

PART TWO: BUILDING PROGRAM

Goal: Study the opportunities and constraints of the site and of the regional market, and incorporate community priorities and feedback into a feasible program of uses and square footages.

GOALS AND NEIGHBORHOOD RELATIONSHIP

Throughout the phases of the Villager Site Development and Master Plan project, public input has been sought and incorporated into the design. It is the community around The Villager which has been active in getting the Community Development Authority to purchase the property and prepare it for future redevelopment. The community has been very supportive of the current planning process.

Input and feedback has been received in a number of ways regarding the development of the building program:

1. Community input at Oversight Committee meetings.
2. South Metropolitan Planning Council (SMPC) outreach.
3. Surveys received, put out by the SMPC and received by the Consultants.
4. Input from a large public workshop on April 25th, 2005.

In addition, the Consultants have attended a number of Neighborhood Association meetings, interviews of locals with strong knowledge of the site and issues, a Mayor's Breakfast, and other forums where the current thinking by the Consultants was presented and opened up to questions by interested parties.

All existing tenants were interviewed (see Appendix F: Key Stakeholder Interviews) to gauge current usage and future needs, along with their visions for the future of the Villager.

USER NEEDS/MARKET ANALYSIS

The Villager site is positioned at a major interchange along the "Beltline" road of US 12/18. The graphic D-1 in **Appendix D** (which includes a more in-depth discussion of the market analysis) depicts the regional influences on the Villager site and the Park Street/Beltline interchange. The interchange serves as a gateway for both existing healthcare management and academic centers north into the city, as well as an emerging employment and technology corridor to the south. The site is also the center of the South Madison community. Contained within the site are retail spaces utilized by the local community, a public library, and a host of educational, training, and health services that local residents rely on for sustenance, education, and support. The Villager site therefore plays a mixture of roles- from gateway to neighborhood center, and from retail center to social services destination.

The key to the site's future success is the integration of this broad mix of uses within an environment that is safe, vibrant, visible, and pedestrian oriented. The Villager must reflect the South Side but also appeal to and fill a role in the larger region.

Three major themes emerged:

1. The Villager must incorporate the health and social service agencies now a vital part, but not be dominated by them.
2. The market viability of The Villager site requires strategic positioning to attract consumer dollars from outside of the immediate neighborhood, but needs to be careful of not pricing too far above the local market.
3. Parking and safety are the two critical issues for the site's revitalization potential.

PARKING REQUIREMENTS

Goal: Balance parking needs with landscape, pedestrian use and safety, logical circulation, and the creation of a sense of place.

ZONING MINIMUMS

The following zoning minimums per City of Madison Zoning Ordinance Chapter 28 (Sec. 28.11(3)(1)) were used to inform parking needs:

1. **Health and Community Services:**
 - Health and Services Uses - zoning is 1 space per 300 sf gross, reduced to 1 space per 500 sf gross per the City.
 - Library and Community Center - zoning is 1 space per 800 sf gross.
2. **Education/ Campus Community Partnership** - zoning is 1 space for every 2 employees plus 1 space for each 5 students based on maximum number of students attending classes at any one time during any 24 hour period.
3. **Retail and Restaurant**
 - Retail - 1 space per 300 sf gross
 - Restaurant - Equal to 30% of the capacity of persons.
4. **Commercial/Office** - 1 space per 300 sf gross
5. **Residential** - 1.5 spaces per two bedroom and 1.75 spaces per three bedroom.

Tree island and other landscaping is required, for which any spaces lost may be counted toward zoning requirement totals. In addition, bicycle parking will be required per Sec. 28.11(3)(l) and an off-street loading berth of 10'x35' for buildings over 5,000 sf (retail) or 10,000 sf (other). Final parking counts may be less, dependent on direction by the City of Madison.

BUILDING PLACEMENT PRINCIPLES

Goal: Place buildings to help reinforce civic spaces, streets and squares, to help block street noise from Park Street, and with respect to how users will actually utilize the structures.

BASIC STRATEGIES

Costs and Savings

Proper building location economizes the amount of site to be excavated and constructed and proper building orientation can reduce the size and cost of mechanical systems.



Fig. 2-1: Orienting the front entrance of buildings to the street facilitates pedestrian access and increases visibility.

