



Peter Burwell and Steve Zaroni
The Madison Concourse Hotel
1 West Dayton Street
Madison, WI 53703

November 14, 2017

City of Madison Plan Commission
210 Martin Luther King Jr. Blvd.
Madison, WI 53703

Re: Support for Dayton & Carroll Hotel Project at 118-122 State Street

Dear Plan Commission Members,

It is our pleasure to write this letter in support of the proposed Dayton & Carroll Hotel Project at 118-122 State Street. As the owner and general manager of the neighboring Madison Concourse Hotel and Governor's Club, we are keenly aware of the challenges and opportunities presented by a vibrant and dynamic hotel in downtown Madison.

The Madison Concourse Hotel is committed to working with the Dayton & Carroll Hotel Project to minimize traffic congestion and maximize coordination in the Carroll Street cul-de-sac for services such as deliveries and trash removal. As part of its plans for valet service, the Dayton & Carroll Hotel Project proposes removing eight metered surface parking spaces on Carroll Street. We support this effort because it will improve the overall navigation, circulation and safety for vehicles and pedestrians.

Finally, the Dayton & Carroll Hotel will bring much-improved activation to the intersection of State Street and Carroll Street. This site has been experiencing significant behavioral issues and this project will help curtail these issues by increasing pedestrian foot traffic and providing a 24/7 staff presence on Carroll Street. We hope you will join us in supporting this project.

Sincerely,

Peter Burwell and Steve Zaroni
The Madison Concourse Hotel

cc: Alder Mike Verveer (via email)

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