

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 # _____

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: 780 Regent Street, Madison, WI 53715

Title: UW Campus Hotel

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

UDC meeting date requested February 13, 2019

- 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 Dave Merrick
Street address 17975 Sarah Lane, #200
Telephone 262-879-2563

Company Mortenson Development, Inc.
City/State/Zip Brookfield, WI 53045
Email dave.merrick@mortenson.com

Project contact person Thomas Miller
Street address 111 W Wisconsin Ave, 3rd Floor
Telephone 608-225-4040

Company Kahler Slater
City/State/Zip Milwaukee, WI 53203
Email tmiller@kahlerslater.com

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 on Page 4 for plan details)
- N/A **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 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. 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 Janine Glaeser and Heather Stouder on 8/23/2018.
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 Dave Merrick Relationship to property Owner
 Authorizing signature of property owner  Date 1/22/2019

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

Kahler Slater

Milwaukee
Madison
Richmond
Singapore

January 23, 2019

City of Madison
Planning Division
Attn: Ms. Julie Cleveland
Madison Municipal Building, Suite 017
215 Martin Luther King, Jr. Blvd.
Madison, WI 53701-2985

111 West Wisconsin Avenue
Milwaukee, WI 53203
P 414.272.2000

Dear Ms. Cleveland:

Mortenson Development, Inc. is pleased to submit this Urban Design Committee Application for an Informational Meeting for a proposed, nationally recognized, full-service hotel located at 760 Regent Street. This new hotel is intended to increase density on an underdeveloped parcel and provide an activated use at an important gateway to the campus while providing unparalleled accommodations for guest to Madison and the University of Wisconsin. The hotel features an entrance lobby, bar & restaurant, and supporting back of house function on the first floor; fitness, meeting space, and a covered balcony on the second floor; and approximately 176 guestrooms on 4 levels above. A parking structure is embedded underneath part of the hotel tower and contains approximately 235 parking spaces which replace and supply additional capacity to the existing surface spaces. The building's architecture takes a fresh take on the prototypical hotel language of the brand to integrate it was a non-typical massing strategy. The building is anchored by its masonry clad stair towers and features a mix of materials and detailing to accentuate the buildings features and program. The building supports connections to the East Campus Mall, bike trail, and the greater neighborhood through the use of landscaping and pedestrian connections.

Sincerely,

KAHLER SLATER, INC.



Tom Miller, AIA
Principal & Team Leader

cc: Mortenson Development, Inc.

