

PLANNING DIVISION STAFF REPORT

March 2, 2015

PREPARED FOR THE LANDMARKS COMMISSION



Project Name/Address: 3414 Monroe Street
Application Type: New development adjacent to designated landmark site
Legistar File ID # 35614
Prepared By: Amy L. Scanlon, Preservation Planner, Planning Division
Date Issued: February 25, 2015

Summary

Project Applicant/Contact: Paul Cuta
Requested Action: The Applicant is requesting an advisory recommendation for the proposed new development and its impact on the adjacent landmark site.

Background Information

Parcel Location: The subject site is located on Monroe Street adjacent to the designated landmark Plough Inn.

Previous Actions:

The proposed development was reviewed by the Landmarks Commission on October 6, 2014 and the Commission found that the proposed development at 3414 was not so large or visually intrusive as to adversely affect the historic character and integrity of the adjoining landmark or landmark site. The Landmarks Commission reconsidered the item on October 20, 2014 and found that the proposed development was so large or visually intrusive as to adversely affect the historic character and integrity of the adjoining landmark or landmark site. The design team has redesigned the building and is before the Landmarks Commission for an advisory recommendation as required by the Zoning Ordinance.

Relevant Zoning Ordinance Section:

28.144 DEVELOPMENT ADJACENT TO A LANDMARK OR LANDMARK SITE.

Any development on a zoning lot adjoining a landmark or landmark site for which Plan Commission or Urban Design Commission review is required shall be reviewed by the Landmark Commission to determine whether the proposed development is so large or visually intrusive as to adversely affect the historic character and integrity of the adjoining landmark or landmark site. Landmark Commission review shall be advisory to the Plan Commission and the Urban Design Commission.

Analysis and Conclusion

The site of the proposed development is currently the location of a building designed by William Kaeser and constructed by Marshall Erdman. The Landmarks Commission found that the existing building on the site has historic value based on its association with these two men who are considered masters in their respective fields and recommended to the Plan Commission that the demolition request be denied. The Plan Commission will review the demolition request as part of the review of this development proposal.

Adjacent to the development site (3414 Monroe Street), is the designated landmark Plough Inn (3402 Monroe Street) which is a locally designated landmark and listed on the National Register of Historic Places. The

Landmarks Commission is tasked with providing a recommendation to the Plan Commission based on the impact that the proposed development may have on the adjacent landmark site.

Originally the Plough Inn was constructed away from the development of the city and was presumably one of only a few buildings along the early road now known as Monroe Street. The Plough Inn has existed in this location while the corridor developed around it into a dense residential and commercial area.

Like any other landmark building that predates its neighbors, the true historic character and integrity of the Plough Inn has been altered over time through obvious changes to its context including the general growth of the city, the construction of buildings on adjacent lots, the widening of the road, and the construction of a building on the landmark site adjacent to the landmark building.

The four story proposed development steps away from the adjacent landmark site along the shared property line so that the height and mass are located away from the landmark site, and more toward the corner and the middle of the site.

Recommendation

Staff recommends that the Landmarks Commission advise the Plan Commission and Urban Design Commission that the proposed development is not so large and visually intrusive that it adversely affects the historic character and integrity of the adjoining landmark or landmark site.

AGENDA # 4

City of Madison, Wisconsin

REPORT OF: LANDMARKS COMMISSION	PRESENTED: March 2, 2015
TITLE: 3414 Monroe Street – New mixed-use building “The Glen” adjacent to a Designated Madison Landmark. 13 th Ald. District. Contact: Paul Cuta (35614)	REFERRED: REREFERRED: REPORTED BACK:
AUTHOR: Amy Scanlon, Secretary	ADOPTED: POF:
DATED: March 2, 2015	ID NUMBER:

Members present were: Stu Levitan, Chair; Erica Fox Gehrig, Vice Chair; Jason Fowler, David McLean, and Marsha Rummel. Michael Rosenblum and Christina Slattery were excused.

SUMMARY:

Levitan explained the Landmarks Commission is only able to review the project based on the ordinance language and the public comments should relate to the pertinent language before the Commission.

Patrick Corcoran, representing Patrick Properties, registering in support and wishing to speak. Corcoran explained that he chose to redesign the project based on the comments from DMNA representatives, Arbor House owners, and city staff which suggested that the massing be stepped taller toward the corner.

Paul Cuta, representing Patrick Properties, registering in support and wishing to speak. Cuta explained the new design and that the size of the building (square footage and height) triggered the conditional use standards.

Marc Schellpfeffer, representing Patrick Properties, registering in support and wishing to speak. Schellpfeffer explained the more specific changes in the design related to the calculation of heights and a comparison between the 3-story and 4-story designs showing step backs and shadow studies.

John Imes, registering in opposition and wishing to speak. Imes explained that this proposal is too large and negatively affects the landmark site. He said that he believes the dimensions have been misrepresented by the Applicant and suggested that a referral might be necessary to allow the neighborhood association to provide a formal position. Imes explained that a smaller building with fewer units may reduce the need for underground parking. Imes also explained that some of the public comments were not in the public record.

Staff explained that the comments addressed to Landmarks issues were in the Landmarks Legistar file (35614) and that the comments addressed to Plan Commission issues were in the Plan Commission Legistar file (35641).

Heather Stouder, Planning Division staff was in attendance and available to answer questions. Levitan asked Stouder to explain how the need for underground parking was triggered on this project. Stouder explained that underground parking is not required but that the conditional use standards trigger a parking ratio requirement

and that the project team designed the building to accommodate the parking underground. Stouder explained that any building over 24,000 square feet or over 3 stories or 44 feet tall will trigger the conditional use standards.

