



Office of the Mayor

Satya Rhodes-Conway, Mayor

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June 30, 2022

Dear Lakefront Porch Core Committee,

Please consider this letter an expression of my support for the Lake Front Porch project at Crowley Station. As Mayor, I am always looking for ways to leverage resources and maximize every opportunity for community benefits in our city.

In this instance, we have a plot of land owned by the Madison Water Utility in the center of the city, and with a view of the lake. This site has high potential for greater use as a gathering place for the community. I fully support the work of the Lakefront Porch Core Committee to establish and implement this vision to turn this underutilized space into an inclusive and accessible community amenity.

Additionally, as the City embarks on a process to redesign the nearby Lake Monona Waterfront, this project is perfectly situated and timed to create a greater connection between the neighborhood and the lakefront. I hope for a harmonious connection between the future waterfront design and the Lake Front Porch.

This is a project that the City has the limited resources to manage on its own. I appreciate the volunteer time and effort in creating this exceptional vision on Wilson Street, and I look forward to a partnership with the Lakefront Porch Committee to help make this project a reality for all the residents of our city to enjoy for years to come.

Sincerely,

A handwritten signature in black ink, appearing to read "SR-Conway", written over a light blue horizontal line.

Satya Rhodes-Conway
Mayor

Kathleen Falk
420 S. Blount St.
Madison, WI 53703
kathleenfalk@aol.com

June 1, 2022

To whom it may concern:

Not often does a neighborhood or city get to transform an eyesore to a treasured park.

We have that opportunity now.

I enthusiastically support the transformation of the old Crowley Station on East Wilson Street to the "Lakefront Porch".

During the past two years, downtown leaders and community volunteers have developed a compelling plan to transform the sprawling and underutilized roof of the existing Madison Water Utility on East Wilson Street into an engaging and accessible urban park space for downtown events, neighborhood gatherings, community gardens, and other activities.

I have lived in this neighborhood for over 35 years and have often thought about how the current eyesore could be transformed to a big community asset. Local landscape architect Ken Saiki has developed a compelling case and a gorgeous plan for the Lakefront Porch which will help make the Lake Monona waterfront a much more lively, inviting place and complement the development of the East Wilson Street corridor and the highly anticipated overhaul and expansion of Law Park. This project adds to the great synergy and excitement about this entire area of Madison!

While I served as Dane County Executive for 14 years, I found the single biggest unifying value shared by people of every age, faith, color, geography, or political allegiance was our love of the outdoors – our amazing lakes and parks only footsteps away. The Lakefront Porch is one of the most exciting, transformative projects to come along in years and one that will be enjoyed by everyone. I urge you to support this vision.

The total project cost is \$525,000 of which over \$100,000 has been raised so far. By returning the enclosed card with your tax-deductible donation, you can help make this gem of an urban park a reality.

Thank you!



Kathleen Falk
Dane County Executive, 1997-2011



Aldersperson Michael E. Verveer
Fourth District

City-County Building, Room 417
210 Martin Luther King, Jr. Blvd.
Madison, WI 53703
Phone: (608) 266-4071 | Fax: (608) 267-8669
mverveer@cityofmadison.com
cityofmadison.com/council/district4

May 27, 2022

The City of Madison is partnering with First Settlement Neighborhood residents to transform the underused platform atop Madison Water Utility Well No. 17 (Crowley Station) into an engaging community place known as the Lakefront Porch on Wilson. With its view of Lake Monona and its location as a gateway to downtown Madison, the space has untapped potential as a resource for our city.

Working collaboratively with the Madison Water Utility, the neighborhood, and the greater community, Saiki Design has created a conceptual masterplan for the site. The vision of the space is spot on and has great potential to be a showcase for placemaking. The elements recreate the platform into a vibrant, colorful, welcoming gathering place for residents and visitors alike.

I think the timing is absolutely right for us to dream big about this area as we begin the planning process to transform the Lake Monona waterfront to connect the Capitol to the lake. As envisioned, this will serve as a “front porch” to the highly anticipated Lake Monona Waterfront project.

The City of Madison welcomes all to join us in enthusiastic support for the Lakefront Porch on Wilson project.

Sincerely,

A handwritten signature in black ink, appearing to read "M. E. Verveer", with a long horizontal stroke extending to the right.

Michael E. Verveer
Aldersperson
Fourth District



Madison Parks Division

210 Martin Luther King, Jr. Blvd., Room 104
Madison, WI 53703
608-266-4711 • cityofmadison.com/parks



June 8, 2022

Lake Front Porch Core Committee:

I am writing in support of the Lake Front Porch on Wilson at Crowley Station project. I fully support creating more accessible and inclusive public spaces in the Downtown area. The conceptual master plan by Saiki Design offers a positive vision for this space. The connection of our Downtown to the lakes is of acute interest to me. Having community partners driving this positive development is critical and I appreciate all of your efforts. I think the inspired design can meet the community goals of the project. The accommodation for existing uses is valuable here. The design also allows for improved gathering spaces for the community. I particularly like and appreciate the focus on accessibility.