enc: UDC Application
UDC Submittal Graphics Package

UW CAMPUS HOTEL

MADISON, WISCONSIN

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THE KOHL CENTER

PROJECT SITE

BIKE TRAIL

780

740

700

REGENT STREET

NORTH PARK STREET

EAST CAMPUS MALL

WEST WASHINGTON AVENUE

NOT TO SCALE

LOCATION PLAN



VIEW NORTH AT EAST CAMPUS MALL



VIEW NORTH FROM REGENT STREET



VIEW WEST TO THE DEVELOPMENT



VIEW WEST ON BIKE TRAIL



VIEW SOUTH ON EAST CAMPUS MALL AT BIKE TRAIL



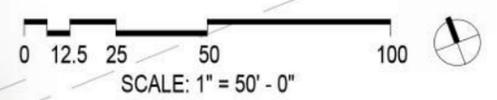
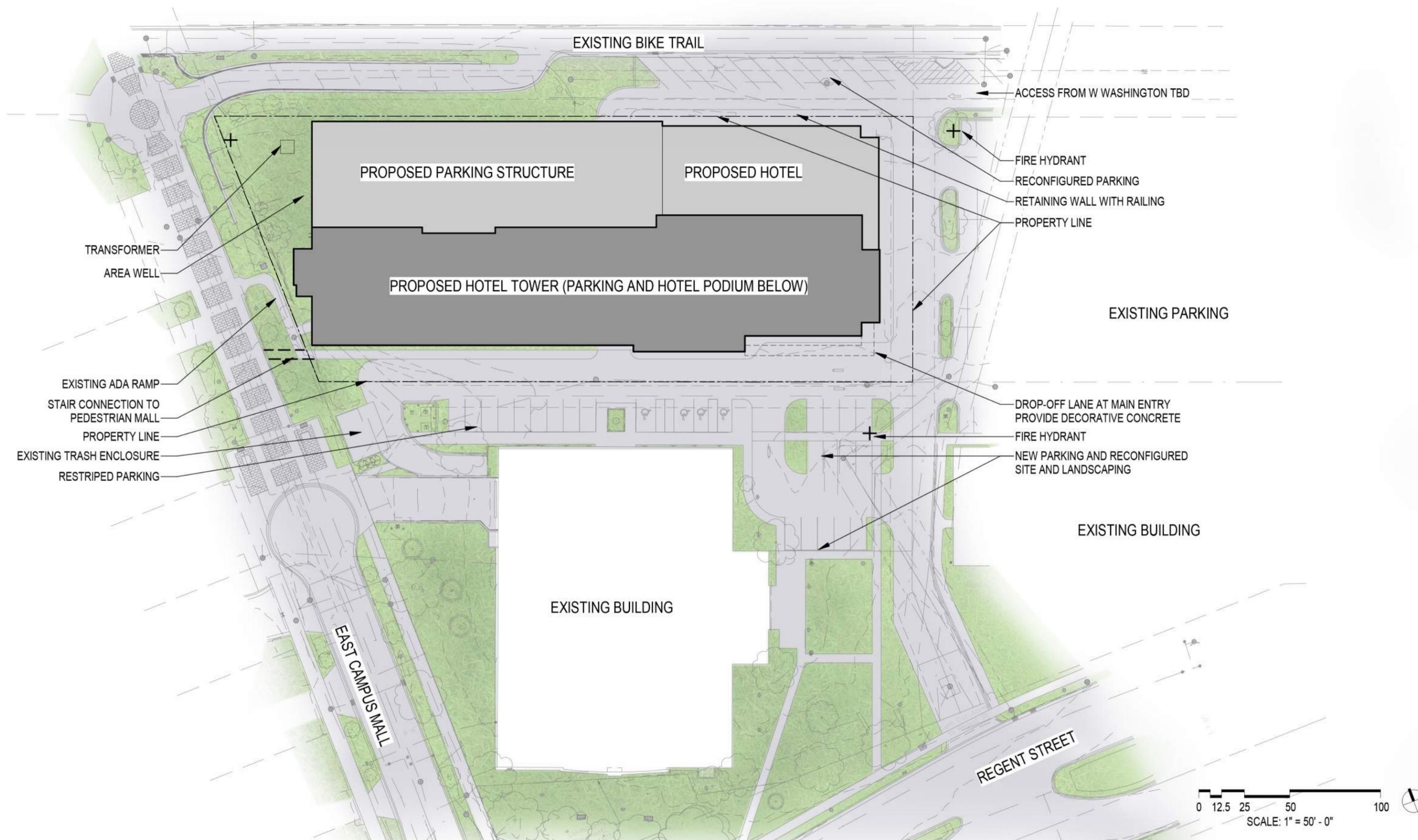
VIEW WEST FROM KOHL CENTER

