



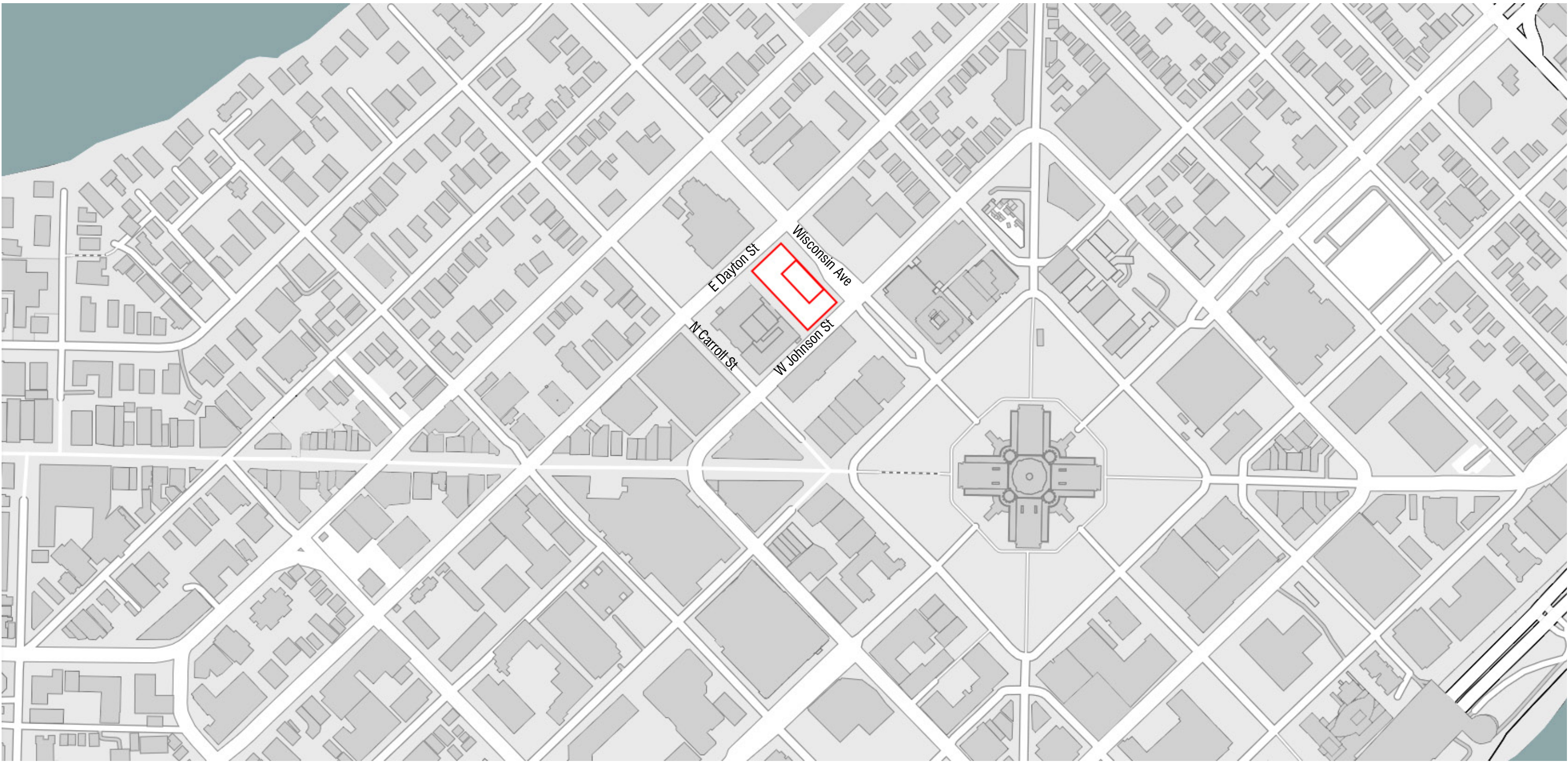
200 Wisconsin Ave

Urban Design Commission – Informational Meeting
October 8, 2025

Drury Hotel - 2025.25.00
October 8, 2025

DRURY
HOTELS.

