



Park/Badger Redevelopment

PREPARED BY THE CITY OF MADISON DEPARTMENT OF PLANNING, COMMUNITY & ECONOMIC DEVELOPMENT

PUBLIC INFORMATION MEETING - JULY 19, 2023



Virtual Meeting Basics

This meeting will be recorded. It is a public record subject to disclosure. By continuing to be in the meeting, you are consenting to being recorded and consenting to this record being released to public record requestors.

Please raise your hand if you want to comment

Please fill out the anonymous meeting participant demographic survey.

www.surveymonkey.com/r/madison_meeting_demographics

Introduction

- Present draft redevelopment concepts created by City staff
 - Building plans are “test fits” for uses and densities allowed under 2022 South Madison Plan
 - No final decisions have been made regarding design, phasing, or financing
 - **All graphics are subject to change**



- The Community Development Authority (CDA) is likely to serve as the primary developer
 - Outside partners and consultants will be hired via RFQ
- **There will be additional opportunities for public input**

Project Goals

- Meet or exceed City's sustainability targets
- Transit-oriented design (TOD) with connections to north-south bus rapid transit (BRT) line
- Diversity of housing unit types and household income levels
- Provide new public facilities (Fire, Public Health)
- Facilitate other potential future projects (MPD South, Madison College expansion)

Site Location



South Madison Housing Redevelopment Targets

(City owned properties)



Centro Hispano



Urban League – Black Business Hub



Center for Black Excellence



Madison College Goodman South Campus



South Madison Plan

- Adopted January 2022
- Extensive public input
- Plan guide for where development should occur
- Plan informs City of Madison infrastructure improvements and other investments



SOUTH MADISON PLAN

Adopted as a Supplement to the City of Madison Comprehensive Plan
by the City of Madison Common Council on January 4, 2022

Enactment No. RES-22-00026

Legislative File ID 68084



South Madison Plan – Guiding Principles

Anti-Displacement and Gentrification

Strategies that aim to retain affordability and welcome the existing diversity of the South Madison area

