

AGENDA # 2

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION

PRESENTED: January 4, 2012

TITLE: 2048-2100 Winnebago Street – PUD-GDP
for a Four-Story, Mixed-Use Building. 6th
Ald. Dist. (24851)

REFERRED:

REREFERRED:

REPORTED BACK:

AUTHOR: Alan J. Martin, Secretary

ADOPTED:

POF:

DATED: January 4, 2012

ID NUMBER:

Members present were: Richard Wagner, Chair; Henry Lufler, Marsha Rummel, Richard Slayton, Dawn O’Kroley, Todd Barnett and Melissa Huggins.

SUMMARY:

At its meeting of January 4, 2012, the Urban Design Commission **GRANTED FINAL APPROVAL** of a PUD-GDP located at 2048-2100 Winnebago Street. Appearing on behalf of the project were Jim Glueck, representing Movin’ Out; Lou Host-Jablonski, representing the Schenk-Atwood Neighborhood Association; Kristin Silva, Dee Hoff, Jane Capito, Helen Aarli and Greg Markle. Appearing in support and available to answer questions were Adam Cuern and John Young. Registered in opposition was Bruce Luecke. Changes to the plans include creating a potential front yard open space as requested, the building has been pushed back which results in a loss of approximately 12 parking stalls. Parking ratios will be one to one for residential with shared parking for the retail aspect. Lou Host-Jablonski spoke on behalf of the neighborhood association, expressing strong support for the project and their business model. They provided suggestions including keeping the project at four stories, the modified “T” is an improvement but they are concerned about greenspace in front of the retail as not usable; they’d prefer a 5-10 foot setback. They are concerned with the large amount of parking and would like to see this project more pervious pavement. Bruce Luecke spoke in disapproval to the landscaping and expanded greenspace as being inconsistent with the setbacks of neighboring homes. He also presented photographs of building types, photos of the power lines and poles in relation to the trees. He feels that if the building is placed close to the sidewalk it will dominate the neighborhood. He noted that there isn’t a single house on this stretch that will see anything over the top of this building. Greg Markle spoke as a neighborhood representative for Head Start in support of the project; the philosophy of the business and mixed-use complement the neighborhood. He felt that the live-work units are a positive, as well as the handicapped accessibility. Helen Aarli spoke in support of this building for the neighborhood. She remarked that it’s an infill with different abilities and will serve all generations, this is a site that is well-served by bus service and will provide a sense of community. Jane Capito spoke in praise of the inter-generational uses of this project and sees it as a great addition to the neighborhood. Kristin Silva spoke as a neighborhood resident and praised the affordability and handicapped accessibility and noted that this area needs help and could use the additional housing and residents. Dee Hoff spoke as a neighborhood resident and has a daughter with disabilities, understanding the importance of her daughter being able to integrate with the neighborhood and the residents and emphasized the importance of retaining affordable housing.

Comments and questions from the Commission were as follows:

- In terms of the extra setback space on the “T,” does it line up with the houses on the north side of Winnebago?
 - Essentially yes. Across the street it’s not too different either. I assume at the SIP level we will be showing you those details.

If you're going to have multiple tenants in there, instead of thinking of that as greenspace think of it as landscaped plaza space. You could have a coffee shop and have a more urban feel while still giving the neighbors the space that they want.

- Look closely at how the setback relates to the neighbors. There should be some undulation in that setback to create interest within that plaza area.
- Think about transportation with the front entries.
- Make your parking counts clear as part of the GDP approval, including allowances for shared parking with Ford's Gym.
- It seems to be that for this urban project the parking has a suburban approach, not recognizing that there is street parking. All of that parking is taking away for any provision for on-site stormwater management.
- Look at your landscaping/hardscape treatment to help bring the building to the scale rather than designating something to show where it's green.
- Your major entry could be treated as more of an entry it will help circulation in the parking lot.
- Changing the layout of parking might help the handicapped accessible stalls not having to cross the road to get to the entry.
- It seems like we're banking a lot of parking for speculative tenants. You have some room to play with the parking spots as well as some stormwater management.
 - We intend to pursue the stormwater options. In regards to the parking count.
 - I'm hoping you will give us a range and at the SIP level we can work that out in more detail. We don't know what we can offer except that range at this point.
- The layout of 93 stalls is simple but where they aren't double loaded they aren't as efficient. What about investigating 45° parking?
 - It reduces the efficiency. You set up a directional movement that some people are going to ignore. I don't know that it reduces the square footage of pavement. 90° is the more efficient.

ACTION:

On a motion by Huggins, seconded by Barnett, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a vote of (6-0).

The motion provided for the following:

- A range of 10-15 feet setback at Winnebago Street for room to play, including undulations in the building façade with landscaping/hardscape amenities that relate to the streetscape.
- Four-stories with the request that at the SIP level the parking counts are investigated and return with what is needed for the range of uses proposed and shared parking arrangements.
- Include underground storage, blue roofs, green roof, rain gardens or bioretention swales as stormwater management.
- Consideration for banking some parking stalls.
- Pursue the discussion with Traffic Engineering related to the long-term goals for the courts and addressing the transportation drop-off access opportunities that may occur on Winnebago Street.
- Address massing in relation to the site with the building shape to respond.
- Parking counts are subject to further review of on-site need and availability of on-street parking.

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, 5, 5.5, 6 and 7.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 2048-2100 Winnebago Street – PUD-GDP

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
Member Ratings	5	-	-	-	-	5	6	5
	6	-	-	-	-	6	8	7
	-	-	-	-	-	-	-	5
	6	-	-	-	-	5	7	6
	7	-	-	-	-	-	-	5.5

General Comments:

- Great project!
- Too much parking, worthy concept.
- Limited documentation for substantial project.