

COMMUNITY DEVELOPMENT CDA AUTHORITY





VILLAGE ON PARK **MASTER PLAN UPDATE**

JULY 13, 2021

URBAN DESIGN COMMISSION INFORMATIONAL PRESENTATION AUGUST 11, 2021



ARCHITECTURE | ENGINEERING | INTERIOR DESIGN | PLANNING





0.3 LOCATOR MAP





0.5 CONTEXTUAL SITE INFORMATION: PHOTOGRAPHS & LAYOUT OF ADJACENT BUILDINGS & STRUCTURES



Aerial view of site and surrounding neighborhood.

COMMUNITY DEVELOPMENT AUTHORITY VILLAGE ON PARK - MASTER PLAN

0.5 CONTEXTUAL SITE INFORMATION: PHOTOGRAPHS & LAYOUT OF ADJACENT BUILDINGS & STRUCTURES



1. View looking SW along Park Street



2. View at Park Street looking W



3. View at Park Street and Hughes Place looking NW



5. View on Site looking SE



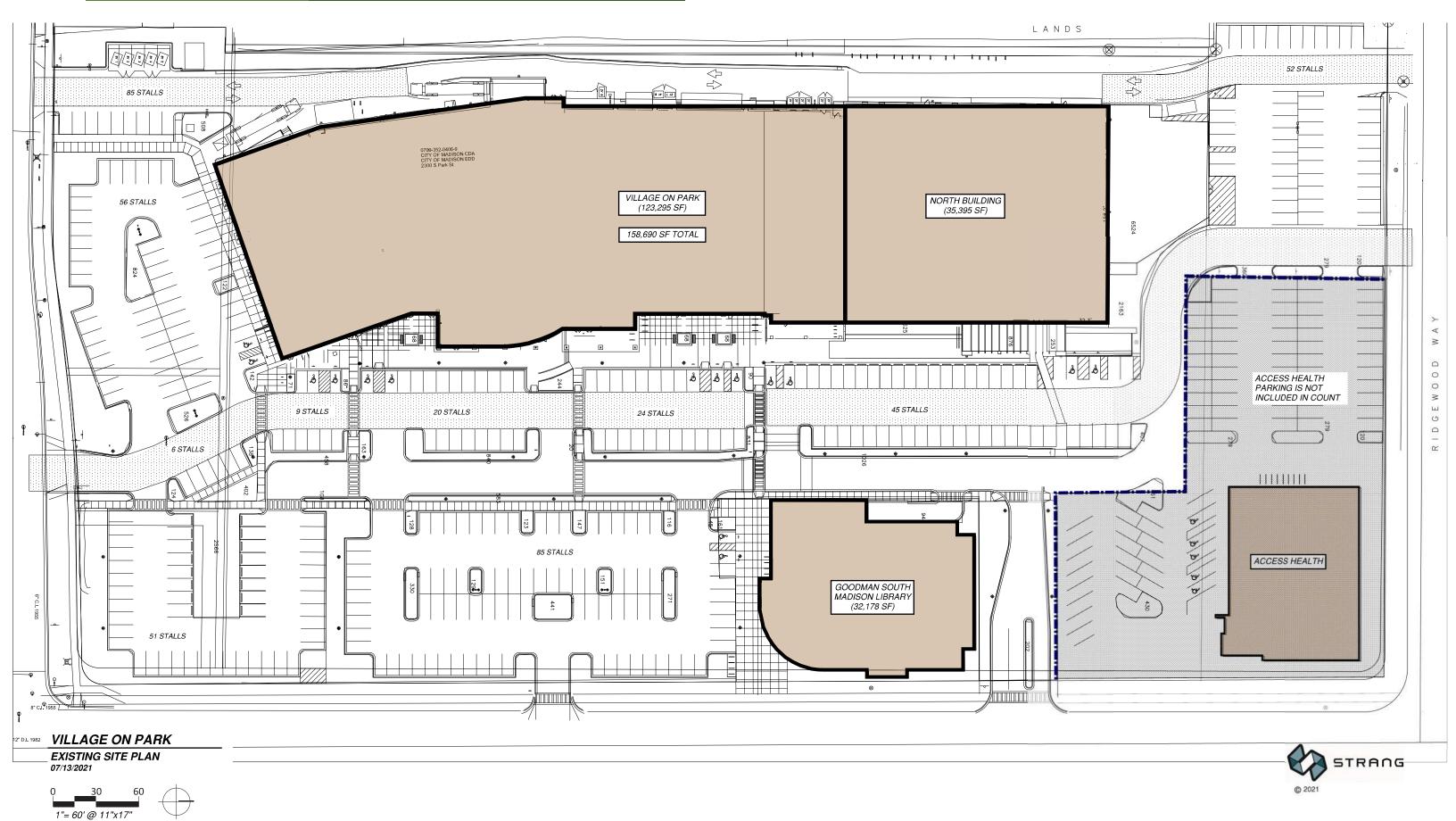
4. View along Hughes Place looking NE



6. View along Ridgewood Way looking SE



1.1 EXISTING SITE PLAN



2.1 PROJECT NARRATIVE

INTRODUCTION

In May of 2021, the Community Development Authority of the City of Madison, contracted with Strang, Inc., an award-winning Architecture, Engineering, Interior Design and Planning Firm with extensive experience in master planning urban sites, to update Master Plan for the Village on Park to guide the development growth over the next 10 years and beyond. The Strang team included Sub-Consultant to their team included JSD Professional Services, Inc., a highly regarded Civil Engineering firm local to the area.

Strang worked closely with multiple CDA and City stakeholder personnel and groups throughout the study process and their insights and knowledge contributions to the study's ultimate direction and recommendations were significant and essential toward developing a road map for the future, providing realistic, achievable, actionable goals for the site.

<u>The study steering committee included the following representatives:</u> Jim Whitney - Architect, Dept. of Public Works Kristine Koval - City Real Estate Services Jamah Johnson - Maintenance Technician (Founders 3) Jeff Greger - City Urban Planning Matt Wachter - City Planning, Community and Economic Development Matt Mikolajewski - City Economic Development Division Daniel Johns - CDA Redevelopment in the office of Real Estate Services Daniel Rolfs – Office of Real Estate Services

OVERALL DESIGN INTENT

Consistent with the proposed South Madison Plan, this Master Plan envisions The Village on Park as the 'town center' for the south side with anticipated phased improvements over the next 20 years. South Madison Plan concepts that have been incorporated in this Master plan include reconfiguring the site for a prominent entrance and pedestrian walkways, a parking structure, reserving the right-of way for a new street, and creating buildable space for affordable housing, for office and neighborhood uses. This Master Plan includes concepts and ideas for sustainable green features and community benefits that go beyond the typical site design development.

