

# 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 # \_\_\_\_\_

2/7/22  
11:58 a.m.

RECEIVED

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 St  
Title: Wilson Street Hotel

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

UDC meeting date requested March 9, 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  
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 \_\_\_\_\_  
Telephone \_\_\_\_\_  
City/State/Zip \_\_\_\_\_  
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**
- 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.

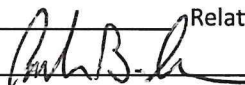
Both the paper copies and electronic copies must be submitted prior to the application deadline before an application will be scheduled for a UDC meeting. Late materials will not be accepted. A completed application form is required for each UDC appearance.

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 LCSEF  
 Authorizing signature of property owner LCSEF  Date 2/7/22

**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



February 7, 2022

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

Re: Letter of Intent  
317 E Wilson St – Wilson Street Hotel

Dear Jessica:

This is our Letter of Intent for the re-development of the property located at 317 E. Wilson St.. The applicant, North Central Group, is planning an adaptive re-use of the existing (3) buildings located at the project property, currently occupied by Rubins Furniture, into an Independent Extended Stay Hotel Property – the Wilson Street Hotel. The development is also applying for Historic Tax Credits (HTC) for the 4-story masonry building, and the renovation of that specific building will be further reviewed by the Wisconsin Historical Society and National Parks Service. The Exterior renovation of the existing buildings will mainly concern the smaller 2-Story buildings to the Plan-East of the taller, masonry structure.

While not specifically part of an Urban Design District, given the UMX zoning for the property, UDC review is required. Given the HTC component of this project, the Design Teams focus for the renovated 2-story facades was to not compete or attempt to replicate the Historic Structure. Instead, the team focused on providing a clean and modern form, with vertically orientated jointing and recessed openings to provide interest. The use of neutral colors are meant to allow the adjacent red brick facades to shine and remain the star of the show along E Wilson St. At the base, we have given the 2-story façade thin veneer masonry to aid in long-term maintenance and provide a masonry ‘base’, with a modern stack-bond installation. The use of EIFS above the first story on E. Wilson and on the remaining facades was selected for its ability to provide larger massing areas that accentuate the Historic detailing at the Rubins Building. EIFS will provide us with the desired aesthetic, while also most efficiently aiding us to meet IECC (International Energy Conservation Code) assembly requirements & not adding weight to the Existing wall & foundation systems.

Project Design highlights:

- 45 Total Guestroom Units with a mix between 2-br, 1-br and Studio type Units.
- HTC Building will feature spacious units highlighting the existing Historic Warehouse Structure & Finishes.
- Rooftop Patio above 2-Story building for Guest use.
- 1<sup>st</sup> Floor Retail along E Wilson St.
- Fitness & Guest Laundry on Main Floor.
- Storage Amenity on the Ground Floor w/ Private Entrance.

The total gross area of the building is approximately 56,913 sf. The lot area is approximately 15,642 sf (or 0.36 acres).

All maintenance, including trash and snow removal, will be provided by private contract.

The proposed hours of operation will be as follows:

- Hotel: 24 hours a day/365 days a year.

The proposed construction schedule estimates construction to commence in the third quarter of 2022, and construction completion to be mid 2023.

The Development Team includes the following:

Developer/Applicant: North Central Group  
1600 Aspen Commons, Suite 200  
Middleton, WI 53562  
Phone: 608-836-6060  
Fax: 608-836-6399  
Principal Contact: Andy Inman  
[ainman@ncghotels.com](mailto:ainman@ncghotels.com)

Architect: GBA  
2248 Deming Way  
Middleton, WI 53562  
Phone: 608-829-1750  
Fax: 608-829-3056  
Principal Contact: AJ Robitschek  
[aj.robitschek@garybrink.com](mailto:aj.robitschek@garybrink.com)

Please refer to the attached plans for additional information.

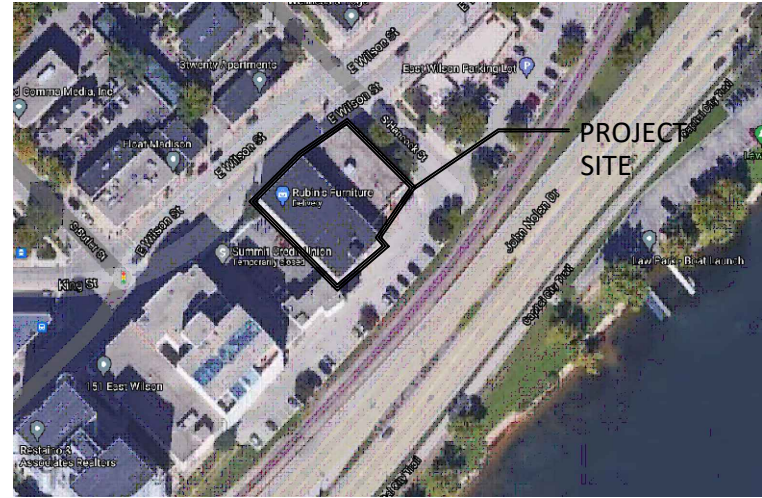
Sincerely,

AJ Robitschek  
Senior Project Manager

# WILSON STREET HOTEL 317 E. WILSON STREET MADISON, WI 53703

2022-2-7  
UDC INITIAL/ 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**

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A6.06	EXTERIOR RENDERING
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# WILSON STREET HOTEL

