

**PLANNING UNIT REPORT**  
**DEPARTMENT OF PLANNING AND DEVELOPMENT**  
**of January 4, 2007**

**RE: I.D. # 04154: Zoning Map Amendment I.D. 3207 To Rezone 1501 Monroe Street from C2 (General Commercial District) and C3 (Highway Commercial District) to PUD-GDP-SIP**

1. Requested Actions: Approval of a request to rezone 1501 Monroe Street from C2 (General Commercial District) and C3 (Highway Commercial District) to Planned Unit Development, General Development Plan/ Specific Implementation Plan (PUD-GDP-SIP) to allow demolition of two commercial buildings and the construction of a mixed-use building containing 13,500 square feet of retail space, 10,025 square feet of office Space and 39 residential condominium units.

**Note:** The applicant amended his request following introduction of this ordinance to limit the scope of the rezoning to approval of only a PUD-GDP. **Any recommendation by the Plan Commission on this project shall include a substitute ordinance that expressly excludes a recommendation on the PUD-SIP.**

2. Applicable Regulations: Section 28.07 (6) of the Zoning Ordinance provides the requirements and framework for Planned Unit Developments; Section 28.12 (9) provides the process for zoning map amendments; Section 28.04 (22) provides the guidelines and regulations for the approval of demolition permits.
3. Report Prepared By: Timothy M. Parks, Planner.

**GENERAL INFORMATION**

1. Applicant & Property owner: Robert Sieger; 1501 Monroe Street; Madison.
2. Development Schedule: The applicants wish to commence construction in spring 2007, with completion scheduled for fall 2008.
3. Location: Approximately 0.45 acres generally located at southeast corner of Monroe and Regent streets, Aldermanic District 13; Madison Metropolitan School District.
4. Existing Conditions: The existing building consists of a split-level building housing a bar, the applicant's architecture firm, a pizzeria and sportswear store at the grade of Monroe Street. A coffeehouse is located in a lower level space at the elevation where Regent Street meets the alley that runs along the backside of the building. A mezzanine level is located above the sportswear store a half-story above Monroe Street. The site is zoned C2 (General Commercial District) and C3 (Highway Commercial District).

5. Proposed Land Use: A five-story mixed-use building containing 13,500 square feet of retail space, 10,025 square feet of office Space and 39 residential condominium units.
6. Surrounding Land Use and Zoning:  
North: University of Wisconsin Fieldhouse, Camp Randall Stadium, Fire Station #4;  
South: Madison Chinese Christian Church, one and two-family residences, zoned R4A (Limited General Residence District);  
West: New Orleans Takeout, Stadium Barbers, Mickie's Dairy Bar, Gulliver's Travels, zoned C2 (General Commercial District);  
East: The Regent apartment tower, zoned R6 (General Residence District) and M1 (Limited Manufacturing District), various commercial business along Regent Street in C2 zoning.
7. Adopted Land Use Plan: The Comprehensive Plan identifies the south side of Monroe Street from Regent to Van Buren streets, including the subject site, for neighborhood mixed-use redevelopment. The site is also included in Area #3 of the Draft Monroe Street Commercial District Plan, which recommends mixed-use redevelopment of the Monroe Street block face bounded by Oakland Avenue on the west and Regent Street on the east with two to three-story buildings. The plan includes the opportunity for a projecting or tower-type element at the Regent Street intersection.
8. Environmental Corridor Status: The property is not located within a mapped environmental corridor.
9. Public Utilities & Services: The property is served by a full range of urban services.

#### **STANDARDS FOR REVIEW**

This application is subject to the demolition standards of Section 28.04 (22) and the Planned Unit Development District standards.

#### **PLAN REVIEW**

The applicant is requesting approval of planned unit development zoning to allow construction of a five-story mixed-use building containing 13,500 square feet of retail space, 10,025 square feet of office Space and 39 residential condominium units located at southeast corner of Monroe and Regent streets. The site is currently zoned C2 and C3 and is occupied by two buildings addressed

as 1501 Monroe Street. The western of the two buildings is a one-story structure housing "The Grid" sports bar, while the eastern portion is a split-level structure that houses the applicant's architecture firm, a Wisconsin Active Sportswear store and The Urban Journey Coffeehouse and Pizzeria at the grade of Monroe Street. An additional commercial space is located in a lower level space at the elevation where Regent Street meets the alley that runs along the backside of the building mid-block between Monroe and Madison streets. The building also includes a mezzanine level located above the sportswear store and bar a half-story above Monroe Street. The boundary between the C2 and C3 zoning districts straddles the former common wall of the two component structures, with the C3 zoning of the eastern portion representative of the former use of that building as an automobile dealership (a use not permitted in C2 zoning).

### Background

Although situated in the Vilas neighborhood, the subject site is located along the easterly outer reaches of the steeply rolling area that forms the University Heights neighborhood located generally to the northwest of the site west of Breese Terrace. The resulting grades form a steep incline along Regent Street from east to west beginning at Madison Street up to Monroe, while Monroe Street descends more gradually from Grant Street and Oakland Avenue into the Regent intersection. The grades at the intersection are also the result of a railroad line that used to cross at that intersection, which is now occupied by the Southwest Bike Path.

The area surrounding the subject site consists of a wide range of land uses, including a mix of low-rise, mostly one and two-family residences in the Vilas neighborhood to the south and southeast of the site and an assortment of primarily one and two-story commercial businesses extending along both Monroe and Regent street. The University Fieldhouse and Camp Randall Stadium form the dominant land uses north of the site across Regent Street, with the eight-story Regent Apartments located further to the east of the site at the corner of Randall and Regent. The site is also located across Monroe Street from a small plaza greenspace bounded by Breese Terrace and Monroe and Regent streets.

There is at present no adopted neighborhood or special area plan to guide development for the subject site or surrounding neighborhood, though a corridor plan for Monroe Street has been prepared and is in the final pre-review stages. The Comprehensive Plan identifies the south side of Monroe Street from Regent to Van Buren streets, including the subject site, for neighborhood mixed-use redevelopment. In general, neighborhood mixed-use (NMU) areas are intended to include commercial spaces primarily geared towards serving the surrounding neighborhoods, with any residential uses in NMU areas generally not to exceed 40 dwelling units per acre. The scale of buildings in neighborhood mixed-use areas should generally be between two and four stories in height, though building heights, as well as intensity of use and residential densities can vary as established in an adopted neighborhood or special area plan.

As noted above, the Monroe Street Commercial District Plan is in the final stages of development preceding a formal review process, which will likely occur during the first half of this year. The plan is intended to serve as a guide for development activities along Monroe Street from Glenway Street to Regent Street, including the subject site. The subject site is included in Area #3 of the draft plan, which identifies the Monroe Street blockface bounded by Oakland Avenue on the west and Regent Street on the east as a "redevelopment opportunity, short term." Specifically, the draft plan recommends redevelopment on that blockface with two to three-story buildings and encourages the buildings to step down in height along the rear alley in order to provide a "comfortable transition to the residential neighborhood behind." The draft plan includes an opportunity for a projecting bay or tower-type element at the Regent Street intersection. The draft plan also encourages rear building parking, service and loading from the mid-block alley, and pedestrian-oriented storefronts along both Monroe and Regent for this block.

The subject site is also located within the Regent Street/ South Campus Neighborhood Planning Area, which will guide redevelopment activities along Regent Street from Breese Terrace to Murray Street. Planning for this area is in the formative stages, with a planning consultant recently retained, which means it is too early in that process for any recommendations to exist that would affect development on the subject site. The Regent Street/ South Campus Neighborhood Plan should largely be completed in 2007.

#### Project Description

The proposed mixed-use building will stand five stories when measured at the corner of Regent and Monroe streets, with portions of the fifth floor to be stepped back 9 to 16 feet from the fourth floor facades.

The first floor of the building will be primarily occupied by approximately 11,185 square feet of retail space facing onto a recessed outdoor plaza space at the corner of Monroe and Regent. Spaces on this floor range in size from 1,643 square feet up to 4,085 square feet and include a 3,445 square-foot space along the western extent of the first floor that will be occupied by a bar-restaurant operation, with an additional 1,262 square feet of space for the bar-restaurant tenant to be provided on the second floor. The remainder of the second floor will be comprised of about 11,000 square feet of office space, including the applicant's architecture firm. Two of the second floor office spaces and the upper level of the bar-restaurant space will open on to a roof terrace that will overlook Monroe Street. A separate roof terrace will be provided overlooking Regent Street for the 5,070 square-foot office space that anchors the eastern portion of the floor. A small 1,394 square-foot retail space is shown along the Regent Street elevation where the building intersects the mid-block alley and at the same level as the top level of under-building parking.

The top three floors of the building will house the 39 residential condominium units proposed. The third and fourth floors will be comprised of a mix of one and two-bedroom units located along either side of a central corridor, with nine one-bedroom and six two-bedroom units on the third floor and seven one-bedroom and seven two-bedroom units on the fourth floor. The fifth floor will be comprised of one one-bedroom unit and nine two-bedroom units, with eight of the ten units to be located on the northerly side of the floor. The developer proposes to incorporate two-level loft floor plans for the three floors of residential space, with a 16-foot floor to ceiling height proposed on the third and fourth floors, and a 17.5-foot tall floor to ceiling height for the fifth floor. Many of the units will be provided generous outdoor terraces to offset the absence of any common usable open space for the residential units. Access to the three-story residential component will be provided from a lobby entrance off the first floor plaza.

Dedicated parking for the building will be provided in 106 structured parking stalls to be located in three levels below the structure, with access to the under building parking by ramps entering the site from the mid-block alley. [Note: The coversheet indicates that 111 parking stalls are provided, though the under-building parking plans show levels with 30, 36 and 40 spaces for a total of 106.] A loading area is shown along the north side of the alley west of the ramps to the underground parking.

An additional 24 surface parking spaces are available to the project on a limited basis in the surface parking lot of the Madison Chinese Christian Church located across the alley along Madison Street. These surface stalls are governed by an existing parking lease between the applicant and church and are primarily intended to serve the customers of the first and second floor commercial spaces in the proposed development. Though a copy of the parking lease has not been provided with the application, the applicant indicates that the remaining term of the lease is for the next 27 years.

Detailed architectural details for this project will be required at the time a specific implementation plan is submitted prior to construction. However, the applicant has provided preliminary architectural plans proposing a modern, angular building that will feature an exterior consisting of brick veneer along the lower two floors facing and visible from Monroe and Regent streets, with precast concrete panels on the remainder of the lower floor elevations and on Floors 3-5. The remainder of the elevations will consist prominently of aluminum-framed windows. Various metal finishes, including patio railings and grilles will be added to the heighten the modern aesthetic of the building.

#### Inclusionary Zoning

The applicant has submitted an Inclusionary Dwelling Unit Plan (IDUP) with this project that

proposes compliance with the inclusionary zoning provisions of the Zoning Ordinance. Of the 39 residential units proposed, 8 of the units (or 20.5% of the residential units) will be affordable under the provisions of the ordinance, including six one-bedroom units and two two-bedroom units. All eight of the affordable units will be offered at 80% of the area median income as permitted by the ordinance, as the proposed building will be four stories in height with 100% of its onsite parking below ground. A report from the Community Development Block Grant Office regarding this project's conformance with the inclusionary zoning provisions is attached.

[Note: This rezoning was originally submitted for consideration prior to the July 11, 2006 Common Council adoption of changes to the Zoning Ordinance regarding inclusionary zoning and therefore is subject to the stipulations of Section 28.04 (25) (the "old" ordinance).]

The applicant is requesting a density bonus with this project, which has earned two incentive points. The project proposes a density of 86.67 units per acre based on 39 residential units on the 0.45-acre site. The benchmark density for consideration of a density bonus is based on the existing zoning, or C2 and C3 in this case, which both have a benchmark density of 38 units per acre. Section 28.04 (25) of the Zoning Ordinance provides a ten percent bonus per incentive point (up to three points) for any project, unless a project contains four or more stories and provides at least 75 percent of its parking underground. In that case, a density bonus of twenty percent per incentive point is allowed. The proposed building exceeds the four-story threshold, while all of its permanent onsite parking will be located underground, thereby making the project eligible for the 20% per point allowance. The density bonus would suggest 53.2 units per acre to be developed on the site with a forty percent bonus above the 38-unit benchmark using both incentive points. The 53.2-unit per acre bonus density would result in approximately 24 dwelling units being built on this 0.45-acre parcel. The 86.67-unit per acre density of this project is 61% greater (24 versus 39) than the density bonus it is provided under the ordinance based on the points it has earned. However, the ordinance allows the Plan Commission and Common Council to approve the planned unit development based on the overall merits of the project and density proposed.

## **ANALYSIS**

The general development plan before the Plan Commission and Common Council proposes a five-story mixed-use redevelopment project to occupy the southeast corner of Monroe Street and Regent Street, extending most of the Monroe Street blockface down to Oakland Avenue, save for three two-story storefronts at Oakland. The mixed-use redevelopment proposal appears to reflect the neighborhood mixed-use designation in the Comprehensive Plan for the south side of Monroe Street in this area. However, the details of the project raise a number of significant concerns about the project's ability to fit within the context of the surrounding area and its overall conformance with City plans.

### Conformance with City Plans/ Contextual Relations Between the Building and Neighborhood

The project complies with some of the general guidelines for neighborhood mixed-use zones as described in the Comprehensive Plan in regards to the placement of the building adjacent to the street, the location of most of the parking to serve the project below ground and the relative mix of uses proposed, the project exceeds others. However, as noted earlier in this report, the neighborhood mixed-use designation also recommends that buildings not exceed four stories in height and 40 dwelling units per acre unless specifically called for in an adopted special area or neighborhood plan. While the Monroe Street Commercial District Plan has not yet been adopted to guide development activities along the length of Monroe Street, staff believes that the draft plan can significantly inform the decision on this application.

The draft Monroe Street Commercial District Plan includes very detailed recommendations for each blockface along Monroe Street from Regent Street to Glenway Street, including urban design recommendations for building placement, height and articulation. In relation to the block where the subject building will be located, the draft plan recommends redevelopment with two to three-story buildings. The draft plan encourages buildings along Monroe Street to step down in height along the rear alley in order to provide a "comfortable transition to the residential neighborhood behind." The draft plan includes an opportunity for a projecting bay or tower-type element at the Regent Street intersection. The draft plan also encourages rear building parking, service and loading from the mid-block alley, and pedestrian-oriented storefronts along both Monroe and Regent for this block.

When viewed through the prism of the draft Monroe Street Commercial District Plan, the subject proposal appears to not comply with many of the more significant recommendations of the plan. While the proposed building will largely be built to the sidewalk (portions of the street walls will be removed from the sidewalk by covered plaza spaces at the first floor) and will provide parking and loading accessed from the alley and storefronts along both perimeter streets, the building will exceed the envisioned building heights for this block and fails to step down along the rear property line to the adjoining residential properties to the south as recommended in the plan.

The height and scale of the building appear to be the preeminent concerns from a design standpoint with this project. All other things being equal, the number of stories of the proposed building is one story taller than what is generally recommended for neighborhood mixed-use areas in the adopted Comprehensive Plan. While the latter provides general recommendations for the entire city that may be more applicable in some areas than others, it places a significant importance on the creation of detailed neighborhood or special area plans such as the Monroe Street Commercial District Plan to guide development in specific areas.

The proposed development is one to two stories taller than what is recommended for this block in the draft Monroe Street Commercial District Plan. Where the draft plan preliminarily calls for two to three stories at the property line, the developer proposes four stories at the property lines with a fifth-floor stepped back. In addition, the proposed building will be significantly taller than the typical five-story building as a result of the floor-to-ceiling heights of the third through fifth floors. While the first two floors are each 12 feet-9 inches in height, and thus comport to the 12-foot minimum recommended in the corridor plan, Floors 3 and 4 will each be approximately 16 feet in height, while the top floor will stand 17.5 feet in height. The resulting height of the building will be 74.5 feet as measured at the corner of Monroe and Regent streets, with added building height along Regent Street due to the drop in grade as you proceed eastward from the intersection. The draft Monroe Street Commercial District Plan recommends that habitable levels above the ground floor not exceed 14 feet in height, and when levels exceed 14 feet in height, that the additional height be counted as an additional story, further throwing the building out of keeping with the proposed design guidelines for this block. The draft plan also notes that Monroe Street has relatively few four-story buildings along its length, and that the overwhelming character along the corridor is that of one and two-story buildings, hence predicating the emphasis on not only the number of building stories, but also the true height of the building floors and overall building.

The Planning Unit is also concerned that the building will present a formidable wall-to-the low-rise neighborhood to the south. The draft Monroe Street Commercial District Plan places an emphasis the transition from buildings developed on the Monroe Street blockface to the one and two-story, primarily residential structures in the Vilas neighborhood to the south. The proposed development, however, will place most of an 83.5-foot tall wall directly onto the property line adjoining the alley that divides the commercial uses on Monroe from the residential uses on Madison Street, though the alley-facing wall of the fifth floor will be setback nine feet from the floor below. The developer has submitted a shadow study showing impacts the development will have on adjacent properties. However, staff is not as concerned with any lighting impacts on the surrounding properties, which will be minimal except to the east, but with the general presence of this building, which will generally loom over the neighborhood to the south.

The applicant has cited in past discussions the presence of Camp Randall Stadium and the University Fieldhouse north of the site and The Regent apartment tower located to the east at the corner of Randall and Regent streets as the primary height benchmarks for this project. The plan sets submitted with the general development plan include pictures of a scale model of the project in relation to the aforementioned buildings, showing in general that the proposed five-story building is in keeping with the scale of those buildings. The developer also points to the recently finished five-story Monroe Commons mixed-use project at the corner of Spooner and Monroe streets as a yardstick for this project, noting its incorporation into the fabric of Monroe Street as a precedent of sorts for other projects of a similar character.



