

# PART THREE: MASTER PLAN

*Goal: Develop a Master Plan Concept based upon the Building Program that incorporates the complex issues, parameters, and requirements for the Villager site.*

## PRIORITY GOALS

Because The Villager Site Development and Master Plan project advances a phased redevelopment of the site over several years, it is even more important to set priority goals to guide and maintain the long-term vision. Through the previous phases, the following were identified as priority goals for the physical site planning:

- Balance building density with parking requirements.
- Mixed-use buildings to encourage and support shared parking.
- Street-oriented commercial development. Support the physical definition of the streets and public spaces as places of shared use.
- Pedestrian-oriented circulation and safety, creating comfortable and interesting pedestrian environments.
- Pedestrian linkages to and from the surrounding development.
- Civic gathering space and area for green space, designed for active use and safety.
- Programmed space along edge of civic spaces.
- Frame Park Street.

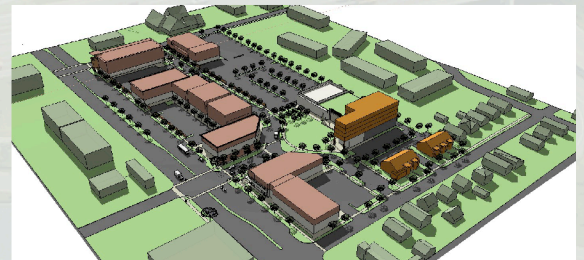
## CONCEPT PLAN

The Villager concept plan creates a central internal street approximately in the same location as the current drive. At the junction with where this internal street meets the extension of Buick Street (the primary entry) there is a civic green space. This acts as a hub around which the development is organized. Its location also prevents traffic from continuing north through the site, controlling the number of cars which exit or enter the site from Ridgewood Way, the more residential street on the property's northern edge. Other concepts include:

- Buildings either side of Buick Street extension are set back to allow for sight lines into the civic space and grocery store, and provide a space for outdoor dining (north) or smaller civic space for the library/community center (south).
- Northern street spur between Buick Street and Ridgewood Way easily closed off for farmer's market which can extend into civic space.
- Smaller scale residential on north end of site helps transition to neighborhood.
- Parking along Park Street to attract passersby, and create more convenient parking spaces.
- Generally organized retail/residential to north and services/education/office south.
- Library an anchor/center piece. Other anchors may be grocery and international business center.
- Biggest parking users clustered around larger parking field west side of the site.



*Fig. 3-1a: Aerial view of concept model looking northwest*



*Fig. 3-1b: Aerial view of concept model looking southwest*

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CONCEPT PLAN

### Western Half of Site

#### Building

Residential	
Townhomes (6 Units)	18,000 gsf
<u>Condo (32 Units)</u>	<u>36,000 gsf</u>
Total Residential	54,000 gsf
Retail	
Retail	2,000 gsf
<u>Grocery</u>	<u>17,500 gsf</u>
Total Retail	19,500 gsf
Education	
MATC	15,000 gsf
UW-Extension	3,600 gsf
UW-Madison/State of WI	13,250 gsf
<u>Shared</u>	<u>3,650 gsf</u>
Total Education	35,500 gsf
<b>Total</b>	<b>109,000 gsf</b>

#### Parking

Residential		
Townhomes	Required	Provided
	12	12
Condo	48	48
Retail		
Retail	7	7
Grocery	58	58
Education		
	76	76
(Additional/Deficit)		(+171)
<b>Total</b>	<b>201</b>	<b>372</b>

### Eastern Half of Site

#### Building

Retail	
Existing Retail	15,000 gsf
New Retail	8,000 gsf
<u>Restaurant</u>	<u>5,000 gsf</u>
Total Residential	28,000 gsf
Health and Community Service	
Harambee/SMHFC	49,300 gsf
Library	10,000 gsf
Dane County	27,700 gsf
<u>Community Center</u>	<u>4,000 gsf</u>
Total Health and Comm.	91,000 gsf
Commercial/Office	
Existing Office	5,000 gsf
New Office	10,000 gsf
<u>Business Center</u>	<u>40,000 gsf</u>
Total Commercial/Office	55,000 gsf
<b>Total</b>	<b>174,000 gsf</b>

