

AGENDA # 9

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: August 13, 2008
TITLE: 2200 South Park Street - New Construction In Urban Design District No. 7. 14th Ald. Dist. (11468)	REFERRED: REREFERRED: REPORTED BACK:
AUTHOR: William A. Fruhling, Acting Secretary	ADOPTED: POF:
DATED: August 13, 2008	ID NUMBER:

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

SUMMARY:

At its meeting of August 13, 2008, the Urban Design Commission **RECEIVED AN INFORMATIONAL PRESENTATION** for the construction of a new building at 2200 South Park Street, in Urban Design District No. 7. Appearing on behalf of the project were Steve Harms representing Tri-North Builders-Developers, Jeffrey Folstad, representing Barrientos Design and Consulting, and Scott Gray, representing the Urban League of Greater Madison. Harms stated that the Urban League is only purchasing the land under this building and will be leasing parking spaces at the Villager. He presented new plans, noting that the building is setback approximately five feet from the property line along Park Street. The primary building entrance is located near the southwest corner of the building and the library would like an entrance near the center of the south facade. He stated that it would be possible to include an entrance in the center of the Park Street facade or at the corner, but feels that the building is too close to Park Street where the speed limit is 40 MPH. The Commission questioned whether an entrance should be oriented on the north facade where the driveway has a signalized intersection at Park Street. Library Director Barb Dimmick stated that the library is committed to having windows with clear vision glass along Park Street. There was considerable discussion about the lack of an overall plan for the Villager to provide context for this building. Mayoral Aid Janet Piraino stated there are programmatic and funding reasons to continue to move this project forward. Harms noted that this building is consistent with the existing master plan for the Villager.

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 5 and 6.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 2200 South Park Street

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
Member Ratings	5	5.5	-	-	-	4*	6	6
	5	6	-	-	-	4	5	5

General Comments:

- Master plan issues trump any quality design of this parcel. *Circulation must respect Buick Street.
- Master plan needs to come before individual building plans and site locations.
- Master plan first, then build-out, not piecemeal development; handsome building though.
- Library and Urban League projects are being held up by lack of a Villager Mall master plan.
- It is almost offensive that Planning staff and the Mayor sent this applicant to UDC with an end-run around a legitimate master planning process.
- Is site locked in to this location? Because too close to street, no space for landscaping, let alone people. Pedestrian access orientation needs work. Great partnership with Urban League and Library, but concern that project urgency creates precedent for ad hoc development of Villager and end run for long-term vitality for entire project.