



# URBAN DESIGN COMMISSION APPLICATION CITY OF MADISON

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

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

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

Date Submitted: <u>October 29, 2014</u>	<input checked="" type="checkbox"/> Informational Presentation
UDC Meeting Date: <u>November 5, 2014</u>	<input type="checkbox"/> Initial Approval
Combined Schedule Plan Commission Date (if applicable): <u>Not Applicable</u>	<input type="checkbox"/> Final Approval

1. Project Address: 22 S. Carroll Street, Madison WI  
Project Title (if any): \_\_\_\_\_

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: Sue Springman Company: Mullins Group, llc  
 Street Address: 401 S. Carroll Street City/State: Madison, WI Zip: 53703  
 Telephone: (608) 285-8090 Fax: (608) 285-8085 Email: sue@mullinsgroup.com

Project Contact Person: Melissa Destree Company: Destree Design Architects, Inc  
 Street Address: 222 W. Washington Ave #310 City/State: Madison, WI Zip: 53703  
 Telephone: (608) 268-1499 Fax: (608) 268-1498 Email: melissa@destreearchitects.com

Project Owner (if not applicant): Park Hotel Inc.  
 Street Address: 22 S. Carroll Street City/State: Madison, WI Zip: 53703  
 Telephone: (608) 285-8090 Fax: (608) 285-8085 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 Sept 24, 2014.

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 Park Hotel Inc. Relationship to Property owner/operator  
 Authorized Signature Bradley C. Mullins Date 10/28/14  
Bradley C. Mullins



October 29, 2014

Project Narrative:

22 S. Carroll - Exterior Renovation and Refresh

We are pleased to start the review process with the Urban Design Commission to refresh the existing exterior façade of 22 S. Carroll Street.

This design concept will transform the building into a gracious structure reminiscent of traditional hotels. The design will incorporate all three structures by creating a strong base, a vertically oriented middle and refined cornice element. The concept begins with a new three story base that engages the street while integrating the 1982 room addition. The three story base element, with façade additions totaling 2,488 sf, creates a stately solution with a high level of detail using Biesanz stone, granite and bronze finished aluminum. The façade design creates a distinctive entrance to the hotel incorporating a new entry canopy. A strong corner presence is realized with the addition of a new street accessible restaurant vestibule. The proposed first floor storefront fenestration will improve visibility into the building and activate both Carroll and Main streets. Soft fabric awnings, lighting, and rich materials will bring a refreshingly human scale to the street. The façade materials will continue into the existing Valet drop-off to create an exceptional guest entry. In addition to the façade refresh at 22 S. Carroll, as you travel northwest to the next parcel, the rhythm of the limestone and granite columns continue creating an integrated gate element that screens the existing parking.

As the building rises, the articulation weaves the horizontal and vertical elements of the three existing structures. The middle element features new energy efficient windows and dark sky compliant building lighting. The existing parex will be maintained and repaired. It will receive a limestone color and texture akin to the Biesanz stone. These treatments will continue on the side elevation, visible from Carroll Street, as well as the rear elevations of the hotel. The existing brick will be tuck-pointed and repaired.

