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September 7, 2011

Mr. Bradley J. Murphy
Director, Planning Division
Department of Planning and Development
215 Martin Luther King, Jr. Boulevard
Room LL-100
Madison WI 53701-2983

Re: Letter of Intent for Conditional Use Permit Application for
HotelRed, 1501 Monroe Street
Parcel # 079-224-0615-7

Dear Mr. Murphy:

This letter of intent accompanies the Land Use Application submitted this date for two modifications to the land use approvals for HotelRed at 1501 Monroe Street.

1. The first is a Conditional Use Permit for outdoor dining and beverages. Accompanying this letter are drawings showing approximately 400 square feet of enclosed area to allow outside dining and service of alcoholic beverages. Seating will be for approximately 28 people. In addition, an additional 850 square feet special event and reception outdoor seating for approximately 85 people is requested as part of the Conditional Use Permit. A site plan showing these two areas is appended to the Land Use Application.

The outdoor restaurant dining area will be cordoned off by oversized planters and stainless steel barriers. The barriers will be removed for special events to enlarge the seating capacity with entry through the restaurant area and not from the street. Special event seating will be from 3 hours before until 2 hours after the game.

2. Second, certain modifications to the Restrictive Covenants that are recorded against title for HotelRed. Specifically, Applicant requests:

- (a) Removal of the requirement for a fitness/spa center from the first floor area;
- (b) Allowing food or beverages to be served or consumed on the front patio on Monroe Street;
- (c) Adding a meeting or banquet room to the list of first floor allowed uses;

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(d) Removal of the requirement for security personnel at the entrance to each guestroom floor, before during and after Camp Randall events, although security personnel will still be required at the hotel entrance doors; and

(e) Allowing the public access to the outside entrance plaza.

A black-lined copy of the proposed Deed Restriction modifications are appended to the Land Use Application.


The above changes were approved by the Vilas Neighborhood Association at a meeting held on August 10, 2011.

Alder Sue Ellingson supports the Conditional Use Issuance and Deed Restriction Modifications.

Please let me know if you have any questions.

Sincerely,

MICHAEL BEST & FRIEDRICH LLP



William F. White

cc: Alder Sue Ellingson
Jonathan Standridge, Vilas Neighborhood Assn
Jason Ilstrup
Michael Erikson, Red Hospitality LLC
Mark Woulf, Alcohol Policy Coordinator

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