



November 19, 2014

Letter of Intent:

22 S. Carroll - Exterior Renovation

Project Team:

Owner: Park Hotel Inc.

Agent: The Mullins Group, llc

Architect: Destree Design Architects Inc.

Existing Conditions, Uses & Hours:

This property is an existing hotel. The use and hours of the building do not change. The project is to renovate the exterior of the building.

Lot Coverage:

There is no change to lot coverage.

Project Schedule:

Construction to begin September 2015, complete Summer of 2106

Estimated Project Cost:

Estimate exterior renovation cost is \$8 million.

Public Subsidy Requested:

None

Building Square footages, Bike Parking, Materials:

Refer to narrative for added building square footage.

There is no change to Auto Parking

There are currently 16 bike parking stalls within 200 ft of the front entry to the hotel. 4 additional stalls will be accommodated in the lower parking ramp.

Employment:

The hotel will remain operational during the phased renovation, which will all the hotel to maintain the current level of employees. The exterior renovation will employ multiple contractors through-out 2015-2016.

Narrative:

We are pleased to submit this project to renovate and refresh the existing exterior façade of 22 S. Carroll Street.

This design concept will transform the building into a gracious structure reminiscent of traditional hotels. The design will integrate the building by creating a strong base, a vertically oriented middle and refined cornice element. The concept begins with a new three story base that engages the street while integrating the 1982 stucco room addition. The new three story base element, with façade additions totaling 2,488 sf, creates a stately solution with a high level of detail using Biesanz stone, granite and bronze finished aluminum. The façade design creates a distinctive entrance to the hotel incorporating a new entry canopy. A strong corner presence is realized with the addition of a new street accessible restaurant vestibule. The proposed first floor storefront fenestration will improve visibility into the building and activate both Carroll and Main streets. Soft fabric awnings, lighting, and rich materials will bring a refreshingly human scale to the street. The façade materials will continue into the existing Valet drop-off to create an exceptional guest entry. In addition to the façade refresh at 22 S. Carroll, as you travel northwest to the next parcel, the rhythm of the limestone and granite columns continue creating an integrated gate element that screens the existing parking.

As the building rises, the articulation weaves the horizontal and vertical elements of the three existing structures. The middle element features new energy efficient windows and dark sky compliant building lighting. The existing stucco will be maintained and repaired. It will receive a limestone color and texture akin to the Biesanz stone. These treatments will continue on the side elevation, visible from Carroll Street, as well as the rear elevations of the hotel. The existing brick will be tuck-pointed and repaired.

The top cornice element of the 9th floor will introduce a curved corner with storefront glazing and similar material and window upgrades. The ninth floor will be extended along Main Street to integrate the existing guest elevators and new guest rooms. This addition, 5,824 sf, along Main Street, is below the Capitol View preservation Height. A conditional use is requested to accommodate the elevator overruns and a small chimney that penetrates the capitol view preservation height.

With these facade improvements, The Park Hotel will continue to serve as Madison's Premier Capitol Square Hotel.

Sincerely,



Melissa Destree, AIA, IIDA
Destree Design Architects, Inc.