



landscape architecture  
planning  
urban design  
civil engineering  
environmental science

July 18, 2007

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 – 2 (Initial/Final approval requested)  
Capitol West (Phase II), PUD – GDP Amendment**

Dear Mr. Martin:

The following is submitted together with plans, legal description, zoning text and application for Urban Design Commission consideration of initial approval of the proposed GDP Amendment to Block 51 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, 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.



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 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)

#### **Project Schedule**

The proposed schedule is to obtain GDP approval via Common Council vote in early September as outlined by the 2007 Plan Commission schedule. Upon GDP approval we will immediately follow with the SIP submittal with hopes of obtaining SIP approval in late 2007 or early 2008. Site preparation and construction would begin in early 2008. This schedule coincides with the tail end of Phase I construction thereby continuing construction on the block and expediting the phased build out originally laid out in the Capitol West GDP.

#### **Submittal Update**

At the direction of UDC from the July 11<sup>th</sup> presentation (referral), the Hyatt team has analyzed the passenger loading/unloading and porte cochere design on W. Washington Ave.

Based on conversations and input from City Staff and applicable regulations we feel the submitted design is safe and functional, yet aesthetically acceptable, and therefore an appropriate solution as the primary entry for the proposed Hyatt Hotel at 333 West Washington Avenue

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.





Hyatt Place Hotel UDC Letter of Intent  
Submitted by LodgeWorks  
July 2, 2007  
Page 3

Thank you for your time in reviewing this proposal.

Regards,

Nathan Novak  
JJR, Project Manager

Cc: Tom Miller (The Alexander Company)  
Bill White (Michael, Best & Fredrich)  
MOF



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Hyatt Place Hotel UDC Letter of Intent  
Submitted by LodgeWorks  
July 2, 2007  
Page 3

Thank you for your time in reviewing this proposal.

Regards,

Nathan Novak  
JJR, Project Manager

Cc: Tom Miller (The Alexander Company)  
Bill White (Michael, Best & Fredrich)  
MOF



**PROPOSED ZONING TEXT: PUD – GDP 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.



June 20, 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 – GDP Amendment**

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  
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178 South Main Street  
Cohasset, MA 02025  
Office: (781) 383-5500  
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Contact Denny Meikleham  
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**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  
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.

Parking is accommodated, in the Main St. Parking ramp (existing). 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, as part of the future SIP.

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 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 uses by 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 future SIP process for this project if necessary.

### **Project Schedule**

The proposed schedule is to obtain GDP approval via Common Council vote in early September as outlined by the 2007 Plan Commission schedule. Upon GDP approval we will immediately follow with the SIP submittal with hopes of obtaining SIP approval in late 2007 or early 2008. Site preparation and construction would begin in early 2008. This schedule coincides with the tail end of Phase I construction thereby continuing construction on the block and expediting the phased build out originally laid out in the Capitol West GDP. This amendment to the GDP reorganizes the phasing of the Main St. Townhomes and associated site and public works improvements from Phase I to Phase III and 306 W. Main St. from Phase II to Phase III. The Main St. Townhomes and 306 W. Main St. are intended to occur simultaneously as a result of this GDP amendment. Please note the pedestrian bridge across Washington Place remains in Phase III and is proposed to be constructed concurrent with Main St. Townhomes and 306 W. Main St.

### **Site Planning & Building Architecture**

See attached conceptual site plan 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 have been completed as part of the Capitol West GDP/SIP. The traffic impact analysis will be updated with this GDP 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 (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 front 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', written over a horizontal line.

Nathan Novak  
JJR, Project Manager









LodgeWorks

WE MAKE LODGING WORK.™

CAPITOL  
WEST



HYATT  
PLACE™

a LodgeWorks development  
at Capitol West

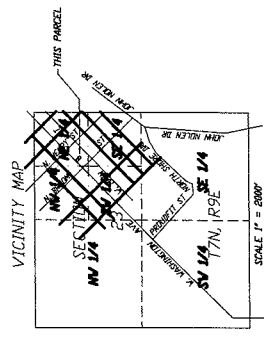
PUD-GDP  
Amendment  
07.18.2007

KREHBIEL  
ARCHITECTURE

0 10' 20'

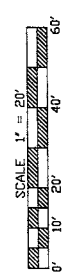
JJR





**PREPARED FOR:**  
 LODGEWORKS, LP  
 8100 E. 28TH ST. RD. 500  
 WICHITA, KS 67226

**PROPERTY OWNER:**  
 BLOCK 51 LLC  
 C/O BARDES RD #200  
 MADISON, WI 53713



**DESCRIPTION:**

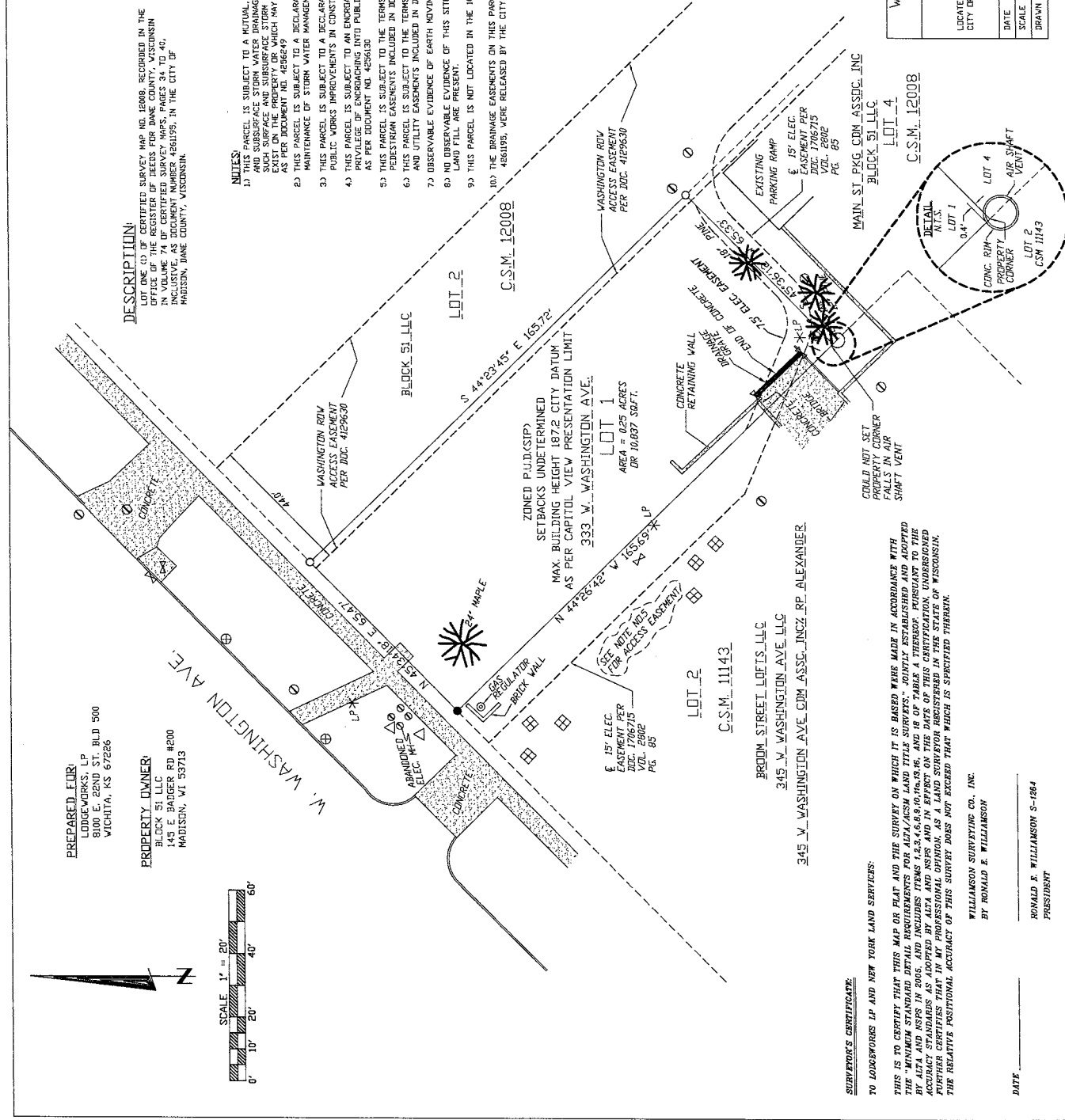
LOT ONE (3) OF CERTIFIED SURVEY MAP NO. 12008, RECORDED IN THE OFFICE OF THE REGISTER OF DEEDS FOR DANE COUNTY, WISCONSIN IN VOLUME 74 OF CERTIFIED SURVEY MAPS, PAGES 34 TO 40, INCLUSIVE, AS DOCUMENT NUMBER 4861195, IN THE CITY OF MADISON, DANE COUNTY, WISCONSIN.

