

City of Madison

Proposed Conditional Use

Location 822-844 John Nolen Drive

Project Name aloft Hotel/Fratellos Restaurant

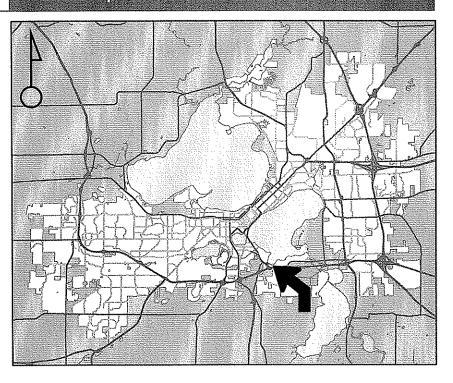
Applicant

Jay P. Supple - Supple Group/ Chris Thiel - Schreiber Anderson Assoc

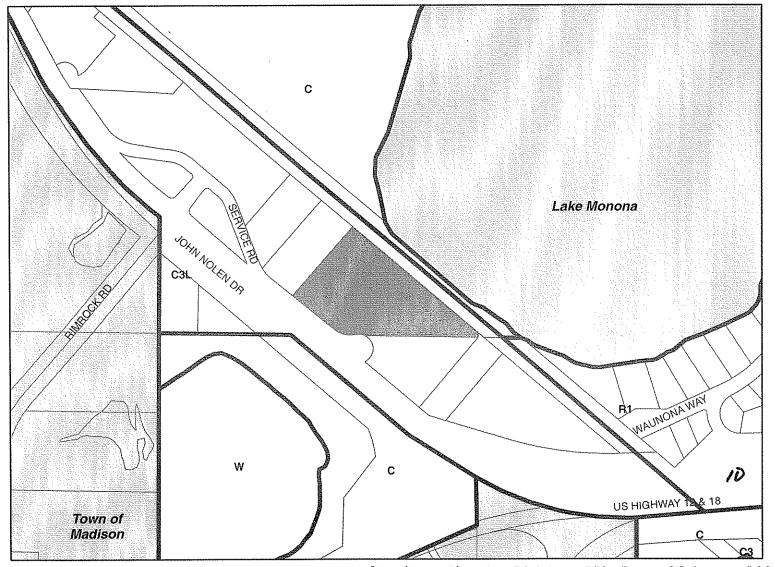
Existing Use Vacant Land

Proposed Use Construct Hotel and Restaurant over 40,000 Square Feet w/ Outdoor Eating Area

Public Hearing Date Plan Commission 18 August 2008



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 : 06 August 2008



Date of Aerial Photography: April 2007

 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 application Plan Commission review. Please read all pages of the application complete fill in all required fields. This application form may also be completed onling www.cityofmadison.com/planning/plan.html All zoning application packages should be filed digith the Zoning Administrator's desk. All applications will be reviewed against the application application be approved. 	If y and Some points of the state of the sta
4 Project Address 822-844 John Nolen Drive	Project Area in Acres: 4.23
aloft hatal / Eratallas Past	
Project Title (if any):	auran
2. This is an application for: (check at least one)
Zoning Map Amendment (check only ONE box be	elow for rezoning and fill in the blanks accordingly)
Rezoning from to	Rezoning from to PUD/ PCD—SIP
Rezoning from to PUD/ PCD—G	DP Rezoning from PUD/PCD—GDP to PUD/PCD—SIP
Conditional Use Demolition Permit	Other Requests (Specify):
3. Applicant, Agent & Property Owner Inform	nation:
Applicant's Name: Jay P. Supple	Company: Supple Group
Street Address: 1621 Congress Avenue	City/State: Oshkosh, WI Zip: 54901
Telephone: (920) 232.2334 Fax: (920) 232.9	
Project Contact Person: Christopher Thiel	Company: Schreiber/Anderson Associates
Project Contact Person: Offistophier Thiel Street Address: 717 John Nolen Drive	City/State: Madison, WI Zip: 53713
Telephone: (608) 255-0800 Fax: (608) 255-	Litton, The Control of the Control o
Property Owner (if not applicant):	
Street Address:	City/State: Zip:
4. Project Information: Provide a general description of the project and all prohotel and restaurant development on Lake Monona an	
Development Schedule: Commencement September	er 2008 Completion March 2009 CONTINUE→

