

## AGENDA # 4

City of Madison, Wisconsin

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REPORT OF: URBAN DESIGN COMMISSION	<b>PRESENTED:</b> April 21, 2010
TITLE: 2202-2300 South Park Street – Alteration to a Previously Approved Master Plan (Temporary Parking Lot) for The Villager Mall in UDD No. 7. 14 <sup>th</sup> Ald. Dist. (10903)	<b>REFERRED:</b> <b>REREFERRED:</b> <b>REPORTED BACK:</b>
AUTHOR: Alan J. Martin, Secretary	<b>ADOPTED:</b> <span style="float: right;"><b>POF:</b></span>
DATED: April 21, 2010	<b>ID NUMBER:</b>

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Members present were: Todd Barnett, Acting Chair; Marsha Rummel, Dawn O’Kroley, Richard Slayton, John Harrington, Ron Luskin and Richard Wagner.

### **SUMMARY:**

At its meeting of April 21, 2010, the Urban Design Commission **RECEIVED AN INFORMATIONAL PRESENTATION** on alterations to a previously approved master plan located at 2202-2300 South Park Street. Appearing on behalf of the project was John Lichtenheld, representing the CDA. Lichtenheld provided details on modifications to the previously approved Master Plan for The Villager Mall to facilitate the development of a temporary parking lot on a vacant portion of the site formerly occupied by a gas station garage, in addition to being the site of an existing billboard. The master plan as approved by the Urban Design Commission provides for the development of a future 3-story, 44,000 square foot building as part of the Phase II development at the southeastern corner of the mall development. The plans provide for the redevelopment of the former gas station site into a temporary parking lot for a maximum of 62 surface parking stalls, until such time that the market and development drives the need for the development of the new building consistent with the provisions of the adopted master plan. The project also provides for the relocation and realignment of the proposed driveway access off of the property’s southerly perimeter adjacent to Hughes Place to be more directly aligned with the southerly north/south drive aisle approved as part of current phased development associated with The Urban League/ Madison Public Library developments. Lichtenheld then provided a review of the plans noting that the relocation of the southerly driveway entry would not be possible until the existing B South building is demolished as part of the future Phase II development. Following his presentation the Commission noted the following:

- Feel that the temporary parking lot should be gone when the Phase II-B South building demolition is done or within 6 months.
- Improvement to the site over the gravel lot that’s there.
- Need to provide information on the potential termination or continued maintenance of the billboard located on the site in conjunction with the potential phased development within this area of The Villager Mall.
- When the future parking is developed following the Phase II demolition and construction, this temporary parking lot should be converted into greenspace in keeping with the Urban Design concept to keep parking off the street.

- The entry relocation on the south is temporary with temporary parking and when the grocery is demolished and parking developed, the temporary parking lot and drive are done.
- Uncomfortable with variables around the temporary parking situation as proposed.
- Bring information on the lease of the billboard and estimates of cost for the site improvements with further consideration of the project.
- The design should be modified to accommodate the billboard and place parking around and place greenspace at the street.

**ACTION:**

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

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 3, 3 and 4.

**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
<b>Member Ratings</b>	-	-	3	3	-	-	-	3
	-	-	-	-	-	-	-	3
	-	-	-	-	-	-	-	4

General Comments:

- No temporary parking lot after Phase II completed.
- Temporary needs definition.