



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>March 8, 2017</u>	<input checked="" type="checkbox"/> Informational Presentation <input type="checkbox"/> Initial Approval <input type="checkbox"/> Final Approval
UDC Meeting Date: <u>March 22, 2017</u>	
Combined Schedule Plan Commission Date (if applicable): _____	

1. Project Address: 118 -122 State Street
 Project Title (if any): The Dayton & Carroll Hotel Project

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: Eric Nordeen Company: 122 State Street Group LLC
 Street Address: 2001 W. Bellline Hwy., Ste. 200 City/State: Madison, WI Zip: 53713
 Telephone: (608) 250-2099 Fax: () Email: eric@ascendant-holdings.com

Project Contact Person: Jeff Vercauteren Company: Husch Blackwell LLP
 Street Address: 33 E. Main St., Ste. 300 City/State: Madison, WI Zip: 53701
 Telephone: (608) 234-6052 Fax: (608) 258-7138 Email: jeff.vercauteren@huschblackwell.com

Project Owner (if not applicant) : _____
 Street Address: _____ City/State: _____ Zip: _____
 Telephone: () Fax: () 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 December 1, 2016.
(name of staff person) (date of meeting)

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

Name of Applicant 122 State Street Group LLC Relationship to Property Owner

Authorized Signature  Date March 8, 2017



CENTRAL
PROPERTIES



HUSCH BLACKWELL



City of Madison

URBAN DESIGN COMMISSION

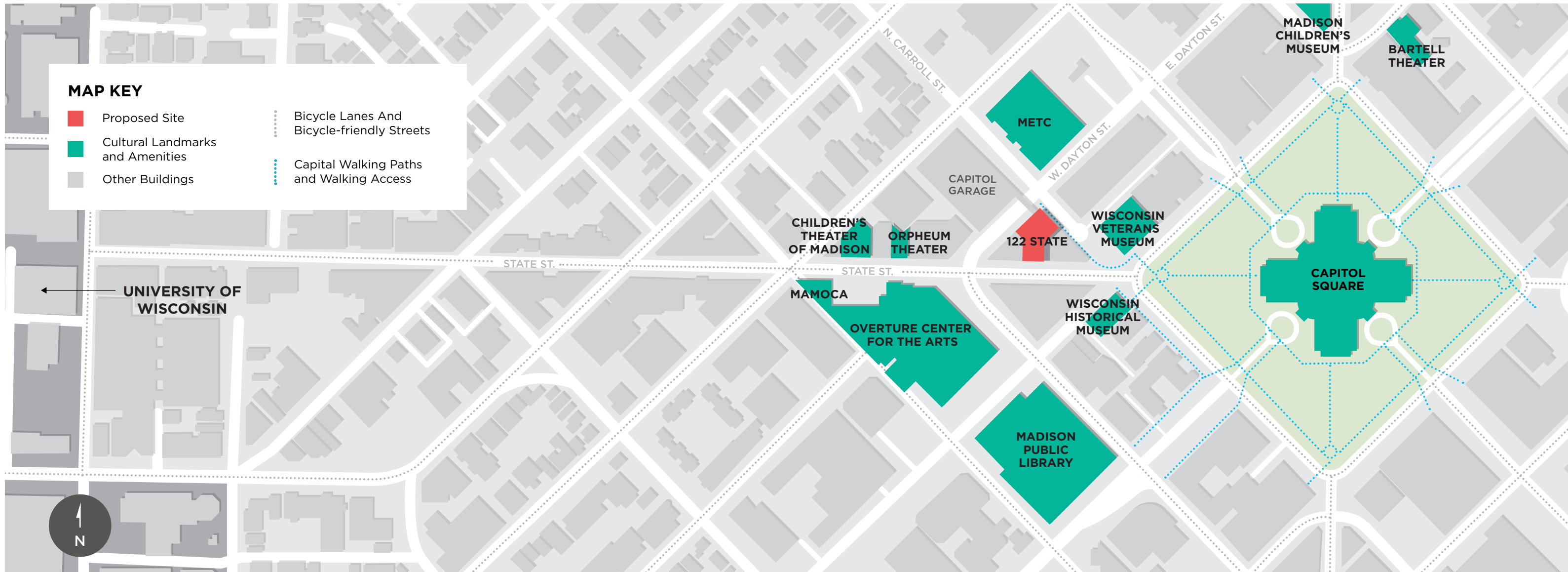
Informal Presentation:

The Dayton & Carroll Hotel Project

March 22nd, 2017

DOWNTOWN MADISON

MAP OF PROJECT SITE AND NEIGHBORHOOD



THE PROJECT

The Dayton & Carroll Hotel project 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, 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 material palette was also refined down to three major building elements: Terra Cotta, 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.



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 (pictured)

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 Street Entrance

The entrance at the intersection of W. Dayton and N. Carroll streets creates a strong corner presence.

DOWNTOWN MADISON

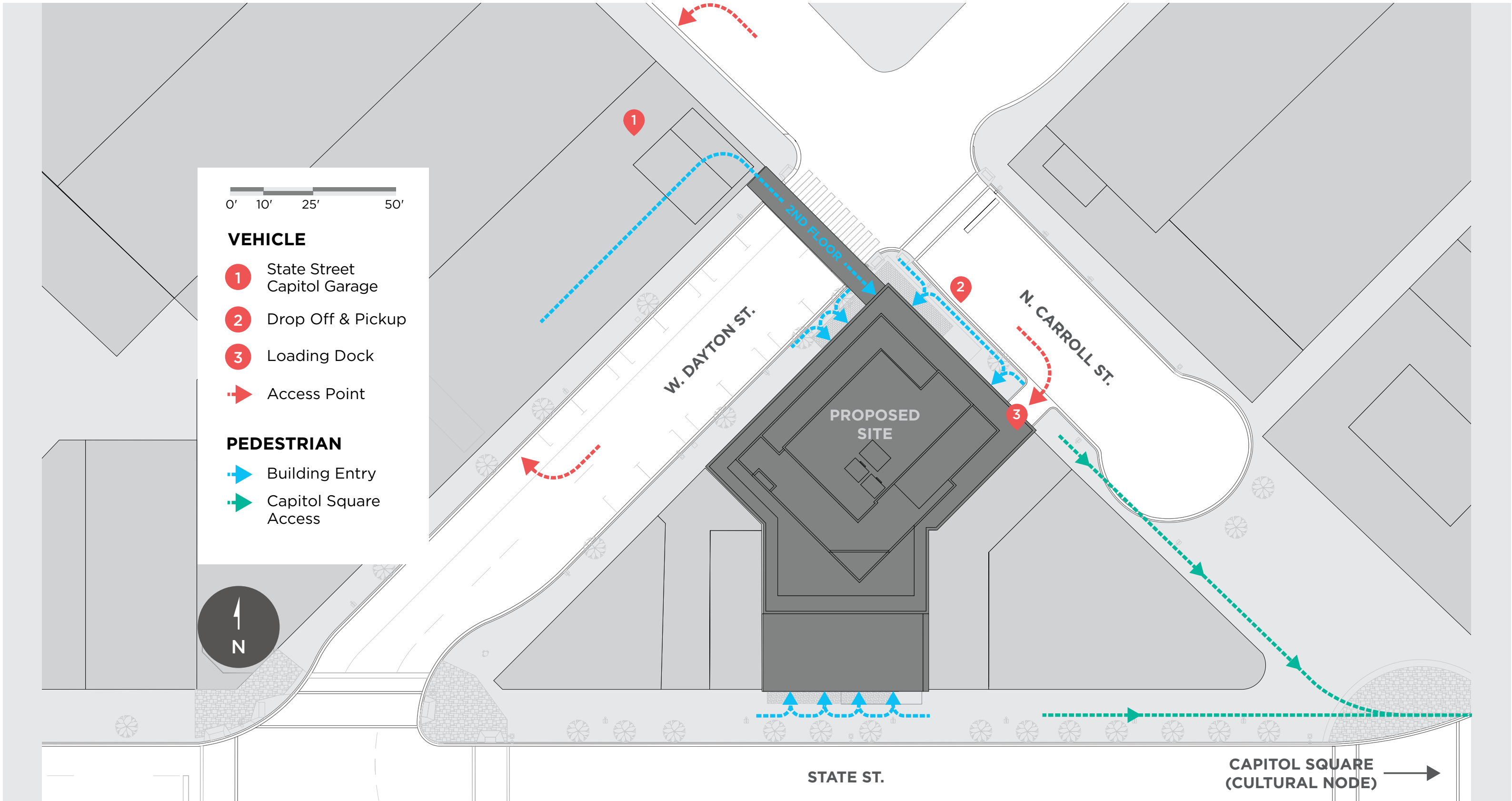
COMPLIANCE WITH UDC GUIDELINES

Access and Site Circulation

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

The building is connected to a municipal garage which allows for off-site vehicle parking.

