



August 8, 2022

*** VIA E-MAIL ***

City of Madison
Madison Municipal Building, Suite 017
Attn. Colin Punt, City of Madison Planning
215 Martin Luther King Jr. Blvd.
P.O. Box 2985
Madison, WI 53701-2985
Email Address: PCApplications@cityofmadison.com

RE: Letter of Intent
E. Dayton Street Hotel Development
609 E. Dayton St., Madison, WI 53703

Dear Mr. Punt,

The following is submitted for review by City Staff, and for Plan Commission consideration of approval.

PROJECT TEAM:

Owner/Developer: McGrath Property Group, 730 Williamson Street, #150, Madison, WI 53703
Architect of Record: JLA Architects, 800 West Broadway - Suite 200, Monona, WI 53713
Civil/Landscape: Vierbicher, 999 Fourier Drive, Suite 201 Madison, WI 53717

PROJECT OVERVIEW:

McGrath Property Group is proposing a hotel project at 609 E. Dayton St., where there is an existing single-story warehouse and a two-unit rent house. The project as proposed will retain the single-story warehouse facade located at 615 E. Dayton St. and retain the Reynolds Homestead on E. Mifflin St. The hotel will be 51,634 gross sqft and have 55 hotel rooms. McGrath Property Group is a long-term investor and develops to build, professionally manage and retain ownership of their projects. As such, an incredible amount of thought/design has been placed into ensuring the project is respectful of the scale, character, and fabric of the Tenney Lapham Neighborhood. The building will have a concrete underground parking garage with three levels of wood frame construction above.

This location is ideal with its proximity to the East Johnson Street commercial core, the Capitol Square, and the booming Cap East District. The location also offers excellent access to existing bike and pedestrian-oriented infrastructure and close proximity to the future BRT stop at Blair St. and East Washington Ave. The hotel will operate 24 hours a day, 365 days a year, with approximately seven full-time employees.

In addition, we intend to include a minimum of four (4) BCycle stations and seek a fully electric shared car service within the project with the ability to expand over time as we see demand increase.

The project we are working towards fulfills several of the goals outlined in the Tenney Lapham Neighborhood Plan (2008) and compliments the vision of the Cap East District plan. The following are ways we feel the project achieves plan goals:

Preserving the warehouse facade and restoring the Reynolds Homestead preserves the architectural history of the central city, retains the history of a prominent Madisonian family, and improves the neighborhood's residential character.

Reducing traffic on Mifflin St, providing a BCycle station at the property, and the development's proximity to the future BRT station **will improve pedestrian and bicycle mobility in the neighborhood.**

Hotel guests will strengthen the economic vitality of the Johnson Street commercial core by supporting the existing businesses and making the area a more attractive place for new businesses to open.

The hotel will strengthen the residential fabric of the neighborhood by redeveloping an underutilized industrial property into a residential building that fits the scale and character of the surrounding area.

Specific building areas and other pertinent information are provided in the attached drawings.

SITE:

The project is located on an approximately .52-acre site at 609-615 E. Dayton Street and 616 E. Mifflin Street, in the 2nd Aldermanic District. The property is zoned Traditional Employment District (TE), and a hotel requires conditional use approval. The property is currently two parcels and will require CSM approval by Common Council to combine the lots.

STORMWATER MANAGEMENT:

Nearly all of the existing site is covered by impervious areas such as asphalt, gravel, rooftops, and sidewalks. Furthermore, there are no current stormwater management practices; all runoff drains over the surface eventually make its way to the City sewer untreated. Our new project will reduce the impervious area on site and incorporate the following stormwater management BMPs:

1. A bio-swale to collect runoff from the roof to promote infiltration.
2. Manholes with sumps and oversized storm sewer pipe for sediment reduction, increasing the quality of stormwater discharge from the loading area.
3. Extensive green roof.
4. Various planters and landscaping areas.

The proposed project will meet or exceed State and City requirements for redevelopment, including peak rate reduction, runoff volume reduction, and sediment control.

SUSTAINABLE FEATURES:

Developments like our proposed project are a very sustainable way to develop a City. The following is a list of some of the benefits:

1. Adaptive reuse of the warehouse facade and the Reynolds Homestead as part of the hotel.
2. The project is located near multiple Metro stops and close to the future BRT station at Blair St & East Washington Ave.
3. The Project is located on the Mifflin Street bike boulevard.
4. A walkable area close to amenities and services.

