



Office of the Common Council

Ald. Sara Eskrich, District 13

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To: Members of the Plan Commission
From: Sara Eskrich, District 13 Alder
RE: 1702 Monroe Street & 625 Spooner Street
Date: January 21, 2018

Thank you in advance for your thorough review of the planned development proposal before you on Monday, January 21. I held a neighborhood meeting on the project and met with near-neighbors to view the site together, and the Dudgeon Monroe Neighborhood Association (DMNA) held further neighborhood meetings. Generally, neighborhood feedback has been overwhelmingly positive. There are a few significant concerns remaining with the development.

The Urban Land Institute (ULI) development team, led by Anne Morrison, has done a great job outreaching and engaging with the neighborhood. They have been responsive to concerns, clear about their requirements for the project, and consistently working on a high-quality building that generally fits with the Monroe Street Corridor Plan. The building diverges from the general plan in one key way – the proposed height. This is the one significant remaining concern of the neighbors regarding this project.

There are two other key concerns that need to be mitigated through final approvals of this project, and I ask the Plan Commission to include them in your conditions of approval. As the neighborhood has learned with past projects, it is important to ensure there is a workable plan for commercial deliveries to infill site, traffic concerns are mitigated, and exhaust outputs are directed out the roof, or otherwise away from the abutting neighborhood properties. The ULI team has been responsive to these concerns verbally, but the final plans to be approved by the Planning Division need to show these concerns have been addressed. If you choose to approve this project, please condition your approval on the staff conditions and the following:

- Applicant shall submit for review a Commercial Delivery Plan. This plan will include times, vehicle size, use of loading zones and all related turning movements.
- Development shall direct traffic exiting onto Stockton Court to turn right, with a no left turn / right turn only sign.
 - Note: The applicant has agreed to include this in the project.
- Wording being determined with staff, and will be presented at the Plan Commission meeting – Final plans reviewed by staff shall account for HVAC venting away from abutting properties, to mitigate noise impact on the neighborhood. This roof venting shall be shielded from view.

Neighbors debating this project have specifically noted the benefit of this developer for this project – suggesting another project could be proposed should this one fail, following a traditional zoning district with a clear path to approval, but with a use and design less compatible with the character of the neighborhood. They were willing to accept the height tradeoff to receive the benefits of this particular proposal. I personally agree with this assessment.

There are various reasons I believe this project should be approved and is appropriate at this site, and does not set a precedent for all future developments along Monroe:

1. The site itself. The site is already zoned Planned Development, and not TSS (as most of Monroe Street is zoned). The five-story building fits in the context of the other buildings, is on a corner, and is a challenging shaped site to step back in the way we would generally wish to see in developments along Monroe Street. Future development along Monroe Street would not be already zoned PD, and would need to conform to traditional zoning district requirements. It would not be appropriate to acquire adjacent homes and rezone to a PD.
2. The neighborhood plan. The plan did not propose specific requirements for the Associated Bank site, besides maintaining commercial use. There is much deference to specific site considerations and overall positives and negatives of development proposals.
3. The proposed building. The project is well designed, as acknowledged by the Urban Design Commission and many neighbor comments. As noted in the DMNA comments, ULI has been a fantastic developer to work with on this project. They are proposing a high-quality building which will contribute to the residential and commercial character of the neighborhood, and intend to be long-term and active property managers. Their reputation and track record with managing other properties will well-serve the neighborhood and adjoining single-family homeowners.
4. Resident support. The neighborhood association is not taking a formal position supporting or opposing this project, and even near-neighbor feedback is nuanced. From the first neighborhood meeting, it was clear residents saw and appreciated the consideration ULI had put into their plans. There is minimal opposition to this proposal.

There is a real fear of “canyonization” of Monroe Street, with tall buildings along the corridor and insignificant transition to abutting homeowners. I understand this concern, but also see a reality of only a few remaining natural development site along the corridor. The development of remaining sites would not be enough to create a canyon along Monroe. Further, there are great benefits to living in a mixed-use neighborhood like the Monroe Street area. Development along the corridor must transition appropriately, and some sites geographic shape make this transition more challenging than others. Future sites will need to show benefit to the neighborhood and appropriate consideration of transitions.

Overall, I believe that this project will contribute positively to the neighborhood. It continues to provide needed rental housing in a well-resourced part of our city, encourages sustainable urban living, and provides for Monroe Street small-storefront tenants, contributing to a more walkable neighborhood on the north-side of the street. The design proposed fits in with the surrounding properties and potential uses of the building, both in function and aesthetics.

I **support** this project provided the conditions noted above, as well as those in the staff report, are met. Thank you again for your thorough review of this project. Please do not hesitate to contact me directly with any questions. I will be joining you at the Plan Commission as soon as possible tomorrow evening, but will first be at the Finance Committee meeting.

Wells, Chris

From: Firchow, Kevin
Sent: Monday, January 22, 2018 12:13 PM
To: Wells, Chris
Subject: FW: Agenda Item #11 and #12

Comment for PC.

-----Original Message-----

From: Ben Brewster [mailto:]
Sent: Monday, January 22, 2018 10:52 AM
To: Parks, Timothy <TParks@cityofmadison.com>; Firchow, Kevin <KFirchow@cityofmadison.com>
Cc: Eskrich, Sara <district13@cityofmadison.com>; erickson.chuck@countyofdane.com
Subject: Agenda Item #11 and #12

Dear Tim Parks and Kevin Firchow,

I am a resident of the 1600 block of Madison Street, and I wish to express my opposition to the application for permission to build a five-story building at the corner of Monroe and Spooner.

Such a building is in violation of the City of Madison Commercial District Plan. When Hotel Red's proposal for an addition producing an even taller building on Monroe was accepted, many residents feared that, whatever the merits or otherwise of the proposed building, the exemption created a precedent for a general increase in height along the street, and this application seems to confirm those fears. Not only would such a development turn the street into an oppressive urban canyon and overshadow smaller residences on neighboring streets, it would drive out many of the small businesses currently occupying the smaller buildings, as has happened on State Street and other streets in the city that have received the same treatment.

Williamson Street has so far escaped that fate, largely because on that street the line has been held on height. I hope that the City's planners and planning committees will uphold City plans and reject this application, thus preserving the character of Monroe Street.

Yours sincerely,

Ben Brewster

January 21, 2018

Members of the Plan Commission
City-County Building, Room 201
210 Martin Luther King, Jr. Boulevard
Madison, Wisconsin 53703-3345

RE: #49895 and #49690 Meeting 1/22/2018 Agenda items #11 and #12

Dear Members of the Plan Commission,

My name is Gera Bodley and I live at [REDACTED] Grant Street. I bought my house 30 years ago. It is within sight of the Associated Bank development site.

I am opposed to the rezoning of the property at 1720 Monroe Street and 625 S. Spooner to replace these structures with a five-story building. The decision was made ten years ago when the City of Madison adopted the Monroe Street Commercial District Plan, developed in part by the neighborhood associations surrounding these properties. The Plan states that 'No building on Monroe Street should exceed four-stories for the entire length of the street.'

Despite the Plan, developers continue to push their agenda. They claim their construction site is 'unique' and needs an exception to the rule. They claim the neighbors agree with their taller building. They claim they are not adding height for their own profit. They claim this is not a situation that will set a precedent.

However, each exception the City allows is cited by developers as reason to exceed the four-story limit. Neighbors are not aware development is going on due to lack of communication and few public meeting presentations. Also, in their mind, the four-story argument is a done deal. Neighbors mention the height issue is one that should not have to be revisited again and again.

The City says they are not able to control what the developers bring to the table for approval. However, the City can stand with the Neighborhoods on the Monroe Street Commercial District Plan. When developers realize a four-story limit means a four-story limit, developers will be able to focus on the building design and character to enhance Monroe Street.

Thank you for your time and service to the City of Madison.

Sincerely,
Gera Bodley
[REDACTED] Grant Street
Madison, WI 53711

To the Madison Planning Commission:

I am writing to support the current ULI design for 1720 Monroe Street. The Monroe Street corridor plan recommended, but did not restrict, new development up to four stories. Five stories is OK with me.

I'll try not to re-hash what others have said in support of this project. I would rather say something about my own residence, the 6-story Monroe Commons. It has been frequently mentioned, in a negative light, as a reason not to build another relatively tall apartment-style complex.

For all its tumultuous history with the developer, Monroe Commons became a community of residents who are congenial with each other and at ease in an urban landscape. Some have been here from the beginning. Some are from the surrounding beautiful houses in Dudgeon-Monroe. Others are not from beautiful houses in Dudgeon-Monroe. From the viewpoint of the Dudgeon-Monroe Neighborhood Association's governance council, we represent an unfortunate mix of insiders and outsiders who, by our preference, are altering and "canyonizing" a former utopia.

Yet I routinely get inquiries from realtors on behalf of their clients, as well as from acquaintances in the neighborhood. Why this interest from both outsiders and insiders? Well, they all want to re-locate specifically to Monroe Commons. Like me, they aren't looking to live in a building that suits the neighborhood association's suburban aesthetic.

In their ambivalent non-endorsement letter, the DMNA leaders want to cling to something called a family culture, single household ideal. To them even the non-procreative are on their list of outliers!

Some, but I hope not all, are on the same page with the DMNA council. I am not among those who want to promote an insular Dudgeon-Monroe. I would prefer to welcome outsiders, newcomers and new businesses that could add vitality into the mix of this self-described tradition-bound neighborhood. I hope others will voice support for a *slightly* more diverse and future-minded neighborhood.

Urban infill, with reasonable profit to all those who build and maintain it, seems to me a sensible plan for what could become a significant mixed-use section of Monroe Street. Without it, I can't imagine many of the small Monroe Street businesses thriving. Who wants to be here without them?

Thanks for listening.

-Maggie Kanouse

██████ Monroe

Wells, Chris

From: Parks, Timothy
Sent: Monday, January 22, 2018 9:28 AM
To: Wells, Chris
Subject: FW: Public comment Plan Commission Agenda Item #11 and 12



Timothy M. Parks

Planner
Department of Planning & Community & Economic Development
Planning Division
126 S. Hamilton Street
Madison, Wisconsin 53701-2985
tparks@cityofmadison.com
T: 608.261.9632

From: Harald Kliems [mailto:]
Sent: January 21, 2018 1:24 PM
To: Parks, Timothy <TParks@cityofmadison.com>; Firchow, Kevin <KFirchow@cityofmadison.com>; Eskrich, Sara <district13@cityofmadison.com>
Subject: Public comment Plan Commission Agenda Item #11 and 12

Dear Tim Parks, dear Kevin Firchow, dear Alder Eskrich:

I am writing to express my support for the Associated Bank development Project on Spooner/Monroe St. The area is a near-in part of the city with good mobility options for people walking, biking, and taking transit. Creating much-needed density in this area will help improve Madison's livability and help contain sprawl and the loss of affordable housing options on and near the isthmus. The proposed plan for the site will be a great improvement over current conditions. I live nearby, at Regent/Allen St, and often visit the Monroe Street business district. the one-story commercial buildings, underused surface parking lots, and the Associated Bank drive-through have always struck me as more like a suburban strip mall than a livable urban neighborhood. Adding residential units in a mixed-use development will make Monroe Street a better place for everyone.

Thank you for your consideration.

Harald Kliems

█ N Allen St
Madison, WI 53706

Wells, Chris

From: Firchow, Kevin
Sent: Monday, January 22, 2018 12:13 PM
To: Wells, Chris
Subject: FW: Monroe street

Comment for PC.

-----Original Message-----

From: Tracy Lewis [mailto: [REDACTED]]
Sent: Monday, January 22, 2018 11:44 AM
To: Firchow, Kevin <KFirchow@cityofmadison.com>
Subject: Monroe street

Voicing strong objection to building yet another commercial building on Monroe Street that is even taller than last few built. Changing the neighborhood in unfavorable ways the least of which is the mounting traffic problem. Also changing the aesthetics of the neighborhood from a quiet historic area to more modern structures that are neither aesthetically pleasing nor fit in with the existing structures. Each time a new building goes in the variances change. What will be the upper limit of new buildings proposed in the future?

