

AGENDA # 6

City of Madison, Wisconsin

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| REPORT OF: URBAN DESIGN COMMISSION                                                                                                                                                                                                      | PRESENTED: May 25, 2011                    |
| TITLE: 1001 University Avenue – PUD(SIP), St. Francis Episcopal Student Center Redevelopment – Relocation of the St. Francis House and Construction of a Twelve-Story, 90-Unit Residential Building. 8 <sup>th</sup> Ald. Dist. (21945) | REFERRED:<br>REREFERRED:<br>REPORTED BACK: |
| AUTHOR: Alan J. Martin, Secretary                                                                                                                                                                                                       | ADOPTED: POF:                              |
| DATED: May 25, 2011                                                                                                                                                                                                                     | ID NUMBER:                                 |

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Members present were: Marsha Rummel, Mark Smith, Dawn O’Kroley, Todd Barnett, Richard Slayton, R. Richard Wagner, Melissa Huggins and Jay Handy.

**SUMMARY:**

At its meeting of May 25, 2011, the Urban Design Commission **GRANTED INITIAL APPROVAL** of a PUD(SIP) located at 1001 University Avenue. Appearing on behalf of the project were Randy Bruce, Ken Saiki, representing Ken Saiki Design; and Att. Bill White, representing LZ Ventures. Appearing in support and available to answer questions was John Leja. Appearing and speaking in opposition were Rev. Brad Pohlman, Jon S. Enslin, Douglas Swiggum, and Harvey Temkin, representing Luther Memorial. Appearing in opposition and not wishing to speak were John Robison, representing Luther Memorial; Marsha Steffen, Robert Steffen, Gerald J. Miller, Helen Hartman, Neal Deunk, Randy Burmeister, David Zentner and Robert Maynard. Bruce assured the Commission they have been working with the neighbors on issues, as well as trying to respond to as many comments as they have received both from Luther Memorial as a group and from the Urban Design Commission. In reviewing changes made, the mass of the building has been taken back a bit towards Conklin Place; they believe they have unified the University Avenue frontage. The newest iteration of plans tries to utilize the space and maximize the views towards Luther Memorial. Context photos were displayed as per the Commission’s request. The visibility of Luther Memorial’s facilities has to do more with the main roof element and not the tower. The entrance to the parking will be off of Brooks Street with moped located along the street and under a covered area off of Conklin Place. Bicycle parking is located both in the basement and the courtyard. Adjustments to the site plan have been made to create a pedestrian linkage along Conklin Place from Brooks Street to the edge of their site in anticipation of pedestrian traffic along Conklin. The floor plans were shown, including two levels of basement parking containing roughly 65 stalls, along with streetscapes showing this building fitting in well with other University buildings. Building elevations showed precast or stone panels in vertical elements juxtaposed with light glass and metal curvilinear façades. The glass gives the building a lot of light and reflects its surroundings. Sun studies had previously been presented but one of the issues was the impact on Grainger Hall; he distributed studies showing Grainger Hall at 3:00 p.m. and 4:00 p.m. during spring and winter equinox. A slideshow was presented showing the effects of light on Luther Memorial throughout different times of the day; Bruce stated he believes this development will have minimal solar impact on Luther Memorial.

Pastor Pohlman had asked the Commission for referral at the last meeting to give them the opportunity to do a shadow study of their own, as well as an engineering assessment on the building envelope to see the long-term effect of leaving an old building and the shadowing of an existing high-rise and potential high-rise. They believe that this project will bring about the long-term destruction of their congregation. The traffic, congestion, visibility, safety for preschool, light into the space, loss of a beautiful historic section of the University will all degrade their congregation. They have ample evidence of this at other religious University institutions.

Jon Enslin spoke about his concerns with the future viability of Luther Memorial. This is a vital congregation with over 1,000 members. Luther Memorial has a strong connection with area poverty, the University students, and a connection with the Lutheran Ministry next door. A congregation in this area has many strains that include constant maintenance, traffic and parking issues, new buildings that have come along, difficulties scheduling funerals and weddings. These complications make it too difficult for some people to be members there. His concern is that building this project will have such an impact on a congregation that already has odds against it that eventually it will not survive. He feels this proposed development puts this congregation at great risk.

Douglas Swiggum spoke as a member of Luther Memorial Church and chair of the facilities committee. He documented early morning light inside the nave of the church. The view that happens at 8:00 a.m. with the light coming in through the windows would never happen again and would be a tremendous loss. The Sunday school classrooms upstairs would also have no sunlight when Sunday school is held. More seriously the preschool on the ground floor would suffer from a loss of natural light. This project will destroy the aesthetic beauty of the nave space of Luther Memorial.

Harvey Temkin spoke as a representative of Luther Memorial. He disagrees with Bruce's statement that he has listened to the comments of Luther Memorial and has worked to incorporate them. What he sees tonight is really the same as it was two weeks ago with significant problems. A meeting between the developer and Luther Memorial two weeks ago was productive and suggestions were given; but unfortunately the problems Luther Memorial has with the site have not been solved. Specifically the fact that their lighting study shows something completely different than the developer's, affects the historical significance of this building, as does the St. Francis House next door; not every building fits on every site.

Att. Bill White concluded from a meeting one week ago that the opposition is with the project – not the building. The statement they heard was that Luther Memorial feels threatened by this and feels they cannot be sustained. He feels this is unfortunate but yet not an architectural problem. Everything he has heard tonight is related to use and the impact of neighboring properties, but they are here for urban design. He did not understand how they could know they would be losing such light if their lighting study wasn't completed until a few days ago. In terms of the zoning and use they feel they are perfectly well-suited for this development.

The Secretary clarified that this is a PUD zoning, not development under the existing R6, so it's a rezoning. Barnett reiterated that this is subject to the PUD standards. Slayton asked about the morning service times. The Commission discussed what aspects of this project they have purview over and what kinds of decisions the Plan Commission is charged with making. Commission comments were as follows:

Smith:

- What is the elevation of the peak of the main portion of Luther Memorial relative to the elevations you have shown on your project? 95-feet.
- The east light is trumping the long view of the tower for Luther Memorial. The shadowing effect on Luther Memorial seems much more important than the longer view of the tower along University Avenue. He got a strong sense that some of the mass of this project could be moved onto a current four-

story design and a floor or two could be lost. Most of the units could remain in the current design and it might help with the design of the building itself. This would be a reasonable compromise.

- The architecture in general is going to be high quality. To my eye it's a little bit better than Grand Central.
- The setbacks created along Conklin are important and should remain.
- I would need to see more information on that references to solar access would cause maintenance or engineering hardship to Luther Memorial itself. Grand Central was put up, possibly creating some of those hardships, at the direction of Luther Memorial.
- A successful project on this site will go a long way to preserving Luther Memorial in its current condition. If the St. Francis site is left for a number of years into the future you are almost guaranteeing that the whole site will be leveled and something else will be created.

#### Barnett

- What's the responsibility of the applicant in terms of the PUD process for light and air?
  - The Plan Commission, Common Council and UDC use PUD standards to determine whether or not they've been met. The applicant has to be able to demonstrate sufficiently for those bodies. How do you balance that out? Do they have a different threshold because they're a church?
- Obviously there is a precedent for a larger building on this block and that was due in part to Luther Memorial. The benchmark of height, mass and impact is there already and was facilitated by Luther Memorial.
- O'Kroley suggested putting the entire building on the south side of the street. It seems to address many of the issues brought up here.
- I wonder if Luther Memorial has looked into buying the property, and buying some of the air rights to the upper stories to get rid of the light concerns they have.

#### O'Kroley

- The greenspace in this relief by the trees in the public way and the trees on the property – the placement of the existing structures is more comfortable along the street.
  - There's a large tree that will be removed. There are trees on just either side of the property line on University Avenue both of which, if construction will allow, will be kept.
- The shifting of the existing historic structure squeezes against University Avenue.
- Does the development better the front half of the site? This is a challenge. Overall this could have a positive impact on the neighborhood and the congregation. It brings more life to the site, potentially more members to the congregation. I continue to go back to the moving of the building and if that's appropriate.
  - We did show you the other development options, one of which kept the St. Francis house only in its current condition; another one kept the entire facility. Seeing this structure with this kind of mass behind it didn't make architectural sense to us.

Is it development sense that it's making? Maybe the density can come down.

Our understanding is that the density we're proposing is one that makes his an economically viable project, one that allows us to save the St. Francis House, allows the ministry to be funded into the future. If you ask us can we reduce the height, the economic question is then can St. Francis continue? We've internally discussed having air rights over Conklin, we just don't realistically think this is a viable option for us.

#### Slayton

- I don't understand how the life of Luther Memorial is hinged on light and traffic. I'm not that worried about the site issues.

- Vehicular issues – city buses, carpool, commuter van. There are solutions to the traffic issues.
- There may be use conflicts – student housing next to a church.
- As far as design issues, they have addressed our comments.

Wagner stated the question of balancing the two historic structures and their long-term life is more tasked to the Plan Commission and Common Council. The question is whether the design that's given to us is one that we find from a design point of view, acceptable. I think our expertise lies not in the universal issues but the design issues.

Huggins stated she would rather see something more stand-alone. The original design with a giant tower in white could be played with a little bit to make this project work while still meeting some of the needs of Luther Memorial. She remarked she didn't see anybody here from St. Francis; the developer replied this isn't appropriate for a public forum, we're here to discuss the design aspects. Smith asked about the possibility of moving St. Francis off of University Avenue onto Brooks or Conklin. Leja responded that they have looked at many different iterations of design and this one makes the most sense to them, brings the buildings together in the best way and fits on the site.

Huggins asked for clarification on where the front entrance is located, how people will move through the site, how do the residents get there, what's going on there. Bruce displayed a site plan showing the residential building entrance on the corner with a slight preference towards Brooks Street to keep as much of the front lawn space uninterrupted. Vehicular access comes in off of Brooks Street. The space between the buildings is a hardscape area for bicycle parking and allows for pedestrian communication from one end of the block through the site if necessary.

Rummel asked if the developer has ever approached Porchlight about their parcel. Leja responded that when they've talked about that site, he has several issues with it so they have not discussed it yet. The financing structure of Porchlight is very difficult to untangle. Locating their function is not easy; they fight an uphill battle every time they open rooms. Relative to secondary entrances, there is one on Brooks Street and at the rear of the property. Huggins asked what happens to the shadow if the building comes up at one point, but that's the method they used to reach where they are. Putting the building closer to University Avenue would not have as great an impact on the lighting, but would affect the streetscape view from University. O'Kroley stated that the curve is an interesting way to do a curve elegantly. If that curve has even more dialog with Grainger Hall it pushes the curb element and could help do a lot for the site. Bruce thinks the curve really frames this space, and the light and glass elements provide a very airy, elegant backdrop for Luther Memorial. Looking at the tops of all the buildings and how they speak to each other would be worthwhile too. Barnett had no objection to the curve, understanding the need for the concave rather than convex space to define that space, which might actually draw you in more. Barnett mentioned the parapets and why there and not the flat iron piece that's the hallmark of the project. He feels some of the vertical is lost with the spandrel panels and makes the building more horizontal than vertical. Bruce responded that the balcony recesses were their way to define the vertical nature of the mass. He agreed that Barnett's comments regarding the parapet as something they should look into. O'Kroley suggested maybe there is a way to rotate the curve so it's more perceived. Because the curve isn't successful on the ground plane of the neighboring property, the curve could go around the upper levels. Rummel complimented the four-story piece relationship to University Avenue, the addition of greenspace and the curve, but she sees a fundamental contradiction between the economic feasibility needed to make this work. She still struggles with its compatibility with the physical nature of the area, and thinks the circulation of Conklin Place will be a big issue. There was some discussion about the possibility of landmark status for both of the buildings on the site. There was some discussion about referring this item but it was decided that the Commission has received enough information to make a decision.

