

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:

Date Received 6/23/23 3:30 p.m.

Initial Submittal

Paid _____

Revised Submittal

Complete all sections of this application, including the desired meeting date and the action requested. If your project requires both UDC and Land Use application submittals, a completed [Land Use 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.

1. Project Information

Address (list all addresses on the project site): _____

Title: _____

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

UDC meeting date requested July 12, 2023

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)

Modifications of Height, Area, and Setback

Sign Exceptions as noted in [Sec. 31.043\(3\)](#), MGO

Other

Please specify

4. Applicant, Agent, and Property Owner Information

Applicant name _____

Company _____

Street address _____

City/State/Zip _____

Telephone _____

Email _____

Project contact person _____

Company _____

Street address _____

City/State/Zip _____

Telephone _____

Email _____

Property owner (if not applicant) _____

Street address _____

City/State/Zip _____

Telephone _____

Email _____

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. A request for an Informational Presentation to the UDC may be requested prior to seeking any approvals to obtain early feedback and direction before undertaking detailed design efforts. 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 Modification 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

The Urban Design Commission meets virtually via Zoom, typically on the second and fourth Wednesdays of each month at 4:30 p.m. Applicant presentations are strongly encouraged, although not required. Prior to the meeting, each individual speaker is required to complete an online registration form to speak at the meeting. A link to complete the online registration will be provided by staff prior to the meeting. Please note that individual presentations will be limited to a **maximum of three (3) minutes**. The pooling of time may be utilized to provide one speaker more time to present, however the additional time will be based on the number of registrants from the applicant team, i.e. two (2) applicant registrants = six (6) minutes for one (1) speaker.

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. Please note that presentation slides, in a PDF file format, are required to be submitted **the Friday before** the UDC meeting.

URBAN DESIGN DEVELOPMENT PLANS CHECKLIST

The items listed below are minimum 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, including material and color 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
- ☐ 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)
- ☐ Site Plan showing site amenities, fencing, trash, bike parking, etc. (if applicable)
- ☐ PD text and Letter of Intent (if applicable)
- ☐ Samples of the exterior building materials
- ☐ Proposed sign areas and types (if applicable)

4. Signage Approval (*Comprehensive Design Review (CDR), Sign Modifications, and Sign Exceptions (per [Sec. 31.043\(3\)](#))*)

- ☐ Locator Map
- ☐ Letter of Intent (a summary of how the proposed signage is consistent with the CDR or Signage Modifications 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

5. Required Submittal Materials

Application Form

- 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.

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 Comprehensive Design Review (CDR) or Signage Modification review criteria is required.

Development Plans (Refer to checklist on Page 4 for plan details)

Filing Fee (Refer to Section 7 (below) for a list of application fees by request type)

Electronic Submittal

- Complete electronic submittals must be received prior to the application deadline before an application will be scheduled for a UDC meeting. Late materials will not be accepted. All plans must be legible and scalable when reduced. Individual PDF files of each item submitted should be submitted via email to UDCapplications@cityofmadison.com. The email must include the project address, project name, and applicant name.
- Email Size Limits. Note that an individual email cannot exceed 20MB and it is the responsibility of the applicant to present files in a manner that can be accepted. Applicants who are unable to provide the materials electronically should contact the Planning Division at (608) 266-4635 for assistance.

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.

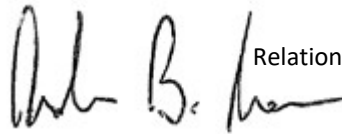
6. Applicant Declarations

- Prior to submitting this application, the applicant is required to discuss the proposed project with Urban Design Commission staff. This application was discussed with _____ on _____.
- 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 _____

Relationship to property _____

Authorizing signature of ~~property owner~~
Lessee _____



_____ Date _____

7. Application Filing Fees

Fee payments are due by the submittal date. Payments received after the submittal deadline may result in the submittal being scheduled for the next application review cycle. Fees may be paid in-person, via US Mail, or City drop box. If mailed, please mail to: *City of Madison Building Inspection, P.O. Box 2984, Madison, WI 53701-2984*. The City's drop box is located outside the Municipal Building at 215 Martin Luther King, Jr. Blvd. on the E Doty Street side of the building. Please make checks payable to *City Treasurer*, and include a completed application form or cover letter indicating the project location and applicant information with all checks mailed or submitted via the City's drop box.

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

Urban Design Districts: \$350 (per [§33.24\(6\) 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 Sign Modifications (of 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



June 23, 2023

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

RE: Letter of Intent
33 W Johnson Street – Madison College Site

Dear Jessica:

On behalf of MC Investors I, LLC, NCG Hospitality is submitting an application and this Letter of Intent for the redevelopment of the former Madison College site located at 33 W Johnson Street. The development is anticipated to include a mixed-use development featuring a hotel, residential, and commercial spaces. The existing building is proposed to be repurposed from the 6-story masonry school building into residential uses. The renovation of that specific building does not replace any existing housing, so 100-percent of the residential units will be new units serving downtown Madison residents.

