

**APPLICATION FOR  
URBAN DESIGN COMMISSION  
REVIEW AND APPROVAL**

**AGENDA ITEM # \_\_\_\_\_  
Project # \_\_\_\_\_**

DATE SUBMITTED: <u>1/14/09</u>	<b>Action Requested</b>
UDC MEETING DATE: <u>1/21/09</u>	<input type="checkbox"/> Informational Presentation
	<input type="checkbox"/> Initial Approval and/or Recommendation
	<input checked="" type="checkbox"/> Final Approval and/or Recommendation

PROJECT ADDRESS: 2202 - 2300 S. PARK ST.  
ALDERMANIC DISTRICT: 14

OWNER/DEVELOPER (Partners and/or Principals) ARCHITECT/DESIGNER/OR AGENT:  
 Community Development Authority of City of Madison Strang, Inc.  
Madison Municipal Building, Suite LL100 6411 Mineral Point road  
 215 Martin Luther King Jr. Blvd. Madison, Wisconsin 53705  
 Madison, Wisconsin 53703

CONTACT PERSON: Mark Olinger, CDA Executive Director  
Address: Madison Municipal Building, Suite LL100  
215 Martin Luther King Jr. Blvd.  
Phone: Madison, Wisconsin 53703  
Fax: Phone 608-266-4635  
E-mail address Fax 608-267-8739  
Email: Molinger@cityofmadison.com

**TYPE OF PROJECT:  
(See Section A for:)**

- Planned Unit Development (PUD)
  - General Development Plan (GDP)
  - Specific Implementation Plan (SIP)
- Planned Community Development (PCD)
  - General Development Plan (GDP)
  - Specific Implementation Plan (SIP)
- Planned Residential Development (PRD)
- New Construction or Exterior Remodeling in an Urban Design District \* (A public hearing is required as well as a fee)
- School, Public Building or Space (Fee may be required)
- New Construction or Addition to or Remodeling of a Retail, Hotel or Motel Building Exceeding 40,000 Sq. Ft.
- Planned Commercial Site

**(See Section B for:)**

- New Construction or Exterior Remodeling in C4 District (Fee required)

**(See Section C for:)**

- R.P.S.M. Parking Variance (Fee required)

**(See Section D for:)**

- Comprehensive Design Review\* (Fee required)
- Street Graphics Variance\* (Fee required)
- Other \_\_\_\_\_

\*Public Hearing Required (Submission Deadline 3 Weeks in Advance of Meeting Date)

Where fees are required (as noted above) they apply with the first submittal for either initial or final approval of a project.



January 14, 2009

Letter of Intent

To: Urban Design Commission

Project: The Atrium at The Villager (2008 037)  
2200 – 2300 South Park Street  
Madison, Wisconsin

Owner: City of Madison Community Development Authority  
Madison Municipal Building, Suite LL100  
215 Martin Luther King Jr. Boulevard  
Madison, WI 53703

Architect: Strang, Inc.  
6411 Mineral Point Road  
Madison, WI 53705  
Lawrence Barton, Principal in Charge  
608-276-9200

Civil/Landscape: Schreiber Anderson Associates  
717 John Nolen Drive  
Madison, WI 53713  
Christopher Thiel, Project Manager  
608-255-0800

ARCHITECTURE  
ENGINEERING  
INTERIOR DESIGN

This submittal is to request final approval of the first phase of implementation of the master plan that was approved by UDC on September 24, 2008. Phase I includes:

- Demolition and reconstruction of the atrium entry portion of the existing building.
- Remodeling and reconstruction of storefronts on both sides of atrium entry.
- Redevelopment of the existing parking lot in the center portion of the existing site.

This submittal does not include the new freestanding building that is being planned for the Urban League of Greater Madison but it does include the site redevelopment around the ULGM building.

The Villager is an existing building that was originally constructed in a series of phases in the 1960's, 1970's and 1980's. Portions of the existing building vary in height from one story to two stories with basement.

The current use of the building is a mix of retail, office, education, and institutional uses. This project is not intended to change the existing uses. The majority of the current tenants are expected to remain during and after the remodeling. The purpose of the project is to upgrade the



STRANG

appearance of the building and site, and improve the functioning of the property by remodeling the building to meet current standards.

Project Schedule:

Construction will begin in May, 2009 and be completed by December, 2009.

Project Statistics:

Site Area: 412,613 square feet total area (9.47 acres)  
130,000 square feet being altered

Building Area: 109,568 square feet total "footprint"  
10,734 square feet being demolished  
8,725 square feet being new construction

Building height above grade is 1 to 2 stories; 32'-0" to top of parapet.

Description of Building Use (Project Area Only):

Retail tenants (ex: Sportstown Sporting Goods, Cricket Cellular Telephone).

Office/institutional tenants (ex: Dane County Department of Human Services, Wisconsin Women in Business Council).

Educational tenants (ex: Madison Area Technical College, UW Financial Education Center).

Hours of Operation: 8:00am to 9:00pm, Monday through Friday.  
9:00am to 5:00pm, Saturday and Sunday.

Delivery Truck Parking: Service drive on west (back) side of building.

Mechanical Systems: Rooftop HVAC equipment concealed from view behind building parapets.

ARCHITECTURE  
ENGINEERING  
INTERIOR DESIGN



ENTRY ELEVATION



VIEW FROM SOUTHEAST

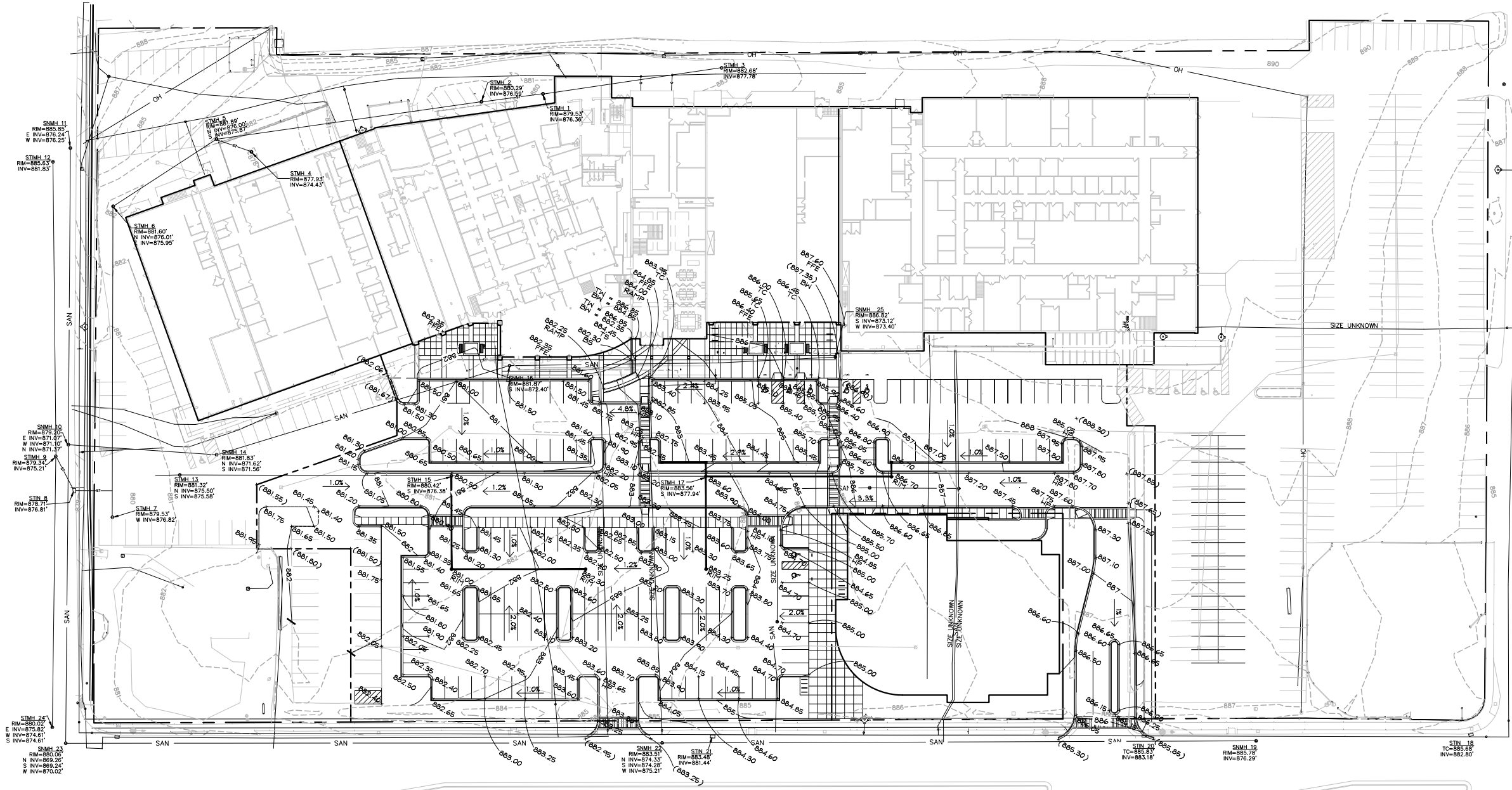
ARCHITECTURE  
ENGINEERING  
INTERIOR DESIGN



