

URBAN DESIGN COMMISSION APPLICATION

UDC

City of Madison
Planning Division
126 S. Hamilton St.
P.O. Box 2985
Madison, WI 53701-2985
(608) 266-4635



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.

FOR OFFICE USE ONLY:

Paid _____ Receipt # _____

Date received _____

Received by _____

Aldermanic District _____

Zoning District _____

Urban Design District _____

Submittal reviewed by _____

1. Project Information

Address: _____

Title: _____

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

UDC meeting date requested _____

- ☐ 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)

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 _____

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 provided below for plan details)
- ☐ **Filing fee**
- ☐ **Electronic Submittal***

Each submittal must include fourteen (14) 11" x 17" collated paper copies. Landscape and Lighting plans (if required) must be full-sized. 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. 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 _____ on _____.
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.

Applicant name _____ Relationship to property _____

Authorized signature of **Property Owner**  _____ Date _____

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 what 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)
- ☐ Graphic of the proposed signage as it relates to what the Ch. 31, MGO would permit

February 5, 2019

City of Madison
215 Martin Luther King Jr. Blvd., Suite 017
Madison, WI 53701

Re: Hilton Dual Brand Hotel
2301 East Springs Drive

Urban Design Commission,

We are pleased to present for your review the proposed 5-story Home 2 Suites & Tru Dual Brand Hotel by Hilton. Hawkeye Hotels will develop and operate this top-tier limited service 243 guestroom hotel.

General Description

Tru is a new brand that is simplified, spirited and grounded in value for guests with a zest for life and a desire for human connection. The Home 2 Suites is an innovative, modern approach to the midscale, extended-stay hotel market targeted at today's tech-savvy, value-oriented traveler. Together, the Home 2 Suites & Tru dual brands will offer travelers a wonderful and exciting mix of business and pleasure.

Site

From East Springs Drive, the site slopes up approximately 22' to where the building pad is situated. We are proposing to leave the existing sloped, curved entry drive as is due to the connection to the adjacent drive at the northwest edge of the property. The excessive grades, existing shared driveway and the required fire department access requirements around the perimeter of the hotel all necessitate that the building be located as shown, so it is pushed as close to the front of the lot as is reasonably possible, while still lending a clear and obvious entry point from the street.

228 parking spaces will be provided on site for hotel occupants. Per Table 281.3, with parking requirements for hotels at .75 per bedroom, we are providing more than the required 183 parking spaces. Since delivery of pre-packaged items and snacks will be by box truck and not by larger semi-trucks, we are requesting a waiver on the two (2) 10' x 50' loading spaces.

Architecture

The overall design shall conform to Hilton Design Standards for the Home 2 Suites & Tru brands. The hotel's exterior will feature a building base of dark brick, with textured wood-look hardboard and exterior insulation & finish system (EIFS). Each wing of the hotel shall employ featured brand colors and elements; the green color and lit "beacon" for Home 2 Suites and the turquoise color and angled element for Tru. In order to stay true to the aesthetics of each brand while meeting the City Ordinance requirements, we are proposing to use undulating facades of EIFS and textured wood-look hardboard on levels 2 through 5, as

it is very important for the vertical elements on these two brands to be consistent and continuous.

Contemporary light fixtures will blend with the clear anodized aluminum window and storefront systems. Per City Ordinance, the building's west facades facing East Springs Drive will incorporate at least 60% glazing along the lineal length of the facade. And the lit glass "beacon" on top of the Home 2 Suites will represent a landmark that is visible from the highway and that will shine throughout the Commercial Central District.

The trash enclosure to the rear of the site will incorporate the rich dark brick of the hotel on the exterior and will include wood or metal gates.