**Potter
Lawson**
Success by Design



Site Locator
Drury Hotel - 2025.25.00
October 8, 2025





North Aerial



East Aerial



Existing Site



Wisconsin/Dayton Parking Garage



Wisconsin/Dayton Parking Garage



Existing Madison College Building



Concourse Hotel



First United Methodist Church



Existing Madison College Building



Bethel Lutheran Church



Johnson/Carroll Private Residence

Site Context

Drury Hotel - 2025.25.00

October 8, 2025



Site:

Address: 200 Wisconsin Ave.
Zoning: PD, Rezoning to Urban Mixed-Use (UMX)
Overlay District: Downtown Core

Required Front Yard Set Back: 0’
Required Rear Yard Set Back: 0’
Required Side Yard Set back: 5’ (North West)
Required Side Yard Set Back: 5’ (South East)

Development Summary:

Project Area 249,000 SF
Building Height 92’-0”

Room Summary

King 45
Double Queen 130
Suites 30
Room Total 205

Parking

Lower Level 70
Second Floor 72 (dedicated to hotel use)
Third Floor 70 (dedicated to hotel use)
Parking Total 212 stalls (142 dedicated to hotel use)

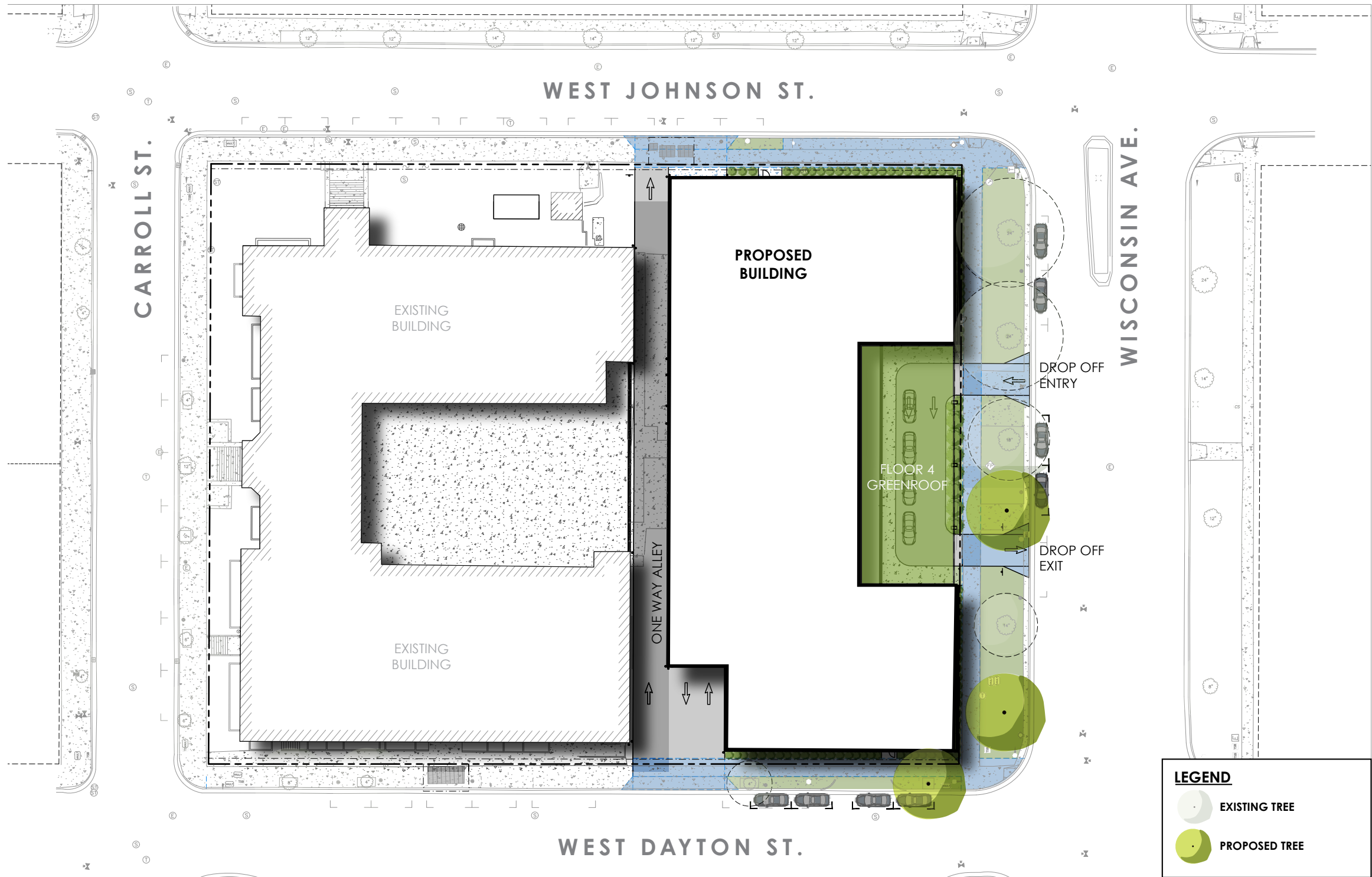
Bike Parking

Hotel 20
Commercial 2
Bike Parking Total 22

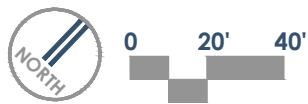
Project Summary

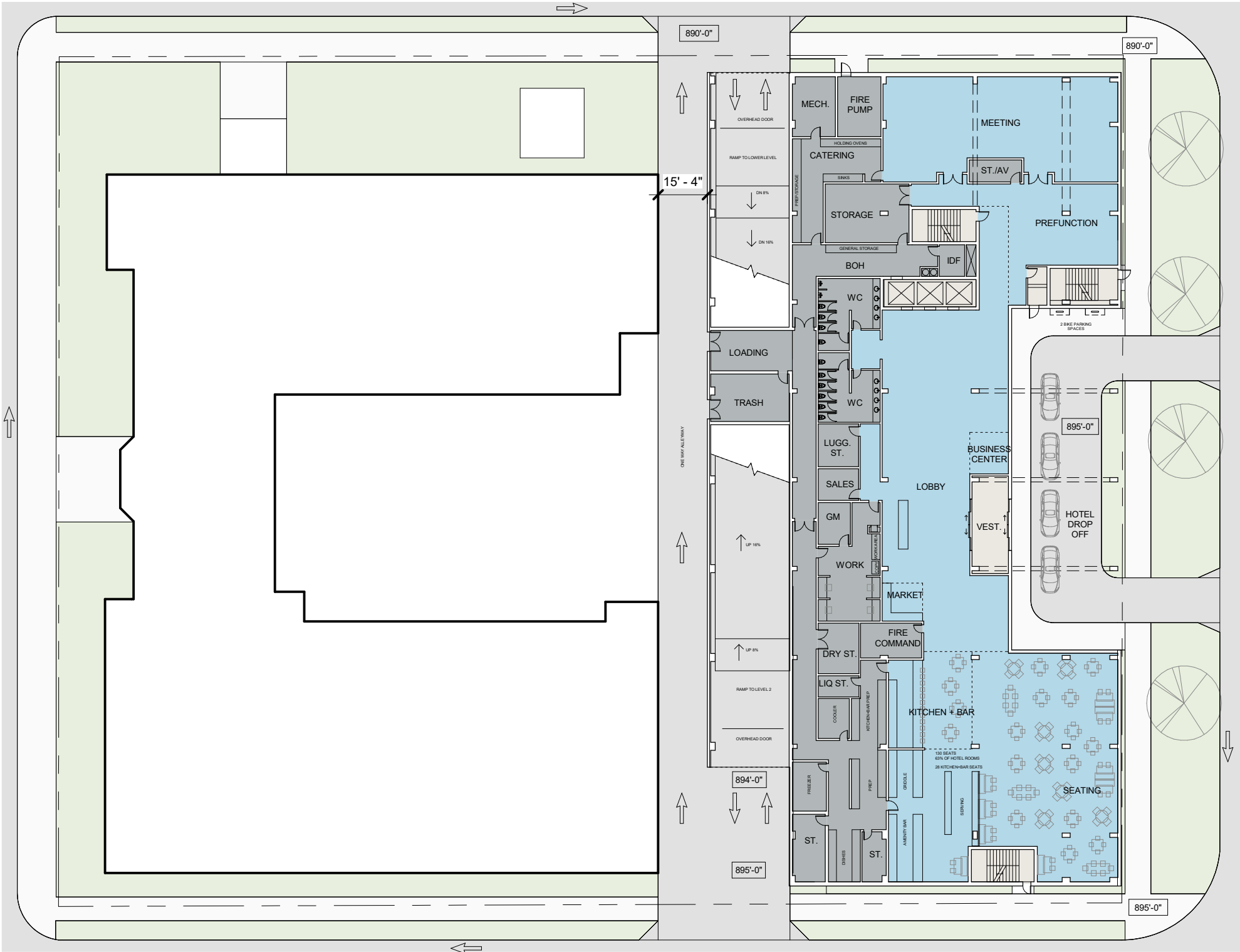
Drury Hotel - 2025.25.00
October 8, 2025





