

**Glaeser, Janine**

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**From:** Anne N. Morrison [REDACTED]  
**Sent:** Wednesday, January 03, 2018 2:27 PM  
**To:** Anne N. Morrison  
**Subject:** FW: Support for 1720 Monroe St development

----- Forwarded message -----

**From:** **Kate Toews** [REDACTED]  
**Date:** Sat, Nov 11, 2017 at 8:47 PM  
**Subject:** Support for 1720 Monroe St development  
**To:** "Eskrich, Sara" <[district13@cityofmadison.com](mailto:district13@cityofmadison.com)>

Sara

I just wanted to write you in support of the proposed development at 1720 Monroe St.

First, as you know, we live on Madison Street and enjoy the nearby opportunities to live nearby and walk to work, get groceries, go to restaurants, etc. My parents and other retirees we know have also looked to move to Madison but have been unable to find apartment housing in our neighborhood - there is very limited supply for those looking for smaller homes or apartments. This site is currently not adding to the neighborhood and I think it is a great opportunity to contribute in a positive way to the community.

Second, you may know that the school district just voted on our tax levy - MMSD taxes constitute the majority of our property taxes - and we underlevied this year. We were able to tax less than the maximum rate because of the tax growth in Madison over the last year. Even with the underlevy, we were able to add just under \$2m of funds to our schools budget at the last minute - these funds will go directly to wage increases for teachers, about 20 more Special Education Assistants, and meeting other urgent needs in our schools. Again, we were only able to do this because of the remarkable tax base growth in the city over the last year driven by projects like this. I would like to keep that going, our schools can certainly use it.

Let me know if I can be helpful in any other way as this moves forward.

Take care,  
Kate

**Glaeser, Janine**

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**From:** Anne N. Morrison [REDACTED]  
**Sent:** Wednesday, January 03, 2018 2:28 PM  
**To:** Anne N. Morrison  
**Subject:** RE: Email of support: Urban Land Interest redevelopment of 1720 Monroe Street

----- Forwarded message -----

**From:** A Russell [REDACTED]  
**Date:** Mon, Oct 30, 2017 at 9:03 PM  
**Subject:** Email of support: Urban Land Interest redevelopment of 1720 Monroe Street  
**To:** [REDACTED] [district13@cityofmadison.com](mailto:district13@cityofmadison.com)

Good evening,

Please consider this email as my support for Urban Land Interests' redevelopment of 1720 Monroe Street.

I've lived in the Dudgeon-Monroe neighborhood since 2001 - initially on Gregory Street and now on Fox Ave. My kids and I currently live just several blocks away (to the west) of 1720 Monroe Street. This is an important development, one that I think will continue to strengthen and sustain our neighborhood into the future.

I have no concerns about the five stories height that is proposed for this redevelopment. (Trader Joe's, I believe, is taller.)

The density, accessibility to restaurants and cafe, and proximity to a diversity of activities are some of the many things that I enjoy and value about this neighborhood.

Urban Land Interests is a wonderfully civic minded organization committed to the overall sustainable economic growth in Madison. In addition, to being committed to the economic well-being of our community, ULI is committed to quality beautiful construction and buildings.

I'm excited to have new stores and restaurants to walk to, and of course, welcome new folks to the neighborhood.

I'm thrilled to hear about this project. It will be a great addition to the neighborhood.

Take care and be well,

Angela Russell

**From:** [Pvalea@aol.com](mailto:Pvalea@aol.com) [REDACTED]

**Sent:** Monday, January 08, 2018 8:02 AM

**To:** Wells, Chris <[CWells@cityofmadison.com](mailto:CWells@cityofmadison.com)>; Glaeser, Janine <[JGlaeser@cityofmadison.com](mailto:JGlaeser@cityofmadison.com)>; [president@dmna.org](mailto:president@dmna.org); Eskrich, Sara <[district13@cityofmadison.com](mailto:district13@cityofmadison.com)>

**Subject:** Re: ULI Proposal - another perspective- PS!

I'd like to add a specific statement of support for Urban Land Interest's proposal for the Associated Bank Project on Monroe Street. I believe UL fulfills and even exceeds the ideas and values I've referenced below! Wanted to make that abundantly clear!  
Pat Alea

Sent from my iPhone

On Jan 7, 2018, at 12:57 PM, Patricia Alea <[REDACTED]> wrote:

Good Day,

I am a resident within the Monroe Street community. In 1982 I purchased a home on Leonard Street and have enjoyed living here, raising my family and, now, beginning to pursue retirement interests. I think this qualifies me as an official old-timer. Or at least a long-timer.