VILLAGER ATRIUM  
PERSPECTIVES -1

ARCHITECTURE  
MECHANICAL  
ELECTRICAL  
INTERIOR DESIGN

STRANG INC.  
6425 MINERAL POINT ROAD  
MADISON, WI 53705-4895  
T/ 608 276 8800  
F/ 608 276 8804



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FILE NAME utility\_08\_1017

REVISIONS

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CHECKED CT

DATE 12-09-08

PROJECT NO. 200837



PROJECT TITLE

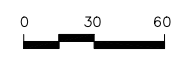
**THE ATRIUM  
REMODELING AT  
THE VILLAGER  
PHASE A**

2300 S. PARK ST  
MADISON, WI 53713

SHEET TITLE  
**SITE GRADING PLAN**

SHEET NO.  
**C301**

LEGEND:		NOTES:	
HP	HIGH POINT	1.	ALL PROPOSED PAVING, CURBS, AND PLANTING AREAS SHALL TRANSITION SMOOTHLY TO EXISTING ADJACENT FEATURES. PROVIDE POSITIVE DRAINAGE ON ALL PAVING AND THROUGHOUT ALL PLANTING AREAS.
LP	LOW POINT	2.	EXCAVATED MATERIAL NOT SUITABLE FOR BACKFILLING SHALL BE REMOVED AND LEGALLY DISPOSED OF OFF-SITE
FS	FINISH SURFACE	3.	CONTOUR INTERVAL IS ONE (1) FOOT.
FG	FINISH GRADE	4.	SPOT ELEVATIONS REPRESENT THE DESIGN INTENT OF FINISH GRADES AND FINISH SURFACES. SUBGRADES SHALL BE PER THE DETAILS.
FFE	FINISH FLOOR ELEVATION	5.	CONTRACTOR SHALL MEET EXISTING GRADE AT PROJECT LIMIT LINES WITH A SMOOTH AND CONTINUOUS TRANSITION.
INV	INVERT ELEVATION	6.	SITE SURVEY DOES NOT CONTAIN PIPE SIZES OR INVERT ELEVATIONS FOR EXISTING UTILITIES. VERIFY PRIOR TO CONSTRUCTION.
TC	TOP OF CURB	7.	SPOT ELEVATIONS REPRESENT EDGE OF PAVEMENT ELEVATIONS UNLESS OTHERWISE NOTED BY LEGEND DESCRIPTION NOTE.
TM	TOP OF WALL		
TS	TOP OF STAIRS		
BS	BOTTOM OF STAIRS		
BW	BOTTOM OF WALL		
(XXX.X)	EXISTING GRADE		
	SWALE		
	SLOPE DIRECTION		



P:\projects\2300\2300-1249-village\sheet\1\08\12-09-08.dwg Dec 09, 2008 04:58pm rcd:ase

REFER TO SHEET  
S001 FOR SIGNAGE  
INFORMATION

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FILE NAME	
REVISIONS	

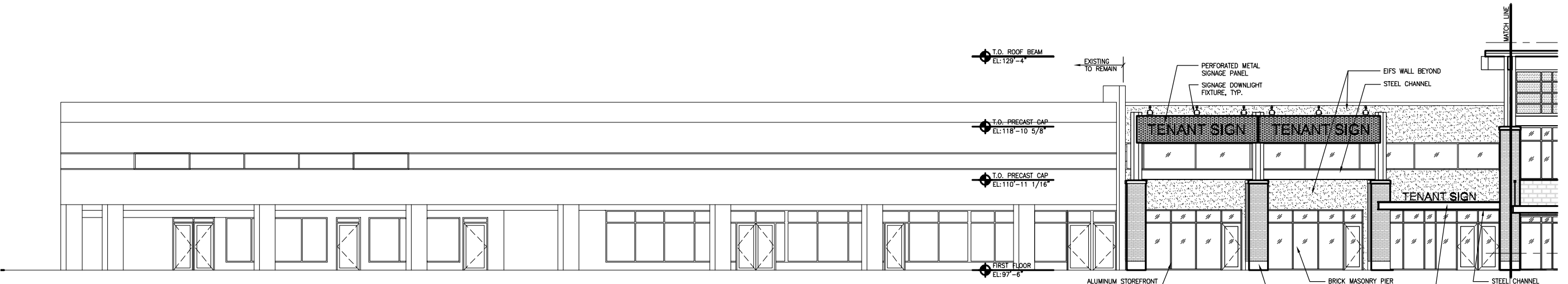
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DATE	01-14-09
PROJECT NO.	2008037
PROJECT TITLE	

CITY OF MADISON  
THE ATRIUM  
AT VILLAGER

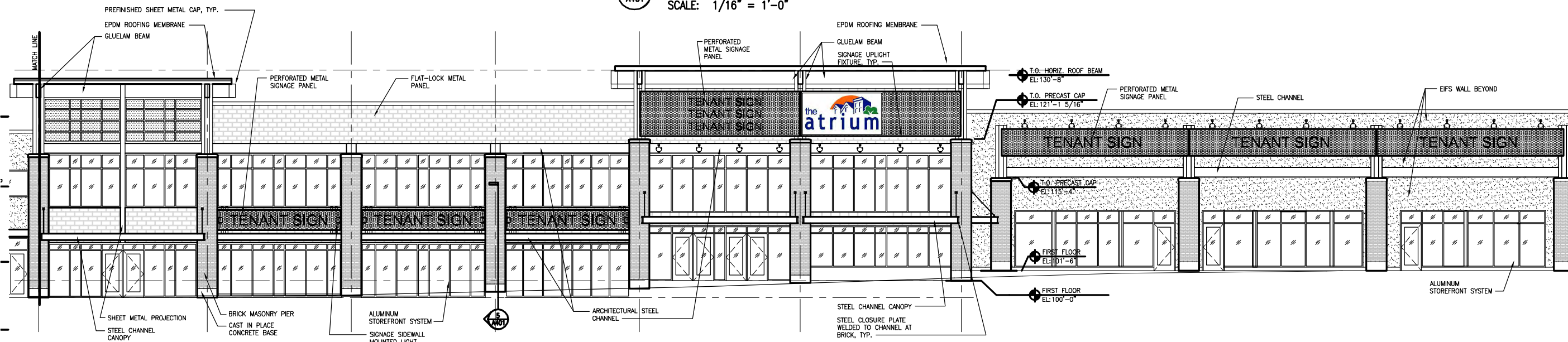
2202-22-24 S. PARK STREET  
MADISON, WI 53703

SHEET TITLE  
EXTERIOR  
ELEVATIONS

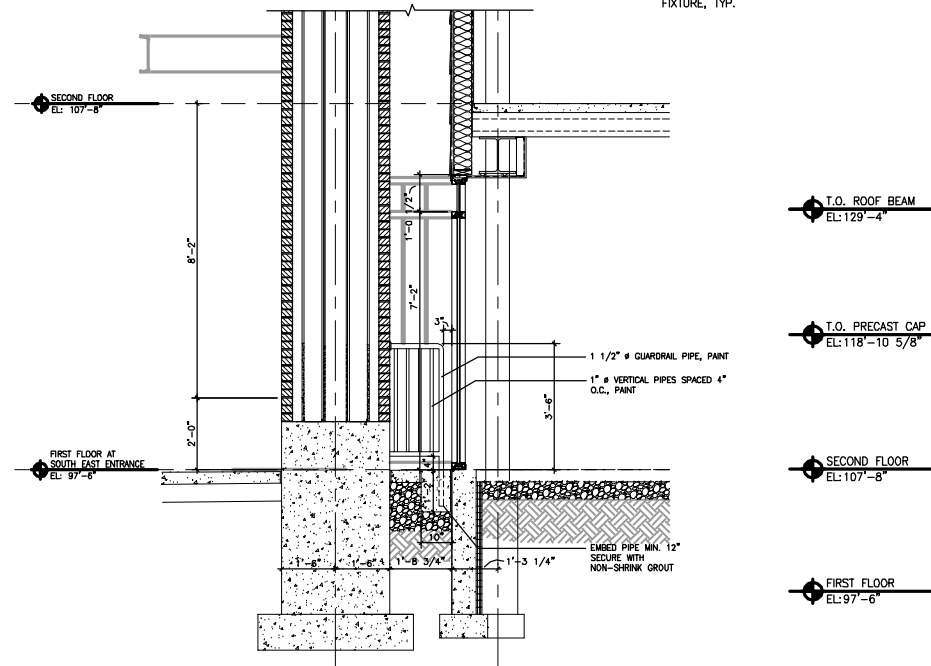
SHEET NO.  
**A401**



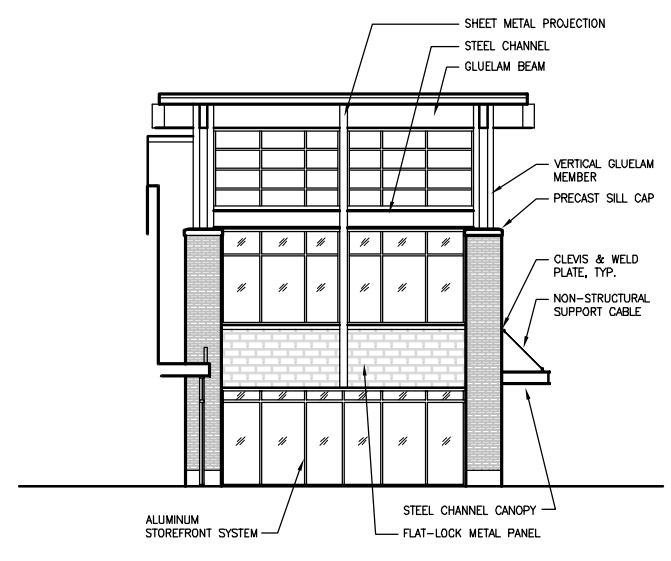
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PARTIAL EAST ELEVATION  
SCALE: 1/16" = 1'-0"



