

AGENDA # 3

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: January 21, 2009
TITLE: 2202-2300 South Park Street – Façade Alterations to Villager Mall Atrium in Urban Design District No. 7. 14 th Ald. Dist. (10903)	REFERRED: REREFERRED: REPORTED BACK:
AUTHOR: William A. Fruhling, Acting Secretary	ADOPTED: POF:
DATED: January 21, 2009	ID NUMBER:

Members present were: Bruce Woods; Chair, Todd Barnett, Richard Slayton, Ald. Marsha Rummel, Ron Luskin, Dawn Weber, Mark Smith, Richard Wagner, Jay Ferm, and John Harrington.

SUMMARY:

At its meeting of January 21, 2009, the Urban Design Commission **GRANTED FINAL APPROVAL** of façade alterations to the Villager Mall Atrium located at 2202-2300 South Park Street, in Urban Design District Number 7. Appearing on behalf of the project were Dale Volkening, TC Lin, and Christopher Thiel. The applicants described the changes, noting that they are trying to create a more clear entrance treatment, resolve the intersection of the curved wall of the building and the column, and provide an appropriate ramp design. The plans provide 40 bicycle stalls in Phase I (there are currently 14), a “saxby island” in the parking lot and lighting to match that on Hughes Place. A kiosk will be incorporated into the open space for the library building and designed as part of that project. Lin stated that the primary sign would be uplit from a fixture placed on the I-beam below it and that tenant signage would be downlit. He also noted that the design of the sign may change as the result of a “rebranding” effort for the center.

The Commission discussed the spacing and treatment of the space between the curved wall and column, the location of the sign, and opportunities for additional trees to be planted. The Commission also discussed the design details of the ramp and suggested that it would be acceptable to remove or reduce the height of the wall and simply have a handrail without the screen.

Ald. Tim Bruer stated that this project originated from several neighborhood meetings and that the neighborhood supports it. He stated that he also supports the project and asked the Commission to grant approval. Mark Olinger, representing the Community Development Authority, registered in support.

ACTION:

On a motion by Rummel, seconded by Barnett, the Urban Design Commission **GRANTED FINAL APPROVAL** of façade alterations to the Villager Mall Atrium located at 2202-2300 South Park Street, in Urban Design District Number 7, subject to the following conditions:

1. Providing a minimum of 28 inches between the column and the building at the curved wall.
2. Removing the screening from the railing along the ramp.

3. Adding a tree along Park Street just north of the entrance drive, and trees in the greenspace strip running perpendicular to Park Street.
4. Providing a kiosk at the main entry to the building.
5. Centering the sign between the two columns on either side of it.
6. Including low plantings in the “saxby island”.

The motion passed on a vote of (9-0-1) 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 5, 5, 6, 6, 6, 6, 6.5, 6.5 and 7.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 2202-2300 South Park Street

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

General Comments:

- Necessary redevelopment a big plus for the neighborhood! Need more.
- Column-wall relationship continues to be an issue. Pull main signage into colors, not over them.
- Revitalizing an aging mall will enhance this community resource. Intensifying land use, greening the parking lot and rehabbing building to make it more functional is welcome.
- Let's make a special face off a park – use trees!