The Planning Unit, however, asserts that the proposed building largely does not bear comparison to these other buildings for a variety of reasons, including most notably that the settings of those buildings in relation to their surroundings differ considerably on an individual basis than this proposal. Most of the Fieldhouse is separated from surrounding streets by parking and an entrance plaza for the arena/ stadium complex, while Camp Randall has a historical contextual relationship between its western wall and the low-rise residential buildings on the west side of Breese Terrace that is certainly not ideal, nor a contextual relationship to residential development that should be repeated. In the case of The Regent apartments, the building, while of a considerable scale and mass, is removed between 15 and 20 feet from the Regent Street property line and backs up to the railroad corridor and bike path corridor, which aides in reducing its presence along the street. Finally, while the southeasterly wall of Monroe Commons does dominate the Monroe Street sidewalk, the northerly portions of the building are removed from the property line of West Lawn Avenue and the residences along the north side of it. The west wall of Monroe Commons, meanwhile sits opposite Harrison Street from one of the few four-story buildings along the Monroe Street corridor. Even so, Monroe Commons is recognized as a compromise and not a precedent setting project to be followed. In comparison, the proposed building will be located adjacent to or across an alley from low-rise one and two-story buildings on the same block, with no opportunity for transition between the two vastly different scales proposed. If the proposed building sat immediately adjacent to any of these aforementioned buildings, the developer's argument that the scale of his building was in keeping with the predominant scale might have more merit.

The Urban Design Commission (UDC) reviewed the project and granted initial approval of the GDP on December 20, 2006 (see attached reports) after two earlier referrals.

#### Proposed Zoning Text

The applicant has submitted a highly detailed zoning text to address uses within the proposed planned unit development (see attached materials). The general essence of the zoning text allows residential uses as permitted in the R2 and R6 zoning classifications and commercial uses as permitted in the C1 and C2 zoning classifications, though a number of "restricted" uses and stipulations about specific "permitted" uses are also included.

Of particular note, the applicant wishes to allow food and beverage establishments on the first and second floors of the building with a ratio of 1:1 food to beverage except during Camp Randall/ University Fieldhouse events, where no ratio would be required. The applicant also wishes to allow amplified sound on the outdoor plazas with a maximum noise level of 85 decibels, though the sound directed toward the Vilas neighborhood to the south would be limited to 40 decibels. The applicant is also proposing a more restrictive family definition for the 39

residential units, which proposes to tie the number of unrelated roomers in a particular unit to the number of bedrooms, plus the owner-occupant (i.e. owner plus one in a one-bedroom, owner plus two in a two-bedroom, etc.).

The list of uses in and organization of the zoning text has been an area of significant concern for the surrounding neighborhood associations and property owners throughout the discussion about this project. The Planning Unit and Zoning staff recommend that, should the project be approved, the zoning text for this project be significantly streamlined and rewritten. To that end, the statement of purpose should be reduced to a basic description of the overall project, the "general regulations" and all "restricted uses" removed, the family definition clarified, and the list of permitted uses simplified for the purposes of enforcement. A detailed listing of revisions to the zoning text is proposed by staff in the "Recommendation" section.

#### Condition of Buildings Proposed for Demolition

The applicant has not provided any information relative to the demolition of the existing bi-level commercial building, though he has owned it since 1994 according to City Assessor's records. The applicant is not giving significant concern to the existing buildings and instead is proposing a redevelopment of the site that represents a significant departure from the existing use and character of the site. As a result, the condition of the building becomes a secondary consideration versus the merits of the proposed planned unit development project. Staff notes that it has conducted informal visits to the building within the last six months and found its interior spaces to be in a reasonably good state of repair commensurate with the age of the building. A more formal inspection of the building was not conducted. It is not considered to be of a historical character, in part due to the alterations to the structure, which was formerly two separate buildings joined through a common mezzanine added during contemporary renovations. At this time, staff has no additional information on whether the demolition standards can be met but suggests that the primary argument in support of a finding that the standards are met rests with the increased economic productivity of the proposed building compared to the cost of renovating the current building. If the planned unit development standards can be met, staff would not object to the demolition.

#### CONCLUSION

The proposed development is not without its merits. The project proposes a mix of uses that is generally compatible with other uses in the South Campus area and in the Monroe Street and Regent Street corridors. The building will largely be built up to the sidewalk on both streets, and parking and loading will both be located below or behind the building, as recommended in the draft Monroe Street Commercial District Plan and Comprehensive Plan. The architectural style, though uniquely modern, also has the potential to make a positive addition to the architectural

landscape of the city, not only through the exterior appearance, but also through the innovative use of loft spaces within the residential units and the generous outdoor spaces afforded to most of the units.

However, the Planning Unit does not believe this project is contextually appropriate for this location and that it therefore does not meet the standards for approval for a planned unit development. Staff feels the scale and mass of the proposed building fails to conform to the recommendations for this area included in the Comprehensive Plan. The project also fails to represent the vision for Monroe Street espoused in the draft Monroe Street Commercial District Plan. Although the plan has not yet been approved formally, the draft represents the results of over two years of work with Monroe Street businesses and the neighborhoods that border it. The plan places a distinct emphasis on preserving much of the existing character of the street, which along its northern end (east of Van Buren Street) primarily features one to two-story buildings that relate well to the scale of the residential neighborhoods to the north and south. The proposed building appears to substantially exceed the anticipated height of new buildings in the blockface bounded by Oakland Avenue and Regent Street, both in the draft Monroe Street Commercial District Plan as well as in the Comprehensive Plan. Although the latter generally limits heights to four stories in neighborhood mixed-use areas such as this portion of Monroe Street, it allows special area plans such as the future plan for Monroe Street to be more specifically permissive or restrictive based on a thorough planning process. Although the Monroe Street Commercial District Plan has not yet been formally adopted, the significance of the of the plan is that it is exactly the policy instrument recommended by the Comprehensive Plan to provide more specific recommendations for neighborhood mixed-use districts. In the absence of an adopted special area plan that supports the development of a five or more-story building in height, staff cannot support the height and scale of this building.

The draft plan also places emphasis on the need for new developments to transition in scale from the more intensely developed frontage of Monroe Street to, in this case, the low-rise residential Vilas neighborhood to the south. The proposed development makes little effort to reduce its mass along its southerly wall adjacent to the alley that separates the project from the one and two-story residential and institutional uses in the same block. Instead, the proposed building will stand approximately 80 feet above the alley, and roughly 40 to 50 feet above the buildings just to the south and southeast. Staff finds this relationship unacceptable in the absence of a plan that calls for this type of transition to occur.

Because the size and mass of the proposed building are not consistent with any current or proposed plan for the area and are not compatible with the existing predominant character of the northerly portions of Monroe Street and the predominant character of this portion of Regent Street, the Planning Unit concludes that this proposed project does not meet the standards and

criteria for approval of a zoning map amendment and Planned Unit Development. In specific, the Zoning Ordinance standards regarding zoning map amendments state:

*“The Plan Commission shall not recommend adoption of a proposed amendment unless it finds that the adoption of such amendment is in the public interest and is not solely for the interest of the applicant, and further shall not recommend a proposed amendment without due recognition of the master plan of the City of Madison.”*

In this case, the application is mostly inconsistent with the Comprehensive Plan. The proposed project does not satisfy the standard that the development “is consistent with the spirit and intent of this ordinance and has the potential for producing significant community benefits in terms of environmental and aesthetic design.” In addition, the proposed project does not meet the specific criteria 1.a. and 1.b. for planned unit developments as follows:

- “1. In a planned unit development district, the uses and their intensity, appearance and arrangement shall be of a visual and operational character which:*
- a. Are compatible with the physical nature of the site or area.*
  - b. Would produce an attractive environment of sustained aesthetic desirability, economic stability and functional practicality compatible with the general development plan.”*

The Planning Unit does not believe that the scale benchmarks cited by the applicant, namely Camp Randall Stadium, the University Fieldhouse and The Regent apartments, are appropriate in comparison to the subject project due to the vastly different contextual relationship those projects have with the public realm and nearby properties. Another benchmark cited in past discussions with the applicant, Monroe Commons, while a significant departure from the historic character of Monroe Street, at least through the allocation of the building mass, better respects its neighbors to the north than the proposed development does its neighbors to the south.

Because the proposed project cannot meet the standard and criteria for approval of planned unit developments, the Planning Unit recommends that the proposed rezoning of 1501 Monroe Street be placed on file.

### **RECOMMENDATION**

The Planning Unit recommends that the Plan Commission forward Zoning Map Amendment 3207, rezoning 1501 Monroe Street from C2 (General Commercial District) and C3 (Highway Commercial District) to PUD-GDP (Planned Unit Development, General Development Plan) to the Common Council with a recommendation to place the proposed rezoning and project on file. **The Commission and Council should take no action on the specific implementation plan.**

Demolition of the existing commercial building should be conditioned upon the approval of the planned unit development.

Should the Plan Commission instead elect to recommend approval of this **general development plan** to the Common Council, the following conditions should be included:

1. Comments from reviewing agencies.
2. That a specific implementation plan be submitted for approval prior to demolition of the existing building and construction of the proposed building. Said specific implementation plan shall be subject to a review against the planned unit development standards.
3. That the developer receive all necessary approvals from the City of Madison of any building encroachments (overhangs or projections) into Monroe Street and Regent Street rights of way.
4. That the general development plan be revised per Planning Unit approval as follows:
  - a.) that a corrected number of underground parking spaces be provided based on the floorplans presented;
  - b.) that the leased parking area at the rear of the Madison-Chinese Christian Church be shown in detail, including typical dimensions of all of the parking spaces and drive aisles, and;
  - c.) that any references on the underground parking level floorplans to the sale or leasing for special events at Camp Randall Stadium and the University Fieldhouse be removed from the plans.
5. That the zoning text be revised per Planning Unit and Zoning Administrator approval as follows:
  - a.) that the statement of purpose for the text be limited in scope to a brief, general description of the project (i.e. "A mixed-use development consisting of 13,500 square feet of retail space, 10,025 square feet of office Space and 39 residential condominium units to be located in a five-story building with 106 spaces of underground parking...");
  - b.) that the section entitled "General Regulations" be removed from the text;
  - c.) that the section entitled "Restricted Uses" be removed from the text (any desire to incorporate any of the uses noted in that section will likely be considered as a major alteration to the PUD);
  - d.) that the list of permitted uses in the zoning text be refined to include only the following:
    - residential uses as permitted in the R4 zoning district and any accessory

uses related thereto, including any resident laundry and fitness facilities, management offices, and home occupations as defined and regulated in Section 28.04 (27) MGO;

- commercial uses as permitted in the C2 zoning district and any accessory uses related thereto, including outdoor eating areas as shown on the attached plans, with the exception of uses listed as items #66-71, 77 and 79-81 in the permitted uses in C2 (see attached listing);
  - specific language about liquor licensing and noise levels for outdoor eating areas shall be removed;
  - a section shall be added regarding handling of outdoor eating areas for Camp Randall Stadium events as follows:
    - Hours of Operation of the outdoor eating area(s) for University of Wisconsin afternoon football games shall be open no later than 8:00 PM, except for games with a kickoff after 5:00 PM, where the outdoor eating area shall be open no later than 10:00 PM.
    - Outdoor live or amplified music or sound shall not be permitted before 10:00 AM.
    - The outdoor eating area conditions imposed by the Alcohol License Review Committee (including litter control, security, etc.) shall be complied with as required by the ALRC as part of the issuance of a license for any outdoor eating area.
    - Any use of an outdoor eating area for a concert at the stadium shall end one hour after the start of the concert and shall remain closed for the remainder of the evening.
- e.) the "Accessory off-street parking and Loading" section shall be noted "as shown on the attached plans," with the other text and definitions removed, including the ability for the condominium association to offer spaces in the underground parking facility for lease during stadium/ fieldhouse special events;
- f.) the family definition shall read as follows: "The family definition for this PUD-GDP shall coincide with the definition given in Section 28.03 (2) of the Madison General Ordinances for the R2 zoning district, except that for owner-occupied dwelling units, the number of unrelated persons having occupancy shall be limited to a family plus one plus not more than one (1) roomer per bedroom.";
- g.) the "Alteration and Revision" section shall read as follows, with all other proposed language that follows removed: "No alteration or revision of this planned unit development shall be permitted unless approved by the City Plan Commission, however, the Zoning Administrator may issue permits for minor alterations or additions which are approved by the Director of Planning and Development and the alderperson of the district and are compatible with the concept approved by the City Plan Commission."

**Neighborhood Mixed-Use (NMU)**

Whenever possible, Neighborhood Mixed-Use areas should be designed to incorporate some or all of the Transit-Oriented Development standards outlined in the Comprehensive Plan.

**Recommended Land Uses**

- Neighborhood-serving commercial buildings and uses. While primarily intended to serve the adjacent neighborhoods, neighborhood mixed-use districts may also include specialty businesses serving wider markets, provided the size of establishment and scale of building is consistent with the character of the district and the surrounding neighborhood.
- Housing types similar to Low-Density Residential districts, but with no fixed maximum number of apartment or row house dwelling units in a building, provided the building scale is appropriate. Generally, this will be a relatively small building when the adjacent neighborhood is low density.
- Mixed-use buildings.
- Non-commercial residential support uses similar to Low-Density Residential districts.



*This coffee shop and cafe on Allen Street is part of a Neighborhood Mixed Use District at the corner of Regent and Allen Streets.*

**Recommended Development Intensity**

- Generally, buildings should be between two and four stories in height. Specific height standards should be established in neighborhood or special area plans, and should be compatible with the scale and intensity of the adjacent neighborhood. One-story buildings may be appropriate in limited circumstances but are not encouraged.
- The maximum development intensity (floor area ratio) for commercial uses should be established in a detailed neighborhood or special area plan.
- Gross square footage of commercial buildings (including single-tenant and multi-tenant buildings) should not exceed 10,000 square feet, except for neighborhood-serving grocery stores, which should not exceed 25,000 square feet.
- Net residential densities within a neighborhood mixed-use district generally should not exceed 40 dwelling units per acre, but a neighborhood or special area plan may recommend small areas within the district for a higher maximum density if the development is compatible with the scale and character of the neighborhood.

# Monroe Street Commercial District Plan

Dudgeon-Monroe and Vilas Neighborhood Associations and the Monroe Street Merchants Association

Prepared with assistance from Planning & Design Institute Inc. with Business Districts Inc.

Final Report

November 25, 2006

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## J. General Development Standards and Process

### 1. Public Policy Tools

#### Urban Design District

As stated in section C.5, an urban design district will enable the community to evaluate development and redevelopment proposals for sites along Monroe Street for compatibility with existing uses and context.

### 2. General Physical Appearance

Design standards that establish the physical character of buildings along Monroe Street will not only ensure the long term maintenance of the existing character but also create an environment that fits in closely and/or is compatible with its surrounding residential neighborhoods. Appearance needs to be considered along with market factors, social objectives (e.g. Inclusionary Zoning), and neighborhood benefits. In order to accomplish and regulate these standards, an urban design district should be adopted. Site specific design standards should be developed for the proposed redevelopment sites. Following are some preliminary recommendations for regulating the physical appearance of buildings along Monroe Street. These guidelines apply to the whole street. Since most of the redevelopment envisioned is mixed use, the guidelines are directed toward that type of development. Each development project should adhere to the following general guidelines as well as the site-specific guidelines that begin in Section K.

#### Building Heights

Building heights are regulated to create streets in character with surrounding development. Building height ranges should be indicated for each redevelopment site. Building heights are identified by the number of stories above grade, distance between the floors, the interaction between height and both setback and setback, and the viewing perspective to a structure. Height should be expressed as minimums and maximums with allowance for unique circumstances. The ground floor should not be less than 12 feet from finished floor to finished ceiling but has no maximum height limit. Above the ground floor, a story is defined as a habitable level no more than 14 feet in height from finished floor to finished ceiling. When an upper story exceeds 14 feet in height, the additional height will count as an additional story.

Monroe Street's visual character derives from the great predominance of two-story commercial and two-story residential buildings. Only a few three-story buildings front the street. The Clarendon Apartments at the northeast end, and the four story building on the 1900 block of Monroe Street, are the only true four-story buildings and they are set far back from the street.

Buildings of four stories (or more) would be out of character with the traditional street and the residential neighborhoods, all the more since at most sites setbacks would be very limited. To gain support, buildings higher than three stories would need creative design and presentation, consideration of contextual impact, important compensating value-added features, and effective prior consultation with the neighborhoods.

For additions to existing buildings, the allowable minimum building height is the height of the existing building. Landmark or historic buildings may have taller minimum and maximum height ranges, . ie. Camp Randall Stadium.

**Build-To-Line**

Build-To Lines are established for redevelopment sites to ensure that building placements clearly define street edges and corners (Figure J-1). The Build-To Line is the line parallel to (and within two feet of) the property line along which the facade of the building should be located. Facade is defined as any vertical, exterior face or wall of a building.

For adaptive reuse of existing buildings, the Build-To Line is the existing building facade. The percentage of the Build-To Line that should be met with building facade varies by redevelopment site. Building construction can vary from the Build-to Line to accommodate facade articulation including: arcades, entrances, balconies, and reveals.

The following elements can extend beyond the Build-To line: stairs, ramps, terraces, awnings, signs, bay windows, balconies, roof overhangs, lighting, foundations, footings, and similar elements. City approval is required to extend into the right-of-way.

