



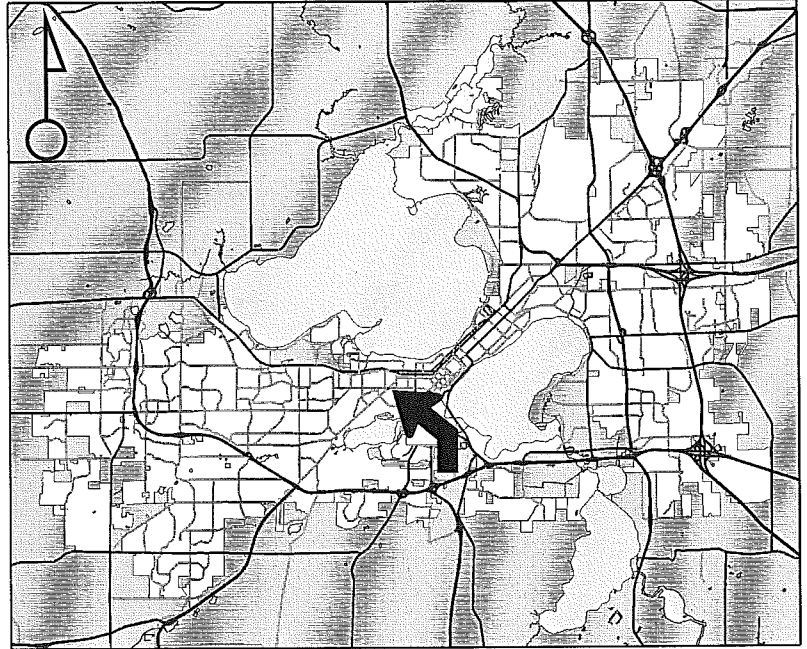
Location
1501 Monroe Street

Applicant
Michael Erikson – Red Hospitality, LLC/
Jason Ilstrup – HotelRED

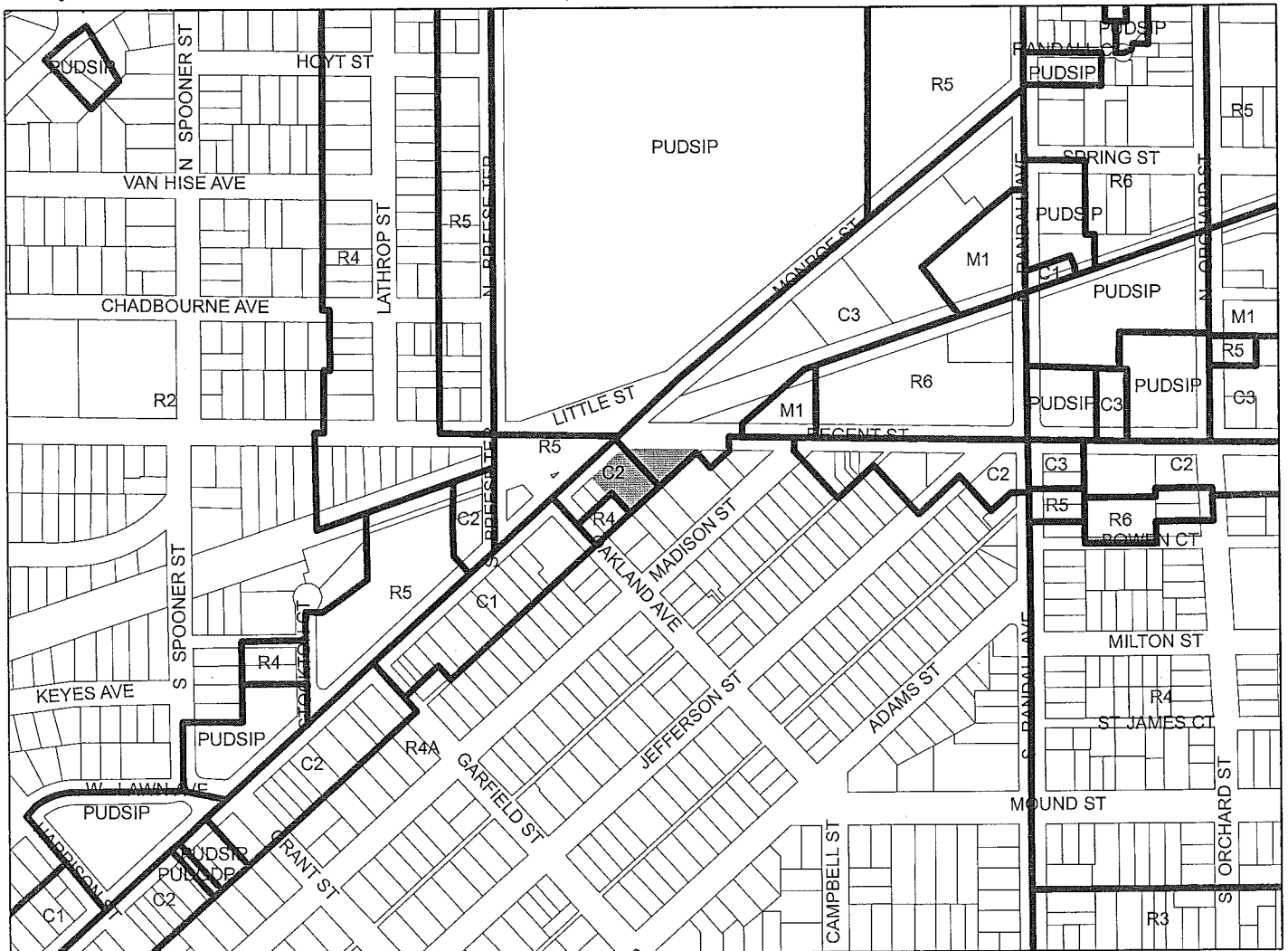
Existing Use
Hotel Red

Proposed Use
Modify the restrictive covenants for
Hotel Red and approve an outdoor
eating area and beer garden

