



Project Name/Address: American Exchange Development

Application Type: Alteration adjacent to three landmarks (1 N Pinckney St, 21-23 N Pinckney St, and 117-119 E Mifflin St)

Legistar File ID # [61120](#)

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Summary

Project Applicant/Contact: Mark Binkowski, Urban Land Interests

Requested Action: The Applicant is requesting development adjacent to three Designated Madison Landmarks.

Background Information

Parcel Location: The subject site is located adjacent to three Designated Madison Landmarks.

Relevant Zoning Code:

28.144 DEVELOPMENT ADJACENT TO A LANDMARK OR LANDMARK SITE.

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.

Analysis and Conclusion

The application is for the new construction to be located on the new parcel that would front on N Pinckney St, E Washington Ave, and N Webster St. The adjacent landmark properties are the American Exchange Bank at 1 N Pinckney St, the Maeder Building/Ellsworth Block at 21-23 N Pinckney St, and the Wakeley-Giles Building at 117-119 E Mifflin St. The application provides elevations and renderings from multiple angles, which allows for viewing its relation to the adjacent landmarks. The bulk of the mass of the new construction is located to the southern end of the parcel, which creates minimal visual impacts to 21-23 N Pinckney and 117-119 E Mifflin landmarks. The massing of the tower element on the building is close to 1 N Pinckney, but stepped back from the primary façade on N Pinkney and the curved nature of the tower provides a visual relief on the E Washington view of 1 N Pinkney. Additionally, for the properties along N Pinckney, the incorporation of distinct storefronts replicate the pattern of historic development on the block, which mitigates impacts to the two landmarks that front onto that street.

Recommendation

Staff recommends that the Landmarks Commission provide their advisory recommendation to the Plan Commission that the proposed new structure is not so large or visually intrusive as to adversely affect the historic character or integrity of the adjacent landmarks at 1 N Pinckney St, 21-23 N Pinckney St, and 117-119 E Mifflin St.