

Supplegroup

hotels | restaurants 

14 May 2008

Urban Design Commission
Chair: Lou Host-Jablonski
215 MLKJ Blvd., Suite LL100
Madison, WI 53703

RE: Consideration of Mixed-Use Development at 822-844 John Nolen Drive

Dear Commission:

Consideration of Urban Design Commission approval is requested 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 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**™ hotel, and Element™. Infused with the DNA of W Hotels, **aloft** hotel is a new destination sensation featuring loft-inspired design, accessible technology and a stylish urban attitude.

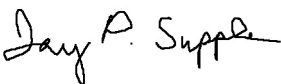
The **aloft** hotel will deliver a global differentiated lifestyle brand that reflects the needs of our customers; offering a reinvention of the travel experience featuring affordable, quality products and services with a focus on design accessible technology, and comfort and convenience. The Madison **aloft** hotel is a 136 room hotel, with the majority of rooms having lake views. Environmentally, **aloft** hotel will include dedicated parking for hybrid vehicles, underground parking, a green roof, a covered rooftop lounge and a “backyard patio.”

Fratellos Waterfront Restaurant 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, Downtown Madison and the State Capital. A seasonal outdoor patio will also overlook the waterfront.

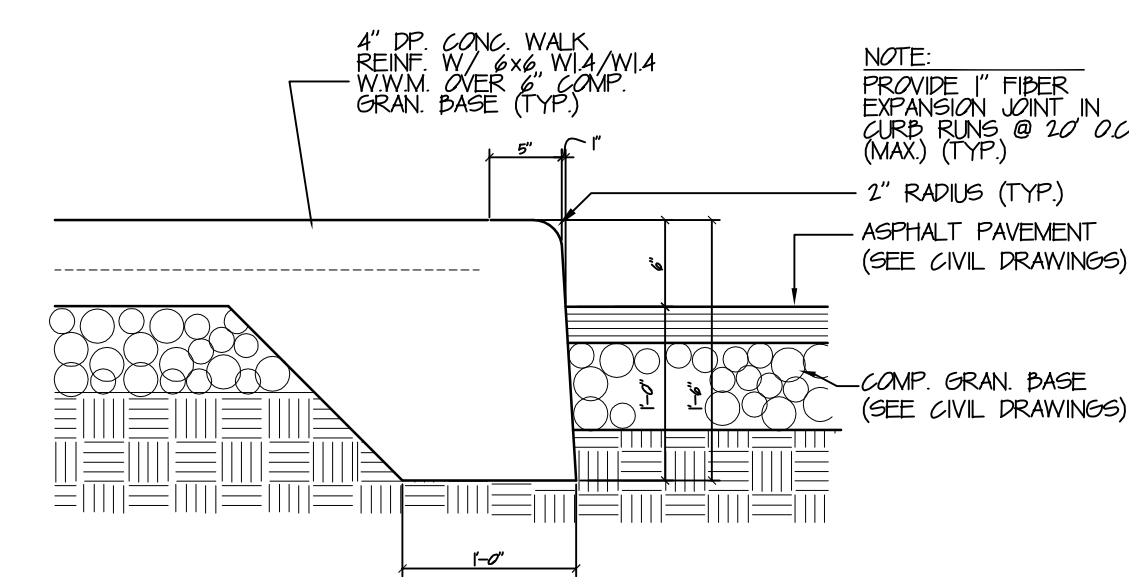
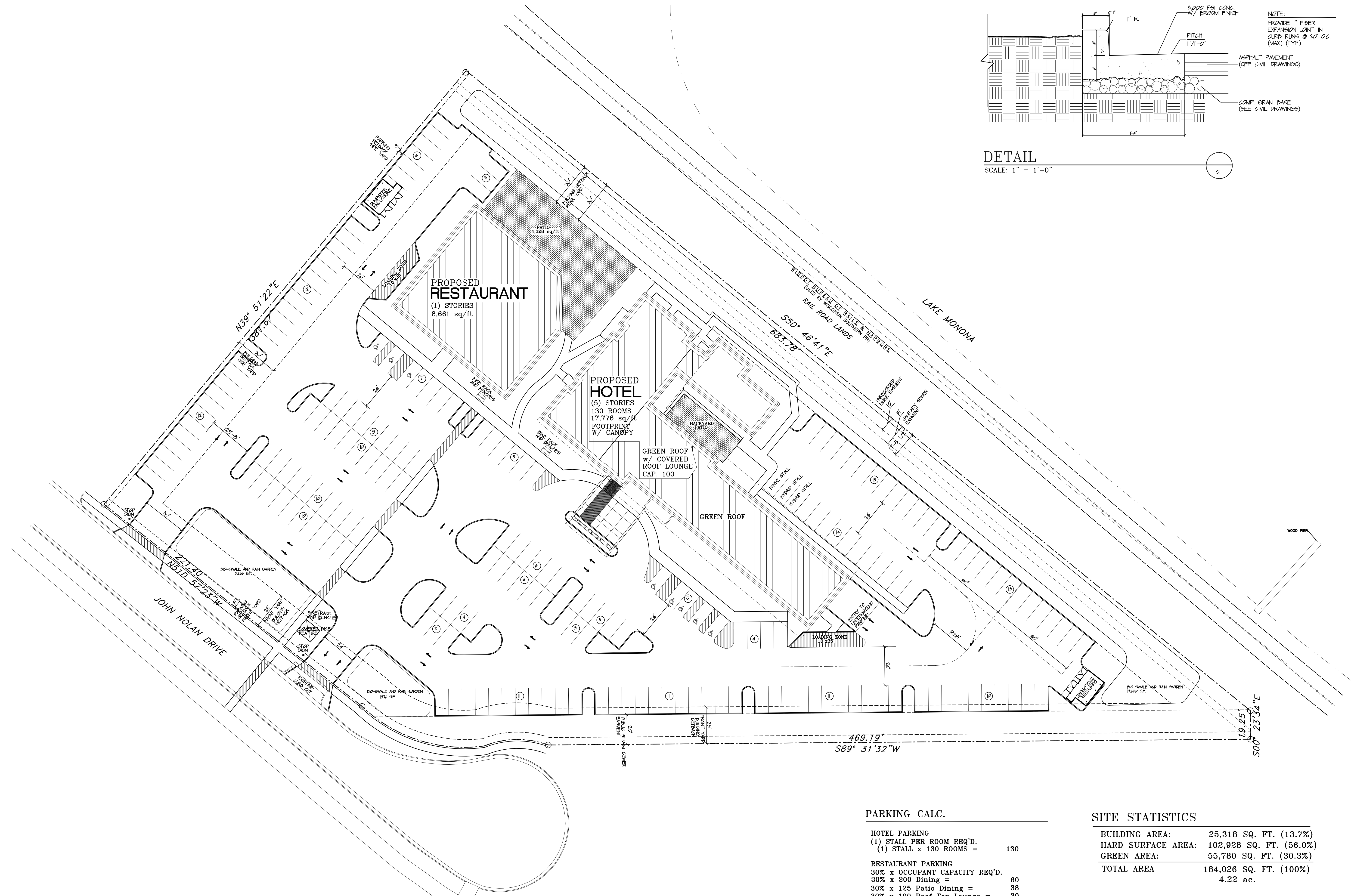
The proposed development is a 4.23 acre site. The proposed buildings are located and oriented to maximize lake views and the proximity to the lake. An urban corridor organizes **aloft** hotel and Fratellos along the west (front) facade. A dedicated pedestrian connection links **aloft** hotel and Fratellos 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 storm water management features.

Thank you for your consideration of this mixed-use development.

