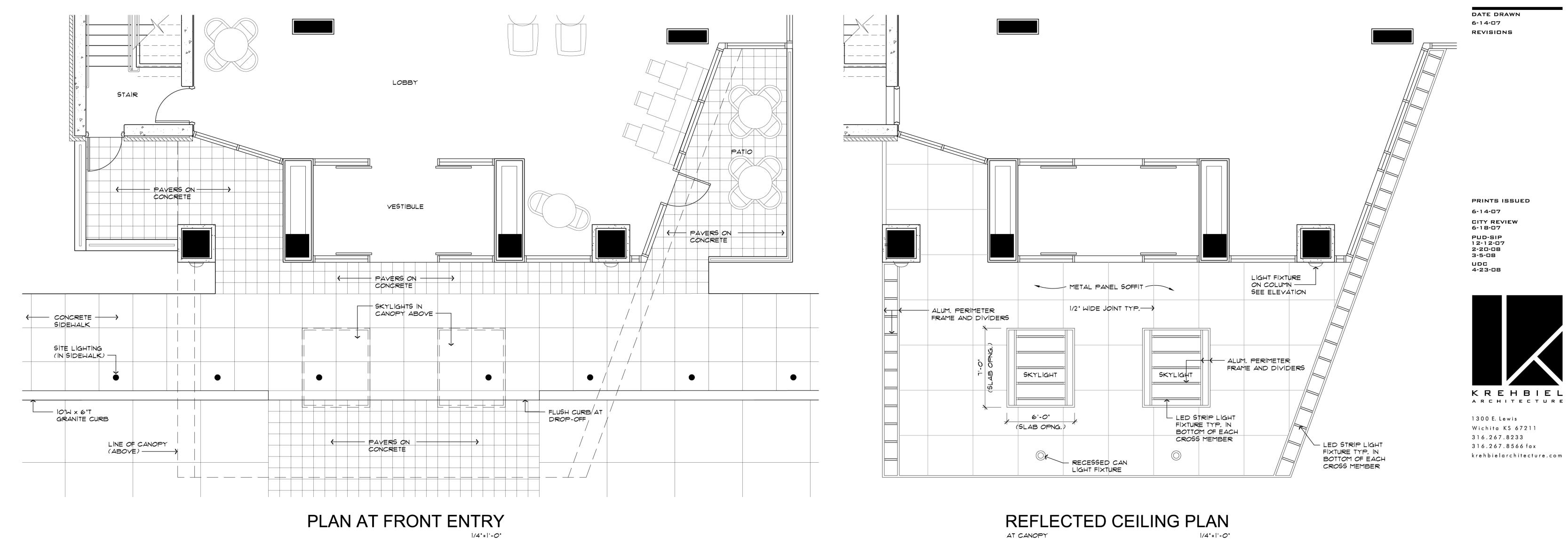
Is necessary for a street graphic located on the site of an establishment to be identifiable and legible from the nearest roadway at prevailing speeds; and

