



URBAN DESIGN COMMISSION APPLICATION CITY OF MADISON

This form may also be completed online at:
<http://www.cityofmadison.com/planning/documents/UDCapplication.pdf>

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

Please complete all sections of the application, including the desired meeting date and the type of action requested.

Date Submitted: _____	<input type="checkbox"/> Informational Presentation
UDC Meeting Date: _____	<input type="checkbox"/> Initial Approval
Combined Schedule Plan Commission Date (if applicable): _____	<input type="checkbox"/> Final Approval

1. Project Address: _____
Project Title (if any): _____

2. This is an application for (Check all that apply to this UDC application):

- New Development
- Alteration to an Existing or Previously-Approved Development

A. Project Type:

- Project in an Urban Design District* (public hearing-\$300 fee)
- Project in the Downtown Core District (DC) or Urban Mixed-Use District (UMX) (\$150 fee, Minor Exterior Alterations)
- Suburban Employment Center (SEC) or Campus Institutional District (CI) or Employment Campus District (EC)
- Planned Development (PD)
 - General Development Plan (GDP)
 - Specific Implementation Plan (SIP)
- Planned Multi-Use Site or Planned Residential Complex

B. Signage:

- Comprehensive Design Review* (public hearing-\$300 fee)
- Street Graphics Variance* (public hearing-\$300 fee)
- Signage Exception(s) in an Urban Design District (public hearing-\$300 fee)

C. Other:

Please specify: _____

3. Applicant, Agent & Property Owner Information:

Applicant Name: _____ Company: _____
 Street Address: _____ City/State: _____ Zip: _____
 Telephone:(____) _____ Fax:(____) _____ Email: _____

Project Contact Person: _____ Company: _____
 Street Address: _____ City/State: _____ Zip: _____
 Telephone:(____) _____ Fax:(____) _____ Email: _____

Project Owner (if not applicant) : _____
 Street Address: _____ City/State: _____ Zip: _____
 Telephone:(____) _____ Fax:(____) _____ Email: _____

4. Applicant Declarations:

A. Prior to submitting this application, the applicant is required to discuss the proposed project with Urban Design Commission staff. This application was discussed with _____ on _____.
(name of staff person) (date of meeting)

B. The applicant attests that all required materials are included in this submittal and understands that if any required information is not provided by the application deadline, the application will not be placed on an Urban Design Commission agenda for consideration.

Name of Applicant _____ Relationship to Property _____

Authorized Signature _____ Date _____



6411 MINERAL POINT ROAD T/ 608 276 9200
MADISON, WI 53705-4395 F/ 608 276 9204

Tuesday, June 27, 2017

Al Martin
City of Madison
Urban Design Commission
126 S. Hamilton Street
Madison, WI 53701

RE: Letter of Intent: Informational Presentation
HotelRED
1501 Monroe Street
Madison, WI 53711

Dear Mr. Martin,

Please accept this Letter of Intent, application and attachments as our formal request for an Urban Design Committee review for the HotelRED Revitalization and Expansion project detailed below.

Project Name: HotelRED Revitalization and Expansion
1501 Monroe Street
Madison, WI 53711

Applicant/Developer: Red Hospitality LLC
Mike Erikson, Owner
1501 Monroe Street
Madison, WI 53711
Phone: (608) 819-8228
E-Mail: Merikson@hotelred.com

ARCHITECTURE
ENGINEERING
INTERIOR DESIGN

Architect: Strang, Inc.
Peter Tan
6411 Mineral Point Road
Madison WI 53705
Phone: 608-276-9200
E-Mail: ptan@strang-inc.com

Project Overview

The project involves the addition of 2 plus floors to the existing 4 story HotelRED building. 40 rooms will be added to the existing 47, bringing the total up to 87 rooms. We are seeking conditional use approval for proposed height, which exceeds the maximum height of 3 stories in the TSS Zoning district, and for a proposed outdoor eating area on the upper floor. Our intent is to carefully design the addition so that it would continue to fit in with the neighborhood context and the existing structure. Our commitment to being a long-term part of the community and a valuable resource for the neighborhood.



Hours of Operation

Hotel: 24 hours/day, 365 days/year

Restaurant and Banquet Rooms on First Floor: Sunday -Thursday 7am – 10 pm; Friday-Saturday 7am-Midnight.

Lounge on upper floor: 7am – 12am (Outdoor areas will close at 11pm)

Building Square Footage

- Lower level – existing 1,362 sf
- Upper level – existing 1,397 sf, new 120 sf, total 1,517 sf
- First floor – existing 8,629 sf, new 380 sf, total 9,309 sf
- Second floor – existing 9,761 sf, new 220 sf, total 9,981 sf
- Third floor – existing 9,435 sf, new 220 sf, total 9,655 sf
- Fourth floor – existing 9,283 sf, new 220 sf, total 9,503 sf
- Fifth floor – new 9,630 sf
- Sixth floor – new 9,630 sf
- Upper floor – new 5,420 sf

- Total – 66,007 sf

Auto and Bike Parking

The project proposes adding the necessary additional parking for the site by going to 24-hour valet parking. We have confidence that the proposed parking numbers will work with the expanded facility because the existing parking is more than adequate to serve the existing hotel. Even when HotelRED is fully occupied, the parking facility is not full.

Auto Parking Calculation

- Madison Zoning Code Table 281-3 (28.141(4)(g))
- Restaurant: 15% of capacity of persons:
 - 100 persons x 0.15 = 15 stalls
- Hotel: 0.75 of rooms
 - 87 rooms x 0.75 = 65 stalls
- Total Required Parking:
 - 80 Stalls
- Total Proposed Parking = 80+(12 on triangle lot) = 92

Bike Parking Calculation



- Restaurant: 5% of capacity of persons:
 - 100 persons x 0.05 = 5 stalls
- Hotel: 0.10 of rooms
 - 87 rooms x 0.10 = 9 stalls
- Total Required bike stalls:
 - 14 Stalls
- Total Proposed bike stalls = 21 stalls (13 existing and 8 new)

Lot Coverage & Usable Open Space Calculations

- Existing site area = 19,515 sf
- Existing building footprint = 8,629 sf
- New additional building footprint = 380 sf
- Total new building footprint = 9,309 sf
- $9,309/19,515 = 47.7\%$ lot coverage and 52.3% open space

Why the Proposed Outdoor Eating Area Meets the Approval Standards for Conditional Uses as outlined in Sec. 28.183(5)(b)5.:

Overview

The new outdoor eating areas located on the upper floor of the hotel will serve as an additional amenity for our hotel guests and the neighborhood. Everyday usage for both spaces include a lounge, limited food and beverage service and hosting of hotel and corporate events. The two outdoor spaces consist of a larger north rooftop garden (1160 square feet and a capacity of 78 persons) and a smaller east rooftop garden (960 square feet and a capacity of 64 persons). The outdoor areas have been designed and located such that they face to the north, away from the neighborhood to the southeast. As a result, they will not diminish the uses, values and enjoyment of other properties in the neighborhood.

Compliance with Regulatory requirements and Conditional Use Standards

All outdoor areas will comply with the Uniform Operating Conditions for all Camp Randall special events.

Why this Project Meets the Approval Standards for Conditional Uses as outlined in Sec. 28.183(5)(b)5.:

A Neighborhood Resource

This project involves enhancing & revitalizing an already established & respected neighborhood resource. With this project, HotelRED is reinvesting in the neighborhood. We are bringing more jobs of all levels to the community, and expanding the tax base of our community. The revitalization and expansion of HotelRED will result in increasing the number of visitors to the local neighborhood businesses. This project follows through with the neighborhood design standards, with an urban rooftop garden space on the upper floor. The lounge on the upper floor will result in improved flexible meeting and event space for guests and the neighborhood. This lounge, which will be made available for neighborhood use will be an excellent meeting space with incredible views of the Capitol and Camp Randall.

Site & Context: Relationship to Madison's Urban Fabric

The site of HotelRED is a crucial cornerstone of a vital intersection in the city of Madison. This project is a continuation of an existing use with minimal effect on existing traffic patterns. The expanded hotel, together with the UIW Field House, creates a gateway into and out of Downtown Madison. The proposed increased



height of the hotel enables it to match the scale of the UW Field House, and enhances the definition of a possible piazza between the two buildings as proposed in the Greenbush Vilas Revitalization Project. The façade increases in transparency as it goes up, reducing the perceived mass of the building.

Massing & Proportion:

- The Façade is articulated by stepping back portions of the façade, with vertical divisions using different textures and materials.
- The Roof line is stepped back at the top floor into roof terraces and different roof heights.
- The rhythm of the existing building elevation is reflected in the addition.

Scale and Proportion:

- The addition improves the proportion of the existing building by creating a more elegant composition of Base, Shaft and Capital on the elevations.
- The massing of the building steps back as it goes up. The upper floor steps back to create a roof Urban space.
- The building is designed as a 4-sided building, recognizing that the façade facing the neighborhood is an important one.

Existing Exterior Materials: Classic high quality materials that reinforce a clean modern design:

- Brick relating to existing shophouses.
- Well-crafted Board Formed Concrete.
- Storefront window system.
- EIFS on upper portions to maintain continuity with existing design.

Proposed Exterior Materials

- Brick to warm up the exterior.
- Architectural Precast Concrete with vertical & horizontal articulation.
- Red Glass to warm up the exterior.
- Transparency of materials creates a lighter, more elegant, less imposing building on the neighborhood.
- Glass elevator & the transparency of the upper floor event space façade communicates an open & welcoming character.
- EIFS is used sparingly where appropriate

Summary of the Benefits of the Project:

- Enhancing & revitalizing an already established & respected neighborhood resource
- Reinvesting in the neighborhood
- Bringing more jobs of all levels to the community
- Expanding the tax base of our community
- Increasing visitors to the local neighborhood
- Continued commitment of HotelRED to sustainability & workforce diversity
- Improved flexible meeting & event space for guests & neighborhood
- Rooftop lounge with incredible views of the Capitol and Camp Randall
- Creating a gateway into and out of Downtown Madison at a crucial corner node
- Enhances the definition of a possible piazza between the Field House and HotelRED

If there are any questions on the above information or explanations please feel free to contact me. Thank you very much for your assistance with this zoning application.



Sincerely,

STRANG, INC.

Peter Tan, AIA, NCARB, LEED AP
Executive Vice President/Chief Design Officer



6411 MINERAL POINT ROAD T/ 608 276 9200
MADISON, WI 53705-4395 F/ 608 276 9204

Legal Description

- CERTIFIED SURVEY MAP NO 13143 AS RECORDED IN DANE COUNTY REGISTER OF DEEDS IN VOL 84 PG 202, LOT 1.

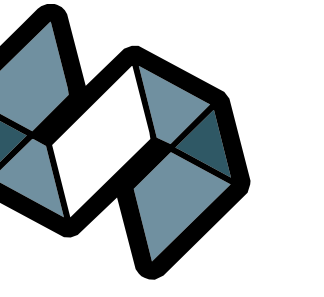
Zoning

- TSS Zoning District

Lot Coverage & Usable Open Space Calculations

- Existing site area = 19,515 sf
- Existing site acreage = 0.45 acres
- Existing building footprint = 8,629 sf
- New additional building footprint = 380 sf
- Total new building footprint = 9,309 sf
- $9,309/19,515 = 47.7\%$ lot coverage and 52.3% open space

ARCHITECTURE
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INTERIOR DESIGN



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PROJECT TITLE	

**HOTEL RED
EXPANSION**

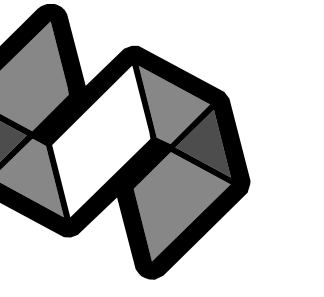
1501 Monroe St.
Madison, WI 53711

SHEET NAME
VICINITY MAP

SHEET NO.

