





September 6, 2017

*Via Email and Hand Delivery*

Plan Commission and Urban Design Commission  
City of Madison  
126 South Hamilton Street  
Madison, WI 53703

**Re: Letter of Intent for Proposed Development  
The Dayton & Carroll Hotel (118-122 State Street)**

Dear Commission Members:

On behalf of 122 State Street Group LLC, I am pleased to submit the enclosed materials for approval for a nine-story building consisting of approximately 110-120 hotel guest rooms and suites, ground floor food and beverage, open air terrace and adjacent meeting space, and a rooftop bar and terrace at 118-122 State Street. The proposal includes a request to demolish the existing building at 122 State Street, to demolish a portion of the building at 118 State Street and for a zoning map amendment to rezone the properties from the Downtown Core (DC) District to the Planned Development (PD) District.

***Project Objectives and Benefits***

The Project will benefit the City of Madison in the following ways:

- Improve the quality of architecture, site design and urban design on State Street, West Dayton Street and North Carroll Street by replacing a deteriorating commercial building with a high-quality, durable and attractive building that activates the pedestrian experience on all three street frontages.
- Restore the State Street viewshed corridor by demolishing the existing six-story building that does not comply with the 30-foot stepback requirement and replacing it with a building that complies with the stepback requirement with a four-story façade on State Street.
- Retain the historic façade and a portion of 118 State Street to keep the scale of the block intact and to anchor the new building in a way that is sensitive to the adjacent landmark at 114 State Street.
- Activate the 100 Block of North Carroll Street and the Top of State Street by increasing pedestrian activity and providing a primary entrance on North Carroll Street, including a pick-up and drop-off area staffed by hotel employees throughout the day and night.
- Remove the existing skywalk to improve visibility of the Overture Center and to enhance the Dayton Street pedestrian experience.

- Increase commercial activity on the 100 Block of State Street by attracting hotel and restaurant guests to the downtown area.

### ***Project Summary***

The Dayton & Carroll Hotel project began when Central Properties, the long-time owner of 122 State Street, decided that the site was ideally located to create a lasting amenity for the City of Madison. Working with Connect Hospitality they engaged us, Ascendant Holdings, as local developer and the project started to gain traction. By the end of 2015 the design team had been assembled along with Tri-North Builders consulting on the construction logistics.

At the start of the project, the team had been hopeful that the building at 122 State Street could be restored to its original façade design and that the design could invoke the history of the original YWCA building. After a series of forensic investigations it was determined that previous renovations had stripped the building of all historical character. Furthermore the height differences across the site had left the building with ramps and stairs that made the floor plans very inefficient. Upon acquiring the right to develop the adjacent parcel at 118 State Street, it was determined that the highest and best use of the site would be to construct a new building of exceptional design and environmental efficiency. The current design reflects months of effort to create a building that is appropriately scaled and elegantly styled to create the City's first true lifestyle hotel.

### ***Existing Site Conditions***

The existing site is located at 118 State Street (PIN 0709-1442-6064) and 122 State Street (PIN 0709-1442-6056), constituting 0.23 acres (10,146 sq. ft.) fronting on State Street, West Dayton Street and North Carroll Street. 122 State Street Group LLC owns the property located at 122 State Street and has an option to purchase the property located at 118 State Street, which is currently owned by 118 LLC.

The site is bounded by a commercial building containing Michelangelo's Coffee House and upstairs apartments to the east, State Street to the south, a vacant commercial building to the west, and West Dayton Street and North Carroll Street to the north. The site is part of the Downtown Core (DC) Zoning District. The site currently contains two commercial buildings.

Access to the site is provided directly from the City right-of-way on State Street, West Dayton Street and North Carroll Street. A Madison Metro bus stop for lines 2, 3, 4, 6, 7, 8, 11, 12, 14, 15, 29, 37, 47, 56, 57, 58, 70, 71 and 72 is located within walking distance of the property on State Street. Two Madison BCycle stations are located within walking distance of the property on North Carroll Street and West Mifflin Street.

### ***Project Layout***

The proposal would demolish the existing building at 122 State Street and a portion of the existing building at 118 State Street. The new building would incorporate the façade and a portion of the existing structure at 118 State Street and would include four stories facing State Street with a rooftop terrace area above the fourth floor in the stepback area, and eight stories facing West Dayton Street and North Carroll Street with a stepped back ninth story rooftop terrace area. The

primary hotel entrance would be located on North Carroll Street, with passenger and delivery loading areas on North Carroll Street, and the primary restaurant entrance would be on State Street.

The hotel, restaurant and bar would be permitted uses in the proposed Planned Development zoning district. The project would seek a license to serve alcohol in the first-floor restaurant and bar, on the fifth-floor terrace and in the ninth-floor bar, lounge and terrace.

### *Compliance with Downtown Design Guidelines*

The Project complies with the Downtown Design Guidelines as follows:

- **Building Orientation:** The building addresses the scale of the street and the design integrates all entrances and services to support the surrounding context. The street level fenestration promotes interaction between pedestrian and occupants and allows for additional site furniture, outdoor dining and landscaping. The entrances at both West Dayton Street and North Carroll Street create a strong corner presence.
- **Access and Site Circulation:** Traffic patterns and existing parallel parking have been preserved on West Dayton Street. The proposed drop off/entry point is concealed on North Carroll Street, which is not a through street. The hotel will be served by off-site valet parking at existing parking structures with excess capacity. The hotel will also be served by on-site valet bike parking.
- **Landscaping:** The project will preserve existing mature canopy trees on State Street and will include new plantings and landscaping on West Dayton Street and North Carroll Street. The project will include landscaped roof terraces on the fifth and ninth floors.
- **Massing:** The building does not obstruct any views of the Capitol or the lakes in any of the designated view corridors. The building employs setbacks on State Street to create a sense of scale consistent with the context of the block and minimize shadow effects. The façade of the building is composed of panels that represent a human scale consistent with the pedestrian friendly neighborhood. Large flat surfaces with no windows have been avoided on all facades. The existing building at State Street has six stories of frontage while the proposed building reduces the State Street exposure to only four stories in accordance with the current downtown plan.
- **Building Components:** The top of the building features an outdoor area built of the same materials as the base. In addition to creating usable outdoor space, the area also screens the mechanical equipment from nearby high rise buildings. The cap also integrates the elevator penthouses in a seamless manner. The glazing on the middle floors undulates in and out where guests can experience the city from their own space above the pedestrian activity of the street. The base of the building introduces a new restaurant space which will connect to State Street using operable glass doors and windows. The scale of the materials and openings at the street elevations are intended to match the scale of the adjacent buildings so that the rhythm of the street is preserved.

- **Building Materials:** The architectural design of the building is limited to three main materials: zinc, cast stone, and glass, which are used in different manners in different areas of the building. The richness of these natural elements create a palette that will be of consistent quality to the historic buildings in the area. The palette of materials has been distilled down to three elegant selections which are used on all sides of the buildings. Material changes occur at moments of inflection in the façade and no two materials meet in the same plane so that each material can be expressed properly.
- **Visual Interest/Door and Window Openings:** The building is designed with a base (floors 1-4), a middle (floors 5-8) and a cap (floor 9 and roof) on the State Street elevation to be contextual with the adjacent buildings and allow for rooftop terraces on the 5th floor and 9th floor. The cadence of the windows and framing on State Street reflect similar proportions to the existing fabric of the street. Guestroom windows are contained within the perimeter of the building creating relief from the façade and punctuation vertically on the building.
- **Awnings, Canopies and Signage:** All projections from the building have been designed in sympathy to the building architecture and prioritize their form and function equally. Proposed projections are integrated into the exterior design and do not obstruct any architectural details.

***Compliance with Planned Development Standards***

Please see the attached request for zoning map and height map amendment for a summary of the project’s compliance with the Planned Development District standards.

***Project Data***

<u>Location:</u>	118 and 122 State Street
<u>Building Sq. Ft.:</u>	99,167 sq. ft. (new building)
<u>Start Construction:</u>	Approximately June 2018
<u>Complete Construction:</u>	Approximately November 2019
<u>Type of Building:</u>	Commercial
<u>Land Area:</u>	0.23 acres (10,146 sq. ft.)
<u>Site Access:</u>	State Street, West Dayton Street, North Carroll Street

***Project Financial Information***

Value of Land: The land located at 118 State Street is currently assessed at \$182,000 and improvements at \$933,000 for a total assessed value of \$1,115,000. The land located at 122 State Street is currently assessed at \$339,000 and improvements at \$1,892,000 for a total assessed value of \$2,231,000. The total combined assessed value for the properties is \$3,346,000.

Estimated Project Cost: \$25,000,000

Number of Construction & Full-time Equivalent Jobs: 95 construction jobs and 70 full-time equivalent jobs.

Public Subsidy Requested: None.

***Project Team***

Owner:

122 State Street Group, LLC  
2001 W. Beltline Hwy., Suite 200  
Madison, WI 53713  
Contact: Eric Nordeen and Matt Prescott  
608-250-2099

Architect:

KKAD / MetroStudio  
52 Main Street, Suite 3  
Chester, NJ 07930  
Contact: Kraig Kalashian and Ken Gowland  
908-933-9440

We look forward to presenting these materials to you and seeking your approval of this proposal to revitalize and enhance this site.

Sincerely,



Eric Nordeen  
122 State Street Group, LLC

cc: (all via email)  
Mike Verveer, District 4 Alderperson  
Natalie Erdman, Director of Planning, Community and Economic Development  
Heather Stouder, Planning Division Director  
Tim Parks, Planning Division  
Matt Tucker, Zoning Administrator

# HUSCH BLACKWELL

Angela Black  
Jeffrey L. Vercauteren

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Madison, WI 53703  
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Angela.Black@huschblackwell.com  
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September 6, 2017

Natalie Erdman, Director  
Department of Planning, Community & Economic Development  
126 South Hamilton Street  
Madison, WI 53701

## **Re: Request for Zoning Map and Height Map Amendment – 118-122 State Street**

Ms. Erdman:

The following is submitted as a request for an amendment to the Downtown Height Map as part of the proposed Zoning Map Amendment for the Planned Development (PD) District at 118-122 State Street. The proposed project includes the construction of a nine-story building consisting of approximately 110-120 hotel guest rooms and suites, ground floor food and beverage, open air terrace and adjacent meeting space, and a rooftop bar and terrace.

The Height Map currently allows a maximum building height of six stories on the project site, with a 30-foot setback above four stories on State Street. This requested amendment seeks approval to construct height in excess of the Height Map to a maximum height of nine stories on the West Dayton Street and North Carroll Street portions of the building. The project reduces the height of the existing building on the site directly fronting State Street from six stories to four stories in compliance with the Height Map; therefore, no amendment to the Height Map is requested on the State Street portion of the building.

### **Standards for Approval of Excess Height Applications in Planned Development Districts**

The Zoning Code allows the Plan Commission to grant approval of applications for height in excess of the Height Map. Pursuant to MGO 28.098(2)(h), the Plan Commission may approve height in excess of the Height Map upon finding that the project has met the following standards:

1. *The excess height is compatible with the existing or planned character of the surrounding area, including but not limited to the scale, mass, rhythm, and setbacks of buildings and relationships to street frontages and public spaces.* We believe our cumulative land use submittals, including contextual photos and renderings of both existing and proposed buildings, provide considerable support for finding compatibility with the character of the surrounding area. The four-story façade on State Street, and the restoration of the historic façade at 118 State Street, complements and is compatible with other buildings on the 100 Block of State Street and enhances the pedestrian experience along the sidewalk on

State Street, Dayton Street and Carroll Street. With a building height of approximately 119 feet, the proposed building is shorter than other buildings in the immediate vicinity, including the Concourse Hotel (167 feet), 100 Wisconsin Avenue (158 feet), 30 On The Square (128 feet), the Churchill Building (134 feet), the Hovde Building (134 feet) and Network 222 (134 feet).

2. *The excess height allows for a demonstrated higher quality building than could be achieved without the additional stories.* The additional height requested in this project allows for higher quality in the details, materials, and added features of the building than could otherwise be achieved without an amendment to the Height Map. The project will use a combination of attractive, durable and high-quality materials and will include two outdoor terrace areas to enhance the appearance of the building and to improve the interaction of the building with the surrounding built environment.
3. *The scale, massing and design of new buildings complement and positively contribute to the setting of any landmark buildings within or adjacent to the project and create a pleasing visual relationship with them.* The proposed building complements the adjacent landmark building by being sensitive to its character and enhancing its historic presence through improved pedestrian interactions. Restoring the historic façade at 118 State Street and retaining a large portion of the building complements the adjacent landmark at 114 State Street and enhances the interaction of the building with the pedestrian experience on the sidewalk on State Street, Dayton Street and Carroll Street.
4. *For projects proposed in priority viewsheds and other views and vistas identified on the Views and Vistas Map in the City of Madison Downtown Plan, there are no negative impacts on the viewshed as demonstrated by viewshed studies prepared by the applicant.* Renderings demonstrate that the requested height modifications do not obstruct or negatively impact any viewsheds in the Downtown Plan. The project protects and enhances the State Street viewshed corridor by removing the existing building that does not comply with the stepback requirement and replacing it with a building that complies with the required stepback. The project would remove the building mass on the fifth and sixth floors of the existing building facing State Street, thereby restoring the State Street viewshed corridor on this site.

Additionally, the project satisfies the other standards for approval of a zoning map amendment for a PD District under MGO 28.098(2)(a)-(g), as follows:

1. No other base zoning district can be used to achieve a substantially similar pattern of development. The existing Downtown Core zoning district does not allow adequate height to support the reasonable redevelopment of this infill site that includes the enhancement of the pedestrian experience on State Street, Dayton Street and Carroll Street, the preservation of a portion of 118 State Street, the creation of two terrace areas with usable open space, and the facilitation of a high-quality development consistent with the Downtown Plan.
2. The PD District plan facilitates the redevelopment goals of the Comprehensive Plan and the Downtown Plan, as discussed below.
3. The PD District plan does not adversely affect the economic health of the City or the area of the City where the development is proposed. The redevelopment will be served by



existing City utilities and will substantially improve the economic contribution of this site to the City by bringing hotel and restaurant guests to the downtown area.

4. The PD District plan does not create traffic or parking demands disproportionate to the facilities and improvements designed to meet those demands. The proposed hotel would have a lower parking demand than the existing office use for the site. The project is developing a traffic demand management plan to efficiently manage the flow of hotel guests to and from the project site. Off-site vehicle valet parking will be provided for hotel guests at existing downtown parking facilities with excess capacity. On-site bicycle valet parking will also be provided for hotel guests.
5. The PD District plan coordinates architectural styles and building forms to achieve greater compatibility with surrounding land uses and create an environment of sustained aesthetic desirability compatible with the existing or intended character of the area and the statement of purpose of the PD District. The building architecture is compatible with the historic, pedestrian-scale nature of State Street and the taller scale of adjacent buildings on Dayton Street and Carroll Street. The building contributes to all three facades of this unique site through the use of differing heights, setbacks and building materials.
6. The PD District plan includes open space suitable to the type and character of development proposed. As an urban, lifestyle hotel, the project includes two outdoor terrace areas that provide additional open space amenities to guests and visitors while maximizing the pedestrian experience at the street level.
7. The PD district includes suitable assurances that each phase could be completed in a manner that would not result in an adverse effect upon the community as a result of termination at that point. The project will be constructed in a single phase.

### **Adopted Plan Recommendations**

The proposed project and the requested Zoning Map and Height Map amendment are consistent with the Comprehensive Plan and the Downtown Plan as follows:

**Comprehensive Plan:** The project fits within the recommended land uses of the State Street Downtown Mixed-Use Sub-District. The project is mixed-use, commercial lodging, has dining and entertainment amenities, and contains usable open space through two outdoor rooftop terraces. The Comprehensive Plan recommends a maximum building height of four stories on State Street and a maximum of six stories on the remainder of the site. This project reduces the height of the existing building on State Street to four stories to create a more pedestrian friendly scale along the street and to enhance the State Street viewshed corridor. This request balances that reduction with a modification to the Height Map to allow additional stories on Dayton Street and Carroll Street, in context with nearby and surrounding buildings.

**Downtown Plan:** As noted in the land use submittal, this project addresses each of the “Nine Keys” of the Downtown Plan. In addition, this project complies with and promotes the following provisions of the Downtown Plan:

- **Objective 3.3:** “Provide a flexible framework for building scale that encourages innovation and growth while reflecting the existing or planned (if recommended for

change) character of the area in which a site is located and considers the larger Downtown context.” (p. 36) “The appropriate height for new buildings is influenced by numerous factors...[including] the existing scale of buildings in the vicinity...” (p. 36).

- In considering the request for height in excess of the Height Map, the Plan Commission should consider the building site in the larger context of the downtown as well as in the vicinity of this site. This site is on a transitional block between the Downtown Core and State Street and is located in the vicinity of many buildings at or above its proposed height.
  - Approval of this request for height in excess of the Height Map would still hold the 122 State Street building (approx. 119 feet) at a lower height than many nearby buildings, including Madison Concourse Hotel (approx. 167 feet), 100 Wisconsin Ave. (approx. 157.5 feet), Wisconsin Veterans Museum (approx. 128 feet), the Churchill Building (approx. 134 feet), the Hovde Building (approx. 134 feet), and 222 W. Washington Ave. (approx. 134 feet).
- Recommendation 49: “Establish maximum building heights as shown on the Maximum Building Heights Map and incorporate them into the Zoning Ordinance to provide variety and reflect and enhance the varied topography of Downtown. Maximum building heights may be exceeded through the planned development process.... The proposed height limitations are not intended to promote the status quo, or unreasonably restrict redevelopment potential.” (p. 36).
  - Building Heights: “[O]ut-of-context sites with building types recommended for redevelopment (see Key 2) should be allowed to be redeveloped at taller heights than may be indicated on the map.” (p. 36) “There are several developments throughout Downtown that are much larger in height and/or mass than other buildings in their vicinity, and that architecturally do not contribute positively to the character of the surrounding area. Several of these buildings are taller than what is proposed for their area in this plan. In order to encourage redevelopment of these sites with new buildings that would enhance the area, it is proposed that new replacement buildings are allowed to be built to a similar height, density, or volume of the existing building provided that superior architectural design is required. Although the new building could be taller or larger than the other buildings allowed in the area, replacing these less attractive, out-of-context structures with better designs would benefit the neighborhood in which they are located and Downtown overall.” (p. 24-25; see also Recommendation 21).
    - The existing building on this site is out-of-context. Its dated design and low-grade materials do not contribute positively to the character of the surrounding area, and the building does not comply with the State Street stepback requirement to protect the State Street viewshed corridor. The Plan Commission should consider the significant improvements gained, architecturally and aesthetically, through replacing the existing building with high-quality materials and design—including the reduction of the State Street facing structure from six to four stories.
  - Rooftops: “Rooftops can provide valuable open spaces, such as gardens or patios, in dense urban environments. This *Downtown Plan* encourages the development of such amenities for use by residents.” (p. 37)

- This project proposes the addition of two new outdoor rooftop terraces to enhance the interaction of the project with the surrounding built environment.

