

**ZEBRADOLOG**  
DYNAMIC ENVIRONMENT DESIGN

Ms. Jessica Vaughn, AICP  
Department of Planning and Development  
City of Madison  
215 Martin Luther King Jr. Blvd.  
P.O. Box 2985  
Madison, WI 53701  
[jvaughn@cityofmadison.com](mailto:jvaughn@cityofmadison.com)

RE: 412-414 S. Baldwin Street, Marquette Hotel Proposal

Dear Ms. Vaughn,

I am writing to share my firm ZEBRADOLOG'S support of James Montgomery's proposed boutique hotel project on Baldwin Street. Since 2012, I have spent well over a million dollars to renovate and improve my historic Carnegie Library property at 1249 Williamson Street and have recruited over 25 staff members from around the country to live and work in our neighborhood. It is impossible to put an economic and social impact number on the passion, trust and diligence put forth by owner-occupied public structures in Madison.

As a Madison native, I am certain The Marquette Hotel project would dramatically enhance our growing business corridor while removing an overgrown empty lot. We would refer our national and international clients to use the hotel and would frequent the restaurant daily. Guests at the hotel would be sure to patronize the unique retail offerings we have on Willy Street and the location would open up the east side to visitors from all over the world.

Myriad economic and social issues have plagued the near east side for decades. We are finally turning the corner on blighted lots, crime and homelessness. This effort is sure to spark a continued renaissance in this district and will provide another tax asset for the city. I passionately encourage you to support this project as it is a crystal clear statement of what we want to be not what we have always been.

Sincerely,

Mark Schmitz  
Principal - ZEBRADOLOG

1249 Williamson Street  
Madison, Wisconsin 53703

CC: James Montgomery, [james.g.montgomery@gmail.com](mailto:james.g.montgomery@gmail.com) - Alderperson Marsha Rummel, [district6@cityofmadison.com](mailto:district6@cityofmadison.com)

## Vaughn, Jessica

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**From:** Ben Jacobson [REDACTED]  
**Sent:** Thursday, August 04, 2016 10:15 AM  
**To:** Vaughn, Jessica  
**Subject:** 412-414 S. Baldwin Street, Marquette Hotel Proposal

Ms. Jessica Vaughn, AICP  
Department of Planning and Development  
City of Madison  
215 Martin Luther King Jr. Blvd.  
P.O. Box 2985  
Madison, WI 53701  
[jvaughn@cityofmadison.com](mailto:jvaughn@cityofmadison.com)

Dear Ms. Vaughn,

I am writing to express my support and enthusiasm for James Montgomery's proposed boutique hotel project on Baldwin Street. I am a longtime neighborhood resident and have witnessed many changes to our community. We have seen large investments by local homeowners and landlords to upgrade their properties. We have seen many new residents flocking to our amazing walkable community. As residents we take delight in the small, locally imagined and created businesses. Williamson Street has flourished with new commercial enterprises that fit the spirit and add to the integrity of our community. I feel that this small quirky boutique hotel would be a great addition to the continued renaissance that we have created in the Willy Street area. When friends and family come to visit now I can only tell them to stay downtown or way out at East Town mall area - it would be great for them to be able to stay walking distance from my home and to take better advantage of our neighborhood restaurants, shops and parks. This is micro-development at it's best - let's keep more economic benefits inside our community and not ship it out to big hotel companies and restaurant chains!

I have read over the plan being proposed - this is a really small hotel being created on a commercial lot in a mixed use block and area. I don't foresee it adding a great deal of density or creating a traffic problem (certainly not compared to the much larger development going on all around us!). The addition of a small cafe will be a charming addition as well. Of the many possible uses for this property, I feel that a small hotel is a great complement to our neighborhood. The plan appears to be aesthetically pleasing complementing the exiting architecture and meets an existing need (we don't have anything like it in the neighborhood). I think it is important that we encourage local business-folk to locate appropriately scaled businesses in our neighborhood and create economic synergies with existing businesses and organizations. We all benefit when people like James invest in the future of our community.

