

**From:** Gera Bodley  
**Sent:** Thursday, March 16, 2017 10:38 PM  
**To:** Eskrich, Sara  
**Cc:** Parks, Timothy  
**Subject:** Fw: [Alder Eskrich, District 13] Hotel Red Proposal

Dear Alder Sara Eskrich,

Regarding the plan proposal for Hotel Red to add four more stories to its existing building, I would like to clearly state that I am not in favor of any height increase of Hotel Red. This is a non-issue and should not have to be discussed again. The Vilas Neighborhood Association made it clear when writing the neighborhood commercial plan that development height is limited to three stories. If there is a fourth story approved, it will be set back from view of the street. How does this rule need to be clarified? Not only is Hotel Red trying to push the limit to four more stories, the actual height of the eight floor is the height of two floors. For a total of a nine-story building.

Instead of passively saying some remarks have been in favor and some remarks have been against the project, please take a firm stand with the Vilas neighbors who crafted the development plan. Take a firm stand against the request to build the additional four stories onto Hotel Red. The neighbors who wrote the Vilas Neighborhood plan put hours of thought, foresight, and study into it. The hours of work were intended to stand the test of time, while being able to preserve and improve the character of what makes Vilas Neighborhood special and a sought-after part of Madison.

Please tally the remarks that you have received with care; understanding that many in Vilas Neighborhood have not been informed or had the chance to write their comment. Take into account that many in Vilas Neighborhood have not received an email notice because they are not on the email list. Please consider that you do not have an accurate sample.

Best,  
Gera Bodley  
Grant Street

### **HotelRED, 1501 Monroe Street**

As presented at a neighborhood meeting last November, HotelRED is proposing an additional four stories with a rooftop small restaurant and event space. You can find their plans and more details in their conditional use application, [linked here](#).

- [Plan Commission](#), Monday, March 20 at 5:30pm

Back in the fall, I received many emails both in support and in opposition to this addition. Please continue to share your thoughts with me, as it will inform the

eventual position I will take on this proposal. If you would also like to contact the Plan Commission, the decision-making body, please cc or also email Tim Parks ([tparks@cityofmadison.com](mailto:tparks@cityofmadison.com)).

----- Forwarded Message -----

**From:** "district13@cityofmadison.com" <[district13@cityofmadison.com](mailto:district13@cityofmadison.com)>

**To:** [ggbodley@yahoo.com](mailto:ggbodley@yahoo.com)

**Sent:** Sunday, March 12, 2017 9:15 PM

**Subject:** [Alder Eskrich, District 13] Thursday Night Meetings



### **Alder Eskrich, District 13 Updates**

*posted March 12, 2017 9:09 PM*

#### **Thursday Night Meetings**

Two neighborhood meetings of interest on Thursday evening: 1603 Monroe Street Conditional Use for Drive-Through Thursday, March 16, 2017 at 7:00 p.m. at HotelRED (in conjunction with the Vilas Neighborhood Association Council Meeting) This project is proposing a conditional ...

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**From:** Susan Daugherty  
**Sent:** Thursday, March 16, 2017 11:49 AM  
**To:** Parks, Timothy  
**Subject:** Hotel Red

How did this building get past Madison planners? Or is everything pretty much passed, no matter what its aesthetics are? I realize that some people are OK with it, but to put something this cheap and shoddy looking across from Camp Randall in this day and age is to me a travesty. I'm sure the addition will be in keeping with the original building. Could it not be improved to keep the red plastic down? Please! Our beautiful city is becoming a joke with these new architectural additions.

For example, I think the sculpture of the footballs by Camp Randall is supposed to be a joke, having read a little about the sculptor, but I have asked many people what they think, and they are appalled by it. They don't get the joke. Are we being made a laughing stock?