Gehrig asked Imes if the redesigned proposal is better for the landmark site. Imes explained that the 9 foot setback is an improvement and the step backs are preferable to the 3-story wall of the original design.

Lynn Pitman, representing DMNA Zoning Committee, registering neither in support nor opposition, wishing to speak and available to answer questions. Pitman explained that the Dudgeon-Monroe Neighborhood Association (DMNA) had not been able to formally provide a position on the redesigned project because of the timing of meeting dates. She explained that there is not a consistent message coming from the DMNA. Pitman explained that DMNA had been open to exploring and reviewing a design with a 4th story and that a spreadsheet had been prepared which showed the comparable sizes of newer buildings along Monroe Street.

Gehrig asked if the changes to the design satisfy the comments that were provided to the developer. Pitman explained that it would not be appropriate for her to answer.

Rummel asked the development team if the southwestern corner element could be removed. Schellpfeffer explained the massing and that the building mass at the first floor would have to remain.

Gehrig asked for clarification about the dimensions from the property line and the proposed building compared to the existing building.

McLean asked about the masonry size. Schellpfeffer explained that the masonry would be a 16 x 8 dark bronze colored burnished face concrete block with similarly colored mortar to create a monolithic masonry base.

Shawn Schey, registering neither in support nor opposition and not wishing to speak. Schey did note on the registration form that a fitness center on the fourth floor with an outdoor terrace big enough for large numbers of people on east side of the building will diminish the quality of life for adjacent Arbor House.

Lynn Pitman representing herself. Pitman explained that the stepbacks improve the design. She explained that the volume of the building was discussed at a previous meeting as having an adverse affect on the landmark site and that the footprint of the building had not changed.

Gehrig explained her review of the visual intrusiveness given the size of the building and the comparable size and placement of the buildings on the landmark site and the related green space.

McLean explained that the size of the building does not provide for large growth trees or a significant amount of green space.

There was general discussion about how the redesigned building was more successful than the previous design. There was general discussion about the appreciation for the stepbacks and how the design was less visually intrusive.

Gehrig explained that the demolition of the existing building is an issue that is still before the Plan Commission and that it is still the feeling of the Commission that due to its historic value, the existing building should be retained.

Cuta explained that the TSS zoning and adopted area plan specify that the building have a certain relationship with the street.

Pitman explained that the adopted plan recommends 2-4 stories and maintaining the natural characteristics of the context including the Arboretum and the Plough Inn.

There was general discussion about the pertinent ordinance sections and how the language can be addressed.

There was general discussion about how this small commercial area on Monroe Street differs from the other end of Monroe and why the different areas were treated so similarly in the adopted plan and zoning. Rummel requested that the Plan Commission review all pertinent elements of the design, the zoning requirements, and the adopted plan to determine the best treatment of this unique parcel.

ACTION:

A motion was made by Gehrig, seconded by Rummel, to recommend to the Plan Commission that the development is so large as to adversely affect the historic character and integrity of the adjoining landmark site; however, the setbacks lessen the visual intrusiveness. The motion passed by voice vote/other.

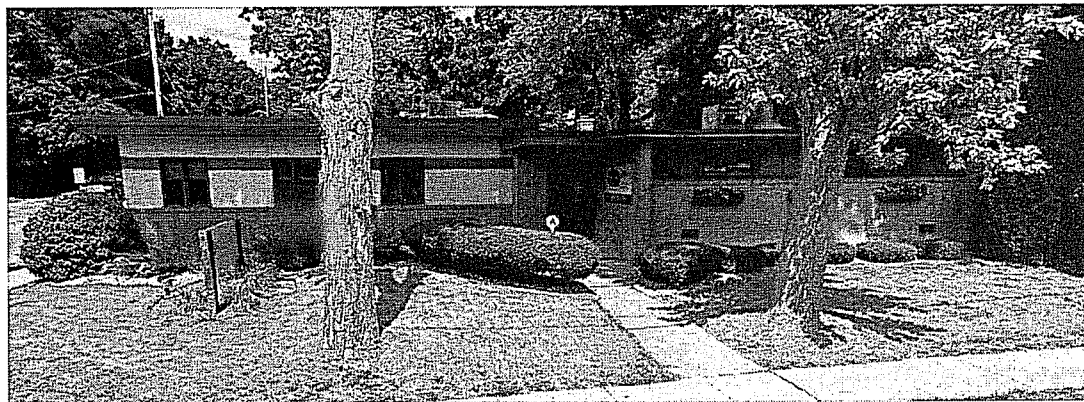
Legistar File ID # 32607
Demolition Report
June 26, 2014
Page 2 of 3

3414 Monroe Street

Commercial property, constructed in 1954.



Google street view



Google street view

Applicant: Patrick Corcoran, Patrick Properties

Applicant's Comments: Demolition of an existing building for new, proposed mixed-use building.

Staff findings: The building was designed by William Kaeser and constructed by Marshall Erdman in 1954 for Heathcote & Moore, D.D.S.. This commission was Erdman's first medical office building. The Neckerman Agency purchased the building and constructed a sizable addition (c. 1980) to the west which affects the integrity of the structure. Kaeser and Erdman are considered "masters" in their respective fields.

