

URBAN DESIGN COMMISSION APPLICATION

UDC

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:

Paid _____ Receipt # _____
Date received _____
Received by _____
Aldermanic District _____
Zoning District _____
Urban Design District _____
Submission reviewed by _____
Legistar # _____

Complete all sections of this application, including the desired meeting date and the action requested.

If you need an interpreter, translator, materials in alternate formats or other accommodations to access these forms, please call the phone number above immediately.

1. Project Information

Address: 825 E Washington Avenue

Title: Moxy Hotel

2. Application Type (check all that apply) and Requested Date

UDC meeting date requested March 11, 2020

- New development Alteration to an existing or previously-approved development
 Informational Initial approval Final approval

3. Project Type

- Project in an Urban Design District
 Project in the Downtown Core District (DC), Urban Mixed-Use District (UMX), or Mixed-Use Center District (MXC)
 Project in the Suburban Employment Center District (SEC), Campus Institutional District (CI), or Employment Campus District (EC)
 Planned Development (PD)
 General Development Plan (GDP)
 Specific Implementation Plan (SIP)
 Planned Multi-Use Site or Residential Building Complex

Signage

- Comprehensive Design Review (CDR)
 Signage Variance (i.e. modification of signage height, area, and setback)
 Signage Exception

Other

- Please specify _____

4. Applicant, Agent, and Property Owner Information

Applicant name Josh Wilcox
Street address 2248 Deming Way, Suite 120
Telephone 608-695-8668

Company GBA architecture | design
City/State/Zip Middleton, WI 53562
Email josh.wilcox@garybrink.com

Project contact person Josh Wilcox
Street address 2248 Deming Way, Suite 120
Telephone 608-695-8668

Company GBA architecture | design
City/State/Zip Middleton, WI 53562
Email josh.wilcox@garybrink.com

Property owner (if not applicant) 825 E Washington LLC
Street address 222 North Street
Telephone 608-662-3631

City/State/Zip Madison, WI 53704
Email ainman@ncghotels.com

5. Required Submittal Materials

- Application Form**
- Letter of Intent**
 - If the project is within an Urban Design District, a summary of how the development proposal addresses the district criteria is required
 - For signage applications, a summary of how the proposed signage is consistent with the applicable CDR or Signage Variance review criteria is required.
- Development Plans** (Refer to checklist on Page 4 for plan details)
- Filing fee**
- Electronic Submittal***
- Notification to the District Alder**
 - Please provide an email to the District Alder notifying them that you are filing this UDC application. Please send this as early in the process as possible and provide a copy of that email with the submitted application.

Each submittal must include fourteen (14) 11" x 17" **collated** paper copies. Landscape and Lighting plans (if required) must be **full-sized and legible**. Please refrain from using plastic covers or spiral binding.

Both the paper copies and electronic copies must be submitted prior to the application deadline before an application will be scheduled for a UDC meeting. Late materials will not be accepted. A completed application form is required for each UDC appearance.

For projects also requiring Plan Commission approval, applicants must also have submitted an accepted application for Plan Commission consideration prior to obtaining any formal action (initial or final approval) from the UDC. All plans must be legible when reduced.

**Electronic copies of all items submitted in hard copy are required. Individual PDF files of each item submitted should be compiled on a CD or flash drive, or submitted via email to udcapplications@cityofmadison.com. The email must include the project address, project name, and applicant name. Electronic submittals via file hosting services (such as Dropbox.com) are not allowed. Applicants who are unable to provide the materials electronically should contact the Planning Division at (608) 266-4635 for assistance.*

6. Applicant Declarations

1. Prior to submitting this application, the applicant is required to discuss the proposed project with Urban Design Commission staff. This application was discussed with Janine Glaeser on 2/25/2020.
2. The applicant attests that all required materials are included in this submittal and understands that if any required information is not provided by the application deadline, the application will not be placed on an Urban Design Commission agenda for consideration.

Name of applicant Josh Wilcox Relationship to property Architect
 Authorizing signature of property owner  Date 2/26/2020

7. Application Filing Fees

Fees are required to be paid with the first application for either initial or final approval of a project, unless the project is part of the combined application process involving the Urban Design Commission in conjunction with Plan Commission and/or Common Council consideration. Make checks payable to City Treasurer. Credit cards may be used for application fees of less than \$1,000.

Please consult the schedule below for the appropriate fee for your request:

- Urban Design Districts: \$350 (per §35.24(6) MGO).
- Minor Alteration in the Downtown Core District (DC) or Urban Mixed-Use District (UMX) : \$150 (per §33.24(6)(b) MGO)
- Comprehensive Design Review: \$500 (per §31.041(3)(d)(1)(a) MGO)
- Minor Alteration to a Comprehensive Sign Plan: \$100 (per §31.041(3)(d)(1)(c) MGO)
- All other sign requests to the Urban Design Commission, including, but not limited to: appeals from the decisions of the Zoning Administrator, requests for signage variances (i.e. modifications of signage height, area, and setback), and additional sign code approvals: \$300 (per §31.041(3)(d)(2) MGO)

A filing fee is not required for the following project applications if part of the combined application process involving both Urban Design Commission and Plan Commission:

- Project in the Downtown Core District (DC), Urban Mixed-Use District (UMX), or Mixed-Use Center District (MXC)
- Project in the Suburban Employment Center District (SEC), Campus Institutional District (CI), or Employment Campus District (EC)
- Planned Development (PD): General Development Plan (GDP) and/or Specific Implementation Plan (SIP)
- Planned Multi-Use Site or Residential Building Complex



February 26, 2020

City of Madison
Planning Division
215 Martin Luther King Jr. Blvd
Madison, WI 53701

RE: Proposed Hotel Project
825 E. Washington Avenue
UDC Informational Submittal

Enclosed, please find 14 sets of plans for the UDC meeting to be held on March 11th. The proposed project, located at 825 E Washington Avenue, is an 8-story, 81,232 sf hotel project with 151 guest rooms and an 8th floor restaurant. The majority of vehicle parking is being programmed to be off-site with one long term accessible and 4 temporary/staging parking stalls on site.

