

**PLANNING DIVISION REPORT  
DEPARTMENT OF PLANNING AND COMMUNITY  
AND ECONOMIC DEVELOPMENT  
Of July 3, 2007**

**RE: I.D. # 06728: Zoning Map Amendment I.D. 3275 To Rezone 1501 Monroe Street from C2 (General Commercial District) and C3 (Highway Commercial District) to PUD-GDP-SIP**

1. Requested Actions: Approval of a request to rezone 1501 Monroe Street from C2 (General Commercial District) and C3 (Highway Commercial District) to Planned Unit Development, General Development Plan (PUD-GDP) to allow demolition of two commercial buildings and the construction of a mixed-use building containing 11,285 square feet of retail space, 12,160 square feet of office Space and 24 residential condominium units.
2. Applicable Regulations: Section 28.07 (6) of the Zoning Ordinance provides the requirements and framework for Planned Unit Developments; Section 28.12 (9) provides the process for zoning map amendments; Section 28.04 (22) provides the guidelines and regulations for the approval of demolition permits.
3. Report Prepared By: Timothy M. Parks, Planner.

**GENERAL INFORMATION**

1. Applicant & Property owner: Robert Sieger; 1501 Monroe Street; Madison.
2. Development Schedule: The applicant wishes to commence construction in fall 2007, with completion scheduled for late fall 2008.
3. Location: Approximately 0.45 acres generally located at southeast corner of Monroe and Regent streets, Aldermanic District 13; Madison Metropolitan School District.
4. Existing Conditions: The existing building consists of a split-level building housing a bar, the applicant's architecture firm, a former pizzeria and sportswear store at the grade of Monroe Street. A coffeehouse is located in a lower level space at the elevation where Regent Street meets the alley that runs along the backside of the building. A mezzanine level is located above the sportswear store a half-story above Monroe Street. The site is zoned C2 (General Commercial District) and C3 (Highway Commercial District).
5. Proposed Land Use: A four-story mixed-use building containing 11,285 square feet of retail space, 12,160 square feet of office space and 24 residential condominium units.
6. Surrounding Land Use and Zoning:  
North: University of Wisconsin Fieldhouse, Camp Randall Stadium, Fire Station #4;  
South: Madison Chinese Christian Church, one and two-family residences, zoned R4A (Limited General Residence District);

West: New Orleans Takeout, Stadium Barbers, Mickie's Dairy Bar, Gulliver's Travels, zoned C2 (General Commercial District);

East: The Regent apartment tower, zoned R6 (General Residence District) and M1 (Limited Manufacturing District), various commercial business along Regent Street in C2 zoning.

7. Adopted Land Use Plan: The Comprehensive Plan identifies the south side of Monroe Street from Regent to Van Buren streets, including the subject site, for neighborhood mixed-use redevelopment. The site is also included in Area #3 of the Monroe Street Commercial District Plan, which recommends mixed-use redevelopment of the Monroe Street block face bounded by Oakland Avenue on the west and Regent Street on the east with two to four-story buildings. The plan includes the opportunity for a projecting or tower-type element at the Regent Street intersection.
8. Environmental Corridor Status: The property is not located within a mapped environmental corridor.
9. Public Utilities & Services: The property is served by a full range of urban services.

### **STANDARDS FOR REVIEW**

This application is subject to the demolition standards of Section 28.04 (22) and the Planned Unit Development District standards.

### **PREVIOUS REQUEST**

On January 8, 2007, the Plan Commission referred an earlier request by the applicant to rezone the subject site from C2 and C3 to PUD-GDP to allow construction of a five-story mixed-use building containing 13,500 square feet of retail space, 10,025 square feet of office space and 39 residential condominium units. The Planning Division expressed concerns that the scale and mass of the earlier request was not contextually appropriate for this location and that it failed to represent the vision for the area espoused in the then-draft Monroe Street Commercial District Plan, which at the time only recommended 2-3 story buildings on this block. The applicant has since revised his request, which will be reviewed in the following sections. The previous matter, ID 04154, can be placed on file without prejudice.

### **CURRENT PLAN REVIEW**

The applicant is requesting approval of planned unit development zoning to allow construction of a four-story mixed-use building containing 11,285 square feet of retail space, 12,160 square feet

of office Space and 24 residential condominium units located at southeast corner of Monroe and Regent streets. The site is currently zoned C2 and C3 and is occupied by two buildings addressed as 1501 Monroe Street. The western of the two buildings is a one-story structure housing "The Grid" sports bar, while the eastern portion is a split-level structure that contains a handful of retail/ office spaces including the applicant's architecture firm. Some of these spaces are currently vacant. An additional commercial space is located in a lower level space at the elevation where Regent Street meets the alley that runs along the backside of the building mid-block between Monroe and Madison streets. The building also includes a mezzanine level located above the sportswear store and bar a half-story above Monroe Street. The boundary between the C2 and C3 zoning districts straddles the former common wall of the two component structures, with the C3 zoning of the eastern portion representative of the former use of that building as an automobile dealership (a use not permitted in C2 zoning).

### Background

Although situated in the Vilas neighborhood, the subject site is located along the easterly outer reaches of the steeply rolling area that forms the University Heights neighborhood located generally to the northwest of the site west of Breese Terrace. The resulting grades form a steep incline along Regent Street from east to west beginning at Madison Street up to Monroe, while Monroe Street descends more gradually from Grant Street and Oakland Avenue into the Regent intersection. The grades at the intersection are also the result of a railroad line that used to cross at that intersection, which is now occupied by the Southwest Bike Path.

The area surrounding the subject site consists of a wide range of land uses, including a mix of low-rise, mostly one and two-family residences in the Vilas neighborhood to the south and southeast of the site and an assortment of primarily one and two-story commercial businesses extending along both Monroe and Regent street. The University Fieldhouse and Camp Randall Stadium form the dominant land uses north of the site across Regent Street, with the eight-story Regent Apartments located further to the east of the site at the corner of Randall and Regent. The site is also located across Monroe Street from a small plaza greenspace bounded by Breese Terrace and Monroe and Regent streets.

The Comprehensive Plan identifies the south side of Monroe Street from Regent to Van Buren streets, including the subject site, for neighborhood mixed-use redevelopment. In general, neighborhood mixed-use (NMU) areas are intended to include commercial spaces primarily geared towards serving the surrounding neighborhoods, with any residential uses in NMU areas generally not to exceed 40 dwelling units per acre. The scale of buildings in neighborhood mixed-use areas should generally be between two and four stories in height, though building heights, as well as intensity of use and residential densities can vary as established in an adopted neighborhood or special area plan.

The Monroe Street Commercial District Plan, which was adopted on March 27, 2007, is intended to serve as a guide for development activities along Monroe Street from Glenway Street to Regent Street, including the subject site. The subject site is included in Area #3 of the plan, which identifies the Monroe Street blockface bounded by Oakland Avenue on the west and Regent Street on the east as a "redevelopment opportunity, short term." Specifically, the plan was adopted with a provision that allows redevelopment along the corridor with two to four-story buildings. The plan also encourages the buildings to step down in height along the rear alley in order to provide a "comfortable transition to the residential neighborhood behind." The plan includes an opportunity for a projecting bay or tower-type element at the Regent Street intersection and also encourages rear building parking, service and loading from the mid-block alley, and pedestrian-oriented storefronts along both Monroe and Regent for this block..

The subject site is also located within the Regent Street/ South Campus Neighborhood Planning Area, which will guide redevelopment activities along Regent Street from Breese Terrace to Murray Street. Planning for this area is ongoing, with no recommendations drafted at this time that would affect development on the subject site. Staff anticipates the resulting Regent Street/ South Campus Neighborhood Plan will largely be completed in 2007.

#### Project Description

The newest iteration of the proposed mixed-use building will stand four stories (with the third and fourth floor including a mezzanine/loft level) when measured at the corner of Regent and Monroe streets.

The first floor of the building will be primarily occupied by approximately 11,285 square feet of retail space facing onto a recessed outdoor plaza space at the corner of Monroe and Regent. Spaces on this floor range in size from 1,545 square feet up to 3,783 square feet and include a 3,069 square-foot space along the western extent of the first floor that will be occupied by a bar-restaurant operation, with an additional 1,396 square feet of space for the bar-restaurant tenant to be provided on the second floor. The remainder of the second floor will be comprised of 10,156 square feet of office space, including the applicant's architecture firm. Two of the second floor office spaces and the upper level of the bar-restaurant space will open on to a roof terrace that will overlook Monroe Street. A separate roof terrace will be provided overlooking Regent Street for the 4,837 square-foot office space that anchors the eastern portion of the floor. A small 1,358 square-foot retail space is shown along the Regent Street elevation where the building intersects the mid-block alley and at the same level as the top level of under-building parking.

The top two floors of the building will house the 24 residential condominium units proposed. The third floor will be comprised of a mix of one and two-bedroom units located along both sides of a central corridor, with eight one-bedroom and six two-bedroom units proposed and will include a mezzanine/loft level. The fourth floor will contain ten units comprised of seven one-bedroom unit and three two-bedroom units overlooking the Regent and Monroe street sides of

the building and will include a mezzanine/loft level. The developer proposes to incorporate two-level loft floor plans for the three floors of residential space, with 16.5-foot floor to ceiling heights proposed on the third and fourth floors. Many of the units will include outdoor terraces to offset the absence of any common usable open space for the residential units. Access to the two-story residential component will be provided from a lobby entrance off the first floor plaza.

Parking for the development will be provided in 114 structured parking stalls to be located in three levels below the structure, with access to the under building parking by ramps entering the site from the mid-block alley. A loading area is shown along the north side of the alley west of the ramps to the underground parking. The building will be indented along the alley adjacent to Regent Street to allow a 20-foot wide alley to serve the building.

Additional surface parking spaces are available for the project on a limited basis in the surface parking lot of the Madison Chinese Christian Church located across the alley on Madison Street. These surface stalls are governed by an existing parking lease between the applicant and church and are primarily intended to serve the customers of the first and second floor commercial spaces in the proposed development. The applicant indicates that the remaining term of the lease is for the next 27 years, though the church has recently filed a lawsuit in Dane County Circuit Court to void the terms of the lease. Because the lawsuit involves lands not included within the zoning map amendment request, the Planning Division and City Attorney's Office believe that the rezoning request can proceed.

Detailed architectural details for this project will be required at the time a specific implementation plan is submitted prior to construction. However, the applicant has provided preliminary architectural plans proposing a modern, angular building that will feature an exterior consisting of brick veneer along the lower two floors facing and visible from Monroe and Regent streets, with precast concrete panels on the remainder of the lower floor elevations and on the residential floors. The remainder of the elevations will consist prominently of aluminum-framed windows. Various metal finishes, including patio railings and grilles will be added to heighten the modern aesthetic of the building.

#### Inclusionary Zoning

The applicant has submitted an Inclusionary Dwelling Unit Plan (IDUP) with this project that proposes compliance with the inclusionary zoning provisions of the Zoning Ordinance. Of the 24 residential units proposed, 4 of the units (or 16.67% of the residential units) will be affordable under the provisions of the ordinance, including three one-bedroom units and one two-bedroom unit. All four of the affordable units will be offered at 80% of the area median income as permitted by the ordinance, as the proposed building will be four stories in height with 100% of its onsite parking below ground. A report from the Community Development Block Grant Office regarding this project's conformance with the inclusionary zoning provisions is attached.

This rezoning was originally submitted for consideration prior to the July 11, 2006 Common Council adoption of changes to the Zoning Ordinance regarding inclusionary zoning and therefore is subject to the stipulations of Section 28.04 (25) (the "old" ordinance).

The applicant is requesting a density bonus with this project, which earns two incentive points under the old IZ ordinance. The project proposes a density of 53.3 units per acre based on 24 residential units on the 0.45-acre site. The benchmark density for consideration of a density bonus is based on the existing zoning, or C2 and C3 in this case, which both have a benchmark density of 38 units per acre. Section 28.04 (25) of the Zoning Ordinance provides a ten percent bonus per incentive point (up to three points) for any project, unless a project contains four or more stories and provides at least 75 percent of its parking underground. In that case, a density bonus of twenty percent per incentive point is allowed. The proposed building exceeds the four-story threshold, while all of its permanent onsite parking will be located underground, thereby making the project eligible for the 20% per point allowance for the two points earned. The density bonus would suggest 53.2 units per acre to be developed on the site with a forty percent bonus above the 38-unit benchmark using both incentive points. The 53.2-unit per acre bonus density equals 23.94 dwelling units being built on this 0.45-acre parcel.

## **ANALYSIS**

The general development plan before the Plan Commission and Common Council proposes a four-story (with the third and fourth floors including mezzanine/loft levels) mixed-use redevelopment project to occupy the southeast corner of Monroe Street and Regent Street, extending most of the Monroe Street blockface down to Oakland Avenue, save for three two-story storefronts at Oakland. The current proposal replaces an earlier proposal for this site, which proposed a five-story mixed-use building with 39 residential units, that was referred at the request of the applicant on January 8, 2007 following a report by the Planning Division that raised a significant number of concerns about the contextual appropriateness of the five-story concept.

### Conformance with City Plans/ Contextual Relations Between the Building and Neighborhood

The Planning Division believes that the 24-unit mixed-use redevelopment proposal now before the Plan Commission and Common Council reflects the neighborhood mixed-use designation in the Comprehensive Plan for the south side of Monroe Street in this area. The four-story project which includes mezzanine/loft levels on the upper two floors complies with many of the general guidelines for neighborhood mixed-use zones as described in the Comprehensive Plan in regards to the placement of the building adjacent to the street, the location of most of the parking to serve the project below ground, and the relative mix of uses proposed. The project is now also generally consistent with the general four-story height recommendation for neighborhood mixed-use zones. The 24-unit project however, is still more dense than the 40 units per acre density recommended for neighborhood mixed-use zones unless higher density is specifically called for in an adopted special area or neighborhood plan.

In this case, the applicable adopted special area or neighborhood plan is the Monroe Street Commercial District Plan, which includes detailed development recommendations for each blockface along Monroe Street from Regent Street to Glenway Street, including urban design recommendations for building placement, height and articulation. The Common Council adopted the plan in March 2007 with a provision that redevelopment projects along most of the corridor could be developed with two to four-story buildings with the understanding that lot size, proximity to other building forms, setbacks, step-backs, and floor to floor height shall all be considered when reviewing the redevelopment of properties on Monroe Street. For buildings taller than three stories, the plan encourages creative design, consideration of contextual impact and the inclusion of "value-added features" to mitigate the taller building height.

The plan encourages buildings along Monroe Street in the block between Regent Street and Oakland Avenue to step down in height along the rear alley in order to provide a "comfortable transition...to the residential neighborhood behind" and includes an opportunity for a projecting bay or tower-type element at the Regent Street intersection. The plan also encourages rear building parking, service and loading from the mid-block alley, and pedestrian-oriented storefronts along both Monroe and Regent for this block.

The applicant has brought his mixed-use redevelopment concept for this site into greater alignment with the recommendations of the adopted Monroe Street Commercial District Plan, although some elements of the project continue to deviate from the plan recommendations and will need to be weighed accordingly in making a decision whether or not to approve the general development plan.

The lower two stories of the proposed mixed-use building will largely be built to the sidewalk with the exception of the first floor plaza spaces along Monroe Street, which will move the street wall back from the sidewalk. Parking and loading for the project will be accessed from the alley and storefronts will comprise a significant portion of the street-level façades of the building. The applicant has also taken steps to decrease the mass of the building at the alley to address a concern raised by staff in reviewing the previous iteration of the project that it loomed over the alley and the one and two-story buildings located behind the project along Madison Street. The Monroe Street Commercial District Plan places an emphasis on the transition from buildings developed on the Monroe Street blockface to the one and two-story, primarily residential structures in the Vilas neighborhood to the south. The building will include step-backs above both the second and third floors in an effort to place more of the mass of the 67-foot building proposed above the alley near the center of the site, whereas the earlier five-story project placed most of an 83-foot tall wall along the property line shared with the alley. With the exception of a stair tower, most of the alley side of the fourth floor will be setback 17.5 feet from the alley property line, while an approximately nine-foot step-back is proposed at the third floor along the alley.

In general, the building will occupy the entire site area and will stand 58 feet-4 inches above Monroe Street, with the additional height above the alley caused by the grade differences between Monroe Street and the mid-block alley along Regent Street. The project will have a floor-area ratio of approximately 3.33 not counting the structured parking, which is exempted in the Zoning Ordinance definition of floor-area ratio. The building will also include step-backs along the Monroe Street side of the building, with a 17-foot terrace between the top of the second floor and the front wall of the third floor elevation. There will be additional step-back in front of both the lower and upper portions of the fourth floor to pull this side of the building into the center of the site and to reduce the mass of the building on Monroe Street. The four-story building (plus the mezzanine/lofts) will, however, largely extend continuously up from the Regent Street sidewalk. (Note: This massing along Monroe Street, Regent Street and the alley are represented well on Sheet A4.2 in the plan set provided in the application materials.)