Public Hearing Date
Plan Commission
17 October 2011

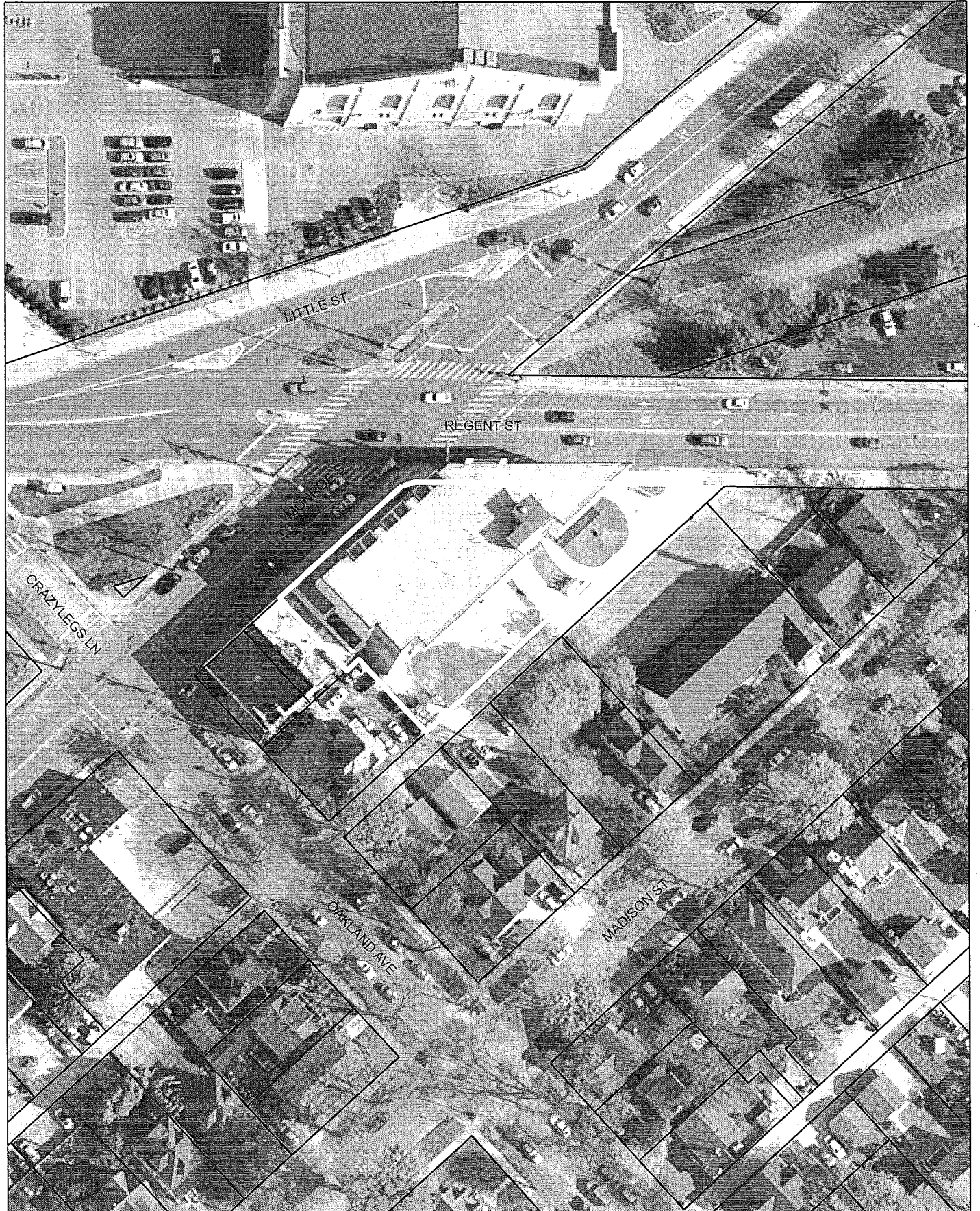


For Questions Contact: Tim Parks at: 261-9632 or tparks@cityofmadison.com or City Planning at 266-4635



Scale : 1" = 400'

City of Madison, Planning Division : RPJ : Date : 03 October 2011



Date of Aerial Photography : Spring 2010



LAND USE APPLICATION Madison Plan Commission

215 Martin Luther King Jr. Blvd; Room LL-100
PO Box 2985; Madison, Wisconsin 53701-2985
Phone: 608.266.4635 | Facsimile: 608.267.8739

- The following information is required for all applications for Plan Commission review except subdivisions or land divisions, which should be filed with the Subdivision Application.
- Before filing your application, please review the information regarding the **LOBBYING ORDINANCE** on the first page.
- Please read all pages of the application completely and fill in all required fields.
- This application form may also be completed online at www.cityofmadison.com/planning/plan.html
- All Land Use Applications should be filed directly with the Zoning Administrator.