**Building Composition**

Buildings should be composed to define base, middle, and top (Figure J-2). The interface between the building and people and should be highly articulated. The transition between the middle of the building and the base and top should be articulated by use of contrasting materials, window openings, or ornamental elements. These horizontal bands form expression lines that give scale and character to a facade. The top terminates the building against the sky and provides

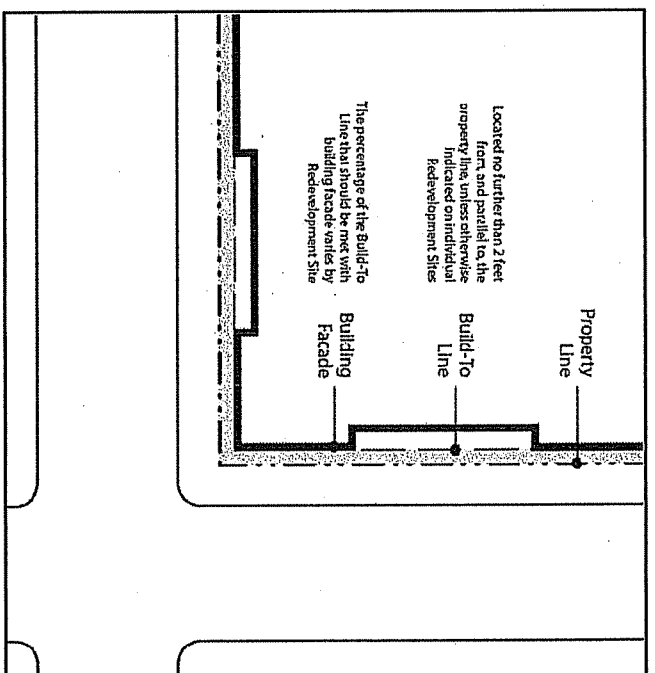


Figure J-1: Build-to-Line

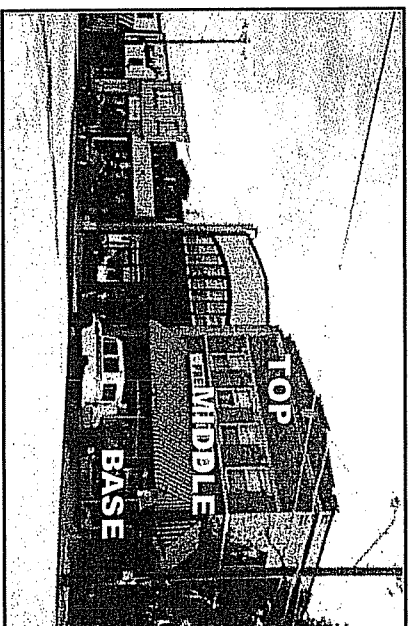


Figure J-2: Expression of Base, Middle, and Top in Existing Monroe Street Buildings

#### 4. Area # 3: Redevelopment Opportunity, Short Term

Future redevelopment should adhere to the general guidelines noted above as well as the following site-specific development guidelines:

- **Build-To-Line:** Building(s) to be built up to the existing sidewalks as established by current patterns.
- **Building Heights:** 2-3 stories. Buildings might step down in height if possible toward the rear of the site in order to make a comfortable building transition from the commercial / mixed-use district to the quiet residential neighborhood behind.
- **Building Composition, Articulation, and Scale:** The building mass should respect the overall pattern of the street by emphasizing vertically rather than horizontally. A long building should be visually broken up into smaller subunits that replicate the sense of scale along the street. Facades along Regent and Monroe should have storefronts with architectural details attractive to pedestrians. Storefronts or windows are also encouraged for facades along Oakland.
- **Special Architectural Features:** There is an opportunity for a special architectural feature such as a tower or a projecting bay at the corner or Regent and Monroe to mark this prominent location.
- **Entrances:** Principal entrances should be off Monroe and Regent Street. There is the potential to create a major entrance at the corner of Regent and Monroe which could also act as a focal point for the block. The entrance should be on the principle street.
- **Service and Parking:** Parking should be to the rear of the site, accessed from the alley. Service access should be provided to the rear via the alley and all service areas should be visually screened by walls, fences, or landscape materials that are appropriate to the architectural character of the building.

#### 5. Area #4: Redevelopment Opportunity, Long Term

Future redevelopment should adhere to the general guidelines noted above as well as the following site-specific development guidelines:

- **Build-To-Line:** Building(s) to be built up to the existing sidewalk line as established by current patterns. Buildings on the corners of the block should be built out to the sidewalk along the Oakland and Garfield street facades.
- **Building Heights:** 2-3 stories, with the 3rd level set back from the front facade line. Buildings should step down in height if possible toward the rear of the site in order to make a comfortable transition to the residential neighborhood behind.

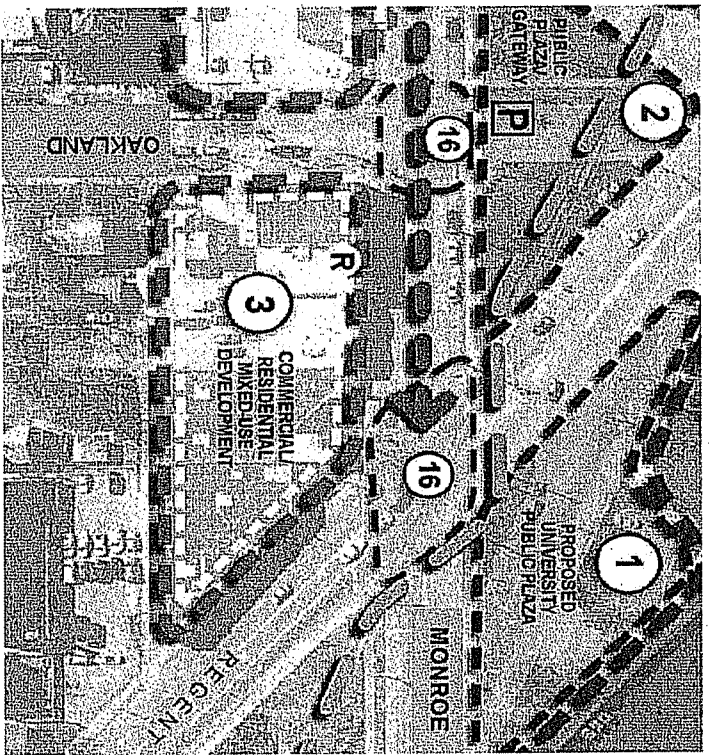


Figure K-1: Redevelopment Opportunity Area 3

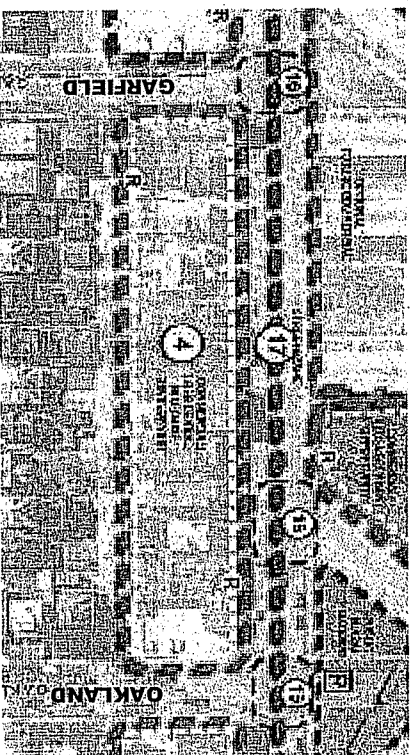


Figure K-2: Redevelopment Opportunity Area 4

- (c) Permitted Uses. The following uses are permitted in the C2 district:
1. Accessory uses.
  2. Any use permitted in the C1 district.
  3. Amusement establishments, including archery ranges, bowling centers, golf driving ranges, gymnasiums, pool halls, swimming pools, skating rinks and other similar indoor amusement facilities, but excluding amusement arcades. (Am. by Ord. 10,373, 2-14-92)
  4. Antique shops.
  5. Art galleries and museums.
  6. Auction rooms.
  7. Automobile accessory stores.
  8. Banks and financial institutions.
  9. Blueprinting and photostating establishments.
  10. Business machine sales and service establishments.
  11. (R. by Ord. 5638, 11-3-76)
  12. Carpet and rug stores.
  13. Catering establishments.
  14. China and glassware stores.
  15. Clothing and costume rental stores.
  16. Coin and philatelic stores.
  17. Convalescent homes and nursing homes, provided that the zoning lot shall be not less than one-half (1/2) acre and further provided that the side and rear yards as established in the R5 district are provided. Provided also that the intended use abuts on one side either:
    - a. A residential zoning district; or
    - b. A substantially permanent residential building in the commercial district.
  18. Department stores.
  19. Dry goods stores.
  20. Employment agencies.
  21. Exterminating shops.
  22. Floor covering stores (linoleum and tile).
  23. Florist shops and conservatories with no limitation on number of employees.
  24. (R. by Ord. 10,868, 3-31-94)
  25. Furniture stores.
  26. Furrier shops, including the incidental storage and conditioning of furs.
  27. Hospitals and sanitariums.
  28. Hotels and motels.
  29. Household appliance stores, including radio and television sales and service.
  30. Interior decorating shops, including upholstering and making of draperies, slipcovers and other similar articles when conducted as part of the retail operation and secondary to the principal use.
  31. Jewelry stores, including watch repair.
  32. Laboratories--research, development and testing.
  33. Leather goods and luggage stores.
  34. Loan offices.
  35. Locksmith shops.
  36. Meat markets, including sale of meat and meat products to restaurants, hotels, clubs and other similar establishments when such sale is conducted as part of the retail business on the premises.

37. Musical instrument sales and repair.
38. Offices, business and professional, including banks and financial institutions, and medical, dental, and optical clinics. (Am. by Ord. 10,596, 2-26-93)
39. Office supply stores.
40. Optical sales.
41. Orthopedic and medical appliance and supply stores.
42. Paint and wallpaper stores.
43. Phonograph, record and sheet music stores.
44. (R. by Ord. 7006, 6-6-80)
45. Picture framing.
46. Printing, publishing and bookbinding establishments.
47. Radio and television studios and stations.
48. Recording studios.
49. Schools--music, dance, business or trade.
50. Secondhand stores and rummage shops.
51. Sewing machine sales and service, household appliances only.
52. Sporting goods stores.
53. Tailor shops.
54. Taverns, except adult entertainment taverns. (Am. by Ord. 6101, 1-6-78)
55. Taxidermists.
56. Telegraph offices.
57. Theaters, indoor.
58. Ticket agencies, amusement.
59. Tobacco shops.
60. Travel bureaus and transportation ticket offices.
61. Typewriter and adding machine sales and service establishments.
62. Undertaking establishments and funeral parlors.
63. Upholstery shops.
64. Water softener sales and service.
65. Film developing and processing. (Cr. by Ord. 6226, 5-3-78)
66. Wholesale magazine distribution agencies, provided the hours of operation are limited to 7:00 a.m. to 7:00 p.m., and further provided that none of the magazines handled by such agencies fall within the definition of materials handled by an adult book store as defined in Sec. 28.03(2). (Cr. by Ord. 6876, 1-17-80)
67. Outdoor display and sale of farm produce and nursery stock. (Cr. by Ord. 7020, 6-27-80)
68. Newspaper distribution agencies for home delivery and retail sale provided the property is not adjacent to a residential lot. (Cr. by Ord. 8254, 2-20-84)
69. Sewer cleaning service. (Cr. by Ord. 8447, 10-12-84)
70. Display and sale of merchandise in City-owned public parking lots under the control of the Parking Utility wherein such sale is controlled by a lease between the City of Madison and the party or parties displaying and selling the merchandise. (Am. by Ord. 8904, 6-26-86)

- 71. Neon tube bending. (Cr. by Ord. 9553, 8-11-88)
  - 72. Adult day care facilities. (Cr. by Ord. 9718, 3-2-89)
  - 73. Physical culture and health services, reducing salons and massage therapy. (Am. by Ord. 11,496, 1-5-96)
  - 74. Medical, dental and optical clinics. (Cr. by Ord. 10,728, Adopted 9-7-93)
  - 75. Tattoo establishments. (Cr. by Ord. 10,798, 12-24-93)
  - 76. Artisan Studio. (Cr. by Ord. 10,869, 3-31-94)
  - 77. Bed and Breakfast Establishments provided:
    - a. The establishment has a valid permit from the City Health Department.
    - b. The only meal served is breakfast to registered guests.
    - c. Off-street parking is available as required by Section 28.11(3)(l)6.d.
    - d. No establishment shall be within 500 feet of any other establishment, measured lot line to lot line.
    - e. Fire protection is approved by the Fire Department which may be more restrictive than State requirements.
    - f. Length of stay shall not exceed twenty-one (21) consecutive days for each registered guest.  
(Sec. 28.09(3)(c)77. Cr. by Ord. 10,948, 7-30-94)
  - 78. Brewpubs. (Cr. by Ord. 11,639, 7-29-96)
  - 79. Hostels. (Cr. by Ord. 12,447, 8-20-99)
  - 80. Swimming pool, hot tub and spa stores, provided there is no outside storage or display on the premises and no installation or repair services are offered. (Cr. by Ord. 12,653, 7-28-00)
  - 81. Farmers markets for the sale of personally prepared food and handcrafted goods, as defined in Sec. 9.13(6)(e). (Cr. by Ord. 13,671, 8-6-04)
- (d) Conditional Uses. The following conditional uses may be allowed in the C2 district subject to the provisions of Section 28.12(11).
- 1. Any use allowed as a conditional use in the C1 district unless permitted in (c) above.

- (b) General Regulations. Uses permitted in the C1 district are subject to the following conditions:
1. Business uses are not permitted on any floor above the ground floor except in those buildings where dwelling units and lodging rooms are not established.
  2. All business establishments shall be retail or service establishments which deal directly with the customers. All goods produced on the premises shall be sold at retail on the premises where produced unless approved as a conditional use. (Am. by Ord. 6113, 1-26-78)
  3. All business, servicing or processing shall be conducted within completely enclosed buildings, except for the following:
    - a. Off-street parking and off-street loading;
    - b. Display of merchandise such as garden, lawn or recreational supplies and equipment for sale to the public;
    - c. Vending machines;
    - d. Automobile service stations; and
    - e. Outdoor eating areas of restaurants.
 (Am. by Ord. 11,855, 5-19-97)
  4. Establishments of the "drive-in" type are not permitted, except in the case of automobile service stations and drive-up service windows for banks and financial institutions. (Am. by Ord. 10,428, Adopted 4-21-92)
  5. Business establishments are restricted to a maximum gross floor area of ten thousand (10,000) square feet each, exclusive of any floor area devoted to off-street parking or loading facilities, except that food stores containing two (2) or more uses and any existing office building which was lawfully constructed prior to March 1, 1992, may have a maximum gross floor area of not more than twenty-three thousand (23,000) square feet. In the case of new office additions and office buildings constructed after March 1, 1992, the maximum gross floor area limitation of ten thousand (10,000) square feet shall apply to the total gross floor areas of all office buildings located on a zoning lot. (Am. by Ord. 10,428, Adopted 4-21-92)
  6. Parking of trucks as an accessory use, when used in the conduct of a permitted business listed hereinafter, shall be limited to vehicles of not over one and one-half (1 ½) tons capacity when located within one hundred fifty (150) feet of a residence district boundary line.
- (c) Permitted Uses. The following uses are permitted in the C1 district:
1. Accessory uses, including but not limited to the following:
    - a. Signs as regulated in this section.
    - b. Temporary buildings for construction purposes, for a period not to exceed the duration of such construction.
  2. Art and school supply stores.
  3. Barbershops.
  4. Beauty parlors.
  5. Bedding sales but not including furniture stores, provided that the zoning lot shall either be located on a heavy traffic route system or on a collector street with a right-of-way width not less than eighty (80) feet, and further provided that in no case shall the total floor area exceed three thousand (3,000) square feet.

6. Bicycle sales, rental and repair establishments.
7. Book, magazine and stationery stores.
8. Candy and ice cream stores.
9. Churches.
10. Clubs and lodges, private.
11. Drugstores.
12. Dry cleaning and laundry establishments employing not more than eight (8) persons, including drive-up service windows if the zoning lot has direct vehicular access to either the heavy traffic system or a collector street via a driveway approach where the Traffic Engineer has determined that this site will properly accommodate such an operation and that traffic problems will not be created in the street. (Am. by Ord. 7407, 5-7-81)
13. Dwelling units and lodging rooms located above the ground floor not to exceed four (4) dwelling units and not exceeding fifty percent (50%) of the total building floor area. (Am. by Ord. 11,015, 10-31-94)
14. Fire and police stations. (Am. by Ord., 11,565, 5-1-96)
15. Florist shops and conservatories employing not more than five (5) persons.
16. Food stores--grocery stores, meat stores, fish markets, bakeries employing not more than eight (8) persons, and delicatessens.
17. Gift shops.
18. Hardware stores.
19. Hobby shops.
20. Libraries, municipally owned and operated.
21. Liquor stores, packaged goods only.
22. (R. by Ord. 10,428, Adopted 4-21-92)
23. Nursery schools.
24. (R. by Ord. 10,428, Adopted 4-21-92)
25. Outpatient housing facilities.
26. Paint and wallpaper store, provided it is located in a shopping center containing eight (8) or more retail businesses.
27. Parks and playgrounds.
28. Pet shops, including boarding of dogs, cats and other household pets when conducted as an incidental use and in an enclosed building.
29. Photography studios, including the development of films and pictures when conducted as part of the retail business on the premises.
30. Post offices.
31. Recreational buildings and community centers, not operated for profit.
32. Restaurants, except adult entertainment taverns. (Am. by Ord. 6101, 1-6-78)
33. Schools--elementary, junior high or high.
34. Shoe and hat repair stores.



