

# LANDMARKS COMMISSION APPLICATION

LC

Complete all sections of this application, making sure to note the requirements on the accompanying checklist (reverse).

If you need an interpreter, translator, materials in alternate formats or other accommodations to access these forms, please call (608) 266-4635

City of Madison  
Planning Division  
215 Martin Luther King Jr Blvd, Ste 017  
PO Box 2985  
Madison, WI 53701-2985  
(608) 266-4635



## 1. LOCATION

Project Address: BLOCK 101, MADISON, WI

Aldermanic District: 4

## 2. PROJECT

Project Title/Description: AMERICAN EXCHANGE DEVELOPMENT

This is an application for: (check all that apply)

- Alteration/Addition to a building in a Local Historic District or Designated Landmark (specify)\*\*:
  - Mansion Hill       Third Lake Ridge       First Settlement
  - University Heights       Marquette Bungalows       Landmark
- Land Division/Combination in a Local Historic District or to Designated Landmark Site (specify)\*\*:
  - Mansion Hill       Third Lake Ridge       First Settlement
  - University Heights       Marquette Bungalows       Landmark
- Demolition
- Alteration/Addition to a building adjacent to a Designated Landmark
- Variance from the Historic Preservation Ordinance (Chapter 41)
- Landmark Nomination/Rescission of Historic District Nomination/Amendment  
(Please contact the Historic Preservation Planner for specific Submission Requirements.)
- Other (specify):

DPCED USE ONLY	Legistar #:
	<b>DATE STAMP</b>  <b>6/22/20</b> <b>11:55 am</b>
	<b>Preliminary Zoning Review</b> Zoning Staff Initial: Date:      /      /

## 3. APPLICANT

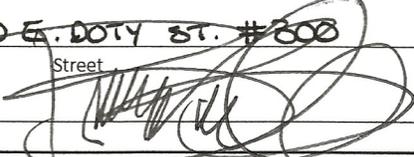
Applicant's Name: MARK BINKOWSKI Company: D/B/A URBAN LAND INTERESTS

Address: 10 E. DOTY ST. #300 MADISON WI 53703  
Street City State Zip

Telephone: 608.268.7023 Email: MBINKOWSKI@ULI.COM

Property Owner (if not applicant): ULI PROPERTIES, LLC

Address: 10 E. DOTY ST. #300 MADISON WI 53703  
Street City State Zip

Property Owner's Signature:  Date: JUNE 22, 2020

NOTICE REGARDING LOBBYING ORDINANCE: If you are seeking approval of a development that has over 40,000 square feet of non-residential space, or a residential development of over 10 dwelling units, or if you are seeking assistance from the City with a value of \$10,000 (including grants, loans, TIF or similar assistance), then you likely are subject to Madison's lobbying ordinance (Sec. 2.40, MGO). You are required to register and report your lobbying. Please consult the City Clerk's Office for more information. Failure to comply with the lobbying ordinance may result in fines.

## 4. APPLICATION SUBMISSION REQUIREMENTS (see checklist on reverse)

All applications must be filed by 12:00 pm on the submission date with the Preservation Planner, the Department of Planning & Community & Economic Development, Planning Division, located at 215 Martin Luther King Jr Blvd, Suite 017. Applications submitted after the submission date or incomplete applications will be postponed to the next scheduled filing time. Submission deadlines can be viewed here: <https://www.cityofmadison.com/dpced/planning/documents/2019-LCMeetingScheduleDates.pdf>

**LETTER OF INTENT – ADJACENCY  
AMERICAN EXCHANGE DEVELOPMENT  
LANDMARKS COMMISSION**

Madison, Wisconsin  
June 23, 2020

This Letter of Intent pertains to the redevelopment of the properties controlled by Urban Land Interests (ULI) in Block 101, bounded by East Washington Avenue and North Webster, East Mifflin and North Pinckney Streets. Specifically, this letter addresses ULI's application to the Landmarks Commission for an advisory recommendation for a new development adjacent to a landmark as to "whether the proposed development is so large or visually intrusive as to adversely affect" the historic landmark (MGO 28.144).

The foundation of the project is a six (6) level underground parking structure containing approximately 840 parking stalls. With entrance and exit lanes located on Webster Street, the structure will have optimal accessibility along the outer loop. The ground floor will create 22,000 square feet of small tenant retail spaces fronting on both East Washington Avenue and Pinckney Street. The retail space will be situated behind individual storefronts in buildings that respect the historic scale of the Capitol Square.

A total of 300,000 square feet of office space will be created on floors two thru nine. The intermediate floors are deliberately sized at 40,000+ square feet to appeal to the emerging technology users that value large floor plates with flexible spaces. The upper floors of the building continue to step back to a more traditional floor plate size of 25,000 – 30,000 square feet.

The development of this assemblage is referred to as the American Exchange Development, owing to the landmarked American Exchange Bank building located at the Capitol facing corner (1 North Pinckney St). Brad Binkowski and Tom Neujahr purchased the American Exchange Bank in 1993. The narrow, 19' wide building had sat vacant for many years and was badly deteriorated. ULI undertook a complete and careful renovation consistent with the building's historic landmark status, converting it into a four-floor office building designed for small tenants.

The American Exchange Bank building occupies the most prominent corner of the site and will be integrated into the new development. The building will be maintained in place during construction of the underground parking structure that extends beneath the building and will be protected throughout construction. The floor plates of the current American Exchange Bank building will be partially integrated with the new office building along the north party wall. The upper floors of the new office building are stepped back 21' to 30' along Pinckney Street and 21' to 34' along East Washington Avenue in order to allow the historic bank building to retain its prominence at the corner. A modern reinterpretation of the companion facade that was demolished in 1946, using a complimentary stone with more contemporary detailing, will extend the historic character of the American Exchange Bank building beyond the current 22' width. These moves responded to early feedback from City Staff to ensure that the project met the standard of MGO 28.144 for 1 North Pinckney Street.

In addition to the American Exchange Bank building, Block 101 contains several other local landmarks that are adjacent to the proposed development site. These include the Olson and Veerhusen building at 7-11 North Pinckney Street (Centre7), the Maeder Building / Ellsworth Block at 21-23 North Pinckney Street and the Wakeley-Giles Building at 117-119 East Mifflin Street.

Urban Land Interests previously submitted a request to the Landmarks Commission for a public interest variance to allow for the demolition and partial reconstruction of the landmarked Centre7 building. At its meeting on June 1, 2020, the Landmarks Commission agreed with ULI's assertion that the benefits to the public

of the proposed development outweigh any benefits of maintaining Centre7 in its current form. A Certificate of Appropriateness for that request was granted on June 2, 2020. Accordingly, no finding of adjacency pursuant to MGO 28.144 is required for 7-11 North Pinckney Street.

At the north end of the site along Pinckney Street the proposed development is adjacent to the historic landmark located at 21-23 North Pinckney Street. The two-story, sandstone Maeder Building was originally constructed in 1871, although the façade has been altered over time, and is currently home to the restaurant Harvest. The three-story, sandstone Ellsworth building was also constructed in 1871 in the Italianate style. These buildings, as well as the remaining properties to the north, are not owned by ULI and are not included in the proposed development.

The building adjacent to the landmarked Maeder / Ellsworth Building, located at 15 North Pinckney Street, is a part of the proposed development. The site was formerly occupied by the Emporium Department Store. The four-story building was far taller than its immediate neighbors, with a simple brick façade consisting of 3 window bays. The building was demolished and replaced with the current office building that occupies the site. Constructed in the 1970's, the uninspired façade is recessed from the street and has four slender, two story columns at the sidewalk level that are entirely out of place in the historic setting.

In order to better capture the historic architecture in the block, plans for that portion of Pinckney Street involve the construction of a four-story building element that recalls the scale of the old Emporium in the location it originally existed. The brick façade will utilize a similar 3 window bay, punched opening design of the original building. The simple façade will extend out to the property line in order to recreate the original rhythm of retail spaces at the sidewalk level. Reinterpreting the original building that existed will allow the new development to better complement the neighboring historic properties and restore more of the historic scale of Pinckney Street, in keeping with the requirements of MGO 28.144 in regard to 21-23 North Pinckney Street.

The final adjacent landmark is located along Mifflin Street at the north end of the block. The Wakeley-Giles Building at 117-119 East Mifflin Street is a small, three-story building with a simple brick facade that was originally constructed in 1869. Sandwiched between two larger buildings, the building's primary presence is confined to the façade along East Mifflin Street.

The massing of the proposed development is intentionally centered in the middle of the block in order to not overpower the smaller two and three story buildings along the street frontages. Immediately adjacent to the back of the Wakeley-Giles building is a single story, enclosed trash and recycling room that will be available to neighboring properties. The building then steps back before reaching three stories, pulling back even further on the upper floors. The tallest floors of the building, floors 7 thru 9, are pulled back 50 feet from the property line shared with 117-119 East Mifflin Street. Masonry and stone facades are used on the lower elements to further relate to the properties along East Mifflin. The result is a considered design that is not so visually intrusive as to adversely affect the adjacent landmark located at 117-119 East Mifflin Street.

