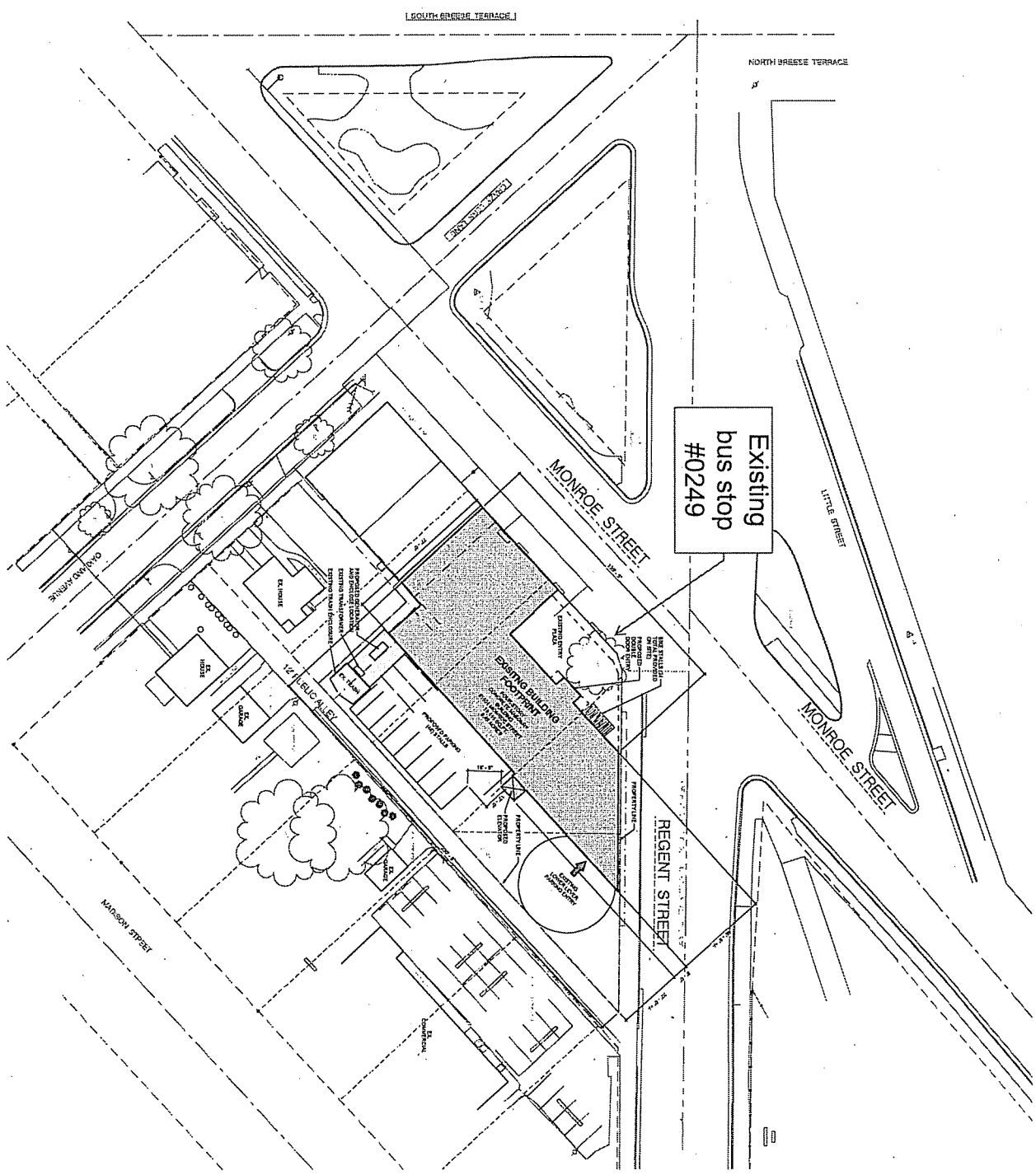


METRO EXHIBIT

71



**STRANG**

ARCHITECTURE  
ENGINEERING  
INTERIOR DESIGN  
STRANG INC. PORTLAND  
MADISON, WI 53705-4355

**PLAN  
COMMISSION  
SUBMITTAL  
NOT FOR  
CONSTRUCTION**

COPYRIGHT STRANG, INC. 2015  
DRAWING SET DO  
DRAWN BY DML/ly  
CHECKED DML/ly  
DATE 2/20/11  
PROJECT NO. 2009211

**HOTEL RED  
EXPANSION**

1501 Madison St.  
Madison, WI 53711

**SHEET NAME  
SITE PLAN  
(PROPOSED)**

SHEET NO.

