

August 28, 2019

Ms. Heather Stouder  
Department of Planning & Community & Economic Development  
Madison Municipal Building, Suite 017  
215 Martin Luther King Jr. Boulevard  
Madison, Wisconsin 53703



Re: Letter of Intent: Conditional Use  
Lot 2 of CSM 14019  
5110 High Crossing Boulevard  
**KBA Project #1808**

Ms. Heather Stouder:

The following is submitted together with the plans and application for the staff and Plan Commission's consideration of approval.

**Project Team:**

Owner:	Cascade Development 5150 High Crossing Boulevard Madison, WI 53718 608-354-8748 Contact: Luke Stauffacher <a href="mailto:Luke@cascadedevelop.com">Luke@cascadedevelop.com</a>	Architect:	Knothe & Bruce Architects, LLC 7601 University Avenue, Ste 201 Middleton, WI 53562 608-836-3690 Contact: Greg Held <a href="mailto:gheld@knothebruce.com">gheld@knothebruce.com</a>
Engineer:	Professional Engineering, LLC. 818 Meadowbrook Lane Wauunakee, WI 53597 (608) 849-9378 Contact: Roxanne Johnson <a href="mailto:rjohnson@pe-wi.com">rjohnson@pe-wi.com</a>	Landscape Design:	Olson Toon Landscaping 4387 Schwartz Rd. Middleton, WI 53562 (608) 827-9401 Contact: Brad Fregien <a href="mailto:Brad@olsontoon.com">Brad@olsontoon.com</a>

**Introduction:**

The site under consideration is Lot 2 of CSM 14019. The CSM and a conditional use for a health club and a 106 room hotel was approved in April, 2015. The hotel, a Holiday Inn Express, has been operating for several years. The health club never went forward and the lot has been sold to Cascade Development, owner and operator of the hotel on Lot 1. This application requests a Conditional Use to construct a new 4-story, 95 room hotel on Lot 2.

**Project Description:**

Cascade Development is a respected developer of hotels throughout southeast Wisconsin. In addition to the Holiday Inn Express on Lot 1, they also operate the nearby Holiday Inn at the American Center, and recently started construction of a Holiday Inn Express in Middleton. Their research indicates

demand for additional mid-priced hotel rooms in the High Crossing Neighborhood. The hotel will compliment and support the businesses in the area that bring in staff for business trips.

The hotel will be based on the Avid hotel prototype by International Hotels Group. The Avid brand is a new line and the fastest growing hotel in the IHG hotel portfolio, which also includes Holiday Inn, Holiday Inn Express, and Staybridge, among others. The target market for this brand is the traveler who wants a quality night's sleep at a fair price. The line slots in just below the Holiday Inn Express, with similar high-quality interior and exterior finishes, but fewer amenities to come in at a lower price point.

### **Building Design:**

The Avid prototype features clean, distinct, modern design elements and coordinated colors that serve as brand identification for the Avid hotel line. IHG desires that travelers be able to rely on these design cues to identify an Avid hotel.

Our proposed building is four stories tall and has 95 guest rooms. An exterior roof canopy over extensive storefront glazing wraps the end of the building along High Crossing Boulevard. This provides the arriving traveler a visual cue to location of the primary entrance and lobby area, and also provides an attractive, street-oriented façade.

The prototype features EIFS as the predominant exterior material. To comply with requirements of the CC zoning district, the exterior materials have been revised while maintaining the brand-specified color scheme. There is extensive use of masonry, both at the building base and as accent elements extending to the parapet. The remaining exterior finishes will be fiber-cement panel.

### **Site and Parking:**

There is a single existing curb-cut to the site off High Crossing Boulevard. This entrance will be shared with the Holiday Inn Express. The building location on the site is constrained by several easements, and the optimal siting of the building will require some reconfiguration of the existing parking lot, however, adequate parking will be provided on site. IHG guidelines recommended a 1.1:1 parking ratio, and a minimum of 1:1. As designed, total parking for both hotels in aggregate will be at 1.06:1. It is expected that some sharing of parking between the lots will occur and ample crossover locations have been provided to improve and encourage circulation.

Pedestrian circulation is provided for on all sides of the building. There are few walkable destinations in the neighborhood, but a connection to the existing public sidewalk will be provided. It is not expected that the public walk will be extended farther south along High Crossing, as there is no provision for pedestrians to cross the overpass. The number of bike parking stalls specified in the zoning code have been provided.

### **Signage:**

Signage will be designed in compliance with the City of Madison ordinances and a separate approval will be requested at a later date.

### **Landscaping:**

Generous and attractive landscaping is provided throughout the site. Walkways near the building provide pedestrian circulation, but greater than usual space between the walks and building allow for more green space between the building and parking areas. The project exceeds the landscape requirements of the city.

**Site Development Data:**

Gross Lot Area 89,965 sf / 2.06 Acres  
Guest Rooms 95  
Building Height 4 stories / 45' (high parapet)  
Lot Coverage 56,826 SF = 63% (85% Max.)

**Building Areas:**

First Floor: 10,900  
Second Floor: 10,238  
Third Floor: 10,238  
Fourth Floor: 10,238  
41,814 SF

**Vehicle Parking:**

Surface Stalls 106 stalls (Including 5 ADA)  
Underground 0 stalls  
Total 106 stalls  
Parking Ratio: 1.1:1  
Aggregate Ratio: 1.06:1 (Lot 1 & Lot 2)

Bicycle Parking: 10 Surface (10 Required)

**Project Schedule:**

Development Approvals: September – December 2019  
Start of Construction: Spring 2020  
Hotel Opening: Summer 2021

Thank you for your time reviewing our proposal.

Sincerely,



Greg Held