C01 - Site Plan
Drury Hotel - 2025.25.00
October 8, 2025





Room Summary

King	45
Double Queen	130
Suites	30
Total Rooms	200

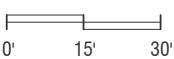
Parking

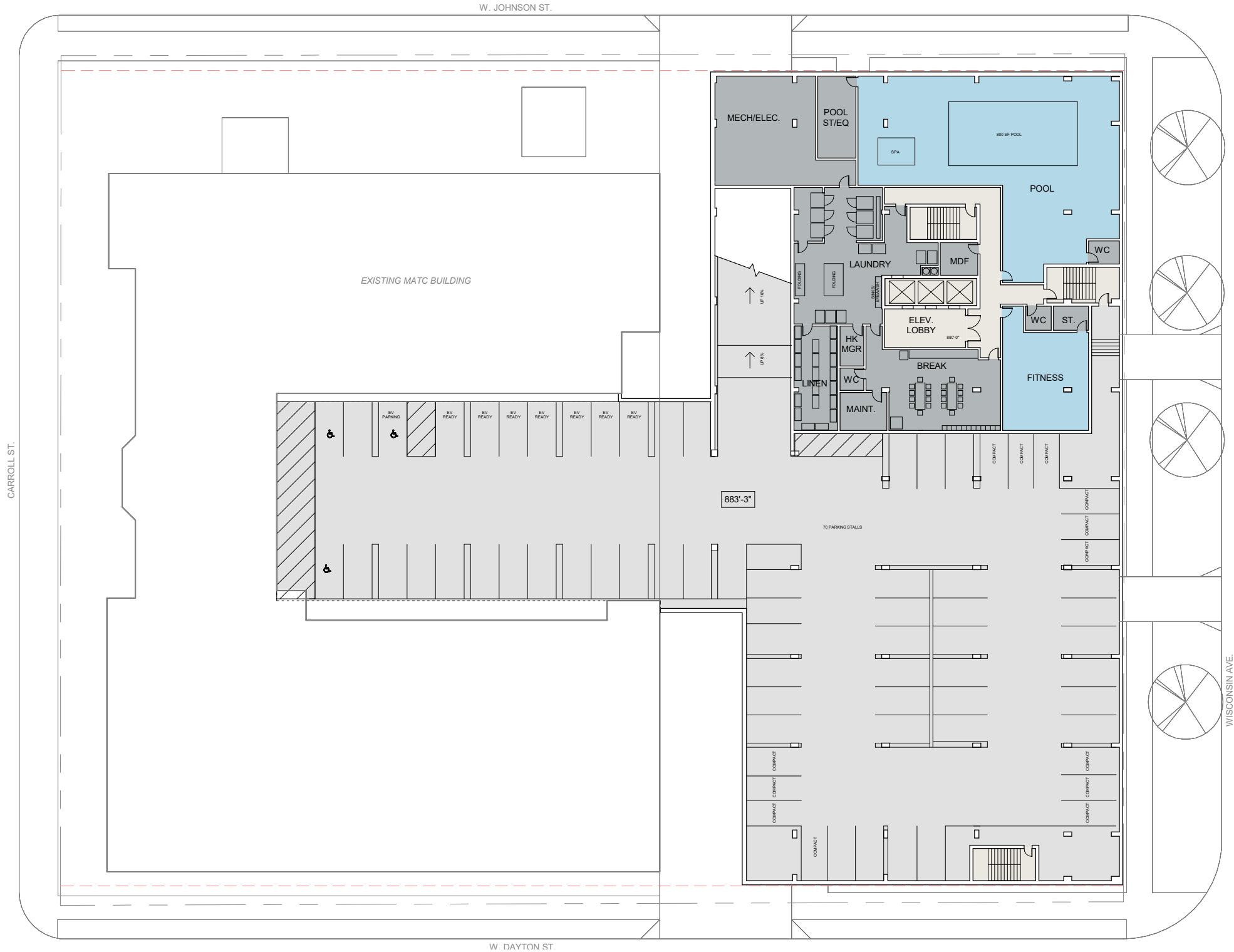
Lower Level	70
Second Floor	72
Third Floor	70
Parking Total	212 (142 Hotel)