We look forward to working with you throughout the development process. Please contact us with any questions you may have.

Sincerely,

A handwritten signature in blue ink that reads "Angela Black". The signature is written in a cursive style with a long horizontal line extending to the right.

Angela Black  
Jeffrey L. Vercauteren

AB/JLV/amb

cc: (all via email)  
Heather Stouder, Director, Planning Division  
Tim Parks, Planning Division  
Matt Tucker, Zoning Administrator

**118-122 STATE STREET**  
**PLANNED DEVELOPMENT DISTRICT**  
**ZONING TEXT**

Statement of Purpose:

This Planned Development District is established to permit the development of a nine-story building consisting of approximately 110 to 120 hotel guest rooms and suites, ground floor food and beverage, open air terrace and adjacent meeting space, and a rooftop bar and terrace. Any new structure in the zoning district shall comply with the building and lot standards provided herein.

Lot Area and Width:

Lot area and width shall be as shown on the approved plans.

Front Yard Setback:

Front yard setbacks shall be as shown on the approved plans.

Side Yard Setback:

Side yard setbacks shall be as shown on the approved plans.

Rear Yard Setback:

Rear yard setbacks shall be as shown on the approved plans.

Height:

The building height shall be as shown on the approved plans.

Usable Open Space and Maximum Lot Coverage:

Usable open space and maximum lot coverage shall be as shown on the approved plans.

Car Parking Minimum:

There shall be no minimum car parking requirement.

Permitted Uses (as defined in MGO Chapter 28):

Permitted uses shall include all permitted uses in the Downtown Core District and also ATMs, vending machines, temporary outdoor events on rooftop terraces open to guests of the hotel and/or the public, and outdoor eating areas associated with food and beverage establishments.

Conditional Uses (as defined in MGO Chapter 28):

Conditional uses shall include all conditional uses in the Downtown Core District.

Accessory Off-Street Parking & Loading:

Off-street parking & loading facilities shall be as shown on the approved plans.

Signage:

Signage will be provided as shown on the approved plans. Any amendments to such signage or future signage shall be allowed as per Chapter 31 of the Madison General Ordinances.

Lighting:

Lighting shall be provided as shown on the approved plans.

Landscaping:

Landscaping shall be provided as shown on the approved plans.

Relationship to Other Applicable Regulations:

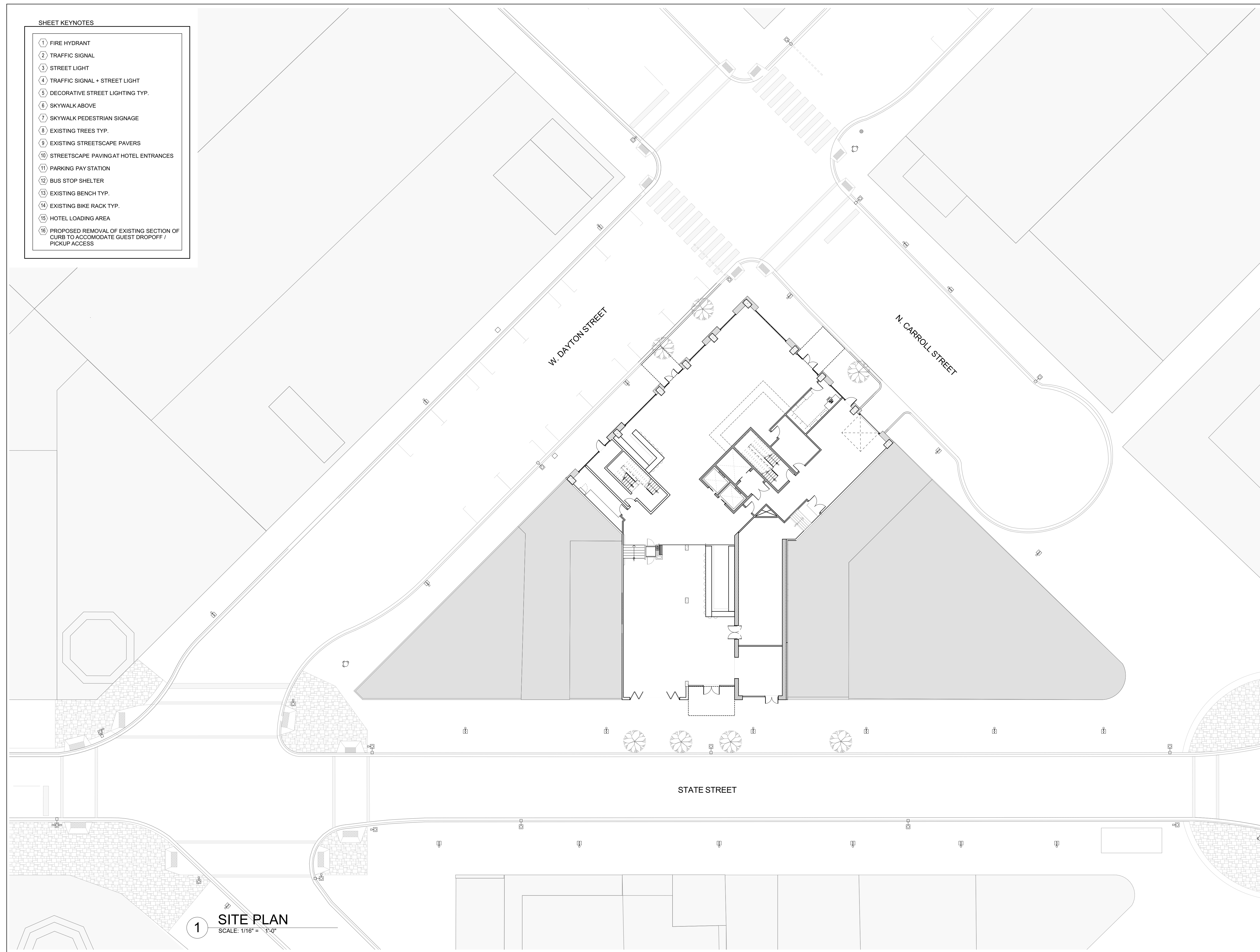
The Planned Development shall comply with all standards, procedures and regulations of MGO Chapter 28 that are applicable to the uses in the development, including the General Regulations of Subchapter 28I and the Supplemental Regulations of Subchapter 28J. Where the applicant proposes a development that does not comply with one or more of the regulations in those subchapters, the applicant shall specifically request that the Plan Commission consider the application of those regulations in making its recommendations on the development, including specific language in the zoning text or depiction on the plans.

Alterations or Revisions:

No alteration or revision to this Planned Development District shall be permitted unless approved by the City of Madison Plan Commission. However, the Zoning Administrator may approve minor alterations and/or additions which are approved by both the Director of Planning & Development and the Alderperson of the District. These minor alterations and/or additions shall be compatible with the concept approved by the City of Madison Common Council.

SHEET KEYNOTES

- ① FIRE HYDRANT
- ② TRAFFIC SIGNAL
- ③ STREET LIGHT
- ④ TRAFFIC SIGNAL + STREET LIGHT
- ⑤ DECORATIVE STREET LIGHTING TYP.
- ⑥ SKYWALK ABOVE
- ⑦ SKYWALK PEDESTRIAN SIGNAGE
- ⑧ EXISTING TREES TYP.
- ⑨ EXISTING STREETScape PAVERS
- ⑩ STREETScape PAVING AT HOTEL ENTRANCES
- ⑪ PARKING PAY STATION
- ⑫ BUS STOP SHELTER
- ⑬ EXISTING BENCH TYP.
- ⑭ EXISTING BIKE RACK TYP.
- ⑮ HOTEL LOADING AREA
- ⑯ PROPOSED REMOVAL OF EXISTING SECTION OF CURB TO ACCOMMODATE GUEST DROPOFF / PICKUP ACCESS



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

**122 STATE ST.**  
NEW HOTEL AND RESTAURANT  
  
122 STATE ST.  
MADISON, WI. 53703



CONSULTANTS:  
  
STRUCTURAL/CIVIL ENGINEER:  
GRAEF  
5126 W. TERRACE DRIVE  
MADISON, WI 53718  
P. 604.242.1550  
  
MEP ENGINEER:  
CDA  
46 RIVERSIDE AVE.  
WESTPORT, CT 06880  
P. 203.299.0250

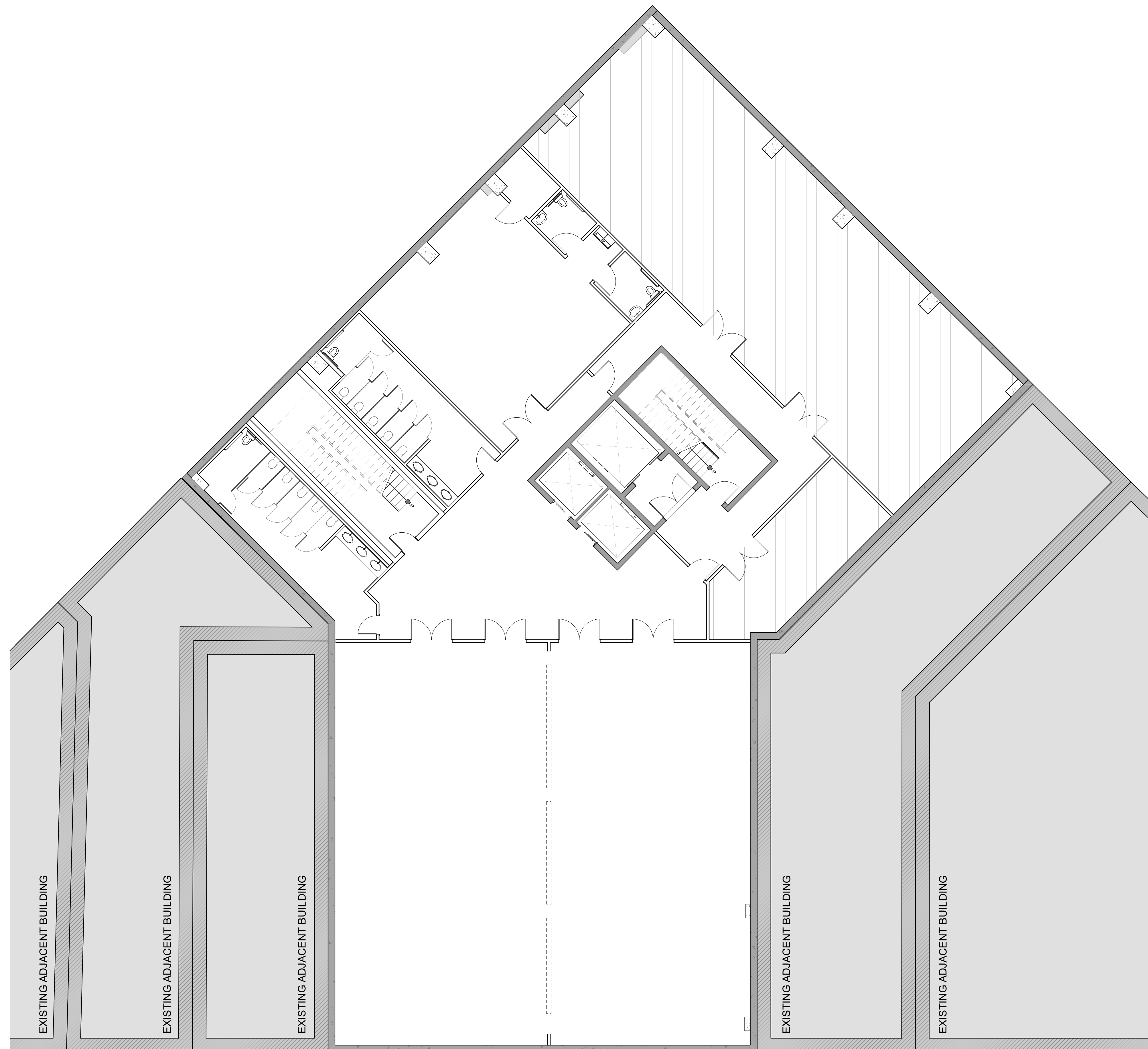
#	REVISION / ISSUE	DATE
1	UDC / PD SUBMISSION	09.05.2017

SEAL

THESE DOCUMENTS HAVE BEEN PREPARED BY ME OR UNDER MY CLOSE PERSONAL SUPERVISION, AND THEY COMPLY WITH ALL CITY REQUIREMENTS

SHEET TITLE:  
**SITE PLAN**

PROJECT #: #P1n  
**A-001**



**1** BASEMENT PLAN  
SCALE: 1/8" = 1'-0"

122 STATE ST.  
NEW HOTEL AND RESTAURANT  
122 STATE ST.  
MADISON, WI. 53703



CONSULTANTS:  
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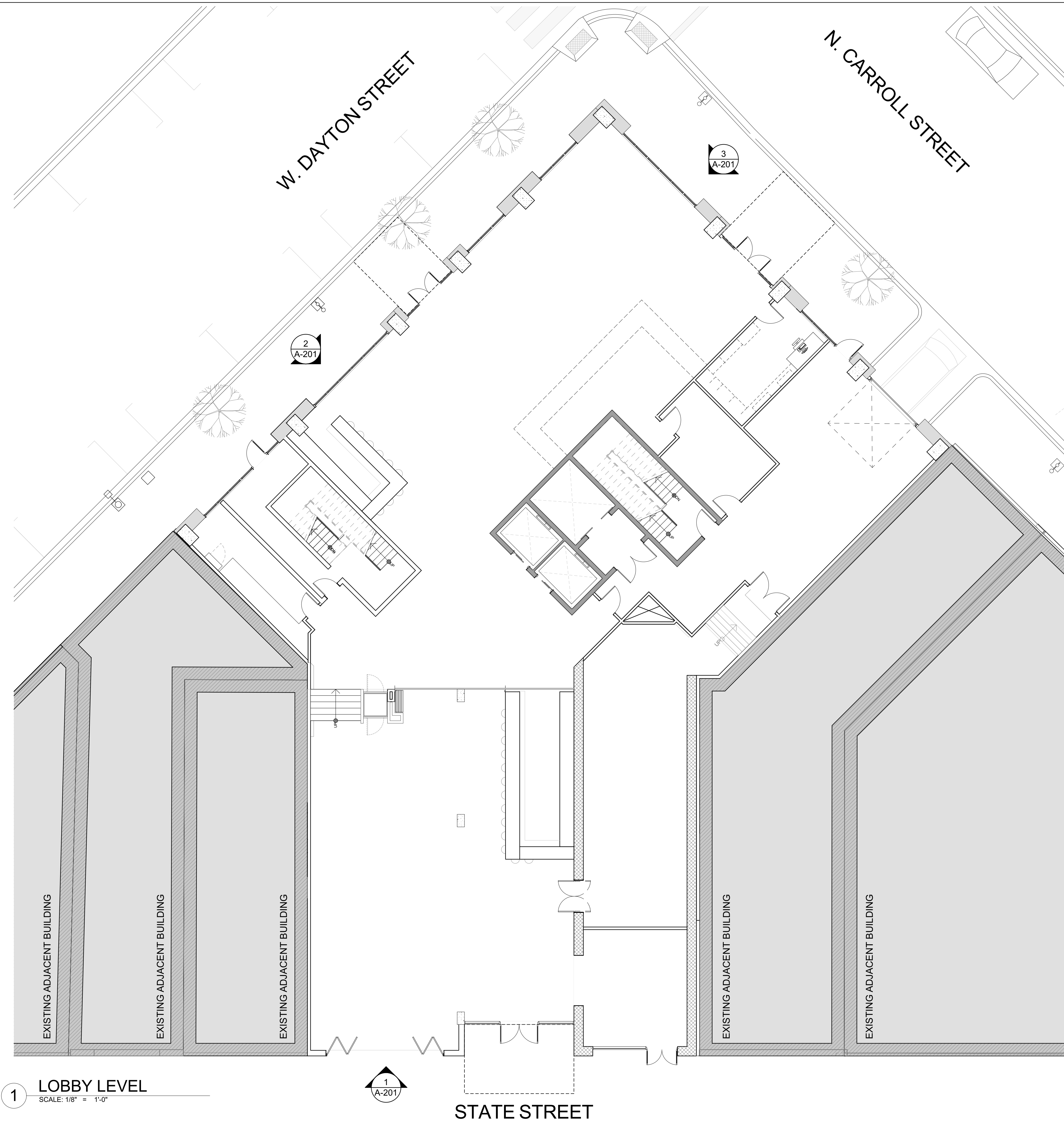
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SHEET TITLE:  
**BASEMENT FLOOR PLAN**

PROJECT #: #P1n  
**A-100**



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



STATE STREET

122 STATE ST.  
NEW HOTEL AND RESTAURANT  
122 STATE ST.  
MADISON, WI. 53703



CONSULTANTS:  
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SHEET TITLE:  
LOBBY FLOOR PLAN

PROJECT #: #Pin  
**A-101**





1 2ND FLOOR  
SCALE: 1/8" = 1'-0"

1  
A-201

3  
A-201

2  
A-201

122 STATE ST.  
NEW HOTEL AND RESTAURANT  
  
122 STATE ST.  
MADISON, WI. 53703



CONSULTANTS:  
  
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SHEET TITLE:  
2ND FLOOR PLAN

PROJECT #: #Pn  
**A-102**

STATE STREET



1 3RD - 4TH FLOORS  
SCALE: 1/8" = 1'-0"

STATE STREET

122 STATE ST.  
NEW HOTEL AND RESTAURANT  
122 STATE ST.  
MADISON, WI. 53703



CONSULTANTS:  
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SHEET TITLE:  
3RD-4TH FLOOR PLAN

PROJECT #: #P1n  
**A-103**



1 5TH FLOOR  
SCALE: 1/8" = 1'-0"

1  
A-201

3  
A-201

2  
A-201

122 STATE ST.  
NEW HOTEL AND RESTAURANT  
  
122 STATE ST.  
MADISON, WI. 53703



CONSULTANTS:  
  
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1	UDC / PD SUBMISSION	09.05.2017

SEAL

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SHEET TITLE:  
5TH FLOOR PLAN

PROJECT #: #Pn  
**A-105**

STATE STREET



1 6TH FLOOR  
SCALE: 1/8" = 1'-0"