- Align building and site elements to form a visually continuous street edge. Provide horizontal spatial definition to streets with buildings oriented to the street.
- Provide vertical spatial definition to streets with buildings oriented to the street. Ratios less than 5:1 of building height to right-of-way provide a visually defined street environment; ratios of 1:2 to 1:3 are ideal.
- Orient occupied areas and entrance to street(s) and/or other public space.
- Orient buildings along east-west axis for maximum controlled daylighting and solar gain.
- Screen service areas and other areas generating noise, dust, or odors. Locate rooftop equipment toward the rear of the building and screen.
- Street trees can be used to reduce the perceived scale of the street width. With tall buildings located on a narrow right-of-way, building setbacks along a recess line can preserve daylight access to the street and provide street spatial definition.

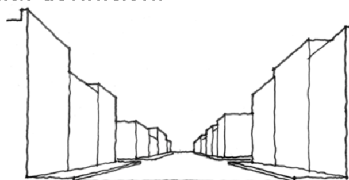


Fig. 2-2: Continuous setback line maintained by all the buildings on the street.

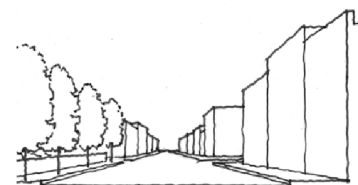


Fig. 2-3: Continuous setback line maintained by trees along street edge.

PHASING CONCEPTS

Goal: *Phase the project for tenant's needs, funding opportunities, and to maintain the current operation of tenants with minimal disruption.*

BASIC STRATEGIES

The phasing of the project will be critical to the success of the Villager. It also has an impact upon design strategies, as some areas of the site will be occupied by existing building and tenants requiring new structures to be built in unoccupied portions of the site. A solid phasing concept will be generated in **Part Four: Implementation**, but will adhere to the following basic principles:

- Library construction will occur in the early phase, due to funding opportunities.
- Retail redevelopment will also occur in the early phase, because of the overall importance to the health and vital mixture of the site.
- The southeast and northeast corners of the site will be planned for later stages, as those parcels are not currently owned by the CDA. It is, however, very important for the overall success of the site and the Park Street Corridor that these parcels be included in the redevelopment.
- The education portion of the Villager will most likely be the last piece to move to a new building, because of current investment in that portion of the existing building.

OPPORTUNITIES FOR SUSTAINABILITY

Goal: *Integrate sustainable design ideas for the overall health of the site.*

SITE CONCEPTS

The Villager site is an urban redevelopment site, that has the opportunity to become healthier than it is today. Site principles to follow include:

- Plan site for connections to public amenities (sidewalks, bus line and bus transfer center, nearby developments, Lincoln School, etc.) to encourage pedestrian traffic.
- Include bioswales and shade trees to help clean water runoff and reduce the heat island effect of large areas of contiguous pavement.
- Design considering solar position/orientation
- Plan streets for cars and pedestrian use, and tie design into proposed Park Street improvements.
- Design landscape for ease of maintenance and minimal watering using native vegetation.
- Include signage and wayfinding.
- Design site lighting to reduce light pollution.

BUILDING CONCEPTS

- Building placement and orientation for best solar access.
- Use of daylighting to reduce energy costs.
- Building features to relate to pedestrian paths, encouraging walking.
- Use of environmentally preferable materials.
- Erosion control and construction waste recycling during construction.

Costs and Savings

Reducing the heat island effect also reduces operating energy costs, through diminished cooling loads resulting from microclimate changes and natural shading.



Fig. 2-4: Parking lot with bioswale to filter and absorb runoff. Shade trees reduce heat gain. Tellabs HQ, Naperville, IL.

NETWORK/TRAFFIC CONCEPTS

Goal: Provide an interconnected, efficient and attractive street system.

BASIC STRATEGIES

The following planning principles should be used to plan the internal circulation system. Additional traffic studies will be done when a master plan concept starts to develop:

- Provide multiple routes for cars and pedestrians, rather than dead-end streets off an arterial street such as Park Street. This is to relieve traffic congestion, ease access to the major artery and promote pedestrian use of the site. In conjunction, a safer crossing at Park Street will promote pedestrian use.
- Provide direct routes to destinations, such as shopping, recreation or the restaurant, Lincoln School, and the bus transfer station.
- Narrow travel lanes to reduce speeds within the site.
- Include transitions that signify change from one land-use to another, such as a grass strip from the residential area to pavement in a denser commercial district.
- On-street parking provides both an urban feel to street and convenience for customers.

