

**From:** Amy Grunewald Mattison <[REDACTED]>

**Sent:** Monday, October 2, 2017 12:36 PM

**To:** Eskrich, Sara

**Subject:** 1700 Monroe Development

Dear Sara,

We moved to the Dudgeon Monroe neighborhood in 2009 after buying a house close to the intersection of Monroe and Spooner. We signed our paperwork while sitting in Pizza Brutta, looking at our house across the intersection, and knew how often we would return there to eat with our young sons. When looking for a home, our first priority was a walkable neighborhood within easy walking or biking distance to the hospital. As we've grown into the neighborhood, we now count on the conveniences we have here and yet appreciate the quiet, welcoming feel our neighborhood has been able to maintain.

While we had a sense that the bank building across the street from our backyard was not going to stand the test of time, we have appreciated the low height of the building which allowed for watching sunrises and observing the night sky for the past 8 years. We will miss that part of our home life, but we believe the benefit of the proposed development will enhance the neighborhood in other ways.

We are pleased to learn that the developing company most likely to develop the land is local, owns and manages the buildings it develops and employs a neighbor and friend of ours. The presentation on September 19 showed that ULI has put careful thought and attention into how best to serve the neighborhood. We are confident that they will continue to be conscientious in their work throughout the project. The proposal will bring new neighbors who value the walkability of this neighborhood and the shops, park, library, and schools that are nearby. ULI will build a structure that will be aesthetically pleasing with the structures and landscape around it. The development will also provide more opportunities for shopping and dining which will in turn bring more people to existing shops on the popular street. We would be especially supportive of the library moving across the street into a bigger space!

As with any development, there are aspects of it that bring challenges. Being the closest homeowner to the proposed project, we appreciated talking with members involved in its development early in the process. We feel our concerns will be addressed and that in the end the project will enhance our neighborhood. The challenges that we foresee are as follows:

1. Pinch point on corner of Spooner and West Lawn: Traffic flows quickly around the corner to either travel north on Spooner or west on West Lawn. Pedestrians, including many school children, walk, bike and scooter around this corner twice daily. There is a small terrace between the sidewalk and the road, but with a building abutting the sidewalk, there is no room for error (or a misstep by a toddler) in making the turn around the corner.
2. Driveway to surface lot on Spooner: Currently, the bank entrance is off of Spooner while the exit is on Stockton Court. Cars may enter off of Spooner, but cannot exit. If cars are going to exit, there is potential for difficulty getting onto Spooner either direction (but particularly turning left) because of the high volume of traffic at peak times, the sharp curve, high speeds off Grant turning onto Spooner, and the proposed narrow sight line (if the building is right on the sidewalk). It will also be more difficult to use our driveway during peak travel times because in addition to yielding to traffic turning off Keyes to go south on Spooner, traffic traveling north and south on Spooner from West Lawn and Grant, we will also need to be aware of any traffic pulling out of the parking lot. If deliveries (including refuse pick up) are also made in this space, that will add to the Spooner exit challenge.

Both of the above points relate to the underlying issue of traffic flow on the intersection of Monroe, Grant, Spooner, and West Lawn, which is a problem currently and has recently grown worse. Idling traffic is a particular concern in the afternoon hours. Cars are lined up traveling south from the stop sign on Spooner to the bridge over the bike path and sometimes beyond. Because of visibility (there is a rise traveling north from Grant St over Monroe, traffic at the Spooner stop sign must wait for clearance, often an entire light cycle. Also, the Spooner speed limit is 15 (except 20 at each end for the school zone) but it is rarely observed or enforced.

After speaking with traffic engineers at the Monroe Street Construction meeting, it was clear that our concerns are shared by the city, but an easy solution is difficult to find. Could it be time to make traffic flow only one way between West Lawn and Monroe at the intersection of Spooner? This would provide more space between the new building and the traffic; it would remove the wait on Spooner at the stop sign to yield to traffic from the left and remove the wait on West Lawn for traffic turning onto Spooner to travel north. Pedestrians would be safer crossing Spooner because there would be no right turning traffic and and no traffic crossing Monroe from Grant. The remaining traffic lane could become green space -- maybe a garden to rival Art Decco's amazing living art piece on Grant and Monroe!

While the development of the Associated Bank site will not necessarily contribute to the volume of traffic, it is our hope that the city will address this traffic snarl and pedestrian safety issue at this time when Monroe is being reconstructed.