35. Toy shops.
36. Variety stores.
37. Wearing apparel shops.
38. Jewelry stores, including watch repair. (Cr. by Ord. 13,485, 1-23-04)
39. Community living arrangements provided:
  - a. That the loss of any state license or permit by a community living arrangement be an automatic revocation of that facility's use permit.
  - b. That the applicant disclose in writing the capacity of the community living arrangement.
  - c. That the community living arrangement be located above ground floor. (Sec. 28.09(2)(c)39. Cr. by Ord. 5636, 11-3-76)
40. Camera and photographic supply stores. (Cr. by Ord. 5638, 11-3-76)
41. Reserved For Future Use.
42. (R. by Ord. 10,428, Adopted 4-21-92)
43. Art galleries. (Cr. by Ord. 6111, 1-26-78)
44. Bed and Breakfast Establishments provided:
  - a. The establishment has a valid permit from the City Health Department.
  - b. The only meal served is breakfast to registered guests.
  - c. Off-street parking is available as required by Section 28.11(3)(I)6.d.
  - d. No establishment shall be within 500 feet of any other establishment, measured lot line to lot line.
  - e. Fire protection is approved by the Fire Department which may be more restrictive than State requirements.
  - f. Length of stay shall not exceed twenty-one (21) consecutive days for each registered guest. (Sec. 28.09(2)(c)44. Cr. by Ord. 10,948, 7-30-94)

45. Sporting goods stores, including the sale of live bait, provided that in no case shall the total floor area exceed three thousand (3,000) square feet, and further provided that hours of operation be limited to the hours between 7:00 a.m. and 9:00 p.m. unless approved as a conditional use. (Cr. by Ord. 6261, 5-24-78)
46. Small home appliances, sales and service, not including stoves, refrigerators, freezers, washers or dryers, provided that the zoning lot shall either be located on a heavy traffic route system or on a collector street with a right-of-way width not less than eighty (80) feet, and further provided that in no case shall the total floor area exceed three thousand (3,000) square feet. (Cr. by Ord. 6866, 12-28-79)
47. Mission house. (Cr. by Ord. 7372, 3-27-81)
48. Video rental establishments not including adult entertainment establishments. (Cr. by Ord. 10,538, 11-23-92)
49. Tailor shops. (Cr. by Ord. 11,568, 5-1-96)
50. Personal computers and home electronics, sales and service. (Cr. by Ord. 11,843, 4-24-97)
51. Small animal clinics not including outdoor runs and pens. (Cr. by Ord. 12,011, 2-2-98)
52. Adult day care facilities. (Cr. by Ord. 12,643, 7-7-00)
53. Musical instrument sales and repair. (Cr. by Ord. 13,707, 10-12-04)
54. Offices, business and professional. (Cr. by ORD-05-00093)

(d) Conditional Uses. The following conditional uses may be allowed in the C1 district subject to the provisions of Section 28.12(11):

1. Automobile laundries, provided:
  - a. That the zoning lot shall be located within a C1 district which, as one district or in combination with other commercial or manufacturing districts, extends continuously for at least five hundred (500) feet on one side of a street.
  - b. That the hours of operation shall be limited to the hours between 7:00 a.m. and 9:00 p.m.
2. Automobile service stations for the retail sale and dispensing of fuel, lubricants, tires, batteries, accessories and supplies, including installation and minor services customarily incidental thereto, and facilities for chassis and gear lubrication and for washing of motor vehicles only if enclosed in a building, provided that the provisions set forth in 1.a. above shall apply.
3. Buildings in which there are five (5) or more dwelling units and/or lodging rooms or where dwelling units and/or lodging rooms occupy more than fifty percent (50%) of the total building floor area. (Am. by Ord. 11,015, 10-31-94)
4. Greenhouses and nurseries, provided that such establishments shall be located on a major highway and further provided that adequate screening shall be provided on the premises.
5. Hotels and motels, provided that the zoning lot shall be not less than one (1) acre.
6. Outdoor eating areas of restaurants. (Am. by Ord. 5198, 10-31-75)
7. Parking facilities, open and accessory, for the storage of private passenger automobiles only, when located elsewhere than on the same zoning lot as the principal use served, subject to the applicable provisions of Section 28.11.

**CITY OF MADISON  
INTERDEPARTMENTAL  
CORRESPONDENCE**

**Date:** January 5, 2007

**To:** Plan Commission  
**From:** Kathy Voeck, Assistant Zoning Administrator  
**Subject:** 1501 Monroe St, Rezoning

---

**Present Zoning District:** C-2 & C-3

**Proposed Use:** Demolish building and build 5 story mixed use building with 39 condo units (22 one bdrm and 17 two bdrm units), 11,285 sq. ft of retail space and 12,160 sq. ft. of office space

**Requested Zoning District:** PUD(GDP)

**Conditional Use:** 28.04(22) Demolition of a principal building requires Plan Com app.

MAJOR OR NON-STANDARD REVIEW COMMENTS (Comments which are special to the project and/or may require additional work beyond a standard, more routine project). **NONE.**

GENERAL OR STANDARD REVIEW COMMENTS

1. Section 28.04(24) provides that Inclusionary Zoning requirements shall be complied with as part of the approval process. Submit, to CDBG, a copy of the approved inclusionary zoning plan for recording prior to final signoff of the rezoning.
2. The number of stories stated does not agree with the floor plans. It appears that floors listed as 3<sup>rd</sup>, fourth and penthouse are two stories each.
3. On the site plans, clearly delineate the property lines. Show dimensions of property, building, parking, drive aisles, and setbacks from the building to the property line. Clearly show any cantilevered portions of the building on the site plan. Any portions of the building that may be in, under, or over the right-of-way shall obtain street encroachment approval. The plan shall be full sized and drawn to scale.
4. Meet all applicable State accessible requirements, including but not limited to:
  - a. Provide a minimum of **two** accessible stalls striped per State requirements for the **residential** parking area and a minimum of **two** accessible stalls striped per State requirements for the **commercial** parking area. A minimum of one of the stalls in the **residential area and one in the commercial** area shall be a van accessible stall 8' wide with an 8' striped out area adjacent.

- b. Show signage at the head of the stalls. Accessible signs shall be a minimum of 60" between the bottom of the sign and the ground.
  - c. Show the accessible path from the stalls to the elevator. **The stalls shall be as near the elevator entrance as possible.** Show ramps, curbs, or wheel stops where required.
  - d. All of the accessible stalls provided shall be striped per the state codes with the required striped out area adjacent.
5. Provide **two** 10' x 35' loading areas with 14' vertical clearance to be shown on the plan. The loading area shall be exclusive of drive aisle and maneuvering space. The loading areas shall be designed to be able to be maneuvered into.
6. Provide **39 residential** bike parking stalls and **8 commercial/office** bike parking stalls (**total of 47**) in safe and convenient locations on impervious surfaces to be shown on the final plan. The lockable enclosed lockers or racks or equivalent structures in or upon which the bicycle may be locked by the user shall be securely anchored to the ground or building to prevent the lockers or racks from being removed from the location. **NOTE: A bike-parking stall is two feet by six feet with a five-foot access area.** Structures that require a user-supplied locking device shall be designed to accommodate U-shaped locking devices. **Note: Many of the bike areas shown on the plans do not meet the access requirements.**
7. Provide a detailed landscape plan. Show species and sizes of landscape elements. Parking lot plans with greater than twenty (20) stalls, landscape plans must be stamped by a registered landscape architect. Provide a landscape worksheet with the final plans that shows that the landscaping provided meets the point and required tree ordinances. In order to count toward required points, the landscaping shall be within 15' and 20' of the parking lot depending on the type of landscape element. (Note: The required trees do not count toward the landscape point total.) Planting islands shall consist of at least 75% vegetative cover, including trees, shrubs, ground cover, and/or grass. Up to 25% of the island surface may be brick pavers, mulch or other non-vegetative cover. All plant materials in islands shall be protected from vehicles by concrete curbs.
8. Lighting is required for this project. Provide a plan showing at least .25 footcandle on any surface of the lot and an average of .75 footcandles. The max. light trespass shall be 0.5 fc at 10 ft from the adjacent lot line. (See City of Madison lighting ordinance).
9. The zoning text shall state that there are 39 dwelling units permitted. Meet with Zoning and Planning staff regarding other modifications to the zoning text.

**ZONING CRITERIA**

<b>Bulk Requirements</b>	<b>Required</b>	<b>Proposed</b>
Lot Area	44,100 sq. ft.	13,940 sq. ft.
Lot width	50'	54'
Usable open space	8,960 sq. ft.	*
Front yard	0'	0'
Side yards	0' 28.2' resident. (30% of bldg ht.)	0' Com., 0' residential *
Rear yard	33' (35% of bldg. ht)	0' *
Floor area ratio	3.0	*
Building height	---	6 – 8 stories + basement levels

<b>Site Design</b>	<b>Required</b>	<b>Proposed</b>
Number parking stalls	53 residential <u>78 commercial-retail</u> 131 total	106 garage <u>21 surface</u> 127 total *
Accessible stalls	Yes	(4)
Loading	Yes	(5)
Number bike parking stalls	39 residential, 8 commercial	(6)
Landscaping	Yes	(7)
Lighting	Yes	(8)

<b>Other Critical Zoning Items</b>	
Urban Design	Yes
Historic District	No
Landmark building	No
Flood plain	No
Utility easements	No
Water front development	No
Adjacent to park	No
Barrier free (ILHR 69)	Yes

With the above conditions, the proposed project **does** comply with all of the above requirements.

\* Since this project is being rezoned to the **PUD(GDP)** district, and there are no predetermined bulk requirements, we are reviewing it based on the criteria for the **C-2** district, because of the surrounding land uses.

## AGENDA # 4

City of Madison, Wisconsin

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REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: December 20, 2006
TITLE: 1501 Monroe Street – PUD(GDP) for a Mixed-Use Project. 13 <sup>th</sup> Ald. Dist. (02999)	REFERRED: REREFERRED: REPORTED BACK:
AUTHOR: William A. Fruhling, Acting Secretary	ADOPTED: POF:
DATED: December 20, 2006	ID NUMBER:

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Members present were: Paul Wagner, Chair; Lou Host-Jablonski, Lisa Geer, Todd Barnett and Ald. Noel Radomski.

### SUMMARY:

At its meeting of December 20, 2006, the Urban Design Commission **GRANTED INITIAL APPROVAL** of a PUD(GDP) for a mixed-use project located at 1501 Monroe Street. Appearing on behalf of the project was Bob Sieger and Jim Hanson (Traffic Engineer). Sieger stated that the shadow study showed that the only impact was during the summer months when shadows will start being cast on the three northeasterly properties across the alley at 5:00 p.m. instead of 7:00 p.m., as with the current building. Hansen stated that the traffic study suggests that the proposed development will generate approximately 50 additional trips per day more than the potential trip generation for the existing building.

Joe Malkowski registered in support. Audrey Highton, Fraser Gurd and Ald. Isadore Knox registered in opposition. Ald. Robbie Webber also expressed opposition. Dan Sebald neither supports nor opposes the project, but expressed some concern about the architecture. Gurd expressed concerns about height, traffic, parking and noise. Ald. Knox expressed concern about height, density, turning movements and noise. Ald. Webber shared these concerns and asked that pedestrian and bicycle issues and an A.M. gap analyses be included in the traffic study. She also questioned the sight lines for cars exiting the building. Hanson stated that a conservative traffic reduction factor of 20% was used to account for the location in a high pedestrian-bicycle area.

There was a considerable discussion about the noise concerns. The Commission concluded that this is an issue for the Plan Commission and Common Council to consider, noting that the balconies are assets to the building. Barnett is comfortable with the shadow study results and feels the height of the building is appropriate for this location at a major intersection, noting precedents such as Monroe Commons. Geer requested that City Engineering provide a status report on the intersection improvements the next time the project is before the UDC.

**ACTION:**

On a motion by Host-Jablonski, seconded by Barnett, the Urban Design Commission **GRANTED INITIAL APPROVAL** with the following conditions:

1. That the traffic study be revised to include:
  - a. A pedestrian/bicycle study;
  - b. An AM gap analysis; and
  - c. Acceptance by the City Traffic Engineer at some point in the overall review process.
2. That the developer is encouraged to work with the City and Alders to develop a noise plan that is acceptable to all.

The motion was passed on a vote of (5-0).

After the Commission acts on an application, individual Commissioners rate the overall design on a scale of 1 to 10, including any changes required by the Commission. The ratings are for information only. They are not used to decide whether the project should be approved. The scale is 1 = complete failure; 2 = critically bad; 3 = very poor; 4 = poor; 5 = fair; 6 = good; 7 = very good; 8 = excellent; 9 = superior; and 10 = outstanding. The overall ratings for this project are 6, 6, 7, 7 and 8.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 1501 Monroe Street

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
Member Ratings	6	7	-	6	-	5	7	6
	8	8	-	7	-	7	8	8
	-	-	-	-	-	-	-	7
	7	7	-	-	-	5	8	7
	6	6	-	-	-	6	6	6

General Comments:

- Arrowwood viburnums are too tall for this urban/pedestrian application. Outdoor amplified music should only take place during weekend events at a maximum but preferable only for Badger football events. Require a fence for the adjacent parking lot for the church. Recommend making the first block of Oakland 2-way.
- Shadow study reassuring. Lighter red tint glass better. Sound is real concern.
- Height and bulk of this project is appropriate for this site. Noise and nuisance issues need to be addressed by Plan Commission. Traffic issues seem able to be worked out satisfactorily.
- Noise and traffic issues will be addressed by PC and City Council. Balconies need to stay. The height is appropriate in this context.



## AGENDA # 8

City of Madison, Wisconsin

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REPORT OF: URBAN DESIGN COMMISSION

**PRESENTED:** December 6, 2006

TITLE: 1501 Monroe Street – PUD(GDP) for a  
Mixed-Use Project. 13<sup>th</sup> Ald. Dist. (02999)

**REFERRED:**

**REREFERRED:**

**REPORTED BACK:**

AUTHOR: Alan J. Martin, Secretary

**ADOPTED:**

**POF:**

DATED: December 6, 2006

**ID NUMBER:**

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Members present were: Paul Wagner, Chair; Lou Host-Jablonski, Lisa Geer, Michael Barrett, Todd Barnett, Ald. Noel Radomski, Bruce Woods and Robert March.

### SUMMARY:

At its meeting of December 6, 2006, the Urban Design Commission **REFERRED** consideration of a PUD(GDP) located at 1501 Monroe Street. Appearing on behalf of the project were Bob Sieger and Bill Towell. Appearing in opposition to the project were Ald. Robbie Webber, Ald. Isadore Knox, Sam Kung, Bill Chin and Thomas Yen. Based on feedback over the last ten months, Sieger noted the plans as presented featured a reduction in massing and pullback from the Monroe and Regent Streets so as to be now 5-stories with 39-units with the deck line of the upper level penthouse set back at 20-feet. A review of the revised building elevations emphasized the use of exposed concrete columns, brick accents at street level, combined with the use of various colors of glass (red and blue), in combination with painted spandrel panels. Sieger noted that the balconies at minimum were 8' x 18' in size to allow for enhanced usability by tenants. Following the presentation, staff noted that email correspondence from representatives of the Regent Neighborhood Association, the Vilas Neighborhood Association, as well as representatives of the Madison Chinese Church (Attorney Michael Christopher) were in opposition to the project based on its inconsistencies with the City's adopted Comprehensive Plan relevant to unit count, cited negative impacts on surrounding neighborhoods, traffic impacts, as well as inconsistency with the Draft Monroe Street Commercial District Plan. Several members of the Madison Chinese Christian Church appeared with their concerns with the size and mass of the building, the loss of light (sun), the lack of transition between the proposed structure and adjacent residential development, traffic impacts both vehicular and pedestrian. Ald. Knox spoke noting neighborhood concerns with both existing and proposed facilities relative to bar establishments' amplified music levels and times, as well as the expansion of the conditional use for UW events modified with this approval, in combination with the significant issue of the number of balconies and terraces use in conflict with adjacent single-family development. Ald. Knox further elaborated on issues with traffic impacts relevant to ingress and egress with the use of the alley. He also noted the project's lack of consistency with the draft Monroe Street Plan. Ald. Knox felt the project was not done and not ready to move forward. Ald. Robbie Webber also spoke in opposition to the project, noting its incompatibility with adjacent single-family development relevant to height, the floor to ceiling ratio at 16-feet with the appearance of the building not being 4-stories as presented. Ald. Webber noted that the Draft Monroe Street Commercial District Plan supports 4-stories only, not taller. She noted the area behind the building is all single-family where no shadow study or traffic study as requested by the Urban Design Commission with consideration of this item at its meeting of July 26, 2006 has been provided, in addition to resolve of issues with

the neighborhood, including pedestrian/bike. She noted that the entry off of Regent Street into the alley was a blind corner creating access and traffic back-up issues. In regards to the Comprehensive Plan she noted that densities at 40-units per acre were supported, where the project is at twice that level of density. In regards to the balconies facing the neighborhood, the concern is with the level of outdoor partying and noise issues, including the second floor roof terrace for the restaurant. Issues with outdoor amplified music that was originally limited to football game days were not; where the current application requests seven days a week. She noted the lack of support from both the Vilas Neighborhood Association and the Regent Neighborhood Association. She also noted that the building is not 4-stories but 6-stories due to the 16-foot floor to ceiling ratios. Following testimony the Commission noted the following:

- Issue with the lack of the provision of a shadow study. Need to address concerns relevant to development across Regent Street as well as to the east.
- Concern with the impact of noise from the bar/restaurant.
- Concern with the blankness of the lower level façade along Regent Street and the loss of plaza area.
- Need to provide specific details as to the floor levels and building height, as well as clarify the number of levels and total height of the building.
- The alley elevation in regards to the upper level is not shown correctly.
- Don't like rose colored glass at ground level.
- Concern with the zoning text relevant to outdoor eating and use for the restaurant/bar.
- Provide traffic and shading studies to resolve issues relevant to building and site design relevant to access, circulation and light issues.
- Consider providing a transition between the alley façade of the building with the church and adjoining residential properties.

