

APPENDIX H: PROGRAM DEVELOPMENT

INITIAL BUILDING PROGRAMS AND CONCEPTS - FIRST STUDY

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.

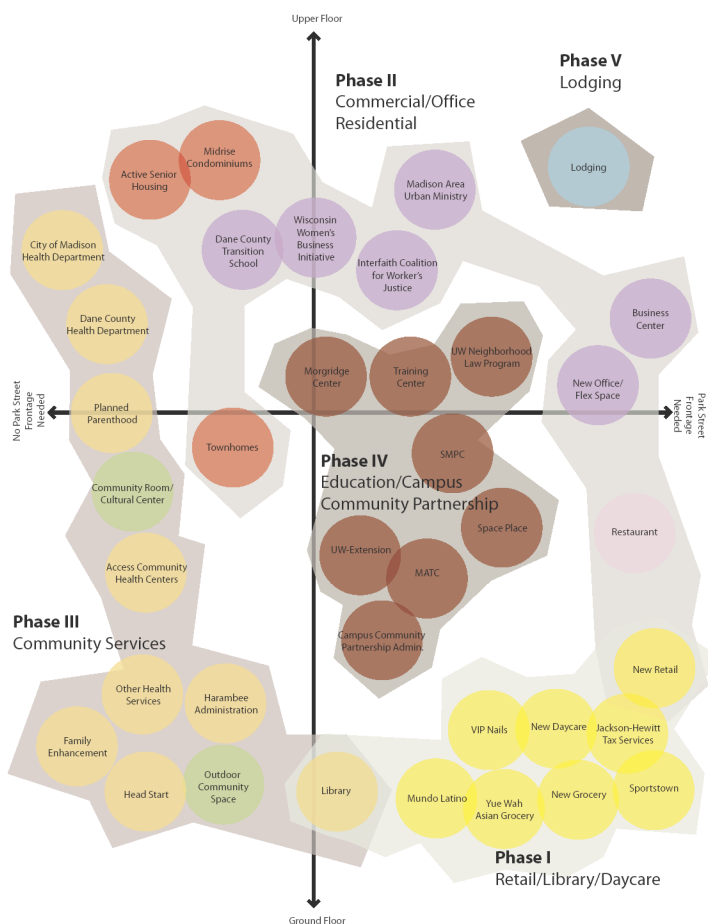


Fig. H-1: Building Program Preliminary Diagram.

INITIAL BUILDING PROGRAM

On June 6th, 2005, the Villager 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, representing the opposite extremes of what could fit on the site and some preliminary conceptual 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 scheme was taken through a five-phase concept showing how it may develop on the site with minimal disruption to existing tenants, and what the implications of that is for the overall design.

The programs were based upon feedback from the community developed at the first Open House in April, and upon the market study and interviews with existing tenants.

BUILDING PROGRAM B: Moderate approach to prioritize uses on the site and avoid a parking structure.

