



# City of Madison

## Proposed Conditional Use

Location  
22 South Carroll Street

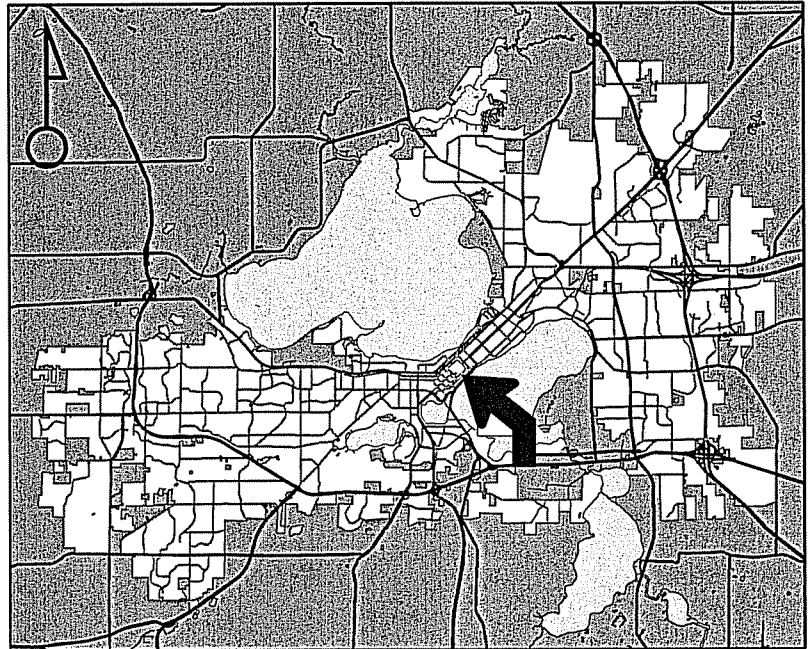
Project Name  
Inn on the Park Renovation

Applicant  
Bradley Mullins-Park Hotel/Melissa Destree-  
Destree Design Architects, Inc.

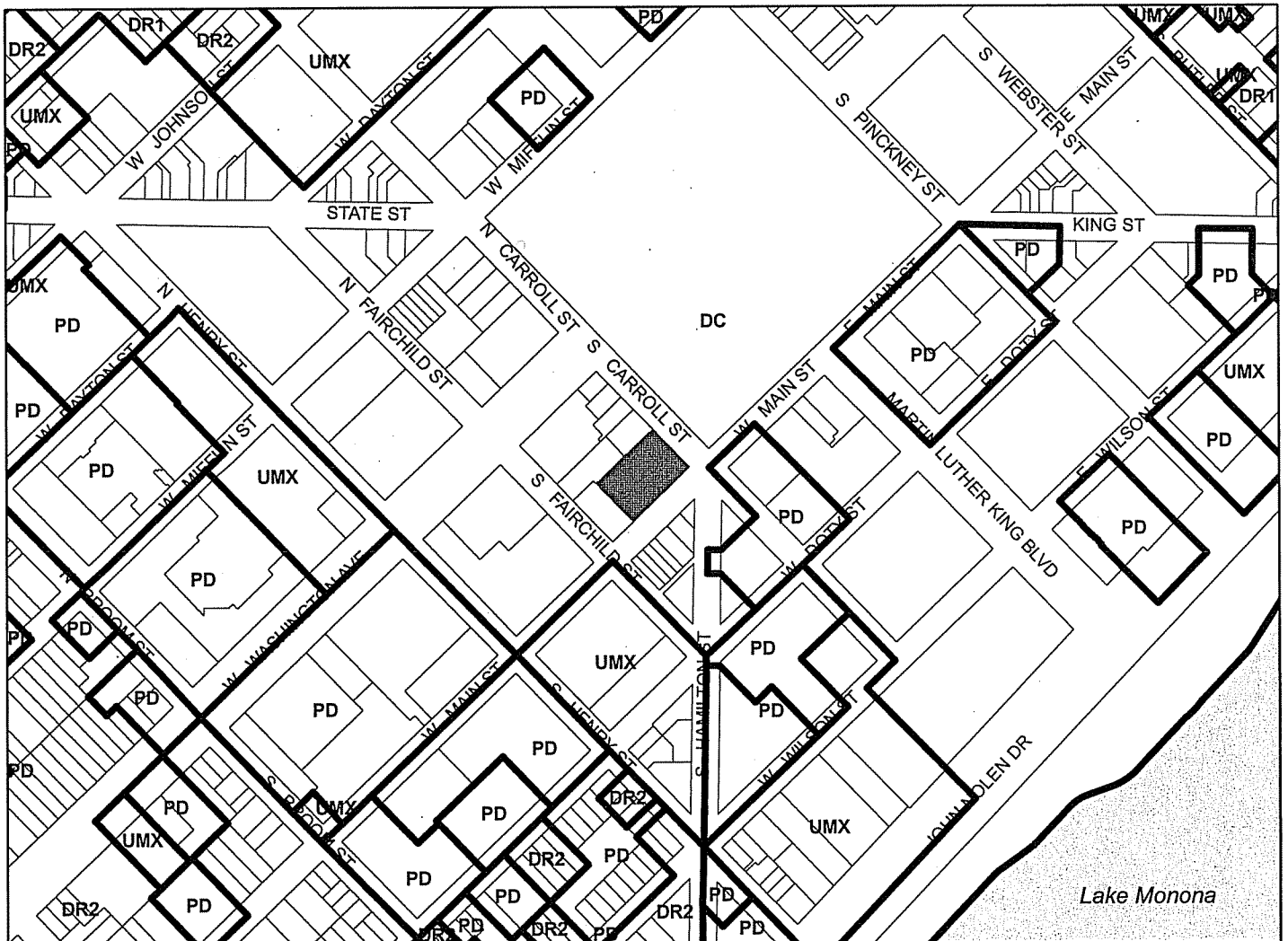
Existing Use  
Hotel

Proposed Use  
Approve major exterior alterations  
and addition to existing hotel

Public Hearing Date  
Plan Commission  
09 February 2015

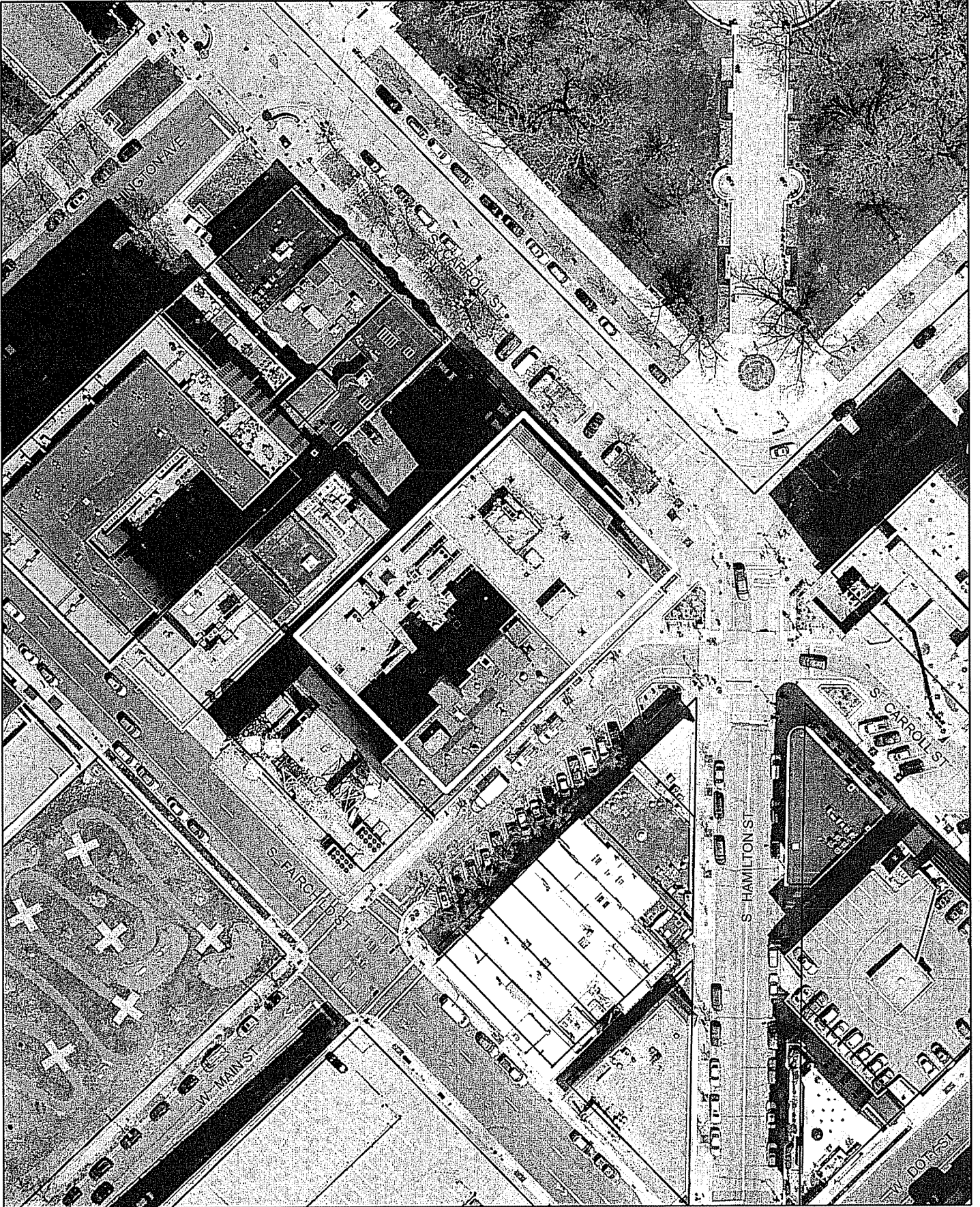


For Questions Contact: Heather Stouder at: 266-5974 or [hstouder@cityofmadison.com](mailto:hstouder@cityofmadison.com) or City Planning at 266-4635



Scale : 1" = 400'

City of Madison, Planning Division : RPJ : Date : 02 February 2015





## LAND USE APPLICATION

CITY OF MADISON

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

- All Land Use Applications should be filed with the Zoning Administrator at the above address.
- The following information is required for all applications for Plan Commission review except subdivisions or land divisions, which should be filed using the Subdivision Application.
- This form may also be completed online at:  
[www.cityofmadison.com/developmentcenter/landdevelopment](http://www.cityofmadison.com/developmentcenter/landdevelopment)

FOR OFFICE USE ONLY:	
Am't. Paid <u>950</u>	Receipt No. <u>160395</u>
Date Received <u>11/19/14</u>	
Received By <u>JLK</u>	
Parcel No. <u>0709-231-1001-2</u>	
Aldermanic District <u>4</u>	
Zoning District <u>DC</u>	
Special Requirements <u>City Cap Fire Dist</u>	
Review Required By:	
<input type="checkbox"/> Urban Design Commission	<input type="checkbox"/> Plan Commission
<input type="checkbox"/> Common Council	<input type="checkbox"/> Other: _____

Form Effective: February 21, 2013

1. Project Address: 22 South Carroll Street  
Project Title (if any): \_\_\_\_\_

2. This is an application for (Check all that apply to your Land Use Application):

- ☐ Zoning Map Amendment from \_\_\_\_\_ to \_\_\_\_\_
- ☐ Major Amendment to Approved PD-GDP Zoning ☐ Major Amendment to Approved PD-SIP Zoning
- ☐ Review of Alteration to Planned Development (By Plan Commission)
- ☒ Conditional Use, or Major Alteration to an Approved Conditional Use
- ☐ Demolition Permit
- ☐ Other Requests: \_\_\_\_\_

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

Applicant Name: Bradley Mullins Company: Park Hotel, Inc.  
Street Address: 401 South Carroll Street City/State: Madison/WI Zip: 53703  
Telephone: (608) 285.8085 Fax: ( ) Email: brad@mullinsgroup.com

Project Contact Person: Melissa Destree Company: Destree Design Architects, Inc  
Street Address: 222 West Washington Ave. #310 City/State: Madison/WI Zip: 53703  
Telephone: (608) 268.1499 Fax: ( ) Email: melissa@destreearchitects.com

Property Owner (if not applicant): \_\_\_\_\_  
Street Address: \_\_\_\_\_ City/State: \_\_\_\_\_ Zip: \_\_\_\_\_

### 4. Project Information:

Provide a brief description of the project and all proposed uses of the site: \_\_\_\_\_  
Facade alteration, and expansion of existing ninth floor to accommodate additional sleeping rooms.

