

Block 100 Foundation

Potter Lawson
Success by Design **Findorff**

October 2, 2011

Today, Pleasant and Jerry Frautschi announced plans for the renovation of the properties purchased by Overture Foundation in the 100 block of State Street in downtown Madison. The backs of these properties open on to North Fairchild Street across from the entrance to Overture Hall and the Central Library. The project will ensure the preservation of the historic architecture on State Street while energizing North Fairchild with vibrant new retail, restaurant and office spaces. These buildings will be placed in a new foundation formed by the Frautschi's and net income from property rental will be gifted to Overture Center.

Mr. Frautschi stated, "Over the past few years, Overture Foundation purchased these properties to protect the block from inappropriate development. By placing them in the new Block 100 Foundation, we ensure that they will complement Overture Center and the new Central Library, and provide financial support for it long into the future."

The original Castle and Doyle building (now Shangri-La Collections) at 125 State Street will be refurbished and restored to remain a signature "jewel" on the block. The flat-iron building on the corner at 127-129 State Street will be returned to its early 20th century character. Structures on North Fairchild and West Mifflin will be removed and the former backs of buildings fronting on North Fairchild Street replaced with a new building, its architecture complementing our new Central Library and Overture Center. A new restaurant, with outdoor seating, will be accessed from State Street and also through a small garden planned for the corner of North Fairchild and Mifflin Streets.

The project will be built entirely with funds from Pleasant and Jerry Frautschi's private foundations. 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 architectural concept for the project was prepared by Pelli Clarke Pelli Architects, the design architect for Overture Center. Potter Lawson of Madison advanced and refined those concepts into building plans for the project. J.H. Findorff & Son of Madison will be the contractor. Construction will start in the spring of 2012 with completion scheduled for the summer of 2013.

For further information, please contact the Overture Foundation at 294-9000 or info@overturefoundation.com.

Frequently Asked Questions

Why did the Frautschi's purchase property in the 100 block of State Street?

They were concerned that inappropriate development could occur across from Overture Center for the Arts. They acted to protect the block and enhance the emerging cultural arts district. The district needs a variety of quality experiences including shops and restaurants in order to be a vibrant area. The block across North Fairchild Street wasn't contributing to that kind of environment. Maintaining the architectural and historic character of State Street was also a concern of the Frautschi's. By purchasing the properties, they are now able to proceed with a project that preserves the character of State Street and provides an exciting new use on North Fairchild Street across from Overture Center, the new Central Library, and the potential site for a new museum complex housing the Wisconsin Veterans Museum and Wisconsin Historical Museum.

What properties are included and what's the project comprised of?

The project will renovate the buildings at 117-119 State Street (currently Frida's restaurant), 121-123 State Street (currently Eye Contact), 125 State Street (currently Shangri-La retail store), and 127-129 State Street (currently Vick's Popcorn). The project will maintain the historical character 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 Castle and Doyle building at 125 State Street, having one of the most significant building facades on the block, will receive special attention in the overall project. The building at 127-129 State Street will be renovated to return it to the original character it enjoyed in the early 20th century.

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 new Central Library and Overture Center, 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.

How will State Street change?

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 buildings along the street will retain or regain their historical character based on archival photos. They will be updated with energy efficient windows, doors and insulation, including improved accessibility.

Are the existing businesses returning?

The existing businesses have either already relocated to new spaces or will need to do so by January of 2012. The construction work can't be done with anyone occupying the buildings. The project will take approximately fifteen months to complete. It is doubtful that any of the existing tenants will return due to the business interruption period.

Why are you removing a building declared a local landmark by the City Landmarks Commission in 2007?

The Schubert Building at 120 West Mifflin Street was designated a local landmark in 2007. The retail space has been vacant for the past five years. The new structure facing Fairchild Street can't be built unless this building is removed. Preserving the character of State Street while revitalizing Fairchild Street is a substantial contribution to the community, and will mitigate the loss of the Schubert Building at 120 West Mifflin Street.

We will also include a tribute to the original architects of the block as a component of the project.

Why is the project proceeding now? How long will it take to complete the project?

In 2012, the City of Madison is about to start the renovation of the Central Library, kitty corner from the project. By starting the project now, we will be able to complete it by the time the new library opens.

Construction will start in the spring of 2012 with completion scheduled for the summer of 2013.

Who is designing and building the project?

The architectural concept for the project was prepared by Pelli Clarke Pelli Architects, the design architect for Overture Center for the Arts. Potter Lawson of Madison has advanced and refined those concepts into building plans for the project. J.H. Findorff & Son of Madison will be the contractor.

Frequently Asked Questions Continued

Are there any green features included in the project?

The buildings will be carefully deconstructed and those materials will be recycled or reused to the maximum extent possible. We expect to achieve an 85% recycling/re-use rate. The limestone façade from the 122 West Mifflin Street building will be saved. The garden at the corner of Mifflin and Fairchild Streets will reduce the amount of impervious surface on the block. The plan will include green roofs for the renovated buildings which will reduce the heat island effect and the amount storm water runoff from the site.

In addition, the buildings will be designed with an energy efficient exterior shell and mechanical systems to reduce energy costs. The interior spaces will utilize highly efficient light fixtures as well as daylight sensors to reduce the use of electric lighting. The building will pursue US Green Building Council Leadership in Energy and Environmental design (LEED) third party certification.

Will the properties remain on the tax roll? Is there any public funding involved in the project?

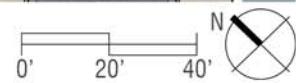
The properties will remain on the tax roll. The 2011 assessed value of the properties was \$3,842,000. The planned improvements will continue to maintain at least the current property value. The completed project will house additional businesses that will increase jobs, add to the tax base and add more day time users for State Street area stores and restaurants.

The project expects to employ approximately 75 construction workers. When completed and occupied, the restaurant, retail stores and offices will employ approximately 125 people.

The project is planned and built entirely with private funds. No City funding is involved in the project.

Why is the project being developed and owned by a new foundation?

The Frautschi's want to ensure that the net operating income from the project is used for the long term support of Overture Center. They have created the Block 100 Foundation for this purpose. Their concurrent investment in the block through the Pleasant T. Rowland Foundation and Jerry's Overture Foundation improves the properties for the benefit of the community, helps anchor the City's cultural arts district and provides long term support for Overture Center.



Address Plan



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State Street Perspective

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Fairchild Street Perspective

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Garden Perspective

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