Tenant/Use	Current Size	Future Size	Future Location	Future Parking	Notes
Community Services					
Harambee/South Madison Health and Family Center					
City of Madison Health Department	6,627	6,627	Shared Space, Phase 1	1,000	1,000
Scotts Community Health Center	8,292	7,950		1,000	223
Health Center	7,594	6,404		1,000	191
Outdoor Space (See Outdoor Spaces Section)					
Family Enhancement	2,345	3,300		1,000	112
State County Public Health Department	300	3,000		1,000	112
Planned Parenthood of Wisconsin	1,216	4,500		1,000	110
Administrative and Customer Access	6,620	9,500		1,000	217
Madison					
Harambee/South Madison Health and Family Center	39,770	36,236 s.f.		1,000	191
City of Madison Public Library					
City of Madison Public Library	2,758	10,950	Shared Floor	1,000	103
Shared	3,288	10,000 s.f.		1,000	13
Dane County Human Services					
ACS and EA Offices	10,990	10,950	Shared Floor	1,000	200
CRS Offices	4,470	4,420		1,000	200
Support				1,000	18
Dane County Human Services	26,460	25,400 s.f.			
Dane County Transition School					
Transition School	3,100	5,950	Shared Floor	2,000	100
Dane County Transition School	3,100	5,900 s.f.		2,000	0
Community Center					
Community Meeting Room		1,800	Shared Floor	1,000	13
Outdoor Courtyard		1,800		1,000	13
Class Center		1,800		1,000	13
Community Center		5,400 s.f.		1,000	13
Total Community Services	Current Size	Future Size		Parking	222
	64,000	91,730 s.f.			
Education / Campus Community Partnership					
Madison Area Technical College					
ACTC	2,000	3,000	Shared Floor	1,000	111
Shared	3,000	3,000 s.f.		1,000	17
UW Extension					
UW Extension - Base County of Central Ed Center	3,400	3,600		1,000	110
Shared	2,400	3,600 s.f.		1,000	17
State of Wisconsin/UW-Madison					
Department of Administration, Mortgage Center	1,538	1,600	Shared Floor	1,000	113
Department of the Registrar	219	1,614		1,000	113
State	1,000	1,600		1,000	113
Shared / Community / Eventbook Pavilion	800	3,500		1,000	117
Administration	100	100		1,000	113
State Design Program	11,700	8,700		1,000	113
State of Wisconsin/UW-Madison	13,316	16,800 s.f.		1,000	113
Total Education	Current Size	Future Size		Parking	60
	18,716	25,450 s.f.			
Retail					
Current Retail					
Five Star Chevrolet Trucks	9,990	9,950	Shared Floor	1,000	207
Commerce Market Sales Main	2,000	2,000		1,000	117
HP Auto	2,000	800		1,000	110
Midwest Pet Care / Mid Wisconsin Health Services	1,100	1,100		1,000	110
Midwest Dental LLC (Midwest Money Financial)	1,400	1,400		1,000	114
Volvo Service Tools	1,000	1,000		1,000	114
Current Retail	26,490	16,075 s.f.			
New Retail					
Retail (Automotive Commercial Services)		10,950		1,000	217
New Retail		10,950 s.f.		1,000	116
Total Retail	Current Size	Future Size		Parking	67
	26,490	26,075 s.f.			
Commercial/Office					
Current Office					
40000 Area Urban Ministry	1,500	1,400	Shared Floor	1,000	117
Madison Center for Justice of Justice of St. Paul	200	200		1,000	117
Madison Center for Justice of Justice of St. Paul	2,000	3,000		1,000	117
Current Office	4,100	5,000 s.f.			
New Office					
New Office		41,000	Shared Floor	1,000	113
New Office		40,000 s.f.		1,000	116
Total Commercial/Office	Current Size	Future Size		Parking	150
	4,100	45,000 s.f.			
Restaurant					
New Restaurant					
New Restaurant		5,000		1,000	113
New Restaurant		5,000 s.f.		1,000	116
Total Restaurant	Current Size	Future Size		Parking	20
		5,000 s.f.			
Residential					
New Residential, Including Active Senior					
New Residential, Including Active Senior		24,000		1,000	113
New Residential, Including Active Senior		17,000		1,000	113
New Residential, Including Active Senior		36,000		1,000	116
Total Residential	Current Size	Future Size		Parking	50
		36,000 s.f.			
Total	Current Size	Future Size		Parking	654
	107,062	219,216 s.f.			
Exterior Spaces					
Exterior Spaces and Parking					
Exterior Spaces and Parking		3,000			116
Exterior Spaces and Parking		3,000 s.f.			116
New Civic Space					
New Civic Space		10,000			116
New Civic Space		10,000 s.f.			116
Total Exterior	Current Size	Future Size		Parking	10
	1,000	19,000 s.f.			
Grand Total	Current Size	Future Size		Parking	654
	108,062	238,216 s.f.			

BUILDING PROGRAM B:

The building program on the previous page is far more moderate in that it seeks to balance new building with surface parking and some underground parking where it makes sense (residential and office but not retail). This plan was closer to committee expectations, but left out some potential uses which the Consultants were asked to study and try to fit back in, without relying on a parking structure.



