

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION

PRESENTED: January 14, 2015

TITLE: 2500 Winnebago Street – PD(SIP), Two 4-Story, Mixed-Use Structures with Underground Residential Parking in UDD No. 5. 6th Ald. Dist. (35780)

REFERRED:

REREFERRED:

REPORTED BACK:

AUTHOR: Alan J. Martin, Secretary

ADOPTED:

POF:

DATED: January 14, 2015

ID NUMBER:

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

DRAFT

SUMMARY:

At its meeting of January 14, 2015, the Urban Design Commission **GRANTED INITIAL APPROVAL** of a PD(SIP) located at 2500 Winnebago Street. Appearing on behalf of the project were Marc Ott and Ted Matkom, both representing Gorman & Company. The site plan hasn’t changed but the building footprint has been updated and a more detailed landscape plan was included. On both ends of the building there are 3 residential units, focusing the retail in the center, and one live-work unit in the front. The WHEDA process does require that the 3-bedroom units be at grade. The building articulation now uses more brick and more color to address the neighborhood concerns and concerns of Planning staff. The parking configuration was requested by Traffic Engineering.

Ald. Marsha Rummel noted that the developer needs to make sure the pathway is active and not just the backyards. She noted that the articulation was well received at the last neighborhood meeting.

The Planning staff report indicated that the Winnebago Street entrances into the first floor retail spaces in each building shall be unlocked and operable during business hours. Operable doors into those spaces from the private serpentine path and central plaza are also encouraged. The other most significant comment is “no utility or HVAC pedestals or penetrations, including HVAC walpaks for units and gas meters or electric meters for the building/units shall be permitted without specific approval of the Urban Design Commission and Plan Commission.” The Commission shall consider the louvers proposed to vent individual walpak heating or air conditioning units shown on the northeastern and southwestern façades of both buildings. Ott stated that most are tucked around the corners.

Comments and questions from the Commission were as follows:

- This tree really needs to stand out and be special (left or center between Winnebago Street and plaza between buildings).
- Is Gorman going to be the long-term owner of this?

- Yes, Gorman is a .01% owner and the tax credit buyer is a 99.99% owner. That's for 15 years but we control the entire development. After 15 years, 19 out of 20 times Gorman will buy the interest of the investor and hold it for another 15 year period.
- I'm concerned about the operation. Is there a statement about how it can be programmed and used, that the neighborhood will understand the access?
 - We've expressed that in every one of our neighborhood meetings. We are working with the neighborhood committee. We don't have the contact person figured out yet in terms of reserving the space.
- There's a large area of hardscape that's going to get too hot, nobody is going to want to use that space. Is there a way to get some smaller trees in the parking area?
- I think conceptually the planting plan is fine, but it still isn't really readable getting down to the details.
- I'm curious about the type of street you're trying to create on Winnebago, and it seems counter intuitive to me to have that narrow landscape buffer that really can't be very successful, as opposed to something like State Street or Atwood, where the building isn't wrapped in a tiny landscape band but having something more dramatic that sweeps through the buildings. If this really is going to be retail and you may be dividing it more often and having more entrances more frequently, you may end up with some very small landscape islands wrapped by asphalt and concrete. I don't know if that's the atmosphere you're trying to create.
- I think you need to start wrapping the Oaks around the site.
- You have street trees on one side of Winnebago. How this is going to work as a street as part of the urban forest is one of the things we need to understand.
- I'm struggling with the entry and sense of arrival when it comes to residential. I understand the ends have their own entrances, and then everything is accessed from the path?
 - Yes for residents. Heavily bike-oriented neighborhood, the thought is if you're a tenant coming by vehicle, you're really arriving underground. Most different forms of arrival as a visitor you have to walk around the building. That was the compromise with the neighbors and the orientation of the retail space.
- I think it's really important to have a sense of entryway and a presence there, for each of these buildings. Right now it's just a narrow little hallway that leads you to the elevator. It would be really nice to have an actual real lobby, and articulation distinguishing the entryway and where the front door is. Right now I see lots and lots of doors but the people who live here need to feel good about arriving. I would defer to the neighborhood which street.
- You're designing an entire street. Last time my comment was "repetition does not make composition." It still kind of feels the same, even though it has more different historic styles applied in different bays, it's still very repetitive. I think the entire composition should be evaluated for the character that you're going to be creating on this street, rather than mirroring twins.
- Also less emphasis on early 20th Century design queues. Trying to emulate rowhouses...more A, B, A instead of narrow repetitive ones. A little bit more composition to it and less historic references would be appropriate.
 - The historical references are actually something the neighborhood fought for. We're stuck in the middle trying to keep your committee happy and the people that live there.
- But there's a difference between historical references and something vernacular or familiar.
- I want you to keep in mind that you are 5 or 6-feet away from the entry, the exhaust end of the vehicle. Minimal distances will seem minimal given the circumstances.
 - I think it's about 8-feet. That's why we suck the doors into recesses to get them further away from the cars.

- (Ald. Rummel) I would like to hear about what other Commission's think about the exhaust issue. I don't want the retail owners to worry about their spaces stinking like exhaust. Is this parking arrangement a done deal?
 - What I took away is that if we want angled parking it has to be in this formation.
- But if this Commission feels that the angled parking doesn't represent a good design, they make that recommendation to the Plan Commission and they could ask Traffic Engineering for something different.
- Did you look at angled parking on the other side of the street? Is there an opportunity to have a strip that the back wheel will feel the curb and not hang over so much?
- I almost think it needs to have some kind of green strip or something.

ACTION:

On a motion by Huggins, seconded by Slayton, the Urban Design Commission **GRANTED INITIAL APPROVAL**. The motion was passed on a vote of (5-0). The motion provided for the following:

- Approval of building massing only.
- Address of angled parking comments and landscaping comments.
- Building elevations need further development as noted with the comments made.

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 5 and 6.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 2500 Winnebago Street

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
Member Ratings	6	5	6	5	-	7	7	6
	5	5	5	-	-	4	5	5

General Comments:

- Distinguish residential from commercial at ground level. Less emphasis on early 20th Century design queues.
- Vinyl windows? Parking conflicts with pedestrians and street face. Landscape adequate only in retention area.