

# 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 \_\_\_\_\_  
Submittal 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: 317 E Wilson Street

Title: Wilson Street Hotel

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

UDC meeting date requested May 11, 2022

- 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** Andy Inman  
**Street address** 1600 Aspen Commons, Suite 200  
**Telephone** 608-836-6060

**Company** North Central Group  
**City/State/Zip** Middleton, WI 53562  
**Email** ainman@ncghotels.com

**Project contact person** AJ Robitschek  
**Street address** 2248 Deming Way  
**Telephone** 608-820-1540

**Company** GBA architecture | design  
**City/State/Zip** Middleton, WI 53562  
**Email** aj.robitschek@garybrink.com

**Property owner (if not applicant)** Rubin 317 East Wilson, LLC and Rubin 323 East Wilson, LLC

**Street address** \_\_\_\_\_ **City/State/Zip** \_\_\_\_\_

**Telephone** \_\_\_\_\_ **Email** \_\_\_\_\_

**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** (included with initial application)
- 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.

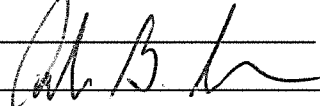
Both the paper copies and electronic copies must be submitted prior to the application deadline before an application will be scheduled for a UDC meeting. Late materials will not be accepted. A completed application form is required for each UDC appearance.

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](mailto: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 Jessica Vaughn, Colin Punt and Heather Bailey on February 2, 2022.
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 Andy Inman Relationship to property Lessee  
 Authorizing signature of property owner/ Lessee  Date 4/18/22

**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

## Introduction

The City of Madison's Urban Design Commission (UDC) has been created to:

- Encourage and promote high quality in the design of new buildings, developments, remodeling, and additions so as to maintain and improve the established standards of property values within the City.
- Foster civic pride in the beauty and nobler assets of the City, and in all other ways possible assure a functionally efficient and visually attractive City in the future.

## Types of Approvals

There are three types of requests considered by the UDC:

- Informational Presentation. Applicants may, at their discretion, request to make an Informational Presentation to the UDC prior to seeking any approvals to obtain early feedback and direction before undertaking detailed design. Applicants should provide details on the context of the site, design concept, site and building plans, and other relevant information to help the UDC understand the proposal and provide feedback. (Does not apply to CDR's or Signage Variance requests)
- Initial Approval. Applicants may, at their discretion, request initial approval of a proposal by presenting preliminary design information. As part of their review, the Commission will provide feedback on the design information that should be addressed at Final Approval stage.
- Final Approval. Applicants may request Final Approval of a proposal by presenting all final project details. Recommendations or concerns expressed by the UDC in the initial approval must be addressed at this time.

## Presentations to the Commission

Primarily, the UDC is interested in the appearance and design quality of projects. Emphasis should be given to the site plan, landscape plan, lighting plan, building elevations, exterior building materials, color scheme, and graphics.

When presenting projects to the UDC, applicants must fill out a registration slip provided in the meeting room and present it to the Secretary. Presentations should generally be limited to 5 minutes or as extended by motion by consent of the Commission. The Commission will withhold questions until the end of the presentation.

Applicants are encouraged to consider the use of various graphic presentation material including a locator map, photographs, renderings/model, scale drawings of the proposal in context with adjacent buildings/uses/signs, etc., as may be deemed appropriate to describe the project and its surroundings. Graphics should be mounted on rigid boards so that they may be easily displayed. **Applicants/presenters are responsible for all presentation materials, AV equipment and easels.**

# URBAN DESIGN DEVELOPMENT PLANS CHECKLIST

The items listed below are minimal application requirements for the type of approval indicated. Please note that the UDC and/or staff may require additional information in order to have a complete understanding of the project.

## 1. Informational Presentation

- Locator Map
- 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)
- Contextual site information, including photographs and layout of adjacent buildings/structures
- Site Plan
- Two-dimensional (2D) images of proposed buildings or structures.

Providing additional information beyond these minimums may generate a greater level of feedback from the Commission.

### Requirements for All Plan Sheets

1. Title block
2. Sheet number
3. North arrow
4. Scale, both written and graphic
5. Date
6. Fully dimensioned plans, scaled at 1"= 40' or larger

**\*\* All plans must be legible, including the full-sized landscape and lighting plans (if required)**

## 2. Initial Approval

- Locator Map
- Letter of Intent (If the project is within a Urban Design District, a summary of how the development proposal addresses the district criteria is required)
- Contextual site information, including photographs and layout of adjacent buildings/structures
- Site Plan showing location of existing and proposed buildings, walks, drives, bike lanes, bike parking, and existing trees over 18" diameter
- Landscape Plan and Plant List (*must be legible*)
- Building Elevations in both black & white and color for all building sides (include material callouts)
- PD text and Letter of Intent (if applicable)

Providing additional information beyond these minimums may generate a greater level of feedback from the Commission.

## 3. Final Approval

All the requirements of the Initial Approval (see above), **plus:**

- Grading Plan
- Proposed Signage (if applicable)
- Lighting Plan, including fixture cut sheets and photometrics plan (*must be legible*)
- Utility/HVAC equipment location and screening details (with a rooftop plan if roof-mounted)
- PD text and Letter of Intent (if applicable)
- Samples of the exterior building materials (presented at the UDC meeting)

## 4. Comprehensive Design Review (CDR) and Variance Requests (Signage applications only)

- Locator Map
- Letter of Intent (a summary of how the proposed signage is consistent with the CDR or Signage Variance criteria is required)
- Contextual site information, including photographs of existing signage both on site and within proximity to the project site
- Site Plan showing the location of existing signage and proposed signage, dimensioned signage setbacks, sidewalks, driveways, and right-of-ways
- Proposed signage graphics (fully dimensioned, scaled drawings, including materials and colors, and night view)
- Perspective renderings (emphasis on pedestrian/automobile scale viewsheds)
- Illustration of the proposed signage that meets Ch. 31, MGO compared to what is being requested.
- Graphic of the proposed signage as it relates to what the Ch. 31, MGO would permit





April 14, 2022

Jessica Vaughn  
Department of Planning & Community & Economic Development  
215 Martin Luther King Jr Blvd  
Madison, WI 53703

Re: Letter of Intent – Update for Final Submittal  
317 E Wilson St – Wilson Street Hotel

Dear Jessica:

This is our Updated Letter of Intent for the re-development of the property located at 317 E. Wilson St. During the UDC meeting on March 9, 2022, our Project Team took away three main areas of improvement from that initial Approval Meeting:

- Item 1: Review size of rear windows, consider providing larger openings for enhanced lake views.
- Item 2: The building appears too modern, look at different finishes to be more complimentary to the Historic Building.
- Item 3: Look into possibly wrapping the First Floor E Wilson finish onto the upper floors, also review window alignment between the first floor & upper floors.

In response to these comments, we have re-imagined the Design of the 2-Story Building(s) with the following updates to the façade(s):

- In response to Item 1: We have increased the Lake-facing corner unit window to be larger, providing a 3-pane window in-lieu of two separate, smaller windows.
- In response to Item 2: We have modified the stark white EIFS finish to be more beige, less stark white. We have also updated the darker color to be less black and more of a gray tone. We feel these new primary finish colors are less contrasting and more complimentary to the adjacent Historic Building.
- In response to Item 3, we have continued the stone / base building finish to wrap vertically & serve as the transition between the 2-story and historic buildings, we have also provided some re-sizing & re-alignment of some openings on first floor to better relate to the openings/ inset areas on second floor.

With the updates indicated above we feel we have enhanced the proposed design for this Hotel, we look forward to reviewing the updated design with the Commission on May 11<sup>th</sup>.

Please refer to the attached plans for additional information.