SITE & CONTEXT VIEWS

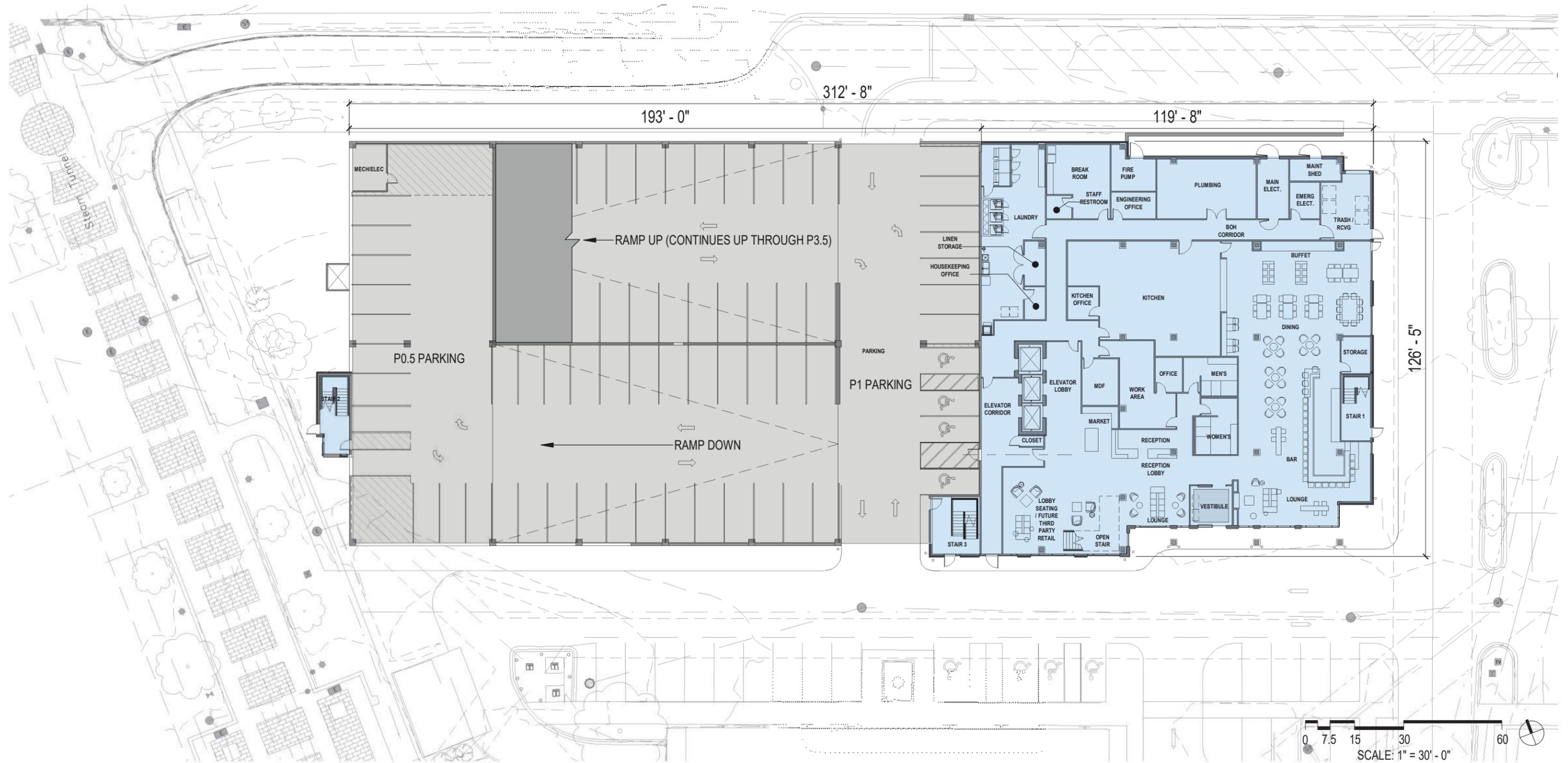
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SITE PLAN

