



Michael Best & Friedrich LLP

Attorneys at Law  
One South Pinckney Street  
Suite 700  
Madison, WI 53703

P.O. Box 1806  
Madison, WI 53701-1806

Phone 608.257.3501  
Fax 608.283.2275

William F. White  
Direct 608.283.2246  
Email wwhite@michaelbest.com

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

# MICHAEL BEST

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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,

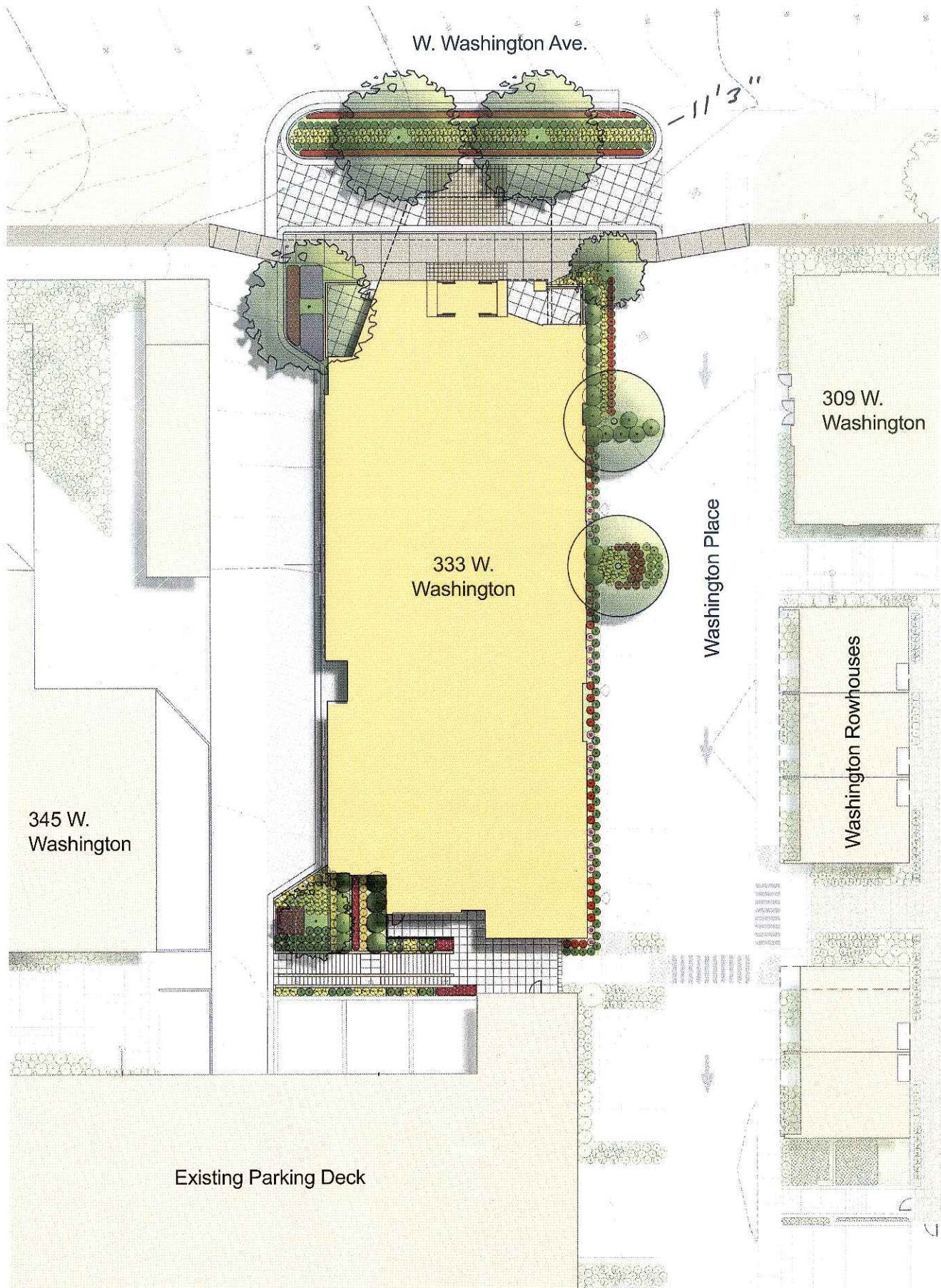
**MICHAEL BEST & FRIEDRICH LLP**



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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**Murphy, Brad**

**From:** Nate Novak [Nate.Novak@jir-us.com]  
**Sent:** Friday, September 28, 2007 5:02 PM  
**To:** Murphy, Brad; Cooper, Jonathan D - WHS  
**Cc:** denny.meikleham@lodgeworks.com; White, William F (22246); nlb@alexandercompany.com; ajw@alexandercompany.com; tcm@alexandercompany.com; Don Marvin; jeff.krehbiel@krehbielarchitecture.com  
**Subject:** Hyatt site plans for Plan Commission

Brad, Jonathan – for your distribution.

Attached please find 2 options for the Hyatt Place drop-off we plan to talk through at Monday's Plan Commission meeting

The dimensions of these plans are very similar however the location of the drop-off and sidewalk are different. For lack of better terms, I'll refer to them as "*Sidewalk Shift*" and "*Sidewalk Non-shift*"

Both options have the following criteria in common, all of which was decided and agreed upon with City Staff at a meeting Tuesday morning (Sept. 25, 2007)

Drop-off land dimension shall be a minimum of 18'-0"  
Guest unloading buffer shall be a minimum of 2'-0". (this is between the face of curb and the sidewalk)  
Public sidewalk shall be a minimum of 10'-0"

The difference between the plans is outlined below.

**Sidewalk Shift**

In this option you can clearly see the team has tried to maintain as much green space in the terrace as possible. It was recommended to the team to try and maintain ~ 12'-0" of terrace. To do this, we have modified the building entrance by pulling the vestibule and building façade back into the building ~3'-10". To maintain the dimensions listed above in addition to the 12' terrace, the sidewalk shifts its alignment south into the site (though still in the right of way). The terrace actually measures slightly less than 12' at 11'-3" which is a compromise from the suggested 12'. Our compromise is the result of the following building analysis.

The hotel needs to maintain square foot areas on floors 2-11 to efficiently layout rooms and hotel services. The room layout starts to drive the building structural column locations based on the SF efficiency. The previous vestibule protruded beyond the first row of structural columns under the porte cochere. To accommodate this new design, the team pulled the vestibule back to be flush with this row of columns. The 9" dimension needed to accommodate the 12' terrace means modifying the column locations which then compromises the efficiency of the room and services layout. A revised column location would result in fewer rooms per floor which would drive the hotel to potentially add a floor to make up the density needed to be economically feasible. Hence the compromise in the terrace.

**Sidewalk Non-shift**

This option maintains the sidewalk in its current alignment (aligned with the walk east and west). It maintains the dimensions suggested above but causes the terrace to be reduced to ~ 6'-10". The building remains unchanged in this option. This option simply illustrates how the suggested dimensions would affect the layout if it is desirable to maintain the sidewalk in its current alignment.

**Nathan J. Novak, LEED-AP®**  
Associate  
Landscape Architect