Sincerely,

AJ Robitschek  
Senior Project Manager

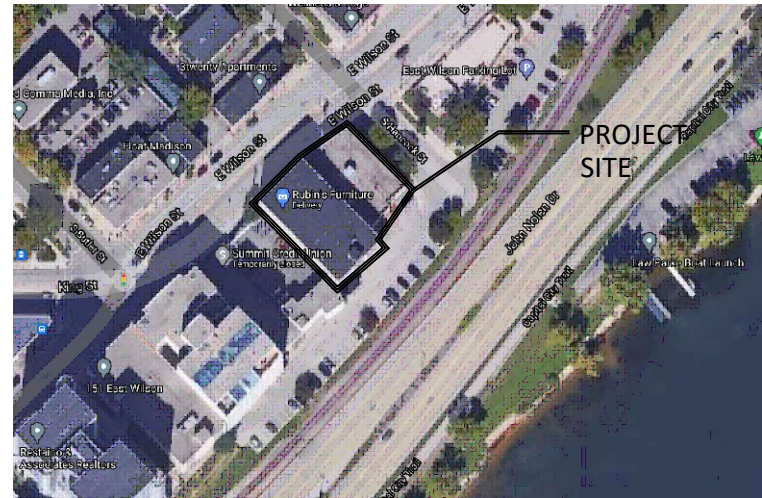
# WILSON STREET HOTEL

## 317 E. WILSON STREET

### MADISON, WI 53703

2022-4-11  
UDC FINAL SUBMITTAL

### PROJECT LOCATION:



LAND OWNER:  
**Rubin 317 East Wilson, LLC and  
Rubin 323 East Wilson, LLC**

APPLICANT:  
**NORTH CENTRAL GROUP**

GENERAL CONTRACTOR:  
**TRI-NORTH**

HISTORIC ARCHITECTURAL CONSULTANT  
**LEGACY ARCHITECTURE**

PREPARED BY / ARCHITECT OF RECORD:  
**GARY BRINK AND ASSOCIATES, INC**

### SHEET INDEX:

- T-1 TITLE SHEET
- T-2 AERIAL / SITE IMAGES
- T-3 ADJACENT BUILDING. IMAGES
- C.01 EXISTING CIVIL PLAN
- A2.00 EXISTING GROUND FLOOR PLAN
- A2.01 EXISTING FIRST FLOOR PLAN
- A2.02 EXISTING SECOND FLOOR PLAN
- A2.03 EXISTING THIRD AND FOURTH FLOOR PLANS
- A2.04 EXISTING HIGH-ROOF PLAN
- A2.00a PROPOSED GROUND FLOOR PLAN
- A2.01a PROPOSED FIRST FLOOR PLAN
- A2.02a PROPOSED SECOND FLOOR PLAN
- A2.03a PROPOSED THIRD AND FOURTH FLOOR PLANS
- A2.04a PROPOSED HIGH-ROOF PLAN
- A6.01 EXISTING PLAN-NORTH EXTERIOR ELEVATION
- A6.02 EXISTING PLAN-EAST EXTERIOR ELEVATION
- A6.03 EXISTING PLAN-SOUTH EXTERIOR ELEVATION
- A6.04 EXISTING PLAN-WEST EXTERIOR ELEVATION
- A6.01a PROPOSED PLAN-NORTH EXTERIOR ELEVATION
- A6.02a PROPOSED PLAN-EAST EXTERIOR ELEVATION
- A6.03a PROPOSED PLAN-SOUTH EXTERIOR ELEVATION
- A6.04a PROPOSED PLAN-WEST EXTERIOR ELEVATION
- A6.05 EXTERIOR RENDERING
- A6.06 EXTERIOR RENDERING
- A7.01a BUILDING SECTION & UNIT MATRIX



# WILSON STREET HOTEL

## MADISON, WISCONSIN





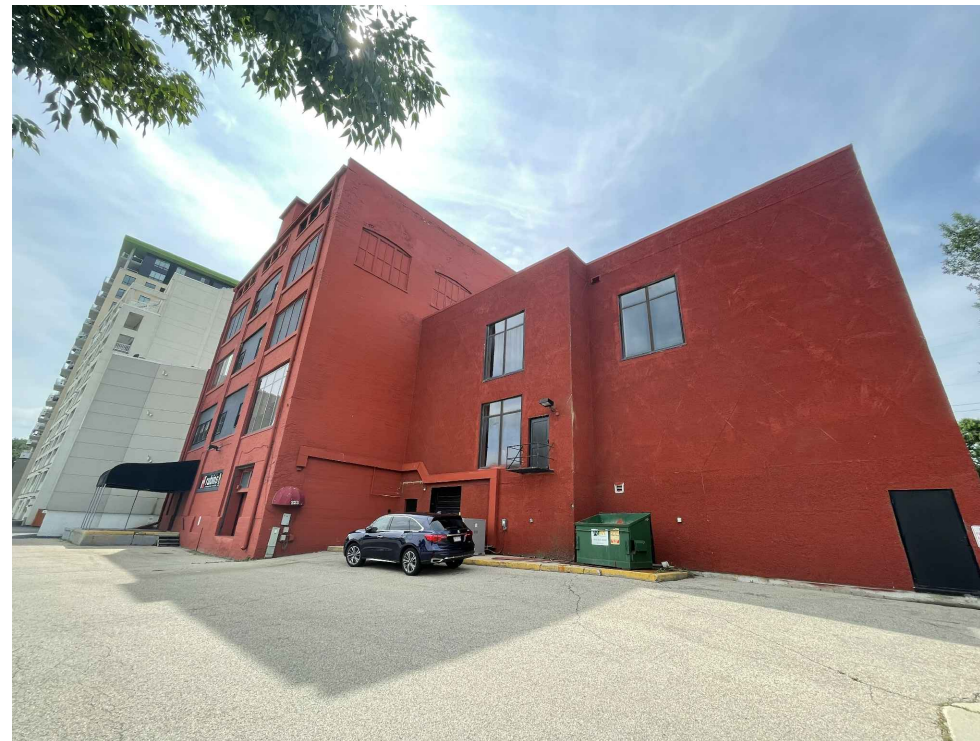
AERIAL SITE IMAGE



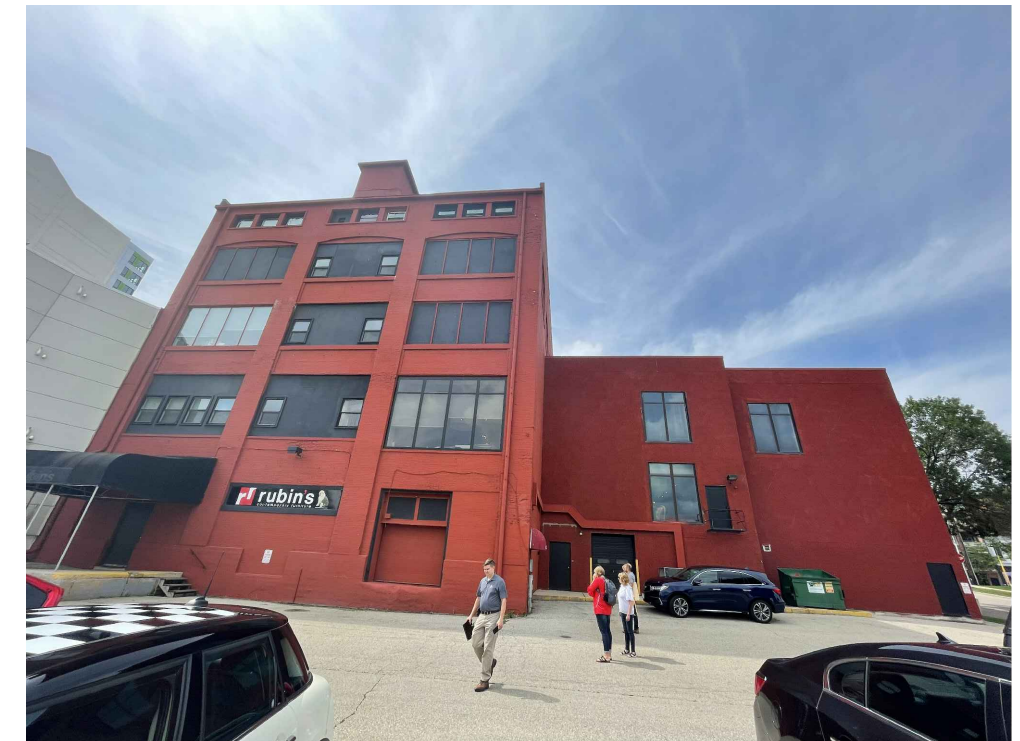
AERIAL SITE IMAGE



SITE IMAGE



SITE IMAGE



SITE IMAGE





NORTH - 300 BLOCK OF E. WILSON ST.



NORTH - 400 BLOCK OF E. WILSON ST.



SOUTH - 400 BLOCK OF E. WILSON ST.



SOUTH - 300 BLOCK OF E. WILSON ST.



# WILSON STREET HOTEL MADISON, WISCONSIN



2625 RESEARCH PARK DR  
 p608 271-8717 www.tri-north.com  
 sh

317 E WILSON ST  
 MADISON, WI

DATE OF ISSUE: 04/06/2021

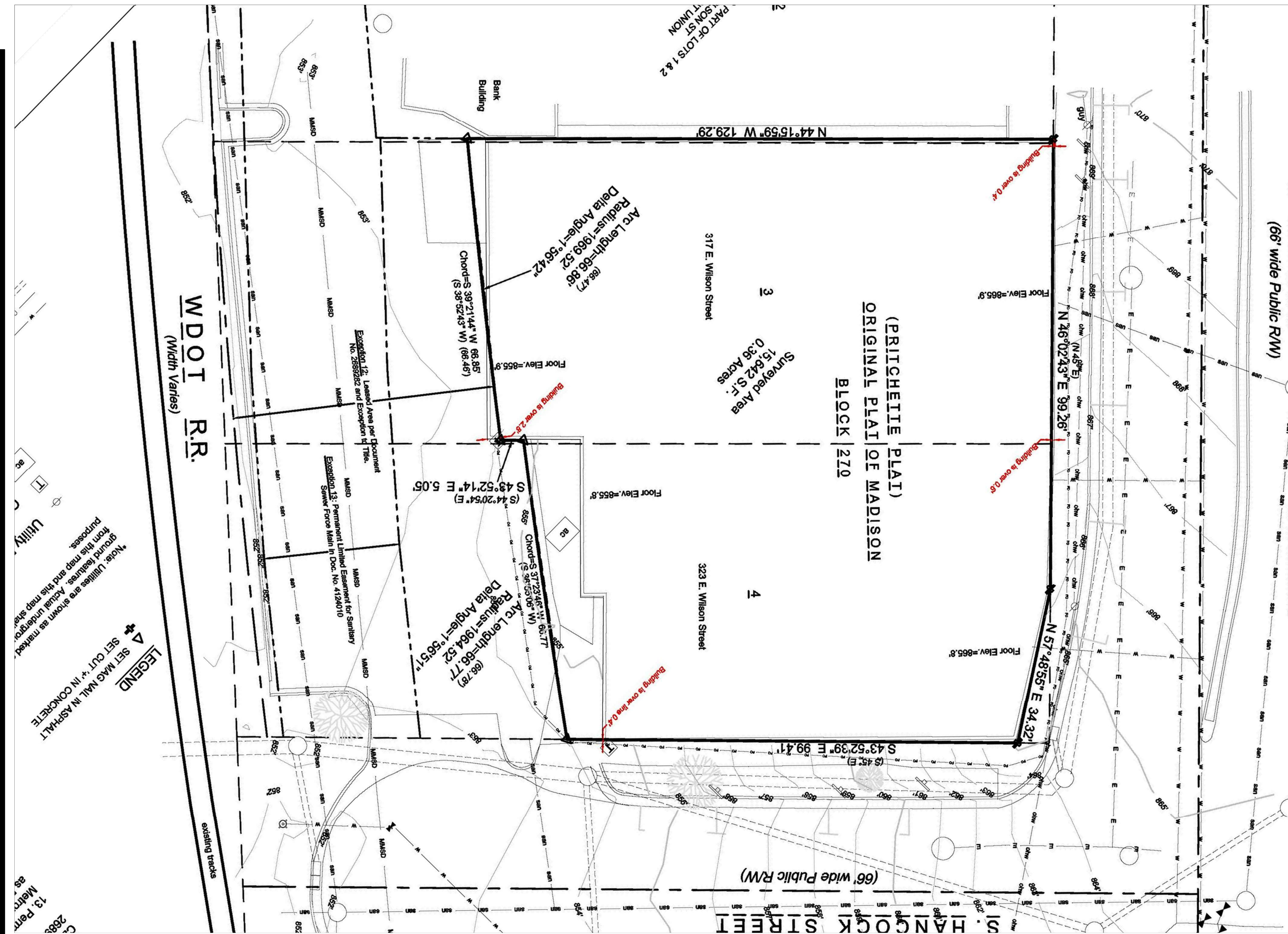
REVISIONS:

PROJECT # 12345

FLOOR PLANS

C1.0

(66' wide Public R/W)



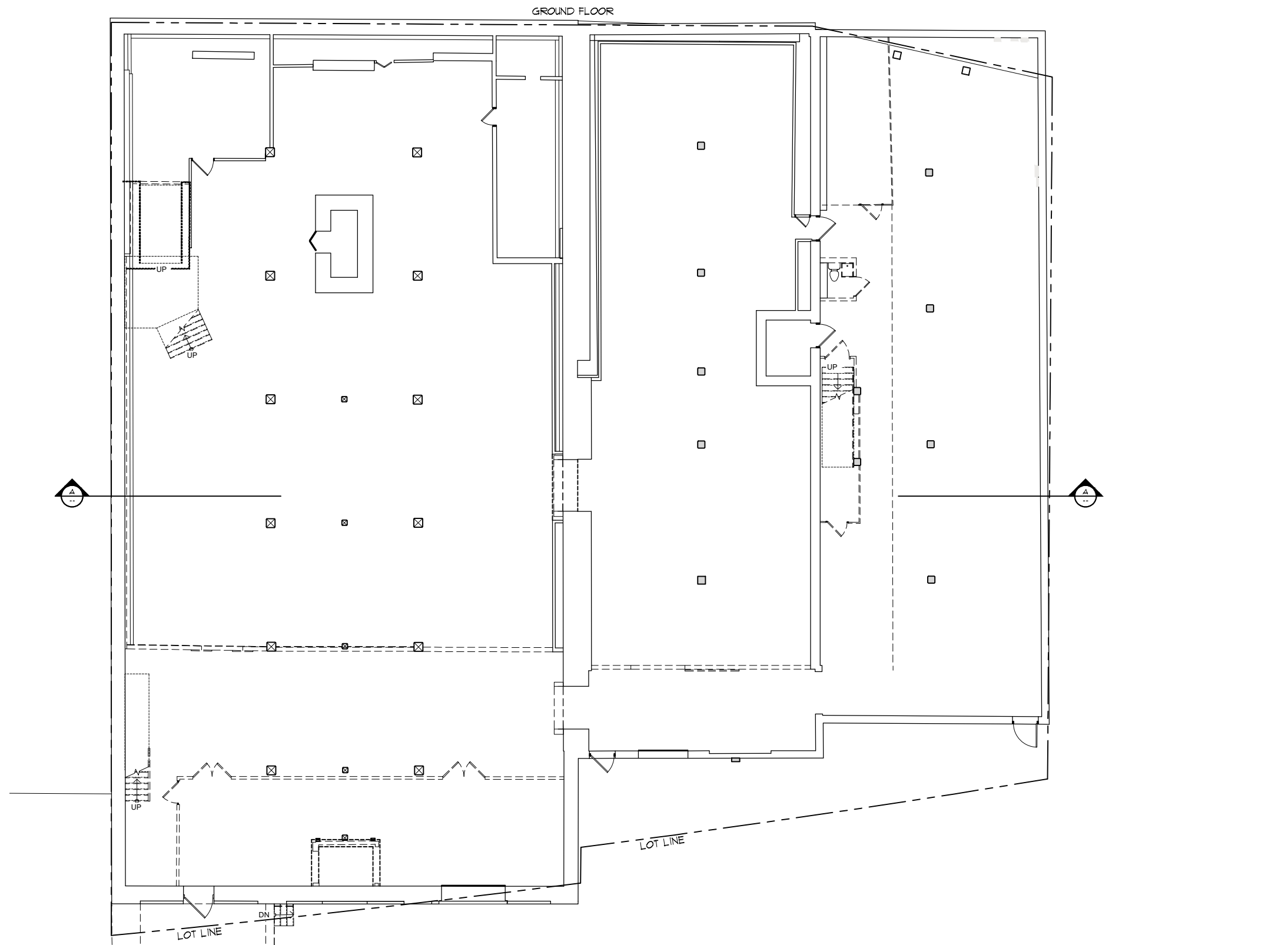
1 SITE PLAN  
 1" = 10'-0"

WDOT R.R.  
 (Width Varies)

LEGEND  
 SET MAG NAIL IN ASPHALT  
 SET CUT-IN IN CONCRETE  
 Note: Utilities are shown as marked from this map and the map should be used for utility purposes.

13. Part  
 as of  
 2088

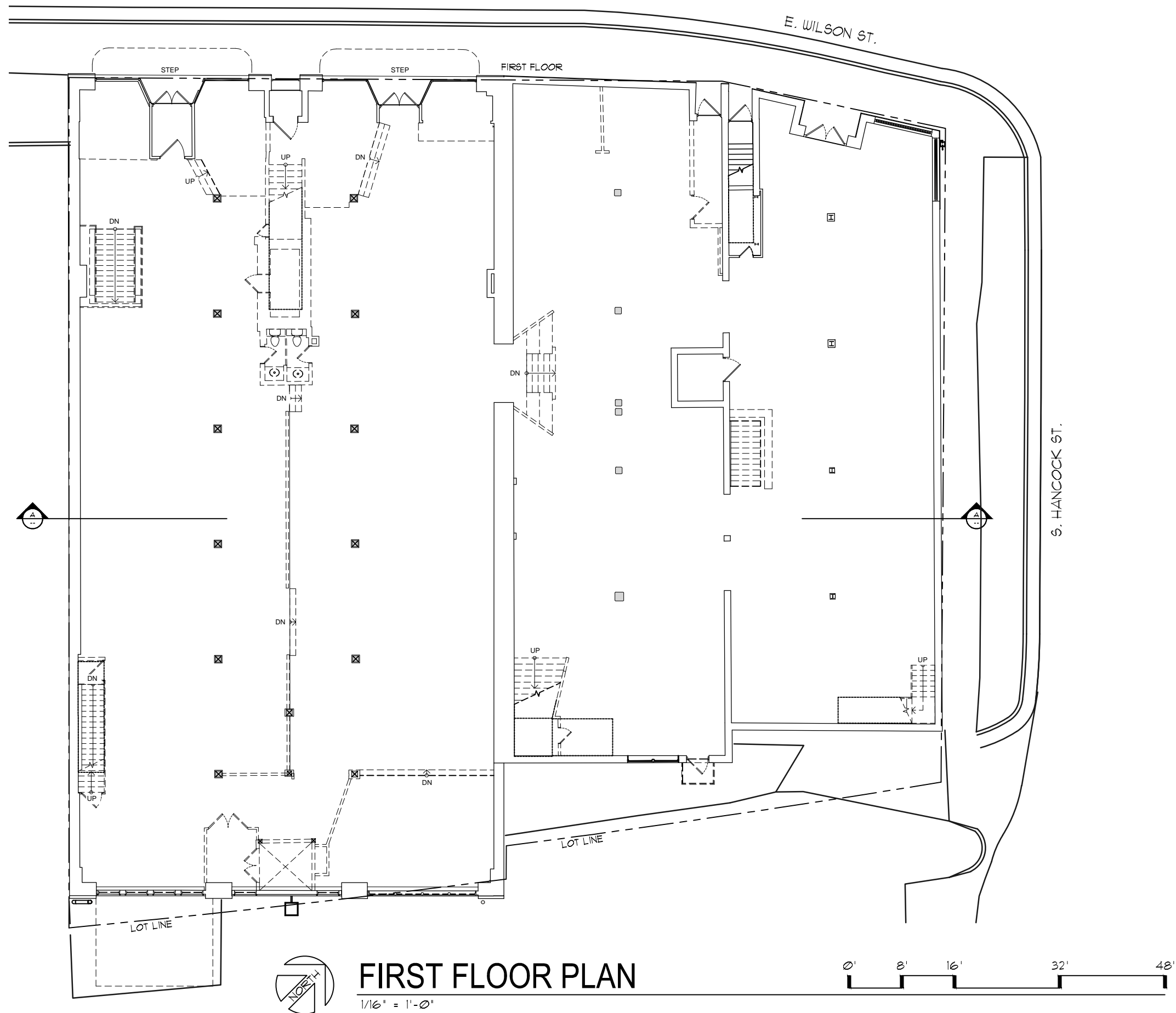




# GROUND FLOOR PLAN

1/16" = 1'-0"