C000

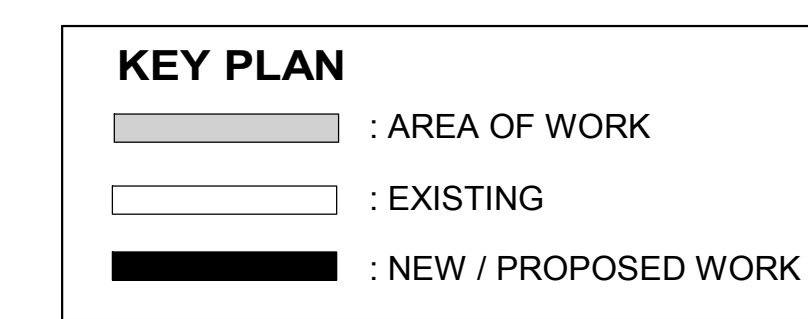
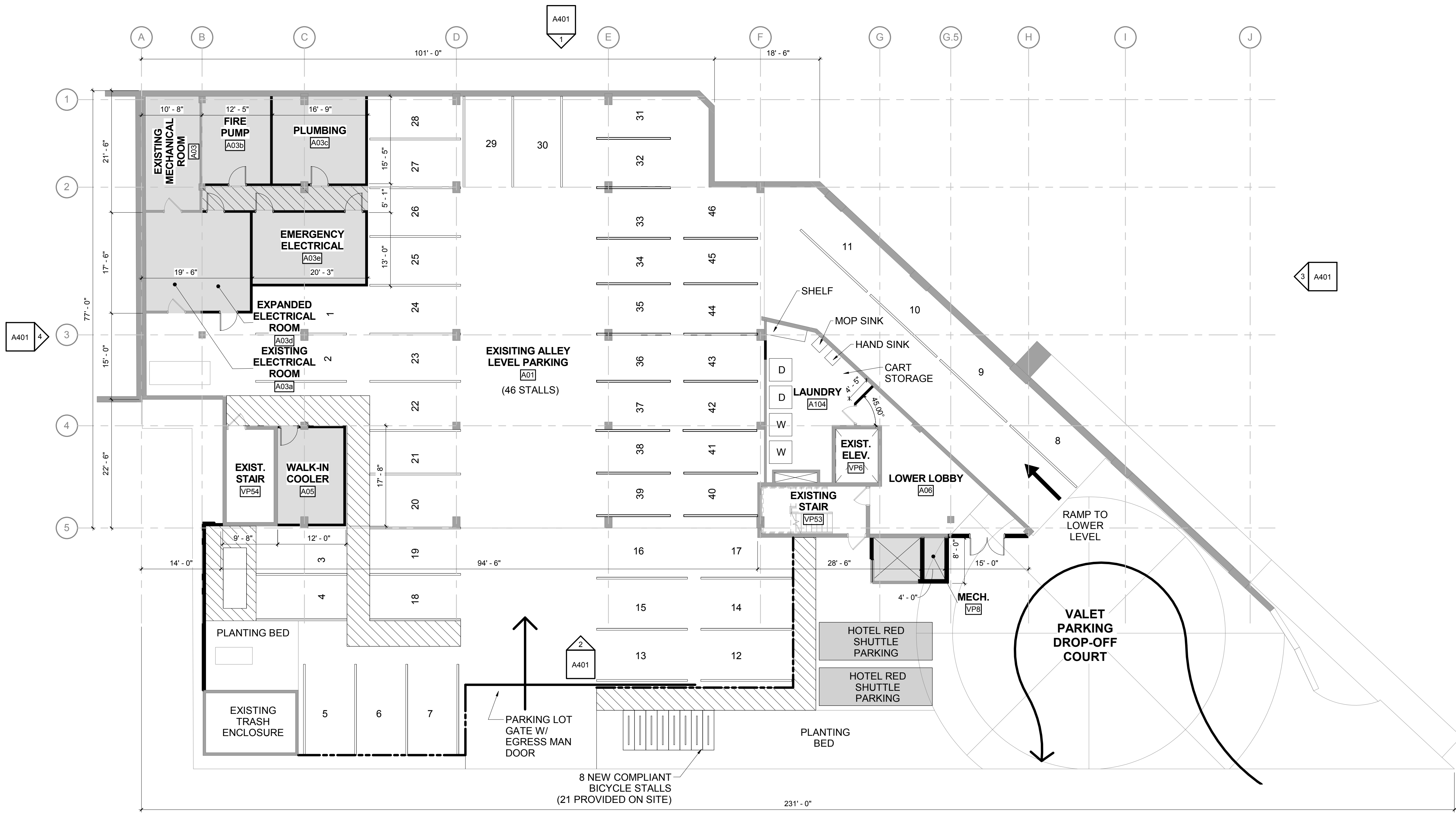
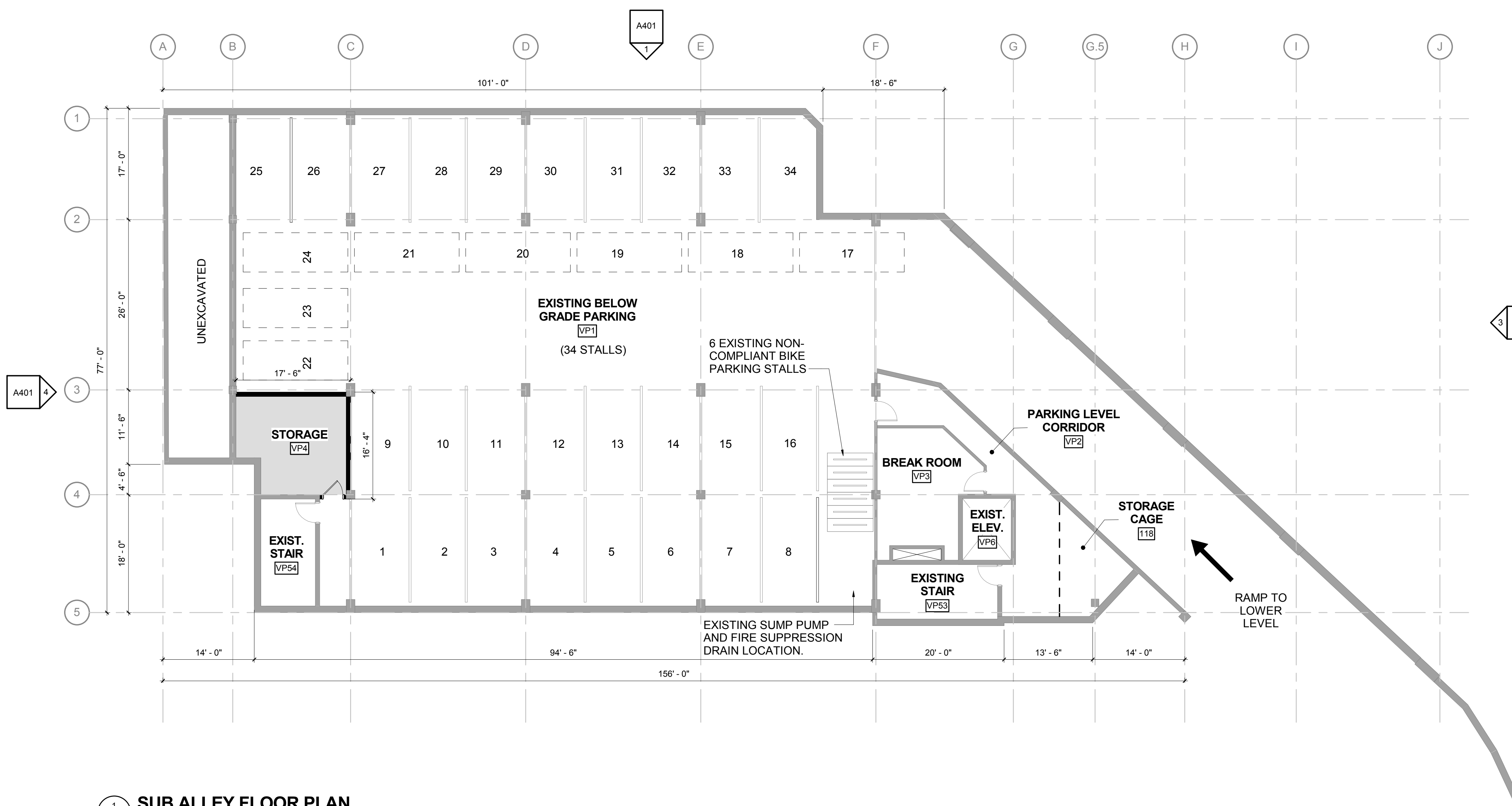
1 SITE - VICINITY
SCALE: NTS



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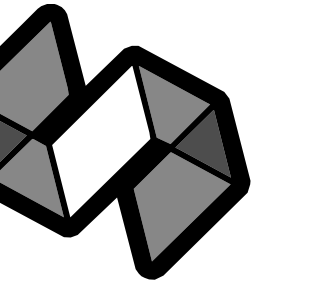
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SHEET NAME
**LOWER AND
ALLEY LEVEL
PLANS**

SHEET NO.

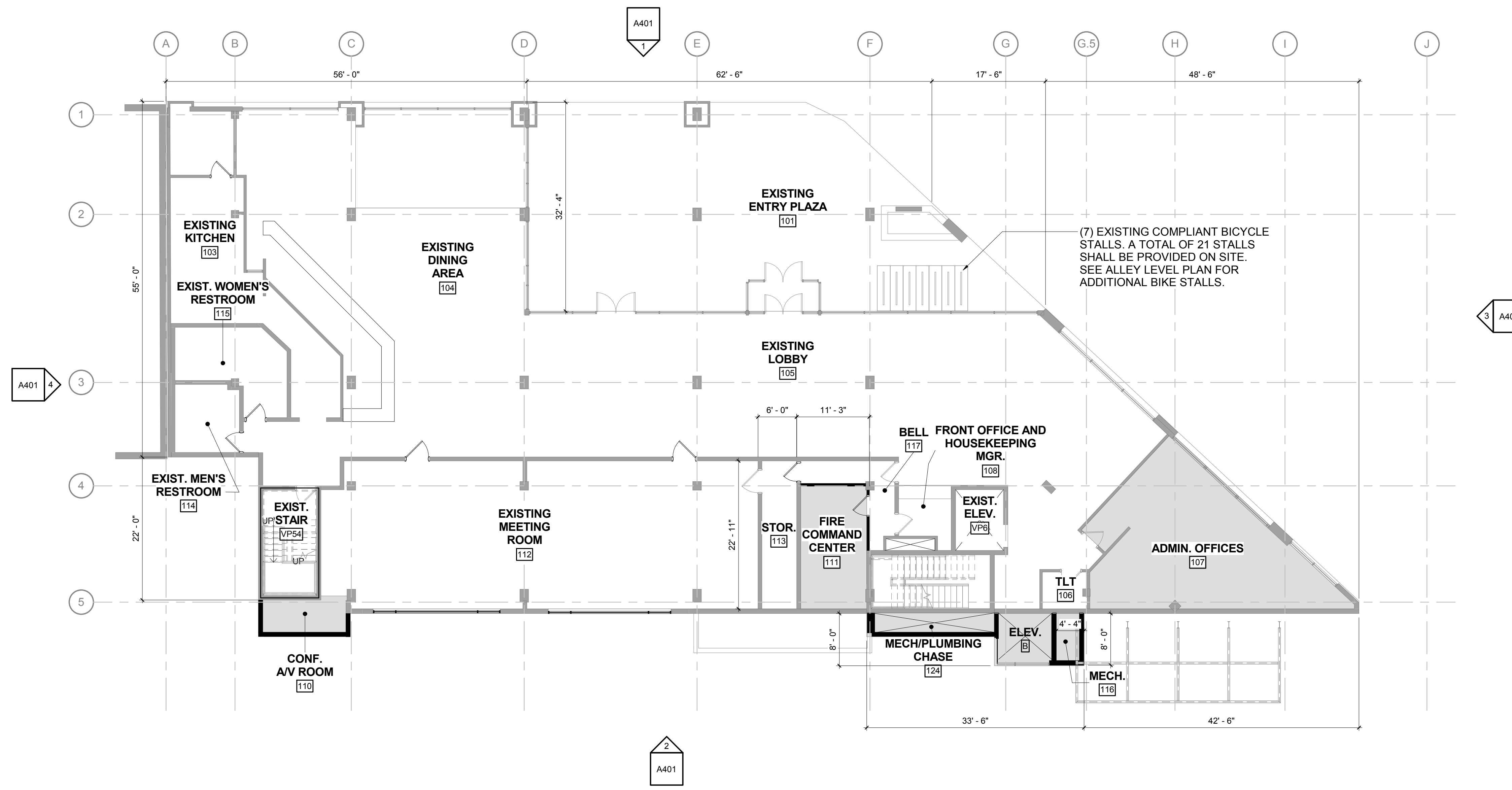
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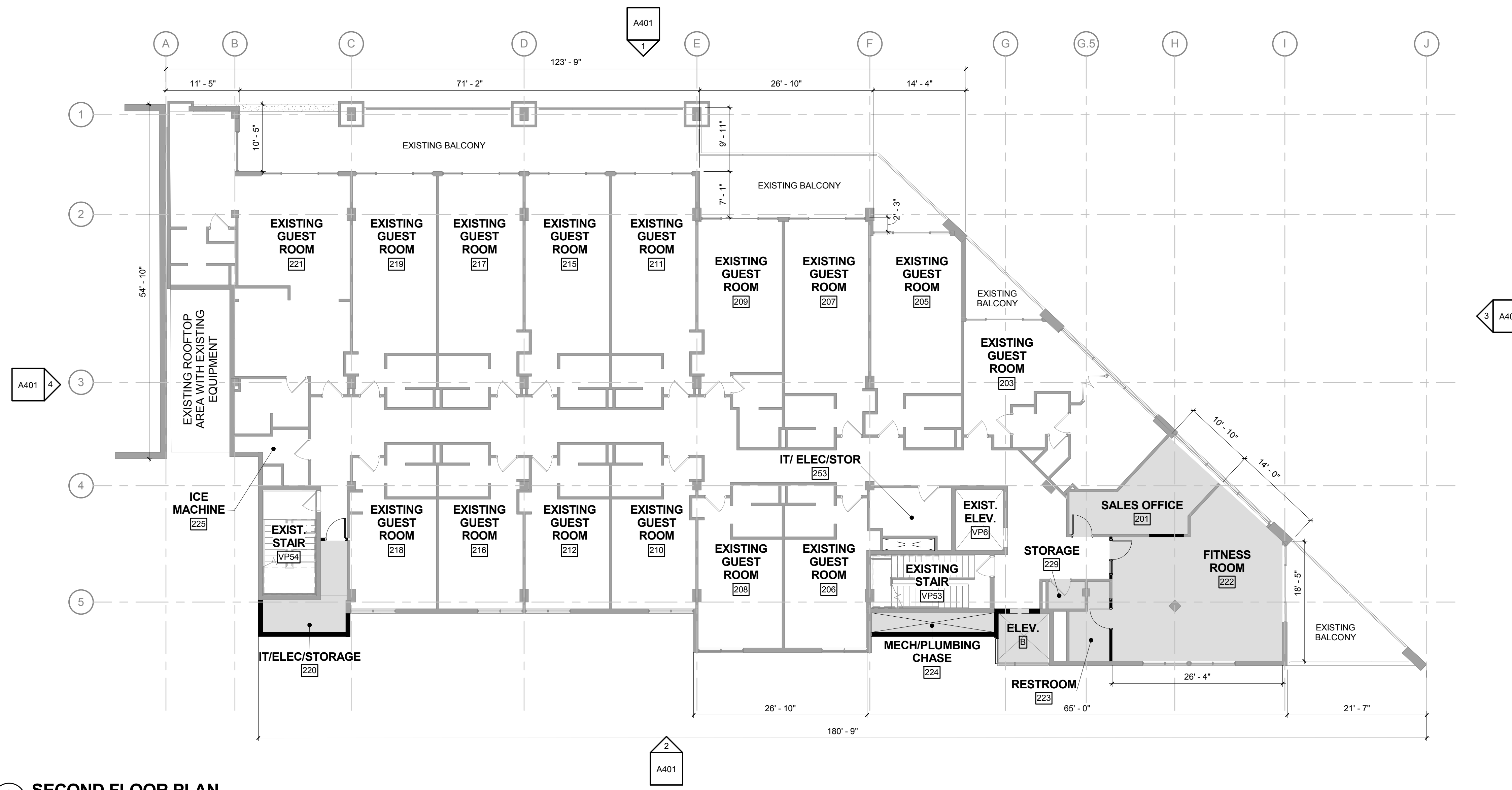
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1 FIRST FLOOR PLAN

