

## Wells, Chris

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**From:** Firchow, Kevin  
**Sent:** Tuesday, February 20, 2018 3:48 PM  
**To:** Wells, Chris  
**Subject:** FW: Comments on 1702 Monroe Street & 625 Spooner

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**From:** Eskrich, Sara  
**Sent:** Monday, February 19, 2018 6:17 PM  
**To:** [REDACTED]; [REDACTED]; [REDACTED]; [REDACTED];  
[REDACTED]; Zellers, Ledell <district2@cityofmadison.com>; [REDACTED];  
[REDACTED]; Carter, Sheri <district14@cityofmadison.com>; King, J Steven <district7@cityofmadison.com>  
**Cc:** Firchow, Kevin <KFirchow@cityofmadison.com>; Stouder, Heather <HStouder@cityofmadison.com>  
**Subject:** Re: Comments on 1702 Monroe Street & 625 Spooner

ONE WAY COMMUNICATION - DO NOT REPLY ALL

Hi All,

As a reminder, I am resending my suggested conditions of approval, to be added to staff comments:

- Applicant shall submit for review a Commercial Delivery Plan. This plan will include times, vehicle size, use of loading zones and all related turning movements.
- Development shall direct traffic exiting onto Stockton Court to turn right, with a no left turn / right turn only sign.
- The Roof Plan shows that exhaust fans from the first floor commercial areas are vented to the roof with "final sizing to be coordinated." Venting of the first floor commercial spaces in locations must occur through the roof or otherwise away from adjacent single family homes. Plans also do not include individual in-unit HVAC units (for example "wall packs"). The addition of such types of penetrations would also not be considered consistent with the submitted plan set. Modifications that include penetrations or venting on walls that abut single family residential areas would require approval of a minor or major alteration to this Planned Development.
- The Parking Level Plan shows the general location of the HVAC garage exhaust and intake fans, with further information to be included in mechanical plans that were not included in this land use application. Due to concerns on possible noise impacts on surrounding residential properties, the developer shall provide additional information regarding the hours of operation where fans will be running. This information shall specify that the planned hours of operation for the fans should be established during daytime hours to minimize evening impacts on surrounding properties. This condition acknowledges that sensor systems may automatically activate fans at other times to provide required ventilation and this would not be considered inconsistent with this condition. This information, along with any other noise mitigating features, shall be provided prior to final plan sign-off and PD recording for approval by the Planning Division Director and the Director of Building Inspection.

I am asking for your support tonight.

Thanks,  
Sara

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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/)

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**Wells, Chris**

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**From:** Nelson Donovan <[REDACTED]>

**Sent:** Tuesday, January 30, 2018 2:33 PM

**To:** Eskrich, Sara

**Cc:** Megan Hoffman Donovan

**Subject:** Support for 1720 Monroe St Project by ULI and disappointment in the influence of a key few individuals in the city process

Dear Alder Eskrich,

We are writing to thank you for your support of the ULI proposal for 1720 Monroe St. Partners like ULI ultimately have the communities interest at heart and we have always found their projects to benefit the long game for the City. Unfortunately there are always a vocal few in Madison that can derail/delay quality visionary projects and the failure to approve by the Plans Commission is a serious disappointment. These delays and bureaucratic obstacles often lead to significant unnecessary expenses and sometimes, the missing of great opportunities.

Lets look back on the Ken Kopps replacement by Monroe Commons. We can't imagine not having that gem in our neighborhood. We all want quality surroundings and sometimes that means change, going out of the comfort zone, looking at the needs of many over our individual interest. As a property owner and resident of the 1900 block of Keyes Ave we have only encountered support for the 1720 project.

Sustainable infill is a difficult concept to communicate. We all want our personal space yet we all want our conveniences. You can't have exactly both but this project gives us all most. Density, accommodation of the Monroe St plan, the prospect of desirable tenants, and a developer with a stellar track record. Living on an isthmus will always require density. Please act vigorously to move boulders and get this project through the approval process. The reconstruction of Monroe St is an ideal time to accomplish this major construction. It will be a squandered opportunity if we wind up with some sort of insignificant lesser quality box on that corner and years in the future Madison will yet again be skewered for the NIMBY byzantine anti-developer attitude.

Nelson & Megan Donovan  
[REDACTED] Keyes Ave

## Wells, Chris

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**From:** Amy Grunewald Mattison <[REDACTED]>  
**Sent:** Tuesday, January 30, 2018 10:47 AM  
**To:** Eskrich, Sara  
**Cc:** Ryan Mattison  
**Subject:** Monroe St development

Hi Sara,

I'm writing in response to last week's decision by the Plan Commission to turn down the proposed building project at 1720 Monroe St. I was surprised to hear of its decision as I was under the impression that the project had broad neighborhood support. Our family did not attend the meeting because we knew of only a few people who were opposed to the project. As one of the closest home owners to the proposed project, I am hopeful that there may be another chance for the Plan Commission to consider the project.

Madison, and our neighborhood in particular, has a housing shortage. The neighborhood businesses need more patrons who are interested in the walkable conveniences of Monroe St. This project sounded like it would not only help fill the housing gap and increase local business, but do so using a beautiful design and high quality materials. This is something that I have not seen as much in other developments. We also appreciated the that the developer shows commitment to the city as a whole and were hopeful that our new neighbors would be living in building managed by this developer.

Finally, as our family is planning how we will navigate south and west for the next 9 months, we were hopeful that the building project would correspond with the construction of the street to minimize the duration of disruption and dust.

Thank you,

Amy Grunewald Mattison

February 12, 2018

TO: City of Madison Planning Commission  
126 S. Hamilton Street  
Madison, WI 53701-2985

FROM: Thomas and Kathie Moran  
[REDACTED] Monroe Street  
Madison, WI

RE: Urban Land Interests 1720 Monroe Street Project

Regretfully, we are unable to attend the February 19<sup>th</sup> meeting when the Planning Commission will be reconsidering the project located at 1720 Monroe Street. We will view the meeting on the Madison City Channel upon our return to Madison and are hoping the Planning Commission will consider the following during this meeting so that we are able to fully understand the reasons behind the decision-making process:

1. While the revised plan has attempted to address the concern about the height of the building by setting back the 5<sup>th</sup> floor, it still remains a 5-story building in a neighborhood with a 4-story building height limit. We encourage the Commission to adhere to the current height restrictions when considering any proposal for this site. Our understanding is that the developers are requesting an exception due to the high cost of underground parking construction. Perhaps lower building costs could be achieved by eliminating the 5<sup>th</sup> floor as well as the additional underground parking spaces needed to accommodate the 12 units currently part of the 5<sup>th</sup> floor. If this project cannot conform to the 4-story height restriction and still be financially viable for the developer at this site, then we question the statement of Anne Neujahr of Urban Land Interests in her February 7, 2018 letter to the Plan Commission that this "project... is appropriate for the site." An appropriate project would be 4 stories.
2. We attended a neighborhood meeting at Hotel Red at which time we were told by Anne Neujahr Morrison that the demographic that the developers were seeking as renters were not students, but people who are currently living in the neighborhood who were considering downsizing and were ready to leave home maintenance behind them. As residents at Monroe Commons for the past 11 years, we can attest that many of the owners in our high-density community are indeed from the very demographic that the developers purport to be seeking as occupants of their building. As illustrated by the graph, below the vast majority of people who chose to live at Monroe Commons did not downsize to one-bedroom apartments and yet 66% of units at 1720 Monroe Street are just that.

3.

Unit Information	Monroe Commons	1720 Monroe Street
1 Bedroom	27%	66%
2 Bedroom or 1 Bedroom + Den	25%	31%
3 Bedroom or 2 Bedroom + Den	48%	5%

We think the Commission should consider who the likely demographic truly is for the proposed building and then consider the impact of this on the family centered nature of the Monroe Dudgeon and Vilas neighborhoods.

4. Finally, we are concerned that the increase in traffic resulting from this project has not been adequately addressed.



## Wells, Chris

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**From:** Mark Salerno <[REDACTED]>  
**Sent:** Thursday, February 15, 2018 7:28 PM  
**To:** Wells, Chris  
**Subject:** Former Associated bank property on Monroe street.

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

Hello Mr Wells. I am writing to ask that my comments regarding this project be placed in the Public record. I am writing to oppose this project as currently proposed. I do not think it should be permitted to exceed four stories or to be built without the same set backs that were used on the recent Glenway and Knickerbocker projects. As the Monroe corridor continues to be developed, this issue, which city staff and neighborhood groups have spent countless hours on, will have to be fought over and over again. Why depart from an established and attractive formula for development? This proposed project, with five stories and no real setbacks, imposes a real burden on my neighbors who live on that block. It is not fair to impose this on them and in effect, create a winner [the developer] and losers [my neighbors]. I have one additional concern. A member of the family who owned a filling station for many years on what is now the Associated bank property contacted me and expressed surprise that something was going to be built there. She said the center section of this property was found to be so badly contaminated that the Bank agreed to sort of Cap and seal that area, as they could not excavate any sort of a basement structure. That is why the Bank made such an odd utilization of the space, with the only real basement structure confined to one small area of the property. I am wondering if this information is accurate, and if a record is kept of such contamination issues on properties in this area. Thank you for your time and consideration, Mark Salerno.

February 16, 2018

Re: 1720 Monroe Street

Plan Commission members,

The current development (Bank) on this site was zoned PUD in 1976. The previous designation of PUD related to the one story commercial development of the bank which included a significant amount of surface parking, a drive-through, and limited hours of operation. The proposed development significantly changes the terms of the previous PUD and should instead be developed within the TSS zoning classification that is typical along Monroe Street.

The Monroe Street Commercial District Plan, which was adopted by Common Council as official city policy, recommends a 4 story maximum height limit, that this particular parcel be redeveloped as a commercial use building, that the scale and massing patterns be maintained and enhanced, and that development along Monroe Street not affect the adjacent residential properties. The current development proposal is not consistent with these broad recommendations or the intent of the adopted plan.

While I understand that absolute consistency with the adopted Plan may not be possible or desirable, I urge the Plan Commission to uphold the intent of the adopted plan by requiring the use of TSS zoning and a four story height limit.

These items should be enforced in order to respect recent development height decisions and a decade's worth of efforts by homeowners, neighbors, Vilas and Dudgeon Monroe Neighborhood Associations, multiple District Alders, City staff, City Commissions, and commercial interests who's input generated the Monroe Street Commercial District Plan. In addition, these restrictions are necessary to maintain regular, consistent, and precedent based development along Monroe Street and to provide protection for adjacent residential structures.

I appreciate the efforts of ULI, the design team, and Alder Eskrich to engage the neighbors in this process. They have agreed to address some initial concerns about venting noise and traffic impacts. While some concerns have been addressed, there remain many additional issues about the impact of this development on the immediate residential structures and the neighborhood including loss of sunlight, precedent for providing retail space as justification for the need for a fifth floor, increased traffic volume on narrow streets and significantly higher practical density than all other development along Monroe Street (please reference attached density study and list of concerns). Maintaining the intent of TSS zoning and a four story height limit would alleviate some of these issues and keep the structure in line with an appropriate scale to the neighborhood.

