



February 15, 2021

Members of the City of Madison Landmarks Commission:

In an effort to help preserve the social and cultural history of Madison and to contribute to the unique historic character of the downtown neighborhood, we would like to incorporate the architecture of three of the existing buildings on the site into the design and streetscape of our proposed mixed-use building on the block bounded by State Street, W Gorham Street, N Broom Street and W Johnson Street. In doing so, we plan to incorporate the façades of 315 W Gorham (currently occupied by A Room of One's Own), 317 W Gorham (currently occupied by Chasers), and 322 W Johnson (currently occupied by Red Rock Saloon) into the design of the project. All of these buildings will retain their uses as retail spaces so that they can continue to contribute to a lively streetscape and pedestrian experience downtown. On two previous projects in Madison, Core Spaces and our architect, Antunovich Associates, successfully integrated comparably contributing building facades into the design of the Hub and the James.

In addition to preserving the eclectic architecture on this block, we want to preserve the unique history of this block as well. We would like to work with the members of the Landmarks Commission and local historians to create signage to be installed on the proposed building that shares the social and cultural history of the block and the neighborhood, from its inception as a hub for automobile sales centers in the 1920s to a haven for music lovers in the 1960s to a critical resource for the LGBT community in the 1980s and 1990s.

We look forward to working with Madison on the design of a new building that appropriately acknowledges the architecture, history, and community of downtown Madison.

Thank you very much,

A handwritten signature in black ink that reads "Mark Goehausen". The signature is written in a cursive, flowing style.

Mark Goehausen
Core Spaces