SCALE: 1" = 10'-0"
0 5 10 20



2 SECOND FLOOR PLAN

SCALE: 1" = 10'-0"
0 5 10 20

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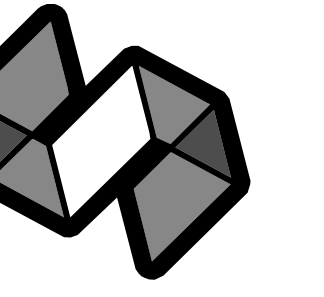
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**FIRST AND
SECOND FLOOR
PLANS**

SHEET NO.

A202

KEY PLAN

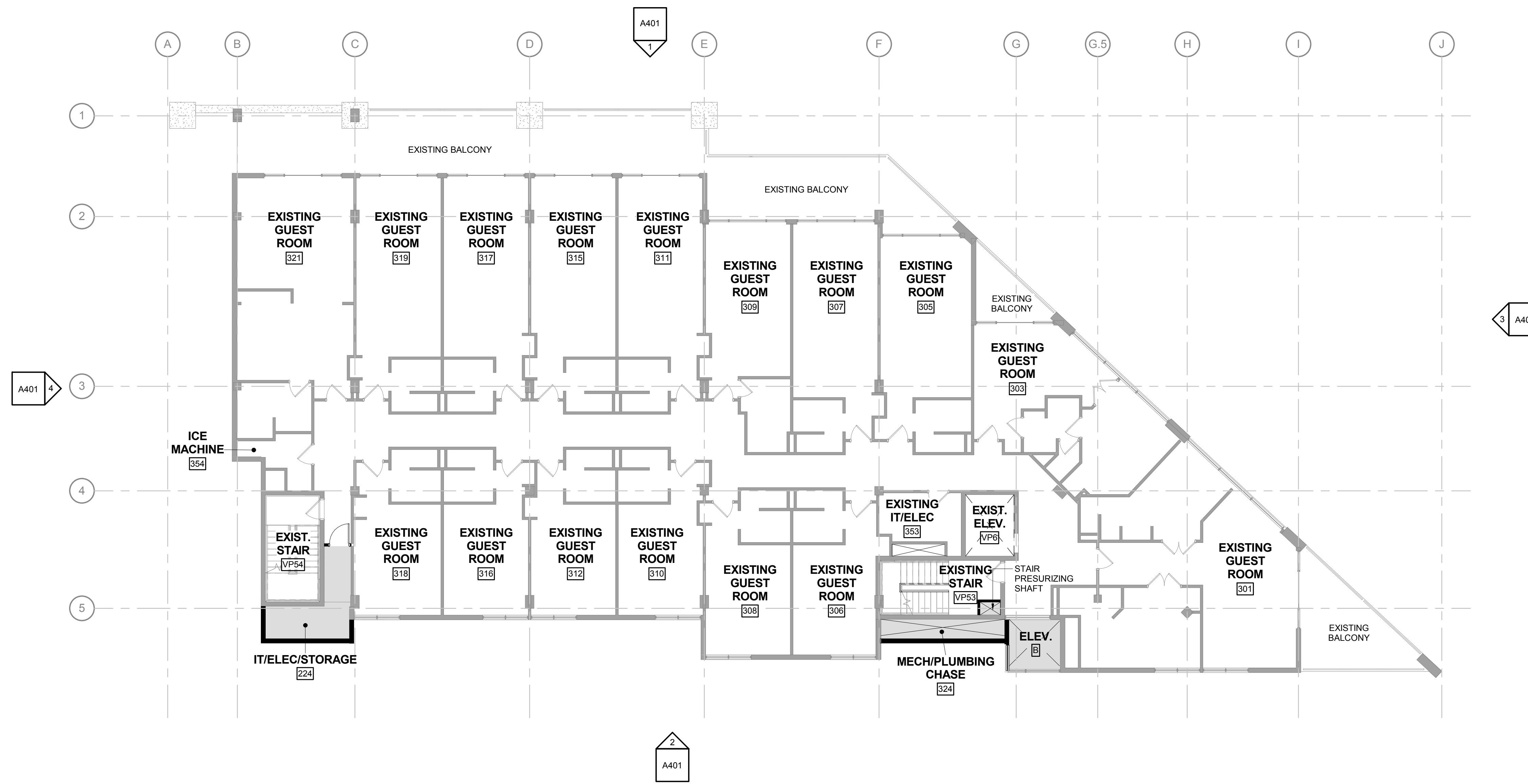
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	: EXISTING
	: NEW / PROPOSED WORK



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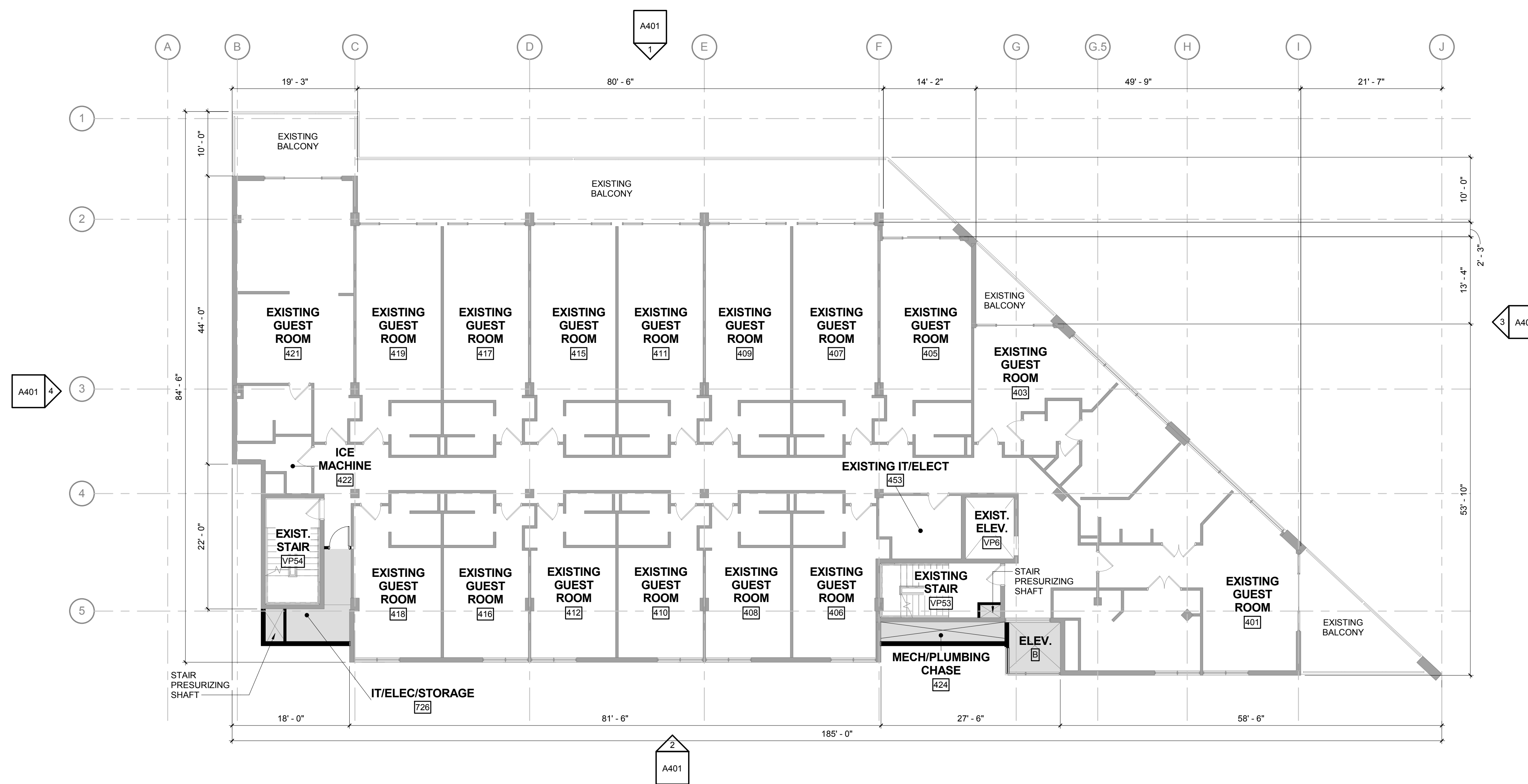
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1 THIRD FLOOR PLAN

SCALE: 1" = 10'-0"
0 5 10 20



2 FOURTH FLOOR PLAN

SCALE: 1" = 10'-0"
0 5 10 20

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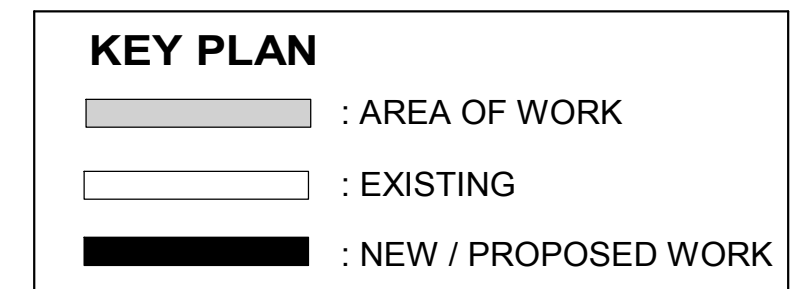
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Madison, WI 53711

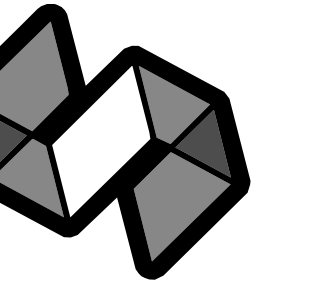
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**THIRD AND
FOURTH FLOOR
PLANS**

SHEET NO.

