



## Community Development Authority of the City of Madison

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Website: [www.ci.madison.wi.us/formshousing/index.htm](http://www.ci.madison.wi.us/formshousing/index.htm)

Madison Municipal Building,  
Suite 318  
215 Martin Luther King, Jr.  
Boulevard  
P.O. Box 1785  
Madison, Wisconsin 53701-1785  
FAX 608 264 9291  
PH 608 266 4675

December 6, 2011

Dr. Ken Loving  
Madison Community Health Center, Inc.  
3434 East Washington Avenue  
Madison, WI 53704

Re: LETTER OF INTENT FOR THE SALE BY THE COMMUNITY DEVELOPMENT AUTHORITY OF THE CITY OF MADISON OF A PARCEL OF LAND TO MADISON COMMUNITY HEALTH CENTER, INC. (d/b/a ACCESS COMMUNITY HEALTH CENTERS) AS PART OF THE VILLAGE ON PARK REDEVELOPMENT

Dear Dr. Loving:

The purpose of this Letter of Intent (the "LOI") is to outline the principal terms and conditions for a Purchase and Sale Agreement (the "Agreement") that would be executed between the Community Development Authority of the City of Madison (the "CDA") and Madison Community Health Center, Inc. ("Access"). The terms of the Agreement shall be as follows:

1. Property. The CDA agrees to sell and to convey by Quit Claim Deed (the "Deed") to Access, and Access agrees to purchase from the CDA, a parcel of land consisting of approximately 50,000 square feet (the "Property") located within Lot 1 of Certified Survey Map 12790 (the "CDA Property"), as generally shown and identified on the attached Exhibit A, located on South Park Street, Madison, Wisconsin
2. Uses. The use of the Property shall be limited to the construction of a health care facility (the "Project") containing a minimum of 16,000 square feet with a minimum height of two stories and parking sufficient to provide 3.5 parking spaces per 1,000 s.f. of building.
3. Effective Date. The "Effective Date" shall be the later date of execution of the Agreement by the CDA or Access, as indicated on the signature page.
4. Purchase Price. The "Purchase Price" of the Property shall be calculated by multiplying the number of square feet in the Property by \$14.50 per square foot. Said square footage shall be determined by a Certified Survey Map prepared by the CDA, at its sole cost and expense, and provided to and agreed to in writing by Access prior to closing. The Purchase Price shall be payable in cash at closing, subject to the adjustments and prorations provided in the Agreement.

5. Earnest Money. Within ten (10) days of the Effective Date, Access shall pay to the CDA Five Thousand and 00/100 Dollars (\$5,000.00) as “Earnest Money”, which will be nonrefundable except as provided in the Agreement, to be applied toward the Purchase Price at closing.
6. No Representations and Warranties; AS-IS Condition. Access shall purchase the Property in “AS-IS, WHERE-IS” condition and “with all faults”, and shall agree that it relied upon no warranties, representations or statements as to matters of title, zoning, physical or environmental conditions, governmental approvals, or any other matter relating to or affecting the Property, including but not limited to the value, condition, merchantability, marketability or fitness for a particular use by the CDA, or any other persons for the CDA, in entering into the Agreement or in closing the transaction described herein. Access’ closing on the acquisition of the Property shall constitute conclusive evidence that Access is satisfied with the condition of and title to the Property. In closing and completing this transaction, Access will have relied exclusively upon its own inspections and reviews, and not upon any representation or warranty of the CDA or its agents or employees. Notwithstanding anything to the contrary set forth above and subject to the provision of section 8(e) below, the CDA shall be responsible for ensuring the Property is free of signs and without debris at the time that it is conveyed to Access pursuant to the Agreement.
7. Environmental Remediation. Access shall be responsible for all remediation of environmental contamination on the Property. The CDA will cooperate with Access in seeking federal, State, County, and City funds to apply to the cost of remediation.
8. Access Contingencies
  - a. Inspections and Testing. Within ten (10) days of the Effective Date, the CDA shall make available to Access for review all environmental studies, reports, permits, applications and remediation plans or assessments of the Property, including a Wisconsin DNR ‘No Further Action Determination’ dated March 13, 2009, in the CDA’s possession or control. Access and its authorized agents and contractors shall be permitted access to the Property for a period ninety (90) days from the Effective Date for the purpose of conducting Phase I or II environmental assessments of the Property and/or for the purpose of conducting any other inspection or testing of the Property deemed necessary by Access at reasonable times with at least twenty-four (24) hour notice to the CDA. Access will repair, at its cost, all damages caused by its testing and/or inspections on the Property so that the condition of the Property is returned to a condition reasonably consistent with that which existed prior to the testing and/or inspections. In no event shall the CDA be required to cure any matter relating to the condition of the Property or any improvement thereon to which Access objects. Should the results of the environmental assessments or other inspections or testing be unacceptable to Access, in Access’ sole discretion, Access’ sole option shall be to terminate the Agreement. Upon termination of the Agreement, the Earnest Money shall be refunded to Access.
  - b. Land Use Approvals. The CDA shall cooperate with Access in satisfying and obtaining all land use and other governmental approvals including, but not limited to, zoning, building, engineering, traffic and similar approvals and permits necessary or required for the Project to be completed. Access shall make a reasonable effort to comply with and obtain the above stated requirements and approvals. In the event Access is unable to obtain any of the above required approvals, Access or the CDA shall have the right to terminate the Agreement, in which case the Agreement shall be null and void and the Earnest Money shall be refunded to Access.