I've had a chance to review many of the letters submitted for your consideration and thought I would add a perspective that may be missing. That is the importance of managing change within a necessarily changing world. I am impressed (and frankly, relieved) to see the detail expressed in the letters from my neighbors and community members. During the past year I've often visited the Monroe Street Reconstruction FB site and have been equally pleased by the intricate considerations, respectful discussions and flow of ideas generated by those who have committed so much time to the planning. In earlier years I was highly involved in similar endeavors related to managing the future of our neighborhood and our city, in fact. I worked hard as a member of the Madison Economic Development Commission to support the referendum and subsequent strategies to get Monona Terrace (finally!!) built. More specifically, I met consistently during the early 90's with neighbors and within the DMNA organization to help sharpen the vision and strategies that have led to the continuous improvement of our neighborhood. As a member of numerous Boards and committees in professional life my interest was always invested in articulating a vision for the future and navigating strategies to engage common purpose. I could go on... it gives me great pleasure to reflect on these experiences! However, I'd like to take a sidestep and borrow a thought from Van Jones who was keynote speaker on MLK Day at the Capitol several years back. He offered a powerful thought. "Who are we to tell the next generation how to conduct a civil rights movement?". I would adapt that idea... making room for new ideas ... to those who are in charge of decisions regarding the development of our community. ULI has an excellent track record. Our community has come to expect deep discussion, genuine participation, respect and flexibility in managing important issues over many years. ULI has shared these common values and continues to do so. I am confident that

agreement on the many issues will be ironed out and implemented as the past twenty years of progress has demonstrated. My hope is that there will be recognition of resistance to change as a factor and that such resistance will also be resolved. For my part, all I have to do is think of the neighborhood I chose in 1982... Edgewood's cyclone fence and shabby campus, Millins and Ken Kopps, beloved but mid-century models of commerce, a hardware store without much inventory, a furniture store, a Rennebaums of our own... all dearly remembered but outdated even then. It has been stunning to see the positive changes that have been so carefully engineered on Monroe Street. I'm still surprised when people I meet say "Oh, you live near Monroe Street? That's our favorite neighborhood! We hope we can live there some day.". We have become something people aspire to join. And, I must say that the carefully made analysis of retail vs. strings of bars and restaurants is dear to my heart. We have something beautiful happening and should be very careful about our future.

Finally, I believe ULI will provide careful guidance and will be excellent stewards of change. Change is hard. Managing it consists of many factors. The following table is a tool I used many times in my professional life with considerable success.

Perhaps it can be a further guide in moving our process forward.

Thank you.

Sincerely, Pat Alea

■ Leonard Street

Madison, WI 53711



To Whom It May Concern:

We are writing to express our concerns regarding the proposed 1720 Monroe Street redevelopment. If a commitment is made in writing detailing how these concerns will be addressed, we will support the planned development. We appreciate Urban Land Interests' willingness to meet with us and hear our concerns, and we are hopeful that they can be responsive to the issues we raise here.

We have lived at [REDACTED] S. Spooner Street for the past 7 years. We are committed to this neighborhood, and we love living here. The new development would be immediately next to our house on two sides (the back and the side).

We would like there to be a solid masonry wall between the properties (between [REDACTED] S. Spooner and 625 S. Spooner [which is part of the development], and between the back of [REDACTED] S. Spooner and the proposed development) to keep tenants and customers out of our back yard and to help contain exhaust from vehicles and delivery trucks in the parking lot at 625 S. Spooner. We are also concerned about exhaust from the underground parking and the HVAC in the back of the building entering our back yard.

We do not want the proposed development to adversely affect air quality for nearby neighbors and new residents. Restaurant workers or others smoking in the back of the building (around 30% of food service workers smoke<sup>1</sup>), fumes from restaurant cooking, and idling cars and trucks (due to increased traffic congestion on Spooner Street and deliveries to the new retail stores and residents) can all adversely affect the air quality and our health. These concerns can be mitigated, but only with planning and appropriate investment by the development project.

