



City of Madison

Conditional Use

Location
1501 Monroe Street

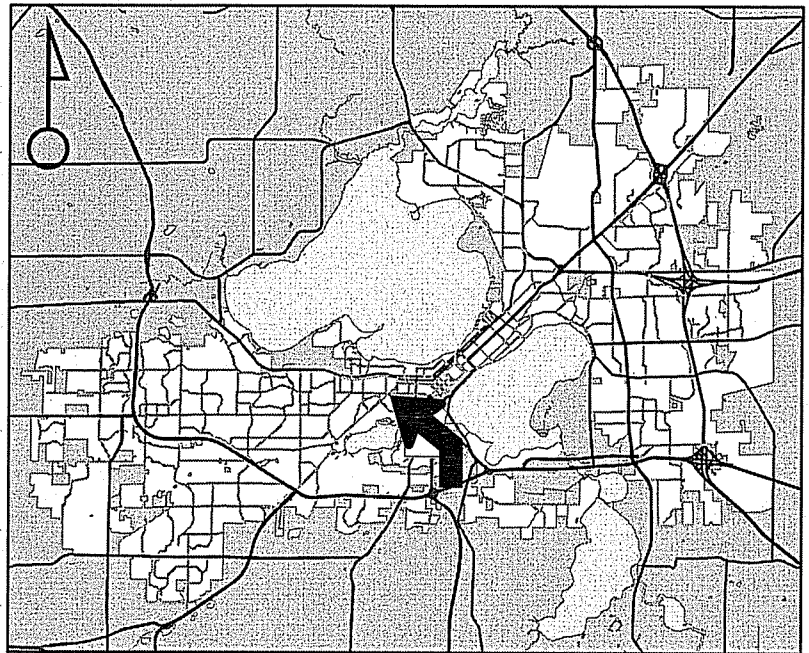
Project Name
HotelRED Expansion

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

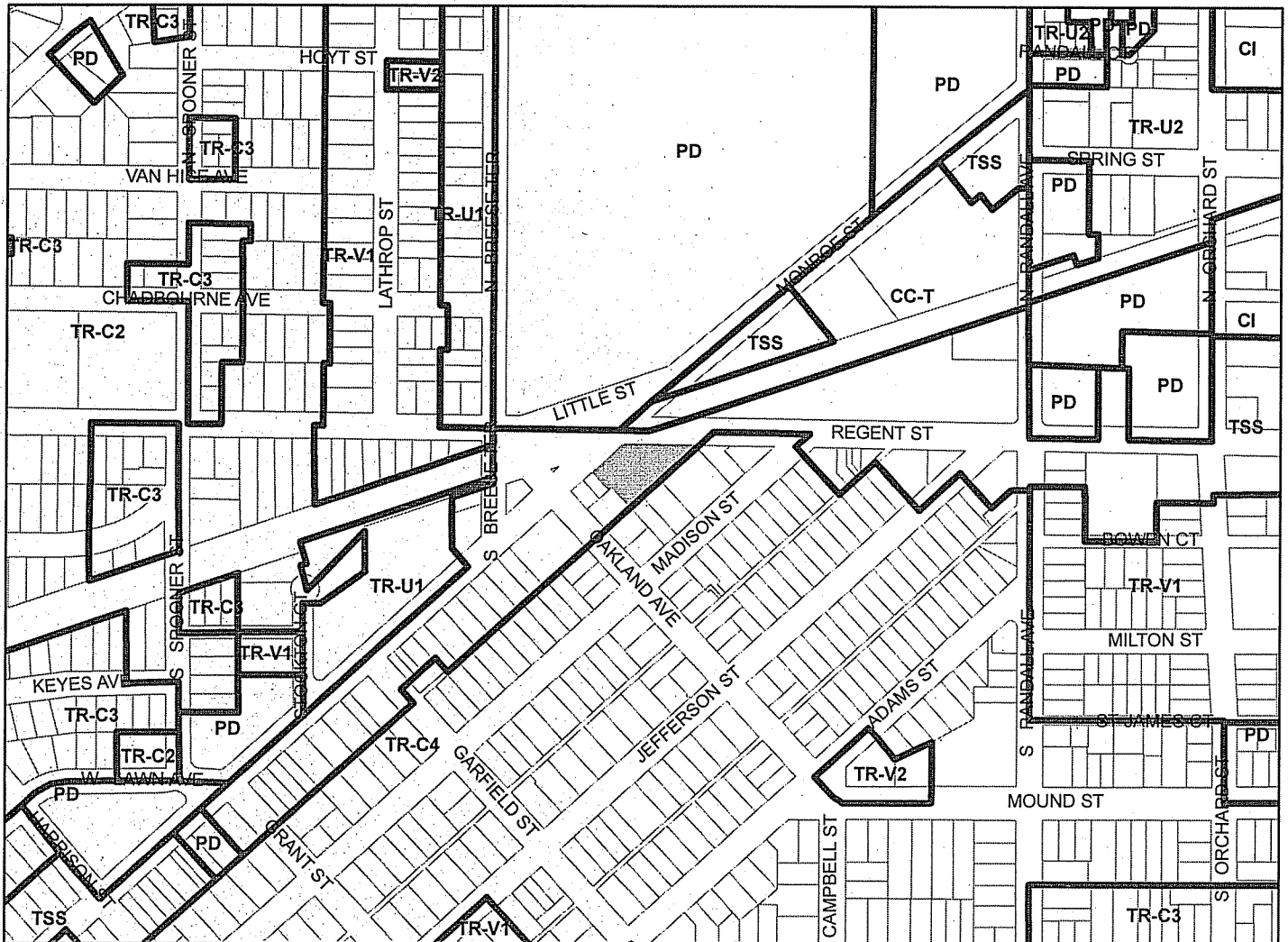
Existing Use
Hotel

Proposed Use
Construct four-story addition to
existing hotel for 105 total rooms

Public Hearing Date
Plan Commission
20 March 2017

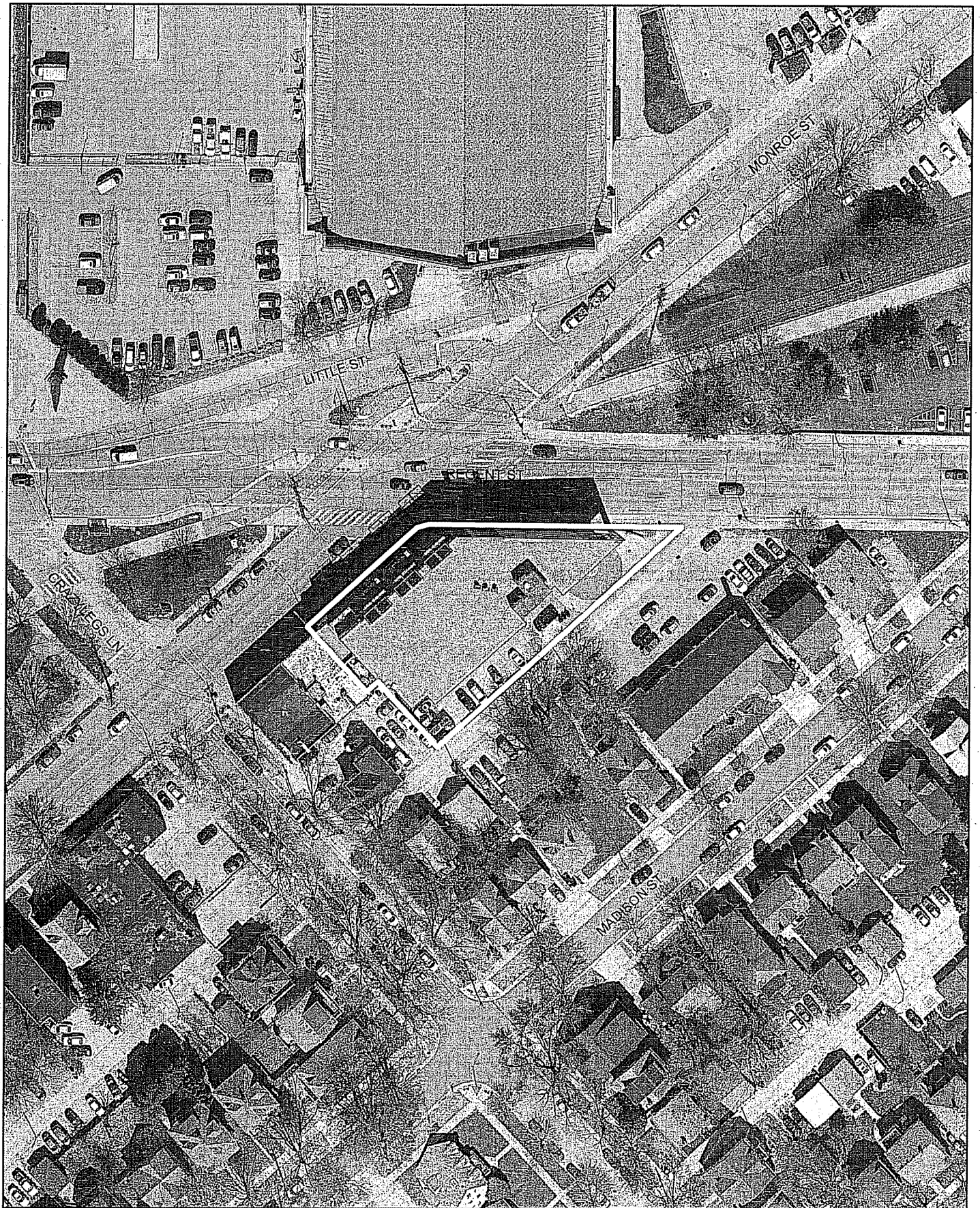


For Questions Contact: Tim Parks at: 261-9632 or tparks@cityofmadison.com or City Planning at 266-4635



Scale : 1" = 400'

City of Madison, Planning Division : PPE : Date : 13 March 2017





LAND USE APPLICATION

CITY OF MADISON

126 S. Hmlton St
PO Box 2985; Madison, Wisconsin 53701-2985
Phone: 608.266.4635 | Facsimile: 608.267.8739

- All Land Use Applications should be filed with the Zoning Administrator at the above address.
- The following information is required for all applications for Plan Commission review except subdivisions or land divisions, which should be filed using the Subdivision Application.
- This form may also be completed online at:
www.cityofmadison.com/developmentcenter/landdevelopment

FOR OFFICE USE ONLY:

Amt. Paid: \$1950 - Receipt No. 026174-0011
 Date Received: 2/8/17
 Received By: BOFP
 Parcel No. 0709-224-0615-7
 Aldermanic District 13
 Zoning District TSS
 Special Requirements: ZBA; Ex C.U., WP27
 Review Required By:
 Urban Design Commission Plan Commission
 Common Council Other: _____
 Form Effective: February 21, 2013