Kristin S. Daugherty  
[REDACTED] Hillington Way  
Madison, WI [REDACTED]

Never doubt that a small group of thoughtful citizens can change the world. Indeed, it is the only thing that ever has. -Margaret Mead, anthropologist (16 Dec 1901-1978)

**From:** Douglas Poland  
**Sent:** Friday, March 10, 2017 11:29 AM  
**To:** Eskrich, Sara  
**Cc:** Parks, Timothy  
**Subject:** Re: [Alder Eskrich, District 13] Development Project Updates

Ald. Eskrich,

I write in response to the email that you sent last month, and to the Development Update that you posted on February 18, 2017, addressing the proposed Hotel Red project seeking to add four stories to the building, with a rooftop small restaurant and event space. I understand that the owner of Hotel Red has filed a Conditional Use Application that will be heard by the Plan Commission on March 20. I have reviewed the materials to which your Development Update linked, including the Conditional Use Application, Letter of Intent, and Site Plan. I also have met separately with Jason Ilstrup, the General Manager of Hotel Red, to discuss the proposal, and I have spoken with Peter Tan, the architect at Strang who is working on the project, about the proposal. Having reviewed all of these materials, and having had personal and professional experience with Hotel Red, Jason, and Peter, I wish to speak in support of the Conditional Use Application, for several reasons.

First, my experience with Hotel Red as a resident of the Vilas neighborhood, and an active participant on the Vilas Neighborhood Association, has been extremely positive. Hotel Red has welcomed the Vilas neighborhood and its residents with open arms, hosting at no cost, or reduced cost, many different neighborhood events, including annual VNA holiday parties and VNA meetings. Jason has played an active role in the neighborhood, and has been very engaged with Vilas residents. Hotel Red has been, in my experience, an ideal business neighbor to the Vilas neighborhood, and I would like to encourage the success of local businesses with the community ethic that Jason and Hotel Red have displayed.

Second, my experience with Hotel Red as a member of the broader Madison community also has been very positive. I currently chair the Inclusiveness Committee of Downtown Madison, Inc. (although I want to be clear that I am not writing in my DMI officer capacity; I am writing as a resident of the Vilas neighborhood), which is in the process of planning a social and educational event that is intended to provide networking and education focused on inclusiveness and equity in the downtown community. We held the inaugural event last year, and Jason had offered to have Hotel Red host it. We had approximately 80 people in attendance, and the event earned rave reviews. It was so successful that we are planning another event this spring, and again, Jason has offered to have Hotel Red host it. I am very grateful to Jason for his enthusiasm about our event and our efforts to promote inclusiveness and equity in downtown Madison. Again, I think that this reflects very well on the community ethic that Jason and Hotel Red have displayed, and the proposed expansion will provide an even larger space to host events such as DMI's inclusiveness event.

Third, I am excited about the peacemaking possibilities that the proposed expansion of Hotel Red, and the possible closing of Crazy Legs Lane, might offer to a park area that has been neglected and grossly underused. If Crazy Legs Lane is closed and converted to park space, the expansion of Hotel Red, combined with the new development at 1603 Monroe Street and the

reconstruction of Monroe Street, has the potential to bring to life space that right now serves as nothing more than a thoroughfare.

Fourth, I think that the proposed addition will greatly improve the aesthetics of Hotel Red.

Right now, the building appears quite short and squat. I commute to my office downtown most days by riding my bike, often on the Southwest Commuter Path. As I have gone by Hotel Red in the past months, I have paid particular attention to the aesthetics of the building, and in my opinion, it currently looks incomplete — it is simply too short for its location. I think that adding the extra floors would render it a far more graceful building aesthetically. I also am familiar with the work and architectural ethic of Peter Tan of Strong, who has been working on this project. I know Peter, and I know his commitment to the community, and to designing projects that will enhance the beauty of their setting. I am confident that any project in which Peter is involved will significantly improve the aesthetics of the space, and will integrate well with the surrounding spaces.

