

City of Madison

Proposed Conditional Use

Location 5109 West Terrace Drive

Project Name Holiday Inn Patio

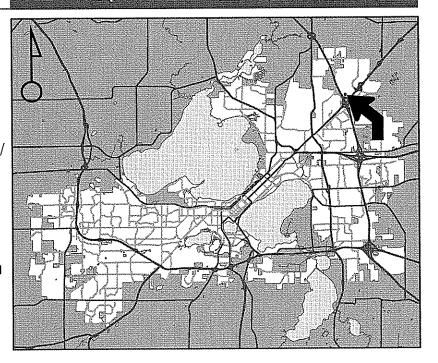
Applicant

John P. Stauffacher – Madison Northeast, LLC/ Ann Stauffacher – Madison Northeast, LLC

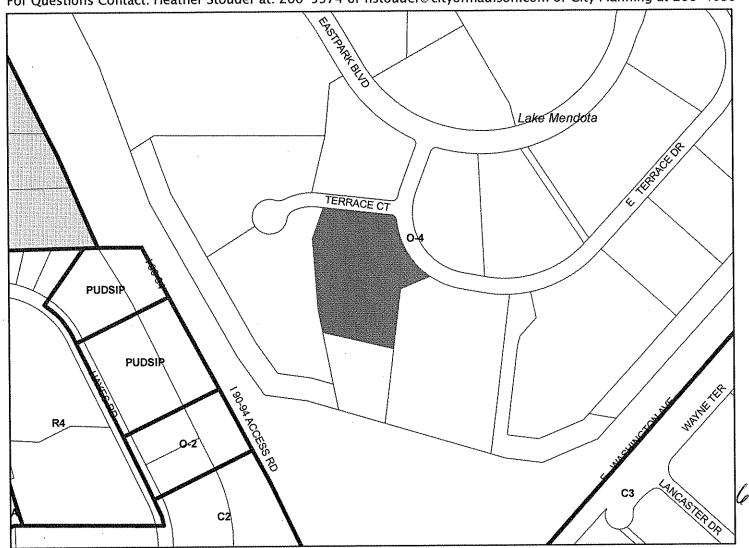
Existing Use Holiday Inn Hotel

Proposed Use
Outdoor Eating Area for Holiday Inn

Public Hearing Date Plan Commission 04 May 2009



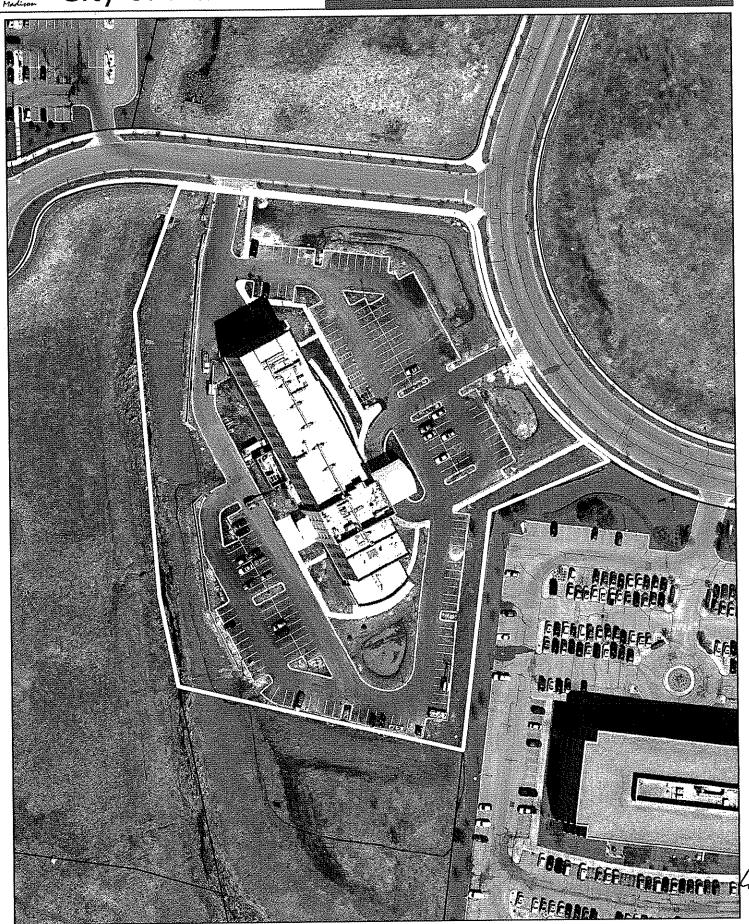
For Questions Contact: Heather Stouder at: 266-5974 or hstouder@cityofmadison.com or City Planning at 266-4635



