

**AGENDA # 4**

City of Madison, Wisconsin

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<b>REPORT OF:</b> URBAN DESIGN COMMISSION	<b>PRESENTED:</b> April 6, 2011	
<b>TITLE:</b> 1907-1911 Monroe Street – PUD(GDP-SIP) for a 4-Story Commercial/Residential Apartment Building. 13 <sup>th</sup> Ald. Dist. (21200)	<b>REFERRED:</b>	
	<b>REREFERRED:</b>	
	<b>REPORTED BACK:</b>	
<b>AUTHOR:</b> William A. Fruhling, Acting Secretary	<b>ADOPTED:</b>	<b>POF:</b>
<b>DATED:</b> April 6, 2011	<b>ID NUMBER:</b>	

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Members present were: Marsha Rummel, Mark Smith, Dawn O’Kroley, Todd Barnett, Richard Slayton, John Harrington, R. Richard Wagner, Melissa Huggins, Jay Handy and Henry Lufler, Jr.

**SUMMARY:**

At its meeting of April 6, 2011, the Urban Design Commission **GRANTED INITIAL APPROVAL** of a PUD(GDP-SIP) located at 1907-1911 Monroe Street. Appearing on behalf of the project was J. Randy Bruce, representing Knothe & Bruce Architects, LLC. Bruce gave an overview of the project, showing how he responded to the Commission’s request for a somewhat more contemporary design. He presented a palette of materials. He stated that they hope to install a green roof, but they are getting prices now.

The Commission’s discussion focused on the following:

- Look at making the paver stepping stones on the northeast side of the building an actual surfaced walkway, but something other than plain concrete.
- The building materials and composition for the back portion (rear elevation and back portion of the side elevations) needs to be revisited. The discussion focused on the desire to incorporate some more of the building’s material and architecture in these areas as opposed to the more plain, residential design that includes lap siding. There was some discussion about perhaps incorporating a vertical break so the difference in materials makes more sense. The use of the “wood” composite panels or darker panels used on the front portions of the building was also discussed for the rear portion.
- There was some discussion about the use of corrugated metal on the penthouse and if that made it look too much like an addition, or whether it was appropriate because of the generous setbacks that it will only be visible from longer distances.

**ACTION:**

On a motion by Harrington, seconded by Slayton, the Urban Design Commission **GRANTED INITIAL APPROVAL**. The motion was passed on a unanimous vote of (10-0). The motion requested that the architect consider the comments noted above before returning for final approval.

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

**URBAN DESIGN COMMISSION PROJECT RATING FOR: 1907-1911 Monroe Street**

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
<b>Member Ratings</b>	6	6.5	-	-	-	-	7	6.5
	6	7	-	-	-	6	7	7
	7	7	5	-	-	6	8	7
	6	8	6	-	-	6	8	8
	-	-	-	-	-	-	-	8
	10	10	8	-	-	-	10	10
	-	-	-	-	-	-	-	8

**General Comments:**

- Nice project.
- Nice street front!
- Alleyway elevation could be Trespa and fiber cement panels vs. clapboards.
- Really great project but would like to see stronger/more integral skin on back side.

## Stouder, Heather

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**From:** Brad Ricker [bradricker@charter.net]  
**Sent:** Friday, April 22, 2011 12:03 PM  
**To:** Stouder, Heather  
**Cc:** Jon Standridge; Lynn Pitman; Ellingson, Susan; Solomon, Brian; tomturquist; Randy Bruce  
**Subject:** Comments on 1907-1911 Monroe Street development

Dear Heather,

I apologize for not submitting the following comments from the Vilas Neighborhood Association regarding the subject project before the April 21st deadline. I hope they can still be incorporated into the record for the approval meetings yet to be held.

The Vilas Neighborhood Association governing council has met with the owner and architect on two occasions and also discussed the project at our most recent meeting on April 13, 2011. We did not take a formal vote on the matter but the majority of participants expressed support for the project. We are all appreciative of the open communication and transparency that the applicants have demonstrated, and their efforts to abide by the guidelines of the Monroe Street Commercial District Plan. However, a few people expressed concern about the project esthetics, traffic and construction impacts. The sense of the meeting was that the project should move forward with appropriate attention to these issues.

**Esthetics:** Some people worry about the facade and whether the type and quality of materials will "fit into the existing, more historical building environment" that is present on the East side of Monroe Street in the 1800 and 1900 blocks. The proposed use of metal siding is of particular concern. Hopefully the Urban Design Commission has, or will, address this issue.

**Traffic:** The increase in vehicles that will be moving through the alley behind the site is not welcomed by the current owners and residents, although everyone acknowledges that it is a logical and necessary outcome of site redevelopment. Sensitivity and responsivity by the owner and the City to any future negative affects on the area will reduce this concern, and such a commitment would be appreciated as part of the approval process. The ability of traffic to turn onto Monroe Street at Harrison and Van Buren Streets is already problematic at times of the day and this can be expected to increase due to the development.