A continuing area of concern with the concept now proposed is the overall height of the building and the consistency of the project with the height recommendations in the Monroe Street Commercial District Plan. The proposed building will be taller than the typical four-story building as a result of the floor-to-ceiling heights on the third and fourth floors, each of which include a mezzanine/loft level. The first two floors are 12 feet-10 inches and 12 feet- 8.5 inches in height, respectively and comport to the 12-foot minimum height recommended in the plan. The height of the two commercial floors at ground level is also roughly equal to the height of the two-story buildings located between the southwestern corner of the project and Oakland Avenue.

However, the third floor will stand 16 feet-4 inches and the bi-level fourth floor 16 feet-6 inches total (including the penthouse loft level), which are both taller than the 14-foot floor to ceiling height limitation advocated for in the plan for residential floors located above the ground floor. The plan notes that Monroe Street has relatively few four-story buildings along its length, and that the overwhelming character along the corridor is that of one and two-story buildings, hence predicating the emphasis on not only the number of building stories, but also the true height of the building floors and overall building. While the applicant has taken steps to place much of the mass of the building near the center of the building away from both the alley and portions of Monroe and Regent streets, the Plan Commission and Common Council should consider the overall height of the building when determining if this proposal comports to the design guidelines in the Monroe Street Commercial District Plan.

Contextually, the proposed building will be located in a transitional area between more intensive land uses north of Regent Street and less intensive uses to the south. North of the Regent, the scale and intensity of uses is considerably higher with the presence of Camp Randall Stadium, the UW Fieldhouse and the eight-story Regent apartments generally north of the site of the proposed building, while the scale and mass along and south of Monroe Street graduates quickly into one and two-story uses.



There are two buildings that deviate from the overwhelmingly low-rise character of Monroe Street, the five-story Monroe Commons retail-residential project two blocks southwest of the site at Monroe and Spooner streets, and a recently approved four-story, 45-unit residential building with a two-story retail/ office component located further out Monroe Street at Knickerbocker Street. At present, both projects are not consistent with the height of surrounding buildings. The Monroe Commons development predates the recommendations of the Monroe Street Commercial District Plan and should be viewed as a compromise development for that site that is not indicative of any future development pattern for Monroe Street.

The Knickerbocker Street project, however, was generally regarded as satisfying the recommendations of the Monroe Street Commercial District Plan despite standing considerably taller than surrounding buildings. The Monroe Street plan considered most of the one-story buildings along Monroe Street near Knickerbocker to not be the benchmark height for consideration of future development projects along the corridor, suggesting instead that many of those one-story buildings would likely be redeveloped as taller buildings in the future that will relate better to the height of that project.

The Plan Commission and Common Council should give consideration to both the scale and intensity of surrounding land uses and the evolving context along Monroe Street in light of the recommendations contained in the Monroe Street Commercial District Plan in determining how this project relates to its surroundings and the anticipated development pattern in the corridor.

#### Urban Design Commission Review

The Urban Design Commission (UDC) reviewed the project and granted initial approval of the revised GDP on May 23, 2007 (see attached report).

#### Proposed Zoning Text

The zoning text proposed for the 24-unit mixed-use development was prepared by the Planning Division in cooperation with the Zoning Administrator. Staff drafted the zoning text for this project after staff noted a considerable number of concerns with the earlier iteration of the zoning text that was presented with the previous project proposal. The zoning text for this project has also been identified as an area of concern by neighborhood residents at three neighborhood meetings held on this project since August 2006.

In general, the zoning text that coincides with the current proposal permits residential uses per the R4 residential zoning district and commercial uses as permitted in the C2 general commercial zoning district subject to a small selection of uses permitted in C2 that staff does not feel are appropriate given the character of the proposed development. The zoning text will include two conditional uses: outdoor eating areas for restaurants and outdoor eating areas/ beer gardens related to events at Camp Randall Stadium. While it is extremely uncommon for a planned unit

development to include conditional uses within its zoning text, staff felt and the applicant agreed that it was necessary to include the outdoor eating venues as conditional uses to address concerns raised by neighbors about the impact those uses could have on the Vilas neighborhood and nearby properties. Review of any applications for the conditional uses in this project will be subject to the conditional use standards and procedures included in the Zoning Ordinance. In regards to any outdoor eating area/ beer garden to be used in conjunction with Camp Randall events, the standard conditions for such facilities (hours of operation, outdoor amplified sound, etc.) are included in the zoning text.

The zoning text prepared by staff and included with the application is intended to serve as the basis for discussion by the Plan Commission about the uses that are appropriate for this planned unit development.

#### Condition of Buildings Proposed for Demolition

The applicant has not provided any information relative to the demolition of the existing bi-level commercial building, though he has owned it since 1994 according to City Assessor's records. Staff notes that it has conducted informal visits to the building within the last year and found its interior spaces to be in a reasonably good state of repair commensurate with the age of the building. A more formal inspection of the building was not conducted. It is not considered to be of a historical character, in part due to the alterations to the structure, which were formerly two separate buildings joined through a common mezzanine added during contemporary renovations. At this time, staff has no additional information on the condition of the buildings. The primary argument in support of a finding that the demolition standards are met rests with the increased economic productivity of the proposed building compared to the cost of renovating the current building. If the planned unit development standards can be met, staff does not object to the demolition.

#### Parking

The applicant is proposing 114 parking stalls to be provided on three levels of under-building parking accessed from the mid-block alley. While a detailed plan for how this parking will be allotted between the future retail, office and residential tenants, the Planning Division feels that the amount of parking on-site is more than adequate. Concerns have been raised by the adjacent church and nearby neighborhood that the project may be unviable without surface parking to serve visitors of the commercial spaces on the first two floors, particularly any retail and restaurant spaces that may be developed on the first floor. The applicant indicates that he has 24 spaces available to his project across the alley under a 27-year lease with the church, though the church is currently challenging the lease as well as the adequateness of the turning radii at the entrance to the underground parking levels.

Staff believes that it is appropriate for the City to weigh the merits of the proposed mixed-use project at 1501 Monroe Street in the absence of any surface parking given both the finite term of the lease and the pending legal challenge. In general, staff believes that the project can be viable as proposed without surface parking due to the substantial number of spaces proposed on site as well as the location of the project along the Southwest Bike Path in a highly walkable area of the City that is served by seven-day bus service. It will be incumbent upon the developer to devise a parking and signage strategy as part of his specific implementation plan to address the parking allotted to the different facets of the project and how those spaces will be located by users of the building.

### CONCLUSION

The applicant is requesting approval to ultimately allow a commercial building at 1501 Monroe Street to be replaced by a four-story mixed-use building that will contain retail and office spaces on the lower two floors, 24 residential condominium units on the top two floors, and 114 under-building structured parking spaces. In considering this planned unit development, the Zoning Ordinance standards regarding zoning map amendments state:

*"The Plan Commission shall not recommend adoption of a proposed amendment unless it finds that the adoption of such amendment is in the public interest and is not solely for the interest of the applicant, and further shall not recommend a proposed amendment without due recognition of the master plan of the City of Madison."*

In addition, the proposed project shall also meet the specific criteria 1.a. and 1.b. for planned unit developments as follows:

- "1. In a planned unit development district, the uses and their intensity, appearance and arrangement shall be of a visual and operational character which:
  - a. Are compatible with the physical nature of the site or area.*
  - b. Would produce an attractive environment of sustained aesthetic desirability, economic stability and functional practicality compatible with the general development plan."**

The project proposes a mix of uses that is generally compatible with other uses in the South Campus area and in the Monroe Street and Regent Street corridors. The building will largely be built up to the sidewalk on both streets, with storefronts provided along the Monroe Street façade, and parking and loading located below the building, as recommended in the Monroe Street Commercial District Plan and Comprehensive Plan. The architectural style, though uniquely modern, also has the potential to make a positive addition to the architectural landscape of the city, not only through the exterior appearance, but also through the innovative use of loft spaces within the residential units and the generous outdoor spaces afforded to most of the units.

The applicant has also made a considerable effort to bring the project into greater alignment with the more salient design recommendations contained in the recently adopted Monroe Street Commercial District Plan, which calls for new development on the blockface bounded by Regent Street and Oakland Avenue in two- to four-story buildings. However, concerns remain about the conformance of the project with some of the tenets of the plan.

The Monroe Street plan was adopted with language that the approval of new buildings in the corridor should be considered in relation to lot size, proximity to other building forms, setbacks, step-backs, and floor-to-floor heights in the development project. The plan was also adopted with the requirement that the plan be clarified to note that the recommended standards, particularly related to height, express the neighborhood's expectations, but they are not considered absolutes in all cases. The total number of floors in the building has been reduced to (four including the mezzanine/loft levels) and step-backs have been incorporated along both Monroe Street and the alley that separates the site from low-rise development along Madison Street to create a less-massive building on both facades compared to previous iterations of the plan, which stood far more prominently on those sides. In general, the applicant uses step-backs to good effect on these two elevations to create a building that is more in keeping along its lower floors with the predominant character of Monroe Street, which primarily features a variety of two-story buildings between Regent and Harrison streets. The building, however, will stand prominently along the Regent Street façade, and will include considerable 16-plus-foot floor to ceiling heights on the two residential floors.

In addition, this project must be weighed in consideration to both the scale and intensity of surrounding land uses and the future development context along Monroe Street that will evolve as more projects are proposed following the recommendations of the Monroe Street Commercial District Plan.

### **RECOMMENDATION**

If the Plan Commission can find the proposed project is in conformance with the standards for approval of a Planned Unit Development, the Planning Division recommends that the Plan Commission forward Zoning Map Amendment 3275, rezoning 1501 Monroe Street from C2 (General Commercial District) and C3 (Highway Commercial District) to PUD-GDP (Planned Unit Development, General Development Plan) to the Common Council with a recommendation to **approve** subject to input at the public hearing and the conditions listed below. Demolition of the existing commercial building should be conditioned upon the approval of a specific implementation plan for the project.

If the Plan Commission finds that the standards cannot be met, it should indicate the factors which it has considered and its findings in reaching this conclusion.

1. Comments from reviewing agencies.

2. That a specific implementation plan be approved and recorded prior to demolition of the existing building and construction of the proposed building. Said specific implementation plan shall be subject to a review against the planned unit development standards and shall include detailed final site plans, landscaping, architecture, and floorplans for each residential unit. The specific implementation plan shall also include a parking allocation plan and signage strategy for the uses contained in the building to address the parking allotted to the different facets of the project and how those spaces will be located by users of the building.
3. That a final Inclusionary Dwelling Unit Plan (IDUP) be submitted as part of the specific implementation plan for this project. The IDUP shall include a unit dispersion plan to identify where on the two residential floors the inclusionary dwelling units will be located.
4. That the developer receive all necessary approvals from the City of Madison of any building encroachments (vaults, overhangs or projections) into Monroe Street and Regent Street rights of way.
5. That the general development plan be revised per Planning Division approval as follows:
  - a.) that individual parking spaces in the three levels of on-site underground parking be numbered and a total of the spaces on each floor be provided in the plan set;
  - b.) that information be provided on the revised general development plan describing screening and noise attenuation for all mechanical and air-handling equipment located above the second floor, including the roof, and;
  - c.) that a note be placed on the general development plan stating that the sale or leasing of on-site parking for special events at Camp Randall Stadium and the University Fieldhouse is strictly prohibited.
6. That the developer submit proof of financing and an executed contract with a construction firm, which provides assurances that the project will be completed once started, in a form acceptable to the Director of the Department of Planning and Community & Economic Development prior to the specific implementation plan being recorded and any permits, including a demolition permit, being issued.



City of Madison

Legislative File Number 05720 (version 2)

Title

SUBSTITUTE - Adopting the Monroe Street Commercial District Plan and the recommendations contained therein as a supplement to the City's Comprehensive Plan.

Body

WHEREAS, in January 2004, the Dudgeon-Monroe Neighborhood Association, Vilas Neighborhood Association, and the Monroe Street Merchants Association began a process to prepare a plan for the commercial districts along the Monroe Street corridor; and

WHEREAS, these groups were awarded a Neighborhood Planning Grant from the City, which was matched by funds from these organizations and private donors; and

WHEREAS, these groups retained a planning consulting firm, Planning and Design Institute, Inc. in partnership with Business Districts, Inc., to assist in the preparation of the plan; and

WHEREAS, a Steering Committee comprised of representatives of various stakeholder groups and convened by the neighborhood, worked with the consultants during the process of developing the plan, which included public meetings, meetings with City staff, stakeholder interviews, group discussion sessions with Monroe Street merchants, and a community design preference survey; and

WHEREAS, at the conclusion of this process, the *Monroe Street Commercial District Plan*, dated November 25, 2006, was completed and submitted to the City in February 2007 for adoption; and

WHEREAS, the Plan makes a series of recommendations concerning subjects such as: development and redevelopment, visual characteristics, environment and landscape, traffic, circulation and parking, and business district management and operation.

NOW, THEREFORE BE IT RESOLVED, that the *Monroe Street Commercial District Plan* and the recommendations contained therein is hereby adopted as a supplement to the City's Comprehensive Plan; and

BE IT FURTHER RESOLVED, that any changes to the Comprehensive Plan's Generalized Future Land Use Plan Map recommended in the *Monroe Street Commercial District Plan* be considered for adoption during the next annual Comprehensive Plan evaluation and amendment process; and

BE IT FURTHER FINALLY RESOLVED that the appropriate City agencies consider including the recommendations of the *Monroe Street Commercial District Plan* in future work plans and budgets.

BE IT FINALLY RESOLVED that the Planning Division is directed to make the following changes to the final document:

1. Planning Division staff, in consultation with neighborhood representatives, and the approval of the Plan Commission Chair, be permitted to make minor revisions to the final document, including format changes, to update, correct typographical errors, and clarify but not substantively alter specific recommendations.
2. The definitions related to what constitutes a story are revised to be consistent with those in

the Zoning Ordinance.

3. The Plan be clarified that the recommended standards, particularly relating to building height, express the neighborhood's expectations, but are not considered absolutes in all cases.
4. The process for establishing an Urban Design District be programmed into a future annual Planning Division workplan, upon request by the Monroe Street Merchants Association and the alders representing this corridor.
5. Identify a "special crossing" of Monroe Street at Wingra School.
6. That the range of building heights recommended in the Plan be expanded to include and permit four-story buildings with the understanding that lot size, proximity to other building forms, setbacks, step-backs, and floor to floor height shall all be considered when reviewing the redevelopment of properties on Monroe Street.

**Fiscal Note**

There is no fiscal impact associated with the adoption of the plan. However, implementing specific recommendations within the plan will have fiscal impacts in the future and will require Common Council approval at that time.

B

# Monroe Street Commercial District Plan

Dudgeon-Monroe and Vilas Neighborhood Associations and the Monroe Street Merchants Association

Prepared with assistance from Planning & Design Institute Inc. with Business Districts Inc.

Final Report

November 25, 2006



# J. General Development Standards and Process

## 1. Public Policy Tools

### Urban Design District

As stated in section C.5, an urban design district will enable the community to evaluate development and redevelopment proposals for sites along Monroe Street for compatibility with existing uses and context.

## 2. General Physical Appearance

Design standards that establish the physical character of buildings along Monroe Street will not only ensure the long term maintenance of the existing character but also create an environment that fits in closely and/or is compatible with its surrounding residential neighborhoods. Appearance needs to be considered along with market factors, social objectives (e.g., Inclusionary Zoning), and neighborhood benefits. In order to accomplish and regulate these standards, an urban design district should be adopted. Site specific design standards should be developed for the proposed redevelopment sites. Following are some preliminary recommendations for regulating the physical appearance of buildings along Monroe Street. These guidelines apply to the whole street. Since most of the redevelopment envisioned is mixed use, the guidelines are directed toward that type of development. Each development project should adhere to the following general guidelines as well as the site-specific guidelines that begin in Section K.

### Building Heights

Building heights are regulated to create streets in character with surrounding development. Building height ranges should be indicated for each redevelopment site. Building heights are identified by the number of stories above grade, distance between the floors, the interaction between height and both setback and setback, and the viewing perspective to a structure. Height should be expressed as minimums and maximums with allowance for unique circumstances. The ground floor should not be less than 12 feet from finished floor to finished ceiling but has no maximum height limit. Above the ground floor, a story is defined as a habitable level no more than 14 feet in height from finished floor to finished ceiling. When an upper story exceeds 14 feet in height, the additional height will count as an additional story.

Monroe Street's visual character derives from the great predominance of two-story commercial and two-story residential buildings. Only a few three-story buildings front the street. The Clarendon Apartments at the northeast end, and the four story building on the 1900 block of Monroe Street, are the only true four-story buildings and they are set far back from the street.

Buildings of four stories (or more) would be out of character with the traditional street and the residential neighborhoods, all the more since at most sites setbacks would be very limited. To gain support, buildings higher than three stories would need creative design and presentation, consideration of contextual impact, important compensating value-added features, and effective prior consultation with the neighborhoods.

For additions to existing buildings, the allowable minimum building height is the height of the existing building. Landmark or historic buildings may have taller minimum and maximum height ranges, .ie. Camp Randall Stadium.