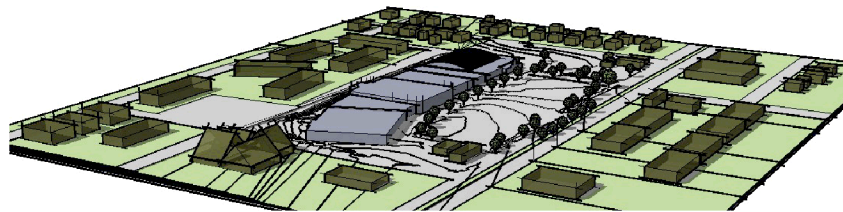
Fig. H-4: Site Study for Building Program B.

INITIAL BUILDING PROGRAMS AND CONCEPTS - SECOND STUDY

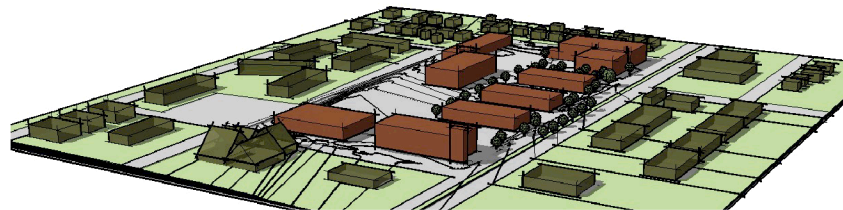
Goal: *Using the direction of the committee from the first study, refine the building program and provide three possible programs and corresponding site studies.*

THREE REVISED BUILDING PROGRAMS AND SITE STUDIES

On July 12th, 2005, the Villager Mall Master Plan Oversight Ad Hoc Committee convened again to review and discuss three building programs and initial site studies. The presentation explained how these schemes were arrived at, based upon the priorities discussed at the previous meeting. The following pages will show the unique features of each of the three schemes. Based upon the discussion, Program and Study #2 was chosen for further development.



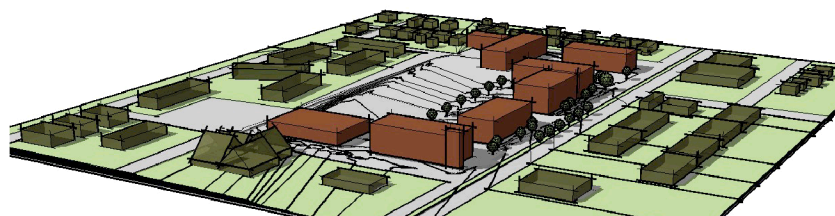
Existing Site Massing



Site Massing - Study #1



Site Massing - Study #2



Site Massing - Study #3

Fig. H-5: Site Massing studies for the existing mall and the three proposed site studies.

BUILDING PROGRAM AND SITE STUDY #1:

Site Study #1 balanced the need for an increase in the Health and Community Services component, without the 10,000 sf space for a completely new tenant, with a moderate increase in retail, office and residential. All three site studies show the same increase for Education/Campus Community Partnership and a similar increase to Retail and Commercial/Office, which was based on interviews with these tenants and the market study. Just as important are these preliminary site layouts, which begin to show exactly what balance of parking and building footprint the site can hold before a parking structure is needed. Of course, if any specific tenant or building site wants to increase, there are opportunities for a structure to be built adjacent to almost all of the uses.

This site study envisions the new Civic Space as a hardscape urban plaza along Park Street, enclosed on three sides by buildings. The buildings immediately adjacent to the Civic Space would be retail, to allow for restaurant or other uses to utilize the plaza area, giving it life on a daily basis. Buildings are oriented east-west along Park, so that a back/front problem is avoided either to Park Street or along the interior street.

- A play area adjacent to the Health and Community Services building faces south and west for more sunlight.
- The Residential building would respond to the end of the Buick Street axis.
- A portion of the Health and Community Services building - a canopy or tower - would respond to the end of the new interior street axis.
- The Education building has a setting in relation to the Civic Space, and also responds to a major pedestrian opportunity.
- The grocery store is located where service could be screened, and also would be located next to the largest field of parking.
- This scheme also puts the grocery store where it could be built in an earlier phase, rather than later.

