

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION

PRESENTED: July 31, 2019

TITLE: 2340 S. Winnebago Street – New Development of a 4-Story Mixed-Use Building Containing 38 Residential Units and 21,000 Square Feet of Commercial Space for Red Caboose Day Care. 6th Ald. Dist. (56728)

REFERRED:

REREFERRED:

REPORTED BACK:

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ADOPTED:

POF:

DATED: July 31, 2019

ID NUMBER:

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

SUMMARY:

At its meeting of July 31, 2019, the Urban Design Commission **RECEIVED AN INFORMATIONAL PRESENTATION** for a mixed-use building located at 2340 S. Winnebago Street.

Registered in support of the project were Melissa Huggins and Megan Schuetz, representing Movin’ Out; and Kevin Burow, representing Knothe & Bruce Architects.

This is a joint development between Movin’ Out and Red Caboose Day Care, with the child care facility being on the first floor and affordable units above that prioritize affordable units for teachers and childcare workers. In addition, Movin’ Out tenants and Red Caboose will have shared spaces. Movin’ Out is a non-profit based out of Madison whose mission is focused on individuals with disabilities; creating affordable housing opportunities that are integrated to meet that mission. They have been in business about 25 years and doing multi-family projects for the last 12 years. The site is located on the southwest end of the Union Corners development and bounded by four streets. They have been successful in obtaining two additional properties to provide more density and parking within the confines of the property. The main entry is off Winnebago Street adjacent to the outdoor playground area. Vehicular access is off of Fifth Street and staff parking is accommodated off E. Washington Avenue directly into the underground parking. This is a 38-unit building with 53 parking stalls below. There is existing street parking along Winnebago Street and a drop-off space will be designated. As part of the housing development they are pursuing WHEDA tax credits, which requires 3-bedroom units that have direct access to the outside of the building, which allows them to achieve activated streets on both E. Washington and Sixth Street. The building is L-shaped and stepped back along E. Washington and Sixth Street to create a 3-4 story transition with an opportunity for larger outdoor patio spaces. There will be a fitness center and community room. Building materials proposed include a cast stone base element with cream colored brick and composite siding in a darker hue, and a red accent piece to create vibrancy. They have not started a concept landscape plan. There is discussion of adding solar to the roof of the building. Red Caboose is planning for future build-out of additional classroom space.

The Commission discussed the following:

- I see a wonderful photo of urban forestry on the east side but I see nary a tree.
- You're playing with two different options for the corner, one is open balconies and one is closed in.
 - Those are not balconies, that's a different façade. Those are opposite corners.
- That doesn't seem like enough parking for the daycare, considering how much drop-off and pick-up occurs.
 - We anticipate some people will park on the street. They have drop-off and pick-up at various times throughout the day. Red Caboose also has a philosophy that parents come in and spend a little time. The 7 stalls will be designated just for drop-off and pick-up.
- It seems like a tight area for cars to be coming and backing out. Is there a way to get an in and out traffic flow? Something that would feel a little safer.
 - We're running into our friends in Traffic Engineering. One of the first discussions with them is they will not allow us to have any access off of Winnebago. It's going to require some discipline, but I would encourage you to see how Red Caboose manages their parking now, successfully, and this will be much better.
- I appreciate the introduction of color. In the elevations it seems more balanced, but the perspective of the red feels off. It might be startling to have all that red reflectivity coming into the room. Maybe there's a more subtle way to add color that doesn't feel like you're wrapping a package.
 - The irony is that the Director likes this because it is like wrapping up a package. We've been working on this for a very long time.
 - We can look at scaling it down or adding some trim on the window heads, introduce more of a beige panel, but we would like to keep as much of it as we can.
- I do like the red but it needs to be well thought through.
- How did you choose this form and materials based on this context?
 - Given all the new development at Union Corners we're trying to be sort of unique in terms of material selection so we don't seem like an extension of that development. We feel these materials should hold its own presence and tie it together with the red accent. We're trying to keep the palette as simple as possible.
- That's good. I think you should explore how you treat your corners. Not in terms of materials but building form. You have this balcony but then a huge brick column that takes over. I agree with the red, some of the proportions just need to be adjusted a little bit. It's really close in color to the middle and then a thicker darker crown that doesn't seem quite right.
 - We can look at the overall massing.
- This could end up looking like a flimsy brick element, how that gets detailed is important. The entries could look more porch-like, a place for people to sit.
 - We can look at canopies over these elements to give a sense of space.
- Is the house on the corner occupied?
 - Yes it is.
- Have they seen this?
 - They have attended all our neighborhood meetings and are supportive. We've had preliminary conversations about the landscaping and how to make sure they have some privacy. That's why the parking is there rather than units.
- The stairs leading to entries don't look like residential at all. The backside is a lot more successful than the other side. I'm not sure if maybe the materials should come down.
 - We could look at that.

- Is there a way to give the porches some more privacy, maybe bring the brick around as defining part of the porch, like a low wall instead of the guardrail. It doesn't feel like somebody's private space.
 - They are going to have two exterior spaces, the second floor balcony as well as that first floor area. Our goal is to keep the first floor activated. They do have a separate interior entrance as well.
- I wonder if the red awning over the private entrances is also queuing it, almost like you're going to see signage out there. The red could be a clue to the public entrance.
- If you didn't have the red it would look like so many other buildings. The conversation about the red is a little subjective, given our Wisconsin weathers.

ACTION:

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