

## AGENDA # 2

City of Madison, Wisconsin

---

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: June 2, 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)	REFERRED: REREFERRED: REPORTED BACK:
AUTHOR: Alan J. Martin, Secretary	ADOPTED: POF:
DATED: June 2, 2010	ID NUMBER:

---

Members present were: Marsha Rummel, Mark Smith, Dawn O’Kroley, Todd Barnett, Bruce Woods, Richard Slayton, R. Richard Wagner and Jay Ferm.

### SUMMARY:

At its meeting of June 2, 2010, the Urban Design Commission **GRANTED FINAL APPROVAL** of an alteration to a previously approved master plan for The Villager Mall in UDD No. 7 located at 2202-2300 South Park Street for a temporary parking lot, realignment of a southerly drive aisle and the demolition of a portion of the main structure of the “Atrium.” Appearing on behalf of the project were John Lichtenheld, Mark A. Olinger, Director, Department of Planning and Community & Economic Development; Jim Bower and Patrick Hannon, all representing the CDA.

Lichtenheld presented revised details of the temporary parking plans. He noted that future development of the site with a multi-story building would eliminate its use as a parking lot and could include a multi-level parking structure to meet future parking needs. The “best case scenario” for developing the important corner would be as soon as possible. The CDA wants to develop this corner as fast as possible and is an owner who is extremely motivated. They do not want the corner anchored by a parking lot, but won’t take just any development to fill the space. The construction of a temporary parking lot is only slightly different than for a permanent parking lot; the landscaping, drainage and striping are still an investment as required to meet ordinances. In reference to the demolition, a minor departure is to keep a small portion of the south building (7,000 square feet). The second option is to take down the full building which is consistent with the master plan. Anything different than the approved master plan will have to come back to the Commission for further consideration.

Comments by the Commission were as follows:

- The driveway entries are awfully close to the main drive aisle entry off of Hughes Place; a very busy entrance, perhaps a potential for conflicts.  
Lichtenheld stated the entries are two-way to make them more efficient but that they are considered a temporary solution with the design of the temporary parking lot intended to maximize the amount of parking.
- Encourage you to look at closing one entrance. You do need the two-way through.
- The planting plan needs to be finalized with species counts. Fine for initial approval but for final would like to see a final plant list.

- There are 11 plant listings that are not on the plan. Need to narrow down.
- Consider putting trees in places where they would be permanent beyond the temporary parking lot, maybe along the side street.

### **ACTION:**

On a motion by Slayton, seconded by Barnett, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a unanimous vote of (7-0). The motion provided for the following:

- The number and type of trees and the shrubs are OK as listed as they appear on the plan, but not on the plant list.
- The applicant has the option to move some of the plantings into the terrace with staff approval.
- Final approval is limited to the temporary parking lot only and full demolition of the southerly portion of the atrium building; if any portion is maintained or there is a departure from the master plan as approved it will require formal consideration by the Urban Design Commission.
- Coordinate with Forestry as far as the location of all plantings within the temporary parking lot with street trees in the terrace.
- The temporary lot will expire in three years as regulated by ordinance and any extended use will have to come back for further approvals.

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 and 6.

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	6	-	6	-	-	6	6	6
	5	-	5	5	-	5	5	5
	6	-	7	-	-	-	-	6
	-	-	-	-	-	-	5	5

General Comments:

- Building yes, parking no on corner site.
- A temporary parking lot is a disappointing use but understandable.

## AGENDA # 4

City of Madison, Wisconsin

---

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: 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)	REFERRED: REREFERRED: REPORTED BACK:
AUTHOR: Alan J. Martin, Secretary	ADOPTED: POF:
DATED: April 21, 2010	ID NUMBER:

---

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
Member Ratings	-	-	3	3	-	-	-	3
	-	-	-	-	-	-	-	3
	-	-	-	-	-	-	-	4

General Comments:

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