

**CITY OF MADISON
INTER-DEPARTMENTAL
CORRESPONDENCE**

To: Urban Design Commission
From: Amy Scanlon, Preservation Planner, Staff to Landmarks Commission
Re: 100 Block State Street Development
Date: January 31, 2012

At its meeting on January 30, 2012, the Landmarks Commission was presented with the Block 100 Foundation development proposal. While the wording of the motions may change slightly as the minutes are processed, in summary, the following actions were taken:

- Approve the Certificate of Appropriateness of the exterior alterations to the landmark Castle and Doyle Building at 125 State Street with staff comments (see reverse).
- Recommend to the Plan Commission and Urban Design Commission that the new building at 127-129 State Street is not so large or visually intrusive as to adversely affect the adjacent landmark and include staff comment (see reverse).
- Report to the Plan Commission that the Landmarks Commission finds the Vallender Building at 127-129 State Street has social, architectural and cultural value. If the existing building is demolished, the Landmarks Commission requests it be replaced with a building in a historically appropriate style.
- Recommend to the Plan Commission and Urban Design Commission that the current iteration of the 4th story and the Fairchild elevations of the proposed new building at 121-123 State Street State is visually intrusive and adversely affects the adjacent landmark (Castle and Doyle Building). Specifically, the Landmarks Commission notes the adverse affect of the minimal setbacks, material color, and overall perspective when coming up State Street.
- Report to the Plan Commission that the Landmarks Commission finds the Buell Building at 121-123 State Street has historic value based on Craftsman style and historic mixed use.
- Report to the Plan Commission that the Landmarks Commission finds the historic value of the Haswell Building at 117-119 State Street has been largely lost to exterior alterations.
- Refer the consideration of the issuance of the Certificate of Appropriateness for demolition of the landmark Schubert Building at 120 West Mifflin and discussions about historic value of 124 West Mifflin Street to the next meeting (February 13, 2012).

Excerpts from the January 27, 2012 Planning Division report to the Landmarks Commission:

Staff believes that the standards for granting a Certificate of Appropriateness for the exterior alterations to the landmark building may be met and recommends that the Landmarks Commission approve the Certificate of Appropriateness for the exterior alterations to 125 State Street with the following items to be approved by Staff, or the Landmarks Commission if determined necessary by Staff:

1. Exterior alterations that differ from or are in addition to those included above.
2. A more detailed scope of the exterior restoration work.
3. All existing terra cotta tiles shall be restored in situ. Should any tiles need to be removed from the façade for restoration work, the request for removal must be approved by Staff prior to performing the work. The replacement of terra cotta tiles is not part of the proposal and approval for replacement is not being considered.
4. Samples of the proposed granite material.
5. Additional information on the scope of work proposed for the first floor display window and the central window of the second floor.
6. Further explanation of the proposed installation of insulated glass.
7. A window replacement plan including locations and replacement window product information.
8. Two existing windows on the Fairchild Street elevation are proposed to be changed to doors. Additional information about this scope of work shall be provided. The elevation drawings are not shown consistently in the submission. The existing masonry opening width is retained in some views and has been widened in other views. Staff would prefer that the widths of the existing masonry openings and related arches be retained. If retaining the width is not possible, the Applicants shall provide a more detailed drawing showing the proposed alterations. Staff is concerned that any new brick arches shall relate to the width of the new openings in a historically appropriate way.
9. More information about the brick restoration work. Staff is most concerned about the appearance of the replacement brick; the mortar mix, color, texture, and pointing style; quantity and location of replacements required; location of area(s) requiring pinning; and method proposed for removal of coatings.
10. There is a change in the plane of the exterior wall in a portion of the Fairchild Street elevation that is not accurately shown in the submission documents. The Applicant shall provide drawings that accurately depict the final appearance of this elevation and the treatment of the window located in the area.

Staff comment related to the adjacency of the new building at 127-129 State Street to the neighboring landmark:

As an aside, the treatment of the parapet of the new flat-iron building to the west is unresolved as it interacts with the Castle and Doyle Building (see drawing 02 on sheet A201 and the rendering on the previous sheet). The resolution of the parapet design in this area shall be submitted to Staff for review.



Department of Planning & Community & Economic Development
Planning Division

Website: www.cityofmadison.com

Madison Municipal Building, Suite LL100
215 Martin Luther King, Jr. Boulevard
P.O. Box 2985
Madison, Wisconsin 53701-2985
FAX 608 267-8739
PH 608 266-4635

To: Urban Design Commission and Plan Commission
From: Amy Scanlon, Preservation Planner
Re: 100 Block State Street Development
Summary of Landmarks Commission Actions
Date: March 1, 2012

At its meeting on February 27, 2012, the Landmarks Commission discussed the referred items related to the Block 100 Foundation development proposal. The following actions were taken:

- A motion was made by Gehrig, seconded by Rummel, to report to the Plan Commission that the Landmarks Commission finds the Fairchild (Stark) Building at **122-124 West Mifflin Street** has architectural, cultural and social value and recommends that it should not be demolished.
- A motion was made by Rosenblum, seconded by Taylor, to refer further consideration of the issuance of the Certificate of Appropriateness for demolition of the landmark Schubert Building at **120 West Mifflin** to the next meeting (March 12, 2012).

At its meeting on January 30, 2012, the Landmarks Commission was presented with the Block 100 Foundation development proposal. The following actions were taken:

- A motion was made by Gehrig, seconded by Slattery, to approve Certificate of Appropriateness for exterior alterations to the Castle and Doyle Building at **125 State Street** subject to terms of staff report of January 27. The motion passed on a voice vote/other. (The terms of the staff report are listed on the reverse)
- A motion was made by Gehrig, seconded by Rosenblum, to recommend to the Plan Commission and Urban Design Commission that the new building at **127-129 State** is not so large or visually intrusive as to adversely affect the historic character and integrity of the adjacent landmark and include staff comment. The motion passed on a voice vote/other.
- A motion was made by McLean, seconded by Taylor, to report to the Plan Commission that the Landmarks Commission finds the Vallender Building has social and architectural historic value. If the existing building at **127-129 State** is demolished, the Landmarks Commission requests it be replaced with a building in a historically appropriate style. The motion passed on a voice vote/other.
- A motion was made by Rosenblum, seconded by Taylor, to recommend to the Plan Commission and Urban Design Commission that the current iteration of the 4th story and the Fairchild elevations of the building at **121 State Street** is visually intrusive and adversely affects the character and integrity of the adjacent landmark. Specifically, the Landmarks Commission notes the adverse affect of the minimal setbacks, proposed material color, and overall perspective when coming up State Street. The motion passed on a voice vote/other.

- A motion was made by Slattery, seconded by McLean, to report to the Plan Commission that the Landmarks Commission finds the **Buell Building** has historic value based on the Craftsman style and historic mixed use. The motion passed on a voice vote/other.
- A motion was made by Taylor, seconded by McLean, to report to the Plan Commission that the Landmarks Commission finds the historic value of the **Haswell Building** has been largely lost to exterior alterations. The motion passed on a voice vote/other.
- A motion was made by Gehrig, seconded by Rummel, to refer the consideration of the issuance of the Certificate of Appropriateness for demolition of the Schubert Building at **120 West Mifflin** and discussions about historic value of **122-124 West Mifflin** to the next Landmarks Commission meeting. The motion passed on a voice vote/other.

The following items to be approved by Staff, or the Landmarks Commission if determined necessary by Staff related to the Certificate of Appropriateness for the exterior alterations to the Castle and Doyle Building:

1. Exterior alterations that differ from or are in addition to those included above.
2. A more detailed scope of the exterior restoration work.
3. All existing terra cotta tiles shall be restored in situ. Should any tiles need to be removed from the façade for restoration work, the request for removal must be approved by Staff prior to performing the work. The replacement of terra cotta tiles is not part of the proposal and approval for replacement is not being considered.
4. Samples of the proposed granite material.
5. Additional information on the scope of work proposed for the first floor display window and the central window of the second floor.
6. Further explanation of the proposed installation of insulated glass.
7. A window replacement plan including locations and replacement window product information.
8. Two existing windows on the Fairchild Street elevation are proposed to be changed to doors. Additional information about this scope of work shall be provided. The elevation drawings are not shown consistently in the submission. The existing masonry opening width is retained in some views and has been widened in other views. Staff would prefer that the widths of the existing masonry openings and related arches be retained. If retaining the width is not possible, the Applicants shall provide a more detailed drawing showing the proposed alterations. Staff is concerned that any new brick arches shall relate to the width of the new openings in a historically appropriate way.
9. More information about the brick restoration work. Staff is most concerned about the appearance of the replacement brick; the mortar mix, color, texture, and pointing style; quantity and location of replacements required; location of area(s) requiring pinning; and method proposed for removal of coatings.
10. There is a change in the plane of the exterior wall in a portion of the Fairchild Street elevation that is not accurately shown in the submission documents. The Applicant shall provide drawings that accurately depict the final appearance of this elevation and the treatment of the window located in the area.

The January 30, 2012 meeting minutes have been approved and are attached for your review. The February 27, 2012 meeting minutes have not been completed. Also attached for your review is the Staff Report to the Landmarks Commission and a communication from City Attorney May.

Regarding: 100 Block State Street Development - Proposed Demolition of Designated Landmark at 120 West Mifflin Street (Schubert Building), Exterior Alteration to Landmark at 125 State Street (Castle & Doyle Building), and Proposed New Development Adjacent to Landmarks, 4th Ald. Dist.
(Legistar #24480)

Date: January 27, 2012
Prepared By: Amy Scanlon, Preservation Planner

General Information:

The Applicant is proposing a development project that involves 6 existing buildings on a portion of the 100 Block of State Street with frontages on State Street, North Fairchild Street and West Mifflin Streets. The proposed project includes approximately 38,000 square feet of commercial space and a private open space and affects the existing buildings as follows:

- 120 West Mifflin Street (Schubert Building), proposed demolition of a landmark building and construction of new building.
- 122-124 West Mifflin Street (Fairchild Building), proposed demolition and construction of open space.
- 127-129 State Street (Vallender Building), proposed demolition and construction of new building.
- 125 State Street (Castle & Doyle Building), proposed preservation and alteration of a landmark building.
- 121-123 State Street (Buell Building), proposed demolition and construction of new building utilizing the existing State Street façade.
- 117-119 State Street (Haswell Building), proposed demolition and construction of new building.

The project represents a specific redevelopment proposal and the recommendations contained within this report were formulated in that context. In other words, it is Staff's understanding that no individual component of the overall project will occur except as part of the larger proposal. The Landmarks Commission is being asked to take the following specific actions involving the noted ordinance provisions:

- A.** Approval of a Certificate of Appropriateness for the proposed exterior alterations to the designated landmark known as the Castle and Doyle Building located at 125 State Street [MGO 33.19(5)(b)4].
- B.** Approval of a Certificate of Appropriateness for the demolition of the designated landmark known as the Schubert Building located at 120 West Mifflin Street [MGO 33.19(5)(c)3].
- C.** Make a recommendation to the Plan Commission and Urban Design Commission for the new construction adjacent to landmarks [MGO 28.04(3)(n)].
- D.** Make a recommendation to the Plan Commission regarding the historic value of the properties proposed for demolition [MGO 28.12(12)(d)].

Relevant sections of the Ordinances pertaining to each of these required actions are included in separate sections below followed by Staff comments and recommendations.

Background Information:

Demolition notices for the affected properties were reviewed at the Landmarks Commission meeting of October 17, 2011. At that meeting, a motion was made to "...report to the Plan Commission that the Landmarks Commission has great concern over the demolition of two landmark buildings and several other buildings that contribute to the historic nature of State Street and that the Landmarks Commission has great concern about the entire proposal." There was further discussion that the Commission would provide additional comments when the development proposal was before the Commission for review.

Steve Cover, Director of the Department of Planning and Community and Economic Development, authored a letter to the Applicant explaining the views of the Department as they relate to the proposed development. The letter dated November 11, 2011, was written before the proposed development plans were modified to retain the designated landmark known as the Castle and Doyle Building. The letter is attached to this report.

The Applicants provided an informational presentation to a joint meeting of the Urban Design and Landmarks Commissions on November 14, 2011. Since this presentation, the proposal has been modified to retain the designated landmark known as the Castle and Doyle Building in its entirety with exterior alterations. Minutes from this meeting are attached to this report.

The existing buildings on the development site were toured by several members of the Landmarks Commission, Plan Commission and Urban Design Commission, Planning Division Staff, and members of the public on January 23, 24 and 25, 2012. Staff was compelled to observe the conditions of the buildings before finalizing the comments and recommendations contained in this staff report.

A. Relevant Ordinance Sections for EXTERIOR ALTERATIONS TO LANDMARK (125 STATE ST):

33.19(5)(b) Regulation of Construction, Reconstruction and Exterior Alteration

4. Upon filing of any application with the Landmarks Commission, the Landmarks Commission shall determine:
 - a. Whether, in the case of a designated landmark or landmark site, the proposed work would detrimentally change, destroy or adversely affect any exterior architectural feature of the improvement upon which said work is to be done; and
 - b. Whether, in the case of the construction of a new improvement upon a landmark site, the exterior of such improvement would adversely affect or not harmonize with the external appearance of other neighboring improvements on such site;

Staff Comments and Recommendations regarding EXTERIOR ALTERATIONS TO LANDMARK (125 STATE ST):

From the submission documents, Staff understands that the exterior alterations proposed for the building include, but may not be limited to, the following:

- Repair existing terra cotta façade in situ.
- Existing brick masonry and marble cladding located near grade shall be removed and new granite material shall be installed.
- Historic windows on the State Street façade shall be repaired and refurbished.
- Double hung wood windows throughout the building shall be restored.

- Replacement windows shall be removed and more historically accurate windows will be installed.
- Insulated glass will be installed where appropriate.
- New interior or exterior storm windows will be installed.
- Two existing exterior doors on the State Street façade shall be refurbished and reinstalled.
- Brick masonry on the North Fairchild Street façade shall be repaired. The repair will include the replacement of individually damaged brick, repointing, removal of coatings, and face pinning where required.
- Existing steel fire escape shall be removed.
- The second floor door opening related to the fire escape will be removed and restored to a historically appropriate window opening.
- Staff understands that two existing windows are proposed to be changed to doors on the North Fairchild Street elevation.

Staff believes that the standards for granting a Certificate of Appropriateness for the exterior alterations to the landmark building may be met and recommends that the Landmarks Commission approve the Certificate of Appropriateness for the exterior alterations to 125 State Street with the following items to be approved by Staff, or the Landmarks Commission if determined necessary by Staff:

1. Exterior alterations that differ from or are in addition to those included above.
2. A more detailed scope of the exterior restoration work.
3. All existing terra cotta tiles shall be restored in situ. Should any tiles need to be removed from the façade for restoration work, the request for removal must be approved by Staff prior to performing the work. The replacement of terra cotta tiles is not part of the proposal and approval for replacement is not being considered.
4. Samples of the proposed granite material.
5. Additional information on the scope of work proposed for the first floor display window and the central window of the second floor.
6. Further explanation of the proposed installation of insulated glass.
7. A window replacement plan including locations and replacement window product information.
8. Two existing windows on the Fairchild Street elevation are proposed to be changed to doors. Additional information about this scope of work shall be provided. The elevation drawings are not shown consistently in the submission. The existing masonry opening width is retained in some views and has been widened in other views. Staff would prefer that the widths of the existing masonry openings and related arches be retained. If retaining the width is not possible, the Applicants shall provide a more detailed drawing showing the proposed alterations. Staff is concerned that any new brick arches shall relate to the width of the new openings in a historically appropriate way.
9. More information about the brick restoration work. Staff is most concerned about the appearance of the replacement brick; the mortar mix, color, texture, and pointing style; quantity and location of replacements required; location of area(s) requiring pinning; and method proposed for removal of coatings.
10. There is a change in the plane of the exterior wall in a portion of the Fairchild Street elevation that is not accurately shown in the submission documents. The Applicant shall provide drawings that accurately depict the final appearance of this elevation and the treatment of the window located in the area.

B. Relevant Landmarks Ordinance Sections for DEMOLITION of designated landmark (120 W. MIFFLIN):

33.19(5)(c)3 Standards In determining whether to issue a Certificate of Appropriateness for any demolition, the Landmarks Commission shall consider and may give decisive weight to any or all of the following:

- a. Whether the building or structure is of such architectural or historic significance that its demolition would be detrimental to the public interest and contrary to the general welfare of the people of the City and the State;
- b. Whether the building or structure, although not itself a landmark building, contributes to the distinctive architectural or historic character of the District as a whole and therefore should be preserved for the benefit of the people of the City and the State;
- c. Whether demolition of the subject property would be contrary to the purpose and intent of this chapter as set forth in Sec. 33.19 and to the objectives of the historic preservation plan for the applicable district as duly adopted by the Common Council; (section is included below)
- d. Whether the building or structure is of such old and unusual or uncommon design, texture and/or material that it could not be reproduced or be reproduced only with great difficulty and/or expense;
- e. Whether retention of the building or structure would promote the general welfare of the people of the City and the State by encouraging study of American history, architecture and design or by developing an understanding of American culture and heritage;
- f. Whether the building or structure is in such a deteriorated condition that it is not structurally or economically feasible to preserve or restore it, provided that any hardship or difficulty claimed by the owner which is self-created or which is the result of any failure to maintain the property in good repair cannot qualify as a basis for the issuance of a Certificate of Appropriateness;
- g. Whether any new structure proposed to be constructed or change in use proposed to be made is compatible with the buildings and environment of the district in which the subject property is located.

33.19 (1) Purpose and Intent It is hereby declared a matter of public policy that the protection, enhancement, perpetuation and use of improvements of special character or special historical interest or value is a public necessity and is required in the interest of health, prosperity, safety and welfare of the people. The purpose of this section is to:

- (a) Effect and accomplish the protection, enhancement and perpetuation of such improvements and of districts which represent or reflect elements of the City's cultural, social, economic, political and architectural history.
- (b) Safeguard the City's historic and cultural heritage, as embodied and reflected in such landmarks and historic districts.
- (c) Stabilize and improve property values.
- (d) Foster civic pride in the beauty and noble accomplishments of the past.
- (e) Protect and enhance the City's attractions to residents, tourists and visitors, and serve as a support and stimulus to business and industry.
- (f) Strengthen the economy of the City.
- (g) Promote the use of historic districts and landmarks for the education, pleasure and welfare of the people of the City.

Staff Comments and Recommendations regarding DEMOLITION of designated landmark (120 W. MIFFLIN):

The nomination form for the Schubert Building located at 120 West Mifflin Street is attached to this report.

Staff evaluated the proposal for 120 West Mifflin against the demolition standards cited above and includes comments on each standard as follows:

- a. Staff believes that this structure, being a designated landmark, is of such architectural and historic significance that the demolition would be detrimental to the public interest. The Common Council determined that this building met the landmark criteria and designated the building a landmark on February 26, 2008. Landmark designations are only given to the most culturally valuable sites in the City. The loss of a landmark building is detrimental to the cultural and social history and to the way that cultural resources are valued in the City.
- b. Not applicable.
- c. Staff believes the demolition of this landmark building would be contrary to the purpose and intent of the Ordinance. While all of the criteria could be listed here, Staff notes the importance of (a), (b), (d) and (g).

It is important to note that many and maybe all of the goals of the proposal as outlined in the Letter of Intent could be achieved with equal success using a preservation approach including preserving the existing built and historical context, creating exciting retail and office spaces, improving the efficiency and quality of buildings, and providing annual income for the Overture Center.