MASTER PLAN PHASES

Phase One – Demolition of the North Building and Construction of a Surface Parking Lot Phase Two – Construction of a New Parking Structure and the Urban League Business Hub Phase Three – Development of a Future Multi-Story Affordable Housing along Ridgewood Way Phase Four – Future Extension of Buick Street through the Site

SUSTAINABLE DESIGN STRATEGIES

- Creating new green landscaped areas that enhance the site aesthetically while facilitating stormwater management and reducing heat island effects.
- Native landscaping.
- Integrating solar power generation into the design of buildings.
- Design that encourages public transportation and a pedestrian/bike culture.

A VIBRANT PEDESTRIAN ORIENTED PUBLIC SPACE

A significant feature of this Master Plan is the transformation of an existing redundant paved drive into a vibrant pedestrian oriented public space with a combination of landscaped areas and plaza spaces with trellises. This green space provides an opportunity for handling the stormwater management needs of the site.



SPATIAL RELATIONSHIP TO PARK STREET

The relationship of the development to Park Street is enhanced by an entrance drive that reinforces the axis to the iconic entrance feature of the main Village on Park Building. Building massing on the site is carefully designed to preserve and frame views of the main Village on Park Building.

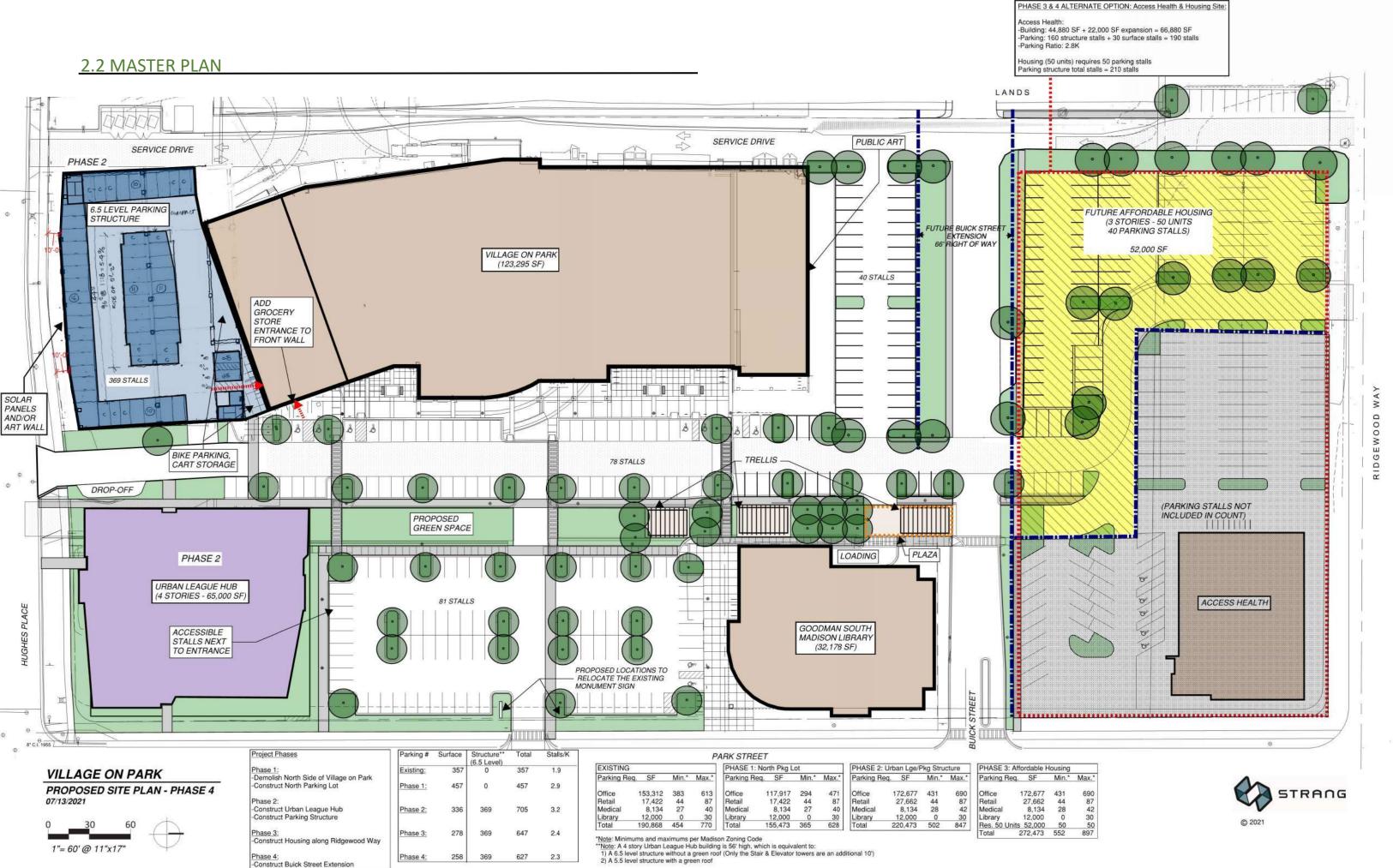


REGULATORY CONSIDERATIONS

- All glazing on the site will have bird safe vision glass treatment per MGO 28.129.
- Signage size and location requirements will be designed per MGO Chapter 31-Sign Control Ordinance.

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SF	Min.*	Max."
72,677	431	690
27,662	44	87
8,134	28	42
12,000	0	30
52,000	50	50
2,473	552	897

1..... SERVICE DRIVE PUBLIC ART SERVICE DRIVE 9 STALLS 5> m FUTURE BUICK STREET EXTENSION 66' RIGHT OF WAY 56 STALLS VILLAGE ON PARK (123,295 SF) 130 STALLS -LANDSCAPE/ . SHRUBS fa..... 77 STALLS TRELLIS PHASE 2 TRACE REAL PROPERTY AND 6 STALLS -----PROPOSED GREEN SPACE PLAZA LOADING C. 3 81 STALLS HUGHES PLACE GOODMAN SOUTH MADISON LIBRARY (32,178 SF) pro PROPOSED LOCATIONS TO RELOCATE THE EXISTING 51 STALLS MONUMENT SIGN 3 STRE JICK . . . 119 8" C.I. 1955 L Project Phases Stalls/K Parking # Surface Structure** Total PARK STREET (6.5 Level) PHASE 1: North Pkg Lot EXISTING PHASE 2: Urban Lge/Pkg Structure PHASE 3: Affor Phase 1: -Demolish North Side of Village on Park -Construct North Parking Lot 357 1.9 Existing: 357 **VILLAGE ON PARK** Parking Req. SF Min.* Max.* Parking Reg. SF Min.* Max.' Parking Req. SF Parking Req. Min.* Max.* 457 0 457 2.9 Phase 1: PROPOSED SITE PLAN - PHASE 1 471 87 40 153,312 383 17,422 44 8,134 27 613 87 40 117,917 294 17,422 44 8,134 27 Office 17 Retail 2 Medical Library 1 Res. 50 Units 5 Total 27 172.677 431 27,662 44 8,134 28 690 87 42 Office Retail Office Retail Office Retail 117,917 294 17,422 44 8,134 27 12,000 0 155,473 365 17,422 8,134 12,000 07/13/2021 Phase 2: -Construct Urban League Hub -Construct Parking Structure Medical Medical 336 369 705 3.2 Medical Phase 2: Library Total Library Total Library Total 12,000 <u>30</u> 770 30 628 30 847 60 190,868 454 220,473 502 Phase 3: -Construct Housing along Ridgewood Way Phase 3: 278 369 647 2.4 *<u>Note</u>: Minimums and maximums per Madison Zoning Code *<u>Note</u>: A 4 story Urban League Hub building is 55' high, which is equivalent to: 1) A 6.5 level structure without a green roof (Only the Stair & Elevator towers are an additional 10') 2) A 5.5 level structure with a green roof 1"= 60'@ 11"x17" Phase 4: -Construct Buick Street Extension 369 627 2.3 Phase 4: 258

