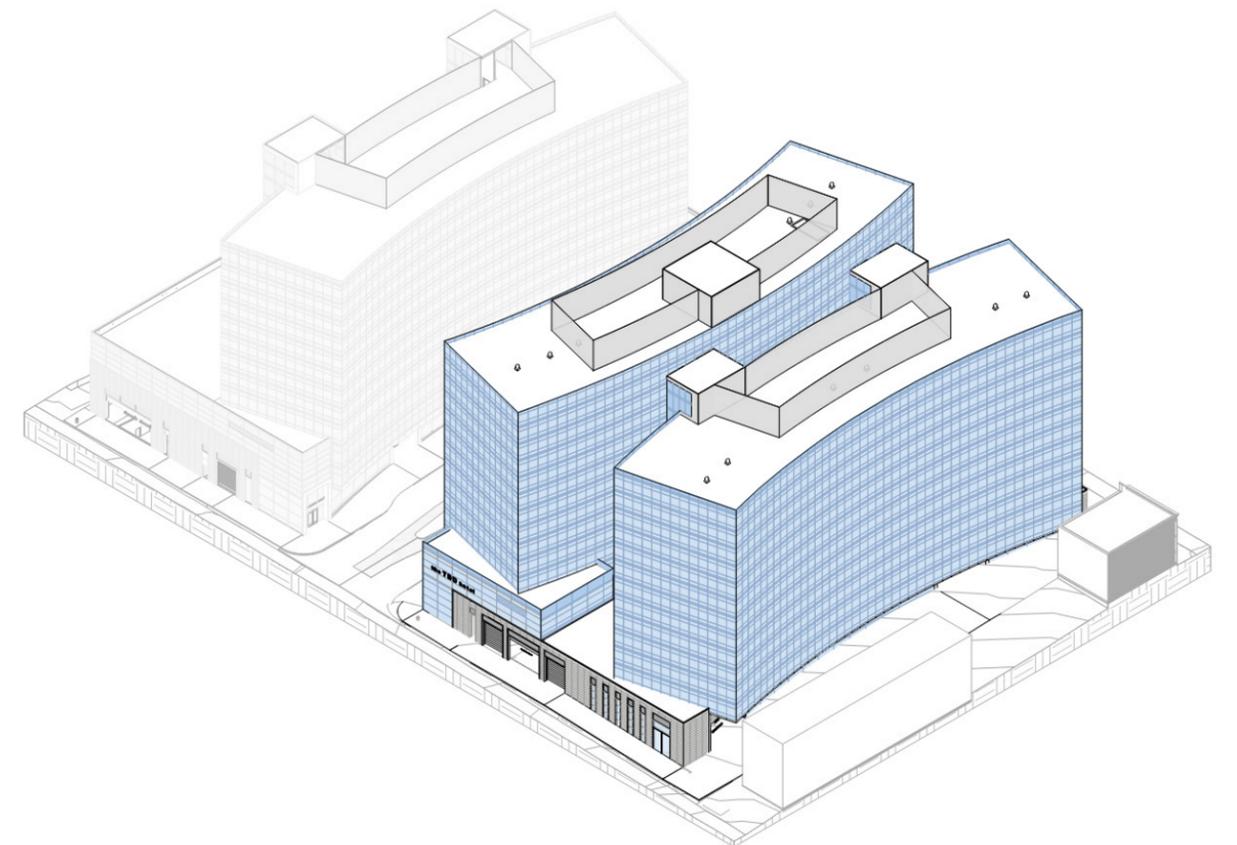