October 11, 2017

**To Whom It May Concern, Regarding Public Comment on Proposed Development of 1720 Monroe Street:**

We are writing as residents of the Dudgeon-Monroe neighborhood, living at [REDACTED] Stockton Court in Madison. We also serve as the Caretakers of property for the Madison Friends Meeting (Quakers) located at 1704 Roberts Court (the adjacent property). We understand that ULI has filed a proposed development plan for 1720 Monroe Street, currently occupied by the Associated Bank. We have seen the plans, attended two presentations (one at the Quaker Meetinghouse and one at Hotel Red) on the plans, as well as met with Alder Sara Eskrich to tour the neighborhood and review potential impacts of various aspects of the design.

Here are our current concerns about the project as proposed:

1. The current design of the property does not provide a phased step down/step back in the rear (north face) of the building stipulated for PD zoned properties that directly adjoin residential neighborhoods. This affects the amount of shade cast by the building as well as the overall sense of preserving this as a transitional, and not strictly commercial zone. Trader Joe's has a step down on the north-facing side of its building as do other properties developed off Monroe in the past 5-10 years.
2. The current design preserves NO green/lawn space, nor does it integrate green roof design. Since part of this proposal involves residential units, in an otherwise landscaped residential area, it feels both at odds with the character of our neighborhood and also presents potential storm water drainage issues. The storm water runoff effects following the development of the Trader Joes property has been a significant problem for neighbors on Spooner and Roberts Court. There is very little "green area" for rain water to be absorbed, so the stormwater system has to manage and carry the volume of water to existing drains. Street drains already back up and flood on Spooner and Roberts Court, so Stockton Court could face similar effects.
3. Related to the issue of loss of lawn/green space around the building is that the sight lines of this property extend well beyond the current sight lines of surrounding residential properties. ULI proposes to build all the way to the current sidewalks, instead of setting the building back to preserve sightlines (and integrate any lawn/green space).
4. The increase in residential units means a significant increase to traffic on Spooner, Roberts and Stockton Court. Roberts Court is already narrow, with restrictions on parking. We would STRONGLY support requiring the underground garage to direct traffic to the right and restrict left turns onto Stockton Court for safety and congestion reasons. This has been the practice of the Associated Bank.
5. We are concerned about how the air intake and exhaust for any restaurant and for the underground parking will affect the character and value of the neighborhood. The noise from the Trader Joe's parking garage and residential units is significant. We would request that the designers assume responsibility to mitigate in every way possible the effect of noise and smell for neighboring properties.
6. Finally, while we enjoy and would support restaurant development, we are categorically opposed to liquor licenses beyond that utilized in a dining context; this is not a "late night bar" neighborhood. We have school aged children, as do many of the residences surrounding this property and want the businesses brought into this PD zoned development to remain cognizant of that.

Thank you for considering our concerns and input.

Chris Frakes & Ginger Morgan

Copied: Joel Bodilly & David Hoffert (DMNA), Sara Eskrich (Alder), Matt Tucker & Heather Stouder (city of Madison), and Anne Morrison (ULI)

## Wells, Chris

---

**From:** Eskrich, Sara  
**Sent:** Sunday, November 05, 2017 8:20 PM  
**To:** Wells, Chris  
**Subject:** Fw: 1720 Monroe Street

For the legistar file. Thanks!

---

Sara Eskrich

**DISTRICT 13 ALDER**  
CITY OF MADISON  
(608) 669-6979  
district13@cityofmadison.com

Subscribe to District 13 updates at [www.cityofmadison.com/council/district13/](http://www.cityofmadison.com/council/district13/)

---

**From:** Jessica Richards <[REDACTED]>  
**Sent:** Friday, November 3, 2017 9:38 AM  
**To:** Eskrich, Sara  
**Subject:** 1720 Monroe Street

Hello,

I just wanted to drop a quick note saying that I live near the proposed development and support the ideas that ULI is suggesting. I think they understand the astectics of the area and definitely have a stake in the success of the neighborhood. I am excited for the new retail spaces!

Thanks,  
Jessica Richards  
[REDACTED] Keyes Ave

**From:** Dan Scanlon <[REDACTED]>  
**Sent:** Thursday, September 21, 2017 10:28 PM  
**To:** Eskrich, Sara  
**Subject:** Neighborhood meeting

Sara,

Thank you for meeting with us this evening and thanks for listening to our concerns. Thank you for your time. I believe that in the next few days you will hear from the individuals in the group and a few others. Thank you for the information regarding who we should contact. As you know I have a number of concerns regarding the development and have three main concerns. My intent is to lobby for the three changes on my list that you have.