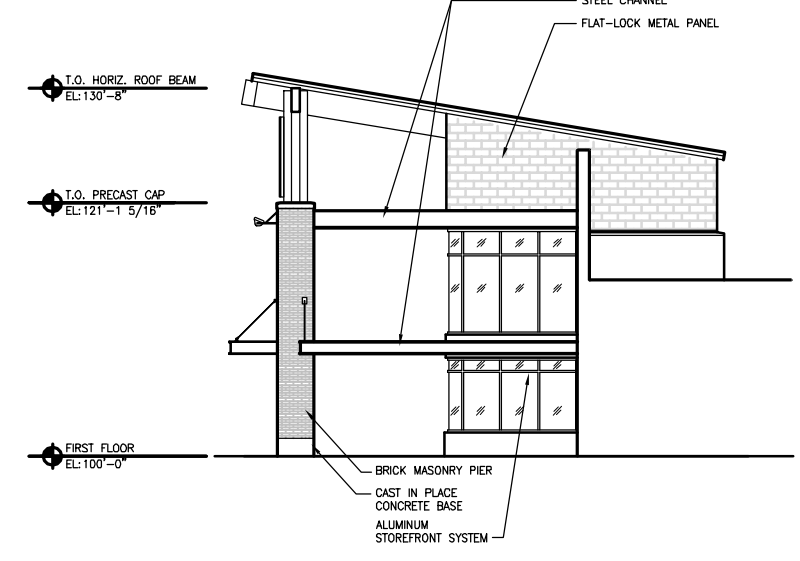
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A401  
PARTIAL EAST ELEVATION  
SCALE: 1/16" = 1'-0"



**5**  
A401  
PARTIAL SECTION AT PIER/GUARDRAIL  
SCALE: NTS



**4**  
A401  
PARTIAL SOUTH ELEVATION  
SCALE: 1/16" = 1'-0"



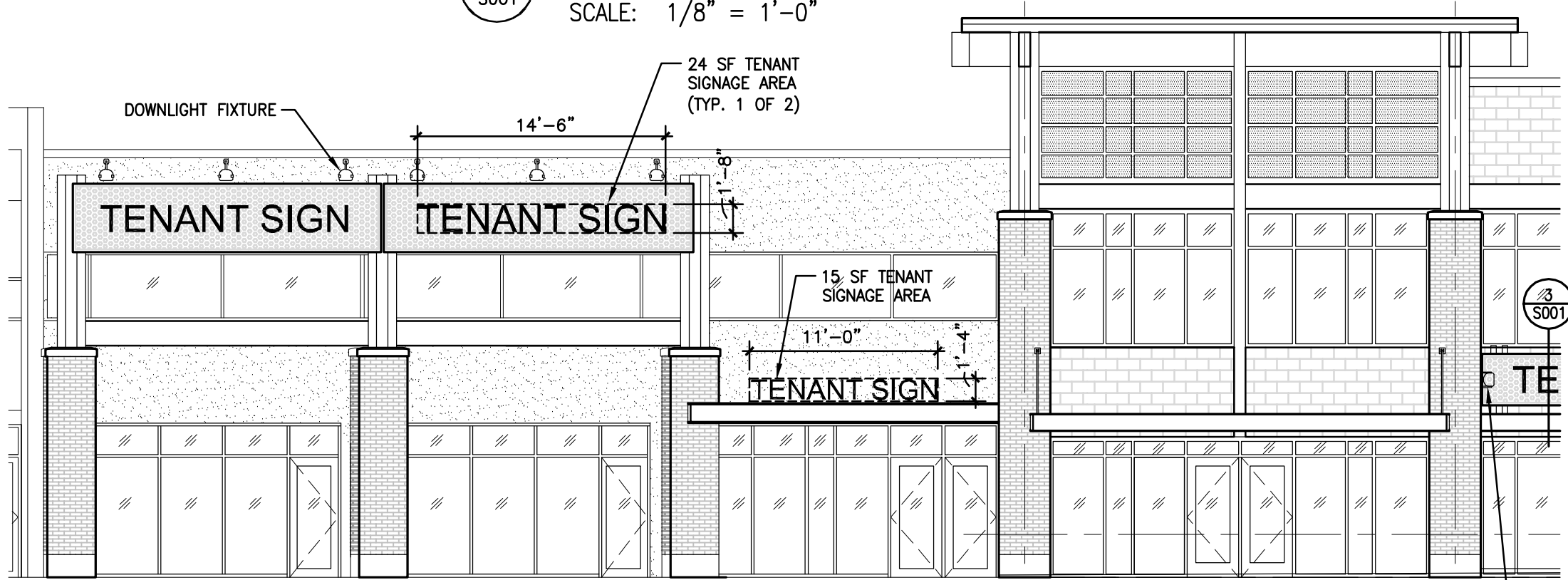
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PARTIAL NORTH ELEVATION  
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MATERIAL KEY

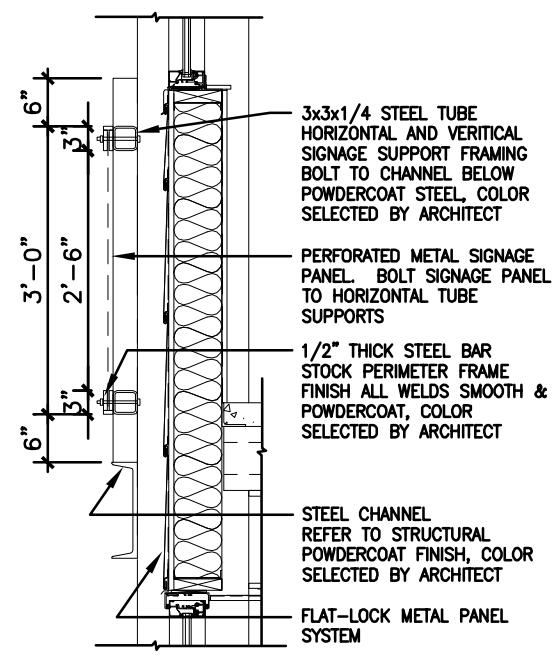
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[Flat lock metal panel pattern]	FLAT LOCK METAL PANEL
[Perforated metal pattern]	PERFORATED METAL
[Patterned glass G11 pattern]	PATTERNED GLASS, G11
[Vision glass G10 pattern]	VISION GLASS, G10
[EIFS pattern]	E.I.F.S.



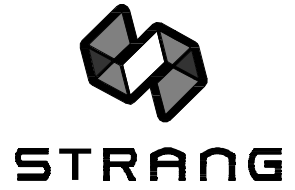
1  
S001 PARTIAL EAST ELEVATION  
SCALE: 1/8" = 1'-0"



2  
S001 PARTIAL EAST ELEVATION  
SCALE: 1/8" = 1'-0"



3  
S001 SIGNAGE DETAIL  
SCALE: NTS



ARCHITECTURE  
ENGINEERING  
INTERIOR DESIGN

STRANG INC.  
8411 MINERAL POINT ROAD  
MADISON, WI 53705-4985  
T/ 608 276 9200  
F/ 608 275 9204

REFER TO SHEET  
A401 FOR ADDITIONAL  
INFORMATION

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DATE	01-14-09
PROJECT NO.	2008037
PROJECT TITLE	