FOR OFFICE USE ONLY:	
Amt. Paid	550 Receipt No. 124547
Date Received	9/2/11
Received By	PDA
Parcel No.	0709-224-0615-7
Aldermanic District	B SOB ELLINGSON
GQ	EXIST. CIV.
Zoning District	C2/C3
For Complete Submittal	
Application	Letter of Intent <input checked="" type="checkbox"/>
IDUP	Legal Descript. <input type="checkbox"/>
Plan Sets	Zoning Text <input type="checkbox"/>
Alder Notification	Waiver <input type="checkbox"/>
Ngbrhd. Assn Not.	Waiver <input type="checkbox"/>
Date Sign Issued	<input type="checkbox"/>

1. Project Address: 1501 Monroe St Project Area in Acres: _____

Project Title (if any): HotelRED

2. This is an application for:

Zoning Map Amendment (check the appropriate box(es) in only one of the columns below)	
<input type="checkbox"/> Rezoning to a Non-PUD or PCD Zoning Dist.: Existing Zoning: _____ to _____ Proposed Zoning (ex: R1, R2T, C3): _____	<input type="checkbox"/> Rezoning to or Amendment of a PUD or PCD District: <input type="checkbox"/> Ex. Zoning: _____ to PUD/PCD-GDP <input type="checkbox"/> Ex. Zoning: _____ to PUD/PCD-SIP <input type="checkbox"/> Amended Gen. Dev. <input type="checkbox"/> Amended Spec. Imp. Plan
<input checked="" type="checkbox"/> Conditional Use	<input type="checkbox"/> Demolition Permit
<input type="checkbox"/> Other Requests (Specify): _____	

3. Applicant, Agent & Property Owner Information:

Applicant's Name: Michael Erikson Company: Red Hospitality LLC
 Street Address: 1501 Monroe St City/State: Madison WI Zip: 53711
 Telephone: (415) 425-3812 Fax: () Email: merikson@hotelred.com

Project Contact Person: Jason Ilstrup - GM Company: HotelRED
 Street Address: 1501 Monroe St. City/State: Madison WI Zip: 53711
 Telephone: (608) 819-8288 Fax: () Email: gm@hotelred.com

Property Owner (if not applicant): _____
 Street Address: _____ City/State: _____ Zip: _____

4. Project Information:

Provide a brief description of the project and all proposed uses of the site: 48 room luxury boutique hotel -
We are proposing outdoor cafe seating & lounge area for our guests

Development Schedule: Commencement N/A Completion ASAP

5. Required Submittals:

- Plans** submitted as follows below and depicts all lot lines; existing, altered, demolished or proposed buildings; parking areas and driveways; sidewalks; location of any new signs; existing and proposed utility locations; building elevations and floor plans; landscaping, and a development schedule describing pertinent project details:
 - **7 copies** of a full-sized plan set drawn to a scale of one inch equals 20 feet (collated and folded)
 - **7 copies** of the plan set reduced to fit onto 11 inch by 17 inch paper (collated, stapled and folded)
 - **1 copy** of the plan set reduced to fit onto 8 1/2 inch by 11 inch paper
- Letter of Intent (12 copies):** describing this application in detail including, but not limited to: existing conditions and uses of the property; development schedule for the project; names of persons involved (contractor, architect, landscaper, business manager, etc.); types of businesses; number of employees; hours of operation; square footage or acreage of the site; number of dwelling units; sale or rental price range for dwelling units; gross square footage of building(s); number of parking stalls, etc.
- Legal Description of Property:** Lot(s) of record or metes and bounds description prepared by a land surveyor. For any application for rezoning, the description must be submitted as an electronic word document via CD or e-mail. For applications proposing rezoning to more than one district, a separate description of each district shall be submitted.
- Filing Fee: \$550** See the fee schedule on the application cover page. Make checks payable to: *City Treasurer.*
- Electronic Submittal:** All applicants are required to submit copies of all items submitted in hard copy with their application (including this application form, the letter of intent, complete plan sets and elevations, etc.) as Adobe Acrobat PDF files on a non-returnable CD to be included with their application materials, or in an e-mail sent to pcapplications@cityofmadison.com. The e-mail shall include the name of the project and applicant. Applicants unable to provide the materials electronically should contact the Planning Division at (608) 266-4635 for assistance.

In Addition, The Following Items May Also Be Required With Your Application:

- For any applications proposing demolition or removal of existing buildings, the following items are required:
 - Prior to the filing of an application, the applicant or his/her agent is required to notify a list of interested persons registered with the City **30 or 60 days prior to filing** their application using the online notification tool found at: <https://www.cityofmadison.com/developmentCenter/demolitionNotification/>
 - A photo array (6-12 photos) of the **interior and exterior** of the building(s) to be demolished or removed. A written assessment of the condition of the building(s) to be demolished or removed is highly recommended.
 - Note: A Reuse and Recycling Plan approved by the City's Recycling Coordinator is required prior to issuance of wrecking permits and the start of construction.
- Zoning Text (12 copies):** must accompany Planned Community or Planned Unit Development (PCD/PUD) submittals.

6. Applicant Declarations:

- Conformance with adopted City plans:** Applications shall be in accordance with all adopted City of Madison plans:
 - *The site is located within the limits of _____ Plan, which recommends: _____ for this property.*
- Pre-application Notification:** Section 28.12 of the Zoning Code requires that the applicant notify the district alder and any nearby neighborhood & business associations in writing no later than **30** days prior to filing this request:
 - *List below the Alderperson, Neighborhood Association(s), Business Association(s) AND dates you sent the notices:*

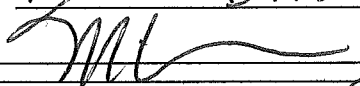
NOTE: If the alder has granted a waiver to this requirement, please attach any such correspondence to this form.

