

From: [Kurt Stege](#)
To: [Urban Design Comments](#)
Subject: December 14 Urban Design Commission Meeting Item #8
Date: Monday, December 12, 2022 10:32:47 PM

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Please consider the following comments in opposition to the structure proposed for the 400 block of State Street, Madison's "premier street."

The Commission has seen several iterations of the proposed project offered by JD McCormick Properties. All versions have missed the mark in terms of replacing three two-story buildings that reflect the nimbleness of this block with a single six-story building. The looming presence of the most recent version is readily apparent in the "Looking North-West" view found on page 32 of the plans.

The proposed building would undermine the value of the Link Peace Park as a break in the middle of the length of State Street. It would imbalance and ignore the one-story building on the other edge of the park.

The proposal fails to meet the standard of "high quality architecture and urban design" and would simply impose another false segmentation in lieu of quality.

Thank you for your consideration.

Kurt Stege

Comments on the Proposed Development for 430-440 State St

Bob Klebba

29 June 2022

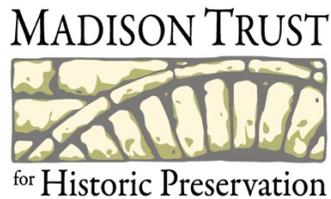
I attended the Steering Committee meetings for this proposal and expressed concern about several aspects of plan.

My very first concern was concordance of the proposal with the rhythm and flow of the existing architecture on State St. I requested that the developer consider a 3-story façade in order to match better those of adjacent buildings, in the way the Oliv development's facades on the 300 block of State St will better match those around it. This proposal sticks out like a sore thumb: the height is too tall and there is insufficient articulation to avoid the sense of massing that does not currently exist here or elsewhere on the 400 and 500 blocks.

The size of the building is also a concern for this site. 6 stories are tacked on the back of the building that will have a huge impact on the shading of the Lisa Link Peace Park. The City and the BID have worked tirelessly to activate this space and to make this it accessible to all. The shading will make much more of the park darker and in winter will make the snow removal more difficult. The proposed building must be scaled down to a smaller size in order not to so seriously impact one of our most used City pocket parks.

Please review the attached shading study provided by the developer.

State Street defines Madison in ways that we recognize as students, citizens, tourists, and city planners. This proposal does not work for this location and needs to be considerably better adapted for the most important streetscape we have in our community.



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VIA EMAIL

June 27, 2022

Re: Urban Plan Commission Meeting on June 29, 2022
Agenda Item 7: 430-432-444 State Street

To the Members of the Madison Urban Design Commission:

The Madison Trust for Historic Preservation includes more than 350 members who have a strong interest in maintaining and promoting the city's rich cultural heritage.

The matter before the Commission would drastically change the character of the central block of Madison's "premier street." At its meeting on March 15, 2022, the Board of the Madison Trust voted unanimously to both 1) oppose the demolition of the three buildings, now in existence, at 430, 432, and 444 State Street; and to 2) oppose the design of the building proposed to replace them, which was out of scale and out of character with its surroundings. In the intervening months, the proposed design has been modified somewhat, but not in any material respect.

The *Downtown Urban Design Guidelines* are key to this Commission's review of proposed redevelopments on State Street. The Guidelines statement of "Purpose" includes the following:

In applying these guidelines, the *Downtown Plan*, **which is incorporated herein by reference**, may be utilized to provide additional guidance. *Guidelines*, p.3 [Emphasis added.]

When Madison issued its *Downtown Plan* in 2012, it articulated what many already knew:

State Street is widely considered to be Madison's premier street — a unique and special environment created over the past 40 years by innovative local merchants willing to take risks. . . . It is **a lively corridor comprised mostly of two- to four-story, small footprint buildings** housing ground floor shops, restaurants, and bars, with upper story residential and office uses. The diversity of businesses, the architecture of the buildings, and quality of the streetscape work together to create vibrancy for the district. *Downtown Plan*, p. 44 [Emphasis added.]

(Continued)

Dedicated to Preserving Madison's Historic Places

A local partner of the National Trust for Historic Preservation

In its current iteration, State Street includes buildings in a range of sizes. However, most of us think of the street's character in terms of its smaller structures that front the street and differ widely in terms of their style, texture, and shape. The *Downtown Plan* suggests this smaller scale and rhythm are key to the street's character:

The vibrancy and intimacy of State Street is largely attributable to the rhythm of its buildings, with their typically narrow, small first floor commercial spaces that accommodate a wide variety of small businesses; and **it is essential that both the scale and rhythm of the buildings and the diversity of uses be retained.** . . . This *Downtown Plan* supports limited development of some larger commercial spaces in the State Street district, but only if the buildings are carefully designed to maintain the predominant small-scale rhythm of the street frontage. *Downtown Plan*, p. 44-45

The *Downtown Plan* goes on to identify nine distinct recommendations for State Street, including two that specifically relate to this Applicant's redevelopment proposal:

Recommendation 74: Maintain the two-to-four story building height on the State Street frontage that creates a sense of enclosure while also providing openness and access to sunlight.

