

## AGENDA # 1

City of Madison, Wisconsin

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REPORT OF: URBAN DESIGN COMMISSION

**PRESENTED:** January 11, 2006

**TITLE:** Adopting the Villager Site Development and Master Plan as a supplement to the adopted South Madison Neighborhood Plan and as the controlling document for the redevelopment of the Villager by the CDA – 14<sup>th</sup> Ald. Dist.

**REFERRED:**

**REREFERRED:**

**REPORTED BACK:**

**AUTHOR:** Alan J. Martin, Secretary

**ADOPTED:**

**POF:**

**DATED:** January 11, 2006

**ID NUMBER:**

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Members present were: Paul Wagner, Chair; Cathleen Feland, Robert March, Ald. Noel Radomski, and Lou Host-Jablonski, Todd Barnett and Michael Barrett.

### **SUMMARY:**

At its meeting of January 11, 2006, the Urban Design Commission **RECOMMENDED APPROVAL** of the Villager Site Development and Master Plan. Appearing on behalf of the project was Mark Olinger, Director, Department of Planning and Development. Olinger provided a detailed overview on the planning process behind the master plan for the redevelopment of the “Villager” shopping center as an extension of the South Madison Neighborhood Plan recommended for approval by the Urban Design Commission in November 2004. Since the City’s purchase of the property, he noted that the current 150,000 square feet of gross leaseable space is accompanied by a 30% vacancy rate. Financing of the project requires that redevelopment be phased to provide for an increase in value for the property to pay off debt service; adding value with the phased expansion without disrupting existing development. The first phase of the project includes construction of a library, improvements to the street right-of-way (Buick Street), as well as the reconfigured center’s entry. The redevelopment proposal is intended to create more of an urban setting over time with phasing of the project. The existing uses to remain, as well to be relocated within new facilities are Harambee, the health care education component, UW, MATC, as well as neighborhood-serving retail. Phasing of the project is projected through 2012. It was noted that two existing gas stations within the boundaries of the master plan area were still in the Town of Madison, requiring annexation as well as acquisition. Following the presentation the Commission expressed concerns on the following:

- Concerned with the framing of public spaces and maximization for solar gain for outdoor spaces.
- The existing bike/bus lane on Park Street as it exists is sufficient without taking additional right-of-way from the property.
- Concern with the lack of connections back into the neighborhood was addressed with the detailing on three connections not shown on the display map.

### **ACTION:**

On a motion by Host-Jablonski, seconded by Ald. Radomski, the Urban Design Commission **RECOMMENDED APPROVAL**. The motion was passed on a unanimous vote of (7-0).

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, 6.5, 6.5, 7, 7 and 7.

**URBAN DESIGN COMMISSION PROJECT RATING FOR: Villager Site Development and Master Plan**

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
<b>Member Ratings</b>	7	-	6	7	-	7	7	6.5
	7	-	-	-	-	-	-	7
	5	-	5	-	-	5	5	5
	7	-	-	-	-	6.5	7.5	7
	7	-	-	-	-	7	8	7
	6	-	-	-	-	7	6	6.5

General Comments:

- There is a) too much parking, b) too much parking along Park Street. The City should be open to proposals which densify this site even further.
- Exciting creative phasing of a project that really needs it, in an area that really needs it. This quality of texture and circulation will work only if the City as owner sticks to its guns with tenants over the long haul.
- Would like to see existing building utilized rather than completely replaced.