

AGENDA # 9

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION

PRESENTED: December 11, 2019

TITLE: 2524 Winnebago Street – PD, New Development of Approximately 75 Market-Rate Apartments with 16,000 Square Feet of Ground Floor Commercial Space at Union Corners. 6th Ald. Dist. (58528)

REFERRED:

REREFERRED:

REPORTED BACK:

AUTHOR: Janine Glaeser, Secretary

ADOPTED:

POF:

DATED: December 11, 2019

ID NUMBER:

Members present were: Cliff Goodhart, Chair; Lois Braun-Oddo, Christian Harper, Jessica Klehr, Tom DeChant, Craig Weisensel, Rafeeq Asad, Syed Abbas and Shane Bernau.

SUMMARY:

At its meeting of December 11, 2019, the Urban Design Commission **RECEIVED AN INFORMATIONAL PRESENTATION** for new development located at 2524 Winnebago Street. Registered and speaking in support were Ted Matkom and Chris Johns, representing Gorman & Company. Registered neither in support nor opposition and available to answer questions was Justin Lee Frahm, representing JSD. Matkom introduced the project background, noting that the previously approved SIP has since expired, and the team had to reconsider the site programming. They also had previously approved tax credits that were no longer eligible and therefore were unable to accommodate the underground parking. They have held three neighborhood meetings and have incorporated a lot of their ideas into the new programming. The neighborhood wanted five-stories but parking made that difficult so they are proposing four. The existing commercial space underneath Carbon is primarily vacant for the last nearly three years due to angled parking and a lack of parking. To engage the corner the neighborhood wanted a cut-through from Milwaukee Street and East Washington Avenue through the site so a pedestrian can get to retail or another part of the campus, and separated the buildings for that walk-through. The café on the corner will have a plaza over the retail and envisioned a clear grand entrance to East Washington Avenue. Retail parking could become an issue with new tenants to the Carbon commercial area. A plaza goes all the way through the site. They are considering reducing parking to allow for more space for the spine amenity; they are meeting with the UW Clinic to discuss shared parking. The neighborhood loves the community gardens amenity. Matkom remarked that the neighborhood and developer are on the same page. The original GDP had strong spine elements, they have tried to incorporate passive open space and active open space. The stormwater and landscaping remains much the same as before. They have a number of concepts for the spaces along East Washington Avenue with openings and planters. There is a central gathering space is maintained as a carry-over from the original SIP. The floor plans were reviewed for a mix of 1 and 2-bedroom units with 80 underground parking stalls. The four-story building appears as a five-story at the corner with a community room provided on the top corner. Building materials include metal panel, spandrel, cement board panel and masonry. The entrances for the retail components have accessibility on both sides of the building. The corner element will be lit at night for the fitness area, community room and rooftop patio deck.

Ald. Rummel sent some written remarks read by the Secretary. She noted the neighborhood grappled with the amount of surface parking and wanted options to reduce it by offering structured parking at grade or offering parking on the south side of Winnebago Street near Milwaukee Street. The spine is considered an essential asset to the site plan and should be as strong as possible. People like the two-story plaza corner element. No major concerns were expressed about massing and height; it could be taller according to some.

The Commission discussed the following:

- Looking at the corner element, I'm not understanding the rhythm. I'm not sure if it wants to read as two plus one, or if it's matching too similar to the proportions of the punched windows on the residential. That's my initial reaction. I'm wondering if it needs to be more unique.
 - We are definitely open to change. We like the element.
- The corner needs to stand on its own. I do like how it pulls over the plaza.
- I wonder if it's the column versus a colonnade that would define that space. It looks like it's teetering a little bit.
- I think it could benefit from some simplification, there's a lot going on. I like the Milwaukee Street side better. There's a lot of materials, hats, maybe there are too many, colors, the balconies.
 - We tried to go base/middle/top to differentiate those things.
- I think it works on the Milwaukee side.
 - Maybe because it's a straight elevation.
- East Washington is pretty busy, I don't know if it's going to be that welcoming to sit on a balcony. I like the idea of exterior space but maybe it's all inset and not poking out at all.
- It could stand to have less hats.
- Those simplifications will also make that corner element stronger.
- Is the top corner part a separate floor?
 - Yes it's a fifth floor.
- There's a lot of red in the neighborhood, with the Red Caboose development happening too. That's part of the simplicity of Milwaukee Street is that there is no red.
- Below the suspended volume at the corner, the grates that come down invoke security grade feel. The nuance of that material might be important. The problematic 10 stalls in the lot, I wonder if one solution is to design that pavement as more flex space so it's not asphalt and maybe ties into the plaza material.
- When you come back we'd love to see the whole GDP at this detail so we can see how the central spine works.
- The swale through the middle, is there any way across that into Carbon directly from the parking lot?
 - There is but it's this main spine connection East Washington with Winnebago. The GDP plan will highlight this.
- Would there be any way to bridge over that area from the parking lot?
 - Potentially, we can explore that.
- People want a short cut.
- Regarding the retail, we don't want to see back-of-house facing East Washington Avenue. There have been a few successes with parking on both sides. What I see from your site plan is a real opportunity for some outdoor dining or sitting along the sidewalk on East Washington Avenue.

ACTION:

Since this was an **INFORMATIONAL PRESENTATION** no formal action was taken by the Commission.