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



DOWNTOWN MADISON

COMPLIANCE WITH UDC GUIDELINES

Landscaping



DOWNTOWN MADISON

COMPLIANCE WITH UDC GUIDELINES

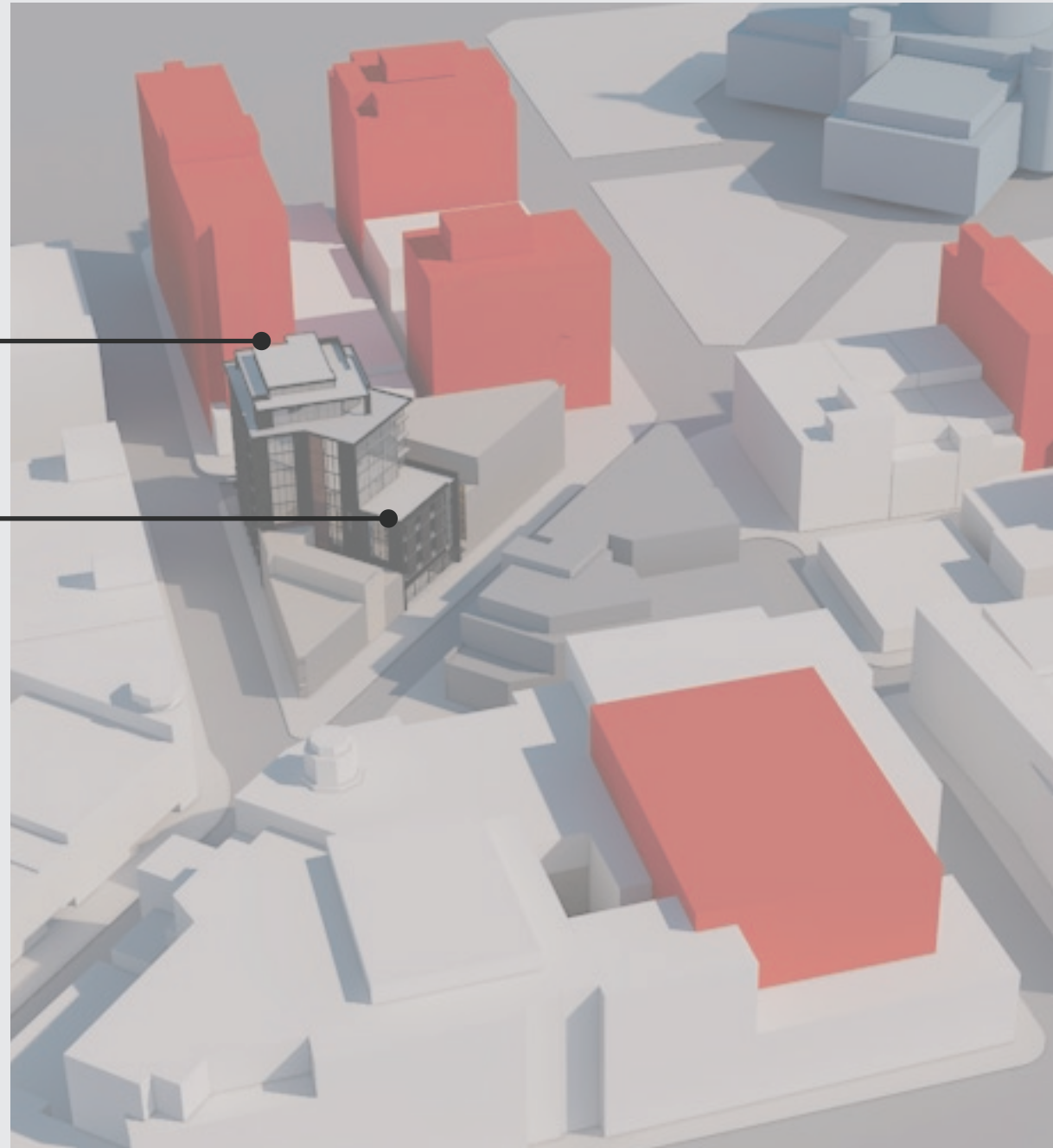
Massing

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 tiles and 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.



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 undulates in and out to create balconies where guests can experience the city from their own outdoor 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 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.



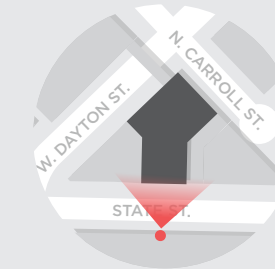
**Terra Cotta
Rainscreen**



**Frameless Glass
Curtain Wall**



Zinc Panels



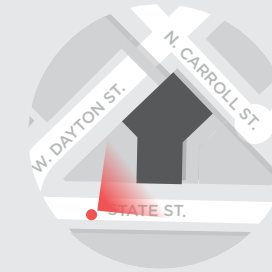
Visual Interest / Door and Window Openings

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.

Guestroom balconies are contained within the perimeter of the building creating relief from the façade and punctuation vertically on the building.

DOWNTOWN MADISON

COMPLIANCE WITH UDC GUIDELINES

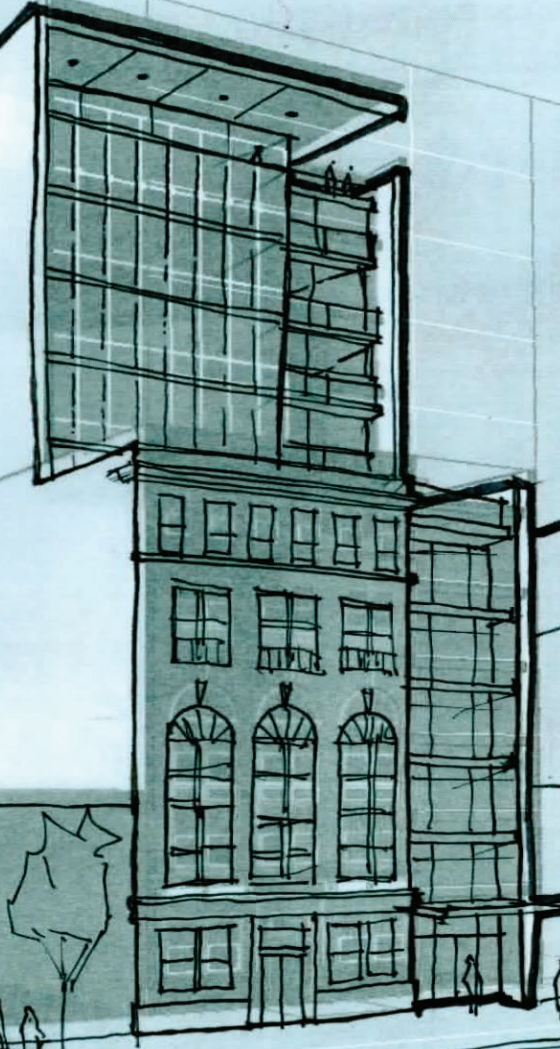


Awnings, Canopies and Signage

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.