MADISON, WISCONSIN



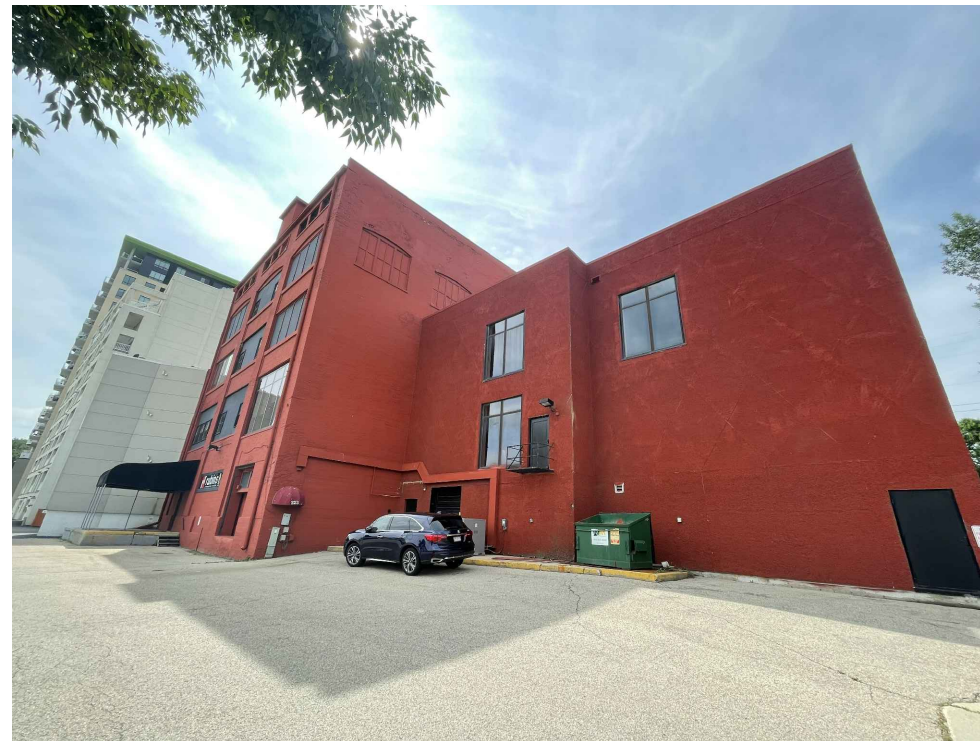
AERIAL SITE IMAGE



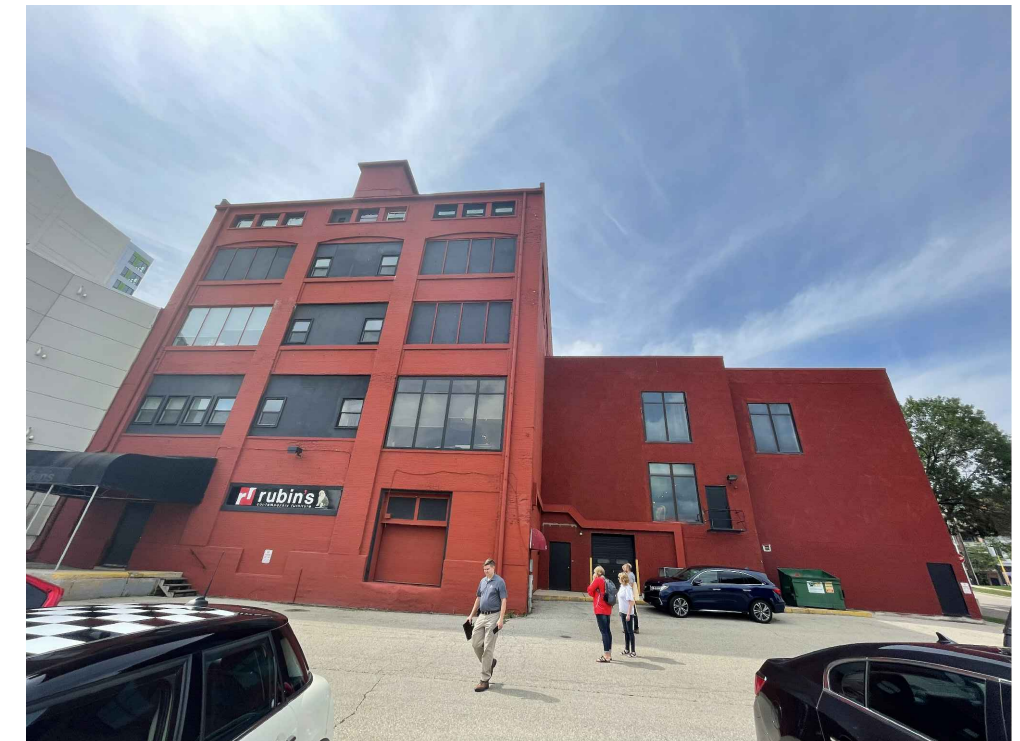
AERIAL SITE IMAGE



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

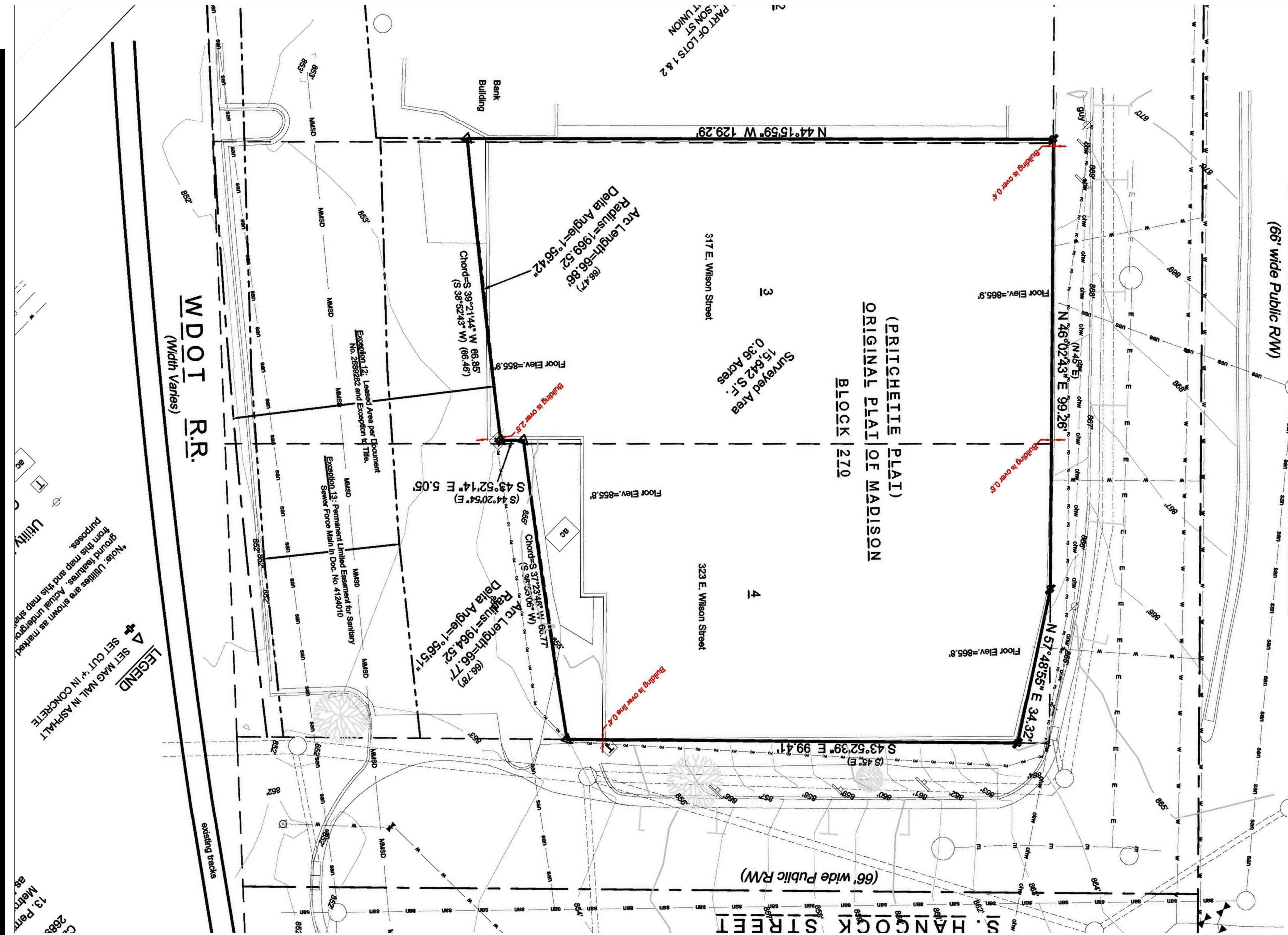
REVISIONS:

PROJECT # 12345

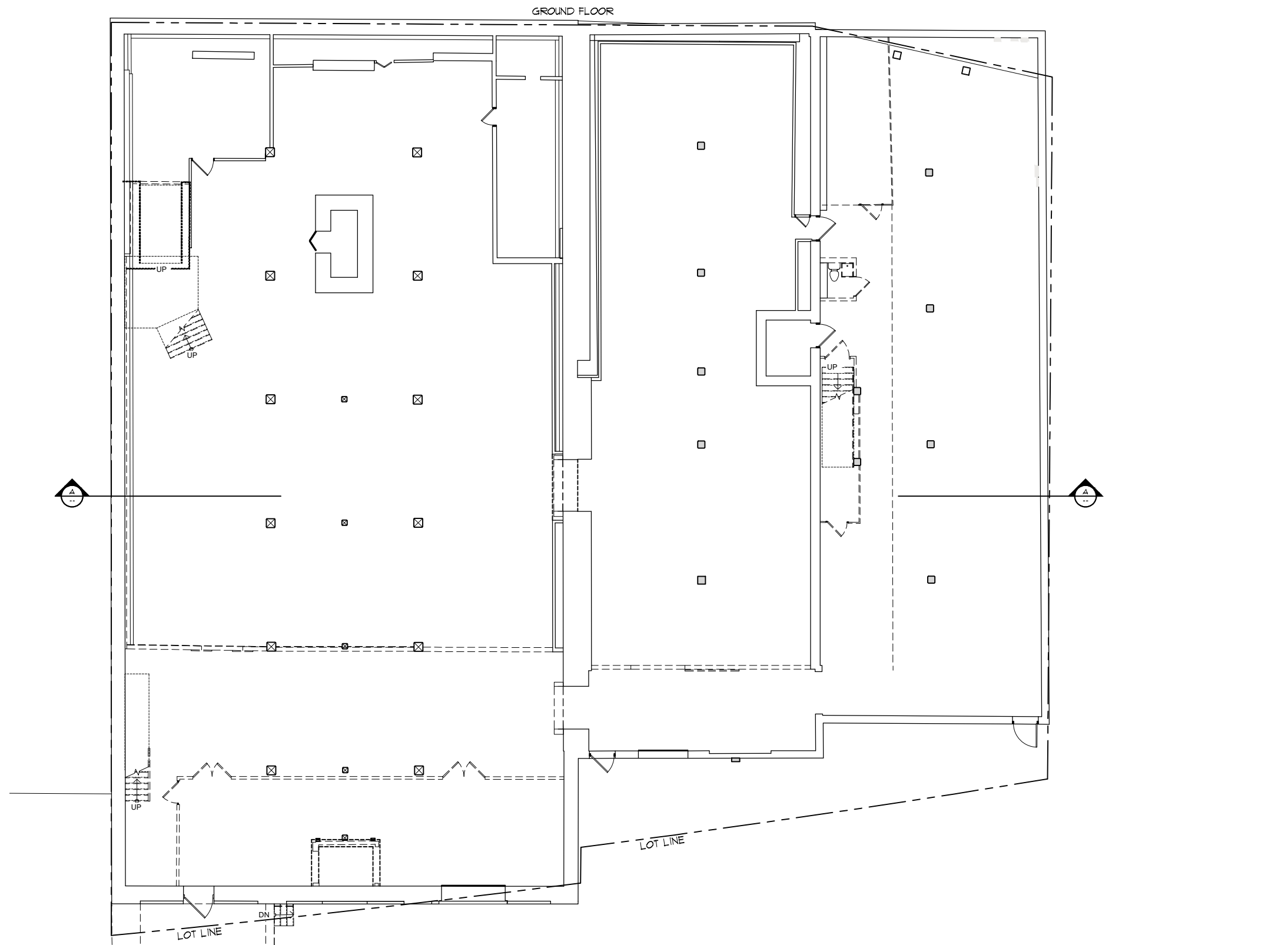
FLOOR PLANS

C1.0

(66' wide Public R/W)