1  
A-201

STATE STREET

122 STATE ST.  
NEW HOTEL AND RESTAURANT  
122 STATE ST.  
MADISON, WI. 53703



CONSULTANTS:  
STRUCTURAL/CIVIL ENGINEER:  
GRAEF  
5126 W. TERRACE DRIVE  
MADISON, WI 53718  
P. 604.242.1550  
MEP ENGINEER:  
CDA  
46 RIVERSIDE AVE.  
WESTPORT, CT 06880  
P. 203.299.0250

#	REVISION / ISSUE	DATE
1	UDC / PD SUBMISSION	09.05.2017

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SHEET TITLE:  
6TH FLOOR PLAN

PROJECT #: #Pn  
A-106



122 STATE ST.  
 NEW HOTEL AND RESTAURANT  
 122 STATE ST.  
 MADISON, WI. 53703



CONSULTANTS:  
 STRUCTURAL/CIVIL ENGINEER:  
 GRAEF  
 5126 W. TERRACE DRIVE  
 MADISON, WI 53718  
 P. 604.242.1550  
 MEP ENGINEER:  
 CDA  
 46 RIVERSIDE AVE.  
 WESTPORT, CT 06880  
 P. 203.299.0250

#	REVISION / ISSUE	DATE
1	UDC / PD SUBMISSION	09.05.2017

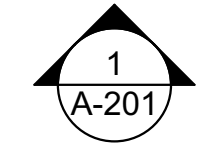
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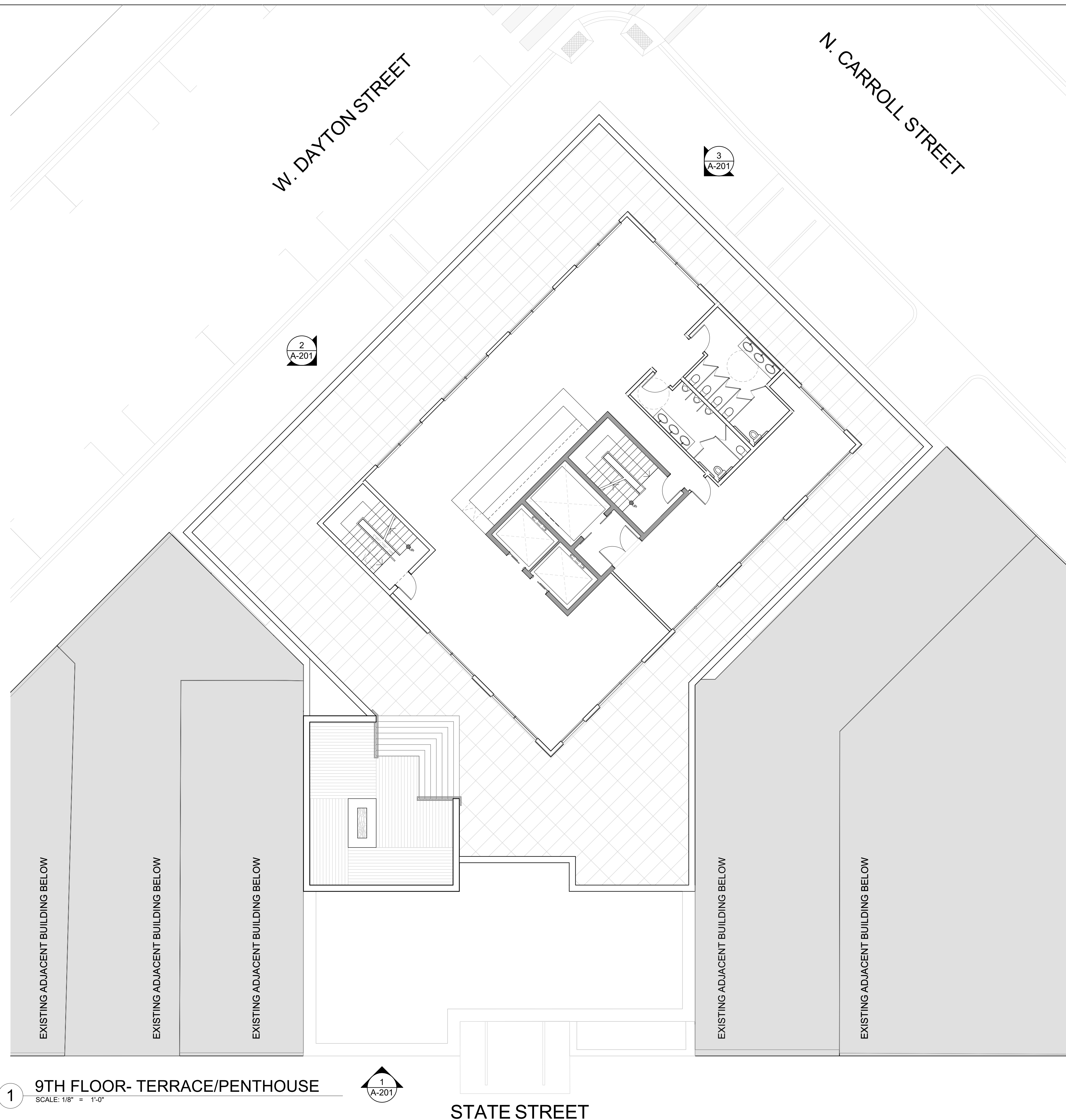
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 7TH - 8TH FLOOR PLAN

PROJECT #: #P1n  
 A-108

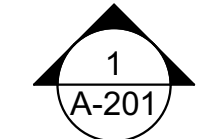
1 7TH - 8TH FLOORS  
 SCALE: 1/8" = 1'-0"



STATE STREET



1 9TH FLOOR- TERRACE/PENTHOUSE  
SCALE: 1/8" = 1'-0"



STATE STREET

122 STATE ST.  
NEW HOTEL AND RESTAURANT  
122 STATE ST.  
MADISON, WI. 53703



CONSULTANTS:  
STRUCTURAL/CIVIL ENGINEER:  
GRAEF  
5126 W. TERRACE DRIVE  
MADISON, WI 53718  
P. 604.242.1550  
MEP ENGINEER:  
CDA  
46 RIVERSIDE AVE.  
WESTPORT, CT 06880  
P. 203.299.0250

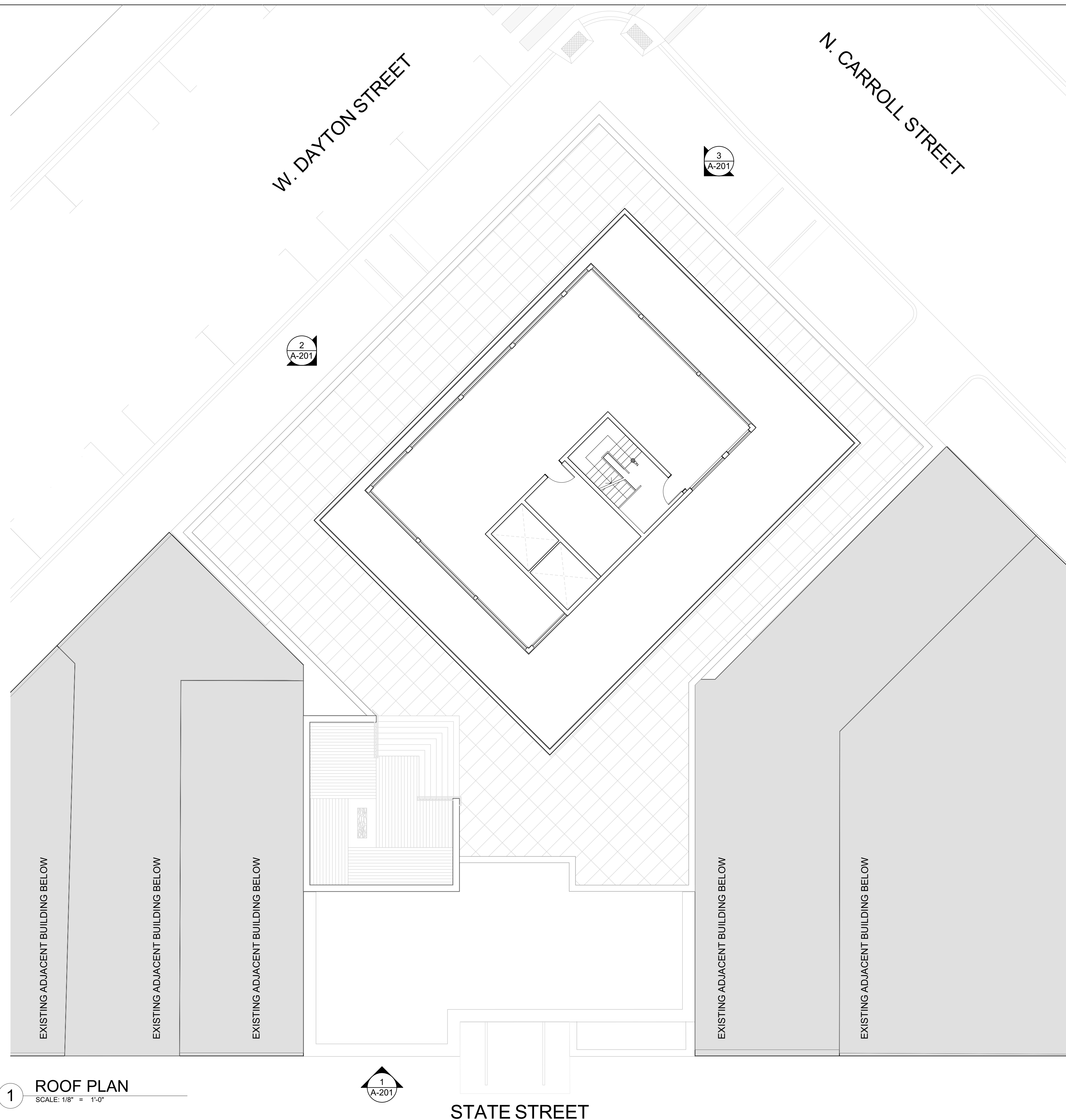
#	REVISION / ISSUE	DATE
1	UDC / PD SUBMISSION	09.05.2017

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SHEET TITLE:  
TERRACE/PENTHOUSE LOUNGE

PROJECT #: #Ptn  
**A-109**



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

122 STATE ST.  
NEW HOTEL AND RESTAURANT  
122 STATE ST.  
MADISON, WI. 53703



CONSULTANTS:  
STRUCTURAL/CIVIL ENGINEER:  
GRAEF  
5126 W. TERRACE DRIVE  
MADISON, WI 53718  
P. 604.242.1550  
MEP ENGINEER:  
CDA  
46 RIVERSIDE AVE.  
WESTPORT, CT 06880  
P. 203.299.0250

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SHEET TITLE:  
ROOF/MECHANICAL

PROJECT #: #Pn  
**A-110**

122 STATE ST.  
 NEW HOTEL AND RESTAURANT  
 122 STATE ST.  
 MADISON, WI. 53703

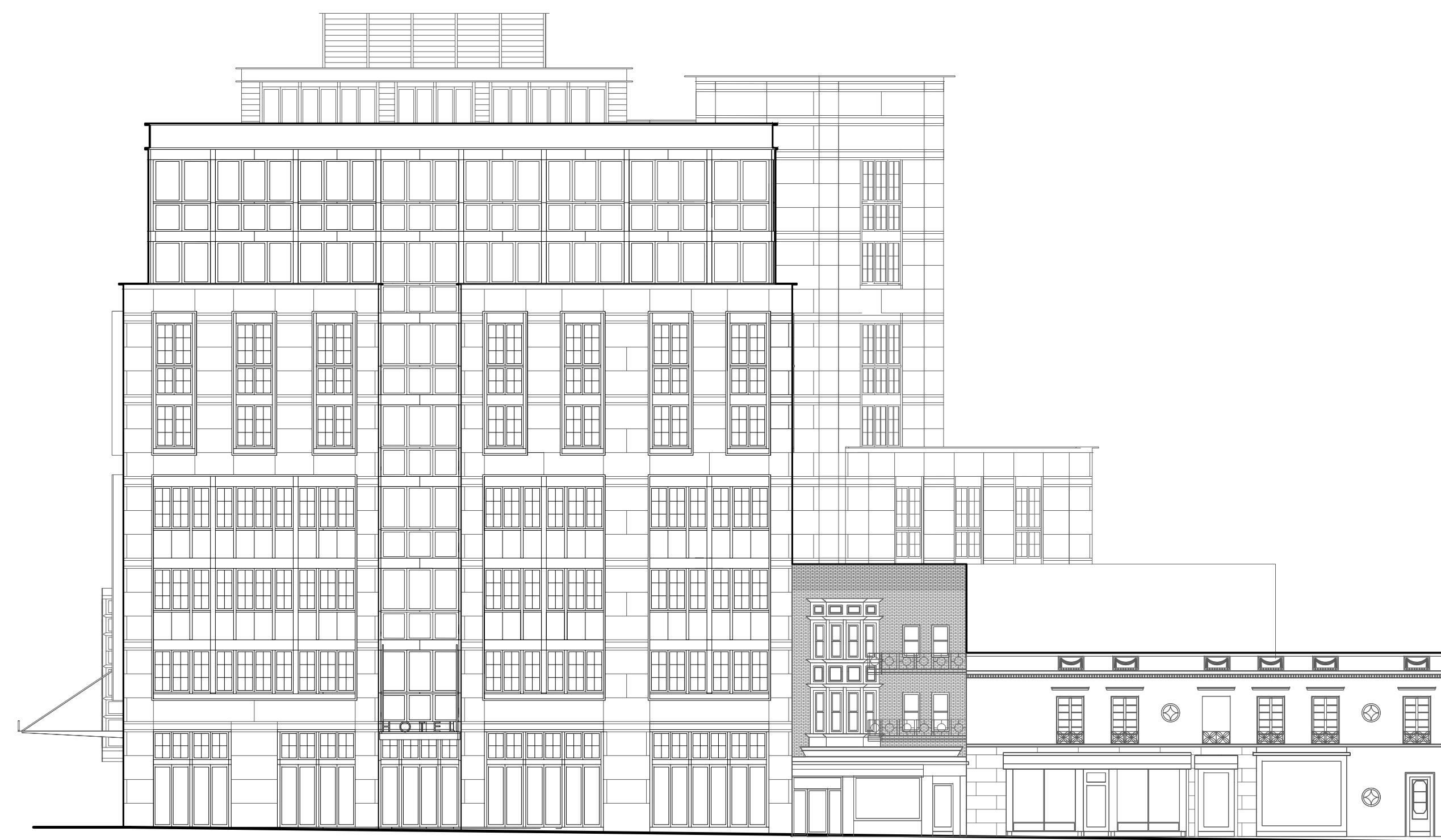
CONSULTANTS:

STRUCTURAL/CIVIL ENGINEER:  
 GRAEF  
 5126 W. TERRACE DRIVE  
 MADISON, WI 53718  
 P. 604.242.1550

MEP ENGINEER:  
 CDA  
 46 RIVERSIDE AVE.  
 WESTPORT, CT 06880  
 P. 203.299.0250



01. STATE STREET ELEVATION



02. WEST DAYTON STREET ELEVATION



03. NORTH CARROLL STREET ELEVATION

#	REVISION / ISSUE	DATE
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SHEET TITLE:

ELEVATIONS

PROJECT #: #Pin

A-201





CENTRAL  
PROPERTIES



HUSCH BLACKWELL



# DAYTON CARROLL HOTEL PROJECT

Madison, Wisconsin

Prepared For:

Urban Design Commission  
Plan Commission  
City of Madison

September 6th, 2017



## TABLE OF CONTENTS

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## LOCAL AUTHORITIES

The project is being developed with the City of Madison to ensure compliance with all codes and ordinances:

- Landmarks Commission**
- Urban Design Commission**
- Plan Commission**
- Common Council**
- Building Inspection Division**
- Engineering Division**
- Mapping Section**
- Madison Fire Department**
- Madison Water Utility**
- Metro Transit**
- Parks Forestry Division**
- Planning Division**
- Recycling Coordinator**
- Traffic Engineering Division**
- Zoning Administrator**

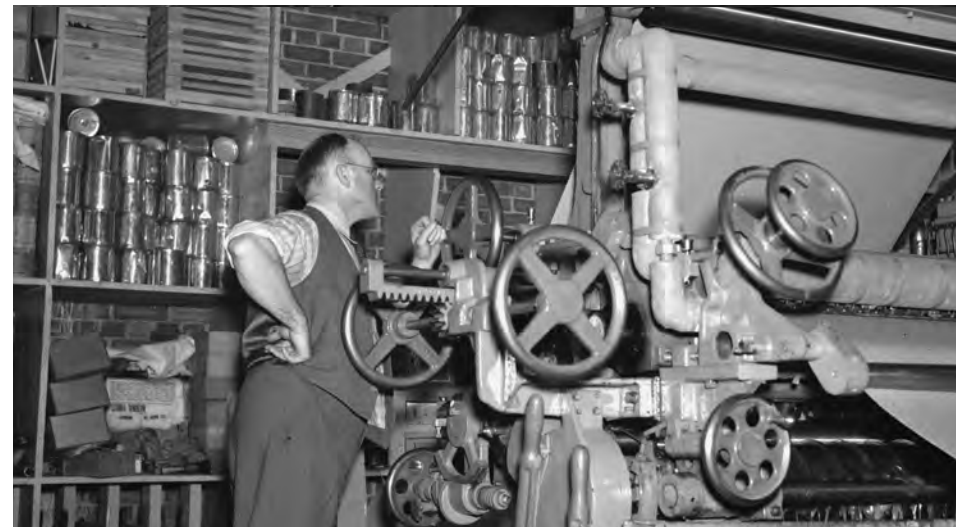
# THE CITY OF MADISON

Since 2010 Madison has been growing at an annualized rate of 1.5% per year. According to the US Census Bureau, Dane County has had the largest annual population growth of any County in Wisconsin (3/24/16).

The largest employers in Madison include:

- State of Wisconsin
- University of Wisconsin
- University of Wisconsin Hospital
- St. Mary's Hospital
- Meriter Hospital
- VA Medical Center
- Spectrum Brands
- Alliant Energy
- Credit Union National Association
- MGE Energy
- Sub-Zero and Wolf Appliance
- American Family Insurance
- CUNA Mutual Group
- National Guardian Life
- Google
- Microsoft
- TDS Telecom

Software company Epic Systems was also founded in Madison and moved to nearby Verona in 2005 where it has grown to more than 10,000 employees.



