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March 19, 2008

City of Madison Plan Commission
Planning & Development Office
215 Martin Luther King Jr Blvd
Madison, WI 53703

LETTER OF INTENT

Re: 1501, 1509 Monroe St. Building Demolition Application

Dear Plan Commission Members:

Sieger Architecture submits the following information as the contact developer of the proposed redevelopment of 1501 and 1509 Monroe Street to be referred to from here on as 1501 Re-Development Project. This project shall be a hotel designed and constructed in exact accordance to the existing C2/C3 zoning of the property and the Monroe St. Commercial District Plan. No rezoning or building conditional use approval shall be required as part of this demolition submittal.

A traffic study has been completed and is attatched.

This project will require the existing approximate 20,000 sq. ft. one story commercial buildings, which are non-conforming, structurally deficient, and economically not viable, to be demolished (see photos in plan set). We have conducted meetings with the zoning and planning staff and alderman as required thirty days before the March 19th submittal date to be on the agenda for the May 5th planning commission meeting.

We have also met with alders, neighbors, and respective neighborhood associations.

The schedule for the project anticipates a summer 2008 construction start with completion by summer of 2009.

The Project development team includes the following individuals and firms:

Contact Developer: Robert and Debra Sieger
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Architect/Contact: Sieger Architecture
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Traffic Consultant: John Lichtenheld
Schrieber/Anderson Associates Inc.
717 John Nolen Dr.
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Signed: Date:

Robert Sieger 3.19.08

MEMORANDUM

Date: 2/25/08

To: Mr. Bob Sieger
Sieger Architects
1501 Monroe Street
Madison, WI 53711

From: John Lichtenheld
Project: 1501 Redevelopment
SAA #: 2308

Landscape Architecture
Urban Design
Community Planning
Civil Engineering

Re: 1501 Redevelopment

We have reviewed the redevelopment of the proposed property in the southeast corner of Regent and Monroe Street. The current development includes a split level building housing a bar, architectural firm, pizzeria, and additional retail and office space. There is a total of 6,800 square feet of office space, 8,300 of restaurant /bar space, and another 5,500 square feet of retail/office space. The current buildings occupy approximately .44 acres with 42 spaces of parking. (**Figure 1**).

The proposed redevelopment includes a 49 room hotel with a total of 66 parking spaces. Of the total spaces, 39 will be available at grade off of the existing alley with an additional 27 parking spaces below grade. Access to the site will be off of an existing alley off of Regent Street and east of Monroe Street. (**Figure 2**).

Because traffic is a concern in this area, we have completed an initial review of the traffic impact of the proposed plan to redevelop this area. Based on the City of Madison 2006 traffic counts, both Regent Street and Monroe Street in the vicinity of the development carry about 15,000 vehicles per day. There is an existing traffic signal at the intersection of Regent and Monroe Street.

Based on ITE (Institute of Transportation Engineers) Trip Generation, 7th Addition, the current mixed use would generate 112 trips during the morning peak hour and 116 trips in the afternoon peak hour when fully occupied. Assuming a reduction in trips of 25% for both internal trips (10%) and mode split (15%), given the proximity of the development to the University of Wisconsin and other activity centers in the area, the estimated net trip generation would be approximately 86 peak hour trips in the morning and 88 in the afternoon. These trip generation rates are shown in **Table 1.**

The redevelopment is estimated to generate 34 trips in the morning peak hour and 35 trips in the evening peak hour as shown in **Table 2.** Hotel peak hour uses are generally later in the morning and mid afternoon which do not coincide with the traditional morning and afternoon peak hours. In addition, the hotel was assumed to be full during these peak hour estimates.

