



June 25, 2014

Matthew Tucker
Zoning Administrator
Madison Municipal Building, LL 100
215 Martin Luther King, Jr. Blvd
PO Box 2984
Madison, WI 53701-2984

Re: Zoning Map Amendment for Planned Development (PD) Zoning
Letter of Intent
202 E. Washington Avenue
AC Hotel by Marriott - Madison

Dear Matt:

We are pleased to submit the Zoning Map Amendment application for Planned Development Zoning for the proposed AC Hotel by Marriott project to be located at 202 E. Washington Avenue.

It was over a year ago that the Alexander Company first conducted neighborhood meetings regarding a proposed hotel on this site. Since the new development team took over in the fall of 2013, we have incorporated significant changes to initial proposals and incorporated meaningful feedback from over five neighborhood meetings, numerous city staff meetings and three UDC informational meetings, prior to making this submission.

Based on recommendations from staff, we are requesting a zoning change to a Planned Development which will also incorporate a modification to the current downtown height map.

Some of the highlights include:

- First Marriott in Downtown Madison.
- Exciting new brand – AC Hotels by Marriott – an upscale, lifestyle brand that will truly express the urban spirit of downtown Madison.
- Roof top restaurant and lounge with views of the capitol, Madison lakes and Isthmus
- Exceptional architecture.
- Roof top restaurant and lounge with views of the capitol, Madison lakes and Isthmus.
- Successfully secured 15 N. Webster parcel to incorporate within the overall development.
- Green roof.
- Consideration paid to Lamp House report on step backs.

The proposed project will consist of a 10-story, 164 guest room AC Hotel by Marriott. There will be two levels of parking which includes (38) valet parking stalls, (6) bicycle stalls, and (1) motorcycle stall.

The lots comprising the project area totals 14,486 square feet or .332 acres.

The total building area shall be 124,443 gross square feet:

Floor/Level	Square Footage
Garage Level 1	12,374
Garage Level 2	12,503
1 st Floor	11,150
2 nd Floor	10,987
3 rd Floor	10,014
4 th Floor	10,014
5 th Floor	10,014
6 th Floor	10,014
7 th Floor	10,014
8 th Floor	10,014
9 th Floor	8,852
10 th Floor	8,493
Total	124,443

All maintenance, including trash and snow removal, will be provided by private contract.

The proposed hours of operation will be as follows:

- Hotel: 24 hours a day/365 days a year.
- Café: 6:00 a.m. – 10:00 p.m.
- 10th Floor Restaurant: Monday-Friday (6 a.m.-10 a.m. & 4:30 p.m. – 12:00 p.m.) & Saturday/Sunday (6:30 a.m. – 11:00 a.m. & 4:30 p.m. – 2:00 a.m.)

The project is anticipated to generate approximately 50 new jobs.

The proposed construction schedule is for demolition of the existing structures to commence the fall of 2014 with new construction to commence immediately thereafter, and construction completion to be early 2016. This application includes a request for a demolition permit to demolish the properties located at 15 N. Webster Street and 202 E. Washington Avenue.

The Development Team includes the following:

Developer: 202 E. Washington, LLC
C/o North Central Group
1600 Aspen Commons, Suite 200
Middleton, WI 53562
Phone: 608-836-6060
Fax: 608-836-6399
Principal Contact: Jeff Lenz
jlenz@ncghotels.com

Architect: Gary Brink & Associates, Inc.
7780 Elmwood Avenue, Suite 204
Middleton, WI 53562
Phone: 608-829-1750
Fax: 608-829-3056
Principal Contact: Josh Wilcox
josh.wilcox@garybrink.com

Civil Engineer: Quam Engineering
4604 Siggelkow Road, Suite A
McFarland, WI 53558
Phone: 608-838-7750
Fax: 608-838-7752
Principal Contact: Ryan Quam
rquam@quamengineering.com

Landscape Design: Ken Saiki Design
303 S. Paterson, Suite 1
Madison, WI 53703
Phone: 608-251-3600
Fax: 608-251-2330
Principal Contact: Abbie Moilien
amoilien@ksd-la.com

Please refer to the attached plans for additional information.

Sincerely,

A handwritten signature in blue ink, appearing to read "Josh Wilcox", with a stylized flourish at the end.

Josh Wilcox
VP/Senior Project Manager