



Urban Land Interests

LETTER OF INTENT

1720 Monroe Street and 625 South Spooner Street

November 20, 2017

To: City of Madison Planning Department and Plan Commission

126 S. Hamilton Street

Madison, Wisconsin 53701-2985

From: Anne Neujahr Morrison

Urban Land Interests

Re: PD/GDP/SIP Application for 1720 Monroe Street and 625 South Spooner Street

(Proposed Development of Lot 1, Certified Survey Map Number 2643 and Lot 4, Block 29, First Addition to West Lawn, to be combined in a new CSM)

PROJECT ADDRESS:

1720 Monroe Street (street address for the Associated Bank building, which will be demolished)
625 South Spooner Street (existing residence to remain)

The Project Team will work with City Engineering, to identify new addresses to be used for the residential and retail spaces.

PROJECT TEAM:

Owner/Developer – Urban Land Interests (ULI)

Architect – Potter Lawson, Inc with Morrison Architecture Studio

Landscape Architect – Ken Saiki Design

Site/Civil Engineer – Burse Engineering

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PROJECT OVERVIEW AND PROPOSED USES:

The proposed project consists of demolishing the existing one-story Associated Bank Building and its drive-through banking structure and developing a new mixed-use building including one level of underground parking, a single story of retail, service, restaurant and civic establishments and four stories of residential units. The existing two-family house located at 625 South Spooner will be preserved, although the portion of the garage situated on its lot will be removed.

Neighborhood Retail:

Our goal is to restore neighborhood retail, restaurant, service, institutional and civic uses to the block. The project will include at least four distinct ground floor uses in approximately 16,000 square feet, with each storefront entrance located at grade. The site slopes seven feet along its Monroe Street frontage. So that first floor establishments follow the sidewalk grade, the floor slab will step down, creating at least four different interior levels. The building will be designed to accommodate smaller establishments. We will seek establishments that create a positive sense of life for the surrounding neighborhoods. The addition of residential density at the site will improve the viability of the neighborhood retailing.

Housing:

There is great demand for housing on and around Monroe Street. The project is expected to include approximately 65 apartment units, with a mix of one, two and three bedrooms. It will be attractive to nearby residents who wish to downsize but do not want to leave the neighborhood. It will serve smaller families as well as single residents looking to find a place in the neighborhood. Older residents will be attracted to this transit and service rich location. There is a scarcity of accessible residences in the area.

Car Parking:

The project will include approximately 67 underground parking stalls to serve the residential uses at a minimum of one space per residence. Five will be tandem spaces, with one car parking in front of another, so that up to 72 cars can be accommodated. The underground garage enters and exits off of Stockton Court, across from Clarendon Apartments, in the same location that the bank traffic currently exits.

A 14-space surface parking lot serves the ground floor uses and enters and exits off of Spooner, where the bank traffic currently enters. Efforts were made to keep the parking access similar to current conditions.

Accessible parking spaces, both standard and van accessible, are distributed appropriately as indicated in the PD-SIP plans to provide the accessible parking required by ICC/ANSI, and are included in the above total number of spaces.

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Bike Parking

The project includes 42 floor mounted long term bike stalls and 28 wall mounted long term bike stalls for residents within the parking level. Provided on the site are 7 ground mounted bike stalls for residential visitors and 8 for retail visitors.

Loading and Unloading

An on-site loading zone is provided as indicated on the PD-SIP plans in compliance with Madison zoning requirements. The loading zone is in the surface parking area similarly located to where current loading and unloading occurs.

Site Area

The proposed development lot is approximately 37,964 SF (.871 Acres), with a Lot Coverage of 74.7%.

Building Area

The proposed building consists of approximately 99,662 GSF on five levels with approximately 29,982 GSF of below grade parking for a total of approximately 129,644 GSF.

Usable Open Space Areas

The site includes approximately 4,511 SF of ground level open space with another 4,130 SF of available open space with balconies for a total usable open space of 8,641 SF or 132.9 SF per unit.

EXISTING CONDITIONS AND CURRENT USES:

The project is located at 1720 Monroe Street, which is presently home to Associated Bank, its drive-through building and a surface parking lot. The project site also includes 625 South Spooner Street, which includes two apartments. The site is bounded by Spooner Street to the west, Monroe Street to the south and Stockton Court to the east.

