

**From:** [Doug Hursh](#)  
**To:** [Punt, Colin](#); [Verveer, Michael](#)  
**Cc:** [Pfeifer, Bruce](#); [Michael Salerno](#)  
**Subject:** RE: Re: 33 West Johnson Street Plan Commission Staff Report  
**Date:** Monday, January 12, 2026 4:23:54 PM

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Good afternoon, Colin,

Drury respectfully requests a modification to the Planning Division's Condition #1 to allow flexibility in finding an alternative location for the historic high school arch, rather than requiring it to be erected on the development site.

We believe relocation of the arch is the most appropriate solution for the following reasons:

1. Attaching the historic arch onto a contemporary building design would appear inconsistent and visually "tacked on," detracting from the architectural integrity of the façade and will also detract from the significance and scale of the arch.
  - a. Allowing the new building to stand on its own merits while relocating the arch to a suitable site ensures both are appreciated for their respective qualities.
  - b. Placing it in a public space allows it to remain a standalone landmark, celebrated for its heritage rather than overshadowed by the larger hotel building.
2. We agree that placement of the arch on the remaining MATC site also seems unsuitable; however, we believe the stand alone arch could be installed in a more contextually appropriate location within the city's downtown.
3. Drury has made every effort to comply with the Conditional Use Requirements, including #8. This design responds sympathetically with the site's context, including the existing MATC building, and responds to the significance of its location along Wisconsin Avenue in terms of scale, form, and architectural quality.
4. During the neighborhood meetings, we did not receive feedback indicating a desire for the arch to remain on-site. In fact, a few neighbors expressed that it would not be appropriate on the new building.
5. We received only one phone call expressing interest in the arch, but the discussion was about relocating it to another site.
6. Alder Verveer has indicated openness to exploring an alternative location for the arch.
7. The Urban Design Commission recommended approval of the project without the arch, noting that its integration into the current design or the MATC site would not be appropriate.
8. The Secretary of the Interior's Standards for Rehabilitation discourage creating false historical narratives. In the Secretary of the Interior Standards (National Park Service)

regarding standards for treatment of historic properties in Section 41.02: 3. states;  
“Each property shall be recognized as a physical record of its time, place, and use.  
Changes that create a false sense of historical development, such as adding  
conjectural features or architectural elements from other buildings, shall not be  
undertaken.”

**Original Condition #1:**

*Work with Planning and Urban Design Commission staff to integrate the entrance arch formerly located on Wisconsin Avenue into the development site.*

**Proposed Revision:**

*Work with City staff to identify an appropriate location for the former Central High School Arch within the city. The applicant shall cover the reasonable cost to relocate the Arch. The applicant shall continue to retain the Arch in storage until such time the Arch can be relocated, up to a maximum of five years.*

We believe that we can comply with the remaining conditions outlined in the staff report. We have been working with the TE Department on loading zones and believe we can resolve those details.

Thank you for your consideration.  
Best regards,

**Doug Hursh, AIA, LEED AP**

Principal, Director of Design

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