Finally, I understand that there have been concerns raised about the potential traffic impacts of the proposed addition. I am quite impressed with the lengths to which Hotel Red has indicated it will go to minimize any traffic impacts, including using 24/7 valet parking and providing significant bike parking. Hotel Red is at a truly unique location: a crossroads of the Southwest Commuter Path, Monroe and Regent Streets, and several different Metro routes. It is an incredibly easy location to reach by any mode of transportation, whether bus, bike, walking, or driving. By encouraging the expansion of hotel space that is so easy to access by multiple modes, we will be encouraging visitors to Madison, or local groups seeking to use meeting space, to use a facility that does not require transportation by privately owned cars to reach the facility.

Thank you for considering these comments.

Douglas M. Poland  
[REDACTED] Adams Street  
Madison, Wisconsin 53711  
[REDACTED]

On Feb 18, 2017, at 9:26 AM, [district13@cityofmadison.com](mailto:district13@cityofmadison.com) wrote:



**Alder Eskrich, District 13 Updates**

*posted February 18, 2017 9:24 AM*

### **Development Project Updates**

District 13 Development Update Please read on for updates regarding HotelRED, 1603 Monroe, Wingra Creek, and Monroe Street Reconstruction. HotelRED, 1501 Monroe Street As presented at a neighborhood meeting last November, HotelRED is proposing an additional four stories

with a rooftop small ...  
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**From:** Janet Murphy  
**Sent:** Monday, March 06, 2017 5:00 PM  
**To:** Planning  
**Subject:** Hotel Red Expansion

If it is a good and efficient project, I don't see any problems with increasing height in that location. Compared with many sites, that corner is ideal.

Most hotels are blank spaces for the city and neighbors, but the manager of Hotel Red seems to go out of his way to host neighborhood activities. It would be great if all hotels did that.

Please think about traffic. It's a complicated intersection. And let's try to retain the funky businesses nearby.

Janet Murphy  
Greenbush Neighbor

**From:** Christopher Kelly  
**Sent:** Tuesday, February 28, 2017 11:19 AM  
**To:** Parks, Timothy  
**Cc:** Eskrich, Sara  
**Subject:** HotelRED expansion plan

Hi Tim,

I am a resident of the Vilas neighborhood, and reside with my family in our home at 1108 Grant Street.

I would like to provide this email in support of the HotelRED expansion plan being presented to the Plan Commission on March 20th, for the following reasons:

1. **Good neighbor.** HotelRED has proven itself to be a good neighbor and supportive of our Vilas neighborhood and neighborhood association.
2. **Enhanced vitality of commercial district.** A successful hotel – particularly an “independent” or boutique hotel like HotelRED – is a great amenity for our neighborhood and also provides enhanced vitality for the commercial businesses along Monroe Street. These businesses rely on visitors from outside the neighborhood for a majority of their business.
3. **Pedestrian anchor.** With the upcoming reconstruction of Monroe Street (including the pending revamp of the Crazylegs triangle), together with UW Athletics’ plans for pedestrian enhancements around the Field House, this proposed expansion is an opportunity to enhance the gateway and vitality surrounding that end of Monroe Street. HotelRED serves as an anchor to this emerging area. In addition to providing additional pedestrian activity, the hotel’s expansion plan shows renderings that appear to greatly enhance the area’s aesthetics.

I think we should support reasonable plans that help responsible, local businesses like HotelRED. That’s particularly true when there are clear benefits to the surrounding neighborhood, which I believe to be the case here.

Thanks,  
-Chris Kelly

 Grant Street



**From:** Ray Robey  
**Sent:** Saturday, February 18, 2017 10:18 AM  
**To:** Eskrich, Sara  
**Cc:** Parks, Timothy  
**Subject:** Hotel Red Addition

Sara,

Hotel Red has been good neighbor on Monroe St for a number of years. Since you asked, Debi & I have no problem with their proposal to expand. Our only hope would be to see their plans dovetail with whatever is decided for the Crazy Legs Triangle area, so that the streets are not torn up twice!

On another note, just a reminder that Debi & I are close neighbors to Edgewood and are in support of allowing their expansion of athletic facilities and night games.

Thanks,  
Ray & Debi Robey  
[REDACTED] West Lawn Ave.