

# Destination: Union Corners



# Team:

- Community By Design Inc.- Peter Frautschi
- Linville Architects, LLC.- Ed Linville
- Studio 2929, LLC.- Jeff Manzetti
- Iconica, Jim Pientka
- Encore Construction, Chad Wuebben
- Johnson Bank, Dennis Haefer
- Reinhart, Boerner, Van Duren, Jesse Ishikawa
- Baker Tilly, Numerous
- Wyndham Hotel Group, Travis Leiser
- Others added as progress dictates,



# Similarities among proposals

- ▶ Professional, experienced, capable development teams.
- ▶ Respect for the neighborhood, City, and region
- ▶ Locations earmarked for the Hawthorn Library, future transit, and Medical Clinics
- ▶ Housing opportunities including affordable housing

# What sets our proposal apart?

- ▶ Creative Urban Design
- ▶ Unique Building Elements on Madison's "Wish List"
  - Public Market
  - Arts [Incubator] Collaborative
- ▶ Other Unique Building and Design Elements
  - Urban Park- Sculpture garden, picnic and festival grounds
  - Mainstreet Mixed-Use
  - Hotel
  - Courtyard apartments, and overall housing diversity

# Madison's "Wish List"

- ▶ A Public Market and Arts Incubator have been on the radar for many years and are widely regarded as highly desirable projects, potentially providing a myriad of local as well as regional benefits.
- ▶ However neither project has achieved implementation, due in most part to feasibility concerns and issues related to Public ownership and subsidy.
- ▶ Locating them both together around a vibrant urban park and Mainstreet mixed-use district will give both their best chance of success by building off each others' ability to attract visitors as destination locations.
- ▶ There is no better place in the City for this combination of uses, convenience and visibility to combine to create an ultimate jewel of Madison



PLAN KEY	
A	Public Market
B	Hotel
C	Parking Deck
D	Urban Park
E	Arts Collaborative
F	Main Street
G	Courtyard Apartments
H	Rowhouse/Townhouse
J	Single Family Small Lot

Residential Building Numbers	
Building #1	
Building #2	
Building #3	
Building #4	
Building #5	
Building #6	
Building #7	
Building #8	
Building #9	
Building #10	
Building #11	
Building #12	
Building #13	
Building #14	
Building #15	



**SITE AERIAL**



# Public Market



Public Market

COMMUNITY  
BY  
DESIGN. INC.

# Notes:

- ▶ So much to say about the Public Market idea. So much has been said already. We focused on the “Site Analysis for Locating a Madison Public Market,” accepted by the Common Council on August 3, 2010, for a lot of our sizing and siting information, and believe that our design for Union Corners can overcome most if not all of the analyses that suggested locations closer to the Capitol. We hope to continue this discussion.
- ▶ Start with these youtube videos about the the West Side market in Cleveland and imagine something like it as Union Corners.
- ▶ <http://www.youtube.com/watch?v=WjB--jO8XkE>
- ▶ <http://www.youtube.com/watch?v=cqxUnBV28Zc&feature=related>
- ▶ We envision our market, the Union Market, to feel a lot like the West Side market, and perhaps even resemble it a bit, in that we see a large open area constructed of perhaps reused brick and timbers, with many vendors organized throughout selling both raw and cooked foods. And along East Wash there is a glass and iron seating area for visitors to watch the people and cars go by and for the people and cars going by to see the visitors enjoying their trip to the market. We even feel that this site may warrant a tower element and hope to explore that idea if selected.