#### Parking

Retail		
Existing Retail	Required	Provided
	50	40
New Retail	26	20
Restaurant	35	35
Health and Comm. Svcs.		
Harambee/SMHFC	99	49
Library	13	12
Dane County	50	37
Community Center	5	5
Commercial/Office		
Existing Office	17	15
New Office	33	30
Business Center	133	60
(Additional/Deficit)		(-158)
<b>Total</b>	<b>461</b>	<b>303</b>

### Site Summary

<b>Site</b>	<b>423,857 gsf</b>
395,732 Current + 14,170 (N) + 13,955 (S)	
= 9.73 Acres (Including two gas station sites)	
<b>Building</b>	<b>283,000 gsf</b>
Ground Level Footprint	109,100 gsf

<b>Parking</b>	<b>Required</b>	<b>Provided</b>
	<b>662</b>	<b>675</b>
Surface		447
Below Grade		191
Street (Park St.)		26

Fig. 3-2: Master Plan Concept site data, square footage and parking

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CONCEPT PLAN



Fig. 3-3: Master Plan Concept

# SITE DESIGN

**Goal:** Respond to the program and issues identified in the previous phases with a site plan that creates a unified sense of place.

## SITE PLANNING AND DESIGN

Provide a general approach that mitigates existing site problems and promotes identity and unity.

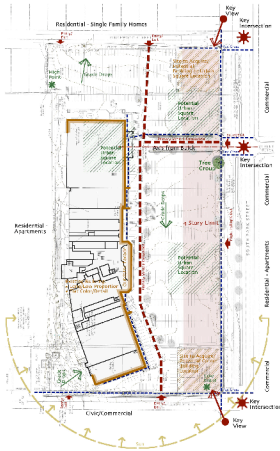


Fig. 3-4: Site and context issues. See Appendix B for larger scale map.

### BASIC STRATEGIES

- Provide contextual responses and connections to adjacent developments and neighborhoods.
- Place elements to help frame the Park Street Corridor.
- Orient commercial development to the streets.
- Create an opportunity for a public gathering space.
- Place elements so that they add up to something greater - a unity of design allowing for a greater sense of identity reflecting the diversity of the neighborhood, rather than an unrelated number of buildings and elements sharing a site.
- Use types and management of space to create a unique gathering space for the people of South Madison and the community as a whole.

### ENVIRONMENTAL STRATEGIES

- Design landscape and exterior elements to reduce urban heat island effect.
- Design considering solar position/orientation.
- Sustainable site design recommendations should be added, particularly with respect to stormwater management.

## STREET PLANNING AND DESIGN

Provide an interconnected, efficient and attractive street system.

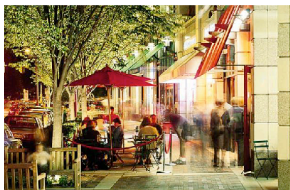


Fig. 3-5: Street, sidewalk and landscape/streetscape working together to provide life on the street.

### BASIC STRATEGIES

- Provide multiple routes for cars and pedestrians. This is to relieve traffic congestion on the major street and promote pedestrian use of the site.
- Provide direct routes to destinations, such as shopping recreation or the restaurant, and also off-site destinations such as the bus transfer station.
- Provide on-street parking on Park Street as a buffer between pedestrians and traffic, and to provide incentive for stores to face the street. Provide curb bump-outs at intersections to increase pedestrian crossing safety.
- Minimize on-street parking lane on interior street to reduce curb-to-curb width, and allow traffic to flow. Balance this with some parking to promote buildings facing the interior street, and slow down the flow of traffic in specific areas.
- Include a strong streetscape design (trees, sidewalk pavement, benches and trash receptacles, lighting, etc.) to help promote identity of the larger development and the vehicular/pedestrian experience.

### STREET TYPES

Specific street profile guidelines are given in the following two pages.

- **Street Type A:** Entry extension from Buick Street (See Figure 3-6). This portion of street will serve as the primary entry to and exit from the development, due to its location at the controlled intersection of Buick and Park Streets.
- **Street Type B:** Internal north-south street (See Figure 3-7). Typical for interior site street.
- **Street Type C:** South entry from Hughes Place (See Figure 3-8). Secondary entry/exit. May be more prominent if stop light put in at Hughes Place and Park Street.

