

Elmer, Linda

From: Kyle James <kylejames@miad.edu>
Sent: Wednesday, February 13, 2019 11:10 AM
To: Historic Preservation Commission; Elmer, Linda
Subject: AGAINST historic designation for Marcus Center

Hello,
My name is Kyle and I have been visiting the Marcus Center since I was a child.

I believe designating the Marcus Center as a "Historical Site" would be a mislabeling of the title and a misuse of what historical designation should be used for.

- The Marcus Center is not historical. It was built in 1969 and has many renovations since then. (What's next, trying to protect the MKE streetcar from having maintenance done?)
- If the concern is over the small trees in the gravel pit, that concern should be dismissed. It is inevitable that the trees will die or need to be replaced eventually, so prolonging this would be counterproductive for growth. Those trees are not indigenous to WI, so they look ill, and if the renovation plans include introducing more trees to the grounds that are native to WI, that not only would look more welcoming, but it is also better for our ecosystem.
- The gravel pit is also not wheelchair accessible, so whether or not someone thinks it is a "piece of history", it needs to be updated to accommodate all people.

Finally, if we start labeling everything as a historical site, how will our city sustain itself? How could it be innovated? How will it develop and survive if people are unable to adapt and make things better?

The Marcus Center isn't a giant corporation that's trying to tear down a forest to build a skyscraper, it is a non-profit program that allows the performing arts to be accessible to people. Preventing the Marcus Center from improving their grounds and what they do, feel very wrong.

Feel free to let me know if you have any questions!
Thank you,
Kyle

--

Thanks,

Kyle V. James
Time-Based Media Lab Tech
Office: 414.847.3327
KyleJames@miad.edu

Elmer, Linda

From: Marie Kingsbury <mfkingsbury@sbcglobal.net>
Sent: Sunday, February 17, 2019 1:39 PM
To: Elmer, Linda
Subject: Oppose designation

I am writing to tell you that I oppose the Permanent Historic Designation for the Marcus Center. In my opinion such a designation will impede the updating and improvements that need to be made at the Marcus Center.

Sincerely,
Marie Kingsbury

Elmer, Linda

From: Kathleen Frane <kmfrane@gmail.com>
Sent: Sunday, February 17, 2019 2:32 PM
To: Elmer, Linda
Subject: Marcus center

I oppose the permanent historic designation of the Marcus Center.
Kathleen Frane

Sent from my iPhone

Elmer, Linda

From: carolinesuegger <carolinesuegger@yahoo.com>
Sent: Sunday, February 17, 2019 5:09 PM
Subject: Opposed to historic designation of Marcus center

I oppose permanent historic designation for the Marcus center.
But I would like the trees moved/ saved and some other natural plantings somehow incorporated in the new design.
Caroline gerger

Elmer, Linda

From: Historic Preservation Commission
Sent: Monday, February 18, 2019 8:18 AM
To: Elmer, Linda
Subject: FW: The Marcus Center Grove and Your Website

From: Sam Seward [<mailto:srseward@yahoo.com>]
Sent: Friday, February 15, 2019 5:37 PM
To: Historic Preservation Commission
Subject: The Marcus Center Grove and Your Website

I am writing this letter to comment on both items noted above.

First, although the Marcus Center has been identified by the Historic Preservation as worthy of consideration for designation as an historical landmark, I have to ask if the designation could exclude the Grove.

As a Milwaukeean for more than forty years, I attended many of the outdoor concerts at the PAC and was witness to the total mistake that the present design is. I formerly owned a house in Brewer's Hill and have a History minor as part of my undergraduate degree, so I am a believer in the value of historic preservation.

Although there are a number of theater style seats, the only area suitable for picnicing is the small strip of grass immediately south of the building. The design of the grove is a complete disaster as a design for a public gathering place. The benches are uncomfortable and the stone is difficult to walk through and completely unsuited for sitting or picnicing. Is there a compelling reason to preserve bad design, even if it is historic? This space is unusable and nothing more than a monument to the designer's ego. Good design should encourage use, not make it nearly impossible. The building may deserve preservation, but the Grove does not!

Second, your website should be designed to encourage comments on matters before the Commission. I urge you to consider augmenting the present site to allow that.

Thank you for your consideration of my views on these subjects.

Samuel Seward

Elmer, Linda

From: Richard McGuire <richard@mcguire-law.com>
Sent: Monday, February 18, 2019 8:26 AM
To: Historic Preservation Commission
Cc: Elmer, Linda
Subject: Oppose Historic Designation For Marcus Center

I strongly oppose the Permanent Historic Designation for the Marcus Center. Sincerely, Richard P. McGuire Jr.

Elmer, Linda

From: Linsey Sieger <linsey@thirdsectorcreative.com>
Sent: Monday, February 18, 2019 9:56 AM
To: Elmer, Linda; Historic Preservation Commission
Subject: Marcus Center historic designation

Good morning,

A quick note to register my opposition to permanent historic designation for the Marcus Center. This is unnecessary and burdensome for the Marcus Center. The goal of the landscape redesign is to create a more welcoming and accessible space — let's not create unnecessary barriers to making that happen.

Thank you,
Linsey Sieger

Linsey Sieger | Third Sector Creative, Inc.
Strategic Communication for Nonprofit Organizations
(414) 302-0200

Elmer, Linda

From: Tracey Carson <traceycarson414@gmail.com>
Sent: Monday, February 18, 2019 10:48 AM
To: Elmer, Linda
Subject: Opposition to historical designation of Marcus Center

Greetings!

This morning I am writing to oppose historical designation for the Marcus Center. This building is far too young for such a lofty designation. Beyond that, a more accessible Marcus Center is better for the entire community, not just the able bodied.

Further, I submit that this designation will weaken the Marcus Center by eliminating opportunities for growth and change. Under the leadership of Paul Mathews and the Board of Directors, the Marcus Center has thrived. Why interfere with the success.

Thank you for your consideration.

tc

tracey carson
traceycarson414@gmail.com
414.218.3044 (c)

Elmer, Linda

From: Kathy Landry <kthylndry@yahoo.com>
Sent: Monday, February 18, 2019 11:38 AM
To: Historic Preservation Commission; Elmer, Linda
Subject: Oppose Permanent Historic Designation for the Marcus Center

Dear City of Milwaukee Historic Preservation Commission,

I sincerely urge you **NOT** to consider Historic Designation for the Marcus Center for the Performing Arts in Milwaukee. I was lucky enough to attend this past weekend's performance of "Fiddler on the Roof" and it was magical. It is one of my most favorite venues in our city to visit.

This facility is too young to be labeled "historic" and I applaud the fact that the staff and proprietors make necessary changes to keep up with changing times. They should absolutely be granted the opportunity to make additional renovations as the years progress to maintain it's inviting and welcoming feel.

PLEASE, PLEASE let the Marcus Center continue to thrive as it is!

Respectfully,

Kathleen M. Landry
3811 N 92ND Street
Milwaukee, WI 53222

kthylndry@yahoo.com

Kathy

Elmer, Linda

From: Scott Zimny <sgzimny@gmail.com>
Sent: Monday, February 18, 2019 12:32 PM
To: Historic Preservation Commission; Elmer, Linda
Subject: Against historic designation of Marcus Center

Good afternoon,

I am against making the Marcus Center a historic designation. Built in 1969 the Marcus Center has underwent changes since its inception to better support the community. With the unveiling of the future of the Marcus Center, it is an exciting time for the organization and community. The plans set forth would better utilize the space in a cramped downtown and provide the community with a state of the art performing arts center like many communities around the country.

The chest nut tree grove provides entertainment for the squirrels. The trees are dying, rotting from the inside out, some limbs reenforced by cable. The space is inaccesable to the handicap community and is rarely utilized by the rest of the community. With the outdoor pavilion hosting events, the space will be better designed and safer with the plans set forward.

Please consider these thoughts,

Respectfully,

--

Scott Zimny

Elmer, Linda

From: paul.sheldon@sheldonworks.com
Sent: Monday, February 18, 2019 12:54 PM
To: Historic Preservation Commission; Elmer, Linda
Subject: Marcus Center Designation

Historic designation for the Marcus Center is both unwarranted and obstructive. The Center is not sufficiently old to warrant the designation, and in addition has been modified too much over the years to have maintained sufficient significant historical veracity. Furthermore, the designation could obstruct useful changes that may be indicated in the future to better serve its mission to the community. Thank you for considering this.

Paul Sheldon
Mequon, WI

Elmer, Linda

From: paul.sheldon@sheldonworks.com
Sent: Monday, February 18, 2019 12:54 PM
To: Historic Preservation Commission; Elmer, Linda
Subject: Marcus Center Designation

Historic designation for the Marcus Center is both unwarranted and obstructive. The Center is not sufficiently old to warrant the designation, and in addition has been modified too much over the years to have maintained sufficient significant historical veracity. Furthermore, the designation could obstruct useful changes that may be indicated in the future to better serve its mission to the community. Thank you for considering this.

Paul Sheldon
Mequon, WI

Elmer, Linda

From: Stephanie Mason <steph.mason@uwmalumni.com>
Sent: Monday, February 18, 2019 5:07 PM
To: Historic Preservation Commission
Cc: Elmer, Linda
Subject: Against historic designation for Marcus Center

Greetings,

I am writing to voice that I am against the historic designation for the Marcus Center for the Performing Arts. The building is too young and so many updates have been made to the building and grounds since it's opening, that it does not resemble it's original state. Additionally, it is important for buildings and grounds that serve a community to change with the needs of the community, and the new plans show that has been taken into consideration.

Sincerely,

Stephanie Mason

Elmer, Linda

From: Michele Hecht <hecht_michele@yahoo.com>
Sent: Tuesday, February 19, 2019 9:40 PM
To: Elmer, Linda
Subject: Marcus Center should NOT be historical

I am against making the Marcus Center a historical building. Anything related to the arts should constantly be updating and moving towards the future. This means making it more accessible to everyone. Also specifically those trees/open area is not a good use of space.

Thank you

Sent from my iPhone

Elmer, Linda

From: MARY BOWSER <maryb0408@att.net>
Sent: Wednesday, February 20, 2019 7:48 AM
To: Historic Preservation Commission; Elmer, Linda
Subject: Oppose Permanent Historic Designation for the Marcus Center

I oppose Permanent Historic Designation for the Marcus Center. Building and grounds need to change as the community changes.

Mary Bowser
414-482-2816
maryb0408@att.net

Elmer, Linda

From: Sara Jesmok <sbjesmok@gmail.com>
Sent: Wednesday, February 20, 2019 9:14 AM
To: Historic Preservation Commission; Elmer, Linda
Subject: Oppose historic designation for Marcus Center

Hello,

I don't believe that the building is old enough to get historic designation. Also, it should have the opportunity to update and grow in the changing community. To make it more accessible and welcoming to all who enjoy the Marcus Center.

Thank you,

Sara Jesmok, B.S.
Wellness Specialist
(414) 507-4827
sbjesmok@gmail.com

Elmer, Linda

From: Historic Preservation Commission
Sent: Wednesday, February 20, 2019 9:40 AM
To: Elmer, Linda
Subject: FW: Oppose Historic Designation for Marcus Center

From: FITZGERALD, Katie [<mailto:katie.fitzgerald@airgas.com>]
Sent: Monday, February 18, 2019 1:42 PM
To: Historic Preservation Commission; Elmer, Linda
Subject: Oppose Historic Designation for Marcus Center

To whom it may concern:

I oppose the Permanent Historic Designation for the Marcus Center.
I believe this place will be a valuable place of revenue in the future.
It is necessary to have the capabilities for renovating this center.

please take my opinion into consideration.

Katie Fitzgerald-Torres
414-339-1004

Elmer, Linda

From: Historic Preservation Commission
Sent: Wednesday, February 20, 2019 10:21 AM
To: Elmer, Linda
Subject: FW: Oppose Historic Designation for the Marcus Center

From: Jean Casey [<mailto:caseyjeanm@gmail.com>]
Sent: Wednesday, February 20, 2019 10:20 AM
To: Historic Preservation Commission
Subject: Oppose Historic Designation for the Marcus Center

To Whom it May Concern:

I oppose Permanent Historic Designation for the Marcus Center.

Jean Casey

Elmer, Linda

From: Megan Meyer <meganrmeyer12@gmail.com>
Sent: Wednesday, February 20, 2019 10:21 AM
To: Historic Preservation Commission; Elmer, Linda
Subject: Oppose historic designation for Marcus Center

To Whom it May Concern,

I was recently made aware that the Marcus Center may be awarded historic designation. I frequent the Marcus Center for Broadway shows and love the building, but I do not feel it would be in the best interest of the building and organization to designate it.

Personally, I feel the building itself is too young and too much has changed over time to be considered historic. The programs, shows and events that take place at the Marcus are constantly evolving, and the Center needs to be able to easily adjust to those needs. By making it a historic designation, you not only limit the changes that can be made, but these changes can often be more expensive and time consuming. Since the building is operated by a non-profit, funds are already limited.

There are so many beautiful new performing arts centers in the state, such as in Madison and Appleton. It would be a disservice to the current building to keep it dated. It needs to be updated to competitive with the other venues that are easily within driving distance. The building needs to evolve as the community changes.

Sincerely,

Megan Meyer

Elmer, Linda

From: Patrick Landry <patrick.r.landry@gmail.com>
Sent: Wednesday, February 20, 2019 1:45 PM
To: Historic Preservation Commission; Elmer, Linda
Subject: Oppose Historic Designation for Marcus Center

To Whom it May Concern,

I oppose Permanent Historic Designation for the Marcus Center. The Marcus Center is too new of a building for historic designation and will provide unnecessary financial burdens that will hinder the Marcus Center from fully achieving it's mission. There are many improvements that need to take place to modernize the facility and I am against any historic designation.

Sincerely,

Patrick Landry
3222 N 88th St, Milwaukee, WI 53222

Elmer, Linda

From: Dana Lach <danalach@ymail.com>
Sent: Wednesday, February 20, 2019 2:19 PM
To: Historic Preservation Commission; Elmer, Linda
Subject: Marcus Center Historical Designation

Good afternoon,

As a supporter of the arts in Milwaukee, I am writing to oppose any permanent historic designation for the Marcus Center. It is an asset and needs the ability to continue to evolve and modernize without the limitations of historical designation. Impeding its ability evolve will limit the Marcus Center's ability to bring accessible, live visual art to the citizens of southeastern Wisconsin, which would be a shame.

Thanks,

Dana Lach

Elmer, Linda

From: Rebarchik, Robin (RBC Wealth Mgmt) <robin.rebarchik@rbc.com>
Sent: Wednesday, February 20, 2019 2:22 PM
To: Historic Preservation Commission; Elmer, Linda
Subject: Oppose Historic Designation for Marcus Center

I oppose Permanent Historic Designation for the Marcus Center.

Robin L. Rebarchik | Investment Associate

RBC Wealth Management, a division of RBC Capital Markets, LLC

1000 N. Water Street, Suite #1500 Milwaukee, WI 53202

P: 414-347-7085 | 800-933-3246 x7085

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Elmer, Linda

From: Radtke, David (RBC Wealth Mgmt) <david.radtke@rbc.com>
Sent: Wednesday, February 20, 2019 2:59 PM
To: Elmer, Linda
Subject: Oppose Historic Designation for the Marcus Center

I oppose Permanent Historic Designation for the Marcus Center.

David F Radtke
Past Board Chair
Marcus Center for the Performing Arts

Dave Radtke, AWM
Senior Vice President | Financial Advisor | Senior Consulting Group
RBC Wealth Management
1000 N. Water St. Suite 1500 | Milwaukee WI 53202
Office: 414-347-7013 | Toll Free: 800-933-3246
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david.radtke@rbc.com

Please visit my website: www.daveradtke.com

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Elmer, Linda

From: Historic Preservation Commission
Sent: Wednesday, February 20, 2019 3:18 PM
To: Elmer, Linda
Subject: FW: Marcus Center designation

From: Sherrie Tussler [<mailto:Sherrie@hungertaskforce.org>]
Sent: Wednesday, February 20, 2019 2:37 PM
To: Historic Preservation Commission; Bauman, Robert
Subject: Marcus Center designation

I live in a historic home that has received both a local and state designation. I have attended many performances at the Marcus Center and would comment that the Marcus Center is neither historic, or architecturally significant.

It is 50 years old. I think that makes it vintage and not historic.

This interest in designating the building isn't about preserving it, but instead preserving a grove of trees. Making the center accessible for people with disabilities and allowing it to continue to be financially viable in service to the community is important. Please insert my comments into the record.

I am a homeowner at 3402 W. St. Paul Avenue in Milwaukee. Thank you.