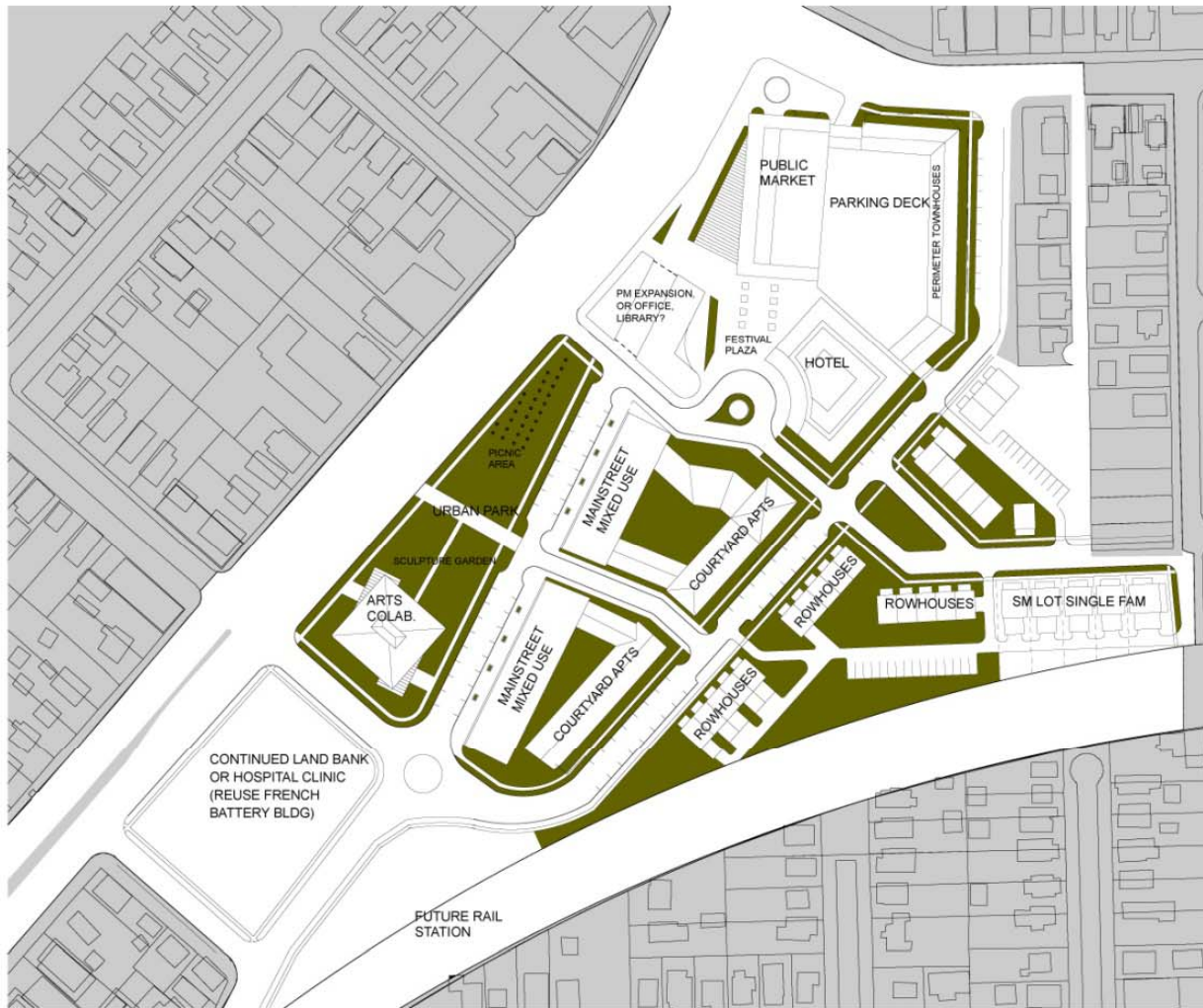
# Arts Collaboarative



# Arts Collaborative

- ▶ We suggest the title Arts Collaborative rather than Incubator, as Incubator implies start-ups and “struggling artists,” whereas we would like to attract successful artists and arts businesses as well and be inclusive of success to achieve successfulness.
- ▶ The ideas to cater to a wide variety of arts, art education and classes, studios, lectures, exhibits, and collaborative opportunities.
- ▶ The focus would be on doing, and education, rather than selling. Selling would occur more in galleries along the Mainstreet district, and special events.