If the building ends up containing a restaurant, it is vital that exhaust be through the roof and be planned for before the building is built. Pollutants from cooking are a known health hazard and the neighbors and residents in the development should not be exposed to them unnecessarily.<sup>2</sup> We appreciate Urban Land Interest's commitment to venting potential restaurant exhaust through the roof. Exhaust and fumes from the underground parking should also be vented appropriately and away from the neighbors. The ideal, in a neighborhood already very dense with restaurants and short on other retail, would be to develop the building without a restaurant tenant.

In terms of traffic, if the building is kept to 4 stories with an appropriate step back (following the precedent set by other developments in the neighborhood and keeping density consistent with other

developments in this neighborhood), this will help with the traffic congestion. Already, in the evening rush hour, Spooner Street is often very backed up with cars. We have not yet been shown an adequate plan for how to address deliveries so that traffic on Spooner does not become even more difficult. If the city could allow there to be a loading zone on Monroe Street in front of the building, this could be helpful. Having “no idling” rules for trucks making deliveries to the building would also be helpful. And forgoing a restaurant tenant would reduce the frequency of deliveries. Again, the presence of idling trucks and increased congestion is an air quality and health issue for residents: “Many scientific studies have found that people who live, work, or attend school near major roads appear to be more at risk for a variety of short- and long-term health effects, including asthma, reduced lung function, impaired lung development in children, and cardiovascular effects in adults.”<sup>3</sup>

We are also concerned about increased noise in the neighborhood from the development, especially from the rear of the building and the commercial-grade HVAC. Noise pollution is a stressor, has negative health effects, and steps should be taken to minimize it.

Our 2-car garage would be torn down to make room for the development and replaced with a 1-car garage. Instead of a back yard in the house next to ours, there would be primarily a parking lot. Tearing down our 2 car garage and our neighbor’s 2 car garage (at 625 S. Spooner) and replacing our neighbor’s garage and most of the back yard with a parking lot sets a bad precedent for development in this neighborhood by making it allowable for development to “chew into the neighborhood.” It would be preferable to build additional underground parking plus parking along the back of the development building (as there currently is at the bank), and to then rebuild a garage for 625 S. Spooner.

Thank you for considering these concerns. Our top concerns are the fumes from the restaurant, the exhaust from the underground parking, and the noise from the HVAC systems. We do not want the development to adversely affect the neighbors’ and our own health and quality of life. We believe that with careful planning, investment, and restraint these concerns can be addressed.

Sincerely,

Tanya Schlam, PhD

Associate Scientist

University of Wisconsin Center for Tobacco Research and Intervention

and

Jordan Ellenberg, PhD

Professor of Mathematics

University of Wisconsin-Madison

■ S. Spooner Street

Madison, WI 53711

<sup>1</sup> <https://www.cdc.gov/mmwr/preview/mmwrhtml/mm6429a5.htm>

<sup>2</sup> <https://well.blogs.nytimes.com/2013/07/22/the-kitchen-as-a-pollution-hazard/>

<sup>3</sup> [https://www.epa.gov/sites/production/files/2015-10/documents/ochp\\_2015\\_near\\_road\\_pollution\\_booklet\\_v16\\_508.pdf](https://www.epa.gov/sites/production/files/2015-10/documents/ochp_2015_near_road_pollution_booklet_v16_508.pdf)



## **ORANGE TREE IMPORTS**

**1721 MONROE STREET**

**MADISON, WI 53711**

**PHONE 608-255-8211 \* FAX 608-255-8404**

Sara Eskrich, Alder  
Chris Wells, City Planning  
David Hoffert, DMNA President  
Janine Glaser, City Planning

January 9, 2018

Dear Sara, Chris, David and Janine,

It is my pleasure to write to you in favor of the planned Urban Land Interests development of the Associated Bank property across the street from our store. When Randall State Bank built the current building we were already in business, and looked forward to the day when the anticipated additional stories would be added as the bank grew. We were happy that there was a plan in place that would take full advantage of the large area of prime Monroe Street real estate that the bank occupied.

