

**APPLICATION FOR  
URBAN DESIGN COMMISSION  
REVIEW AND APPROVAL**

**AGENDA ITEM # \_\_\_\_\_**  
**Project # \_\_\_\_\_**

DATE SUBMITTED: <u>07/14/10</u>	<b>Action Requested</b>
UDC MEETING DATE: <u>07/21/10</u>	<input checked="" type="checkbox"/> Informational Presentation
	<input type="checkbox"/> Initial Approval and/or Recommendation
	<input type="checkbox"/> Final Approval and/or Recommendation

PROJECT ADDRESS: 2205 Rimrock Road

ALDERMANIC DISTRICT: 14

OWNER/DEVELOPER (Partners and/or Principals) ARCHITECT/DESIGNER/OR AGENT:  
Gateway Project, LLC Peter Tan, AIA, Strang Architects  
c/o Brad Carlson & Clay Carlson

CONTACT PERSON: Sarah M. Pittz, AICP  
Address: 999 Fourier Drive Suite 201  
Madison, WI 53717  
Phone: 608-826-0532  
Fax: 608-826-0530  
E-mail address: smpit@vierbicher.com

**TYPE OF PROJECT:**  
(See Section A for:)

- Planned Unit Development (PUD)
  - General Development Plan (GDP)
  - Specific Implementation Plan (SIP)
- Planned Community Development (PCD)
  - General Development Plan (GDP)
  - Specific Implementation Plan (SIP)
- Planned Residential Development (PRD)
- New Construction or Exterior Remodeling in an Urban Design District \* (A public hearing is required as well as a fee)
- School, Public Building or Space (Fee may be required)
- New Construction or Addition to or Remodeling of a Retail, Hotel or Motel Building Exceeding 40,000 Sq. Ft.
- Planned Commercial Site

(See Section B for:)

- New Construction or Exterior Remodeling in C4 District (Fee required)

(See Section C for:)

- R.P.S.M. Parking Variance (Fee required)

(See Section D for:)

- Comprehensive Design Review\* (Fee required)
- Street Graphics Variance\* (Fee required)
- Other \_\_\_\_\_

\*Public Hearing Required (Submission Deadline 3 Weeks in Advance of Meeting Date)

Where fees are required (as noted above) they apply with the first submittal for either initial or final approval of a project.

July 14, 2010

City of Madison Urban Design Commission  
210 Martin Luther King, Jr. Blvd  
Madison, WI 53710

Re: Letter of Intent for Cartex Site Redevelopment (Crowne Plaza) Informational Review (2205 Rimrock Rd)

Dear Urban Design Commission Members:

On behalf of Gateway Project, LLC and the redevelopment team I am submitting an application and associated materials for the proposed Crowne Plaza redevelopment on the Cartex site (and associated parcels) to be located at the northeastern corner of the intersection of Rimrock Road and the West Beltline Highway in the City of Madison. Informational review of the project is being requested at this time.

The project will redevelop five existing underutilized properties to provide a 230-hotel and conference center with a full-service restaurant on 4.47 acres. The parcels currently contain a mix of one-story warehouse-type facilities. The redevelopment of these parcels will make a substantial impact on the nearby Alliant Energy Center as well as support other uses in nearby downtown and along the Beltline corridor.

The proposed Crowne Plaza is a seven-story facility with a one-story conference center. The building will house 230 hotel rooms on floors two through seven, and will provide amenities such as an indoor pool, business center, fitness center and indoor restaurant. The total facility will be 157,597 gross square feet in area and provide one level of underground parking. This produces a Floor Area Ratio (FAR) on the site of .809. The size of each use within the facility is divided up as follows:

Building Footprint:	37,883 sf
Hotel (Floors 2 -7):	114,960 sf
Hotel Support (Floor 1):	20,646 sf
Conference Center (Floor 1):	13,291 sf
Restaurant (Floor 1):	3,946 sf
Mechanical:	4,754 sf

The site will be well connected for pedestrian and bicycle users via the paved trail that travels along the Rimrock Road right-of-way. This path will be extended to the south in order to extend the route that exists to the north currently. Bicycle parking will also be provided throughout the site for use by both employees and visitors of the facility.

