

CAPITOL

NEIGHBORHOODS, INC.
MADISON, WISCONSIN

January 26, 2012

Mr. Brad Murphy
City of Madison
Planning Department
215 Martin Luther King Jr. Blvd.
Madison, WI 53703

RE: THE 100 BLOCK OF STATE STREET REDEVELOPMENT PROPOSAL
CNI Steering Committee Review

Dear Mr. Murphy,

In September 2011 the Block 100 Foundation announced plans to redevelop six properties on the 100 block of State Street. In response, a neighborhood meeting was held on October 17 to gather initial resident opinion on the proposal. A steering committee was then organized under the auspices of Capitol Neighborhoods, Inc. to review the proposal and represent neighborhood views with the development team. The steering committee was composed of residents from CNI's Mifflin District, CNI's Executive Council and non-resident members with preservation expertise as well as a representative downtown property owner. The steering committee met eleven times from November 2011 through January 2012. Its draft statement was presented to residents at a second neighborhood meeting on January 23, 2012.

The neighborhood statement is divided into two parts: one for the State Street side and the other for Fairchild and Mifflin Streets. Residents' primary concern for State Street is to retain its distinctive character. The first iteration of the proposal raised concerns over the demolition of all six buildings, including the landmarked Castle & Doyle building, while retaining only two façades. After review by the steering committee, the developer changed the proposal to preserve the Castle & Doyle building, retain the façade of the Buell building and rebuild the façade of the Haswell building to the original 1915 design. This met with residents' concerns for the State Street part of the proposal generating little further discussion at the second neighborhood meeting.

Most of the comments at the neighborhood meeting focused on the corner of Fairchild and Mifflin streets. Residents' primary goal for this area is to eliminate its "backdoor" appearance and to make it more attractive to pedestrian traffic. The neighborhood is divided as to whether the proposal to create a "civic node" with the open garden space would achieve that goal and whether it is worth the loss of the Fairchild building and landmarked Schubert building.

In closing, the Steering Committee would like to thank the development team for the congenial and

professional manner with which they engaged the neighborhood. We believe that this review process has been an example of how constructive participation by all parties can result in the positive evolution of a proposal.

Sincerely,

Michal Stluka, Steering Committee Chair

Scott Kolar

Peggy LeMahieu

Davy Mayer

Peter Ostlind

Jim Sewell

Mike Slavish