

## AGENDA # 2

City of Madison, Wisconsin

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REPORT OF: URBAN DESIGN COMMISSION	<b>PRESENTED:</b> March 16, 2011
TITLE: 961 South Park Street – Façade Grant and Building/Site Renovation in UDD No. 7. 13 <sup>th</sup> Ald. Dist. (20829)	<b>REFERRED:</b> <b>REREFERRED:</b> <b>REPORTED BACK:</b>
AUTHOR: Alan J. Martin, Secretary	<b>ADOPTED:</b> <b>POF:</b>
DATED: March 16, 2011	<b>ID NUMBER:</b>

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Members present were: Marsha Rummel, Mark Smith, Dawn O’Kroley, Todd Barnett\*, Richard Slayton, R. Richard Wagner and Jay Handy.

\*Barnett and Slayton recused themselves from this item.

### **SUMMARY:**

At its meeting of March 16, 2011, the Urban Design Commission **GRANTED FINAL APPROVAL** of a façade grant and building/site renovation in UDD No. 7. Appearing on behalf of the project were Percy Brown, City of Madison Economic Development Division; Matt Weygardt, David H. Vogel, Helen Kitchel, representing Friends of Monona Bay; and Ald. Julia Kerr, representing District 13.

The east and west corners have been expanded to include plantings, but nothing specifically on the wall besides the luminaires. Fire problems and lot line issues prevented them from installing a pergola as previously proposed. An outdoor eating area will be maintained that has individual tables with umbrellas.

Helen Kitchel spoke as a representative of Friends of Monona Bay, based on water quality concerns asked the developers to use pervious pavers and offered to work with them to build a rain garden to accommodate the roof water to offset the loss of vegetative grass cover due to the development of surface parking.

### **ACTION:**

On a motion by Handy, seconded by Rummel, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a vote of (4-0). The motion provided that the bicycle racks and landscape plan both return to staff for approval.

After the Commission acts on an application, individual Commissioners rate the overall design on a scale of 1 to 10, including any changes required by the Commission. The ratings are for information only. They are not used to decide whether the project should be approved. The scale is 1 = complete failure; 2 = critically bad; 3 = very poor; 4 = poor; 5 = fair; 6 = good; 7 = very good; 8 = excellent; 9 = superior; and 10 = outstanding. The overall ratings for this project are 6 and 7.

**URBAN DESIGN COMMISSION PROJECT RATING FOR: 961 South Park Street**

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
<b>Member Ratings</b>	-	-	-	-	-	-	-	6
	6	6	6	6	6	6	7	7

**General Comments:**

- Nice project, good work.
- Good reuse project.

Stephen A. Vanko  
Jane M. Elmer  
954 W. Shore Dr.  
Madison, Wi. 53711  
(608)255-1953

April 7, 2011

Department of Planning  
Community & Economic Development



We oppose the application for a conditional use permit for Barriques 961-967 South Park Street property. Our concerns are the same as in the letter we sent the ALRC, on January 12, 2011. Enclosed is that letter and pictures and a letter from the Office of the Madison City Clerk, apolodizing for their error of not letting us talk and present our information in front of the committee. I think this letter would never have been drafted if Jane and I had not personally asked for an explanation in the clerks office on January 26, 2011, 7 days after the meeting.

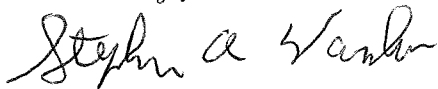
This week we found out that the plans have been changed and there will be two doors going out the back of 961 S. Park St. At the neighborhood meeting on December 16, 2010, they said the back door would only be used very little. Now we find out a second door is planned, and it will be used as the main door for the outside eating and drinking area. This will bring more noise and traffic to the back of the building, which you know, backs up to our residential neighborhood. Also the new window opening on the north side of the building will give customers a great view of our house and living room. How would you like people, eating and drinking looking into your living room.

We believe our quality of life will be greatly compromised by approval of this conditional use permit. Our house is only about 4 feet from the sidewalk on Parr St. and with no sight or sound barriers, we will hear all the noise coming from the back and back south side of the project building and lot. We have enjoyed, for 21 years, opening our windows to cool down the house with the nice breeze off the bay, especially at night, but feel that the increased early morning traffic will now prevent us from doing that, so higher air conditioning bills and more global warming. Use of our 3 season porch on Parr St. will be compromised because of increased traffic and noise from the outside area, not to mention being looked at by the customers eating and drinking.