CONCEPT DEVELOPMENT

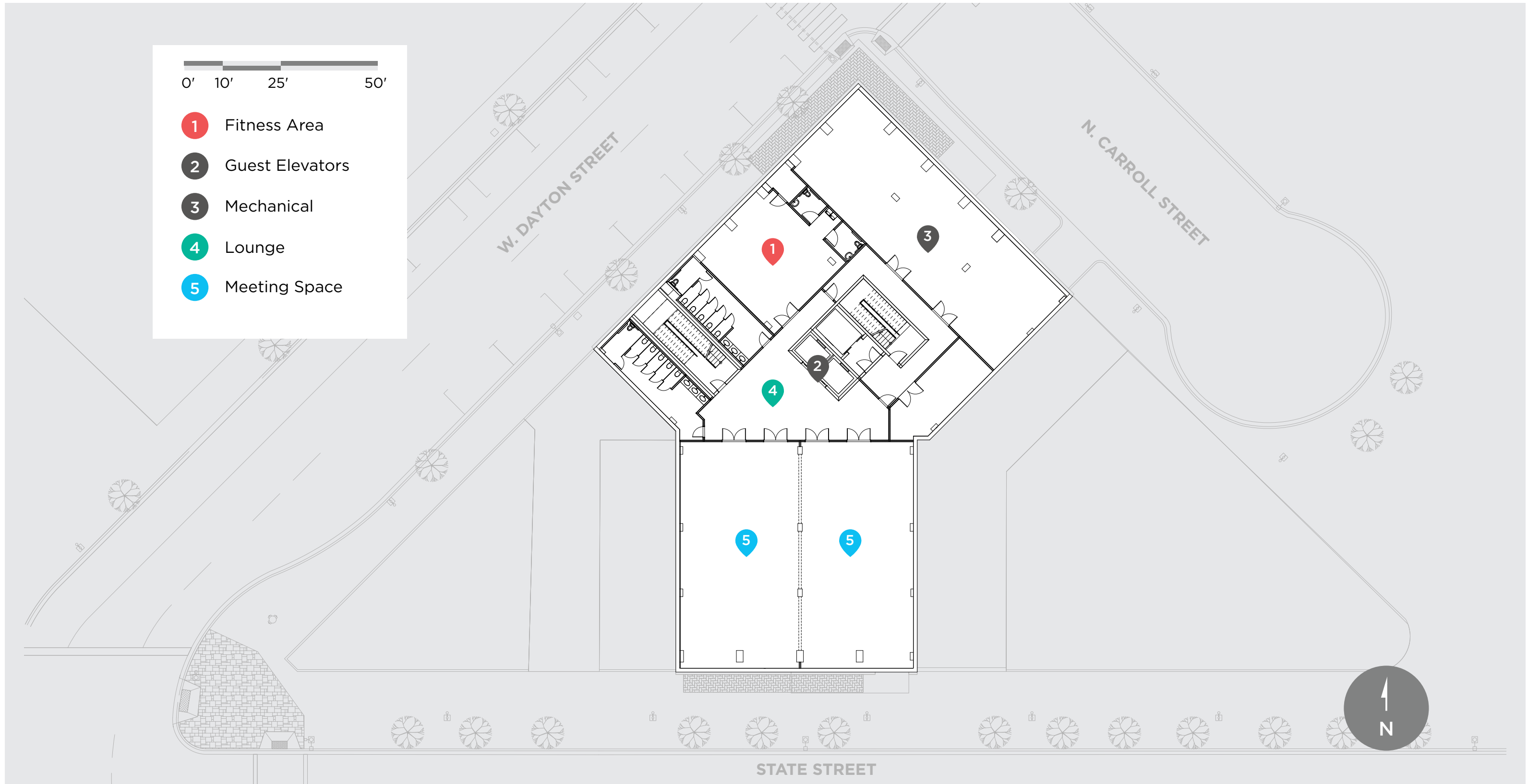


FLOOR PLANS

BASEMENT PLAN

0' 10' 25' 50'

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

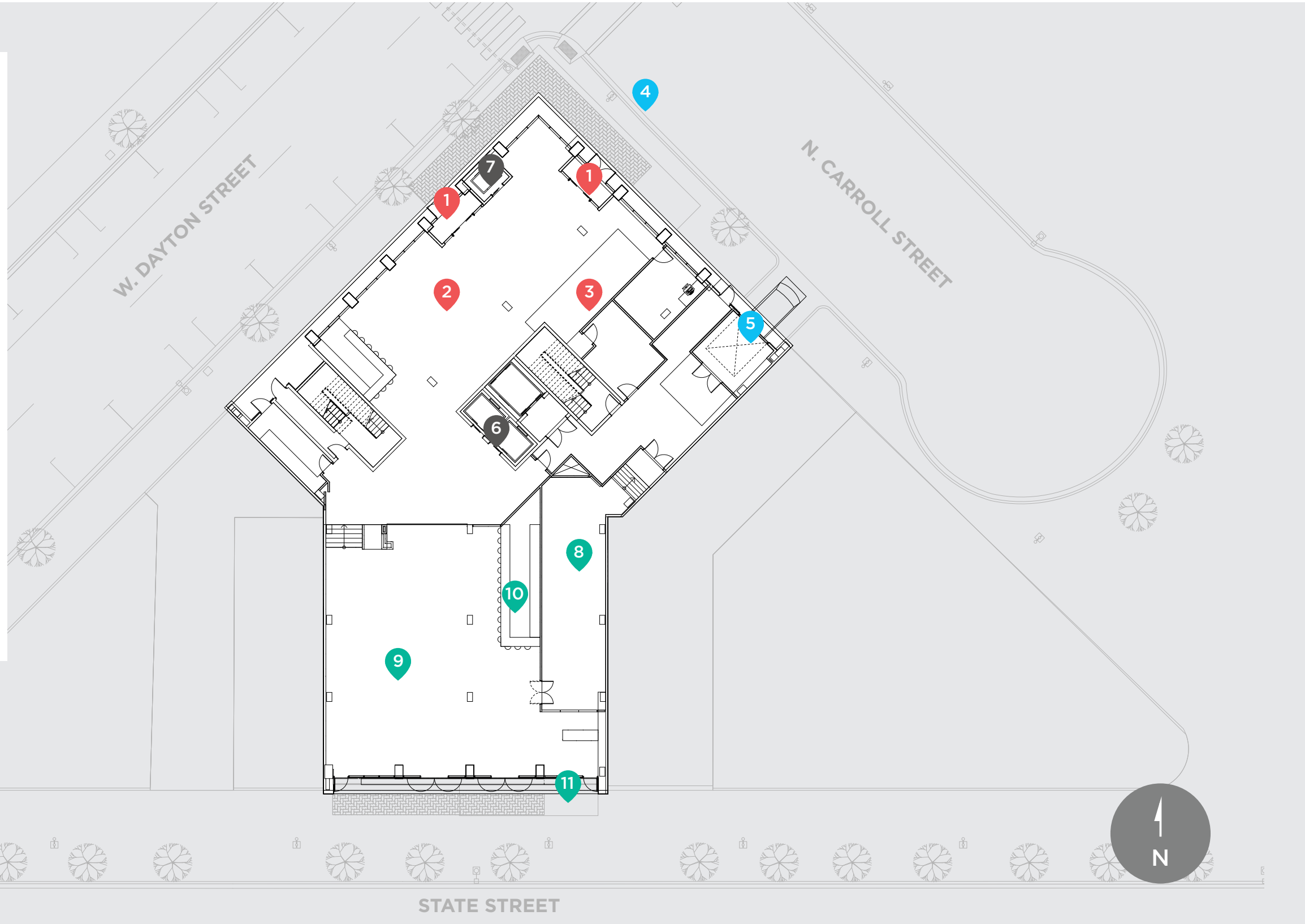


FLOOR PLANS

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 Lift
- 8 Kitchen
- 9 Dining
- 10 Bar
- 11 Restaurant Entrance

