

On Sep 14, 2018, at 3:26 PM, Greg Frank [REDACTED] wrote:

I am out of town and not able to attend the Plan Commission this evening, but want to comment on Ascendant's proposed hotel project. I am very much in favor of approval of the project and believe it to be transformational to the site and surrounding area. I have several businesses in the area that are negatively impacted by current conditions in upper State Street; this hotel will bring 24 Hour activation and make the area safer and more inviting. The State, Carrol, and Mifflin intersection is the gateway to State St. and the Capitol. The current look and feel does not represent our city well.

This is an exceptional project, with good developers. It is a project that warrants a PD designation because of the greater good provided. The fact that the State Street facade will bring the height level into compliance while the Carrol St. facade will blend into the taller surrounding buildings is a big plus.

The downtown plan, which I was involved in, was meant to provide guidelines, but also flexibility to allow for exceptional and transformational projects: this is one.

This deserves to go to council for consideration, and I hope it has your support and that Plan Commission will send it on with an up vote.

I've been involved in downtown Madison as a business person for almost 30 years and am past Chair of the BID, and current vice chair of the GMCVB. This is one of those projects we would regret passing up. It will prove to be an economic generator, and provide long term stability to the area.

Thanks for your consideration.

Greg