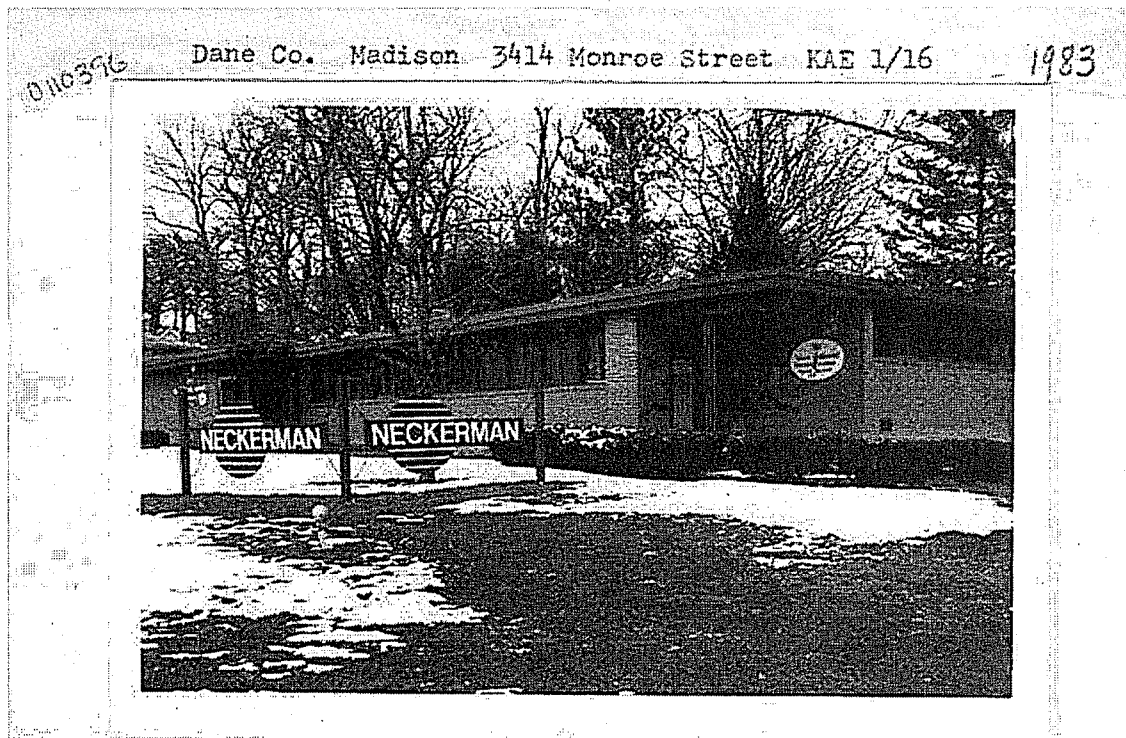


Image from the Wisconsin Historical Society

AGENDA # 4

City of Madison, Wisconsin

REPORT OF: LANDMARKS COMMISSION

PRESENTED: June 30, 2014

TITLE: Buildings Proposed for Demolition –
2014 (32607)

REFERRED:

REREFERRED:

REPORTED BACK:

AUTHOR: Amy Scanlon, Secretary

ADOPTED:

POF:

DATED: June 30, 2014

ID NUMBER:

Members present were: Stu Levitan, Chair; Eric Fox Gehrig, Vice Chair; Christina Slattery, Jason Fowler, Marsha Rummel and Michael Rosenblum. David McLean was excused.

SUMMARY:

A motion was made by Rummel, seconded by Gehrig, to advise the Plan Commission that the Landmarks Commission finds that the building at 4202 Milwaukee Street has no known historic value. The motion passed by voice vote.

A motion was made by Rummel, seconded by Gehrig, to advise the Plan Commission that the Landmarks Commission opposes the demolition of the building at 3414 Monroe Street because the building has historic value as it is associated with two masters (William Kaeser, architect and Marshall Erdman, builder) in their respective fields. The motion passed by voice vote.

AGENDA # 8

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION

PRESENTED: April 8, 2015

TITLE: 3414 Monroe Street – Advisory Opinion at the Request of Planning Staff, Conditional Use for a Four-Story Building Exceeding 25,000 Square Feet in the TSS District, “The Glen.” 13th Ald. Dist. (37907)

REFERRED:

REREFERRED:

REPORTED BACK:

DRAFT

AUTHOR: Alan J. Martin, Secretary

ADOPTED:

POF:

DATED: April 8, 2015

ID NUMBER:

Members present were: Richard Wagner, Chair; Cliff Goodhart, Melissa Huggins, Lauren Cnare, John Harrington, Dawn O’Kroley and Tom DeChant.

SUMMARY:

At its meeting of April 8, 2015, the Urban Design Commission recommended **APPROVAL** of a four-story building exceeding 25,000 square feet in the TSS District located at 3414 Monroe Street. Appearing on behalf of the project were Paul Cuta and Marc Schellpfeffer, both representing Patrick Properties; and Patrick Corcoran. Appearing and speaking in opposition were John Imes and Lynn Peter, representing the Dudgeon-Monroe Neighborhood Association. Registered in opposition but not wishing to speak was Shawn Schey, representing the Dudgeon-Monroe Neighborhood Association. The project has changed in regards to pedestrian experience, parking, the character of the space, all of which were important to the neighborhood. The building steps back from the building after the ground floor, with parking tucked underneath the stepback. The first floor commercial space is envisioned as professional use. The entrance to the residential lobby is off of Glenway Street, roughly across the street from Wyota Avenue, with 9 at grade parking stalls, and a ramp that drops down into the building with a tray of parking. The building will have 19 units, 20 parking spaces underground, as well as bicycle parking. They pulled the building back from the north and added landscaping, pervious pavement and a bioswale. The plinth created by the first floor at 30-inches allows for the parking to be kept above the water table. They are trying to create a mix of units which will include three 3-bedroom units and some studios. The terraces afford views of the Arboretum while still respecting their neighbors. The building steps back at several points like a “wedding cake” on various sides of the building. The proposed building materials were selected to respect the residential homes going up Glenway Street, while providing a different read along Monroe Street and include a sandblasted concrete plinth, dark masonry, wood siding and a historic plaster. Renderings, comparison elevations and sun shadow studies were shown. The fourth story component is less impactful than it would have been with a building of smaller scale with the way it had been articulated.