	Current Size	Proposed Size	Parking Req.
Health and Community Services	63,300 sf	81,000 sf	147
Education/Campus Community	18,700 sf	35,500 sf	89
Retail and Restaurant	20,200 sf	47,500 sf	177
Commercial/Office/Business Ctr.	4,200 sf	54,500 sf	182
Residential	0 sf	36,000 sf	48
Total	106,400 sf	254,500 sf	643

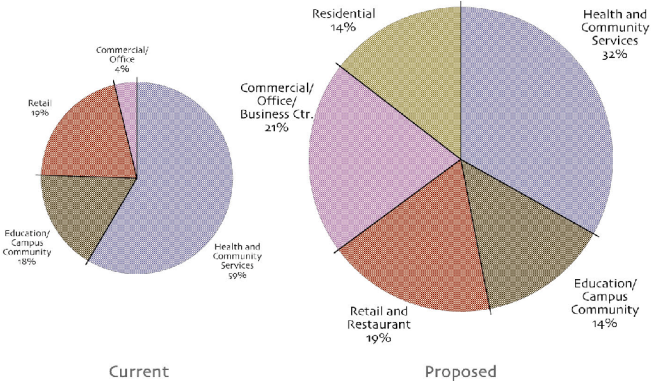


Fig. H-6: Study #1 Program Summary.

Fig. H-7: Study #1 Site Layout.

APPENDIX H: PROGRAM DEVELOPMENT

BUILDING PROGRAM AND SITE STUDY #2:

Site Study #2 is the most aggressive of the three studies in its square footage of building and number of parking spaces required. Health and Community Services is given an extra 10,000 sf to allow for a possible new clinic tenant, and the scheme has the most number of residential units.

This site study envisions two rather distinct areas - office and Health and Community Services and education to the south and retail and residential to the north. The new Civic Space as a green space at the end of Buick Street, acting as a hinge point and organizing device for the entire site. The buildings immediately adjacent to the Civic Space would be a retail space and a wall of the grocery store, which could have a stage built in to help it's relation of the space. The buildings either side of the Buick Street extension leading up to the Civic Space would be set back for better site lines and to allow for outdoor uses, such as outdoor seating for the restaurant on the north side. Among its other features:

- Townhouses would help the transition from single family houses to the larger scale of the development.
- The Health and Community Services building has a relationship with the largest area of parking.
- Traffic could be controlled to flow from Buick to Hughes, with the northern spur less travelled or able to be blocked off for a Farmer's Market which could flow into the Civic Space.
- A play area adjacent to the Health and Community Services building faces south and west for more sunlight.
- The grocery store is located where service could be screened, and also would be located next to the largest field of parking.

This scheme overwhelmingly received the highest number of votes to proceed with further study on. Among the comments was to increase the Residential, give more of a setting to the Education, and somehow give a better relationship for the Library/Community Center/Health and Community Services with the Civic Space.

	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	89
Retail and Restaurant	20,200 sf	47,500 sf	177
Commercial/Office/Business Ctr.	4,200 sf	55,000 sf	183
Residential	0 sf	39,000 sf	4.6
Total	106,400 sf	268,000 sf	662