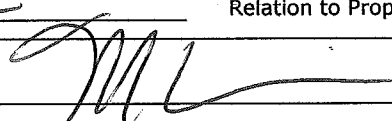
- Pre-application Meeting with staff:** Prior to preparation of this application, the applicant is required to discuss the proposed development and review process with Zoning and Planning Division staff; note staff persons and date.

Planning Staff: BRAD MURPHY Date: _____ Zoning Staff: MATT TOCKEL Date: _____
- Check here if this project will be receiving a public subsidy.** If so, indicate type in your Letter of Intent.

The signer attests that this form is accurately completed and all required materials are submitted:

Printed Name MICHAEL ERIKSON Date 9/3/11

Signature  Relation to Property Owner Owner

Authorizing Signature of Property Owner  Date 9/3/11



Michael Best & Friedrich LLP

Attorneys at Law

One South Pinckney Street

Suite 700

Madison, WI 53703

P.O. Box 1806

Madison, WI 53701-1806

Phone 608.257.3501

Fax 608.283.2275

William F. White

Direct 608.283.2246

Email wfwhite@michaelbest.com

September 7, 2011

Mr. Bradley J. Murphy
Director, Planning Division
Department of Planning and Development
215 Martin Luther King, Jr. Boulevard
Room LL-100
Madison WI 53701-2983

Re: Letter of Intent for Conditional Use Permit Application for
HotelRed, 1501 Monroe Street
Parcel # 079-224-0615-7

Dear Mr. Murphy:

This letter of intent accompanies the Land Use Application submitted this date for two modifications to the land use approvals for HotelRed at 1501 Monroe Street.

1. The first is a Conditional Use Permit for outdoor dining and beverages. Accompanying this letter are drawings showing approximately 400 square feet of enclosed area to allow outside dining and service of alcoholic beverages. Seating will be for approximately 28 people. In addition, an additional 850 square feet special event and reception outdoor seating for approximately 85 people is requested as part of the Conditional Use Permit. A site plan showing these two areas is appended to the Land Use Application.

The outdoor restaurant dining area will be cordoned off by oversized planters and stainless steel barriers. The barriers will be removed for special events to enlarge the seating capacity with entry through the restaurant area and not from the street. Special event seating will be from 3 hours before until 2 hours after the game.

2. Second, certain modifications to the Restrictive Covenants that are recorded against title for HotelRed. Specifically, Applicant requests:

(a) Removal of the requirement for a fitness/spa center from the first floor area;

(b) Allowing food or beverages to be served or consumed on the front patio on Monroe Street;

(c) Adding a meeting or banquet room to the list of first floor allowed uses;

MICHAEL BEST

& FRIEDRICH LLP

Mr. Bradley J. Murphy
September 7, 2011
Page 2

(d) Removal of the requirement for security personnel at the entrance to each guestroom floor, before during and after Camp Randall events, although security personnel will still be required at the hotel entrance doors; and

(e) Allowing the public access to the outside entrance plaza.

A black-lined copy of the proposed Deed Restriction modifications are appended to the Land Use Application.

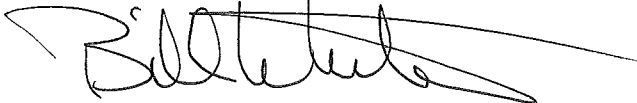
The above changes were approved by the Vilas Neighborhood Association at a meeting held on August 10, 2011.

Alder Sue Ellingson supports the Conditional Use Issuance and Deed Restriction Modifications.

Please let me know if you have any questions.

Sincerely,

MICHAEL BEST & FRIEDRICH LLP



William F. White

cc: Alder Sue Ellingson
Jonathan Standridge, Vilas Neighborhood Assn
Jason Ilstrup
Michael Erikson, Red Hospitality LLC
Mark Woulf, Alcohol Policy Coordinator

029403-0001\9717531.2

Document No.

RESTRICTIVE COVENANT

In re: Lots 1, 2, and 3, Block 1, Oakland Heights, hereinafter Parcel A, and the Northeast 50 feet of the Northwest ½ and the Northeast 40 Feet of the Southeast ½ of Lot 4, Block 1, Oakland Heights, hereinafter Parcel B, all in the City of Madison, Dane County, Wisconsin.

Return to:

William F. White, Esq.
Michael Best & Friedrich LLP
P.O. Box 1801
Madison, WI 53701-1801

Parcel Identification Number:
0709-224-0604-0
0709-224-0602-4

WHEREAS, Wisconsin Avenue Associates, a Wisconsin general partnership, is the owner of the above described Parcel A, and 1509 Monroe Street Partnership, LLP, aka Monroe Street Partnership, a Wisconsin limited liability partnership, is the owner of the above-described Parcel B; and

WHEREAS, Wisconsin Avenue Associates and 1509 Monroe Street Partnership, LLP (“Owners”) applied to the City of Madison for a demolition permit for the existing structures on the Property for redevelopment purposes; and

WHEREAS, the Owners intent to construct a four (4) story, forty-eight (48) room hotel on the Property; and

WHEREAS, the hotel will be constructed in accordance with plans dated April 18, 2008 and approved the Plan Commission on May 5, 2008;

NOW, THEREFORE, the Owners do covenant and declare the following restrictions are for the benefit of the City, shall apply to the Property, shall run with the land, and shall be binding on the Owners, their heirs, successors, assigns, assigns and future owners:

1. The hotel shall have the following amenities:

- A. Conference Facilities, approximately twelve hundred (1,200) square feet, divisible into smaller space sand available to hotel guests, and the general public for private use on a rental basis. Deleted: <#>Fitness/Spa Center, approximately seven hundred (700) square feet available to hotel guests only,¶

- B. Lobby Lounge, area shall have a maximum occupancy of 150 persons unless there is an event booked at the hotel, including but not limited to events with family, friends, or employer; receptions; conferences; vendor shows; or political or other civic events. The Zoning Administrator shall receive notice prior to such events. If licensed by the City and a conditional use permit issued, food or beverages may be served or consumed in the front patio on Monore Street. Food and beverages may be served or consumed on the decks off private rooms. Deleted: and Bakery
Deleted: No
Deleted: shall

- C. The balance of the first floor (Monroe Street level), approximately Nine-two hundred (9,200) square feet, shall be used for office, reception, restroom, meeting or banquet room (Capitol Room) and service purposes. Deleted:
Deleted: any
Deleted: outdoor areas
Deleted: ,
Deleted: except for
Deleted: eighty-five
Deleted: 8
Deleted: 5

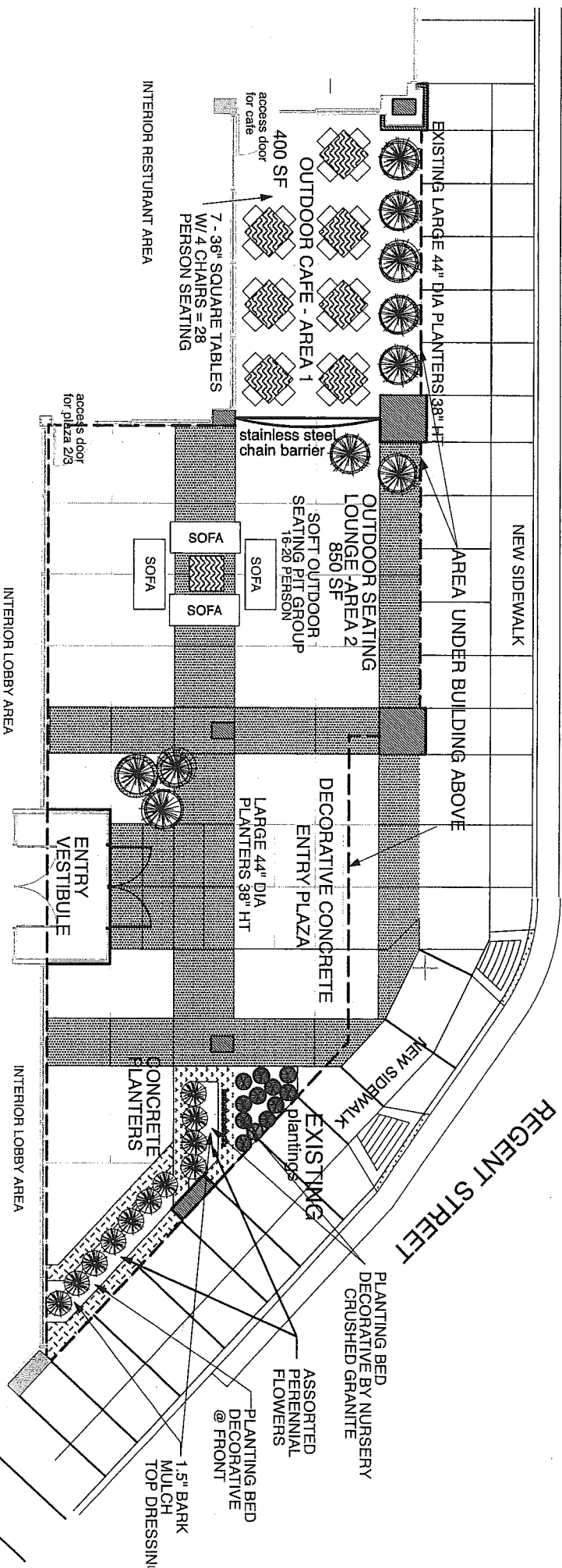
2. The hotel shall have fifty-one (51) on-site parking stalls, including eight (8) tandem stalls that will be available for employee and valet parking.
3. All guest drop-offs, access to parking, and deliveries, shall be from the alley entrance.
4. Traffic signage relating to ingress and egress from the Property shall be as approved by the City Traffic Engineer, including signage from left turn movement from the alley onto Regent Street and signage prohibiting turns southbound from the Property into the alley.
5. The hotel shall operate three hundred sixty-five (365) days a year, twenty-four (24) hours a day.
6. In addition to the above restrictions, the following special policies shall be in force for regular-season Badger Football games, Green Bay Packer football games, all concerts, and other events anticipated to draw participants and attendees in excess of 40,000 persons to Camp Randall Stadium.
 - A. The hotel will provide security personnel at each entry to the hotel, ~~three (3) hours~~ prior to, during, and three (3) hours after these events.
 - B. The Property's ~~parking area,~~ shall be closed to the general public.
 - C. No outdoor performance music or loud speakers shall be permitted on the Property.
7. Management shall monitor guest balconies for safety, occupancy, and disruptive behavior.
8. Any changes to the approved plans or restrictions 1-7 above, or complaints regarding these plans or restrictions shall be subject to the conditional use procedures in Sec. 128.12(11)(h) and (i), Madison General Ordinances.

