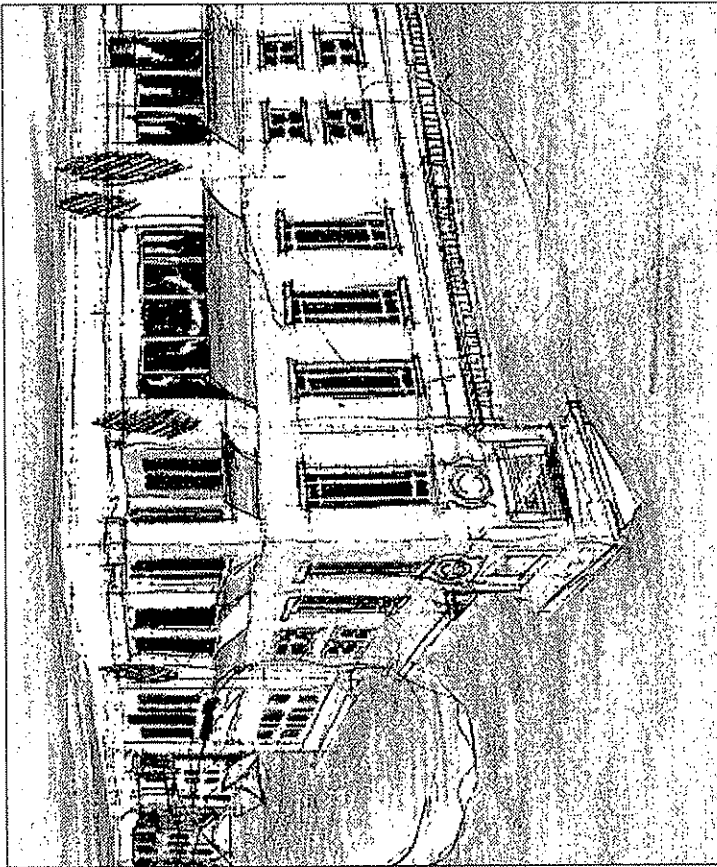


PLAN EXCERPT

MARQUETTE NEIGHBORHOOD CENTER MASTER PLAN

Williamson Street



Better Urban Infill Development Program  
Dane County, Wisconsin

January 2000

## EXECUTIVE SUMMARY

The *Marquette Neighborhood Center Master Plan*, soon to be introduced to the City Council for adoption, makes proposals to strengthen Williamson Street as a neighborhood business district. Its strategy is to focus on redevelopment of the Williamson/Baldwin Street intersection and the three-block radius around this "neighborhood center."

The plan promotes the evolution and development of the area while protecting traditional pedestrian-oriented urban patterns, established architectural character, and existing businesses and institutions.

Its primary recommendations include:

1. Amend the Third Lake Ridge Historic District Ordinance to strengthen guidelines for rehabilitation and new construction within the commercial district.
  2. Take advantage of future redevelopment opportunities within the target area to increase density and consolidate land uses. In some cases, buildings that have out-lived their structural usefulness should be demolished so that newly constructed projects can contribute to a denser urban design. Some of these opportunities will occur along Williamson, while others, especially upon the arrival of rail transit, will emerge along E. Wilson Street and the rail corridor.
  3. Redevelop the northwest corner of Baldwin and Williamson (vacant Sunrise Oil Company and adjacent lots) as a mixed use building utilizing underground parking and surface parking at the rear. The new building should be placed at the sidewalk and its architectural detailing should match the urban character of buildings such as the Schaefer Pharmacy.
  4. Address parking for commercial and residential needs by a multi-part approach, including a.) Reducing parking requirements within the Madison Zoning Code to reflect multi-modal transportation movement within the corridor; b.) Conducting a detailed parking study for the area; c.) Implementing a "parking district" approach to shared parking access and shared parking costs; d.) Requiring new construction to include structured parking.
  5. Improve Baldwin Street's function as an entrance/gateway to the neighborhood by tree plantings, public art amenities, improved public sidewalks, and significant new buildings that address the street.
  6. Conduct a six-month study or computer modeling of the costs and benefits of maintaining on-street parking on Williamson St. during peak travel periods.
  7. Amend the Zoning Code to create a new mixed-use urban village district. Such a district would allow for a diversity of land uses within one parcel or along one block.
- The plan was developed this summer during an intensive 4-day workshop attended by some 75 neighborhood residents and business owners. The results of the workshop were drawn up by the consultants, Town Planning Collaborative, BIKO Associates, and Schreiber-Anderson Associates.
- The planning project was funded by the Dane County Better Urban Infill Development (BUID), a component of Dane County Executive Kathleen Falk's Design Dane program. The planning process was also funded by the Greater Williamson Area Business Association, the Marquette Neighborhood Association, Common Wealth Development, the Williamson Street Grocery Coop, and by the City of Madison.