Times change, and as you know the bank went from having completely full office spaces (including in the basement) to being almost vacant. And although we will very much miss the convenience of having Associated Bank across the street, it is time to put this lot to better use. Businesses draw shoppers and diners to an area, and residents become regular customers. A new mixed use development will be a real asset to the existing shops, restaurants and service businesses on Monroe Street.

We are fortunate that a company of the caliber of ULI is interested in envisioning what the optimal use of the property will be. Their building proposal is well within the limits and intentions of the Monroe Street Commercial District Plan — a document I helped formulate through countless meetings held, coincidentally, in the bank's office spaces. ULI is sensitive to the needs and concerns of our area, and we are delighted that Anne Neujahr Morrison has strong ties to the neighborhood.

I am not able to address this proposal as president of the Monroe Street Merchants Association, as we do not take official stances on developments. However I am certain that most of my fellow business owners would much rather see this property put to good use in the near future, with the construction taking place during the upheaval of the upcoming roadwork, instead of having it sit vacant waiting for some other option to come along.

All my best,

*Carol L. Schroeder*

Carol "Orange" Schroeder



<http://www.dmna.org>

January 9, 2018

To Whom It May Concern,

We are writing in regards to Urban Land Interests' (ULI) proposal to redevelop the current Associated Bank property at 1720 Monroe St into a 5-story mixed-use building. We wish to inform you that the Dudgeon-Monroe Neighborhood Association (DMNA), which represents the neighborhood surrounding and including this property, neither supports nor opposes ULI's plans as proposed.

Both the immediate neighbors and the governance Council of DMNA are deeply concerned about the prospect of a 5-story building being constructed on this site. While the building as proposed would not be taller than the neighboring Monroe Commons building, it would begin to establish the height of that property as a precedent for the area, which we strongly oppose. While we are not opposed to the concept of increased density and improved retail vitality along Monroe St, the neighborhood immediately surrounding this site is comprised of single-family homes, making the transition to 5- and 6-story buildings on Monroe St too drastic. We are deeply concerned about the continued "canyonization" of Monroe St, which we do not believe fits either the current character of the neighborhood or the atmosphere that Madison would like Monroe St to eventually enjoy. For these reasons, we cannot support ULI's proposal for this site. We consider it highly unfortunate that ULI asserts that a 4-story development would not be economically viable for them.

At the same time, we recognize the inevitability of this site being redeveloped—we do not want a vacant lot in our neighborhood any more than anyone else does—and believe that ULI very well may be the best possible development partner for this location at this time. ULI proposes to construct an undeniably beautiful and high-quality building, two qualities that are in far too short of supply in modern construction projects. We believe that ULI is targeting a demographic—families both trying to get started and ready to downsize—which will fit naturally into the culture of the neighborhood. Perhaps more importantly than any of this, we believe that the way ULI has approached the proposal process and engaged with us and the immediate neighbors is nothing short of exemplary and should be considered a model for other developers in the city. ULI has taken many of our concerns seriously, and has proactively gone above and beyond to revise their proposal to address our concerns about noise, parking, character, and safety. We are very aware that most developers would not have engaged with us like this, and the result is a proposal that is generally acceptable



<http://www.dmna.org>

to us aside from its overall mass and height. For these reasons, we do not oppose ULI's proposal for this site either.

ULI is the right developer for this site, with a proposal that is strong but simply too big for the character of the surrounding neighborhood and the future of Monroe St. We are not in a position to evaluate ULI's claim that a smaller building with the same level of quality, care, and appeal is not economically viable, and we simply cannot say whether we would prefer ULI's proposal or a smaller but lower-quality alternative. In an ideal world, we believe, ULI would find a way to further reduce the size of this project while still being able to support the design standards it espouses and the community partnership it demonstrates.

Sincerely,

David Hoffert  
President, Dudgeon-Monroe Neighborhood Association

Joel Bodilly  
Chair, Zoning Committee, Dudgeon-Monroe Neighborhood Association

Hello,

We live at 508 South Spooner Street, one block from the proposed development of the Associated Bank Property. We are very concerned that the revised plans for this project have not adequately reduced the height, mass, and footprint of the building, and ULI has not addressed neighborhood concerns about noise from the HVAC system and parking garage ventilation.