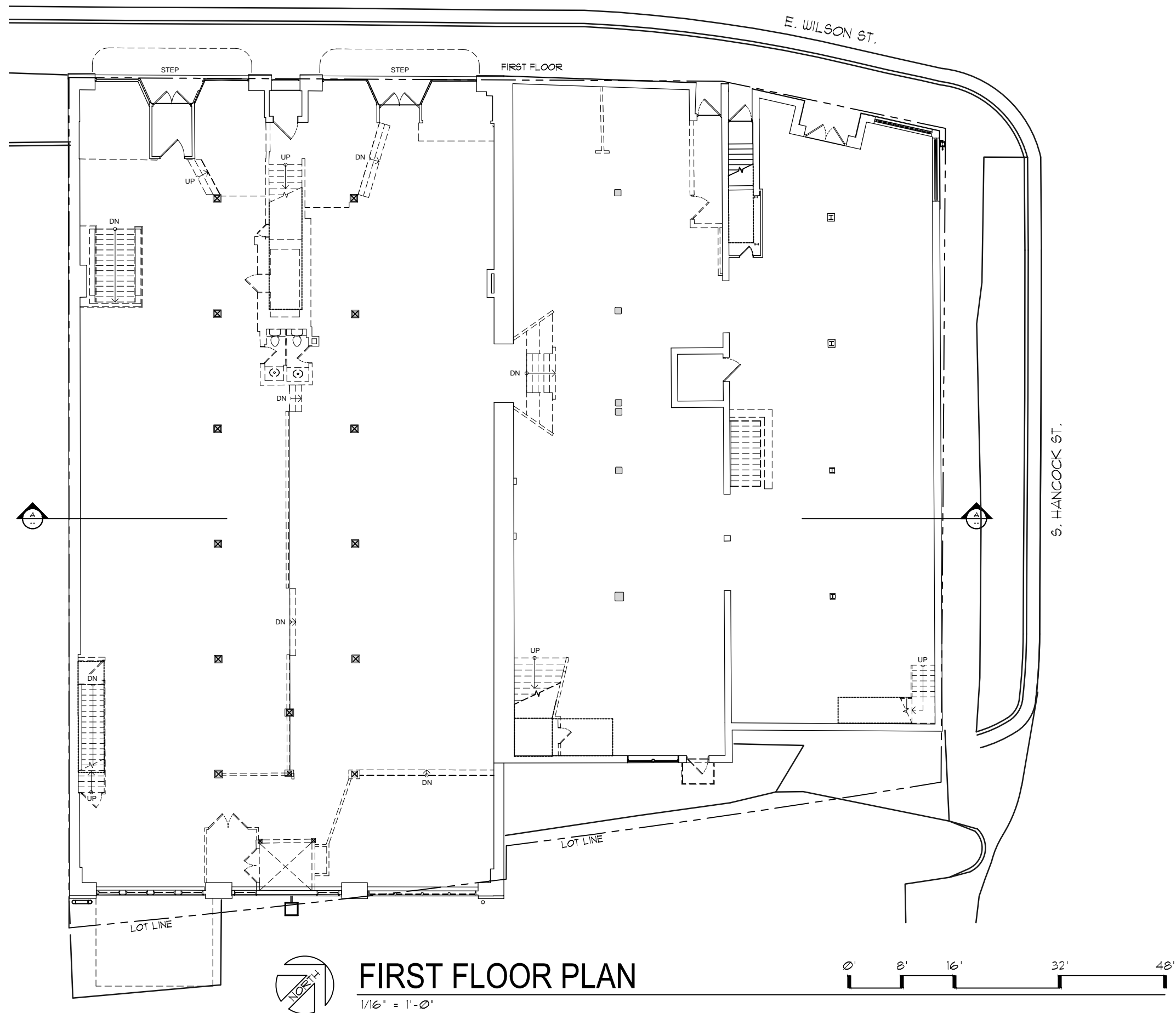
1 SITE PLAN  
 1" = 10'-0"



# GROUND FLOOR PLAN

1/16" = 1'-0"

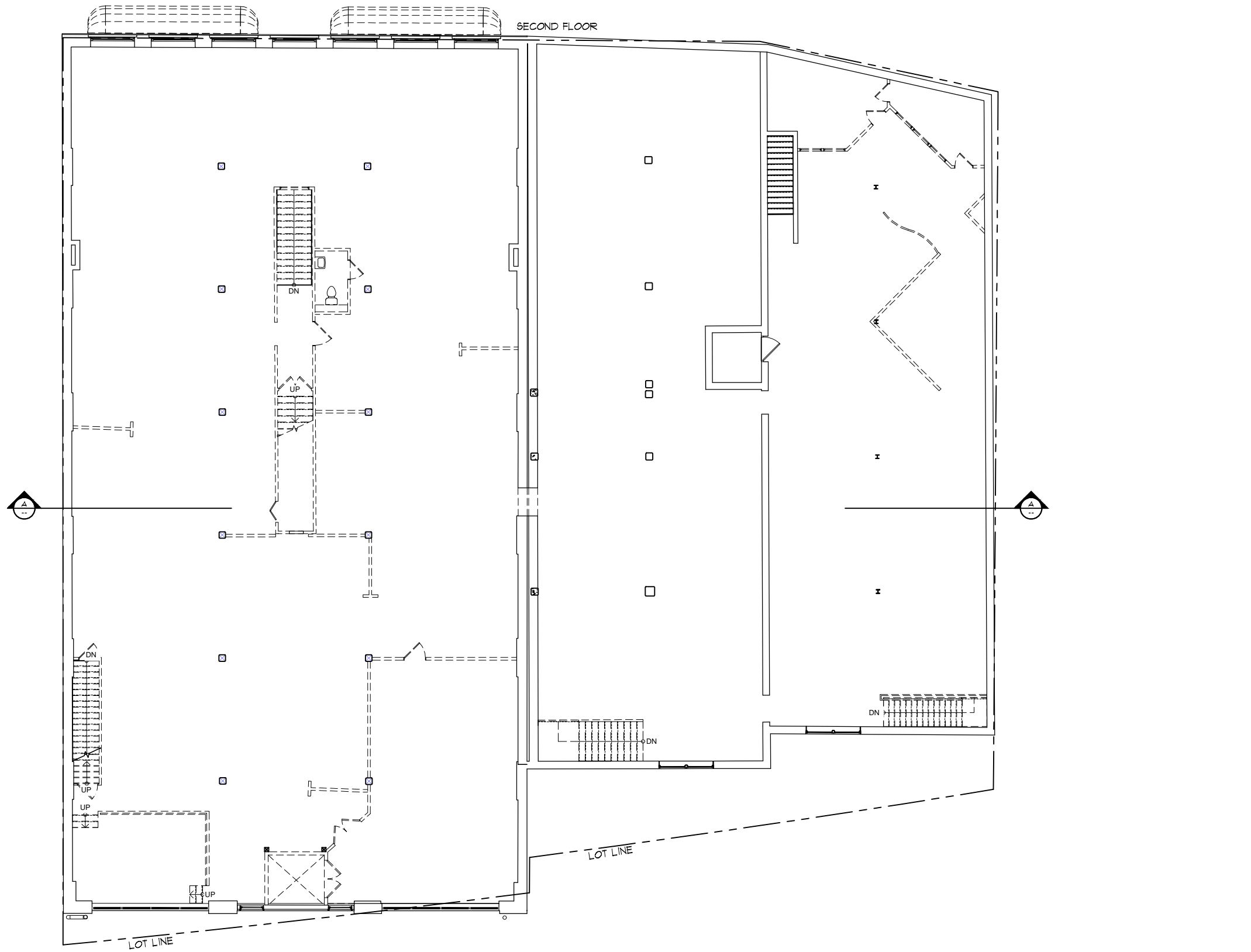




# FIRST FLOOR PLAN

1/16" = 1'-0"

