

## Firchow, Kevin

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**From:** Personal Email [jmarkgraff@yahoo.com]  
**Sent:** Wednesday, October 31, 2012 4:19 PM  
**To:** Firchow, Kevin  
**Subject:** Regarding the new Underground Food Collective endeavor on Williamson St...

My wife and I are in total support of this project. We frequented the old location constantly, and always enjoyed ourselves. The atmosphere was comfortable and approachable, the food fantastic, and we never had to raise our voices to be heard by the staff or each other. We think the new location would be an excellent addition to our neighborhood (we live on Rogers Street) and would give us another option for dining that we wouldn't have to drive to (we prefer to walk or bike). We are pleased with the way the food scene in our neighborhood has been growing, and we think the UFC would be a perfect fit.

Thank you for your time.

Jason Markgraff and Jessica Duncan

Sent from my iPad

October 8, 2012

City of Madison Plan Commission  
215 MLKJ Blvd.  
Suite LL100  
Madison, WI 53703

Plan Commission members:

As owners of 407/409 S. Livingston Street, we have been closely following the plans for 809 Williamson Street. As is often the case in historical areas, we are very close to our neighbors, including 809 Williamson Street. The building at 809 Williamson Street is 3 feet from our property line and the buildings themselves are 5 feet apart.

We support the revised plan offered for 809 Williamson Street, as long as the following conditions, which have been discussed with the owner/designer and proposed restaurant operators, continue to be a part of the plan:

- Indoor restaurant hours of operations from 11 am to midnight, with patio dining hours closing at 10 pm.
- No smoking on the patio or other outdoor areas.
- New tenancy of the building requires new conditional use application for outdoor dining.
- 2-3 feet of space being provided between the fence and 407/409 Livingston Street to allow for building maintenance and the removal of debris. This will also allow some light in as the higher 8 foot fence will block most of the first floor windows, currently less than 1 foot from the fence.
- All HVAC and kitchen ventilation systems will be shielded or buffered to limit noise transmission to 2 adjacent residential structures (less than 5 feet apart).
- Outdoor amplified sound, including from televisions, is prohibited.

Thank you.

Rhonda Plourd □  
Phil Plourd □  
Ben Anton □  
Deacon Housing, LLC  
802 Stoney Hill Lane  
Cottage Grove, WI 53527  
608-239-9008

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## Firchow, Kevin

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**From:** Starck [macstarck@mac.com]  
**Sent:** Wednesday, October 31, 2012 8:38 PM  
**To:** Firchow, Kevin  
**Subject:** 809 Williamson

Hello,

I just wanted to voice my support for the Underground Kitchen project being developed at 809 Williamson. We met those guys when they had their restaurant on the square. It was a place we were proud to bring our out of town guests and business visitors because it was really on par with the latest food trends in Chicago and New York. We felt lucky to have such a creative and forward thinking group right here in Madison and believe that endeavors like theirs are the kinds of things that make Madison such a special place.

The proposed Williamson street location seems to be a perfect addition to what is becoming a pretty amazing corridor of artisan food producers and fantastic restaurants with character. Also, the Underground Food Collective is definitely a group that cares about sustainability issues which is something we should support as a city who is doing pretty good job of being on the front line of such topics.

We are in support of the Underground Kitchen having a restaurant facility at 809 Williamson and think their efforts there will be a big asset for our great city.

Brent and Phoebe Starck

## Firchow, Kevin

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**From:** Jessica Seemeyer [jpseeme@yahoo.com]  
**Sent:** Wednesday, October 31, 2012 4:44 PM  
**To:** Firchow, Kevin  
**Subject:** 809 Williamson Street

Hello, I am emailing in regard to Underground Kitchen's proposal to open a new restaurant at 809 Williamson Street. As a resident east sider, my husband and I look forward to having a new restaurant to walk to, especially of the caliber of Underground Kitchen. I believe this restaurant will add a great deal to our neighborhood. Thank you. Jessica Stebbins



## **Firchow, Kevin**

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**From:** Rachel [rachelburbey@gmail.com]  
**Sent:** Monday, October 15, 2012 8:00 PM  
**To:** Firchow, Kevin  
**Subject:** Support for Underground Kitchen on Willy St

**Follow Up Flag:** Follow up  
**Flag Status:** Flagged

Hello,

I want to voice my support for Underground Kitchen opening a new restaurant on Willy St.

Underground Kitchen is supporting Wisconsin farmers and food traditions in a fresh and innovative way. I can't wait to see them added to the neighborhood!

Thanks!

Rachel Burbey

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## Firchow, Kevin

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**From:** Jennifer Mitchell [jensmitchell@yahoo.com]  
**Sent:** Monday, October 15, 2012 7:08 PM  
**To:** Firchow, Kevin  
**Subject:** Support for Underground Food Collective on Willy Street

**Follow Up Flag:** Follow up  
**Flag Status:** Flagged

Hello,

I am a newer resident of the Willy Street neighborhood and a huge fan of the Underground Food Collective's holistic culture of food. I am in full support of a new restaurant of theirs opening in the Willy Street neighborhood as I feel this is one of the most forward thinking neighborhoods in the city and to support a venture like the one proposed by Underground Food Collective would be in everyone's best interest!