I support redevelopment of this site, in fact I look forward to it, but I have a few concerns listed below. I will frequent the inevitable restaurant that will go in and hope to see other commercial tenant spaces filled with services the community wants. I am an architect and understand that there will be about a year of construction on the site. I will endure the noise and disruption and I champion the timing, and added expense, of the construction as it relates to the Monroe Street project.

I will support development that achieves the following critical items:

Maintains a four story maximum with step backs as required in the adjacent Traditional Shopping Street (TSS) zoning district and described and adopted as official city policy in the Monroe Street Corridor Plan.

a)

For the proposed development these step backs are particularly important as all of the contiguous properties on the north side of the development are residential properties. It is understood that development in the PD zoning district is guided by the adjacent zoning districts and the Monroe Street Corridor Plan, which limits development to three stories unless there is significant compensating value added (Monroe Street Corridor Plan, page 49, third paragraph).

b)

The five story structure at 1802 Monroe (Trader Joe's) is zoned PD and complies with the intent of the step back rules as it meets the residential neighborhood on Harrison Street. The property at 3502 Monroe (Gates and Brovi) is zoned PD and is four stories tall and is designed with step backs and is contiguous to a residential property.

c)

The developments at 723 Glenway, (Madison Chocolate Shop) and 2624 Monroe (Knitting Tree) have incorporated the step back requirement as the development meets residential properties.

Directs audible exhaust and intake noise generated by the buildings systems for all commercial tenants, restaurant tenants, underground parking exhaust and the rental/residential heating and cooling systems away from the contiguous residences to the north.

The north side of this building will be the service side of "back of the house" and is usually where these utilities are placed. Monroe Commons (Trader Joe's) creates extensive ventilation, intake and building exhaust noise. Currently the noise created by the Monroe Commons building is audible as far as Rowley Street and additional noise created by the new development will be adverse to the quality of life of the residents directly behind the development as well as all residents already affected by Monroe Commons.

Of particular concern is restaurant exhaust noise and smell. It is possible that one or more of the four tenant spaces will entails some sort of food preparation. The noise and odor generated from the exhaust systems of restaurants and kitchens can be extremely loud and foul and remedies can be expensive if not incorporated into the design now.

Revisiting the exhaust issue at the time of a liquor license review would be beyond the point of feasibility to implement an internal building/roof based exhaust system. An exhaust system that would be installed 'up the side of the building' would be unsightly and unlikely because of

rental unit balconies. A remedy that would be installed out the back towards the residential properties exhaust system is completely unacceptable.

Requires the vehicles parked underground to exit on Stockton Court right turn only (“no left turn” onto Stockton Court).

This request is aimed at reducing the traffic on Stockton Court and on Roberts Court which has an actual clear road dimension of 17’-10” wide and is severely compromised during snow events and restrictive through out the winter. (17’-10” is smaller than the width of two parking stalls.) Residential structures on Roberts Court are less than 8’- 0” from the curb.

Thank you again,

Dan Scanlon

**From:** Judy Sidran <[REDACTED]>  
**Sent:** Friday, October 27, 2017 8:27 AM  
**To:** Eskrich, Sara  
**Subject:** Fwd: Associated Bank Building

Dear Sara,

We will be out of town for the meeting 11/2 about Monroe St. and the Associated Bank Building project proposal.

I wanted to let you know how excited I am about this development and that ULI specifically are the developers. ULI does excellent work taking into account location, quality, design, use and materials. This project will be an outstanding asset at a perfect time for growth in our neighborhood, which by the way the developers also live in.

Bringing a beautiful rental property to the Vilas area insures that people who want to stay and down size will have that opportunity keeping the neighborhood full of mixed ages and incomes. The addition of commercial space will enhance the vibrancy of our business community.

When I heard that ULI had bought the building I wrote to congratulate and support them immediately. I hope you will do the same.

Thanks for your consideration,

Judy Sidran

**From:** Marnie Harrigan <[REDACTED]>

**Sent:** Saturday, September 23, 2017 7:42 AM

**To:** [REDACTED]; [president@dmna.org](mailto:president@dmna.org); [zoning@dmna.org](mailto:zoning@dmna.org); Eskrich, Sara

**Subject:** Concerns - Associated Bank Project

Anne, David, Joel, and Sara,

Thank you, Anne, for your informative meeting the other night at Hotel Red regarding your intentions for the project on the Associated Bank property. And, Sara, thank you for taking the time to hear input from those of us who live directly north of the property.

We live on the corner of S Spooner St and Roberts Ct. First off, let us say that we are in favor of creating neighborhoods that provide amenities and services within walking distance from where people live. That is why we have remained homeowners in our current location for 26 years. We can support the project in some form. However, we have a number of concerns about the proposal as it currently stands.