**C002**

**PROPOSED SITE PLAN**  
SCALE: 1" = 20' 0"

City of Madison, Wisconsin

---

**REPORT OF: URBAN DESIGN COMMISSION**

**PRESENTED:** August 2, 2017

**TITLE:** 1501 Monroe Street – Alteration to an Existing Development for Expansion of “Hotel Red.” 13<sup>th</sup> Ald. Dist. (48105)

**REFERRED:**

**REREFERRED:**

\*Advisory Recommendation to the Plan Commission

**REPORTED BACK:**

**AUTHOR:** Chris Wells, Acting Secretary

**ADOPTED:**

**POF:**

**DATED:** August 2, 2017

**ID NUMBER:**

---

Members present were: Richard Wagner, Chair; Cliff Goodhart, Lois Braun-Oddo, Rafeeq Asad and Michael Rosenblum.

**SUMMARY:**

At its meeting of August 2, 2017, the Urban Design Commission **GAVE AN ADVISORY RECOMMENDATION** to the Plan Commission for an alteration to an existing development located at 1501 Monroe Street. Appearing on behalf of the project were Jason Ilstrup, Elizabeth Repaske, Alan Fish and Tim Lacy.

The team previously presented to the Plan Commission in March asking for 8 stories for 105 total rooms, with an event and food and beverage space on the top floor. Those plans were not approved; they are back with an additional 40 guest rooms on two new floors for a total of 87 with the top floor being heavily recessed with an approximately 2,000 square foot event space, 1,000 square foot lounge and two outdoor decks. This new request has taken off 19.5 feet of the original expansion on the backside, with the roof sloping 13 feet off the front side on Monroe Street. A 24-hour valet surface will be used in combination with additional striping to allow for 78 parking spaces (they have access to an additional 12 close by). They are seeing hotel guests using fewer cars. They wanted to soften the building and create a new look to the front and backsides of the building. The rooms face generally north (towards Camp Randall) and south (towards the neighborhood). The new floor levels are generally the same with the exception of the rooms facing southwest (down Monroe Street) which would be glazed and facing west to help break up the façade somewhat. The building will continue to step back along the north with no rooms on the 5<sup>th</sup> or 6<sup>th</sup> floors having balconies, and no balconies will ever be on the back (alley) side of the building. The setback that starts at the 3<sup>rd</sup> floor will continue and stepback at the 5<sup>th</sup> and 7<sup>th</sup> to reduce the scale of the project from the southwest view. The prow is setback 50 feet from the current corner point at the upper most level. They will be repeating materials that are there today, extending in a few key locations the existing smooth concrete, but then transitioning to a glazed cap to lighten up the top, and continuing to add color throughout the building with red glazed components, while addressing the “flat” wall facing those coming down Monroe Street. A new elevator shaft will be all red glass. They will do plantings or a higher wall along the corner patio to prevent sound from going into the neighborhood. Monroe Street is 50 feet across, as is

Regent Street. If you go from the corner of Hotel Red across to the corner at the Field House, that's 150 feet. This unique location with 150 feet across the street through 3 intersections really sets up for a larger scale.

Comments and questions from the Commission were as follows:

- I don't think this fits in with Monroe and Regent Streets at all. It is an iconic building, but when I look at this it's a little intense. Because it's so big and you have the red, I don't think you need the setbacks and so many materials. It's a little chaotic. Setbacks work for a certain purpose and I'm not sure that this meets that. It has to be simplified.
- I was reading Tim Parks' memo, we're supposed to judge it on the overall composition and the success of an addition that provides a top, then determine whether it provides us with sustained aesthetic desirability. I agree with you 100%. It's not an easy problem to solve but I think this new design is actually less cohesive. Instead of more rational it seems more idiosyncratic, more amorphous rather than trying to quiet it down. I think it makes it even more disjointed. I certainly don't perceive any axial relationship with Camp Randall or the Field House. The whole idea of this being a plaza with all the streets intersecting, I don't think that's perceived either. I don't see a building that's a base and a top, I see a building with two tops on it. My recommendation would be to make it a little smoother and quieter with less projections. The south and east elevations are the most successful.
- I love the red elevator but it is a simpler view. If there's some way to bring that around the front more because it is a busy building.
- It does look more chaotic. Is there a way to use or change the red railings that are existing and when you do the addition to make that a bit more uniform because now it looks too random? That vertical red elevator is a focal point but here your eyes are just moving all over to try and make sense of the building. The other part is the gray of the concrete, it does look a little too unfinished. Maybe the whole top rather than concrete you go with white or something smoother. It feels real disjointed.
- Pick one thing to do red; red is an accent color.
- Maybe define the massing a little bit.
- I think part of the problem is the point, in that the building folds the way the street folds, and the prow tries to change that from the lower stories. But then up here the prow sticks out and it loses continuity.