The idea of embellishment and artistic elements are not just confined to the public realm; they should also be encouraged with new private developments. The addition of small stonework design on a building is one example that adds richness and artistic quality to a neighborhood building.

*BUILD Projects*

In addition to two infill projects that have begun since the BUILD application (the Third Lake Lofts mixed-use building and the Willy Street Co-op), this plan recommends five building project sites (see Illustration on page 25).

1. Northeast Corner of Baldwin Street (old service station site)
2. Wilson Street Frontage (former Lumber Yard)
3. 1300 Block Redevelopment site (next to Crystal Corner Bar)
4. Marquipp Complex
5. Ingersoll/Wilson

These projects adhere to the *Isthmus 2020* Principles and represent a range of commercial and mixed-use development that will continue the unique tradition of Williamson Street. Other opportunities will arise; they should be guided by these examples and a set of neighborhood design standards presented in the next chapter.

**Baldwin Street Corridor**

Baldwin Street completely crosses the Isthmus from Lake Mendocia to Lake Monona. Unlike the Yahara River crossing, which is mostly relegated to foot, bicycle and boat traffic, Baldwin Street is a major vehicular access into the Williamson Street corridor. As illustrated on page 21, the prominence of the Baldwin Street corridor as a dignified entrance into Williamson Street neighborhoods could be enhanced significantly with a little attention to tree plantings, continuous sidewalk

connections, and new buildings that address the street. New construction, whether it be expansion or adaptive reuse of existing buildings, or new buildings, should complement existing architectural character and accommodate a number of uses and support the pedestrian environment of the area. A newly tree-lined street that connects these buildings and activities could become an elegant entryway and valuable amenity for local businesses and residents.

**Baldwin Street and Williamson Street Intersection**

The northwest corner of the Baldwin Street/Williamson Street intersection was identified as a key redevelopment site in the original BUILD application. The site is formerly a gasoline station that is currently being mitigated for environmental contamination. Like the Few and Williamson site currently being redeveloped as the Third Lake Ridge Lofts project, this site has great potential to be redeveloped as a model for other sites in the area. The current land ownership includes the single-family houses and lots immediately north along Baldwin Street and west along Williamson Street. An aggregation of these lots provides the opportunity to develop a mixed-use building utilizing underground and surface parking on site.

As one corner of a significant regional intersection, new construction on this site should match the urban character of the other three corners to complete the traditional pedestrian character of Williamson Street. The building's placement at the sidewalk and its architectural detailing should clearly represent the principles that are evident all along the street. A commercial building type that includes residential units on the upper floor(s) would be ideal.

**MIXED USE NEIGHBORHOOD CENTER**  
**Building Type: Type I – Main Street**

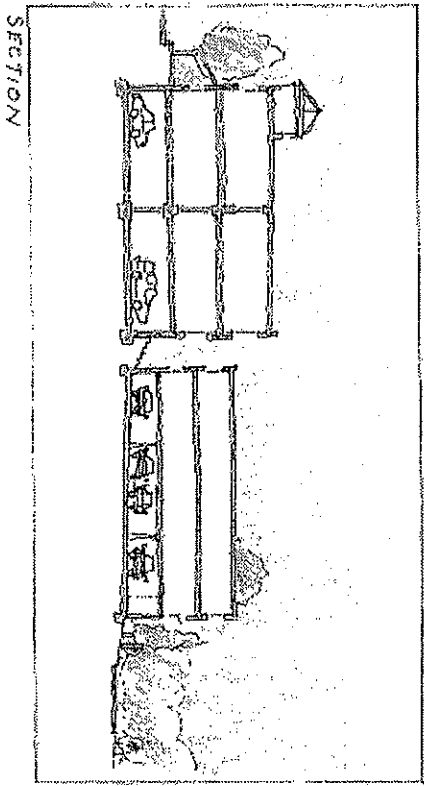
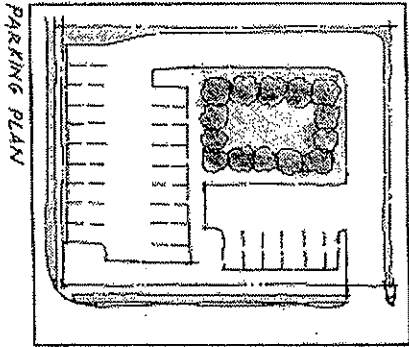
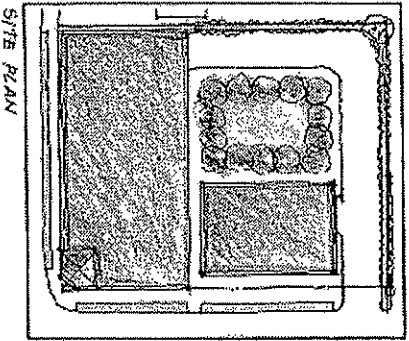
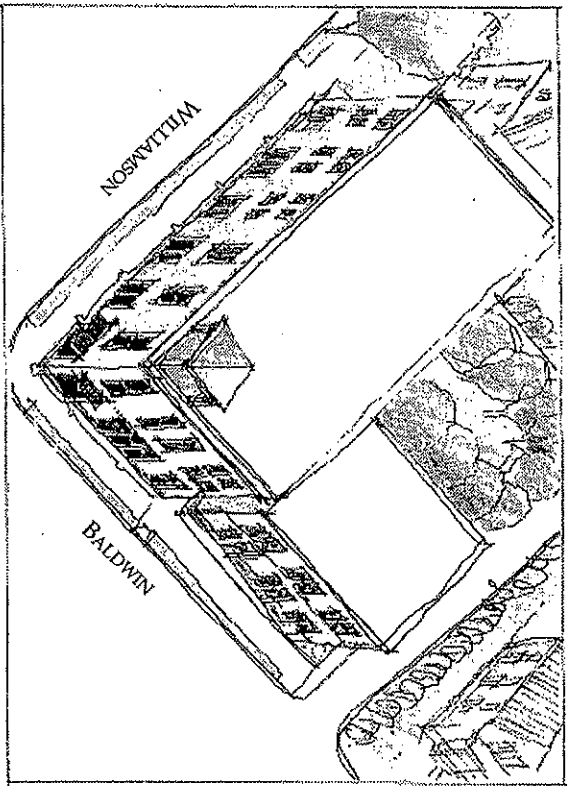
**Project Location:** Corner of Baldwin and Williamson Streets