Sent from Mail for Windows 10

Sherrie Tussler | Executive Director | Sherrie@hungertaskforce.org
Hunger Task Force | 201 S. Hawley Court | Milwaukee, WI 53214
Direct. (414) 238-6481 | Fax. (414) 777-0489



Elmer, Linda

From: Jackie Barber <hb36@wi.rr.com>
Sent: Wednesday, February 20, 2019 9:09 PM
To: Historic Preservation Commission; Elmer, Linda
Subject: Oppose Permanent Historic Designation for the Marcus Center

To whom it may concern:

Please accept this email as opposition to the Permanent Historic Designation for the Marcus Center.

It is my hope the renovations will be allowed to happen and all persons, with and without disabilities, will be allowed to enjoy all spaces at the Marcus Center.

Jacqueline Barber

Elmer, Linda

From: Kurt Thomas <Kurt_Thomas@mgic.com>
Sent: Thursday, February 21, 2019 9:00 AM
To: Historic Preservation Commission
Cc: Elmer, Linda
Subject: Against Historical Designation of Marcus Center

For Those Concerned,

Recently, I have read and heard about an effort to place an historic designation on the Marcus Center with the sole purpose to save a grove of trees. For over 15 years I have sat in my office across the street directly facing that grove. Although I find them interesting to look at during the fall colors I can tell you those trees do not look healthy. Several are obviously dying, they are planted far too close together, very few people congregate there, and it is dark and inaccessible due to the steps and gravel there.

Additionally, I'm perplexed that someone would want to put an historic preservation designation on a building barely 50 yrs. old. What does that do other than place many additional financial and bureaucratic restrictions on the Marcus Center? How can the MC adapt to changes in how people want to use and experience the facility? Why would anyone want to make it more expensive to operate the building when there is clearly no need to do so? All for the sake of a grove of dying trees??!!

The new plans look terrific, fresh and clean while enhancing greatly the use of the space and the entire facility. Let's not let some trees come between renewing a huge community asset—the new plans call for planting new trees that will grow and fill that space in a more meaningful design.

I strongly recommend you vote **AGAINST ANY HISTORICAL DESIGNATION** for the Marcus Center!!

Kurt J Thomas

Senior Vice President – Chief Human Resources Officer
Mortgage Guaranty Insurance Corporation
270 E. Kilbourn Avenue
Milwaukee, WI 53202
414-347-6880 (office)

www.mgic.com | kurt.thomas@mgic.com

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Elmer, Linda

From: Historic Preservation Commission
Sent: Thursday, February 21, 2019 10:25 AM
To: Elmer, Linda
Subject: FW: Opose historic designation for Marcus Center

From: Shirley Henika [<mailto:sjhenika@gmail.com>]
Sent: Thursday, February 21, 2019 10:21 AM
To: Historic Preservation Commission
Subject: Opose historic designation for Marcus Center

I oppose the permanent historic designation for Marcus Center because I think it will inhibit the remodeling that is needed at the center.

Shirley Henika

Elmer, Linda

From: Marilyn Collins <marilyncollins516@gmail.com>
Sent: Thursday, February 21, 2019 5:32 PM
To: Historic Preservation Commission; Elmer, Linda
Subject: Opposed to permanent historic designation

I strongly oppose the permanent historic designation for the Marcus Center. I do favor the Marcus Center Campus Master Plan which sounds like a better enhancement of the Center. Let's move forward, not dwell in the past.

Thank you.

Marilyn Collins

Sent from my iPad

Elmer, Linda

From: Nan Gardetto <ngardetto@everydaygood.org>
Sent: Thursday, February 21, 2019 7:43 PM
To: Historic Preservation Commission; Elmer, Linda
Subject: Opposition to Historic Designation for Marcus Center

I am going on record to state that I oppose permanent historic designation of the marcus center. I've lived my entire life in Milwaukee and feel strongly about this.

Nannette Gardetto

Elmer, Linda

From: Rick.Schmidt@cgschmidt.com
Sent: Friday, February 22, 2019 9:07 AM
To: Elmer, Linda
Subject: I do not support Historic Designation for the Marcus Center

Good morning,

I'd like to express my concern regarding the ***potential permanent historic designation of the Marcus Center***. I understand there is a hearing on this matter scheduled for Monday, April 1; please consider these points:

- A permanent designation could **prohibit** the Center from **making much needed changes** in order to continue to thrive.
- The building is too young and too much has been changed since it was built to be deserving of this designation.
- Originally, there were no accommodations for persons with disabilities. In renovations over the years, the Center has added accommodations and a new plan addresses accessibility both inside and outside to better serve patrons with disabilities.
- Marcus Center and its facility are committed to the transformative power of live visual arts. Anything that stops or limits changes that will help them deliver on their mission is unacceptable.
- Additional financial burdens could harm the Marcus Center as a 501(c)(3) nonprofit.
- The Center has evolved in profound ways over the years to reflect the collaboration, innovation and social engagement that are at the core of what they do. The facilities that they use to carry out their mission **MUST** change as the community changes. The Center needs to be more inviting and accessible to serve Milwaukee's diverse community.

Thank you in advance for your thoughtful consideration.

Respectfully,
Rick.

Richard L. Schmidt, Jr.
President and CEO

CG SCHMIDT INC.
11777 West Lake Park Drive
Milwaukee, WI 53224

Direct: (414) 577-1010
Web: www.cgschmidt.com
Twitter: [@cgschmidtinc](https://twitter.com/cgschmidtinc)

Creating Exceptional Facilities that Improve the Lives of Others

Elmer, Linda

From: Colleen Fitzgerald <cfitzgerald110@icloud.com>
Sent: Monday, February 25, 2019 12:52 PM
To: Elmer, Linda
Subject: Oppose historic designation

Hello,

I strongly OPPOSE historic designation for the MCPA.

The building has been modified and we need the MCPA to have the autonomy to continue to make sound, cost effective, accessible and green decisions for our community.

Colleen Fitzgerald
414-628-6061
cfitzgerald110@icloud.com

*Please take note that my email address has changed. My new email address is cfitzgerald110@icloud.com.

Elmer, Linda

From: Alex Tetzlaff <alex@local420wi.org>
Sent: Monday, February 25, 2019 1:06 PM
To: Historic Preservation Commission; Elmer, Linda
Subject: Oppose Historic Designation for Marcus Center

To whom it may concern:

The Marcus Center building does not deserve designation for it is too new as well as too much has been updated. And I understand that as the building needs to be updated as the times change.

The financial burden on the Marcus Center could potentially negatively impact them. In close the Marcus Center needs to be able to be successful for many generations to come and handcuffing it with a historical designation may not help in that endeavor.

Sincerely

Alex Tetzlaff

Business Manager

Local 420 IUOE

Labor Omnia Vincit

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Also, please delete this email and its attachments from your system immediately, and do not retain any copies.

Elmer, Linda

From: Stu Moebus <stumoebus@hotmail.com>
Sent: Monday, February 25, 2019 1:15 PM
To: Elmer, Linda
Subject: I oppose Permanent Historic Designation for the Marcus Center

As a long-time patron of Marcus Center I oppose giving it Permanent Historic Designation. The Center needs to evolve with the changing times to remain relevant to the community and to serve the needs of the community. Freezing it in place ignores the need for renovations to meet present and future needs of the center to keep it as a vibrant focal point in downtown Milwaukee.

Stuart Moebus

Sent from [Mail](#) for Windows 10

Elmer, Linda

From: Joe Brueggemann <brueggemannjoe@gmail.com>
Sent: Tuesday, February 26, 2019 1:48 PM
To: Historic Preservation Commission; Elmer, Linda
Subject: Oppose Historic Designation for Marcus Center

Hello:

I am writing to express my opposition to the recent historic designation placed on the Marcus Center for the Performing Arts in downtown Milwaukee. As the Marcus Center prepares to celebrate it's 50th anniversary, it is important that it is able to be a welcoming, inviting, open and accessible facility to serve Milwaukee's diverse community now and into the future.

Placing a designation such as this on the Marcus Center will greatly limit that possibility and possibly stifle it's future. The Marcus Center, being a nonprofit, struggles to find the funds to continue providing live visual arts and we must do everything we can to help them be self sufficient and rely on less taxpayer money. One way for them to do so is to continue to innovate and generate income, indoors and out, with things like programming, food & beverage, events and more - this designation would severely limit those possibilities. Having the flexibility to open up their grounds and facilities to evolve and provide services & social engagement allows them to continue to carry out their mission and serve our community in a special way for the next 50 years and beyond.

Thank you,

Joe Brueggemann
brueggemannjoe@gmail.com

Elmer, Linda

From: Deborah Sommerhalder <dsommer819@gmail.com>
Sent: Tuesday, February 26, 2019 4:18 PM
To: Historic Preservation Commission; Elmer, Linda
Subject: Preservation of the Marcus Center for Performing Arts

Two Whom it May Concern,

I was recently made aware that the Marcus Center may be awarded historic designation. I am a season subscriber for the Marcus Center Broadway shows and attend many other indoor and outdoor events.

I do not think it would be in the best interest of the building and organization to designate it because I feel the building itself is too young and too much has changed over time to be considered historic. The programs, shows and events that take place at the Marcus are constantly evolving, and the Center needs to be able to easily adjust to those needs. By making it a historic designation, you not only limit the changes that can be made, but these changes can often be more expensive and time consuming. Since the building is operated by a non-profit, funds are already limited.

There are so many beautiful new performing arts centers in the state, such as in Madison and Appleton. It would be a disservice to the current building to keep it dated. It needs to be updated to competitive with the other venues that are easily within driving distance. The building needs to evolve as the community changes, growing the space for years to come.

Thank you for your consideration in this matter.

Deborah Sommerhalder

Elmer, Linda

From: curt.kluth@carepackage.net
Sent: Tuesday, February 26, 2019 8:38 PM
To: Historic Preservation Commission; Elmer, Linda
Subject: I oppose Permanent Historic Designation for the Marcus Center

As of City of Milwaukee resident and long time supporter of the Marcus Center, I was very excited to hear about all the great new projects in store over the next few years.

I strongly oppose the historic designation as it will hinder innovation and place undue financial hardship on the Marcus Center to make much needed improvements to stay relevant and provide Milwaukee a great place to watch and participate in the performing arts.

Sincerely,

Curt Kluth

Elmer, Linda

From: James Padovano <j_vincenzo_padovano@me.com>
Sent: Wednesday, February 27, 2019 12:02 PM
To: Elmer, Linda
Subject: Oppose Historic Designation for the Marcus Center

i oppose Permanent Historic Designation for the Marcus Center.

*he building does not deserve designation – it's too young, too much has been changed since it was built, etc.
When built in 1969, there were no specific accommodations for persons with disabilities. In every renovation since then, the Center has added accommodations and the new plan addresses accessibility both inside and outside to better serve our patrons with disabilities.*

Anything that stops or limits Marcus Center's ability to deliver on its mission and make needed changes is unacceptable

Additional financial burdens could harm the Marcus Center as a 501c3 nonprofit

Building and grounds need to change as the community changes

As it celebrates its 50th Anniversary, the Center needs to be a more welcoming, inviting, open and accessible facility to truly serve Milwaukee's diverse community for the next 50 years

Thank you

Jim Padovano
Theatre Patron

Elmer, Linda

From: Laura Laberge <lauralabergec@gmail.com>
Sent: Wednesday, February 27, 2019 5:58 PM
To: Historic Preservation Commission; Elmer, Linda
Subject: Historic Designation for the Marcus Center

I oppose Permanent Historic Designation for the Marcus Center.

Elmer, Linda

From: Stacy Kolafa <stacykolafa@gmail.com>
Sent: Wednesday, February 27, 2019 6:34 PM
To: Historic Preservation Commission; Elmer, Linda
Subject: Marcus Center

I do not support the Permanent Historic Designation for the Marcus Center. A theater needs to be able to upgrade and change, and we already have many historic theatrical landmarks downtown. The Marcus should be allowed to morph and change with the times to keep Milwaukee theater relevant and thriving.

--

Stacy Kolafa

Elmer, Linda

From: william Grey <wgrey@me.com>
Sent: Thursday, February 28, 2019 1:07 PM
To: Historic Preservation Commission; Elmer, Linda
Subject: MARCUS CENTER

Hello

I have been following the terrific master plans for the Marcus Center for the Performing Arts, a much needed and overdue overhaul. I was dismayed to hear that the city is wanting to get the building designated as a Historic Designation. I am not sure what the city is seeing as historic. The building is 50 years old and is not in the same class as the Pabst, City Hall and other building of that time. My vote is to leave it as is, get rid of those god-awful trees, so that space can be used for other purposes. The trees were nice when they were small but have totally outgrown the space. Updating the interior to 2019, with a much needed sound system, staging and center aisle is of utmost importance if you want to compete with Chicago.

We really need a usable show case in this city for the performing arts, and the only way to do that is to move ahead with the master plans, without restrictions from a Historical Designation Commission. Concentrate your efforts on buildings over 100 years old and worthy of the title historic.

William Grey

1718 East Menlo Blvd.
Milwaukee, WI 53211
414.961.0100
414.379.9959 c

Elmer, Linda

From: Johnston, Michael <michael.johnston@aurora.org>
Sent: Thursday, February 28, 2019 1:12 PM
To: Elmer, Linda; Historic Preservation Commission
Subject: Oppose Historic Designation for The Marcus Center for the Performing Arts

Importance: High

I strongly oppose Permanent Historic Designation for the Marcus Center.

AdvocateAuroraHealth™



Michael Johnston

Campaign Coordinator Sr, Foundation

945 N 12th Street, A 526

Milwaukee, WI 53233

O: 414.219.4769

 Advocate Health Care  Aurora Health Care*



Elmer, Linda

From: Michael Johnston <mjohn68376@att.net>
Sent: Thursday, February 28, 2019 1:50 PM
To: Elmer, Linda
Subject: Oppose Historic Designation for The Marcus Center for the Performing Arts

I strongly oppose Permanent Historic Designation for the Marcus Center.

Michael Johnston
2024 North Booth Street - Lower
Milwaukee 53212

Elmer, Linda

From: Schwarz, Jeannette L. (STL) <Jeannette_Schwarz@express-scripts.com>
Sent: Thursday, February 28, 2019 2:12 PM
To: Historic Preservation Commission; Elmer, Linda
Cc: Schwarz, Jeannette L. (STL)
Subject: Oppose Historic Designation for Marcus Center

I oppose Permanent Historic Designation for the Marcus Center

Jeannette Schwarz
Client Benefit Manager
Benefit Operations/PBM Services
https://esrx.webex.com/meet/jeannette_schwarz
Express Scripts | N19 W24130 N Riverwood Drive | Waukesha, WI 53188
t 262.644.6126 | email Jeannette_schwarz@express-scripts.com

Elmer, Linda

From: Rose Spano Iannelli <rspano@spanopratt.com>
Sent: Friday, March 01, 2019 6:15 AM
To: Historic Preservation Commission; Elmer, Linda
Subject: Permanent Historic Designation for the Marcus Center." Opposed

Good Morning,

I'm writing to better understand the benefit to the community of placing historic designation to the MC building and to voice opposition to obstructing it's progress. It is badly in need of renovation and updates in order to move forward, revitalize and compete in the sector.

Unlike the money behind the sports (Bucks) resulting in ultimate removal of Bradley Center and building of Fiserv Forum, this organization won't have that kind of money however, equally important also needs to continue to be relevant and offer a high level of entertainment and cultural experiences necessary to compete for entertainment dollars and position itself as inclusive and accessible.

Let's find a way to work together to get this done in the best interests of the community.

Rose Spano Iannelli
Spano Pratt Executive Search
414.839.5083 mobile
414.283.9533 office
www.spanopratt.com

Don't get a job; get a passion

Elmer, Linda

From: Mark Hanson <mhan929@gmail.com>
Sent: Friday, March 01, 2019 8:38 AM
To: Elmer, Linda
Subject: Marcus Center historic preservation

To Whom it May Concern:

I wanted to lend my support to the Marcus Center and their plans to update and upgrade their campus without the constraints of historic preservation.

While I can appreciate the need to do this for buildings of a certain age and stature, the Marcus Center has already updated the building and grounds on many occasions with great respect to the original design.

The eleventh-hour attempt to stall the removal of the chestnut grove on the grounds I understand was an attempt by design purists to save the work of a known landscape architect. As with the past changes in the building design, the new grounds plan I have seen allows for better access for the disabled and for the public in general, and it pays homage to the original design with its rows of stately trees which are more suitably spaced for their long-term survival. I would think that unless either the building or grounds designer had a clause in their original design to require permission for any changes, the Center should be able to update their campus to fit the physical needs of their patrons and the fiscal needs of the organization.

Although I can appreciate how it is sad to lose a green space like the existing grove in such an urban setting, I for one think the new design would be much more user-friendly and will grow to be just as lush and inviting as the very serene but rather unutilized space that is there now. After all, isn't good design supposed to be functional as well as beautiful?