The Crowne Plaza facility will incorporate both surface and underground parking. There are a total of 296 parking stalls on the site, which averages to one space per 532 square feet (or 1.9 stalls per 1,000 square feet). Of the total spaces, 239 are surface parking with the remainder underground, accessed on the east side of the building. The structured parking provides 57 spaces for hotel and conference center patrons.

Access to the site will be provided by one drive at the lighted intersection along Rimrock Road. This single access point reduces the three existing access drives from these parcels and ensures all traffic is routed through a controlled intersection. Both vehicles and service trucks will access the site from this location. Separate loading facilities have been provided for the facility on the southwestern corner of the structure and meet the requirements of the City's Ordinances in number and size. These loading facilities will be enclosed on all but the entrance side, as depicted in the attached renderings.

Site landscaping plans have not yet been developed for the site. The Developer shall prepare plans for landscaping when a formal submittal application for approval by the City is prepared.

We feel it is important to note that the construction of the facility alone will create almost 300 jobs and operation will create more than 150 full- and part-time jobs. The annual taxation impact in the state is anticipated to exceed \$3 million annually over the first 10 years of operation of the facility.

In summary we would like to convey our appreciation of your time and consideration on this project, and look forward to working with the City to develop a project that has the ability to renew the Rimrock Road area and bring jobs and economic growth to the City.