Deleted: and the entry to each guest room floor,

Deleted: , including the outside entrance plaza and the

MONROE STREET

REGENT STREET



PLAZA/OUTDOOR SEATING PLAN

SCALE 1/8" = 1'0"

HotelRED -1501 Monroe Street

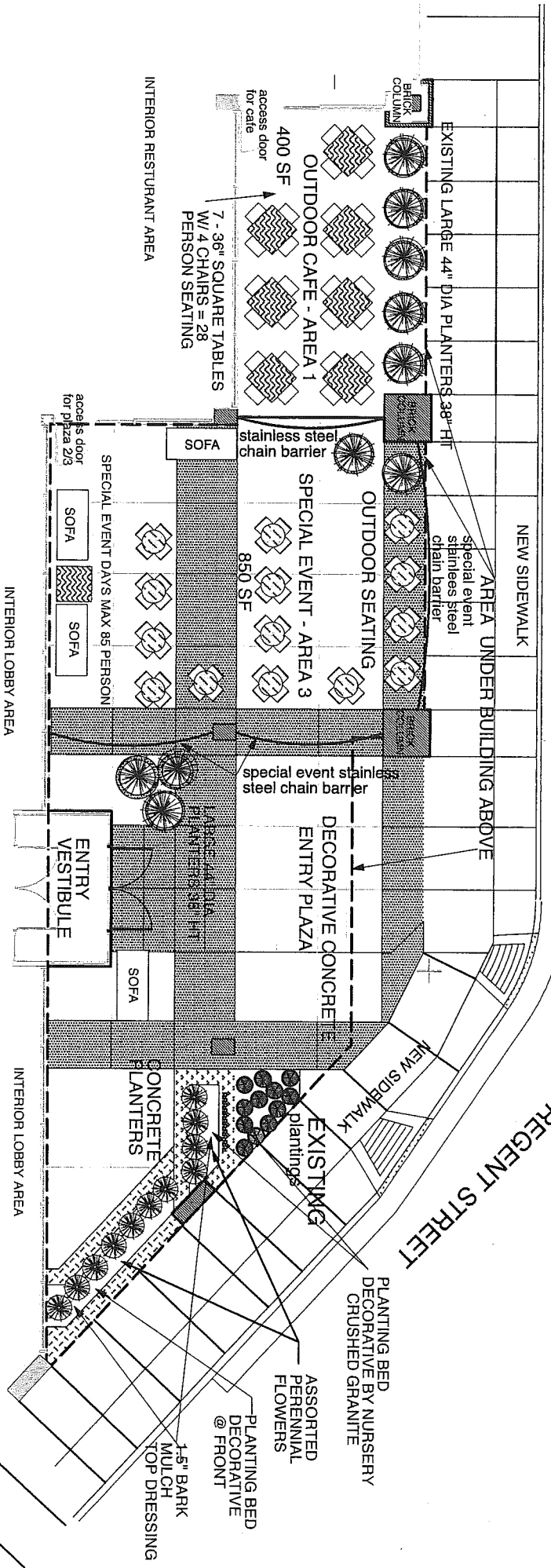
SIEGERArchitects Madison

9/7/11



MONROE STREET

REGENT STREET



SPECIAL EVENT DAY PLAN

PLAZA/OUTDOOR SEATING PLAN

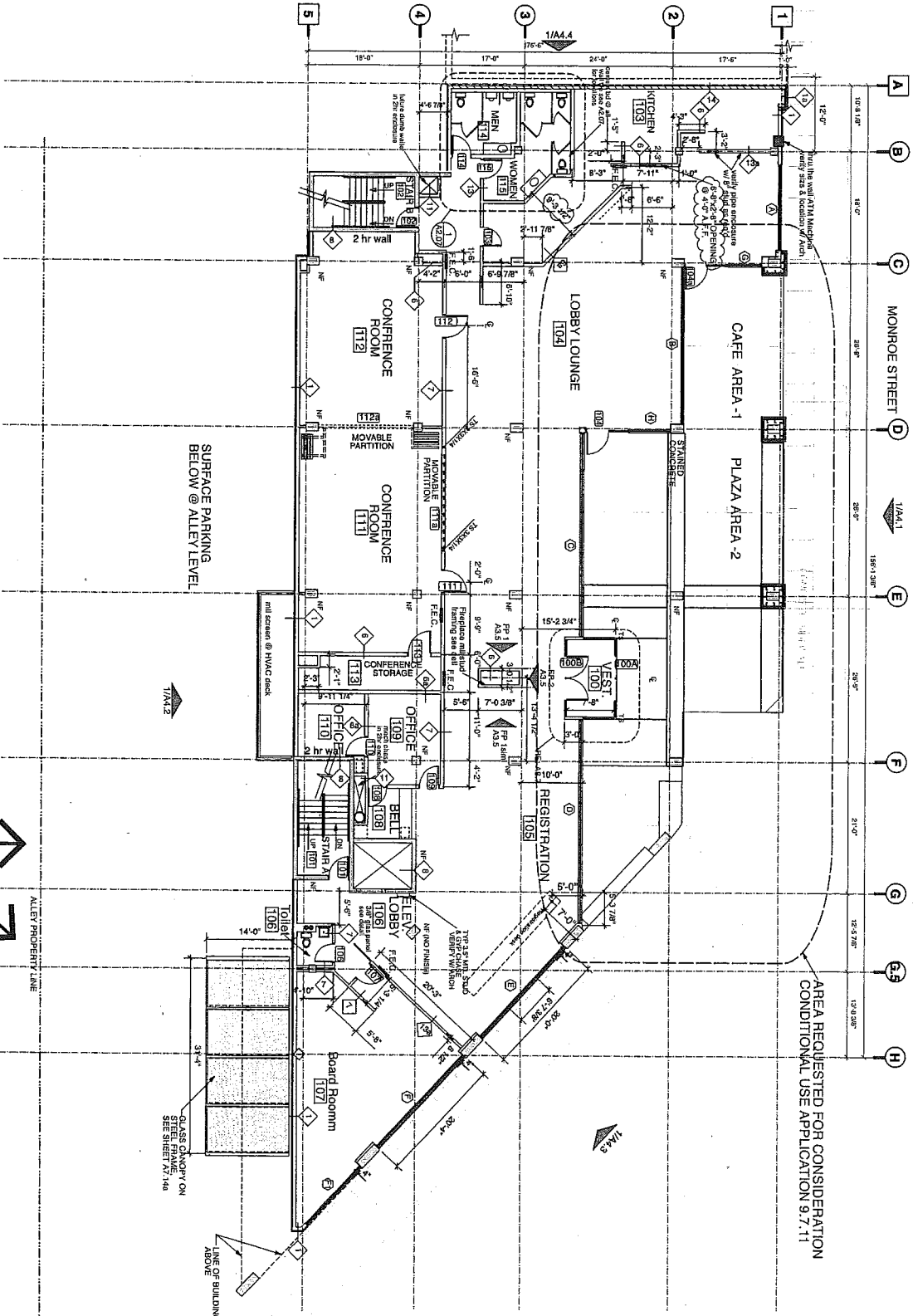
SCALE 1/8" = 1'0"