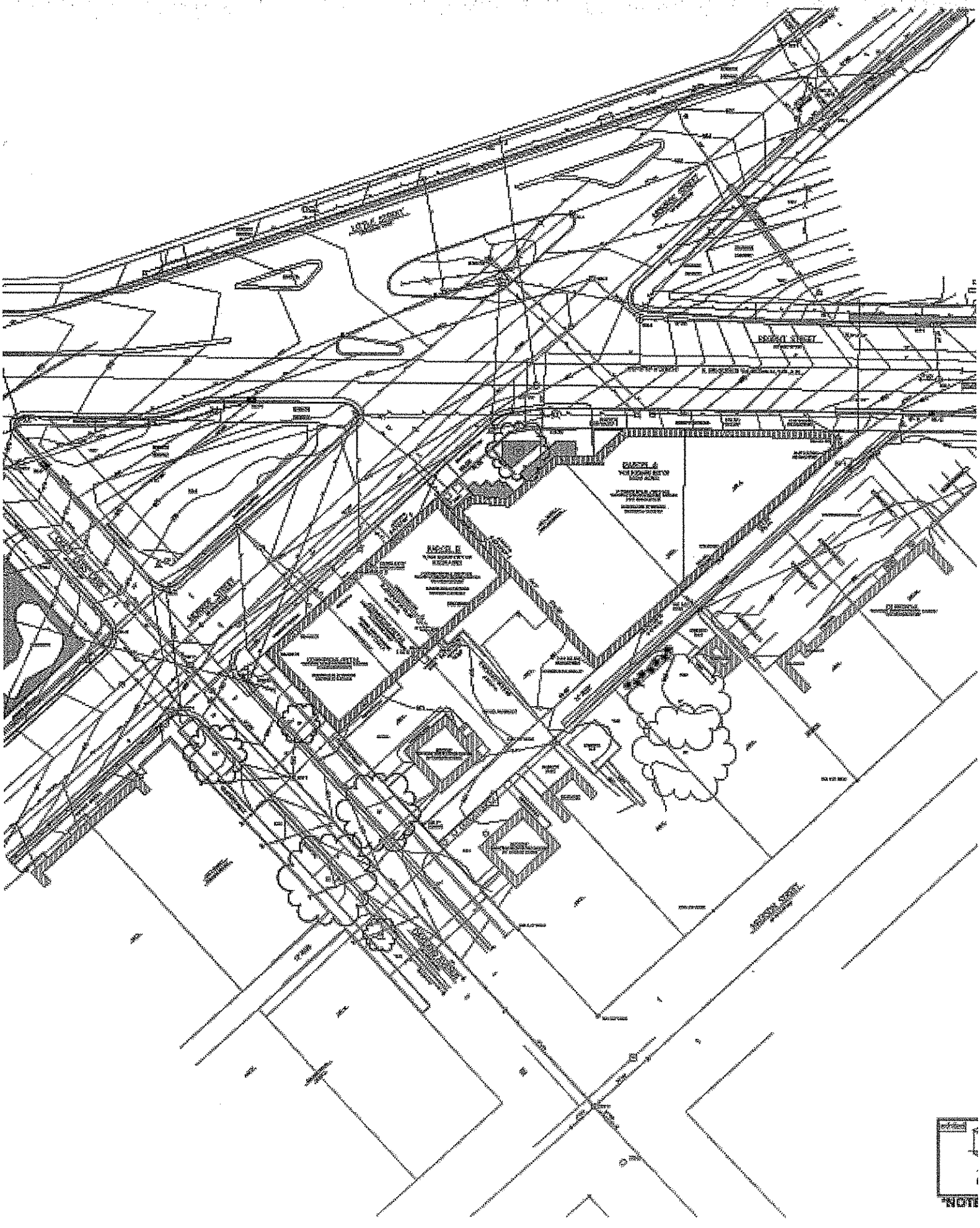
The results indicate that the trip generation from the proposed redevelopment will be approximately 30% of the existing development assuming full occupancy and not accounting for trip reduction during the PM peak hour. Accounting for multi trip and multi modal reduction

would result in an estimated trip reduction in the PM peak hour of approximately 40% of the existing peak hour with full development.

Traffic counts on Regent Street in this location indicate 15,000 daily trips or approximately 1500 trips during the afternoon peak hour. Full development of the existing development of 85 PM peak hour trips accounts for 5.6% of those trips. Reducing the PM peak hour trips from the existing 85 trips to 35 trips with redevelopment results in approximately 50 less trips accessing the site during the peak hour. Assuming all trips access Regent Street, this would result in a decrease in the peak hour traffic on Regent Street of 3.3%.