Signage

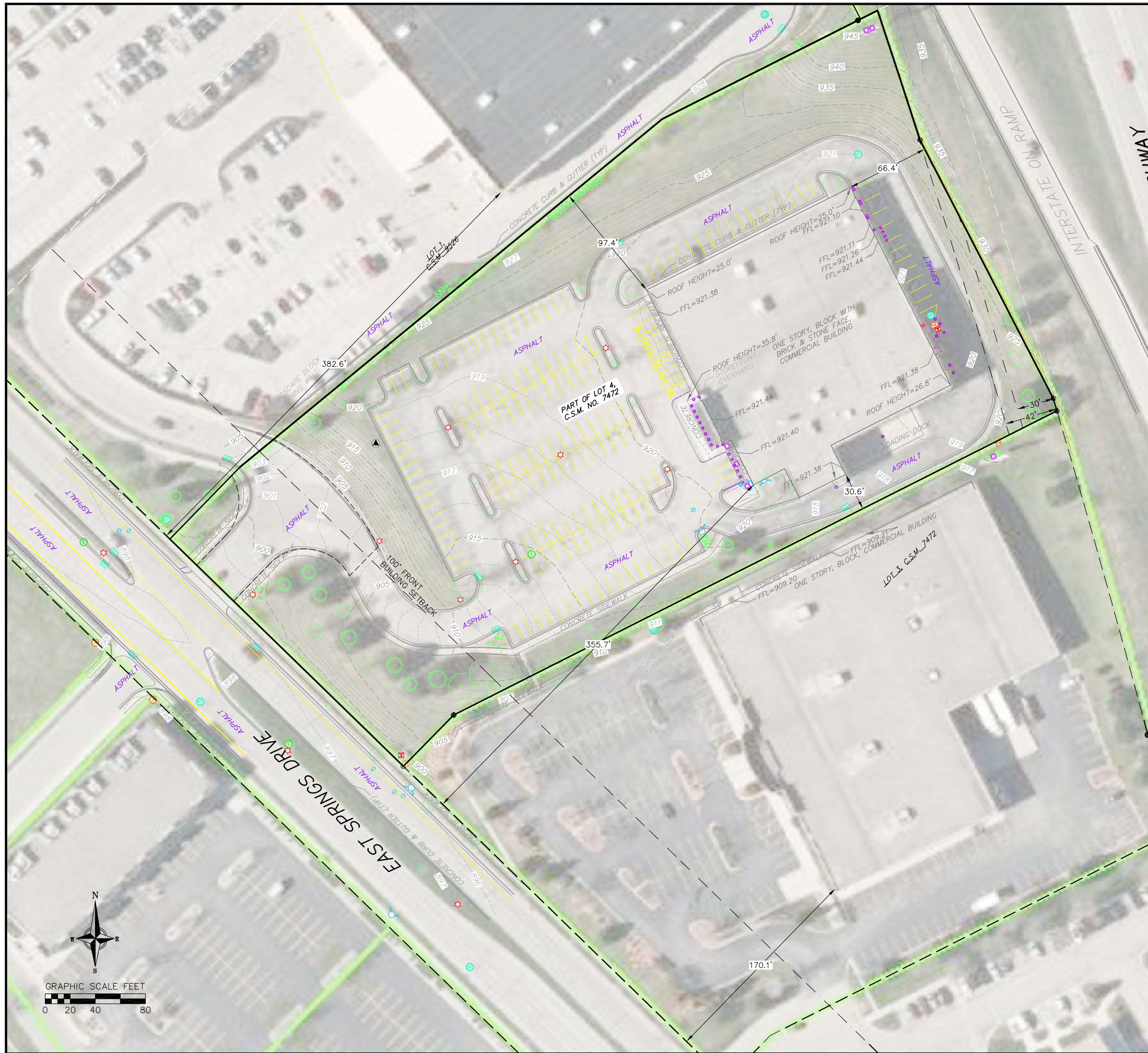
The dual brand hotel will include exterior signage on three (3) building facades, a monument sign at the street/front of the property and a pylon sign at the highway/back providing visibility and brand identification consistent with other nationally recognized hotels situated along highway corridors and within city developments.

