

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION

PRESENTED: September 16, 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. 6th Ald. Dist. (38977)

REFERRED:

REREFERRED:

REPORTED BACK:

AUTHOR: Alan J. Martin, Secretary

ADOPTED:

POF:

DATED: September 16, 2015

ID NUMBER:

Members present were: Richard Wagner, Chair; Lois Braun-Oddo, Cliff Goodhart, Tom DeChant, Dawn O’Kroley, Michael Rosenblum, Richard Slayton and Sheri Carter.

SUMMARY:

At its meeting of September 16, 2015, the Urban Design Commission **GRANTED INITIAL APPROVAL** of 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 located at 2524 Winnebago Street. Appearing on behalf of the project were Mark Smith and Marc Ott, both representing Gorman & Company; and Justin Frahm, representing JSD Professional Services, Inc.

Frahm discussed the spatial relationships of the building, streets and connections to open spaces. Materials including crushed granite, steel I-beams and railroad ties evoke the history of the neighborhood and site. Smith noted the change in parking to one direction with angled parking, which allowed for more green between the parking. The art installation is starting to take shape. Building materials were shown and included brick on the corner building, a second brick type on the interior mid-block building, with a reversal of tone on the bays of the brick façade. The team has been talking to Rayovac about the potential of using materials that evoke some of the history of this site. Full balconies are planned for as many units as possible, with some second floor units having shallow French balconies. An outdoor roof deck is proposed on the fourth floor on the southwestern end of the building, which will afford nice sight lines down East Washington Avenue towards downtown. The atrium concept shows the entry as an open triple height space and accessible by the residents. Direct access from the vestibule will access the residential vestibule.

Comments and questions from the Commission were as follows:

- On the apartment ramp, is that open or covered?
 - It is open. There is a garage door at the bottom of the ramp, with concrete walls. We have tried to plant around this pretty heavily. Our intent is that there will be a gate arm so anybody coming to use the commercial spaces can’t accidentally get down there.
- On the green roof, do you have any idea of what sort of plant material you’ll use?

- Irrigated sedum mats. Our intent is to have patios out here in that green roof. It's not going to be interactive, it'll be gated.
- The tonal change that you're proposing from one building to the other is intriguing.
- I'm curious about the setback from balcony to the head above. If you play with that, maybe it can get you a little more depth and more looseness, something less rigid about the top skin.
- The biggest concern I had with the mural, it looks good and is integrated, but when I look at your site plan, how are you going to actually get people to navigate this corner? Right now if I park in the lot, I'm going to use this "main entry" and there's remnants of paving that are encouraging people to cut into this. I would suggest not encouraging pedestrian traffic at all into that parking lot, and really try to get the pedestrians to come around the building, to activate the street and make that a lively corner again.
 - We're waiting for some feedback from Traffic on how much we can do in that corner and how big that really needs to be.
- But even more than that, it's more than how you treat the corner. You're inviting people to walk into the parking lot, which they should be pushed to the street.
- I like the idea of using those materials (Rayovac Building stored brick) and giving a nod to the history of the space.

ACTION:

On a motion by Goodhart, seconded by Carter, the Urban Design Commission **GRANTED INITIAL APPROVAL**. The motion was passed on a vote of (7-0).