The northeast portion of the block will be a ground-up development of an 11-story dual-branded Residence Inn and Autograph Collection hotel by Marriott. The hotel will feature two restaurant outlets (including a destination restaurant on the first floor that will help to reactivate the Capitol Square area and a rooftop restaurant/lounge with sweeping views of Lake Mendota, downtown Madison, and the Capitol), approximately 11,000 square feet of meeting and event space (including a Winter Garden and support meeting and event spaces), a fitness center, and underground parking. The two-story Winter Garden will connect the two-story hotel lobby with an outdoor courtyard that can be activated with music, entertainment and other events.

The 6-story historic school building located on the southwest portion of the block is proposed to be repurposed into a 133-unit apartment building that will feature resident amenities such as a fitness center, community room, and rooftop patio, as well as over 16,000 square feet of commercial space.

The site is currently zoned UMX, however, it is not in an Urban Design District. We believe the proposal achieves a number of important goals for the City of Madison including:

- Redeveloping a currently blighted parcel located one block of the Capitol Square.
- Placing the improvements on the tax roll for the first time. Furthermore, the proposal will create significant incremental value for the newly created TID #50. Together, the taxes will support planned public projects such as the new public bus terminal and many other new improvements. Since the property is not currently on the tax role, there will be no negative impact to any of the

taxing jurisdictions and upon the closure of TID #50, the entire value of existing and proposed improvements will go to support the various taxing jurisdictions.

- Providing needed housing in downtown Madison.
- Providing new amenities to downtown Madison, most significantly the Winter Garden that will provide a year-around indoor/outdoor space for Madison's celebrations, meetings and events.
- Provide the first purpose-built, branded, extended-stay hotel in downtown Madison.
- Provided a luxury hotel and meeting spaces that will help support attracting new businesses, meetings, and events to Madison. Which has been identified as a deficiency in the recently completed market study for Monona Terrace.
- Creating destination restaurants to attract visitors and residents back to downtown Madison.

Proposed Project Design highlights:

Hotel

Guestrooms: 349 total
135 Residence Inn
214 Autograph

Event/Function: 11,000 sq. ft. total
5,300 sq. ft. Winter Garden

Food & Beverage: Rooftop Restaurant/Lounge
First Floor Restaurant
Lobby Bar

Multi-Family

Units: 133 total

Amenities: Fitness Center
Community Room
Rooftop Patio
Bike Storage
Dog Wash

Commercial Space: 16,000 sq. ft

The total gross area of the exterior footprint of the building at ground level is approximately 37,712 sf. The lot area is approximately 87,516 sf (or just over 2 acres). All maintenance, including trash and snow removal will be provided by private contract. The proposed hours of operation will be 24 hours a day / 365 days a year. The proposed construction will commence in the third quarter of 2024 and completed mid-2026.

The Development Team includes the following:

Developer/Applicant: MC Investors I, LLC
Attn: NCG Hospitality
1600 Aspen Commons, Suite 200
Middleton, WI 53562
Phone: 608-836-6060
Fax: 608-836-6399
Principal Contact: Andy Inman
ainman@ncghospitality.com

June 23, 2023

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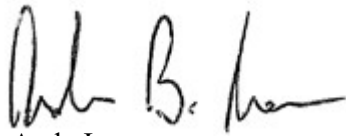
Architect:

Cooper Carry
625 N Washington Street
Alexandria, VA 22314
Phone: 703-519-6152
Principal Contact: Andrea Schaub
andreaschaub@coopercarry.com

Please refer to the attached plans for additional information.

Sincerely,

NCG Hospitality

A handwritten signature in black ink, appearing to read "Andy Inman". The signature is fluid and cursive, with the first name "Andy" and last name "Inman" clearly distinguishable.