1. Project Address: 1501 Monroe St
 Project Title (if any): HotelRED Expansion

2. This is an application for (Check all that apply to your Land Use Application):

- Zoning Map Amendment from _____ to _____
- Major Amendment to Approved PD-GDP Zoning Major Amendment to Approved PD-SIP Zoning
- Review of Alteration to Planned Development (By Plan Commission)
- Conditional Use, or Major Alteration to an Approved Conditional Use
- Demolition Permit
- Other Requests: _____

3. Applicant, Agent & Property Owner Information:

Applicant Name: Michael Erikson Company: Red Hospitality LLC
 Street Address: 1501 Monroe St City/State: Madison WI Zip: 53711
 Telephone: (415) 425-3812 Fax: () Email: Merikson@hotelred.com
 Project Contact Person: Jason Ilstrup Company: HotelRED
 Street Address: 1501 Monroe St City/State: Madison WI Zip: 53711
 Telephone: () Fax: () Email: gm@hotelred.com
 Property Owner (if not applicant): _____
 Street Address: _____ City/State: _____ Zip: _____

4. Project Information:

Provide a brief description of the project and all proposed uses of the site: 48 room boutique hotel -
We are proposing a 4 flr vertical expansion - more rooms and event space
 Development Schedule: Commencement FALL/WINTER Completion FALL 2018
2017

5. Required Submittal Information

All Land Use applications are required to include the following:

Project Plans including:*

- Site Plans (fully dimensioned plans depicting project details including all lot lines and property setbacks to buildings; demolished/proposed/altered buildings; parking stalls, driveways, sidewalks, location of existing/proposed signage; HVAC/Utility location and screening details; useable open space; and other physical improvements on a property)
- Grading and Utility Plans (existing and proposed)
- Landscape Plan (including planting schedule depicting species name and planting size)
- Building Elevation Drawings (fully dimensioned drawings for all building sides, labeling primary exterior materials)
- Floor Plans (fully dimensioned plans including interior wall and room location)

Provide collated project plan sets as follows:

- **Seven (7) copies** of a full-sized plan set drawn to a scale of 1 inch = 20 feet (folded or rolled and stapled)
- **Twenty Five (25) copies** of the plan set reduced to fit onto 11 X 17-inch paper (folded and stapled)
- **One (1) copy** of the plan set reduced to fit onto 8 1/2 X 11-inch paper

* For projects requiring review by the Urban Design Commission, provide **Fourteen (14) additional 11x17 copies** of the plan set. In addition to the above information, all plan sets should also include: 1) Colored elevation drawings with shadow lines and a list of exterior building materials/colors; 2) Existing/proposed lighting with photometric plan & fixture cutsheet; and 3) Contextual site plan information including photographs and layout of adjacent buildings and structures. The applicant shall bring samples of exterior building materials and color scheme to the Urban Design Commission meeting.

Letter of Intent: Provide one (1) Copy per Plan Set describing this application in detail including, but not limited to:

- | | | |
|---|---|--|
| • Project Team | • Building Square Footage | • Value of Land |
| • Existing Conditions | • Number of Dwelling Units | • Estimated Project Cost |
| • Project Schedule | • Auto and Bike Parking Stalls | • Number of Construction & Full-Time Equivalent Jobs Created |
| • Proposed Uses (and ft ² of each) | • Lot Coverage & Usable Open Space Calculations | • Public Subsidy Requested |
| • Hours of Operation | | |

Filing Fee: Refer to the Land Use Application Instructions & Fee Schedule. Make checks payable to: *City Treasurer*.

Electronic Submittal: All applicants are required to submit copies of all items submitted in hard copy with their application as Adobe Acrobat PDF files on a non-returnable CD to be included with their application materials, or by e-mail to pcapplications@cityofmadison.com.

Additional Information may be required, depending on application. Refer to the Supplemental Submittal Requirements.

6. Applicant Declarations

*** OUTDOOR EATING AREAS**

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), and business association(s) AND the dates you sent the notices:

ADER SARA ESKRICH MEETING 8/2/2016, NEIGHBORHOOD MEETING 11/9/2016

→ If a waiver has been granted to this requirement, please attach any correspondence to this effect to this form.

Pre-application Meeting with Staff: Prior to preparation of this application, the applicant is required to discuss the proposed development and review process with Zoning and Planning Division staff; note staff persons and date.

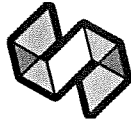
Planning Staff: TIM PARKS Date: 8/16/2016 Zoning Staff: MATT TUCKER Date: 8/16/2016

*** DAT MEETING - 1/12/2017**

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 2/5/2017



STRANG

6411 MINERAL POINT ROAD
MADISON, WI 53705-4395

T/ 608 276 9200
F/ 608 276 9204

Wednesday, February 8, 2017

Tim Parks
City of Madison
Department of Planning & Community & Economic Development
215 Martin Luther King, Jr. Blvd
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 4 floors to the existing 4 story HotelRED building. 53-57 rooms will be added to the existing 48, bringing the total up to 105 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 8th 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 8th 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 9,210 sf
- Sixth floor – new 9,210 sf
- Seventh floor – new 9,210 sf
- Eighth floor – 7,680 sf

- Total – 76,637 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:
 - 80 persons x 0.15 = 12 stalls
- Hotel: 0.75 of rooms
 - 104 rooms x 0.75 = 78 stalls
- Total Required Parking:
 - 90 Stalls
- Total Proposed Parking = 78+(12 on triangle lot) = 90



Bike Parking Calculation

- Restaurant: 5% of capacity of persons:
 - 80 persons x 0.05 = 4 stalls
- Hotel: 0.10 of rooms
 - 104 rooms x 0.10 = 11 stalls
- Total Required bike stalls:
 - 15 Stalls
- Total Proposed bike stalls = 22 stalls (14 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 8th 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 rooftop garden (1480 square feet and a capacity of 99 persons) and a smaller triangle balcony (165 square feet and a capacity of 11 persons). The outdoor areas have been designed and located such that they face to the north, away from the neighborhood to the south. As a result, they will not diminish the uses, values and enjoyment of other properties in the neighborhood.

Larger Rooftop Garden

The larger rooftop garden will consist of outdoor restaurant tables with seating. The rest of the space will consist of an urban garden with local landscaping. There also will be an overhead canopy over a small section. All guest will enter and exit the space through a hallway door or through the main indoor lounge. The hours of operation will be 7am to 10pm Sunday to Thursday and 7am to midnight on Friday and Saturday. A limited food and beverage menu will be served on the rooftop through the indoor bar.

Triangle Section

The triangle section will consist of 3 high top outdoor café tables with a total seating capacity of 8. All guest will enter through the indoor lounge. The hours of service and food and beverage menus are the same as the rooftop garden.

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 8th floor. The lounge on the 8th 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 8th 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 8th 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.

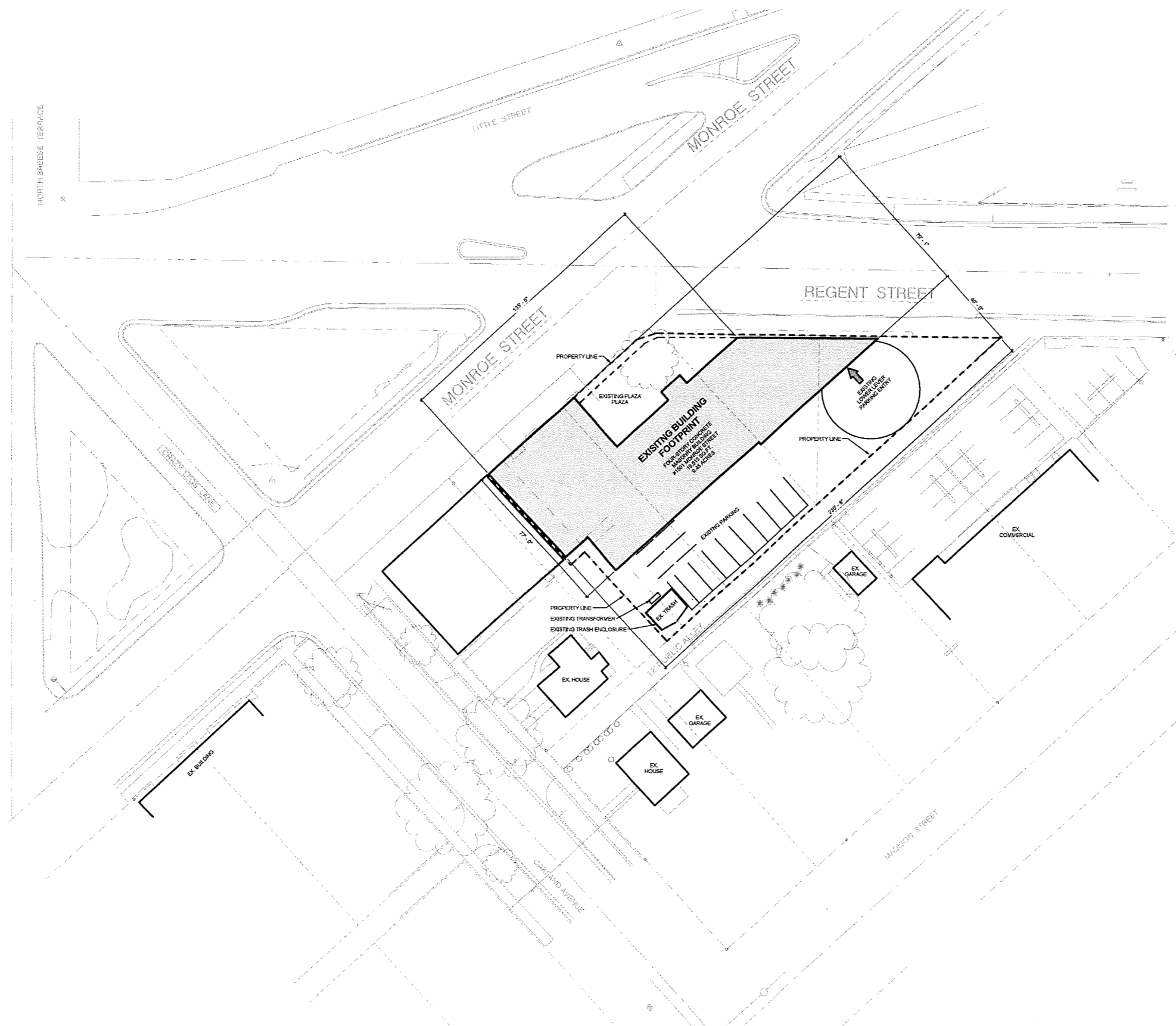
Peter Tan, AIA, NCARB, LEED AP
Executive Vice President/Chief Design Officer



STRANG

**ARCHITECTURE
ENGINEERING
INTERIOR DESIGN**

STRANG, INC.
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MADISON, WI 53705-4395



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CHECKED	IV
DATE	2/8/2017
PROJECT NO.	2015017

PROJECT TITLE

**HOTEL RED
EXPANSION**

1501 Monroe St.
Madison, WI 53711

SHEET NAME
**SITE PLAN
(EXISTING)**

SHEET NO.