Associated Bank's predecessor, Randall State Bank, once planned to expand its presence and owned most of the property in the block, including five existing single or multi-family homes. Over time, however, bank operations at 1720 Monroe contracted, and Associated Bank now will relocate to a smaller space in the 1600 block of Monroe Street. The relocation of Associated Bank provides an important opportunity to take a largely vacant stretch of Monroe Street and restore neighborhood retail and residential uses to the site.

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Randall State Bank constructed its building on the site in 1977. Prior to the bank's construction, its site was a part of Monroe Street's strong neighborhood retail corridor. It contained a vibrant retail mix of establishments including Capital City Comics, Burnie's Rock Shop and Dotty Dumpling's Dowry, two gas stations, a cleaner, a beauty salon and a barber shop. Prior to these losses, Monroe Street retailing had greater life. In the face of online retailing, it is particularly important to strengthen the commercial backbone of the Vilas and Dudgeon-Monroe neighborhoods. The commercial establishments are a big part of the walkability that makes these neighborhoods attractive. Residential density and retail continuity are important to support retailing on Monroe Street.

APPROVALS REQUESTED

This application is for approval of a new PD/GDP/SIP for the properties currently described as Lot 1, Certified Survey Map Number 2643 and Lot 4, Block 29, First Addition to West Lawn.

Certified Survey Map

A new legal description for Lot 1, Certified Survey Map Number 2643 and Lot 4, Block 29, First Addition to West Lawn, City of Madison, Dane County Wisconsin will be recorded with this proposed development.

Demolition

The proposed development will require the demolition and recycling of the existing Associated Bank building (built 1977) and drive-through building at 1720 Monroe Street. The shared garage that serves 625 South Spooner will be modified, and the portion of that garage that serves 625 South Spooner will be eliminated. The development team submitted the required notice to the City, Alder, and Neighborhood Association in August 2017. All applicable provisions of the demolition ordinance will be complied with and a reuse and recycling plan will be submitted for approval prior to the issuance of the demolition permit.

PUBLIC SUBSIDY REQUESTED

No public subsidy, such as Tax Incremental Financing (TIF), is requested.

CONDIMINIUM

The Project may be subjected to a condominium to separate the ownership of the residential portion from the retail, restaurant, service, institutional, or civic space on the ground floor.

PD STANDARDS

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The Site is currently zoned Planned Development District (1720 Monroe Street) and TR-C2 (625 South Spooner Street). The Project largely conforms to the predominant zoning along Monroe Street which allows for taller buildings as a conditional use and allows for the density that is proposed. A PD is sought only to address site specific challenges relating to the irregular geometry of the site and the preservation of the adjacent two-family home.

The PD provides a more restrictive and “voluntary regulatory framework as a means to facilitate development of land in an integrated and innovative fashion, to allow for flexibility in site design and to encourage development that is sensitive to environmental, cultural, and economic considerations.” The Project will achieve the following PD objectives:

- High-quality development that is consistent with the goals of Monroe Street Commercial District Plan
- Promotion of green building technologies that encourage sustainable development
- Preservation and enhancement of a 100 year old home.
- Promotion of integrated land uses allowing for a mixture of residential and commercial uses along corridors and in transitional areas, with enhanced pedestrian and bicycle connections and amenities

The highly irregular geometry of this specific site and the preservation of the two-family home make the PD necessary. A PD is not being requested for the purpose of increasing overall density. The level of density proposed is allowable under TSS.

COMPATIBILITY WITH APPROVED MASTER PLANS:

The proposed development is in keeping with the overall goals, character, and pattern of development generally described in the Monroe Street Commercial District Plan. Please see attachment for details.

NEIGHBORHOOD AND CITY PROCESS:

The Project is located in the very eastern end of the Dudgeon Monroe Neighborhood Association (DMNA). The Project Team began working with residential and commercial neighbors and City staff in June 2017 and made the formal notification to DMNA and City staff on August 30, 2017. On September 19, 2017, the DMNA Zoning Committee promoted and hosted a meeting regarding the Project. Approximately 50 to 75 neighbors attended. On November 2, 2017, District 13 Alder, Sara Eskrich, hosted an additional meeting where updates were shared and additional feedback was received. Approximately 25 neighbors attended the November meeting. On November 8, 2017, the Project Team made an Informational Presentation to the Urban Design Commission. Approximately four neighbors attended that meeting.