5.	Required Submittals:	
X	Site Plans submitted as follows below and depicts all lot lines; existing, altered, demolished or proper areas and driveways; sidewalks; location of any new signs; existing and proposed utility locations; landscaping, and a development schedule describing pertinent project details:	
	• Seven (7) copies of a full-sized plan set drawn to a scale of one inch equals 20 feet (collated a	ind folded)
	• Seven (7) copies of the plan set reduced to fit onto 11 inch by 17 inch paper (collated, stapled	and folded)
	• One (1) copy of the plan set reduced to fit onto 8 ½ inch by 11 inch paper	
X	Letter of Intent: Twelve (12) copies describing this application in detail but not limited to, including and uses of the property; development schedule for the project; names of persons involved landscaper, business manager, etc.); types of businesses; number of employees; hours of operations of the site; number of dwelling units; sale or rental price range for dwelling units; grabulding(s); number of parking stalls, etc.	(contractor, architect, ion; square footage or
X	Legal Description of Property: Lot(s) of record or metes and bounds description prepared by	land surveyor.
X	HOO	ble to: City Treasurer.
IN.	ADDITION, THE FOLLOWING ITEMS MAY ALSO BE REQUIRED WITH YOUR APPLICATION	SEE BELOW:
	For any applications proposing demolition of existing (principal) buildings, photos of the structure(s) be submitted with your application. Be advised that a <i>Reuse and Recycling Plan</i> approved be Coordinator is required to be approved by the City prior to issuance of wrecking permits.	to be demolished shall y the City's Recycling
4750	A project proposing ten (10) or more dwelling units may be required to comply with the City requirements outlined in Section 28.04 (25) of the Zoning Ordinance. A separate INCLUSIONARY E application detailing the project's conformance with these ordinance requirements shall be submitted application form. Note that some IDUP materials will coincide with the above submittal materials.	WELLING UNIT PLAN d concurrently with this
	A Zoning Text must accompany all Planned Community or Planned Unit Development (PCD/PU	D) submittals.
ap Ac	OR ALL APPLICATIONS: All applicants are required to submit copies of all items submitted in plication (including this application form, the letter of intent, complete plan sets and elevations, etc.) probat PDF files compiled either on a non-returnable CD to be included with their application materials applications@cityofmadison.com. The e-mail shall include the name of the project and applicant. Approvide the materials electronically should contact the Planning Unit at (608) 266-4635 for assistant	as INDIVIDUAL Adobe s, or in an e-mail sent to olicants who are unable
6.	Applicant Declarations:	
X	Conformance with adopted City plans: Applications shall be in accordance with all adopted C	ity of Madison plans:
	Comprehensive	n, which recommends:
	employment uses	for this property.
X	Pre-application Notification: Section 28.12 of the Zoning Ordinance requires that the applicant no any nearby neighborhood or business associations by mail no later than 30 days prior to filing the	tify the district alder and is request:
	→ List below the Alderperson, Neighborhood Association(s), Business Association(s) AND dates you ser	nt the notices:
	Waiver granted by Alderman Bruer	:
	If the alder has granted a waiver to this requirement, please attach any such correspondence to this form.	
K	The same of the sa	
	Planner Tim Parks Date 8 May 2008 Zoning Staff Matt Tucker	_{Date} _ 8 May 200
T	he signer attests that this form has been completed accurately and all required materials ha	ve been submitted:
Pr	rinted Name Christopher Thiel Date	18 June 2008

Signature g

Authorizing Signature of Property Owner

Relation to Property Owner Consultant

Supplegroup hotels restaurants &

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 loftinspired 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.

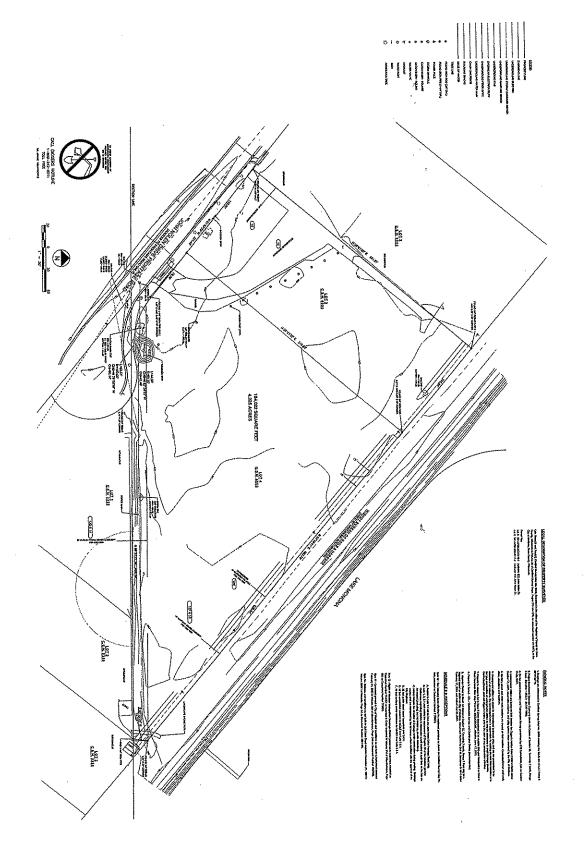
Thank you for your consideration.