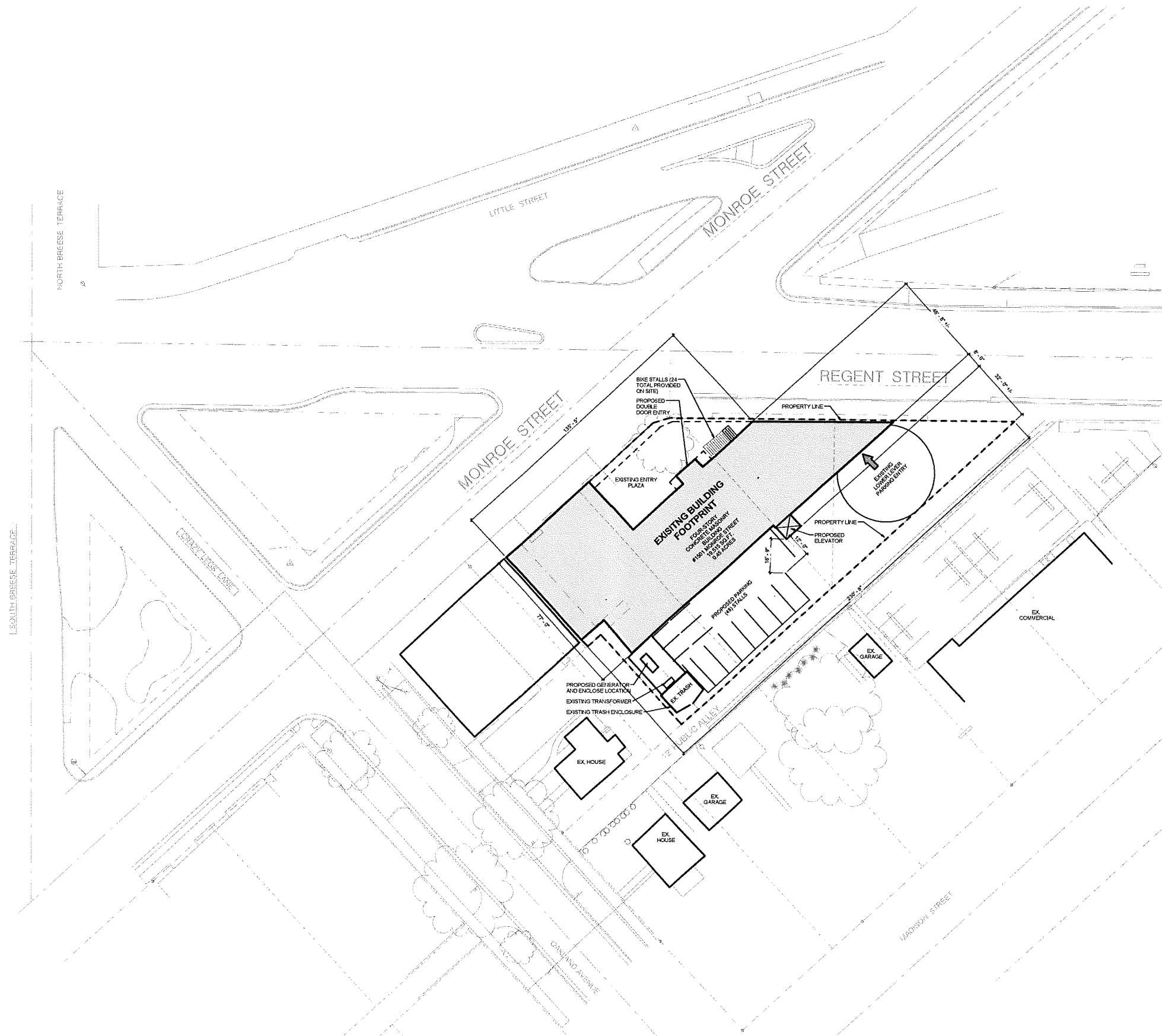
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DATE	2/8/2017
PROJECT NO.	2015017
PROJECT TITLE	

**HOTEL RED
EXPANSION**

1501 Monroe St.
Madison, WI 53711

SHEET NAME
**SITE PLAN
(PROPOSED)**

SHEET NO.

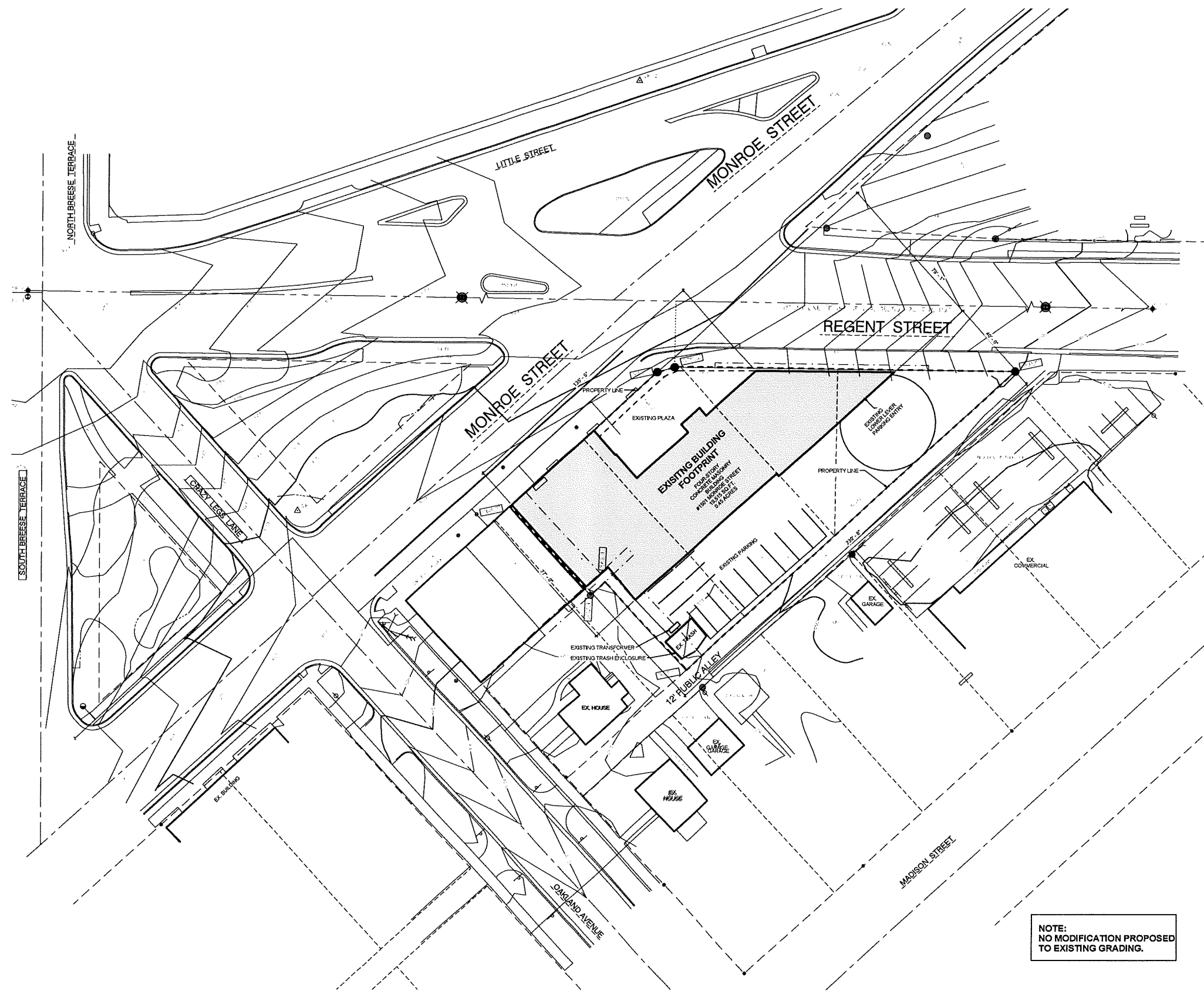
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PROJECT TITLE	

HOTEL RED
EXPANSION

1501 Monroe St.
Madison, WI 53711

SHEET NAME
SITE GRADING
PLAN (EXISTING)

SHEET NO.

C003

NOTE:
NO MODIFICATION PROPOSED
TO EXISTING GRADING.

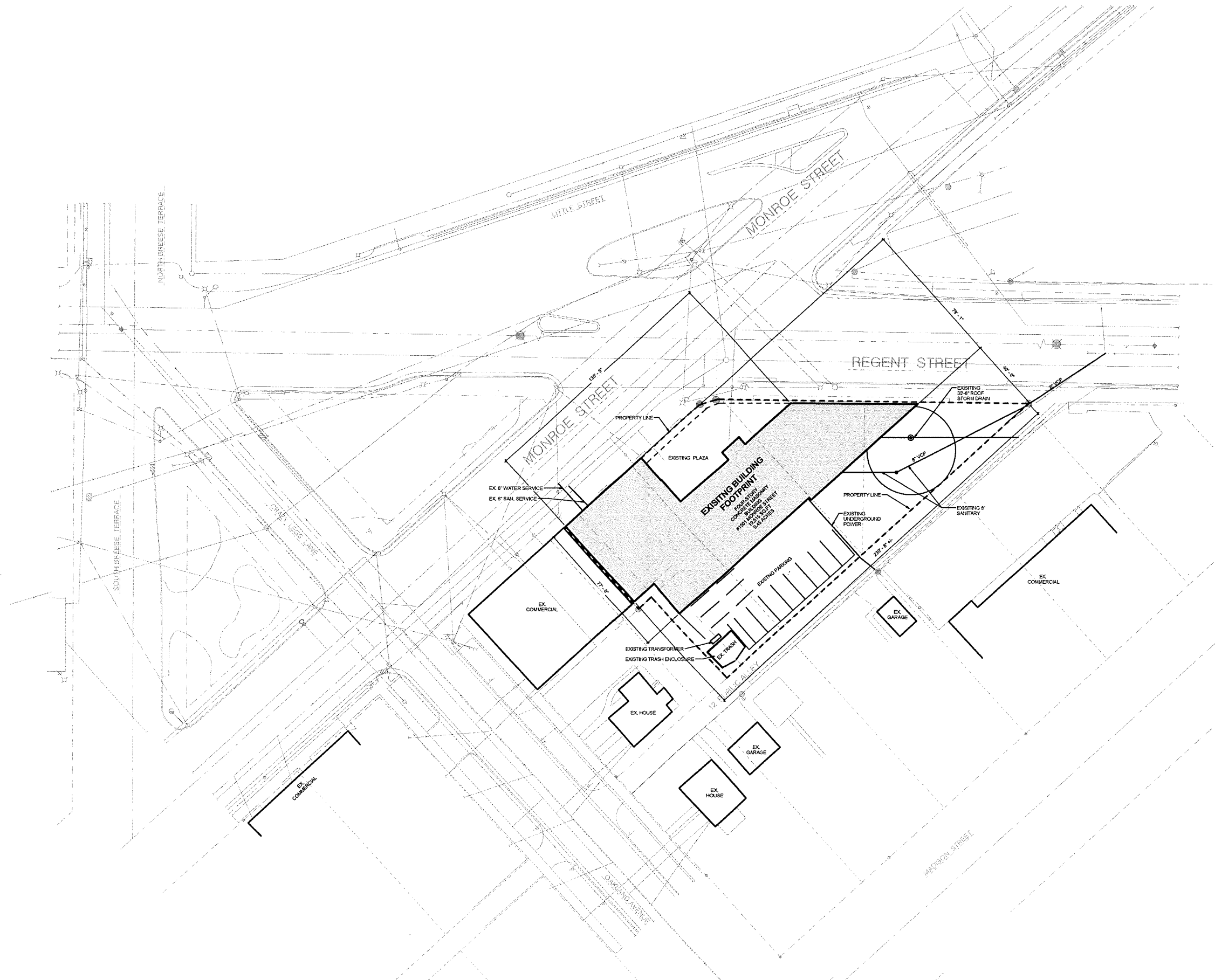
EXISTING GRADING PLAN
SCALE: 1" = 20'-0"