Barnett reviewed the PUD standards so the Commission could go through them one by one to be sure they are met. Further discussion revolved around what kinds of conditions the Commission could attach to their motion, how the PUD standards are met or not met, and how the concerns of Luther Memorial could be dealt with. Slayton indicated that the problems with the project are beyond the scope of the Urban Design Commission. The question of the density of the use and the effect on the neighbors is beyond the design issues. Wagner suggested the developer and architect present some alternative ideas.

**ACTION:**

On a substitute motion by O’Kroley, seconded by Slayton, to **GRANT INITIAL APPROVAL**. The motion was passed on a vote of (4-3) with Handy, Barnett and Smith voting no. The motion noted that this body is expressing its concerns about retaining the religious corridor and how the massing of the building can support that, allowing some flexibility in the change of massing but deferring to the Plan Commission’s opinion on maintenance of the religious corridor. The motion further noted support for modern architecture here but don’t know the level of compromise for the religious building and where to find that balance to address the concerns with the maintenance of the religious corridor.

A previous motion was made by Smith, seconded by Rummel, to grant initial approval. The motion was replaced with the substitute motion. The motion provided for the following:

- The applicant maintains the current setbacks for the building mass on Conklin Place.
- Maximum of 10-stories on North Brooks Street and a maximum of 6-stories out to University Avenue.

A motion was made by Handy, seconded by Barnett, to refer. Discussion revolved around what additional information was necessary beyond that already provided for the Commission to make the decision. The motion failed on a vote of (4-3) with Rummel, O’Kroley, Slayton and Huggins voting no.

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

**URBAN DESIGN COMMISSION PROJECT RATING FOR: 1001 University Avenue**

|                       | Site Plan | Architecture | Landscape Plan | Site Amenities, Lighting, Etc. | Signs | Circulation (Pedestrian, Vehicular) | Urban Context | Overall Rating |
|-----------------------|-----------|--------------|----------------|--------------------------------|-------|-------------------------------------|---------------|----------------|
| <b>Member Ratings</b> | -         | -            | -              | -                              | -     | -                                   | -             | 5              |
|                       | 5         | 6            | -              | -                              | -     | 5                                   | 5             | 5              |
|                       | 5         | 6            | -              | -                              | -     | 6                                   | 5             | 5              |
|                       | 8         | 8            | -              | -                              | -     | 6                                   | 9             | 8              |
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**General Comments:**

- Oh.
- Too much building for site – 5 stories better, unfortunate that not “economically feasible.” Applicant has addressed architectural/site concerns but fundamental issues of preservation of potential landmark not resolved.
- Lower by 2 stories and add 3 or 4 on University Avenue – trade view for more east light!

AGENDA # 5

City of Madison, Wisconsin

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| REPORT OF: URBAN DESIGN COMMISSION                                                                                                                                                                                                      | <b>PRESENTED:</b> May 11, 2011                                  |
| TITLE: 1001 University Avenue – PUD(SIP), St. Francis Episcopal Student Center Redevelopment – Relocation of the St. Francis House and Construction of a Twelve-Story, 90-Unit Residential Building. 8 <sup>th</sup> Ald. Dist. (21945) | <b>REFERRED:</b><br><b>REREFERRED:</b><br><b>REPORTED BACK:</b> |
| AUTHOR: Alan J. Martin, Secretary                                                                                                                                                                                                       | <b>ADOPTED:</b> <b>POF:</b>                                     |
| DATED: May 11, 2011                                                                                                                                                                                                                     | <b>ID NUMBER:</b>                                               |

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Members present were: Marsha Rummel, Mark Smith, Dawn O’Kroley, Todd Barnett, Richard Slayton, R. Richard Wagner and Henry Lufler, Jr.

**SUMMARY:**

At its meeting of May 11, 2011, the Urban Design Commission **REFERRED** consideration of a PUD(SIP) for St. Francis Episcopal Student Center Redevelopment located at 1001 University Avenue. Appearing on behalf of the project were J. Randy Bruce, and Att. Bill White, representing LZ Ventures/John Leja; Ken Saiki, representing Ken Saiki Design; and John Leja. Appearing in opposition to the project were Sue Gaard, John Robison, Brian Ohm, Al Larson, Gary Brown and Harvey Temkin, all members of or representing Luther Memorial Church; Rev. Brad Pohlman, Eric Alborn. Appearing neither in support nor opposition as Gary Brown, representing the UW-Madison. Bruce talked about the project creating an opening and view line into Luther Memorial’s religious enclave. He noted that stories 5-12 frame Luther Memorial and enhances the setting for the church. The St. Francis house will be shifted west and moving closer to University Avenue, with the setback essentially matching Luther Memorial’s setback at 25-feet. An updated site plan shows a curved façade that relates to the St. Francis House and Luther Memorial. He addressed the concerns of acoustics with students on balconies; the closets balconies that are pointing towards Luther Memorial are approximately 135-150-feet away. Vehicular circulation comes in off Brooks Street with Conklin Place used as for a loading zone and bicycle/moped parking. Building materials would include stone or precast skin on the heavier solid surfaces, complemented dramatically with a glass and metal skin used elsewhere, creating vertical pieces accented by glass elements. Sunlight studies have been done for the impacts on Luther Memorial; the shape of this project was influenced by the results of those studies.

Att. Harvey Temkin spoke representing Luther Memorial. He stated that Luther Memorial is not against any future development in the area, but they are concerned for their property and the impacts nearby development would have. They have engaged their own lighting study to evaluate lost light, and engaged an engineering firm to study the potential future structure will impact their structure as well as concern with traffic. He requested the Commission refer this matter until Luther Memorial has had an opportunity to receive and review these studies. This project should be done with collaboration with the neighbors and no negative impact on the church.

Rev. Brad Pohlman discussed the parking related issue on Conklin Place. While they are happy the parking has been moved they are still concerned with mopeds and the drop-off for the nursery school, without this building proposal Conklin Place is already a mess.

Al Larson spoke as the president of the congregation. He added that Luther Memorial is a unique building in the city and it can't be appreciated without going inside. He invited any member of the Commission or public to visit the church, particularly in the mornings when the light is good.

Brian Ohm discussed the historical nature of the buildings, the architecture firm that was involved with their creation and how the new structures are very much out of context for the entire block in terms of history, height and setbacks. It was asked if the St. Francis development could not move forward, what kind of building would Luther Memorial like to see in that location? He responded that the site is the perfect location for campus ministry.

Gary Brown shared the views of the University as Facilities Manager. They have concerns regarding a shadow study on Grainger Hall, traffic movements on Brooks Street and the moped/pedestrian impacts on Conklin and Brooks.

John Leja spoke as a representative of LZ Ventures. This parcel is zoned R6, which is the most intensive residential multi-family zoning that Madison has. This is not part of the campus master plan or the City of Madison Comprehensive Plan. They feel they are consistent given this zoning and have tried to modify the site and structure to address the concerns of Luther Memorial.

Wagner reminded the Commission of Amy Scanlon's Landmarks Commission report on the project.

Barnett asked what would be allowed under the current zoning regulations. Staff noted that less density and height with yard and setback requirements would affect the project. Rummel asked about how both churches are eligible for Landmarks status. A memo dated May 9, 2011 from Amy Scanlon, Preservation Planner noted that both are eligible for local landmark designation. Bruce replied that it would be a trade-off. If they were to put St. Francis House back on the corner and the housing component next to Luther Memorial, the impacts on Luther Memorial would be significant. Keeping the massing and housing away from Luther Memorial and out of the solar axis line, that was most important. O'Kroley wondered about more density on Conklin and less density on University. She inquired about a proposed use for the relocated house. Bruce responded that the chapel would be restored and could be available for their use; the remaining house would be available for their use and would be renovated. She found it odd that the form of the building is making so many gestures to create this lower mass of built form on University and there is all this effort towards relocating the structure when there is an allocation of resources to scoot something out of the way to build something bigger, when in reality she felt that leaving the house where it is and let time tell what happens with the University side of the site. Bruce said they looked at doing almost all of the structure on Conklin Place but the solar effects on Luther Memorial were too great. Barnett inquired as to who would own the property if this is built and would there be subdivided parcels? Bruce said two parcels would be created through a CSM, creating one lot for the St. Francis House, with the remaining L-shaped lot being privately owned and operated. Barnett wondered if the cost of the project was causing the building to become too large for the site. Wagner mentioned the importance of having these ministries on campus; keeping them in some fashion is a significant gain for our collective desire as a city; that we have to recognize that there is something else there other than just the design. Barnett followed up on the comment of moving St. Francis House; he asked Luther Memorial which was more important: the view from University or the light? The Reverend was not prepared to answer that question. Barnett is intrigued by O'Kroley's idea of moving the St. Francis House. Rummel agreed; not only is the campus ministry important but the setting of that block as well, it's almost like a green oasis on that busy corridor. She further



acknowledged that the applicants have tried to address all of these issues, but felt that St. Francis should have some representation at the meeting too, along with the congregants from Luther Memorial. She wants them to study other ways of doing this. Smith had a strong feeling that there needs to be more meetings between all the players on the block and the applicant. He doesn't feel they are at the point where they can discuss the architecture in a meaningful way. He feels that meeting needs to happen. Slayton questioned how important the balconies are given what students usually store on their balconies. Ald. Scott Resnick replied that what has been brought to the Commission comes after a tremendous amount of study and did not come lightly. Rummel inquired about Brooks Street being the main entry; the applicant responded that the current iteration really makes more sense. Smith asked about more eye-level perspectives. Barnett suggested that when the applicant comes back they bring all drawings to show the Commission why certain things do not work, including O'Kroley's suggestions for moving the building, options for locating St. Francis in other areas (Brooks Street) as well as a simple massing study. Smith said even if it is a simple model, maybe they could "put us on the sidewalk" around the block to get a sense of how grand central works with Mills Street. It would be helpful to get a sense from the street. Smith reiterated that he would like the "players" involved in the meeting process, so that when the applicant comes back they can tell the Commission they met with all the pertinent players, including the Ald. Scott Resnick so the Commission has some reassurance that the usual steps that go through a neighborhood committee, of which there isn't one here, those have been taken. Scott said he met with the developer early in the process and asked them to meet with Associated Students of Madison (ASM) for their feedback. From a neighborhood perspective, Resnick noted that the president of ASM has received positive feedback on the project. He stated that the developer has gone through the process that he requested to meet his level of satisfaction in meeting with the community.

#### **ACTION:**

On a motion by Smith, seconded by Lufler, the Urban Design Commission **REFERRED** consideration of this item. The motion was passed on a unanimous vote of (6-0). The motion for referral noted the above stated concerns.

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

URBAN DESIGN COMMISSION PROJECT RATING FOR: 1001 University Avenue

|                       | Site Plan | Architecture | Landscape Plan | Site Amenities, Lighting, Etc. | Signs | Circulation (Pedestrian, Vehicular) | Urban Context | Overall Rating |
|-----------------------|-----------|--------------|----------------|--------------------------------|-------|-------------------------------------|---------------|----------------|
| <b>Member Ratings</b> | 6         | 6            | -              | -                              | -     | 6                                   | 7             | 6              |
|                       | 5         | 6            | -              | -                              | -     | 5                                   | 6             | 6              |
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General Comments:

- Resolve impacts on neighbors and historic St. Francis House. Appreciate efforts to address sun but need more comfort on impacts.
- Work in progress.

## AGENDA # 9

City of Madison, Wisconsin

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|----------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------|
| REPORT OF: URBAN DESIGN COMMISSION                                                                                               | PRESENTED: April 6, 2011                   |
| TITLE: 1001 University Avenue – PUD(SIP), St. Francis Episcopal Student Center Redevelopment. 8 <sup>th</sup> Ald. Dist. (21945) | REFERRED:<br>REREFERRED:<br>REPORTED BACK: |
| AUTHOR: William A. Fruhling, Acting Secretary                                                                                    | ADOPTED: POF:                              |
| DATED: April 6, 2011                                                                                                             | ID NUMBER:                                 |

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Members present were: Marsha Rummel, Mark Smith, Dawn O’Kroley, Todd Barnett, Richard Slayton, John Harrington, R. Richard Wagner, Melissa Huggins, Jay Handy and Henry Lufler, Jr.