#### **ACTION:**

On a motion by Woods, seconded by March, the Urban Design Commission **REFERRED** consideration of this project. The motion was passed on a vote of (6-2) with Geer and Host-Jablonski voting no. The referral motion required address of the above stated concerns.

After the Commission acts on an application, individual Commissioners rate the overall design on a scale of 1 to 10, including any changes required by the Commission. The ratings are for information only. They are not used to decide whether the project should be approved. The scale is 1 = complete failure; 2 = critically bad; 3 = very poor; 4 = poor; 5 = fair; 6 = good; 7 = very good; 8 = excellent; 9 = superior; and 10 = outstanding. The overall ratings for this project are 4, 5, 6, 6, 7, 7, 7 and 7.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 1501 Monroe Street

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
Member Ratings	-	6	-	-	-	-	-	6
	4	7	-	-	-	3	5	4
	6	8	-	-	-	7	8	7
	6	8	-	-	-	5	9	7
	6	6	-	-	-	5	6	6
	6	8	-	-	-	5	6	7
	4	6	4	5	-	5	6	5
	8	8	-	7	-	7	6	7

General Comments:

- Approvable.
- Too many questions about project to give any kind of approval.
- Once see traffic study and shadow study then I can vote for or against.
- Good project, density and height appropriate.
- Appreciate the changes made in response to neighborhood concerns, very comprehensive mixed-use.
- Many problems need to be worked out with the neighborhood – UDC can't resolve the operational issues that are blocking what could be a very nice project.
- Don't care for rose colored glass; retail at ground floor is excellent; like railing concept; architecture is exciting; zoning text issues; where is the traffic study?; shading study?; remain curious about earlier suggestion to expand project across alley.

## AGENDA # 7

City of Madison, Wisconsin

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REPORT OF: URBAN DESIGN COMMISSION

**PRESENTED:** July 26, 2006

**TITLE:** 1501 Monroe Street – PUD(GDP-SIP) for a Mixed-Use Project with 51 Units. 13<sup>th</sup> Ald. Dist. (02999)

**REFERRED:**

**REREFERRED:**

**REPORTED BACK:**

**AUTHOR:** Alan J. Martin, Secretary

**ADOPTED:**

**POF:**

**DATED:** July 26, 2006

**ID NUMBER:**

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Members present were: Lisa Geer, Acting Chair; Ald. Noel Radomski, Todd Barnett, Cathleen Feland, Michael Barrett and Robert March.

### **SUMMARY:**

At its meeting of July 26, 2006, the Urban Design Commission **REFERRED** consideration of a PUD(GDP-SIP) for a mixed-use project with 51-units located at 1501 Monroe Street. Appearing on behalf of the project was Bob Sieger. Appearing in opposition to the project were Ald. Robbie Webber, Atty. Michael Christopher, Sam King, Thomas Yen, Philip Wang, Bill Chin and Jane Riley. Appearing neither in support nor opposition were Julia Kerr and Audrey Highton. Prior to the presentation, staff and Ald. Radomski noted a request by Ald. Golden to refer further consideration of the project based on issues of communications by the applicant with various adjoining neighborhood associations, aldermanic representatives whose districts are immediately adjacent to the site (Ald. Golden and Ald. Weber) as well as issues with the area's Ald. Isadore Knox, Jr. who was unable to attend due to health issues. The project as presented by Sieger featured the following:

- A discussion on concerns relevant to height as it relates to the neighborhood, parking and circulation issues.
- A summary of neighborhood communications and contacts provided for the record.
- A review of plan details, including elevations and model, featuring a reduction of the height of the building including a stepback to the adjoining neighborhood.

Following Sieger's presentation, various representatives of the "Madison Chinese Christian Church" spoke in opposition to the project, including their attorney Michael Christopher, noting problems with an existing long-term lease parking arrangement between the church and Sieger, allowing for daytime use by Sieger's commercial tenants of the church's parking, unauthorized use by Sieger's commercial tenants during church use periods and conflicts with the use of a shared alley. Other neighbors registered on this item expressed concerns about the bulk mass and density of the project, as well as traffic, parking and circulation concerns. Ald. Weber spoke on issues with the larger neighborhood scope of the project noting that it was inappropriate for the Commission to take action, with issues with properly organized meetings with adjoining neighborhoods with proper notice yet to be provided and parking issues. Julia Kerr, representing the Vilas Neighborhood also requested referral, noting the need for properly noticed public meetings on the project necessary to let the neighborhood have a chance to look at the project before any Urban Design Commission action. Attorney

Christopher spoke of the need for a meaningful transition from commercial to residential, the issue of height, traffic issues and the project's inconsistency with plans for the area.

**ACTION:**

On a motion by Feland, seconded by Ald. Radomski, the Urban Design Commission **REFERRED** consideration of this item. The motion was passed on a unanimous vote of (6-0). The motion to refer noted that the neighborhood process was still at issue and that the applicant should go through proper channels to resolve issues with the neighborhood prior to any further consideration of the project, provide a proper traffic study including address of pedestrian/bike issues, as well as a shadow study to provide answers relevant to the building's proposed height.

After the Commission acts on an application, individual Commissioners rate the overall design on a scale of 1 to 10, including any changes required by the Commission. The ratings are for information only. They are not used to decide whether the project should be approved. The scale is 1 = complete failure; 2 = critically bad; 3 = very poor; 4 = poor; 5 = fair; 6 = good; 7 = very good; 8 = excellent; 9 = superior; and 10 = outstanding. The overall ratings for this project are 4.5, 5, 6.5 and 8.

**URBAN DESIGN COMMISSION PROJECT RATING FOR: 1501 Monroe Street**

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
<b>Member Ratings</b>	4	5	-	-	-	4	5	4.5
	-	-	-	-	-	-	-	5
	-	6.5	-	-	-	-	7	6.5
	8	-	-	-	-	-	8	8

**General Comments:**

- Continue communication with neighborhood and traffic. More thorough study.
- Applicant needs to work with Alders and neighbors to convene a meaningful meeting. And to resolve massing, scale and density issues and parking and vehicular/ped-bike circulation. Shadow study too.
- Makings of a nice project.
- Need more neighborhood input.
- This needs to go through proper neighborhood channels.
- Resolve parking issues, shadow height.

**Fieldhouse Station**  
**Staff Review of the Inclusionary Development Unit Plan:**  
**(December 21, 2006)**

Name of Development	Fieldhouse Station
Address	1501 Monroe St.
Developer/owner	Robert Sieger, Sieger Architect
Contact Person	Robert Sieger
Contact Phone	608.283-6100
Fax	608.283-6101
Contact-mail	siegerarchitects@sbcglobal.net

**SYNOPSIS:**

**This project was submitted and is moving forward under the pre-July 2006 approved modifications to the IZ ordinance.**

This project includes involves the demolition of an existing building and the construction of a new site with a total of 49 condo units.

THE IDUP as submitted states that 8 of the 39 units will be IZ units. 6 - 1 bedrooms and 2 - 2 bedrooms. Units are dispersed among the floors and meet the IZ unit size requirements. Only 6 IZ units are required under the ordinance.

Proposal is to price the units in order to meet the inclusionary zoning requirements of the ordinance at the time the marketing period for each unit begins based on the projected phasing of the project. Pricing model submitted shows the units would meet the current IZ pricing.

They are requesting a density bonus for this project.

**CONCLUSION:**

The project as proposed, based upon the available information furnished by the developer.	
X	Will comply with MGO 28.04 (25)
	Will comply with MGO 28.04 (25) if the following conditions or changes are met:
	Does not comply for the following reasons:

Reviewed by	Barbara Constans, CD Grants Administrator Hickory R. Hurie, CD Grants Supervisor Date: December 21, 2006
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**1. PROPOSED ALLOCATION OF AFFORDABLE UNITS**

Number of units	At Market	At 80%	At 70%	At 60%	At 50%
for-sale units	31	8			
rental units					

Number of units	Efficiency	1-bedroom	2-bedroom	3-bedroom	4-bedroom
For-sale: Market-rate		17	14		
For-sale: Inclusionary units		5	3		

**2. TABLE TO CALCULATE POINTS UNDER OLD ORDINANCE**

**THIS PROJECT:**

	At Market	At 80% of AMI	70%	60%	50%
5%					
10%					
15%		2			
20%					
TOTAL for project					2

**Per Ordinance**

For-sale: Per cent of dwelling units	At Market	At 80% of AMI	70%	60%	50%
Ord. points					
5%		0	1	2	3
10%		1	2	3	4
15%		2	3	4	5
20%		3	4	5	6

**3. ISSUES RELATED TO DESIGN, PRICING, OR TERMS OF IZ UNITS**

Standards for Inclusionary dwelling units (IDUs)	Complies	Does not comply	Additional comments
Exterior Appearance of IDUs are similar to Market rate	Yes		
Proportion of attached and detached IDU units is similar to Market rate.	Yes		
Mix of IDUs by bedroom size is similar to market rate	Yes		
IDUs are dispersed throughout the project	Yes		
IDUs are to be built in phasing similar to market rate	Yes		
Pricing fits within Ordinance standards	Yes		
Developer offers security during construction phase in form of deed restriction	Yes		
Developer offers enforcement for for-sale IDUs in form of option to purchase or for rental in form of deed restriction	Yes		Standard terms will apply.
Developer describes marketing plan for IDUs	Yes		Standard terms will apply.
Developer acknowledges need to inform buyers/renters of IDU status, responsibilities for notification	Yes		
Terms of sale or rent	Sale		
Developer has arranged to sell/rent IDUs to non-profit or CDA to meet IDU expectations	No		no arrangements made; developer will handle marketing.
Developer has requested waiver for off-site or cash payment	No		No request for waiver
Developer has requested waiver for reduction of number of units	No		No request for waiver
Other:			

**4. INCENTIVES REQUESTED**

- A) Density bonus
- B) Reduction in Park development fees
- C) Reduction in Park Dedication requirements
- D) 25% reduction in parking requirements
- E) Non-city provision of street tree landscaping
- F) Cash subsidy from IZ fund, \$5,000/IZ unit for units designated for families at 60% AMI or less ( for owner occupied units) and 40% AMI or less for rental units
- G) Cash subsidy from IZ fund, \$2,500/IZ unit for projects with 49 or fewer detached dwelling units or developments with 4 or more stories and at least 75% of parking is underground.
- H) One additional story in downtown design zones, not to exceed certain height requirements
- I) Eligibility for residential parking permits equal to number of IZ units in PUD
- J) Assistance in obtaining other funds related to housing
- K) Preparation of a neighborhood development plan from non-city sources (if development located in Central Services Area, is contiguous to existing development and no such plan exists.



**5. ISSUES OF PROCESS**

Are there issues in any of the following steps that should be identified now for closer attention?

Step	Standard Step Activity	Special Issues
Pre-conference with City Planning Staff	April 2006	None identified
Presentation of Concept to City's Development Review Staff Team	April, 2006	
Submission of Zoning Application and IZ Dwelling Unit Plan	June 21, 2006	
Formal Review by City's Development Review Staff Team	December 21, 2006	
Formal Review by Plan Commission		
Appeal Plan Commission Decision to Common Council (optional)		
Compliance with Approved Inclusionary Dwelling Unit Plan	Deed restriction will be recorded for construction phase when PUD recorded	
Construction of development according to Inclusionary Dwelling Unit Plan	To be done at the same time as market rate units	
Comply with any continuing requirements	Sample 5% of IDU annually for compliance review.	



Department of Public Works  
**City Engineering Division**

608 266 4751

Larry D. Nelson, P.E.  
City Engineer

City-County Building, Room 115  
210 Martin Luther King, Jr. Boulevard  
Madison, Wisconsin 53703  
608 264 9275 FAX  
608 267 8677 TDD

**Deputy City Engineer**  
Robert F. Phillips, P.E.

**Principal Engineers**  
Michael R. Dalley, P.E.  
Christina M. Bachmann, P.E.  
John S. Fahrney, P.E.  
David L. Benzschawel, P.E.  
Gregory T. Fries, P.E.

**Operations Supervisor**  
Kathleen M. Cryan

**Hydrogeologist**  
Joseph L. DeMorett, P.G.

**GIS Manager**  
David A. Davis, R.L.S.

DATE: December 1, 2006

TO: Plan Commission

FROM: Larry D. Nelson, P.E., City Engineer

SUBJECT: 1501 Monroe Street Demolition, Rezoning & Inclusionary Zoning

The City Engineering Division has reviewed the subject development and has the following comments.

**MAJOR OR NON-STANDARD REVIEW COMMENTS** (Comments which are special to the project and/or may require additional work beyond a standard, more routine project.)

1. Plans shall show individual unit addresses.
2. The elevation of the building may need to be revised pending a more detailed design of the proposed Monroe Street and Regent Street Intersection to be completed by City Engineering.
3. Textured concrete is not allowed within the public walkway. Site plan shall be revised to delete note indicating "textured concrete".
4. Colored concrete shall not be shown at the intersection of Monroe Street and Regent Street unless the applicant enters into a maintenance agreement with the City.
5. Location and species of any new trees, placed in the terrace, must be approved by the City Forester.
6. All roof downspouts shall be shown. No discharge of downspouts shall be allowed to the public sidewalk.

**GENERAL OR STANDARD REVIEW COMMENTS**

In addition, we offer the following General or Standard Review Comments:

**Engineering Division Review of Planned Community Developments, Planned Unit Developments and Conditional Use Applications.**

Name: 1501 Monroe Street Demolition, Rezoning & Inclusionary Zoning

**General**

- 1.1 The construction of this building will require removal and replacement of sidewalk, curb and gutter and possibly other parts of the City's infrastructure. The applicant shall enter into a City / Developer agreement for the improvements required for this development. The applicant shall be required to provide deposits to cover City labor and materials and surety to cover the cost of construction. The applicant shall meet with the City Engineer



to schedule the development of the plans and the agreement. The City Engineer will not sign off on this project without the agreement executed by the developer. The developer shall sign the Developer's Acknowledgement prior to the City Engineer signing off on this project.

- 1.2 The site plan shall identify lot and block numbers of recorded Certified Survey Map or Plat.
- 1.3 The site plan shall include all lot/ownership lines, existing building locations, proposed building additions, demolitions, parking stalls, driveways, sidewalks (public and/or private), existing and proposed signage, existing and proposed utility locations and landscaping.
- 1.4 The site plan shall identify the difference between existing and proposed impervious areas.
- 1.5 The site plan shall reflect a proper street address of the property as reflected by official City of Madison Assessor's and Engineering Division records.
- 1.6 The site plan shall include a full and complete legal description of the site or property being subjected to this application.

**Right of Way / Easements**

- 2.1 The Applicant shall Dedicate Right of Way for an expanded alley as required y the City Engineer and City Traffic Engineer.
- 2.2 The Applicant shall Dedicate a \_\_\_\_\_ foot wide strip of Right of Way along \_\_\_\_\_.
- 2.3 The Applicant shall Dedicate a Permanent Limited Easement for grading and sloping \_\_\_\_\_ feet wide along \_\_\_\_\_.
- 2.4 The City Engineer has reviewed the need for pedestrian and bicycle connections through the development and finds that no connections are required.
- 2.5 The Applicant shall Dedicate a Permanent Limited Easement for a pedestrian / bicycle easement \_\_\_\_\_ feet wide from \_\_\_\_\_ to \_\_\_\_\_.
- 2.6 The Developer shall provide a private easement for public pedestrian and bicycle use through the property running from \_\_\_\_\_ to \_\_\_\_\_.
- 2.7 The developer shall be responsible for the ongoing construction and maintenance of a path within the easement. The maintenance responsibilities shall include, but not be limited to, paving, repaving, repairing, marking and plowing. The developer shall work with the City of Madison Real Estate Staff to administer this easement. Applicable fees shall apply.

**Streets and Sidewalks**

- 3.1 The Applicant shall execute a waiver of notice and hearing on the assessments for the improvement of [roadway] \_\_\_\_\_ in accordance with Section 66.0703(7)(b) Wisconsin Statutes and Section 4.09 of the MGO.
- 3.2 **Value of sidewalk installation over \$5000.** The Applicant shall Construct Sidewalk to a plan approved by the City Engineer along \_\_\_\_\_.
- 3.3 **Value of sidewalk installation under \$5000.** The Applicant shall install public sidewalk along \_\_\_\_\_. The Applicant shall obtain a Street Excavation Permit for the sidewalk work, which is available from the City Engineering Division. The applicant shall pay all fees associated with the permit including inspection fees. All work must be completed within six months or the succeeding June 1, whichever is later.
- 3.4 The Applicant shall execute a waiver of their right to notice and hearings on the assessments for the installation of sidewalk along [roadway] \_\_\_\_\_ in accordance with Section 66.0703(7)(b) Wisconsin Statutes and Section 4.09 of the MGO.
- 3.5 The Applicant shall grade the property line along \_\_\_\_\_ to a grade established by the City Engineer. The grading shall be suitable to allow the installation of sidewalk in the future without the need to grade beyond the property line. The Applicant shall obtain a Street Excavation permit prior to the City Engineer signing off on this development.
- 3.6 The Applicant shall close all abandoned driveways by replacing the curb in front of the driveways and restoring the terrace with grass.
- 3.7 **Value of the restoration work less than \$5,000. When computing the value, do not include a cost for driveways. Do not include the restoration required to facilitate a utility lateral installation.** The Applicant's project requires the minor restoration of the street and sidewalk. The Applicant shall obtain a Street Excavation Permit for the street restoration work, which is available from the City Engineering Division. The applicant shall pay all fees associated with the permit including inspection fees.
- 3.8 The Applicant shall make improvements to \_\_\_\_\_ in order to facilitate ingress and egress to the development. The improvement shall include a (Describe what the work involves or strike this part of the comment.) \_\_\_\_\_.

