

Kahler Slater

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P 414.272.2000

December 2, 2020

City of Madison
Planning Division
Attn: Mr. George Austin
Madison Municipal Building
215 Martin Luther King, Jr. Blvd.
Madison, WI 53701-2985

Dear Mr. Austin:

Kahler Slater is pleased to submit this Land Use Application and Initial/Final Urban Design Commission Application for a proposed, nationally recognized, full-service hotel located in the 200 Block of South Pinckney Street. This new hotel is a critical component of the overall Judge Doyle Square Development and designed to complement the Block 88 housing development across the street. We had the opportunity to present the project at both a neighborhood meeting and a UDC Informational meeting. This project has taken feedback from those sessions into account while keeping the overall program the same.

The nine-story hotel features a ground floor lobby centered on Pinckney Street with active uses of a bar, restaurant, and meeting spaces along the entire frontage while supporting back of house functions to balance out the first floor. The outdoor eating area will have a maximum capacity of 30 people, be screened from the sidewalk by planters and operate Monday-Sunday with hours to be determined. Above the first floor, there are approximately 260 guestrooms, fitness, and some back of house support on eight floors above grade. There is no vehicular parking included in the project as it will operate with 100% valet parking and utilize the Block 88 structure across Pinckney Street. The project is shorter in height than a previously approved development on this site and is well under the Capitol View Preservation Height Limit.

This project in the Downtown Core District is a revised version of a previously approved project that was on this site which demonstrated conformance to the adopted Downtown Urban Design Guidelines. This project represents a high quality design with an interesting massing, high quality materials, and building components and details that support the pedestrian experience – all of which are outlined in the Guidelines.

The building's form is derived from the curve created on Pinckney Street and is expressed as two curving guest room masses separated by a vertical slot of glass which has windows to the guest room corridor. The street facing or concave mass has more glazing and floats above the first floor lobby glass while the northeast facing or convex mass anchors the building to the ground and has a more solid appearance with punched windows. The building features a mix of materials – mostly metal panels and glass, with some masonry at the base. There will be no thru-window HVAC mechanical systems with louvers for the guest rooms; mechanical equipment will be mounted on the roof/s. The building is pulled away from the street corners on Pinckney at both Wilson and Doty to create inviting outdoor spaces which will be activated by the hotel with outdoor dining. The details and material expression has been refined since our last meeting, taking into account the UDC's comments to lean into the curve and be more playful.

We look forward to reviewing this project in more detail with you at upcoming meetings.

Sincerely,

KAHLER SLATER, INC.

A handwritten signature in black ink, appearing to read 'A. Ebent', written in a cursive style.

Aaron Ebent, AIA, LEED AP BD&C
Senior Design Architect, Principal

enc: Land Use Application
UDC Application
UDC Submittal Drawings