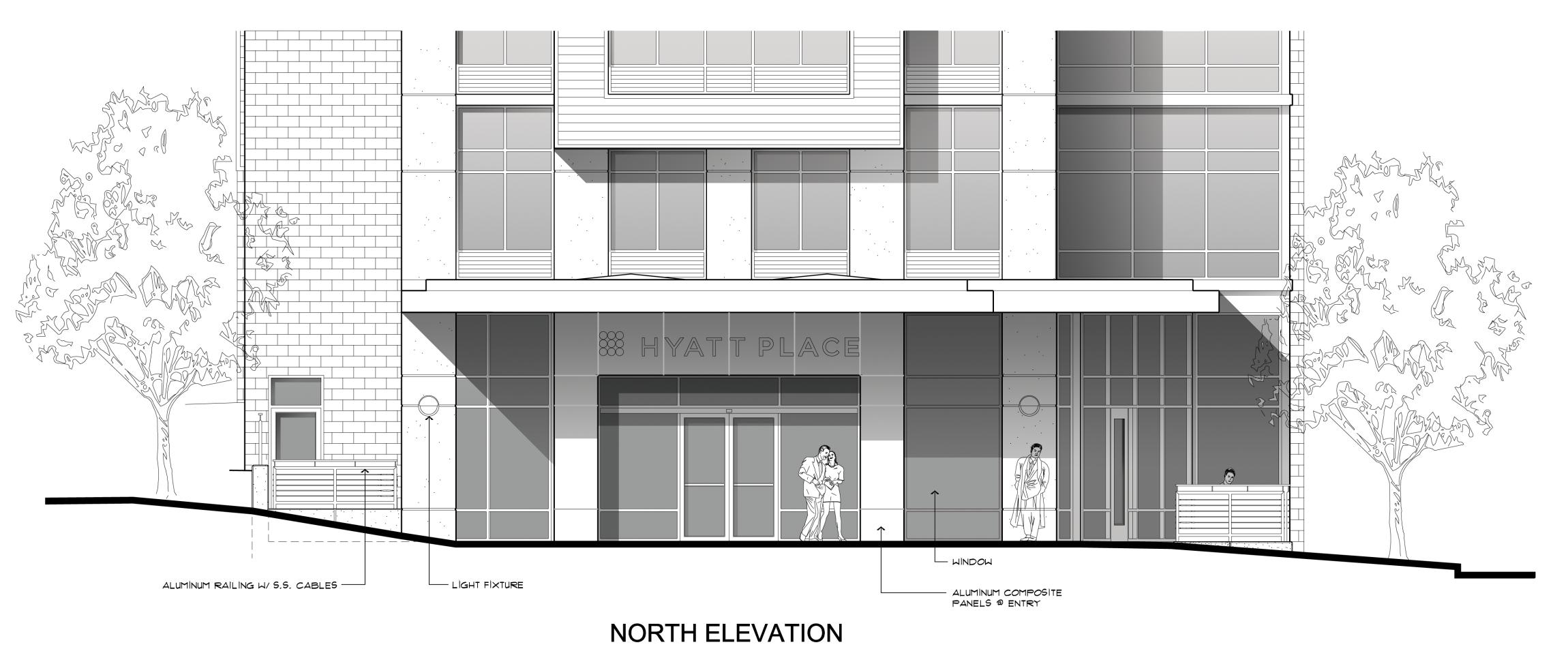
Will result in a street graphic more in scale with the building and site and in a superior overall design.

- 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.