- d. Staff believes that the landmark building is of unusual or uncommon design, texture and material. The Schubert Building was designated a landmark under Ordinance criterion 3 for architectural significance which means it was found to be an architectural type specimen, inherently valuable for the study of a period or style. While the building may be able to be replicated in part, it could only be accomplished at considerable expense, difficulty, and with the loss of authenticity.
- e. Staff believes that retention of this landmark building would promote the general welfare of the people of the City by developing an understanding of Madison and American culture and heritage. The worth of a landmark building is a combination of architectural, civic and cultural values.
- f. The Letter of Intent notes that there are structural, mechanical, and electrical system conditions in each building that would need to be remedied or upgraded. Staff agrees that the landmark building has some noted condition issues. It is common for old buildings to have such issues and to possess varying degrees of structural deficiencies. However, in the case of a landmark building, Staff feels that these issues need to be considered in the context of the building and feels that the building is not in such deteriorated condition that it is structurally or economically infeasible to preserve or restore it. The Ordinance clearly states that the result of failure to maintain the property in good repair cannot qualify as the basis for the issuance of a Certificate of Appropriateness for demolition.

After touring the building, Staff feels that many of the structural issues (floor framing) that may exist are the result of deferred maintenance over time and/or improper maintenance. In addition, Staff believes the need to repair the first floor does not appear to be adequate justification to demolish the entire landmark building.

- g. Staff believes that the specific style and form of the proposed new structure (that would include the site of the landmark building) is not compatible with other buildings on the block or on adjacent blocks with the possible exception of the Overture Center. While subjective, Staff believes that the curvilinear form of the building that pulls away from Fairchild Street and is largely oriented toward a private open space is not appropriate in this context. While buildings of contemporary styles can be compatible in historic contexts, the proposed massing and composition is self-referential and does not complement the existing context. In Staff's opinion, the architectural design of the proposed new structure and proposed open space does not merit the loss of the architectural specimen of the landmark building.

The design of a new "civic and cultural arts node" (as named in the Letter of Intent) that calls for the demolition of an existing cultural resource seems antithetical to the larger goals of creating a stronger sense of place. A "civic and cultural arts node" connotes the perpetuation of the importance of cultural resources instead of the destruction of them.

In addition to the criteria of the Ordinance, the Landmarks Commission should be aware that the Letter of Intent suggests that the landmark building may be moved instead of demolished. Staff believes the condition of the landmark building is restorable and should be incorporated into the development proposal in its current location.

The decision to demolish a designated landmark building is poignantly irreparable. Each decision to approve or not approve a demolition must consider the unique situation of each case when applying the demolition standards found in the Landmarks Ordinance. Weighing all aspects of this request, staff believes that the standards for granting a Certificate of Appropriateness for the demolition of the landmark building are not met and recommends that the Landmarks Commission not approve the Certificate of Appropriateness for demolition.

C. Relevant Ordinance Sections for NEW DEVELOPMENT ADJACENT TO LANDMARKS:

The Landmarks Ordinance does not address development adjacent to Landmarks. The relevant Zoning Code section states:

28.04(3) Scope of Regulations

- (n) Any development on a zoning lot adjoining a landmark or landmark site for which Plan Commission or Urban Design Commission review is required shall be reviewed by the Landmark Commission to determine whether the proposed development is so large or visually intrusive as to adversely affect the historic character and integrity of the adjoining landmark or landmark site. Landmark Commission review shall be advisory to the Plan Commission and the Urban Design Commission.

Staff Comments regarding NEW DEVELOPMENT ADJACENT TO LANDMARKS:

Staff evaluated the proposal for new development adjacent to landmarks against the Zoning Code standard cited above and includes comments related to each adjacent building below.

Because recommendations contained in this report are done in the context of the overall development proposal which includes the demolition of the Schubert Building, development adjacent to that landmark is not addressed in this section.

127-129 State Street and 121-123 State Street are adjacent to the Castle and Doyle Building.

127-129 State Street (Vallender Building)

The proposal includes the demolition of this existing building (adjacent to the landmark Castle and Doyle Building) and the construction of a new building that generally replicates the style of the one being demolished. Staff does not feel that the new building will be so large or visually intrusive as to adversely affect the historic character and integrity of the adjoining landmark.

As an aside, the treatment of the parapet of the new flat-iron building to the west is unresolved as it interacts with the Castle and Doyle Building (see drawing 02 on sheet A201 and the rendering on the previous sheet). The resolution of the parapet design in this area shall be submitted to Staff for review.

Staff does not feel that the new building at 127-129 State Street will be so large or visually intrusive as to adversely affect the historic character and integrity of the adjoining landmark.

121-123 State Street (Buell Building)

The proposal includes the retention of the façade of the building, the demolition of the remainder of the building, and the construction of a new building. While "façade-ism" is an unfavorable preservation practice, Staff does not feel that a new building structure behind the existing facade will be so large or visually intrusive as to adversely affect the historic character and integrity of the adjoining landmark along the State Street elevation.

However, on the Fairchild Street façade, Staff feels that the new building is visually intrusive to the Castle and Doyle Building. As the proposed building emerges above the existing facade and beyond the historic treatment at the corner, the design and building form becomes visually intrusive and adversely affects the adjoining landmark. While buildings of contemporary styles can be compatible in historic contexts, the proposed massing, form, and style is self-referential and does not complement the existing context. More specifically, the wall of the proposed new building abuts the Castle and Doyle building at an angle instead of running parallel at the North Fairchild Street front property line. This coupled with the design of the new building creates a jarring composition that negatively affects the adjoining landmark.

As an aside, there is a discrepancy shown in the drawings where the proposed new building on the east side attaches to the Castle and Doyle Building (see drawing 02 on sheet A201 of the submission documents). The Applicant shall provide accurate drawings for this area.

Staff does not feel that a new building structure behind the existing facade at 121-123 State Street will be so large or visually intrusive as to adversely affect the historic character and integrity of the adjoining landmark along the State Street elevation; however, on the Fairchild Street façade, Staff feels that the new building is visually intrusive to the Castle and Doyle Building.

The Landmarks Commission should make a recommendation to the Plan Commission and Urban Design Commission that explains the findings of the Commission regarding the affect of the proposed development adjacent to landmarks.

D. Relevant Ordinance Section for determination of HISTORIC VALUE OF PROPERTIES PROPOSED FOR DEMOLITION

The Landmarks Ordinance does not address the determination of the historic value of properties proposed for demolition. The relevant Zoning Code section states:

28.12(12) Approval of Demolition (Razing, Wrecking) and Removal

- (d) The Plan Commission shall consider the report of the City's historic preservation planner regarding the historic value of the property as well as any report submitted by the Landmarks Commission.

Staff Comments regarding the determination of HISTORIC VALUE OF PROPERTIES PROPOSED FOR DEMOLITION

The historic information contained below was compiled using the City preservation files and information from the National Register Historic District Nomination that was prepared by Elizabeth Miller in June of 1995. Although the nomination did not proceed, it did provide a description of buildings on this block. Original sources are largely unknown.

117-119 State Street (Haswell Building)

Constructed in 1916-1917, the original character of the exterior of the Haswell Building has been largely lost to renovations in the 1990s; however, the interior of the first floor and mezzanine exist as originally constructed. The design has also been attributed to the architectural firm of Law, Law and Potter (akin to the present day Potter Lawson). More research would be necessary to determine the level of historic integrity. The building was considered a non-contributing structure in the potential National Register Historic District nomination.

121-123 State Street (Buell Building)

Constructed in 1912, the Buell Building currently retains the original character of the exterior. While not noted in the City preservation files or in the submission materials, the Craftsman style commercial building has been attributed to the architectural firm of Law, Law and Potter (akin to the present day Potter Lawson). The use of the Craftsman style for a commercial building may prove to be unusual in Madison. More historic research would be necessary to determine the level of historic integrity. The Buell Building was considered a contributing structure in the potential National Register Historic District nomination.

127-129 State Street (Vallender Building)

Constructed in 1867 (although some records note a date of 1857), the Vallender Building has historic interest. Unfortunately, due to the visible exterior envelope condition issues it appears that it is not feasible to warrant restoration of the building. The building was considered a contributing structure in the potential National Register Historic District nomination.

Staff does not oppose the demolition and related new construction as shown in the submission documents.

122-124 West Mifflin Street (Fairchild Building)

The Fairchild Building was designed by Philip Homer in the Neo-Classical Revival style that was made popular by the Columbian Exposition and was constructed in 1925 for the Paul E. Stark Company. The building was one of the first attempts of any Madison realtor to dignify and make permanent his business by the erection of a fine building designed exclusively as a real estate office. The Neo-Classical Revival style conveyed permanence and stateliness. Philip Homer

was the architect and vice president of Capitol Construction Company, a design build firm specializing in residential construction that was founded by prominent real estate developer Paul E. Stark. By 1921, Homer had become the architect for the Stark Land Company, another Paul E. Stark creation. This company would become one of Madison's biggest developers of residential suburbs in the 1920s including the Nakoma National Register Historic District. Homer was also the architect for the Terrace Home Apartments and the Rennebohm Drug Store. More historic research should be conducted to determine the level of historic integrity, but Staff believes this building is probably worthy of landmark designation. The Fairchild Building was considered a contributing structure in the potential National Register Historic District.

Staff believes that the Fairchild Building has historic value and is structurally sound and therefore recommends that it not be demolished.

120 West Mifflin Street (Schubert Building)

The historic value of this building is discussed in great detail in another section of the report as it was designated a local landmark by the Common Council in February of 2008. The Schubert Building was considered a contributing structure in the potential National Register Historic District nomination.

As stated earlier in this report, the Schubert Building is a designated landmark and Staff does not believe that it meets the demolition criteria and therefore recommends that it not be demolished.

The Preservation Planner will prepare a report for the Plan Commission that will contain the information above. The Landmarks Commission is invited make a recommendation to the Plan Commission that explains the findings of the Commission regarding the historic value of the buildings affected by the proposed development.

Recommendation Summary:

The project represents a unified redevelopment proposal and the recommendations contained within this report were formulated in that context. The Staff recommendations found in this report are summarized as follows:

- A.** Approval of a Certificate of Appropriateness for the proposed exterior alterations to the designated landmark known as the Castle and Doyle Building located at 125 State Street [MGO 33.19(5)(b)4].

Weighing all aspects of this request, staff believes that the standards for granting a Certificate of Appropriateness for the exterior alterations to the landmark building may be met and recommends that the Landmarks Commission approve the Certificate of Appropriateness for the exterior alterations to 125 State Street with the following items to be approved by Staff, or the Landmarks Commission if determined necessary by Staff.

- B.** Approval of a Certificate of Appropriateness for the demolition of the designated landmark known as the Schubert Building located at 120 West Mifflin Street [MGO 33.19(5)(c)3].

The decision to demolish a designated landmark building is poignantly irreparable. Each decision to approve or not approve a demolition must consider the unique situation of each case when applying the demolition standards found in the Landmarks Ordinance. Weighing all aspects of this request, staff believes that the standards for granting a Certificate of Appropriateness for the demolition of the landmark building are not met and recommends that the Landmarks Commission not approve the Certificate of Appropriateness for demolition.

- C. Make a recommendation to the Plan Commission and Urban Design Commission for the new construction adjacent to landmarks [MGO 28.04(3)(n)].

Staff does not feel that the new building at 127-129 State Street will be so large or visually intrusive as to adversely affect the historic character and integrity of the adjoining landmark.

Staff does not feel that a new building structure behind the existing facade at 121-123 State Street will be so large or visually intrusive as to adversely affect the historic character and integrity of the adjoining landmark along the State Street elevation; however, on the Fairchild Street façade, Staff feels that the new building is visually intrusive to the Castle and Doyle Building.

The Landmarks Commission should make a recommendation to the Plan Commission and Urban Design Commission that explains the findings of the Commission regarding the affect of the proposed development adjacent to landmarks.

- D. Make a recommendation to the Plan Commission regarding the historic value of the properties proposed for demolition [MGO 28.12(12)(d)].

Staff does not oppose the demolition and related new construction as shown in the submission documents.

Staff believes that the Fairchild Building has historic value and is structurally sound and therefore recommends that it not be demolished.

As stated earlier in this report, the Schubert Building is a designated landmark and Staff does not believe that it meets the demolition criteria and therefore recommends that it not be demolished.

The Preservation Planner will prepare a report for the Plan Commission that will contain the information above. The Landmarks Commission is invited make a recommendation to the Plan Commission that explains the findings of the Commission regarding the historic value of the buildings affected by the proposed development.

AGENDA # 1

City of Madison, Wisconsin

REPORT OF: LANDMARKS COMMISSION	PRESENTED: November 14, 2011
TITLE: 100 Block State Street: 117-119, 121-123, 125, 127-129 State Street; 120, 122 West Mifflin Street. 4 th Ald. Dist. (24481)	REFERRED:
	REREFERRED:
	REPORTED BACK:
AUTHOR: Amy Scanlon, Secretary	ADOPTED:
	POF:
DATED: November 14, 2011	ID NUMBER:

Members present were: Marsha Rummel, David McLean, Stuart Levitan, Robin Taylor and Eric Fox Gehrig.

SUMMARY:

At its meeting of November 14, 2011, the Landmarks Commission **RECEIVED AN INFORMATIONAL PRESENTATION** for the 100 Block of State Street. Appearing on behalf of the project were Eric Lawson and Doug Hursh, representing Potter Lawson, Inc; and George Austin, representing the Block 100 Foundation. Registered and speaking in support were Steve Fix, Gus Paras. Registered and speaking in opposition were Jason Tish, representing the Madison Trust for Historic Preservation; Joe Lusson, Rosemary Lee, Donna Hellenbrand, and Carolyn Freiwald. Registered in opposition but not wishing to speak was Larry Lester. Registered as neither in support nor opposition were John Caputo, Daniel L. Milsted and Maria Milsted. Lawson and Hursh presented plans for the 100 Block of State Street. Mr. Lawson explained the process of the design team to date. He explained that a public meeting was held with the Capitol Neighborhoods and City Planning staff. The project contains 3 goals: Maintain the character of State Street, to transform Fairchild Street across from the Overture Center, and to support the community. Net proceeds would benefit the Overture Center and increase the tax base, as well as add jobs to the downtown area. This project will pursue LEED certification, and will enhance the visual image for residents and visitors to the City of Madison, and create a hierarchical node for the emerging cultural arts in the city. He described the six properties that would be affected by this development:

- 127-129 State Street, constructed in 1867.
- 125 State Street, two-story building originally Firehouse No. 2, now the Castle & Doyle building originally constructed 1921-1922.
- 121-123 State Street, 3-story building, C.E. Buell building dating to 1912, currently apartments.
- 117-119 State Street, tallest on the block at 4-stories, constructed in 1916 and remodeled in 1959. The façade was transformed in 1994 to what you see today.
- 120 West Mifflin Street is the Andrew Schubert building constructed in 1908.
- 122 West Mifflin Street is a 2-story building constructed in 1925.

Lawson continued with the zoning restrictions for the area; the proposed project meets the height, mass and density requirements and will require a conditional use permit, as well as meet the Urban Design District and Landmarks guidelines. Lawson further described the uses for the buildings and their orientations. The concept as the buildings are removed and reconstructed is that the floor levels along State Street start to line up for

accessibility into the retail spaces. Hursh detailed building materials and how those will be incorporated into the new construction.

Jason Tish, representing the Madison Trust for Historic Preservation spoke in opposition to the project. He cited that this proposal entails a full on demolition of six buildings, two of which are landmarks. Portions of the State Street façade materials would be salvaged from three of the facades, on Mifflin Street one designated landmark building and another two-story building in good condition would simply go away. It would completely reconstruct the flatiron building with all new materials. This is not maintaining the architectural and historical character of the block. This is a blatant violation of City policies. These buildings contribute a great deal to our sense of place and our sense of identity. These buildings are all in good condition and are economically viable. Discussions of green or sustainable aspects to this project are false; consider the energy it takes to demolish six buildings, the additional debris transported in diesel trucks to the landfill, the energy it takes to extract, refine and manufacture materials for new construction, the energy it actually takes to construct the new buildings; a green roof LEED certification and sustainable materials is simply a green wash with this project. \$10 Million could go a long way, perhaps all the way, in restoring and rehabilitating the buildings under this proposal. In terms of jobs, rehabilitation and restoration projects create more jobs per million dollars of investment than does new construction.

Steve Fix spoke in support of the project. He sees it as a benefit to downtown Madison. He stated Fairchild Street now is ugly, the fire escape is not aesthetic at all. All the recommendations in the Downtown Plan need to be weighed to make a decision.

Joe Lusson, downtown homeowner and member of the Tenney Lapham Neighborhood Association spoke in opposition. This plan is wasteful, unnecessary and divisive. This plan disrespects the architecture and history that makes Madison unique. The building owners have money so it appears imagination is what they lack. It is not acceptable to tear down landmark buildings to replace them with brand new buildings with new materials that look vaguely similar. If you want to make a glass fantasy land, please do it somewhere other than on one of Madison's most historic and iconic blocks. If you want to tear down buildings please be sure they are not of historic value that the people of Madison and Common Council have said is too valuable to be lost. I hope we are less enamored with the LEED certification which is a joke. If the fire escape you own is rusty, paint it; if there are garbage bags stored on them, ask your tenants to remove them. Please go back to the drawing board and make sure your plans include restoring these wonderful buildings rather than demolishing them.

Gus Paras spoke in support of the project as a building owner who sees his building as not worth saving. The walls are leaning in and the foundation is not in good condition. He will not spend any more money to fix up this building.

Rosemary Lee spoke in opposition as a downtown resident. This development will not complement the historical or architectural aspects of our most iconic block. Landmark buildings must not be sacrificed for new glass and metal buildings. Saving what they can is not good enough. Façade-ectomies are not historic preservation. To deconstruct and then reconstruct these great façades are not thoughtful stewardship of these buildings. The Castle & Doyle tiles are irreplaceable; no one left today can duplicate those. There are too many unanswered questions about the fate of the small business people who are the spine of our downtown economy. Will Mr. Frautschi make them whole for their financial losses due to this construction? Just because Mr. Frautschi gave us Overture and is very affluent does not give him the privilege or the right to destroy our most iconic block and rebuild it to what he thinks it should be.

Carolyn Freiwald spoke to the penchant for developers and other esteemed members of our community who contribute a lot to Madison buy a lot of property and try to bypass City rules and regulations that are supposed

to guide our development and help our City grow in a way that's planned. It is shocking to think about demolishing two landmark buildings and six other historic buildings that form a coherent block that tells the story of our history from 1867 until the 1920s and represents about every type of architecture. In order for us to understand and know our history we need to have something that represents that; something you can see, go into and feel. You don't demolish buildings for views.

Donna Hellenbrand spoke in opposition, making note of the thought of some to just tear down buildings that are not in ideal shape. As the owner of a 1925 home, she sought to rehab it rather than tear it down and start over. Most buildings can be saved and are structurally sound. It's a bad idea to just get rid of them. As a walking tour guide of State Street, people come from around the world (to understand and appreciate the character). They get excited to look at the buildings and learn their history.

Questions and comments from the two Commissions were as follows:

- (Rummel) What is the problem you are trying to solve?
 - It's not so much a problem we're trying to solve but an opportunity we're trying to capitalize on. This block as developed in such a way as to have significant civic structures and investment, which creates a different situation than any of the other blocks. The Block 100 Foundation see the opportunity to strengthen the block. To preserve the architectural character of State Street while creating a vibrant new use along Fairchild Street, in the sponsors' views, will do something very special.

I assume you looked at the floor plans of the existing buildings and tried to determine what could you do for Fairchild Street. Did you do those iterative kind of steps you could share with us so our committees can understand how you bypassed internal remodeling and repurposing the back of the buildings.

