

Date: Aug 10, 2010

Memo to: Wilde Lake Village Board

Re: The July 22, 2010 Kimco 1st Pre-Community Meeting for the Wilde Lake Village Center Development Plan.

Recommendations from the;

Architectural Advisory Panel (AAP) to the Wilde Lake Village Board, members Robert Tennenbaum, Nick Mangraviti, Jervis Dorton, Mark Brooks. and as individual architects, Robert Tennenbaum, Nick Mangraviti, Jervis Dorton, CyPaumier.

Recommendations

Approved:

1. The proposed residential plan.
2. The proposed extension of the street from Twin Rivers Road to Cross Fox Lane.
3. The proposal for Lynx Lane to remain a public street.

Conditional Approval:

1. The proposed need for total or partial demolition of the center section of the historic Village Green retail-office building seems less important now given the significant changes proposed for the entire Village Center. It is then reasonable to consider only minor changes to the Village Green buildings and the center section.

Not Approved:

1. The proposed dispersed Kimco retail plan is incompatible with existing structures and uses in the vicinity and inharmonious with the general plan of improvement of the Village Center.

The major criticism of the retail plan is the proposed location of David's, and the Drug Store. The buildings are too dispersed and too far removed to benefit Village Green retail. This criticism was expressed by many residents. The now closed Giant Market was within the Village Green retail center and as an anchor brought shoppers to the other Village Green shops for the benefit of shoppers and retail tenants.

The 380 feet long EW pedestrian walkway between the proposed David's and the Village Green is a major problem because of its length and lack of interest and amenity for pedestrians along its length. David's has been on the west side of Lynx Lane for about 20 years and has not benefited Village Green retail during that time because of the walking distance. The Kimco argument that a well-designed pedestrian walkway will encourage pedestrians to walk that distance is unrealistic. The walk along the 380-foot EW pedestrian walkway will pass the rear of the Drug Store, cross two parking lot curb cuts, and cross two streets.

Solution: It is widely recognized that the best retail environment is one where there is continuous retail frontage along a pedestrian walkway, even better if the walkway is lighted and arcaded - protected from sun, rain and snow, (A good example is Hickory Ridge Village Center). Locating a new David's and the proposed Drug Store continuous, close and adjacent to Village Green retail is a must for a successful retail center.

Detailed Comments, Refer to key map

(A) David's Market

Proposed office space above David's will cause on-going conflict between David's customers and the office tenants over use of the same parking lot. Both David's and office tenants enter the building at the same SE corner further adding to the conflict.

Solution: *Most important is to locate David's as close as possible to the Village Green. The vacant former Produce Galore building could be renovated into an office building.*

(B) Drug Store

Having the Drug Store face Twin Rivers Road and turn its back to the Village Center, the main parking lot and the pedestrian walk is unacceptable. A standard corporate "cookie-cutter" plan will not work in this Village Center context.

Solution: *Kimco is urged to require the Drug Store to orient the building front entrance into the Village Center, and into the parking lot and pedestrian walkway and provide more landscaped setback and screening along Twin Rivers Road. Most important is to locate the Drug Store building as close as possible to the Village Green, ideally on the Bank drive-thru kiosk site. The signage side of the Drug Store could face Twin Rivers Road while its corner entrance could face the Village Green.*

(C) Bank and drive-up window

The bank drive-up window lane is unresolved because it dead-ends at the pedestrian walkway and does not work if it is meant to cross the pedestrian walkway into the parking lot.

Solution: *Re-site the bank and drive ideally on Lynx Lane but without parking and pedestrian walk conflicts.*

(D + E) Village Green building.

Demolition of all, or part of the Village Green retail and office building has been and continues to be troublesome. This memo reserves the right to repeat previous comments to upgrade the entire Village Green retail and office building as required by the "Wilde Lake Village Center Community Plan" and other reasons that support it's upgrading.

Solution: *Make only minor changes to the center section of the Village Green building. (See 1. Conditional Approval)*

The proposed new signs in front of Village Green shops inside the courtyard does not solve a more important problem. More important is to provide easy to read lighted signs at the vehicular entrance into the Village Center from Twin Rivers Road and Cross Fox Lane and to provide kiosk signs at all pedestrian entrance into the Village Green courtyard listing each of the shops.

(F) Street extension to Cross Fox Lane

Kimco's plan to extend the street from Twin Rivers Road to Cross Fox Lane is important. This would give direct access to the Village Green, provide drop-off space and on-street parking and connect the front and rear Village Center parking lots.

Solution: *Kimco is encouraged to demolish the Giant building and build the street extension as an early development phase to show forward movement and enhance existing retailing in the courtyard. In addition, pedestrians crossing the street must have priority through traffic warning signs, and street surface treatments.*

(G) Residential:

The Kimco proposal respects the Wilde Lake Village Center Community Plan. However the only street level retail is on the northwest corner of the east apartment building. Disappointing is the lack of more retail along the apartment house street level.

Solution: *Kimco is urged to require that the design of the apartment building include more street level retail restricted to retail tenants without negative impact on the apartments above. Coordination between street level retail and residential above has been successfully done by numerous developers, provided that planning for exhaust shafts, transfer slabs and other design elements are incorporated early in the building planning.*

End