### SUMMARY:

At its meeting of April 6, 2011, the Urban Design Commission **RECEIVED AN INFORMATIONAL PRESENTATION** for a PUD(SIP) located at 1001 University Avenue for the St. Francis Episcopal Student Center redevelopment. Appearing on behalf of the project were J. Randy Bruce, Knothe & Bruce Architects, LLC; John Leja and Steve Silverberg, representing LZ Ventures. Bruce presented the working concept that involves moving the 1929 house and chapel and building an “L-shaped” student-oriented residential building of approximately 12 stories. Leja gave an overview of the block and his involvement in a similar project, Grand Central, on the same block. Al Larson, with Luther Memorial Church, registered in opposition to the current configuration due mainly to concerns about blocking sunlight to the church, diminishing the visual presence for people coming down University Avenue, and increased traffic on Conklin Place. He feels it is too large. Brad Pohlmar, also with Luther Memorial Church, registered in opposition.

The Commission had the following comments:

- The architecture needs a strong design direction to compliment the historic buildings, and should have a strong vertical presence (perhaps a curtain wall) or a “heavier” building with a strong base, middle, and top with punched openings.
- The relationship between the new building and all of the church buildings on the University Avenue frontage is very important, and there should be more contrast with the historic St. Francis buildings, and the proposed setback could be higher so it doesn’t distract from the historic St. Francis buildings.
- There is too much building mass towards the street, and a taller building towards Conklin Place with a much lower portion extending towards University Avenue should be explored.
- Explore leaving the historic St. Francis buildings on the corner and having a taller building paralleling Conklin Place on the rear of the site.
- Explore opportunities to unify the entire University Avenue frontage together with the relationship of buildings and open space use and design.
- Photos showing views down University Avenue would help convey the context.

**ACTION:**

Since this was an **INFORMATIONAL PRESENTATION** no formal action was taken by the Commission.

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

**URBAN DESIGN COMMISSION PROJECT RATING FOR: 1001 University Avenue**

|                       | Site Plan | Architecture | Landscape Plan | Site Amenities, Lighting, Etc. | Signs | Circulation (Pedestrian, Vehicular) | Urban Context | Overall Rating |
|-----------------------|-----------|--------------|----------------|--------------------------------|-------|-------------------------------------|---------------|----------------|
| <b>Member Ratings</b> | 6         | 6            | -              | -                              | -     | 6                                   | 6             | 6              |
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**General Comments:**

- Too massive – needs to fit context of University, not Johnson.

**CITY OF MADISON  
INTER-DEPARTMENTAL  
CORRESPONDENCE**

To: Plan Commission

From: Amy Scanlon, Preservation Planner

re: 1001 University Avenue, St. Francis House

Date: June 10, 2011

The Landmarks Commission requested an informational presentation of the proposed development at 1001 University Avenue which includes the St. Francis House (built in 1929 and designed by Eschweiler and Eschweiler with 1964 addition designed by William Horne and Associates). Luther Memorial Church is located adjacent to the proposed development and is currently in the process of seeking local landmark designation. The comments from the Landmarks Commission meeting on May 9, 2011 are summarized below:

**Legistar #21945:** 1001 University Avenue – PUD(SIP), St. Francis Episcopal Student Center Redevelopment – Relocation of the St. Francis House and Construction of a Twelve-Story, 90 Unit Residential Building.

A motion was made by Levitan, seconded by Rosenblum, to convey the following Landmarks Commission comments to the Urban Design Commission and Plan Commission.

The Landmarks Commission believes that St. Francis House and Luther Memorial Church are both eligible for local landmark designation. The Landmarks Commission is further aware that an application is pending for local landmark designation for Luther Memorial Church. While the Landmarks Commission has no jurisdiction over this proposal at this time, the Commission has concerns that given jurisdiction, it would not grant a Certificate of Appropriateness for the new development proposal adjacent to a landmark unless the following concerns were addressed:

- 1) The development on the adjacent site shall not adversely affect the natural light that reaches the sanctuary at Luther Memorial Church.
- 2) The development on the adjacent site shall not adversely affect the enjoyment of the Luther Memorial Church site with increased noise and privacy issues.

The motion passed by a voice vote/other.

The original St. Francis House was designed in 1929 in the Tudor style by the Milwaukee firm of Eschweiler and Eschweiler. A later addition was designed in 1964 by the Madison firm of William Horne & Associates. It is likely that the original 1929 building would be eligible for local Landmark designation and for listing on the National Register of Historic Places. It is also possible that the later addition would be eligible for local and national landmark status except that it is 47 years old instead of 50 years old which is the requirement for consideration for the National Register.

Luther Memorial Church was designed in 1921 in the Gothic Revival style by the prominent Madison firm of Claude & Starck and has been sympathetically altered numerous times in response to growing demands of the congregation. The local Landmark nomination has been received by the Landmarks Commission.

St. Francis and Luther Memorial are both potentially eligible to be local landmarks and would both be affected by the proposed development at 1001 University Avenue. While not currently protected by the Landmarks Ordinance, the importance of allowing natural light to enter the interior religious spaces of Luther Memorial through the stained glass windows should be considered as requested by the Landmarks Commission.

## Firchow, Kevin

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**From:** Murphy, Brad  
**Sent:** Wednesday, June 15, 2011 8:33 PM  
**To:** Firchow, Kevin  
**Subject:** FW: St. Francis House rezoning/redevelopment

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**From:** rar@vonrosenberg.net [rar@vonrosenberg.net]  
**Sent:** Wednesday, June 15, 2011 4:33 PM  
**To:** Murphy, Brad  
**Subject:** St. Francis House rezoning/redevelopment

Mr. Murphy,

I am a resident of the city of Madison and a member of Luther Memorial Church. I respectfully encourage you and the members of the Plan Commission to **deny** the application for the redevelopment of the property at Brooks/University. Others have expressed opposition with much more eloquence and expertise than I can, and I ask you to give thoughtful consideration to their concerns.

Ronald A. Rosenberg  
1606 Fordem Ave #214  
Madison, WI 53704  
715-579-5968 (cell)



**Firchow, Kevin**

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**Subject:** FW: In opposition to St Francis House development

**From:** sbrinkman tds.net [sbrinkman@tds.net]  
**Sent:** Wednesday, June 15, 2011 3:41 PM  
**To:** Murphy, Brad  
**Subject:** In opposition to St Francis House development

Hello,

I am a member of Luther Memorial Church and am writing in opposition to the high-rise development proposed at St. Francis House Episcopal Center.

At 1021 University Avenue, Luther Memorial is an immediate neighbor to 1001 University and would be immediately and irrevocably feel the negative effect of this building if it is built as proposed.

A 12-story building would cast a shadow over our sanctuary, blocking the morning sunlight that currently streams through the stained glass windows into our beautiful and historic cathedral-style sanctuary. A shadow every, every day. Forever. That is indisputable.

I am also concerned about the need for additional parking - a need far greater than this proposal addresses. How much traffic, how many parked cars, how much wrong-way traffic on Conklin Place will Luther Memorial members have to compete with to attend services and other activities? And how will the developer and/or the city manage this enormous change in traffic and parking need here? And, not insignificantly: this building would also destroy the beauty of this block of University Avenue, a block that is currently lined with trees and historic buildings.

While I'm not convinced this type of development on this site is a good idea in any scenario, I wonder if there isn't a workable compromise (as there so often is!) A much shorter building - maybe six floors instead of twelve? - would still help St. Francis House toward their goal and would be far less destructive to the beauty and functionality of our historic church home next door. I haven't researched specs on Grainger Hall but this proposal appears to be significantly taller than Grainger. If any building on this block gets a green light at all, I'm asking you to consider limiting its height to the number of floors in Grainger Hall.

I know there are many things to consider in these situations. Please remember to give appropriate weight to historic impact in this case!

Thanks for reading.

Sincerely,  
Sarah Brinkman,  
member of Luther Memorial Church

**Firchow, Kevin**

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**Subject:** FW: City Plan commission meeting on June 20

**From:** WEJ6405@aol.com [WEJ6405@aol.com]  
**Sent:** Wednesday, June 15, 2011 2:14 PM  
**To:** Murphy, Brad  
**Subject:** City Plan commission meeting on June 20

We respectfully send this letter of strong OPPOSITION to the proposed apartment complex in the same block on University Avenue as our Luther Memorial Church.

Luther Memorial is the cathedral Lutheran church in the state of Wisconsin and one of the most beautiful churches in the midwest. My wife was baptized in the church in 1937 and I've been a member since 1958. We were married there in 1960 and our 3 children were baptised and confirmed there. Our 2 daughters were married there and one grandson was baptized there. This is to say we've been apart of this church for a long time.

The proposed apartment complex has the real possibility of destroying this landmark church. Parking and traffic are already a challenge and add 250 new people on this site and our church will suffer big time and may die. The planned building will not visually fit with our cathedral and will in fact put our stained glass windows in a dark shadow. The project will add nothing to this beautiful block across from the University.

The University Music Department regularly uses our sanctuary as do other groups from the University.

We trust you will oppose this unnecessary project.

Sincerely,

Julie M. Johnson  
William E. Johnson, Jr.

524 Meadow Rose Lane  
Madison, WI. 53717

**Firchow, Kevin**

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**Subject:** FW: Development

From: Martha Taylor [Martha.Taylor@supportuw.org]  
Sent: Wednesday, June 15, 2011 1:41 PM  
To: Murphy, Brad  
Subject: Development

Friends:

Please register my opposition to the development of the St. Francis Center property on University Avenue. The development of this property would be destructive to Luther Memorial Church. It would block the light, the vista and create havoc with our members trying to go to church.

This property and its trees are an historic vista enjoyed by all Madison citizens. Its loss would be a black mark on the beauty of our campus area.

Please vote against the St. Francis development.

Martha Taylor  
Member, Luther Memorial Church and Campus Community

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<http://www.supportuw.org/privacy/>

# MADISON TRUST



for Historic Preservation

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*Executive Director*

Madison Plan Commission

*Re: Proposal for St. Francis House, 1001 University Ave.*

14 June 2011

Plan Commissioners-

The Madison Trust for Historic Preservation is supportive of the proposal to relocate a portion of the St. Francis House Episcopal Student Center at 1001 University Avenue. The proposal to move the 1929 student center to the corner of the parcel and remove a 1964 addition in order to build a new residential building is a reasonable compromise given the absence of protection of this historically significant property under the city's Landmarks Ordinance. If the property were designated as a Madison Landmark, for which it would likely be eligible as an architectural type specimen (criterion 3), then the Landmarks Commission would review the proposal for its appropriate treatment of the building's historic character and would have to decide whether the 1964 addition is significant to the history of the complex. This proposal is considerate of the value of 1929 section as a significant contributor to Madison's architectural heritage and to the religious community who will continue to use it. Retaining it and allowing its continued use is the right thing to do.

The 1929 St. Francis House is an irreplaceable example of early-twentieth-century Tudor Revival architecture designed by the prolific and successful Milwaukee firm of Eschweiler and Eschweiler, known for their use of high-quality materials and attention to luxurious detail. Alexander Eschweiler is considered a master architect in Wisconsin for the purposes of evaluating eligibility for the National Register of Historic Places.

The proposed new construction, however, has some design issues that may have deleterious effects on the St. Francis House and the adjacent Luther Memorial Church, currently under consideration for Madison Landmark status. The new residential tower may affect the interior atmosphere of the adjacent Luther Memorial Church by shading its large east-facing stained-glass windows in during morning hours. While this does not affect the fabric of the church itself, it would have a

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negative impact on the spiritual use of the building for which it was explicitly designed.