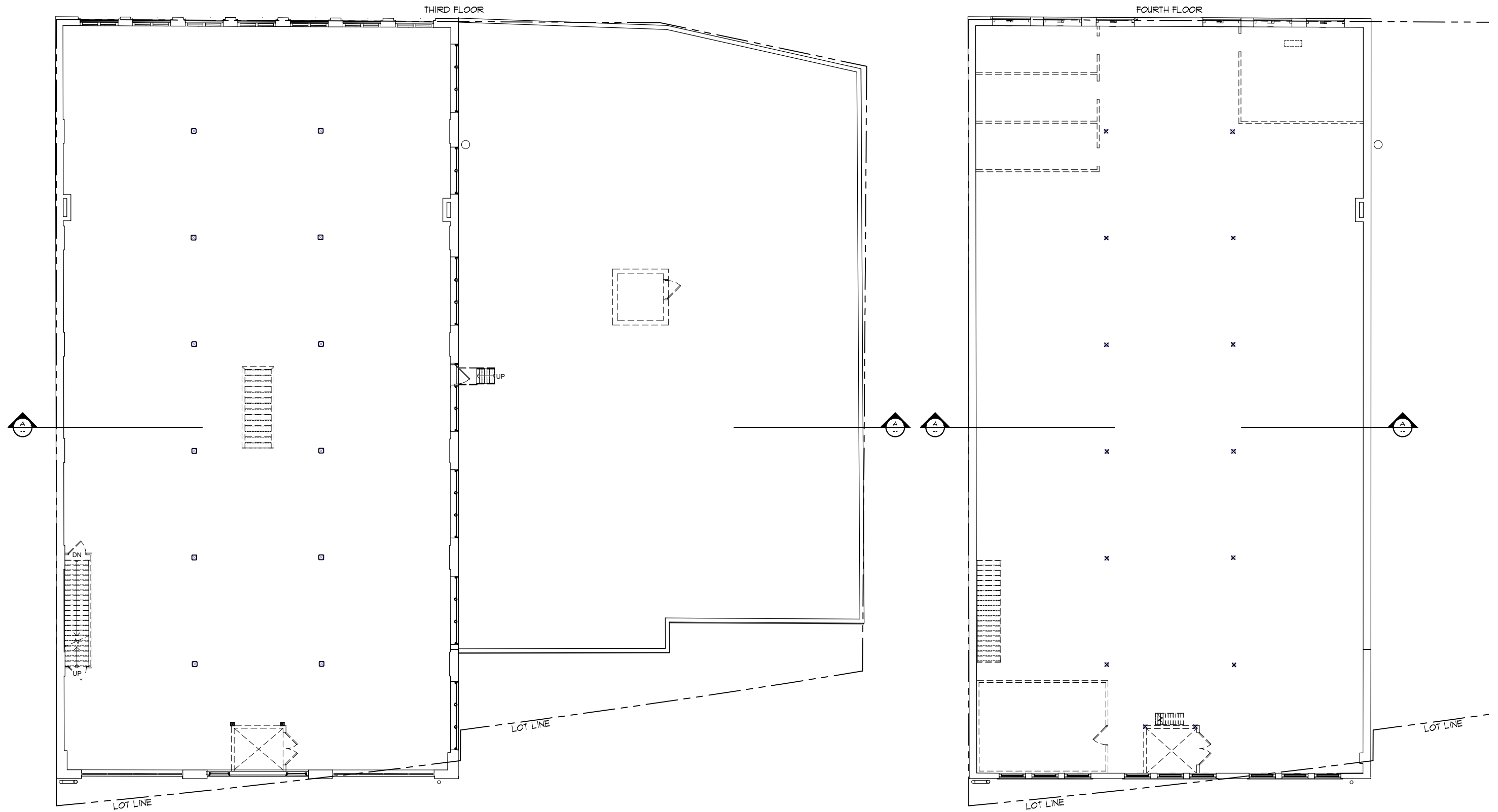




## SECOND FLOOR PLAN

1/16" = 1'-0"



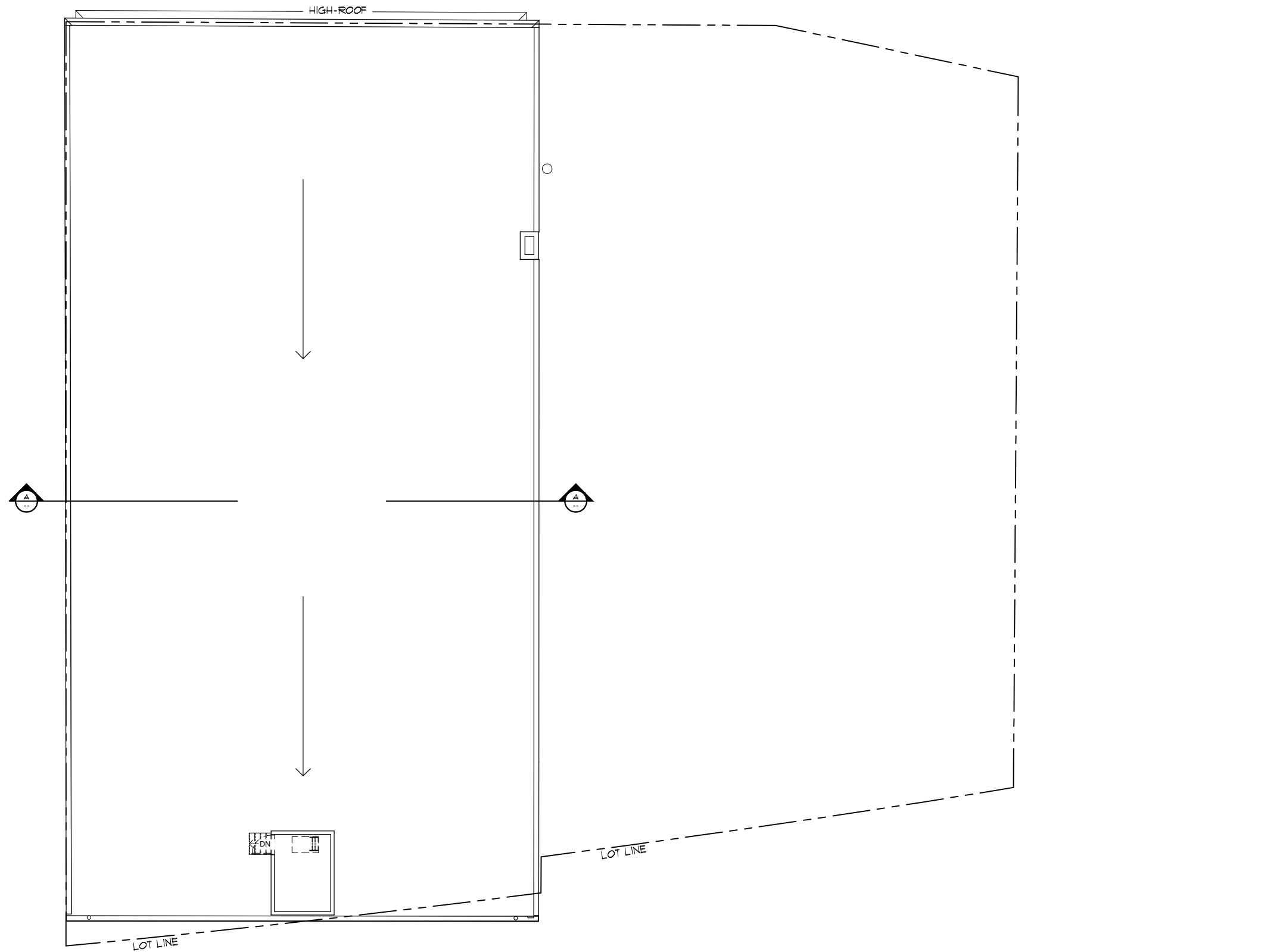


**THIRD and FOURTH FLOOR PLAN**

1/16" = 1'-0"