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**HOTEL RED
EXPANSION**

1501 Monroe St.
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SHEET NAME
**SITE UTILITY PLAN
(EXISTING)**

SHEET NO.

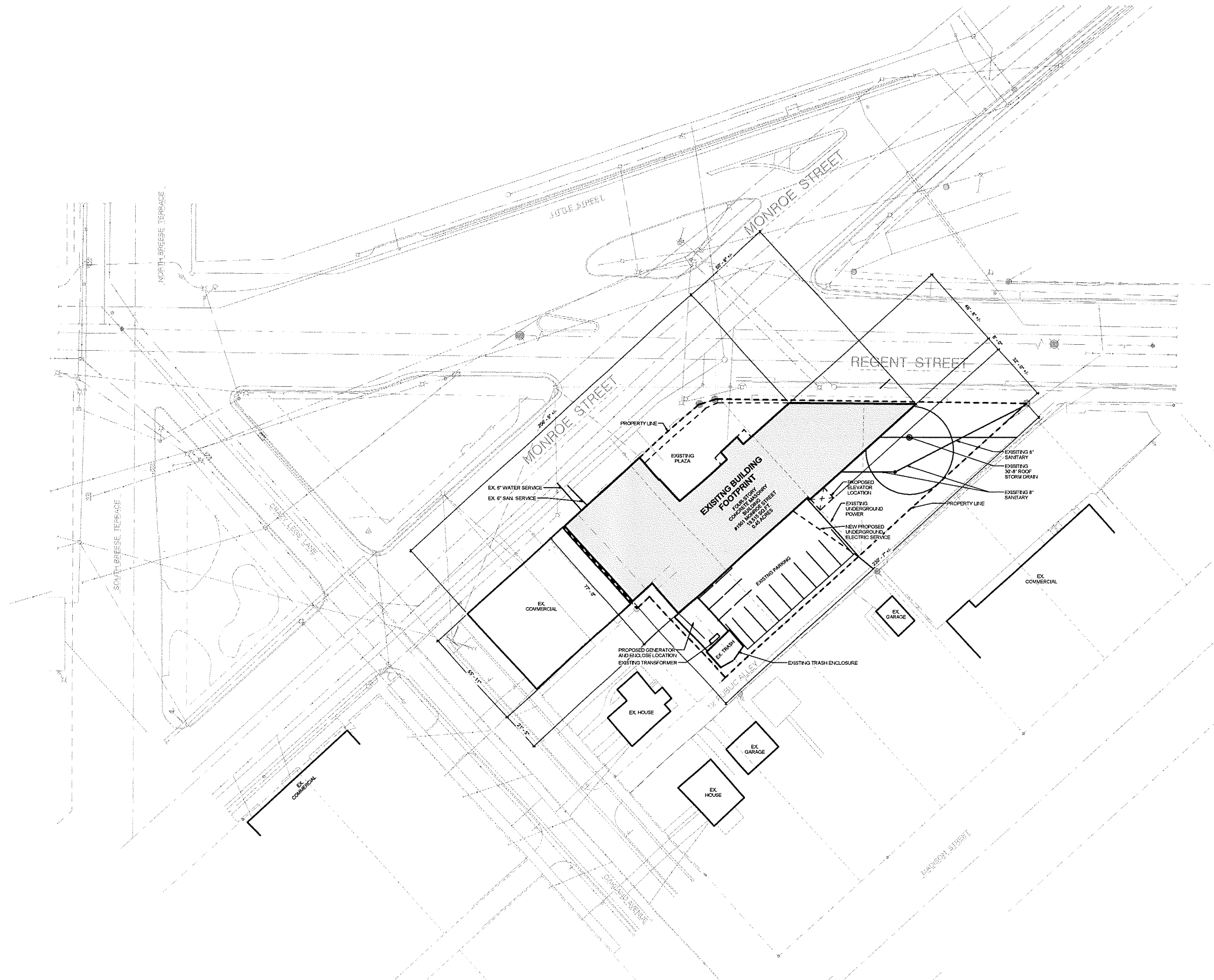
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PROJECT TITLE	

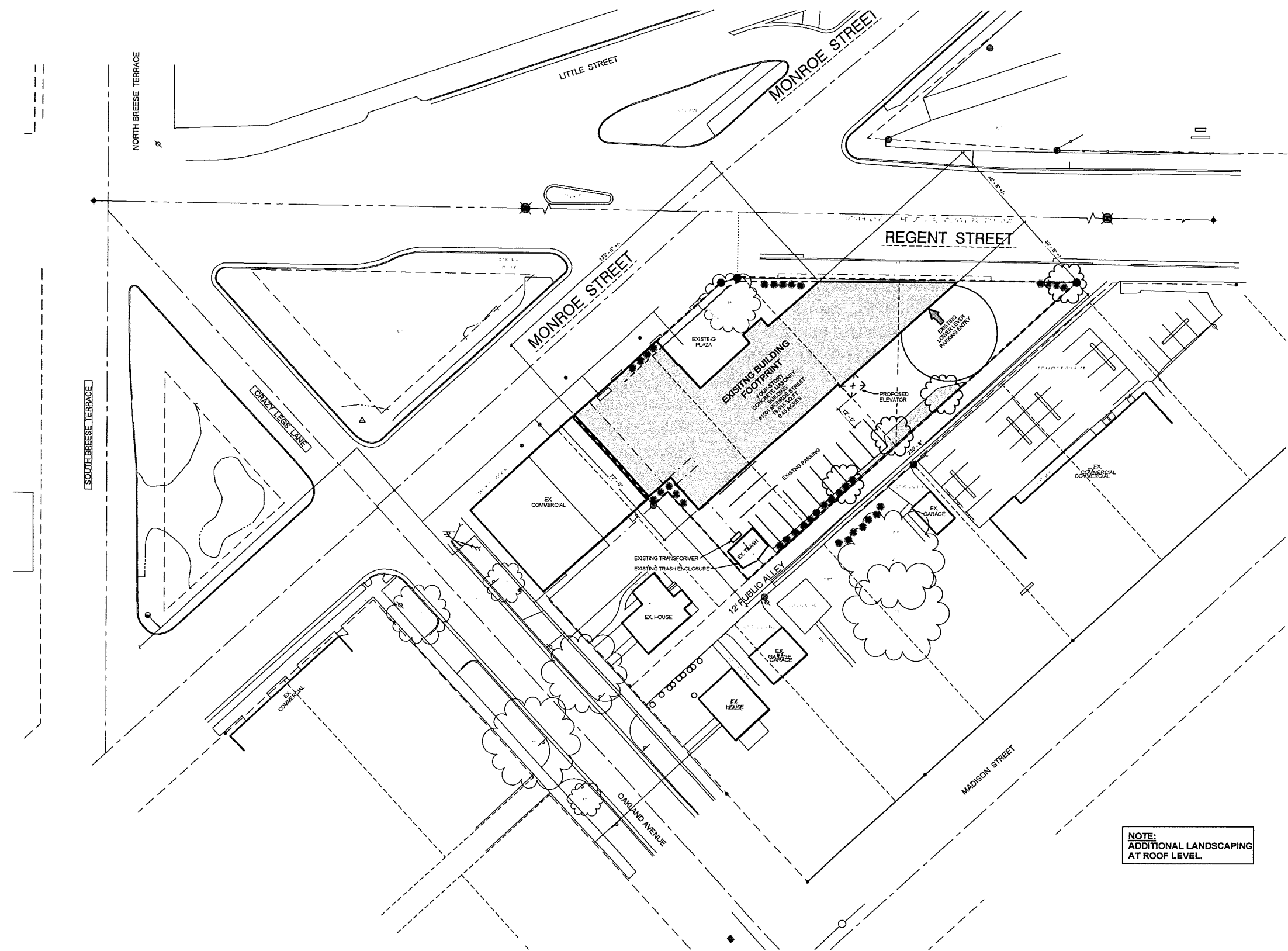
**HOTEL RED
EXPANSION**

1501 Monroe St.
Madison, WI 53711

SHEET NAME
**SITE UTILITY PLAN
(PROPOSED)**

SHEET NO.

C005



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PROJECT TITLE
**HOTEL RED
 EXPANSION**

**NOTE:
 ADDITIONAL LANDSCAPING
 AT ROOF LEVEL.**

1501 Monroe St.
 Madison, WI 53711

SHEET NAME
**LANDSCAPING
 PLAN EXISTING**

SHEET NO.

