



July 13, 2016

Al Martin  
City of Madison Urban Design Commission  
215 Martin Luther King Jr. Blvd.  
Madison, WI 53717

Re: Tru Hotel by Hilton  
8102 Watts Road  
UDC-Informational Submittal

Dear Al:

Enclosed, please find 14 sets of plans for the UDC meeting to be held on July 27, 2016. The proposed project, located at 8102 Watts Road, is a 4-story, 106 guest room, 45,841 square foot, wood frame Tru Hotel (by Hilton). There will be 96 parking stalls (92 standard and 4 accessible).

Please feel free to contact me if you have further questions or need any additional information.

Sincerely,

Josh Wilcox  
Vice-President



# URBAN DESIGN COMMISSION APPLICATION CITY OF MADISON

215 Martin Luther King Jr. Blvd; Room LL-100  
PO Box 2985; Madison, Wisconsin 53701-2985  
Phone: 608.266.4635 | Facsimile: 608.267.8739

This form may also be completed online at:  
<http://www.cityofmadison.com/planning/documents/UDCApplication.pdf>

Please complete all sections of the application, including the desired meeting date and the type of action requested.

|   |  |
|---|--|
| Date Submitted: <u>July 13, 2016</u>                          | <input checked="" type="checkbox"/> Informational Presentation |
| UDC Meeting Date: <u>July 27, 2016</u>                        | <input type="checkbox"/> Initial Approval                      |
| Combined Schedule Plan Commission Date (if applicable): _____ | <input type="checkbox"/> Final Approval                        |

1. Project Address: 8102 Watts Road  
Project Title (if any): Tru Hotel

2. This is an application for (Check all that apply to this UDC application):

New Development     Alteration to an Existing or Previously-Approved Development

**A. Project Type:**

- Project in an Urban Design District\* (public hearing-\$300 fee)
- Project in the Downtown Core District (DC) or Urban Mixed-Use District (UMX) (\$150 fee, Minor Exterior Alterations)
- Suburban Employment Center (SEC) or 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 Planned Residential Complex

**B. Signage:**

- Comprehensive Design Review\* (public hearing-\$300 fee)     Street Graphics Variance\* (public hearing-\$300 fee)
- Signage Exception(s) in an Urban Design District (public hearing-\$300 fee)

**C. Other:**

Please specify: \_\_\_\_\_

**3. Applicant, Agent & Property Owner Information:**

Applicant Name: Madison West Princeton Investors I, LLC  
Street Address: 1600 Aspen Commons, Suite 200  
Telephone: (608) 836-6060 Fax: ( )

Company: c/o North Central Group  
City/State: Middleton, WI Zip: 53562  
Email: jkoester@ncghotels.com

Project Contact Person: Josh Wilcox  
Street Address: 7780 Elmwood Avenue, Suite 204  
Telephone: (608) 829-1750 Fax: ( )

Company: Gary Brink & Associates, Inc.  
City/State: Middleton, WI Zip: 53562  
Email: josh.wilcox@garybrink.com

Project Owner (if not applicant) : (same as applicant)  
Street Address: \_\_\_\_\_  
Telephone: ( ) Fax: ( )

City/State: \_\_\_\_\_ Zip: \_\_\_\_\_  
Email: \_\_\_\_\_

**4. Applicant Declarations:**

A. Prior to submitting this application, the applicant is required to discuss the proposed project with Urban Design Commission staff. This application was discussed with Al Martin on e-mailed 7-13-16.  
(name of staff person) (date of meeting)

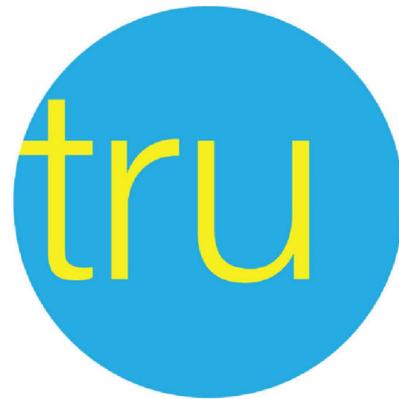
B. The applicant attests that all required materials are included in this submittal and understands that if any required information is not provided by the application deadline, the application will not be placed on an Urban Design Commission agenda for consideration.