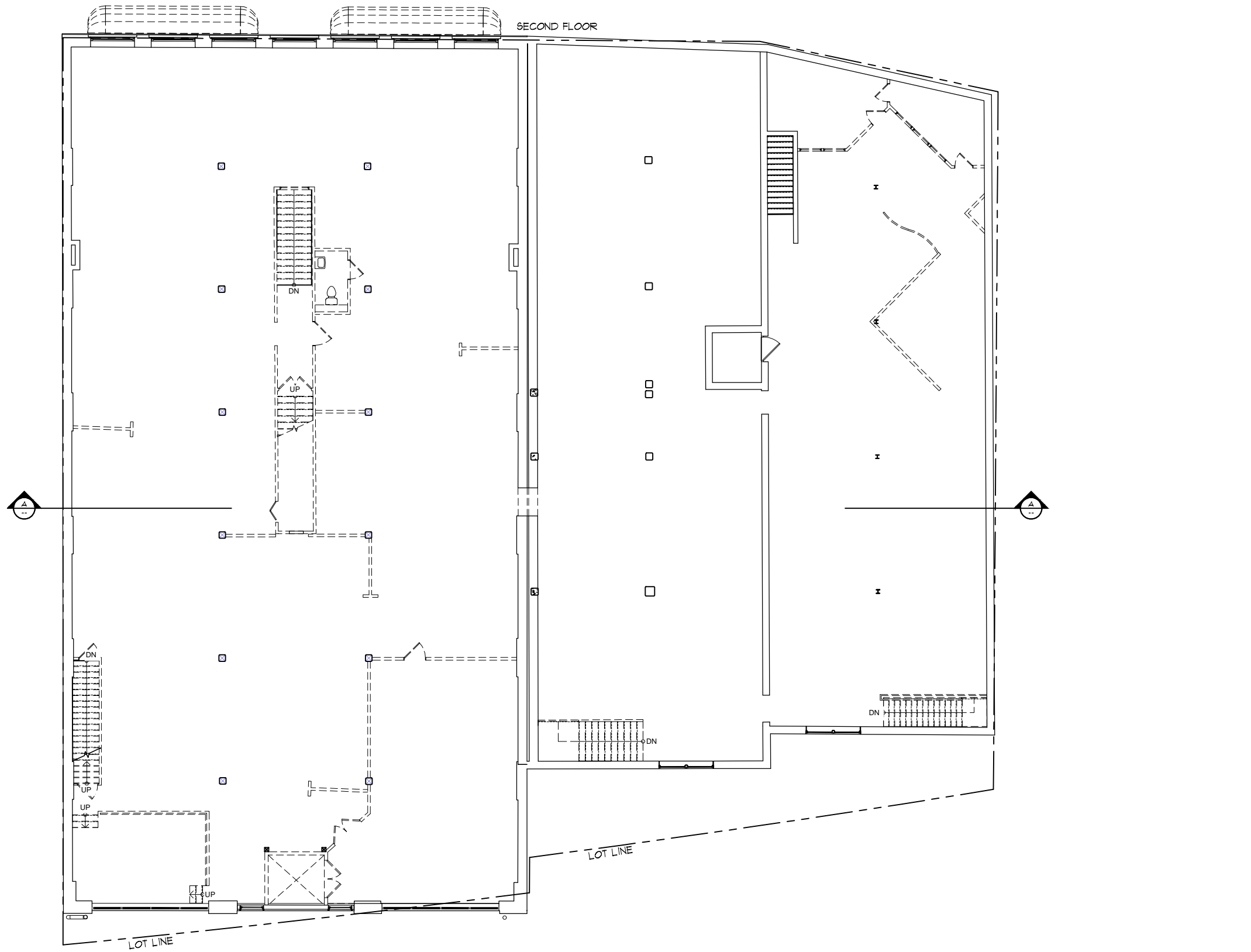




# FIRST FLOOR PLAN

1/16" = 1'-0"



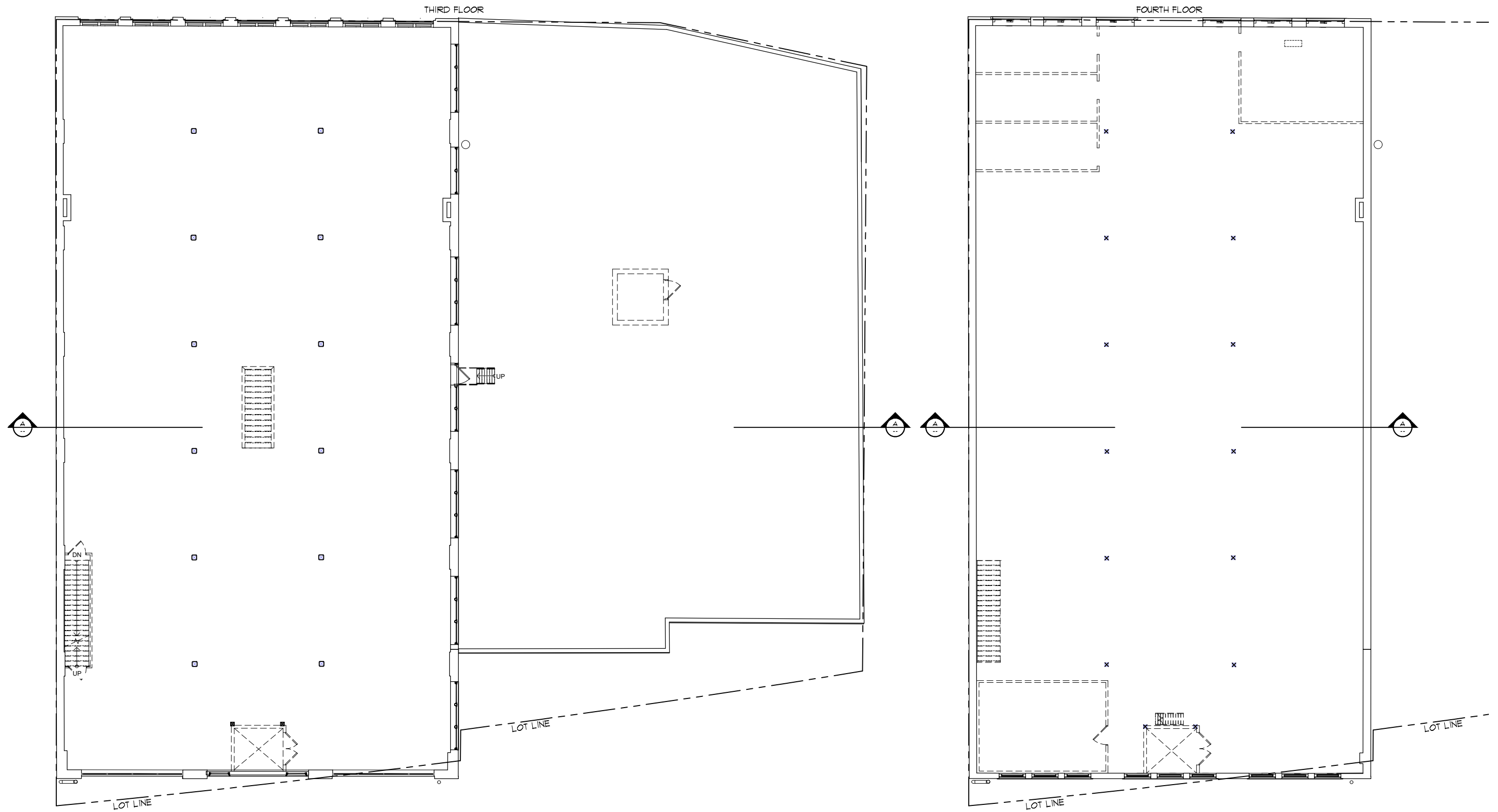


## SECOND FLOOR PLAN

1/16" = 1'-0"







