

MEMORANDUM

To: City of Madison Plan Commissioners
From: John Stockham, Stockham Consulting
Date: May 1, 2008
Re: 1501 Monroe Street – Demolition Permit

At the May 5, 2008 Plan Commission meeting there is a scheduled Public Hearing for the Demolition Permit for 1501 Monroe Street. The project is Item #16 under Public Hearings.

Since this project was last before the Plan Commission on December 17, 2007, the applicant has taken a number of steps to address the concerns of the neighbors, alders, and Plan Commissioners. These steps have included multiple meetings with neighborhood groups and modification of the design plans to bring the project into conformance with the design guidelines of the *Monroe Street Commercial District Plan*.

In addition, as a response to comments at the last public open house for the project on April 17, 2008, the applicant has proposed to record a document entitled "Restriction on New Development" which I have attached to this memo. The objective of the "Restriction on New Development" is to provide assurance that the hotel proposed will conform to a specific "Business and Operations Plan" and the "Hotel Concept Plan" submitted to the City. Any deviation from either of these documents, which are made part of the "Restriction on New Development," would require issuance of a Conditional Use Permit and/or Rezoning.

Among other things, the "Business and Operations Plan" requires the current owner and any successor owner to not allow general public access to the hotel premises, including the outdoor parking area and entry plaza, on Badger Football days and other comparable special event days. The restrictions also prohibit any outdoor music or use of loud speakers on such days, which has been a major objection to the current operations on the site.

The applicant understands the concerns of the neighborhood regarding noise and other nuisances that have been associated with current and past operations. Allowing the applicant to demolish the existing structure and construct a high quality 48-unit hotel on the site will assure a more compatible land use that will make a positive contribution to the neighborhood.

In addition to agreement to abide by the "Restriction on New Development" I would like to point out that the proposed hotel will have a significantly lower traffic and parking impact than a comparable amount of commercial or office development, the hotel addresses a need in the market place, and finally the hotel is consistent with current zoning and conforms with the design guidelines of the *Monroe Street Commercial District Plan*.

We hope that the Plan Commission will approve the Demolition Permit and allow the redevelopment of this important property.

Please feel free to call or e-mail me if you have questions or need any additional information prior to the May 5 Public Hearing. My phone is 233-1827 and my e-mail is jstockham@charter.net.

HOTEL AT 1501 MONROE BUSINESS AND OPERATIONS PLAN APRIL 30, 2008

Statement of Purpose

Design, construct and operate a small, contemporary building as a small, independently-owned, stylish 48-unit hotel, serving the Madison hospitality market.

Building Design and Construction

The building will be designed and constructed in accordance with the plans submitted to the City of Madison as part of the Land Use Application submitted March 19, 2008 and updated April 18, 2008.

Copies of the concept plan accompany this document and are to be considered part of this operations plan.

Management Structure

Professional Hospitality, LLC, a hotel management company headquartered in Madison, will be the managers of the hotel, including food service and other hotel amenities.

Ownership

The hotel will be owned by a limited liability company, which in turn will be owned by members who are financial investors in the hotel. Ownership of the property will be transferred to the limited liability company prior to construction of the hotel.

Hotel Target Users

The hotel primary user groups will be visitors and guests of institutions and businesses that are in close proximity to the hotel. These institutions include the University of Wisconsin, Edgewood College, and the three area hospitals: UW Hospital, Meriter Hospital, and St Mary's Hospital.

Weekend users are expected to include families of students, alums, guests attending Madison area weekend events and friends, family and out-of-town guests of households in the general neighborhood of the hotel.

Hotel Rooms and Amenities

The hotel will be comprised of the following:

Guest Rooms (48)

Standard King Room, East without deck
Mini-Suites King Room, West with decks
King Suite. Corner with decks
King Suite, West - 2 Rooms (Flexible) with decks
1 Bedroom Whirlpool Suite, 2 Room, with deck
2 Bedroom Whirlpool Suite, 3 Room, with deck

Hotel Amenities

Fitness Center

Approximately 700 square feet

Available to hotel guests only

Conference Rooms

Approximately 1,200 square feet

Divisible into smaller rooms

Available to hotel guest, and the general public, for private use on a rental basis.

Lobby Lounge and Bakery (LLB)

Approximately 3,500 square feet

The food and beverage menu, operations, and staffing will be managed by Professional Hospitality, as part of the hotel management contract.

The food service atmosphere is intended to be a quiet lounge, soft seating, for a mature clientele.

The food menu will be custom designed for simple, light and casual eating to service primarily the hotel guest. The focus will be on breakfast, lunch and room service, with an "in-house" bakery.

The design of the LLB will be primarily to service the hotel guest; however, the LLB will be open to the general public, with hours of operation consistent with Madison ALRC requirements.

No food or beverages will be served in outdoor areas.

Parking and Access

51 on-site parking stalls; 8 additional tandem stalls will be available for employee and valet parking

On-site self-parking shall be free to the hotel guests.

Valet parking may be used on select heavy demand days.

Courtesy transportation will be available for hotel guests.

Complimentary and/or rental bicycles will be available for hotel guests.

All guest drop-offs, access to parking, and deliveries will be made from alley entrance.

Signs will be posted restricting hotel guests from exiting the premises via driving southward on the alley. All guest traffic will access the hotel premises from the Regent Street entrance.

Westbound left-hand turn movements from the alley entrance onto Regent Street will be limited to times permitted by the City of Madison Traffic Department.

General Operations

Professional Hospitality will operate the hotel in a first-class manner, with service and quality as its primary goal.

The hotel shall operate 365 days a year 24 hours a day.

The hotel will be managed and operated based on industry standard hotel policies.

Check-in: 3:00pm – Check-out: Noon

No unlawful conduct will be allowed on the property

Trash pick-up will be once a week at times regulated by the City of Madison

The hotel will require an average of three deliveries a week, which will be made between the hours of 9 AM and 4:00 PM.

Staffing

Property General Manager and Sales

Front Desk Reception Staff

In-House housekeeping- maids

In-House laundry staff

Bell service / security

Food and beverage manager and kitchen staff

Maintenance Staff.

Special Policies Related to Football Days

Unique to the location of this hotel is Camp Randall Stadium and College Football. As a high quality, first class hotel, it is imperative that the hotel not suffer loss or damage to either the physical property or its reputation due to football day activities. Nor is it in the hotel's interests to be perceived as a nuisance in the neighborhood. Special policies to be enforced on Badger football game days and other comparable events shall include, but not be limited to:

Security and crowd control shall be maximized with security at each entry and each guest room floor, 3 hours prior to, during, and 3 hours after a game.

Numbers of guests per room will be limited and monitored.

Guest room balconies will be monitored by security to insure all activity is in a lawful, controlled and respectable manner.

Parking security and valet parking will be enforced

The hotel premises, including the outside entrance plaza and parking areas, will be closed to the general public.

There shall be no outdoor performance music or loud speakers on the premises.