A203





STRANG

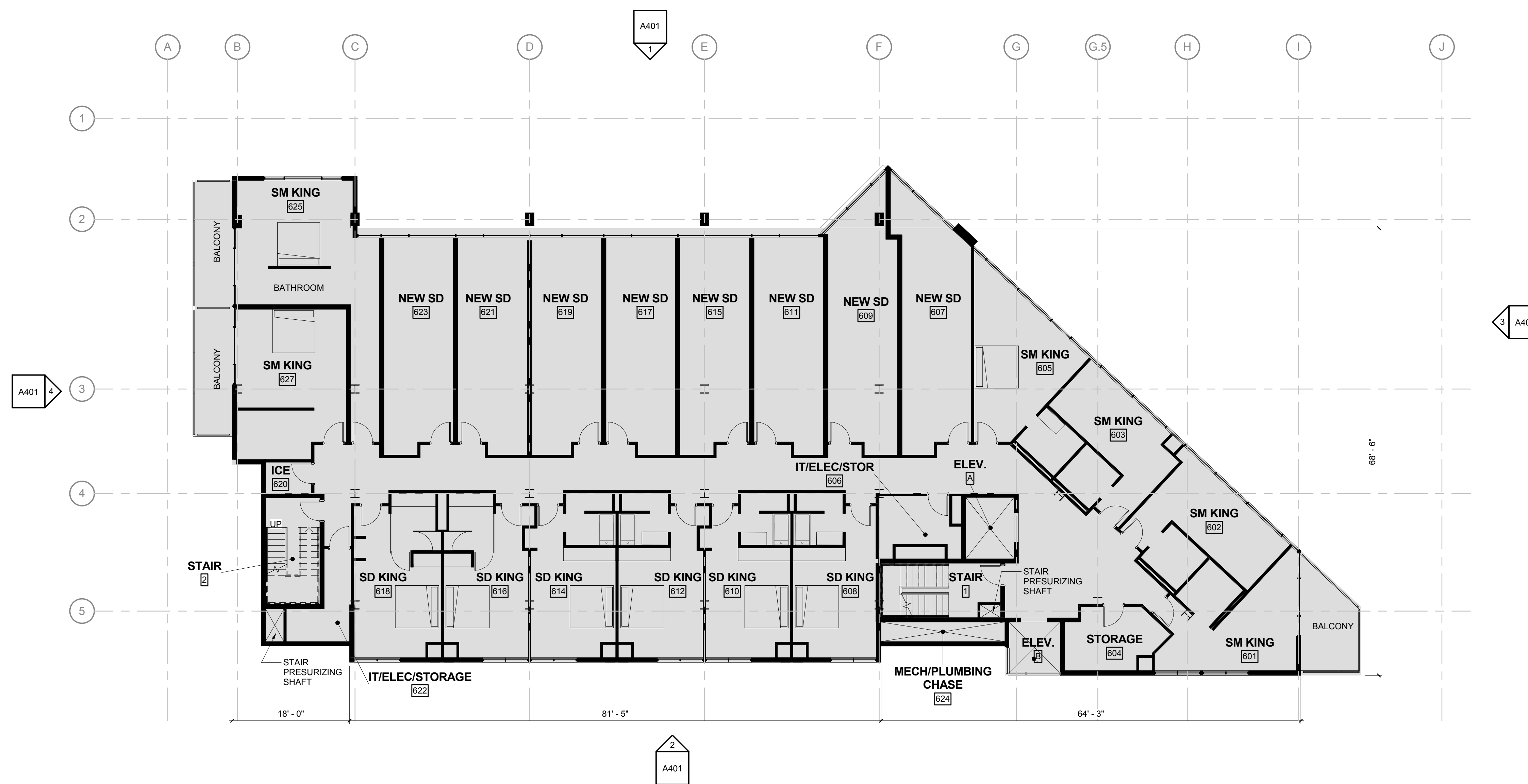
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MADISON, WI 53705-4395



1 FIFTH FLOOR PLAN

A204 SCALE: 1" = 10'-0"



2 SIXTH FLOOR PLAN

A204 SCALE: 1" = 10'-0"

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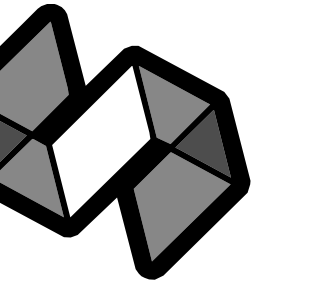
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FIFTH AND SIXTH
FLOOR PLANS

SHEET NO.

A204

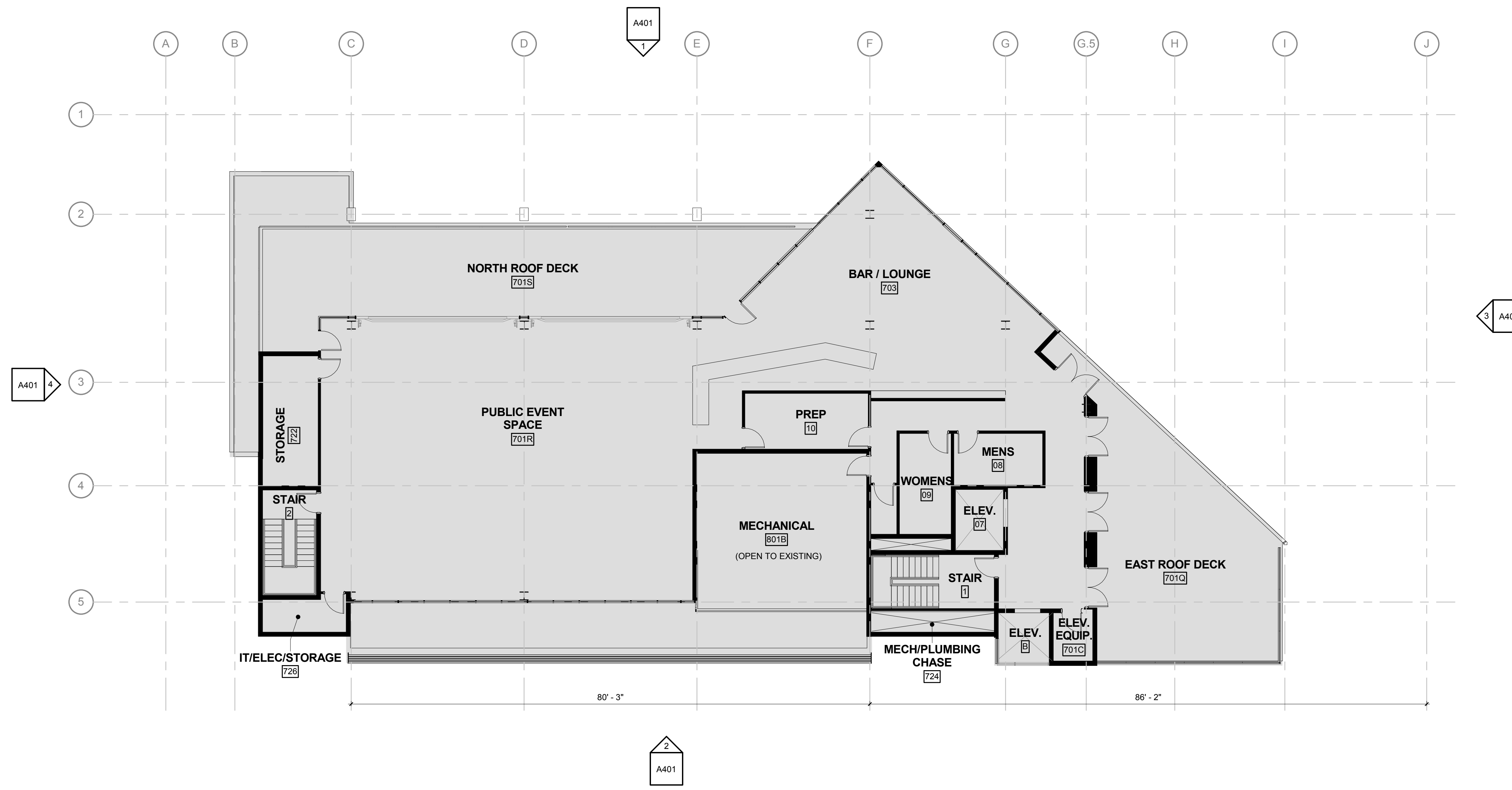
KEY PLAN	
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	: EXISTING
	: NEW / PROPOSED WORK



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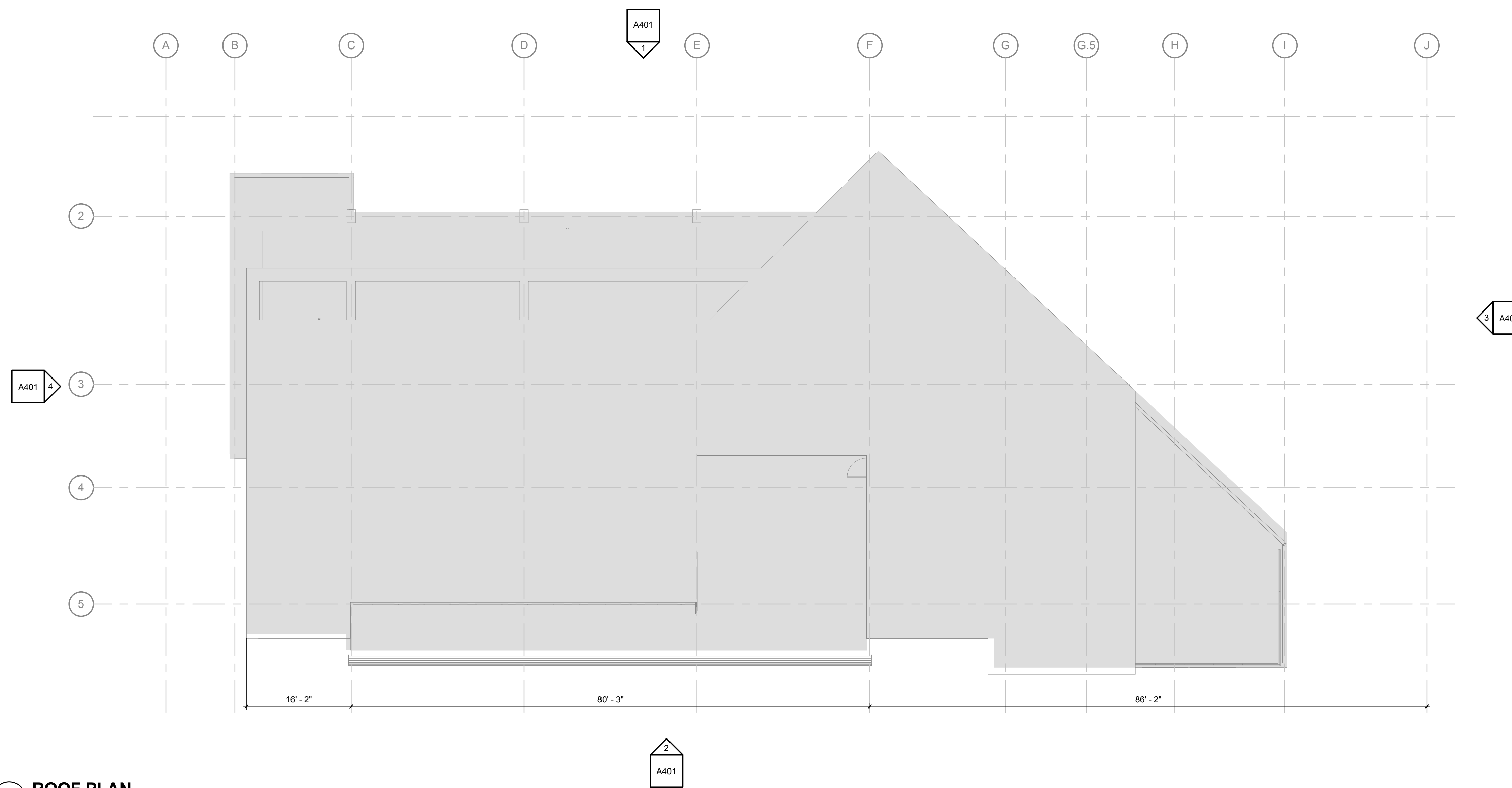
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MADISON, WI 53705-4395



1 SEVENTH FLOOR PLAN

SCALE: 1" = 10'-0"
0 5 10 20



2 ROOF PLAN

SCALE: 1" = 10'-0"
0 5 10 20

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**HOTEL RED
EXPANSION**

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Madison, WI 53711

SHEET NAME

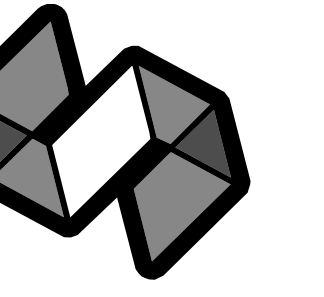
**SEVENTH AND
ROOF PLANS**

SHEET NO.

