



Variance Request for 7-11 N Pinckney

May 4, 2020



Proposal

- Variance request to demolition standards related to demolition COA for 7-11 N Pinckney
- Public Interest Variance
 - Increase tax base
 - Increase employment opportunities
 - Recreate historic character of N Pinckney



History of the Property

- 7 N Pinckney, constructed 1899
 - Olson & Veerhusen (1899-1975)
- 11 N Pinckney, constructed 1906
 - Keely & Neckerman drygoods
 - Harry S Manchester men's clothing
 - Tittle & Sons Meat Market
 - Olson & Veerhusen (1951)
- Oldest operating menswear in Madison
 - Highly gendered history of Capitol Square



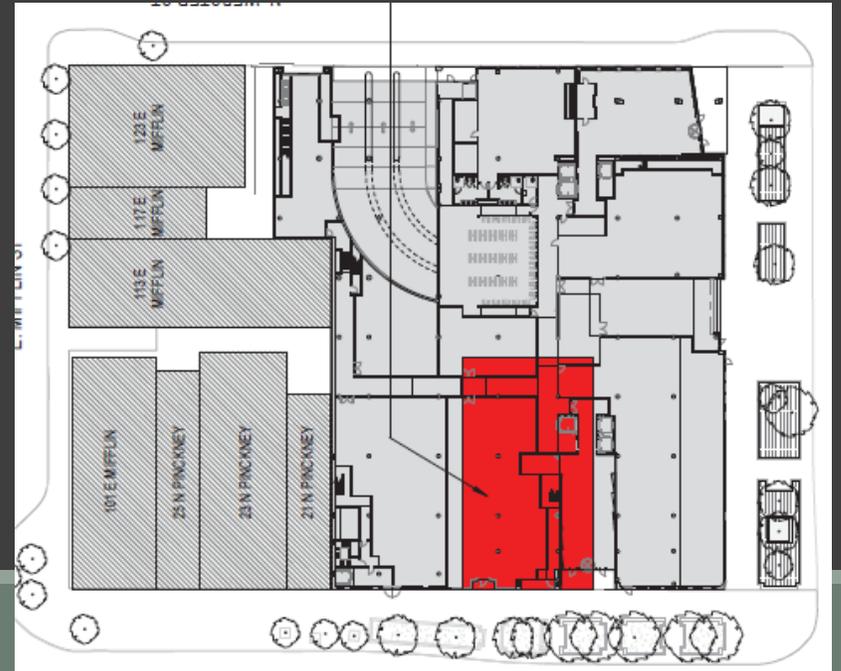
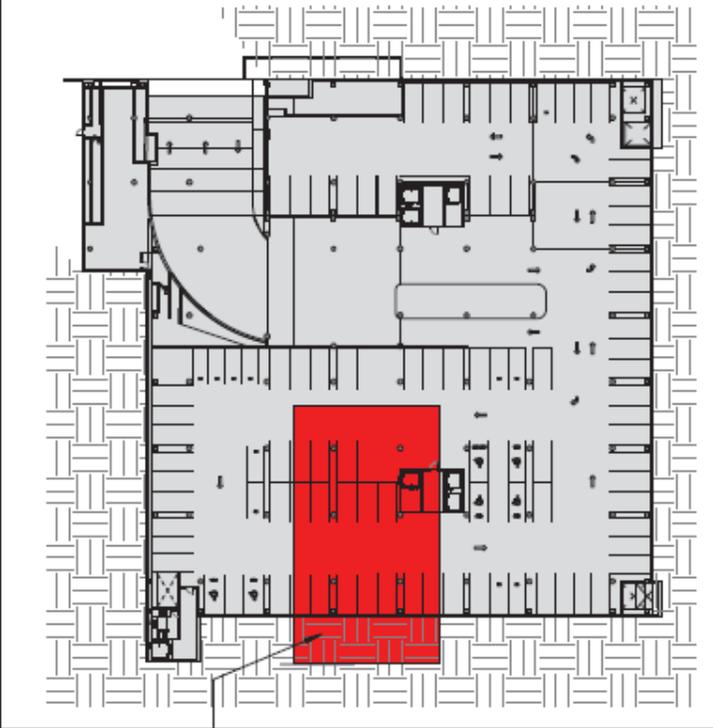
History of the Property

