

May 12, 2008

Dear Mayor and Oconomowoc City Council,

We at Greener Oconomowoc who attended the Pabst Farm Mall hearings want to tell you how much we appreciate your requesting the developer to recommend green, sustainable, and renewable energy to their tenants. We were also very happy to read the city planner's opinion that the gateway to our community "should be something special". We couldn't agree more!

We believe that the "something special" should be a State of the Art Green Mall - Green aesthetically and Green functionally.

So we formed a task force to meet and envision how these shared beginnings could become a state of the art green mall. Today we are writing to invite you to dream with us about what the proposed Pabst Mall might be like. Our purpose in developing these recommendations is to support Oconomowoc, our home community.

We are very concerned about global climate change and the impact all future developments will have on our collective future. We believe that doing business as usual is not an option. We believe this mall should be different and to do less would be to ignore the challenges that we face in building a safe and healthy future for our families, for our community.

In our task force meetings, we asked ourselves, "What do we mean by 'green'?" We came up with the following six ingredients for a green mall:

- Lower Carbon emissions generated during construction and future use, including transit
- Safe, nontoxic materials used throughout
- Positive ecological impact
- Human scale/ people friendly design
- Integrated positively with the community, including Downtown
- Park-like, natural feel to mall and surroundings

Then we brainstormed ideas of what we would love to have in our new mall. We just let our imaginations run, and came up with two pages! We are enclosing our "wish list" with this letter. Of course, we don't expect you to rush out and incorporate all these ideas into the plan. We simply want to show how many things are possible and see if some ideas perhaps strike a chord with you.

We had fun putting this list together, but we are very serious about the need do our part to make Oconomowoc's future a sustainable one. As you go through the exciting and challenging planning process for the Pabst Mall in the coming weeks and months, we wish to place the resources of our modest but enthusiastic group, the Green Mall Task Force, at your disposal. To reach us, call Tom Depies, 262-391-7168, or Lisa Conley, 262-567-5947.

Sincerely,

Tom Depies and Lisa Conley  
Contact Persons, Green Mall Task Force, Oconomowoc, WI

CC: Oconomowoc City Planning Commission  
Oconomowoc City Utility Mgr.

Oconomowoc City Dept of Public Works  
Bob Elias, Developer's Diversified Realty  
William C. Niemann, PabstFarms Retail Inc.

## ***Pabst Farms Green Mall*** **Ideas and suggestions**

### **General:**

- Consider impact of global warming & human impact when considering any development.
- Consider effect of fuel costs on driving & cost of doing business.
- Consider downturn of local and US economy impacts on this development
- Consider impacts on Downtown Oconomowoc and timing of construction to allow business to recover from downtown re-construction.
- Provide transit between Downtown & Pabst Mall
- Incentives for Green stores
- Minimize lawn - no chemical use
- Human scale

### **Standards and Specifications**

- LEED standards for all construction
- Pedestrian centered – cars on outside
- Carbon Neutral Site – generate all needed energy on site.
- Green roofs
- Solar orientation for buildings for solar panels – photovoltaic or hot water
- Sky windows
- South facing glass to reduce lighting load
- Use natural light as much as possible
- 20% or more local merchants, including eateries
- 20% renewable energy
- Recycled building materials
- Multi-story buildings with residences above

- Rainwater capture for toilet flushing, urinals
- Geothermal heat for big box stores – use small lake for cooling tubes
- Stores not found within 200 mile radius
- Design with opening windows for ventilation
- Chain stores that carry recycled/green product choices
- No plastic bags for shopping
- Surcharge to shoppers who need paper bags
- Recycling program – minimize waste
- Green/non-toxic cleaning practices

### **Site Planning**

- Green Mall Design Contest – winner gets naming rights – Pabst will donate.
- Bike racks at mall
- Plug in parking with outlets
- Priority hybrid parking
- Emulate Stockholm Eco-park – grow vegetables for restaurants, the new Pabst Farm.
- Use land for agriculture /Green Restaurants
- No mow prairie all around the woods
- Walkways between all stores, including existing Pick n Save mall & residential areas
- Public park benches along Hwy 67, Valley road, etc
- Rainwater capture for landscaping
- Rain gardens for stormwater
- Bio-swales
- Permeable pavement for parking
- Lots of trees – trees, trees!!
- No salt spreading for pavement
- Tiered parking structure to minimize this land use
- Lots of Drinking fountains –
- Energy efficient – LED lighting

## Attractions:

- Geo-caching in the woods
- Global Warming museum
- Imax
- Theater for live music/plays
- Playground
- Central gathering park
- Teen center
- Aldo Leopold center #2 /nature center
- Midwest Renewable Energy Assn. Education Center
- Lots of art – celebrating Oconomowoc

## Transit

- Electric car/train shuttle to downtown area
- Bike taxis/rickshaws
- Extend sidewalks on Hwy 67 to 94 Park & Ride
- Bike Lanes on Hwy 67
- Bike path to downtown, linking parks too – fed grant money is available
- Reduce speed limit on 67 to 30 mph to reduce accidents and maintenance cost
- Encourage walking between all – even the big boxes
- Bike path to Lapham Peak & Ice Age Trail
- Transit hub – bus stop, park and ride

## Specialty Store suggestions:

- Safe Building Solutions
- Electric car dealership
- Renaissance books (used bookstore)
- Tattered Cover Bookstore
- Books & Co #2 – Home Design and nature
- American Girl
- Patagonia
- North Face

- Rutabaga
- Green auto, Inc.
- Non-toxic/green Beauty Salon/spa – Craig Berns, Etc.
- Natural Playground equipment store
- Solar Panel resource center
- Natural Step reading room
- Neighborhood Electric Vehicle rentals
- Resale shop
- Artisan Wisconsin cheese chop
- Butcher- grass fed meats
- Seed Savers
- Prairie Flower Nursery
- Local food co-op
- Milwaukee Public Museum Store
- Environmental Art Gallery
- Cobbler
- Green Architect Office
- Fair trade import store
- Discovery channel/Gaim store
- Green Cleaners

## Tenants – Big Box - regional draw

- Wild Oats
- Whole Foods
- Outpost
- IKEA
- REI
- Office Supply store
- Nordstrom

## Green Restaurant examples:

- Moosewood #2
- True ( Toronto)
- Daily Greens
- Harvest (Madison)
- Jamba Juice
- Avant Garde (tasting restaurant)
- Coffee/tea shops
- Electric Earth
- Brew Pubs – Renew
- Crystal Waters
- Dog