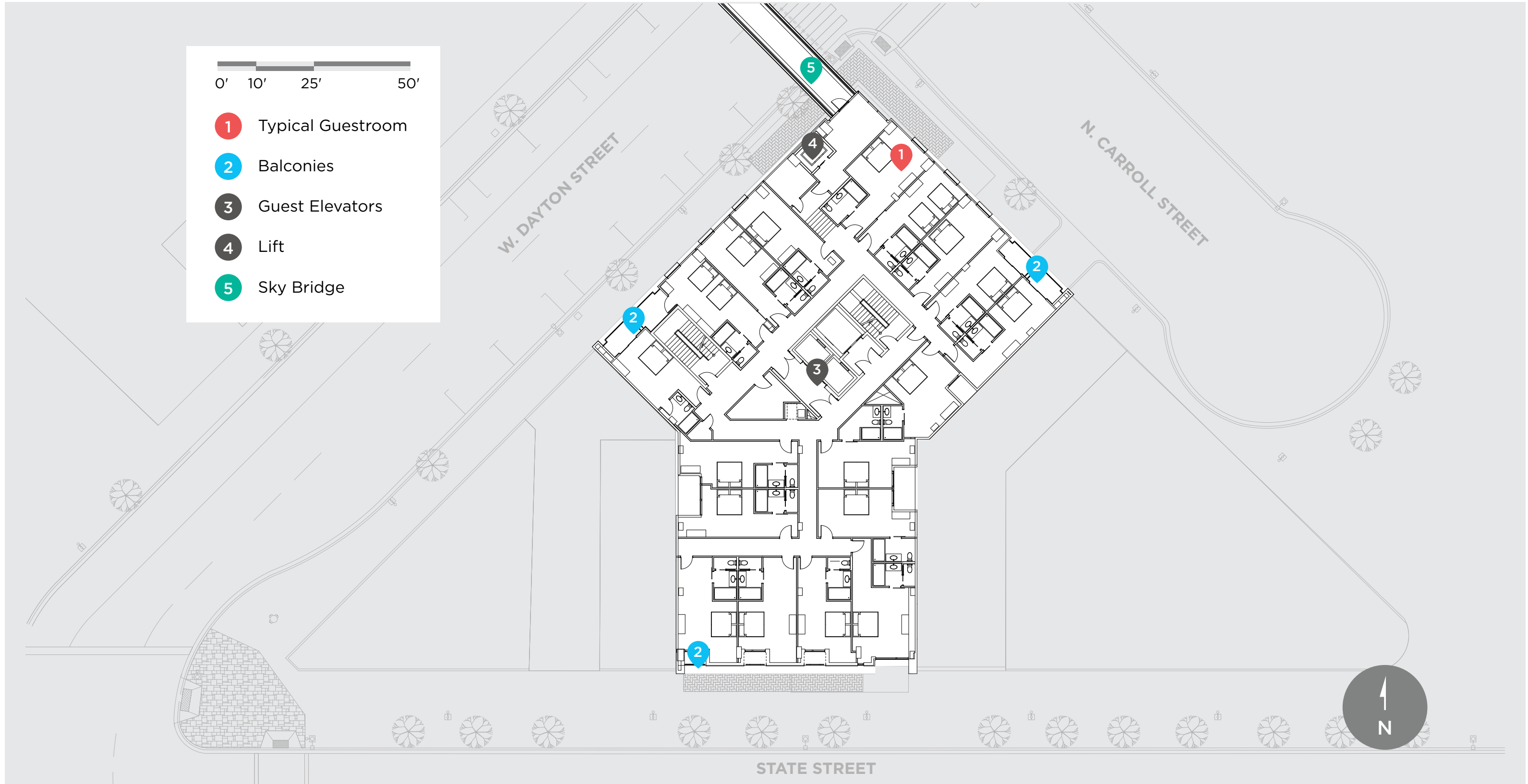


FLOOR PLANS

2ND FLOOR PLAN WITH SKYBRIDGE

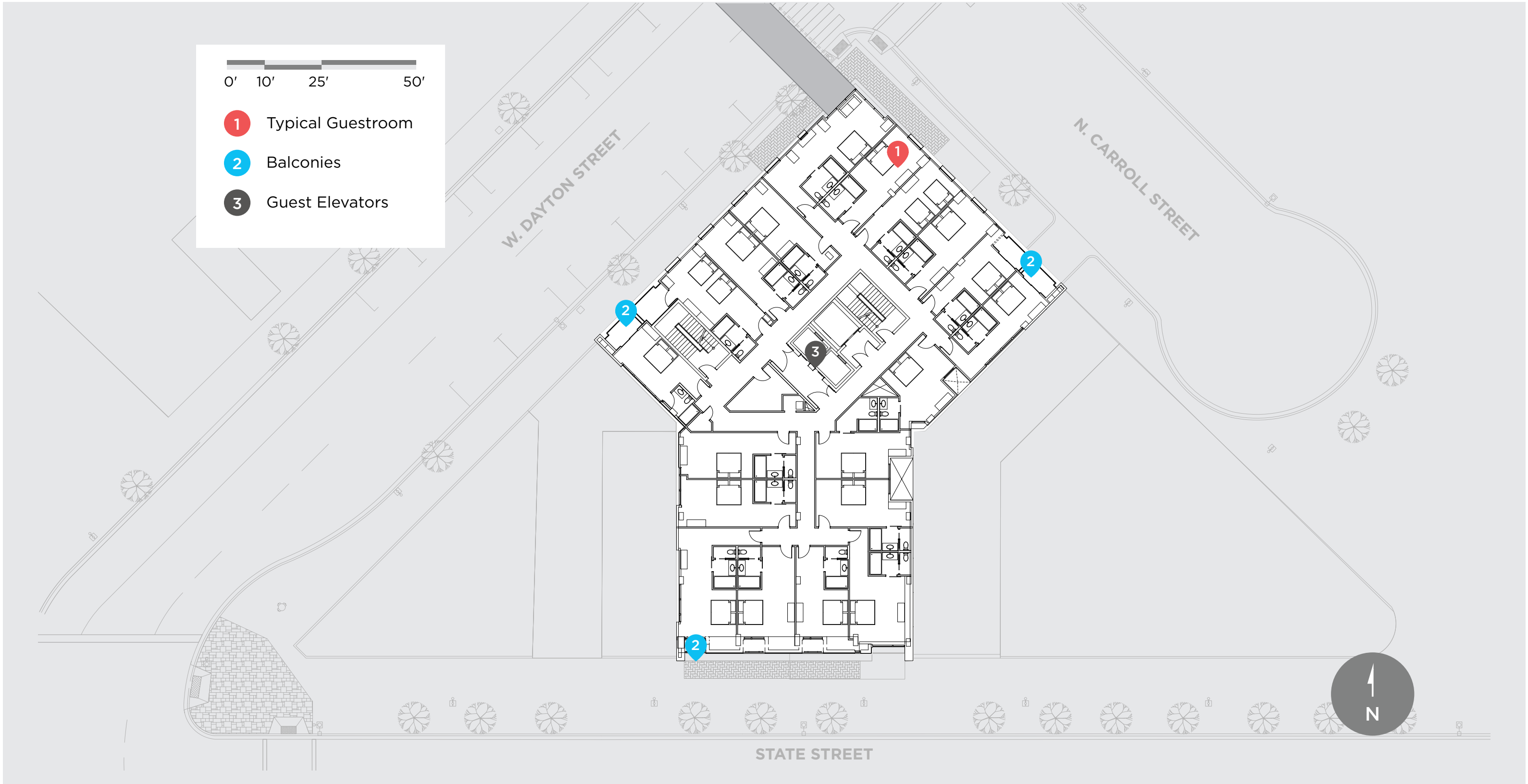
0' 10' 25' 50'