The hotel is designed to integrate into the East Washington Capitol Gateway Corridor and address the Urban Design District No. 8 design criteria – specifically the following four principles:

1. To protect the iconic view of the Capitol.
 - a. *The structure is set back from the street with heights and step backs well inside of density limits.*
2. To respect and strengthen existing neighborhoods.
 - a. *The hotel and restaurant will enhance the fabric of the neighborhood.*
3. To establish a transit-oriented employment corridor
 - a. *This project compliments and supports that vision.*
4. To create a vibrant boulevard corridor to Madison's Downtown and is a critical street for the vitality of adjoining neighborhoods.
 - a. This mixed use development will add character, energetic vibe and provide patrons to the neighborhood business.

Please feel free to contact me if you have further questions or need any additional information.

Sincerely,

A handwritten signature in blue ink, appearing to read 'Josh Wilcox', written over a light blue circular stamp.

Josh Wilcox
Partner

PROPOSED HOTEL PROJECT

825 EAST WASHINGTON AVENUE
MADISON, WI 53703



UDC INFORMATIONAL PRESENTATION

02.26.2020



DEVELOPER:
C/O NORTH CENTRAL GROUP
1600 ASPEN COMMONS, SUITE 200,
MIDDLETON, WI 53562
PHONE: (608) 662-3631
PRINCIPAL CONTACT: ANDY INMAN
EMAIL: AINMAN@NCGHOTELS.COM



ARCHITECT:
GARY BRINK AND ASSOCIATES, INC
2248 DEMING WAY, SUITE 120
MIDDLETON, WISCONSIN 53562
PHONE: (608) 829-1750
PRINCIPAL CONTACT: JOSH WILCOX
EMAIL: josh.wilcox@garybrink.com



CIVIL ENGINEER:
PINNACLE ENGINEERING GROUP
20725 WATERTOWN ROAD, SUITE 100
BROOKFIELD, WISCONSIN 53186
PHONE: (262) 754-8888
PRINCIPAL CONTACT: AARON E. KOCH, P.E.
EMAIL: aekoch@pinnacle-engr.com

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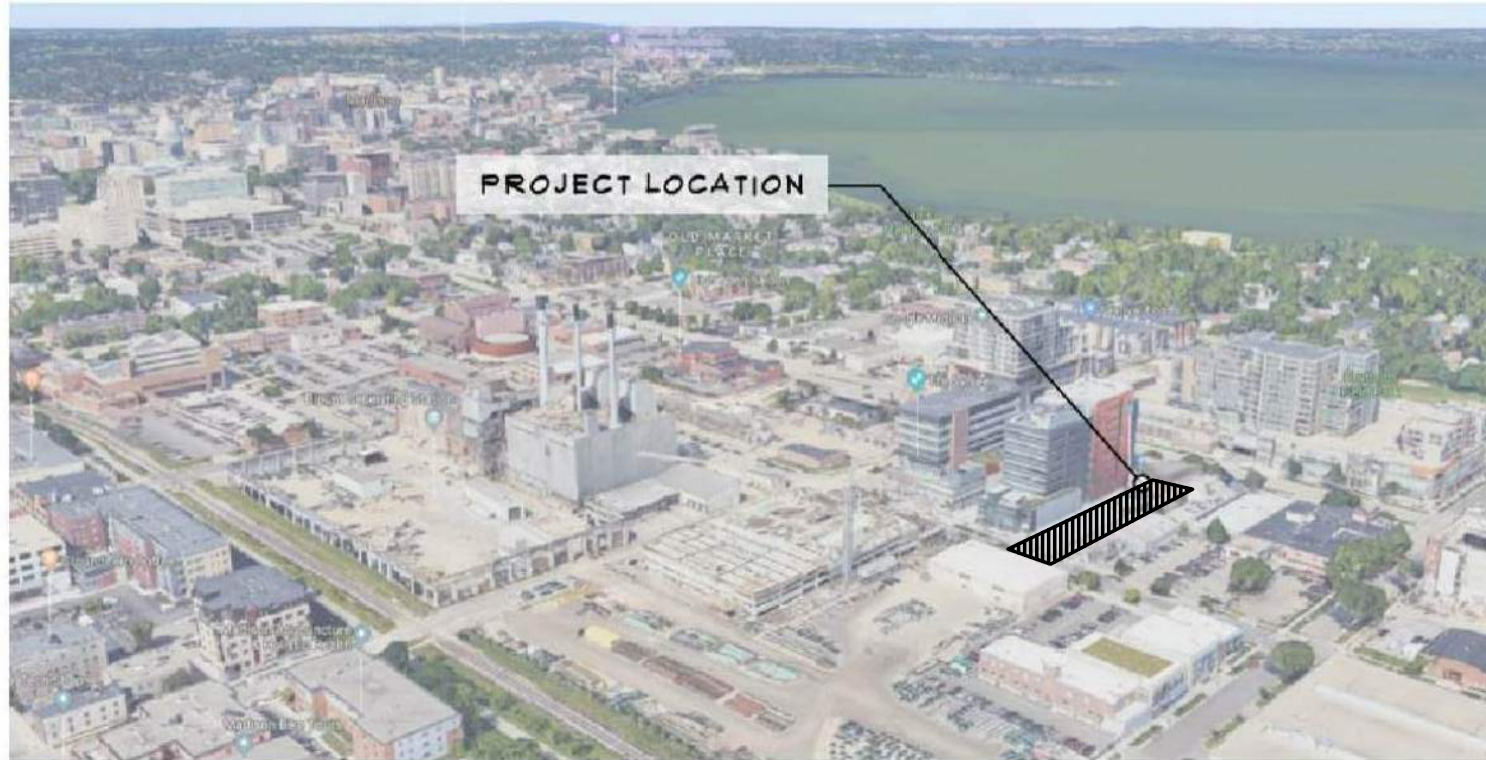
PROJECT LOCATION