In addition to the building's excessive size, it needs to include additional setbacks. It seems that developers and City staff have both worked hard to establish setbacks as standard on previous Monroe Street projects, such as Monroe Commons and the newer development at the corner of Knickerbocker and Monroe. Why would this not be required at 1720 Monroe? The revised plans still place an oversized monolith with 78 or so parking spaces, and no light or noise mitigation, facing neighbors in very close proximity to the north and west, some of whom have lived and invested in their homes for many years. We think that this project really imposes an unfair burden on these families. A project that is permitted to present a massive block facade to the neighborhood side of Monroe would also set a disturbing precedent for the future Monroe street projects that we all know are coming. There is an opportunity here to send a clear message to all future developers: plan on including noise reduction, reasonable footprints, and step backs in your proposed designs if you want to build so close to residentially zoned properties.

Thank you for your time and consideration.

Mark Salerno and Marnie Harrigan  
508 S. Sooner St.  
Madison, WI 53711

Commissioners, Alder Eskrich,

By way of brief intro: I was the previous alder of this district before Alder Sara Eskrich and also previously studied and practiced architecture and urban design (B.S. Arch, M.Arch, Cert U.P.). I also happen to live on Roberts Ct about 150 feet from the proposed development.

Before getting to my views on the issue I'd like to quickly point out some missing drawings that are preventing us from seeing the full impact of the building.

### **Missing Drawings**

- A. **Stockton Court (due East) Elevation** - We don't know what the street will look like with this project.
- B. **Complete Spooner Elevation** - Part of the building is there but almost all of the backside of the building is missing. See the attached drawing spooner-elevation.jpg for my reconstruction built on top of their site/floor plans to scale.
- C. **Sun Studies at hours of home occupancy** - 9am-3pm is a 6-hour spread at the most favorable part of the day, that is also when the homes are mostly unoccupied. 7AM and 6PM versions would provide a more experientially accurate estimate. Or simple videos can be done, it's just as easy as exporting plan images.
- D. **2 Perspectives** - The perspectives from North Spooner looking south toward the building and from North Stockton looking south would help illuminate the relationship between the existing homes and new building, and are the only 2 street perspectives not shown.

### **My Views**

My views on the development mirror those of my neighbor Dan Scanlon, with two amendments.

#### **Amendment 1**

I'm not inherently opposed to a 5 story building on Monroe. I think if done well with reasonable stepbacks and a massing that transitions to the single family homes on the side streets, 5 stories could be a great addition. However...

#### **Amendment 2**

This development doesn't do it yet. Please look at the attached files glenway.jpg and knickerbocker.jpg. As the alder of this district I worked on the Glenway project through its entirety and the tail end of the Knickerbocker project.

You'll note two important things about those developments.

1. The massing/height of the portions of buildings adjacent the single family homes roughly match the homes.
2. Successive floors are added with step backs at around a 45 degree angle. (Classic wedding cake design pattern)

These devices maintain the continuity of the intact SFH neighborhood by incorporating the same massing at the edge (1), then allowing the building to gradually heighten as it approaches the commercial street (2). Not bad, right?