Name of Applicant Josh Wilcox

Relationship to Property Architect

Authorized Signature Josh Wilcox

Date 7-13-16



by HILTON™

**TRU by Hilton**  
 8102 WATTS ROAD  
 MADISON, WI 53719

**UDC INFORMATIONAL**  
 JULY 27, 2016

JOB #201245

**PROJECT LOCATION MAP:**



**PROJECT ROOM MATRIX**

| tru Madison West          |               |                 |             |               |          |              |       |               |
|---------------------------|---------------|-----------------|-------------|---------------|----------|--------------|-------|---------------|
| Floor                     | Double Queens |                 |             | Kings         |          |              | Total | SquareFootage |
|                           | Standard D/Q  | ACC D/Q         | Roll-In D/Q | Standard King | ACC KING | Roll-In KING |       |               |
| 1                         | 7             | 0               | 0           | 5             | 0        | 1            | 13    | 11764         |
| 2                         | 11            | 0               | 1           | 18            | 1        | 0            | 31    | 11359         |
| 3                         | 11            | 1               | 0           | 18            | 1        | 0            | 31    | 11359         |
| 4                         | 11            | 1               | 0           | 18            | 1        | 0            | 31    | 11359         |
| Totals                    | 40            | 2               | 1           | 59            | 3        | 1            | 106   | 45841         |
|                           | 43            |                 |             | 63            |          |              | 106   |               |
|                           | 41%           |                 |             | 59%           |          |              | 100%  |               |
| Parking Stalls            |               |                 |             |               |          |              |       |               |
| ACC-Parking Stalls        | 4             | Standard Stalls | 92          | Total         | 96       |              |       |               |
| Site Information          |               |                 |             |               |          |              |       |               |
| Total Site Square footage |               |                 |             | 68822         |          |              |       |               |

**SHEET INDEX**

T-1 COVER SHEET & PROJECT CONTACTS

**ARCHITECTURAL DRAWINGS**

- EC.01 EXISTING SITE CONDITIONS
- A1.01 PROJECT SITE PLAN
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- A2.02 SECOND FLOOR PLAN
- A2.03 THIRD FLOOR PLAN
- A2.04 FOURTH FLOOR PLAN
- A6.01 EXTERIOR ELEVATIONS
- A6.02 EXTERIOR ELEVATIONS



GARY BRINK & ASSOCIATES  
 ARCHITECTS  
 7780 ELMWOOD AVE. STE. 204  
 MIDDLETON, WI 53562  
 608-829-1750  
 608-829-3056 (FAX)



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**OWNER:**

MADISON WEST PRINCETON INVESTORS I, LLC  
 C/O NORTH CENTRAL GROUP  
 1600 ASPEN COMMONS, SUITE 200  
 MIDDLETON, WISCONSIN 53562  
 PHONE: (608) 836-6060  
 FAX: (608) 836-6399  
 EMAIL: JKoester@ncghotels.com  
 PRINCIPAL CONTACT: JENNY KOESTER



**ARCHITECT:**

GARY BRINK & ASSOCIATES, INC.  
 7780 ELMWOOD AVENUE, SUITE 204  
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 PHONE: (608) 829-1750  
 EMAIL: josh.wilcox@garybrink.com  
 PRINCIPAL CONTACT: JOSH WILCOX



**MEP ENGINEER**

BASE4  
 ADDRESS: 9858 GLADES ROAD #237  
 BOCA RATON, FL 33434  
 PHONE: (701) 690-4378  
 EMAIL: garryv@base-4.com  
 PRINCIPAL CONTACT: DR. GARRY VERMAAS, PE



**STRUCTURAL ENGINEER**

PIERCE ENGINEERS  
 10 WEST MIFFLIN SUITE 205  
 MADISON, WI 53703  
 PHONE: (608) 729-1404  
 EMAIL: swp@pierceengineers.com  
 PRINCIPAL CONTACT: SETH W. PFEIL



**CIVIL ENGINEER**

VIERBICHER  
 999 FOURIER DRIVE, #201  
 MADISON, WISCONSIN 53717  
 PHONE: (608) 826-0532  
 EMAIL: tsch@vierbicher.com  
 PRINCIPAL CONTACT: TIMOTHY SCHLEEPER

PROJECT: TRU BY HILTON  
 8102 WATTS ROAD  
 MADISON, WISCONSIN 53719  
 CLIENT: MADISON WEST PRINCETON INVESTORS I, LLC  
 C/O NORTH CENTRAL GROUP  
 1600 ASPEN COMMONS, SUITE 200  
 MIDDLETON, WI 53562-0994

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PROJECT: 201245  
 DRAWN BY: MJB  
 DATE:  
 SCALE: AS NOTED