Community Wealth Building

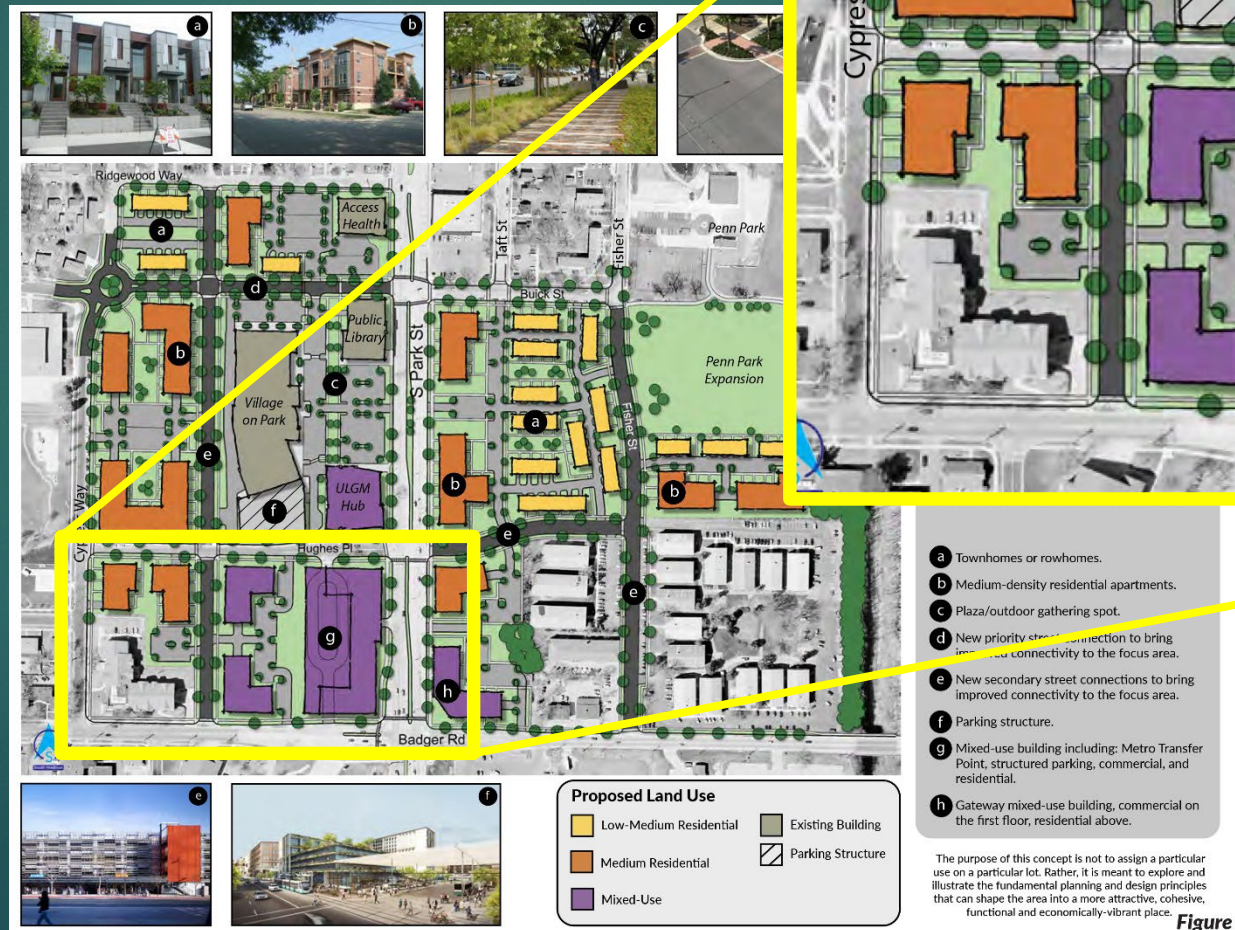
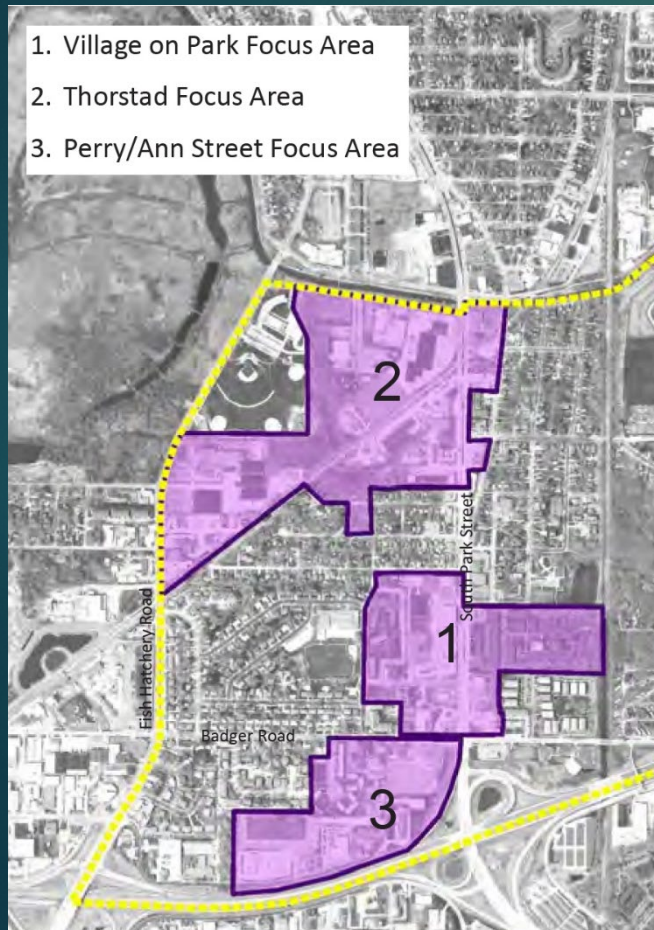
Strategies that support economic growth while prioritizing existing residents and local entrepreneurs so they can successfully invest and stay in South Madison

Opportunities to Thrive

Strategies that address social aspects of succeeding – Social cohesion, Health, Food Accessibility, Education and General Well-being

