

Development Proposal Public Meeting Review: 2048 & 2011 Winnebago St.

December 5, 2011

Neighbors and friends,

I send out the message below as a summary of the meeting that occurred last Wednesday, 11/30/11 concerning the proposed development on Winnebago St. Although the meeting was well attended there are always many more who cannot make it but remain interested. In the interests of keeping the entire neighborhood 'in the loop' I offer the following summary.

- Brad Hinkfuss, SASYNA Preservation & Development

On November 30, 2012 a second public meeting was convened at Plymouth Congregational Church to discuss and provide neighborhood input on the proposed redevelopment project located at 2048 and 2100 Winnebago St. This meeting grew out of an earlier meeting between the developers, Alder Rummel and SASYNA Preservation & Development committee, where it became apparent that there was a great deal of new information that had not yet been publicly shared or discussed. The project is a partnership between Movin' Out and Accipiter Properties. It involves the new construction of ~60 apartment units and 22K sf of commercial space in a single building. The project also include about 50-60 parking stalls underneath the building and 70-85 surface parking spots in a new parking lot, for a total of 120-135 parking spots. A key part of the financial plan for the project involves the application for two sources of special public financing: WHEDA tax credits and New Market tax credits.

The plan presented on 11/30/11 was completely revised from the plan presented in the first public meeting. The first plan suggested two separate buildings with a very different orientation on the lot. The revised and current plan combines those buildings into one, effectively stacking 3 floors of residential units on top of a single floor of commercial space to create a 4-story building. The number of apartment units and parking spaces is essentially unchanged from the first plan proposal. The new proposal has the building occupying the corner of Winnebago St and Sutherland Ct, built right up to the sidewalk with very little setback.

In attendance at the meeting were about 30-35 people, including Alder Marsha Rummel and Heather Stouder from the City of Madison Planning Department. All 4 members of the SASYNA Preservation & Development committee were present, as were many people from the neighborhood. The following summarize a number of statements, opinions and positions taken by those present at the meeting:

- **General Plan:** The developers have 'split' their Planned Urban Development (PUD) application to the City into two halves which are normally done simultaneously. These include the General Development Plan (GDP) and the Specific Implementation Plan (SIP). Only the GDP has been submitted to for approval at this point. The GDP, if approved, solidifies the fundamental components of the development, such as # of units, range of parking stalls, building height, etc. The SIP delineates all of the finer details of the development, such as the landscape plan, building materials, exact # of units and parking, building elevations, etc. The developers stated that they chose to submit only the GDP for now because creating the SIP involves a great deal more work, expense and time for review. By submitting and gaining approval for the GDP the said they can "earn points" on their grant submissions for financing.
- **Specific Plan:** If the GDP is approved, the developers must bring the project before the neighborhood again, this time likely in the spring of 2012. This would not be a review of whether or not the project should proceed. It would be a review of the SIP, including actual elevations that show what the building would look like, layout of the surrounding space, etc. Neighborhood input in this process could influence details of the project - some of them potentially big details - but only within the parameters already set by the GDP. *The developers stated that they will stay in regular contact with the Alder and SASYNA to keep the neighborhood apprised of the project status.*

- **Size:** The architect, Jim Glueck, presented a 'massing study' to the attendees. This involved a big picture of the affected street scape with a large form drawn in to represent the 'mass' or size of the building relative to the existing homes and buildings on the street. He emphasized that the building form was intentionally monolithic and lacking in detail because it was intended only to give an idea of size, not true appearance.
- **Height:** There was vocal opposition to the 4-story height of the building - largely contained to those few neighbors who live in the immediate vicinity. Some attendees also expressed support for a building of 3 or 4 floor, citing it's location alongside the business district of Schenk-Atwood.
- **Mixed-Use:** All attendees were very supportive and congratulatory of the concept of a mixed-use development that contained affordable housing options (60% and less of County Median Income as well as a few market-rate units). A number of people expressed enthusiastic support for Movin' Out's mission of providing independent housing options for people with disabilities.
- **Setback:** Some attendees expressed concern about how the development plans show it coming right up to the sidewalk. Other attendees approved of this feature because the development is located immediately adjacent to existing structures with similar construction. The developers suggested that the final GDP would approve a range for a number of variables. For example, the setback could be within 1-3' from the sidewalk; the building could undulate with some portions closer and others further back; the corner could be cut, etc. The developers want to work out these details in the SIP process. *They stated that they are committed to working with the neighborhood and being flexible within limited parameters during the SIP process.*
- **Parking:** People expressed a wide range of opinions on the amount of parking. Some felt that parking should be maximized and that, "you can never build too much parking." Others expressed a desire for less surface parking due to stormwater runoff concerns and the loss of that space for other amenities. The developers stated that they were trying to present a middle-ground approach, and that they were open to reducing parking or keeping it at the proposed levels depending in part on the likely tenant mix for the commercial space. A note was made that a number of the proposed spots immediately behind Ford's Gym were effectively dedicated to that business.
- **Snow & Reconstruction:** Neighbors expressed concern over snow removal and accumulation with limited setbacks and terraces. Some attendees pointed out that this is no different than a number of blocks in the Schenk's Corners area with no setbacks. Others felt it would mean more trouble for them if the excess snow was pushed down to more purely residential areas of the street. *The developers stated that they would consider setting the building back somewhat (as noted above) but that they were also interested in exploring the reconstruction of Winnebago St to see if the street might be narrowed and thereby create more space with less snow to be moved. Heather Stouder said that she would check with engineering for an accurate schedule of when the Winnebago reconstruction might happen. However, she said the details of that work cannot be known until much closer to construction time.*
- **GDP Flexibility:** The developers said that the GDP could be completely resubmitted next year if they chose to follow a significantly different course with the project. They could choose to do this for their own reasons, or in response to very strong sentiments from the neighborhood. The GDP could also be amended to accommodate some significant changes without fundamentally rewriting it. *The developers acknowledged this possibility but did not promise it. Rather, they stated that they would work in good faith with the neighborhood to resolve differences and design features.*
- **Communication:** Neighbors generally voiced some discontent with the communication process surrounding the project and public meetings. *The developers stated that they would make a much more concerted effort to communicate more, and more often in the future.*
- **Alder:** Marsha Rummel made some specific suggestions including; 1) creating a clipped corner entry at Sutherland/Winnebago corner; 2) setting back the bulk of the Winnebago facade in a slight T formation, 3) add more greenspace and trees to the parking lot, and 4) parking lot may still be too big for the Urban Design Commission's judgement.
- **Urban Design Commission:** The next point of review for this project will be an Urban Design Commission (4:30pm, 12/21/11, Madison Municipal Building, 215 Martin Luther King Jr. Blvd., Rm LL-110). Alder Rummel sits on the Urban Design Commission. These meetings are open to the public and people can provide additional feedback at this meeting.

- **Plan Commission:** Following Urban Design, the next public review will be before the Plan Commission on 1/9/2012. Here again, the meeting is open to the public and people can attend and make comments and/or suggestions.