**NOTES:**

- 1) THIS PARCEL IS SUBJECT TO A MUTUAL, NON-EXCLUSIVE EASEMENT FOR SURFACE AND SUBSURFACE STORM WATER DRAINAGE PURPOSES, IN OVER, UPON, ACROSS AND THROUGH SUCH SURFACE AND SUBSURFACE STORM WATER DRAINAGE FACILITIES WHICH MAY CURRENTLY EXIST ON THE PROPERTY OR WHICH MAY BE CONSTRUCTED THEREIN IN THE FUTURE.
- 2) THIS PARCEL IS SUBJECT TO A DECLARATION OF CONDITIONS, COVENANTS AND RESTRICTIONS FOR MAINTENANCE OF STORM WATER MANAGEMENT MEASURES, AS PER DOCUMENTS NO. 4867521 & 4867522.
- 3) THIS PARCEL IS SUBJECT TO A DECLARATION OF CONDITIONS, COVENANTS AND RESTRICTIONS FOR PUBLIC WORKS IMPROVEMENTS IN CONSTRUCTION PHASES, AS PER DOCUMENT NO. 4855467.
- 4) THIS PARCEL IS SUBJECT TO AN EROSION CONTROL AGREEMENT AND NOTICE OF TERMINATION FOR THE MAINTENANCE OF STORM WATER MANAGEMENT MEASURES, AS PER DOCUMENT NO. 4855467.
- 5) THIS PARCEL IS SUBJECT TO THE TERMS, COVENANTS AND CONDITIONS OF ALL ACCESS AND PEDISTRIAN EASEMENTS INCLUDED IN DOCUMENT NO. 4129630. (NOT ABLE TO DIMENSION)
- 6) THIS PARCEL IS SUBJECT TO THE TERMS, COVENANTS AND CONDITIONS OF ALL ACCESS, SKYWALK (NOT BUILT) AND UTILITY EASEMENTS INCLUDED IN DOCUMENTS NO. 3954493 & 3954494.
- 7) NO OBSERVABLE EVIDENCE OF EARTH MOVING WORK AND BUILDING DEMOLISHING ARE PRESENT ON SITE.
- 8) NO OBSERVABLE EVIDENCE OF THIS SITE BEING USED AS A SOLID WASTE DUMP, SUMP OR SANITARY LAND FILL ARE PRESENT.
- 9) THIS PARCEL IS NOT LOCATED IN THE 100-YEAR FLOOD PLAIN (AS PER FEMA MAP NO. 150982C04097) (ZONE "V", JUNE 17TH 2003)
- 10) THE DRAINAGE EASEMENTS ON THIS PARCEL CREATED BY NOTE #1, C.S.M. NO. 12008, RECORDED AS DEC. NO. 4861195, WERE RELEASED BY THE CITY OF MADISON PER DEC. NO. 4828127, RECORDED ON MARCH 21, 2007.

**LEGEND:**

- = SET 3/4" x 24" REBAR
- = SET 1/2" x 18" PER LIN. FT.
- = POINT 3/4" REBAR
- = UTILITY MANHOLE
- \* = LIGHT POLE
- ◇ = SERVICE VAULT
- ⊕ = PARKING METER
- ⌒ = DRAINAGE INLET
- △ = VENT OR UNIDENTIFIED PIPE
- = CONCRETE CURB
- = CONCRETE DRIVE/WALK
- = TREE (SIZE, TYPE NOTED)



**SURVEYOR'S CERTIFICATE:**

TO LODGEWORKS LP AND NEW YORK LAND SERVICES:

THIS IS TO CERTIFY THAT THIS MAP OR PLAN AND THE SURVEY ON WHICH IT IS BASED WERE MADE IN ACCORDANCE WITH THE RULES AND REGULATIONS OF THE BOARD OF SURVEYING AND MAPPING, WISCONSIN, AND THAT THE SURVEY WAS CONDUCTED IN ACCORDANCE WITH THE RULES AND REGULATIONS OF THE BOARD OF SURVEYING AND MAPPING, WISCONSIN, AND THAT THE SURVEY WAS CONDUCTED IN ACCORDANCE WITH THE RULES AND REGULATIONS OF THE BOARD OF SURVEYING AND MAPPING, WISCONSIN, AND THAT THE SURVEY WAS CONDUCTED IN ACCORDANCE WITH THE RULES AND REGULATIONS OF THE BOARD OF SURVEYING AND MAPPING, WISCONSIN.

WILLIAMSON SURVEYING CO., INC.  
 BY RONALD E. WILLIAMSON

DATE \_\_\_\_\_  
 RONALD E. WILLIAMSON S-1284  
 PRESIDENT

**WILLIAMSON SURVEYING COMPANY**  
 1044 WEST MAIN STREET, WAUKESHA, WISCONSIN 53997  
 PHONE 1 - (608) - 255 - 3705

**A.L.T.A. SURVEY**

LOCATED ON LOT 1, CERTIFIED SURVEY MAP NO. 12008, IN THE CITY OF MADISON, DANE COUNTY, WISCONSIN.

|          |          |             |        |
|----------|----------|-------------|--------|
| DATE     | 3-29-07  | CHECK BY    | REV    |
| SCALE    | 1" = 20' | DRAWING NO. | 974-58 |
| DRAWN BY | CVA      | SHEET       | 1 OF 1 |



309 W. WASHINGTON AVE.



© Anderson Illustration Associates, Inc. 2006



MAIN STREET TOWNHOMES

© Anderson Illustration Associates, Inc. 2004

WASHINGTON ROWHOUSES



© Anderson Illustration Associates, Inc. 2006

BROOM STREET LOFTS



© Anderson Illustration Associates, Inc. 2005

CAPITOL COURT TOWNHOMES



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IMAGES COURTESY OF THE ALEXANDER COMPANY





BIRD'S EYE FROM SOUTHWEST



BIRD'S EYE FROM NORTHWEST



METROPOLITAN PLACE



CAPITOL





01 | MADISON  
CONCOURSE HOTEL  
W. Dayton

123 | THE  
LORAIN  
W. Washington

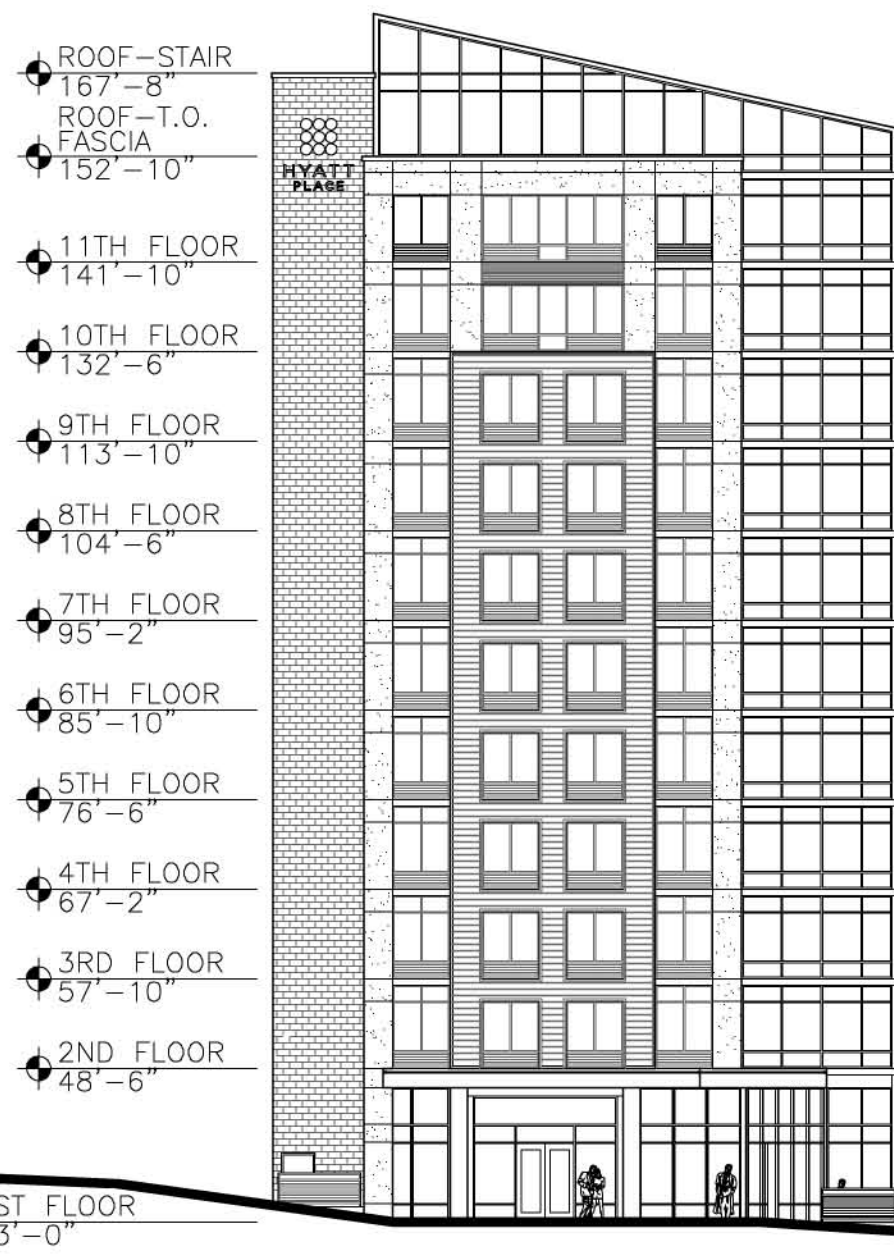
09 | HILTON MADISON  
MONONA TERRACE  
E. Wilson