AERIAL VIEW OF SITE



AERIAL VIEW OF SITE

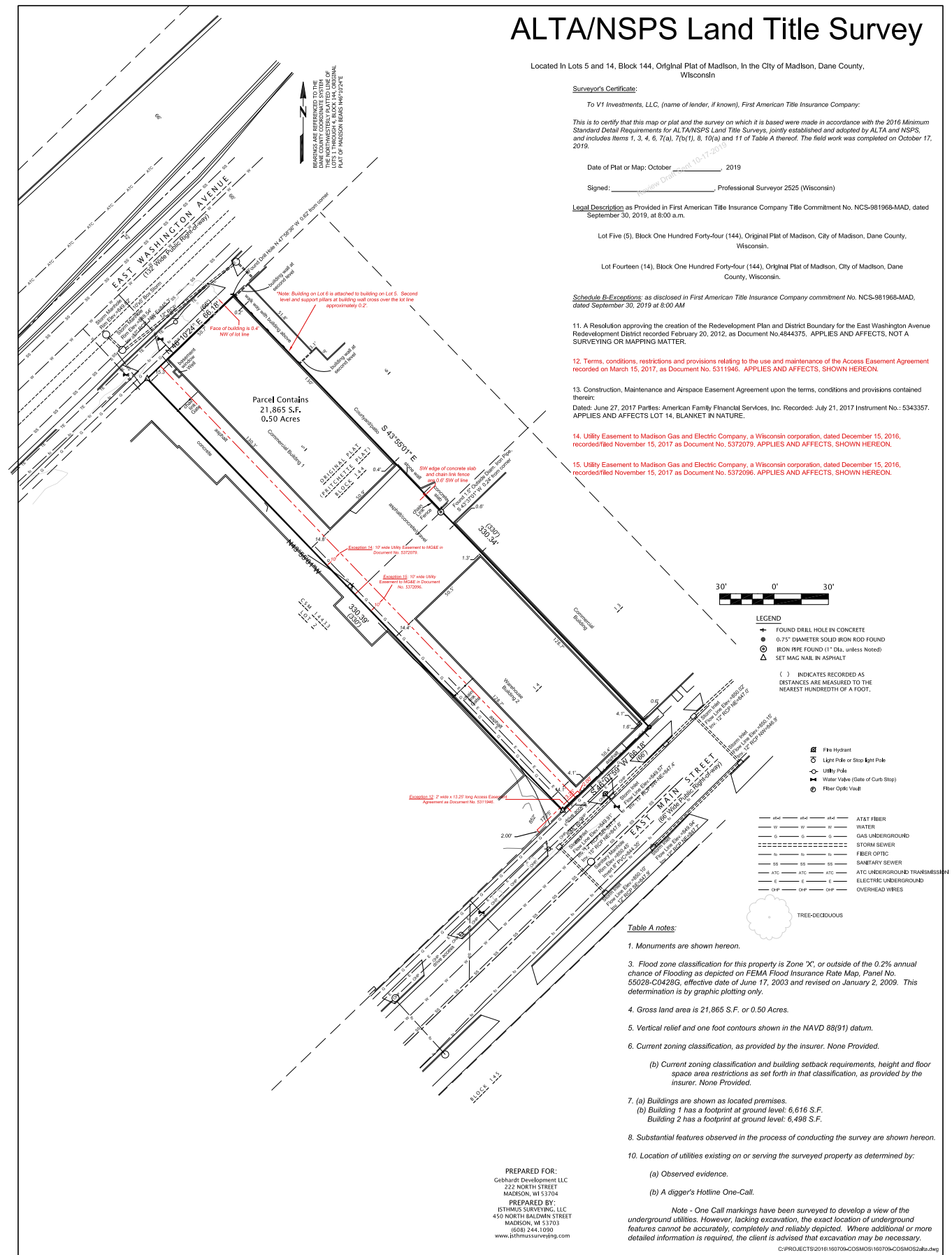


LOOKING WEST

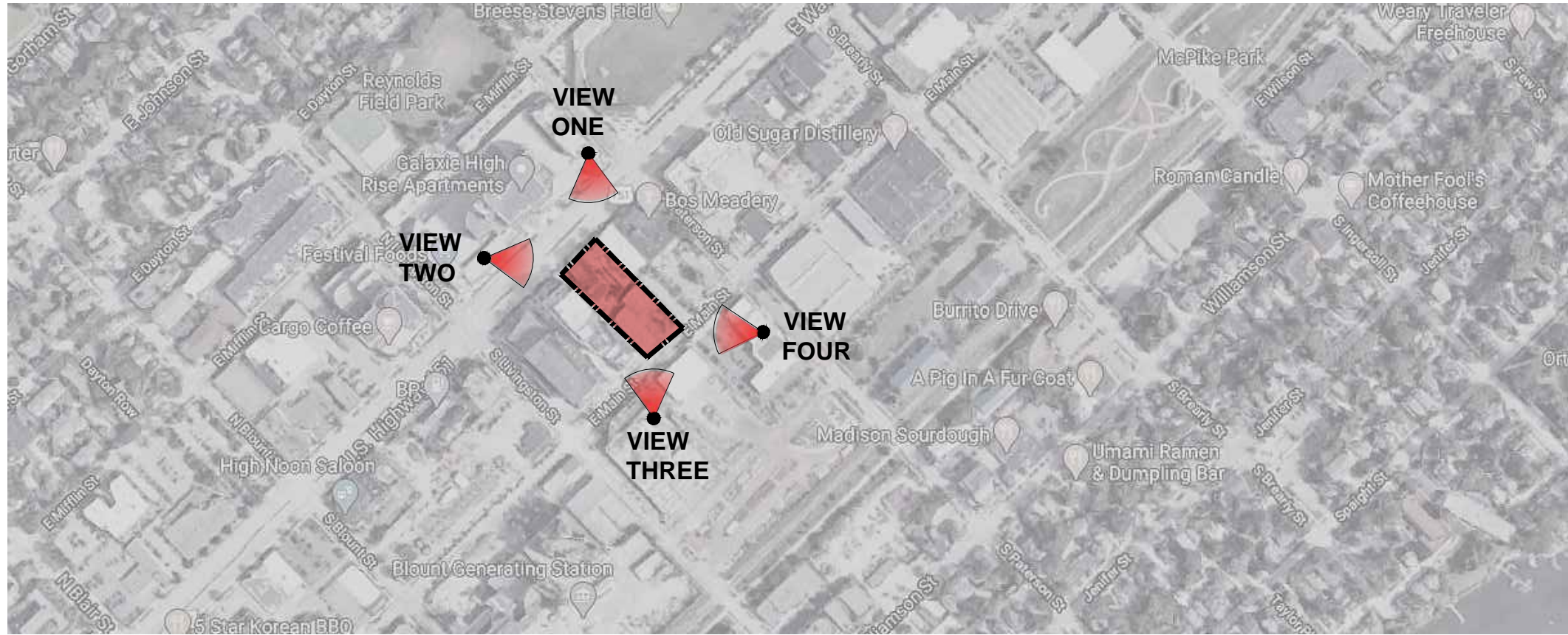


LOOKING SOUTH

EXISTING CONDITIONS PLAN



SITE PHOTOS



AERIAL OF SITE
825 E WASHINGTON AVE



VIEW THREE
LOOKING NORTH
827 E MAIN ST



VIEW ONE
LOOKING SOUTH
829 E WASHINGTON AVE

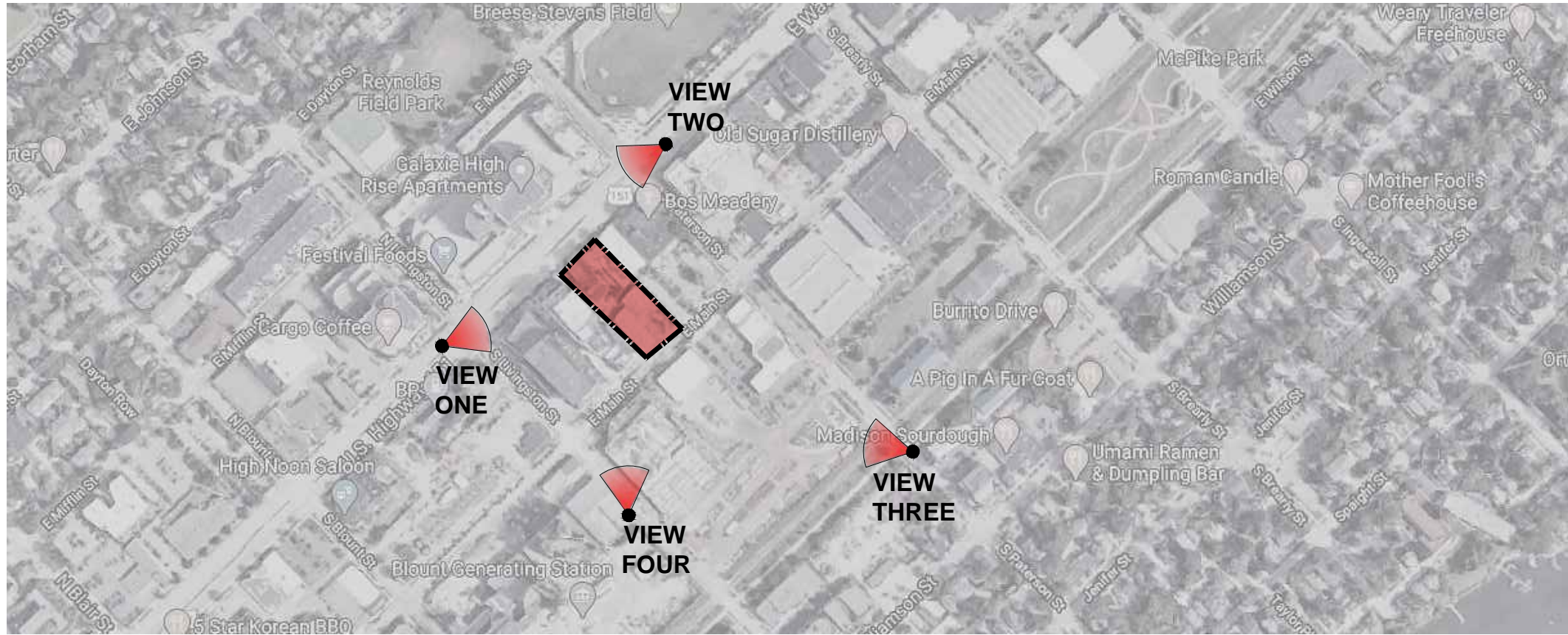