**Build-To-Line**

Build-To Lines are established for redevelopment sites to ensure that building placements clearly define street edges and corners (Figure J-1). The Build-To Line is the line parallel to (and within two feet of) the property line along which the facade of the building should be located. Facade is defined as any vertical, exterior face or wall of a building.

For adaptive reuse of existing buildings, the Build-To Line is the existing building facade. The percentage of the Build-To Line that should be met with building facade varies by redevelopment site. Building construction can vary from the Build-to Line to accommodate facade articulation including: arcades, entrances, balconies, and reveals.

The following elements can extend beyond the Build-To line: stairs, ramps, terraces, awnings, signs, bay windows, balconies, roof overhangs, lighting, foundations, footings, and similar elements. City approval is required to extend into the right-of-way.

**Building Composition**

Buildings should be composed to define base, middle, and top (Figure J-2). The interface between the building and people and should be highly articulated. The transition between the middle of the building and the base and top should be articulated by use of contrasting materials, window openings, or ornamental elements. These horizontal bands form expression lines that give scale and character to a facade. The top terminates the building against the sky and provides

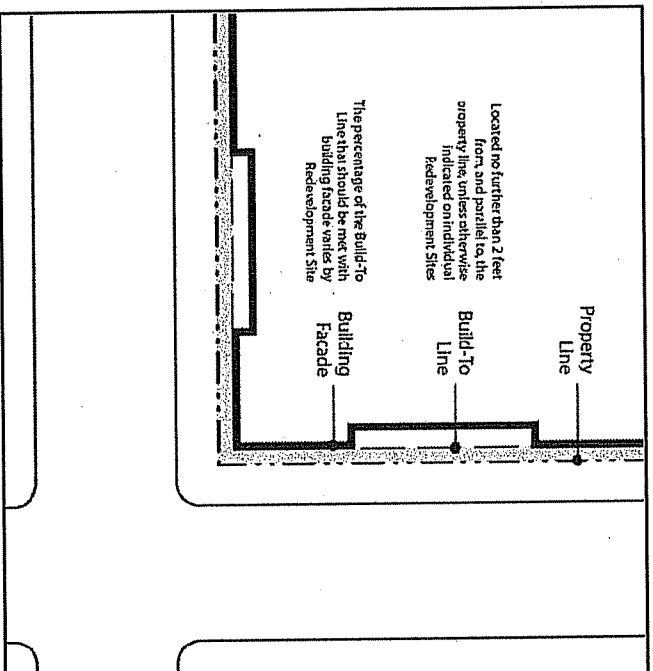


Figure J-1: Build-to-Line

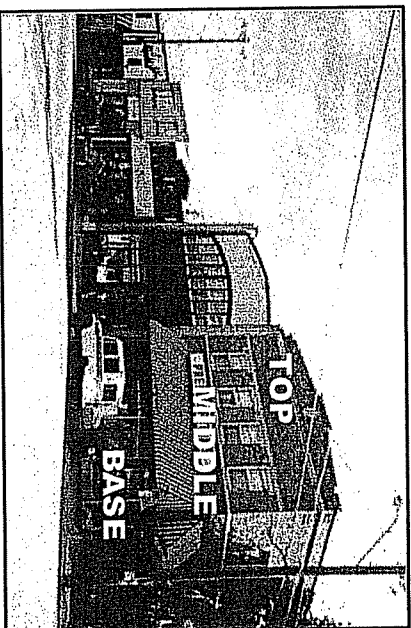


Figure J-2: Expression of Base, Middle, and Top in Existing Monroe Street Buildings

#### 4. Area # 3: Redevelopment Opportunity, Short Term

Future redevelopment should adhere to the general guidelines noted above as well as the following site-specific development guidelines:

- **Build-To-Line:** Building(s) to be built up to the existing sidewalks as established by current patterns.
- **Building Heights:** 2-3 stories. Buildings might step down in height if possible toward the rear of the site in order to make a comfortable building transition from the commercial / mixed-use district to the quiet residential neighborhood behind.
- **Building Composition, Articulation, and Scale:** The building mass should respect the overall pattern of the street by emphasizing vertically rather than horizontally. A long building should be visually broken up into smaller subunits that replicate the sense of scale along the street. Facades along Regent and Monroe should have storefronts with architectural details attractive to pedestrians. Storefronts or windows are also encouraged for facades along Oakland.
- **Special Architectural Features:** There is an opportunity for a special architectural feature such as a tower or a projecting bay at the corner or Regent and Monroe to mark this prominent location.
- **Entrances:** Principal entrances should be off Monroe and Regent Street. There is the potential to create a major entrance at the corner of Regent and Monroe which could also act as a focal point for the block. The entrance should be on the principle street.
- **Service and Parking:** Parking should be to the rear of the site, accessed from the alley. Service access should be provided to the rear via the alley and all service areas should be visually screened by walls, fences, or landscape materials that are appropriate to the architectural character of the building.

#### 5. Area #4: Redevelopment Opportunity, Long Term

Future redevelopment should adhere to the general guidelines noted above as well as the following site-specific development guidelines:

- **Build-To-Line:** Building(s) to be built up to the existing sidewalk line as established by current patterns. Buildings on the corners of the block should be built out to the sidewalk along the Oakland and Garfield street facades.
- **Building Heights:** 2-3 stories, with the 3rd level set back from the front facade line. Buildings should step down in height if possible toward the rear of the site in order to make a comfortable transition to the residential neighborhood behind.

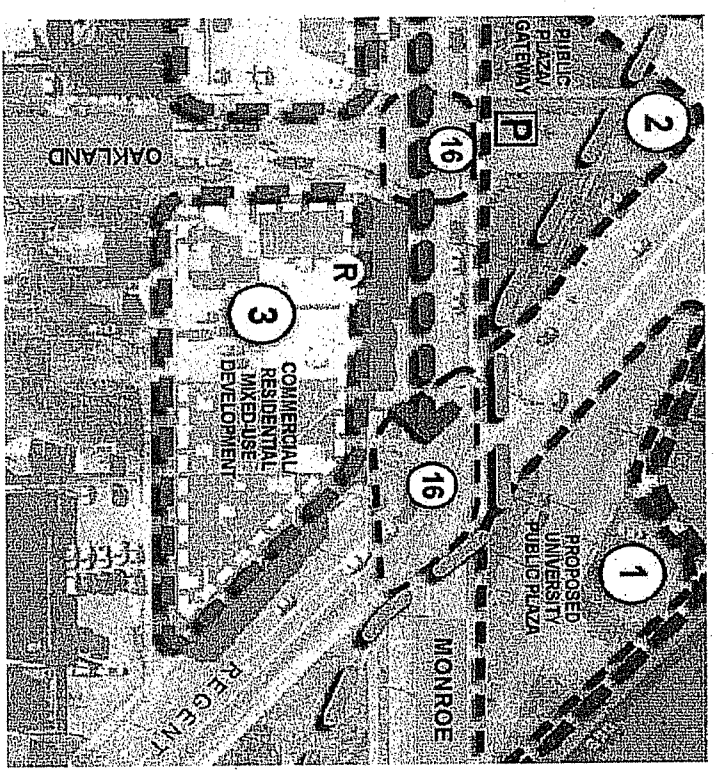


Figure K-1: Redevelopment Opportunity Area 3

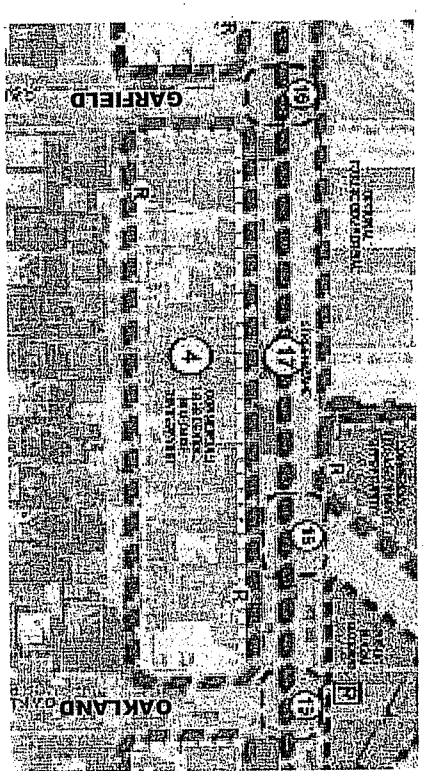


Figure K-2: Redevelopment Opportunity Area 4

## AGENDA # 4

City of Madison, Wisconsin

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REPORT OF: URBAN DESIGN COMMISSION

PRESENTED: May 23, 2007

TITLE: 1501 Monroe Street – PUD(GDP) for a  
Mixed-Use Project. 13<sup>th</sup> Ald. Dist. (02999)

REFERRED:

REREFERRED:

REPORTED BACK:

AUTHOR: Alan J. Martin, Secretary

ADOPTED:

POF:

DATED: May 23, 2007

ID NUMBER:

---

Members present were: Paul Wagner, Chair; Marsha Rummel, Lou Host-Jablonski, Todd Barnett, Bruce Woods, Michael Barrett, Robert March and Richard Slayton.

### SUMMARY:

At its meeting of May 23, 2007, the Urban Design Commission **GRANTED INITIAL APPROVAL** of PUD(GDP) located at 1501 Monroe Street. Appearing on behalf of the project were Bob Sieger and Ald. Julia Kerr. Registered in opposition to the project were Bill Chin, Thomas Yen, Fraser Gurd and Lydia Hung. Prior to the presentation staff noted to the Commission that following initial approval of the project in December of 2006, the Plan Commission subsequently referred action on the project to resolve issues with the Planning staff recommendation to place on file the application due to its inability to address the standards and criteria for Planned Unit Developments, as well as address adjoining neighborhood concerns. Since that time the applicant has consulted with staff, area Alderpersons and neighborhood associations and neighbors and has now revised the project. The revised submittal provides for a reduction in height from a previously proposed four-story with penthouse level to three-stories with penthouse level, reflecting a reduction from 39 proposed units to 24-units. The upper stories of the building also feature setbacks in combination with other modifications. Presenting the revised plans, Sieger noted the following:

- Downsizing of the development makes the previous traffic study which supported greater densities more valid.
- The previously proposed lower level 120 parking stalls is to be maintained with issues relevant to the family definition, units to students and subleasing, as well as the use of outdoor space further restricted within the text.
- The building materials are generally as was with the larger version of the building with the exception of the elimination of the use of ping glass on the material palette with the incorporation of the use of exposed smooth concrete.

Ald. Julia Kerr spoke neither in support nor opposition, but noted concerns raised at public meetings relevant to the revised proposal as follows:

- Concern with the proposal's compliance with the recently adopted Monroe Street Commercial District Plan which supports four-stories with the possibility for five-stories at a maximum of five-stories.

- Issue with covering windows on the adjacent Mickey's apartment building, concern with rear elevation's relationship with adjacent single-family development.
- Concern with outdoor patios/balconies in relation to heavy traffic on Monroe Street and Regent Street; no people, same design as currently which is not used.
- Relevant to the traffic study issue, the mechanics of the drive entry into lower level parking is still problematic, especially the potential blockage of Regent Street with left-hand turning movements.
- There is a general feeling that the building is too big as it relates to the surrounding existing development.

Representatives of the Madison Chinese Christian Church spoke at length relative to issues with the leasing of their property by Sieger for accessory parking purposes. Staff noted that a lawsuit filed on behalf of the church by Attorney Michael Christopher was noted in a memo to the Mayor, as well as to staff as grounds for requesting referral of the project. According to an email opinion of the City Attorney's Office, as long as the Commission felt that the on-site level of parking proposed with the property being rezoned was not at issue, consideration of the project should proceed as requested. Members of the church also requested a more inclusive traffic study relevant to providing information on p.m. traffic movements, in addition to an emphasis on pedestrian circulation.

Following input at the hearing the Commission noted the following:

- In comparing the proposal with the current architecture relative to the previous had more character. The current proposal introduces a cantilever roof which needs more study.
- The parking entry is located where it needs to be, not on the street.
- The current version is a good solution that deserves initial site and overall concept approval with the architect to work out the appropriate details.
- The height and mass address the street but architecture suffers. The massing is right on.
- The argument on traffic and turning movements not compelling.
- The detailing and architecture on the south and alley elevation need to be worked out, especially the utilization of smooth finish cast concrete walls needs to be reexamined.
- The image and detailing of the façade an issue.
- The alley portion of the building lacks windows in the elevational renderings, inconsistent with the model.
- Traffic a bit of a concern especially turning left off of Regent Street. Study utilizing using a right turn out movement.
- Placement of tree at the corner apex a safety issue with pedestrian crossing and right turning cars from Monroe to Regent; move the trees further down Regent.
- The building is scaled nicely where the entry plaza will enhance and enliven the building, along with activity at two levels or stories but still feel that there is too much parking.
- Like building better, its proportions and character. Use of red and yellow glass a bit jarring, doesn't integrate well, an attention getting effect.
- Corner element is bothersome, it appears squashed, previous version had a corner element that turned the corner better. The corner element needs to be different than the balance of the building; treatment needs to rise to the occasion to be designed at a strong unified tower element, needs to be something special at the intersection.

**ACTION:**

On a motion by Host-Jablonski, seconded by March, the Urban Design Commission **GRANTED INITIAL APPROVAL**. The motion was passed on a unanimous vote of (8-0). The motion for initial approval required address of the above stated concerns and the following:

- Retry at architecture in regards to articulation and detailing of the building façade, for example, the integration of vertical columns and patterning is weak.
- Clarify use of exposed fine finish concrete with more rendering and detailing.
- Bring landscaping into the alley area utilizing columnar varieties, vining, etc.

After the Commission acts on an application, individual Commissioners rate the overall design on a scale of 1 to 10, including any changes required by the Commission. The ratings are for information only. They are not used to decide whether the project should be approved. The scale is 1 = complete failure; 2 = critically bad; 3 = very poor; 4 = poor; 5 = fair; 6 = good; 7 = very good; 8 = excellent; 9 = superior; and 10 = outstanding. The overall ratings for this project are 4, 6, 6, 6, 6, 7 and 7.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 1501 Monroe Street

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
Member Ratings	6	5	-	-	-	6	6	6
	-	-	-	-	-	-	-	4
	6	6	5/4	-	-	5	7	6
	6	5	-	-	-	5	6	6
	-	-	-	-	-	5	6	6
	7	6	5	-	-	-	-	-
	8	6	6	-	-	6	8	7
	5	8	-	-	-	6	9	7

General Comments:

- Like scale and proportions of this proposal better than previous. Architectural details need refinement per our comments.
- This project, despite the furor, is quite appropriately scaled and massed. Architecture needs work yet. Good infill and urban sensitive design.
- Consider landscaping along alley if open spaces can be created – columnar trees will fit.
- Site seems alright now that building is shorter. Corner needs to be more dynamic and tweak the architecture.
- Outstanding issues: fire lanes, sidewalk widths, pedestrian connections.
- This is scaled right for this location. The splashes of color add interest, and the open entry plaza marvelously connects private space with public.
- South and alley elevations are of great concern – very harsh roof edge doesn’t seem resolved. Height is fine, corner element needs development.
- Appropriate use for this site.

**Fieldhouse Station**  
**Staff Review of the Inclusionary Development Unit Plan:**  
**(June 25, 2007)**

Name of Development	Fieldhouse Station
Address	1501 Monroe St.
Developer/owner	Robert Sieger, Sieger Architect
Contact Person	Robert Sieger
Contact Phone	608.283-6100
Fax	608.283-6101
Contact-mail	siegerarchitects@sbcglobal.net

**SYNOPSIS:**

**This project was submitted and is moving forward under the pre-July 2006 approved modifications to the IZ ordinance.**

This project includes involves the demolition of an existing building and the construction of a new site with a total of 24 condo units.

THE IDUP as submitted states that 4 of the 24 units will be IZ units. 3 - 1 bedrooms and 1 - 2 bedrooms. Units are dispersed among the floors and meet the IZ unit size requirements.

Proposal is to price the units in order to meet the inclusionary zoning requirements of the ordinance at the time the marketing period for each unit begins based on the projected phasing of the project. Pricing model submitted shows the units would meet the current IZ pricing.

