

Submission for Plan Commission Meeting February 9, 2015

ITEM 14 - 202 E. Washington A. and 15 N. Webster St.

Statements in opposition to the hotel proposal now revised:

Building Height

The revised plan shows no substantial reduction of building height and mass in the larger context of its place on this significant city block and its relationship to the Frank Lloyd Wright Lamp House. Restricted height and strict attention to cast shadows have been required by every advisory or regulating body that has studied and spoken to treating this designated preservation site.

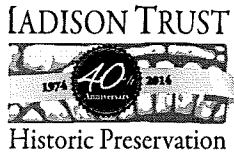
The hotel organization recognizes the significance of the Lamp House and intends to have educated collaboration with heritage tourism. Should the plan not be expected to preserve the historic character of the interior space of the block, the dedicated character of the entire block, and the Lamp House design and functional intentions? If the hotel capitalizes on its good fortune to be an intimate neighbor of a landmark property it must surely recognize that it can shape a broader vision with a respectful and appropriate hotel design.

NOTE: Webster Street location

Issues regarding guest drop off, valet queuing, dependence on off-site parking, and deliveries have been addressed by design and in theory. In reality the relationship between the building and Webster Street, a designated high-volume Outer Ring roadway, will always be problematic due to speeding autos, an adjacent bicycle lane, and stand-still auto and pedestrian congestion during downtown events. If this project goes forward, the unpredictable consequences of streetside issues must be faced and factored into hotel operations.

Thank you,

Anne Stoelting
N. Hamilton St. #803
Madison, WI 53703



February, 9, 2015

City of Madison
Madison Planning and Development
215 Martin Luther King Junior Boulevard,
Madison, WI 53703

RE: Comments on Project at 202 E Washington and 15 N Webster

Ginny Way
President

To whom it may concern:

John Martens
Vice President

Michelle Martin
Treasurer

Steve Holtzman
Secretary

Sam Breidenbach
Daniel Einstein
Jeri Grogg
Emily Kuester
Larry Lester
Vicki Siekert
Robin Taylor
James Thomack
Roman Vetter
Amy Wyatt

The Madison Trust for Historic Preservation is concerned about the adverse shading impact that the proposed zoning changes would have on the Historic Frank Lloyd Wright's Lamp House. The proposed height changes are in direct conflict with the intent of The Downtown Plan as well as the guidelines put forth from the Special Lamp House Block Plan committee, adopted as recently as March 2014. We believe these well-considered processes and recommendations need to be honored and should not be taken lightly. A few additional hours of shading on The Lamp House may at first glance seem unimportant, but allowing this plan to proceed chips away at the positive goals of the height limits which were rigorously debated and enacted. Approving such a change will result in an incremental erosion of the height limits for future projects and most importantly undermines the intent and legitimacy of the currently adopted Downtown Plan and the guidelines proposed by the Special committee.

Sincerely,

Sam Breidenbach
Board Member/Chair of Advocacy Committee
MTHP

Jason Tish
Executive Director

Dedicated to the Conservation of Madison's Historic Places

P.O. Box 296, Madison, Wisconsin, 53701-0296

608-441-8864

info@madisonpreservation.org

13 + 19

From: Janet Halstead
Sent: Monday, February 09, 2015 11:25 AM
To: kenopin
Cc: Firchow, Kevin; Parks, Timothy
Subject: Plan Commission Feb 9 Item 13 (35010) Zoning Amendment for Pahl Tire Site
Importance: High

To: Ken Opin, Chair of Plan Commission
Copies: Kevin Firchow, Dept of Planning and Development and Tim Parks, Dept of Planning and Development

On behalf of the Frank Lloyd Wright Building Conservancy, this message expresses our continuing deep concerns regarding the height of buildings surrounding the Robert Lamp House. The careful recommendations and the adopted report of the Lamp House Block Ad Hoc Plan Committee confirmed the six-story limit and it is our strong recommendation that this limit be applied to the proposed development of the Marriott Hotel. Abiding by this height restriction demonstrates both the developer's and the city's appropriate sensitivity to an adjacent historic landmark and also limits the incremental enshrouding of the Lamp House in shadow.

