



DATE: September 5, 2008

TO: Villager Tenants

FROM: Mark Olinger, Director
Department of Planning & Community & Economic Development

A handwritten signature in black ink, appearing to read 'Mark Olinger', is written over the 'FROM' field.

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SUBJECT: VILLAGER DEVELOPMENT UPDATE

Hello, everyone. I hope you all had a good August and a nice Labor Day weekend. In this issue of the Newsletter we include a synopsis of the Community Meeting that was held at The Villager Studio on August 13. Strang, Inc prepared the notes in this newsletter.

Update – Community Meeting, August 13

The meeting began at 6:30 p.m. in the studio suite of the Villager.

1. Jim Bower welcomed everyone to the meeting and introduced members of the project team.
2. For the benefit of those attending a community meeting for the first time, Larry Barton of Strang, Inc., described the input that Strang has received at previous community meetings.
 - a. Strang began by “listening”, then “discovering”, and finally “designing.” He said the purpose of the meeting was for Strang staff to present ways in which community input has been incorporated into the design.
 - b. Larry highlighted the issues that were important to the attendees at previous meetings, which included:
 - i. Cultural diversity of the neighborhood
 - ii. Residents spending a lot of time socializing outdoors
 - iii. Everything in close proximity so it is easy to get around
 - iv. High level of community services, such as the UW, Metro, hospitals, Police, parks, etc.
 - v. The neighborhood is walkable; use of a car is not the only option
 - vi. Mature trees

- vii. Neighborhood school
 - viii. Multiple generations of families live in the neighborhood. Children continue to live in the neighborhood as adults. Extended families have purchased houses on the same streets
- c. Larry highlighted the following guidelines from the community members that are incorporated into the project:
- i. Use of ample vegetation, greenery on the site
 - ii. Safety concerns (pedestrian friendly, physical safety, etc.)
 - iii. Public spaces to be useful throughout the year, all-season spaces, both inside and out
 - iv. Transparent building facade, daylight into building, creating more vibrant space; including energy usage
 - v. Accessibility for all users
 - vi. Multi-use tenants (retail, services, etc.)
3. Larry said that the project was on schedule to break ground in October.
4. TC Lin of Strang, Inc., presented the current design for the exterior building elevations of the addition (See Figure 1).
- a. He showed a few of the earlier design sketches and explained the progression to the current proposed design.
 - b. He pointed out changes that have been made as a result of community input from previous meetings, which include:
 - i. The focal point is now the entry to the Atrium
 - ii. A portion of the front exterior wall is curved
 - iii. The exterior wall is transparent, so that inside activities are visible from the outside (See Figure 2)
 - iv. Exterior materials and colors are drawn from the traditional cultures represented in the neighborhood
 - v. The south end of the addition contains an illuminated “beacon” wall element at the top, to give a unique identity to the façade. The “beacon” will produce a warming glow but will not spill out of the site, or up, interfering with Space Place.
 - c. TC Lin and Dale Volkening presented an overview of the floor plan. They described the current interior layout of the community room, talked about opportunities for displays of art, and presented some initial concepts for color schemes in the Atrium.

5. The attendees asked a number of questions. A summary of the audience questions and the project team answers is as follows:
- a. Q: What sustainability features are part of the project?
A: Remodeling the existing building (instead of tearing it down to re-build) is the biggest sustainability feature. Also, high efficiency glass, increased insulation and mechanical system upgrades to reduce energy consumption will be done to the Atrium to make it as energy efficient and sustainable as possible.
 - b. Q: Can the building's electricity be solar generated on site?
A: It is not part of the current project but could be done in the future.
 - c. Q: Why is there so much glass?
A: Transparency is an important goal of the community.
 - d. Q: What will be done for sun control on the glass?
A: The glass mostly faces east so sun control will be less of a problem. Some type of shading will be provided.
 - e. Q: With the City purchasing the Mobil gas station, is the neighborhood losing too many C-stores?
A: There are still several C-stores in adjoining neighborhoods.
 - f. Q: Can small businesses afford to rent space at The Villager?
A: A goal of the CDA is to attract small businesses to The Villager.
 - g. Q: Can the City purchase construction materials directly in order to save the cost of sales tax?
A: Yes, the CDA is a tax-exempt organization and will work to make sure that it takes advantage of savings opportunities.
 - h. Q: Will neighborhood residents be included in the construction labor force?
A: Findorff would like to hire local businesses to perform some of the work. Also, the Allied Drive project has given the City some valuable experience in hiring local contractors.
 - i. Q: Will there be diversity in the retail tenants?
A: It is a goal, but it also depends on what retailers are interested in leasing the space.
 - j. Q: Will the name "Villager" be changed?
A: Alder Bruer will lead this discussion at some time in the future.
 - k. Q: When is the next opportunity for community input?
A: Probably at a meeting to discuss the Urban League/Library/Planned Parenthood building.