Development Schedule: Commencement September 2015 Completion August 2016

## 5. Required Submittal Information

All Land Use applications are required to include the following:

☒ **Project Plans including:\***

- Site Plans (fully dimensioned plans depicting project details including all lot lines and property setbacks to buildings; demolished/proposed/alterd buildings; parking stalls, driveways, sidewalks, location of existing/proposed signage; HVAC/Utility location and screening details; useable open space; and other physical improvements on a property)
- Grading and Utility Plans (existing and proposed)
- Landscape Plan (including planting schedule depicting species name and planting size)
- Building Elevation Drawings (fully dimensioned drawings for all building sides, labeling primary exterior materials)
- Floor Plans (fully dimensioned plans including interior wall and room location)

Provide collated project plan sets as follows:

- *Seven (7) copies* of a full-sized plan set drawn to a scale of 1 inch = 20 feet (folded or rolled and stapled)
- *Twenty Five (25) copies* of the plan set reduced to fit onto 11 X 17-inch paper (folded and stapled)
- *One (1) copy* of the plan set reduced to fit onto 8 1/2 X 11-inch paper

\* For projects requiring review by the Urban Design Commission, provide *Fourteen (14) additional 11x17 copies* of the plan set. In addition to the above information, all plan sets should also include: 1) Colored elevation drawings with shadow lines and a list of exterior building materials/colors; 2) Existing/proposed lighting with photometric plan & fixture cutsheet; and 3) Contextual site plan information including photographs and layout of adjacent buildings and structures. The applicant shall bring samples of exterior building materials and color scheme to the Urban Design Commission meeting.

☒ **Letter of Intent: Provide one (1) Copy per Plan Set** describing this application in detail including, but not limited to:

- |   |   |  |
|---|---|--|
| • Project Team                                | • Building Square Footage                       | • Value of Land  |
| • Existing Conditions                         | • Number of Dwelling Units                      | • Estimated Project Cost                                     |
| • Project Schedule                            | • Auto and Bike Parking Stalls                  | • Number of Construction & Full-Time Equivalent Jobs Created |
| • Proposed Uses (and ft <sup>2</sup> of each) | • Lot Coverage & Usable Open Space Calculations | • Public Subsidy Requested                                   |
| • Hours of Operation                          |   |  |

☒ **Filing Fee:** Refer to the Land Use Application Instructions & Fee Schedule. Make checks payable to: *City Treasurer*.

☒ **Electronic Submittal:** All applicants are required to submit copies of all items submitted in hard copy with their application as Adobe Acrobat PDF files on a non-returnable CD to be included with their application materials, or by e-mail to [pcapplications@cityofmadison.com](mailto:pcapplications@cityofmadison.com).

☐ **Additional Information** may be required, depending on application. Refer to the Supplemental Submittal Requirements.

## 6. Applicant Declarations


☒ **Pre-application Notification:** The Zoning Code requires that the applicant notify the district alder and any nearby neighborhood and business associations in writing no later than **30 days prior to FILING this request**. List the alderperson, neighborhood association(s), and business association(s) AND the dates you sent the notices:  
Mike Verveer- 9/24/14, Bassett Neighborhood- 10.13.14

→ If a waiver has been granted to this requirement, please attach any correspondence to this effect to this form.

☒ **Pre-application Meeting with Staff:** Prior to preparation of this application, the applicant is required to discuss the proposed development and review process with Zoning and Planning Division staff; note staff persons and date.

Planning Staff: Heather Stouder Date: 10.3.14 Zoning Staff: Matt Tucker Date: 10.8.14

The applicant attests that this form is accurately completed and all required materials are submitted:

Name of Applicant Bradley Mullins Relationship to Property: Owner/Operator  
Authorizing Signature of Property Owner  Date 11.19.14



November 19, 2014

**Letter of Intent:**

22 S. Carroll - Exterior Renovation

**Project Team:**

Owner: Park Hotel Inc.

Agent: The Mullins Group, LLC

Architect: Destree Design Architects Inc.

**Existing Conditions, Uses & Hours:**

This property is an existing hotel. The use and hours of the building do not change. The project is to renovate the exterior of the building.

**Lot Coverage:**

There is no change to lot coverage.

**Project Schedule:**

Construction to begin September 2015, complete Summer of 2106

**Estimated Project Cost:**

Estimate exterior renovation cost is \$8 million.

**Public Subsidy Requested:**

None

**Building Square footages, Bike Parking, Materials:**

Refer to narrative for added building square footage.

There is no change to Auto Parking

There are currently 16 bike parking stalls within 200 ft of the front entry to the hotel. 4 additional stalls will be accommodated in the lower parking ramp.

**Employment:**

The hotel will remain operational during the phased renovation, which will allow the hotel to maintain the current level of employees. The exterior renovation will employ multiple contractors through-out 2015-2016.

**Narrative:**

We are pleased to submit this project to renovate and 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 integrate the building 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 stucco room addition. The new 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 stucco 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 preservation Height. A conditional use is requested to accommodate the elevator overruns and a small chimney at penetrates the capitol view preservation height.