A01 - First Floor Plan

Drury Hotel - 2025.25.00

October 8, 2025



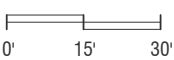


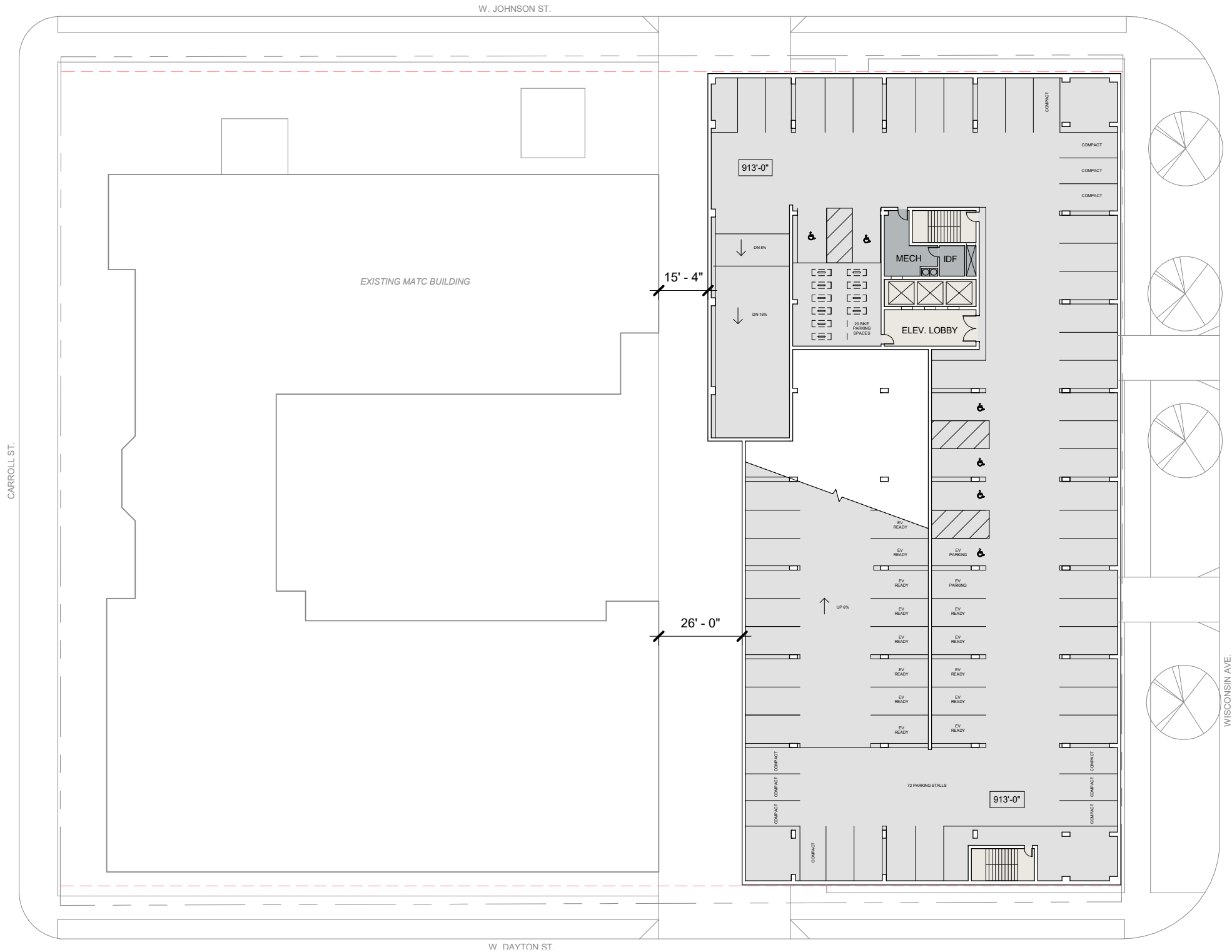
Room Summary

King	45
Double Queen	130
Suites	30
Total Rooms	205

Parking

Lower Level	70
Second Floor	72
Third Floor	70
Parking Total	212 (142 Hotel)





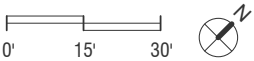
Room Summary

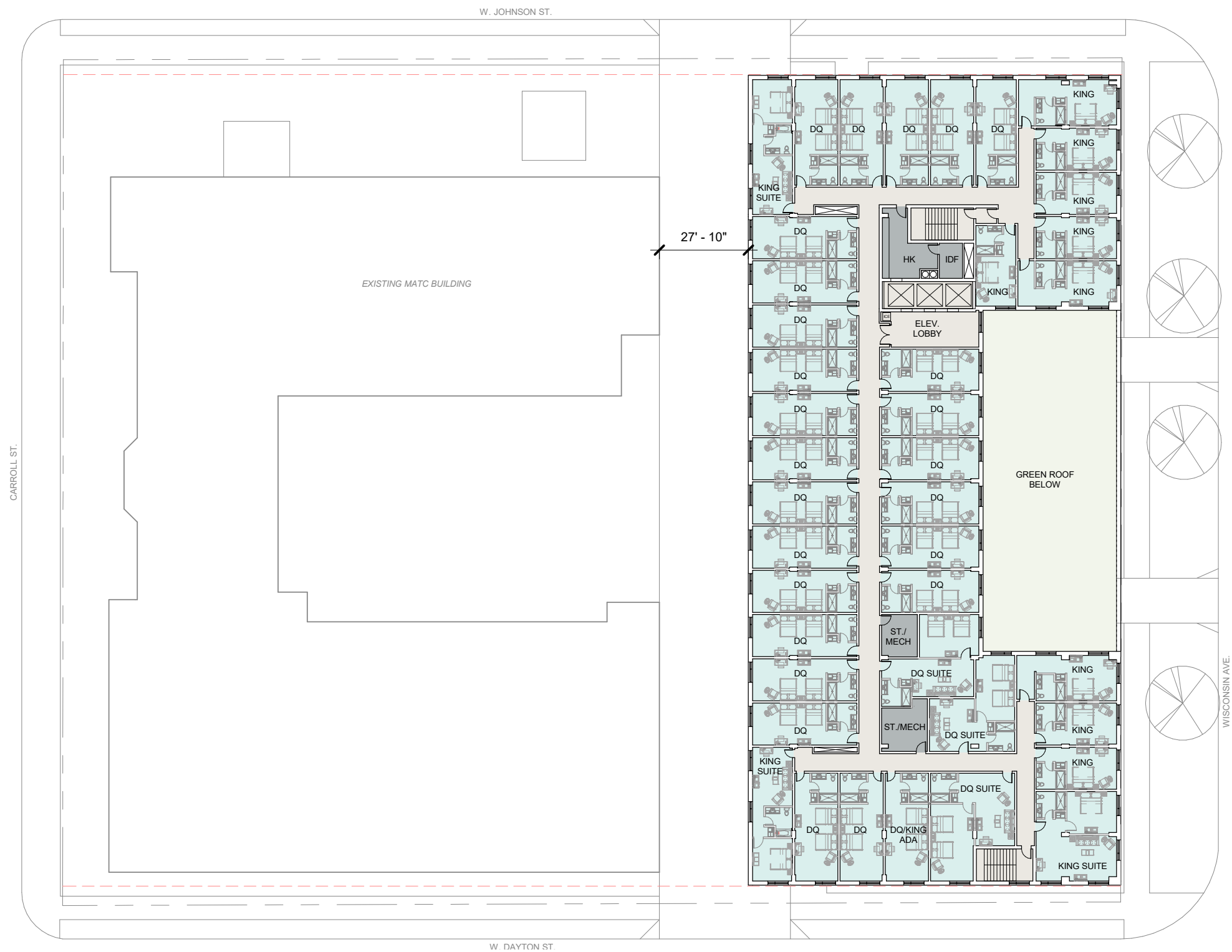
King	45
Double Queen	130
Suites	30
Total Rooms	205