The Vision for the Lamp Block Plan was to "create a thoughtful and vibrant built environment" and one which "recognizes the potential value of heritage tourism for the Lamp House" in the future when it may be open to the public. To change the zoning and disregard that plan now would be short-sighted and inconsistent with the expectation of some level of regard for the architectural legacy that Wright provided to Madison. At a time when the Secretary of the Interior and the US government has just requested that 10 of Wright's buildings be inscribed in UNESCO's World Heritage List, indicating the importance of his buildings in the context of our global culture, it would be curious if Wright's own Wisconsin work not be afforded some very limited special consideration by abiding by an already adopted plan that provides very minimal protections.

We ask that the Plan Commission recommend no weakening of the provisions that were adopted very recently to ensure appropriate scale of buildings for the site while protecting the Lamp House as a viable cultural asset within the context of limited development on the block.

Janet Halstead Executive Director Frank Lloyd Wright Building Conservancy


*FLWBC Annual Conference Wisconsin: Frank Lloyd Wright's Laboratory Sept 30 – Oct 4, 2015
Milwaukee*

TO: Members of the Plan Commission

FROM: Nan Fey

RE: North Central Group's Hotel Project on the Lamp House Block
Agenda Item #13 Legistar #35010

DATE: February 9, 2015

This is the second appearance the North Central Group has made before the Plan Commission seeking approval of a project that still fails to comply with the building height requirements of both the Downtown Plan and the Lamp House Block Plan. While the building may have improved aesthetically since last September, and thereby earned the UDC's (5-2) approval, it has grown ever taller and now requests a conditional use permit to pierce the Capitol View Height Limit. Please reject this project and, especially if any request for financial assistance from the City is anticipated, require this team to bring back a design that complies with adopted plans, ordinances and statutes.

As chair of the Lamp House Block Plan Ad Hoc Committee, I have consistently supported its recommendations that the building heights applicable to these parcels be respected. According to the Downtown Height Map, which the committee adopted without changes, the height of any building on the 15 North Butler parcel should not exceed 6 stories. Coupled with our recommendation that "meaningful sunlight" should reach the rooftop garden of the Lamp House, and the shadow study that confirms a 10 story mass on that parcel will add over 90 minutes of shade at the equinoxes, this project continues to violate both the fundamental principles and recommendations in every adopted plan that is applicable to this block.

I could imagine at least one way in which this project might meet our community's stated goals for the 15 North Webster parcel and the Lamp House while respecting the current requirements and taking advantage of its having been combined with the parcel that fronts on East Washington Avenue. Viewed from Webster Street, the proposed building now includes a 6' pedestrian walkway to the interior courtyard and a 3 story massing that is 9' wide; the attached drawing shows (albeit crudely) what could result if the building then stepped up to 6 stories and again to 8 stories while maintaining a consistent 9' stepback, before reaching the 10 story maximum building height proposed for the rest of the property. If these step-backs were wrapped part-way around the interior corner of the proposed building, each with the kind of "eco-roof" that was promised back in 2014 but doesn't seem to be included in the current proposal, imagine the additional views that would be created from this hotel of the city and the lake below.

