



Monday, August 30, 2021

Tim Parks
City of Madison
Department of Planning & Community & Economic Development
215 Martin Luther King, Jr. Blvd.
P.O. Box 2985
Madison, WI 53701-2985

Re: Letter of Intent: Conditional Use
1501 Monroe St.
Madison, WI 53711

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 to convert 1501 Monroe Street from a hotel to a mixed-use property with the addition of two (2) residential units.

Project Name: 1501 Monroe St. Reuse
1501 Monroe St.
Madison, WI 53711

Applicant: Steve Brown Apartments/Red Hospitality
Dan Seeley
120 W. Gorham St.
Madison, WI 53703
Phone: (608) 255-7100
Email: dseeley@stevebrownapts.com

Architect: Brownhouse
Shane Fry
202 W. Gorham St.
Madison, WI 53703
Phone: (608) 663-5100
Email: sfry@brownhousedesigns.com

Project Overview:

This project involves the adaptive reuse of the existing HotelRED property. Steve Brown Apartments will convert the property from its existing use as a hotel to a mixed-use property containing fifty (50) apartments and approximately 3,000 sq. ft. of retail. The current 48 guest rooms will be converted to 48 apartment units via modest renovations, which will expand the existing kitchenettes to more traditional residential kitchen formats.

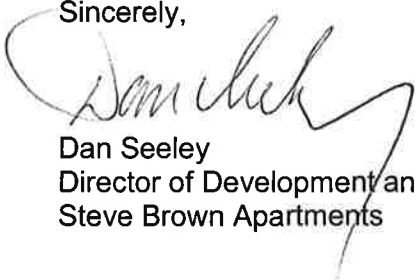
The first-floor area will be more formally demised to create a residential lobby separate from the retail space. The existing meeting room will be renovated to create two ~750 sq. ft. one-bedroom apartments, requiring the addition of windows to the alley-side (SE) façade.

Current TSS zoning allows for mixed-use properties of 48 or fewer units and commercial space in excess of 50% of the street frontage. Our proposal to add the two ground floor units triggers the need for a CUP.

The current property is well situated to reuse. We intend to reactivate this notable property as efficiently as possible and with the least amount of disruption to the surrounding community. Located at the prominent intersection of Regent Street and Monroe Street, this property offers exceptional connectivity to retail offerings, access to the University of Wisconsin-Madison campus, and multi-modal options with proximity to the Southwest Commuter Bicycle Path and City bus stops. An adaptive reuse of this property is a perfect manifestation of Madison's stated housing goals.

Thank you for your consideration of this application. If there are any questions or need for clarification or additional information, please contact me directly.

Sincerely,



Dan Seeley
Director of Development and Special Projects
Steve Brown Apartments