Respecting the legacy of the American Exchange Bank Building, the proposed development is designed to preserve and enhance the traditional scale of the Capitol Square. Although the American Exchange Development will be fully integrated in plan and function, the architecture of the buildings was considered lot by lot. Each street façade considers the height, materials and character of its neighbor and immediate context, yet each is different in some way. Instead of a single, monumental building identity, the development consists of different identities throughout. The result is a composition which preserves and highlights the history of the Square, a sympathetic collection of individual building elements, each well-designed in and of itself, which functions as a whole.



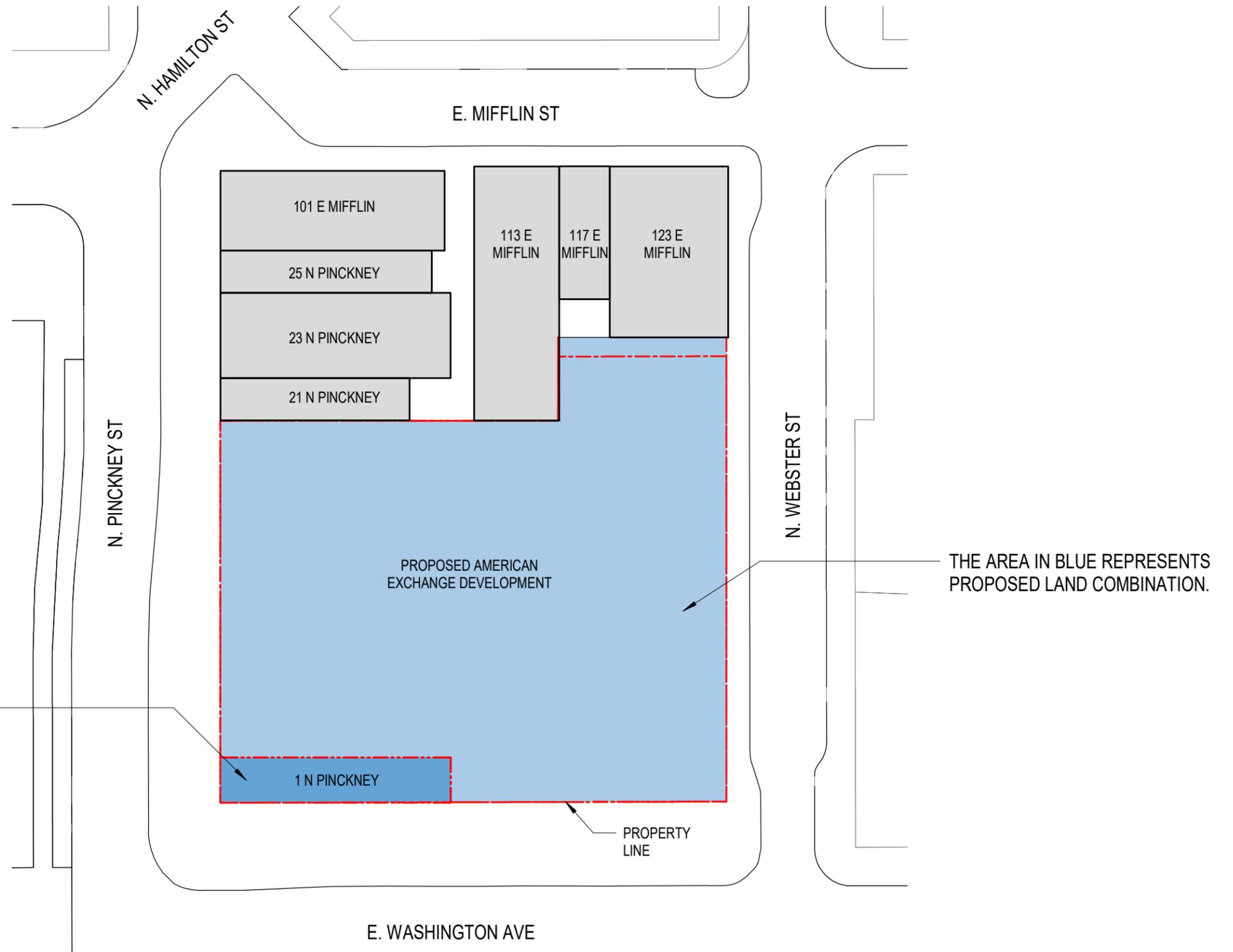
# AMERICAN EXCHANGE DEVELOPMENT

**VALERIO  
DEWALT  
TRAIN**

06.23.2020

# PROPOSED LAND COMBINATION

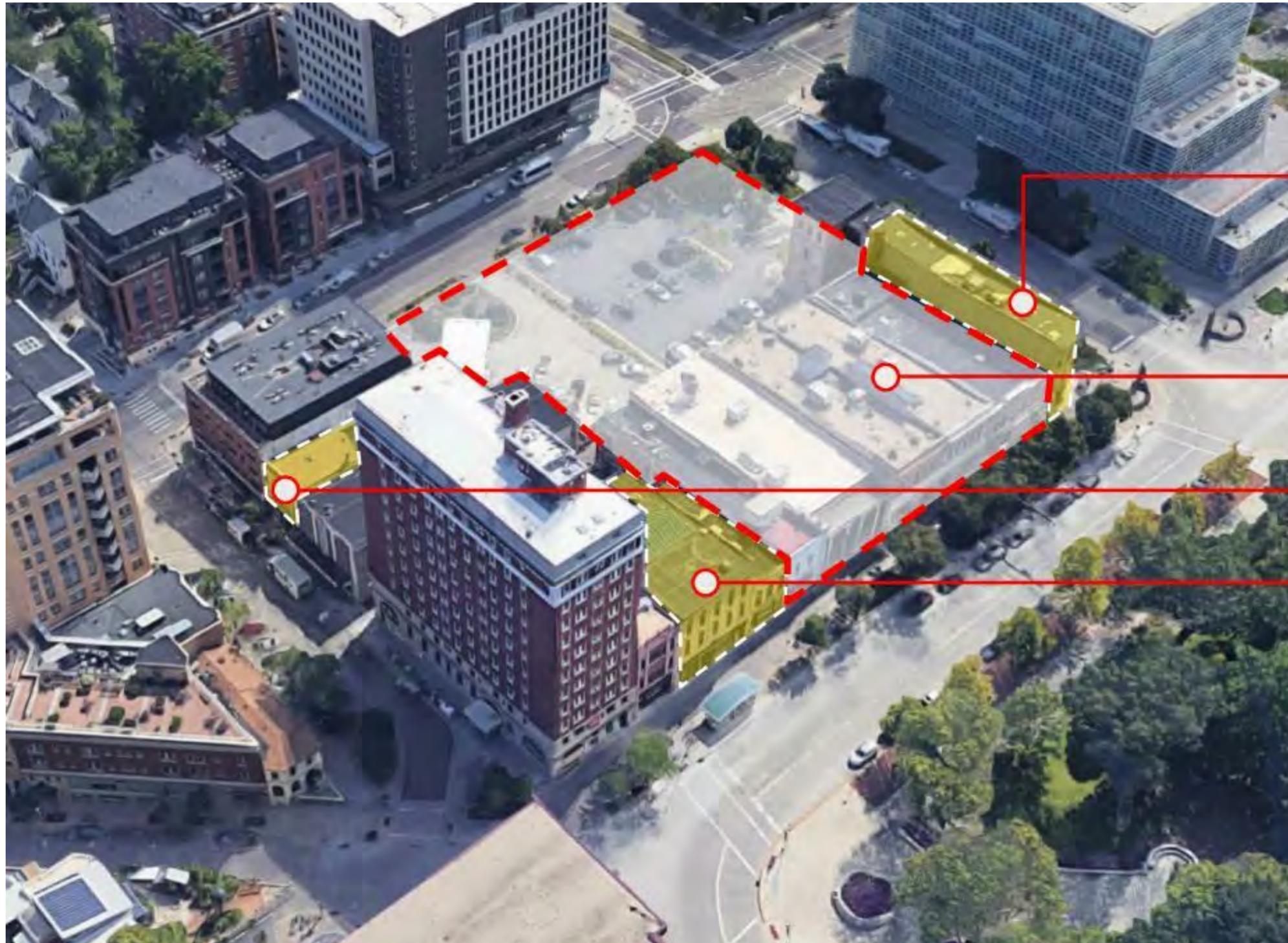
1" = 60'-0"



## AMERICAN EXCHANGE DEVELOPMENT



# ADJACENT LANDMARKS



AMEX BUILDING  
1 N. PINCKNEY

PROJECT SITE

117 E. MIFFLIN

21-23 N. PINCKNEY

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# EXISTING CONDITIONS



LANDMARK BUILDING

LANDMARK BUILDING

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# EXISTING CONDITIONS



LANDMARK BUILDING

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# EXISTING CONDITIONS - PINCKNEY STREET



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# EXISTING CONDITIONS - PINCKNEY STREET



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# EXISTING CONDITIONS - PINCKNEY STREET



1 N. PINCKNEY, LANDMARK

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# HISTORIC PINCKNEY STREET



In a document titled "Preserving the Most Intact 19th and Early 20th Century Block on the Square" published in February 2008, the Madison Trust for Historic Preservation wrote, "the block conveys a sense of what downtown Madison was like in the early twentieth century, when the city's commercial district had become a sophisticated, urban center."