3.1 PHASE ONE Demolish Village on Park North Building and Construct a Parking Lot

LANDS

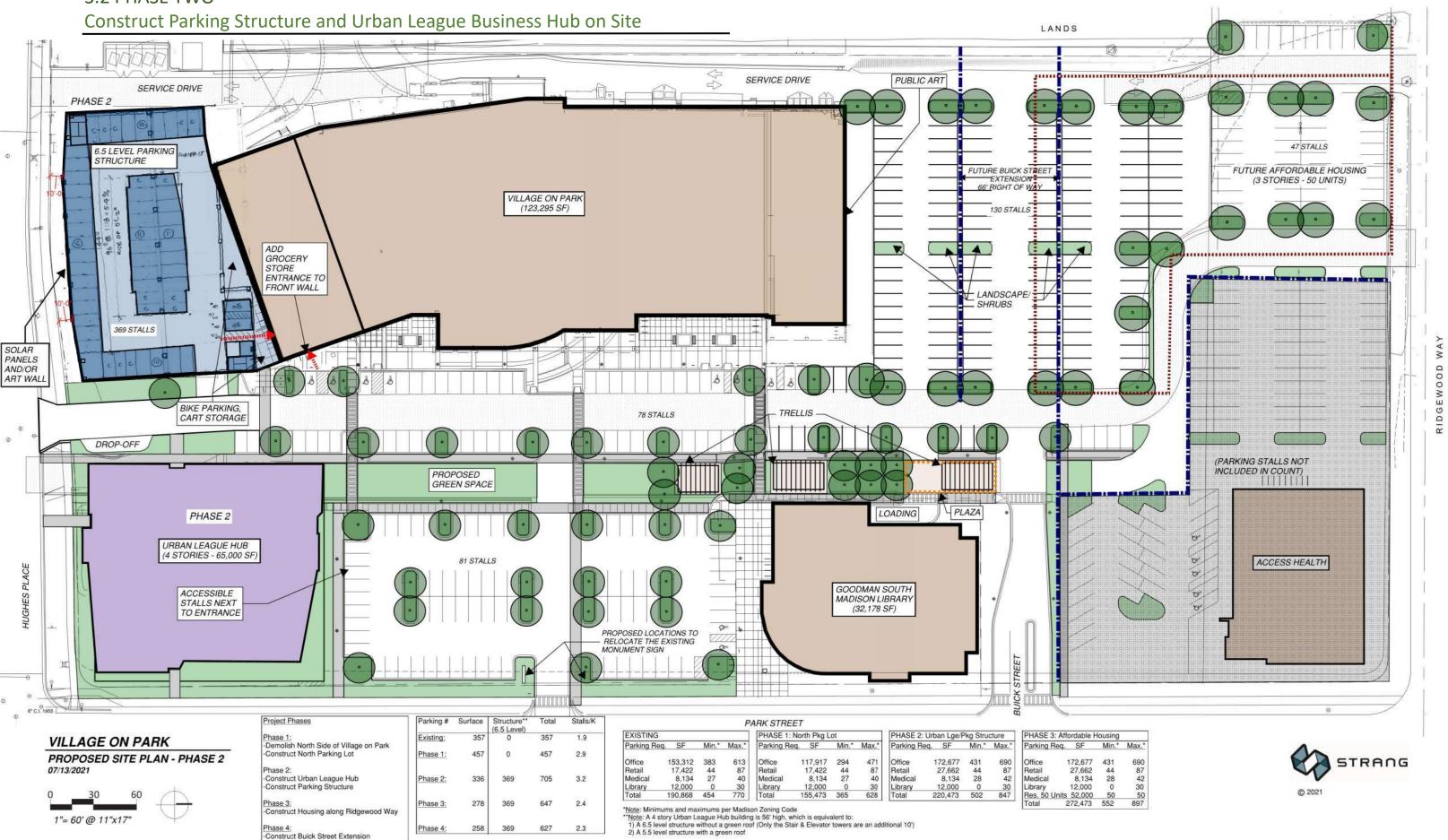


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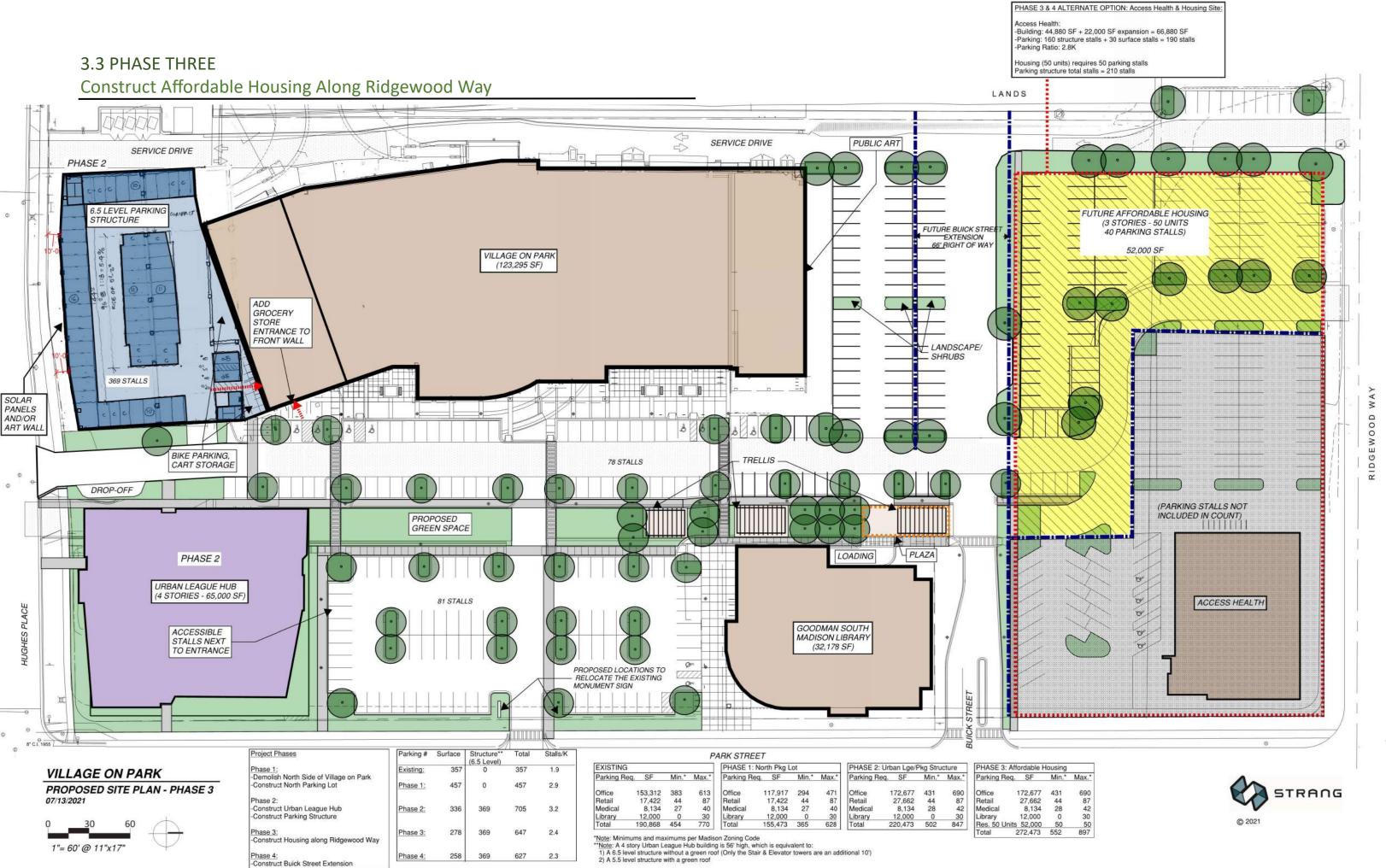
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3.2 PHASE TWO

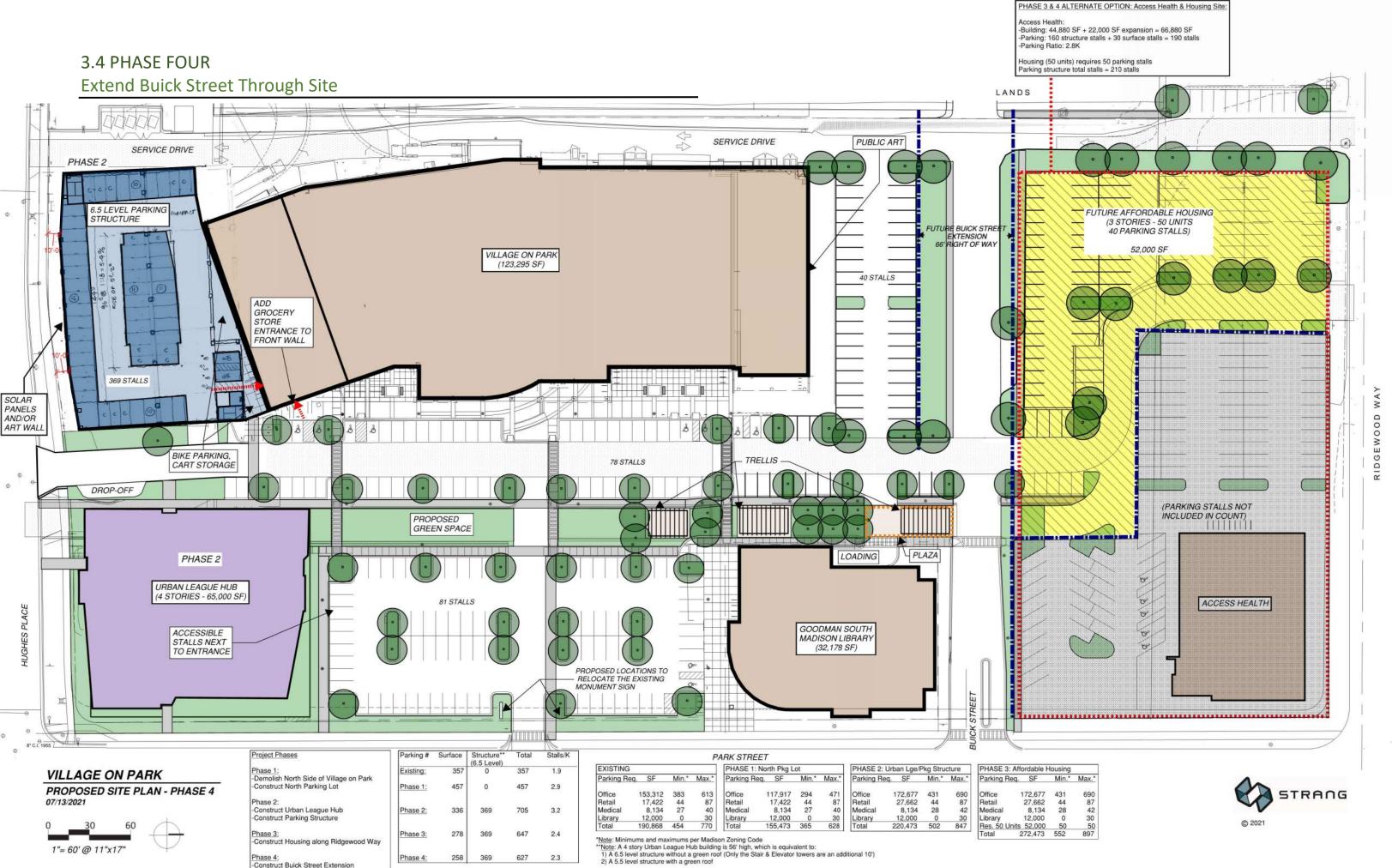


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Phase 4:

-Construct Buick Street Extension

Phase 4:

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2.3 CONCEPTUAL BUILDING MASSING





2.4 DESIGN NARRATIVES OF PHASE 1 &2, AND EXHIBITS OF PROPOSED EXTERIOR

PHASE 1: DEMOLITION OF THE NORTH BUILDING AND CONSTRUCTION OF A SURFACE PARKING LOT

The demolition of the North Building provides much needed parking for the development, while providing an avenue for a 66' right-of-way for the future extension of Buick Street through the site. The resulting new north wall of the Main Village on Park building is a special opportunity for a public art mural – an "Instagram Wall" that reflects the vibrant culture and diversity of the community.