- 3.9 The Applicant shall make improvements to \_\_\_\_\_. The improvements shall consist of \_\_\_\_\_.
- 3.10 The approval of this Conditional Use does not include the approval of the changes to roadways, sidewalks or utilities. The applicant shall obtain separate approval by the Board of Public Works and the Common Council for the restoration of the public right of way including any changes requested by developer. The City Engineer shall complete the final plans for the restoration with input from the developer. The curb location, grades, tree locations, tree species, lighting modifications and other items required to facilitate the development or restore the right of way shall be reviewed by the City Engineer, City Traffic Engineer, and City Forester.
- 3.11 The Applicant shall provide the City Engineer with a survey indicating the grade of the existing sidewalk and street. The Applicant shall hire a Professional Engineer to set the grade of the building entrances adjacent to the public right of way. The Applicant shall provide the City Engineer the proposed grade of the building entrances. The City Engineer shall approve the grade of the entrances prior to signing off on this development.
- 3.12 The Applicant shall replace all sidewalk and curb and gutter which abuts the property which is damaged by the construction or any sidewalk and curb and gutter which the City Engineer determines needs to be replaced because it is not at a desirable grade regardless of whether the condition existed prior to beginning construction.
- 3.13 The Applicant shall obtain a privilege in streets agreement for any encroachments inside the public right of way. The approval of this development does not constitute or guarantee approval of the encroachments.
- 3.14 The Applicant shall provide the City Engineer with the proposed soil retention system to accommodate the restoration. The soil retention system must be stamped by a Professional Engineer. The City Engineer may reject or require modifications to the retention system.
- 3.15 The Applicant shall complete work on exposed aggregate sidewalk in accordance with specifications provided by the city. The stone used for the exposed aggregate shall be approved by the City. The Construction Engineer shall be notified prior to beginning construction. Any work that does not match the adjacent work or which the City Construction Engineer finds is unacceptable shall be removed and replaced.
- 3.16 All work in the public right-of-way shall be performed by a City licensed contractor.
- 3.17 Installation of "Private" street signage in accordance with 10.34 MGO is required.

**Storm Water Management**

- 4.1 The site plans shall be revised to show the location of all rain gutter down spout discharges.
- 4.2 Storm sewer to serve this development has been designed and constructed. The site plans shall be revised to identify the location of this storm sewer and to show connection of an internal drainage system to the existing public storm sewer.
- 4.3 The plan set shall be revised to show a proposed private internal drainage system on the site. This information shall include the depths and locations of structures and the type of pipe to be used.
- 4.4 The applicant shall show storm water "overflow" paths that will safely route runoff when the storm sewer is at capacity.
- 4.5 The applicant shall demonstrate compliance with Section 37.07 and 37.08 of the Madison General Ordinances regarding permissible soil loss rates. The erosion control plan shall include Universal Soil Loss Equation (USLE) computations for the construction period. Measures shall be implemented in order to maintain a soil loss rate below 7.5-tons per acre per year.
- 4.6 The City of Madison is an approved agent of the Department of Commerce. This proposal contains a commercial building and as such, the City of Madison is authorized to review infiltration, stormwater management, and erosion control on behalf of the Department of Commerce. No separate submittal to Commerce or the WDNR is required.
- 4.7 This development includes multiple building permits within a single lot. The City Engineer and/or the Director of the Inspection Unit may require individual control plans and measures for each building.
- 4.8 If the lots within this site plan are inter-dependent upon one another for stormwater runoff conveyance, and/or a private drainage system exists for the entire site an agreement shall be provided for the rights and responsibilities of all lot owners. Said agreement shall be reviewed and placed on file by the City Engineer, referenced on the site plan and recorded at the Dane Co Register of Deeds.
- 4.9 Prior to approval, this project shall comply with Chapter 37 of the Madison General Ordinances regarding stormwater management. Specifically, this development is required to:
  - Detain the 2 & 10-year storm events.
  - Detain the 2, 10, & 100-year storm events.
  - Control 40% TSS (20 micron particle).
  - Control 80% TSS (5 micron particle).
  - Provide infiltration in accordance with NR-151.
  - Provide substantial thermal control.

- Provide oil & grease control from the first 1/2" of runoff from parking areas.

Stormwater management plans shall be submitted and approved by City Engineering prior to signoff.

- 4.10 The plan set shall be revised to show more information on proposed drainage for the site. This shall be accomplished by using spot elevations and drainage arrows or through the use of proposed contours. It is necessary to show the location of drainage leaving the site to the public right-of-way. It may be necessary to provide information off the site to fully meet this requirement.
- 4.11 A portion of this project comes under the jurisdiction of the US Army Corp of Engineers and WDNR for wetland or flood plain issues. A permit for those matters shall be required prior to construction on any of the lots currently within the jurisdictional flood plain.
- 4.12 The Applicant shall submit, prior to plan sign-off, digital CAD files to the Engineering Program Specialist in the Engineering Division (Lori Zenchenko). The digital copies shall be to scale and represent final construction.

CAD submittals can be either AutoCAD (dwg) Version 2001 or older, MicroStation (dgn) Version J or older, or Universal (dxf) formats and contain the following data, each on a separate layer name/level number:

- a) Building Footprints
- b) Internal Walkway Areas
- c) Internal Site Parking Areas
- d) Other Miscellaneous Impervious Areas (i.e. gravel, crushed stone, bituminous/asphalt, concrete, etc.)
- e) Right-of-Way lines (public and private)
- f) Lot lines
- g) Lot numbers
- h) Lot/Plat dimensions
- i) Street names

NOTE: Email file transmissions preferred [lzenchenko@cityofmadison.com](mailto:lzenchenko@cityofmadison.com) . Include the site address in this transmittal.

- 4.13 NR-151 of the Wisconsin Administrative Code will be effective on October 1, 2004. Future phases of this project shall comply with NR 151 in effect when work commences. Specifically, any phases not covered by a Notice of Intent (NOI) received from the WDNR under NR-216 prior to October 1, 2004 shall be responsible for compliance with all requirements of NR-151 Subchapter III. As most of the requirements of NR-151 are currently implemented in Chapter 37 of the Madison General Ordinances, the most significant additional requirement shall be that of infiltration.

NR-151 requires infiltration in accord with the following criteria. For the type of development, the site shall comply with one of the three (3) options provided below:

Residential developments shall infiltrate 90% of the predevelopment infiltration amount, 25% of the runoff from the 2-year post development storm or dedicated a maximum of 1% of the site area to active infiltration practices.

Commercial development shall infiltrate 60% of the predevelopment infiltration amount, 10% of the runoff from the 2-year post development storm or dedicate a maximum of 2% of the site area to active infiltration practices.

- 4.14 The applicant shall submit, prior to plan sign-off, digital PDF files to the Engineering Division (Jeff Benedict or Tim Troester). The digital copies shall be to scale, and shall have a scale bar on the plan set.

PDF submittals shall contain the following information:

- a) Building footprints.
- b) Internal walkway areas.
- c) Internal site parking areas.
- d) Lot lines and right-of-way lines.
- e) Street names.
- f) Stormwater Management Facilities.
- g) Detail drawings associated with Stormwater Management Facilities (including if applicable planting plans).

- 4.15 The Applicant shall submit prior to plan sign-off, electronic copies of any Stormwater Management Files including:

- a) SLAMM DAT files.
- b) RECARGA files.
- c) TR-55/HYDROCAD/Etc...
- d) Sediment loading calculations

If calculations are done by hand or are not available electronically the hand copies or printed output shall be scanned to a PDF file and provided.

#### Utilities General

- 5.1 The Applicant shall obtain a Street Excavation permit for the installation of utilities required to serve this project. The Applicant shall pay the permit fee, inspection fee and street degradation fee as applicable and shall comply with all the conditions of the permit.
- 5.2 The applicant shall obtain all necessary sewer connection permits and sewer plugging permits prior to any utility

work.

- 5.3 All proposed and existing utilities including gas, electric, phone, steam, chilled water, etc shall be shown on the plan.
- 5.4 The applicant's utility contractor shall obtain a connection permit and excavation permit prior to commencing the storm sewer construction.
- 5.5 The site plans shall be revised to show the location of existing utilities, including depth, type, and size in the adjacent right-of-way.
- 5.6 The developer shall provide information on how the Department of Commerce's requirements regarding treatment of storm water runoff, from parking structures, shall satisfied prior to discharge to the public sewer system. Additionally, information shall be provided on which system (storm or sanitary) the pipe shall be connected to.

**Sanitary Sewer**

- 6.1 Prior to approval of the conditional use application, the owner shall obtain a permit to plug each existing sanitary sewer lateral that serves a building that is proposed for demolition. For each lateral to be plugged the owner shall deposit \$1,000 with the City Engineer in two separate checks in the following amounts: (1). \$100 non-refundable deposit for the cost of inspection of the plugging by City staff; and (2). \$900 for the cost of City crews to perform the plugging. If the owner elects to complete the plugging of a lateral by private contractor and the plugging is inspected and approved by the City Engineer, the \$900 fee shall be refunded to the owner.
- 6.2 All outstanding Madison Metropolitan Sewerage District (MMSD) and City of Madison sanitary sewer connection charges are due and payable prior to connection to the public sewerage system.
- 6.3 Each unit of a duplex building shall be served by a separate and independent sanitary sewer lateral.
- 6.4 The site plan shall be revised to show all existing public sanitary sewer facilities in the project area as well as the size and alignment of the proposed service.



## Traffic Engineering and Parking Divisions

David C. Dryer, P.E., City Traffic Engineer and Parking Manager

Suite 100  
215 Martin Luther King, Jr. Boulevard  
P.O. Box 2986  
Madison, Wisconsin 53701-2986  
PH 608 266 4761  
TTY 866-704-2315  
FAX 608 267 1158

August 31, 2006

Rev: January 3, 2007

TO: Plan Commission

FROM: David C. Dryer, P.E., City Traffic Engineer and Parking Manager

SUBJECT: **1501 Monroe Street – Rezoning / Demolish – C2 & C3 to PUD (GDP) – 13,500 Square ft Retail, 10025 Square ft Office Space and 49 Condo Units**

The City Traffic Engineering Division has reviewed the subject development and has the following comments.

**MAJOR OR NON-STANDARD REVIEW COMMENTS** (Comments which are special to the project and/or may require additional work beyond a standard, more routine project.)

1. The applicant has included a traffic impact study with its application. The study is reasonably accurate and complete, but staff is noting several points.
  - a. Staff cautions that the traffic numbers noted in the report have a range, with a resultant impact on level of service and traffic impacts.
  - b. The estimated traffic numbers show that the new development could represent about the same amount of traffic as existing uses would allow, on up to an additional 80 vehicles in the p.m. peak hour.
  - c. With estimated traffic numbers at about the same amount of traffic as existing uses would allow, the study is finding level of service issues at the alley's intersection with Regent St during the p.m. peak hour.
  - d. Several options are suggested for the Plan Commission and Common Council to consider in order to provide for adequate measures for traffic and ingress/egress (noted below).
2. To minimize traffic in the neighborhood; to better accommodate any new re-development of the property; and to provide two-way bicycle access to Monroe Street and the Southwest Bike Path, it is recommended to change Oakland Ave to two-way traffic where it is currently one-way into the neighborhood (Monroe St to Madison St). The Council would have to approve this as an ordinance change.
3. To address any potential traffic impacts on the surrounding neighborhood streets, the applicant shall provide a deposit of \$20,000 for traffic calming. Said monies shall be used at locations to be determined by the City and implemented under the City's traffic calming program, policies and procedures.

4. City of Madison radio systems are microwave directional line of sight to remote towers citywide. The building elevation will need to be review by Traffic Engineer to accommodate the microwave sight and building. The applicant shall submit grade and elevations plans if the building exceeds four stories prior to sign-off to be reviewed and approved by Keith Lippert, (266-4767) Traffic Engineering Shop, 1120 Sayle Street. The applicant shall return one signed approved building elevation copy to the City of Madison Traffic Engineering office with final plans for sign off.
5. A condition of approval shall be that no residential parking permits will be issued for *1501 Monroe Street*, this would be consistent with projects. In addition, the applicant shall inform all owners and/or tenants of this facility of the requirement in their condominium documentation, apartment leases and zoning text; however, the designated inclusionary dwelling units at *1501 Monroe Street*, shall be eligible for residential parking permits according to the inclusionary zoning. The applicant shall provide addresses and apartment numbers for designated inclusionary dwelling units, eligible for residential parking permits to City Traffic Engineer/Parking Manager. The applicant shall note in the Zoning Text the inclusionary zoning dwelling units.
6. The applicant shall enter into a subdivision contract or developer's agreement to accommodate any street improvements proposed in the right of way.
7. Any accessory parking for the University of Wisconsin special events are subject to approval. The subject is conditionally approved provided the subject accessory parking is used, managed and operated in accordance with the City-approved Stadium / Kohl Center Transportation Management Plan (TMP). The applicant should contact the UW Athletic Dept. The applicant should provide a letter of approval from the UW Athletic Dept. about management and operating the accessory parking. If the applicant is proposing any special events activities, these activities should be submitted with this project for conditions of approval.
8. The driveway from the garage door to the street right-of-way shall be modified to provide for two-way operations at a minimum width of eighteen (18) ft clear of columns in accordance M.G.O. 10.08(6)(a)
9. The applicant may need to modify the truck loading areas to accommodate semi truck or two single unit ingress/egress movements as required for loading area. The applicant shall demonstrate on the site plans truck turning movements being accommodate from the alley and approved by the City Traffic Engineer.
10. The applicant has proposed additional accessory parking spaces on 1506 & 1510 Madison St. The applicant shall submit 1506 and 1510 Madison St. site plans for approval according to M.G.O. with a recorded copy of the lease. The applicant shall show the dimensions for proposed and existing leased surface across the alley parking stalls' items A, B, C, D, E, F, and for ninety-degree angle parking width and backing up, according to Figures II "Medium and Large Vehicles" parking design standards in Section 10.08(6)(b) 2.

#### PEDESTRIAN AND BICYCLE TRANSPORTATION REVIEW COMMENTS

11. The applicant shall show an additional 5 (five) bicycle parking spaces on the plaza. These spaces are in addition to other bicycle parking spaces shown elsewhere in the plan.



## GENERAL OR STANDARD REVIEW COMMENTS

In addition, we offer the following General or Standard Review Comments:

12. When the applicant submits final plans for approval, the applicant shall show the following: items in the terrace as existing (e.g., signs, signals and street light poles), type of surfaces, existing property lines, addresses, one contiguous plan (showing all easements, all pavement markings, building placement, and stalls), adjacent driveway approaches to lots across the alley, signage, percent of slope, vehicle routes, dimensions of radii, aisles, driveways, stalls including the two (2) feet overhang, and a scaled drawing at 1" = 20'.
13. The applicant shall revise plans showing all existing conditions in the right-of-way on Regent St. and Monroe St.
14. The ramp down to the underground parking and its percent of slope shall be designed to accommodate low-clearance vehicles for a transition. The ramp breakover angle (limited by vehicle wheel-base and ground clearance) and angles of approach (affected by front overhang of vehicles) and departure (affected by rear overhang) are critical vehicle clearance points. Standards established by the Society of Automotive Engineers limit the ramp breakover angle to no less than 10 degrees; angle of departure, no less than 10 degrees; and angle of approach, no less than 15 degrees. The applicant shall provide a profile of the ramp showing the slopes critical clearance, when plans are submitted for approval. The applicant should explore ramp slopes (grades) less than 10 % that can be blended satisfactorily with an 8-foot transition length.
15. The applicant shall modify the alley driveway approach according to the design criteria for a "Class-III" driveway in accordance to Madison General Ordinance Section 10.08(4).
16. The applicant shall design the underground parking areas for stalls and backing up according "One Size Fits All" stall maybe used for the underground parking area only, which is a stall S = 8'-9" in width by L = 17'-0" in length with a E = 23'-0" backup. The applicant shall modify and dimension for proposed parking stalls' items S = 17 ft., B = 8.75 ft., C = 17 ft., D = 17 ft., E = 23 ft., and F = 20 ft., and for ninety-degree angle parking width and backing up. The applicant shall dimension drive aisles and ramp entrances. Stair cases, Elevators shafts, Aisles, ramps, columns, offices or work areas are to be excluded from these rectangular areas, when designing underground parking areas.
17. The minimum drive aisle for two-way traffic is 18 ft; the applicant shall modify plans according to M.G.O.
18. When site plans are submitted for approval, the developer shall provide recorded copies of the leased parking agreement or easements.
19. Overhead Mirrors and "Stop" sign shall be installed at the driveway approaches to alley. All signs at the approaches shall be installed on site or behind the property line. All directional/regulatory signage and pavement markings on the site shall be shown and noted on the plan.
20. The alley intersection at Regent St. shall be so designed so as not to violate the City's sight-triangle preservations requirement which states that on a corner lot no structure, screening, or embankment of any kind shall be erected, placed, maintained or grown between the heights of 30 inches and 10 feet above the curb level or its equivalent within the triangle space formed by the two intersecting street lines or their projections and a line joining points on such street lines located a minimum of 25 feet from the street intersection

in order to provide adequate vehicular vision clearance.

21. The Developer shall post a deposit and reimburse the City for all costs associated with any modifications to Traffic Signals, Street Lighting, Signing and Pavement Marking, and conduit and handholes, including labor, engineering and materials for both temporary and permanent installations.
22. Public signing and marking related to the development may be required by the City Traffic Engineer for which the developer shall be financially responsible.