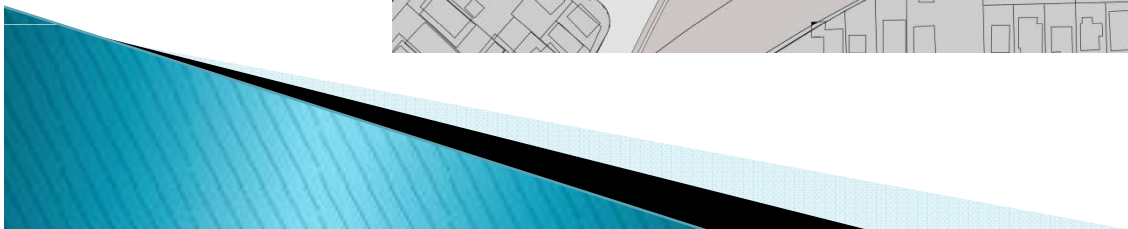
# The Urban Design



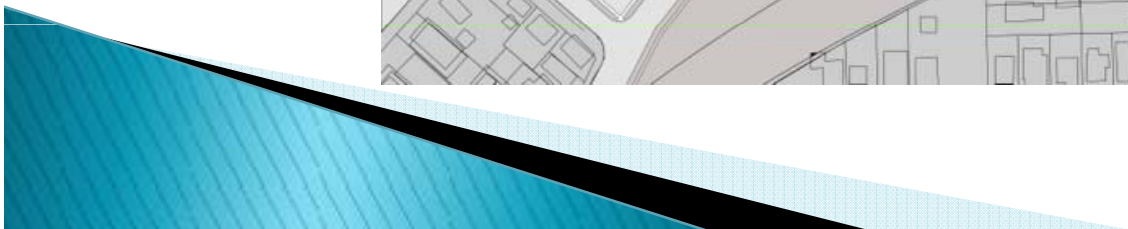
# Notes:

- The design evolves from the extension of Winnebago to the corner of East Wash and Milwaukee. Part of the extension is street and part is preservation of view shed. This extension gives shape to the Urban design. It gives the shape to the Urban Park, and in turn the shape of the urban Park allows a signature, anchor building to be located at the west end of the park.
- The park itself serves to soften and enhance the auto dominated, somewhat harsh East Wash environment for both those at Union Corners and those passing by.
- The area at the east end of the park, at the corner of East Wash and Milwaukee Street also demands to be a signature piece and an anchor of the development
- The question then becomes, What anchors are appropriate here?
- Our opinion is that a Public Market at the primary corner and an Arts Collaborative in the east end of the park are ideal anchors for this site. Both of these anchors would serve as regional destinations and support each other as customer traffic generators, and in turn serve to influence the use of the park. For example, they would suggest that the park could contain a sculpture garden, areas for vendors, picnics or festivals, or performers.

# The Urban Design



# Core Support



# Notes:

- Supporting both of these anchors is a Mainstreet District of shops, galleries and cafes, in mixed use buildings facing East Wash across from the park. These shops will remind of State Street or Atwood, and consist of retail and entertainment uses that are highly symbiotic to the Public market and Arts Collaborative, with other businesses or residential above.
- These four elements all work together and support each other to create a beautiful, exciting, and inviting environment that people from near and far would visit, shop, linger, enjoy, and return to again and again.

# Other supporting uses





# Notes:

- In addition to the primary four elements, we envision a hotel, a hidden parking structure, another urban showcase building, and preservation of space to meet future demands.
- The placement of these buildings and design of their circulation systems will create several delightful outdoor environments including an entrance plaza and a plaza courtyard area that will be bustling with activity and energy
- To help create the urban scale and feel, there are 3-4 story courtyard apartments along the narrow intermediate streets and townhouses wrapping the parking structure.

# Hotel



*Celebrated Debut*

## Wyndham Garden Niagara Falls



- Introducing the newly-constructed, nine-story Wyndham Garden Niagara Falls, located in the Fallsview district within walking distance to the Horseshoe Falls and Niagara's most exciting attractions, and just nine miles from Niagara Falls International Airport.
- The hotel – which is decidedly modern with a contemporary twist – boasts a boutique-style, sun-soaked lobby that has 12-foot ceilings and inviting guestrooms that are decorated to ensure a private sanctuary.
- Guests wishing for the perfect location for a destination wedding or hosting a corporate event will appreciate the state-of-the-art meeting and event space.
- On-site amenities include an indoor heated pool with hot tub, *MJ's* lobby bar, and an all new Perkins Restaurant.
- Guests can easily enjoy the Fallsview Casino just one block from the hotel, or, for an utterly tranquil experience, can visit Niagara's Butterfly Conservatory with more than 2,000 specimens.
- At the Wyndham Garden Niagara Falls, your visit to the area will be a true memory-making getaway!

