

# APPENDIX G: PRECEDENT/CASE STUDIES

## Goal

Assemble studies of similar projects for lessons learned.

## NOTES ON THE PRECEDENT STUDIES

The University of Wisconsin - Madison Department of Urban and Regional Planning class 590 under Professor Jim LaGro assembled about twenty precedent studies, the full document of which can be accessed through the Consultants. Following are summaries of the most relevant cases, along with a matrix prepared by the students which very succinctly shows the primary points of each study. The first entry in the matrix is for Villager Mall, for comparative purposes.

## LESSONS LEARNED

### 1. CONNECT THE PROJECT TO THE STREET

- Increase connectivity to surrounding neighborhoods
- Attract attention of suburban commuters

#### Related Precedents

Southside Greensboro, NC  
and Eastgate Town Center,  
Chattanooga, TN

### 2. BUILD TO LAST

- The design and materials should be local, unique, durable and allow adjustment for future demands (malls fail due to their inflexibility)
- Build something that will still be valued in 50, 75, 100 years

### 3. INCLUDE INVITING OUTDOOR SPACES

- Include amenities such as a fountain or square with movable chairs and tables
- Spaces should have multiple uses (such as farmer's market, concert, etc.)

#### Related Precedents

Downtown Silver Spring, MD  
and Bayshore Town Center,  
Glendale, WI

### 4. BUILD WELL-DESIGNED PARKING STRUCTURES

- In urban areas, to reduce land consumed for parking, build a well-designed multi-level parking structure
- Street level retail can conceal structure

### 5. BUILD MORE HOUSING

- According to *Greyfields to Goldfields* at the end of the development projects, developers uniformly complained that more housing should have been included
- Housing provides customers and gives life to the streets, along with additional safety after hours due to passive or active watchfulness of the site

### 6. INCORPORATE PUBLIC ART

- The site should include high quality public art to provide focus for public spaces or enhance the pedestrian/vehicular spaces

#### Related Precedent

Belmar, Lakewood, CO

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### LESSONS LEARNED

#### **Related Precedent**

Phalen Village Center, St. Paul, MN

#### **7. IMPLEMENT ENVIRONMENTALLY FRIENDLY DESIGN**

- Explore the possibility of roof gardens, solar energy collection, daylighting, etc
- Improve stormwater management through bioswales, bioretention area

#### **8. STRENGTHEN CURRENT TENANTS**

- Make sure tenants have a voice and choice in the redevelopment process

#### **Related Precedent**

Eastgate Town Center, Chattanooga, TN

#### **9. INVOLVE THE PUBLIC**

- Reach out to all stakeholders and involve them throughout the process

#### **Related Precedents**

Renaissance Towne Centre, Bountiful, UT and Crocker Park, Westlake, OH

#### **10. GENERATE REVENUE AND INTEREST**

- Phasing should create revenue and generate excitement early in the process
- Early phases should fund the later phases

#### **Related Precedents**

Bayshore Town Center in Glendale, WI and Phalen Village Center, St. Paul, MN

#### **11. MAINTAIN PUBLIC OWNERSHIP**

- City ownership during the redevelopment process results in projects that represent the public interest

## PRECEDENT/CASE STUDIES

The following four studies were chosen for their direct relevance to the Villager Mall project. The primary factors in choosing these were the comparable size of the community, the context, the goals and motives of the development, the level of government involvement, the land use mix and the building and site design. Secondary factors included cost, public participation, phasing/programming, inclusion of housing, environmental design and transportation.

The four are arranged in alphabetical order; and each study highlights those features most applicable to the Villager Mall. The City of St. Paul, Minnesota redeveloped the Phalen strip mall into a mixed-use urban village featuring a reclaimed wetland. In the Southside neighborhood of Greensboro, North Carolina, a citizen-led steering committee guided the redevelopment of a struggling neighborhood. Public participation and phasing were key components of the Eastgate Town Center redevelopment in Chattanooga, Tennessee. And closer to home, the Bayshore Town Center is redeveloping an older mall building into a vibrant “downtown” area for the City of Glendale.