Respectively submitted by

Tracy Lewis

[REDACTED] Leonard Street

Wells, Chris

From: Mark Salerno <[REDACTED]>
Sent: Sunday, January 21, 2018 5:11 PM
To: Eskrich, Sara
Cc: Parks, Timothy; Firchow, Kevin; Lucas Dailey; Muriel Krone; Dan Scanlon; Ginger Morgan; Tanya Schlam
Subject: 1600 Monroe street project

Hello, my name is Mark Salerno. I live at [REDACTED] South Spooner street. I am writing to express my concerns about the impact of the former Bank properties proposed redevelopment. I think the project as proposed will have a profound negative impact on the block of single family homes closest to the site. I don't believe the City should depart from the successful and attractive redevelopments done at Knickerbocker and Glenway, where the developers were required to limit their projects to 4 stories, and to employ setbacks to reduce massing on the side of the sites facing the adjacent neighborhoods. City staff and neighborhood groups have invested countless hours in establishing these requirements, I cannot see any reason not to continue this policy. If the 1620 Monroe developer gets to do 5 stories with no setbacks, all future developers will want at least this and more as the Monroe corridor continues to be redeveloped. All the effort put in by City staff and neighbors will be lost, and this issue will have to be fought over and over again, wasting everyone's time. I am afraid that the block of nice old homes that are near the bank property will be greatly reduced in value, and livability. Many of our neighbors have lived here for years and have their life's savings invested in these homes, this should not be sacrificed so that a developer can drop something with maximum mass and zero effort at fitting in to a neighborhood that has been there for nearly a Century. Thank you so much for your time, and for your consideration of my views. Mark Salerno

Wells, Chris

From: Shawn Schey <[REDACTED]>
Sent: Sunday, January 21, 2018 9:12 PM
To: Parks, Timothy; Eskrich, Sara
Subject: Proposed Development at 1720 Monroe Street (Agenda Item #11 and #12)

Dear Alder Eskrich and Tim Parks:

I am writing in regard to the proposed development by Urban Land Interests slated for 1720 Monroe Street.

While I welcome a developer like ULI and their plans for mixed use at this site, I don't want to see a 5-story building here. The Monroe Street Commercial District Plan specifies that new developments be limited to four stories only.

While the current proposed height for this building is similar to Monroe Commons, that project received special consideration to exceed the height limits because it included several features deemed to be strong assets for the community at-large: public parking, a public plaza, a grocery store, and some below market residential units. To be honest, I think giving Monroe Commons a green light to be that massive was a mistake - and at the time, the neighborhood made clear that they didn't wish to see it set a precedent.

Meanwhile recent developments that do adhere to the Monroe Street plan include the following:

- Empire Place (4-stories) - 1917 Monroe St.
- Knickerbocker Place (4-story apts, looks like 3 from street) 2701 Monroe St.
- Parman Place with Gates and Brovi (4-stories, technically 3 with rooftop steps) 3414 Monroe St.
- Glenway development (4-stories) 728 Glenway St.

I support this development at 1720 Monroe as long as the concerns about height, lighting, noise and traffic by the neighbors *in immediate proximity* are given weight and consideration. It is easy for those who live some distance away to applaud this proposal. Please listen to those on Spooner, Stockton and Roberts streets who will be living with the impact of its existence day in and day out.

I urge the Plan Commission to support this proposed development at only four stories.

Sincerely,

Shawn Schey
[REDACTED] Woodrow Street
Dudgeon-Monroe

Wells, Chris

From: Jean Suchomel <[REDACTED]>
Sent: Monday, January 22, 2018 8:27 AM
To: Eskrich, Sara; Erickson.chuck@countyofdane.com ; Parks, Timothy; Firchow, Kevin
Subject: Agenda Items #11 and 12

I am writing to voice my opposition to changing the zoning from residential to commercial and allowing a 5 story complex on Monroe Street. I live a block away and the traffic in our residential neighborhood is already overwhelming. There is not enough parking in the area as it is. I am rarely able to park on the street near my house. There are many young children in the neighborhood and the amount of traffic is already dangerous. I have lived in this neighborhood for over 30 years and it had always been a residential area. Again I am against this plan. Jean Suchomel, [REDACTED] Madison Street

Wells, Chris

From: Firchow, Kevin
Sent: Monday, January 22, 2018 12:25 PM
To: Wells, Chris
Subject: FW: Agenda Item #11 and #12

Comment for PC.

-----Original Message-----

From: Alyssa Tesar [mailto:]

Sent: Sunday, January 21, 2018 9:55 AM

To: Parks, Timothy <TParks@cityofmadison.com>; Firchow, Kevin <KFirchow@cityofmadison.com>; Eskrich, Sara <district13@cityofmadison.com>

Subject: Agenda Item #11 and #12

I am writing to voice my opposition to changing the current zoning on/near Monroe St. to allow for 5 story buildings. While I do not live directly in the Vilas neighborhood, I live nearby, use that area regularly, and am a Madison native. And, while I'm in favor of progress and updating neighborhoods, I am equally in favor of preserving the charm, character, and public usability of the spaces. I've been watching Madison build and erect itself into congestion and conformity, and it makes me sad.

Please make note of my thoughts for the upcoming meeting.

Thank you
Alyssa Tesar
 Erin St

January 22, 2018

To the Planning Commission:

RE: agenda items 11 + 12 on tonight's agenda

I am writing in support of the development of 1720 Monroe Street (the Associated Bank property) by ULI.

As a resident of the Dudgeon-Monroe neighborhood for several years, I appreciate the attention ULI has given to the needs of neighbors while designing an attractive urban building. The vitality of Monroe Street is one of the things I love about the neighborhood – as well as proximity to a variety of retail and dining options, all accessible by foot, bus or bike. I chose the location when moving from another state to have a less car-dependent life than anywhere else in Madison. I can walk or bike to work, groceries, dining, and many recreation activities.

This year I reduced my footprint more by moving to Monroe Commons, and have been excited to find I enjoy my city even more now. I welcome new neighbors and new retail options in the ULI building adding to the appeal of this special location.

My work is in public health. There are many ways to measure health, and research is showing us that social connection, shorter commutes by car, and greater access to transportation, health care, education, and employment opportunities improve health outcomes. I applaud developers who thoughtfully add to the options for the healthy growth of this city. With the careful planning ULI has put into noise, run-off, and visual concerns expressed at several previous hearings, the building they propose will be a welcome addition to the area and a great improvement over the current use of the property.

Kitty Jerome

█████ Monroe St.

Madison WI 53711

cc: Alder Sarah Eskrich

Wells, Chris

From: Firchow, Kevin
Sent: Monday, January 22, 2018 2:17 PM
To: Wells, Chris
Subject: FW: I am opposed to the proposed construction project on Monroe st.

From: Nicole Hemkes [mailto:]
Sent: Monday, January 22, 2018 12:53 PM
To: Firchow, Kevin <KFirchow@cityofmadison.com>
Subject: I am opposed to the proposed construction project on Monroe st.

Hello Mr. Firchow,

My name is Nicole Hemkes and I am a resident of the city of Madison and homeowner of [REDACTED] Summit Ave. I recently became aware of the plan for an apartment building to be constructed at the corner of Monroe St. and Spooner St. I wanted to write to you to voice my opposition to this plan and hope that the city of Madison does not approve it's construction. I live approximately one block from Spooner near Regent St.

I am opposed to the construction as Monroe St. already has a traffic problem with congestion, difficult parking and too many business and residences in a highly congested area. This is also a residential neighborhood and the voice of the residents should be considered. You are affecting our quality of life, our traffic and our home values. More commercial property should not be approved. Another aspect is the loss of character that is happening to Monroe St. which has turned from small storefronts and "mom and pop" shops to very modern-looking 4 story condominium buildings. Why are we trying to make this area look like downtown Madison?

So, again I am a homeowner and taxpayer in the neighborhood and I am extremely opposed to the proposed building at Monroe St and Spooner St. Please feel free to contact me if you have any questions or would like to discuss further.

Thank you for your time and consideration,

Nicole Hemkes M.D.
[REDACTED] Summit Ave.
Madison , WI

January 22, 2018

Kevin Firchow
City of Madison
Plan Commission (staff member)

Plan Commission members:

Item 11 & 12 – redevelopment of 1720 Monroe

This letter is an outline of two prospective:

- Vilas Neighborhood Associate
- Area Resident

Vilas Neighborhood Association:

The Vilas Neighborhood Association receive invitations to the general neighborhood meeting (DMNA) provided by the developer. The VNA highlighted this meeting on its list serve. While the VNA did not receive a formal separate presentation from the developer (ULI) many Vilas Neighbors did attend the general meeting. (Note, the project is not directly within the VNA district, but lies across the street)

As a neighbor council, our group did discuss the development as an agenda item in our monthly neighborhood meeting. This meeting, like always, was noticed on the List serve. At that meeting, we received very little feedback from neighbors. Most were questions about the project (retail space, number of units, unit mix, etc). As a council, the VNA did discuss the project but the VNA council did not make a formal recommendation one direction or another. In general, the VNA council officers have not outlined any major concerns with the project but please note that individual council members and neighbors have various opinions. Based on antidotal information and feedback, the VNA council has generally heard more in support than opposition, but opinions do vary and in no way reflect a formal direction.

Craig Stanley – Resident:

██████ Vilas Ave

- Commercial Real Estate Broker (Broadwing Advisors)
- Economic Development Committee (current)
- Regent Street corridor committee -market advisor (past ~2010)
- Long term transportation committee (past)

As a resident in close proximity of Monroe Street, I generally support good quality in-fill development. My general view is re-development sites that enhance the quality of the street scape and allow for greater infill residential and supportive retail (Commercial) space is the right strategic direction for the city of Madison to implement and encourage. The project at 1720 Monroe is a project I fully support. I am very comfortable with a 5 story structure on this site and believe the quality of the design and location is appropriate for this location. The project also supports the long term transportation plan outlined by the city and encourages better land use. The project is the right strategic direction that will continue to increase tax base, support greater retail viability in a changing retail environment and accomplish cities sustainable goals outline on a macro scale.

The development is well thought out and reduces neighborhood impact and enhance a great sense of place at the Spooner corner. I do not believe any president is set by allowing this density and height at this location. The approval of this project, in my opinion accomplishes most if not all the long term goals of city policy.

Respective submitted,
Craig P. Stanley

City of Madison Planners, City of Madison Planning Commission, and Alders,

A 5-story building does not belong on Monroe Street and I am requesting that the building size is reduced to 4 stories. There is forgotten history of the surrounding neighborhoods, businesses, and City of Madison officials' discussion of the future of Monroe St. A large 5-story building with little set back is the exact situation that was extensively discussed in the many many meetings for developing the "City of Madison Monroe Street Commercial District plan" around the time after Trader Joes and Hotel Reds origins.

Why did all the neighborhoods and city officials spend so much time on making these plans? They cared about the City and the encroachment of higher modern buildings in traditional areas of the city. There has to be a stop to the high story buildings that do not fit the traditional neighborhoods. The architectural details, character of the traditional neighborhood buildings make Madison quaint and soon will be non-existent on Monroe St.

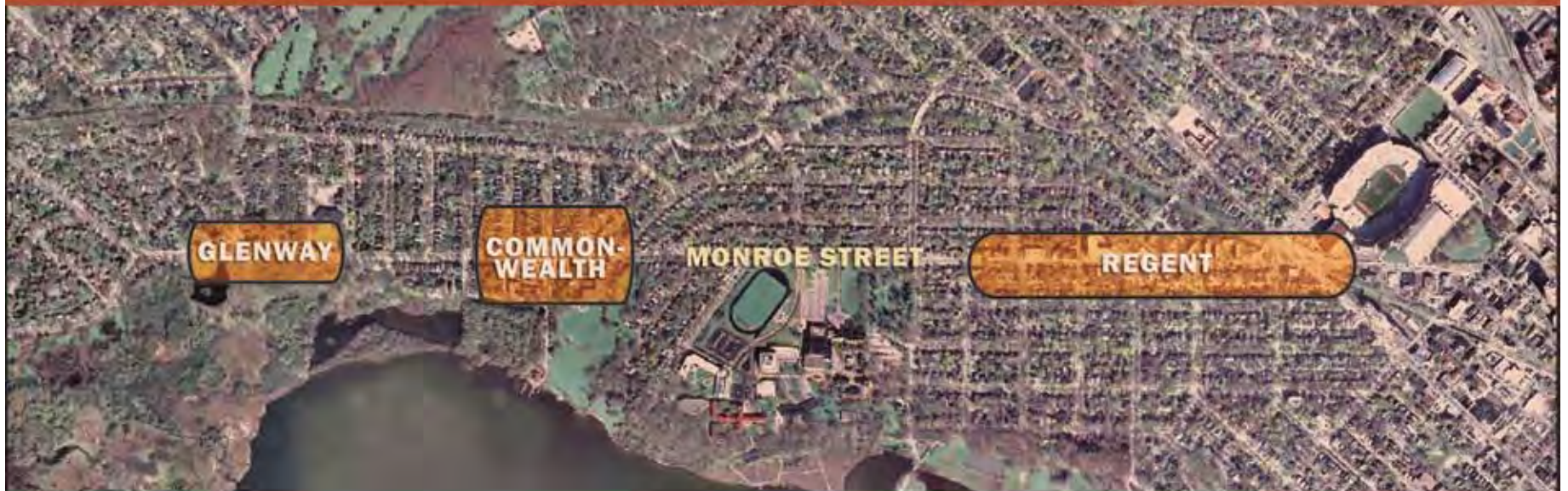
I want to share a few highlights and conclusions of the 108 page Document, the "Monroe Street Commercial District plan", developed by 3 neighborhoods, city officials and businesses (see attached list or this URL): <https://www.cityofmadison.com/planning/pdf/monroe.pdf>

1. The Plan indicates a "preference for 2-3 story development that features active and well-articulated ground floors that have activities that attract the interest of pedestrians" (see Page 20)
2. Specifically concluding recommendations (page 43) that "No building on Monroe Street should exceed four (4) stories for the entire length of the street."
3. Again, (page 49) under building height details "... 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"

Please consider these facts and keep Madison with unique traditional neighborhood areas and commercial streets. Please oppose more than 4-story buildings on Monroe St. Please do not give in to developers. Visitors will continue to come to Madison for more than just sporting events. Your children will thank you for maintaining a piece of history.

