

Firchow, Kevin

From: Emily Julka [emjulka@gmail.com]
Sent: Friday, November 02, 2012 12:53 PM
To: Firchow, Kevin
Subject: Underground Kitchen on Williamson St -- letter of support

Follow Up Flag: Follow up
Flag Status: Flagged

To whom it may concern,

I wanted to be sure to express my support for the upcoming restaurant project (811 Williamson St) from the Underground Food Collective. I live on the near east side of Madison and consider myself someone who shares an opinion with many others of genuine excitement in having such a fantastic place open nearby. When a quality restaurant opens that an individual feels like they can identify with because of their food morals and overall sharing of knowledge, it can only be more exciting having it open nearby in the neighborhood. Walking and biking to Willy St for food is already a part of my routine, and I can't wait to have another option.

Thanks for your time,

Emily Julka

Firchow, Kevin

From: Mike Moon [miguelluna@justcoffee.coop]
Sent: Friday, November 02, 2012 12:54 PM
To: Firchow, Kevin
Subject: Underground Kitchen

Follow Up Flag: Follow up
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Hi,

I am a fan and long time supporter of Underground Kitchen. As a 13 year resident of Madison and local food activist I am continually impressed by their approach to food and business. Their commitment to local agriculture is exemplary and should be encouraged as a model for business in the city. I'll take a second to note that local businesses committing to local suppliers has impressive multiplier impacts that are good for the economy and community. I live on the near east side and am committed to car free travel as much as possible - it is easier and more enjoyable for me and my kids to stay out of the car. I encourage you to approve their plans for a restaurant at 809 E Williamson and urge you to consider leniency in the parking requirements needed for their endeavor. I eat out a lot (especially at Underground establishments) and rarely drive. I think the location is conducive to walking and biking, and the restaurant would be a huge net benefit if freed from constraints needed to accommodate car culture.

Thanks
Mike Moon

Firchow, Kevin

From: Wendy Plutchak [wplutchak@gmail.com]
Sent: Friday, November 02, 2012 1:27 PM
To: Firchow, Kevin
Subject: Regarding Underground Kitchen

Follow Up Flag: Follow up
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To Whom it May Concern,

I would like to share my support for the revival of Underground Kitchen at 809 Williamson Street. After attending the MNA meeting I was very excited about their vision for the space. As a long time resident of the Marquette neighborhood, I feel this restaurant will offer a lot. I love and share their philosophy of local, seasonal eating as do many neighborhood residents. I think as a community we should support and encourage business whose attention is focused on sustainability and stewardship of the land. Underground Kitchen offers more than fantastic food to our neighborhood; it helps our community move forward with building a thriving urban neighborhood known for its commitment to green building and sustainability.

I primarily commute by foot; the 700 and 800 block can be a dead zone and uncomfortable when walking home at night. I welcome the added activity the restaurant would bring to the area.

I hope this project moves forward - I cannot wait to eat delicious food in the outdoor beauty of my neighborhood.

Thank you,
Wendy Plutchak
406 S Few St.

MADISON TRUST



for Historic Preservation

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Madison Plan Commission

Mr. Brad Murphy – Department of Planning and Community and Economic Development

RE: 809 Williamson St., proposal for rehabilitation for use by Underground Food Collective

31 October, 2012

Dear Mr. Murphy and Plan Commissioners-

We're writing to commend the proposal to rehabilitate the building at 809 Williamson St. Though not built during the period that characterizes the Third Lake Ridge Historic District we feel that the building supports the Williamson Street heritage of hosting small business. We do not advocate for the architectural significance of the building in itself but rather feel that maintaining the historic structure while utilizing it for small business is in keeping with the tradition of the area and the entrepreneurial spirit of the neighborhood.

We support the reuse of existing buildings, as sustainable development within the Historic District and feel that this proposal is in keeping the size, scale and massing appropriate for the area. The project would rejuvenate underutilized buildings already present, taking advantage of both the ecological and architectural resources currently available.

This project would support the strong trend on Willy Street of imaginative, local-economy restaurants and businesses that are adapting existing buildings into unique and exciting spaces, and creating strong sense of place in the area. This trend, in turn, supports the emerging Capital East professional district, by providing a walkable shopping, lunch, and dining district within a few blocks of the emerging development along E. Washington Ave.

Respectfully submitted,

Ginny Way
Chair of the Issues Committee, Madison Trust for Historic Preservation

cc: Mr. Bill Fruhling
Ms. Amy Scanlon

Dedicated to the Preservation of Madison's Historic Places

P.O. Box 296 Madison, Wisconsin 53701-0296 608-441-8864 info@madisonpreservation.org

Firchow, Kevin

From: Matt Robertson [mathuselah@gmail.com]
Sent: Sunday, November 04, 2012 2:01 PM
To: Firchow, Kevin
Subject: letter in support of the UFC restaurant on 800 block of Willy Street

Follow Up Flag: Follow up
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Dear Mr. Firchow,

I'm writing in support of the restaurant that the Underground Food Collective proposes to open behind Bon Appetite Cafe on Williamson Street. I understand the project has been heavily criticized by some members of the neighborhood on the basis of the potential noise and parking problems that could result from having a popular restaurant on that block.