# STUDY # 1: BAYSHORE TOWN CENTER GLENDALE, WISCONSIN

## BAYSHORE TOWN CENTER, GLENDALE, WISCONSIN

Redevelopment of the Bayshore Mall was a key element in the City of Glendale's Smart Growth Plan, Vision 2020. The residents of Glendale wanted a downtown gathering/retail space, and the declining shopping mall recognized the threat of a possible "Lifestyle Center" proposed a few miles to the north. The mall's redevelopment seemed a perfect fit to help both owners and residents.

Built in 1953 as an open-air shopping center, the Bayshore Mall has gone through many transformations in its lifetime. Although its focus has been retail, it also houses office, medical office and a day care. The biggest difference to Villager Mall will be that in its redevelopment, although civic amenities will be introduced, the land use mix does not include public sector uses such as a library or health clinic.



Fig. G1-1: Existing aerial view of Bayshore Mall and surrounding area.

### CONTEXT AND COMMUNITY COMPARABLE TO SOUTH MADISON

The location is proximate to the most affluent area of Milwaukee and the entire state of Wisconsin, which is an important difference from the area of South Madison in which the Villager is located. The trade area of more than 300,000 features an average annual household income of \$50,000 to \$100,000. The commute from downtown Milwaukee is only six miles and the MSA is approximately 1.6 million people.

### GOALS/MOTIVES

Bayshore will become the premiere shopping and entertainment destination of the North Shore. A reinvention of the existing Bayshore Mall will total 1.2 million square feet. Once the renovation and addition to the current structure is complete, the mixed-use project that will include office and residential uses.



Fig. G1-2: Proposed Ground Level Plan for Bayshore Town Center (plan by Steiner + Associates).



Fig. G1-3: Proposed Upper Level Plan for Bayshore Town Center (plan by Steiner + Associates).

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### STUDY #1: BAYSHORE TOWN CENTER



Fig. G1-4: View of site model.



Fig. G1-5: View of site model.



Fig. G1-6: View of site model.



Fig. G1-7: View of site model.

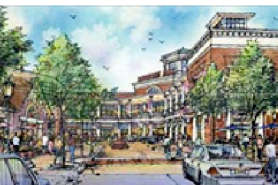


Fig. G1-8: Rendering of Entry Plaza (rendering by Steiner + Associates).



Fig. G1-9: Rendering of Town Square (rendering by Steiner + Associates).

#### LEVEL OF GOVERNMENTAL INVOLVEMENT

The project was initiated by its owners in response to proposed development to the north, but the City of Glendale quickly seized upon the opportunity to create a town center along New Urbanist principles, and aided in acquiring neighboring sites in order to fully realize the project. The City also invested \$18 million in acquiring those parcels, along with an additional \$30 million in additional/upgrading infrastructure. In return, the development will provide civic amenities such as a town square and buffering residential to the east. The City is also expecting \$5 million per year in property taxes in comparison to the \$817,000 it is receiving now.

#### LAND USE MIX

- 1.2 million sf retail
- 180,000 sf office
- 150,000 sf entertainment
- 81 town house condominiums
- 120 upscale rental units
- Two parking garages and some underground parking

#### BUILDING AND SITE

The current mall is approximately 500,000 square feet arranged in an “L” shape. Its advantage is that it is located in a very affluent section of town, is right along a major highway, and has a number of successful anchor stores. The redevelopment will expand the site and building square footage, and introduce entertainment and residential uses to the existing mix of retail and office space. Bayshore Town Center will combine an open air “Town Square” style development with tree-lined promenades and street level storefronts along with an existing revitalized enclosed mall component.

#### COST

\$300,000,000 total cost.

#### PUBLIC PARTICIPATION

The City and the developers held two large community meetings and published newsletters throughout the year.

#### PHASING/PROGRAMMING

The redevelopment is being completed in one continuous phase, although buildings are phased to allow for tenants to continue operation until their new space is available.

#### HOUSING

Housing will be upscale with a range from \$275,000 to \$400,000.

#### PRIMARY LESSONS FOR VILLAGER MALL REDEVELOPMENT

- Importance of strong City support.
- Use of residential to buffer edges to existing neighborhoods.
- Public Amenities: Common square and green spaces.
- Creating and Identity: The use of TND principles and special treatment of public spaces gave the neighborhood a sense of identity and cohesiveness it had lacked before.