CITY OF MADISON  
THE ATRIUM  
AT VILLAGER

2202-22-24 S. PARK STREET  
MADISON, WI 53703

SHEET TITLE  
EXTERIOR SIGNAGE

SHEET NO.  
S001

# THE ATRIUM REMODELING AT THE VILLAGER

2300 S. PARK STREET  
MADISON, WISCONSIN

JANUARY 14, 2009

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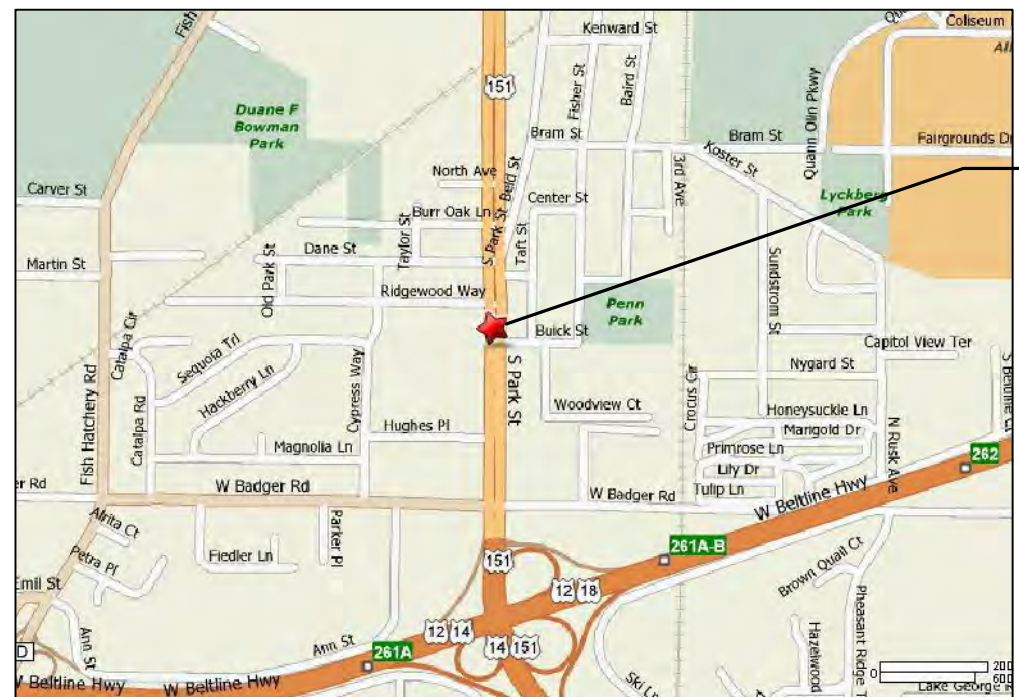
ARCHITECT:

STRANG, INC.

CIVIL ENGINEER:

SCHREIBER / ANDERSON ASSOCIATES, INC.

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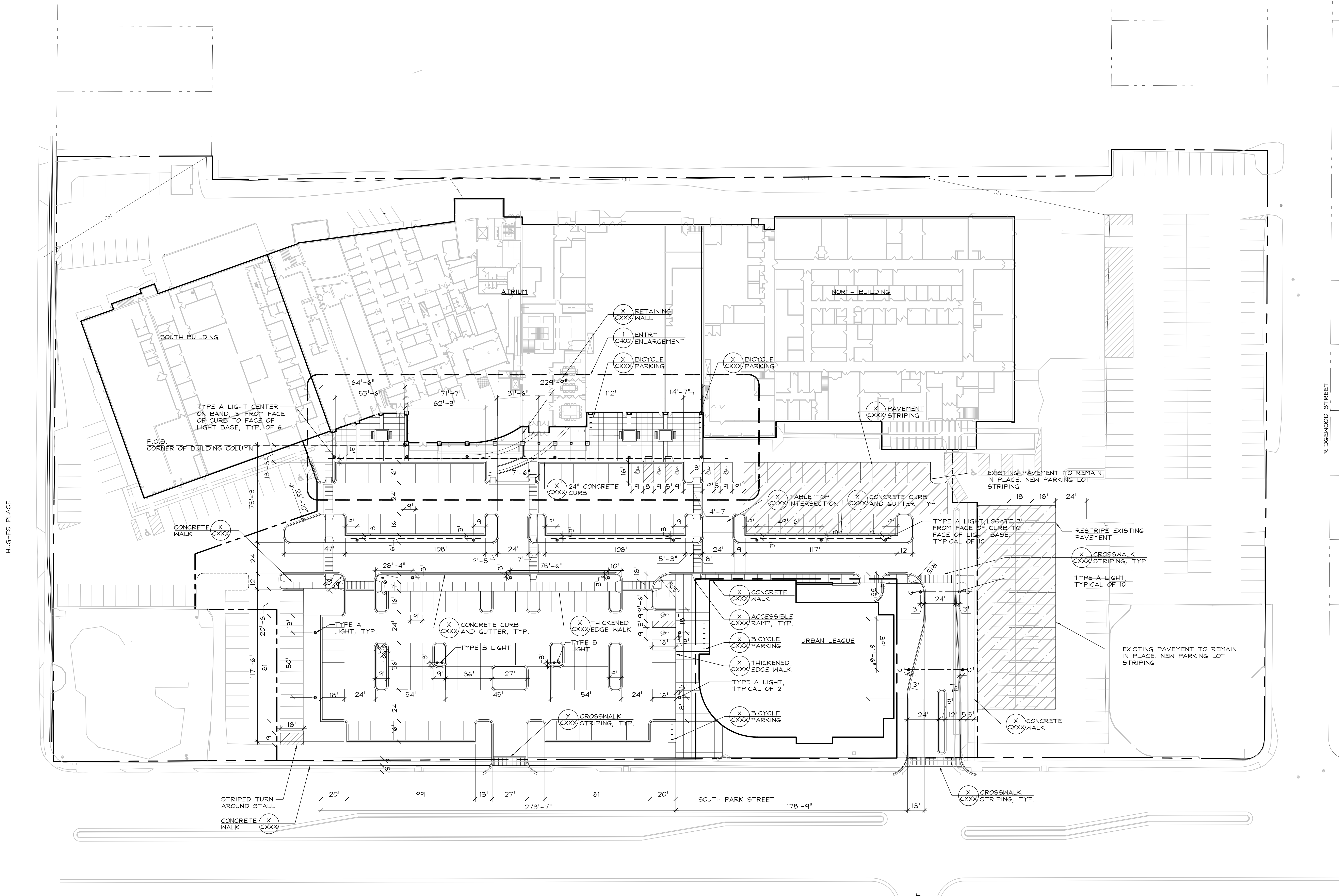


PROJECT LOCATION

## SHEET INDEX

- SITE PLAN
- GRADING PLAN
- SITE AMENITIES
- BICYCLE PARKING PLAN
- LANDSCAPE PLAN, DETAILS
- BUILDING ELEVATIONS
- PERSPECTIVES
- PERSPECTIVES
- EXTERIOR ELEVATIONS
- PROPOSED SIGNAGE
- LIGHTING PLAN WITH PHOTOMETRICS
- PUD TEXT WITH LETTER OF INTENT





**LEGEND:**

• P.O.B. POINT OF BEGINNING  
--- ALIGN

**NOTES:**

1. ALL WRITTEN DIMENSIONS SUPERSEDE SCALED DIMENSIONS
2. CONTRACTOR SHALL INSTALL EXPANSION JOINTS BETWEEN CONCRETE PAVING, CURBS, AND EXISTING PAVING OR STRUCTURES
3. THE CONTRACTOR IS RESPONSIBLE FOR SITE STAKING. ALL PROPOSED SITE FEATURES SHALL BE STAKED IN FIELD PRIOR TO CONSTRUCTION. ALL CURVES SHALL BE SMOOTH AND CONTINUOUS WITH CAREFULLY MATCHED TANGENTS.
4. SEE SHEET XXXX FOR GRADING PLAN.
5. SEE SHEET XXXX FOR LANDSCAPE PLANTS AND LOCATION.
6. MAXIMUM SLOPE AT ALL WALKS 1:20. MAXIMUM SLOPE AT HANDICAP RAMPS 1:12.
7. ALL DIMENSIONS ARE TO FACE OF CURB OR EDGE OF PAVEMENT.

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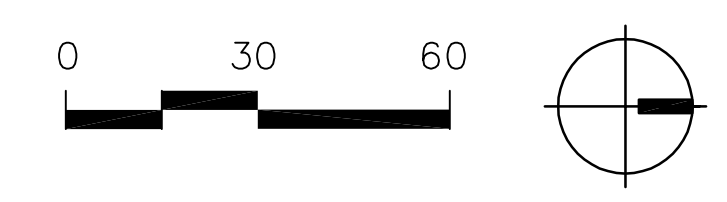
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PROJECT NO.	2008037
PROJECT TITLE	