The nature of this section of the neighborhood is such that it can not accommodate a structure of the proposed size in such close proximity to single family homes. Traffic, noise, restaurant odors, loss of sunlight, pet waste, and drainage are big concerns. Although you stated you intend to keep with the current "no left turn" onto Stockton Ct, how would this be enforced? The streets to the north and west of the property (Stockton Ct, Roberts Ct, and Spooner St) are very narrow, and on two of the three, there is no buffer between the sidewalk and the street. Wintertime travel is already hampered by snow removal challenges. Families with young children live on these streets, and hundreds of schoolchildren walk by this site every week. Delivery trucks would block the only northbound lane of traffic near the bend on Spooner and create a hazard on an already busy thoroughfare. The addition of a restaurant and HVAC system for such a large building will add to the noise for neighbors who have already sacrificed due to the increased traffic and noise from Monroe Commons and Trader Joe's. Encroachment of a five story building and surface parking into the back yard of the neighboring house on Spooner would block sunlight for immediate neighbors, cause them to lose their garage, and obliterate their yard. Building out to the sidewalk on Spooner does not fit in with the residential character of that street and eliminates the only green space on the property. Our lawns will become latrines for the dogs of your residential tenants. There is already a flooding issue in the basements of some of the surrounding properties due to inadequate drainage during heavy rains.

Due to the above issues, the project must be reduced in size and incorporate enhancements to mitigate the effects on your future neighbors, who already pay hefty property taxes for the privilege of living here and do not want our quality of life to suffer. Please refer to the letter submitted by our neighbor, Dan Scanlon. We strongly support each of his points regarding exhaust noise, odor, step backs, and a reduction in the number of stories.

Sincerely,

Marnie Harrigan and Mark Salerno

[REDACTED] S. Spooner St  
Madison, WI 53711



## Wells, Chris

---

**From:** Eskrich, Sara  
**Sent:** Monday, November 06, 2017 9:35 AM  
**To:** Wells, Chris  
**Subject:** Fwd: Proposed Apartment Building on Monroe Street

**Follow Up Flag:** Follow up  
**Flag Status:** Flagged

For the legislative file. Thanks!

Sent from my iPhone

Begin forwarded message:

**From:** Muriel Krone <[REDACTED]>  
**Date:** November 6, 2017 at 8:20:57 AM CST  
**To:** "Eskrich, Sara" <[district13@cityofmadison.com](mailto:district13@cityofmadison.com)>  
**Subject: Re: Proposed Apartment Building on Monroe Street**

Sara, I just returned from an eleven day trip this morning.

I spoke from the heart when I wrote the letter below. I shed many tears when I heard about the project -- It is heart-breaking to think about such a large-scale building right in my backyard. You know I am a master gardener who has spent a good portion of my life in this space improving the quality of life of this neighborhood. Our gardens, lawns, noise, lighting, safety or privacy doesn't seem to matter. Our life savings are invested in our little homes. This tiny block is being overtaken by a powerfully political company who doesn't seem to be listening to our concerns. Making money seems to be the over-riding factor which deeply affects those of us who live here, not only in this particular block as well as the entire neighborhood, including Vilas neighbors & Clarendon neighbors.

Monroe Commons took several years of discussion & compromise before being allowed to be built. This project is being rapidly pushed through with little compromise. The fact ULI are slicing up a Spooner Street residential-zoned property, taking down private garages, not adhering to the Dudgeon-Monroe plans by building a 5-story huge building, no setbacks, etc. totally disrespects the laws of our neighborhood. The proposed building ignores the 4-story maximum with step-backs as required in the adjacent Traditional Shopping Street (TSS) zoning district and described and adopted as official city policy in the Monroe Street Corridor Plan. We have all learned about the extra traffic, 24 hour noise, clanging & beeping delivery trucks, 5:30 AM garbage dumpsters, flooded basements, etc. Monroe Commons has caused this neighborhood to endure on a daily basis. Let's not make these same mistakes.

Yes, Sara, please include my e-mail. The neighbors need a voice in this important matter which will be impacting our quality of life now & in the future. Thank you for the opportunity to express my opinions.

Sent from Muriel's iPad

On Nov 5, 2017, at 8:26 PM, Eskrich, Sara <[district13@cityofmadison.com](mailto:district13@cityofmadison.com)> wrote:

Hi Muriel,

Just following-up, would you like me to share this email as part of the public record for this project? (In the Legistar file for the Plan Commission.)