Unfortunately the ornate buildings and lively retail district they enabled no longer exist. A series of demolitions and renovations in the 20th century gutted the middle of the block, leaving behind little more than bad architecture and lifeless office space.



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# HISTORIC PRESERVATION - AMERICAN EXCHANGE



The historic American Exchange Bank building, originally constructed in 1871, is situated at the most visible corner of the site. The building will be preserved and restored to ensure it will be the focal point of the new development. Urban Land Interests has engaged InSite Consulting Architects, a local historical preservation expert, to guide this process. The crumbling sandstone facade will be preserved while the historic finishes on the first floor maintained and incorporated into the completed project.



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# HISTORIC PRESERVATION - CENTRE 7

1/8" = 1'-0"



The City of Madison Landmarks Commission recently granted approval of ULI's variance request to allow for the demolition of the locally landmarked Centre7 building in order to preserve the historic second floor windows in a reconstructed facade that more closely recalls the original structure.

- RED DASHED LINE INDICATES RELOCATED AND RESTORED 7 N. PINCKNEY FACADE
- ADJACENT FACADES ECHO SIZE AND SCALE OF THE BUILDINGS THAT SURROUND THE CAPITOL BLOCK
- BUILDING SIGNAGE
- NEW TERRACOTTA TO MATCH HISTORIC TERRACOTTA
- NEW ALUMINUM STOREFRONT REMINISCENT OF ORIGINAL HISTORIC BUILDING



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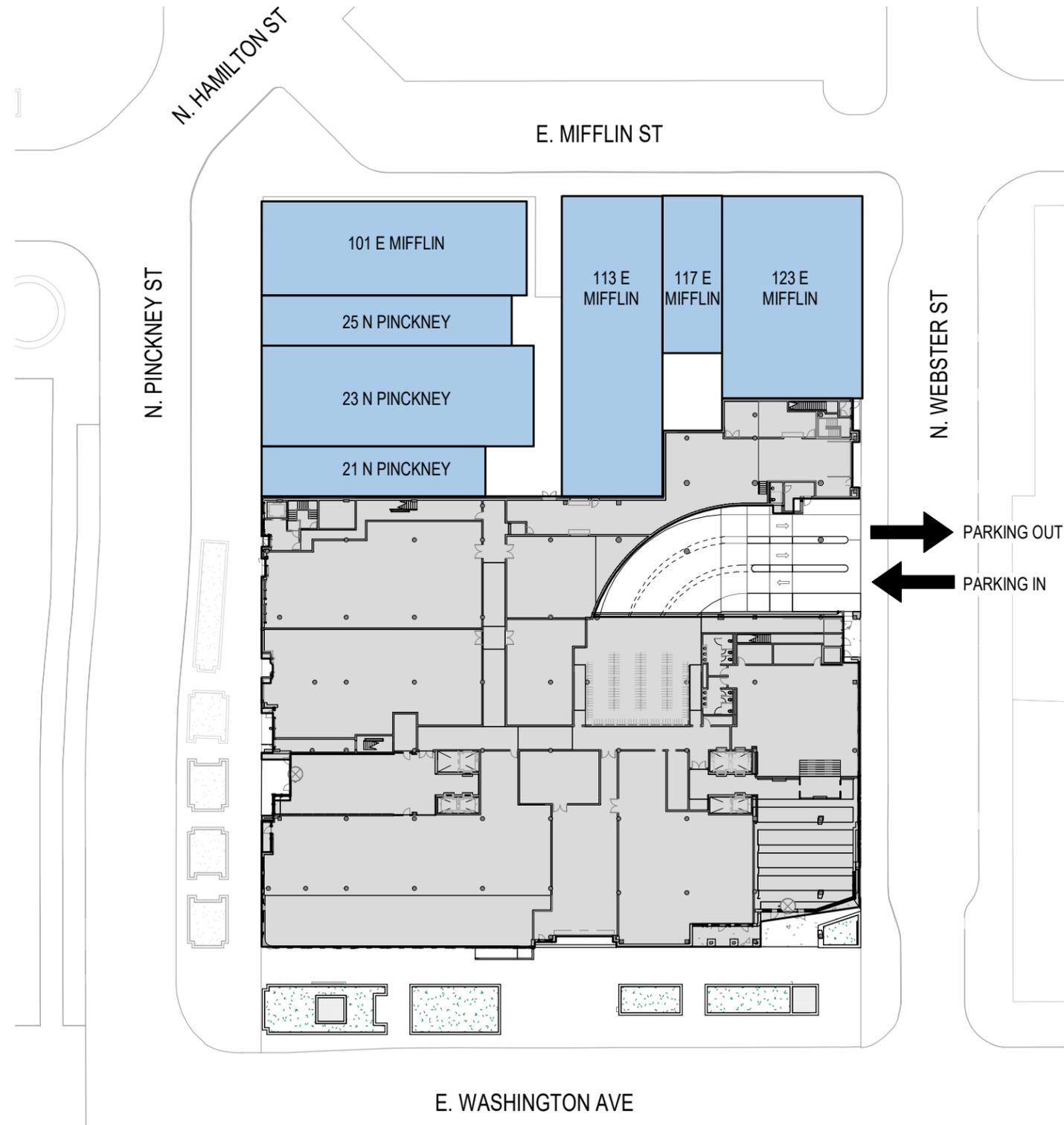
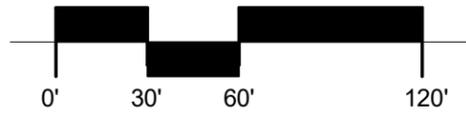


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# SITE PLAN

1" = 60'-0"



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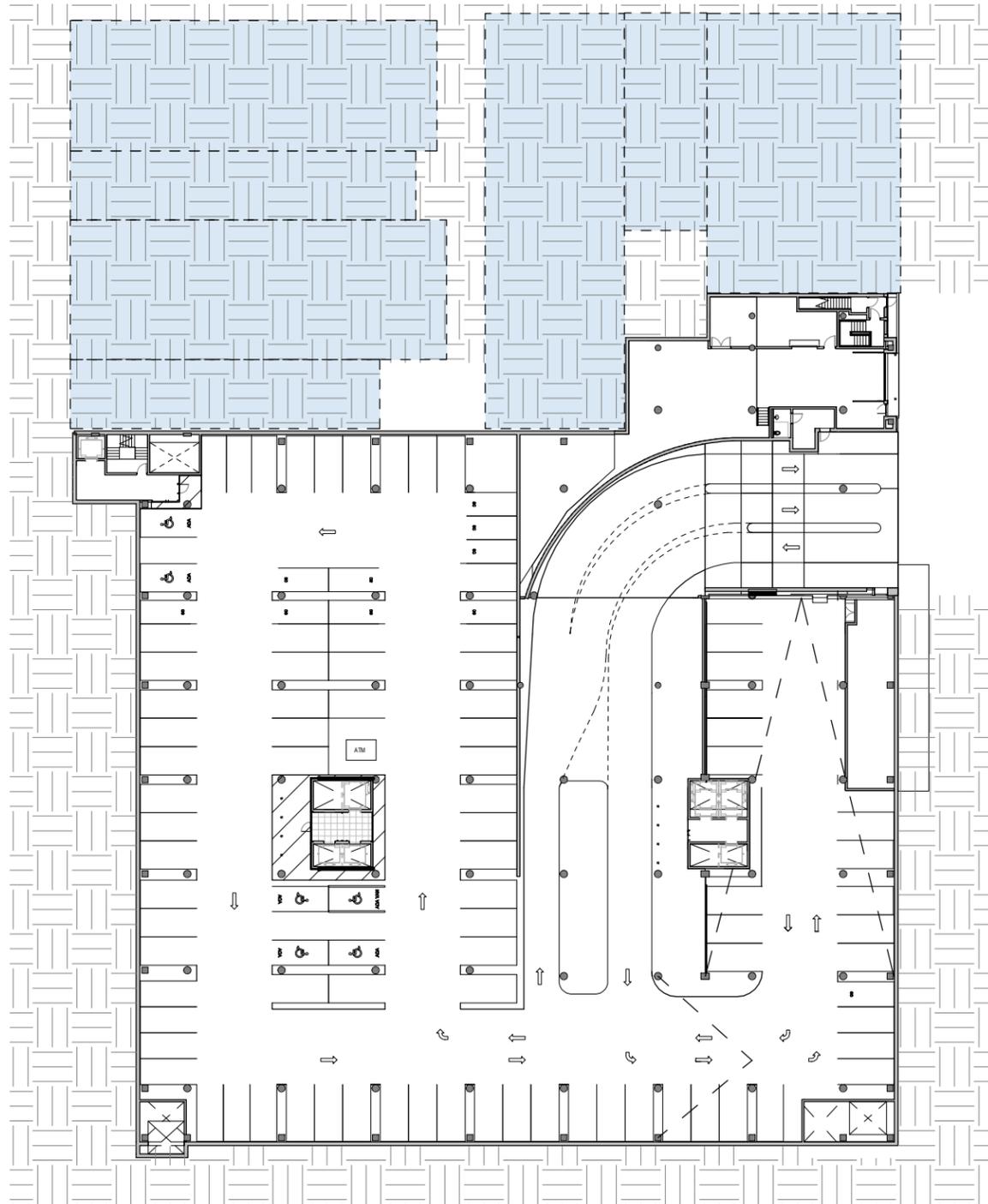
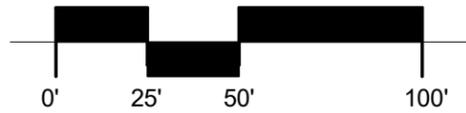