John Imes spoke as the owner/operator of the Arbor House Inn. Their mission is to provide high quality hospitality while showcasing environmentally friendly design, technology and practice. He is not opposed to density in this location. Last week the Dudgeon Monroe Neighborhood Association Council voted to oppose the previous iteration of this project based on size, massing, and inadequate setback from the Arbor House Inn. While not anti-development, this project is too large and the underground parking is not needed and could

reduce the project by 3-4% in gross square footage. If the underground parking goes away, the ramp goes away and there is no longer a 6-foot setback that would affect mature trees and the woodland garden; the building could be pulled another 4-feet for a minimum 10-foot setback. They are concerned about the ground water issues; some previous projects have had serious issues thinking the water table was not an issue, only to run into major trouble once they began construction.

Lynn Peter spoke and pointed out that the statement from the DMNA Council was based on John Imes stating he was going to look at the easement again. The easement agreement has not been a part of these conversations because it has been a private matter, even though it is an important factor in the building and parking design for this site. Things have changed over the last 20 years since that easement agreement was made and perhaps it's time to relook at that, and perhaps the entire block. The changes the developer has made are appreciated and are an improvement to what they previously saw. This fourth floor space is the largest of any four-story building along Monroe Street.

Heather Stouder clarified that the Landmarks Commission has seen this project three separate times. Initially they did recommend that it was not so large or visually intrusive; they reconsidered that motion and determined that it was so large and visually intrusive as a 3-story building, and then months later, very recently when they saw this iteration before you, their motion was just a little bit different but it's worth pointing out that distinction. They still did vote that it was so large as to negatively impact the Arbor House landmark property, but they thought the changes that were made really helped a lot with the visual intrusiveness that was there before. Focusing the discussion and advice to the Plan Commission on two main issues will be helpful: consideration of the appropriateness of the 4th floor in its current iteration; the Plan Commission will be considering a specific standard of approval for a building that exceeds three stories in the TSS District. Secondly, like with any conditional use the Plan Commission will consider the design and compatibility with the area as a whole, and this is where they have an opportunity to request Urban Design Commission advisory recommendations, so looking at the compatibility with the area as a whole.

Comments and questions from the Commission were as follows:

- The current iteration seems quite appropriate to its context and thoughtful design elements in terms of breaking down the scale. And it is very much of its time. I would find this to be an appropriate design, particularly for its adjacent historic context.
- Without commenting on the size, it seems to me that Monroe Street is an area that has multiple design periods in which it has occurred, so I think the design reflects its current period, that's appropriate. But there is the question of size.
- I don't think you can compare this to Empire because it's an entirely difference context. You have to look at how this particular area is going to develop: the Arboretum on one side, long-term residences on the other side, it's not going to change a whole lot. I think for the size and the context of that neighborhood, it's too big and it really starts a direction in that neighborhood that we don't want to see.
- I would strongly disagree. There is plenty of opportunity for development going towards Odana Road. For as well as Tom is doing in the Lakeside Vet Clinic he's outgrowing it and could easily look for new space. We're already marching down...we made a choice when we approved Parman Place and I think at this point one-story across the street looks silly.
- I have a huge issue with these ridiculous stepback fourth floors so we can pretend there's not a fourth floor. I think that Empire Photo, every time I look at that it makes me angry, for other reasons as well, including the fact that we didn't actually approve that building, but I do think this is again a Madison cop-out on being a City, by pretending we're a 3-story building, but in order to make this economically feasible we have to, which we have to understand because that's part of a city growing. I would just prefer to say "let's have four-stories." This is going to look like a little beanie on the top of the building.

I believe this is yet again one of those situations where change is scary and we're going to throw our hands up, but I think this is an extremely sensitive building to the neighborhood and would be a good addition to the corner.

- I agree with what you're saying about the other buildings but I don't think these are ridiculous setbacks, I think these are substantial.
- I like the setbacks but not the white chunks at the top.
- But it's so stepped back and it creates roof terraces. To me, in this case it doesn't look like a little beanie, it looks almost like a sunroom up there, and it relates to other elements of the building as well. I like the rationale for stepping back: responding to the neighbors and not to something in the zoning text. I think the neighbors will get real benefit from those setbacks.
- I note the simplicity in the number of finishes, it's a very handsome composition.
- In looking at the apartment building on the other side, what's the zoning if there was a replacement there?
 - I think it's zoned residential. I don't think the plan has a specific density recommendation for that site.
- Parts of Monroe Street are very lovely single-family residences of a scale that's very clear. This is an area where it's not clear.

ACTION:

On a motion by O'Kroley, seconded by Huggins, the Urban Design Commission recommended that the Plan Commission grant **APPROVAL** based on the Urban Design Commission's finding that the design is appropriate to the context, including the setbacks in relationship to the historic neighbor, and is of its time and has a very elegant composition, including the 4th floor because of its setback and its specific response to the neighbor to the east and its continuation down to the first floor in some areas. The motion was passed on a vote of (5-1) with Harrington 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 rating for this project is 9.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 3414 Monroe Street

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
Member Ratings	7	9	6	6	-	6	10	9

General Comments:

- A proper design for 21st Century on this corner, step backs and deep balconies very effective.



April 7, 2015

The Dudgeon-Monroe Neighborhood Association supports redevelopment along Monroe Street that enhances and is compatible with the neighborhood character, and with city and neighborhood plans.

