



Project Name & Address: 2926 Atwood Avenue

Application Type: Demolition Historic Value Review

Legistar File ID # [91243](#)

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

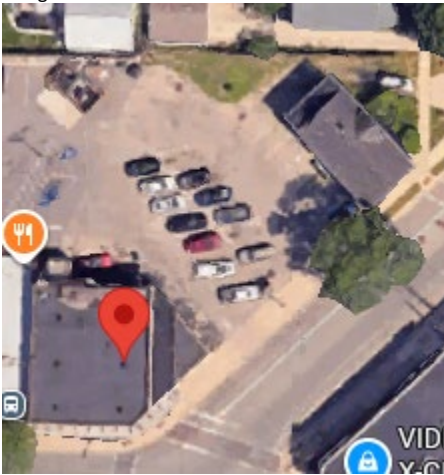
- (1) Review for Historic Value. Following a review of MGO Sec. 28.185 applications for demolition by the Landmarks Commission and based upon application materials, and a report by the City's Preservation Planner, and any public testimony, the Commission shall review [MGO Sec. 28.185](#) applications 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.

2926 Atwood Avenue

Commercial building constructed in 1904.



Google Streetview



Google Earth

Applicant: Peter Schumacher, Potter Lawson

Applicant's Comments: The existing building at 2926 Atwood Avenue consists of a two-story primary structure that has undergone several additions and subtractions. Much of the building has a brick exterior. All existing phases of construction have wood-framed internal structures and flat roofs. The building was originally a hotel from 1904 until 1925. Several additions were made to the building following its hotel era. These included expansion of the second floor, another one-story addition toward the east, and enclosure of the second-floor lightwell/corridor. The most significant alteration to the original structure was the removal of exterior brick walls on the first floor. The walls facing Atwood Avenue and S. Fair Oaks Avenue were replaced by expansive storefront glazing. The footprint of the first floor was also modified by carving away the original chamfered corner to create a recessed entrance. A column was introduced in this void to support the corner of the second floor above.

Staff Findings: There is a preservation file and State site file for this building. The building was constructed as the Schlitz Hotel, then became the Fair Oaks Hotel in 1916. The hotel had a livery where people parked their horses when they went to church at St. Bernard's (ca. 1915-1920). The building later became Klein and Endres Hardware, then Kroger's Groceries. From 1930-1968, it housed Weinschel's department store. The historic associations are not significant and there has been

a significant loss of historic integrity from the post WWII alterations to the storefront. There is no previously identified archaeology on this property.

Staff Recommendation: Staff recommends a finding of (c) no known historic value.