Scale: 1" = 400'

City of Madison, Planning Division: RPJ: Date: 20 April 2009

5109 West Terrace Drive



Date of Aerial Photography : April 2007

LAND USE APPLICATION	FOR OFFICE USE ONLY:	
Madison Plan Commission	Amt. Paid \$550 Receipt No. 98140	
215 Martin Luther King Jr. Blvd; Room LL-100	Date Received 3//7/09	
PO Box 2985; Madison, Wisconsin 53701-2985	Received By JLK	
Phone: 608.266.4635 Facsimile: 608.267.8739	Parcel No. 08/0 223 070/ Z	
The following information is <u>required</u> for all applications for Plan Commission review.	Aldermanic District 17 Jac Clausius GQ CW Enghold	
Please read all pages of the application completely and fill in all required fields.	Zoning District O U For Complete Submittal	
This application form may also be completed online at www.cityofmadison.com/planning/plan.html	Application	
 All zoning application packages should be filed directly with the Zoning Administrator's desk. 	Plan Sets Zoning Text //	
 All applications will be reviewed against the applicable standards found in the City Ordinances to determine if the project can be approved. 	Alder Notification Waiver Ngbrhd. Assn Not. Waiver Date Sign Issued 3///09	
. Project Address: 5109 W. Towrace Dr	Project Area in Acres:	
Project Title (if any):		
This is an amplication for (check at least one)		
2. This is an application for: (check at least one)		
Zoning Map Amendment (check only ONE box below for re	ezoning and fill in the blanks accordingly)	
Rezoning from to	Rezoning from to PUD/ PCD-SIP	
Rezoning from to PUD/ PCD—GDP	Rezoning from PUD/PCD—GDP to PUD/PCD—SIP	
Conditional Use Demolition Permit	Other Requests (Specify):	
3. Applicant, Agent &Property Owner Information:		
	company: Madison Northeast-LLC	
Street Address: 5109 W-Terrace D city/State: Madison W zip: 53718		
Telephone: 1608 216-7507 Fax: 1608 216-75)	2 Email: istauffacher@sixtitles.com	
Project Contact Person: Ann Stauffacher		
Street Address: 569 W. Terrace 191. City/Sta		
Telephone: 1008, 216-7506 Fax: 1008, 216-751		
·	william tital	
Property Owner (if not applicant):		
Street Address: City/Sta	ate: Zip:	
4. Project Information:		
Provide a general description of the project and all proposed use roll food roll bever	vag on our Patio dijacen	
our meeting space. This is a h		
Development Schedule: Commencement	Completion	