We appreciate that the proposed plans for 3414 Monroe Street are the second iteration of this development project, and include improvements over the initial plans.

However, we oppose this iteration of the plans due to the size, massing, and setback from the Arbor House property line.

After reviewing these revised plans, the Landmarks Commission found the development to be "so large as to adversely affect the historic character and integrity of the adjoining landmark site; however, the stepbacks lessen the visual intrusiveness."

We concur with this finding. This unique site should be developed in a way that is more harmonious with the neighboring landmark property, the Arboretum across the street, and the overall natural feel to this entry point into the Dudgeon-Monroe neighborhood.

We recognize that the scope of the Landmarks Commission process is limited, and does not address related considerations such as underground parking. Parking issues are a major concern to the neighborhood and the inclusion of underground parking in the revised proposal is a strong benefit.

The earlier proposal called for 16 surface spaces to be shared by commercial and residential users. Because of easement requirements, these spaces were also available for used by neighboring Arbor House guests as needed on nights and weekends.. As a result, the parking seemed insufficient.

The easement agreement between the property owners has not been a point of public discussion, because it is private matter. However, it has been an important factor in the building and parking design for the site, because the agreement requires parking space availability for Arbor House guests.

It now appears that there may be some willingness to revisit the terms of this easement.

The trade-off for underground parking was additional rental square footage to offset the cost. This proposal calls for a fourth story of about 4000 sq ft, the largest fourth floor addition in the three recent developments along Monroe Street, two of which include underground parking.¹

We recommend that the trade-off between size and parking in this plan be reexamined.

Our understanding of the easement is that it was a part of the PUD conditions for Arbor House, which were developed to address conditions at the time. The traffic and use of these several blocks have changed in the intervening years.

Reevaluating the parking, traffic, and easement conditions for the whole 3400 block of Monroe would present an opportunity to reevaluate how parking and massing are being addressed at this site. We would strongly encourage this.

Specific conditions for any new plans would also include:

- preserving the stepback of 9' from the first floor for the 2nd and 3rd stories, which is an improvement over the first design ;
- reducing the depth of the 2nd floor balconies along the Arbor House side to 4 feet; This is in keeping with the intent of the proposed 2nd and 3rd stepbacks for the 3rd and 4th floor on the Arbor House side of the project.
- requiring a landscaping plan that maintains a green buffer between the new development and adjoin property owners, including the Arbor House, and includes some of the greenspace that now exists between the current building and the sidewalk along Monroe Street. This greenspace is a strong component of the character of the corner.

¹ For comparison, Parman Place at 3502 Monroe, and the Empire building at 1911 Monroe, also

As an additional comparison, The Monroe at 2624 Monroe St., which does not include underground parking, has fourth story loft space for 3rd story apartments of 2511 sq ft.

From: Cornwell, Katherine
To: Stouder, Heather; Scanlon, Amy;
Wendt, Jay;
Subject: Fwd: 3414 Monroe St. Proposal
Date: Sunday, March 01, 2015 8:22:37 AM

FYI...

Sent from my iPhone

Begin forwarded message:

From: Paul Beckett [REDACTED]
Date: February 28, 2015 at 5:40:41 PM CST
To: <kcornwell@cityofmadison.com>
Subject: **3414 Monroe St. Proposal**

Hi,

I live in the neighborhood and remember well how John Imes offended neighbors by building a new building on HIS lot. But most of us feel our neighborhood stays great by NOT being irrationally opposed to all change, and Imes' project was not opposed by most of us.

Now, I am struck by the irony of his ferocious and exaggerated NIMBY opposition to the 3414 proposal.

I have no basis to judge the proposal on its own merits, but I would urge that you not be much swayed by Imes' rhetoric. Indeed, I would examine his assertions carefully.

Sincerely,

Paul Beckett
[REDACTED] Gregory Street
Madison

From: Cornwell, Katherine
To: Scanlon, Amy; Stouder, Heather;
Wendt, Jay;
Subject: Fwd: 3414 Monroe St. Development
Date: Sunday, March 01, 2015 5:33:56 PM

FYI...

Sent from my iPad

Begin forwarded message:

From: Sheryl Lilke [REDACTED]
Date: March 1, 2015 at 12:44:31 PM CST
To: "Dailey, Lucas" <district13@cityofmadison.com>, "Cornwell, Katherine" <kcornwell@cityofmadison.com>
Cc: [REDACTED]
Subject: RE: 3414 Monroe St. Development

Thanks for your response Lucas.

I assume you're familiar with the lovely Arbor House Inn, its cottage-like design, and it's beautifully landscaped lot with mature trees and significant open space. Any large, four-story, lot-filling development next door will not only grotesquely overshadow this very appealing property, but will also suffer itself in comparison.

I find your question about environmental damage to be disingenuous. Again, a large development at the edge of an already environmentally sensitive area will, by definition, cause harm. How measurable will the harm be, exactly? I don't know; does it matter? How much damage are we willing to do to our few remaining natural areas in our rush to fill the pockets of developers? I guess we all must decide for ourselves.

"We abuse land because we regard it as a commodity belonging to us. When we see land as a community to which we belong, we may begin to use it with love and respect." — Aldo Leopold

Best,
Sheryl Lilke

From: district13@cityofmadison.com
To: [REDACTED]Kornwell@cityofmadison.com
CC: [REDACTED]
Subject: RE: 3414 Monroe St. Development
Date: Sun, 1 Mar 2015 18:16:30 +0000

Sheryl,

Thank you for sharing your thoughts on this proposal. I don't share your opinion about the project being "an eyesore" but I will take it into account none the less. You also mention environmental damage, could you tell me what specific damage you're talking about? I'm not aware of any.

cheers,

Lucas

Lucas Dailey
DISTRICT 13 ALDER
CITY OF MADISON
(608) 535-1214

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

From: Sheryl Lilke [REDACTED]
Sent: Saturday, February 28, 2015 7:21 PM
To: Kornwell, Katherine
Cc: [REDACTED] Dailey, Lucas
Subject: 3414 Monroe St. Development

Madison Plan Commission members,

I am writing to encourage you to rule against the current development plans proposed for 3414 Monroe St.