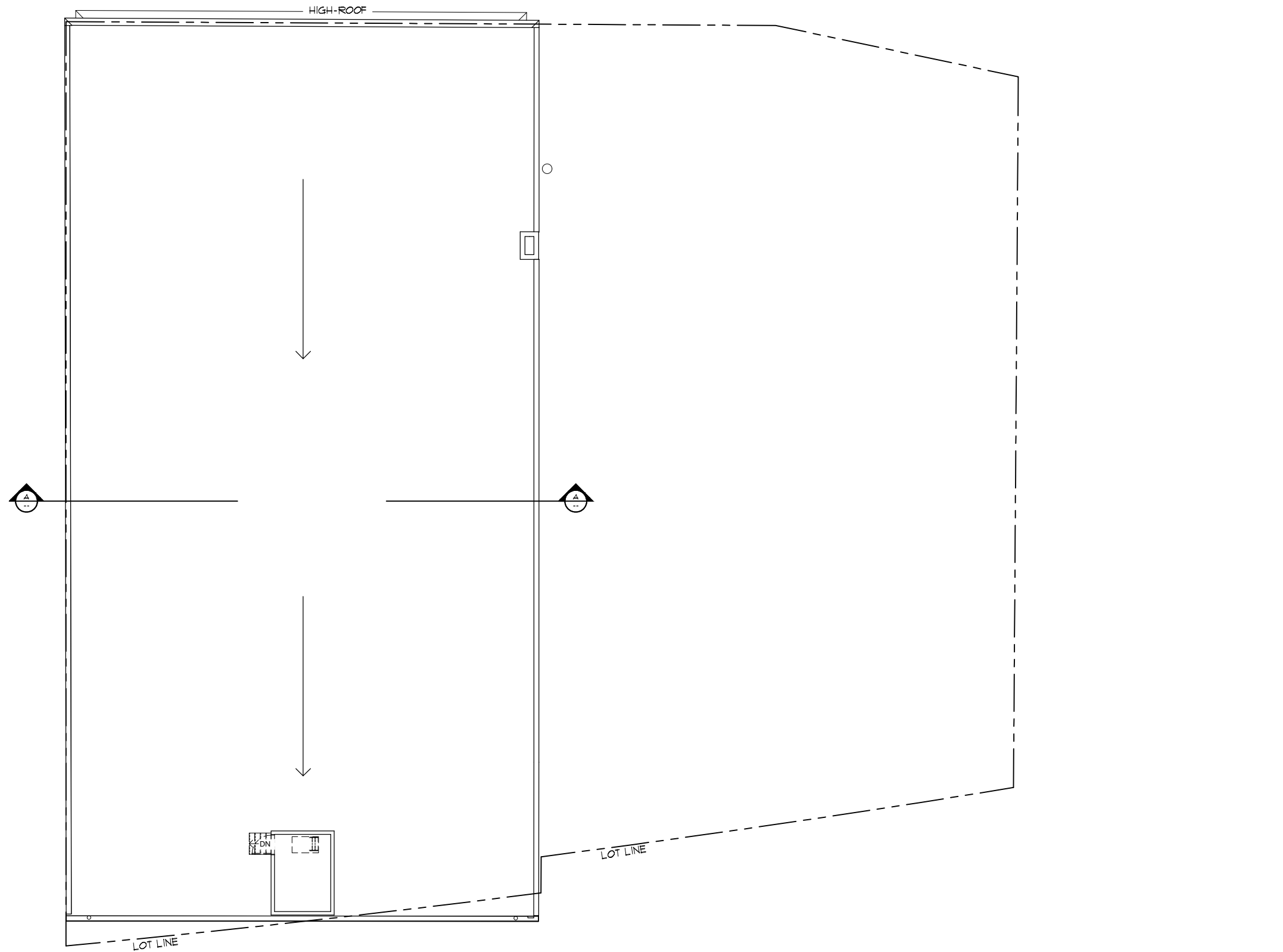
### THIRD and FOURTH FLOOR PLAN

1/16" = 1'-0"



# WILSON STREET HOTEL

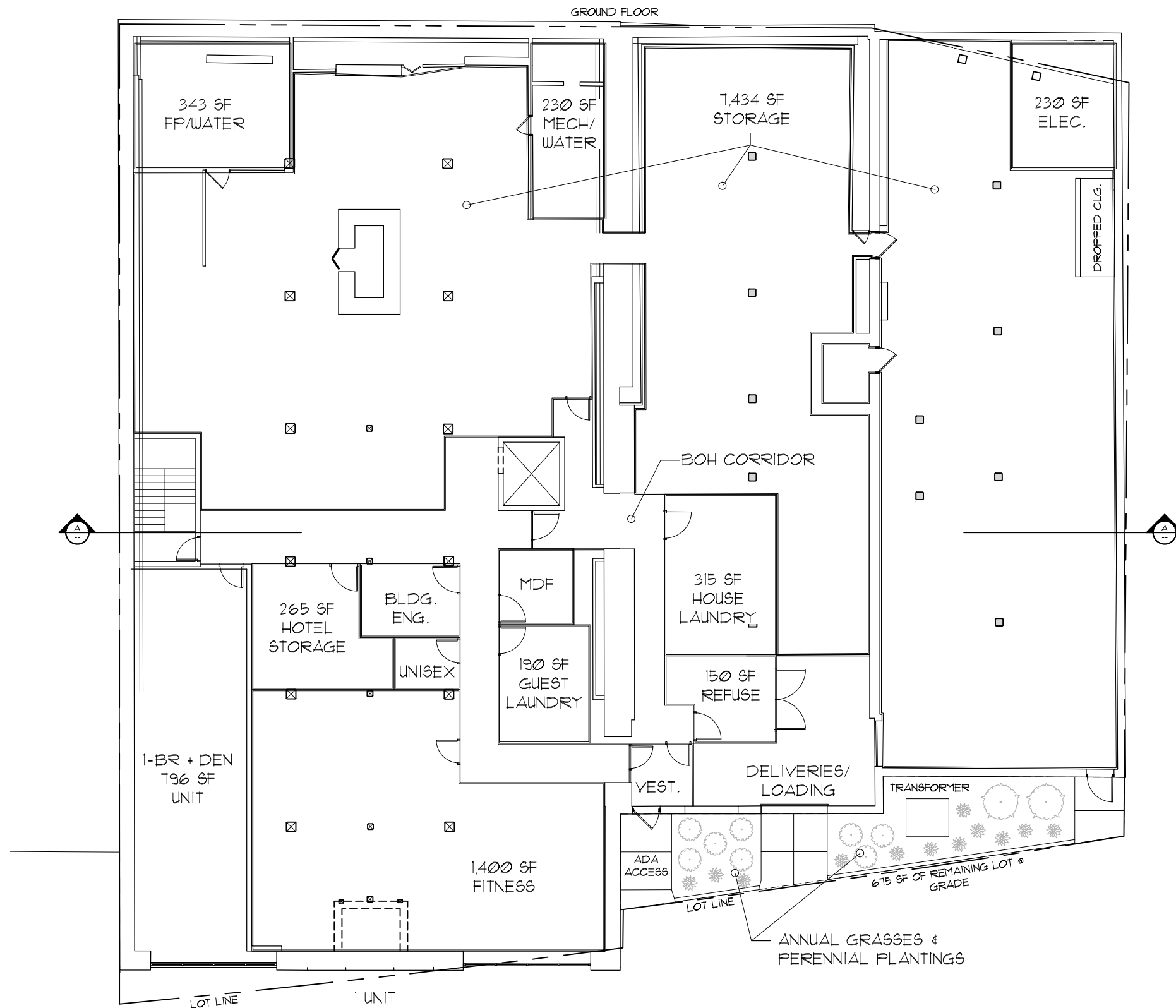
MADISON, WISCONSIN



# HIGH-ROOF PLAN

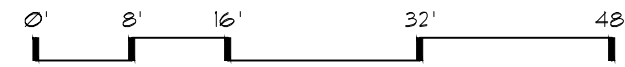
1/16" = 1'-0"



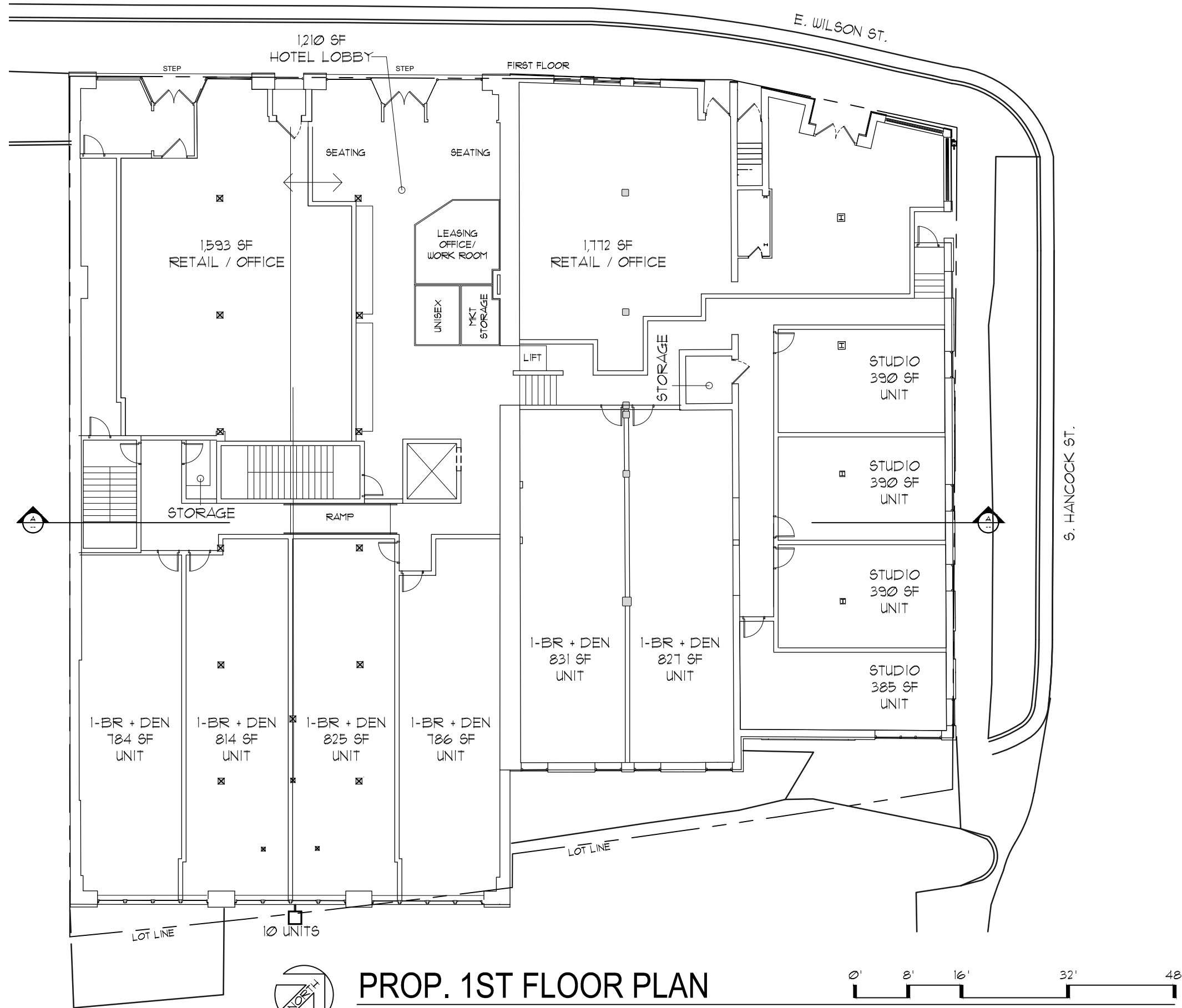


**PROP. GROUND FLOOR PLAN**

1/16" = 1'-0"