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

Sincerely,



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











**MAIN ST WITH SIMPLIFIED BASE DESIGN**  
**22 S CARROLL ST • 01-21-15**





22 S. Carroll Street



The Hotel – Existing Images



The Corner of Carroll and Main

## The Hotel – Existing Images

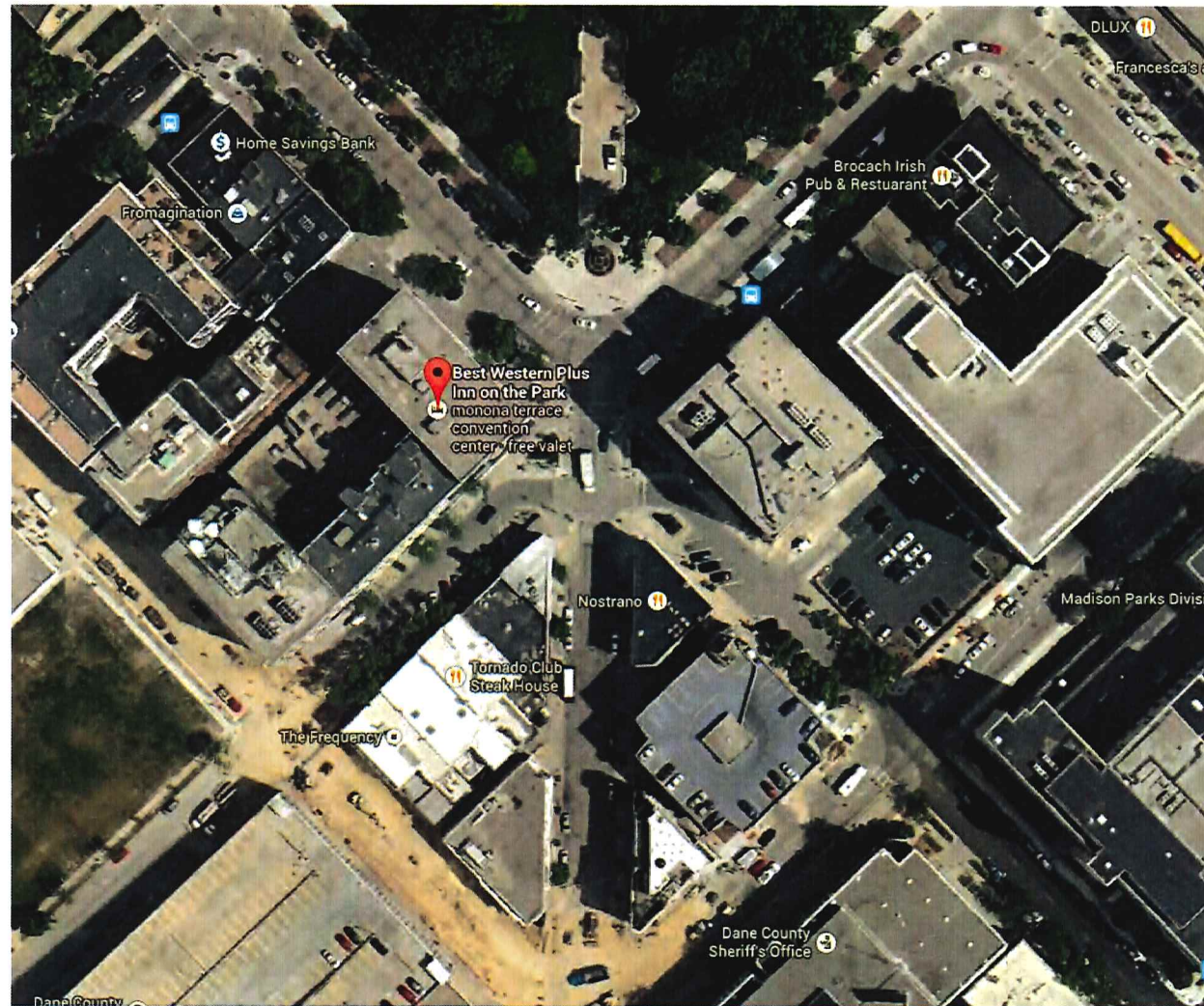


Main Street at adjacent building



The Corner of Hamilton and Main

## The Hotel – Context



The Hotel – Locator Map  
Oriented North Up

22 SOUTH CARROLL STREET



LIMESTONE 1



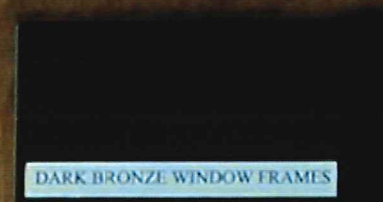
STUCCO COLOR 1



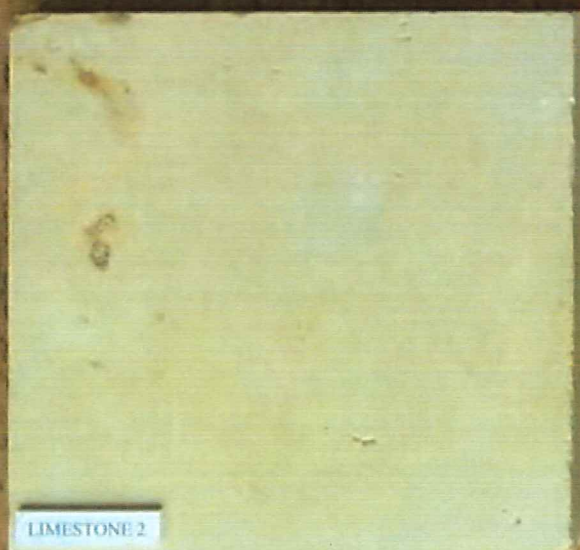
MEDIUM BRONZE WINDOW FRAMES



EXISTING BRICK



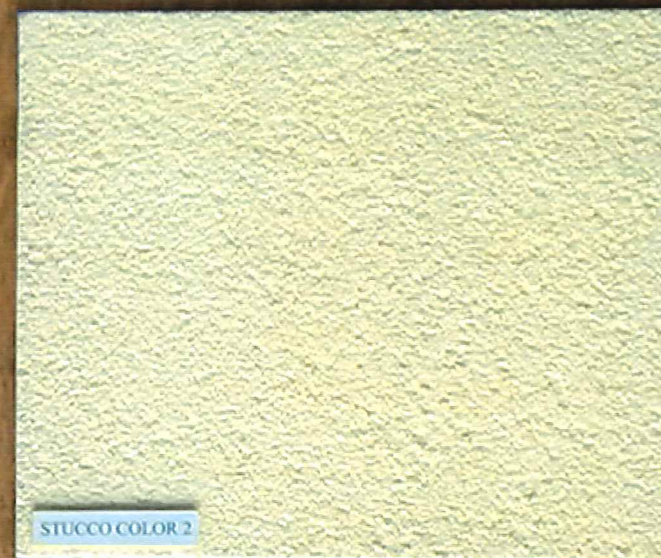
DARK BRONZE WINDOW FRAMES



LIMESTONE 2



MAIN ENTRY DOOR METAL



STUCCO COLOR 2

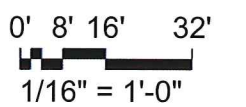
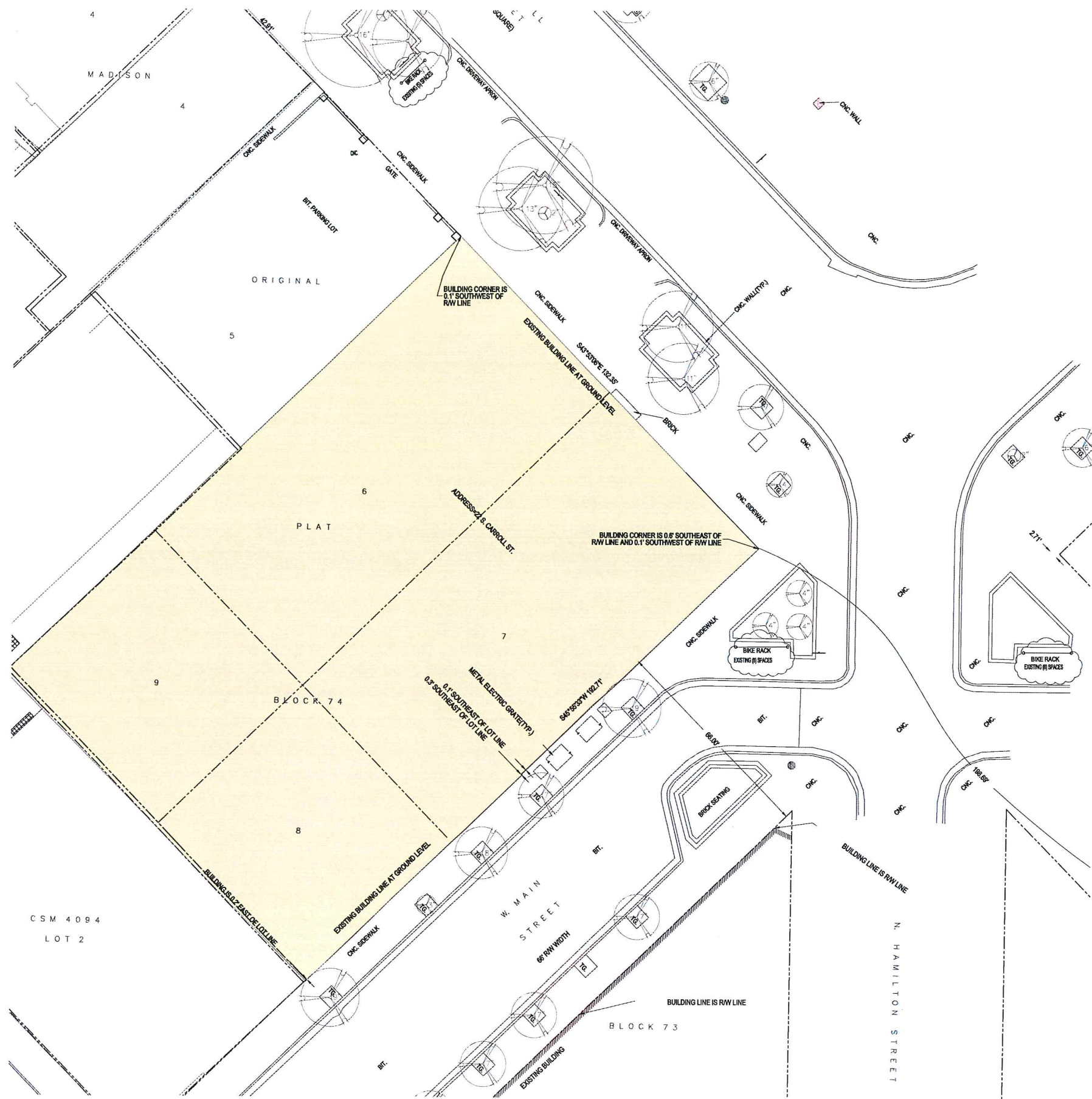


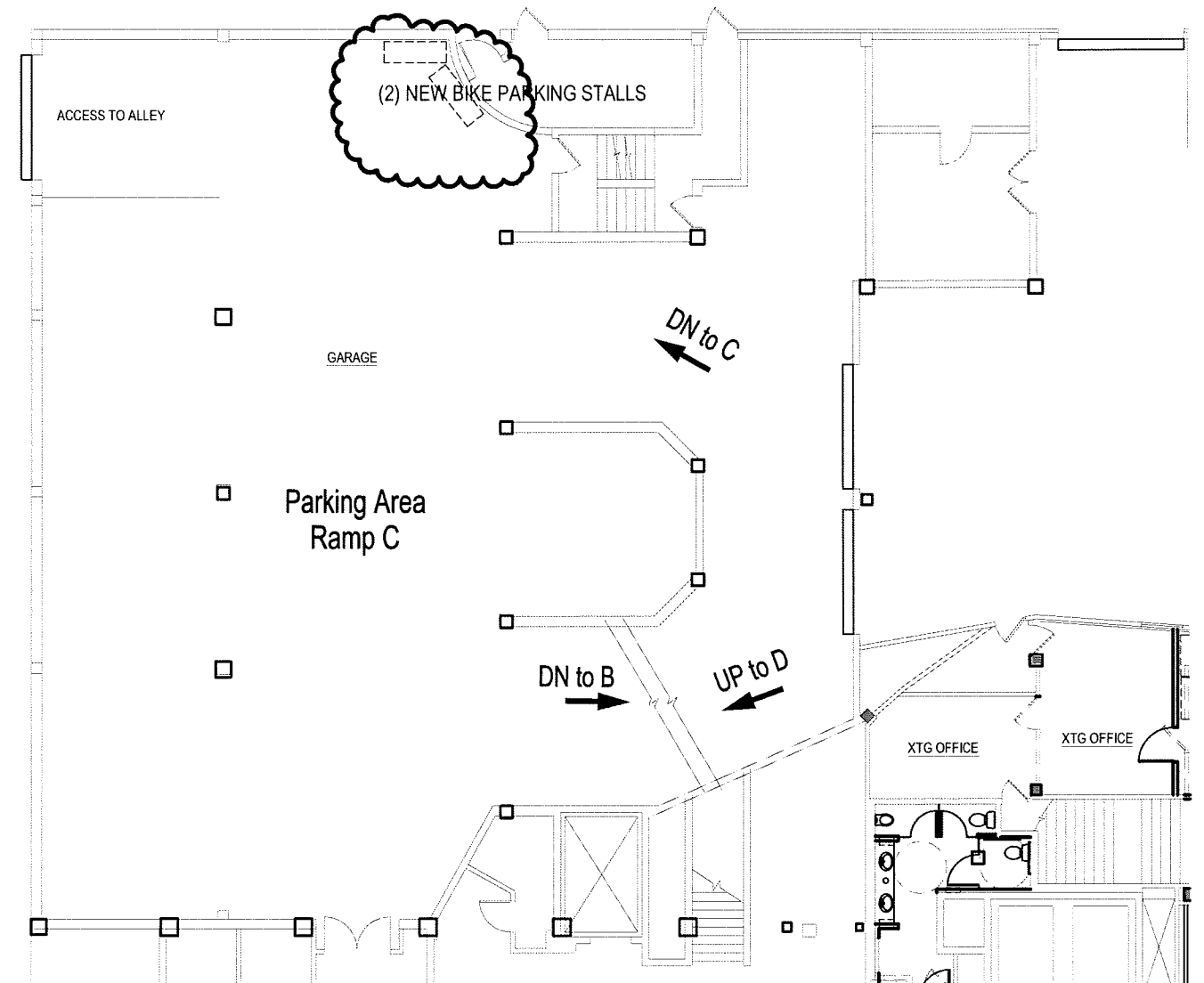
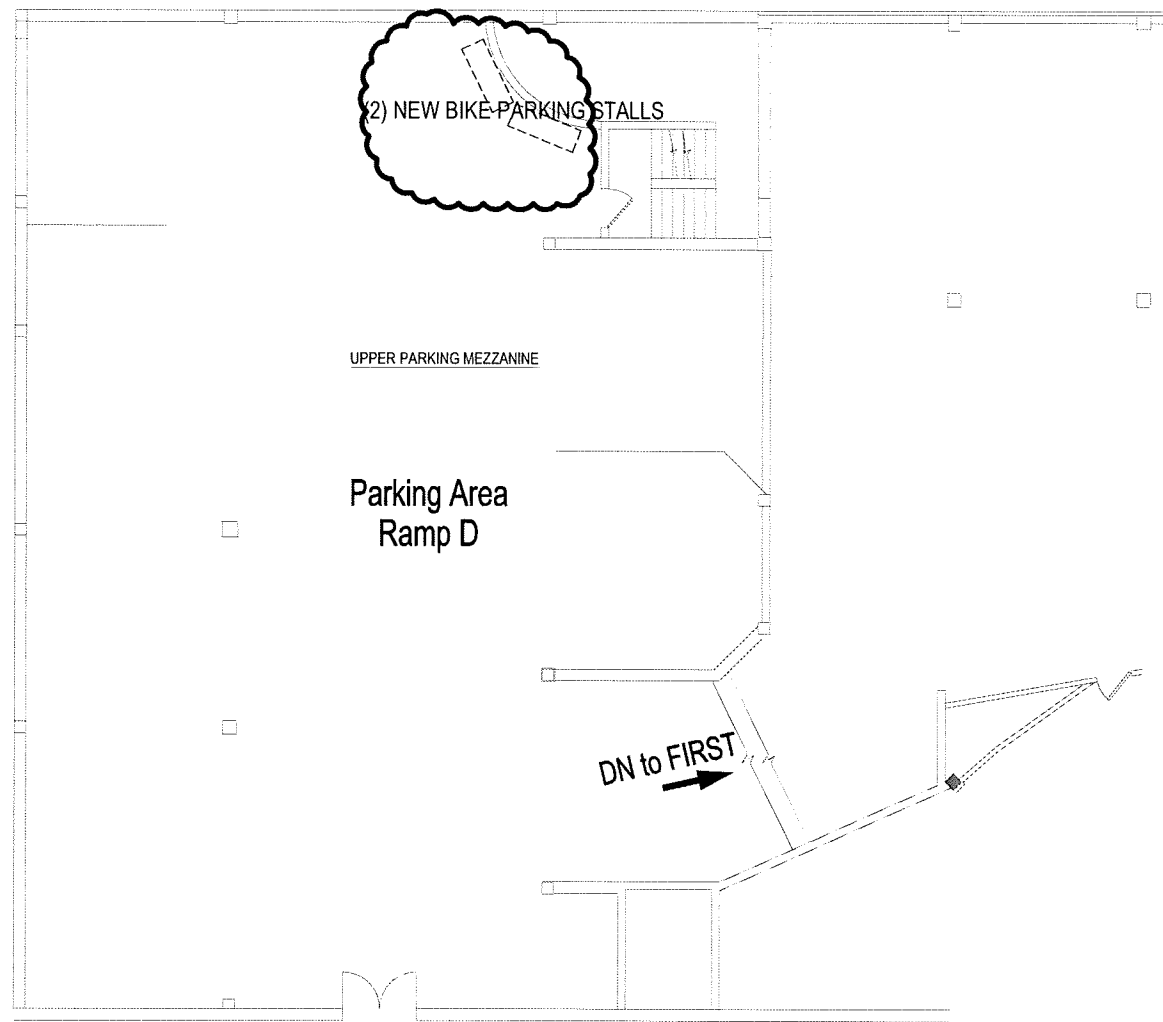
GRANITE 1