The residents of the Dudgeon-Monroe neighborhood are strongly against such a development. With it, we (residents both human and animal) pose to lose not only the viability of an attractive historic property but also the health of the beloved, and very fragile, duck pond and arboretum. We would gain nothing but an architectural eyesore and significant environmental damage. The developer stands to lose nothing, but stands to gain what I assume will be a large amount of money.

Please show that Madison values the reasonable desires of neighborhood residents and the well-being of the local environment more than the enrichment of developers.

Thank you,
Sheryl Lilke
[REDACTED] Sprague St.

From: Cornwell, Katherine
To: Stouder, Heather; Wendt, Jay;
Subject: Fwd: 3414 Monroe St
Date: Monday, March 02, 2015 8:34:18 PM

FYI...

Sent from my iPhone

Begin forwarded message:

From: Laura Berger <[REDACTED]>
Date: March 2, 2015 at 3:21:47 PM CST
To: <AScanlon@cityofmadison.com>,
<kcornwell@cityofmadison.com>
Cc: john imes <[REDACTED]>
<district13@cityofmadison.com>
Subject: 3414 Monroe St
Reply-To: Laura Berger <[REDACTED]>

I am writing to urge you to reject the plan as proposed for 3414 Monroe Street and advise the modifications as proposed by John Imes, owner of the Arbor House.

I was born and have lived my whole life in Madison and preserving our dwindling Landmark sites of historical value is extremely important to me.

The Arbor House has been a true asset in the neighborhood in that regard and the Imes have worked a miracle to make it financially viable. I have read the Imes recommendations regarding the 3414 development plan after they received expert consultation. It seems clearly very reasonable and well thought out.

While I support infill development over sprawl, allowing developers to strictly maximize profits in the process is not the only consideration. A scaled back project would still be highly desirable and surely profitable.

I am offended that the developer, Patrick Corcoran, would

choose not only to ignore the opinion of the Landmarks Commission at the previous meeting where the project was determined to be too large and visually intrusive, but return with an even larger plan. That is not the kind of neighbor I look forward to welcoming to the neighborhood.

I had planned to attend the meeting this afternoon but have come down with a cold so am staying home. Please take my comments as well as those of the neighbors as you weigh the proposal before you this afternoon.

Laura Berger
[REDACTED] Gregory St
Madison

Date: March 2, 2015
To: Madison Landmarks Commission
Re: File #35614, 3414 Monroe Street

We recommend that the Landmarks Commission adopt the staff recommendation: "Staff recommends that the Landmarks Commission advise the Plan Commission and Urban Design Commission that the proposed development is not so large and visually intrusive that it adversely affects the historic character and integrity of the adjoining landmark or landmark site."

The Arbor House bed and breakfast is definitely a unique and valued asset in our neighborhood and the loving care with which the 1854 Plough Inn building has been restored is outstanding. It is that building that defines the property at 3402 Monroe Street as a landmark site, not the building constructed in 1994 that is part of the Arbor House.

Many of our neighbors argue that the six foot setback proposed by the developer of the 3414 Monroe Street property and required by the TSS zoning designation (unless a conditional permit is issued) is insufficient for a historical site. However, pacing off the distance from the Plough Inn historic building finds that it is at least seventy feet from the 3414 Monroe Street lot line. That distance, which includes the 1994 building and the Arbor Inn's landscaping, provides a more than sufficient buffer between the historic building and any adjacent development.

We also do not think that height or size of the proposed design for 3414 Monroe Street would adversely impact the Plough Inn building. The current design, in response to neighborhood input, includes basement parking because neighbors have strongly argued that there should be off-street parking. A fourth floor now is proposed because neighbors also requested increased second and third floor setbacks along the east lot line and suggested the lost space could be placed above.

The proposed building for 3414 Monroe Street is consistent with standards set in the Monroe Street Business Plan adopted by the Common Council, which recommends that buildings not exceed three or four stories in height.

The Dudgeon Monroe Neighborhood Association has not taken a stand on the current proposal since DMNA Council meetings are scheduled for the first Wednesday of the month. We want the members of the Landmarks Commission to know that votes on development are not always unanimous and that there are activists in the neighborhood that support the Madison planning goals of increased residential density along transportation corridors such as Monroe Street.

We are communicating with the Landmarks Commission as an individuals but, in the interest of full disclosure, want the Commissioners to know that we the current President and Vice President of the Dudgeon Monroe Neighborhood Association, respectively, and have a substantial involvement with DMNA.

Al Nettleton
[REDACTED] Sheldon Street (since 1972)

[REDACTED]
[REDACTED]

Charlie Crisanti
[REDACTED] Crandall Street (since 2010)

[REDACTED]
[REDACTED]

From: Heather Marley
To: Stouder, Heather; Dailey, Lucas;
Subject: 3414 Monroe Street
Date: Tuesday, March 03, 2015 8:43:44 PM

To Whom It May Concern,

As a resident in the Dudgeon-Monroe neighborhood I support the development at 3414 Monroe Street into a mixed use building. Our neighborhood's close proximity to downtown Madison makes expansion and growth an inevitable part of the future as Madison itself grows larger. Expecting Monroe Street to ignore the development of the rest of Madison is foolhardy at best. As our neighborhood becomes a more sought after place to live, changes must be expected as new residents join the area. Turning up our noses at new development will only harm our neighborhood in the long run, leaving us behind as Madison moves forward.