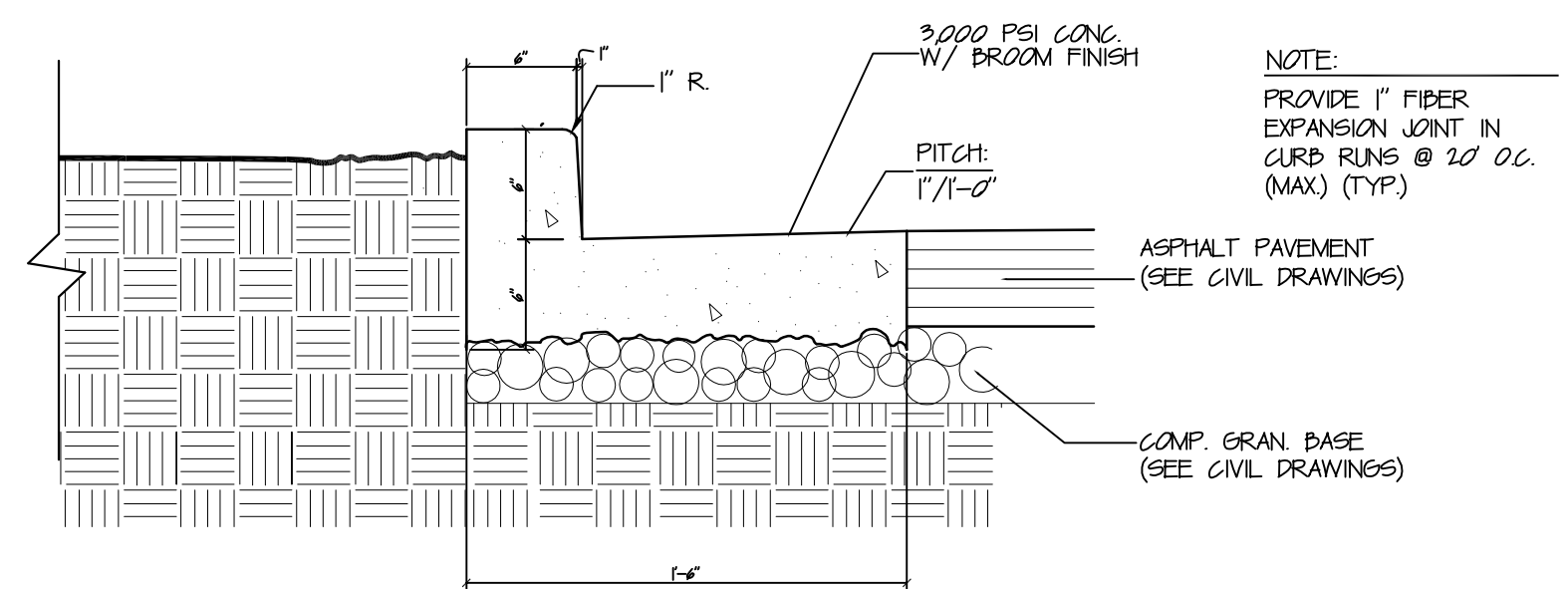
Regards,



Jay P. Supple
CEO
Supple Group



DETAIL
SCALE: 1" = 1'-0"



DETAIL
SCALE: 1" = 1'-0"

ARCHITECTURAL SITE PLAN
SCALE: 1" = 30'-0"

PARKING CALC.

HOTEL PARKING	
(1) STALL PER ROOM REQ'D.	
(1) STALL x 130 ROOMS =	130
RESTAURANT PARKING	
30% x OCCUPANT CAPACITY REQ'D.	
30% x 200 Dining =	60
30% x 125 Patio Dining =	38
30% x 100 Roof Top Lounge =	30
TOTAL REQ'D PARKING =	258
SURFACE STALLS PROVIDED =	201
UNDERGROUND PROVIDED STALLS =	49
TOTAL STALLS PROVIDED =	250

SITE STATISTICS

BUILDING AREA:	25,318 SQ. FT. (13.7%)
HARD SURFACE AREA:	102,928 SQ. FT. (56.0%)
GREEN AREA:	55,780 SQ. FT. (30.3%)
TOTAL AREA	184,026 SQ. FT. (100%)
	4.22 ac.

revision #	by	change / date

Proposed Hotel For:

ALLOFT HOTEL

John Nolan Drive
Madison, Wisconsin

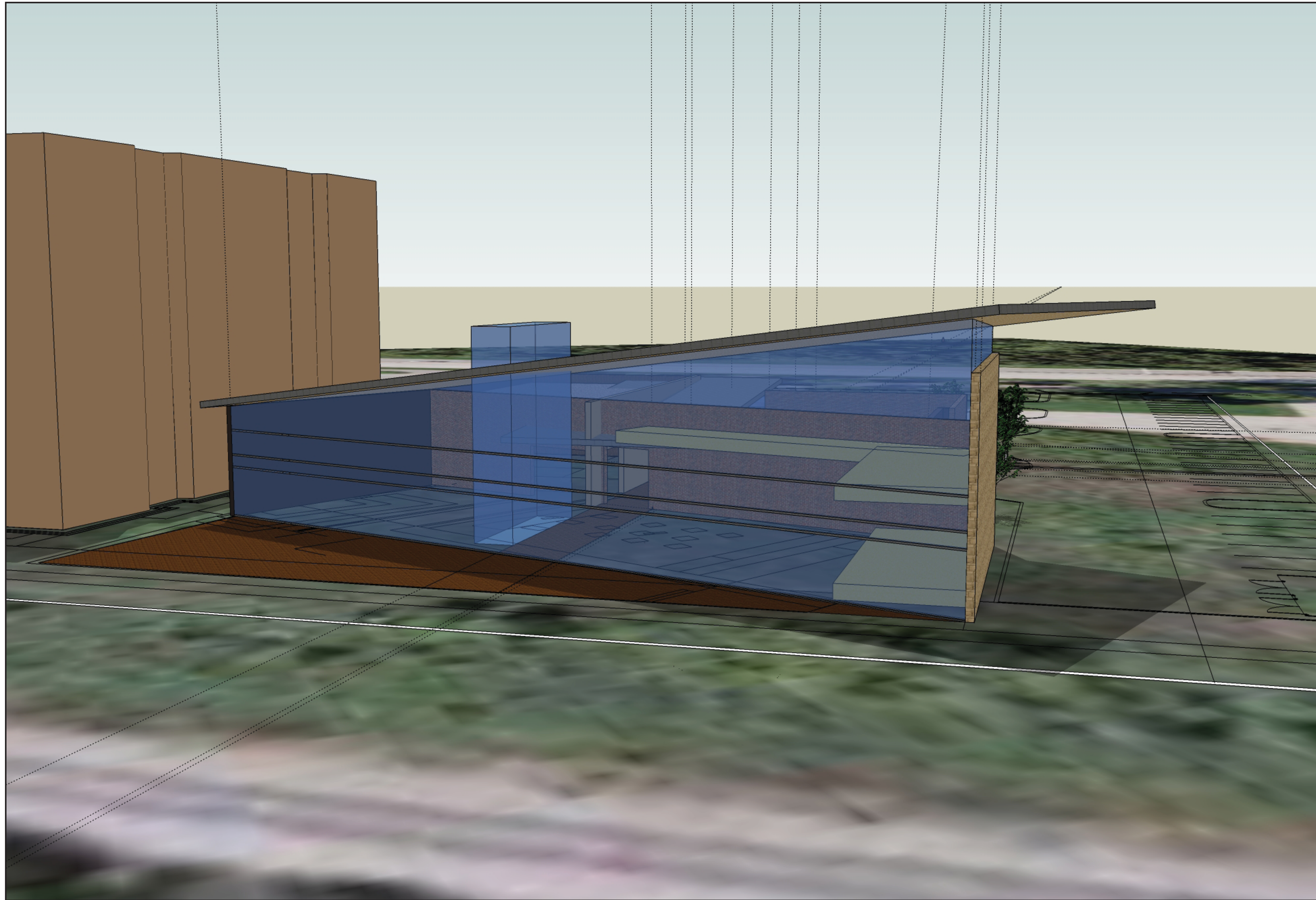
architect
design II inc.
885 western ave.
suite no. 200
ford ct. inc. - wi 54906
(608) 922-2385 fax (608) 922-4109