**ACTION:**

On a motion by Goodhart, seconded by Braun-Oddo, the Urban Design Commission **GAVE AN ADVISORY RECOMMENDATION**. The motion was passed on a vote of (4-0).

The advisory recommendation was as follows:

- Develop a more cohesive exterior façade design, which might have predominantly vertical or horizontal design.
- Make it smoother with fewer projections.
- The prow is up for debate.
- The design needs to respect the way the building folds around the corner due to the streets intersecting.
- South and east elevations are generally more successful.
- The building reads as having a base and two tops. Maybe continue the four-story building for two floors and then have a true top.
- Have a more deliberate use of the red color.
- Do materials changes where the massing changes.

**From:** Sue Ellingson  
**Sent:** Wednesday, August 09, 2017 8:18 PM  
**To:** Eskrich, Sara; Parks, Timothy  
**Subject:** Support for HotelRED expansion

To Alder Eskrich and Madison Plan Commission:

I strongly support the addition of two+ stories on HotelRED, 1501 Monroe St.

- The additional height certainly is proportional to the UW field house and The Regent.
- Monroe St and Regent St are busy roads that can easily accomodate the small additional traffic.
- HotelRED has been steadfastly responsible and generous to adjacent neighborhoods over many years.
- A dense city is more envrionmentally and economically sound than sprawl. We want people to bike, bus, and walk—not drive.

I urge you to approve this expansion.

Sue Ellingson  
Vilas Ave

(P.S. Tonight, this link led to a blank  
page: <http://www.cityofmadison.com/dpced/planning/1501-monroe-street/2288/>)

August 10, 2017

City of Madison Plan Commission  
c/o Heather Stouder  
210 Martin Luther King, Jr. Boulevard  
Madison, WI 53703

Re: 1501 Monroe Street conditional use permit

Dear Members of the Plan Commission:

I am writing to express my concerns regarding the negative impact of the proposed conditional use at 1501 Monroe Street on the adjacent residential neighborhood.

Please read my current discussion below, but also my 2008-05-05 letter to you which I have attached. I would discuss the poor room-mix issue a bit differently today but, all-in-all, I have no big problem with my earlier letter. My earlier letter related to a pre-demolition proposal of several iterations ago—the development plan, ownership, and management were different than today.

## NEIGHBORHOOD

### Height

The height of the proposed hotel exceeds the height limitations in plans for the area. Allowing a taller structure, without support of a comprehensive or neighborhood plan, will encourage a string of 'me-too' developments rather than an orderly, considered path to future development on Monroe Street and Regent Street.

### Noise

Noise originating from high locations will travel farther into the neighborhood. It is particularly important that noise not invade neighbors' homes at night.

### Outdoor Eating Area

A roof outdoor eating area is very likely to generate nuisance noise on a daily basis and often at inappropriate hours.

Often when the city tries to enforce conditional use restrictions, they are told that the particular instance was a private gathering—with the assertion that conditional use restrictions do not apply. My rejoinder would be that if you want a conditional use permit, then you accept the restrictions that come with it for the physical area for which the permit was obtained, regardless.

Alcohol licenses function differently in hotels. There is room service, often after-hours alcohol service, and the whole place is considered to be the premises. Recall the difficulties that the city has had in the past when attempting to regulate behavior in just part of a hotel. The Plan Commission cannot count on the ALRC to be able to regulate alcohol behavior in hotels as much as it can in stand-alone establishments.

## HOTEL

Although I am not happy with prospect of additional stories, it is good to see that the hotel seeks a far better room-type mix that is better for them and for the public. My biggest worry in 2008 was that the hotel would do poorly and the building would end up being used for something else much less suited for the site and neighborhood.

A floor 7 restaurant and bar could open possibilities to the hotel, such as the offering of a concierge-level breakfast and lounge area. Such an offering could tremendously improve the appeal of the hotel, but I do not see that no roof access would injure the appeal of such amenities to hotel guests. For the majority of the Madison year, most hotel patrons would prefer being on the inside of the restaurant/lounge rather than out on the roof in the elements. At the very least, turn the proposed East roof terrace into an internal space.

