

March 15, 2005

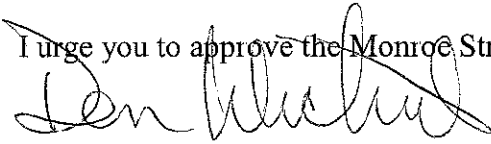
To Madison Common Council

RE: Monroe Street Commons Project

I am a neighbor that lives within a block of the proposed project. I support the project because it can deliver high value services of a grocery store and additional living space to the neighborhood. We desperately need a grocery store to serve this area as the nearest full service store is at Hilldale, about 4 miles a way.

I always shopped at Ken Kopp's and will always shop at whatever grocery store ends up in the 1900 block of Monroe. The project will clearly help the other shops on Monroe Street and the increased value from the new building and to the existing properties should easily be enough to pay off the city's investment.

I urge you to approve the Monroe Street Commons project.



Don Wichert  
1810 Keyes  
Madison, WI 53711



March 15, 2005

To: Common Council, Room 201 City County Building, 210 Martin Luther King, Jr. Blvd., Madison, WI 53703

From: Mary K. Rouse, President & Board of the Regent Market Cooperative, Inc., 2136 Regent Street *Mary K. Rouse*

Re: reiterating our support for the redevelopment of Monroe Commons including  
A grocery store

Just for the record, our Board has once again confirmed our position on the redevelopment of Monroe Commons. We favor the project generally and will be happy to see this eyesore of almost four years morph into high quality housing within the framework of the City's laudable inclusionary zoning ordinance. Regarding a grocery store, we have always welcomed the coming of another one with the simple knowledge that our Little Store of approximately 1100 square feet cannot possibly meet the needs of the residents of the Monroe, Regent and Dudgeon neighborhoods. If we had our druthers, we would prefer the new store to be a cooperative in keeping with one of the seven international principles of cooperatives, namely the sharing of resources with each other in dozens of different ways for the mutual benefit of member-owned and controlled organizations. In conclusion, we hope that you will join us in support of this project for the greater good of the businesses and residents in this area.

Please accept this letter expressing our point of view tonight. We are not able to join you because our regular monthly Board meeting is this very night at 7 pm.

Thank you.



March 14, 2005

To Whom It May Concern,

I write this letter to identify an interest in making the Monroe Commons a reality. As a business owner operating a shop directly across the street from what was the Ken Kopp's grocery store it's evident the Monroe Street neighborhood would benefit greatly from the proposed Monroe Commons.

I believe that a neighborhood's vitality, economy and appeal is strongly based on the services it offers its residents. These features continue to be threatened by the absence of any kind of development at this Monroe Street location. Without a development to offer the surrounding community options for living, shopping, or congregating, Monroe Street is less able to participate in the 'life of the city'. It not only can't participate but it becomes unable to contribute financially, which is one of the very real sides of what established businesses and/or real estate provide to their local government.

Having several coffee houses throughout Madison it is evident neighborhoods are critical to your success. However, it also works in reverse, and that is the success you can bring to, or create in the neighborhood can very well generate growth and vibrancy to that same place.

The "Ken Kopp's" property offers us a huge opportunity to enliven and revitalize what can be considered another one of Madison's 'jewels'. It's an error to believe success won't follow this improvement and it's far-sighted to view the investment in Monroe Commons as something that can make this happen.

Sue Krug, Owner  
Ancora Coffee Roasters



**Dudgeon Monroe Neighborhood Association**

3200 Monroe Street  
Madison, Wisconsin 53711  
March 15, 2005

Alder Brenda Konkel, President  
Madison Common Council  
Common Council Alders

The Dudgeon-Monroe Neighborhood Association has formally voted in favor of the Monroe Commons Development proposal. We did so after long and thorough discussion of the issues and alternatives. We believe that the present proposal is the best we will be able to attain, and its rejection would have severe and long term consequences for the neighborhoods around it.

We have demonstrated strong and unwavering support for a neighborhood grocery ever since Ken Kopps grocery closed. We believe that approval will strengthen our neighborhood, our Monroe Street merchants and the city as a whole. You cannot have weak neighborhoods and a strong city. This decision has been reached in a completely democratic manner as we exercised our rights as citizens to pursue our goals. We have sought to respect the rights of others and of the city in this process, and we think we have succeeded. Now we strongly urge you to approve this project.

Sincerely yours,

A handwritten signature in cursive script that reads "Daryl K. Sherman". The signature is written in black ink and is followed by a horizontal line.

