

City of Madison, Wisconsin

---

**REPORT OF:** URBAN DESIGN COMMISSION

**PRESENTED:** August 7, 2013

**TITLE:** 441 North Frances Street – Mixed-Use in the Downtown Core District with 25,000-30,000 Square Feet of Retail and 250-300 Residences in the Downtown Core (“The Hub”). 4<sup>th</sup> Ald. Dist. (30040)

**REFERRED:**

**REREFERRED:**

**REPORTED BACK:**

**AUTHOR:** Alan J. Martin, Secretary

**ADOPTED:**

**POF:**

**DATED:** August 7, 2013

**ID NUMBER:**

---

Members present were: Richard Wagner, Chair; Richard Slayton, Dawn O’Kroley, Melissa Huggins, Henry Lufler and Cliff Goodhart.

**SUMMARY:**

At its meeting of August 7, 2013, the Urban Design Commission **GRANTED FINAL APPROVAL** of a mixed-use in the Downtown Core located at 441 North Frances Street. Appearing on behalf of the project were Brian Munson, Jeff Zelisko, Joe Antunovich, all representing Core Campus, LLC; and Brad Mullins. Munson noted that the Common Council unanimously approved the project, with no exit out to Frances Street. Design issues were addressed as follows:

- Window option studies as requested are incorporated into the new plans
- On the corner where the building was not very well resolved going upwards, they have made the architecture of the corner building more consistent all the way up. The detailing as you come up to the fourth, fifth and sixth floors are very consistent with the detailing on the other floors.
- Made the window rhythm relate on different floors, so the building on the corner is more of a building now.
- The cornice at the top – there is a recreation deck up there where a lot of young students will be very happy. We do have the challenge of that being an enclosure for safety reasons. We’ve made the cornice line heavier, stronger and yet we’ve also included a delicate element in the top which does in fact respond to the function, reflecting the use that actually goes on.
- We’ve continued the rhythm of the brick piers up here, although more delicately, and now it resolves itself as it comes around the corner.
- We have studied and worked more on resolving the floor plans and how those are expressed on the elevation that faces out over State Street. We’ve adjusted how the balconies work. We’ve changed the windows some in that while they are somewhat whimsical, we’ve also got some wider windows, some narrower windows and some larger panels.
- More separation between the retail elements which makes it overall more refined.

Comments and questions from the Commission were as follows:

- The treatment we saw last time was more from a historic time, this is more in keeping with the modern style.
- On the top treatment of the main mass, it was an extension of the columns below – study that playfulness on where that reveal falls, because the playfulness stopped at that level and became static.
- The final lighting and signage plans will return to the Commission.

**ACTION:**

On a motion by Huggins, seconded by Lufler, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a vote of (5-0). The motion noted that the lighting and signage plans will return to the Commission.

After the Commission acts on an application, individual Commissioners rate the overall design on a scale of 1 to 10, including any changes required by the Commission. The ratings are for information only. They are not used to decide whether the project should be approved. The scale is 1 = complete failure; 2 = critically bad; 3 = very poor; 4 = poor; 5 = fair; 6 = good; 7 = very good; 8 = excellent; 9 = superior; and 10 = outstanding. The overall ratings for this project are 6 and 8.

**URBAN DESIGN COMMISSION PROJECT RATING FOR: 441 North Frances Street**

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
<b>Member Ratings</b>	7	7	8	7	-	8	10	8
	-	6	-	-	-	6	7	6

General Comments:

- Thanks for participating instead of reacting.