

As residents of Vilas neighborhood, we appreciate the Wisconsin State Journal article about Hotel Red's request to expand their facility from four stories to seven. We would like to provide some additional context to Hotel Red's expansion plan.

First, the City of Madison's Monroe St. Commercial district plan recommended that housing and commercial developments not exceed four stories to protect the aesthetic and architectural integrity of the neighborhood. The Vilas, Regent, and Dungeon Monroe Neighborhoods were involved in the development of the Monroe St. Commercial District plan. Hotel Red's seven story building will simply be out of character for the Monroe street neighborhoods. We believe this also sets a bad precedent for future developments and disrespects prior developments that have adhered to the plan's guidelines. According to a City of Madison Planner, the recent developments that have followed the City of Madison Monroe St. Commercial District Plan are:

Empire Place - 1917 Monroe St. (4 stories)

Knickerbocker Place - 2701 Monroe St (4 story apts., looks like 3 from street)

Parman Place 3414 Monroe St. with Gates and Brovi (4 story apts.)

728 Glenway St, (4 story apts.)

1603-1609 Monroe St., newest Project (Commerical space, apts., 4 condo)

We appreciate that Hotel Red has been very supportive of the neighborhood, however, this expansion plan is not consistent with the City of Madison's Monroe St. Commercial district plans.

regards,

Vilas Neighborhood Residents:

Eileen Thompson

Gera Bodley

Carol Borcharding

Hans Borcharding

Mary Diman

Neal Lord

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