



Project Address: 2202 – 2300 South Park Street
Application Type: Informational Presentation - New Construction in UDD 7
Legistar File ID # [66040](#)
Prepared By: Kevin Firchow, Acting UDC Secretary

Background Information

Applicant | Contact: Kirk Biodrowski, JLA Architects | Dr. Ruben Anthony

Project Description: The applicant is providing an informational presentation for a four-story mixed-use building in the existing parking lot of The Villager Mall for the Urban League of Greater Madison. The building is set back 10 feet at its closest point and an outdoor patio area is proposed along South Park Street.

Project Schedule:

- Staff understands that formal applications for approval may be submitted later this summer.

Approval Standards:

Upon submittal of a formal application, the UDC will be an **approving body** on this request. The site is located in Urban Design District 7 ("UDD 7"), which requires that the Urban Design Commission review the proposed project using the design standards and guidelines for that district in MGO Section 33.24(14).

Summary of Design Considerations and Recommendations

Staff recommends that the UDC review the project against the requirements and guidelines UDD 7 and provide recommendations to the development team. For reference, below are relevant standards and guidelines from UDD 7. Please note that while there is generally some flexibility in the applying of design guidelines, standards are considered regulations that must be met.

Building Setbacks and Orientation.

- New buildings shall have a setback between one (1) to ten (10) feet from the front property line. Where new buildings are designed for existing blockfaces, the building setback shall be consistent with adjoining buildings but shall not exceed ten (10) feet. However, the Urban Design Commission may allow buildings to be set back greater than ten (10) feet to allow for the development of usable public open spaces, such as pedestrian plazas. (Standard)

Building Height.

- Buildings shall be at least two stories in height. (Standard)
- New buildings should generally be limited to four (4) stories in height. However, building height bonuses of up to two (2) additional floors may be allowed depending on the quality of the design, the effect of the development on the adjoining neighborhood, and the contribution of the project to: the use mix and activity in the vicinity, and the character of the street. The bonus stories serve as an incentive for creative building design and should not be viewed as the permitted height. (Guideline)
- New buildings in excess of three (3) stories shall incorporate a front façade stepback of at least fifteen (15) feet from the building face at the third floor. (Guideline)

Building Massing and Articulation.

- Architectural details at the ground floor shall be provided to enhance the pedestrian character of the street. Details shall include window and door trim, recessed entries, awnings, and/or other features. (Guideline)

Windows and Entrances.

- The ground floors of commercial retail buildings shall have at least sixty (60) percent of the street wall area devoted to windows to enhance the pedestrian character of the primary street. (Standard)
- Office buildings and other non-retail buildings should have at least forty (40) percent of the street wall devoted to windows. (Standard)
- Windows on the ground floor shall be transparent, and not be darkly tinted, colored or have a mirrored finish. (Standard)