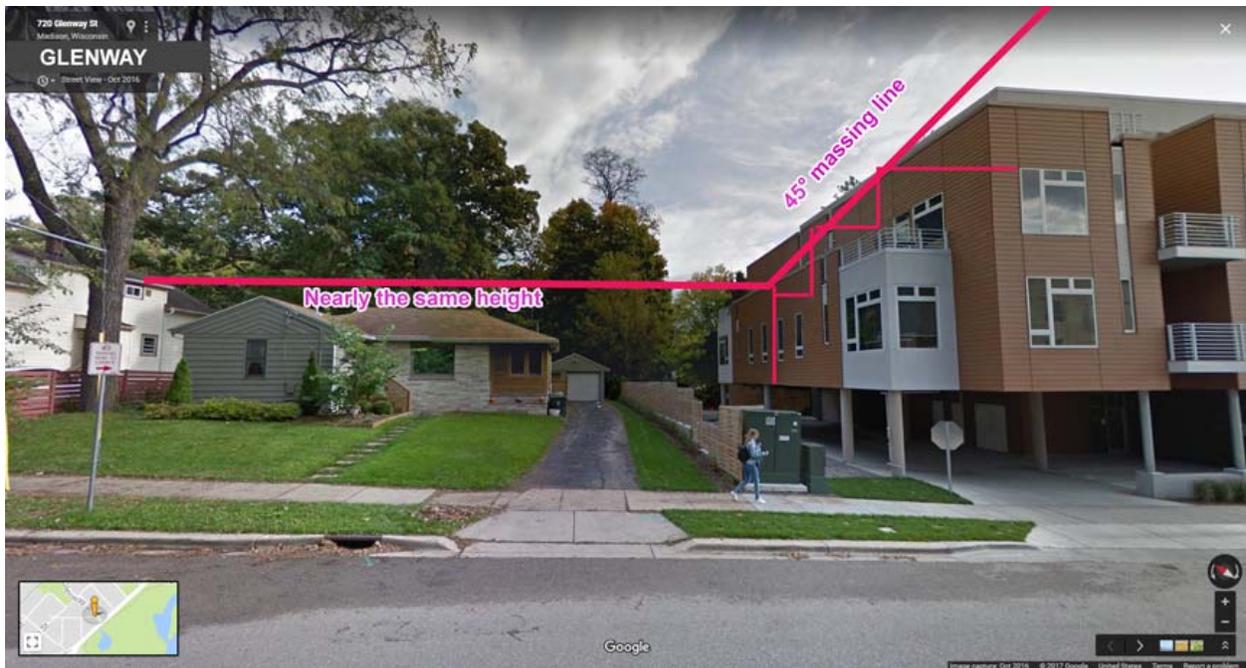
Now look at the attached file spooner-elevation.jpg. The proposed development does not respect either of the massing devices that were so crucial to the Glenway and Knickerbocker projects integrating into the neighborhood.

#### **Conclusion**

For this project to be contextually appropriate I believe it needs to meet the *spirit* of the two devices mentioned, as have other recent developments on Monroe. I understand that the developer owns the adjacent SFH on Spooner, however that doesn't remove its contribution to the urban fabric of the street, or somehow exempt it from a harsh urban/architectural transition. If those massing changes are well designed, along with the conditions listed by Dan Scanlon, I would support the project.

Thank you for your time and contribution to our fair city.

cheers,  
Lucas





Hello,thank you for providing space and time for comments for the proposed project on the former Associated bank property. My name is Mark Salerno,I live at [REDACTED] South Spooner Street.I am extremely concerned about the adverse impact this massive project will have,especially on my neighbors who live closer to the project. Unlike every other major development that has happened in the Monroe corridor,this one wants absolute maximum height and mass with no step backs.City staff and neighborhood groups have worked hard over the years to establish that these step backs are necessary to minimize the adverse impact on home owners who will be living in the shadow of these buildings. This was successfully implemented at Knickerbocker and at the Trader Joe's complex.The proposed development at 1720 Monroe should be REQUIRED to use the same height restrictions and step backs that the other developers used. If this developer is permitted to drop a monolith on top of a neighborhood of homes that has been there since the early 1900's,and reduce the value of the homeowners properties that have to exist underneath it,every developer eyeing this area will want these special privileges too. We all know a lot of development is going to happen on Monroe,for the sake of people who have lived decades in these homes and have their life savings invested in them,let's keep with the reasonable developments that have already been established. Thank you for your time,Mark Salerno.

Dear Alder Eskrich,

I am a home owner at [REDACTED] Keyes Avenue and I attended the neighborhood zoning meeting at Hotel Red on 9/16/2017. I was pleased to see that there were many neighbors who spoke in support of the proposed development that ULI is proposing at 1720 Monroe Street. I enthusiastically support the development because it is a very high quality development, with superior architectural treatment, consistent with the neighborhood plan, and very appropriate for its specific site. From what I could see, ULI was responsive to the handful of concerns that were brought up at that meeting and has worked to reduce the scale of the building and to satisfy traffic and venting questions.

I am excited to see new businesses on Monroe Street that will strengthen our traditional shopping street. I encourage you to support this project!

Sincerely,

Sandra S. Gorman