



December 1, 2010

City of Madison Plan Commission
210 Martin Luther King, Jr. Blvd
Madison, WI 53710

Re: Letter of Intent for Cartex Site Redevelopment (Crowne Plaza) at 2205 Rimrock Rd

Dear Plan Commission Members:

On behalf of Gateway Project, LLC, and the redevelopment team, I am submitting an application and materials for the proposed Crowne Plaza redevelopment on the Cartex site (and associated parcels) to be located at the northeast corner of the intersection of Rimrock Road and the West Beltline Highway in the City of Madison. This application includes a request for rezoning of four recently annexed parcels from Temporary Ag to C3(L) zoning, a conditional use request for a new hotel larger than 40,000 square feet, and demolition of six structures. A certified survey map to combine the parcels and dedicate land to the public will be submitted within the next week.

The project will redevelop six existing underutilized properties to provide a 247-room hotel and conference center with a full-service restaurant on 4.47 acres. The parcels currently contain a mix of one-story warehouse-type buildings, as shown in the attached photographs. The redevelopment of these parcels will make a substantial impact on the nearby Alliant Energy Center and will support other uses in nearby downtown and along the Beltline corridor.

Hotel Operations

The proposed Crowne Plaza is a seven-story facility with a one-story conference center. The building will house 247 hotel rooms on floors two through seven, and will provide amenities such as an indoor pool, business center, fitness center and indoor restaurant. The total facility will be 211,600 gross square feet in area and provide one level of underground parking. This produces a Floor Area Ratio (FAR) on the site of 1.07. The area of each use within the facility is allocated as follows:

Building Footprint -----	40,100 sf
Hotel (Floors 2 -7) -----	130,240 sf
Hotel Support (Floor 1) -----	22,683 sf
Conference Center (Floor 1) -----	13,291 sf
Restaurant (Floor 1) -----	3,946 sf
Mechanical -----	4,754 sf

The hotel will be owned by Gateway Project, LLC and managed by Chesapeake Hospitality, a hotel management company that currently operates nationally under ten different hotel brands.

Site Plan

The site will be well connected for pedestrian and bicycle users via the paved trail that travels along the Rimrock Road right-of-way. This path will be extended to the south in order to extend the route that currently exists to the north. Bicycle parking will also be provided throughout the site for use by both employees and visitors of the hotel, conference center and restaurant.

The Crowne Plaza facility will incorporate both surface and underground parking. There are a total of 287 parking stalls on the site, which averages to one space per 532 square feet (or 1.9 stalls per 1,000 square feet). Of the total spaces, 230 are surface parking with the remainder underground, accessed from the east side of the building. The structured parking provides 57 spaces for hotel and conference center patrons.

In addition, there are 36 bicycle parking stalls provided on the site. These stalls are scattered around the entire building to accommodate different users of the site. A number of stalls have been provided near the employee entrance areas, as well as the main entrances for use by patrons of the hotel.

Access to the site will be provided at the lighted intersection along Rimrock Road. This single access point reduces the three existing access drives from these parcels and ensures all traffic is routed through a controlled intersection. Both vehicles and service trucks will access the site from this location. Separate loading facilities have been provided for the facility on the southwestern corner of the structure and meet the requirements of the City's Ordinances in number and size. These loading facilities will be enclosed on all but the entrance side, as depicted in the attached renderings.

Development Schedule

We anticipate the following development schedule for the demolition of existing buildings and construction of the new facility:

Demolition of Existing Buildings -----	February 2011
Site Preparation -----	February – May 2011
Commence Building Construction -----	June 2011
Site Work -----	May/June 2012
Grand Opening -----	July 2012

Existing Conditions

The site is located to the south of the State of Wisconsin Department of Revenue offices and southeast of the Alliant Energy Center. The Beltline Highway travels directly adjacent to the site to the south. The parcels proposed for redevelopment are currently under-utilized with one-story industrial and shed-type buildings. A total of five buildings are to be demolished for this redevelopment. These buildings are shown in the attached photographs.

We feel it is important to note that the construction of the facility alone will create almost 300 jobs and operation will create more than 150 full- and part-time jobs. The annual taxation impact in the state is anticipated to exceed \$3 million annually over the first 10 years of operation of the facility.

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We would like to convey our appreciation for your time and consideration on this project; we look forward to working with the City to develop a project that has the ability to renew the Rimrock Road area and bring jobs and economic growth to the City.

Respectfully submitted by,



Sarah M. Pittz, AICP
VIERBICHER ASSOCIATES, INC.

Enclosures: Location Map
 Image of Structures to be Demolished
 Legal Description

cc: Brad Carlson, Gateway Project, LLC
 Clay Carlson, Gateway Project, LLC
 Martin Ballweg, Gateway Project, LLC
 Peter Tan, Strang Architects
 Travis Schreiber, PE, Vierbicher Associates

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2201 Rimrock Road
Location Map