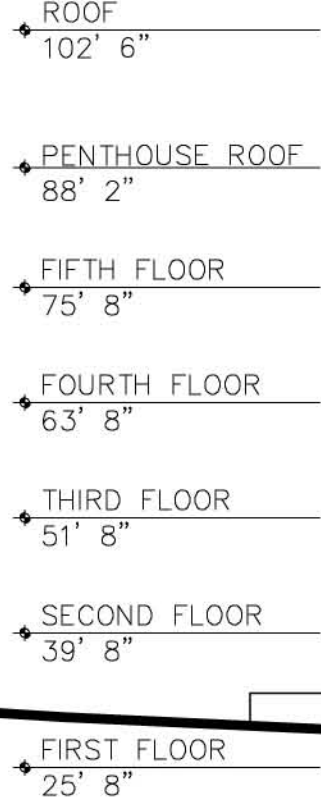
CAPITOL HEIGHT PRESERVATION: 187.2



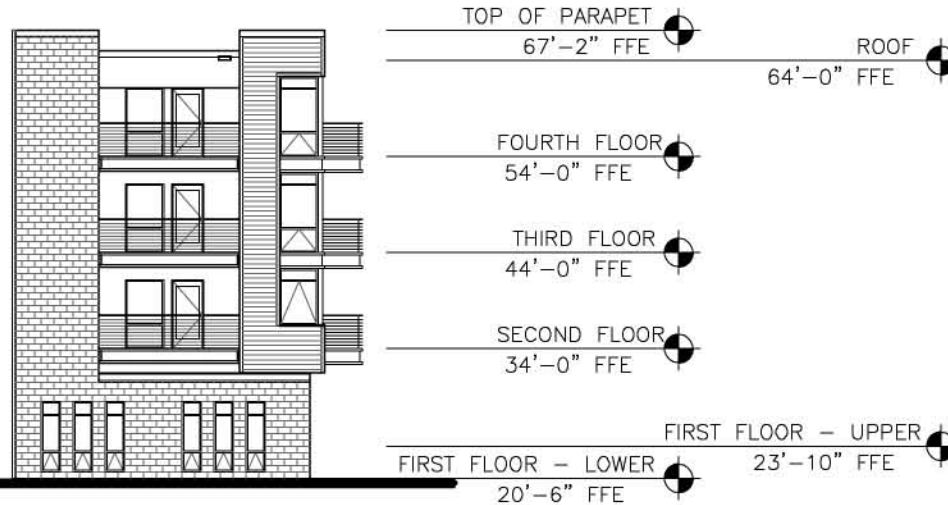
**309** | CURRENTLY UNDER CONSTRUCTION  
W. Washington



**333** | PROPOSED DEVELOPMENT  
W. Washington



**345** | EXISTING OFFICE  
W. Washington



**15** | CURRENTLY UNDER CONSTRUCTION  
S. Broom | (BROOM STREET LOFTS)

# WEST WASHINGTON AVENUE ELEVATION







| PLANT LIST                  |   |                                  |             |       |        |                                   |
|-----------------------------|---|----------------------------------|-------------|-------|--------|-----------------------------------|
| SYM.                        | SCIENTIFIC NAME                             | COMMON NAME                      | SIZE        | ROOT  | QUANT. | COMMENTS                          |
| CANOPY DECIDUOUS TREES      |   |                                  |             |       |        |                                   |
| AK                          | Acer truncatum 'Keithsform'                 | Norwegian Sunset Maple           | -           | -     | 3      | 2 Not in Project (NIP)            |
| -                           | Street Trees                                |                                  | 2 1/2" Cal. | BB    | 3      | Species / Layout by City Forester |
| ORNAMENTAL TREES            |   |                                  |             |       |        |                                   |
| AG                          | Amelanchier grandiflora 'Autumn Brilliance' | Autumn Brilliance Serviceberry   | 6'-8' Ht.   | BB    | 3      | See Plan                          |
| DECIDUOUS SHRUBS            |   |                                  |             |       |        |                                   |
| EA                          | Euonymus alatus 'Nordine'                   | Dwarf Burning Bush               | 30" Ht.     | CONT. | 14     | 60" O.C., See Plan                |
| SO                          | Symphoricarpos obriculatus                  | Coralberry                       | 18" Ht.     | CONT. | 6      | 60" O.C., See Plan                |
| RA                          | Rhus aromatica 'Gro-Low'                    | Gro-low Fragrant Sumac           | 18" Ht.     | CONT. | 5      | Not in Project (NIP)              |
| GROUNDCOVERS AND PERENNIALS |   |                                  |             |       |        |                                   |
| AA                          | Astilbe x arendsii 'Federsee'               | Federsee Astilbe                 | #1          | CONT. | 18     | 24" O.C.                          |
| CA                          | Calamagrostis acutiflora 'Karl Foerster'    | Karl Foerster Feather Reed Grass | #1          | CONT. | 18     | 24" OC                            |
| HP                          | Heimerocallis                               | Pardon Me Daylily                | #1          | CONT. | 146    | 24" OC (12 NIP, SEE PLAN)         |
| LM                          | Lamium maculatum 'Chequers'                 | Chequers Spotted Dead Nettle     | #1          | CONT. | 92     | 24" OC (10 NIP, SEE PLAN)         |
| PA                          | Pennisetum alopecuroides 'Hammeln'          | Dwarf Fountain Grass             | #1          | CONT. | 37     | 24" O.C.                          |
| PS                          | Phlox subulata 'Atropurpurea'               | Creeping Moss Phlox              | 3"          | CONT. | 167    | 12" O.C.                          |
| RF                          | Rudbeckia fulgida 'Goldsturm'               | Black-eyed-Susan                 | #1          | CONT. | 93     | 24" OC (13 NIP, SEE PLAN)         |
| VM                          | Vinca minor                                 | Periwinkle                       | 3"          | CONT. | 101    | 12" OC                            |

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 Schedule for Landscape Elements on the reverse side of this 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 (160 points).

**NUMBER OF PARKING STALLS**

TOTAL SQUARE FOOTAGE OF THE STORAGE AREA DIVIDED BY THREE HUNDRED (300) SQUARE FEET

NUMBER OF CANOPY SHADE TREES REQUIRED (2'-2 1/2" CALPER)

Manufacturing / Industrial (60% of requirement above)

|   |   |   |   |
|---|---|---|---|
| 2 | 3 | 1 | 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: 49.5 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

Manufacturing / Industrial (60% of requirement above)

|    |   |
|----|---|
| 25 | 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'-2 1/2" **   | 35          | 0        | 0               | 0              | 0      |
| Deciduous Shrub  | 2           | 8        | 16              | 0              | 0      |
| Evergreen Shrub  | 3           | 0        | 0               | 0              | 0      |
| Decorative wall or Fence (per) 10 L.F.                                       | 5           | 0        | 0               | 0              | 0      |
| Earth Berm (per 10 L.F.) Ave. Height 30" Ave. Height 15"                     | 5<br>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          | 1        | 15              | 0              | 0      |
| * Trees required in Part I above, are not to be included in the point count. |             |          |                 |                | TOTAL  |
|  |             |          |                 |                | 31     |

NOTE:  
APPROVAL OF GDP 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.

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**  
landscape architecture  
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

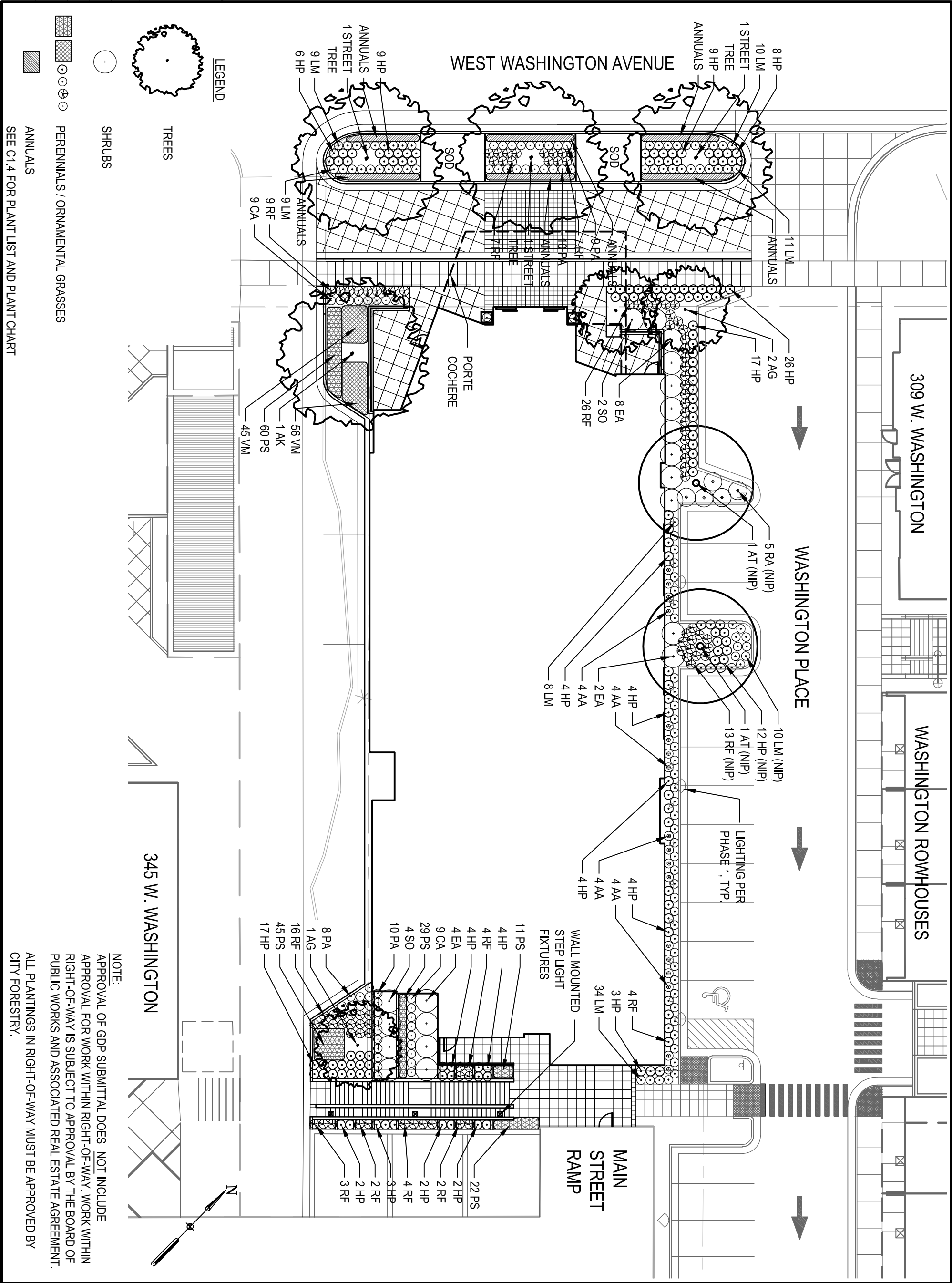
| ISSUED FOR       | DATE              |
|------------------|-------------------|
| <i>PUD - GDP</i> | <i>06-20-2007</i> |
| <i>UDC</i>       | <i>07-01-2007</i> |
| <i>UDC</i>       | <i>07-18-2007</i> |