project no.
0765
date
5-13-2008
sheet no.
S1









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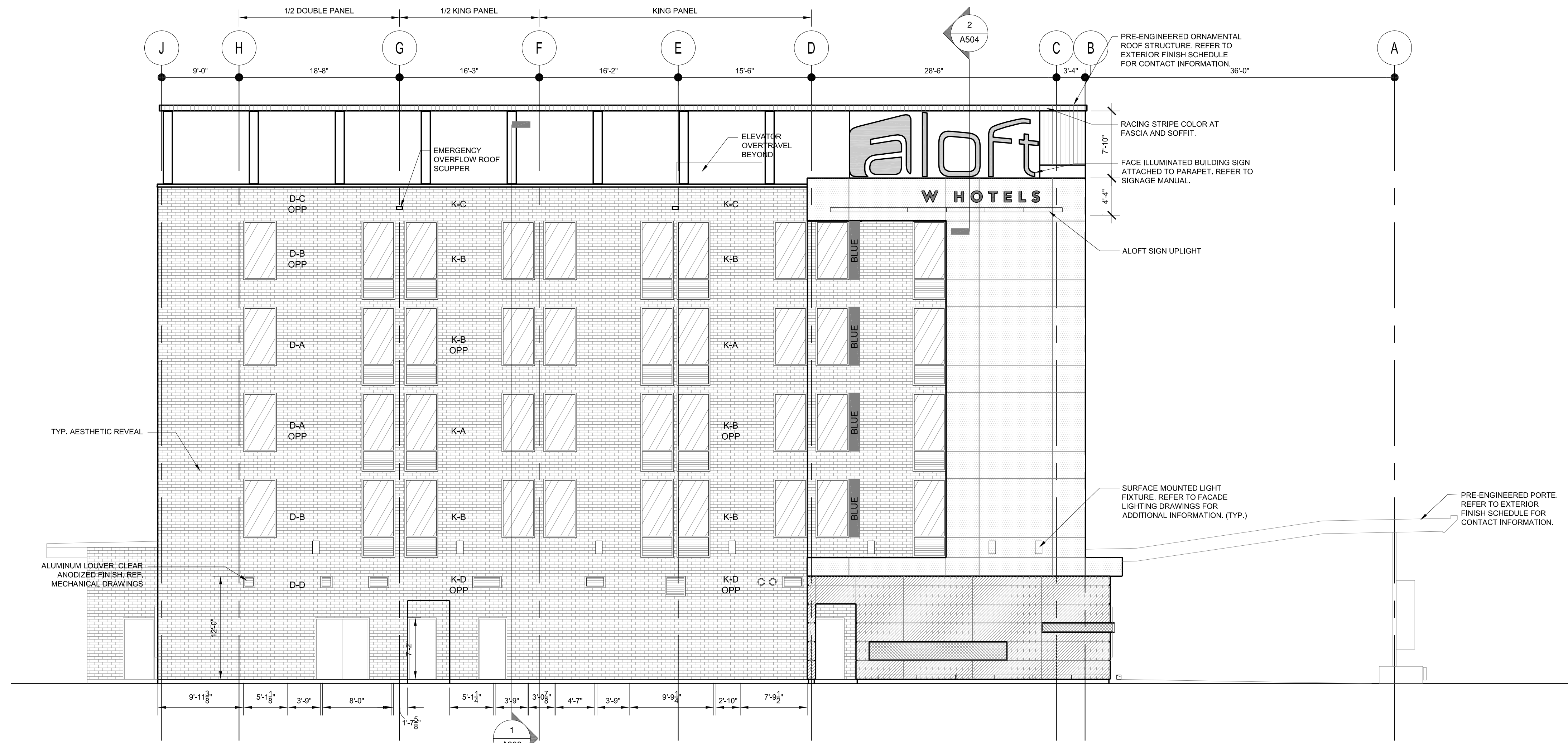
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Proposed Hotel For:
ALOFT HOTELS
 John Nolen Drive
 City of Madison, Wisconsin