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The Project Team met formally with City DAT on November 16, 2017, and has had multiple conversations with staff members of various City departments regarding specific planning topics relative to the proposed development.

In the course of our meetings over the past six months, the Project has been met with general approval, and we've received a great deal of positive feedback on the design and the proposed uses. We have also found that the very closest neighbors have certain concerns. We made changes to the plans to address many of those concerns as outlined below:

Traffic on Stockton:

In response to traffic concerns on Stockton and Roberts Courts, we will support maintaining a "no left turn" onto Stockton from our underground parking.

Restaurant and Other Exhaust:

While it's possible that there may be no restaurants as part of our development, we acknowledge that restaurants contribute to the vitality of the street and that there may be a restaurant at the outset or sometime in the future. In response to neighbor concerns, we will commit to venting restaurant exhaust through the roof or otherwise away from any adjacent single family homes. We will further commit to designing garage exhaust and other building systems such that they do unduly impact nearby neighbors.

Setback from Neighbors along Spooner:

In response to neighborhood comments, we removed a three-story element along Spooner Street to create greater distance between the new building and nearby homes. The new building was previously proposed to be 45 feet from the lot line. Our revised plans show that it is now 84 feet from the lot line along Spooner. From the lot line on Spooner, the building has been modified to setback along a 45 degree angle along Spooner Street, consistent with TSS zoning. Changes have also been made to setback the building from Stockton Court. These changes have significantly reduced the size of the project.

We will continue to meet with neighbors as we work through the details of the Project.

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PROJECT SCHEDULE:

- Construction is anticipated to start as soon as approvals are granted, with an early start construction schedule commencing in May 2018. The project critical path provides apartment building occupancy prior to August 1, 2019. Our intent is to be under construction while Monroe Street is being reconstructed so that we are not unduly prolonging the impacts of construction on nearby businesses and neighbors:

August 30, 2017:	Formal notice of intent to apply for land use approvals
November 8, 2017	Urban Design Commission Informational Presentation
January 10, 2018	Urban Design Commission Final Approval
January 22, 2018	Plan Commission
February 6, 2018	Common Council
May 2018	Start Demolition/ Construction
July 2019	Certificate of Occupancy

ULI believes the proposed development is consistent with the Monroe Street Commercial District Plan, is in character with development patterns along Monroe Street and will greatly contribute to the vitality and quality of the neighborhood. Please refer to the attachments to this letter listed below. We look forward to the Urban Design Commission's feedback on this Project.

Kind regards,



Anne Neujahr Morrison

ATTACHMENTS

- 1) Proposed SIP Zoning Text
- 2) Project Design Narrative
- 3) Monroe Street Commercial District Plan Narrative
- 4) Supporting documents in the form of a drawing set dated November 20, 2017 showing the proposed development plans for the PD/GDP/SIP are bound separately and are a part of this letter of intent by reference.

ATTACHMENT 1: PROPOSED SIP ZONING TEXT

DRAFT

GDP/SIP ZONING TEXT

1720 Monroe Street, 625 South Spooner

MADISON, WISCONSIN

Legal Description

The lands subject to this planned unit development shall include those described in Exhibit A, attached hereto.

A. Statement of Purpose:

This Planned Development zoning district is established to allow for the development of a mixed use building with residential apartments, ground floor commercial space, underground parking and surface parking.

B. Permissible Uses

1. Multi-family residential uses.
2. Two-family dwelling.
3. Permitted and Conditional uses as allowed in the Traditional Shopping Street (TSS) district.

3. Uses accessory to permitted uses as listed above, including but not limited to the following:

- a. Indoor and outdoor amenity and recreation areas associated with multi-family residential units.
- b. On-site management office for the management and leasing of multi-family residential units.

C. Lot Area

The lot area is as shown on the approved plans.

D. Floor Area Ratio and Building Height

The maximum floor area ratio and the maximum building height will be as shown on the approved plans.

E. Yard Requirements

Yard areas will be provided as shown on the approved plans.

F. Landscaping

Site landscaping will be provided as shown on the approved plans.

G. Lighting

Site lighting will be provided as shown on the approved plans.

H. Signage

As affirmed in MGO Sec. 31.13(4)(a), the Zoning Administrator has determined that signage will be allowed as per Chapter 31 of the Madison General Ordinances, as compared to the TSS (Traditional Shopping Street District) zoning district.

I. Family Definition

The family definition for this PUD-SIP shall coincide with the definition given in Chapter 28.211 of the Zoning Code for the TSS district.