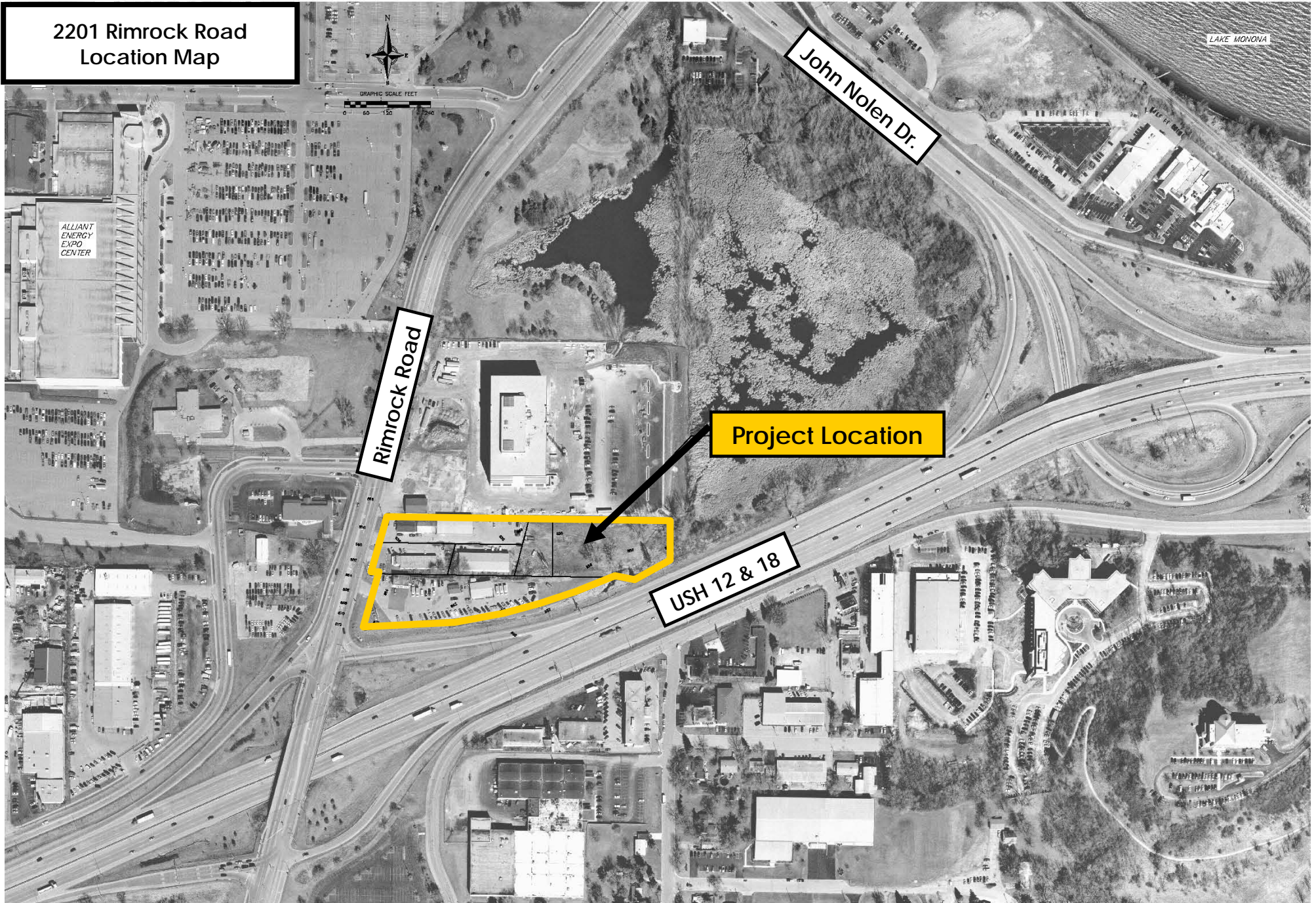
Respectfully Submitted by,

Sarah M. Pittz, AICP  
VIERBICHER ASSOCIATES, INC.

Enclosure

Cc: Brad Carlson, Gateway Project, LLC  
Clay Carlson, Gateway Project, LLC  
Martin Ballweg, Gateway Project, LLC  
Peter Tan, Strang Architects  
Travis Schreiber, P.E., Vierbicher Associates

**2201 Rimrock Road  
Location Map**



LAKE MONONA

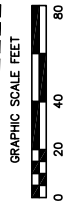
ALLIANT  
ENERGY  
EXPO  
CENTER

Rimrock Road

John Nolen Dr.

Project Location

USH 12 & 18



EAST RUSK AVE.

**LEGEND**

- PROPOSED BUILDING
- PROPOSED ASPHALT
- PROPOSED GRASS

239 SURFACE PARKING STALLS  
 57 UNDERGROUND PARKING STALLS  
 296 TOTAL PARKING STALLS  
 EXISTING IMPERVIOUS AREA = 3.27 AC  
 PROPOSED IMPERVIOUS AREA = 3.52 AC