SOLAR-READY CONSTRUCTION:

We are evaluating solar panels for the project and may make it "Solar-Ready" by providing the necessary conduits, electrical improvements, and structural upgrades. We can not commit to implementing this since we may not have enough rooftop space for it to work effectively. We will continue to evaluate this as the project advances.

EV CHARGING FACILITIES:

We will be providing multiple EV Charging Stalls and will have EV-ready stalls.

TRANSPORTATION DEMAND MANAGEMENT PLAN (TDMP):

We included a Transportation Demand Management Plan with this submittal and completed the TDMP worksheet for the project, and we scored 21 points (10 minimum required).

GREEN CONSTRUCTION FEATURES:

The following green construction features will be implemented:

- Post-tensioned concrete and wood frame construction (renewable building material)
- Demolition and construction waste recycling
- Low-e glazing
- Use of fly ash in concrete
- Renewable energy design-focused (Electric vs. Non-renewable systems)
- Energy star appliance
- Energy-efficient windows
- Low VOC & formaldehyde-free building materials
- Potential for rooftop solar installation

BUILDING MECHANICAL SYSTEMS:

- Mini-split electric HVAC system (95%+)
- High-efficiency water heaters (94%) & re-circulation system
- Low flow plumbing fixtures
- LED lighting throughout the project
- Lighting controls
- High-efficiency ceiling fans
- Programmable/occupancy setting thermostats
- Electric car charging stations & EV Ready stalls for future charging stations

NEIGHBORHOOD INPUT:

The property is in the Tenney-Lapham Neighborhood, and we had several neighborhood meetings with the TLNA neighborhood board and neighborhood steering committee members. The Alder was notified in writing about this project on July 2nd, 2022. We will continue to meet on an as-needed basis as the project's final details are worked through.

HISTORICAL RESOURCES:

To preserve the historical associations of the property, we are retaining the original Dayton Street facade and the Reynolds Homestead and have incorporated them into the overall hotel design.

An assessment of the two properties was completed by Charles Quagliana (Preservation Architect) and Kurt Straus (Structural Engineer). The assessment has been included with the submittal.

ARCHITECTURE:

The design for a new three-story, 55-room hotel is rooted in a contextual approach that respects the varied uses of the surrounding neighborhood and retains the warehouse facade and Reynolds House as integral to its development. As a connector between Dayton and Mifflin Streets, the hotel is intended to sit quietly on the site, with carefully concealed parking and a building envelope that is set back from both residential streets. The architectural strategy employs a material palette that is sympathetic to the nature of materials employed throughout the neighborhood.

The Dayton Street façade has been designed to highlight the existing warehouse facade and its industrial character. The facade is framed by a modern addition that compliments and accentuates the detail of the existing facade. The fenestration of the hotel is strongly influenced by the design of the existing homes in the neighborhood, which typically have façades composed of window openings that reflect the arrangement of spaces within.

On the East Mifflin Street side, a new addition has been added that compliments the Reynolds Homestead in scale and architectural style. Taking the form of a single-family home, it is sympathetic to the surrounding residential character of the neighborhood. As a new addition to the Tenney-Lapham neighborhood, the hotel's design respects the context while also helping it move forward by providing a valuable amenity to the City of Madison.

REFUSE & RECYCLING:

Garbage and recycling containers serving the building will be in an enclosed room. A private collection service will be utilized at a frequency appropriate for the required volume.

HOTEL MANAGEMENT:

The hotel will be managed by Locale. Operations Plan and Hospitality Management Overview are attached.

PROJECT SCHEDULE:

May 31, 2022: Meeting with City of Madison Planning Staff

July 2, 2022: Written Notification to the District Alder

July 6, 2022: Demolition Notification Submitted

July 27, 2022: Neighborhood Meeting

August 8, 2022: Land Use Application Submittal date

September 19, 2022: Plan Commission

September 20, 2022: Common Council (For CSM Approval)

December 2022: Start Construction

December 2023: Certificate of Occupancy

Please feel free to contact me if additional information is needed.

Sincerely,



Michael Metzger

McGrath Property Group

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