I believe that a new restaurant from the UFC is exactly the type of business that we want in this neighborhood. Underground has a long history of good ethics (local, sustainable) and creativity applied to food. Both of their spaces thusfar have been very tastefully done. I spent a lot of time Underground Kitchen and I can say that that restaurant was never a raucous place. Same with their space on Johnson Street, Forequarter. That is because both are/were primarily restaurants, with the bars being secondary focuses of the business. I know that the new restaurant on Willy Street intends to have the same focus, so I can't imagine where the naysayers are getting the idea that it will be a noisy spot. And due to it's location within a very bike- and pedestrian-friendly city, I know too that it will be a popular destination for people on foot and on bike, making parking much less of an issue than certain people are envisioning.

Underground is precisely the type of business we want in the neighborhood. The owners have no desire to attract riff-raff to their space. The new restaurant would attract exactly the types of folks the make Willy Street the fun, funky destination that it is.

Thank you,
Matt Robertson
608-381-1109

Firchow, Kevin

From: David Lohrentz [david@madisonsourdough.com]
Sent: Sunday, November 04, 2012 9:32 PM
To: Firchow, Kevin
Subject: I support Underground Food Collective proposal

Follow Up Flag: Follow up
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Mr. Firchow,

This letter is to inform you of my complete support for the Underground Food Collective proposal in the 800 block of Williamson St. This restaurant will be a terrific addition to the neighborhood. I have heard from many residential neighbors who are very excited about this proposal. Many people think it will make their properties more valuable.

I have been to several of the neighborhood meetings to hear proposals and neighborhood concerns, and I believe that the Underground Food Collective has done a terrific job of listening to concerns and making modifications to the original proposal to mitigate those concerns.

Regarding concerns about parking, this is a high-density downtown neighborhood, and people live in this neighborhood because they want downtown amenities. Most of Madison Sourdough's employees and customers live nearby, and many choose to live without a car. Just as is the case in many urban areas, people live, work and play in the same neighborhood, and the lack of parking is not an issue. Those who have cars understand that parking is a minor obstacle that is easily overcome.

David Lohrentz, co-owner
Madison Sourdough
916 Williamson St
608-442-8009

Firchow, Kevin

From: Paddy Greeley [paddygreeley@yahoo.com]
Sent: Monday, November 05, 2012 6:23 AM
To: Firchow, Kevin
Subject: New Restaurant on Willy

Follow Up Flag: Follow up
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Hello,

I am writing to inform you that I live on the near East Side of Madison, just off Williamson St. I am really looking forward to the Underground Food Collective's new restaurant. I am eager to walk and ride my bike to this restaurant. I think it will be a great addition to the neighborhood, making that block another stopping point for foot traffic.

Thanks,
Paddy Greeley
2239 Winnebago St.

Firchow, Kevin

From: Michael Ding [mike.ding@gmail.com]
Sent: Monday, November 05, 2012 10:17 AM
To: Firchow, Kevin
Subject: Underground Kitchen project on Williamson street

Follow Up Flag: Follow up
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Hello

My name is Michael Ding and I am the co owner of Umami Ramen & Dumpling Bar at 923 Williamson Street. I wanted to write you to express my support got the Project proposed by The underground kitchen and John Martens. I feel that the new establishment would make a wonderful addition to the neighborhood and continue to momentum in making the willy street area a more vibrant and desirable area for residents and visitors alike. I worked with John to design and build our restaurant and can attest to his dedication in making neighborhood minded decisions in all aspects of his work. He has been a long time supporter of the area and I trust that he would only associate himself with endeavors that would benefit the neighborhood. I also know the people from the Undergound Kitchen and it is well known that their culinary prowess is second to none and the new establishment will be a premier restaurant in town. Please let me know if you have any questions and I really hope this project gets approved because I am certainly looking forward to it.

Thanks.

Mike

November 5, 2012

Plan Commission

Subject: Legistar ID #27595, Conditional use for an outdoor eating area and parking reduction at 809 Williamson

Dear Plan Commission Members:

I provided a comment letter for the October 15, 2012 Plan Commission meeting. Since that time, additional comments have been posted online for Legistar #27595. I would like to provide a few additional comments in response to those additions.

If one were to just look at the number of comments in support of this project versus the number of comments expressing concern, more comments support the project. However, it is not the sheer number of comments that influences the Plan Commission decision on this project. The Commission considers "the impact of those uses upon neighboring land or public facilities, and of the public need for the particular use at a particular location." MGO 28.12(11)

What constitutes "neighboring land" is somewhat unclear. The analysis below uses a three-block radius since that area could be subject to additional parking pressure and noise. Of those supporting the project, only 2 clearly live locally. Of those expressing concerns with the project, 9 live locally.

The second factor is the public need for the particular use at a particular location. Most people commenting in support of the project supported the project on Williamson Street or in the neighborhood. Only 3 of the 12 comments in support addressed the particular location. All of the 10 comments expressing concern had concerns about the particular location.

Households supporting the project (n=12):

Live locally (within a 3 block radius):

Yes (2)

No (6)

Unknown (4)

Madison homeowner

Yes (2)

No (10)

Type of support/concerns:

Support having Underground on Williamson Street (9)

Support the particular location (3)