**CONCLUSION:**

The project as proposed, based upon the available information furnished by the developer,	
X	Will comply with MGO 28.04 (25)
	Will comply with MGO 28.04 (25) if the following conditions or changes are met:
	Does not comply for the following reasons:

Reviewed by	Barbara Constans, CD Grants Administrator Hickory R. Hurie, CD Grants Supervisor Date: June 25, 2007
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**1. PROPOSED ALLOCATION OF AFFORDABLE UNITS**

Number of units	At Market	At 80%	At 70%	At 60%	At 50%
for-sale units	20	4			
rental units					

Number of units	Efficiency	1-bedroom	2-bedroom	3-bedroom	4-bedroom
For-sale: Market-rate		13	7		
For-sale: Inclusionary units		3	1		

**2. TABLE TO CALCULATE POINTS UNDER OLD ORDINANCE**

**THIS PROJECT:**

	At Market	At 80% of AMI	70%	60%	50%
5%					
10%					
15%		2			
20%					
TOTAL for project					2



### Per Ordinance

For-sale: Per cent of dwelling units	At Market	At 80% of AMI	70%	60%	50%
Ord. points					
5%		0	1	2	3
10%		1	2	3	4
15%		2	3	4	5
20%		3	4	5	6

### 3. ISSUES RELATED TO DESIGN, PRICING, OR TERMS OF IZ UNITS

Standards for Inclusionary dwelling units (IDUs)	Complies	Does not comply	Additional comments
Exterior Appearance of IDUs are similar to Market rate	Yes		
Proportion of attached and detached IDU units is similar to Market rate.	Yes		
Mix of IDUs by bedroom size is similar to market rate	Yes		
IDUs are dispersed throughout the project	Yes		
IDUs are to be built in phasing similar to market rate	Yes		
Pricing fits within Ordinance standards	Yes		
Developer offers security during construction phase in form of deed restriction	Yes		
Developer offers enforcement for for-sale IDUs in form of option to purchase or for rental in form of deed restriction	Yes		Standard terms will apply.
Developer describes marketing plan for IDUs	Yes		Standard terms will apply.
Developer acknowledges need to inform buyers/renters of IDU status, responsibilities for notification	Yes		
Terms of sale or rent	Sale		
Developer has arranged to sell/rent IDUs to non-profit or CDA to meet IDU expectations	No		no arrangements made; developer will handle marketing.
Developer has requested waiver for off-site or cash payment	No		No request for waiver
Developer has requested waiver for reduction of number of units	No		No request for waiver
Other:			

### 4. INCENTIVES REQUESTED

- A) Density bonus
- B) Reduction in Park development fees
- C) Reduction in Park Dedication requirements
- D) 25% reduction in parking requirements
- E) Non-city provision of street tree landscaping
- F) Cash subsidy from IZ fund, \$5,000/IZ unit for units designated for families at 60% AMI or less ( for owner occupied units) and 40% AMI or less for rental units
- G) Cash subsidy from IZ fund, \$2,500/IZ unit for projects with 49 or fewer detached dwelling units or developments with 4 or more stories and at least 75% of parking is underground.
- H) One additional story in downtown design zones, not to exceed certain height requirements
- I) Eligibility for residential parking permits equal to number of IZ units in PUD
- J) Assistance in obtaining other funds related to housing
- K) Preparation of a neighborhood development plan from non-city sources (if development located in Central Services Area, is contiguous to existing development and no such plan exists.

## 5. ISSUES OF PROCESS

Are there issues in any of the following steps that should be identified now for closer attention?

Step	Standard Step Activity	Special Issues
<u>Pre-conference</u> with City Planning Staff	April 2006	None identified
Presentation of <u>Concept</u> to City's Development Review Staff Team	April, 2006	
Submission of Zoning Application and <u>IZ Dwelling Unit Plan</u>	June 21, 2006	
Formal Review by City's Development Review Staff Team	December 21, 2006 June 28, 2007	
Formal Review by <u>Plan Commission</u>		
<u>Appeal</u> Plan Commission Decision to Common Council (optional)		
<u>Compliance</u> with Approved Inclusionary Dwelling Unit Plan	Deed restriction will be recorded for construction phase when PUD recorded	
<u>Construction</u> of development according to Inclusionary Dwelling Unit Plan	To be done at the same time as market rate units	
Comply with any continuing requirements	Sample 5% of IDU annually for compliance review.	



Department of Public Works  
**City Engineering Division**

608 266 4751

Larry D. Nelson, P.E.  
City Engineer

City-County Building, Room 115  
210 Martin Luther King, Jr. Boulevard  
Madison, Wisconsin 53703  
608 264 9275 FAX  
1 866 704 2315 Textnet

**Deputy City Engineer**  
Robert F. Phillips, P.E.

**Principal Engineers**  
Michael R. Dalley, P.E.  
Christina M. Bachmann, P.E.  
John S. Fahrney, P.E.  
Gregory T. Fries, P.E.

**Facilities & Sustainability**  
Jeanne E. Hoffman, Manager  
James C. Whitney, A.I.A.

**Operations Supervisor**  
Kathleen M. Cryan

**Hydrogeologist**  
Joseph L. DeMorett, P.G.

**GIS Manager**  
David A. Davis, R.L.S.

DATE: June 19, 2007  
TO: Plan Commission  
FROM: Larry D. Nelson, P.E., City Engineer  
SUBJECT: 1501 Monroe Street Rezoning

The City Engineering Division has reviewed the subject development and has the following comments.

**MAJOR OR NON-STANDARD REVIEW COMMENTS** (Comments which are special to the project and/or may require additional work beyond a standard, more routine project.)

1. The City is considering a project in the 2008 Capital Budget to reconstruct the Monroe Street and Randall Avenue Intersection. The Developer shall coordinate with that project as required by the City Engineer. The project is not currently funded and will need to be considered along with other budget priorities.
  2. Textured concrete is not allowed within the public walkway. Site plan shall be revised to delete note indicating "textured concrete".
  3. Colored concrete shall not be shown at the intersection of Monroe Street and Regent Street unless the applicant enters into a maintenance agreement with the City.
  4. Location and species of any new trees, placed in the terrace, must be approved by the City Forester.
  5. Roof drains shall be connected to the storm sewer which as a condition of this project shall be extended up the alley.
  6. The elevation of the building may need to be revised pending a more detailed design of the proposed Monroe Street and Regent Street intersection that will be completed by City Engineering.
  7. Plan revisions and affected address plans shall be coordinated and approved by the Engineering Division (Lori Zenchenko) [lzenchenko@cityofmadison.com](mailto:lzenchenko@cityofmadison.com).
- The address for Space C is 1541 Regent Street.  
-The address for the second floor and subsequent floors above is 1501 Monroe Street.  
-The unit and suite addresses were not affected and are approved as shown in Design Concept 3.

**GENERAL OR STANDARD REVIEW COMMENTS**

In addition, we offer the following General or Standard Review Comments:

Engineering Division Review of Planned Community Developments, Planned Unit Developments  
and Conditional Use Applications.



Name: 1501 Monroe Street Rezoning

**General**

- 1.1 The construction of this building will require removal and replacement of sidewalk, curb and gutter and possibly other parts of the City's infrastructure. The applicant shall enter into a City / Developer agreement for the improvements required for this development. The applicant shall be required to provide deposits to cover City labor and materials and surety to cover the cost of construction. The applicant shall meet with the City Engineer to schedule the development of the plans and the agreement. The City Engineer will not sign off on this project without the agreement executed by the developer. The developer shall sign the Developer's Acknowledgement prior to the City Engineer signing off on this project.
- 1.2 The site plan shall identify lot and block numbers of recorded Certified Survey Map or Plat.
- 1.3 The site plan shall include all lot/ownership lines, existing building locations, proposed building additions, demolitions, parking stalls, driveways, sidewalks (public and/or private), existing and proposed signage, existing and proposed utility locations and landscaping.
- 1.4 The site plan shall identify the difference between existing and proposed impervious areas.
- 1.5 The site plan shall reflect a proper street address of the property as reflected by official City of Madison Assessor's and Engineering Division records.
- 1.6 Coordinate all necessary new interior addresses associated with this proposed development with City Engineering Program Specialist Lori Zenchenko [lzenchenko@cityofmadison.com](mailto:lzenchenko@cityofmadison.com) or (608) 266-5952
- 1.7 The site plan shall include a full and complete legal description of the site or property being subjected to this application.

**Right of Way / Easements**

- 2.1 The Applicant shall Dedicate a \_\_\_\_\_ foot wide strip of Right of Way along \_\_\_\_\_.
- 2.2 The Applicant shall Dedicate a \_\_\_\_\_ foot wide strip of Right of Way along \_\_\_\_\_.
- 2.3 The Applicant shall Dedicate a Permanent Limited Easement for grading and sloping \_\_\_\_\_ feet wide along \_\_\_\_\_.
- 2.4 The City Engineer has reviewed the need for pedestrian and bicycle connections through the development and finds that no connections are required.
- 2.5 The Applicant shall Dedicate a Permanent Limited Easement for a pedestrian / bicycle easement \_\_\_\_\_ feet wide from \_\_\_\_\_ to \_\_\_\_\_.
- 2.6 The Developer shall provide a private easement for public pedestrian and bicycle use through the property running from \_\_\_\_\_ to \_\_\_\_\_.
- 2.7 The developer shall be responsible for the ongoing construction and maintenance of a path within the easement. The maintenance responsibilities shall include, but not be limited to, paving, repaving, repairing, marking and plowing. The developer shall work with the City of Madison Real Estate Staff to administer this easement. Applicable fees shall apply.
- 2.8 The Public Sanitary Sewer Easement(s) dedicated to the City of Madison ("City") on the face of this Certified Survey Map or Subdivision Plat is/are subject to the following conditions:
  - a. The property owner reserves the right to use and occupy the Public Sanitary Sewer Easement Area(s) in a manner consistent with the rights herein conveyed, provided that such use and occupancy shall not interfere with or disturb the installation, operation, maintenance, repair, replacement and/or modification of the public sanitary sewer facilities.
  - b. No above-ground improvements shall be located in the Public Sanitary Sewer Easement Area(s) by the City or the property owner, with the exception that grates, sewer access structure (SAS) covers, and other access points to the public sanitary sewer facilities shall be permitted at grade level. (Optional: and with the exception that pavement and/or concrete for driveway purposes shall be permitted.)
  - c. Plantings and landscaping within the Public Sanitary Sewer Easement Area(s) shall not obstruct routine maintenance by the City. In the event of repair or reconstruction, plantings and landscaping may be removed by the City without replacement or compensation to the property owner.
  - d. The property owner shall not change the grade of the Public Sanitary Sewer Easement Area(s) without the prior written approval of the City's Engineering Division.
  - e. The Public Sanitary Sewer Easement(s) may not be amended, modified, terminated, or released without the written consent of all the parties hereto, or their respective successors-in-interest.
- 2.9 The Public Sidewalk Easement(s) dedicated to the City of Madison ("City") on the face of this Certified Survey Map or Subdivision Plat is/are subject to the following conditions:
  - a. The property owner reserves the right to use and occupy the Public Sidewalk Easement Area(s) in a

manner consistent with the rights herein conveyed, provided that such use and occupancy shall not interfere with or disturb the installation, operation, maintenance, repair, replacement and/or modification of the public sidewalk improvements.

- b. No above-ground improvements will be allowed in the Public Sidewalk Easement Area(s) by the property owner. (Optional: with the exception that pavement and/or concrete for driveway purposes shall be permitted.)
- c. Plantings and landscaping within the Public Sidewalk Easement Area(s) shall not obstruct routine maintenance by the City. In the event of repair or reconstruction, plantings and landscaping may be removed by the City without replacement or compensation to the property owner.
- d. The property owner shall not change the grade of the Public Sidewalk Easement Area(s) without the prior written approval of the City's Engineering Division.
- e. The Public Sidewalk Easement(s) may not be amended, modified, terminated, or released without the written consent of all the parties hereto, or their respective successors-in-interest.

2.10 The Public Storm Sewer Easement(s) dedicated to the City of Madison ("City") on the face of this Certified Survey Map or Subdivision Plat is/are subject to the following conditions:

- a. The property owner reserves the right to use and occupy the Public Storm Sewer Easement Area(s) in a manner consistent with the rights herein conveyed, provided that such use and occupancy shall not interfere with or disturb the installation, operation, maintenance, repair, replacement and/or modification of the public storm sewer facilities.
- b. No above-ground improvements shall be located in the Public Storm Sewer Easement Area(s) by the City or the property owner, with the exception that grates, sewer access structure (SAS) covers, and other access points to the public storm sewer facilities shall be permitted at grade level. (Optional: and with the exception that pavement and/or concrete for driveway purposes shall be permitted.)
- c. Plantings and landscaping within the Public Storm Sewer Easement Area(s) shall not obstruct routine maintenance by the City. In the event of repair or reconstruction, plantings and landscaping may be removed by the City without replacement or compensation to the property owner.
- d. The property owner shall not change the grade of the Public Storm Sewer Easement Area(s) without the prior written approval of the City's Engineering Division.  
The Public Storm Sewer Easement(s) may not be amended, modified, terminated, or released without the written consent of all the parties hereto, or their respective successors-in-interest.

2.11 The Public Water Main Easement(s) dedicated to the City of Madison ("City") on the face of this Certified Survey Map or Subdivision Plat is/are subject to the following conditions:

- a. The property owner reserves the right to use and occupy the Public Water Main Easement Area(s) in a manner consistent with the rights herein conveyed, provided that such use and occupancy shall not interfere with or disturb the installation, operation, maintenance, repair, replacement and/or modification of the public water main facilities.
- b. No above-ground improvements will be allowed in the Public Water Main Easement Area(s) by the property owner. (Optional: with the exception that pavement and/or concrete for driveway purposes shall be permitted.)
- c. Plantings and landscaping within the Public Water Main Easement Area(s) shall not obstruct routine maintenance by the City. In the event of repair or reconstruction, plantings and landscaping may be removed by the City without replacement or compensation to the property owner.
- d. The property owner shall not change the grade of the Public Water Main Easement Area(s) without the prior written approval of the City's Engineering Division.
- e. The Public Water Main Easement(s) may not be amended, modified, terminated, or released without the written consent of all the parties hereto, or their respective successors-in-interest.

#### Streets and Sidewalks

3.1 The Applicant shall execute a waiver of notice and hearing on the assessments for the improvement of [roadway] \_\_\_\_\_ in accordance with Section 66.0703(7)(b) Wisconsin Statutes and Section 4.09 of the MGO.

3.2 **Value of sidewalk installation over \$5000.** The Applicant shall Construct Sidewalk to a plan approved by the City Engineer along \_\_\_\_\_.

3.3 **Value of sidewalk installation under \$5000.** The Applicant shall install public sidewalk along \_\_\_\_\_. The Applicant shall obtain a Street Excavation Permit for the sidewalk work, which is available from the City Engineering Division. The applicant shall pay all fees associated with the permit including inspection fees. All work must be completed within six months or the succeeding June 1, whichever is later. This permit application is available on line at <http://www.cityofmadison.com/engineering/permits.cfm>.

3.4 The Applicant shall execute a waiver of their right to notice and hearings on the assessments for the installation of sidewalk along [roadway] \_\_\_\_\_ in accordance with Section 66.0703(7)(b) Wisconsin Statutes and Section 4.09 of the MGO.

3.5 The Applicant shall grade the property line along \_\_\_\_\_ to a grade established by the City Engineer. The grading shall be suitable to allow the installation of sidewalk in the future without the need to grade beyond the property line. The Applicant shall obtain a Street Excavation permit prior to the City Engineer signing off on this development. This permit application is available on line at <http://www.cityofmadison.com/engineering/permits.cfm>.

3.6 The Applicant shall close all abandoned driveways by replacing the curb in front of the driveways and restoring the terrace with grass.

- 3.7 **Value of the restoration work less than \$5,000. When computing the value, do not include a cost for driveways. Do not include the restoration required to facilitate a utility lateral installation.** The Applicant's project requires the minor restoration of the street and sidewalk. The Applicant shall obtain a Street Excavation Permit for the street restoration work, which is available from the City Engineering Division. The applicant shall pay all fees associated with the permit including inspection fees. This permit application is available on line at <http://www.cityofmadison.com/engineering/permits.cfm>.
- 3.8 The Applicant shall make improvements to \_\_\_\_\_ in order to facilitate ingress and egress to the development. The improvement shall include a (Describe what the work involves or strike this part of the comment.) \_\_\_\_\_
- 3.9 The Applicant shall make improvements to \_\_\_\_\_. The improvements shall consist of \_\_\_\_\_.
- 3.10 The approval of this Conditional Use does not include the approval of the changes to roadways, sidewalks or utilities. The applicant shall obtain separate approval by the Board of Public Works and the Common Council for the restoration of the public right of way including any changes requested by developer. The City Engineer shall complete the final plans for the restoration with input from the developer. The curb location, grades, tree locations, tree species, lighting modifications and other items required to facilitate the development or restore the right of way shall be reviewed by the City Engineer, City Traffic Engineer, and City Forester.
- 3.11 The Applicant shall provide the City Engineer with a survey indicating the grade of the existing sidewalk and street. The Applicant shall hire a Professional Engineer to set the grade of the building entrances adjacent to the public right of way. The Applicant shall provide the City Engineer the proposed grade of the building entrances. The City Engineer shall approve the grade of the entrances prior to signing off on this development.
- 3.12 The Applicant shall replace all sidewalk and curb and gutter which abuts the property which is damaged by the construction or any sidewalk and curb and gutter which the City Engineer determines needs to be replaced because it is not at a desirable grade regardless of whether the condition existed prior to beginning construction.
- 3.13 The Applicant shall obtain a privilege in streets agreement for any encroachments inside the public right of way. The approval of this development does not constitute or guarantee approval of the encroachments.
- 3.14 The Applicant shall provide the City Engineer with the proposed soil retention system to accommodate the restoration. The soil retention system must be stamped by a Professional Engineer. The City Engineer may reject or require modifications to the retention system.
- 3.15 The Applicant shall complete work on exposed aggregate sidewalk in accordance with specifications provided by the city. The stone used for the exposed aggregate shall be approved by the City. The Construction Engineer shall be notified prior to beginning construction. Any work that does not match the adjacent work or which the City Construction Engineer finds is unacceptable shall be removed and replaced.
- 3.16 All work in the public right-of-way shall be performed by a City licensed contractor.
- 3.17 Installation of "Private" street signage in accordance with 10.34 MGO is required.