Best wishes,

Ben Jacobson  
[REDACTED]  
Madison WI 53703

August 5, 2016

Ms. Jessica Vaughn, AICP  
Department of Planning and Development  
City of Madison  
215 Martin Luther King Jr. Blvd.  
P.O. Box 2985  
Madison, WI 53701  
[jvaughn@cityofmadison.com](mailto:jvaughn@cityofmadison.com)

RE: 412-414 S. Baldwin Street, Marquette Hotel Proposal

Dear Ms. Vaughn,

I am writing to express my support for James Montgomery's proposed boutique hotel project on Baldwin Street. As a neighborhood resident I feel that this would be a great addition to the vibrant, unique atmosphere that we have created in the Willy Street area. When friends and family come to visit it would be great for them to be able to stay in walking distance from my business and from all of the neighborhood destinations/events that make Madison truly special.

The part of the site that is currently vacant is not adding value to our neighborhood. It is a prime location and is being underutilized. Of all of the possible uses for this property, I feel that a small hotel would be the best fit. It would be aesthetically pleasing and meet an existing need, while not creating any adverse effects on the neighborhood like other potential uses might. Lastly, I think it is important that we encourage locally owned businesses like this to locate in our neighborhood. We all benefit when people like James who value this city and this neighborhood invest in its future.

Sincerely,

*James Gayton*

James Gayton

~~██████████ #110A~~

Madison, WI 53704

Cc: James Montgomery, [james.g.montgomery@gmail.com](mailto:james.g.montgomery@gmail.com)  
Alderperson Marsha Rummel, [district6@cityofmadison.com](mailto:district6@cityofmadison.com)

#21,22

August 5, 2016

Ms. Jessica Vaughn, AICP  
Department of Planning and Development  
City of Madison  
215 Martin Luther King Jr. Blvd.  
P.O. Box 2985  
Madison, WI 53701  
[jvaughn@cityofmadison.com](mailto:jvaughn@cityofmadison.com)


RE: 412-414 S. Baldwin Street, Marquette Hotel Proposal

Dear Ms. Vaughn,

I am writing to express my support for James Montgomery's proposed boutique hotel project on Baldwin Street. As a neighborhood resident I feel that this would be a great addition to the vibrant, unique atmosphere that we have created in the Willy Street area. When friends and family come to visit it would be great for them to be able to stay in walking distance from my home and from all of the neighborhood destinations/events that make Madison truly special.

The part of the site that is currently vacant is not adding value to our neighborhood. It is a prime location and is being underutilized. Of all of the possible uses for this property, I feel that a small hotel would be the best fit. It would be aesthetically pleasing and meet an existing need, while not creating any adverse effects on the neighborhood like other potential uses might. Lastly, I think it is important that we encourage locally owned businesses like this to locate in our neighborhood. We all benefit when people like James who value this city and this neighborhood invest in its future.

Sincerely,

Linda Kraus  


Madison, WI 53704

Cc: James Montgomery, [james.g.montgomery@gmail.com](mailto:james.g.montgomery@gmail.com)  
Aldersperson Marsha Rummel, [district6@cityofmadison.com](mailto:district6@cityofmadison.com)

# 21, 22

**Vaughn, Jessica**

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**From:** Tammy Schreiter [mailto:tschreiter@hatcharthouse.com]  
**Sent:** Friday, August 05, 2016 6:12 PM  
**To:** Vaughn, Jessica  
**Cc:** James Montgomery; Rummel, Marsha  
**Subject:** 412-414 S. Baldwin Street, Marquette Hotel Proposal

Dear Ms. Vaughn,

I am writing to express my support of James Montgomery's proposed boutique hotel project on Baldwin Street. I own two shops around the corner on Willy Street (Hatch Art House and Hazel General Store) and I know it would complement the existing business corridor that we have created. Guests that stay at the hotel would likely patronize our businesses bringing new revenue to the neighborhood. We currently don't benefit from the many tourists that visit Madison as we don't have lodging options in the Willy Street area.

