

AGENDA # 6

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: April 6, 2011
TITLE: 2300 South Park Street – Demolition Permit/Alteration to Approved Master Plan and Façade Grant Request for “The Villager Mall.” 14 th Ald. Dist. (21466)	REFERRED: REREFERRED: REPORTED BACK:
AUTHOR: William A. Fruhling, Acting Secretary	ADOPTED: POF:
DATED: April 6, 2011	ID NUMBER:

Members present were: Marsha Rummel, Mark Smith, Dawn O’Kroley, Todd Barnett, Richard Slayton, John Harrington, R. Richard Wagner, Melissa Huggins, Jay Handy and Henry Lufler, Jr.

SUMMARY:

At its meeting of April 6, 2011, the Urban Design Commission **REFERRED** consideration of the alterations to the southern portion of the building and the façade grant application for 2300 South Park Street, so the relevant comments listed below can be addressed and a full grant application forwarded to the Commission. Appearing on behalf of the project were Natalie Erdman, Dale Volkening with Strang, Inc., and Patrick Hannon with SAA Design Group, all representing the City of Madison CDA. Erdman stated that the approval of the Villager Mall Master Plan in 2008 required that if the southern 150-feet of the mall were not demolished as proposed at the time, the alterations would require additional approval by the Commission. She and Volkening reviewed the current proposal that involves demolishing the southern 100-feet and changes to the southern portion of the parking lot and entrance. They also reviewed proposed changes to the east facade of the northern portion of the building that essentially extend the storefront treatment two bays to the north, including minor parking lot modifications in that vicinity. It was noted that a City of Madison Façade Improvement Grant was applied for to be used on improvements to the southern portion of the building.

The Commission had the following comments:

- Typically the Commission receives the complete façade grant application, including budgets and before and after images.
- There should be more articulation of the southern elevation and how the architecture wraps the southeast corner. Alternate materials should be considered for the south elevation, noting that the use of EIFS on the lower portions of a building is not generally acceptable. Other possibilities include windows, lighting, taller storefront elements.
- The southern portion of the parking lot needs more study, and the following were suggested for consideration: reducing some stalls to 16-feet in length (but not those overhanging the sidewalks) and/or designating some stalls for compact cars, reconfiguring the entrance from Hughes Place and the maneuvers to get to the southern parking lot.
- The sidewalk by the new southeast entrance is too small and creates pinch points.
- The shrubs proposed along the base of the building need to be a more salt-tolerant species.
- There needs to be some recognition of public space to replace the greenspace shown in the original plan.

- The east-west walkway through the northern parking lot was an important element of the original plan and there needs to be a strong connection to the plaza towards Park Street, and one or more additional tree islands are needed in the parking closest to the building.

ACTION:

On a motion by Rummel, seconded by Huggins, the Urban Design Commission **REFERRED** consideration of this item. The motion was passed on a unanimous vote of (10-0).

A motion was made by Smith, seconded by Harrington, to grant final approval to demolish the southern 100-foot instead of 150-feet, but this motion does not include changes to the site. The motion was approved unanimously.

A motion was made by Barnett, seconded by Rummel, to refer the parking lot and site plan changes to the southern portion of the site so the relevant comments listed above can be addressed. The motion was approved unanimously.

A motion was made by Huggins, seconded by O’Kroley, to approve the alterations to the northern portion of the building with the condition that the proposed sloped roof panels be replaced with vertical panels to reflect the design of the proposed new entry element to the north, with the design revisions to be approved by staff. The motion was approved unanimously.

A motion was made by Huggins, seconded by O’Kroley, to refer the parking lot and site plan changes to the northern portion of the site so the relevant comments listed above can be addressed. The motion was approved unanimously.

After the Commission acts on an application, individual Commissioners rate the overall design on a scale of 1 to 10, including any changes required by the Commission. The ratings are for information only. They are not used to decide whether the project should be approved. The scale is 1 = complete failure; 2 = critically bad; 3 = very poor; 4 = poor; 5 = fair; 6 = good; 7 = very good; 8 = excellent; 9 = superior; and 10 = outstanding. The overall ratings for this project are 5, 6 and 8.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 2300 South Park Street

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
Member Ratings	5	4	5	-	-	4	5	5
	-	5	6	-	-	4	-	-
	5	6	6	-	-	4	7	6
	8	7	7	-	-	7	8	8

General Comments:

- Site circulation needs to be made simpler and safer. Facades could use windows clearstory?