**Parking Lot Plan Site Information Block**

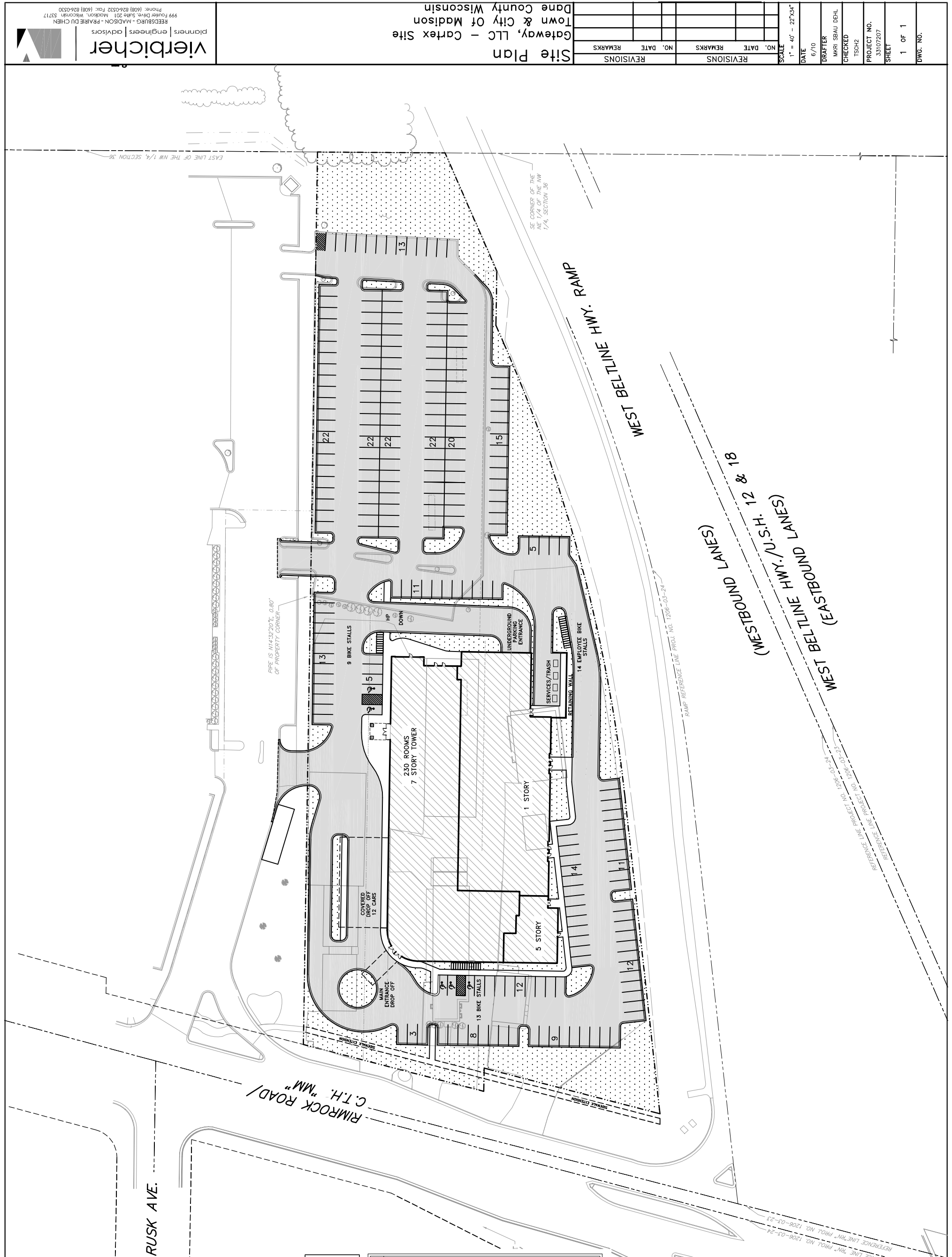
Site Address: 2205 Rimrock Road  
 Site acreage: 4.47 AC  
 Number of building stories: 7, 5, 1  
 Building height: 86'  
 DILHR type of construction: New Structures  
 Total square footage of building: 157,597 SF  
 Use of property: Hotel, Conference Center w/ Restaurant  
 Gross square feet of office: N/A  
 Number of employees during construction: 262  
 Capacity of restaurant: ~230 (full & part time), 150  
 Capacity of conference: ~660

Number of bicycle stalls shown: 36

Number of parking stalls:

shown	
0	Small Car
289	Large Car
7	Accessible
296	Total

Number of trees shown: Landscape plan not yet available.