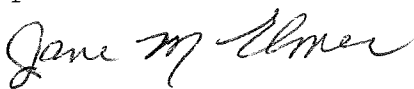
We feel this project is too big for the space. Back in the early days, the businesses had parking in front because there was a driveway to get out to Park Street. The back of the buildings were used for employee parking. As Park Street expanded, the parking disappeared and traffic problems got worse. 967 South Park Street was a bar back in the earlier days and the neighbors had all kinds of trouble with parking, noise, and drinking on the bay. It seems like we are going to visit the early days again. South Shore and West Shore are considered a Park and Pleasure drive as stated to the ALRC, not a parking lot for Park St. businesses.

enc,

Sincerely,



Stephen A. Vanko



Jane M. Elmer

Residents for 21½ years

Stephen A. Vanko  
Jane M. Elmer  
954 W. Shore Dr.  
Madison, Wi. 53711  
(608)255-1953

January 12, 2011

Alcohol License Review Committee:

We oppose the Barriques 961 South Park Street application for an alcohol beverage license and their permit for outdoor seating. Many of the immediate residents of the area weren't notified or didn't know of the neighborhood meeting on 11/8/2010, and never had the chance to express their concerns. We learned about what was going on when the orange sign appeared in the window of 961 S. Park Street on or about the 9th or 10th of November, 2010.

I called Julia Kerr, district 13 Alderperson, on 11/22/2010. She returned my call on 11/27/2010. I told her we had concerns about the application and permit for 961 South Park Street. She said she was not present at the meeting but heard it to be a positive meeting. She offered to set up another meeting. I called her again on 12/3/2010. She returned my call the same day. She set up a neighborhood meeting for 12/16/2010, and would send out notices. She also said she would defer the application to the next ALRC meeting. A neighborhood meeting card came in the mail on 12/8/2010. The meeting was scheduled for 12/16/2010. The card also stated that the public hearing would be on 1/19/2011. The same card also stated the application may then be referred to the Common Council meeting on 2/1/2011.

We attended the neighborhood meeting on 12/16/2010, and expressed our concerns about the project. Only about 10 neighbors attended the meeting. I know that other neighbors wanted to attend, but couldn't because of the short notice and other commitments. Alderperson Kerr said at the end of the meeting that she was going to support the application.

Our concerns are:

Hours of operation  
Alcohol  
Traffic and Parking  
Noise  
Capacity

The hours of operation on the application are from 6am. to 9pm. 7 days a week and probably 365 days a year. The entrance to the parking lot will be on our side street (Parr Street) so all the traffic will be right across the street from us. We are still sleeping at 6am. in the morning. The majority of the parking is in the back of the building, around 100 feet from our house with no site or sound screening. If the business is going to open at 6am. what time will the employees getting there and where will they be parking.

Alcohol: We all know what happens when alcohol and residential neighborhoods are too close together. ETOH on board usually results in behavior that dulls the sense of awareness, slows reflexes, and decreases reaction time. Would you want people like this getting into their vehicles and driving into and through your neighborhood. Park Street, Parr Street, W. Shore and S.Shore are all bike routes. W. Shore and S. Shore are used by many joggers and walkers all hours of the day.

Capacity, Traffic and Parking: I believe this venue has the potential of turning our neighborhood into a Wisconsin Badger Football Saturday, every day of the week. With only 10 parking stalls, minus employee parking and a capacity of 150, our neighborhood streets will be used for the majority of the parking. With Parr Street being no parking any time, on both sides, and West and South Shore Drive only parking on one side. The neighborhood will be all parked in, with nowhere for the homeowners to park. In 1907 the neighborhood association set up a park and pleasure drive with the City of Madison. I think the word park was to be used as a noun, not a verb. This is one of the few places left in Madison where you can park and walk a few steps to enjoy the water and a beautiful view of downtown and the Capitol. I don't think it was meant to be a parking lot for Park Street businesses.

Noise: I think noise ties into all the above mentioned concerns. Outside seating, alcohol, capacity, traffic and parking are going to have a lasting, everyday negative impact on the neighborhoods public safety and quality of life. The outside seems to have no screening for site or noise from the surrounding residences.

In your Mission Statement it states that you are to: Serve City's residents, business and visitors. Residents being the first on the list. It also states as a goal: Enhance public safety and quality of life.

By approving this application and permit, the committee would appear to not be following its mission. The public safety and quality of life in our residential neighborhood would be greatly compromised.