- c. Design Standards. Access shall agree to construct the Project so that it is architecturally compatible with the theme for the exterior of all buildings to be constructed or rehabilitated within The Village on Park redevelopment project, such guidelines and architectural theme being shown on the attached Exhibit B and in the adopted Villager Master Plan. Project plans are subject to approval by the Urban Design Commission pursuant to the requirements of Urban Design District No. 7. All Project plans shall be subject to CDA approval prior to closing. Access may submit Project plans to the CDA for approval in the following phases. Phase I Project Plans shall include site plan and schematic design with building height and massing. The CDA shall have twenty (20) days from submittal to approve or reject the Phase I Project Plans. Phase II Project Plans shall include construction documents and the CDA shall have twenty (20) days from submittal to approve or reject the Phase II Project Plans.
  - d. Project Financing. Access shall provide to the CDA proof of financing for the construction of the Project on or before March 1, 2012, or such other date agreed to by the parties. In the event that Access does not provide proof of financing to the CDA as set forth herein either Access or the CDA may terminate the Agreement and the CDA shall retain the Earnest Money.
  - e. Outdoor Advertising Sign. The CDA shall be responsible, at its sole cost, for the removal of the outdoor advertising sign (including related posts and structural support (herein referred to as the "Sign"), currently located on the CDA Property, as shown and identified on the attached Exhibit A, prior to July 1, 2012. If the CDA does not remove the Sign on or before July 1, 2012, the parties shall make a reasonable effort to come to a mutually agreeable arrangement for the removal of the Sign prior to Access commencing construction activities on the Property. In the event the parties are unable to reach agreement on or before August 1, 2012, the Agreement shall terminate and the Earnest Money shall be refunded to Access. Access acknowledges receipt of the Lease with Adams Outdoor Advertising Limited Partnership dated March 7, 2003.
9. ULGM Easement. The Property and the CDA Property are subject to an Operation Easement Agreement by and between ULGMCED, LLC and the CDA dated March 26, 2009 (the "ULGM Easement"). The Property will be transferred subject to the ULGM Easement. The CDA shall be responsible, at its sole cost, for amending the ULGM Easement so that sections of the ULGM Easement that address common area maintenance will not apply to the Property. To the extent the CDA is unable to amend the ULGM Easement on or before March 1, 2012 in a manner mutually acceptable to the CDA, the owner of lot 2 and Access, the Agreement shall be terminated and the Earnest Money shall be refunded to Access.
10. CDA Property Access Drive. Access shall provide continuous vehicular ingress and egress to the CDA Property from Ridgewood Way during construction activity on the Property. In addition, Access shall complete construction of new vehicular ingress and egress to the CDA Property from Ridgewood Way in the approximate location indicated on Exhibit A (the "Ridgewood Way Access). Plans for the Ridgewood Way Access and temporary construction vehicular ingress and egress from Ridgewood Way shall be subject to the approvals set forth in Section 8(b) and 8(c) above and shall be completed by Access at its sole expense.

11. Title Insurance. The CDA shall provide to Access at the CDA's expense at least thirty (30) business days prior to closing a commitment from a title insurance company licensed in Wisconsin to issue title insurance in the amount of the Purchase Price upon the recording of proper documents, together with a gap endorsement. The commitment shall show title to the Property, as of a date no more than fifteen (15) days before such title proof is provided to Access, to be in the condition called for in the Agreement, and further subject only to liens which will be paid out of the proceeds of the closing and to any standard title insurance exceptions acceptable to Access. Access shall notify the CDA of any valid objection to title, in writing, within twenty (20) days of receiving the commitment. The CDA shall have a reasonable time, but not exceeding fifteen (15) days, to cause the title insurance company to remove or insure over the objections and closing shall be extended as necessary for this purpose. In the event the CDA, after exercise of its best efforts is unable or unwilling to cause the title company to remove or insure over the objections within the time frame set forth above, Access shall have the option, exercisable by written notice to the CDA to (i) terminate the Agreement in which case, the Agreement shall be null and void and the Earnest Money shall be refunded to Access, or (ii) waive any uncured defects of title and perform pursuant to the terms of the Agreement, notwithstanding any uncured objections.
12. Operations and Easement Agreement. The parties shall execute at closing an "Operations and Easement Agreement" for all areas within the CDA Property and the Property exclusive of building footprints (the "Common Area") that would provide the following:
  - a. Non-exclusive perpetual ingress, egress easements for the passage of vehicles over and across the parking areas and associated drive aisles of the Common Area and the accommodation of pedestrians over and across the parking, driveways and sidewalk areas of the Common Area. Notwithstanding the foregoing, Access shall have the right to place signage in the approximate areas shown on Exhibit A in such number as agreed to by the parties indicating where Access's employees and visitors will park (the " Access Parking ") and the parties shall reasonably work together to prevent others from parking in the Access Parking . Access shall be responsible for ensuring that its employees and visitors park in the Access Parking. Under no circumstances will the number of parking spaces within the Property be less than the number equal to 3.5 times the number of square feet within the Project on the Property.
  - b. Non-exclusive perpetual utility easements in, to, over, under, along and across the Common Area.
  - c. Perpetual easements to discharge surface storm drainage and/or runoff over, upon and across the Common Area.
13. Property Repair and Maintenance. Access shall be responsible for the repair and maintenance of the Property in a manner consistent with the industry standards for a retail mall including but not limited to debris and refuse removal, drive and parking lot maintenance, lighting, landscaping, sweeping and snow removal. The CDA shall be responsible for the repair and maintenance of the CDA Property in a manner consistent with the industry standards for a retail mall including but not limited to debris and refuse removal, drive and parking lot maintenance, lighting, landscaping, sweeping and snow removal.