Also, the shadowing effect of the new construction south of the relocated St. Francis House could accelerate weathering and deterioration by obstructing the melting affects of winter sun on the roof of the building. Ice dams and accumulated snow could reside longer on the roof and exacerbate weathering on roof materials and along cornices.

In general, this project is a good example of retaining and restoring an existing historic building and designing new construction around it. It is a far better treatment than facadectomy, another common solution to this type of design problem where only a slice of the actual building would be retained and attached to a contemporary building.

Sincerely,

A handwritten signature in black ink, appearing to read 'J. Tish', written in a cursive style.

Jason Tish  
Executive Director - Madison Trust for Historic Preservation  
Field Representative – National Trust for Historic Preservation

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P.O. Box 296 Madison, Wisconsin 53701-0296 608-441-8864 info@madisonpreservation.org

Firchow, Kevin

\* EMAIL RESPONSE  
FROM ALD. RESNICK

**Subject:** FW: Luther Memorial Church and 1001 University Avenue

From: Resnick, Scott  
Sent: Tuesday, June 14, 2011 11:38 PM  
To: Kathryn Norby; Murphy, Brad  
Subject: RE: Luther Memorial Church and 1001 University Avenue

Hi Kathryn,

Thanks for expressing your concerns regarding the project. I have been working on this project for several weeks and listened to arguments from both Luther Memorial and the developer. I'd be glad to explain my stance on some of the problems you and others have raised:

**Overshadow concerns:** This is a major concern with any high-rise. I truly believe the stain glass windows of Luther Memorial are a fantastic asset to the congregation and community. I have reviewed shadow studies conducted by both parties, and have come to the conclusion that even on the worst mornings the shadow of the new building would have no impact after 9 am. That is under worst conditions. The shadow dissipates much earlier during other times of the year. Seeing that only one weekly service starts before that time (granted an important one), I do not see height alone a rock block to the project.

**Snow melting:** You are the first person to make this point. I'll look into it further.

**Decreased parking options:** Again, I have mixed feelings here. On the one hand, parking is limited but currently manageable. The lot at Grand Central is well under 50% capacity, even during the school year. There is parking available at Grainger and University lots outside of school hours. There is also limited street parking. On the other hand, the additional building will place an increased demand on the neighborhood. That part of the campus also deals with football Saturdays and other major events. Moreover, the 20 or so spots that St Francis currently provides during weekend services will be eliminated (however, those spots do belong to St Francis regardless). I have not made up my mind regarding this point, but do see the potential issue.

**Increased noise:** I disagree with this point. Considering that Grand Central is also on the block and Luther Memorial has been subject to gameday and University traffic for years, I do not believe the new building will cause more noise.

**Congestion around the church:** This is a major concern of mine too. mopeds are an issue (with or without the new development), but I feel that with this project they will enter onto Brooks St rather than Mills & University. Still, this is a major concern.

There is also some background history to consider. As you may be aware, Luther Memorial sold a section of its parcel to Grand Central and thus allowed Grand Central to be constructed. Out of principle, I have a very difficult time justifying the church's congestion and traffic concerns when just several years ago it financially benefited with the introduction of Grand Central.

I do believe Luther Memorial provides an excellent service to the community. The real question that I raise is that regardless of the proposed building, would any of the services halt or be eliminated? I hope through public testimony at the Planning Commission and Common Council to determine this.

Let me know if you have any further questions.

Thanks,

Scott

Madison Common Council  
Alder, District 8  
(c) 608-807-7962

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From: Kathryn Norby [knorby@wisc.edu]  
Sent: Tuesday, June 14, 2011 10:32 PM  
To: Resnick, Scott; Murphy, Brad  
Subject: Luther Memorial Church and 1001 University Avenue

To Mr. Scott Resnick, District 8 Alder, and Mr. Brad Murphy, Plan Commission:

I am contacting you today regarding the proposed development at 1001 University Avenue. I am a member of Luther Memorial Church and recently completed graduate school at UW. I am concerned about the effects this proposed development will have both on the church and on the neighborhood.

I fear that a new high-rise of student apartments will tip the balance of our neighborhood dramatically toward temporary residents who don't care about the block. I don't mean to cast the student population in a negative light. However, it is inevitable that a large population of student residents will increase the amount of traffic, demand for parking, noise, and the number of mopeds whizzing by and parking on the sidewalks. The development south of the church building a few years ago has drastically changed the character of the neighborhood, and I fear that these problems will rise exponentially if the block becomes dominated by student apartments.

One beauty of the UW campus area is the eclectic mix of people and also of buildings. Our block currently consists of four very different buildings which draw together a variety of people. That balance would be upset by the addition of another modern high-rise building and its large number of occupants. Additionally, that new building would physically jeopardize its neighbors, in that the shadow it would cast on Luther Memorial Church is likely to create problems with our roof by limiting snow melt during the winter months. It would also block the light that pours through our east-facing stained glass windows during morning services.

As you consider the proposed addition to the block, please keep in mind the effects it will have on the current occupants. I trust that we all want to be good neighbors, and our reasonable concerns are worth addressing before drastic changes are approved.

Thank you for your consideration,  
Kathryn Norby

## Firchow, Kevin

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**Subject:** FW: Proposed development in the 1000 block of University Avenue

**From:** Philip Mudd [mudd@wisc.edu]  
**Sent:** Tuesday, June 14, 2011 10:38 PM  
**To:** Murphy, Brad  
**Subject:** Proposed development in the 1000 block of University Avenue

Mr. Murphy-

As you know, there is a proposal to build a 12 story high rise immediately adjacent to the east of Luther Memorial Church at 1001 University Ave. I would like to voice my opposition to this proposal as both a member of Luther Memorial Church and as a student at the University of Wisconsin-Madison. As I am certain that other members of our congregation have expressed our collective concerns regarding problems with parking, noise, shadow in our sanctuary and the increased safety concerns with our preschool, I will focus my letter primarily on my concerns as a student at the university.

The block Luther Memorial sits upon directly faces a very beautiful and historic portion of our university. Sterling Hall, Chamberlin Hall and Lathrop Hall all surround the fragrant Botany gardens directly across the street from Luther Memorial and the proposed development site next door. This one block has become a calm oasis amidst the steel and concrete buildings and high-rises which have become our campus along University Avenue. I concede that progress towards the development of knowledge at such a university often requires new buildings. However, the proposed development is not such a building. The proposed development is nothing more than a symptom of many problems in our educational system and our city. Wealthy students are willing to pay to live close to campus. Developers are willing to make money from that enterprise. This trend has changed the face of much of University Avenue in the past decade. It is my belief that these developments help only the few, but greatly affect the spirit of our community. A block with a welcoming garden, trees and beautiful old architecture is warm and inviting for all students, regardless of their background. A high rise with a chic coffee shop on the first floor that sells lattes for several dollars each, caters to only a select few. For students who need their latte, many such high rises already exist. I ask that you help protect the quiet and scenic 1000 block of University Avenue for the rest of the students at this great university.

Thank you for your time and support.

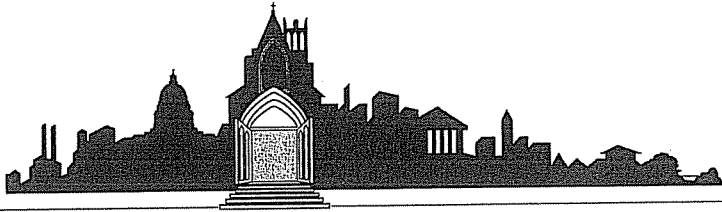
Sincerely,

Philip Mudd

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Philip A. Mudd  
MD/PhD Student  
University of Wisconsin-Madison  
Laboratory of Dr. David Watkins  
555 Science Dr.  
Madison, WI 53711  
(608) 890-0842





June 13, 2011

To the Members of the Plan Commission:

As leaders of Luther Memorial Church, we are writing the Plan Commission to clarify two critical points that were raised at the recent Urban Design Commission Meetings.

1. **Grand Central**

We have heard comments from members of the Urban Design Commission, wondering why Luther Memorial Church is opposing the St. Francis House development when we did not oppose the Grand Central development. Quite frankly, we made a mistake in not opposing Grand Central. Had we known at the time the damage that Grand Central would do to our property and our congregation, we would have undertaken every effort we could have to stop that development.

Our original support for Grand Central was based on our belief that Grand Central would not detract from its surroundings, whereas we believe this proposed development will deny the community the great urban oasis referred to by UDC member Marsha Rummel. In particular, the location of this new development, fronting on University Avenue, right across the street from Lathrop Hall and its beautiful botanical gardens out front, is wholly different than Grand Central, which fronts on West Johnson Street in a totally non-descript location. Our initial support also partly stemmed from our naïve belief that, since the Church windows fronting Grand Central lead into offices and some work areas, there would be minimal impact to our congregation. As is often the case, time has made us wiser. In fact, it is the very lesson that Grand Central has taught us that has caused us to be so concerned as the added noise and congestion from Grand Central has significantly hampered the Church's ability to fully carry out its mission.

By way of example, our engineers have advised us that the deprivation of winter light resulting from Grand Central's height has caused damage to the west side of our structure, because of an increased amount of snow accumulation on the roof due to increased shading and a significant increase in ice damming along much of the west roof structure. We will be spending nearly \$400,000 in repairs and improvements this summer alone to address these new realities. Had we realized the future negative impacts of Grand Central, we would have fought as vigorously then as we are fighting now to prevent the proposed development.

By acquiescing to the development at Grand Central, Luther Memorial Church certainly did not intend to forfeit its rights to express concerns about other developments on that lot. In

particular, we believe that the North side of the block, facing University Avenue, has a different history, a different aesthetic, and a different architectural relevance than the South side of that block, facing Johnson Street.

It is our mistake in not trying to prevent Grand Central from happening combined with this proposed development on University Avenue that causes us grave concern for the future of our congregation. If our fears are founded and our congregation at this location is destroyed, we believe that Madison will have truly lost a gem. We urge you to have greater foresight than we had four plus years ago and not let this happen.

## 2. Discussions with St. Francis House

Some members of the Urban Design Commission also wondered why Luther Memorial Church doesn't simply buy the St. Francis House Property. We want to be clear that Luther Memorial Church does not covet that property, and we are not opposing this development as leverage in negotiations. We would prefer that St. Francis House continue its mission on that site with the property as currently constituted. However, we would much rather acquire that site than have it developed for commercial purposes, destroying forever the magnificent beauty attached to the University Avenue frontage.

We have had lengthy discussions dating back to the spring of 2009 with St. Francis House about different potential uses of the St. Francis property. More recently, in May we sent a letter suggesting a price for the purchase, and within the past two weeks we have submitted to St. Francis House a formal signed offer to purchase. We have also indicated our willingness to discuss other alternatives, such as a joint campus ministry on that site including a leaseback of the property to St. Francis. We have reached out to St. Francis House in an effort to accommodate their needs while preserving the North half of our block for strictly religious purposes. Although our efforts have been rebuffed to date, we remain eager to discuss alternatives with representatives of St. Francis House at any time. We do not want to prevent St. Francis from losing any value of its property. As a result, we are willing to pay a price that we believe to exceed the property's fair market value in an attempt to preserve this religious corridor.

Unlike the Grand Central site, we are very confident that we could raise the money necessary to acquire the St. Francis site. That effort would have a clear purpose: to preserve the St. Francis House and chapel for campus ministry, to preserve the surface parking behind St. Francis House for the Church, to preserve morning light into the church and to preserve this precious place on University Avenue.