I am familiar with previous ULI developments and look forward to the redevelopment of this site with confidence that this structure can be designed to be an asset to the Monroe Street Commercial District without extraordinarily burdening the immediate neighbors and neighborhood.

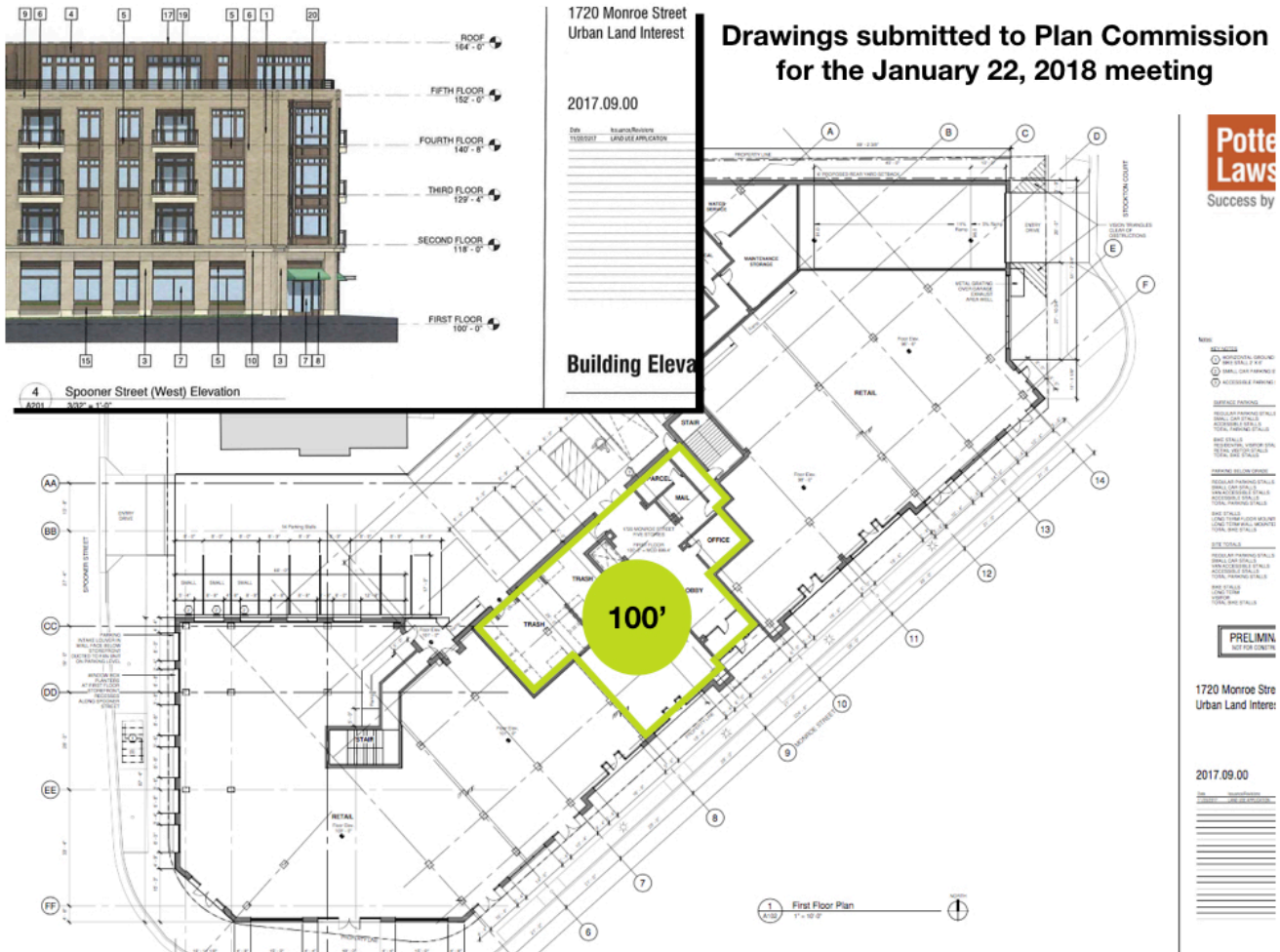
Thank you for your service to our City.

Sincerely,

Dan Scanlon

cc: Heather Stouder, Planning Division Director

The following diagrams are from the submissions of the January 22, 2018 and February 19, 2018 Plan Commission meetings and are the basis of this observation. ULI has represented that their proposal is now 2'-8" lower. It is my understanding that from their submissions there is only an 8" reduction in height. The Lobby of the building has remained in the same location along Monroe Street and the elevation drawings show only an 8" reduction in the height. I understand that the grade slopes along Monroe Street and the height of the building changes based on that slope, the fact remains that the Lobby is in the same location. The Lobby acts as the fulcrum in a diagram similar to a playground seesaw. The Lobby remains constant and the appearance of the height of the building only changes on either side of the fulcrum/lobby as the grade ascends or descends. I believe that their statement of the reduction in the height of the building is misleading.





1720 Monroe Street  
 Urban Land Interest  
 Madison, WI

2017.09.00

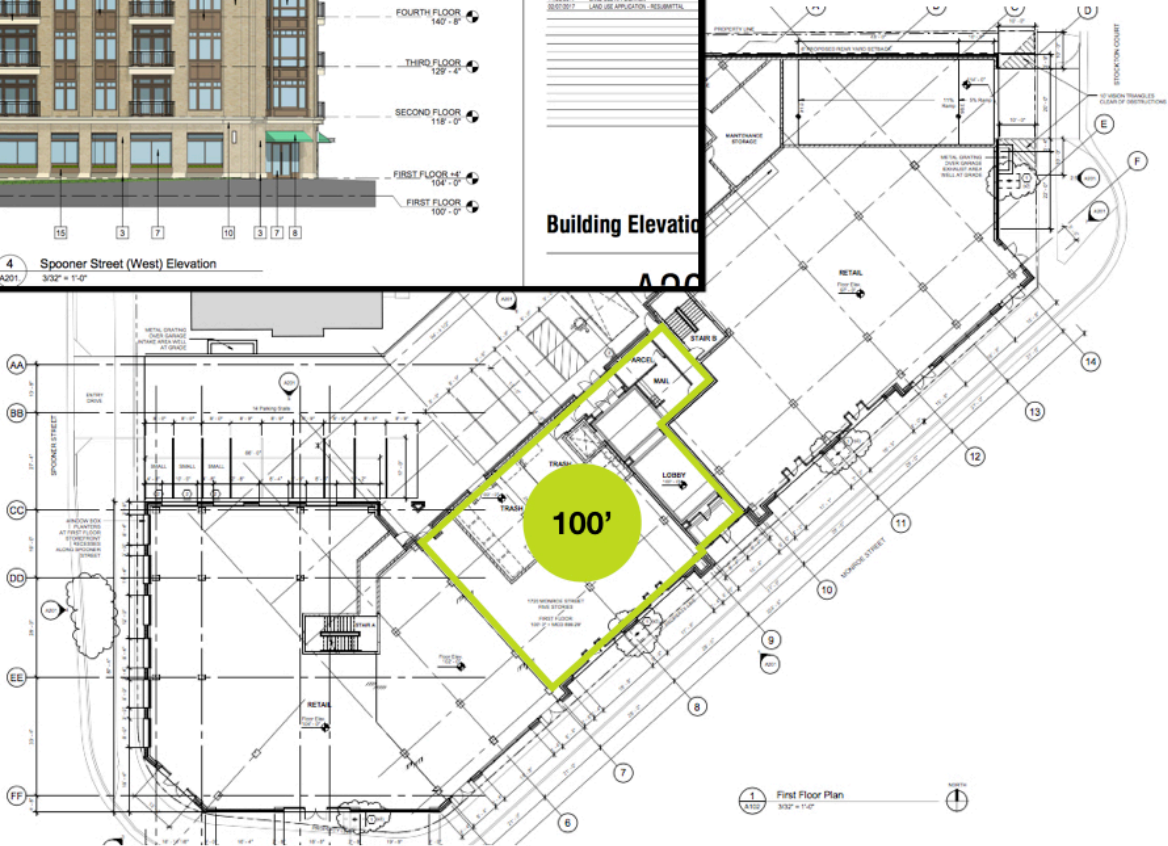
Date: 2017.09.00  
 1:30:2017 - LAND USE APPLICATION  
 2017.09.00 - LAND USE APPLICATION - SECURITY

Building Elevation

**Drawings submitted to Plan Commission  
 for the February 19, 2018 meeting**



4 Spencer Street (West) Elevation  
 A291 3/32" = 1'-0"



1 First Floor Plan  
 3/32" = 1'-0"

- ALL NOTES
- 1. SEE PLAN FOR
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1720 Monroe  
 Urban Land  
 Madison, WI  
 2017.09.00

The next pages are observations of similar developments along Monroe Street and are provided to indicate separations of large structures from single family residences. These important separations address the human scale of large structures and the shadows that they cast.



**Monroe Commons  
zoned PD  
Constructed 2007**

**small component 6 story mass**

**2 stories**

**10:30 am January 27, 2018**

**2 story shadow  
allows the sun through**

**6 story shadow  
covers structure**

**67'-0" from  
building to to  
residential  
property line**





## Monroe Commons

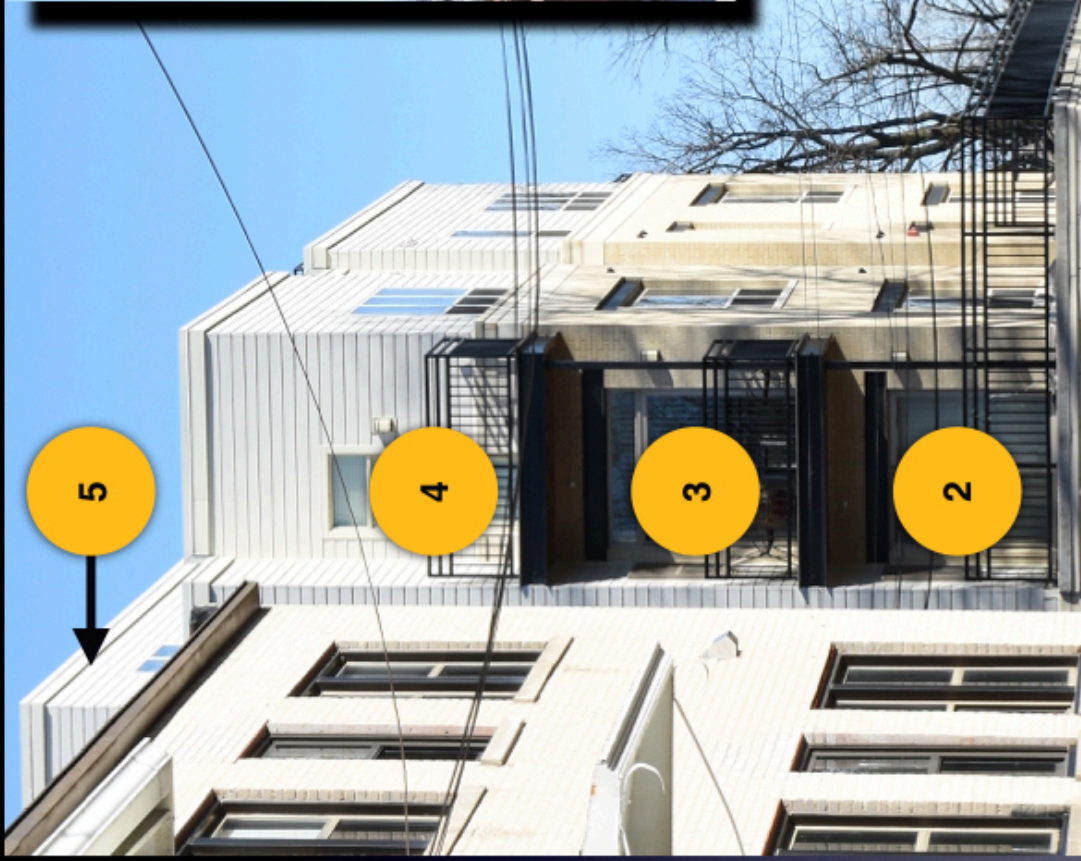
### zoned PD

Step backs along two property lines reduce mass as structure meets residential properties

