

ALUMNI LEADERSHIP

ETA ALUMNI, INCORPORATED

Eta Alumni, Incorporated is a Virginia Corporation formed in 1924 for the purpose of holding title to the property at 150 Madison Lane and to provide a home for the local chapter of the national fraternity. The current officers and directors of Eta are listed below:

Officers

Leigh Curry '85, President
Paul Read, MD '86, Vice President
Dan Rinehart '99, Treasurer
Bill Lawrence '88, Secretary

Board of Directors

Leigh Curry '85
Tony LaCivita '78
Dan Rinehart '99
Steve von Storch '78
Rafael Zahralddin, Esq. '89

150 MADISON LANE PRESERVATION FUND

The 150 Madison Lane Preservation Fund is a 501(c)(3) corporation under the Internal Revenue Code, established to provide funding for the renovation and historical preservation of the house. The current officers and directors of the 150 Fund are listed below:

Officers

Jim LaFleur '91, President
Denis O'Sullivan '86, Treasurer
Brian Katzenberg '07, Secretary

Board of Directors

Bill Carmody '88
Richard Clay '77
Rafael Zahralddin, Esq. '89

FUTURE USE OF THE HOUSE

Upon completion of construction, the property will be made available for lease to future members of the local chapter of the Sigma Phi Epsilon fraternity at the University of Virginia, when the chapter is re-established. In addition to its use as the home of the local chapter, the restored property will be available to alumni for Homecomings and Reunions and other desired social functions. Under the ownership of the alumni corporation, the renovated house will provide a home for SPE students and alumni at the University once again.



ETA ALUMNI, INCORPORATED

150 MADISON LANE PRESERVATION FUND

To contribute, please go to the website
www.150madisonlane.org

THE SECOND CENTURY CAPITAL CAMPAIGN



for the
**RESTORATION AND
HISTORICAL PRESERVATION**
of the
SPE HOUSE
150 Madison Lane
Charlottesville, Virginia

**THE UNIVERSITY OF
VIRGINIA**

BACKGROUND

The SPE House stands at 150 Madison Lane, approximately 200 yards from the Rotunda, designated by UNESCO as one of only three modern man-made sites in the United States to be internationally protected and preserved as a World Heritage Site. The alumni and members of the Sigma Phi Epsilon Fraternity, Virginia Eta Chapter, purchased the property at 150 Madison Lane in 1924. The property has remained in the ownership of the alumni of the Eta Chapter through its alumni corporation, Eta Alumni, Incorporated ("Eta"), for nearly 100 years. As the house approaches the final years of its first century, it is currently in need of a major structural renovation project to make it habitable, durable, and sustainable for the next 100 years.

Most of what remains of the building is original, dating back to 1924, including the columns, portico, brick and mortar, and much of the original interior structure. The last significant renovation project of the house was completed in 1985, expanding the public space by creating an improved basement area with a bandstand, dance floor, and additional restrooms. Following the loss of the fraternity's charter in September 2009, the house continued to deteriorate and was boarded up and closed. The front portico and columns are in critical condition, requiring the installation of scaffolding to provide temporary support in December 2016.



It is up to our alumni, as owners of the property, to rebuild it now, before it is too late. SPE alumni have many positive memories of the brotherhood and the lifetime bonds of friendship that the SPE house has represented for many years. When the restoration of the house is completed, it will once again serve as the local chapter of Sigma Phi Epsilon at the University and will be available to alumni for Homecomings and Reunions weekends and other desired social functions.

THE PROJECT

Our team of architects and consultants have created plans for the physical renovation of the house in a way that is both historically accurate and environmentally progressive. The most urgent restoration effort will be the portico reconstruction and restoration to its original configuration. The main porch will be restored and the yard level returned to its original grade. One direct basement entry will descend from the front yard maintaining direct access and providing an additional emergency exit from the basement. The dining room will return to the basement, leaving in place the existing event room (without the stage). A new exterior fire escape will be added to the back corner (toward the north side) with relocated bathrooms adjacent thereto.



The restoration will be completed in two phases: (i) the exterior restorations comprised of a complete structural renovation of the front portico, porch, and entrance; replacement of windows and doors; and roof skylight and rain water conductors, and (ii) complete interior restoration, including installation of new heating, cooling, plumbing, and electrical systems; installation of a sprinkler system; and all necessary structural repairs.

Project design and construction will be managed under the direction of Steve von Storch '78. Steve is the co-founder of Stoneking von Storch Architects in Charlottesville, Virginia. Steve will oversee the project and report developments to the Board of Directors of Eta and 150, and to the alumni and campaign contributors.

Project costs are expected to range from \$1.3 to \$2.2 million. To the extent costs exceed funding, management will pursue a commercial loan, tax credit financing, and other available financing alternatives to bridge the gap. If necessary, the interior renovations will be scaled back initially, to provide time for cash flow and subsequent financings to fund the complete interior restoration.

THE SECOND CENTURY CAPITAL CAMPAIGN

The 150 Madison Lane Preservation Fund ("150 Fund") is a 501(c)(3) corporation under the Internal Revenue Code. Contributions to the 150 Fund are deductible for federal income tax purposes. In addition, gifts are treated as contributions to the University for all purposes, except Virginia Athletics Foundation standing.

The Alumni Association of the University is providing administrative support and fund management services for the capital campaign, including gift processing, accounting, and reporting. The Alumni Association will also assist with providing communications and updates to alumni and will maintain the website (www.150madisonlane.org) where we will host updates on the capital campaign and show progress of the renovations after work begins.

THE CAPITAL CAMPAIGN GOAL:

ETA and 150 Fund have established a target goal for the Second Century Capital Campaign in the amount of \$1.5 million. This goal was established in consultation with the Alumni Association and is based upon historical contributions of SPE alumni to the University community as well as consideration of comparable fraternity and sorority fundraising campaigns in recent history. Several other fraternities at the University have conducted successful capital campaigns and rebuilt their physical plants in the past several years. The Alumni Association has conducted a feasibility study indicating that SPE alumni have the resources and capability to make the target realistic and achievable.