	proposed development and review process with Zoning Counter and Planning Unit staff; note staff persons and date. Planner Date Zoning Staff Date Description of the signer attests that this form has been completed accurately and all required materials have been submitted: Intel Name Date Da	
V		
V	proposed development and review process with Zoning Counter and Planning Unit staff; note staff persons and date.	
	Pre-application Meeting with staff: Prior to preparation of this application, the applicant is required to discuss the	
	If the alder has granted a waiver to this requirement, please attach any such correspondence to this form.	
	→ List below the Alderperson, Neighborhood Association(s), Business Association(s) AND dates you sent the notices:	
V	Pre-application Notification: Section 28.12 of the Zoning Ordinance requires that the applicant notify the district alder an any nearby neighborhood or business associations by mail no later than 30 days prior to filing this request:	
	for this property.	
L	→ The site is located within the limits of Plan, which recommends:	
	Conformance with adopted City plans: Applications shall be in accordance with all adopted City of Madison plans:	
Ac pc to	R ALL APPLICATIONS: All applicants are required to submit copies of all items submitted in hard copy with the plication (including this application form, the letter of intent, complete plan sets and elevations, etc.) as INDIVIDUAL Adobrobat PDF files compiled either on a non-returnable CD to be included with their application materials, or in an e-mail sent transplications@cityofmadison.com. The e-mail shall include the name of the project and applicant. Applicants who are unable provide the materials electronically should contact the Planning Unit at (608) 266-4635 for assistance. Applicant Declarations:	
ı	A Zoning Text must accompany <u>all</u> Planned Community or Planned Unit Development (PCD/PUD) submittals.	
	A project proposing ten (10) or more dwelling units may be required to comply with the City's Inclusionary Zonin requirements outlined in Section 28.04 (25) of the Zoning Ordinance. A separate INCLUSIONARY DWELLING UNIT PLAI application detailing the project's conformance with these ordinance requirements shall be submitted concurrently with this application form. Note that some IDUP materials will coincide with the above submittal materials.	
2.4./	For any applications proposing demolition of existing (principal) buildings, photos of the structure(s) to be demolishe be submitted with your application. Be advised that a Reuse and Recycling Plan approved by the City's Rec Coordinator is required to be approved by the City prior to issuance of wrecking permits.	
IN	ADDITION, THE FOLLOWING ITEMS MAY ALSO BE REQUIRED WITH YOUR APPLICATION; SEE BELOW:	
5.2	Filing Fee: \$ See the fee schedule on the application cover page. Make checks payable to: City Treasurer	
V	Legal Description of Property: Lot(s) of record or metes and bounds description prepared by a land surveyor.	
	Letter of Intent: Twelve (12) copies describing this application in detail but not limited to, including: existing condition 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 of 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.	
	None (1) copy of the plan set reduced to fit onto 8 ½ inch by 11 inch paper	
	• Seven (7) copies of the plan set reduced to fit onto 11 inch by 17 inch paper (collated, stapled and folded)	
	• Seven (7) copies of a full-sized plan set drawn to a scale of one inch equals 20 feet (collated and folded)	
	Site Plans submitted as follows below and depicts all lot lines; existing, altered, demolished or proposed buildings; parkin areas and driveways; sidewalks; location of any new signs; existing and proposed utility locations; building elevations an floor plans; landscaping, and a development schedule describing pertinent project details:	



5109 W. Terrace Drive, Madison, WI 53718

To Whom It May Concern:

We are applying for a conditional use to serve food and beverages on the patio adjacent to the prefunction area of our hotel. The patio is approximately 2100 square feet.

Our hotel's main source of business is the corporate traveler-specifically guests doing business with the companies in our corporate park. Our intent it to offer some type of entertainment one weekday night per week, after work for a few hours. This would be something like a solo guitarist or a jazz ensemble. It would also be nice to have this, if one of our corporate clients would like an evening reception in the summer on the patio.

We would also like to offer this for the occasional summer wedding reception that would like a cocktail reception outside. We held about 6 weddings last year, and of these 4 were in the summer. We are an ideal site for the smaller wedding-up to 180 guests. This is not our main source of business, but the reality is that we do need to try and secure some weekend type business.

