



September 8, 2017
Via email and hand delivery

Plan Commission, Urban Design Commission, City Planning & Zoning Departments
City of Madison
126 S. Hamilton St.
Madison, WI 53701

Re: **Letter of Intent for Proposed Development**
Hotel Indigo
901 East Washington Avenue

Dear Commission Members:

We are pleased to present the enclosed documents as part of a Land Use Submittal to the Plan Commission for a new boutique hotel, the Hotel Indigo, at 901 East Washington Avenue. The project will consist of the adaptive reuse and restoration of the historic Kleuter Wholesale Grocery Warehouse building, constructed in 1915, a new five story building addition and a temporary surface parking lot. The hotel will utilize the new and existing building and will have a ground floor restaurant along East Washington Avenue. The hotel will kick off the first phase of a planned vibrant mixed use redevelopment of the 900 Block of East Washington Avenue.

The existing Kleuter building will be restored to its original condition while the addition is designed to represent its own time and compliment the historic warehouse building. The existing building will be restored to the Federal and State historic renovation standards for tax credits. The State Historic architect has reviewed the draft of the building design and had favorable comments on the building addition. The new addition reflects the industrial narrative of the existing Kleuter building. The addition is developed to respond to the “base, middle and top” of the existing building. The concrete frame that occurs on the existing building is reinterpreted and expressed in the proportions of the openings on the addition. The gridded window framing pattern on the addition reflects back to the iconic warehouse style steel windows.

Hotel Indigo, part of Intercontinental Hotel Group, is a boutique lifestyle brand striving to make travel inspiring; with hotels in culturally diverse locations all over the world, no two properties are the same. Each is part of the pulse and the rhythm of a place, drawing on the story of its local area to inspire every aspect of the hotel, from intriguing design to distinctive local food ingredients. The hotel experience will highlight the historic qualities of the building and its neighborhood to create an authentic and unique destination for East Washington Avenue.

As a good urban building, the first floor facing East Washington will house a new restaurant in a highly transparent space. The slightly raised outdoor seating area along East Washington Avenue will help to create a pedestrian friendly and activated street. Vehicular drop off and parking for the hotel is kept at the courtyard side of the building while pedestrian entrances for the hotel and restaurant will be located along East Washington Avenue.

The project will require a Conditional Use for the hotel use located in the TE zoning district. We are also applying for a demolition permit for one (1) free standing building and two (2) attached buildings on the site. The project is located within Urban Design

District 8 along the East Washington Capitol Gateway Corridor in Sub Block 13 A & B. The project meets the established requirements for building heights, façade height, minimum and maximum setback and step back requirements.

Staff and Neighborhood Input

The development team has met with several city staff members over the last year in preparation for this submittal. An open neighborhood meeting was held on May 24th with both Alder Rummel and Heather Stouder in attendance. The project was also presented at an informational Urban Design Commission meeting on June 28th.

Phasing

The project is the first phase in a future planned redevelopment of the block. The schedule for the remainder of the block could occur in the next 2 to 4 years. The proposed surface parking lot and storm water pond are temporary and will be replaced by shared structured parking as part of a larger mixed use development. The proposed drop off courtyard and the access roads around the hotel are intended to be permanent and will remain in place with future development.

Buildings to be demolished

The buildings to be demolished to allow for the new hotel and parking lot include:

1. 905 East Washington Avenue, a metal building addition that is attached to the Kleuter building
2. 925 & 939 East Washington Avenue, referred to as the old Mautz paint store and factory
3. 910 East Main Street, a 1 story building with garage door on East Main

Demolition of 910 East Main Street

We are aware that planning staff has identified the proposed demolition of 910 East Main Street as an area of concern. As we understand it, staff generally does not support unwarranted demolition of existing structures. The development team generally agrees with this principal. However, there are several specific reasons why demolition of 910 East Main Street is warranted at this time.

First, as part of the new development the contaminated soils on the site will be remediated. The demolition of the building at 910 will allow for the contaminated soil remediation for the entire site to be completed at one time. If the building remains, a portion of the contaminated soil will need to be remediated at a later date when the building is demolished. The development team is pursuing a State Brownfield Grant to offset the costs of the remediation which is another reason to include this building in the demolition and remediation plans at this time.

