



Agenda Item #: 7

Project Title: 411-433 W Gilman Street - New Mixed-Use Building in the Downtown Core (DC). (District 2)

Legistar File ID #: 89582

Members Present: Shane Bernau, Chair; Rafeeq Asad, Jessica Klehr, Davy Mayer, Nicholas Hellrood

Prepared By: Jessica Vaughn, AICP, UDC Secretary

Summary

At its meeting of September 3, 2025, the Urban Design Commission **RECEIVED AN INFORMATIONAL PRESENTATION** for a new mixed-use building in the Downtown Core located at 411-433 W Gilman Street. Registered and speaking in support were Jim Buchanan, Jack Porter, John Myefski, and Josh Dawson. Registered in support and available to answer questions were Angie Black, and Justin Zampardi.

Summary of Commission Discussion and Questions:

The Commission noted the Stafford building atrium comparison to the proposed courtyards, and appreciated how they are adding ventilation.

The Commission stated that for a very large building, it's designed very well, like the stepback, and the pedestrian experience. Can you change the color of the terra cotta? Given this size and design you want to stand out and you'll blend into every other building surrounding it. Make this a stand out building in Madison, it will go a very long way. Great job massing it, fitting it into the context, successful project.

The Commission asked if consideration was given to renovating or retaining the Fisher Apartments and connecting to it, but not building on top of it. The applicant noted that they looked at incorporating it into the building, but some buildings are very hard to work with in context of bringing them into another building. In this case if they did maintain the Fisher Apartment, that building would have to remain a stand alone building to make it work. Unfortunately that building is in the height portion of the site that lets us go up the highest.

The Commission asked about the four-story masonry mass and the recessed portion of the building where there is a window in the corner where the masonry meets the metal panel, noting that it is a weird transition between materials and massing. The applicant noted that has advanced with the window being pulled out and framed in the brick element, and with the brick coming across rather than the metal panel.

The Commission noted the W Gilman façade jogs so much more than the others. The applicant commented the others are more vertically linear, the units are different on this façade. It started with the historic façade, but they can look for a way to balance some of those windows.

The Commission commented that the angle with curtain wall seems foreign, and as a big expanse, it might need more detailing for a sense of scale. Is there a different iteration where the angled language does not feel as foreign to the building and how could that tie into the rest of the building better? The corner is going to be very visible, it might deserve another look. There are other examples in the precedent images provide for how that could be treated. Is there

a different iteration where the angled language does not feel as foreign to the building. How could that tie into the rest of the building better.

The Commission liked that the building wants to address State Street, but it's unfortunate that first ground floor bay is the transformer location instead of an active use. Consider a different location if possible, it should be a lit-up corner of retail activity that will attract people from State Street. The applicant noted that the transformers will be behind a curtain wall system.

The Commission commented that the angle with glazing breaks up the building and would suggest adding some dimension to the glass wrap-around and metal panel.

The Commission discussed activating the retail space on the corner more. Concerns were expressed with that whole stretch in terms of safety and lighting, it seems like a dark and shaded area for most of the year; any way to lighten that up with lighting, vegetation or other colors, would be a useful way to bridge that gap between University Avenue and State Street.

Action

Since this was an **INFORMATIONAL PRESENTATION**, no formal action was taken by the Commission.