

**JULY 22,08**

**KP RANTS U.S. BANK**

**THE DEVELOPERS MAKING THIS PROPOSAL ARE WELL WORTHY OF OUR RECOGNITION AND COMMENDATION FOR THE WORK THEY HAVE DONE OVER THE PAST FOUR DECADES IN A VARIETY OF PROJECTS BUT ESPECIALLY FOR THEIR EFFORTS IN PRESERVING THE ARCHITECTURAL HERITAGE OF OUR CITY. THEY HAVE SUCCESSFULLY PRESERVED AND RENEWED A NUMBER OF BUILDINGS REPRESENTING THE ARCHITECTURE OF THE 19<sup>TH</sup> AND EARLY 20<sup>TH</sup> CENTURY. MOST NOTABLY FIRE STATION NO.2; DOTY SCHOOL; LINCOLN SCHOOL;**

**THE AMERICAN EXCHANGE BANK,  
AND THE TOBACCO WAREHOUSES.  
ALL ARE WHAT CAN BE CALLED  
"DERIVATIVE" ARCHITECTURE,  
THAT IS, REPLICATIONS OF  
STYLES COMMON IN OTHER  
CITIES, COUNTRIES AND  
CULTURES. THEY WERE IMPORTED  
STYLES. BUT THEY DID GIVE US  
INSIGHT INTO THE PEOPLE WHO  
BUILT THEM AND THE SOCIETIES  
IN WHICH THEY WERE BUILT.  
THEY WERE A HISTORICAL  
RECORD. BUT, THEY WERE NOT  
ORIGINAL NOR INATE TO THIS  
AREA.**

**BUT NOW, WITH THIS PROPOSAL  
TO "MODERNIZE" THE U.S. BANK  
BUILDING, THIS NOTABLE AND**

**COMMENDABLE COMMITMENT TO RESPECT AND SAVE OUR ARCHITECTUAL HERITAGE HAS BEEN SET ASIDE. UNDER THE POLITICALLY CORRECT MONTRA OF "ENERGY CONSERVATION AND SUSTAINABILITY" THEY INTEND TO SACRIFICE THE ORIGINAL CHARACTER AND SPIRIT OF WHAT IS TRULY AN OUTSTANDING EXAM;PLE OF "MODERN" ARCHITECTURAL STYLE.AND THE SEMENAL AGE IN WHICH IT WAS CONCIEVED.**

**AS THE ONLY BUILDING DESIGNED BY THE INTERNATIONALLY KNOWN FIRM OF SKIDMORE, OWINGS AND MERRILL, SOM, IN THE CITY OF MADISON, IT IS**

**TRULY AN INTEGRAL PART OF  
OUR ARCHITECTURAL HERITAGE.**

**SOM CAN BE CREDITED WITH  
DESIGNING SOME OF THE MOST  
SIGNIFICANT BUILDINGS IN  
AMERICA; THE JOHN HANCOCK  
TOWER, THE SEARS TOWER; THE  
AIR FORCE ACADEMY; THE LEVER  
HOUSE; AND MANY, MANY OTHERS  
ADDITIONALLY, THIS FIRM WAS  
THE TRAINGROUND FOR  
HUNDREDS OF OUTSTANDING  
YOUNG ARCHITECTS IN THE  
MIDDLE YEARS OF THE 20<sup>TH</sup>  
CENTURY.**

**SOM TRANSITION BETWEEN BALKUS & AMERICA ARCHITECTURE  
OF THE  
SOM EXERTED A MUCH GREATER  
INFLUENCE ON THE EVOLUTION  
OF THE ARCHITECTURE OF TODAY**

**THAN DID FRANK LLOYD  
WRIGHT. THE U.S. BANK BUILDING  
IS PART OF THAT LEGACY. THE  
DESIGN OF THIS LOCAL ICON  
SHOULD NOT BE CHANGED.**

**BUT UNFORTUNATELY, HISTORIC  
PRESERVATION IN MADISON IS  
ROOTEN NOT IN TRUE HISTORY  
BUT IN AESTHETIC TASTE OF OLD  
BUILDINGS. BUILDINGS ARE  
LANDMARKED BECAUSE PEOPLE  
LIKE A SPECIFIC STYLE, OR  
STYLES, IRRESPECTIVE OF ITS  
HISTORICAL AUTHENTICITY**

