

## Memorandum

To: City of Madison Planning and Zoning Staff; Urban Design Commission Members  
From: Justin Frahm, Project Consultant, JSD Professional Services, Inc.  
Re: Letter of Intent – 2524 Winnebago St. Nexus – Union Corners Land Use & UDC Initial Approval  
JSD Project #: 15-6830A  
Date: February 5, 2020  
cc: Ted Matkom, Gorman & Company; Jason Korb, Korb + Associates

---

### Project Intent

The *Nexus* Specific Implementation Plan (SIP) is the final phase within the Union Corners Planned Unit Development (PD) approved as a General Development Plan (GDP) as recorded in March 2015. Union Corners is an infill redevelopment master plan surrounded by several well established, long standing, and dense neighborhoods on Madison's near east side. Adjacent to Nexus is the first phase of Union Corners, a 60,000 square foot *UW Health* medical clinic that opened in December 2016. In the center of Union Corners fronting Winnebago Street is *Carbon*, the second phase of construction. *Carbon* is a four-story mixed-use development with 18,000 square feet of ground floor retail space, 90 mixed-income apartment units, and underground parking. *Carbon* completed construction in September 2017. Across the street (Winnebago) from *Carbon*, Gorman & Company is nearing construction completion of *Generations at Union Corners*, which features 60 units of mixed-income apartments targeted to grandfamilies and kinship families.

Nexus will feature 13,676 SF of ground floor commercial space with 105 market rate apartment units to feature efficiency, one, two and three bedroom units. Three units are townhome style on the eastern wing of the building with ground level walk-up entrances off of Milwaukee Street. The 2.99 acre site development includes three outdoor public spaces: a gathering space off Washington Avenue incorporating seating and spaces for market stalls, a hardscape plaza at the corner of Washington and Milwaukee Street that connects to the interior of the site, and a public green space off Milwaukee Street. An area for community gardens is located near Milwaukee and Winnebago Streets. Underground parking will be provided for residents, with surface parking for overflow, visitors and commercial spaces.

Nexus will feature a 356 SF on-site leasing office such that residents will have convenient access to property management and maintenance staff. The building will also include a community room and resident amenities. Apartment units will feature an open concept design with a large kitchen and living space, energy efficient appliances and fixtures, closets and storage spaces, secure entry, high-speed internet and cable hookups, in-unit washer/dryers, and modern finishes.

The mixed-use development will be financed with a combination of private equity and conventional debt. Construction start is anticipated in fall 2020.

## Zoning

Lot 2, Certified Survey Map 11835, recorded in Vol. 72 of Certified Survey Maps, page 247, as #4206575, in the City of Madison, Dane County, Wisconsin is a 2.999 acre lot. The lot is zoned 'PD' as part of an approved 2015 General Development Plan (GDP) for the overall Union Corners development.

The original General Development Plan provided a narrative description for 'Phase II' as originally defined within the Union Corners GDP, now referred to as 'Nexus':

*'Phase II is comprised of the land near the corner of East Washington Avenue and Milwaukee Street. Development on this parcel is intended to create a strong "gateway" presence on that corner, while also creating a defined street edge along East Washington Avenue. It is anticipated that development on Phase II will contain commercial uses on the ground floor with residential on the floors above. Parking for this phase will be primarily located in an underground structure, with some parking located on the surface.'*

The density, bulk, site, landscaping requirements and lighting, signage and usable open space (no minimum) areas area shown on Specific Implementation Plans (SIP).

## Land Use

Exhibit A within the approved General Development Plan (GDP) includes a table of uses that lists Retail, Sales and Service and Commercial, Food and Beverages, Recreation, Entertainment and Lodging and Residential (Family Living) as permitted uses which are consistent with proposed commercial uses for Nexus. It is anticipated that leases for commercial spaces (to be determined) will feature a combination of retail, service, office and or food/beverage uses.

*\*For a full table of permitted uses, see Exhibit A, General Development Plan dated March 2015.*

## Summary of Proposed Development

- 2.999 AC Site with current address 2524 Winnebago Street
- 5-Story Mixed-Use Building
  - 13,676 SF Ground Floor Commercial
  - 356 SF Residential Leasing Office
  - 105 Total Residential Units
    - Efficiency – 4 units
    - 1 BR – 72 units
    - 2 BR – 22 units
    - 3 BR – 7 units
  - Density Unit per Acre = 35 DUA
  - 80 Underground Vehicular Stalls (2 ADA)
  - 111 Surface Vehicular Stalls
  - 99 Indoor Bicycle Stalls
  - 28 Outdoor Bicycle Stalls

### **District Alder, Neighborhood & City Staff Coordination**

Gorman & Company began project planning efforts in 2015 including multiple meetings with District #6 Alder Marsha Rummel, neighborhood residents and City Staff. Additional Neighborhood and City Staff meetings have been facilitated by the development team based on the evolution of project plans to date.