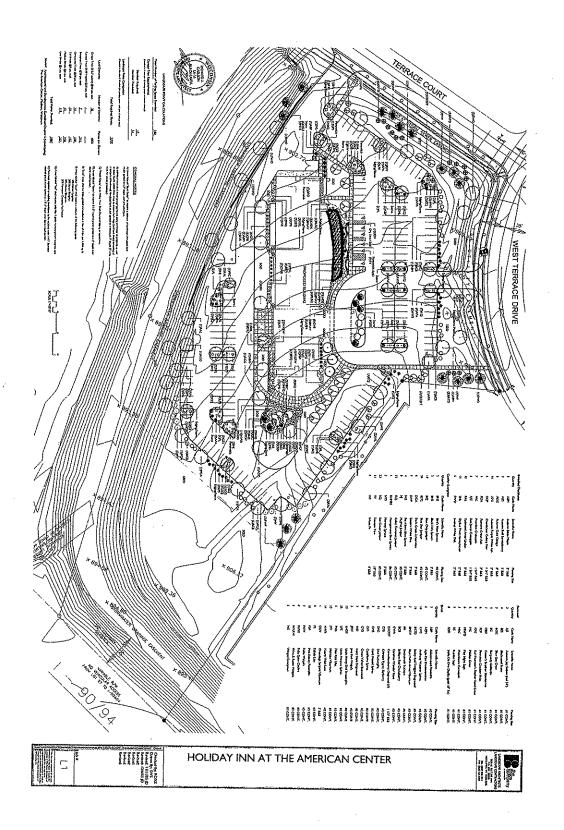
We would not need our license to go past 10 pm. We currently have a Class B combination license for the hotel proper. We also currently have an entertainment license. The decibel level of music would be below the city requirements. The maximum number of people we would have is 150, 125 of nonfixed seating , and 25 with fixed seating. We currently have 3 benches on the patio. We would purchase 4-6 additional tables with matching chairs. There is a landscaped terrace between the patio and the parking lot.

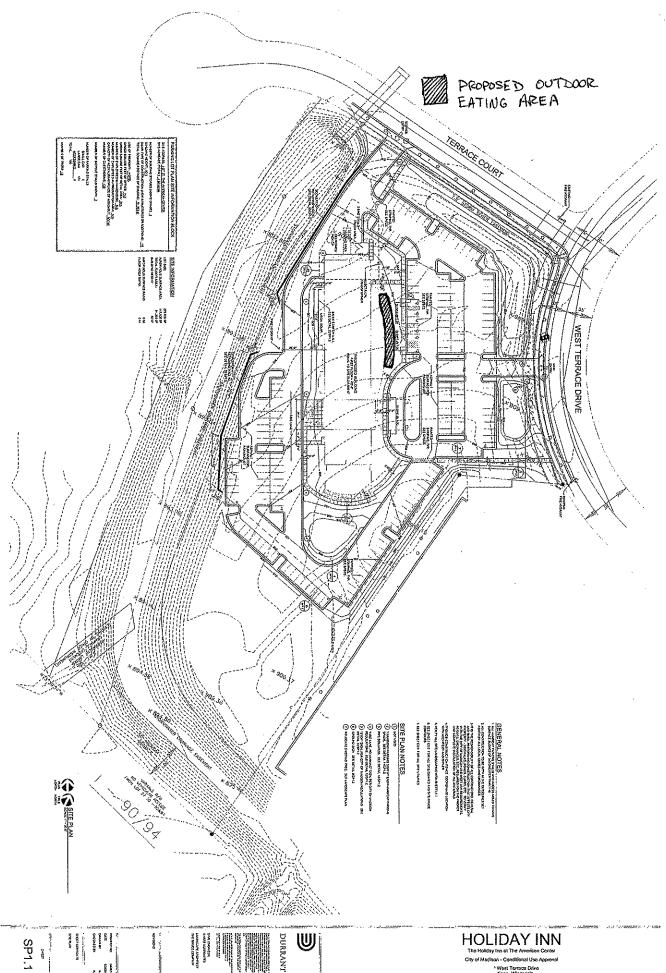
We have adjacent bathrooms that are classified as accessible, located very near the prefunction area. We will follow the same procedures for checking id's, as in the restaurant/bar of the hotel interior. We are a 2008 Newcomer of the Year Award winner, and typically rank in the top 10 of all Holiday Inns internationally based on guest comments. The Holiday Inn employs 55 full and part-time employees. Our hotel is located on approximately 4.89 acres and has 180 parking stalls, of which 6 are accessible. The square footage of the building is 91,365 square feet. The hotel is open 24 hours a day, seven days per week.

The legal description for this property is Lot 27, The American Center.