Regards,

Jay P. Supple

Jay P. Supple CEO Supple Group – Hotels & Restaurants Madison Boardwalk, LLC 1621 Congress Avenue Oshkosh, WI 54901 920-232-2334 telephone 920-232-9671 fax

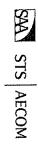
• 18 JUNE 2008



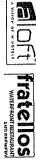








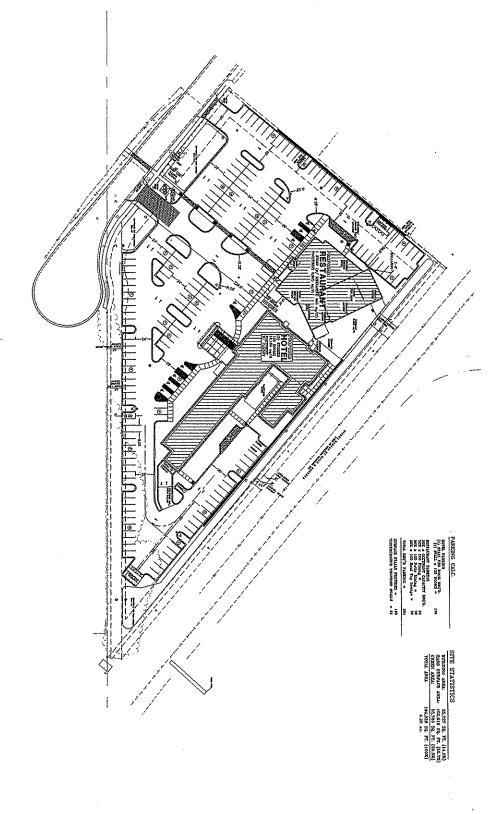








MADISON • ALOFT / FRATELLO'S • 18 JUNE 2008 C2 SITE LAYOUT PLAN











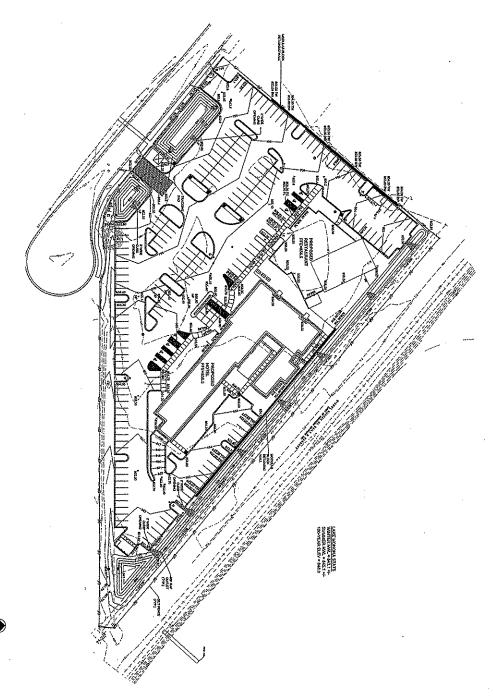