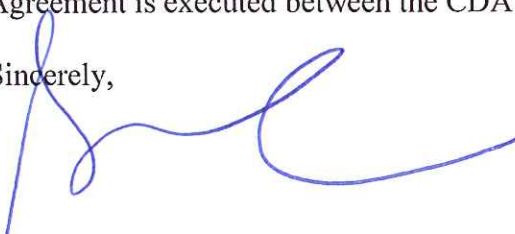
14. Perpetual Subsurface Parking Easement Agreement. The parties shall execute at closing a "Perpetual Subsurface Parking Easement Agreement" for the area indicated on Exhibit A that will provide for the following:
  - a. Access shall be prohibited from building any structures within the Perpetual Subsurface Parking Easement Area.
  - b. The CDA or its successors and assignees shall have the right, subject to providing Access with alternative parking on site in an amount equal to those displaced, to use the Perpetual Subsurface Parking Easement Area for construction staging, ingress, and egress if and when it develops a building or parking on the north end of the CDA Property.
  - c. The CDA or its successors and assignees shall have the right to build a below grade parking structure that would encroach into the Perpetual Subsurface Parking Easement Area as long as the CDA returns the surface to its preconstruction condition.
  
15. Repurchase Right. The Parties shall execute at closing a Repurchase Agreement that would provide the CDA with the option to repurchase the Property in the event Access does not commence construction of the Project within twelve (12) months from the date of closing for an amount equal to the Purchase Price paid by Access to the CDA.
  
16. Real Estate Brokerage. The CDA and Access represent and warrant, each to the other, that they have not dealt with any real estate broker, sales person or finder in connection with the Property or this real estate transaction.
  
17. Closing.
  - a. Closing shall occur within thirty (30) days after the waiver or satisfaction of the conditions and contingencies set forth in the Agreement but not later than August 1, 2012, whichever occurs earlier, at the office of the title insurance company issuing the commitment for title insurance, unless the parties agree in writing to another date or place.
  - b. The CDA agrees to execute and deliver to Access at closing the Deed conveying the Property to Access free and clear from all liens and encumbrances, excepting the following: Municipal and zoning ordinances and agreements entered under them; recorded easements for the distribution of utility and municipal services; the Operations and Easement Agreement, the ULGM Easement as amended, recorded building and use restrictions and covenants, and any other encumbrances accepted by Access pursuant to its review of title as described in Section 11 above.
  - c. Access shall pay all recording/filing fees except that the CDA shall pay the recording/filing fees for such documents as are required to be recorded/filed in order to cause title to the Property to be in the condition called for by the Agreement.
  - d. All real estate taxes or any PILOT with respect to the Property shall be prorated between the CDA and Access as of the date of closing based upon the latest known assessment and latest known mil rate or the PILOT in effect as of the date of closing.
  - e. The CDA shall be responsible for any and all special assessments, area assessments, interceptor charges or any other charges payable to any municipality or utility with regard to the Property as of the date of closing.



This is a "letter of intent," which does not constitute a definitive statement of all the terms and conditions of the proposed transaction. This letter is not intended to constitute an agreement to execute any contract in the future. If the parties enter into negotiations, either party may terminate such negotiations at any time. Neither party will be legally bound in any manner unless and until a contract has been prepared, executed and delivered between them .

By signing in the space provided below, the parties indicate only their desire to begin drafting a definitive agreement. No binding agreement will exist between the CDA and Access unless and until the terms and conditions are approved by the CDA and the City of Madison and a Purchase and Sale Agreement is executed between the CDA and Access.

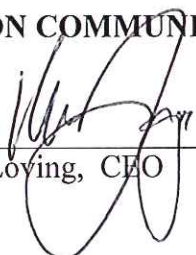
Sincerely,



Gregg Shimanski  
CDA Chair

The proposal set forth in this Letter of Intent is acceptable to Madison Community Health Center, Inc. I further certify that I have the full authority to execute this Letter of Intent on behalf of Madison Community Health Center, Inc.