J. Alterations and Revisions

No substantial alteration or revision of this planned unit development shall be permitted unless approved by the City Plan Commission; however, the Zoning Administrator may issue permits for minor alterations or additions which are approved by the Director of Planning and Community and Economic Development and the alderperson of the district and are compatible with the concept approved by the City Plan Commission per Sec. 28.098(6).

EXHIBIT A
TO DRAFT GDP/SIP ZONING TEXT

1720 Monroe Street, 625 South Spooner
MADISON, WISCONSIN

Legal Description

New CSM legal description pending

Existing legal descriptions of the two parcels are as follows:

1720 Monroe Street: Certified Survey Map Number 2643 as recorded in Dane County Register of Deeds in Volume 10, Page 262 of Certified Surveys, Lot 1

625 South Spooner Street: First Addition to West Lawn, Block 29, Lot 4

Lot Area

This Specific Implementation Plan contains ___ square feet (__ acres).

ATTACHMENT 2: PROJECT DESIGN NARRATIVE

ARCHITECTURE

The architectural team considered traditional Monroe Street buildings, pre-war apartment and commercial structures as well as other predominantly brick and stone buildings for inspiration. The result is a high quality building in a traditional and contextual style that meets the General Development Standards outlined in the 2007 Monroe Street Commercial District Plan, Section J, in regards to height, proportion, setbacks, articulation, street activation, materials and other guidelines.

As the building meets the residential neighborhood along Spooner the building is approximately 84 feet from the lot line. Early concepts for the project included a three story element along Spooner Street, which was eliminated based on neighbor input in order to provide greater separation between the residential neighborhood and the proposed building.

The exterior of the building is predominantly brick with cast stone detailing. Great care was taken to use a restrained palette of high quality materials, consistent with other traditional buildings. There is a clear base, middle and top to the building. At the base of the building, along the length of Monroe Street, the building steps down from Spooner Street to Stockton Court to meet the sidewalk so that the street is activated for the entire block and each storefront benefits from its separate identity and accessible entrance.

DESIGN DISTRICT CRITERIA

The Site is not in an Urban Design District, but PD or other rezoning requires UDC review. The Monroe Commercial District Plan (2007) provides guidance for the design of new developments. The project meets the following criteria as outlined in Section J of the Plan.

Building Heights- *Building heights are regulated to create streets in character with surrounding development."*

At five stories, the proposed building height is in character with surrounding development. To the west is the Monroe Commons development (2007), which is six stories and rises 75 feet from the grade at Spooner Street. To the east is Clarendon Apartments (1938), which is four stories and set on a raised front yard. In regards to height, the Monroe Street Commercial District Plan indicates that superior architectural

treatment is a factor that can make taller buildings acceptable and that each project should be considered on a case-by-case basis looking at compatibility with surroundings. Since the Plan was adopted in 2007, several new buildings have been approved along Monroe Street at four stories and more.

Build-To Lines – “*Build to lines are established for redevelopment sites to ensure that building placements clearly define street edges and corners.*”

The proposed building is placed parallel to and within two feet of the property line along which the façade is located. Buildings along Monroe Street are generally built uniformly up to the sidewalk edge. We are introducing further setbacks for a more gracious sidewalk and other pedestrian features.

Building Composition - “*Buildings should be composed to define base, middle, and top.*”

Our building is articulated with a commercial “base” primarily constructed of brick, glass and stone. It is separated from the “middle” of the building, which is primarily brick, by a stone entablature. At the “top” of the fourth floor, the building is further articulated by a traditional cornice/parapet, from which the fifth floor is set back on all sides.

Window Glazing – “*Street level facades should include visual features and design details that enrich the pedestrian experience*”

The ground floor facade will be chiefly of glass to encourage a direct visual connection between pedestrians and the interiors of the street level establishments. The entrance to the apartment lobby will be near the center of the Monroe Street frontage, so that the street will be a part of the daily experience of the residents. To encourage the success of the ground floor establishments, we will seek to minimize barriers between the sidewalk and the interior.

The storefronts are in character with traditional storefronts on Monroe Street, particularly those on the south side of the 1800 block. The proposed width and shallow setback from the sidewalk is patterned after those existing storefronts. Per the 2007 Plan, no tinted windows are planned between 2 feet above grade and 8 feet above grade. The project includes no tinted windows, and transoms and clerestories are included as recommended.