When we file our applications we'll have additional materials for you to review. The opportunity to repurpose the backs of the buildings in a way that would create a sense of vibrancy that plays off the three civic buildings became the key issue. Thinking of how to do that in relation to how much work the buildings needed, the opportunity to create something to attract people as a destination was the real reason for the strategy. The idea of creating a complementary side to Fairchild and Mifflin corner was thought to be very important. In doing that strategies to how much of the buildings could be saved, at what point in there a break point where that investment may not provide a return, those all played a role in the proposal you see before you.

Did you do any market studies for new offices, small businesses, are you seeing a need you are filling as far as this new building?

The buildings you're seeing here are essentially the same footprint. Ground floor spaces will remain retail and restaurant. The 2nd, 3rd and 4th floors would be all office environment with no residential. The existing apartments are middle-range and not handicapped accessible. The desire of the sponsor is to make them into office spaces. These spaces are unique being on upper floors with a pedestrian walkway beneath. It will have physical accessibility and new HVAC in the heart of our downtown.

Have you done market research or are you just assuming?

We have not spent money on market research and frankly I don't think it's needed.

- Having architecture that's expressive of modern materials and techniques is a necessity. The landmark structures as well as the 122 West Mifflin are special, unique pieces of architecture that should remain. The Frank Riley stone building very much has a dialogue with the Yost building. That opportunity should be studied. The concept of eroding the urban/street edge to create the outdoor space is one thing I wonder if it has been studied by the City regarding West Mifflin; making that edge of the block a public street and narrowing that to create an opportunity for outdoor dining while not eroding the street edge. (O'Kroley)

- Central to the concept is the idea of the open space and the node it creates and the ability to represent the emerging cultural arts district. Studying that building and have it relate to the Yost building has not been done because of the central desire for that separate node to be created.
- (Fox-Gehrig) Why? Why replace that building with a brand new building of the same size and essentially the same use? Why not retain a restoration/preservation architect who could look at reusing those buildings as they exist.
 - In regards to the Schubert building, the opportunity to connect that frontage to a front door on North Fairchild and State Street presents itself. In so doing it creates a unified front along Fairchild at the corner of Fairchild/Mifflin Streets and our sponsors thought that was very important. In trying to use that building in trying to line it up, the floor heights don't line up in particular, and to utilize the building separately as retail space, we questioned the viability of leaving the building exactly as it is and thought the connection to the broader floor plan on the first floor would be a better long-term use.

And why is it not currently being used as a retail space?

There isn't a lot of demand for it. We haven't had any people contact us to rent it and it is in need of significant repair.

- Recreating the façade with new material is something that unfortunately for your development, the buildings are special and just recreating them after you've torn them down has a certain Disney quality that we try to avoid. It would be nice to see construction done in an appropriate place where you don't have landmark buildings that could be modern construction with modern materials. I wonder if the Historic Museum would have pictures of 120 Mifflin that people could look at. If you could talk about the LEED versus deconstruction; the cost to haul off materials and demolish the buildings, and the value of the LEED versus the cost of demolition. (Slayton)
 - The reason for LEED is to make energy conscious decisions for the reconstruction. Reusing materials that are there but putting them into energy efficient systems. Paying the premium to get a better mechanical system now, which saves money in the long run and that money can go back to Overture.
- I would think that if you're proposing to raze these buildings, the first thing I would do is research, "is it really as bad as we think?" If you raze them, how do you rebuild? To rebuild these buildings as facsimiles seems like a lost opportunity. It's faux design. As I understand it this is what your client wants. I assume the decision to rebuild this as facsimiles was something your sponsor wanted, is that correct? (Barnett)
 - The important part we thought is to maintain the character of State Street. I don't think you could say all of them is representative of the original historic structure. The general desire was to have buildings that maintain that character and not remove that from the fabric of the City.

You're referring to character of style as opposed to character of rhythm and scale and massing. One can design a building that keeps that massing and rhythm but is built in the 20th Century as opposed to the 19th Century. These are meant to look like 19 and early 20th Century buildings. Is this something you wanted to do or the sponsor wanted to do?

It's a vision for what collectively we felt the downtown, this development, would be used for. You've traveled, you've done research, etc. I understand that when a building has reached a difficult point maybe it is easier to take it down. Projects become easier with a clean slate, not richer in terms of their value and meaning to the city. Did you look at other historical precedents of projects that are similar to this that worked well and didn't work well? When you arrived at this design, can you describe some of the other general concepts that you came up with.

- We have not done extensive research on other projects outside the City of Madison. Regarding other architectural styles...

Not architectural styles, the footprint, the rhythm, concept of where the open space goes, whether it's a solid block.

- Like I said earlier one of the central concepts was to create this node for the emerging cultural arts district. The idea of a garden space and the removal of 121 has always been what we've talked about because it's at the intersection of the Library, Overture, future museum complex. There's a greater opportunity here than to maintain 122 West Mifflin Street.

To a certain extent the desire was to keep State Street; retail, commercial uses above and changing the housing to office. Create something new on Fairchild Street and as those two concepts intersected the constructability issues and issues in terms of the nature of the construction, old vs. new, tying it together in a reasonable way, creating an economically feasible project collided and I think it's fair to say that the solution we ended up with that you see tonight is farther than we intended to go but felt that what we were trying to achieve justified that approach. We haven't filed an application yet so we're going to take all this into consideration.

I assume at some point if requested, I know people are living there but I assume we'll have access to those spaces, to take a look at them, for Landmarks and Urban Design Commission.

- (McLean) I'm curious how you arrived at the square footage.
 - From a gross square footage standpoint, we are at 40,950 square feet. That is exactly 8,618 square feet less than what's on the block right now. A lot of the removal is at the corner building, a bit less than 9,000 square feet of removal.

As far as tenant space, what do they pay out for residential versus commercial?

It's all apartments but for 117-119, they have two office floors on the top.

Rental per square foot?

I don't have those figures. It's a combination of having efficient floor plates. The apartments rent for about \$750/month. The rent on office space would be greater than that in terms of square footage, as well as a maintenance responsibility. Looking for an efficient use that can allow the net operating income to not be encumbered by a lot of operating costs so the bottom line can be as large as it can, and go to support Overture Center in the future.

The removal of existing rental space to provide new rental space, the amount of energy and resources going into that, the buildings are already owned by the foundation that is going to benefit, the income would already be there, I'm curious to how much you'd gain. Have you studied that, have you looked at it or was it not even a thought about using the existing spaces to support the Overture, as opposed to creating new to do the same.

The short answer is yes. We will have that when we file the applications.

- I appreciated your packet because I like to look at pictures of old buildings, and one that really struck me was the Vallender building (127), was once three-stories and I wonder if you looked at restoring that additional story, from what I've learned that architectural style is really rare and unique and probably under-appreciated because of the paint job. I will want to see that you've studied the existing building and rehabbing them before I can even think about demolition. It struck me that the spaces between 117, 119 and 121-2, could you look at creating some connection between the two streets there, opening a pathway? Maybe there are some ways to fix the façade on Fairchild that gets a more attractive full street. I really want you to look at what you can do with what you have. You have some incredible, beautiful buildings that should not be torn down. It seems like a lot of money that you could do other things with. (Rummel)
- (Fox-Gehrig) Your first goal to maintain the character of State Street. In order to do that I think the best thing is to restore the buildings that are there. Your sponsors, having invested a significant amount of money into the emerging cultural arts district, I think there's a great opportunity here to have new building, new library, potential new historical society/veteran's museum, and this excellent little jewel of a historic block restored in the middle. That makes a really nice story of the City of Madison. The second goal would be to transform Fairchild Street. You want a restaurant, I think a great opportunity there is the Silver Dollar, why not tie that to the Fairchild building that we also call the Stark building.

Gigantic windows on the first floor right across the street from the Overture, what a great place for a restaurant. It seems like a great opportunity to use what's there. What about a green roof on the top of the existing building. Wouldn't all the people at the Overture like to look down at the green roof across the street? Restore the backs of those buildings and consider that they are a part of the fabric of our City. The third goal, support the community, I wonder if when these buildings started to get purchase in the last five years, at a significantly higher sum than their assessed value, was that their intention at the beginning of purchasing that this would help the Overture or was that not an issue?

The primary purpose in the acquisition of properties was to be able to maintain the scale on the block and that improvements could be made along Fairchild Street. The decision of whether to support Overture Center or some other public charity had not been made yet.

- In this case there's an obligation to talk about a larger context in terms of urban design. How in Madison do public facilities or major buildings like Overture relate to their surroundings and open space. What things actually work in town? I think we need a broader discussion of how Madison achieves solutions there as we're considering this proposed project. Those would be part of a context discussion that would be helpful for urban design. Marsha's discussion about potential walkway through the block, which in a way your restaurant is doing, it seemed in the plain view there was a remnant alley in that block and I wondered if that had actually gone through at any point. Does the use of that kind of a space and how the façades work is something I'd be interested in seeing. I would urge you to think broader than just these blocks for that discussion. (Wagner)

- (Levitan) Your comment that you will save as much stone from the Castle & Doyle building as you can raises in my mind that you might not be able to save it all. Is that correct?

- The Castle & Doyle building doesn't have stone, it has terra cotta façade. What I said was we were taking tiles off the building and putting them back up.

How exactly will you go about that and what precedent do you have to make us comfortable that that will work?

- I don't have any personally. We're working with Jacob Arndt; one of the things they said to us was working around trying to save that façade and leave it up could damage some of the tiles and it would be safe to take them off. When they looked at it they were satisfied they'd be able to take them off and put them on again.
- (Levitan) Mr. Paras stated that the Schubert building said that if the building stays closed with no heat it will be falling down. What steps have you taken and what steps are you taking to maintain and preserve 120 West Mifflin?
 - Care has been taken to maintain it. We've added structural reinforcement in the basement to keep it from falling in on itself. There are no HVAC leaks and it's monitored on a regular basis by the property manager.

In terms of it falling in on itself, when the Common Council and Landmarks Commission considered the landmark status for 120 West Mifflin, Marty Rifken in opposing the landmark designation submitted an engineering report which as I read it did not say the building was in danger of falling down. Did I misread that report?

- I don't know if you misread something or not, all I know is we'll have that information as part of the submittal.

And when you talk about office space, what class?

- It will have Class A amenities but Class B space because it doesn't include underground parking.

And have you projected, since the economics of this are critical, have you projected what the assessments and the rents will be when you're all done?

- Regarding assessments, since we're not asking for any public assistance or TIF we haven't focused on the value afterwards. It will be on the tax roll and taxes will be paid. That's an assessor's decision based on income and cash flow of the property, I assume it will be at least the \$3.842 Million that it's assessed at today.

But less than the \$7.5 Million it was purchased for?

- It may be.

Looking at the garden perspective, Mr. Hursh referred to this as outdoor dining for the restaurant. Where is the public access and where is the private access?

- It's in a series of terraces to make up the 3.5-foot variation in height. There is an opportunity to have a larger area for tables if the restaurant desires to have outdoor seating. If not, that would be eliminated and become garden space.

So where those people are walking is all private space?

- That's correct.

You use the phrase "we're going to submit in order to make this timetable." Have you changed that timetable, are you entertaining changing that timetable?

- We're looking at submitting on January 4th, which is the preliminary schedule for next year's meetings. Capitol Neighborhoods expressed concern about filing over the holidays so we will wait.

We appreciate that. I am going to require a tour, that will be necessary.

- (Barnett) Can you talk a little bit about the decision to make the open space "non-activated" versus activated. It's an interesting composition of terraces and different landscape materials but it's not a people place or a space where you can have an outdoor performance. It's fairly controlled.
 - I would say it's an activated space because it's a front door to the restaurant at that location. It will have tables outside the restaurant. We want the space to feel and look attractive. As you come around the corner it's an "aha" moment. We also don't feel that as a public space that was appropriate. It is private property and will remain as so. It's designed in a way to be walked by, but the corner to the restaurant, possibly some testimonial to the architecture of the block could be included.
- Do I infer correctly that this plan goes back to the original days of the Overture Center? (Levitan)
 - Not the original days, since 2006 when Overture was completed.
- How is the space going to be controlled because it seems pretty public to me. (Harrington)
 - It's a very small space and a good half of it will be the platform where the seating is outside of the restaurant. The elevation change will be a cue. It's not a flat space and won't have benches. The planting scheme a is very horizontal pattern to Fairchild will be planted densely so there is no lawn for sitting.

What percent to that space would be able to have tables and chairs?

- Just this upper area would make room for a few tables. Again it's up to that restaurateur. Otherwise we'll turn it into garden space.

It seems like the space, being across from Overture Center, you're only using a small portion that might use the restaurant, the idea of activating the space and have some public events would make a lot of sense and really make this an art spot rather than a planted area. And given the state of the State these days, how sure are we that the State Historical Museum building is going to get built, and what if it doesn't? Does it matter?

- It doesn't matter if it's part of this. Ideally it would be but the State has not said if they are going to build it or not.

It seems like everything you're saying is the reason why you want this open space is because of these three buildings, that they are important.

- (Levitan) In 2007 when the Council voted unanimously to make the Schubert building a designated landmark, it knew that Marty Rifken wanted to tear it down and do a development there. The Council fervently rejected the plan of tearing that down and doing a new development. Knowing that, was there any point where you thought about approaching this project from the standpoint that the Schubert building doesn't get demolished?

- o. I think I answered that on an earlier question. In part it's a function of a building concept, and they proceeded to give what's there and create a new edge to Fairchild Street, one issue buildings on another issue. It led the project to a solution that calls for more construction, new construction than we originally envisioned necessarily undertaking. But faced with the choices we had and the outcomes, we're representing what we feel is the best choice. And based on the feedback we've gotten we'll continue to look at it before we file.

The Chair asked Austin if he had any comments in response to the Department's letters. He replied that the project team and sponsors are in possession of the Department's comments, they will be reviewed carefully as they think through the next month in terms of applying for land use approvals for this block. They will continue to work closely with the neighborhood.

ACTION:

Since this was an **INFORMATIONAL PRESENTATION** no formal action was taken by the Commission.

AGENDA # 3

City of Madison, Wisconsin

REPORT OF: LANDMARKS COMMISSION

PRESENTED: January 30, 2012

TITLE: 100 Block State Street Development – Proposed Demolition of Designated Landmark at 120 West Mifflin Street (Schubert Building), Exterior Alteration to Landmark at 125 State Street (Castle & Doyle Building), and Proposed New Development Adjacent to Landmarks, 4th Ald. Dist. Contact: George Austin, AVA Civic Enterprises. (24480)

REFERRED:

REREFERRED:

REPORTED BACK:

AUTHOR: Amy Scanlon, Secretary

ADOPTED:

POF:

DATED: January 30, 2012

ID NUMBER:

Members present were: Stu Levitan, Chair; Erica Gehrig, Vice Chair; Christina Slattery, David McLean, Marsha Rummel, Robin Taylor, David McLean, and Michael Rosenblum.

SUMMARY:

George Austin, 2316 Chamberlain Avenue, representing Block 100 Foundation, 6129 University Avenue, Middleton, WI 53562, registering in support. He handed out a booklet that would follow their presentation. He explained that their presentation will show that this proposal supports efforts to keep the downtown vital and meets the standards of 33.19 (Landmarks Ordinance). It balances public preservation interests and property owner interests and is a rare investment opportunity that will help anchor the business district by reinvesting (preserve and enhance State Street and shopping district), transforming (energize North Fairchild Street by creating a sense of place with a garden and warm-colored stone materials on the building), and supporting civic institutions and the downtown (private funding). This is a philanthropic enterprise that is equivalent to a \$4 to 6 million endowment.

Eric Lawson, 15 Ellis Porter Court, representing Block 100 Foundation, 6129 University Avenue, Middleton, WI 53562, registering in support. The proposal includes two landmarks - Castle and Doyle and Schubert buildings. He noted that this area is not a listed historic district. Discussions with neighborhood over the last few months have resulted in a revised proposal that preserves Castle and Doyle. Overall condition of Castle and Doyle discussed as follows:

- Terra Cotta is in good condition.
- Fairchild brick has been updated through the years.
- Existing windows are both historic and non-historic.

Proposed work will be rehabilitation in nature and will include:

- Reset and repair terra cotta.
- Restore base of State Street elevation.
- Rehabilitate windows/replace two non-original windows.

- Create two new doorways in exterior window openings.
- Eliminate the basement and modify the rear of the first floor.
- Remove chimney and stairwell to the basement. The building will remain intact and the exterior will be restored.

Mr. Lawson stated that the Schubert Building is not a prominent example of the Queen Anne style of architecture. There are other examples of the Queen Anne style on State Street. There are other more prominent Kronenberg buildings represented in the city. He noted that the transom would be removed and reused in the proposed project. Weighing all aspects of the project, which includes enhancing 117 and 119 State Street and restoring Castle and Doyle, the removal of 120 would not be contrary to the purpose and intent of the Ordinance. Since there are other more notable Kronenberg buildings on State Street the removal of 120 would not be a detriment. The bay windows are a common design element – not unusual design. This building is not a prime example of the Queen Anne style. Tile floor is sagging and needs to be replaced. Due to the poor building condition, the economic feasibility is not good. The brick is in poor condition and needs to be replaced. Original interior wood columns are deteriorated. Seven temporary columns have been installed. The stormwater pipe not properly pitched and is a disaster waiting to happen. The financials of this project cannot be realized by a regular rehabilitation project due to projected significant annual operating loss.

121-123 Buell building façade would be retained, windows replaced, doorway modifications to be historically accurate, and a fourth floor would be added.

127-129 Vallender building dates to 1867 and is in poor condition on the exterior façade and interior. Window patterning on second floor is the only existing redeeming value. Two-story building proposed with two levels to align with Castle and Doyle instead of three-story building. This project is proposing a 4-story structure parallel to State and Fairchild with a garden on the corner. The project team does not believe this proposal is too large or visually intrusive to the adjacent landmark.

Levitan asked who was the moving force in the project and would Austin have been involved in and aware of the property acquisitions. Mr. Austin said the Frautchis are the force behind the proposal which started in 2002 with the acquisition of property. Mr. Austin stated that the open space between Fairchild and Mifflin was first discussed in 2006. Mr. Levitan complimented the project team on the exceptional presentation. Levitan asked about “deteriorated condition” and wanted a further description. Austin said they were deteriorating when acquired and they needed maintenance to keep them from falling apart. How many properties were for sale when you acquired them and what was the concern about inappropriate development? 120 West was for sale. The construction of the Overture Center and other civic development created possible speculation in this area. The sponsors saw an opportunity to invest and strengthen the block. Maintenance and management of property has cost \$67,000. It would cost \$480,000 to repair and renovate. Levitan asked how much it would cost to reconstruct the Schubert Building. Austin estimated \$1M.

McLean asked about fire code and windows located on party walls. Lawson explained all buildings will be rezoned as one property which will allow for window placement as shown in the proposal.

Potter Lawson work began in 2010.

Gehrig asked about Castle and Doyle restoration and wanted confirmation that the wood panels will be retained since they are not shown in some elevation drawings and that the prism glass would be retained. Lawson confirmed that the proposal would keep all in place. Ms. Gehrig thanked them for the historic window restoration in the proposal.

Rosenblum asked about the painted over window on interior in the Schubert building. Mr. Lawson said it appears to be art glass and will be preserved. Rosenblum asked in the flooring was in bad condition when purchased in 2002? Mr. Lawson affirmed that it was. Rosenblum wanted to know if they would preserve sections or keep sections of the flooring if demolished. Mr. Lawson said they could probably save some portions.