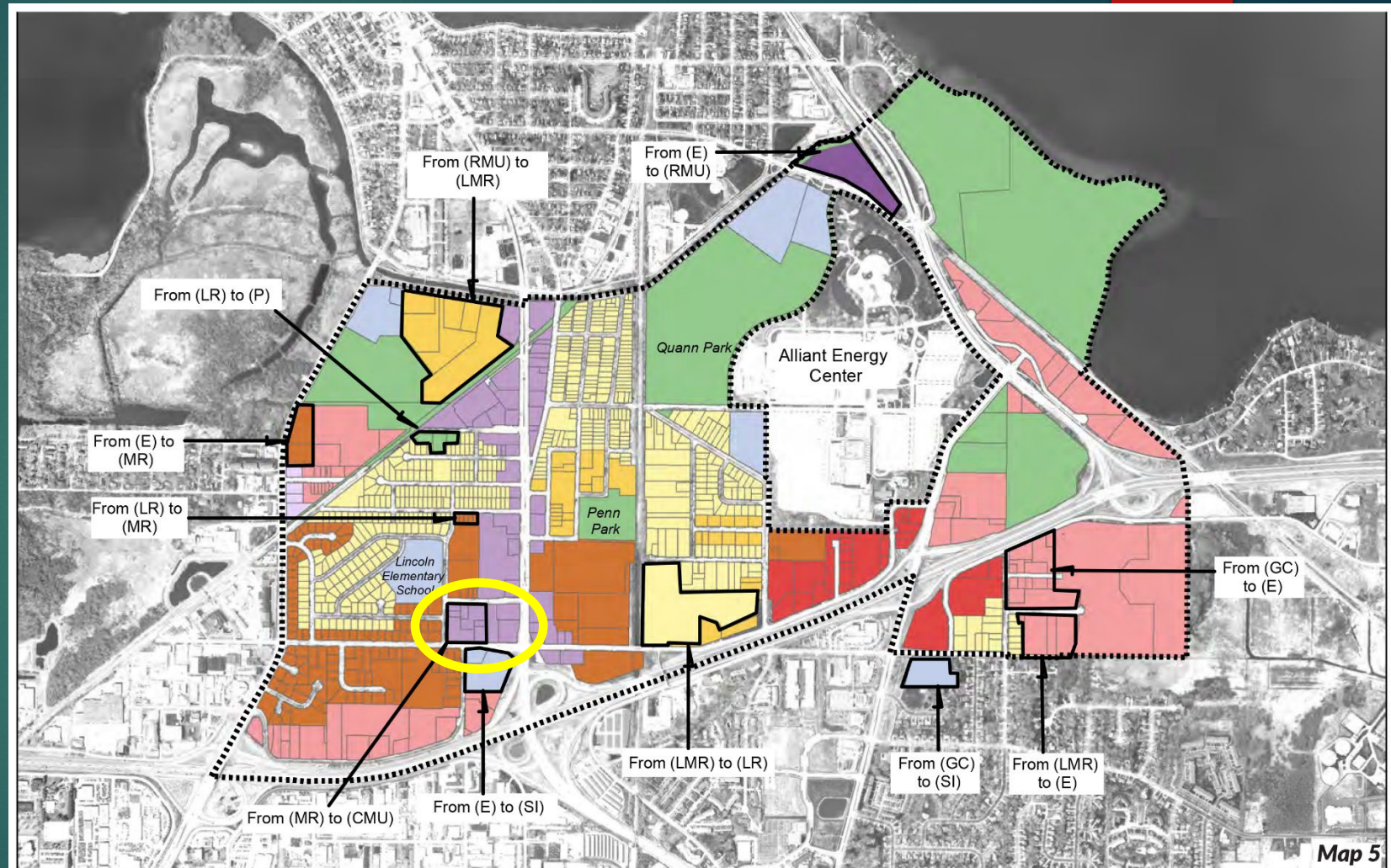
South Madison Plan – Focus Areas

- Three focus areas in the plan where development should occur
- Area under consideration is in Area 1 – Village on Park Focus Area



South Madison Plan – Land Use Map

- Land Use Plan recommends Community Mixed Use
- Mix of residential, commercial, and civic uses
- Generally located at major intersections along high-capacity transit corridors



Proposed Future Land Use

Low Residential (LR)

Low-Medium Residential (LMR)

Medium Residential (MR)

High Residential (HR)

Neighborhood Mixed Use (NMU)

Community Mixed Use (CMU)

Regional Mixed Use (RMU)

General Commercial (GC)

Employment (E)

Parks and Open Space (P)

Special Institutional (SI)

