What stairs mean in architectural language

and why it matters for the zoning of this project

Stairs mean residential
Stairs mean privacy

in old construction

or in new construction

Steps are consciously employed as a signal to stay out

On the corner of Atwood and Divison (Blue Plate Diner) these steps are the signal to distinguish this unit as residential
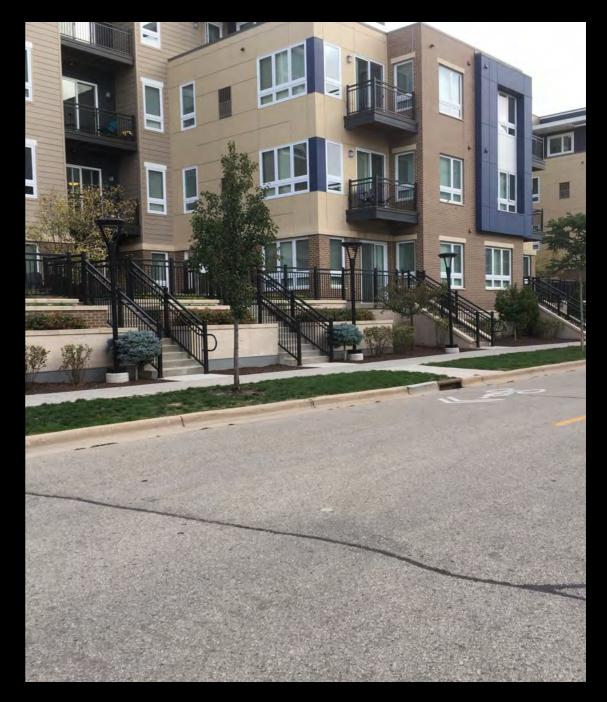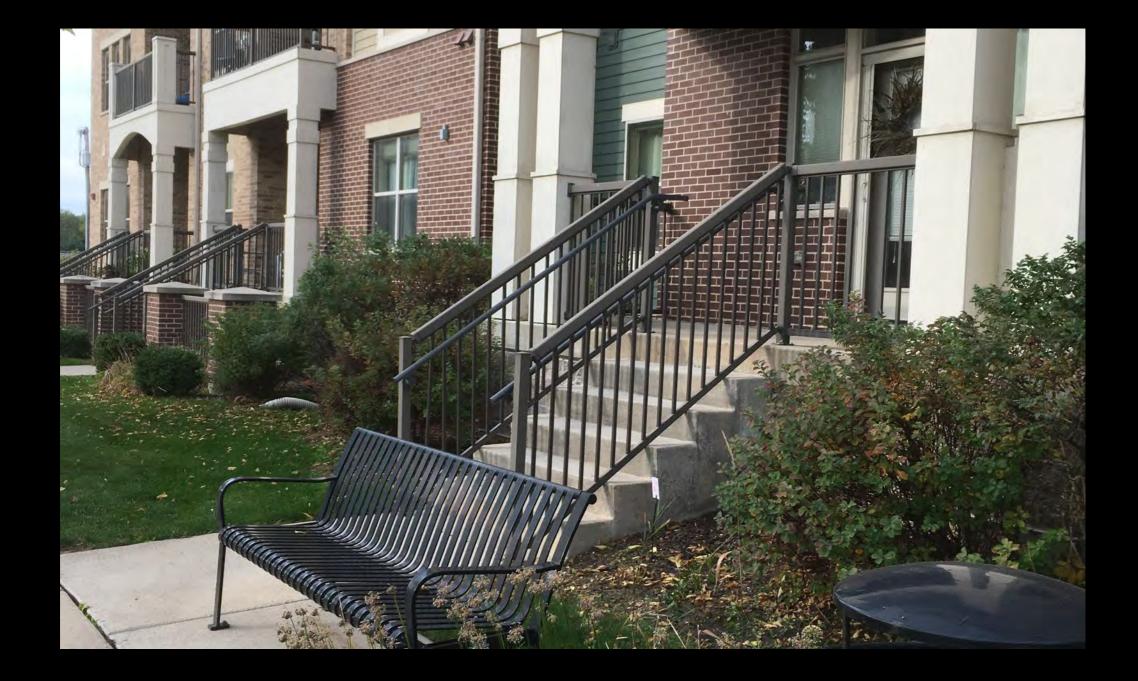
Adding a ramp does not change the signal

Adding a terrace does not change the signal

- You know you'd be trespassing if you wanted to see what's on this downtown Madison terrace

This signal is used all over town

Monona (opposite golf course)

Willy Street

These stairs don't mean "open to the public." They mean "private residential property"

The live work units proposed here use this identical architectural language

- This provides the "residential gap" which the comprehensive plan warns against.

- Trees and benches enforce, rather than overcome, this signal   per previous slide ——>

- Our neighborhood can do better, it can support vibrant commercial…

existing commercial is vibrant, even despite covid

Popular ethnic grocery store

multi use strip malls abound

Lake Edge—those are all new shops!

and as far as covid goes…

This too shall pass

- As a landlord of live-work units, experience dictates that live work often ends up as live-live because

- If unsuccessful, the tenant is not going to move away (self-extinguishing by failure)

- if successful, it doesn't scale, so the business moves out and the owner stays (self-extinguishing by success)

- It works best where it grown organically, typically a retired person who brings their clients with them in retirement, but even this is problematic (self-extinguishing through attrition and old age)

I ask you to vote not to rezone for this particular project.

Our neighborhood deserves better than…

A "gateway" leading to what looks like and will ultimately be

residential apartments
and a "residential gap" on what should be an
important commercial corridor

the neighborhood says

Thanks for your attention