MASTER HALL ASSOCIATES
401 N. CARROLL ST.
MADISON, WIS. 53703

MEMORANDUM

Hi Heather:

Please share this memo with the Landmarks Commission and, if you haven't already, please share the Legacy Architecture and Construction Management Solutions reports (noted below) with the Landmark's Commission.

As the owner of 415 W. Gilman St., Madison, WI we object to the landmark nomination of the property.

The landmark nomination is an obstructionist measure to thwart a redevelopment of the property which contradicts the City of Madison's Downtown Historic Preservation Plan. That plan's goal was to inventory historically significant buildings so as to eliminate late-arising surprises and to inform property owners where redevelopment is likely to raise preservation concerns. The Plan did not identify 415 W. Gilman as a potential landmark property.

The recent plan to redevelop the property caused significant review and consideration entailing, among other things:

- Legacy Architecture's Historic and Architectural Review of the 415 W. Gilman (dated 03/04/2026) which concludes that the property does not merit "Landmark" status.
- Construction Management Solutions Property Condition Report (dated 04/01/2026) which concluded that the building is functionally obsolete (not due to neglect but because of the construction type and code requirements) which would entail more than $16,000,000 to make the building compliant.
- City of Madison Plan Commission's unanimous approval of a redevelopment including, but not limited to, the demolition of the 415 W. Gilman building; the Plan Commission discussions thoroughly considered the "Landmark" qualities of the building.
- City of Madison's Common Council's unanimous approval of a redevelopment, including the demolition of the 415 W. Gilman building.

But for the recent plan to redevelop a site which includes 415 W. Gilman, the building would not have been nominated to be a landmark.

There are legitimate reasons why the Plan Commission and the Common Council ignored Landmarks Commission denial to approve the demolition of 415 W. Gilman, as noted above. It's unfortunate that an obstructionist opinion has caused the wrong minded nomination which in itself is one the reasons Landmark Commission was made to be only an advisory body some years ago.

Please do not designate the property a landmark.

Thanks,
Brad Mullins

Brad 04/03/2026