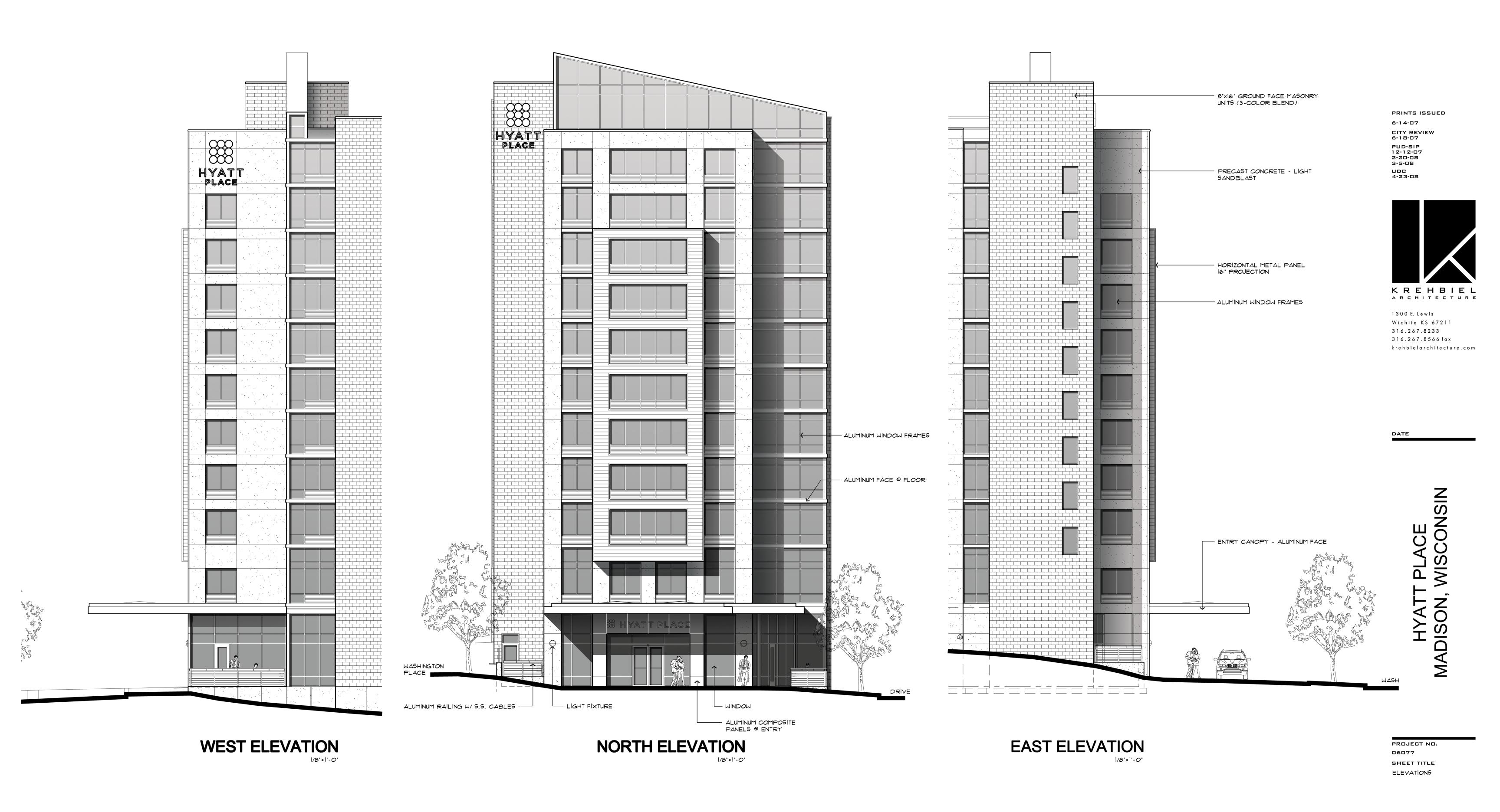




PROJECT NO. 06077 SHEET TITLE ENLARGED PLANS FRONT ELEVATION

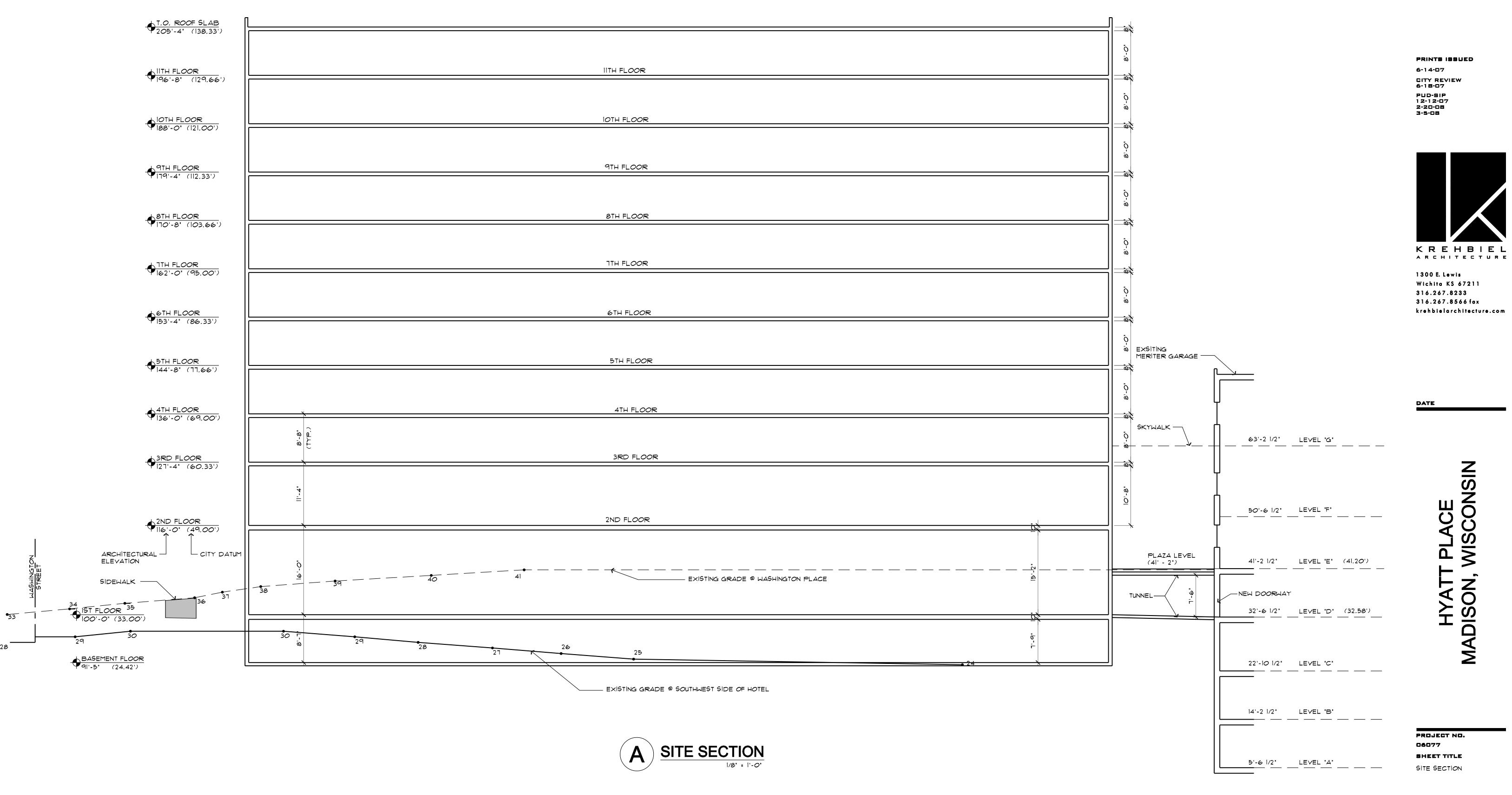
SHEET NO.