The design of the Home 2 Suites & Tru Dual Brand Hotel is intended to improve the urban design within the Commercial Center District while transforming the area into a more conducive center for pedestrian, bicycle, transit and motor vehicle activity.

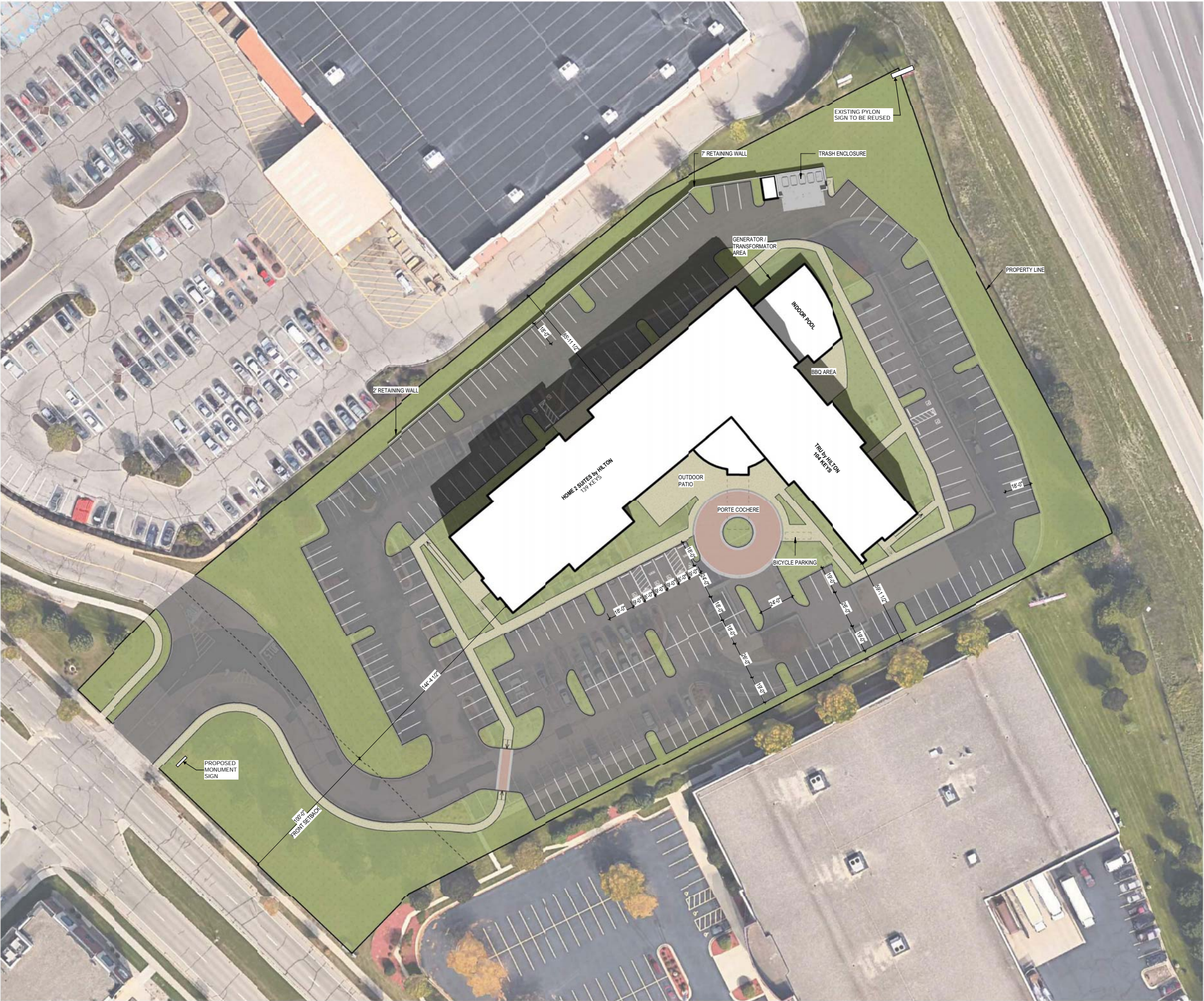
Please contact me if you have any questions.