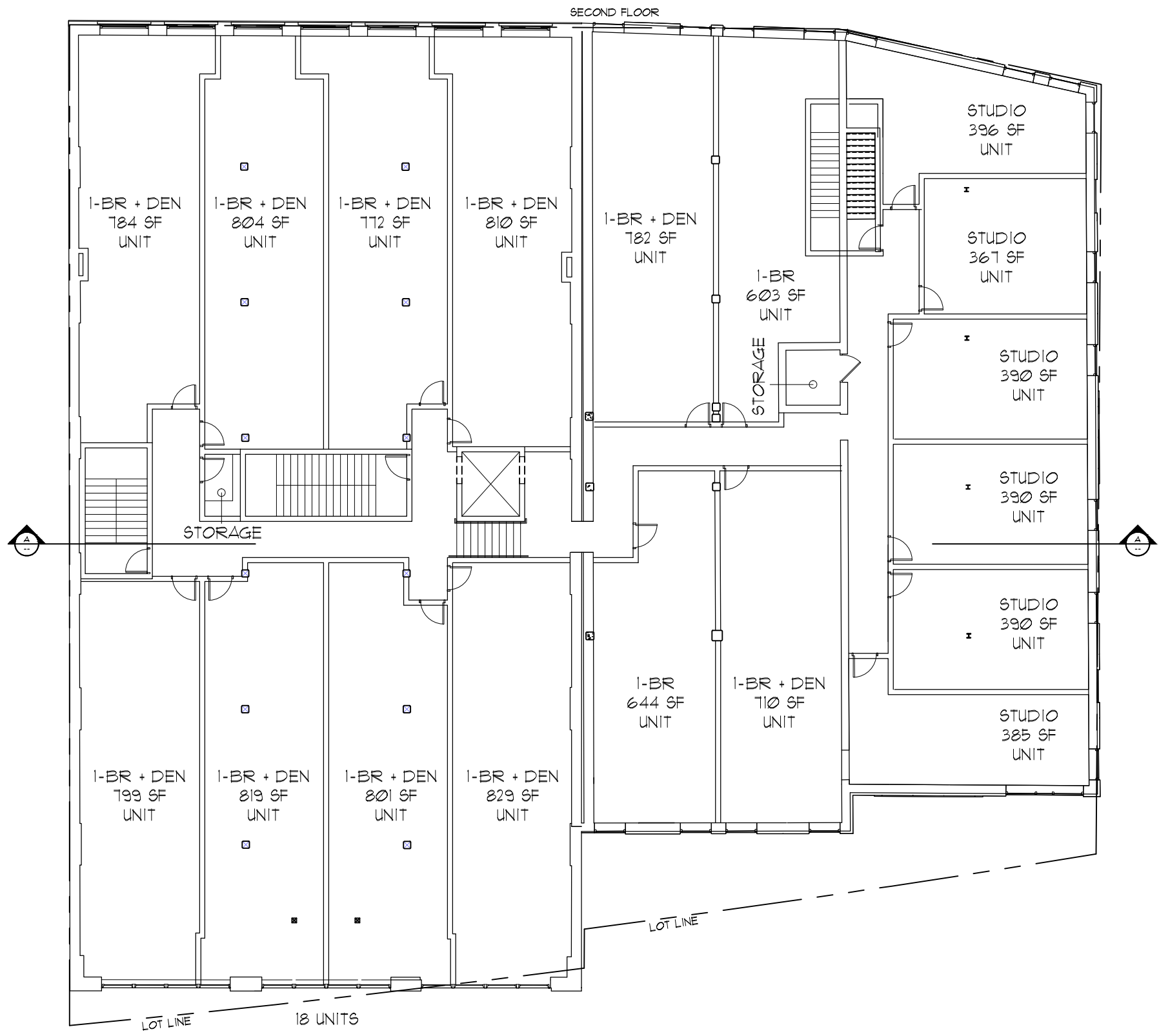
**WILSON STREET HOTEL**  
MADISON, WISCONSIN



**PROP. 1ST FLOOR PLAN**

1/16" = 1'-0"



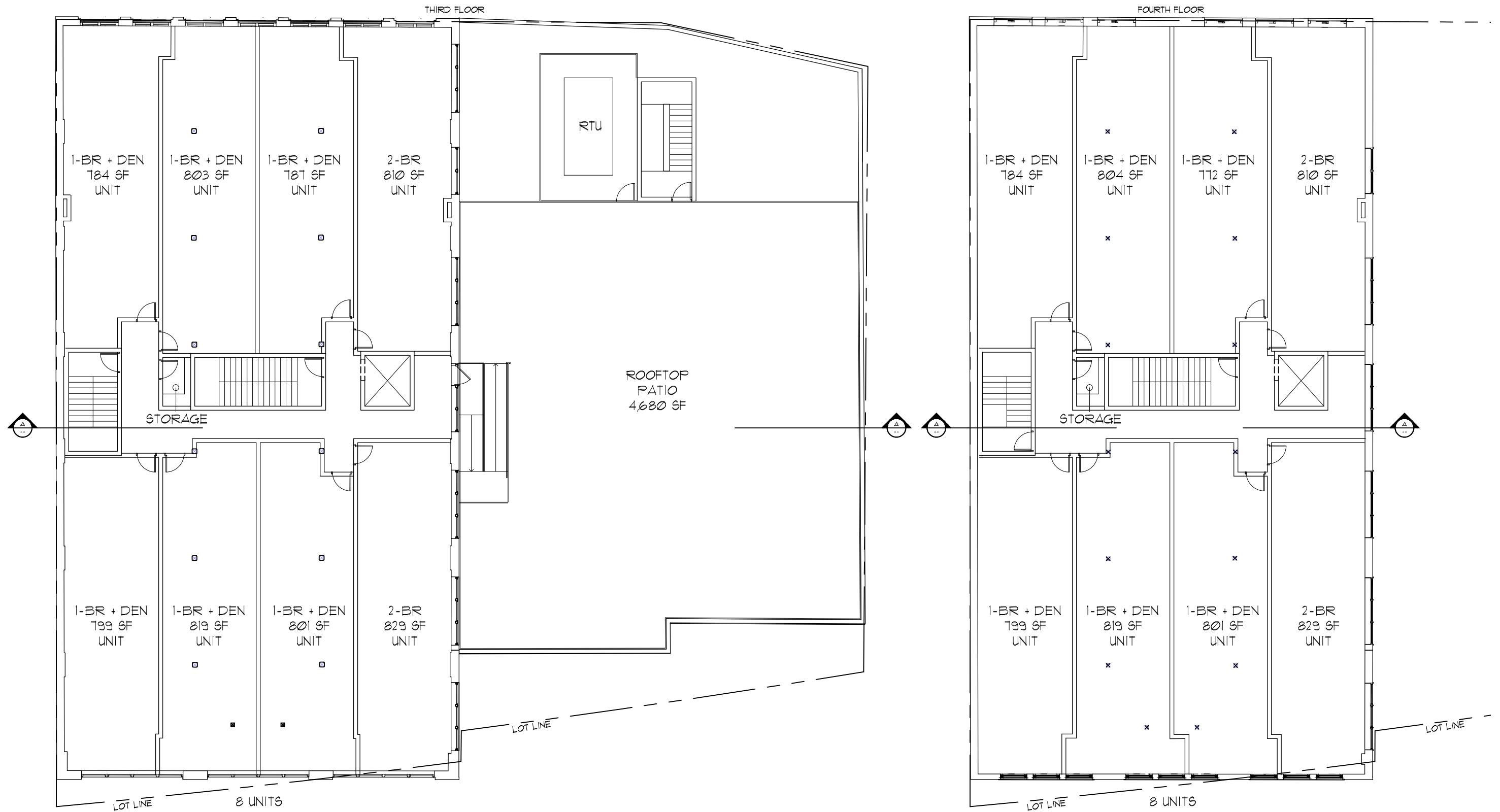


**PROP. 2ND FLOOR PLAN**

1/16" = 1'-0"