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SITE DESIGN

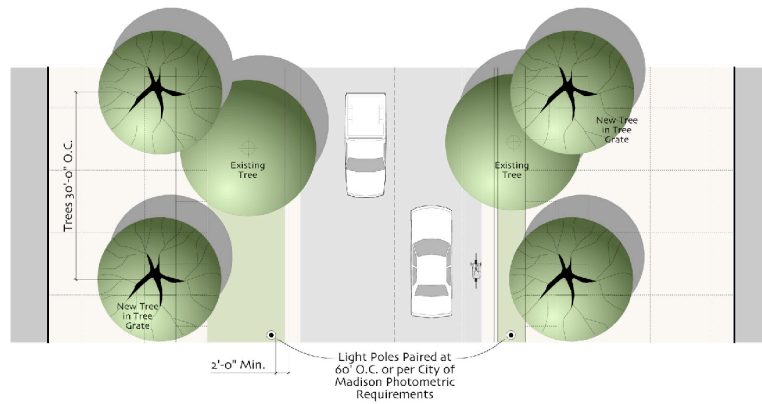
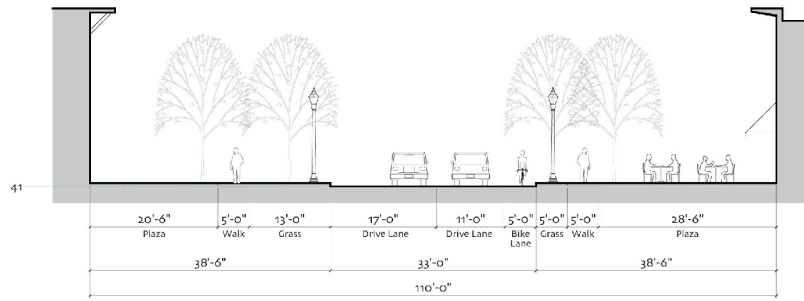


Fig. 3-6: Street Type A: Entry extension from Buick Street, section and plan.  
Note: Pedestrian-scale lighting to follow City of Madison Standards.

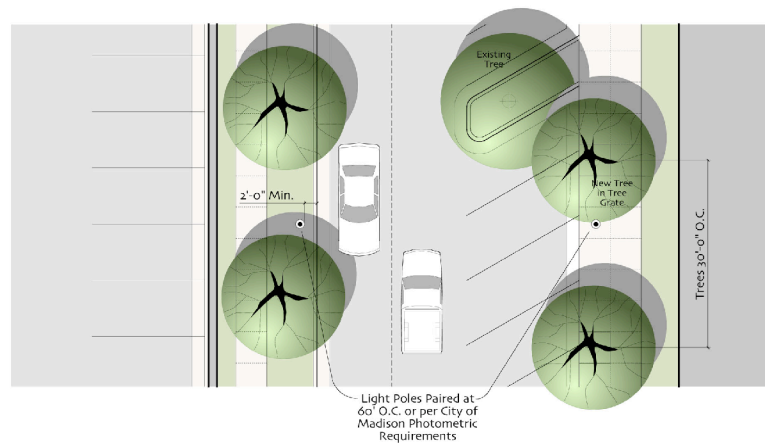
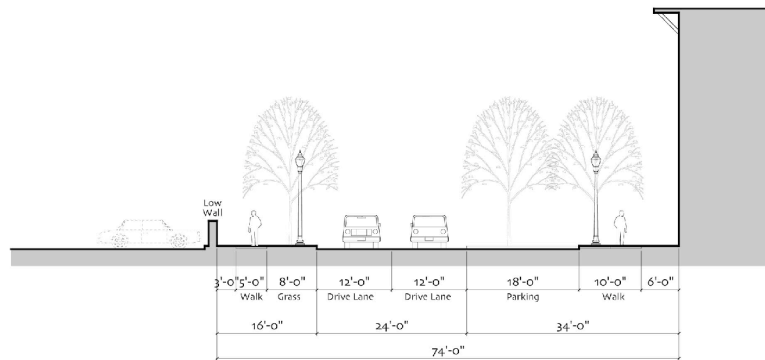


Fig. 3-7: Street Type B: Typical internal street section and plan.

