



PREPARED FOR THE URBAN DESIGN COMMISSION

Project Address: 2300 S. Park Street
Application Type: Villager on Park Master Plan Update Located in UDD No. 7
Legistar File ID # [66575](#)
Prepared By: Kevin Firchow, Acting UDC Secretary

Background Information

Applicant | Contact: Peter Tan, Strang, Inc. | Matt Wachter, City of Madison Department of Planning, Community and Economic Development

Project Description: The applicant is presenting an informational presentation for the Villager on Park Master Plan Update.

Approval Standards:

The UDC will be an **approving body** on this request. The site is located in Urban Design District 7 (“UDD 7”), 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\(14\)](#).

Summary of Design Considerations and Recommendations

The initial master plan for the Villager was approved by the Common Council in 2006 after review by various bodies, including the Urban Design Commission. That plan, adopted as a supplement to the South Madison Neighborhood Plan, was approved as the controlling document for the redevelopment of the Villager by the CDA. Staff notes that among that plan’s consideration is the development of a four-story business center development at the corner of Park Street and Hughes Place. Information on the original plan can be found under [Legislative File 02353](#). Subsequent updates to that plan have been reviewed and approved by the Urban Design Commission, including amendments approved in 2008 and 2011.

Components of the current master plan alteration include the demolition of a portion of the north multi-tenant building, future construction of structured parking along Hughes Place, contemplation of future residential development along Ridgewood Way, and the general reconfiguration of some parking and internal walkways. The plans also reflect the massing of the proposed Urban League Hub building.

As an informational presentation on a Master Plan, staff recommends the UDC provide overall feedback on the proposed plan modifications and specific feedback related to UDD 7 considerations.