



September 17, 2018

Dear Alder Verveer and Ms. Stouder:

I am writing to support the State Street Hotel application before the Plan Commission this evening. The developers appear to have been diligent in their awareness of the inter-connectivity of this project to both the neighborhood and their neighbors. While very few projects earn unanimous vocal support, it seems that considerable time and resources have been spent appropriately discussing and refining the plans for the State Street Hotel.

As a resident of the City of Madison, I am excited for this kind of infill development that is directly and intrinsically linked to the iconic State Street neighborhood and surrounding area.

As the CEO of Frank Productions, a company responsible for a significant amount of live music entertainment in the City, I am supportive of additional hotel rooms in our central downtown area. We are responsible for the programming of the Orpheum Theater, a nearby neighbor of the subject property, and look forward to having more hotel and meeting space for visitors to Madison, regardless of whether they are attending an event at the Overture Center, Orpheum Theater, or any number of the city's other incredible venues.

Lastly, as a student of community-based, problem-oriented policing, I support this project because of the effect it can have on the greater State Street neighborhood. Activation of public spaces is a principle and primary means of improving senses of safety and cohesion within these spaces. A development like this can provide exactly the infusion of high-volume, high-visibility, attentive, and engaged activity that has proven valuable in building neighborhoods the world around. The investment, dedication, and activation that a project like the State Street Hotel can bring to the 100 block of State Street and the adjacent spaces affords a very strong and valuable opportunity for the most effective form of community policing: informal social control.

I urge you to give this application the most serious consideration as you continue your dedicated work to find the best balances for our businesses, residents, and neighborhoods.

Most sincerely,

A handwritten signature in black ink, appearing to read 'JBRCA', written over a horizontal line.

Joel Plant