Thank you and please let me know if there is any other information you need from me to legitimize this support.

Jennifer Mitchell

## Firchow, Kevin

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**From:** Jacob C. Wright [jacob.c.wright@gmail.com]  
**Sent:** Monday, October 15, 2012 11:36 AM  
**To:** Firchow, Kevin  
**Subject:** Underground Food Collective on Willy Street

**Follow Up Flag:** Follow up  
**Flag Status:** Flagged

As a resident of the Wil-Mar neighborhood whose home is well within earshot of Willy Street, I'd like to express my unconditional support for their venture.

Jacob

**Firchow, Kevin**

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**From:** Murphy, Brad  
**Sent:** Friday, November 02, 2012 8:36 AM  
**To:** Firchow, Kevin  
**Subject:** FW: 809 Williamson Street-File #27595

FYI For PC meeting.

Brad

Brad Murphy  
Planning Division Director  
Dept. of Planning & Community & Economic Development  
P.O. Box 2985  
215 Martin Luther King Jr. Blvd  
Madison, WI 53701  
608 266 4635

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**From:** Lindsey Lee [<mailto:groundzerocoffee@yahoo.com>]  
**Sent:** Thursday, November 01, 2012 5:13 PM  
**To:** Murphy, Brad  
**Subject:** 809 Williamson Street-File #27595

Hello Mr. Murphy,

Please add this letter from me to the record.

Thank you,

Lindsey

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Dear Plan Commission,

I am writing this letter in strong support of the Underground Food Collective's proposal for a restaurant with an outdoor patio at 809 Williamson Street.

I am the owner of Ground Zero Coffee at 744 Williamson Street which I opened almost fifteen years ago. I also live with my wife and three kids at 731 Williamson Street which we designed and built almost four years ago. I am the long time treasurer of the Greater Williamson Area Business Association (GWABA) and have also served on the Marquette Neighborhood Association board. I am also twice past chair of the MNA's Preservation and Development committee, which I am currently serving as vice-chair.

I can not think of any higher and better use for 809 Williamson Street than what the Underground Food Collective is proposing. It will bring more great, high quality activity that our neighborhood has come to be known for and which has been envisioned through past neighborhood planning.

Early on doing the discussion about the Underground Food Collective's proposal there was some concern about the placement of the outdoor seating patio. With the help of the Preservation & Development Committee a compromise was found that seems like a good fit for everyone. The Marquette Neighborhood Association voted unanimously to support this version of the project as did GWABA.



Some questions have been raised about the restaurant adding to the "parking problem." I know this is a sincere concern for some, including some neighbors in the condos and apartments across the street. Given that I live a half block down, it will also make it more difficult for me, my wife and my coffee shop's customers to find convenient street parking. But that is the small price that we must pay in order to have a great vibrant neighborhood. I must also point out that parking was even more bountiful before the eight hundred Williamson Street condos and apartments were built which greatly added to the street's density. But I have never regretted them being added. This is the direction the street is going in and it is a good one.

Thank you for your consideration and I hope you will not only support this project but also give it great praise.

Sincerely,

Lindsey Lee

**Firchow, Kevin**

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**From:** Shannon.OReilly@avisystems.com  
**Sent:** Thursday, November 01, 2012 4:32 PM  
**To:** Firchow, Kevin  
**Subject:** 809 Williamson Street

**Follow Up Flag:** Follow up  
**Flag Status:** Flagged

Hi,

I'm writing to express my support and enthusiasm for the new restaurant/retail space proposed for 809 Williamson Street.

I'm a near east side resident and home owner and I welcome and would support a new spot in this area. Anytime we have an addition where we as residents can walk or bike to our retail destinations, I think it improves our neighborhood and quality of life. This area of Williamson, in particular, is a bit sleepy and new retail would encourage support for the greater area as well as increase safety and security in this zone with the additional foot traffic. I'm all for it. I hope they're able to get the zoning approved to make it happen.

Thanks for your consideration.

**Shannon O'Reilly**

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## **Firchow, Kevin**

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**From:** Shannon.OReilly@avisystems.com  
**Sent:** Thursday, November 01, 2012 4:39 PM  
**To:** Firchow, Kevin  
**Subject:** 809 Williamson - more

**Follow Up Flag:** Follow up  
**Flag Status:** Flagged

Also....Meant to let you know that I'm a customer of the Underground group – was at the last place "Kitchen" on the square and now at Forequarter and in their catering business. As a former Madison business owner myself, I'm happy to say that this group brings a tremendous contribution to the local food scene and small business community. They are experienced business owners that are committed not only to their business and employees but to their local Madison community. They have staying power and will certainly be committed to improving further the Willy street business community and neighborhood.

Thanks again.

**Shannon O'Reilly**

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