**WILSON STREET HOTEL**  
MADISON, WISCONSIN

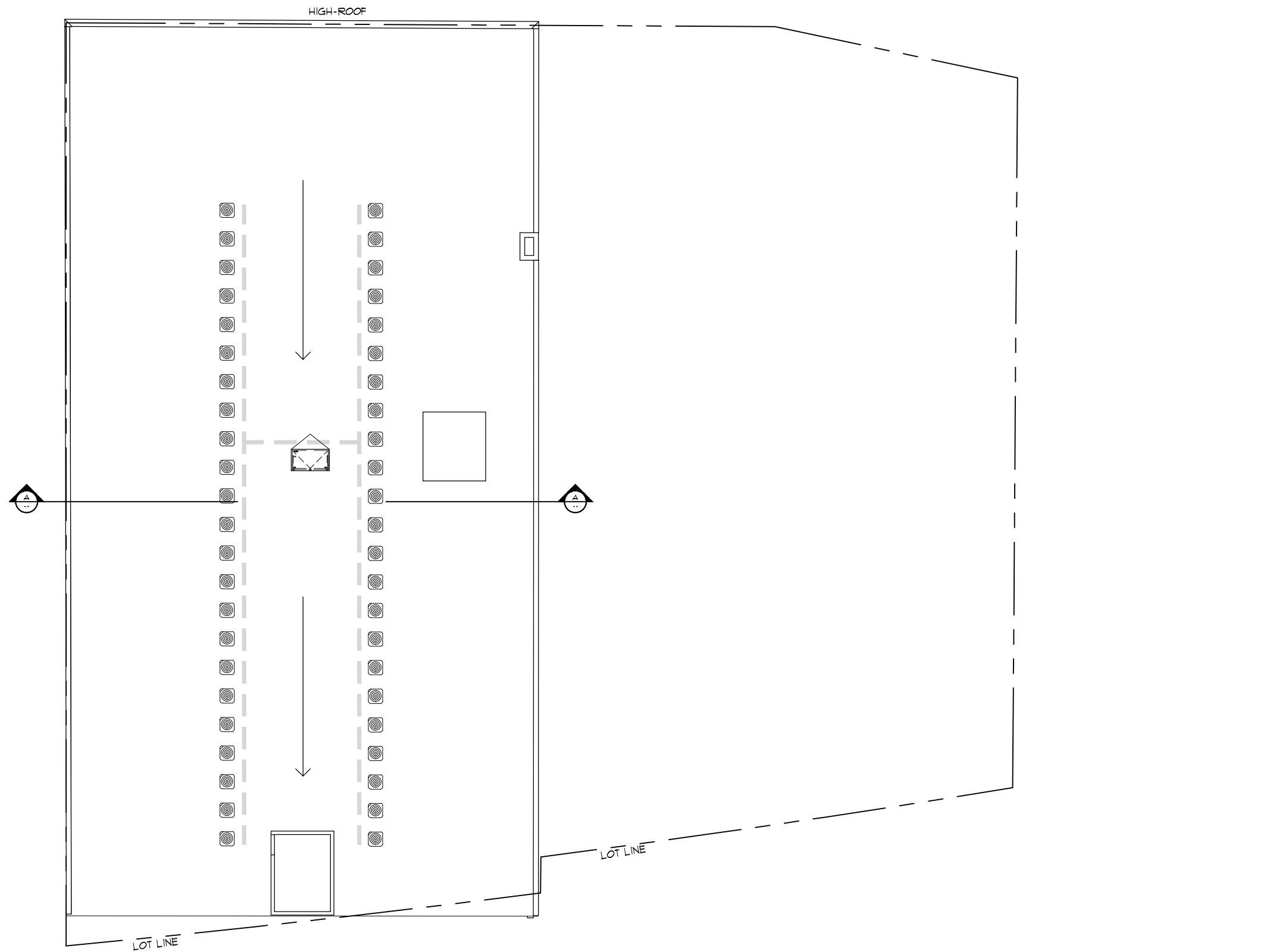


**PROP. 3RD & 4TH FLOOR PLAN**

1/16" = 1'-0"



**WILSON STREET HOTEL**  
MADISON, WISCONSIN



**PROP. HIGH-ROOF PLAN**

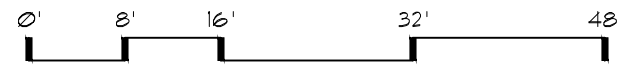
1/16" = 1'-0"



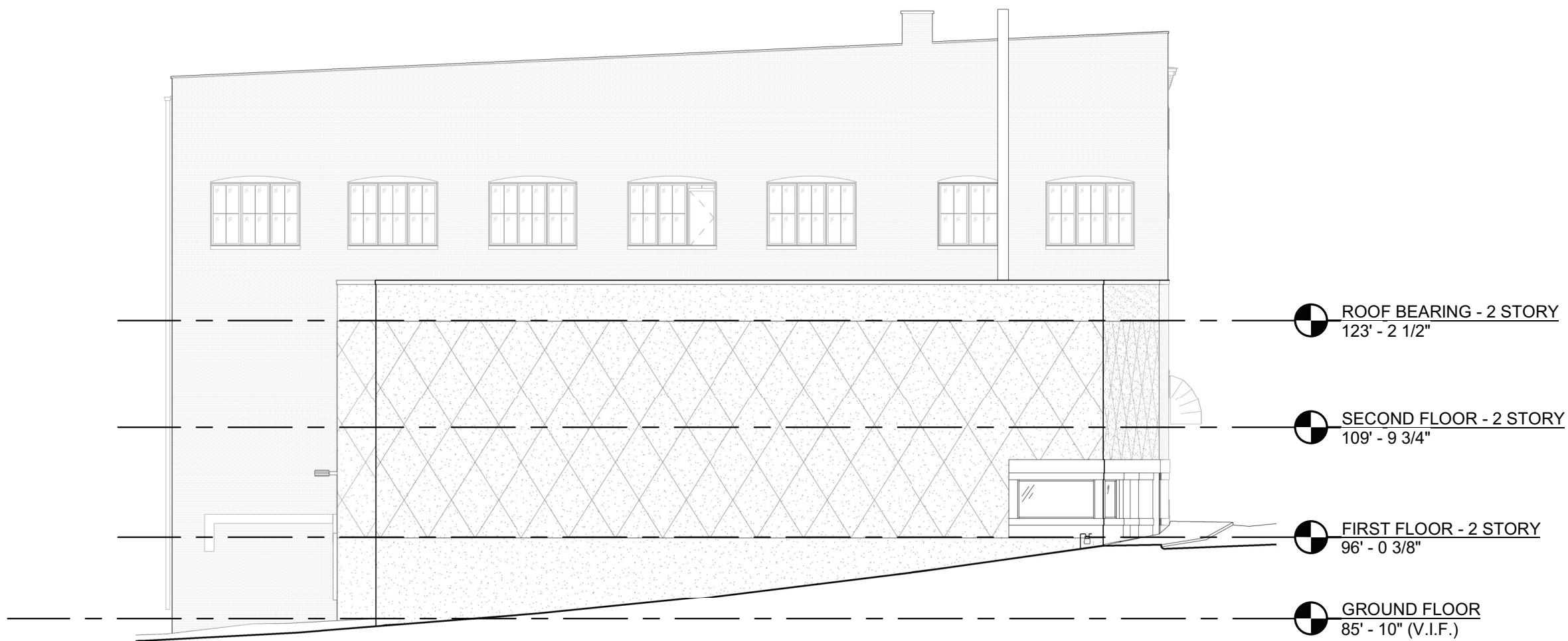


## EXISTING PLAN-NORTH ELEVATION

1/16" = 1'-0"







**EXISTING  
PLAN-EAST ELEVATION**

1/16" = 1'-0"



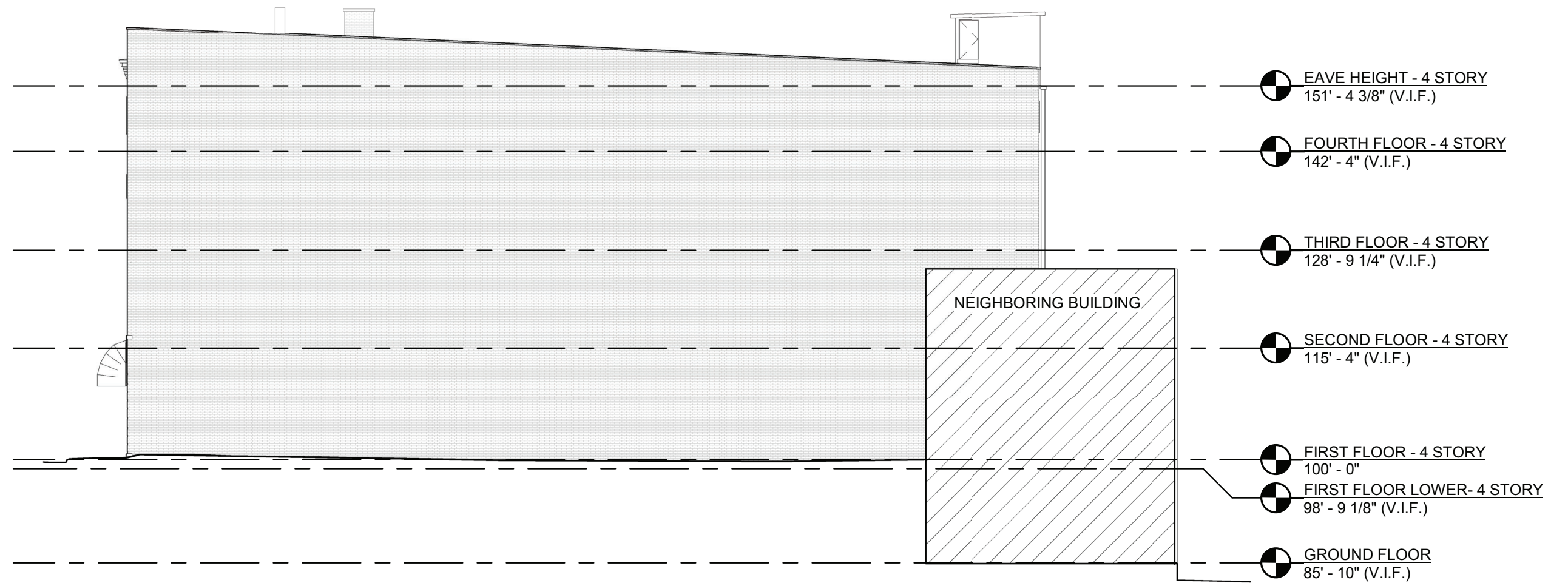


## EXISTING PLAN-SOUTH ELEVATION

1/16" = 1'-0"




