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July 18, 2013

City of Madison Common Council
210 Martin Luther King, Jr. Blvd., Rm. 417
City-County Building
Madison, WI 53703-3352

Re: Conditional Use Permit for 2620 Monroe Street, and 665 Knickerbocker Street
Legistar 30334

Dear Friends:

This letter is sent on behalf of Rouse Management, the developer of a mixed-use building at 2620 Monroe Street. The City of Madison Plan Commission overwhelmingly approved the Conditional Use Permit for this project on July 8, 2013 on a 7 to 1 vote. The granting of the Conditional Use Permit has now been appealed to the Common Council and the Common Council will review this appeal at its August 6, 2013 meeting. We request that the appeal be denied at that time and that the project be allowed to proceed.

The project consists of 21 apartments and approximately 2,300 square feet of ground floor commercial space. The building height is 3 stories plus a limited loft level on the 4th floor. The building is designed to conform not only to the newly-enacted City of Madison Zoning Ordinance but also to implement the Monroe Street Commercial District Plan by providing mixed-use development with new commercial space at street level and housing options above the street levels.

The properties are zoned TSS, Traditional Shopping Street District and properly zoned and are thus properly zoned for redevelopment. The development requires a Conditional Use Permit as a result of addressing certain concerns of the neighbors in the vicinity.

First, the Conditional Use Permit is required because the gross area is greater than 25,000 square feet. The precise measurement depends on how one counts square footage for parking. However it is counted, the square footage requires issuance of a Conditional Use Permit. This additional square footage is a direct result of placing the parking "at grade" level rather than in a basement parking garage. This was based on concerns of some neighbors that an underground parking structure would require pumping of ground water within the Lake Wingra Watershed. Second, the loft level increases the building height to 4 stories. The loft level was added after certain neighbors requested additional building setbacks on Knickerbocker Street and the building footprint was thus reduced in size but necessarily increased in height.

Based on the foregoing, we believe that the Plan Commission's decision to approve the project should be upheld. The Alder for the district and the City Staff also believe the approval should

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be upheld. We look forward to seeing you on August 6, 2013. If there are any questions prior to that time, please do not hesitate to contact either me at (608) 695-4946 or my colleague, Dan O'Callaghan at (608) 628-2177.

Sincerely,

MICHAEL BEST & FRIEDRICH LLP



William F. White

cc: Paul Soglin, Mayor, City of Madison
Steven R. Cover, Director Department of Planning & Community & Economic Development
Tim Parks, Senior Planner, Department of Planning & Community & Economic Development
Fred R. Rouse, Rouse Management
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