# STUDY #2: EASTGATE TOWN CENTER CHATTANOOGA, TENNESSEE

## EASTGATE TOWN CENTER, CHATTANOOGA, TENNESSEE

Redevelopment of an existing 1970's era shopping mall into a town center.

### CONTEXT AND COMMUNITY

The shopping mall of the East Brainerd Hill area, Eastgate opened its doors in 1972. Successful until about 1980, the mall experienced a steady decline until by the early 1990s more than 70% of Eastgate Mall was vacant. East Brainerd Hills itself covers 246 acres and in 2000 had a population of 14,000, with 88% white, 8% African-Americans, 2% Asian and 2% Hispanic. Around the mall area, the median income was \$20,911. Compared to South Madison, this means the Eastgate Mall neighborhood was low-income even if less diverse.

Both Eastgate Town Center and Villager Mall are malls on the edges of medium-sized urban centers, but located with the city's boundaries. Chattanooga is about 50,000 less in population than Madison. Eastgate is located about 8 miles from the city center, whereas Villager is only about 3 miles from downtown Madison, but both malls are close to and visible from an interstate roadway. Another similarity is that both Chattanooga and Madison are progressive in terms of sustainable development, and both favor smart growth projects, promoting the sense of place and prioritizing the public participation process.

### GOALS/MOTIVES

In 1997, the Hamilton County Regional Planning Agency decided to transform the vintage 1970s shopping center into a town center that will reconnect the surrounding neighborhoods into a high quality, pedestrian-friendly environment.



Fig. G2-1: Aerial View, Eastgate Mall prior to renovation.



Fig. G2-2: Phase 1: 2 years.



Fig. G2-3: Phase 2: 5 years.

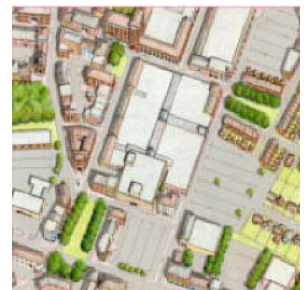


Fig. G2-4: Phase 3: 15 years.

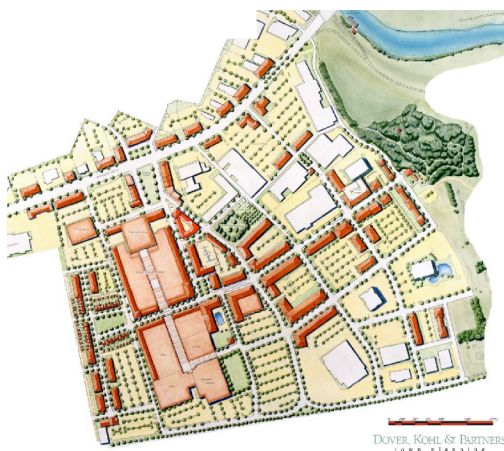


Fig. G2-5: Eastgate Town Center Master Plan (plan by Dover, Kohl and Partners).



Fig. G2-6: Eastgate Town Center Long Term Vision (image by Dover, Kohl and Partners).

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### STUDY #2: EASTGATE TOWN CENTER



Fig. G2-7: Brainerd Town Square (Dover, Kohl and Partners).



Fig. G2-8: Osborne Office Park (Dover, Kohl and Partners).



Fig. G2-9: Residential Square (Dover, Kohl and Partners).



Fig. G2-10: Turning the Mall Inside Out: two story office from blank wall of former department store.



Fig. G2-11: Two Story Schlotsky's on Brainerd Town Square.



Fig. G2-12: Brainerd Town Square, under construction in 1999.

#### LEVEL OF GOVERNMENTAL INVOLVEMENT

The Hamilton County Regional Planning Agency and the acting mayor at the time played a key role in the redevelopment project. In terms of project financing, the City and the County only paid a fraction of the total amount. The bulk of the project, \$30 million, was invested by private ownership and later refinanced for \$52 million. The Transportation Authority (CARTA) and other officials and staff of the City of Chattanooga and Hamilton County government were intensely involved in the public participation and design charrette process.

#### LAND USE MIX

- 180,000 sf of retail space
- 720,000 sf of office space

#### BUILDING AND SITE

About 1/3 of the buildings were demolished, whereas the rest of the buildings were renovated or redesigned in a way that the facades connected to the street and the pedestrian walkways. Turning the mall "inside out" was a focal point of the design.