## ARTS AND ENTERTAINMENT

- The Overture Center for the Arts
- Camp Randall Stadium
- Alliant Energy Center
- Kohl Center
- Majestic Theatre
- Barrymore Theatre
- High Noon Saloon
- Orpheum Theatre
- Monona Terrace
- Madison Museum of Contemporary Art
- Wisconsin Historical Museum
- Wisconsin Veterans Museum
- Madison Children's Museum
- Madison Opera
- Madison Symphony Orchestra
- Madison Ballet
- Chazen Museum of Art

## CULTURE / NIGHTLIFE

- Henry Vilas Zoo
- Olbrich Botanical Gardens
- Dane County Farmer's Market
- Award Winning Restaurants and Bars
- Art Fair on the Square
- Make Music Madison
- Taste of Madison
- Concerts on the Square

# THE CITY OF MADISON

## RECOGNITION

**GOING GREEN** The Best Cities on Earth for Biking - Yahoo Travel, June 2015, #2 Best Midwest Cities for Green Commuters- Homeownersinsurance.com, May 2013, #1 Most Compact Mid-Sized City in U.S. (13th in U.S. Overall)- Smartgrowthamerica.org, #1 Greenest City in America- Nerdwallet, April 2014, Madison Leads the Way in Meetings Sustainability- Meetings Focus, February 2014, Madison Named Best Green Town in Wisconsin's 12 Best Towns- Wisconsin Trails, 2013, 10 great places to blaze a (bike) trail of good food- USAToday.com, September 2012, Madison Ranked #6 Bike-Friendly City- Bicycling Magazine, June 2012, Madison ranked in Top 12 for Water Conservation- Wyland Foundation, May 2012. Most Bike-Friendly States in the U.S.- Fast Company, May 2014, #3 in Top Ten Healthiest Cities- Livability.com, April 2015, #4 Best Cycling Towns- USAToday Travel, April 2014, Madison Ranked #8 in Happiest, Healthiest Cities in America- Prevention.com, September 2013 and Huffington Post, January 2014, #14 Best Half Marathon in the U.S.- Runner's World Magazine, February 2013, Madison ranked as one of 10 great places to try stand-up paddle boarding- USA Today, August 2012, Madison Ranked 5th most Bikeable City- Walkscore, May 2012 **PERFECT PLACE TO LIVE** 10 Best Cities to Live in the United States- Elle Décor, November 2016, 30 Most Fun Places to Live in the U.S.- U.S. News & World Report, July 2016, #3 in Top 100 Best Places to Live 2016- Livability.com, September 2015, 10 U.S. Cities Perfect for a Weekend Getaway- Buzzfeed, July 2015, 25 Weekend Getaways Near Chicago- Midwest Living, June 2015, Best Places to Honeymoon Near Chicago- CBS News Chicago, May 2013, Most Livable Cities in America- Forbes, April 20, 2015, 10 Most Livable Neighborhoods in the U.S.- AARP, April 16, 2015, 5 Reasons Madison, WI Might be the World's Best Place to Retire- Huffington Post, February 27, 2015, Top 10 Happiest Cities in the World- National Geographic, January 2015, #9 in 10Best Travel-Worthy State Capitols- USA Today, January 2015, Top 10 Things to Do on a Budget- Midwest Living, January 26, 2015, #5 Queerest Cities in America 2015- The Advocate, January 12, 2015, 5 Free Things to Do in Madison, Wisconsin -Miami Herald, January 8, 2015, #1 in Top 100 Places to Live- Livability.com, September 2014, "7 reasons why Madison, Wisconsin is the best place to live in America"-Business Insider, September 2014, #1 Best U.S. Cities for Quality of Life- NerdWallet.com, August 2014, #8 in Top Ten Hardest Working Cities- MyLife, July 2014, 2013 Great Places in America: Neighborhoods- American Planning Association, People Are Most Satisfied with Life in These 10 U.S. Cities- Business Insider, April 2014, 2014 Best of the Midwest Travel- Midwest Living, Spring 2014, #3 in 15 Best Cities for Young Adults- Forbes, January 2014, #5 in Top 100 Best Places to Live- Livability.com, January 2014, #7 in 2014's Gayest Cities in America- Advocate.com, January 2014, #5 in Best of the Midwest Concert Venues - Drake Magazine, January 2014, #5 in Top Ten Places to Live- Liveability.com, November 2013, Madison Gets Perfect Score on Equality Index - Wisconsin Gazette, November 2013, #2 Best Small Cities for Starting Over- Credit Donkey, October 2013, #1 Best Small Cities to Live- Credit Donkey, August 2013, Madison #2 Best City for Recreational Activities- NerdWallet, August 2013, A Best Place to Retire- Huffington Post, April 2013. **SWEET SPOT FOR SPORTS** America's Best College Football Towns- Travel + Leisure, August 2016, A Silver Lining to Winter: Best U.S. Outdoor Skating Rinks- USA Today Travel, January 13, 2015, #1 in America's 10 Best College Football Towns- USA Today, December 2014, #1 Best College Football Towns-. NCAA, September 2014, #7 in Top 50 U.S. Swim Cities - USA Swimming, August 2014 **BEST IN BUSINESS** Wisconsin's Vibrant Metro All-Around Charmer- Meetings Focus, February 2015, #2 City for Young Entrepreneurs- NerdWallet, November 2014, #5 in Cities Winning the Battle for Information Jobs- Forbes, May 2014, #9 in Top 25 Tech Hot Spots- The Atlantic Cities, October 2013, Forbes Best Places for Business & Careers- Forbes 2013, Madison Profile, Madison Ranks 5th for High Tech Jobs- MarketWatch, June

**While the City of Madison receives notable attention in nearly every lifestyle category, the lodging sector has failed to attract the type of variety and sophistication present in the rest of the City's offerings. Of the 61 hotels listed in the market, 57 are brand affiliated with more than 80% of those being limited service brands.**

**FABULOUS FOR FAMILIES** 5 Free Things to Do in Madison, Wisconsin- Associated Press, June 2014, #8 Best City to Raise a Family- Parenting Magazine, July 2012, Madison Children's Museum Ranked 5th-Best Children's Museum in the Nation- Parents Magazine, February 2011 **PHENOMENAL AT FOOD** America's Most Historic Food Markets- USA Today, July 2016, Best Food City in Every U.S. State-Thrillist, July 2016, Foodies: Welcome to Flavortown- Going on Faith, July 2016, What's in Season at the Farmer's Market- Rachael Ray Show, June 2015, Unlikely Foodie Cities- Fox News, June 2015, Best Craft Beer Week events in May- USA Today, April 17, 2015, UW Students Break Record for Biggest Rice Krispies Treat- NBC News, April 2015, Greatest College Coffee Shops in America- Travel + Leisure, February 2015, Real Food, Real People- Taste & Travel International, Autumn 2014, 14 Best Food Museums- MapQuest Discover, November 2014, 15 Best New Restaurants in the Midwest- Condé Nast Traveler, September 2014, 5 Wine Destinations off the Beaten Path- The Today Show, June 2014, Foodie Cities: Real Estate for the Restaurant Set- Wall Street Journal, 10 Best Cities for Food Trucks This Summer- USA Today, May 2014, Finest Farm-to-Table Dining- Four Seasons of Food Blog, February 2014, Madison Named #3 in Best Iconic American Foods- USA Today & 10Best, August 2013, Madison Named Best Foodie Town in Wisconsin's 12 Best Towns- Wisconsin Trails, 2013, #5 Top Foodie Cities in 2013- Livability.com, April 2013.

2013, The Best U.S. Cities for Working Women- Co.EXIST, May 2013, Top 7 Cities for Last-Minute Meetings- Smart Meetings, May 2013, Madison ranked 2nd best-run city in America- 24/7 Wall St., January 2013, Madison Ranked #2 Best Small Metro College Town- AIER.org, October 2012, Madison Ranked #19 Creative Class Metro City- Atlantic Cities Magazine, July 2012 **EXCELLENCE IN EDUCATION, ARTS & ARCHITECTURE** America's Most Beautiful College Campuses- Travel + Leisure, September 2016 Best Places for Artists to Live in the USA- Thrillist, July 2016 UW-Madison Sociology Department Ranks #1 in U.S. Private and Public Universities- U.S. News & World Report, UW-Madison Ranks #13 Nationwide in Public Universities- U.S. News & World Report Pilgrimage: Taliesin, Frank Lloyd Wright at Home- Arts & Crafts Homes, March 2014 Madison Ranks 6th in Nation for Students Studying Abroad- Institute for Higher Education, November 2013



## THE DOWNTOWN PLAN - THE NINE KEYS

### Key 1: Celebrate the Lakes

Celebrate the Lakes – The materials and color palette of the Hotel’s interiors will draw inspiration from the colors and textures of the lake and it’s movement. The rooftop will also permit views of the Lakes and be open to the public.

### Key 2: Strengthen the Region’s Economic Engine

In addition to creating new employment opportunities, The Dayton Carroll Hotel will also attract new travelers and tourists to the City on a daily basis. Dane County currently ranks as the second most visited county in Wisconsin with transient customers spending more than \$1B in the community. Guests of The Dayton Carroll Hotel will provide a new customer base for local retail businesses in the surrounding area, while larger companies will utilize The Dayton Carroll Hotel to accommodate potential employment prospects who may be relocating to the City.

### Key 3: Ensure a Quality Urban Environment

The Dayton Carroll Hotel aims to be a model for exceptional Urban Architecture by creating a building that blends seamlessly with the street fabric, respects the scale of the surrounding buildings, and is constructed of high quality materials that will stand the test of time. The design will also support the community by providing a gathering space among the pedestrian mall of State Street.

### Key 4: Maintain Strong Neighborhoods and Districts

The Dayton Carroll Hotel will partner with surrounding businesses to provide new amenities for residents while supporting existing businesses by referring transient guests who want to “buy local”. Through these partnerships the community will gain a stronger economy, civic pride, and the ability to house more people in the Downtown area and Capitol District.

### Key 5: Enhance Livability

Key 5- Based on recent census data, more than half of Madison’s residents are under the age of 30. The dominance of this demographic drives many of the offerings for entertainment, food, and lifestyle amenities. The Dayton Carroll Hotel will complement the existing Cultural Landscape with new food and beverage options as well as a unique rooftop experience allowing residents to enjoy breathtaking views of the City. The property will also provide another option to students who need to accommodate out of town guests when their main residences cannot. The location of the site will be ideal for visitors to experience life in Madison, whether walking, riding bicycles, or taking in cultural sites.

### Key 6 - Increase Transportation Choices

The Dayton Carroll Hotel will work with local operators to ensure that guests can come and go from the property easily through the use of existing mass transit or private coach operators. A bicycle program is also planned which will allow guests to experience the City as a resident would.

### Key 7 - Build on Historic Resources

The team has been very sensitive to the History of the City, the Street, and the Site with the Design of the new building. The scale of the adjacent buildings was extremely influential in the development of all facades and the views from the building are meant to highlight many of the contributing elements of the Urban Plan. Additionally, The Dayton Carroll Hotel will prominently feature curated interior elements which are meant to highlight the evolution of the City’s cultural fabric.

### Key 8: Expand Recreation, Cultural, and Entertainment Offerings

The Dayton Carroll Hotel will become a destination in the areas of cuisine, night life, hospitality, and social gatherings. Given that the property is more intimate in scale than other comparable hotels, it is anticipated (and intended) that the resident population will use the building as much (if not more) than the transient visitors.

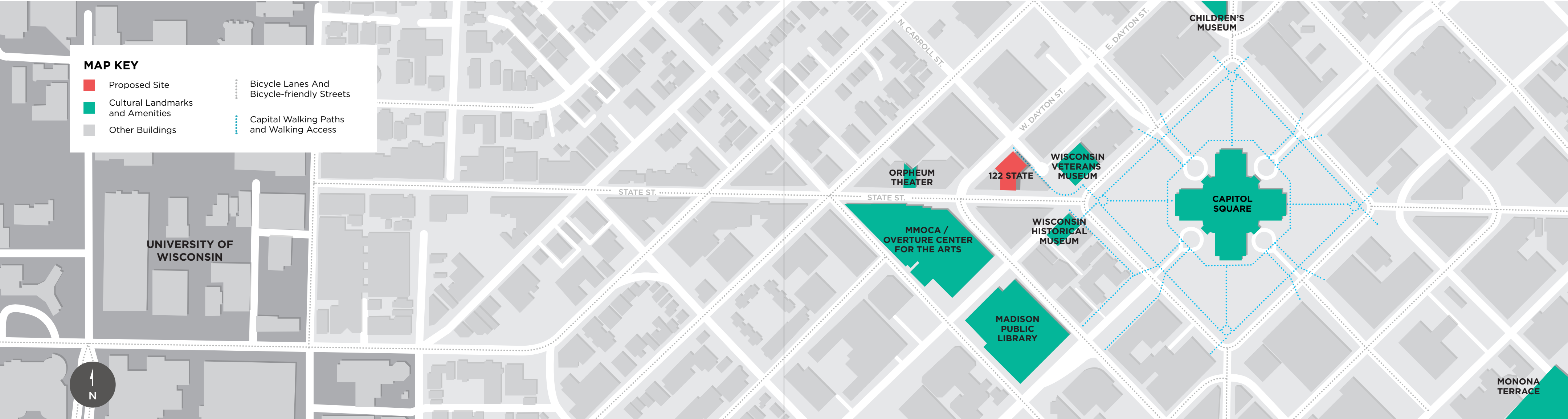
### Key 9 - Become a model of Sustainability

The property will utilize the latest technology and building management systems to minimize energy consumption and meet or exceed all standards for energy and indoor air quality. The design will also focus on the use of local materials and labor resources while pursuing all the requirements for PACE (Property Assessed Clean Energy) financing. Finally, the operator (Provenance Hotels) originates from Portland, Oregon and has a documented history of operating hotels in one of the country’s most sustainable cities. Provenance intends to meet or exceed the same standards in all areas of operations including waste management, water conservation, and responsibly sourced operating supplies.



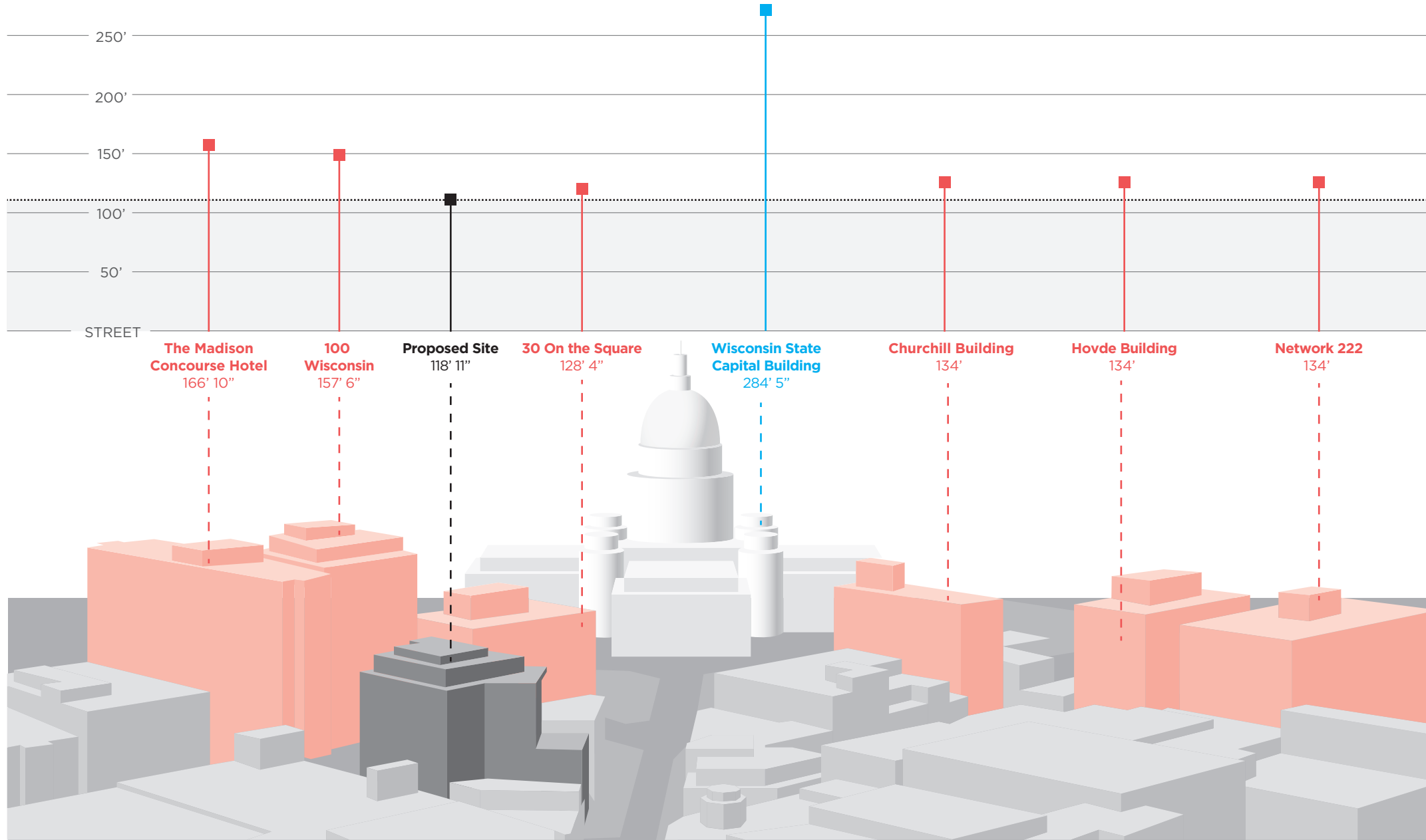
# DOWNTOWN MADISON

## MAP OF PROJECT SITE AND NEIGHBORHOOD

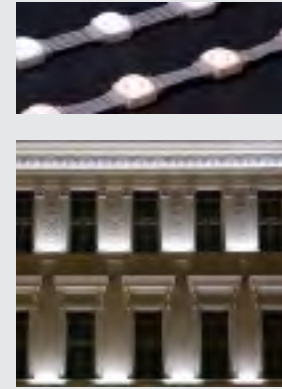
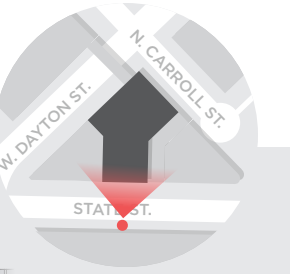


# DOWNTOWN MADISON

## DOWNTOWN BUILDING HEIGHTS



## EXTERIOR BUILDING LIGHTING



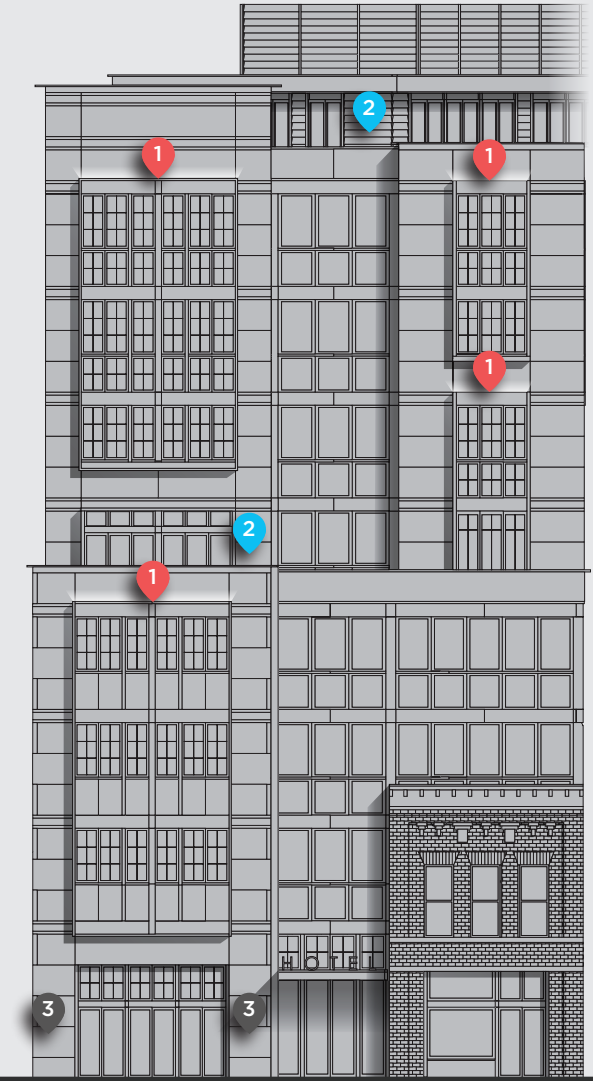
1 Indirect LED



2 LED Building Sconces



3 LED Street Level Sconces





# DOWNTOWN MADISON

## COMPLIANCE WITH UDC GUIDELINES



### Building Orientation

The building addresses the scale of the street and the Design integrates all entrances and services to support the surrounding context.

