

From: [Lynn Pitman](#)
To: [Scanlon, Amy](#); christina.slattery@meadhunt.com; [REDACTED]; [REDACTED]; jason@c21affiliated.com; [Rummel, Marsha](#); [REDACTED]; [REDACTED]
Cc: patrickproperties.tds.net; [John Imes](#); president.dmna.org; [Stouder, Heather](#)
Subject: 3414 Monroe St. - DMNA Zoning Committee Comments
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Attachments: [3.1.2015.Development Comparisons-2.xlsx](#)
[3.1.2015.Landmarks Statement.doc](#)

After the revised plans for the redevelopment project at 3414 Monroe St. were presented at a neighborhood meeting on February 5, the DMNA Zoning Committee gathered data to better understand the plan's impacts and tradeoffs in general and on the Arbor House property. The fourth story exceeds the height limit in the zoning code for that parcel. The addition of underground parking, which may address some parking concerns expressed by nearby neighbors, is the justification for the fourth story.

We have gathered data on key characteristics such as square footage and height for three other mixed use developments on Monroe St (Parman Place, the Monroe and the Empire building) to help evaluate this proposal, as well as comparing it to the original 3414 plans that were submitted in September.

The comparisons for the data that we were able to obtain are summarized on the attached spreadsheet. We have used information from city zoning staff, the city assessor's office and website, CaS4 (the project's architectural firm), and the Rouse management staff, which owns Parman Place and the Monroe.

While there are different methods and requirements for measuring building size, we have worked to create an "apples-to-apples" comparison as much as possible. Despite some missing information or differences in calculations, it seems that these numbers are accurate enough for basic comparison purposes.

The comparison shows that the revised plans are for a larger building than the comparable buildings, the planned height is slightly less. The existing buildings have third stories with lofts; the revised 3414 plan includes a full fourth story.

Two out of the three existing buildings - Parman Place and the Empire building - have underground parking. Comparing the square footage per underground parking space, the 3414 plans show a smaller square footage number compared to the other buildings.

Several questions are suggested by these comparisons. If the square footage number for underground parking was larger and similar to that of Parman Place or the Empire building, would that drive fewer parking spaces, fewer units and a smaller, further set-back fourth level?

The gross floor area (GFA) to lot square footage ratio shows that compared to the other projects, the revised plans call for more mass per square foot. If the ratio was smaller and similar to other projects, would that mean that height and massing along the Arbor House side could be minimized? While the modest setback of the 2nd/3rd floors is an improvement over the initial plan, it is not clear that this compensates for the increased building size, which has a very similar footprint to the initial plans.

The DMNA Zoning Committee continue to look for ways to facilitate appropriate development at this and other locations in a way that is consistent with the DMNA commercial district plan and Madison Zoning code, and minimizes adverse impacts to the neighborhood, particularly the immediately adjoining properties.

Lynn Pitman
Chair, Zoning Committee

Hieght and Setbacks (Source: Recorded plans - approximate)

Height: top of 3rd story	42	36	42	36.3	36.5
setback of third story (ft)		8 along 1/2 of Monroe St, façade, O along Knickerbocker			
Height: top of 4th story	52	53	51	47	
Setback of 4th story (ft)	41 along Monroe, 19 along Glenway	18 frm 3rd fl on Monroe, 17 on Knickerbocker	12 on Monroe		
Height of rooftop	52	43	51	not given	

3414 Monroe- 3414 Monroe-

Arbor House Elevation: Side Setbacks

	Rev	Initial
Setback-1st from lot line	6	6
Setback - 2nd from 1st	9*	0
Setback-3rd from 2nd	0	0
Setback-4th from 3rd	10	

* 9' for 3/4 of building depth; 16' for front 30' (1/4 of 120' building depth)

NOTES: The percentages compare The Glen's square footage for a particular feature to the other properties'. Positive is % Glen is larger than; negative is % The Glen is smaller than.

Total GFAs (Gross Floor Areas) is calculated sq ft from exterior wall dimensions. Variations are noted by number, to make reference easier. The numbers are not standard designations.

GFA-1 does not include any covered areas or parking
 GFA-2 does include covered, 1st floor parking but not underground (more the visual mass of the building); Assessor figures used
 GFA-3 includes all covered and underground parking.

NB. Initial plan calculation of 22,000 sq ft may not have included as required by the city any area that is covered by upper floor, including parking under a building and stacked balconies.