A205

KEY PLAN

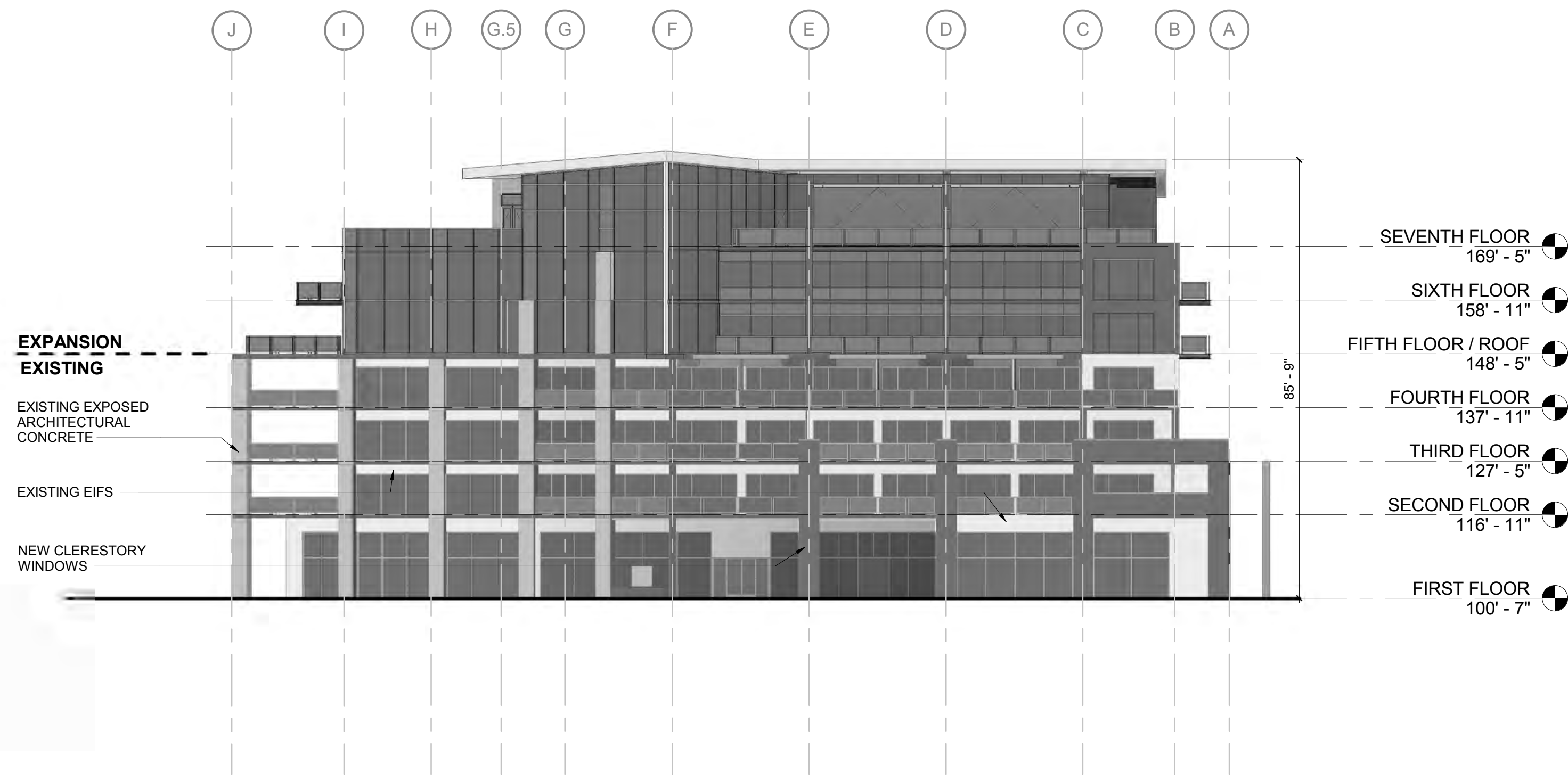
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	: NEW / PROPOSED WORK



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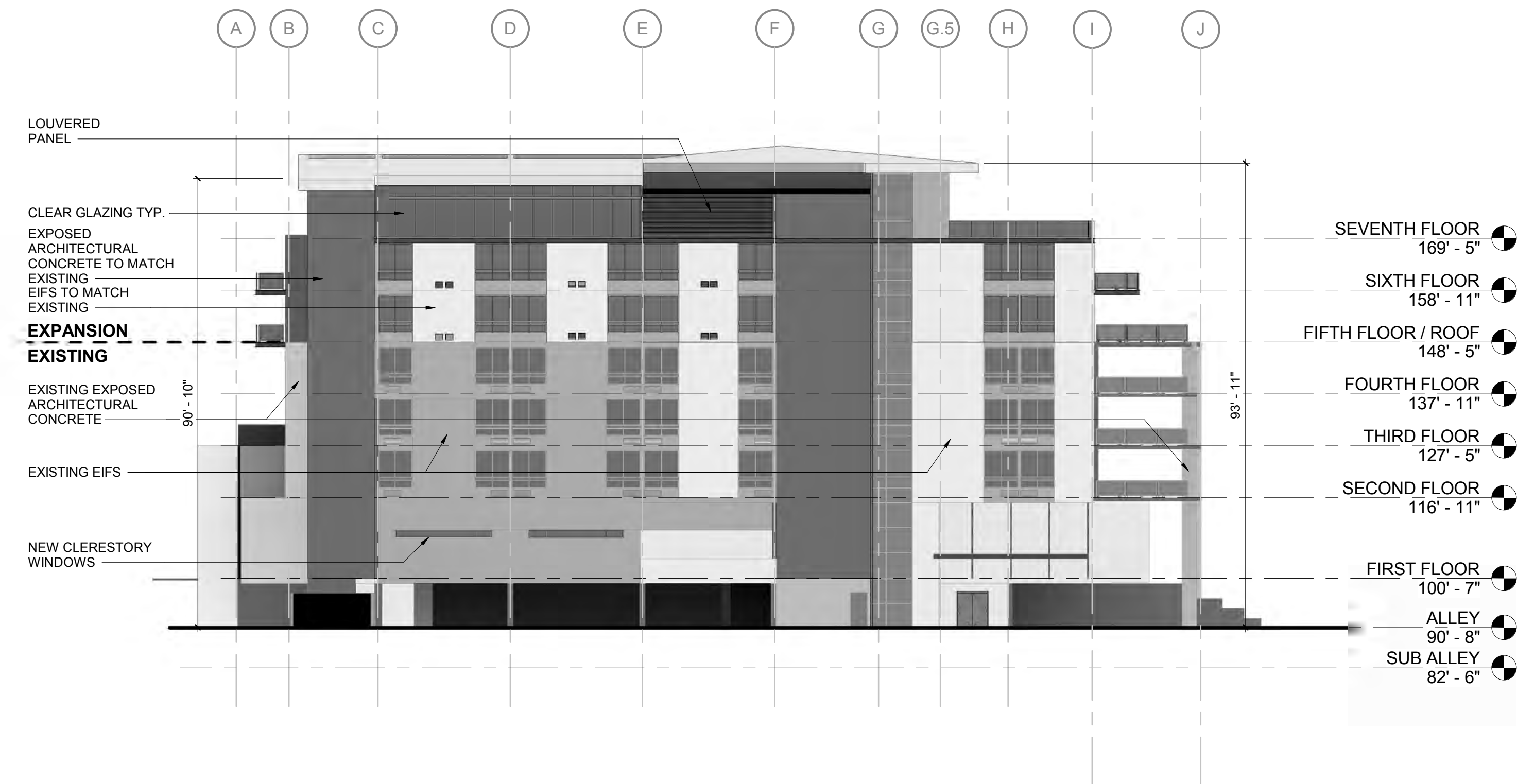
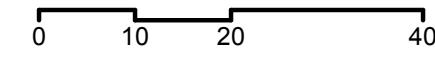
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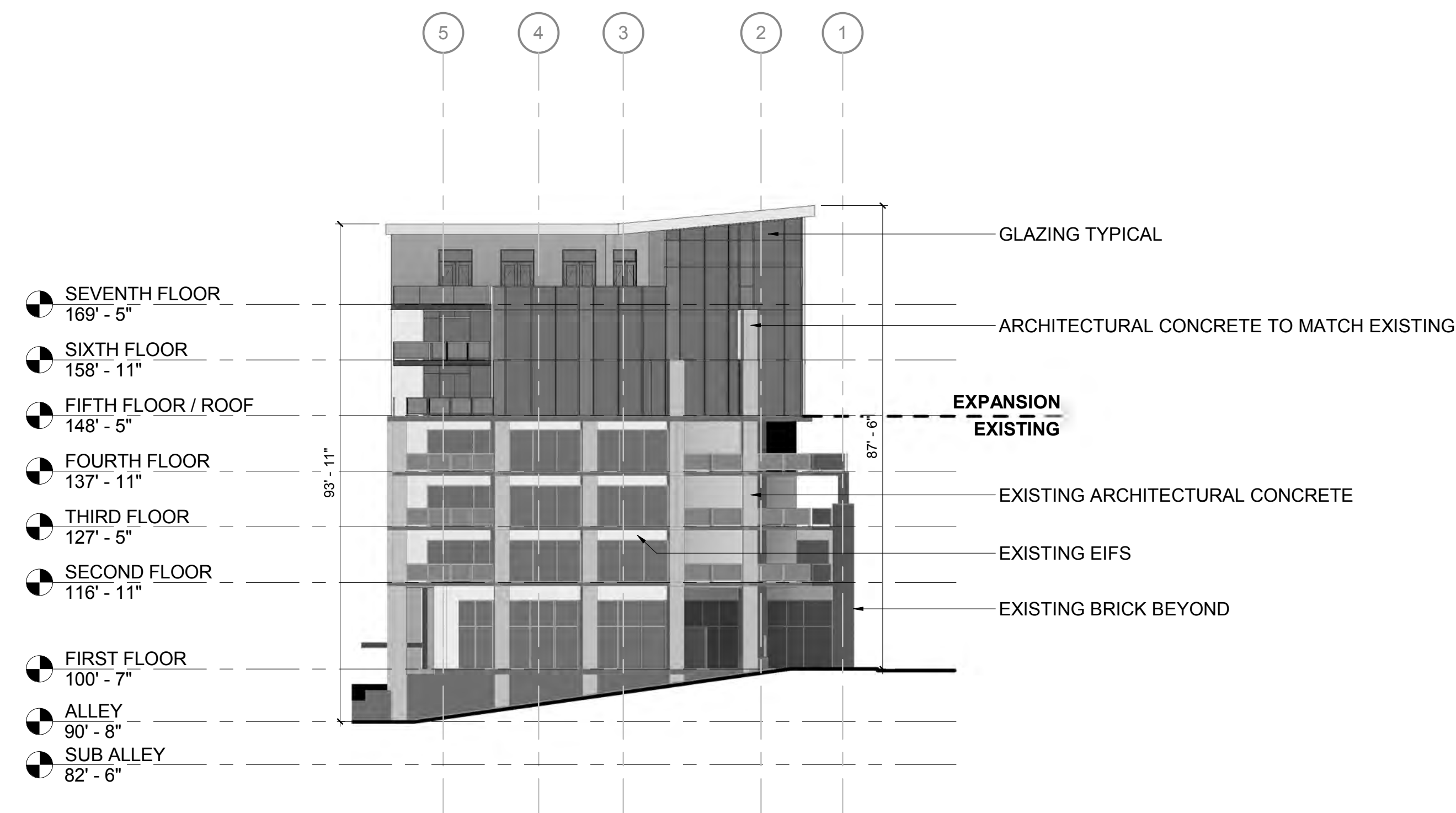
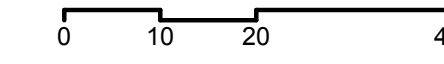
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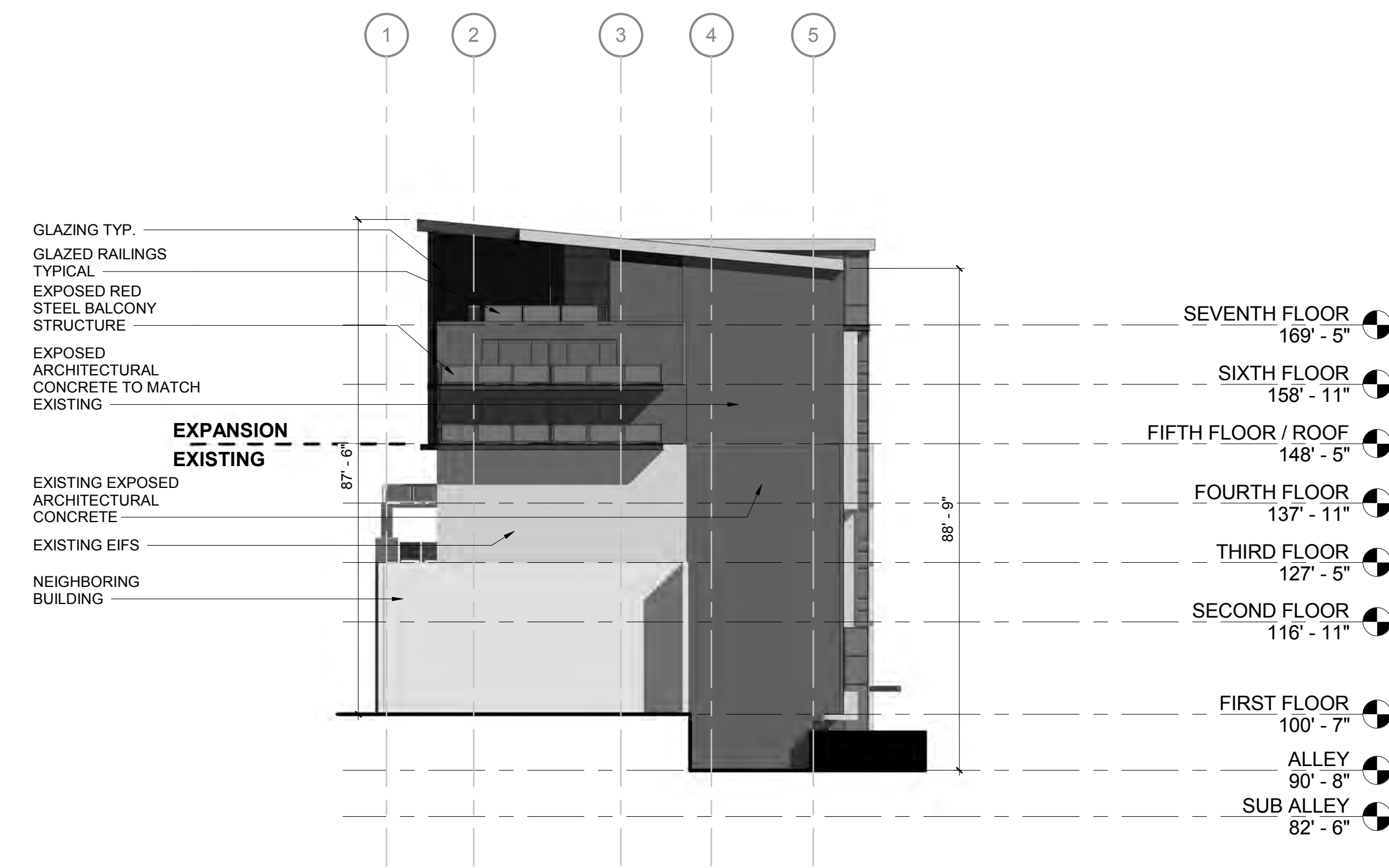
2 SOUTH ELEVATION

