



DATE: July 18, 2008

TO: Villager Tenants

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

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SUBJECT: VILLAGER DEVELOPMENT UPDATE

Recap – Community Meeting, July 2

Below is a synopsis of the July 2 Community Meeting that was held at The Villager Studio:

1. Ald. Tim Bruer began the meeting with some opening remarks, including the continuing progress on the City's purchase of the second gas station that will soon be demolished.
2. Larry Barton of Strang, Inc., architects for The Villager, spoke about how the Studio will be used to display the progress of the design and construction and invited the attendees to put their written comments into the new suggestion box at the front of the Studio.

Mr. Barton reported on a recent meeting he had with Ariel Kaufman at which Ariel presented the information from previous neighborhood studies. He said each previous study was a building block towards the current project. He summarized the previous studies as follows:

- a. 2002: Focus on housing; concerns about gentrification.
- b. 2003: Listening sessions; diversity is strength; Villager is a valuable community resource.
- c. 2004: In-depth door to door survey about the good, the bad, and ways to improve the neighborhood.
- d. 2004: The Gathering Places project, ideas for guiding principles for gathering space.
- e. 2005: Housing issues.
- f. 2006: Master planning by The Kubala Washatko Architects.
- g. 2007: Master planning revisions by Strang, Inc. and Schreiber/Anderson Associates.

3. Larry and Lois Braun-Oddo said that the first two steps of Strang’s “Listen...Discover...Design” methodology have progressed to the point where Strang is ready to begin the design portion. Lois highlighted the following guidelines from the community members that will be incorporated into the project:
 - a. Use of ample vegetation, greenery on the site.
 - b. Safety concerns (pedestrian friendly, physical safety, etc.)
 - c. Public spaces to be useful throughout the years, all-season spaces.
 - d. Transparent building facade, daylight.
 - e. Accessibility for all users.
 - f. Multi-use tenants (retail, services, etc.)
4. TC Lin of Strang presented some imagery from several cultures from around the world.
 - a. He said that there are common threads in all of the built environments, and these common threads will be used on the Villager project. They are:
 - i. Natural building materials such as wood and stone.
 - ii. Vibrant colors.
 - iii. Textures, patterns and geometry.
 - b. He said that a highly developed level of craftsmanship is also a common thread.
5. TC presented the current design for the exterior building elevations of the addition (please see below).



6. Lois presented the schematic floor plans of First and Second Floors that show the proposed locations of common spaces and possible locations for retail tenants (please see below).



She explained why the location of the community room has been changed from the Kubala Washatko design.

7. Lois introduced Karin Wolf of the Department of Planning & Community & Economic Development and reported that she and Karin have met to discuss ways in which art will be incorporated into the project. Lois said the likely approaches will be:
- A piece of art to be located on the site, to function as an iconic element.
 - Select architectural elements on the exterior and interior to receive artistic embellishment (e.g., select window glass in certain locations to be engraved with an artistic design).
 - Create locations for temporary and/or permanent display of art works (e.g., designate locations to display paintings and banners by local artists).
 - Smaller opportunities (e.g., embossed pavers, on signage, etc.).
8. Questions were invited from the attendees. A summary of the audience questions and the project team answers is as follows:
- Q: Is the tower in the exterior sketches a third story?
A: No, just a higher wall.

- b. Q: What will be done for tenant safety – e.g., to prevent burglaries?
A: One method will be to keep public corridors to a minimum and contain them.
- c. Q: What is the proposed size of the community room?
A: 1500 to 2000 square feet including the kitchen and storage. Operable dividers will be considered to make the room more flexible to use.
- d. Q: Please explain the perspective sketch and describe the exterior materials.
A: TC described the various exterior materials and why they are proposed for each location (the effect to be created). TC and the attendees discussed possible alternatives for different shapes on the exterior.
- e. Q: What is the capacity of the community room?
A: In chairs, 100 people per 1000 square feet. At tables, somewhat less.
- f. Q: Will the kitchen in the community room be a safety hazard (i.e., from gas)?
A: Codes and regulations will govern the design and equipment.
- g. Q: Will tenants have to pay for the community room?
A: Policy is to be determined.
- h. Q: How is safety being addressed?
A: 1) Physical form (e.g., eliminate hiding places); 2) Bring people in so there is a lot of activity at all times; 3) everything is well lit. Mark Olinger said that the CDA would be very aware of safety issues after construction is completed.
- i. Q: What facilities for health services will be provided?
A: The community room will be available for health related educational activities.
- j. Q: Will tenants who are service providers be able to have storefront access?
A: Possibly. At next community meeting, more detailed information about the tenant spaces should be available.
- k. Q: Who will the tenants be?
A: Building design will be flexible so a wide variety of tenant types will be possible. Ald. Bruer said the neighborhood association will be asked for suggestions for preferred tenant mixes.
- l. Q: What will be done with the wings of the building beyond The Atrium?
A: Jim Bower explained that planning is being done for Phase 2 and said there are multiple options, including possible demolition to provide more parking as part of future development activities, particularly the health care users. Nothing is decided yet.
- m. Q: Could the tower be more distinctive?
A: Designers will work on it; maybe use color and curvature to highlight.
- n. Q: How will the design team make use of the ideas from the 2004 Gathering Places project?
A: Warm materials, shapes, and colors will be introduced that reflect the “gathering places” findings.
9. As part of the discussion of Item 9.1 above, Ald. Bruer asked John Frey of the Wingra Clinic to talk about their plans. John said that Wingra’s client base is growing. Wingra and Access are working together on an effort to coordinate their activities and increase their capacity to serve more people. He said that educating people about health is very important, and the facilities at the remodeled Villager will be used to that end.
10. Mr. Barton said the project is on schedule to break ground in October.

11. Mr. Bower described the Construction Manager selection process that is proceeding. He said that the planning committee will be making a recommendation to the CDA next week.
12. Ald. Bruer said the next community meeting is tentatively scheduled for August 13, 2008. He encouraged attendees to remain interested and to get their ideas to the project committee.
13. The meeting adjourned at around 8:00 p.m.

Mark Your Calendars – Future Meetings

Tenant Meeting

Monday, July 28, 11:30 a.m. to 1:00 p.m. at The Villager Studio

Monthly Brown Bag Lunch

Wednesday, August 20, 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.

Construction Manager Update

On July 10, 2008, the CDA adopted a Resolution approving entering into a contract with J. H. Findorff and Sons, Inc., of Madison to act as the Construction Manager for the project.

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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John Matheson	414-270-4114	jmatheson@sg-re.com	Property management, Maintenance & Operation Issues
Mark Olinger	266-4635	molinger@cityofmadison.com	General