Mark Hanson

Milwaukee, WI

Elmer, Linda

From: Cindy Moran <cindy@bluehills.net>
Sent: Friday, March 01, 2019 10:32 AM
To: Historic Preservation Commission
Cc: Elmer, Linda
Subject: I oppose Permanent Historic Designation for the Marcus Center

Hi, there!

I would like to say that I am opposed to the Permanent Historic Designation proposed for the Marcus Center. I have worked downtown for many years across the street in a historic building — so I know the value of preserving historic buildings when it makes sense. I don't think that applies in the case of the Marcus Center. With their past renovations to the building as far as I know this was never an issue. Their new Campus Master Plan has many exciting elements to it; I hope they are able to move forward with it. The Marcus Center is a key part of Milwaukee's cultural landscape so it's important they can continue to grow and evolve to meet the needs of the diverse Milwaukee community.

Sincerely,

Cindy Moran
cindy@bluehills.net

Elmer, Linda

From: Sherry Payne <siampayne@hotmail.com>
Sent: Sunday, March 03, 2019 9:04 PM
To: Elmer, Linda
Subject: Marcus historic designation

First off, let me tell you that I LOVE trees. My only hope is that the remodeled Marcus Performing Arts center will re-landscape so that, in time, a serene environment will be recreated.

But, I'm not that old and I remember very well when the Performing Arts Center opened.....it's not worthy of historic site designation. What Milwaukee does need is a vibrant, state of the art, multi-use performing arts center. I love to go to plays there. I am taking my oldest grandgirl to Phantom of the Opera very soon. I also love to see another grandgirl perform her pre-Irish fest performance in the outdoor area. Outdoor Shakespeare there was terrific last summer.

So, please, let the center change and if that involves the loss of trees, I, too, am sorry, but I have no reason to believe that the re-design will be anything but tasteful. Please don't limit the designs ability to provide important space.

No historic designation, please.

Sherry Payne

Elmer, Linda

From: mike@seaquistbayshore.com
Sent: Friday, March 01, 2019 3:08 PM
To: Historic Preservation Commission; Elmer, Linda
Subject: I oppose the Historic Designation of the Marcus Center

I am writing in opposition to the Historic Designation of the Marcus Center, as a person who walked past the front of The Marcus Center daily for at least 20 years, possibly more. Similarly, I have spent many hours inside the facility, in the Chestnut grove, and on the Milwaukee River side of the building. Both the building and I have been around for quite a while, but neither of us is "Historic" in our appearance. Neither one of us looks at like we looked "back in the day". Both have changed over time. adapting to conditions, economics, society, and friends and supporters.

Sometimes we need to change things to preserve them. As people and structures age they need maintenance, and yes investment. They need new technology to keep going. They need to adapt to the realities of now, or away they go. Then what do you have? I often reflect on my Great Grandfather's axe which I carefully keep in my woodshed. It has had three new heads and two new handles in its lifetime. but it is still my Great Grandfathers Axe. It would not exist today, the stories associated with its exploits would be long forgotten if those continuous and carefully thought out and implemented modifications had not been made. They are part of its history. They add to its story, They don't detract from it.

Aside from those considerations I also worry that blocking investment in the Marcus Center could lead to its decline and eventual failure as an institution of the performing arts in Milwaukee. The history of those performances, and other community events that have taken place there go way deeper than the outward appearance of the building and grounds. Change is part of history which is alive on a daily basis.

The occasion of the 50th Anniversary of the Marcus Center should be a time of looking forward into the next 50 years of performances and events inside and on the grounds of the facility as well as recognizing the historical context of the structure itself.

Please do not block the much need new investment in Milwaukee's Marcus Center. By so doing you will end the historical line of contributions to the city, and its people that this facility has made. I believe that blocking the needed improvements to the Marcus Center at this time, because of some arbitrary alligence to some aspect of its history, is the same as stating that it has no long term future in Milwaukee. That would be a mistake of Historical proportions.

Mike Brodd
2182 Seaquist Rd
Sister Bay, WI 54234

Elmer, Linda

From: Jerome M. Becker <makblv@charter.net>
Sent: Friday, March 01, 2019 12:51 PM
To: Historic Preservation Commission; Elmer, Linda
Subject: Oppose Historic Designation for Marcus Center.

Greetings:

I oppose Permanent Historic Designation for the Marcus Center.

There is simply nothing “historic” about this building in the sense intended by the relevant laws, and it is concerning when the important purpose of historic preservation is coopted for other ends.

This kind of arts center is intended to embrace the changes, growth and future of both the community it serves and the artistic creativity that it nurtures. Certainly, some theatres preserve the graceful dignity of the theatrical past – and the preservation of those structures serves to connect us to our cultural heritage – but this is not, nor has it ever been, that kind of theatre. It’s very design spoke to the future from the moment the first drawing hit the page, as an architectural testament to what is to come, not a monument to what had already passed. The City already had those cultural monuments, and the City continues to preserve and support those monuments with pride. The lines and colors of this building evoke and inspire a sense of building something new. To place these kinds of restrictions on that kind of mission serves only to condemn a valued asset of the artistic community to a state of limbo – unable to serve the future because it has been confined to a past of which it was never a part and which it was never intended to represent.

The work of historic preservation is so important, and it is precisely for that reason that the effort must always be focused carefully on legitimate goals, and never coopted for some other purpose.

Aren’t LED lights great? So many beautiful things are possible now that weren’t possible before. Downtown Milwaukee has become so colorful in the beauty of the night, don’t you think? The Marcus Center looks wonderful with these beautiful lights changing color for the occasion or the season. What an asset to beautiful downtown Milwaukee!

And I don’t remember anybody trying to use “historic preservation” to stop the Marcus from installing those lights on its exterior. Seems a bit inconsistent, at best.

Thank you for considering these thoughts.

Jerry Becker

Jerry Becker
JerryBecker@charter.net
Cell: 414-303-8873

*Please forgive errors occasioned
by the use of dictation software.*

Elmer, Linda

From: Laura Nankin <ljnankin@gmail.com>
Sent: Sunday, March 03, 2019 8:48 PM
To: Elmer, Linda
Subject: Oppose Historic Designation for Marcus Center

I have been following the news and want to state publicly that I oppose Permanent Historic Designation for the Marcus Center. The building is too new, there have been too many changes and renovations over the years already, and a permanent Historic Designation will harm the future of the Marcus Center and the offerings it can present to our wonderful community.

Laura Nankin
414-405-8714 cell
LJNankin@gmail.com

The best way to predict the future is to invent it

Elmer, Linda

From: Carl Brown <carl@mkejazz.com>
Sent: Friday, March 01, 2019 4:21 PM
To: Elmer, Linda
Cc: Carl Brown
Subject: I oppose permanent historical designation for the Marcus Center

It has come to my attention that some have expressed concerns about the Marcus Center's renovations and plans to update the physical and aesthetic quality and appeal of the facility.

As a long-time resident of the city, a business owner, tax payer and overall supporter of all things Milwaukee, I think it would be an absolute travesty to hinder the ability of the Marcus Center to proceed with its proposed renovation and update plans. As such, I vehemently oppose the efforts to label the Marcus Center as a permanent historic designation.

The Marcus Center has long served as a hub for our community. It is one of the few venues that has brought people together from all walks of life on a regular basis to enjoy the arts and the many unique things that make Milwaukee the awesome place that it is. However, times and Milwaukee are changing. It is important that the cultural assets of the city change with the times.

A renovated, more vibrant Marcus Center will serve our city's future far better. It will allow more people from the community to partake in activities because it will be a catalyst for drawing more, new and different programming to the city. As the Marcus Center attracts more, it will have a positive economic impact on the city and subsequently a positive impact on the lives of people in the city.

To be a world class city, we need world class amenities. The Marcus Center's proposed plans will make it a world class amenity and allow the Marcus Center to continue to add to the rich cultural and artistic fabric of this city for decades to come. Please support the efforts of this important institution to continue to be a strong cultural asset for our present and our future.

Sincerely,

Carl A. Brown



Carl Brown
City Executive Officer
414-477-8770 (M)
carl@mkejazz.com

PO Box 540
Sussex, WI 53089-9998
freshcoastjazz.com

A MILWAUKEE JAZZ FESTIVAL, INC. PRODUCTION

Elmer, Linda

From: Carol Dorau <caroldorau@gmail.com>
Sent: Sunday, March 03, 2019 9:54 PM
To: Elmer, Linda
Subject: "I oppose Permanent Historic Designation for the Marcus Center."

"I oppose Permanent Historic Designation for the Marcus Center."

*Carol Dorau
53202*

Elmer, Linda

From: Steven Hunter <bu4u7iam@gmail.com>
Sent: Monday, March 04, 2019 6:42 AM
To: Elmer, Linda
Subject: I oppose historic designation of Marcus Center

How can this be? It's not old enough. It doesn't seem to help anything.

Self Love is an act of Balance and Courage.
Steven F. Hunter, isca, iihh, uftj
7iam4life Founder

Elmer, Linda

From: Historic Preservation Commission
Sent: Monday, March 04, 2019 8:46 AM
To: Elmer, Linda
Subject: FW: I oppose historic designation of Marcus Center

From: Steven Hunter [<mailto:bu4u7iam@gmail.com>]
Sent: Monday, March 04, 2019 6:41 AM
To: Historic Preservation Commission
Subject: I oppose historic designation of Marcus Center

This is odd - it isnt that old. It would be expensive to rehab.

Self Love is an act of Balance and Courage.
Steven F. Hunter, isca, iihh, uftj
7iam4life Founder

Elmer, Linda

From: Martin Graffenius <mgraffen@yahoo.com>
Sent: Monday, March 04, 2019 8:28 AM
To: Elmer, Linda
Subject: Historical Designation

I oppose the Permament Historical Designation of The Marcus Center.

Sent from Yahoo Mail for iPhone

Elmer, Linda

From: Historic Preservation Commission
Sent: Monday, March 04, 2019 9:55 AM
To: Elmer, Linda
Subject: FW: Oppose historic designation for Marcus Center

-----Original Message-----

From: Meredith [<mailto:mertzie1@gmail.com>]
Sent: Monday, March 04, 2019 9:44 AM
To: Historic Preservation Commission
Subject: Oppose historic designation for Marcus Center

It doesn't make sense to designate a building that was built in 1969 as historic. This designation will make it much more difficult to make additional accommodations for the handicapped.

Meredith Welling

Sent from my iPhone

Elmer, Linda

From: Marci Boucher <MBoucher@independencefirst.org>
Sent: Monday, March 04, 2019 10:49 AM
To: Historic Preservation Commission; Elmer, Linda
Subject: I oppose Permanent Historic Designation for the Marcus Center.

Importance: High

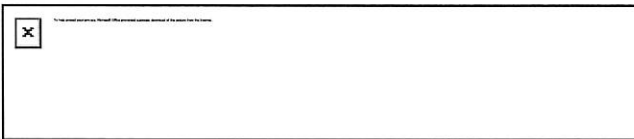
I oppose the Historic Designation for the Marcus Center as it was built in a time that there were no specific accommodations for persons with disabilities. It is imperative that this designation does not happen as the the Center needs to be a more welcoming, inviting, open and an accessible facility to truly serve Milwaukee's diverse community.

Marci Boucher ♦ President / CEO

IndependenceFirst ♦ 540 S 1st Street ♦ Milwaukee, Wisconsin ♦ 53204

Direct (414) 226-8301 ♦ **Office** 414-291-7520 TTY/Relay ♦ **Fax** (414) 291-7525

MBoucher@independencefirst.org ♦ www.independencefirst.org



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Elmer, Linda

From: Marsha Sehler <msehler@wi.rr.com>
Sent: Monday, March 04, 2019 10:50 AM
To: Elmer, Linda
Subject: Fwd: Marcus Center historic designation

Sent from my iPad

Begin forwarded message:

From: Marsha Sehler <msehler@wi.rr.com>
Date: March 4, 2019 at 10:45:46 AM CST

I am opposed to the historic designation of the Marcus Center. This designation curtails planning for upgrades to both the exterior and interior of the Center. The upgrades are vital to this community space.. Plans for replacing the trees makes sense as does the plan for the reconfiguration of seating in Uihlein Hall. Marsha Sehler. 1027 Ogden Ave

Sent from my iPad

Elmer, Linda

From: Mark Wimmer <Mark@wimmercommunities.com>
Sent: Monday, March 04, 2019 3:14 PM
To: Historic Preservation Commission; Elmer, Linda
Subject: Oppose Marcus Center Historic Designation

Dear Historic Preservation Committee and Ms. Linda Elmer,

As a strong supporter of the live performing arts, I oppose permanent Historic Designation for the Marcus Center. This designation is simply not applicable for a structure of this age and will constrict its ability to evolve, adapt and continue to be a relevant venue for live performance that is attractive to the performer and the audience alike.

Providing communal access to the arts of all kinds can only be advanced by an attractive facility exhibiting functional excellence that is supported by a viable, long-term business plan. A historic designation for the Marcus Center will impair its abilities to achieve those goals; therefore, I urge your denial of this request.

Sincerely,

Mark J. Wimmer



Welcoming home 7,000 Residents....nightly

Mark Wimmer

President
Wimmer Communities
5300 S. 108th Street, Ste. 1, Hales Corners, WI 53130
p. (414) 529-3900 x.104 | f. (414) 529-5348
Email: Mark@wimmercommunities.com
www.wimmercommunities.com



Elmer, Linda

From: Kristi Candotti <kristicandotti@gmail.com>
Sent: Wednesday, March 06, 2019 12:51 PM
Subject: Oppose Historic Designation for Marcus Center

To whom it may concern,

I currently serve as a Civil and Construction Engineer for Ardmore Roderick, and was a resident of Milwaukee, WI for six years both as a student at Marquette University and an educator in the City of Milwaukee for the Milwaukee Public School system. I am also a loyal Broadway subscriber along with my family at the Marcus Performing Arts Center, enjoying performances that inspire and demonstrate the true value of the arts and culture to this city.

There are quite a few reasons why I oppose the temporary historical designation that has placed a hold on the progress Milwaukee deserves. I think the renovation would greatly benefit the growth of the city as well as strengthen an outlet such as the Marcus Center for art to be embraced by the city and those who visit it.

After some research, I have found that according to federal and state historical societies, the building must be 50 years old to qualify for this designation, which it will not be until September of this year. Especially considering that there was a renovation of the entrance and lobby, which completely changed the buildings indoor and outdoor structure, in 1997, I am unsure how this is even possible.

In addition to the actual timing, the outdoor space, which seems to be the main concern of those involved in this designation, includes many old trees that are not safe to be under should any of them be rotten. The life of a chestnut tree, assuming they were planted almost 50 years ago, would mean that these trees may only have up to ten years before they would need to be torn down or replaced. They also are trees with very wide root systems, so the actual structures surrounding them, or even the road could eventually be effected as well. There is no ruling in Wisconsin on the removal/replacement of trees when construction takes place, but the trees will be replaced with mature trees that will be more suitable for that area. There will also be a more accessible layout for all to be able to enjoy those new trees and landscape after the renovation can take place. It should also be considered to re-purpose those trees that are in good shape and currently in the lawn into the form of benches and tables for visitors to sit and enjoy the outdoor space at by a local craftsman or company willing to take on that task.

There are also a lot of ADA compliant considerations to take into account to make it more accessible for all to come and enjoy the theater as well as the outdoor space. The renovations proposed are

more inclusive and allow for those who have limited mobility to access more and fully enjoy the theater experience.

Overall, I think the renovation should be able to move forward for the benefit of not only the Marcus Center, but of the city of Milwaukee as a whole to continue to move forward as a growing city.

Thank you,

Kristi Candotti

Elmer, Linda

From: Anthony Smith <smithdanthony@gmail.com>
Sent: Friday, March 08, 2019 11:58 AM
To: Elmer, Linda; Historic Preservation Commission
Subject: "I oppose Permanent Historic Designation for the Marcus Center."

Good afternoon, All.

I trust all is well. This communication is to share my concerns as it relates to the permanent historic designation of the Marcus Center. I'm born and raised in Milwaukee, worked in the hospitality industry including the GMCVB (back in the day). I love this city. I am really disappointed to have read the City's position in wanting to block the efforts of the Marcus Center's growth.

Marcus Center is one of the leading organizations allowing local performers, schools, community organizations and the underserved populations to experience the Arts. By allowing the Marcus Center to move forward with its plans will not only benefit Art lovers, but will have a serious economic impact on the Milwaukee community by offering employment opportunities. There's only a "win-win" in their plans. There aren't any losers, unless you continue your efforts to block.

Please reconsider your designation efforts, and let the City of Milwaukee continue to be a first-class city.