Parking

Lower Level	70
Second Floor	72
Third Floor	70
Parking Total	212 (142 Hotel)

A02 - Second - Third Floor Plan
Drury Hotel - 2025.25.00
October 8, 2025



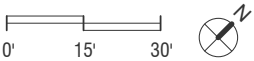


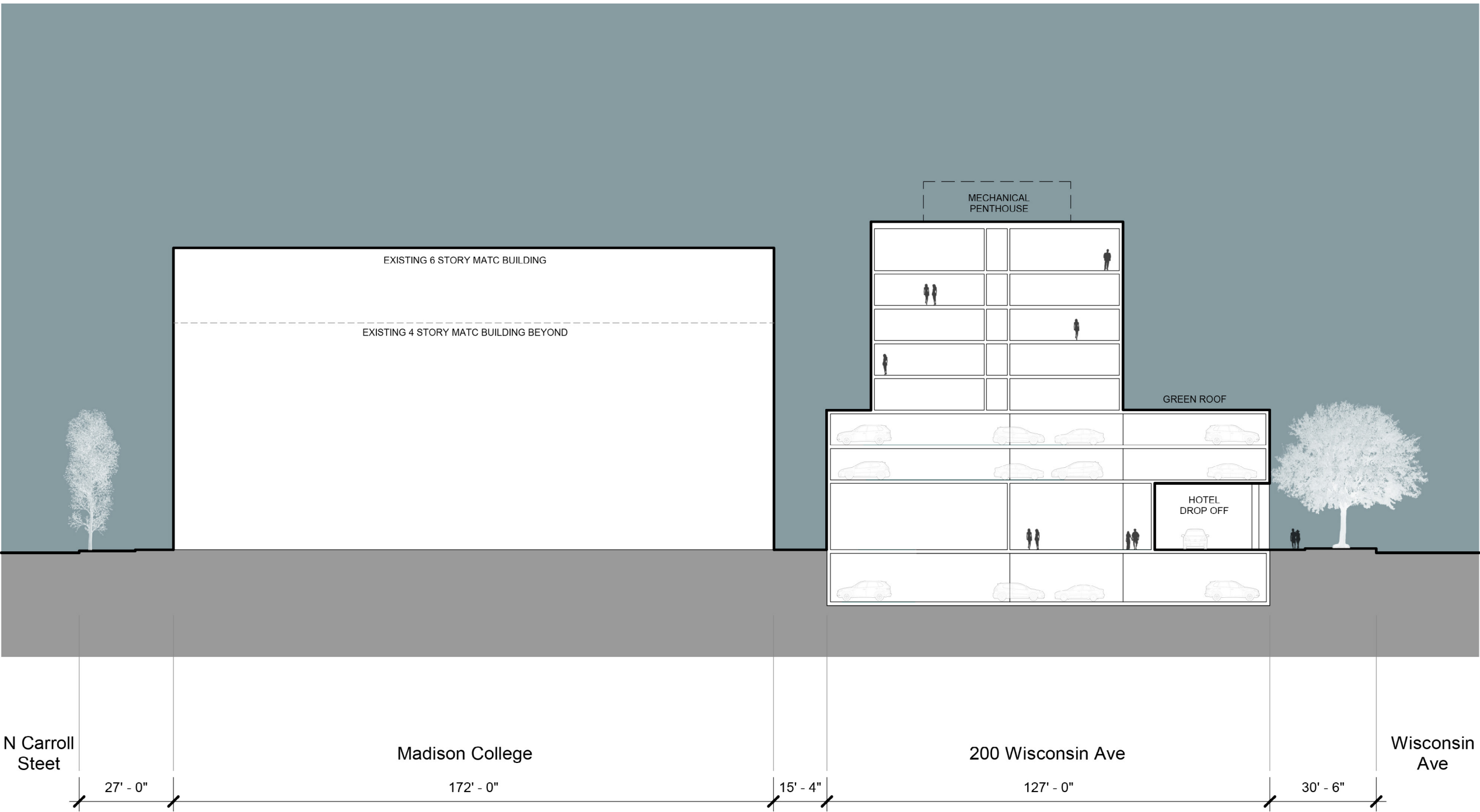
Room Summary

King	45
Double Queen	130
Suites	30
Total Rooms	205

Parking

Lower Level	70
Second Floor	72
Third Floor	70
Parking Total	212 (142 Hotel)





- Roof - 192'-0"
- 8th - 180'-0"
- 7th - 170'-0"
- 6th - 160'-0"
- 5th - 150'-0"
- 4th - 140'-0"
- 3rd - 130'-0"
- 2nd - 120'-0"
