

**APPLICATION FOR  
URBAN DESIGN COMMISSION  
REVIEW AND APPROVAL**

**AGENDA ITEM #** \_\_\_\_\_  
**Project #** \_\_\_\_\_  
**Legistar #** \_\_\_\_\_

DATE SUBMITTED: <u>6/4/2014</u>	<b>Action Requested</b>
UDC MEETING DATE: <u>6/11/2014</u>	<input type="checkbox"/> Informational Presentation
	<input type="checkbox"/> Initial Approval and/or Recommendation
	<input checked="" type="checkbox"/> Final Approval and/or Recommendation

**PLEASE PRINT!**

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PROJECT ADDRESS: 1 W DAYTON ST.

ALDERMANIC DISTRICT: DISTRICT 4

OWNER/DEVELOPER (Partners and/or Principals) BURWELL ENTERPRISES, INC ARCHITECT/DESIGNER/OR AGENT: BRADLEY R. GERVIN (ARCI)

CONTACT PERSON: STEVE ZANONI - GENERAL MANAGER

Address: 1 W DAYTON STREET

MADISON, WI 53703

Phone: 608-294-3001

Fax: \_\_\_\_\_

E-mail address: SZANONI@CONCOURSEHOTEL.COM

TYPE OF PROJECT:  
(See Section A for:)

- Planned Unit Development (PUD)
- General Development Plan (GDP)
- Specific Implementation Plan (SIP)
- Planned Community Development (PCD)
- General Development Plan (GDP)
- Specific Implementation Plan (SIP)
- Planned Residential Development (PRD)
- New Construction or Exterior Remodeling in an Urban Design District \* (A public hearing is required as well as a fee)
- School, Public Building or Space (Fee may be required)
- New Construction or Addition to or Remodeling of a Retail, Hotel or Motel Building Exceeding 40,000 Sq. Ft.
- Planned Commercial Site

(See Section B for:)

- New Construction or Exterior Remodeling in C4 District (Fee required)

(See Section C for:)

- R.P.S.M. Parking Variance (Fee required)

(See Section D for:)

- Comprehensive Design Review\* (Fee required)
- Street Graphics Variance\* (Fee required)
- Other facade

**CITY OF MADISON**  
11:40 9.17.14  
JUN 4 2014  
Planning & Community  
& Economic Development

*Facade Alteration in the Downtown Core District*

\*Public Hearing Required (Submission Deadline 3 Weeks in Advance of Meeting Date)

Where fees are required (as noted above) they apply with the first submittal for either initial or final approval of a project.



**A. SITE DESIGN & BUILDING PPLACEMENT**

**1.) Site Design & Building Placement:**

The current structure resides at 1 W. Dayton Street located between N. Carroll Street & Wisconsin Ave . Being as the structure is existing. Site Design & Building Placement are not a consideration in the submittal. What is a consideration however is the orientation of the existing facade as it addresses the State Street corridor. Offering an opportunity to provide visual interest to the existing structure.



Intersection of W. Dayton & State Street Looking East

**2.) Access & Site Circulation:**

Access and site circulation are established by existing conditions. Existing hotel lobby and proposed Starbucks entrance both will have pedestrian access points along W. Dayton Street.



**3.) Usable Open Space \* Residential Development:** Not Applicable

**4.) Landscaping:** Existing Condition. Not Applicable

**5.) Lighting:** Existing Condition. Not Applicable

**B. ARCHITECTURE**

The proposed facade remodel proposes painting of the existing stucco to a natural limestone gray, infilling the existing first story arched cornice and wrapping the corner at Dayton & Carroll Street. Beneath the cornice the existing brick veneer will be removed and replaced with a limestone veneer and storefront aluminum glazing system. Glass panels will consist of a translucent glazing.



EXISTING DAYTON & CARROL STREET INTERSECTION



PROPOSED DAYTON & CARROLL ST INTERSECTION





**Architectural Design  
Consultants, Inc.**

THE MADISON CONCOURSE HOTEL

JUNE 2, 2014



DALTILE: STYLE: SANTINO,  
SIZE: 6" X 24", COLOR: GRIGIO

PAINT EXISTING STRUCCO