#### COST

\$30,000,000 total investments  
\$52,000,000 total refinancing

#### PUBLIC PARTICIPATION

At the beginning of 1998 a team of consultants led over 180 community participants in an intense design session. This charrette lasted seven days, and was a hands-on planning process. Small groups worked with maps, boards and markers to create designs for the mall and surrounding area. Following this exercise, planners integrated the designs created by eleven separate groups. The results of this collaboration formed the foundation of Eastgate Town Center's Master Plan.

#### PHASING/PROGRAMMING

The redevelopment was divided into three phases, two of which have been completed.

#### HOUSING

Housing was not part of the redevelopment plan. However, a later phase of the project suggested that housing eventually should be considered as a strategy to secure a long-term, healthy life the Brainerd neighborhood as well as increase market demands.

#### PRIMARY LESSONS FOR VILLAGER MALL REDEVELOPMENT

- Importance of strong public participation and citizen-led interest groups.
- Idea that some existing building may remain if properly integrated into Master Plan.
- Multi-story buildings to better define spaces and streets.
- Special sites for civic buildings.
- Reconnecting streets.
- Buildings fronting streets and public spaces, with parking in rear.
- Pedestrian connections to existing neighborhoods.
- Strong landscape plan to define spaces.



# STUDY #3: PHALEN VILLAGE SAINT PAUL, MINNESOTA

## PHALEN VILLAGE, ST. PAUL, MINNESOTA

Redevelopment of an existing mall into a compact, mixed-use pedestrian and transit-oriented village center. The total project site is 27 acres, which is three times the size of Villager Mall site. Much of the former mall was first converted to a wetland called Ames Lake. The rest of the superblock was renovated through a four phase process. Removing portions of the apartment buildings created needed new green spaces. Streets were cut through to create smaller neighborhoods and better circulation. Phalen Boulevard was built with more pedestrian-friendly intersections and a landscaped median, and Rose Avenue became the “main street” linking residential and commercial amenities. Businesses were encouraged to build efficient, shared parking and improve facades.

### CONTEXT AND COMMUNITY

The Phalen Corridor is comparable to South Madison. Both are working-class neighborhoods with Hmong and Laotian immigrant populations. The Phalen Center mall also compares to the Villager Mall in that it was a traditional strip mall with an oversized parking lot. Intersections were not easily walkable. In the larger area, there had been a loss of industrial jobs creating as much as 17% unemployment. Property values dropped 34% between 1985 and 1995. Single-family homes were beginning to turn over fairly quickly and long-time residents were losing faith in the area.

### GOALS/MOTIVES

This was designed to be one of St. Paul’s “urban villages”, a compact, mixed-use pedestrian and transit-oriented center. A diversity of housing types and housing costs and compatible mixed-use within and between was a major goal. The City’s comprehensive plan called for “a series of interconnected mixed-use urban villages in and around downtown, nestled in the lush green of a reforested river valley.” One of the plan’s unique goals was to restore and establish the urban ecology in the Phalen Corridor.



Fig. G3-1: Aerial View, 1984, prior to redevelopment.



Fig. G3-2: Aerial View, 2003, with Ames Lake where Mall was located.

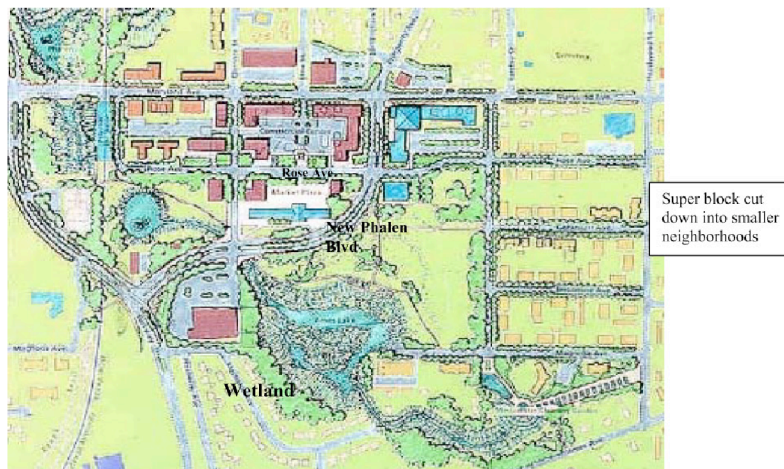


Fig. G3-3: Phalen Village Master Plan (City of Saint Paul).