**Storm Water Management**

- 4.1 The site plans shall be revised to show the location of all rain gutter down spout discharges.
- 4.2 Storm sewer to serve this development has been designed and constructed. The site plans shall be revised to identify the location of this storm sewer and to show connection of an internal drainage system to the existing public storm sewer.
- 4.3 The plan set shall be revised to show a proposed private internal drainage system on the site. This information shall include the depths and locations of structures and the type of pipe to be used.
- 4.4 The applicant shall show storm water "overflow" paths that will safely route runoff when the storm sewer is at capacity.
- 4.5 The applicant shall demonstrate compliance with Section 37.07 and 37.08 of the Madison General Ordinances regarding permissible soil loss rates. The erosion control plan shall include Universal Soil Loss Equation (USLE) computations for the construction period. Measures shall be implemented in order to maintain a soil loss rate below 7.5-tons per acre per year.
- 4.6 The City of Madison is an approved agent of the Department of Commerce. This proposal contains a commercial building and as such, the City of Madison is authorized to review infiltration, stormwater management, and erosion control on behalf of the Department of Commerce. No separate submittal to Commerce or the WDNR is required.
- 4.7 This development includes multiple building permits within a single lot. The City Engineer and/or the Director of the Inspection Unit may require individual control plans and measures for each building.
- 4.8 If the lots within this site plan are inter-dependent upon one another for stormwater runoff conveyance, and/or a private drainage system exists for the entire site an agreement shall be provided for the rights and responsibilities of all lot owners. Said agreement shall be reviewed and placed on file by the City Engineer, referenced on the site

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plan and recorded at the Dane Co Register of Deeds.

- 4.9 Prior to approval, this project shall comply with Chapter 37 of the Madison General Ordinances regarding stormwater management. Specifically, this development is required to:

- Detain the 2 & 10-year storm events.
- Detain the 2, 10, & 100-year storm events.
- Control 40% TSS (20 micron particle).
- Control 80% TSS (5 micron particle).
- Provide infiltration in accordance with NR-151.
- Provide substantial thermal control.
- Provide oil & grease control from the first 1/2" of runoff from parking areas.

Stormwater management plans shall be submitted and approved by City Engineering prior to sign-off.

- 4.10 The plan set shall be revised to show more information on proposed drainage for the site. This shall be accomplished by using spot elevations and drainage arrows or through the use of proposed contours. It is necessary to show the location of drainage leaving the site to the public right-of-way. It may be necessary to provide information off the site to fully meet this requirement.
- 4.11 A portion of this project comes under the jurisdiction of the US Army Corp of Engineers and WDNR for wetland or flood plain issues. A permit for those matters shall be required prior to construction on any of the lots currently within the jurisdictional flood plain.
- 4.12 The Applicant shall submit, prior to plan sign-off, a digital CAD file (single file) to the Engineering Program Specialist in the Engineering Division (Lori Zenchenko). The digital CAD file shall be to scale and represent final construction. The single CAD file submittal can be either AutoCAD (dwg) Version 2001 or older, MicroStation (dgn) Version J or older, or Universal (dxf) format and contain the following data, each on a separate layer name/level number:

- a) Building Footprints
- b) Internal Walkway Areas
- c) Internal Site Parking Areas
- d) Other Miscellaneous Impervious Areas (i.e. gravel, crushed stone, bituminous/asphalt, concrete, etc.)
- e) Right-of-Way lines (public and private)
- f) Lot lines
- g) Lot numbers
- h) Lot/Plat dimensions
- i) Street names

NOTE: Email file transmissions preferred [lzenchenko@cityofmadison.com](mailto:lzenchenko@cityofmadison.com). Include the site address in this transmittal.

- 4.13 NR-151 of the Wisconsin Administrative Code will be effective on October 1, 2004. Future phases of this project shall comply with NR 151 in effect when work commences. Specifically, any phases not covered by a Notice of Intent (NOI) received from the WDNR under NR-216 prior to October 1, 2004 shall be responsible for compliance with all requirements of NR-151 Subchapter III. As most of the requirements of NR-151 are currently implemented in Chapter 37 of the Madison General Ordinances, the most significant additional requirement shall be that of infiltration.

NR-151 requires infiltration in accord with the following criteria. For the type of development, the site shall comply with one of the three (3) options provided below:

Residential developments shall infiltrate 90% of the predevelopment infiltration amount, 25% of the runoff from the 2-year post development storm or dedicated a maximum of 1% of the site area to active infiltration practices.

Commercial development shall infiltrate 60% of the predevelopment infiltration amount, 10% of the runoff from the 2-year post development storm or dedicate a maximum of 2% of the site area to active infiltration practices.

- 4.14 The applicant shall submit, prior to plan sign-off, digital PDF files to the Engineering Division (Jeff Benedict or Tim Troester). The digital copies shall be to scale, and shall have a scale bar on the plan set.

PDF submittals shall contain the following information:

- a) Building footprints.
- b) Internal walkway areas.
- c) Internal site parking areas.
- d) Lot lines and right-of-way lines.
- e) Street names.
- f) Stormwater Management Facilities.
- g) Detail drawings associated with Stormwater Management Facilities (including if applicable planting plans).

- 4.15 The Applicant shall submit prior to plan sign-off, electronic copies of any Stormwater Management Files including:

- a) SLAMM DAT files.
- b) RECARGA files.

- c) TR-55/HYDROCAD/Etc...
- d) Sediment loading calculations

If calculations are done by hand or are not available electronically the hand copies or printed output shall be scanned to a PDF file and provided.

- 4.16 The area adjacent to this proposed development has a known flooding risk. All entrances shall be 2-feet above the adjacent sidewalk elevation or 1-foot above the 100-year regional flood elevation (whichever is greater). This includes garage entrances.

#### Utilities General

- 5.1 The Applicant shall obtain a Street Excavation permit for the installation of utilities required to serve this project. The Applicant shall pay the permit fee, inspection fee and street degradation fee as applicable and shall comply with all the conditions of the permit. This permit application is available on line at <http://www.cityofmadison.com/engineering/permits.cfm>.
- 5.2 The applicant shall obtain all necessary sewer connection permits and sewer plugging permits prior to any utility work. This permit application is available on line at <http://www.cityofmadison.com/engineering/permits.cfm>.
- 5.3 All proposed and existing utilities including gas, electric, phone, steam, chilled water, etc shall be shown on the plan.
- 5.4 The applicant's utility contractor shall obtain a connection permit and excavation permit prior to commencing the storm sewer construction. This permit application is available on line at <http://www.cityofmadison.com/engineering/permits.cfm>.
- 5.5 The site plans shall be revised to show the location of existing utilities, including depth, type, and size in the adjacent right-of-way.
- 5.6 The developer shall provide information on how the Department of Commerce's requirements regarding treatment of storm water runoff, from parking structures, shall be satisfied prior to discharge to the public sewer system. Additionally, information shall be provided on which system (storm or sanitary) the pipe shall be connected to.

#### Sanitary Sewer

- 6.1 Prior to approval of the conditional use application, the owner shall obtain a permit to plug each existing sanitary sewer lateral that serves a building that is proposed for demolition. For each lateral to be plugged the owner shall deposit \$1,000 with the City Engineer in two separate checks in the following amounts: (1). \$100 non-refundable deposit for the cost of inspection of the plugging by City staff; and (2). \$900 for the cost of City crews to perform the plugging. If the owner elects to complete the plugging of a lateral by private contractor and the plugging is inspected and approved by the City Engineer, the \$900 fee shall be refunded to the owner. This permit application is available on line at <http://www.cityofmadison.com/engineering/permits.cfm>.
- 6.2 All outstanding Madison Metropolitan Sewerage District (MMSD) and City of Madison sanitary sewer connection charges are due and payable prior Engineering sign-off, unless otherwise collected with a Developer's / Subdivision Contract. Contact Janet Dailey (608-261-9688) to obtain the final MMSD billing a minimum of two (2) working days prior to requesting City Engineering signoff.
- 6.3 Each unit of a duplex building shall be served by a separate and independent sanitary sewer lateral.
- 6.4 The site plan shall be revised to show all existing public sanitary sewer facilities in the project area as well as the size, invert elevation, and alignment of the proposed service.

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## Traffic Engineering and Parking Divisions

David C. Dryer, P.E., City Traffic Engineer and Parking Manager

Suite 100  
215 Martin Luther King, Jr. Boulevard  
P.O. Box 2986  
Madison, Wisconsin 53701-2986  
PH 608 266 4761  
TTY 866-704-2315  
FAX 608 267 1158

August 31, 2006  
Rev: January 3, 2007  
Rev: June 28, 2007

TO: Plan Commission

FROM: David C. Dryer, P.E., City Traffic Engineer and Parking Manager

SUBJECT: **1501 Monroe Street – Rezoning / Demolish – C2 & C3 to PUD (GDP) – 11,285 Square ft Retail, 12,160 Square ft Office Space and 41 Condo Units**

The City Traffic Engineering Division has reviewed the subject development and has the following comments.

### **MAJOR OR NON-STANDARD REVIEW COMMENTS** (Comments which are special to the project and/or may require additional work beyond a standard, more routine project.)

1. The applicant has included a traffic impact study with its application. The study is reasonably accurate and complete, but staff is noting several points.
  - a. Staff cautions that the traffic numbers noted in the report have a range, with a resultant impact on level of service and traffic impacts.
  - b. The estimated traffic numbers show that the new development could represent about the same amount of traffic as existing uses would allow, on up to an additional 80 vehicles in the p.m. peak hour.
  - c. With estimated traffic numbers at about the same amount of traffic as existing uses would allow, the study is finding level of service issues at the alley's intersection with Regent St during the p.m. peak hour.
  - d. Several options are suggested for the Plan Commission and Common Council to consider in order to provide for adequate measures for traffic and ingress/egress (noted below).
2. To minimize traffic in the neighborhood; to better accommodate any new re-development of the property; and to provide two-way bicycle access to Monroe Street and the Southwest Bike Path, it is recommended to change Oakland Ave to two-way traffic where it is currently one-way into the neighborhood (Monroe St to Madison St). The Council would have to approve this as an ordinance change.
3. To address any potential traffic impacts on the surrounding neighborhood streets, the applicant shall provide a deposit of \$20,000 for traffic calming. Said monies shall be used at locations to be determined by the City and implemented under the City's traffic calming program, policies and procedures.

4. A condition of approval shall be that no residential parking permits will be issued for 1501 Monroe Street, this would be consistent with projects. In addition, the applicant shall inform all owners and/or tenants of this facility of the requirement in their condominium documentation, apartment leases and zoning text; however, the designated inclusionary dwelling units at 1501 Monroe Street, shall be eligible for residential parking permits according to the inclusionary zoning. The applicant shall provide addresses and apartment numbers for designated inclusionary dwelling units, eligible for residential parking permits to City Traffic Engineer/Parking Manager. The applicant shall note in the Zoning Text the inclusionary zoning dwelling units.
5. The applicant shall enter into a subdivision contract or developer's agreement to accommodate any street improvements proposed in the right of way. The applicant shall note on the site plans, "All proposed improvement in the right-of-way is require approval of the Board of Public Works."
6. Any accessory parking for the University of Wisconsin special events are subject to approval. The subject is conditionally approved provided the subject accessory parking is used, managed and operated in accordance with the City-approved Stadium / Kohl Center Transportation Management Plan (TMP). The applicant should contact the UW Athletic Dept. The applicant should provide a letter of approval from the UW Athletic Dept. about management and operating the accessory parking. If the applicant is proposing any special events activities, these activities should be submitted with this project for conditions of approval.
7. The driveway from the garage door to the street right-of-way shall be modified to provide for two-way operations at a minimum width of eighteen (18) ft clear of columns in accordance M.G.O. 10.08(6)(a)
8. The applicant shall modify the truck loading areas to accommodate semi truck or two single unit ingress/egress movements as required for loading area and overhead doors (O.H.D.) show on the plan. The truck shall show trucks will not block the alleyway to load and unload ingressing and egressing the O.H.D. The applicant shall demonstrate on the site plans truck turning movements being accommodate to load and unload from the alley not to block the alley. The applicant shall modify the truck loading area to accommodate truck-loading requirement to service the building.
9. The applicant shall demonstrate auto vehicles turning radius in the underground parking areas and driveway ramps/approach to the public alley. The applicant may need to modify the access ingressing or egressing setback to accommodate turning vehicle radiuses accessing the underground parking.
10. The applicant has proposed additional accessory parking spaces on 1506 & 1510 Madison St. The applicant shall submit 1506 and 1510 Madison St. site plans for approval according to M.G.O. with a recorded copy of the lease. The applicant shall show the dimensions for proposed and existing leased surface across the alley parking stalls' items A, B, C, D, E, F, and for ninety-degree angle parking width and backing up, according to Figures II "Medium and Large Vehicles" parking design standards in Section 10.08(6)(b) 2.
11. The applicant shall submit a construction staging and traffic control plan to be approved by the City Traffic Engineer prior to approval of the Rezoning.
12. The attached Traffic Signal and St. Light declaration of conditions and covenants shall be executed and returned to City Traffic Engineering.

13. The applicant shall show the degree the driveway approach to the underground parking to the alley. The M.G.O. commercial driveway approach to the alley is a preferable ninety (90)-degree angle.

### PEDESTRIAN AND BICYCLE TRANSPORTATION REVIEW COMMENTS

1. The applicant should provide an area for visitor outside and inside tenant moped parking spaces and access. Moped standard parking spaces recommend 4 ft in width and 6 ft in length with a 6 ft access aisle.
2. The applicant shall show an additional 5 (five) bicycle parking spaces on the plaza and courtyard. These spaces are in addition to other bicycle parking spaces shown elsewhere in the plan.

### GENERAL OR STANDARD REVIEW COMMENTS

In addition, we offer the following General or Standard Review Comments:

1. When the applicant submits final plans for approval, the applicant shall show the following: items in the terrace as existing (e.g., signs, signals and street light poles), type of surfaces, existing property lines, addresses, one contiguous plan (showing all easements, all pavement markings, building placement, and stalls), adjacent driveway approaches to lots across the alley, signage, percent of slope, vehicle routes, dimensions of radii, aisles, driveways, stalls including the two (2) feet overhang, and a scaled drawing at 1" = 20'.
2. The applicant shall revise plans showing all existing conditions in the right-of-way on Regent St., Monroe St. and both sides of the alley. The applicant shall submit a scaled detailed dimensioned drawing of 1"=20' of both sides of public alley and all conditions on both sides of the alley.
3. The ramp down to the underground parking and its percent of slope shall be designed to accommodate low-clearance vehicles for a transition. The ramp breakover angle (limited by vehicle wheel-base and ground clearance) and angles of approach (affected by front overhang of vehicles) and departure (affected by rear overhang) are critical vehicle clearance points. Standards established by the Society of Automotive Engineers limit the ramp breakover angle to no less than 10 degrees; angle of departure, no less than 10 degrees; and angle of approach, no less than 15 degrees. The applicant shall provide a profile of the ramp showing the slopes critical clearance, when plans are submitted for approval. The applicant should explore ramp slopes (grades) less than 10 % that can be blended satisfactorily with an 8-foot transition length.
4. The parking facility shall be modified to provide for adequate internal circulation for vehicles. This can be accommodated by eliminating a parking stall at the dead ends. The eliminated stall shall be modified to provide a turn around area ten (10) to twelve (12) feet in width and signed "No Parking Anytime."
5. The applicant shall modify the Regent Street alley driveway approach according to the design criteria for a "Class III" approach with sidewalk in accordance to Madison General Ordinance Section 10.08(4).