60'-0" building to residential property line

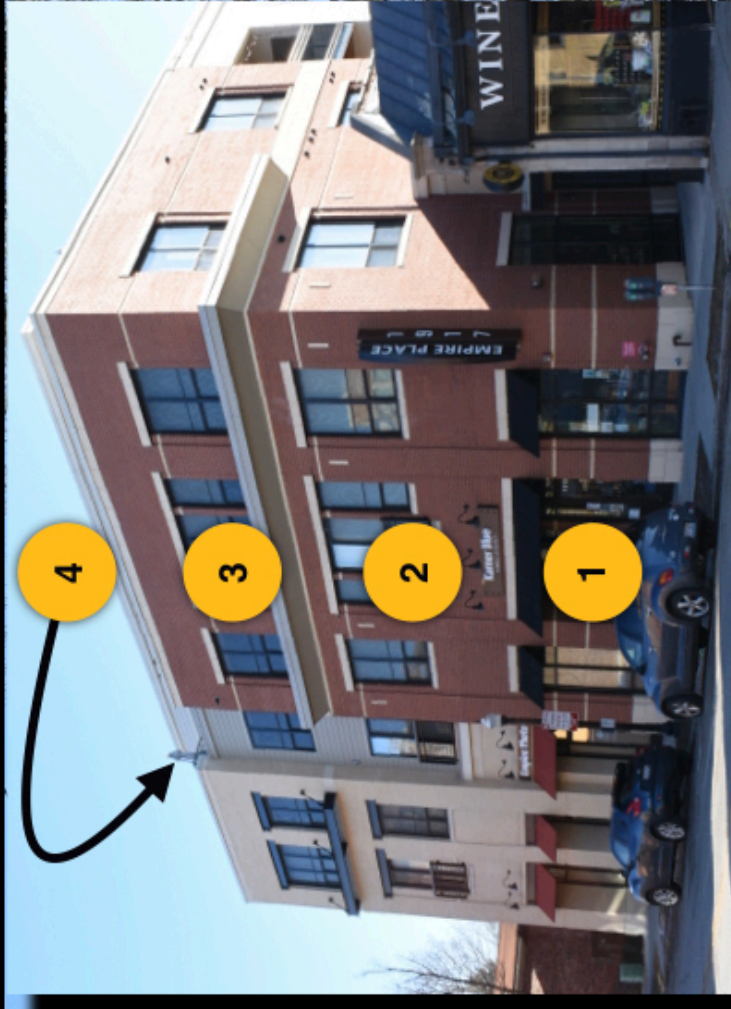






**1911 Monroe zoned PD  
Constructed 2012**

Step backs along two property lines reduces mass as structure meets residential properties



**12'-0" Right of Way  
Alley**

**33'-6" to residential garage**





**3502 Monroe zoned PD  
Constructed 2012  
Parman Place Gates and Brovi**



**50'-0" + from apartment building  
to residential property line**



**Wyota Avenue  
26'-6" right of way**





**3502 Monroe zoned PD  
Constructed 2012  
Parman Place  
Gates and Brovi**

Step backs along property line  
reduces mass as structure meets  
residential properties

**26'-6" right of way Wyota Avenue**

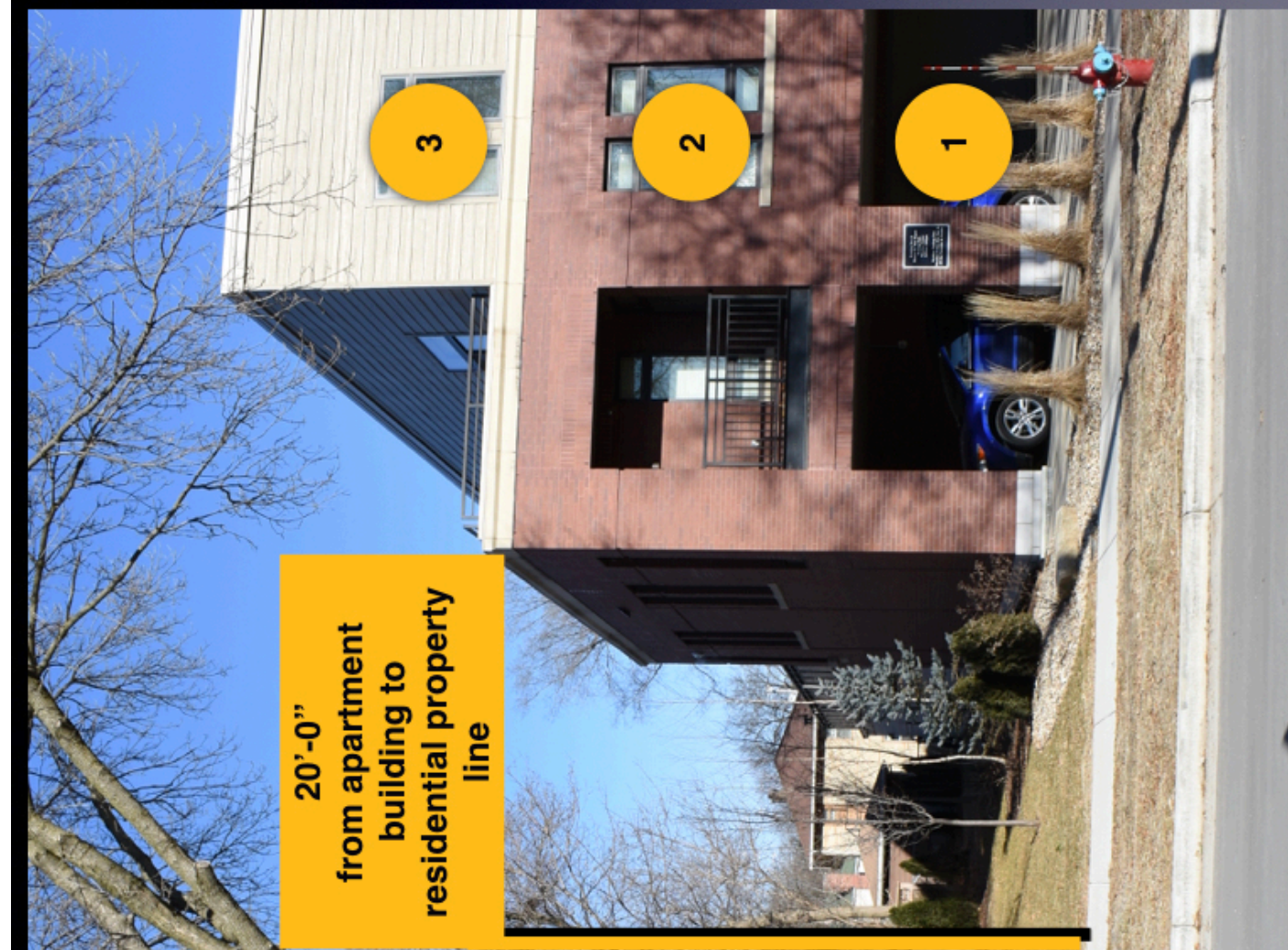




## 2624 Monroe zoned TSS Constructed 2014 The Knitting Tree

Step backs along property line reduces mass as structure meets residential properties. Complies with step back and set back requirements outlined in TSS.

20'-0"  
from apartment  
building to  
residential property  
line





**The Dude Abodes  
444 Park Street  
zoned PD  
Constructed 2015**



**50' - 0" between structure and property line**



**50' - 0"**





# 723 Glenway zoned TSS Constructed 2016 Madison Chocolate shop

Step back reduces mass as structure meets residential properties. Complies with step back and set back requirements outlined in TSS.

21'-0"+  
from apartment building to residential property line

4

3

2

1





Congestion on narrow streets.



February 16, 2018

Re: 1720 Monroe Street

Plan Commission members,

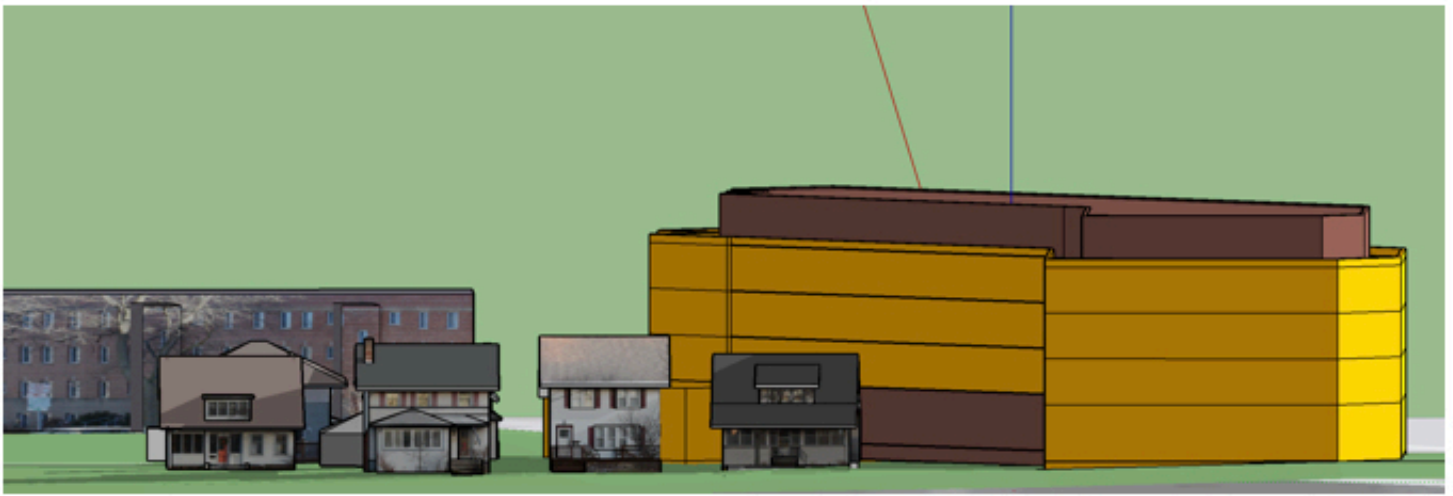
I am submitting these massing and sun studies to help illustrate the scale of the planned development at 1720 Monroe Street and request that recommendations be made to limit the height of the structure to 4 stories.