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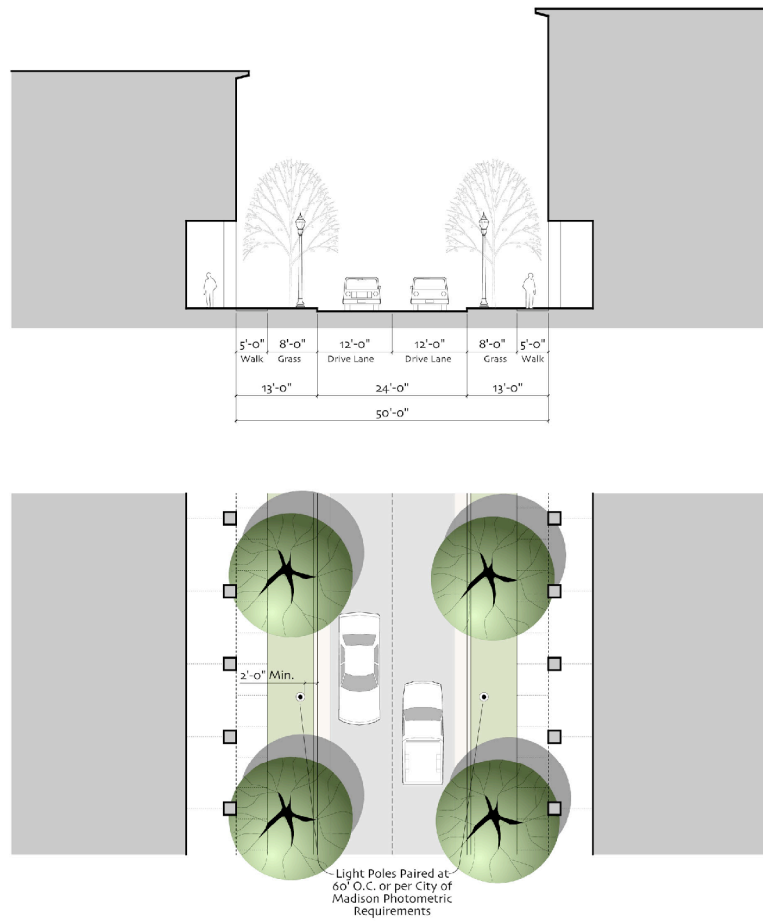


Fig. 3-8: Street Type C: Entry to internal street from Hughes Place, section and plan.



Fig. 3-9: View from Hughes Place intersection of Street Type C.

## OPEN SPACE AND STREETScape

Provide inviting, safe, and usable open space throughout the site, including use of street treatment and ready and safe public access.

### BASIC STRATEGIES

- Provide open space amenities for building occupants and guests to the site. These should include:
  - Bike racks
  - Pedestrian lighting
  - Planters or similar elements
  - Public seating area
- Screen views to parking and service areas from all streets.
- Enhance streetscape through street amenities (architectural fencing, benches, plantings, etc.) and directional signage.
- Design the edges of the Civic Space to strongly define the space.
- A specific planning process should occur to further define, articulate and design open space. This process should also explore historical or international theme in Civic Space.

### STREET TREES (Refer to previous two pages for diagrams)

- Provide continuous, uniform, and closely spaced tree planting along the length of streets.
- Space larger trees between 20 to 30 feet apart; 35 feet is the maximum spacing.
- For trees planted in tree wells with tree grates, provide a planter area of 5 feet by 5 feet.
- Street trees do not need to be one species, but can alternate to provide variety.
- Provide a proper soil mixture, aeration, and hydrology to sustain the root zone of all street trees.

## TRANSPORTATION, PARKING AND SERVICES

Encourage public and alternative transportation. Provide efficient vehicular access and parking.