Thank you for your public service, and for your consideration of this difficult decision. We at Luther Memorial Church are not opposed to development generally, as shown by our acquiescence to the Grand Central project. However, not every project is right for every site, and we firmly believe that the approval of the project as presented would not only destroy a religious

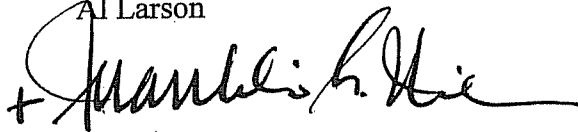
June 13, 2011  
Page 3

and aesthetic oasis on campus, it could also well threaten the future survival of Luther Memorial Church, and the Episcopal Campus ministry as well.

Sincerely,

A handwritten signature in black ink, appearing to be 'Al Larson', written in a cursive style.

Al Larson

A handwritten signature in black ink, appearing to be 'Franklin Wilson', written in a cursive style.

Franklin Wilson

**Firchow, Kevin**

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**Subject:** FW: Proposed Apartment Building on University Ave

From: Ryan Denu [rdenu@wisc.edu]  
Sent: Monday, June 13, 2011 8:47 PM  
To: Murphy, Brad  
Subject: Proposed Apartment Building on University Ave

Dear Mr. Murphy,

I am a student at the University of Wisconsin-Madison and a member of Luther Memorial Church. I am writing to you in hope of saving Luther Memorial. I just learned that there is a proposal to build a 12-story high-rise immediately adjacent to Luther Memorial. I am deeply concerned that this building will overshadow Luther Memorial, decrease parking options, increase noise and congestion around the church, and pose an increased safety issue for the preschool at Luther Memorial. Furthermore, the proposed building will greatly reduce the light coming into the Nave, thereby affecting the quality of worship that we are able to offer to the congregation at Luther Memorial and the entire UW community. Moreover, the beautiful stained glass windows would not be the same. Luther Memorial has existed for nearly a century, and it would be a shame for the proposed building to overshadow Luther Memorial and diminish the quality of worship. Luther Memorial has been like my second home since coming to Madison, and I know many other students feel the same way. It is a very welcoming community, and they support students in many ways. For example, they serve a home-cooked meal to students every month and make care packages for students during exams. Also, the UW choirs have their winter concert at Luther Memorial, so the quality of this concert would also be diminished by the proposed building. PLEASE do not allow this high-rise to be built! Thank you.

Sincerely,  
Ryan Denu



Lloyd Southwick  
5015 Sheboygan Ave #306  
Madison WI 53705  
June 12, 2011

Brad Murphy  
Planning Division, City of Madison  
PO Box 2985  
Madison WI 53701-2985

Dear Mr. Murphy:

Luther Memorial Church has been a part of the University and Madison communities since 1923. It was the first Lutheran university church in the US. During these 88 years the church has been a sanctuary for both the faithful and those not of the faith who need help and comfort. Luther Memorial Church has an open door policy during the day. During the week anyone may come in for physical and spiritual rest.

Among its local outreach programs is the church's participation in the Interfaith Hospitality Network, which provides housing for homeless families at Luther Memorial four weeks a year. One way the congregation is reaching out to the worldwide community is its sponsorship of two church members, a pediatric neurosurgeon and his wife, a nurse practitioner, who are doing brain surgeries on children in a hospital in Kijabe, Kenya.

The current plan to build a student residence high rise building on the east side of Luther Memorial will greatly enhance the parking problems that the church already experiences. We fear that this effect will lead to the demise of the congregation. Even now, when a university activity such as a sporting event is scheduled Sunday afternoon, parking in Grainger Hall garage is closed to church members. With a large student residence building next door, we can expect that parking associated with visitors to residents will make nearly nonexistent parking for worshipers at Luther Memorial on Sunday mornings.

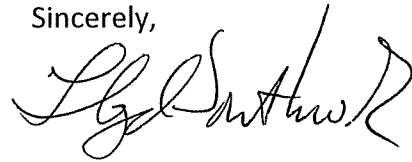
Unobstructed sunlight streaming through the sanctuary's stained glass windows enhances the peace that is there.

"I am the light of the world. Whoever follows me will never walk in darkness but will have the light of life."—John 8.12

A tall building on the church's east side will diminish the sun's light that, coming through the church's east windows on Sunday morning, reminds us of John 8.12. But the congregation can withstand this diminution in the quality of its worship experience; it will not be able to function without parking.

May Luther Memorial Church continue to be a place of uplift to the greater reality that its edifice represents and its congregation confesses and demonstrates in service to both local and worldwide communities.

Sincerely,

A handwritten signature in cursive script, appearing to read "Lloyd Southwick". The signature is written in black ink and is positioned below the word "Sincerely,".

Lloyd Southwick

Lynda Southwick  
5015 Sheboygan Ave #306  
Madison WI 53705  
June 12, 2011

Brad Murphy  
Planning Division, City of Madison  
PO Box 2985  
Madison WI 53701-2985



Dear Mr. Murphy:

For many decades Luther Memorial Church has been the centerpiece of a beautiful tree shaded block of religious buildings on University Avenue. Dedicated in 1923, this marvelous Gothic cathedral has become a beloved landmark in our city and a place of refuge and worship in the midst of the hustle and bustle of a large university and major traffic artery. Now the future of the church is threatened by proposed commercial development just east of the cathedral----a high rise of student apartments that has the potential to cause the demise of this congregation and church that have been so prominent in the life of Madison for nearly a century. Permitting commercial development in this block of University Avenue will forever alter its character and appearance. For Luther Memorial a permanent shadow will be cast on the stained glass windows, which are one of the outstanding features of the cathedral. Parking, which is already a serious challenge for the church, will become so difficult that few think the church can survive if the congregation must compete for the available parking places with the influx of cars and people that this high rise will generate. With the church shuttered and no congregation to worship there or maintain the building, it faces a bleak future. Demolition, more commercial development, a tragic ending that we must not let happen.

Sincerely,

A handwritten signature in cursive script that reads "Lynda Southwick".

Lynda M. Southwick

**Firchow, Kevin**

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**Subject:** Luther Memorial Block Proposed Housing Complex

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**From:** Barb and Charlie Kolpin [mailto:bkolpin@presenter.com]

**Sent:** Thursday, June 09, 2011 7:49 AM

**To:** Murphy, Brad

**Cc:** Sarah Kolpin

**Subject:** Luther Memorial Block Proposed Housing Complex

We received an e-mail from Luther Memorial describing a proposed housing complex on that block of University Avenue where St. Francis House now stands. I urge the Plan Commission to oppose this housing project. I do not live in Madison anymore though I was a 1969 UW grad and have had 4 daughters attend and graduate recently - our oldest regularly attended Luther Memorial when she were there. She was recently married in Pittsburgh PA and chose a church for her wedding because it reminded her of Luther Memorial and its location on campus which she considers to be a unique and beautiful setting.

Basically, I believe the visual beauty of the Wisconsin campus lies in its blend of old and new. That block of University Avenue has always been kind of a peaceful zone in the midst of the flurry surrounding it with its trees, Luther Memorial and St. Francis House on one side and the plantings and "open space" on the other. The University has majorly expanded into the Univ. Ave/Johnson St. corridor since I attended UW (and it was both needed and was tastefully done) but not private expansions like a housing complex.

Private Housing does not have to be built right in the middle of the University campus - students do not need to live THAT CLOSE to their classroom doors and forever change the blend and character of that piece of the Wisconsin Campus.

Again, I urge the Plan Commission to deny use and altering of this site from its historical character to a modern housing complex on a campus whose enrollment is not growing significantly. Even if it were growing, I believe the Plan Commission should then "plan" and designate/establish a band of land for potential housing developments surrounding the area into which the UW is projected to expand its campus but not begin the slippery slope of allowing private, commercial housing developments within the academic campus area proper.

Thank You for your serious consideration of this proposal and its effect on the character of an historic block of the UW campus. Again, I urge the Plan Commission to deny this land use request. Please forward my note to the appropriate individuals within your organization. Thank You

Charles Kolpin, 220 South 4th Street, River Falls, WI 54022



**Firchow, Kevin**

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**Subject:** The proposed apartment complex on University Avenue

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**From:** Bill and Virginia [mailto:beeshaus@charter.net]

**Sent:** Friday, June 03, 2011 5:30 PM

**To:** Murphy, Brad

**Cc:** Luther Memorial Office

**Subject:** The proposed apartment complex on University Avenue

To whom it may concern:

We are residents of Lake Mills but are active members of Luther Memorial Church. We love our church and hope to be inurned in the columbarium there upon our deaths. We can think of no better place for our cremains to rest than in the church where we have so many memories.

We have been eager to drive the 28 miles on Sundays and to volunteer on the Church Council, heading up the library committee, serving the seniors in the congregation, assisting in the church office, and other opportunities we have had through the years. It is well worth the effort to participate in an active parish with a willingness to serve.

We are definitely opposed to "boxing in" our church with another high rise. This is a waste of a beautiful piece of land to the detriment not only of the beautiful building in the center of the best university in the state, but also for the future of the members of Luther Memorial.

William and Virginia Bopf  
908 Plainview Terrace  
Lake Mills, WI 53551  
[beeshaus@charter.net](mailto:beeshaus@charter.net)

**Firchow, Kevin**

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**Subject:** Luther Memorial Church

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**From:** janelle allen [mailto:jallenpsyd@gmail.com]

**Sent:** Sunday, June 05, 2011 12:24 PM

**To:** Murphy, Brad

**Subject:** Luther Memorial Church

I am a member of Luther Memorial Church. I am writing concerning the proposal to build a multi-story building on the lot east of the church in the 1000 block of University Avenue. This letter is a request that a tall building not be allowed there. The church is a beautiful structure. It is a gift not only to Luther Memorial members, but to many in the community or who visit from out of town. Countless people enjoy the appearance of the building as they work or travel in the area, no matter their mode of transportation. Visitors to Madison often join us in worship, drawn by the beauty of the building. Other community members use the space for many purposes including our weekly organ concerts and the university winter concert. Were a significant structure allowed in the space to the east of the building, the church would be hidden from many. The interior of the building would lose the morning light coming through the stained glass windows. For these and many other reasons, Luther Memorial Church is deserving of your protection.

I sincerely request that you maintain the beauty of our downtown, of which Luther Memorial Church is a respect worthy contributor by preventing a tall building from being placed next to Luther Memorial..

--

Thank you for your time, Janelle Allen

Structural Research, Inc.  
3207 Laura Lane  
Middleton, WI 53562  
T: 608-831-5333 • F: 608-831-6295  
www.sri-engineering.com

MADISON  
MILWAUKEE  
MINNEAPOLIS  
CHICAGO

May 25, 2011

Kim O'Leary  
Church Administrator  
Luther Memorial Church  
1021 University Ave.  
Madison, WI 53715

RE: Shading Impact Analysis on current and proposed buildings

Dear Ms. O'Leary:

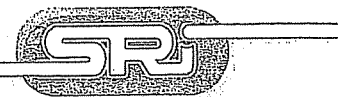
After visiting Luther Memorial Church to review the proximity and position of the existing adjacent building to the south and proposed building to the east we offer the following comments for inclusion at today's Urban Design Commission meeting.

The concerns of the church are indeed valid. The reported increase in ice accumulation and problems associated with it since the completion of the high rise apartment building to the south may very well be compounded by the erection of a similar building to the east.

The effects of shading by adjacent buildings have been studied around the world and have been found to have positive or negative effects depending on the site specific circumstances of the structures involved. The effects can be significant; as a result, many municipalities have deemed it necessary to require shading impact analysis as part of an overall evaluation when facing zero lot line construction or circumstances similar to this.

The negative effects of the shadows cast by adjacent buildings include the loss of natural light for occupancy concerns and the loss of solar heat gain warming effects during cold weather conditions. The shadows cast by the building to the south of Luther Memorial may very well be the cause of the escalated icing and problems associated with it that the church now experiences during winter months.

The shadows cast by adjacent structures will vary between seasons and will shorten and lengthen through the day as well. The shadow lengths will be the shortest on the summer solstice in June and will be the longest on the winter solstice in December; as such it is prudent to study the shadow pattern in December as it will be the worst case scenario for possible shading.