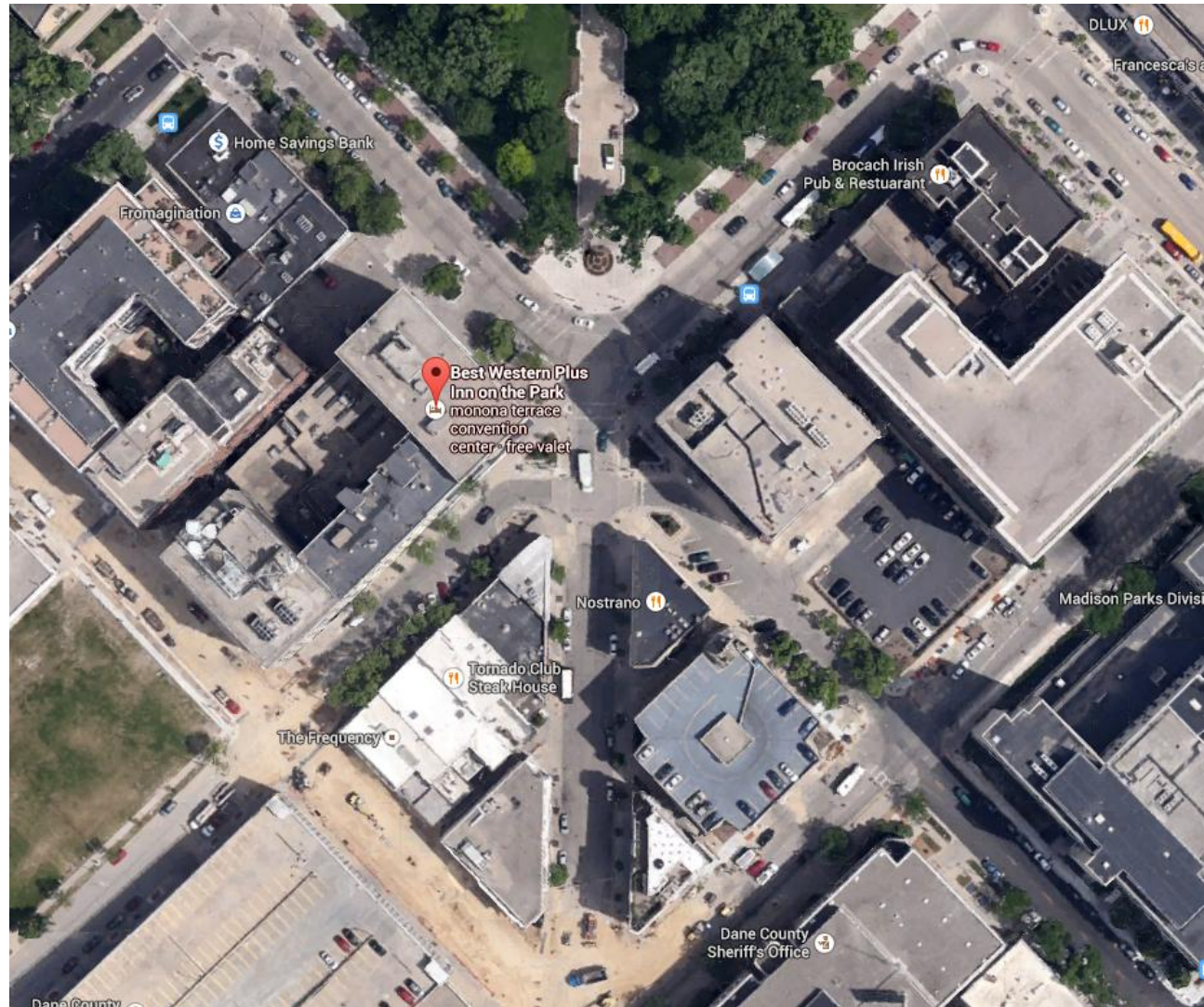
The top cornice element of the 9<sup>th</sup> floor will introduce a curved corner with storefront glazing and similar material and window upgrades. The ninth floor will be extended along Main Street to integrate the existing guest elevators and new guest rooms. This addition, 5,824 sf, along Main Street, is below the Capitol View line.

With these facade improvements, The Park Hotel will continue to serve as Madison's Premier Capitol Square Hotel.

Sincerely,

A handwritten signature in black ink, appearing to read "Melissa Destree".

Melissa Destree, AIA, IIDA  
Destree Design Architects, Inc.