**Construction Effects:** As with any project there will be temporary but potentially significant inconveniences for the surrounding neighborhood while work is underway. Specific concerns with deliveries, contractor parking, noise, hours of activity, staging areas, and sidewalk and alley blockages were expressed at the April 13th meeting. It is our hope and expectation that the owner and contractors will take all of these into account and stay in close contact with Alder Ellingson and the immediate neighbors during the project. We have a listserv set up for our association on Yahoo Groups and would like to have the project manager and owner join so that they can post updates and address concerns that may be raised there.

(<http://groups.yahoo.com/group/VilasNA/>) Providing their names and phone numbers to Alder Ellingson and immediate neighbors and property owners would also be a good business practice.

Thank you for the opportunity to provide our input. Please let me know if City staff or others have questions for our neighborhood association. You can also contact Jon Standridge who is the new President of VNA at 669-8770, and copied along with others above.

Best wishes,

Brad

Brad Ricker  
Past-President, Vilas Neighborhood Association  
1815 Adams Street  
213-7306 (cell)  
[bradricker@charter.net](mailto:bradricker@charter.net)

## Stouder, Heather

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**From:** Brad Ricker [bradricker@charter.net]  
**Sent:** Tuesday, April 26, 2011 11:18 AM  
**To:** Stouder, Heather  
**Cc:** Ellingson, Susan; Jon Standridge  
**Subject:** Fwd: [VilasNA] Empire Photography redevelopment on Monroe Street

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

Heather,

I thought I'd forward the email string below so that you are aware of recent discussion going on in the Vilas neighborhood. After communicating with you last Friday I posted some information to our Yahoo Groups site so that neighbors were aware of the upcoming meetings and knew what my comments had been on behalf of VNA.

A short follow up email from Tom Turnquist mentioned the loss of green space as an additional issue.

I hope this is helpful.

Brad

Brad Ricker  
Past-President, Vilas Neighborhood Association  
1815 Adams Street  
213-7306 (cell)  
[bradricker@charter.net](mailto:bradricker@charter.net)

Begin forwarded message:

**From:** tomturnquist <[tomturnquist@yahoo.com](mailto:tomturnquist@yahoo.com)>  
**Date:** April 25, 2011 10:49:22 AM CDT  
**To:** [khodell@wisc.edu](mailto:khodell@wisc.edu)  
**Cc:** [VilasNA@yahoogroups.com](mailto:VilasNA@yahoogroups.com)  
**Subject:** Re: [VilasNA] Empire Photography redevelopment on Monroe Street  
**Reply-To:** [VilasNA@yahoogroups.com](mailto:VilasNA@yahoogroups.com)

Dear Katherine and Vilas neighbors:

Regarding the demolition of the 2 houses at 1907-11 Monroe St, and the building of a four story mixed-use commercial/ apartment building in its place:

A number of Vilas residents (especially those who share the alley or live near the intersections of the alleys and the streets) will be greatly impacted if the new apartment building is built in place of the existing structures. But

the increased alley and street traffic, the construction noise, and the accompanying frustration and competition for alley access by the construction vehicles, delivery trucks, garbage trucks, city maintenance vehicles, and resident automobiles are just part of the issue.

Among

the objectives of the 2007 Monroe St Commercial District Plan was "to provide guidance on the communities expectations as they relate to development standards." Among the goals were:

- 1) To "preserve and enhance the distinctive architectural qualities of the street" and
- 2) To "encourage the preservation or re-use of buildings with historic value in the community."

The demolition of the beautiful Victorian house at 1911 Monroe would be in conflict with these stated goals. The house should be part of the Wingra Park Historic District, but even if it isn't, it is still historically significant to the neighborhood- and we don't see why it can't be "preserved or re-used." A beautiful example of Victorian era architecture should not be demolished without very careful consideration.

In addition, while the new four story apartment building may be beneficial to a few and will increase the city tax base, the current architectural rendering for the building is not sensitive to its surroundings. It more resembles a miniature Monroe Commons (which many in the neighborhood find akin to a college dormitory).

Our hope is that the existing Victorian house can be preserved-- but if that is not possible, I would encourage the architects and owners to re-visit their design table in order to be more sensitive to the historic flavor of the neighborhood.

Gestures like re-thinking the use of what appears to be aluminum railings and awnings, limiting the building components to historic materials, and adding some interesting historic architectural details would go a long way toward enhancing the neighborhood and creating good will with neighbors.

We are in support of blocking the demolition of the two existing structures and halting new construction without more transparency from the developers and more input from the neighborhood.

Tom Turnquist  
Annie Walljasper  
Chris & Renee Thomas  
Nate and Tara Montemayer

--- On Mon, 4/25/11, KATHARINE H ODELL <[khodell@wisc.edu](mailto:khodell@wisc.edu)> wrote:

From: KATHARINE H ODELL <[khodell@wisc.edu](mailto:khodell@wisc.edu)>  
Subject: Re: [VilasNA] Empire Photography redevelopment on Monroe Street  
To: [VilasNA@yahogroups.com](mailto:VilasNA@yahogroups.com)  
Date: Monday, April 25, 2011, 9:08 AM

Brad-

thanks for this info. I too am concerned about the increase in traffic and the facade. Actually, they are deal breakers for me; reasonable plans have to be implements. I'll be at the meeting.