ARCHITECTURE  
ENGINEERING  
INTERIOR DESIGN



GATEWAY PROJECT LLC HOTEL  
VIEW FROM NORTHWEST  
STRANG INC COPYRIGHT 2010  
JUNE 4, 2010



ARCHITECTURE  
ENGINEERING  
INTERIOR DESIGN



GATEWAY PROJECT LLC HOTEL  
VIEW FROM NORTHEAST  
STRANG INC COPYRIGHT 2010  
JUNE 4, 2010

ARCHITECTURE  
ENGINEERING  
INTERIOR DESIGN



GATEWAY PROJECT LLC HOTEL

VIEW FROM SOUTHEAST

STRANG INC COPYRIGHT 2010

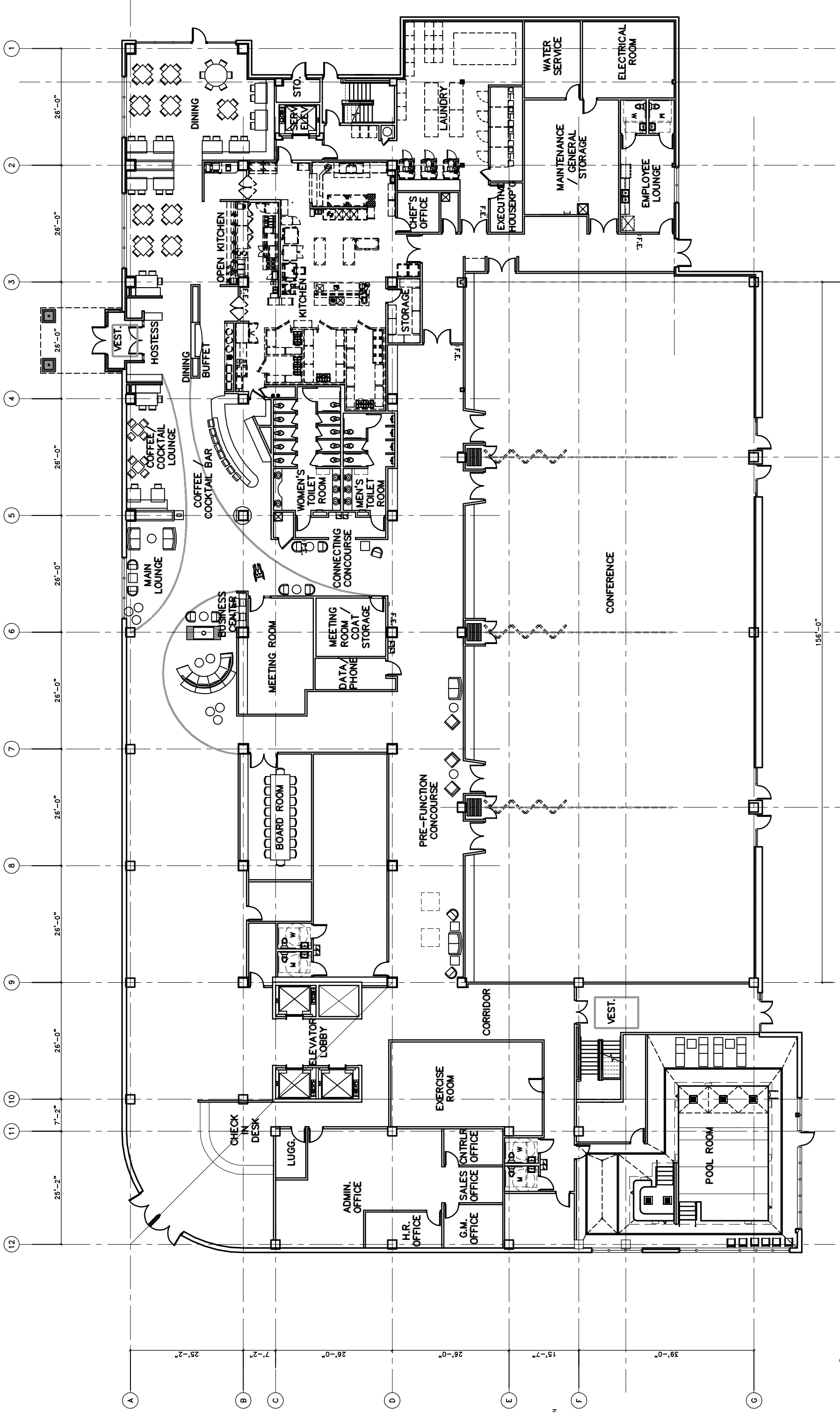
JUNE 4, 2010



ARCHITECTURE  
ENGINEERING  