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 STUDY #3: PHALEN VILLAGE



Fig. G3-4: Phalen Village Transit Garage.



Fig. G3-5: View across Ames Lake.

**LEVEL OF GOVERNMENTAL INVOLVEMENT**

The City of St. Paul was heavily involved in the process as the owner, developer, planner and landscape architect. The property needed to be rezoned to allow the mix of uses. New streets were constructed to create greater connectivity. The city was also instrumental in the public participation process.

**LAND USE MIX**

- 65,000 sf of retail space
- 174,000 sf of office space
- 6 acres of mixed income residential development
- Restored wetland
- Buildings include:
  - Bureau of Criminal Apprehension
  - University of Minnesota Medical Clinic
  - The RealLife Co-op (mixed-use senior housing)
  - Market-rate housing (town homes and condos)

**PHASING/PROGRAMMING**

The wetland was restored first to create a natural amenity that would spark interest in the improving area. The Master Plan called for a four phase renovation of the residential superblock to the east of the new Ames Lake. Phase I was Rose Hill, a rehabilitation of 77 units of mostly one-bedroom 1940s era units. The building was gutted and converted to two and three-bedroom units, and one building was demolished for green space. Phase II was Barclay terrace, the rehabilitation of another 77 units. Phase III was Ames Green, 11 new townhomes and development of a green space and community center. Ashwood Court II was the final housing phase, involving the rehabilitation of more units. Separately, new market rate housing including 280 new condos in multi-story buildings were constructed along with the RealLife coop of 59 units of senior housing.

**PRIMARY LESSONS FOR VILLAGER MALL REDEVELOPMENT**

- The importance of creating an amenity: The lake and green spaces were not lost development potential, but necessary amenities to the success of the project.
- Benefits of Public/Private partnership: Saving public money, attracting business for long-term goals while public ownership drives a longer-term vision for the good of the community.
- Public Participation: Part of success of Phalen Village attributed to in-depth planning and participation from diverse groups.
- Flexibility in Zoning: Allowing for true mixed-use.
- Strength of Existing Neighborhood: The strength of Phalen Village was physically the existing watershed leading to the creation of the lake and the diversity of the population which led to the mix of housing and businesses.
- Ecosystem: The lake and greens strengthen the urban ecology and provide amenities for the neighborhood.



Fig. G3-6: Phalen Village West Junction Plan (City of Saint Paul).

# STUDY #4: SOUTHSIDE GREENSBORO GREENSBORO, NORTH CAROLINA

## SOUTHSIDE GREENSBORO, NORTH CAROLINA

This 10 acre site is close to the size of the Villager Mall, but is focused more on residential uses with some commercial rather than the Villager's focus on commercial with some possible residential. It is a New Urbanist project with a major arterial running through its center, much like Villager. This major street was reclaimed as a grand urban boulevard with a distinctive pedestrian-friendly streetscape design. A town square was created, carved from an existing block along with additional less form, small-scale open spaces.

### CONTEXT AND COMMUNITY

Southside Greensboro is comparable in many ways to South Madison. Both are neighborhoods in cities of about 200,000 population, and both are gateway neighborhoods south of their cities' downtowns. Southside is disproportionately African-American as compared to Greensboro as a whole. The neighborhood is low-income and blighted with a majority of structures in poor condition. Both neighborhoods have a major arterial roadway through the middle that acts as a barrier.

### GOALS/MOTIVES

The overall goal was to improve the neighborhood as well as the gateway to downtown and serve as a better connector for the five surrounding neighborhoods. A citizen-led steering committee initiated the planning process, creating the objectives of home ownership for first-time buyers, attracting new business and residential development, preserving the architectural integrity of existing homes, improving public transportation, maximizing open space, introducing community policing, and addressing some of the ongoing social problems of the neighborhood.

### LEVEL OF GOVERNMENTAL INVOLVEMENT

The project was initiated by citizens, but the Housing and Community Development Department of the City became deeply involved. It was quickly discovered that existing zoning ordinances were inadequate to provide the density of mixed uses needed to attain the community's vision. Working with multiple departments, the HCD created Greensboro's first Traditional Neighborhood Ordinance, one of the nation's few that encourages infill development. HCD also developed the Southside Traditional Neighborhood Plan, along with acquiring the land, cleaning up the area, building sidewalks and installing attractive street lighting.