### State Street View

The street level fenestration promotes interaction between pedestrians and occupants and allows for additional site furniture, outdoor dining, and landscaping.

### W. Dayton and N. Carroll Entrances

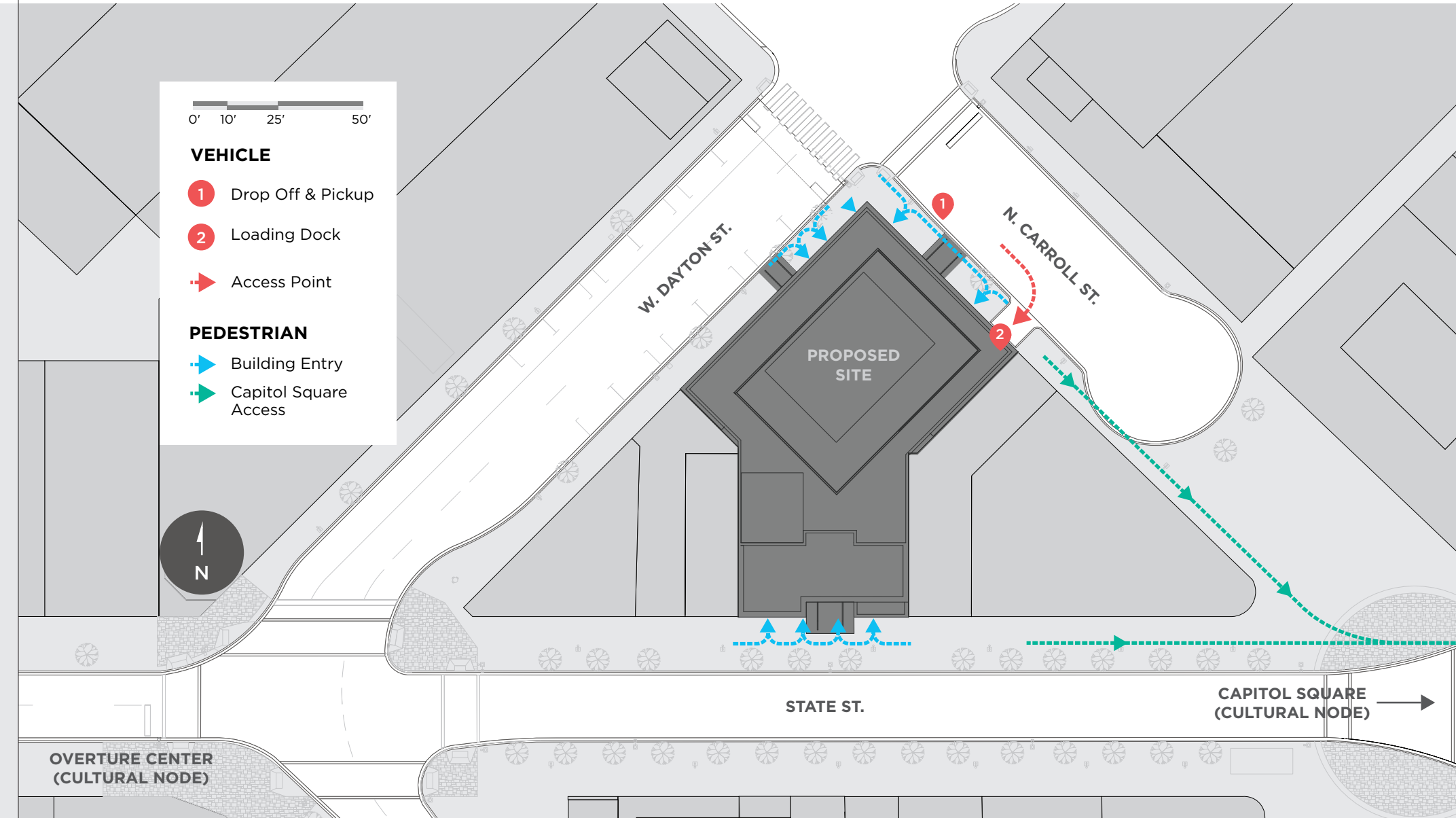
The Main Entrance and drop-off for the hotel will be on N. Carroll Street with a secondary lobby entrance to be located on W. Dayton Street. These entrances will activate additional pedestrian activity on both streets while dedicating the arrival sequence to the quieter N. Carroll Street.

### Access and Site Circulation

Traffic patterns and existing parallel parking have been preserved on W. Dayton Street.

All guest parking will be done by valet.

Proposed drop off / entry point is concealed on N. Carroll which is not a through street.



# DOWNTOWN MADISON

## COMPLIANCE WITH UDC GUIDELINES

### Landscaping



### Massing

The building does not obstruct any views of the Capitol or the lakes in any of the designated view corridors.

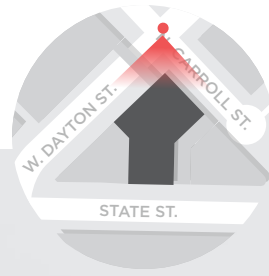
The building employs setbacks on State Street to create a sense of scale consistent with the context of the block and minimize shadow effects.

The façade of the building is composed of panels that represent a human scale consistent with the pedestrian friendly neighborhood. Large flat surfaces with no windows have been avoided on all facades.



# DOWNTOWN MADISON

## COMPLIANCE WITH UDC GUIDELINES



### Building Components

The top of the building features an outdoor area built of the same materials as the base. In addition to creating usable public space, the area also screens the mechanical equipment from nearby high rise buildings. The cap also integrates the elevator penthouses in a seamless manner.

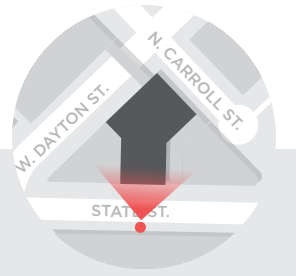
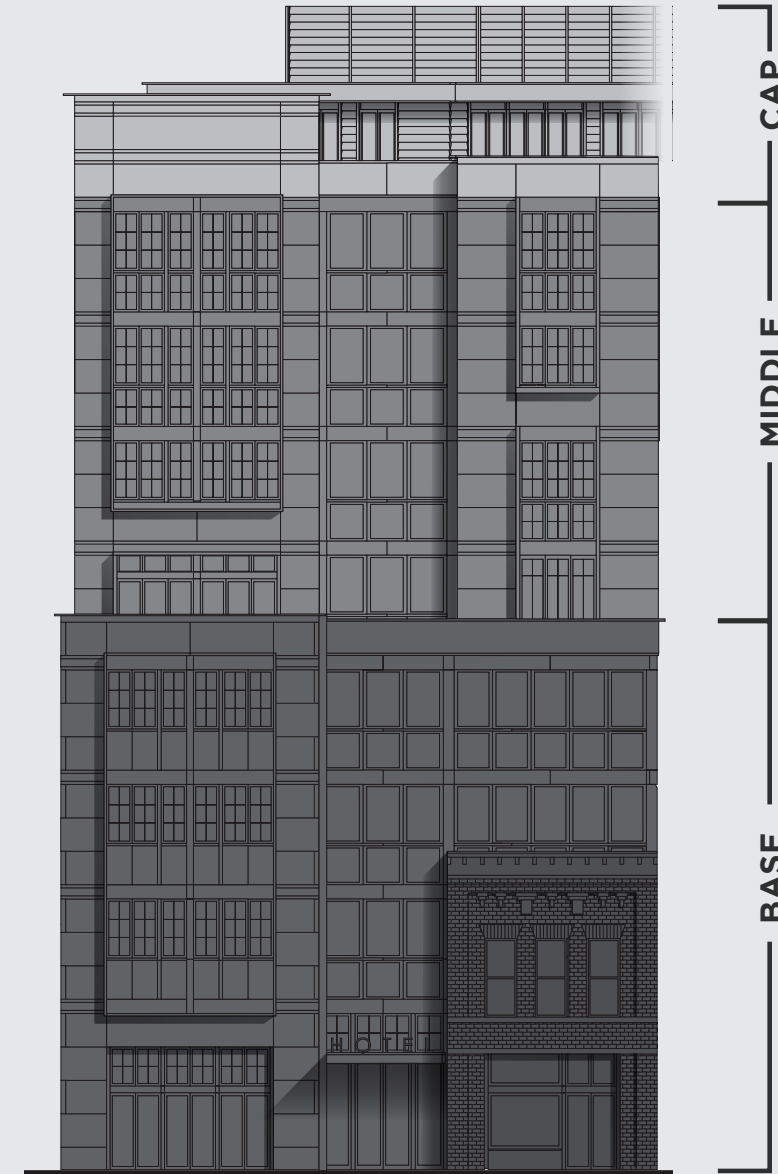
The glazing on the middle floors projects out to create depth in the facade that is consistent with the scale of the neighborhood.

The Architectural Design of the building is limited to three main materials: zinc, cast stone, and glass which are used in different manners in different areas of the building. The richness of these natural elements create a palette that will be of consistent quality to the historic buildings in the area.



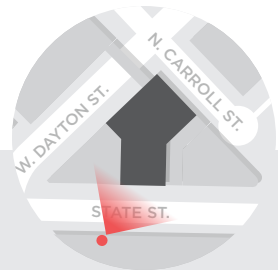
### Visual Interest / Door and Window Openings

The building is designed with a base (floors 1-4), a middle (floors 5-8) and a cap (floor 9 and roof) on the State Street elevation to be contextual with the adjacent buildings and allow for a terrace at the 5th floor and a rooftop balcony on the 9th floor. The cadence of the windows and framing on State Street reflect similar proportions to the existing fabric of the street.



# DOWNTOWN MADISON

## COMPLIANCE WITH UDC GUIDELINES



### Building Materials

The palette of materials has been distilled down to three elegant selections which are used on all sides of the buildings

Material changes occur at moments of inflection in the façade and no two materials meet in the same plane so that each material can be expressed properly.



Cast Stone



Glass Curtain Wall



Zinc Panels

### Awnings, Canopies and Signage

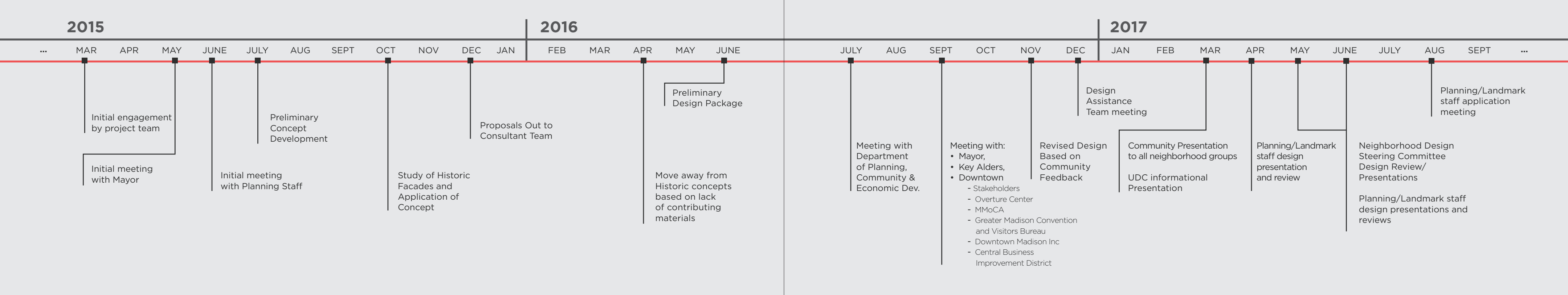
All projections from the Building have been designed in sympathy to the Building Architecture and prioritize their form and function equally.

Proposed projections are integrated into the exterior design and do not obstruct any Architectural details.



# DOWNTOWN MADISON

## PROJECT DEVELOPMENT



# THE PROJECT



COMMUNITY  
NATURE  
INTIMACY  
CONTRAST  
HARMONY



# THE PROJECT

If you spend any time in Madison you will find there is certainly no shortage of Civic pride. Residents love living in Madison and support local businesses, government, sports teams, and collegiate activities. They are outspoken about their City, their neighborhoods, and the changes that they see taking place around them. Recent developments in the City have shed awareness on the need for quality lodging options downtown and have generated proposals from others at sites like Judge Doyle Square and MATC.

The project at 122 State began when Central Properties decided that the site was ideally located to create a lasting amenity for the City of Madison. Working with Connect Hospitality they engaged local developer Ascendant Holdings and the project started to gain traction. By the end of 2015 the Design team had been assembled along with TriNorth Builders consulting on the construction logistics.

At the start of the project, the team had been hopeful that the building at 122 State could be restored to its original façade design and that the design could invoke the history of the original YWCA building. After a series

of forensic investigations it was determined that previous renovations had stripped the building of all historical character. Furthermore the height differences across the site had left the building with ramps and stairs that made the floor plans very inefficient. Upon acquiring the right to develop the adjacent parcel at 118 State Street, it was decided that a portion of the building and façade facing State Street could be retained to compliment the new hotel.

Initial design concepts aimed to maximize the potential of the site and included proposals to build as tall as twelve stories high. After many meetings with neighborhood alderman and city departments it was determined that the threshold of viability was to construct a four story building on State Street which set back to a larger nine story structure fronting W. Dayton and N. Carroll Street. The material palette was also refined down to three major building elements: concrete, zinc, and glass. The current design reflects months of effort to create a building that is appropriately scaled and elegantly styled to create the City's first true lifestyle hotel.

## DAYTON AND CARROLL BY THE NUMBERS

### GUEST AND PUBLIC SPACE

<b>Total Guestrooms</b>	<b>117</b>
<b>Total Meeting Space</b>	<b>4,000 SF</b>
<b>Total Public Space</b> <small>(lobby, restaurant, rooftop, etc.)</small>	<b>8,000 SF</b>

### BUILDING AND SITE TOTALS

<b>Building Height</b>	<b>118'-11"</b>
<b>Overall Site Area</b>	<b>10,336 sf</b>
<b>Bldg. Total Area</b>	<b>99,167</b>

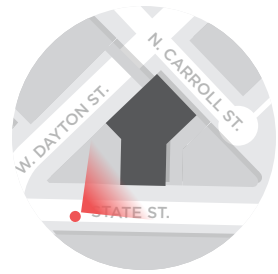
### Area per Floor:

<b>Basement</b>	<b>10,229 sf</b>
Meeting	2,712 sf
Core/Mech/Other	4,403 sf
Fitness/Restrooms	2,219 sf
<b>1st Floor</b>	<b>10,229 sf</b>
Restaurant	3,870 sf
Lobby/Bar/Office	4,198 sf
Core/Loading	2,161 sf
<b>2nd - 4th Floor</b>	<b>10,160 sf</b>
<b>5th Floor</b>	<b>10,229 sf</b>
Guest Suites	8,509 sf
Rooftop Terrace	1,522 sf
<b>6th - 8th Floor</b>	<b>8,509 sf</b>
<b>9th Floor/Terr</b>	<b>8,509 sf</b>
Bar	2,889 sf
Bathrooms	381 sf
Core	684 sf
Terrace	3,936 sf
<b>Roof/Mech</b>	<b>3,964 sf</b>



# THE PROJECT

## CONCEPT DEVELOPMENT





# THE PROJECT

## BASEMENT PLAN

0' 10' 25' 50'

- 1 Fitness Area
- 2 Guest Elevators
- 3 Mechanical
- 4 Lounge
- 5 Meeting Space



## LOBBY LEVEL PLAN

0' 10' 25' 50'

- 1 Hotel Entrance
- 2 Lobby
- 3 Check-In
- 4 Drop-Off
- 5 Loading Dock
- 6 Guest Elevators
- 7 Kitchen
- 8 Dining
- 9 Bar
- 10 Restaurant Entrance



THE PROJECT  
2ND FLOOR

0' 10' 25' 50'

- 1 Typical Guestroom
- 2 Guest Elevators



3RD - 4TH FLOOR : TYPICAL LOW RISE PLAN

0' 10' 25' 50'

- 1 Typical Guestroom
- 2 Guest Elevators



# THE PROJECT

## 5TH FLOOR PLAN WITH TERRACE

0' 10' 25' 50'

- 1 Typical Guestroom
- 2 Guest Elevators
- 3 Terrace



## LEVEL 6 PLAN

0' 10' 25' 50'

- 1 Typical Guestroom
- 2 Guest Elevators



# THE PROJECT

## 7TH - 8TH FLOOR : TYPICAL MID-RISE PLAN

0' 10' 25' 50'