Thanks,

Sara

---

Sara Eskrich

DISTRICT 13 ALDER

CITY OF MADISON

(608) 669-6979

[district13@cityofmadison.com](mailto:district13@cityofmadison.com)

Subscribe to District 13 updates at [www.cityofmadison.com/council/district13/](http://www.cityofmadison.com/council/district13/)

---

From: Muriel Krone <[REDACTED]>

Sent: Sunday, September 24, 2017 2:24 PM

To: [REDACTED]; Eskrich, Sara; [president@dmna.org](mailto:president@dmna.org); [zoning@dmna.org](mailto:zoning@dmna.org)

Cc: Muriel Ann Krone

Subject: Proposed Apartment Building on Monroe Street

Anne, Sara, David, Joel,

Thank you for setting up the meeting this past week. It was the first opportunity for the DMNA neighborhood to visually see what Urban Land Interests plans for our well-loved neighborhood. Even though I was the one who suggested to Anne to have the meeting at HotelRed, I was truly surprised at the open bar with the loud music and the throng of people outside at the bar tables on a week night. I had not witnessed this scene prior to this week and was frankly a little shocked.

Monroe Street is a long busy street which houses many families, businesses, schools, and other folks with different opinions and interests on what we want our neighborhood to be. I personally would never want that HotelRed noisy bar scene next to my house.

It will be a challenge to incorporate a very large & many story apartment building with lots of activity, noise, more traffic, dog-walkers, bicycles, pedestrians into such a small area. We need to keep the ambiance of this neighborhood intact and respect those who came before us. We love our quality of life in our neighborhood.

We have a unique parcel of land next to us which has a one-story building and presently has only a few people in it during the day and zero population from closing time to opening time and no activity on weekends or holidays. What a dramatic and drastic change to build a 5-story vast brick building with 67 apartments and all that brings to our "quiet" space. This block is where we live -- our home residence. I have lived here for over 28 years and I have invested all my hard manual labor and money into this plot of land. It is a residential, highly desirable safe neighborhood filled with children, families who have aged in place, and businesses owned by locals.

I am deeply saddened by this project. It will drastically change the quality of life for those of us who reside on this little block. I am an avid master gardener and will have limited, if any, sunlight. I will no longer see the sun come up in the morning. I will lose my privacy with floors of people being able to look into my house and yard. I will be walking the sidewalks with many more people, having more cars driving our narrow streets, pets using my yard as their bathrooms and added noise, lights and smells.

However, I am a realist and know this, or another project, will be built on this site. Please consider the close-knit residents who call this place home when planning this project. Cut down the building height -- make step backs conform with other Monroe Street buildings. Make the building less dense -- reduce the size. Keep the small narrow streets behind the building safe without added traffic. Keep the noise level down - fans, exhausts, transformers, odors. Remember the residents in Clarendon Apartments need to have their windows open. Please don't carve into the residential property, 625 South Spooner, next to the bank for automobile parking -- underground or surface. The DMNA did not allow Randall Bank to use this site for parking many years ago and it should still stand. South Spooner Street is residential -- keep it that way.

I would also want to encourage the developers to guarantee that all the digging, noise, pounding will not cause our houses to develop cracks in our houses. When the Spooner bridge was dropped and rebuilt several years ago, the shaking earth caused our house ceilings to crack. Keep in mind that some of our houses are over 100 years old.

It may just be another building project to make money for the developers and city tax base, but for those of us who live in this neighborhood it is our home.

Muriel Krone

■ South Spooner Street

**From:** Tim Thompson <[REDACTED]>  
**Sent:** Thursday, November 2, 2017 11:10 AM  
**To:** Eskrich, Sara  
**Subject:** Re: Meeting tonight

Hi Sara:

I understand that there will be another ULI meeting this evening at Hotel Red. Unfortunately, I have to work tonight and will be unable to attend. I continue to have the same concerns that we discussed when we met at the cafe about 6 weeks ago. Just a reminder, they are:

1. Traffic: Stockton Court and Roberts Court are not designed for substantial traffic and an increase to support this retail and residential is certain to increase traffic, causing major safety problems.
2. Moving/delivery vehicles: There is no loading dock or area for these vehicles to stop. In my experience, they will just stop anywhere they want and put on their flashers, adding to traffic and safety concerns on Roberts/Stockton/Spooner.
3. Noise/HVAC: Standing behind Trader Joe's is a perfect way to understand how the noise from hot water heaters, underground parking venting and overall HVAC combine to create an extremely loud situation that is 24/7 and audible for blocks. This venting and the venting for the hood fan from the proposed restaurant space can and must be routed out the roof of the building or those of us located behind this building will be taking on a truly life-changing level of noise.