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DRAWING TITLE  
PLANT LIST AND PLANT  
CHART

|                |           |
|----------------|-----------|
| ISSUE DATE     |           |
| SCALE          |           |
| PROJECT NUMBER | 24942.000 |
| DRAWING NUMBER | C1.4      |





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

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608.251.6147 F  
www.jjr-us.com

| ISSUED FOR | DATE       |
|------------|------------|
| PLD - GDP  | 06-20-2007 |
| UDC        | 07-01-2007 |
| UDC        | 07-18-2007 |

DRAWING TITLE  
  
LANDSCAPE PLAN

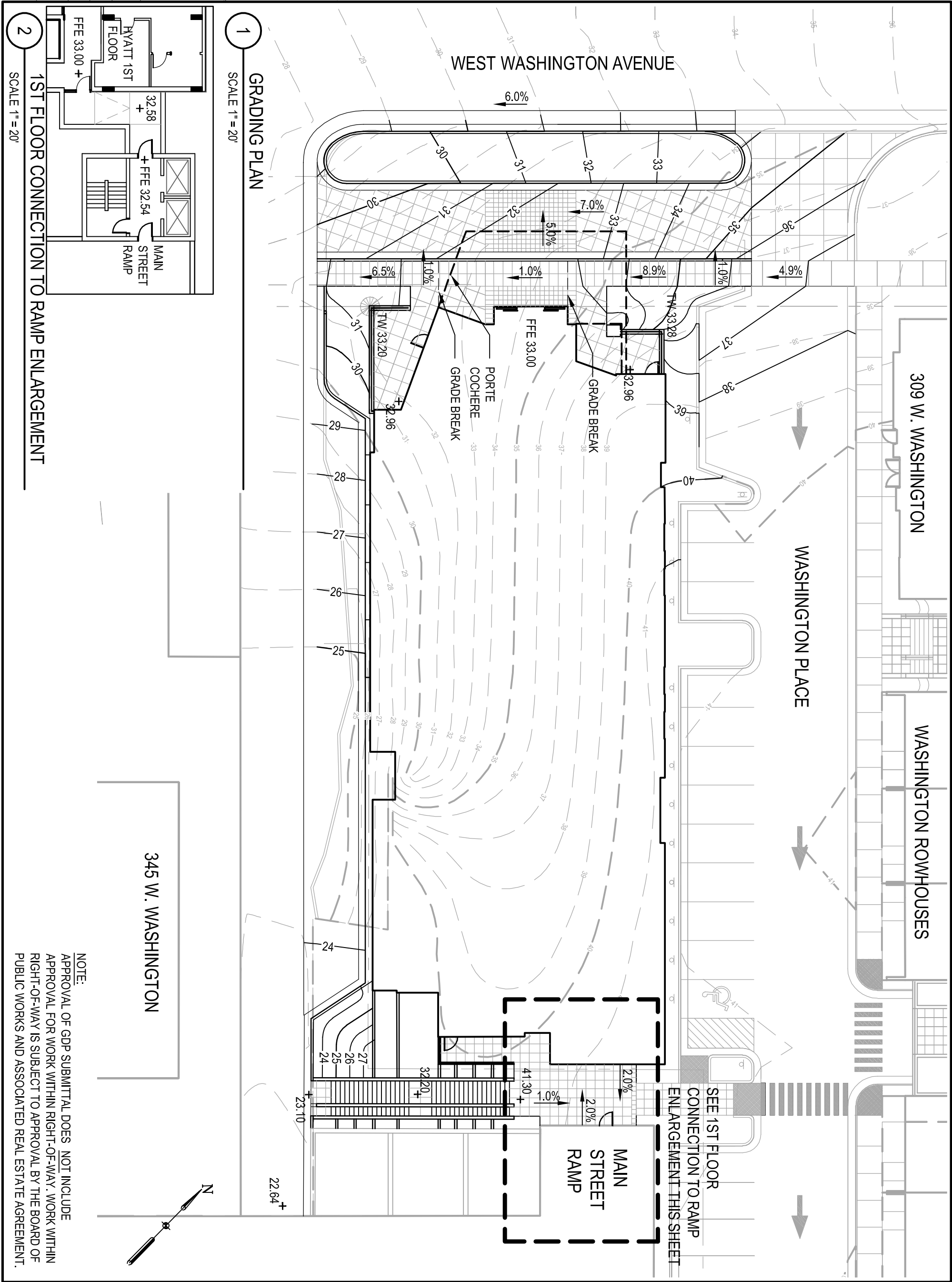
ISSUE DATE  
SCALE 1" = 20'

SCALE  
0 5' 10' 20'  
SCALE IN FEET

PROJECT NUMBER  
24942.000

DRAWING NUMBER  
C1.2





1

GRADING PLAN

SCALE 1" = 20'

2

1ST FLOOR CONNECTION TO RAMP ENLARGEMENT

SCALE 1" = 20'

NOTE:  
APPROVAL OF GDP SUBMITTAL DOES NOT INCLUDE  
APPROVAL FOR WORK WITHIN RIGHT-OF-WAY. WORK WITHIN  
RIGHT-OF-WAY IS SUBJECT TO APPROVAL BY THE BOARD OF  
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HYATT PLACE  
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ISSUED FOR

DATE

UD - GDP

06-20-2007

UD

07-01-2007

UDC

07-18-2007

DRAWING TITLE

GRADING PLAN

ISSUE DATE

SCALE 1" = 20'

SCALE IN FEET

PROJECT NUMBER

24942.000

DRAWING NUMBER

C1.1

WEST WASHINGTON AVE



DATE DRAWN  
6-14-07  
REVISIONS

PRINTS ISSUED  
6-14-07  
CITY REVIEW  
6-18-07



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  
SITE PLAN

SHEET NO.  
**SA1.1**

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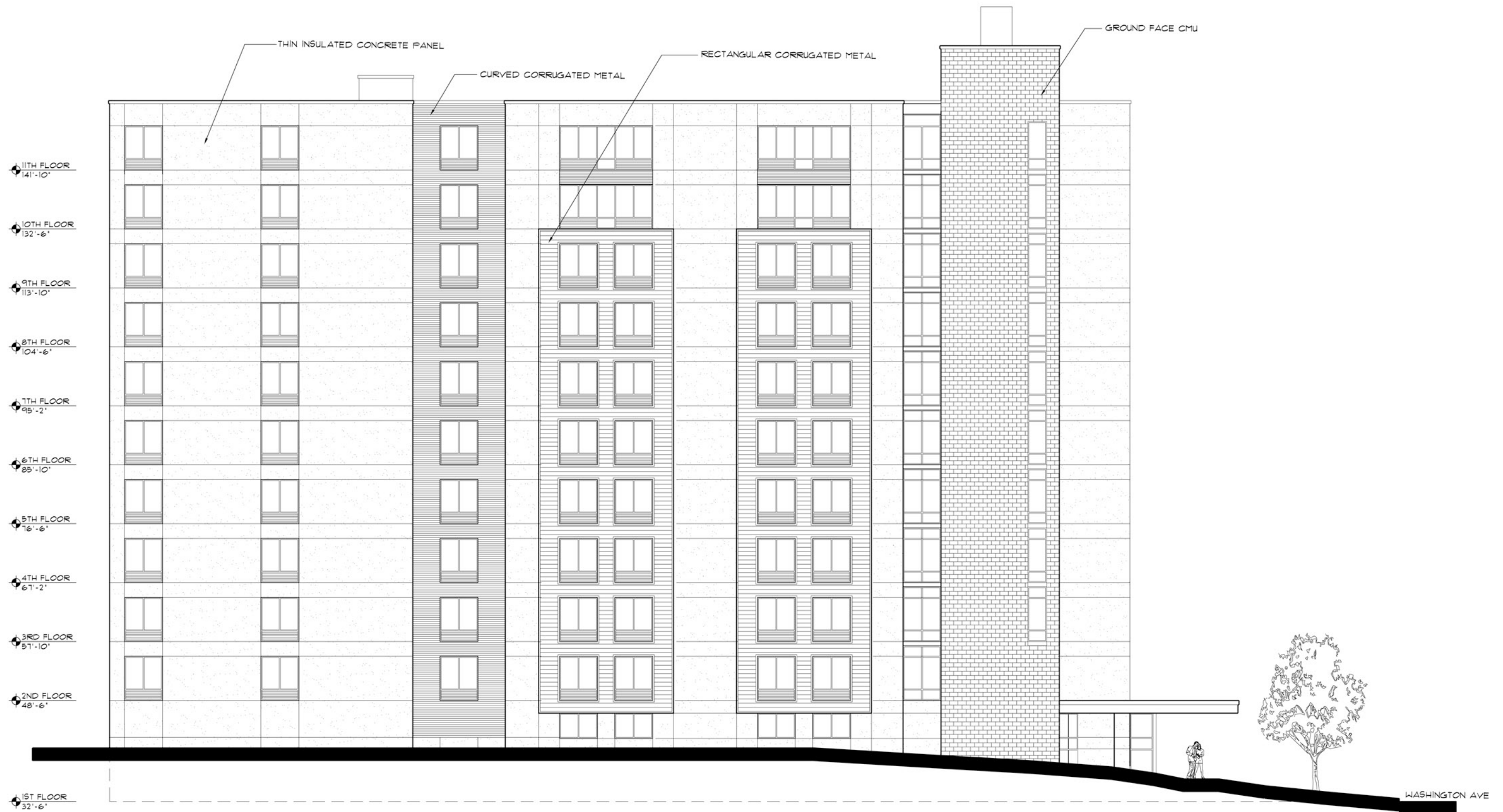
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krehbielarchitecture.com