VIEW TWO
LOOKING EAST
821 E. WASHINGTON AVE



VIEW FOUR
LOOKING WEST
110 S PATERSON ST

SURROUNDING PHOTOS



AERIAL OF SITE
825 E WASHINGTON AVE



VIEW THREE
LOOKING WEST
307 S PATERSON ST



VIEW ONE
LOOKING EAST
810 E WASHINGTON AVE

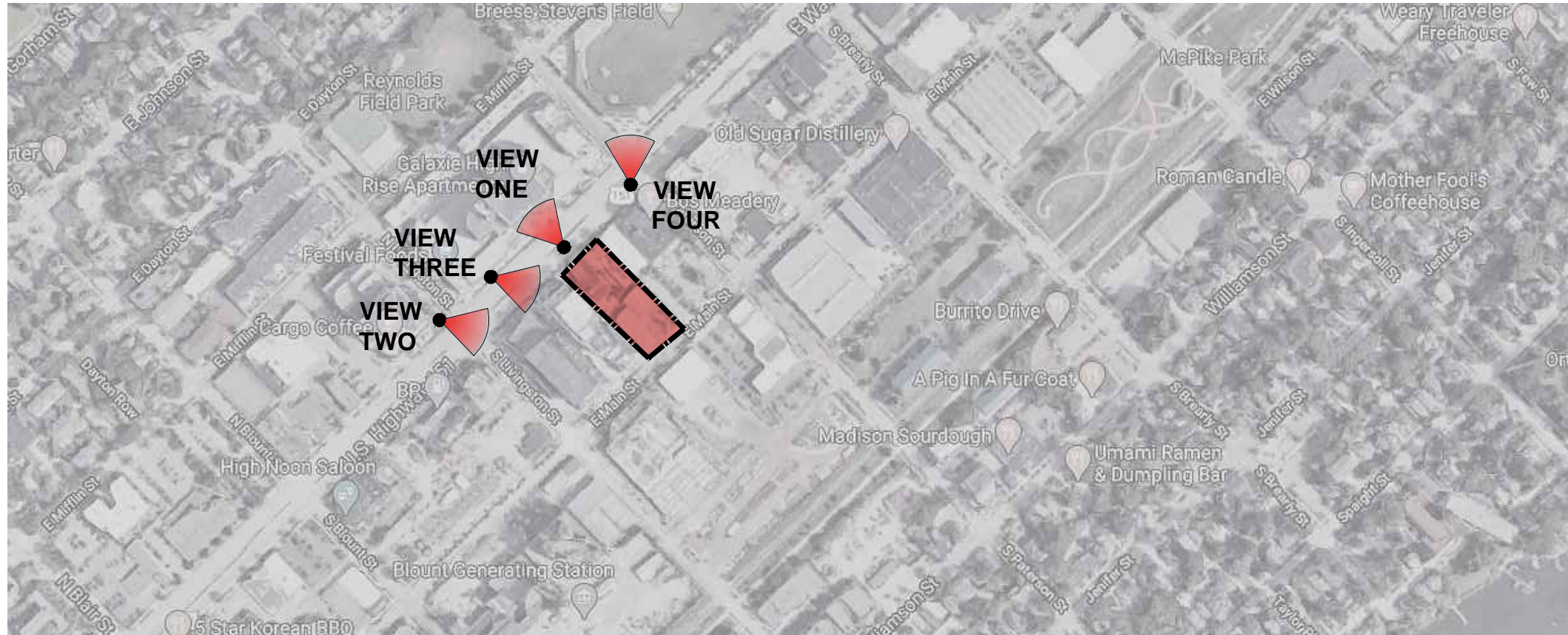


VIEW TWO
LOOKING SOUTHWEST
901 E. WASHINGTON AVE



VIEW FOUR
LOOKING NORTH
101 S LIVINGSTON ST