### BASIC STRATEGIES

- Provide preferred parking and special facilities to encourage public and alternative transportation, such as buses, bicycles and carpools.
- Parking lots are at zoning minimum and include shared parking. See page 6 for more information on Parking Requirements used in the design.
- Parking areas are pedestrian-oriented.
- Parking areas include landscaping/trees.
- Prioritize parking for retail uses that may locate elsewhere if parking is confused, scarce, or unreliably available.
- Connect site to adjoining and nearby sites, particularly for pedestrians.

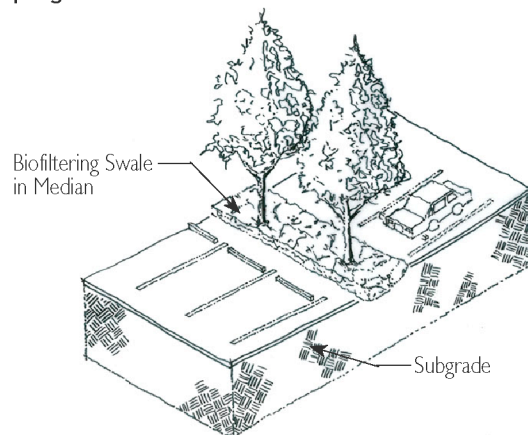


Fig. 3-11: Parking lot with bioswale/tree planting strip.



Fig. 3-10: Civic space should be reinforced on all sides, and feel continuous with the streetscape.

### Benefits

Given a limited budget, street trees are often considered the most effective expenditure of funds to improve a street. For many people, trees are the most important single characteristic of a good street.

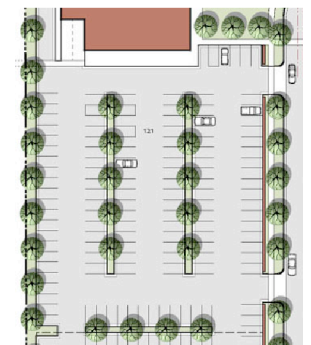


Fig. 3-12: Area of parking lot south of proposed grocery store, showing tree planting strips.



Fig. 3-13: Parking lot with bioswale to filter and absorb runoff. Shade trees reduce heat gain. Tellabs HQ, Naperville, IL.

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Fig. 3-14: Parking lot with landscape. Tellabs HQ, Naperville, IL.

## LANDSCAPE

*Incorporate native vegetation and sustainable planting practices. Install aesthetic, durable landscaping that contributes to the larger unified sense of place.*

### BASIC STRATEGIES

- Analyze soils for species suitability.
- Canopy and mid-size trees: use 100% native or cultivars of native species.
- Distinguish between 10' perimeter building envelope and open space for plant species and hardscape materials.
- Landscape for water efficiency, limiting the need for potable water irrigation.
- Landscape for water quality enhancement such as planting watershed buffers, bioswales, and surface stormwater drainage as design elements.
- Include a minimum 5-year establishment/maintenance plan in the original landscape budget.
- Minimize the use of turfgrass lawn as a default landscape typology; rather, use turfgrass in certain areas to edge and accent planting areas, and for more active uses.
- Include green roofs, particularly above the grocery adjacent to the residential tower, as both an energy saving device and aesthetic for those residential units facing that portion of the roof.

### Costs and Savings

- Reduced costs of landscape installation and maintenance.
- Reduced cost of stormwater management infrastructure.

### Benefits

- Creation of distinctive and attractive properties.
- Reduced soil erosion.
- Improved water quality.
- Native plants attract and provide food and shelter for wildlife.

## STORMWATER MANAGEMENT

*Meet or exceed the requirements of NRI 51 of the Wisconsin Administrative Code for reducing stormwater discharge pollutants on a redevelopment site.*

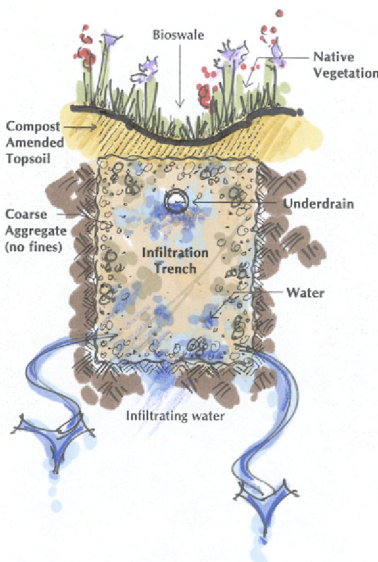


Fig. 3-15: Typical bioswale construction (CDF).