I am also excited about the potential of this project in its connection to the Lake Monona Waterfront Project that Madison Parks is actively engaging in. The Lake Monona Waterfront Project seeks to plan and develop a signature park for the region along the shores of Lake Monona from Law Park to Olin Park, including across the John Nolen causeway. Parks is excited to have the opportunity to be a part of this project that highlights the history of people gathering at the water's edge on the shores of Lake Monona long before European settlement.

I have enclosed the 2013 Memorandum of Understanding (MOU) between the Madison Water Utility, Madison Parks, The Friends of Crowley Station, and Capitol Neighborhoods, Inc. It is my belief that an update to this MOU would likely benefit the project and its vision of creating an accessible and inclusive civic space at this location. I have also included Stephanie Franklin with the Madison Parks Foundation on this communication as there may be merit in conversations with her regarding fundraising efforts and connection to the Lake Monona Waterfront Project.

Sincerely,

A handwritten signature in blue ink that reads "Eric M. Knepp".

Eric Knepp
Parks Superintendent

CC:

Katie Crawley, Deputy Mayor
Krishna Kumar, Water Utility General Manager
Stephanie Franklin, Madison Parks Foundation Executive Director
Ann Freiwald, Parks Planning and Development Manager

Enc: Memorandum of Understanding regarding Crowley Station, 2013



May 25, 2022

Subject: Madison Water Utility
Letter of Project Support
Lakefront Porch on Wilson at Crowley Station

Dear Lakefront Porch Supporter,

This letter shall confirm Madison Water Utility's support of the proposed Lakefront Porch project located at the Utility's Crowley Station facility in Madison, WI. The Utility maintains a longstanding relationship within the Capitol Neighborhoods community by sharing the Crowley Station reservoir as a space for gathering, relaxing, gardening and enjoying the vibrancy and beauty of downtown Madison, WI.

The proposed Lakefront Porch improvements elevate and transform this community space into a destination that offers much improved accessibility, aesthetics, comfort and community engagement opportunities. The proposed concept design, created by Saiki Design with input from the Lakefront Porch Committee and Madison Water Utility, creates a welcoming community destination without interfering with Utility operations at Crowley Station.

In conclusion, Madison Water Utility is in full support of the proposed Lakefront Porch project. The Utility has been involved throughout the project development process and is committing facility improvements in support of the project. The Utility is excited to continue sharing the Crowley Station facility with our community into the foreseeable future. For any Utility-related questions regarding the project, please feel free to contact me directly at (608) 266-9121 or at awiederhoeft@madisonwater.org.

Sincerely,



MADISON WATER UTILITY

Adam Wiederhoeft, PE
Madison Water Utility
Interim Chief Engineer
(608) 266-9121
awiederhoeft@madisonwater.org

“Lakefront Porch” project will give Madisonians a new spot to hangout downtown

There are big plans in the works for this site that sits along Wilson Street near John Nolen Drive By [Tim Elliott](#)

Published: May. 18, 2022 at 11:00 AM CDT | Updated: 23 hours ago

MADISON, Wis. (WMTV) - A project in downtown Madison is aiming to turn an often-overlooked public space into something more welcoming.

Crowley Station Community Garden is essentially a giant concrete slab owned by Madison Water Utility. The site sits near the intersection of Wilson Street and John Nolen Drive – prime real estate just off the capitol square. There are a few planters, wooden benches, and some old metal tables and chairs on the site. Other than that, the site sits pretty much empty.



Crowley Station Community Garden will still exist after the Lakefront Porch project is complete (Tim Elliott)

Bert Stitt and Emily DeVore and two of the several people behind the Lakefront Porch project (Tim Elliott)

“I think the most common response is ‘oh where is that?’ said Emily DeVore. “This site sits at a gateway to downtown Madison.”

DeVore says in 2020 when the pandemic first started, people were looking for ways to gather safely outside. She saw a lot of potential in the Crowley Station site as a community gathering spot.

“I walked by every day and almost never saw anyone here,” she said. “I tried using the site myself and frankly, it’s uncomfortable during the best parts of the year because it gets so hot and there’s no respite from the sun.”

That’s how she came up with the idea for the [Lakefront Porch Project](#). The plan is to turn Crowley Station into a place where people can gather with friends, read a book, or have a cup of coffee while overlooking Lake Monona.

“We envision that this place has the potential to turn an underused space into an iconic space that is integral into the everyday lives of residents and in the inviting image of downtown,” said DeVore.

Bert Stitt has lived in the neighborhood for 25 years and is excited to see this project get off the ground.

