

**Minutes**  
**Villager Mall Master Plan Oversight Ad Hoc Committee**  
**May 16, 2005**

Members Present: Jim Garner, Ald. Isadore Knox Jr., Cathy Smith, Lynn Green,  
Ald. Timothy Bruer, Kevin O’Driscoll, Janet Piraino, Melissa Huggins,  
Jim Kramer, Ka Moua Thao, Linda Franklin & La Marr Billups

Others Present: Percy Brown, Jean Nielsen, Jodi Wortsman, Julie Yearling, Jim Whitney,  
Tim Hansmann, Yer Yang, Archie Nicolette, Maria Banuelos,  
David Wagner, Mark Holland, Mark Roffers, Gloria Kirchoff, Ben Kadel

**1. Call to Order & Introductions**

**2. Election of Chair and Vice-Chair**

Ald. Bruer moved to approve Jim Garner as Chair and La Marr Billups as Vice-Chair.  
Ms. Green seconded the motion. Motion unanimously approved.

Mr. Garner noted that per Ordinance, activities of the Committee are not lobbying.

Two additional members will be approved at May 17, 2005, Council meeting. They are  
Mr. Noe Arteaga of Mundo Latino, a Villager Mall retail tenant, and Mr. John Bauhs,  
representing Burr Oaks Neighborhood Association.

**3. Review of Project Scope – Jim Whitney**

- Mr. Whitney reviewed RFQ process; advertising, bidding, receipt of Proposals, interviews, etc., and introduced Tim Hansmann and Mark Roffers, consultants to the project.
- Mr. Hansmann talked about projects The Kubala Washatko Architects (TKWA) have done, including Hilldale, Knickerbocker Place, Grandview Commons, Milwaukee Public Market, and work with Vandewalle Associates.
- Mr. Roffers talked about the long history of Vandewalle Associates efforts in the area.
- Mr. Whitney briefed Committee on the Master Plan elements: Site Inventory and Analysis, Building Program, Master Site Plan.

**4. Timeline Review**

- Mr. Hansmann discussed timeline with agenda of having the final document ready by September 1, 2005.

To get there, the following dates have been targeted:

- May 20 – Wrap up date of Site Inventory and Analysis.

- Some very preliminary work has begun on Phase 2: Building Program.
- Early weeks of June – Building Program will be well underway.
- At the same time, Master Site Planning options will begin to emerge as Building Program gets firmed up.
- Master Plan will include an implementation framework and a phasing plan.

#### **Number of Specific Meetings of Oversight Committee – 4**

- (1) May 16, 2005 – Phase 1
- (1) Building Program – Phase 2: June 6, 2005
- (2) Master Site Planning Phase – Phase 3:
  - 1<sup>st</sup> meeting highlighting options: July 12, 2005
  - 2<sup>nd</sup> meeting will focus on final implementation and phasing plan; date to be determined

### **5. *Opportunity for Committee Members to Discuss / Share Their Thoughts for Master Planning Project***

#### **Ald. Knox**

- Potential for job growth / employment, educational opportunities – act as stimulus to help people move up – things that can track into jobs.
- Venue for youth.

#### **Melissa Huggins**

- Things remain affordable – community & housing.
- Incubate new business.
- How do we finance project to help keep it affordable?

#### **Cathy Smith**

- Interests:
  - Business Resource Center
  - Job Development
  - Make sure community development – job opportunities is initial element
  - Don't feel threatened by what may happen.
  - Have image & history of South Madison – cannot forget their history and ties to area.

#### **Lynn Green**

- Concerned about creating another Greenway Station, upscale eateries, more upscale residential.
- No talk about special needs of community – Villager is meeting needs of community.

- Difficulty of continuing a retail function and delivery of needs for community; how do we reconcile or accommodate?

