

Minutes
Villager Mall Master Plan Oversight Ad Hoc Committee
July 12, 2005

Members Present: Alder Timothy Bruer, Linda Franklin, Jim Garner, Lynn Green,
Jim Kramer, Alder Isadore Knox, Kevin O’Driscoll, Janet Piraino,
Richard Slone, Ka Moua Thao

Members Absent: John Bauhs, LaMarr Billups, Noe Arteaga, Melissa Huggins, Cathy Smith

Consultants Present: Tim Hansmann, Mark Roffers, Tom Kubala

Others Present: Percy Brown, Dale Cox, Lori Kay, Tom Kubala, Archie Nicolette,
Mark A. Olinger, Yer Yang

1. Call to Order & Introductions

2. Approval of Minutes

There was a motion by Bruer, seconded by Franklin to adopt the minutes of June 6, 2005.
The motion passed unanimously.

3. Update on Planning Process

- AND -

4. Building Program / Site Analysis

Tim Hansmann

- Pair down square footage and show square footage by program
- Three schemes
 - 240,000 – 270,000 sq. ft.
- Balance: Parking & Building / Use

Scheme #1 – Attachments A and B

- Mr. Hansmann presented the Building Program for Scheme #1 (**Attachment A**).
- Mr. Hansmann presented Site Plan Study #1 (**Attachment B**) – Shows long-term vision – not phasing at this point. Phasing will be discussed at a future meeting as program is more fully developed.
- Buick Street kept as key entry into site.
- Move new construction towards Park Street – it’s vacant, and available.
- Create new interior circulation, more street-like and pedestrian-focused and friendly.

- “Internal Street” will be a civic space and will give it its own sense of place.
- Civic space – flanked on both sides by retail, to provide sense of enclosure. Needs to have some sort of use to help animate, have a function, so that people will use it.
- Grocery store – 17,500 sq. ft. – since that was viewed as a good size for potential users.
- Parking contained in some structures, but not structured parking; too costly to do structured parking at this point, but opportunity for that may occur in future.
- Shows connection via walk to school.
- Q: What is Park Street going to look like?
 - A: No work is anticipated in this contract, but will work with adopted plan, and with Traffic Engineering.
- Q: What’s happening with current grocery business as things move forward?
 - A: Yue Wah – in, others may form as progress moves forward. Phasing will limit, but not eliminate, disruption.
- Q: Ms. Franklin – People running across Park – can we create a refuge island? How do we reduce danger to people?
 - A: Moving R/W back – more green, potential for light, etc.?
- Mr. Slone – Opportunity for tabletop? A: Good question – invite Traffic Engineering to next meeting.
- Mr. Brown – Get feedback from Police – how to make sure that crime and security are taken into account.

Scheme #2 – Attachments C and D

- Mr. Hansmann presented the Building Program for Scheme #2 (**Attachment C**) – and discussed the drawings from Scheme 1 to Scheme 2.
- Mr. Hansmann then presented the site plan for this scheme (**Attachment D**).
- Moves civic space on line with Buick.
- Grocery store – behind civic space, at the end of the new drive into.
- Introduces mixed-use (retail / residential) to site, at north end of site.
- Education moved toward Hughes Place, clustered with other service functions.
- Farmer’s Market / Outdoor market would work best under this scheme . . . for circulation and visibility.
- Ms. Franklin – Q: Skywalk potential to connect residential and commercial.
 - A: Perhaps to build together closer – very expensive to build a skywalk.
- Mr. Brown: Create a campus atmosphere by connecting the service and retail areas.
- Q: An atrium for retail area? Something enclosed? To help protect people in winter.
 - A: Possible to look at how that might occur – accommodate architectural elements to protect pedestrian. Also, over last 10 years, things have been moving away from indoor space.
- Q: Height of residential?
 - A: Perhaps four stories on site, to make a focal point.
- Alder Bruer: Commercial vitality is critical to supporting other activities.
 - A: Housing component adds to commercial vitality; gives ownership to site; changes look and feel.

- Alder Bruer: Like Hatchery Hill?
 - A: Yes. Think of Hatchery Hill as a similar kind of project.