It is prudent to study the shadow pattern of the existing building to the south and the proposed building to the east to determine the net loss of solar gain at specific areas of the church. In that regard we can compare the condition of building components in more shaded areas and non shaded areas to help determine the effects to date and to also understand possible ramifications of an additional structure to the east. Currently, we are working to complete this analysis. If you have any other questions please contact our office.

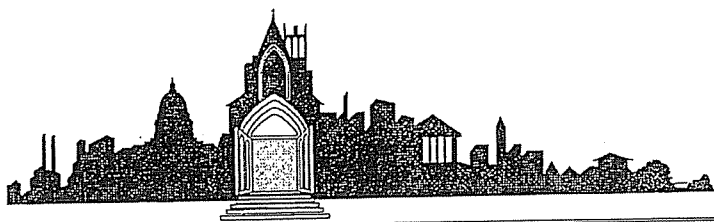
Sincerely,

SRI CONSULTANTS, INC.



Todd R Culliton  
Vice President





## LUTHER MEMORIAL CHURCH

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May 25, 2011

Urban Design Commission  
Re: Proposed Development at 1001 University Ave  
File ID: 21945

Dear Urban Design Commission Members:

In preparation for today's UDC meeting, I have enclosed a number of important documents for your review.

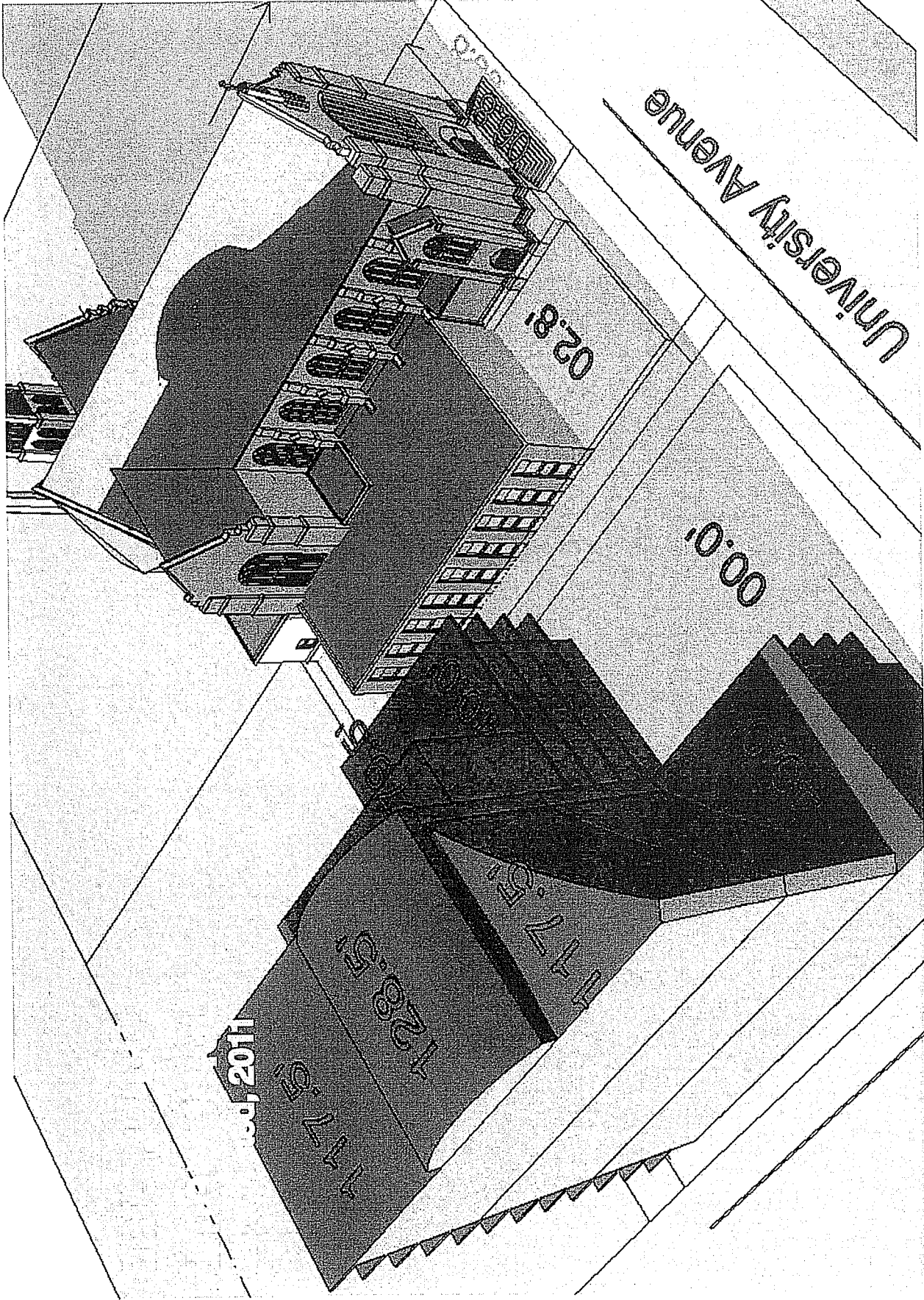
Enclosed you will find several items.

1. Pictures of the interior of the 1923 Nave of Luther Memorial in the morning hours that were taken last week. This gives you some idea of the movement of morning light across the nave.
2. A few slides from the completed shadow study done for Luther Memorial by Kubala Washatko Architects. More details of the shadow study will be available at the UDC meeting.
3. A letter from Todd Culliton from Structural Research Inc. Luther Memorial has asked SRI to provide an engineering assessment of the effects of shadowing on the building envelope of Luther Memorial both from the existing high rise to our south and also the effects of the proposed high rise to our east. As we mentioned at the last UDC meeting two weeks ago, this work was in process and would be completed in 3-4 weeks, thus not done at this time. We agree with SRI that moving forward with the proposed development without a full understanding of the long-term building degradation and associated costs to Luther Memorial, an immediate neighbor, seems rash in the least.

Thank you for your ongoing work on this important issue.

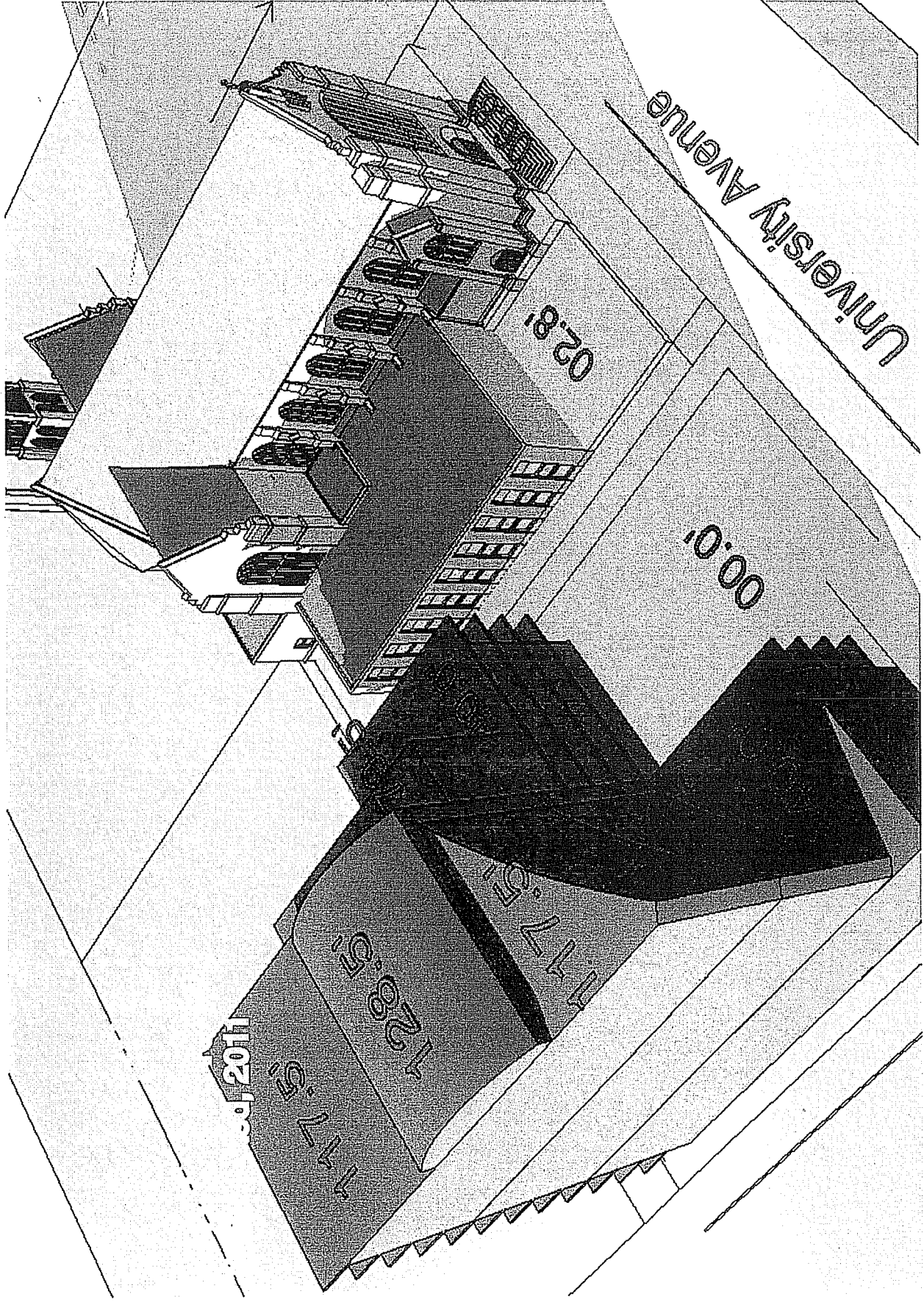
Sincerely,

Rev. Brad Pohlman  
[pohlman@luthermem.org](mailto:pohlman@luthermem.org)