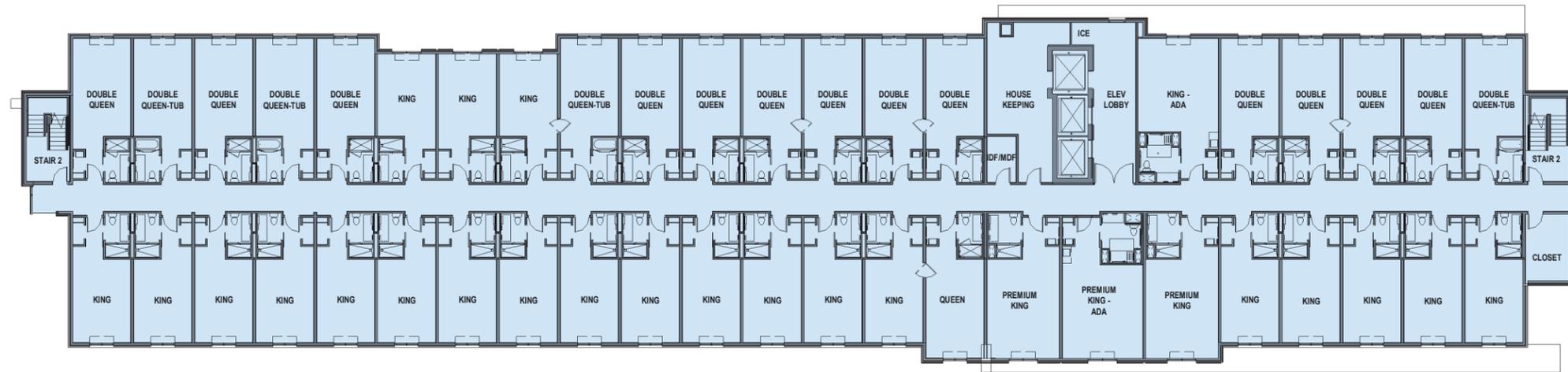


1ST FLOOR PLAN

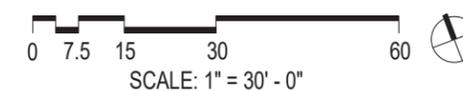
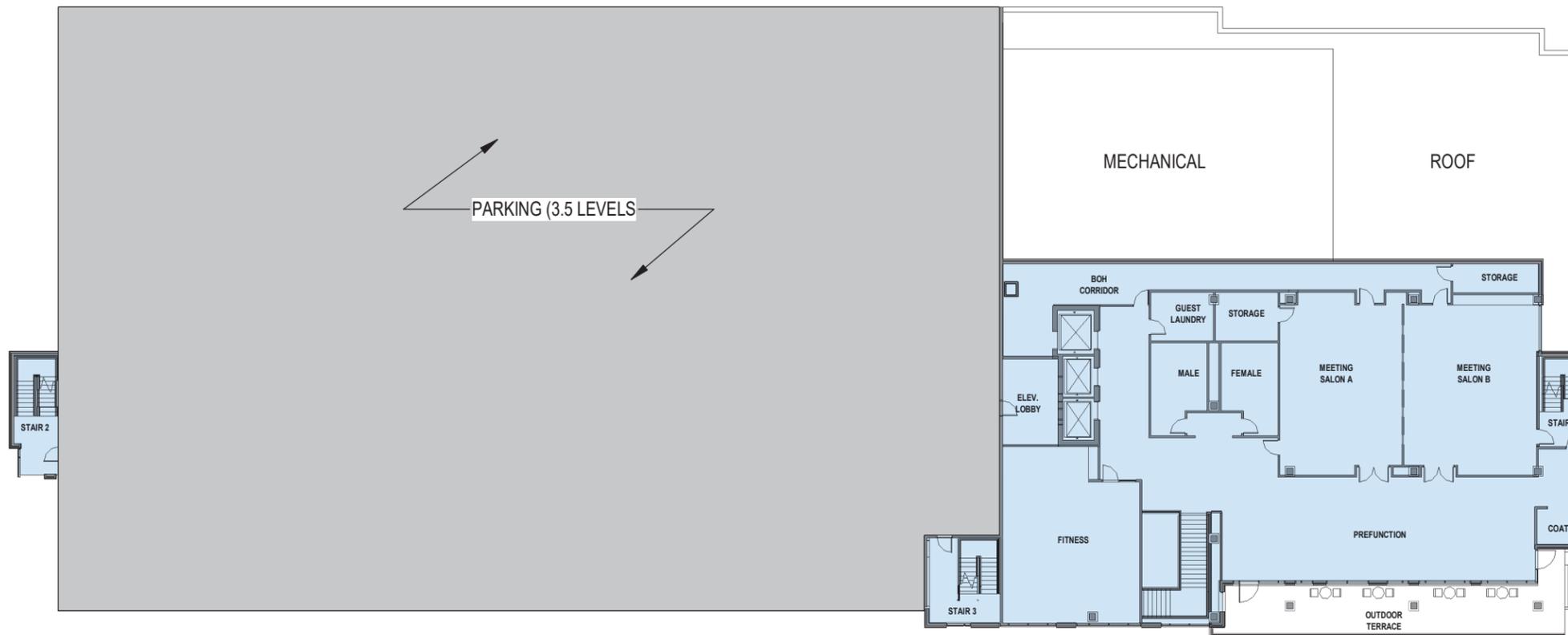
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3RD-6TH FLOOR PLAN