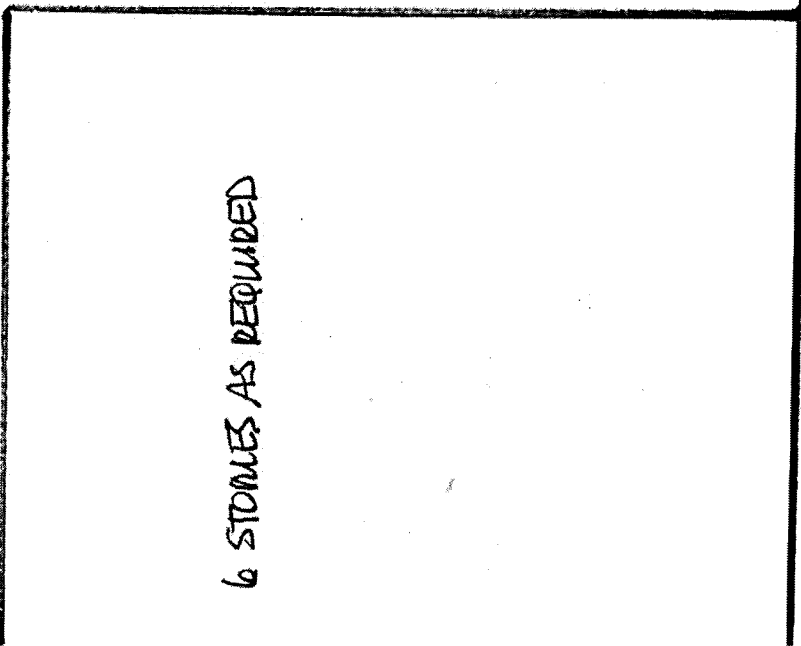
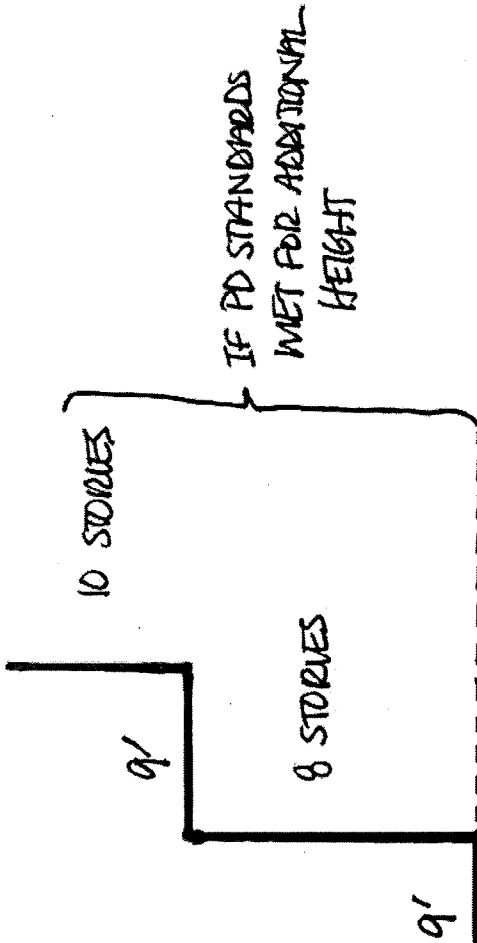
For an idea of how the views **toward** the hotel would improve, consider the attached image provided by the developer on page 36 of the January submittal labeled R1.05. This color mock-up shows some of the reduced height on Webster Street, and a view of the hotel (on which you'll have to imagine the stepbacks and green roofs) from several of the buildings on the block that are recommended for designation as the core of a historic district to support the economic development potential for increased heritage tourism. (See page 21 of the Lamp House Plan) Please ask the developer to model these changes before making a final recommendation on this project.

I also want to call your attention to Mr. Firchow's very thorough Staff Report – both the original from September 2014 and the February 2015 addendum – in which he outlines the applicable standards and the ways in which this project does (and does not) comply with them. In my years as chair of the Plan Commission, I read dozens – maybe hundreds – of these staff reports and, whenever I saw words like “may” and “if” used in their Conclusion, I always took special note. These words signal that Planning Staff have serious reservations about the approvability of this project and caution is in order. As a quasi-judicial body, the Plan Commission has a special responsibility to base its decisions on plans and standards that have been adopted by the community and the Common Council. Perhaps equally important is the message sent whenever policy-making bodies adhere (or not) to the recommendations found in land use plans that the community has helped to create and expects to be honored. Like it or not, your decisions establish precedents that can, and surely will, be raised whenever the role and integrity of adopted plans is an issue.

In conclusion, significant concerns about the height of the proposed building on this site have been expressed from the very beginning, yet this developer has done nothing to reduce its massing or impact on surrounding properties. I strongly urge the Plan Commission to recommend **REJECTION** of this project and condition any further consideration on compliance with adopted plans.