**Allowable Use:** Commercial (ground floor), residential above with accessory residential building permitted at rear of lot.

**Parking:**  
1.6 spaces/1,000 square feet of commercial.  
1/2 space per residential unit.  
Spaces must be located behind and/or underneath buildings.

**Building Location:** Principal building at front property line or 6 feet (maximum) back from front property line.

**Building Height:** 2 stories, maximum 35 feet.



*Proposed mixed-use development for the corner of Williamson and Baldwin.*

local resources are organized as per an oversight committee, this program may be of use in the Williamson Street corridor. Finally, as recommended above, the implementation committee should consider creating a public-private Williamson Street Parking Utility to manage the production, funding, and maintenance of off-street parking.

### Financing

There are several financing tools available to implement this plan. A previous proposal to create a Business Improvement District (BID) failed, mostly due to opposition from a large property owner. The Design Team suggests that a BID still be pursued, but for a much smaller area centered on Williamson Street between Dickinson and Few Streets. We believe that downsizing the BID will more accurately reflect the area of benefit, and allow financial resources to be brought to bear on the area most in need of immediate attention and with the most immediate redevelopment opportunities. Tax increment financing, low-income housing tax credits, and historic preservation tax credits are also potential funding sources for the activities being recommended here.

### Neighborhood Center Standards

The urban and architectural standards on the following pages are intended to guide new construction of infill and redevelopment sites in the 1200 and 1300 blocks of Williamson Street, and possibly be a model for neighborhood center development elsewhere along the Williamson Street corridor.

The Urban Standards are a graphic description of urban characteristics for each building type. These standards show only those characteristics that affect the neighborhood's urban character, such as building massing, height, and placement on platted lots. Particularly important is the manner in which

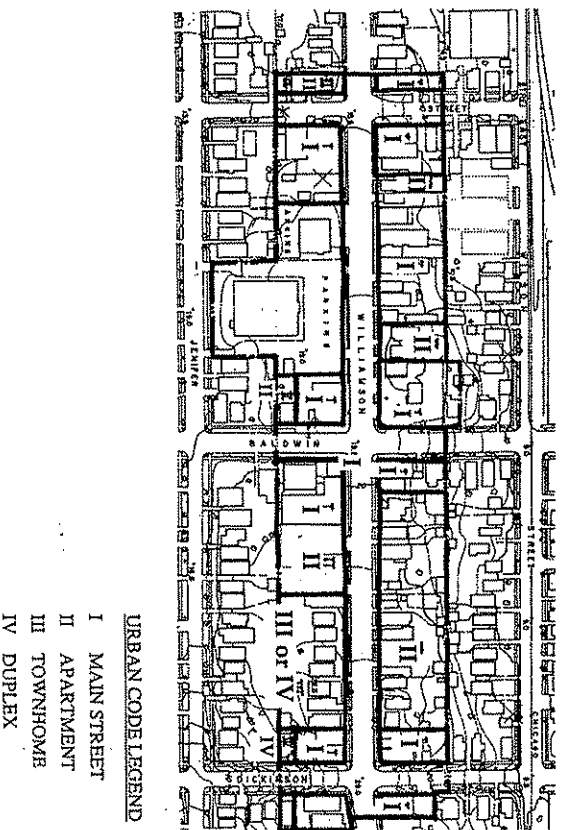
buildings shape the public realm, which is Williamson Street's principal public amenity. For this reason, all dimensions are taken from the lot lines.

