

**Block 100 Foundation Project  
January 2012**

**The project is vision-driven...keep State Street great...enliven North Fairchild Street...give the properties another 100 year life...create an efficient and sustainable real estate plan for the future...and generate income to support the long-term fiscal health of the City and Overture Center.**



*State Street Elevation of Completed Project*

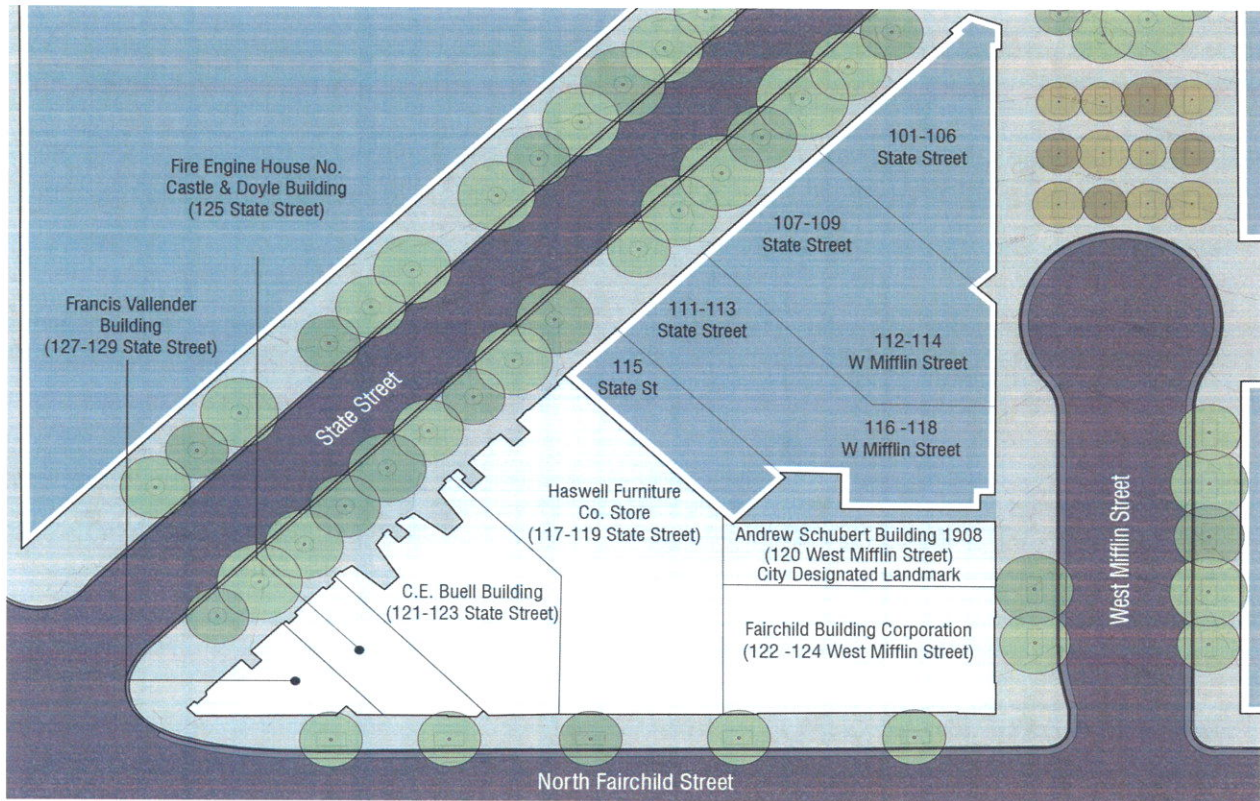
Project Overview

The Block 100 Foundation Project will preserve the scale and architectural context of State Street while energizing North Fairchild Street with vibrant new retail, restaurant and office spaces. The properties will be placed in a new foundation and the net income from property rentals will be permanently gifted to Overture Center.

To be built entirely with private funds, the properties will remain on the tax roll and no city funding is involved in the project. The completed project will house additional businesses that will increase jobs, add to the tax base and add more day time users for State Street area stores and restaurants.

The Project will reconstruct the buildings at 117-119 State Street and 121-123 State Street, preserve the Castle and Doyle Building at 125 State Street, and reconstruct 127-129 State Street. The project will maintain the architectural context of the buildings along State Street and keep the ground floor as retail/restaurant which continues to support the walkability of the street. Strategic renovations to the buildings will substantially improve their efficiency, usability, accessibility and safety, thereby extending the buildings' useful lives. The upper floors will be offices. The project will not change the architectural character of State Street. A pedestrian will be able to walk by interesting retail and restaurant spaces just as they do now.

The backs of the 117-119 State Street and the 121-123 State Street buildings along Fairchild Street will be removed along with the buildings at 120 West Mifflin Street and 122 West Mifflin Street. A new building, its architecture complementing the newer civic buildings across the streets, will be built along North Fairchild Street transforming the north side of the block from a service corridor into a beautiful and active space. A small garden at the corner of Mifflin and Fairchild Street will create a front door entrance to the new restaurant space, including outdoor seating for the restaurant.