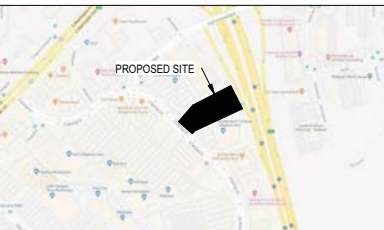
Sincerely,

Kastytis Cechavicius, NCARB, LEED AP
Principal
1725 Village Center Circle #110
Las Vegas Nevada 89134
Office: 702 403 1575 Cell: 702 244 0013
kastis@design-cell.com | ☐ Add as contact
www.design-cell.com



<div>SCALE</div> <div>AS SHOWN</div> <div>DATE</div> <div>1/24/19</div> <div>DRAFTER</div> <div>NBOW</div> <div>CHECKED</div> <div>PROJECT NO.</div> <div>180375</div> <div>SHEET</div> <div>1 OF 1</div> <div>DWG. NO.</div>		REVISIONS		REVISIONS	
		NO. DATE		NO. DATE	
		REMARKS		REMARKS	
Setback Exhibit					
2301 East Springs Drive					
City of Madison					
Dane County, Wisconsin					



PROJECT SUMMARY		
THIS PROJECT CONSISTS OF SITE DEVELOPMENT AND BUILDING DESIGN FOR 243 KEYS, 5 STORY HOME 2 SUITES & TRU DUAL BRAND HOTEL by HILTON.		
SITE SUMMARY		
DESCRIPTION	INFORMATION / REQUIREMENT	COMPLIANCE
# APN	0810-2711-4040	
ADDRESS	2301 EAST SPRINGS DR., MADISON, WI	
JURISDICTION	CITY OF MADISON, WI	
ZONING CLASSIFICATION	CC	
PLANNED LAND USE	COMMERCIAL	
HOTEL USE ALLOWED	YES	Y
# OF PARKING STALLS REQUIRED	REFER TO CODE FOR DETAIL	Y
SIZE OF PARKING STALLS REQUIRED	9' x 18'	Y
MAX BUILDING HEIGHT	68'-0"	Y
FIRE ACCESS REQUIRED	26'-0" DRIVEWAY	Y
FRONT SETBACK	100'-0"	Y
SIDE SETBACK	6'-0"	Y
REAR SETBACK	20'-0"	Y
NOTE:		
AREA CALCULATIONS		
NAME	AREA	PERCENTAGE
LANDSCAPE	68880 SF	34%
PARKING LOT AREA	91790 SF	46%
HARDSCAPE	12130 SF	6%
BUILDING FOOTPRINT	28180 SF	14%
		100%
ACTUAL BUILDING AREA (GROSS)		
LEVEL	AREA	
LEVEL 1	28,413 SF	
LEVEL 2	24,817 SF	
LEVEL 3	24,817 SF	
LEVEL 4	24,817 SF	
LEVEL 5	24,817 SF	
TOTAL AREA:	127,681 SF	
PARKING REQUIRED		
USE	REQUIREMENT	SPACES REQUIRED
HOTEL	0.75 PER GUESTROOM	183
TOTAL:		183
NOTE: UP TO 25% CAN BE COMPACT		
PARKING PROVIDED		
TYPE	COUNT	
8'-6" x 19' - 90 deg	62	
9' x 18' - 90 deg	158	
9' x 18' - 90 deg (Accessible)	6	
9' x 18' - 90 deg (Accessible/VAN)	2	
	228	
VICINITY MAP		
		

1

SITE PLAN

1" = 30'-0"

