



City of Madison

Conditional Use

Location
1501 Monroe Street

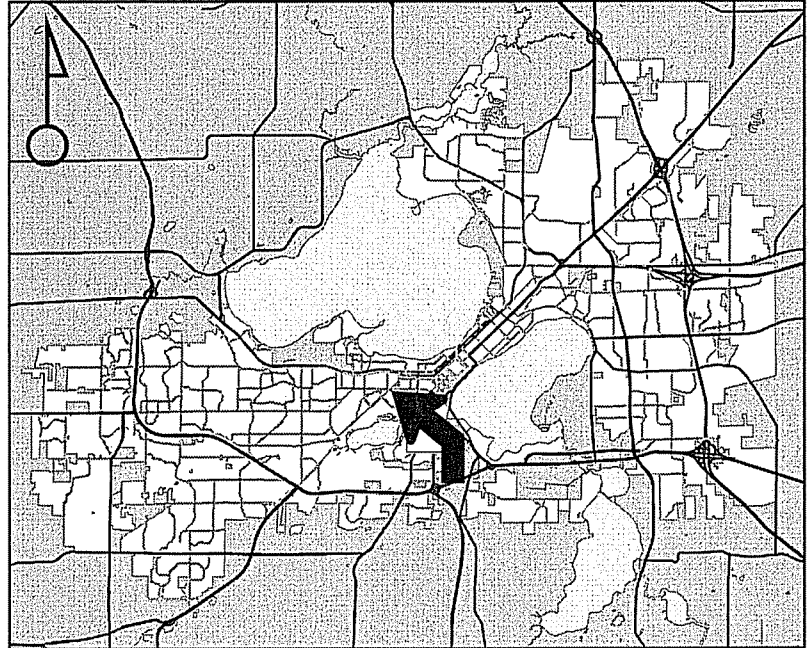
Project Name
HotelRED Expansion

Applicant
Michael Erikson – Red Hospitality, LLC /
Jason Ilstrop – Hotel Red

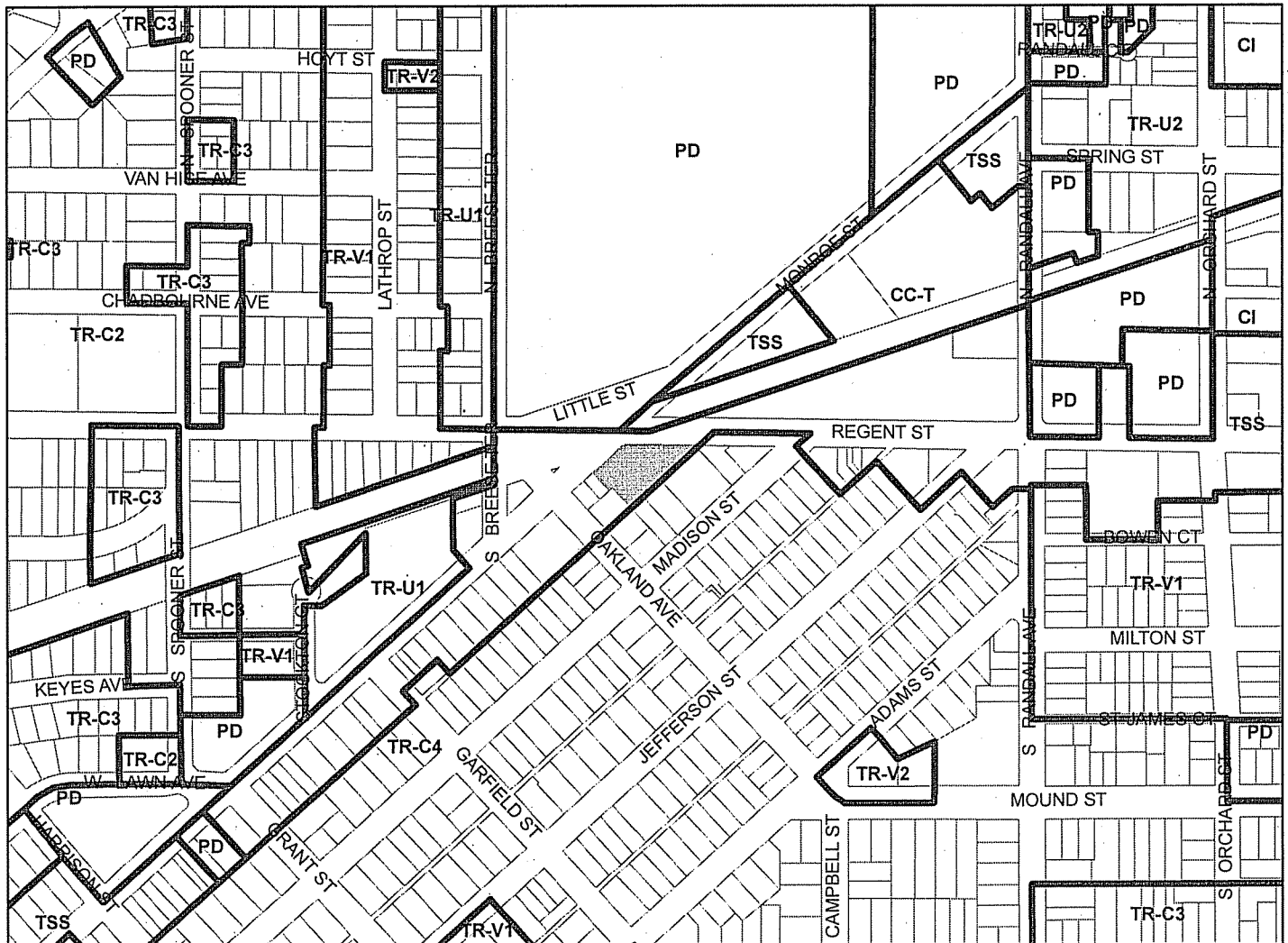
Existing Use
Hotel

Proposed Use