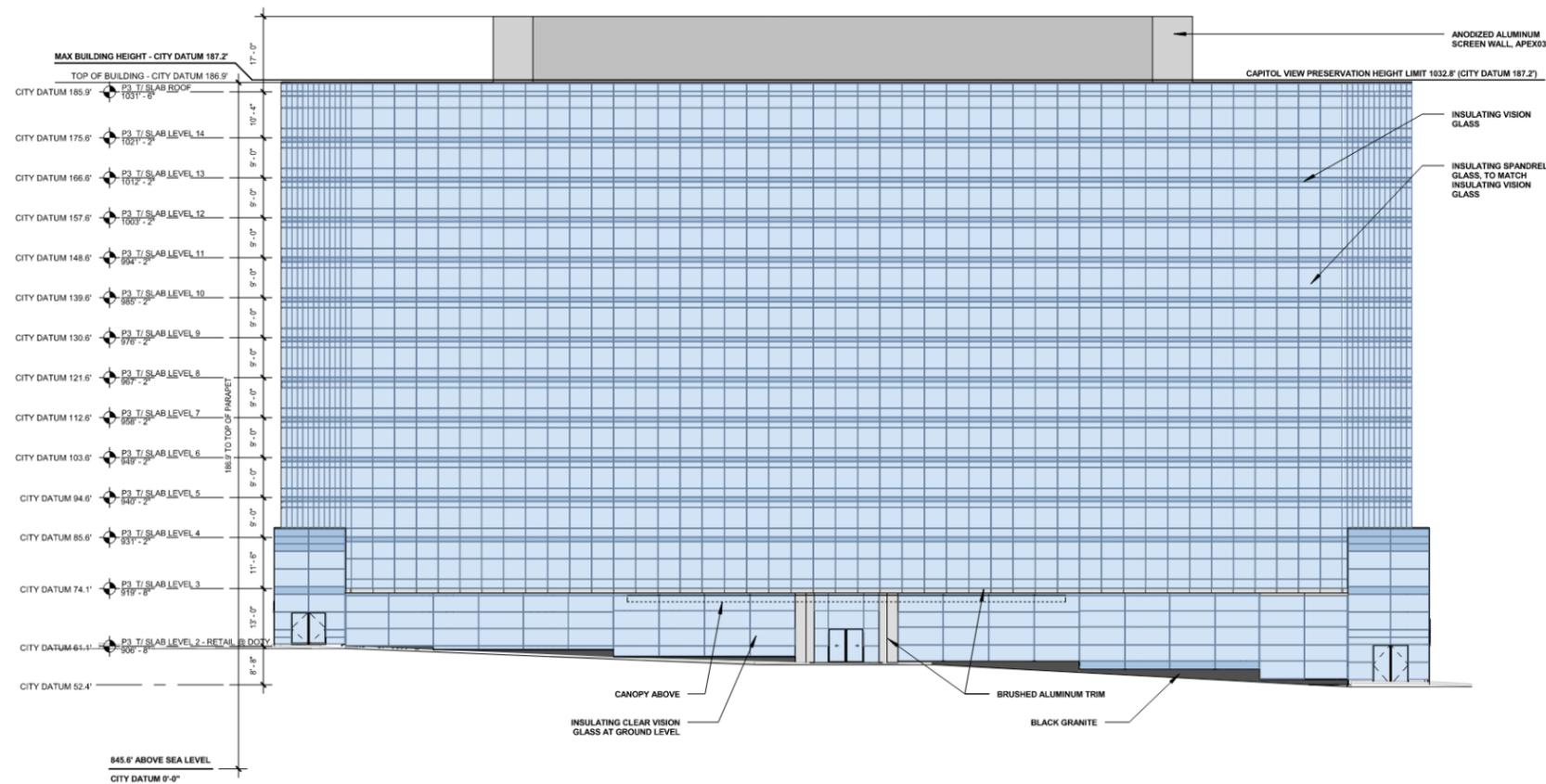
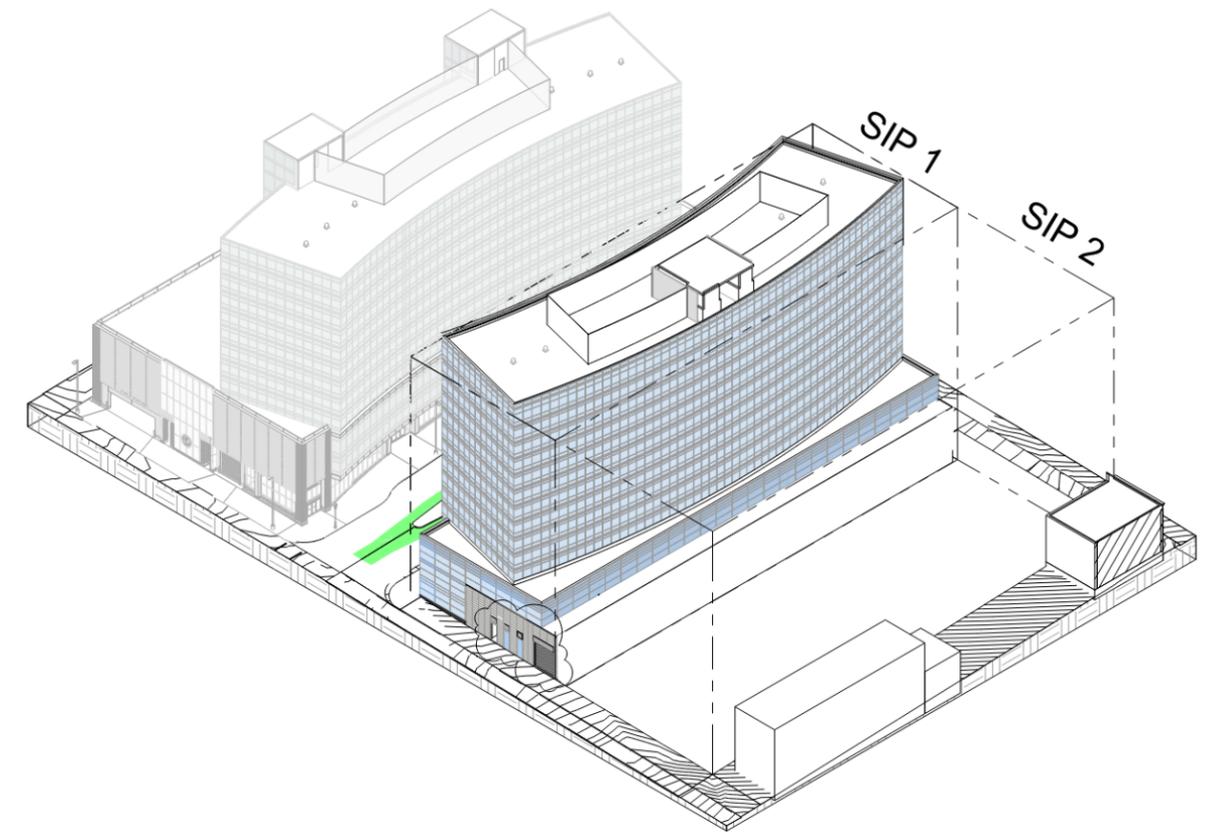