DATE

HYATT PLACE  
MADISON, WISCONSIN

PROJECT NO.  
06077  
SHEET TITLE  
ELEVATIONS

SHEET NO.  
**A2.3**



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



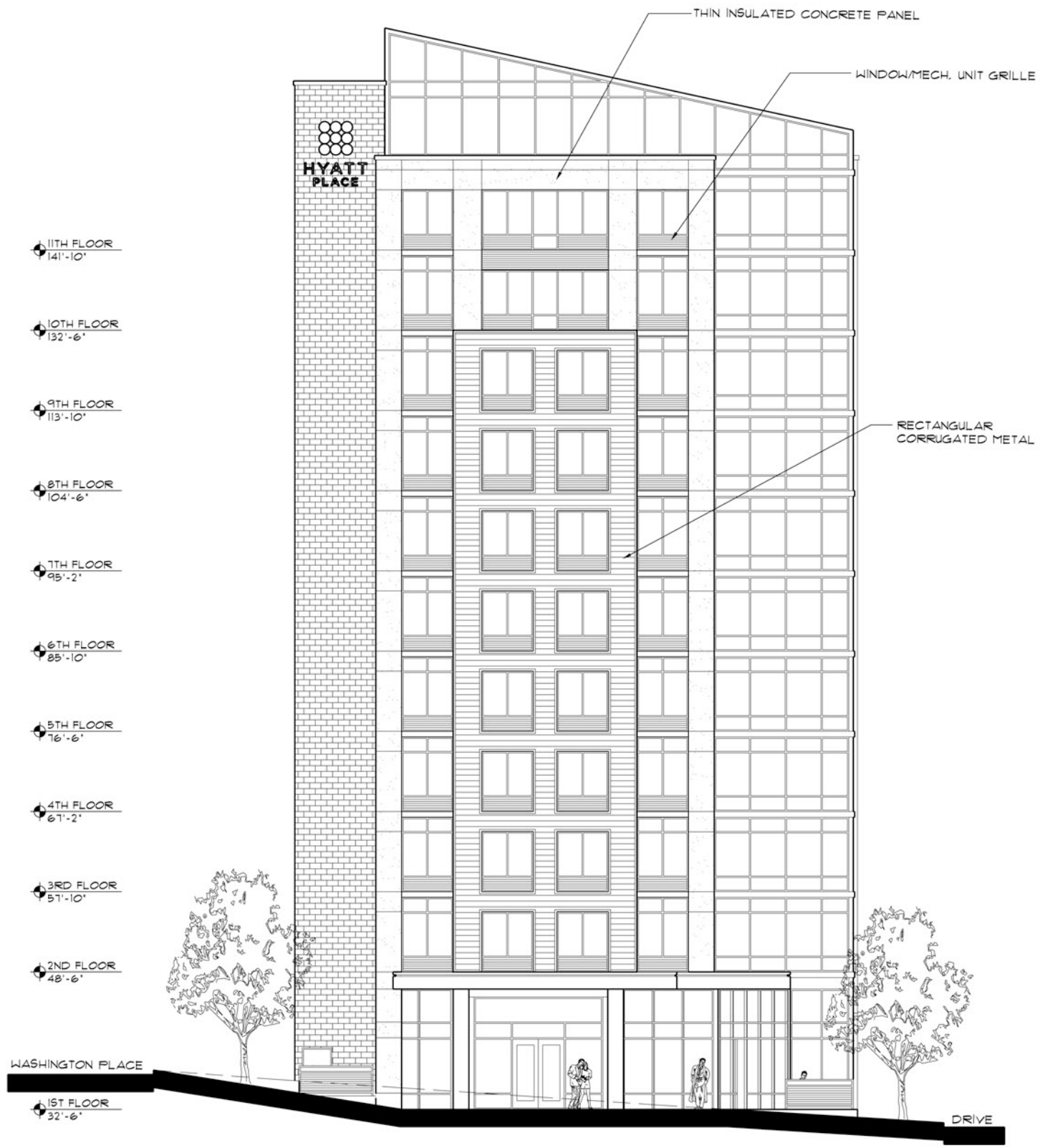
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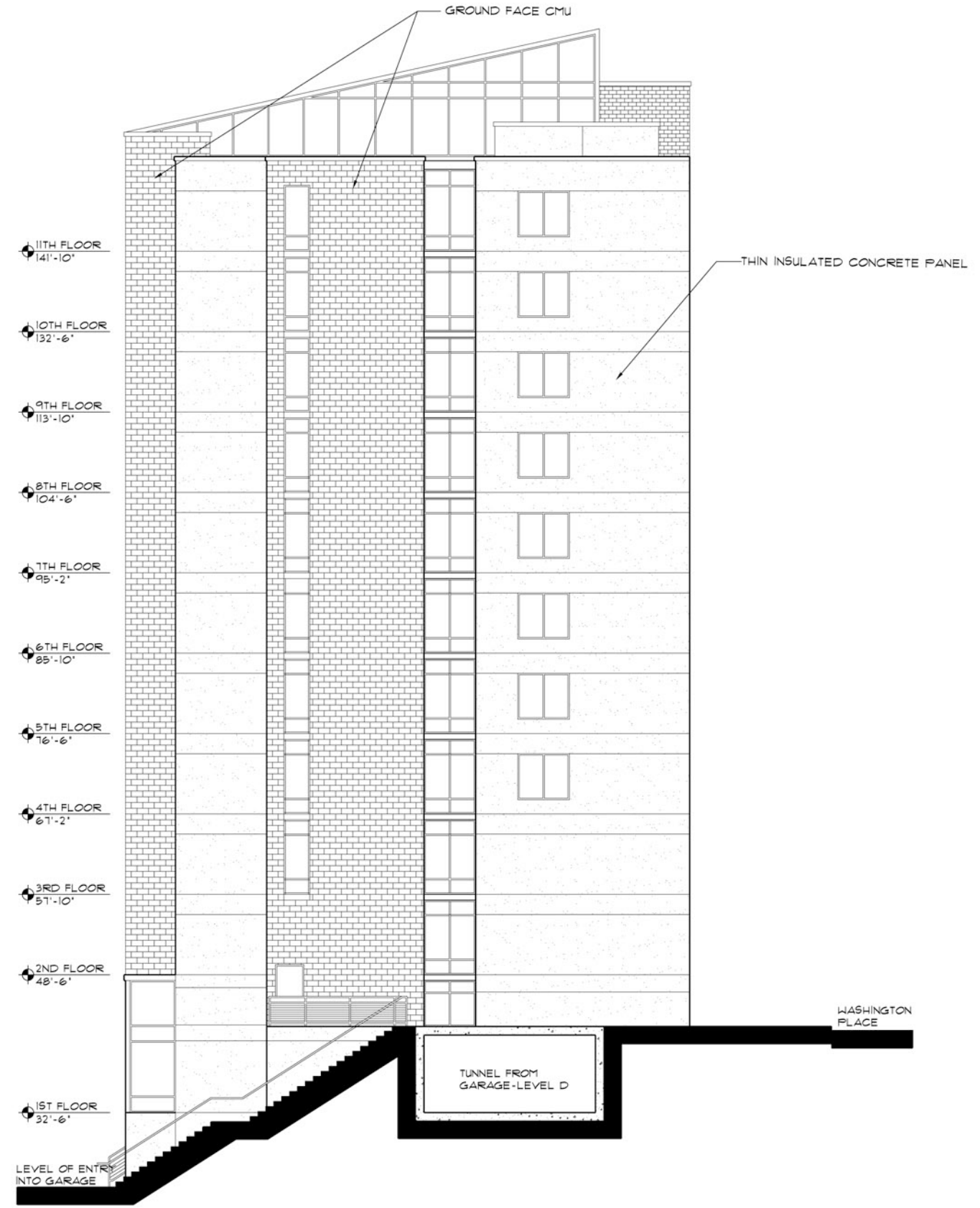
HYATT PLACE  
MADISON, WISCONSIN