- 1 Typical Guestroom
- 2 Balconies
- 3 Guest Elevators
- 4 Lift
- 5 Sky Bridge



FLOOR PLANS

3RD - 4TH FLOOR : TYPICAL LOW RISE PLAN

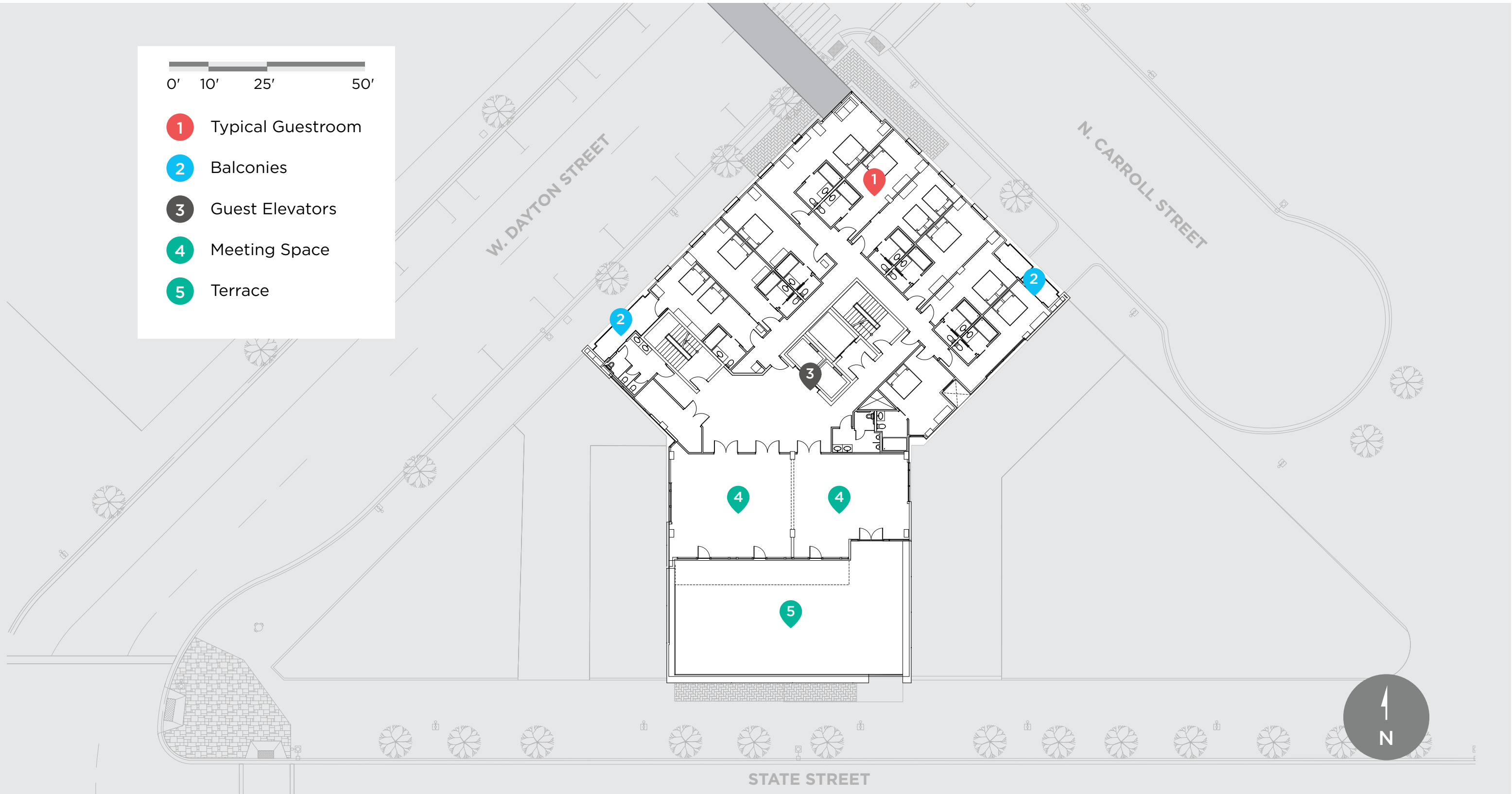


FLOOR PLANS

5TH FLOOR PLAN WITH TERRACE

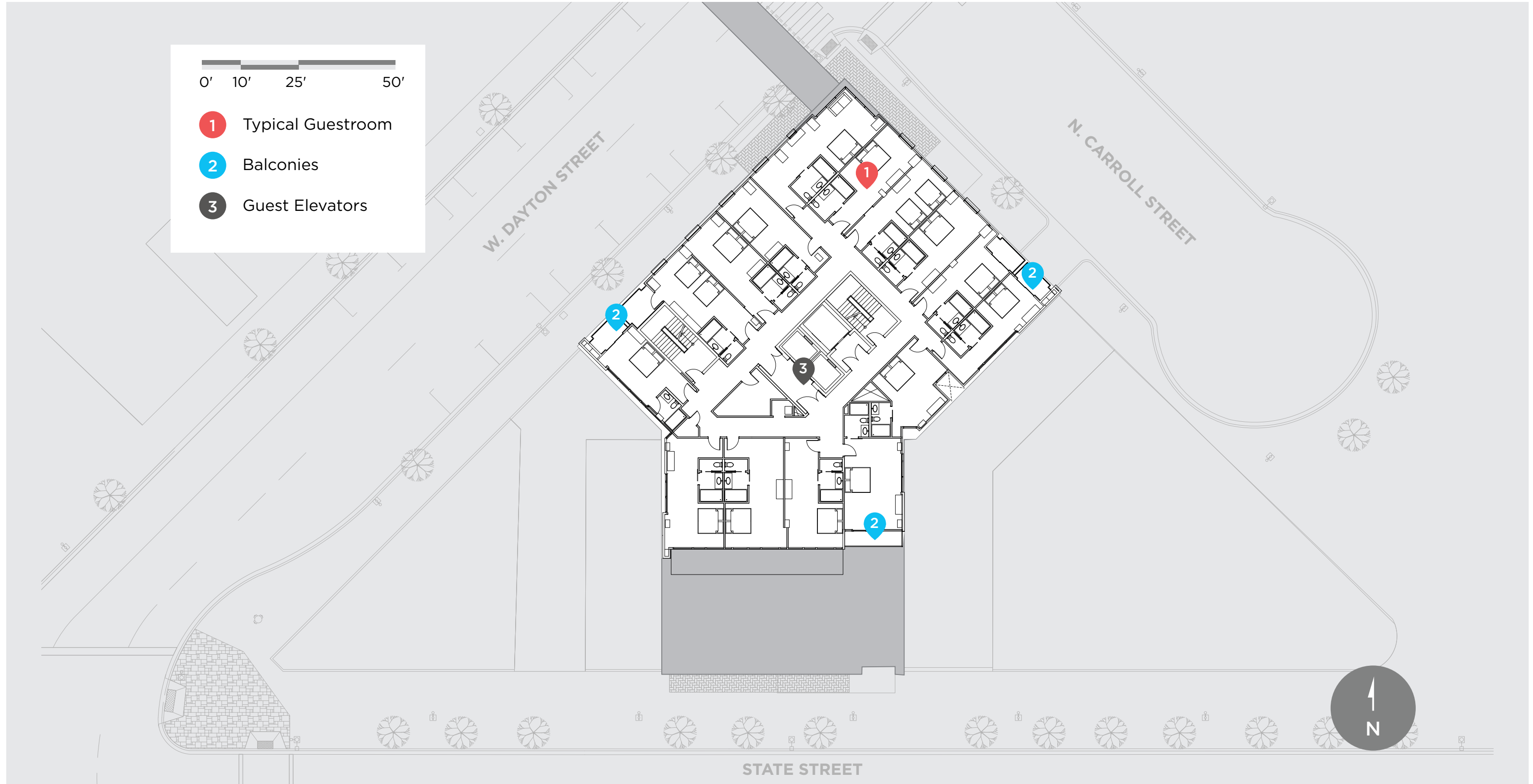
0' 10' 25' 50'

- 1 Typical Guestroom
- 2 Balconies
- 3 Guest Elevators
- 4 Meeting Space
- 5 Terrace