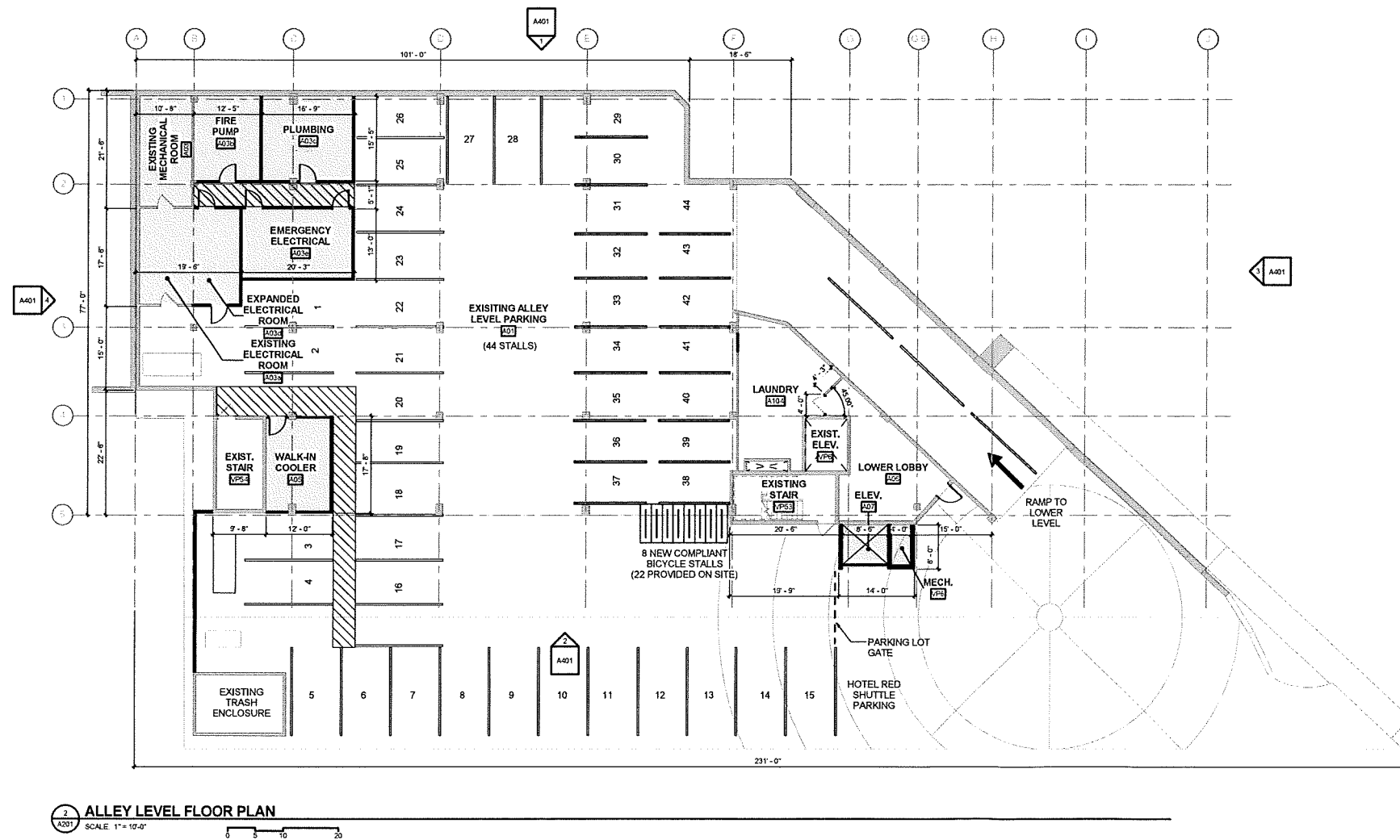
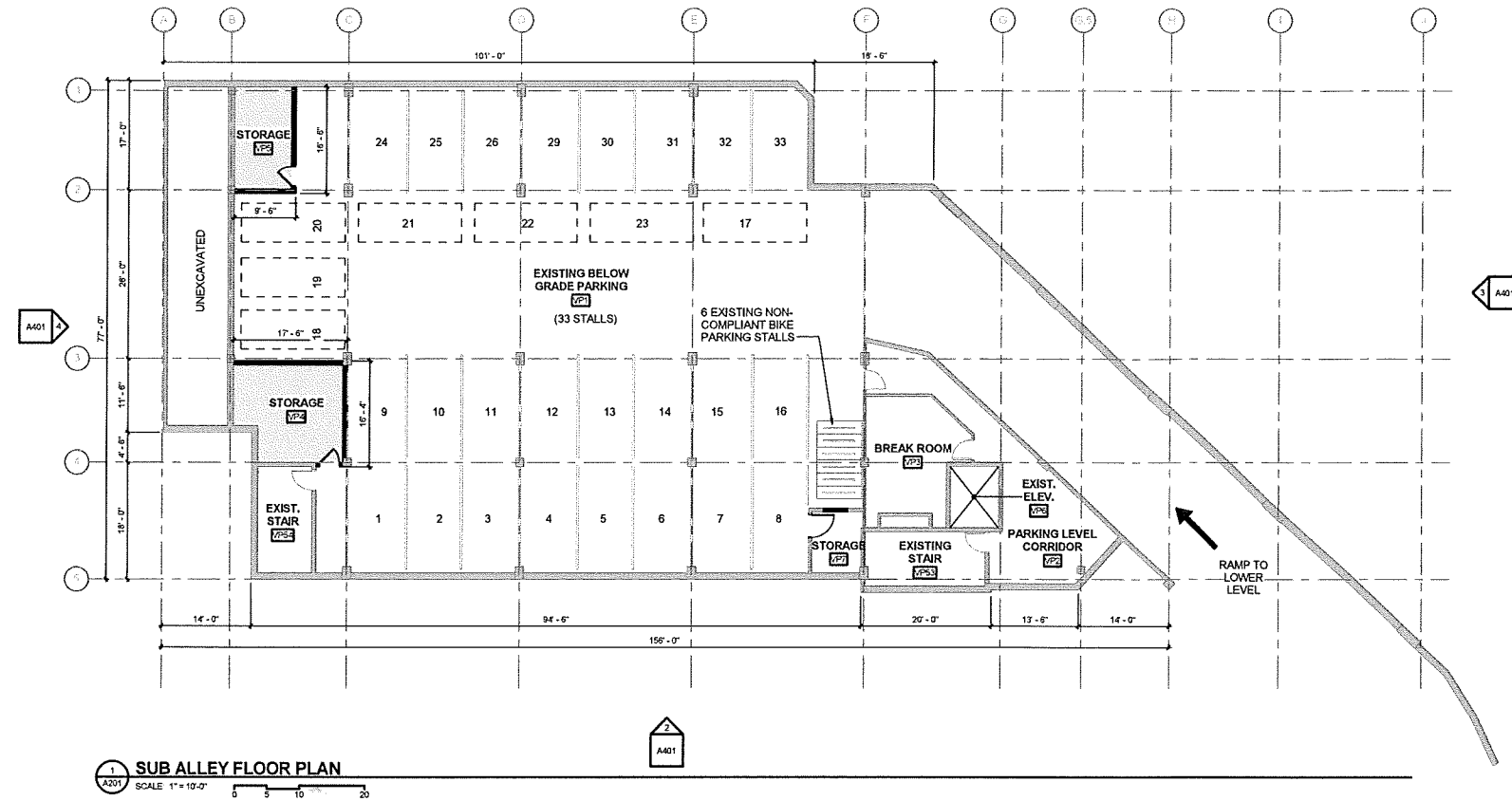
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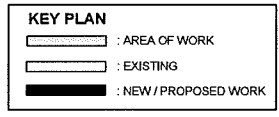
**HOTEL RED
EXPANSION**

1501 Monroe St.
Madison, WI 53711

SHEET NAME
**LOWER AND ALLEY
LEVEL PLANS**

SHEET NO.