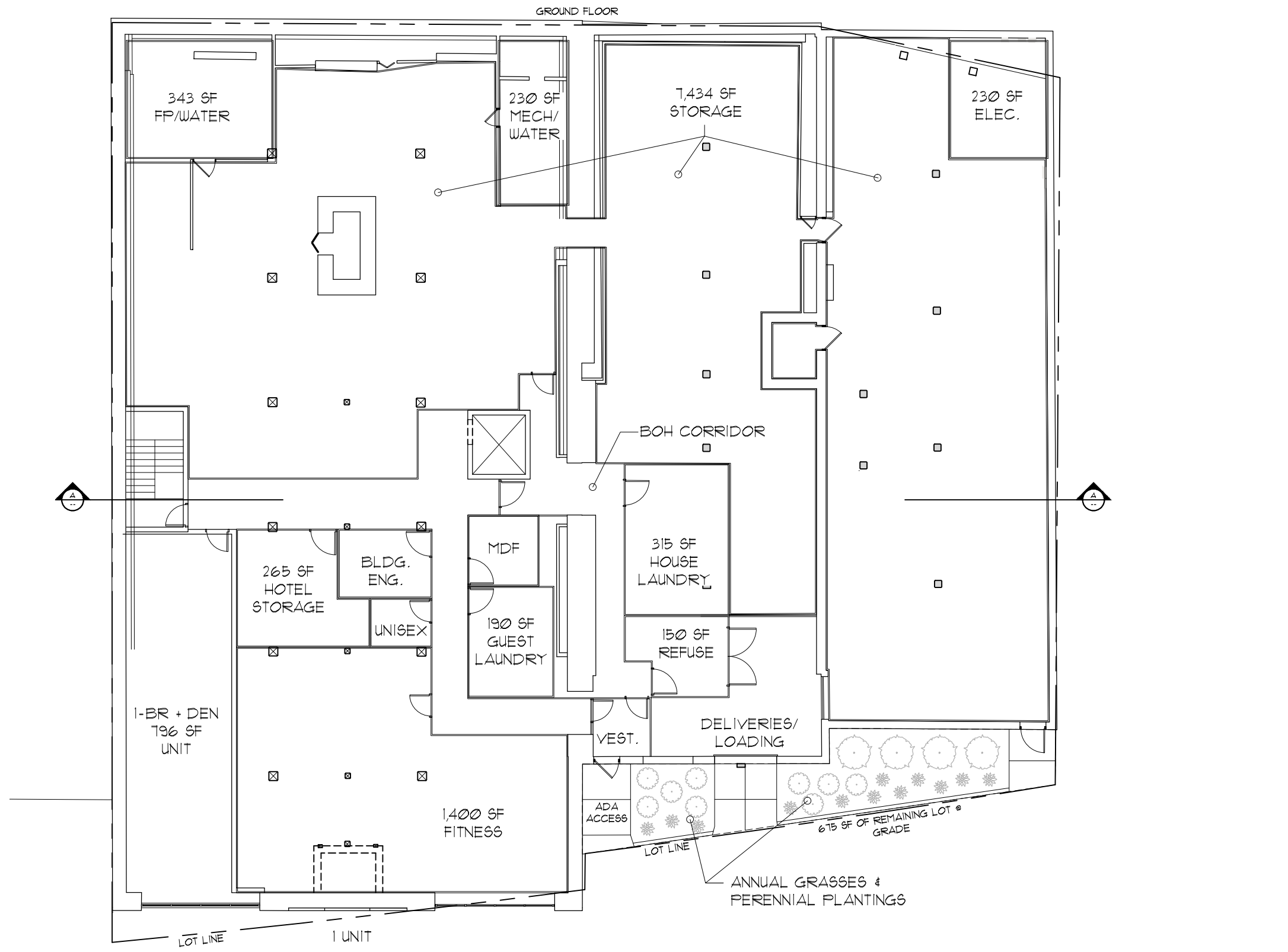
**WILSON STREET HOTEL**  
MADISON, WISCONSIN



# HIGH-ROOF PLAN

1/16" = 1'-0"





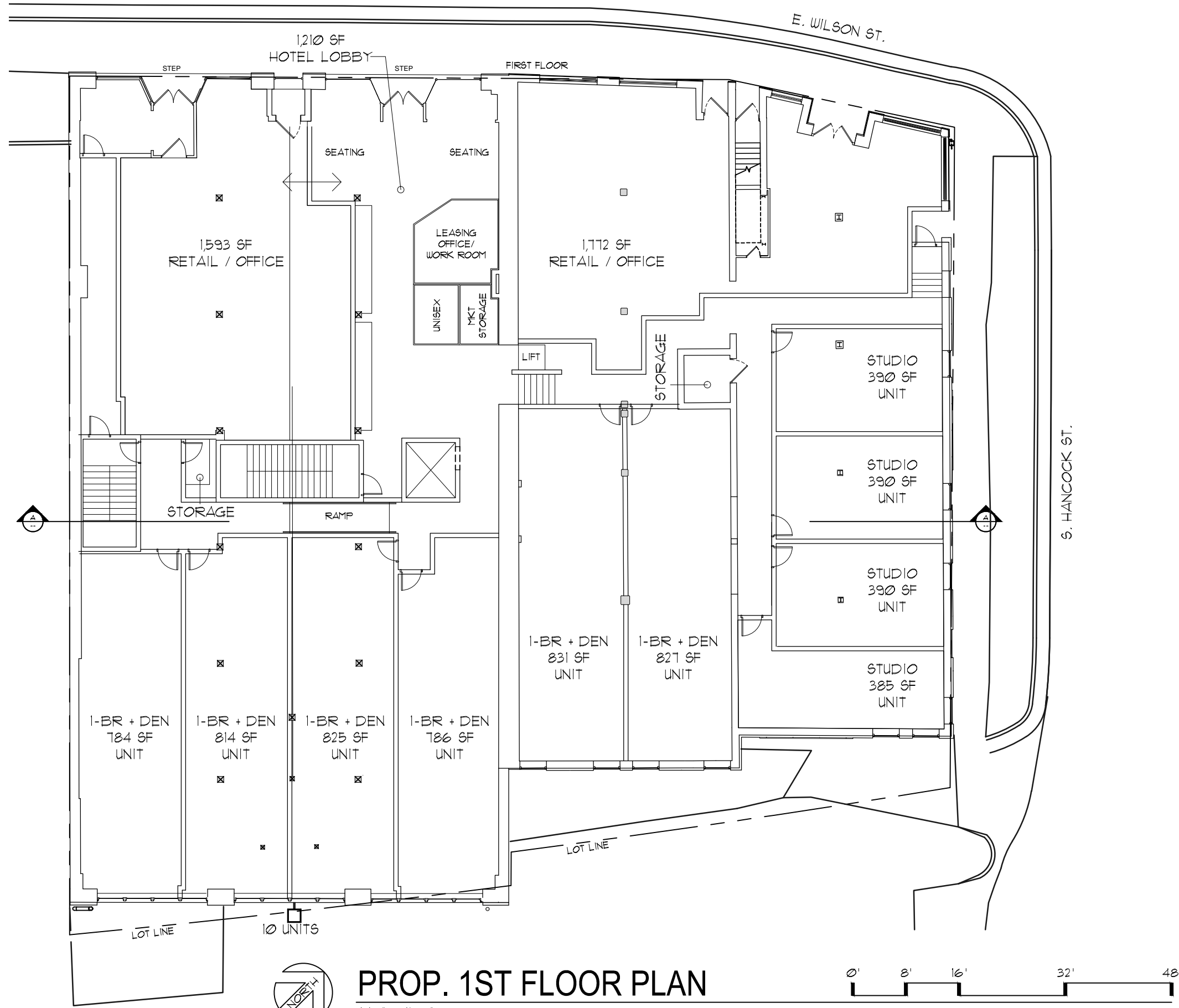
**PROP. GROUND FLOOR PLAN**

1/16" = 1'-0"



