

Minutes

Villager Mall Master Plan Oversight Ad Hoc Committee

June 6, 2005

Members Present: John Bauhs, LaMarr Billups, Alder Timothy Bruer, Linda Franklin, Jim Garner, Lynn Green, Melissa Huggins, James Kramer, Alder Isadore Knox, Janet Piraino, Ka Moua Thao

Members Absent: Noe Arteaga, Kevin O'Driscoll, Richard Slone, and Cathy Smith

Consultants Present: Mark Roffers, Tim Hansmann

Others Present: Jackie Austin, Ruth Bauhs, Percy Brown, Laura Gutknecht, David Hague, Scott Hedding, Deb Loiselle, Mary Anne Mayhew, Leslie McAllister, Pamela Muñoz, Peter Muñoz, Archie Nicolette, Jean Nielsen, Steven H. O'Lear, Jeff Richter, Margie Navarre Saaf, Stu Seffern, Chris Wagner, Jodi Wortsman, Yer Yang, Julie Yearling

1. *Call to Order & Introductions*

2. *Approval of Minutes*

There was a motion by Bruer, seconded by Kramer to adopt the minutes of May 16, 2005. Discussion followed regarding the Minutes as it related to discussion concerning a potential move of the Library from its present location to another site. The effect of common areas, the sense of Harambee as a community anchor, and the management of the area were all discussed. Mr. Kramer wanted it noted that there was considerable discussion about this topic. After discussion, the Minutes were adopted, as amended.

3. *Plan Discussion (Consultants)*

Mr. Roffers and Mr. Hausmann presented the following:

- Outstanding items from last meeting will be held at June 22 meeting with City staff.
- Interviews are complete with other stakeholders. It was noted that interviews with some users were not held and that further efforts will not take place. Additionally, the Consultants are:
 - In regular contact with Siegel-Gallagher.
 - Have spoken with 7-8 developers about their thoughts on the property. The students from URPL at UW-Madison handled those interviews.
 - No luck yet via letter / call with gas station owners.
 - Tenants – Mr. Money – no contact after repeated attempts. No further attempt will be made.

- Ald. Bruer commented that he would like consultants to talk with Neighborhood Associations to give the Consultants a full opportunity for discussion with them, i.e., BANA & Burr Oaks. He believes that the neighborhoods want “to test the market” to see what can get going at the site.
- He also suggested that the Consultants please remember to keep them at forefront.
- Mr. Roffers suggested that work done to date has focused on results of meetings with residents and others, and a commercial / retail mix of goods and services were high on their desires for the Villager. He did commit to contact and meet with the two Neighborhood Associations.

Building Program – Mr. Hansmann presented preliminary results of building program:

- Two extremes of a Building Program balanced by fit, marketability, budget, and structured parking. They are
 - Program A – Everything that everyone has been talking about with the need for structured parking.
 - Program B – What could we fit onto site if we only had surface parking?
- Residential shown on plans would be owner-occupied, not rental.
- Lodging – smaller lodging space – more “boutique” that would support Business Center.
- Ms. Huggins asked whether the Wingra BUILD – which suggested higher-end lodging – would complement or compete with old Bancroft Dairy site? Consultants will look at that – although timing of improvements may make one happen, and the other not.
- Mr. Garner – Looking at green space – About 1/3 acre is open space. Is that all?
- Ald Bruer mentioned existing billboard lease and could that change into something else? Consultants: Yes, they may be amenable to such a change.
- Ms. Franklin said she couldn’t visualize program without drawings. Can you help with that? Consultants said yes and that the next meeting will cover that.
- Mr. Hansmann went through chart and each of the columns, noting parking requirements, structured parking, about 13k-14k per stall. Funding parking at the site will be a very expensive undertaking.
- There was a comment that MATC is seriously considering growth at the Villager. On chart the space allocated is too small – may get significantly larger due to demand of classroom space. Further discussion will be needed to flesh this out?
- A question was raised regarding uncertainty. All things being equal – where users are out of space required but budget and / or planning has not been more clearly identified, these will probably be pushed into later phases.
- Mr. Hansmann – Showed a preliminary site plan identifying how the site could accommodate Program A, and how that might be phased.
- Mr. Hansmann also showed Program B – Highlighting how that accommodates some growth without structured parking.
- Opportunities for additional retail could be accommodated – need to create a market.
- Ald. Bruer suggested trying to find balance between public and private sector needs – CDA has to be able to have projects that pay for themselves, this has to be structured financially the same way.

- Ms. Huggins asked if structured parking could be leased to tenants serving business needs. The response was structured parking could be leased out, but would need to see whether a market would respond.
- Ald. Knox – At some point we’ll need to address “tough sell” of services and retail / commercial.
- Ms. Green stated that cost is a factor. Some agencies could be priced out if things got too expensive, although they can’t think of any other place they’d rather be the social service agency having interest of neighborhood at heart, and provide a high degree of services to area residents.
- Ms. Piraino – Goal of Mayor – to preserve these special qualities that make the Villager work, but make it better. Some of these include:
 - We have to make tough decisions to move project ahead yet make it affordable.
 - Harambee – survival is critical – but how do we do programmatically?
 - Do we need sub-committee to look at how program can be developed?
 - Issue of common area spaces and Library growth and its affect on Harambee.
 - How do we work together to make changes and work together – and perhaps we do need a sub-committee to look at these issues together between now (and July 12?) – can we brainstorm?
 - Harambee – Eight agencies under one roof – community services have been anchors for a long time.
 - Q – Program A – 15 years to build out – with budgets, viability of existing spaces.

4. Public Comment

- Jodi Wortsman of the South Metropolitan Planning Council discussed the following:
 - Public participation – people to work on public participation.
 - Sub-committee – work on something and get people. Ald. Knox, Melissa Huggins, and Mr. Kramer volunteered to work on a subcommittee.
 - Ms. Wortsman suggested that a couple of meetings would suffice to brainstorm options and bring them back to the Committee.

5. Next Meeting Date Scheduled

July 12, 5:15 p.m. at Villager Mall, Room 310. This change was suggested to permit members to get to meeting after work.

6. Public Comment

- Mr. Peter Muñoz spoke regarding the commitment of Centro Hispano to area – particularly with economic development, safety, etc. Centro Hispano is helping make a positive effect upon the area.
- In developing the Strategic Plan, they are looking to United Community Center of Milwaukee as an example. They have been able to serve entire community – not

just Latinos. Centro Hispano is determined to place a similar model in Madison, complete a campus on West Badger where Master Graphics is presently located, to include senior housing on Hughes Place; Centro Hispano Administration at corner of Hughes and South Park – maybe in conjunction with McDonalds Restaurant.

7. 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", with a large, stylized flourish extending to the right.

Mark A. Olinger, Director
Department of Planning & Development

MAO:nap