2ND FLOOR PLAN



VIEW TO EAST



VIEW TO NORTHWEST



VIEW SOUTHWEST



VIEW SOUTH

AERIAL VIEWS OF DEVELOPMENT



SOUTHEAST CORNER VIEW WITH MAIN ENTRY



VIEW EAST FROM EAST CAMPUS MALL



MAIN ENTRY FROM REGENT STREET



NORTHEAST CORNER AT BIKE TRAIL



NORTHWEST CORNER AT BIKE TRAIL

APPROACH VIEWS

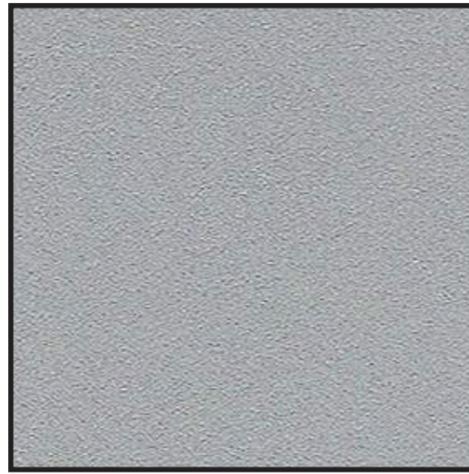
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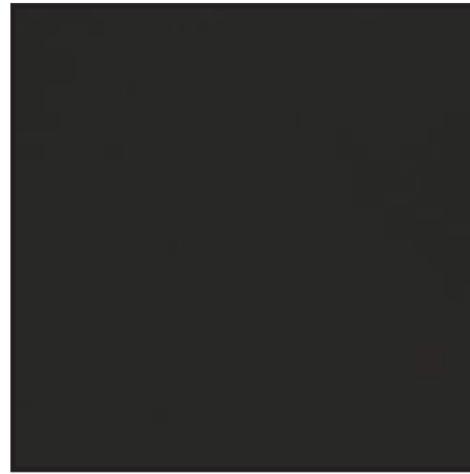
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EIFS - WHITE



EIFS - GRAY



METAL - BLACK



METAL - WHITE



SIDING - WOOD-LOOK



MASONRY - SLATE / BRICK



MATERIALS (ON SOUTH ELEVATION)



PARKING SCREENING (NORTHWEST CORNER)



PARKING SCREENING (LOOKING WEST)



SCREENING MATERIAL EXAMPLE

PARKING SCREENING

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AERIAL VIEW OF EAST CAMPUS MALL CONNECTION



EYE LEVEL VIEW OF EAST CAMPUS MALL CONNECTION

LANDSCAPE DEVELOPMENT

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