UDC INFORMATIONAL 07/27/2016

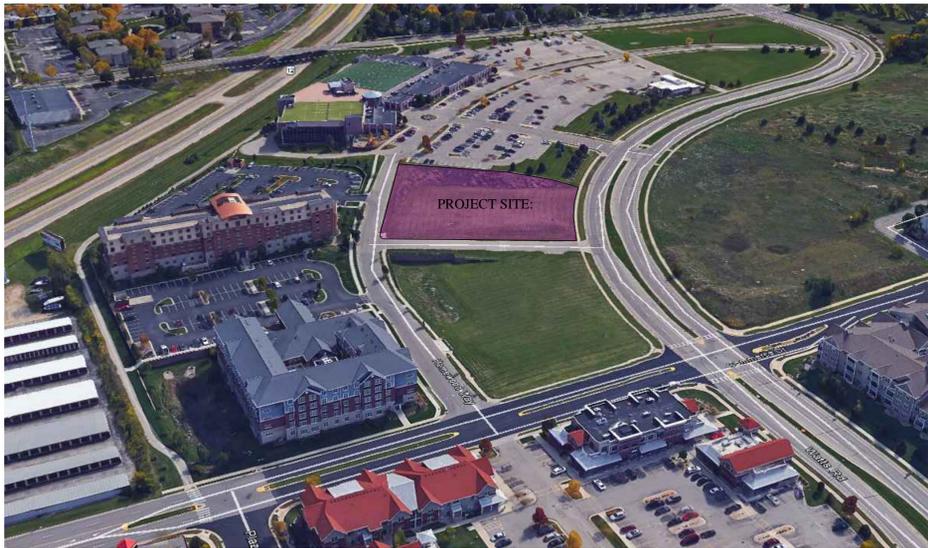
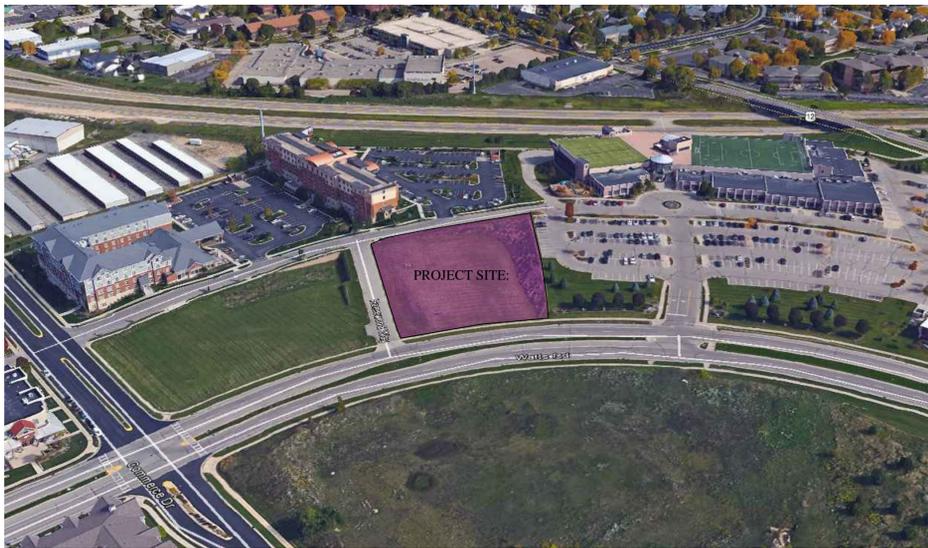
PROJECT INFORMATION AND CONTACTS



SITE IMAGE:



ADJACENT BUILDINGS:



AERIAL IMAGES:



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PROJECT:  
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EXISTING  
SITE  
CONDITIONS  
**EC.01**