Thank you.

a

--

Anthony D. Smith
smithdanthony@gmail.com

Elmer, Linda

From: Karen <nidou2@yahoo.com>
Sent: Friday, March 08, 2019 2:27 PM
To: Historic Preservation Commission; Elmer, Linda
Subject: Oppose Permanent Historic Designation for the Marcus Center

Dear Sirs / Madam,

I **oppose** Permanent Historic Designation for the Marcus Center.

I am an active patron of the Marcus Center and support fully its mission. I believe the center needs the freedom to continue to evolve to best meet the needs of the community without the restrictions a historic designation would entail.

Please vote against a permanent historic designation for the Marcus Center.

Kind regards,

Karen Bergmann
1846 N 4th Street
Milwaukee, WI 53212

Elmer, Linda

From: Michael Krueger <mkrueger@moogmke.com>
Sent: Monday, March 11, 2019 12:43 PM
To: Historic Preservation Commission; Elmer, Linda
Subject: Historic Designation for Marcus Center

Hello,

Having been a regular user of the Marcus Center over the past 10+ years, I am opposed to designating it as a historic landmark. Honestly, I can see no reason for this to even be considered. It is certainly not architecturally unique and, while being a decent facility is in desperate need of many, many updates in order for it to be a viable artistic resource in the future. Consider the departure of the Symphony as a wakeup call, not just for this venue but for the all venues in the immediate area. Applying a Permanent Historic Designation to the Marcus Center will consign it to being a second class and increasingly difficult to use/attend venue.

Best Regards,

Michael Krueger
Operations Manager
Moog Inc. – Aircraft Group
Military Global Sustainment
(Main) +1.262.289.9900
(Direct) +1.262.289.9908
(Fax) +1.262.289.9935
(Mobile) +1.414.364.0831
(Email) mkrueger@moogmke.com
(Web) www.moog.com

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Elmer, Linda

From: Historic Preservation Commission
Sent: Monday, March 11, 2019 12:24 PM
To: Elmer, Linda
Subject: FW: Oppose Historic Designation for Marcus Center

-----Original Message-----

From: Richard Weiss [<mailto:dickweiss@me.com>]
Sent: Monday, March 11, 2019 11:34 AM
To: Historic Preservation Commission
Subject: Oppose Historic Designation for Marcus Center

I oppose historic designation for the Marcus Center.

It is important that the Marcus Center be free to control its planning to to be successful in the coming years.

Richard L Weiss

Elmer, Linda

From: Hollis Patzer <bootsonthegroundleadership@gmail.com>
Sent: Wednesday, March 13, 2019 3:55 PM
To: Historic Preservation Commission; Elmer, Linda
Subject: Oppose Historic Designation for Marcus Center

Last year, I had the honor of working with the Marcus Center on leadership facilitation as they move into the future to provide the most visionary value to the Milwaukee performing arts community. I have also been a patron for decades, including several years ago when I would walk from my downtown workplace to attend the weekday outdoor concerts. I whole heartedly oppose historic designation for the following reasons:

- It's not an old enough building and has had numerous changes over the years including the very obvious colored lighting on the outside of the building (which I enjoy!)
- As the Symphony moves to its own location, it is imperative that the Marcus Center be allowed to look to a new vision and maximization of its facility in an unfettered manner. As a critical nonprofit in our community, it should not bear extraordinary costs to achieve that
- We have other historic performance venues (Riverside, Pabst and Turner) that are wonderful historic treasures but also charge an additional percent of every ticket price designated as "historic preservation fee". This increases the cost of tickets. The Marcus Center should NOT be put in a similar position
- As a patron (and not an "expert") I do not see the grove of trees as historic, or irreplaceable. While green space is wonderful, this grove is not essential to creating such space since the proposed upgrades and revamp of the Marcus Center DOES include greenery. The natural landscape of being on the River is far more special than a grove of trees.
- We NEED a state-of-the-art performance center, particularly one that could provide exciting outdoor performance opportunities, something the "historic" performance spaces do not offer.

Thank you for considering this opinion.

--

Holly Patzer
Boots on the Ground Leadership LLC
262-993-2571
bootsonthegroundleadership@gmail.com

Elmer, Linda

From: Paul Lurenz, Jr. <plurenzjr@att.net>
Sent: Wednesday, March 13, 2019 10:51 PM
To: Elmer, Linda
Subject: I oppose Permanent Historic Designation for the Marcus Center

Placing a Historic Designation on the Marcus Performing Arts Center is not preserving the Center's history but hindering its future.

The Marcus Performing Arts Center has historical significant to the city, but the historic designation will not be protecting it's architectural integrity of architect Harry Weese's designed and constructed Performing Arts Center 50 years ago. In the past 50 years, the building and grounds have undergone 11 different renovations. With the designation and all the different renovations, what significant is being preserved, when the grounds need significant changes, in today's standards the technology in the center is obsolete and need important upgrades to its ADA compliance.

The Marcus Performing Arts Center is in need of some very overdue and important renovations and upgrades. These will not happen if the City of Milwaukee Historic Preservation Commission applies a Permanent Historic Designation to the Marcus Center.

Elmer, Linda

From: Michelle Herrmann <herr0185@umn.edu>
Sent: Monday, March 18, 2019 9:43 AM
To: Elmer, Linda
Subject: Oppose Historic Designation for the Marcus Center

I oppose Permanent Historic Designation for the Marcus Center.

Elmer, Linda

From: bill zaferos <billzaferos@hotmail.com>
Sent: Tuesday, March 19, 2019 5:16 PM
To: Historic Preservation Commission; lelmer@milwaukee.gov.
Subject: The Marcus Center Does Not Deserve Historic Status

I am writing with deep concern over the idea of giving the Marcus Center for the Performing Arts a historic designation. I am opposed to the idea of giving a 50-year-old building of questionable historic significance the historic designation. There are far more buildings with real historic significance that should be protected from development in the name of "progress."

The building is only 50 years old and there have been some drastic changes to it over those five decades. The exterior was completely replaced years ago, for example.

Meanwhile, the new plan for improvements at the Marcus Center is spectacular and will open the center to a wider audience. Anything that threatens this new plan is wrong-headed and will cause damage to the Marcus Center's ability to serve *everyone* in Milwaukee. Simply put, the new plans would be a fantastic addition not only to the performing arts, but to wider culture in general.

As the community's needs change, so too must the Marcus Center. The plans, which include the elimination of the dead trees on the south end of the building, are entirely appropriate to the changing needs of Milwaukee. It will make the Marcus Center a gathering place, which will be especially significant as the Democratic National Convention comes to Milwaukee in 2020.

Please place me in the "opposed" column for historic designation for the Marcus Center.

Sincerely, Bill Zaferos
145 N Jackson St.
Unit 611
Milwaukee, 53202

Elmer, Linda

From: Lynn Molitor <lynnmolitor14@gmail.com>
Sent: Tuesday, March 19, 2019 6:19 PM
To: Historic Preservation Commission; Elmer, Linda
Cc: Witkowski, Terry; 'Scott Molitor'
Subject: Oppose Historic Designation for Marcus Center

Dear City of Milwaukee Historic Preservation Commission –

As a lifelong resident of the City of Milwaukee, I am asking that you do not give the Marcus Center for the Performing Arts a historic designation.

Such a designation seems inappropriate as the building and grounds are just 50 years old and numerous changes have already occurred that seem in conflict to such a designation.

Live visual arts are blossoming in Milwaukee – but we have also learned over the last 50 years the importance of accessibility. The Campus Master Plan for the Marcus Center is exciting. In today's environment, we constantly need to keep things fresh and progressive. Technology is an expectation of audiences and is constantly improving. The Marcus Center needs to stay current with expectations so it can continue to be a destination of choice for both residents and visitors alike. A historic designation could jeopardize these plans and slow momentum needlessly and unnecessarily.

My husband and I are committed to the City of Milwaukee. We worked our entire professional careers in downtown Milwaukee; as entrepreneurs and business owners, our business was headquartered in Milwaukee. Now retired, we sponsor free summer entertainment, Live at Peck, at the Marcus Center as the Molitor Foundation. This outdoor series offers a variety of exciting shows and events at the Peck Pavilion, but this gem is hidden behind a forest of trees. Why are we hiding one of the best of what Milwaukee has to offer in the summer? The Campus Plans in regards to the outdoor theater and accompanying green space are visually appealing and invigorating. We need to improve accessibility for both persons with disabilities and persons with mobility constraints as they age. Safety is a concern too. A well-lit, open outdoor space in the heart of downtown with a variety of free entertainment will surely be well-received by residents and visitors. The possibilities are quite exhilarating!

We are also active supporters of George Washington's Mount Vernon in Virginia and are members of the National Trust for Historic Preservation. So we are passionate about historic preservation, but are also realistic that preservation cannot thwart progress and innovation.

Thank you for your consideration in opposing a historic designation for the Marcus Center.

Sincerely,
Lynn and Scott Molitor
5225 S 24th Street
Milwaukee, WI 53221

PS – We hope to see you this summer at Live at Peck!!

Elmer, Linda

From: william Grey <wgrey@me.com>
Sent: Wednesday, March 20, 2019 6:14 PM
To: Elmer, Linda
Subject: MARCUS CENTER

I oppose permanent historic Designation for the marcus center. Get rid of those disease ridden trees to make room for more usable space for art shows and other activities. Trees belong in a park, plus the building needs a ton of work and is NOT historic by any means.

William Grey

1718 East Menlo Blvd.
Milwaukee, WI 53211
414.961.0100
414.379.9959 c

ENCORE
P L A Y B I L L S

Elmer, Linda

From: Janan Najeeb <jnajeeb@mmwconline.org>
Sent: Friday, March 29, 2019 1:21 AM
To: Elmer, Linda; Historic Preservation Commission
Subject: Opposition to Permanent Historic Designation for the Marcus Center

March 29, 2019

Re: Opposition to the Permanent Historic Designation for the Marcus Center

To Whom It May Concern:

When I first heard that for “nostalgic” reasons a few folks came up with the idea of designating the Marcus Center for the Performing Arts as a historic site, I had a good laugh. Really? A 50 year old building with no unique architectural qualities, in dire need of renovation, a historic site? The vast majority of Milwaukee’s houses and buildings would then fit that criteria. This really cheapens the historic designation label!

However, after laughing, I then became really upset. Individuals that want to prevent a facility that was built in 1969 from updating and trying to accommodate all of the citizens that live here can only be considered as being entitled. In 1990, my son was born with spina bifida, a congenital birth defect that means he will always use a wheelchair. 1990 was also the same year the Americans with Disabilities Act was made into law. The Marcus Center was built in 1969, before people recognized that Americans with disabilities are equal members of society and deserve to enjoy what everyone else can enjoy.

Not only is the current building structure in need of change, but the grounds outside are not just difficult for people with disabilities to navigate on their own, the area is downright dangerous. The uneven walkways and areas of varying heights that are meant for people that can walk up and down have prevented not only my son but thousands of others from enjoying the Marcus Center grounds, wheelchairs can tip very easily with the current situation. The trees in the grove that have reached the end of their life span represent a barrier for my son, it is just not an area that is accessible to those in wheelchairs.

On behalf of my son and all of those individuals that have enough barriers in their life, I urge you to not designate the Marcus Center as a Permanent Historic site. A Performing Arts Center should be accessible to everyone, many performing arts centers around the country have made major renovations to accommodate all patrons. We in Milwaukee are already known as the most segregated city in America based on race, let us not segregate and limit our citizens based on ability as well, simply because a few people feel entitled to their nostalgia.

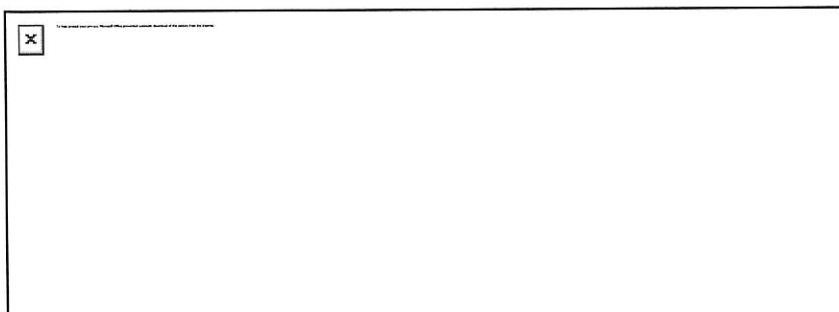
Thank you for your time and your consideration.

Sincerely,

--

Janan Najeeb

President
Milwaukee Muslim Women's Coalition
Director
Islamic Resource Center
Publisher
Wisconsin Muslim Journal
5235 S.27th Street
Greenfield, WI 53221
P. 414.727.4900
C. 414.759.7761
www.mmwconline.org
www.wisconsinmuslimjournal.org



Elmer, Linda

From: Jacobo Lovo <jlovo@unitedcc.org>
Sent: Thursday, March 28, 2019 4:58 PM
To: Historic Preservation Commission; Elmer, Linda
Cc: Paul Mathews
Subject: Oppose Historic Designation for Marcus Center.

I am writing to oppose Permanent Historic Designation for the Marcus Center. As the Marcus Centers relationship with Latino Arts continues to grow I am convince that the center's planed improvements to their facilities both internal and external, are in response to a need for the center to become more welcoming to the city and all its residents. The Marcus Center is planning to create a more welcoming community focused campus, which is reflected in the much need updates and improvements to the grounds. Their attempts and plans to make all the grounds at the Marcus Center become handicap accessible would be unnecessarily hindered by a Permanent Historic Designation.

Thank you for your time and consideration to my opposition to the Permanent Historic Designation.

Jacobo Lovo
Managing Artistic Director
Latino Arts, Inc.
414-384-3100, ext. 4731
jlovo@unitedcc.org
www.latinoartsinc.org

“Sí, el arte es el azul, pero aquel azul de arriba que desprende un rayo de amor para encender los corazones y ennoblecer el pensamiento y engendrar las acciones grandes y generosas.” **Ruben Dario, Azul...**



March 28, 2019

The City of Milwaukee Historic Preservation Commission
Zeidler Municipal Building
841 N Broadway, Room B-1
Milwaukee WI 53202

RE: The Marcus Center

Dear Ladies and Gentlemen of the Historic Preservation Commission,

I'd like to share w you my thoughts on your upcoming deliberations regarding the possible Permanent Historic Designation to The Marcus Center.

First off, there would appear to be a few points to be made that seem to be disqualifying on their face:

- The building does not deserve designation based simply upon its age. Its only 50 years old. It's too young. Nor does it seem to meet the criteria (A-F) laid out on your web site materials.
- The building has already undergone much change since it was built. This is not the same original building you wish to preserve. There has been extensive façade work, amenities added, disability access, etc. When the Performing Arts Center was built in 1969, there were no specific accommodations for persons with disabilities. In each renovation since then, the Center has added some form of accommodation.
- The landscape (which is at the center of this question) is just that...the landscape. It is not the building, inclusive of its architecture. Landscapes are growing, evolving elements. They are subject to time and maturity and are to be understood as such, and subject to limited life-cycling. Landscapes are not meant to last forever.
- This particular landscape as it exists is not entirely salvageable. It has predictably matured, declined, been upgraded, etc. over the years and has in many ways outgrown its usefulness.

These are just a few of the more obvious points for reconsidering your willingness to grant permanent status.

Secondly, it seems to me that The Marcus Center and its architects at HGA have developed a fine plan that compliments well the existing building, its strong lines and its heavy presence.

- Trees are wide and airy and form a light perimeter, creating a much more welcoming space within.
- The great lawn is wide and well-proportioned to the building. It can become a prime gathering space.
- The Bio-swales along the outer perimeter with bridge access are not only functional, but creative and environmentally sensitive.

- The new plan addresses accessibility both inside and outside to better serve our patrons with disabilities.
- In the end, there is more and better green-space than the last design by far. More user friendly, more inviting, more in tune with the new vibrancy and inclusiveness that The Marcus Center wishes to offer the community.

As the Marcus Center embarks upon its 50th Anniversary, the Center strives to be a more welcoming, inviting, open and accessible facility designed to better serve Milwaukee's diverse community better than ever before.

Please reconsider your wishes to pursue permanent Historical Designation Status for the Marcus Center.

Sincerely,

A handwritten signature in black ink, appearing to read "Chris Kujawa". The signature is fluid and cursive, with a large initial "C" and a long, sweeping underline.

Chris Kujawa, CCLP, FMP, LEED GA

Elmer, Linda

From: Mark Slesar <mslesar@aol.com>
Sent: Friday, March 29, 2019 10:41 AM
To: Historic Preservation Commission; Elmer, Linda
Subject: Oppose Historic Designation - Marcus Center

For a variety of reasons, I oppose Permanent Historic Designation for the Marcus Center.