AWNING FABRIC









Luminaire Schedule					
Qty	Label	Arrangement	Total Lamp Lumens	LLF	Description
7	A	SINGLE	2649	0.800	LUMARK + XTOR3A
3	B1	SINGLE	6831	0.794	MANNING + DE-143-2F27-1QP75-120-R1-WH (SHORTER)
5	B2	SINGLE	6831	0.794	MANNING + DE-144-2F39-1QP75-120-R1-WH (LONGER)

Calculation Summary							
Label	CalcType	Units	Avg	Max	Min	Avg/Min	Max/Min
BALCONY	Illuminance	Fc	12.30	66.0	0.4	30.75	215.00
FRONT SIDEWALK	Illuminance	Fc	1.03	3.7	0.2	5.15	18.50
REAR DRIVE	Illuminance	Fc	3.11	8.0	0.1	31.10	90.00

PARK HOTEL

EXTERIOR LIGHTING

DATE: JAN. 21, 2014    SCALE: 1/8" = 1'-0"    SHEET NUMBER: E1

# Sentinel

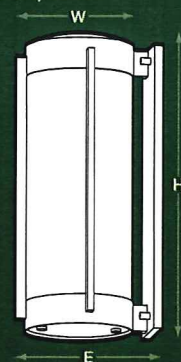
Sentinel stands guard with a white opal acrylic cylinder surrounded by solid aluminum, stainless steel or PVD bars. Glass bottom lens features a blue, amber, or white acrylic insert for interesting color effects. Sealed backplate with gasketing for easy installation.

PICTURED:  
DE-147-PP(BK)-BS-2N60/1QP75-120-WH-CB

DOWNLIGHT  
TRIM DETAIL



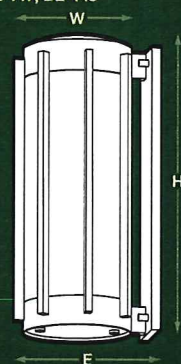
DE-143, DE-144



DE-145, DE-146



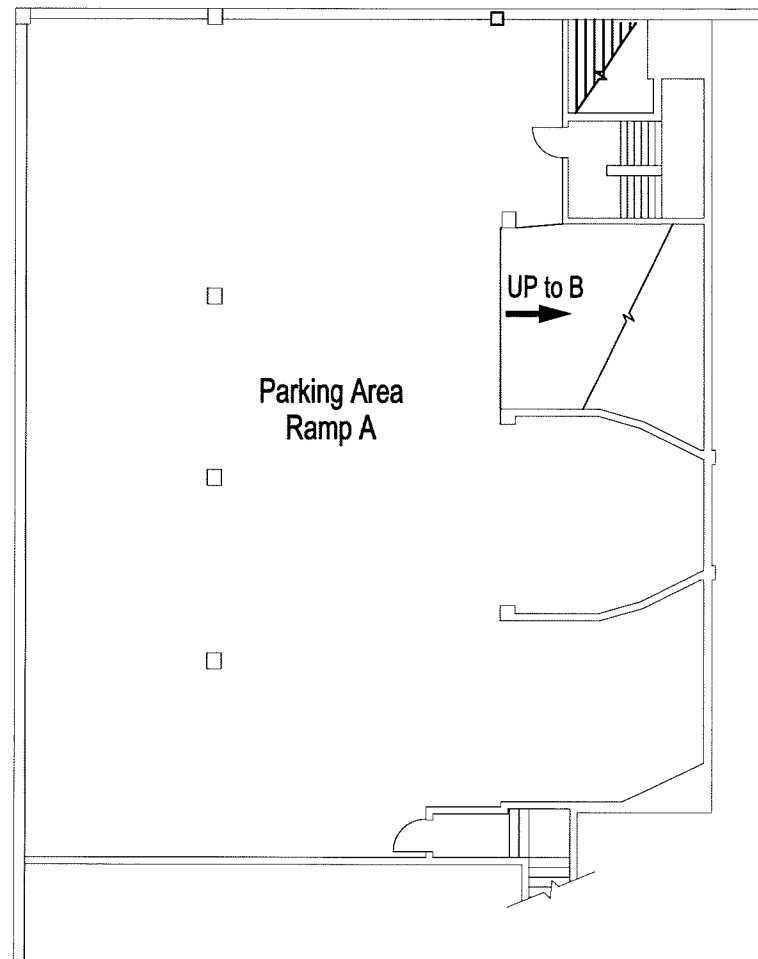
DE-147, DE-148



SENTINEL EXTERIOR				FINISHES		LAMPING	VOLTAGE	DIFFUSER	DOWNLIGHT TRIM	OPTIONS
FIXTURE NO.	DIMENSIONS			FRAME	BARS	BODY/DOWN				
SCONCE	H	W	E							
DE-143	23"	10"	12"	PP	BS, PP PVD	2N60/1QP75 2F27/1QP75	120 277	WH	AM, CB, WH	FU, PC
DE-144	26.5"	12"	14"	PP	BS, PP PVD	2N60/1QP75 2F39/1QP75	120 277	WH	AM, CB, WH	FU, PC
DE-145	23"	10"	12"	PP	BS, PP PVD	2N60/1QP75 2F27/1QP75	120 277	WH	AM, CB, WH	FU, PC
DE-146	26.5"	12"	14"	PP	BS, PP PVD	2N60/1QP75 2F39/1QP75	120 277	WH	AM, CB, WH	FU, PC
DE-147	23"	10"	12"	PP	BS, PP PVD	2N60/1QP75 2F27/1QP75	120 277	WH	AM, CB, WH	FU, PC
DE-148	26.5"	12"	14"	PP	BS, PP PVD	2N60/1QP75 2F39/1QP75	120 277	WH	AM, CB, WH	FU, PC

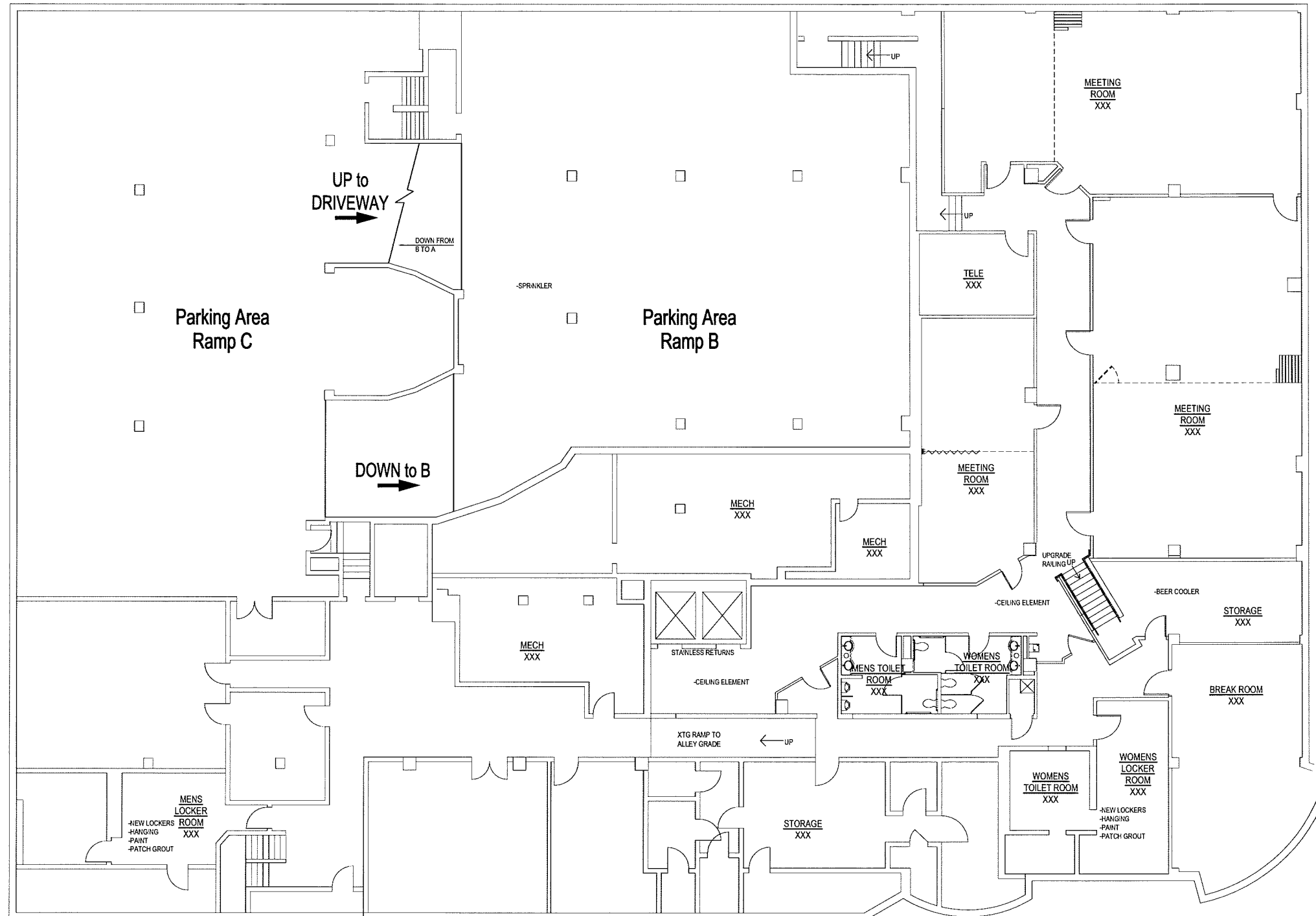
Fluorescent ballasts rated to -22°F.

Specify two digit color suffix with "PP" and "PVD" finish option.  
See page 53.