One issue that is constantly being brought up with new development is the increase in traffic. I live on Copeland Street and can attest that parking has increased on our street with Parman Place. However, there has never been an instance where I have not been able to park on our block. I believe the concerns residents have with parking and traffic aren't an issue we should leave to the developers to solve solely on their own, but something the developers, neighborhood, and city need to plan for, and address together.

I think it is important to remember that while The Arbor House is a cherished community asset, it is still a business; and any surrounding businesses should be afforded the same opportunities to contribute to the character and history of the neighborhood. Over the past 60 years the needs of businesses in the area have outgrown the design of 3414 Monroe Street, with many notable occupants moving to newer, more updated spaces. Rather than allow this space to remain underutilized in its

current condition, I believe the redevelopment will create a positive and long lasting effect on the community.

I want to reaffirm my support for this project, while noting that I understand the concerns of The Arbor House and surrounding neighbors.

Sincerely,

Heather Marley

Stouder, Heather

From: Patrick Corcoran [patrickproperties@tds.net]
Sent: Friday, April 17, 2015 7:02 AM
To: Stouder, Heather
Cc: William F White (22246); Marc at CaS4; Paul Cuta
Subject: Letter to Plan Commission

Dear Plan Commission

On Monday April 20th, you will be reviewing a proposal for the redevelopment of 3414 Monroe St. The proposed building follows the city's Comprehensive Plan and the TSS Zoning in which it falls.

Throughout the process we met with and received input from many sources. Including: Dudgeon Monroe Neighborhood Association, Dudgeon Monroe Zoning Board, residential and business neighbors and city staff.

We first met with the Dudgeon Monroe Neighborhood about a year ago. In that meeting we heard, loud and clear, the major concern was parking. Additional concerns included the "pedestrian experience" along Monroe St and the possibility of a restaurant in the commercial space. (The idea of a restaurant again raised concerns over parking).

We presented a three story plan in October 2015. This plan 16 residential units, 3217 RSF of commercial space and 16 surface parking stalls. The neighborhood strongly voiced the parking was not sufficient.

There was also concern regarding the mass of the building near the Arbor House B&B. On the B&B site is the historic Plough Inn. Not long after the meeting we were contacted by the DMNA Zoning Board, the owners of the B&B and city staff. Each asking if we would consider moving the mass away from the east property line (near the B&B) and re-configuring the building with a 4th floor. We agreed to look at this option, and presented the new, stepped back design that includes a 4th story, in February of this year.

The new plan has 19 residential units, 3492 RSF of commercial space, 20 underground parking stalls and 9 surface stalls. This, for the most part, satisfied the parking concerns.

The second and third floors along the B&B property line were each stepped back, from 6 feet, to 22 feet in the front 25% of the building and 15 feet for the remainder.

The first floor on the Monroe St side is set back 11 feet from the sidewalk. The plan calls for plantings at the ground level as well as a raised planter along this elevation. Additionally, there are large, inviting windows on the first floor commercial space. This creates an enjoyable pedestrian experience.

The management plan calls for professional service based businesses in the commercial space. There is no plan for a restaurant to occupy the first floor. Additionally, if a restaurant did want to open in this space, it would most likely require a conditional use application.

The result of this process is a building proposal we are proud to present.

This was confirmed by comments of the UDC. Which include:

"I would find this to be an appropriate design, particularly for it's adjacent historic context."

"I like the rationale for stepping back: responding to the neighbors and not something in the zoning text."

"I note the simplicity in the number of finishes, it is a very handsome composition."

Thank you for your time and consideration of this proposal.

Sincerely,
Patrick J Corcoran

ARBORIST'S REPORT

Stouder, Heather

From: Patrick Corcoran [patrickproperties@tds.net]
Sent: Thursday, April 16, 2015 1:54 PM
To: Stouder, Heather
Subject: tree assessment - 3414 Monroe St

Hello Pat,

From your description of the proposed construction on your property, I would expect some impact on several trees at the Arbor House property, but I would be surprised if any of them die. The hickory would probably be shocked the most, the red pine second most, and the row of cedar would probably be most effected by future shade. It's difficult to predict where the majority of anchor roots of a tree will be, and of course the fewer disturbed the better. The red pine is already in a slow state of decline, and that species doesn't usually thrive in our heavy soils. My best guess is that the hickory would have better than a 75% chance of survival, but would take about ten years to reestablish roots lost from excavation.

Another option might be give all the trees root stimulant and slow nutrient amendments for five to ten years, and immediately plant a mixture of large, native trees that adapt well to the under story. Serviceberry, Canadian hemlock, Japanese yew, ironwood, beech, Douglas fir, balsam fir, and additional arborvitae would all be good options. We grow some of these trees, and you could have more screening than currently. This would also greatly add to the variety at Arbor House.

As for the silver maple on your property, none of them have a very appealing form, and their best years are over.