Mark Slesar
Pewaukee, WI
(414) 254-1015

Sent from my iPhone

GRUCON Group

101 W. Pleasant St., #204
Milwaukee, WI 53212

TO: hpc@milwaukee.gov and lelmer@milwaukee.com
DATE: March 28, 2019
RE: Oppose Permanent Historic Designation for the Marcus Center

I am submitting this notice in opposition for the Historic Designation for the Marcus Center.

Anything that stops or limits Marcus Center's ability to deliver on its mission and make needed changes is unacceptable. Most importantly, the Center has added accommodations and the new plan addresses both inside and outside to better serve patrons with disabilities. The building and grounds need to change as the community changes.

The Marcus Center needs to be a more welcoming, inviting, open and accessible facility to truly serve Milwaukee's diverse community for many years to come.

I stand in support of the Marcus Center to appose the *Permanent Historic Designation*.

Sincerely,



Gary Grunau
President
Grucongroup
(414) 380-8449

Elmer, Linda

From: phelm@wi.rr.com
Sent: Sunday, March 31, 2019 3:27 PM
To: Historic Preservation Commission; Elmer, Linda
Subject: Opposing "Historic Designation" of the Marcus Center

Dear Sir or Madam:

I was informed recently of an effort to establish "Historic Designation" of the Marcus Center, a facility that I hold very near and dear to my heart. Specifically, from what I understand, this designation pertains to saving the tree grove adjacent to Kilbourn Avenue. While there may be significant reasoning to preserve this area of land, I'm not fully confident that this is the most intelligent or practical move in the long run.

First and foremost, I have been a frequent patron and performer in the Marcus Center for nearly 30 years. As a young kid, I attended my sister's MYSO performances back in the "PAC" days. When I attended college at UW-Milwaukee, I also became a member of the Florentine Opera Chorus and remained on their roster for twelve years. I was Broadway Series subscriber for over ten years, witnessing some of the greatest national tours that the Marcus Center was so determined to bring to our city. And now, I make my living as a full-time Equity actor, music director and pianist, and even though I relocated to New York City in the summer of 2017, I still return to Milwaukee at least once a year to perform with First Stage Children's Theater in the Todd Wehr, or other various Marcus Center projects in Vogel Hall. As you can see, I have quite an extensive history with the Marcus Center, and have a long list of reasons why I so frequently called it "home."

For these reasons, it's imperative that the Marcus Center continues to grow as a facility to accommodate its increasing patronage. The request to establish "Historic Designation" would halt the Marcus Center to continue with their current renovation plans -- plans that would continue to vitalize this wonderful facility and expand its already growing and necessary performing arts programming. And as the community arts center for the next 50 years, it seems almost detrimental to put such a designation on such a Milwaukee institution.

The building itself is much too young and has significant changes since it was first built, and quite frankly, anything that will limit the Marcus Center's ability to alter and further progress its facility and surrounding grounds is unacceptable, especially for the reasons I've noted above. For any business, a building needs to change as the community changes, and should this designation affect its overall patronage, and it will, adding any sort of financial implications will only harm the Marcus Center.

Specifically in regards to the grove itself, I always felt it was a rather uninviting area and needed updating. It doesn't have the welcoming, sophisticated feel that the rest of the surrounding grounds do. The crowded trees only enhance a rather dark, cold, intimidating tone of it, and I truly believe that the removal and replanting of the area would only benefit the Marcus Center as a whole, especially for its fantastic outdoor programming in the summer. Furthermore, it truly is the first area of the Marcus Center that patrons see, driving up Kilbourn Avenue, and its present state is far from appealing. It needs tremendous and immediate attention, along with the fact that its current state is far from accessible to patrons with mobility limitations.

It is with very firm opposition that I strongly advise you NOT to establish the "Historic Designation" to the Marcus Center, as it is absolutely vital and critical that the Marcus Center has the 100% full ability to continue their renovation plans in order to continue to provide Milwaukee with the greatest performing arts facility in the Midwest.

Should you have any questions or concerns, please don't hesitate to contact me at this email address or the phone number below. I thank you for your time and consideration.

Sincerely,
Paul Helm

--
Paul Helm
414.737.3989
www.paulhelm.net

"Nothing is impossible, the word itself says I'm possible." - Audrey Hepburn

Elmer, Linda

From: JOSHUA KANE <joshuakane@me.com>
Sent: Monday, April 01, 2019 9:51 AM
To: Historic Preservation Commission; Elmer, Linda
Subject: Oppose historic designation for Marcus Center

I am writing to object to the push for a historic designation for the Marcus Center. The Marcus Center is a living and breathing entity and preservation is for the dead and dying. To limit the Center's abilities to change and grow with the times and communities needs would effectively hamstring its effectiveness.

As people live longer, mobility issues increase and the Marcus Center will need the freedom to make the changes to keep the center accessible to all. Opening up the space will increase the ways the Marcus Center can benefit larger swaths of the population and will increase its power as a financial engine for the area. The Marcus Center is not a historic structure, It is not even 50 years old and has been constantly evolving as its mission and the community have grown. Please oppose this designation

Thank you,

Joshua Kane

|

Elmer, Linda

From: J Avila <medinajn22@yahoo.com>
Sent: Monday, April 01, 2019 9:35 AM
To: Historic Preservation Commission; Elmer, Linda
Subject: Marcus Center

To Whom It May Concern:

I fee that:

- *Building does not deserve designation – too young, too much changed since it was built, etc.*
- *Anything that stops or limits Marcus Center's ability to make needed changes is unacceptable.*
- *Additional financial burdens could harm the Marcus Center as a 501c3 nonprofit*
- *Building needs to change as the community changes*
- *Anything they want to say about the building or trees that supports removing or changing*
 - *Too dark, not accessible, needs updating, not welcoming, intimidating, cold*

Please let me know if you have any questions.

Jasmine Medina

Sent from my iPhone

From: [FITZGERALD, Katie](#)
Subject: Against the historical designation
Date: Monday, April 22, 2019 10:08:05 AM

Hello, I am writing to you today to express my concern about the Marcus Center.

I believe the Marcus Center should not be deemed "Permanent Historic Status" and here is why;

With a new decade upon us, we face the ever-changing & growing entertainment and live visual arts era.

In order for the Marcus Center to be around and be successful in the years to come, they need to be able to transform and adjust to the needs of the audience it attracts and hosts.

Also, with the number of the events it hosts, there will need to be safety upgrades and accommodations to compete with other venues in the City.

Please take my thoughts and opinions into consideration when making your decision.

thank you,

Katie Fitzgerald-Torres
414-339-1004

From: [Hollis Patzer](#)
To: [Perez, Jose](#); [Rainey, Khalif](#); [Stamper II, Russell](#); [Coggs, Milele](#); [Bauman, Robert](#)
Cc: [Lee, Chris](#)
Subject: Opposition to Historic Designation for Marcus Center
Date: Monday, April 22, 2019 2:38:29 PM

Dear ZND Committee Member: Last year, I had the honor of working with the Marcus Performing Arts Center on leadership facilitation as they move into the future to provide the most visionary value to the Milwaukee performing arts community. I have also been a patron for decades, including several years ago when I would walk from my downtown workplace to attend the weekday outdoor concerts. I whole heartedly oppose historic designation for the following reasons:

1. The Marcus Center is committed to bringing more DIVERSE performances that appeal to the “whole” community, as evidenced by the organization now having a “Director of Community Engagement and Inclusion” in its top leadership. Putting unnecessary demands on this nonprofit will require them to increase ticket prices in order to recoup their costs. Keeping performances as affordable as possible is important to ensuring accessibility of the arts to all people in Milwaukee.
2. It's not an old enough building and has had numerous changes over the years including the very obvious colored lighting on the outside of the building (which I enjoy!)
3. As the Symphony moves to its own location, it is imperative that the Marcus Center be allowed to look to a new vision and maximization of its facility in an unfettered manner. As a critical nonprofit in our community, it should not bear extraordinary costs to achieve that goal.
4. We have other historic performance venues (Riverside, Pabst and Turner) that are wonderful historic treasures but also charge an additional percent of every ticket price designated as "historic preservation fee". This increases the cost of tickets and the Marcus Center should NOT be put in a similar position.
5. As a patron (and not an "expert") I do not see the grove of trees as design that is historic, or irreplaceable. While green space is wonderful, this grove is not essential to creating such space since the proposed upgrades and revamp of the Marcus Center DOES include green space. The natural landscape of being on the River is far more special than a grove of trees, particularly for a venue that could provide exciting outdoor performance opportunities, something the "historic" performance spaces do not offer.
6. We NEED a state-of-the-art performance center. We didn't hesitate to replace the aging Bradley Center with the great Fiserv Forum, which has led us to now host the 2020 DNC, in addition to keeping a top professional

basketball team. As Milwaukee moves toward becoming a first-class city, allowing the Marcus Center to move into the future should be part of the City's vision.

Thank you for considering this opinion.

--

Holly Patzer

Boots on the Ground Leadership LLC

262-993-2571

[*bootsonthegroundleadership@gmail.com*](mailto:bootsonthegroundleadership@gmail.com)

From: [Marsha sehler](#)
To: [Lee, Chris](#)
Subject: PAC
Date: Monday, April 22, 2019 10:28:24 AM

This is the email that I sent to all Alderman on the ZND committee Alderman Perez. I hope you will vote against the Historical Designation for the PAC. It restricts the renovation of the Center for important upgrades to better serve the community. Thank you for this consideration. Marsha Sehler
Sent from my iPad

Sent from my iPad

From: [Lynn Molitor](#)
To: [Perez, Jose](#); [Raine, Khalif](#); [Stamper II, Russell](#); [Coggs, Milele](#); [Bauman, Robert](#)
Cc: [Lee, Chris](#)
Subject: Oppose Historic Designation for Marcus Center
Date: Monday, April 22, 2019 4:31:53 PM

Dear City of Milwaukee Zoning, Neighborhoods and Development Committee –

I respectfully ask that you do not give the Marcus Center for the Performing Arts a historic designation.

I ask this as a lifelong resident of the City of Milwaukee. My husband and I worked our entire professional careers in downtown Milwaukee; as entrepreneurs and business owners, our business was headquartered in Milwaukee.

A historic designation seems inappropriate as the building and grounds are just 50 years old and numerous changes have already occurred that seem in conflict to such a designation. The Marcus Center needs to stay current and relevant. How successful is a performing arts center if it is not meeting – and exceeding – the expectations of its audiences?

The Campus Master Plan for the Marcus Center is exciting. In today's environment, we constantly need to keep things fresh and progressive. Technology is an expectation of audiences and is constantly improving. The Marcus Center needs to stay relevant so it can continue to be a destination of choice for both residents and visitors alike. A historic designation could jeopardize these plans and slow momentum needlessly and unnecessarily.

As the Molitor Foundation, my husband and I sponsor free summer entertainment, Live at Peck, at the Marcus Center. This outdoor series offers a variety of exciting shows and events at the Peck Pavilion, but this gem is hidden behind a forest of trees. Why are we hiding one of the best of what Milwaukee has to offer in the summer? The Campus Plan in regards to the outdoor theater and accompanying green space are visually appealing and invigorating. We need to improve accessibility for both persons with disabilities and persons with mobility constraints as they age. Safety is a concern too. A well-lit, open outdoor space in the heart of downtown with a variety of free entertainment will surely be well-received by residents and visitors. The possibilities are quite exhilarating!

I, like many others, like trees! But when I saw the plans to remove the trees and replace them with an open, green space, I cheered. The vibe today in that area is quite different than the fun I had with co-workers in the late 80's at Rainbow Summer. People today walk around the trees, not through them. Young families congregate on the pavement to dance and enjoy each other's company. I rarely see people venturing into the grove of trees, especially at night when it gets really dark there. I ate lunch with co-workers in the grove a few years back, but it was too dark, too cool, and not comfortable.

My husband and I are active supporters of George Washington's Mount Vernon in Virginia and are members of the National Trust for Historic Preservation. So we are passionate about historic preservation, but are also realistic that preservation cannot thwart progress and innovation.

Arts and entertainment today require different perspectives, fresh ideas, and courage to make big decisions. I miss County Stadium and the Bradley Center, but as a resident, I am proud and appreciative of Miller Park and Fiserv Forum. The Marcus Center Campus Master Plan balances new visions with a respect to the building's strong bones.

Thank you for your consideration in opposing a historic designation for the Marcus Center.

Sincerely,
Lynn Molitor
5225 S 24th Street
Milwaukee, WI 53221

PS – I hope to see you this summer at Live at Peck!!

From: Rick.Schmidt@cgschmidt.com
To: [Rainey, Khalif](#)
Cc: [Lee, Chris](#)
Subject: Oppose Historic Designation for Marcus Center
Date: Friday, April 19, 2019 3:45:19 PM

Dear Alderman Rainey,

I am writing you today to encourage you to ***reject the Historic Preservation Commission (HPC) recommendation imposing Permanent Historic Designation on the Marcus Center***. This designation will potentially do significant harm to the Marcus Center. A permanent designation could prohibit the Center from making much needed improvements in order to be successful in the future.

As a long-standing member of the business community, having worked in Milwaukee for decades, providing thousands of jobs to its residents, I am hopeful you will consider the following points and oppose the Permanent Historic Designation:

- Originally, there were no accommodations for persons with disabilities. In renovations over the years, the Center has added accommodations and a new plan addresses accessibility both inside and outside to better serve patrons with disabilities.
- Marcus Center and its facility are committed to the transformative power of live visual arts. Anything that stops or limits changes that will help them deliver on their mission is unacceptable.
- Additional financial burdens could harm the Marcus Center as a 501(c)(3) nonprofit.
- The Center has evolved in profound ways over the years to reflect the collaboration, innovation and social engagement that are at the core of what they do. The facilities that they use to carry out their mission MUST change as the community changes. The Center needs to be more inviting and accessible to serve Milwaukee's diverse community.
- ***The building is too young and too much has been changed since it was built to be deserving of this designation.***

Once again, I urge you to reject the HPC recommendation. It will be important to allow the Marcus Center to make all the changes it deems necessary to move forward with its plans now and in the future without the restrictions of Historic Designation.

Respectfully,
Rick.

Richard L. Schmidt, Jr.
President and CEO

CG SCHMIDT INC.
11777 West Lake Park Drive
Milwaukee, WI 53224

Direct: (414) 577-1010
Cell: (414) 828-2905

Web: www.cgschmidt.com
Twitter: [@cgschmidtinc](https://twitter.com/cgschmidtinc)

Creating Exceptional Facilities that Improve the Lives of Others

From: [Mallori Taylor](#)
To: [Lee, Chris](#)
Subject: Fwd: Oppose historical designation for the Marcus Center
Date: Tuesday, April 23, 2019 12:49:40 PM

Thank you

----- Forwarded message -----

From: **Mallori Taylor** <malloritaylor93@gmail.com>
Date: Mon, Apr 22, 2019 at 8:41 PM
Subject: Oppose historical designation for the Marcus Center
To: <JoseG.Perez@milwaukee.gov>, <Khalif.Rainey@milwaukee.gov>, <Russell.StamperI@milwaukee.gov>, <mcoggs@milwaukee.gov>, <rjbauma@milwaukee.gov>

Hello,

My name is Mallori and I have concerns about the recent 'ruling' by the historical preservation committee about making the Marcus Center historic.

I believe designating the Marcus Center as a "Historical Site" is a mislabeling of the title and a misuse of what historical designation should be used for.

- The Marcus Center is not historical. It was built in 1969 and has seen many significant renovations since then. (Which for some reason, nobody seemed to have a problem with before this?)
- The Marcus Center is in serious need of an upgrade. Luckily, they are planning lots of improvements to the building inside and out, and trying to make the building a more welcoming place, something it desperately needs. Historical Designation is essentially going to stop all improvements in their tracks, which is frankly unnecessary and unfair. Why are we against improvement?

It's clear that the building has outgrown Harry Weiss and Dan Kiley's original intent. That's not a bad thing, 50 year old spaces have to evolve to fit changing needs in the community surrounding them. When the Marcus Center opened 50 years ago, it was protested because it was thought to be a monument only for the rich white elite. Now, the Marcus Center is working tirelessly to prove

that idea wrong, quite successfully I think. It has been putting inclusivity of all the community as a major priority. That calls for some rethinking of the property. Not to mention the need for accessibility improvements. Why would anybody stand in the way of that type of progress?

- Let's talk about the chestnut grove; that concern should be dismissed. The trees will die. They are not meant to be an urban tree, and the root systems are suffocating each other. It is inevitable that the trees will die or need to be replaced eventually, so prolonging it would simply prolong the problem. Those trees are not indigenous to WI, they look ill, and the renovation plans include planting new native trees. That not only would look more welcoming, but it is also better for our ecosystem.