Regards
Eileen Thompson
Vilas Neighborhood Bear Mound Park representative
Vilas Resident, ■■■ Campbell St

MONROE STREET Commercial District Plan



Dudgeon-Monroe and Vilas Neighborhood Associations
& The Monroe Street Merchants Association

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

Adopted by the City of Madison
March 27, 2007

Enactment No.: RES-07-00399
Legislative File ID: 05720

Acknowledgements

The Monroe Street Commercial District Plan Steering Committee

Jane Riley, co-chair, Dudgeon-Monroe Neighborhood Assoc.
Mary Ann Cook, co-chair, Dudgeon-Monroe Neighborhood Assoc.
Paul A. Beckett, Dudgeon-Monroe Neighborhood Assoc.
Gil Jevne, Dudgeon-Monroe Neighborhood Assoc.
Lynn Pitman, Dudgeon-Monroe Neighborhood Assoc.
Chuck Erickson, Vilas Neighborhood Assoc.
Julia Kerr, Vilas Neighborhood Assoc.
Tess Mulrooney, Vilas Neighborhood Assoc.
Keith Bieneman, Monroe Street Merchants Assoc., TileArt
Orange Schroeder, Monroe Street Merchants Assoc.,
Orange Tree Imports
Mike Flint, Monroe Street Merchants Assoc., Mallat Pharmacy

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Peg Breuer, Monroe Street Merchants Assoc.,
Neuhauser Pharmacy/Post Office
John Imes, Monroe Street Merchants Assoc., Arbor House
Orange Schroeder, Monroe Street Merchants Assoc., Orange Tree Imports
Paul A. Beckett, Dudgeon-Monroe Neighborhood Assoc.
Bob Goode, Dudgeon-Monroe Neighborhood Assoc.
Tess Mulrooney, Vilas Neighborhood Assoc.

Neighborhood Association Presidents

Brian Solomon, Daryl Sherman, Dudgeon-Monroe Neighborhood Assoc.
Dan Feeney, Vilas Neighborhood Association

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Alder Isadore Knox, Jr., District 13
Former Alder Matt Sloan, District 13
Former Alder Andy Heidt, District 13

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Business Districts Inc.

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Wells, Chris

From: Eskrich, Sara
Sent: Monday, January 22, 2018 5:57 PM
To: Firchow, Kevin; Wells, Chris
Subject: Fw: New proposed building

From: Tracy Lewis <[REDACTED]>
Sent: Monday, January 22, 2018 11:47 AM
To: Eskrich, Sara
Subject: New proposed building

I have huge concerns about yet another large building that is even taller than the last being considered for Monroe St. we are totally changing the nature of this neighborhood that has unique architectural features as in older lowrise buildings. I cannot understand how we are allowing further density of construction to happen in this area which is already pressed to the limit with traffic Regards Tracy Lewis [REDACTED].
Leonard Street

Wells, Chris

From: Eskrich, Sara
Sent: Monday, January 22, 2018 4:50 PM
To: Wells, Chris; Firchow, Kevin
Subject: Fw: Commercial zoning on Monroe Street

From: Maureen Kiley <[REDACTED]>
Sent: Monday, January 22, 2018 2:35 PM
To: Eskrich, Sara
Subject: Commercial zoning on Monroe Street

NOT in favor of this.
Please leave Monroe Street alone.
No 5 story high rises
Maureen Kiley
[REDACTED] S. Orchard Street
Madison, WI 53715

Wells, Chris

From: Eskrich, Sara
Sent: Monday, January 22, 2018 4:50 PM
To: Firchow, Kevin; Wells, Chris
Subject: Fw: Associated Bank building replacement

From: Patrick Scheckel <[REDACTED]>
Sent: Monday, January 22, 2018 12:54 PM
To: Eskrich, Sara
Subject: Associated Bank building replacement

Hi Sara, I'm writing to express my support for the planned development in place of the Associated Bank building. I wouldn't support five stories everywhere on Monroe, but given its proximity to Monroe Commons, it's not out of place.

Note that this support is expressed as a Vilas neighbor and not as a member of the VNA council.

Regards,
Pat

January 18, 2018

Re: 1720 Monroe Street

Plan Commission members,

The current development (Bank) on this site was zoned PUD in 1976. The previous designation of PUD related to the one story commercial development of the bank which included a significant amount of surface parking, a drive-through, and limited hours of operation. The proposed development significantly changes the terms of the previous PUD and should instead be developed within the TSS zoning classification that is typical along Monroe Street.

The Monroe Street Commercial District Plan, which was adopted by Common Council as official city policy, recommends a 4 story maximum height limit, that this particular parcel be redeveloped as a commercial use building, that the scale and massing patterns be maintained and enhanced, and that development along Monroe Street not affect the adjacent residential properties. The current development proposal is not consistent with these broad recommendations or the intent of the adopted plan.

While I understand that absolute consistency with the adopted Plan may not be possible or desirable, I urge the Plan Commission to uphold the intent of the adopted plan by requiring the use of TSS zoning and a four story height limit.

These items should be enforced in order to respect recent development height decisions and a decade's worth of efforts by homeowners, neighbors, Vilas and Dudgeon Monroe Neighborhood Associations, multiple District Alders, City staff, City Commissions, and commercial interests who's input generated the Monroe Street Commercial District Plan. In addition, these restrictions are necessary to maintain regular, consistent, and precedent based development along Monroe Street and to provide protection for adjacent residential structures.

I appreciate the efforts of ULI, the design team, and Alder Eskrich to engage the neighbors in this process. They have agreed to address some initial concerns about venting noise and traffic impacts. While some concerns have been addressed, there remain many additional issues about the impact of this development on the immediate residential structures and the neighborhood including loss of sunlight, precedent for providing retail space as justification for the need for a fifth floor, increased traffic volume on narrow streets and significantly higher practical density than all other development along Monroe Street (please reference attached density study and list of concerns). Maintaining TSS zoning and a four story height limit would alleviate some of these issues.

I am familiar with previous ULI developments and look forward to the redevelopment of this site with confidence that this structure can be designed to be an asset to the Monroe Street Commercial District without extraordinarily burdening the immediate neighbors and neighborhood.

Thank you for your service to our City.

Sincerely,

Dan Scanlon

cc: Heather Stouder, Planning Division Director

Precedent:

Recent projects constructed at 3502 and 1911 Monroe Street are zoned PD and are 4 stories tall. These projects employ significant step backs on the top floor. Projects on Monroe Street currently under construction in TSS are being constructed at 4 stories.

<https://tinyurl.com/ybf474ka> 3502 Monroe Street
<https://tinyurl.com/yat2td7d> 1911 Monroe Street

Redefining the PD:

This proposal demonstrates that by excluding the fifth floor it will meet the height requirements described in TSS. Reducing the building to 4 stories will bring the practical density closer to norms of recent developments along Monroe Street and consistent with high density developments in the immediate neighborhood.

<https://tinyurl.com/yav84279> Link to PD in the Zoning Code

Aggregation:

The aggregation of parcels to sites already designated PD circumvents the zoning controls designed to protect contiguous and adjacent land owners and their investments from development. If these parcels of land are combined, the designation of the site should return to TSS which is the predominant zoning along the Monroe Street corridor. Aggregating parcels of land to sites already zoned PD alleviates the development burden of the original site which received the designation of PD.

Density:

The proposed structure has a practical density far greater than any structure on Monroe Street and acquiring the adjacent property and converting its backyard to a bio-retention area and parking area as a method to alleviate the perceived density should not be considered. See attached Density Study.

Comprehensive Plan for the City of Madison:

Chapter 2, Land Use, Objectives and Policies for Infill Development and Redevelopment, Objective 22, Policy 4.

<https://tinyurl.com/y9x9kjht> Link to Comprehensive Plan

Redevelopment scale and density should be appropriate to redevelopment objectives defined in the applicable City plans and reasonably compatible with established neighborhood character --- including the evolving character in areas with substantial redevelopment. (i.e. 4 stories, see Precedent above)

Chapter 2, Neighborhoods, Objectives and Policies for Neighborhood Planning and Participation, Objective 24, Policy 2.

Foster neighborhood involvement in all development decisions that will impact the neighborhood. (DMNA letter regarding the concerns for this proposal)

Traffic:

Roberts Court (17'-10 wide and significantly less in winter) and Stockton Court are narrow streets and will be used to access the residential parking entrance. The proposal shows the ramp to the below grade parking at 24'-0" wide. The only on-site loading/delivery/moving access to the facility is via South Spooner Street, this access is only available to large vehicles if they back into the site or back out of the site.

High Density Development on Monroe Street

Planned development of 1720 Monroe Street

Associated Bank Site (parcel only)

65 dwelling units 99 bedrooms

0.75 Acre property (1720 Monroe parcel only)

Practical Density = **86.7 dwelling units per acre.** 132 bdrms per acre.



1802 Monroe Street

Monroe Street Commons (Trader Joe's)

53 dwelling units 94 bedrooms

0.96 Acre property

Density = **55.2 dwelling units per acre.** 97.9 bedrooms per acre.



1620 Monroe Street

Clarendon Apartments

77 dwelling units 124 bedrooms

1.9 Acre property

Density = **40.5 dwelling units per acre.** 65.2 bedrooms per acre.



1911 Monroe Street

Empire photography,

18 dwelling units 25 bedrooms

0.26 Acre property

Density = 69.2 dwelling units per acre. 96 bedrooms per acre.



2624 Monroe Street

The Knitting Tree across from Roman Candle

21 dwelling units 24 bedrooms

0.33 Acre property

Density = 63.6 dwelling units per acre 72.7 bedrooms per acre.



723 Glenway Street (3400 Block of Monroe Street)

Madison Chocolate Shop (across from Gates and Brovi)

19 dwelling units 30 bedrooms

0.30 Acre property

Density = 63.3 dwelling units per acre. 100 bedrooms per acre.



3502 Monroe Street (Zoned PD)

Gates and Brovi

18 dwelling units 22 bedrooms

0.28 Acre property

Density = 64.3 dwelling units per acre. 78.6 bedrooms per acre.



Seven27 not on Monroe Street but a project by Urban Land Interest

727 LORILLARD CT by Brittingham Boat House

117 dwelling units 143 bedrooms

1.66 Acre property

Density = 70.5 dwelling units per acre. 86.1 bedrooms per acre.



The Ideal apartment building on U.S. Highway 151 (Park Street) is 75 dwelling units per acre and 94.7 bedrooms per acre.

Wells, Chris

From: Firchow, Kevin
Sent: Thursday, January 18, 2018 9:34 AM
To: Wells, Chris
Cc: [REDACTED]; Stouder, Heather
Subject: FW: Comments for the public record regarding 1720 Monroe St. development

Chris- These comments came in last night. Please include these in the PC packet. I've copied the sender to confirm that we received these.

From: Tanya Schlam [mailto:[REDACTED]]
Sent: Wednesday, January 17, 2018 11:19 PM
To: Stouder, Heather <HStouder@cityofmadison.com>; Firchow, Kevin <KFirchow@cityofmadison.com>
Subject: Comments for the public record regarding 1720 Monroe St. development

I would like the comments below entered into the public record. Could you please let me know you received these comments? Thank you!

Sincerely,
Tanya Schlam

To Whom It May Concern:

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

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

We would like there to be a solid masonry wall between the properties (between 619 S. Spooner and 625 S. Spooner [which is part of the development], and between the back of 619 S. Spooner and the proposed development) to keep tenants and customers out of our back yard and to help contain exhaust from vehicles and delivery trucks in the parking lot at 625 S. Spooner. We are also concerned about exhaust from the underground parking and the HVAC in the back of the building entering our back yard.

