

Fraser Gurd  
1526 Jefferson Street  
Madison, Wisconsin 53711

March 20, 2017

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

Re: 1501 Monroe Street Conditional Use

Dear Members of the Plan Commission:

I am writing to object to the addition of 4 stories to the hotel at 1501 Monroe Street. The existing structure is already at the maximum height under the Monroe Street Commercial District Plan.

The assertion has been made that this site is unique because there has been talk of future development at the Regent Apartments and future place-making work in the Crazylegs Triangle. Note that in approving the upcoming development at 1603-1605 Monroe Street, the Plan Commission applied the height limitations in the Monroe Street Commercial District Plan. The hotel has been part of the groups voicing these future possibilities and now would have us use those future possibilities to justify increasing the structure height. We cannot allow talk of mere possibilities to hold sway over the clear, existing, and pertinent height limitations of the Monroe Street Commercial District Plan. If anything is unique, it is the high quality residential area nestled in between commercial streets.

The hotel is clearly well run and informs its guests of the many benefits of Monroe Street as well as linkages to the university. I am glad to have the hotel as a good neighbor.

A taller hotel would loom over the residential area and diminish the current attractiveness of residential properties. Under the existing height restrictions—the hotel's current height—relatively few residences are in the hotel's figurative shadow. If allowed four more stories, residences several blocks to the south-east, south, and south-west would have the hotel's presence in their front or back yard. The neighborhood is simply not wide enough to have its defining residential edges eroded in this fashion.

Thank you for your consideration,

Fraser Gurd