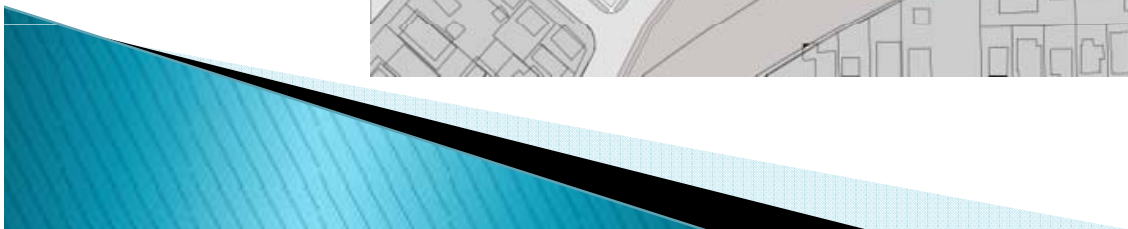
Wyndham Garden Niagara Falls  
6170 Stanley Avenue  
Niagara Falls, ON L2G 3Y4  
[niagarafallswyndham.com](http://niagarafallswyndham.com)

GM: Mr. Assem Fawzy  
T: 905-374-4244  
Site #: 42255

Open: 5.2.2012  
Rooms: 161  
ORS: XLVON

- ▶ “...you’ll have to get a feasibility study done. With that being said, I have personally received a good amount of inquiries regarding Midscale/Upscale opportunities in Madison so there appears to be a large amount of people who think that Madison is under-represented in regards to hotel options. The lack of hotel options in the general vicinity could be a good thing, but also could be a detractor. As you may know, hotels are usually located in clusters and give their potential guests options depending on their reason for travel and/or expected amenities.”
- ▶ **Travis Leiser, Director of Development, Wyndham Hotel Group**

# Transition to the neighborhood



# Notes:

- ▶ Across from the courtyard apartments there will be 2 to 3 story rowhouses, that will lead to small lot single family or duplex homes as the development mixes and connects to the neighborhood.
- ▶ There are several opportunities here for diverse housing types that could support a wide variety of incomes, ages, family arrangements, and so on.
- ▶ There is also room for environmental features to address runoff and infiltration and some forms of recreation

# Destination Union Corners



# Notes:

- ▶ This slide shows the complete project as envisioned today. The grey box in the lower left corner is the block where the French Battery Bldg sits disassembled. Across Winnebago Street, we have left the area vacant to accommodate a transit stop if that should ever come to fruition. We have also left the French Battery block vacant, or undecided, for the time being to give the development the chance to inform us what should happen there. For example, if the rail station occurs (or perhaps even if it doesn't) this could be a great location for a medical clinic, or if there is a huge demand to live in the neighborhood perhaps it should become multi-family, or senior housing, or if there is continuing commercial interest and redevelopment along East Washington perhaps it should be office or mixed-use. There is a lot to do on the Union Corners site, why not leave this section as its current use and as a staging area for the rest until it reveals its highest and best use.