Levitan asked if the view of one illustration actually exists. Mr. Lawson said it is viewed from the interior of the Overture lobby.

Mr. Austin said the view of capitol is not primary motivation of proposal.

Slattery asked about the setback and the upper addition to Buell Building? Mr. Lawson clarified 4 feet.

Taylor asked how the Castle and Doyle building would be protected during construction. Mr. Lawson said care would be taken to protect the building. He explained that temporary structures would protect the party walls. Mr. Austin noted that the contractor is quite experienced in similar work.

Jason Tish, 2714 Lafollette Avenue, representing Madison Trust for Historic Preservation, registering in opposition and wishing to speak. The district was deemed eligible as a National Register Historic District and the nomination was not formalized because it was opposed by property owners. His organization is opposed to this proposal based on the fact that State Street is downtown historic commercial district. It is equivalent to Bourbon Street/French Quarter in New Orleans. This proposal would take another gouge out of the historic character of the street. The construction of the Overture Center took the first chunk out of the 200 Block. The proposal is claiming to create a sense of place, but an authentic sense of place already exists. The proposal treats the streetscapes as two separate identities when the view from the street engages both sides. The proposal creates a disingenuous phoniness. A preservation/rehabilitation approach would achieve the goals of the proposed project as outlined in the Letter of Intent. He asked that the Landmarks Commission consider what State Street should be moving forward. Allowed removal of character on 200 block already. Is this practice what we want to perpetuate?

Levitan said he understood about the interrelatedness of the streetscapes of State and Fairchild. What is it about the work proposed on State Street? Mr. Tish said the treatment of Buell building is a facadectomy. [He endorses the staff report about the back being visually intrusive.]

Levitan asked about Vallender. Mr. Tish said he does not have full technical understanding of the condition of the existing materials. The building is connected to the German Romanesque Revival style and German heritage as it relates to the development of Madison. The demolition would sacrifice authentic materials that are connected to German heritage and construction methods.

Rummel asked if there is ever any value to the practice of facadectomy. Mr. Tish said keeping the building envelope is largely what keeps it from being a facadectomy. It is a practice that was done in the past and is not presently favorable. The historic character of a building is primarily on the outside.

Rummel asked Mr. Tish about the brick condition of Vallender building and how much could be repaired before authenticity is lost. Mr. Tish said that is a very difficult question to answer and the answer would need careful consideration.

Grant Frautschi, 1801 Laurel Crest, representing Block 100 Foundation, registering in support He has attended many meetings and appreciates the hard work of all parties reviewing the project. Mr. Frautschi noted that there

was an attempt to make State Street a historic district but it was never formalized. Mr. Frautschi explained that his family has been in Madison since 1869. He explained that the Frautschi family owned the Schubert for six years prior to it becoming a landmark and that when they purchased the Castle and Doyle building they knew it was a landmark and treated it as such. He noted that there is a provision in the Ordinance that allows for the demolition of landmark buildings. He stated that this is a unique project that will create a new vision for Fairchild/Mifflin Street and be an asset to the City and be built by private funds.

Levitan asked why no one came to Common Council to stand up against landmark designation of Schubert to explain this development plan. Mr. Frautschi explained that Mr. Rifken submitted a letter. Mr. Frautschi stated that a restoration option is not a vision of the Block 100 Foundation.

Rosenblum asked if there was any public involvement when coming up with the proposal in 2006? Mr. Frautschi said that this question should be directed to George Austin.

Ald. Rummel asked if this proposal was the original design from Pelli. Mr. Frautschi said this was probably so and to ask George Austin.

Joe Lusson, 627 East Gorham Street, registering in opposition. Mr. Lusson explained that there is a uniqueness of place in Madison. The history is embodied in historic buildings. He stated that it is important to protect iconic places like State Street with its triangular buildings and fire escapes. Mr. Lusson noted that the Overture Center was placed on a block of State Street and should respect its context. He stated that Madison is a small City with few historic buildings and even fewer landmarks and all historic elements should be respected. Regarding the historic district, he noted that land use decisions are based on the values of the day and that 20 years ago, the State Street historic district was not established, but that there are different values now. A glass wall and private garden could be constructed in any City. History matters. Take a stand to protect historic assets.

Levitan asked if there was anything in proposal that is supportable. Mr. Lusson said that \$10M would complete a restoration project and that he is glad they are preserving Castle and Doyle.

Stephen Fleischman, 227 State Street, registering in support. Mr. Fleischman defines State Street as "eclectic." He said it is defined by a sense of scale and its interaction with the street. He stated that this proposal continues this vibrancy. Mr. Fleischman noted that he toured the buildings and noted deterioration, awkward interior spaces, and varying floor levels. He stated that the Castle and Doyle building is a gem and worth saving. He questioned how many other opportunities there may be for the City of Madison to preserve the Castle and Doyle and to enhance State Street as a whole. He stated that the park will unite the civic buildings and that the Madison Museum of Contemporary Art will not receive any of the funding.

Edward Kuharski, 405 Sidney Street, registering in opposition. The Glass Bank is successful as a contemporary building because the Exchange Bank and the Capitol are reflected in the glass façade. Overture owes some recompense to the context with the original part that is not terribly successful as the overall assembly relates to State Street. Mr. Kuharski stated that metaphorically, buildings are people and the proposal does not respect its neighbors. As people and buildings get older they acquire character. He concluded that the Overture Center was an unsolicited, well-intentioned gift, but the 100 block is special and should be respected.

Mary M. Kolar, 333 West Mifflin Street #9020, registering in support. Resident of Metropolitan Place and president of board of directors of the condo association. She supports the proposal because it continues to make the downtown attractive. State Street has changed over the last 100 years and the proposal retains that history. Many people in Metropolitan Place polled show 92% in support (of 27% of total respondents).

Beth Kubly, 711 East Gorham Street, registering in opposition. She lives in the 700 Block of East Gorham Street and is concerned about vitality of downtown. The project destroys landmarks, reduces the square footage, creates dead space, the park is private which will leave space empty at night, and the block is important this close to the square. She prefers the Madison Trust for Historic Preservation rehabilitation proposal. She states that we must retain the heritage and a human scale of the built environment.

Donald Sanford, 1211 Garfield Street, registering in support. He feels that the proposal is a thoughtful upgrade. He stated that he likes open space on Mifflin/Fairchild and that the community should grab the opportunity that may be large asset to the City. Gehrig asked if he supported demolition of landmarks. Mr. Sanford told story about an old cabin cruiser that he was going to restore. He noted that the best use of this landmark building would be as an organ donor since previous owners have not taken care of it.

David Waugh, 1213 East Mifflin, registering in opposition. He is a small business owner and wants to promote the small business community. He noted that funky creative spaces are needed. Overture is not successful because it is a new building that was not allowed to be new. The design team should go back to preserve all existing buildings to keep the area full of local tenants. There should be a marriage of old and new architecture so that both are successful.

Curt Brink, 701 East Washington Avenue, registering in support. Mr. Brink explained some of the financial issues related to having some other owner do this work compared to this unique opportunity where finances are not an issue. He stated that the proposal is making State Street functional. He noted that people are fearful to go up Fairchild and Mifflin Streets because they are dark and that this proposal will save businesses on State Street. Rosenblum asked if there was a higher crime rate on Fairchild. Mr. Brink said no one currently stops on Fairchild and the proposed open space will solicit more pedestrian traffic.

Bob Klebba, 1213 East Mifflin Street, registering in opposition. Mr. Klebba described an experience in Amsterdam. While in Amsterdam he visited a 20 foot wide retail shop from the 15th or 16th Century that had been a repurposed building, as had many other buildings in the area. This building had an ambience and it worked in the 21st Century. This story could translate to the Vallender building because it tells a story about German immigration and history. Its character is unique and it is integral to the character of State Street and history of Madison. Tourists do not visit the bombed City of Rotterdam. It has been rebuilt in concrete, steel, and glass. It is not an attractive city. Madison has good architectural character that should not be discarded.

Henry Doane, 523 East Gorham, registering in opposition. Mr. Doane said he is a downtown resident and business owner. All of his businesses are in historic buildings. Just because it hasn't been designated doesn't mean it is not historic. Hovde has allowed Mifflin Street and Fairchild to go dark across from the site described in the proposal. The proposal is an attempt to sterilize urban environment and will result in the loss sense of place and authenticity. Cities need spaces like this block to provide ecosystem to survive. Replacing existing buildings with facsimiles equals the loss of charm. This proposal will attempt to sterilize downtown. Overture has already claimed an entire block of other historic structures with its previous creation. Office space is not needed downtown. Developers create blight to come in with a grand solution. They built the Overture in a forest and now want to cut down trees for a view. These structures are some of the oldest remaining commercial structures in our small downtown. These buildings were built with local materials and historic construction methods and they cannot be replaced.

Tom Link, 1111 Willow Lane, registering in opposition. Mr. Link noted that these buildings can be restored. He requested that the proposal be viewed for what it is and that the Madison Trust proposal be taken seriously.

Maria C. Milsted, 106 West Mifflin Street, registering neither in support nor opposition. Ms. Milsted explained that she and her husband own the landmark Willet S. Main building on the opposite corner of the block and that they support preservation. She stated that she would like to be able to support the project and that she likes the park, but she is tired of living in the blight that has been created with the property acquisition over the last 15 years. Ms. Milsted explained that with the future construction at the Central Library, the vacancies in the Hovde-owned properties across from Mifflin, and the treatment of this block, she is concerned about how to keep tenants profitable and in the rented spaces.

She noted that there are positive issues in this proposal and requested that all parties find a way to move forward to resolve the issues of blight. She concludes that had the proposal been handled differently in the beginning, we would all have a different outlook today. Rummel asked about loss of residential spaces and if that is a problem. Ms. Milsted said a City needs mixed uses to create urban vibrancy. Quoted a note by George Austin from 1997 that discussed cooperating with the business owners on State Street regarding the attempt to formalize the National Register Historic District.

Scott Kolar, 333 West Mifflin Street #9020, representing Capitol Neighborhoods, Inc., registering in neither support nor opposition. Mr. Kolar is a neighborhood resident and member of the CNI Steering Committee. Mr. Kolar explained that two themes have emerged as primary goals of the neighborhood. First, the character of State Street should be maintained. Second, Fairchild Street should be made more attractive by eliminating back door appearance.

More specifically, he noted the State Street proposal which preserves the Castle and Doyle, retains the Buell façade, and reconstructs the Haswell appearance has satisfied residents concerns that character is maintained with the following caveats:

- Historically accurate appearance
- High quality materials
- Attention to accurate details.

He also described the committee views of the Fairchild side. He noted that the views are divided. Some feel the civic node will achieve the goal of improving the appearance of Fairchild and that the potential building losses are balanced by what is gained. He explained that others want to retain the Fairchild and Schubert buildings for their historic significance. He concludes by stating that he is complementary of the professional manner in which the design team engaged the neighborhood and how constructive participation results in positive project delivery.

Gary Tipler, 807 Jenifer Street, registering in opposition. Mr. Tipler explained that the State Street historic district nomination was not handled well due to campaign of misinformation. He explained that an eligible historic building can utilize tax credits and this may also be true for buildings in eligible historic districts. This would mean that the health of the historic district may be alive even though the district was not formalized. Mr. Tipler provided some historic information about the Vallender building and associated family. This information shows the cultural connection of German immigrants and their influence to the development of Madison.

Mr. Tipler also provided some historic information about the Stark building. It was the first building built by a real estate company for its specific use. This elevated the industry and was given national attention at the time of construction. Gehrig asked about the landmark nomination and significance of the Stark building. Mr. Tipler said its strength is its social significance.

Gehrig asked what percentage of walls would need to be replaced at the Vallender building. Mr. Tipler said humidity is trapped in the wall and that rain splash and weather at the Fairchild Street side of the building

exacerbates the problem. He stated that if an imperfect final solution was allowed then there would be 20% replacement. Gehrig asked if the coating should not be removed due to the delicate condition of brick. Mr. Tipler said it can be restored.

Rummel asked about the details of National Register Historic District status. Mr. Tipler stated that he doesn't know for sure and that this should be investigated.

Levitan asked Mr. Tipler to speak on Kronenberg and Queen Anne buildings. Mr. Tipler explained that we must look at the entire body of work for any architect. Iron spot brick is a trademark of Kronenberg work. Architectural characteristics combined within buildings and make buildings unique.

Daniel L. Milsted, 106 West Mifflin Street, registering neither in support nor opposition and did not wish to speak.

Carole Schaffer, 282 Alpine Meadow Circle, representing Smart Growth Greater Madison, 701 East Washington, Madison, 53703, registering in support but did not wish to speak.

Sarah Frautschi, 1801 Laurel Crest, registering in support but did not wish to speak.

Patricia Heiser, 360 West Washington, registering in support but did not wish to speak.

Paul Heiser, 360 West Washington, registering in support but did not wish to speak.

Barbara Irvin, 178 Talmadge Street, registering in opposition but did not wish to speak.

Eileen Kolbach, 542 Evergreen, registering in opposition, but did not wish to speak.

Franny Ingebritson, 516 Wisconsin Avenue #1, registering in opposition but did not wish to speak.

Larry Lester, 2657 Milwaukee Street, registering in opposition but did not wish to speak.

Ruth Sandor, 125 North Hamilton #806, registering in opposition but did not wish to speak.

Nick Schroeder, 213 South Baldwin Street, registering in opposition but did not wish to speak.

John Rolling 641 Orchard Drive, registering in opposition and wishing to speak but did not stay to speak.

Michael Bridgeman, 106 South Franklin Street, registering in opposition and wishing to speak but did not stay to speak.

Peter Wolff, 945 Jenifer Street, registering in opposition and wishing to speak but did not stay to speak.

Mike Huffman, N3970 West Cedar Road, Cambridge, WI, registering in support and available to answer questions.

Doug Hursh, 15 Ellis Porter Court, representing Block 100 Foundation, 6129 University Avenue, Middleton, WI 53562, registering in support and not wishing to speak but available to answer questions.

Kevin Delorey, 33 East Main Street, Suite 900, representing Block 100 Foundation, 6129 University Avenue, Middleton, WI 53562, registering in support and available to answer questions.

George Austin and Eric Lawson were asked numerous questions.

Levitan asked if any market studies were done to show the need for additional office space. Mr. Austin said no. This is a very small amount of office space in relation to overall market. These will be Class A amenities without parking, etc. Office spaces will be attractive due to location, have views, and desirable layout. He stated that they did not see the need for a market study.

Levitan asked Mr. Austin and Mr. Lawson if they could address the issues of the plaza? The new area, outdoor space, how it will work, work with outdoor eating area, criteria would be opened vs. closed?

The project team feels the outdoor garden space at the corner of Fairchild and Mifflin is the most important aspect of the project, explained pages 17-23 of the letter of intent. To summarize: the garden space would be on private property, privately owned. Not a public park. Public access to it, it is pathway to reach the retail space at the corner of Fairchild and Mifflin, directly north of steps to it. There's also handicapped accessibility from W. Mifflin St. to that doorway.

Levitan asked about the Fairchild entrance, is that the main entrance?

Mr. Lawson said this is the entrance to the restaurant – 3 ½ foot difference between the grade elevation and the floor of State St. We're making that up with two sets of stairs at this location and then there's still a 3 ½ difference as you climb, the actual street goes up – there's a ramp here that provides access to that.

Levitan said that when we've talked, the critical sentence is the last line on page 19, first two lines on page 20: "It is the desire of the foundation to allow the public to sit within the garden on these benches we've provided as long as they do not become a management, operational, or use issue."

Levitan asked if there was any chance there will be a fence there.

Mr. Austin stated that there were no current plans to put fence on the edge. The garden is being designed as an entry. It is a meeting place, not a public park. It will have an inviting look and feel.

Levitan wondered that he was not completely sure how you keep the public out without a fence.

Mr. Austin said they were not trying to keep people out.

Levitan said that at some point you're reserving the right to remove the benches.

Mr. Austin stated that most property owners would use language that allows the property owner to readdress the issue if it becomes a problem.

Rosenblum asked how much public input was given to retaining the buildings and prior to the proposal coming out last Fall.

Mr. Austin said there was not any public input. It's not public space. Project was changed in a number of ways as a result of CNI Steering Committee comments.

Levitan asked if Mr. Austin and Mr. Lawson could address the issue of retro-fitting the Fairchild Building to make the roof usable.

Mr. Lawson stated that the roof structure is a wood frame structure and is under-designed for current code for snow-loading. To make it occupiable you would need to upgrade the structure, make it accessible by adding an elevator and additional points of egress, and relocate mechanical equipment.

Mr. Austin said we've been advised by restaurant experts that rooftop restaurants are not viable in Madison.

Levitan asked about the possibility of a different location for outdoor open space. Maybe utilizing space mid-block at the back of Buell and Haswell?

Mr. Austin said they wanted the focal point of open space at corner of Mifflin and Fairchild as a priority. The project team and sponsors identify the open space at the corner as a project priority.

Slattery noted that there are numerous examples of successful rooftop restaurants. She also noted that the owners spent \$6,000 a year in improvements on Schubert building in 9 years. Why weren't more improvements made if it obviously needs \$480K to rehab?

Mr. Austin said investments were made to maintain the basic integrity of building. Significant investment would have to be made to bring in a new tenant and the owners were not willing to make that investment.

Slattery asked if the maintenance was enough to protect structure from further damage.

Mr. Austin said yes.

McLean asked about the outdoor dining area and the door to the restaurant off the open space. The busy character of Fairchild Street is already not pedestrian-friendly. Can one access State Street through the open space? Mr. Austin said the restaurant can be entered through Fairchild entry or State Street entry.

Levitan asked why is open space better than Fairchild building. He believes a vibrant revitalized building is greater activity generator than private open space.

Mr. Austin explained the context of the corner and how the open space sits at the hypotenuse of the triangle formed by three civic elements.

Levitan said the project will cost \$17M, \$200-300K donated annually to Overture. Revenue stream will be 85 years to generate amount of money to recoup cost?

Mr. Austin said creating best project and optimizing all pieces of the project. It is not duplicatable as a typical development project.

Rummel asked what original Pelli ideas were brought forward in this proposal. Mr. Austin said that Pelli brought a sense of scale and offered a general concept for how the edge may relate to civic elements. Rummell said it seems like the context of the Overture is the focus of the proposal and not historic buildings in the context. Mr. Austin said that State Street is our "main street" and the proposal is attempting to retain that. Fairchild is not State Street. It has evolved and developed differently than State Street.

Rummel noted that the Mifflin Street elevation is the loser in the proposal. Why not include the neighboring Piano Bar to do something to really improve that elevation of the block? Mr. Austin said they were not here to talk about an expanded project.

Mr. Lawson said the design provides a new space in a new architectural expression. The form is unique and marks the arrival in a special place.

Gehrig asked how did they respond to letter from Steve Cover?

Mr. Austin said priorities vary from person to person. He does not believe that the open space breaks the street presence. Block 100 Foundation thinks this is the best solution looking at all issues.

McLean asked if they have studied contemporary-styled buildings at Vallender and Haswell?

Mr. Lawson said that was a comment from the UDC/LC joint meeting. CNI Steering Committee also requested these studies. The steering committee found the best approach was to retain the historic character.

Levitan referred to the staff report Page 3, Castle & Doyle, Certificate of Appropriateness conditions and asked if the project team has gone through the staff comments and if they are acceptable?

Mr. Austin said that they are prepared to work with Landmarks Commission and staff to resolve the issues.

There was discussion about the rear of new Buell and how it is visually intrusive and transitions to landmark buildings.

Rummel asked if there is any flexibility in width of open space.

Lawson said it is based on economics of restaurant and on egress requirements.