If we start labeling everything as a historical site, how will our city sustain itself or remain competitive? How could it be innovated? How will it develop and survive if people are unable to adapt and make things better? The Marcus Center isn't a corporation that's trying to tear down a forest to build a skyscraper, it's not poisoning the river, or worse. It is a non-profit center working hard to make the performing arts to be accessible to people. Preventing the Marcus Center from improving their grounds and what they do, feels unacceptable.

Try to see the bigger picture here. Nobody wants to be chained to the past, I think Milwaukee needs to be looking towards the future, especially in terms of inclusivity for all people.

Thank you,

Mallori

photo



Mallori Taylor

Animator & Illustrator

269-370-4035 | malloritaylor93@gmail.com

www.malloritaylor.com



Get your own



email signature

From: [Raymond Wilson](#)
To: [Bauman, Robert](#)
Cc: [Lee, Chris](#)
Subject: Marcus Center
Date: Wednesday, April 24, 2019 10:39:10 AM

Dear ZND Committee Member Bauman,

My name is Ray Wilson. I'm the retired managing partner of PricewaterhouseCoopers LLP in Milwaukee and a Marcus Center board member. My wife Kelly and I are the parents of a 37 year old daughter, Christine, who has cerebral palsy. While mentally sharp, she is non-verbal and confined to a wheelchair. She requires 24/7 care.

My opposition to the recent designation of the Marcus Center as a Permanent Historic Designation is based on several factors, but most importantly the general lack of the accessibility both inside and outside the Marcus Center to those with special needs. In fact, the grove is completely inaccessible to my daughter. Inside, the building is difficult to navigate and accessible seating is very limited. As I mentioned, my daughter is mentally sharp and enjoys shows at the Marcus Center. We would visit the facility more often if it were more accessible.

I feel so strongly about this that my wife and I have pledged \$50,000 to the Marcus Center to help improve the overall accessibility of this facility so my daughter and others with disabilities can enjoy the facility as much as the rest of us do.

In addition, I know first hand that with reduced support from Milwaukee County, we must find ways to earn more revenues from our patrons. The Permanent Historic Designation will prevent us from doing this, and could jeopardize the long-term survival of the Marcus Center. We can't let that happen to a venue whose patrons are among the most diverse patrons of any public gathering place in Milwaukee and the surrounding area.

Lastly, I understand one of my fellow board members, who also has a child with special needs, was accused of "weaponizing" the issue at a recent meeting. I cannot begin to tell you how dismayed and offended I am by this accusation. This is the 21st century. People with special needs have the same Constitutional and God-given rights to enjoy public venues like the Marcus Center as someone without special needs.

I ask you to please reject the designation.

Respectfully submitted,



Raymond Wilson

From: [Diana Sullivan](#)
To: [Perez, Jose](#)
Cc: [Lee, Chris](#)
Subject: Marcus Center historic status
Date: Thursday, April 25, 2019 8:44:14 PM

Dear Alderperson Perez;

I am writing to oppose the historic designation of the Marcus Center for Performing Arts. It is an aging building with many accessibility barriers, and a permanent historic designation will cause the Marcus Center to significantly reduce or even drop their plans for renovating the existing building and grounds areas. According to the Marcus Center, the Historic Preservation Commission staff have already stated that they would oppose many of the planned renovations. The facts are quite simple – without any renovations, the Marcus Center will continue to have to deal with significant accessibility barriers for their patrons that they cannot resolve. With renovations, they are legally obligated to use up to 20% of the project funding toward accessibility improvements. Over the past several years, the Marcus Center has made incremental accessibility improvements with every renovation that they have undertaken, but more work remains to be done before the building can truly be considered inclusive and accessible for people with disabilities and older adults within our community, and visitors from all over.

The Marcus Center has undergone many changes over the years; and it cannot be considered “historic”. Formalizing the historic designation could make create permanent barriers to accessibility.

Please oppose the historic designation for the Marcus Center.

Sincerely,

Diana Sullivan - Milwaukee

Diana Sullivan

We are the sky - the rest is just weather.....Pema Chodron

From: [Calie Joy Herbst](#)
Subject: Marcus Center designation
Date: Thursday, April 25, 2019 9:11:00 PM

Good evening,

I'm writing to ask you to reject the historic designation for the Marcus Center for the Performing Arts.

I am a mother of three young children in Milwaukee and my hope is that Milwaukee's performing arts community can continue to grow and thrive in the modern world and in the future.

The facility **must** change to respond to the changing community and the world we live in. Putting additional financial burdens on a 501(c)(3) like the MCPA will hinder this bright future for all Milwaukeeans.

This is such an exciting time to be in Milwaukee. Let's help the Marcus Center be a part of the positive, forward-thinking growth for our city in it's 50th year, so that it can serve our diverse community for the next 50.

I am so glad that the Center has added accommodations for people with disabilities and that the new plan addresses accessibility, as this is very important to me.

Thank you for your time.

-Calie Herbst

From: [Joe Brueggemann](#)
To: [Perez, Jose](#); [Rainey, Khalif](#); [Stamper II, Russell](#); [Coggs, Milele](#); [Bauman, Robert](#)
Cc: [Lee, Chris](#)
Subject: Marcus Performing Arts Center
Date: Friday, April 26, 2019 11:06:24 AM

Dear Honorable Alderwoman Coggs and Honorable Aldermen Perez, Rainey, Stamper and Bauman:

I understand that there will be a ZND committee meeting (Zoning, Neighborhoods and Development) on April 30th and that you'll be hearing an appeal to the Common Council from the Marcus Performing Arts Center surrounding the Historic Preservation Commissions imposing of a Permanent Historic Designation on them.

As you may know, we (Saz's Hospitality Group) are the food and beverage provider to the Marcus Center and have been since 2010. This issue is very important to us and vital to our business as well. It is important that Marcus Center be allowed to make all the changes it deems necessary to move forward with its plans now and in the future, without the restrictions that will come from the Historic Designation. Allowing the grounds & building to evolve is important to the success of Arts in Milwaukee. As a 501 (c) (3) nonprofit, the Marcus Center struggles to find the funds to continue providing live visual arts and by allowing them to move forward with these plans, they will become more self-sufficient and sustainable. This will allow them to continue to innovate and generate income, both indoors and out, with things like programming, food & beverage, events and more. Likewise, it is equally important to ensure that the MPAC is a welcoming, inviting, open and accessible facility able to serve Milwaukee's diverse community now and for years to come. In short, while maintaining historical integrity is important in Milwaukee, placing this designation on the Marcus Center may unnecessarily limit possibilities and stifle future growth, so desperately needed for their success. The facilities need change, they need to be updated & refreshed and anything that limits changes or stops that process would be unfortunate.

I'm hoping that you would consider rejecting the HPC recommendation and allowing Marcus Center to continue forward with their plans for renovation to bring this once beautiful property forward and to allow them to continue to serve Milwaukee with all that they do.

Thank you in advance for your consideration.

Very Best Regards,

Joe

Joe Brueggemann
Saz's Hospitality Group
201 W. Walker Street
Milwaukee, WI 53204
414-256-8765 (P)
414-256-8770 (F)
joeb@sazs.com

www.sazs.com

From: [Erika Broman](#)
To: [Kovac, Nik](#)
Cc: [Lee, Chris](#)
Subject: in regards to Marcus Center for Performing Arts
Date: Friday, April 26, 2019 1:43:49 PM

Dear Alderperson Kovac,

I am writing to oppose the historic designation of the Marcus Center for Performing Arts. It is an aging building with many accessibility barriers, and a permanent historic designation will cause the Marcus Center to significantly reduce or even drop their plans for renovating the existing building and grounds areas. According to the Marcus Center, the Historic Preservation Commission staff have already stated that they would oppose many of the planned renovations. The facts are quite simple – without any renovations, the Marcus Center will continue to have to deal with significant accessibility barriers for their patrons that they cannot resolve. With renovations, they are legally obligated to use up to 20% of the project funding toward accessibility improvements. Over the past several years, the Marcus Center has made incremental accessibility improvements with every renovation that they have undertaken, but more work remains to be done before the building can truly be considered inclusive and accessible for the people with disabilities within our community.

The Marcus Center has seen many changes over the years, and it cannot be considered “historic”. To formalize the historic designation would be to make permanent the barriers to accessibility.

Please oppose the historic designation for the Marcus Center.

Erika Broman ♦ Care Coordinator, RN

IndependenceFirst ♦ 540 S 1st Street ♦ Milwaukee, Wisconsin ♦ 53204

Direct 414-226-8136 ♦ **Office** 414-291-7520 TTY/Relay ♦ **Fax** (414) 283-9642

ebroman@independencefirst.org ♦ www.independencefirst.org



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From: [Victoria Lang](#)
To: [Perez, Jose](#); [Rainey, Khalif](#); [Stamper II, Russell](#); [Coggs, Milele](#); [Bauman, Robert](#)
Cc: [Lee, Chris](#)
Subject: The Marcus Center
Date: Friday, April 26, 2019 10:40:14 PM

Gentle People,

I am writing to you regarding The Marcus Center. The building does not deserve Historic designation. Too much has been changed since it was built. The Marcus Center and its facility are committed to the transformative power of live visual arts. Anything that stops or limits changes that will help them deliver on that mission is unacceptable. Any additional financial burdens you impose upon them could harm the Marcus Center as a 501(c)(3) nonprofit. Over the course of 50 years, the Center has evolved in profound ways to reflect the collaboration, innovation and social engagement that are at the core of what they do. The facilities that they use to carry out their mission have to change as their community changes. As it celebrates its 50th Anniversary, the Center needs to be a more welcoming, inviting, open and accessible facility to truly serve Milwaukee's diverse community for the next 50 years. When built in 1969, there were no specific accommodations for persons with disabilities. In every renovation since then, the Center has added accommodations and the new plan addresses accessibility both inside and outside to better serve our patrons with disabilities.

Please reconsider your Permanent Historic Designation on the Marcus Center.

Thank you.

*Sincerely,
Victoria Lang*



Victoria Lang | FOUNDER & MANAGING PARTNER | Off Broadway Touring | 917-545-4554 |
Victoria@OffBroadwayTouring.com | OffBroadwayTouring.com

From: phelm@wi.rr.com
To: [Perez, Jose](#); [Raineey, Khalif](#); [Stamper II, Russell](#); [Coggs, Milele](#); [Bauman, Robert](#)
Cc: [Lee, Chris](#)
Subject: Reject the HPC decision for Permanent Historic Designation on the Marcus Center
Date: Friday, April 26, 2019 9:52:37 PM
Importance: High

Dear ZND Committee:

I was informed that the Historic Preservation Commission has imposed Permanent Historic Designation on the Marcus Center, a facility that I hold very near and dear to my heart. Specifically, from what I understand, this designation pertains to saving the tree grove adjacent to Kilbourn Avenue. While there may be significant reasoning to preserve this area of land, I'm not fully confident that this is the most intelligent or practical move in the long run. Whichever way you look at it, the imposed designation is absolutely wrong, and I would like to explain in detail why.

First and foremost, I have been a frequent patron and performer in the Marcus Center for nearly 30 years. As a young kid, I attended my sister's MYSO performances back in the "PAC" days. When I attended college at UW-Milwaukee, I also became a member of the Florentine Opera Chorus and remained on their roster for twelve years. I was Broadway Series subscriber for over ten years, witnessing some of the greatest national tours that the Marcus Center was so determined to bring to our city. And now, I make my living as a full-time Equity actor, music director and pianist, and even though I relocated to New York City in the summer of 2017, I still return to Milwaukee at least once a year to perform with First Stage Children's Theater in the Todd Wehr, or other various Marcus Center projects in Vogel Hall. As you can see, I have quite an extensive history with the Marcus Center, and have a long list of reasons why I so frequently called it "home."

For these reasons, it's imperative that the Marcus Center continues to grow as a facility to accommodate its increasing patronage. To impose Permanent Historic Designation would prevent the Marcus Center to continue with their current renovation plans -- plans that would continue to vitalize this wonderful facility and expand its already growing and necessary performing arts programming. And as the community arts center for the next 50 years, it seems almost detrimental to put such a designation on such a Milwaukee institution.

The building itself is much too young and has significant changes since it was first built, and quite frankly, anything that will limit the Marcus Center's ability to alter and further progress its facility and surrounding grounds is unacceptable, especially for the reasons I've noted above. For any business, a building needs to change as the community changes, and should this designation affect its overall patronage, and it will, adding any sort of financial implications will only harm the Marcus Center, especially as a 501(c)(3) nonprofit.

Specifically in regards to the grove itself, I always felt it was a rather uninviting area and needed updating. It doesn't have the welcoming, sophisticated feel that the rest of the surrounding grounds do. The crowded trees only enhance a rather dark, cold, intimidating tone of it, and I truly believe that the removal and replanting of the area would only benefit the Marcus Center as a whole, especially for its fantastic outdoor programming in the summer. Furthermore, it truly is the first area of the Marcus Center that patrons see, driving up Kilbourn Avenue, and its present state is far from appealing. It needs tremendous and immediate attention, along with the fact that its current state is far from accessible to patrons with mobility limitations.

I strongly advise you reject the Permanent Historic Designation on the Marcus Center, as it is absolutely vital and critical that the Marcus Center has the 100% full ability to continue their renovation plans in order to continue to provide Milwaukee with the greatest performing arts facility in the Midwest.

Should you have any questions or concerns, please don't hesitate to contact me at this email address or the phone number below. I thank you for your time and consideration.

Sincerely,

Paul Helm

--

Paul Helm

414.737.3989

www.paulhelm.net

"Nothing is impossible, the word itself says I'm possible." - Audrey Hepburn

From: [Jeannette Gardner](#)
To: [Perez, Jose](#); [Raine, Khalif](#); [Coggs, Milele](#); Russell.StamperII@milwaukee.gov; [Bauman, Robert](#)
Cc: [Lee, Chris](#); ["John Hassig"](#); hlofy@marcuscenter.org
Subject: Please allow the Marcus Center to make changes it deems necessary to move forward with future improvements!
Date: Sunday, April 28, 2019 5:48:12 PM

Dear ZND Committee members,

As a performing arts agent who has worked with the Marcus Center several times over the years and has great respect for its importance to the artistic vitality of Milwaukee, I'm adding my voice to implore you to allow the Marcus Center to go ahead with their proposed renovations and to reject the Historic Preservation Committee's objection.

Important Points:

- *The building does not deserve designation –too much has been changed since it was built.*
- *Marcus Center and its facility are committed to the transformative power of live visual arts. Anything that stops or limits changes that will help us deliver on this mission is unacceptable.*
- *Additional financial burdens could harm the Marcus Center as a 501(c)(3) nonprofit.*
- *Over the course of 50 years, the Center has evolved in profound ways to reflect the collaboration, innovation and social engagement that are at the core of what we do. The facilities that we use to carry out our mission MUST change as our community changes.*
- *As it celebrates its 50th Anniversary, the Center needs to be a more welcoming, inviting, open and accessible facility to truly serve Milwaukee's diverse community for the next 50 years*
- *When built in 1969, there were no specific accommodations for persons with disabilities. In every renovation since then, the Center has added accommodations and the new plan addresses accessibility both inside and outside to better serve our patrons with disabilities.*

Your consideration is greatly appreciated.

Sincerely,

Jeannette Gardner, President

Gardner Arts Network

155 W. 72nd Street, # 604

New York, NY 10023

212 496-9121 www.gardnerartsnetwork.com

From: [Karen Hunt](#)
To: [Bauman, Robert](#)
Cc: khalifRainey@milwaukee.gov; [Courtney Russell](#); Stamper11@milwaukee.gov; [Coggs, Milele](#); [Lee, Chris](#)
Subject: Marcus Performing Arts Renovation
Date: Friday, April 26, 2019 2:58:13 PM

Dear Alderman Bauman,

I am writing to oppose the historic designation of the Marcus Center for Performing Arts. It is an aging building with many accessibility barriers, and a permanent historic designation will cause the Marcus Center to significantly reduce or even drop their plans for renovating the existing building and grounds areas. According to the Marcus Center, the Historic Preservation Commission staff have already stated that they would oppose many of the planned renovations. The facts are quite simple – without any renovations, the Marcus Center will continue to have to deal with significant accessibility barriers for their patrons that they cannot resolve. With renovations, they are legally obligated to use up to 20% of the project funding toward accessibility improvements. Over the past several years, the Marcus Center has made incremental accessibility improvements with every renovation that they have undertaken, but more work remains to be done before the building can truly be considered inclusive and accessible for the people with disabilities within our community.

The Marcus Center has seen many changes over the years, and it cannot be considered “historic”. To formalize the historic designation would be to make permanent the barriers to accessibility.

Please oppose the historic designation for the Marcus Center.

