

From: John Imes

Date:10/31/2014 2:31 PM (GMT-06:00)

Subject: The Badger Herald story on proposed 3414 Monroe St. redevelopment...

Greetings -- and hope you saw The Badger Herald has a story on the project in the current issue -- good reading!

<http://badgerherald.com/news/2014/10/30/new-apartment-proposal-conflicting-with-historic-monroe-street/#.VFJrUGdMuM8>

From the article: "...We just think this is too important. This is going to define and change and affect, we think in a negative way, this national historic landmark site and this national award-winning business and this very special neighborhood..."

\*A reminder to please send comments before Nov.10th for the Plan Commission to [kcornwell@cityofmadison.com](mailto:kcornwell@cityofmadison.com)

\*Please copy [jimesother@gmail.com](mailto:jimesother@gmail.com) and Alder Lucas Dailey [district13@cityofmadison.com](mailto:district13@cityofmadison.com) on any comments

Have a great weekend...

John

Greetings -- last night, in a remarkable reversal of its Oct. 6th unanimous decision, the Landmarks Commission determined that the proposed redevelopment at 3414 Monroe St. (corner of Monroe and Glenway) is "...so large and visually intrusive as to adversely affect the historic character and integrity of the adjoining Arbor House landmark site..."

We want to thank each and every one of the Commissioners for their careful and insightful review and thoughtful reconsideration of the mixed-use project.

Among specific concerns expressed by Landmarks Commissioners to be considered by the Plan Commission on Nov. 10th. include:

- the overall mass and scale that is visually incompatible with the residential character of the landmark property
- the need for a wider set-back area between the proposed building and the landmark property to create more "breathing" space and to protect mature trees that will help visually separate the project from the adjacent landmark site
- the need to appropriately transition the building height on the side facing the landmark property to reduce its perceived scale and visual incompatibility
- the need to more sensitively transition the project, including at the rear of the proposed redevelopment where it abuts the landmark property

The Design Coalition architect's model showed Commissioners the true mass and scale and relationship of the proposed 22,000+ sq. ft. building (larger than Parman Place) to the historic landmark site and we're pleased the Landmarks Commission has made

strong recommendations for project modifications to be considered by the Plan Commission.

The developers continue to characterize that the neighborhood is in full support of the project. Public comment will be key to the process moving forward and we encourage you to review the attached information and provide written comments to:

\*Plan Commission, please send comments before Nov. 10th to [kcornwell@cityofmadison.com](mailto:kcornwell@cityofmadison.com)

\*Please copy [jimesother@gmail.com](mailto:jimesother@gmail.com) and Alder Lucas Dailey [district13@cityofmadison.com](mailto:district13@cityofmadison.com) on any comments

\*Please attend the Plan Commission meeting on Nov. 10th and register in opposition or speak in opposition to the project

\*To see the WI State Journal story on last night's Landmarks Commission meeting please visit [here](#):

\*For more information on the proposed project please visit: <http://www.dmna.org/3414monroestreetupdates>

\*For more on Arbor House including highlights over the last 20 years, please visit: <http://www.greenlodgingnews.com/arbor-house-celebrating-20-years-of-sustainability>

Please feel free to contact me if you have any questions and thank you again for your consideration.

-- Best regards,  
John

John Imes