



October 20, 2025

City of Madison
Land Use Submittal

Re: Letter of Intent for Proposed Development
200 Wisconsin Avenue
Drury Plaza Hotel

Dear Commission Members and City Staff,

On behalf of Drury Madison LLC, we are pleased to submit the enclosed materials for a new hotel development on the 200 block of Wisconsin Avenue, located on the site of the former Madison College downtown campus. This project site has previously received approvals for both a Drury hotel and a Marriott dual-brand hotel. The existing Madison College building is *not* included in this current submittal. However, Drury is actively seeking a development partner to support the renovation of that building.

Site Description

The 2-acre parcel is bounded by West Johnson Street, West Dayton Street, North Carroll Street, and Wisconsin Avenue. The proposed hotel development will occupy the northeastern 0.814-acre portion of the block. It is anticipated that the block will be split into 2 separate parcels.

Zoning and Project Description

The site is currently zoned Planned Development. We are proposing to rezone the site to Urban Mixed-Use (UMX). At 8 stories, the project conforms to downtown height standards but will require Conditional Use approval, as it exceeds 6 stories.

The proposed development will feature a 205-room Drury Plaza Hotel. Amenities will include:

- A ground-floor breakfast area, as well as a restaurant and bar that is open to the public and fronting Wisconsin Avenue to activate the street frontage.
- A meeting room with a pre-function area.
- A fitness center and indoor pool on the basement level.

Parking will be split:

- Below-grade parking will serve the Madison College building.
- Above-grade parking on levels 2 and 3 will serve hotel guests and visitors. This parking structure will be enclosed with materials consistent with the hotel façade, including brick, glass, and metal panels.
- The hotel will provide valet parking.

Architectural Design Description

The new hotel will be prominently located on Wisconsin Avenue, featuring a central entry and vehicular drop-off area recessed beneath the building to minimize pedestrian conflicts and enhance street-level activity. At eight stories tall,

the building's scale is designed to complement the adjacent historic Madison College building, creating a context-sensitive relationship. A service drive between the hotel and the existing MATC structure provides access for parking, trash removal, loading, and deliveries—reducing disruption to public streets and establishing a clear separation between the two buildings.

The building's massing along Wisconsin Avenue is articulated through two brick volumes flanking a recessed central section, which accommodates a green roof on the fourth floor. This central recess also houses the main entrance under a protective canopy, contributing to a welcoming and pedestrian-friendly experience.

Architecturally, the design draws inspiration from the historic Madison College building while embracing a modern aesthetic. The brick volumes at each end relate to the material palette and height of the MATC building. Vertical brick pilasters add depth and rhythm, while recessed windows enhance texture and shadow play. Between these anchor volumes, a lighter façade of metal panels and glass introduces contrast and transparency, with a dynamic gradation of materials that animates the elevation.

Structured parking on the second and third floors is integrated into the design, screened with obscured glass to maintain visual continuity. Mechanical equipment will be located on the roof and fully screened from view. The hotel will use an institutional HVAC system, eliminating the need for exterior exhaust or intake grills for each room on the facade.

The first floor will be taller creating an airy lobby experience, the food service area including a restaurant and bar that is open to the public, is located on the street level to provide activation along the street. An entrance to the lobby and restaurant/bar is located to prioritize pedestrian access from the sidewalk. Bike parking will be available on the ground floor and within the parking structure.

We are working with the city Forrester and an Arborist to protect the existing street trees. To minimize disruption to the terrace and sidewalk, two narrow one-way drives will provide access to the covered drop off area, guests will unload their vehicles within the building footprint and not on the public street.

Drury intends to highlight some of the history of the site within the hotel's public spaces.

Downtown Design Guideline Response

Site Design + Building Placement

1. Building Orientation

The proposed development addresses the street and reinforces urban density by being placed the minimum distance required from the property line. Major building fronts face primary streets, while service uses are tucked behind the building, integrated into the architecture, and concealed from view. Program elements such as a restaurant/bar, hotel lobby, and meeting rooms are located at street level to enhance sidewalk and street activity. The building orientation preserves and does not impede the view and vista corridor down Wisconsin Avenue. Additionally, the building height remains below the Capitol View Preservation Limit. The corners are anchored by two towers that flank a central green roof and guest drop-off area.