Fig. G4-4: Southside Greensboro Plan.

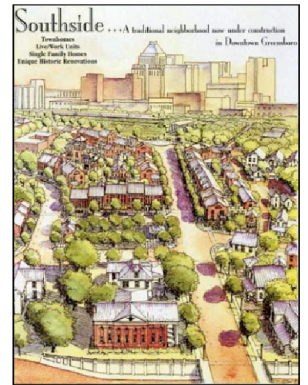
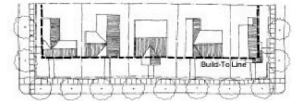


Fig. G4-1: Southside Cover Image (Greensboro HCD).



Build-To Line - Figure 1



Build-Up Line - Figure 2

Fig. G4-2: Image from TND Codes (Greensboro HCD).



Fig. G4-3: Southside Greensboro Phasing/Use Plan (Greensboro HCD).



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 STUDY #4: SOUTHSIDE GREENSBORO



Fig. G4-5: Town Square.

**LAND USE MIX**

- 30 single-family homes
- 10 two-family homes
- 50 town homes
- 20 live-work (shopfront) units
- 10 restored historic homes
- Several garage apartments
- On-street parking
- Town square, neighborhood common; pocket park



Fig. G4-6: Live/Work Units.

**BUILDING AND SITE**

The Southside Traditional Neighborhood Plan covered 10 acres and designed it according to the principles of New Urbanism. Though a major arterial runs through the middle of the site, the plan called for traffic-calming measures such as shortening the building setbacks along the road and including on-street parking. These measures helped the neighborhood reclaim the main street as a grand urban boulevard, with a distinctive, pedestrian-friendly streetscape design that sets Southside apart from surrounding neighborhoods. Residential uses include single-family homes, two-family homes, town homes, live-work units, restored historic homes, and garage apartments. The town square is carved from an existing block and lined with mixed-use buildings, town homes, two historic houses, and an existing church. This central gathering space features a donated fountain and installations of public art. Less formal, smaller-scale open spaces are provided in a neighborhood common and a small pocket park that was created from an existing cul-de-sac.



Fig. G4-7: Housing at Town Square.

**COST**

\$22,000,000 total cost.

**PUBLIC PARTICIPATION**

Heavy public participation was key to the success of this project. In 1993, a citizen-led steering committee brought HCD Department staff together with various interests - area residents, preservationists, downtown development agencies, and businesses - with the objective to generate participation and identify the needs of the stakeholders. Strong citizen support meant virtually no opposition at the three public hearings that preceded adoption of the plan.



Fig. G4-8: Townhomes.

**PHASING/PROGRAMMING**

The redevelopment was divided into four phases, three of which have been completed.

**HOUSING**

Housing is slightly more expensive than it was prior to redevelopment, but still affordable with a range from \$129,000 to \$261,000.

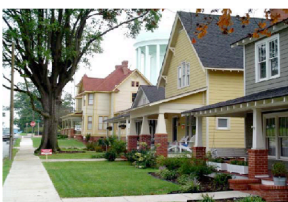


Fig. G4-9: Single Family Homes.

**PRIMARY LESSONS FOR VILLAGER MALL REDEVELOPMENT**

- Importance of strong public participation and citizen-led interest groups.
- Addressing and calming the major thoroughfare that splits the site.
- Public Amenities: Common square and green spaces.
- Creating an identity: The use of TND principles and special treatment of public spaces gave the neighborhood a sense of identity and cohesiveness it had lacked before.

