

From: kubly chorus.net [mailto:kubly@chorus.net]
Sent: Sunday, January 15, 2012 7:42 PM
To: Murphy, Brad; Martin, Al; Scanlon, Amy
Cc: mrummel@sbcglobal.net
Subject: The Block 100 Foundation Plans

Dear Mr. Murphy, Mr. Martin and Ms. Scanlon,

I am writing to support the preservation and restoration of the existing landmark buildings, which includes any/all land on which they now stand at State Street and Mifflin Street-across from the existing Overture Center. I do not think it is appropriate nor sustainable practice to demolish and construct nontraditional and detracting architecture within our city's existing building stock, when timely character-rich architecture already exists. If there is substantial safety concern, I feel that the City of Madison's use of a "rebuild to restore" existing character policy, is most appropriate from a City Master Planning point of view. State Street is Madison's central downtown walking mall. It has an existing time-worn architectural style and character which provides a worthy "Sense of Place" - especially important here in one of Madison's most important of "places".

The entire State Street area-including it's adjacent blocks, should be developed as a whole functional, architectural and land planning - Master Plan. That is, I feel restorative redevelopment and and restorative planning should occur without "specimen character" buildings and "specimen character"places/parks w/in Madison's unique State Street Mall. This existing "Sense of Place", which is uniquely State Street Mall, has a pedestrian scaled, traditional, and charming "Sense of Place". The State Street Mall is a vital connector - a "spine" of sorts, which so importantly connects our city's two most charismatic and traditional city elements. One end of the Mall is of course Wisconsin's charismatic and most esteemed learning center- The University of WI-Madison. The other end/the terminous is our city/state's beautiful and stately Capitol Building.

Madison's State Street Mall is a "GEMSTONE". To remove and replace any of a gemstone's existing characters-cut, clarity etc. (in this discussion, that character which adds to its unique "Sense of Place") will devalue it's character, its function and its worth as a whole. It is my feeling that the Overture Center was designed and implemented (albeit with good intentions) as a "specimen" architectural statement. I feel the addition of the original "Yost Entryway" to the modern architectural elements of the Overture building became a compromise and an attempt to blend to State Street's existing style of traditionalism. I feel The Overture Building detracts from the existing "Sense of Place" within the Mall. A disruption of "Sense of Place" may serve as a disfunctional element since it sets a precedent for more of the same.

Furthermore, to demolish and reconstruct (any Landmark status buildings) across the street from the existing Overture Building is a severe attempt at trying to make the Overture Center "fit into" State Street's existing Sense of Place. State Street Mall's Sense of Place should remain as it is. I feel additional attempts to demolish and reconstruct without restoration of character will only serve to devalue State Street's whole character at this literal and figurative crossroads.

Financial assistance, at any time, whether strained economy or healthy economy, should always assist in first the maintenance of character and if possible the nurturing and enhancement of State Street's Sense of Place. I feel it is not only disruptive (physically and emotionally) but damaging when changing character in building redevelopment. The individual buildings and blocks within any Master Plan serve the whole. This change would once again serve to distort the character of the whole and we are already finding ourselves on a slippery slope to demolish and rebuild verses sustainably redevelop to restore.

I thank you ahead for your valuable time and attention.

Sincerely,
Faye Roll Kubly, LLA