FLOOR PLANS

6TH - 8TH FLOOR : TYPICAL MID-RISE PLAN

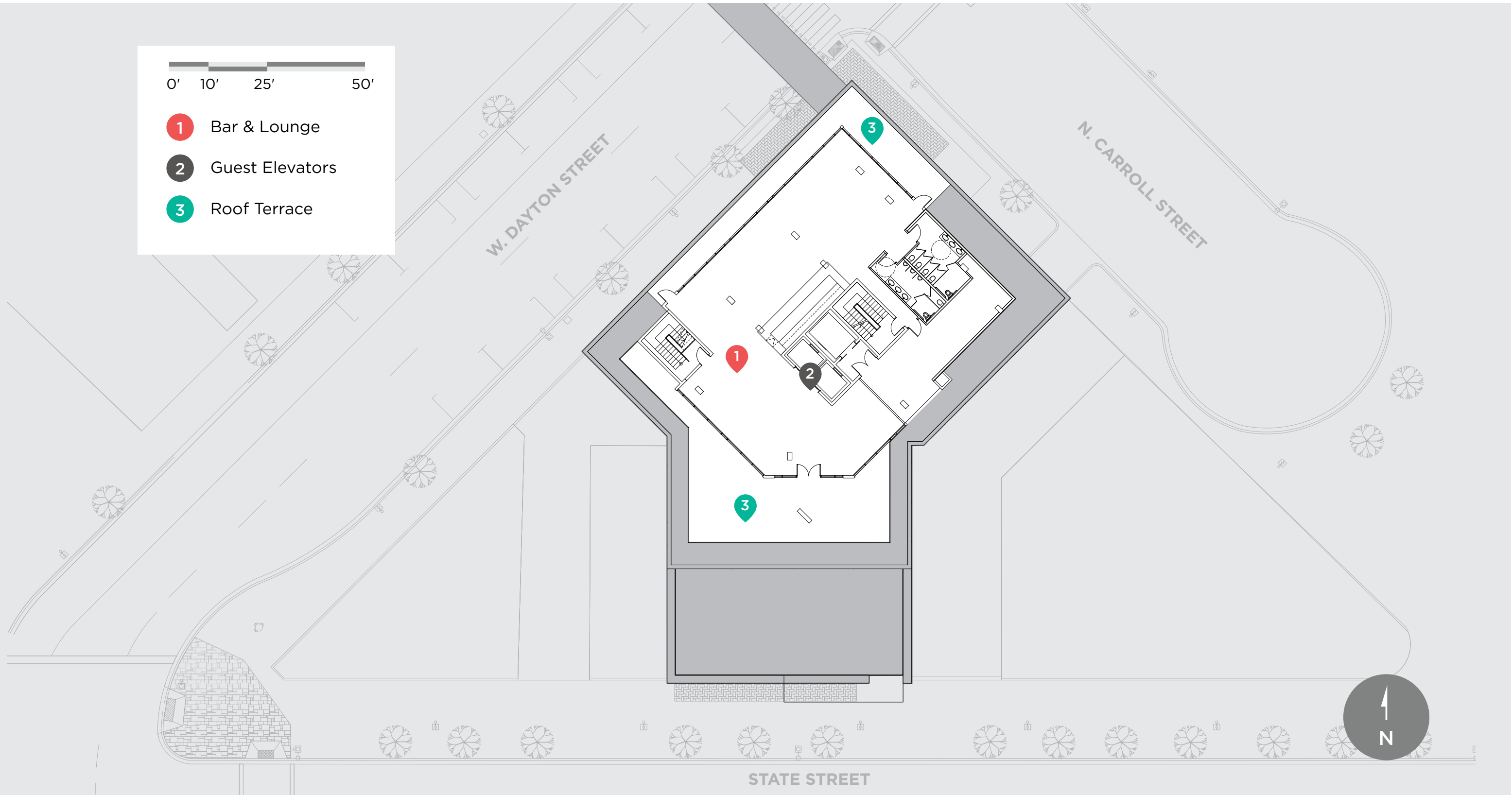


FLOOR PLANS

9TH FLOOR PLAN

0' 10' 25' 50'

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

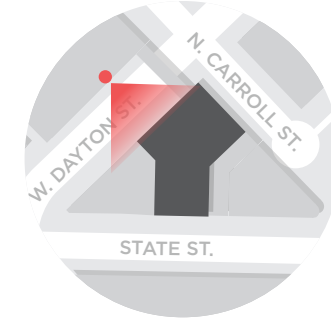


ELEVATIONS

WEST DAYTON STREET



- 1 Terra Cotta Rainscreen
- 2 Glass Curtain Wall
- 3 Zinc Panels

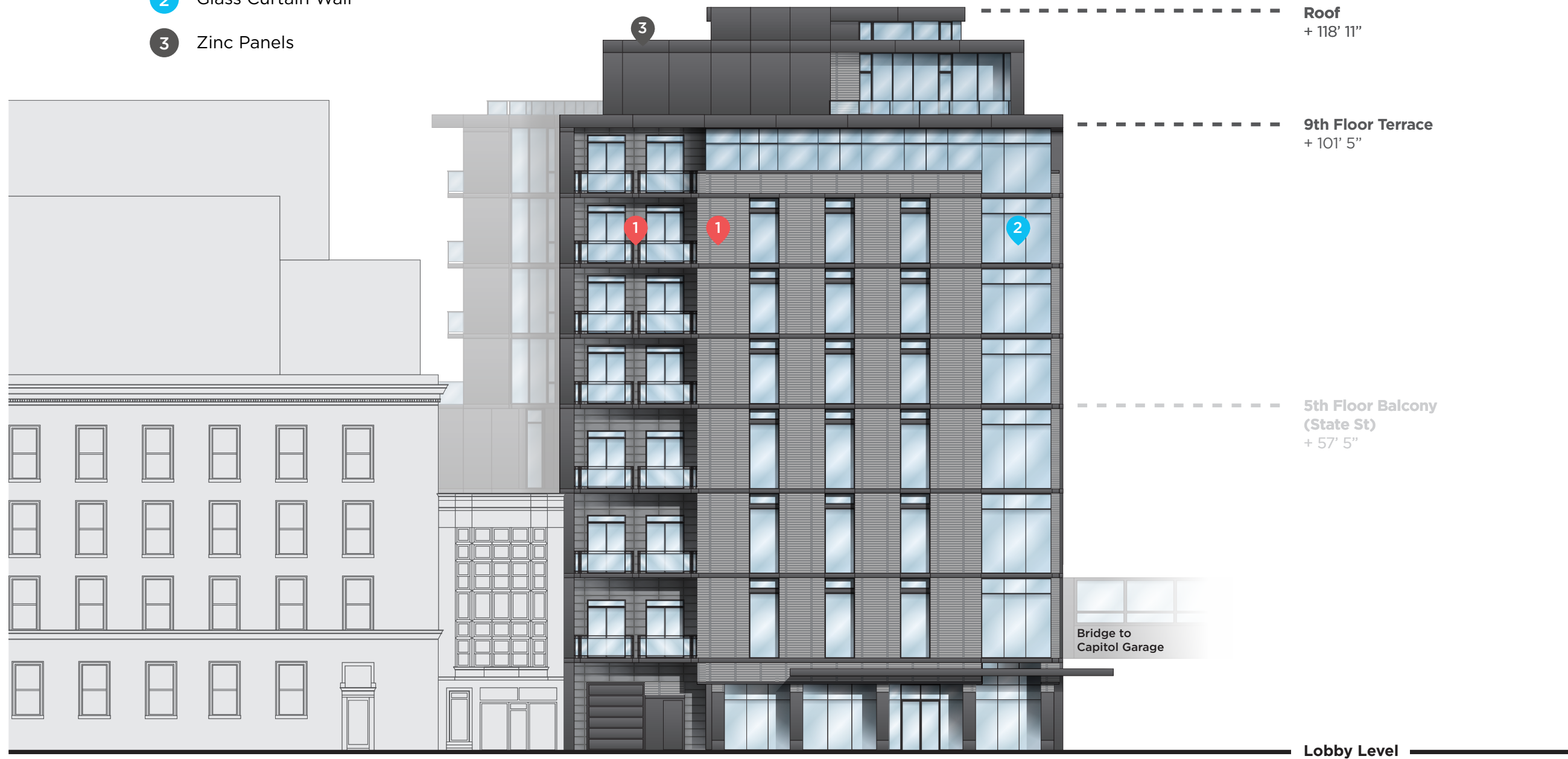
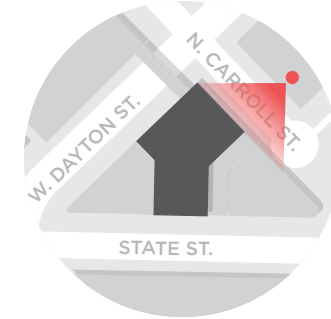