### Public Art Amenities

Inclusion of public art to enhance transit shelters, gateway entrances, public parks/parkways, and streetscapes can further define the character and personality of Williamson Street. The addition of artistic elements to building facades and on private property is equally important in developing a richer sense of place.

### Urban Code

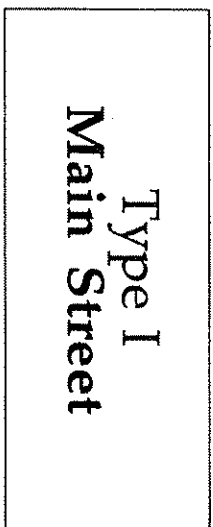
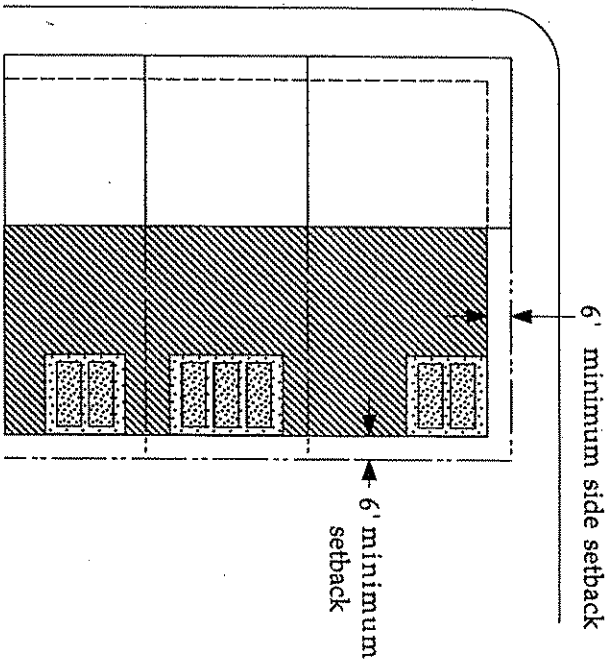
On the Regulating Map shown here, the urban types suggested for each parcel are identified. On pages 35-42, characteristics of each urban type are described.



URBAN CODE LEGEND

- I MAIN STREET
- II APARTMENT
- III TOWNHOME
- IV DUPLEX

## APPENDIX A - ILLUSTRATIONS OF URBAN BUILDING PLACEMENT AND TYPES



### Parking

1. Parking should be provided within the areas shown here.
2. Private parking spaces should be no less than 9' by 19' with access to a street or alley.
3. Trash areas should be enclosed with fencing and located within the parking area.

### Building Use and Height

1. Uses of buildings should be as shown here.
2. Building height should be measured at the street elevation.
3. Maximum building height should be measured in number of structural floors, each not to exceed 13 feet in height, floor to ceiling.
4. Multi-storey atrium spaces less than 500 square feet are permitted.

City of Madison, Wisconsin

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<b>REPORT OF:</b> URBAN DESIGN COMMISSION	<b>PRESENTED:</b> October 21, 2009
<b>TITLE:</b> 1252 Williamson Street – PUD(GDP-SIP) for a Mixed-Use Building with 31 Residential Units and 2,400 Square Feet of Commercial Space. 6 <sup>th</sup> Ald. Dist6. (15686)	<b>REFERRED:</b> <b>REREFERRED:</b> <b>REPORTED BACK:</b>
<b>AUTHOR:</b> Alan J. Martin, Secretary	<b>ADOPTED:</b> <b>POF:</b>
<b>DATED:</b> October 21, 2009	<b>ID NUMBER:</b>

---

Members present were: Marsha Rummel, Dawn Weber, Todd Barnett, Bruce Woods, Richard Slayton, John Harrington, Richard Wagner, Mark Smith and Jay Ferm.