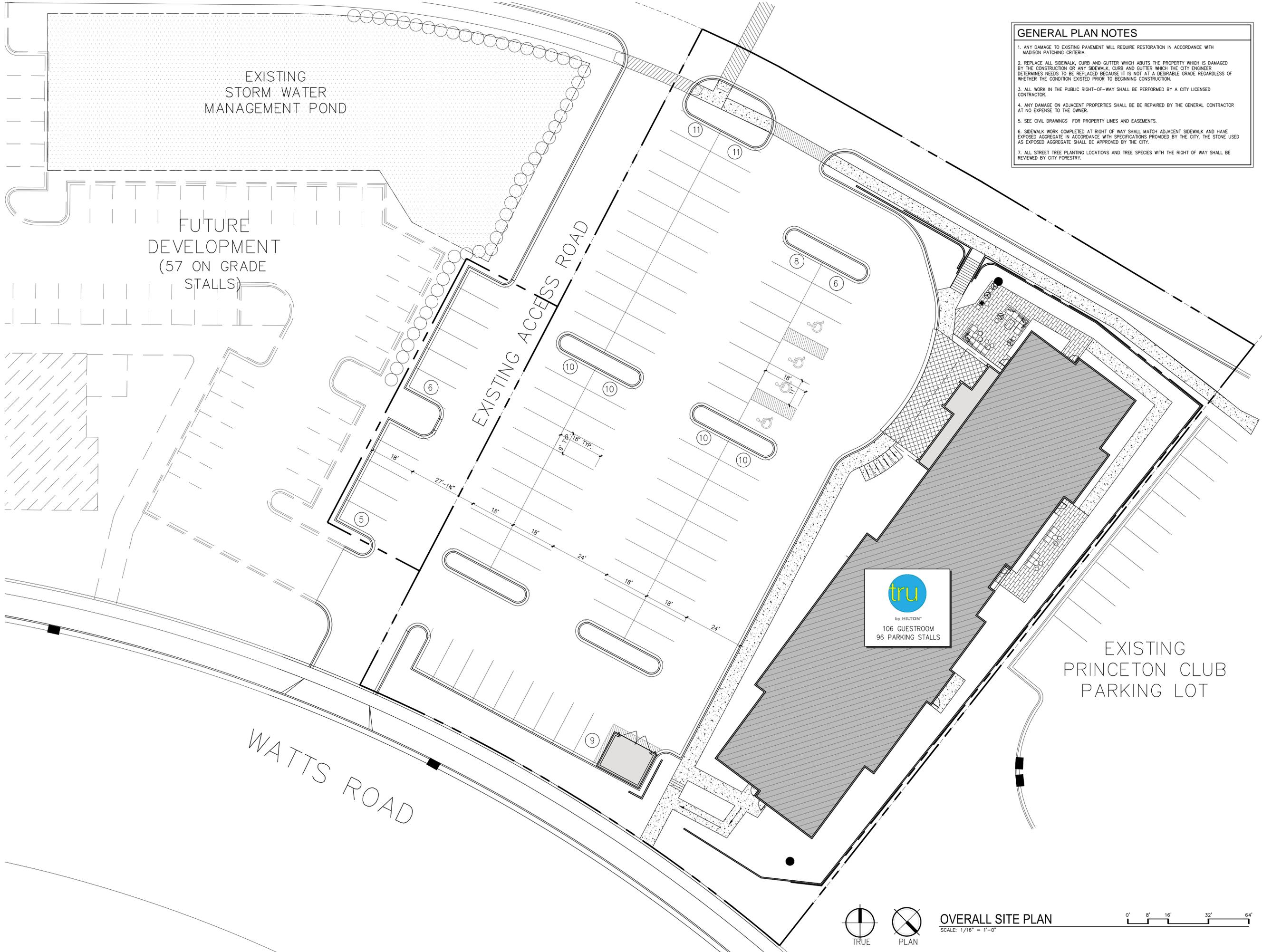


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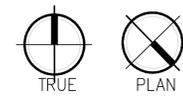
**GENERAL PLAN NOTES**

1. ANY DAMAGE TO EXISTING PAVEMENT WILL REQUIRE RESTORATION IN ACCORDANCE WITH MADISON PATCHING CRITERIA.
2. REPLACE ALL SIDEWALK, CURB AND GUTTER WHICH ABUTS THE PROPERTY WHICH IS DAMAGED BY THE CONSTRUCTION OR ANY SIDEWALK, CURB AND GUTTER WHICH THE CITY ENGINEER DETERMINES NEEDS TO BE REPLACED BECAUSE IT IS NOT AT A DESIRABLE GRADE REGARDLESS OF WHETHER THE CONDITION EXISTED PRIOR TO BEGINNING CONSTRUCTION.
3. ALL WORK IN THE PUBLIC RIGHT-OF-WAY SHALL BE PERFORMED BY A CITY LICENSED CONTRACTOR.
4. ANY DAMAGE ON ADJACENT PROPERTIES SHALL BE REPAIRED BY THE GENERAL CONTRACTOR AT NO EXPENSE TO THE OWNER.
5. SEE CIVIL DRAWINGS FOR PROPERTY LINES AND EASEMENTS.
6. SIDEWALK WORK COMPLETED AT RIGHT OF WAY SHALL MATCH ADJACENT SIDEWALK AND HAVE EXPOSED AGGREGATE IN ACCORDANCE WITH SPECIFICATIONS PROVIDED BY THE CITY. THE STONE USED AS EXPOSED AGGREGATE SHALL BE APPROVED BY THE CITY.
7. ALL STREET TREE PLANTING LOCATIONS AND TREE SPECIES WITH THE RIGHT OF WAY SHALL BE REVIEWED BY CITY FORESTRY.



