

**From:** [Kurt Stege](#)  
**To:** [Urban Design Comments](#); [Firchow, Kevin](#)  
**Subject:** UDC meeting on Wednesday, March 29, item 6  
**Date:** Wednesday, March 29, 2023 12:31:56 PM

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I intend to be present for the meeting later today and to offer testimony in this matter.

During the course of the steering committee discussions on this proposal, I made a specific request of the designer to prepare some perspectives that I hoped would provide helpful information to anyone reviewing the project.

Those requests were not reflected in the materials included in the applicant's presentation for the commission meeting on June 29, 2022. I had to submit them myself to make sure they were available to the Commissioners.

Fast forward to March of 2023. The applicant has now submitted a revised application for the same development. Once again, they have failed to provide certain telling perspectives within their own submission.

The best I can do at this point is to state that **in my testimony today, I would like to again reference an image I submitted for the June 29th meeting that is found on page 6 of the "Public Comments" for that meeting.** While that image fails to reflect the most recent modifications to the project, it still shows how this structure would not blend with the other structures on the North side of the 400 block of State Street, Madison's "premier street."

Is it possible for that image (the context elevation on page 6) to again be shown by the person in charge of tech for the meeting?

Thank you.

Kurt Stege  
Co-chair, Madison Trust for Historic Preservation Advocacy Committee





VIA EMAIL

March 29, 2023

Re: Urban Plan Commission Meeting on March 29, 2023  
Agenda Item 6: 428-444 State Street

To the Members of the Madison Urban Design Commission:

The Madison Trust for Historic Preservation includes more than 350 members who have a strong interest in maintaining and promoting the city's rich cultural heritage.

This proposed development would drastically change the character of the central block of Madison's "premier street." The Board of the Madison Trust voted unanimously to both 1) oppose the demolition of the three buildings, now in existence, at 428, 432, and 444 State Street; and to 2) oppose the design of the building proposed to replace them, which was out of scale and out of character with its surroundings. Since 2022, the proposed design has been modified somewhat, but not in any material respect.

The *Downtown Urban Design Guidelines* are key to this Commission's review of proposed redevelopments on State Street. The Guidelines statement of "Purpose" includes the following:

In applying these guidelines, the *Downtown Plan*, **which is incorporated herein by reference**, may be utilized to provide additional guidance. *Guidelines*, p.3 [Emphasis added.]

When Madison issued its *Downtown Plan* in 2012, it articulated what many already knew:

State Street is widely considered to be Madison's premier street — a unique and special environment created over the past 40 years by innovative local merchants willing to take risks. . . . It is **a lively corridor comprised mostly of two- to four-story, small footprint buildings** housing ground floor shops, restaurants, and bars, with upper story residential and office uses. The diversity of businesses, the architecture of the buildings, and quality of the streetscape work together to create vibrancy for the district. *Downtown Plan*, p. 44 [Emphasis added.]

(Continued)

In its current iteration, State Street includes buildings in a range of sizes. However, most of us think of the street's character in terms of its smaller structures that front the street and differ widely in terms of their style, texture, and shape. The *Downtown Plan* suggests this smaller scale and rhythm are key to the street's character:

The vibrancy and intimacy of State Street is largely attributable to the rhythm of its buildings, with their typically narrow, small first floor commercial spaces that accommodate a wide variety of small businesses; and **it is essential that both the scale and rhythm of the buildings and the diversity of uses be retained.** . . . Th *Downtown Plan* supports limited development of some larger commercial spaces in the State Street district, but only if the buildings are carefully designed to maintain the predominant small-scale rhythm of the street frontage. *Downtown Plan*, p. 44-45

The *Downtown Plan* goes on to identify nine distinct recommendations for State Street, including two that specifically relate to this Applicant's redevelopment proposal:

Recommendation 74: Maintain the two-to-four story building height on the State Street frontage that creates a sense of enclosure while also providing openness and access to sunlight.

Recommendation 75: Encourage the preservation, rehabilitation and adaptive reuse of sound older buildings that contribute to the district's character.  
*Downtown Plan*, p. 44-45.

**Conclusion:**

The Applicant's proposal would demolish three buildings that are highly representative of the scale and rhythm of the mid-section of State Street that has existed for more than a century. It would replace them with a six-story single mass that would dwarf its surroundings and compete with their rhythm and scale. The Madison Trust for Historic Preservation opposes the application because it is inconsistent with the *Downtown Urban Design Guidelines*.

Sincerely,

*Lynn Bjorkman*

Lynn Bjorkman  
President  
Madison Trust for Historic Preservation

***Dedicated to Preserving Madison's Historic Places***

*A local partner of the National Trust for Historic Preservation*