



**Legistar I.D. #21733**  
**1907-1911 Monroe Street**  
**Demolition and Rezoning**

Report Prepared By:  
Heather Stouder, AICP  
Planning Division Staff

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**Proposal Update**

In recent days, some area residents have noted a preference for an early design version of this project as it was shown to the neighborhood prior to a formal submittal (see “A” below). They have discouraged the evolution of the design to the slightly more contemporary design (see “B” below), which was encouraged by the Urban Design Commission at a March 2 informational presentation and is preferred by the applicant. Following this addendum, four-sided elevations of both options with the building materials specified are included for Plan Commission Review.

**A**



**B**



On May 9, Alder Ellingson held an open house, where the two designs were shared, and there was broad support for Design "A" over Design "B", as indicated in her May 11 e-mail to the UDC and minutes from the Vilas Neighborhood Association.

On May 11, the Urban Design Commission heard from registrants who supported Design "A", generally indicating that they felt it fit in better with the prevailing character of this portion of Monroe Street. Following the public input, UDC members discussed their impressions. First, a member noted that there is a general lack of cohesive architectural character along Monroe Street, including a variety along this block.

Members noted that one prevailing component of successful retail establishments along the street is the glass-walled storefront windows on the ground floor, which is reflected to a greater extent in Design "B". The storefront window elements act to enliven first floor retail activity, and the greater transparency provides more appeal to the commercial use and contributes to the vibrancy of the streetscape.

After a long discussion, Rummel (second by Lufler) moved to approve Design "A", stating a concern that the neighborhood may not have had ample opportunity to see the revised elevations that were previously encouraged by the UDC. This motion failed 3-4, with the Chair breaking a tie. A second motion was made by O'Kroley (second by Smith) to approve Design "B". This motion carried 4-2. The UDC granted **final approval** for Design "B", recommending it for approval by the Plan Commission.

## **Evaluation and Conclusion**

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Design "A" and Design "B" are the same with regard to bulk, mass, and land use, and differ only based on the "skin" of the building. Planning Division staff believes that either version of the design is consistent with the Monroe Street Commercial Corridor Plan, and would meet the high standards for Planned Unit Developments. That said, staff agrees with a point made by UDC members regarding the superiority of the solid glass storefront in "B". Further, staff believes that Design "B" includes fresh architectural details, including the composite panel accents and corrugated metal top, while maintaining a durable masonry facade that would fit in well along this stretch of Monroe Street.

The Planning Division recommends that the Plan Commission weigh carefully the input of the applicants, who intend to own, live, and work in the building, the Urban Design Commission, interested neighbors, and other registrants in their determination of the design direction for the proposal. In either case, staff does not believe that another Urban Design Commission meeting is warranted, as the UDC has completed their review and recommendation to the Plan Commission.

Staff further recommends that the Plan Commission find that the standards for demolition approval, rezoning, and Planned Unit Developments can be met, and forward this request to the June 7 meeting of the Common Council with a recommendation for **approval** and a clear indication of their design recommendation.



**NORTHWEST ELEVATION (ALONG MONROE ST.)**  
1/8" = 1'-0"



**NORTHEAST ELEVATION**  
1/8" = 1'-0"



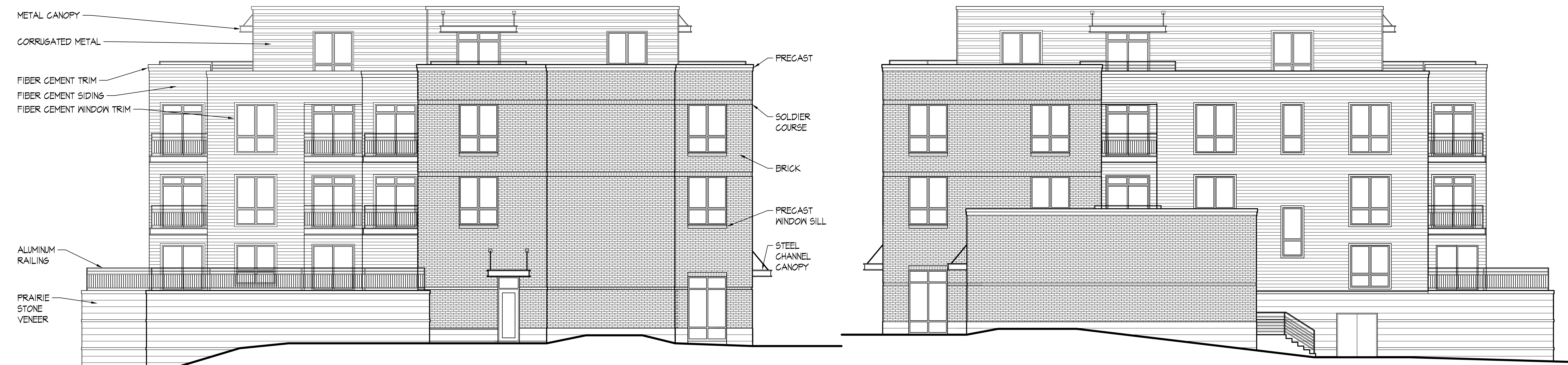
**SOUTHWEST ELEVATION**  
1/8" = 1'-0"



**SOUTHEAST ELEVATION**  
1/8" = 1'-0"



**NORTHWEST ELEVATION (ALONG MONROE ST.)**  
1/8" = 1'-0"



**NORTHEAST ELEVATION**  
1/8" = 1'-0"

**SOUTHWEST ELEVATION**  
1/8" = 1'-0"



**SOUTHEAST ELEVATION**  
1/8" = 1'-0"

Revisions

- FUD-SIP Submittal - March 2, 2011
- UDC Initial Submittal - March 30, 2011
- UDC Final - May 4, 2011

Preliminary Drawing  
Not For Construction

Project Title

**Empire Photo**  
1907-1911 Monroe Street  
Madison, WI

Drawing Title  
**Elevations**

Project No.

1043

Drawing No.

A-2.2