Sincerely,

Karen Hunt

1660 N Prospect Ave., #1705

Milwaukee, WI 53202

From: [Curt Kluth](#)
To: [Perez, Jose](#); [Rainey, Khalif](#); [Stamper II, Russell](#); [Coggs, Milele](#); [Bauman, Robert](#)
Cc: [Lee, Chris](#)
Subject: Marcus Performing Arts Center Historic Designation
Date: Sunday, April 28, 2019 12:11:56 PM
Attachments: [Outlook-1496233002.png](#)
[Outlook-1517855773.png](#)

Dear Committee Members,

It is my understanding your committee will be conducting the hearing on whether or not to reject the Permanent Historic Designation for the Marcus Performing Arts Center in a few short weeks. While tradition and legacy of the building remain important, so are the needs of continuing to culturally enhance our great city with facilities that are able to provide programming such as the Marcus Center. As part of Saz's Hospitality Group, who operates the food and beverage at multiple event spaces throughout the city, including the Marcus Center, we see the continued desire from our guests for increased and updated services & offerings.

For the 501(c)(3) Marcus Center to remain competitive in the marketplace many of the proposed upgrades are necessary. While I understand the designation will not eliminate the opportunities for these upgrades, it has been asserted that many of the key pieces of the reimagined Marcus Center would not be approved under current historic guidelines. I urge you to help the Marcus Center continue to evolve to reflect the collaboration and innovation of so many great cultural groups in Milwaukee while continuing to remain relevant for our residents that have more and more choices for entertainment, knowledge and spending their time each and every day.

Born and raised in Milwaukee, minus my college time at UW-Madison, I hold many memories growing up spending days with my grandparents at Rainbow Summer, or attending a performance in the building. Rejecting this designation will allow the building to continue to innovate and create memories for generations to come.

Thank you for your consideration,

Curt Kluth

Curt Kluth
Partner / Chief Financial Officer
Saz's Hospitality Group

5539 W State Street
Milwaukee, WI 53208
O [414.256.8772](tel:414.256.8772) • C [414-617-1228](tel:414-617-1228) • F [414-875-9769](tel:414-875-9769)
www.sazs.com

 [/SazsStateHouse](#)  [@SazsStateHouse](#)  [/SazsHospitalityGroup](#)



Love brunch? We've got a brand new one! Saturdays and Sundays, 10am-2pm, Saz's State House will be making brunch lovers smile with classics like Eggs Benedict along with unique dishes like a Barbacoa Skillet and Hot Honey Chicken + Waffles! [See the whole menu here.](#)

From: [John Lauber](#)
To: [Bauman, Robert](#)
Cc: [Lee, Chris](#)
Subject: Marcus Center Renovation
Date: Saturday, April 27, 2019 11:47:39 AM

Dear Alderman Bauman;

For 20 years my business was located in your district in the 3rd ward. While I sold the business 2 years ago, I am still very active and the business is still located in your district on East Wells St. 15 years ago I was diagnosed with a degenerative muscle condition known as Kennedy's Disease. I am very fortunate as this condition progresses very slowly. As the condition began to limit my mobility, I decided to use my talents in support of others with disabilities. For the past 5 years I have served as a Board Member and volunteer Treasurer of IndependenceFirst. It is in that regard that I am contacting you today.

I am writing to oppose the historic designation of the Marcus Center for Performing Arts. I have enjoyed many performances at the Marcus Center over the years but as my condition progresses I am becoming concerned my options to continue doing so will become limited. It is an aging building with many accessibility barriers, and a permanent historic designation may cause the Marcus Center to significantly reduce or even drop their plans for renovating the existing building and grounds areas. According to the Marcus Center, the Historic Preservation Commission staff have already stated that they would oppose many of the planned renovations. The facts are quite simple – without any renovations, the Marcus Center will continue to have to deal with significant accessibility barriers for their patrons that they cannot resolve. With renovations, they are legally obligated to use up to 20% of the project funding toward accessibility improvements. Over the past several years, the Marcus Center has made incremental accessibility improvements with every renovation that they have undertaken, but more work remains to be done before the building can truly be considered inclusive and accessible for the people with disabilities within our community.

Alderman Bauman, anything you can do support not only keeping The Marcus Center a treasured Milwaukee resource but a venue accessible to all will be greatly appreciated. One thing to keep in mind is we are all living longer. As a result if we are fortunate, with age we will all experience mobility issues. People in their 70's, 80's and even 90's deserve to be able to continue enjoying the arts. To do that we need an accessible Marcus Center. If you would like to learn more about this effort or IndependenceFirst, I would be happy to introduce you to Marci Boucher our new CEO. IndependenceFirst located just across the river from your district at 540 S 1st St employees over 1,300 people in its various programs. If you have time to tour their office I am confident you will walk away impressed by this marvelous resource for the people disabilities in our community.

Kind regards,

John Lauber

Founder

Lauber Business Partners

924 East Wells St. Suite 408

Milwaukee, WI 53202

John.Lauber@Lauber-Partners.com

T [\(414\) 273-9980](tel:(414)273-9980)

M [\(414\) 975-4180](tel:(414)975-4180)



From: [John Lauber](#)
To: [Hamilton, Ashanti](#)
Cc: [Lee, Chris](#)
Subject: Marcus Center Renovation
Date: Friday, April 26, 2019 4:09:54 PM

Dear Alderperson Hamilton;

We have met through my role as the Part-time CFO of NWSCDC. Something you may not know is I suffer from a degenerative muscle condition known as Kennedy's Disease. I am very fortunate as this condition progresses very slowly. As the condition began to limit my mobility, I decided to use my talents in support of others with disabilities. For the past 5 years I have served as a Board Member and volunteer Treasurer of IndependenceFirst. It is in that regard that I am contacting you today.

I am writing to oppose the historic designation of the Marcus Center for Performing Arts. It is an aging building with many accessibility barriers, and a permanent historic designation may cause the Marcus Center to significantly reduce or even drop their plans for renovating the existing building and grounds areas. According to the Marcus Center, the Historic Preservation Commission staff have already stated that they would oppose many of the planned renovations. The facts are quite simple – without any renovations, the Marcus Center will continue to have to deal with significant accessibility barriers for their patrons that they cannot resolve. With renovations, they are legally obligated to use up to 20% of the project funding toward accessibility improvements. Over the past several years, the Marcus Center has made incremental accessibility improvements with every renovation that they have undertaken, but more work remains to be done before the building can truly be considered inclusive and accessible for the people with disabilities within our community.

Ashanti, anything you can do support not only keeping The Marcus Center a Milwaukee resource to be treasured but a venue accessible to all will be greatly appreciated.

If you would like to learn more about this effort or IndependenceFirst, I would be happy to introduce you to Marci Boucher our new CEO. IndependenceFirst employees over 1,300 people in its various programs. If you have time to tour their office at 540 S 1st St I am confident you will walk away impressed by this marvelous resource for the people disabilities in our community,

Kind regards,

John Lauber

Founder

Lauber Business Partners

924 East Wells St. Suite 408
Milwaukee, WI 53202

John.Lauber@Lauber-Partners.com

T [\(414\) 273-9980](tel:(414)273-9980)

M [\(414\) 975-4180](tel:(414)975-4180)



From: [Jerry Mc Closkey](#)
To: [Perez, Jose](#)
Cc: [Lee, Chris](#)
Subject: Marcus Center for Performing Arts
Date: Friday, April 26, 2019 3:23:26 PM

Dear Alderperson Perez;

I am writing to oppose the historic designation of the Marcus Center for Performing Arts. It is an aging building with many accessibility barriers and a permanent historic designation will cause the Marcus Center to significantly reduce or even drop their plans for renovating the existing building and grounds areas. According to the Marcus Center, the Historic Preservation Commission staff have already stated that they would oppose many of the planned renovations. The facts are quite simple - without any renovations, the Marcus Center will continue to have to deal with significant accessibility barriers for their patrons that they cannot resolve. With renovations, they are legally obligated to use up to 20% of the project funding toward accessibility improvements. Over the past several years, the Marcus Center has made incremental accessibility improvements with every renovation that they have undertaken, but more work remains to be done before the building can truly be considered inclusive and accessible for the people with disabilities within our community.

The Marcus Center has seen many changes over the years, and it cannot be considered "historic". To formalize the historic designation would be to make permanent the barriers to accessibility.

Please oppose the historic designation for the Marcus Center.

Jerry McCloskey

From: [Tom Rave](#)
To: [Bauman, Robert](#); [Coggs, Milele](#); JoseGPerez@milwaukee.gov; [Rainey, Khalif](#); [Stamper II, Russell](#)
Cc: [Lee, Chris](#); [Marci Boucher](#)
Subject: Marcus Center for Performing Arts Accessibility
Date: Sunday, April 28, 2019 10:03:37 PM

Dear Alderpersons Bauman, Coggs, Perez, Rainey and Stamper,

I am a director plus executive and finance committees member of IndependenceFirst, a 501(c)3 non-profit organization whose vision is full inclusion of people with disabilities in every aspect of our community.

The Marcus Center building has had many changes over the years such that the Center no longer could carry any particular historic or architectural significance. Some of the changes have improved accessibility for people with disabilities that are required by the American with Disabilities Act (ADA). The Dan Kiley-designed sunken garden with gravel, low benches and chestnut trees is the feature that drove the historic designation by the Historic Preservation Committee. As was commented at the HPC meeting by people with disabilities, that garden is not accessible to people with wheel chairs and others who suffer instability when trying to navigate the area.

The proposed building and landscape plans for the redevelopment of the whole Marcus Center facility align with one of Dan Kiley's key principles – "to reconnect human beings with their space on their land". The new design would make the grove and surrounding areas accessible to everyone, including those with disabilities.

I think that accessibility by human beings is a higher priority than preservation of trees in a sunken gravel garden that is inaccessible to people with disabilities - which accessibility is required under the ADA. Further, more accessibility changes at the Center are planned and then having to get the approval of the Commission for all external changes, even though they would not affect the garden, would slow the process and increase administrative expenses.

I oppose the permanent historic designation by the Historic Preservation Committee (HPC) of the Marcus Center for Performing Arts and ask that the Zoning, Neighborhoods and Development Committee not accept or confirm that designation.

Thank you for your consideration.

Sincerely,

Tom Rave
Brookfield, WI

From: [Jerome M. Janzer](#)
To: [Perez, Jose](#); [Raineey, Khalif](#); Russell.StamperII@Milwaukee.gov; [Coggs, Milele](#); [Bauman, Robert](#); [Lee, Chris](#)
Subject: Marcus Center
Date: Monday, April 29, 2019 1:51:37 PM
Attachments: [image001.png](#)

Dear Members of the Zoning, Neighborhoods and Development Committee,

I am Board Chair of the Marcus Performing Arts Center. Thank you for considering the appeal of the Historic Preservation Committee's designation of the Marcus Center as an historic structure. For reasons set forth in the Opinion Editorial linked below, I believe this historic designation is inappropriate and detrimental to the Marcus Center and its future. I respectfully ask that you consider the views set forth in this Opinion Editorial in your consideration of this issue:

<https://onmilwaukee.com/buzz/articles/op-ed-marcus-center-changes.html>

Thank you for your consideration of this very important matter.

Respectfully,
Jerry Janzer

Jerome M. Janzer

Chief Executive Officer

Reinhart Boerner Van Deuren s.c.

1000 North Water Street, Suite 1700 | Milwaukee, WI 53202

Office: 414-298-8180 | Cell: 414-550-2260 | Fax: 414-298-8097

jjanzer@reinhartlaw.com | [bio](#) | [vCard](#) | reinhartlaw.com



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April 29, 2019

Milwaukee ZND Committee Member:

The Marcus Center and its facility are committed to the transformative power of live visual arts; anything that stops or limits changes that will help us deliver on this mission is unacceptable. The building does not deserve Historic designation –too much has been changed since it was built.

Over the course of 50 years, the Center has evolved in profound ways to reflect the collaboration, innovation and social engagement that are at the core of what we do. The facilities that we use to carry out our mission MUST change as our community changes.

As it celebrates its 50th Anniversary, the Center needs to be a more welcoming, inviting, open and accessible facility to truly serve Milwaukee's diverse community for the next 50 years. When built in 1969, there were no specific accommodations for persons with disabilities. In every renovation since then, the Center has added accommodations and the new plan addresses accessibility both inside and outside to better serve our patrons with disabilities.

Preserving the site as called for by the Historic Preservation Committee guidelines would create an enormous burden on the Marcus Center. It would prevent the essential changes needed for the Marcus Center to continue evolving to meet the changing performing arts needs of the community today and in the future. To take just a few examples, the preservation guidelines recommended by the Commission would:

- Eliminate an important programming space on the site by requiring the dying trees in the chestnut grove to remain as-is
- Hinder, and perhaps preclude, creating new lobby space for First Stage as well as the planned revenue generating member lounge
- Prohibit the state-of-the-art technology displays on and around the building

The Marcus Center has been a careful steward of the building for nearly 50 years. It has worked to balance the needs of the community, the needs of the non-profit groups who use the spaces and the financial realities of managing a complex organization while managing to balance its budget every year. The Marcus Center has responded to big and small changes both expected and unexpected over the past five decades. There is no reason to believe that we will not continue to carefully and thoughtfully continue to do so for the next 50.

Sincerely,

Lori A. Craig

3512 N. Maryland Ave. Shorewood WI 53211

TO: City of Milwaukee Zoning, Neighborhoods & Development Committee (ZND)

Alderman Jose G. Perez
Alderman Khalif J. Rainey
Alderman Russell G. Stamper
Alderman Miele A. Coggs
Alderman Robert Baumann

CC: Chris Lee, Staff Assistant

DATE: April 24, 2019

RE: Opposition for Permanent Historic Designation for the Marcus Center

I am submitting this notice in opposition for the Permanent Historic Designation for the Marcus Center. Anything that stops or limits Marcus Center's ability to deliver on its mission and make needed changes is unacceptable. Most importantly, the Center has added accommodations and the new plan addresses both inside and outside to better serve patrons with disabilities. The building and grounds need to change as the community changes.

The Marcus Center needs to be a more welcoming, inviting, open and accessible facility to truly serve Milwaukee's diverse community for many years to come.

I stand in support of the Marcus Center to oppose the Permanent Historic Designation.

Sincerely,



Gary P. Grunau

President

Grucongroup

From: [Jerome M. Becker](#)
To: [Lee, Chris](#)
Subject: The Marcus Center
Date: Tuesday, April 30, 2019 7:52:46 AM

Greetings:

I oppose Permanent Historic Designation for the [Marcus Center](#).

There is simply nothing “historic” about this building in the sense intended by the relevant laws, and it is concerning when the important purpose of historic preservation is coopted for other ends.

This kind of arts center is intended to embrace the changes, growth and future of both the community it serves and the artistic creativity that it nurtures. Certainly, some theatres preserve the graceful dignity of the theatrical past – and the preservation of those structures serves to connect us to our cultural heritage – but this is not, nor has it ever been, that kind of theatre. It's very design spoke to the future from the moment the first drawing hit the page, as an architectural testament to what is to come, not a monument to what had already passed. The City already had those cultural monuments, and the City continues to preserve and support those monuments with pride. The lines and colors of this building evoke and inspire a sense of building something new. To place these kinds of restrictions on that kind of mission serves only to condemn a valued asset of the artistic community to a state of limbo – unable to serve the future because it has been confined to a past of which it was never a part and which it was never intended to represent.

The work of historic preservation is so important, and it is precisely for that reason that the effort must always be focused carefully on legitimate goals, and never coopted for some other purpose.

Aren't LED lights great? So many beautiful things are possible now that weren't possible before. Downtown Milwaukee has become so colorful in the beauty of the night, don't you think? The [Marcus Center](#) looks wonderful with these beautiful lights changing color for the occasion or the season. What an asset to beautiful downtown Milwaukee!

And I don't remember anybody trying to use “historic preservation” to stop the Marcus from installing those lights on its exterior. Seems a bit inconsistent, at best.

Thank you for considering these thoughts.

Jerry Becker

Jerry Becker
Cell: 414-303-8873. JerryBecker@Charter.net
Please forgive errors occasioned by the use of dictation software. Thank you.

From: [Jackie Barber](#)
To: [Coggs, Milele](#); [Perez, Jose](#); [Rainey, Khalif](#); [Stamper II, Russell](#); [Bauman, Robert](#); [Lee, Chris](#)
Subject: Marcus Center
Date: Monday, April 29, 2019 10:54:41 PM

Dear ZND Committee,

I strongly believe that the recommendation of the HPC for historic designation is an over reach. The Marcus Center and site have undergone such extensive changes that virtually nothing about the building or grounds is original. With the exception of the grove of trees, virtually every surface of the building and grounds has been changed, removed or had significant additions made. It has been altered to such an extent that it is no longer a Weese Building or Kiley landscape. I believe that someone correctly referred to it as a Weese/Engberg Anderson/Kahler Slater/La Dahlman building.