The Hotel – Locator Map  
Oriented North Up



22 S. Carroll Street



The Hotel – Existing Images



The Corner of Carroll and Main

The Hotel – Existing Images



Main Street at adjacent building



The Corner of Hamilton and Main

## The Hotel – Context

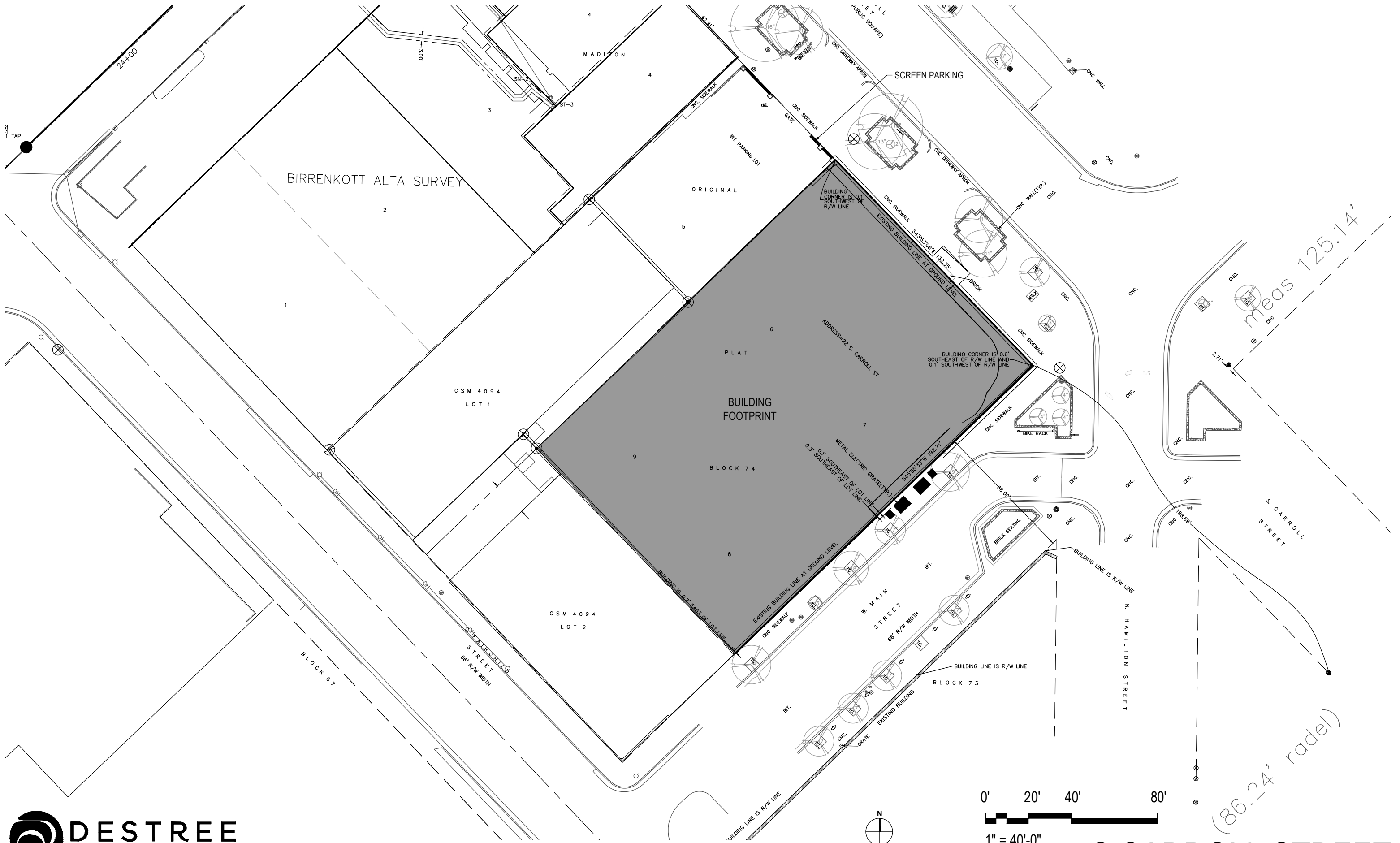












Cap Preservation View  
 Existing Mech Penthouse

Sea Level = 1032.8'  
 Arch = 209.51' City Datum = 187.2'

Arch = 197.83'  
 Sea Level = 1021.12'

Arch = 187.5'  
 Sea Level = 1010.79'

Arch = 174.83'  
 Sea Level = 998.12'

Arch = 164.33'  
 Sea Level = 987.62'

Arch = 153.83'  
 Sea Level = 977.12'