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# PROJECT'S FOUNDATION - UNDERGROUND PARKING

1" = 50'-0"



The site is one of only two properties remaining in downtown Madison that can support a large underground parking ramp. As Block 89 and the renovation of the former Anchor Bank properties demonstrate, if underground parking and service access can be created, retail and restaurant space that adds life and vitality to the sidewalk level is possible. Office space that can continue to attract technology users that would like to be located in downtown Madison allows for the density that is vital for Madison's continued growth and prosperity.

PARKING STALL COUNTS	
LEVEL	STALLS
LEVEL P1	85
LEVEL P2	157
LEVEL P3	153
LEVEL P4	136
LEVEL P5	153
LEVEL P6	151
<b>TOTAL STALLS</b>	<b>843</b>

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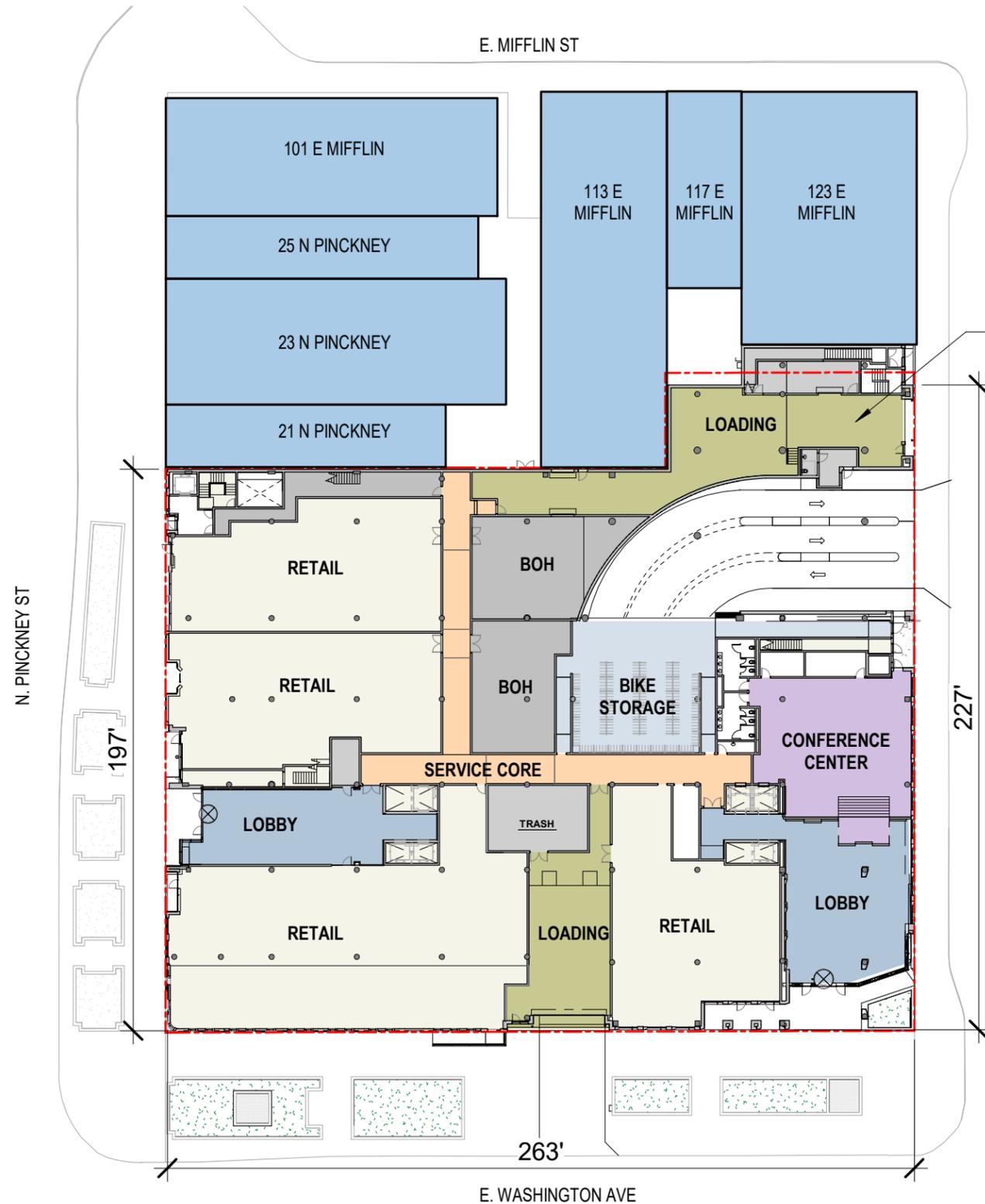
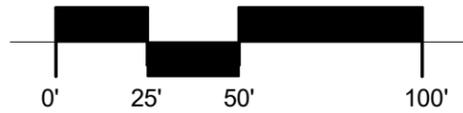


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# GROUND FLOOR - RETAIL REVITALIZATION

1" = 50'-0"



A NEW LOADING DOCK ACCESSED FROM WEBSTER STREET WILL DRAMATICALLY ENHANCE THE SERVICE ACCESS AND TRASH STORAGE FOR NEIGHBORING PROPERTY OWNERS. TALKS ARE ONGOING WITH THE OWNERS OF THE BARTELL THEATRE AND THE OLD FASHIONED TO OPTIMIZE THE NEW DOCK TO BEST SUIT THEIR NEEDS AND TO HELP CLEAN UP THE EXISTING ALLEY

22,000 SQUARE FEET OF NEW RETAIL SPACE CAN BE CREATED ON THE GROUND FLOOR, WITH FRONTAGE ON BOTH PINCKNEY AND EAST WASHINGTON. THE RETAIL SPACE WILL BE SITUATED BEHIND INDIVIDUAL STOREFRONTS IN BUILDINGS THAT RESPECT THE HISTORIC SCALE OF CAPITOL SQUARE.

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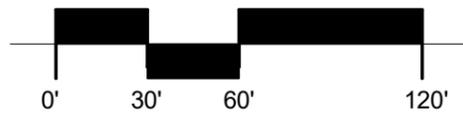


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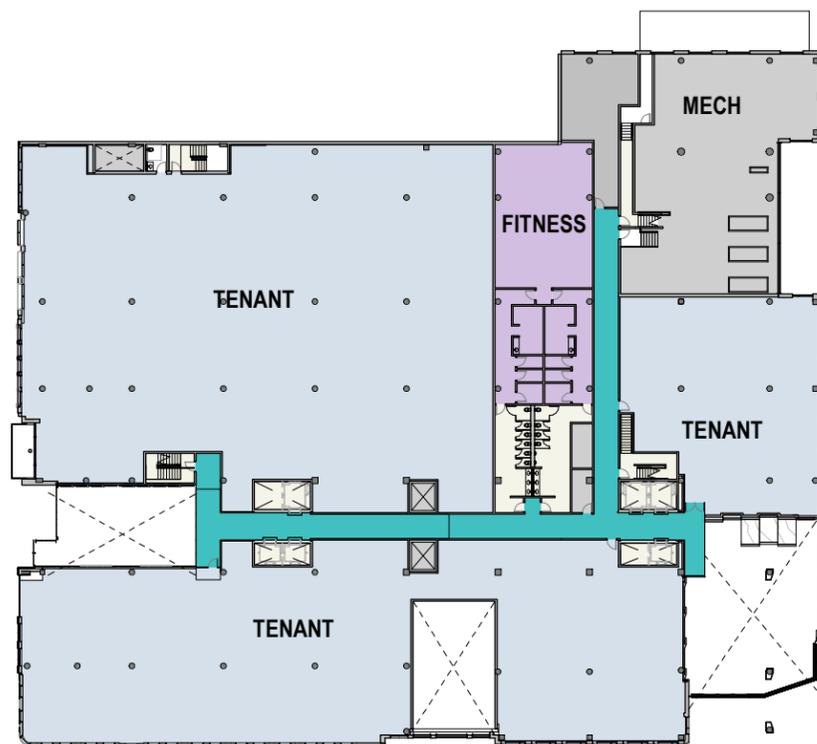
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# OFFICE LEVELS 2-4 - TECHNOLOGY USERS