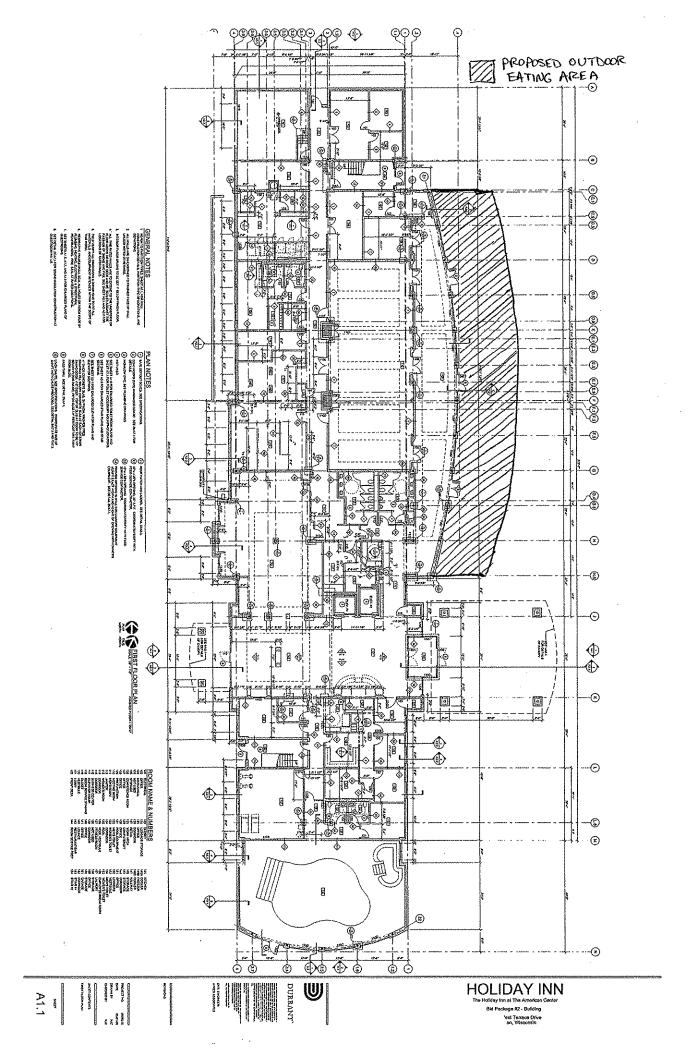
John P. Stauffacher, Applicant Holiday Inn Madison at The American Center