Recommendation 75: Encourage the preservation, rehabilitation and adaptive reuse of sound older buildings that contribute to the district's character.
Downtown Plan, p. 44-45.

Conclusion:

The Applicant's proposal would demolish three buildings that are highly representative of the scale and rhythm of the mid-section of State Street that has existed for more than a century. It would replace them with a six-story single mass that would dwarf its surroundings and compete with their rhythm and scale. The Madison Trust for Historic Preservation opposes the application because it is inconsistent with the *Downtown Urban Design Guidelines*.

Sincerely,

Lynn Bjorkman

Lynn Bjorkman
President
Madison Trust for Historic Preservation

Dedicated to Preserving Madison's Historic Places

A local partner of the National Trust for Historic Preservation

From: [Kurt Stege](#)
To: [Urban Design Comments](#); [Firchow, Kevin](#)
Subject: UDC meeting on Wednesday, item 7
Date: Monday, June 27, 2022 10:51:48 AM
Attachments: [2022-04-08 - State St Context Elevation and Perspectives \(2\).pdf](#)
[2022-04-01 - 400 State St Shadow Study \(1\).pdf](#)

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I intend to be present for the meeting on June 29 and to offer testimony in this matter.

During the course of the steering committee discussions on this proposal, I made a specific request of the designer to prepare some perspectives that I hoped would provide helpful information to anyone reviewing the project. The co-chair of the Madison Trust's Advocacy Committee also asked for a shadow study for the project.

I don't believe that either of these two requests are reflected in the material that is included in the applicant's presentation for the commission meeting. The PDFs for both the perspectives and the shadow study (which were disseminated to the steering committee chair) are below.

I'd like to reference both during my comments at the UDC meeting. Is it possible for them to be shown (context elevation first) by the person in charge of tech for the meeting?

Thank you.

Kurt Stege
Co-chair, Madison Trust Advocacy Committee





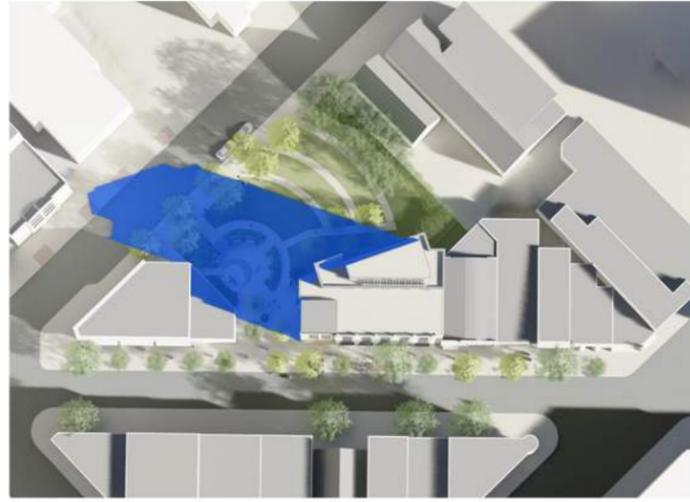


SUMMER



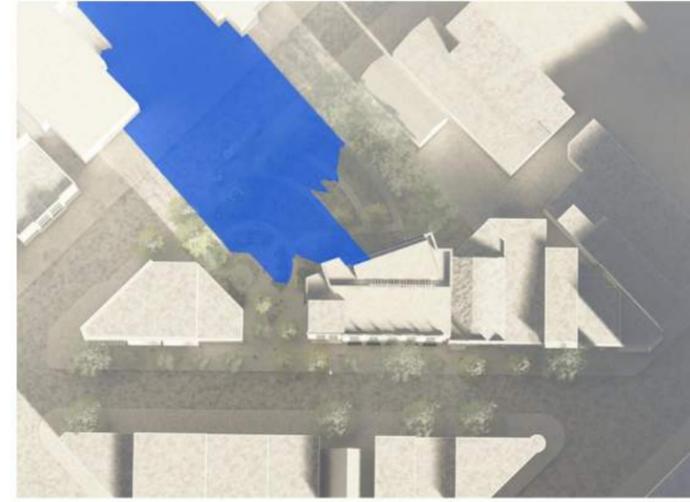
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FALL



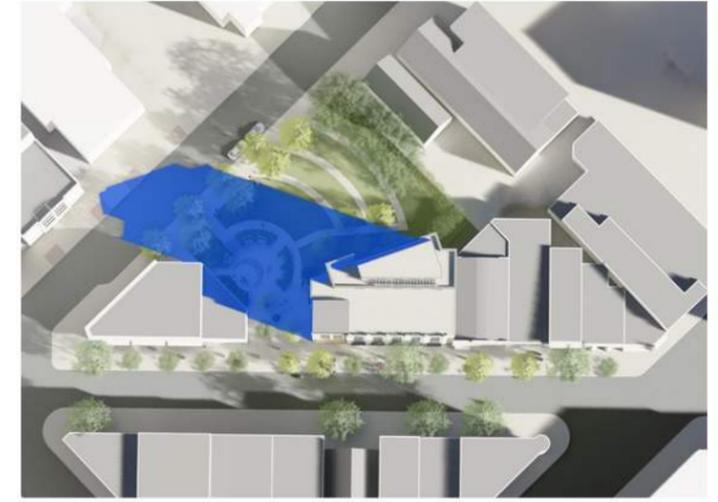
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WINTER