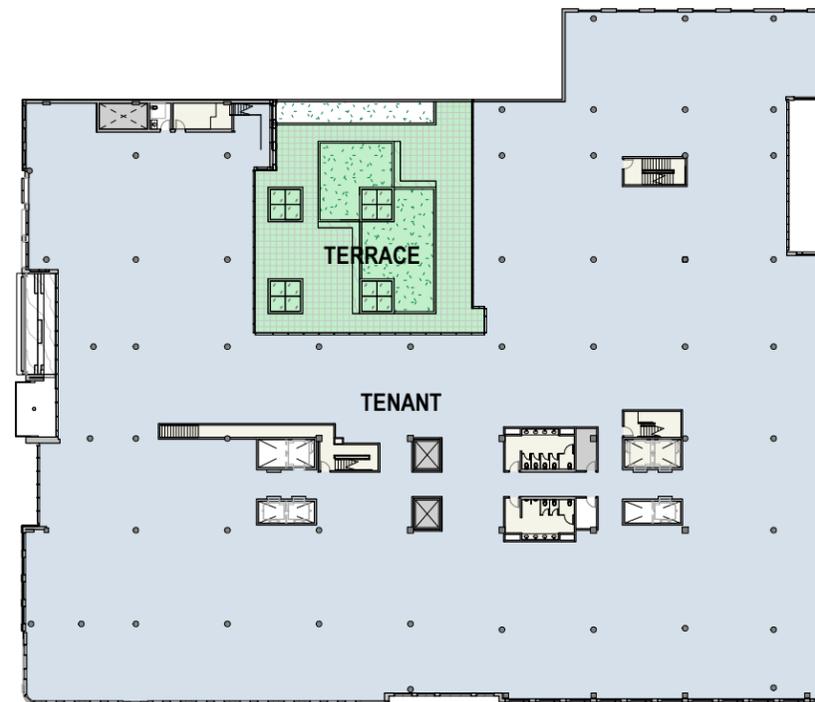
1" = 60'-0"



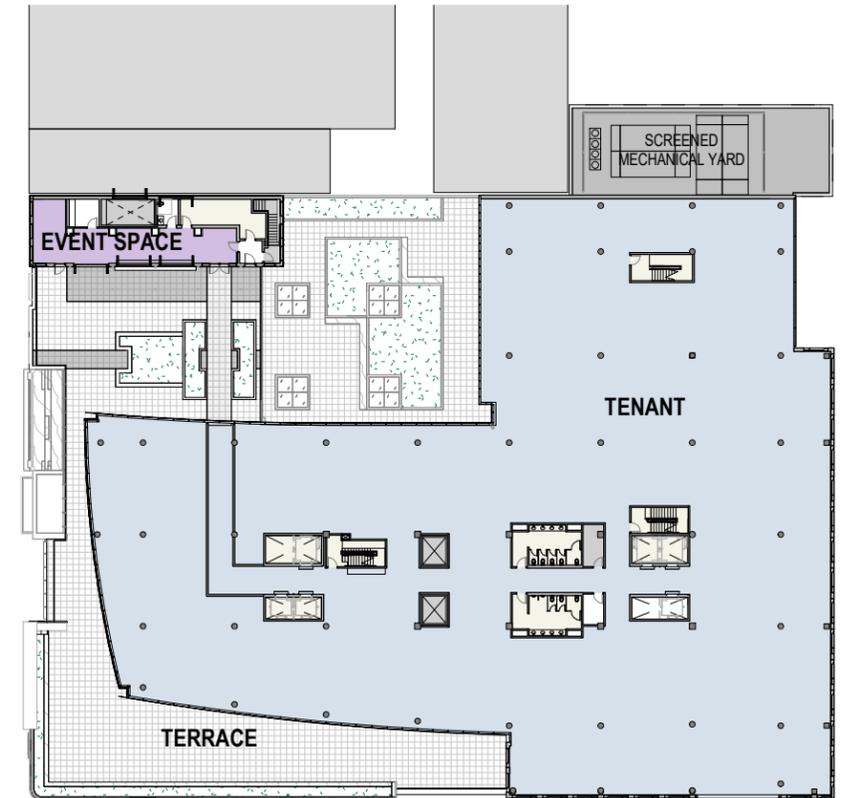
The intermediate floors of the office building are deliberately sized at 40,000 square feet per floor. These wide open floor plates appeal to the emerging technology users that value large flexible spaces. By providing highly attractive space the development can continue to attract companies like Zendesk and Google that are driving Madison's growth.



LEVEL 02 PLAN



LEVEL 03 PLAN



LEVEL 04 PLAN

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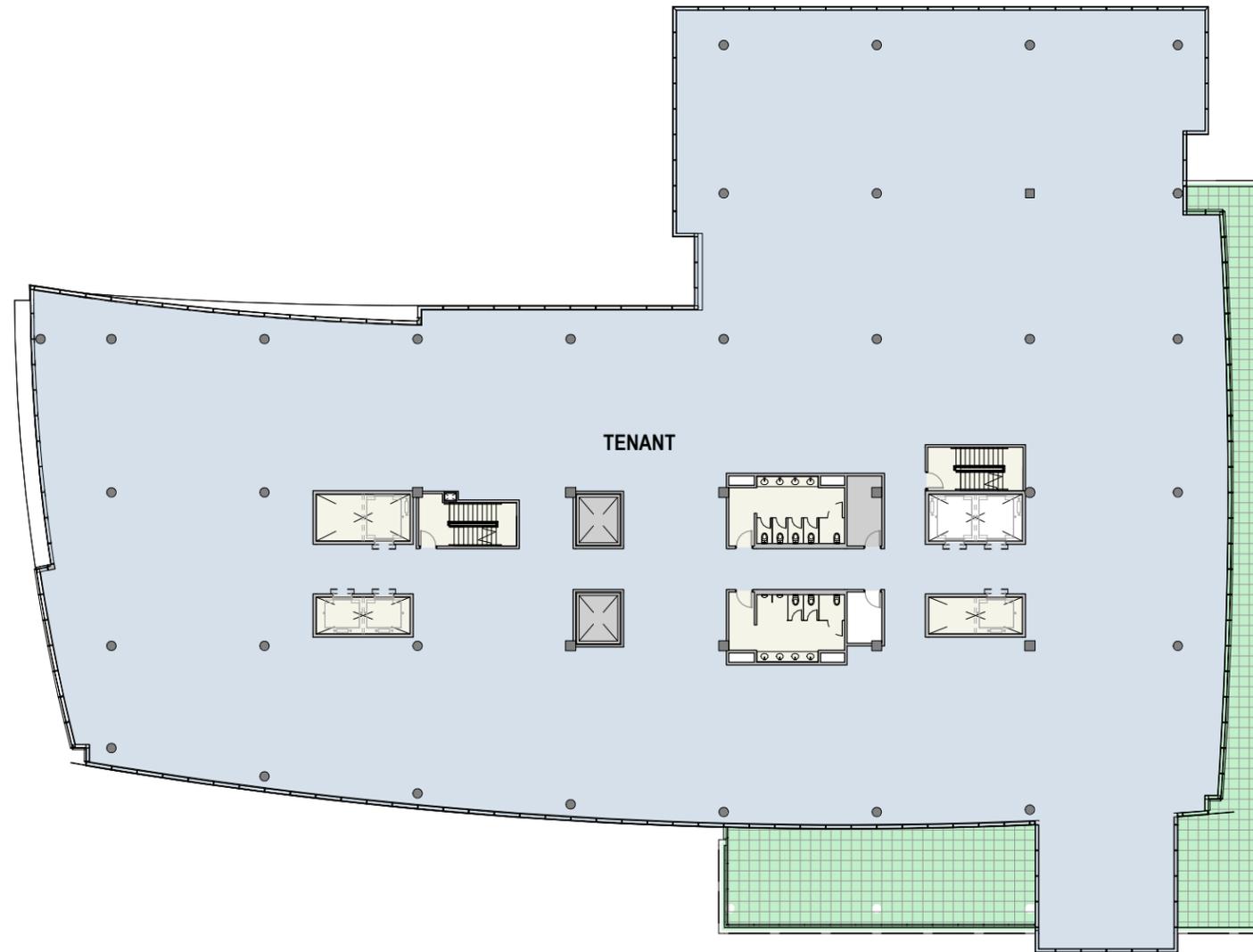


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# OFFICE LEVELS 5-9 - TRADITIONAL SCALE

1/32" = 1'-0"



Stepping down to the more traditionally sized floorplates that are prevalent around the Square, the upper floors will provide stunning views from a floor to ceiling glass facade. Outdoor terraces throughout the property will create a modern office environment that is appealing to a variety of office users.