Changes from Adopted Comprehensive Plan

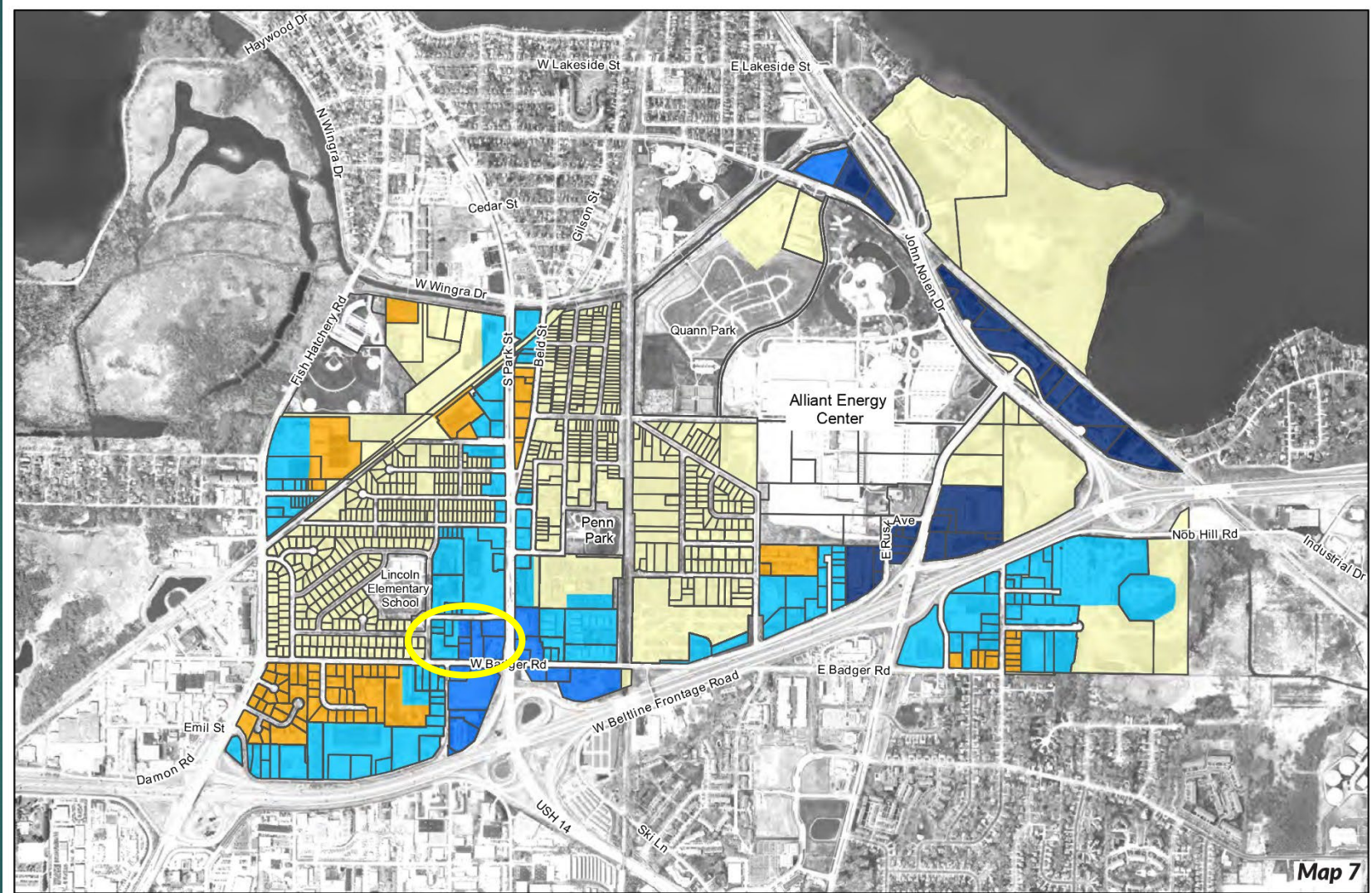
Study Area Boundary

0 1,200 Feet N

Map 5

South Madison Plan – Height Map

- Max of 8 stories on eastern 2/3 of the block
- Max of 5 stories on western 1/3 of the block