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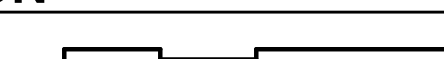
3 EAST ELEVATION

SCALE: 1" = 20'-0"



4 WEST ELEVATION

SCALE: 1" = 20'-0"



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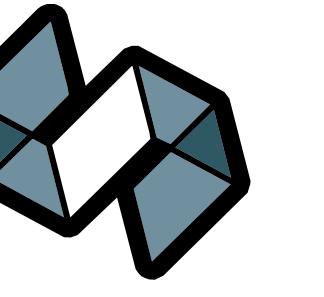
**HOTEL RED
EXPANSION**

1501 Monroe St,
Madison, WI 53711

SHEET NAME
**EXTERIOR
ELEVATIONS**

SHEET NO.

A401



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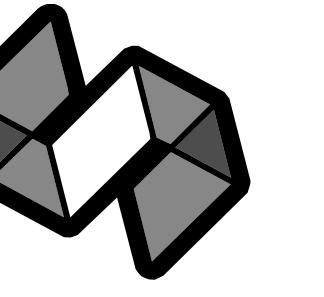
1501 Monroe St.
Madison, WI 53711

SHEET NAME
VICINITY MAP

SHEET NO.

C000

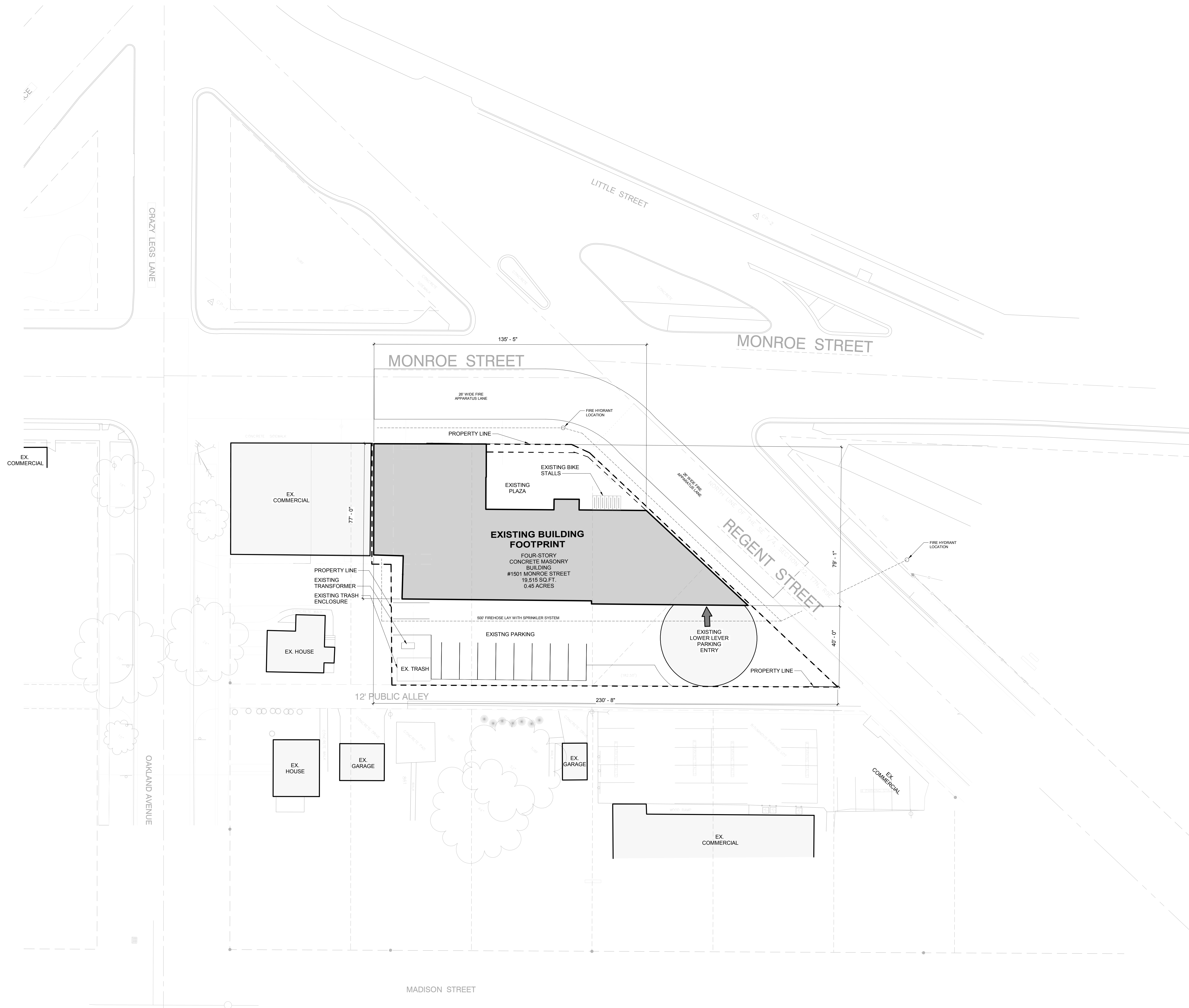
1 SITE - VICINITY
SCALE: NTS



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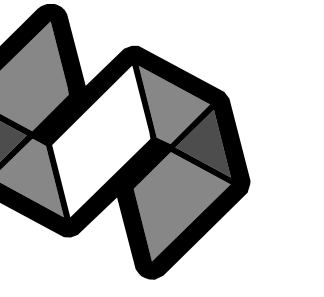
**HOTEL RED
EXPANSION**

1501 Monroe St,
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SHEET NAME
**SITE PLAN
(EXISTING)**

SHEET NO.

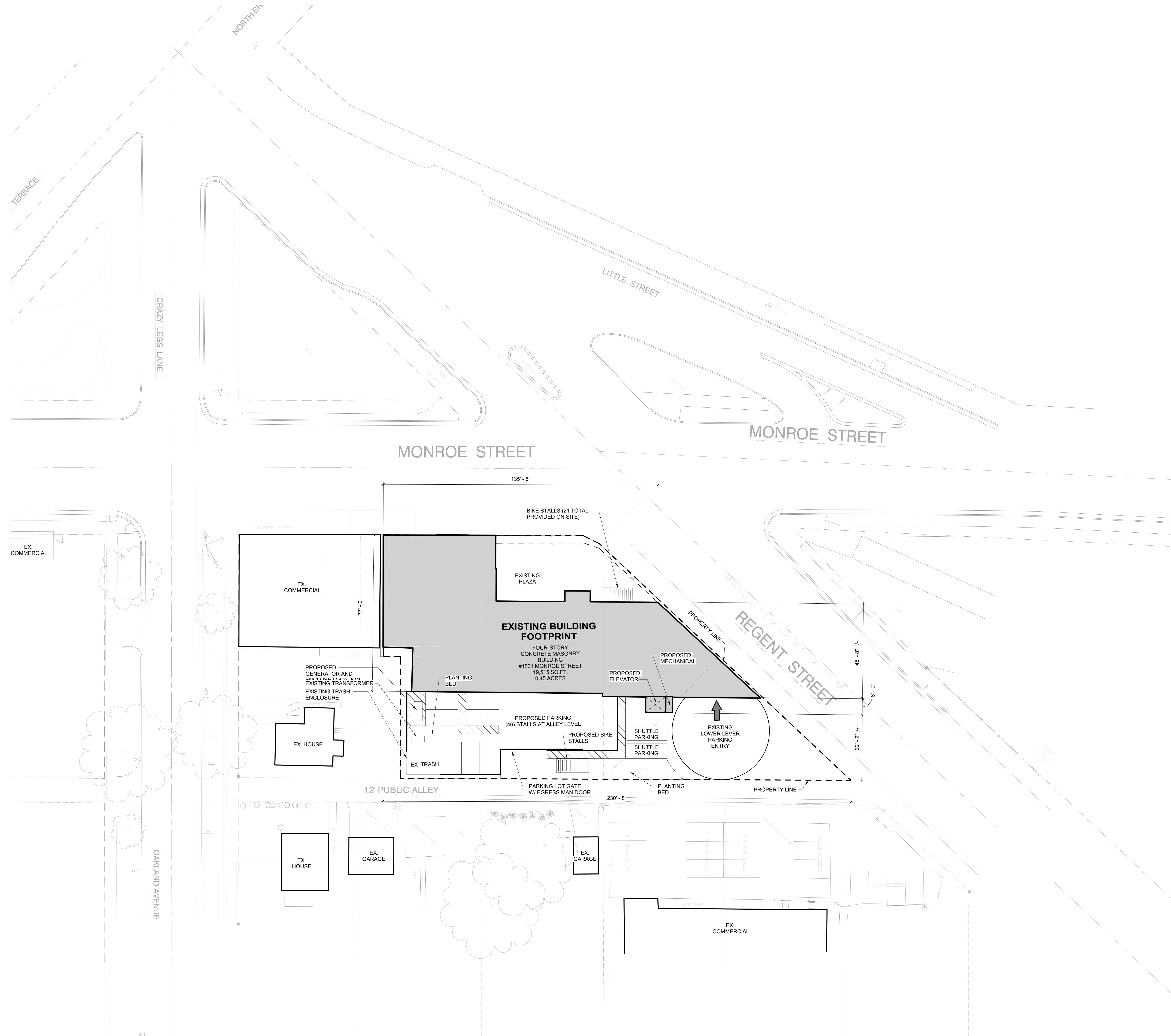
C001



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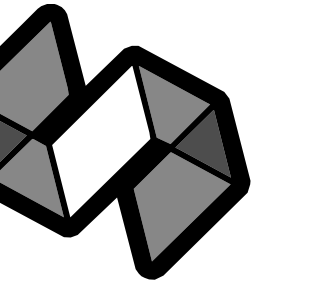
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SHEET NAME
**SITE PLAN
(PROPOSED)**

SHEET NO.