Nan Fey
West Wilson Street
Madison, WI 53703

FEY COMMENTS
2/9/2015



6' WALKWAY

15 N. WEBSTER
33' WIDE

17-23 N. WEBSTER
201 E. MIFFLIN
UNDER CONSTRUCTION

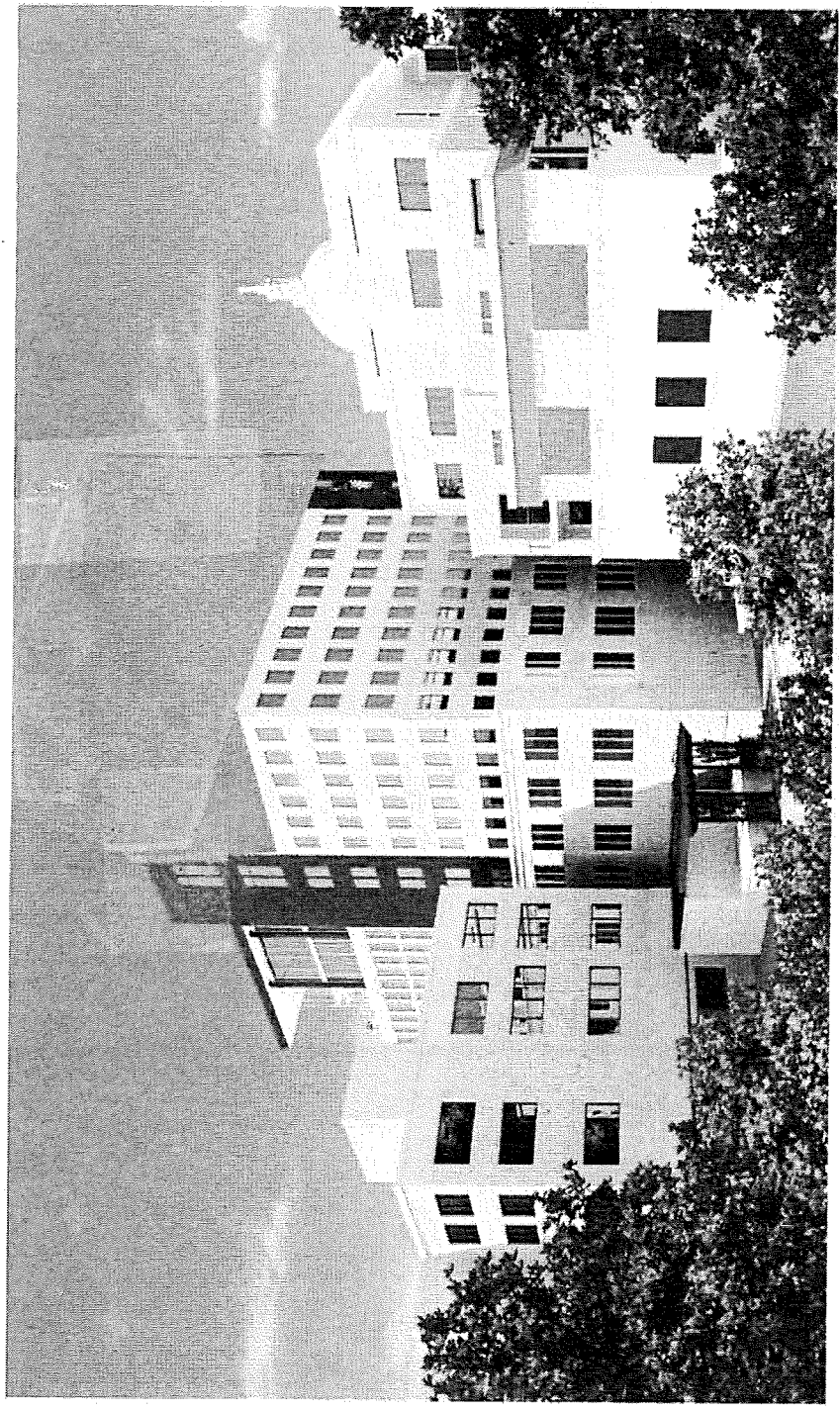
13 + 4

FEY COMMENTS
2/9/2015



WASHINGTON STATE
DEPARTMENT OF ECOLOGY
KOSKI-VI & WILSON - ECOLOGICAL ABILITY

WASH STATE
DEPT OF
ECOLOGY
R1.05





February 6, 2015

City of Madison – Plan Commission
215 Martin Luther King Junior Blvd, LL100
Madison, WI 53703

RE: Project #35010 and #34641
AC by Marriott Hotel Project – 202 E. Washington Avenue & 15 N. Webster Street

Dear Plan Commissioners:

I am writing to you to express support for the hotel project located 202 E. Washington Avenue & 15 N. Webster Street.

As the owner of several properties within the block, including the Robert Lamp House, I believe this to be a good project, which will provide the following benefits to the Downtown Madison Core:

1. Further activating and enhancing the Capitol Loop and the E. Washington Ave. corridor.
2. Creating additional jobs and economic development activity in the downtown.
3. Offering the local neighborhood and Madison community views of the City, Capitol and lakes from 9th floor terrace and 10th floor restaurant.
4. Offering leisure and business visitors contemporary Marriott-branded hotel rooms downtown.
5. Significant visitor spending in downtown area restaurant and retail outlets.

The North Central Group is a highly regarded hotel developer and operator with over 1100 hotel rooms in the greater Madison area. They will be an excellent neighbor to have in this location and I urge the Plan Commission to approve this project.

Thank you for your consideration on this matter.

