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June 24, 2019

City of Madison Planning Division
Attn: Heather Stouder & Colin Punt
Madison Municipal Building
215 Martin Luther King, Jr. Blvd.
Madison, WI 53701-2985

RE: Letter of Intent, Land Use Application for PD Amendment at 770/780 Regent St

Dear Heather & Colin:

Mortenson Development, Inc. is pleased to submit this Land Use Application for the amendment to the existing PUD GDP/SIP (PD GDP/SIP) for a nationally recognized, full-service hotel located at 770 Regent Street adjacent to 780 Regent St. This new hotel is intended to increase density on an underdeveloped parcel and provide an activated use at an important gateway to the campus while providing unparalleled accommodations for guests to Madison and the University of Wisconsin.

The hotel features multiple entrances, lobby, bar, and restaurant, and supporting functions on the first floor; prefunction, meeting space, and fitness room on the second floor; and 176 guestrooms on 4 levels above. A parking structure is embedded underneath the west portion of the hotel tower and contains approximately 247 parking spaces with a mix of full size and compact stalls. Just under 50% of the stalls are proposed as compact based on shared parking demand for the hotel and adjacent buildings. Additionally, new site parking has been added east of 780 Regent to offset the removal of parking on city property. We are requesting two loading zones at a reduced width of 9' by 50' as discussed with traffic.

The hotel will be operated by approximately 60 employees (45 full time and 15 part time) and operate 24 hours a day, 7 days a week. The building supports connections to the East Campus Mall, the Southwest Commuter Bike Trail and the greater neighborhood with outdoor amenities and pedestrian connections.

Primary improvements to the project include:

- Strong entry connection to the hotel, restaurant, and bar from the bike trail, including the development of the adjacent city property as an active landscaped terrace and walk, usable by guests and visitors.
- Exciting outdoor seating, dining and visual connections along the bike trail.
- Enhanced, well-lit entry to the building from the East Campus Mall.
- Simplified material palette and pedestrian scale features at all exterior elevations.
- Unique landscaping selections that integrate with the architecture.

Sincerely,

KAHLER SLATER, INC.

Glenn Roby, AIA
Executive Vice President

cc: Mortenson Development, Inc.
enc: LUA updates