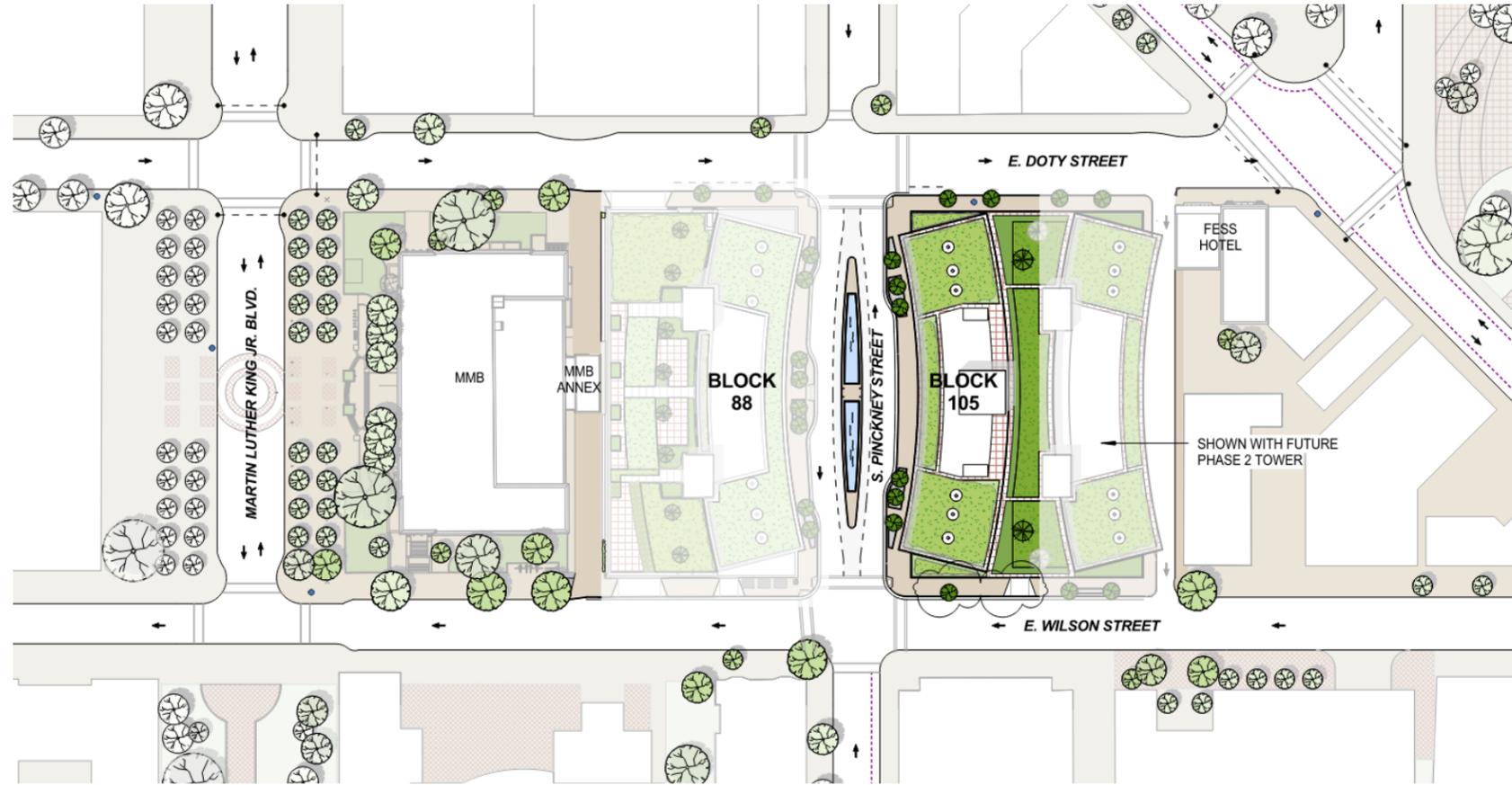

