

City of Madison, Wisconsin

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 th Ald. Dist. (32683)	REFERRED:	
	REREFERRED:	
	REPORTED BACK:	
AUTHOR: Alan J. Martin, Secretary	ADOPTED:	POF:
DATED: September 17, 2014	ID NUMBER:	

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 choppiness...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.

State Street Recommendations

Objective 4.2: *Maintain and enhance the State Street district as Madison's premier shopping, dining, entertainment and cultural destination, with a unique sense of place characterized by a vibrant, diverse and dynamic mix of uses, a distinctive pedestrian-oriented streetscape, and human-scale developments that actively engage the street and promote synergy and interaction.*

Recommendation 69: *Support the retention, expansion and establishment of retail businesses that will contribute to the vibrancy of the district and strengthen its attractiveness as a shopping, dining and entertainment destination and serve the needs of Downtown workers and residents.*

Recommendation 70: *Reserve ground floor spaces along State Street primarily for retail sales and service uses, including eating, drinking and entertainment venues, with employment, residential or additional retail uses located on upper floors.*

Recommendation 71: *Provide retail spaces suitable for the wide variety of unique, relatively small businesses and business start-ups that are an essential element of the district's character.*

Recommendation 72: *Provide opportunities for the development of retail spaces needed to accommodate new uses or the expansion of successful businesses already located within the district, but ensure that the design of both small and large business spaces maintains the small-scale rhythm of the street, and that single establishments do not dominate the street frontage along a block.*

Recommendation 73: *Evaluate potential strategies and techniques for discouraging over-development with similar types of establishments that could collectively diminish State Street's overall attractiveness as a destination for a broad range of users.*

Recommendation 74: *Maintain the two-to-four-story building height on the State Street frontage that creates a sense of enclosure while also providing openness and access to sunlight.*

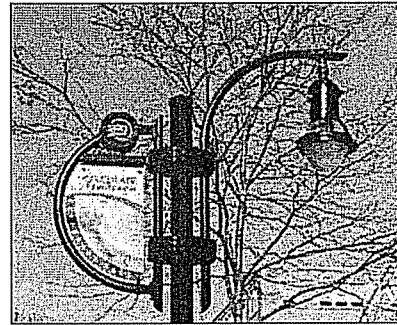
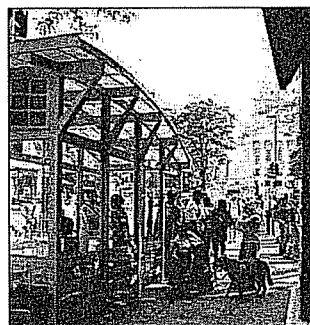
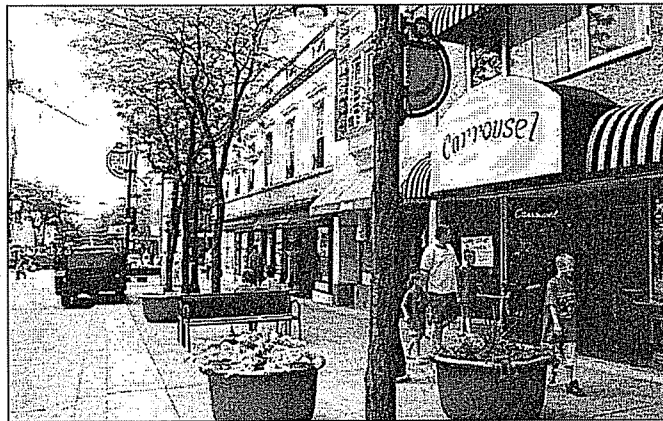
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State Street

State Street is widely considered to be Madison's premier street — a unique and special environment created over the past 40 years by innovative local merchants willing to take risks. The six-block long transit/bicycle/pedestrian mall connects Capitol Square to the University of Wisconsin, where it transitions to a pedestrian-only mall for its final two blocks. It is a lively corridor comprised mostly of two- to four-story, small footprint buildings housing ground floor shops, restaurants, and bars, with upper story residential and office uses. The diversity of businesses, the architecture of the buildings, and quality of the streetscape work together to create vibrancy for the district. A node of cultural uses near the Square includes the Overture Center, State Historical and Veterans' Museums, and the City's Central Library. Originally developed between 1974-1982 as part of an \$11 million

public works improvement that also included the Capitol Concourse, more-recent planning efforts — the *State Street Strategic Plan* (1999) and subsequent *State Street Design Project Plan* (2002) — sought to reinforce the commercial and aesthetic cohesion of the district. The resulting reconstruction project expanded the streetscape design approximately one block on either side of State Street to reinforce the district feel that extends beyond State Street itself. State Street is not an historic district. A National Register Historic District was proposed in 1995 but, although State Street was found eligible for designation, the idea was not supported by a majority of property owners at that time, and did not move forward.