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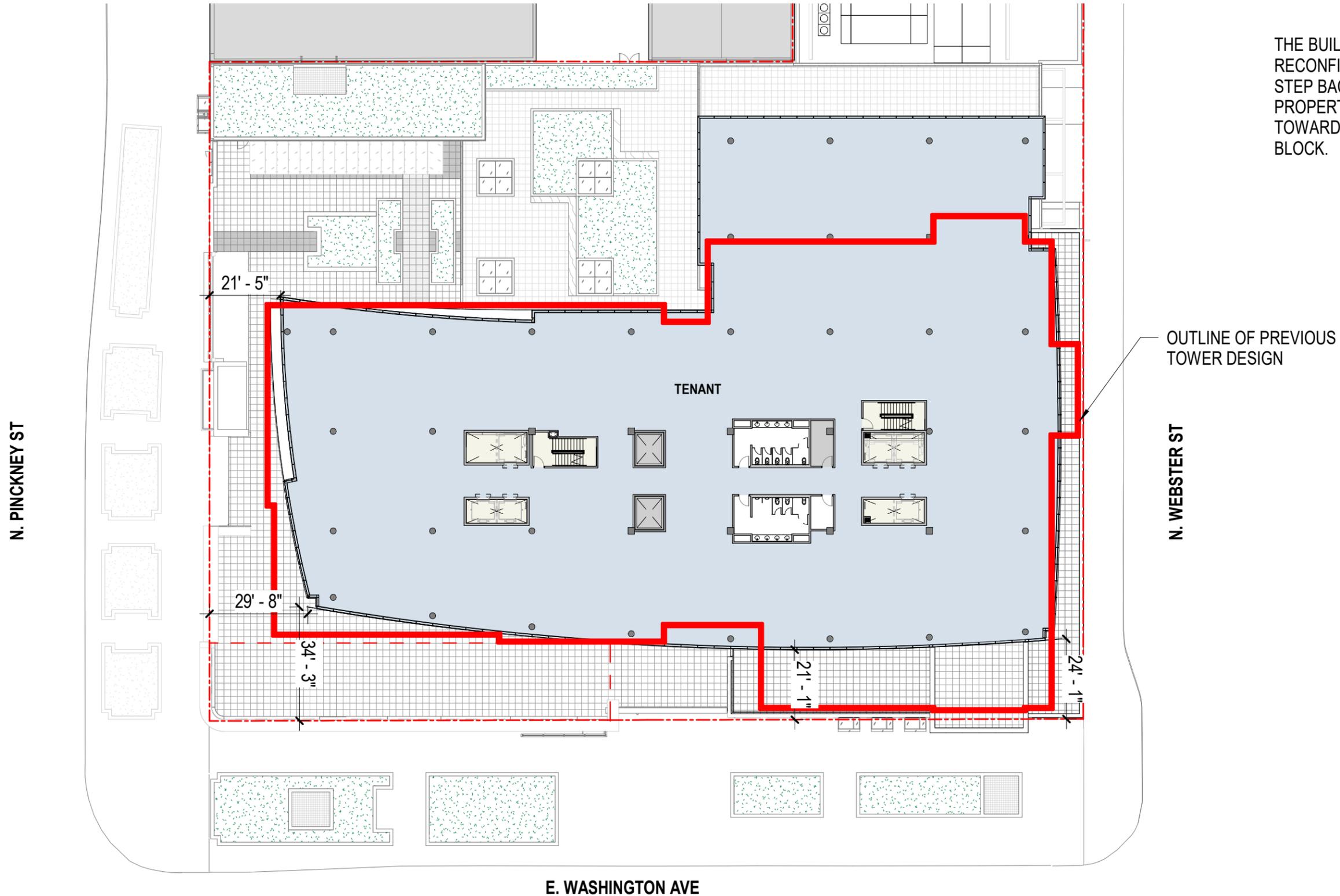


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# FOOTPRINT COMPARISON

1/32" = 1'-0"



THE BUILDING'S TOWER WAS RECONFIGURED TO FURTHER STEP BACK FROM THE PROPERTY LINES AND SHIFT TOWARDS THE CENTER OF THE BLOCK.

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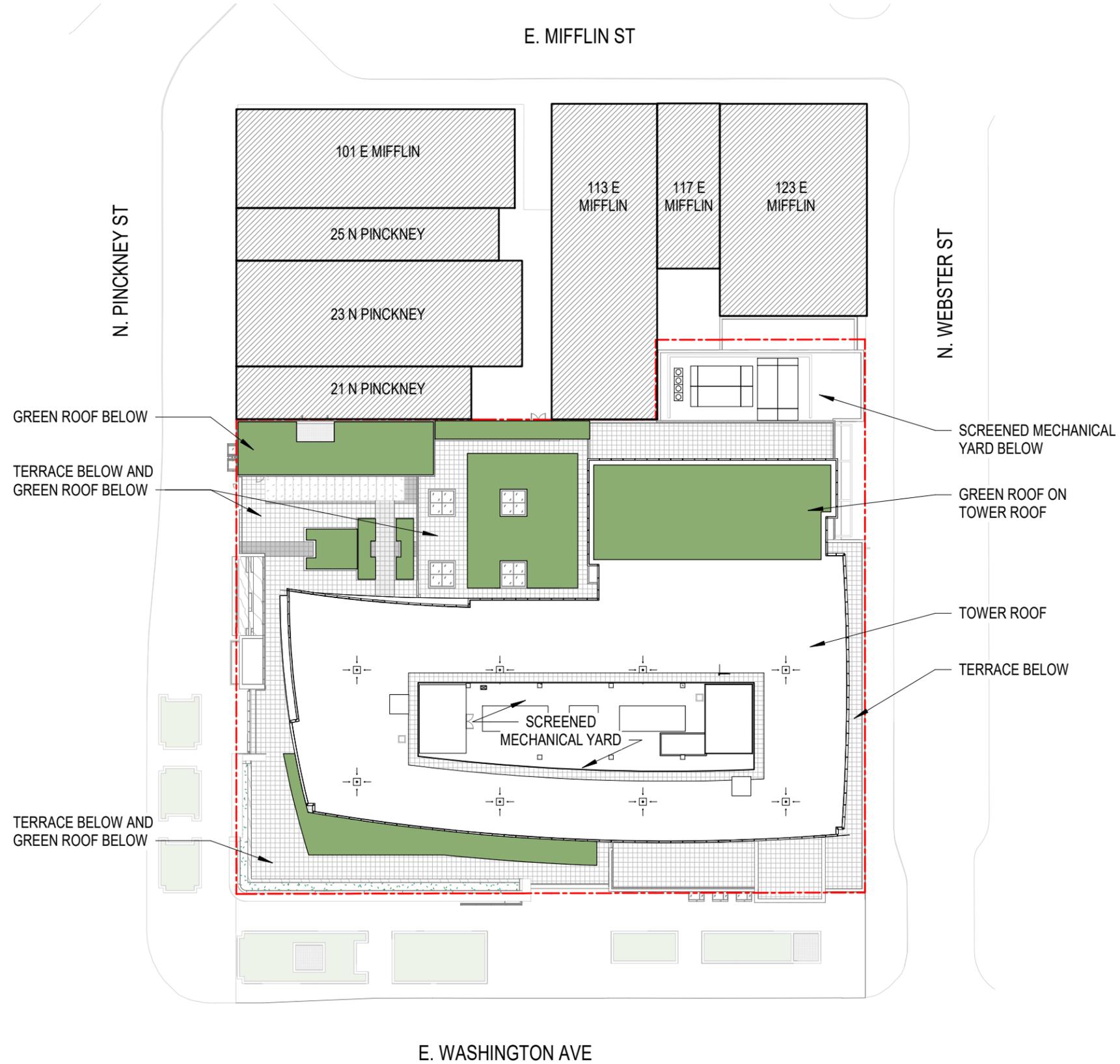
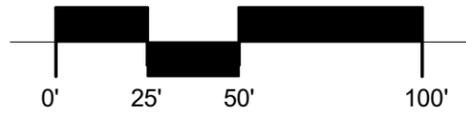


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# ROOF PLAN

1" = 50'-0"



