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Wednesday, February 8, 2017

Tim Parks
City of Madison
Department of Planning & Community & Economic Development
215 Martin Luther King, Jr. Blvd
Madison, WI 53701

RE: Letter of Intent: Conditional Use
HotelRED
1501 Monroe Street
Madison, WI 53711

Dear Mr. Parks,

Please accept this Letter of Intent, application and attachments as our formal request for a Conditional Use review and approval by the City of Madison for the HotelRED Revitalization and Expansion project detailed below.

Project Name: HotelRED Revitalization and Expansion
1501 Monroe Street
Madison, WI 53711

Applicant/Developer: Red Hospitality LLC
Mike Erikson, Owner
1501 Monroe Street
Madison, WI 53711
Phone: (608) 819-8228
E-Mail: Merikson@hotelred.com

ARCHITECTURE
ENGINEERING
INTERIOR DESIGN

Architect: Strang, Inc.
Peter Tan
6411 Mineral Point Road
Madison WI 53705
Phone: 608-276-9200
E-Mail: ptan@strang-inc.com

Project Overview

The project involves the addition of 4 floors to the existing 4 story HotelRED building. 53-57 rooms will be added to the existing 48, bringing the total up to 105 rooms. We are seeking conditional use approval for proposed height, which exceeds the maximum height of 3 stories in the TSS Zoning district, and for a proposed outdoor eating area on the 8th floor. Our intent is to carefully design the addition so that it would continue to fit in with the neighborhood context and the existing structure. Our commitment to being a long-term part of the community and a valuable resource for the neighborhood.



Hours of Operation

Hotel: 24 hours/day, 365 days/year

Restaurant and Banquet Rooms on First Floor: Sunday -Thursday 7am – 10 pm; Friday-Saturday 7am-Midnight.

Lounge on 8th Floor: 7am – 12am (Outdoor areas will close at 11pm)

Building Square Footage

- Lower level – existing 1,362 sf
- Upper level – existing 1,397 sf, new 120 sf, total 1,517 sf
- First floor – existing 8,629 sf, new 380 sf, total 9,309 sf
- Second floor – existing 9,761 sf, new 220 sf, total 9,981 sf
- Third floor – existing 9,435 sf, new 220 sf, total 9,655 sf
- Fourth floor – existing 9,283 sf, new 220 sf, total 9,503 sf
- Fifth floor – new 9,210 sf
- Sixth floor – new 9,210 sf
- Seventh floor – new 9,210 sf
- Eighth floor – 7,680 sf

- Total – 76,637 sf

Auto and Bike Parking

The project proposes adding the necessary additional parking for the site by going to 24-hour valet parking. We have confidence that the proposed parking numbers will work with the expanded facility because the existing parking is more than adequate to serve the existing hotel. Even when HotelRED is fully occupied, the parking facility is not full.

Auto Parking Calculation

- Madison Zoning Code Table 281-3 (28.141(4)(g))
- Restaurant: 15% of capacity of persons:
 - 80 persons x 0.15 = 12 stalls
- Hotel: 0.75 of rooms
 - 104 rooms x 0.75 = 78 stalls
- Total Required Parking:
 - 90 Stalls
- Total Proposed Parking = 78+(12 on triangle lot) = 90



Bike Parking Calculation

- Restaurant: 5% of capacity of persons:
 - 80 persons x 0.05 = 4 stalls
- Hotel: 0.10 of rooms
 - 104 rooms x 0.10 = 11 stalls
- Total Required bike stalls:
 - 15 Stalls
- Total Proposed bike stalls = 22 stalls (14 existing and 8 new)

Lot Coverage & Usable Open Space Calculations

- Existing site area = 19,515 sf
- Existing building footprint = 8,629 sf
- New additional building footprint = 380 sf
- Total new building footprint = 9,309 sf
- $9,309/19,515 = 47.7\%$ lot coverage and 52.3% open space

Why the Proposed Outdoor Eating Area Meets the Approval Standards for Conditional Uses as outlined in Sec. 28.183(5)(b)5.:

Overview

The new outdoor eating areas located on the 8th floor of the hotel will serve as an additional amenity for our hotel guests and the neighborhood. Everyday usage for both spaces include a lounge, limited food and beverage service and hosting of hotel and corporate events. The two outdoor spaces consist of a larger rooftop garden (1480 square feet and a capacity of 99 persons) and a smaller triangle balcony (165 square feet and a capacity of 11 persons). The outdoor areas have been designed and located such that they face to the north, away from the neighborhood to the south. As a result, they will not diminish the uses, values and enjoyment of other properties in the neighborhood.