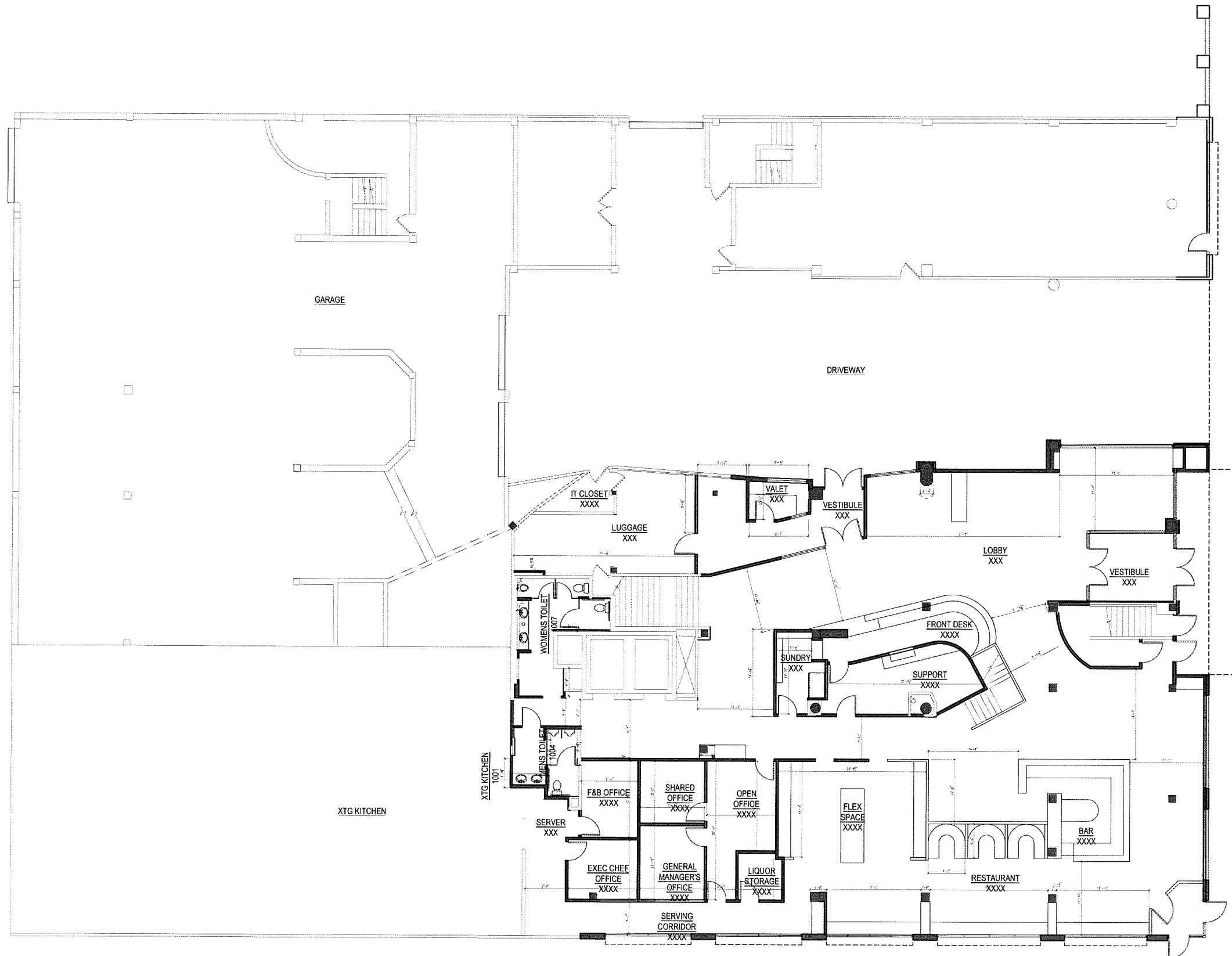
LOWER  
PARKING

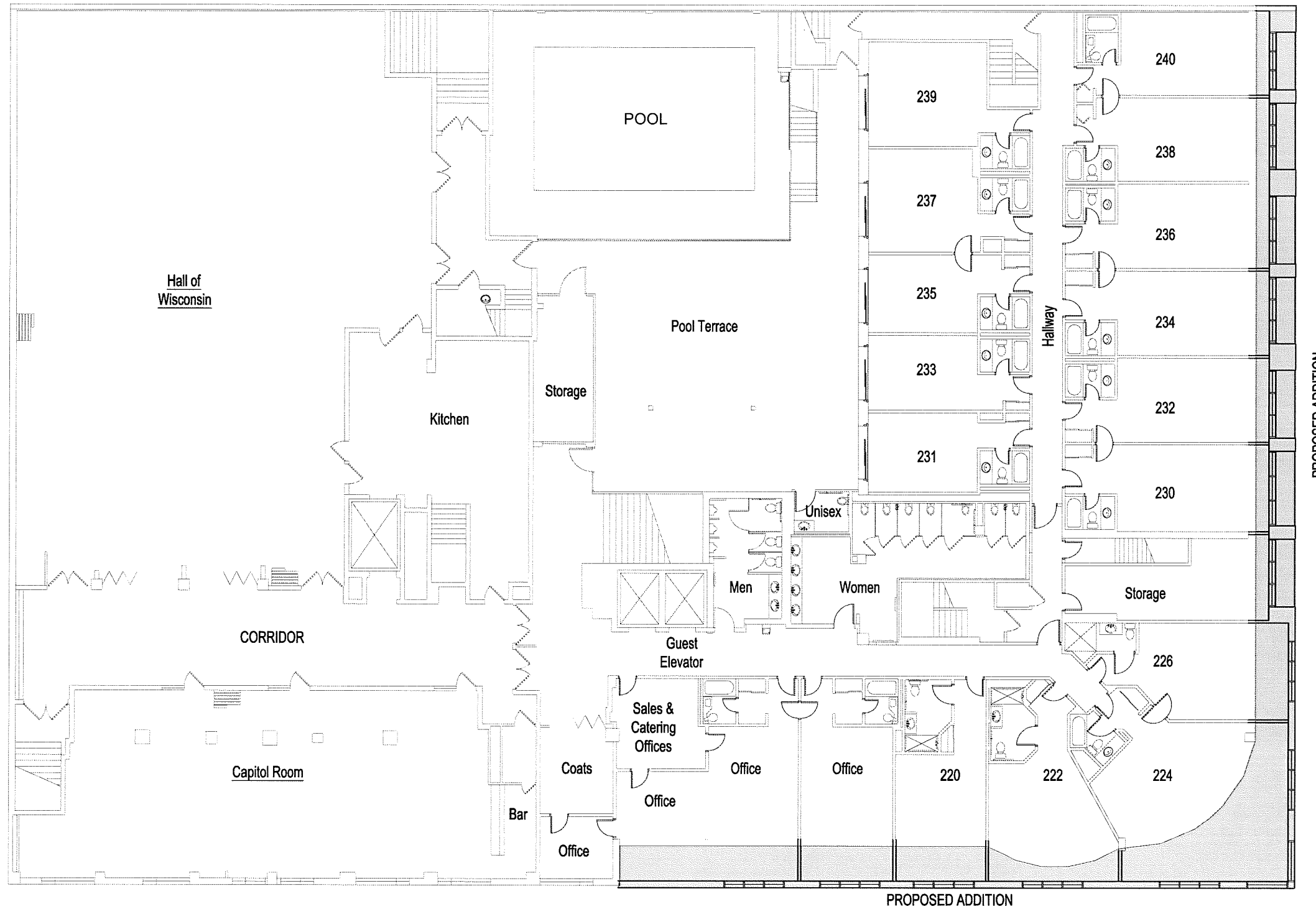
0' 4' 8' 16'  
1/8" = 1'-0"