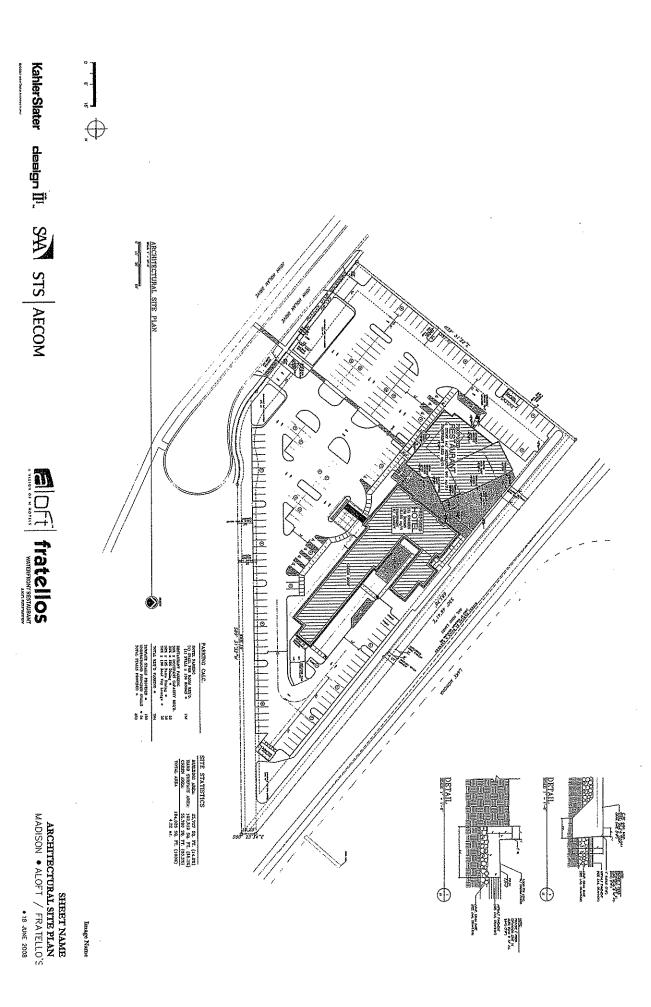


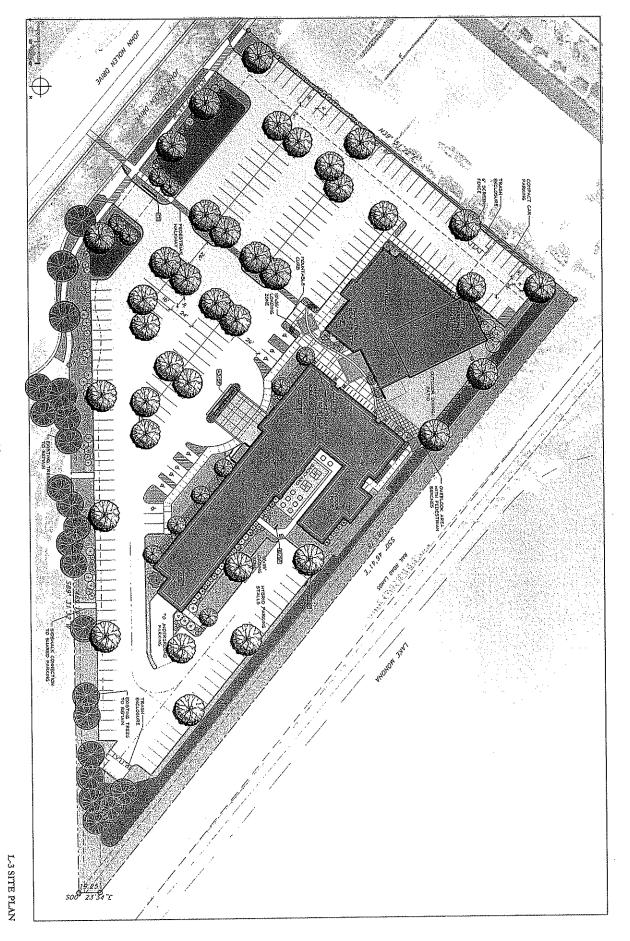














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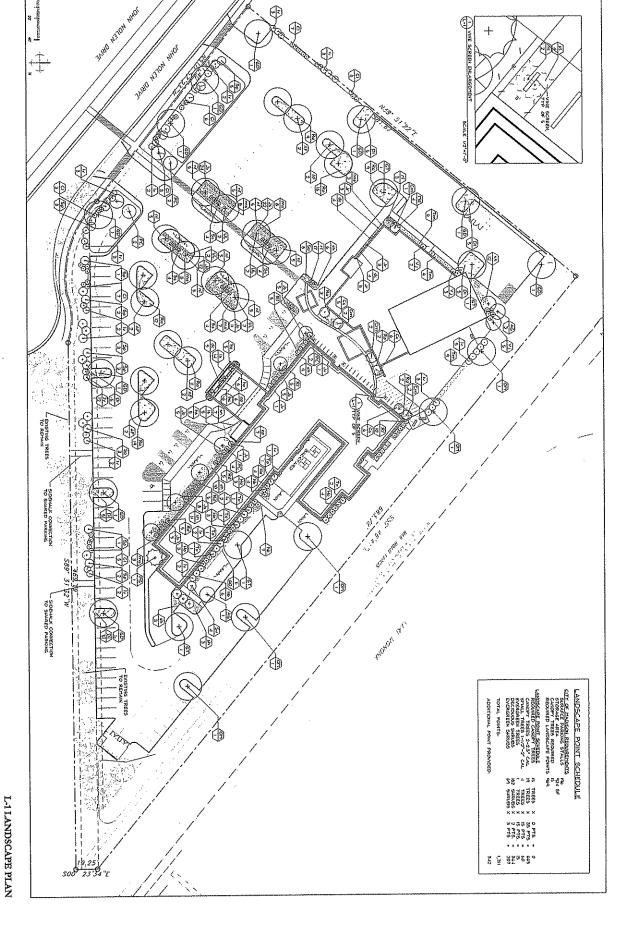
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MADISON @ ALOFT / FRATELLO'S

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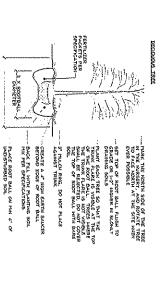


(4) BIB TREE PLANTING DETAILS

SCALE I' . I'-O'

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SCALE 1" - 1"-0"