**SUMMARY:**

At its meeting of October 21, 2009, the Urban Design Commission **GRANTED FINAL APPROVAL** of a PUD(GDP-SIP) located at 1252 Williamson Street. Appearing on behalf of the project was J. Randy Bruce, representing Scott Lewis. Bruce detailed the modifications to the plans as a response to the Commission's previous comments highlighting the following:

- A revised landscape plan featuring a rain garden in a modified shape with inclusion of yellow and purple flowering elements within the prairie drop seed mix.
- After consultation with the Parks Street Tree Division, replaced a proposed pear tree with Skyline Locust in the Baldwin Street right-of-way, along with the replacement of a Pin Oak with a Burr Oak on-site.
- An Ostrya Virginiana has been replaced with a Sienna Glen Maple.
- The trellis feature at the side/end elevation on Williamson Street has been redesigned to feature vertical piers with a metal trellis above.
- The architectural modifications include the incorporation of cantilever bays on Baldwin Street which have been narrowed to be elongated and more proportional to the façade of the building as a whole.
- Staff noted substantial controversy with the designed cantilever bays on the building as an issue with Planning staff and required further formal consideration by the Landmarks Commission based on their inclusion within the project as currently proposed. In response, Bruce noted that the cantilevers are only on the Baldwin Street elevation. The Commission noted the cantilever issue is beyond the Landmark Commission's charge and are appropriate, especially with the Landmarks Commission's charge not to create a historic duplication. The Commission further noted that the use of cantilevers is a product of its time.

Continued discussion by the Commission noted the following after review of the material and color palette by Bruce:

- Look at "skatelite" as an alternative to hardipanel.
- Like cantilevers but pull metal siding and/or fiber cement around the return.

# DRAFT

- Remove soldier coursing over small windows on the Baldwin Street elevation; a suggestion.
- Problem with high canopy on end cap of upper elevation; looks heavy.
- Miss arched window detail on upper end cap elevation of the corner element; eliminate metal canopy and return arched window feature.
- Return second tree to the Baldwin Street right-of-way as previously proposed.

## ACTION:

On a motion by Barnett, seconded by Ferm, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a vote of (8-0). The motion provided for the following:

- The arched window feature shall be added to the upper end cap on the corner elevation with the modified elevation to be approved by staff.
- The Urban Design Commission supports the use of the cantilever features as detailed on the Baldwin Street elevation with flexibility on the cantilevered elements either being slanted or straight but strongly support cantilevers as currently detailed.
- The Urban Design Commission strongly feels that cantilever bays are appropriate for a new building in a historic district where the overall design respects the area's historic character with the bay not having a "fakey" design.
- The cantilevers are OK as clad with fiber cement with an option to look at the use of a "skatelite" material.
- Option to eliminate Soldier coursing over on small windows.
- Encourage two trees within the Baldwin Street right-of-way.

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, 7, 7, 7.5, 7.5, 7.5, 8, 8 and 9.



**URBAN DESIGN COMMISSION PROJECT RATING FOR: 1252 Williamson Street**

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
<b>Member Ratings</b>	5	6	6	-	-	7	8	8
	7	8	7	-	-	6	9	9
	7	8	6	6	-	6	8	8
	8	6.5	7.5	7.5	-	8	8	7.5
								7.5
								7
	6.5	7	6.5	-	-	6.5	8	7.5
		7						7
	6	7	6	-	-	6	6	6

**General Comments:**

- Great addition to the Williamson St. Neighborhood.
- Canted bays are an excellent element of design while overall design respects historic nature of neighborhood.
- Canted elements appropriate for historic district.
- Solid infill project: good work by all.
- Appropriate scale massing to a historic context with details reflecting current time.

## AGENDA # 9

City of Madison, Wisconsin

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REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: September 16, 2009
TITLE: 1252 Williamson Street – PUD(GDP-SIP) for a Mixed-Use Building with 31 Residential Units and 2,400 Square Feet of Commercial Space. 6 <sup>th</sup> Ald. Dist. (15686)	REFERRED: REREFERRED: REPORTED BACK:
AUTHOR: Alan J. Martin, Secretary	ADOPTED: POF:
DATED: September 16, 2009	ID NUMBER:

---

Members present were: Marsha Rummel, Mark Smith, Dawn Weber, Todd Barnett, Bruce Woods, Richard Slayton, John Harrington, Ron Luskin, Richard Wagner and Jay Ferm.

### SUMMARY:

At its meeting of September 16, 2009, the Urban Design Commission **GRANTED INITIAL APPROVAL** on a PUD(GDP-SIP) located at 1252 Williamson Street. Appearing on behalf of the project were Randy Bruce, representing Scott Lewis/CMI Management, Inc.; and Ken Saiki, representing Ken Saiki Design.

Bruce and Saiki provided details as to the modifications as follows:

- The Baldwin Street elevation features the addition of a base treatment of Renaissance Stone interspersed with rusticated and smooth finishes along with the addition of vertical piers up from the base to tie into the upper balconies with the entry treatment features that include the addition of stone piers as well as an overhead entry canopy along with Renaissance Stone accents to enhance its appearance.
- The Baldwin Street elevation features the addition of two projecting bays combined with incorporation of a lower-level balcony feature tying back to the stone base treatment.
- The corner element of the building has been modified to feature the use of brick extended around from the brick treatment on the Williamson Street façade in addition to a slightly projecting window bay treatment on the upper elevations. Introduction of this feature eliminates the previous proposed cantilever feature at the corner with the elimination of other cantilevered features along the Williamson Street façade.
- Review of the landscape plan noted adjustments to street trees to reflect existing and proposed street tree plantings in the right-of-way, a redesign of the rear surface parking lot, a rain garden detail, along with enhancements of the landscape buffer at the rear of the property and foundation plantings.
- A previously proposed wing wall off of the southerly corner of the Williamson Street façade has been replaced with an extended trellis perpendicular to the street and side patio feature.