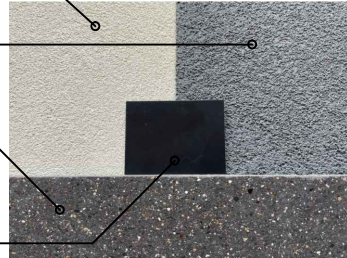








**EXISTING  
PLAN-WEST ELEVATION**

1/16" = 1'-0"

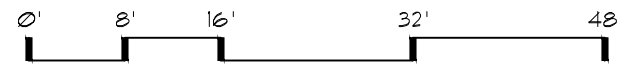


	MATERIAL DESCRIPTION	MATERIAL IMAGE
	<b>EIFS-01:</b> BEIGE EIFS SMOOTH FINISH	
	<b>EIFS-02:</b> GRAY EIFS SMOOTH FINISH	
	<b>STONE-01:</b> GRAY STONE VENEER (8"x16" - ECHO 63-251B) STACK BOND, DARK GRAY MORTAR	
	<b>WINDOW FRAME/ BANDING</b> BLACK	
	<b>WINDOW-TINTED:</b> GRAY TINTED GLASS	



## PROPOSED PLAN-NORTH ELEVATION

1/16" = 1'-0"







**PROPOSED  
PLAN-EAST ELEVATION**



1/16" = 1'-0"



**WILSON STREET HOTEL**  
MADISON, WISCONSIN



**PROPOSED  
PLAN-SOUTH ELEVATION**

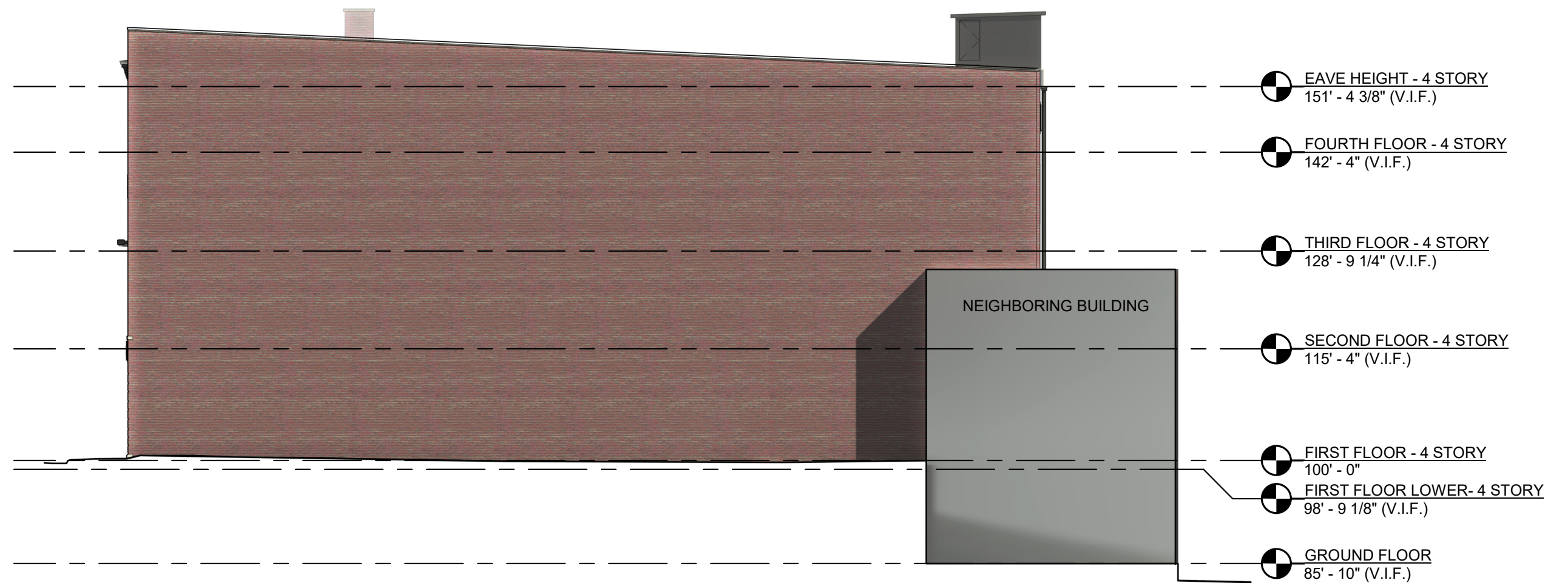


1/16" = 1'-0"



**WILSON STREET HOTEL**  
MADISON, WISCONSIN





**PROPOSED  
PLAN-WEST ELEVATION**

1/16" = 1'-0"







## EXTERIOR RENDERING

NTS



WILSON STREET HOTEL  
MADISON, WISCONSIN

April 11 2022

A6.05

202120





## EXTERIOR RENDERING

NTS



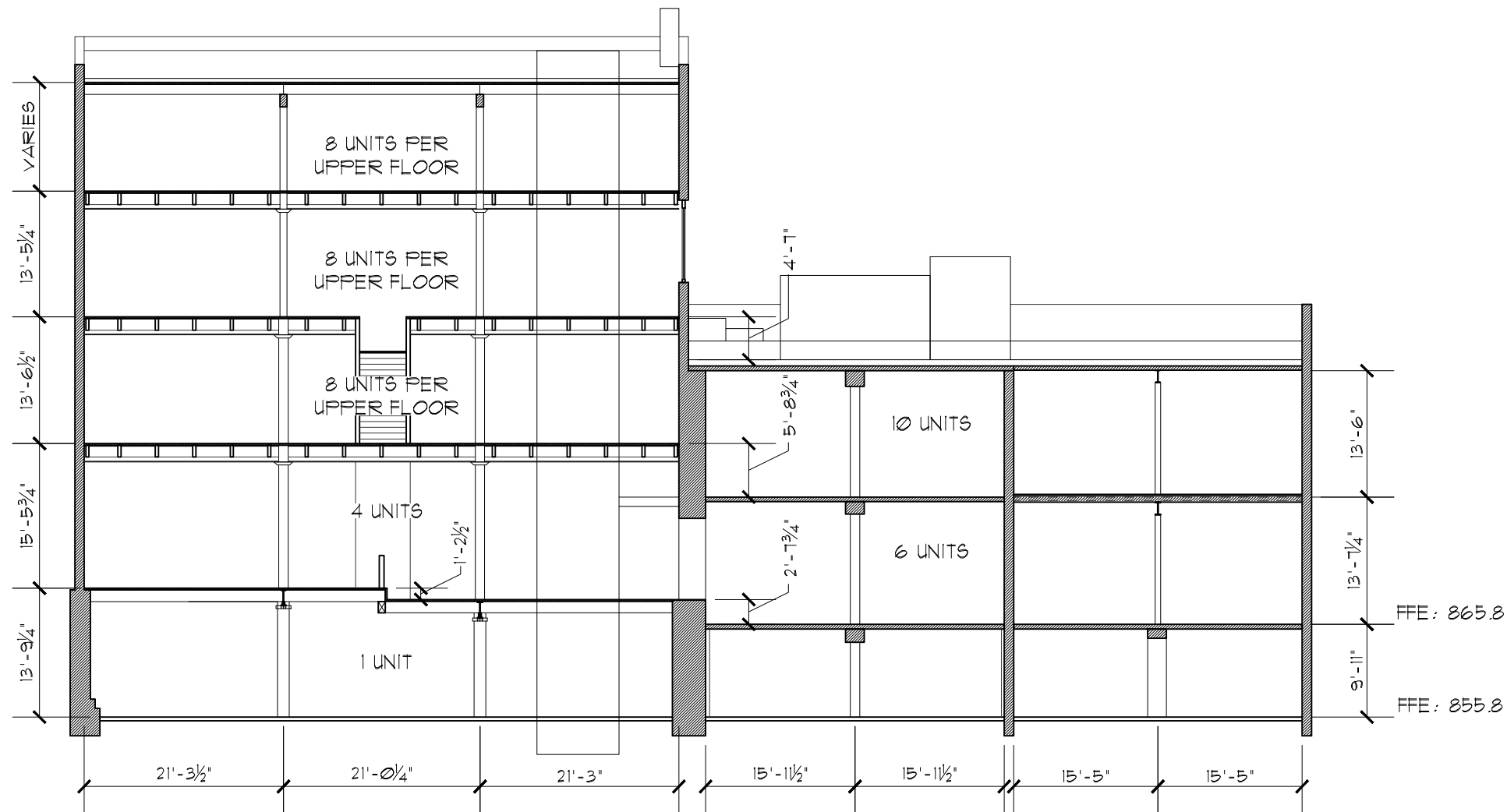
WILSON STREET HOTEL  
MADISON, WISCONSIN

April 11 2022

A6.06

202120





44 TOTAL UNITS AS SHOWN CURRENTLY

# BUILDING SECTION

1/16" = 1'-0"



WILSON STREET HOTEL							
Floor / Level	GUESTROOM UNIT TYPE				UNITS PER FLOOR	BEDROOMS PER FLOOR	SQUARE FOOTAGE PER FLOOR
	EFFICIENCY / STUDIO (TYPE A & B)	(1) BEDROOM (TYPE A & B)	(1) BEDROOM + DEN (TYPE A & B)	(2) BEDROOM (TYPE A & B)			
Ground Fl	0	0	1	0	1	1	13,491
1st	4	0	6	0	10	10	13,951
2nd	6	2	10	0	18	18	13,951
3rd	0	0	6	2	8	10	7,760
4th	0	0	6	2	8	10	7,760
<b>Total</b>	<b>10</b>	<b>2</b>	<b>29</b>	<b>4</b>	<b>45</b>	<b>49</b>	<b>56,913</b>
% of Total	22%	4%	64%	9%			