### BASIC STRATEGIES

- An erosion control plan will be required with Universal Soil Loss Equations (USLE), as this will be a redevelopment site over 4000 sf.
- Of the four stormwater management requirements (sediment control, thermal control, stormwater detention and oil & grease control), sediment control and oil & grease control will certainly be required. Sediment control is required when there is any exposed parking area, and oil & grease control when the exposed parking has forty (40) or more spaces. Refer to City staff for specific requirements of the ordinance.
- Reduce Directly Connected Impervious Areas (DCIAs).
- Control erosion by stabilizing soils with native vegetation.



## SIGNAGE AND WAYFINDING

Provide pedestrian- and driver-oriented signage and wayfinding cues for the development.

### BASIC STRATEGIES

- Design a signage plan for wayfinding which meets CDA and City of Madison requirements.
- Provide clear signage for orientation and safe access to the development.
- Provide clear signage for orientation and safe access to points of interest (Bus Transfer Station, Lincoln School) or other routes (freeway, downtown) from the development.
- Wayfinding signage should be uniform in design, materials, and coloration.
- No intrusions should be permitted directly in the pedestrian right-of-way.
- Building signage should follow a strict code for the entire development site, providing a uniform character and identity.

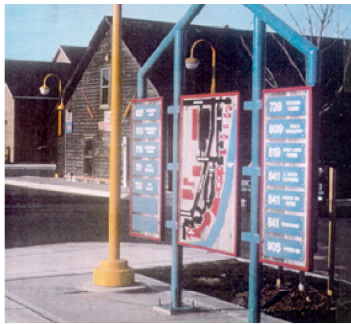


Fig. 3-16: Pedestrian Scale Signage



Fig. 3-17: Uniform Building Signage

### Benefits

Wayfinding systems welcome visitors, increases business visibility, and promote repeat visitors.



Fig. 3-18: Street Wayfinding Sign

## SITE LIGHTING

Create a safe and friendly nighttime environment, but minimize light pollution from site lighting in accordance with the Illuminating Engineering Society of North America Recommended Practice Manual: Lighting for Exterior Environments.

### RECOMMENDED FIXTURE

The light fixture and pole recommended for The Villager site is similar to lights in place at Bassett Neighborhood, Atwood Avenue, and Hughes Place, as follows:

- Pole: Holophane/Unique Solutions 11'-8" Columbia model C12/17 CI-PP cast iron pole.
- Luminaire: Holophane/Unique Solutions Washington Series Postlite WAU50DMHMTA4G2, 50 watt metal halide, medium base socket, multivolt ballast wired to 120V, Spike finial, Type IV glass globe, fluted fitter, Drylac green color RAL 6009 glossy, batch #923833; bands and medallions for fixtures in gold; Type IV Lunar Optics (Cutoff optics).
- Open space: prioritize areas that must be lit for safety.

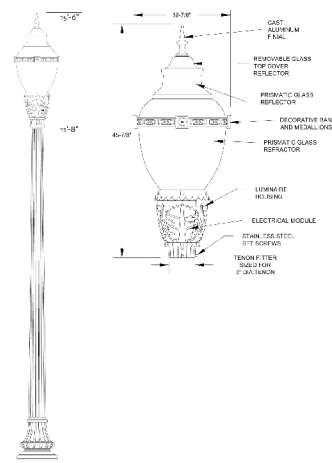


Fig. 3-19: Recommended standard street/pedestrian light for the Villager as described at left.

### Costs and Savings

Commercial establishments consume 20% to 30% of total energy for lighting. Efficient exterior lighting, as a component, translates to energy cost savings.

# BUILDING DESIGN

**Goal: Quality buildings built economically to keep rents reasonable and which minimize energy consumption. The buildings should support the overall sense of place of the redeveloped Villager, reflect the diversity and interests of the neighborhood, and be strong edges to support the civic spaces.**

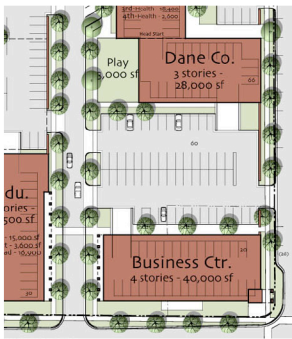


Fig. 3-20: Building placement to support street edges and orientation for daylighting.