AND: thanks for your years as VNA Prez. You did a fine, balanced, up-to-date job!!

On 04/23/11, Brad Ricker

wrote:

Neighbors,

The VNA received notice of two upcoming public hearings on the proposed redevelopment of 1907-1911 Monroe Street that I would like to pass on to you:

Notice of Public Hearing

Notice is hereby given that the City of Madison Plan Commission and Common Council will be considering the following ordinance to rezone property in the City:

ID# 21733 - 1907-1911 Monroe Street from C2 General Commercial District to PUD(GDP) Planned Unit Development (General Development Plan) District and from PUD(GDP) Planned Unit Development (General Development Plan) District to PUD(SIP) Planned Unit Development (Specific Implementation Plan) District. Proposed Use: Demolish two residential structures to allow construction of a mixed-use building with 18 apartment units and 4,400 square feet of first floor commercial space; 13th Aldermanic District;.

## Stouder, Heather

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**From:** Ellingson, Susan  
**Sent:** Tuesday, May 10, 2011 8:17 PM  
**To:** lufier@education.wisc.edu; mhuggins@charter.net; rslayton@erdman.com; jaharrin@tds.net; trbarchi@aol.com; dokroley@dorschnerassociates.com; archimark@gmail.com; Rummel, Marsha  
**Cc:** Martin, Al; Stouder, Heather; Jon Standridge (jonstandridge@sbcglobal.net); renee.thomas@esker.com; RBruce@knothebruce.com  
**Subject:** Neighborhood meeting re Empire Photo facade  
**Attachments:** Empire1.jpg; Empire2.jpg  
**Follow Up Flag:** Follow up  
**Flag Status:** Flagged

To the Urban Design Commission--

I met with 18 neighbors at the Monroe St library last night. The purpose of the meeting was to get feedback on two facades that have been designed for the Empire Photo proposal for Monroe St.

Julia Kerr, the previous alder in District 13, held a neighborhood meeting on Feb 16. At that time, the neighbors agreed that it was a good proposal. Conditions such as runoff, parking, and traffic were discussed, and the project was modified to address them. However, the neighbors did not see the two different facades.

Of the neighbors who have sent their comments to me on the two facades, either by email or at the meeting:

- 14 preferred the older style "Empire1" (see attached images)
- 2 had no preference
- 1 preferred the more contemporary "Empire2"

Unfortunately, I have a conflict and can't attend the UDC meeting. I hope you will take the neighbors' preferences into account.

Mostly, I hope this project will go forward. It would be a welcome addition to Monroe St.

Thanks.

Sue

.....  
Sue Ellingson, Alder  
City of Madison, District 13  
[district13@cityofmadison.com](mailto:district13@cityofmadison.com)  
259-1824



MONROE STREET ELEVATION

"Empire 1"



"Empire 2"



MONROE STREET ELEVATION

Minutes of Vilas Neighborhood Association (VNA)

Special meeting, May 9, 2011

To consider a resolution regarding design of proposed building located at 1907-1911 Monroe St.

Present: Bill Stern, Brad Ricker, Jon Standridge, Mitch Nussbaum, Hans Borcharding

Background: The special meeting was called immediately following a public meeting sponsored by Alder Ellingson to consider 2 alternative designs for the building being proposed for 1907-1911 Monroe St. The presentation was given by Architect Randy Bruce, and was attended by about 15 neighbors. Two different façade designs were presented. Proposal 1 was very similar to the original drawings presented previously. It included two colors of brick, cream colored masonry, and metal components providing horizontal lines to the front of the structure. Proposal 2 was characterized as the preference of the Urban Design Committee and was the current preference of the developer. It included composite faux wood components next to the windows and reduced the prominence of the horizontal lines. After some discussion, an informal vote was taken by a show of hands. There was overwhelming support for proposal 1.

Whereas:

1. There is overwhelming neighborhood support for proposal 1, and
2. There was a request from neighbors close to the project for the VNA to take an official position regarding the 2 proposals,

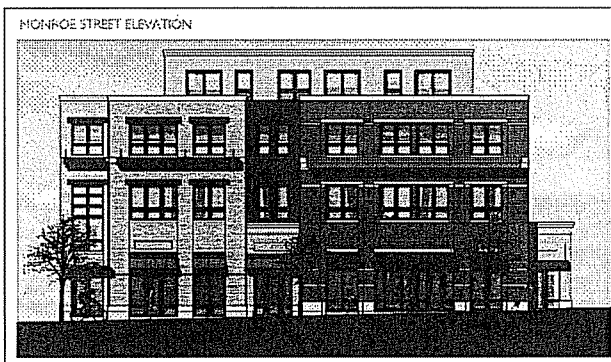
Bill Stern offered the following motion:

The VNA Council supports design proposal 1 for the proposed apartment and retail space for 1907 and 1911 Monroe St.

Motion was seconded by Hans Borcharding.

Motion passed unanimously on voice vote.

Proposal 1



Proposal 2