**MADISON COMMUNITY HEALTH CENTER, INC.**

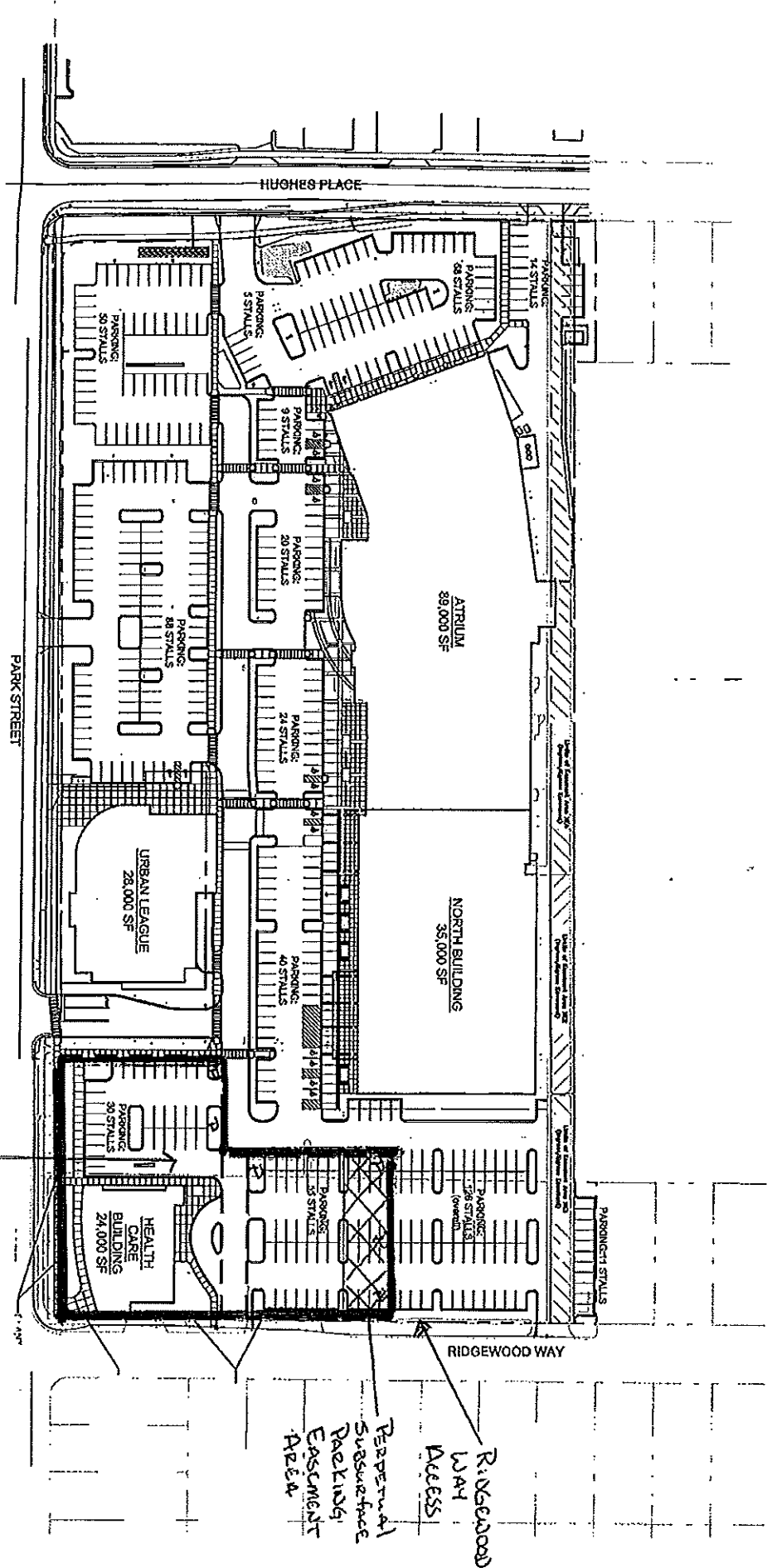


Dr. Ken Loving, CEO

12/8/11

Date

EXHIBIT A



The Villager - Parking

0830 | 2011

ID #2349.02

THE PROPERTY

P = Access Parking Sign



Ridgewood Way Access  
 Perpetual Surface Parking Easement Area



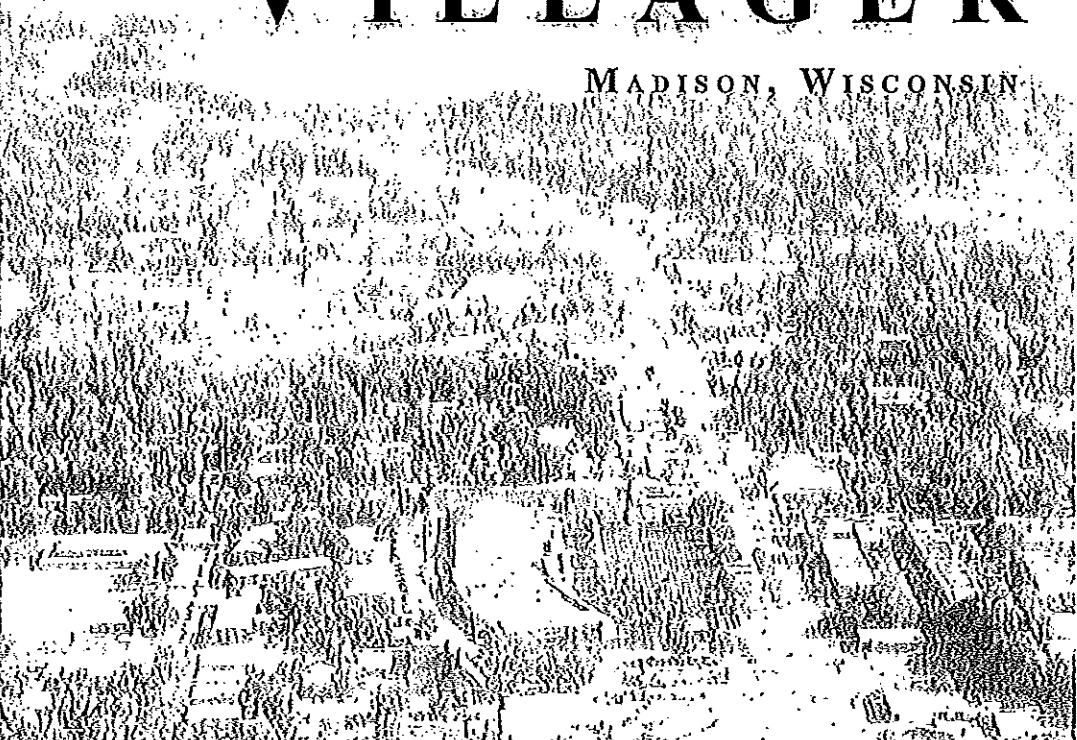


EXHIBIT B

SITE DEVELOPMENT AND MASTER PLAN

# THE VILLAGER

MADISON, WISCONSIN



PROGRAM • MASTER PLAN • IMPLEMENTATION

PREPARED FOR:  
COMMUNITY DEVELOPMENT AUTHORITY  
CITY OF MADISON, WISCONSIN  
MAYOR DAVID J. CIESLEWICZ

OCTOBER, 2005

THE KUBALA WASHATKO ARCHITECTS, INC • VANDEWALLE & ASSOCIATES • STRAND ASSOCIATES  
UNIVERSITY OF WISCONSIN - MADISON DEPARTMENT OF URBAN AND REGIONAL PLANNING

# SITE DEVELOPMENT AND MASTER PLAN FOR THE VILLAGER • MADISON, WISCONSIN

## PREPARED FOR:

*Community Development Authority of the City of Madison  
Department of Planning and Development  
215 Martin Luther King, Jr. Blvd., Room LL-100  
Madison, WI 53703  
608/266.4635*

