



UDC MEMO Planning Division

Department of Planning & Community & Economic Development

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TO: Urban Design Commission
FROM: Janine Glaeser, UDC Secretary

DATE: October 3, 2018

SUBJECT: ID 51390 (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 requesting **Final Approval** 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 Schedule

Urban Design Commission received an information presentation on **May 9, 2018** and granted Initial Approval **September 5, 2018**

Plan Commission granted conditional use approval at the hearing on **September 17, 2018, subject to UDC Final Approval**

Approval Standards

The UDC is an advisory body to the Plan Commission on this request. 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.

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.

Important Zoning/Planning Considerations:

Planning Staff requests that the Commission provide feedback on items discussed at the 9/5/18 Initial Approval meeting, including requests for more information on building details and material colors. Refer to attached UDC Report for more information.

Secondly, the provided drawings show a signage component at the top of the tower element of the Wisconsin Avenue façade. Note that signage is not before the UDC with this request. However, staff wish to stress that signage in this location is inconsistent with past practice and approvals in the Downtown Area where signage high on buildings has historically been strongly discouraged and not approved. This issue was previously noted in the 9/5/2018 UDC Memo and 9/17/2018 Plan Commission Staff Report. With this request, staff advise that the articulation of the top of the building should be considered independent of the signage, bearing in mind the aforementioned concern regarding signage placement.