



Project Name & Address: 221 S Baldwin Street

Application Type: Demolition Historic Value Review

Legistar File ID # [89958](#)

Prepared By: Heather Bailey, Preservation Planner, Planning Division

Date Prepared: October 3, 2025

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.

221 S Baldwin Street

Commercial building constructed in 1900



Google Streetview



Google Earth



WHS image, 1974

Applicant: Evelyn Betts, Common Wealth Development

Applicant's Comments: None.

Staff Findings: There is no preservation file. The State Site File has limited information and identifies this as a "large retail building." The Williamson Street Walking Tour identifies this building as the Atlas Hotel, which served as a boarding house for employees of the Northern Electric Company. The building has had extensive changes over time and the remaining brick is disintegrating due to a previous sandblasting treatment. While the building has historic associations with the early history of Madison, it has limited historic integrity.

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