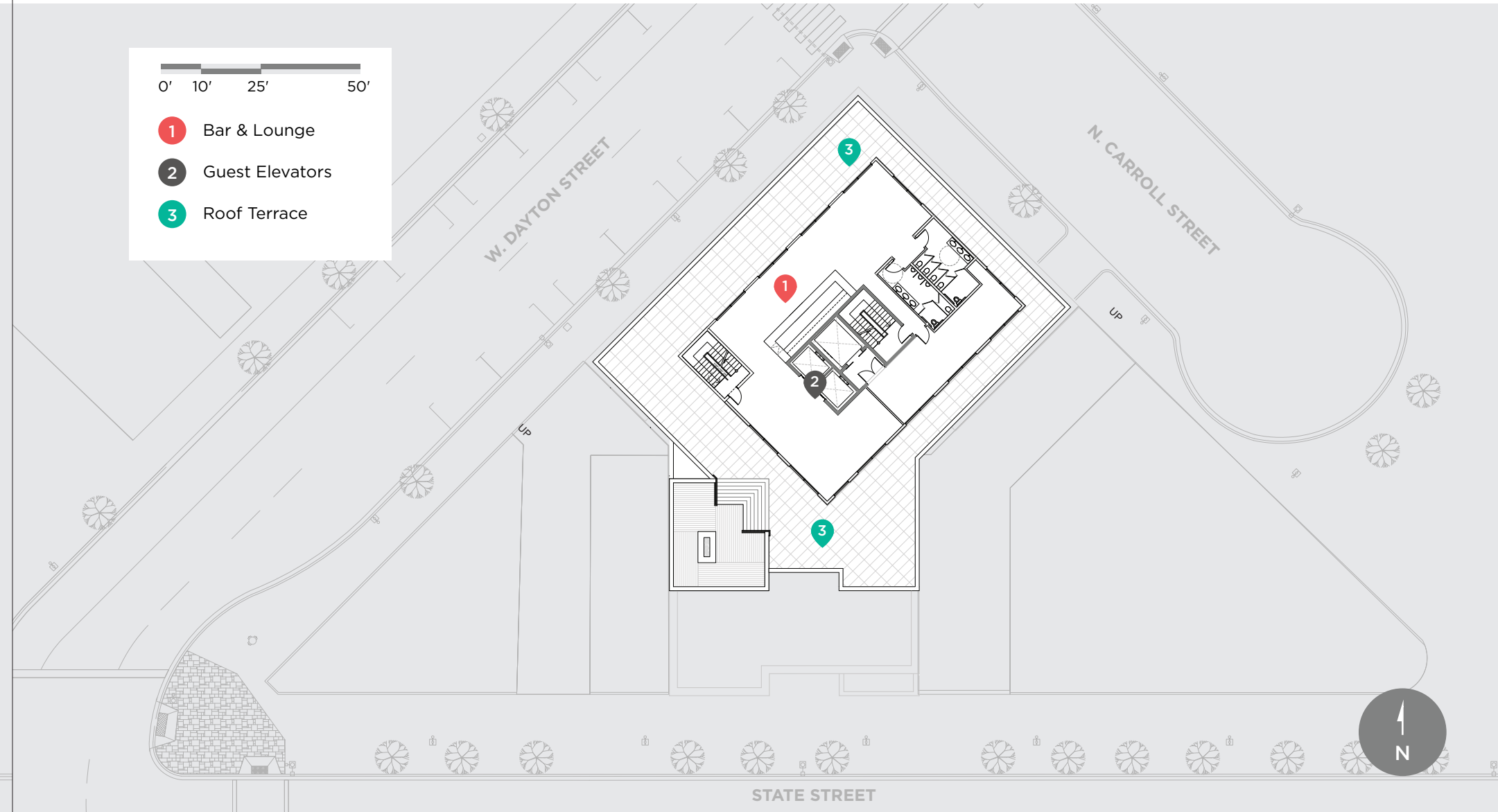
- 1 Typical Guestroom
- 2 Guest Elevators



## 9TH FLOOR PLAN WITH TERRACE

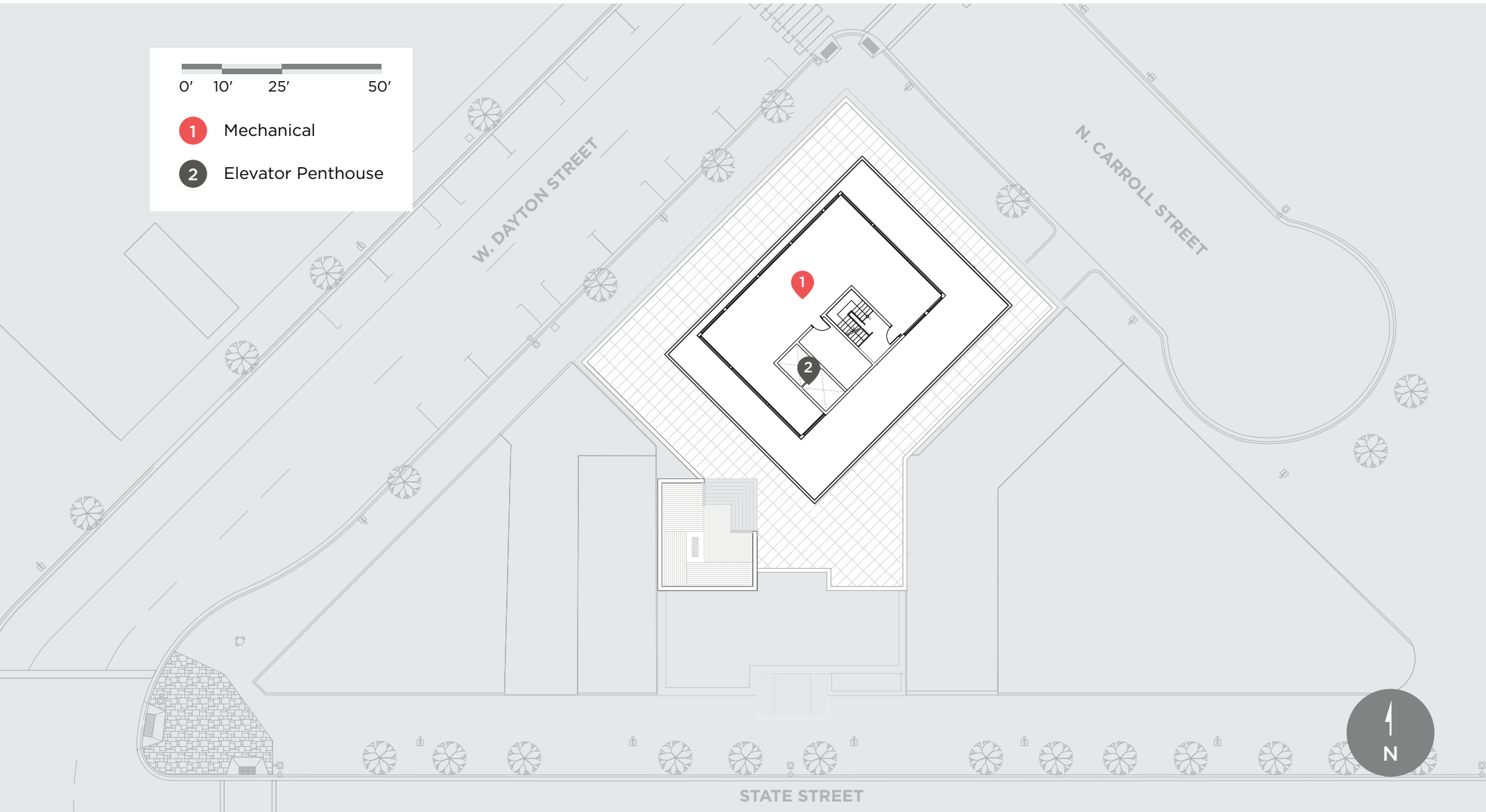
0' 10' 25' 50'

- 1 Bar & Lounge
- 2 Guest Elevators
- 3 Roof Terrace

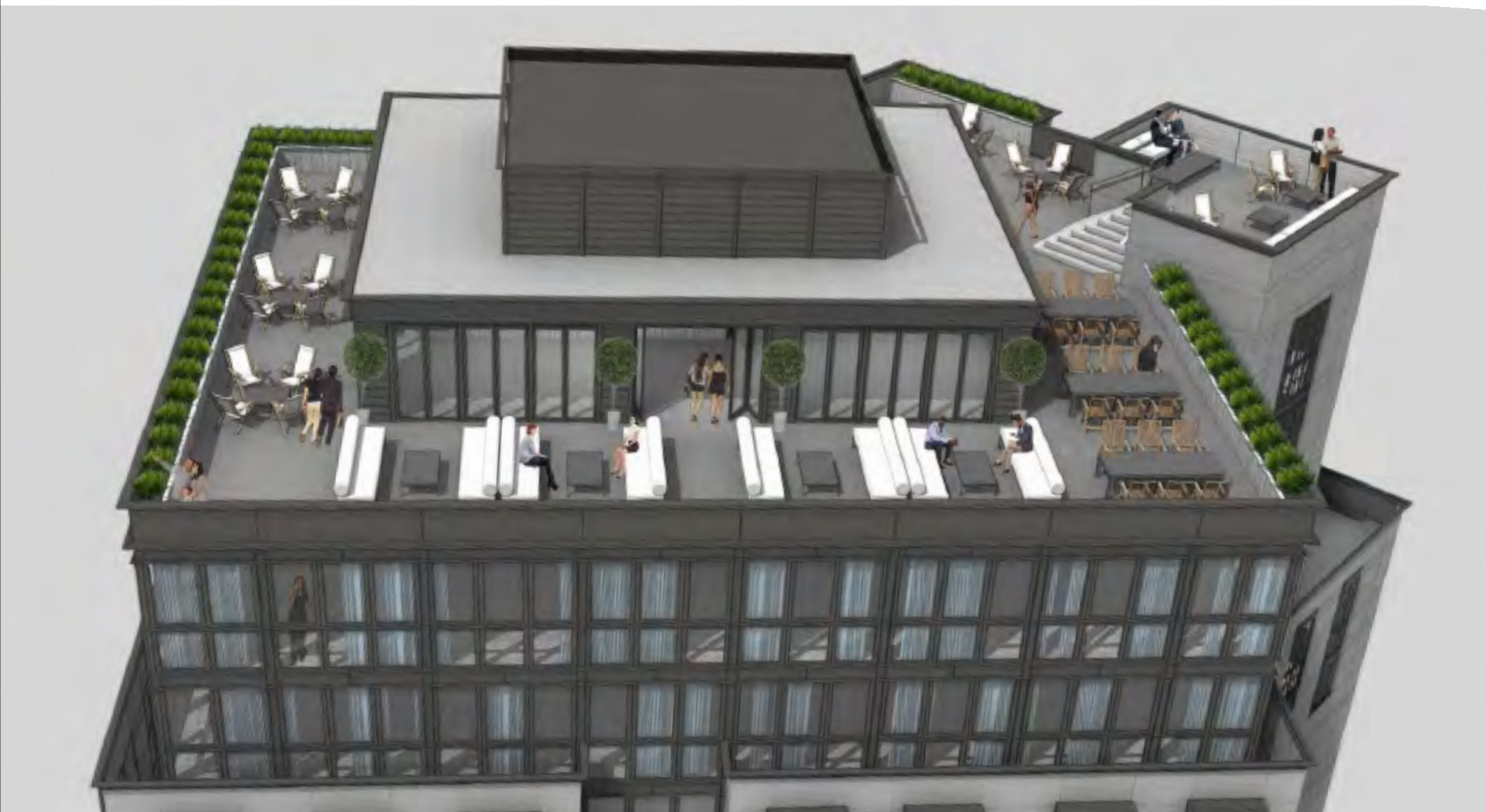


# THE PROJECT

## ROOF PLAN

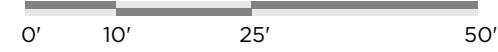


## VIEW OF ROOF

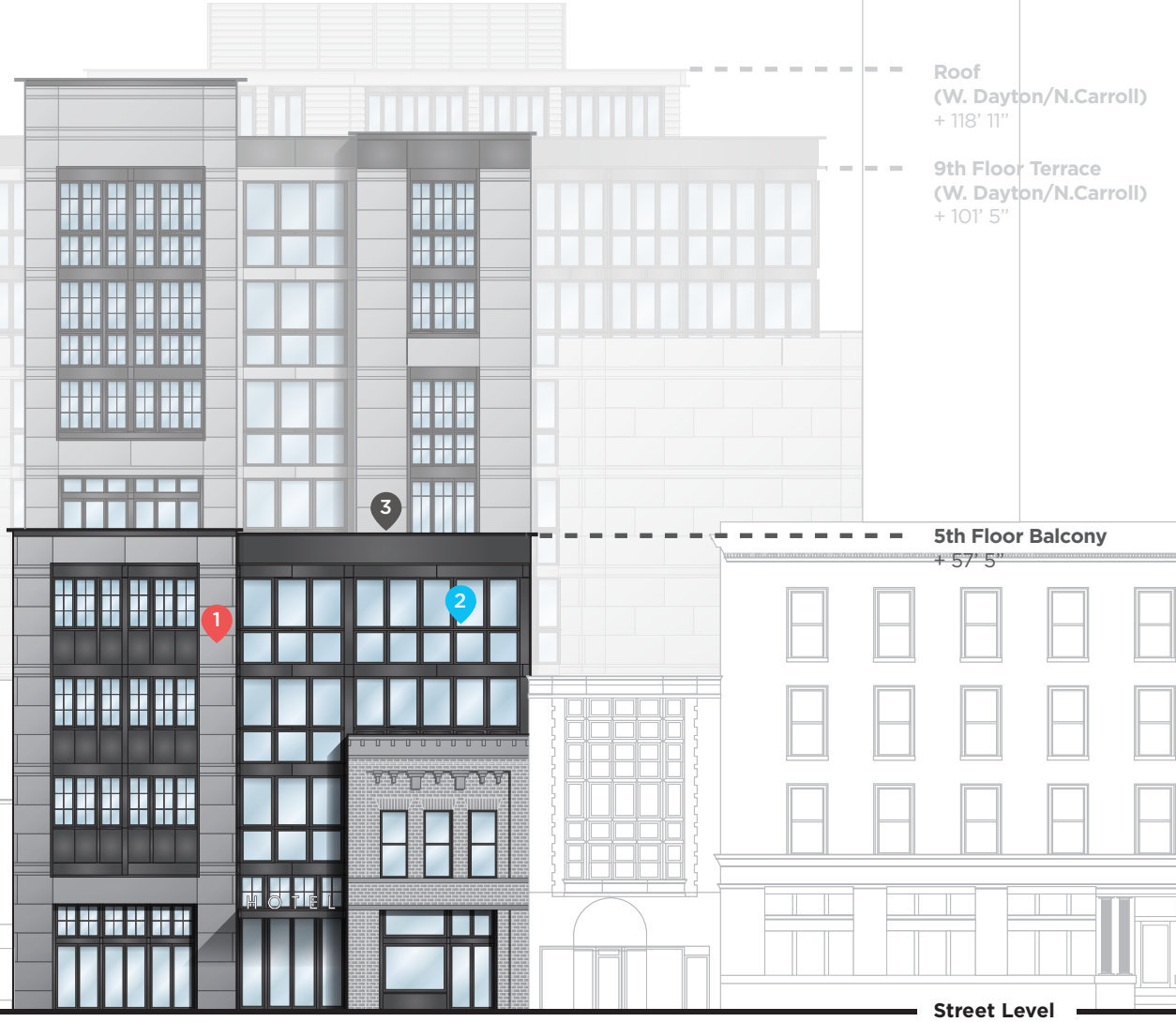
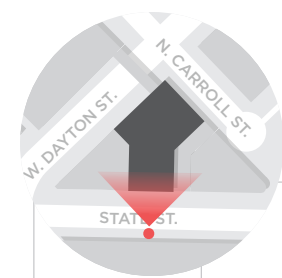


# THE PROJECT

## STATE STREET ELEVATION

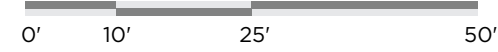


- 1 Cast Stone
- 2 Glass Curtain Wall
- 3 Zinc Panels

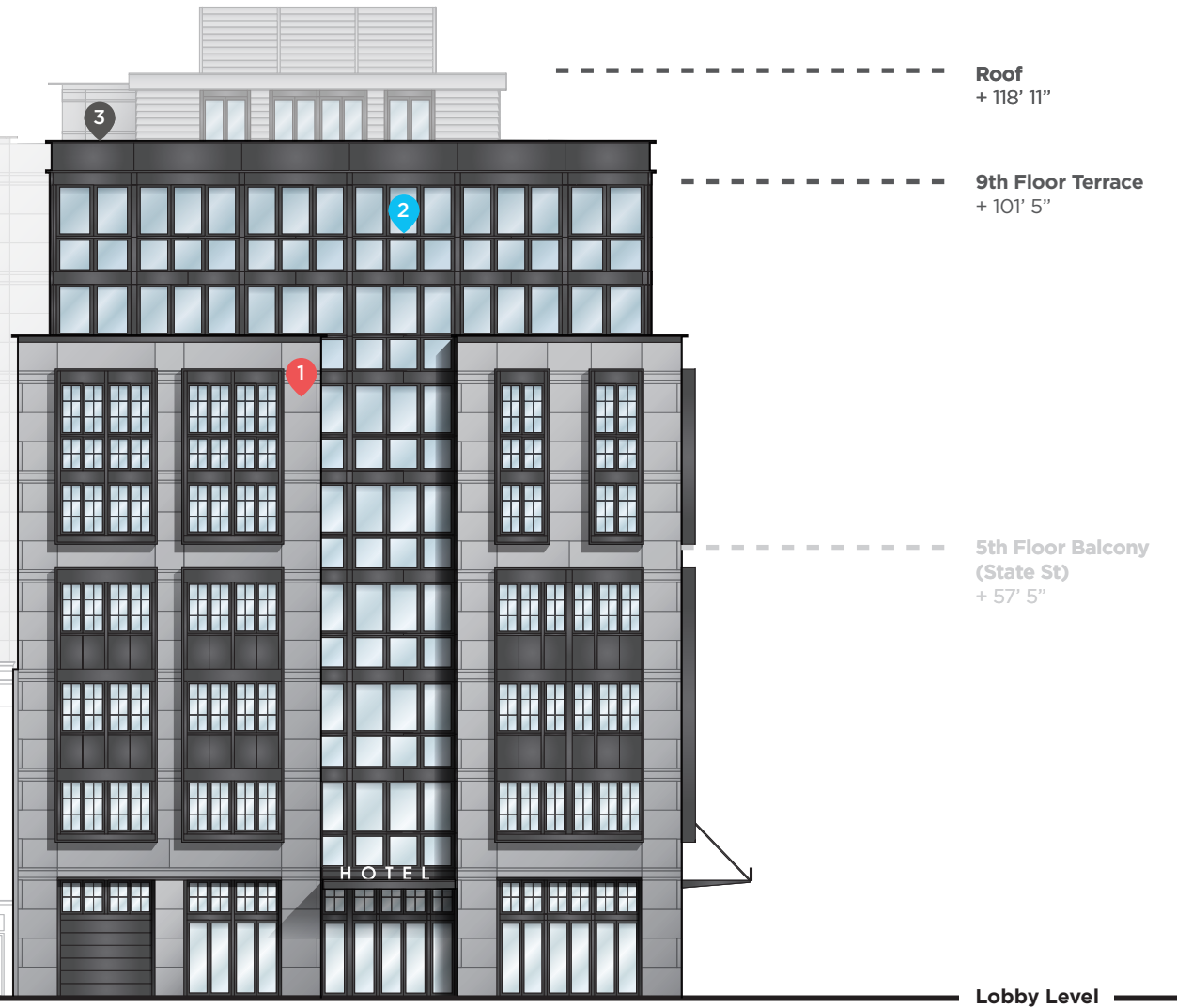
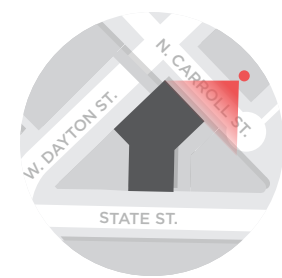