## PREPARED BY:

*The Kubala Washatko Architects, Inc.  
W61 N617 Mequon Avenue  
Cedarburg, WI 53012  
262/377.6039*

*Vandewalle & Associates  
120 East Lakeside Street  
Madison, WI 53715  
608/255.3988*

*Strand Associates  
910 West Wingra Drive  
Madison, WI 53715  
608/251.4843*

*University of Wisconsin - Madison, Department of Urban and Regional Planning  
925 Bascom Hall, Room 110 Music Hall  
Madison, WI 53706*

## ACKNOWLEDGMENTS

### David J. Cieslewicz, Mayor

Janet Pralino, Chief of Staff  
Mark A. Ollinger, Director, Department of Planning & Development  
Bradley J. Murphy, Director, Planning Unit  
William Fruhling, Principal Planner, Special Projects

### Alderspersons

Tim Bruer, District 14  
Isadore Knox, Jr., District 13

### Project Manager

Mark A. Ollinger, Director, Department of Planning & Development

### CDA Staff

Percy Brown, Deputy Executive Director

### Project Staff

William Fruhling, Principal Planner, Special Projects  
Archie Nicolette, Senior Planner  
James Whitney, City Architect

### Oversight Ad Hoc Committee

Noe Arteaga	John Bauhs	La Marr Billups	Ald. Timothy Bruer
Linda Franklin	James Garner, Chair	Lynn Green	Melissa Huggins
Jim Kramer	Kevin O'Driscoll	Cathy Smith	Richard Stone
Ka Moua Thao			

### Others

Dale Cox, Jean Nielsen, Jodi Wortsman, Julie Yearling, Yer Yang, Maria Banuelos, David Wagner, Mark Holland, Gloria Kirchoff, Ben Kadel, Lorl Kay

Support for this effort came from many sources. Our team process included key person interviews, a neighborhood steering committee, three public meetings, and five review team meetings. We wish to acknowledge and thank City staff, public individuals, and groups for their valuable input and assistance in the development of this study. Special thanks to those who attended the public neighborhood meetings.

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## PART THREE: MASTER PLAN

*Goal: Develop a Master Plan Concept based upon the Building Program that incorporates the complex issues, parameters, and requirements for the Villager site.*

### PRIORITY GOALS

Because The Villager Site Development and Master Plan project advances a phased redevelopment of the site over several years, it is even more important to set priority goals to guide and maintain the long-term vision. Through the previous phases, the following were identified as priority goals for the physical site planning:

- Balance building density with parking requirements.
- Mixed-use buildings to encourage and support shared parking.
- Street-oriented commercial development. Support the physical definition of the streets and public spaces as places of shared use.
- Pedestrian-oriented circulation and safety, creating comfortable and interesting pedestrian environments.
- Pedestrian linkages to and from the surrounding development.
- Civic gathering space and area for green space, designed for active use and safety.
- Programmed space along edge of civic spaces.
- Frame Park Street.

## SITE DESIGN

*Goal: Respond to the program and issues identified in the previous phases with a site plan that creates a unified sense of place.*

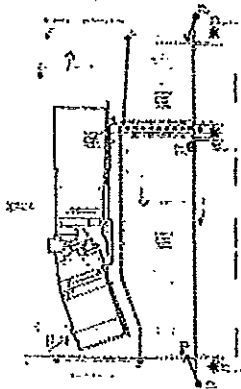


Fig. 3-4: Site and context issues. See Appendix B for larger scale map.

### SITE PLANNING AND DESIGN

*Provide a general approach that mitigates existing site problems and promotes identity and unity.*

#### BASIC STRATEGIES

- Provide contextual responses and connections to adjacent developments and neighborhoods.
- Place elements to help frame the Park Street Corridor.
- Orient commercial development to the streets.
- Create an opportunity for a public gathering space.
- Place elements so that they add up to something greater - a unity of design allowing for a greater sense of identity reflecting the diversity of the neighborhood, rather than an unrelated number of buildings and elements sharing a site.
- Use types and management of space to create a unique gathering space for the people of South Madison and the community as a whole.

#### ENVIRONMENTAL STRATEGIES

- Design landscape and exterior elements to reduce urban heat island effect.
- Design considering solar position/orientation.
- Sustainable site design recommendations should be added, particularly with respect to stormwater management.

### STREET PLANNING AND DESIGN

*Provide an interconnected, efficient and attractive street system.*



Fig. 3-5: Street, sidewalk and landscapelstreetscape working together to provide life on the street.

#### BASIC STRATEGIES

- Provide multiple routes for cars and pedestrians. This is to relieve traffic congestion on the major street and promote pedestrian use of the site.
- Provide direct routes to destinations, such as shopping recreation or the restaurant, and also off-site destinations such as the bus transfer station.
- Minimize on-street parking lane on interior street to reduce curb-to-curb width, and allow traffic to flow. Balance this with some parking to promote buildings facing the interior street, and slow down the flow of traffic in specific areas.
- Include a strong streetscape design (trees, sidewalk pavement, benches and trash receptacles, lighting, etc.) to help promote identity of the larger development and the vehicular/pedestrian experience.

#### STREET TYPES

Specific street profile guidelines are given in the following two pages.

- As noted in the revised Master Plan.

## OPEN SPACE AND STREETScape

Provide inviting, safe, and usable open space throughout the site, including use of street treatment and ready and safe public access.

### BASIC STRATEGIES

- Provide open space amenities for building occupants and guests to the site. These should include:
  - Bike racks
  - Pedestrian lighting
  - Planters or similar elements
  - Public seating area
- Screen views to parking and service areas from all streets.
- Enhance streetscape through street amenities (architectural fencing, benches, plantings, etc.) and directional signage.
- Design the edges of the Civic Space to strongly define the space.
- A specific planning process should occur to further define, articulate and design open space. This process should also explore historical or international theme in Civic Space.