PROJECT NO.  
06077  
SHEET TITLE  
ELEVATIONS

SHEET NO.  
A2.2



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



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



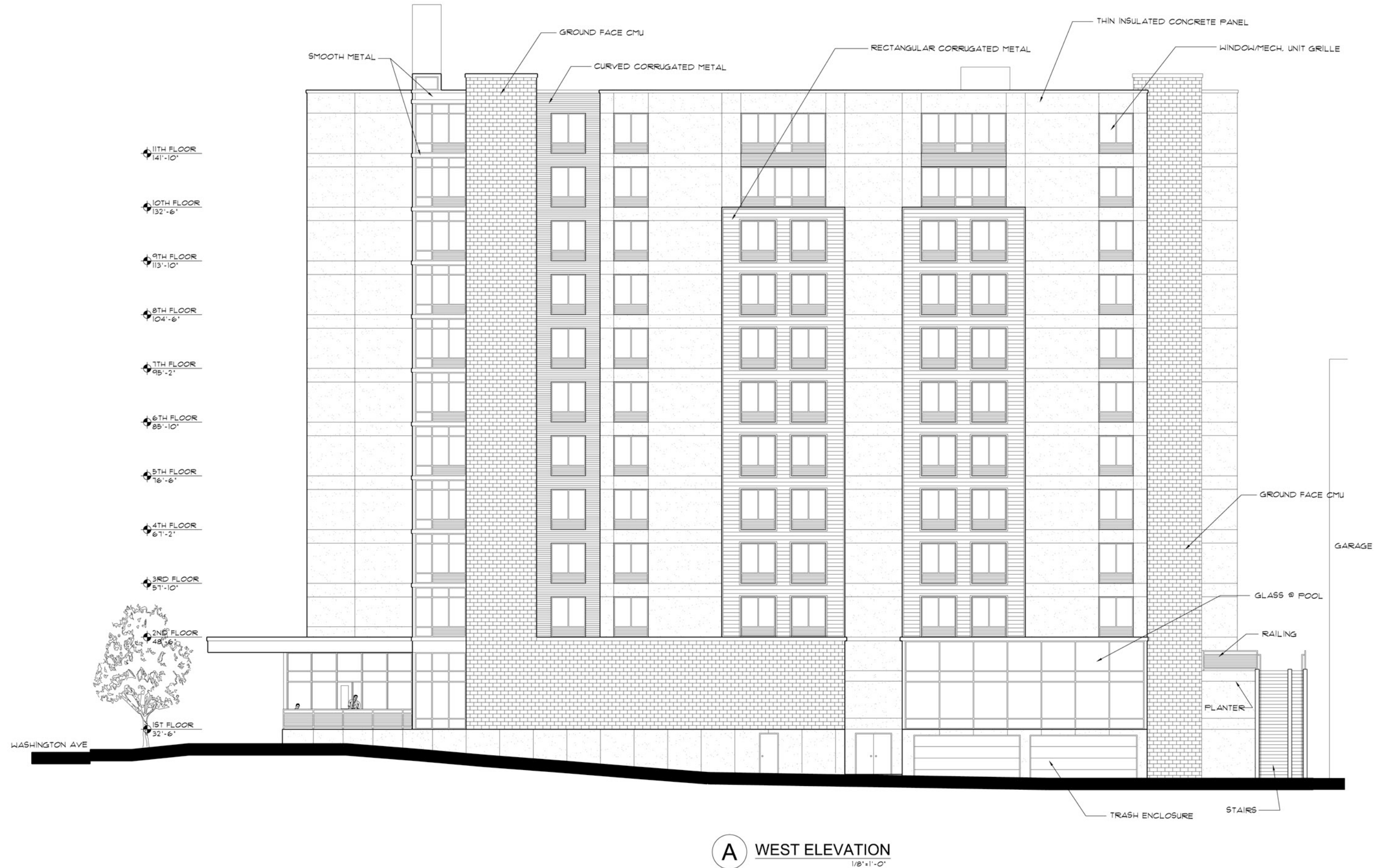
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DATE

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MADISON, WISCONSIN

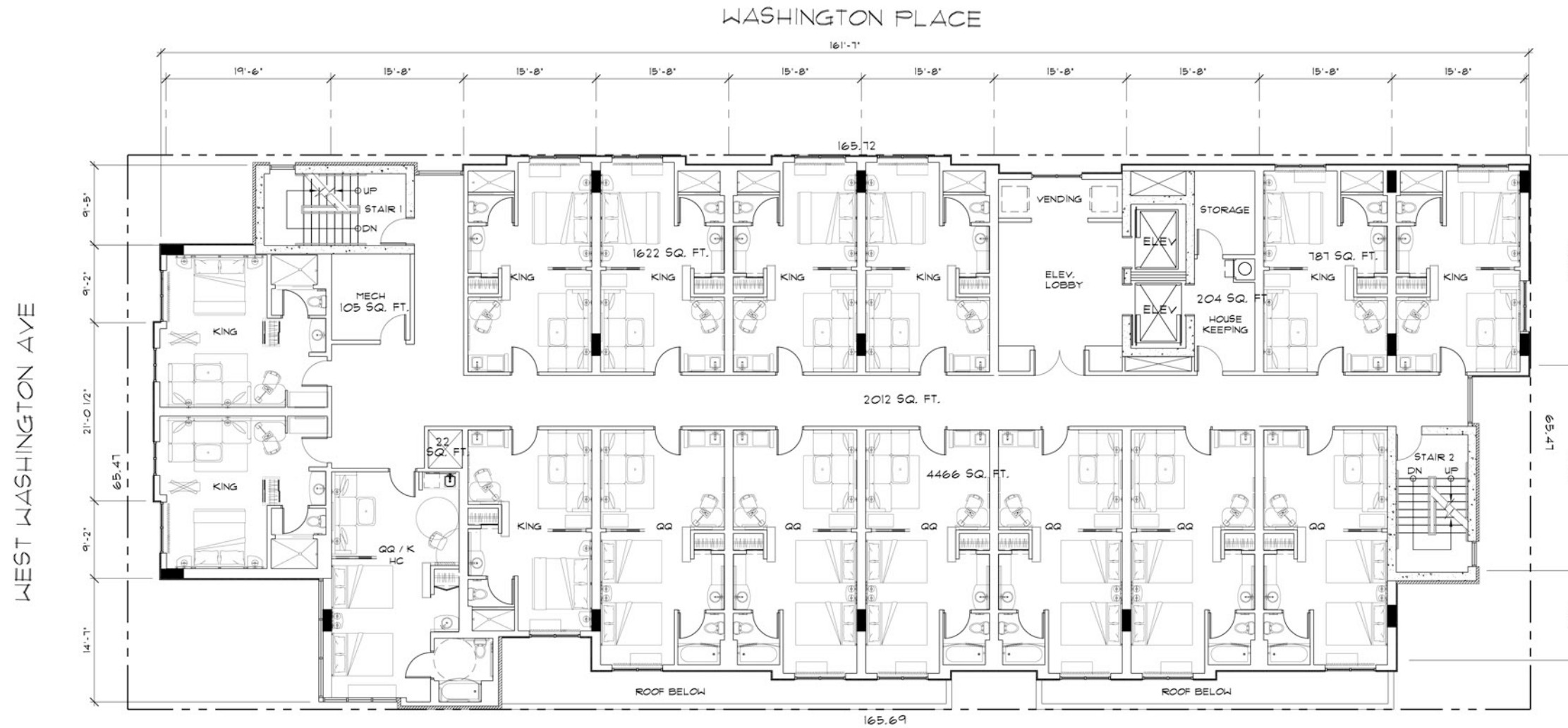
PROJECT NO.  
06077  
SHEET TITLE  
ELEVATIONS

