



**Project Name & Address:** 411 W Gilman Street

**Application Type:** Demolition Historic Value Review

**Legistar File ID #** [91233](#)

**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.

## **411 W Gilman Street**

Commercial building constructed in 1948.



Google Streetview



Google Earth

**Applicant:** Jason Doornbos, LCD Acquisitions

**Applicant's Comments:** Structure: This parcel is developed with a single-story building and was constructed in 1949, with an addition in 1965, and includes approximately 2,175 SF (gross). The building is occupied by a restaurant (Fugu). There is limited parking to the east (rear) of the building. This parcel is completely developed. 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 no preservation file. There is a State site file that identifies this building as being constructed in 1948, designed by architect Grover Lippert. It is a simple, single-story commercial building with a curved storefront, which is a subtle Streamline Moderne architectural detail on an otherwise unornamented building. There have been some changes to the storefront over time and it is not an architecturally significant building. While there have been many tenants over time, this building was where popular local pizza chain Rocky Rococo's started in 1974. The building does look largely similar to what it did when the business first opened here. While this was the first location for the business, there are still many other locations to tell their story. There is no previously identified archaeology on this property.

**Staff Recommendation:** Staff recommends a finding of (b) for historic value related to being the first location for the Rocky Rococo pizza company, but that the building is not itself architecturally or historically significant.