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An important message on the Churchill Building nomination and expansion of the Wisconsin History Museum

Late in 2017, the Trust's Board authorized filing a landmark nomination for the Gay Building (now referred to as the Churchill Building) at 14-16 North Carroll Street on the Capitol Square. This structure was often referred to as Madison's first skyscraper once construction was completed in 1915. We filed the nomination early in February of this year and premised it on the role the Gay Building played in setting building height limits that continue to preserve our views of the Capitol from afar.

The State Historical Society is deeply involved in a project to expand its museum at the

corner of North Carroll and West Mifflin by working with the owners of most of the property on that block. On April 4th and after lengthy communications with the key parties, the Trust's Board held a special meeting and adopted a motion to withdraw our Gay Building nomination. Our rationale is set forth in the following statement:

The Madison Trust for Historic Preservation (MTHP) exists to both advocate for historic preservation and to educate about historic preservation. Nevertheless, MTHP recognizes that new development is important to the economic and social vitality of Madison and is sensitive to balancing the interests of historic preservation with a desire to have Madison benefit from highly respected examples of new architecture.

We recently filed a landmark nomination for the Gay Building, now known as the Churchill Building. We continue to believe the structure's historical impact on the Madison skyline would justify landmark designation because the building ultimately had the effect of allowing the State Capitol dome to continue to serve as a visual reference point in and for the city.

The Wisconsin Historical Society intends to occupy a new museum on the first block of North Carroll Street in an area that currently includes the Gay Building. The Historical Society is an invaluable educational resource for Wisconsin and the nation. The mission of the MTHP is consistent with that of the Historical Society.

We believe that the Historical Society is committed to having information relating to the historic preservation of the built environment serve as an important element of the educational offerings in the proposed museum.

The new museum building is to be developed in conjunction with Hovde Properties and Fred Mohs.

The site in question is a highly prominent one and reflects the heart of much of what is important to Madison. MTHP takes the position that the location warrants architecture that is highly respected.

Since filing the nomination, MTHP has had several valuable meetings with key parties to the proposed project. Based on those meetings, and considering the needs of the greater community, MTHP has withdrawn its nomination to designate

the Gay Building as a City Landmark. We are confident that the Historical Society, Hovde Properties, and Fred Mohs are committed to designing a museum complex which both incorporates exceptional architecture and furthers the public's appreciation of Wisconsin's unique culture. We offer the resources of MTHP to assist in any way possible in this effort, and we look forward to an exciting new chapter for the museum and the City of Madison.

Thank you for your continuing support of historic preservation efforts in Madison.

Sincerely,

The Madison Trust for Historic Preservation Board of Directors



Tickets now on sale!

The 2018 Historic Preservation Awards will be held on Thursday, May 24, 2018 at the Goodman Community Center. Beer, wine, soda and light appetizers will be served starting at 5:30 p.m., with the ceremony beginning at 6:30 p.m. You can feel free to enjoy food and drinks during the ceremony. John Martens will emcee and give a brief presentation on the restoration of the Goodman Center, which turned it from a manufacturing hub to the thriving community resource it is today! A photo display of the restoration will also be available.

Tickets are \$40 for members (\$42.39 with service fee) and \$50 for nonmembers (\$52.74 with service fee). They are available by [clicking here](#) or calling 1-800-838-3006.

The 2018 Historic Preservation Awards are made possible by our presenting sponsors, Thompson Investment Management, US Bank Private Wealth Management, and TDS Custom Construction.

Get Tickets!



Check out our new Instagram!

We've started up an Instagram page to highlight important historic sites in Madison and give background information. We'll continue to add to this on an ongoing basis. There are several historic sites from the Greenbush/Vilas neighborhood there now for you to peruse! You don't have to have an Instagram account to look at them, and they can be accessed via a computer or mobile device. If you do have an Instagram account, make sure to follow us! We want to grow this feed to serve a large portion of the community!

[Click here to visit!](#)

Save on the Awards and Tours as a member!



Our membership base is our heartbeat, so we make sure to show you how thankful we are! Members get **free admission to summer walking tours, discounted admission to special events like the Historic Preservation Awards (May) and specialty tour (July), and invitations to members-only events and tours.** We're also

working harder to provide **more information, resources, and advocacy, and are working to bring our mission to a larger population (A new Instagram for the Trust is coming soon!)**

Memberships start at only \$25 for the year, and make a huge difference in helping us preserve and honor Madison's history through its built environment. We hope you will join us today for a mutually beneficial partnership! We are incredibly grateful to all who support us!

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