6. The applicant shall design the underground parking areas for stalls and backing up according "One Size Fits All" stall maybe used for the underground parking area only, which is a stall S = 8'-9" in width by L = 17'-0" in length with a E = 23'-0" backup. The applicant shall modify and dimension for proposed parking stalls' items S = 17 ft., B = 8.75 ft., C = 17 ft., D = 17 ft., E = 23 ft., and F = 20 ft., and for ninety-degree angle parking width and backing up. The applicant shall dimension drive aisles and ramp entrances. Stair cases, Elevators shafts, Aisles, ramps, **columns**, offices or work areas are to be excluded from these rectangular areas, when designing underground parking areas.
7. Per ordinance, the small car stalls shall not exceed 25% of the total number of Medium and Large Vehicles and Small Vehicles stalls for the facility. The site plan shall show each small car parking spaces identified and properly controlled with a sign "Small Cars Only", when plans are submitted for approval.
8. The minimum drive aisle for two-way traffic is 18 ft; the applicant shall modify plans according to M.G.O.
9. When site plans are submitted for approval, the developer shall provide recorded copies of the leased parking agreement or easements.
10. Overhead Mirrors and "Stop" sign shall be installed at the driveway approaches to alley. All signs at the approaches shall be installed on site or behind the property line. All directional/regulatory signage and pavement markings on the site shall be shown and noted on the plan.
11. The alley intersection at Regent St. shall be so designed so as not to violate the City's sight-triangle preservations requirement which states that on a corner lot no structure, screening, or embankment of any kind shall be erected, placed, maintained or grown between the heights of 30 inches and 10 feet above the curb level or its equivalent within the triangle space formed by the two intersecting street lines or their projections and a line joining points on such street lines located a minimum of 25 feet from the street intersection in order to provide adequate vehicular vision clearance.
12. The Developer shall post a deposit and reimburse the City for all costs associated with any modifications to Traffic Signals, Street Lighting, Signing and Pavement Marking, and conduit and handholes, including labor, engineering and materials for both temporary and permanent installations.
13. Public signing and marking related to the development may be required by the City Traffic Engineer for which the developer shall be financially responsible.

Please contact John Leach, City Traffic Engineering at 267-8755 if you have questions regarding the above items:

Contact Person: Robert Sieger  
Fax: 283-6101  
Email: siegerarchitects@sbcglobal.net

DCD: DJM: dm

**CITY OF MADISON  
INTERDEPARTMENTAL  
CORRESPONDENCE**

**Date:** June 26, 2007

**To:** Plan Commission

**From:** Kathy Voeck, Assistant Zoning Administrator

**Subject:** 1501 Monroe St., Rezoning, IZ, FIELDHOUSE STATION

**Present Zoning District:** C-2 & C-3

**Proposed Use:** Demo 1 building and build a four story, mixed use building (11,285 sq. ft. retail, 12,160 sq. ft. office space, 17 one bedroom dwelling units and 7 two bdrm dwelling units totaling 24 dwelling units)

**Requested Zoning District:** PUD(GDP)

**Conditional Use:** 28.04(22) Demolition of a principal building requires Plan Com app.

MAJOR OR NON-STANDARD REVIEW COMMENTS (Comments which are special to the project and/or may require additional work beyond a standard, more routine project). **NONE.**

GENERAL OR STANDARD REVIEW COMMENTS

1. Section 28.04(24) provides that Inclusionary Zoning requirements shall be complied with as part of the approval process. Submit, to CDBG, a copy of the approved inclusionary zoning plan for recording prior to final signoff of the rezoning.
2. Remove the shading from the site/floor plans. The plan, as proposed, is not a recordable format.
3. Clearly identify the property line on all of the plan sheets. Identify any development, if any, that is in the right of way. Clearly show limits of the PUD. Show dimensions of parking stalls and drive aisles.
4. The accessory parking lot on the church site across the alley is not a part of this PUD. There are issues with the accessory parking lot at the church site, ie design criteria, use, and landscaping.

5. Meet all applicable State accessible requirements, including but not limited to:
  - a. Provide a minimum of **five** accessible stalls striped per State requirements. A minimum of one of the stalls shall be a van accessible stall 8' wide with an 8' striped out area adjacent.
  - b. Show signage at the head of the stalls. Accessible signs shall be a minimum of 60" between the bottom of the sign and the ground.
  - c. Show the accessible path from the stalls to the building/elevator. **The stalls shall be as near the accessible entrance/elevator as possible.** Show ramps, curbs, or wheel stops where required.
6. Provide **two** 10' x 35' loading areas with 14' vertical clearance to be shown on the plan. The loading area shall be exclusive of drive aisle and maneuvering space. The loading, as shown, is blocking garage doors. They cannot be in a drive aisle.
7. Provide **33** bike parking stalls in a safe and convenient locations on an impervious surface to be shown on the final plan. The lockable enclosed lockers or racks or equivalent structures in or upon which the bicycle may be locked by the user shall be securely anchored to the ground or building to prevent the lockers or racks from being removed from the location. **NOTE: A bike-parking stall is two feet by six feet with a five-foot access area.** Structures that require a user-supplied locking device shall be designed to accommodate U-shaped locking devices. **Many of the bike stalls, as shown do not have the 5' of access to the bikes. Show dimensions of bike stalls and access to them.**
8. Lighting is required. Provide a plan showing at least .5 foot candle on any surface on any lot and an average of .75 footcandles. The max. light trespass shall be 0.5 fc at 10 ft from the adjacent lot line. (See City of Madison lighting ordinance).
9. In the zoning text, the family definition shall be as per the R-2 of Section 28.03(2) of the Madison General Ordinances if they choose but the definition cannot be modified in this text. Under the current definition, owner occupied would allow up to four roomers.

**ZONING CRITERIA**

<b>Bulk Requirements</b>	<b>Required</b>	<b>Proposed</b>
Lot Area	11,400 sq. ft.	19,515 sq. ft.
Lot width	50'	adequate
Usable open space	5,120 sq. ft.	2,572 sq. ft. (residential) *
Front yard	0'	0'
Side yards	11' each side	0' *
Rear yard	30'	0' * (?)
Floor area ratio	3.0	3.33 *
Building height	---	4 stories + penthouse lofts

<b>Site Design</b>	<b>Required</b>	<b>Proposed</b>
Number parking stalls	32 residential <u>93 office/retail</u> 125 total	114 (garage) *
Accessible stalls	5	(5)
Loading	2 (10' x 35') area	(6)
Number bike parking stalls	24 residential <u>9 office/retail</u> 33 total	(7)
Landscaping		None shown
Lighting	Yes	(8)

<b>Other Critical Zoning Items</b>	
Urban Design	Yes
Historic District	No
Landmark building	No
Flood plain	No
Utility easements	None shown
Barrier free (ILHR 69)	Yes

With the above conditions, the proposed project **does** comply with all of the above requirements.

\* Since this project is being rezoned to the **(PUD)** district, and there are no predetermined bulk requirements, we are reviewing it based on the criteria for the **C-2** district, because of the surrounding land uses.



## Madison Metro Transit System

1101 East Washington Avenue  
Madison, Wisconsin, 53703  
Administrative Office: 608 266 4904  
Fax: 608 267 8778



June 28, 2007

TO: Plan Commission  
FROM: Timothy Sobota, Transit Planner, Metro Transit  
SUBJECT: **1501 Monroe Street – Rezoning – “Fieldhouse Station”**

Metro Transit has reviewed the subject development and has the following comments.

**MAJOR OR NON-STANDARD REVIEW COMMENTS** (Comments which are special to the project and/or may require additional work beyond a standard, more routine project.)

1. The applicant shall install and maintain a bench or other seating amenity and a trash receptacle on on the south side of Monroe Street west of Regent Street, in the area of the plaza near the proposed fiberglass planter, to serve the existing bus stop location #0249.
2. Such passenger amenity requests are typically fulfilled with the applicant installing the items on private property behind the sidewalk. It is Metro Transit’s recommendation that the applicant review the potential of placing the amenities outlined above on private property. **Placement of privately installed and maintained property on public right-of-way will require the review and approval of additional City agencies, including City Real Estate and City Engineering, prior to Metro Transit giving final approval to the plans.**
3. The developer shall include the location of these passenger amenities on the final documents filed with their permit application so that Metro Transit may review and approve the design.

### GENERAL OR STANDARD REVIEW COMMENTS

In addition, we offer the following General or Standard Review Comments:

4. Metro Transit currently operates bus service weekends and holidays along Monroe Street past this stop location. Metro bus stop #0249 is located on the south side of Monroe Street, west of Regent Street. Weekday bus service along Monroe Street serves bus stops on Breese Terrace, north of Regent Street. Bus service operating along Regent Street also serves stops located at the Breese Terrace intersection.
5. Metro Transit requests to sign and review final documents submitted for this project.

Please contact Tim Sobota, Metro Transit at 261-4289  
or by email at <[tsobota@cityofmadison.com](mailto:tsobota@cityofmadison.com)>  
if you have questions regarding the above items.

Digitally signed  
by Tim Sobota  
Date: 2007.06.28  
13:26:12 -05'00'

CC: Project contact person, Robert Sieger: <[siegerarchitects@sbcglobal.net](mailto:siegerarchitects@sbcglobal.net)>





# CITY OF MADISON FIRE DEPARTMENT

## Fire Prevention Division

325 W. Johnson St., Madison, WI 53703-2295

Phone: 608-266-4484 ♦ FAX: 608-267-1153

DATE: 11/14/06  
TO: Plan Commission  
FROM: Edwin J. Ruckriegel, Fire Marshal  
SUBJECT: **1501 Monroe St.**

The City of Madison Fire Department (MFD) has reviewed the subject development and has the following comments:

**MAJOR OR NON-STANDARD REVIEW COMMENTS** (Comments which are special to the project and/or may require additional work beyond a standard, more routine project.)

1. Per IFC 509.1 where a fire command center is provided, a plan submittal of the location and accessibility shall be provided to the department for approval. **Please note:** A fire department permit and plan review is required of the layout of the fire command center and all features required by section 911.1 IBC/ IFC 509.1 to be contained therein and shall be submitted for approval prior to installation.

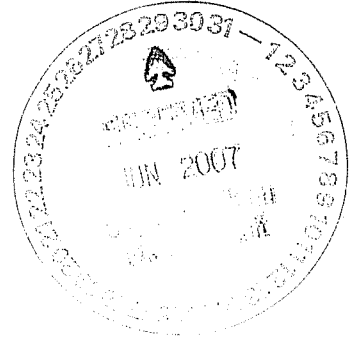
## **GENERAL OR STANDARD REVIEW COMMENTS**

In addition, we offer the following General or Standard Review Comments:

1. Provide fire apparatus access as required by Comm 62.0509 and MGO 34.19, as follows:
  - a. Provide an aerial apparatus access fire lane that is at least 26-feet wide, with the near edge of the fire lane within 30-feet of the structure, and parallel to one entire side of the structure. The 30-foot setback must include any parking spaces.
  - b. Provide a completed MFD "Fire Apparatus Access and Fire Hydrant Worksheet" with the site plan submittal.
  - c. The site plans shall clearly identify the location of all fire lanes.

Please contact Scott Strassburg, Fire Code Enforcement Officer at 608-261-9843 if you have questions regarding the above items.

Vilas Neighborhood Association  
c/o Rosemary Bodolay  
1636 Adams St.  
Madison, WI 53711-2140



June 22, 2007

Dear Alders and City Staff,

We are writing to express our opposition to the current proposal to re-develop the site at the corner of Monroe and Regent Streets, "Fieldhouse Station #4". We are not opposed to the idea of re-development of this site -- but we do have concerns about the current proposal.

Our main concerns are

- 1) The proposed building does not fit with the character of the neighborhood -- in scale and function(s). Particularly, it does not meet the intent of the newly adopted Monroe St. Commercial District Plan, which was conceived and developed over several years in consultation between the city, neighborhoods, and local businesses.
- 2) We are very concerned with the effects on traffic and parking in the neighborhood.

The size of the building from the outset and continuing to proposal #4 has been inconsistent with intent of the Monroe Street Commercial District Plan. Specifically, The Fieldhouse Station project, as it is now, does not fit with the intent nor some of the details outlined in the section *General Physical Appearance* of the Monroe St. Plan. Such as number of stories permitted; floor to ceiling heights; massing of structure etc. Also, as the neighborhoods have repeatedly expressed, we feel the use of lofts in the proposed residential units creates supersized floor heights -- adding to the overwhelming scale of the project. The proposed structure is twice the allowable height of the houses in the neighborhood immediately to the rear of the building.

We are well aware that at adoption of the Monroe St. Plan some addendums were added by the Plan Commission which accept buildings of 4 stories and which change the detailed definition of a "story". But, this doesn't mean the neighborhood agrees with these addendums. The current Fieldhouse Station proposal's proposed sub-floor to sub-floor heights are well above the convention with floor #3 at 16' 4" and the "penthouse" floor at 16'-6". We see these supersized floor heights as two additional hidden floors in the building.

Again, we understand that in the Plan Commission there was a change when the Monroe St. Commercial District Plan was adopted in that it now states the definition of a "story" is what is outlined in the City Zoning Ordinance. The Zoning Code does not define or really describe a "story" nor does it spell out the minimum/maximum measurement. (eg. finished floor -to- finished floor height or floor to ceiling). Whereas, the Monroe Street Plan clearly spells it out: (pg 70, "Building Heights")

*-- "the ground floor should not be less than 12 feet from finished floor to finished ceiling, but no max. height. Above the ground floor, a story is defined as a habitable level no more than 14 feet in height from finished floor to finished ceiling. When an upper story exceeds 14 feet in height, the additional height will count as an additional story."*

We are very disappointed in this change.

Also, comparing the building height to that of Camp Randall Stadium, as the developer has done at a number of public meetings, is irrelevant to a discussion of appropriate scale.

The architecture of the proposed building does not fit in with the existing streetscape. The building materials are inconsistent with the surrounding buildings-- its concrete, steel, and glass

do not reflect the rich historic character of the Monroe Street business district of which it is a part. There is no attempt break up the facade of the building to blend in with the existing streetscape. Unlike the existing Monroe Commons development, where the developer worked with the neighborhood to incorporate a grocery store, to benefit the surrounding neighborhoods, and, worked with the overall design concept by breaking-up the facade of the building in an attempt to blend in with the existing streetscape.

Traffic created by the project as well as the proposed ingress and egress on Regent Street to and from the parking structure will add to an already congested and dangerous intersection and cause additional pressure on residential streets. In addition, the use of the alley as primary access will expand the use of a dangerous, blind access alley.

With respect to parking, there is no agreement to link the proposed residential/commercial parking spaces (sub-alley level 1 & 2) to the condominium units in the building. We foresee unit owners forgoing the underground parking in favor of residential street parking as well as the customers and employees of the retail spaces. With 9 commercial condominium spaces (two proposed for restaurants/bars) and only 30 available parking spaces on the alley-level lot we foresee a great increase in parking on nearby streets. The project proposal refers to leased parking stalls in the surface lot behind the development. Whether the lease on that lot remains in effect for only the next year or does last until 2027, at some point the surface parking will not be available and this will certainly cause additional parking and traffic flow headaches for already congested residential streets. An escalation in traffic and parking issues is incompatible with current initiatives to encourage an increase in family housing by the city, neighborhood, and university.

In general, we do not see any significant character or architectural distinction to justify its overwhelming size and massive footprint nor does it produce a significant community benefit in terms of environmental and/or aesthetic design. Also, in the plans, we do not see adequate provision for improvement of attractive open space.

What happens at this site will greatly influence future development on both Monroe and Regent Streets. This is one of the first major developments going through the Plan Commission and the Common Council after the adoption (by the City) of the Monroe St. Commercial District Plan. It seems essential that developers are required to adhere to the principles, constraints, and intent of both Plans particularly since they are new and should be used to encourage wise, sustainable growth to our downtown. Growth needs to occur with an awareness of what is already here -- neighbors and neighborhoods, small businesses and business corridors -- and should have a focus that considers the "common good."

Thank you for your attention.

Vilas Neighborhood Association



Department of Planning & Community & Economic Development  
 Planning/Neighborhood Preservation & Inspection/Economic & Community Development  
 Mark A. Olinger, Director

Bradley J. Murphy  
 Planning Division  
 215 Martin Luther King, Jr. Boulevard  
 P.O. Box 2985  
 Madison, WI 53701-2985  
 (608) 266-4635

**REVIEW REQUEST FOR:**

- PRELIMINARY PLAT
- FINAL PLAT
- LOT DIVISION/CSM
- CONDITIONAL USE
- DEMOLITION
- REZONING
- INCLUSIONARY ZONING
- OTHER

1501 MONROE STREET  
 RZ: C2 & C3 → PUD (GDP)  
 DEMO 1 BUILDING & BUILD 4-STORY, MIXED-USE BUILDING  
 ROBERT SIEGER - SIEGER ARCHITECTURE

PLANNING DIVISION CONTACT: TIM PARKS

RETURN COMMENTS BY: ~~12 JULY 2007~~ June 28

PLEASE ALSO EMAIL OR FAX ANY COMMENTS TO THE APPLICANT:

Applicant E-mail: siegerarchitects@sbglobal.net Fax: 263-6101

Date Submitted: 23 May 2007 Plan Commission: ~~23 July 2007~~ July 9

Date Circulated: 29 May 2007 Common Council: ~~07 August 2007~~ July 17

**CIRCULATED TO:**

- |   |   |   |
|---|---|---|
| <input type="checkbox"/> ZONING               | <input type="checkbox"/> DISABILITY RIGHTS                    | <input type="checkbox"/> ALD. _____ DIST. _____ |
| <input type="checkbox"/> FIRE DEPARTMENT      | <input type="checkbox"/> POLICE DEPT. - THURBER               | <input type="checkbox"/> MADISON GAS & ELECTRIC |
| <input type="checkbox"/> PARKS DIVISION       | <input type="checkbox"/> CITY ASSESSOR - M. RICHARDS          | <input type="checkbox"/> ALLIANT ENERGY         |
| <input type="checkbox"/> TRAFFIC ENG.         | <input type="checkbox"/> MADISON METRO - SOBOTA               | <input type="checkbox"/> AT & T                 |
| <input type="checkbox"/> CITY ENG. - DAILEY   | <input type="checkbox"/> MMSD BOARD, C/O SUPT.                | <input type="checkbox"/> T D S                  |
| <input type="checkbox"/> CITY ENG. - PEDERSON | <input type="checkbox"/> PUBLIC HEALTH - SCHLENKER            | <input type="checkbox"/> MT. VERNON TELE        |
| <input type="checkbox"/> WATER UTILITY        | <input checked="" type="checkbox"/> <b>VILAS</b>              |   |
| <input type="checkbox"/> CDBG - CONSTANS      | <input checked="" type="checkbox"/> NEIGHBORHOOD ORGANIZATION |   |
| <input type="checkbox"/> REAL ESTATE - EKOLA  |   |   |

RECEIVED  
2007

Review the above as per time schedule set in Chapter 16.23(5)(b)2; 16.23(5)(3)3; or Chapter 28, City of Madison Ordinance; OR your agency's comments cannot be considered prior to action.