INITIAL BUILDING PROGRAMS / CONCEPTS

Goal: Provide a number of options for the way the site may be laid out, as a starting point for discussion and refinement of the Building Program.

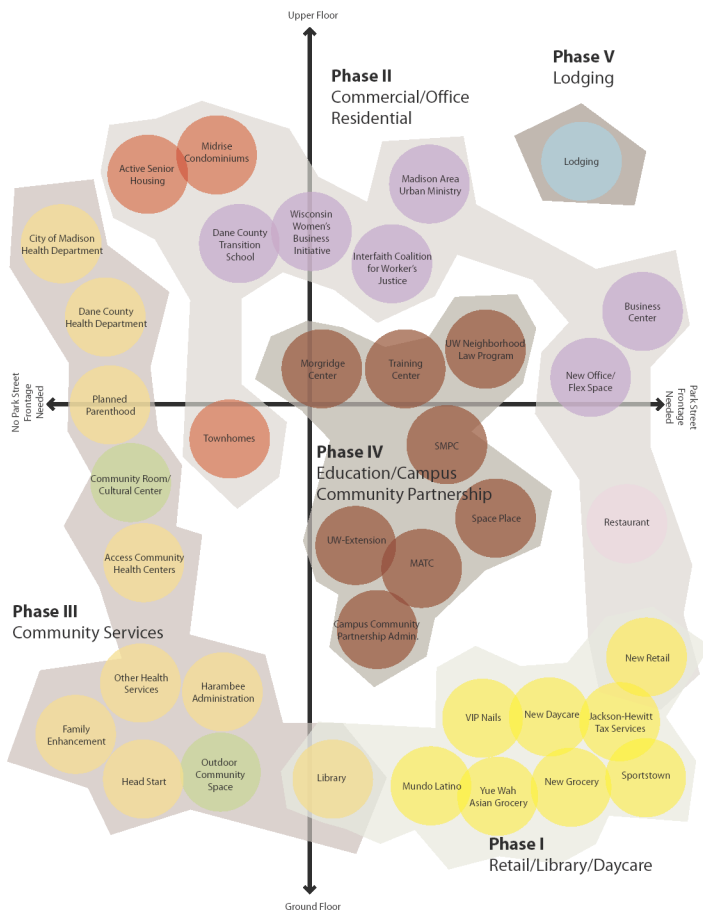


Fig. 2-5: Building Program Preliminary Diagram.

INITIAL BUILDING PROGRAM

On June 6th, 2005, the Villager Mall Master Plan Oversight Ad Hoc Committee convened to review and discuss some initial ideas the Consultants were presenting. The presentation included two very different programs or descriptions of the square footage allowances for each user, representing the opposite extremes of what could fit on the site. Also presented were some preliminary conceptual plan layouts showing what the implications of these programs might be. The schemes were based upon an initial bubble diagram suggesting certain relationships and locations on the site. In addition, one plan layout was taken through a five-phase concept showing how it may develop with minimal disruption to existing tenants.

The initial programs, which can be found in **Appendix H: Program Development**, were based upon input and feedback from the community developed at the first Open House in April, and upon the market study and interviews with existing tenants.

PROPOSED BUILDING PROGRAM AND SITE PLAN CONCEPT

Goal: Provide a workable Building Program and Preliminary Site Plan Concept for development in the Master Plan phase.

BUILDING PROGRAM

Based upon the previous two studies and feedback from the Oversight Committee, the following Building Program is proposed for development into the Master Plan phase. The Program Summary can be found in Fig. 2-6 below, with a more detailed program breakout found on the following two pages. The difference shown between current size in the table and that stated on page 1 is because vacant spaces were not counted.

	Current Size	Proposed Size	Parking Req.
Health and Community Services	63,300 sf	91,000 sf	167
Education/Campus Community	18,700 sf	35,500 sf	76
Retail and Restaurant	20,200 sf	47,500 sf	176
Commercial/Office/Business Ctr.	4,200 sf	55,000 sf	183
Residential	0 sf	54,000 sf	60
Total	106,400 sf	283,000 sf	662