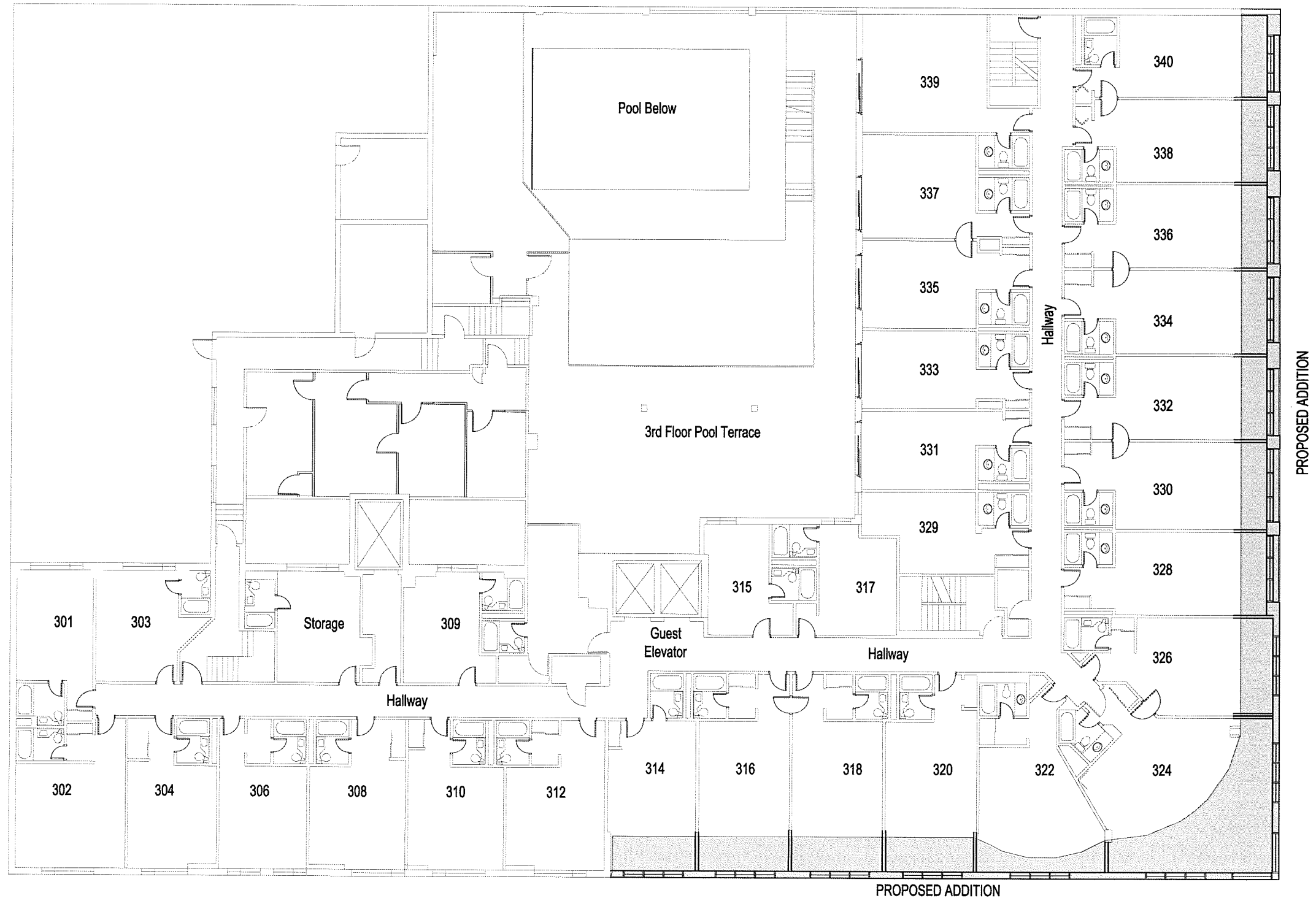


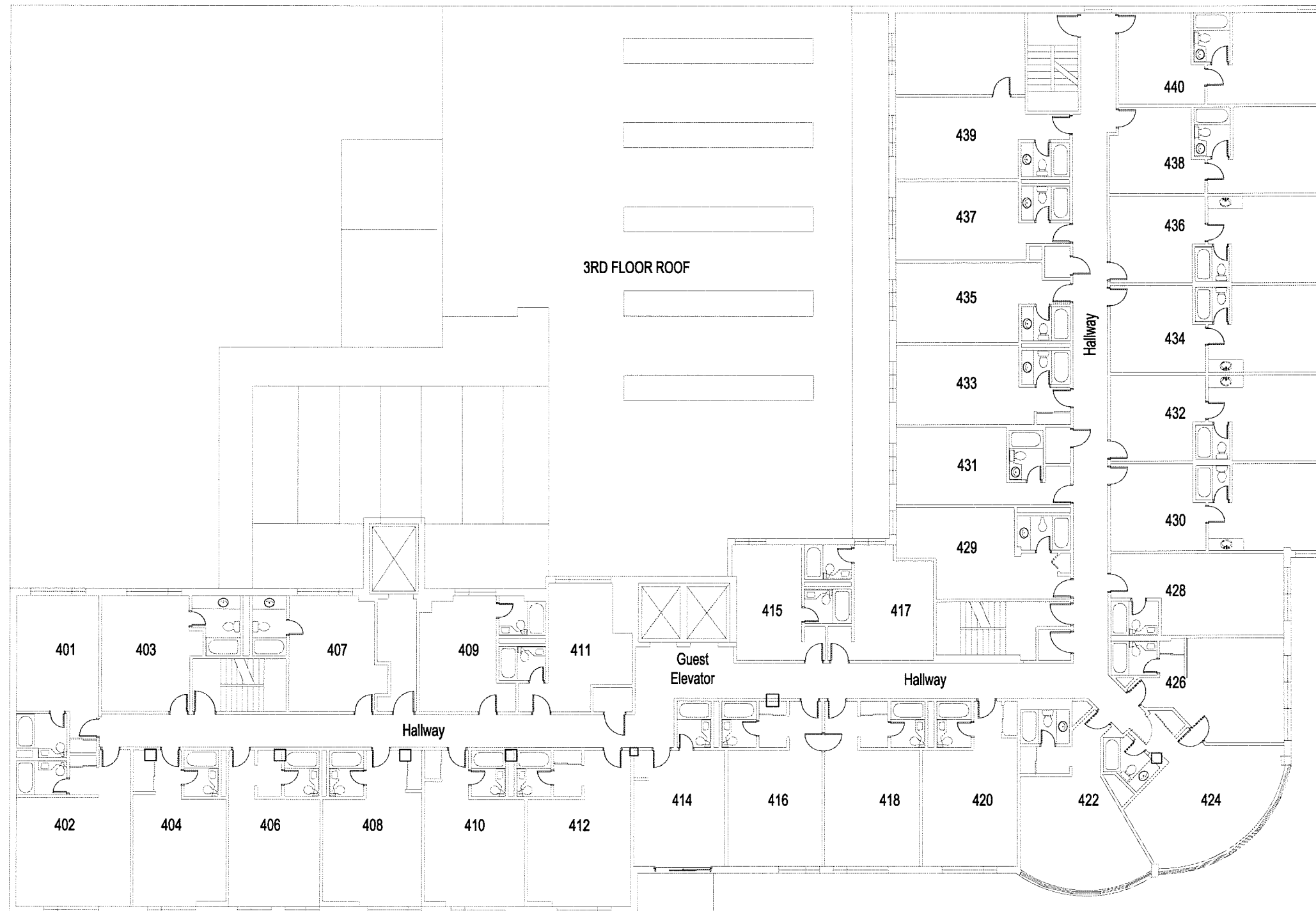
FOUNDERS LEVEL &  
PARKING

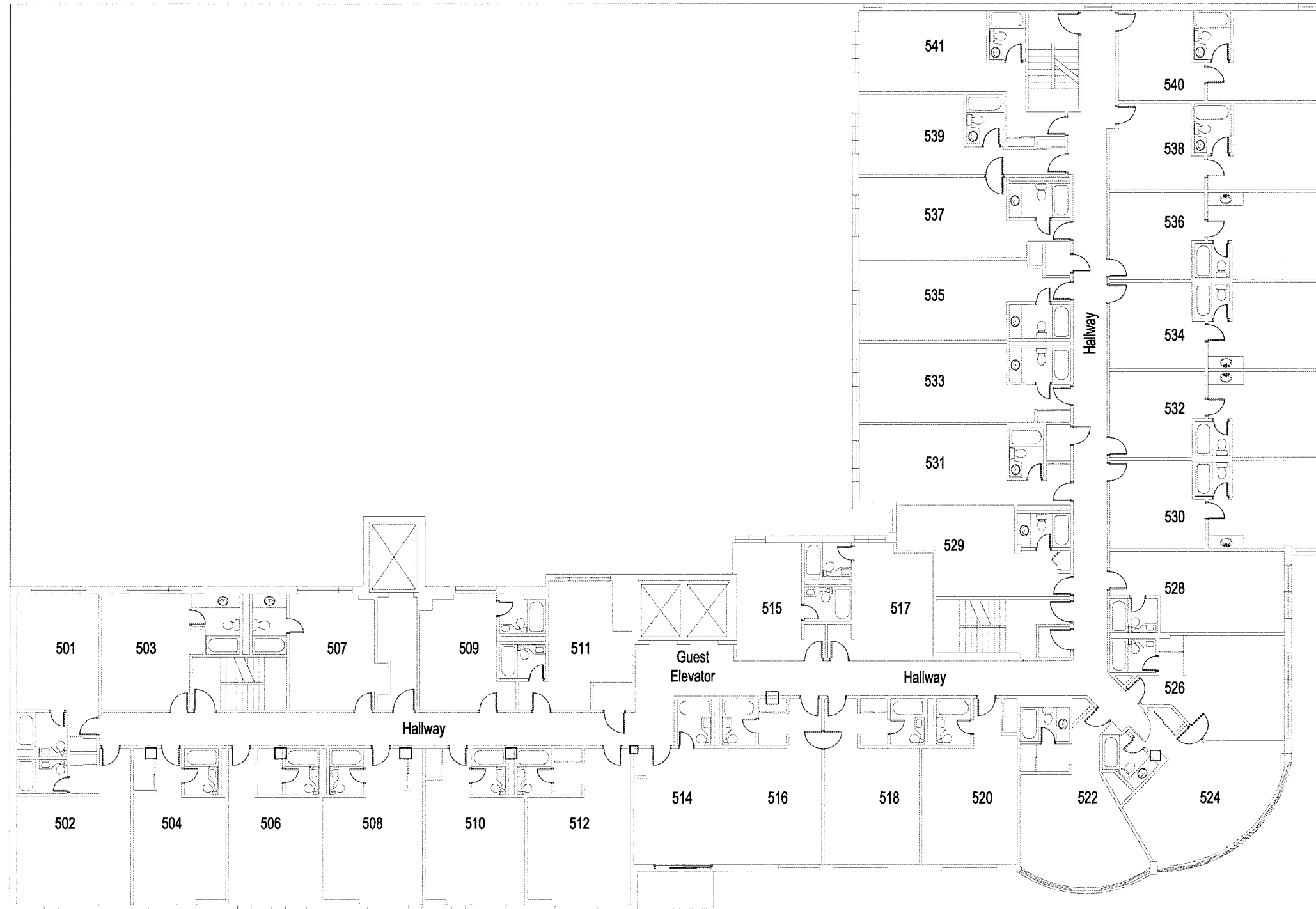
0' 4' 8' 16'  
1/8" = 1'-0"