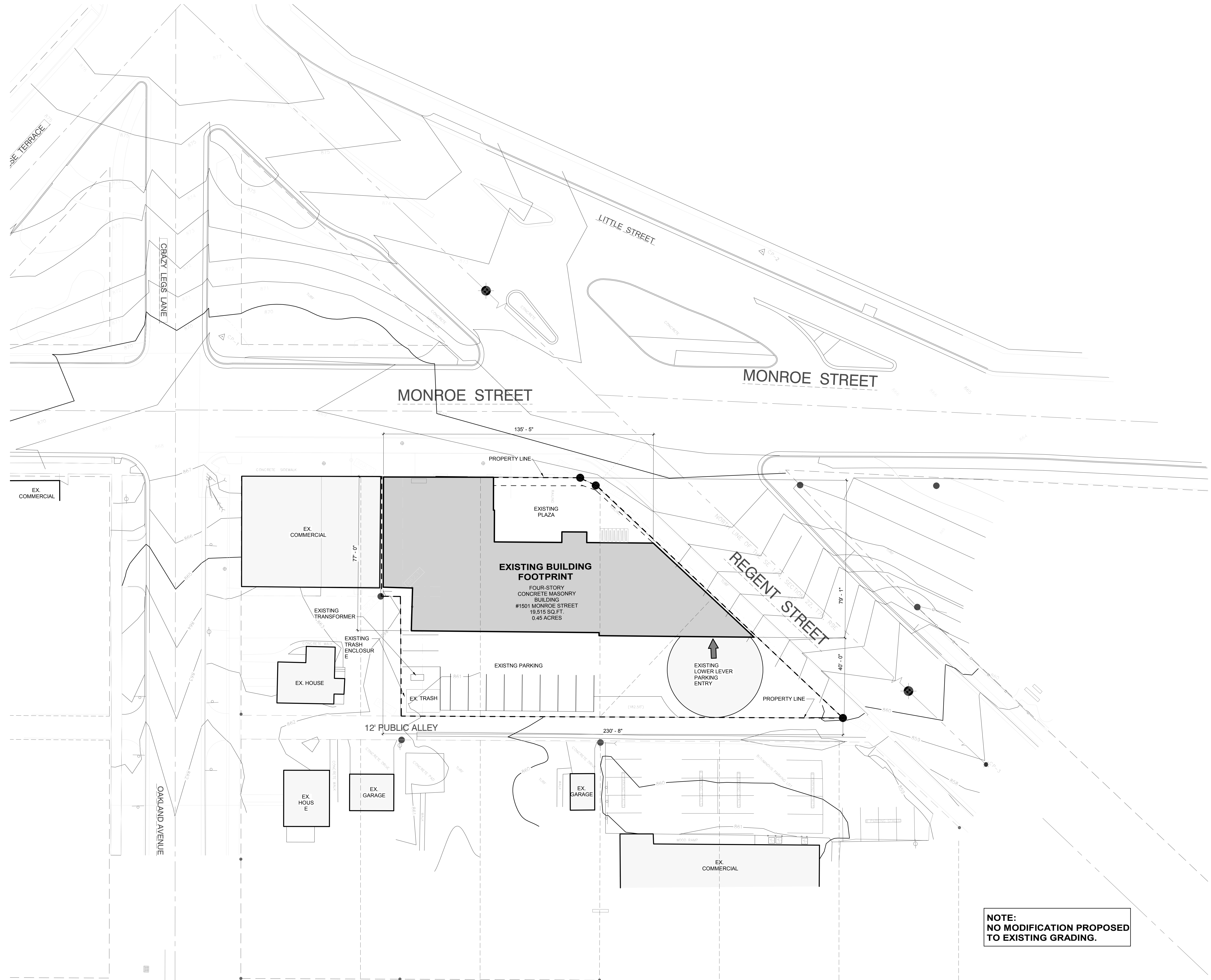
C002



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PROJECT NO.	2015017
PROJECT TITLE	

**HOTEL RED
EXPANSION**

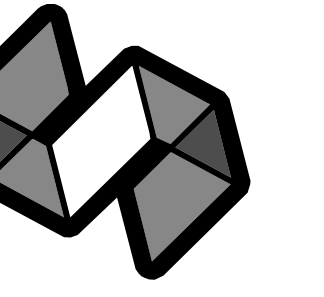
1501 Monroe St,
Madison, WI 53711

SHEET NAME
**SITE GRADING
PLAN (EXISTING)**

SHEET NO.

C003

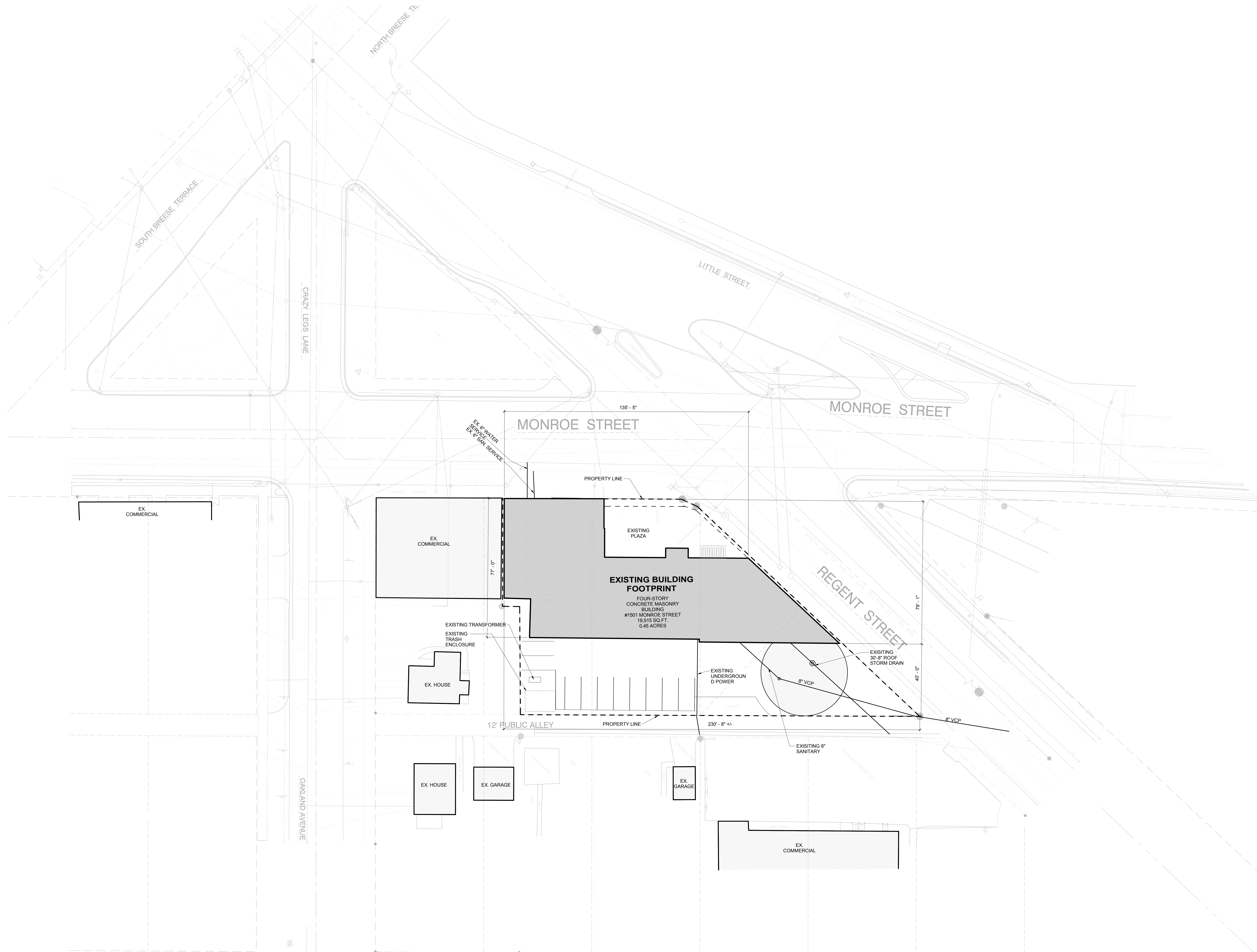
1 EXISTING GRADING PLAN
SCALE: 1" = 20'-0"
0 10 20 40



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INTERIOR DESIGN**

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DATE	6/28/2017
PROJECT NO.	2015017
PROJECT TITLE	

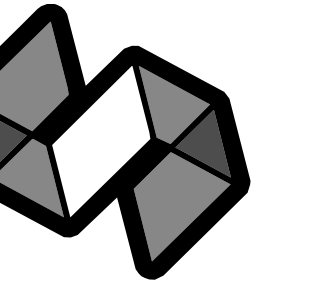
**HOTEL RED
EXPANSION**

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Madison, WI 53711

SHEET NAME
**SITE UTILITY PLAN
(EXISTING)**

SHEET NO.

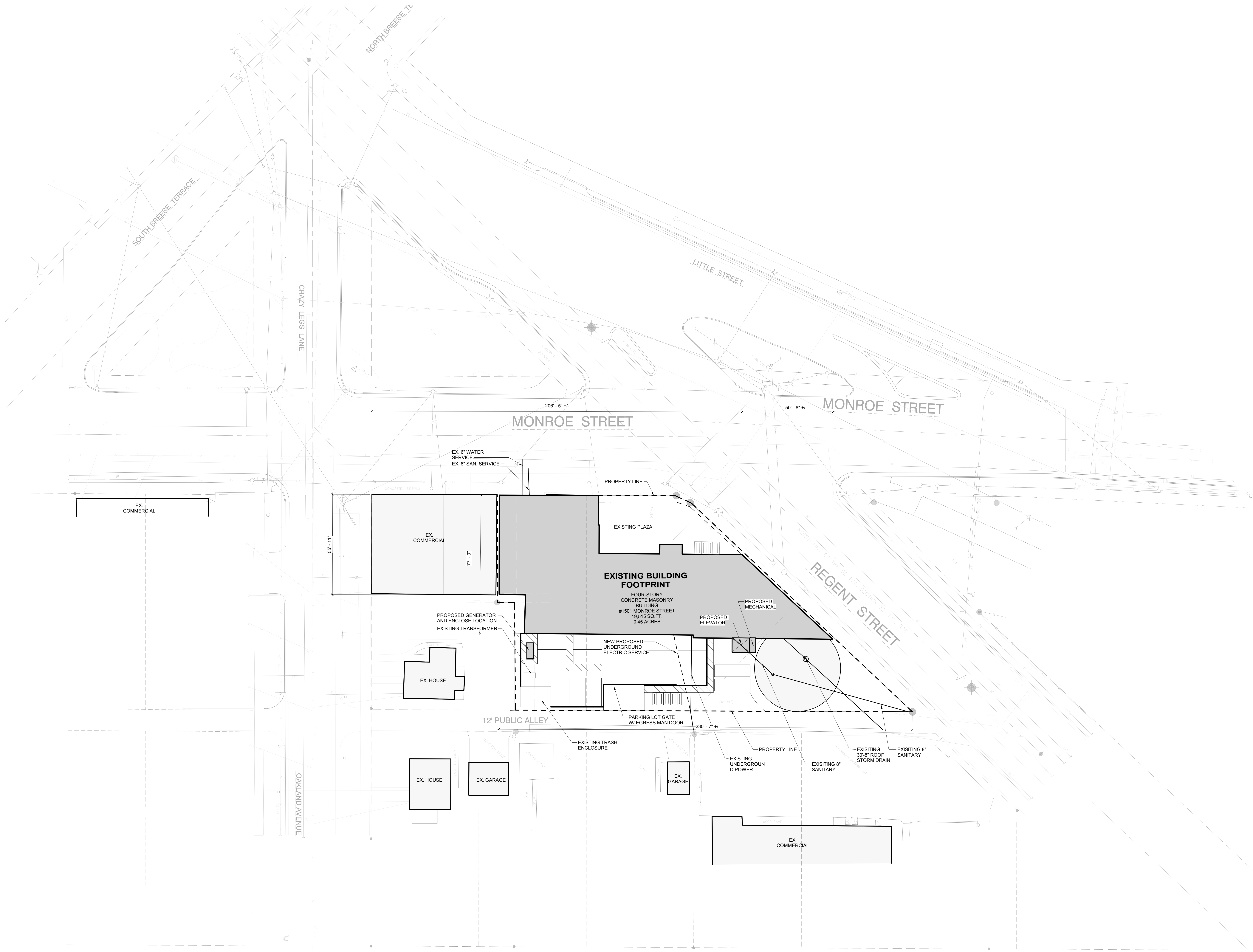
C004



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PROJECT NO.	2015017
PROJECT TITLE	

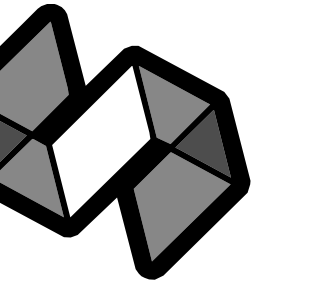
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EXPANSION**

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SHEET NAME
**SITE UTILITY PLAN
(PROPOSED)**

SHEET NO.