Rummel asked if it were not a restaurant, what could it be.

Mr. Austin stated it could be retail or office space.

ACTION:

A motion was made by Slattery, seconded by Rosenblum, to close the public hearing. The motion was passed on a voice vote/other.

Ald. Verveer appeared in support of the State Street treatment in the proposal. He feels it is a good compromise and appreciates the vision to retain the character of State Street. He does not support the demolition of the Schubert building and he is not supportive of the demolition of the Fairchild as it may meet criteria for landmark status. He is not supportive of the proposed new building or of the open space when looking at the trade off of what is lost in light of what is gained. He would like to see the Landmarks refer the matter to allow more time for the design team to consider altering the vision. He cannot support the proposal tonight, but he feels there is room for compromise.

Discussion about how to proceed with meeting actions.

Castle and Doyle Building

Taylor is thrilled that the project team decided to preserve the Castle and Doyle building. She wants to be certain that staff comments will be incorporated. Rummel noted that there are changes proposed for the back of the building.

- A motion was made by Gehrig, seconded by Slattery, to approve Certificate of Appropriateness for exterior alterations to the Castle and Doyle Building at 125 State Street subject to terms of staff report of January 27. The motion passed on a voice vote/other.

Vallender Building

A motion was made by Gehrig, seconded by Rosenblum, to recommend to the Plan Commission and Urban Design Commission that the new building at 127-129 State is not so large or visually intrusive as to adversely affect the historic character and integrity of the adjacent landmark and include staff comment. The motion passed on a voice vote/other.

There was discussion about the condition of the existing building and discussion about the appropriateness of the style of the proposed building.

A motion was made by McLean, seconded by Taylor, to report to the Plan Commission that the Landmarks Commission finds the Vallender building has social and architectural historic value. If the existing building at 127-129 State is demolished, the Landmarks Commission requests it be replaced with a building in a historically appropriate style. The motion passed on a voice vote/other.

Buell Building

There was discussion about the setback at the fourth floor not being adequate, that the color of the proposed building does not relate to base middle and top, and the overall view/perspective coming up State Street.

A motion was made by Rosenblum, seconded by Taylor, to recommend to the Plan Commission and Urban Design Commission that the current iteration of the 4th story and the Fairchild elevations of the building at 121 State is visually intrusive and adversely affects the character and integrity of the adjacent landmark. Specifically, the Landmarks Commission notes the adverse affect of the minimal setbacks, proposed material color, and overall perspective when coming up State Street. The motion passed on a voice vote/other.

There was discussion about the loss of the unique interior character of the Buell building, the loss of the historic mixed use, and the uniqueness of the craftsman style.

A motion was made by Slattery, seconded by McLean, to report to the Plan Commission that the Landmarks Commission finds the Buell Building has historic value based on the Craftsman style and historic mixed use. The motion passed on a voice vote/other.

Haswell Building

The interior is original and unique, but out of Landmarks Commission purview.

A motion was made by Taylor, seconded by McLean, to report to the Plan Commission that the Landmarks Commission finds the historic value of the Haswell Building has been largely lost to exterior alterations. The motion passed on a voice vote/other.

Schubert Building

Mr. Austin requested that the Landmarks Commission vote on this matter at this meeting.

Levitan said he would like to refer the remaining matters to the next meeting due to the new information that was brought forward tonight. He explained that there were further discussion to be had and more compromises to be reached. This is a very important decision and the Commission needs more than one meeting to make this right. Asked if the project team would take comments into consideration and come back with a compromise; the project team responded "probably not."

Gehrig said the Schubert Building is a landmark. Did Block 89 have approval to demolish the Opera House while it still had landmarks status? There was general discussion about ordinance issues.

Rummel said the Schubert Building was purchased in 2002 and had many years to address problems but the owners did nothing.

There was general discussion about if the project team had considered rescission of Landmark status for the Schubert Building.

A motion was made by Gehrig, seconded by Rummel, to refer the consideration of the issuance of the Certificate of Appropriateness for demolition of the Schubert Building at 120 West Mifflin and discussions about historic value of 122-124 West Mifflin to next Landmarks Commission meeting. The motion passed on a voice vote/other.

AGENDA # 2

City of Madison, Wisconsin

REPORT OF: LANDMARKS COMMISSION

PRESENTED: February 27, 2012

TITLE: 100 Block State Street Development – Proposed Demolition of Designated Landmark at 120 West Mifflin Street (Schubert Building), Exterior Alteration to Landmark at 125 State Street (Castle & Doyle Building), and Proposed New Development Adjacent to Landmarks. 4th Ald District. Contact: George Austin, AVA Civic Enterprises (24480)

REFERRED:

REREFERRED:

REPORTED BACK:

AUTHOR: Amy Scanlon, Secretary

ADOPTED:

POF:

DATED: February 27, 2012

ID NUMBER:

Members present were: Stu Levitan, Chair; Erica Gehrig, Vice Chair; Christina Slattery, David McLean, Marsha Rummel, Robin Taylor, and Michael Rosenblum.

SUMMARY:

David Stark, representing Greater Madison Chamber of Commerce, 5047 St. Cyr Road, registering in support and wishing to speak. He passed out a Chamber of Commerce position letter and a letter from his father, Phil Stark. His grandfather built the Stark Building and he believes there are many benefits to this development proposal. Gehrig asked if he thought the existing building was obsolete. He said that he had never been in it and that the building is not part of the Frautschi vision.

Jason Tish, representing Madison Trust for Historic Preservation, 2714 Lafollette Avenue, registering in opposition and wishing to speak. Mr. Tish thinks the Stark Building is a solid handsome building that is not obsolete. He noted that the building holds the edges of the block and addresses the corner with prominent entrance. It is likely eligible to meet the criteria for landmark status. He said Kitty Rankin, former preservation planner for the City of Madison, said the Schubert Building is one of the best examples of a Queen Anne style commercial building in the City. The Schubert Building went through the arduous process of nomination and contributes to the urban landscape. The loss of these buildings would erode the urban fabric. The proposed design is not an appropriate trade off for what is lost. Gehrig asked Mr. Tish if he thought a physical building with activities in them would provide more activity and interest than an open space. Mr. Tish noted that an indoor space in January will provide more activity and interest than an outdoor open space in January.

Gary Peterson, 210 Marinette Trail, registering in support and wishing to speak. He has been a city planning consultant for many years. He prepared a blight study of this block a few years ago. He noted that City and School District operations need the additional assessed value that this proposal will provide. He feels that the process should not block progress. Rummel asked about the blight study and noted that a “blighted” building

can be improved to have that label removed. Mr. Peterson said the blight study was prepared 6 months before Overture development project in 2001. Gehrig asked Mr. Peterson what issues would be surveyed in a blight study. Mr. Peterson explained that one would look at the condition of building elements including foundations, exterior walls, roof, windows, window frames, doors door frames, etc.

Gehrig and Rosenblum asked Mr. Peterson to clarify when the study was completed. Mr. Peterson stated that it was done 6 months before Overture started. It was part of the same study that was done for the development of Overture.

Levitan asked for Mr. Peterson to give his opinion on the historic value on Fairchild Building. Mr. Peterson said that blight studies do not take historic properties into account.

Ledell Zellers, 510 North Carroll Street, registering in opposition and wishing to speak. Ms. Zellers noted that she owns a landmark residence that was once determined to be blighted. She said the blight is not a reason for demolition and explained that the blight definition is general and could be used for many buildings in the city. She does not want to weaken the Landmarks Ordinance or the quality of the built environment. Schubert is a designated landmark building and the Stark building has historic value. Demolishing them for a private garden with limited public access would lower the quality of the built environment. The goals of the project can be achieved without demolishing these viable historic resources.

Betty Harris Custer, representing the Overture Center Foundation Board as the Chair of the Development Committee, 14 Pinehurst Circle, registering in support and wishing to speak. Ms. Custer is appreciative of the generous donation of project profits from the project toward the Overture. She noted that she has seen many buildings of her youth removed for new buildings and explained that some memories remain in the heart and the mind. She explained that the Fairchild Mifflin corner has already been changed by the Overture, the Library and the potential development of the Hovde properties. This project is keeping with the vision of the block.

Rosemary Lee, 111 West Wilson #108, registering in opposition and wishing to speak. Ms. Lee has lived in and supported the downtown for 44 years and is a CNI member. She explained that both the Schubert and Stark Buildings should not be sacrificed for this proposal. The proposal is disrespectful to building's uniqueness and have suffered from benign neglect since acquisition by Central Focus. Any structure can be rehabbed if an owner chooses to do so. Mr. Frautschi's letter to the Urban Design Commission that says they will cancel the project if they do not get the approvals is disrespectful. Outdoor private space is too limiting. The design is not worth the loss of the two iconic buildings.

Susan Schmitz, 210 Marinette Trail, representing Downtown Madison Inc., 122 West Washington Avenue, registering in support, wishing to speak, and available to answer questions. Ms. Schmitz explained that the downtown has experienced a renaissance since the opening of Monona Terrace. A pedestrian-friendly vibrant downtown was desired at that time as a way to strengthen the community. She noted that we must continue to nurture and care for the downtown. This proposal will improve an important block of State Street and will improve the outer ring.

Gehrig asked if the Business Improvement District (BID) has a support system for businesses with month to month leases. Ms. Schmitz stated that the BID pays attention to these issues because State Street is "fragile". Gehrig asked if there is more value to the proposal than the existing buildings. Ms. Schmitz explained that DMI believes the proposal will increase the amount of people in the area and that is a good thing for business. Gehrig asked if DMI would support a proposal involving the restoration of the buildings to promote a domino effect of restoration down State Street. Ms. Schmitz explained that the City Façade Grant Program was put in place as a

tool to help the businesses and property owners on State Street raise the bar in light of the development of Overture. The Façade Grant Program should continue to be promoted.

Rosenblum asked if the renovation of the two buildings would attract people. Ms. Schmitz agreed, but noted that the proposed design would bring more interest to the area.

Rummel asked if retail studies have been done to quantify the needs of the downtown regarding configuration and size. Ms. Schmitz explained that DMI measures the downtown to understand what elements create a successful mix.

McLean asked if this proposal would raise rental rates and have an effect on the whole street. Ms. Schmitz explained that State Street is no longer a “mom and pop” rental area and that rental rates along the street are similar to other areas. She explained that this proposal would probably attract a more experienced retailer.

Gehrig asked if the open space would draw more people to the corner than a building. Ms. Schmitz noted that the open space should be designed to attract people and that more people make urban spaces safe.

McLean asked about other measures to make the outer ring more pedestrian friendly. Ms. Schmitz explained that there is a desire for complete streets improvements with the Transportation Master Plan.

Eileen Kolbach, 542 Evergreen, registering in opposition and wishing to speak. She lives downtown and she doesn't own a car. As a pedestrian she feels the Fairchild and Schubert Buildings provide a friendly scale that the proposed project lacks. She encouraged the Landmarks Commission to not approve the demolition.

Linda Baldwin, representing Overture Center Foundation, 2930 Lakeland Avenue, registering in support and wishing to speak. Ms. Baldwin explained that she is a preservationist. She lives in a landmark and in her past experience, she was involved in the Main Street Program of the National Trust and she started a preservation organization. Ms. Baldwin explained that streets change over time. She noted that design is only a part of a healthy downtown and that scale and street access can be maintained with old and new buildings. She noted that being mired to buildings from the past that need updating seems to be backward thinking and that Madison needs to move on to the 21st Century. She explained that the opportunities to refresh the block and add vitality outweigh the things that she does not like about the proposal. She said that she is willing to sacrifice an older building for the benefits of increased vitality, increased tax revenue and new jobs.

Rummel asked what parts of the project were not liked. Ms. Baldwin stated that she does not like the recreated storefront and that would prefer that the style of new construction be consistent with its age. Rummel also asked if the proposal on the Mifflin and Fairchild sides have a similar scale to what exists now. Ms. Baldwin stated that the proposal seems to be in scale.

Levitan asked about the historic value of the Fairchild Building. Ms. Baldwin stated that it is unfortunate to lose the Fairchild Building, but that issue cannot be separated out from the overall proposal.

McLean asked what about the current proposal was more successful than adapting the buildings that are already there. Ms. Baldwin stated that new spaces will bring new retailers and while rehabilitation of existing buildings may also, a rehabilitation project is not being proposed.

Gehrig asked about lessons learned with her experience with Main Street Program and how that relates to State Street. Ms. Baldwin explained that State Street is Madison's main street and that it has good building stock. The Main Street Program is about economic restructuring, design, retail diversity, and promotion of commercial

area. All elements come together to make streets successful. Gehrig noted that the Overture was supposed to create more activity for the area and now this proposal is claiming we need another development to bring activity. Ms Baldwin noted that Overture is part of the mix and that developments spur on new developments.

Levitan disclosed that Ms. Baldwin is the associate publisher of the Isthmus which he occasionally writes for and didn't think it would be a conflict of interest.

Melanie Foxcroft, 2138 Lakeland Avenue, registering in opposition and wishing to speak. Ms. Foxcroft explained that downtown commercial districts encourage the use of historic buildings in Australia and in European communities. Historic buildings have an intangible value. She noted that new developments sometimes have a traditional appearance to mimic historic buildings because people find them inherently quaint and comfortable. Madison has this quality in the existing buildings on the site. History should not be removed because it is slightly inconvenient. Start Building is an excellent candidate for renovation. Utilizing the roof top for a garden would serve the purpose.

Gus Paras, 202 State Street, registering in support and wishing to speak. Mr. Paras was a building owner on this block and knows the buildings on State Street very well. He said it would cost more to rehabilitate the Schubert Building than to build new. He explained that the Fairchild building is not rentable due to interior configuration of spaces and that other buildings have very high utility costs. He encouraged the Commission to allow the project to move forward to improve the downtown. Levitan requested clarification about building costs because the project team stated it would cost \$488K to rehabilitate and \$1M to replace. Mr. Paras explained that he is familiar with building renovations on State Street and that the renovation costs will likely be double what were originally estimated. Gehrig asked about Mr. Paras' building ownership. He explained he owned the Haswell Building from 1985 until five or six years ago when he was approached by Mary Rifken to exchange ownership of the Haswell Building with the Associated Bank Building.

Donna Hellenbrand, 2957 Milwaukee Street, registering in opposition and wishing to speak. Ms. Hellenbrand explained that this project compromises Madison's history. The Madison Trust proposal would work well. The current proposal does not relate to its context. Allowing this proposal will encourage other similar projects to follow.

Vic Villacrez, 248 Meadowside Drive, Verona, WI registering in support and wishing to speak. He did business in the 100 Block for 16 to 17 years and was involved with the organization of the BID for the area because he felt State Street was struggling. He noted that there are numerous vacancies on State Street currently and that the majority of available spaces are smaller older spaces. He feels that newer developments would attract business. Rummel asked about the smaller proposed retail footprints. He said newer spaces are more attractive and functional to meet modern retail needs. Gehrig asked about the Façade Grant Program and how to promote the investment in the street. He said 85% of buildings on State Street are occupied by tenants, not owners and that property owners must be the ones to invest in their properties. The renovation of the Fairchild Building may not have a domino effect as previously discussed, but new development would create stimulus.

Tom Link, 1111 Willow, registering in opposition and wishing to speak. He has worked to revitalize Lisa Link Peace Park and it is a beautiful outdoor space that is not used. He noted that the proposed outdoor space may suffer the same fate – especially in winter. He suggested that the building maintenance has been recently neglected and that historic buildings belong to the collective history of a place not just the property owner.

Curt Brink, 701 East Washington Avenue, registering in support and wishing to speak. Mr. Brink explained that the two buildings must be demolished to allow the proposal to improve the downtown. He said that when going around outer loop all you see are parking garages. People coming out of Overture go directly to parking ramps

rather than going on down or up State Street to a destination. He explained that there is not lending in current economy and that renovations are not economically feasible. The open space will revitalize the area like the outside seating along State Street. Rummel asked about possible office space tenants. Mr. Brink explained that he doesn't know if there is a tenant selected but the tenant will certainly be a good one with the access to Overture and Modern Class A amenities.

Gary Tipler, 807 Jenifer Street, registering in opposition, wishing to speak, and available to answer questions. He spoke about the history and architecture of the buildings. He explained that National Register eligibility should be pursued and would benefit the property owners and the context. The Stark Building is eligible for the National Register due to its early 20th Century classically styled contemporary architecture and due to its association with Stark Real Estate Company as first building to be built specifically for real estate offices. Its construction gained national attention for the real estate industry. He further explained the importance of looking at a building in the context of its date of construction and as it historically related to its neighbors. The Schubert Building is significant for its architecture, but also for its place in the German community that relates to Holy Redeemer, numerous German businesses and German residential neighborhood in the area.

Rummel asked about his observations regarding building condition from the tour of the buildings. Tipler explained that the Stark Building has some stone and mortar deterioration that is consistent with its age and adds to its patina. Original window trims exist and would need to be removed, cleaned, repaired (may be replicated) and reinstalled. The second floor windows were previously replaced and the original light fixtures and stone details are in good condition.

The Schubert Building facade has brick on the second story that has recently been painted. The limestone at the first floor has minor damage. The storefront needs to be reconstructed and improper detailing at the parapet has allowed water infiltration and damage.

Rummel asked him to put the Schubert Building in the context of the other Queen Anne buildings on State Street. Mr. Tipler explained that would require very thorough research and examination of Queen Anne commercial buildings in the downtown. The Schubert Building has different design characteristics and qualities which make it unique when compared to other examples.

Bill White, 2708 Lakeland Avenue, registering in support and wishing to speak. Has lived, worked, and worshipped in Madison for 30 years. He believes the Square is the life blood of the community and that the growth of a city should not be only on the periphery. He believes that cities have an obligation to reinvent themselves. He notes that there has been a slow but meaningful evolution on this block over the last 30 years. He explained that the Overture has invigorated the community and that, coupled with the investment in the library and other private sector investments, provides an opportunity for reinvention. He explained that this proposal has an appropriate sensitivity to preservation combined with new development and this should be encouraged.

Scott Kolar, 333 West Mifflin Street #9020, representing Capitol Neighborhoods, Inc., registering in neither support nor opposition. Mr. Kolar is a neighborhood resident and member of the CNI Steering Committee. He explained that the neighborhood would like the character of State Street to be maintained and the Fairchild Street side to be more attractive to pedestrians. He noted that the views about the Fairchild side are divided. Some feel the civic node will achieve the goal of improving the appearance of Fairchild and that the potential building losses are balanced by what is gained. He explained that others want to retain the Fairchild and Schubert Buildings for their historic significance. He concludes by stating that he is complementary of the professional manner in which the design team engaged the neighborhood and how constructive participation results in positive project delivery.

Gehrig asked if the character that the neighborhood would like to maintain was commercial or residential. Mr. Kolar noted that this was not specified. Gehrig asked if the neighborhood discussed the demolition of a City landmark. Mr. Kolar explained that the Steering Committee primarily looked at land use issues. The neighborhood discussions have been very similar to the testimony heard at Landmarks meetings. There is not a consensus.

Mary M. Kolar, 333 West Mifflin Street, registering in support but not wishing to speak changed to wishing to speak. During her 28 year Navy career she has been all over the United States and has visited numerous cities to appreciate historic resources and to see cities that were dying. She moved to Madison in 2004 because of the vibrancy that was found here. She is President of Metropolitan Place Condo Association and the Board of Directors conducted a survey. 92.9% supported this project (27% return). She asked that the Landmarks Commission move this project forward. Rummel asked if the survey asked if the residents would support the demolition of a landmark. Ms. Kolar said the survey asked "do you support the Block 100 Foundation Proposal" – Yes or No. Slattery asked if the respondents were knowledgeable about the proposal. Ms. Kolar said they were knowledgeable. She also noted that this project is different than the Edgewater – a \$16M difference.

