

## AGENDA # 2

City of Madison, Wisconsin

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REPORT OF: URBAN DESIGN COMMISSION

**PRESENTED:** August 11, 2021

**TITLE:** The Villager on Park Master Plan Update,  
Generally Located at 2300 S. Park Street in  
Urban Design District (UDD) No. 7. 14th  
Ald. Dist. (66575)

**REFERRED:**

**REREFERRED:**

**REPORTED BACK:**

**AUTHOR:** Janine Glaeser, Secretary

**ADOPTED:**

**POF:**

**DATED:** August 11, 2021

**ID NUMBER:**

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Members present were: Cliff Goodhart, Chair; Lois Braun-Oddo, Shane Bernau, Rafeeq Asad\*, Jessica Klehr, Christian Harper, Christian Albouras and Russell Knudson\*.

\*Asad and Knudson were recused on this item.

### **SUMMARY:**

At its meeting of August 11, 2021, the Urban Design Commission **RECEIVED AN INFORMATIONAL PRESENTATION** on updates to The Villager on Park Master Plan generally located at 2300 S. Park Street. Registered and speaking in support were Peter Tan, representing Strang, Inc.; and Kevin Yeska, representing JSD Professional Services, Inc. Registered in support and available to answer questions was Jim Whitney, representing City of Madison.

Tan described the updates to the master plan for creation of a vibrant pedestrian-oriented space in the middle of the site, consistent with the original master plan by creating a town center, new greenspace and landscape areas in four phases. Phase 1 includes the demolition of the north building and creation of more parking; Phase 2 involves the new Urban League Hub building and parking structure; Phase 3 involves the future affordable housing on the north end of the site; and Phase 4 is the extension of Buick Street through the site. Public art is proposed at the north end. Building materials for the parking structure include brick, metal, glass and possible public art. The stormwater management master plan shows three underground systems, one with the parking ramp construction, one with the affordable housing component (green roof or underground stormwater component) and watershed #2 between the library and the new 'Hub' building. That system will be below the central greenspace to aid with the parking structure and any redevelopment from tearing up the parking lot. Further development of the central greenspace will improve all the foundation plantings and parking lot islands, with programming that could include overhead pergolas, branding with bench seating, vine plantings on the parking structure itself, public art, curling league space, and plantings during the summer months.

The Commission discussed the following:

- Recommend considering bike circulation internal to the site, but also how people are arriving to the site on bicycles. Great opportunity to deemphasize the surface parking and single-occupant vehicles traveling to the site.

- Like the green bar through the site, wonder if you considered taking that bar and bringing it out to Park Street, swapping it with some of that surface parking. Having something that activates the streetscape instead of surface parking.
  - We were trying to balance the number of stalls needed and having the connection to Park Street. The compromise we propose is the connection being that drive that's tree-lined into the iconic Villager entrance.
  - The Hub also proposes a fairly large plaza area.
- Whatever you can do to activate the Park street frontage and deemphasize the parking. Overall headed in the right direction.
- The scale of Park Street is difficult when you're a pedestrian or bicyclist. Berming along Park Street? More of a green and human connection to the nice strip you have. The greenspace could reach out to the edges more.
- Recall the first master plan and concern about speed of traffic coming through with straight shots, especially at the greenspace. What is the consideration for slowing down traffic?
  - Sometimes a more predicable traffic pattern is in many ways a more effective way of traffic calming. The key is the design of those pedestrian crossings, if they are lined up, it gives a better measure of predictability.
- It's a nice plan.
- The public art, particularly on the parking structures, it's close to the street and will have to be integrated into the structure and not just a mural painted onto it.

**ACTION:**

Since this was an **INFORMATIONAL PRESENTATION** no formal action was taken by the Commission.