Daryl K. Sherman,  
President

## Dudgeon Monroe Neighborhood Association

3200 Monroe Street  
Madison, Wisconsin 53711

January 23, 2005

City of Madison  
Planning Commission

Dear Commissioners:

The Dudgeon-Monroe Neighborhood Association Council has recently met and this letter is to confirm that the Dudgeon-Monroe Neighborhood Association would like to offer its support for the proposed Monroe Commons development conditional on the inclusion of a full-service grocery (Later in this letter we would also like to reflect on some related concerns.)

We appreciate the quality that the developers are trying to bring to this project and also commend their willingness to give of their time. They have held, as well as attended, numerous neighborhood meetings.

Though some neighbors and council members have serious concerns regarding the scale and mass of the proposed building, given the neighborhood's need for a grocery to replace Ken Kopp's Grocery we are willing to compromise on the height of the building which we feel is out-of-scale with the neighborhood and exceeds the acceptable range of 3-4 stories noted in our nearly complete planning grant document as long as a full-service grocery is present. Therefore, this unique development should not be viewed as setting a precedent.

Further, our support is contingent upon a minimum 10 year grocery lease between the owner and the grocery store for all of the commercial space in the project to be signed before the final PUD is recorded and building permits are issued. The neighborhood wants a full-service grocery that we can use as our primary shopping destination for groceries, where at least 10% of sales comes from each of the following: produce, meat and fish, deli, and dry goods as calculated over a reasonable period of time (month or year).

We would also like to note and express our concern in regards to the following related issues:

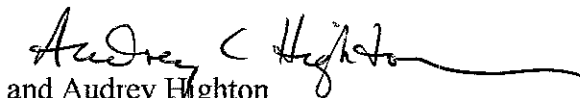
- 1) That part of the inclusionary zoning requirements for designated IZ units state that any condo fees assessed to the IZ units remain affordable.
- 2) We also have a concern with the safety of the underground parking access, especially for pedestrians from the plaza entrance and that efforts be made to ameliorate this with cameras, monitors or other devices as deemed acceptable by the Madison Police department with input from the neighborhood.
- 3) Due to the heavy usage of West Lawn Street by residents and proposed grocery vendors, whose semi-trucks would need to make a right hand turn onto West Lawn from Harrison, we strongly suggest the inclusion of traffic calming (i.e. a speed table or raised crosswalks) for the entire intersection be considered by the city's departments of transportation and public works, and be included when the street is reconstructed.

Finally, in order to make as smooth and successful as possible a transition from demolition to completion, we are hopeful that the positive lines of communication continue between the neighborhoods, developers, businesses and city as this project progresses from the drawing board to reality

Sincerely,



Daryl Sherman  
President of DMNA



and Audrey Highton  
Secretary of DMNA and  
Chair of Monroe Commons Working Group Committee



Regent Neighborhood  
A S S O C I A T I O N

Common Council Members  
Alder Brenda Konkel president  
March 14<sup>th</sup>, 2005

The Regent Neighborhood Association (RNA) supports the inclusion of a full service grocery store in the Monroe Commons Project as an integral component of the plan. We appreciate the efforts by all the parties for the involvement of the Neighborhood Associations and their members in the discussions about this project and the efforts by the city to address the difficult TIF funding issues

Joy E Drummond, President RNA for the RNA Board.

Cc: Alders Golden and Webber  
Daryl President of DMNA



March 14, 2005

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Dear Alder,

It is an honor to be asked to write a letter for something that I support. I am for the TIF financing considered for the Monroe Commons Project. It is a great investment in the Vilas neighborhood. Historically this area of town has not request special assistance. The 10-year loan provided by the TIF financing sounds both fair and even handed. It is fair because the TIF financing would be paid back. The even handed nature of this situation is illustrated by how consistently the business owners of Monroe Street, the Residents who live in the neighborhood, and adjacent neighborhoods support the project.

The loss of Ken Kopp's on the neighborhood has been severe. In the last few weeks we have lost valuable businesses, Seed Savers, Magic Mill, and Life is Good, to name a few.

Support for the TIF financing illustrates a stay-in-the-neighborhood attitude toward shopping. It allows for infill housing. It supports both locally owned and women owned businesses, as well as reduces urban sprawl. The inclusionary zoning provides for 12 units and additional parking.

I invite you to join the Monroe Street Merchants, Small business people like myself, the Vilas Neighborhood Association and the Dungeon/ Monroe Street Neighborhood Association in support of TIF financing to Monroe Commons. TIF financing is for blighted locations not just for blighted area. It will positively effect the all the Monroe Street businesses, the neighborhood culture, and the vitality of the general area.

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