## BUILDING PLACEMENT AND ORIENTATION

Locate and orient building forms and volumes in response to context (i.e., neighborhood and topography), to create public spaces, and to take advantage of solar opportunities and prevailing winds. Orienting the front entrances of buildings to the street is fundamental in increasing access. Logical orientation facilitates pedestrian access and supports pedestrian activity on the street.

REFER TO PAGE 6 FOR BUILDING PLACEMENT STRATEGIES

## FORM AND SCALE

Create a building footprint and massing which has visual interest and relates to neighboring structures. Maximize the efficiency of mechanical systems while utilizing natural daylighting strategies.

### BASIC STRATEGIES

- Mass buildings and articulate facades in relationship to existing neighbor structures and with sensitivity to pedestrians by having a more refined scale along street edges and hiding blank walls.
- Balance a 'wide' versus 'narrow' floor plan to provide views and daylighting, creating a building footprint which does not significantly increase energy costs, exterior enclosure costs, and foundation pile costs.

### FOOTPRINT ARTICULATION

Buildings should be configured in an interesting, yet efficient manner to maximize daylighting, create occupant efficiency, and result in a pleasing aesthetic.

- Runs of flat, blank walls exceeding 45' should be avoided. Wall interruptions (such as bays, corners, bump-outs, etc.) shall be located in response to context.

### ROOFS (DEFINED ROOF EDGE / ROOFLINE ARTICULATION):

- Break roof edges, in particular flat roofs, in order to provide a visual break.

### SCALE

A streetscape that is inviting to the community is a result of scale. Multi-storied buildings in long rows feel monotonous to the public. Elements that break up a building into smaller parts make for a more inviting streetscape. Features that add distinction and result in a pedestrian friendly streetscape include:

- |          |   |
|----------|---|
| Awnings  | Landscaping (planter boxes, trees, etc.)        |
| Benches  | Signage (signboard, projecting, decal on glass) |
| Canopies | Street Lighting (lower and inviting)            |
| Doors    | Windows (at street level)                       |
| Dormers  |   |

### Costs and Savings

Building form, along with orientation, is a primary factor in daylighting and other solar strategies.

Diminished heating and cooling loads reduce operating costs.

### Benefits

Good pedestrian scale results in a people friendly sidewalk where time wants to be spent. Where people spend time, they often spend more money.

## ENVELOPE AND ARCHITECTURAL FEATURES

Detail building envelope for energy efficiency and maintenance cost savings as well as aesthetic appeal. There should be an architectural identity to the number of buildings planned for the Villager site, so that the entire development achieves a unity and reflect a unique character and feel. This need not be an official code, and will most likely be built upon the architecture of the first buildings to be built there - the library and townhomes.

### BASIC STRATEGIES

- Select envelope materials that meet context and energy efficiency standards.
- Design enclosure to minimize thermal loss/gain and controls moisture. Insulate minimum R-20 for walls, R-30 for roof, and R-11 for foundation.
- Provide entrance features which clearly identify them for wayfinding.
- Specify doors and windows that meet or equal Energy Star® certification.
- Provide integrated architectural surface treatments and decorative elements.

All architectural features should be selected based on the precedents of the architectural style of the building (for example, retail as contrasted to residential). The following features are encouraged but will vary in implementation based on the building style, type, and use.

### AWNINGS

- Awnings made of cloth or soft vinyl are strongly encouraged for use over first floor storefronts. Awning color should complement building, and may act as signage with text printed on the front edge.

### BALCONIES

- Balconies from residential units or office areas can add visual interest to the facade as well as promote the sense of safety through additional eyes on the site.

### BAYS

- Bays (style appropriate) are encouraged to articulate building elevations.

### CANOPIES

- Canopies shall be constructed out of permanent materials and include details that are consistent with the predominate building details.

### DOOR AND DOOR OPENINGS

Door, openings, and surrounds create balance on the facade. These elements have a significant visual and functional effect on the building.