# COMPARATIVE MATRIX SUMMARY

Project	Primary										Secondary				
	Community Comparable to Madison or South Madison y/n	Context	Goals/ Motives	Level of Govt. Involvement	Retail Square Feet	Office Square Feet	Residential Units rent/sale	Acres	Total Parking	Buildings	Cost	Public Participation	Phasing/ Programming	Housing	Environmental Design
Village Mall	N/A	Lack of neighborhood center, neighborhood needs boost.	Build a Neighborhood Center, Revitalize the Area	Purchase and Development of Project	176,952 (not office and retail)	unknown	0	10	612 context	\$10,000,000	Heavy Participation and Involvement	Possible phasing necessary	Possible Housing	Possible Asbestos and Drainage Issues	
Bayshore Town Center, WI	Yes	Lack of Downtown, Redevelopment Plan for City	Increase Tax Base and Create a neighborhood town center	\$18 mil & eminent domain to take over 5 acres, \$30 mil in infrastructure	180,000/20110	NA	NA	5,000	Old Milwaukee Style	\$300,000,000	Heavy Participation and Involvement	4 phases	High End Rental Purchase	Brownfield Cleanup and For from asbestos found	
Belmar Lakewood, CO	Yes	Lack of downtown, failing-outdated mall	Build a Downtown/Replace Failing Mall	\$100 mil city bond	1,000,000	1,000,000	1300/200	106	9,124 versatility	\$750,000,000	Light Participation but Lots of Information	2 phases	High End Rental Purchase	Wind Turbines Power Parking lot Lights and Produce Income	
Capitol Court to Midtown Center, WI	Yes	One of the busiest shopping areas in the midwest in the 50's and 60's (outdoor mall). Site is determined as a tax incremental District (TID).	Election campaign and development to establish social center for neighborhood; increase tax base	Purchase and Development of Project - Invested 25% of total	600,000	N/A	N/A	57	1,146 architecture	\$15,000,000	seems to be neglected	2 phases	none	N/A	
City Center Englewood, CO	Yes	Failing Mall, once big part of tax base	Replace Failing Mall, Increase Tax Base	Project - Invested 25% of total	311,427	178,955/4380		55		\$150,000,000			High End Rental		
City Place Long Beach, CA	No	Failing Superblock, surrounded by tourist destination	Want to sign up for parking, create pedestrian-friendly area	City provided \$18 million for parking structure	450,000	N/A	341	N/A	Structures(s) blend with surrounding context	\$75,000,000	Full service grocery, public art, existing buildings integrated into design		High End Rental and For Purchase	120 condos, 221 apartments--\$1,223-2075/mo. N/A	
Crocker Park, Westlake, OH	No	Lack of community space, new construction	mixed-use suburban town center, create sense of place	N/A	595,000	n/a	450/160	79	n/a	\$480,000,000	Light Participation but Lots of Information	2 phases	High End Rental and For Purchase	n/a	
The Crossings at Mountain View, CA	No	transit-oriented development, focus is on housing	new urbanism housing, mixed-use neighborhood retail	\$15 mil investment into transit oriented development	5,000	0/600/50	?		new urbanism, porches and short residential setbacks	not available	strong public participation	?	High end rental and purchase	high housing density, its part of a larger site preserved existing redwoods at the site	
Downtown Dadeland, FL	No	Former car dealership, amidst a parking lot-laden area	Create a sense of place in a downtown area	Highly involved at the county level	125,000	n/a	400+ for sale	7.9	7 seven-story buildings, modern theme	\$150,000,000	light public participation	Majority finished in first 2 years	High end rental and purchase	Density, underground parking, "green" public spaces	
Downtown Park Forest, Park Forest, IL	Yes	redevelopment of a failed mall	mixed-use development, anchor to community	TIF district, village purchased land	275,000	75,000/325/65		48	mix includes institutional 1,362 uses	?	town meetings, developer goals	3 phases	senior housing, and a single family subdivision	n/a	
Downtown Silver Spring, MD	No	Lack of a downtown, failing department stores	Need a public center & neighborhood retail. Desire to reverse declining area economy.	County highly involved. Public financing of 48% of total cost.	401,000	283,000/1600		22	Art Deco style preserved. Mostly multi-story.	\$386,000,000	participation and involvement during development and programming		Probably condos, County requirements for Bldg finished by '08	NA	
Eastgate Town Center, TN	Yes	Outdated Mall, in the 70's and 80's very successful, then instant decline	Revitalize mall and also the surrounding neighborhood	City and Regional PL Commission played a key role in recommitment of project	180,000	720,000	not part of the immediate project	40	2 and 3 story buildings, contemporary architecture	\$52,000,000	Intensive public input (week-long workshop) important part of the project	3 phases	some housing will be added later (phase 3)	public places, green courtyards; green landscaping to improve aesthetics, provide shaded areas (cooling effect).	