JUDGE DOYLE SQUARE

HOTEL DEVELOPMENT | BLOCK 105 | MADISON, WISCONSIN

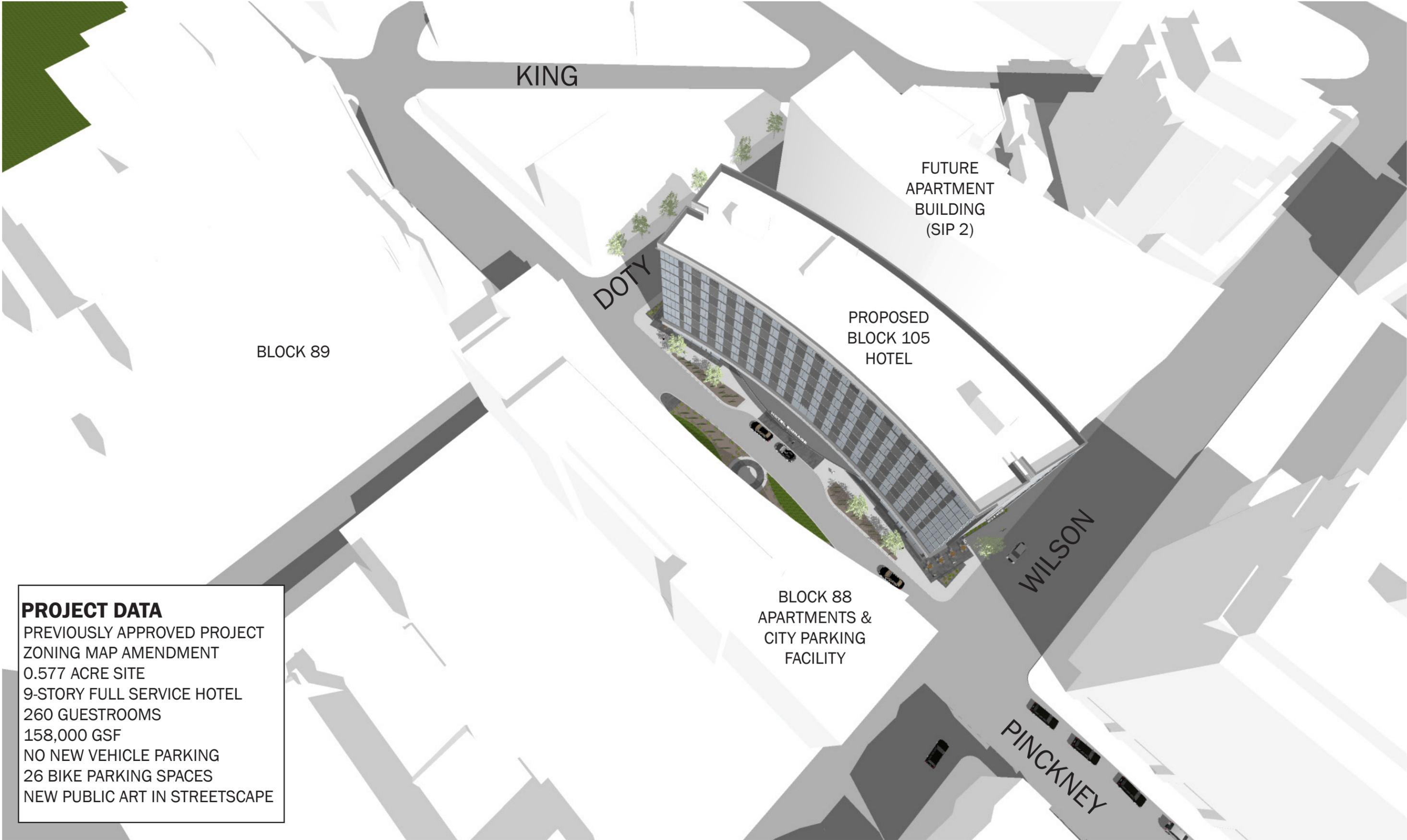
CITY OF MADISON UDC PRESENTATION
JANUARY 27, 2020

Kahler Slater

PREVIOUSLY APPROVED SIP1



SITE CONTEXT



PROJECT DATA

PREVIOUSLY APPROVED PROJECT
ZONING MAP AMENDMENT
0.577 ACRE SITE
9-STORY FULL SERVICE HOTEL
260 GUESTROOMS
158,000 GSF
NO NEW VEHICLE PARKING
26 BIKE PARKING SPACES
NEW PUBLIC ART IN STREETSCAPE

CONTEXT BUILDINGS



DESIGN FEEDBACK



UDC INFORMATIONAL FEEDBACK

NO DEAL KILLERS

LOVE THE CURVED FORM

LEAN INTO THE CURVE

MORE DIMENSION ON CURVE

MAKE IT MORE PLAYFUL AND ADD COLOR

TOO CORPORATE AND RESTRAINED

NEED MORE ARTICULATION ON ENDCAPS

MORE DIFFERENTIATION BETWEEN HORIZ & VERT.