I have participated in the ongoing conversation with the DMNA, and their letter addresses these issues. I just want to make my personal concerns clear to you. The noise issues in bullet point 3 above are by far my largest concern, the easiest one for the developers to address and mitigate, and the one that is most likely to adversely affect the lives and property values of adjacent neighbors. I hope you share this concern in particular and do what you can to ensure that this obvious and preventable problem is addressed and mitigated in any approved building plan for this site.

Thanks again for your time and consideration.

Tim Thompson  
[REDACTED] Stockton Court

**From:** Corning, Jordan <[REDACTED]>  
**Sent:** Tuesday, September 26, 2017 8:20 AM  
**To:** Eskrich, Sara  
**Cc:** [REDACTED]@gmail.com'; [REDACTED]@gmail.com'  
**Subject:** Development at [1720 Monroe Street](#)

Sara,

My name is Jordan Corning. My wife, Megan Corning, and I live at [REDACTED] Roberts Court. Please accept our apologies for missing last Thursday's meeting to walk around the proposed development site at [1720 Monroe Street](#). We had a family emergency that required us to drive up to Eau Claire on short notice that evening.

I'm writing to express my support for the critical items my neighbor, Dan Scanlon, has outlined in the attached document. They are sensible, well thought out, and should not be a significant burden on the developer. The revitalization and development of Monroe Street has been a success, due in large part to developers' willingness to respect and work with property owners in the surrounding neighborhoods. I expect this development will be no different.

If you have any questions or would like to discuss these comments, please do not hesitate to contact me at 608-[REDACTED]-[REDACTED] or at [REDACTED]@gmail.com. Thank you for your time and for your service to our neighborhood and larger community.

Best,

Jordan

**Jordan C. Corning**  
**Attorney**

**HUSCH BLACKWELL LLP**

[33 E. Main Street, Suite 300](#) P.O. Box 1379

Madison, WI 53701-1379

Direct: [REDACTED]

Fax: [REDACTED]

[huschblackwell.com](http://huschblackwell.com)

## Wells, Chris

---

**From:** Douglas Poland <[REDACTED]@me.com>  
**Sent:** Wednesday, November 08, 2017 8:18 AM  
**To:** Eskrich, Sara; Wells, Chris; President Dmna  
**Subject:** UDC Meeting to address proposed project at 1720 Monroe Street

Ald. Eskrich and Messrs. Wells and Hoffert,

I write in support of the project that Urban Land Interests has proposed for 1720 Monroe Street. I currently serve as the Vice Chair of the Board of Directors of Downtown Madison, Inc., and as a Vilas Neighborhood Association representative on the Edgewood/Neighborhood Liaison Committee, but I do not purport to speak for or represent either organization in providing my comments in this statement. Rather, I am submitting this statement in my capacity as a resident of the Vilas neighborhood and as a downtown business owner with experience as a tenant of ULI.

I strongly support Vilas and Dudgeon Monroe neighborhood businesses, and especially those along Monroe Street. Many amenities have been added over the years, making Monroe Street a much more vibrant and attractive street, but the block where the Associated Bank is currently located is currently devoid of any stores or residences that would contribute to the vitality of Monroe Street. For those of us who enjoy living in vibrant urban neighborhoods, this would add considerably to the desirability of the neighborhood.

Second, I strongly support increased density in residential units in the City of Madison generally, and also in infill developments along Monroe Street, for two reasons. The first reason is to provide more affordable housing. As the owner of a single-family home, I recognize that I am fortunate to own such a house, but with the low inventory of single-family homes, there is very little availability of such properties for sale, and the prices have escalated to the point where they are not affordable for many residents. In addition, taxes on single-family homes have increased to the point where they are making the homes unaffordable. By providing many residential living spaces in the neighborhood, the proposed project will provide an opportunity for people who cannot find an affordable home in the Vilas or Dudgeon Monroe neighborhoods to remain in those neighborhoods. A second reason is that as climate change takes hold and affects Madison, and we focus more of our efforts on combating climate change through living more sustainability, we must increase the density of our cities, including Madison. We know that we are becoming a more urban society, and Madison is growing rapidly. We also know that cities that are more dense and urbanized are more sustainable. If the choice is to either build more density in infill developments such as the one that ULI has proposed, which are in already developed areas with access to public transit and walkable neighborhoods, or to pave over more rural areas and create new communities where there is no public transit, it is clear that the far more responsible and sustainable choice is to approve projects such as the one ULI has proposed.