Scheme #3 – Attachments E and F

- Mr. Hansmann presented the Building Program for Scheme #3 (**Attachment E**) and the accompanying site plan (**Attachment F**).
- Civic Space – Located to Buick & Park
- Library / Harambee to Buick & Park, as gateway feature
- Retail a little more separated from other uses
- Most surface parking – would work, but leaves a lot of underutilized space.
- Ms. Piraino – What’s best to start with? Retail? Residential? Small residential % - enough to drive value?
 - A: Upper story space – most likely residential, although some non-residential uses would work too, e.g., offices that don’t need first-floor visibility.
- Q: What about gas stations?
 - A: The site plan shows both of them not being part of redevelopment.
- Ms. Green – Where might Human Services go?
 - A: Several possible locations.
- Mr. Garner: Anything missing?
- Mr. Kramer – Pleased with all three; strong sense of community in the concept of planning.
- Alder Bruer: Did a tremendous job in pulling this together. Having an opportunity to have a grocery store better sited at Site 2 – closer to Buick seems to work.
- Alder Knox: Curious about market for grocery.
 - A: Maybe a Brennan’s Market.
- Mr. Garner: Suggested a vote on preferred options by both Committee and public in attendance. Results as to the three options:

| Scheme | Committee | Public | Total |
|---------------|------------------|---------------|--------------|
| #1 | 2 | 3 | 5 |
| #2 | 10 | 5 | 15 |
| #3 | 0 | 1 | 1 |

- Ms. Piraino – Interested in financial viability, #2 seems more likely to provide space for parking.
- Q: What are we after for retail?
 - A: Provide for existing users, and provide for growth – actively recruit, e.g., small specialty grocer, family restaurant, and create market viable spaces that would be attractive to them. Retail business that only attracts from neighborhood may not be successful. We need to think of a larger trade area that would help make the
- Mr. O’Driscoll: Phasing may be expensive. Moving people around seems is costly. Seems as if housing is “light” – seems that more housing could be possible on the site.
- Mr. Boyle: Orientation – Options 2 and 3 – likes them better.
- Ms. McCallister: 3BR – to keep / attract families, since that seems to be a need.
- Ms. Green: Are condos to be affordable?

- A: Goal to stay at \$200,000 or under.
- Ms. Kay: How does it align with other projects?
 - A: Strong connection to the east – to Park Bank site, down towards Badger – to help as an organizational element.

5. Update on Public Outreach Activities (J. Wortsman & Mark Roffers)

M. Roffers

- Met with Burr Oaks – meeting – a lot of their comments.
- Working to meet with Bram's Addition.
- Working with Jodi on kiosk @ atrium of Villager.
- July 26 @ Noon – Current users of Mall to share.
- Schedule a Public Open House in mid-August – to have it before next Committee meeting.

J. Wortsman

Ms. Wortsman described that the Subcommittee that was organized to work on outreach issues had met, and discussed how to improve outreach to under represented members of the community. Ms. Wortsman presented two handouts (**Attachments G and H**). They have worked to provide additional opportunities for outreach, and as Attachment G states we wish to make sure that input from this additional outreach would not just be an empty exercise. Assurances were made that this input would be welcome and folded into the Master Plan process.

Discussion also followed regarding the work of the Committee once the Master Plan is done, and how might the public be engaged in the process in the future.

Mr. Olinger stated that once the Master Plan is done that the Committee will disband. As owner, the CDA has the Villager as an ongoing agenda item and is open to hearing concerns, suggestions, etc., that are brought before it.

Meetings are held with the CDA's property management firm, Spiegel-Gallagher, and they are in constant contact with CDA staff.

6. Next Meeting Date

- Open House on August 18, 2005, from 6-8 p.m. @ Harambee
- Next Oversight Committee meeting scheduled for September 13, 2005, at 5:15 p.m., also at Harambee

7. Public Comment

None because public were involved in entire discussions during balance of meeting.

8. Adjourn

Alder Bruer moved to adjourn the meeting. Ms. Piraino seconded the motion. The meeting adjourned at 7:20 p.m.

Respectfully submitted,

A handwritten signature in black ink, appearing to read "Mark A. Olinger", with a long horizontal line extending to the right.

Mark A. Olinger, Director
Department of Planning & Development

MAO:nap