# THE PROJECT

## NORTH CARROL STREET ELEVATION

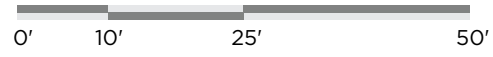


- 1 Cast Stone
- 2 Glass Curtain Wall
- 3 Zinc Panels

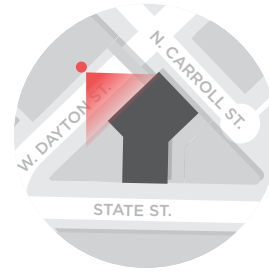


# THE PROJECT

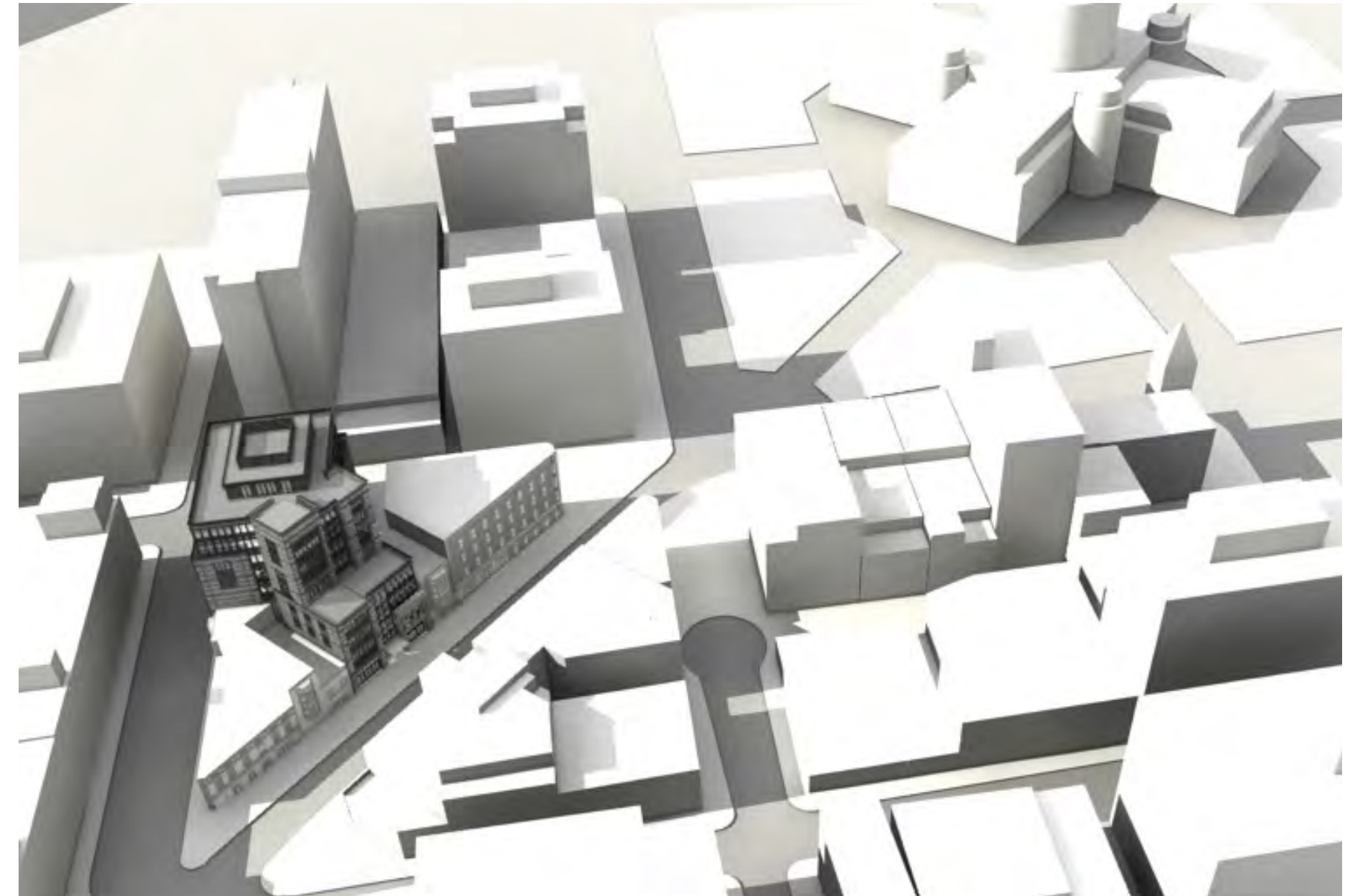
## WEST DAYTON STREET ELEVATION



- 1 Cast Stone
- 2 Glass Curtain Wall
- 3 Zinc Panels



## AERIAL VIEW

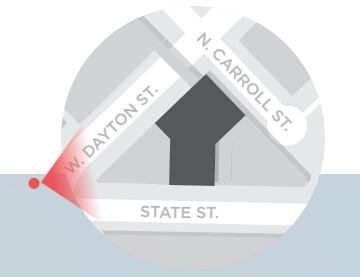


# THE PROJECT

## VIEW FROM DAYTON AND STATE STREET EXISTING



## PROPOSED





# THE PROJECT

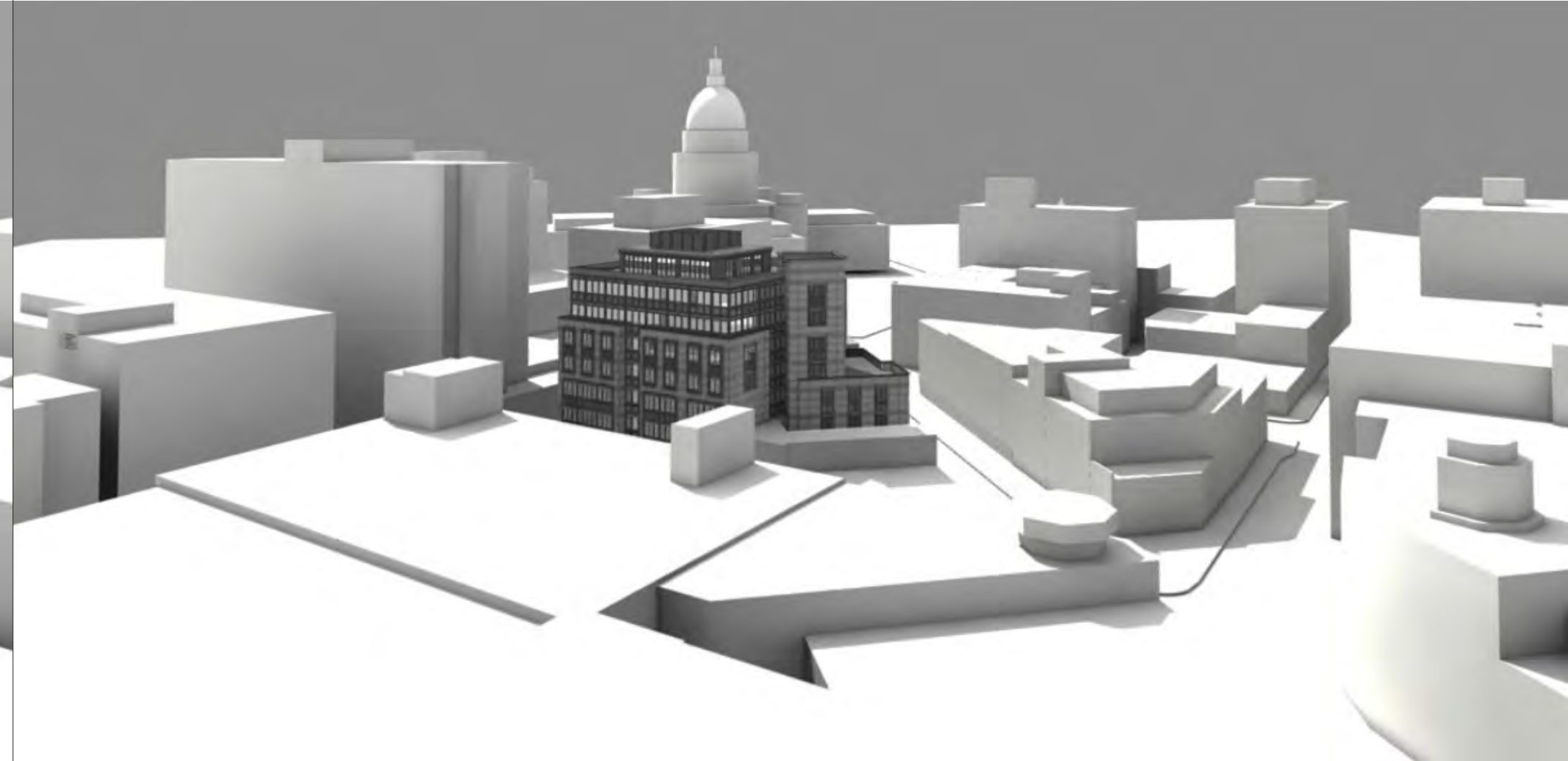
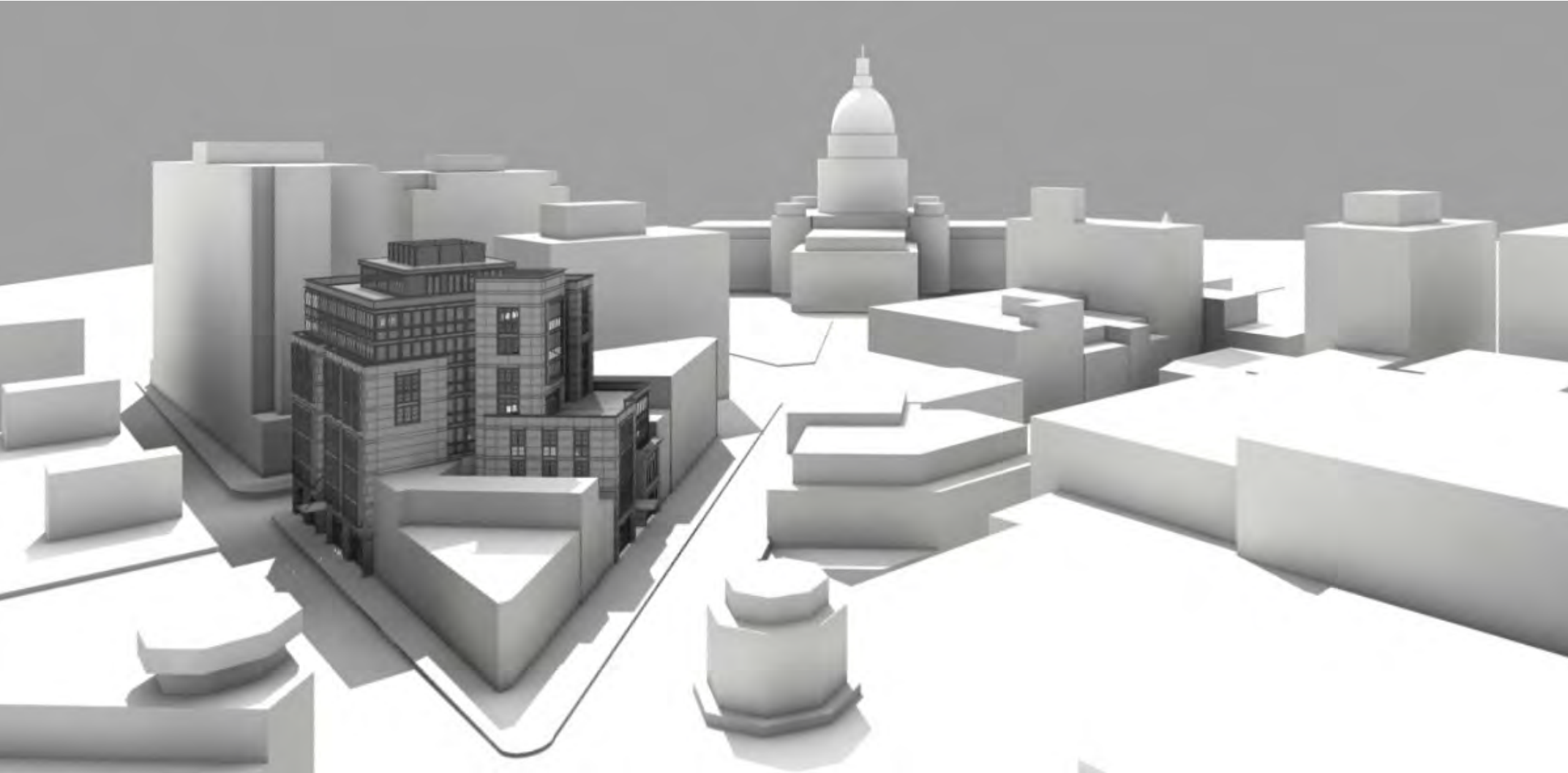
VIEW FROM CAPITOL BUILDING  
EXISTING



PROPOSED



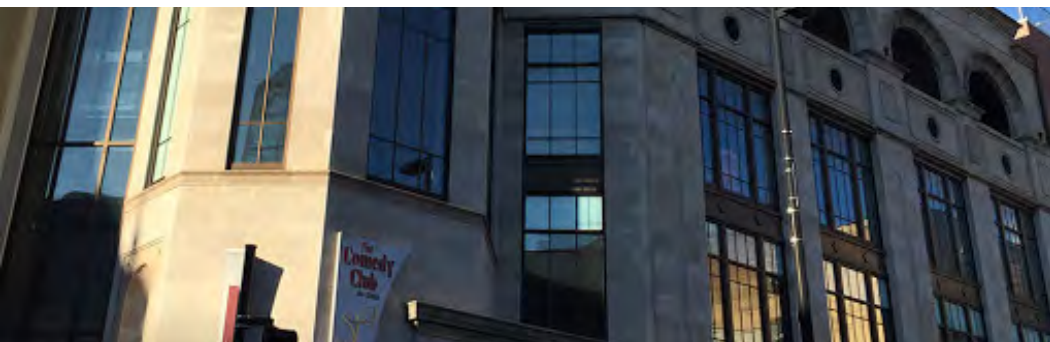
THE PROJECT  
AERIAL VIEWS



THE PROJECT  
AXONOMETRIC VIEWS

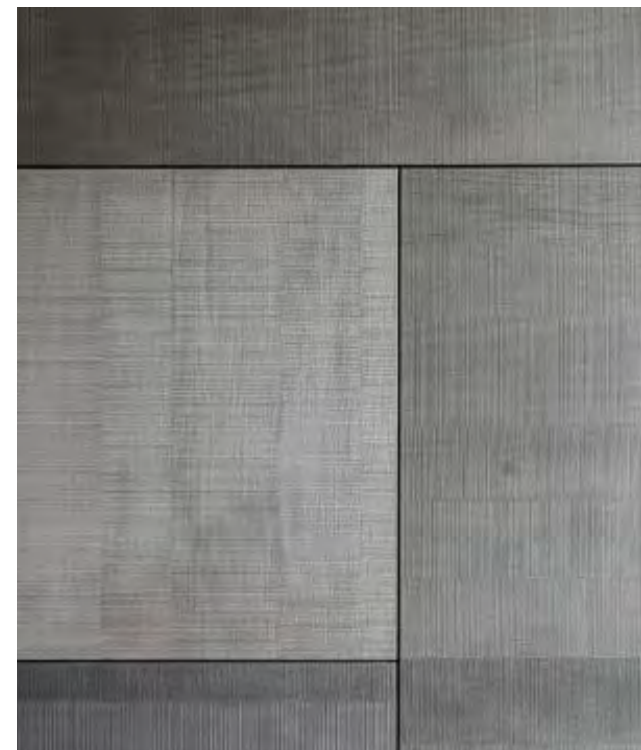


THE PROJECT  
RELEVANT PRECEDENTS



# THE PROJECT

## CONCEPTUAL GUESTROOM IMAGERY



# THE PROJECT

## EXISTING WEST DAYTON / NORTH CARROL VIEW



## PROPOSED WEST DAYTON / NORTH CARROL VIEW



# THE PROJECT

## EXISTING STATE STREET VIEW



## PROPOSED STATE STREET VIEW



# PLANNED DEVELOPMENT CRITERIA

## OBJECTIVES

- Development of a challenging site for a mixture of residential, commercial and public facilities which will greatly enhance State Street and City amenities.
- Greater utilization of space and energy to create a work of exceptional Architecture for the City of Madison that will be a model for sustainability in the Hospitality sector.
- Creation of high-quality development that is consistent with the goals and objectives of the Comprehensive Plan and Neighborhood Plan.
- benefiting both the City and the Developer. Given that State Street is designated as a Premier Street in the Downtown Plan, the site offers a unique opportunity to be a gathering place within the Capitol District. Without the Planned Development process, the allowable density and floor area would not justify the required investment to create a building of this quality.
- Development of this site for its intended use will not only generate employment and economic opportunities but will create a World Class Hospitality Destination for the City of Madison.