## **6. Review of Consultant Work to Date**

- Mr. Hansmann
  - Discussed Appendices – Background
  - 9.11 acres, 170,000 gross square feet of building area
- Question: What else can site support? There are additional opportunities, but may end up with more activities that want to occur than what site can support.
- Example:
  - Library – 2<sup>nd</sup> smallest in the City, improve visibility, use, etc.
  - Adjacencies? Budget issues; location?
- Unique sense at Villager Mall:
  - Harambee (Health, Library)
  - Education opportunities
- Mr. Roffers – There is a lot of interest in Villager Mall and our charge is to make recommendations about the type, form, and density of area and how that gets reflected in area. Mr. Roffers discussed a variety of items from sheets, posted at the meeting. These are included on Appendix A.
- Target is to have additional big public forum in August.
- Ms. Smith asked about pedestrian overhead crossing.
  - Ald. Bruer explained that some seed money exists for pedestrian enhancements, but that Traffic Engineering waiting to see how this process unfolds before identifying specific projects.
- Interviews:
  - Have spoken with about 30 groups / interested parties including almost all tenants.
  - Space Needs:
    - Library bursting at seams; many others believe funding space for Library is a priority. Siting of Library is critical – It’s an anchor and has a lot of spin-off potential.
    - “Cultural Heritage Center” opportunity.
    - Community Gathering Space (where – yet to be determined).
    - Some modest growth – Non-Library functions @ Harambee.
    - Campus Community Partnership (CCP) – Significant needs that are partially being met, e.g., Space Place and UW-Extension (Vita Tax Association), but perhaps more.
    - MATC – Could be significant growth center for them in Madison – for long-term.

- A challenge: Not all of the master planning is going on at the same time – so budget and space planning, etc., will need to be accounted for over time.
- Businesses: Generally interested in staying – but not necessarily poised for large growth.
  - Adams – Lease through 2013.
  - Mr. Money – Unable to connect for interview after repeated attempts.
- Commercial Retail – Market opportunities (See Attachment A)
- Mr. Hansmann noted that present space not very conducive to retail:
  - Deep floor plans
  - Way off of street so visibility reduced
  - Signage is old and not well designed – does not present an attractive “face” to the larger community
- Mr. Garner – Can we go underground for shopping, e.g., like in Montreal?
- Ms. Piraino – How we account for uses that may be included in planning, but not anything final by September 1?

## **7. *Next Meeting Dates Scheduled***

- June 6, 5-7pm @ Villager Mall, Campus Community Partnership Conference Room
- July 12, 5-7pm @ Villager Mall, Campus Community Partnership Conference Room

## **8. *Public Comment***

- Maria Banuelos (spoken during Committee members’ discussion as she had to leave early)
  - Reflects a multi-cultural communities that services delivered in culturally-sensitive manner
  - Print form (signage)Language
  - Reflective of community & for community
- Jodi Wortsman
  - Increase public information flow
  - Include Southern Exposure in marketing materials
- Linda Elmore: Museum re: grassroots history of area should be included

## **9. *Agenda for Next Meeting***

Main topic of business will be discussion of Building Program.

**10. Adjourn**

There being no further business, the meeting was adjourned at 7:00 p.m.

Respectfully submitted,

A handwritten signature in black ink, appearing to read "Mark A. Olinger", is written over a horizontal line. To the right of the signature is a vertical line.

Mark A. Olinger, Director  
Department of Planning & Development

## Attachment A

### Sheet #1: Public Workshop

120 signed in (50+ did not sign in – great turnout for first meeting!)

- Plan should reflect multi-cultural community (e.g., signage)
- Should acknowledge history of South Madison
- Keep integrity of Harambee
- Support for Harambee education, Library, Yue Wah
- Pedestrian-unfriendliness (parking lot, Park Street, building layout as problems)
- Desire for job, education, service focus
- Ambivalence about gathering place

### ***Sheet #2: Most supported uses:***

- Teen center
- Family restaurant
- Gym
- Child Care
- Coffee
- Training
- Farmers Market

### Sheet #3: Market Opportunities

- Restaurant
  - Family
  - International
  - Deli
  - Carts / Court
- Grocery
  - 15,000-20,000 sq. ft.
  - International
- Apparel
  - Sports
  - Shoes
  - Clothing
  - Jewelry
- Lodging
- Gym
- Affordable owner housing
- Financial / Lending

- Commercial Services
  - Barber / Beauty (including supplier)
  - Florist
  - Photo
  - Music

#### ***Sheet #4: Other Use Interests***

- Shared classrooms
- Demonstration kitchen
- Consolidated Health Department Administration?
- Community room
- Cultural Center
- Retail Business Incubator
- Playground
- International Business Center

#### ***Sheet #5 Committee Ideas***

- Jobs, linked with educational services
- Youth venue
- Affordable rents for incubation
- Business Resource Center, especially for Latino
- Focus on neighborhood needs & health needs