- 1st - 100'-0"
- LL - 85'-0"



North Aerial



East Aerial



Wisconsin Ave Perspective
October 8, 2025



Wisconsin Ave Perspective
October 8, 2025



Wisconsin Ave Perspective
October 8, 2025



W Johnson St Perspective
October 8, 2025



W Johnson St Perspective

October 8, 2025

DRURY
HOTELS

Potter
Lawson



W Johnson St Perspective
October 8, 2025



E Dayton St Perspective

October 8, 2025



E Dayton St Perspective
October 8, 2025



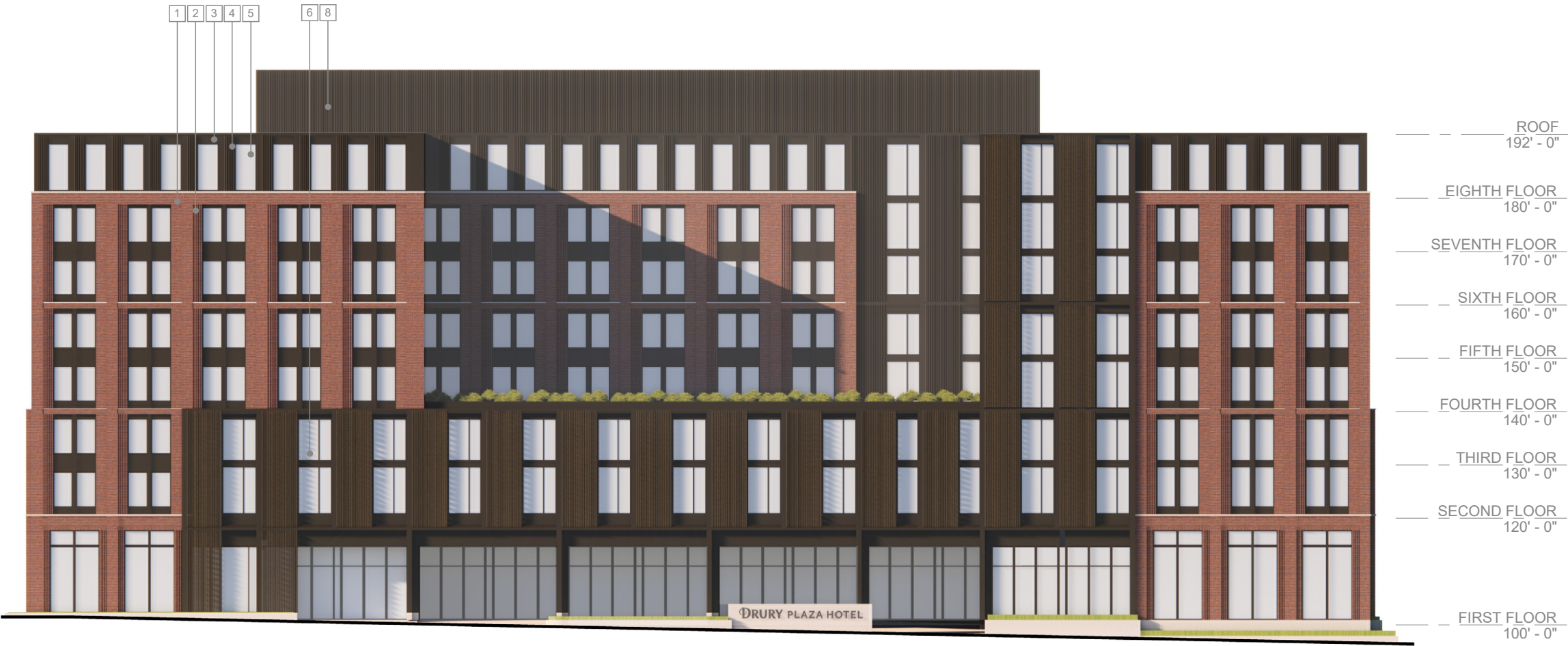
Wisconsin Ave Street Perspective
October 8, 2025

