



Project Name & Address: 433 W Gilman Street

Application Type: Demolition Historic Value Review

Legistar File ID # [91236](#)

Prepared By: Heather Bailey, Preservation Planner, Planning Division

Date Prepared: January 7, 2026

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.

433 W Gilman Street

Commercial building constructed in 1914.



Google Streetview



Google Earth

Applicant: Jason Doornbos, LCD Acquisitions

Applicant's Comments: Structure: This irregular-shaped parcel is approximately 0.17-acres in size and has the corresponding parcel number of 0709-232-0108-5. This parcel is developed with a 4-story apartment building known as the Stratford Atrium Apartments, was constructed in 1916 and includes approximately 26,820 SF (gross). There are approximately 22 apartment units, including some in the basement level. The property is completely developed. Re-creation: Based on the plans submitted to the city, the 433 building will be re-created as part of the new project, not fully reused, but thoughtfully referenced in the new design. During demolition, we will make every effort to salvage the materials identified in Exhibit H, particularly the stone headers, sills, bands, and arches. These elements will be preserved

where possible and incorporated into the new structure to maintain a connection to the original building's character.

Method: Demolition will be mechanical, including the use of straight boom excavators with hydraulic hammer, hydraulic shear, bucket, and claw implements.

Staff Findings: There is a preservation file and State site file. This building was constructed in 1914 as an apartment building and originally served as student and workforce housing. The Prairie-style apartment building is a rare remaining resource. The City identified this building as a potential landmark in the 2012 Downtown Plan for its architectural significance. In discussions with the applicants, staff recommended that they find ways to incorporate this building in their design. If not possible, then staff recommended that they conduct architectural salvage and recreate the historic building. The new design does look fairly similar, but it is not a recreation of the historic building. The configuration of the front façade is different by removing the basement windows and shifting the first floor down, and it adds an additional story. The Landmarks Commission has the new construction plans and the applicant's promise to try and complete architectural salvage for possible incorporation into the new façade. There is no previously identified archaeology on this property.

Staff Recommendation: Staff recommends a finding of (a) historic value for its architectural significance. The applicant is also asking for feedback on how they are addressing the historic value of the building with their proposed new façade, which may include architectural salvage.