APPLICATION FOR URBAN DESIGN COM		AGENDA ITEM # Project # Legistar #	
DATE SUBMITTED: UDC MEETING DATE:	6/14/2014	Action RequestedInformational PresentationInitial Approval and/or RecommendationFinal Approval and/or Recommendation	v.
MINNEAFOLIS CONTACT PERSON: Address: Phone: Fax: E-mail address:	ATTHERS and/or Principals) ERPKISES EF AVE SOUTH 20, MN 55431 38 AV JERVIN 230 HORIZON ERONA WI 9: 604 946 2329 GOG 154 2139	ARCHITECT/DESIGNER/OR AGENT: APCI (BRAD GERVIN) 230 HORIZON PRIVE SUITED VERONA WI BARB 93593 PRIVE 2593 CITY OF MADISON	PLEASE PRINT!
Specific Implement of Planned Community of General Devement of Specific Implement of Planned Residential In New Construction or Well as a fee) School, Public Buildi	lopment Plan (GDP) ementation Plan (SIP) Development (PCD) lopment Plan (GDP) ementation Plan (SIP) Development (PRD) Exterior Remodeling in an ang or Space (Fee may be re Addition to or Remodeling	Planning & Community & Economic Development Urban Design District * (A public hearing is requeequired) g of a Retail, Hotel or Motel Building Exceeding 4	TY .
(See Section B for:) New Construction or (See Section C for:) R.P.S.M. Parking Var (See Section D for:) Comprehensive Design Street Graphics Variation Other *Public Hearing Required (See Section B for:)	Exterior Remodeling in Cariance (Fee required) gn Review* (Fee required) nce* (Fee required) ubmission Deadline 3 Wee	A District (Fee required) DOWN TOWN This is the state of Meeting Date of Meet	

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

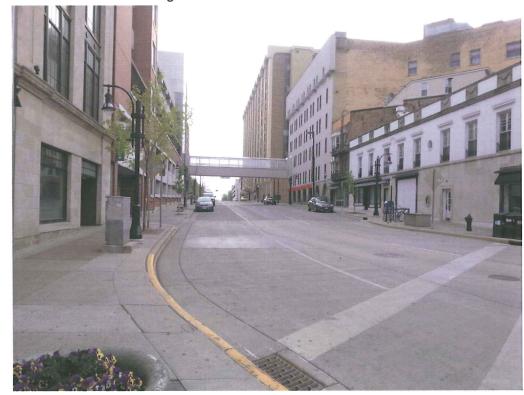
The Downtown Urban Design Guidelines provides standards to which buildings are to address. Many of the standards are not applicable to the nature of the remodel presented here. We offer the following for consideration and approval.



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.



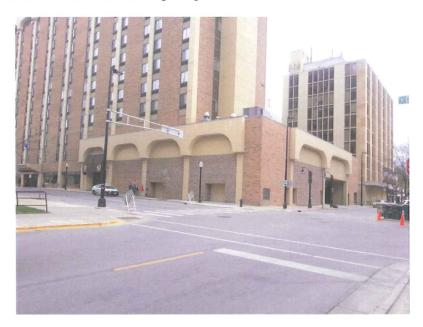
3.) Usable Open Space * Residential Development: Not Applicable

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 with an perforated architectural wall panel 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 frosted translucent glazing.



EXISTING DAYTON & CARROL STREET INTERSECTION



JUNE 16, 2014

PROPOSED DAYTON & CARROLL ST INTERSECTION





THE MADISON CONCOURSE HOTEL

JUNE 2, 2014

PROPOSED DAYTON & CARROLL ST INTERSECTION