Following the presentation, the Commission noted the following:

- Miss cantilevers on projecting bays.
- Corner treatment much better without cantilever, but like cantilever on bays along the remainder of the Williamson Street elevation.

- The modifications to the building at 1246 Williamson Street should provide for replacement of windows back into the front façade's bay feature.
- The landscaping is great, but miss the cantilever features. Their removal provides for a loss of playfulness at the street where adjustments to the metal panels don't work projecting down vertically on the Williamson Street elevation.
- Make projecting bays on the Baldwin Street elevation narrow to give more verticality.
- If the Williamson Street façade metal paneling stays as currently proposed; fenestration needs to be reworked on the upper elevation.
- Shape of rain garden; a bean just sitting there; it should relate to the round shape of the patio. In addition, the prairie drop seed plantings should emphasize the use of purple and yellow. Use of *Ostrya virginiana* has salt sensitive issues. Use Burr Oak instead of Pin Oak; faster growing.
- Talk with the Parks Department Street Trees Division to use canopy trees along Baldwin Street.
- The Baldwin Street elevation still feels detached; play with windows and other features to bring down to the walk.
- Too bad the cantilever can't be maintained on the new corner brick treatment.
- Consider using glazed block in the base.
- The trellis looks tacked on on the Williamson Street elevation.
- Like the previous arch feature as before instead of the trellis.
- The previous archway treatment vs. the trellis created a better separation between private and public.

#### ACTION:

On a motion by Slayton, seconded by Luskin, the Urban Design Commission **GRANTED INITIAL APPROVAL**. The motion was passed on a vote of (8-0). The motion provided:

- That the rain garden needs to be redesigned with a more deliberate form. Suggestions to relate to the configuration of the adjoining patio.
- The encouragement for the Parks Street Trees Division to utilize canopy trees along the Baldwin Street elevation.
- Detail and study the design for the trellis feature vs. the archway feature off of the southern corner of the building along Williamson Street.
- Provide for the use of more yellow and purple within the prairie drop seed mix.
- Reincorporate the use of cantilevers where possible along the Williamson Street elevation.

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, 7, 7, 7, 7.5, 7.5, 8, 8 and 8.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 1252 Williamson Street

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
<b>Member Ratings</b>	7.5	7.5	7.5	-	-	7.5	8	7.5
	7	7	6	-	-	-	7	7
	6	6	6	-	-	6	6	6
	-	-	-	-	-	-	-	8
	9	7	7	7	-	8	9	8
	6	7	7	6	-	-	8	7
	6	7	6.5	-	-	-	7	7
	8	8	7	-	-	7	8	8

General Comments:

- Well done. Fits the site well. Study the modern versus historic reference.
- Excellent infill project. This will look right at home on Willy Street. Nicely done.
- Great fit with site. Wish architecture was more playful, contemporary.
- The “cants” can! In the context of Willy Street, playful is good. Baldwin Street is more grounded, but still needs something to bring the interest down to the sidewalk.
- Interesting architecture – punchy landscape but rain garden shape seems like an after-thought.
- Contributes to improvement commercial corner in historic district. Nice architecture, improved parking lot landscaping. Still unresolved is archway/trellis entry to residential and whether corner is canted.



Department of Planning & Community & Economic Development  
**Planning Division**

Website: [www.cityofmadison.com](http://www.cityofmadison.com)

Madison Municipal Building, Suite LL100  
215 Martin Luther King, Jr. Boulevard  
P.O. Box 2985  
Madison, Wisconsin 53701-2985  
TTY/TEXTNET 866 704 2318  
FAX 608 266-8739  
PH 608 266-4635

October 7, 2009

Scott Lewis  
106 E Doty Street  
Madison WI 53703

re: Certificate of Appropriateness for 1252 Williamson Street

Mr. Lewis;

At its meeting on October 5<sup>th</sup>, 2009, the Madison Landmarks Commission reviewed, in accordance with the Madison General Ordinances pertaining to criteria for demolitions and new construction in the Third Lake Ridge Local Historic District, your plans for the demolition of the existing service station at 1252 Williamson Street, along with the construction of a new three story mixed-use development.

The Landmarks Commission approved the issuance of a Certificate of Appropriateness for your project at the October 5th, 2009 meeting, as submitted to the Commission.

