



April 11, 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 Plan Commission for consideration of approval.

PROJECT TEAM:

Owner/Developer: McGrath Property Group, 730 Williamson Street, #150, Madison, WI 53703
Design Architect: Eastman Lee Architects, 3730 N. Lake Shore Dr. 7A, Chicago, IL 60613
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 demolish the single-story warehouse on E. Dayton St. and retain the Reynolds Homestead on E. Mifflin St. The hotel will be 48,950 gross sqft and have 55 hotel rooms with an approximately 1,450 sqft cafe space on Dayton Street. 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 to 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 St commercial core, the Capitol Square, and the booming Cap East District. The location also offers excellent access to existing bike and pedestrian-oriented infrastructure as well as 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, and will have approximately seven full-time employees. The cafe hours/days of operation and employees are TBD.

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 and restoring the Reynolds Homestead (616 E Mifflin St) retains the historical 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 making 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-retention basin to collect runoff from the rear of the site and promote infiltration.
2. Manholes with sumps for sediment reduction, increasing stormwater discharge quality from the loading area.
3. Various planters and landscaping areas promoting infiltration

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 such as 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 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 also 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
- Continuous exterior building insulation
- 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. An overview of the design progression is attached to this submittal. The Alder was notified of this project in writing on October 21, 2021. We will continue to meet as needed as the project's final details are worked through.

HISTORICAL RESOURCES:

Based on the site layout, the neighborhood plan, and the history of the Reynolds family in Madison we are preserving the Reynolds Homestead and incorporating it into the hotel design.

We evaluated saving the brick facade of 615 E Dayton (warehouse), but the facade's location is not functional or efficient for the design as a hotel, and relocating it is not feasible.

The limestone pieces and salvaged brick from the Dayton St facade will be integrated into the interior design of the common areas of the hotel/cafe.

Additional details regarding the site evaluation and facade construction are attached.

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 historical 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, with considered use of brick and horizontal siding.

The main Dayton Street façade has been designed to honor the existing warehouse building and its industrial character by maintaining near-identical proportions, brick detailing, and overall width. The garage entrance is expressed in a modern architectural language, sharing the same brick as the historically influenced façade, but offset to reduce the overall

length of the building. The brick color selection is influenced by the existing color palette of both the warehouse and historic Reynolds House.

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 garden with seating is provided along with a new Madison BCycle station. As a new addition to the Tenney-Lapham neighborhood, the design of the hotel respects the context while also helping it move forward by providing a viable 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:

October 20, 2021: Meeting with City of Madison Planning Staff
October 21, 2021: Written Notification to the District Alder
January 13, 2021: TLNA Board Meeting
January 26, 2022: Neighborhood Meeting
February 10, 2022: Demolition Notification Submitted
April 11, 2022: Land Use Application Submittal date
May 23, 2022: Plan Commission
June 7, 2022: Common Council (For CSM Approval)
July 15th, 2022: Start Construction
August 1, 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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