**WILSON STREET HOTEL**  
MADISON, WISCONSIN



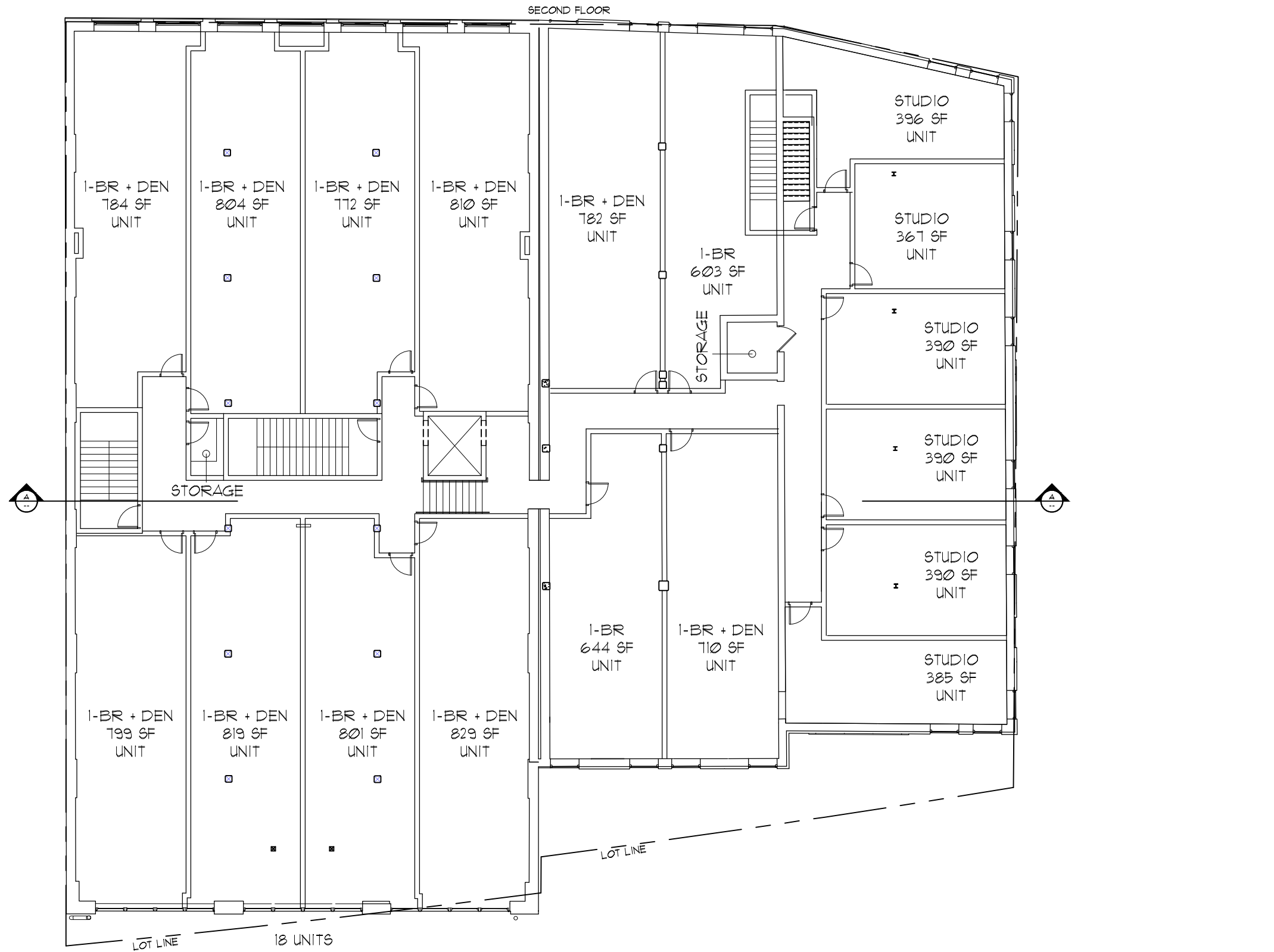


**PROP. 1ST FLOOR PLAN**

1/16" = 1'-0"



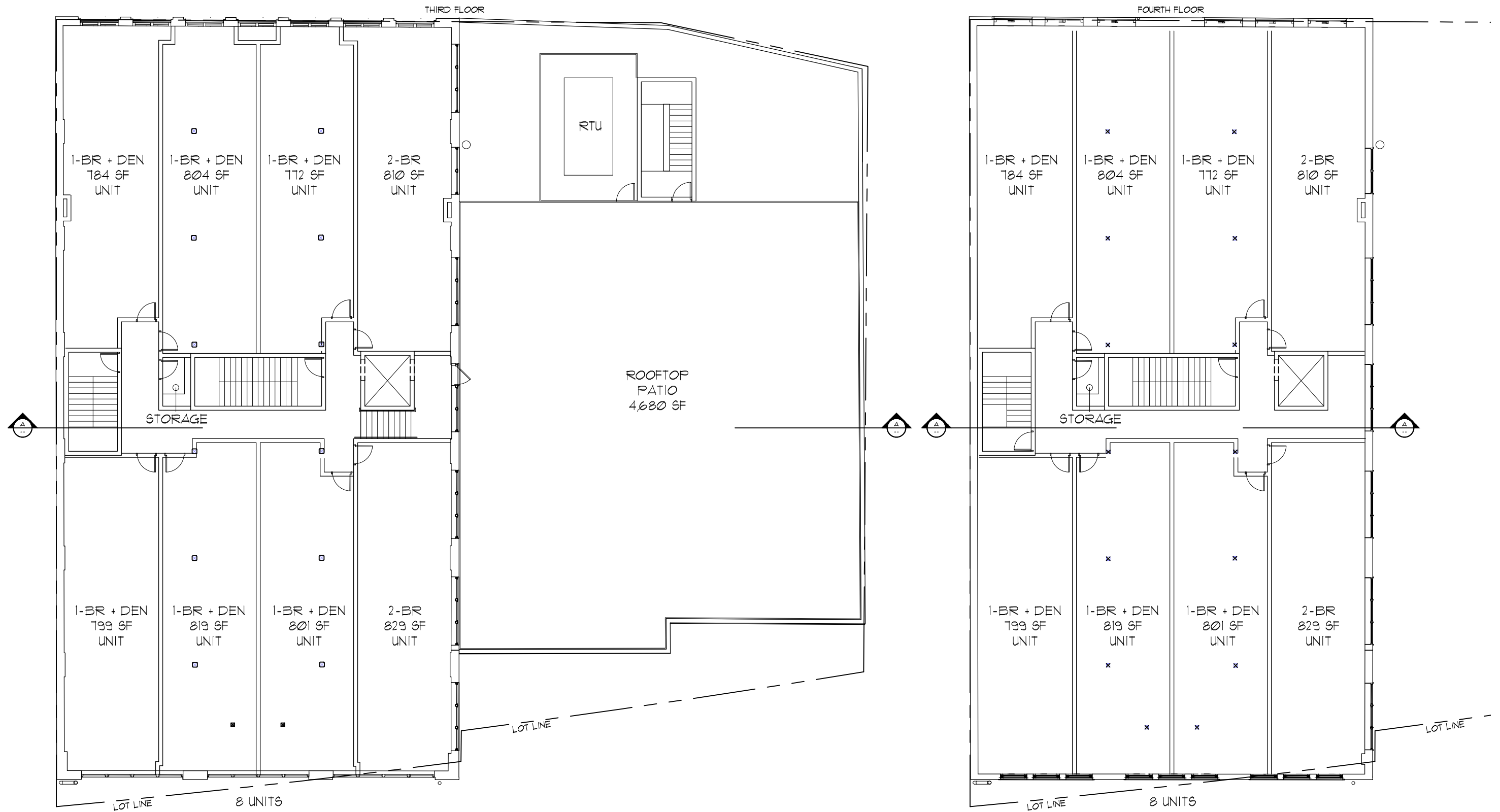
**WILSON STREET HOTEL**  
MADISON, WISCONSIN



**PROP. 2ND FLOOR PLAN**

1/16" = 1'-0"



