



UDC MEMO

Planning Division

Department of Planning & Community & Economic Development

126 S. Hamilton Street
P.O. Box 2985
Madison, Wisconsin 53701-2985
www.cityofmadison.com

TO: Urban Design Commission
FROM: Janine Glaeser, UDC Secretary
DATE: September 5, 2018

SUBJECT: ID 51390 (UDC) – 211 North Carroll Street/ 200-220 Wisconsin Ave. –
Redevelopment of the MATC Building into a Hotel in the Downtown Core District. 4th Ald. Dist.

The applicant requesting initial/final approval on a new hotel development that includes the existing MATC central campus building and a new 8-story addition. The proposed development will provide 310 hotel rooms, retail space, and parking.

Project Schedule

The Urban Design Commission received an information presentation on May 9, 2018.
The project is scheduled for a Plan Commission hearing on September 17, 2018.

Project Description

The new Drury Plaza Hotel development incorporates an adaptive reuse of the existing historic 178,000 s.f. MATC central campus building into 195 hotel rooms and constructs a new 8-story 191,940 s.f. addition with 115 hotel rooms and 12,000 s.f. of retail. Parking is located underground and on levels 2, 3, & 4 of the addition.

Approval Standards

The subject site is zoned UMX (Urban Mixed Use District). All new buildings and additions greater than 20,000 square feet or that have more than four stories in UMX zoning shall obtain conditional use approval from the Plan Commission following review by the Urban Design Commission for conformity to the design standards in Section 28.071(3) of the Zoning Code and the [Downtown Urban Design Guidelines](#) and report its findings to the Plan Commission.

Important Zoning/Planning Considerations:

Staff has shared the following design considerations with the development team and ask that the Commission provide additional feedback.

- **Vertical and horizontal patterns on Wisconsin Avenue.** The design includes vertical brick banding on the first four floors of the Wisconsin Avenue façade. Staff appreciates the similar pattern to the existing building, but seeks Commission input regarding the vertical vs. horizontal orientation.
- **Central tower element – Blank wall.** Adjacent the arch and window columns within the central tower element is 20-foot wide blank brick wall that extends the entirety of the building's 100-foot height. With hotel rooms and parking behind this wall, Staff seeks Commission input regarding the inclusion of window openings for this space.
- **Central tower element – Windows.** The central tower element of the Wisconsin Avenue façade includes five columns of windows that are slightly offset from the historic arch directly beneath

them. Staff seeks Commission input regarding the alignment of these windows, especially if the Commission takes action regarding the windowless portion of the central tower element.

- **Building Signage.** The provided renderings show a large signage area on the central tower element of the Wisconsin Avenue façade. Signage is not a part of the current proposal and will be reviewed at a later date. Staff notes that building signage higher than the second floor is not generally approved downtown.