**THE VILLAGER  
PHASE I  
THE ATRIUM**

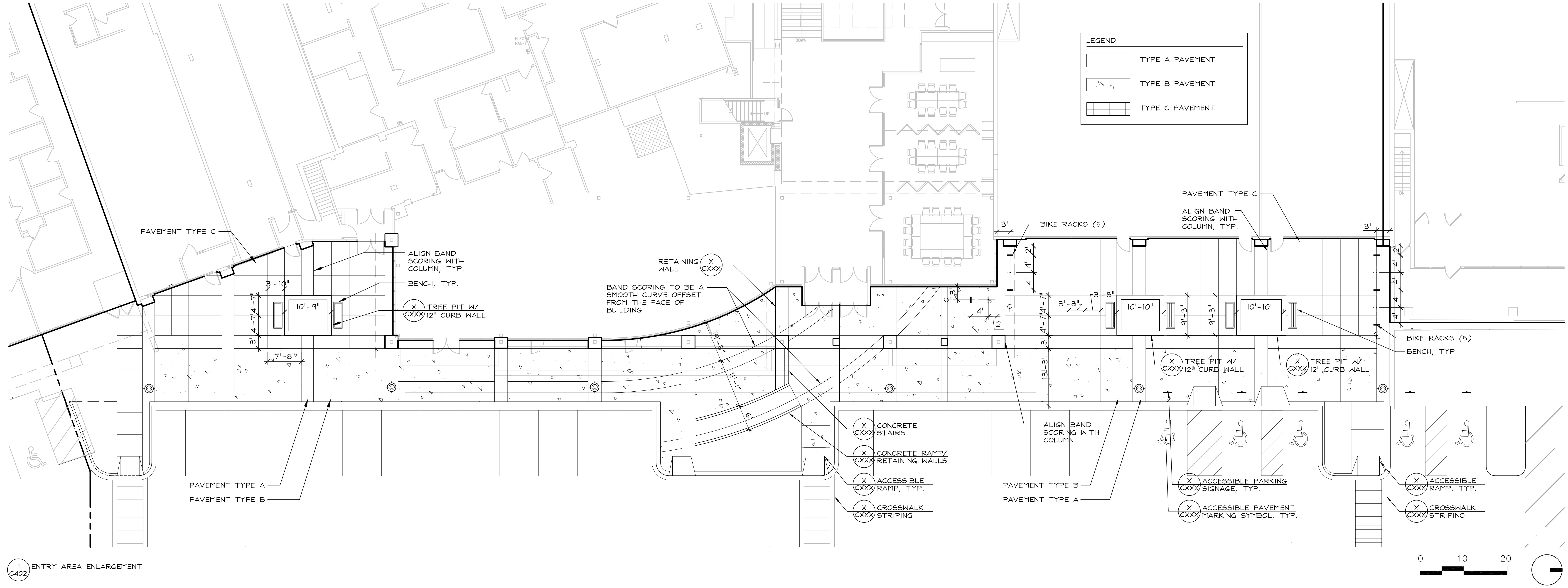
2300 S. PARK ST  
MADISON, WI 53713

**SITE LAYOUT PLAN**

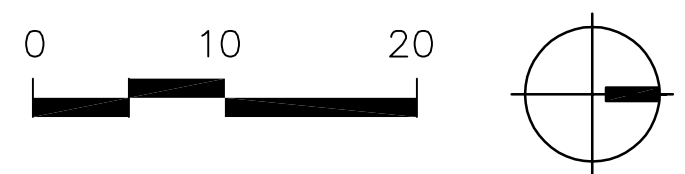
SHEET NO.  
**C401**



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1 ENTRY AREA ENLARGEMENT  
C402



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PROJECT TITLE	

**THE VILLAGER  
PHASE I  
THE ATRIUM**

2300 S. PARK ST  
MADISON, WI 53713

SHEET TITLE  
**SITE LAYOUT PLAN**

SHEET NO.  
**C402**



Holophane Granville



Landscape Forms Plainwell Series - Wood



Dero Bike Hitch



Landscape Forms Plainwell Series - Metal



DuMor Bench 165



DuMor Receptacle 158



Holophane Mongoose

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PROJECT TITLE  
**THE VILLAGER  
PHASE I  
THE ATRIUM**

2300 S. PARK ST  
MADISON, WI 53713

SHEET TITLE  
**SITE AMENITIES**

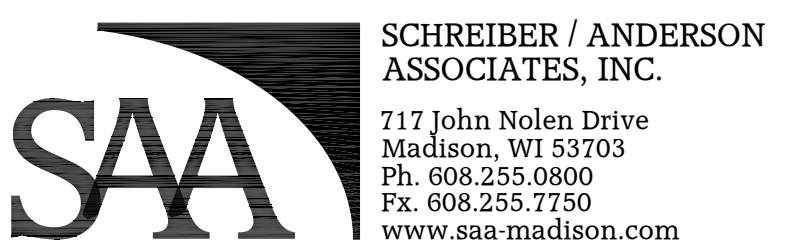
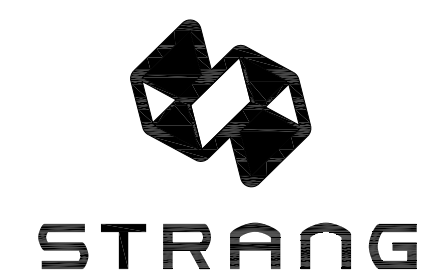
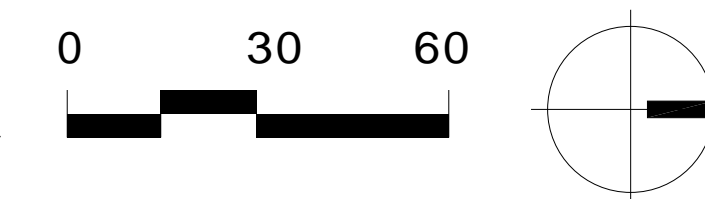
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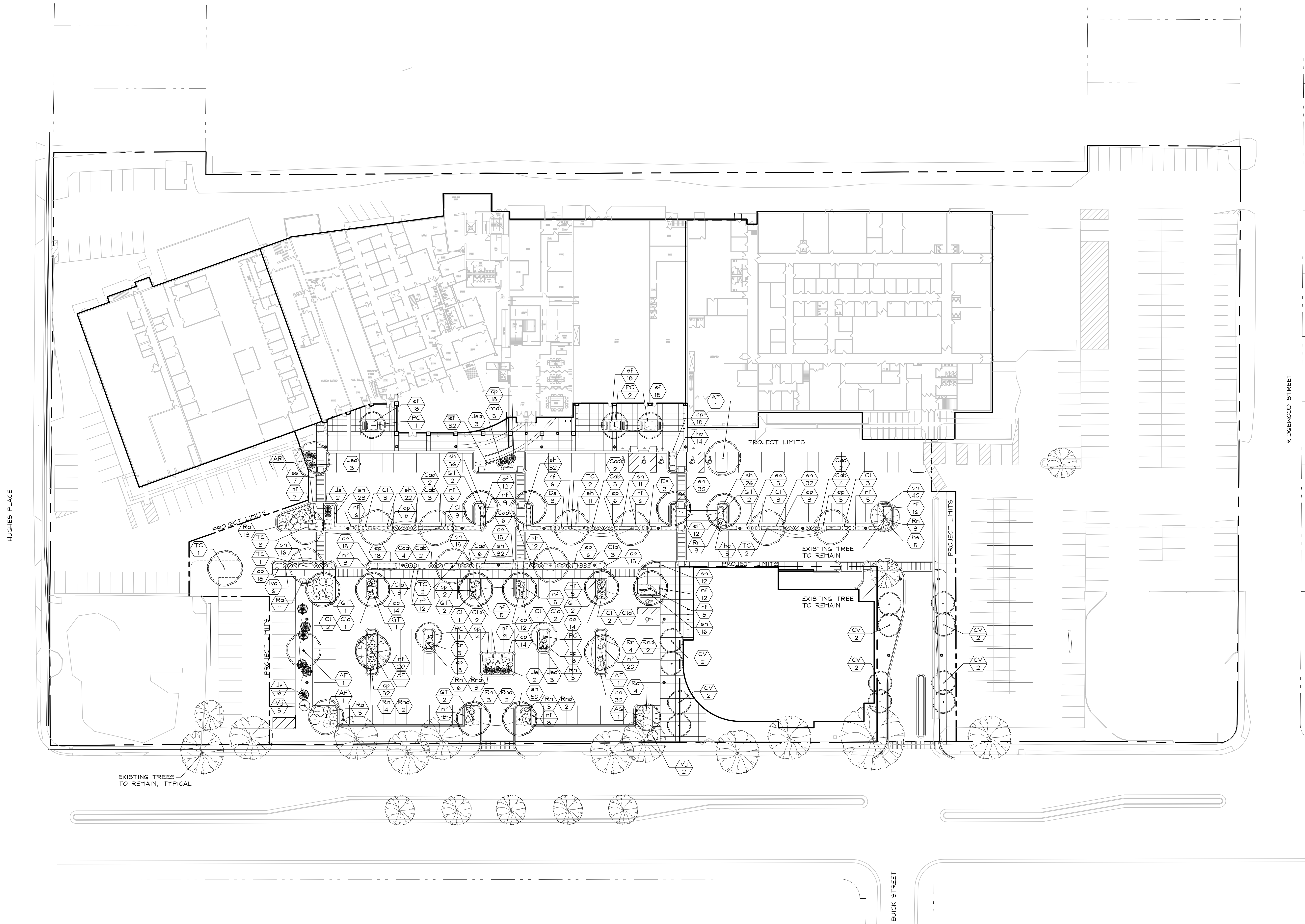


PHASE I PARKING SUMMARY:	
PARKING PROVIDED:	148 STALLS
BICYCLE PARKING PROVIDED PER ZONING CODE:	15 SPACES
BICYCLE PARKING PROVIDED:	40 SPACES