6. Alder Tim Bruer said the next community meeting has not been scheduled yet. Most likely it will occur when the Urban League/Library/Planned Parenthood building is ready for presentation so time in autumn.
7. Phase 1 site plan remains to be completed. Design focus on the site has centered on the Atrium and interiors for the prospective tenants.
8. The meeting adjourned at around 8:00 p.m.

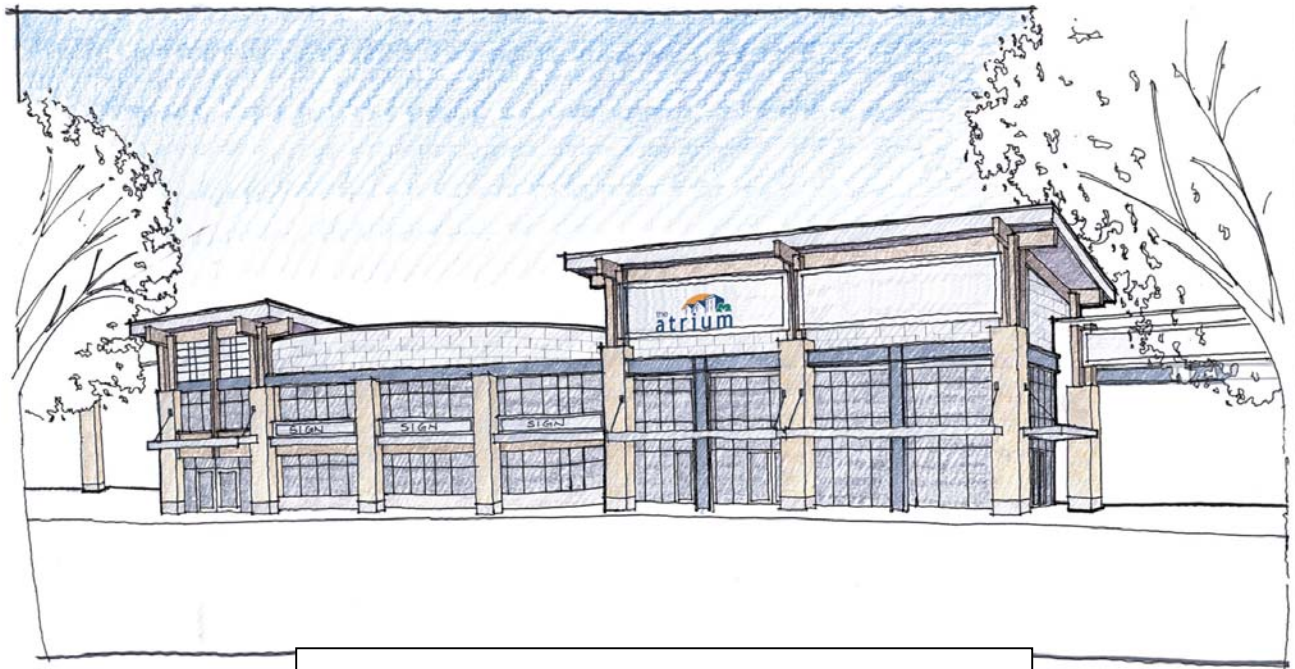


Figure 1: Atrium Perspective, as presented by Strang, Inc.



Figure 2: Perspective showing lighting and transparency of Atrium at night. This massing study needs some additional work, but is shown in more detail how this portion of the building will look.

Phase 1 Site Plan Development

The site plan below shows what the CDA plans for Phase 1, set to begin in late October. Please note that it shows both gas stations demolished, the Atrium and Urban League buildings done, and the new parking area for Phase 1 completed.



Mark Your Calendars – Future Meetings

Monthly Brown Bag Lunch

Wednesday, September 17, 11:30 a.m. to 1:00 p.m. at The Villager Studio

NOTE: These lunches are intended to keep tenants informed about the progress of the project, as well as to air any questions or comments about issues at The Villager. Attendance was rather sparse as the last lunch – we missed a lot of you and would like to encourage active participation at future lunches.

Villager Website

For more updates about The Villager, be sure to bookmark The Villager website for easy reference:

<http://www.cityofmadison.com/planning/villager/>

Contact Information

Please direct your questions or concerns about the project to the following individuals, not necessarily in the following order:

| Name | Phone | Email | Areas of Interest |
|-----------------|--------------|--|---|
| Jim Bower | 256-9797 | jbower@bowergroup.com | General |
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