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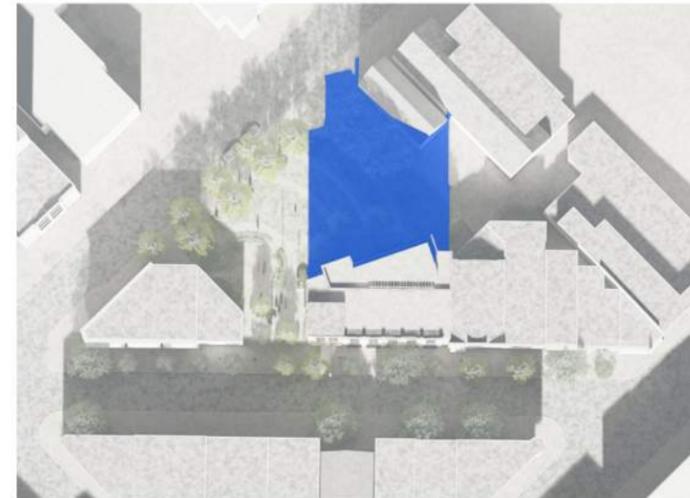
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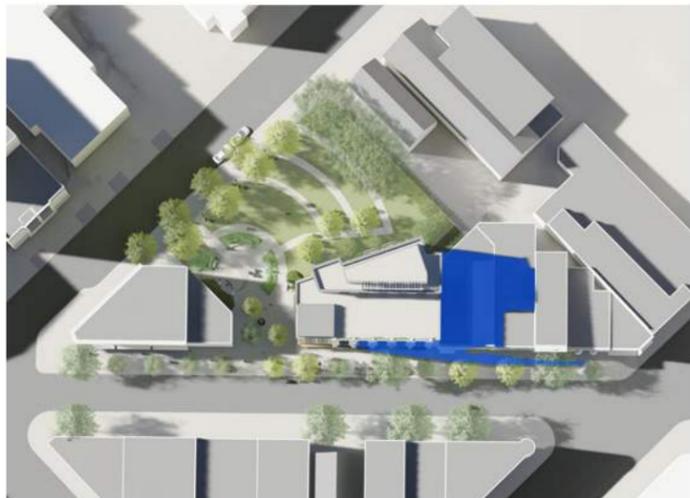
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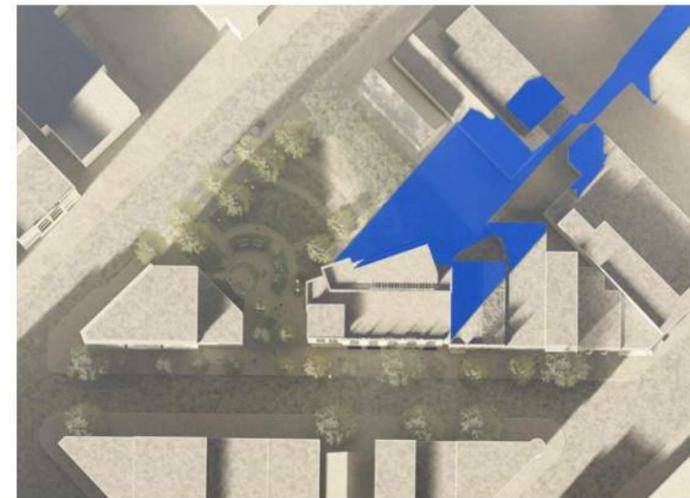
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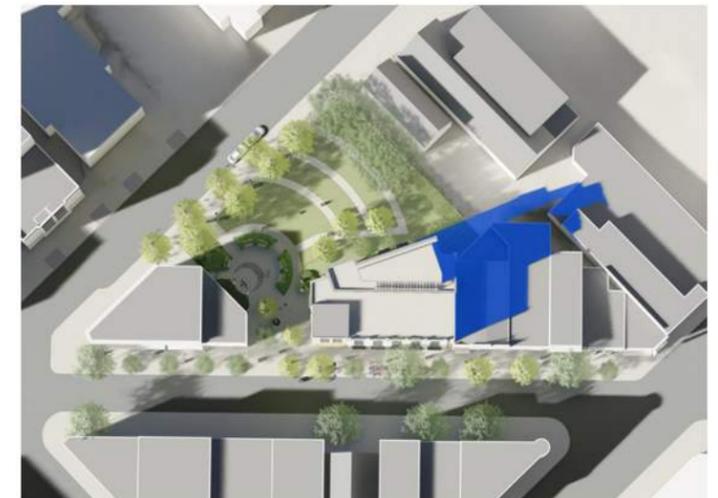
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