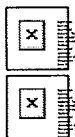
Having a building that is owner-occupied would ensure that it is well maintained and add to the "curb appeal" of the intersection. Having a vacant lot next to our businesses does not benefit us. Having an attractive boutique hotel such as the one being proposed would create a more appealing atmosphere that is more likely to draw customers to us. After the various shootings and other crimes that have occurred in our neighborhood in recent years, people can tend to have the misperception that it is unsafe on the east side. Adding a vibrant business like a boutique hotel to this corner of the city would bolster peoples' confidence in the safety that exists when walking around the 1200 and 1300 blocks of Willy Street.

If you have any questions about my support for this project, don't hesitate to contact me directly at Hatch Art House [608-237-2775](tel:608-237-2775).

Sincerely,

Tammy Schreiter  
owner/artist  
Hatch Art House and Hazel General Store  
1248 and 1250 Williamson Street

<http://www.facebook.com/hatcharthouse>  
<http://hatcharthouse.com/>



August 4, 2016

Ms. Jessica Vaughn, AICP  
Department of Planning and Development  
City of Madison  
215 Martin Luther King Jr. Blvd.  
P.O. Box 2985  
Madison, WI 53701  
[jvaughn@cityofmadison.com](mailto:jvaughn@cityofmadison.com)

RE: 412-414 S. Baldwin Street, Marquette Hotel Proposal

Dear Ms. Vaughn,

I am writing to express Madison Shambhala Center's support of James Montgomery's proposed boutique hotel project on Baldwin Street. We often have participants travel from out of town to visit our center. It would be of benefit to offer them a housing opportunity so close to our Center.

Having a building that is owner-occupied would ensure that it is well maintained and add to the "curb appeal" of the intersection. Having a vacant lot next to our Center does not benefit us. After the various shootings and other crimes that have occurred in our neighborhood in recent years, people can tend to have the misperception that it is unsafe on the east side. Adding a vibrant business like a boutique hotel to this corner of the city would bolster peoples' confidence in the safety that exists when walking around the 1200 and 1300 blocks of Willy Street.

If you have any questions about my support for this project, don't hesitate to contact me directly at 852-7263.

Sincerely,

Tuyet Cullen

Center Director, Madison Shambhala Center

CC: James Montgomery, [james.g.montgomery@gmail.com](mailto:james.g.montgomery@gmail.com)

Alderson Marsha Rummel, [district6@cityofmadison.com](mailto:district6@cityofmadison.com)

#21.22

August 6, 2016

Ms. Jessica Vaughn, AICP  
Department of Planning and Development  
City of Madison  
215 Martin Luther King Jr., Blvd.  
P.O.Box 2985  
Madison, WI 53701  
jvaughn@cityofmadison.com

RE: 412-414 South Baldwin Street, Marquette Hotel Proposal

Dear Ms. Vaughn:

I'm writing to express my support for James Montgomery's proposed boutique hotel project at 412-414 South Baldwin Street. As a Commercial Real Estate Agent in Madison I feel that this would be a great addition to the vibrant, unique atmosphere that is created in the Willy Street area. These types of hotels are being created throughout the country and gives another choice when friends and family come to visit because when visiting they want to be within walking distance of neighborhood destinations, events, restaurants that make Madison and the Willy Street area truly special.

The part of the site that is currently vacant is not adding value to the neighborhood. It is a prime location and is being underutilized. Of all the possible uses for this property, I feel that a boutique hotel would be a great fit for the neighborhood. It would be aesthetically pleasing and meet an existing need while not creating any adverse effects on the neighborhood like other potential uses might.

Lastly, I think it is important that we encourage locally owned businesses like this to locate in our neighborhoods. We all benefit when people like James who value this neighborhood and the City of Madison are willing to take the risk and invest there own money in its future.

Sincerely,

  
Robert Carpenter

████████████████████  
Madison, WI 53704

# 21.77