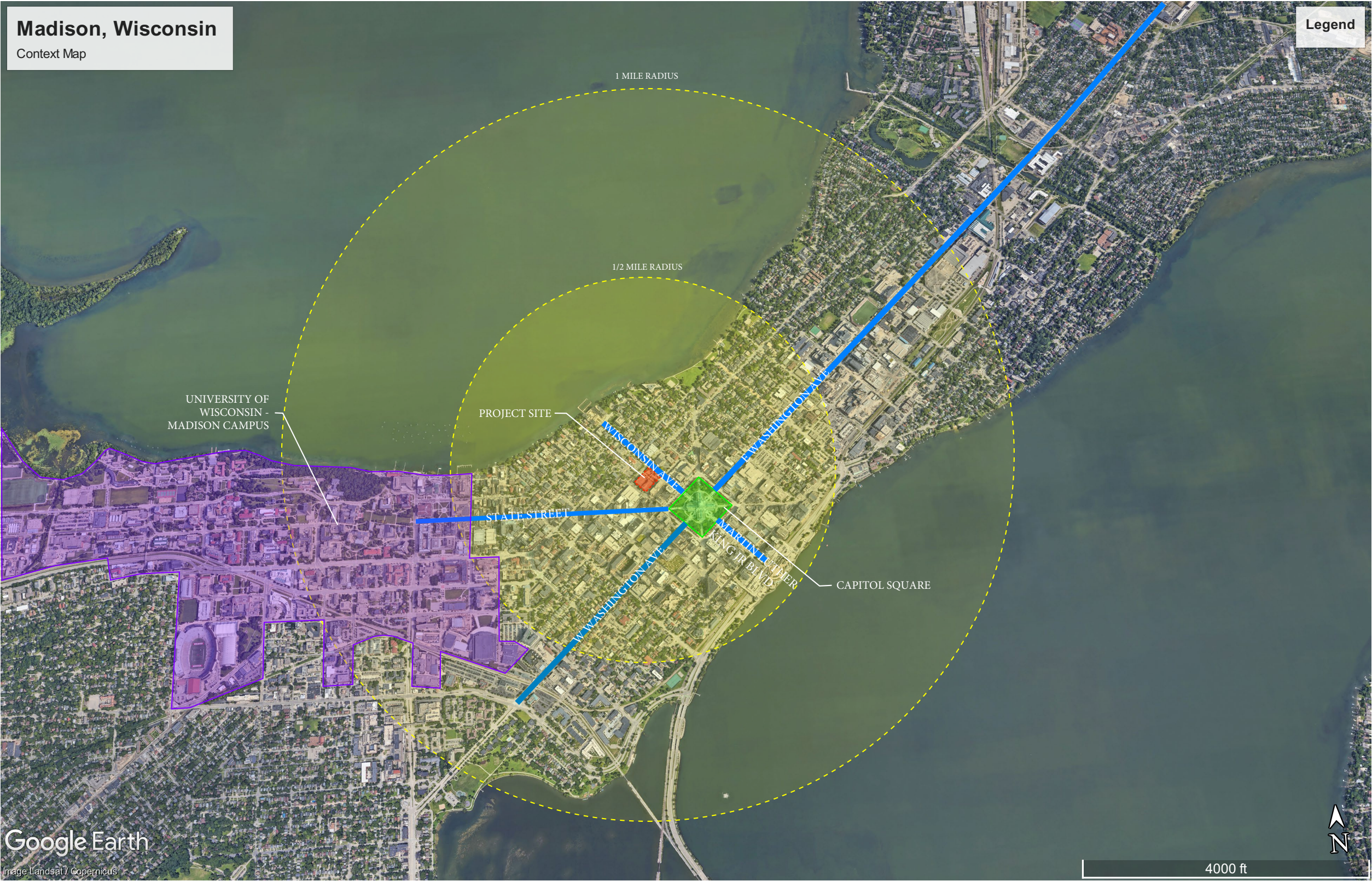
Andy Inman
Chief Development Officer



MADISON COLLEGE RESIDENCE & HOTEL MADISON, WISCONSIN



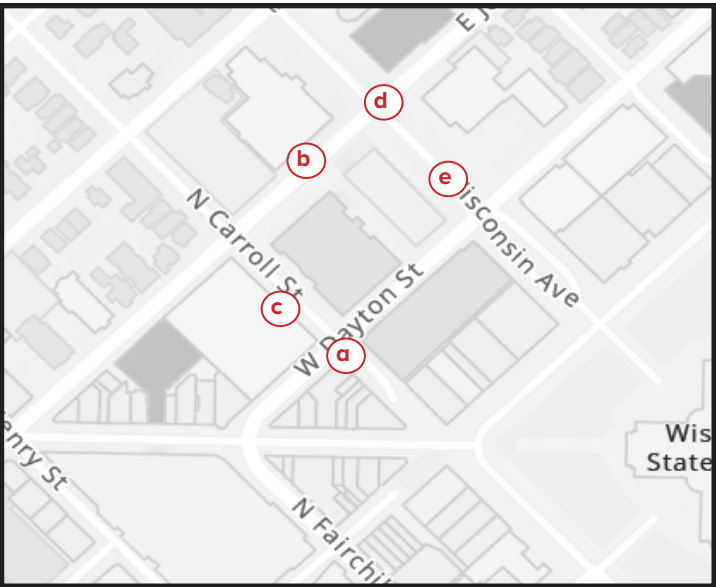
CONTEXT MAP