We do not want the proposed development to adversely affect air quality for nearby neighbors and new residents. Restaurant workers or others smoking in the back of the building (around 30% of food service workers smoke¹), fumes from restaurant cooking, and idling cars and trucks (due to increased traffic congestion on Spooner Street and deliveries to the new retail stores and residents) can all adversely affect the air quality and our health. These concerns can be mitigated, but only with planning and appropriate investment by the development project. We appreciate Urban Land Interest's commitment to making the entire property including the building's balconies and the parking lot smoke-free. We are very pleased with their responsiveness on this issue.

If the building ends up containing a restaurant, it is vital that exhaust be through the roof and be planned for before the building is built. Pollutants from cooking are a known health hazard and the neighbors and residents in the development should not be exposed to them unnecessarily.² We appreciate Urban Land Interest's

commitment to venting potential restaurant exhaust through the roof. Exhaust and fumes from the underground parking should also be vented appropriately and away from the neighbors. The ideal, in a neighborhood already very dense with restaurants and short on other retail, would be to develop the building without a restaurant tenant.

In terms of traffic, if the building is kept to 4 stories with an appropriate step back (following the precedent set by other developments in the neighborhood and keeping density consistent with other developments in this neighborhood), this will help with the traffic congestion. Already, in the evening rush hour, Spooner Street is often very backed up with cars. We have not yet been shown an adequate plan for how to address deliveries so that traffic on Spooner does not become even more difficult. If the city could allow there to be a loading zone during specified hours on Monroe Street in front of the building, that would be very helpful. Having “no idling” rules for trucks making deliveries to the building would also be helpful. And forgoing a restaurant tenant would reduce the frequency of deliveries. Again, the presence of idling trucks and increased congestion is an air quality and health issue for residents: “Many scientific studies have found that people who live, work, or attend school near major roads appear to be more at risk for a variety of short- and long-term health effects, including asthma, reduced lung function, impaired lung development in children, and cardiovascular effects in adults.”³

We are also concerned about increased noise in the neighborhood from the development, especially from the rear of the building and the commercial-grade HVAC. Noise pollution is a stressor, has negative health effects, and steps should be taken to minimize it. We would like to see a plan in the designs to encapsulate all the mechanical systems from the building. 625 S. Spooner (which is part of the development) is currently zoned residential and the noise limits for the development should remain at residential limits.

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

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

Sincerely,

Tanya Schlam, PhD

Associate Scientist, University of Wisconsin Center for Tobacco Research and Intervention
and

Jordan Ellenberg, PhD

Professor of Mathematics, University of Wisconsin-Madison

■ S. Spooner Street. Madison, WI 53711

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

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

³ https://www.epa.gov/sites/production/files/2015-10/documents/ochp_2015_near_road_pollution_booklet_v16_508.pdf

Wells, Chris

From: Eskrich, Sara
Sent: Thursday, January 11, 2018 8:48 PM
To: Mary Erdman <[REDACTED]>
Cc: Glaeser, Janine <JGlaeser@cityofmadison.com>
Subject: Re: 1720 Monroe St.

Thanks, Mary. Very much appreciate your email. I'll share, per your request, into the public record (by way of CCing staff on this email).

Sara

Sara Eskrich
DISTRICT 13 ALDER
CITY OF MADISON
(608) 669-6979
district13@cityofmadison.com

Subscribe to District 13 updates at www.cityofmadison.com/council/district13/

From: Mary Erdman <[REDACTED]>
Sent: Saturday, January 6, 2018 3:34 PM
To: Eskrich, Sara
Subject: 1720 Monroe St.

Hi Sara,

I want to offer support for the new construction at the site of the old Associated Bank on Monroe Street. I think this is a positive project for the neighborhood. I have been following closely online the progress of the development. I also met Anne Morrison for coffee last fall at her suggestion to get my thoughts on apartments that would be desirable to current Dudgeon-Monroe residents looking to downsize and stay in the neighborhood. I have owned a house in this neighborhood since 1989 and am seriously looking at downsizing since I am physically unable to do all the maintenance projects required. The opportunity to remain living in the neighborhood is very appealing to me. I have picked out the apartment I would ideally like to live in at 1720 Monroe Street!

I have not been thrilled with every apartment project that has been built in Dudgeon-Monroe. I think there has been more thought put into this construction project and there is a continuing dialogue with residents that was absent in past projects. I think the developer is very invested in getting 1720 Monroe Street right especially since she lives close by!

If there is any way to facilitate moving the public library on Monroe St. into 1720 Monroe St., that would be a huge plus for all!

You are welcome to use my email in support for this project, but please do not use my last name, email, and address as people looking to buy in the neighborhood will be contacting me.

Thanks and happy 2018! Good luck getting Monroe St. construction funded!

Mary Erdman
[REDACTED] Sheldon St.

Wells, Chris

From: Glaeser, Janine
Sent: Wednesday, January 10, 2018 8:13 AM
To: 'Lucas Dailey'
Cc: Tim Thompson; Marney; Mark Salerno; Megan & Jordan; Ginger Morgan; Muriel Krone; Wells, Chris; Tanya Schlam; Eskrich, Sara
Subject: RE: Public Comment for item number 3 (1720 Monroe Street, leg 49395) on the Jan 10, 2018, UDC Agenda

Mr. Dailey, we have received your email and will include it in the commission packets for this evening's 1/10/18 Urban Design Commission meeting.

Thank you,



Janine Glaeser, AIA, LEED AP

Planner, Urban Design Secretary
Department of Planning & Community & Economic Development
Planning Division
126 S. Hamilton Street
Madison, Wisconsin 53701-2985
jglaeser@cityofmadison.com
T: 608.267.8740

From: Lucas Dailey [mailto:]
Sent: Wednesday, January 10, 2018 1:02 AM
To: Glaeser, Janine <JGlaeser@cityofmadison.com>; Wells, Chris <CWells@cityofmadison.com>; Eskrich, Sara <district13@cityofmadison.com>
Cc: Tim Thompson < >; Marney < >; Mark Salerno < >; Lucas Dailey < >; Megan & Jordan < >; Ginger Morgan < >; Muriel Krone < >; Tanya Schlam < >
Subject: Public Comment for item number 3 (1720 Monroe Street, leg 49395) on the Jan 10, 2018, UDC Agenda

Commissioners, Alder Eskrich,

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

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

Missing Drawings

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

My Views

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

Amendment 1

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

Amendment 2

This development doesn't do it yet. Please look at the attached files [glenway.jpg](#) and [knickerbocker.jpg](#). As the alder of this district I worked on the Glenway project through its entirety and the tail end of the Knickerbocker project. You'll note two important things about those developments.

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


These devices maintain the continuity of the intact SFH neighborhood by incorporating the same massing at the edge (1), then allowing the building to gradually heighten as it approaches the commercial street (2). Not bad, right? Now look at the attached file [spooner-elevation.jpg](#). The proposed development does not respect either of the massing devices that were so crucial to the Glenway and Knickerbocker projects integrating into the neighborhood.

Conclusion

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

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

cheers,
Lucas

--
Lucas Dailey
blog: 
work: Product Manager | PropellerHealth.com

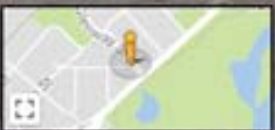
720 Glenway St
Madison, Wisconsin

GLENWAY

Street View - Oct 2016

Nearly the same height

45° massing line

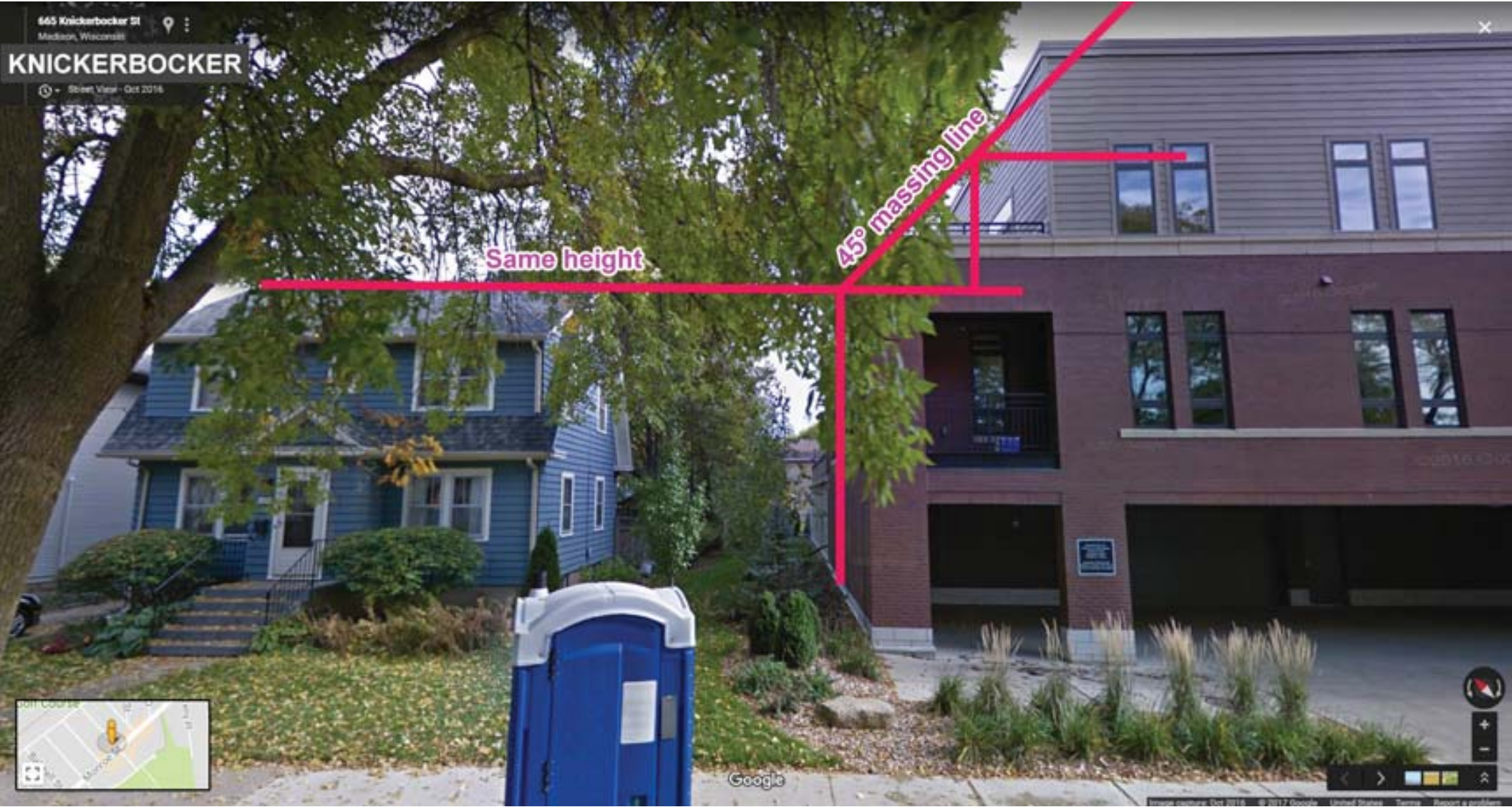


Google

665 Knickerbocker St
Madison, Wisconsin

KNICKERBOCKER

Street View - Oct 2016



Same height

45° massing line



This part of the building was mistakenly removed from the Spooner elevation. I put it back, to scale

Same height

EXCEEDS
45° MASSING
45° massing limit

I used the plans to reconstruct the missing elevation.



ROOF
164' - 0"

FIFTH FLOOR
152' - 0"

FOURTH FLOOR
140' - 8"

THIRD FLOOR
129' - 4"

SECOND FLOOR
118' - 0"

FIRST FLOOR
100' - 0"

10 11 17 21 21 12 7 3 10 3 2 21 1 14 15 3 7 5 10 3 7 8

11 20 9 6 4 5 7 19 5 6 1 20



Wells, Chris

From: Sandy Gorman <[REDACTED]>
Sent: Wednesday, January 10, 2018 9:35 AM
To: Eskrich, Sara
Cc: Wells, Chris; president@dmna.org; Glaeser, Janine
Subject: ULI - Monroe Street Project

Dear Alder Eskrich,

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

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

Sincerely,

Sandra S. Gorman



ORANGE TREE IMPORTS

1721 MONROE STREET

MADISON, WI 53711

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

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

January 9, 2018

Dear Sara, Chris, David and Janine,

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

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

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

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

All my best,

Carol L. Schroeder

Carol "Orange" Schroeder



<http://www.dmna.org>

January 9, 2018

To Whom It May Concern,

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

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

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



<http://www.dmna.org>

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

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

Sincerely,

David Hoffert
President, Dudgeon-Monroe Neighborhood Association

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

Wells, Chris

From: [REDACTED]
Sent: Monday, January 08, 2018 8:02 AM
To: Wells, Chris; Glaeser, Janine; president@dmna.org; Eskrich, Sara
Subject: Re: ULI Proposal - another perspective- PS!

