

AGENDA # 7

City of Madison, Wisconsin

REPORT OF: LANDMARKS COMMISSION

PRESENTED: June 25, 2012

TITLE: 100 Block State Street Development – Proposed exterior alterations to designated Landmarks at 120 West Mifflin Street (Schubert Building) and 125 State Street (Castle & Doyle Building), and new development adjacent to landmarks. 4th Ald. District. Contact: Doug Hursh, Potter Lawson, Inc. (26725)

REFERRED:

REREFERRED:

REPORTED BACK:

AUTHOR: Amy Scanlon, Secretary

ADOPTED:

POF:

DATED: June 25, 2012

ID NUMBER:

Members present were: Stu Levitan, Chair; Vice Chair; Christina Slattery, David McLean, Marsha Rummel, Robin Taylor and Michael Rosenblum. Gehrig excused.

SUMMARY:

Levitan read a statement into the record about his previous actions regarding the Block 100 Foundation proposal and that due to the new proposal, the City Attorney has determined that he may participate in the review and discussion.

George Austin, 2316 Chamberlain Avenue, representing the Block 100 Foundation, registering in support and wishing to speak. Mr. Austin provided a brief introduction. Mr. Austin explained that the project was placed on hold following the March 19 Plan Commission meeting to determine the future of the project.

Mr. Austin explained that the Block 100 Foundation listened to the comments from Commissions and the public and decided to move forward with the project. Mr. Austin explained that the new proposal has elements that remain unchanged. These include a retail-restaurant mix at the first level and office space in the upper floors and that massing is retained. The changes include the retention of the Schubert and Stark Buildings, elimination of open space, relocate the entrance to the upper floors to Fairchild Street, construction of a new building at mid-block, and deep stepback of new building at fourth floor.

Doug Hursh, 15 Ellis Potter Court, representing the Block 100 Foundation, registering in support, wishing to speak and available to answer questions. Mr. Hursh provided a presentation of the new proposal. Hursh noted that there are some changes to the proposal to accommodate comments in the Staff Report.

Mr. Hursh explained the comparison between the existing massing and the proposed massing. He noted that there is a 10 foot stepback at the upper floor of the new building along the Castle and Doyle Building, along State Street and along Fairchild Street.

Mr. Hursh described the proposed floor plans and explained that the retail rhythm of State Street would be maintained. He explained that there is a service core for retailers and new entrance for upper level offices on Fairchild Street. He explained the conceptual layout for the proposed restaurant that would utilize the Stark Building as the main dining area and the Schubert Building as additional flex space dining. Mr. Hursh noted that the proposal calls for a small addition to the rear of the Schubert Building for kitchen functions. He explained the second floor will be flexible office space and that new openings in existing party walls will be created to link adjacent spaces. Large skylights are proposed for the Stark Building and the new building in place of the Vallender Building. The third and fourth floors are proposed to have office space.

Mr. Hursh explained that the building that replaces the Buell and Haswell Buildings is in a modern style, but reflects contextual development along State Street. He explained that the new building is divided into four modules along State Street that respect the Castle and Doyle Building, but all would be slightly different in design. The fourth floor is proposed to be all glass to provide a reflective transparency.

Mr. Hursh explained that the rear elevation of the Castle and Doyle Building will be restored and will not have doors added. The new building in place of the Vallender Building will continue toward Castle and Doyle to fill in odd void and create more street presence.

Mr. Hursh explained that the Fairchild elevation of the proposed new building will have similar style to that on State Street. He noted that transom windows will be replaced on the Stark Building where they are currently covered and that the decorative metal balconies will remain.

Mr. Hursh explained that the marquee will be removed from the Schubert Building. He continued to explain that the doors and storefront glass would be replaced, paint will be removed from the limestone and brick will be repaired and probably repainted. The alley wall of the Schubert Building will be repaired, the stamped metal panels will be replaced with cement board siding due to structural issues, windows will likely be repaired, drainage issues will be remedied, and stained glass will be protected during work.

Rosenblum asked for clarification about replacement material behind the metal panels that are proposed to be removed. Mr. Hursh explained it could be stucco, but cement board provides fire resistant qualities.

Levitan requested clarification on material colors shown in renderings. Mr. Hursh explained that the Stark Building will be the color of clean Indiana limestone and the new Vallender will have a sandstone colored brick instead of a red brick.

Rummel requested clarification on the materials of the State Street façade as they relate to Castle and Doyle. Mr. Hursh explained that the new building would have a lighter brick similar to that being proposed for the new Vallender Building. Rummel asked if the project team had considered a color that would not be similar to the Castle and Doyle façade to allow it to stand out. Hursh explained that the terra cotta of Castle and Doyle has green and blue elements that would set it apart from the new material.