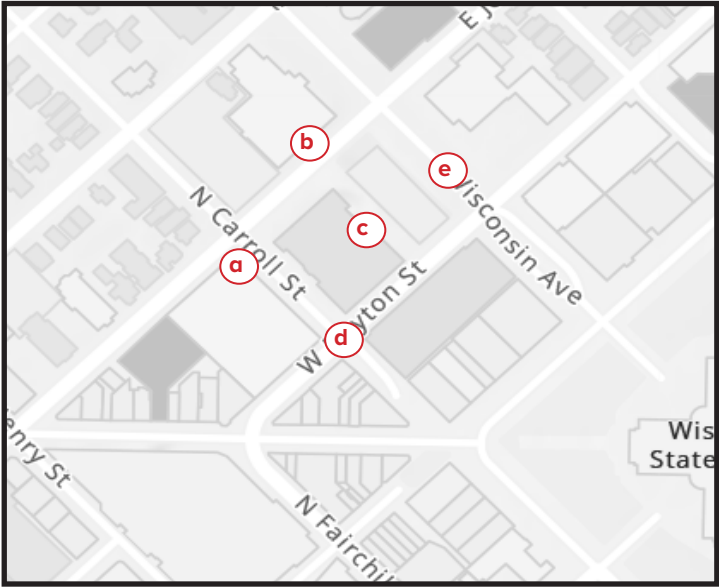
LOCATOR MAP



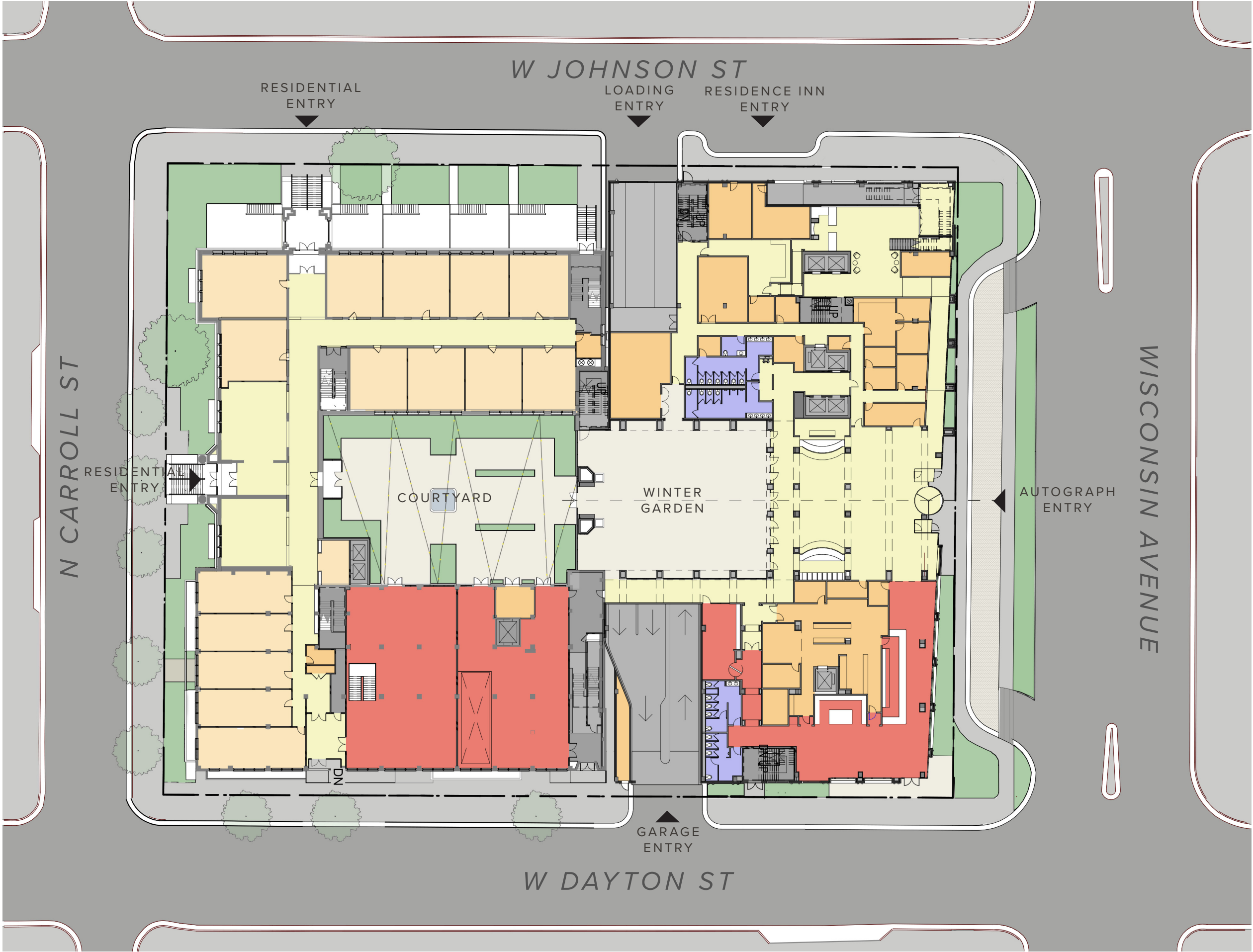
CONTEXTUAL SITE - ADJACENT PROPERTIES



CONTEXTUAL SITE - MADISON COLLEGE



