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September 27, 2007

BY HAND DELIVERY

Nancy E. Fey
Chair
City of Madison Plan Commission
Department of Planning and Development
215 Martin Luther King, Jr. Blvd. Room LL100
Madison, WI 53703

Re: Hyatt Place Hotel
333 West Washington Avenue

Dear Chair Fey:

This letter follows the presentation made by LodgeWorks at the September 17, 2007 Plan Commission meeting concerning a development proposal for a Hyatt Place hotel at 333 West Washington Avenue. We are very pleased that the concept of a hotel in that location has been warmly received not only by the Greater Madison Convention and Visitors Bureau and Downtown Madison Inc., but also, by the neighbors and neighborhood groups and individual members of the Plan Commission. The question remains as to the best way to configure the hotel drop-off to allow the hotel to succeed as a hospitality destination as well as to maximize green space along West Washington Avenue and to preserve the Capitol views. We were specifically requested to review our proposal to determine how and whether a drop-off to the hotel on Washington Place could be accomplished.

We met with Brad Murphy, Tim Parks, Dave Dryer, Dan McCormick, John Leach, Larry Nelson and Bill Fruhling on Tuesday, September 25, to review the drop-off options available to LodgeWorks. We will be presenting the methodology and options which we examined to the Plan Commission meeting on October 1, 2007.

I believe it is fair to say that at the conclusion of the meeting it was agreed that a drop-off on Washington Place was not feasible because of the complex grades on the site. In addition, the alternatives for a drop-off on Washington Place were not compliant with the Americans with the Disabilities Act without significant ramping and/or pulling the first floor up from the sidewalk on West Washington Avenue.

We have reviewed the drop-off as originally proposed by City staff and adopted by LodgeWorks. At your meeting on October 1, 2007, we will be presenting a proposal which, we hope, balances the various needs of a viable and welcoming hotel, retention of a green space corridor along

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West Washington Avenue and preservation of the Capitol view and pedestrian safety and comfort. We believe that our solution will meet all of these criteria.

Again, we thank you and the Plan Commission for the service that you do and we believe the project to be presented on October 1<sup>st</sup>, will be warmly received. If you have any questions prior to that time, please do not hesitate to contact me at 695-4946. Thank you in advance.

Sincerely,

**MICHAEL BEST & FRIEDRICH LLP**



William F. White  
WFW:jas

cc: Members, City of Madison Plan Commission  
Mark A. Olinger, Department of Planning and Development  
Bradley A. Murphy, Planning Division  
Tim Parks, Planning Unit  
Bill Fruhling, Urban Design Commission  
Larry Nelson, Engineering Division  
David Dryer, Traffic Engineering  
Dan McCormick, Traffic Engineering  
John Leach, Traffic Engineering  
Jonathan Cooper, Steering Committee Chair, Bassett Neighborhood Association  
Denny Meikleham, LodgeWorks  
Joel Plant, Land Use and Transportation Liaison, Office of the Mayor  
Susan Schmitz, President, DMI Inc.  
Deb Archer, Executive Director, GMCVB  
Natalie Bock, Alexander Company  
Nate Novak, JJR

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