

**Block 100 Foundation
6120 University Avenue
Middleton, WI 53562**

February 8, 2012

Mr. R. Richard Wagner, Chair
Madison Urban Design Commission
215 Martin Luther King Jr. Boulevard
Madison, WI 53703

Dear Chairman Wagner:

The Block 100 Foundation respectfully requests the Urban Design Commission's Initial Approval of the Block 100 Foundation Project when the Commission meets on February 15, 2012.

The design approach to the West Mifflin Street and North Fairchild Street corner is the most important aspect of the Project for the Block 100 Foundation. The transformation of this corner is critical to the success of this Project in our eyes. Three major cultural/arts buildings, Overture Center, the Central Library and the future State museum will open onto this corner. Architecturally, it is our intent for the new building in the 100 block to complement these important civic buildings, not to compete with them. We envision the corner as an oasis, a space where people can stand back, reflect upon and enjoy these civic buildings. All three of these structures are necessarily large and appropriately imposing and a bit of green open space - set back from the street - gives them a chance "to breathe." With the emerging importance of this corner in the city, the 100 block is poised to become one of Madison's most vibrant locations.

We have consistently stated how important the design of the Fairchild and Mifflin corner is to the Block 100 Foundation and we have compromised on other elements of the Project in our desire to find a path forward. At the Commission's February 1st meeting, Commissioners offered comments and suggestions regarding the Block 100 Foundation Project. We are carefully considering those comments. However, we wish to do so only if the Commission supports the overall vision and design approach of the Fairchild and Mifflin Street sides of the Project as presented in the Letter of Intent dated January 9, 2012. It wouldn't make sense to refine the architectural elements further only to find out that the Commission does not support removal of the Schubert and Fairchild Corporation/Stark buildings. As a condition of Initial Approval, we will agree and are prepared to work with the Urban Design Commission to refine the architectural and landscape details of the Project.

In the event that the Urban Design Commission is unwilling to support the design, however, the Block 100 Foundation is prepared to step aside and sell the six buildings. While we believe this

outcome would be a lost opportunity for the City on many levels, the Block 100 Foundation is prepared to do so and to allow some other party to implement an alternative vision.

We strongly believe that the proposed Project optimizes everyone's desire to honor State Street's historic past and sustain its retail character. In addition, the Project will enliven North Fairchild Street, give the properties another 100 year life and create a sustainable plan to support Overture Center for the Arts and provide additional tax benefits for the City at no expense to the City.

Thank you for your consideration.

Sincerely,



Grant Frautschi, President
Block 100 Foundation



W. Jerome Frautschi, Trustee
Block 100 Foundation



Pleasant T. Rowland, Trustee
Block 100 Foundation