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From: Henry Doane <hdoane@gmail.com>
Sent: Monday, March 25, 2019 4:50 PM
To: Stouder, Heather <HStouder@cityofmadison.com>
Subject: 924 E Main

924 East Main St is in the Wisconsin Historical Society Architecture and History Inventory. It was surveyed back in 1982. It's Historic Name is the National Biscuit Co. (Nabisco) maybe? Built in 1928 as a warehouse. It was designed be noted architect Edward Tough and built by George Cnare & Sons.

The Capital Gateway Build Plan states about this area on East Main; The corridor should become more pedestrian friendly as a strong link to downtown and retain it's cluster of historic industrial brick buildings. East Main Street facades should include pedestrian entries, but large intensive parking and loading areas should be concealed with access directed to the north-south side streets where possible.

The demolition of this other buildings is hurting the cultural fabric which can thrive in these structures. The result will be the loss of why people find the Isthmus such a desirable place to live and work.

These long overlooked structures, historic or just old are an important building block for a healthy growing city. These buildings help prompt and provide unique, affordable and accessible space for new and creative start ups. There are many examples near by for example Old Sugar Factory, State Line Distillery, Bos Mead Hall, Working Draft Brewery, underground's Meats and Butcher, The Winnebago a bar restaurant and music venue, housed in a very similar building, and many more.

This is not a zero sum game. It's not a decision between saving a warehouse and not building a parking ramp, both can happen. This is a very large development on a whole city block with 80% undeveloped at the moment. The design can change. What can't change is the loss of another architectural piece of Madison's past and potential future.

If I were fortunate enough to be Curt Brink. I'd be thrilled to work with a number of older buildings in my project. This building would help maintain a human scale and give historic charm and authenticity. This warehouse could help breakup a monolithic parking structure and blend the project in with the neighboring older industrial buildings.

As a business owner and developer, I can't fully express the importance these types of buildings have in the overall health of a growing city. These old structures some historic some not are part of the bedrock of every thing else that comes after. The energy and creativity that they

help bring to a street spawns more and similar types of establishments. A parking lot is needed but shouldn't and need not dominate the street scape.

This part of East Main is just taking off, let's see how it goes. This little warehouse could and should be a vibrant part of a exciting, growing downtown.

Sincerely.

Henry Doane

Owner of Tornado Club and Tempest Oyster Bar Sent from my iPhone