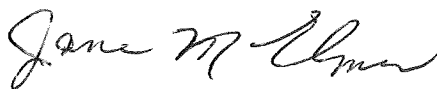
The owner of the building has stated that he has other interested parties like a jewelry store and a cell phone store. Businesses like these would blend into the neighborhood better because of, again, all of the concerns mentioned above.

If you have any questions, please call , or would like to stop by and talk and look, please feel free to do so.  
If pictures are worth a thousand words, I invite you to 9,000 words.

Sincerely,



Stephen A. Vanko



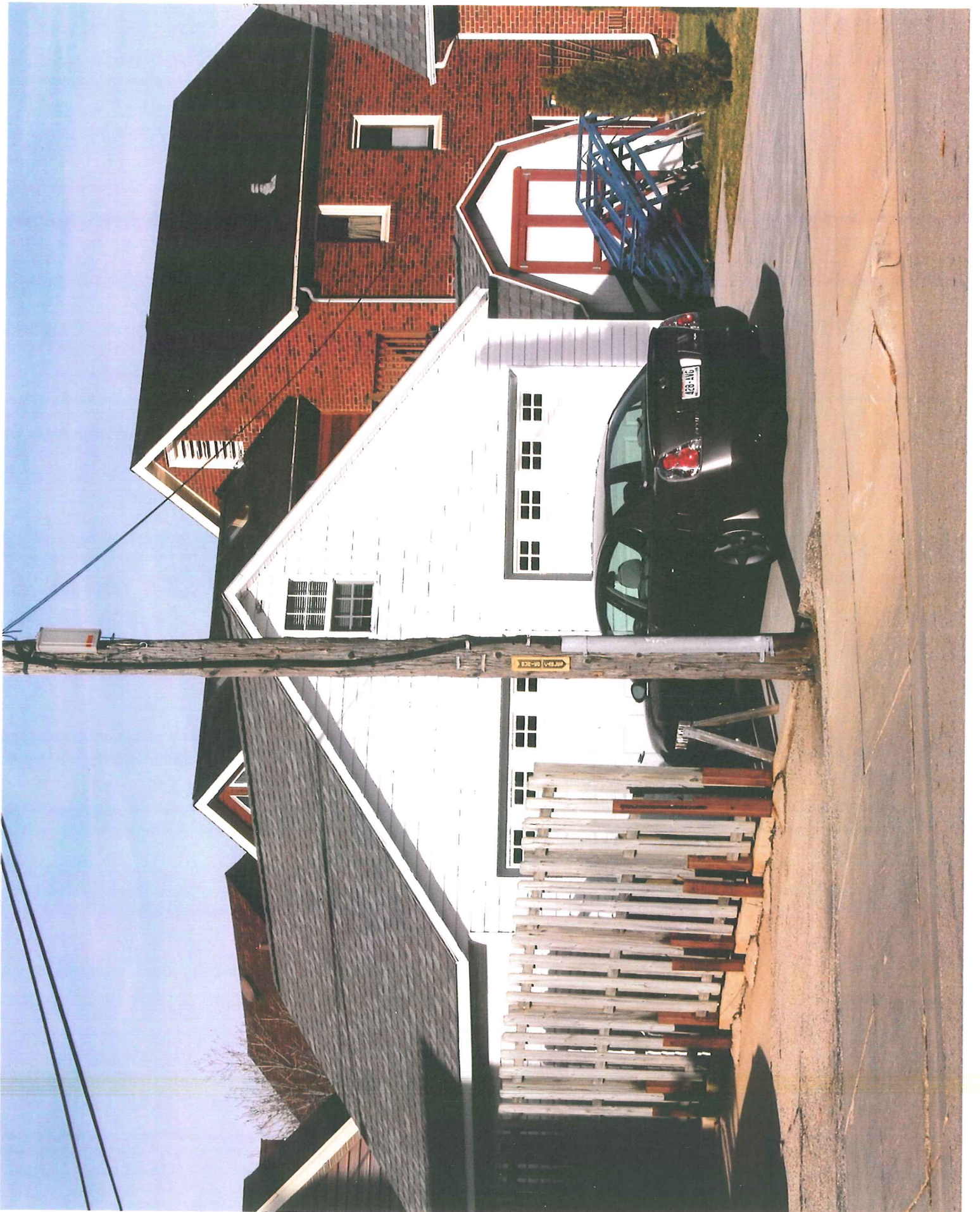
Jane M. Elmer  
Residents for 21½ years























**From:** birdkelly <birdkelly@aol.com>  
**To:** pambean <pambean@charter.net>  
**Subject:** January 19,2011 ALRC Meeting  
**Date:** Thu, Jan 20, 2011 3:05 pm