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SHEET NO.

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SHEET NO.

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SHEET NO.

A1.4

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18'-9" 62'-10 3/4" 11'-2 1/4" , 5'-10" 10'-2" 11'-2" 41'-7" 15'-7 3/4" 15'-8" 15'-8" 15'-11" 9'-8" 15'-5**"** 16'-0" PROPERTY LINE-165.72 ELEV. LOBBY KING SUITE YENDING CORRIDOR KING SUITE K H.C./QQ H.C./QQ ROOF BELOW ROOF BELOW 165.69 15'-8" 15'-8**"** 15'-8**"** 15'-8" 15'-8" 15'-8" 9'-10 1/2" 9'-5 1/2" 6'-2 1/2" 11'-3 1/2" 21'-3 3/4" 10'-6 3/4" 20'-8 1/2" 18'-7" 11'-4" 20'-9 1/4" 21'-5 3/4"

WASHINGTON PLACE

161'-7"

18'-8"

18'-8"

31'-4"

31'-**0"** 

31'-4"

15'-8"



31'-4"

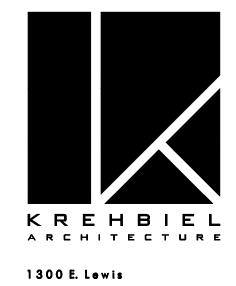
NOTES: THE ELEVENTH FLOOR HANDICAP KING UNIT IS A DOUBLE QUEEN UNIT ON THE TENTH FLOOR,

STAIR I EXTENDS TO PROVIDE ROOF ACCESS.

31'-4"