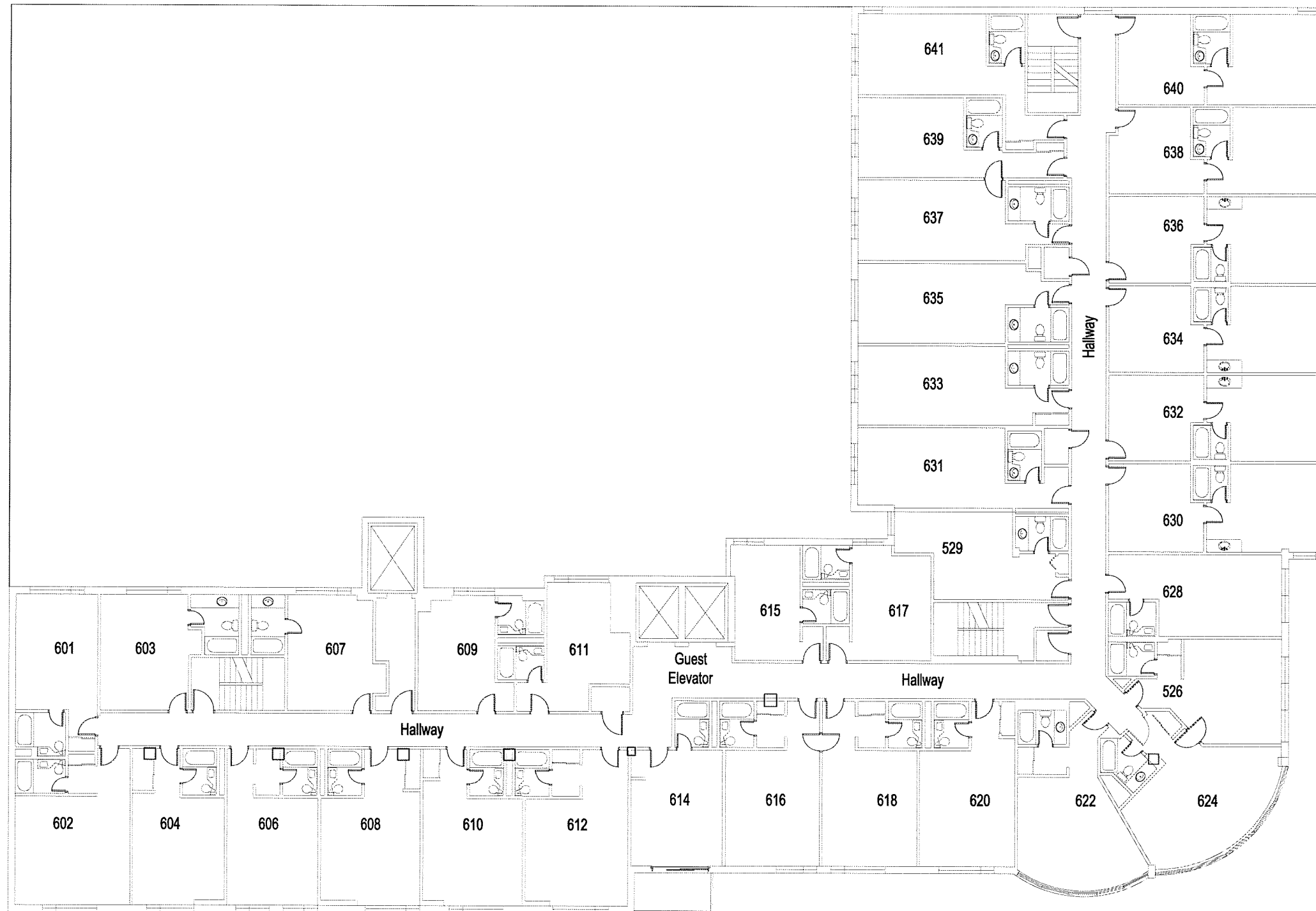


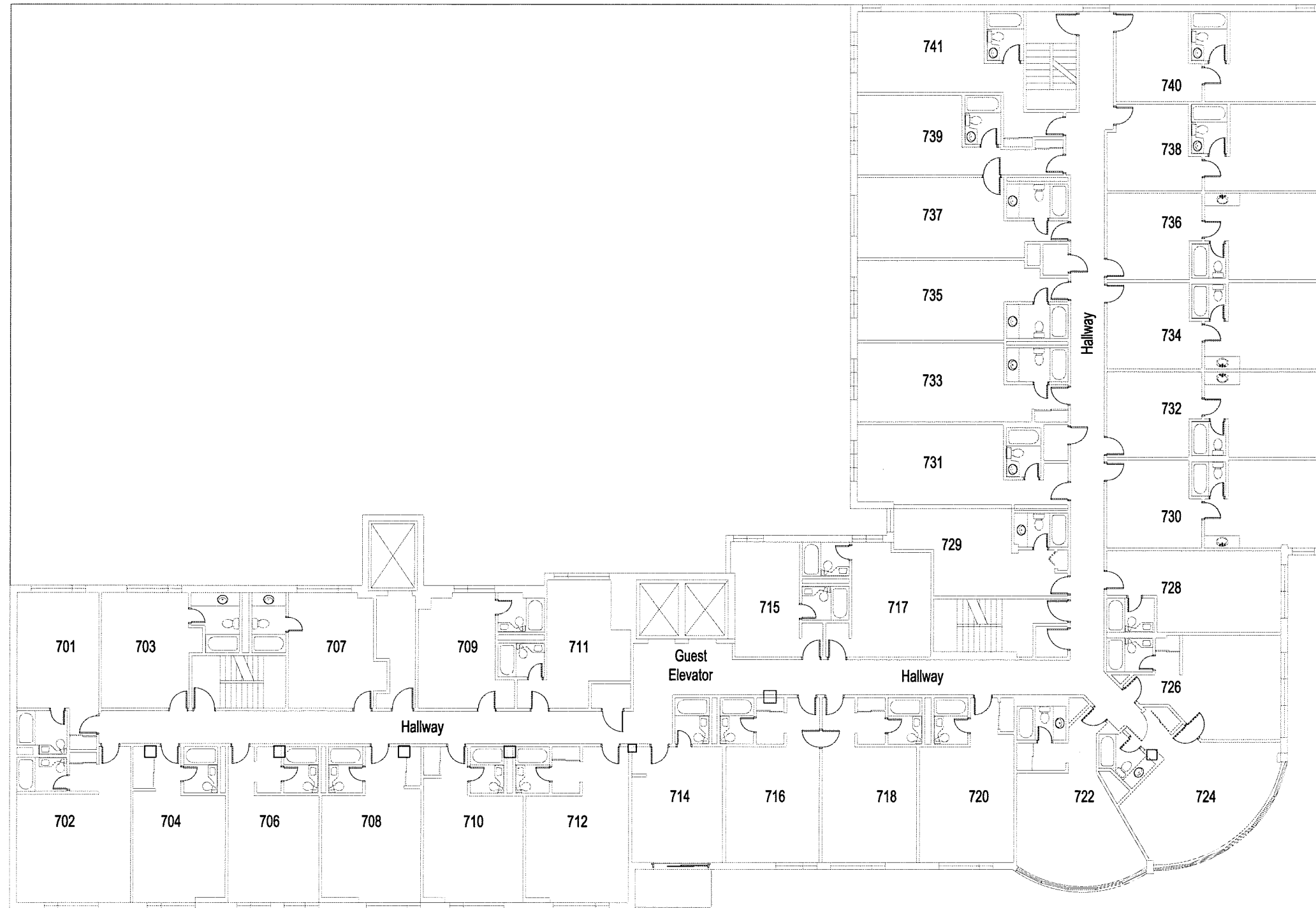


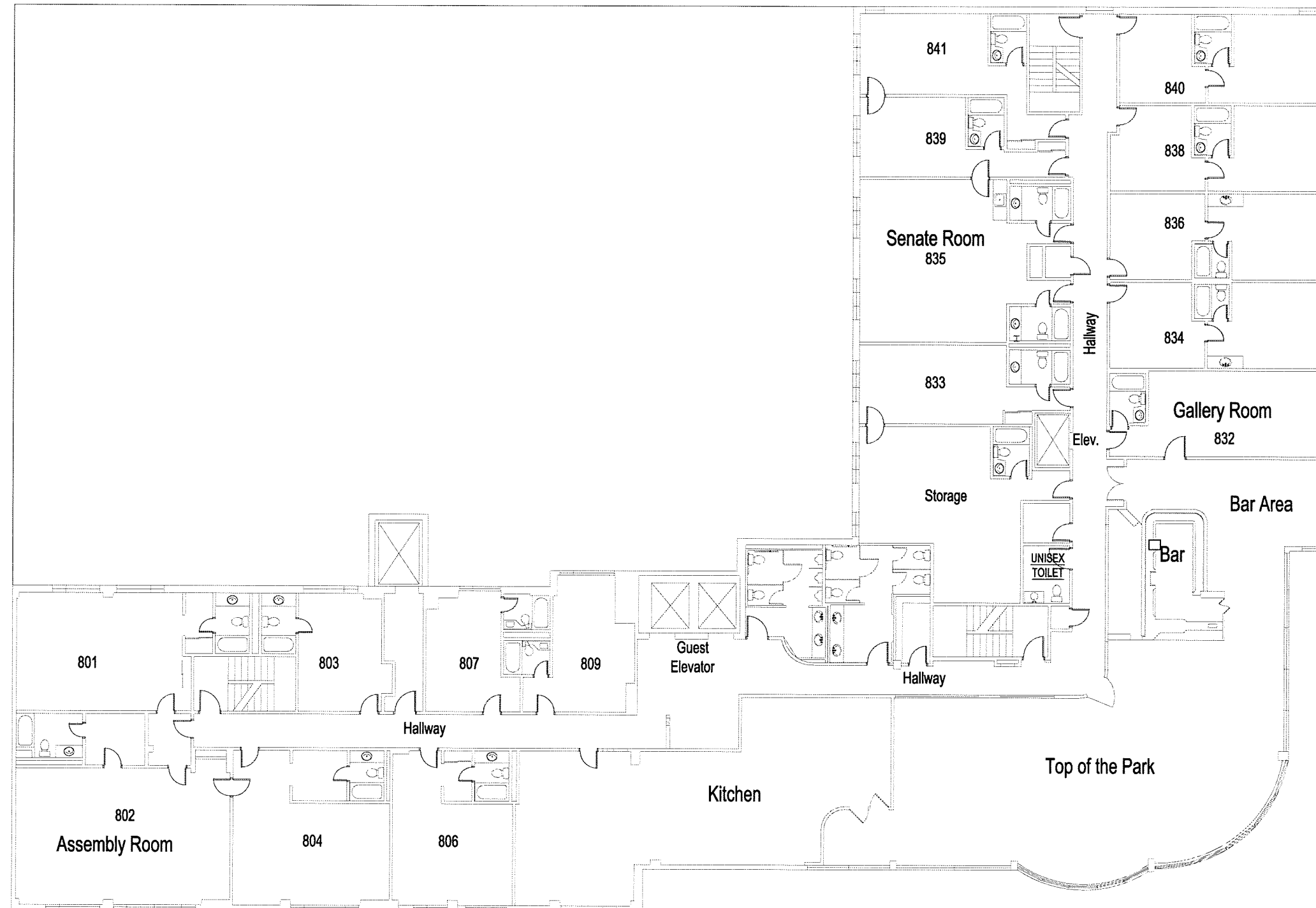


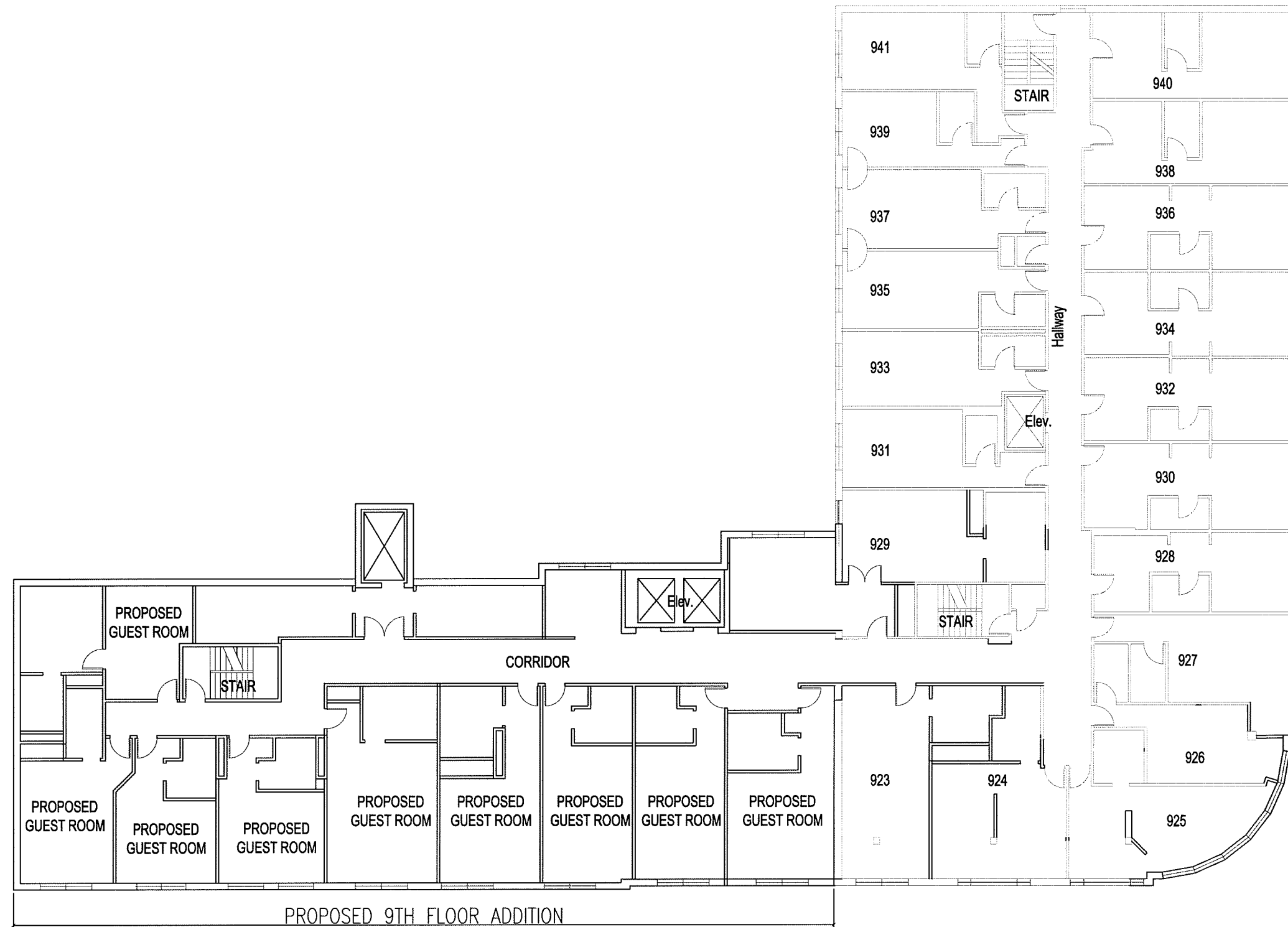












ADJACENT  
PROPERTY

3RD FLOOR ROOF BELOW

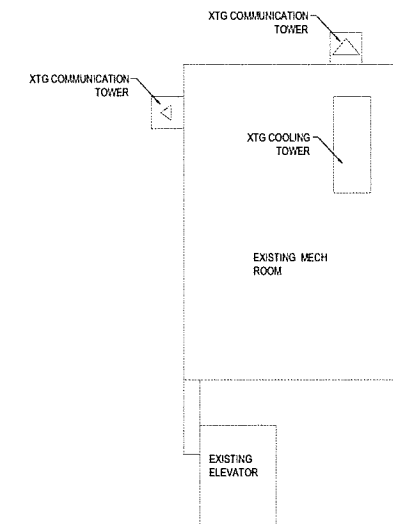
PROPOSED STAIRS  
EXTENSION

PROPOSED SERVICE  
ELEVATOR & MECH  
ROOM EXTENSION

PROPOSED CHIMNEY  
EXTENSION

PROPOSED ELEVATOR &  
MECH ROOM EXTENSION

PROPOSED 9TH FLOOR ADDITION ROOF



EXISTING 9TH FLOOR ROOF

EXISTING STAIRS

XTG FLAG POLE

Cap Preservation View  
Sea Level = 1032.8'  
Arch = 299.51'  
City Datum = 197.2'

