

AGENDA # 5

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: September 24, 2008
TITLE: 2202-2224 South Park Street – Master Plan Update/Revision, Modifications to a Planned Commercial Site (The Villager Mall) in Urban Design District No. 7. 14 th Ald. Dist. (10903)	REFERRED: REREFERRED: REPORTED BACK:
AUTHOR: William A. Fruhling, Acting Secretary	ADOPTED: POF:
DATED: September 24, 2008	ID NUMBER:

Members present were: Lou Host-Jablonski; Chair, Todd Barnett, Richard Slayton, Ald. Marsha Rummel, Ron Luskin, Dawn Weber, Bruce Woods, and John Harrington.

SUMMARY:

At its meeting of September 24, 2008, the Urban Design Commission **GRANTED FINAL APPROVAL** of a master plan update/revision and modifications to a Planned Commercial Site (The Villager Mall) located at 2202-2224 South Park Street, in Urban Design District No. 7. Appearing on behalf of the project was Mark Olinger, Executive Director of the City's Community Development Authority. Olinger gave an overview of the changes, which included: moving a drive entrance and reorienting parking near Hughes Place, adding two "tabletops" to emphasize pedestrian connections, setting back all building on Park Street by a minimum of thirteen feet, and removing the drive isle associated with the curb cut south of the proposed Urban League building (but preserving the curb cut for right-in/right-out movements). He also noted that remnant curb cuts along Ridgewood Way will be removed.

The Commission discussed the potential of adding a second row of trees south of the proposed Urban League Building between the sidewalk and the parking lot.

ACTION:

On a motion by Woods, seconded by Slayton, the Urban Design Commission **GRANTED FINAL APPROVAL** of a master plan update/revision and modifications to a Planned Commercial Site (The Villager Mall) located at 2202-2224 South Park Street, in Urban Design District No. 7.

The motion passed on a vote of (7-0-1) with Luskin abstaining.

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 6, 6, 7, 7, 7, 7 and 8.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 2202-2224 South Park Street

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

General Comments:

- Appreciate the plan versus an ad hoc assortment of new and old buildings. Coherence of plan much improved, circulation much improved. Appreciate improvements along Park Street and Hughes to make site more inviting and connected to adjacent neighborhood.
- Nice refinements.
- Thanks for sticking it out with us. It is now a really good plan.
- Significant site and circulation changes make this master plan finally quite good.
- Bravo on changes.