The Kubala Washatko Architects  
05-25-2011

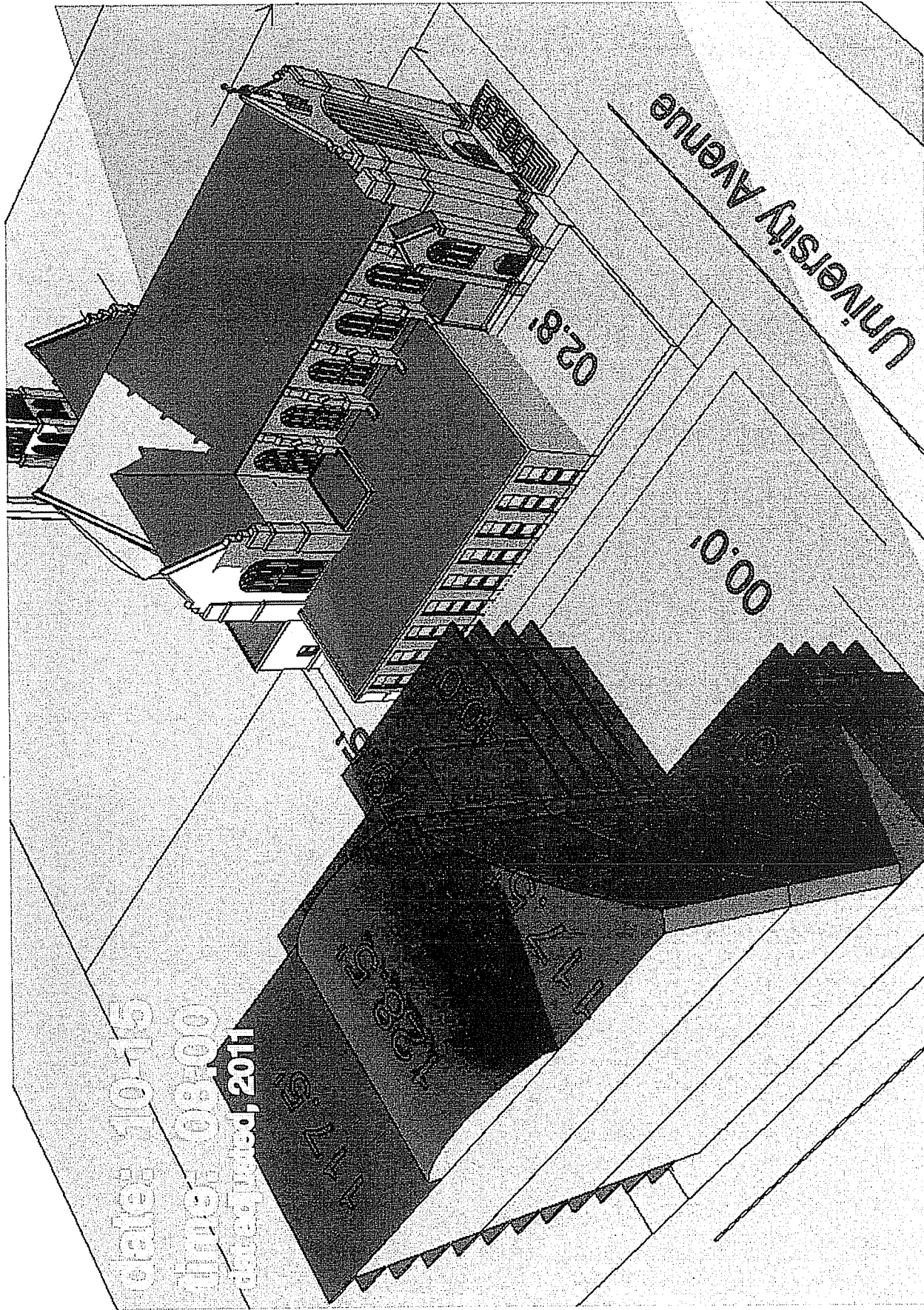
Luther Memorial Church Shading Study - Madison, WI



The Kubala Washatko Architects  
05-25-2011

Luther Memorial Church Shading Study - Madison, WI

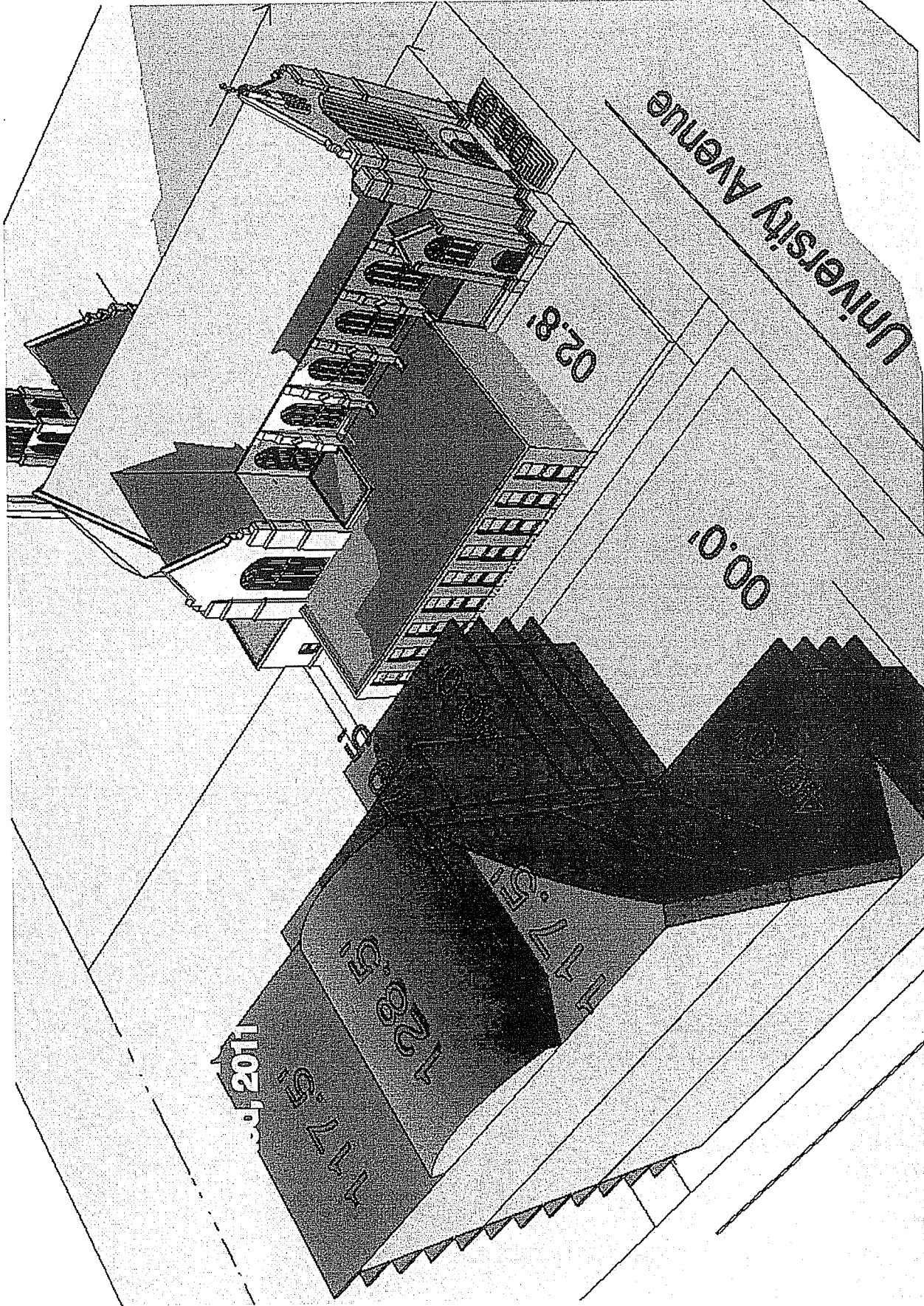




The Kubala Washatko Architects  
05-25-2011

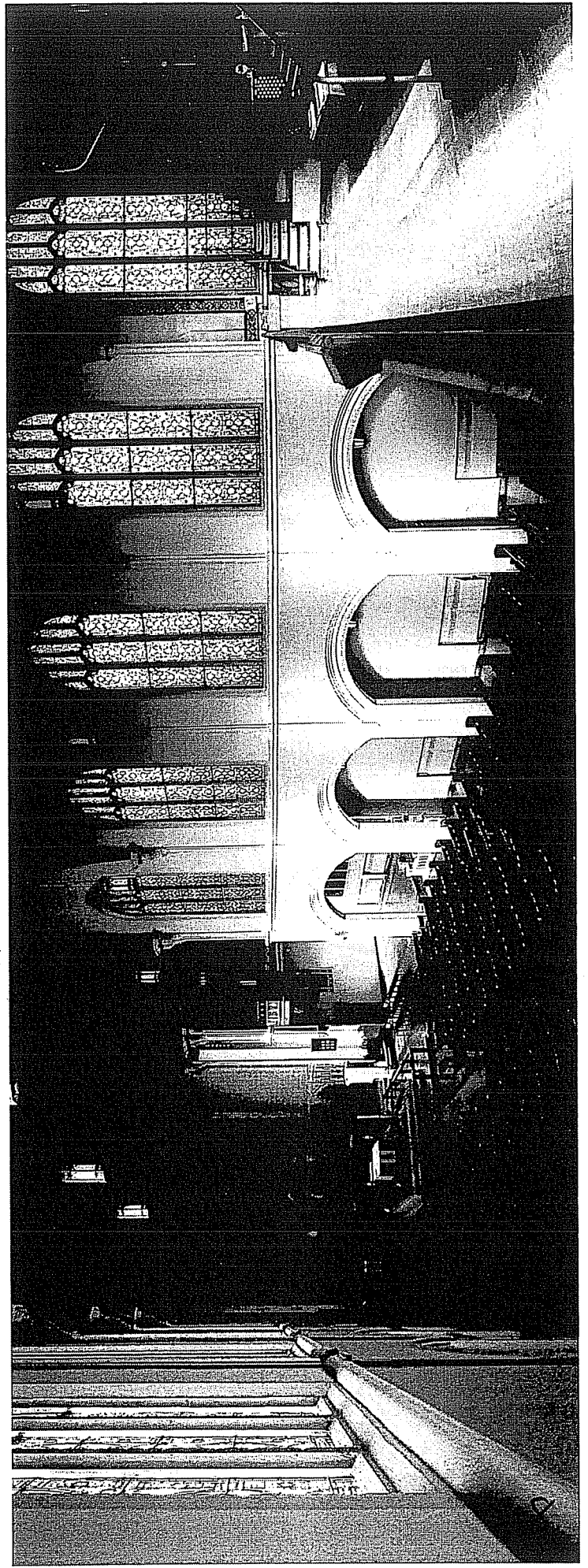
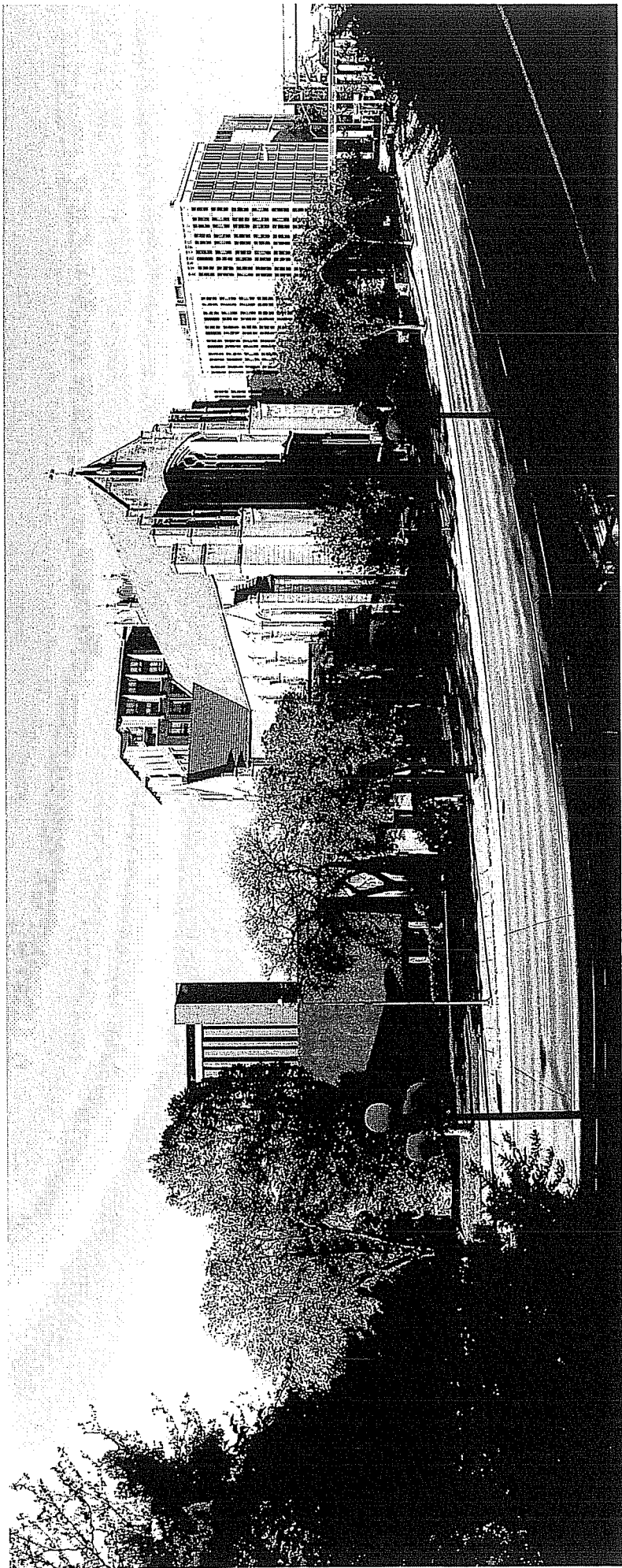
Luther Memorial Church Shading Study - Madison, WI





The Kubala Washatko Architects  
05-25-2011

Luther Memorial Church Shading Study - Madison, WI



## **Parks, Timothy**

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**From:** Joyce Bisbee [joycebisbee@charter.net]  
**Sent:** Thursday, June 16, 2011 3:03 PM  
**To:** Parks, Timothy  
**Subject:** FW: Proposed Student Housing on University Avenue

I urge the City Plan Commission to oppose the proposed new student housing development on University Avenue on the site of St. Frances House.

