

Marquette Neighborhood Association  
953 Jenifer Street  
Madison, Wisconsin 53703  
December 10, 2013

To: Urban Design Commission

From: John Coleman, for the Marquette Neighborhood Association Board

Re: Proposed development at 722 Williamson St.

The Preservation and Development Committee (P&D) of the Marquette Neighborhood Association (MNA) has met several times with the Baldwin Group to discuss their proposal at 722 Williamson St. Through those meetings the project evolved in several positive ways, including less mass overlooking the bike path/green space, greater articulation of building mass, more facilities for bicyclists, and steps toward a positive interface between the project and existing public space along the bike corridor. Most recently there was a P&D meeting on the morning of November 20th and a neighborhood and P&D meeting the evening of the 20th. Both meetings involved the Baldwin Group.

After the evening meeting with the public on November 20th, the P&D committee developed a statement concerning the project. The statement was reviewed by the full board on November 21st and a motion passed to forward it to the UDC. The statement follows:

Preservation and Development (P&D) committee of MNA does not endorse the Baldwin Group's design options for the 722 Williamson project at this time. Concerns with the massing and height of the options presented has made it impossible to come to any agreement.

What has come out of the meetings and discussions is that the neighborhood wants any project to be in line with neighborhood values and goals as much as possible. To that end, the P&D committee recommends that proposals strive to include:

- recommendations, guidelines and goals from the neighborhood plans, including BUILD II and the East Rail Plan.
- strenuous efforts to place parking underground, including seeking unconventional funding sources.
- upper roofs used for solar and/or wind energy collection.
- roof-top gardens that support local food production.
- a stormwater plan resulting in water reuse and no discharge to the city system.
- retail at least partially facing the bicycle transportation corridor.
- support for families with children, resulting in support for our schools.
- high quality exterior materials that are consistent with surrounding buildings.
- strong affordability components.
- direct connections and flow-through for alternative transportation such as cycling and walking.
- exterior facades, including windows, that are varied enough to avoid a monolithic look.
- community facilities such as CSA and Community Car pickup sites and elder facilities.

Thank you for considering the neighborhood association's point of view when reviewing this project proposal.

cc (via email):

Aldersperson Marsha Rummel

The Baldwin Group

Marquette Neighborhood Association Board of Directors