Please contact John Leach, City Traffic Engineering at 267-8755 if you have questions regarding the above items:

Contact Person: Robert Sieger / Brian Reddeman

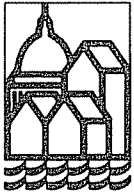
Fax: 283-6101

Email: [siegerarchitects@sbcglobal.net](mailto:siegerarchitects@sbcglobal.net)

DCD: DJM: dm

Department of Public Works  
Parks Division

City of  
Madison



Madison Municipal Building, Room 120  
215 Martin Luther King, Jr. Boulevard  
P.O. Box 2987  
Madison, Wisconsin 53701-2987  
PH # 608 266 4711  
TDD # 608 267 4980  
FAX # 608 267 1162

December 20, 2006

TO: Plan Commission  
FROM: Simon Widstrand, Parks Development Manager  
SUBJECT: **1501 Monroe Street**

S.W.

1. The developer shall pay \$67,944.24 for park dedication and development fees.
2. Prior to City signoff on this project, the developer shall select a process for paying the park fees, and meet the requirements of that process.
3. There are no features of this project that qualify for IZ park fee reduction credits.

Calculation of fees in lieu of dedication plus park development fees:

**Park Dedication** = 39 multifamily @ 700 square feet/unit = 27,300 square feet. The developer shall pay a fee in lieu of dedication based on the land value of the square footage of parkland required (up to a maximum of \$1.74 / square foot). **Fee is \$47,502.00**

**Park Development Fees = (39 @ \$524.16) = \$ 20,442.24**

**TOTAL PARK FEES = \$67,944.24**

Park fee payment checks shall be payable to the City of Madison Treasurer, and all questions, payments and deliveries shall be made to the office of the Madison Parks Division. Prior to City signoff on this project, the developer shall select one of the following options for paying these fees:

1. Payment of all fees in a lump sum prior to City signoff on the project.
2. The developer may pay half the fees and provide a two-year letter of credit for the remaining half of the fees, both prior to City signoff.
3. For plats being built with phased subdivision improvement contracts, the developer may pay the fees due for the number of units in each contract, paid at the time of contract execution, and at the fee rates then in effect.

4. The fee payment may be paid within fourteen days of issuance of any zoning, conditional use or building permit. No certificate of occupancy may be issued for buildings on any parcel for which there are unpaid impact fees. Under this option, the fees shall be calculated and prorated to each lot on the development, and the developer shall record a notice of the outstanding impact fees for each lot prior to receiving City signoff for the project. All fees shall be paid at the rate in effect at the time of payment.

Approval of plans for this project does not include any approval to prune, remove or plant trees in the public right-of-way. Permission for such activities must be obtained from the City Forester, 266-4816.

Please contact Simon Widstrand at 266-4714 or [awidstrand@cityofmadison.com](mailto:awidstrand@cityofmadison.com) if you have questions regarding the above items.



# CITY OF MADISON FIRE DEPARTMENT

## Fire Prevention Division

325 W. Johnson St., Madison, WI 53703-2295

Phone: 608-266-4484 ♦ FAX: 608-267-1153

DATE: 11/14/06  
TO: Plan Commission  
FROM: Edwin J. Ruckriegel, Fire Marshal  
SUBJECT: 1501 Monroe St.

The City of Madison Fire Department (MFD) has reviewed the subject development and has the following comments:

**MAJOR OR NON-STANDARD REVIEW COMMENTS** (Comments which are special to the project and/or may require additional work beyond a standard, more routine project.)

1. Per IFC 509.1 where a fire command center is provided, a plan submittal of the location and accessibility shall be provided to the department for approval. **Please note:** A fire department permit and plan review is required of the layout of the fire command center and all features required by section 911.1 IBC/ IFC 509.1 to be contained therein and shall be submitted for approval prior to installation.

## **GENERAL OR STANDARD REVIEW COMMENTS**

In addition, we offer the following General or Standard Review Comments:

1. Provide fire apparatus access as required by Comm 62.0509 and MGO 34.19, as follows:
  - a. Provide an aerial apparatus access fire lane that is at least 26-feet wide, with the near edge of the fire lane within 30-feet of the structure, and parallel to one entire side of the structure. The 30-foot setback must include any parking spaces.
  - b. Provide a completed MFD "Fire Apparatus Access and Fire Hydrant Worksheet" with the site plan submittal.
  - c. The site plans shall clearly identify the location of all fire lanes.

Please contact Scott Strassburg, Fire Code Enforcement Officer at 608-261-9843 if you have questions regarding the above items.



Department of Planning & Development  
**Planning Unit**

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Madison Municipal Building  
215 Martin Luther King, Jr. Boulevard  
P.O. Box 2985  
Madison, Wisconsin 53701-2985  
TDD: 608 266 4747  
FAX: 608 267 8739  
PH: 608 266 4635

March 8, 2006

Mr. Bob Sieger  
Sieger Architects  
1501 Monroe St.  
Madison, WI 53711

RE: Fieldhouse Station – 1501 Monroe Street

Dear Bob-

Thank you for sharing your proposal with Planning Unit staff members on February 10. We felt that there were a number of positive aspects to your project, such as the mix of retail, office and owner-occupied housing units and under-building parking.

At that meeting, and again at the February 23 public meeting, you suggested that you had received conflicting messages from Planning staff regarding the appropriateness of the height of the building. You stated that at an earlier meeting, some members of the planning staff had indicated that a six-story building at this location would be appropriate. The purpose of this letter is to make our position clear. The Planning Unit, as we discussed on February 10, feels that this building is too tall for this location-- especially given the fact that floors 3-6 are proposed to have floor-to-floor heights of approximately sixteen (16) feet, which equates to a structure that is significantly taller than a typical six-story building. We are especially concerned about the massing of the building and how it relates to the smaller (mostly 2-story) residential structures on the block, and suggested stepping the mass of the building back to relate better to that context.

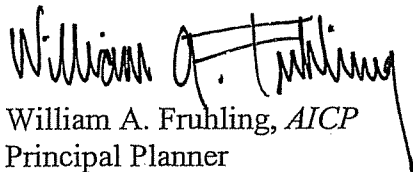
As we also discussed, the recently adopted *City of Madison Comprehensive Plan* designates this area for "Neighborhood Mixed Use" and defers specific design recommendations to neighborhood or small area plans. This site is included within the planning area of the *Monroe Street Commercial District Plan*. Although this plan is only in draft form and has not yet been introduced for formal consideration and adoption by the City, in its present state, that plan recommends structures of 2-3 stories. As we further discussed, this site is also in the soon-to-be initiated Regent Street – South Campus Neighborhood Planning area. It is expected that this plan will also produce recommendations for the future development of this corner. In the event these two planning efforts result in conflicting recommendations, the Plan Commission and Common Council will reconcile them during process of adopting the plans.

In speaking with Bill Roberts and Pete Olson (Planning Unit staff with whom you had your initial meeting), they recalled saying that it might be possible through the Planned Unit Development (PUD) process for the Plan Commission and Common Council to approve a taller building on this site, but that it was essential to meet with the alder and neighborhood before further developing the plans.

Pete also recalled discussing with you the differences in scale of your proposal and that of the adjacent, mostly two-story residential properties.

Again, there are several positive aspects to your project, but I want to clarify our position regarding the height and massing of your current proposal. We cannot support the project as currently proposed. We look forward to continuing to work with you in developing a project that will be beneficial to the community. Please feel free to contact me if you have any question or comments. Thank you.

Sincerely,

  
William A. Fruhling, AICP  
Principal Planner

c: Ald. Isadore Knox, Jr., Dist. 13  
Ald. Robbie Webber, Dist. 5  
Ald. Austin King, Dist. 8  
Ald. Ken Golden, Dist. 10  
Mark Olinger, Director, Department of Planning and Development  
Brad Murphy, Director, Planning Unit  
Jeanne Hoffman, Assistant to Mayor Cieslewicz  
Julia Kerr, President, Vilas Neighborhood Association  
Amy Rountree, President, Greenbush Neighborhood Association

Mr. Tom Parks and  
Planning Department staff  
City of Madison

July 24, 2006

Dear Mr. Parks:

As President of the Dudgeon-Monroe Neighborhood Association I would like to express my concerns regarding the proposed Fieldhouse Station project which is coming before the Urban Design Commission on Wednesday, July 26<sup>th</sup> with a proposed meeting of the full planning commission on August 21<sup>st</sup>.

Though there have been several informal meetings with neighborhood leaders to review initial and preliminary proposals I have only just received a copy of the current/final proposal from Julia Kerr, President of Vilas Neighborhood Association this past Wednesday evening. This is the first opportunity our 14 member board had to look at the now final proposal. Leaders will have another opportunity on tuesday night the 25<sup>th</sup> at a Vilas NA board meeting at which Bob Sierger will be present.

While we appreciate Mr. Sieger's plans for this problematic corner we urge you to slow down the process and review how, to whom, and when this final plan will receive full public disclosure and review especially considering the importance of this site as a gateway to our neighborhood and the Monroe Street business district. Allow me to remind you that when we received the final plans for Monroe Commons from the developer we were initially told by our alder Ken Golden. DMNA then called an emergency session of the board and prepared an outline of questions which became the agenda for that meeting on July 26th. Postcards were sent out 2.5 weeks in advance by the city and developers had an opportunity to see our questions in advance and respond to all of our specific concerns at that meeting. Ken Golden led the meeting and I believe a planner was also present. A public meeting by the transportation consultant then followed on August 31<sup>st</sup>, followed by another large public meeting on October 7<sup>th</sup> (again notified vis-a-vis USPS postcards) where more detailed explanations of zoning, the IZ requirements, height/mass alterations, grocer, TIF, density... were explained and reviewed. The first urban design meeting was not until November 17<sup>th</sup>, followed by another on December 15<sup>th</sup>. The major planning commission meeting was postponed and did not occur until March 15<sup>th</sup> of the following year.

We are now being asked to do in just over three weeks what was a strenuous and difficult process for all, especially volunteer consultants, what took nearly eight months last year to accomplish. Arguably, this project is of just as great a concern as the mixed use development Monroe Commons and with clear precedent setting implications for future development on Monroe and Regent Streets.





Some of the reasons for our major concern include the following:

- the relationship of this proposal to the nearly complete Monroe St. Business District Plan which calls for 3-4 stories in height in keeping with the general character of the housing nearby (there was a delay of the final plan to the common council in June due to the death of Ken Golden's father earlier in the summer);

- the precedent setting prospects related to height and mass for Monroe and Regent Street and their respective plans relationship to the Madison Comprehensive Plan (both Bill Fruhling and Bob Sieger were invited to a DMNA annual meeting at the end of April to address some of these concerns but neither could attend and neither sent a representative);

- the absence of University of Wisconsin planners input on this specific proposal and how its residential component dovetails with other housing initiatives and conversions currently in process for this entire corridor;

- the unresolved and postponed plans for a new Monroe/ Regent Street intersection by city engineering, which initially had some funding from UW for its construction;

- the lack of a known concrete/anchor tenant for the retail/commercial space especially with the history of alcohol abuse and behavior along this corridor and the proximity to nearby single family housing units. With no city or UW behavioral control mechanism in place for multiple occupants of a locked private condominium with long decks and lofts being used for large entertainment parties hovering over a major intersection raises red flags for safety. And;

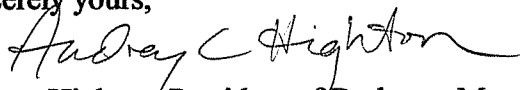
- an updated traffic analysis which includes the impact of Trader Joe's which will draw traffic from around the city only blocks away and;

- a need for green building guidelines and techniques due to the great disruption anticipated in construction.

This is certainly not a complete, comprehensive, or detailed list of our concerns but outlines some of the issues that need a much more thorough examination by a broadly chosen and well-informed working group which needs to be established going into the first public meeting of this 'first' real proposal, and which will meet regularly following this time. The expertise that comprises the working group can inform the process and act as a liaison between city planners, developers, alders and neighbors. We are hopeful that in slowing down this entire process that a 'team-like' behavior by all parties going forward will avoid the confrontation and communication problems recently witnessed for Midvale Plaza. Let us acknowledge that we all share a common goal of sustainable, walkable and user friendly neighborhoods for all of our citizens.

Thank you for consideration of our request.

Sincerely yours,



Audrey Highton, President of Dudgeon-Monroe Neighborhood Association and chair of working group for the Monroe Commons development Cc Urban Design Commission

## Parks, Timothy

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**From:** CAROL L BORCHERDING [clborche@wisc.edu]  
**Sent:** Wednesday, December 13, 2006 10:09 PM  
**To:** Knox, Isadore; "district 10"@cityofmadison.com; Parks, Timothy; McCormick, Dan  
**Cc:** heb@athletics.wisc.edu; clborche@wisc.edu  
**Subject:** Fieldhouse Station, 1501 Monroe St.

Dear Alders and City Planning/Engineering Staff,

As long time residents of the Vilas Neighborhood, we are very concerned about the negative impact of the proposed "Field House Station" on the the residential nature of the Vilas Neighborhood, and the unique character of Monroe St. We have attended all of the neighborhood meetings and are very disapointed that Bob Sieger ignored our concerns outright and deflected issues he did not want to deal with. We have three main issues/concerns with the building: 1) the size and height above the neighborhood, 2) The proposed expansion of liquor sales and outdoor entertainment, 3) traffic and parking issues.

### 1) Size and height

We live behind the proposed development on Jefferson Street and are very concerned with the prospect of another residential tower close to our home. Our family and pedestrians in the neighborhood are subjected to crude, obscene and offensive language from the residents of "The Regent" during the summer months while we are outside. We strongly believe that having another highrise residential tower so close behind our house will only continue to exaserbate the the exposure to inappropriate behavior that our family and neighbors have been exposed to while outdoors.

The building has been erroneously called a five story building by the developer. From our house we will see approximately and 85' high wall, 1 level of exposed above ground parking, 2 levels of retail space, and 3 levels of residential housing each consisting of two floors. While portrayed as a five story building, but we believe that more accurately it should be called a nine story story building.

In going to all the neighborhood and city meetings, there was a great concern for the massing of the building from the Monroe and Regent St. sides of the building. I have seen little or no attempt to reduce the scale of the building from the rear where all the residential neighbors are located.

This bulding is incompatible and completely out of line with all the City of Madison Comprehensive Paln and the proposed Monroe Street Comercial Distric plan. These are two documents that were designed, compiled and created through neighborhood and city imput to help create a stable and vibrant neighborhood environment. The size and denisty of the building is so far out of line with the current standards that it will totally destroy the characture of Monroe St. and Regent St. business districts. I believe that it will create the dominoe effect that has been seen along Langdon St. and the corner of East Gorhan and University Ave. where highrise towers where built as neighboring properties were forced to sell out to developers or redeveloppe the properties to maintain solvency as property taxes were driven through the roof by the mega development of the neighboring properties. This is not what the neighborhood and local private business owners have spent years fighting for.

### 2) Liquor License/outdoor entertainment

The proposed use and potential expansion of the commercial establishmments to include multiple liquor licenses goes against the longstanding opposition fo the neighborhood to the expansion of bars in the area. After living in this neighborhood we do not want to see an expansion of liquor licenses or outdoor amplified entertainment. We have experienced the negative effect of the expansion of beer gardens on our neighborhood, as well as increased intoxication, violence, vandalism, lack of respect for private property and the attitude that it is OK in this area because we chose to live down there. I have even been told by the police department that we should have known this when we bought our house. The rest of the city would not tolerate this behavior, we should not be subjected to it either. The city is in the process of freezing/ reducing the number of liquor

licenses in the downtown area. We do not want to be the recipient of more bars and their associated problems in our neighborhood. Please keep the Vilas Neighborhood a safe and desirable area to live and raise a family with children. We are finally starting to see more families moving into our area of the neighborhood, please do not reverse this trend.

We are very concerned by the proposal to increase the number of outdoor events allowed to sell exclusively alcohol from the current football games to all camp randall / field house events. The proposal to allow amplified music seven days a week from 11:00a.M. to 10:00 P.M. is untenable in a residential neighborhood.

### 3) Traffic and Parking

The traffic and parking issues created by the proposed building are a strong concern. We use the alley one block to the east on regent street and are dumfounded by the proposal to use the Monroe St/ Madison St. alley as the major/ only access to the proposed building. It is difficult to dangerous to enter/exit the Madison/Jefferson st. alley from Regent St. during the day and often impossible during rush hour. The proposal to create more congestion and traffic one block to the west, next to the busy Regent/Monroe St. intersection is unbelievable. Cars traveling east from Monroe to Regent will be coming around a blind corner on a green arrow creating a hazard to vehicles trying to enter and exit, or drive past the proposed alley entrance. The proposed development is creating the equivalent of a street in an alley where the city would never create a street to begin with. Please do not create additional traffic hazards and congestion in our city and neighborhood.

The proposed development has no restrictions limiting the use of parking to the residents and occupants of the building. What will prevent the developer from selling or renting the spaces to non occupants of the building pushing the residents out onto the streets. Approximately 20 % of the parking is leased from the church and would not be available at all except for the preexisting lease. What happens when it expires? With all the problems the church currently has with Sieger, I do not believe the lease will be renewed. How will this parking be replace? Our neighborhood is already a parking lot for the Regent Towers and other high density buildings, as well a parking lot for students and staff at the university, who are unwilling to pay the high rates or are excluded due to limited parking on campus. The parking monitors currently are unwilling/unable to police and enforce the current parking regulations on our streets to the point that we are often unable to park on the street out house in locatd let alone in front of our own house during the day due to comuter parking.

We strongly oppose the proposed building, Fieldhouse Station at 1501 and we would be happy to discuss any of our concerns with any of you anytime.

Thank you for your time and consideration.

Sincerely,

Hans and Carol Borcharding  
1524 Jefferson St.

