

August 6, 2023

City Planning Division
215 Martin Luther King Jr. Boulevard
Madison, WI 53701

Subject: Proposal for Wisconsin History Center / UDC August 16, 2023

To Whom it May Concern,

I am writing to voice support for the proposed Wisconsin History Center on behalf of the Mifflin District of Capitol Neighborhoods, Inc. The developers have shown responsive engagement with the neighborhood and are proposing an exciting project that will benefit Madison and the State of Wisconsin. We appreciate this opportunity to provide input to the planning process for the project.

After three other public meetings earlier this year, George Austin and his team attended the Mifflin District meeting on August 2, 2023. The developers provided an update on their project design of the iconic building, that at the same time fits into the scale and character of our downtown. They answered many questions from our Miffland and neighboring district residents. Ultimately there was a consensus of support for the project.

Most issues that were raised have been addressed or are still being worked out with City staff. We look forward to seeing the implementation of the creative approaches to energy efficiency they're exploring. The design of the Carroll Street terrace and of what they call "Mifflin Plaza" is not developed and we will look for those areas to be well thought out. The neighborhood also discussed signage with the developers.

We urged the developers to look creatively at the terrace planters and create a design that reflects the building's architecture and mission. The pedestrian experience and the view from within the building could be joined with an eye to see nature. Attendees strongly desire Wisconsin-native trees in the terrace. Native flowers and grasses should be added as well. Street trees should fit in with adjacent tree spacing. We encourage the architect to create an area that is functional and humane, making a connection between the need to engage students street-side awaiting their bus and the history within the building. There is an opportunity here to apply Frank Lloyd Wright's organic design philosophy on a small scale and create an enriching and eye-catching element. Wright urged his apprentices to have fertile imaginations and disregard for commonplace elegance. We urge the architect to apply a subversive eye to match the streetscape to the building's mission.

Best Regards,



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