CONTEXT PHOTOS



AERIAL OF SITE
825 E WASHINGTON AVE



VIEW THREE
AMERICAN FAMILY INSURANCE
821 E WASHINGTON AVE



VIEW ONE
GALAXIE HIGH RISE APARTMENTS
822 E WASHINGTON AVE

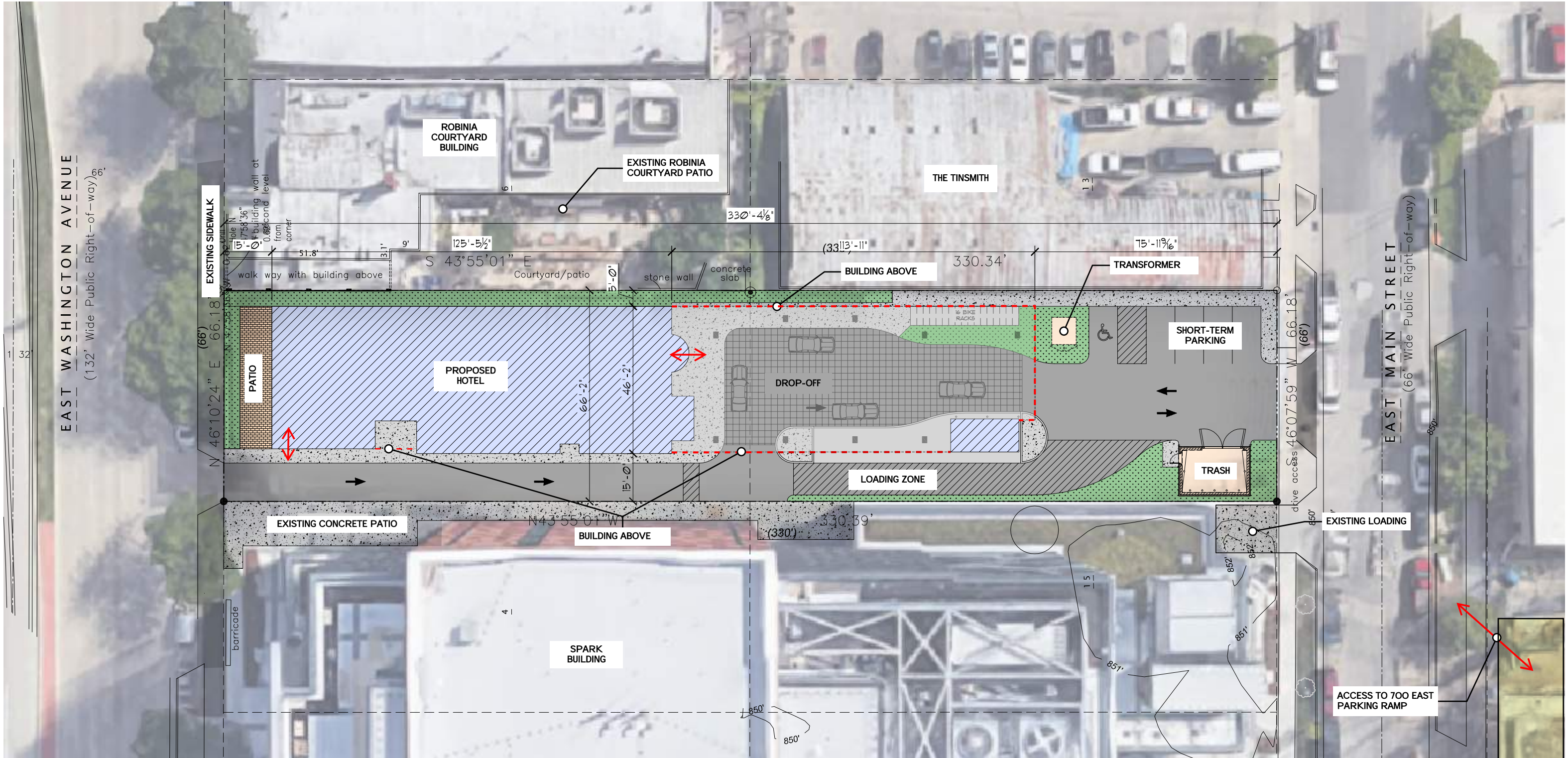


VIEW TWO
THE GEBHARDT BUILDING
811 E. WASHINGTON AVE



VIEW FOUR
BREES STEVENS FIELD
917 E MIFFLIN ST

SITE PLAN

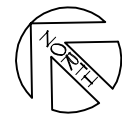