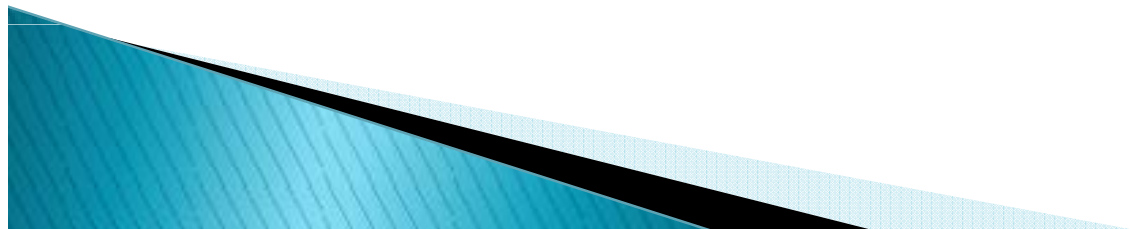
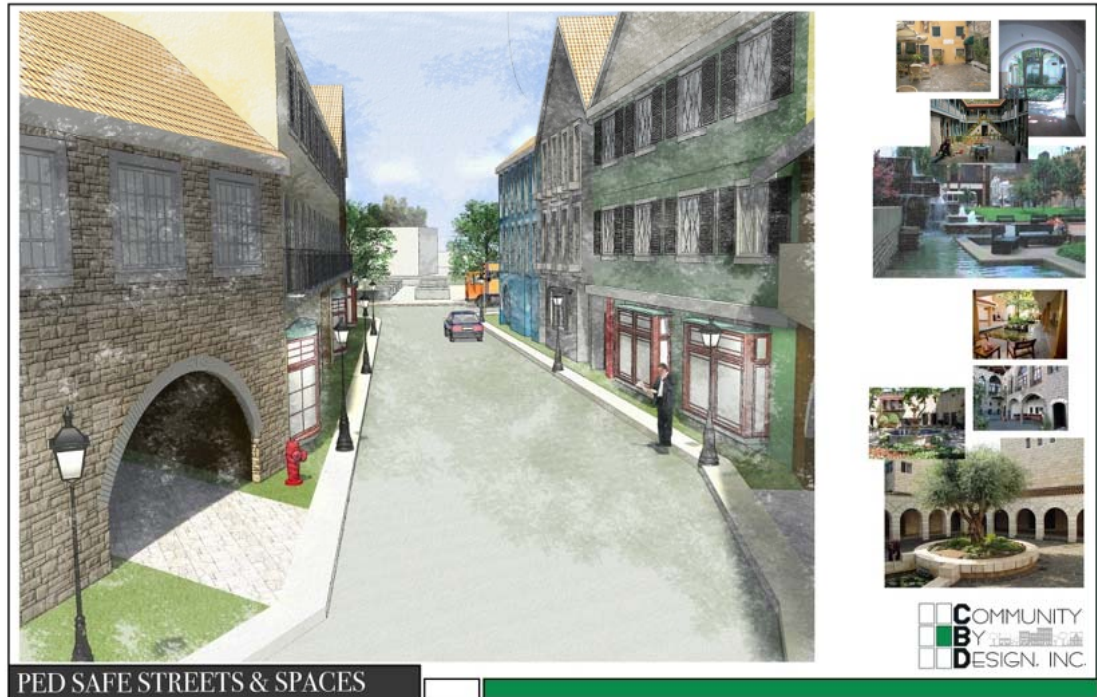
# Architectural Design Concepts

- ▶ Mix of historical and contemporary styles and materials



# Architectural Design Concepts

- ▶ Human scale transitions within buildings and between them





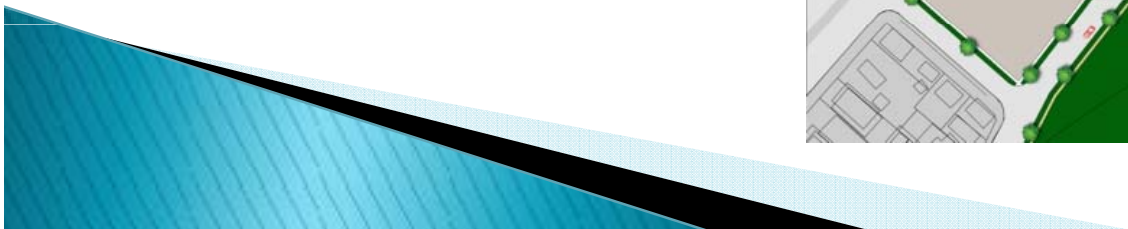
# Architectural Design Concepts

- ▶ Gateways Connections between neighborhoods in the City
  - - the square, willy, Atwood/Schenks, the new east wash



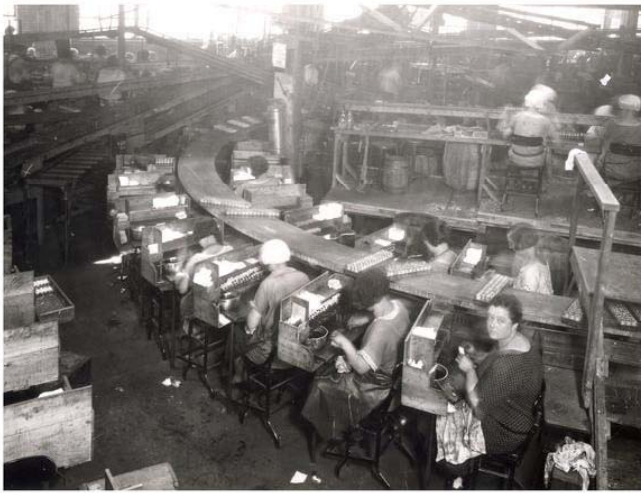
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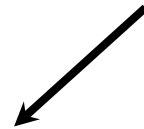
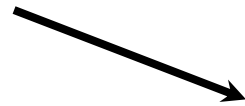
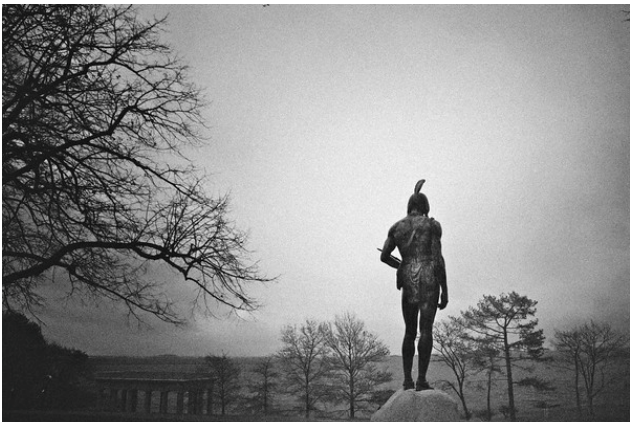
# Architectural Design Concepts