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1 BUB SHRUB PLANTING

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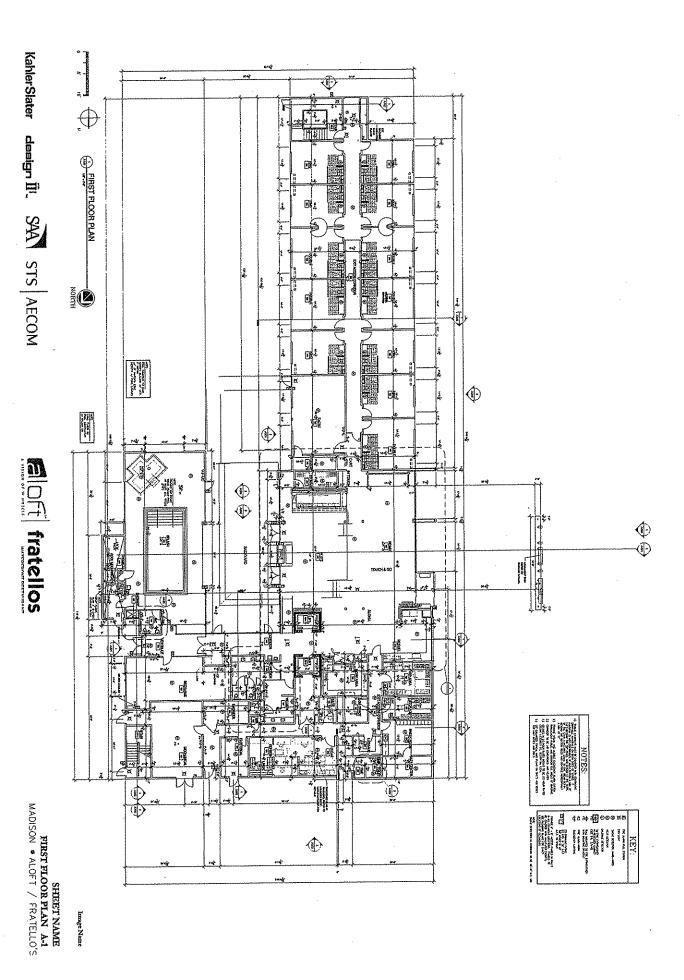
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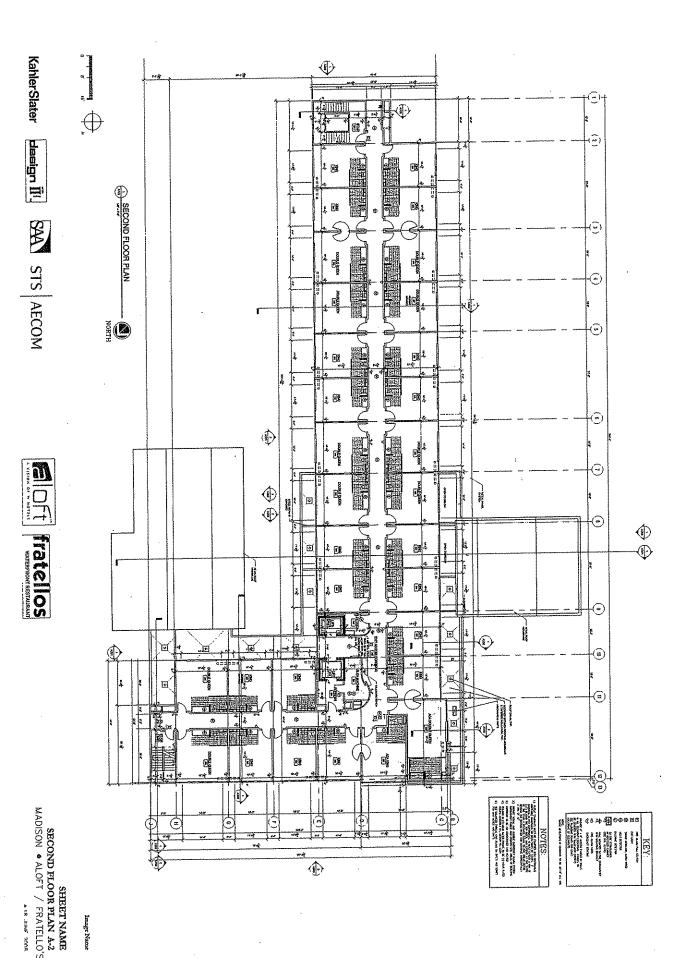