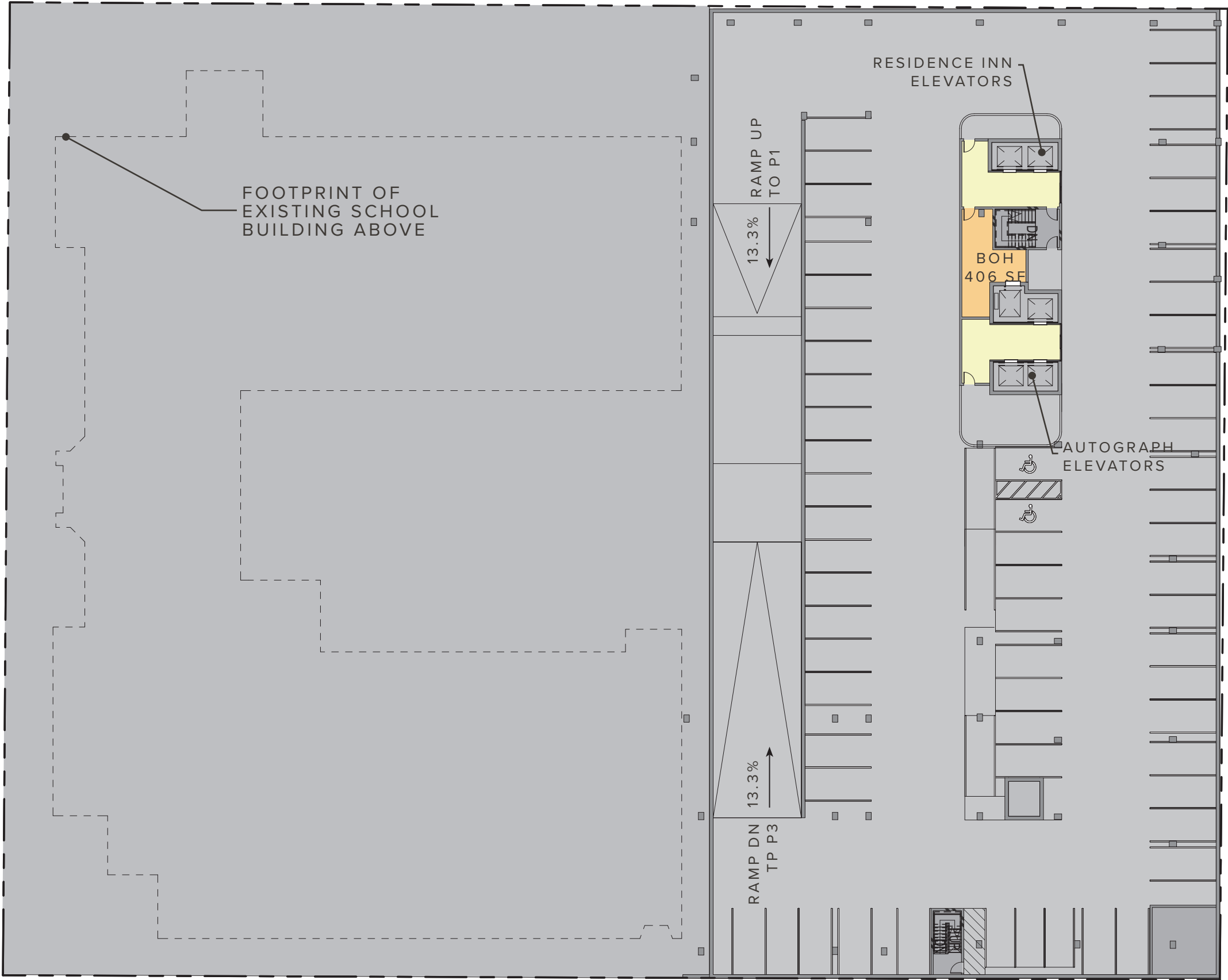
SITE PLAN



LEVEL P3
FLOOR PLAN



LEVEL P2
FLOOR PLAN



LEVEL P1 / BASEMENT FLOOR PLAN



GROUND LEVEL FLOOR PLAN



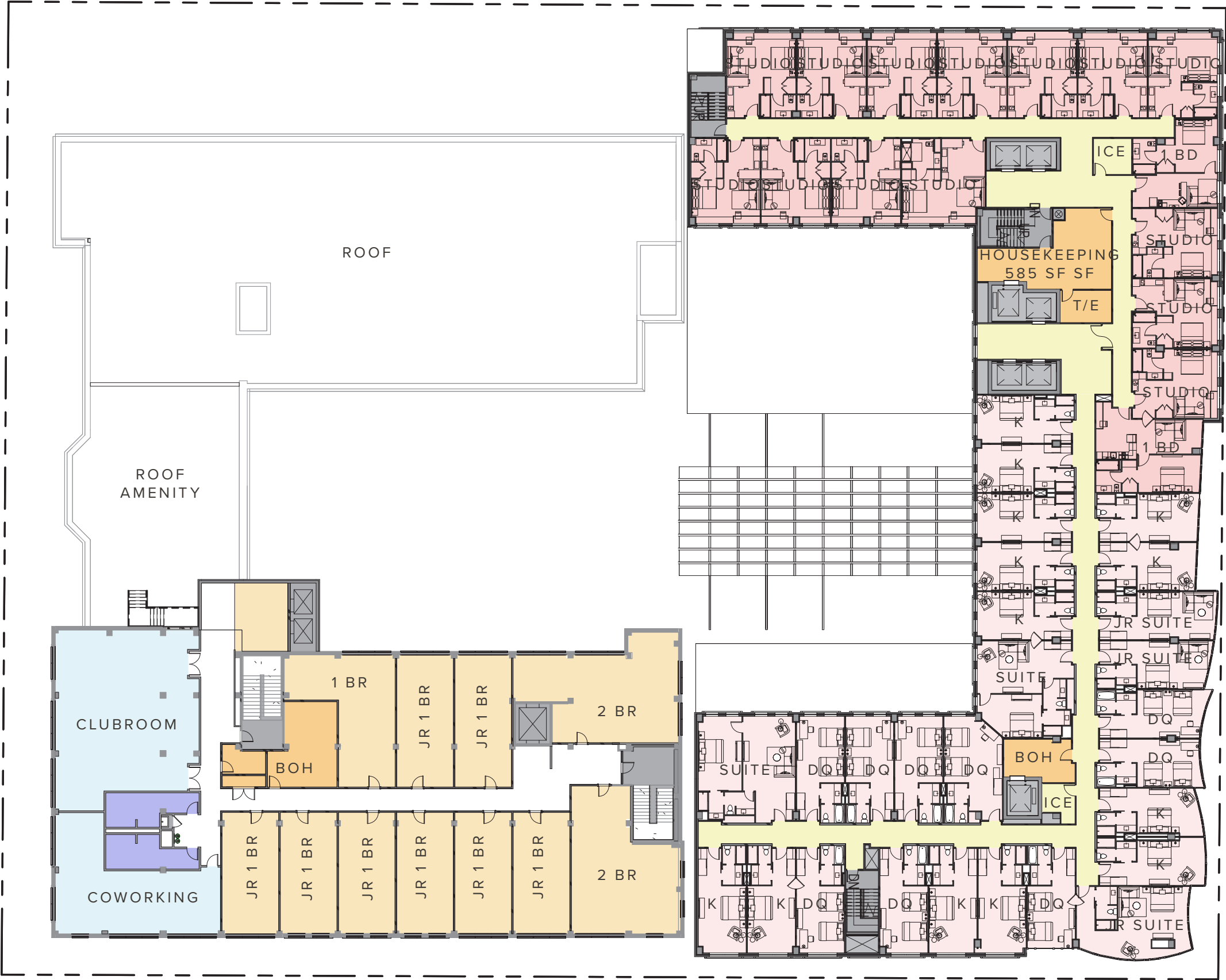