UNDERSTAND 'BACK' OF THE BUILDING

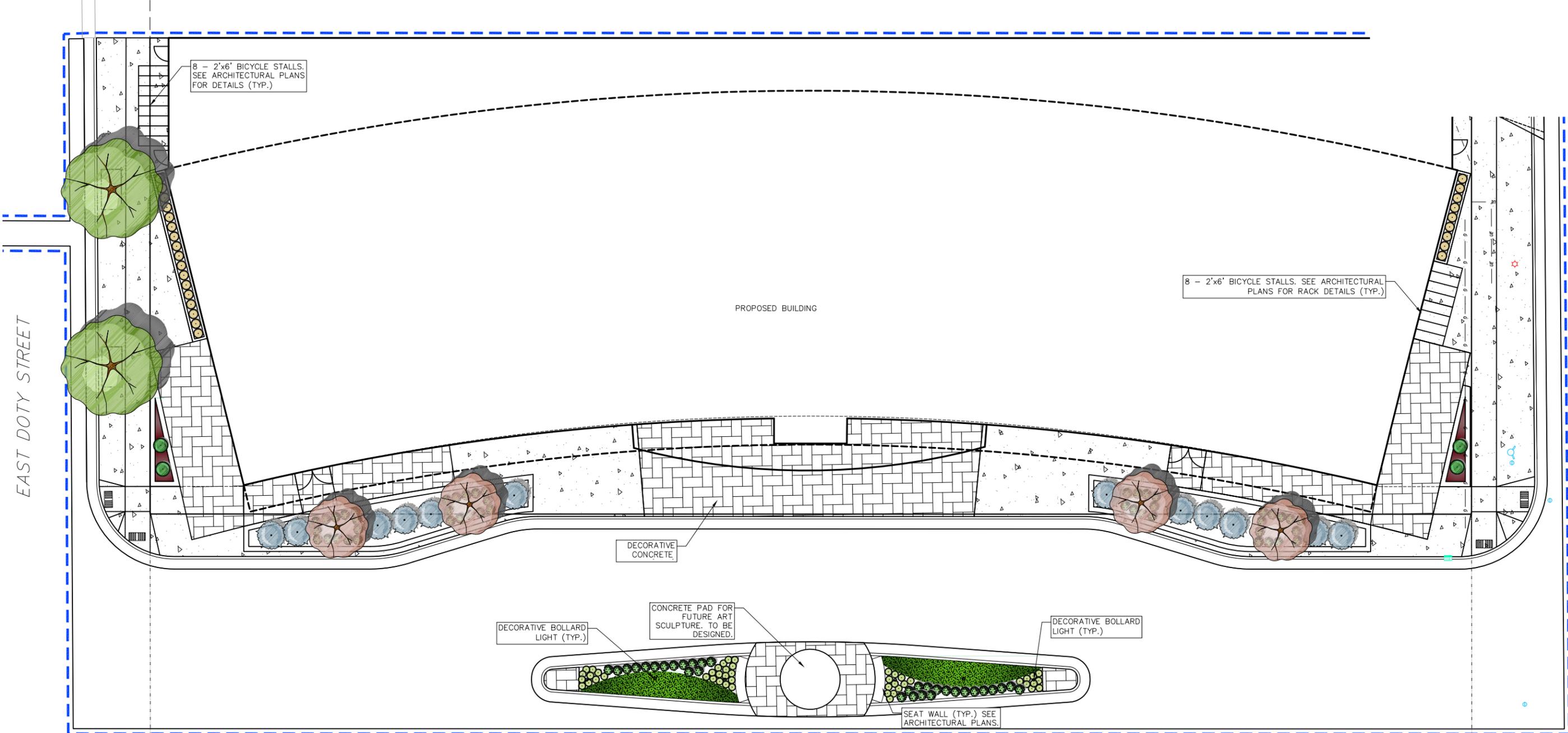
INITIAL NEIGHBORHOOD MEETING

SIMILAR DESIGN COMMENTS

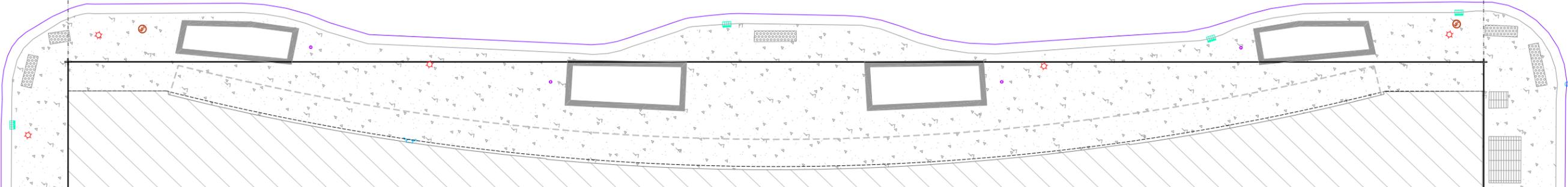
PEDESTRIAN ACTIVATION

SUSTAINABILITY PLAN

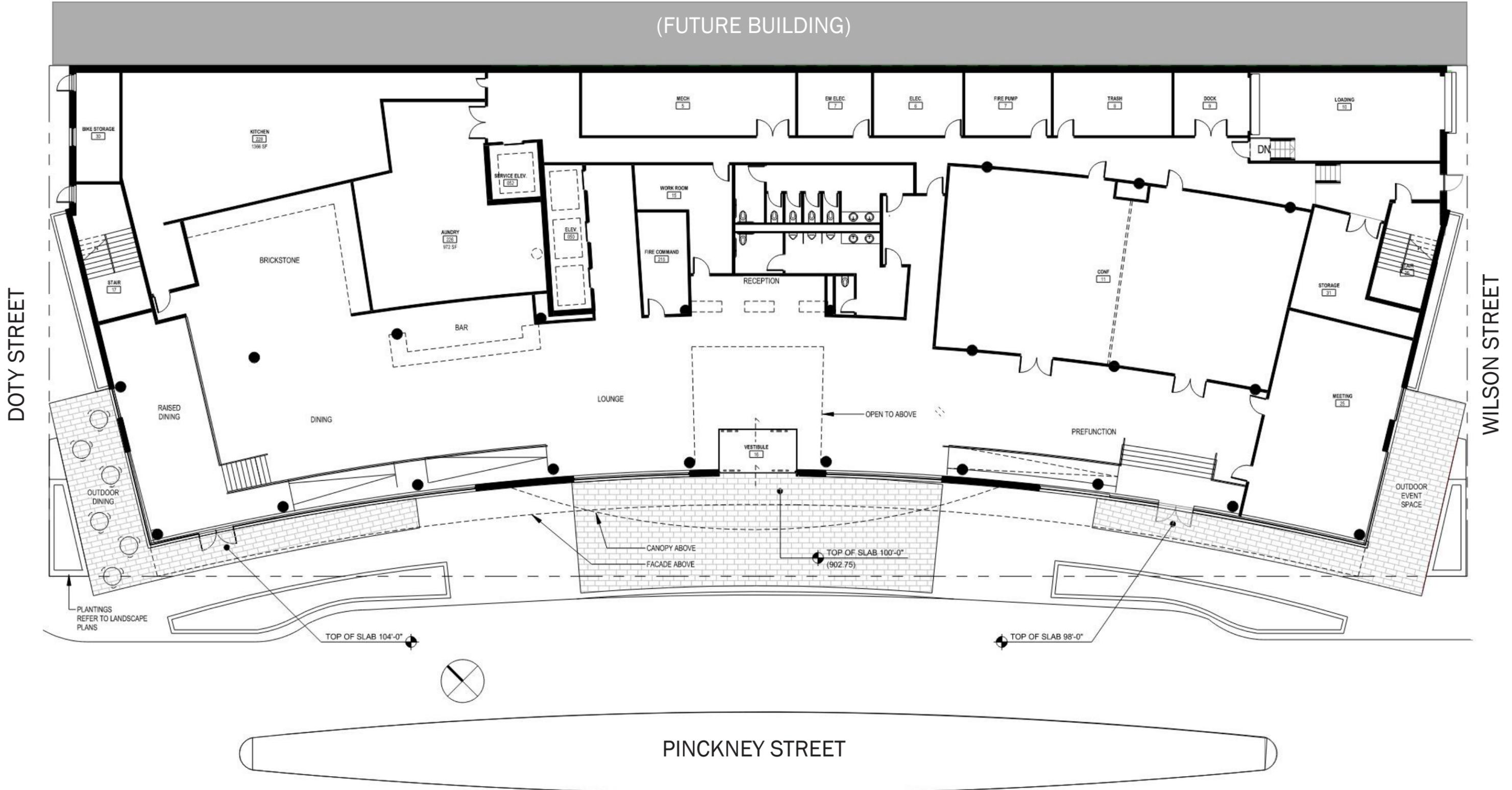
SITE & LANDSCAPE PLAN



SOUTH PINCKNEY STREET



FLOOR PLANS



1ST FLOOR PLAN

PROPOSED HOTEL DESIGN



PINCKNEY STREET FACADE



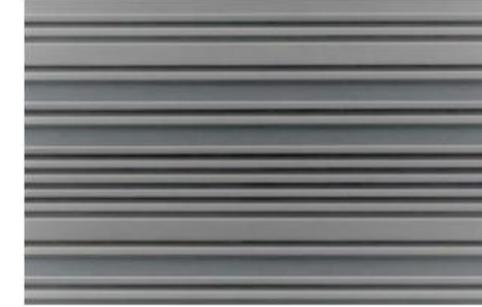
DOTY & PINCKNEY CORNER



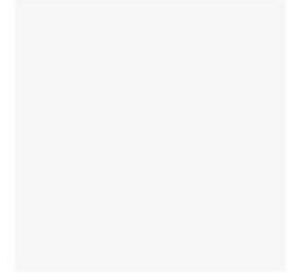
BUILDING MATERIALS



METAL PANEL 1:
CORRUGATED METAL PANEL w/ VARIEGATED PANEL SIZE.
BASIS OF DESIGN: MORIN MATRIX SERIES



COLOR:
ASCOT WHITE



METAL PANEL 2:
MCM PANEL SYSTEM w/ ALTERNATING COLORS
BASIS OF DESIGN: REYNOBOND COMPOSITE PANELS



COLOR 1:
BLACK



COLOR 2:
CHARCOAL GREY



STONE:
GRANITE - HONED FINISH
RUNNING BOND w/ ALTERNATING HEIGHT & WIDTH



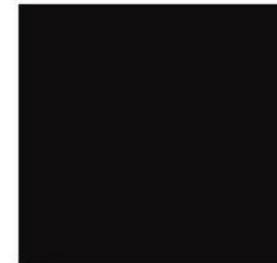
BUILDING MATERIALS



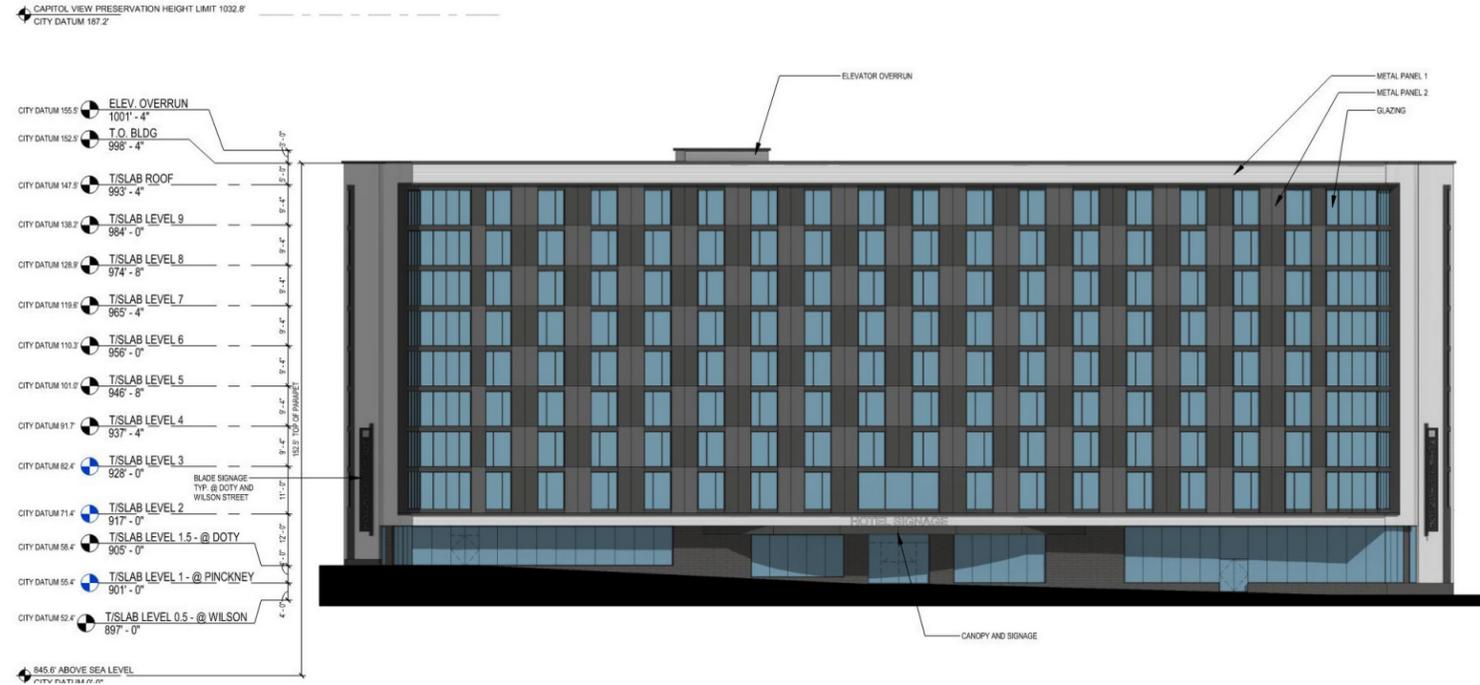
METAL PANEL 3:
FLAT SEAM METAL PANEL w/ VERTICAL REGULAR PATTERN
BASIS OF DESIGN ATAS VERSA-SEAM