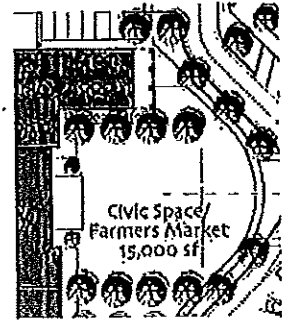


Fig. 3-10: Civic space should be reinforced on all sides, and feel continuous with the streetscape.

### Benefits

Given a limited budget, street trees are often considered the most effective expenditure of funds to improve a street. For many people, trees are the most important single characteristic of a good street.

### STREET TREES (Refer to previous two pages for diagrams)

- Provide continuous, uniform, and closely spaced tree planting along the length of streets.
- Space larger trees between 20 to 30 feet apart; 35 feet is the maximum spacing.
- For trees planted in tree wells with tree grates, provide a planter area of 5 feet by 5 feet.
- Street trees do not need to be one species, but can alternate to provide variety.
- Provide a proper soil mixture, aeration, and hydrology to sustain the root zone of all street trees.

## TRANSPORTATION, PARKING AND SERVICES

Encourage public and alternative transportation. Provide efficient vehicular access and parking.

### BASIC STRATEGIES

- Provide preferred parking and special facilities to encourage public and alternative transportation, such as buses, bicycles and carpools.
- Parking lots are at zoning minimum and include shared parking. See page 6 for more information on Parking Requirements used in the design.
- Parking areas are pedestrian-oriented.
- Parking areas include landscaping/trees.
- Prioritize parking for retail uses that may locate elsewhere if parking is confused, scarce, or unreliably available.
- Connect site to adjoining and nearby sites, particularly for pedestrians.

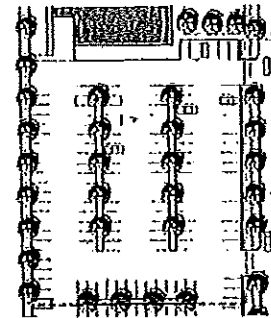


Fig. 3-12: Area of parking lot south of proposed grocery store, showing tree planting strips.

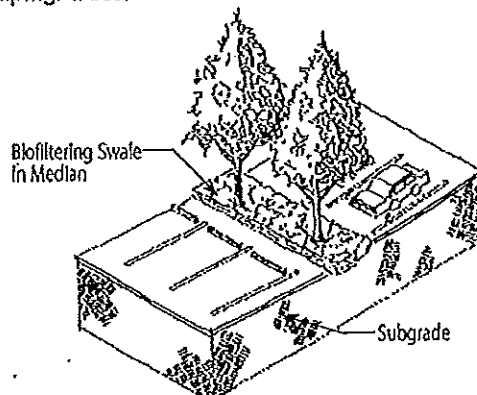
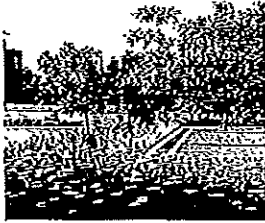


Fig. 3-11: Parking lot with bioswale/tree planting strip.



Fig. 3-13: Parking lot with bioswale to filter and absorb runoff. Shade trees reduce heat gain. Tellabs HQ, Naperville, IL.

**PART THREE: MASTER PLAN**  
**SITE DESIGN**



**Fig. 3-14: Parking lot with landscape. Teflabs HQ, Naperville, IL.**

**LANDSCAPE**

*Incorporate native vegetation and sustainable planting practices. Install aesthetic, durable landscaping that contributes to the larger unified sense of place.*

**BASIC STRATEGIES**

- Analyze soils for species suitability.
- Canopy and mid-size trees: use 100% native or cultivars of native species.
- Distinguish between 10' perimeter building envelope and open space for plant species and hardscape materials.
- Landscape for water efficiency, limiting the need for potable water irrigation.
- Landscape for water quality enhancement such as planting watershed buffers, bioswales, and surface stormwater drainage as design elements.
- Include a minimum 5-year establishment/maintenance plan in the original landscape budget.
- Minimize the use of turfgrass lawn as a default landscape typology; rather, use turfgrass in certain areas to edge and accent planting areas, and for more active uses.
- Include green roofs, particularly above the grocery adjacent to the residential tower, as both an energy saving device and aesthetic for those residential units facing that portion of the roof.

**Costs and Savings**

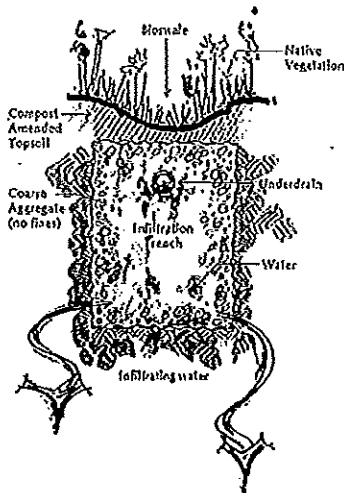
- Reduced costs of landscape installation and maintenance.
- Reduced cost of stormwater management infrastructure.

**Benefits**

- Creation of distinctive and attractive properties.
- Reduced soil erosion.
- Improved water quality.
- Native plants attract and provide food and shelter for wildlife.

**STORMWATER MANAGEMENT**

*Meet or exceed the requirements of NR151 of the Wisconsin Administrative Code for reducing stormwater discharge pollutants on a redevelopment site.*



**BASIC STRATEGIES**

- An erosion control plan will be required with Universal Soil Loss Equations (USLE), as this will be a redevelopment site over 4000 sf.
- Of the four stormwater management requirements (sediment control, thermal control, stormwater detention and oil & grease control), sediment control and oil & grease control will certainly be required. Sediment control is required when there is any exposed parking area, and oil & grease control when the exposed parking has forty (40) or more spaces. Refer to City staff for specific requirements of the ordinance.
- Reduce Directly Connected Impervious Areas (DCIAs).
- Control erosion by stabilizing soils with native vegetation.