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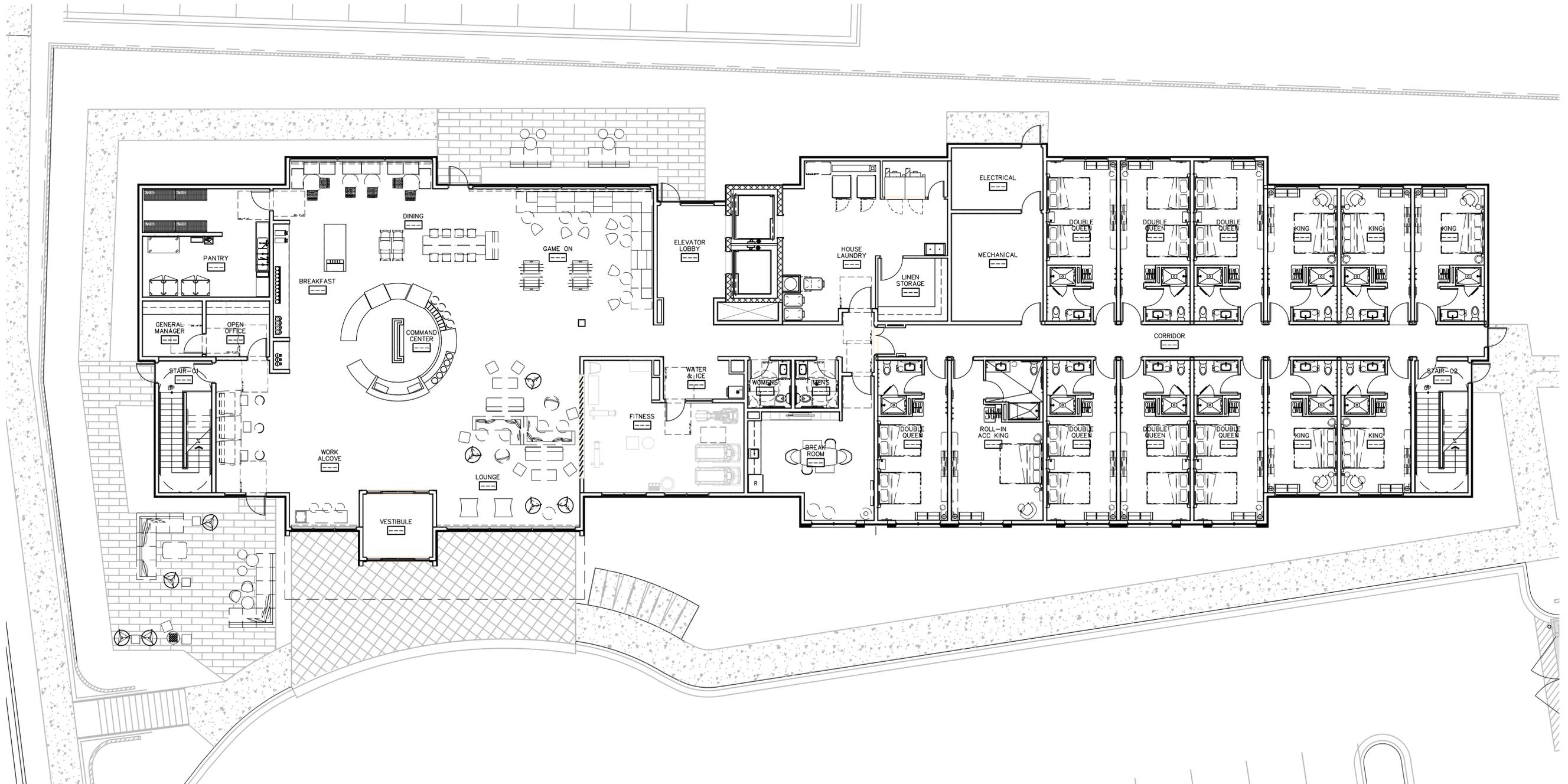


OVERALL SITE PLAN  
SCALE: 1/16" = 1'-0"



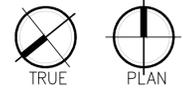


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FIRST FLOOR PLAN

SCALE: 1/8" = 1'-0"





