APPLICATION FOR URBAN DESIGN COMMISSION REVIEW AND ADDDOVAL

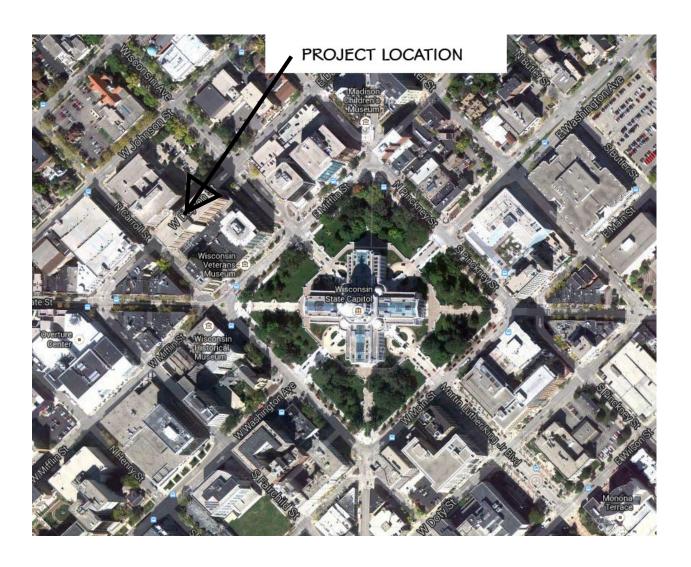
AGENDA ITEM	A #
Project #	
Legistar #	

ALVIEW AND APPROVAL	Legistar #
UDC MEETING DATE: 6/11/2014	Action Requested Informational Presentation Initial Approval and/or Recommendation Final Approval and/or Recommendation
PROJECT ADDRESS: W. DAYTON ALDERMANIC DISTRICT: DISTRICT 4	何 PLH
OWNER/DEVELOPER (Partners and/or Principal BURLLELL ENTERPRISES, INC	BRADLEY P. GERVIN (ADCI)
CONTACT PERSON: FEVE ZAHOMI - B Address: I. W. PAYON STEM MADIZON, WI 5376 Phone: 600 294-3001 Fax: E-mail address: 57440Ni @ CONCOUR	2T 2
School, Public Building or Space (Fee may be	cry of MADISON Cry of MADISON 11 40 4 2014 Planning & Community Planning & Community R Economic Development 8 Economic Development 9 Economic D
(See Section B for:) New Construction or Exterior Remodeling in (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	Facade Alteration in the Dountown Core

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

THE MADISON CONCOURSE HOTEL URBAN DESIGN SUBMITTAL 6-4-2014

The Downtown Urban Design Guidelines provides standards to which buildings are to address. Many of the standards are not applicable to the nature of the remodel presented here. We offer the following for consideration and approval.



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.



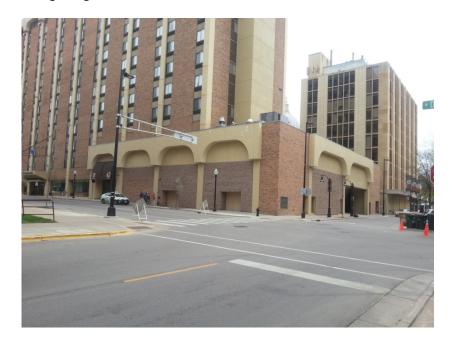
3.) Usable Open Space * Residential Development: Not Applicable

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 & Carrroll 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













THE MADISON CONCOURSE HOTEL