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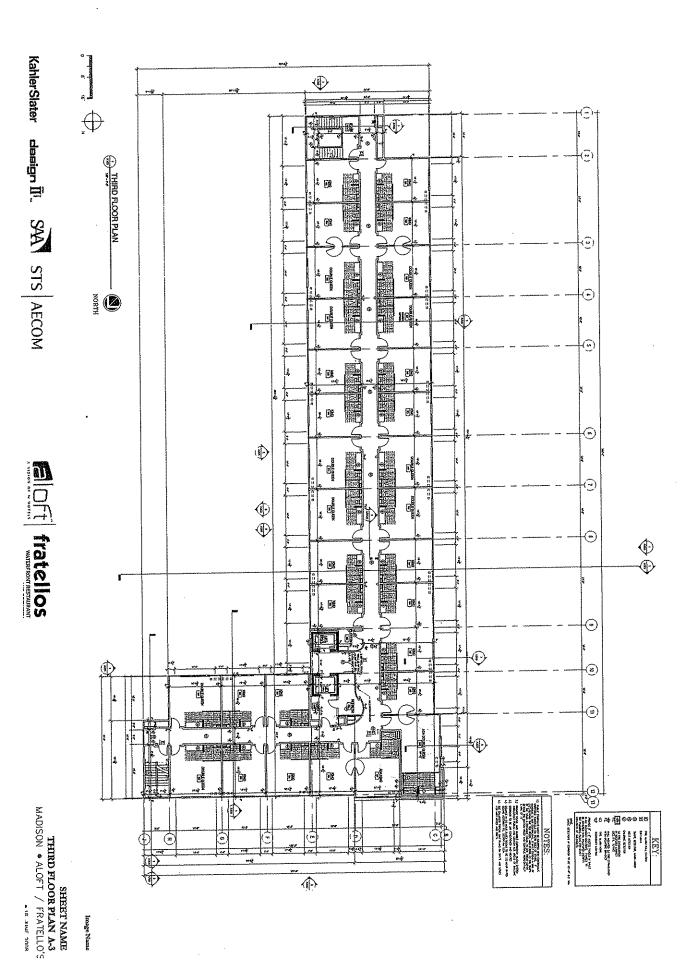
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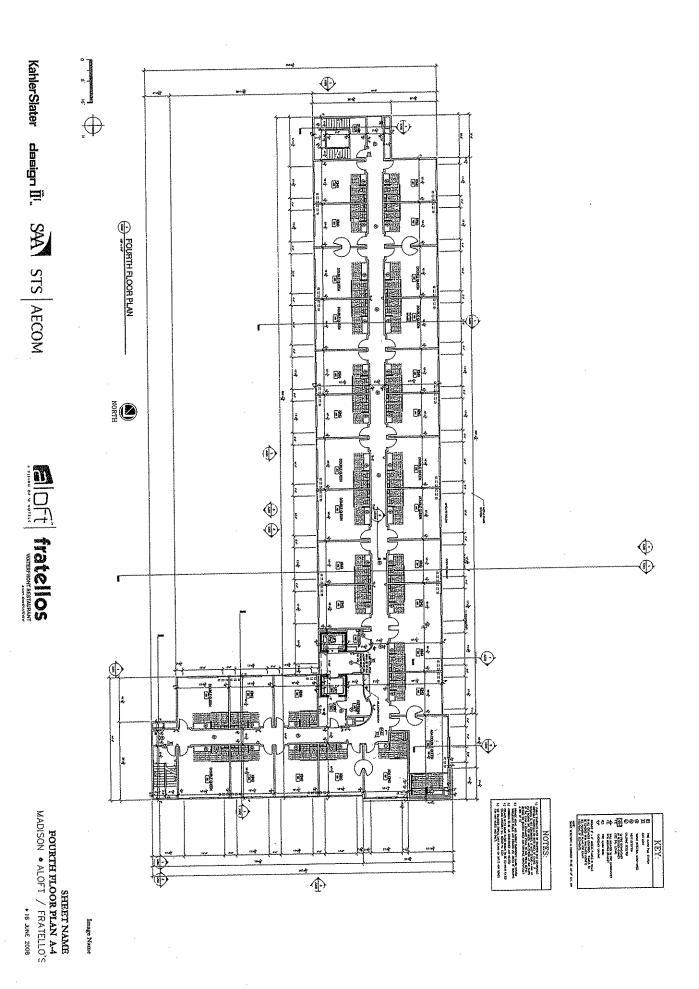
MADISON . ALOFT / FRATELLO'S 90 JULY 2008

