

Minutes
Villager Mall Master Plan Oversight Ad Hoc Committee
October 25, 2005

Members Present: John Bauhs, Ald. Tim Bruer, Linda Franklin, James Garner, Lynn Green, Melissa Huggins, Ald. Isadore Knox, James Kramer, Janet Piraino, Richard Slone, Ka Moua Thao

Guests Present: Phillip Bambrough, Jack Bauhs, Ruth Bauhs, Percy Brown, Ed Lee, Amel Kaufman, Lori Kay, Jean Nielsen, Mark Olinger, Stu Seffern, Barbara Snell, Will Warlick, Jim Whitney, Angela M. Wijatyk, Jodi Wortsman, Bob Wynn, Julie Yearling, Yer Yang,

1. Call to Order & Introductions

Mr. Garner called meeting to order at 5:20 p.m. Members and guests introduced themselves.

2. Approval of Minutes

On a motion by Mr. Slone, seconded by Ald. Knox, the Minutes of September 13, 2005, were approved unanimously.

3. Master Plan Review and Adoption

Mr. Olinger began review by highlighting changes from the September 13, 2005, meeting by noting changes in plan revised by Committee with the one from September 13. Changes include additional access from apartments to the Villager, also noting that both gas stations are gone in the long-range plans.

- Ms. Kay noted that education site is not big enough to be visible from Park Street, and may be hidden behind another building – agree to discussion about future location.
- Ms. Angela Wijatyk from Burr Oaks, guest, asked the following about the gas stations
 - Why were they not shown on the plans?
 - Is it highest and best use? Could it be something else?
 - Mr. Olinger discussed history of programs, concerns about visibility and compatibility with long-term users for area
 - Ald. Bruer suggested that the highest and best use for site; may be something else, and that the proposed Master Plan did suggest having higher / better uses for the area.

Additional Public Comment on Plan

- Barbara Snell of Access Community Health Center
 - Access CHC has a strong interest in a new clinic at the site to be built in the future

On a motion by Alder Bruer, seconded by Mr. Slone, the Villager Site Development and Master Plan was adopted by the Oversight Committee. The vote was unanimous.

4. Discussion on Follow-up to Master Plan

Mr. Olinger presented the following on the follow-up to the Master Plan:

- 1) Timeline
 - a. Adoption by Committee – October 25, 2005
 - b. Adoption by CDA – November or December 2005
 - c. Adoption by Council – February 2006
- 2) Outreach / Engagement
 - a. Quarterly Tenant Meetings with Villager property management with CDA staff in attendance
 - b. Ongoing updates on Villager Web Site – With updates posted regularly / e-mail notices
 - c. CDA holds regularly scheduled meeting at Villager, e.g., when Villager Budget discussed, Fall of each year
 - d. CDA continues to have Villager as regular agenda item

Mr. Olinger went through pages 25 and 26 of the Draft Plan. to discuss implementation strategies and Phase 1 direction.

Mr. Olinger restated that the goal of this section was to prepare an implementation plan, which maps a clear and realistic course of action for the successful redevelopment of the Villager according to the Master Plan.

Mr. Olinger presented thoughts on the actions, which have been recommended to occur prior to Phase 1. {Note: Each action is reprinted here with commentary as discussed at the meeting }

1. Work under the cooperative boundary plan with the Town of Madison and affected property owners to annex properties directly related to the future of the Villager, including all sites on the Villager block.

NOTE: Likely to occur in 2006, depending upon negotiations / arbitration with Town of Madison on early attachment. No formal resolution to this has been reached as of date of this meeting.

2. As the attachment from the Town of Madison is complete, create a new Redevelopment Tax Incremental Financing (TIF) district for recently attached

lands, particularly those along the west side of Park Street, and potential redevelopment sites in the Park Street / Badger Road intersection area.

NOTE: Likely to occur in 2006. All relevant information has been collected and staff is ready to move forward as soon as attachment issues are settled.

3. Consider designating a “master developer” for the Villager site, operating under the direction of the Community Development Authority (CDA). This may be an FTE project planner position, private implementation consultant, or non-profit community development corporation. If designated, a master developer would be responsible for managing implementation of the plan, including the solicitation of developers for individual components of the project.

NOTE: CDA staff will talk about this with our property management firm, Siegel-Gallagher, to see if they have staff set to provide these critical services to CDA for Master Plan implementation oversight.

4. Consider establishing a working relationship with an established local group to serve as liaison between the CDA, master and individual site developers, the neighborhoods, and business associations when new developments are proposed for construction on the Villager site in line with the master plan. The local group could also help obtain input on site and building use components not yet fully detailed (e.g., outdoor civic space, community center).

NOTE: The adoption of the Master Plan is only the beginning. Additional work will need to occur as new projects move forward and as time may change the conceptual program presented in the Master Plan. There will be many opportunities for additional neighborhood, tenant, or other stakeholder input as project refinement occurs.

5. Work with Madison Gas & Electric and others to make the redevelopment of the Villager a pilot project for a green-built mixed use development, featuring bioinfiltration, green roofs, and other innovative approaches. Consider working with an Internet provider to make the Villager site a “hot zone” for wireless Internet service.

NOTE: Will incorporate to fullest extent possible in Phase 1 projects, and as other projects move forward.

