



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: May 9, 2018

SUBJECT: ID 51349 (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 is providing an informational presentation 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 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.

- **Design Cohesion between Upper and Lower Floors.** Staff requests feedback on how to provide more design cohesion between the lower three stories and upper levels of hotel, including fenestration patterns, materials, and detailing.
- **Colors and Materials.** The current exterior design shows brick replacing the earlier shown EIFS material. While appreciative of this alteration, staff is interested in an option with fewer brick color shades, potentially one or two. Confirm details on proposed brick size.
- **Ground Level Detailing and Scale.** There are multiple considerations here. First, the zoning code requires a minimum 14 foot tall ground level. This detail needs to be confirmed with Zoning. Next, the new ground-floor arch/signage features along Wisconsin Avenue appear large and out-of-scale with other elements. The extra signage regarding the “Madison Central Commons” above the relocated arch appears to provide unnecessary façade clutter and could be replaced by continuation of architectural details to break down the scale. Finally, staff notes that multiple arch-styles are proposed along Wisconsin Avenue. From a façade cohesion standpoint, staff believes that the new arches should be more complementary in design to the relocated historic arch, if that is to remain.
- **Welcoming Pedestrian Corridors.** Would like to see more detail regarding the dimensions and design of the pedestrian paths to the central/interior front door.