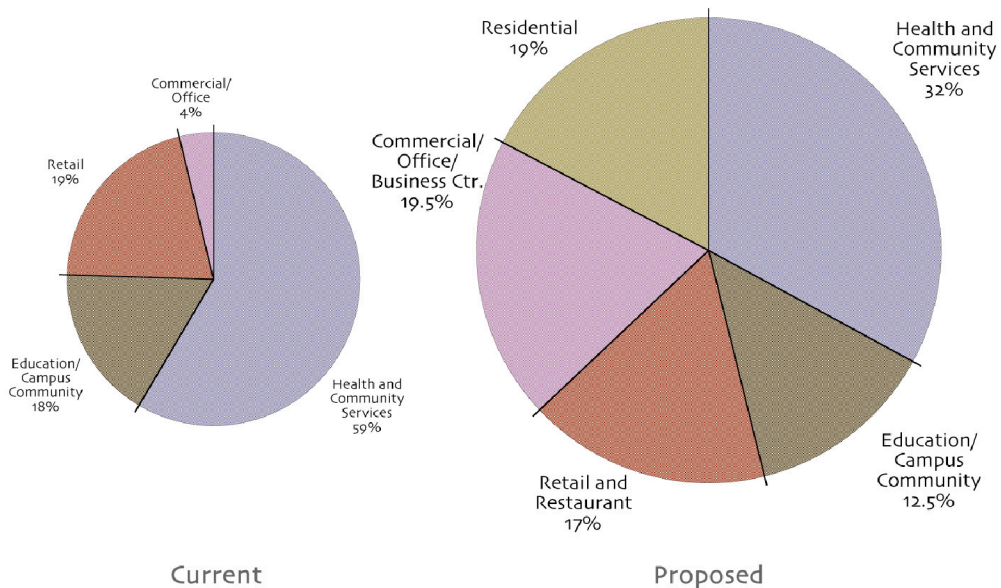


Fig. 2-6: Program Summary.

PART TWO: BUILDING PROGRAM

BUILDING PROGRAM (Detailed Breakout)

Tenant/Use	Current Size	Future Size	Future Location	Future Parking	Notes
Health and Community Services					
<input type="checkbox"/> Harambee/South Madison Health and Family Center				Ratio Spaces	
City of Madison Health Department	5,547	5,547	Can be Upper Floor	1/500* 11.1	*reduced from zoning
Access Community Health Center	6,359	7,000		1/500 14.0	Plus Basement Storage
Head Start, Inc	7,394	8,400		1/500 16.8	Plus Basement Storage
Outdoor Space (See Exterior Spaces Below)					
Family Enhancement	3,368	3,368		1/500 6.7	Plus Basement Storage
Dane County Public Health Department	325	1,000		1/500 2.0	
Planned Parenthood of Wisconsin	1,256	4,500		1/500 9.0	Plus Basement Storage
Administration and Common Areas	9,523	9,523		1/500 19.0	
Potential Future Health Services User		10,000		1/500 20.0	
Storage				1/500	Currently in Basement
Harambee/South Madison Health and Family Center	33,772	49,338 s.f.		1/500 99	
<input type="checkbox"/> City of Madison Public Library					
City of Madison Public Library	3,728	10,000	Ground Floor	1/800 12.5	
Storage					
City of Madison Public Library	3,728	10,000 s.f.		1/800 13	
<input type="checkbox"/> Dane County Human Services					
ACS and EA Divisions	15,000	15,000	Ground Floor	1/500* 30.0	*reduced from zoning
CYFS Division	7,700	7,700		1/500 15.4	
Storage				1/500	
Dane County Human Services	22,700	22,700 s.f.		1/500 45	
<input type="checkbox"/> Dane County Transition School					
Transition School	3,100	5,000	Upper Floor	1 per 2 em. 5.0	
Dane County Transition School	3,100	5,000 s.f.		1 per 2 em. 5	
<input type="checkbox"/> Community Center					
Community Meeting Room, Heritage Center, etc.		4,000		1/800 5.0	w/ stage
Community Center		4,000 s.f.		1/800 5	
Total Community Services	63,300	91,038 s.f.		Parking 167	
Education / Campus Community Partnership					
<input type="checkbox"/> Madison Area Technical College					
MATC	3,000	15,000	Ground Floor	1/2+1/5 35.3	Future size is est.
Storage				1/2+1/5	
Madison Area Technical College	3,000	15,000 s.f.		1/2+1/5 35	
<input type="checkbox"/> UW Extension					
UW Extension - Dane County (Financial Ed Center)	2,400	3,600		1/300 7.2	Currently 2nd Floor
Storage				1/300	
UW Extension	2,400	3,600 s.f.		1/300 7	
<input type="checkbox"/> State of Wisconsin/UW-Madison					
Morgridge Center	1,538	1,600		1/2+1/5 3.2	
Neighborhood Law Project	678	1,000	Upper Floor	1/2+1/5 2.0	
SMPC	1,500	1,500		1/2+1/5 3.0	
Shared Classrooms/Educational Kitchen	500	3,500		1/2+1/5 7.0	
Admin/Reception		150		1/2+1/5 0.3	
Space Place Program	9,100	9,100		1/2+1/5 18.2	Currently in Basement
State of Wisconsin/UW-Madison	13,316	16,850 s.f.		1/2+1/5 34	
Total Education	18,716	35,450 s.f.		Parking 76	