ELEVATIONS

NORTH CARROLL STREET

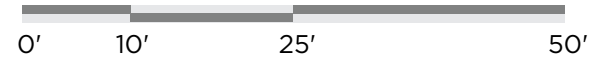


- 1 Terra Cotta Rainscreen
- 2 Glass Curtain Wall
- 3 Zinc Panels

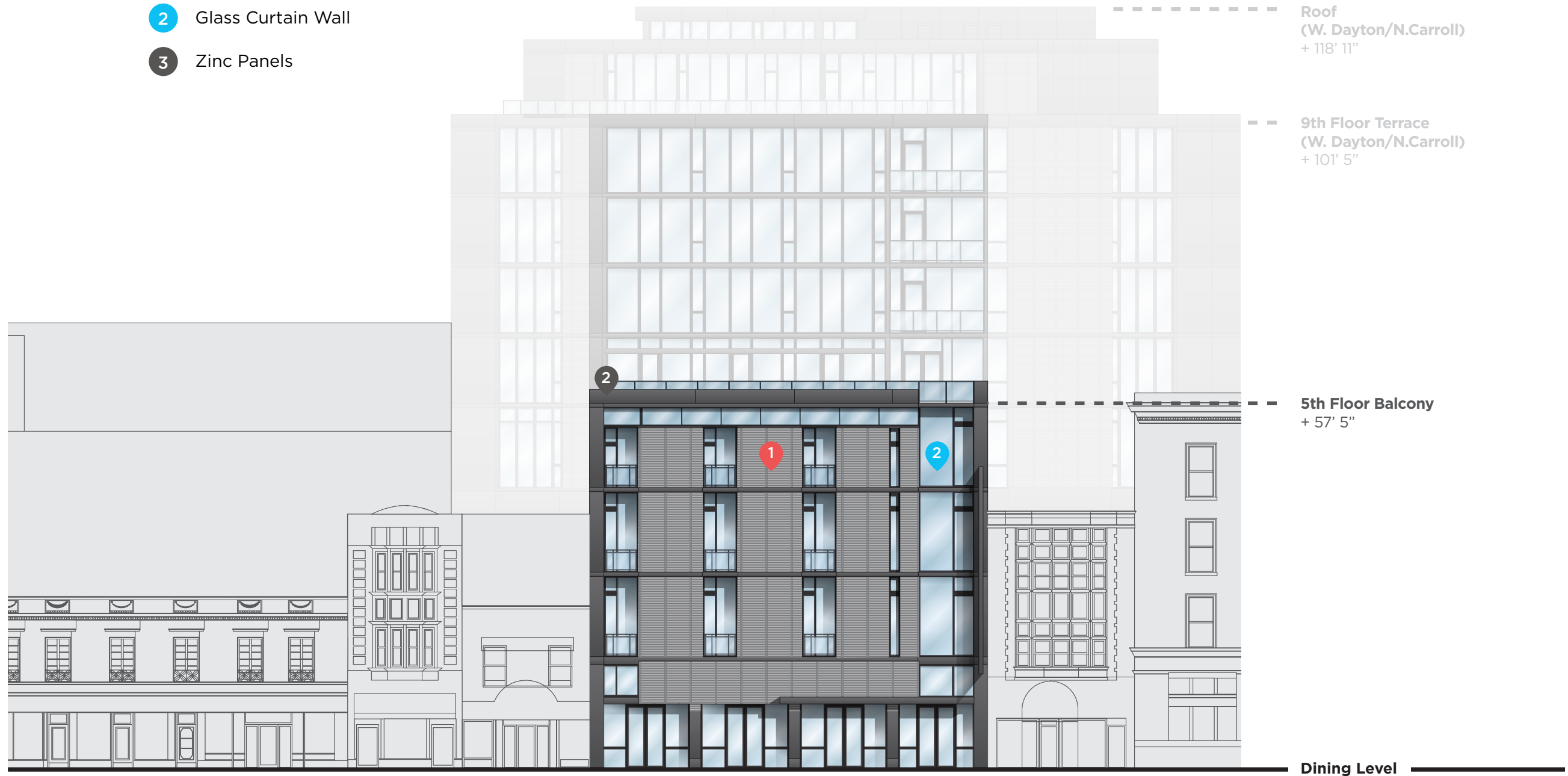
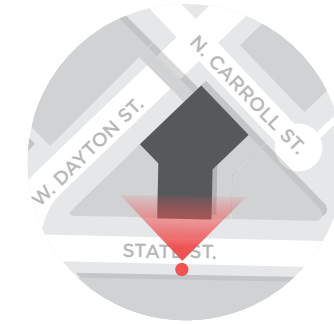


ELEVATIONS

STATE STREET

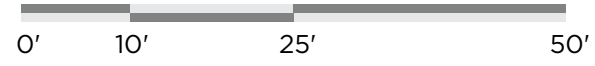


- 1 Terra Cotta Rainscreen
- 2 Glass Curtain Wall
- 3 Zinc Panels

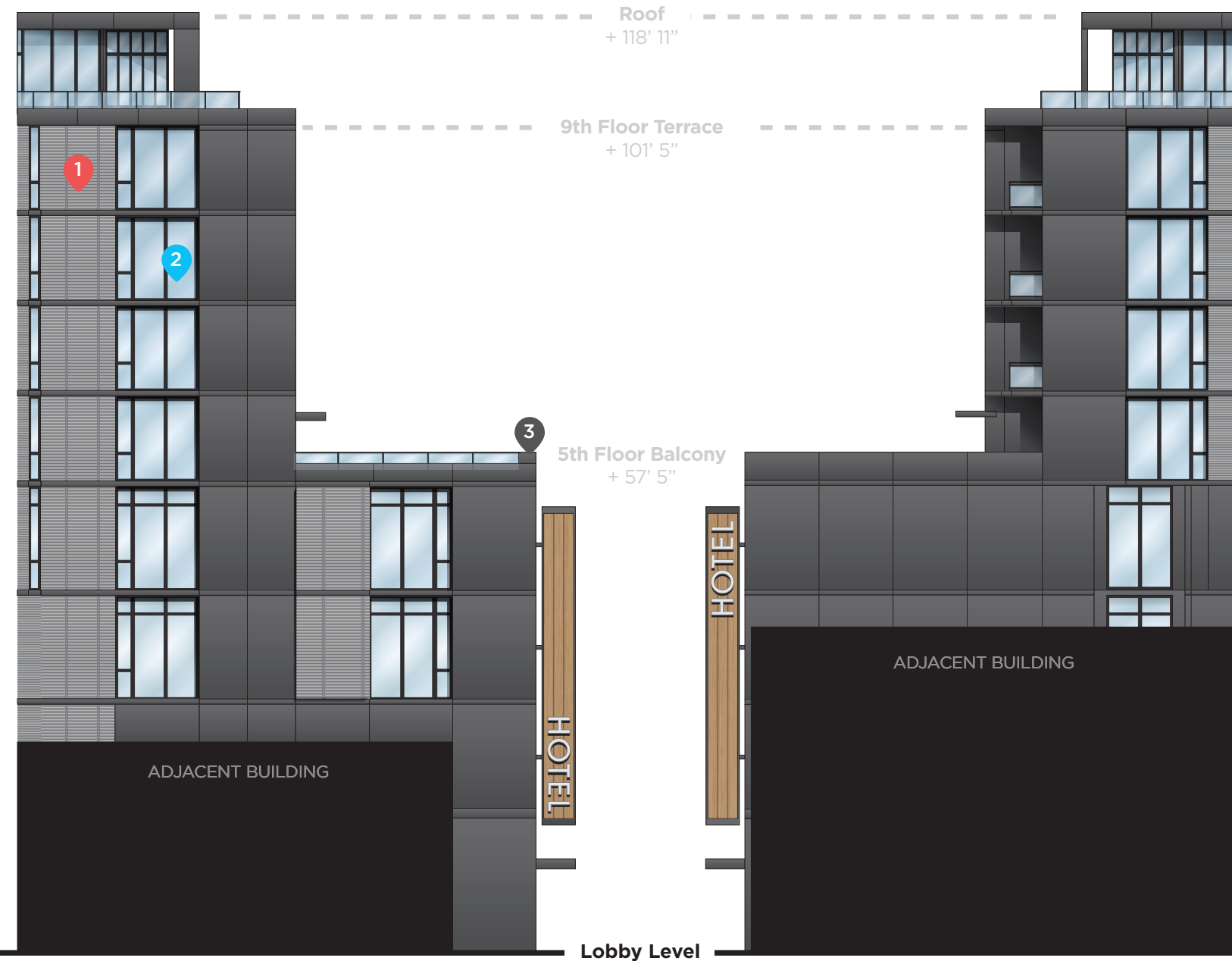
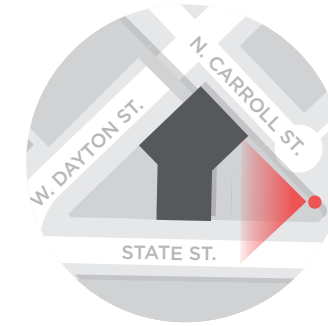
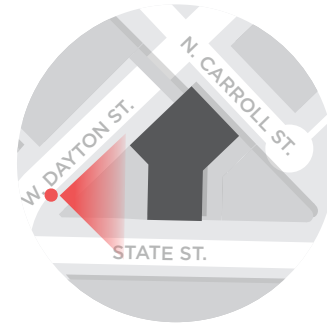