HotelRED -1501 Monroe Street

SIEGERArchitects Madison

2

9/7/11



FIRST FLOOR PLAN
SCALE: 1/16" = 1' - 0"



GENERAL NOTES

- 1- CONTRACTOR IS RESPONSIBLE FOR REVIEWING ALL DOCUMENTS AND NOTICING ANY DISCREPANCIES PRIOR TO COMMENCEMENT OF WORK.
- 2- CONTRACTOR SHALL COORDINATE ALL PORTIONS OF WORK DESCRIBED IN CONSTRUCTION DOCUMENTS.
- 3- CONTRACTOR SHALL VERIFY AND REPORT TO ARCHITECT ANY WALLS, CEILING, FLOOR, OR MECHANICAL, ELECTRICAL, SPRINKLER, OR OWNER PROVIDED WORK.
- 4- DO NOT SCALE DOCUMENTS; HARD LINE DIMENSIONS SHALL PREVAIL.
- 5- REFER TO ELEVATIONS FOR LOCATION OF EXTENSION CASING.
- 6- FINE PROTECTION SYSTEM TO BE INSTALLED PER WPA 13.
- 7- VERIFY ELEVATOR DIMENSIONS WITH MANUF.
- 8- REFER TO SHEETS A-7.1 - A-7.13 FOR DECK RAILING DETAILS.
- 9- REFER TO SHEETS A-2.1 - A-2.14 FOR GUEST ROOM PLANS.
- 10- REFER TO SHEETS A-2.1 - A-2.14 FOR WINDOW DETAILS.