Thank you for your service to our City.

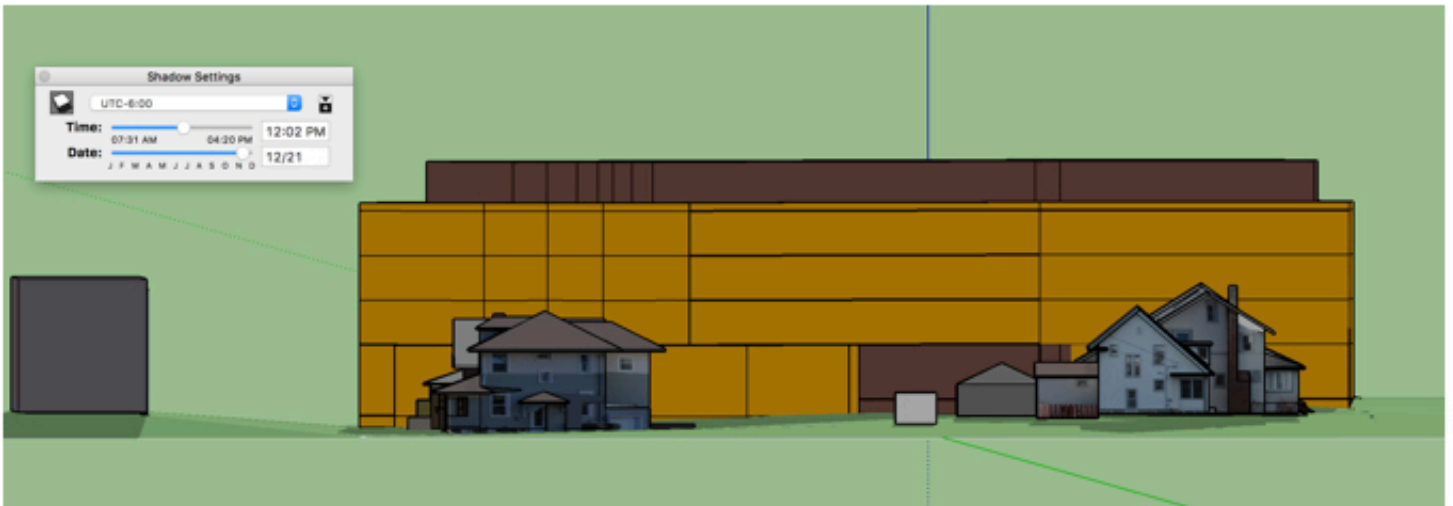
Sincerely,

Dan Scanlon

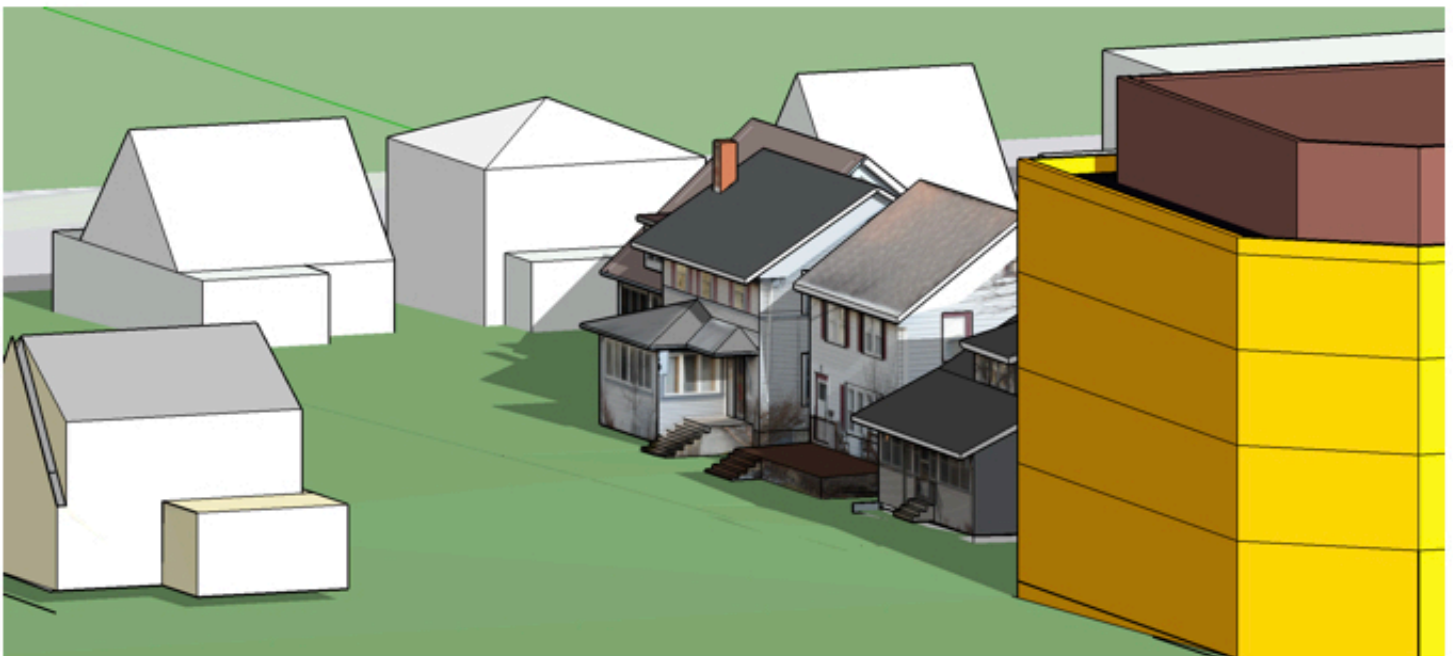
cc: Heather Stouder, Planning Division Director



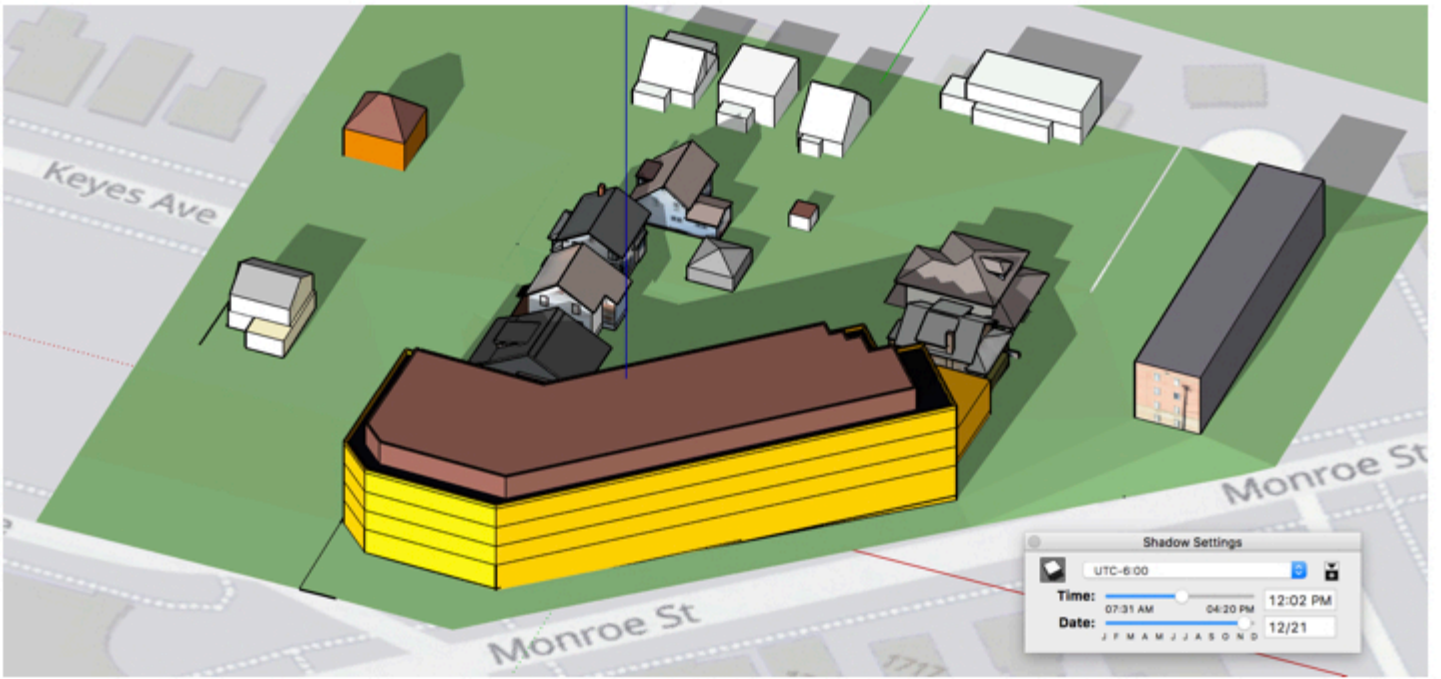
Elevation along S. Spooner Street from Keyes Avenue looking east



Elevation along S. Spooner Street from Keyes Avenue



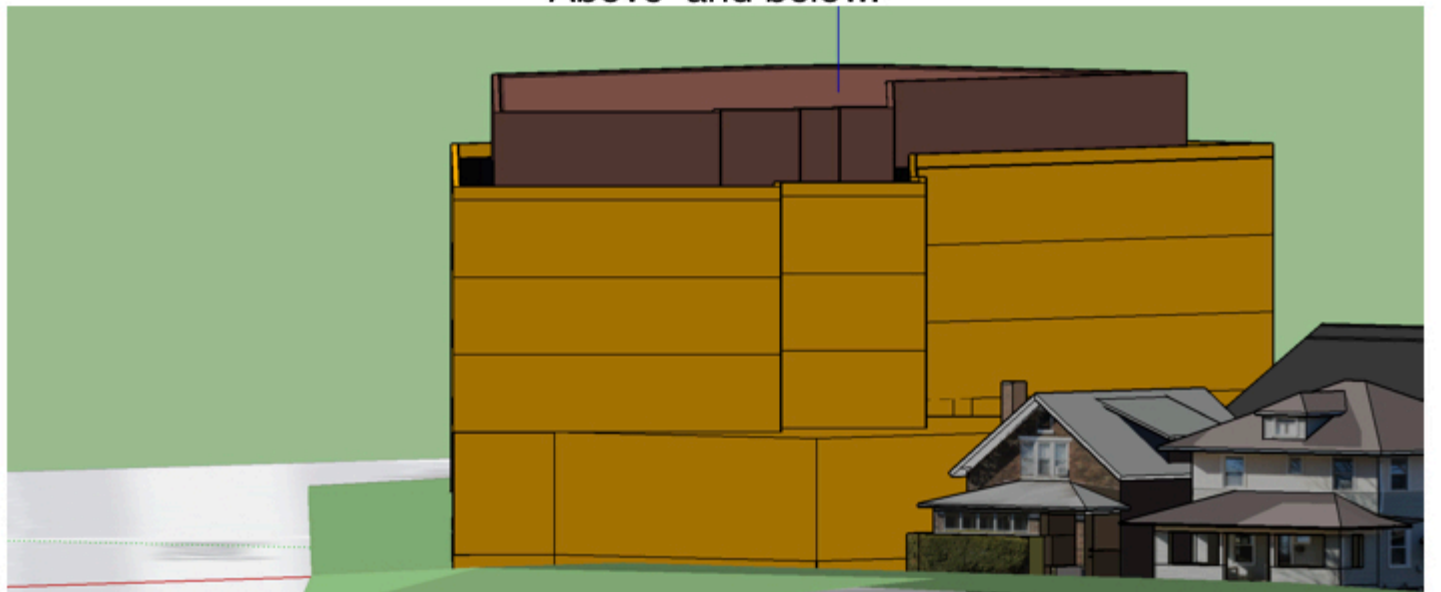
Massing from near Trader Joe's looking Northeast along Spooner



Massing shown with Clarendon on right



Elevation along Stockton Court with Clarendon removed.  
Above and below.