**Parks, Timothy**

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**From:** Gera Bodley [ggbodley@yahoo.com]  
**Sent:** Wednesday, December 13, 2006 11:50 PM  
**To:** Knox, Isadore  
**Cc:** Golden, Ken; Parks, Timothy; McCormick, Dan; julia.kerr@sbcglobal.net  
**Subject:** Fieldhouse Station Proposal Concerns

December 13, 2006

Alder Isadore Knox  
 210 Martin Luther King Blvd  
 Room 417  
 Madison, WI 53703

Dear Alder Knox:

I'd like to voice my concerns about the proposed development at 1501 and 1509 Monroe Street and the increase in traffic that it might generate. My viewpoint is that of a member of the neighborhood who crossed the Regent and Monroe Street corner as a pedestrian during rush hour traffic for the three years I worked at the UWCU's 1433 Monroe Street location. My viewpoint is also that of a home owner whose property runs along the same alley as that of 1501 Monroe Street.

From my experience the drivers using the Monroe Street right-hand turn lane with its right-on-red feature onto Regent Street are extremely aggressive drivers. A red flag on a stick isn't the solution. I found a steely glare fixed on the driver's eyes and the determination to step into a bumper if needed as a way to slow cars. While the majority of drivers tried to get through the intersection before you reached their turn lane forcing them to stop, a few were nice until you cleared enough of the cross walk and then speed around the corner trying to make up lost time. I stopped being a pedestrian at that corner in 1995 and can only imagine it has become worse.

If the businesses, like the proposed bar and grills that require constant customer turnover, are to rely on customers turning the corner from Monroe onto Regent and then make a hairpin turn into the alley to find their parking garage, they won't be in business long. If the businesses are to rely on customers on Regent trying to make a left hand turn into the alley to find their parking garage, they won't be in business long. Not only will customers become tired of waiting to get across the street, but the residence who have paid luxury prices to live there will too.

This corner is busy almost all day long, and becomes even more busy when athletic events are going on at Camp Randall. Even in the summer when the International Drum Corp arrive there are traffic issues that radiate into the neighborhoods as Regent and Monroe become too congested.

My other concern is that cars rush through the alley looking for a short cut through the neighborhood at speeds that are dangerous considering the blind entrances to garages and back yards. They do this now. How will the proposed development increase that alley traffic?

Many times I've been near my garage and I can hear a car (who could not see me) approach and rush past without slowing down. The only thing I can do is hold my breath and look around to make sure my children or anyone else isn't accidentally stepping in front of the car at the wrong moment. Do we have

to wait until there is a fatal traffic accident before the overuse of the alleys as streets is taken seriously?

The drivers don't seem to realize the alleys are peoples backyards and are not meant for speeds greater than one would use in a busy parking lot. At times I envy residence on some of the other alleys closer to Edgewood and Vilas park because their alleys are narrow and unpaved which naturally slows the traffic speed.

There should be no reason why this proposed development should go any further without a comprehensive traffic impact study. The intersection of Regent and Monroe is congested enough as is, so a study must be done to determine what will happen when you add more traffic to the area. The alley system of the neighborhood has become side streets to some, so a study must be done to determine what will happen when you add more traffic to the area.

Sincerely yours,

Geraldine Bodley  
809 Grant Street  
Madison, WI 53711

cc: Alder Kenneth Golden  
Mr. Timothy Parks, Department of Planning  
Mr. Dan McCormick, Traffic Engineering Department  
Ms. Julia Kerr, Vilas Neighborhood Association President

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Want to start your own business? Learn how on [Yahoo! Small Business](#).

**Parks, Timothy**

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**From:** Julia kerr [julia.kerr@sbcglobal.net]  
**Sent:** Tuesday, December 05, 2006 2:25 PM  
**To:** Martin, Al  
**Cc:** Jane M Riley; troy thiel; Kevin Corrado; Audrey Highton; Parks, Timothy; Webber, Robbie; Golden, Ken; King, Austin; Knox, Isadore; John Standridge; Michael R. Christopher  
**Subject:** Fieldhouse Station

Please accept this note indicating that Vilas Neighborhood Association council voted not support the Fieldhouse Station re-development proposal, which I understand will be presented at tomorrow's Urban Design Commission.

We are not able to send a representative to this meeting, but would respectfully request that the commission consider both the draft *Monroe Street Commercial District Plan* and the adopted *City of Madison Comprehensive Plan* in evaluating this project.

Thank you.

Julia Kerr  
President  
Vilas Neighborhood Association



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Please respond to: Capitol Square Office  
Direct line: 608-252-9365  
Email: [mrc@dewittross.com](mailto:mrc@dewittross.com)

December 5, 2006

Urban Design Commission  
City of Madison  
215 Martin Luther King, Jr. Blvd.  
Madison, WI 53710

RE: 1501 Monroe Street

Dear Commissioner:

I represent that Madison Chinese Christian Church ("MCCC") in their opposition to the Fieldhouse Station Development at 1501 Monroe Street. My client has prepared a statement detailing the reasons for their opposition which will be made available to you for your December 8 meeting so I will not repeat their arguments. Instead, I would like to share with you the following additional concerns.

**1. The Plan Contains no Meaningful Transition from the Commercial Uses of Fieldhouse Station to the Adjoining Residential Use.**

The need for a transition is an essential goal as stated in the Comprehensive Plan. My client recognizes that this is an under utilized site but to cram in a very dense mixed-use proposal on a very tight site and not take into account the lower-density surrounding uses represents poor urban planning.

**2. The Traffic Circulation Component of the Plan is Not Well Thought Out at All.**

Despite numerous assurances from the Developer that a detailed traffic impact study will be provided that will include the micro-related issues relating to parking and traffic circulation, he has never been produced it. Instead, if approved as is, it is inevitable that this will result in a traffic mess. Understandably, in previous presentations to the Commission, the "circulation" aspect was noted as "poor."

December 5, 2006

Page 2

**3. The Overall Ratings Given by the Commission have Consistently Become Worse with Each Iteration.**

On March 8, 2006, the Commission rated the proposal "very good." On May 24, the Commission downgraded the proposal to "good." On July 26, the Commission's average rating was close to "poor." It appears as if the Commission has recognized that "the devil is in the details" and the details are not showing an exemplary project as the Commission initially hoped for.

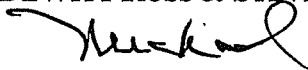
**4. Fieldhouse Station as Proposed is Inconsistent with Numerous Neighborhood Plans.**

Fieldhouse Station as proposed is inconsistent with the City Comprehensive Plan and the draft Monroe Street Commercial District Plan. These plans are not just pieces of paper that can be ignored.

There are numerous other legitimate concerns raised by the three neighborhood associations whose boundaries adjoin this site and I will leave it to them to raise their objections. This is a well-intentioned proposal but is in desperate need of a much larger footprint. It is an effort to cram a square peg into a round hole.

Sincerely,

DEWITT ROSS & STEVENS s.c.



Michael R. Christopher

MRC:aet

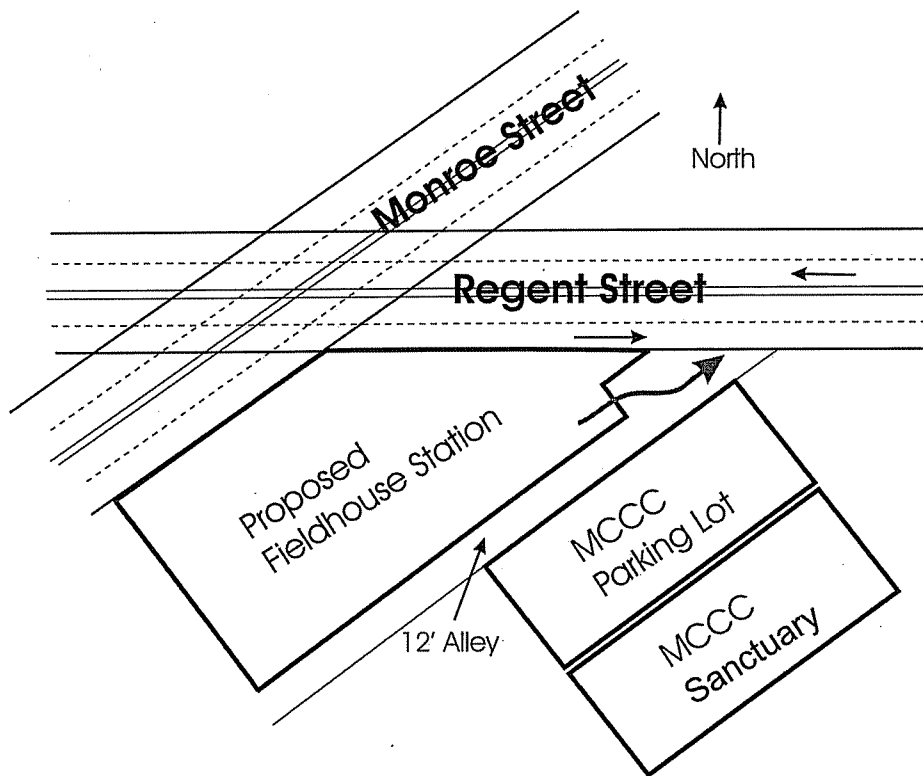
cc: Alderperson Isidore Knox ([district13@cityofmadison.com](mailto:district13@cityofmadison.com))  
Alderperson Ken Golden ([district10@cityofmadison.com](mailto:district10@cityofmadison.com))  
Alderperson Robbie Webber ([district5@cityofmadison.com](mailto:district5@cityofmadison.com))  
Mr. Brad Murphy ([bmurphy@cityofmadison.com](mailto:bmurphy@cityofmadison.com))  
Mr. Tim Parks ([tparks@cityofmadison.com](mailto:tparks@cityofmadison.com))  
Mr. Dan McCormack ([dmccormack@cityofmadison.com](mailto:dmccormack@cityofmadison.com))  
Ms. Julia Kerr ([jkerr@cityofmadison.com](mailto:jkerr@cityofmadison.com))  
Mr. Sam Kung ([skung@wisc.edu](mailto:skung@wisc.edu))  
Mr. Thomas Yen ([yen@engr.wisc.edu](mailto:yen@engr.wisc.edu))



Dear Members of City of Madison Plan Commission,

The Madison Chinese Christian Church objects to Mr. Bob Sieger's "Fieldhouse Station" plan for 1501 Monroe Street in Madison, WI. This letter details why we predict the neighborhood atmosphere will deteriorate if Mr. Bob Sieger's plan is approved.

Madison Chinese Christian Church (MCCC) is located at 1510 Madison Street, Madison, WI. Our property and Mr. Sieger's property on 1501 Monroe Street are only separated by a 12-foot-wide alley (see attached diagram). This alley is heavily used by our church members because it is the only way to access our church's parking lot from Regent Street or Oakland Street. It is critical to Madison Chinese Christian Church that this alley is accessible at all times.



Mr. Bob Sieger's "Fieldhouse Station" plan includes one level of retail stores, one level of offices, and three levels of condos. To accommodate the parking needs of his clients, Mr. Sieger proposed three levels of over 100 parking spaces. According to an old version of Mr. Sieger's traffic report, the Fieldhouse Station will generate approximately an extra 750 vehicles' traffic.

On surface, it seems that an extra 750 vehicles' traffic is insignificant because both the Regent Street and the Monroe Street are 4-lane paved roads and they already have over 40,000 combined vehicles' traffic per day. However, it is critical to realize that all these extra 750 vehicles' traffic will enter and exit the Regent Street through the narrow alley as shown by the red arrow in the above diagram.

Most of the vehicles of our church members will enter the alley to reach our parking lot through the Regent Street. Because the Regent Street always has heavy traffic, our church members often need to wait on the left lane of west-bound Regent Street. On the other hand, because of the alley's sharp corner, the vehicles of our church members always slow down the traffic along the right lane of east-

bound Regent Street. This is the current condition before the addition of the traffic from 750 more vehicles. If the Fieldhouse Station is approved, the increased vehicular traffic from 750 vehicles will generate significant amount of traffic delays to our members along the Regent Street as shown by the two black arrows, which will cause severe vehicular congestion along the Regent Street.

Even worse, the additional vehicular traffic is not the only factor that will lead to severe traffic delays and congestion. About six years ago, Mr. Bob Sieger received an alcohol license to operate a bar on his property. Since then, there has been at least one night per week that this alley becomes inaccessible to our church members. It is inaccessible because Mr. Sieger's inebriated clients loiter along the alley, especially at the sharp corner between Regent Street and the alley. When our church members turn off Regent Street into the alley to reach our parking lot, the alley is blocked by Mr. Sieger's inebriated clients standing/sitting on the middle of alley, often moving slowly or completely ignoring the vehicles even after be asked to make way.

As these loiterers block the alley, our members are forced to wait either in the right lane of east-bound Regent Street or (shown by the two arrows on the diagram). The result is that our church members' vehicles must block two of the four lanes of Regent Street. Therefore, when Mr. Sieger's inebriated clients obstruct traffic near the sharp corner, it not only prevents our church members from quickly maneuvering their vehicles into our parking lot, but also forces our church members to cause a small traffic jam along Regent Street. This often upsets other drivers along Regent Street, which is a very busy street and greatly complicates the interactions of vehicular traffic and pedestrian flows along the Regent Street side walk.

In his "Fieldhouse Station" plan, Mr. Bob Sieger envisions a bar on the first floor with 85-decibel outdoor music and around 40 condos on the third, fourth, and fifth floors. This combination is designed to create still more of an alcoholic party atmosphere in the neighborhood. If Mr. Bob Sieger's plan is approved, more of his inebriated clients will block the narrow alley more frequently. Consequently, Mr. Bob Sieger's Fieldhouse Station will significantly deteriorate the local traffic and side walk pedestrian conditions and neighborhood's relationships. This will lead to a very hostile and dangerous environment for the neighbors and church members both pedestrians and vehicular traffic.

In summary, we respectfully request that the officials of the Madison City Plan Commission consider our concerns and reject Mr. Bob Sieger's "Fieldhouse Station" plan on 1501 Monroe Street, Madison, WI. Thank you very much for your consideration and help.

Samual Kung, Chair of Deacon Board of the Madison Chinese Christian Church

Thomas Yen, Acting Chair of Trustee Board of the Madison Chinese Christian Church

CC:

Aldersperson Isadore Knox  
Aldersperson Robbie Webber  
Aldersperson Austin King  
Brad Murphy  
Tim Parks  
Dan McCormick  
Julia Kerr

**Murphy, Brad**

**From:** Laurie Robertson [laurierobertson@mac.com]  
**Sent:** Friday, November 17, 2006 1:50 PM  
**To:** Knox, Isadore; Murphy, Brad; wroberts@cityofmadison.com  
**Cc:** julia.kerr@sbcglobal.net  
**Subject:** 1501 Monroe Street

Dear Alderman, Isadore Knox, Jr., Director Brad Murphy, and City Planner Bill Roberts,

I am writing to you officially, to share with you my feelings about Bob Seeger's proposed development at 1501 Monroe Street --Fieldhouse Station. I have attended numerous meetings and spoken with Isadore in the past about the project and about other infractions Mr. Seeger has had with his current building at ALRC meetings. (I didn't get a chance however to speak with Ald. Knox at the last meeting re: Fieldhouse Station, so I want to put my concerns in writing prior to the Plan Commission review of the project on Dec. 18). I will try to be as succinct as possible.

First, let me say I support development, and feel that 1501 Monroe Street could benefit from redevelopment.

However, Bob Seeger has had numerous infractions with the city and run-ins with neighbors in how he has handled his current building, the tenants, and the Grid Iron, including flagrant violations of city permits that has gone on for years. He was also in violation with the second condo unit he built at the corner of Oakland and Madison St., so I would like to encourage the city not to give him yet another chance, by building Fieldhouse Station, to break the law and upset the neighborhood.

He is not the best candidate to develop the site and I have great concerns, that no matter what he says, it will be glorified student housing, with loud music and partying, that will subtract from, not add to the neighborhood and city area. That said, he owns it, so, I don't know on what basis he can truly be denied, although I hope you would consider his past track record, and not afford him the right to another endeavor.

If he is in fact allowed to develop, however, I would like to ask the city to please pay extra special attention to this project and heavily-scrutinize the process before, during and after completion, as a minimum of service to the neighbors.

My main concern is his request for the following:

**"The application also includes a request to be allowed outdoor, amplified music up to 85 decibels between 10 am and 10 pm seven-days-a-week on both the street-level plaza and second-floor deck."**

I, and the vast majority of the neighbors ask that **THIS SPECIFIC REQUEST BE DENIED.**

No building or restaurant or bar that I know of plays this kind of music at this loud a level for 12 hours seven days a week. That is insane! It would be much too loud and much too pervasive. I would ask for much lower level music on Fridays, Saturdays and game days only. My family and I, kitty corner from the development, at 810 Oakland Ave., can't imagine living with this type of craziness, and can't possibly understand how residents in the condos above the bar(s) would be able to live with that level of noise either. I would think their walls would be shaking. Mixed use is a wonderful design in any urban project, but it must be achieved respectfully and with broad appeal, not cause others to be displaced or subtract from the value of the neighborhood.

Although I have many other misgivings about the project in general, my other main concern is traffic. Although a city traffic representative at the last meeting, noted that increased congestion (particularly on Regent Street) is a part of a bustling city, I would hope that the city would do everything possible to mitigate congestion and/or avoid it. I don't know that Regent area right before Monroe Street is an area that should have any more congestion added to it.

Again, if the project is to go forth, I ask that the city do their diligence to make sure that the building is a good neighbor in every way, as I don't feel that we can count on Bob Seeger alone, to ensure this.

Thank you so much for your time. I value your service to our city and residents.

Sincerely,

Laurie L. Robertson  
810 Oakland Ave.  
259-9233

Pleased let me know if there are other interested parties on the plan commission to whom I should forward this letter. Thank you.