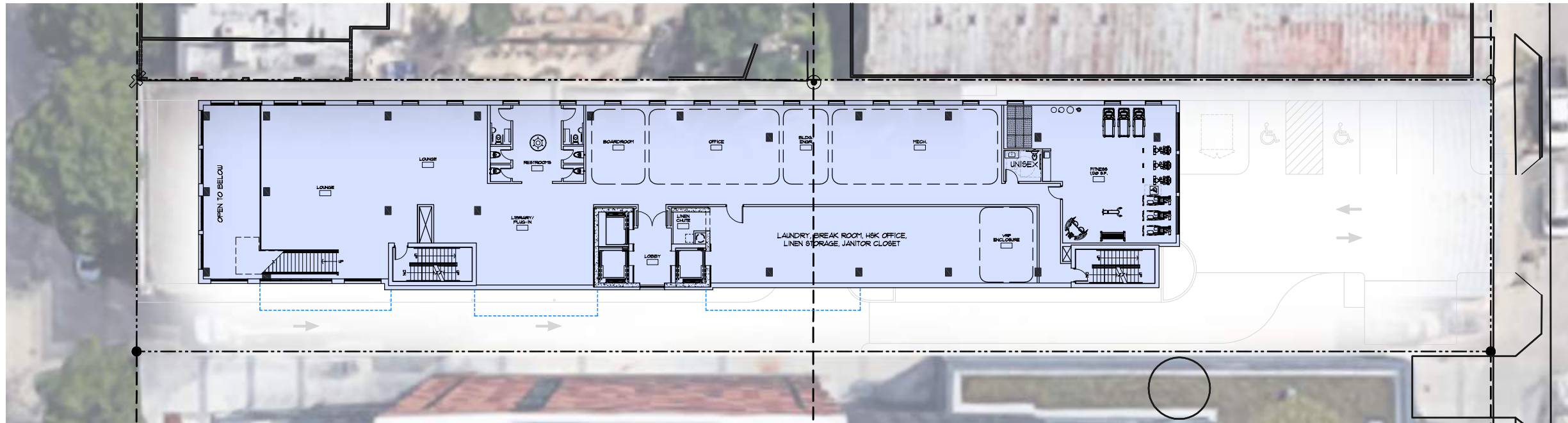


SITE PLAN

SCALE: 1" = 30'

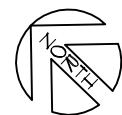
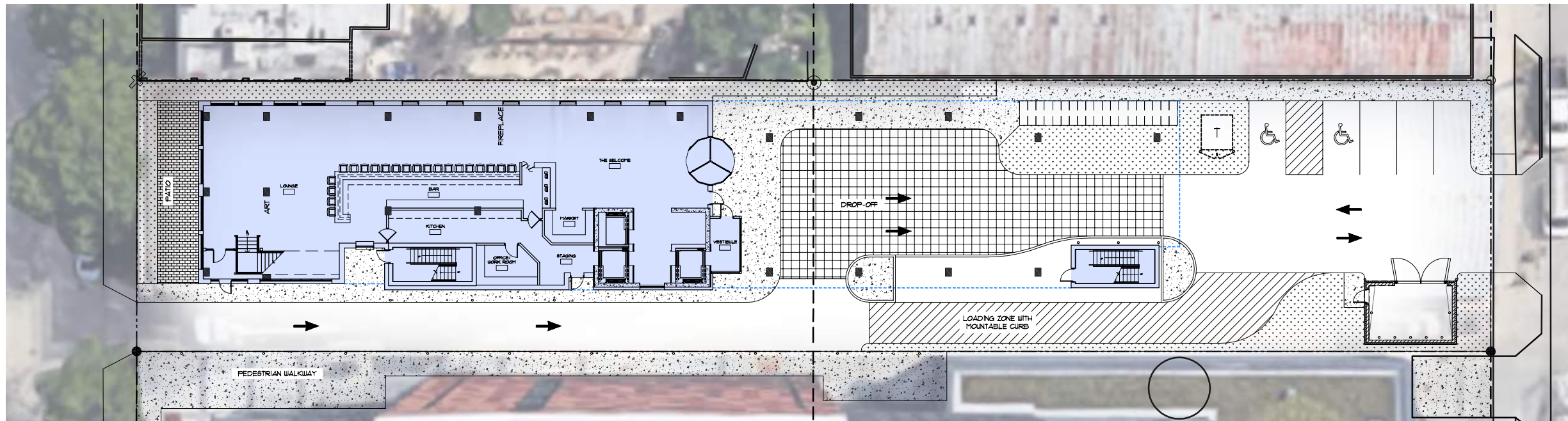
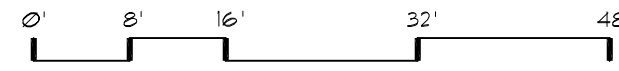


FLOOR PLANS



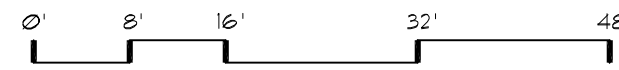
2ND FLOOR PLAN

SCALE: 1" = 30'

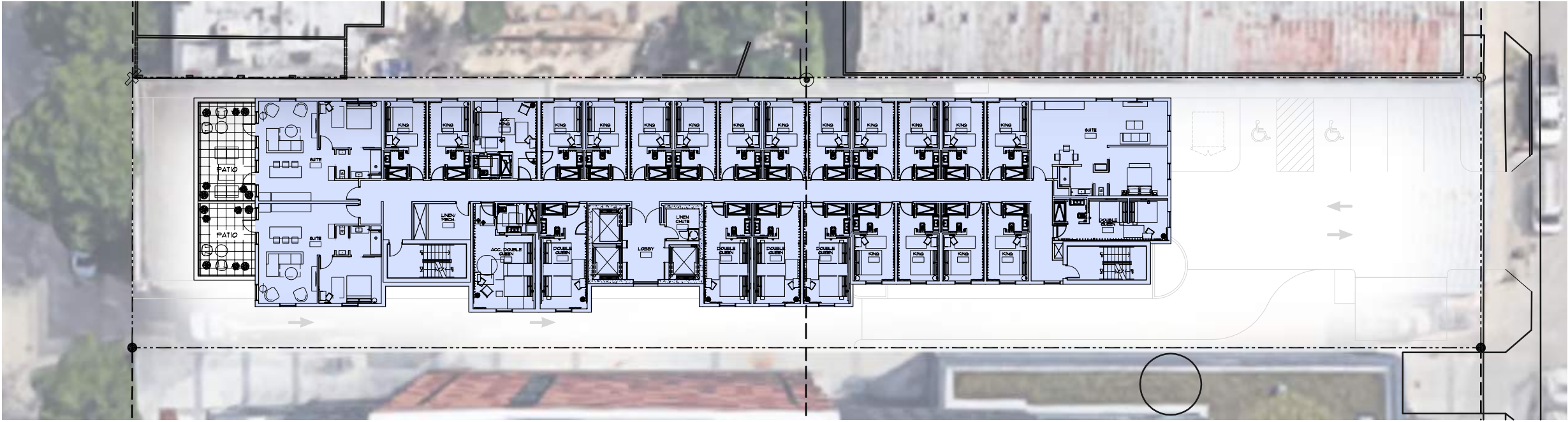


1ST FLOOR PLAN

SCALE: 1" = 30'