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

Sent from my iPhone

On Jan 7, 2018, at 12:57 PM, Patricia Alea <pvalea@aol.com> wrote:

Good Day,


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

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

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

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

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

Thank you.
Sincerely, Pat Alea
 Leonard Street
Madison, WI 53711

Components of Change

Components of Change					Results
Vision	Skills	Incentives	Resources	Action Plan	CHANGE
▶	▶	▶	▶	▶	▶
	Skills	Incentives	Resources	Action Plan	CONFUSION
▶	▶	▶	▶	▶	▶
Vision		Incentives	Resources	Action Plan	ANXIETY
▶	▶	▶	▶	▶	▶
Vision	Skills		Resources	Action Plan	GRADUAL CHANGE
▶	▶	▶	▶	▶	▶
Vision	Skills	Incentives		Action Plan	FRUSTRATION
▶	▶	▶	▶	▶	▶
Vision	Skills	Incentives	Resources		FALSE STARTS

Figure 1. Components of change

Glaeser, Janine

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

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

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

Sara

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

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

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

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

Take care,
Kate

Glaeser, Janine

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

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

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

Good evening,

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

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

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

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

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

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

Take care and be well,

Angela Russell

Heather Stouder, Matt Tucker,

RE: Proposed development at 1720 Monroe Street by Urban Land Interest

We cannot support the proposed development by Urban Land Interest (ULI) that was presented the Neighborhood meeting on September 19, 2017 at the Hotel Red at this time. As discussed below, modifications to the project that address our concerns could affect our position on the project.

Our most significant concerns are outlined below. We look forward to working with the developer to address issues of neighborhood safety, traffic congestion, intrusion of noise, odor, and overall height of the structure. This will ensure a proposal that improves the quality of life for existing residents, future residents, merchants and the commercial entities along Monroe Street.

Overall structure height:

We cannot support the current proposal because it exceeds the building height recommendation in the Monroe Street Commercial District Plan, which is 3-4 stories. While the proposed height is similar with the neighboring Monroe Commons structure, the Monroe Commons project was given special permission to exceed the height limits because it included City of Madison owned public parking, a public plaza, a private terrace, a grocery store and below market rate housing. The (six story) Monroe Commons structure also meets the residential neighborhood at the intersection of Harrison Street and West Lawn Avenue with step backs (45 degree angle above 25'-0") as required in the adjacent zoning TSS -28.064(3)(c). The proposed ULI project does not meet these requirements.

The proposed ULI development also does not meet conditions described in the Monroe Street Commercial District Plan that was adopted as official City policy in March 2007. Therefore, we will not support the project if it is unable to meet the intent of the Corridor Plan and intent of the Zoning Code.

Noise:

Noise from HVAC sources is a significant concern. As a case in point, standing behind Trader Joe's is a perfect way to understand how the noise from hot water heaters, underground parking venting and the overall retail/commercial HVAC systems combine to create an extremely loud situation that is audible the entire day, for blocks. Exhaust or intake systems including HVAC, underground parking should be directed away from contiguous and nearby residences (single family and apartments).

We support hours of trash collection, deliveries and move in/out scheduled between 6:30am and 10:00pm. We also support that, when commercial tenants are chosen, that their hours of operation are consistent with other Monroe Street businesses (i.e., last call if a restaurant

be 10pm or earlier). In addition, we support quiet use of the proposed roof patio and recommend that it be closed between 10pm and 6am.

Kitchen Odors and Noise:

We understand that no tenant is proposed at this time for the retail/commercial spaces, but we believe the design of the building must require provisions for a restaurant and its kitchen exhaust.

Venting for the hood fan from a proposed restaurant kitchen space can and must be routed up through the roof of the building or those residents located behind this building will be taking on a truly life-changing level of noise. We will only support a solution that vents kitchen exhaust through the roof. Scrubbers that discharge kitchen exhaust must also be exhausted through the roof as scrubbers reduce odors but increase noise.

Traffic:

Neither Stockton Court or Roberts Court are designed for substantial traffic and any increase to support the retail and residential development is certain to increase traffic, causing major safety problems.

Roberts Court is only 17'-10" wide (significantly less during winter) and there is no terrace between the sidewalk and road. ULI must provide clear data and plans to divert/minimize traffic away from Roberts and Stockton Courts. Our recommendation is to keep the restriction of "no left turn" off of the property (1720 Monroe) onto Stockton Court.

Commercial delivery and residential moving vehicles pose a significant problem for the surrounding community and currently there is no loading dock or area proposed for large vehicles. Delivery vehicles for restaurant and retail operations are either semis or large stake trucks and will stop on Spooner Street or Stockton Court to unload. The turning radius onto both of these streets from the property at 1720 Monroe is insufficient. The proposed development must plan for a loading zone for such vehicles. We will support development that addresses realistic solutions for deliveries.

We will only support retail store entrances on Monroe street. Spooner Street and Stockton Court are not part of the Monroe Street commercial corridor. The residences on Spooner St. and Stockton Ct. are contiguous neighbors and are single family dwelling units (zoned TR-C2 and TR-V1).

We approve of leaving the residential structure (once a single family detached dwelling now a two unit Apt.) located at 625 Spooner Street intact.

We look forward to a project that redevelops the property at 1720 Monroe with the goals, values, considerations and amenities that are consistent with the recent developments that have taken place on Monroe Street over the last ten years. For example, we approve of the inclusion of bicycle parking and all minor amenities such as dog walking stations. We would like to see the

development incorporate items that are in the adopted Monroe Street Commercial District plan such as: "utilizing sustainable practices such as rain gardens and "green" architecture." Perhaps a green roof or other features could be included, as the immediate neighbors experience the frequent flooding that overwhelms the existing rain water sewer system.

We are continuing to work with and share our concerns with Alder Sara Eskrich and Anne Morrison (ULI) on the design of the development and have a meeting tentatively scheduled for early November.

Thank you,

David Hoffert, President DMNA

Joel Bodilly, Zoning Chair DMNA

Cc: Anne Morrison, Sara Eskrich

Paul & Lisa Muench
Pickford St.
Madison, WI 53711

November 16, 2017

Ald. Sara Eskrich
District 13
210 Martin Luther King Jr. Blvd.
Room 417
Madison WI 53703

Re: New Development, 1720 Monroe St.

Dear Alder Eskrich;

I wanted to write you to support and encourage the redevelopment proposal offered by Urban Land Interests for the soon to be vacant bank site at 1720 Monroe St. Our family has lived at Pickford and Gregory for nearly 20 years, our kids attended Thoreau, Cherokee and West, and we consider Monroe St. to be our home base for retailing and dining. You are welcome to use this letter publicly and share with the Council.

We have strong attachments to Associated Bank at this site: this is where we received a loan for our home and we have accounts at the bank. However, the area has evolved around the bank and it's clear that bank branches are getting smaller. When Associated Bank moves out, the site will be a major blighting influence of Monroe St. and the connection to the node of development around Hotel Red. Removing the low density bank building is essential, and I see no better use of this important site that to have good quality multifamily housing with life-giving retail and food/beverage on the ground floor.

The Urban Land Interest's concept puts the site to its best, long term use. The commitment to put residential parking under the building is the "gold standard" because it limits the negative urban and storm water effects of surface parking and attracts residential users because of its convenience. I believe the design provides a modest level of surface parking in the back which will be helpful to the retailers and residents. The building as proposed appears to make all the right urban moves that help make the street fun, safe, and activated with people. I was particularly impressed by the use of exterior finishes around the entire building, including the north (rear) façade. It's a very attractive classical masonry design that will extend the Monroe St. retailing area another block to the east. ULI is a known local firm with an track record that speaks for itself. ULI is local and they self-manage their properties. I think it will help, not hurt, nearby retailers and I'm not concerned about traffic.

I ask that you lend your support and encouragement to this opportunity as it goes through the public approval process and I hope you will actively support it as the Alder for our district. Let's put a vacant site to a wonderful new use. We're lucky to have this opportunity.

Sincerely,



Paul D. Muench



<http://www.dmna.org>

November 12, 2017

Anne Neujahr Morrison
Urban Land Interests
10 E Doty St, Ste 300
Madison, WI 53703

Dear Anne,

On behalf of the Dudgeon Monroe Neighborhood Association, I want to thank you for the commitment you have demonstrated to engaging with the neighborhood as you develop your proposal for 1720 Monroe Street. While my constituents still have some concerns about the proposed development, they consistently report feeling not only heard but also taken seriously by you and the other representatives of ULI. Assuming that this cooperative engagement continues, I am optimistic that we will be able to come out of this process with a mutually beneficial development project.

I am including in this letter the feedback provided by the DMNA Zoning Committee prior to your November 2 presentation at HotelRED. Some of the concerns listed below have already been addressed by you at that meeting, and the Zoning Committee will be meeting again this month to evaluate your updated proposal and revise its feedback for you. However, I believe there is still value in providing you with this “snapshot in time” feedback so that you understand which issues are of greatest concern to my constituents.

Several neighbors have continued to express concern about the overall height of the project. While the proposed height is consistent with the neighboring Monroe Commons structure, that project received special consideration to exceed the permitted height limits because it included several features deemed to be strong assets to the community: City of Madison-owned public parking, a public plaza, a private terrace, a grocery store, and below market-rate housing. The (six story) Monroe Commons structure also meets the residential neighborhood at the intersection of Harrison Street and West Lawn Avenue with step backs (45-degree angle above 25'-0”) as required in the adjacent zoning TSS-28.064(3)(c). The Zoning Committee has not yet had a chance to evaluate whether your increased distance from the property line alleviates any of these concerns.

Noise from HVAC sources is a significant concern. Standing behind Trader Joe’s is a perfect way to understand how the noise from water heaters, underground parking ventilation, and



<http://www.dmna.org>

the overall retail/commercial HVAC systems combine to create an extremely loud noise profile that is audible, for the entire day, for blocks. Exhaust and intake systems including HVAC and underground parking ventilation should be directed away from contiguous and nearby residences (single family homes and apartments). This concern has consistently come up as something that should be “easy enough to do” that it would be “difficult” for DMNA to support this project if it were not addressed. We also request that commercial tenants’ hours of operation be consistent with other Monroe Street businesses (e.g. last call for a restaurant being 10:00 PM or earlier). In addition, we support quiet use of the proposed roof patio and recommend that it be closed between 10:00 PM and 6:00 AM.

We understand that specific commercial/retail tenants are not proposed at this time, but we believe that the design of the building should require provisions for a restaurant and its kitchen exhaust. Venting for the hood fan from a proposed restaurant kitchen space can and should be routed up through the roof of the building so that the residents located behind the building do not take on a truly life-changing level of noise and odor. We further encourage you to include sound-abatement materials in your exhaust system. Scrubbers that discharge kitchen exhaust should also be routed through the roof since they increase noise in order to reduce odors.

Neither Stockton Court nor Roberts Court are designed for substantial traffic, so any increase in traffic to support the retail and residential development could cause major safety problems. Roberts Court is only 17’ 10” wide (and significantly less than that during the winter) and there is no terrace between the sidewalk and the road. We request that ULI provide clear data and plans to divert/minimize traffic away from Stockton and Roberts Courts. Our recommendation is to keep the restriction of “no left turn” onto Stockton Court from the development.

Commercial delivery and residential moving vehicles pose a significant problem for the surrounding community and currently there is no loading dock or area proposed for large vehicles. Delivery vehicles for restaurant and retail operations are typically either semis or large stake trucks and are likely to stop on Spooner Street or Stockton Court to unload. The turning radius onto both of these streets from the development appears to be insufficient. We request a more specific plan for loading and deliveries for this property; we will support development that addresses realistic solutions for deliveries.

We strongly prefer that all retail store entrances be only on Monroe Street; Spooner Street and Stockton Court are not part of the Monroe Street commercial corridor. The residences



<http://www.dmna.org>

on Spooner Street and Stockton Court are contiguous neighbors and are single-family dwelling units (zoned TR-C2 and TR-V1). We approve of leaving the residential structure (once a single-family detached dwelling, now a 2-unit apartment) located at 625 Spooner Street intact.