2. Access + Site Circulation

Access and circulation are addressed by locating service components and parking access behind the building within a dedicated service alley. The guest drop-off is set back from the street frontage and recessed behind the building's articulation to avoid interfering with pedestrian movement. Curb cuts for the guest drop-off are designed as a one-way

entrance and exit, reducing their visual and spatial impact along the street. Primary pedestrian access is provided along major building frontages.

3. Usable Open Space – Residential Development

(Not Applicable)

4. Landscaping

Linear planting beds with context-appropriate landscaping will line the building frontages. The site has approximately 5 feet of grade change, resulting in some exposed portions of the building base. Planting beds will step up in these areas to help screen the base. Every effort will be made to preserve existing canopy trees located within the terrace.

5. Lighting

Site and building lighting will promote pedestrian safety and create a welcoming environment. Building lighting will highlight the development's articulation and guest entrances while remaining neighbor-friendly and dark sky compliant.

Architecture

1. Massing

The building's massing is articulated to enhance the pedestrian experience and emphasize entry points. Four-story elements line the street frontage, breaking down the scale at the pedestrian level while defining building access. Much of the building mass is located toward the rear of the site, allowing for a central green roof and avoiding a looming, canyon-like effect. Massing is further broken down with contrasting materials at the top of the building and along the primary street frontage. Rhythmic architectural articulations further enrich the pedestrian experience.

2. Building Components

The building will be developed holistically, with a high level of visual interest. Accent metal panels rise vertically to highlight vehicular arrival points, then wrap downward and inward to define major pedestrian entrances. Accent brick bays echo the form of the metal panels, creating strong visual contrasts of light and shadow.

3. Visual Interest

All façades of the development carry visual interest. This is achieved by breaking down the massing, incorporating accent materials in primary and secondary applications, and designing articulations that extend to the ground to create a dynamic pedestrian environment. Long, monotonous façades are avoided. Contrasting forms and materials clearly define the top, middle, and base of the building.

4. Door and Window Openings

Door and window openings are thoughtfully placed in response to the adjacent Madison College building, which uses rhythmic punched openings. The proposed development reflects this design language by incorporating organized, consistent window bays defined by brick piers. While these openings echo the rhythm and scale of historic architecture, they are designed in a contemporary manner using accent brick and metal infill panels.

5. Building Materials

The development uses a refined palette of high-quality materials, including full-bed brick veneer facades and accents, concealed fastener accent metal panels, and concealed fastener ACM panels. Where material changes occur, a shift in plane is introduced to add depth and dimensionality to the façade.

6. Terminal Views and Highly Visible Corners

The development is not located on a terminal view. However, its corners are visible from various vantage points and are designed to define the street edge, anchor the site, and strengthen the view corridor down Wisconsin Avenue toward the Capitol.

7. Awnings and Canopies

Canopies are integrated into the building's articulation and are compatible with the building's overall rhythm, form, and detailing.

8. Signage

Signage will be simple, limited to the name, address, and function of the establishment. It will be integrated into the architecture using compatible backdrops and blade signs.

Project Data

Proposed Zoning	UMX – Urban Mixed-Use
Conditional Use Required	Yes – for buildings taller than 6 stories
Urban Design District	None
Aldermanic District	District 4 – Ald. Michael Verveer
Building Use	Hotel with structured parking
Building Height	8 stories
Trash Handling	Enclosed room within parking structure, accessed via internal drive
Hotel Rooms	205
Hotel Parking	142
Madison College Building Parking	70

Thank you for your time and consideration in reviewing our proposed development. We look forward to your feedback and are excited about bringing this new Drury Hotel to Wisconsin Avenue. Please do not hesitate to reach out with any questions about this submittal.

Sincerely,

Brenda McClure, Project Manager
Potter Lawson Inc.