# APPENDIX G: PRECEDENT/CASE STUDIES MATRIX

Project	Primary										Secondary				
	Community Comparable to Madison or South Madison Y/n	Context	Goals/ Motives	Level of Govt. Involvement	Retail Square Feet	Office Square Feet	Residential Units rent/sale	Acres	Total Parking	Buildings	Cost	Public Participation	Phasing/ Programming	Housing	Environmental Design
Mashpee Commons, MA		Rural, vacation area, wealthy residents	Build a town center downtown	None	202,000	31,000	40/0	3/0	1020	New England village, "saalbox"	?	none	when a tenant signs a contract	25% of units are affordable; also has rental live-work units	"town square" vegetation, green gathering spaces
Mizner Park, Boca Raton, FL	No	Suburban mall	Revitalize area to create a response to these major nodes, separate residential and commercial area; unfortunately mall was too inboard and was rented and was soon outdated	City owns 2/3 of site	n/a	n/a	n/a	228/n/a	Seven buildings	\$68,000,000	Light, but a lot of information	5 phases	High end rental and condo	courtyards, pedestrian promenades, green landscaping to improve aesthetics, run-off, and provide shaded areas (cooling effect)	
Paseo Colorado, CA	Yes	Initially built as a response to deindustrialization of the area; unfortunately parking, increase in walkability, and was rented and was soon outdated	Revitalize area to create a response to these major nodes, separate residential and commercial area; unfortunately parking, increase in walkability, and was rented and was soon outdated	Cooperation between city and private investors; the latter have leading role	590,000	N/A	400 rental apartment units	14.8	N/A	multi story buildings in a mediterranean style	\$135,000,000	N/A	none	400 rental apartment units	Yes! One main goal was to restore ecology. Area was previously open Chain of Lakes. Part of mall site converted to a wetland area.
Phalen Village Center, St. Paul, MN	Yes	Falling mall, high crime area	St. Paul's comp. plan.	Highly involved as developer, architects, landscape architects interacting with the public, rezoning	65,000	174,000	6 acres mixed-income	27?	?	"European Renaissance" theme	City contributed \$10 million to build a parking garage	5 phases	No housing	public spaces	
Renaissance Town Mall		Build a retail area for bedroom community, replace failing mall	City paid for structured parking garage	376,120	190,875	0/0	22	1800	6 structures (apartments, low ground), street and vibrant colors	\$115,000,000	Heavy public participation with diverse group (Hmong, Laotian)	5 phases	No housing	public spaces	
Santana Row, CA	No	Failed Mall, need redevelopment	Makes a pedestrian friendly community with a mix of shopping, living, entertainment, and dining	unknown	2.7 Mill	0/1200?	42	parking	Style with repetitive elements (sidewalks, street colors)	\$455,000,000(?)	Public Art	3 phases	High End Rental and For Purchase	unknown	
Southside Greensboro, NC	Yes	blighted, low-income neighborhood vital to enhancing residential development in downtown	Improve gateway to downtown, inc. homeownership, improve public transportation, max. open space, & more	Dept of Housing & Community Dev't involved in creation of TND zoning ordinances encouraging infill	?	?	30 S-F homes, 10 2-F homes, 50 townhomes, 20 live/work units, 10 historic, sev. garage apts.	1.0?	On-street	Vernacular architecture, TND design guidelines created and applied	\$22,000,000	4 phases, 3 completed so far.	Housing slightly more expensive than before dev't, but still highly affordable for metro area.	Open space maximized.	
Winter Park Village		Suburban, above-average income, mostly white	Build a downtown, replace failing mall, avoid increased traffic on adjacent arterial.	City planners involved in planning, city will pay for parking lot on adjacent arterial.	350,000	114,000	58/0	40	2350	Neo Colonial Art Deco, Old Kansas Style, historic and aged	Light Participation with neighborhood association	3-4 phases	High-end condos along periphery; rent apartments	Small civic space	
Zona Rossa, Missouri	No	Create a local high end shopping district	Create a new type of high density shopping in an otherwise low density suburban community	Transportation Development	656,808	100,000	24?	9	6 surface parking lots, 2 garages, and 93 street parking	\$300,000,000	Light Participation with neighborhood association	2 phases	High End Rental	Concern for neighboring creek	