Thank you!



ELEVATION KEY NOTES

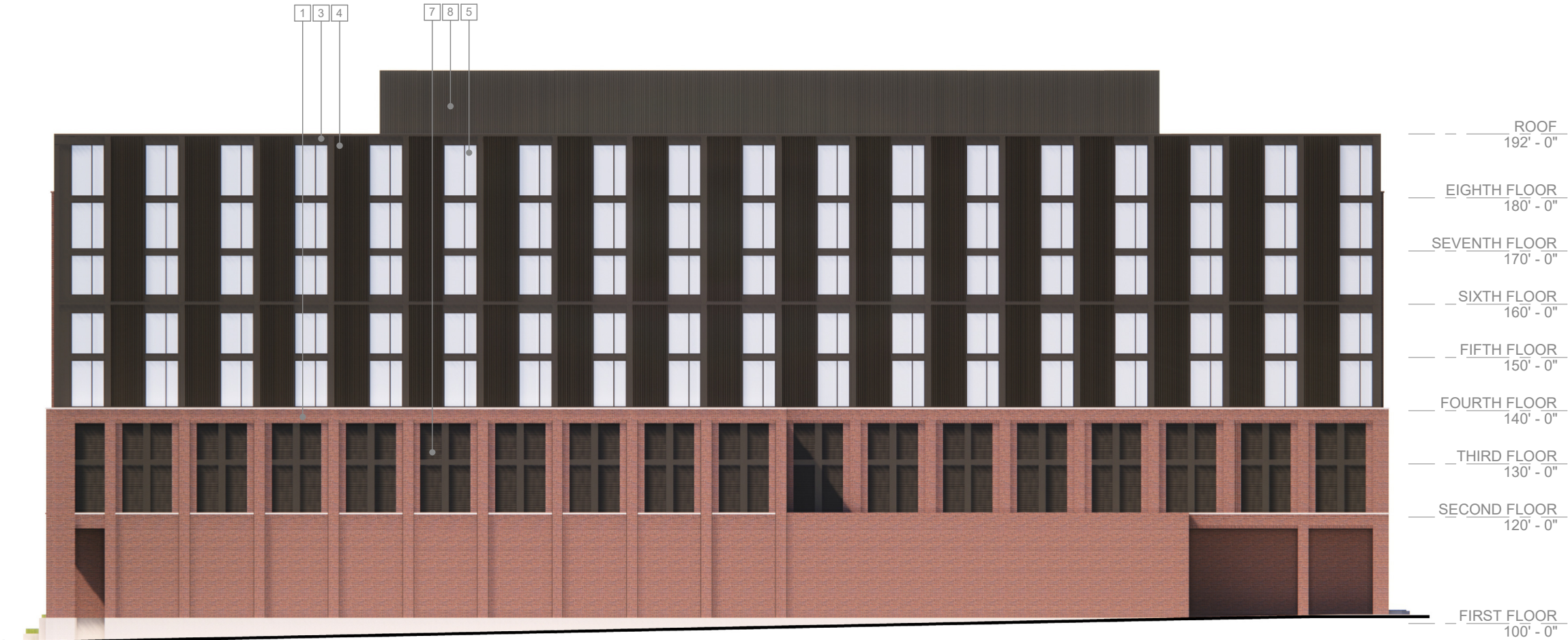
- 1 MODULAR BRICK VENEER
- 2 ACCENT MODULAR BRICK VENEER
- 3 CONCEALED FASTENER METAL PANEL
- 4 CONCEALED FASTENER CORRUGATED METAL PANEL
- 5 GLAZING
- 6 FROSTED GLAZING
- 7 ARCHITECTURAL LOUVER
- 8 MECHANICAL SCREENING



A06 - Northeast Elevation
Drury Hotel - 2025.25.00
October 8, 2025

ELEVATION KEY NOTES

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- 3 CONCEALED FASTENER METAL PANEL
- 4 CONCEALED FASTENER CORRUGATED METAL PANEL
- 5 GLAZING
- 6 FROSTED GLAZING
- 7 ARCHITECTURAL LOUVER
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