Site Plan

Master Schedule

- Land Use Application Filed – January 9
- Capitol Neighborhoods Public Meeting – January 23 @ 7 p.m. at the Senior Center
- Landmarks Commission Meeting - January 30 @ 4:45 p.m. in Room LL-110 of the Municipal Bldg
- Urban Design Commission Meeting– February 1
- Plan Commission Meeting – March 5 @ 6 p.m. in the City Council Chambers
- Common Council Meeting - TBD

Project Headlines

- The project will help keep State Street a great street.
  - ✓ State Street needs reinvestment to remain a viable and special place in the future. The project will strengthen the street as a shopping district.
  - ✓ The project will preserve the scale and architectural character of the 100 block of State Street. It will retain the small scale retail and restaurant spaces and not introduce large retail spaces generally desired by non-local businesses.
  - ✓ The Castle and Doyle Building, a designated City landmark, at 125 State Street is being preserved.
  - ✓ The buildings on this block have been renovated and modified throughout their history and other than their architectural character, haven't been carefully restored or maintained throughout their lives. The

buildings proposed for reconstruction at 117-119 Street and 127-129 State Street are not in good condition. The new exteriors have been carefully chosen to reflect the historic character of the buildings.

- ✓ The project is not "facadism" as suggested by some.
  - ✓ Changing the above ground uses from primarily an apartment use to an office use adds at least 125 people to the 100 block that use State Street every day which is good for the street.
  - ✓ The project will substantially improve the quality of the building stock, substantially improve the economic and energy efficiencies of the plan and provide handicapped accessibility to the properties.
  - ✓ The Block 100 Foundation has moved the project plan forward slowly and carefully, working with the Capitol Neighborhoods steering committee, welcoming input and modifying the plans based on the input.
- The project will create a new vibrant use in the 100 block of North Fairchild Street
    - ✓ The 100 block of North Fairchild Street is the back door to State Street and hasn't contributed to the appeal of this area. In its current configuration, it is a lost opportunity.
    - ✓ The plan will no longer treat the 100 block of North Fairchild Street as the back, and instead, transform the north side of the street into a beautiful and active space.
    - ✓ Recent and proposed civic investments in the central library, Overture Center and the possibility of a new State museum complex, the focal point for which is the intersection of Mifflin and Fairchild Streets, have created a new hierarchal node which now plays an ever increasing role in the fabric of the City.
    - ✓ This plan will create a sense of place, bringing a new retail use to the intersection of Fairchild and Mifflin Streets in combination with a small garden, a concept informed by the vision of John Nolen a century ago in his plan for Madison.
    - ✓ The garden standing as the front yard to the new retail use, will enhance the visual and aesthetic appearance of our City and reflect the importance of this important civic node.
    - ✓ The use of green spaces to add to the urban fabric of cities is common and they provide outdoor rooms that are engaging, inviting and unique. The garden will dramatically improve the pedestrian experience along Fairchild Street, both visually and emotionally, adding to the vitality of the City.
    - ✓ The architecture proposed for Fairchild Street is bold. The use of warm colors of stone on a sweeping curve of the building face, complements the civic and cultural buildings and creates a sense of place...the focal point of this important civic node.
    - ✓ The overall quality and value of the total project that the City will gain through this investment is greater than the loss of the two structures on Mifflin Street to the community.
  - The philanthropic approach proposed for this development is unprecedented in Madison
    - ✓ The Frautschis love Madison and support a wide variety of civic, educational, cultural and social projects and programs in this community.

- ✓ The project will be built entirely with private funds. There isn't any public subsidy.
  - ✓ The properties will remain on the tax roll and increase the value of the properties, generating more property tax revenue.
  - ✓ Net operating income will provide long term support for Overture Center, the equivalent of raising a \$4.0 to \$6.0 million endowment for the facility now.
  - ✓ It is impossible to replicate the project using a conventional real estate development approach. The project offers the City a coordinated, one-time approach versus a piecemeal approach to the revitalization of the block.
  - ✓ It will bring 125 permanent jobs to upper State Street as well as 75 construction jobs.
  
- The project is consistent with the planning objectives for the Downtown and is an opportunity to build on our past but look to the future, creating a special place.
  - ✓ The new Downtown Plan seeks as an overarching idea, to ensure that Downtown Madison possesses an authentic sense of place. This is the value proposition for the proposed Block 100 Foundation project.
  - ✓ The new Downtown Plan wants Madison to become a model of sustainability. The project is an example of sustainable urban infill.
  - ✓ Cities are organic: they continue to evolve and this City needs to adapt and take advantage of reinvestment opportunities to ensure a prosperous community in the future.
  - ✓ The project presents a rare investment opportunity to improve existing properties, help anchor a special area of the central business district and provide long term support for Overture Center.
  - ✓ The community has made significant investments in this area of our City to make it a destination. This project unites State Street and the civic node in a dynamic way.



*North Fairchild Street Elevation of Completed Project*