Example of a large public art mural on the side of a building that reflects the community



Detail of an "Instagram Wall"

COMMUNITY DEVELOPMENT AUTHORITY VILLAGE ON PARK - MASTER PLAN

PHASE 2: CONSTRUCTION OF A NEW PARKING STRUCTURE AND THE URBAN LEAGUE BUSINESS HUB

PARKING STRUCTURE DESIGN:

- The parking structure will have 6.5 levels of parking for a total of 369 stalls. The structure will have 1/2 level below grade and 6 levels above grade.
- The height of the parking structure has been carefully considered to be compatible with the overall massing of the • buildings on the Village on Park site. A 6.5 level parking structure with half a level below ground equates to a height of approximately 56', which is equivalent to the height of the 4 story Urban League Business Hub at 14' per floor.
- It will be fully accessible served by stairs and elevators with connections to the existing building at grade.
- The elevator and stair core on the northeast corner of the parking structure will be integrated into a re-design of the ٠ entrance to the Grocery Store, with bike parking and shopping cart stacking.
- The parking structure will be set back 10' from the property line on Hughes Place, per the Zoning Code.
- Incorporation of the exterior materials of the existing Village on Park Main Building: Metal panels, perforated metal, ٠ brick, aluminum curtainwall and glass as well as the incorporation of public art will tie the parking structure right into the context of its site and the community.
- Integrating solar panels as roof shading elements and/or as facade cladding elements of the parking structure will underscore the City of Madison's commitment to sustainability.



Exterior of existing Village on Park Main Building showing material palette



Concrete, Aluminum Curtainwall and glass, as well as the incorporation of public art.

OTHER EXAMPLES OF PUBLIC ART AND SOLAR PANEL INTEGRATION ON PARKING STRUCTURES:



Brisbane, Australia: Public art

Exterior of City of Madison's Livingston Street Parking Structure showing the exterior materials: Brick, Perforated Metal,



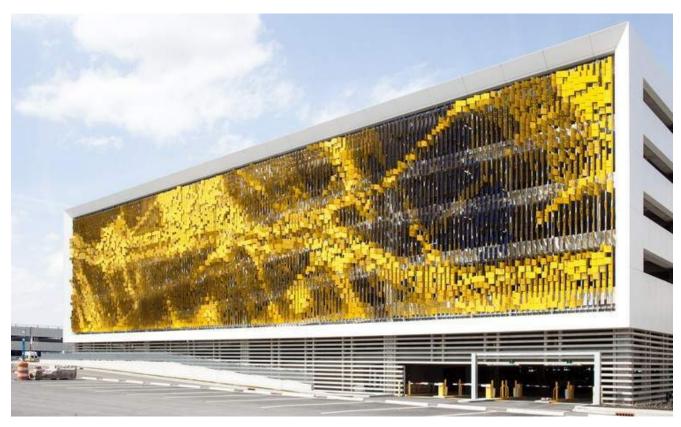


Santa Monica, CA: Colored glass panels and solar panels shading the roof



St Paul, MN: Solar panels on facade

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Indianapolis, IN: Public art



Cincinnati, OH, Public art

1.2 EXISTING TOPOGRAPHIC AND UTILITY EXHIBIT

Existing Site Utility Infrastructure:

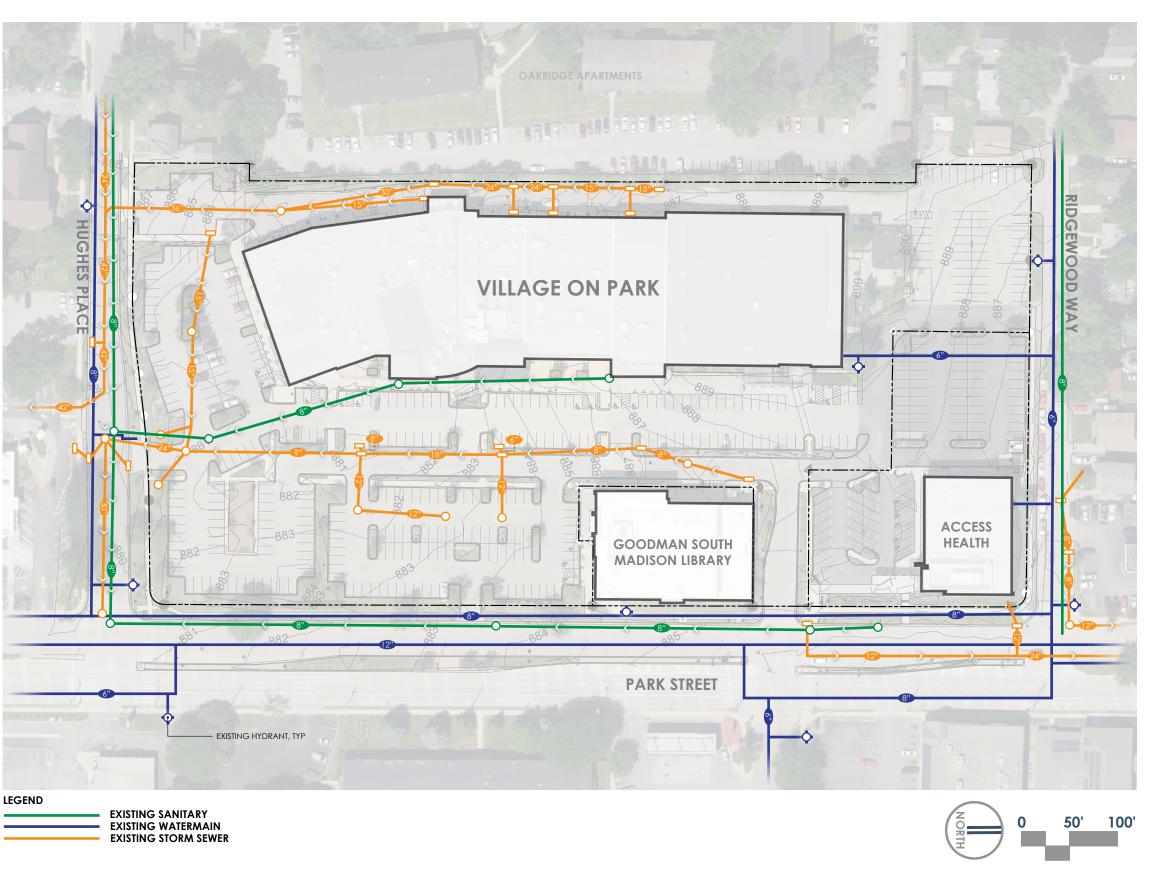
The existing development is currently served by a network of storm sewer, sanitary sewer and water service/fire suppression infrastructure. The itemized list below outlines our understanding of the existing infrastructure given the information provided.

- Grading and Drainage
- With the exception of the north parking lot, the site is internally drained sloping north to south being picked up by inlets located in the parking areas and alley.
- The parking lot to the north appears to sheet drain to the north starting with an elevation of approximately 890 at the north side of the building and an elevation of approximately 886 at the public side walk on Ridgewood Way.
- o This information is subject to verification at such time that the ALTA and Topographic Survey is available.