The following summarizes our findings:

- The proposed redevelopment would generate less traffic than the existing site fully developed. The reduction would conservatively generate less than half the existing potential trips.
- The impact of the trip generation reduction on both Regent and Oakland would result in less traffic on these two streets.
- Given the proposed widening of the northern portion of the alley between Regent and Oakland and the widening of the Regent driveway approach, access to Regent will be improved over existing conditions.
- In order to further discourage traffic "leaking" out onto Oakland instead of Regent, signage could be placed from the hotel parking area restricting right turns onto the alley.
- Left turn restrictions could also be placed on the Regent Street drive during peak hours, but this may not be warranted given the low volume of traffic projected to exit (17 trips) during the PM peak hour.



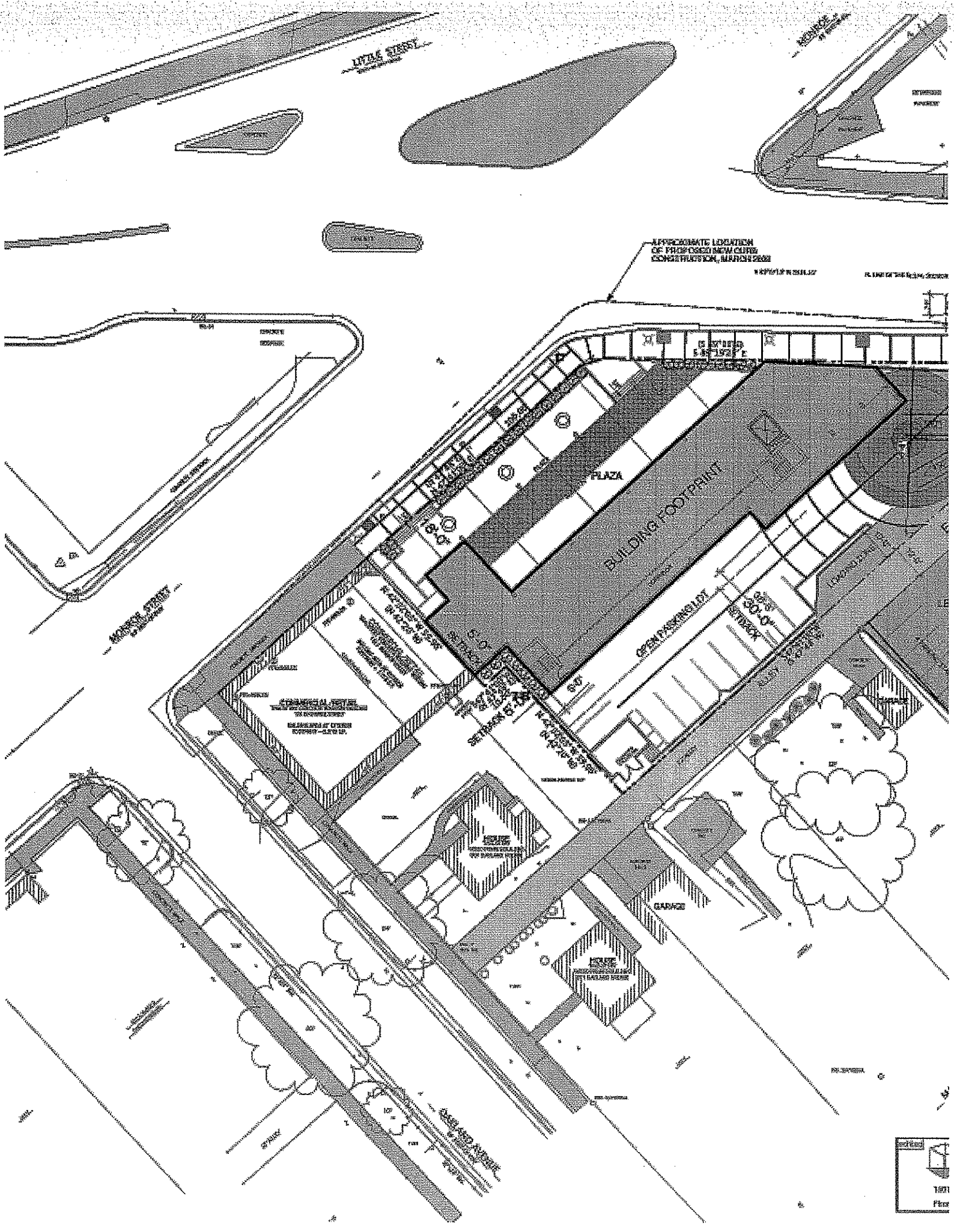

LITTLE STREET
APPROXIMATE LOCATION OF PROPOSED SNOW CURB CONSTRUCTION, MARCH 2022
PLAZA
BUILDING FOOTPRINT
OPEN PARKING LOT
SETBACK
GARAGE
MORRIS STREET

Table 1
CITY OF MADISON 1501 REDEVELOPMENT TRIP GENERATION
Existing 1501-1509 Buildings

Land Use	Peak Hour Trip Generation Rate			AM		PM		SATURDAY	
				IN	OUT	IN	OUT	IN	OUT
Office (Code 710) 6,800 sf	Weekday AM Peak 1.56 trip per 1,000 sf	Weekday PM Peak 1.49 trips per 1,000 sf	Saturday Peak .41 trips per 1,000 sf	88%	12%	17%	83%	54%	46%
Office Generation	11	10	3	9	1	2	8	2	1
Restaurants (Code 932) 8,300 sf	Weekday AM Peak 11.52 trip per 1,000 sf	Weekday PM Peak 10.92 trips per 1000 sf	Saturday Peak 20 trips per 1,000sf	52%	48%	61%	39%	63%	37%