A201

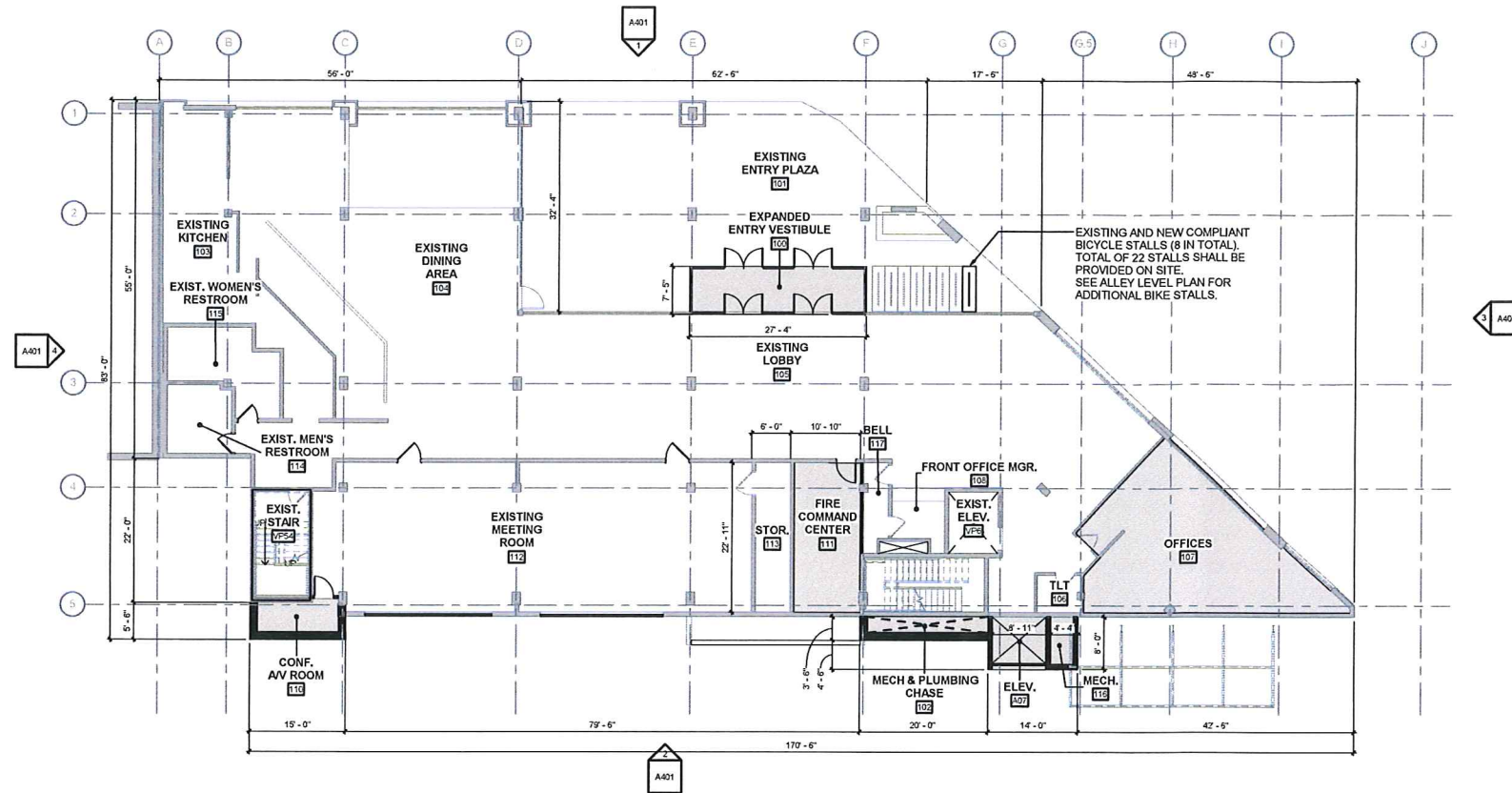




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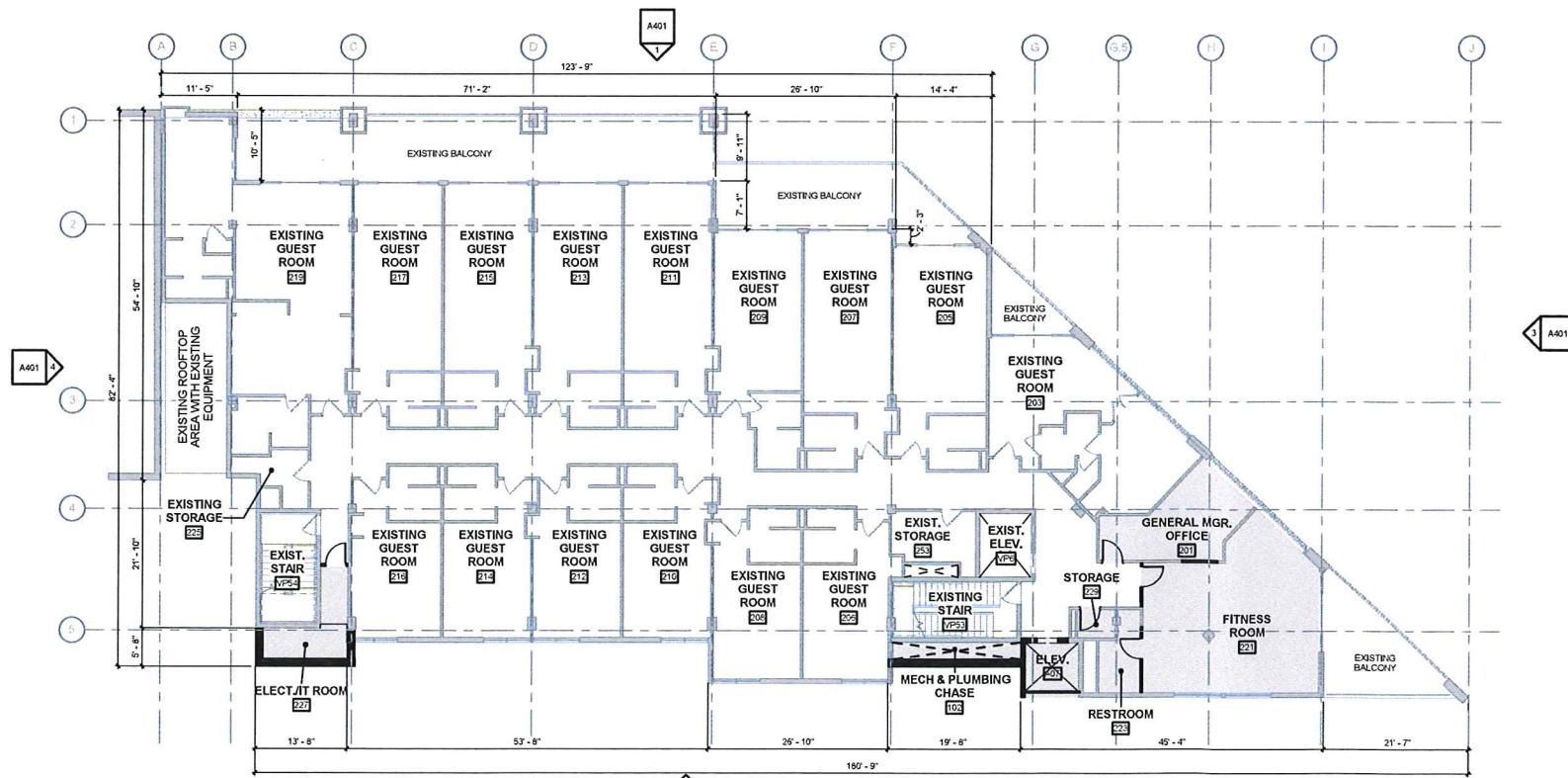
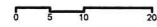
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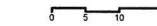
1 FIRST FLOOR PLAN

SCALE: 1" = 10'-0"



2 SECOND FLOOR PLAN

SCALE: 1" = 10'-0"



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PROJECT TITLE	

**HOTEL RED
EXPANSION**

1501 Monroe St.
Madison, WI 53711

SHEET NAME
**FIRST AND
SECOND FLOOR
PLANS**

SHEET NO.

KEY PLAN

[Dashed Line]	: AREA OF WORK
[Solid Line]	: EXISTING
[Thick Solid Line]	: NEW / PROPOSED WORK

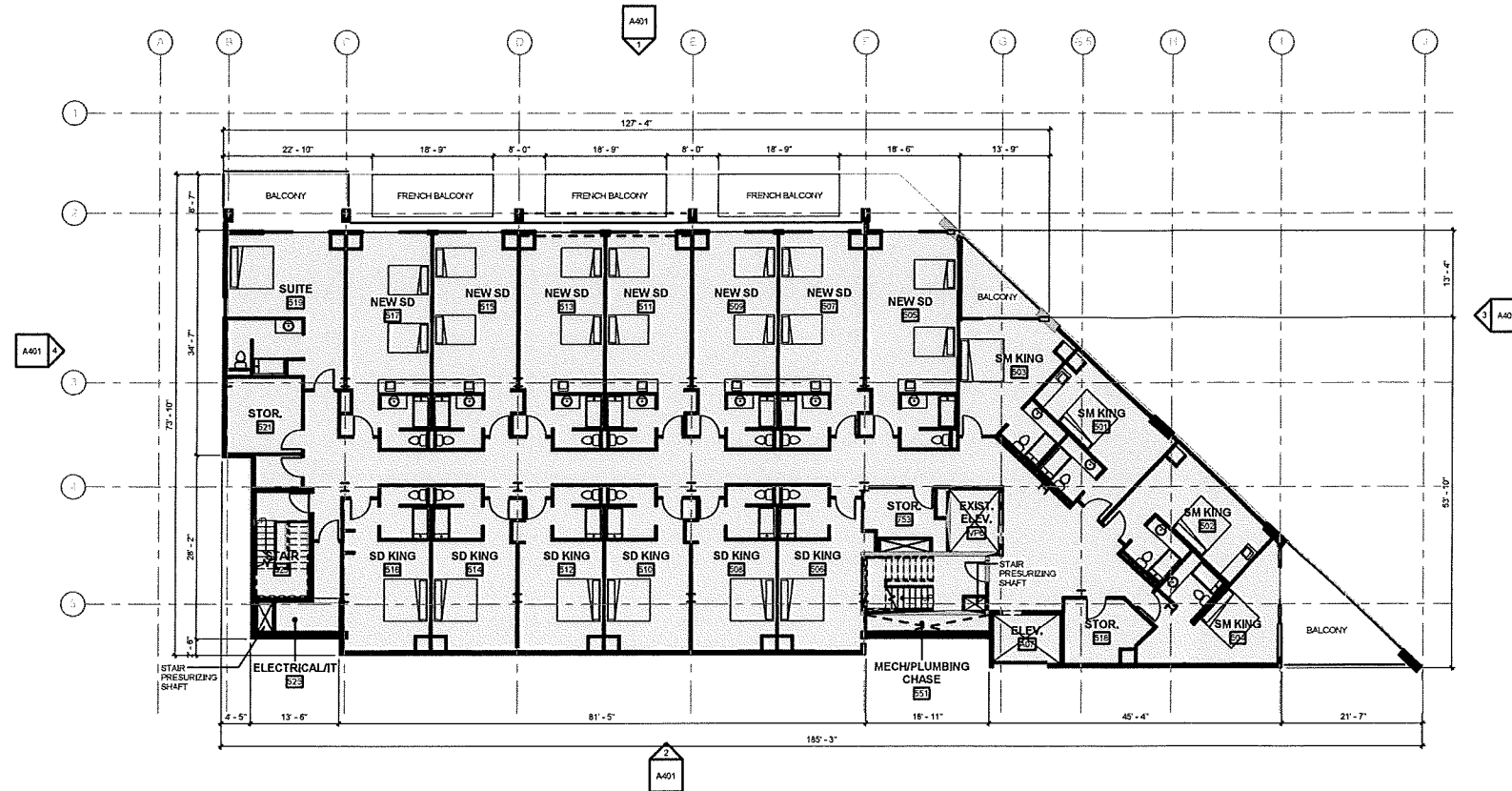
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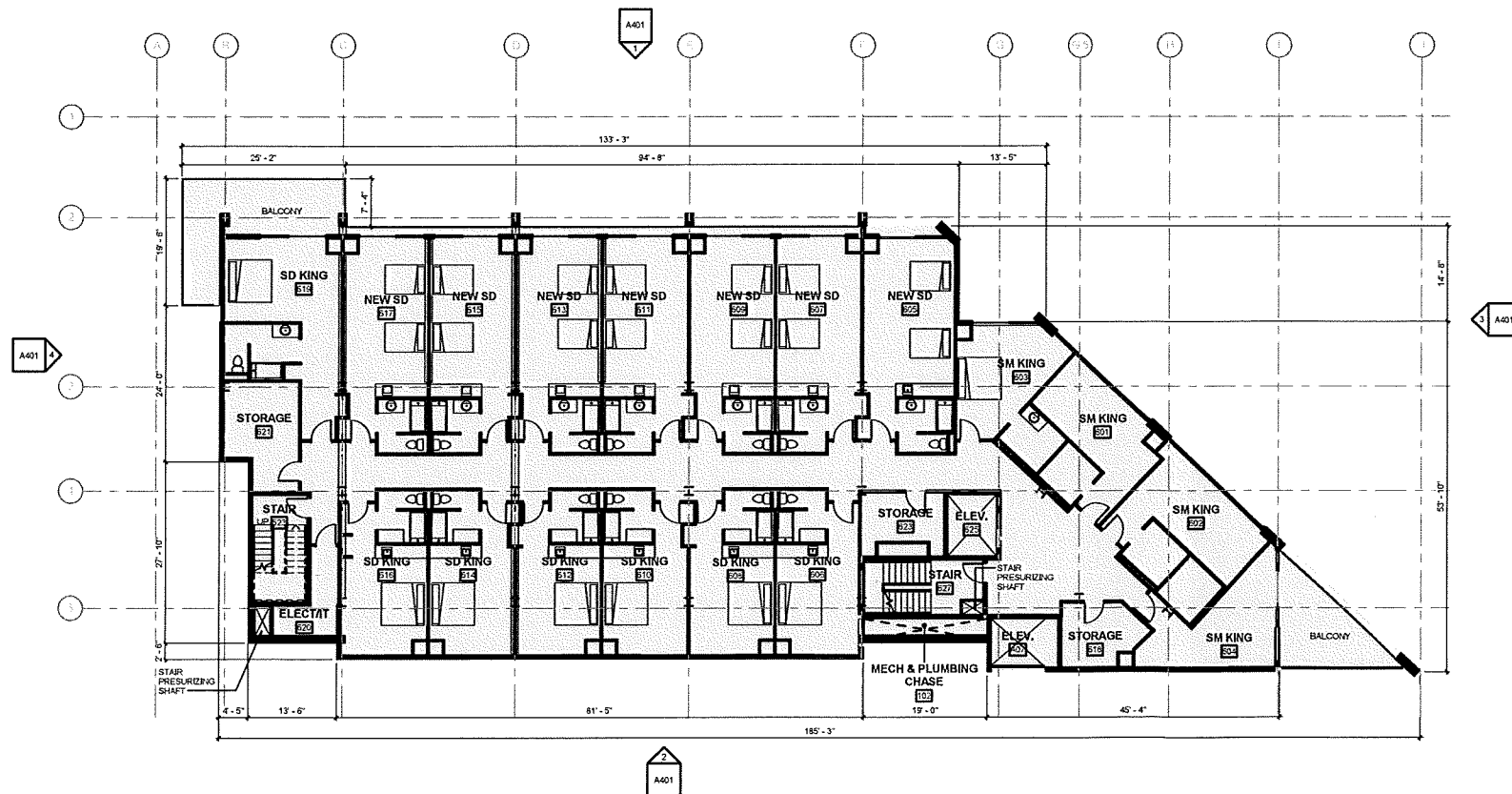
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1 FIFTH FLOOR PLAN