**ALSO UNFORTUNATELY,  
“MODERN” ARCHITECTURE IS NOT  
A FAVORED COMMODITY IN  
MADISON. SO, AS THESE**

**DEVELOPERS DETERMINED, IT IS  
ESPENDABLE. HISTORY IS LIMITED  
ONLY TO DERIVATIVE STYLES  
THAT ARE IN FAVOR. IT IS  
INDICATIVE THAT THE  
LANDMARKS COMMISSION,  
PROTECTORS OF OUR  
ARCHITECTURAL HERITAGE, HAVE  
BEEN SILENT ON THIS PROJECT  
WHILE ACTING UNANIMOUSLY TO  
PRESERVE AS A PRAYER GARDEN,  
THE BURNT OUT REMAINS OF AN  
OLD BUILDING. BUILT IN A DESIGN  
STYLE OF REMANISCENT OF  
ANCIENT EUROPE,**

**IT IS DISAPPOINTING AND  
SADDENING TO OBSERVE THE  
EASE WITH WHICH THE VALUE OF  
AN ARCHITECTURAL HERITAGE**

**WHICH WAS SO HIGHLY REGARDED WHEN IT SERVED A COMMERCIAL PURPOSE AND ENVOLED ONLY THOSE STRUCTURES THAT MET A CERTAIN AESTHETIC STANDARD, IS NO DISCARDED TO SERVE ANOTHER COMMERCIAL PURP[OSE. IN THE PAST, PAYING AN ADDED PRICE TO PRESERVE AN OLD ECLECTIC BUILDING WAS WILLINGLY ACCEPTED AS A JUSTIFIABLE COST OF HISTORICAL INTEGRITY.**

**BUT NOW, WHEN IT ENVOLVES A VALUABLE HISTORIC ICON, ONE OF A KIND IN MADISON, BUT OF A STYLE NOT OF THEIR LIKING THIS DEDICATION IS FORGOTTON. AND**

**EXPLAINED AWAY AS THE  
COMMENDABLE EFFORT TO  
“MODERNIZE:”**

**THERE ARE MANY WAYS TO  
MODERNIZZE, TO SAVE ENERGY  
THAT DO NOT ENVOLE  
DESTROYING A SIGNIFICANT  
PIECE OF MADISON’S  
ARCHITECTURAL HERITAGE.  
DOUBLE,OR TRIPLE INSULATING  
GLASS; GLASS THAT CHANGES  
COLOR IN DIFFERENT LEVELS OF  
SUNLIGHT; REARRANGE INTERIOR  
LAYOUTS SO THAT CIRULATION  
SPACES ARE LOCATED ON THE  
EXTERIOR TO CREATE  
TEMPERATURE BUFFERS FOR  
INTERIOR WORKING  
SPACES;REDUCE THE VETILATION**



**IN THE GARAGE BY USING  
CARBON MONOXIDE SENSERS;  
ADDING 15000 SQ.FT. IN NOT A  
WAY TO CONSERVE ENERGY.; USE  
WINDOW BLINDS PRUDENTLY; USE  
HEAT EXCHANGERS TO DRAW  
HEAT FROM EXHAUST AIR TO  
HEAT INTAKE FRESH AIR;. AND ON  
AND ON.**

**THE POINT IS; THE  
“MODERNIZING” EFFORTS  
OFFERED AS JUSTIFICATION TO  
DESTROY THE CHARACTER OF  
THIS OUTSTANDING EXAMPLE OF  
MODERN” ARCHITECTURE ARE  
NOT ACCEPTABLE. THE  
IMPORTANCE OF THIS SOM ICON,  
LIKE ITS STYLE OR NOT, IS FAR  
TOO GREAT IN THE**

**EVOLUTIONARY PATH OF  
MADISON'S ARCHITECTURAL  
HISTORY , FOR THAT FRAGILE  
REASONING TO BE GIVEN ANY  
CREDENCE.**

**I MOST STRONGLY URGE THIS  
COMMISSION TO REFLECT THIS  
PROPOSAL AND TO RECOMMENT  
TO THESE GENTLEMEN THAT  
THEY EXPLORE "MODERNIZING"  
METHODS THAT EVIDENCED MUCH  
GREATER RESPECT FOR OUR  
ARCHITECTURAL HERITAGE.**