- Door styles should be placed based on the architectural precedents of the building.
- Main entries should be visible from the street or face the street.
- Main entry doors and frames should be prominently articulated features on the facade.

### WINDOW ARTICULATION

Windows take a large role in comprising the building form. The layout and size of windows create rhythmic patterns on the building surface resulting in a “solid” and “void” effect. This visual affect breaks down the mass of the building into a smaller scale. Window articulation sets the proportions of a building. Historically, window opening sizes were divided in half as the building height grew. The effect emphasizes the base portion of the building where retail is typically located.

### Costs and Savings

Outfitting a building with energy-efficient equipment makes sense from any perspective; it saves money, reduces urban air pollution, helps protect natural habitats, and improves the indoor environment.



Fig. 3-21: Awnings and balcony in design image used to define cafe and corner at Buick and Park Streets.

### Benefits

A strategy as simple as more windows (balanced with efficient envelope design) means facilities are less reliant on artificial lighting, which keeps indoor air cooler and savings on air conditioning.

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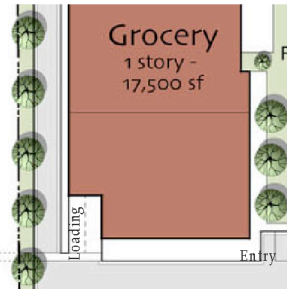


Fig. 3-22: High traffic loading area screened from street and entrance.



Fig. 3-23: Sidewalk cafes result in outdoor environments where people want to spend time.

### Costs and Savings

Direct cost savings in reduced materials and finishes usage.

Waste removal and dumpster fees can be reduced.

Refurbished office panel systems can be 50-75% of the cost of new.

Durable, low-maintenance material choices (including wall, window, door, roof and other finishes) reduce facility operational costs and increase resale value.

### Benefits

Environmentally preferable materials are by definition healthier choices, providing long term personnel savings.

### LOADING AREAS

- Loading docks, shipping, and receiving areas should be located on the rear or side yards of buildings whenever possible. These loading areas shall be further obscured from view with the addition of walls, fencing, or landscaping.
- Loading areas that have no alternative but to be located in an area visible from the public-right-of-way should be treated as a decorative architectural feature of the building.

### MECHANICAL AND ROOFTOP EQUIPMENT

Mechanical equipment on roofs should not be visible from the street. Locate mechanical equipment on the ground in rear or side yards of the building whenever possible. In situations where this equipment would be visible from the street, an enclosure shall be erected. This enclosure shall be made of materials in-keeping with those present on the building; options also include fencing and hedges for ground-mounted equipment. Mechanical equipment may include air compressors / HVAC equipment, dumpsters and utility boxes or meters.

- Roof protrusions other than chimney and plumbing vent stacks should not be viewable from the street. Vent stacks shall be painted or finished to blend in with the overall roofing color.

### SIDEWALK CAFES

Outdoor opportunities, particularly for the restaurant north side of Buick Street entry, to enjoy a beverage or dinner outdoors contribute to the liveliness of the streetscape. This activity creates an energy that entices pedestrians into commercial establishments and benefits the business community as a whole.

## MATERIALS

Develop a material and resource conservation plan through design, efficient construction, reuse of materials, and implementation of a recycling program. Specify materials which have long life cycle assessments, are locally made, and/or contain recycled content for at least 25% of the value of total building materials. Give preference to materials with low toxicity and other environmental benefits such as reduction of urban heating.

### BASIC STRATEGIES

- Maximize material resources (e.g., building multi-story on foundation piles).
- Dimension building in a modular fashion to reduce waste.
- Specify salvaged or refurbished materials for 5% of total building materials.
- Institute and maintain an aggressive facility recycling program.
- Specify, for at least 25% of building materials. Materials and Products which contain in aggregate a minimum weighted average of 20% post-consumer recycled content, OR a minimum weighted average of 40% post-industrial recycled content.
- Use local/regional materials for 25% of building materials (region within 500 mile radius of site)
- Use durable, low-maintenance, low environmental-impact materials.
- Use benign (low or zero VOC) materials approved by third party testing agencies.