# The Villager Master Plan - Bicycle Parking



SCHREIBER / ANDERSON ASSOCIATES, INC.  
 717 John Nolen Drive  
 Madison, WI 53703  
 Ph. 608.255.0800  
 Fx. 608.255.7790  
 www.saa-madison.com



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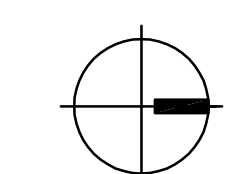
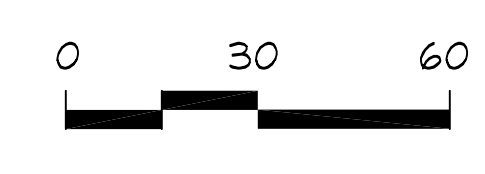
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PROJECT NO.	2008037
PROJECT TITLE	

**THE VILLAGER  
PHASE I  
THE ATRIUM**

2300 S. PARK ST  
MADISON, WI 53713

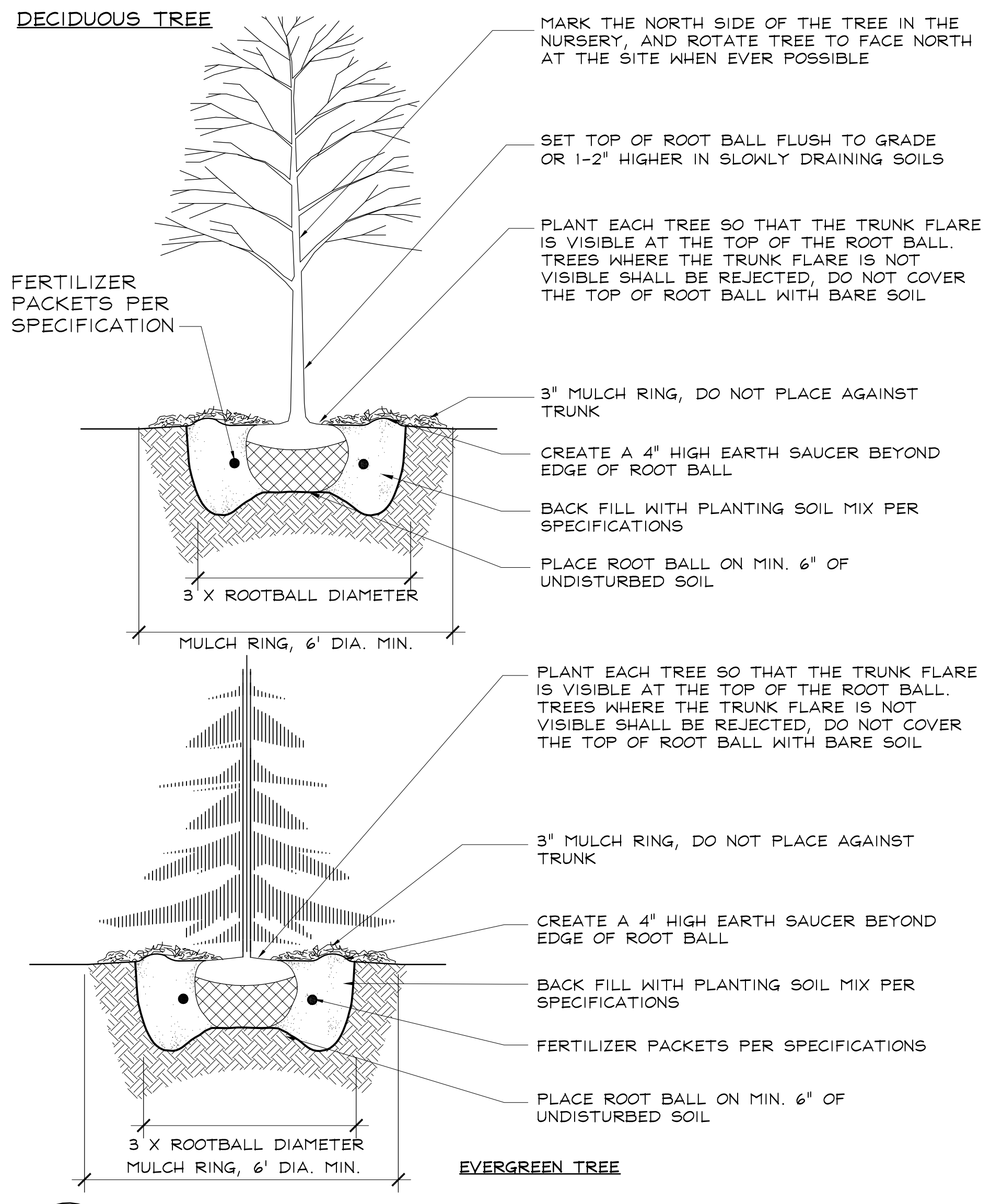
**LANDSCAPE PLAN**

SHEET NO.  
**C501**



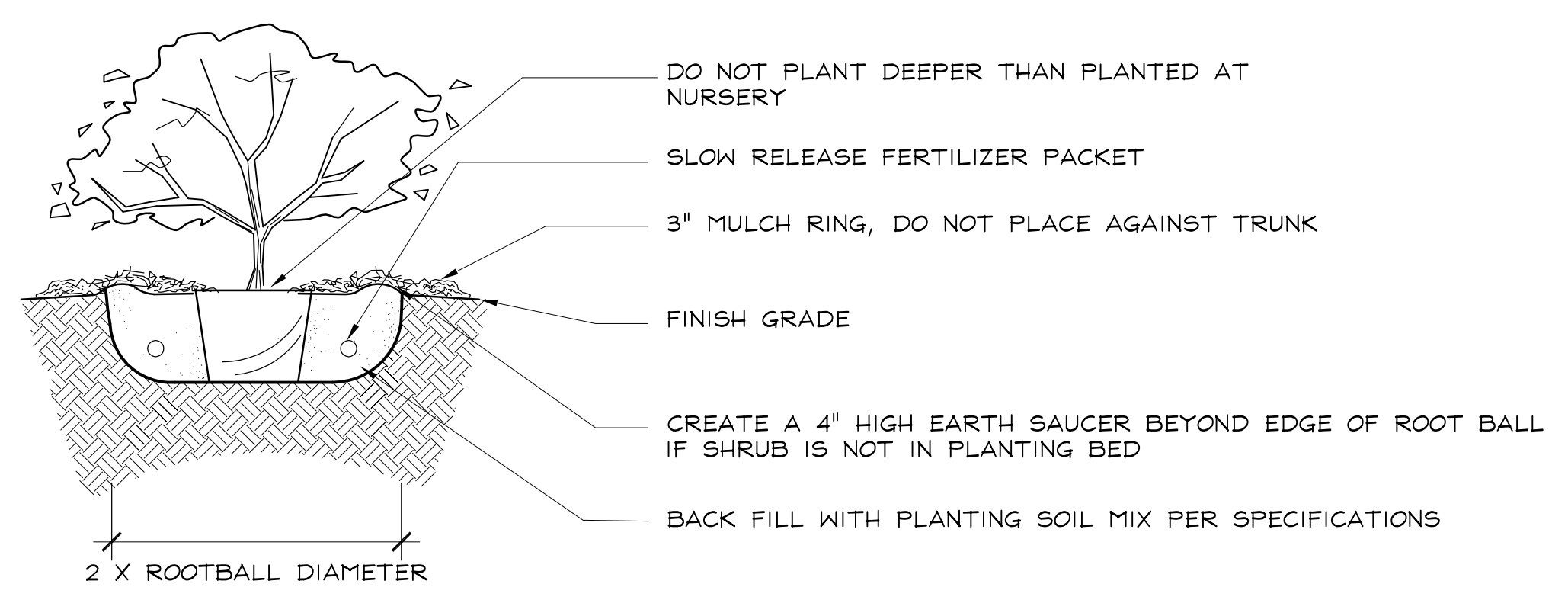
SCHREIBER / ANDERSON  
ASSOCIATES, INC.  
717 John Nolen Drive  
Madison, WI 53703  
Ph. 608.255.0806  
Ft. 608.255.7150  
www.saa-madison.com