L-2 LANDSCAPE DETAILS

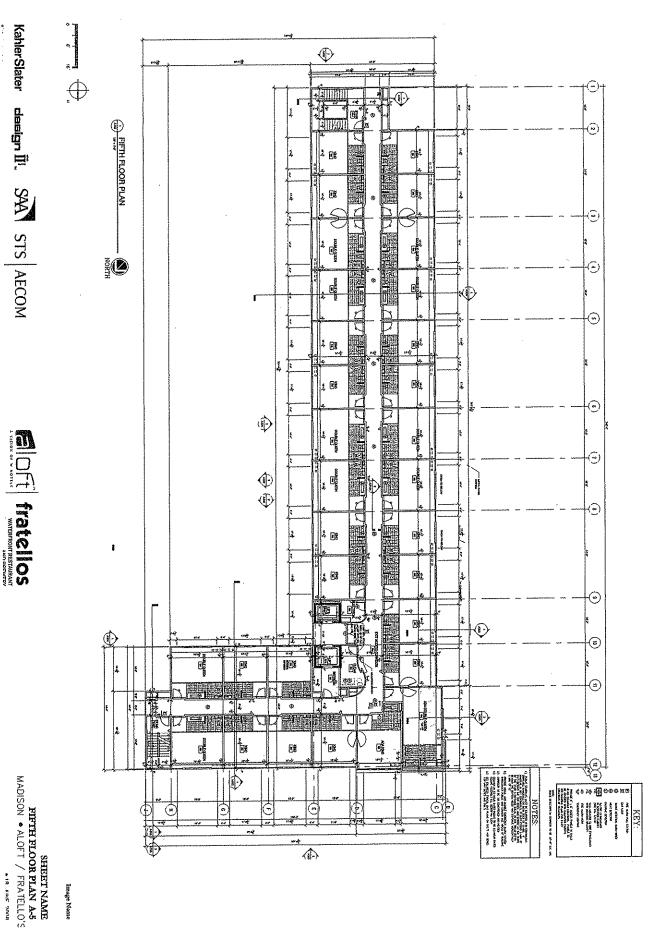


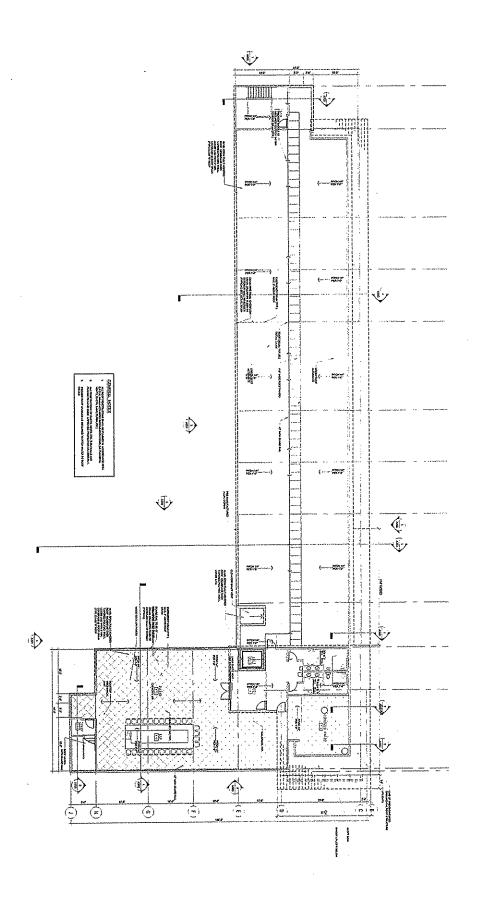






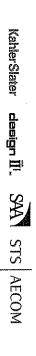






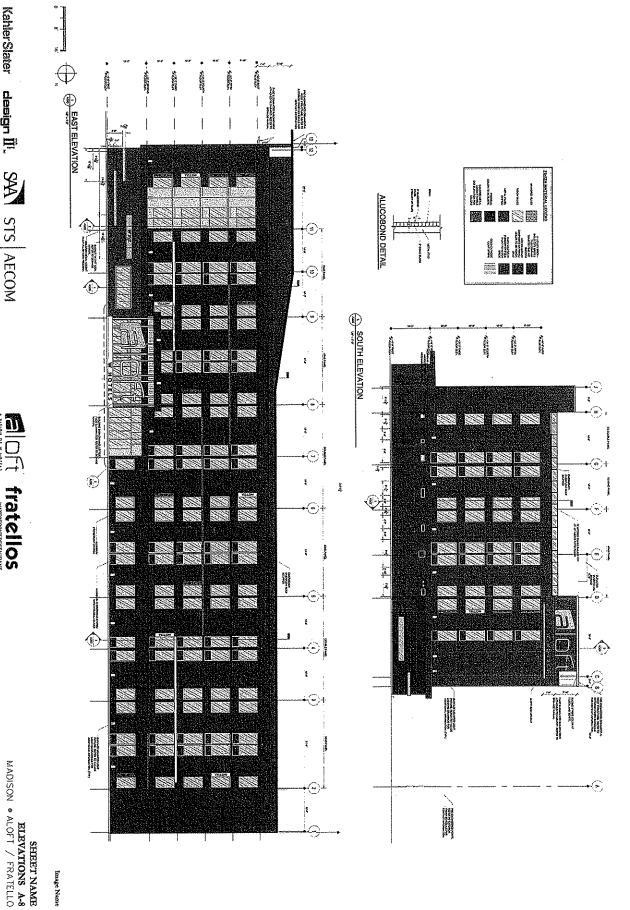
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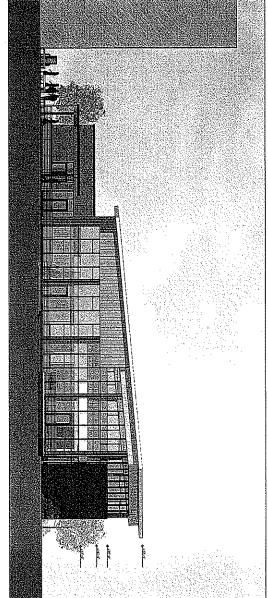


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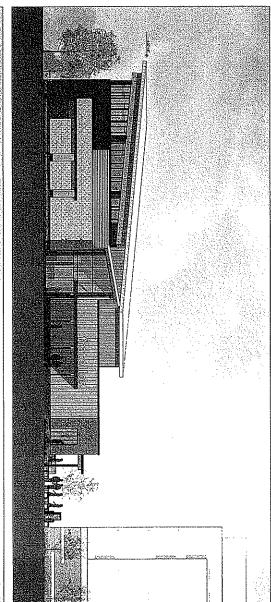


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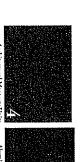
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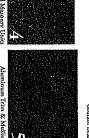