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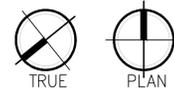


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SECOND FLOOR PLAN

SCALE: 1/8" = 1'-0"





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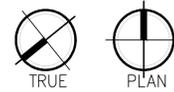


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THIRD FLOOR PLAN  
SCALE: 1/8" = 1'-0"





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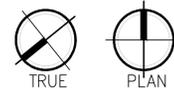


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FOURTH FLOOR PLAN  
SCALE: 1/8" = 1'-0"





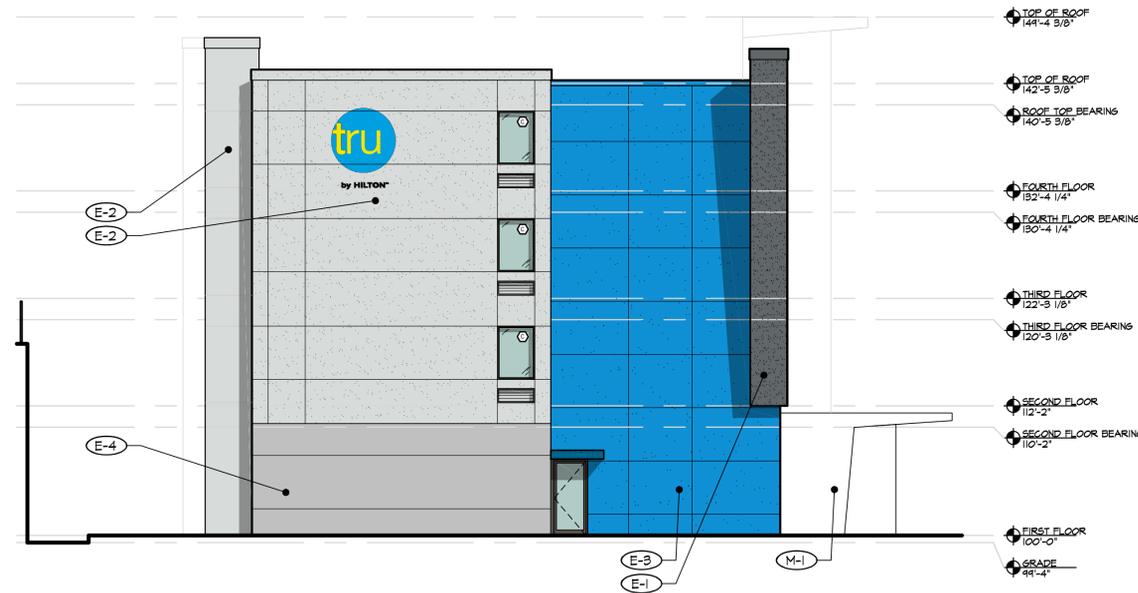
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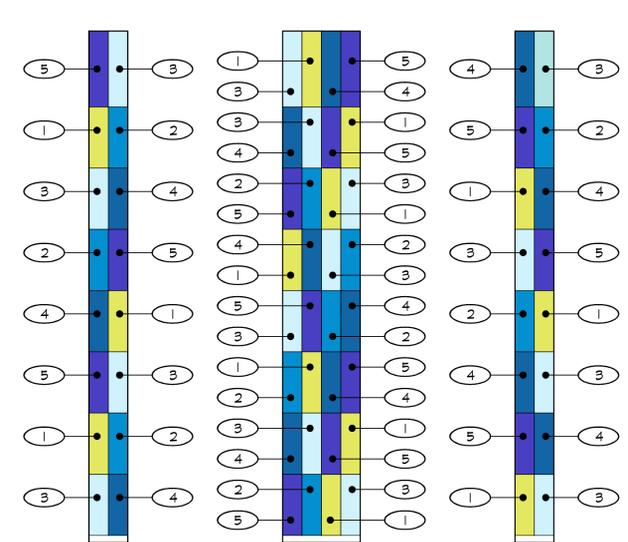
1 PLAN SOUTH ELEVATION  
SCALE: 1/8" = 1'-0"