Existing Mech Penthouse  
Sea Level = 208.25'  
Arch = 1031.54'

Arch = 197.83'  
Sea Level = 1021.12'

- KEY NOTES**
- A STUCCO-COLOR 1 -XXX
  - B STUCCO-COLOR 2 -XXX
  - C EXISTING BRICK
  - D LIMESTONE-1 (HONEY)
  - E LIMESTONE-2 (LEVEE LEDGE)
  - F GRANITE-1 (BLACK)
  - G
  - H DARK AND MED BRONZE ALUM WINDOW SYSTEM (OPERABLE)
  - I DARK AND MED BRONZE ALUM STOREFRONT SYSTEM
  - J METAL ACCENT SET IN STONE MED BRONZE
  - K FABRIC AWNING
  - L ALUM RAILING
  - M BRASS ENTRY DOOR
  - N 48" TALL LED LIGHT FIXTURE
  - O 24" TALL LED LIGHT FIXTURE
  - P FLAG POLES
  - Q ALUM SILL (MED BRONZE)
  - R EXISTING WALL LOUVERS
  - S EXISTING WALL PACK LIGHT
  - T CLAD BRACKET
  - U CABLE SUPPORTS
  - V METAL CLAD TRIM
  - W SIGNAGE
  - X METAL CORNICE (MED BRONZE)
  - Y METAL CLAD CANOPY (MED BRONZE)

Arch = 174.83'  
Sea Level = 956.12'

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'

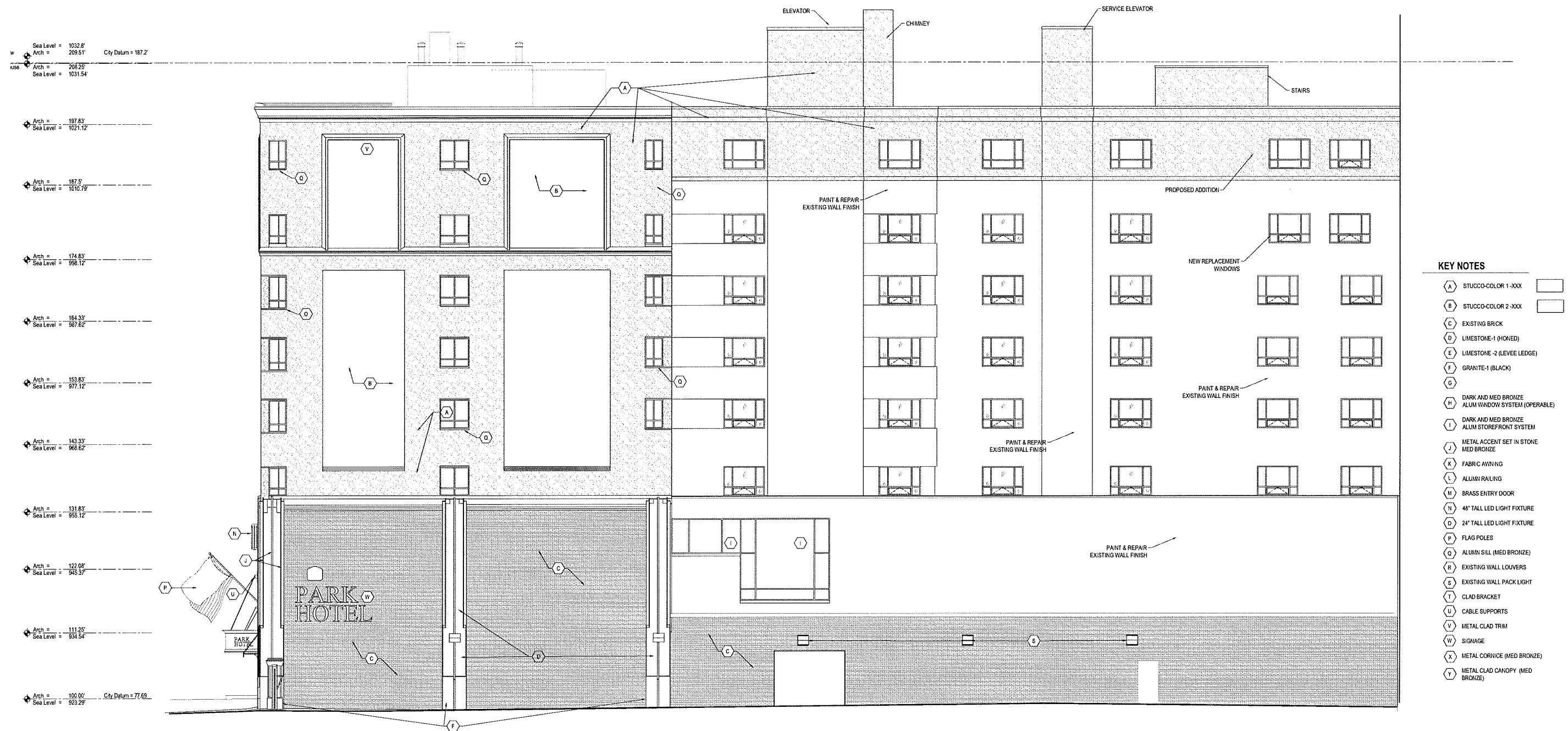
Arch = 111.25'  
Sea Level = 934.54'

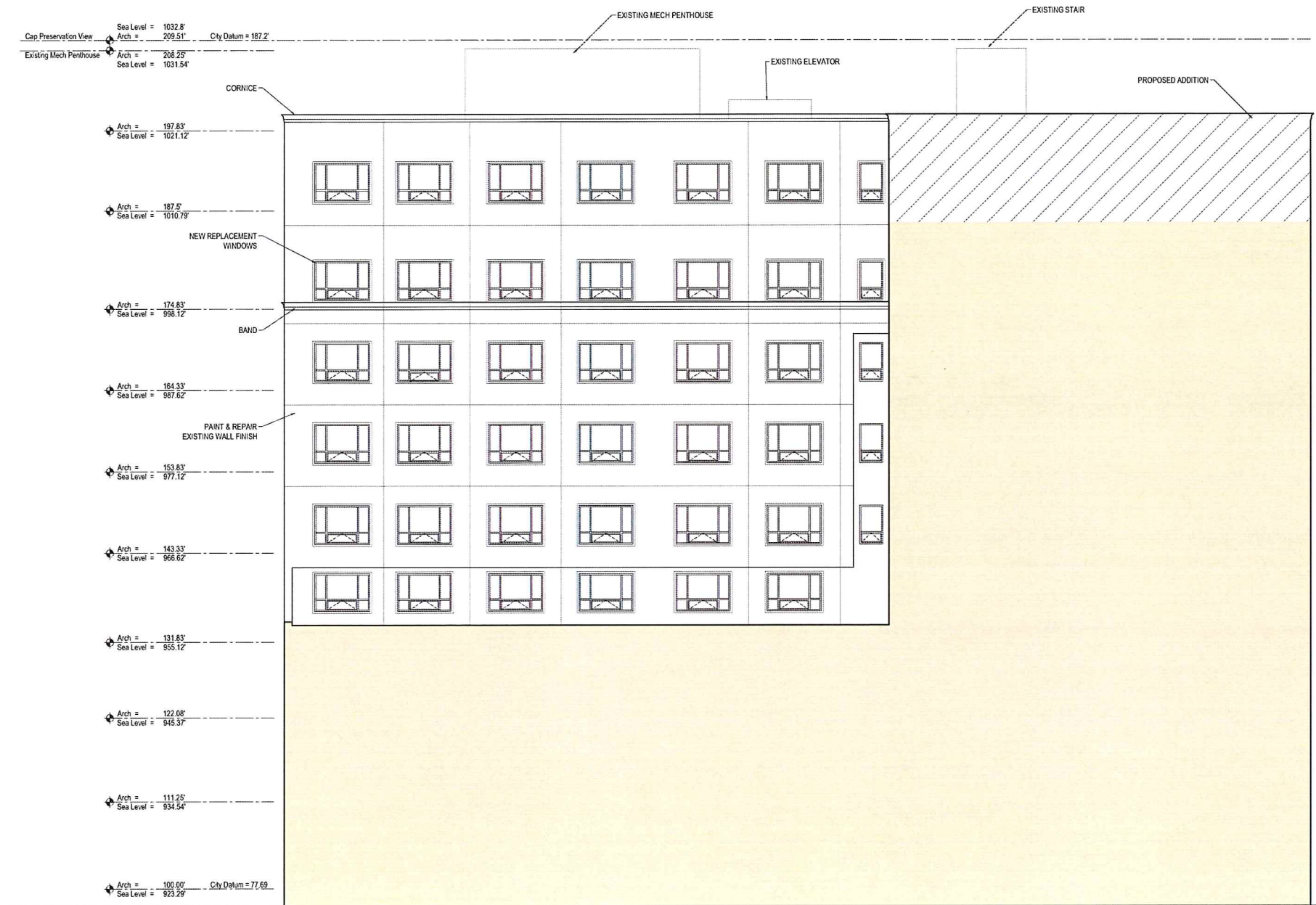
Arch = 100.00'  
Sea Level = 923.29'

City Datum = 77.69'









# KEY NOTES

- (A) STUCCO-COLOR 1 -XXX
- (B) STUCCO-COLOR 2 -XXX
- (C) EXISTING BRICK
- (D) LIMESTONE-1 (HONED)
- (E) LIMESTONE-2 (LEVEE LEDGE)
- (F) GRANITE-1 (BLACK)
- (G)
- (H) DARK AND MED BRONZE ALUM WINDOW SYSTEM (OPERABLE)
- (I) DARK AND MED BRONZE ALUM STOREFRONT SYSTEM
- (J) METAL ACCENT SET IN STONE MED BRONZE
- (K) FABRIC AWNING
- (L) ALUMIN RAILING
- (M) BRASS ENTRY DOOR
- (N) 48" TALL LED LIGHT FIXTURE
- (O) 24" TALL LED LIGHT FIXTURE
- (P) FLAG POLES
- (Q) ALUMIN SILL (MED BRONZE)
- (R) EXISTING WALL LOUVERS
- (S) EXISTING WALL PACK LIGHT
- (T) CLAD BRACKET
- (U) CABLE SUPPORTS
- (V) METAL CLAD TRIM
- (W) SIGNAGE
- (X) METAL CORNICE (MED BRONZE)
- (Y) METAL CLAD CANOPY (MED BRONZE)