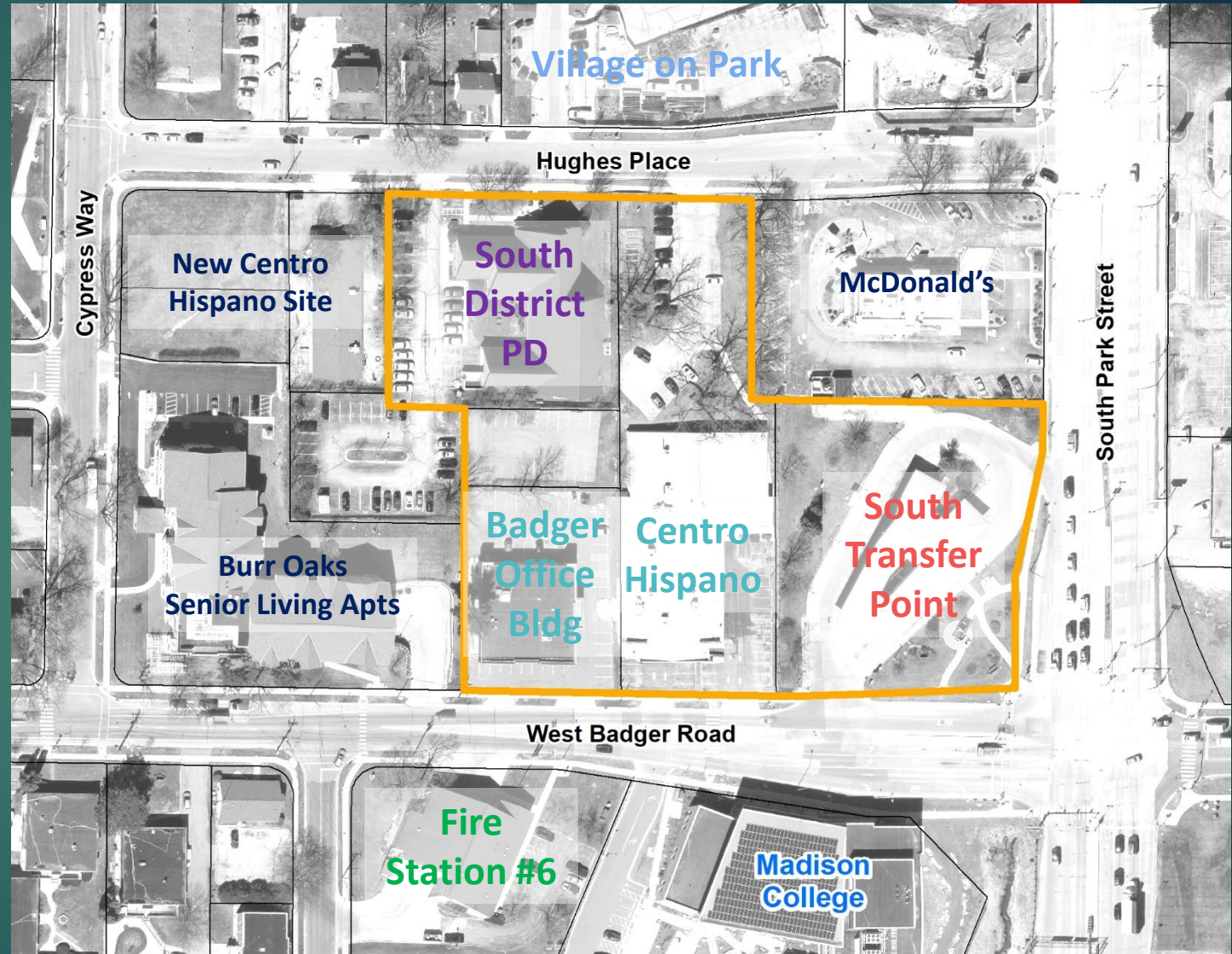


Maximum Building Heights



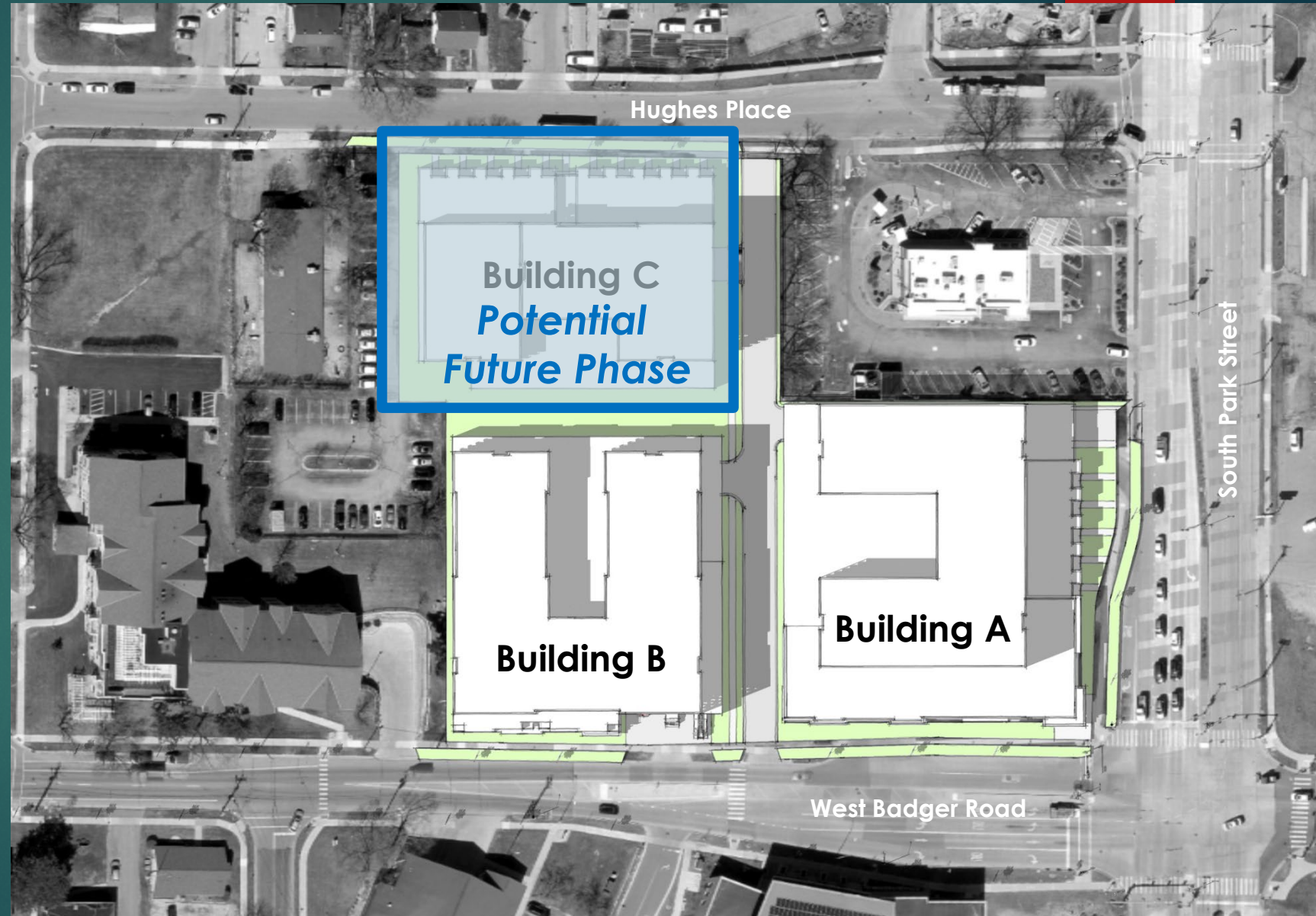
West Badger Road and South Park Street Block

- **South Transfer Point** decommissioned in June 2023
- Land banked **Badger office** and current **Centro** buildings
- **MPD Building** is at capacity and in need of parking lot upgrades
- **Fire Station #6** also needs upgrades
 - New construction more cost effective than rehab
 - Relocation facilitates potential Madison College expansion



West Badger Road and South Park Street Block

- Buildings A & B first two phases of development
- South District PD would remain during development of buildings A & B
- Building C would require relocation of South District PD