We look forward to a project that redevelops the property at 1720 Monroe Street with the goals, values, considerations, and amenities that are consistent with the developments that have been built on Monroe Street over the last ten years. For example, we approve of the inclusion of bicycle parking and all minor amenities such as dog walking stations. We would like to see the development incorporate items that are in the adopted Monroe Street Commercial District Plan such as “utilizing sustainable practices such as rain gardens and ‘green’ architecture.” Perhaps a green roof or other such features could be included, as the immediate neighbors experience the frequent flooding that overwhelms the existing rainwater sewer system.

Once again, we appreciate your responsiveness so far to the concerns you have heard expressed by both individual neighbors and our Association as a whole. We look forward to continuing to work with you to refine this proposal in a manner that works for both you and the neighborhood. Our intention is to have the DMNA Zoning Committee meet this month to review the revisions you announced at both the November 2 neighborhood meeting and the November 8 Urban Design Commission meeting. We hope to be able to finalize another round of feedback for you at our December DMNA Council meeting.

If you have any questions about this feedback, please do not hesitate to reach out to me.

Sincerely,

David Hoffert
President, Dudgeon Monroe Neighborhood Association

cc: Sara Eskrich, Matt Tucker, Heather Stouder, Janine Glaeser, Joel Bodilly

From: Kate Toews <[REDACTED]>
Sent: Saturday, November 11, 2017 8:47 PM
To: Eskrich, Sara
Subject: Support for 1720 Monroe St development

Sara

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

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

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

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

Take care,
Kate

Wells, Chris

From: Douglas Poland <[REDACTED]@me.com>
Sent: Wednesday, November 08, 2017 8:18 AM
To: Eskrich, Sara; Wells, Chris; President Dmna
Subject: UDC Meeting to address proposed project at 1720 Monroe Street

Ald. Eskrich and Messrs. Wells and Hoffert,

I write in support of the project that Urban Land Interests has proposed for 1720 Monroe Street. I currently serve as the Vice Chair of the Board of Directors of Downtown Madison, Inc., and as a Vilas Neighborhood Association representative on the Edgewood/Neighborhood Liaison Committee, but I do not purport to speak for or represent either organization in providing my comments in this statement. Rather, I am submitting this statement in my capacity as a resident of the Vilas neighborhood and as a downtown business owner with experience as a tenant of ULI.

I strongly support Vilas and Dudgeon Monroe neighborhood businesses, and especially those along Monroe Street. Many amenities have been added over the years, making Monroe Street a much more vibrant and attractive street, but the block where the Associated Bank is currently located is currently devoid of any stores or residences that would contribute to the vitality of Monroe Street. For those of us who enjoy living in vibrant urban neighborhoods, this would add considerably to the desirability of the neighborhood.

Second, I strongly support increased density in residential units in the City of Madison generally, and also in infill developments along Monroe Street, for two reasons. The first reason is to provide more affordable housing. As the owner of a single-family home, I recognize that I am fortunate to own such a house, but with the low inventory of single-family homes, there is very little availability of such properties for sale, and the prices have escalated to the point where they are not affordable for many residents. In addition, taxes on single-family homes have increased to the point where they are making the homes unaffordable. By providing many residential living spaces in the neighborhood, the proposed project will provide an opportunity for people who cannot find an affordable home in the Vilas or Dudgeon Monroe neighborhoods to remain in those neighborhoods. A second reason is that as climate change takes hold and affects Madison, and we focus more of our efforts on combating climate change through living more sustainability, we must increase the density of our cities, including Madison. We know that we are becoming a more urban society, and Madison is growing rapidly. We also know that cities that are more dense and urbanized are more sustainable. If the choice is to either build more density in infill developments such as the one that ULI has proposed, which are in already developed areas with access to public transit and walkable neighborhoods, or to pave over more rural areas and create new communities where there is no public transit, it is clear that the far more responsible and sustainable choice is to approve projects such as the one ULI has proposed.

Finally, I strongly support the project because of my experience as a tenant of ULI's. I am an attorney, and two years ago, I left my former firm and opened a new office in ULI's building at 10 East Doty Street. ULI has been a model landlord. They are incredibly attentive to my needs, respectful of my privacy and my office space, and they are proactive in coming to me with suggestions about how my rental experience might be enhanced. I cannot express enough how excellent the experience of renting from ULI has been.

In sum, I believe that this is the right project, in the right place, at the right time, and proposed by the right developer. I hope that UDC will approve the project. Thank you for considering these comments.

Very truly yours,

Douglas M. Poland
[REDACTED] Adams St.
Madison, WI 53711
[REDACTED]

Wells, Chris

From: Craig Stanley <[REDACTED]>
Sent: Wednesday, November 08, 2017 11:23 AM
To: Eskrich, Sara; Wells, Chris
Subject: 1720 Monroe

Good morning Sara and Chris,

I will be unable to attend the UDC meeting tonight but I would like to provide a prospective.

As a resident and neighbor in the Vilas Neighborhood, I want to outline my strong support for the redevelopment at 1720 Monroe Street being proposed Urban Land Interest's (ULI) project.

As both a former member of the long transportation committee, the current economic development committee, and a neighbor, I believe projects like these are the smart long term vision that supports the growth and goals Madison needs for its future. ULI has a long track record of high quality design, construction and property management. I believe their project would enhance the neighborhood and I also believe they will be a good neighbor on Monroe Street.

The building is well designed and in fits the scale and character of nearby buildings. The project will also enhance transportation goals outline by the city as well as increase our needed tax base. I also believe it will help to continue to restore neighborhood retail. I am excited to see this project in my neighborhood and would appreciate you sharing my comments with UDC and Plan Commission.

Sincerely,
Craig Stanley

[REDACTED] Vilas Avenue
Madison 53711

[REDACTED] work
cell

From: Anne Morrison <[REDACTED]@me.com>
Date: November 08, 2017 10:26:33 AM
To: Megan Spicer <[REDACTED]@gmail.com>
Subject: Re: Associated Bank Redevelopment

Hi Megan,

Thanks for your comments. Could I forward this to the City so that it can be included with the other letters of support as part of the record for the project? Please confirm that is okay.

Kind regards,

Anne

Hello,

My husband and I would like to express our sincere support for the redevelopment of the Associated Bank property. We live three blocks away from the property and walk, ride or drive by the area almost every day. We moved here three years ago from the far West side of Madison largely due to the Monroe Street retail (& the wonderful schools of course!). The proposed design will fit in with the neighborhood architecture and zoning and it will enhance the character and vibrancy of our neighborhood. It will also create density for the neighborhood, which is a GOOD thing. We need neighborhood residents to support our restaurants, shops, and retail locations. If we can supply different housing opportunities for more residents, which this development tastefully does, our neighborhood will be stronger, more vibrant, and successful for years into the future.

This project has been proposed in a thoughtful, respectful and smart way. It will contribute to the desirability of the neighborhood and will allow more people to join our fantastic community. We fully support this project as proposed and hope you see the numerous positive reasons why.

Sincerely,

Megan Spicer & Michael Siniscalchi

[REDACTED] Keyes Ave

Wells, Chris

From: Amanda Veith <[REDACTED]@gmail.com>
Sent: Wednesday, November 08, 2017 10:54 AM
To: Eskrich, Sara; Wells, Chris
Subject: Letter of Support 1720 Monroe Street

Good morning,

I'm writing in support of ULI's proposed development at 1720 Monroe Street. Please share my comments with UDC and Plan Commission.

I attended the neighborhood meetings for the project and I know that this proposal has a lot of support. I grew up in the DMNA neighborhood and am raising my two young children here. We've lived on Keyes, West Lawn and even rented at 619 S. Spooner--just next to this site! We love the neighborhood and want to see it become even stronger. I am very familiar with ULI and the quality of their work and am excited that they are working on this project. It will bring needed housing and great locally owned businesses to the block. I encourage your support of this project!

Best,

Amanda Veith

Wells, Chris

From: Eskrich, Sara
Sent: Monday, November 06, 2017 9:35 AM
To: Wells, Chris
Subject: Fwd: Proposed Apartment Building on Monroe Street

Follow Up Flag: Follow up
Flag Status: Flagged

For the legislative file. Thanks!

Sent from my iPhone

Begin forwarded message:

From: Muriel Krone <[REDACTED]>
Date: November 6, 2017 at 8:20:57 AM CST
To: "Eskrich, Sara" <district13@cityofmadison.com>
Subject: Re: Proposed Apartment Building on Monroe Street

Sara, I just returned from an eleven day trip this morning.

I spoke from the heart when I wrote the letter below. I shed many tears when I heard about the project -- It is heart-breaking to think about such a large-scale building right in my backyard. You know I am a master gardener who has spent a good portion of my life in this space improving the quality of life of this neighborhood. Our gardens, lawns, noise, lighting, safety or privacy doesn't seem to matter. Our life savings are invested in our little homes. This tiny block is being overtaken by a powerfully political company who doesn't seem to be listening to our concerns. Making money seems to be the over-riding factor which deeply affects those of us who live here, not only in this particular block as well as the entire neighborhood, including Vilas neighbors & Clarendon neighbors.

Monroe Commons took several years of discussion & compromise before being allowed to be built. This project is being rapidly pushed through with little compromise. The fact ULI are slicing up a Spooner Street residential-zoned property, taking down private garages, not adhering to the Dudgeon-Monroe plans by building a 5-story huge building, no setbacks, etc. totally disrespects the laws of our neighborhood. The proposed building ignores the 4-story maximum with step-backs as required in the adjacent Traditional Shopping Street (TSS) zoning district and described and adopted as official city policy in the Monroe Street Corridor Plan. We have all learned about the extra traffic, 24 hour noise, clanging & beeping delivery trucks, 5:30 AM garbage dumpsters, flooded basements, etc. Monroe Commons has caused this neighborhood to endure on a daily basis. Let's not make these same mistakes.

Yes, Sara, please include my e-mail. The neighbors need a voice in this important matter which will be impacting our quality of life now & in the future. Thank you for the opportunity to express my opinions.

Sent from Muriel's iPad

Wells, Chris

From: Eskrich, Sara
Sent: Sunday, November 05, 2017 8:20 PM
To: Wells, Chris
Subject: Fw: 1720 Monroe Street

For the legistar file. Thanks!

Sara Eskrich

DISTRICT 13 ALDER
CITY OF MADISON
(608) 669-6979
district13@cityofmadison.com

Subscribe to District 13 updates at www.cityofmadison.com/council/district13/

From: Jessica Richards <[REDACTED]>
Sent: Friday, November 3, 2017 9:38 AM
To: Eskrich, Sara
Subject: 1720 Monroe Street

Hello,

I just wanted to drop a quick note saying that I live near the proposed development and support the ideas that ULI is suggesting. I think they understand the astectics of the area and definitely have a stake in the success of the neighborhood. I am excited for the new retail spaces!

Thanks,
Jessica Richards
[REDACTED] Keyes Ave

From: Tim Thompson <[REDACTED]>
Sent: Thursday, November 2, 2017 11:10 AM
To: Eskrich, Sara
Subject: Re: Meeting tonight

Hi Sara:

I understand that there will be another ULI meeting this evening at Hotel Red. Unfortunately, I have to work tonight and will be unable to attend. I continue to have the same concerns that we discussed when we met at the cafe about 6 weeks ago. Just a reminder, they are:

1. Traffic: Stockton Court and Roberts Court are not designed for substantial traffic and an increase to support this retail and residential is certain to increase traffic, causing major safety problems.
2. Moving/delivery vehicles: There is no loading dock or area for these vehicles to stop. In my experience, they will just stop anywhere they want and put on their flashers, adding to traffic and safety concerns on Roberts/Stockton/Spooner.
3. Noise/HVAC: Standing behind Trader Joe's is a perfect way to understand how the noise from hot water heaters, underground parking venting and overall HVAC combine to create an extremely loud situation that is 24/7 and audible for blocks. This venting and the venting for the hood fan from the proposed restaurant space can and must be routed out the roof of the building or those of us located behind this building will be taking on a truly life-changing level of noise.

I have participated in the ongoing conversation with the DMNA, and their letter addresses these issues. I just want to make my personal concerns clear to you. The noise issues in bullet point 3 above are by far my largest concern, the easiest one for the developers to address and mitigate, and the one that is most likely to adversely affect the lives and property values of adjacent neighbors. I hope you share this concern in particular and do what you can to ensure that this obvious and preventable problem is addressed and mitigated in any approved building plan for this site.

Thanks again for your time and consideration.