SHEET NO.  
A2.1





HYATT PLACE  
MADISON, WISCONSIN



**A** 3RD THRU 11TH FLOOR PLAN  
AREA: 9,219 S.F. 1/8" = 1'-0"



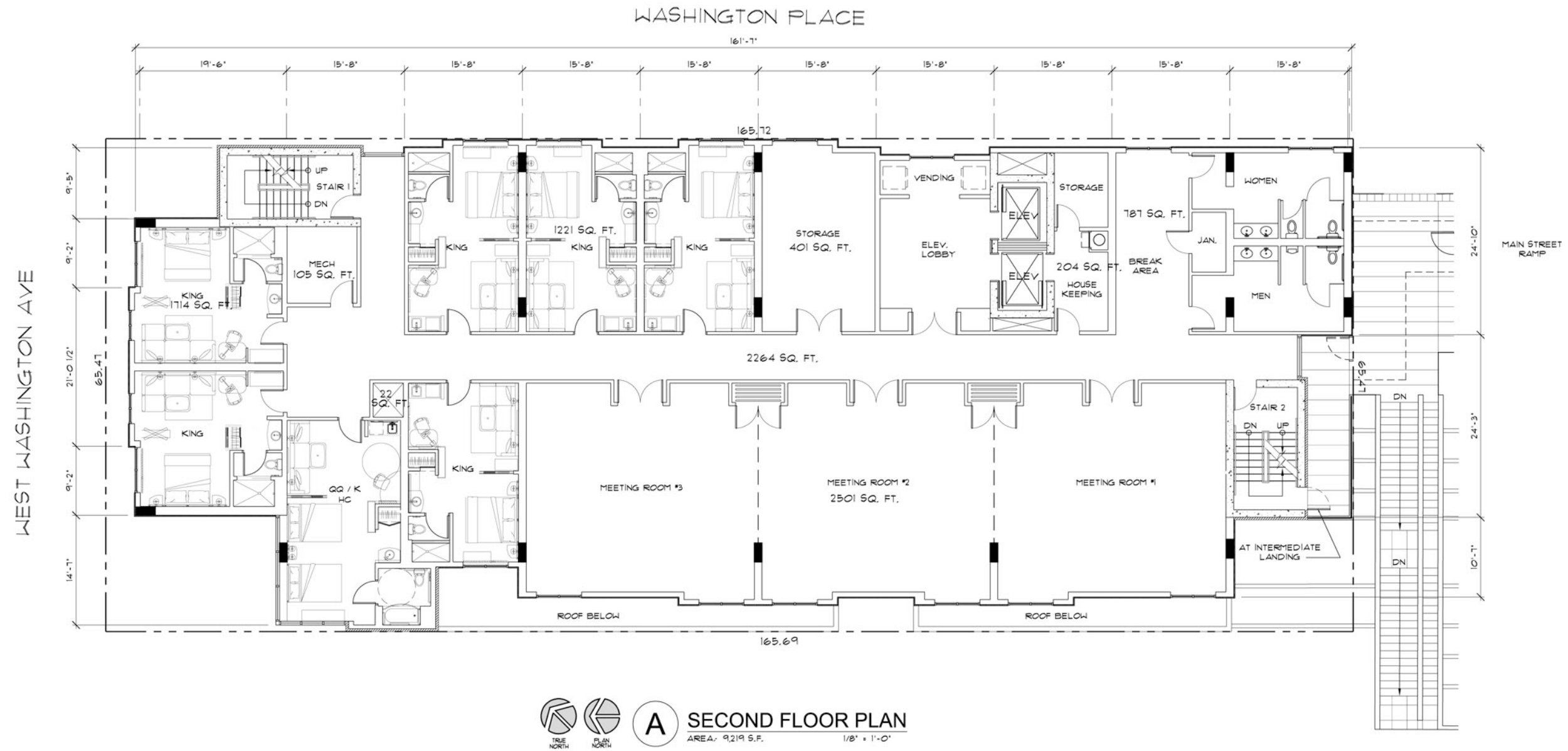
HYATT PLACE  
MADISON, WISCONSIN

PROJECT NO.  
6077  
SHEET TITLE  
FLOOR PLAN

SHEET NO.

**A1.2**

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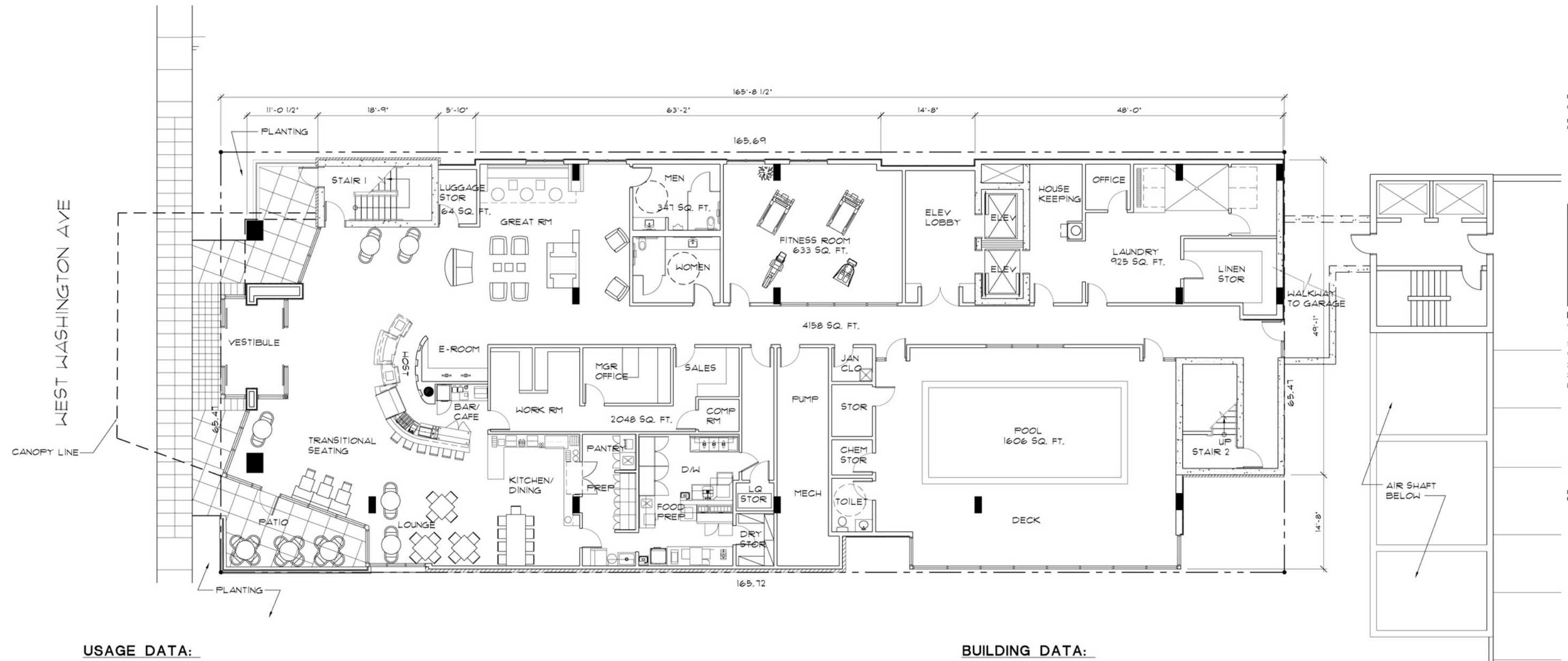
HYATT PLACE  
MADISON, WISCONSIN

PROJECT NO.  
06077  
SHEET TITLE  
FLOOR PLAN

SHEET NO.

A1.1

WASHINGTON PLACE



USAGE DATA:

|                | CIRCULATION AREA | ROOM AREA | SERVICE AREA | MEETING ROOM AREA | POOL & EXERCISE AREA | GROSS AREA    |
|----------------|------------------|-----------|--------------|-------------------|----------------------|---------------|
| LOWER LEVEL    | 912              | -         | 2,204        | -                 | -                    | 3,116 SQ FT   |
| FIRST FLOOR    | 4,158            | -         | 3,384        | -                 | 2,239                | 9,781 SQ FT   |
| SECOND FLOOR   | 2,264            | 2,935     | 1519         | 2,501             | -                    | 9,219 SQ FT   |
| THIRD FLOOR    | 2,012            | 6,875     | 332          | -                 | -                    | 9,219 SQ FT   |
| FOURTH FLOOR   | 2,012            | 6,875     | 332          | -                 | -                    | 9,219 SQ FT   |
| FIFTH FLOOR    | 2,012            | 6,875     | 332          | -                 | -                    | 9,219 SQ FT   |
| SIXTH FLOOR    | 2,012            | 6,875     | 332          | -                 | -                    | 9,219 SQ FT   |
| SEVENTH FLOOR  | 2,012            | 6,875     | 332          | -                 | -                    | 9,219 SQ FT   |
| EIGHTH FLOOR   | 2,012            | 6,875     | 332          | -                 | -                    | 9,219 SQ FT   |
| NINTH FLOOR    | 2,012            | 6,875     | 332          | -                 | -                    | 9,219 SQ FT   |
| TENTH FLOOR    | 2,012            | 6,875     | 332          | -                 | -                    | 9,219 SQ FT   |
| ELEVENTH FLOOR | 2,012            | 6,875     | 332          | -                 | -                    | 9,219 SQ FT   |
| TOTAL          | 25,313           | 64,810    | 10,095       | 2,690             | 2,239                | 105,141 SQ FT |

MEETING ROOMS - 2,501 SQ FT @ 15 SQ FT/ OCCUPANT = 167 OCCUPANTS



FIRST FLOOR PLAN

AREA: 9,781 S.F. 1/8" = 1'-0"