One copy for your files; one copy for file of appropriate telephone company; PLEASE RETURN one copy with joint comments.

The above is located in your district. A copy is on file in the Planning Division Office for review. If you have any questions or comments, contact our office at 266-4635.

The above is located within or near the limits of your neighborhood organization. A copy is on file in the Planning Division Office for review. If you have any questions or comments, contact our office at 266-4635.

**RETURN COMMENTS TO: PLANNING DIVISION, DEPT. OF PLANNING & COMMUNITY & ECONOMIC DEVELOPMENT, ROOM LL100 MMB, 215 MARTIN LUTHER KING JR. BLVD.**

NO COMMENTS / YOUR COMMENTS: *Our packet did not include A1.0 "Alley level Plan". This is of interest to us.*

- Mr. Sieger's letter of 5/2/07 states twice ~~that~~ "... undrafted Monroe Street (Commercial District) Plan. ..." (line 4) The plan was adopted 3/27/07
- This packet wasn't received by DMNA or RNA in early June. VNA took packet to DMNA council mtg, 6/13, and loaned packet to RNA 6/25.
- on June 6, VNA unanimously voted to oppose this current project proposal. A letter has been sent to area alders & planning staff.
- [DMNA voted, unanimously, to join us in opposition to current project proposal on 6/13]
- In addition to comments in VNA letter - a number of neighbors concerned w/ 13

*... residential condos of 24 units only 8 are 2-bedroom, this*

Madison Plan Commission  
c/o Brad Murphy, Planning Unit  
215 Martin Luther King, Jr Blvd., Suite LL100  
Madison, WI 53703

July 3, 2007

Re: 1501 Monroe Street - Fieldhouse Station

Dear Members of the Plan Commission:

Little would please me more that to support reasonable and viable development at 1501 Monroe Street. I have lived two short blocks from this location for 29 years and I have worked within one block of this location for the last 10 years.

The Regent Street corridor between West Washington Ave and Breese Terrace has been a difficult area for businesses for decades. Businesses that served the neighborhood, as well those serving the broader community, notably vehicle sales, parts, and repair businesses, gave way to bars and bicycle shops. A broader-based neighborhood commercial district needs to be reborn, and it is good to see the Regent-South Campus Neighborhood planning underway.

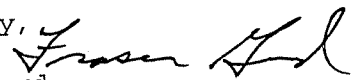
I share the concerns about Fieldhouse Station (4<sup>th</sup> iteration) that the Vilas Neighborhood Association (VNA) has communicated to you. I also have concerns relative to the viability of the business located in this project and the detrimental effects on the neighborhood by the type of housing proposed for this project.

A number of years ago the current developer of 1501 Monroe Street did a remodel of the 1501 property to bring in a restaurant, a sport apparel shop, and offices. The proposed development will likely also include a restaurant, the exact-same sporting apparel shop, and the exact-same current major office tenants plus one or two. Will new and improved facilities make these same uses more viable at this location? The reason I do not think so is that several years ago this same developer purchased the tavern next door (Copper Grid, 1509 Monroe), put much money into substantially remodeling it, and now the much improved tavern (GridIron) is barely limping along on life-support.

So what would be different from what is there now? The answer is that loft residences would be added to the site. The resulting influx of almost exclusively young residents to this part of the neighborhood would not be conducive to family housing, either in the development itself or in adjacent housing. The neighborhood and the City have worked for over 40 years to preserve the opportunity for family housing. This part of our neighborhood and three other fragile areas in Madison were down-zoned to R4A zoning in the early-mid 1970s to preserve the opportunity for family housing. Since that time, the neighborhood has derived benefits from a balance of rental and owner-occupied housing and a mix of younger, mature, and older residents. This balance will be removed from this part of our neighborhood by the single-focus nature of the housing to be added here.

It is likely that the age group of the residents and the proximity to the UW Stadium will foster outside interest in a tavern at this site. Neighborhood and project residences would be negatively affected by a tavern but might gain from a restaurant. Please make tavern a prohibited use in the zoning text for this project just before you reject the development as proposed.

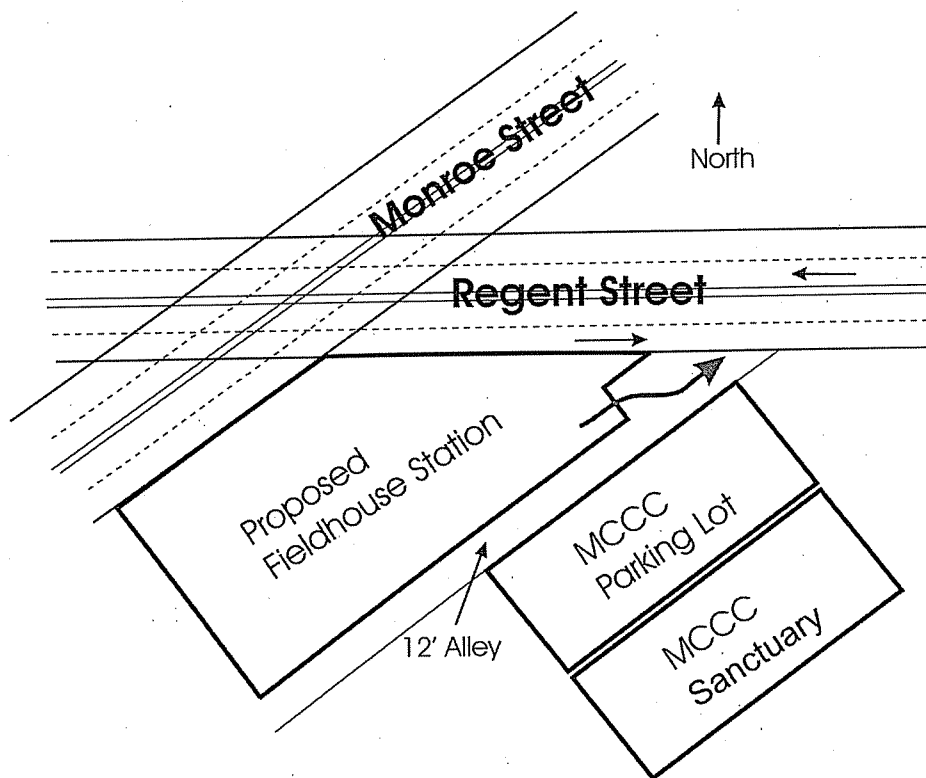
Sincerely,

  
Fraser Gurd  
1526 Jefferson Street  
Madison, Wisconsin 53711

Dear Members of City of Madison Plan Commission,

The Madison Chinese Christian Church objects to Mr. Bob Sieger's "Fieldhouse Station" plan for 1501 Monroe Street in Madison, WI. This letter details why we predict the neighborhood atmosphere will deteriorate if Mr. Bob Sieger's plan is approved.

Madison Chinese Christian Church (MCCC) is located at 1510 Madison Street, Madison, WI. Our property and Mr. Sieger's property on 1501 Monroe Street are only separated by a 12-foot-wide alley (see attached diagram). This alley is heavily used by our church members because it is the only way to access our church's parking lot from Regent Street or Oakland Street. It is critical to Madison Chinese Christian Church that this alley is accessible at all times.



Mr. Bob Sieger's "Fieldhouse Station" plan includes one level of retail stores, one level of offices, and three levels of condos. To accommodate the parking needs of his clients, Mr. Sieger proposed three levels of over 100 parking spaces. According to an old version of Mr. Sieger's traffic report, the Fieldhouse Station will generate approximately an extra 750 vehicles' traffic.

On surface, it seems that an extra 750 vehicles' traffic is insignificant because both the Regent Street and the Monroe Street are 4-lane paved roads and they already have over 40,000 combined vehicles' traffic per day. However, it is critical to realize that all these extra 750 vehicles' traffic will enter and exit the Regent Street through the narrow alley as shown by the red arrow in the above diagram.

Most of the vehicles of our church members will enter the alley to reach our parking lot through the Regent Street. Because the Regent Street always has heavy traffic, our church members often need to wait on the left lane of west-bound Regent Street. On the other hand, because of the alley's sharp corner, the vehicles of our church members always slow down the traffic along the right lane of east-

bound Regent Street. This is the current condition before the addition of the traffic from 750 more vehicles. If the Fieldhouse Station is approved, the increased vehicular traffic from 750 vehicles will generate significant amount of traffic delays to our members along the Regent Street as shown by the two black arrows, which will cause severe vehicular congestion along the Regent Street.

Even worse, the additional vehicular traffic is not the only factor that will lead to severe traffic delays and congestion. About six years ago, Mr. Bob Sieger received an alcohol license to operate a bar on his property. Since then, there has been at least one night per week that this alley becomes inaccessible to our church members. It is inaccessible because Mr. Sieger's inebriated clients loiter along the alley, especially at the sharp corner between Regent Street and the alley. When our church members turn off Regent Street into the alley to reach our parking lot, the alley is blocked by Mr. Sieger's inebriated clients standing/sitting on the middle of alley, often moving slowly or completely ignoring the vehicles even after be asked to make way.

As these loiterers block the alley, our members are forced to wait either in the right lane of east-bound Regent Street or (shown by the two arrows on the diagram). The result is that our church members' vehicles must block two of the four lanes of Regent Street. Therefore, when Mr. Sieger's inebriated clients obstruct traffic near the sharp corner, it not only prevents our church members from quickly maneuvering their vehicles into our parking lot, but also forces our church members to cause a small traffic jam along Regent Street. This often upsets other drivers along Regent Street, which is a very busy street and greatly complicates the interactions of vehicular traffic and pedestrian flows along the Regent Street side walk.

In his "Fieldhouse Station" plan, Mr. Bob Sieger envisions a bar on the first floor with 85-decibel outdoor music and around 40 condos on the third, fourth, and fifth floors. This combination is designed to create still more of an alcoholic party atmosphere in the neighborhood. If Mr. Bob Sieger's plan is approved, more of his inebriated clients will block the narrow alley more frequently. Consequently, Mr. Bob Sieger's Fieldhouse Station will significantly deteriorate the local traffic and side walk pedestrian conditions and neighborhood's relationships. This will lead to a very hostile and dangerous environment for the neighbors and church members both pedestrians and vehicular traffic.

In summary, we respectfully request that the officials of the Madison City Plan Commission consider our concerns and reject Mr. Bob Sieger's "Fieldhouse Station" plan on 1501 Monroe Street, Madison, WI. Thank you very much for your consideration and help.

Samual Kung, Chair of Deacon Board of the Madison Chinese Christian Church

Thomas Yen, Acting Chair of Trustee Board of the Madison Chinese Christian Church

CC:

Aldersperson Isadore Knox  
Aldersperson Robbie Webber  
Aldersperson Austin King  
Brad Murphy  
Tim Parks  
Dan McCormick  
Julia Kerr

**Parks, Timothy**

**From:** CAROL L BORCHERDING [clborche@wisc.edu]  
**Sent:** → Wednesday, December 13, 2006 10:09 PM  
**To:** Knox, Isadore; "district 10"@cityofmadison.com; Parks, Timothy; McCormick, Dan  
**Cc:** heb@athletics.wisc.edu; clborche@wisc.edu  
**Subject:** Fieldhouse Station, 1501 Monroe St.

Dear Alders and City Planning/Engineering Staff,

As long time residents of the Vilas Neighborhood, we are very concerned about the negative impact of the proposed "Field House Station" on the the residential nature of the Vilas Neighborhood, and the unique character of Monroe St. We have attended all of the neighborhood meetings and are very disapointed that Bob Sieger ignored our concerns outright and deflected issues he did not want to deal with. We have three main issues/concerns with the building: 1) the size and height above the neighborhood, 2) The proposed expansion of liquor sales and outdoor entertainment, 3) traffic and parking issues.

1) Size and height

We live behind the proposed development on Jefferson Street and are very concerned with the prospect of another residential tower close to our home. Our family and pedestrians in the neighborhood are subjected to crude, obscene and offensive language from the residents of "The Regent" during the summer months while we are outside. We strongly believe that having another highrise residential tower so close behind our house will only continue to exaserbate the the exposure to inappropriate behavior that our family and neighbors have been exposed to while outdoors.

The building has been erroneously called a five story building by the developer. From our house we will see approximately and 85' high wall, 1 level of exposed above ground parking, 2 levels of retail space, and 3 levels of residential housing each consisting of two floors. While portrayed as a five story building, but we believe that more accurately it should be called a nine story story building.

In going to all the neighborhood and city meetings, there was a great concern for the massing of the building from the Monroe and Regent St. sides of the building. I have seen little or no attempt to reduce the scale of the building from the rear where all the residential neighbors are located.

This bulding is incompatible and completely out of line with all the City of Madison Comprehensive Palm and the proposed Monroe Street Comercial Distric plan. These are two documents that were designed, compiled and created through neighborhood and city input to help create a stable and vibrant neighborhood environment. The size and denisty of the building is so far out of line with the current standards that it will totally destroy the characture of Monroe St. and Regent St. business districts. I believe that it will create the dominoe effect that has been seen along Langdon St. and the corner of East Gorhan and University Ave. where highrise towers where built as neighboring properties were forced to sell out to developers or redeveloppe the properties to maintain solvency as property taxes were driven through the roof by the mega development of the neighboring properties. This is not what the neighborhood and local private business owners have spent years fighting for.

2) Liquor License/outdoor entertainment

The proposed use and potential expansion of the commercial establishments to include multiple liquor licenses goes against the longstanding opposition fo the neighborhood to the expansion of bars in the area. After living in this neighborhood we do not want to see an expansion of liquor licenses or outdoor amplified entertainment. We have experienced the negative effect of the expansion of beer gardens on our neighborhood, as well as increased intoxication, violence, vandalism, lack of respect for private property and the attitude that it is OK in this area because we chose to live down there. I have even been told by the police department that we should have known this when we bought our house. The rest of the city would not tolerate this behavior, we should not be subjected to it either. The city is in the process of freezing/ reducing the number of liquor



licenses in the downtown area. We do not want to be the recipient of more bars and their associated problems in our neighborhood. Please keep the Vilas Neighborhood a safe and desirable area to live and raise a family with children. We are finally starting to see more families moving into our area of the neighborhood, please do not reverse this trend.

We are very concerned by the proposal to increase the number of outdoor events allowed to sell exclusively alcohol from the current football games to all camp randall / field house events. The proposal to allow amplified music seven days a week from 11:00a.M. to 10:00 P.M. is untenable in a residential neighborhood.

### 3) Traffic and Parking

The traffic and parking issues created by the proposed building are a strong concern. We use the alley one block to the east on regent street and are dumfounded by the proposal to use the Monroe St/ Madison St. alley as the major/ only access to the proposed building. It is difficult to dangerous to enter/exit the Madison/Jefferson st. alley from Regent St. during the day and often impossible during rush hour. The proposal to create more congestion and traffic one block to the west, next to the busy Regent/Monroe St. intersection is unbelievable. Cars traveling east from Monroe to Regent will be coming around a blind corner on a green arrow creating a hazard to vehicles trying to enter and exit, or drive past the proposed alley entrance. The proposed development is creating the equivalent of a street in an alley where the city would never create a street to begin with. Please do not create additional traffic hazards and congestion in our city and neighborhood.

The proposed development has no restrictions limiting the use of parking to the residents and occupants of the building. What will prevent the developer from selling or renting the spaces to non occupants of the building pushing the residents out onto the streets. Approximately 20 % of the parking is leased from the church and would not be available at all except for the preexisting lease. What happens when it expires? With all the problems the church currently has with Sieger, I do not believe the lease will be renewed. How will this parking be replace? Our neighborhood is already a parking lot for the Regent Towers and other high density buildings, as well a parking lot for students and staff at the university, who are unwilling to pay the high rates or are excluded due to limited parking on campus. The parking monitors currently are unwilling/unable to police and enforce the current parking regulations on our streets to the point that we are often unable to park on the street out house in locatd let alone in front of our own house during the day due to comuter parking.