Please note that any design changes from the plans submitted to the Landmarks Commission must receive approval by the Landmarks Commission, or staff designee, prior to the issuance of any demolition or building permits.

If you have any questions, please call me at 266-4957.

Regards,

Rebecca S Cnare  
Acting Preservation Planner  
Madison Landmarks Commission

cc: Randy Bruce, Bruce and Knothe Architects, 7601 University Ave  
Building Inspection

October 22, 2009

Rebecca Cnare, Preservation Planner  
Department of Planning & Development  
City of Madison  
215 Martin Luther King Jr. Blvd  
PO Box 2985  
Madison, Wisconsin 53701


Re: 1252 Williamson Street Redevelopment

Dear Members of the Landmarks Commission,

We presented this project to Urban Design Commission on October 21, 2009 for Final Approval. At the meeting UDC strongly recommended the slanted cantilevered bays versus the straight cantilevered bays which were submitted in the earlier landmarks submittal. Therefore, we are submitting this drawing set for Landmarks consideration of UDC's recommendation.

Thank you for your review and consideration of this matter.

Yours Very Truly,



J. Randy Bruce, AIA  
Managing Member

Note to Landmarks Commission:  
1252 Williamson Street  
October 28, 2009

Re: Alteration to a previously approved Certificate of Appropriateness for 1252  
Williamson Street.

The approved plans showed four proposed windows bays that spanned between the  
second and third stories:

- Two bays on the eastern façade (Baldwin Street) elevation
- One bay on the north façade (adjacent to the parking lot)
- One bay on the west façade facing the open space

The developer would like to change these bays so that they are canted, and thus slope  
outward toward the top of the bays. The Urban Design Commission and Neighborhood  
Association asked for these changes.

The Urban Design Commission also asked for windows to be reinstalled in the bay on the  
front façade of 1246 Williamson Street – a remaining house on the development parcel.  
Additional alterations to that house, or the house at 308 S Baldwin will have to be  
approved separately according to the requirements of the Landmarks Ordinance.

Staff recommends approval of the revised plans, subject to staff approval of the window  
replacement at 1246 Williamson Street.

Respectfully submitted,  
Rebecca Cnare and Bill Fruhling  
October 28, 2009



A Place for All People  
Established 1969

**Marquette Neighborhood Association**  
953 Jenifer Street  
Madison, WI 53703  
mnaboard@marquette-neighborhood.org  
www.marquette-neighborhood.org

**Board of Directors**

October 19, 2009

**Scott B. Thornton**  
*President*

Scott Lewis  
CMI Management Inc  
106 E Doty St, Ste 310  
Madison, WI 53703

**Michael Jacob**  
*Vice-President*

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**Troy Pickl**

**Maria Sadowski**

**Amanda  
Schwoegler**

**Julie Spears**

**Anne Walker**

**Jeffrey Voltz**

Dear Mr. Lewis -

Thank you for attending our September board meeting. The Marquette Neighborhood Association (MNA) supports the project proposed for 1252 Williamson Street. The project plans were extensively reviewed by our Preservation and Development (P&D) committee and we find them to be a very good use for these parcels. The board appreciates how your architect has designed a building that is clearly contemporary, but also respectful of the historic buildings nearby.

We look forward to this project quickly moving forward and the added vibrancy it will bring to our business district and neighborhood.

Sincerely,

Scott B. Thornton, President  
On behalf of the Board of Directors  
Marquette Neighborhood Association

Cc: MNA Board, Randy Bruce, Heather Stouder



## Stouder, Heather

---

**From:** sbthornton@gmail.com on behalf of Scott B. Thornton [sbthornton@goochpages.com]  
**Sent:** Thursday, October 29, 2009 10:01 AM  
**To:** Stouder, Heather  
**Cc:** Rummel, Marsha  
**Subject:** Re: FW: 1252 Williamson

Heather -

I have received some more feedback from the MNA Preservation and Development Committee. There is still some disappointment that the contemporary aspects of the design have been scaled back, however, the neighborhood continues to support the project and look forward to it's addition to the eclectic nature of Williamson Street.

Thanks,

Scott

On Wed, Oct 28, 2009 at 4:01 PM, Scott B. Thornton <[sbthornton@goochpages.com](mailto:sbthornton@goochpages.com)> wrote:  
Heather -

MNA continues support the project. However, there is quite a bit of disappointment that the design ideas that were worked out with the neighborhood have been removed by city committee. The general feeling is that the current design is no longer as interesting and eclectic as we had hoped and it now misses the opportunity for really interesting architecture. Our committee spent a lot of time working on this and now question the value of that volunteer effort.