"In many ways, it's way underutilized. To the degree that we got the gardens and so forth, that's good, but it could be much more beautiful," said Stitt.

Saiki Designs is a landscape architecture firm based in Madison. They have come up with some renderings of what the space will look like.



Another rendering from Saiki Design(Saiki Design)

"Well, my response is that they are wonderful to the degree that we can achieve all of it, let's do it," said Stitt. "And this is another step up and it's important that we do it,"

DeVore wants to add plenty of shade and some composite decking to cool down the ground.

"So, it's going to raise people up about 18 inches or so off of this concrete to allow them a beautiful view of the lake and it's also going to allow the space to not be so hot, the concrete right now retains so much heat," she said.

DeVore is hoping to raise about \$525,000 for the project – a goal that she is confident they will reach.

"It's really exciting. I feel so grateful. I can't believe how many people have come and backed this project," she said.

DeVore says the project came together after many community discussions and input from people who live in the neighborhood. The Crowley Station Community Garden will continue to exist there once the renovations are complete.

DeVore hopes to begin construction on the project in the spring of 2023 and have it completed by the end of that summer.

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'Lakefront Porch' envisioned

DOWNTOWN MADISON | PUBLIC SPACES

Overlooked well site viewed as potential jewel for gatherings

DEAN MOSIMAN

dmosiman@madison.com

After decades in obscurity, a modest, underused space atop a Madison Water Utility well overlooking Lake Monona could soon be transformed into a comfy and engaging community destination. Currently, Crowley Station is a two-tiered, concrete platform above Water Utility Well No. 17 at 201 S. Hancock St., nestled between the historic Rubin's Furniture store and Madison's infamous "hairball" intersection, now being reconstructed at John Nolen Drive, South Blair, East Wilson and Williamson streets.

Under a \$525,000 proposal by the city and neighborhood partners, the "Lakefront Porch on Wilson at Crowley Station" would become an inviting, accessible space for gatherings with tables and chairs, community gardens, colorful structures with awnings, a Little Free Library and lights that are directed downward to reduce light pollution at night.

It will be "a place for people to gather, eat, view the lake, hear acoustic music, grow food, display

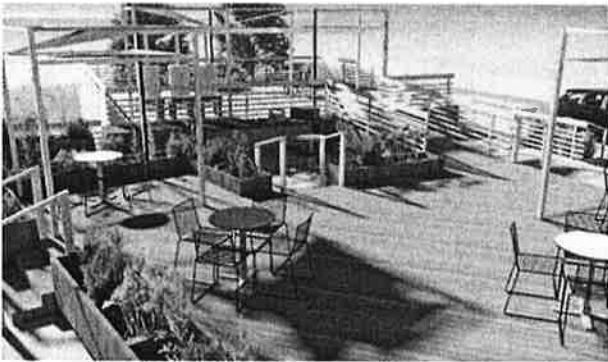
art, and relax," volunteer project leader Emily DeVore said. "We envision it being an integral part of Downtown events and culture. People will want to stop to eat a scone on their way from the Farmers' Market or stop

Please see **LAKEFRONT**, Page A6



Crowley Station Community Garden on East Wilson Street is an easily missed public park atop Madison Water Utility Well No. 17. The city and First Settlement Neighborhood residents are partnering on a \$525,000 project to transform the space into a community gathering space to be called "Lakefront Porch."

PHIL BRINKMAN, STATE JOURNAL



A rendering of the Lakefront Porch shows colorful new structures, some with awnings to provide shade.

SAIKI DESIGN



Limited seating was added to Crowley Station in 2010 and raised garden beds in 2014.

KAYLA WOLF, STATE JOURNAL

KAYLA WOLF, STATE JOURNAL

Lakefront

From A1

to watch the water ski shows on Lake Monona.”

Construction on the project could begin in the spring of 2023 and be completed that summer.

The Water Utility drilled Well No. 17, a deep well that pulls drinking water from the sandstone aquifer below the city, in 1966, later adding a deck with a scenic lookout, spokesman Marcus Pearson said.

But “the vast majority of passersby haven’t the slightest idea of what it is,” said Ald. Mike Verveer, whose 4th District includes the site.

“As it is, the Water Utility building is just another one of those background objects we find in cities everywhere,” said Ken Saiki of Saiki Design of Madison, which is handling the project design work. “This just happens to command a stunning view of Lake Monona, is directly connected to the city fabric, and thousands pass by the building every day without notice.”

The First Settlement Neighborhood has long wanted a public space at the site, with the need documented in its master plan from 1995, DeVore said.

In 2010, the platform received significant improvements by First Settlement residents with funds from the Water Utility that included outdoor seating and tables on the upper tier. In 2014, 20 raised planting beds were added to the lower tier.

Last year, the Water Utility updated railings along the perimeter of the raised platform to make it safer, and an accessible ramp is planned this year.