The vibrancy and intimacy of State Street is largely attributable to the rhythm of its buildings, with their typically narrow, small first floor commercial spaces that accommodate a wide variety of small businesses;



Scenes from State Street

and it is essential that both the scale and rhythm of the buildings and the diversity of uses be retained. This mix of small, primarily local retail businesses is what makes State Street truly unique and differentiates it from visitor-oriented “experience” destinations found in many other cities. However, development of some larger retail spaces in the State Street district could provide additional opportunities for new businesses, as well as accommodate the expansion of successful established businesses. This *Downtown Plan* supports limited development of some larger commercial spaces in the State Street district, but only if the buildings are carefully designed to maintain the predominant small scale rhythm of the street frontage. Potential techniques include limiting the amount of block frontage devoted to a single user, providing multiple street entrances for larger establishments, and articulating both the ground and upper story façade of larger buildings to reflect

the narrower width characteristic of the street. Larger spaces can also be created by incorporating basement and upper stories into the establishment, or by locating more of the floor plate behind a small-scale frontage use. In some cases, larger commercial spaces are created by remodeling that effectively combines the ground floors of adjacent narrow buildings, often while retaining both entrances. The critical consideration is not to break up either the “look” or the vibrant activity along the street by introducing large uses or large buildings that dominate a block. Because business needs change over time, building designs that retain the flexibility to combine or subdivide individual business spaces as future demands evolve are encouraged. Opportunities for larger-scale retail developments are also provided just off State Street near University Avenue and Gorham Street, as reflected in the Maximum Building Heights Map.

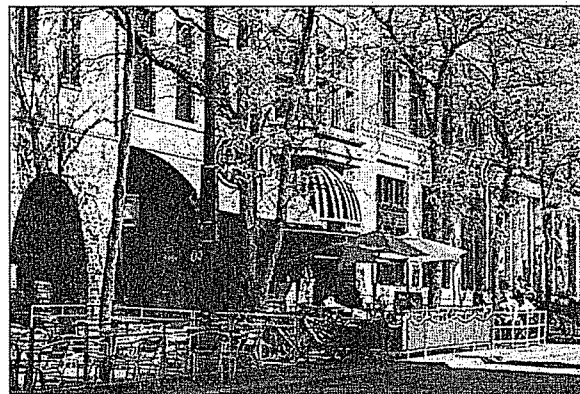
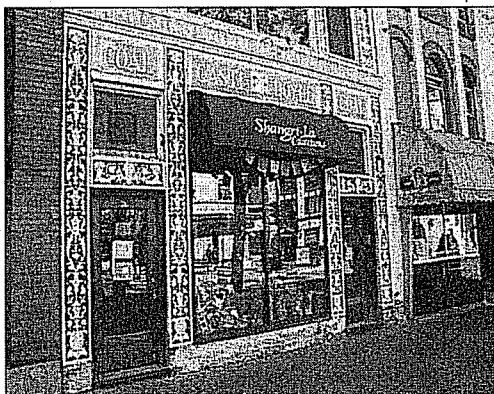
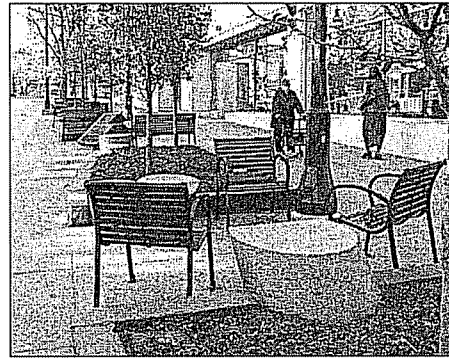
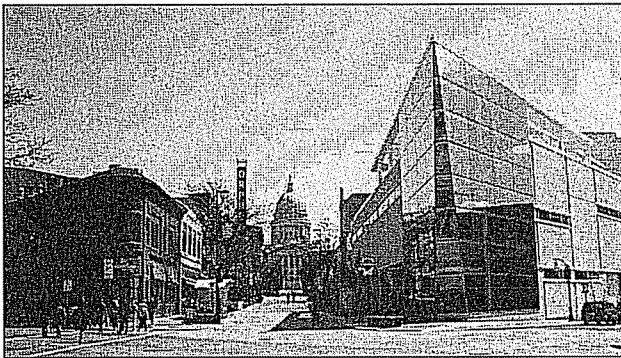
State Street Recommendations

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Recommendation 75: Encourage the preservation, rehabilitation and adaptive reuse of sound older buildings that contribute to the district’s character.

Recommendation 76: Review potential funding sources that could be used to encourage and support building rehabilitation, remodeling and improvement.

Recommendation 77: Prepare design standards for the State Street area as needed to implement the recommendations in this *Downtown Plan* and incorporate them into the Zoning Ordinance, as well as supplemental design guidelines that provide additional description and examples of the recommended design concepts.



Scenes from State Street