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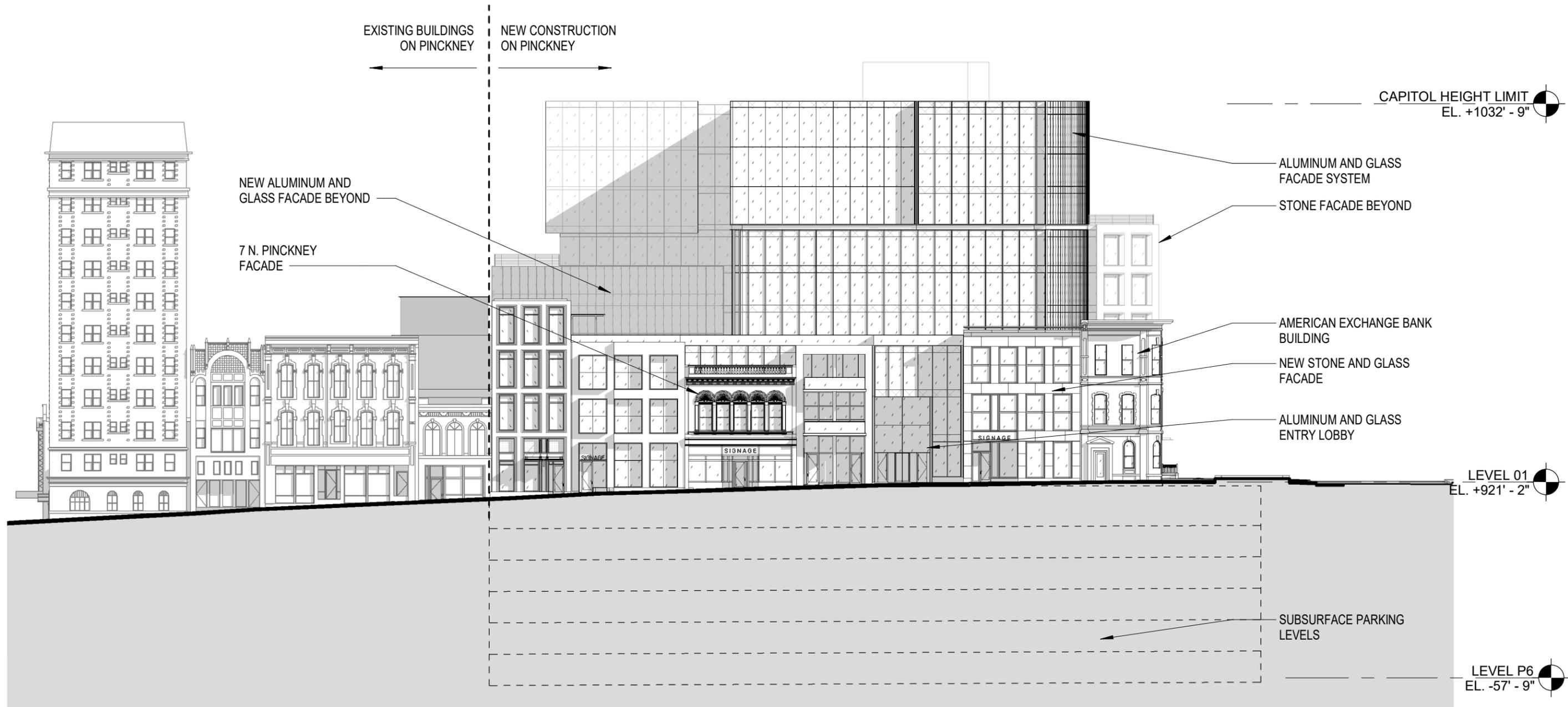


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## VALERIO DEWALT TRAIN

# PINCKNEY ELEVATION

1" = 30'-0"



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# WASHINGTON ELEVATION

1" = 30'-0"



CAPITOL HEIGHT LIMIT  
EL. +1032' - 9"

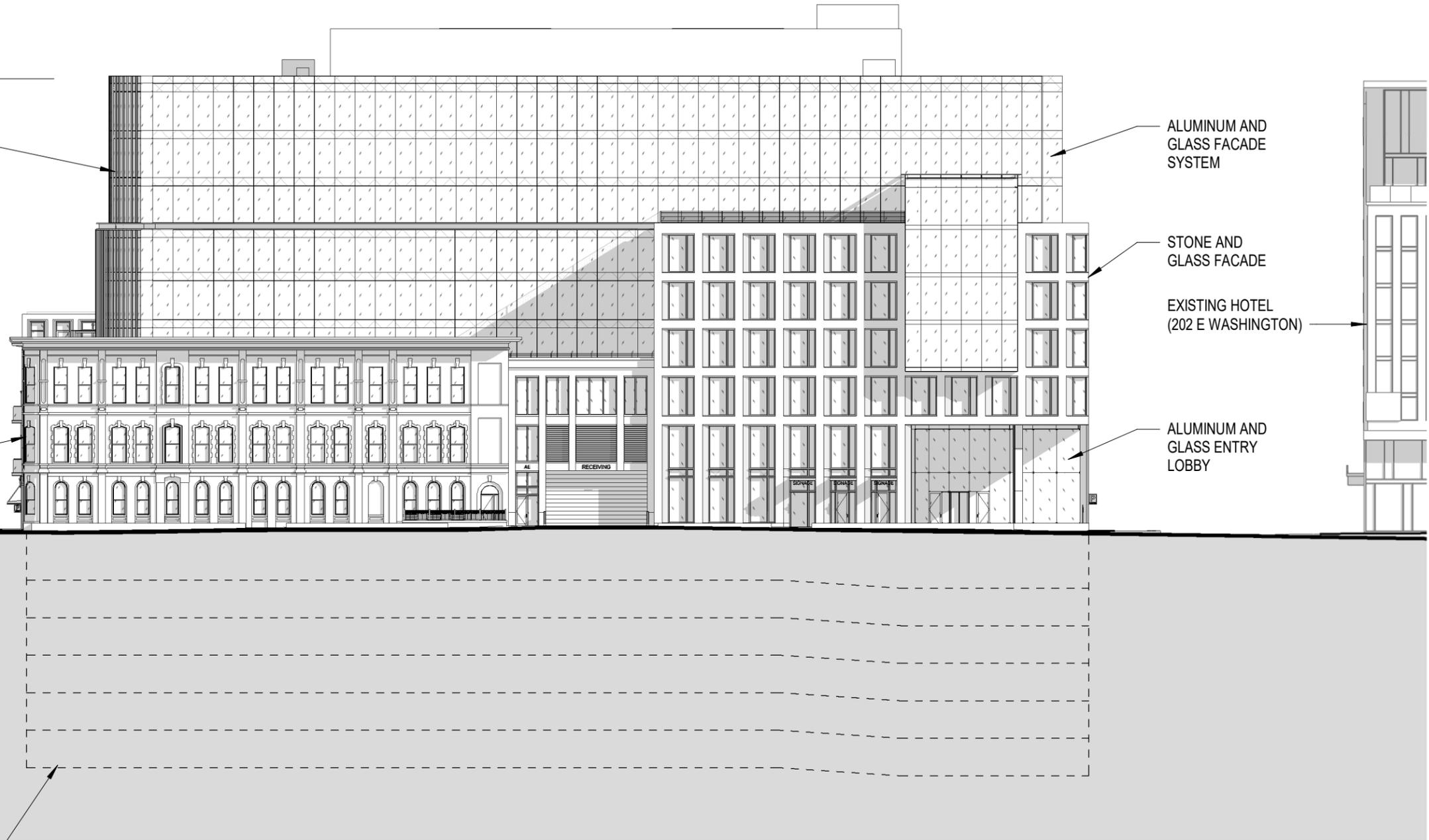
ALUMINUM AND GLASS  
FACADE SYSTEM

AMERICAN EXCHANGE  
BUILDING

LEVEL 01  
EL. +921' - 2"

LEVEL P6  
EL. -57' - 9"

SUBSURFACE  
PARKING LEVELS



ALUMINUM AND  
GLASS FACADE  
SYSTEM

STONE AND  
GLASS FACADE

EXISTING HOTEL  
(202 E WASHINGTON)

ALUMINUM AND  
GLASS ENTRY  
LOBBY

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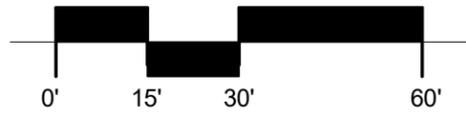


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# WEBSTER ELEVATION

1" = 30'-0"



CAPITOL HEIGHT LIMIT  
EL. +1032' - 9"