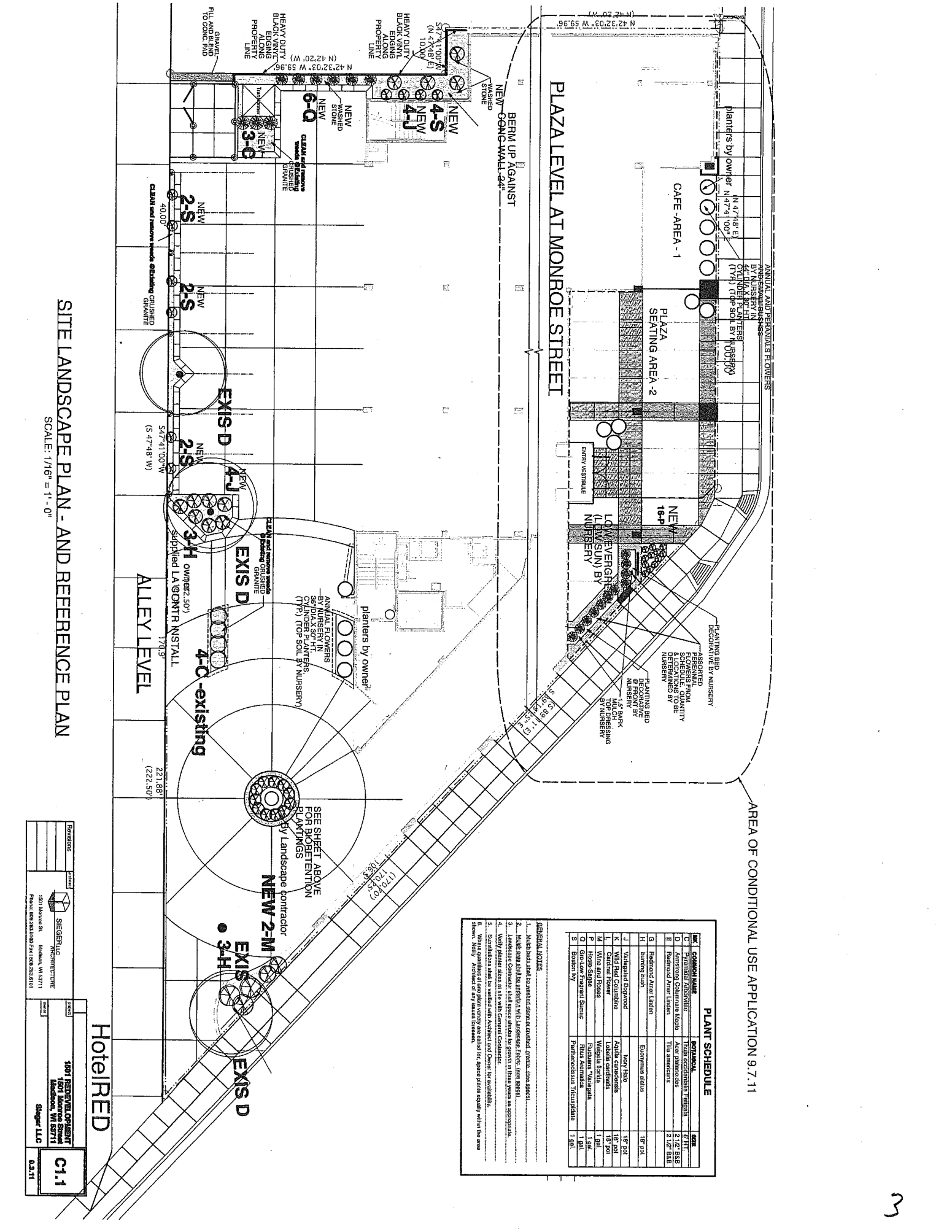
1ST FLOOR COULIN SCHEDULE

COLLIN	WALL	CHAMFER
GRID LOCATION	LOCATION	DETAIL
B-1	2A/7/25	
B-2	2A/7/25	
B-3	2A/7/25	
C-1	4A/7/25	
C-2	5A/7/25	
C-3	6A/7/25	
C-4	7A/7/25	
C-5	8A/7/25	
D-1	10A/7/25	
D-2	10A/7/25	
D-3	10A/7/25	
D-4	10A/7/25	
D-5	10A/7/25	
E-1	10A/7/25	
E-2	10A/7/25	
E-3	10A/7/25	
E-4	10A/7/25	
E-5	10A/7/25	
F-1	11A/7/25	
F-2	11A/7/25	
F-3	11A/7/25	
G-1	2A/7/25	
G-2	2A/7/25	
G-3	2A/7/25	
H-1	2A/7/25	
H-2	2A/7/25	

Revisions	Revisions
6.9.09	2.9.08
5.4.08	3.23.08
3.23.08	3.15.08

1801 RENOVATION
1801 Monroe Street
Madison, WI 53711
Phone: 608.233.8100 Fax: 608.233.8451

HotelRED
FLOOR PLANS
A1.1
SIEGHERLICH ARCHITECTURE
SIEGHERLICH LLC
8.7.11



AREA OF CONDITIONAL USE APPLICATION 9.7.11

PLAZA LEVEL AT MONROE STREET

SITE LANDSCAPE PLAN - AND REFERENCE PLAN

SCALE: 1/16" = 1' - 0"

ITEM	COMMON NAME	BOTANICAL	SIZE
A	Pyramidal Abundant	Thuja occidentalis 'Pyramidalis'	6' H.T.
B	American Columbian Maple	Acer palmatum	2 1/2' B&B
C	Rainford Amer Linden	Tilia americana	2 1/2' B&B
D	Rainford Amer Linden	Tilia americana	2 1/2' B&B
E	Rainford Amer Linden	Tilia americana	2 1/2' B&B
F	Rainford Amer Linden	Tilia americana	2 1/2' B&B
G	Rainford Amer Linden	Tilia americana	2 1/2' B&B
H	Rainford Amer Linden	Tilia americana	2 1/2' B&B
I	Rainford Amer Linden	Tilia americana	2 1/2' B&B
J	Rainford Amer Linden	Tilia americana	2 1/2' B&B
K	Rainford Amer Linden	Tilia americana	2 1/2' B&B
L	Rainford Amer Linden	Tilia americana	2 1/2' B&B
M	Rainford Amer Linden	Tilia americana	2 1/2' B&B
N	Rainford Amer Linden	Tilia americana	2 1/2' B&B
O	Rainford Amer Linden	Tilia americana	2 1/2' B&B
P	Rainford Amer Linden	Tilia americana	2 1/2' B&B
Q	Rainford Amer Linden	Tilia americana	2 1/2' B&B
R	Rainford Amer Linden	Tilia americana	2 1/2' B&B
S	Rainford Amer Linden	Tilia americana	2 1/2' B&B

- GENERAL NOTES**
1. Which beds shall be washed stone or crushed granite, stone chips.
 2. Multiple items shall be installed with landscape fabric, clear gravel.
 3. Landscape Contractor shall space plants for growth in these years as appropriate.
 4. Verify planter sizes at site with General Contractor.
 5. Specifications shall be verified with Architect and Owner for suitability.
 6. Where quantities of one plant variety are called for, same plants equally within the row shown. Notify Architect of any issues (overrun).

Revised	1/11/11	1/11/11	1/11/11
Drawn	1/11/11	1/11/11	1/11/11
Checked	1/11/11	1/11/11	1/11/11
Approved	1/11/11	1/11/11	1/11/11
Project	1601 REDTERRACE PLAZA 1601 Monroe Street Madison, WI 53711		
Client	HotelRED		
Scale	1/16" = 1' - 0"		
Sheet	C1.1		
Author	Sieger LLC		
Date	03/11		