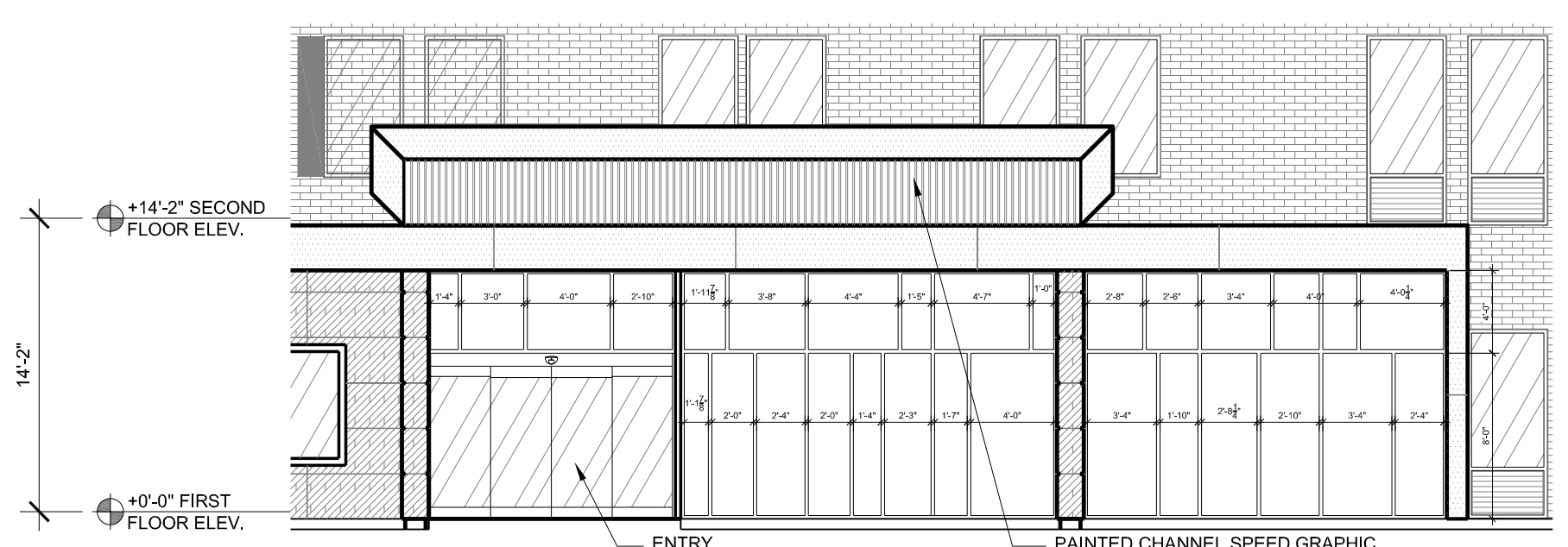
aloft architect
 A VISION OF W HOTELS
STARWOOD
111 WEST CENTER AVENUE, SUITE 200, MADISON, WI 53703

design II architect
 885 WESTERN AVE.
 SUITE NO. 200
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 (920) 922-2383 fax (920) 922-4109

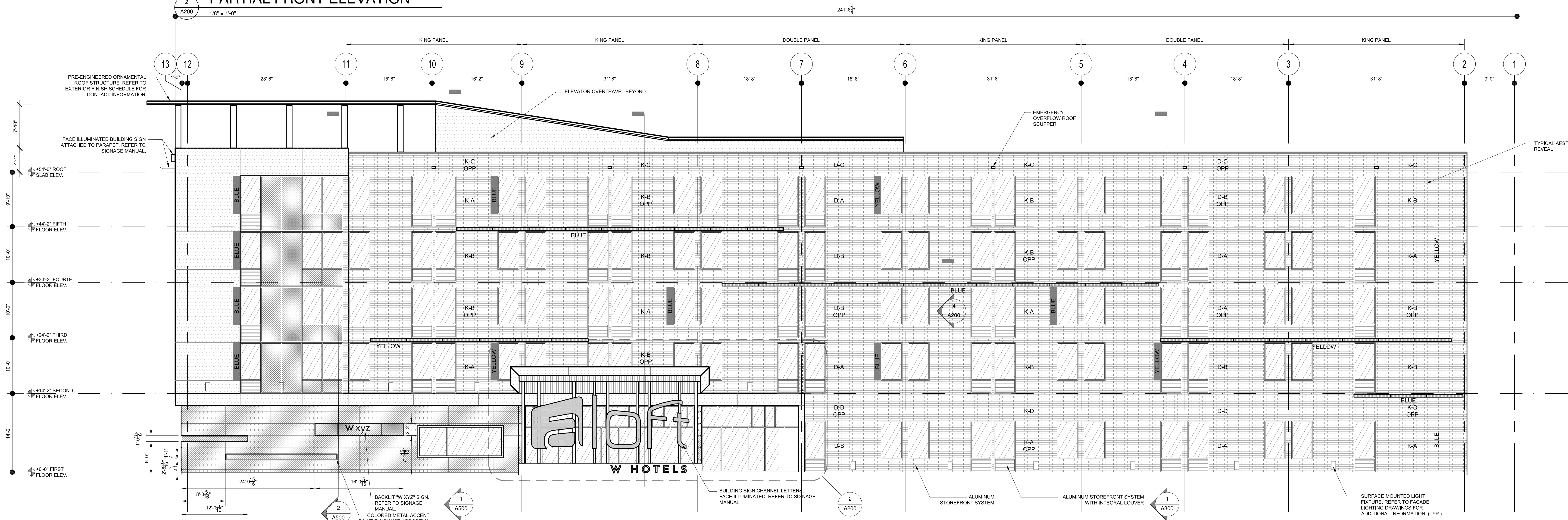
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 date
5-13-2008
 sheet no.
A200