Massing with noon shadows on December 21



Massing with 10:00am shadows on November 1

February 16, 2018

Re: 1720 Monroe Street Proposed Development

Plan Commission members,

The current development (Bank) on this site was zoned PUD in 1976. The previous designation of PUD related to the one story commercial development of the bank which included a significant amount of surface parking, a drive-through, and limited hours of operation.

The proposed development significantly changes the terms of the previous PUD and should instead be developed within the TSS zoning classification that is typical along Monroe Street. The Monroe Street Commercial District Plan, which was adopted by Common Council as official city policy, recommends a 4 story maximum height limit, that this particular parcel be redeveloped as a commercial use building, that the scale and massing patterns be maintained and enhanced, and that development along Monroe Street not affect the adjacent residential properties.

The current form of the proposed development is not consistent with these broad recommendations or the intent of the adopted plan. While I understand that absolute consistency with the adopted Plan may not be possible or desirable, I urge the Plan Commission to uphold the intent of the adopted plan by requiring the use of TSS zoning and a four story height limit.

These items should be enforced in order to respect recent development height decisions and a decade's worth of efforts by homeowners, neighbors, Vilas and Dudgeon Monroe Neighborhood Associations, multiple District Alders, City staff, City Commissions, and commercial interests whose input generated the Monroe Street Commercial District Plan. In addition, these restrictions are necessary to maintain regular, consistent, and precedent based development along Monroe Street and to provide protection for adjacent residential structures.

I appreciate the efforts of ULI, the design team, and Alder Eskrich to engage the neighbors in this process. They have agreed to address some initial concerns about venting noise and traffic impacts. While some concerns have been addressed, there remain many additional issues about the impact of this development on the immediate residential structures and the neighborhood including loss of sunlight, precedent for providing retail space as justification for the need for a fifth floor, increased traffic volume on narrow streets and significantly higher practical density than all other development along Monroe Street.

Maintaining the intent of TSS zoning and a four story height limit would alleviate some of these issues and keep the structure in line with an appropriate scale to the neighborhood. I am familiar with previous ULI developments and look forward to the redevelopment of this site with confidence that this structure can be designed to be an asset to the Monroe Street Commercial District without extraordinarily burdening the immediate neighbors and neighborhood. Thank you for your service to our City.

Sincerely,

/s/Jordan Corning

██████ Roberts Court

cc: Heather Stouder, Planning Division Director

Fraser Gurd  
[REDACTED] Jefferson Street  
Madison, Wisconsin 53711

February 16, 2018

City of Madison Plan Commission  
c/o Mr. Kevin Firchow  
Department of Planning & Community & Economic Development  
126 S. Hamilton Street  
Madison, WI 53703

Re: 1720 Monroe 625 S Spooner Conditional Use

Dear Members of the Plan Commission:

I am against a 5-storey building on this site because it exceeds the adopted Monroe Street Commercial Business Plan and because of the effects of the fifth storey on adjoining existing residences.

Monroe Commons/Trader Joe's was built during the process that resulted in the commercial business plan. The building was completed in 2006 and the 2007 Monroe Street Commercial Business Plan 4-storey height restrictions were enacted so that buildings as high or higher than Monroe Commons would generally not be allowed, going forward.

Recently, the Commission has dealt with the 1603-1609 Monroe Street project and approved 5-storeys in part because of it being in a supposed low spot, because Associated Bank is important to have in the area, and because the shadow effects on residences would be less than is often the case. After project approval, the developer opted to construct a 4-storey building.

Also recently, the Commission approved height expansion of 1501 Monroe Street (Hotel Red). In this instance, shadow effects on neighbors would be negligible--even less than those at 1603-1609 Monroe Street. The hotel was existing and felt to enhance the community.

A multi-storey building at 1720 Monroe Street is not existing, it does not have a flagship tenant, and it profoundly shadows neighbors.

If you choose to approve a 5-storey structure in the face of the adopted Monroe Street Commercial Business Plan, please enforce 5<sup>th</sup> floor setbacks so that shadowing is no more than would be the case in every instance from a 4-storey building.

Thank you for your consideration.

Fraser Gurd

## Wells, Chris

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**From:** Eskrich, Sara  
**Sent:** Saturday, February 17, 2018 3:33 PM  
**To:** Wells, Chris  
**Subject:** Fw: 1720 Monroe Street Project

> From: Daniel Goldman <[REDACTED]>

> Sent: Wednesday, February 14, 2018 10:04 PM

> To: Eskrich, Sara

> Subject: 1720 Monroe Street Project

>

> Hello Alder Eskrich,

> I'm writing you to let you and the planning commission know how devastated I and many neighbors felt to learn that the redevelopment project proposed by ULI did not get final approval at the last meeting. It is surprising to us in the neighborhood to learn of these developments, as it is our perception that everybody in the neighborhood that we know is in such strong support. I would like to thank you for your ongoing support of the project. I, and so many others, hope there's an opportunity for reconsideration, and that the project is finally approved.

>

> The redevelopment plan by ULI is exactly what this neighborhood needs. In addition to the design being thoughtful and wonderful in so many ways, it is a proposal that will surely serve to help strengthen our neighborhood through increased revenue for Monroe Street businesses, including the addition of retail space. Further, to have this project developed by local interests is essential. To think that instead of a local company developing this location, that a national chain business could instead be located here is unfathomable. How would Neuhauser Pharmacy function if Walgreens or CVS was there? How could Barriques or Crecendo coffee stay in business if Starbucks was there?

>

> The few dissenting voices can not be allowed to silence the overwhelmingly vast majority of neighborhood stakeholders in regards to what this community needs and wants.

>

> As someone who owns a home in the neighborhood, and has a business on Monroe Street, I can say that approving the ULI redevelopment project is absolutely in the best interest of this community, now and for the long-term growth and vibrancy of Monroe Street. I also hope that the commission sees the wisdom of having this project built during the upcoming Monroe Street construction.

>

> Thank you for your service to our community.

>

> Home:

> Daniel Goldman

> [REDACTED] Keyes Ave.

>

> Business:

> Daniel Goldman LCSW, LLC

> [REDACTED] Monroe Street.

## Wells, Chris

---

**From:** Muriel Krone <[REDACTED]>  
**Sent:** Friday, February 16, 2018 3:21 PM  
**To:** Wells, Chris; Stouder, Heather  
**Subject:** 1720 Monroe Street & 625 South Spooner Street / for inclusion for February 19, 2018 Plan Commission Meeting

**Follow Up Flag:** Follow up  
**Flag Status:** Completed

I have grave concerns about this project. I live behind Associated Bank and will be losing sunrises, sunshine and privacy. I am a home owner who has lived here for 28 years who has toiled thousands of hours on my house and backyard perennial garden.

I will be forced to look at 5 floors of renters on their 5 foot balconies. It will be a huge burden on our neighborhood to put up with additional noise, total lack of privacy in our homes and yards, more dogs to use our lawns as bathrooms, bright lights from the building ALL night long -- EVERY night, moving vans and delivery trucks idling only a few feet from our lot lines. The safety of Vilas and Dudgeon Monroe neighborhood children who either walk, bike, scooter to Randall or West High will be compromised to cross the most congested intersection on Monroe Street.

In the past few years these following properties have been built on Monroe Street.

3502 Monroe (Gates & Brovi - 22 bedrooms  
3400 block of Monroe (Madison Chocolate Shop) - 30 bedrooms  
2624 Monroe (Knitting Tree) - 24 bedrooms  
1913 Monroe (Empire Photography) - 25 bedrooms.  
That is a TOTAL of 101 bedrooms.

The ULII project will have 99 bedrooms. If every 99 bedrooms is populated by 2 persons there will be over 200 people living in this space.

The owner of the 625 Spooner house was approached by ULI and promised a pot of gold for his property. Many mature trees will be lost. The present tenant family will be moving from a neighborhood she loves.

ULI plans to add a 5th floor with a large meeting area and open outside terrace for the tenants and their guests who can whoop it up on weekends and Badger games. That is another poke in the eye for this family neighborhood to endure!

This project is not about homes for downsizing neighbors or families who cannot find a house in this area being marketed by ULI. There will be very few 3 bedroom apartments suitable for families.

Many of the tenants will Epic type folks or college students whose dads will be fronting the money for housing. Or several students doubling up. I am doubtful they will be shopping in the neighborhood, other than Trader Joes.

Most of these renters will have no personal stake in this family neighborhood. They will not be involved in Jazz in the Park, pulling weeds on the bike trails. They won't care about our neighborhood history and how we have all worked so hard to make this neighborhood so very special.

Do we really think the tenants will be obeying the parking garage signage indicating no left turn onto tiny Roberts Court and Stockton Court where children are playing? They will be taking shortcuts through these small streets where children are playing -- these streets do not have a terrace -- the street meets the sidewalk & offers no protection for the kids. Do we really think the tenants will not be making noise after 10pm?

Will our quaint little library on Monroe Street and the parking lot on that corner be the next project for another tall building?

Would you want your house behind this overwhelming project??

Thank you for the opportunity to send along our viewpoints.

Muriel Krone

■ South Spooner Street

Sent from Muriel's iPad

**Wells, Chris**

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**From:** John Mackay [REDACTED]  
**Sent:** Saturday, February 17, 2018 5:29:41 PM  
**To:** Stouder, Heather  
**Subject:** Monroe St. development

Dear Ms. Stouder,

I am writing to ask the plan commission to approve the proposed development at 1720 Monroe St. Although I do not live in the neighborhood in question, I believe that this type of case raises issues that are relevant to the whole city.

We should be increasing density in our older central neighborhoods, for three reasons. First, it supports modes of transportation other than cars, which helps combat climate change. Second, it increases housing availability at a time when the vacancy rate remains low. Third, it increases quality of life in our neighborhoods to have more population who can support local businesses.

