



City of Madison

City of Madison
Madison, WI 53703
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Meeting Minutes - Approved LANDMARKS COMMISSION

Monday, December 5, 2011

4:45 PM

215 Martin Luther King, Jr. Blvd.
Room LL-110 (Madison Municipal Building)

CALL TO ORDER / ROLL CALL

Ald. Rummel left the meeting during discussion of Item 1.

Present: 6 -

Ald. Marsha A. Rummel; David W.J. McLean; Stuart Levitan; Robin M. Taylor; Christina Slattery and Erica Fox Gehrig

Excused: 1 -

Michael J. Rosenblum

APPROVAL OF MINUTES

A motion was made by Rummel, seconded by Gehrig, to Approve the Minutes of November 14, 2011 with minor revisions. The motion passed by voice vote/other.

PUBLIC COMMENT

Jason Tish, 2714 LaFollette Avenue, representing the Madison Trust for Historic Preservation, requested a presentation during a future meeting of the Landmarks Commission regarding an alternate design for the Block 100 of State Street.

Elizabeth Cwik, 2303 Willard Avenue, representing Madison Trust for Historic Preservation, registered to speak and was available to answer questions. Ms. Cwik handed out drawings showing a schematic concept as an alternate plan to the 100 Block of State Street. This concept would restore the buildings on Fairchild and retain the Starck Building (also known as Fairchild Building) at the corner with a roof garden.

Amy Kinast, 5018 Tomahawk Trail, opposes any teardowns on State Street. She noted that buildings are a physical connection to our history and that the buildings on the 100 Block of State Street are iconic to the development of Madison.

DISCLOSURES AND RECUSALS

Levitan disclosed that he is a member of the Downtown Rotary with Mr. Goldberg and serves on the Board of Directors with Ron Trachtenburg. In both instances he feels he is able to act independently without predetermined judgment.

NEW BUSINESS

1. [24233](#) Adopting the Madison Cultural Plan

Karin Wolf, the City Arts Administrator, introduced the Madison Cultural Plan.

Steve Goldberg, 4914 Whitcomb Drive, representing the Cultural Plan Steering Committee and appearing in support. Mr. Goldberg explained that the cultural plan represents an 18 month comprehensive research

project that was as inclusive as possible and included numerous interest groups, citizens, companies and artists. Overwhelmingly, these groups noted that there is no utility that links all creative/cultural sectors. He explained that there is a strong desire to align resources with cultural assets. He believes the cultural plan is broad reaching with detailed recommendations and that it will provide the connective tissue to bring the creative/cultural sectors together.

Jason Tish, 2714 LaFollette Avenue, representing Cultural Plan Steering Committee and appearing in support and available to answer questions. Mr. Tish explained this plan defines culture to include history and historic architecture. Other City plans were reviewed when preparing Madison's Cultural Plan. Flint, MI and Vancouver, WA plans were used as examples of plans that seemed successful incorporating history. Madison's cultural plan incorporates historic preservation and cultural resources very well.

Ms. Slattery asked about recommendation #28 and what is meant by "incentives". It was noted that the State has laws that no adjustments be made in Real Estate Taxes. Local incentives could include building materials rebate, City façade grant extension program, etc.

Ms. Gehrig asked about page 35, historic preservation, questioning what is meant in the last sentence. Also in sentence before that "the State's Historical Society" should be "Wisconsin Historical Society". Ms. Gehrig also noted that the cultural plan is interesting and well written.

Ms. Gehrig also suggested changing the language in recommendation #22 where it states "make the process for designation and review more efficient and predictable" to "make all aspects of the administrative process more efficient and predictable". Ms. Wolf stated that the language may be revised. Mr. Tish said that this plan is an opportunity to redefine the words landmark and culture and blend them successfully.

Ms. Slattery asked about #20. Perhaps the wording should be changed from: unless otherwise prohibited by other agency standards "where possible" to "where appropriate".

Gehrig asked what is meant by "worthy" in #28? She suggested removing the word. Levitan said that wording should be changed to mean that develop incentives to encourage property owners to seek landmark designation. Change the wording to read "incentives for the preservation of locally designated landmarks and sites."

Levitan also suggested that the word "affirmative" be removed from #28.

A motion was made by Taylor, seconded by Gehrig, to Return to Lead to incorporate the above changes into the Madison Cultural Plan and recommend adoption of the resolution to the CULTURAL PLAN STEERING COMMITTEE. The motion passed by voice vote/other.

2. [20329](#)

723 State Street - Development adjacent to a Local Landmark - St. Paul Catholic Center and Residential College Redevelopment
 Contact: Robert Shipley, AIA

There was discussion about the proposed design and whether the design adversely affected the adjacent landmark.

A motion was made by Gehrig, seconded by Taylor, that the Landmarks Commission does not find the proposal so large that it has an adverse affect on the historic character and integrity of the adjacent landmark. However, the Landmarks Commission does recommend to the Plan Commission and Urban Design Commission that a more unified architectural expression for the building be pursued. The motion passed by a vote vote/other.

Excused: 2 -
 Ald. Rummel and Rosenblum

Ayes: 3 -
 McLean; Taylor and Gehrig

Noes: 1 -
 Slattery

Non Voting: 1 -
 Levitan

3. [21101](#) Landmarks Commission Procedures

Discussion was referred to the next meeting.

4. [07804](#) Secretary's Report

None.

ADJOURNMENT

A motion was made by Gehrig, seconded by Taylor, to adjourn the meeting at 7:15 p.m.