



17 June 2008

Urban Design Commission
Chair: Lou Host-Jablonski
215 MLKJ Blvd., Suite LL100
Madison, WI 53703

Madison Plan Commission
215 Martin Luther King Jr. Blvd., Room LL-100
P.O. Box 2985
Madison, WI 53701-2985

RE: Consideration of Land Use for Mixed-Use Development at 822-844 John Nolen Drive

Dear Commissions:

Consideration is being requested for Plan Commission Zoning Approval for a mixed-use development along the John Nolen Drive corridor. The development site is located in the John Nolen Drive Urban Design District, and is bordered to the north and south by Lake Monona and John Nolen Drive, and to the east and west by Pertzborn Plumbing and commercial office space. The proposed development consists of an **aloft** Hotel and a Fratellos Waterfront Restaurant.

The **aloft** Hotel is the latest vision of the award winning Starwood Hotel Group. Starwood Hotels & Resorts Worldwide, Inc. is one of the leading hotel and leisure companies in the world with approximately 890 properties in more than 100 countries and 145,000 employees at its owned and managed properties. Starwood® Hotels is a fully integrated owner, operator and franchisor of hotels and resorts with the following internationally renowned brands: St. Regis®, The Luxury Collection®, W®, Westin®, Le Méridien®, Sheraton®, Four Points® by Sheraton, Aloft(SM), and Element(SM). Infused with the DNA of W Hotels, **aloft** is a new destination sensation featuring loft-inspired design, accessible technology and a stylish urban attitude.

The **aloft** Hotel will deliver a global differentiated lifestyle brand that reflects the needs of our customers; offering a reinvention of the travel experience featuring affordable, quality products and services with a focus on design accessible technology, and comfort and convenience. The Madison **aloft** is a 136 room hotel, with the majority of rooms having lake views. Environmentally, aloft will include dedicated parking for hybrid vehicles, underground parking, a green roof, a covered rooftop lounge and a “backyard patio.”

Fratellos Waterfront Restaurant & Brewery is a Wisconsin based restaurant, with locations in Oshkosh, Appleton, Green Bay and Milwaukee. Operated by the 40 year old privately owned Supple Group the Fratellos Waterfront Concept was originally established in 1995, and has grown to be a destination restaurant throughout all of its Wisconsin locations. Fratellos features a signature menu, award winning wine list and handcrafted beers from its own brewery, Fox River Brewing Company. The Madison Fratellos is oriented to provide dining room views of Lake Monona. A seasonal outdoor patio will also overlook the waterfront.

The proposed development is a 4.23 acre site. The proposed buildings are located and oriented to maximize lake views and the proximity to the lake. An urban corridor organizes the **aloft** and Fratellos along the west (front) façade. A dedicated pedestrian connection links **aloft** and Fratellos to the pedestrian/bicycle path which passes to the west of the site. Other site amenities include bicycle parking, underground parking, site lighting, landscaping, urban design and stormwater management features.

We are requesting from the Plan Commission, conditional use for the Hotel, Restaurant & Brewery and outdoor bar, dining and seating areas. We have previously conferenced with the Urban Design Commission, and have received positive support from the UDC.

Thank you for your consideration.

Regards,

Jay P. Supple

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