Sincerely,

A handwritten signature in cursive script that reads "Bruce Bosben".

Bruce Bosben, Managing Member
Apex real Estate Holdings LLC

Cc: Katherine Cornwell kcornwell@cityofmadison.com

www.apexrents.com

1741 Commercial Avenue Madison, WI 53704
Phone 608.255.3753 Fax 608.255.5668



2428 Perry Street
Madison, WI 53713

February 9, 2015

City of Madison – Plan Commission
215 Martin Luther King Junior Blvd, LL100
Madison, WI 53703

RE: Project #35010 and #34641
AC by Marriott Hotel Project – 202 E. Washington Avenue & 15 N. Webster Street

Dear Plan Commissioners:

I am writing to you to express support for the hotel project located at 202 E. Washington Avenue & 15. N. Webster Street.

As a neighboring property owner within the Lamp House block, I believe this to be a good project.

The North Central Group is a highly regarded hotel developer and operator in the greater Madison area. They will be an excellent neighbor to have in this location and I support the City of Madison Plan Commission offering approval to this project.

Thank you for your consideration on this matter.

Sincerely,

Fred Rouse
Owner
Rouse Management Company

Cc: Katherine Cornwell kcornwell@cityofmadison.com

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MADISON, WI 53703 T > 800.373.6376

8 February 2015

TO: City of Madison Plan Commission
FROM: Deb Archer, CEO
RE: AC Hotel Madison Proposal

The GMCVB was happy to learn that the City of Madison's Urban Design Commission approved the design for this proposed hotel on East Washington Avenue. East Washington is quickly becoming an exciting gateway into the City and this hotel will enhance this corridor immensely.

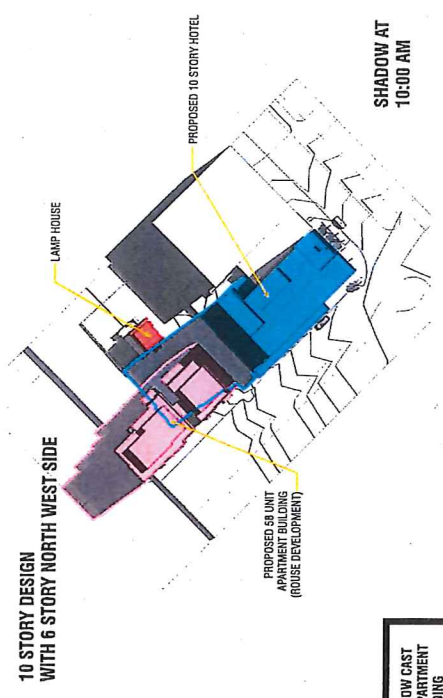
The North Central Group's expertly designed AC Hotel Madison will be an attractive and appealing addition for visitors to Madison. In addition to enhancing the East Washington corridor and our downtown, this unique hotel product will complement existing hotel options available to our destination's clientele. In addition, as part of the highly reputable Marriott hotel family, adding this hotel to our destination's portfolio of hotel options bodes well for the reputation of Madison as a visitor destination.

AC Hotel Madison will be one of the first AC Hotels in the United States. The brand has been well received in top European cities, but is new to the US Market. With only three AC hotels in the United States, this hotel is poised to generate significant publicity and exposure for Madison, which assists in expanding our city's positive reputation as a travel destination.

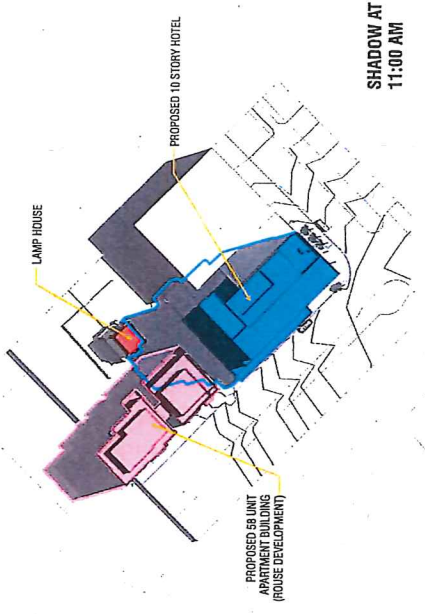
A key feature of this hotel will be its top floor which offers extraordinary views, which can be enjoyed by residents and visitors. The hotel's lake views address a key factor identified in our organization's Destination 2020 study – linking visitors with one of our greatest assets – our lakes.

