



## Legislation Text

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**File #:** 00794, **Version:** 1

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### **Fiscal Note**

Costs of the Committee are anticipated to be minimal and will be covered from current agency budgets; the additional staff workload will be absorbed within existing resources.

### **Title**

Creating an Ad Hoc Villager Mall Master Plan Oversight Committee to guide the preparation of the Villager Mall Master Plan, which will be done to provide a vision for the longer-term revitalization and redevelopment of the Villager Mall, and to make recommendations to the Mayor, the CDA, and the Council for implementation of selected improvement activities to help realize this vision.

### **Body**

#### **Background**

In December 2004, the Community Development Authority of the City of Madison (CDA) purchased the Villager Mall. The purchase of the Villager by the CDA was something many in South Madison, its residents, community groups, and businesses have actively encouraged. Both the Park Street Opportunities Analysis, and the adoption of the South Madison Concentration Neighborhood Plan have focused significant attention on the redevelopment potential of the Villager Mall. Resolution 61689, ID No. 36309, authorized the expenditure of \$100,000 to prepare a Master Plan for the Villager Mall that would provide a vision, a phasing plan and a budget that would support the redevelopment. Resolution 61935, ID No. 36845, authorized the release of an RFQ for consultant services and the execution of a contract to perform these services. The team of Kubala Washatko Architects / Vandewalle Associates / Strand Associates, Inc. (Consultants) have been selected to prepare the Master Plan.

#### **Rationale and Charge**

WHEREAS, the CDA and the City of Madison have a significant stake in the success of the Villager Mall, its long-term effects on the adjoining neighborhoods, businesses, and the greater South Madison area; and has identified this area as a major gateway to the University and downtown; and

WHEREAS, it is important to convene a Master Plan Oversight Committee to assist the Consultants in developing the Master Plan; and

WHEREAS, it is important and necessary to have a broad and diverse cross section of Villager tenants, adjoining neighborhoods, and others from the South Madison community as members of the Master Plan Oversight Committee;

NOW THEREFORE BE IT RESOLVED that the Mayor appoint and the Common Council confirm an ad hoc Villager Mall Master Plan Oversight Committee to identify revitalization strategies which will be developed through a facilitated process by the Consultants, the purpose of which is to propose an implementation strategy, schedule, and budget for Mayoral, CDA, and Council review by the end of August 2005.

BE IT FURTHER RESOLVED that the Master Plan Oversight Committee work with the Consultants to develop strategies that will assist the CDA in working with the public and private sectors to define a vision for the Villager Mall, assist in the development of the Master Plan, provide feedback during the planning process, and provide support for the results of the plan, including phasing, design, and preliminary budget development.

BE IT FURTHER RESOLVED that the Villager Mall Master Plan Oversight Committee include the Chair of the CDA or their designee, a representative of the Mayor's Office, the two alders from the contiguous districts, three business representatives for the area, three Villager Mall tenants, one representative of Park Street Partners, one representative of the University of Wisconsin, and three representatives of the neighborhood associations or the South Metropolitan Planning Council.

BE IT FINALLY RESOLVED that the Master Plan Oversight Committee be staffed by a staff team that includes the Mayor's Office, the CDA, the Department of Planning and Development, the CDBG Office, the Community and Economic Development Unit, the Office of Business Resources, and the Planning Unit, Engineering, Traffic Engineering, Madison Metro, and Police.