30.00 FT

N

designcell

ARCHITECTURE

1725 VILLAGE CENTER CIRCLE #110
LAS VEGAS, NV 89134 T. 702.403.1575
WWW.DESIGNCELL.COM

V06

01/23/2019

PRELIMINARY DESIGN

H2S & TRU DUAL BRAND by HILTON

5-STORY, 243 GUESTROOMS

2301 EAST SPRINGS DR., MADISON, WI

PROJECT NUMBER: 18 068

SITE PLAN / SITE DATA

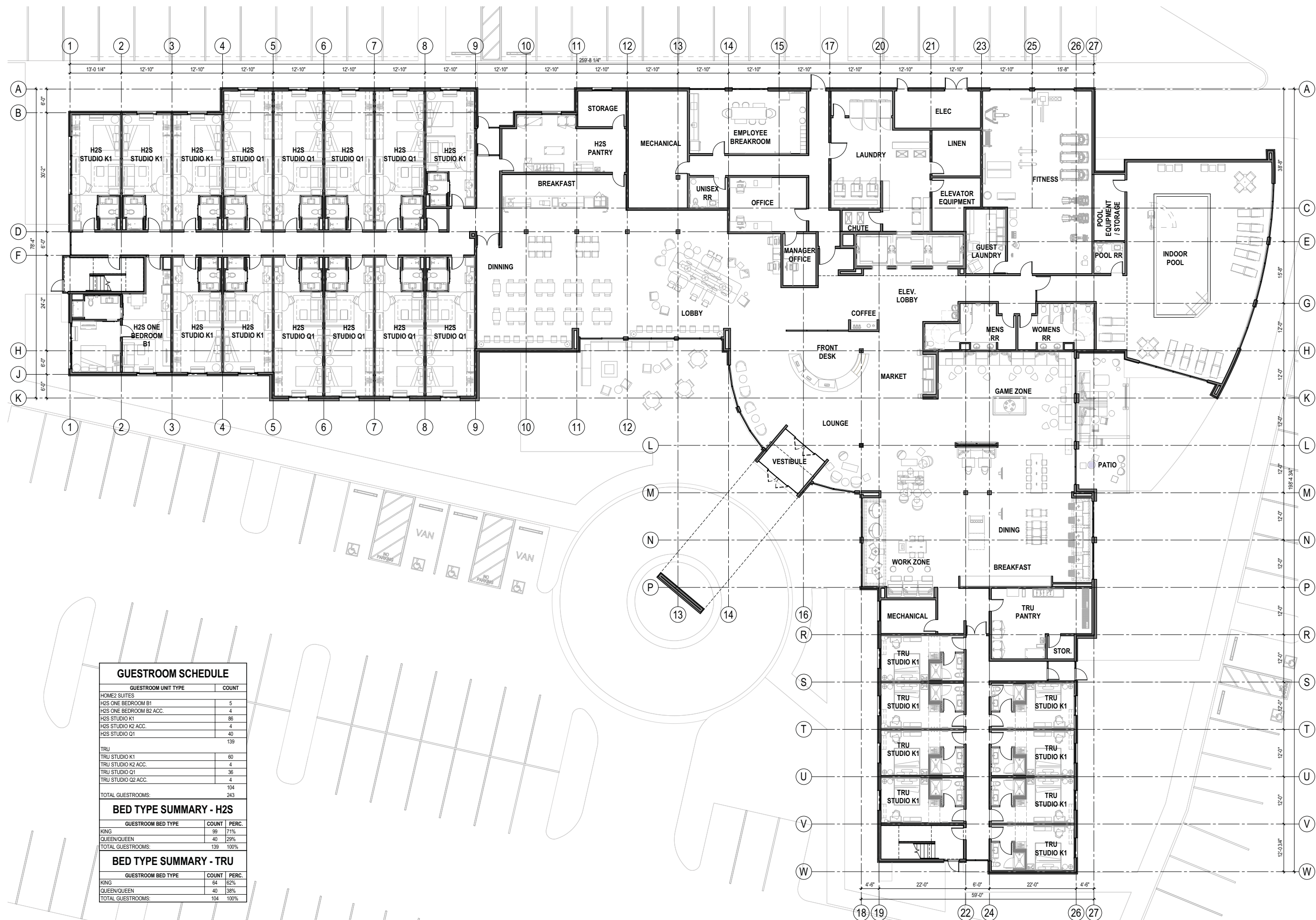
DR-1.1



VIEW FROM PROPOSED SITE #1

VIEW FROM PROPOSED SITE #2

VIEW FROM OFF RAMP #3



GUESTROOM SCHEDULE			
GUESTROOM UNIT TYPE		COUNT	
HOME2 SUITES			
H2S ONE BEDROOM B1		5	
H2S ONE BEDROOM B2 ACC.		4	
H2S STUDIO K1		86	
H2S STUDIO K2 ACC.		4	
H2S STUDIO Q1		40	
		139	
TRU			