| GRAPHIC | EXTERIOR FINISH KEY   |
|---------|---|
|         | E-1 TRU: DRYVIT FINISH SANDBLAST DPR COLOR: TRU #7 8090 - w/ STRATOTONE HIGH PERFORMANCE COLORANT (PANTONE TC BLACK)  |
|         | E-2 TRU: DRYVIT FINISH SANDBLAST DPR - HYDROPHOBIC COLOR: TRU #7 2142 - DRYVIT NUB OVERCAAT   |
|         | E-3 TRU: DRYVIT FINISH SANDBLAST DPR COLOR: TRU #9 8090 - w/ STRATOTONE HIGH PERFORMANCE  |
|         | E-4 TRU: DRYVIT FINISH SANDBLAST DPR COLOR: NUBA TATELLE  |
|         | E-5 TRU: DRYVIT FINISH TERRAZZO POLISHED GRANITE TRU #3 107 COLOR: 9071 GLACIER   |
|         | E-6 TRU: DRYVIT FINISH SANDBLAST DPR - TRU COLOR: TRU #7 8090 - w/ STRATOTONE HIGH PERFORMANCE COLORANT<br>1. COLOR 1: TRU #4 8085 - PANTONE PMS PROCESS YELLOW w/ STRATOTONE HIGH PERFORMANCE COLORANT<br>2. COLOR 2: TRU #9 8090 - PANTONE PMS PROCESS CYAN w/ STRATOTONE HIGH PERFORMANCE COLORANT<br>3. COLOR 3: TRU #6 8086 - PANTONE PMS TC - w/ STRATOTONE HIGH PERFORMANCE COLORANT<br>4. COLOR 4: TRU #7 8090 - PANTONE PMS PROCESS YELLOW w/ STRATOTONE HIGH PERFORMANCE COLORANT<br>5. COLOR 5: TRU #6 8086 - PANTONE PMS PROCESS CYAN w/ STRATOTONE HIGH PERFORMANCE COLORANT |
|         | M-1 HIGH PRESSURE LAMINATE PANEL COLOR: TO MATCH PANTONE PMS PROCESS CYAN   |
|         | M-2 HIGH PRESSURE LAMINATE PANEL COLOR: TO MATCH PANTONE PMS PROCESS YELLOW   |



2 PLAN EAST ELEVATION  
SCALE: 1/8" = 1'-0"



3 COLOR DIAGRAM  
SCALE: 1/8" = 1'-0"



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MADISON, WISCONSIN 53719  
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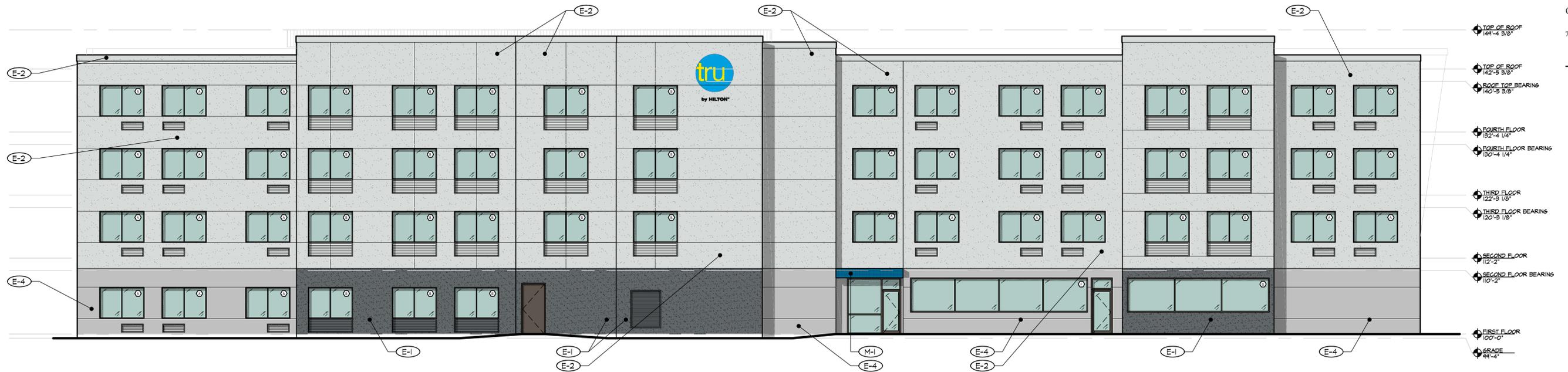
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EXTERIOR BUILDING ELEVATIONS

