

**From:** Hans Borcharding  
**Sent:** Monday, August 14, 2017 10:15 AM  
**To:** Parks, Timothy  
**Cc:** Hans Borcharding  
**Subject:** Hotel Red expansion--Please make copies for Planning Commission members for tonights meeting

Dear Planning Commission

I am writing you to express my strong opposition to the expansion of Hotel Red for the following reasons.

The existing building as built is inconsistent with the Monroe Street Commercial District Plan. It does not match the character of the street in any imaginable way. In addition it was granted a bonus story when originally constructed as the capstone to the intersection of Monroe and Regent St. Now Hotel Red is encouraged to resubmit their building plans with the idea of receiving multiple bonus stories. How can a building receive 4 bonus stories in a decade? How many more will they receive in the future? Is this the president we want to set for the rest of Monroe Street going forward?

The neighborhood was reassured there would be no future expansion of this building when it was originally approved. This is the second expansion request in less than six months that was encouraged by the city. I guess this type of reassurance does not matter when it is related to development and increasing the cities tax base. Very disappointing!!

The proposed rooftop garden / banquet hall will shower noise into the neighborhood all hours of the day, subjecting neighbors to noise from diners to drunken partiers. The space will operate as a private beer garden on football game days.

The approved original city plan for Hotel Red deliberately tried to minimize the impact of hotel guests and noise on the adjacent neighborhood, This is no longer happening with additional balconies and operable windows facing the neighborhood. There will be less options and over site for controlling noise and other alcohol related problems as the hotel operates under different rules and will have less regulation than the bars.

The idea everyone in the Vilas neighborhood knew about the Hotel Red expansion plan and approved of it is wrong. Our alder has been remarkably silent on posting upcoming hotel meetings. The Vilas Neighborhood Board "does not meet in summer and chose not take up the issue, yet "everyone is in favor of the project" The one neighborhood meeting in June was cut short after the presentation, dramatically limiting the time for those in opposition to voice their opinions against this project creating the appearance that no one was opposed. There were only a dozen people at the meeting because most of the residents were unaware it was taking place.

General lack of information about this project and an attempt to get the Vilas community involved in this discussion was missing. Traditionally the alder gives

updates to the community on meetings and events related to development.  
There was almost complete silence related to this development. We heard more about the bus stops on Monroe street than the Hotel Red project.

I am very opposed to the expansion of Hotel Red for the previously stated reasons and believe the planning commission should follow the rules they have previously approved related to this project. Everything development related seems to be run though as an "exception". This should not be the way this city should operate.

Looking out the back of our house we already see the building standing above the trees (see attached photo). Adding three additional stories will exacerbate the situation blocking our view to the west and the evening sun.

Thank You

Hans & Carol Borcharding

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