Edward Kuharski, 405 Sidney Street, registering in neither support nor opposition and wishing to speak. Mr. Kuharski made a metaphorical statement noting that there is usually a third way to look at an issue to find a compromise that would be more acceptable for all parties.

Stephen Fleischman, 227 State Street, registering in support but not wishing to speak.

Nick Schroeder, 213 South Baldwin Street, registering in opposition but not wishing to speak.

Franny Ingebritson, 516 Wisconsin Avenue #1, registering in opposition but not wishing to speak.

Michael Bridgeman, 106 South Franklin Street, registering in opposition but not wishing to speak.

Tim Wong, 161 Jackson, registering in opposition but not wishing to speak. Wrote: I oppose destroying the 100 Block of State Street for the sake of the ego of one of the 1%.

Lawrence Lester, 2657 Milwaukee Street, registering in opposition but not wishing to speak.

Ronnie Hess, 1819 Summit, registering in opposition but not wishing to speak.

Carole Schaeffer, representing Smart Growth Greater Madison, 282 Alpine Meadow Circle, registering in support but not wishing to speak.

Doug Hursh, representing Block 100 Foundation, 15 Ellis Potter Court, registering in support and available to answer questions.

Sarah Frautschi, 1801 Laurel Crest, registering in support but not wishing to speak.

Luke Hutchins, 2984 Waubesa Avenue, registering in support, not wishing to speak, but available to answer questions.

Ald. Verveer is at the meeting but did not wish to speak.

The project team included George Austin, representing Block 100 Foundation, 2316 Chamberlain Avenue, Eric Lawson, representing Block 100 Foundation, 15 Ellis Potter Court, Kevin Delorey, representing Block 100 Foundation, 33 East Main Street, Ste 900, and Grant Frautschi, 1801 Laurel Crest, registering in support and available to answer questions.

Mr. Austin spoke of submission materials that were given at January 30 meeting and explained that no changes had been made since then.

Mr. Lawson noted that the wrong citation was given on the last page of their submission materials.

Levitan asked if a vacated Mifflin Street would change their proposal for open space on the corner.

Mr. Austin said garden space is desirable regardless of how Mifflin Street is treated. Building to the corner will reinforce the cross roads as an intersection instead of as a "space".

Levitan said outer corridor is a vehicular ring. Why put the open space there?

Mr. Austin said an outdoor space would "humanize" the outer ring. More recent developments on the outer ring have attempted to improve it.

Levitan asked if potential garden was ever considered on the back sides of Buell and Haswell.

Mr. Austin said the Foundation feels the proposed location on the corner is the best location for a garden. This outdoor space is completely different than the outdoor plazas of GEF 1 and 2. The proposed outdoor space will be designed to be attractive even in winter months. Rosenblum asked how it will be treated in winter. Mr. Austin explained space will not be active like it is in the other favorable weather months but it will have lights reflecting off snow and plantings from lighting system and from restaurant space to create a sculptural quality.

Rummel asked how the open space would interact with Overture and the locked doors at Fairchild.

Mr. Austin said that locking the doors is a management issue. The lobby might become a more active space and that they should not make design decision based on management issue.

Rummel asked about incorporating the Schubert Building since the footprint of the proposed design is so similar.

Austin said it could be done but there are floor height differences which make it more difficult and reduces opportunity to maximize rents. In order to repair the building for the future, it would result in the retention of the façade which is not what the Commission wanted on other aspects of this project. The expression of the Mifflin Fairchild corner (civic node) takes into account the four corners of the space. The Schubert façade is not part of the vision.

Rummel asked about the existing footprint compared to the proposed smaller footprint of Buell Building. How did you decide on this size and configuration? Mr. Lawson said that it is retail in front and storage related to retail in basement. They do not have restaurateur to date. They were just trying to represent what a restaurant may look like in the space.

Rummel asked about viable renters for retail spaces.

Austin said the proposal is to maintain the nature of State Street. The removal of a party wall provided potential for larger retail space and this was a concern of the neighborhood. The wall was restored between the Haswell Building and the Buell Building to create smaller spaces. Castle and Doyle could have been part of a larger retail space, but they decided to keep its current size. The Vallender space will also stay the same. Rummel wants this to be based on studies. Mr. Austin said they used consultants early on that pieced the markets of offices, restaurants, and retail together for the proposal.

Levitan asked about historic value of Fairchild Building.

Mr. Austin said it does have historic value but it is not so significant that it should not be removed for overall project goals. He requested that the Commission think about the project in total: 6 properties brought together for a unique set of circumstances. 100 Block Foundation believes that what is being proposed has greater value than what is lost. Rummel asked for more information about the timeline because it looks like they stopped investing in the property once it was landmarked and that the hardship of condition is somewhat self-created. Mr. Austin explained that they have maintained the basic integrity of the building. The floor repair was not part of maintenance. If it's decided that the Schubert Building should remain then those projects could be done in the future. The Foundation feels that they have been good stewards of the buildings. Gehrig asked when the Schubert Building came up for nomination, why did no one come to the Common Council to talk about these condition issues.

Mr. Lawson said that a condition report from 2008 noted the holes in the floors. Central Focus is managed by the Rifken Group. A letter dated January 25, 2008, addressed to the Commission and the Secretary and also copied to the Mayor and Alderperson opposed the nomination and asked to put it on file. The letter questioned the criteria used for designation and offered a strategy to work with the owners on the block in order to strengthen the neighborhood instead. The letter explained the economics needed for renovation and stated the need for modern accessible updates.

Levitan asked if it would have been more persuasive to unveil the plans for the entire block in 2007. Mr. Austin said there are dynamics involved in urban development and that was not possible. Rummel asked who the owner is. Mr. Austin said Central Focus LLC owns these properties. Marty Rifken was a broker and property manager, not an owner. Taylor noted that the national economy is in a bad place and through this proposal, the Foundation is promising beautiful retail and a fantastic restaurant. Is this really a reality? Mr. Austin said that the economy is not a key factor in this decision due to the available resources. Cash flow from project doesn't have burden of debt and can provide the level of support needed for this project. They understand the rent structure to be \$17 to 32/square foot for retail space on this block. They are proposing \$27/square foot for retail space.

Rosenblum asked about Block 100 Foundation being the owner. Mr. Austin said properties were acquired over decade by Central Focus LLC which was formed to purchase these properties. Central Focus is controlled by the Overture Foundation. Block 100 Foundation was created by the Overture Foundation and it would be the entity that would transfer title from Central Focus LLC to the Block 100 Foundation. The Block 100 Foundation will build it, own it, and lease it.

Levitan asked if Mr. Austin understood the action on the Certificate of Appropriateness for the Schubert demolition would be referred to allow the Urban Design Commission and Plan Commission a chance to consider design and land use issues. Mr. Austin said the Urban Design Commission should move on the architectural design before the Commission takes up the Certificate of Appropriateness for Schubert. Then after the design and land use issues have been taken up the Commission can vote on the Certificate of

Appropriateness on Schubert. Secretary said that there was a communication from Brad Murphy that explained the process just discussed.

McLean asked about how the proposed corner park and building will change the area of the outer loop to make it more successful. Mr. Lawson explained that the reason for creating the open space is not to calm traffic but to create a special space that you experience when you drive outer loop. McLean clarified that the open space is more about the visual connection than the physical connection. Mr. Lawson explained that they are trying to create a unique space in the fabric of the city and that the suggestion to locate the garden west of Stark building creates a totally different vision and a different sense of place and doesn't connect with the Museum and the Library and the Overture Center. Mr. Austin said City Engineering has created new geometrics for the outer ring for Webster and Dayton Streets which makes the street more pedestrian friendly, bike friendly and helps lead the way for future improvements for the outer ring. Levitan said they should purchase the Ivory Room and incorporate it as a part of a whole block solution.

ACTION:

A motion was made by Gehrig, seconded by Rummel, that the Landmarks Commission make a recommendation to the Plan Commission that the Fairchild (Stark) Building at 122-124 West Mifflin has historic value and is structurally sound and that the Landmarks Commission recommend that it not be demolished. The motion was passed on a voice vote/other. (6-0)

Rummel wondered about how the Urban Design Commission will interpret the action. She is concerned that without actions on both remaining parcels, the Urban Design Commission may find a solution in the existing proposal that is not consistent with the Landmarks Commission.

Gehrig said Gary Tipler's comments were persuasive about sharing social history by retention of the built environment.

Levitan noted the architect of the Stark Building was also the architect of Terrace Home Apartments (City landmark) and Rennebohm Drug Store.

Taylor noted that the motion should include the importance of the Neo-Classical Revival style, the involvement of a noted architect and the social history.

Gehrig mentioned the greenness of buildings that exist.

Levitan noted that the Stark Building (1925) was built in the context of Kessenich's (1923) and predates the Capital and Orpheum theaters, which adds to the historic relevance that created the State Street that Madison knows today.

Gehrig said that buildings should be retained on corners instead of being removed for open space.

Rosenblum said the Fairchild Building has great charm and that he has never perceived Fairchild as the negative place that has been discussed. The Fairchild elevation explains historic aspects of the City and anchors that part of the block.

McLean asked how many blocks on State Street are intact and retain their historic character. He notes that this building contributes to the uniqueness of the historic character of the block.

Rummel said historic flat iron blocks have through- block buildings and fabric that could accomplish goals of the Foundation if viewed in other ways.

Slattery said that there is a cohesiveness of the block. In looking at the nomination for the eligible National Historic District, 94 buildings are contributing and the Fairchild Building is one of them.

Rosenblum would like to discuss the issue of the Schubert Building but refer the action on the Schubert Building to a future meeting.

Levitan stated that the project team notes there are several other Queen Anne buildings in the area and other Kronenberg buildings in the area. Tipler addressed the differences between the various Queen Anne buildings. What do the Commissioners think about this? Gehrig noted that of the 6 buildings shown in the submission materials, only one is a designated landmark.

Taylor noted that a landmark nomination request involves a strict research, vetting, and approval processes.

Slattery said while there are other examples of the Queen Anne style, those are not landmarks. Allowing a landmark to be removed is a slippery slope.

Rosenblum noted a portion of the letter from Mr. Stark that asked "how many landmarks do we need?" Rosenblum stated that we need as many landmark buildings as necessary to convey our City history today and in the future.

Levitan said Criteria B does not apply because this is not a historic district. Criteria C is very a broad set of criteria and relates to the purpose and intent of ordinance. Rosenblum noted the overall proposal may stabilize property values and strengthen the economy. Rummel said the Secretary showed how there are alternative ways to meet the goals of the proposal. Rosenblum agreed there are alternative ways to view the block and achieve the goals. Rummel said the Schubert Building should be saved.

Levitan said Criteria D relates to whether the building or structure is of such old or unusual design that it could not be reproduced without great difficulty or expense. Staff notes that it is a landmark due to its architectural significance and therefore, it is unusual. The project team has already said there are other Queen Annes in area.

Levitan said Criteria E discusses whether the retention of the building or structure would promote the general welfare by encouraging study of American history, architecture and design or by developing an understanding of American culture and heritage. Gehrig noted the social history of the Schubert Building and how it relates to prohibition. Mr. Tipler's testimony about the German influence in the development of that part of State Street is important for this criteria.

Levitan said Criteria F discusses whether the building is in such a deteriorated condition that it is not structurally or economically feasible to restore it. Levitan noted that this is an objective standard and that the Applicant has submitted a work plan and a budget indicating that even under the most favorable economic assumptions the building as a stand-alone restoration loses money. Is that economically unfeasible? How much do we hold against the Applicant the current condition of the building or was the explanation of the difference between the maintenance and the investment in future uses a satisfactory explanation? Rummel noted that they are a very unique developer and are in a unique position where this request is not economically infeasible.

McLean noted that this is more about what the Foundation wants than economic infeasibility. He noted that anything can be saved. He has seen buildings in worse condition be rehabilitated. It is possible to gut the building and keep the shell and we would still have a landmark based on our Ordinance.

Levitan said Criteria G which discusses if the new use is compatible with the building and environment of the district in which the subject property is located. The project team says it does not apply because it is not an historic district. Staff says the section relates to context not historic districts. The City Attorney agrees with the Applicant that the phrase in that section does relate to an historic district and that Standard G is not something we should considering for this purpose.

Levitan requested a motion to grant Certificate of Appropriateness – None was given.

A motion was made by Rosenblum, seconded by Taylor, that the Landmarks Commission refers the consideration of an issuance of a Certificate of Appropriateness to demolish the Schubert Building. The motion was passed on a voice vote/other. (6-0)

Levitan said that if we voted to reject or deny an issuance of a Certificate of Appropriateness they could take it to the Common Council like they did with Edgewater with a request to overturn or modify that action requiring 14 votes. A referral would enable Urban Design Commission and Plan Commission to weigh in on the design and land use implications without that rejection hanging over it. It would come back to the Landmarks Commission and we would have to vote on the Certificate of Appropriateness before the project can move forward.

Levitan said it would be better to see it after the Urban Design Commission and Plan Commission have seen it.

AGENDA # 5

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION

PRESENTED: February 1, 2012

TITLE: 100 Block State Street: 117-119, 121-123, 125, 127-129 State Street; 120, 122 West Mifflin Street – Project that Involves the Demolition, Renovation and Refurbishing of Some Structures, as well as New Construction Including Private Open Space in the C4 Central Commercial District. 4th Ald. Dist. (24478)

REFERRED:

REREFERRED:

REPORTED BACK:

AUTHOR: Alan J. Martin, Secretary

ADOPTED:

POF:

DATED: February 1, 2012

ID NUMBER:

Members present were: Richard Wagner, Marsha Rummel, Todd Barnett, Dawn O’Kroley, Richard Slayton, Melissa Huggins, John Harrington and Henry Lufler.

SUMMARY:

At its meeting of February 1, 2012, the Urban Design Commission **REFERRED** consideration of this project. Appearing on behalf of the project were George Austin, Doug Hursh, John Grove and Eric Lawson, all representing the Block 100 Foundation; Stephen Fleischman, Sandra Torkildson and Mary M. Kofar. Registered in support but not wishing to speak were Grant Frautschi, representing Block 100 Foundation; Scott Kolar, Greg Rice and John Brigham. Appearing and speaking in opposition to the project were Elizabeth Cwik and Jason Tish, both representing the Madison Trust for Historic Preservation; Edward Kuharski, Rosemary Lee and David Leucinger. Registered in opposition but not wishing to speak were John Schlaefer, Peter Wolff, Eileen Kolbach, Bruce Woods, Bela Sandor and Ruth Sandor. Registered in opposition and available to answer questions was Erica Fox Gehrig. Registered neither in support nor opposition were Maria Milsted, Mark M. Smith, Daniel L. Milsted, Scott Kolar, representing Capitol Neighborhoods, Inc.; and Michael Stluka, representing the 100 Block Steering Committee.

George Austin summarized the project as a civic improvement with three segments: reinvestment, transformation and support of civic institutions. The project will provide high quality urban development to increase the quality of downtown from a philanthropic platform. Doug Hursh then presented a PowerPoint of the development proposal showing the existing pedestrian experience along North Fairchild Street and the landmark buildings included in the plans. The Castle & Doyle building will remain in place during construction, as well as the Buell façade. They will renovate and rehabilitate those buildings and possibly pull out the storefronts to the street, as well as make the buildings accessible. They are looking at removing one of the floors in the Vallender building. The buildings have been assessed by engineers; the brick has been painted over such that moisture is trapped and bricks are falling off. They studied the suggestion of the Commission to construct buildings that are of this time and reflective of the past. These were presented to the property owners/developers

as well as a neighborhood group who both felt that something that is more in keeping with the flavor of State Street is appropriate. It is not intended to be a historical rebuilding, a clean design but a representation of what was there in the past. They are adding a fourth floor to the back of the Buell building, stepped back four feet from State Street. The impetus for the civic node came from the surrounding and future civic buildings. The studies are showing a building that wraps the corner up to the Hovde building with the potential to be as tall as that building. Massing images showed views from Fairchild Street with the existing buildings in place. The vision along Fairchild is to create a space that invites someone coming from Overture around the corner to walk that way. Geothermal wells will be used within the garden space for heating and cooling the buildings. Hursh walked through the floor plans and their plans for more contiguous open space. They are keeping the majority of the Castle & Doyle building with cut-through walls and a ramp that would get you down to the level that exists today, with the Vallender floor aligning with that, with the idea of creating a fairly simple mass that has a sweeping curve that starts to define this space. The activity of the restaurant would happen on the ground floor with floor-to-ceiling glass and cut stone. Materials were discussed and samples were made available.

John Grove then presented plans for the urban garden. The café area outside would be an extension of the restaurant level that would pull out into the garden space. The pattern was derived from taking care of and managing the grade differential. The space would be incorporated with the terrace and walkable surfaces within that grain. The pattern provides a visual interest from the buildings above and from the street as you pass by, with potential for a hidden water feature to add sound and reflection. Canopy trees are proposed to reach about mid-building. Materials are limited to raised or flushed granite and paving. The variety of plantings would change seasonally; they are still in the process of studying what those plants would be.

Jason Tish from the Madison Trust for Historic Preservation presented their alternate vision for this block based on a rehabilitation approach. They agree there is potential for improvement in this block. There is deep disagreement on the best approach of taking advantage of this opportunity. Redesigning and reusing existing buildings is a more sustainable approach and would also create as many jobs as new construction. This approach would retain roughly 6,000 square feet of commercial/retail space lost with the Block 100 Foundation proposal. Part of the issue is that this proposal stems from and is an extension of the Overture aesthetic. Physically and architecturally it has been shoehorned into a small scale urban commercial district, making the contrast between the north and south side of the 200 Block of State Street is stark and dramatic. Taking a big picture view of State Street provides an experience of authenticity you can't get anywhere else, derived from historic small scale architecture, architectural history, urban development history, and this character is most clearly identifiable in the 100 Block. This proposal would begin the reinvention of the 100 Block. The proposal includes a façade-ectomy for the Buell building, which is generally considered destructive to historic buildings. Demolition of designated landmarks is problematic; the Castle & Doyle building, the Buell building and the Schubert building are all possible candidates for rehabilitation. The proposal would exchange a viable existing building with open space for the urban garden. They are skeptical that a private garden would be a significant draw to this location. Other public urban spaces downtown that do not draw people in include the courtyard outside the Geoff 3 building, Lisa Link Peace Park and the Union Terrace, which sits empty half the year. Architect Elizabeth Cwik echoed Dick Wagner's sentiment in being grateful to the Frautschi's to their generosity to the City of Madison. An adaptive reuse and preservation solution for the 100 Block was presented, which enlivens the corner with commercial activity and provides a roof garden. These blocks need to evolve and grow with time. The 100 Block Foundation has perceived a problem and is looking at one way to solve it; there is more than one way to solve this problem. The uniqueness of the flatiron block is that the buildings are all connected. This proposal creates a false dichotomy of the 100 Block of State Street and Fairchild Street. Both sides really belong together but the footprint of the main mass of the proposal sits in the middle of the block and completely ignores the edge of this flatiron block in a way that no urban planner would recognize as appropriate; it completely ignores the urban edge. This open space garden/plaza and the fact that it's a single

use plaza is troubling, its main use is an eating area for the restaurant. The Stark building has been doing a fine job of holding that corner since 1927.