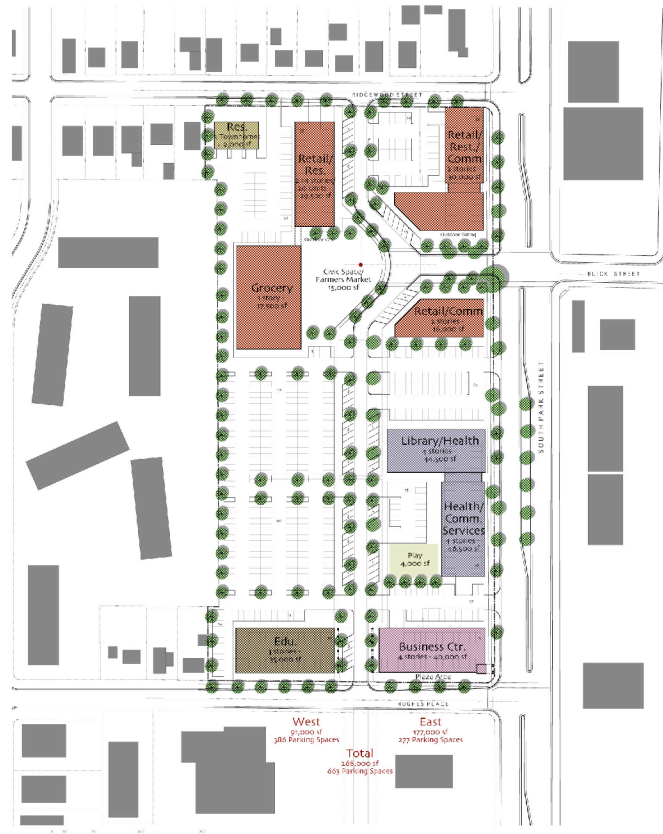
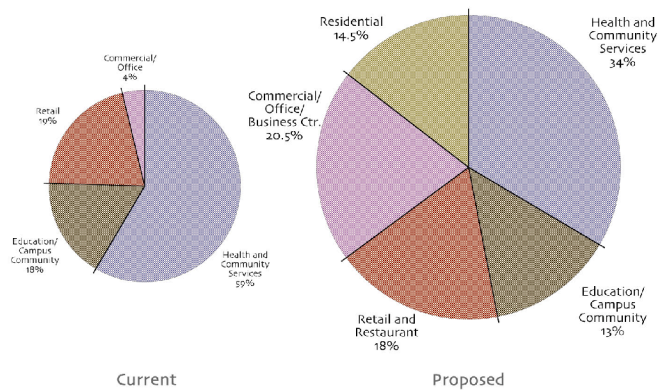


Fig. H-8: Study #2 Program Summary.

Fig. H-9: Study #2 Site Layout.

BUILDING PROGRAM AND SITE STUDY #3:

Site Study #3 put the focus on having the lowest number of parking spaces needed, and providing as many as possible on surface lots rather than under buildings. It has the same Health and Community Services and Education uses as the previous Program #2, a bit more Retail than #2, but the least amount of Residential.

This site study envisions the new Civic Space as a green space located at the most visible corner of the site - at Buick and Park Street where the stop light is. This scheme also puts the library at the same important corner opposite the Civic Space. The grocery is located in the same position as Study #1. Of all the schemes, Study #3 presents the strongest built edge to Park Street. Among its other features:

- A play area adjacent to the Health and Community Services building faces south and west for more sunlight.
- The Residential building would respond to the end of the Buick Street axis, but allows movement to the parking lot straight through.
- The northern spur of the interior street could be blocked off for Farmer’s Market and flow into the Civic Space.
- The Education building has a setting in relation to the Civic Space.
- The Civic Space would have the best exposure and sun angles of all the schemes.
- This scheme also puts the grocery store where it could be built in an earlier phase, rather than later.

This Study had the largest contiguous parking field, which was not an attractive feature to most people. The way Buick Street just faded into a parking lot is also a weakness, but could be fixed by moving the Education building south.

	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	89
Retail and Restaurant	20,200 sf	48,500 sf	180
Commercial/Office/Business Ctr.	4,200 sf	55,000 sf	183
Residential	0 sf	12,000 sf	8
Total	106,400 sf	242,000 sf	627

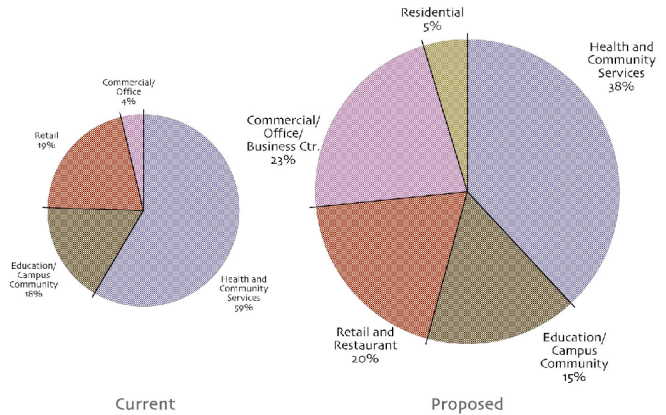


Fig. H-10: Study #3 Program Summary.

Fig. H-11: Study #3 Site Layout.

APPENDIX H: PROGRAM DEVELOPMENT