**Fig. 3-15: Typical bioswale construction (CDF).**

## SIGNAGE AND WAYFINDING

Provide pedestrian- and driver-oriented signage and wayfinding cues for the development.

### BASIC STRATEGIES

- Design a signage plan for wayfinding which meets CDA and City of Madison requirements.
- Provide clear signage for orientation and safe access to the development.
- Provide clear signage for orientation and safe access to points of interest (Bus Transfer Station, Lincoln School) or other routes (freeway, downtown) from the development.
- Wayfinding signage should be uniform in design, materials, and coloration.
- No intrusions should be permitted directly in the pedestrian right-of-way.
- Building signage should follow a strict code for the entire development site, providing a uniform character and identity.

### Benefits

Wayfinding systems welcome visitors, increases business visibility, and promote repeat visitors.



Fig. 3-16: Pedestrian Scale Signage



Fig. 3-17: Uniform Building Signage



Fig. 3-18: Street Wayfinding Sign

## SITE LIGHTING

Create a safe and friendly nighttime environment, but minimize light pollution from site lighting in accordance with the Illuminating Engineering Society of North America Recommended Practice Manual: Lighting for Exterior Environments.

### RECOMMENDED FIXTURE

The light fixture and pole recommended for The Villager site is similar to lights in place at Bassett Neighborhood, Atwood Avenue, and Hughes Place, as follows:

- Pole: Holophane/Unique Solutions 11'-8" Columbia model C12/17 CI-PP cast iron pole.
- Luminaire: Holophane/Unique Solutions Washington Series Postlite WAU50DMHMTA4G2, 50 watt metal halide, medium base socket, multivolt ballast wired to 120V, Spike finial, Type IV glass globe, fluted fitter, Drylac green color RAL 6009 glossy, batch #923833; bands and medallions for fixtures in gold; Type IV Lunar Optics (Cutoff optics).
- Open space: prioritize areas that must be lit for safety.

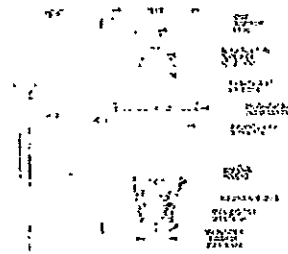


Fig. 3-19: Recommended standard street/pedestrian light for the Villager as described at left.

### Costs and Savings

Commercial establishments consume 20% to 30% of total energy for lighting. Efficient exterior lighting, as a component, translates to energy cost savings.



## BUILDING DESIGN

**Goal:** Quality buildings built economically to keep rents reasonable and which minimize energy consumption. The buildings should support the overall sense of place of the redeveloped Villager, reflect the diversity and interests of the neighborhood, and be strong edges to support the civic spaces.

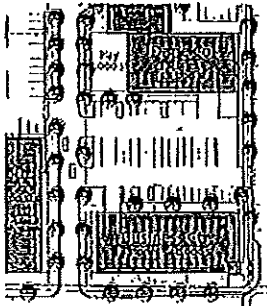


Fig. 3-20: Building placement to support street edges and orientation for daylighting.

### BUILDING PLACEMENT AND ORIENTATION

Locate and orient building forms and volumes in response to context (i.e., neighborhood and topography), to create public spaces, and to take advantage of solar opportunities and prevailing winds. Orienting the front entrances of buildings to the street is fundamental in increasing access. Logical orientation facilitates pedestrian access and supports pedestrian activity on the street.

REFER TO PAGE 6 FOR BUILDING PLACEMENT STRATEGIES

### FORM AND SCALE

Create a building footprint and massing which has visual interest and relates to neighboring structures. Maximize the efficiency of mechanical systems while utilizing natural daylighting strategies.

#### BASIC STRATEGIES

##### Costs and Savings

Building form, along with orientation, is a primary factor in daylighting and other solar strategies.

Diminished heating and cooling loads reduce operating costs.

- Mass buildings and articulate facades in relationship to existing neighbor structures and with sensitivity to pedestrians by having a more refined scale along street edges and hiding blank walls.
- Balance a 'wide' versus 'narrow' floor plan to provide views and daylighting, creating a building footprint which does not significantly increase energy costs, exterior enclosure costs, and foundation pile costs.

#### FOOTPRINT ARTICULATION

Buildings should be configured in an interesting, yet efficient manner to maximize daylighting, create occupant efficiency, and result in a pleasing aesthetic.

- Runs of flat, blank walls exceeding 45' should be avoided. Wall interruptions (such as bays, corners, bump-outs, etc.) shall be located in response to context.

#### ROOFS (DEFINED ROOF EDGE / ROOFLINE ARTICULATION):

- Break roof edges, in particular flat roofs, in order to provide a visual break.

#### SCALE

A streetscape that is inviting to the community is a result of scale. Multi-storied buildings in long rows feel monotonous to the public. Elements that break up a building into smaller parts make for a more inviting streetscape. Features that add distinction and result in a pedestrian friendly streetscape include:

##### Benefits

Good pedestrian scale results in a people friendly sidewalk where time wants to be spent. Where people spend time, they often spend more money.