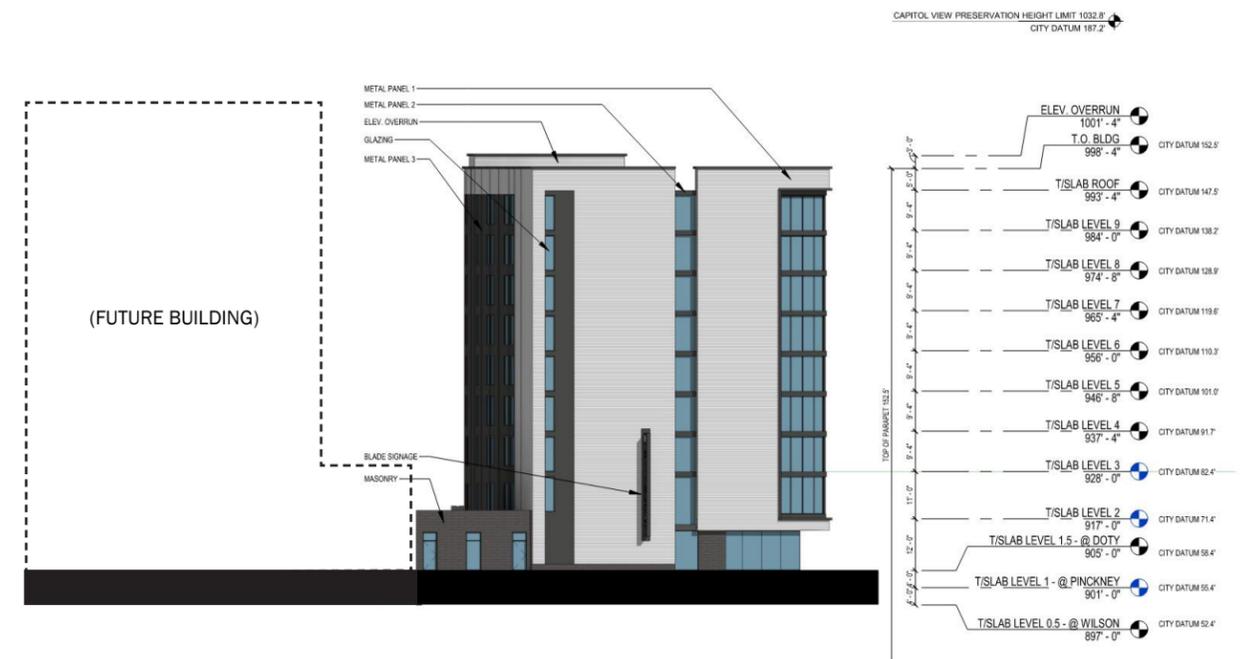
COLOR:
BLACK



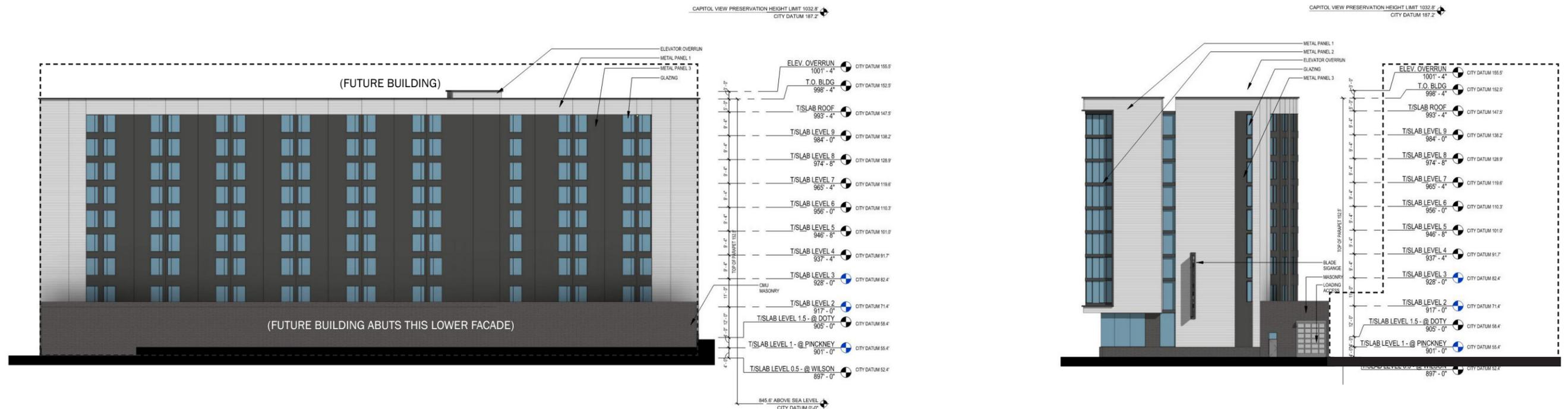
BUILDING ELEVATIONS



PINCKNEY ELEVATION



DOTY ELEVATION



