

## AGENDA # 5

City of Madison, Wisconsin

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REPORT OF: URBAN DESIGN COMMISSION      **PRESENTED:** June 24, 2015

TITLE: 2524 Winnebago Street – One 5-Story,  
Mixed-Use Structure with a Mix of Retail  
Spaces, Residential Units and Common  
Spaces and a 28,000 Square Foot Grocery  
Store in UDD No. 5. 6<sup>th</sup> Ald. Dist. (38977)      **REFERRED:**  
**REREFERRED:**  
**REPORTED BACK:**

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

DATED: June 24, 2015      **ID NUMBER:**

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Members present were: Richard Wagner, Chair; Melissa Huggins, Tom DeChant, Richard Slayton, Cliff Goodhart and Sheri Carter.

### **SUMMARY:**

At its meeting of June 24, 2015, the Urban Design Commission **RECEIVED AN INFORMATIONAL PRESENTATION** for one 5-story mixed-use structure with a mix of retail spaces, residential units and common spaces, and a 28,000 square foot grocery store located at 2524 Winnebago Street in UDD No. 5. Appearing on behalf of the project were Mark M. Smith, Marc Ott and Ted Matkom, all representing Gorman & Company, Inc.; and Linda Lenzke, representing the Madison Eastside Co-Housing (MESCOH).

Phase 3 is the building on the corner of Milwaukee and Winnebago Streets. The original GDP had a courtyard/gazebo area in the center; this SIP phase took a section of the building off the plaza and put it along Milwaukee Street, which created an outdoor space the neighbors can program and utilize. The architecture tries to steer away from a lot of what you see along East Washington Avenue; it will be primarily a masonry wall facing East Washington Avenue, the balconies and bays will be pushed and pulled, primarily in metal panel. Two main tones and two main materials will complement each other. The nature of a grocery store means one wall will be clear and the other three will be opaque. There is a panel available for an art installation that could rotate displays. There is an opportunity for a green wall as part of the corner landscape. They are working on integrating the exit stairs from the underground parking. The East Washington entrance for both the grocery store and the apartment complex will be prominently featured with a glass entry. The underground parking will dedicate 93 spots for the grocery store and 100 for the apartment units. The current unit count is 72 one-bedrooms and 35 two-bedrooms at market-rate.

Linda Lenzke spoke in favor of the project representing MESCOH, which hopes to locate in the lower portion of the Phase 5 building. With the exception of the Milwaukee Street wall they fell in love with the design. They appreciate the discussion of having some public art at this location. She suggested photo murals that speak to the history of the neighborhood. For the most part the members of her community feel very positive about this project.

Comments and questions from the Commission were as follows:

- I caution you to not fill that area with Red Box machines, vending machines.
  - We have been battling in a positive way; we set our line of where public/private space is. It's a vibrant space and we want to keep it that way.
- Perhaps benches in there. But that will be as important a space as the market space over here.
- On the art wall, that could be great. The green wall could help in breaking up that expanse. It looks like you're taking a sensitive approach, which is great.
- (Rummel) Can you highlight the residential entrance on Milwaukee Street a bit more?
  - It's kind of hard to see because of the printer tone, but we've actually popped out the entry and it has glass on three sides, but the entry doors are actually 90 degrees to the sidewalk, so it implies a little bit of privacy. This entry would be on some kind of pass key as well. And it would be lit at night.
  - Because of the curve of Milwaukee Street and the straightness of the building you get a triangular piece that starts to form right outside that door. It is a back door but it doesn't feel like a back door.
- Is there some way to convince the grocery that the corner is the perfect place for a café or something like that?
  - They do have some type of café seating and there is some seating in that corner. It won't be back of the house.
- You moved the plaza from the center, but it creates what looks like a sea of parking and the GDP didn't do that, it divided it up better.
  - This lot is actually quite small, there are 12 stalls here.
- The lighting in that parking lot is going to be very important and it's going to serve multiple purposes. You want a lot of light to keep people safe but you don't want a lot of light because you've got people living there. It's going to require some creative solutions so be mindful of that as you do your lighting plan.
- Are the people on the 2<sup>nd</sup> floor units going to be looking out at the rooftop mechanicals of the grocery store?
  - There are some internal mezzanines that house some of the equipment. The hope is to green roof the remainder.
  - Our intent is to do a "fence" that will take on the look of a neighbor, something that would be in your backyard. Most of their compressors are internal above the freezer units.
- We talked about creating a colonnade along East Washington Avenue, you need to carry the architecture down somehow, otherwise it's a big blank wall.
- The building is really quite handsome but I think the art wall is a potential disaster. We have a lot of art walls on the east side, I can't say that any of them would match the quality of art I would like to see, and if this is another one like those, it's just going to take away from the beauty of the building. I don't have a problem with the back of the house there, even if it's just brick and pillars, that's OK for me rather than not so great art. Maybe if you brought the pillars down and could do windows that are narrow galleries that open from the outside, you could curate an art sequence that would change rather than something that's going to be there for a long time. That can showcase a bunch of artists rather than just one. Then it's changing, it's interesting, it's more viable.
- Maybe somebody could do something artistic with the brick work.
- You could fatten up that green corridor between your parking and the clinic parking lot since you have less building there now. Some good shade trees would be good too.
- I don't think the signage does anything for the building.

**ACTION:**

Since this was an **INFORMATIONAL PRESENTATION** no formal action was taken by 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 rating for this project is 7.

**URBAN DESIGN COMMISSION PROJECT RATING FOR: 2524 Winnebago Street**

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
<b>Member Ratings</b>	7	7	-	7	-	7	9	7

General Comments:

- Art wall could be great or disastrous – be careful. Nice treatment of bend along East Washington Avenue.