

**DRURY SOUTHWEST, INC.**

101 S. FARRAR DRIVE  
CAPE GIRARDEAU, MO 63701-4905  
(573) 335-3134  
FAX (573) 335-5125

July 16, 2018

City of Madison  
Planning Division  
126 South Hamilton  
Madison, WI 53701

RE: MATC Downtown Site Redevelopment – Letter of Intent

Dear City of Madison Planning Division:

Please accept this Letter of Intent, applications and supporting documents as our formal request for an Initial and Final review by the Urban Design Commission and review of the Land Use application by the Plan Commission. Review is being requested for the Madison Area Technical College Downtown Site redevelopment project located at 211 N. Carroll Street.

The project fronts four streets including Wisconsin Avenue to the north, North Carroll Street to the south, West Johnson Street to the west, and West Dayton Street to the east. Drury Southwest, Inc. will develop the site taking the existing, historic MATC building and rehabilitating into a 195-room, upper midscale Drury Plaza Hotel. Also included will be the construction of a new addition which will house an additional 115 guest rooms with retail and restaurant space on the street level.

Expected Construction Schedule:

- Construction Start: Spring 2019
- Construction Completion: First Quarter 2021

Owner:

- MATC  
1701 Wright Street  
Madison, WI 53704  
608-246-6737  
Attn: Mike Stark

Developer:

- Drury Southwest, Inc. ("DSW")  
101 South Farrar Drive  
Cape Girardeau, MO 63701  
573-335-3134  
Attn: Larry Westrich

Hotel Operator:

- Drury Hotels Company, LLC  
721 Emerson Road, Suite 400  
St. Louis, MO 63141  
314-429-2255  
Attn: Larry Westrich

General Contractor:

- Drury South, Inc.  
11331 Coker Loop East  
San Antonio, TX 78216  
573-335-3134

Project Architect:

- David Alberson, AIA  
Drury Southwest, Inc.  
101 South Farrar Drive  
Cape Girardeau, MO 63701  
573-335-3134

Civil Engineer and Landscaping Architect:

- Smithgroup JJR  
44 East Mifflin Street  
Suite 500  
Madison, WI 53703  
202-842-2100  
Attn: Bill Patek

Project Description:

The plan consists of renovating the historic 178,000 square foot MATC building into 195 hotel rooms and then constructing a 190,000 square foot addition on the northern half of the property that is currently a parking structure. The new construction component will include a total of 8 levels above street grade with one level underground and will consist of an additional 115 hotel rooms, 12,000 square feet of retail space and 113,892 square feet of parking, including one level underground and floors 2, 3 and 4 for a total of approximately 256 parking spaces.

DSW is working with MATC to finalize all aspects of the lease agreement for the premise. DSW has met with local and city officials, as well as citizens to listen and address as many concerns as possible in the redesign of the site.

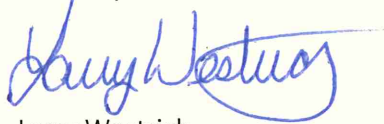
The project strives to achieve the desired design qualities as illustrated in the Downtown Urban Design Guidelines in the following ways:

- The building massing was designed to address all streets bordering the project in a contextually appropriate manner. The current UMX zoning regulations for this site permits an eight story building. By stepping the building back from the lower massing at Johnson, Wisconsin and Dayton, the building mass has been designed to respond to the changing scale of the adjacent

developments. The West Johnson Street and West Dayton Street elevations utilize masonry and punched window openings in response to the architectural character of the existing MATC buildings. A pedestrian friendly scale has been maintained along Wisconsin Avenue by articulating the retail level as a single story expression.

- Off street loading of deliveries and pedestrians will be provided through entrances and exits that are recessed from the main street façades and will be concealed in the center of the block.
- The proposed retail, together with the wide public right of way along Wisconsin Avenue, affords a prime opportunity to support entertainment uses such as restaurants and sidewalk cafes that will add to the vibrancy of downtown.
- The landscape design will incorporate additional planting beds, potential café seating, benches, and bicycle racks.
- The existing historic arch along Wisconsin Avenue will be renovated. This important piece of Madison's architectural history will be preserved in the public realm as an art piece that also serves as the main architectural accent and focal piece of the design as well as a functional entrance into the development from Wisconsin Avenue.
- All signage depicted in this presentation is for illustrative purposes only. The project team will follow the UDC signage review process at a later date as the design develops.
- The existing mature canopy trees on the public right of way will not be adversely affected by the development.

Sincerely,



Larry Westrich  
Project Developer/Lessee