Construct three-story addition to
existing hotel with 87 total rooms
and event space

Public Hearing Date
Plan Commission
14 August 2017

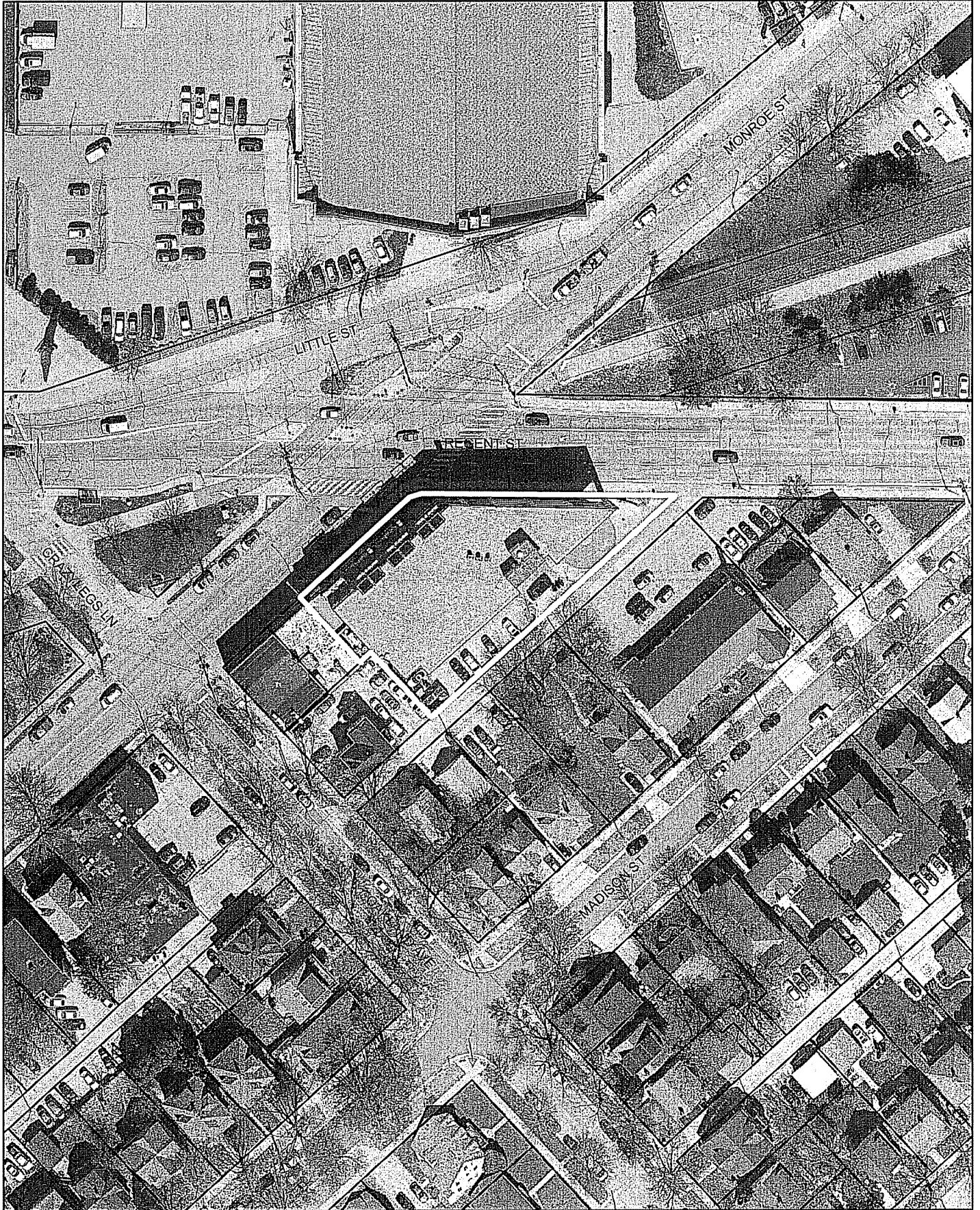


For Questions Contact: Tim Parks at: 261-9632 or tparks@cityofmadison.com or City Planning at 266-4635