3 SOUTH ELEVATION
 1/8" = 1'-0"



2 PARTIAL FRONT ELEVATION
 1/8" = 1'-0"



1 EAST ELEVATION
 1/8" = 1'-0"

FINISH MATERIAL LEGEND

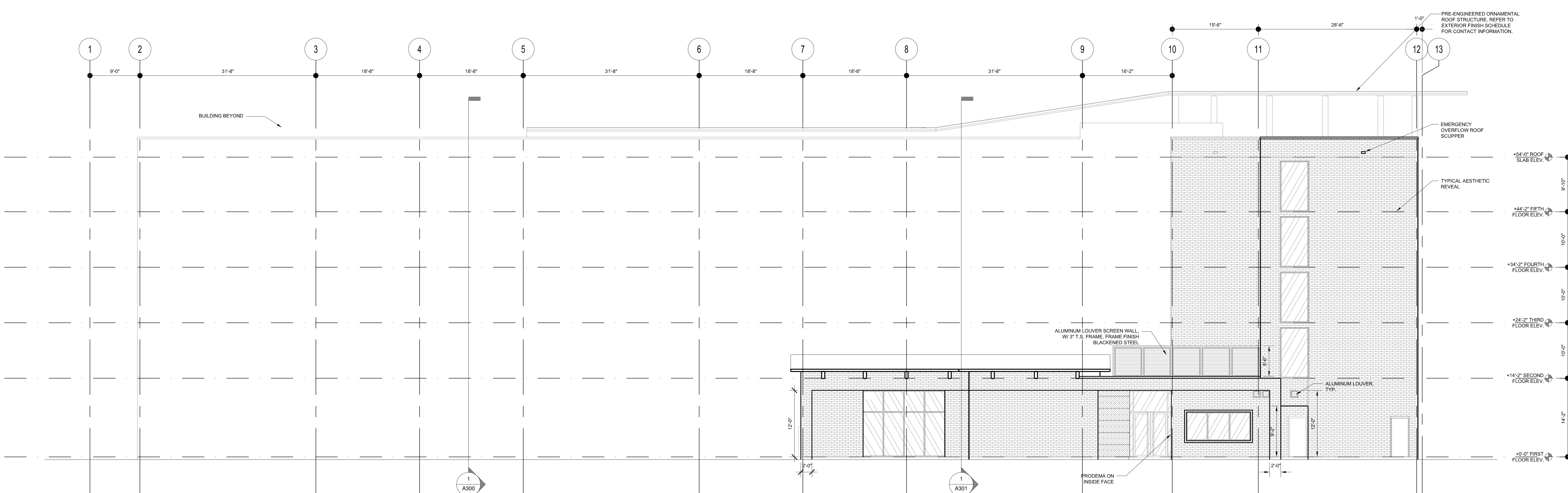
SPANDREL GLASS	[Pattern]
VISION GLASS	[Pattern]
METAL PANEL SYSTEM	[Pattern]
PRODEMA	[Pattern]
COLORLED METAL ACCENT PANELS	[Pattern]
4" UTILITY BRICK - COLOR 1	[Pattern]
ACM (ALUMINUM COMPOSITE MATERIAL)	[Pattern]
ALUM. LOUVER IN WINDOW SYSTEM	[Pattern]
COLD-CATHODE LIGHT STRIPS	[Pattern]

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2 WEST ELEVATION @ BACK
1/8" = 1'-0"



1 WEST ELEVATION
1/8" = 1'-0"

FINISH MATERIAL LEGEND

- SPANDREL GLASS
- VISION GLASS
- METAL PANEL SYSTEM
- PRODEMA
- COLORLED METAL ACCENT PANELS
- 4" UTILITY BRICK - COLOR 1
- ACM (ALUMINUM COMPOSITE MATERIAL)
- ALUM. LOUVER IN (WINDOW SYSTEM)
- COLD-CATHODE LIGHT STRIPS

Proposed Hotel For:
ALOFT HOTELS
John Nolen Drive
City of Madison, Wisconsin

aloft
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project no. 0765
date 5-13-2008
sheet no. A201