Tim Thompson
[REDACTED] Stockton Court

From: Bernie Lange <[REDACTED]>
Sent: Tuesday, October 31, 2017 3:07 PM
To: Eskrich, Sara
Subject: 1720 Monroe Street

Dear Alder Sara Eskrich,

I appreciate the effort that it takes to provide your personally emailed accounting of what is going on in District 13 and the District 13 News newsletter. They are always informative. I would like to be kept up to speed on the redevelopment plans for the Associated Bank Building at the aforementioned address. In attending the neighborhood meetings for the expansion of HotelRed, many neighbors expressed concern about the possible re-development of the Monroe Street corridor. The mid-rise, mixed use buildings that have been allowed throughout Madison and the lower Monroe Street area, should not be permitted in the local neighborhood retail area of Monroe Street. The charm of this area promotes an entirely different amenity for the neighborhood and I hope that it can keep that charm.

Have a great afternoon.

Bernie Lange

[REDACTED] Madison Street

From: Judy Sidran <[REDACTED]>
Sent: Friday, October 27, 2017 8:27 AM
To: Eskrich, Sara
Subject: Fwd: Associated Bank Building

Dear Sara,

We will be out of town for the meeting 11/2 about Monroe St. and the Associated Bank Building project proposal.

I wanted to let you know how excited I am about this development and that ULI specifically are the developers. ULI does excellent work taking into account location, quality, design, use and materials. This project will be an outstanding asset at a perfect time for growth in our neighborhood, which by the way the developers also live in.

Bringing a beautiful rental property to the Vilas area insures that people who want to stay and down size will have that opportunity keeping the neighborhood full of mixed ages and incomes. The addition of commercial space will enhance the vibrancy of our business community.

When I heard that ULI had bought the building I wrote to congratulate and support them immediately. I hope you will do the same.

Thanks for your consideration,

Judy Sidran

From: Joel Bodilly <[REDACTED]@gmail.com>
Date: October 12, 2017 at 1:35:02 PM CDT
To: "Peterson Management Co., Inc." <[REDACTED]@sbcglobal.net>, "Eskrich, Sara" <district13@cityofmadison.com>
Subject: Re: 1710 Monroe St.

Luther,

Thank you, I appreciate hearing feedback on the project.

Joel Bodilly
DMNA Zoning [REDACTED] Monroe st

On Thu, Oct 12, 2017 at 8:59 AM, Peterson Management Co., Inc. <[REDACTED]@sbcglobal.net> wrote:

To: Zoning Committee

My name is Luther Torgerson with the Peterson Management Co. Inc. and I represent the Clarendon Associates, owners of the Clarendon Apartments on the 1600 block of Monroe Street. We have been managing this property since 1980 and have seen a number of changes in the neighborhood over the years. I am writing this letter in support of Urban Land Interests proposed redevelopment of [1710 Monroe Street](#). We feel that this development fits well with-in the construction that has occurred in this corridor over the last 20 years and will be an asset to the neighborhood well into the future. The proposed height of this project fits in well with the Monroe Commons building to the west, the approved added floors to be added to the Hotel Red and the new construction going up at the corner of Monroe St. and Oakland Ave. The mix of 1,2, and 3 bedroom apartments should provide a for a diverse community of tenants and the small to medium sized commercial spaces on the ground level will provide a wonderful opportunity for local entrepreneurs to add more vitality to the local business community. While I do have some concerns about the building dealing with venting and noise that might be created by garage doors and garage ventilation and traffic onto Stockton Court I feel that these problems can be dealt with through good design and use of proper equipment before and during construction. In conclusion I would again like to express my support for this development as I believe it will add to the current and future vitality of the Monroe Street neighborhood.

Luther G Torgerson
President, Peterson Management Co. Inc.
Agent/ Clarendon Associates

October 11, 2017

To Whom It May Concern, Regarding Public Comment on Proposed Development of 1720 Monroe Street:

We are writing as residents of the Dudgeon-Monroe neighborhood, living at [REDACTED] Stockton Court in Madison. We also serve as the Caretakers of property for the Madison Friends Meeting (Quakers) located at 1704 Roberts Court (the adjacent property). We understand that ULI has filed a proposed development plan for 1720 Monroe Street, currently occupied by the Associated Bank. We have seen the plans, attended two presentations (one at the Quaker Meetinghouse and one at Hotel Red) on the plans, as well as met with Alder Sara Eskrich to tour the neighborhood and review potential impacts of various aspects of the design.

Here are our current concerns about the project as proposed:

1. The current design of the property does not provide a phased step down/step back in the rear (north face) of the building stipulated for PD zoned properties that directly adjoin residential neighborhoods. This affects the amount of shade cast by the building as well as the overall sense of preserving this as a transitional, and not strictly commercial zone. Trader Joe's has a step down on the north-facing side of its building as do other properties developed off Monroe in the past 5-10 years.
2. The current design preserves NO green/lawn space, nor does it integrate green roof design. Since part of this proposal involves residential units, in an otherwise landscaped residential area, it feels both at odds with the character of our neighborhood and also presents potential storm water drainage issues. The storm water runoff effects following the development of the Trader Joes property has been a significant problem for neighbors on Spooner and Roberts Court. There is very little "green area" for rain water to be absorbed, so the stormwater system has to manage and carry the volume of water to existing drains. Street drains already back up and flood on Spooner and Roberts Court, so Stockton Court could face similar effects.
3. Related to the issue of loss of lawn/green space around the building is that the sight lines of this property extend well beyond the current sight lines of surrounding residential properties. ULI proposes to build all the way to the current sidewalks, instead of setting the building back to preserve sightlines (and integrate any lawn/green space).
4. The increase in residential units means a significant increase to traffic on Spooner, Roberts and Stockton Court. Roberts Court is already narrow, with restrictions on parking. We would STRONGLY support requiring the underground garage to direct traffic to the right and restrict left turns onto Stockton Court for safety and congestion reasons. This has been the practice of the Associated Bank.
5. We are concerned about how the air intake and exhaust for any restaurant and for the underground parking will affect the character and value of the neighborhood. The noise from the Trader Joe's parking garage and residential units is significant. We would request that the designers assume responsibility to mitigate in every way possible the effect of noise and smell for neighboring properties.
6. Finally, while we enjoy and would support restaurant development, we are categorically opposed to liquor licenses beyond that utilized in a dining context; this is not a "late night bar" neighborhood. We have school aged children, as do many of the residences surrounding this property and want the businesses brought into this PD zoned development to remain cognizant of that.

Thank you for considering our concerns and input.

Chris Frakes & Ginger Morgan

Copied: Joel Bodilly & David Hoffert (DMNA), Sara Eskrich (Alder), Matt Tucker & Heather Stouder (city of Madison), and Anne Morrison (ULI)

From: Lisa Baker <[REDACTED]@gmail.com>
Date: October 9, 2017 at 4:21:06 PM CDT
To: zoning@dmna.org, president@dmna.org, district13@cityofmadison.com
Cc: Sam Munger <[REDACTED]@gmail.com>
Subject: **Input from resident about 1720 Monroe Street Redevelopment**

Good afternoon,

We are writing to express our support for the redevelopment of 1720 Monroe Street. We moved to the area as we support sustainability, community, walkability, and accessibility to services, food, entertainment, and learning spaces.

When a vacant site can be redeveloped with a reasonable amount of density, without tearing down adjacent homes, it's a big win for our neighborhood. While not every site on Monroe Street can accommodate a medium-sized development, where the opportunities exist, we believe it's a good opportunity to support the vitality of the neighborhood and its businesses. 1720 is one such site, which currently is dominated by surface parking and situated between a six story and a four story building. Many people want to be a part of our attractive, walkable neighborhood and we should welcome this growth for our community. They help support all the businesses and services that make Monroe Street a great place to live.

Responsible density is necessary for the sustainability of our city and neighborhoods.

Thank you for your time and consideration,

Lisa Baker and Sam Munger
Homeowners
[REDACTED] Keyes Ave
Madison, WI 53711

From: Derek Lee <[REDACTED]<[mailto:\[REDACTED\]](mailto:[REDACTED])>>
Date: Fri, Oct 6, 2017 at 10:49 AM
Subject: Density and Monroe Street.
To: zoning@dmna.org<<mailto:zoning@dmna.org>>

To whom it may concern:

My name is Derek Vernon Lee. I have owned Pizza Brutta on Monroe Street since 2007. I would like to communicate my support for Urban Land's proposal and its promise of adding density and retail to Monroe Street. As we all know retail is really struggling and needs all the help it can get from the city. If retail continues to struggle you will see more and more restaurants and bars which will result in lower margins for restaurants as we will be fighting over the same food dollars (without added density) and just taking market share from each other. The net effect will be a street that resembles a food court which isn't really the potential of Monroe Street. For the first time in ten years our sales have dipped and that must be related to the lack of a retail draw to the street as well as the fact that there are more restaurants. Mixed use continues to be the winning formula. Hilldale is a perfect example of that. I think if we can replicate a mixed use approach of commercial, government, retail and restaurant we can create a street that not only benefits the public but also adds additional revenue to the city coffers. The library represents a real opportunity for the city. If the library could be expanded and added to the development, I think we could create a winning formula. With the library as anchor retail would flock to the foot traffic it generates. There would also be an opportunity to develop the opposite side of the street. I came to this state because of its progressive food economy and am encouraged by the cities forward thinking. As boomers retire and look for new living spaces and walkable communities we have an opportunity to create some exciting urban landscapes that are more livable and generate an exponentially growing revenue base for the city.

Sincerely,
Derek V. Lee

From: Amy Grunewald Mattison <[REDACTED]>

Sent: Monday, October 2, 2017 12:36 PM

To: Eskrich, Sara

Subject: 1700 Monroe Development

Dear Sara,

We moved to the Dudgeon Monroe neighborhood in 2009 after buying a house close to the intersection of Monroe and Spooner. We signed our paperwork while sitting in Pizza Brutta, looking at our house across the intersection, and knew how often we would return there to eat with our young sons. When looking for a home, our first priority was a walkable neighborhood within easy walking or biking distance to the hospital. As we've grown into the neighborhood, we now count on the conveniences we have here and yet appreciate the quiet, welcoming feel our neighborhood has been able to maintain.

While we had a sense that the bank building across the street from our backyard was not going to stand the test of time, we have appreciated the low height of the building which allowed for watching sunrises and observing the night sky for the past 8 years. We will miss that part of our home life, but we believe the benefit of the proposed development will enhance the neighborhood in other ways.

We are pleased to learn that the developing company most likely to develop the land is local, owns and manages the buildings it develops and employs a neighbor and friend of ours. The presentation on September 19 showed that ULI has put careful thought and attention into how best to serve the neighborhood. We are confident that they will continue to be conscientious in their work throughout the project. The proposal will bring new neighbors who value the walkability of this neighborhood and the shops, park, library, and schools that are nearby. ULI will build a structure that will be aesthetically pleasing with the structures and landscape around it. The development will also provide more opportunities for shopping and dining which will in turn bring more people to existing shops on the popular street. We would be especially supportive of the library moving across the street into a bigger space!

As with any development, there are aspects of it that bring challenges. Being the closest homeowner to the proposed project, we appreciated talking with members involved in its development early in the process. We feel our concerns will be addressed and that in the end the project will enhance our neighborhood. The challenges that we foresee are as follows:

1. Pinch point on corner of Spooner and West Lawn: Traffic flows quickly around the corner to either travel north on Spooner or west on West Lawn. Pedestrians, including many school children, walk, bike and scooter around this corner twice daily. There is a small terrace between the sidewalk and the road, but with a building abutting the sidewalk, there is no room for error (or a misstep by a toddler) in making the turn around the corner.
2. Driveway to surface lot on Spooner: Currently, the bank entrance is off of Spooner while the exit is on Stockton Court. Cars may enter off of Spooner, but cannot exit. If cars are going to exit, there is potential for difficulty getting onto Spooner either direction (but particularly turning left) because of the high volume of traffic at peak times, the sharp curve, high speeds off Grant turning onto Spooner, and the proposed narrow sight line (if the building is right on the sidewalk). It will also be more difficult to use our driveway during peak travel times because in addition to yielding to traffic turning off Keyes to go south on Spooner, traffic traveling north and south on Spooner from West Lawn and Grant, we will also need to be aware of any traffic pulling out of the parking lot. If deliveries (including refuse pick up) are also made in this space, that will add to the Spooner exit challenge.

Both of the above points relate to the underlying issue of traffic flow on the intersection of Monroe, Grant, Spooner, and West Lawn, which is a problem currently and has recently grown worse. Idling traffic is a particular concern in the afternoon hours. Cars are lined up traveling south from the stop sign on Spooner to the bridge over the bike path and sometimes beyond. Because of visibility (there is a rise traveling north from Grant St over Monroe, traffic at the Spooner stop sign must wait for clearance, often an entire light cycle. Also, the Spooner speed limit is 15 (except 20 at each end for the school zone) but it is rarely observed or enforced.