SCALE: 1" = 10'-0"



2 SIXTH FLOOR PLAN

SCALE: 1" = 10'-0"

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DATE	2/8/2017
PROJECT NO.	2015017

PROJECT TITLE

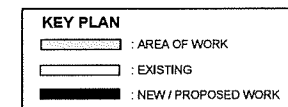
**HOTEL RED
EXPANSION**

1501 Monroe St.
Madison, WI 53711

SHEET NAME
**FIFTH AND SIXTH
FLOOR PLANS**

SHEET NO.

A204

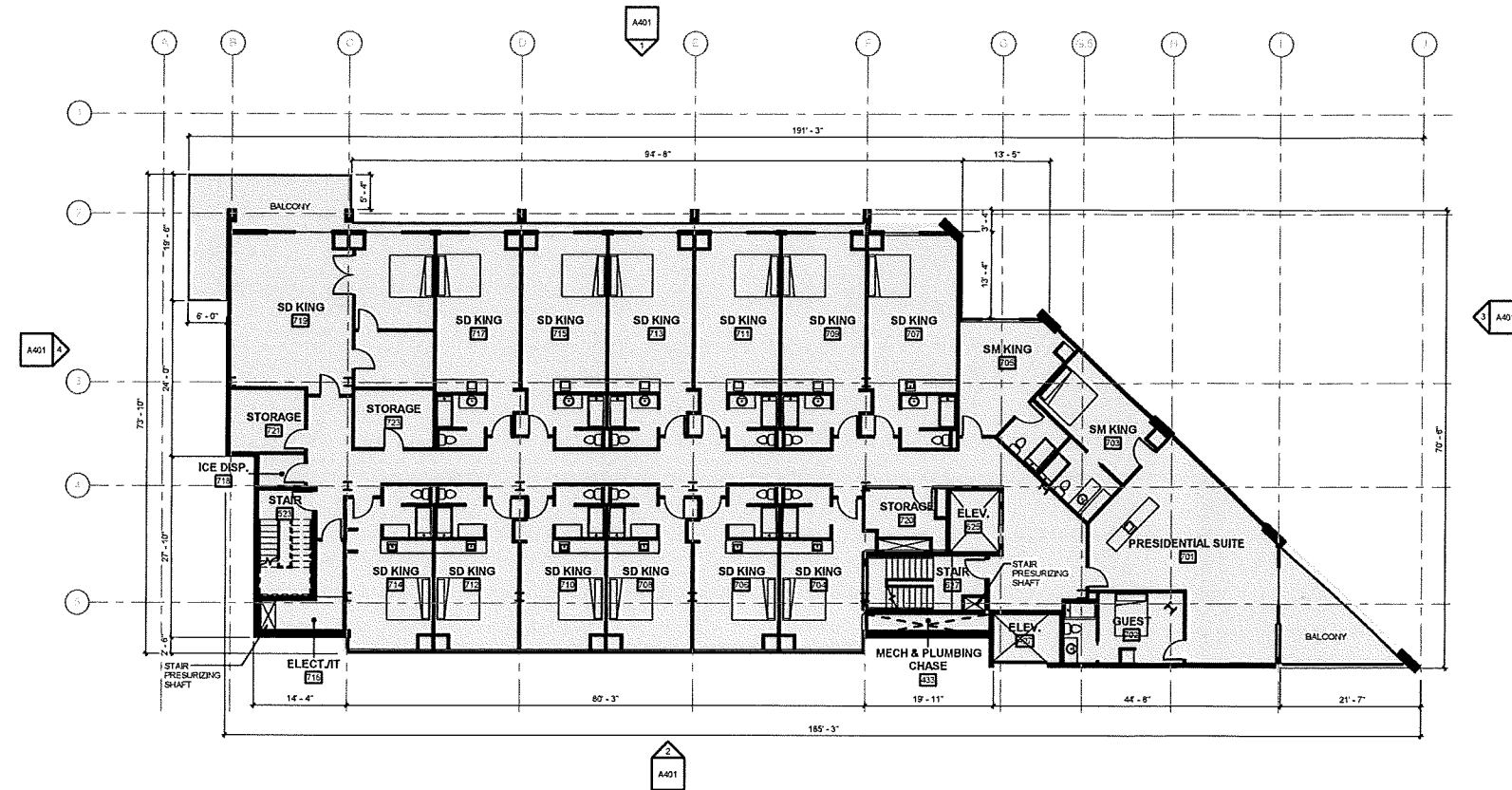




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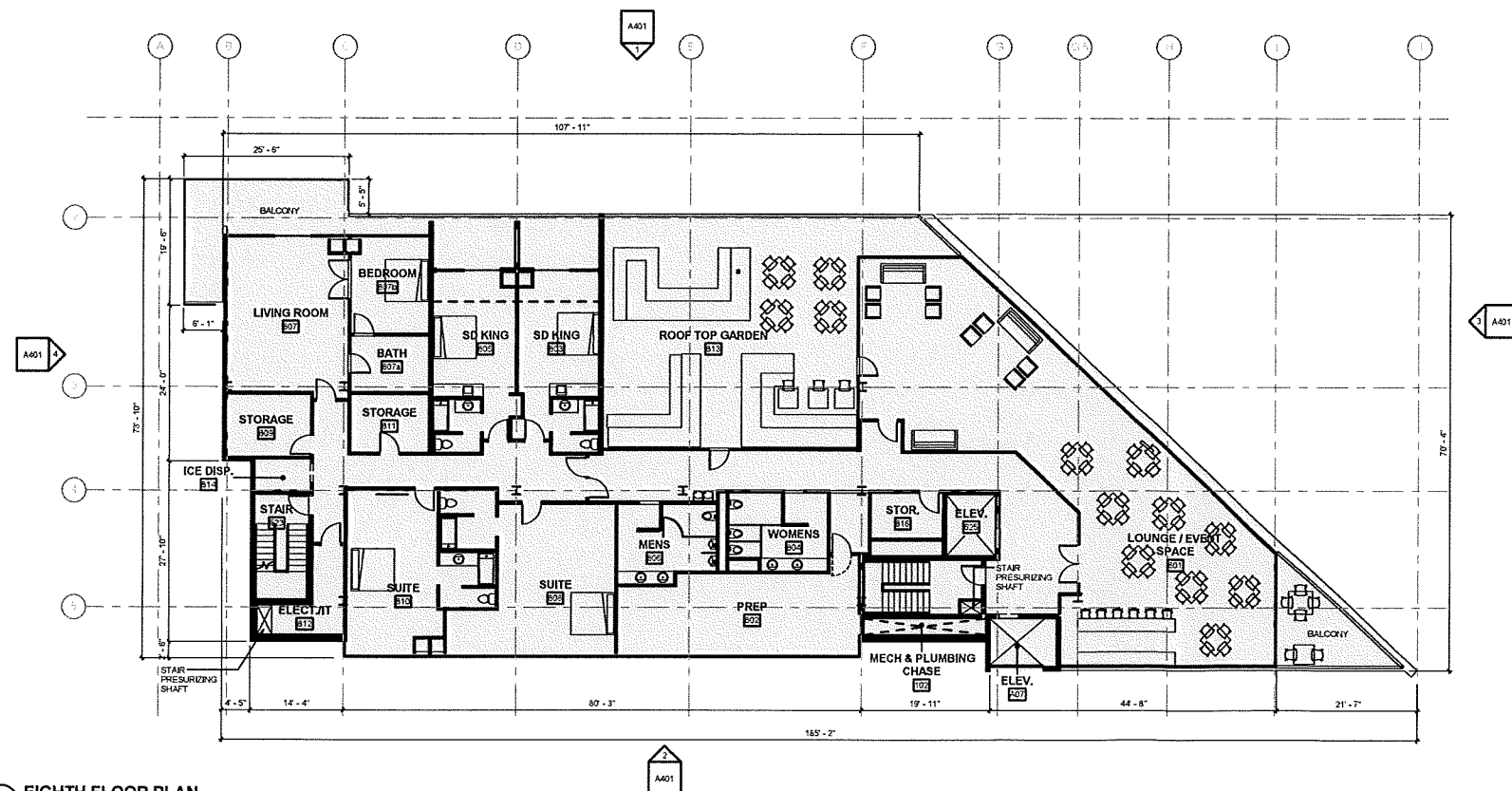
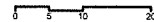
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STRANG, INC.
6411 MINERAL POINT ROAD
MADISON, WI 53705-4395



1 SEVENTH FLOOR PLAN

SCALE 1" = 10'-0"



2 EIGHTH FLOOR PLAN

SCALE 1" = 10'-0"



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CONSTRUCTION**

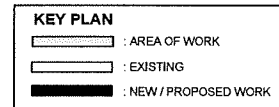
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DATE	2/8/2017
PROJECT NO.	2015017
PROJECT TITLE	