- ULI's proposal to redevelop block, 2007
- Designated Madison Landmark, 2008
 - 7-9 N Pinckney
 - 21-25 N Pinckney
 - 27 N Pinckney

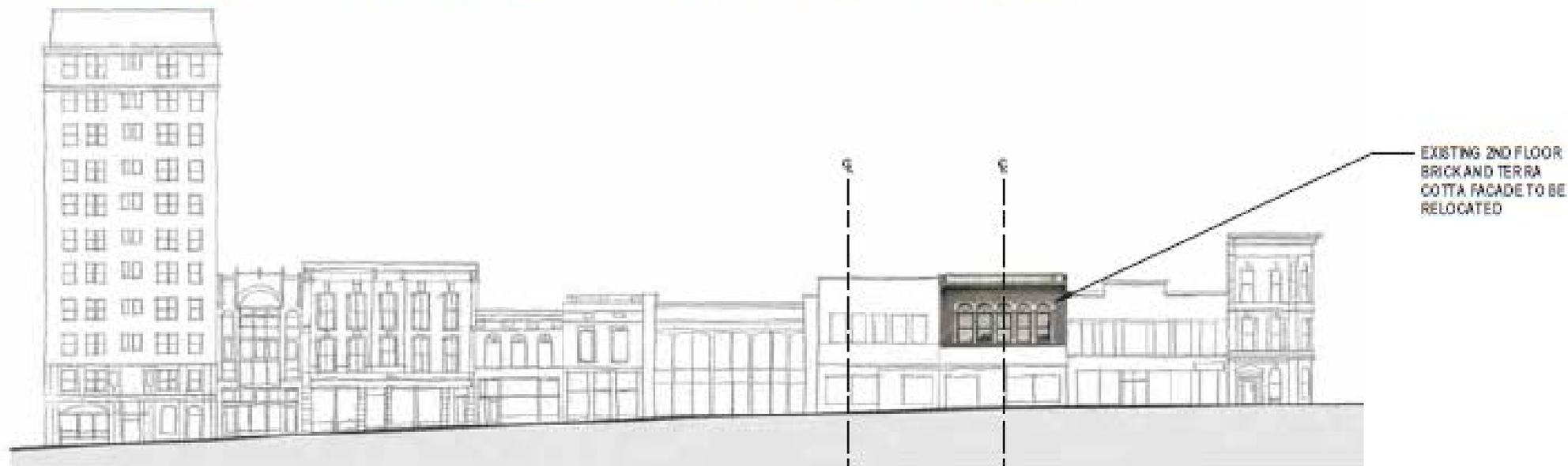








PROPOSED IMPROVEMENTS TO CENTRE 7 FACADE



ELEVATION SKETCH OF EXISTING PINCKNEY STREET WALL



PROPOSED ELEVATION OF PINCKNEY STREET WALL

EXISTING 2ND FLOOR
BRICK AND TERRA
COTTA FACADE TO BE
RELOCATED

PROPOSED RELOCATION OF
BRICK AND TERRA COTTA
2ND FLOOR FACADE

PROPOSED NEW
STOREFRONT ASSEMBLY

41' RELOCATION

Applicable Standards

41.19(7)Public Interest Variance. The Landmarks Commission may grant a variance allowing the construction of a new structure, or the alteration, demolition or removal of an existing structure, which would otherwise be prohibited under Sec. 41.18, if the Commission finds that a variance is necessary in the public interest. A variance is necessary in the public interest if the Commission finds all of the following:

- (a) The **proposed building, object, site or structure provides unique, high priority benefits to the general public.**
- (b) The **benefits to the general public** under sub. (7)(a) above substantially **outweigh the strong public interest in preserving historic resources** expressed in this chapter.
- (c) There are **no reasonable alternatives** to granting a variance that **would allow the proposed project to occur in the city** and satisfy the standards of this chapter.



History of Variance Standard

- Ordinance updates, 2015
- Public Interest Variance
 - Unique benefits to the public
 - Not weaken public interest in preserving historic resources
- This proposal is first use of Public Interest Variance



Staff Recommendation

Staff believes the standards for the public benefit variance are not met and recommends the Landmarks Commission deny the request.

Variance request must meet all 3 standards. Landmarks Commission should make findings for each standard.