From an economic development perspective, the project will add a significant number of jobs to our area and generate new state and local taxes, including room tax for the City of Madison.

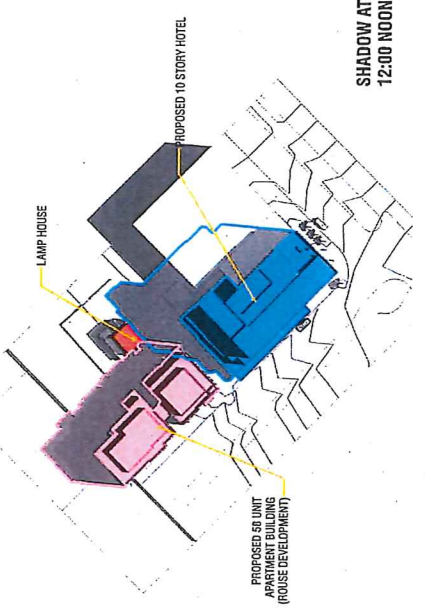
We encourage you to look favorably upon this opportunity to enhance Madison as a visitor destination and our downtown landscape.



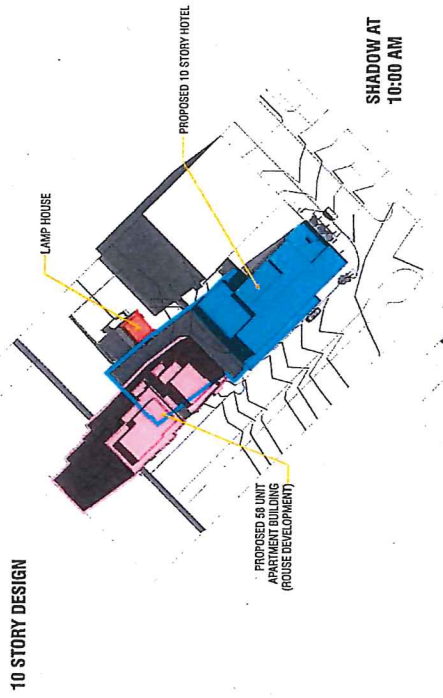
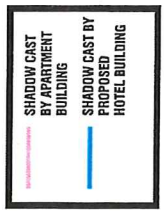
SHADOW AT 10:00 AM



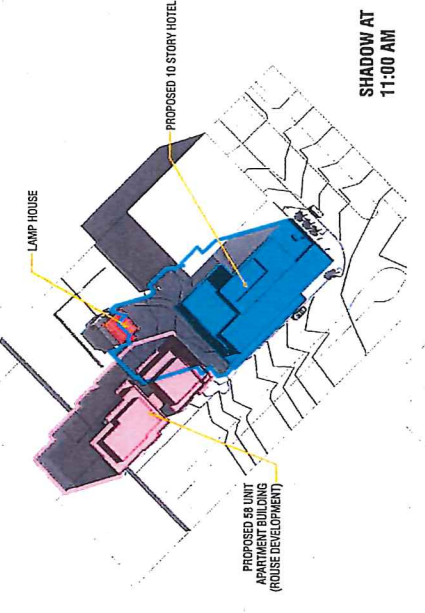
SHADOW AT 11:00 AM



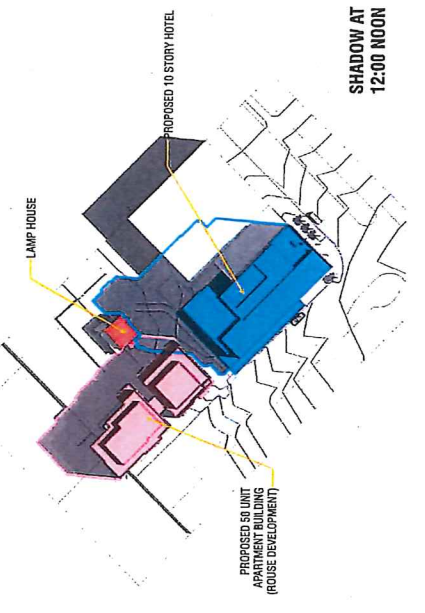
SHADOW AT 12:00 NOON



SHADOW AT 10:00 AM



SHADOW AT 11:00 AM



SHADOW AT 12:00 NOON

APPLICANT - PROVIDED SHADOW STUDY (9/2014)
 COMPARING 10-STORY DESIGN TO 6 + 10 STORY DESIGN