West Badger Road and South Park Street Block

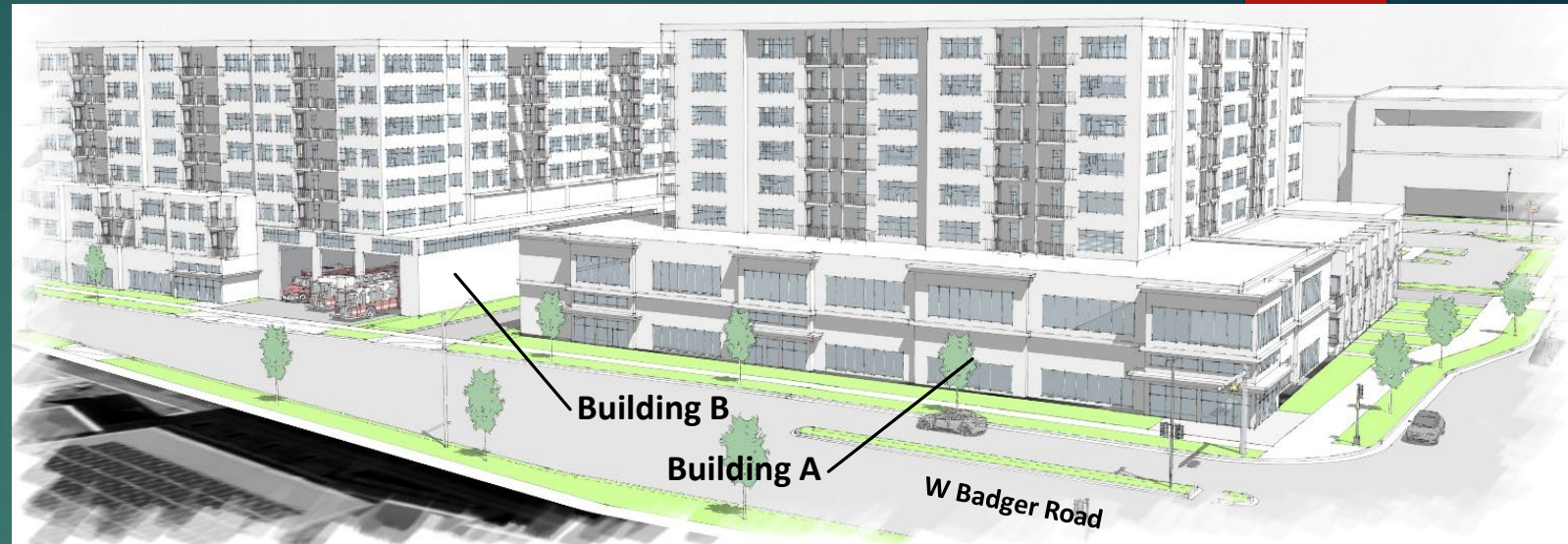
Conceptual Development Phase 1 & 2

Building A

- Public Health Madison/Dane County
- Apartments
- Structured Parking

Building B

- Madison Fire Department
- Apartments
- Structured Parking



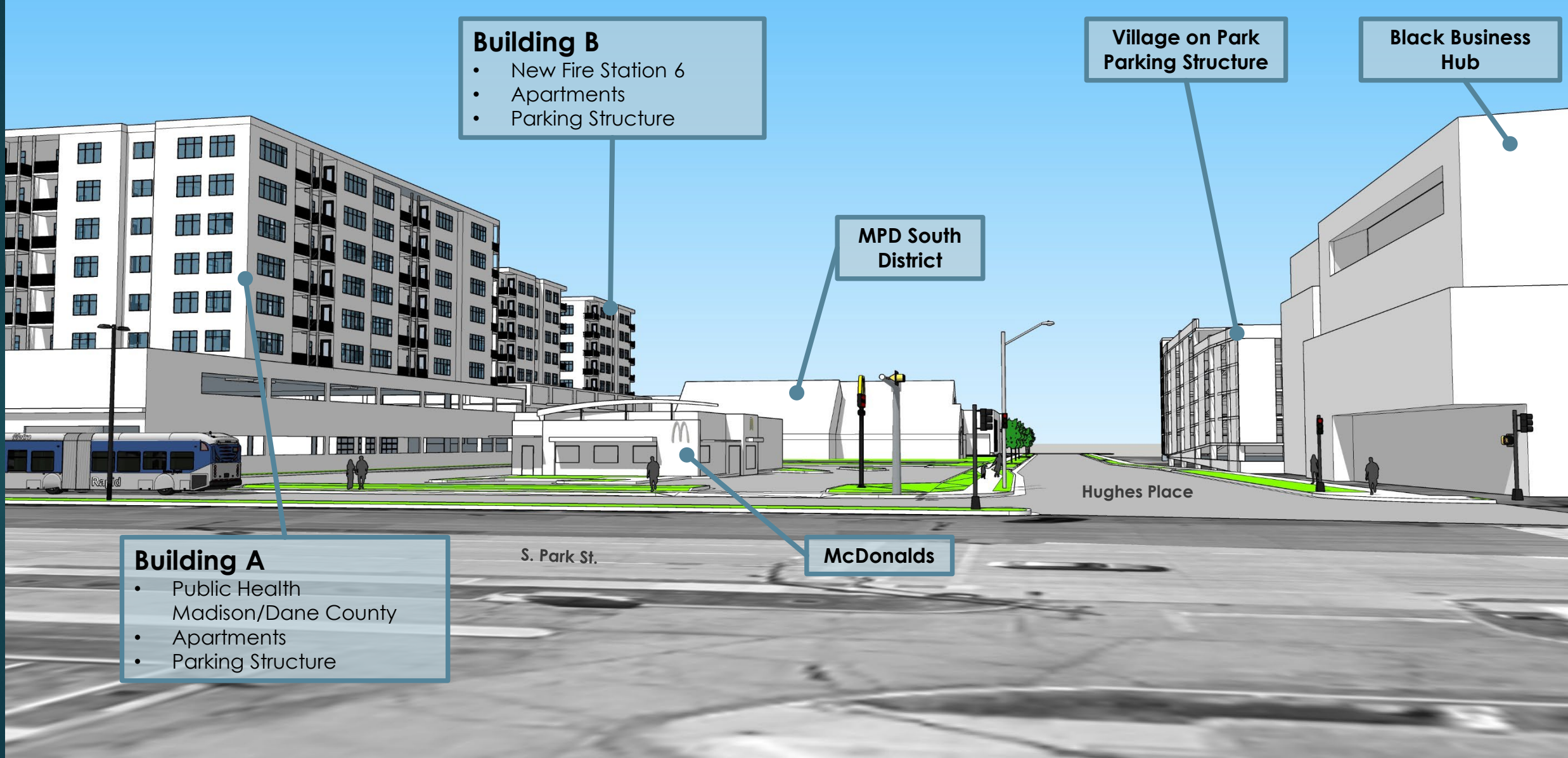
*Madison Police Department
remains at current site

Estimated development program is preliminary and subject to change

West Badger Road and South Park Street Block



Street-Level View (S. Park St./Hughes Pl.)



West Badger Road and South Park Street Block

Conceptual Development Phase 3

*Building C**

- Townhomes
- Apartments
- Structured Parking



*Madison Police Department relocates.