**HOTEL RED
EXPANSION**

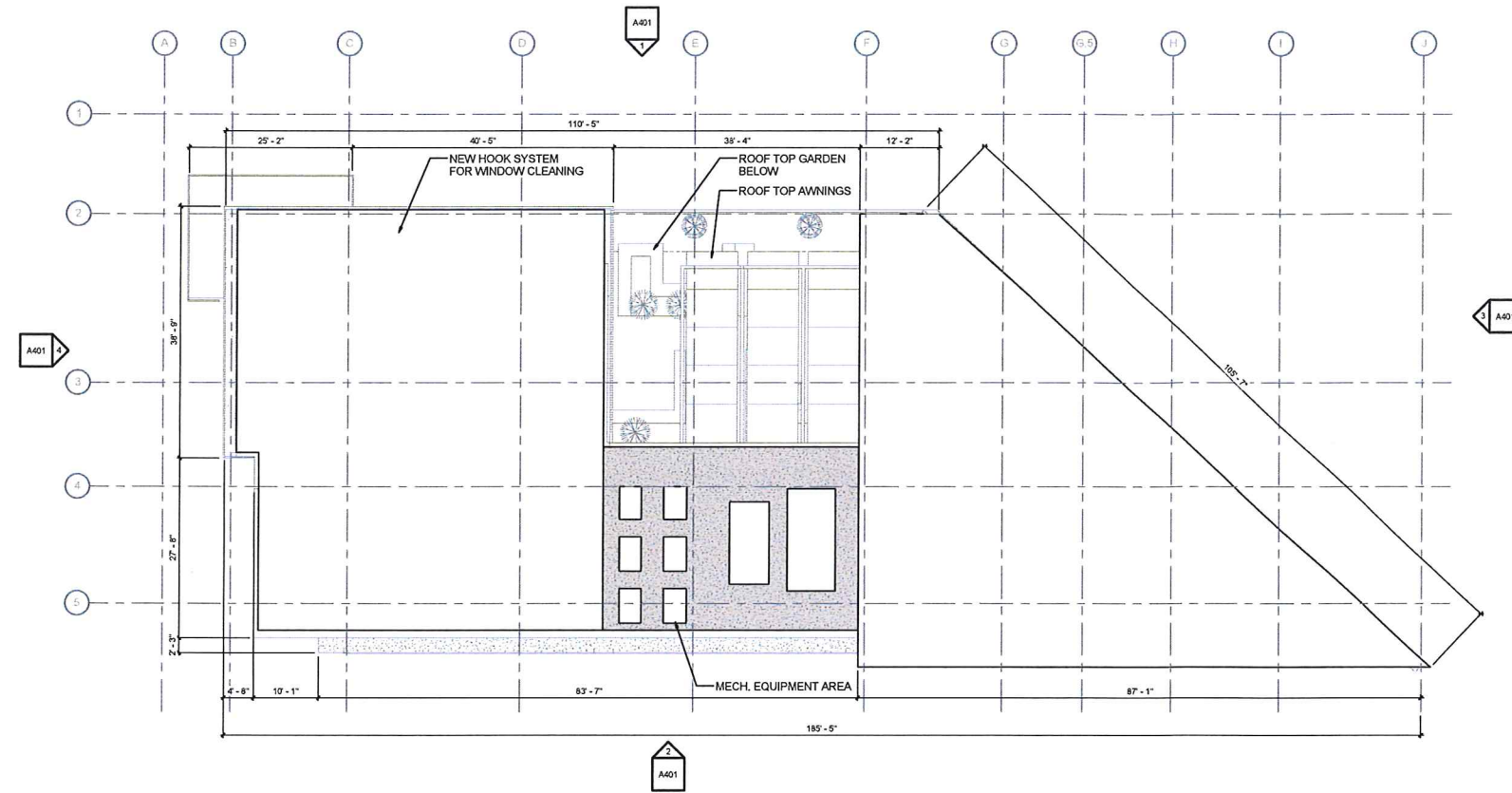
1501 Monroe St.
Madison, WI 53711

SHEET NAME
**SEVENTH AND
EIGHTH FLOOR
PLANS**

SHEET NO.



A205



9 - ROOF Plan - Plan Commission
 SCALE 1" = 10'-0"
 0 5 10 20



STRANG

**ARCHITECTURE
 ENGINEERING
 INTERIOR DESIGN**

STRANG, INC.
 6411 MINERAL POINT ROAD
 MADISON, WI 53705-4395

**PLAN
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**HOTEL RED
 EXPANSION**

1501 Monroe St.
 Madison, WI 53711

SHEET NAME
**MECHANICAL
 LEVEL AND ROOF
 PLAN**

SHEET NO.

A206

KEY PLAN

	: AREA OF WORK
	: EXISTING
	: NEW / PROPOSED WORK



STRANG

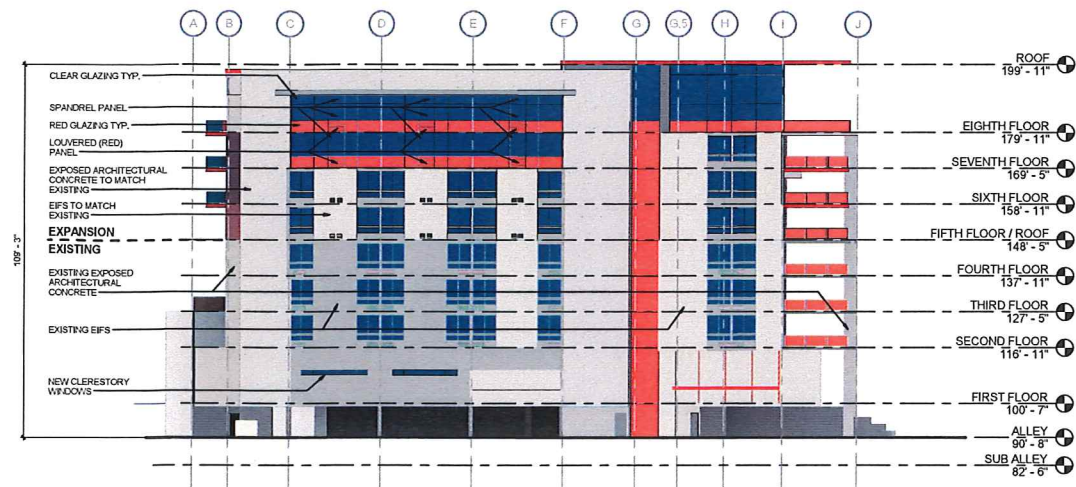
**ARCHITECTURE
ENGINEERING
INTERIOR DESIGN**

STRANG, INC.
6411 MINERAL POINT ROAD
MADISON, WI 53705-4395



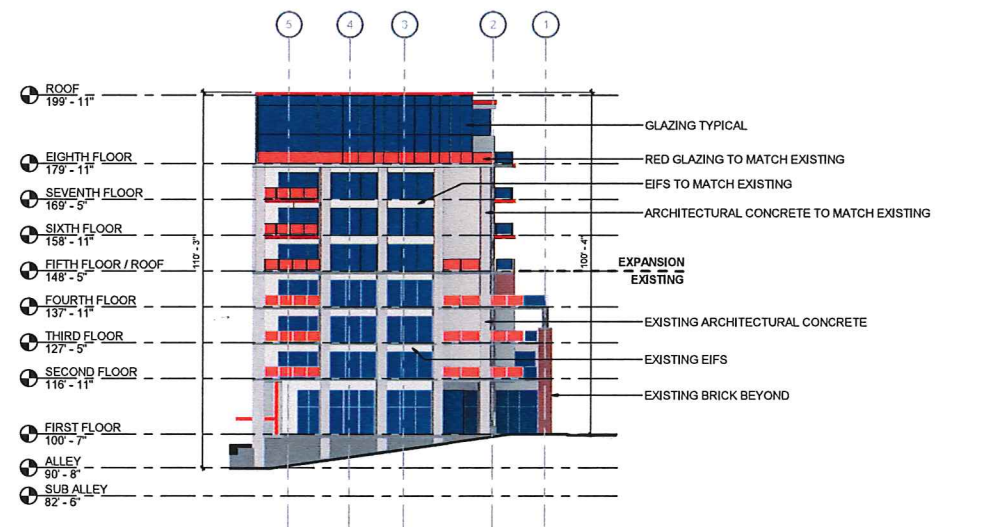
1 NORTH ELEVATION

SCALE: 1" = 20'-0"



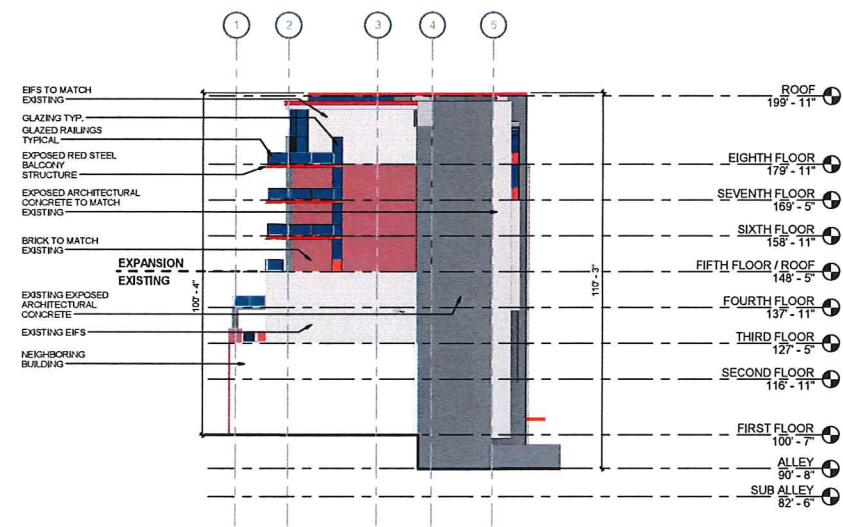
2 SOUTH ELEVATION

SCALE: 1" = 20'-0"



3 EAST ELEVATION

SCALE: 1" = 20'-0"



4 WEST ELEVATION

SCALE: 1" = 20'-0"

**PLAN
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PROJECT NO. 2015017
PROJECT TITLE

**HOTEL RED
EXPANSION**

1501 Monroe St.
Madison, WI 53711

SHEET NAME
**EXTERIOR
ELEVATIONS**

SHEET NO.

A401

Introduction



- Addition of 4 floors to existing HotelRED
- Addition of 53-57 rooms to the existing 48
- Total up to 105 rooms
- Seeking conditional use approval for proposed height



Massing & Proportion



- Existing View on Monroe Street



Massing & Proportion: Proposed View on Monroe St.



- 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 8th floor steps back to create a roof garden.