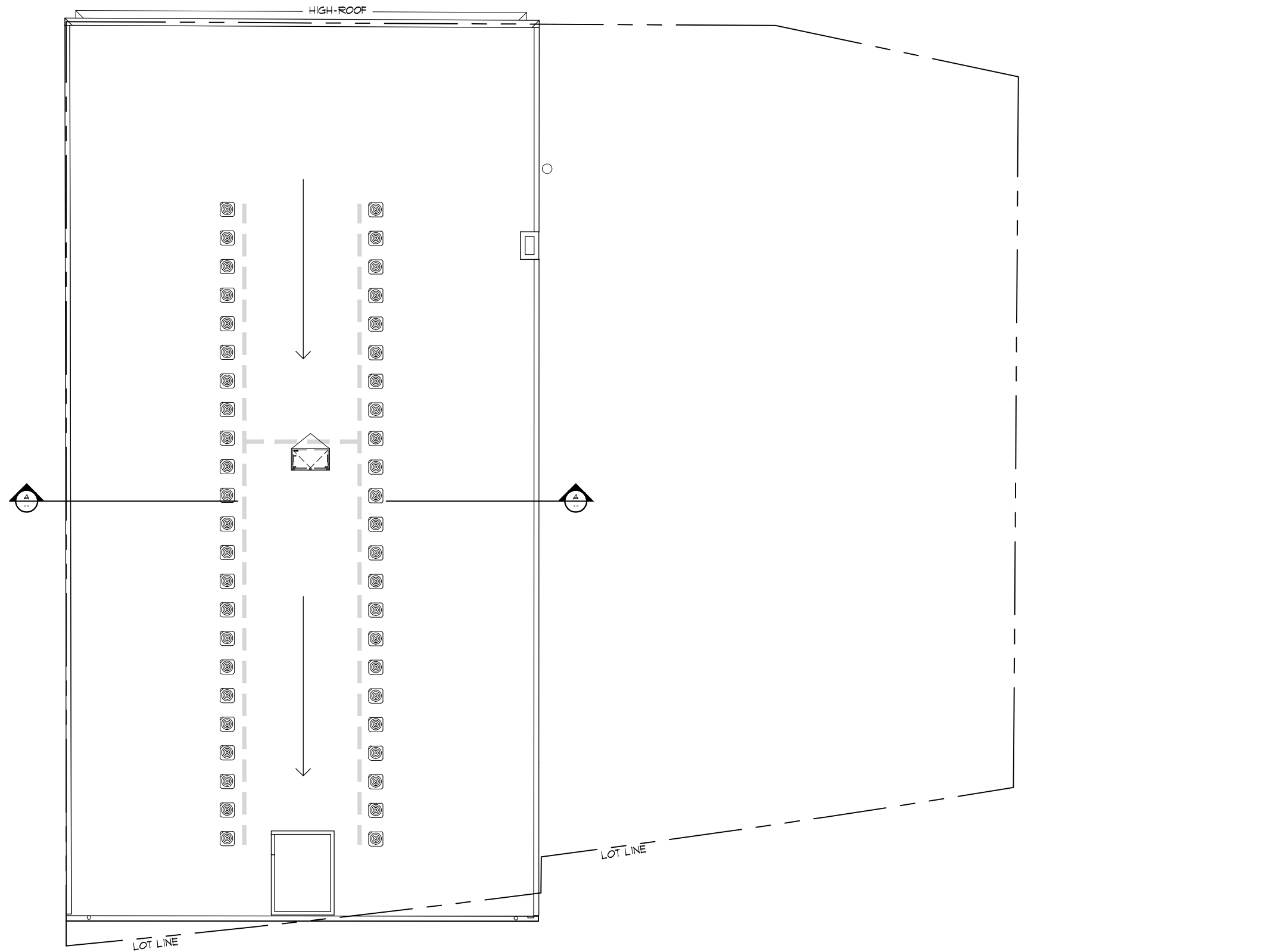


**PROP. 3RD & 4TH FLOOR PLAN**

1/16" = 1'-0"



**WILSON STREET HOTEL**  
MADISON, WISCONSIN



**PROP. HIGH-ROOF PLAN**

1/16" = 1'-0"

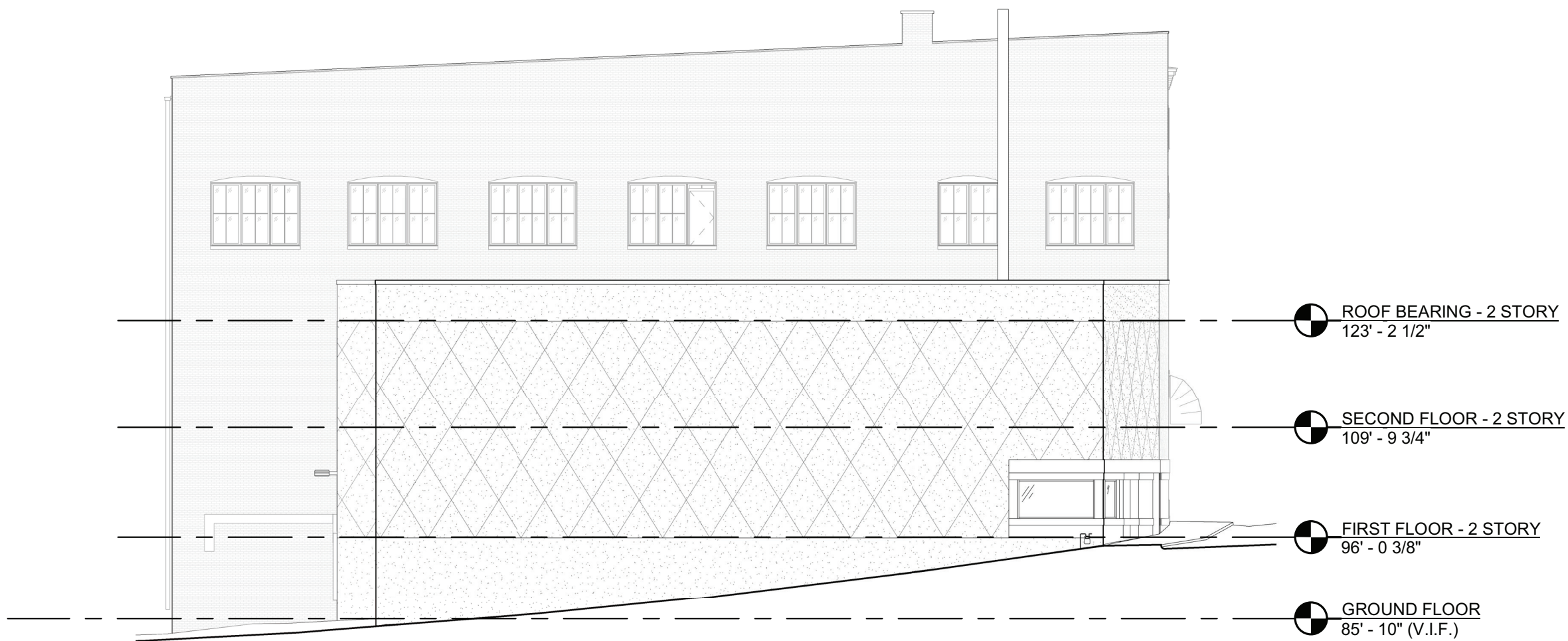




## EXISTING PLAN-NORTH ELEVATION

1/16" = 1'-0"





**EXISTING  
PLAN-EAST ELEVATION**

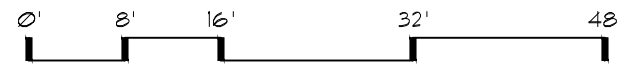
1/16" = 1'-0"

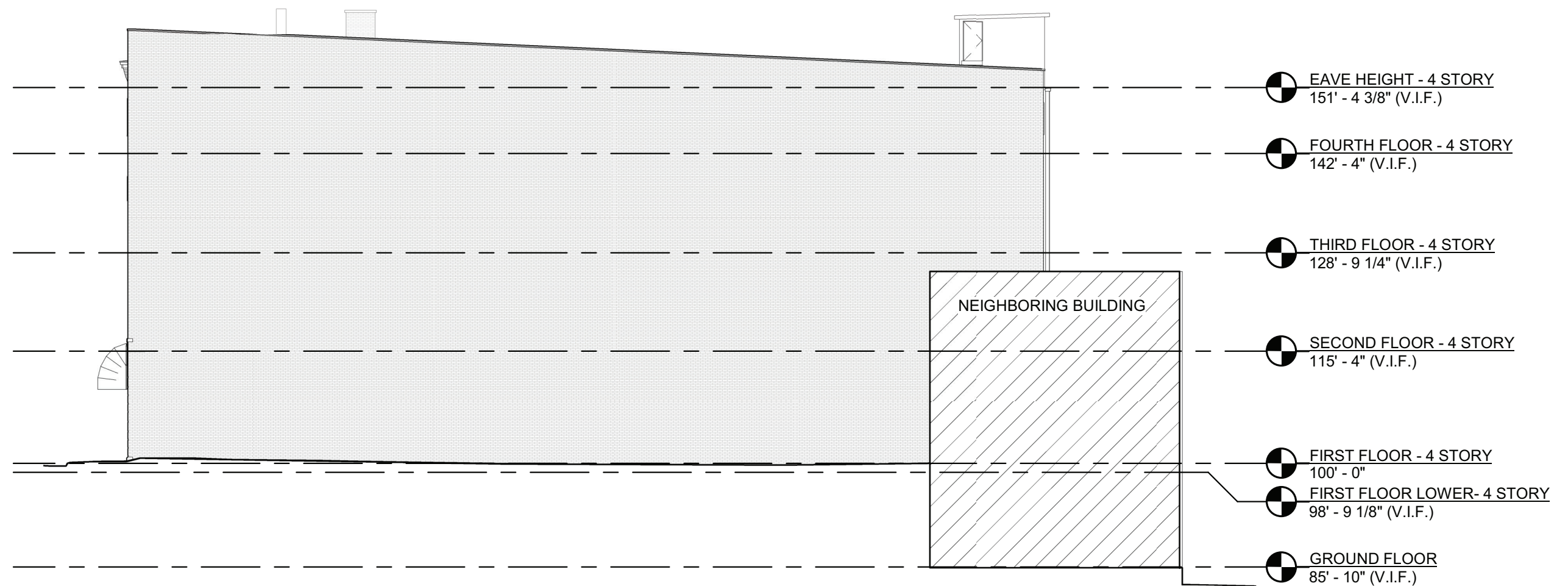




## EXISTING PLAN-SOUTH ELEVATION

1/16" = 1'-0"




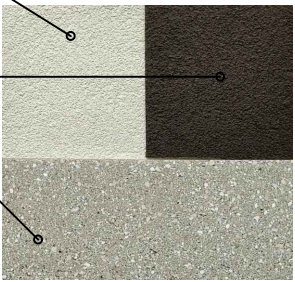






**EXISTING  
PLAN-WEST ELEVATION**

1/16" = 1'-0"