- ▶ Historical connections



# Architectural Design Concepts

- ▶ Historical connections



# Sustainability

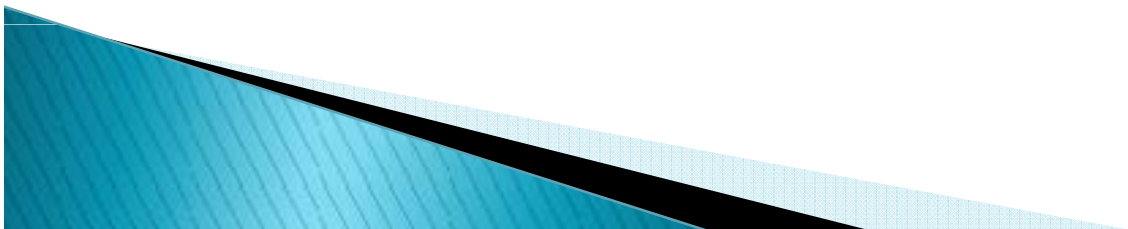
## Our Approach

### Develop and maintain a healthy place

How can this place benefit the existing place,... How can it be interrelated to all of the living and technical systems that it now is a part of.

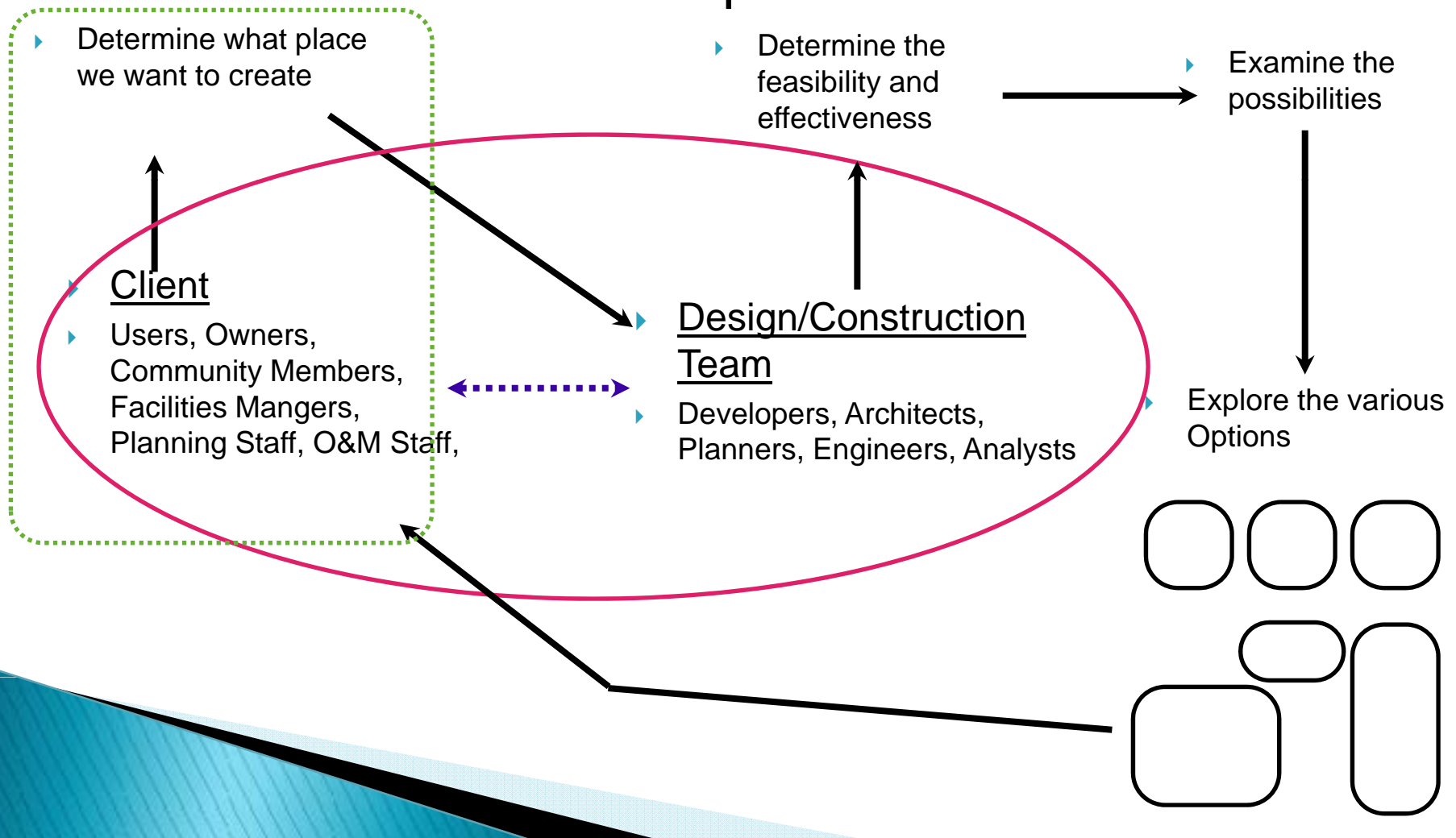
We as a Team, looking to develop this project and create a Healthy place, are most concerned with “How”