Steve Fleischman spoke about the scale and retail aspects of State Street as being more important than the architecture. It's a street that has an energy and makes sense as a pathway between the State Capitol and the UW campus. The people enliven that street when they walk up and down. He applauds this proposal because he sees it as keeping State Street intact. It also keeps its retail presence intact, and has the opportunity to totally refurbish the Castle & Doyle building. It is sensitive to its neighbors in terms of the use of materials and form. It's completely privately funded with a strong attempt to keep the tax base and to enhance that tax base with money coming from the rent to help support the culture in Madison.

Scott Kolar spoke representing Capital Neighborhoods. The members spent a great deal of time reviewing this proposal and established a steering committee was formed to represent the views of the neighborhood to the developer. They have met 11 times over the last 3 months. Two things have emerged during that time as the neighborhood's goals: The character of State Street be maintained and that Fairchild Street be made more pedestrian friendly and attractive by eliminating the back door appearance of the façades. The steering committee generally favors the plans for the State Street side, which include rehabilitation of some landmark buildings, with the following caveats: historical accuracy should be maintained as much as possible, reconstructed façades should have a historically accurate look, and high quality materials should be used throughout and a great deal of attention paid to getting the details right. As for the Fairchild Street side, residents are divided. There are those who favor the civic node with open garden space and believe it will achieve the goal of improving Fairchild Street, with the potential benefits outweighing the loss of the Fairchild building and the Schubert building. Others feel that the Fairchild and Schubert buildings should be maintained because of their landmark and historic significance. Rehabilitation and adaptive reuse would better achieve the goals in this area. They would like to note the professional manner in which the development team has engaged the neighborhood, and believe constructive participation by all parties can result in the positive evolution of a proposal.

Rosemary Lee spoke as a 44 year downtown resident and a member of Capital Neighborhoods in strong opposition to the plan as presented. She hopes this project does not become as divisive as Pleasant Frautschi's project in New York. Interesting architectural and historic characteristics will be lost forever. This plan is disrespectful of the site's uniqueness. Our past defines our present and our future and it is unconscionable to willingly destroy it. Landmark buildings should not be sacrificed for glass and steel. Everyone at this table knows that a structure can be rehabbed if the owner is willing to do so. She also mentioned concern for the small business people who are not part of this project and the financial losses they may suffer. This plan needs more vetting by commissions, City staff and citizens.

Sandra Torkildson spoke as one of the owners of A Room of One's Own. She has faced a lot of the challenges that business have had to face with the older buildings downtown. It's not easy to run a business in some of the conditions those buildings are in. She was excited to hear about this project as it will update a lot of the buildings with a bigger footprint. She is especially happy with the addition of office space because that brings more business to the retail components. She wants the downtown to remain an active retail node, not just a place for entertainment and bars. Diversity is part of a downtown, with a mix of architecture being appropriate and interesting.

Mark Smith felt compelled to attend the meeting rather than writing a letter to the Commission. What motivated him was the idea that a corner would be demolished which makes absolutely no sense whatsoever. Cities are made of blocks, and blocks are made of streets with buildings that hold the edge. Vacating a corner is extremely destructive to the urban fabric. He urged the Commission to reject any proposal for this block that suggests the

removal of a large portion of that block, particularly on a corner. This block may very well benefit from some appropriately scaled public space, however, the most successful way to do that may well be to use the rooftop. He also noted that Cesar Pelli stated: "The lobby of the Overture Center is to be used as an urban living room to for anyone, whenever the doors to the lobby are open." The Overture lobby space is actually larger than the outdoor space being proposed here tonight. It would be used much more heavily if the surrounding corners and blocks were built back up the way they should be. He sees great value in navigating through the City streets, reaching a building and navigating through that building to reach a rooftop or other hidden urban pocket space to get a new perspective. Rummel asked if he had any ideas or visions related to Mifflin Street. Smith responded that there are opportunities and seems somewhat forgotten in this conversation. If all the new or rehabilitated projects go through, Mifflin will become even more important than it is right now, and possibly more traveled than State Street. The façades on Mifflin as well as holding that street edge is very important.

Edward Kuharski spoke as an architect inspired by the older architecture in the City. The City's Downtown Plan has a whole section on historic preservation and talks about these corners being key aspects to preserve. More aggressive inspection, enforcement and maintenance are what is needed for this historic buildings. There should be an incentive to remain in these buildings. The City should have mechanisms in place to encourage tenants to fill these areas. The City's original Civic Center held the corner and engaged pedestrians. The new Overture is a glass and steel box that just sits on the corner but does not engage anyone with limited entries. The doors are hardly ever open except for emergency egress. It's a travesty that the only entrance to Overture along the entire State Street length is a tiny entrance to the museum shop. He does not want to see another block treated in the same thoughtless manner.

Mary Kolar stated that this project is needed, it is a taking care of buildings on State Street that are badly in need of being restored, the developer is going to keep the Castle & Doyle building and maintain the historic looks of the other buildings. In terms of how the project blends State/Fairchild and Mifflin, if you walk around the Capitol Square you will see a blend of historic and newer buildings. It's why people like myself choose to live in downtown Madison.

Eileen Kolbach spoke about the demolition of the Stark and Schubert buildings. All of the things wrong with the building can be taken care of. The floors can be removed and put back and have a nice building. She is not enthused about the color of the building as it echoes the Overture Center. If it was a different color it might look more modern.

Comments and questions from the Commission were as follows:

- The configuration of the restaurant, has that been tested with any willing restaurateurs?
 - We've been meeting with a restaurateur in the City as a consultant and he is interested in the space.
- The total square footage of office space is 20,000 square feet? If you were to go the rehab and renovation route, is there any stream of income that could be generated off of those spaces?
 - The project is smaller than the existing space by about 11,000 square feet (6,000 of which is basement space). The proposal has taken care to create spaces on the upper floors that are very efficient. By keeping them as apartments as has been proposed would not generate that income.
- One of the things I struggle with in this design is that I really like the curve of the plaza, and I really want the curve to somehow be reflected in the architecture. My instant reaction was you're trying to capture the mass and bulk of what was there but I want something that's really different and soaring. This design feels very heavy to me and I want it to float a little bit more. The natural space in the plaza should somehow be reflected in the building. I think this new building needs to be different, and it's OK if it's different, and it should be.

- Are Potter Lawson working on the State museum effort?
 - As a programming effort we have been working with them.

What is the timeline?

There is no timeline on this project. They've looked at multiple sites downtown, this is one they've looked at. They haven't told us when and if they might build it. We've done some massing diagrams that show how much site they need for the program they've identified, more volumetric studies.

- The entryway of this new addition – how on the street edge do you get inside the building?
 - The entry is on the plaza side. The nature of a restaurant is such that they want only one entrance. The restaurateur said they need a front door on State Street to make this successful.
- Who is this garden for? The public or the restaurant?
 - Both.

I could walk in off the street and sit in the garden?

Yes. We have to look at City requirements in terms of delineating restaurant space but I don't think we have to have it cordoned off. The garden will be open 24/7.

I like the project. My concern is the plaza on the corner, it doesn't work. I think it's a nice plaza it doesn't grasp that street corner.

- During the day the Overture is dead. I'm concerned that from November through March, even April, that side will be a dead corner without some kind of indoor use there. I don't want to see two dead corners in that area.
- The entrances to the Overture, do you see a mid-block crossing at some point? How do you see that circulation?
 - We saw it this way for safety crossing at intersections. The mid-block piece, that's one reason we diagramed the block this way. The entrance at this point is so it's visible from State Street and the ability to walk through.
- Was there thought to having more hardspace and people occupying that space?
 - We're open to comments. We've looked at this multiple different ways. We had a lot of discussion about public versus private space.
- Can you comment on restoration, renovation and a third floor rooftop deck on the corner building.
 - The roof is wood framing, less structure than you have at your home for floors. It's undersized and would need extensive work. The mechanical equipment is all on the roof right now. The footprint is 2,800 square feet, with that amount of space, two exits up there, an elevator, there are a lot of different challenges to make that a very usable green roof space. Fire resistant rated construction factors in and is totally different with a wood frame building.
- Your response to the question was about the roof frame loading and it's a bigger question about the capacity of the foundations and the bearing wall structure, less about the existing roof deck if we could walk upon it. If it's not designed to that capacity, a steel framed structure could be inserted within it while still retaining this building. I strongly feel that corner building, the Fairchild building (Stark), needs to remain in that location and I've referenced before the MG&E building that was demolished for the construction of Overture just opposite Fairchild Street; it was a two-story building that looked remarkably like the Fairchild building that was designed with the capacity to have two additional floors added, which were constructed and the four-story building was demolished for the construction of the Overture Center. I encourage the design team's further research of that building. That's a deal breaker for me. I strongly feel that building deserves to remain on that corner.
- I almost envision your first floor level being elevated. Go up, build a roof deck, a structure we can see and we can see the depth and make it soar and make it sing. There's a lot of opportunity here, this being the hub. If it's ground plane outdoor space that we need, please discuss vacating West Mifflin Street with the City, even if it's on a temporary basis. I think we have spaces we can better use.

- I thank the Frautschi's for recognizing there is an opportunity and problem there. The proposed uses, converting the apartments to office, that seems to make good sense.
- The term civic was used for that space. When I think of civic I think of a space where I'm welcomed. Oasis was also used. I'm not sure if I understood exactly what the dynamic of that space is. It's 24/7, there's no one policing it, but it's the "Edgewater" realm of who can walk there, when is it closed off, etc. When I hear the word "public" I can sit there as long as I want and the restaurant can't tell me to leave. But there are tables intended for the restaurant but there aren't places to sit here. I see this as a very defensible space with the layers, it's discouraging people from being a part of that because you're not going to sit in the planter beds. I don't see this as a refuge or oasis.
- There are so many other places that are in a reasonable zone. There's the Capitol Square, Peace Park, the terraces. State Street is a great place but it's not huge and I don't think of it as going down Madison Avenue where you walk for miles and miles and don't find an open space. A both ends you've got an open space. I don't see that there's a need for a refuge right in there. And I would agree that it's a temporary space, it's going to be used by a select few for however many months out of the year.
- I'm glad to see there was investigation in terms of the precedent setting spaces in Boston. But those are really public open spaces, there are benches, they're open to the street, they're not what I would consider on the side of private or public/private like here.
- I'm not seeing the need. I look at this and I wonder is the purpose of this space equally for people to sit in that space and look at the Overture Center, or is it for people to be in the Overture Center and look at the space, or for people in the Overture to look out and get a better panorama of it. Is that space intended more for viewing to the Overture or from the Overture, or equal.
 - I think we're trying to create a space that recognizes the importance of what we're creating, what could be on this corner. You come around the ring road and you see a special space that is unique. It's a place making opportunity. It's not to clear views from the Overture. From the new library the public spaces have all been pulled to the corner and there's great opportunity to partake.
- There's parking along here right now and the sidewalk is narrow. When you're in Overture you look out the ground plane and see cars and parking meters. What if you just said how about this 9-feet here, get rid of the parking, get benches out on the street, put in plantings that fit the street and create a nice backdrop to the Overture Center. Then you could rehabilitate those buildings, insert modern pieces into their façades.
- I do feel there should be some honest dialogue about which buildings come down and which ones stay. Certainly the Landmarks, I think should stay. This street is a collection of different periods of architecture, some of which are quite nice and some are unfortunate. Any new work should reflect today's date. The vitality of State Street is because of people but the people are there because of the things that are going on there. I don't think inserting a piece of modern architecture into that fabric would be a detriment. To me the big item is the corner park.
 - The landscape architect would agree with you. They'd like to bring the edge of the park out into the right-of-way. We suggested staying within the property line but that would be a discussion we'd love to have. There's trade-off as people will drive to find parking, so having parking on the street is important. Maybe it could be pulled back so the corners could be treated differently. And when we talk about "civic nodes," it's not the garden, it's this whole part right here. When you take Overture Center, the new library and hopefully a new State museum and put them all together on 3 sides you create a very special zone. These buildings come right up to the right-of-way with no breathing room. There's no greenspace, there's nothing about it that's very appealing. The garden became an element to help reinforce this civic node. There is a nod to Nolen in terms of utilizing this corner in a way that was recommended 100 years ago in his plan.
- I also think if the street were narrowed the traffic would slow down which would be really good.

- You have created an opportunity to look at this block in ways we never have before. Can we find a way for you all to see another outcome that will get at some of the things you want. I think we need to work on really vacating Mifflin Street. That's the public civic node we could create. We could have this great space between all these new buildings connected to the Capitol in a way that will create an edge that is just fabulous.
- I struggle with the question of façade-ism. I urge you to think how you could save a landmark rather than just walk away. If the Vallender building can't be saved, maybe that's where the modern might come in.
- We really do need to see this as a triangle and include the Mifflin side as well. This plan creates a lot of dead space on Mifflin. You're only building a one purpose building but we want these to last generation. You're building a restaurant, what if that restaurant fails? We need something more functional.
- I really appreciate people like Sandy coming in and talking about retail spaces.
- The fourth story addition on the new construction really didn't fit the Buell building; it's not the right top. I hope you look at what else you could do there.
- That block when it was triangular was developed for small private interests. The City has changed the dynamics of that area by approving the Overture Center and investing in a new library. So this is not the same kind of area. How does the City address public buildings and their functionality and presentation? What's that context, not just what the block's context is. I don't think this proposal does anything to harm State Street. If this is a public space where we've now created more significant public buildings, how do we think of the areas around them in terms of context. There's something that needs to be different. We're changing this and we haven't sorted out how that change affects the public space. Hopefully the design team and our comments can help solve that.
- Trying to predict how that space will be used. I'm trying to discern what kind of footprint you need programmatically. I believe that that node as a concept can still be met. It's what type of public space is needed.
- I'm not convinced that this garden is indeed a public garden. I don't see the amenities or why anyone would come down to that area. The way it bleeds off it weakens West Mifflin Street; you've got this swiss cheese effect with holes for openings. Nothing takes you right to the park. I'm not against having some type of open space there but it really needs to be defined. The way you have the horizontal lines, you don't really invite people into it, there's no place to sit, there's no context for it.
 - One of the reasons for elongating it is from State Street, to open up that view corridor. To provide something at the corner that's more of a destination than just a building.
- Do you see that our comments and concerns can be discussed, or is this a case of "this has to happen this way?"
 - That's a very good question and I don't have a specific answer. The Block 100 Foundation's design solution is very superior in their mind. Whether there is an alternative they feel comfortable proceeding with, I don't know the answer to that yet.
 - Almost every committee we've met with has been split. We've received a lot of support and we've heard a lot about revisions.
- Is the architecture fixed?
 - No, not at all. We're open to comments.
- Maybe you need a modern flatiron building there at the corner. I think cities are organic creatures and they grow and change.
- I think if you can get the architecture of this building to wow people, you can get there.
- I agree, it needs to sing. Right now it seems too much like a background building. The buildings have different faces on different sides, and they should because they face different things. But there's no connection there, other than through the penthouse.

- What if we also thought of the envelope? What if we got from the City 12 more inches for the envelope, with the sidewalk and then instead of inserting in you can insert over? And give yourselves more opportunity with preserving special pieces.
 - Instead of doing something new on State Street, the front of this building doesn't even have a front. It doesn't have a street conversation, it doesn't say "come on in!" The fenestration is a problem and we really need to look at how it treats that fourth floor addition where it faces State Street. You're putting a top on this building that is just the wrong style. That's aside from the whole question of removing buildings.
 - We've got a building that's trying to be supportive of its surroundings, other than the ground plane being very open and energetic.
- New on State Street can work. Replacing the Potter Lawson (Leath/Haswell Furniture Building) façade on State Street doesn't do anything for me. It's OK but it doesn't help sell this building as really helping make that whole civic arrangement be outstanding, which is really part of the problem we are trying to get to. In that sense maybe a more great presence design might sell it.
- I think the costs are too high in terms of the loss of landmarks and another historic building. The design needs to pay for it, so to speak, it needs to be something really exciting.
 - Maybe this building is too homogenous. Maybe a little sterile.

ACTION:

On a motion by Barnett, seconded by Harrington, the Urban Design Commission **REFERRED** this item. The motion was passed on a vote of (7-0).

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 rating for this project is 8.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 100 Block State Street

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
Member Ratings	8	5	7	7	-	8	10	8

General Comments:

- Top issue is erosion of the corner. Much else admirable. Sincere thank you for the effort.
- Architecture should be more exciting. Bottom heavy, need to soar.

DRAFT Motion-only

excerpt AGENDA # 7
City of Madison, Wisconsin

REPORT OF: URBAN DESIGN
COMMISSION

PRESENTED: March 7, 2012

TITLE: 100 Block State Street – 117-119,
121-123, 125, 127-129 State
Street; 120, 122 West Mifflin
Street – Project that Involves the
Demolition, Renovation and
Refurbishing of Some Structures,
as well as New Construction
Including Private Open Space in
the C4 General Commercial
District. 4th Ald. Dist. (24478)

REFERRED:

REREFERRED:

REPORTED BACK:

AUTHOR: Alan J. Martin, Secretary

ADOPTED:

POF:

DATED: March 7, 2012

ID NUMBER:

Members present were: Marsha Rummel, Dawn O’Kroley, Todd Barnett, Richard Slayton, John Harrington, R. Richard Wagner, Melissa Huggins and Henry Lufler, Jr.

SUMMARY:

On a motion by Slayton, seconded by Huggins, the Urban Design Commission **EXPRESSED INTEREST** in supporting the project. The motion was passed on a vote of (4-3) with Barnett, Rummel and O’Kroley voting no.

The Urban Design Commission supports the continued exploration of the general concepts of the project. The volume of the buildings as proposed is acceptable with adjustments to State Street fourth-story façade pulled back from the Buell Building (which implies that the space is placed elsewhere). The open space at the corner can be supported if issues are resolved with the public/private interface, including civic programming to invite the community in and which activates Fairchild and Mifflin Streets. The retail presence on Fairchild shall be increased, and on-street parking on Fairchild shall be eliminated and the terraces be expanded to relate design-wise to the corner’s open space.

Issues of the Schubert building preservation by moving or inclusion shall be worked on. The Plan Commission should undertake the appropriate land use discussions as part of their initial steps.

SECRETARY’S NOTE:

The motion does not constitute initial approval of the project, but an expression of interest in support with the specification of issues that need to be addressed with future consideration for initial approval of the project by the Urban Design Commission.



Department of Planning & Community & Economic Development

Steven R. Cover, Director

Madison Municipal Building, Suite LL100
215 Martin Luther King, Jr. Boulevard
P.O. Box 2985
Madison, Wisconsin 53701-2985
FAX 608 267-8739
PH 608 266-4635

November 10, 2011

Mr. George Austin
President, AVA Civic Enterprises, Inc.
2316 Chamberlain Avenue
Madison, WI 53726

RE: Proposal for the 100 Block of State Street

Dear Mr. Austin:

The purpose for this letter is to provide you with some initial comments on the concept plans you have recently presented regarding the redevelopment of six properties in the 100 block of State Street. Although no formal submittal has been made, due to the significant amount of public dialog that has already occurred, I wanted to provide you with our initial thoughts. Staff from my department recently met with Eric Lawson and Doug Hursh from your team and reviewed the proposal and the required steps in the development review process.

Based on that meeting, we understand that the project involves completely demolishing the buildings at 117-119, 121-123, 125 State Street, and rebuilding their State Street facades. The project also involves demolishing the building at 127-129 State Street and building a new structure in a style reminiscent of the original building. The project further involves demolishing the buildings at 120 and 122 West Mifflin Street. A new 2-4 story commercial building is proposed behind the State Street facades oriented towards a proposed private open space at the corner of West Mifflin and Fairchild Streets.