	MATERIAL DESCRIPTION	MATERIAL IMAGE
	<b>EIFS-01:</b> OFF-WHITE EIFS SMOOTH FINISH	
	<b>EIFS-02:</b> DARK EIFS SMOOTH FINISH	
	<b>STONE-01:</b> GRAY STONE VENEER STACK BOND, DARK GRAY MORTAR	
	<b>WINDOW-CLEAR:</b> BLACK FRAME, CLEAR GLASS	
	<b>WINDOW-TINTED:</b> BLACK FRAME, GRAY TINTED GLASS	



 **PROPOSED  
PLAN-NORTH ELEVATION**  
1/16" = 1'-0"





**PROPOSED  
PLAN-EAST ELEVATION**

1/16" = 1'-0"

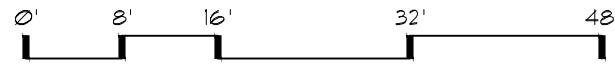


**WILSON STREET HOTEL**  
MADISON, WISCONSIN

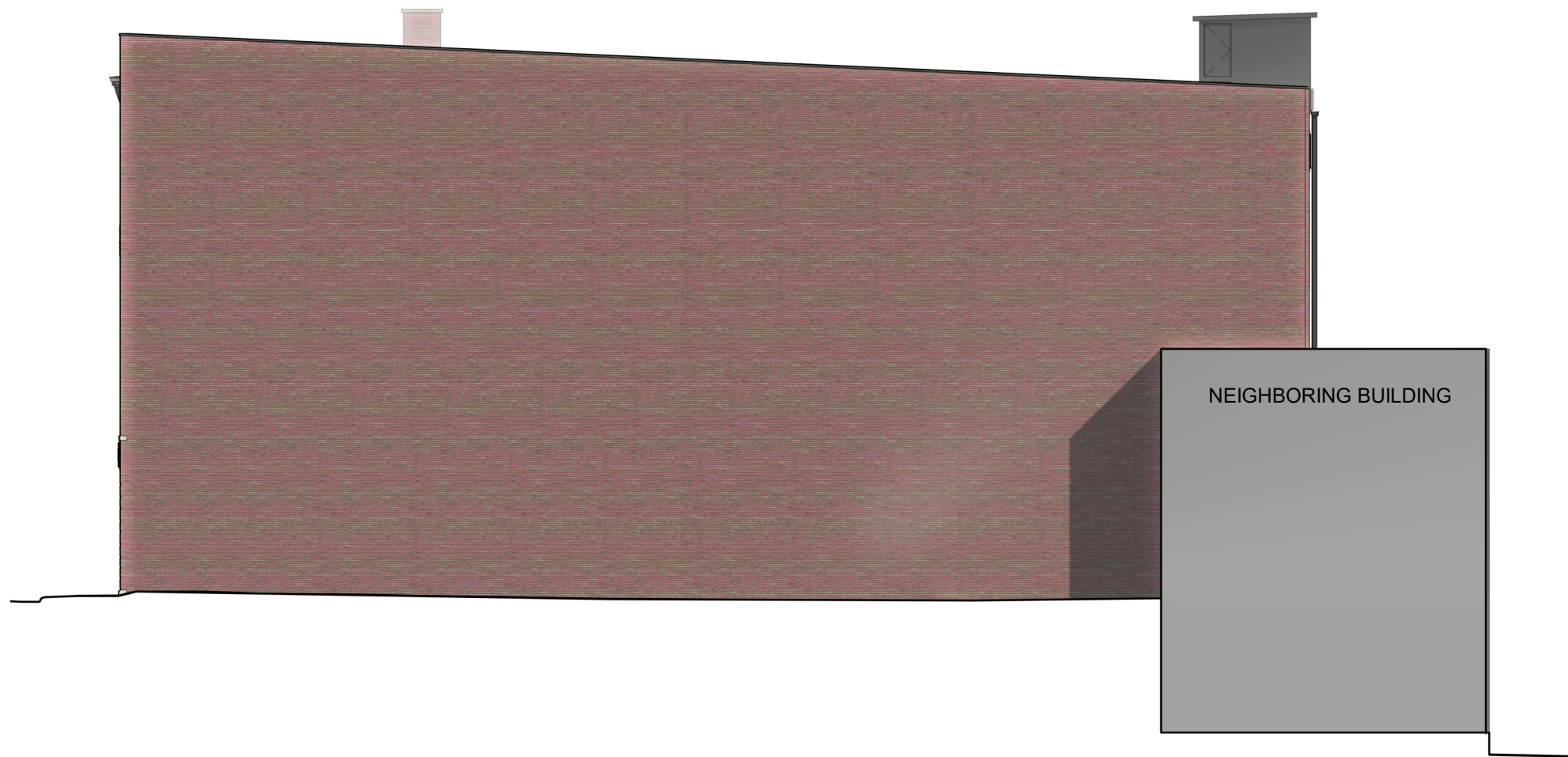


**PROPOSED  
PLAN-SOUTH ELEVATION**

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

February 7 2022

A6.05

202120



## EXTERIOR RENDERING

NTS

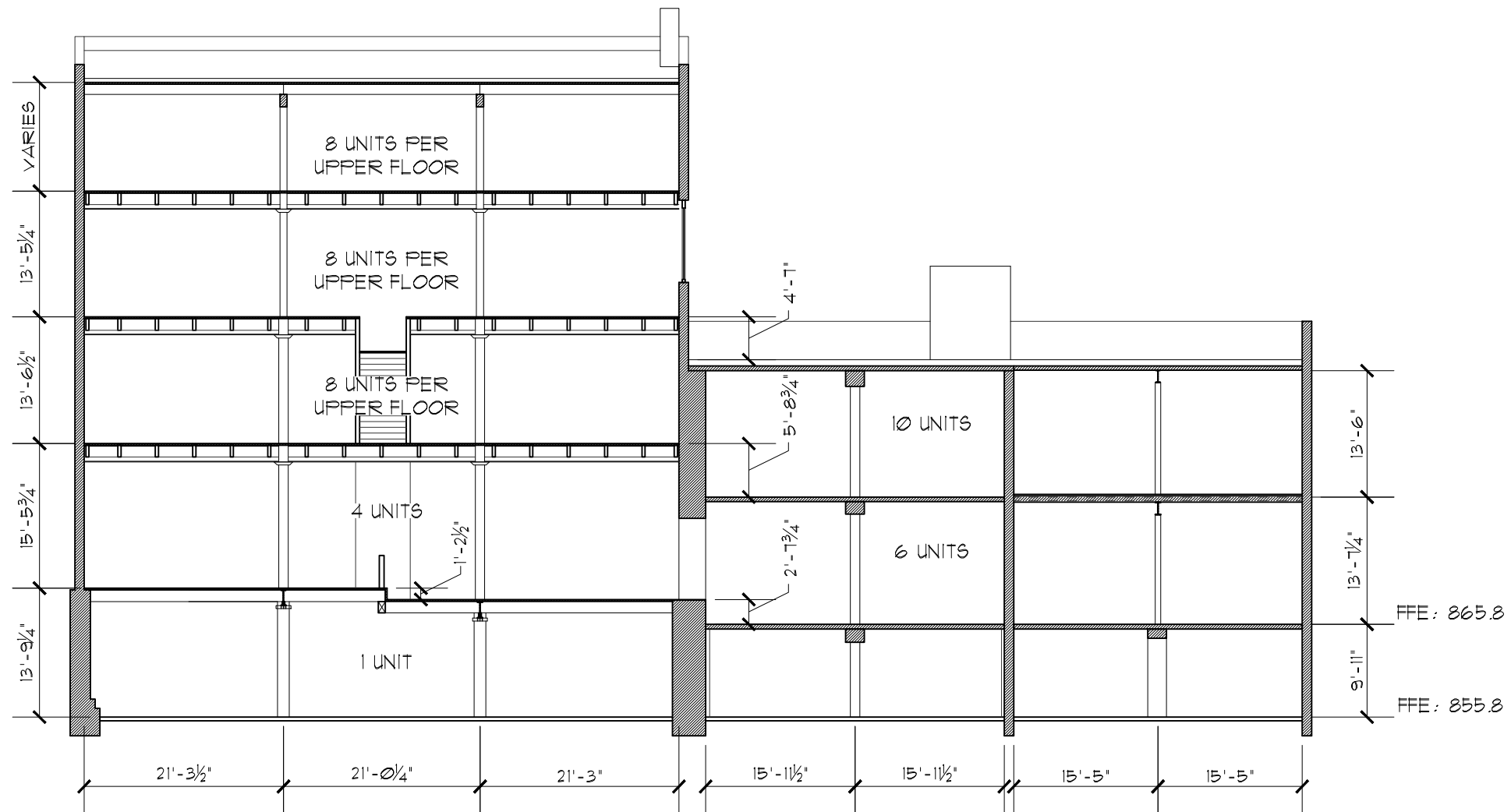


WILSON STREET HOTEL  
MADISON, WISCONSIN

February 7 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%			