- ▶ **The “How” of Sustainability.**
- ▶ How can we make the best decisions for the place we want to create.
- ▶ How can we work with others to creatively address the issues of Sustainability especially for this site, this place.
  
- ▶ How is “HOW” defined?




# How = Process

## ▶ For us the “How” is the process

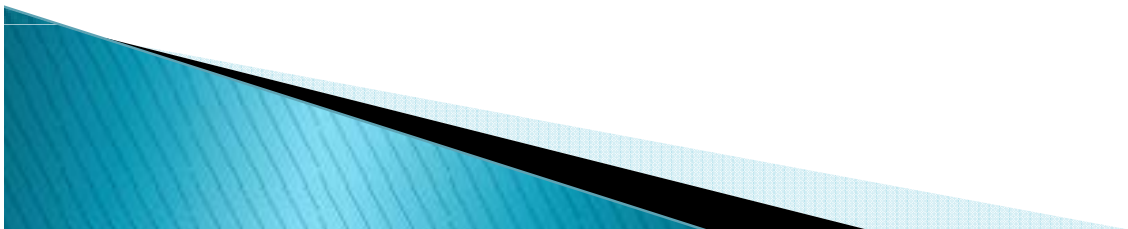


# Sustainability

- ▶ The “What” of Sustainability.

- Is Many Things:  What
  - What to do.
  - What to Use
  - What to Design
  - What to Buy

Will come with the Exploration and Feasibility Stages



# Some of the “What’s”

Tools the Design Team may use:  
(Depending on How the tool can help the “Whole System”)

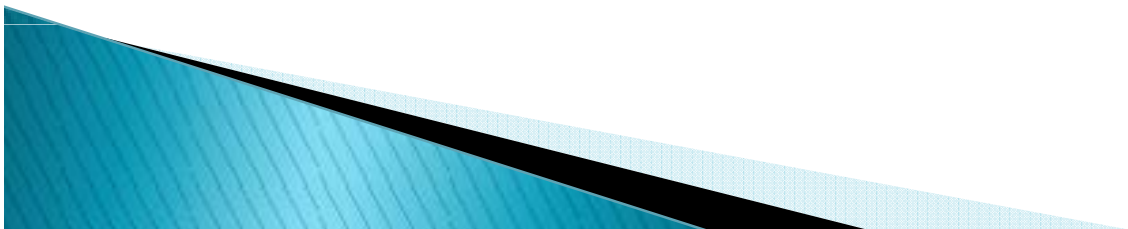
## Measuring Tools:

**LEED** (Leadership in Energy and Environmental Design Rating System)

**BREEAM** (Building Research Establishment Environmental Assessment Method Rating System)

**IGCC** (International Green Construction Code)

Other as required and equivalent to the above.