The primary reason for my opposition to this development is the congestion that it would create on that block by the addition of several hundred students and their many mopeds and cars along with the increased traffic on Conklin Court. This increased congestion would create long-term problems for Luther Memorial Church. Many people tell us that they will not join or even attend Luther Memorial because of the congestion that currently exists. My fear and real expectation is that with the addition of a new large building and more congestion on this block, even current Luther Memorial members would cease to attend and/or belong to this church. I hope I never see a future headline reading, "Student Housing Kills Church Congregation." I don't know what the City of Madison does with empty church buildings of dead congregations especially beautiful gothic cathedral style churches. Remember – church membership is voluntary.

A second concern of mine regarding this project is one of aesthetics. Currently, University Avenue is getting more and more new high-rise buildings creating a corridor of glass and steel, which I fundamentally approve. However, the block that is under consideration now offers a break in this look with its beautiful trees and green grass. The block is currently a wonderful setting for both St. Francis House and Luther Memorial and offers a place of quiet serenity for students. It provides a restful balance with the glass and steel corridor.

My final concern relates to the shadowing that would be created as a result of the new building as it is currently proposed. Luther Memorial has many beautiful, historic stained glass windows that need sunlight to show off their ultimate beauty. Since most church functions are held in the morning, any morning shadow that would be cast on the east windows would destroy the beauty of the windows – causing more congregation unrest. And even if the building didn't shadow the windows directly, it would definitely shadow most of the block around the remaining St. Francis House and Luther Memorial giving them a rather gloomy setting as opposed to the beautiful setting they currently enjoy.

I am a resident of Madison and a member of Luther Memorial Church who truly hopes that the City Pan Commission understands the damage that would be caused to this congregation and its beautiful gothic church building should they grant their approval of this proposed high-rise student housing building.

**Firchow, Kevin**

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**Subject:** Opposed to High Rise on University Ave.

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

From: Kirsten Heggeseth [mailto:kheggeseth@gmail.com]

Sent: Thursday, June 16, 2011 1:26 PM

To: Murphy, Brad

Subject: Opposed to High Rise on University Ave.

Dear City Plan Commission,

My husband, Michael Heggeseth, and I, Kirsten Heggeseth oppose the proposed building of an apartment high rise on the 1000 block of University Avenue. We are members of Luther Memorial Church and we are concerned about the long-term viability of the church should this high rise be built. Luther Memorial is a historic building, which provides ministry to many students and people all across Madison. The proposed high rise will increase congestion and noise, block light on the East side and effect the aesthetic value of the building; all of which effects Luther Memorial's ability to minister to the community by attracting visitors and new members.

We are expecting our first child in August and we hope that Luther Memorial will continue to be a flourishing congregation in which we can raise our family. We encourage you to listen to the people of Luther Memorial and stop this project from moving forward.

Sincerely,

Kirsten and Michael Heggeseth

**Firchow, Kevin**

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**Subject:** Luther Memorial Church

**Importance:** High

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**From:** Neil Johnson [mailto:[ncoryjohnson@gmail.com](mailto:ncoryjohnson@gmail.com)]

**Sent:** Thursday, June 16, 2011 9:35 AM

**To:** Murphy, Brad

**Cc:** office@luthermem.org

**Subject:** Luther Memorial Church

**Importance:** High

Dear City Plan Commission members,

I have often heard Luther Memorial Church referred to as "*the Lutheran Cathedral of the Midwest*"; not just from church members, but from people of many different backgrounds who have been lucky enough experience the beauty of this magnificent historical house of worship that is part of Madison's history.

When I hear statements like this, I feel honored and humbled to live in the great city of Madison where a structure like this can exist; I believe scores of other Madisonians share this sane typed of feeling with me.

I implore you to please not degrade the architectural and spiritual significance of Luther Memorial by imprisoning it with the construction of a new massive brick, steel and glass apartment complex.

If built, this new structure would:

- Destroy forever the beautiful tree-lined aesthetics of a block that is home to our historic cathedral, our student ministry and the historic and culturally important St. Francis House;
- Cast a literal shadow over our church, our spectacular stained glass windows and our preschool; and,
- Cast a metaphorical – and dark – shadow over our congregation's survival as future members would compete with the cars, mopeds and crowds of more than 250 new short-term renters to attend our services.

Please consider these things as you decide not to approve the construction of this new complex. I am certain that another area - without religious significance - can be found to meet the needs of this proposed project.

Sincerely,  
Neil Johnson

4714 Hermsmeier Lane  
Madison, WI 53714

608.628.2589

[ncoryjohnson@gmail.com](mailto:ncoryjohnson@gmail.com)

## **Firchow, Kevin**

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**From:** Robert Krainer [mailto:rkrainer@bus.wisc.edu]

**Sent:** Thursday, June 16, 2011 8:03 AM

**To:** Murphy, Brad

**Cc:** Resnick, Scott

**Subject:**

Dear Sirs:

I am writing to express my opposition to the St. Francis House Development presently before the Council. I am a faculty member in the School of Business in Grainger Hall across the street from the proposed development and have enjoyed the beauty of that place in the summer. The present site is one of the few green spaces along that stretch of University avenue. It would be a shame to lose it. It should also be mentioned that the residents in the low cost housing called Porchlight across the alley from the proposed development would also be denied the beautiful green space afforded by that property.

Sincerely,

Robert Krainer



## **Parks, Timothy**

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**From:** Kathryn Seifert [kseifert660@charter.net]  
**Sent:** Thursday, June 16, 2011 11:26 PM  
**To:** Parks, Timothy  
**Subject:** Fwd: In opposition to St. Francis selling to Developer/hrg6/20

Begin forwarded message:

**From:** Kathryn Seifert <kseifert660@charter.net>  
**Date:** June 16, 2011 11:21:31 PM CDT  
**To:** bmurphy@cityofmadison.com  
**Subject:** In opposition to St. Francis selling to Developer/hrg6/20

PLEASE VISIT LUTHER MEMORIAL CHURCH THIS SUNDAY. WATCH THE NATURAL LIGHT COME THROUGH THE STAINED GLASS WINDOWS AT DIFFERING TIMES OF THE MORNING AND REALIZE THAT MUCH OF THAT WILL BE GONE IF THERE IS ANOTHER HIGH RISE STUDENT APARTMENT BUILDING) NEXT DOOR. WE HAVE DOCUMENTED THE MANY WAYS THAT ANOTHER TALL BUILDING TO THE EAST CAN EFFECT THE MELTING OF THE SNOW ON OUR ROOF AND FUTURE MAINTENENCE COSTS, WHICH WE ARE NOW FACING ON THE SIDE OF THE BUILDING FACING GRAND CENTRAL. (\$400,000 ----AND WE ARE NOT A RICH CONGREGATION, BUT DO FEEL COMMITTED TO OUR UNIQUE PLACE FOR MINISTRY IN THE MIDST OF THE UNIVERSITY)

SHARE IN OR OBSERVE THE VIBRANT LITURGY, THE MUSIC AND WORSHIP LIFE OF THE CONGREGATION ---- AND ITS SUMMER WHEN MANY STUDENTS AND MEMBERS MAY BE AWAY. AND IT IS STILL A SPECIAL PLACE. SO MANY UNIVERSITY AND COMMUNITY MUSICAL EVENTS ARE HELD HERE BECAUSE OF ITS UNIQUENESS. THERE WOULD BE MORE IF PARKING WASN'T SUCH AN ISSUE.

I AM A 5TH GENERATION RESIDENT OF MADISON, MY GRANDPARENTS WERE ALMOST CHARTER MEMBERS, OF LM, EVEN THOUGH THEY CAME FROM THE EASTSIDE TO DO SO AND AS MY FAMILY DID WHEN I WAS A CHILD. I AM A LIFELONG MEMBER AND SO IS MY DAUGHTER AND GRANDSON (THOUGH PRESENTLY HE IS FINISHING UP SCHOOL IN SAN FRANCISCO) I REMEMBER THAT THERE WAS A UNIVERSITY MASTER PLAN (YEAR I CAN'T REMEMBER) THAT SAID THIS BLOCK WOULD BE RESERVED FOR RELIGIOUS USES (MEANING AT THE TIME I BELIEVE THAT THE UNIVERSITY WOULDN'T TRY TOTAKE IT OVER FOR THEIR OWN EXPANSION ---THEY FORGOT TO ADD THAT IT COULD NOT BE SOLD FOR PROFIT, WHICH WOULD HAVE HELPED THE PRESENT SITUATION) IF THE EPISCOPALIANS WERE PLANNING A BUILDING TO BETTER SERVE THE EPISCOPALIAN STUDENTS, IT WOULD BE ONE THING, BUT THIS IS REALLY JUST ABOUT THE GREED OF ONE MAN, THE BISHOP, WHO LIVES IN MILWAUKEE AND WHO HAS GREAT AUTONOMY, UNLIKE THE BISHOP OF A LUTHERAN CHURCH. HE NEEDS MONEY AND HE WILL TAKE MOST OF THE MONEY HE WOULD GET TO MILWAUKEE. MADISON'S BEAUTIFUL, HISTORIC, STUDENT EPISCOPAL CHAPEL AND PROGRAMMING IS JUST SEEN AS A MONEY DRAG TO HIM.

IT IS HARD TO BELIEVE THAT THE STUDENTS ARE HARD UP FOR PLACES TO LIVE AND SO ANOTHER HIGH RISE APT BUILDING IS NOT NEEDED. IT'S TOO BAD THAT NO ONE WANTS TO

BUILD APTS FOR ADULT STUDENTS, FACULTY AND RETIRED FACULTY, UW EMPLOYEES AND OTHER ADULTS WHO WOULD LOVE TO LIVE NEAR THE CAMPUS WITHOUT NEEDING A CAR AS IS OFFERED AT OTHER UNIVERSITIES. IT IS MY UNDERSTANDING THAT NO ONE EVER PLANS THAT KIND OF DEVELOPMENT, BECAUSE MORE PARKING WOULD BE NEEDED PER UNIT.

IF YOU WOULD COME TO VISIT LM AND WALK AROUND GRAND CENTRAL YOU WOULD SEE WAY TOO MANY MOPEDS AND BIKES FOR THE SPACES PLANNED FOR THEM. THEY TOSS EMPTY BOTTLES INTO OUR BELL TOWER WHEN HAVING DRINKING PARTIES. WE HAVE RENTED PARKING FROM ST. FRANCIS HOUSE AT VARIOUS TIMES OF THE WEEK FOR MEETINGS AND FOR PARISHIONERS WHO CAN NOT WALK FROM GRAINGER. IF WE WANT TO HAVE A FUNERAL DURING THE WEEK OR ON SAT. WHEN THERE IS A SPORTING EVENT. PARKING IS ALMOST NON-EXISTENT. WE HAVE OFFERED TO BUY ST. FRANCIS HOUSE, BUT OF COURSE THE BISHOP CAN GET MORE MONEY FROM A DEVELOPER WHO WILL BE ABLE TO MAKE A PROFIT.

EVERY DECISION SHOULD NOT HAVE TO BE ABOUT MAKING THE BIGGEST PROFIT

SINCERELY YOURS

KATHRYN SEIFERT  
1640 CAPITAL AVE.  
53705

256-6024