Finally, I strongly support the project because of my experience as a tenant of ULI's. I am an attorney, and two years ago, I left my former firm and opened a new office in ULI's building at 10 East Doty Street. ULI has been a model landlord. They are incredibly attentive to my needs, respectful of my privacy and my office space, and they are proactive in coming to me with suggestions about how my rental experience might be enhanced. I cannot express enough how excellent the experience of renting from ULI has been.

In sum, I believe that this is the right project, in the right place, at the right time, and proposed by the right developer. I hope that UDC will approve the project. Thank you for considering these comments.

Very truly yours,

Douglas M. Poland  
[REDACTED] Adams St.  
Madison, WI 53711  
[REDACTED]

**From:** Anne Morrison <[REDACTED]@me.com>

**Date:** November 08, 2017 10:26:33 AM

**To:** Megan Spicer <[REDACTED]@gmail.com>

**Subject: Re: Associated Bank Redevelopment**

Hi Megan,

Thanks for your comments. Could I forward this to the City so that it can be included with the other letters of support as part of the record for the project? Please confirm that is okay.

Kind regards,

Anne

Hello,

My husband and I would like to express our sincere support for the redevelopment of the Associated Bank property. We live three blocks away from the property and walk, ride or drive by the area almost every day. We moved here three years ago from the far West side of Madison largely due to the Monroe Street retail (& the wonderful schools of course!). The proposed design will fit in with the neighborhood architecture and zoning and it will enhance the character and vibrancy of our neighborhood. It will also create density for the neighborhood, which is a GOOD thing. We need neighborhood residents to support our restaurants, shops, and retail locations. If we can supply different housing opportunities for more residents, which this development tastefully does, our neighborhood will be stronger, more vibrant, and successful for years into the future.

This project has been proposed in a thoughtful, respectful and smart way. It will contribute to the desirability of the neighborhood and will allow more people to join our fantastic community. We fully support this project as proposed and hope you see the numerous positive reasons why.

Sincerely,

Megan Spicer & Michael Siniscalchi

[REDACTED] Keyes Ave

## Wells, Chris

---

**From:** Amanda Veith <[REDACTED]@gmail.com>  
**Sent:** Wednesday, November 08, 2017 10:54 AM  
**To:** Eskrich, Sara; Wells, Chris  
**Subject:** Letter of Support 1720 Monroe Street

Good morning,

I'm writing in support of ULI's proposed development at 1720 Monroe Street. Please share my comments with UDC and Plan Commission.

I attended the neighborhood meetings for the project and I know that this proposal has a lot of support. I grew up in the DMNA neighborhood and am raising my two young children here. We've lived on Keyes, West Lawn and even rented at 619 S. Spooner--just next to this site! We love the neighborhood and want to see it become even stronger. I am very familiar with ULI and the quality of their work and am excited that they are working on this project. It will bring needed housing and great locally owned businesses to the block. I encourage your support of this project!

Best,

Amanda Veith



## Wells, Chris

---

**From:** Craig Stanley <[REDACTED]>  
**Sent:** Wednesday, November 08, 2017 11:23 AM  
**To:** Eskrich, Sara; Wells, Chris  
**Subject:** 1720 Monroe

Good morning Sara and Chris,

I will be unable to attend the UDC meeting tonight but I would like to provide a prospective.

As a resident and neighbor in the Vilas Neighborhood, I want to outline my strong support for the redevelopment at 1720 Monroe Street being proposed Urban Land Interest's (ULI) project.

As both a former member of the long transportation committee, the current economic development committee, and a neighbor, I believe projects like these are the smart long term vision that supports the growth and goals Madison needs for its future. ULI has a long track record of high quality design, construction and property management. I believe their project would enhance the neighborhood and I also believe they will be a good neighbor on Monroe Street.

The building is well designed and in fits the scale and character of nearby buildings. The project will also enhance transportation goals outline by the city as well as increase our needed tax base. I also believe it will help to continue to restore neighborhood retail. I am excited to see this project in my neighborhood and would appreciate you sharing my comments with UDC and Plan Commission.

Sincerely,  
Craig Stanley

[REDACTED] Vilas Avenue  
Madison 53711

[REDACTED] work  
cell

**From:** Lisa Baker <[REDACTED]@gmail.com>  
**Date:** October 9, 2017 at 4:21:06 PM CDT  
**To:** [zoning@dmna.org](mailto:zoning@dmna.org), [president@dmna.org](mailto:president@dmna.org), [district13@cityofmadison.com](mailto:district13@cityofmadison.com)  
**Cc:** Sam Munger <[REDACTED]@gmail.com>  
**Subject:** **Input from resident about 1720 Monroe Street Redevelopment**

Good afternoon,

We are writing to express our support for the redevelopment of 1720 Monroe Street. We moved to the area as we support sustainability, community, walkability, and accessibility to services, food, entertainment, and learning spaces.