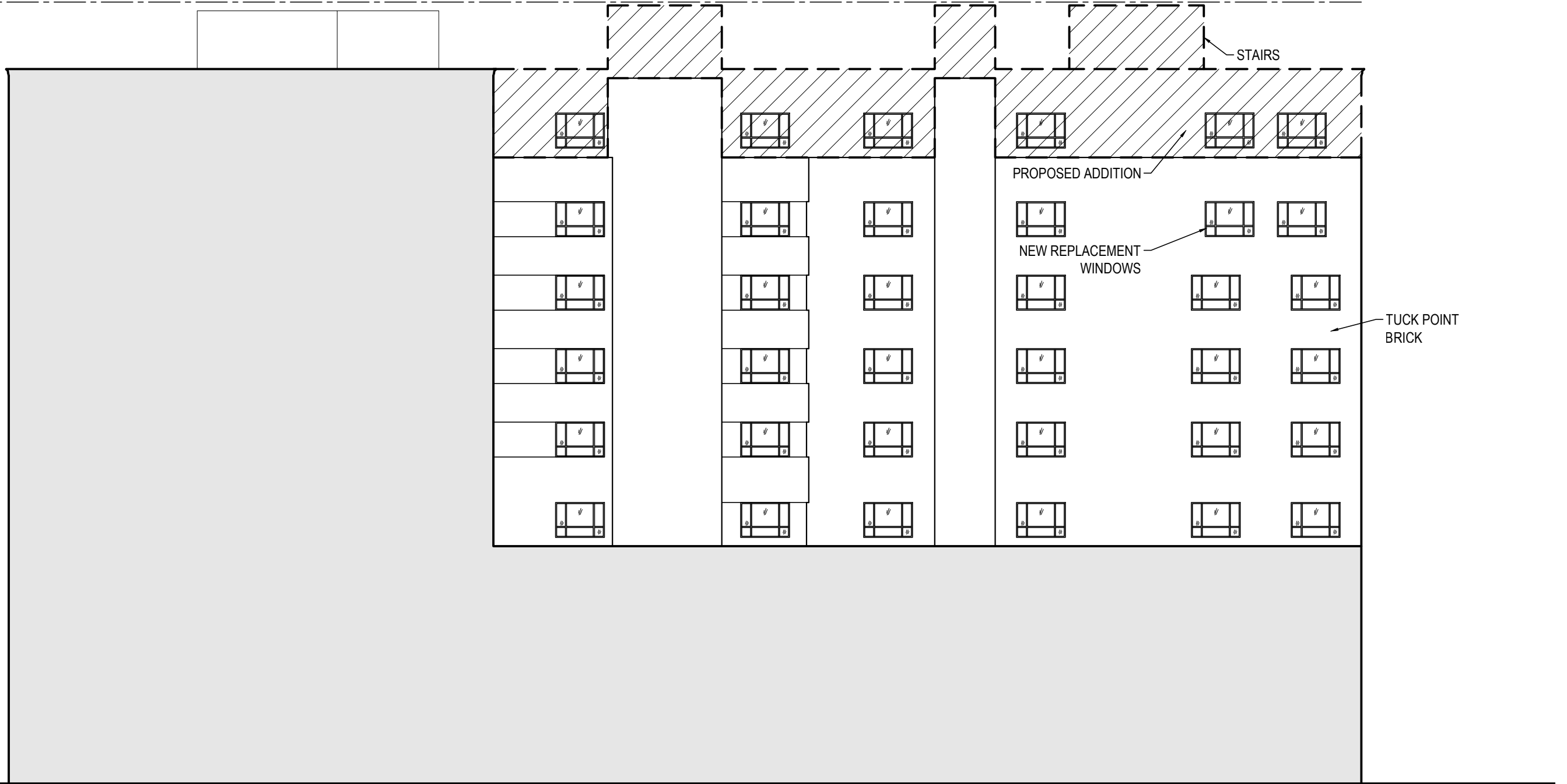
Arch = 143.33'  
 Sea Level = 966.62'

Arch = 131.83'  
 Sea Level = 955.12'

Arch = 122.08'  
 Sea Level = 945.37'

Arch = 111.25'  
 Sea Level = 934.54'

Arch = 100.00'  
 Sea Level = 923.29' City Datum = 77.69'



October 29, 2014

SCALE: 1/16" = 1'-0"

22 S CARROLL STREET  
 NORTH ELEVATION