Larger Rooftop Garden

The larger rooftop garden will consist of outdoor restaurant tables with seating. The rest of the space will consist of an urban garden with local landscaping. There also will be an overhead canopy over a small section. All guest will enter and exit the space through a hallway door or through the main indoor lounge. The hours of operation will be 7am to 10pm Sunday to Thursday and 7am to midnight on Friday and Saturday. A limited food and beverage menu will be served on the rooftop through the indoor bar.

Triangle Section

The triangle section will consist of 3 high top outdoor café tables with a total seating capacity of 8. All guest will enter though the indoor lounge. The hours of service and food and beverage menus are the same as the rooftop garden.

Compliance with Regulatory requirements and Conditional Use Standards

All outdoor areas will comply with the Uniform Operating Conditions for all Camp Randall special events.



Why this Project Meets the Approval Standards for Conditional Uses as outlined in Sec. 28.183(5)(b)5.:

A Neighborhood Resource

This project involves enhancing & revitalizing an already established & respected neighborhood resource. With this project, HotelRED is reinvesting in the neighborhood. We are bringing more jobs of all levels to the community, and expanding the tax base of our community. The revitalization and expansion of HotelRED will result in increasing the number of visitors to the local neighborhood businesses. This project follows through with the neighborhood design standards, with an urban rooftop garden space on 8th floor. The lounge on the 8th floor will result in improved flexible meeting and event space for guests and the neighborhood. This lounge, which will be made available for neighborhood use will be an excellent meeting space with incredible views of the Capitol and Camp Randall.

Site & Context: Relationship to Madison's Urban Fabric

The site of HotelRED is a crucial cornerstone of a vital intersection in the city of Madison. This project is a continuation of an existing use with minimal effect on existing traffic patterns. The expanded hotel, together with the UIW Field House, creates a gateway into and out of Downtown Madison. The proposed increased height of the hotel enables it to match the scale of the UW Field House, and enhances the definition of a possible piazza between the two buildings as proposed in the Greenbush Vilas Revitalization Project. The façade increases in transparency as it goes up, reducing the perceived mass of the building.

Massing & Proportion:

- The Façade is articulated by stepping back portions of the façade, with vertical divisions using different textures and materials.
- The Roof line is stepped back at the top floor into roof terraces and different roof heights.
- The rhythm of the existing building elevation is reflected in the addition.

Scale and Proportion:

- The addition improves the proportion of the existing building by creating a more elegant composition of Base, Shaft and Capital on the elevations.
- The massing of the building steps back as it goes up. The 8th floor steps back to create a roof Urban space.
- The building is designed as a 4-sided building, recognizing that the façade facing the neighborhood is an important one.

Existing Exterior Materials: Classic high quality materials that reinforce a clean modern design:

- Brick relating to existing shophouses.
- Well-crafted Board Formed Concrete.
- Storefront window system.
- EIFS on upper portions to maintain continuity with existing design.

Proposed Exterior Materials

- Brick to warm up the exterior.
- Architectural Precast Concrete with vertical & horizontal articulation.
- Red Glass to warm up the exterior.
- Transparency of materials creates a lighter, more elegant, less imposing building on the neighborhood.
- Glass elevator & the transparency of the 8th floor event space façade communicates an open & welcoming character.
- EIFS is used sparingly where appropriate



Summary of the Benefits of the Project:

- Enhancing & revitalizing an already established & respected neighborhood resource
- Reinvesting in the neighborhood
- Bringing more jobs of all levels to the community
- Expanding the tax base of our community
- Increasing visitors to the local neighborhood
- Continued commitment of HotelRED to sustainability & workforce diversity
- Improved flexible meeting & event space for guests & neighborhood
- Rooftop lounge with incredible views of the Capitol and Camp Randall
- Creating a gateway into and out of Downtown Madison at a crucial corner node
- Enhances the definition of a possible piazza between the Field House and HotelRED

If there are any questions on the above information or explanations please feel free to contact me. Thank you very much for your assistance with this zoning application.

Sincerely,

STRANG, INC.

Peter Tan, AIA, NCARB, LEED AP
Executive Vice President/Chief Design Officer