

From: Thomas Garver [REDACTED] **Sent:** Monday, December 14, 2015 1:05 PM **To:** Scanlon, Amy **Subject:** Letter to be placed before Landmarks Commission

Amy Scanlon:

Tom Garver here. Below is a letter which I would like to have placed before the Landmarks Commission at its meeting of today. Marsha Rummel has said that this can be done if the letter is received in your office by 2pm. Unfortunately, I am having trouble with my computer and cannot send it as an attachment, so I ask you to please copy it and print it out as is. I would be pleased to mail the original if this would be worthwhile, but I do want to get this letter before the commission before it meets to discuss the Campbell Capital Group's proposal for the Marling Lumber Company site.

Many thanks, Tom Garver

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[REDACTED] *Madison, WI*
53704
[REDACTED]

December 14, 2015

Amy Scanlon, Preservation Planner City of Madison Landmarks Commission Madison, WI [Sent by E-mail attachment]

Dear Amy Scanlon: I am writing the Landmarks Commission today regarding the proposal of the Campbell Capital Group to develop a large apartment complex on the site of the former Marling Lumber Company site, adjacent to the Yahara River. My wife and I own a building at the above address and have lived and worked in the Schenk's Corners neighborhood for the past 23 years. I would ask that this letter be made part of the packet of materials placed before the commission and circulated to various city departments as they may be involved in reviewing the appearance of this building.

I have written Michael Campbell, principal of the Campbell Capital Group, and his architect to express my distress at the disruptive physical qualities of this complex. It is "scattered," an architecture of parts, the apparent work of not one architect but of many hands. The principal facades are a fragmented composition both in style and in the many choices of materials specified. The façade facing the Yahara River is particularly jarring in this regard. The Landmarks Commission's concern about the visual quality of the building, noted in its memo on this project, is absolutely correct: "The architectural expression of the proposed building is busy and borders on being visually intrusive to the landmarks site...[T]he color selected for the balcony frame elements is distracting and should be revised to be less contrasting so that the elements are not considered visually intrusive."

As the Landmarks Commission recommends, the building requires landscaped setbacks on the Main Street side and particularly on the Yahara façade. The inverted “L” shapes in red that form one side of the balconies are more commercial than residential in scale and suggest some sort of “logo;” first cousins in color and size to McDonalds’ “Golden Arches.” The Landmarks Commission recommends that this color be changed “at a minimum.” I would suggest that at a minimum the building facades should be redesigned to better reflect some of the major structures on this part of East Washington Avenue, such as the Gisholt/Shop Bop building, the former nursing residence, now an apartment house a bit further east, and East High School.

What is currently proposed has no bearing on what already exists on this street. It is not “collegial,” but is both strident and commercial in its design. A review of the Campbell Group’s website of built apartments shows buildings of much greater coherency. This firm should be strongly encouraged to go “back to the drawing board,” and return with a design that is more calm and rational in its design. The Landmarks Commission seems to agree with this observation, and while their oversight may extend only to one façade, I hope that they impress on the developer the commission’s dissatisfaction with the entire design as has been proposed.

Sincerely,

Thomas H. Garver



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