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I would like to thank-you for showing an interest in the materials we sent you. The pictures and text show you the concerns we have about the Barriques, 961 S. Park St. application. Jane and I were at both the December 15, 2010 and January 19, 2011 meetings. I filled out the Registration Statement on 1/19/2011 for Oppose, wish to speak and available to answer questions. Jane filled out the Registration Statement on 1/19/2011 for Oppose, and I think do not wish to speak. Our names were never called to address the committee. We followed the Roberts rules of order. After the vote was taken I went up to the clerk and asked why we were never called. He searched through his paper work and found our Registration Statements. He said it was his mistake and said he was sorry. I would like to ask you where Jane and I go from here. It is 2:55pm on 1/20.2011 and have heard nothing from the city.

Stephen A.Vanko  
Jane M. Elmer  
954 West Shore Drive  
Madison, Wi. 53715  
(608) 255-1953



## Office of the Madison City Clerk

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210 Martin Luther King, Jr. Boulevard, Room 103, Madison, WI 53703-3342  
PH: 608 266 4601 • TDD: 608 266 6573 • FAX: 608 266 4666

January 27, 2011

Stephen A. Vanko  
Jane M. Elmer  
954 W Shore Dr  
Madison, WI 53711

RE: 961 Nolan Inc. dba Barriques, 961 South Park St.

Dear Mr. Vanko and Ms. Elmer:

Please consider this an invitation to speak to the Madison Common Council regarding your reservations for the business planning to operate at 961 South Park St. The meeting will take place in room 201 of the City-County Building at 210 Martin Luther King, Jr. Blvd. on February 1, 2011, beginning at 6:30pm.

The vote taken by the Alcohol License Review Committee was not a final action, but rather a recommendation to the Common Council. The Common Council has the final authority to grant or deny the license.

I again apologize for my error on January 19. As you already know, it was Chair Hart's hope that you could come back into the Council Chambers that night to speak on the issue, but you chose to leave instead.

You certainly have the right to inform the Common Council of your opposition at the February 1 meeting.

Sincerely,

Eric Christianson  
Municipal Clerk I

# BCNA November 8, 2010 Meeting Summary

By Dan Kennelly

Reverend Larry Jackson presented a concept to convert the lower floors of buildings at 1616 Beld Street and 702 W. Wingra Drive to men's boarding housing marketed to people in need of transitional housing, including former prison inmates. The properties are currently in the zoned C3 so would need a Conditional Use Permit to be converted to residential use as boarding houses. Residents raised concerns about the project and were unclear about the next steps that would be required in the process. BCNA representatives will follow up with Reverend Jackson to get more information. [Note: follow-up email from Rev. Jackson stated only one boarding house is likely since someone is interested in leasing the Wingra property for another purpose.]

Matt Weygandt presented plans to convert the Atomic Interiors building at 1021 S. Park Street into a Barriques Café. The café would use the existing structure and the adjacent vacant lot for parking. The site plan shows ten parking spaces and an outdoor patio area. Customers would access the parking area from Parr Street and exit onto Park Street. Matt anticipates that 90% of the store's sales would come from coffee and food and 10% from beer and wine. Residents raised several minor concerns about the site plan but generally seemed positive about the proposal. Matt hopes to start remodeling in January.

Bob Stoffs reported on a recent meeting about the apartment building proposed for the vacant Bancroft Dairy parking lot on the west side of Fish Hatchery. Silverstone Partners revised last year's plans for a senior housing complex on the site and now propose to build a non-age restricted apartment building with some units set-aside for low-income residents. Several neighbors raised concerns about the amount of parking.

The proposed addition to the Vandewalle & Associates building was discussed. The addition would add a fourth story to the building for residential use. The project was approved by the City's Urban Design Commission and will be discussed at the City's next Plan Commission meeting in December. Residents expressed concerns about building's potential to block light and views at nearby residences.

The ongoing deterioration of the neighborhood welcome signs was discussed at the meeting. Neighbors reported that the city could fund 50% of the cost of repairing the signs but the neighborhood would need to fund the other 50%.

The Lakeside Street Initiative is moving forward on several fronts. The project is scheduled for discussion at the joint Park Street Partners/South Metropolitan Planning Council meeting on Monday, November 15. Also, a subcommittee that emerged from the project is working on upgrading the neighborhood website.

The Treasurer reported that the Association currently has about \$1,000 in the general account. She also reported that several businesses discontinued ads in the Bulletin. The next meeting is scheduled for January 10<sup>th</sup> and will be preceded by the annual neighborhood pot-luck starting at 5:30pm.