Awnings  
Benches  
Canopies  
Doors  
Dormers

Landscaping (planter boxes, trees, etc.)  
Signage (signboard, projecting, decal on glass)  
Street Lighting (lower and inviting)  
Windows (at street level)

## ENVELOPE AND ARCHITECTURAL FEATURES

*Detail building envelope for energy efficiency and maintenance cost savings as well as aesthetic appeal. There should be an architectural identity to the number of buildings planned for the Villager site, so that the entire development achieves a unity and reflect a unique character and feel. This need not be an official code, and will most likely be built upon the architecture of the first buildings to be built there - the library and townhomes.*

### BASIC STRATEGIES

- Select envelope materials that meet context and energy efficiency standards.
- Design enclosure to minimize thermal loss/gain and controls moisture. Insulate minimum R-20 for walls, R-30 for roof, and R-11 for foundation.
- Provide entrance features which clearly identify them for wayfinding.
- Specify doors and windows that meet or equal Energy Star® certification.
- Provide integrated architectural surface treatments and decorative elements.

*All architectural features should be selected based on the precedents of the architectural style of the building (for example, retail as contrasted to residential). The following features are encouraged but will vary in implementation based on the building style, type, and use.*

### AWNINGS

- Awnings made of cloth or soft vinyl are strongly encouraged for use over first floor storefronts. Awning color should complement building, and may act as signage with text printed on the front edge.

### BALCONIES

- Balconies from residential units or office areas can add visual interest to the facade as well as promote the sense of safety through additional eyes on the site.

### BAYS

- Bays (style appropriate) are encouraged to articulate building elevations.

### CANOPIES

- Canopies shall be constructed out of permanent materials and include details that are consistent with the predominate building details.

### DOOR AND DOOR OPENINGS

Door, openings, and surrounds create balance on the facade. These elements have a significant visual and functional effect on the building.

- Door styles should be placed based on the architectural precedents of the building.
- Main entries should be visible from the street or face the street.
- Main entry doors and frames should be prominently articulated features on the facade.

### WINDOW ARTICULATION

Windows take a large role in comprising the building form. The layout and size of windows create rhythmic patterns on the building surface resulting in a "solid" and "void" effect. This visual affect breaks down the mass of the building into a smaller scale. Window articulation sets the proportions of a building. Historically, window opening sizes were divided in half as the building height grew. The effect emphasizes the base portion of the building where retail is typically located.

### Costs and Savings

Outfitting a building with energy-efficient equipment makes sense from any perspective; it saves money, reduces urban air pollution, helps protect natural habitats, and improves the indoor environment.

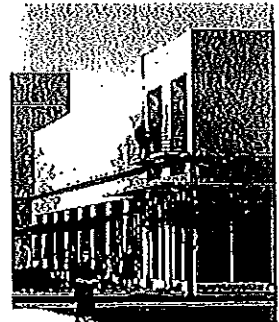


Fig. 3-21: Awnings and balcony in design image used to define cafe and corner at Bulck and Park Streets.

### Benefits

A strategy as simple as more windows (balanced with efficient envelope design) means facilities are less reliant on artificial lighting, which keeps indoor air cooler and savings on air conditioning.

## PART THREE: MASTER PLAN BUILDING DESIGN

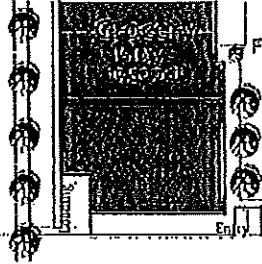


Fig. 3-22: High traffic loading area screened from street and entrance.



Fig. 3-23: Sidewalk cafes result in outdoor environments where people want to spend time.

### Costs and Savings

Direct cost savings in reduced materials and finishes usage.

Waste removal and dumpster fees can be reduced.

Refurbished office panel systems can be 50-75% of the cost of new.

Durable, low-maintenance material choices (including wall, window, door, roof and other finishes) reduce facility operational costs and increase resale value.

### Benefits

Environmentally preferable materials are by definition healthier choices, providing long term personnel savings.

### LOADING AREAS

- Loading docks, shipping, and receiving areas should be located on the rear or side yards of buildings whenever possible. These loading areas shall be further obscured from view with the addition of walls, fencing, or landscaping.
- Loading areas that have no alternative but to be located in an area visible from the public-right-of-way should be treated as a decorative architectural feature of the building.

### MECHANICAL AND ROOFTOP EQUIPMENT

Mechanical equipment on roofs should not be visible from the street. Locate mechanical equipment on the ground in rear or side yards of the building whenever possible. In situations where this equipment would be visible from the street, an enclosure shall be erected. This enclosure shall be made of materials in-keeping with those present on the building; options also include fencing and hedges for ground-mounted equipment. Mechanical equipment may include air compressors / HVAC equipment, dumpsters and utility boxes or meters.

- Roof protrusions other than chimney and plumbing vent stacks should not be viewable from the street. Vent stacks shall be painted or finished to blend in with the overall roofing color.

### SIDEWALK CAFES

Outdoor opportunities, particularly for the restaurant north side of Buick Street entry, to enjoy a beverage or dinner outdoors contribute to the liveliness of the streetscape. This activity creates an energy that entices pedestrians into commercial establishments and benefits the business community as a whole.

## MATERIALS

*Develop a material and resource conservation plan through design, efficient construction, reuse of materials, and implementation of a recycling program. Specify materials which have long life cycle assessments, are locally made, and/or contain recycled content for at least 25% of the value of total building materials. Give preference to materials with low toxicity and other environmental benefits such as reduction of urban heating.*

### BASIC STRATEGIES

- Maximize material resources (e.g., building multi-story on foundation piles).
- Dimension building in a modular fashion to reduce waste.
- Specify salvaged or refurbished materials for 5% of total building materials.
- Institute and maintain an aggressive facility recycling program.
- Specify, for at least 25% of building materials. Materials and Products which contain in aggregate a minimum weighted average of 20% post-consumer recycled content, OR a minimum weighted average of 40% post-industrial recycled content.
- Use local/regional materials for 25% of building materials (region within 500 mile radius of site).
- Use durable, low-maintenance, low environmental-impact materials.
- Use benign (low or zero VOC) materials approved by third party testing agencies.