• Utilities

- o Stormwater
 - All internal stormwater, with the exception of the north parking lot, is collected in the paved areas and is conveyed to the south.
 - The storm sewer on the easterly side of the property culminates in a 24" pipe that connects to a 30" public storm sewer in Hughes Place
 - The stormwater on the westerly side of the property, west of the main building, is conveyed by an internal system, culminating in a 36" pipe, that connects to a 34" x 53" public storm sewer in Hughes Place.
 - The 34" x 53" public storm sewer in Hughes place is then conveyed to a 42" storm sewer and ultimately directed south, presumable through an easement.
 - At this time we have no information on how the roof drainage is conveyed to the storm sewer.
- o Sanitary Sewer
 - The main building on the westerly side of the property is connected to an 8" vitrified clay, private sanitary sewer line and drains south to an 8" public sewer in Hughes Place.
 - The public sanitary sewer in Hughes Place drains east to a manhole at the intersection of Hughes Place and Park Street. It's assumed the sanitary sewer continues south within Park Street, but has yet to be verified.
 - There is an 8" public sewer in Park Street, adjacent to The Village that also drains south.
 - We currently have no information on how the Library and Access Health are served by sanitary sewer.
- o Water Main
 - The main building on the westerly side of the property is served by a 6" lateral connected to a 6" public water main in Ridgewood Way.
 - We currently have no information on how the Library and Access Health are served by water mains.

*The above stated is subject to verification at such time that the ALTA and Topographic Survey is available.



2.5 PROPOSED STORMWATER AND UTILITY EXHIBIT

Proposed Site Utility and Stormwater Infrastructure Improvements:

The existing development is currently served by a network of storm sewer, sanitary sewer and water service/fire suppression infrastructure. The existing utility infrastructure supporting the Access Health, Goodman South Library & along the west side of Village on the Park building will largely remain unchanged, as these areas will coexist with the proposed Village on Park masterplan development.

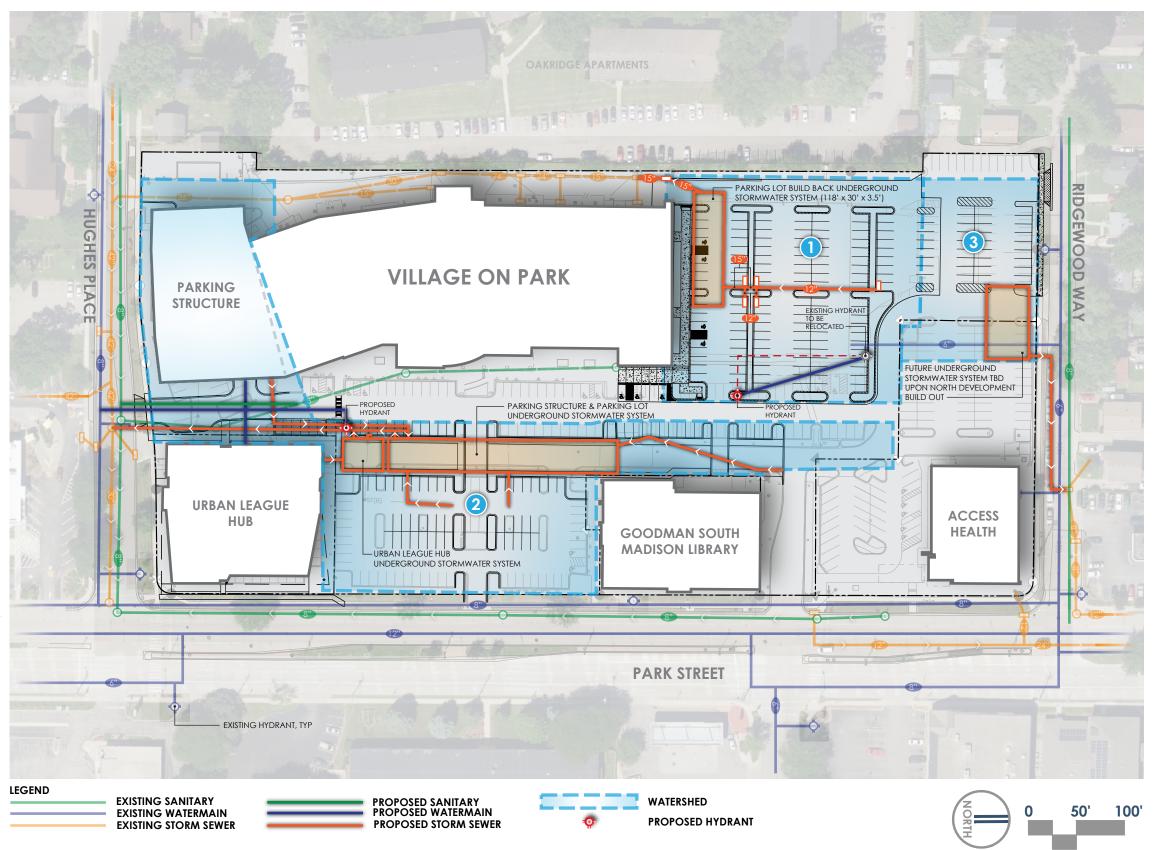
Utility infrastructure improvements are recommended throughout the phased development at the Village on Park. At this time, some of these utility improvements will be constructed in conjunction with the proposed development for the Urban League building in the southeast corner of the Village on Park property. Anticipated utility improvements include storm sewer, sanitary sewer, water main and fire suppression improvements. Refer to the Proposed Utility Exhibit for graphical information on these utility improvements.

Sanitary Sewer

In discussions with City of Madison utility staff, recommendations were made to improve the existing 8" vitrified clay sanitary sewer serving the Village on Park building. The existing infrastructure is aging and constructed of a pipe material that is not consistent with current industry standards. As such, the sanitary sewer is shown as being improved, however an in-depth condition evaluation shall be conducted prior to committing to improve the sanitary sewer for assessment of feasibility and economic impact.

Water Main

The existing site is largely underserved for water main, especially with regard to fire suppression. In communications with City of Madison utility staff, it was determined that a private looped water main is not preferred or required; however improvement to the number of hydrants throughout the site may be warranted. As such, two new water mains will be extended into the Village on Park property from both the north and south public water mains and additional hydrants will be located more central to the development to improve fire suppression capabilities. Pressures should be verified to ensure that the size and pressure of the water main is sufficient for all future needs.