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

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



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DA

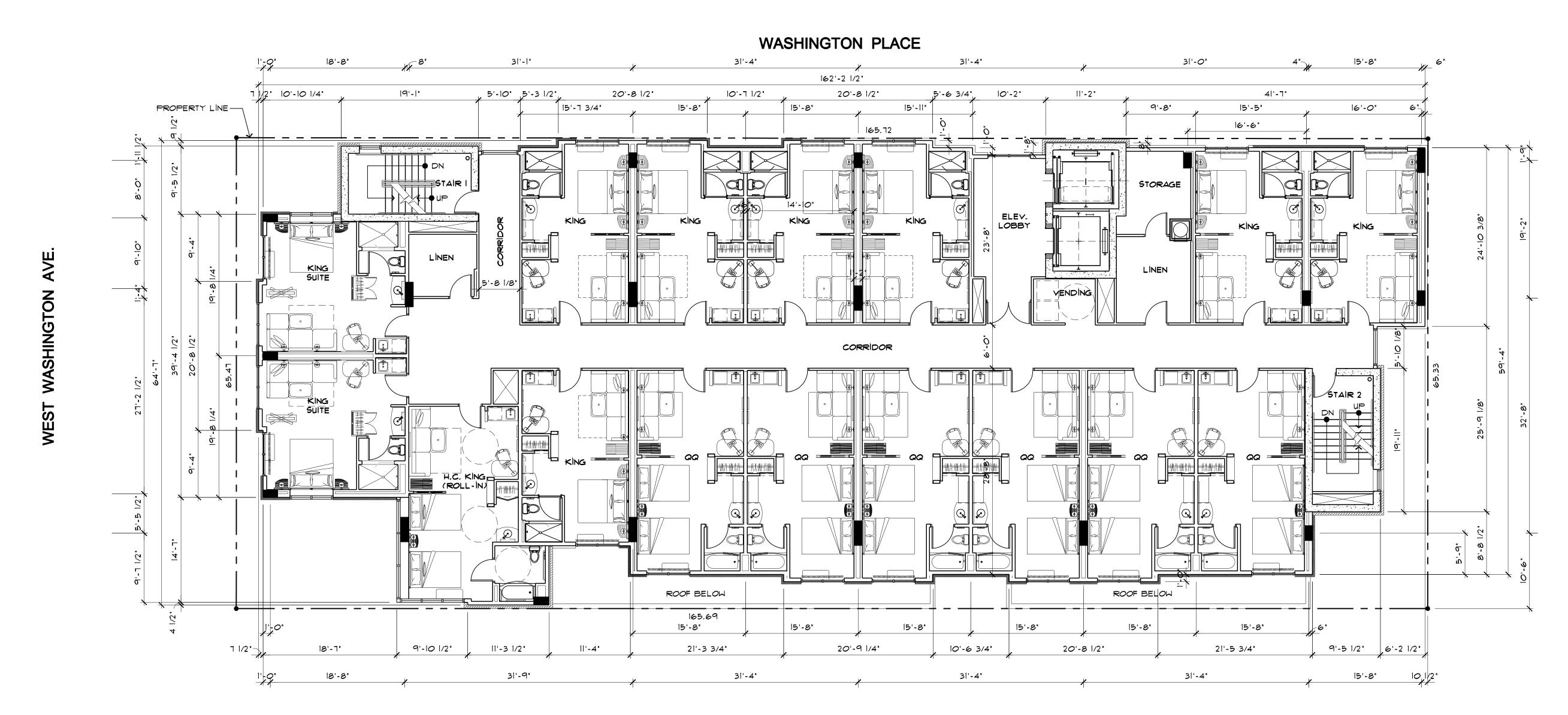
HYATT PLACE

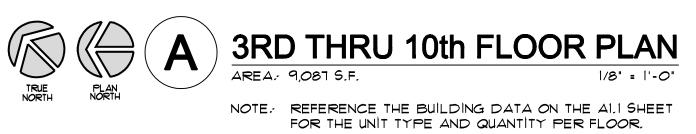
AADISON, WISCONSII

PROJECT NO.
06077
SHEET TITLE
THIRD THRU TENTH
FLOOR PLAN

SHEET NO.

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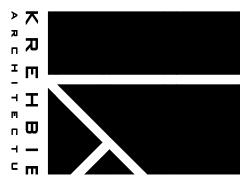


59'-4"

32'-8"

19'-2"

WEST WASHINGTON AVE.



TOTAL UNITS

HANDICAP QQ

(2.65%)

1 ROLL-IN 7

HANDÍCAP KING

1 ROLL-IN

(2.65%)

QQ

(37.1%)

KÌNG

87

(57.6%)

