

City of Madison, Wisconsin

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**REPORT OF:** URBAN DESIGN COMMISSION      **PRESENTED:** September 17, 2014  
**TITLE:** 441 North Frances Street – Revisions to a Previously Approved Project – The Hub at Madison. 4<sup>th</sup> Ald. Dist. (32683)      **REFERRED:**  
      **REREFERRED:**  
      **REPORTED BACK:**  
**AUTHOR:** Alan J. Martin, Secretary      **ADOPTED:**      **POF:**  
**DATED:** September 17, 2014      **ID NUMBER:**

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Members present were: Richard Wagner, Chair; Cliff Goodhart, Dawn O’Kroley, Richard Slayton, John Harrington\* and Melissa Huggins.

\*Harrington abstained on this item.\*

**SUMMARY:**

At its meeting of September 17, 2014, the Urban Design Commission **GRANTED FINAL APPROVAL** to revisions to a previously approved project located at 441 North Frances Street. Registered and speaking in support were Brian Munson, representing Core Campus; and Jeff Zelisko. Registered in support but not wishing to speak was Brad Mullins. Registered in support and available to answer questions were Jeremiah Diamond, representing Core Campus; and Luke Hutchins. Zelisko presented alterations to previously approved plans as noted in their team’s memo.

Comments and questions from the Commission were as follows:

- Work with Matt Tucker on the location of the ATM that meets the ordinance.
- With the progress of this building we really need to see the signage and lighting package soon so we don’t have issues at the end.
- Why not just have the louvers go continuous and blank them off where somebody doesn’t need them, versus where it looks kind of spotty? It would be less conspicuous.
- I like the linear choice much better.
- The Frances Street elevation looked really weird.
- It would be nice if you didn’t have to have that many, if you could pick a couple areas of storefront that are meant to emulate buildings, if you can use the neighboring buildings’ louvers, that would be advantageous.
  - These are pretty large openings so I don’t know that we want to give up all that potential glass.
- Either they’d be a louver, spandrel or they’d be glass.
- Right, but the chopiness...if you do have one tenant then don’t make it all louvers.

- The large stucco penthouses, have you considered a metal panel? I know it's very high up there, but as I see this building go up you see it from just about everywhere. Have you considered something different than just stucco for a large 20-foot, it's two-stories.
  - We had so many major materials on the building we felt like bringing something else in was maybe just piling on.
  - Corrugated metal we have nowhere else on the building.
  - I think the stucco is quieter, visually.
  - We also went to great lengths to cover up the tower, we have a 20-foot screen wall around it and it lines up with the elevator overrun. It's going to look like part of the building with the intention of having it blend with the penthouse.
- Agreed, it'd be much lighter if it was metal.
- Just to break up the monotony of the stucco.

**ACTION:**

On a motion by Huggins, seconded by Goodhart, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a vote of (4-0-1) with Harrington abstaining. The motion provided for address of the above comments, and the following to be approved by staff:

- Integrate color and texture of stucco tower with other adjacent building elements.
- Regarding ventilation openings for first floor commercial/retail storefronts on streetside elevations, all louvers shall be located within the same continuous horizontal band above storefront systems in specific window openings and be blacked out or be glass if not needed; attempt to use adjacent tenancies' installations if possible.