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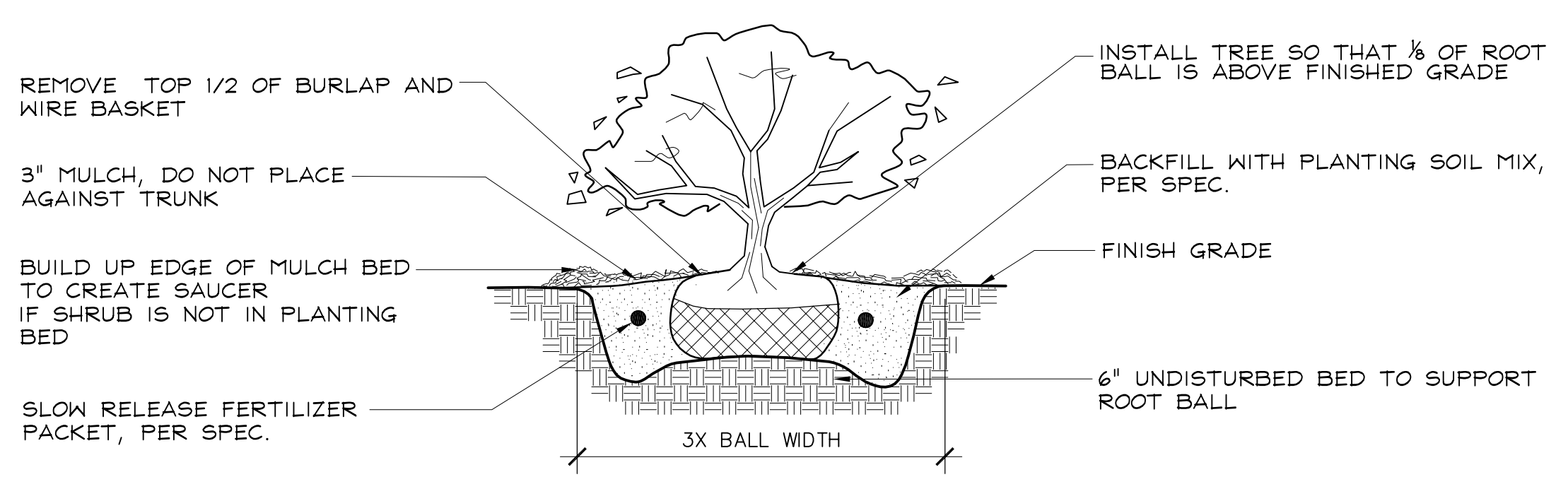
3 B&B TREE PLANTING DETAILS  
L2.1

SCALE 1" = 1'-0"



3 CONTAINER SHRUB PLANTING DETAIL  
L2.1

SCALE 1" = 1'-0"

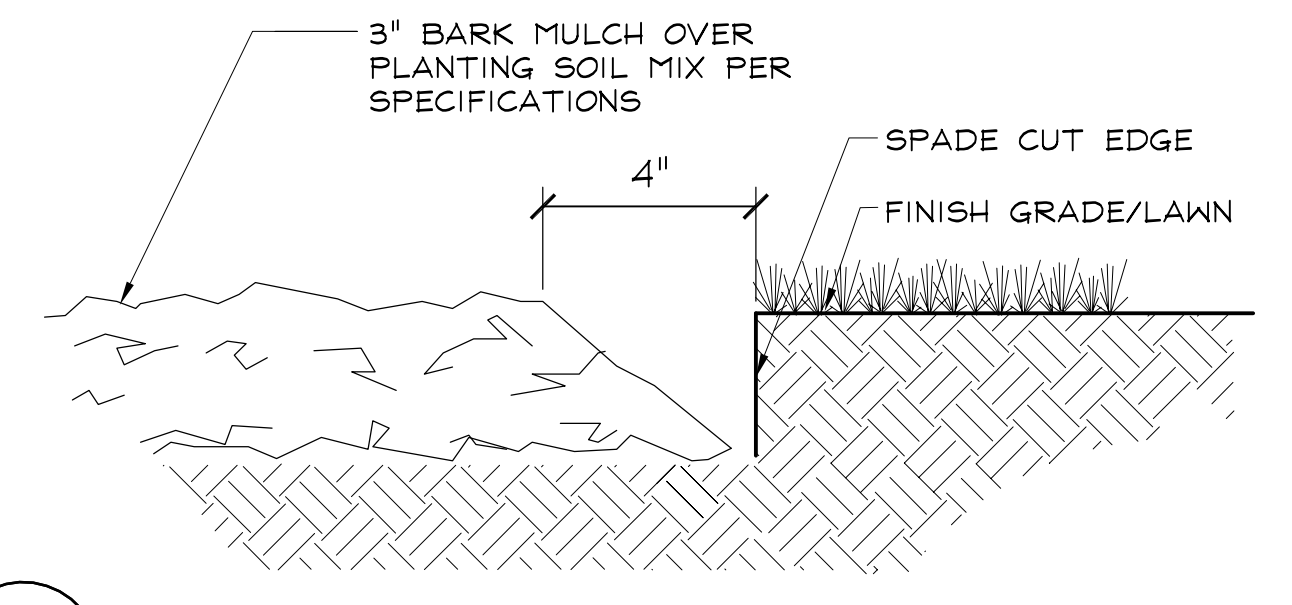


4 B&B SHRUB PLANTING DETAIL  
L2.1

SCALE 1" = 1'-0"