Sincerely,

Scott

On Wed, Oct 28, 2009 at 9:12 AM, Stouder, Heather <[HStouder@cityofmadison.com](mailto:HStouder@cityofmadison.com)> wrote:  
Good morning, Scott and Marsha-

I want to make sure that you have the very latest plan set for the proposal at Williamson and Baldwin Streets (attached). This is the result of reviews by MNA and the UDC thus far, and will be presented to both the Landmarks Commission and the Plan Commission next Monday (Historic Preservation staff is recommending and anticipates approval by Landmarks, but needed to send it back so that they could review the cantilevered window bays, which were not included in their earlier review).

I can direct your attention to a few details that I'd like for you to review (today, if at all possible) to make sure the changes are consistent with your support for the project on behalf of MNA and District 6:

- the elevations include 4 cantilevered window bays, none of which appear on the Williamson street side.
- the design feature on the south side of the building (terrace over a small paved open space) has been simplified
- the corner element once again has an arched 3rd floor window.
- the underground parking area now includes 25 bike parking stalls, rather than 22.
- the rain garden has been slightly reoriented per UDC conditions
- bay windows have been reintroduced on the home at 1246 Williamson Street.

Thank you in advance for your review, and please let me know if you have any questions or concerns.

Best-

Heather Stouder

Heather Stouder, AICP  
Planner, Planning Division  
City of Madison Department of Planning &  
Community & Economic Development  
P: 608-266-5974  
F: 608-267-8739  
[hstouder@cityofmadison.com](mailto:hstouder@cityofmadison.com)

Madison Municipal Building, Ste. LL-100  
215 Martin Luther King, Jr. Blvd.  
PO Box 2985  
Madison, Wisconsin 53701-2985

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

From: Denise Salimes [mailto:[DSalimes@knothebruce.com](mailto:DSalimes@knothebruce.com)]  
Sent: Tuesday, October 27, 2009 5:09 PM  
To: Stouder, Heather  
Cc: Randy Bruce; Don Schroeder; Scott Lewis  
Subject: 1252 Williamson

Re: 1252 Williamson St.

Heather,

I have attached the revised letter of Intent and the revised drawings. The Plans reflect the following changes:

- 1) Site, landscaping & building plans to match UDC presentation and some of the UDC Requirements.
- 2) New windows in bay at 1246 Williamson
- 3) Corrected commercial area to 2,572 S.F.
- 4) New basement plan that increased bike parking
- 5) Floor Plans with new unit mix ( replaced 1 bdrm with 2 bdrm)

Thank you,

Denise Salimes

Knothe & Bruce Architects, LLC  
7601 University Ave.  
Suite 201

## Stouder, Heather

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**From:** Marsha Rummel [marsha.rummel@gmail.com]  
**Sent:** Thursday, October 29, 2009 11:15 AM  
**To:** Stouder, Heather  
**Cc:** Rummel, Marsha  
**Subject:** Fwd: 1252 Williamson Window Lintel and parapet details

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

**From:** <gtipler@tds.net>  
**Date:** Thu, Oct 29, 2009 at 10:56 AM  
**Subject:** Re: 1252 Williamson Window Lintel and parapet details  
**To:** "Scott B. Thornton" <sbthornton@goochpages.com>, peter wolff <peterwolff@yahoo.com>, fae dremock <fdremock@gmail.com>, Johanna Coenen <elfnut@tds.net>, John Coleman <jcolema1@wisc.edu>, john martens <johndmartens@sbcglobal.net>, Lindsey Lee <groundzerocoffee@yahoo.com>, anne walker <annewalker@homelandgarden.com>  
**Cc:** marsha.rummel@gmail.com

I have suggestions for three of the details on the building.

I don't really like the false stone lintels on the second level of the corner part of the building. They harken back to the construction methods of buildings built in this neighborhood prior to 1860, though those buildings weren't three stories tall on Williamson.

I prefer the soldier-course brick lintels as on the western-most Williamson facade, as proposed. An alternative would be to have a continuous horizontal brick soldier course as in other 20th Century buildings on Williamson. This would likely cost the same as the balance of the masonry around it.

On the second detail, I'd prefer to see a simpler stone parapet top, of a 20th Century style rather than a 19th Century residential wood construction style detail, as proposed.

As to the the third detail, I'd like to see something more detailed than a large projecting I-beam to bear the trellis over the third story windows.

These changes would be minor and greatly improve the appearance of the building. Otherwise, I'm afraid they'd look too much like so many other new buildings which employ 19th century building details.

In general, I support the proposal. Good work!

Gary

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

**From:** Scott B. Thornton  
**To:** peter wolff ; fae dremock ; Johanna Coenen ; John Coleman ; john martens ; Lindsey Lee ; anne walker ; Gary Tipler  
**Sent:** Wednesday, October 28, 2009 9:28 AM  
**Subject:** Fwd: FW: 1252 Williamson  
Please let me know if you have any concerns.

Thanks,