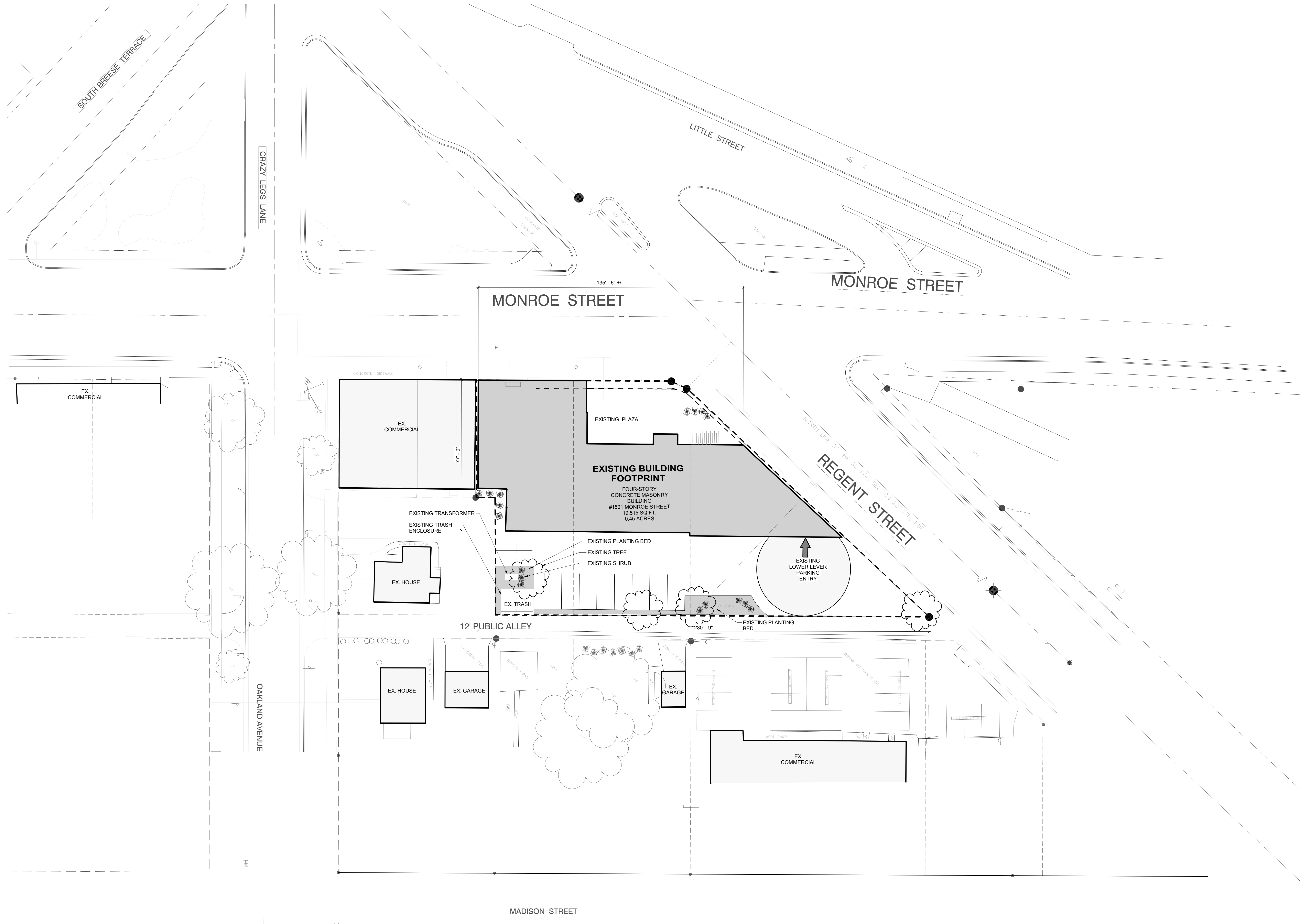
C005



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DATE	6/28/2017
PROJECT NO.	2015017
PROJECT TITLE	

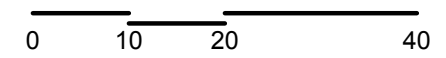
**HOTEL RED
EXPANSION**

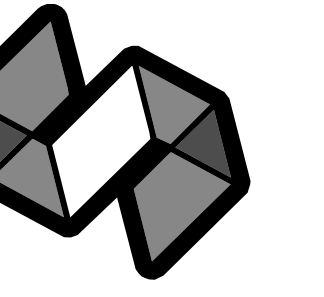
1501 Monroe St,
Madison, WI 53711

SHEET NAME
**LANDSCAPE PLAN
(EXISTING)**

SHEET NO.

L101

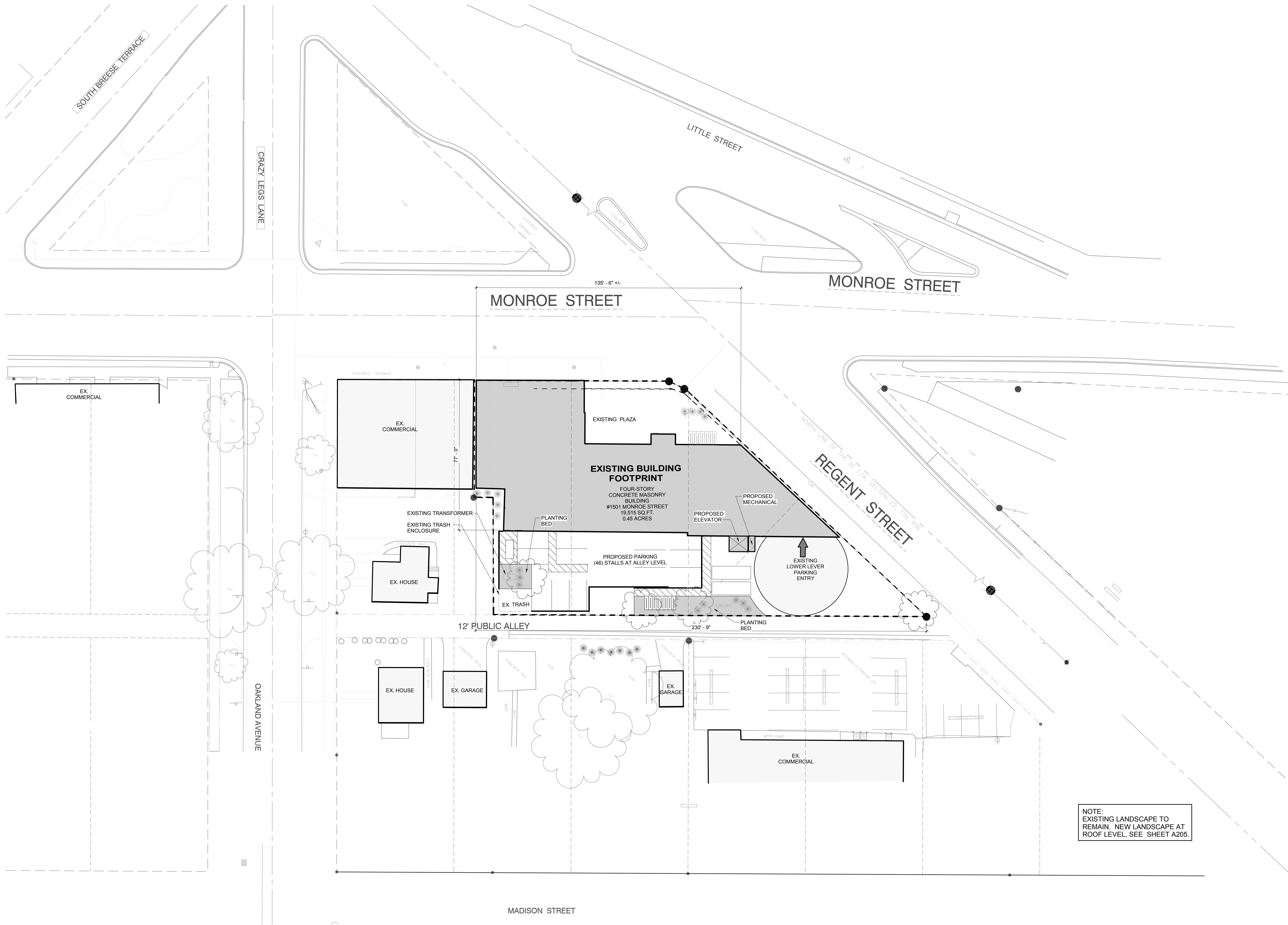




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INTERIOR DESIGN**

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MADISON, WI 53705-4395



NOTE:
EXISTING LANDSCAPE TO
REMAIN. NEW LANDSCAPE AT
ROOF LEVEL. SEE SHEET A205.

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PROJECT TITLE	

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SHEET NAME
**LANDSCAPE PLAN
(PROPOSED)**

SHEET NO.

L102

PROPOSED LANDSCAPE PLAN
SCALE: 1" = 20'-0"









Google Earth

Image Landsat / Copernicus
Image NOAA



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Hotel **RED**
EXPANSION

STREET LEVEL VIEW





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STREET LEVEL VIEW





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STREET LEVEL VIEW





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NORTHEAST VIEW





NORTHEAST VIEW



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NORTH VIEW





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EXPANSION

NORTH VIEW





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EXPANSION

SOUTH EAST VIEW

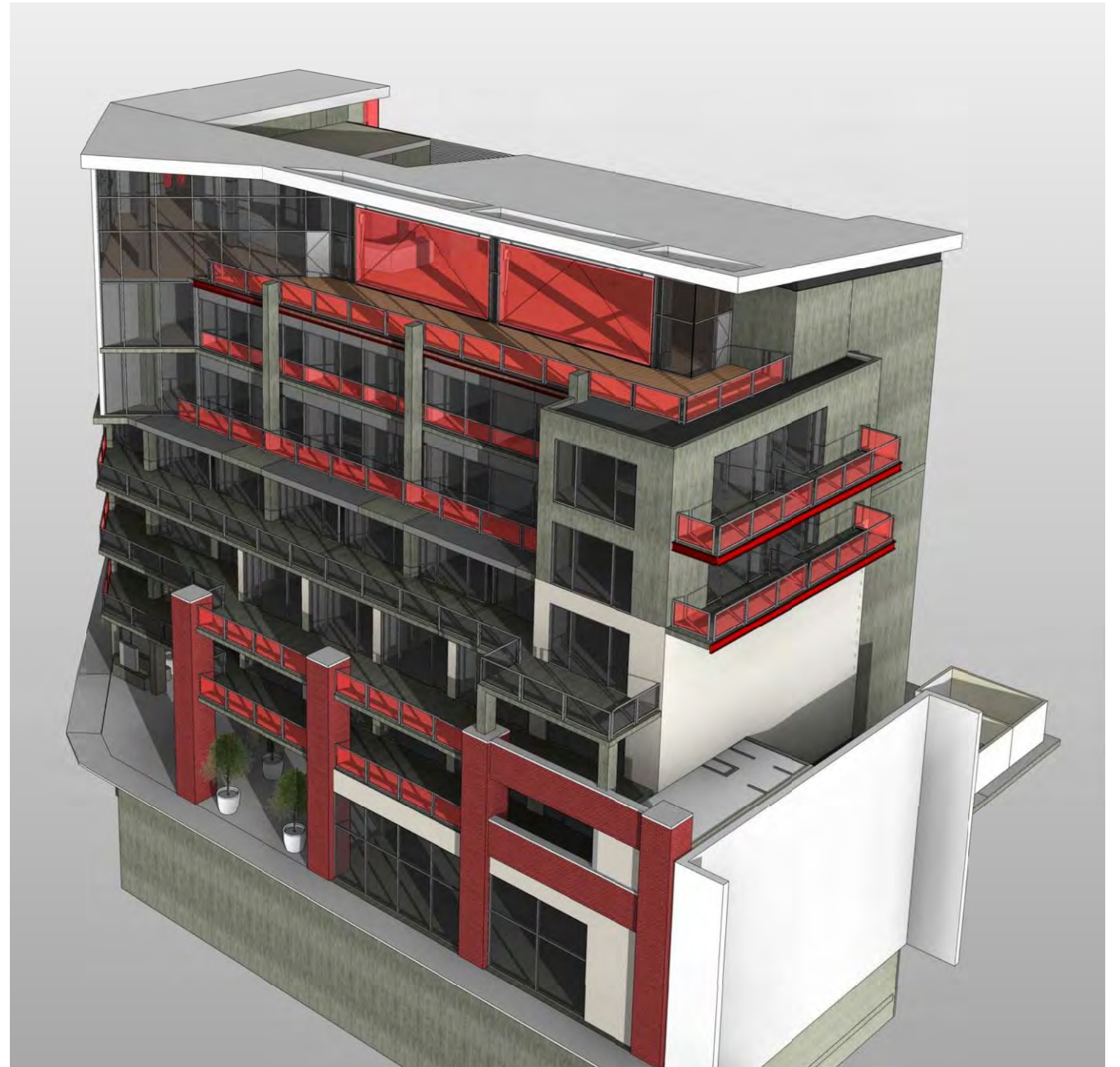




SOUTH EAST VIEW







WEST VIEW