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**Julie@TheAlvaradoGroup.com • 608.577.3767**



**Julie Campbell**

LOCATION 800 PARR [PARK-WEST SHORE]  
 STATION # 3333  
 DIRECTION NON-DIR

TRAFFIC ENGINEERING DIVISION  
 CITY OF MADISON, WI  
 AUTOMATIC TRAFFIC COUNTER RECORD

REMARKS  
 START TIME 1100 on 04/21/05  
 END TIME 1100 on 04/22/05

Day Date	Monday 25 Apr	Tuesday 26 Apr	Wednesday 27 Apr	Thursday 21 Apr	Friday 22 Apr	Saturday 23 Apr	Sunday 24 Apr	TOTAL M-F Volume	AWT Volume	ADT Volume
AM 12-1								1	1	1
1-2					2			2	2	2
2-3					3			3	3	3
3-4					4			4	4	4
4-5					0			0	0	0
5-6					2			2	2	2
6-7					13			13	13	13
7-8					83			83	83	83
8-9					76			76	76	76
9-10					40			40	40	40
10-11					50			50	50	50
11-12					51			51	51	51
PM 12-1					55			55	55	55
1-2					70			70	70	70
2-3					64			64	64	64
3-4					63			63	63	63
4-5					72			72	72	72
5-6					57			57	57	57
6-7					53			53	53	53
7-8					38			38	38	38
8-9					18			18	18	18
9-10					11			11	11	11
10-11					3			3	3	3
11-12					4			4	4	4
24 HR TOTAL				559	274			833	833	833

Factor 1.01  
 AAWT  
 Factored Total 841

LOCATION 800 PARR (PARK-WEST SHORE)  
 STATION# 3333  
 DIRECTION NON-DIR  
 REMARKS  
 START TIME 1100 on 10/20/2008  
 END TIME 1100 on 10/21/2008

TRAFFIC ENGINEERING DIVISION  
 CITY OF MADISON, WI  
 AUTOMATIC TRAFFIC COUNTER RECORD

Day	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	TOTAL M-F	AWT	ADT
Date	20-Oct-08	21-Oct-08	22-Oct-08	23-Oct-08	24-Oct-08	25-Oct-08	26-Oct-08	Volume	Volume	Volume
AM 12-1										
1-2			2					2	2	2
2-3		1						1	1	1
3-4										
4-5			2					2	2	2
5-6		3						3	3	3
6-7			16					16	16	16
7-8			109					109	109	109
8-9			165					165	165	165
9-10			28					28	28	28
10-11			32					32	32	32
11-12		31						31	31	31
PM 12-1		46						46	46	46
1-2		29						29	29	29
2-3		28						28	28	28
3-4		36						36	36	36
4-5		52						52	52	52
5-6		61						61	61	61
6-7		36						36	36	36
7-8		26						26	26	26
8-9		14						14	14	14
9-10		10						10	10	10
10-11		3						3	3	3
11-12		6						6	6	6
24 HR TOTAL	378	358						736	736	736

Factor 0.97

AAWT

Factored Total 714

LOCATION 800 PARR IPARK-WEST SHORE  
 STATION# 3333  
 DIRECTION NON-DIR  
 REMARKS  
 START TIME 1500 on 10/1/2009  
 END TIME 1500 on 10/2/2009

TRAFFIC ENGINEERING DIVISION  
 CITY OF MADISON, WI  
 AUTOMATIC TRAFFIC COUNTER RECORD

Day	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	TOTAL M-F	AWT	ADT
Date	05-Oct-09	06-Oct-09	07-Oct-09	01-Oct-09	02-Oct-09	03-Oct-09	04-Oct-09	Volume	Volume	Volume
AM 12-1										
1-2					4			4	4	4
2-3					1			1	1	1
3-4										
4-5										
5-6										
6-7					16			16	16	16
7-8					52			52	52	52
8-9					49			49	49	49
9-10					53			53	53	53
10-11					45			45	45	45
11-12					41			41	41	41
PM 12-1					81			81	81	81
1-2					52			52	52	52
2-3					45			45	45	45
3-4					43			43	43	43
4-5					47			47	47	47
5-6					48			48	48	48
6-7					39			39	39	39
7-8					21			21	21	21
8-9					15			15	15	15
9-10					8			8	8	8
10-11					1			1	1	1
11-12					2			2	2	2
24 HR TOTAL				224	439			663	663	663

Factor 0.98  
 AAWT  
 Factored Total 650