



September 18, 2017

*Via Email and Hand Delivery*

Landmarks Commission  
City of Madison  
126 South Hamilton Street  
Madison, WI 53703

**Re: Review of Proposed Development  
The Dayton & Carroll Hotel (118-122 State Street)**

Dear Commission Members:

On behalf of 122 State Street Group LLC, I am pleased to submit the enclosed materials for review for a nine-story building consisting of approximately 110-120 hotel guest rooms and suites, ground floor food and beverage, open air terrace and adjacent meeting space, and a rooftop bar and terrace at 118-122 State Street. The proposal includes a request to demolish the existing building at 122 State Street, to demolish a portion of the building at 118 State Street and for a zoning map amendment to rezone the properties from the Downtown Core (DC) District to the Planned Development (PD) District. We are seeking review by the Landmarks Commission because the property at 114 State Street is an adjacent landmark.

*Project Objectives and Benefits*

The Project will benefit the City of Madison in the following ways:

- Improve the quality of architecture, site design and urban design on State Street, West Dayton Street and North Carroll Street by replacing a deteriorating commercial building with a high-quality, durable and attractive building that activates the pedestrian experience on all three street frontages.
- Restore the State Street viewshed corridor by demolishing the existing six-story building that does not comply with the 30-foot stepback requirement and replacing it with a building that complies with the stepback requirement with a four-story façade on State Street.
- Retain the historic façade and a portion of 118 State Street to keep the scale of the block intact and to anchor the new building in a way that is sensitive to the adjacent landmark at 114 State Street.
- Activate the 100 Block of North Carroll Street and the Top of State Street by increasing pedestrian activity and providing a primary entrance on North Carroll Street, including a pick-up and drop-off area staffed by hotel employees throughout the day and night.
- Remove the existing skywalk to improve visibility of the Overture Center and to enhance the Dayton Street pedestrian experience.

- Increase commercial activity on the 100 Block of State Street by attracting hotel and restaurant guests to the downtown area.

### ***Landmarks Review Standards***

We are seeking an advisory review by the Landmarks Commission to the Plan Commission and Urban Design Commission because the property at 114 State Street is an adjacent landmark. As articulated by MGO § 28.144, Development Adjacent to a Landmark or Landmark Site:

Any development on a zoning lot adjoining a landmark or landmark site for which Plan Commission or Urban Design Commission review is required shall be reviewed by the Landmark Commission to determine whether the proposed development is so large or visually intrusive as to adversely affect the historic character and integrity of the adjoining landmark or landmark site. Landmark Commission review shall be advisory to the Plan Commission and the Urban Design Commission.

The Dayton & Carroll Hotel project complements the historic character of the adjacent landmark as well as the architectural fabric of State Street as a whole. This project preserves the historic façade of a portion of 118 State Street, retaining the appeal and scale of the block while also being sensitive to the adjacent landmark. The proposal also enhances the visual quality of the block by restoring the State Street viewshed corridor and adding a high-grade, attractive building that activates the pedestrian experience. The Dayton & Carroll Hotel project enriches and revitalizes the integrity of surrounding properties, including the landmark building at 114 State Street.

### ***Project Summary***

The Dayton & Carroll Hotel project began when Central Properties, the prior owner of 122 State Street, decided that the site was ideally located to create a lasting amenity for the City of Madison. Working with Connect Hospitality they engaged local developer Ascendant Holdings and the project started to gain traction. By the end of 2015 the design team had been assembled along with Tri-North Builders consulting on the construction logistics.

At the start of the project, the team had been hopeful that the building at 122 State Street could be restored to its original façade design and that the design could invoke the history of the original YWCA building. After a series of forensic investigations it was determined that previous renovations had stripped the building of all historical character. Furthermore the height differences across the site had left the building with ramps and stairs that made the floor plans very inefficient. Upon acquiring the right to develop the adjacent parcel at 118 State Street, it was determined that the highest and best use of the site would be to construct a new building of exceptional design and environmental efficiency. The current design reflects months of effort to create a building that is appropriately scaled and elegantly styled to create the City's first true lifestyle hotel.

### ***Existing Site Conditions***

The existing site is located at 118 State Street (PIN 0709-1442-6064) and 122 State Street (PIN 0709-1442-6056), constituting 0.23 acres (10,146 sq. ft.) fronting on State Street, West Dayton Street and North Carroll Street. 122 State Street Group LLC owns the property located at 122 State

Street and has an option to purchase the property located at 118 State Street, which is currently owned by 118 LLC.

The site is bounded by a commercial building containing Michelangelo’s Coffee House and upstairs apartments to the east, State Street to the south, a vacant commercial building to the west, and West Dayton Street and North Carroll Street to the north. The site is part of the Downtown Core (DC) Zoning District. The site currently contains two commercial buildings.

Access to the site is provided directly from the City right-of-way on State Street, West Dayton Street and North Carroll Street. A Madison Metro bus stop for lines 2, 3, 4, 6, 7, 8, 11, 12, 14, 15, 29, 37, 47, 56, 57, 58, 70, 71 and 72 is located within walking distance of the property on State Street. Two Madison BCycle stations are located within walking distance of the property on North Carroll Street and West Mifflin Street.