BUILDING PROGRAM (Detailed Breakout, Continued)

Retail and Restaurant

<input type="checkbox"/> Current Retail						
Yue Wah Oriental Foods	6,000	8,000	Ground Floor	1/300	26.7	
Costamex (Mundo Latino Video)	2,000	2,000		1/300	6.7	
VIP Nails	2,000	900		1/300	3.0	
Refunds R Us, LLB (Jackson Hewitt Tax Service)	1,125			1/300		
Wisconsin Group LLC (Mister Money Financial)	5,036			1/300		Lease Not Extended
Villager Sports Town	4,050	4,050		1/300	13.5	
Current Retail	20,211	14,950 s.f.		1/300	50	
<input type="checkbox"/> New Retail					Ratio	Spaces
Retail Spaces and Commercial Services		10,000	Ground Floor	1/300	33.3	
Grocery		17,500		1/300	58.3	
New Retail		27,500 s.f.		1/300	92	
<input type="checkbox"/> New Restaurant						
Family Restaurant		5,000		30%	34.5	
New Restaurant		5,000 s.f.		1/300	35	
	Current Size	Future Size			Parking	
Total Retail	20,211	47,450 s.f.			176	

Commercial/Office/Business Center

<input type="checkbox"/> Current Office						
Madison Area Urban Ministry	1,200	1,400	Upper Floor	1/300	4.7	
Interfaith Coalition for Workers Justice of SC WI	535	655		1/300	2.2	
Wisconsin Women's Business Initiative Corp.	2,400	3,000		1/300	10.0	Currently 2nd Floor
Current Office	4,135	5,055 s.f.		1/300	17	
<input type="checkbox"/> New Office						
Office		10,000	Upper Level	1/300	33.3	
New Office		10,000 s.f.		1/300	33	
<input type="checkbox"/> Business Center						
Business Center		40,000	Multi-Story	1/300	133.3	
Business Center		40,000 s.f.		1/300	133	
	Current Size	Future Size			Parking	
Total Commercial/Office/Business Center	4,135	55,055 s.f.			184	

Residential

<input type="checkbox"/> New Residential, Including Active Senior						
Mid-Rise Housing (Not Rental)	Units 32	36,000	1st Floor Parking	1.5/Unit	48.0	2 Bedroom Units
Townhomes	Units 6	18,000		2/Unit	12.0	3 Bedroom Units
New Residential, Including Active Senior	Units 38	54,000		2/Unit	60	
		Future Size			Parking	
Total Residential		54,000 s.f.			60	
	Current Size	Future Size			Parking	
Total	106,362	282,993 s.f.			662	

Exterior Spaces

<input type="checkbox"/> Exterior Spaces and Parking						
Head Start Outdoor Play Space	1,000	3,000				
Adams Outdoor Advertising (2 Billboard Structures)						
UW-Madison, Board of Regents, Park & Ride						150 Spaces Current
Exterior Spaces and Parking	1,000	3,000 s.f.				
<input type="checkbox"/> New Civic Space						
Civic/Farmer's Market Space		15,000				
New Civic Space		15,000 s.f.				
	Current Size	Future Size			Parking	
Total Exterior	1,000	18,000 s.f.				
	Current Size	Future Size			Parking	
Grand Total	107,362	300,993 s.f.			662	

PART TWO: BUILDING PROGRAM

SITE STUDY (Based Upon Proposed Building Program)

This site study provides an initial concept and test for the proposed Building Program. This site study will be developed and modified into the Master Plan Concept to appear in Part Three: Master Plan of this document.



Fig. 2-7: Program Site Study.

SITE STUDY IMAGES



Fig. 2-8: Aerial Massing Study View from Buick and Park Streets.



Fig. 2-9: Ground Level Massing Study View from Outdoor Dining.



Fig. 2-10: Ground Level Massing Study View from Buick and Park Street Intersection.