As you are aware, the buildings at 125 State Street (the Castle and Doyle Building) and 120 West Mifflin Street (the Schubert Building) are City of Madison historic landmarks. Buildings are designated as landmarks because their architectural/cultural contributions to the community are unique and should be preserved. Demolition of landmark buildings is something that the City takes very seriously and should only be considered in rare instances for truly extraordinary projects. In the case of 125 State Street, the deconstruction and reassembly of one building wall is not considered preservation as the entire building is designated as a landmark. However, there may be opportunities to adaptively reuse a more significant portion of that structure in a new project. Additionally, staff believes that there is also an opportunity to use all or a portion of the Shubert building at 120 West Mifflin Street as part of the larger project. The Department does not support the demolition of these landmark properties, and strongly suggests exploring ways to incorporate both buildings into the project.

Mr. George Austin
November 10, 2011
Page 2

The building at 122 West Mifflin Street, although not presently a landmark, is a classic limestone structure that staff believe is clearly eligible and worthy to be designated as such. The building appears to be in good condition and does not seem to be a candidate for demolition. It also holds the corner well and relates to the limestone façade of the historic Yost-Kessenich Building that was incorporated into the Overture Project. The Department does not support the demolition of this building.

In addition to the historic preservation issues, staff has a number of design-related concerns. Any new construction, addition, or major alteration in the C4 (Central Commercial District) shall conform to the Urban Design Guidelines for Downtown Madison. According to these Guidelines:

“While new buildings and major additions should possess their own character, design solutions that are obtrusive and present extreme contrasts with adjacent structures should be avoided. By respecting the proportion of window openings and doors of existing buildings, new structures and major additions will possess an appearance of ‘belonging’ rather than ‘intruding.’”

Our staff feels that the site plan, and the massing, scale, rhythm, and proportions of the proposed development disrupts the existing urban fabric along both its West Mifflin Street and Fairchild Street frontages. The structure’s design that is pulled away from the corner disrupts the pattern created by the surrounding buildings. Creating a private plaza at the corner also diminishes the sense of enclosure that is created by buildings that are close to, and oriented towards, the sidewalk.

The Urban Design Guidelines for downtown Madison and the C4 zoning recognize the special design challenges presented by the diagonal streets approaching the Capitol Square. These guidelines and the zoning on the property establish a four-story limitation for buildings along State Street but allow taller structures, up to eight-stories in the right angle portions of the blocks (i.e. the Fairchild/Mifflin Street corner) where no building is currently proposed. From a design perspective, if the desire is to create an open space for an outdoor eating area for a restaurant on the block, this could be achieved while still holding the corner of Fairchild and Mifflin Streets with the existing building. The guidelines recommend that new buildings should respect the existing scale, rhythm and proportions along State Street Mall.

Finally, the project is inconsistent with several recommendations in the draft Downtown Plan (scheduled to be introduced to the Common Council on November 15), such as:

- Establish building setback and/or build-to lines requirements that reflect the character of the areas in which the property is located...as a general rule...buildings in mixed use or non-residential areas should be setback between 0 and 10 feet from the front property lines (rec. 45);
- Preserve and rehabilitate significant older structures, including flat-iron buildings (in the State Street District) (rec. 65);
- Preserve and restore landmark buildings (rec. 161);
- Preserve triangle blocks and associated flatiron buildings and ensure that new development on parcels with acute angles follow that building form. (rec. 175).

In a previous meeting I have requested the floor plans of the existing buildings and elevations of the ground floor with notations noting the bearing walls within the structures. I would also like to know what other alternative design solutions you identified and evaluated which led you to arrive at the

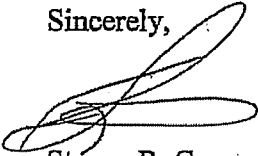
Mr. George Austin
November 10, 2011
Page 3

proposed alternative. At this point, we are not convinced that you cannot utilize the existing buildings on the block to achieve a desirable project.

In conclusion, staff does not support the project in its current iteration. I strongly encourage you to reconsider your approach. We would be happy to discuss this project as the design evolves to arrive at a project that achieves your goals while addressing the concerns outlined in this letter.

If you have any questions or would like to discuss this project further, please let me know.

Sincerely,



Steven R. Cover, *AICP*, Director
Department of Planning and Community and Economic Development

c: Mayor Paul. R. Soglin
Anne Monks, Assistant to the Mayor

**RESOLUTION SUPPORTING THE
BLOCK 100 FOUNDATION PROJECT**

CAPITOL POINT CONDOMINIUM ASSOCIATION INC.

Whereas, the Block 100 Foundation has proposed a development in the 100 Block of State Street; and

Whereas, the Board of Directors of Capitol Point Condominium Association Inc. and the residents of the Condominium have had an opportunity to review the project including the removal of 2 buildings at the corner of Mifflin and Fairchild Streets; and

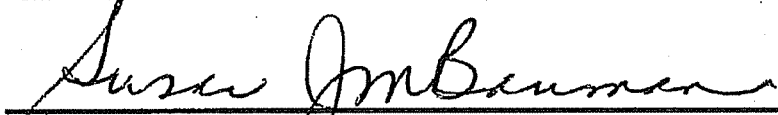
Whereas, the Board of Directors of the Association agrees that the project will preserve and enhance State Street; will create a pedestrian friendly environment; will create an attractive urban environment for residents and visitors; and

Whereas, the Board agrees that the project is a substantial investment in the downtown community where the residents of Capitol Point live and involves no City funding or TIF; and will substantially increase the City tax base and create jobs; and most importantly provide permanently gifted support to the Overture Center for the Arts;

Now therefore, be it Resolved, That the Board of Directors of Capitol Point _____ Condominium Association Inc. fully supports the Block 100 Foundation project as proposed and urges the City of Madison, the Landmark Commission and the various City of Madison Committees to approve the project as currently proposed.

Dated this 12th day of March, 2012

CAPITOL POINT CONDOMINIUM ASSOCIATION INC.



Susan J.M. Bauman
President

March 5, 2012

**Wisconsin State Journal
Editorial Page Editor**

Regarding the March 5 editorial about Fairchild Street:

Drawing from 54 years in the practice of architecture and as an admirer and student of cities, I heartily support the general concept of the Frautschi proposal for the redevelopment of the 100 Block of State Street including the replacement of buildings designated for replacement in that proposal.

I also heartily endorse and support the need and intention to enhance the character of Fairchild Street, But I whole heartedly urge that a solution other than that proposed be adopted for the redevelopment of the Fairchild streetscape. Here are the reasons for my opposition.

For a better solution, look first at the motivation prompting the Frautschi proposal. It is to enhance the view of and the view from the Overture Center: a commendable and worthy intention. But in its execution with the outdoor garden, it results in two significant shortcomings.

First; the garden will be embarrassingly small in scale , overwhelmed by the massive lobby of the Overture which the garden is to complement. Its depth is such that it will not afford the viewing perspective needed to admire that major feature of the Center. Recognizing that Overture was conceived as an alabaster temple upon a hill, a Parthenon if you will, to be viewed looking upward from a distant perspective. Lacking space, that aspiration will be denied. Instead, it is embedded in the densest part of our urban setting. In my opinion, the garden is entirely inadequate for the intentions of the proposers.

Second and most significant, the proposed garden solution diminishes the character and appeal of that part of the city. Streets are the "ROOMS" of the City. Buildings are the "WALLS" that define and create those urban rooms. The world's most admired towns and cities derive that admiration from the character and appeal of their streetscapes.

These "spaces in between," the well defined streets, are the means to concentrate people and social activities that give cities "LIFE and VITALITY". The garden as proposed, dissolves the "street" at the major façade of Overture, substituting an amorphous, ill defined uncomfortably scaled. unbuilt space: a "MISSING TOOTH" in the Fairchild streetscape. It promotes a syndrome much too evident in our Downtown.

Additionally, the proposed garden diminishes the urban open space impact of the Square, the most impressive and significant urban open space in the State. As mentioned, the 'SPACES IN BETWEEN' are dependent on the enclosure of buildings for their character and impact. The garden siphons off that impact from the most active corner of the Square. Viewing Overture is important, but not worthy of diminishing the Square.

However, that unfortunate result can be avoided. There is an alternative approach that can meet the Frautschis' goals without diminishing the character of the Square nor sacrificing the vitality of the "STREET". This alternative is the introduction of a glass enclosed WINTERGARTEN; with an interior garden. It provides the view, preserves the the URBAN ROOM, and creates a year around urban concentrated, all weather, social space as an overture to OVERTURE. Perhaps there is no need for an ultimatum.

***KENTON PETERS AIA
Architect***

Parks, Timothy

Subject: RE: Block 100 Project support

From: Katie Dowling Marcus [<mailto:kdowlingmarcus@gmail.com>]

Sent: Tuesday, February 28, 2012 5:00 PM

To: Murphy, Brad

Subject: Block 100 Project support

Dear Mr. Murphy,

I am writing you to express my support and enthusiasm for the Block 100 Foundation Project. As a city grows and the buildings age, it is necessary to make choices about how to lay a foundation for the future. The plans for the Block 100 of State Street reflect the progressive nature of Madison while maintaining a commitment to preserving and respecting the past.

The entrance to State Street from the Capitol Square is perhaps the most important intersection in our city. State Street is a bridge between the University and the Capitol Building, lined with colorful shops and restaurants as well as cultural treasures such as The Overture Center for the Arts and the Madison Museum of Contemporary Art. The Block 100 Project plans to beautify State Street's entrance by refurbishing and renovating the architecture. Although this includes preserving the historic Castle and Doyle building, other structures necessitate reconstruction or removal because of their poor condition. I believe the gains offered by this project far outweigh these losses. The project ensures the preservation of the scale and character of the block while offering improved efficiency, usability and accessibility. The proposed garden on Fairchild Street will create a miniature "museum campus," a pedestrian- and tourist-friendly green space connecting several cultural landmarks: Overture Center for the Arts, The Madison Public Library, and The Wisconsin Historical Museum.

In addition to these aesthetic and functional enhancements, this plan will contribute to the economic vitality of the Downtown neighborhood by creating permanent jobs and solidifying the Square as a shopping and dining destination. The 100 Block will also create additional tax revenue once the value of these properties is increased.

Finally, I want to emphasize the fact that this project looks far into the future to ensure the the sustainability of Overture Center for the Arts. The 100 Block will become an endowment for Overture Center as the income generated from these properties creates a flow of gift money to the Center. I continue to be moved and heartened by the generosity of the Frautschis and their commitment to Madison's civic and cultural vibrancy. Their investment in this project is a gift to us and many future generations of Madisonians.

Thank you for hearing my voice with regards to this matter. I believe I speak for many in Madison when I express my support for the Block 100 Project.

Sincerely,

Katie Dowling-Marcus
Madison Museum of Contemporary Art Trustee

2131 Van Hise Ave. 53726
232-0555

Parks, Timothy

Subject: RE: (Fwd) message for Plan Commission

----- Forwarded message follows -----

From: Tim Kamps <tk.kamps@gmail.com>
Date sent: Fri, 10 Feb 2012 12:23:21 -0600
Subject: message for Plan Commission
To: district7@cityofmadison.com, district6@cityofmadison.com,
district11@cityofmadison.com, erics@cow.s.org, jolson@operationfreshstart.org,
michael.heifetz@deancare.com, hiwayman@chorus.net, bacantrell@charter.net,
avandrzejews@wisc.edu, tonyalhn@aol.com, jfinnmore@madison.k12.wi.us

Dear Commission members,
I wish to express my strong support for the Block 100 redevelopment proposal. The Block 100 Foundation has made significant improvements to their proposal which satisfy the preservation aspects that a few have been critical of, and as a resident and worker in downtown Madison I believe this project will add immensely to our quality of life and revitalize an area that has fallen into disrepair. The ongoing subsidy to Overture is also a huge plus. Thanks for taking our support into consideration as you weigh this project.

Sincerely,
Tim Kamps
333 W Mifflin St 1160

----- End of forwarded message -----

Parks, Timothy

From: Murphy, Brad
Sent: Tuesday, February 14, 2012 2:21 PM
To: Parks, Timothy
Subject: FW: 100 block of state street

For the file.

Brad Murphy
Planning Division Director
Dept. of Planning & Community & Economic Development
P.O. Box 2985
215 Martin Luther King Jr. Blvd
Madison, WI 53701
608 266 4635

From: john steines [<mailto:jsteines@gmail.com>]
Sent: Monday, February 13, 2012 3:29 PM
To: Martin, Al; Murphy, Brad
Cc: Rummel, Marsha; Verveer, Mike; Mayor; King, Steve; erics@cow.org; michael.heifetz@deancare.com; hiwayman@chorus.net; bacantrell@charter.net; avandrzejews@wisc.edu; tonyalhn@aol.com; jfinnmore@madison.k12.wi.us
Subject: 100 block of state street

Hello,

the folks documenting and working on preservation of the 100 block of state street (Keep State Street Real) have done a superb job documenting and explaining the importance of an intact 100 block of state street to the fabric of the neighborhood and the city as a whole. **Historic buildings become more valuable over time - if we let them, and State Street is unique.** Keep State Street Real's visioning of the 100 block into an urban center that benefits the overture has many strong points while the modern arc/garden/private space is an unnecessary and mundane slash through the history of the city - to what end?

Most of us support innovative re-use and creative new design that builds on the historic and doesn't efface it. Please see that the 100 block of State Street is treated in a manner that is respectful of the community at large, not just premier Overture patrons. The 'village at large' needs to be included in the conversation and success. The city may manage to overcome some of the negative effect of the Overture process and result by a respectful re-design and re-use of the 100 block in such a way that amplifies the historic components. Yes, some will never be convinced. Overture must be made to work in context of where and what it is. Changing the context will not help overture. **Building on the contrast between the building history that surrounds Overture and Overture itself must be seen as a benefit to Overture.** In the long range, this will have a better end effect on Overture than plopping a modern arc and private open space onto the scene. Please do not make a fatal mistake by multiplying the errors of the past.

Thank you. John Steines, 3327 Chicago Ave, Madison, WI. 53714

Parks, Timothy

Subject: RE: Block 100 Foundation Proposal-Support

From: Mary Kolar [<mailto:mmkolar@charter.net>]

Sent: Friday, February 10, 2012 10:18 AM

To: Cover, Steven; Murphy, Brad; Fruhling, William; Scanlon, Amy

Subject: Block 100 Foundation Proposal-Support

Hello Steve, Brad, Bill and Amy,

For the future growth and prosperity of the City of Madison, I ask you to support the Block 100 Foundation proposal for State, Fairchild and Mifflin Streets. The proposal maintains the historic look of State Street and will enliven the corner of Fairchild and Mifflin Streets. With Overture Center for the Arts, the eventual completion of the renovated library and a likely new historical and veterans museum, the proposed garden will be a beautiful green area to complement the surrounding buildings.

I am the President of the Metropolitan Place Condominium Owners Association Board of Directors. During conversations with Metropolitan Place residents, I, and other Association Directors, heard nearly 100% support of the 100 Block Foundation proposal.

To be able to provide you data, in addition to the opinions shared in conversations, a survey was sent to the 207 MP Owners on our email distribution list. Using, Survey Monkey, we had a very good survey response rate of 27%. Of the total 56 responses, 52, or 92.9% responded "yes" supporting the proposal. Only 4, or 7.1%, responded "no" to supporting the proposal.

I strongly believe a majority of residents of the City of Madison support this project. The opportunity to have this area rejuvenated, using NO city funds, should be embraced and granted approval as soon as possible.

Thank you,
Mary
Mary M. Kolar

Parks, Timothy

From: Murphy, Brad
Sent: Wednesday, February 08, 2012 5:12 PM
To: Parks, Timothy
Subject: FW: 100 Block Comments

For the file.

Brad Murphy
Planning Division Director
Dept. of Planning & Community & Economic Development
P.O. Box 2985
215 Martin Luther King Jr. Blvd
Madison, WI 53701
608 266 4635

From: Schmidt, Chris
Sent: Tuesday, February 07, 2012 1:02 PM
To: Murphy, Brad
Subject: FW: 100 Block Comments

This was sent to members of Plan Comm today.

-Chris

-----Original Message-----

From: steve gil [stevegil3@gmail.com]
Received: Tuesday, 07 Feb 2012, 12:58pm
To: King, Steve [district7@cityofmadison.com]; Rummel, Marsha [district6@cityofmadison.com]; Schmidt, Chris [district11@cityofmadison.com]; erics@cow.s.org [erics@cow.s.org]; jolson@operationfreshstart.org [jolson@operationfreshstart.org]; michael.heifetz@deancare.com [michael.heifetz@deancare.com]; hiwayman@chorus.net [hiwayman@chorus.net]; bacantrell@charter.net [bacantrell@charter.net]; avandrzejews@wisc.edu [avandrzejews@wisc.edu]; jfinnmore@madison.k12.wi.us [jfinnmore@madison.k12.wi.us]
Subject: 100 Block Comments

Dear members of the Plan Commission,

I am writing to you this evening out of concern for the plans to demolish or dramatically alter the existing buildings of the 100 block on State Street. It is exactly these decisions that help define what kind of community Madison will become in the short and long term.

I came to Madison two years ago and have great admiration for the way it has balanced preserving its history while adopting to the present and planning well for the future. I have traveled to many cities and towns across the country, and chose Madison *because* of how unique it is. Another modern glass building is not the answer to sustaining the character and atmosphere seen and felt along State Street. If you choose to demolish part of the 100 block, you accept that part of Madison's unique character will be lost with those buildings. There is plenty of space beyond State Street for constructing new, modern buildings. The Block 100 Foundation's plan is simply not in Madison's best interest.

I support the Madison Trust for Historic Preservation's plan to rehabilitate the existing structures. I support this plan because I believe it is the best way to maintain the character of the 100 block of State Street, balances

private and public interests, and revitalizes, not destroys, the existing buildings.

Sincerely,

Steve Gil
2151 West Lawn Ave
Madison WI 53711

Parks, Timothy

From: Murphy, Brad
Sent: Sunday, January 29, 2012 5:19 PM
To: Parks, Timothy
Subject: FW: opposed to Block 100 Foundation's plan for State St.

For the file.

Brad Murphy
Planning Division Director
Dept. of Planning & Community & Economic Development P.O. Box 2985
215 Martin Luther King Jr. Blvd
Madison, WI 53701
608 266 4635

-----Original Message-----

From: Pacia J. Harper [<mailto:pacia@cs.wisc.edu>]
Sent: Saturday, January 28, 2012 2:13 PM
To: Murphy, Brad
Subject: opposed to Block 100 Foundation's plan for State St.

Dear Plan Commission,

I am writing to let you know that I strongly oppose Block 100 Foundation's proposal to demolish several buildings on the 100 block of State St. I prefer the plan brought forth by the Madison Trust for Historic Preservation to rehabilitate the existing buildings.

Overall, my objections to the Block 100 Foundation proposal are that it would:

- detract from the historic character of State Street
- destroy several lovely, historically valuable landmark buildings
- be more environmentally destructive than rehabilitating the existing buildings
- create fewer jobs than rehabilitating the existing buildings
- insert a new, modern office building facing Fairchild St., that does not harmonize with the existing architecture
- create a private plaza at the corner of Fairchild and Mifflin. Such plazas have been used in many projects, in many cities, and they have proven to be very destructive to the urban areas around them.
- create an area that is welcoming mainly to wealthy people. One of the great attractions of State Street is that it brings together so many kinds of people. Jerry Frautschi and Pleasant Rowland seem to be working to create a bubble just for rich people like them. That bubble does not belong in downtown Madison.

Please do not allow the Block 100 Foundation to demolish the 100 block buildings and landmarks.

Sincerely yours,
Pacia J. Harper
528 Troy Dr.

Madison, WI 53704