

REPORT OF: FAÇADE IMPROVEMENT GRANT STAFF TEAM

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TO: Community Development Authority

Request for waiver of Façade Improvement Grant Target Area Restriction
Application: 511 N. Carroll Street (The Alano Society, Inc.)

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DATED: December 5, 2013

On October 3, 2000, the Common Council adopted Resolution No. 61179, approving the Objectives and Criteria for the Façade Improvement Grant Program. The continuing objective of the program is to enhance the visual appearance and economic viability of the downtown and smaller neighborhood commercial areas.

To date, the Façade Grant Program has assisted 71 properties. \$877,500 in Façade Grants have been awarded and those funds combined with over \$1,560,000 in private funds results in a total of \$2,438,000 invested into restoration, preservation, and improvements to building facades in many of the City's most visible corridors and neighborhoods.

75% of all Façade Improvement Grants have been awarded to historic properties within the program target areas. The CDA has approved waivers to the Program Target Area for several properties including the Arbor House at 3402 Monroe Street in 2004 and the Livingston Inn at 752 E. Gorham Street in 2011.

In 2012 the Façade Grant program target area was amended to include eligibility to all commercially zoned City designated landmarks. The change was made to provide an incentive for locally designated landmarks across the city. The general incentive policy had to be narrowed to fit the criteria of the Façade Grant Program which means that in order to qualify for a façade grant, the designated landmark must be a commercial use/building/commercial retail establishment (hereinafter referred to as Commercial Building) and the landmark building can be located anywhere

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in the City as opposed to being located in a target area. At the time of that change there were seventeen properties in the city designated as Historic Landmarks specifically included into the new target area map. The 511 N. Carroll property was designated as a Historic Landmark in June of 2013. It therefore was not included in the list of eligible properties that was generated by the 2012 target expansion ordinance.

As per the newly adopted zoning code and map, the property at 511 N. Carroll Street is zoned as DR1-His-MH, which translates to a Downtown Residential District -1 in the Mansion Hill Local Historic District. Before the new zoning map was adopted, the property was zoned R6H. There are many non-residential uses that are permitted in DR-1. These include, but are not limited to, many civic and institutional uses. Additionally, there are many existing non-residential uses throughout the city in residentially zoned areas that predate the new zoning map.

A Commercial Building (excluding "commercial" uses such as schools, neighborhood centers, churches, etc.) may qualify for a Façade Grant and be located in a residential zone. The property need not be commercially zoned, as long as it is a Commercial Building. Also, just because a property is located in a commercial zone, does not mean that it will automatically qualify for a Façade Grant as the building could very well be a residential use.

Because 511 N. Carroll Street has been continuously used as a service club since 1948 City Zoning considers it a nonresidential (commercial) building (please refer to the communication from Matt Tucker, City Zoning Administrator elaborating this position). This zoning category is consistent with other Historic Landmark properties such as the Stevens House at 401 N. Carroll Street and the Leitch House (Livingston Inn) at 752 E. Gorham Street that are considered Façade Grant eligible. The Leitch House received a Façade Grant in 2011 and was the original impetus to expand the target area to include all Commercial Use Landmarks.

The scope of work that the Façade grant would help to facilitate at 511 N. Carroll includes: the removal of a sunroom and front entry vestibule built in the 1970's; removal of glass block infill of 2 original window openings in the sunroom and installing new windows; and the construction of a new front entrance porch and stairway that will restore the appearance of the structure to its original design.

The Façade Improvement Grant Staff Team recommends the granting of a waiver to the program target area by including it to the list of eligible landmarks that can be served by the Façade Improvement Grant Program. The Team feels that the building at 511 N Carroll Street is a designated landmark that has consistently, since 1948, been considered a commercial use, despite its residential zoning, and as such, eligible for a city façade grant.

Alano Society : Clubhouse at 511 North Carroll Street

The building at 511 North Carroll Street is owned by the Alano Society, a non-profit corporation founded in 1943 under Chapter 180 of the Wisconsin State Statutes. The Alano Society purchased the property in 1948¹ and has been using the building to host 12 step based meetings and social events ever since.

The Articles of Incorporation of the Alano Society were filed with the Wisconsin Secretary of State on September 27, 1943. Members of the original Madison Alcoholics Anonymous group formed the Society with the purpose as described in the original Articles as: "This corporation is formed for charitable and benevolent purposes and especially: to cultivate social intercourse among its members and assist in improving moral and social conditions of its beneficiaries; to provide for the relief of distressed members, the visitation of the sick, the burial of the dead, and such other benevolent and worthy purposes and objects as affects the members of the corporation; to purchase and own such real estate and other property as may be necessary for the purpose of the society; and for the purpose above specified, to receive donations, to receive, manage, take and hold real and personal property, by gift, grant, devise or bequest."²

The clubhouse at 511 N Carroll (or more commonly known as "511" to those who attend meetings there) is open to the public and serves residents from all over the city. It currently hosts more than 12 separate weekly meeting with at least one on every day of the week. In 2012 the total yearly attendance for meetings held there was over 12,000. It is the oldest meeting space for AA in the state and among the oldest in the country.

Since the purchase of 511 A.A. in Madison has grown, and reflecting the growth pattern of the city, spread its' message successfully further from the central city. The Board and members of 511 hope to continue adding to the history of the grand old home of Madison AA on North Carroll Street. The recent renovation plans, including the façade and porch will improve the appearance and hopefully make the clubhouse more welcoming to those who need it well into the future.

¹ Documents at Dane County Register of Deeds: #763810; #763811; #763890.

² Articles of Incorporation, 9/27/43.



Office of the Common Council

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December 3, 2013

Dear CDA Committee Members,

The Alano Society has used the historic Willett S. Main home at 511 N. Carroll Street as a club house since 1943. This club house, in the heart of downtown, provides a support service unlike any other for people who desperately need the kind of help this organization provides. The Society has helped hundreds and hundreds of people who struggle with alcoholism with their efforts to be and remain sober.

I was particularly touched this past September when I attended the seventieth anniversary celebration of the founding of the Alano Society. Both Alder Rummel and I attended. Alder Rummel was invited because of the recent landmarking of the Alano Society building and she is on the Landmarks Commission. I was invited as the alder for the district in which 511 is located. At the celebration a number of people told their personal story and how the club house at 511 had played a significant role in their recovery. This organization...this building provides a unique service to our community.

I have absolutely no doubt that the Alano Society will continue using 511 as a club house to support the sobriety of those who need such support. The society is undertaking the rehabilitation of their building to assure its viability for the long term and to make it a more stately presence in the Mansion Hill local historic district and the city. I wholeheartedly support them receiving a façade grant to help them in their efforts to improve the street presence of the building.

Please let me know if you have questions.

Sincerely,

Ledell Zellers
Alder, Second District