

Minutes
Villager Mall Master Plan Oversight Ad Hoc Committee
September 13, 2005

Members Present: John Bauhs, Dawn Crim (for LaMarr Billups), Linda Franklin, Jim Garner, Lynn Green, Melissa Huggins, Ald. Isadore Knox, Jim Kramer, Janet Piraino, Rich Slone, Ka Moua Thao,

Consultants Present: Tim Hansmann, Mark Roffers

Guests Present: Percy Brown, Robert A. Buhler, Barb Dimick, Deborah Hobbins, Edward Lee, Debbie Loiselle, Michael May, Leslie McAllister, Archie Nicolette, Jean Nielsen, Stu Seffern, Chris Wagner, Jodi Wortsman, Yer Yang, Julie Yearling

1. Call to Order & Introductions

2. Approval of Minutes

On a motion by Slone, seconded by Franklin, the Minutes of July 12, 2005, passed unanimously.

3. Master Plan

A. Update on Open House (Mark Roffers)

- Mr. Roffers began discussion of Open House held on August 18 – then reviewed plans on Open House and reference changes that have occurred in plan since.
- Mr. Roffers then offered the following:
 - 72 people signed in at Open House (125 at first one).
 - The general perception of the plan offered: “on the right track.”
 - Specific Comments – Library and grocery store – lots of support.
 - Design should take into account noise of South Park Street.
 - Important: Don’t forget about kids, especially with community space and uses.
 - Q – How do we keep leases affordable with new construction? Something that will need to be considered as project progresses.
 - Q – Future of two gas stations? Both stay? One stay? What happens ultimately?

B. Review & Recommendations on Villager Master Plan to CDA / City (Tim Hansmann)

- “Rebalance” site to bring a bit more diversity to site – and not lose Health Care and Community Services, but work to bring other uses to the site.

REVIEW OF COMMENTS FROM OPEN HOUSE

- Create more of complex – south of Library to offices – create more definition and brings buildings to street – provides some parking toward South Park, which will benefit retailers interested in new space.
- Pulling a portion back gives more presence to internal street.

REVIEW OF REVISED DRAWINGS SINCE AUGUST OPEN HOUSE

- Revised drawings – discussed massing and how the images of space was not architecture, but massing – to give us a sense of what form (height, bulk, etc.) might look like.
- Create additional access from front parking along South Park to area near grocery store; build over access to rear parking areas.
- Moves outdoor seating north of Buick a bit to get away from Park Street.
- Q: Ms. Huggins – about trees – and how back side of Villager interacts with property behind it.
- Tim: It’s a code issue – 6’ high fence needed, so that would be required. Trees would help also soften that edge.
- Shared an idea based upon feedback and showing how a street could be connected, but that idea was later abandoned.
- Mr. Hansmann did mention conversations with Oak Village Apartments owner – excited about being near revitalized Villager. Wants to be a long-term player.

QUESTIONS / COMMENTS

- Mr. Slone: Be inviting and inclusive with Oak Village Apartments to be more inviting. Perhaps more than one connection to Oak Village area.
- Mr. Kramer: More supportive of pedestrian connection.
- Mr. Brown: Is green space not in correct location? Usable or passive?
- Tim H.: Usable – more of a gathering space, yet to be designed – which will depend upon ultimate programming for site.
- Mr. Brown: Make sure we don’t create an environment that encourages ‘hanging out’ that drives people away.
- Mark R.: Should note that green space is still largely conceptual. What is it? Who manages? What one facilities that fill the space – let’s just not create a big green space and hope for the best.
- Ms. Franklin: Why green space in front of grocery . Could we look at moving on other side of grocery? Put parking at terminus of Buick.
- Ald. Knox: Asked about size of grocery store.
- Tim H.: Ideas about sustainable design (green roof, etc.), massing, etc.

- Tim H.: Green space in middle of block – better eyes on the street – closer to residences.
- Ms. Wortsman: Inside community space?
- Tim H.: 4,000 sq. ft.+ - looking at Library / Health, perhaps on second floor.
- Mr. Garner: Gas station – if one stays? Which one?
- Tim H.: Ideally northern one stays. South site too visible.
- Mark R.: Unfortunately 180° different than south wants to stay – north, perhaps less so.
- Ms. Piraino: Demo all – other option – keep a portion – Atrium.
- Mark R.: Leaving Atrium does not mean leaving “as is” – there may be significant changes that would improve.
- Ms. Crim:
 - Overall time frame.
 - Cost and feasibility.

C. Implementation Strategy (Mark Roffers and Tim Hansmann)

1. Parking – Flexibility changes as density of development increases on the site.
 - Needs an overall parking management plan for the site.
2. Approach to Development – CDA owns now but may:
 - Include over time a mix of ownership interests.
 - Look at creating a “Master Developer” tasked with carrying out development of Master Plan – responsibility.
- Tim H.: Phase I
 - Library / Health – now
 - North side of Buick Building
 - Townhouses on Ridgewood
 - Permits all of existing Villager uses that are positive to remain
- Discussions regarding adding another segment of internal street south of Hughes Place towards South Madison Transfer Point to provide strong connection between Transfer Point and The Villager.
- Mr. Garner: Discussion regarding \$ already programmed – how does that relate? Maybe \$125K or so. Keep that in mind.
- Archie N: Maybe some of SEH plans can be transferred down here.
- Tim H.: Phase II
 - Move rest of Harambee to Library area. Provides opportunity for grocery store redevelopment.
 - Maybe Dane County can get \$ to make a move for their use.
 - Continue discussions with Dane County with other issues – financial – should have strong discussions with County about their intent to stay.
- Mr. Garner
 - Might we work on various locations, concerns, etc., to move things along. Mark Olinger: Yes, we are doing it now with Siegel-Gallagher as our property management firm
 - Huge issue – funding for building – for Harambee, maintaining financial viability of building.

- Phase III: Mr. Brown: South side is ugliest – anything precluding us from doing something in the interim? Perhaps things can be done to improve area.
- Yue Wah: Could move in Phase II or Phase III.
- Phase IV dealing with end pieces (gas stations).
 - Primary focus, getting Hughes / South Park building built to act as true icon for Villager revitalization.
- Mr. Brown: Look at some target dates – Have some dates identified. Look at goals for area. Keep working for deadlines – otherwise we might lose a sense of urgency.
- Mr. Slone: Maybe without a date but use timeline with benchmarks. Consultants agreed that milestones could be added to phasing plan.
- Mr. Kramer: Questioned some of the mind change regarding gas stations somewhere on the site.
 - Concerned about dynamic.
- Mr. Seffern: Citgo much better overall than Mobil.
- Mark R. and Tim H.: Plan A is still both are gone in the long-run.

4. *Schedule an October Meeting*

The next meeting of the Oversight Committee will be held on October 25, 2005 – 5:15 p.m. at Harambee, Room 310. Two primary agenda items:

- Review of Final Draft by Consultants
- Discussion of keeping public informed regarding Villager Redevelopment

5. *Adjourn*

The meeting adjourned at 7:15 p.m.

Respectfully submitted,



Mark A. Olinger, Director
Department of Planning & Development

MAO:nap