

August 13, 2017

Members of the Plan Commission  
City-County Building, Room 201  
210 Martin Luther King, Jr. Boulevard  
Madison, Wisconsin 53703-3345

RE: Hotel Red - File #47853

Dear Members of the Plan Commission

I share the same alley with Hotel Red. I oppose Hotel Red's three-story expansion proposal. This proposal should not be considered for conditional use or spot zoning.

When Bob Seiger presented his building design at multiple Vilas neighborhood information sessions, he explained his architectural style involved cement and colored glass. He was unapologetic, and defended his creativity. The city approved the building plans. We have the results. What I observed at the Urban Design meeting on August 2<sup>nd</sup>, was that the architects did not feel additional stories would improve the design.

Adding more height won't improve the look of Hotel Red.

Adding more height won't help the city with infill.

Adding more height to a building that has reached its zoning limits, won't bring it into character with the surrounding residential properties.

As they say, you can put lipstick on a pig and it's still a pig.

Hotel Red can make changes to the exterior to soften the cement look. The City already gave a height extension in the original plan, which makes the building taller than what the original plan was approved. We were promised by the City this building would not exceed 4 stories. The neighborhood has already determined a seven-story building does not fit with the Monroe Street Commercial District Plan. This discussion should not have to take place, because this expansion is out of line with the City of Madison's Monroe Street Commercial District Plan.

Thank you for your time and service to the City of Madison.

Sincerely,  
Gera Bodley  
█ Grant Street  
Madison, WI 53711