Secondly, the next phase of the development will include a structured parking facility in the center of the block with buildings along East Washington Avenue. During construction of the next phase, the hotel's surface parking in the center of the block will not be available. The demolition of the building at 910 allows for surface parking that will be preserved during the next phase of construction. It is critical to the hotel operation to maintain as much parking during construction of the next phase of the development as possible.

We are not proposing to demolish 924 East Main Street at this time. This building is outside the contaminated soil zone.

As suggested by the Urban Design Commission, it is our intent to install several canopy trees at the corner of East Main Street and South Patterson Street to help to define the corner until such time as the temporary surface parking lot is replaced with a more permanent structure.

Project Schedule

To meet the proposed schedule the project will need to start demolition, soil remediation and construction in November 2017 with completion by December 2018.

Public Subsidies

No subsidies requested other than Federal and State Historic Tax Credits for the restoration of the Kleuter Building.

Project Data

Zoning District: TE, Traditional Employment

Urban Design District 8
Aldermanic District 6, Marsha Rummel
Historic preservation of the 1915 Kleuter Wholesale Grocery Warehouse
5 story addition
Number of Units: 144 hotel suites
Total building area: 94,705 GSF
Parking: 133 onsite parking stalls
Floor to floor height: ~10'-10"
Existing building first floor height: 4'-5" above grade
Addition first floor height: 1'-0" above grade at East Washington Ave.
Addition height: ~65'
Addition setback from property line: 15'
Hours of Operation: 24 hours
Number of Employees: 45 to 55

Site Description

The 4.3 acre property is located on the 900 block of East Washington Avenue, bounded by South Paterson Street, East main Street, South Brearly Street and East Washington Avenue, with the exception of a 10,800 square foot parcel on the corner of South Brearly Street and East Washington Avenue. Currently the block is made up of the original 18 platted lots. OTIE will be submitting a CSM to combine the lots, with the exception of lot 9 into a single lot for the entire development.

Currently the legal description is:

A parcel of land being Lots 1 through 8 and Lots 10 through 18, Block 158, Original Plat of the City of Madison, all being part of the SW ¼ of the NE ¼ and part of the NW ¼ of the SE ¼ of Section 13, T7N, R9E, in the City of Madison, Dane County, Wisconsin, to-wit: Commencing at the Center of said Section 13, thence S89°31'50"E, 285.97 feet; thence N43°54'28"W, 21.08 feet to the point of beginning at the Westerly most corner of said Block 158 and the Southeasterly line of East Washington Ave; thence along said Southeasterly line, N46°08'04"E, 528.51 feet to the Northeasterly corner of said Lot 8; thence along the Northeasterly side of said Lot 8, S44°14'44"E, 165.23 feet to the Northwesterly corner of Lot 10; thence along the Northwesterly line of said Lot 10, N46°06'47"E, 66.19 feet to the Southwesterly line of South Brearly Street; thence along said Southwesterly line, S44°17'27"E, 165.69 feet to the Northwesterly side of East Main Street; thence along said Northwesterly line S46°10'51"W, 596.90 feet to the northeasterly line of South Paterson Street; thence along said Northeasterly line, N43°54'28"W, 330.41 feet to the point of beginning. This parcel contains 186,035 sq. ft.

Urban Design District Eight - Summary of Standards & Requirements: 13.a

1. Building Height Requirements:
 - a. 12 stories maximum with 3-5 stories at the street level.
 - b. Building Height provided: Building at the street level is 5 stories tall with a total height of approximately 58'-6". Two mechanical screens occur at the addition and both are stepped back from the front façade. The first mechanical screen is 4' above the roof level giving the building an approximate height of 62'-6", the second mechanical screen is stepped back further and has a height of 12' above the roof level giving the building an approximate height of 70'-6".
2. Building Location and Orientation Requirements:
 - a. 15' minimum setback along East Washington and 10' maximum setback along South Patterson.
 - b. Building Location and Orientation provided: 15' setback along East Washington. Patterson setback starts at the edge of the finished historical brick façade of the Kleuter building at approx. 19'-3". The vehicular entrance for the hotel is located at the courtyard side of the building while pedestrian entrances are located on the front façade along East Washington. A raised and landscaped patio is located between the building and the public sidewalk enhancing the visual and pedestrian character of the street while providing the restaurant patrons a sense of hierarchy over vehicular traffic.
3. Parking and Service Area Requirements:

- a. Parking should be located behind or along the side of the building. No additional access points shall be added along East Washington. Landscape tree islands shall be provided at a ratio of 1:12
 - b. Parking and Service Areas Provided: All parking, loading and trash, is located behind or along the side of the building. An additional entrance is located mid-block along East Washington. The parking lot is well landscaped. The surface parking lot and storm water pond are temporary and plan to be replaced with shared structured parking on the site. The remainder of the block is developed.
4. Landscaping and Open Space Requirements:
 - a. Street façade along East Washington shall provide a dual canopy of trees along both the building setback and the public right of way.
 - b. Landscaping and Open Space Provided: A dual tree canopy is provided along East Washington. Well designed and attractive landscaping will be used. A temporary water surface pond is located east of the parking lot. A Physical screen will be incorporated into the design to shield the pond.
5. Building Massing and Articulation Requirements:
 - a. All visible sides of the building shall be designed with details that complement the façades. Architectural details at the ground floor shall be provided to enhance the pedestrian character of the street. Mechanical equipment shall be screened and integrated with the building design.
 - b. Building Massing and Articulation Provided: The existing building will be restored to its original condition while the addition is designed to represent its own time. The new addition reflects the industrial narrative of the existing Kleuter building. The addition is developed to respond to the “base, middle and top” of the existing building. The concrete frame that occurs on the existing building is reinterpreted and expressed prominently in metal on the addition. The window mullion pattern on the addition reflects back to the iconic warehouse style steel windows. Mechanical equipment is located on the roof of the building and its screening is integrated into the design.
6. Materials and Color Requirements:
 - a. Exterior material shall be durable, high-quality materials and appropriate for external use.
 - b. Materials and Colors Provided: Durable materials shall be used while colors shall be complimentary to one-another and the existing building. Original brick on the existing building shall be restored.
7. Window and Entrance Requirements:
 - a. 60% of the ground floor shall be glazing.
 - b. Window and Entrances provided: 60% minimum of the ground floor will be glazing on the primary street façade.
8. Restoration of Buildings with Historic Value Requirements: Owners are encouraged to restore the original character of historically significant buildings.
 - a. Restoration of Buildings with Historic Values Provided: The Kleuter Wholesale Grocery Warehouse building was designed by Alvin E. Small and built in 1915. It was built for Kleuter and Co, one of Madison’s most well-known wholesale groceries at the time. The five story building consisted of brick and cast-in-place reinforced concrete. The primary façades along East Washington Avenue and South Peterson Street are brick façades and were designed in the prairie school style. These façades remain largely unaltered. The secondary façades on the northeast and southeast sides are clad in metal panel installed in 1990. Underneath the metal panel is the original façade featuring exposed reinforced concrete structure with brick infill. All exterior façades will be restored to their original character.
9. Signage
 - a. Branding and wayfinding signage for the hotel will be incorporated into the architecture of the building and site entrances. A signage package is not part of this submittal and will be completed for submittal to the Urban Design Commission.

Project Team

Owner Developer:

901 Hospitality LLC
 PO Box 512
 505 N Carrol Street
 Madison WI 53701

Agents: Curt Brink, John Kothe & Kevin Page

Architecture Team:	Potter Lawson, Inc.	Executive Architect	Doug Hursh	
	GBA Architecture and Design	Interior Design		Josh Wilcox
	InSite Consulting Architects	Historic Preservation		Steve Mar-Pohl
Civil Engineer:	OTIE		John Thousand	
Landscape Architect:	Ken Saiki Design		Rebecca DeBoer	
Traffic Engineer:	Strand Associates		Tom Lynch	

We are excited to present the design for the new hotel and the restored historic Kleuter Building and look forward to our discussions later this fall. The hotel use fits very well into the Kleuter warehouse building which has sat vacant for many years waiting for the appropriate user at the appropriate time. The new hotel project will continue the momentum of revitalization along the Capitol East District Corridor, it will create a destination, activating the block and providing an amenity for residents and businesses in the neighborhood as well as support for activities that will take place at Breeze Stevens Field.

Thank you and please contact me if you have any questions regarding this submittal.

Sincerely,



Douglas R. Hursh, AIA, LEED AP
Director of Design