Estimated development program is preliminary and subject to change

West Badger Road and South Park Street Block

Building A

- Public Health
Madison/Dane County
- Apartments
- Parking Structure

Building B

- New Fire Station 6
- Apartments
- Parking Structure

Madison
College

S Park Street

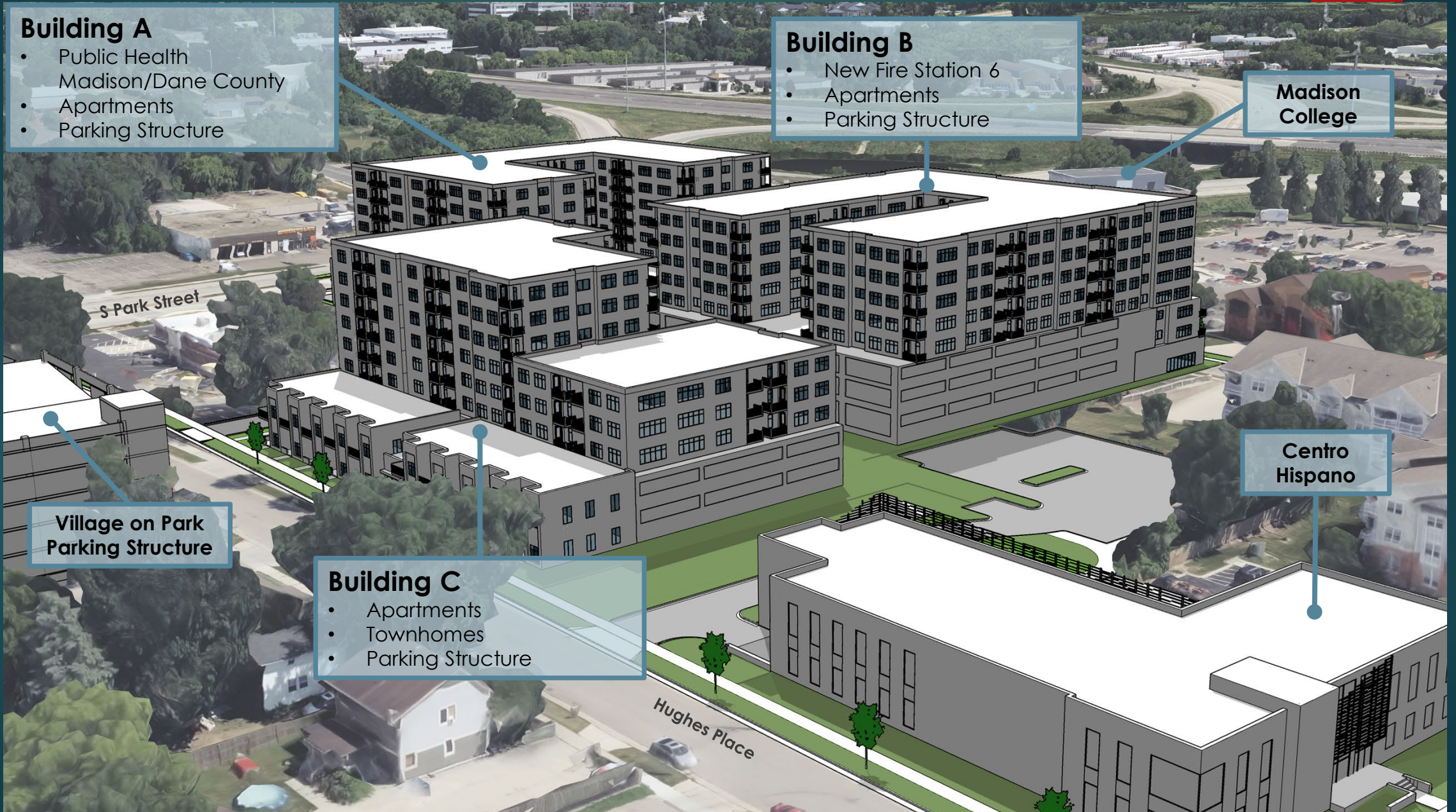
Village on Park
Parking Structure

Building C

- Apartments
- Townhomes
- Parking Structure

Centro
Hispano

Hughes Place



West Badger Road and South Park Street Block - Schedule

2023

- Public Engagement, City Budget Approvals: Q3 - Q4
- Release Development Partner RFQ: Q3 - Q4

2024

- Master Plan, Select Development Partner: Q1 - Q2
- Begin design of Buildings A & B: Q1 - Q3

2025

- Building A construction starts – Q3/4

2026

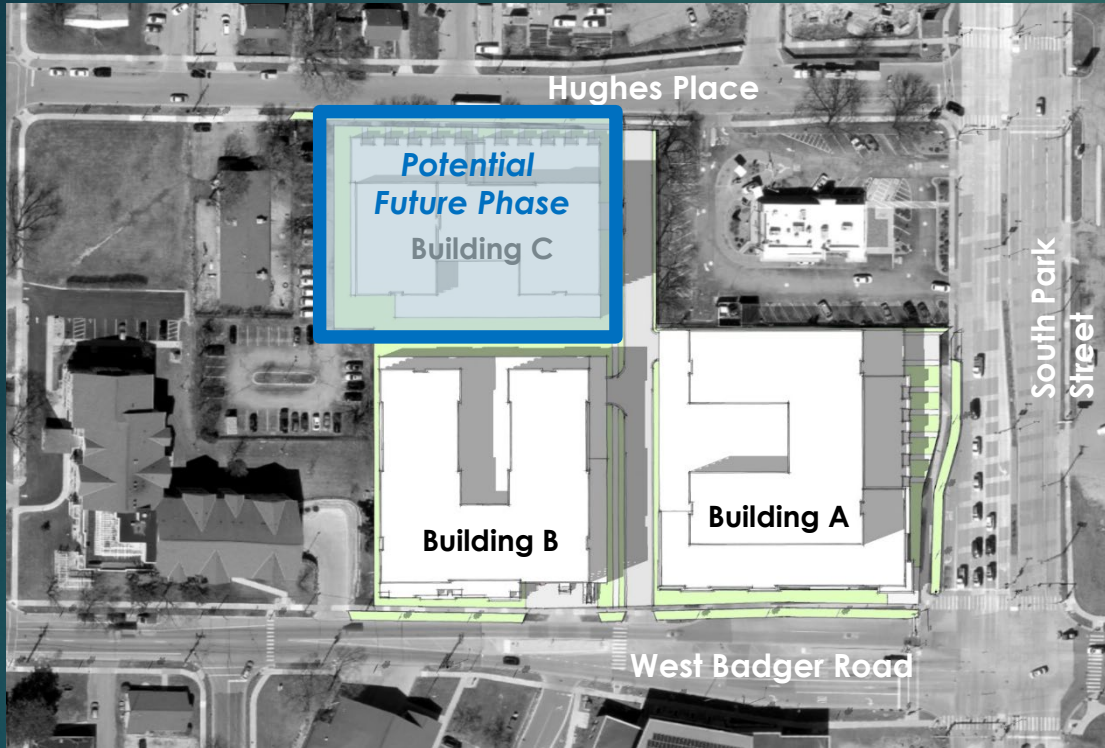
- Building B construction starts – Q1/2

2027

- Building A opens – Q1
- Building B opens – Q4

*Building C timeline TBD

Questions/Discussion



- What is the right balance between building height, unit type, and amount of affordable housing?
 - Up to 8 stories proposed, with some setbacks and low-rise townhouses
- What other community uses/amenities should the CDA/City consider?
 - MFD and Public Health proposed



South Madison Housing Redevelopment Targets

(City owned properties)