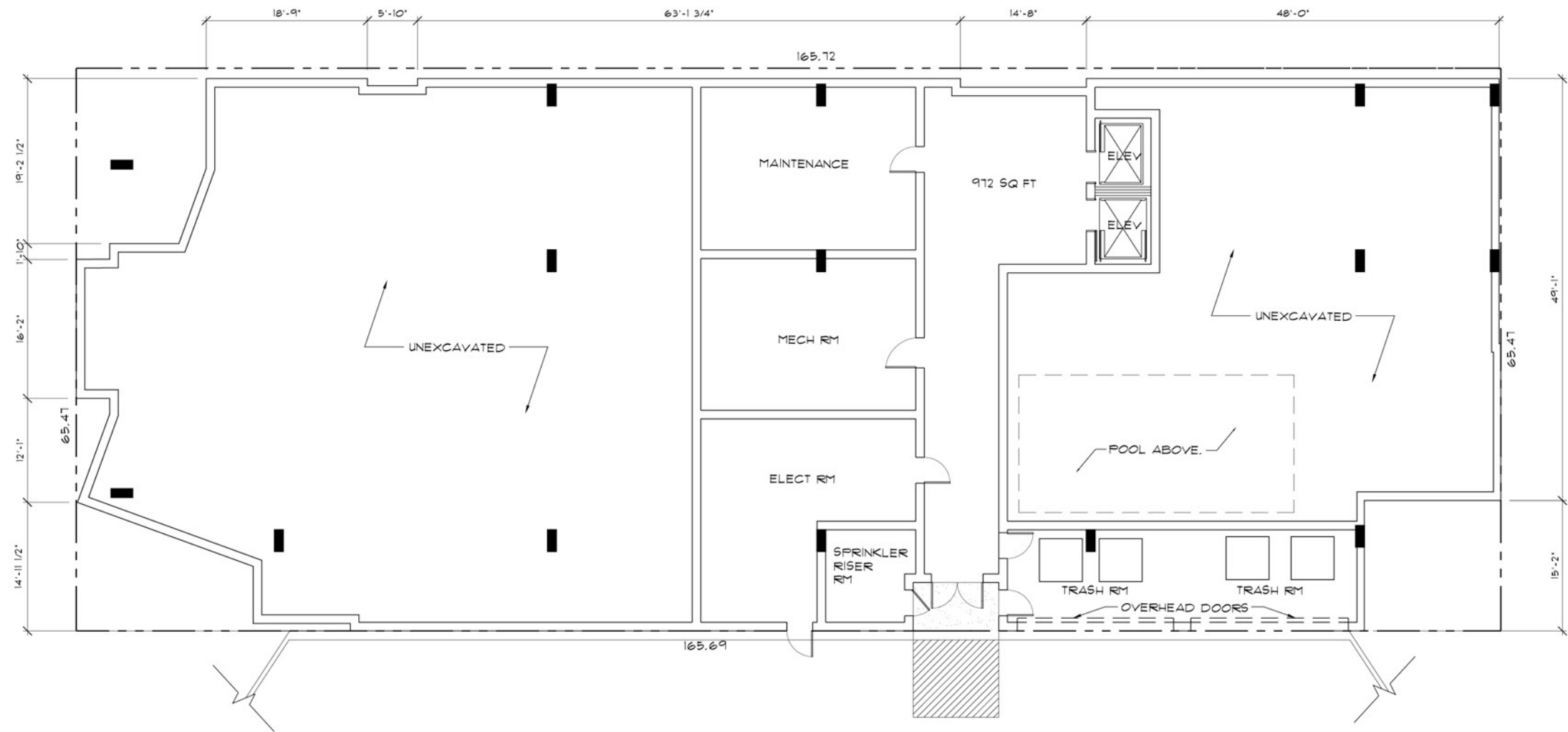
BUILDING DATA:

|                | KING          | HANDICAP KING | QQ            | HANDICAP QQ | TOTAL UNITS | GROSS AREA                       |
|----------------|---------------|---------------|---------------|-------------|-------------|----------------------------------|
| LOWER LEVEL    | -             | -             | -             | -           | -           | 3,116 SQ FT                      |
| FIRST FLOOR    | -             | -             | -             | -           | -           | 9,781 SQ FT                      |
| SECOND FLOOR   | 6             | -             | -             | 1           | 7           | 9,219 SQ FT                      |
| THIRD FLOOR    | 9             | 1             | 6             | -           | 16          | 9,219 SQ FT                      |
| FOURTH FLOOR   | 9             | -             | 6             | 1           | 16          | 9,219 SQ FT                      |
| FIFTH FLOOR    | 9             | 1             | 6             | -           | 16          | 9,219 SQ FT                      |
| SIXTH FLOOR    | 9             | -             | 7             | -           | 16          | 9,219 SQ FT                      |
| SEVENTH FLOOR  | 9             | -             | 6             | 1           | 16          | 9,219 SQ FT                      |
| EIGHTH FLOOR   | 9             | -             | 7             | -           | 16          | 9,219 SQ FT                      |
| NINTH FLOOR    | 9             | 1             | 6             | -           | 16          | 9,219 SQ FT                      |
| TENTH FLOOR    | 9             | -             | 7             | -           | 16          | 9,219 SQ FT                      |
| ELEVENTH FLOOR | 9             | 1             | 6             | -           | 16          | 9,219 SQ FT                      |
| TOTAL          | 87<br>(57.6%) | 4<br>(2.6%)   | 57<br>(37.7%) | 3<br>(2.0%) | 151         | 105,141 SQ FT<br>(696 SF / ROOM) |

SITE AREA: 0.25 ACRES (10890 SQ FT)



HYATT PLACE  
MADISON, WISCONSIN



**A** LOWER LEVEL PLAN  
AREA: 3,176 S.F. 1/16"=1'-0"

**APPLICATION FOR  
URBAN DESIGN COMMISSION  
REVIEW AND APPROVAL**

**AGENDA ITEM # \_\_\_\_\_**  
**Project # \_\_\_\_\_**

|                                 |  |
|---------------------------------|--|
| DATE SUBMITTED: July 18, 2007   | <b>Action Requested</b>  |
| UDC MEETING DATE: July 25, 2007 | <input type="checkbox"/> Informational Presentation                        |
|                                 | <input checked="" type="checkbox"/> Initial Approval and/or Recommendation |
|                                 | <input checked="" type="checkbox"/> Final Approval and/or Recommendation   |

PROJECT ADDRESS: 333 W. Washington Avenue

ALDERMANIC DISTRICT: 4

OWNER/DEVELOPER (Partners and/or Principals)

Owner: Block 51, LLC: 145 E. Badger Road, Madison, WI 53713

Developer: Lodgeworks, LP: 8100 E. 22nd Street Building 500, Wichita, KS 67226

ARCHITECT/DESIGNER/OR AGENT: Nathan Novak - JJR

CONTACT PERSON: Nathan Novak

Address: 625 Williamson Street, Madison, WI 53703

Phone: 608-251-1177

Fax: 608-251-6147

E-mail address: nate.novak@jjr-us.com

**TYPE OF PROJECT:**

(See Section A for:)

- ☒ Planned Unit Development (PUD)
- ☒ General Development Plan (GDP)
- ☐ Specific Implementation Plan (SIP)
- ☐ Planned Community Development (PCD)
- ☐ General Development Plan (GDP)
- ☐ Specific Implementation Plan (SIP)
- ☐ Planned Residential Development (PRD)
- ☐ New Construction or Exterior Remodeling in an Urban Design District \* (A public hearing is required as well as a fee)
- ☐ School, Public Building or Space (Fee may be required)
- ☐ New Construction or Addition to or Remodeling of a Retail, Hotel or Motel Building Exceeding 50,000 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 10 minutes. The Commission will withhold questions until the end of the presentation.

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

An application is required for each Urban Design Commission appearance. For projects also requiring Plan Commission approval, applicants must have submitted an acceptable 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.

# 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 required)**
- **New Construction or Addition to or Remodeling of a Retail, Hotel, or Motel Building Exceeding 50,000 Sq .Ft.**
- **Planned 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 **12 collated sets** of all materials, including the following **required** items:

- a. Locator Map (8 ½" x 11")
- 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 **12 collated sets** of all materials, including the following **required** items:

- a. Locator Map (8 ½" x 11")
- b. Site Plan showing location of existing and proposed buildings (11" x 17" max.)
- c. Building Elevations (11" x 17" max.)
- d. Contextual site information including photographs and layout of adjacent buildings/structures (11" x 17" max.)

### 3. Final Approval and/or Recommendation

Applications to obtain Final Approval and/or Recommendation of a project should be accompanied by **12 collated sets** of all materials, including the following **required** items:

- a. Locator Map (8 ½" x 11")
- b. Site Plan showing location of existing and proposed buildings (11" x 17" max.)
- c. Grading Plan (11" x 17" max.)
- d. Landscape Plan (11" x 17" max.)
- e. Building Elevations (11" x 17" max.)
- f. Proposed Signage (11" x 17" max.)
- g. Lighting Plan/Details/Photometrics (11' x 17" max.)
- h. Utility/HVAC equipment location and screening details (11" x 17" max.)

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 **12 collated sets** of all materials, including the following **required** items:

- a. Locator Map (8 ½" x 11")
- 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 **12 collated sets** of all materials, including the following **required** items:

- a. Locator Map (8 ½" x 11")
- b. Building Elevations including adjacent buildings (11" x 17" max.)
- 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 **12 collated sets** of all materials, including the following **required** items:

- a. Locator Map (8 ½" x 11")
- b. Building Elevations including adjacent buildings (11" x 17" max.)
- c. Photographs of existing buildings as well as adjacent buildings.
- d. Proposed Signage (11" x 17" max.)

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 **12 collated sets** of all materials, including the following **required** items:

- a. Locator Map (8 ½" x 11")
- 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 **12 collated sets** of all materials, including the following **required** items:

- a. Locator Map (8 ½" x 11")
- b. Summary of the Parking Variance Request
- c. Site Plan (11" x 17" max.)
- d. Landscape Plan (11" x 17" max.)

#### 3. Final Approval and/or Recommendation

Applications to obtain Final Approval and/or Recommendation of a project should be accompanied by **12 collated sets** of all materials, including the following **required** items:

- a. Locator Map (8 ½" x 11")
- b. Summary of the Parking Variance Request
- c. Site Plan (11" x 17" max.)
- d. Landscape Plan (11" x 17" max.)
- e. Parking Lot Lighting Plan/Details/Photometrics (11" x 17" max.)

## SECTION D

### SUBMISSION REQUIREMENTS FOR:

- **Comprehensive Design Review (\$200 Application Fee)**
- **Street 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 **12 collated sets** of all materials, including the following **required** items:

- a. Locator Map (8 ½" x 11")
- 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 **12 collated sets** of all materials, including the following **required** items:

- a. Locator Map (8 ½" x 11")
- 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 **12 collated sets** of all materials, including the following **required** items:

- a. Locator Map (8 ½" x 11")
- 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
- f. 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.