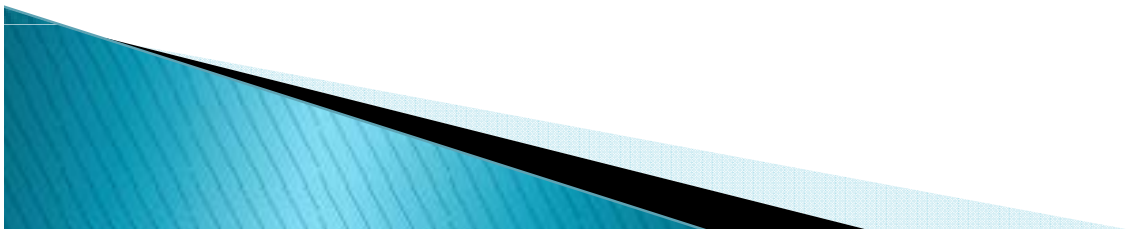
# What techniques?

- ▶ Recycling and Reuse,
  - Reused brick, timbers, stone
  - Local Source from Barns or likely Chicago.



# Tools of Sustainability

- ▶ Design may utilize Active and Passive Energy
  - Solar
  - Wind generation- tower(s)
  - Geologic- Hydrothermal
- ▶ Create a design that is Transit, Bike, and Pedestrian, Friendly, and more.

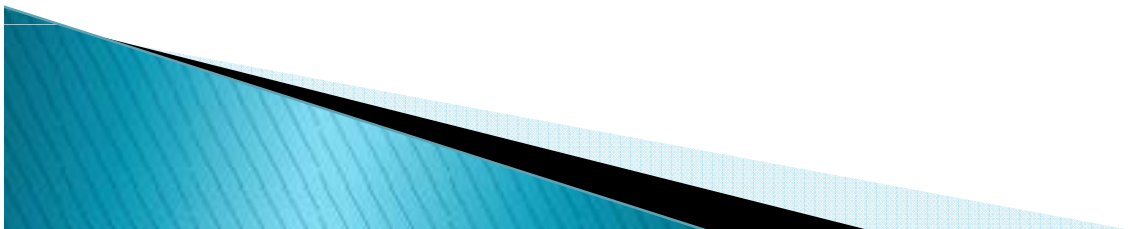






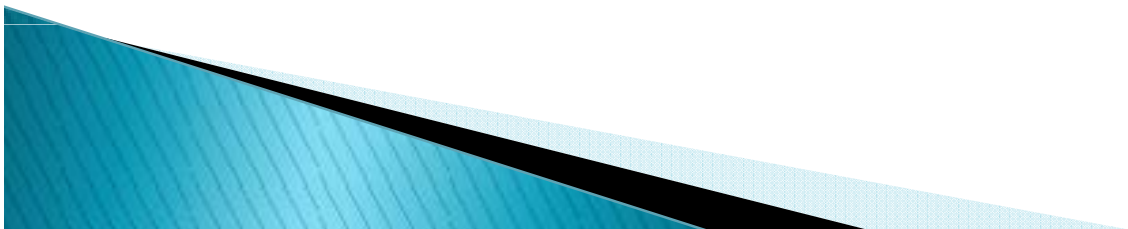
# Benefits to the Community

- ▶ Amenities,
- ▶ Convenience,
- ▶ Identity,
- ▶ Esthetics
- ▶ Jobs- Construction, permanent, secondary
- ▶ Tax base
- ▶ Diversity
- ▶ Opportunity



# Other Issues

- ▶ Potential partnerships with City and other Public Agencies
- ▶ Potential partnerships with other specialized Developer/Operators
- ▶ TIFF, WHEDA, SBA, New Market grants, other grants and assistance programs
- ▶ Phasing-
  - Southern side residential first vs. all at once
  - Land bank for future- rail support, medical center, multi-family



# Phasing:



# Next Steps

- ▶ Present to the Selection Committee- 8/21
- ▶ Begin in earnest
  - Meet with Neighborhood, Alders, City Staff/depts
  - Refine and revise design as prudent
  - Conduct Market and feasibility analyses
- ▶ Urban Design Commission- refine and revise
- ▶ Plan Commission- refine and revise
- ▶ City Council- refine and revise to meet conditions of approval
- ▶ Implementation