A five-story building on a commercial street such as Monroe should be easy to approve, without worrying about minor differences in setbacks. I was disappointed to read about the initial decision and I urge the commission to reconsider with the revised plan.

Sincerely,  
John Mackay  
[REDACTED] Spaight St.

**Wells, Chris**

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**From:** Eric Sundquist <[REDACTED]>

**Sent:** Thursday, February 15, 2018 9:02 PM

**To:** Eskrich, Sara

**Subject:** Associated Bank site

Sara,

I haven't been to the meetings on the Associated redevelopment plan, so I am relying on documents and press accounts, as well as the developer's good track record around Madison. From those data points, my view is that this is a welcome addition to our neighborhood, providing needed housing on a bus line and next to a grocery, which minimizes car traffic generation, and exciting new first-floor retail opportunities that we can all enjoy.

Eric



February 18, 2018

Members of the Plan Commission  
City-County Building, Room 201  
210 Martin Luther King, Jr. Boulevard  
Madison, Wisconsin 53703-3345

RE: #49895 and #49690 Meeting 2/19/2018 Agenda items #5 and 6

Dear Members of the Plan Commission,

I own and live at [REDACTED] Grant Street. My house is in the Vilas neighborhood but within sight of the Associated Bank at 1720 Monroe Street in the Dudgeon Monroe neighborhood. I oppose the development plan for 1720 Monroe Street and 625 S Spooner Street as presented.

This project, in this location does not fit with the surrounding neighborhood mix of small commercial and residential. When Monroe Commons was developed and built, there were several exceptions and concessions made and should not be used as a comparable.

The Monroe Street Commercial District Plan was developed over years of work by professionals in consultation with neighborhood associations. The strength that the Commercial District Plan has held up well as proof to the wisdom of the writers. It does not need to be rewritten to meet the needs of developers today. It needs to be followed to blend new development into the neighborhood.

Recently, I received a store email from Orange Tree Imports about a road construction survival kit. On the front depict the essence of how Monroe Street Merchants see themselves. Uneven cluster of two-story buildings in different shapes and sizes. That image doesn't fit with the development plan image for 1720 Monroe Street.



Each time the Commercial District Plan is challenged a divide and concur tactic is use by those who want an exception to the rule. This pits neighbors from one end of a neighborhood against those on the other. Pits neighbors on the edges against those on the inside. In reality, we are all in this together. If Dudgeon/Monroe doesn't thrive, then the Regent neighborhood doesn't thrive.

My neighbor who wrote a comment opposing the development for the January 22<sup>nd</sup> hearing mentioned he recently purchased a Vilas house for over half a million dollars and has put a quarter of a million dollars of work into it. You don't get housing prices or tax dollar revenues like that with neighborhoods in decline. You don't draw people from around the city to a street for shopping when the surrounding neighborhoods are in decline.

The proposed plan of 1720 Monroe Street site is a massive structure creating a continual wall for an entire city block length. Just like the over bearing mass that Monroe Commons creates one block west of this proposed site. These two massive buildings would become a pair crowding out the intersection of Grant, Spooner, and Monroe.

The architectural drawings don't provide a clear imagery of what the building view will be walking along Spooner Street or on Stockton Court with a building that exceeds the four-story limit. The developer has not provided an answer to the question of why they are not able to stay within a height of four stories.

To help any store on Monroe street succeed, you need easy access to parking near the shops. Stores in this proposal won't thrive with only seven street parking stalls. Gates and Brovi at Parmen's Place is a good example of problems when unplanned parking push into the neighborhood. The apartment building won't function with only seven guest parking stalls as the driveway competes with delivery trucks. Add in rain or freezing weather and people will not bother to shop there.

While I have no objections to development if done within the rules. And I have no objection to the city's desire of infill existing neighborhoods. I oppose this development plan.

Thank you for your time and service to the City of Madison.

Sincerely,  
Gera Bodley  
█ Grant Street  
Madison, WI 53711

**Wells, Chris**

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**From:** [REDACTED]  
**Sent:** February 17, 2018 10:17 AM  
**To:** Parks, Timothy <TParks@cityofmadison.com>; Firchow, Kevin <KFirchow@cityofmadison.com>; Eskrich, Sara <district13@cityofmadison.com>; [REDACTED]  
**Cc:** [REDACTED]  
**Subject:** Opposed to 5 story building at 1720 Monroe

We are writing in opposition to the proposed building of a 5 story building at 1720 Monroe, and ask that you disallow or vote against the proposed five story building.

Anne Rosin, my wife, and I live at [REDACTED] Madison Street. Madison Street runs parallel, one block south of Monroe. Either my wife and/or I have lived in the same house in the neighborhood for over 30 years. We place high value on the traditional neighborhood. In addition, the City and other local taxing units place a high value on our current property with annual property taxes of \$19,783.38 for 2017.

The City of Madison has rightly recognized the importance of limiting commercial development and created precedent of allowing no more than 4 story commercial buildings to be built on Monroe Street for the entire length of the street. As a resident with close proximity to Monroe Street, we will be impacted by the 1720 Monroe proposal and could continue to be directly impacted in the future as buildings are proposed and built in the 1900, 2000, and 2100 blocks of Monroe.

We believe that maintaining the current 4 story zoning on commercial buildings on Monroe Street is important to maintaining the traditional neighborhood, the current values of the homes in our neighborhood and future tax base for the City of Madison. The City of Madison should prioritize protecting the value of neighborhood homes and ultimately the significant property tax base.

I request that you disallow or vote against the proposed 5 story building.

Terry Bolz  
[REDACTED] Madison Street  
Madison, WI 53711  
Parcel # [REDACTED]  
[REDACTED]

## Wells, Chris

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**From:** Lindsay Feitlinger <[REDACTED]>  
**Sent:** Sunday, February 18, 2018 12:07 PM  
**To:** Eskrich, Sara; Wells, Chris  
**Subject:** 1720 Monroe Street Letter of Support

Dear Alder Eskrich,

I'm writing to thank you for your support of the [1720 Monroe Street](#) Redevelopment. It's a great project! The developer has been working with neighbors since last summer and I've only heard voices of support. It's beautiful, it adds needed housing for retirees and families, and it will strengthen our retail district. It does not seek public subsidy and it adds tax base to support our schools. It's appropriate for its specific site and it's within the bounds of our neighborhood plan. It's shorter than Monroe Commons and the developer is preserving a two family home. I am looking forward to positive change in this block and can't wait to walk by a vibrant building instead of a large bank parking lot. I am unsure why the project has not received necessary approvals yet but I hope that it can proceed. Please feel free to share my comments with the Plan Commission.

Best regards,

Lindsay Feitlinger  
West Lawn Avenue

## Wells, Chris

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From: Nancy Klatt [REDACTED]  
Sent: February 17, 2018 9:08 PM  
To: Parks, Timothy <TParks@cityofmadison.com>  
Subject: 1720 Monroe

I would like the building to be not more than four stories.

Nancy Klatt  
[REDACTED] Breese Terrace  
Madison

## Wells, Chris

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**From:** Parks, Timothy  
**Sent:** Sunday, February 18, 2018 6:16 AM  
**To:** Wells, Chris  
**Subject:** FW: Public Hearing re plans for 1720 Monroe St

FYI...

**From:** Barbara STREIBEL [REDACTED]  
**Sent:** February 17, 2018 12:15 PM  
**To:** Parks, Timothy <TParks@cityofmadison.com>; Firchow, Kevin <KFirchow@cityofmadison.com>; Eskrich, Sara <district13@cityofmadison.com>; [REDACTED]; Bidar-Sielaff, Shiva <district5@cityofmadison.com>  
**Subject:** Public Hearing re plans for 1720 Monroe St

To whom it may concern,

I regret that I am unable to attend the Madison City Plan Commission Public Hearing Monday night where the plans for 1720 Monroe St will be considered. I hope that this email will be accepted in place of my spoken comments.

I oppose the current plans for a 5 story building, with little or no set-back, at 1720 Monroe St.

The City of Madison Commercial District Plan developed by all surrounding neighborhoods concluded: "No building on Monroe Street should exceed four stories for the entire length of the St." (p43, [www.cityofmadison.com/planning/pdf/monroe.pdf](http://www.cityofmadison.com/planning/pdf/monroe.pdf)) and I have heard of no necessity that would support an override of that agreement. Five recent development projects on Monroe Street have adhered to those guidelines. So the current guidelines clearly support successful development projects that have added apartments and commercial space to Monroe Street.

Monroe Street's appeal, to residents and customers, is it's 'human scale' and 'pedestrian friendliness.' Allowing larger 'blocky' buildings along the street destroys the traditional appeal of the neighborhood. It is certainly not inviting.

Monroe Street should be developed to be a pedestrian-friendly welcoming neighborhood, not a cold, off-putting street like the 400-500 blocks of State Street have become with looming buildings or the cold canyons of the West Gorham-University Ave curve. Density can be attained while retaining traditional neighborhood appeal. This has happened along Williamson St.

Thank you for your time,

Barbara Streibel  
[REDACTED] Eton Ridge  
Madison 53726

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## Wells, Chris

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**From:** Firchow, Kevin  
**Sent:** Monday, February 19, 2018 9:14 AM  
**To:** Wells, Chris; Stouder, Heather  
**Subject:** FW: Associated Bank development proposal

For PC and Legistar

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**From:** kim barovic [REDACTED]  
**Sent:** Saturday, February 17, 2018 2:31 PM  
**To:** Parks, Timothy <TParks@cityofmadison.com>; Firchow, Kevin <KFirchow@cityofmadison.com>; Eskrich, Sara <district13@cityofmadison.com>; [REDACTED]  
**Subject:** Associated Bank development proposal

I live on Madison Street, between Edgewood and Lincoln. I have lived in this neighborhood for 27 years. I am strongly opposed to any building on Monroe Street being over 4 stories. And don't let Hotel Red get any taller. Don't make a canyon of Monroe Street.

Thank you,  
Kim Barovic

## Wells, Chris

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**From:** Firchow, Kevin  
**Sent:** Monday, February 19, 2018 10:16 AM  
**To:** Stouder, Heather; Wells, Chris  
**Subject:** FW: 1720 Monroe Street

For PC and Legistar

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**From:** Donna Wilson [mailto: [REDACTED] ]  
**Sent:** Monday, February 19, 2018 10:05 AM  
**To:** Parks, Timothy <TParks@cityofmadison.com>; Firchow, Kevin <KFirchow@cityofmadison.com>  
**Subject:** 1720 Monroe Street

Dear Sirs,

I am unable to attend the public hearing this evening regarding the proposal for plans for 1720 Monroe Street, however I would like to register an opinion opposing a five-story development on that location. The Monroe Street merchants and the neighborhood associations have worked hard to develop a strong, classic or traditional neighborhood ethos. The addition of another high-rise that breaks the existing four-story limitation works against the values and commitments of our neighborhood.

Thank you for your kind attention.