The current plans stemmed from community meetings in 2020, DeVore said.

“The past two years have made the importance of urban public outdoor gathering spaces even more obvious to most of us,” she said.

A place to gather

Crowley Station “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,” longtime resident and activist Bert Stitt said.

The design makes the most of the space, while opening it to other uses and activities, Saiki said.

“Many of the new elements are colorful, playful and the lighting concept is less about illumination and more about extending the colorful expression into evening hours,” he said. “The concept creates a central raised platform that allows people seated at tables and chairs to see over the existing railing system to the lake. A ramp connects the upper level of the building so the entire space will be fully accessible.”

The vision is “spot on,” Verveer said, crediting resident volunteers as catalysts and the Water Utility for collaboration. “I think it’s got great potential for a relatively small amount of money to be a showcase for placemaking,” he said.

The neighborhood aims to raise \$525,000 to build and maintain the public resource, and has already received almost \$100,000 through the Madison Neighborhood Grant program, the Water Utility and private individual donations, DeVore said. The neighborhood intends to continue to raise funds through private individual and business donations, as well as local and federal grants.

More in store

The timing for Lakefront Porch aligns with other plans for the area.

North Central Group of Middleton wants to repurpose

the neighboring Rubin’s Furniture store building on the 300 block of East Wilson Street into a 45-room hotel with commercial space and a rooftop patio overlooking the lake. The city is also doing a full reconstruction of South Blair Street from East Washington Avenue to John Nolen Drive, including new left turn lanes at the clogged and dangerous hairball intersection, and private developers are forwarding plans for major housing projects all along the greater Wilson Street corridor.

A developer is moving forward on a hotel and apartments that will be the final pieces of the massive Judge Doyle Square Project on the 200 block of South Pinckney Street.

And the city is launching a competition to help transform the much-used but uninspired Lake Monona waterfront between Williamson Street and Olin Park into a “must see” regional destination. It has invited designers to craft a master plan that would better connect Capitol Square and nearby neighborhoods to the lake, improve water quality and aquatic habitat, celebrate Frank Lloyd Wright’s architectural legacy and preserve the lake’s cultural history from the Ho-Chunk Nation to the present.

“I think the timing is absolutely right for us to dream big about this area,” Verveer said.



Most passersby “haven’t the slightest idea of what it is,” Ald. Mike Verveer said of the small public space atop Water Utility Well No. 17 on South Hancock Street, due for a dramatic upgrade beginning next spring.

PHIL BRINKMAN, STATE JOURNAL

Donor Form

Lakefront Porch on Wilson at Crowley Station

Thank you for your contribution. Your contribution will help make *Lakefront Porch on Wilson* at Crowley Station a reality.

Contact and Donation Information

Name(s) _____			
Organization (if applicable) _____			
Address _____	City _____	State _____	Zip _____
Phone _____	Email _____		
Amount of Donation _____			

Payment Information

- A. Donations by check or bank transfer have the lowest processing costs. If you would like to donate by check, make the check out to our fiscal sponsor, Madison Parks Foundation. Note "Lakefront Porch" on the memo line.

Complete the "Donor Recognition" information on the next page, and mail this form with your check to:

Madison Parks Foundation
The Lakefront Porch
1402 Wingra Creek Parkway
PO Box 259336
Madison, WI 53725

- B. To donate by credit card or bank transfer, please visit:

<https://madisonparksfoundation.org/donate/form>

Select "The Lakefront Porch" from the dropdown menu to designate our project. We will contact you to verify how you would like your gift acknowledged.

Updates

We send our donors updates about the project and its progress. If you would like to opt out of receiving these updates check the box below. If you do not check the box, we will send updates.

☐ OPT OUT of updates

Donor Recognition

All our generous donors will be listed on our project website. We will recognize donations of \$1,000 or more in a constellation of names installed at the Lakefront Porch public space. A variety of naming opportunities is also available to support the realization of specific elements on the site. Please contact lakefrontporch@gmail.com for more information.

- ☐ I would like my donation to be anonymous (*my name will not be listed on the website or on-site at the public space*)

For all donation levels:

- ☐ I would like to be recognized in the list of donor names on the project website.

For donations \$1,000 and over:

- ☐ I would like to be recognized or to dedicate my donation in honor of someone in the constellation of names installed at the Lakefront Porch public space.

Please list the name(s) that you wish to appear on the website and/or in the constellation of names installed at Lakefront Porch (limit 26 characters):

Thank you for your donation.

The Lakefront Porch on Wilson at Crowley Station is conducted in cooperation with the Madison Parks Foundation, a 501(c)3 organization. Gifts made to the Madison Parks Foundation on behalf of Lakefront Porch are tax deductible to the full extent of the law. No goods or services were provided in exchange for this gift.