

LAND USE APPLICATION - INSTRUCTIONS & FORM

LND-A

City of Madison
Planning Division
Madison Municipal Building, Suite 017
215 Martin Luther King, Jr. Blvd.
P.O. Box 2985
Madison, WI 53701-2985
(608) 266-4635



FOR OFFICE USE ONLY:

10/21/25 10:24 a.m.

Date Received _____ ☐ Initial Submittal

Paid _____ ☐ Revised Submittal

All Land Use Applications must be filed with the Zoning Office. Please see the revised submittal instructions on Page 1 of this document.

This completed form is required for all applications for Plan Commission review except subdivisions or land divisions, which should be filed using the Subdivision Application. If your project requires both Land Use and Urban Design Commission (UDC) submittals, a completed UDC Application and accompanying submittal materials are also required to be submitted.

If you need an interpreter, translator, materials in alternate formats or other accommodations to access these forms, please call the Planning Division at (608) 266-4635.

Si necesita interprete, traductor, materiales en diferentes formatos, u otro tipo de ayuda para acceder a estos formularios, por favor llame al (608) 266-4635.

Yog tias koj xav tau ib tug neeg txhais lus, tus neeg txhais ntawv, los sis xav tau cov ntaub ntawv ua lwm hom ntawv los sis lwm cov kev pab kom paub txog cov lus qhia no, thov hu rau Koog Npaj (Planning Division) (608) 266-4635.

APPLICATION FORM

1. Project Information

Address (list all addresses on the project site):

200 Wisconsin Avenue

Title: Drury Plaza Hotel

2. This is an application for (check all that apply)

- ☒ Zoning Map Amendment (Rezoning) from Planned Development to Urban Mixed-Use (UMX)
- ☐ Major Amendment to an Approved Planned Development - General Development Plan (PD-GDP)
- ☐ Major Amendment to an Approved Planned Development - Specific Implementation Plan (PD-SIP)
- ☐ Review of Alteration to Planned Development (PD) (by Plan Commission)
- ☒ Conditional Use or Major Alteration to an Approved Conditional Use
- ☐ Demolition Permit ☐ Other requests _____

3. Applicant, Agent, and Property Owner Information

Applicant name Bruce Pfeifer **Company** Drury Madison, LLC
Street address 101 S Farrar Drive **City/State/Zip** Cape Girardeau, MO 63702
Telephone (573)335-3134 **Email** _____

Project contact person Brenda McClure **Company** Potter Lawson
Street address 749 University Row, Suite 300 **City/State/Zip** Madison, WI 53705
Telephone (608)274-2741 **Email** _____

Property owner (if not applicant) _____
Street address _____ **City/State/Zip** _____
Telephone _____ **Email** _____

APPLICATION FORM (CONTINUED)

5. Project Description

Provide a brief description of the project and all proposed uses of the site:

This project entails the construction of an 8-story, 205 room Drury Plaza Hotel on the former Madison College downtown campus site. Guestrooms will occupy floors 4-8, with amenities such as a restaurant, bar, meeting room, swimming pool and guest services on the first floor and lower level. The lower level will also provide parking for a future development, while hotel parking will be located on floors 2 and 3.

Proposed Square-Footages by Type:

Overall (gross): 249,000 sf Commercial (net): 165,300 sf Office (net): _____
Industrial (net): _____ Institutional (net): _____

Proposed Dwelling Units by Type (if proposing more than 8 units):

Efficiency: 175 1-Bedroom: 30 2-Bedroom: _____ 3-Bedroom: _____ 4 Bedroom: _____ 5-Bedroom: _____
Density (dwelling units per acre): _____ Lot Area (in square feet & acres): 0.814 acres, 35,469 sf

Proposed On-Site Automobile Parking Stalls by Type (if applicable):

Surface Stalls: _____ Under-Building/Structured: 209 Electric Vehicle-ready¹: 22 Electric Vehicle-installed¹: 3

Proposed On-Site Bicycle Parking Stalls by Type (if applicable):

Indoor (long-term): 20 Outdoor (short-term): 2

¹ See Section 28.141(8)(e), MGO for more information

Scheduled Start Date: Summer 2026

Planned Completion Date: Spring 2028

6. Applicant Declarations

- ☒ **Pre-application meeting with staff.** Prior to preparation of this application, the applicant is strongly encouraged to discuss the proposed development and review process with Zoning and Planning Division staff. Note staff persons and date.

Planning staff Colin Punt Date 08/07/2025

Zoning staff Jenny Kirchgatter Date 08/07/2025

- ☐ **Posted notice of the proposed demolition on the City's Demolition Listserv** (if applicable). Date Posted _____

- ☐ Public subsidy is being requested (indicate in letter of intent)

- ☒ **Pre-application notification:** The zoning code requires that the applicant notify the district alder and all applicable neighborhood and business associations **in writing no later than 30 days prior to FILING this request**. Evidence of the pre-application notification or any correspondence granting a waiver is required. List the alderperson, neighborhood association(s), business association(s), AND the dates notices were sent.

District Alder Michael Verveer Date 09/18/2025

Neighborhood Association(s) Capitol Neighborhoods Date 09/18/2025

Business Association(s) Central Business Improvement District (BID #1) Date 09/18/2025

The applicant attests that this form is accurately completed and all required materials are submitted:

Name of applicant Bruce Pfeifer Relationship to property Secretary for Property Owner

Authorizing signature of property owner  Date 10/20/2025