Rummel noted her appreciation for this submission. She asked if the project team would be willing to consider the reproduction of the style of the existing Vallender Building. Mr. Hursh explained that the current proposal shows a building that has similar arched recessed windows and brick piers at the upper level. The lower level will maintain the retail character.

Rummel requested that the project team consider the look of a three-story exterior to replicate the overall scale and proportion of the existing Vallender Building within the proposed 2-story building. Mr. Hursh explained that there may be some design elements that the project team could consider.

Taylor asked for clarification about the removal of paint on the Schubert Building when it was previously stated that the paint could not be removed from the Vallender Building. Mr. Hursh explained that the majority of the bricks on the Vallender Building are in poor condition.

Levitan questioned if this development would read as a unified development in the future. Hursh explained that the desire to break up the massing to retain the scale and rhythm of State Street will allow the new development to fit in the context while reading as a unified development.

Rummel asked that these new buildings be of the design and quality of landmarks. Mr. Hursh explained that the detailing of the building and the material selections will make exquisite buildings.

Jason Tish, 2714 LaFollette Avenue, representing Madison Trust for Historical Preservation, registering in support and wishing to speak. Mr. Tish explained that he is in support of this proposal because it retains three of the existing historic buildings, retains the character of the block and district, and shows dramatic concessions in design approach by the Block 100 Foundation. He noted the appreciation of the Madison Trust for Historic Preservation to the Foundation for recognizing the validity of preserving and rehabilitating the building in the proposal and achieving a workable compromise that allows economic development and historic buildings to work together to create the mix needed to achieve vibrant downtown.

Tom Link, 1111 Willow Lane, registering in opposition and wishing to speak. Mr. Link requested that the Landmarks Commission and the project team consider the restoration of the existing Vallender Building in lieu of new construction.

Alder Mike Verveer, 614 W. Doty Street, #407, representing the 4th Aldermanic District, registering in support and available to answer questions. Alder Verveer explained that he appreciates the continuous philanthropy of the Frautschi family. He noted that this new proposal exceed his expectations and shows that the Block 100 Foundation has been listening to the comments during the review process.

Grant Frautschi, 1801 Laurel Crest, representing the Block 100 Foundation, registering in support and available to answer questions.

Sarah Frautschi, 1801 Laurel Crest, registering in support but not wishing to speak.

Eric Lawson, 15 Ellis Potter Court, representing the Block 100 Foundation, registering in support, wishing to speak, and available to answer questions.

ACTION:

A motion was made by Slattery, seconded by Rosenblum, to issue a Certificate of Appropriateness as previously approved with conditions of approval for the exterior alteration to the Castle and Doyle Building. The motion was passed on a voice vote/other.

A motion was made by Rosenblum, seconded by Taylor, to issue a Certificate of Appropriateness with staff comments for the exterior alterations of the Schubert Building. The motion was passed on a voice vote/other.

A motion was made by Taylor, seconded by Slattery, to recommend to the Plan Commission/Urban Design Commission that the Landmarks Commission find that the new building at 127-129 State Street is not so visually large or visually intrusive as to adversely affect the adjacent landmark. The Landmarks Commission would welcome a design with scale and treatment of fenestration that is more appropriate to historic character of the existing building. The motion passed on a voice vote/other.

There was discussion about the Landmarks Commission's desire to have the color of the exterior material of the new building offset/not compete with the color of the Castle and Doyle terra cotta.

A motion was made by Slattery, seconded by McLean, to recommend to the Plan Commission/Urban Design Commission that the Landmarks Commission finds that the new building at 121-123 State Street is not so large or visually intrusive as to adversely affect the adjacent landmark. The motion passed on a voice vote/other.

A motion was made by McLean, seconded by Rosenblum, to recommend to the Plan Commission/Urban Design Commission that the Landmarks Commission finds that the building at 117 State Street is not so large or visually intrusive as to adversely affect the adjacent landmark. The motion passed on a voice vote/other.

A motion was made by Rosenblum, seconded by Rummel, to recommend to the Plan Commission/Urban Design Commission that the Landmarks Commission finds that the building at 122 North Fairchild Street is not so large or visually intrusive as to adversely affect the adjacent landmark. The motion passed on a voice vote/other.

A motion was made by Rummel, seconded by Rosenblum, to amend the previous finding of historic value for the Buell Building to advise the Plan Commission that while the Landmarks Commission finds the Buell Building has historic value, this finding should not impede the current development proposal. The motion passed on a voice vote/other.