FLOOR PLANS



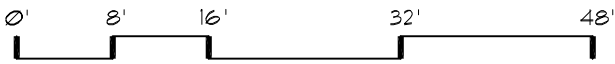
6TH FLOOR PLAN

SCALE: 1" = 30'

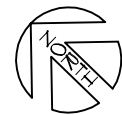
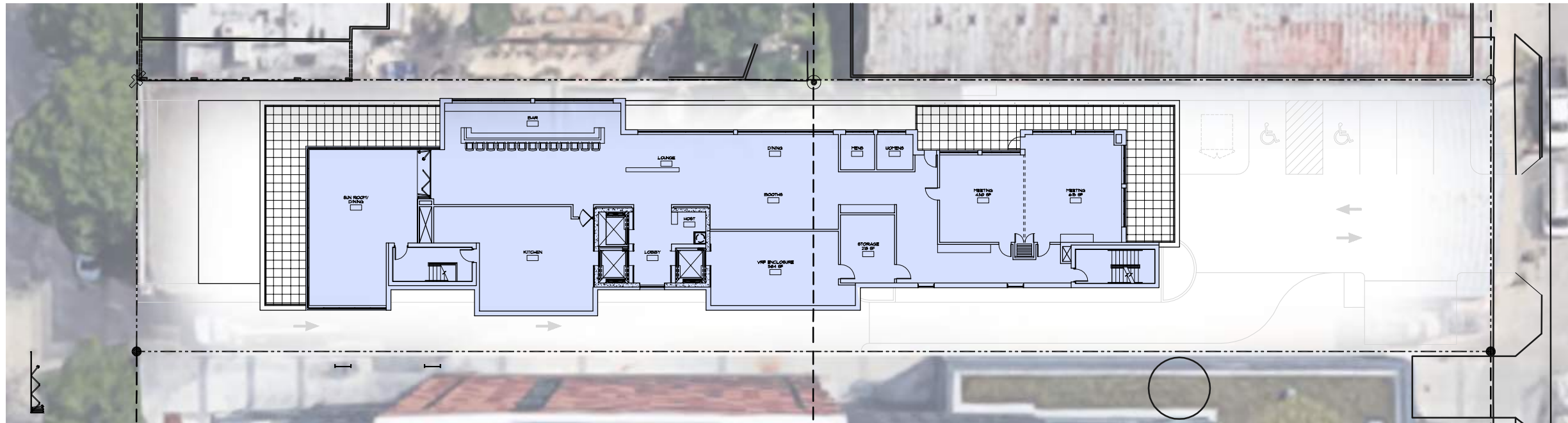


3RD-5TH FLOOR PLAN

SCALE: 1" = 30'

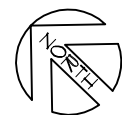
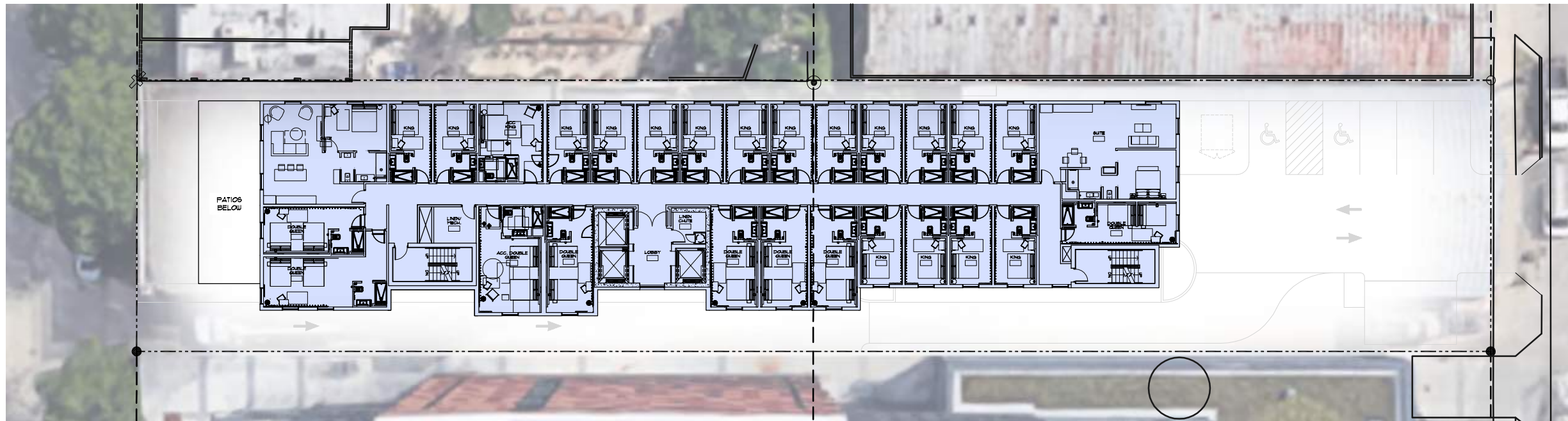
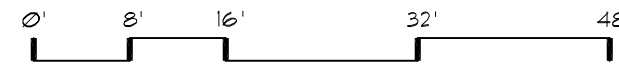


FLOOR PLANS



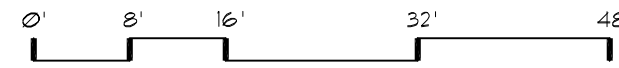
8TH FLOOR PLAN

SCALE: 1" = 30'