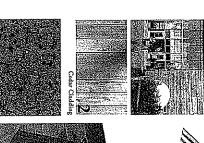
east elevation



west elevation

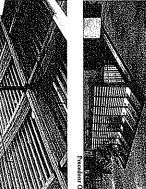






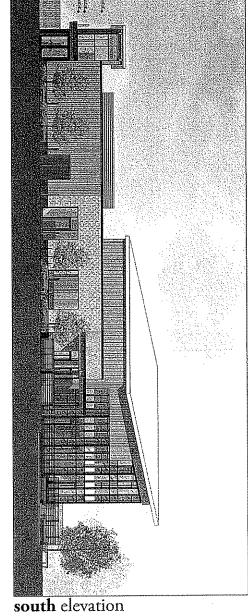


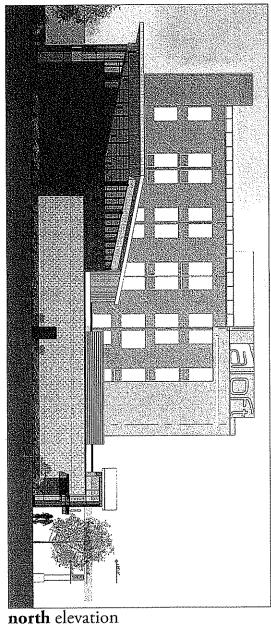




and Color Scheme **Building Materials**

MADISON • ALOFT / FRATELLO'S
23 JULY 2008



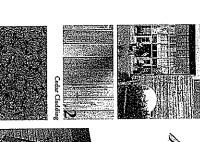






A12 - Building Elevations and Materials

MADISON • ALOFT / FRATELLO'S
23 JULY 2008







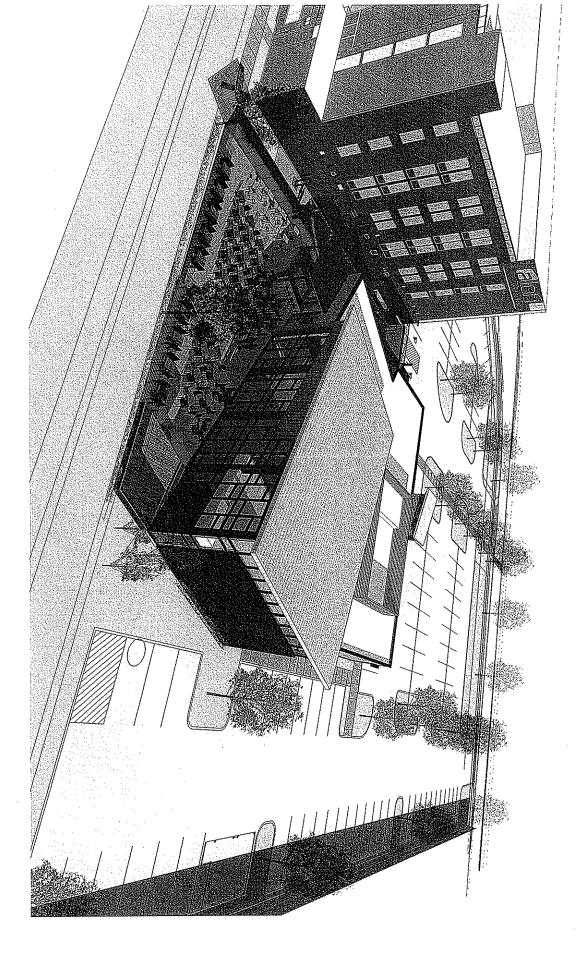


and Color Scheme **Building Materials**



A13 - Front Bird's Eye View
MADISON

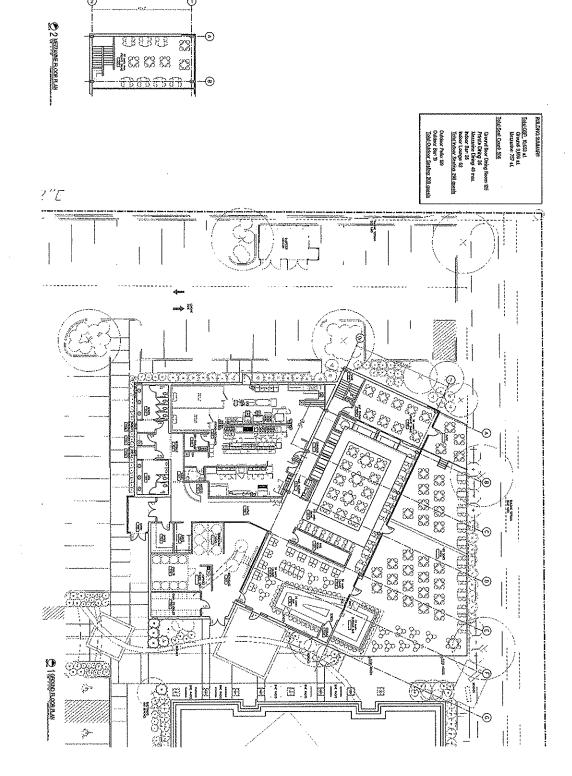
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KahlerSlater design III. SAA STS AECOM



MADISON . ALOFT / FRATELLO'S A15 - Construction Plans

23 JULY 2008