## REQUESTED

- No rooftop access.
- Fixed, non-opening windows in guestrooms that face the alley.

Thank you,

Fraser Gurd  
[REDACTED] Jefferson Street  
Madison, Wisconsin 53711

May 5, 2008

City of Madison Plan Commission  
c/o Bradley J. Murphy, Commission Secretary  
210 Martin Luther King, Jr. Boulevard  
Madison, WI 53703

Re: 1501 Monroe Street demolition permit

Dear Members of the Plan Commission:

I am writing to express my concerns regarding the negative impact of the proposed hotel at 1501 Monroe Street on the adjacent residential neighborhood. I also feel that although the construction of the hotel will be readily financed, the economics of operating this hotel is far from a sure thing.

### NEIGHBORHOOD

#### Height

The height of the proposed hotel facing the neighborhood is five stories at the alley level. The hotel will loom over the neighborhood in a way similar to the way the Regent Apartments already looms over those of us who live in this same end of the neighborhood.

#### Noise

Whether or not the Plan Commission is willing to enforce the spirit of the Monroe Street Plan as regards compatibility with neighboring properties or stepped transitions to those neighboring properties by requiring a one-story height reduction, please require that guest rooms facing the alley have fixed closed windows to avoid noise back into the neighborhood—we are all already too familiar with disturbing tenant noise from open windows in Regent Apartment rooms. Looming height and noise from above from yet a second direction may be more than some families (perhaps with children) are willing to absorb—they may move from this part of the neighborhood or never move in to begin with.

There should never be a beergarden on hotel grounds. Practically the entire hotel will be given to private parties on football game days. That's fine. After all, it is the primary reason the owners of the hotel are building the hotel—so they can entertain before and after games. Please seek a way to ensure that these private parties and any possible public ones are never permitted in the outdoor areas of the hotel.

### HOTEL

The shareholders of the hotel most likely will have first option to book rooms if this hotel works similarly to the hotel operator's three Green Bay hotels. Therefore, football game days will see a number of private parties hosted in the hotel rooms and suites. The shareholders have net worth and are able to finance the construction.

#### Suite Dreams

A very high proportion of the guest rooms in the hotel are suites, but there is not indication as to the market for suites other than during sports events. Most hotels experience lower occupancy rates for their suites than for their regular guest rooms. In meetings with the developer's team, we have been

told that an overall occupancy rate at or above 60% is the threshold that they think they will have to reach to be viable. But, the high proportion of suites will require a markedly higher regular guest room occupancy rate. However, nothing has been presented to us to support the notion that this hotel at this location will compete in the market price-wise or convenience-wise in any of the identified market segments (stadium, hospitals, and university)—with the exception of its convenience to the stadium. The hotel is not close enough to the hospitals to be considered any more convenient than downtown hotels, and there is no founded discussion as to the market share of visitors to the university that the hotel could hope to garner. The developer assumes that there will be some hotel business generated by surrounding residential neighborhoods, but has not provided any data or analysis to support this notion.

Suites achieve lower occupancy rates and when they are occupied, they are often not rented at their listed rate—they are offered as no-cost upgrades for loyal patrons or to placate unhappy patrons. This places even more burden on regular guest rooms to compete price- and convenience-wise in the market.

### Meeting Spaces

The meeting spaces may be appropriately scaled to the building, but the hotel operator is viewing them as a profit center in order to make the operating numbers work. It is more likely that this hotel will follow the experience of other hotels and that meetings that generate even small blocks of room occupancies will expect to receive at least partial reduction of meeting room fees in the bargain for bringing the room business to that hotel.

Hotels are in the business of adapting room usage on a day-by-day and hour-by-hour basis so they can easily expand the bar business into the meeting rooms, if only on Thursday, Friday, and Saturday nights, for example. As it faces operating challenges, the hotel will seek to adapt, with greater bar area and beergarden space, which will increase the negative impact on the neighborhood. Hotels often offer meeting, reception, or party services in suites which will have the effect of adding alcohol service in other areas of the hotel.

### REQUESTED

- Eliminate one story to reduce the negative impact on the normal and orderly development of the neighboring residential area.
- No rooftop access.
- Fixed, non-opening windows in guestrooms that face the alley.
- No ability to apply in the future for a conditional use permit for a beergarden.

Thank you,

Fraser Gurd  
[REDACTED] Jefferson Street  
Madison, Wisconsin 53711