When a vacant site can be redeveloped with a reasonable amount of density, without tearing down adjacent homes, it's a big win for our neighborhood. While not every site on Monroe Street can accommodate a medium-sized development, where the opportunities exist, we believe it's a good opportunity to support the vitality of the neighborhood and its businesses. 1720 is one such site, which currently is dominated by surface parking and situated between a six story and a four story building. Many people want to be a part of our attractive, walkable neighborhood and we should welcome this growth for our community. They help support all the businesses and services that make Monroe Street a great place to live.

Responsible density is necessary for the sustainability of our city and neighborhoods.

Thank you for your time and consideration,

Lisa Baker and Sam Munger  
Homeowners  
[REDACTED] Keyes Ave  
Madison, WI 53711

**From:** Joel Bodilly <[REDACTED]@gmail.com>  
**Date:** October 12, 2017 at 1:35:02 PM CDT  
**To:** "Peterson Management Co., Inc." <[REDACTED]@sbcglobal.net>, "Eskrich, Sara" <[district13@cityofmadison.com](mailto:district13@cityofmadison.com)>  
**Subject: Re: 1710 Monroe St.**

Luther,

Thank you, I appreciate hearing feedback on the project.

Joel Bodilly  
DMNA Zoning [REDACTED] Monroe st

On Thu, Oct 12, 2017 at 8:59 AM, Peterson Management Co., Inc. <[REDACTED]@sbcglobal.net> wrote:

To: Zoning Committee

My name is Luther Torgerson with the Peterson Management Co. Inc. and I represent the Clarendon Associates, owners of the Clarendon Apartments on the 1600 block of Monroe Street. We have been managing this property since 1980 and have seen a number of changes in the neighborhood over the years. I am writing this letter in support of Urban Land Interests proposed redevelopment of [1710 Monroe Street](#). We feel that this development fits well with-in the construction that has occurred in this corridor over the last 20 years and will be an asset to the neighborhood well into the future. The proposed height of this project fits in well with the Monroe Commons building to the west, the approved added floors to be added to the Hotel Red and the new construction going up at the corner of Monroe St. and Oakland Ave. The mix of 1,2, and 3 bedroom apartments should provide a for a diverse community of tenants and the small to medium sized commercial spaces on the ground level will provide a wonderful opportunity for local entrepreneurs to add more vitality to the local business community. While I do have some concerns about the building dealing with venting and noise that might be created by garage doors and garage ventilation and traffic onto Stockton Court I feel that these problems can be dealt with through good design and use of proper equipment before and during construction. In conclusion I would again like to express my support for this development as I believe it will add to the current and future vitality of the Monroe Street neighborhood.

Luther G Torgerson  
President, Peterson Management Co. Inc.  
Agent/ Clarendon Associates

From: Derek Lee <[REDACTED]<[mailto:\[REDACTED\]](mailto:[REDACTED])>>  
Date: Fri, Oct 6, 2017 at 10:49 AM  
Subject: Density and Monroe Street.  
To: [zoning@dmna.org](mailto:zoning@dmna.org)<<mailto:zoning@dmna.org>>

To whom it may concern:

My name is Derek Vernon Lee. I have owned Pizza Brutta on Monroe Street since 2007. I would like to communicate my support for Urban Land's proposal and its promise of adding density and retail to Monroe Street. As we all know retail is really struggling and needs all the help it can get from the city. If retail continues to struggle you will see more and more restaurants and bars which will result in lower margins for restaurants as we will be fighting over the same food dollars (without added density) and just taking market share from each other. The net effect will be a street that resembles a food court which isn't really the potential of Monroe Street. For the first time in ten years our sales have dipped and that must be related to the lack of a retail draw to the street as well as the fact that there are more restaurants. Mixed use continues to be the winning formula. Hilldale is a perfect example of that. I think if we can replicate a mixed use approach of commercial, government, retail and restaurant we can create a street that not only benefits the public but also adds additional revenue to the city coffers. The library represents a real opportunity for the city. If the library could be expanded and added to the development, I think we could create a winning formula. With the library as anchor retail would flock to the foot traffic it generates. There would also be an opportunity to develop the opposite side of the street. I came to this state because of its progressive food economy and am encouraged by the cities forward thinking. As boomers retire and look for new living spaces and walkable communities we have an opportunity to create some exciting urban landscapes that are more livable and generate an exponentially growing revenue base for the city.

Sincerely,  
Derek V. Lee