Sincerely,

Donna Wilson  
[REDACTED] Sheldon Street  
Madison, WI 53711  
[REDACTED]



## Wells, Chris

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**From:** Firchow, Kevin  
**Sent:** Monday, February 19, 2018 10:46 AM  
**To:** Wells, Chris; Stouder, Heather  
**Subject:** FW: Support for 1720 Monroe Street development

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

For PC and Legistar.

-----Original Message-----

From: Mary Erdman [REDACTED]  
Sent: Monday, February 19, 2018 10:40 AM  
To: Firchow, Kevin <KFirchow@cityofmadison.com>  
Subject: Support for 1720 Monroe Street development

Hi Kevin,

I am writing in support of the proposed building at 1720 Monroe Street. I have lived in Dudgeon-Monroe for over 30 years and was not a fan of some of the more recent apartments built. I think this building is done right with a developer truly concerned about how it is done. There is a sense of ownership from the developer because she lives in the neighborhood. We will not be lucky enough to have this happen again should the proposal be rejected. Some developer with no vested interest in Dudgeon-Monroe will swoop in and build something of inferior quality.

I am also concerned that there is a lot of chatter on the online community Nextdoor regarding this project. There was also a lot of discussion before the February 5 meeting. This time, more of the comments are positive. Since there were so many opportunities to attend listening sessions and speak directly with Anne Morrison about concerns, it feels wrong to suddenly jump on board a negative campaign toward the building. I don't know if any of the naysayers will attend the meeting or email. Please know this opposition may have been stirred up online instead of from a place of genuine concern.

Why is 1720 Monroe Street acceptable at five stories? The building is quite attractive and carefully designed, in my opinion. When the nearest retailers are happy with the proposal, you know it's a good one. I realize some very near neighbors will be affected by the building. That's why the developer has put forth effort to redesign the building. We all know a building of some kind will take the place of the bank. I prefer five stories of quality versus four stories by an unknown entity.

Thank you!  
Mary Erdman

## Wells, Chris

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**From:** Jeffrey Mandell <[REDACTED]>  
**Sent:** Monday, February 19, 2018 11:12 AM  
**To:** Eskrich, Sara  
**Cc:** Wells, Chris  
**Subject:** Comments in advance of tonight's Plan Commission meeting

Alder Eskrich –

I am writing to thank for your support for the redevelopment of the Associated Bank property at 1720 Monroe Street. I also request that you share my comments below with the Plan Commission, as I unfortunately cannot attend tonight's meeting.

My wife, two elementary children, and dog live at [REDACTED] West Lawn Avenue, three short blocks from the Associated Bank site; I walk or drive by that site multiple times every day. We chose to buy in the Dudgeon-Monroe neighborhood (and specifically on West Lawn) in significant part because of Monroe Street's strong commercial corridor. We love the neighborhood, and we treasure having a thriving residential community in close proximity to local businesses. To keep the neighborhood vital, walkable, and growing, we also want to keep fostering a diversity of local businesses on Monroe Street.

Foreclosing the proposed development to replace Associated Bank would be a huge mistake. The bank site is largely vacant and currently adds nothing to the vitality of our neighborhood. The bank's relocation offers a tremendous opportunity, because the site is an excellent spot to add needed housing and commercial space for local businesses that will enhance our neighborhood.

It's not just that the space needs redevelopment but also that this proposed development is the right one. The developer has worked extensively with our neighborhood and has been extraordinarily responsive to concerns raised by (a handful of) neighbors. While density has been reduced from the original proposal in response to community feedback, the project will nonetheless exemplify responsible, mixed-use development that will leverage our community's investment in Monroe Street.

Overall, the development proposal is a great fit for our neighborhood: it revitalizes a key corner on Monroe Street, presents a building lower in height than nearby Monroe Commons, and does not erode—to the contrary, it enhances—the residential fabric of our adjoining neighborhood. I particularly appreciate how closely the developer has worked with the neighborhood and that the final plans preserve the adjacent two-family home. This project, if approved, will stand as an example of best practices for both process and outcome.

I hope this redevelopment will proceed and that the construction can be coordinated with the reconstruction of Monroe Street, both to the benefit of the developer and everyone who uses Monroe Street.

Thank you in advance for sharing my comments with Plan Commission.

Sincerely,

Jeff Mandell

STAFFORD  
ROSENBAUM  
LLP

Jeffrey A. Mandell | [REDACTED] | [REDACTED] |  
222 West Washington Avenue, Suite 900  
P.O. Box 1784 | Madison, Wisconsin 53701-1784  
[www.staffordlaw.com](http://www.staffordlaw.com)

## Wells, Chris

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**From:** Eskrich, Sara  
**Sent:** Monday, February 19, 2018 12:02 PM  
**To:** Wells, Chris  
**Subject:** Fwd: Development at 1720 Monroe

For record.

Sent from my iPhone

Begin forwarded message:

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**From:** Don Wichert <[REDACTED]>  
**Sent:** Friday, February 9, 2018 3:14 PM  
**To:** Eskrich, Sara  
**Subject:** Development at 1720 Monroe

### General Information

Name: Don Wichert  
Address: [REDACTED] Keyes Ave  
City: Madison  
State: WI  
ZIP: 53711  
Phone: [REDACTED]  
Work Phone:  
Email: [REDACTED]  
Should we contact you?: Yes

### Message:

Hi Sara

I oppose a 5 story building, but I am fine with 4 stories, like the one being finished two blocks north on Monroe St. Monroe Commons is too big and should not serve as a model. Sorry I missed all the other discussions. You are doing a great job, but we disagree on this one. Has the Council approved the project yet?

Thank you.

Recipient:  
Sara Eskrich

**Wells, Chris**

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**From:** Tonia Kohl <[REDACTED]>

**Sent:** Wednesday, February 7, 2018 11:08 AM

**To:** Eskrich, Sara

**Subject:** 1720 Monroe Street

Dear Alder Eskrich,

Thank you for supporting the redevelopment of 1720 Monroe Street. This is a beautiful project that is a perfect fit for our neighborhood. It has significant neighborhood benefits and broad support. Please do all you can to help get this back on track.

Best Regards,

*Bob Keller*

*Monroe Street Property Owner*

February 19<sup>th</sup>, 2018

**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 have met on several occasions with the ULI representative and seen the updated plans for adjustments to their plan.

First, I want to acknowledge that ULI has worked toward addressing many concerns raised by neighbors and I believe it is their intention and hope to work constructively with the neighborhood to develop this property. We appreciate many of the adjustments they have already made to improve the design.

That said, our concern about the proposal has to do with long term plans for developments along Monroe and whether this particular plan is in line with the guidelines already set out by the city for Monroe street corridor.

While ULI has pulled northeast tower section off the design and lowered the height some, we still object to the 5 story height/design of this project. There are sections of the city where that height (or higher) are in keeping with the area and commercial nature of the surroundings. This is not the case for this particular property. Keeping upcoming developments within the 4 story guide helps protect the character of the neighborhood (directly adjoining to a residential area), as well as protects the impact on overall density and massing of this area.

I respect the quality of projects ULI has been involved with and I believe they are interested in a long term investment. However, I'm not sure that a project of this scale protects both the character of Monroe street corridor or the quality of life for the neighborhood around it.

Thank you for considering these comments. We are happy for them to be entered as part of the public record.

Ginger Morgan and Chris Frakes

[REDACTED] Stockton Court  
Madison, WI 53711

## Wells, Chris

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**From:** Firchow, Kevin  
**Sent:** Monday, February 19, 2018 1:51 PM  
**To:** Wells, Chris; Stouder, Heather  
**Subject:** FW: Strong support for Monroe St development -- and advocating for Zipcar addition!

For PC and Legistar.

**From:** Christine Wenc [REDACTED]  
**Sent:** Monday, February 19, 2018 1:18 PM  
**To:** Parks, Timothy <TParks@cityofmadison.com>; Firchow, Kevin <KFirchow@cityofmadison.com>; Eskrich, Sara <district13@cityofmadison.com>; Erickson.chuck@countyofdane.com  
**Subject:** Strong support for Monroe St development -- and advocating for Zipcar addition!

Hello, I may not be able to come to the meeting tonight but I wanted to express my **STRONG** support for more housing in the Monroe St neighborhood. I am all in favor of the 5-story building being proposed.

Adding more housing will ease the high cost of housing in Madison. Making this development pedestrian and bike-friendly is essential too -- Madison should be doing everything it can to reduce the need for private car ownership.

Also -- not sure if this is on the agenda, but I recently moved back to Madison from Boston, and there is is very common for the car-sharing service Zipcar to have several cars available in many new housing complexed being built -- they usually are located right in the apt building parking lot.

Has anyone approached Zipcar about this? Madison is a perfect market for them, and right now I believe they are only available in a few locations on campus. Boston has hundreds, maybe even thousands of Zipcars on the road, and their customer service is fantastic. I used Zipcar for years, and I **HIGHLY** recommend encouraging more Zipcars in Madison.

Thanks, Christine Wenc (Sunset Village but frequent visitor to Monroe St neighborhood and someone who would love to live there if we could afford it)

City of Madison Planners, City of Madison Planning Commission, and Alders 2/19/18

A Five-story building **does not** belong on Monroe Street. I am request the building size be reduced to four stories. There is forgotten history of the surrounding neighborhoods, businesses, and City of Madison officials' discussion of the future of Monroe St. A large 5-story building is the exact situation that received extensive discussion in the meetings for the development of the "City of Madison Monroe Street Commercial District plan". This occurred just after Trader Joes and Hotel Reds origins. I am not opposed to ULI or any development, but **oppose the building height setting a precedence for all future building heights.**

Why did all the neighborhoods and city officials and neighborhoods spend so much time on developing these plans? Residents and officials cared about the City of Madison and the encroachment of higher modern buildings in traditional areas of the city. There has to be a stop to the high story buildings that do not fit the traditional neighborhoods. The architectural details, character of the traditional neighborhood buildings make Madison quaint and soon will be non- existent on Monroe St.

Here are a few highlights and conclusions of the 108 page Document, the "Monroe Street Commercial District plan", developed by three neighborhoods, city officials and businesses (see attached list or this URL): <https://www.cityofmadison.com/planning/pdf/monroe.pdf>

1. The Plan indicates a "preference for 2-3 story development that features active and well-articulated ground floors that have activities that attract the interest of pedestrians" (see Page 20)

2. Specifically concluding recommendations (page 43) that **"No building on Monroe Street should exceed four (4) stories for the entire length of the street."**

3. Again, (page 49) under building height details **"... 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"**

Please consider these facts and keep Madison with unique traditional neighborhood areas and commercial streets. .... Please oppose more than four story buildings on Monroe St. Please do not give in to developers. **Visitors will continue to come to Madison for more than just sporting events. Your children will thank you for maintaining a piece of history.**

Regards

Eileen Thompson

Vilas Resident, [REDACTED] Campbell St

Vilas Neighborhood Bear Mound Park representative (formerly Vilas Circle)

## Keep Monroe Street as this Photo/Ad Depicts

Keep Buildings **“Under Four Stories”**

Preserve the Character Monroe St. and Neighborhoods,  
Maintain what makes Madison – “Madison”.