LEVEL 2 FLOOR PLAN

HOTEL
LEVEL 2
RESIDENTIAL
LEVELS 2-4

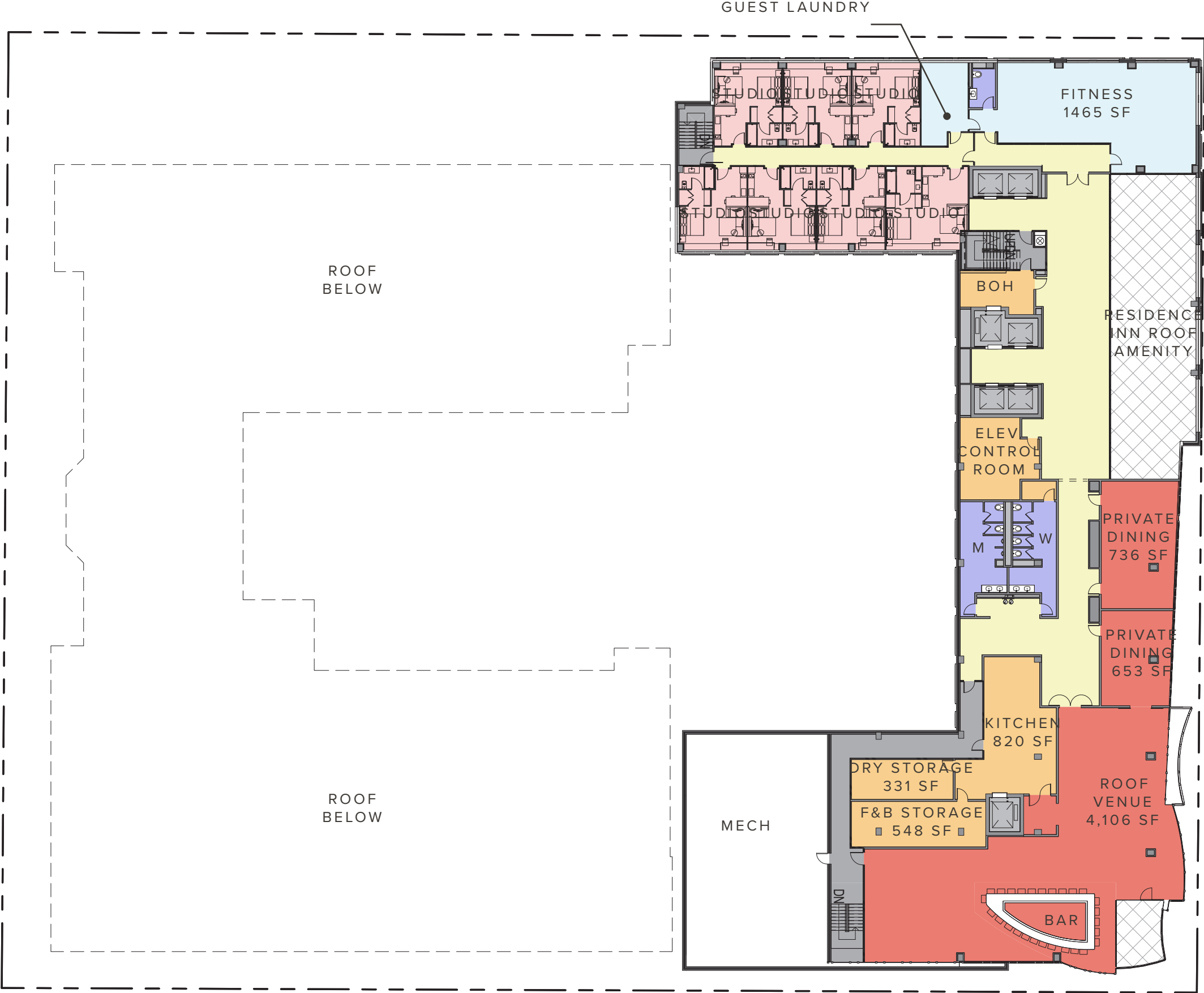


TYPICAL GUESTROOM LEVEL & RESIDENTIAL - TOP LEVEL FLOOR PLAN

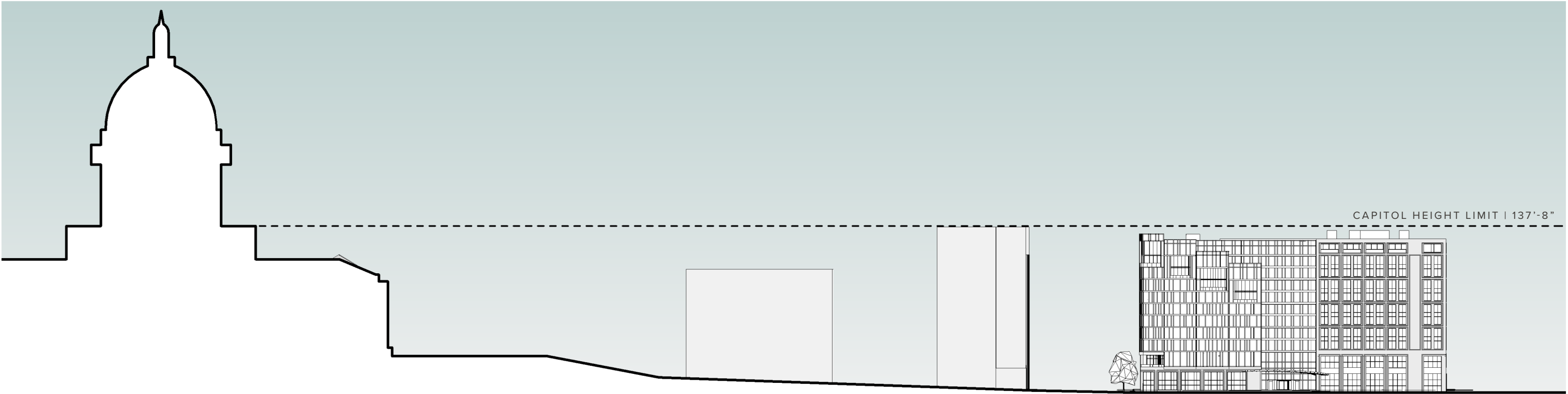
