

**From:** [Jack Kear](#)  
**To:** [Bailey, Heather](#)  
**Cc:** [Heiser-Ertel, Lauren](#)  
**Subject:** Re: Register my support for 817/821 Williamson St.  
**Date:** Monday, August 17, 2020 12:15:18 PM  
**Attachments:** [image002.png](#)

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Dear Landmarks Commissioners:

The proposal for the new Brandon Cook project for 817-821 Williamson Street is before you this evening. I am in support of the new development.

I attended the recent online public discussion the Planning Commission set up to discuss the potential zoning code changes to address the housing crisis. As the chair of the Marquette Neighborhood Association's development committee, I have seen numerous housing proposals for the Marquette district shot down in neighborhood association committee for the duration of my 5+ year term. Many of those making up those "no" votes are writing you today to oppose the Cook project.

I have come to see that the NIMBYism of the Marquette homeowner is an unfortunate tag to all residents of this district.

It's always the same: a person says they support affordable housing but they don't like the mass of a proposed project that is big enough to contain those affordable units. They want "families" to live in the neighborhood but they don't want a housing project to be above three stories. They want to preserve "historic quality" and one of those district qualities is long-term homogenized whiteness.

Last Wednesday we held an online meeting to endorse the Cook project. It failed in a 5-4 vote. I am thrilled! Why would a proponent of the project be thrilled by this vote? Simple. The Nay voters were the same Nay voters that shut down the Mike Kohn 4-story development at 210 S. Dickinson Street two years ago and that caused Barry Perkel to walk away from the 5-story development he pitched for 1318-1328 Williamson St. They write you today from my district even though their homes are not in the shadow of this simple Cook project because they oppose any and all changes to the district. I have the committee's record of votes so I can say this without hyperbole.

But the four Yea votes were different. Marquette residents who understand that the need for housing is the paramount need of the district and that this need surpasses inflexible standards. These are the Yea voters that will benefit most from zoning code changes the Planning Commission may make. These are the voters that reviewed the Cook design and see it as a positive addition because it is a needed addition.

I encourage you to consider the future and assist us in moving Marquette into a new era that wants to solve the housing crisis.

Thank You-

Jack Kear

1045 East Wilson Street

On Thu, Aug 13, 2020 at 3:49 PM Bailey, Heather <[HBailey@cityofmadison.com](mailto:HBailey@cityofmadison.com)> wrote:

I'll keep an eye out for additional correspondence prior to the meeting!



**Heather L. Bailey, Ph.D.**

Preservation Planner

Neighborhood Planning, Preservation + Design Section

Department of Planning + Community + Economic Development

Planning Division

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*The 2020 Census is here! As we practice social distancing, take the opportunity to complete the census now from the comfort of your own home. You can fill it out online at [my2020census.gov](https://my2020census.gov), by [phone](#), or by [mail](#).*

**From:** Jack Kear <[REDACTED]>

**Sent:** Thursday, August 13, 2020 3:21 PM

**To:** Bailey, Heather <[HBailey@cityofmadison.com](mailto:HBailey@cityofmadison.com)>

**Cc:** Heiser-Ertel, Lauren <[LHeiser-Ertel@cityofmadison.com](mailto:LHeiser-Ertel@cityofmadison.com)>

**Subject:** Re: Register my support for 817/821 Williamson St.

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Thank you, Heather. Also, unfortunately the MNA board meets Monday immediately after your meeting so our statement of support for the Cook project will come too late. I have asked the board for an uncommon e-vote on it and if that comes through can I send you a

board statement by Monday afternoon?

-Jack

On Thu, Aug 13, 2020 at 2:32 PM Bailey, Heather <[HBailey@cityofmadison.com](mailto:HBailey@cityofmadison.com)> wrote:

Jack,

Thank you for passing this along. We will include it in the record.



**Heather L. Bailey, Ph.D.**

Preservation Planner

Neighborhood Planning, Preservation + Design Section

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**From:** Jack Kear <[REDACTED]>

**Sent:** Thursday, August 13, 2020 1:51 PM

**To:** PLLCApplications <[landmarkscommission@cityofmadison.com](mailto:landmarkscommission@cityofmadison.com)>

**Subject:** Fwd: Register my support for 817/821 Williamson St.

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Dear Commissioners:

The Marquette Neighborhood Association received this statement of support for the proposed Brandon Cook project which is on your agenda for this Monday. The statement is from the next door neighbor of the proposed project so I felt it very important to share and I am forwarding to you now.

Thank You,

Jack Kear

Preservation and Development Chair

MNA

----- Forwarded message -----

From: **Rachel Bauer** <[REDACTED]>  
Date: Wed, Aug 12, 2020 at 5:24 PM  
Subject: Register my support for 817/821 Williamson St.  
To: [REDACTED]  
Cc: Rachel Bauer <[REDACTED]>

To Madison Preservation and Design Committee:

I am the resident at 825 Williamson Street and I am familiar with Brandon Cook and his proposed project at 817/821 Williamson Street. I would like to register my support for this project and encourage the committee to immediately recommend this project for approval.

I have a background in commercial real estate as an owner/operator and developer of several projects (none of them are in Madison). I also have a passion for architecture and adaptive reuse and preservation and worked on a project in the last few years with Wisconsin Historical Society. I am by no means an expert of preservation but I most certainly have an appreciation for it as well as development.

Brandon Cook is a developer with integrity. That matters. Brandon will do what he says he will do. He will build a quality building and deliver it on time. The influx of people who want to live in city center downtown space means Madison needs to support the development of housing that delivers on that demand and move those project forward to completion in a timely manner.

I have heard a great deal of talk about parking. While parking is a commodity that is important, fewer people who choose to live downtown also maintain full time car ownership. The trend towards city living and non-car ownership is a real one that has not been discussed at meeting like this often enough. I have spent months at a time and worked on projects in downtowns such as Austin, TX and Denver, CO and in both cities we see more and more that fewer parking spots are built per building as the demand for parking steadily declines. I encourage everyone on the committee to consider this very real trend that is evolving and changing the landscape of development for city centers in the past couple of years.

The most important thing I can convey in this message is the urgency to move this project forward for the sake of development in Madison. Brandon's investment in our community, in this neighborhood, and great projects is important. What is even more important is that Madison proves itself a community that can deliver on the demand for housing such as this project provides and do so in a manner that encourages great development such as this.

I encourage each and every one of you to put yourself in a position to realize that great development and great developers belong in great cities. This project should be approved without delay.

Best,

*Rachel Bauer*

**COUNTRY Financial**

Insurance Agent

Madison, WI 53718

Office: [REDACTED]

[REDACTED]



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