After speaking with traffic engineers at the Monroe Street Construction meeting, it was clear that our concerns are shared by the city, but an easy solution is difficult to find. Could it be time to make traffic flow only one way between West Lawn and Monroe at the intersection of Spooner? This would provide more space between the new building and the traffic; it would remove the wait on Spooner at the stop sign to yield to traffic from the left and remove the wait on West Lawn for traffic turning onto Spooner to travel north. Pedestrians would be safer crossing Spooner because there would be no right turning traffic and no traffic crossing Monroe from Grant. The remaining traffic lane could become green space -- maybe a garden to rival Art Decco's amazing living art piece on Grant and Monroe!

While the development of the Associated Bank site will not necessarily contribute to the volume of traffic, it is our hope that the city will address this traffic snarl and pedestrian safety issue at this time when Monroe is being reconstructed.



From: Corning, Jordan <[REDACTED]>
Sent: Tuesday, September 26, 2017 8:20 AM
To: Eskrich, Sara
Cc: [REDACTED]@gmail.com'; [REDACTED]@gmail.com'
Subject: Development at [1720 Monroe Street](#)

Sara,

My name is Jordan Corning. My wife, Megan Corning, and I live at [REDACTED] Roberts Court. Please accept our apologies for missing last Thursday's meeting to walk around the proposed development site at [1720 Monroe Street](#). We had a family emergency that required us to drive up to Eau Claire on short notice that evening.

I'm writing to express my support for the critical items my neighbor, Dan Scanlon, has outlined in the attached document. They are sensible, well thought out, and should not be a significant burden on the developer. The revitalization and development of Monroe Street has been a success, due in large part to developers' willingness to respect and work with property owners in the surrounding neighborhoods. I expect this development will be no different.

If you have any questions or would like to discuss these comments, please do not hesitate to contact me at 608-[REDACTED]-[REDACTED] or at [REDACTED]@gmail.com. Thank you for your time and for your service to our neighborhood and larger community.

Best,

Jordan

Jordan C. Corning
Attorney

HUSCH BLACKWELL LLP

[33 E. Main Street, Suite 300](#) P.O. Box 1379

Madison, WI 53701-1379

Direct: [REDACTED]

Fax: [REDACTED]

[huschblackwell.com](#)

On Nov 5, 2017, at 8:26 PM, Eskrich, Sara <district13@cityofmadison.com> wrote:

Hi Muriel,

Just following-up, would you like me to share this email as part of the public record for this project? (In the Legistar file for the Plan Commission.)

Thanks,

Sara

Sara Eskrich

DISTRICT 13 ALDER

CITY OF MADISON

(608) 669-6979

district13@cityofmadison.com

Subscribe to District 13 updates at www.cityofmadison.com/council/district13/

From: Muriel Krone <[REDACTED]>

Sent: Sunday, September 24, 2017 2:24 PM

To: [REDACTED]; Eskrich, Sara; president@dmna.org; zoning@dmna.org

Cc: Muriel Ann Krone

Subject: Proposed Apartment Building on Monroe Street

Anne, Sara, David, Joel,

Thank you for setting up the meeting this past week. It was the first opportunity for the DMNA neighborhood to visually see what Urban Land Interests plans for our well-loved neighborhood. Even though I was the one who suggested to Anne to have the meeting at HotelRed, I was truly surprised at the open bar with the loud music and the throng of people outside at the bar tables on a week night. I had not witnessed this scene prior to this week and was frankly a little shocked.

Monroe Street is a long busy street which houses many families, businesses, schools, and other folks with different opinions and interests on what we want our neighborhood to be. I personally would never want that HotelRed noisy bar scene next to my house.

It will be a challenge to incorporate a very large & many story apartment building with lots of activity, noise, more traffic, dog-walkers, bicycles, pedestrians into such a small area. We need to keep the ambiance of this neighborhood intact and respect those who came before us. We love our quality of life in our neighborhood.

We have a unique parcel of land next to us which has a one-story building and presently has only a few people in it during the day and zero population from closing time to opening time and no activity on weekends or holidays. What a dramatic and drastic change to build a 5-story vast brick building with 67 apartments and all that brings to our "quiet" space. This block is where we live -- our home residence. I have lived here for over 28 years and I have invested all my hard manual labor and money into this plot of land. It is a residential, highly desirable safe neighborhood filled with children, families who have aged in place, and businesses owned by locals.

I am deeply saddened by this project. It will drastically change the quality of life for those of us who reside on this little block. I am an avid master gardener and will have limited, if any, sunlight. I will no longer see the sun come up in the morning. I will lose my privacy with floors of people being able to look into my house and yard. I will be walking the sidewalks with many more people, having more cars driving our narrow streets, pets using my yard as their bathrooms and added noise, lights and smells.

However, I am a realist and know this, or another project, will be built on this site. Please consider the close-knit residents who call this place home when planning this project. Cut down the building height -- make step backs conform with other Monroe Street buildings. Make the building less dense -- reduce the size. Keep the small narrow streets behind the building safe without added traffic. Keep the noise level down - fans, exhausts, transformers, odors. Remember the residents in Clarendon Apartments need to have their windows open. Please don't carve into the residential property, 625 South Spooner, next to the bank for automobile parking -- underground or surface. The DMNA did not allow Randall Bank to use this site for parking many years ago and it should still stand. South Spooner Street is residential -- keep it that way.

I would also want to encourage the developers to guarantee that all the digging, noise, pounding will not cause our houses to develop cracks in our houses. When the Spooner bridge was dropped and rebuilt several years ago, the shaking earth caused our house ceilings to crack. Keep in mind that some of our houses are over 100 years old.

It may just be another building project to make money for the developers and city tax base, but for those of us who live in this neighborhood it is our home.

Muriel Krone

■ South Spooner Street

From: Marnie Harrigan <[REDACTED]>

Sent: Saturday, September 23, 2017 7:42 AM

To: [REDACTED]; president@dmna.org; zoning@dmna.org; Eskrich, Sara

Subject: Concerns - Associated Bank Project

Anne, David, Joel, and Sara,

Thank you, Anne, for your informative meeting the other night at Hotel Red regarding your intentions for the project on the Associated Bank property. And, Sara, thank you for taking the time to hear input from those of us who live directly north of the property.

We live on the corner of S Spooner St and Roberts Ct. First off, let us say that we are in favor of creating neighborhoods that provide amenities and services within walking distance from where people live. That is why we have remained homeowners in our current location for 26 years. We can support the project in some form. However, we have a number of concerns about the proposal as it currently stands.

The nature of this section of the neighborhood is such that it can not accommodate a structure of the proposed size in such close proximity to single family homes. Traffic, noise, restaurant odors, loss of sunlight, pet waste, and drainage are big concerns. Although you stated you intend to keep with the current "no left turn" onto Stockton Ct, how would this be enforced? The streets to the north and west of the property (Stockton Ct, Roberts Ct, and Spooner St) are very narrow, and on two of the three, there is no buffer between the sidewalk and the street. Wintertime travel is already hampered by snow removal challenges. Families with young children live on these streets, and hundreds of schoolchildren walk by this site every week. Delivery trucks would block the only northbound lane of traffic near the bend on Spooner and create a hazard on an already busy thoroughfare. The addition of a restaurant and HVAC system for such a large building will add to the noise for neighbors who have already sacrificed due to the increased traffic and noise from Monroe Commons and Trader Joe's. Encroachment of a five story building and surface parking into the back yard of the neighboring house on Spooner would block sunlight for immediate neighbors, cause them to lose their garage, and obliterate their yard. Building out to the sidewalk on Spooner does not fit in with the residential character of that street and eliminates the only green space on the property. Our lawns will become latrines for the dogs of your residential tenants. There is already a flooding issue in the basements of some of the surrounding properties due to inadequate drainage during heavy rains.

Due to the above issues, the project must be reduced in size and incorporate enhancements to mitigate the effects on your future neighbors, who already pay hefty property taxes for the privilege of living here and do not want our quality of life to suffer. Please refer to the letter submitted by our neighbor, Dan Scanlon. We strongly support each of his points regarding exhaust noise, odor, step backs, and a reduction in the number of stories.

Sincerely,

Marnie Harrigan and Mark Salerno

[REDACTED] S. Spooner St
Madison, WI 53711

From: Dan Scanlon <[REDACTED]>
Sent: Thursday, September 21, 2017 10:28 PM
To: Eskrich, Sara
Subject: Neighborhood meeting

Sara,

Thank you for meeting with us this evening and thanks for listening to our concerns. Thank you for your time. I believe that in the next few days you will hear from the individuals in the group and a few others. Thank you for the information regarding who we should contact. As you know I have a number of concerns regarding the development and have three main concerns. My intent is to lobby for the three changes on my list that you have.

I support redevelopment of this site, in fact I look forward to it, but I have a few concerns listed below. I will frequent the inevitable restaurant that will go in and hope to see other commercial tenant spaces filled with services the community wants. I am an architect and understand that there will be about a year of construction on the site. I will endure the noise and disruption and I champion the timing, and added expense, of the construction as it relates to the Monroe Street project.

I will support development that achieves the following critical items:

Maintains a four story maximum with step backs as required in the adjacent Traditional Shopping Street (TSS) zoning district and described and adopted as official city policy in the Monroe Street Corridor Plan.

a)

For the proposed development these step backs are particularly important as all of the contiguous properties on the north side of the development are residential properties. It is understood that development in the PD zoning district is guided by the adjacent zoning districts and the Monroe Street Corridor Plan, which limits development to three stories unless there is significant compensating value added (Monroe Street Corridor Plan, page 49, third paragraph).

b)

The five story structure at 1802 Monroe (Trader Joe's) is zoned PD and complies with the intent of the step back rules as it meets the residential neighborhood on Harrison Street. The property at 3502 Monroe (Gates and Brovi) is zoned PD and is four stories tall and is designed with step backs and is contiguous to a residential property.

c)

The developments at 723 Glenway, (Madison Chocolate Shop) and 2624 Monroe (Knitting Tree) have incorporated the step back requirement as the development meets residential properties.

Directs audible exhaust and intake noise generated by the buildings systems for all commercial tenants, restaurant tenants, underground parking exhaust and the rental/residential heating and cooling systems away from the contiguous residences to the north.

The north side of this building will be the service side of "back of the house" and is usually where these utilities are placed. Monroe Commons (Trader Joe's) creates extensive ventilation, intake and building exhaust noise. Currently the noise created by the Monroe Commons building is audible as far as Rowley Street and additional noise created by the new development will be adverse to the quality of life of the residents directly behind the development as well as all residents already affected by Monroe Commons.

Of particular concern is restaurant exhaust noise and smell. It is possible that one or more of the four tenant spaces will entails some sort of food preparation. The noise and odor generated from the exhaust systems of restaurants and kitchens can be extremely loud and foul and remedies can be expensive if not incorporated into the design now.

Revisiting the exhaust issue at the time of a liquor license review would be beyond the point of feasibility to implement an internal building/roof based exhaust system. An exhaust system that would be installed 'up the side of the building' would be unsightly and unlikely because of

rental unit balconies. A remedy that would be installed out the back towards the residential properties exhaust system is completely unacceptable.

Requires the vehicles parked underground to exit on Stockton Court right turn only (“no left turn” onto Stockton Court).

This request is aimed at reducing the traffic on Stockton Court and on Roberts Court which has an actual clear road dimension of 17’-10” wide and is severely compromised during snow events and restrictive through out the winter. (17’-10” is smaller than the width of two parking stalls.) Residential structures on Roberts Court are less than 8’- 0” from the curb.

Thank you again,

Dan Scanlon

Cleveland, Julie

From: Tom Martorana [REDACTED]
Sent: Friday, January 26, 2018 2:39 PM
To: Parks, Timothy
Subject: 1720 Spooner

I recently purchased [REDACTED] Madison street for 590K and put another 250k into it. I am not supportive of zoning changes for the Associated Bank and house next store. Other builders have complied with the zoning ordinance and so should the builders of this one. You are destroying the fabric of the Monroe Street area. Driving is already so congested.

Tom Martorana [REDACTED]

Cleveland, Julie

From: amy bruner <[REDACTED]>
Sent: Wednesday, January 24, 2018 9:11 PM
To: Parks, Timothy
Subject: 1720 & 625 S Spooner St

Dear Mr. Parks,

I wanted to express my concerns about the new proposed development at [1720 625 S Spooner St](#). While I recognize that our community needs to continue to provide affordable rental housing, I think the height of this proposed building violates the spirit of our neighborhood community. I welcome the addition of a new, high quality housing development on Monroe Street but ask that you please consider the prior height restrictions when considering this development.

Thank you for your work and consideration of my comments.

Sincerely,

Amy Bruner Zimmerman

[REDACTED] West Lawn Ave

Madison WI 53711

[REDACTED]