#### Most Recent Project Stakeholder Meetings Include:

- December 5, 2019 – Neighborhood Meeting (Mixed Use Concept)
- December 11, 2019 – Urban Design Commission Informational Presentation
- January 2019 – Coordination and Meeting with City of Madison Staff

Gorman & Company plans to facilitate an additional Neighborhood Meeting in March 2020 to provide additional opportunity for stakeholder input concurrent with City Staff review processes.

### **Review of Urban Design District #5 Standards:**

This site is located in Urban Design District 5. The site and building design incorporate the principles of this district, including:

- Prominent corner design at E. Washington Ave. & Milwaukee St.
- Exterior building materials that are harmonious with those used on other buildings in the area.
- Parking areas located to the side or to the rear of buildings rather than in the front.
- Landscaping throughout site, include connections and completion of the Union Corners promenade through the middle of the master development.

### Site

The site plan has maximized building massing and frontage along E. Washington and Milwaukee Streets while maintaining traffic circulation and access to the site via an existing access point on Winnebago St. serving the previous Carbon development phase. Underground parking is provided for residential uses and a limited surface parking lot in the rear of the buildings for commercial and visitor use. A central ‘spine’ connection has been maintained connecting East Washington Avenue to the Carbon, UW Health and Generations at Union Corners developments via a widened sidewalk and paved terrace section that will serve the Nexus development for active and passive pedestrian uses.

### Building Design

The building is made up of two wings along East Washington Avenue and Milwaukee Streets intersecting at the corner with a two-story tall plaza. First floor commercial space along Washington and resident amenity spaces will have aluminum storefront with clear glazing. Commercial entrances are provided along East Washington Avenue and from the rear surface parking. The main resident lobby is accessed from the corner plaza. Large format masonry veneer will break up the storefront at corners and columns, and continue around the building to the back facing the surface parking. Modular brick veneer will clad the second through fourth floors with metal panel accents between unit windows. Recessed balconies with glass railings break up the Washington and Milwaukee facades. Metal panel and cement board panel clad the two south facing back facades above the first floor. The corner of Washington and Milwaukee is activated by the first floor plaza and round concrete columns support the upper floors over the plaza. Metal panel frames aluminum storefront glazing at the corner

third, fourth and fifth floors. The fifth floor is clad with metal panel and each unit has an outdoor balcony or deck area with glass railings. Along East Washington Avenue the fifth floor is set back from the face of the building and includes an outdoor common amenity deck.

### Parking

Resident parking is included as underground, structured parking within the building footprints. A centralized surface parking area has been designed within the rear of the building, largely screened from adjacent rights-of-ways. The surface parking area has been designed to provide safe access via a central access drive for visitors and site users. Primarily serving commercial building uses, the parking area has been developed with large central landscape 'buffer strips' which provide landscape opportunities to screen and separate parking bays into smaller 'pods'. This pervious strips will be landscaped with prairie seed mixes and canopy trees to visually break up the central parking area for the site.

### Pedestrian Access

Pedestrian access has been maximized with direct connections via a 'central spine' to East Washington Avenue, an existing central pedestrian corridor which connects to other, existing phases of development and direct ground floor access to the buildings via East Washington Avenue, Milwaukee and Winnebago Streets public sidewalks. Internal site pedestrian circulation serves customers, residents and visitors for safe access to building entrances via wide sidewalk standards.

### Landscape

Landscape treatment has been designed and integrated within the site layout in order to meet Urban Design District design guidelines and City Zoning requirements. The current landscape design dedicates specific open space (pervious) areas and maximizes green space within parking areas and adjacent to pedestrian connections within the development. The plan exceeds 10% (currently 11.9%) of open space dedicated to landscape area within overall sidewalk and parking impervious areas, well above the 5% minimum conventional zoning standard for devoted landscape within interior parking lots for redevelopment.

Per UDD #5 standards, one (1) canopy tree is within 70 feet of all parking spaces as designed per plan. Eighteen (18) overstory / canopy trees are required for the total landscape area within interior parking lots. The current landscape plan proposes seventeen (17) overstory / canopy trees and eight (8) ornamental trees (2 ornamental in lieu of 1 canopy) are provided to meet the minimum tree requirements for every 160 square feet of required landscape area within interior parking lot area.

### Summary

The project team looks forward to coordination with City of Madison departmental staff and project stakeholders to implement a successful development plan. We are confident the proposed project will contribute to a vibrant neighborhood on a significant City corridor and provide a strong sense of place for residents and visitors of the Union Corners Development.

For questions or information please contact Ted Matkom, Gorman & Company [tmatkon@gormanusa.com](mailto:tmatkon@gormanusa.com) or Justin Frahm, JSD Professional Services, Inc. [justin.frahm@jsdinc.com](mailto:justin.frahm@jsdinc.com).