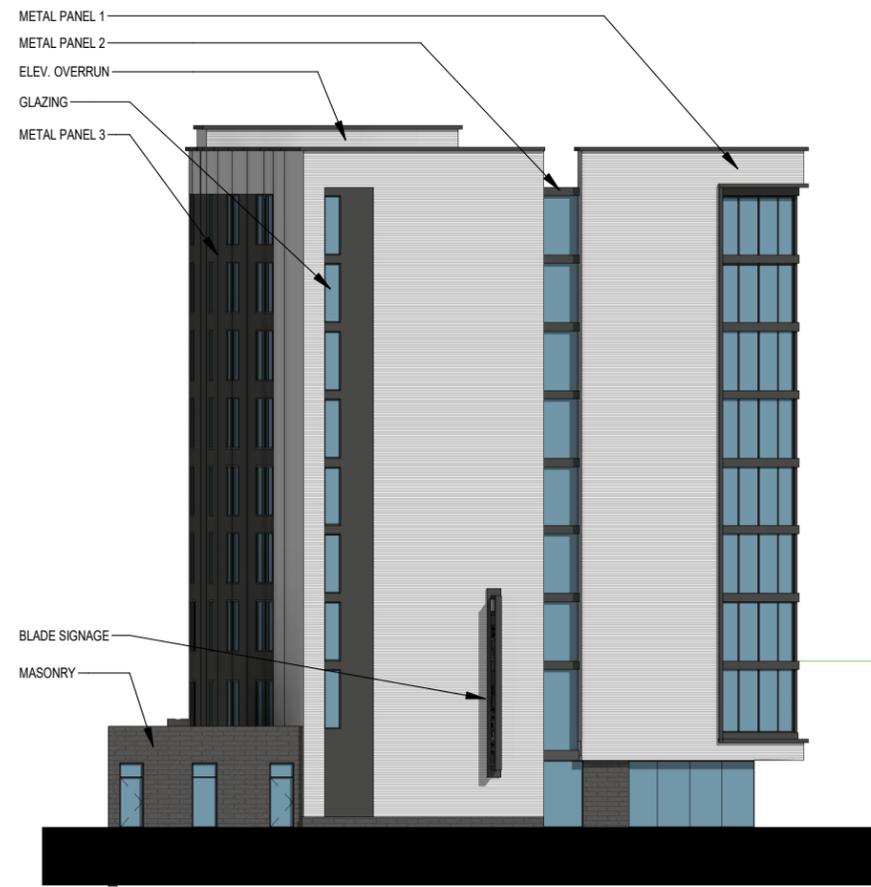
NORTHEAST ELEVATION

WILSON ELEVATION

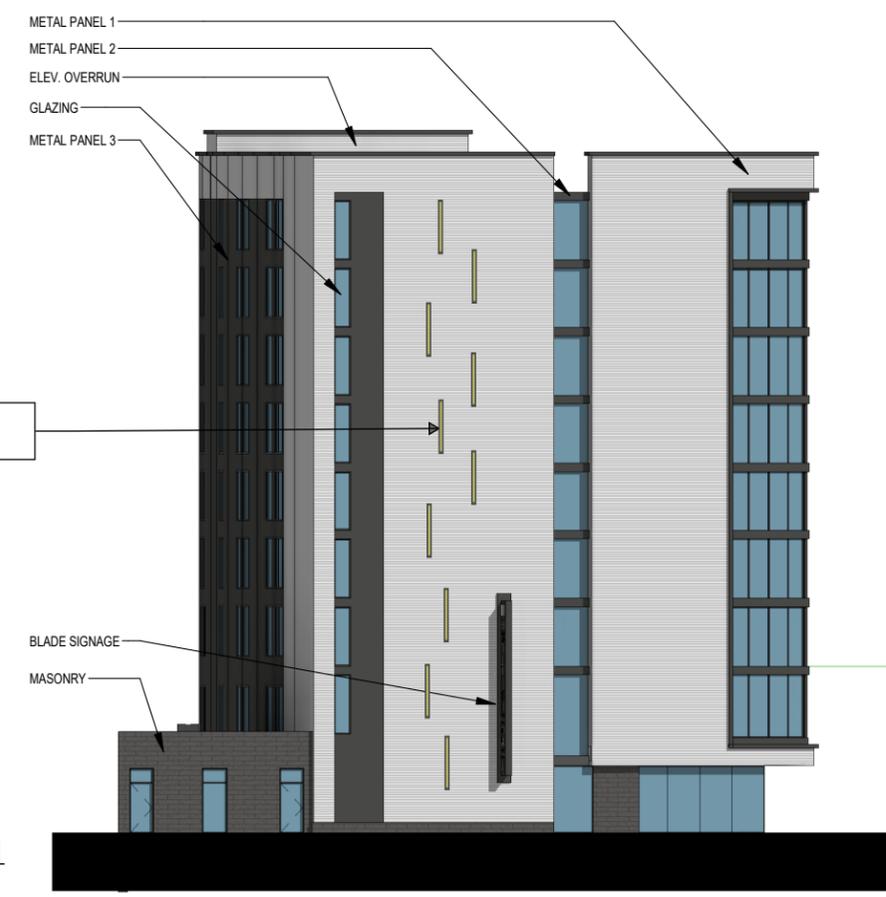
WILSON STREET VIEW



THANK YOU!



EXISTING



OPTION 1



OPTION 2



OPTION 3