TRU STUDIO K1		60	
TRU STUDIO K2 ACC.		4	
TRU STUDIO Q1		36	
TRU STUDIO Q2 ACC.		4	
		104	
TOTAL GUESTROOMS:		243	
BED TYPE SUMMARY - H2S			
GUESTROOM BED TYPE		COUNT	PERC.
KING		99	71%
QUEEN/QUEEN		40	29%
TOTAL GUESTROOMS:		139	100%
BED TYPE SUMMARY - TRU			
GUESTROOM BED TYPE		COUNT	PERC.
KING		64	62%
QUEEN/QUEEN		40	38%
TOTAL GUESTROOMS:		104	100%

1 FLOOR PLAN - LEVEL 1
3/32" = 1'-0"

designcell
ARCHITECTURE
1725 VILLAGE CENTER CIRCLE #110
LAS VEGAS, NV 89134 T. 702.403.1575
WWW.DESIGNCELL.COM

NOT FOR CONSTRUCTION

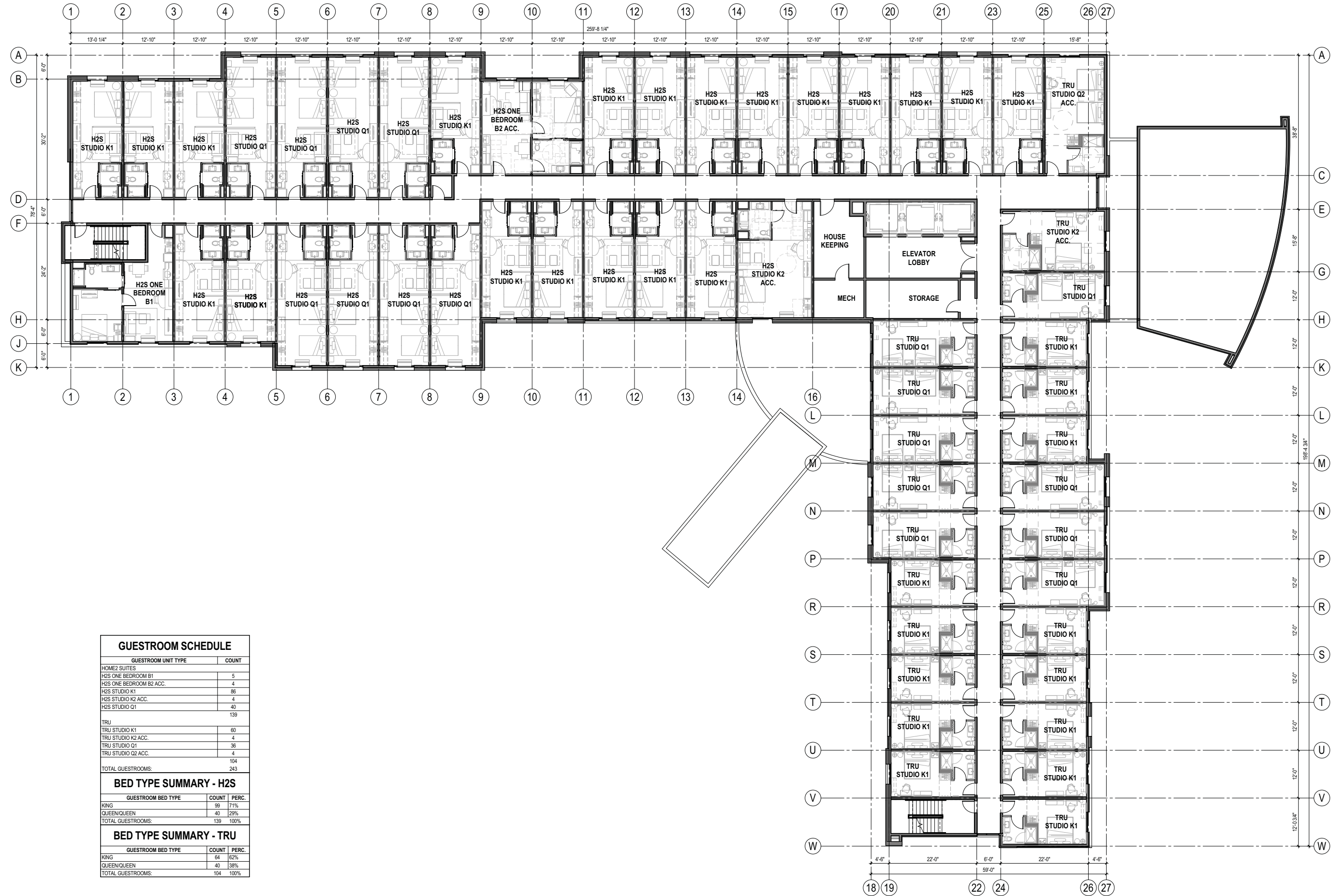
H2S & TRU DUAL BRAND by HILTON
5-STORY, 243 GUESTROOMS