A6.01



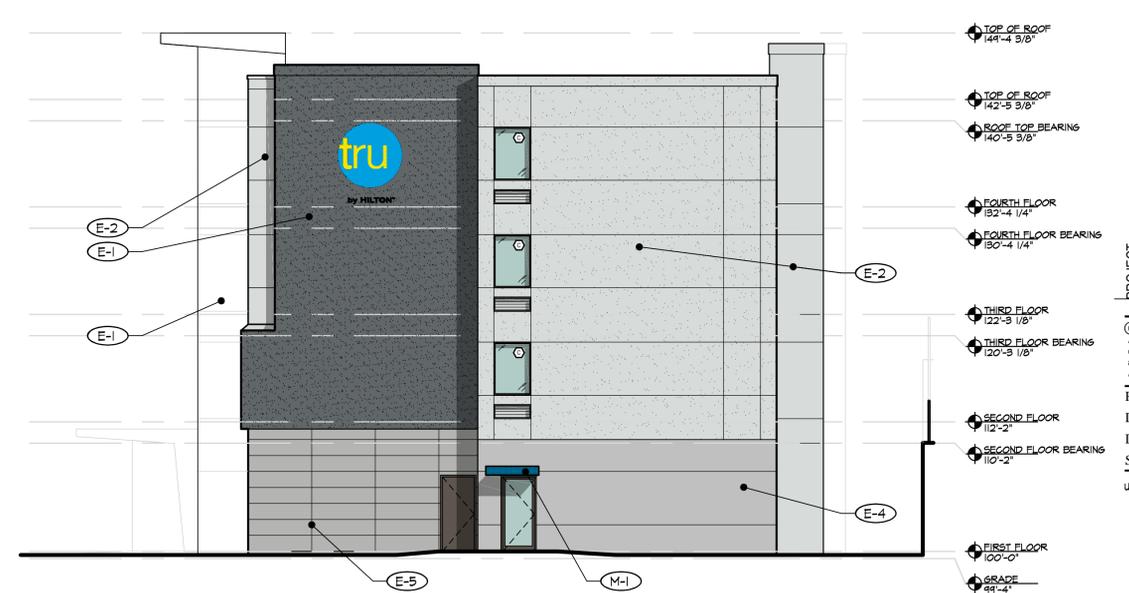
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608-829-3056 (FAX)



1 PLAN NORTH ELEVATION  
SCALE: 1/8" = 1'-0"



| GRAPHIC | EXTERIOR FINISH KEY   |
|---------|---|
|         | EES-01<br>FRGR; DRYVIT<br>FINISH: SANDBLAST DPR<br>COLOR: TRH 09 10500 - W/ STRATOTONE HIGH PERFORMANCE COLORANT (PANTONE 10 BLACK)   |
|         | EES-02<br>FRGR; DRYVIT<br>FINISH: SANDBLAST DPR - HYDROPHOBIC<br>COLOR: TRH 09 11407 - DRYVIT NUB OVERCAST  |
|         | EES-03<br>FRGR; DRYVIT<br>FINISH: SANDBLAST DPR<br>COLOR: TRH 09 10500 - W/ STRATOTONE HIGH PERFORMANCE   |
|         | EES-04<br>FRGR; DRYVIT<br>FINISH: SANDBLAST DPR<br>COLOR: N31A TATELTALE  |
|         | EES-05<br>FRGR; DRYVIT<br>FINISH: TENSAR POLISHED GRANITE TRU 03 101<br>COLOR: 101 GLACIER  |
|         | EES-06<br>FRGR; DRYVIT<br>FINISH: SANDBLAST 101P - TRH<br>COLOR: SEE 3/16/21 COLOR DIAGRAM FOR LOCATIONS<br>1. COLOR 1: TRH 04 10565 - PANTONE PPS PROCESS YELLOW W/ STRATOTONE HIGH PERFORMANCE COLORANT<br>2. COLOR 2: TRH 09 10585 - PANTONE PPS PROCESS CYAN W/ STRATOTONE HIGH PERFORMANCE COLORANT<br>3. COLOR 3: TRH 09 10585 - PANTONE PPS 911C - W/ STRATOTONE HIGH PERFORMANCE COLORANT<br>4. COLOR 4: TRH 07 10585 - PANTONE PPS 1058C - W/ STRATOTONE HIGH PERFORMANCE COLORANT<br>5. COLOR 5: TRH 08 10585 - PANTONE PPS 1058C - W/ STRATOTONE HIGH PERFORMANCE COLORANT |
|         | M-1<br>HIGH PRESSURE LAMINATE PANEL<br>COLOR: TO MATCH PANTONE PPS PROCESS CYAN   |
|         | M-2<br>HIGH PRESSURE LAMINATE PANEL<br>COLOR: TO MATCH PANTONE PPS PROCESS YELLOW   |



2 PLAN WEST ELEVATION  
SCALE: 1/8" = 1'-0"



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EXTERIOR BUILDING ELEVATIONS

A6.02