## STANDARDS FOR APPROVAL

- Dayton Carroll Hotel is without precedent within the Capitol District. The trapezoidal shape of the site combined with the steep grade changes from front to back create many challenges for efficient development. Additionally, the Capitol and the adjacent buildings on State Street demand that any new structure be at least comparable in quality and detail as not to detract from the existing streetscape.
- The cost to develop this site due to these constraints demand that the land be put to its highest and best use
- The proposed development will improve the economic health of the area while respecting the current infrastructure of the neighborhood. The building drop-off is currently planned on side street that does not contain through traffic.
- It is intended that construction will be phased to minimize disruption to State Street which providing primary construction access through N. Carroll Street, which is not a through street.
- The Architectural Design proposed are compatible with the scale and detail present in the buildings of the neighborhood and adjacent properties.

## EXCEEDING ALLOWABLE HEIGHT

- The proposed building is consistent and compatible with other properties in the surrounding area and is articulated in a way that diminishes the appearance of the building from the street level and does not obstruct any views of the Capitol or any of the view corridors to points of distinction. The scale and detailing of the building is sensitive to the massing and appropriate in the context of the site.
- The excess height allows for a design of significantly higher quality both in detail and use of materials than would otherwise be possible at this location.
- The scale of the facade and building massing complement the adjacent buildings in a manner that does not compete with any historical fabric but enhances the overall street presence by adding contrast and an elevated pedestrian experience.
- The building does not obstruct any views or vistas as identified in the Downtown plan.



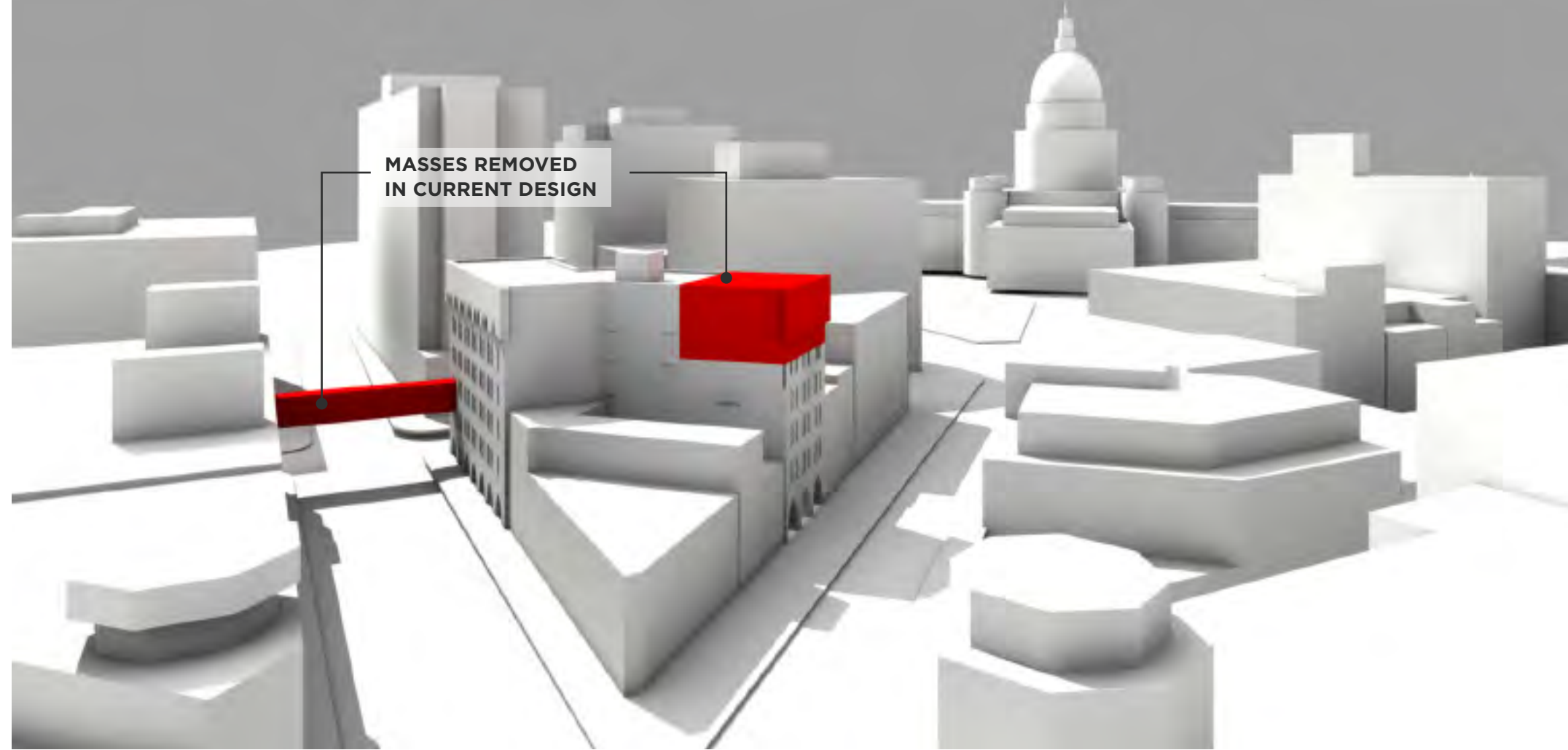


# PLANNED DEVELOPMENT CRITERIA

## EXTERIOR MASSING DESIGN

CURRENT

PROPOSED



# SUMMARY

- 1. The proposed building reduces the State Street Elevation from six stories to four Stories.
- 2. The retention of 118 State Street keeps the scale of the block intact, and anchors the proposed building.
- 3. The proposed hotel will improve pedestrian activity on the block, particularly at the N. Carroll / W. Dayton corner while creating new retail opportunities for existing merchants.

- 4. The removal of the existing skywalk at the Dayton Carroll corner improves visibility and enhances the streetscape.
- 5. The replacement of 122 State Street with a building of this caliber will improve the neighborhood district and serve as an amenity for the City and general public.
- 6. Given that the hotel has entrances on three street frontages (most open 24 hours a day) it will improve security for the block as a whole by creating a presence in areas previously dormant.



# TEAM QUALIFICATIONS



Ascendant Holdings is a privately held real estate development and investment company with offices in Madison and Milwaukee, Wisconsin. Partners Matt Prescott and Eric Nordeen founded the company in 2009 after having met years earlier at the University of Wisconsin in Madison. The company focuses on properties in Southeastern Wisconsin with a heavy focus on the Madison and Milwaukee markets.

Serving as in-house counsel, Mr. Prescott manages all legal matters for the company. In addition to this, his responsibilities include business development, investor and lender relations, and general oversight of day-to-day operations of the company. Prior to forming Ascendant Holdings, Mr. Prescott founded Prescott Development Group (PDG), where he spent 10 years acquiring and managing a retail-focused commercial real estate portfolio. PDG specialized in the development of open air retail centers.

Mr. Nordeen's responsibilities include business development, financial analytics, investor and lender relations, and general oversight of day-to-day operations of the company. Mr. Nordeen has a broad range of commercial real estate experience spanning the last eighteen years. Prior to forming Ascendant Holdings, Mr. Nordeen participated in the successful completion of several real estate development projects with aggregate capitalizations in excess of \$200 million. He managed all facets of project execution, including raising debt and equity capital. Before his years in real estate development, Mr. Nordeen spent two plus years in the Real Estate Valuation and Consulting Practice at PricewaterhouseCoopers in Chicago. Later, he spent two years in banking where he participated in the origination of over \$250 million in real estate development loans nationwide.

While each property they pursue is different there are several constants that are central to their business strategy: Invest locally, think long term and create value for the community. These practices are evident in their current portfolio and are central to their Hospitality development strategy.



Central Properties is a family owned Madison property rental business. The members are Phyllis Sanfilippo, Garth Langhammer and Harold Langhammer. We began in 1986, with the purchase of 118 State Street, the site of this proposed hotel. At the time of its purchase, it was occupied as a school facility for the Madison Area Technical College, now Madison College. When the college moved into its new campus at near Truax, we converted the building to office usage. For thirty years, it has been occupied primarily by non-profit organizations.

During these years, we purchased, renovated and built other buildings, all in the downtown campus area. Our current student rental properties can be seen at: [www.centralapts.com](http://www.centralapts.com).

We have, over the years, been involved in historic preservation efforts through the moving of buildings otherwise slated for demolition. In 1971, we significantly assisted in the saving and transporting of the Gates of Heaven Synagogue from its original location on West Washington Avenue to James Madison Park. In 1998 we moved the King House, a three story Victorian home, from the lower State Street

area to 212 West Gorham Street. More recently, we moved, because of the construction of the new court house, Senator Fred Risser's Cotswold styled house from West Wilson Street to the Olin Park area.

Because of the central location of The Dayton Carroll Hotel, we have for many years felt that hotel usage would be the best use for the property. Shortly after we purchased it, Professor James Grasskamp of the University of Wisconsin business school did, as a class project, a study of the property. Its conclusion, at that time now thirty years ago, was that it should serve as a complimentary hotel to The Concourse.

About five years ago, we began seriously studying the conversion of the property to a hotel. Our initial studies, drawings and consultations were very positive, as has been the conclusions and opinions of nearly everyone who has been presented with the project. We are fortunate in becoming joint venture partners with Ascendant Holdings, also a local business with offices in Madison and Milwaukee. Our goal is to build a second to none facility, and own and improve it as a family asset for many years to come.

# TEAM QUALIFICATIONS



Founded in 1985 and headquartered in Portland, Oregon, Provenance Hotels specializes in financing, developing and operating award-winning independent hotels. Their portfolio includes Hotel deLuxe, Hotel Lucia and Sentinel in Portland, Ore., Hotel Max in Seattle, Hotel Murano in Tacoma, Wash., the Old No. 77 Hotel & Chandlery in New Orleans, and Hotel Preston in Nashville. In addition to this State Street project in Madison, the company has three hotels under renovation and construction in Seattle and Portland that will join the collection in 2017 and 2018 as well as projects in the works in Milwaukee, Green Bay, Fort Wayne, Ind., Stillwater, Minn. and Hermosa Beach, Calif.

Distinguished by deeply-integrated art stories, gracious service and strong ties to their local communities, Provenance Hotels share a commitment to sustainability and eco-friendly practices. The company's Green4Green program incentivizing travelers to opt out of housekeeping service. As a result, the hotels help to reduce waste and conserve water and energy. In Portland, Provenance Hotels partnered with local apiary purveyor, Bee Local, to install beehives on the roofs of its hotels. The hives at the Portland hotels aid in the recovery of the overall honeybee population, which has experienced a dramatic drop in recent years due to colony collapse syndrome. By fostering small colonies of urban bees, the hotels are able to help protect honeybees in Portland while the honey harvested from the hives is used by the culinary teams in the hotels' bars and restaurants. In addition to these programs, Provenance Hotels has implemented eco-friendly and

sustainably produced pet offerings at all properties.

Recognizing the shared responsibility that businesses have in caring for the environment, Provenance Hotels seeks partnerships with local companies that share their commitment to sustainability and local innovation. In Portland, Provenance Hotels has forged relationships with companies such as Jacobsen Salt Co., Bee Local, Smith Teamaker and Salt & Straw - all companies that mindfully strive for eco-friendly practices, support local businesses and practice social responsibility. As Provenance Hotels expands into new markets, the company continues to seek new opportunities to innovate with businesses bettering their communities through environmental practices.

Provenance Hotels' investment in thoughtful programming and passion for infusing meaningful local partnerships into the guest experience has earned the company regional and national acclaim with six Provenance Hotels recognized with Conde Nast Traveler's 2016 Reader's Choice Awards. In Portland, Sentinel was recognized as the #1 top hotel in the Pacific Northwest and #10 nationwide. Also gracing Conde Nast Traveler's list of best Pacific Northwest Hotels was Hotel Lucia and Hotel deLuxe in Portland, Hotel Max in Seattle and Hotel Murano in Tacoma. In New Orleans, the Old No. 77 Hotel & Chandlery was named to Conde Nast Traveler's list of best hotels in New Orleans and was selected by the editors of Travel + Leisure as the #7 Best City Hotel in the U.S.



Architects Kraig Kalashian (KKAD) and Ken Gowland (MetroStudio) met more than 15 years ago while working at a top NYC Architecture Firm and reconnected to collaborate on the restoration and renovation of the Q&C Hotel (part of the Autograph collection) in New Orleans, Louisiana in 2013. Since that time the two firms have collaborated on a number of projects across the country while their work has been recognized in numerous publications.

Although KKAD (based in NJ) and MetroStudio (based in New Orleans) occupy different offices, the bulk of any time on a project is spent immersed in the place where they are working. The team first became enamored with the City of Madison while working on a small restaurant renovation at the HotelRED. The concept for that project (the Wise) was to draw from Madison's rich agricultural profile to create a space that echoed the warmth and variety of the local farming community. Once we started to understand the dynamics of the city and the surrounding communities we knew we wanted to continue the exploration.

Working together, our two firms combined bring more than 40 years of experience and a portfolio of more than 100 Hospitality projects in the last two decades. Our goal for every project is not only to produce a work of exceptional design, but to produce spaces that will enhance communities and serve as examples for how Architecture can change the way people live. If realized, we believe that the Hotel at Dayton and Carroll will not only support and enhance the Capitol Square neighborhoods but will also finally give Madison a true destination lodging experience.

# TEAM QUALIFICATIONS



GRAEF is a multi-discipline engineering firm dedicated to serving public and private clients throughout the United States. For over 55 years, our ability to excel has been driven by integrity, quality, and our commitment to customer service. GRAEF began as an individual partnership structural engineering firm in 1961. Today, with more than 225 employees in seven offices in the Midwest and Florida, GRAEF offers our clients a full range of consulting services.

We work with clients to solve their specific engineering difficulties or we can assume full project responsibility. Our full-service



Since 1989, Collective Design Associates, LLC., (CDA) has been dedicated to exceptional performance, designing and engineering mechanical, electrical, and plumbing systems for new construction, renovations, and expansion projects.

CDA has completed engineering projects throughout the contiguous United States and U.S. Virgin Islands. We are also an EPA Energy Star Service Provider and Partner.

CDA's team is comprised of dedicated and hard-working professionals who are committed to providing excellence in engineering. We select project managers and design engineers with the right experience and expertise for each project. Satisfying our clients is our top priority.

project team provides structural engineering; site/civil engineering; landscape architecture; environmental engineering; mechanical, electrical, plumbing (MEP) and fire protection engineering; surveying; transportation engineering; sustainable design; and commissioning.

GRAEF is ranked in Engineering News-Record (ENR) Top 500 Largest Design Firms and is ranked 29th in Building Design + Construction's (BD+C) list of the nation's Top Engineering-Architecture firms.

Bruce D. Tourigny, PE, is the President and Chief Operating Officer. CDA maintains a full staff of Professional Engineers. Many of our Professional Engineers are licensed in multi-states. Our staff also includes employees with graduate degrees in Engineering, Science and Business.

The staff works in a multi-disciplined environment and is familiar with overall project requirements in addition to their specific area of expertise. This enables CDA to provide you with superior project coordination of disciplines, schedules and planning for constructability and implementation of a well-planned and seamless project.



As a nationwide leader in the hospitality industry, Tri-North has a substantial, diverse hospitality portfolio that includes restaurants, hotels, boutique spas, fitness centers, and more. Our experience has given us expertise in new construction, renovation (occupied or closed), conversion, and addition. Whatever the size and scope, we are unmatched in our dedication and capability to collaborate with architects to expedite schedules, minimize downtime, and maximize the revenue potential for our hospitality clients.

Tri-North is licensed to perform work in all 50 states and Canada. Our projects during the last five years have taken us to every state and five Canadian provinces. Our Wisconsin, Texas, California, and New Hampshire offices bring dedication, talent, and commitment to each of our projects.



Today's traveler craves a connection and demands an experience. Great hotels deliver that. We find what's special and bring it to life. At Company B, we believe in branding through storytelling.

Company B is a full-service branding and marketing communications firm that specializes in hospitality. We know independent hotels and know that being independent is a lifestyle hotel's greatest advantage. We discover what is unique about each property we serve. It starts with a proven process of discovery, development and implementation, and results in brand positioning brought to life through imagery, design, voice and guest experience.

Company B has served clients throughout the country in primary, secondary and tertiary cities. Whether an urban market, a vacation destination or the stand-out property in a small community, our work has ranged from complete brand development to rebranding, marketing to special events, social media to highly transactional hotel websites.

At Company B, we're project managers and creatives. We dig in to learn our clients' business model, competitive market, branding goals and how to achieve them. Our branding process creates a strong foundation that sets hotels apart. This includes:

- Overall concept development and naming of hotels, bars and restaurants
- Complete brand development and brand standards
- Operationalizing the brand through unique guest touch points
- Design and production of all business, sales and guest materials needed for a successful opening
- Participation in the interior design process to ensure a seamless brand experience
- Website design and development to tell your story and stand out in today's aggressive online booking environment

# TEAM QUALIFICATIONS

## HUSCH BLACKWELL

Husch Blackwell is a national leader in representing clients in the real estate, development, and construction industry. Attorneys Angela Black and Jeff Vercauteren have a long track record of successfully navigating development projects through the design, approval, financing, and construction processes in the City of Madison. They have represented local and national developers of condominium, luxury, and student housing, structured complex financing, development incentives, and tax credits, as well as drafted and negotiated numerous acquisitions, sales, and leasing of commercial properties.

Recent local projects include working with Gebhardt Development to secure design and land use approvals and structure financing for three significant mixed-use buildings on East Washington Avenue: The Constellation, The Galaxie, and The Cosmos (developed in conjunction with The Spark in partnership with American Family Insurance and StartingBlock Madison). Other recent projects include working with CA Ventures on The Uncommon market-rate and student housing project, and with Campbell Capital Group and M-M Properties to redevelop the former Marling Lumber site as a mixed-use housing and retail project.



Connect Hospitality Solutions, LLC - Connect works with hotel owners, developers, communities and others who desire to build, redevelop, restore and market hotels, most often in a downtown. Each project is unique. Using large network of strategic partners creative solutions can be accomplished for each project. Connie Barbian has worked with the Langhammers for more than 6 years, and first met Harold and Garth when it was Harold's desire to consider renovation of 118 State as a luxury hotel. Working together Connie introduced the Langhammers and Ascendant Holdings to KKAD, CompanyB Brand Marketing, Provenance Hotels, along with general contractors and others to form an experienced hospitality development team.

For this project, Connect Hospitality works on behalf of the owner group providing expertise and advice regarding hotel development, Budgeting, branding, public and community relations, marketing and sales strategies, hotel operations and asset management. Connie's 35+ years of hotel experience includes the development and restoration of ten boutique independent or historic hotels; founding partner of a successful hotel management and development company, and has also worked as a corporate travel manager. Active in the Wisconsin Hotel & Lodging Association Board of Directors, she has also served the association chairperson and recognized as corporate champion.



# CONTACTS

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