ALUMINUM AND  
GLASS FACADE  
SYSTEM BEYOND

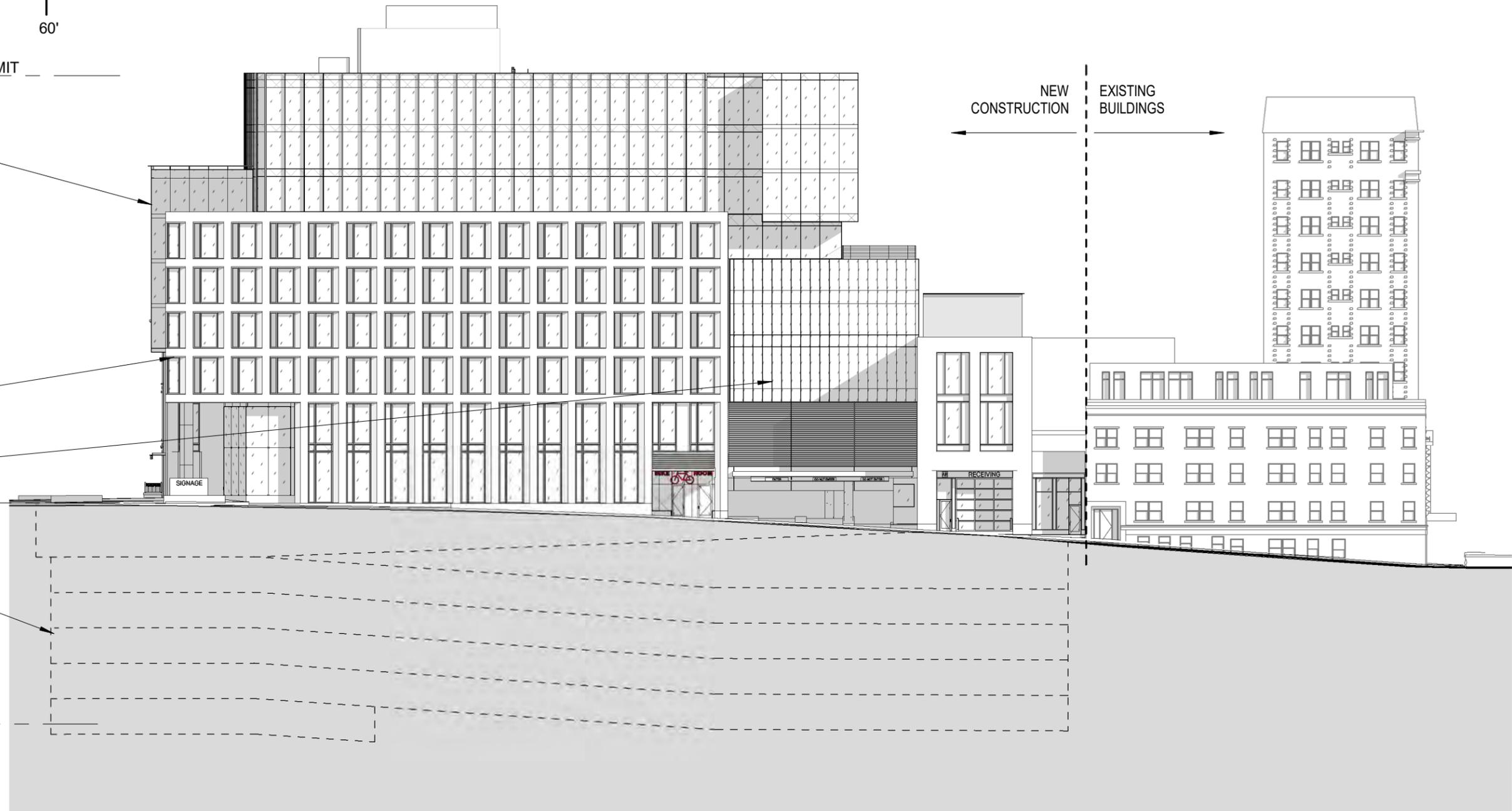
STONE AND GLASS  
FACADE

ALUMINUM AND  
GLASS FACADE

LEVEL 01  
EL. +921' - 2"

SUBSURFACE  
PARKING LEVELS

LEVEL P6  
EL. -57' - 9"



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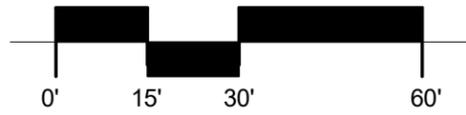


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# NORTH ELEVATION

1" = 30'-0"



CAPITOL HEIGHT LIMIT  
EL. +1032' - 9"

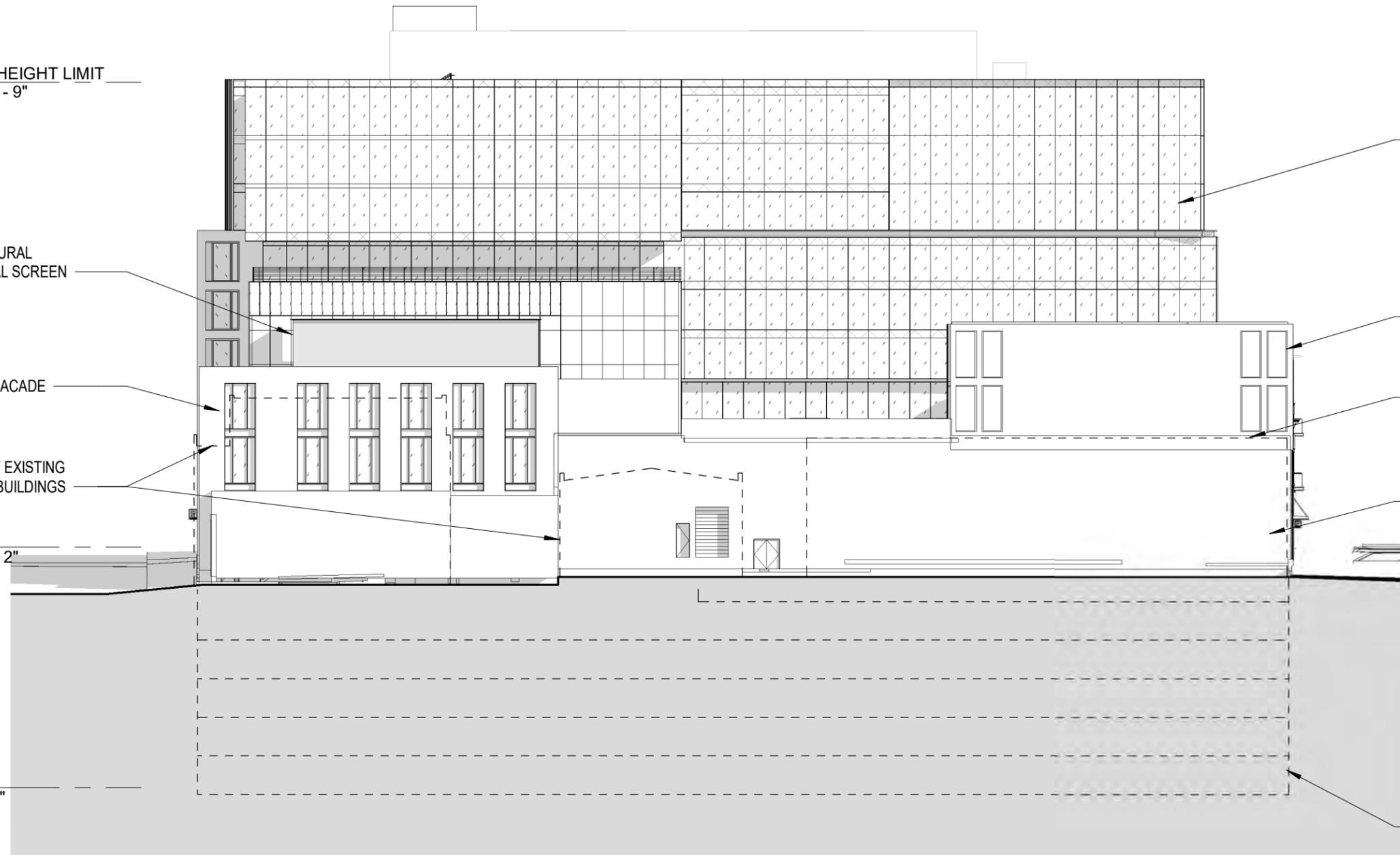
ARCHITECTURAL  
MECHANICAL SCREEN

MASONRY FACADE

OUTLINE OF EXISTING  
ADJACENT BUILDINGS

LEVEL 01  
EL. +921' - 2"

LEVEL P6  
EL. -57' - 9"



ALUMINUM AND  
GLASS FACADE  
BEYOND

MASONRY FACADE

OUTLINE OF ADJACENT  
BUILDING

MASONRY FACADE

SUBSURFACE  
PARKING LEVELS

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# PROJECT RENDERING - PINCKNEY BLOCK ELEVATION



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# PROJECT RENDERING - VIEW OF PINCKNEY FACADE



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# PROJECT RENDERING - VIEW FROM PINCKNEY LOOKING SOUTH



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# PROJECT RENDERING - PINCKNEY AND MIFFLIN



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# PROJECT RENDERING - PINCKNEY FACADE



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# PROJECT RENDERING - EAST WASHINGTON



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# PROJECT RENDERING - VIEW FROM WEBSTER LOOKING SOUTH



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# PROJECT RENDERING - MIFFLIN ELEVATION



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# PROJECT RENDERING - MIFFLIN AND WEBSTER



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# PROJECT RENDERING - MIFFLIN PERSPECTIVE



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# PROJECT RENDERING - FACADE MATERIALS



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# PROJECT RENDERING - FACADE MATERIALS



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# PROJECT RENDERING - FACADE MATERIALS

PAINTED METAL LOUVERS

STONE MASONRY FACADE SYSTEM WITH ALUMINUM AND GLASS WINDOWS

PERFORATED METAL SCREEN

ALUMINUM AND GLASS FACADE SYSTEM

STONE MASONRY FACADE SYSTEM

PERFORATED METAL SCREEN

FROSTED GLASS OVERHEAD DOOR



**AMERICAN EXCHANGE  
DEVELOPMENT**



Urban Land Interests

**VALERIO  
DEWALT  
TRAIN**