Scale : 1" = 400'

City of Madison, Planning Division : PPE : Date : 7 August 2017



LAND USE APPLICATION

LND-B

City of Madison
Planning Division
126 S. Hamilton St.
P.O. Box 2985
Madison, WI 53701-2985
(608) 266-4635



FOR OFFICE USE ONLY:

Paid \$950 Receipt # 031885-0001
Date received 6/28/17
Received by [Signature]
Parcel # 0709-224-0615-7
Aldermanic district B-Eskrich
Zoning district TSS
Special requirements ZBA, Ex. CU, WP-28
Review required by _____
 UDC PC
 Common Council Other _____
Reviewed By _____

All Land Use Applications must be filed with the Zoning Office at the above address.

This completed form is required for all applications for Plan Commission review except subdivisions or land divisions, which should be filed using the Subdivision Application found on the City's web site.

1. Project Information

Address: 1501 Monroe St. Madison, WI 53711
Title: HotelRED Expansion

2. This is an application for (check all that apply)

- Zoning Map Amendment (rezoning) from _____ to _____
- Major Amendment to an Approved Planned Development-General Development Plan (PD-GDP) Zoning
- Major Amendment to an Approved Planned Development-Specific Implementation Plan (PD-SIP)
- Review of Alteration to Planned Development (PD) (by Plan Commission)
- Conditional Use or Major Alteration to an Approved Conditional Use
- Demolition Permit
- Other requests

3. Applicant, Agent and Property Owner Information

Applicant name Michael Erikson Company Red Hospitality LLC
Street address 1501 Monroe St. City/State/Zip Madison, WI 53711
Telephone 415.425.3812 Email merikson@hotelred.com
Project contact person Jason Istrup Company HotelRED
Street address 1501 Monroe St. City/State/Zip Madison, WI 53711
Telephone 608.819.8228 Email gm@hotelred.com
Property owner (if not applicant) _____
Street address _____ City/State/Zip _____
Telephone _____ Email _____

4. Project Description

Provide a brief description of the project and all proposed uses of the site:

48 room boutique hotel. We are proposing a two and a half floor expansion with more guest rooms and event space

Scheduled start date Fall/Winter 2017 Planned completion date Fall 2018

5. Required Submittal Materials

Refer to the Land Use Application Checklist for detailed submittal requirements.

- Checkboxes for Filing fee, Land Use Application, Letter of intent, Legal description, Pre-application notification, Vicinity map, Survey or existing conditions site plan, Development plans, Land Use Application Checklist (LND-C), Supplemental Requirements, Electronic Submittal*.

*Electronic copies of all items submitted in hard copy are required. Individual PDF files of each item submitted should be compiled on a CD or flash drive, or submitted via email to pcapplications@cityofmadison.com.

For concurrent UDC applications a separate pre-application meeting with the UDC Secretary is required prior to submittal. Following the pre-application meeting, a complete UDC Application form and all other submittal requirements must be submitted to the UDC Secretary.

6. Applicant Declarations

- Pre-application meeting with staff. Prior to preparation of this application, the applicant is strongly encouraged to discuss the proposed development and review process with Zoning and Planning Division staff. Note staff persons and date.

Planning staff Heather Stouder and Tim Parks Date April 28, 2017

Zoning staff Matt Tucker Date August 26 2016

- Demolition Listserv
Public subsidy is being requested (indicate in letter of intent)

- Pre-application notification: The zoning code requires that the applicant notify the district alder and any nearby neighborhood and business associations in writing no later than 30 days prior to FILING this request.

List the alderperson, neighborhood association(s), business association(s), AND the dates you sent the notices:
Notification to Alder Sara Esterich and V. Lewis Neighborhood President Craig Stanley on 4/21/17 for 5/5/17 Meeting Held V. Lewis neighborhood meeting on 6/15/17

The alderperson and the Director of Planning & Community & Economic Development may reduce the 30-day requirement or waive the pre-application notification requirement altogether. Evidence of the pre-application notification is required as part of the application materials. A copy of the notification letters or any correspondence granting a waiver is required as part of the application materials.

The applicant attests that this form is accurately completed and all required materials are submitted:

Name of applicant MICHAEL ERIKSON Relationship to property OWNER

Authorizing signature of property owner [Signature] Date 6/28/17



STRANG

6411 MINERAL POINT ROAD
MADISON, WI 53705-4395

T/ 608 276 9200
F/ 608 276 9204

Tuesday, June 27, 2017

Tim Parks
City of Madison
Department of Planning & Community & Economic Development
126 S. Hamilton Street
Madison, WI 53701

RE: Letter of Intent: Conditional Use
HotelRED
1501 Monroe Street
Madison, WI 53711

Dear Mr. Parks,

Please accept this Letter of Intent, application and attachments as our formal request for a Conditional Use review and approval by the City of Madison 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 28I-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.

A handwritten signature in blue ink that reads "Peter Tan".

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