



PREPARED FOR THE URBAN DESIGN COMMISSION

Project Address: 2524 Winnebago Street
Application Type: PD(SIP) for New Mixed-Use Development in UDD #5
Initial/Final Approval is Requested
Legistar File ID # [58528](#)
Prepared By: Janine Glaeser, UDC Secretary

Background Information

Applicant | Contact: Ted Matkom, Gorman & Company, LLC/Justin Frahm, JSD Professional Services, Inc.

Project Description:

The applicant is seeking Initial/Final Approval for an amendment to a Planned Development-Specific Implementation Plan (PD-SIP) that will be the final phase of the Union Corners Planned Development. A previous version of this corner site PD-SIP was approved by the UDC on Oct. 7, 2015 as a mixed-use building containing a 28,000 square-foot grocery store, 10,000 square feet of general commercial space and 105 apartments.

The current proposed mixed-use building will occupy approximately 3 acres at the corner of the larger 11.5-acre Union Corners property. The proposed five-story building will be an L-shaped structure that will stand five stories with 80 underground parking stalls and approximately 95 surface parking stalls. The building will house a 16,000 square-foot retail space on the first floor of the building along E. Washington Avenue and 75 apartment units.

Project Schedule:

- The Plan Commission is scheduled to review this project on May 11, 2020.
- The Common Council is scheduled to review this project on May 19, 2020.

Approval Standards:

The UDC is an **approving body** on this request. The site is located in **Urban Design District 5 (“UDD 5”)**, which requires that the Urban Design Commission review the proposed project using the design standards and guidelines for that district in MGO Section 33.24(12).

The Commission is also an advisory body on the PD request. As with any Planned Development, the Urban Design Commission is required to provide a recommendation to the Plan Commission with specific findings on the design objectives listed in Zoning Code sections 28.098(1), Statement of Purpose, and (2), Standards for Approval. (**PD Standards for Approval attached.**)

Summary of Design Considerations and Recommendations

Planning staff requests that the UDC provide feedback on the exterior design and appearance of the building and site layout, including pedestrian circulation, parking, and landscape concept, and comment based on the Standards and Guidelines of UDD 5 and the PD Standards.

Planning Staff have also request that the Commission provide feedback on how the proposed development fits within the larger GDP and surrounding context, including how the proposed building holds the corner and relates

to the surface parking lot & landscaping layout. Provide feedback on the overall building façade composition, including number and pattern of exterior materials.

Finally, staff notes the following comments were provided by Commissioners at the December 11, 2019 meeting:

- 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.
- 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.
- I think it works on the Milwaukee side.
- 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.
- 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.
- Would there be any way to bridge over that area from the parking lot?
- 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.