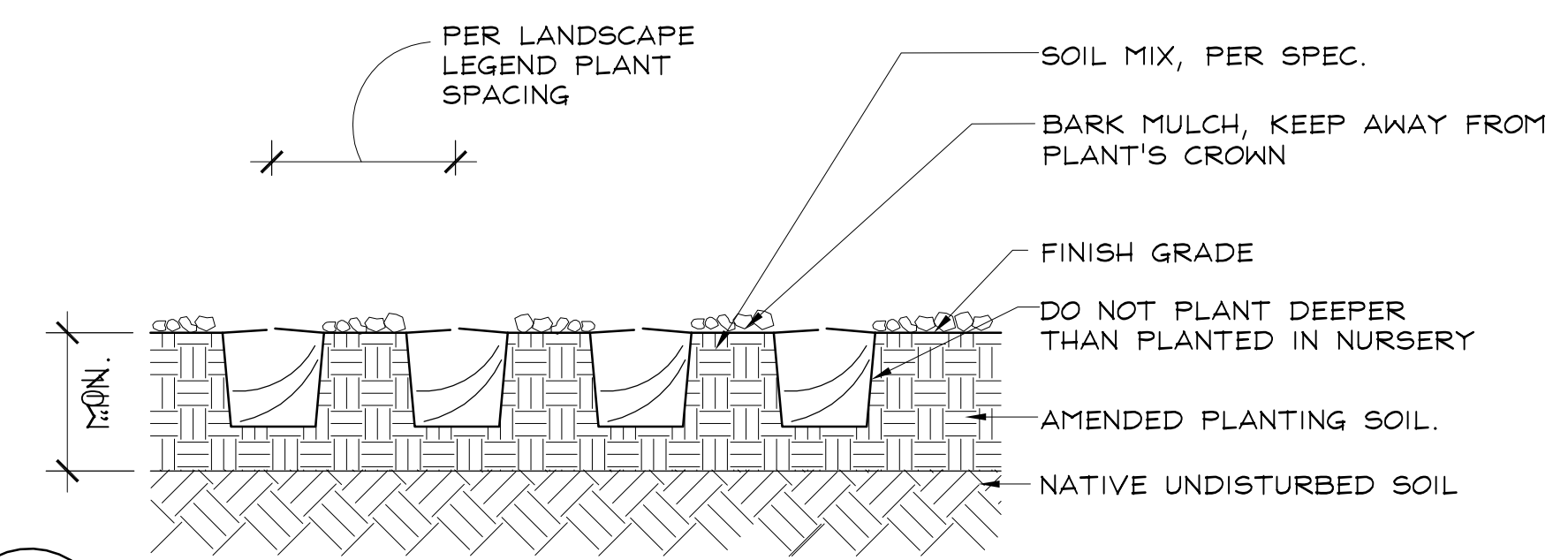
**LANDSCAPE PLANT LEGEND**

Symbol	Botanical name	Common Name	Size	Root	Quantity	Comments	WI Native
<b>TREES</b>							
AF	Acer x Freemannii 'Marmo'	Marmo Maple	2' Cal.	B4B	-	Matched sizes	*
AG	Amelanchier x grandiflora 'Autumn Brilliance'	Autumn Brilliance Serviceberry	1.5' Cal.	B4B	-	Multi-stem	*
CV	Crataegus crusgalli var. inermis	Thornless Cockspur Hawthorn	1.5' Cal.	B4B	-		*
GT	Gleditsia triacanthos var. inermis	Thornless Honeylocust	2.5' Cal.	B4B	-		*
PC	Pyrus calleryana 'Chanticleer'	Chanticleer Flowering Pear	2' Cal.	B4B	-		*
TC	Tilia cordata 'Chancellor'	Chancellor Littleleaf Linden	2' Cal.	B4B	-		*
<b>EVERGREEN TREES/SHRUBS</b>							
Js	Juniperus sabina 'Arcadia'	Arcadia Juniper	3 Gal.	CG	-		*
Jsa	Juniperus sabina 'Arcadia'	Arcadia Juniper	5 Gal.	CG	-		*
Jv	Juniperus virginiana 'Grey Owl'	Grey Owl Juniper	5 Gal.	CG	-		*
Jc	Juniperus virginiana 'Cupressifolia'	Hillspire Juniper	5'-7' Ht.	B4B	-		*
<b>DECIDUOUS SHRUBS</b>							
Cl	Clethra alnifolia 'Hummingbird'	Hummingbird Clethra	15"-24" Ht.	Cont.	-		*
Clc	Clethra alnifolia 'Hummingbird'	Hummingbird Clethra	24"-36" Ht.	Cont.	-		*
Ds	Diervilla sessilifolia 'Butterfly'	Butterfly Bush Honeysuckle	3 Gal.	Cont.	-		*
Caa	Cotoneaster apiculatus	Cranberry Cotoneaster	12"-15" Ht.	Cont.	-		
Cab	Cotoneaster apiculatus	Cranberry Cotoneaster	18"-24" Ht.	Cont.	-		
Ra	Rhus aromatica 'Gro-Low'	Gro-Low Fragrant Sumac	3 Gal.	Cont.	-		
Rn	Rosa x 'Nearly Wild'	Nearly Wild Rose	15"-24" Ht.	Cont.	-		
Rna	Rosa x 'Nearly Wild'	Nearly Wild Rose	24"-36" Ht.	Cont.	-		
Vj	Viburnum x juddii	Judd Viburnum	5 Gal.	Cont.	-		*
<b>PERENNIALS / GROUNDCOVERS / GRASSES</b>							
cp	Carex pennsylvanica	Pennsylvania Sedge	4"	Cont.	-	18" spacing	*
ef	Euonymus fortunei 'Wo-long Ghost'	Wo-long Ghost Wintercreeper	4"	Cont.	-	18" spacing	
ep	Echinacea purpurea 'Kim's Knee High'	Kim's Knee High Coneflower	1 Gal.	Cont.	-	24" spacing	*
hp	Heuchera 'Purple Palace'	Purple Palace Heuchera	4"	Cont.	-	24" spacing	
he	Hemerocallis 'Pardon Me'	Pardon Me Daylily	4"	Cont.	-	24" spacing	
nf	Nepeta faassenii 'Kit Kat'	Kit Kat Catmint	1 Gal.	Cont.	-	24" spacing	*
md	Monarda didyma 'Petite Delight'	Petite Delight Monarda	4"	Cont.	-	24" spacing	*
sm	Salvia 'May Night'	May Night Salvia	4"	Cont.	-	24" spacing	
rf	Rudbeckia fulgida 'Pot of Gold'	Pot of Gold Rudbeckia	4"	Cont.	-	24" spacing	
ms	Miscanthus sinensis 'Malepartus'	Malepartus Maiden Grass	1 Gal.	Cont.	-	36" spacing	
sh	Sporobolus heterolepis 'Tara'	Tara Prairie Dropseed	1 Gal.	Cont.	-	30" spacing	*
ss	Spodiopogon sibiricus	Frost Grass	1 Gal.	Cont.	-	36" spacing	*



1 SHOVEL CUT EDGE  
L2.1

SCALE 1" = 1'-0"



2 GROUNDCOVER/PERENNIAL/BULB PLANTING DETAIL  
L2.1

SCALE 1" = 1'-0"



ARCHITECTURE  
ENGINEERING  
INTERIOR DESIGN

STRANG INC.  
8411 MINERAL POINT ROAD  
MADISON, WI 53705-4395  
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F/ 608 276 9204

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DATE 01-21-09  
PROJECT NO. 2008037  
PROJECT TITLE

**THE VILLAGER  
PHASE I  
THE ATRIUM**

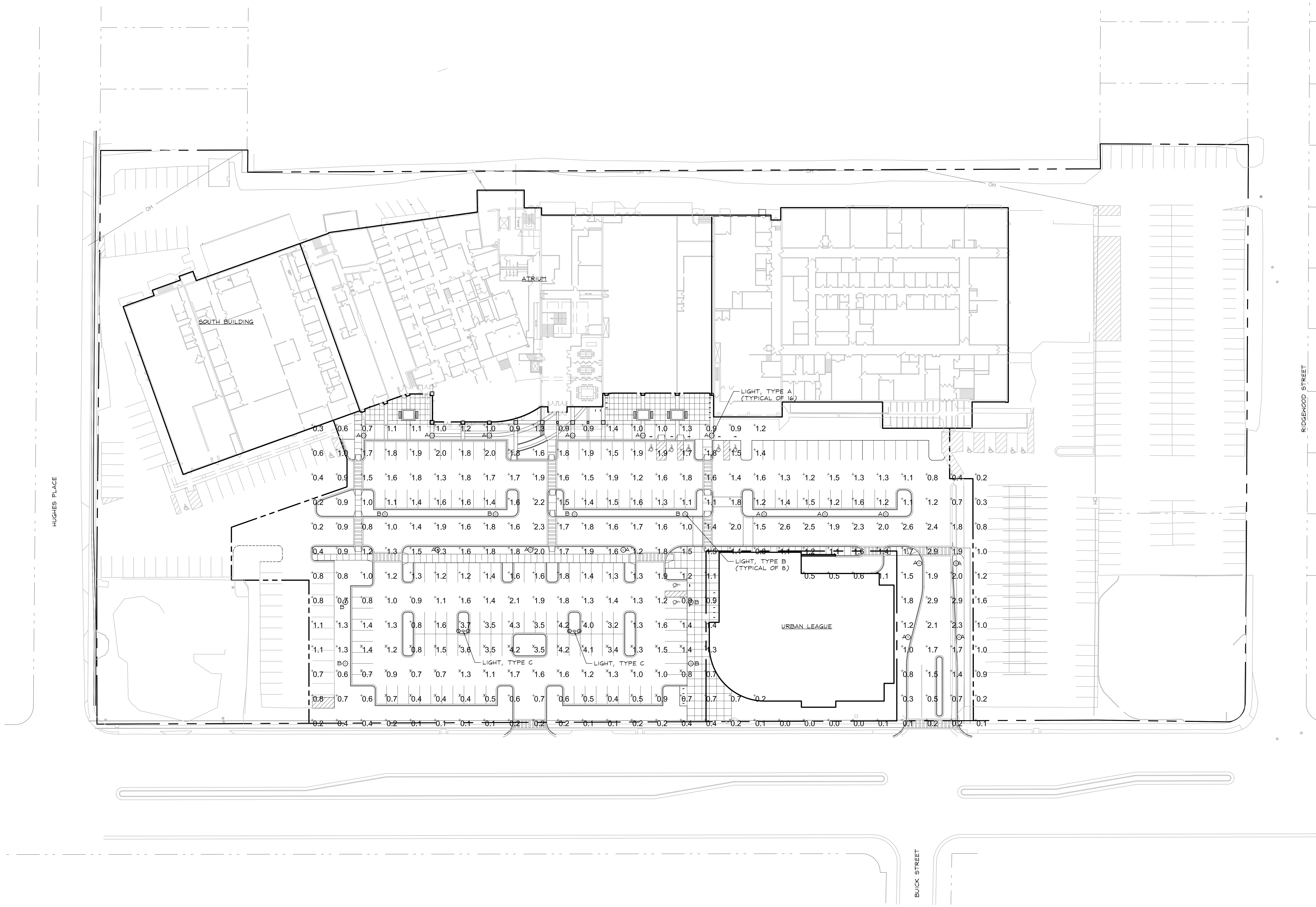
2300 S. PARK ST  
MADISON, WI 53713

SHEET TITLE  
**LANDSCAPE PLAN**

SHEET NO.  
**C502**



F:\projects\2008\2349-village\PH1\CAD\PL-LS.dwg Jan 13, 2009 02:45pm phanong



DRAWING SET	
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REVISIONS	

DRAWN	PH
CHECKED	CT
DATE	01-21-09
PROJECT NO.	2008037
PROJECT TITLE	

**THE VILLAGER  
PHASE I  
THE ATRIUM**

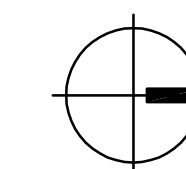
2300 S. PARK ST  
MADISON, WI 53713

SHEET TITLE  
**PHOTOMETRICS**

SHEET NO.  
**C701**

LUMINAIRE SCHEDULE							
TYPE	SYMBOL	DESCRIPTION	LAMP	LUMENS	LLF	WATTS	QTY
A	A	HOLOPHANE GRANVILLE PREMIER, ASYMMETRIC DISTRIBUTION GVPI5DMH3N 14' POST	MVR150UMED	14,000	0.67	185	16
B	B	HOLOPHANE GRANVILLE PREMIER, SYMMETRIC DISTRIBUTION GVPI5DMH5N 14' POST	MVR150UMED	14,000	0.67	185	8
C	●●●	HOLOPHANE MONGOOSE G250MHLFF 25' POLE	MS250WH75PS	22,000	0.70	590	2

CALCULATION SUMMARY					
	AVE	MAX	MIN	MAX/MIN	AVE/MIN
LARGE PARKING FIELD	1.7 FC	4.3 FC	0.4 FC	10.8:1	4.3:1
SMALL PARKING FIELD	1.5 FC	2.0 FC	0.7 FC	2.9:1	2.1:1





VIEW FROM NORTH EAST

ARCHITECTURE  
ENGINEERING  
INTERIOR DESIGN



VIEW FROM SOUTH EAST

VILLAGER ATRIUM  
PERSPECTIVES - 2

