



July 1, 2019

Samba Baldeh  
Aldersperson – District # 17  
5150 Crescent Oaks Dr.  
Madison, WI 53704

Re: Land Use Notification  
Avid Hotel  
5110 High Crossing Boulevard  
Madison, WI  
KBA Project no: 1808

Dear Alder Samba Baldeh, Michael Locke & Catherine Grothe;

On behalf of Cascade Development and Knothe & Bruce Architects, I would like to take this opportunity to formally provide our 30 day notification. We plan on submitting our Land Use application for a development at 5110 High Crossing Boulevard within the next 60 days. The proposed project is a 4-story 95 room hotel. The hotel brand is Avid, a relatively new line by International Hotels Group. The adjacent site has a Holiday Inn Express hotel by the same developer. They will share a joint access to High Crossing Boulevard.

We look forward to working with you to design a successful development for this property. If you have any questions, please contact me at 608-836-3690 or [gheld@knothebruce.com](mailto:gheld@knothebruce.com).

Sincerely,

  
Greg Held, AIA  
Partner