***Project Layout***

The proposal would demolish the existing building at 122 State Street and a portion of the existing building at 118 State Street. The new building would incorporate the façade and a portion of the existing structure at 118 State Street and would include four stories facing State Street with a rooftop terrace area above the fourth floor in the stepback area, and eight stories facing West Dayton Street and North Carroll Street with a stepped back ninth story rooftop terrace area. The primary hotel entrance would be located on North Carroll Street, with passenger and delivery loading areas on North Carroll Street, and the primary restaurant entrance would be on State Street.

The hotel, restaurant and bar would be permitted uses in the proposed Planned Development zoning district. The project would seek a license to serve alcohol in the first-floor restaurant and bar, on the fifth-floor terrace and in the ninth-floor bar, lounge and terrace.

***Compliance with Downtown Design Guidelines***

The Project complies with the Downtown Design Guidelines as follows:

- **Building Orientation:** The building addresses the scale of the street and the design integrates all entrances and services to support the surrounding context. The street level fenestration promotes interaction between pedestrian and occupants and allows for additional site furniture, outdoor dining and landscaping. The entrance at the intersection of West Dayton Street and North Carroll Street creates a strong corner presence.
- **Access and Site Circulation:** Traffic patterns and existing parallel parking have been preserved on West Dayton Street. The proposed drop off/entry point is concealed on North Carroll Street, which is not a through street. The hotel will be served by off-site valet parking at existing parking structures with excess capacity. The hotel will also be served by on-site valet bike parking.
- **Landscaping:** The project will preserve existing mature canopy trees on State Street and will include new plantings and landscaping on West Dayton Street and North Carroll Street. The project will include landscaped roof terraces on the fifth and ninth floors.

- **Massing:** The building does not obstruct any views of the Capitol or the lakes in any of the designated view corridors. The building employs setbacks on State Street to create a sense of scale consistent with the context of the block and minimize shadow effects. The façade of the building is composed of tiles and panels that represent a human scale consistent with the pedestrian friendly neighborhood. Large flat surfaces with no windows have been avoided on all facades. The existing building at State Street has six stories of frontage while the proposed building reduces the State Street exposure to only four stories in accordance with the current downtown plan.
- **Building Components:** The top of the building features an outdoor area built of the same materials as the base. In addition to creating usable outdoor space, the area also screens the mechanical equipment from nearby high rise buildings. The cap also integrates the elevator penthouses in a seamless manner. The glazing on the middle floors undulates in and out where guests can experience the city from their own space above the pedestrian activity of the street. The base of the building introduces a new restaurant space which will connect to State Street using operable glass doors and windows. The scale of the materials and openings at the street elevations are intended to match the scale of the adjacent buildings so that the rhythm of the street is preserved.
- **Building Materials:** The architectural design of the building is limited to three main materials: zinc, cast stone, and glass, which are used in different manners in different areas of the building. The richness of these natural elements create a palette that will be of consistent quality to the historic buildings in the area. The palette of materials has been distilled down to three elegant selections which are used on all sides of the buildings. Material changes occur at moments of inflection in the façade and no two materials meet in the same plane so that each material can be expressed properly.
- **Visual Interest/Door and Window Openings:** The building is designed with a base (floors 1-4), a middle (floors 5-8) and a cap (floor 9 and roof) on the State Street elevation to be contextual with the adjacent buildings and allow for rooftop terraces on the 5th floor and 9th floor. The cadence of the windows and framing on State Street reflect similar proportions to the existing fabric of the street. Guestroom windows are contained within the perimeter of the building creating relief from the façade and punctuation vertically on the building.
- **Awnings, Canopies and Signage:** All projections from the building have been designed in sympathy to the building architecture and prioritize their form and function equally. Proposed projections are integrated into the exterior design and do not obstruct any architectural details.

***Project Data***

<u>Location:</u>	118 and 122 State Street
<u>Building Sq. Ft.:</u>	99,167 sq. ft. (new building)
<u>Start Construction:</u>	Approximately June 2018

Complete Construction: Approximately November 2019  
Type of Building: Commercial  
Land Area: 0.23 acres (10,146 sq. ft.)  
Site Access: State Street, West Dayton Street, North Carroll Street

***Project Financial Information***

Value of Land: The land located at 118 State Street is currently assessed at \$182,000 and improvements at \$933,000 for a total assessed value of \$1,115,000. The land located at 122 State Street is currently assessed at \$339,000 and improvements at \$1,892,000 for a total assessed value of \$2,231,000. The total combined assessed value for the properties is \$3,346,000.

Estimated Project Cost: \$25,000,000

Number of Construction & Full-time Equivalent Jobs: 95 construction jobs and 70 full-time equivalent jobs.

Public Subsidy Requested: None.

***Project Team***

Owner:  
122 State Street Group, LLC  
2001 W. Beltline Hwy., Suite 200  
Madison, WI 53713  
Contact: Eric Nordeen and Matt Prescott  
608-250-2099

Architect:  
KKAD / MetroStudio  
52 Main Street, Suite 3  
Chester, NJ 07930  
Contact: Kraig Kalashian and Ken Gowland  
908-933-9440

We look forward to presenting these materials to you and your review of this proposal to revitalize and enhance this site.

Sincerely,



Matthew Prescott  
122 State Street Group, LLC

cc: (all via email)  
Mike Verveer, District 4 Alderperson  
Natalie Erdman, Director of Planning, Community and Economic Development  
Heather Stouder, Planning Division Director  
Tim Parks, Planning Division  
Matt Tucker, Zoning Administrator  
Amy Scanlon, Preservation Planner