
From: John Imes [REDACTED]
Sent: Monday, October 20, 2014 12:59 PM
To: Scanlon, Amy
Cc: Stu Levitan; Cornwell, Katherine; Dailey, Lucas; arborhouse@tds.net; Jack Imes
Subject: 3414 Monroe St. -- Trees as visual separation...

Dear Amy --

In response to the conclusion in the Oct. 6th and Oct. 15th staff report for 3414 Monroe St. that "...The three story proposed development is visually separated from the adjacent landmark site by a buffer of trees and other landscaping elements on the landmark property..." -- please note the following:

Attached are photos that show the close proximity of the property line to a 30" hickory, 24" red pine and 6"+cedar trees located on the landmark property. The photos show that the trees are located between 6" and 18" from the property line. Given the proposed 40' building will be set back only 6 feet and given minimum site clearances for OSHA and related requirements, it seems highly unlikely that these mature trees will survive excavation for foundation walls within just a few feet of their trunks.

Please note for the Commissioners that any mature trees along the property line may be severely damaged and need to be removed because of the close proximity of construction activity for the building as currently proposed. We recommend establishing a wider set back area for the building and taking extraordinary measures to preserve the trees and protect any buffering or visual screening effect they might provide.

As you know, the City of Madison has a reputation as a leader in community forestry and has made a strong commitment to its urban forest. The city received a 25-year Tree City USA award on May 1, 2014 as well as a "Sterling Community" designation by the Arbor Day Foundation.

We look forward to further discussions and recommendations on ways to preserve existing mature trees to insure any proposed redevelopment is visually separated from the adjacent landmark site.

Sincerely,

John Imes

From: John Imes [REDACTED]
Sent: Monday, October 20, 2014 12:17 PM
To: Scanlon, Amy; Stu Levitan
Cc: arborhouse@tds.net; Jack Imes; Stouder, Heather; Cornwell, Katherine; Dailey, Lucas
Subject: Fwd: Proposed alternative for 3414 Monroe St.

Dear Amy --

As a follow up, you will recall that Chairman Levitan had asked about alternative redevelopment options for 3414 Monroe St. at the Landmarks Commission meeting on Oct. 6th. I responded that a two-story commercial option would address many of our concerns and the neighborhood concerns raised in meetings and in correspondence. In addition, city zoning staff commented at the time, that this redevelopment alternative "...would likely work well for the site, and would also be consistent with the Monroe Street Commercial Corridor Plan..." I'm providing you with another copy of the proposal to share with the Chairman and other Commission members. Please feel free to contact me if you have any questions or need additional information.

-- Best, John

John Imes
[REDACTED]

----- Forwarded message -----

From: John Imes [REDACTED]
Date: Tue, Jun 17, 2014 at 4:34 PM
Subject: Proposed alternative for 3414 Monroe St.
To: hstouder@cityofmadison.com
Cc: "Scanlon, Amy" <ascanlon@cityofmadison.com>, Lucas Dailey <district13@cityofmadison.com>, "arborhouse@tds.net" <arborhouse@tds.net>, Jack Imes <jackimes@gmail.com>

Heather – we heard that Patrick Corcoran has notified you of his intent to apply for a demolition permit on July 16, 2014 for the building located at 3414 Monroe St.

The following description summarizes a possible redevelopment alternative to address immediate neighbor and neighborhood concerns and questions that were raised in recent meetings and correspondence. In particular, concerns about 1) scale and massing, including relation to adjacent residential uses, open space and the Arbor House historic landmark site; 2) existing traffic, parking and easement issues; 3) potential negative environmental impacts on the arboretum and the Wingra springs, and 4) consistency with the adopted goals and recommendations of the TSS zoning and Comprehensive Plans -- all can be met with a **new commercial option** for the neighborhood.

Project Description:

The project would consist of approximately 12,240 S.F. of commercial space. A building designed to fit close to the existing footprint on the east and north would create an appropriate transition between the adjacent Arbor House landmark site and residential uses. The building would have two stories of commercial use. A small elevator penthouse and stairway could project to the third level and provide access to a small common roof terrace for the commercial tenants. The Total Building Gross Area would be approximately:

$68' \times 90' = 6,120 \text{ S.F. per floor} \times 2 \text{ floors} = 12,240 \text{ S.F.}$

Areas (approximate):

First Floor Commercial Area	4,200 S.F.
First Floor Covered Parking and Service Areas	1,920 S.F.
Second Floor Commercial Area	6,120 S.F.
Total Gross Area	12,240 S.F.

Parking:

The existing vehicle parking lot would be maintained for surface parking. Vehicular access to the site is achieved from Glenway Avenue to the west of the site. A surface parking area would provide parking for approximately 18 cars and a loading zone for the commercial users. No underground parking would be required. Bicycle parking would be well distributed on-grade near entrances to the building. No impairment to the existing easement allowing egress from the Arbor House property and use of the parking lot after 5pm weeknights and all day/nights on weekends.

Vehicle Parking:

Surface: 18 stalls

No Underground Parking

Bicycle Parking: 12 stalls

Designed at an appropriate scale:

The building would be placed to fit within the immediate context defined by the Arbor House property, the arboretum and respect the overall pattern of the street. A well-detailed exterior would use a combination of materials to reflect the natural and historic landmark setting and serve as a visually compatible and attractive gateway across from the arboretum.

The exterior open space would provide an attractive natural landscaped transition and bio-retention basin between the Arbor House property and the development to help capture and absorb storm water. The roof terrace would also include a green roof system to absorb storm water, cool the air and provide a visually pleasing rooftop environment for commercial tenants and guests.

Financial:

Rentable Class A Commercial Space: 10,320 S.F. x \$25 - \$30+ per S.F. = \$258,000 to \$309,600+ NNN per year

The commercial rental revenue estimate is equivalent to 18 to 22 apartments at approximately \$1,200 average rent per month. At \$150 per square foot construction cost x 12,240 = \$1,836,000 + \$600,000 original purchase cost = \$2,436,000 total cost

The revenue stream at an 8% cap rate gives a building valuation of \$3,225,000 to \$3,870,000....in short, Patrick does well and the neighborhood does well....the win-win option.

Recent comparable:

2635 University Avenue, New Medical Office Building, 15,050 S.F. lot (14% larger), 9,924 S.F. Commercial Area, TSS zoning, Occupancy in June 2014.

*Heather, we welcome your feedback on the proposal and hope that it's helpful for shaping a redevelopment plan that addresses the immediate neighbor and neighborhood concerns while remaining consistent with our existing easement agreement and the adopted goals and recommendations of the TSS zoning and Comprehensive Plans.

Thank you again for the opportunity to comment on the proposed redevelopment and for your consideration.

Sincerely,

John and Cathie Imes
[REDACTED]

Jack Imes
[REDACTED]

Ps. We hope you saw the recent feature on Arbor House in the WI State Journal Sunday Business Section – good reading! http://host.madison.com/business/bob-van-enkenvoort-arbor-house-remains-shining-example-of-sustainable/article_d530335f-598c-5540-bcfb-5996f7ff8465.html