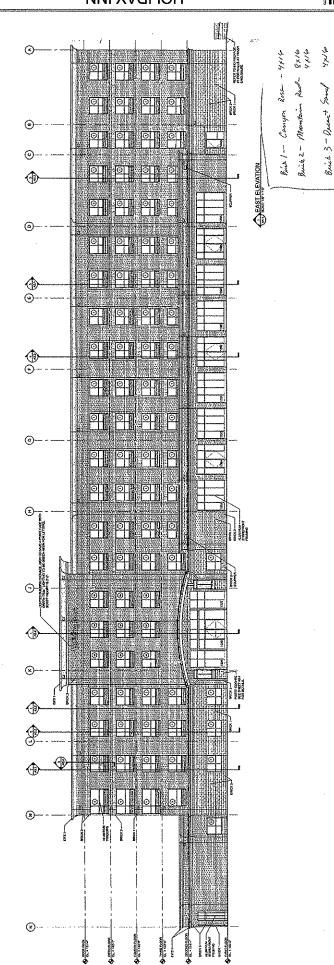
PROPOSED OUTDOOR EATING AREA

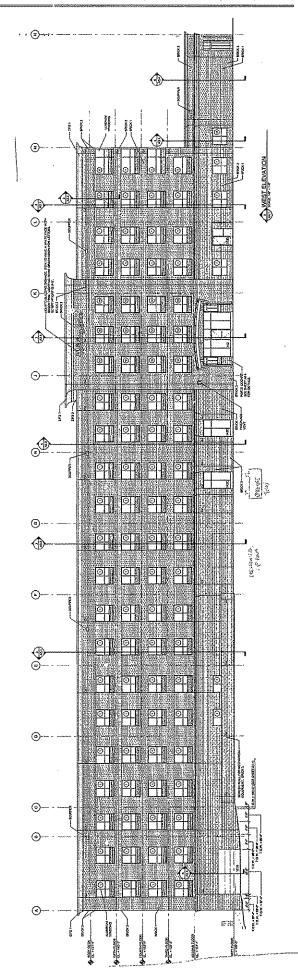


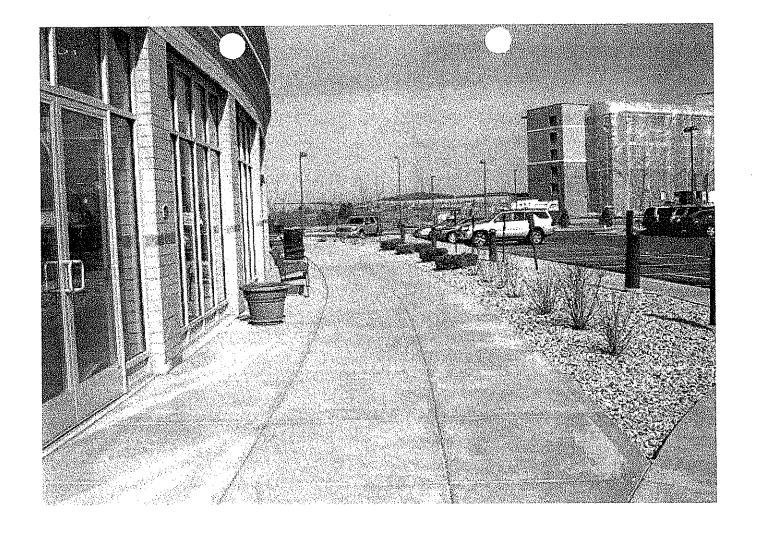


HOLIDAY INN
The Holiday Ine at The American Center
City of Medison - Confirmation
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dison, Wilconstin













Timothy L. Christen
Chief Executive Officer

Ten Terrace Court • PO Box 7398 Madison, WI 53707-7398 Ph 608.240.2309 tchristen@virchowkrause.com

March 13, 2009

City of Madison Planning Dept ATTN: Rhonda Statz, Madison Clerk's Office 210 Martin Luther King Jr. Blvd, Room 103, Madison, WI 53703

To Whom It May Concern:

I am writing to share my support for the Holiday Inn Madison at The American Center's application for conditional use to serve food and beverage on their outdoor patio, adjacent to their meeting space.

My company, Virchow Krause & Company, LLP, is located adjacent to the Holiday Inn. I feel that their proposed plans to host music on Thursday evenings or possibly for corporate functions will benefit the American Center Corporate Park, of which our company is a member.

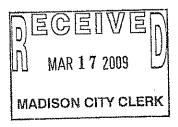
Sincerely,

Thin Christ

The American Center



March 16, 2009



Ms. Rhonda Statz, Madison City Clerk 210 Martin Luther King Jr. Blvd, Room 103 Madison, WI 53703

Re: Holiday Inn Madison at The American Center

Dear Ms Statz,

I am writing to express my support for the Holiday Inn Madison at The American Center's request for a conditional use permit to serve food and beverages on their outdoor patio. Patio service was raised during the review process for this project and supported by the Project Review Committee (PRC) for The American Center. The PRC reviews all development applications and includes a member from the Madison Urban Design Commission. Ron Bowen is Chairperson for the committee and I am sure Ron would echo support for this proposal!

If I may be of further assistance, please call. I am looking forward to your favorable approval of this request.

Sincerely,

Richard W. Wilberg

Business and Workplace Services Director

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CC Ann Stauffacher, Holiday Inn at The American Center Ron Bowen, Chair Project Review Committee

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A Development by:

American Family Mutual Insurance Co. 6000 American Parkway Madison, Wisconsin 53783-0001