We strongly oppose the proposed building, Fieldhouse Station at 1501 and we would be happy to discuss any of our concerns with any of you anytime.

Thank you for your time and consideration.

Sincerely,

Hans and Carol Borcharding  
1524 Jefferson St.

TO: MADISON COMMON COUNCIL RE: 1501 MONROE ST REZONING ID# 04154

Commendations to T M Parks, Planner for excellent report and analysis! I agree. Please do not approve this plan. Approval will set a precedent. Mr. Sieger is already arguing precedents. Other developers will argue precedent. The developer does not comply with planning recommendations. I support stringent city planning. Reject plan.

Does this Project meet current and proposed guidelines? Project:

- is inconsistent with the comprehensive plan; the Monroe Street Commercial District Plan draft; & GDP guidelines
- does not consider future Regent Street, Greenbush, (etc.) neighborhood development plans
- has no management plan; has no staging plan; and no feasibility study

Are parking plans adequate?

- 39 Units x 2 cars/unit = 78; 106 planned spaces - 78 = 28 remaining spaces.
- Spaces do not allow for visitor, customer, employee, salesmen, delivery vehicles, and special event parking.

Can Regent and Monroe and neighborhood streets support even more traffic and parking?

- Regent Street and Monroe Street are already clogged with traffic and densely parked.
- There is no room for residential parking permits for existing neighbors. Neighboring streets are parked full.
- He has insufficient parking at his rental building at corner of 700 Oakland and 1500 Madison Streets.
- Mr. Sieger's traffic study is inadequate. Study was limited to PM traffic.
- A comprehensive traffic study by a neutral firm should be funded by Mr. Sieger.
- Include: morning commuter traffic; special events traffic; increased alley traffic; or increased delivery truck traffic.

Do we need more condos?

- In Madison rental and condo units are not full and housing market is flat.
- Condos at Monroe St Commons are not filled
- Mr. Sieger's rental building at Oakland and Madison is not filled

Do we need more bars, restaurant, and business in this area? Is existing space fully used?

- There are two bars in the 1500 block of Monroe Street
- Monroe Street frequently has empty commercial space for rent.
- Mr. Sieger's bar, The Grid (1500 Monroe St), is closed because management broke rules.
- The sports shop (1501 Monroe St) is closed except for special events. Space at 1501 Monroe Street is not being used.
- Competition drives away small neighborhood businesses which are the backbone of the local economy.
- Monroe and Regent Streets are filled with bars, restaurants, coffee shops, and liquor stores.
- Urban Pizza, 1501 Monroe St, closed because they could not make a profit. Too much competition.

Why does Mr. Sieger want to change the zoning ordinance and the character of the neighborhood?

- Is this a condo that will attract stable long term residents or transients?
- High ceilings are a fad and take more energy to heat and to cool—not green!
- The design of this building is an ugly transition to the residential neighborhood.
- Design will attract only very fit that can manage loft stairs.

Has Mr. Sieger been good neighbor? Does Mr. Sieger obey current city regulations?

- Mr. Sieger signed a parking lot lease which he does 'not understand.' (1500 block Madison St.)
- Because he chooses not to confirm to the lease, neighbors and the church members are blocked by parked cars.
- His building at Oakland and Madison Streets took three years to complete and inconvenienced all.
- Construction debris, dirt, silt, and clay clogged the sidewalks and streets. Snow and ice plague this corner.
- Mr. Sieger owns The Grid sports bar in the 1500 block of Monroe Street.
- The management of The Grid broke city rules and was forced to shut down, except for special events.
- For special events there are two bars in adjacent buildings with an outdoor seating area and an upper level seating area.
- People drink on the sidewalks and block the sidewalks, the intersection, and the alley. Many patrons stagger.
- The amplified sound is painful to the ears and can be heard through closed windows 2 ½ blocks away.

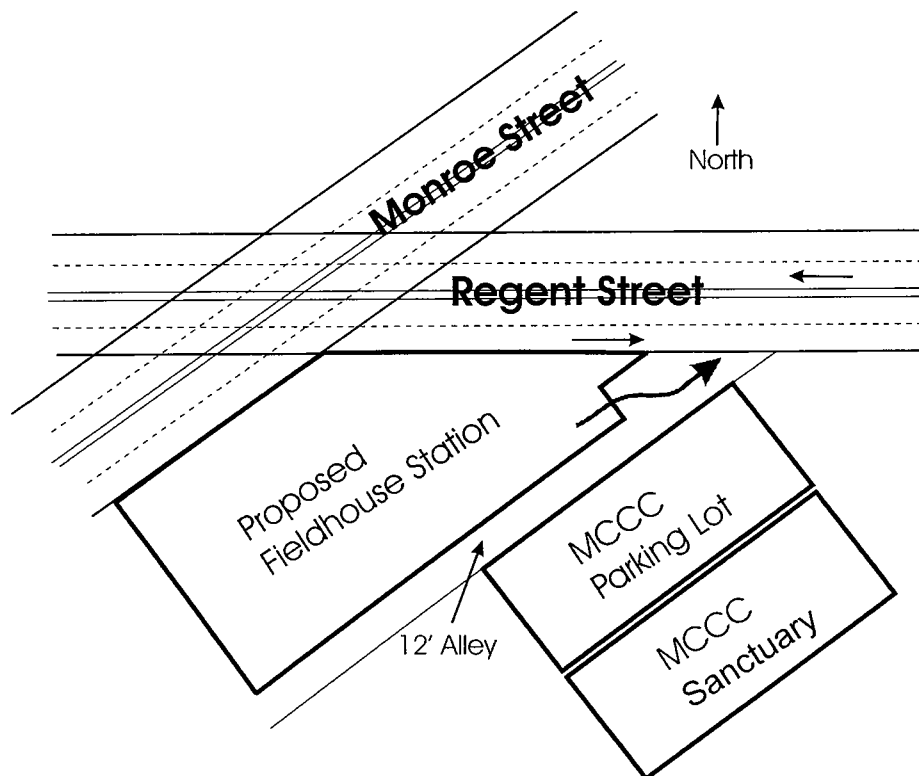
Madison Chinese Christian Church  
c/o Thomas Yen  
1510 Madison Street  
Madsion, WI 53711

July 3, 2007

Dear Members of the City of Madison Plan Commission:

The Madison Chinese Christian Church (MCCC) would like to voice our opposition to Bob Sieger's "Fieldhouse Station" project and encourage the Commision to vote down this project.

As an immediate neighbor to Sieger with over 10 years of first-hand experience on traffic problems in that region, we predict that approval of the Sieger project will bring unprecedented augmentation of existing problems that will be locally detrimental to the operation of our church and globally bad for the neighborhood. The root of the problem relates to a shared narrow alley into a shared surface parking lot, the sharpness of traffic turns in and out of this alley from a busy Regent Street, and safety issues regarding pedestrians, particularly children of our church navigating that congested spot. None of these concerns are reflected by the "numbers" generated in the Traffic Study.



**The Past and the Present**

MCCC owns a surface parking lot, but at the time of purchase from UW Credit Union over 20 years ago a lease condition was stipulated that we entered into a shared-use arrangement with Credit Union. This historical arrangement may seem strange now, but was perfect at that time when the operations of MCCC and UW Credit Union Administrative Offices were nicely time-staggered: UW Credit Union employees would use the surface lot during regular office hours (M-F), while MCCC uses the lot during after hours (M-F) and whole days on Saturdays and Sundays. Indeed, there is **no** other way to jointly use that narrow alley and parking lot except through such a time-staggered fashion. The **main reason** our church can function and thrive is that Credit Union office were closed during peak MCCC usage (300 members in-and-out of that alley during evenings of weekdays and all of the weekends).

The problem emerged when Sieger bought the property from Credit Union and started to deviate from strict office use, including renting his property out to tenants for restaurant and alcoholic usage. The original vision of time-staggered use of the lot collapsed, and the result is a protracted phase of conflicts over that lot ever since Sieger moved in.

Why can't we enforce our parking rights on the surface lot? There are three reasons why it would not work at that site. First, putting up signs **cannot** be a deterrent against brief violations since it takes 30 minutes or longer before a police can come. Many violators simply park, go in Sieger's building for a quick 30 minute errand and leave. But one can imagine how these haphazard, brief violations could disrupt our church operations. We have had numerous incidents of violators, while taking advantage of a brief incursion into our lot, found their vehicles blocked by our church members, who then angrily demanded that that we make way for their exit during a church service. Second, putting up a permanent fence around our lot won't work: we need to densely park cars in our lot, and this relies on the ability for drivers to be able to impinge into the alley to maneuver vehicles. Third, any extreme measures we take to enforce our parking rights will generate hostility towards our church when vehicles of violators had to be towed away. We have observed drivers speeding through the alley presumably venting their frustration at parking congestion in that spot. Children pedestrian members from our church are highly vulnerable to traffic-related rage at that tight spot. Strict enforcement of towing/ticketing strategies only generate reciprocity in hostility against our church.

### **The Future?**

We would like to respectfully ask the Committee to consider this question on our behalf when considering the Sieger project. If the above is the current picture for the traffic flow at that location where there is only partial utilization of Sieger's building, what would happen to our church if Sieger's building, grows fourfold or greater, becomes fully occupied, and traffic flow/congestion skyrockets?

Does the Traffic Study of an increased 750 vehicles per day take into account the negative impacts on our church detailed above? Does the Study take into account that the sharp turn from Regent into the alley will cause delay in the 4-way traffic on Regent? Worse still, does the Study take into account any traffic-related rage that is bounded to

occur when the alley traffic is escalated beyond its intended capacity, and how this might affect safety of pedestrians loading and unloading routinely near that spot?

Has the committee considered the role of the surface parking lot? It is true that the majority of the parking for the Sieger project will be underground. But the surface parking is crucial to the success of the retail business in Sieger's building. Has the committee considered the fact that the surface lot is the first visible landmark to any visitors to the retail, that brief illegal parking in the surface lot during Church hours is un-enforceable and disruptive to our operation, and that based on our past experience, this type of violation will increase astronomically once the Sieger Project is approved?

Has the committee considered the fact the parking dispute between Sieger and MCCC cannot be regarded as an internal affair between two neighbors but has consequences on traffic flow that can spill over to the neighborhood.

For example, has the committee considered the fact that we will exercise our rights to **prohibit all construction staging** by Sieger on our surface lot during construction, and how this might affect traffic flow and potential traffic-related rages that may result in that congested spot?

Has the committee considered the fact that there is an ongoing litigation that may result in the nullifying of the surface lot parking lease, and that as a consequence of which MCCC may regain **exclusive** use of the surface lot 24 hours a day, 7 days a week? Can the retail component of Sieger's project survive without a surface lot to attract customers?

Has the committee considered the fact that should our church regain exclusive use of the surface lot, what effect this may have on the traffic flow when vehicles first turn into alley attracted by the surface lot, only to be forced into circling around Sieger's building until they discover the underground entrance? Can this be consistent with normal operation of our church that uses the same alley?

MCCC also has serious concern over the size and mass for the Fieldhouse Station project. Being its immediate neighbor, the massiveness of the building towering over the church greatly decreases the comfortable neighborly feel of the area. There is a total lack of a comfortable or pleasant transition between the Fieldhouse Station and the neighborhood.

### **Conclusion**

We are not opposed to developments at this location. However, we urge the Committee to carefully study and understand the negative impact the Fieldhouse Station project will have on the church and the neighborhood. From past experiences, the evolution of the traffic problem ever since Sieger moved in and started to deviate from the mutually beneficial arrangement between MCCC and the UW Credit Union, is an excellent predictor of the negative environment that will be produced if the Fieldhouse project is approved. We had a common vision with Credit Union that a time-staggered, non-

overlapping use of the surface parking is the only viable option of using that tight spot in a non-confrontational fashion that confers mutual benefits to both parties and enriches the neighborhood. This common spirit has been progressively eroded. The quantum evolution into the Fieldhouse Station project is a major escalation that threatens the existence of our church and is bad for the neighborhood. We respectfully ask the Committee to turn down the Fieldhouse Station Project.

Thank you for your attention

Madison Chinese Christian Church

Vilas Neighborhood Association  
c/o Rosemary Bodolay  
1636 Adams St.  
Madison, WI 53711-2140

June 19, 2007

Dear Alders and City Staff,

We are writing to express our opposition to the current proposal to re-develop the site at the corner of Monroe and Regent Streets, "Fieldhouse Station #4". We are not opposed to the idea of re-development of this site -- but we do have concerns about the current proposal..

Our main concerns are

- 1) The proposed building does not fit with the character of the neighborhood -- in scale and function(s). Particularly, it does not meet the intent of the newly adopted Monroe St. Commercial District Plan, which was conceived and developed over several years in consultation between the city, neighborhoods, and local businesses.
- 2) We are very concerned with the effects on traffic and parking in the neighborhood.

The size of the building from the outset and continuing to proposal #4 has been inconsistent with intent of the Monroe Street Commercial District Plan. Specifically, The Fieldhouse Station project, as it is now, does not fit with the intent nor some of the details outlined in the section *General Physical Appearance* of the Monroe St. Plan. Such as number of stories permitted; floor to ceiling heights; massing of structure etc. Also, as the neighborhoods have repeatedly expressed, we feel the use of lofts in the proposed residential units creates supersized floor heights – adding to the overwhelming scale of the project. The proposed structure is twice the allowable height of the houses in the neighborhood immediately to the rear of the building.

We are well aware that at adoption of the Monroe St. Plan some addendums were added by the Plan Commission which accept buildings of 4 stories and which change the detailed definition of a "story". But, this doesn't mean the neighborhood agrees with these addendums. The current Fieldhouse Station proposal's proposed sub-floor to sub-floor heights are well above the convention with floor #3 at 16' 4" and the "penthouse" floor at 16'-6". We see these supersized floor heights as two additional hidden floors in the building.

Again, we understand that in the Plan Commission there was a change when the Monroe St. Commercial District Plan was adopted in that it now states the definition of a "story" is what is outlined in the City Zoning Ordinance. The Zoning Code does not define or really describe a "story" nor does it spell out the minimum/maximum measurement. (eg. finished floor -to- finished floor height or floor to ceiling). Whereas, the Monroe Street Plan clearly spells it out: (pg 70, "Building Heights")

*-- "the ground floor should not be less than 12 feet from finished floor to finished ceiling, but no max. height. Above the ground floor, a story is defined as a habitable level no more than 14 feet in height from finished floor to finished ceiling. When an upper story exceeds 14 feet in height, the additional height will count as an additional story."*

We are very disappointed in this change.

Also, comparing the building height to that of Camp Randall Stadium, as the developer has done at a number of public meetings, is irrelevant to a discussion of appropriate scale.

The architecture of the proposed building does not fit in with the existing streetscape. The building materials are inconsistent with the surrounding buildings-- its concrete, steel, and glass

do not reflect the rich historic character of the Monroe Street business district of which it is a part. There is no attempt break up the facade of the building to blend in with the existing streetscape. Unlike the existing Monroe Commons development, where the developer worked with the neighborhood to incorporate a grocery store, to benefit the surrounding neighborhoods, and, worked with the overall design concept by breaking-up the facade of the building in an attempt to blend in with the existing streetscape.

Traffic created by the project as well as the proposed ingress and egress on Regent Street to and from the parking structure will add to an already congested and dangerous intersection and cause additional pressure on residential streets. In addition, the use of the alley as primary access will expand the use of a dangerous, blind access alley.

With respect to parking, there is no agreement to link the proposed residential/commercial parking spaces (sub-alley level 1 & 2) to the condominium units in the building. We foresee unit owners forgoing the underground parking in favor of residential street parking as well as the customers and employees of the retail spaces. With 9 commercial condominium spaces (two proposed for restaurants/bars) and only 30 available parking spaces on the alley-level lot we foresee a great increase in parking on nearby streets. The project proposal refers to leased parking stalls in the surface lot behind the development. Whether the lease on that lot remains in effect for only the next year or does last until 2027, at some point the surface parking will not be available and this will certainly cause additional parking and traffic flow headaches for already congested residential streets. An escalation in traffic and parking issues is incompatible with current initiatives to encourage an increase in family housing by the city, neighborhood, and university.

In general, we do not see any significant character or architectural distinction to justify its overwhelming size and massive footprint nor does it produce a significant community benefit in terms of environmental and/or aesthetic design. Also, in the plans, we do not see adequate provision for improvement of attractive open space.

What happens at this site will greatly influence future development on both Monroe and Regent Streets. This is one of the first major developments going through the Plan Commission and the Common Council after the adoption (by the City) of the Monroe St. Commercial District Plan. It seems essential that developers are required to adhere to the principles, constraints, and intent of both Plans particularly since they are new and should be used to encourage wise, sustainable growth to our downtown. Growth needs to occur with an awareness of what is already here -- neighbors and neighborhoods, small businesses and business corridors -- and should have a focus that considers the "common good."

Thank you for your attention.

Vilas Neighborhood Association