Restaurants Generation	96	91	166	50	46	55	35	105	61
Specialty Retail (Code 814) * 5,500 SF	Weekday AM Peak 1.03 trips per 1,000sf	Weekday PM Peak 2.71 trips per 1,000sf	Saturday Peak 4.97 trips per 1,000sf	61%	39%	44%	56%	48%	52%
Retail Generation	6	15	27	3	2	7	8	13	14
Total Trips Generated	112	116	196	63	49	64	52	119	77
Internally Captured (10%)	11	12	20	6	5	6	5	12	8
Net External Trips	101	104	177	56	44	57	47	107	69
(15%) Alternate Modes	15	16	26	8	7	9	7	16	10
Net External Vehicle Trips	86	88	150	48	38	49	40	91	59
Pass-By Trips	0	0	0	0	0	0	0	0	0
Total New Trips on Adjacent Street	86	88	150	48	38	49	40	91	59

Source: ITE Trip Generation, 7th Edition, 2003.

2/25/2008

**Shopping Center trip generation(Code 820) rates were used for AM and Saturday Peak Hour since they are not available for Specialy Retail*

Internal Capture: 25% PM Peak, Saturday 25%. Assumed due to the proximity to UW campus

Table 2

CITY OF MADISON 1501 REDEVELOPMENT TRIP GENERATION

Proposed Development

Land Use	Peak Hour Trip Generation Rate			AM		PM		SATURDAY	
				IN	OUT	IN	OUT	IN	OUT
Hotel (Code 310) 50 Rooms	Weekday AM Peak .67 trips per Room	Weekday PM Peak .70 trips per Room	Saturday Peak .87 trips per Room	58%	42%	49%	51%	50%	50%
Hotel Generation	34	35	44	19	14	17	18	22	22
Total Trips Generated	34	35	44	19	14	17	18	22	22
Internally Captured	0	0	0	0	0	0	0	0	0
Net External Trips	34	35	44	19	14	17	18	22	22
(0%) Alternate Modes	0	0	0	0	0	0	0	0	0
Net External Vehicle Trips	34	35	44	19	14	17	17	21	21
Pass-By Trips	0	0	0	0	0	0	0	0	0
Total New Trips on Adjacent Street	34	35	44	19	14	17	17	21	21

Source: ITE Trip Generation, 7th Edition, 2003.

2/25/2008