



**Project Name & Address:** 2030 Pennsylvania Avenue  
**Application Type:** Demolition Historic Value Review  
**Legistar File ID #** [91464](#)  
**Prepared By:** Heather Bailey, Preservation Planner, Planning Division  
**Date Prepared:** February 4, 2026

## Summary

### Relevant Ordinance Section:

28.185(7) Review for Historic Value. Every application for demolition or removal of a principal structure shall be reviewed by the Landmarks Commission, which shall provide input to the Building Inspection Division regarding the historic value of the property with the building or structure proposed for demolition or removal.

- (a) If the Landmarks Commission determines that the property with the proposed demolition or the structure proposed for removal has no known historic value, the demolition or removal may be approved administratively under sub. (8)(b) below, provided that at least one of the standards for administrative approval have been met.
- (b) If the Landmarks Commission determines that the property with the proposed demolition or the structure proposed for removal has historic value, then the Plan Commission shall approve the demolition or removal under sub. (9) below, after considering input from the Landmarks Commission.
- (c) Nothing in this subsection eliminates the requirement in MGO Secs. [41.09\(1\)\(c\)](#) and [41.12\(3\)](#) that the demolition of landmark structures or structures in historic districts must also be approved by the Landmarks Commission through the issuance of a Certificate of Approval.

### 41.28 HISTORIC VALUE ADVISORY RECOMMENDATION

- (1) Review for Historic Value. Following a review of MGO Sec. 28.185 applications for demolition by the Landmarks Commission and based upon application materials, and a report by the City's Preservation Planner, and any public testimony, the Commission shall review [MGO Sec. 28.185](#) applications for demolition and assign one of the following Categories to each principal building proposed for demolition:
  - (a) Category A Demolitions: denotes that the Landmarks Commission finds that the building has historic value based on architectural significance, cultural significance, historic significance, as the work/product of an architect of note, its status as a contributing structure in a National Register Historic District, listed in the National Register of Historic Places, and/or as an intact or rare example of a certain architectural style or method of construction.
  - (b) Category B Demolitions: denotes that the Landmarks Commission finds that the building has historic value related to the vernacular context of Madison's built environment, cultural practices, or as the work/product of an architect of note, but the building itself is not historically, architecturally or culturally significant.
  - (c) Category C Demolitions: denotes that the Landmarks Commission finds that the building has no known historic value. This category may also denote sites or properties that have historic value, and the significance will not be negatively impacted by the removal of the building itself. This category may also include sites or properties that have archaeological or other site findings of significance, but where removal of the building itself will have no impact.
- (2) Presence of Archaeology. When applicable, each finding shall also note the presence of an archaeological or burial site on the site of the building proposed for demolition.

**2030 Pennsylvania Avenue**

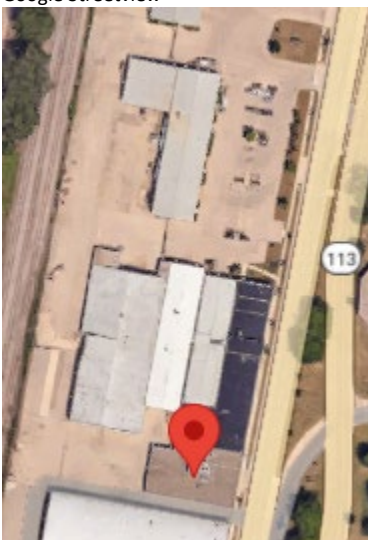
Commercial buildings constructed in 1901, per Assessor.



Google Streetview



Google Streetview



Google Earth



Applicant submittal



Applicant submittal

**Applicant:** Joey Wisniewski, New Land Enterprises

**Applicant’s Comments:** NLE is proposing a multi-phase, mixed-use neighborhood-focused redevelopment at the former headquarters of the Hooper Corporation. The first phase of development proposes a multi-family development consisting of 500(+/-) premium-grade residential units on the northern half of the property, where the Capitol East district meets the North Street neighborhood and Oscar Mayer district on Madison’s East Side. Future phases of redevelopment include adaptive reuse of the Scanlan Morris building and a wood-truss warehouse building creating over 64,000 SF of commercial, retail, and office space, the creation of pedestrian public plazas, and the construction of a statement civic building or similar use adjacent to the Madison Public Market. The proposed redevelopment of the 8.36-acre site would replace primarily vacant buildings and surface parking lots related to the former Hooper Corporation headquarters. Selective demolition of buildings found not to be historic or contributing to the character of the neighborhood will be required for the proposed redevelopment.

The site has been identified in the City of Madison Comprehensive Plan as desirable for high-density residential and mixed-use development. The site is located in the Oscar Mayer Special Area Plan, Urban Design District #4, and Transit-

Oriented Development Overlay Zoning District. The existing buildings at 2030 Pennsylvania Avenue were most recently used as light industrial, storage, and office space for the Hooper Construction Corp. and its tenants, and for police training. The southern building is a 1-story massing consisting of several connected building additions of varying age, heights, and building materials. The north building is a 1-story massing of a traditional industrial building. A reuse and recycling plan will be submitted prior to the deconstruction of the existing buildings. It is not feasible to reuse or move the buildings.

**Staff Findings:** While there is a preservation file and site file for the adjacent property detailing the buildings on the Scanlon-Morris Company property, they do not include information on these buildings. While the Madison Assessor information lists a date of construction of 1901, there are a variety of industrial and commercial structures of various ages and designs. There are no known historic associations and none of the structures are architecturally significant. There are no previously identified archaeological sites on this property.

**Staff Recommendation:** Staff recommends a finding of (c) no known historic value.