GROSS AREA

3,176 SQ FT

9,599 SQ FT

9,087 SQ FT

9,004 SQ FT

9,004 SQ FT

105,318 SQ FT

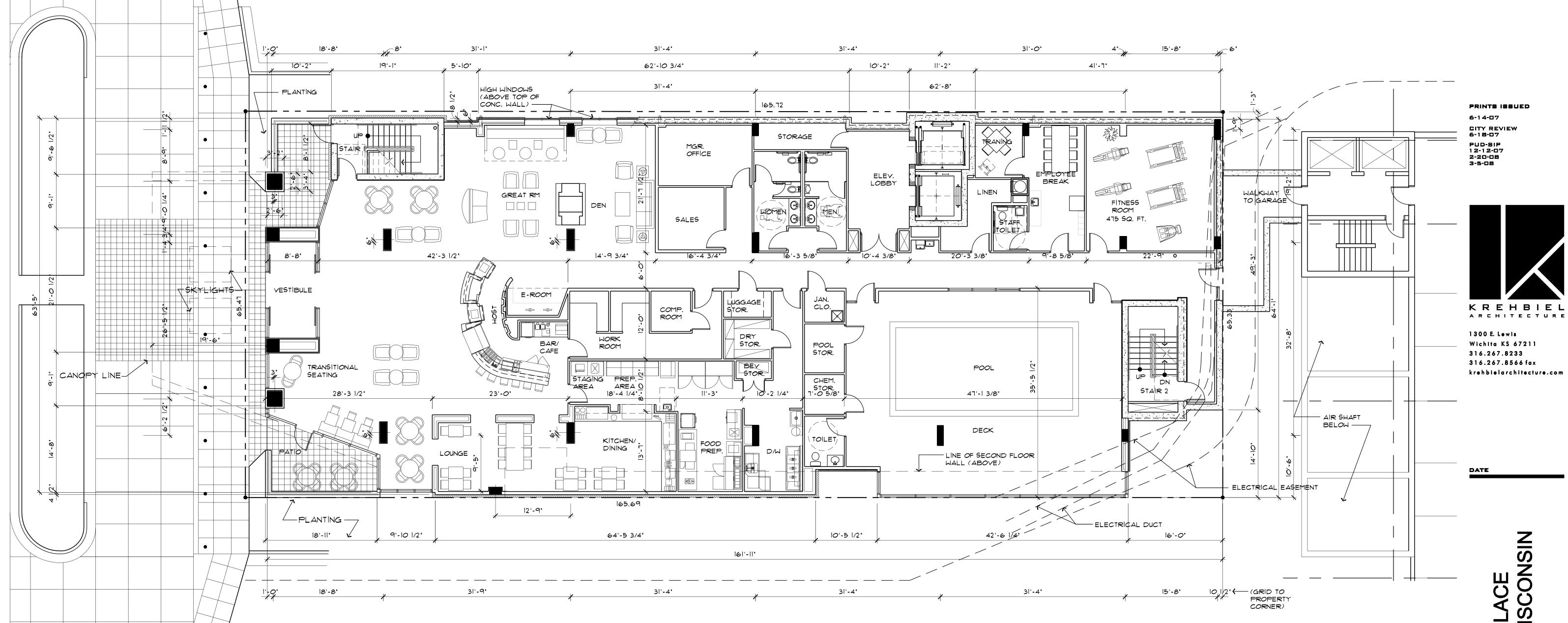
(691 SF / ROOM)

SHEET NO.

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BUILDING DATA

WASHINGTON PLACE



**BUILDING DATA:** 

LOWER LEVEL

FIRST FLOOR

SECOND FLOOR

THIRD FLOOR

FOURTH FLOOR

FIFTH FLOOR

SIXTH FLOOR

SEVENTH FLOOR

EIGHTH FLOOR

NINTH FLOOR

TENTH FLOOR

TOTAL:

ELEVENTH FLOOR

USAGE DATA:
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USAGE DAI	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	-	-	9,087 SQ FT
FOURTH FLOOR	1,995	6,769	323	-	-	9,087 SQ FT
FIFTH FLOOR	1,995	6,769	323	-	-	9,087 SQ FT
SIXTH FLOOR	1,995	6,769	323	-	-	9,087 SQ FT
SEVENTH FLOOR	1,995	6,769	323	-	-	9,087 SQ FT
EIGHTH FLOOR	1,995	6,769	323	-	-	9,087 SQ FT
NINTH FLOOR	1,995	6,769	323	-	-	9,087 SQ FT
TENTH FLOOR	1,995	6,686	323	-	-	9,004 SQ F1
ELEVENTH FLOOR	1,995	6,686	323	-	-	9,004 SQ F1
TOTAL:	25,676	63,594	11,083	2,650	2,315	105,318 SQ FT



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DA'