ELEVATIONS

WEST AND EAST

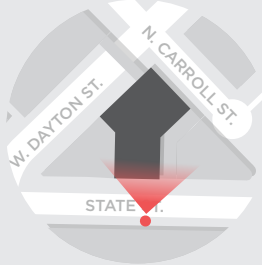
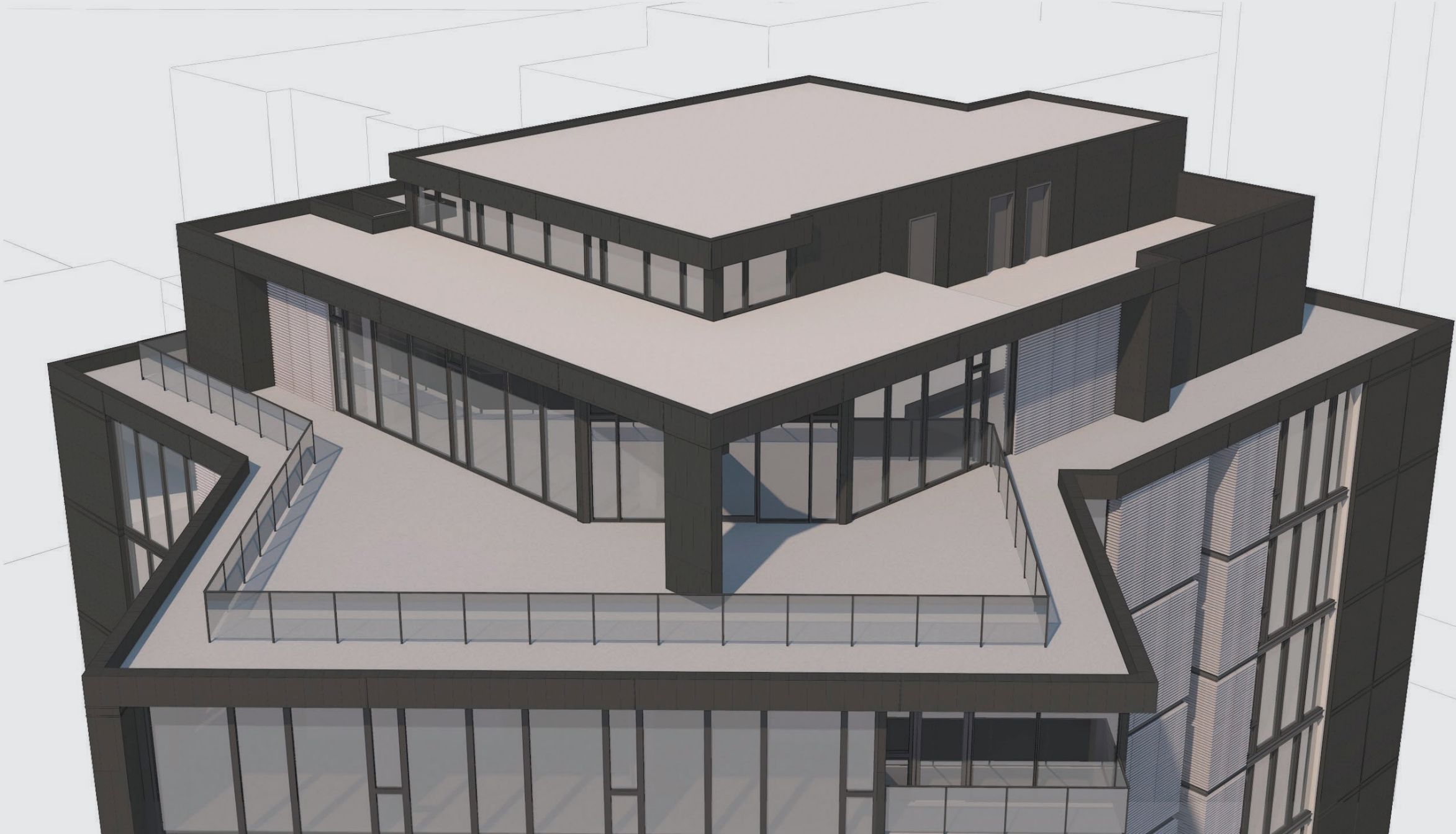


- 1 Terra Cotta Rainscreen
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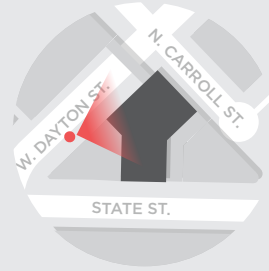


PERSPECTIVE VIEWS

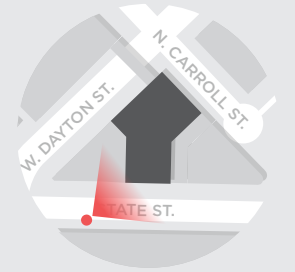
VIEW OF ROOFTOP



PERSPECTIVE VIEWS



WEST DAYTON VIEW



STATE STREET VIEW

CONTACTS

DEVELOPER CONTACT

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Husch Blackwell llp

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Madison, WI 53701-1379
(608) 234-6052

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KKAD / MetroStudio

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Chester, NJ 07930
(908) 933-9440

HUSCH BLACKWELL

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Jeff.Vercauteren@huschblackwell.com

March 8, 2017

VIA E-MAIL AND HAND DELIVERY

Urban Design Commission
City of Madison
126 South Hamilton Street
Madison, WI 53703
UDCAapplications@cityofmadison.com

Re: SUBMITTAL – UDC Application (Informational Presentation)
The Dayton & Carroll Hotel Project – 118-122 State Street

Dear Commission Members:

Enclosed are the following materials for The Dayton & Carroll Hotel Project submitted for an informational presentation at the March 22, 2017 UDC meeting:

1. One original Urban Design Commission Application;
2. Fourteen collated plan sets;
3. One CD-ROM of all submittal materials;

Ascendant Holdings, in partnership with Central Properties and Provenance Hotels, is proposing to construct a new boutique hotel, with four stories facing State Street and up to nine stories facing Dayton and Carroll Streets, including approximately 110 guest rooms, a first-floor restaurant, a fifth-floor terrace, and a ninth-floor lounge and roof terrace.

We look forward to presenting these materials to you at your upcoming meeting.

Very truly yours,



Jeffrey L. Vercauteren

JLV/jmd
Enclosures