

# LAKEFRONT PORCH

ON WILSON  
AT CROWLEY STATION





**THE CROWLEY STATION** site sits at a major entrance to Madison's downtown, but its potential as a gateway to the city and a resource to the community has yet to be realized. Using funding from The Madison Neighborhood Grant Program and Madison Water Utility, community leaders and members developed a vision to transform this utilitarian structure into a *Lakefront Porch* for our entire city.

As one of the neighborhood's only public spaces, the *Lakefront Porch* on Wilson provides immense value for connection and respite in a dense urban setting.

This project aims to transform the existing public structure into an accessible and engaging community place for a broad range of activities, from downtown events and neighborhood gatherings to resident gardening and meet-ups with friends.

## YESTERDAY



Wisconsin Historical Society, WHI-55077

The Crowley Station site sits along a route historically traversed by indigenous people making their way through the marshlands and glacially formed ridges of the isthmus. After immigrants settled in Madison and East Wilson Street was created, the site became an active corridor that connected the Capitol Square with the Milwaukee Road Station and the North Western Railway.



TODAY



TOMORROW



“The [site] sits as an important part of the First Settlement District and it has great potential to serve as convivial place for friends and neighbors to gather, sit in solo contemplation and simply appreciate the lake view and our wonderful neighborhood. It will be many times more meaningful as we put creativity, energy and money into it as a place to rest, gather, and have special events.”

Bert Stitt – Neighborhood Resident & Community Engagement Consultant





## ***Lakefront Porch Realizes the Vision of the City and the Community***

Community groups have already brought the neighborhood to the Crowley Station platform by adding seating and making it home to the Crowley Station Community Gardens.

The vision for The Lakefront Porch on Wilson grew from the partnership among Capitol Neighborhoods, Inc., the Madison Water Utility, Madison Parks Division, and Madison Planning Division. Community leaders and neighbors have been actualizing this vision with these citizen and city partners and over 60 community members who contributed their ideas for creating a place for respite and social connection.



Its location along bustling E Wilson Street and its interconnectedness with bike and pedestrian paths such as the Capital City Trail make this site easily reachable and offer an opportunity to increase the beauty and vibrancy of downtown Madison.

#### GOAL

Transform the underused space to be an artistic, comfortable, and engaging destination

#### GOAL

Enhance accessibility to one of downtown Madison's only public outdoor gathering places

#### GOAL

Harmonize with existing gardens and waterfront to create an urban retreat



## SEATING

Ample benches, chairs, and tables for relaxing and enjoying food and company

## RAIN CATCHMENT SYSTEM

Harvests rainwater for the gardens and prevents runoff into the lakes

## POOLS OF

Colorful str  
daytime en  
reducin

## RAISED WOODEN PLATFORM

Enables panoramic views of the lake and creates a comfortable atmosphere

## LITTLE LIBRARY

A resource for all ages

Using the community's ideas, Saiki Design created this conceptual masterplan for the site, showcasing a cohesive vision for a warm, welcoming, and engaging neighborhood place.



## SOLAR SHADE

Structures aid  
enjoyment by  
reducing heat

## COMMUNITY GARDEN

New garden beds are  
integrated into the new  
raised wooden platform

## BICYCLE PARKING

Conveniently accommodates  
active visitors



## LIGHTING

Night-sky-friendly lighting  
via solar paneling allows  
evening use

## RAMPS

New ramps make both levels  
of the platform accessible





**Meet friends for  
casual conversation**



**Enjoy acoustic  
music, poetry  
readings, and art  
displays**



**Host  
neighborhood or  
organizational  
events**



# TIMELINE

2020

Community **Visioning Sessions**

Funding procured from Madison Neighborhood Grant

2021

Saiki Design is hired to develop the **masterplan** concept for the site  
Madison Water Utility **increased safety** by updating the railings along the perimeter of the raised platform

2022

Planned construction of an **accessible ramp** from E. Wilson St. sidewalk, up to the platform

April – **Fundraising begins**

2023

SPRING – Site design is finalized and **construction begins**

SUMMER – New site improvements are finished and **open to the public**



Stop on the way from  
the farmers market to  
eat a scone or fresh  
produce



Pause along a run  
to stretch and do  
yoga



Grow vegetables  
in a community  
garden plot





## B U D G E T

The community must raise **\$525,000** to build the *Lakefront Porch*. We have already raised funds towards this goal with the help of the Madison Neighborhood Grant Program, Madison Water Utility, and private donations.





“I’ve walked past this spot for 20 years and enjoyed the community garden planters, the beautiful wooden benches, the few tables and chairs and the Little Library. We have the right elements but we are still missing the full sense of place that would engage our Lakefront community and beyond. This is our chance to celebrate lakefront Madison!”

Ana Araújo – Neighborhood Resident

To support the  
*Lakefront Porch*  
through a **donation** or  
**2-year pledge**, please  
see our webpage at  
**[lakefrontporch.org](https://lakefrontporch.org)**



The Lakefront Porch project works in cooperation with the Madison Parks Foundation to receive donations.



**LAKEFRONT PORCH PROJECT COMMITTEE**

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**PORCH** ON WILSON  
AT CROWLEY STATION

**201 S. HANCOCK STREET**