This being the case, it seems like the designation is being made based on the desire of people to save 36 trees on the south side of the building, not on the basis of the entirety of the site being truly historic.

While the building is not historic, it is very important to this community. Not because of its architecture but because of what happens inside and outside the building. That is why the Marcus Center should be allowed to continue to evolve the physical spaces to meet these needs without the burden of needing to seek permission for every change, from a committee whose intent is to preserve the past, and will likely be in direct conflict with the Marcus Center's need to move into the future to meet the needs of the community.

I also understand that the Council is permitted to consider not just whether the property is historic but also factors about the interests of the business and organization in making your decision.

As a private non-profit organization, the Marcus Center has a 99-year lease with Milwaukee County and now bears the risk of maintaining and repairing the Marcus Center building and grounds with limited public financial support in the near future and no public financial support after 2026. This financial burden combined with the changing needs of patrons and arts groups makes it imperative that the Marcus Center be allowed to have autonomy to make needed changes to the building and grounds without the restrictions that come with Historic Designation, many of which would prohibit them doing the things they strongly believe are critical to the long-term viability of the organization.

The Marcus Center has worked to do what is right for this institution for the past 50 years and there is no reason to think they would not continue to do so in the future. That is why I am asking that the Council not place the desire of folks to save trees above the real and pressing needs of the Marcus Center. And that they be allowed to continue to run their organization as they have for the past 50 years.

Jacqueline Herd-Barber
Marcus Performing Arts Center
Immediate Past Board Chair

From: [Marc Boucher](#)
To: [Perez, Jose](#)
Cc: [Lee, Chris](#)
Subject: Marcus Center for Performing Arts Accessibility
Date: Monday, April 29, 2019 6:17:05 PM

Alderman Perez,

I am in your district and am very concerned about the Designation of the Marcus Center.

If the designation of the Marcus Center is affirmed the necessary accessibility issues will not be completed.

If the Marcus Center does not have the designation and proceeds with the planned renovations, they will be required by law to make the necessary changes to the facility to make it accessible for all. The standards under the ADA for historic property designations are more flexibility than for new construction projects and non-historic alterations. The ADA has been a law for 29 years yet some are still waiting for their civil rights. How long do we have to wait?

We have worked very closely with the City on the Riverwalk and other projects. We want to be a good community partner to make Milwaukee the greatest city in America for all.

Please vote to oppose the permanent historic designation by the Historic Preservation Committee (HPC) of the Marcus Center for Performing Arts and ask that the Zoning, Neighborhoods and Development Committee not accept or confirm that designation.

Marc Boucher ♦ President / CEO

IndependenceFirst ♦ 540 S 1st Street ♦ Milwaukee, Wisconsin ♦ 53204

Direct (414) 226-8301 ♦ **Office** 414-291-7520 TTY/Relay ♦ **Fax** (414) 291-7525

MBoucher@independencefirst.org ♦ www.independencefirst.org



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From: [Jerome M. Becker](#)
To: [Lee, Chris](#)
Subject: The Marcus Center
Date: Tuesday, April 30, 2019 7:52:46 AM

Greetings:

I oppose Permanent Historic Designation for the [Marcus Center](#).

There is simply nothing “historic” about this building in the sense intended by the relevant laws, and it is concerning when the important purpose of historic preservation is coopted for other ends.

This kind of arts center is intended to embrace the changes, growth and future of both the community it serves and the artistic creativity that it nurtures. Certainly, some theatres preserve the graceful dignity of the theatrical past – and the preservation of those structures serves to connect us to our cultural heritage – but this is not, nor has it ever been, that kind of theatre. It's very design spoke to the future from the moment the first drawing hit the page, as an architectural testament to what is to come, not a monument to what had already passed. The City already had those cultural monuments, and the City continues to preserve and support those monuments with pride. The lines and colors of this building evoke and inspire a sense of building something new. To place these kinds of restrictions on that kind of mission serves only to condemn a valued asset of the artistic community to a state of limbo – unable to serve the future because it has been confined to a past of which it was never a part and which it was never intended to represent.

The work of historic preservation is so important, and it is precisely for that reason that the effort must always be focused carefully on legitimate goals, and never coopted for some other purpose.

Aren't LED lights great? So many beautiful things are possible now that weren't possible before. Downtown Milwaukee has become so colorful in the beauty of the night, don't you think? The [Marcus Center](#) looks wonderful with these beautiful lights changing color for the occasion or the season. What an asset to beautiful downtown Milwaukee!

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Thank you for considering these thoughts.

Jerry Becker

Jerry Becker
Cell: 414-303-8873. JerryBecker@Charter.net
Please forgive errors occasioned by the use of dictation software. Thank you.

From: [Jerome M. Janzer](#)
To: [Perez, Jose](#); [Raine, Khalif](#); Russell.StamperII@Milwaukee.gov; [Coggs, Milele](#); [Bauman, Robert](#); [Lee, Chris](#)
Subject: Marcus Center
Date: Monday, April 29, 2019 1:51:37 PM
Attachments: [image001.png](#)

Dear Members of the Zoning, Neighborhoods and Development Committee,

I am Board Chair of the Marcus Performing Arts Center. Thank you for considering the appeal of the Historic Preservation Committee's designation of the Marcus Center as an historic structure. For reasons set forth in the Opinion Editorial linked below, I believe this historic designation is inappropriate and detrimental to the Marcus Center and its future. I respectfully ask that you consider the views set forth in this Opinion Editorial in your consideration of this issue:

<https://onmilwaukee.com/buzz/articles/op-ed-marcus-center-changes.html>

Thank you for your consideration of this very important matter.

Respectfully,
Jerry Janzer

Jerome M. Janzer

Chief Executive Officer

Reinhart Boerner Van Deuren s.c.

1000 North Water Street, Suite 1700 | Milwaukee, WI 53202

Office: 414-298-8180 | Cell: 414-550-2260 | Fax: 414-298-8097

jjanzer@reinhartlaw.com | [bio](#) | [vCard](#) | reinhartlaw.com



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April 29, 2019

Milwaukee ZND Committee Member:

The Marcus Center and its facility are committed to the transformative power of live visual arts; anything that stops or limits changes that will help us deliver on this mission is unacceptable. The building does not deserve Historic designation –too much has been changed since it was built.

Over the course of 50 years, the Center has evolved in profound ways to reflect the collaboration, innovation and social engagement that are at the core of what we do. The facilities that we use to carry out our mission MUST change as our community changes.

As it celebrates its 50th Anniversary, the Center needs to be a more welcoming, inviting, open and accessible facility to truly serve Milwaukee's diverse community for the next 50 years. When built in 1969, there were no specific accommodations for persons with disabilities. In every renovation since then, the Center has added accommodations and the new plan addresses accessibility both inside and outside to better serve our patrons with disabilities.

Preserving the site as called for by the Historic Preservation Committee guidelines would create an enormous burden on the Marcus Center. It would prevent the essential changes needed for the Marcus Center to continue evolving to meet the changing performing arts needs of the community today and in the future. To take just a few examples, the preservation guidelines recommended by the Commission would:

- Eliminate an important programming space on the site by requiring the dying trees in the chestnut grove to remain as-is
- Hinder, and perhaps preclude, creating new lobby space for First Stage as well as the planned revenue generating member lounge
- Prohibit the state-of-the-art technology displays on and around the building

The Marcus Center has been a careful steward of the building for nearly 50 years. It has worked to balance the needs of the community, the needs of the non-profit groups who use the spaces and the financial realities of managing a complex organization while managing to balance its budget every year. The Marcus Center has responded to big and small changes both expected and unexpected over the past five decades. There is no reason to believe that we will not continue to carefully and thoughtfully continue to do so for the next 50.

Sincerely,

Lori A. Craig

3512 N. Maryland Ave. Shorewood WI 53211

From: [Marc Boucher](#)
To: [Perez, Jose](#)
Cc: [Lee, Chris](#)
Subject: Marcus Center for Performing Arts Accessibility
Date: Monday, April 29, 2019 6:17:05 PM

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We have worked very closely with the City on the Riverwalk and other projects. We want to be a good community partner to make Milwaukee the greatest city in America for all.

Please vote to oppose the permanent historic designation by the Historic Preservation Committee (HPC) of the Marcus Center for Performing Arts and ask that the Zoning, Neighborhoods and Development Committee not accept or confirm that designation.

Marc Boucher ♦ President / CEO

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From: [Jackie Barber](#)
To: [Coggs, Milele](#); [Perez, Jose](#); [Rainey, Khalif](#); [Stamper II, Russell](#); [Bauman, Robert](#); [Lee, Chris](#)
Subject: Marcus Center
Date: Monday, April 29, 2019 10:54:41 PM

Dear ZND Committee,

I strongly believe that the recommendation of the HPC for historic designation is an over reach. The Marcus Center and site have undergone such extensive changes that virtually nothing about the building or grounds is original. With the exception of the grove of trees, virtually every surface of the building and grounds has been changed, removed or had significant additions made. It has been altered to such an extent that it is no longer a Weese Building or Kiley landscape. I believe that someone correctly referred to it as a Weese/Engberg Anderson/Kahler Slater/La Dahlman building.

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I also understand that the Council is permitted to consider not just whether the property is historic but also factors about the interests of the business and organization in making your decision.

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Jacqueline Herd-Barber
Marcus Performing Arts Center
Immediate Past Board Chair

From: [Susan Scot Fry](#)
To: [Lee, Chris](#)
Subject: Fwd: Support for the Marcus Center for the Performing Arts appeal against historical status designation
Date: Monday, April 29, 2019 11:40:00 AM

Dear Staff Assistant Lee,

I have recently sent the following email to several of the Aldermen and Alderwomen involved in reviewing the actions described in the subject line. I would appreciate if you would include the official record of the meeting. Thank you.

My name is Susan Fry and I'm the Executive Director of Optimist Theatre, producers of Milwaukee's free Shakespeare in the Park. I'm writing in support of the Marcus Center for the Performing Arts.

My perspectives are a unique blend. Professionally, as a Resident Partner with the Marcus Center. Personally, I am a resident in the Brewer's Hill neighborhood historic district.

My 147 year-old home is not just a residence. I feel a strong sense of stewardship to preserve the home, the neighborhood, and how it visually and architecturally represents the rich heritage of Milwaukee. I am proud of this and take it very seriously.

As a Resident Partner with the Marcus Center for the Performing Arts, I have seen and experienced the depth of character, care, and vision represented by the staff. As I combine my perspectives and experiences, I must say that I am 100% in support of the assertion that the Marcus Center and grounds do not warrant historical status.

Yes, there is deep history there. The history is represented by their commitment to programming and to their outreach to ensure that great art is available to all walks of life. I've found them to be caring stewards of their building and grounds as it's evolved over time. The proposals they've made are exciting to me as a founder of a professional arts organization. They are also in keeping with my commitment to preserve our history.

And yet, I do not believe that historical status is warranted. The building and grounds are not their original configuration. In keeping with the Marcus Center staff's commitment for the arts and downtown aesthetic offerings, they have thoughtfully evolved those grounds and buildings over their 50 years, least of which is that they are ADA accessible.

Our missions dovetail. Shakespeare in the Park is free to see but far from free to

produce. It exists to serve the greater good, to bring people from our segregated city together for a shared experience. The support we've received from the Marcus Center has enabled us to jump from an average of 2,000 people per season to over 3,500. Their proposed upgrades to the grounds will enable us to reach and deliver a quality production like never before. Without them, we will have maximized our potential to connect with the citizens of the greater Milwaukee area. This is something that our little company and the Marcus Center have in common.

My personal home requires a financial outlay for maintenance that is slightly higher than a home that is not designated as historical. The same would happen with the Marcus Center thus effectively placing limits on their outreach and community support.

In order to keep up with the evolving demands of our audiences, and to be a vital part of the downtown Milwaukee renaissance, they need to be able to act both quickly and conscientiously. Over the years, they have proven their commitment to this higher purpose.

There are several Marcus Center proposals for evolution that will directly impact our ability to deliver on the right the people of our community have to the transformative powers of theatre. In particular:

- Outdoor projected signage. This is a large ticket item for a disposal resource that Optimist Theatre expends every season. Utilizing the proposed signage will enable us to re-direct those funds to our number one line item – employment. Since Optimist Theatre only hires local cast, crew and vendors, that money goes directly back into the local economy.
- Sound system expansion. Currently, Shakespeare in the Park can effectively reach audience members located within the physical bounds of the Peck Pavilion. With the proposed sound system enhancements, we will be able to create a quality experience for a much larger population. It is one of the only ways we can evolve to meet the growing demands of the greater Milwaukee area on accessibility to our performances.
- Green space. Optimist Theatre expends a great deal on community outreach. When we are able to successfully entice our fellows from the inner city to make the trek downtown – no mean feat – we have to deliver. A green space is a much more attractive and welcoming setting than the grove.

I was raised by a mother who was an avid gardener. Truly astounding work so I have a deep appreciation for plant life. As such, I also feel strongly that letting the sun shine in to an area planted with trees is better for the trees than the deep shade now cast by the chestnut trees.

In conclusion, please accept my support as one of the voices of the people of Milwaukee and as a representative for the arts and history.

Thank you for your time and consideration.

Sincerely,
Susan Fry
Executive Director, Optimist Theatre
Proud Brewer's Hill Historic District Homeowner

Susan Scot Fry
Executive Director
Optimist Theatre - Shakespeare in the Park
www.FreeShakespeareInThePark.org
262-498-5777
SSFry@OptimistTheatre.org

Let's celebrate a milestone! **2019 will mark the 10th anniversary of Shakespeare in the Park!**
Join us from June 25th through July 13th of 2019 for the delightful comedy, *The Comedy of Errors*.
Shakespeare in the Park is sponsored by the [Isabel and Alfred Bader Fund](#) and the Gerda A
Debelak Fund via the [Greater Milwaukee Foundation](#)

TO: City of Milwaukee Zoning, Neighborhoods & Development Committee (ZND)

Alderman Jose G. Perez
Alderman Khalif J. Rainey
Alderman Russell G. Stamper
Alderman Miele A. Coggs
Alderman Robert Baumann

CC: Chris Lee, Staff Assistant

DATE: April 24, 2019

RE: Opposition for Permanent Historic Designation for the Marcus Center

I am submitting this notice in opposition for the Permanent Historic Designation for the Marcus Center. Anything that stops or limits Marcus Center's ability to deliver on its mission and make needed changes is unacceptable. Most importantly, the Center has added accommodations and the new plan addresses both inside and outside to better serve patrons with disabilities. The building and grounds need to change as the community changes.

The Marcus Center needs to be a more welcoming, inviting, open and accessible facility to truly serve Milwaukee's diverse community for many years to come.

I stand in support of the Marcus Center to oppose the Permanent Historic Designation.

Sincerely,



Gary P. Grunau

President

Grucongroup

From: [Tom Rave](#)
To: [Bauman, Robert](#); [Coggs, Milele](#); [Donovan, Robert](#); [Hamilton, Ashanti](#); [Kovac, Nik](#); [Murphy, Michael \(Alderman\)](#); [Perez, Jose](#); [Stamper II, Russell](#); [Witkowski, Terry](#)
Cc: [Lee, Chris](#); [Marci Boucher](#)
Subject: Historic Designation of the Marcus Center for the Performing Arts
Date: Monday, May 06, 2019 11:00:48 AM

Dear Common Council Member,

Last Tuesday, the ZND Committee voted against the Marcus Center being designated as a historic facility. At tomorrow's Common Council meeting, there may be an item to have just the sunken garden with gravel and a grove of chestnut trees that is on the south side of the building be designated as historic. The rationale is that the garden was designed by Dan Kiley, a landscape designer of some renown, who has designed several other landscapes in greater Milwaukee and that it provides an outdoors respite in an urban setting.

That garden is inaccessible to people with disabilities due to the steps to get in and out of it, the gravel that is challenging to navigate in a wheel chair and the combination of trees and benches close together. In addition, it has already been changed from its original design with the addition of the low benches – which prohibit the ease of movement for all and especially for those with mobile disabilities – and the elimination of four trees. More trees will probably need to be removed and replaced with trees other than chestnuts going forward.

Proponents for historic designation are suggesting that ramps be added to the garden, but building a ramp in the grove will not solve these issues:

- 1) the ramp will have to be very large to be ADA compliant
- 2) trees will need to be removed to accommodate the ramp
- 3) building a ramp will change the designer Kiley's vision for "the grove as a place for people to wander through with no direction"
- 4) the surface of the ground is not wheelchair friendly
- 5) gradient of the cement walkway will be at an angle that is not wheelchair compatible.

Due to those changes and the fact that it does not meet Americans with Disabilities Act – which is 29 years old – standards, I am asking that you not vote tomorrow that the Marcus Center garden be designated as historic.

Thank you.

Tom Rave
Director, IndependenceFirst