HOTEL
LEVELS 3-10
RESIDENTIAL
LEVEL 6



HOTEL ROOFTOP
FLOOR PLAN
LEVEL 11



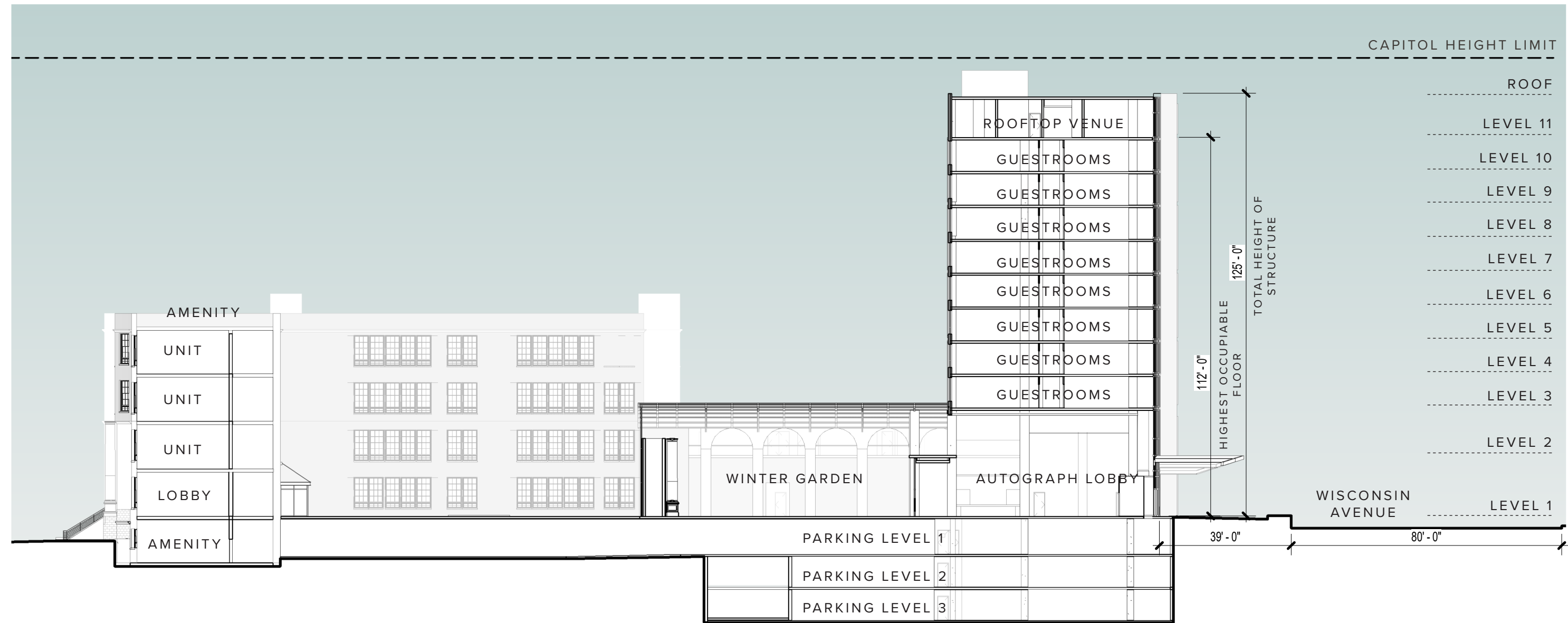
CONTEXTUAL SECTION



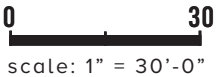
key map



SITE SECTION



key map





SOUTHEAST PERSPECTIVE



STREET LEVEL PERSPECTIVE



WISCONSIN AVE ELEVATION



NORTHEAST PERSPECTIVE



MATERIALITY - INSPIRATION IMAGERY

