



Project Name & Address: 7-11 N Pinckney Street
Application Type(s): Demolition of a Designated Madison Landmark
Legistar File ID # [60396](#)
Prepared By: Heather Bailey, Preservation Planner, Planning Division
Date Prepared: May 26, 2020

Summary

Project Applicant/Contact: Mark Binkowski, Urban Land Interests
Requested Action: The Applicant is requesting that the Landmarks Commission approve a Certificate of Appropriateness for the demolition of a Designated Madison Landmark.

Background Information

At its May 4 meeting, the Landmarks Commission approved the Public Interest Variance request in order to demolish the landmark property at 7-11 N Pinckney. The building was designated for its architecture and historic significance for its commercial history, including being the location for the longest operating menswear store in Madison, Olsen & Veerhusen. The building was also the local branch office for UMOS (United Migrant Opportunity Services) in 1976, which provided advocacy and programming for migrant farm workers.

Parcel Location/Information: The subject site is a Designated Madison Landmark

Relevant Ordinance Sections:

- 41.18 STANDARDS FOR GRANTING A CERTIFICATE OF APPROPRIATENESS.** A certificate of appropriateness shall be granted only if the proposed project complies with this chapter, including all of the following standards that apply.
- (2) Demolition or Removal. In determining whether to approve a certificate of appropriateness for any demolition or removal of any landmark or structure within a historic district, the Landmarks Commission shall consider all of the following, and may give decisive weight to any or all of the following:
 - (a) Whether the structure is of such architectural or historic significance that its demolition or removal would be detrimental to the public interest and contrary to the general welfare of the people of the City and the State.
 - (b) Whether a landmark’s designation has been rescinded.
 - (c) Whether the structure, although not itself a landmark structure, contributes to the distinctive architectural or historic character of the historic district as a whole and therefore should be preserved for the benefit of the people of the City and the State.
 - (d) Whether demolition or removal of the subject property would be contrary to the policy and purpose of this ordinance and/or to the objectives of the historic preservation plan for the applicable historic district as duly adopted by the Common Council.
 - (e) Whether the structure is of such old and unusual or uncommon design, method of construction, or material that it could not be reproduced or be reproduced only with great difficulty and/or expense.

- (f) Whether retention of the 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.
 - (g) The condition of the property, provided that any deterioration of the property which is self-created or which is the result of a failure to maintain the property as required by this chapter cannot qualify as a basis for the issuance of a certificate of appropriateness for demolition or removal.
 - (h) Whether any new structure proposed to be constructed or change in use proposed to be made is compatible with the historic resources of the historic district in which the subject property is located, or if outside a historic district, compatible with the mass and scale of buildings within two hundred (200) feet of the boundary of the landmark site.
- Prior to approving a certificate of appropriateness for demolition, the Landmarks Commission may require the applicant to provide documentation of the structure. Documentation shall be in the form required by the Commission.

Analysis and Conclusion

The granting of the variance negates the need for a discussion of the demolition standards because the variance provides relief from those standards. However, at the conclusion of the demolition standards is the provision for the commission to request additional documentation of the structure prior to its demolition.

While the building has undergone several modifications over time, staff believes that photographic documentation of the entire structure prior to its demolition and some photographic documentation as part of the demolition as parts of the structure are uncovered as part of that process. That documentation would be sent digitally to the Preservation Planner with images labelled and a photo key to contextualize all of the images.

This parcel is located within the boundary of the former Capitol Effigy Mound site and it is required by the State to secure a Request to Disturb, which will likely require archaeological monitoring. Staff recommends that the applicant submit a copy of the final archaeological report to the Preservation Planner for inclusion in the preservation file for this property.

Finally, the landmark designation does not meet the criteria for rescission until the structure has been demolished. Staff recommends that the applicant submit a request for rescission of the landmark designation upon completion of the demolition.

This proposal is part of a larger redevelopment, which will require additional approvals once those applications have been submitted. As proposed, the development will need a Certificate of Appropriateness for the land combination, which would include the landmark at 1 N Pinckney and an advisory recommendation for construction adjacent to a landmark.

A discussion of the relevant ordinance sections pertaining to the demolition follows:

41.18 STANDARDS FOR GRANTING A CERTIFICATE OF APPROPRIATENESS. A certificate of appropriateness shall be granted only if the proposed project complies with this chapter, including all of the following standards that apply.

- (2) Demolition or Removal. In determining whether to approve a certificate of appropriateness for any demolition or removal of any landmark or structure within a historic district, the Landmarks Commission shall consider all of the following, and may give decisive weight to any or all of the following:
 - (a) N/A: these standards are met by the Public Interest Variance.
 - (b) The landmark's designation should be rescinded once the structure is demolished.
 - (c) N/A: these standards are met by the Public Interest Variance.

- (d) N/A: these standards are met by the Public Interest Variance.
- (e) N/A: these standards are met by the Public Interest Variance.
- (f) N/A: these standards are met by the Public Interest Variance.
- (g) N/A: these standards are met by the Public Interest Variance.
- (h) Once this structure is demolished, the landmark designation will be rescinded, so the conditions of this standard are not applicable.

The Landmarks Commission should require photographic documentation of the existing structure at 7-11 N Pinckney and any documentation of the site from the archaeological report required as part of the Request to Disturb issued by the State.

Recommendation

Staff believes the standards for granting a Certificate of Appropriateness are met and recommends the Landmarks Commission approve the request with the following conditions:

1. Exterior and interior photographic documentation of the structure, and photos of the demolition, with images labelled and linked to a photographic key, to be electronically submitted to the Preservation Planner.
2. Submit a copy of the final archaeological report, as required by the Wisconsin Request to Disturb permit, to the Preservation Planner for inclusion in the City's preservation file for the property.
3. Upon completion of the demolition of the structure at 7-11 N Pinckney, submit a request to rescind the landmark designation of the property.