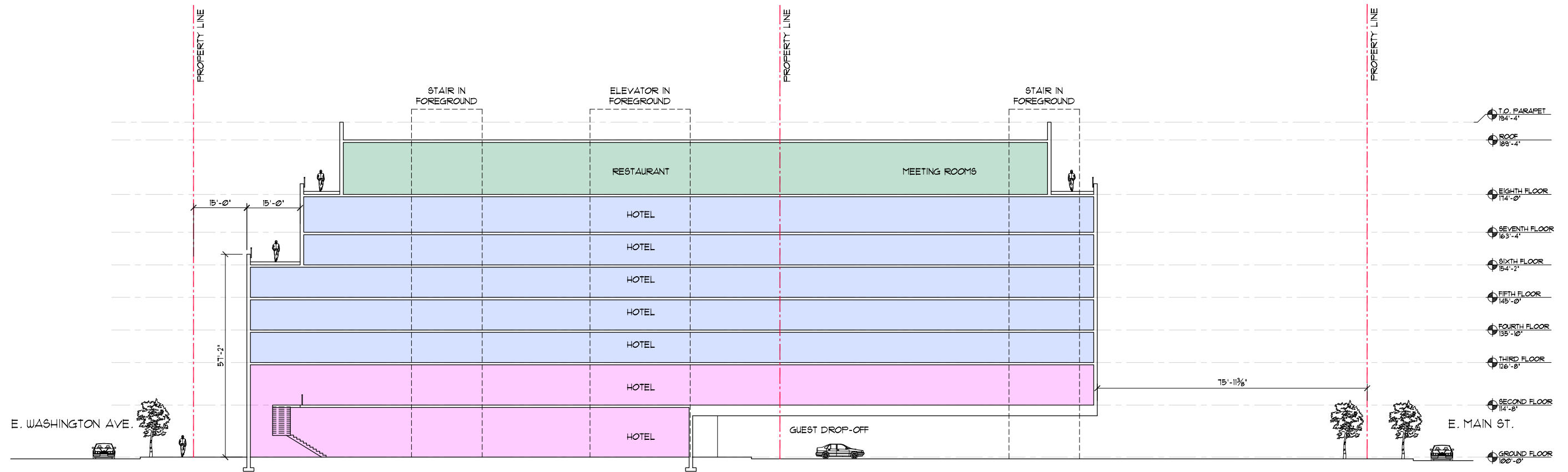


7TH FLOOR PLAN

SCALE: 1" = 30'

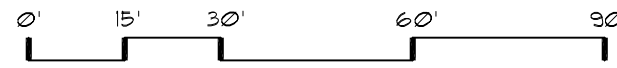


BUILDING SECTION



BUILDING SECTION

SCALE: 1" = 30'-0"



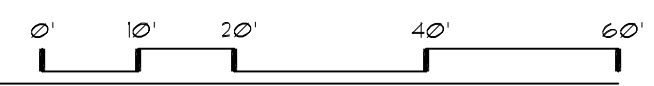
DEVELOPER



BUILDING ELEVATION



BUILDING ELEVATION
SCALE: 1" = 20'-0"



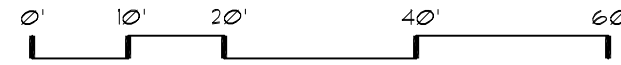
BUILDING ELEVATION



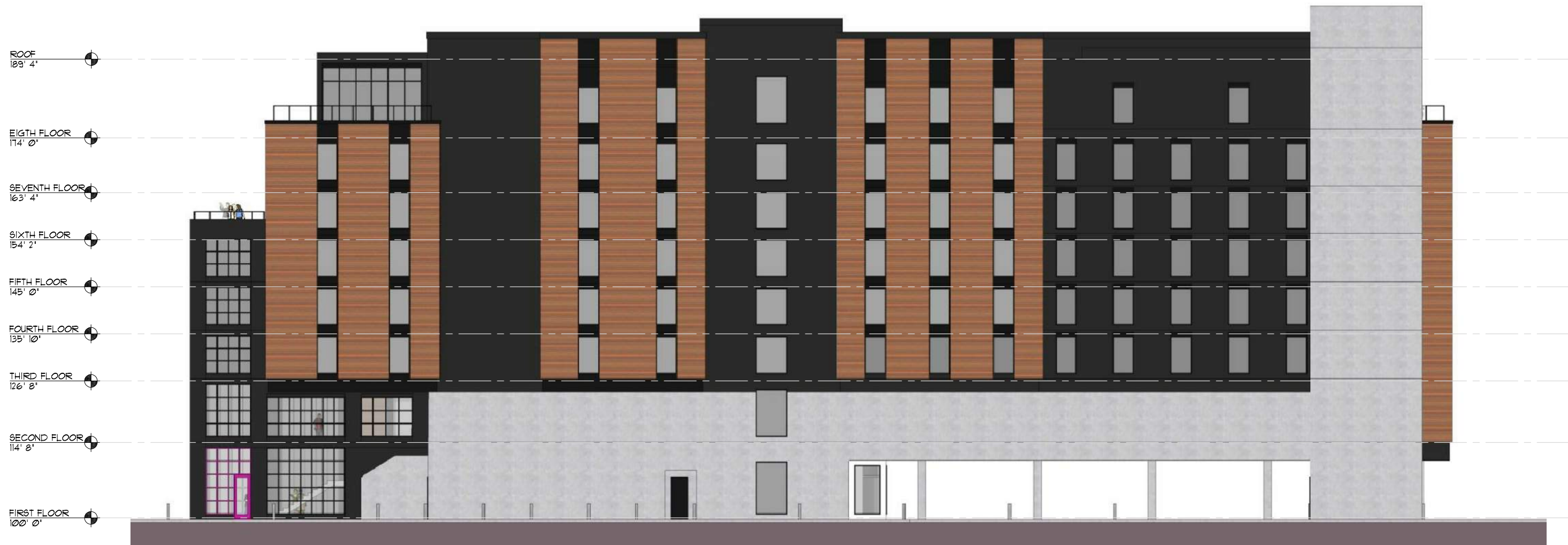
NORTH ELEVATION

BUILDING
ELEVATION

SCALE: 1" = 20'-0"



BUILDING ELEVATION



SOUTH ELEVATION

BUILDING ELEVATION

SCALE: 1" = 20'-0"



BUILDING PERSPECTIVE



BUILDING PERSPECTIVES



BUILDING PERSPECTIVES



BUILDING PERSPECTIVES