6. Develop a long-term strategy to sell some future building sites at the Villager for development by private developers and non-profit organizations. This general strategy will increase the viability of the overall project and provide funding for other public building construction or project amenities that might not otherwise be funded, to the effect that the strategy does not negatively affect the CDA’s existing New Market Tax Credit financing. In considering the sale of individual building sites, the CDA should first assure that the following wording is included in any agreements:

“The design of building sites shall conform to specific design covenants and restrictions, as approved by the CDA, Plan Commission and Common Council, to ensure that it shall be consistent with the visual character and quality of the Villager. The developer agrees to hold advisory review meetings with an architect or architectural firm designated by the CDA, at the Developer’s sole cost and expense, during the design phase of the project. These advisory review meetings shall include not less than one pre-design meeting to determine the scope of the building design, and not less than two schematic design review meetings.”

NOTE: Both are critical to success, financial and community, for project. It is imperative that redevelopment activities do not negatively affect the financial strength of the Villager, and the ability of the CDA to service its debt.

7. Develop a parking management plan that phases the construction of new parking lots and allocates parking spaces so that customer-based users have enough parking to make and keep retail uses viable.

NOTE: Integral to phasing.

8. Complete development of a “brand” to help market and organize the redeveloped Villager project in the future.

NOTE: Currently under development.

9. Carry out aesthetic improvements to the portions of the existing Villager building that will remain for significant periods of time as needs and funds allow.

NOTE: Ongoing. 2006 projects to be in Villager Budget to be reviewed in November / December 2005.

Mr. Olinger also briefed the Committee on Phase 1 initiatives:

- Top priority will be for the library building, a two-story structure with 10,000 square feet each floor including additional tenants on the second floor, and developing the town homes at the northwest corner.
- Second priority will be to solicit development of a restaurant / retail building to the north of the Buick Street extension entry.

Specific elements to include:

1. Design the library building in conjunction with adjacent outdoor civic spaces (possibly including a reading deck) and with potential users of upper floor space

in the library building, including current and potential health care providers or office users. Construction of library programmed for 2007.

2. Engage in more detailed discussions and work regarding the design, programming, and management for public spaces planned for the Villager site, including a proposed indoor community center and outdoor civic space.
3. Solicit for a private developer to construct row house units along Ridgewood Way, ultimately intended for individual ownership. A master developer, if designated, could issue a Request for Proposal (RFP) for development of these and other “sub-projects” within the overall Villager site. The selected residential developer may also wish to construct other housing proposed for later phases.
4. Solicit for a private developer to create retail and restaurant spaces between Buick Street and Ridgewood Way that emphasize an international focus, including existing tenants of the Villager and a sit-down restaurant. The selected non-residential / mixed-use developer may also wish to construct other retail, office, commercial service, and mixed-use buildings proposed for later phases.
5. Work with private developers to actively bring “anchor” users to the Villager site, including a sit-down restaurant and an appropriately scaled, designed, and targeted grocery that keeps overlap with Yue Wah to an absolute minimum.
6. Begin discussions with the owners of the gas stations to the immediate northeast and southeast of the Villager site regarding their potential redevelopment.
7. Begin discussions on how to practically build new on-site space for all Harambee agencies. These discussions should explore using revenues from sales of Phase 1 properties, first floor retail leases in proposed Harambee building, fundraising, grants, collaboration with non-profit agencies, and other creative approaches.
8. Prepare a “white paper” detailing the concept for an International Business and Resource Center on the Villager site, focused on providing high-quality jobs. Convene area business entrepreneurs, Campus Community Partnership (UW-Madison, UW-Extension, MATC, Edgewood), Wisconsin Department of Commerce, and interested non-profit organizations in an ad hoc group to refine that concept and develop a business plan for an International Business and Resource Center.
9. Work further with Dane County Human Services and Campus Community Partnership members to decide on the long-range future for those organizations at the Villager site and in their current spaces. Potential new building spaces are allocated to these agencies in later phases, but their move to such spaces remains uncertain given future space requirements and uncertainties, cost sensitivities, and recent investments in the “Atrium” section of the existing Villager Mall building.

10. Work with owners of property between the Villager and Badger Road / South Metro Transit Point to secure a dedicated transportation route connecting these two areas.
11. Convene a park and ride / transit working group to identify long term solutions and funding for parking and transit needs associated with the University and “Health Care Main Street” institutions, considering the potential for a parking structure on or near the Villager site and assisting in the relocation of leased UW parking at the north end of the Villager property.
12. Complete as many streetscape, bike and pedestrian facilities, civic space, and other public improvements as possible around the Phase 1 buildings to facilitate their development and success.
13. Using TEA, CDBG, other State and Federal grant sources, and already budgeted City funds, develop and implement a streetscape plan for both sides of Park Street, including wider sidewalks, parking lanes, and streetscape improvements as a precursor and incentive for economic investment.
14. If warranted, install traffic signals and pedestrian crossing improvements at the corner of Hughes Place and Park Street, and ask City Traffic to explore improvements at the Badger Road / Park Street intersection.

5. Adjourn

Prior to adjourning, Mr. Garner, Ald. Bruer, Ms. Piraino, and Mr. Olinger offered their thanks for the involvement of the Committee in moving the Master Plan forward and for the Committee’s engagement in the process.

It was also noted that copies of the full plan will be available for viewing at Harambee, the Library, and South Metropolitan Planning Council by mid-November.

The meeting was adjourned at 6:20 p.m.

Respectfully submitted,



Mark A. Olinger, Director
Department of Planning & Development

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