

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION **PRESENTED:** January 28, 2015

TITLE: 22 South Carroll Street – Exterior Façade Improvements for “The Park Hotel”
Located in the Downtown Core District. 4th Ald. Dist. (35998)

REFERRED:
REREFERRED:
REPORTED BACK:

AUTHOR: Alan J. Martin, Secretary **ADOPTED:** **POF:**

DATED: January 28, 2015 **ID NUMBER:**

Members present were: Richard Wagner, Chair; Tom DeChant, Dawn O’Kroley, John Harrington, Melissa Huggins, Lauren Cnare, Cliff Goodhart and Richard Slayton.

SUMMARY:

At its meeting of January 28, 2015, the Urban Design Commission **GRANTED FINAL APPROVAL** of exterior façade improvements located at 22 South Carroll Street for “The Park Hotel.” Appearing on behalf of the project were Melissa Destree, Susan Springman, Brad Mullins and Jason Ekstrom, representing The Mullins Group/The Park Hotel. Destree described the original structure from 1912 that was reskinned and renovated in 1940. Slabs of the building removed and heights of the floors were altered. In 1963 they added the corner element in the first three stories. In 1983 a very substantial addition was made to the building actually enclosing the rest of the portion of this building, overlapping the top at the curve and ending at the corner. We have a history of multiple additions which gives a design challenge with integrating and reskinning the façade. One approach was having the horizontal elements coming around and weaving together the vertical with the 3-story face. There was some discussion about the contrast and shadow contrast and whether or not that worked. Today they brought a solution for this area to continue and change the EIFS to hold the horizontal lines across, and as you turn the corner on Carroll Street they turn it compositionally with the guest room windows. This successfully addresses the concern and feedback they received from the Commission in regards to the “base, middle, top” expression of the structure by tying in the horizontal, as well as Main Street and the Carroll Street speaking directly to each other. The other issue was the base of the building. Previously they received feedback that there were some stylistic concerns with the railing detail, as well as too much of an interpretation of an Art Deco feel to the building. They’ve created a standard black granite base with the stone element, simple black granite accent at the top, and a simplified railing detail, removal of the greenish-black granite line and replaced that with Biezan limestone. They also removed the bracket detail at each of the windows but did retain the actual two-toned bronze stepback window, to stylistically maintain the architectural integrity of these elements and follow the design guidelines in regards to creating visual interest. This gives the exceptional quality of materials for the pedestrian experience. This will improve the view corridor, create a corner presence at the entry of the new restaurant, create the pedestrian experience and improve the Carroll and Main Street experiences. They have soft awnings at the storefront locations and hard awning at the hotel entry.

Comments and questions from the Commission were as follows:

- I'm seeing this as minor changes. Certainly the horizontal banding is an improvement on that, and I appreciate the level of detail and the fact that you did it in a week. But the concerns and comments that I made last time I still have, regarding the base in relation to the rest of the building. We seem to be harkening back to some detail and materials that seem to be almost like a revival style, where the building would have benefitted from more of a modern streamlined approach to this design update and detailing. I still see the first 3 stories as being really fussy when compared to the rest of the building design.
- I concur with that assessment, based on our previous meetings.
 - We did spend time in the last two weeks, we did a different 3-story base, which probably was more what you're speaking to. We spent a lot of time staring at them, trying to figure out if we liked them, and we decided we didn't because it was a hotel and it looked like a bank or an office building, it looked cold. We thought about submitting both.
- I appreciate the simplification of the horizontal banding. You've worked hard on this, people have different judgments.

ACTION:

On a motion by Huggins, seconded by Cnare, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a vote of (5-2) with Huggins, Cnare, Slayton, DeChant and Harrington voting yes; Goodhart and O'Kroley voting no.

After the Commission acts on an application, individual Commissioners rate the overall design on a scale of 1 to 10, including any changes required by the Commission. The ratings are for information only. They are not used to decide whether the project should be approved. The scale is 1 = complete failure; 2 = critically bad; 3 = very poor; 4 = poor; 5 = fair; 6 = good; 7 = very good; 8 = excellent; 9 = superior; and 10 = outstanding. The overall ratings for this project are 5, 6 and 6.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 22 South Carroll Street

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
Member Ratings	-	5	-	-	-	-	6	5
	-	5	-	7	-	7	9	5
	-	5	-	-	-	-	-	-
	-	6	-	-	-	-	6	6

General Comments:

- Very compromised...though headed in the right direction.
- Art Deco revival not appropriate in building's evolution.
- Approved based on need for investment, not design. Should have respected mid-Century modern aesthetic much more.