Street Activation – “*Where required glazing is provided along the ground floor, the area behind the glazing should consist of “street activating uses” for a minimum of 12 feet in depth.*”

The project will be activated for the length of Monroe Street with retail depths that exceed the recommended minimum. There will be no above grade enclosed parking stalls to detract from the retail facade.

Entries – “*Pedestrian entries should be provided for each distinct ground floor use (or tenant) along the street frontage. Dominant corner entrances that maintain the Build-to Line are desirable on corner sites.*”

The below grade parking is lowered to allow for at-grade entries along Monroe Street. The project will include multiple distinct ground floor uses, with each storefront entrance located at grade. Because the site slopes seven feet along Monroe Street, the first floor concrete slabs will be poured to step down to create at-grade ground floor uses. Multiple levels assure that the pedestrian scale is maintained. There may be more than one tenant identity and entrance at each elevation. This stepping will help create different exterior identities for the first floor establishments. All entries from Monroe Street will be ADA accessible.

Materials- “*Enrichment of the pedestrian realm requires building base materials to be of high quality, such as stone, brick, metal panel systems, and other durable materials*”.

The building will have quality materials throughout. The ground floor is of particular importance and will be primarily faced in glass, stone or cast stone with details that enrich the pedestrian experience.

Building Articulation - “*Detailing of the base of buildings should be used to enhance the human scale qualities of the building*”

The building is generally comprised of two elaborate bookend elements at the Spooner and Stockton corners and a central field recessed slightly along Monroe Street. At the building base, the glass at the storefront comes close to the sidewalk. There will be shallow setbacks in key entrance locations. Storefronts will be accented with cast stone detail. Brick on the upper floors is articulated around openings with brick returns. As recommended, the residential units include balconies, French windows and bay windows to further activate the street and give the upper facade articulation and interest. The fifth story is set back from the parapet.

Proportion “*The use of proportion is intended to provide a sense of visual harmony among elements of a building*”

The project includes various component parts, including bays of two or three windows, structural bays, panels and balconies that are dimensioned on a consistent module to make them proportionate to one another and create proportionate solid spaces between them. The windows as drawn are approximately 7 feet in height, which creates a vertical proportion consistent with the building massing that is historically prevalent along Monroe Street.

Scale “In order to achieve an architectural composition responsive to surrounding context and human scale, distinctive compositional elements of buildings should be distinguishable from a distance of both near and far”

The various parts of the building are proportionate within the building and within the broader neighborhood context. The ground floor is in scale and consistent with the surrounding commercial storefronts on Monroe Street. The window and balcony openings within the residential part of the building are proportionate to the facade in the same way as adjacent residential buildings.

Rhythm “In architectural composition, rhythm refers to the regular or harmonious recurrence of building elements. These patterns often reflect the building’s repetitive structural bays, often with the end bays given special identity.”

The rhythm of the building is consistent while avoiding being repetitive. Building components repeat, including groupings of windows, balconies and decorative panels. The end bays at Spooner and Stockton are given special identity through material changes and changes in the repeating components.

ATTACHMENT 3: MONROE STREET COMMERCIAL DISTRICT PLAN NARRATIVE

The proposed development at 1720 Monroe is entirely in keeping with the Monroe Street Commercial District Plan. Probably no other development for the entire length of the street is more consistent with the specific requirements and spirit of the Plan. The proposed development meets the following objectives of the Plan which was adopted on March 27, 2007:

- Helps strengthen a neighborhood “hub”
- Promotes a “community” character for the street: mixed uses including, civic, institutional, retail and residential
- Provides places and things to do for people of all ages
- Promotes a pedestrian-friendly and attractive environment
- Extends the sense of a neighborhood “Main Street”
- Contributes to the high density residential daytime market to support retailers
- Creates opportunities for new civic, institutional, retail and restaurant establishments
- Accommodates small scale establishments
- Maintains the high quality of residential areas along the length of Monroe Street
- Excellent building composition
- Meets guidelines for window glazing
- Promotes street activation
- Primary entrances on Monroe Street
- Distinct, attractive, at-grade entries to ground floor establishments
- High quality building materials
- Carefully articulated exterior façade
- Well proportioned
- In keeping with standards regarding scale
- In keeping with suggestions concerning building rhythm
- Excellent surface variation and detail, with numerous special features.
- Parking for residential completely underground