INTERIOR DESIGN



GATEWAY PROJECT LLC HOTEL  
VIEW FROM SOUTHWEST  
STRANG INC COPYRIGHT 2010  
JUNE 4, 2010

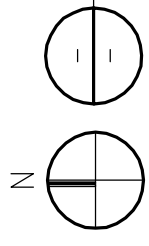


**STRANG**

ARCHITECTURE  
ENGINEERING  
INTERIOR DESIGN

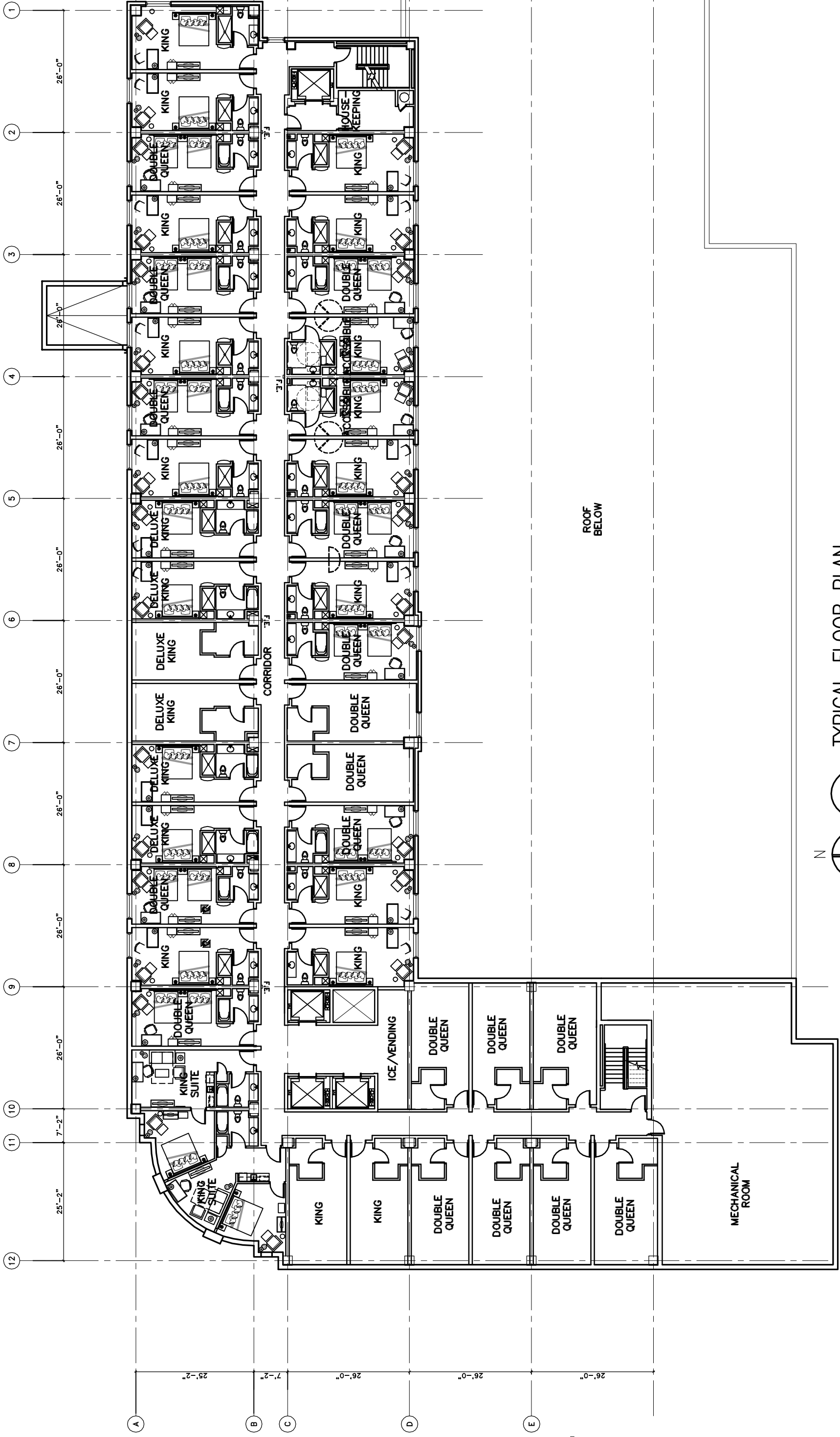
**FIRST FLOOR PLAN**

SCALE: —

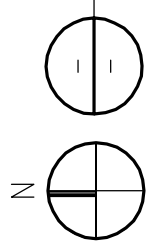


**GATEWAY PROJECT LLC HOTEL**

FIRST FLOOR PLAN  
STRANG INC COPYRIGHT 2010  
JUNE 4, 2010



ARCHITECTURE  
ENGINEERING  
INTERIOR DESIGN



TYPICAL FLOOR PLAN  
SCALE: -