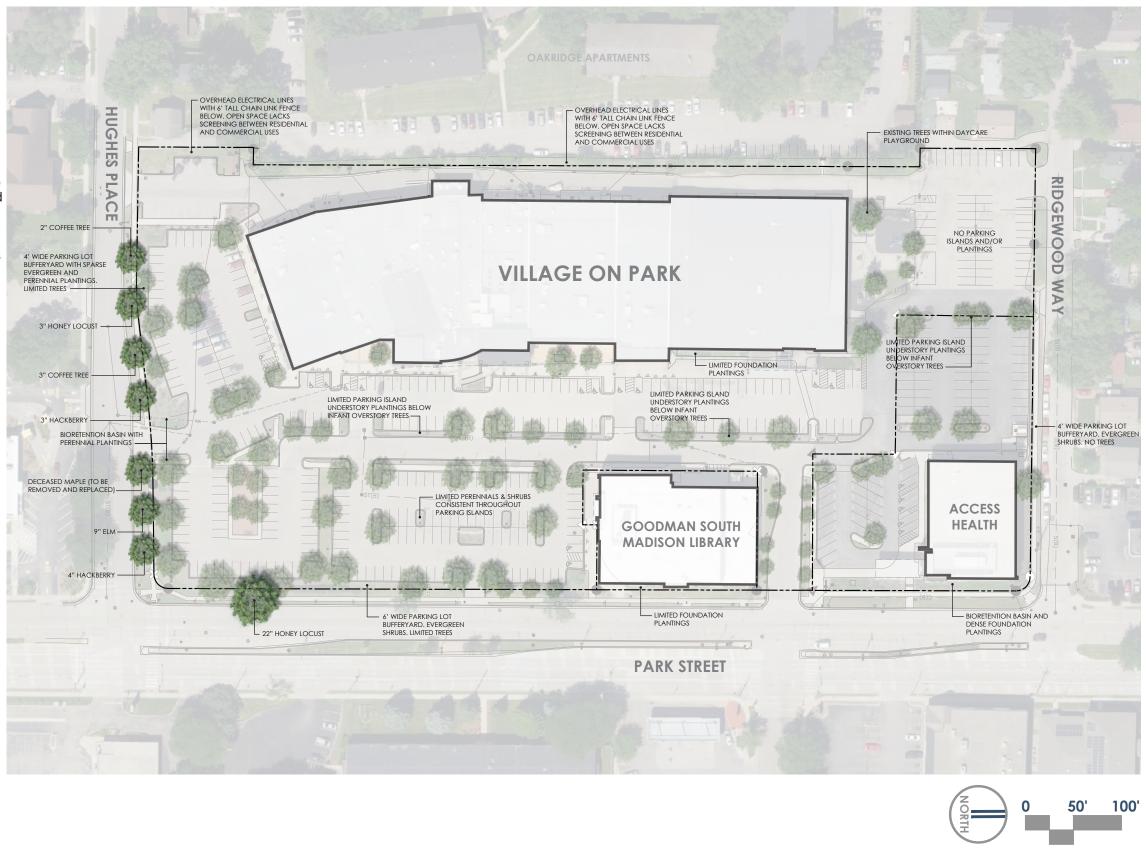


1.3 EXISTING STREET TREE AND LANDSCAPE EXHIBIT

Existing Street and Landscape Plantings:

Existing landscaping throughout the development and surrounding street terraces can be categorized as low to medium quality, yet houses a number of opportunities for improvement. A majority of the parking islands and green spaces contain thriving overstory and medium deciduous trees at a juvenile stage. The understory growth is lacking within most parking islands, yet certain species of perennials such as daylilies, salvia, prairie dropseed and feathered reed grass thrive. The parking islands also contain a mix of deciduous shrubs including gro-low sumac and spirea; commonly used species throughout the area. The planting beds are filled with shredded hardwood bark mulch, opposed to stone mulch, likely contributing to the thriving, non-irrigated tree and perennial species.

Adjacent to Hughes Street, a series of bio-retention basins are filled with monoculture, shallow rooted perennial plantings. The mulch beds also contain a number of void spaces where plants were previously installed and died or were never planted from the start. Recently installed street trees including honeylocust, hackberry, elm and coffee tree species line the east terrace of Hughes Street. Plantings adjacent to the Park Street right-of-way are irregular with only 1/3 of vehicle headlights screened for the adjacent residents east of Park Street. Plantings are very limited throughout Ridgewood and across the parking lot directly north of the primary building. Entries to commercial units lack plantings to soften the doorways, stairs and ramps directly west of the building. The west property line is defined by a 6' tall chain link fence and scrub plantings. Deciduous trees are limited along this fence line due to the overhead electric lines above.



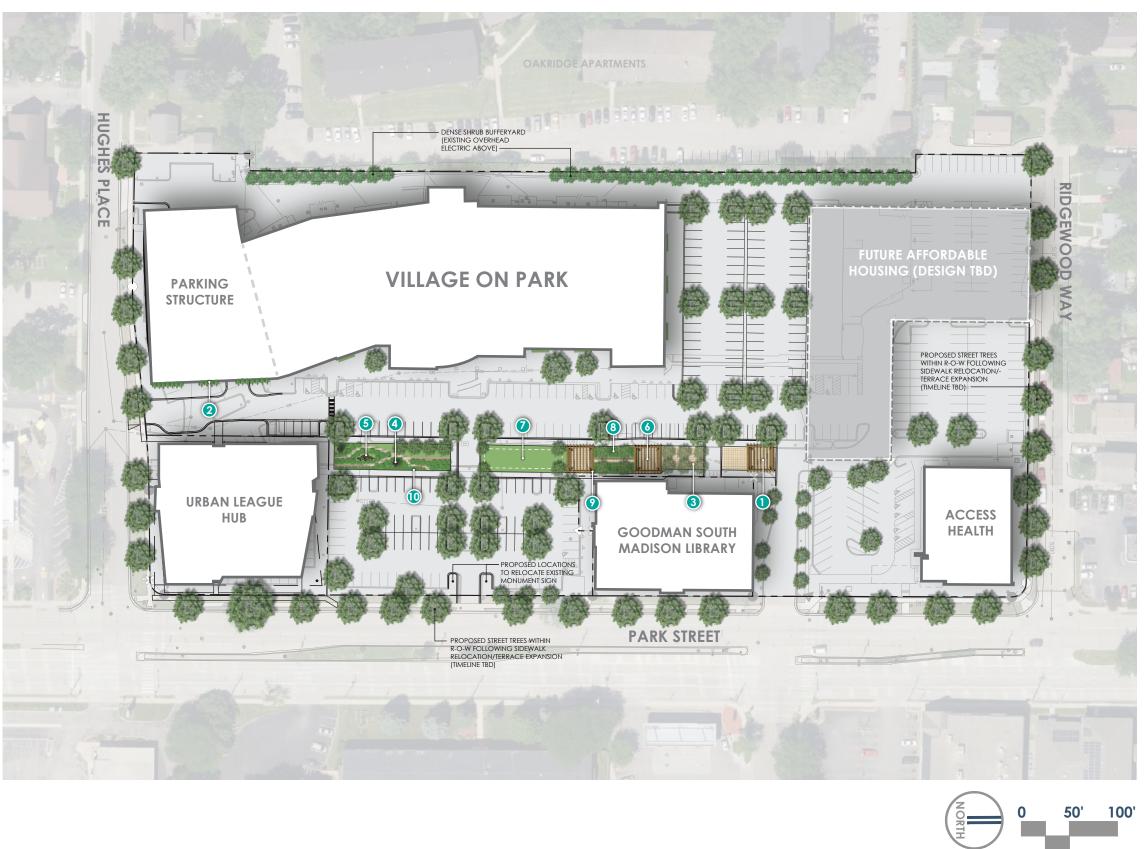
2.6 PROPOSED LANDSCAPE EXHIBIT

Proposed Landscape Plan:

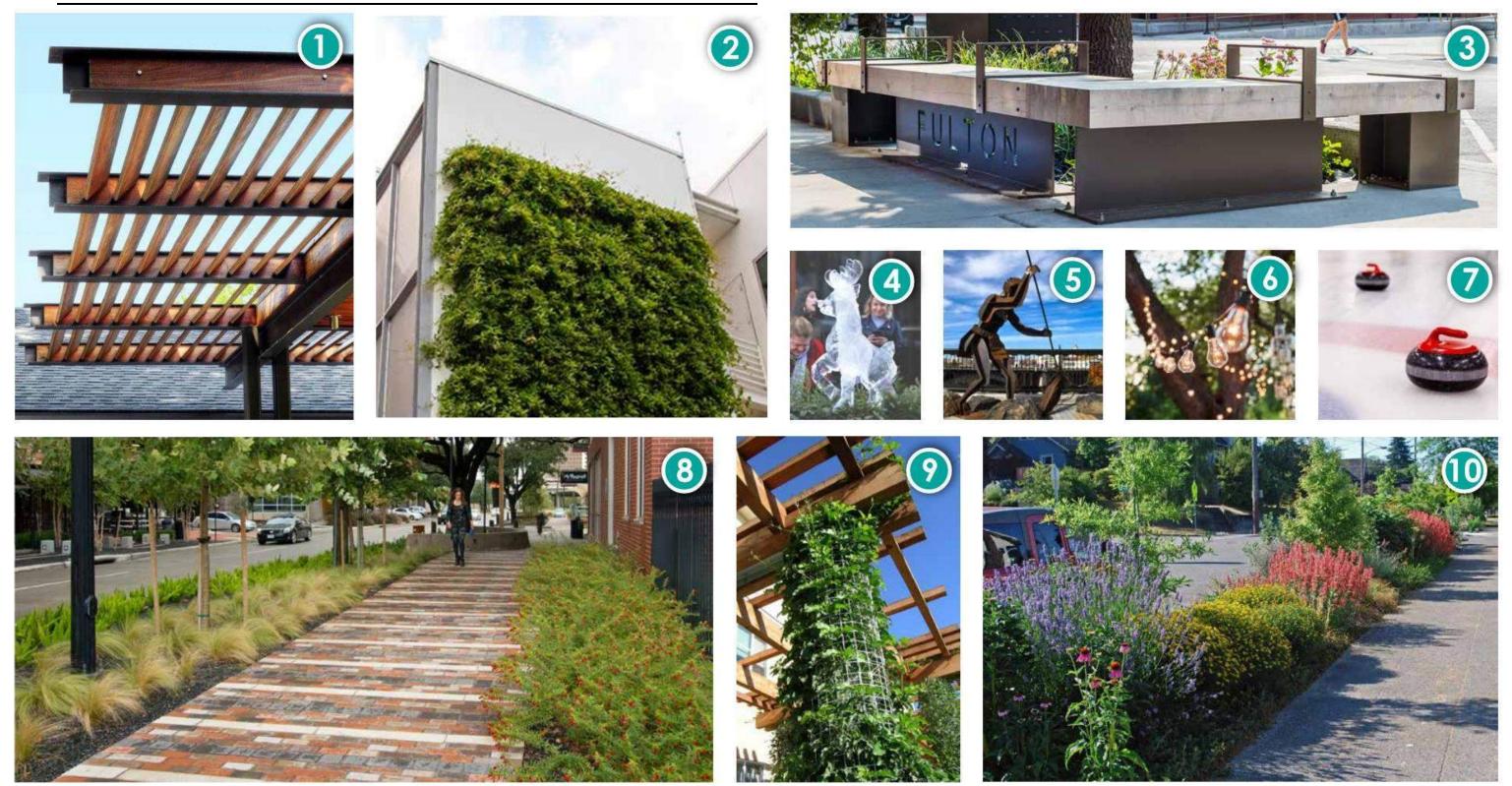
An exciting new open space at the center of the development will serve the Goodman South Library, Village on Park, and future Urban League Hub as a primary activity zone parallel to Park Street. This central green will not only reduce the amount of impervious surface area, but will also connect the commercial uses, remove a drive lane and activate the exterior of the development with seasonal programs. Shared spaces outside of the Urban League Hub and Library include multi-seasonal spaces harboring sculptures, flexible open spaces, and seating areas surrounded by programmed hard and softscape elements.

Areas including the repeating pergolas west of the Library provide a variety of uses for activity including plaza space (1), private seating (6), and open green space (7). Vertical elements of the space bring texture and enclosure to the user's experience through climbing foliage amongst the iron and wooden beams (9). Walking paths amongst sculpture are lined with ornamental shrubs and plants (8 & 10) to accent the architectural aesthetic of The Village. At the very center lies a flexible space able to facilitate open lawn activities in summer such as tent events, while in winter it provides possibility for holiday light displays and outdoor winter recreation (7).

A vegetated screen along key faces of the proposed parking structure provides an opportunity to soften the building at a primary entrance along Hughes Place. Screening on the north property line between neighboring apartments and The Village's back of house operations is improved and solved with a line of dense shrubs beneath overhead electric lines. Proposed parking lot islands will be able to use young, healthy transplanted trees from the existing site. Islands are then completed with shredded hardwood bark mulch, drought and salt tolerant shrubs/ perennial plantings to expand upon the planting schemes of the central green space.



2.6 PROPOSED LANDSCAPE CHARACTER EXHIBITS



PROPOSED LANDSCAPE CHARACTER EXHIBIT

2.7 PROPOSED FIRE ACCESS EXHIBIT

Fire Access

Village on Park is currently served by public watermain services, including a number of fire hydrants throughout Hughes Place, Park Street and Ridgewood Way. Two hydrants exist within the Hughes Place and Ridgewood Way rights-of-way, whereas three hydrants exist along Park Street adjacent to Village on Park. One hydrant also exists internal to the site adjacent to the northeast corner of the building to be demolished. The proposed master plan will utilize the surrounding street networks for fire lane and aerial apparatus access to the proposed Hughes Place parking structure and Urban League Hub building. The Goodman South Madison Library and Access Health will also utilize the surrounding public streets for aerial apparatus access. The master plan proposes internal use of drive lanes and two proposed fire hydrants extending into the site for adequate coverage to the large, existing Village on Park building. The alley west of the building can not serve as a thru-lane for a 20' wide fire lane, therefore, 150' backup distances are proposed in the corresponding exhibit.