# **Acknowledgements and Participants: City of Madison Monroe Street Commercial District Plan.**

## **The Monroe Street Commercial District Plan Steering Committee**

Jane Riley, co-chair, Dudgeon-Monroe Neighborhood Assoc. Mary Ann Cook, co-chair, Dudgeon-Monroe Neighborhood Assoc. Paul A. Beckett, Dudgeon-Monroe Neighborhood Assoc. Gil Jevne, Dudgeon-Monroe Neighborhood Assoc. Lynn Pitman, Dudgeon-Monroe Neighborhood Assoc. Chuck Erickson, Vilas Neighborhood Assoc. Julia Kerr, Vilas Neighborhood Assoc. Tess Mulrooney, Vilas Neighborhood Assoc. Keith Bieneman, Monroe Street Merchants Assoc., TileArt Orange Schroeder, Monroe Street Merchants Assoc., Orange Tree Imports Mike Flint, Monroe Street Merchants Assoc., Mallat Pharmacy

## **The Monroe Street Commercial District Plan Review Team**

Keith Bieneman, Monroe Street Merchants Assoc., TileArt Peg Breuer, Monroe Street Merchants Assoc., Neuhauser Pharmacy/Post Office John Imes, Monroe Street Merchants Assoc., Arbor House Orange Schroeder, Monroe Street Merchants Assoc., Orange Tree Imports Paul A. Beckett, Dudgeon-Monroe Neighborhood Assoc. Bob Goode, Dudgeon-Monroe Neighborhood Assoc. Tess Mulrooney, Vilas Neighborhood Assoc.

## **Neighborhood Association Presidents**

Brian Solomon, Daryl Sherman, Dudgeon-Monroe Neighborhood Assoc. Dan Feeney, Vilas Neighborhood Association

## **UW Contact**

Gary Brown, Assistant Director, Planning & Landscape Architecture, Facilities Planning & Management, UW-Madison

## **Public Officials**

Alder Ken Golden, District 10  
Alder Isadore Knox, Jr., District 13  
Former Alder Matt Sloan, District 13  
Former Alder Andy Heidt, District 13

## **City of Madison Staff**

Mark A. Olinger, Director, Dept. of Planning & Community & Economic Development  
Bradley J. Murphy, Director, Planning Division  
Bill Fruhling, Planning Division  
Jule Stroick, Planning Division  
Rebecca Cnare, Planning Division  
Michael Gay, Office of Business Resources  
Rob Phillips, Engineering Division  
Tom Walsh, Traffic Engineering Division  
Bob McDonald, Madison Area M.P.O.  
David Trowbridge, Planning Division  
Ryan Jonely, Planning Division

## **Planning and Design Institute Inc.**

Larry Witzling, President  
Gaurie Rodman, Project Manager  
Brian Peterson, Associate

## **Business Districts Inc.**

Terry Jenkins, President  
Bridget Lane, Project Manager  
Diane Williams, Associate

**Wells, Chris**

---

**From:** Nichols, Jim  
**Sent:** Monday, February 19, 2018 2:12 PM  
**To:** Wells, Chris  
**Cc:** Ethington, Ruth  
**Subject:** Citizen message re 1720 Monroe Street

PHONE MESSAGE

**Subject:** Kathy Burdulis, of [REDACTED] Monroe Street, called to say that she is opposed to the project at 1720 Monroe Street and 625 S. Spooner Street. She is not able to attend the Plan Commission meeting today (February 19), but is “generally opposed to the project.”

**Phone #:** Not provided.

Jim Nichols  
PCED

**EFFECTIVE NOVEMBER 7, 2016**  
**City Planning, Zoning and Building Inspection**  
**have moved to new offices at 126 S. Hamilton Street**

**Wells, Chris**

**From:** Lucas Dailey <[REDACTED]>

**Sent:** Monday, February 19, 2018 3:05 PM

**To:** Wells, Chris

**Subject:** Items for public record on 1720 Monroe

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Commissioners, Alders,

While ULI has made some meaningful changes I don't believe they have yet sufficiently integrated their building into the fabric of the neighborhood, and do not currently support it.

They have made improvements: the Stockton ct massing; reducing the shadows and sight-lines of the 5th story by lowering the building; increasing the setback on the 5th to further reduce sight-lines and shadows. With those improvements the only part of the design that still causes me sufficient concern to object is the relationship with the homes on Spooner.

The massing of the building on Spooner is simply too abrupt of a transition to single family homes.

Procedurally, ULI hasn't earnest represented that relationship in their drawings, despite repeated requests. The neighbors, luckily, include two people with architectural backgrounds: Dan Scanlon and myself. Dan has created some sketchup models based on the drawings that I would encourage you all to examine. I also created the attached Spooner St elevation that shows the entire building.

This project is close to good, but it's not there yet. One more round and we're there.

cheers,

Lucas

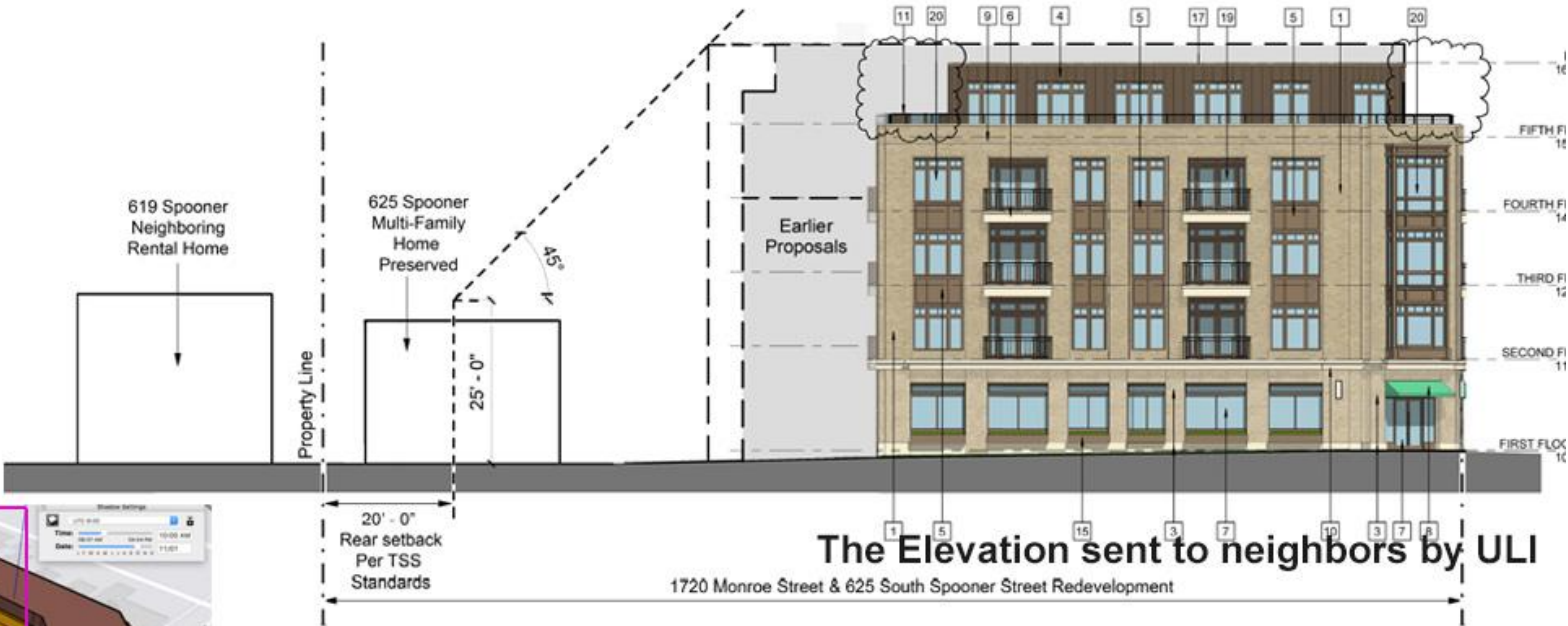
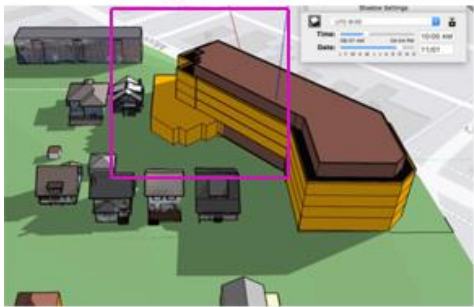
--

Lucas Dailey

blog: [REDACTED]

work: Product Manager | [PropellerHealth.com](http://PropellerHealth.com)

This is part of the building too



## Wells, Chris

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**From:** Sally Lehner <[REDACTED]>  
**Sent:** Monday, February 19, 2018 3:24 PM  
**To:** Firchow, Kevin; Wells, Chris; [REDACTED]  
**Subject:** 1720 Monroe Street Development

To Whom It May Concern:

I am expressing my opposition to build a "five" story building at 1720 Monroe St. Please keep 1720 Monroe St. development at 4 stories, and mandate ULI to stick with 4 stories.

Sincerely,  
Sally Lehner  
Vilas Neighborhood

## Wells, Chris

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**From:** Ben Brewster <[REDACTED]>  
**Sent:** Monday, February 19, 2018 3:37 PM  
**To:** Firchow, Kevin; Wells, Chris; [REDACTED]  
**Cc:** Eskrich, Sara  
**Subject:** Planning application for 1720 Monroe Street

Dear Tim Parks and Kevin Firshow,

I am a resident of the 1600 block of Madison Street, and I wish to express my opposition to the application for permission to build a five-story building at the corner of Monroe and Spooner.

Such a building is in violation of the City of Madison Commercial District Plan. When Hotel Red's proposal for an addition producing an even taller building on Monroe was accepted, many residents feared that, whatever the merits or otherwise of the proposed building, the exemption created a precedent for a general increase in height along the street, and this application seems to confirm those fears. Not only would such a development turn the street into an oppressive urban canyon and overshadow smaller residences on neighboring streets, it would drive out many of the small businesses currently occupying the smaller buildings, as has happened on State Street and other streets in the city that have received the same treatment.

Williamson Street has so far escaped that fate, largely because on that street the line has been held on height. I hope that the City's planners and planning committees will uphold City plans and reject this application, thus preserving the character of Monroe Street.

Yours sincerely,

Ben Brewster

## Wells, Chris

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**From:** Ethington, Ruth on behalf of Planning  
**Sent:** Tuesday, February 20, 2018 7:42 AM  
**To:** Wells, Chris  
**Subject:** FW: Re the Monroe Street Proposal

-----Original Message-----

From: Sandra Saul [mailto: ]  
Sent: Monday, February 19, 2018 6:58 PM  
To: Planning <planning@cityofmadison.com>  
Subject: Re the Monroe Street Proposal

I would not like to see a five story retail and residence project on the bank location site! I think it is too much density and violates the neighborhood plan. Four stories is the maximum I would think is possible. And I have found promised green almost never equals actual green! The promise of green is placating opponents.

Sandra Saul  
Madison Wisconsin  
53705

Sent from my iPhone