John Docter
Certified Arborist
608-334-1897

Stouder, Heather

To: John Imes
Subject: RE: Arbor House, DMNA Council oppose proposed building at 3414 Monroe St. - Plan Commission 4-20-15

From: John Imes [mailto:jimesother@gmail.com]
Sent: Friday, April 17, 2015 7:44 AM
To: Stouder, Heather
Cc: arborhouse@tds.net; Jack Imes; Sara Eskrich; Dailey, Lucas; eben johnson; Charlie Crisanti; Tyler Leeper
Subject: Arbor House, DMNA Council oppose proposed building at 3414 Monroe St. - Plan Commission 4-20-15

Hi Heather -- here are the written comments for Commissioners to consider and for posting to the official file. Please let me know if you have any questions. -- Best, John

Chair Opin -- As you know, the Plan Commission will consider the proposed building at 3414 Monroe St. on Monday, April 20th. Earlier this month, the Dudgeon Monroe Neighborhood Association (DMNA) Council voted overwhelmingly to oppose the proposed building due to its overall size, mass and inadequate side setback facing the Arbor House landmark site. This comes after two previous Landmarks Commission votes determined the proposed building is "...so large and visually intrusive as to adversely affect the historic character and integrity of the landmark site..." For more information on Landmarks Commission review of the project including public comments, please visit [here](#) and [here](#).

We oppose the current proposal because it does not develop this unique site in a way that is sensitive to the Arbor House landmark property and the overall natural character of the site. We have also raised specific concerns that the proposed development will infringe on existing rights we hold under an Easement Agreement -- rights we rely on to meet requirements agreed to in our PUD zoning text since 1994.

We encourage the Plan Commission to consider the following:

- The building as proposed would be about 20 percent larger than the previous version and about 30 percent bigger than the adjacent Parman Place.
- The building height would increase from 40 feet in the previous version to 52 feet and would loom over the Landmark site including the Arbor House Annex height of 24.5 feet.
- The number of apartments increases from 16 to 19 and the number of sleeping rooms from 24 to 32 -- a 33% increase.
- Several walk-out roof party terraces facing Arbor House would overlook guest rooms and the inn's sunroom and sauna area.
- The side-yard setback would remain at only six feet, meaning the excavation for this building will effectively extend to the property line and severely damage or kill the mature trees and screening vegetation along the Arbor House lot line. The ensuing root-structure cutting may also cause one or more trees to fall over onto the Arbor House Annex. -- See the report from Certified Arborist Steven Bassett that recommends any construction occur at least 10 feet away from the trees to ensure their survival.
- The current proposal also removes a bioswale and rain garden within the side-yard setback at the SE corner near Monroe Street and replaces it with a concrete patio, walkway, stairs and constructed footings that will negatively impact a Burr Oak tree and woodland garden on the Landmark site.

**Please read this letter from Bill Perkins, a neighbor and city planner that raises concerns about how the proposed building will jeopardize the financial viability of the Arbor House and threaten the Historic Landmark Plough Inn building. This proposed larger building comes after the Landmarks Commission voted that the previous smaller design was "...so large and visually intrusive as to adversely affect the historic character and integrity of the landmark site..." Minutes and discussion from the Landmarks Commission note several recommendations for appropriate revisions, including:*

"...an increase in the side yard setbacks and the use of step-backs at upper floors..."

"... not appropriate adjacent to a landmark site...less square footage would make it less large..."

"...need for a wider set-back area between the proposed building and the landmark property to create more "breathing" space to protect mature trees that will help visually separate the project from the adjacent landmark site..."

"...suggested a more sensitive relationship to the site...the proposed building is mostly paved hard space which does not relate to the adjacent landmark site that has trees and green space and deeper setback in the context of the Arboretum..."

We hope the Plan Commission members will consider all the pertinent elements of the building design, parking requirements, and possible zoning exemptions to find the best ways to minimize impacts to the natural character of the Arbor House Landmark site. For example, if underground parking is a required element, the applicant should be required **to reduce the 20+ foot wide below-grade ramp width by at least 6 feet**. This would be perfectly functional for a ramp serving so few cars. There are also straightforward hardware installations (sensors, keypads, mirrors, message indicator boards, etc.) to make this safe and convenient. Auto turning radius would be acceptable and we understand that Traffic Engineering has considered and approved ramp widths of 12 feet or less. An important point here is that the entire pull-in and pull-out sequence for autos takes place entirely on private property, not into a public street.

This change alone would set back the first floor mass another 6 feet facing the Landmark site (to a minimum of 12 feet and reduce second floor balcony depths to 3 feet) -- *See the attached markups that show a reduced parking ramp width and in-building exit corridor and stair to the sidewalk on Monroe St. This configuration would provide a more appropriate setback and transition to the Landmark site, help preserve mature lot line trees and restore a proposed bioswale and rain garden to help buffer and provide visual screening at the SE corner along Monroe St.

Additional reductions in the overall building mass can be achieved by locating the building further back from Monroe St. as recommended in the Monroe Street Commercial District Plan or stepping back the 4th floor (5,300 square feet) facing the Landmark site and limiting this level to loft space for 3rd floor apartments along Glenway Street.

Finally, the effect of the proposed development on Arbor House rights under an Easement Agreement and PD zoning text are serious and complicated. It matters that we have followed through on what the neighborhood and residents wanted over 20 years ago, particularly when the Arbor House zoning text requires that **"...all further alterations involving the occupancy level and use of the establishment be treated as major alterations to be approved by the Plan Commission and Common Council..."** The applicant should be required to formally respond and explain the reasons why the proposed development will not impair existing parking rights under the Easement Agreement as well as the requirements in the Arbor House zoning text.

Given the proposed development will adversely affect the historic landmark setting and natural character of the Arbor House site, and given the applicant has not been responsive to expressed concerns about the overall size, mass, inadequate side setback and related issues; we respectfully request the Plan Commission to find that the conditional use standards cannot be met by the current development proposal and recommend that the applicant be required to take additional steps to reduce the overall size and massive scale of the building, increase the side-yard setback, and address the Easement Agreement and impacts to the Arbor House zoning text. We welcome your further consideration.

Sincerely,

John & Cathie Imes
Arbor House
3402 Monroe St.

JOHN IMES ATTACHMENT