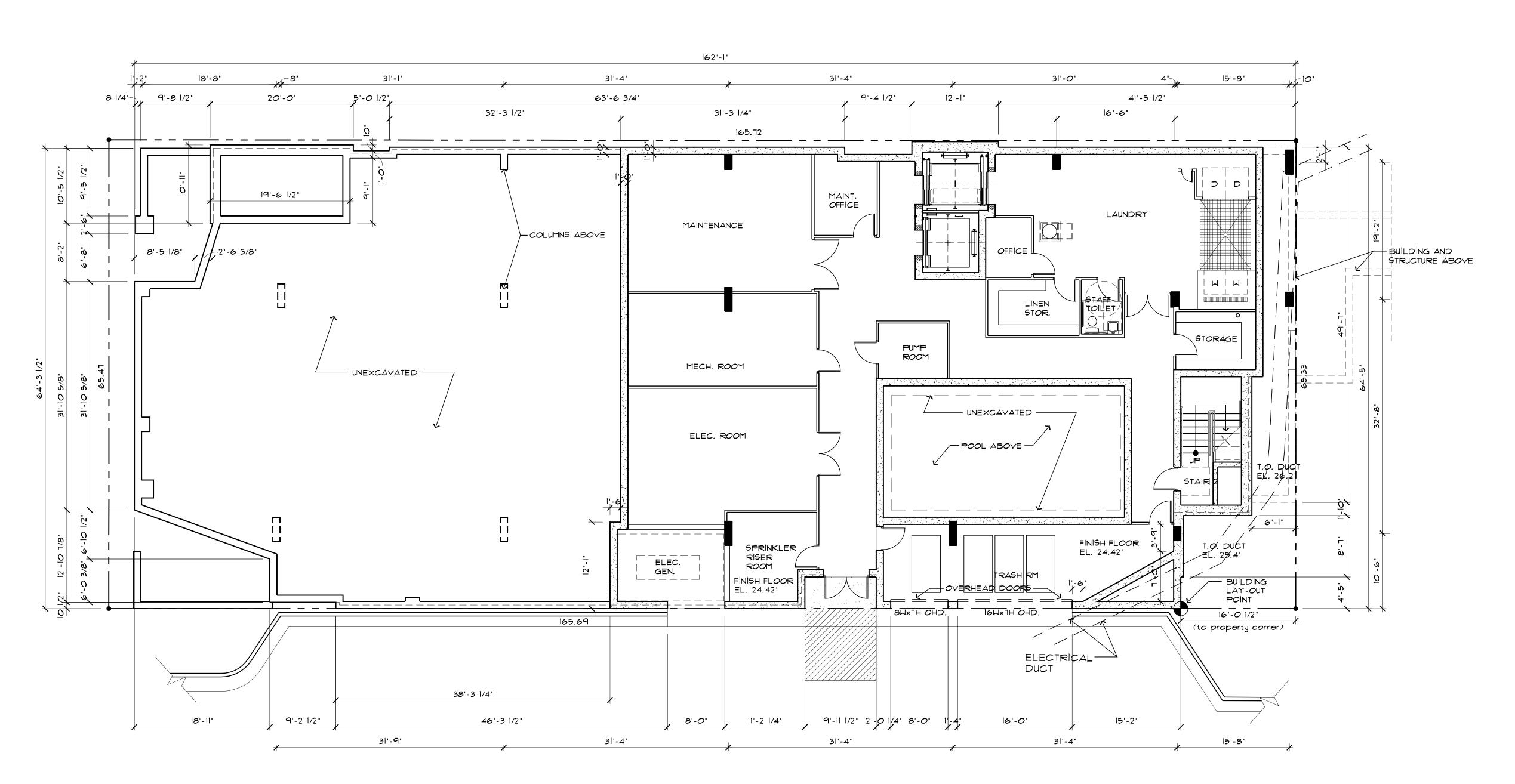
HYATT PLACE MADISON, WISCONSIN

PROJECT NO.
06077
SHEET TITLE
LOWER LEVEL FLOOR PLAN

SHEET NO.

A1.0

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April 23, 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 Block 51, LLC

Owner: 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 subgrade tunnel connection from the Main St. ramp lobby to the 1<sup>st</sup> 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 civicly 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



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,

Nathan Novak

JJR, Project Manager

Cc: Tom Miller, Natalie Bock, Adam Winkler, Ed Freer (The Alexander Company)

Bill White (Michael Best & Friedrich LLP)

MOF