MADISON, WI

PROJECT NUMBER: 18 068

FLOOR PLAN -
LEVEL 1

DR-2.1



NOT FOR CONSTRUCTION

H2S & TRU DUAL BRAND by HILTON
5-STORY, 243 GUESTROOMS

PROJECT NUMBER: 18 068
FLOOR PLAN - LEVELS 2-5 (TYP.)








EXTERIOR FINISH LEGEND		
SYMBOL	ID	DESCRIPTION
	PT1	EIFS
	PT2	EIFS
	BD1	LAP SIDING
	BD2	LAP SIDING
	PT3	EIFS
	PT4	EIFS
	ST1	BRICK VENEER



1 SOUTH ELEVATION
3/32" = 1'-0"



2 WEST ELEVATION
3/32" = 1'-0"

EXTERIOR FINISH LEGEND		
SYMBOL	ID	DESCRIPTION
	PT1	EIFS
	PT2	EIFS
	BD1	LAP SIDING
	BD2	LAP SIDING
	PT3	EIFS
	PT4	EIFS
	ST1	BRICK VENEER



2 NORTH ELEVATION
3/32" = 1'-0"



1 EAST ELEVATION
3/32" = 1'-0"

EXTERIOR FINISH LEGEND		
SYMBOL	ID	DESCRIPTION
	PT1	EIFS
	PT2	EIFS
	BD1	LAP SIDING
	BD2	LAP SIDING
	PT3	EIFS
	PT4	EIFS
	ST1	BRICK VENEER



1 SOUTH ELEVATION
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EXTERIOR FINISH LEGEND		
SYMBOL	ID	DESCRIPTION
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	BD2	LAP SIDING
	PT3	EIFS
	PT4	EIFS
	ST1	BRICK VENEER



2 NORTH ELEVATION
3/32" = 1'-0"



1 EAST ELEVATION
3/32" = 1'-0"



H2S & TRU DUAL BRAND by HILTON

5-STORY, 243 GUESTROOMS

MADISON, WI

PROJECT NUMBER: 18 068

3D VIEWS