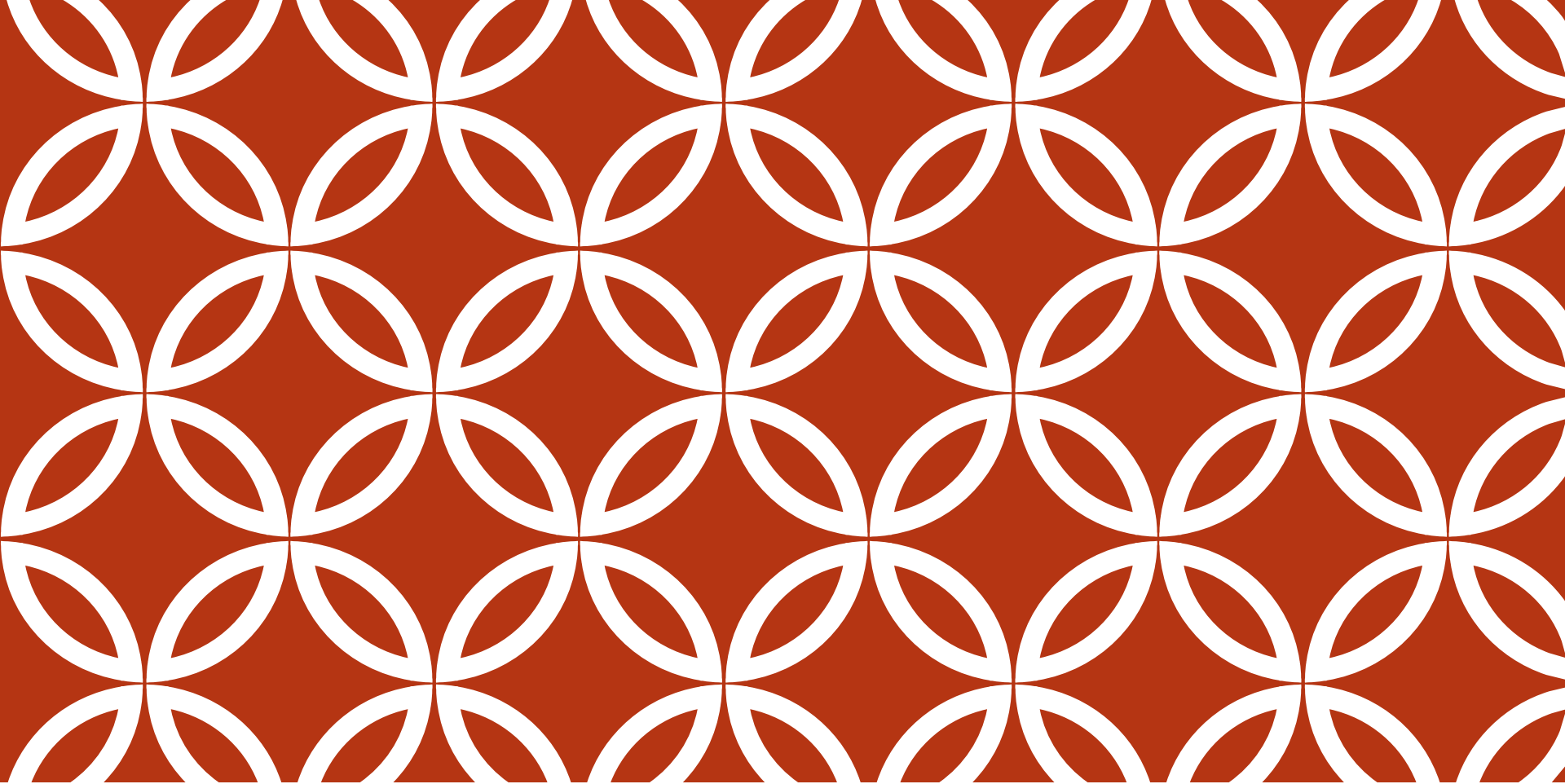




WEST PLACE NEIGHBORHOOD MEETING

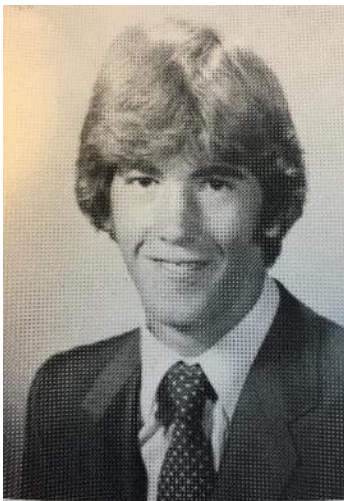
Livesey
Company
October 6, 2016



INTRODUCTIONS



LIVESEY COMPANY



John
Livesey

Memorial H.S., 1981

Family-owned for over 50 years

First-class, high-quality projects

Over 50 years of real estate experience

Over 10 million SF of commercial real estate developed in Wisconsin

Own and operate approximately 2 million SF of commercial properties in WI

- Corporate headquarters for Dean Health Systems, Spectrum Brands, Mead & Hunt, and M3 Insurance Solutions

RECENT PROJECTS



Fiskars Headquarters, Middleton

- \$25 million project
- 108,000 sf office building
- Completed August 2016

UW Health Clinic, Fort Atkinson

- \$7.2 million project
- 22,054 sf medical clinic/physical therapy
- Completed January 2016

UW Health Clinic, Cottage Grove

- \$4.9 million project
- 14,235 sf medical clinic
- Completed November 2015

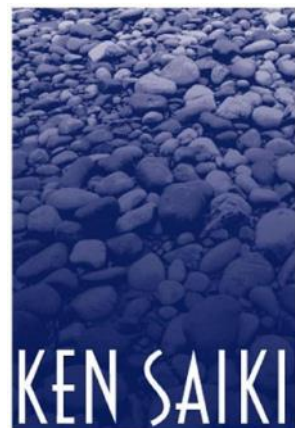
RURAL INSURANCE BUILDING





PROJECT TEAM

KEE
architecture



KEN SAIKI
DESIGN INC

LANDSCAPE
ARCHITECTS

UrbanAssets



D'ONOFRIO KOTTKE AND ASSOCIATES, INC.

CIVIL ENGINEERING + LAND SURVEYING



MEETING AGENDA

Project Overview and Planning Context

Melissa Huggins, AICP, Urban Assets

Master Plan and Site Plan

Doug Kozel, KEE Architecture

Placemaking and Stormwater Management

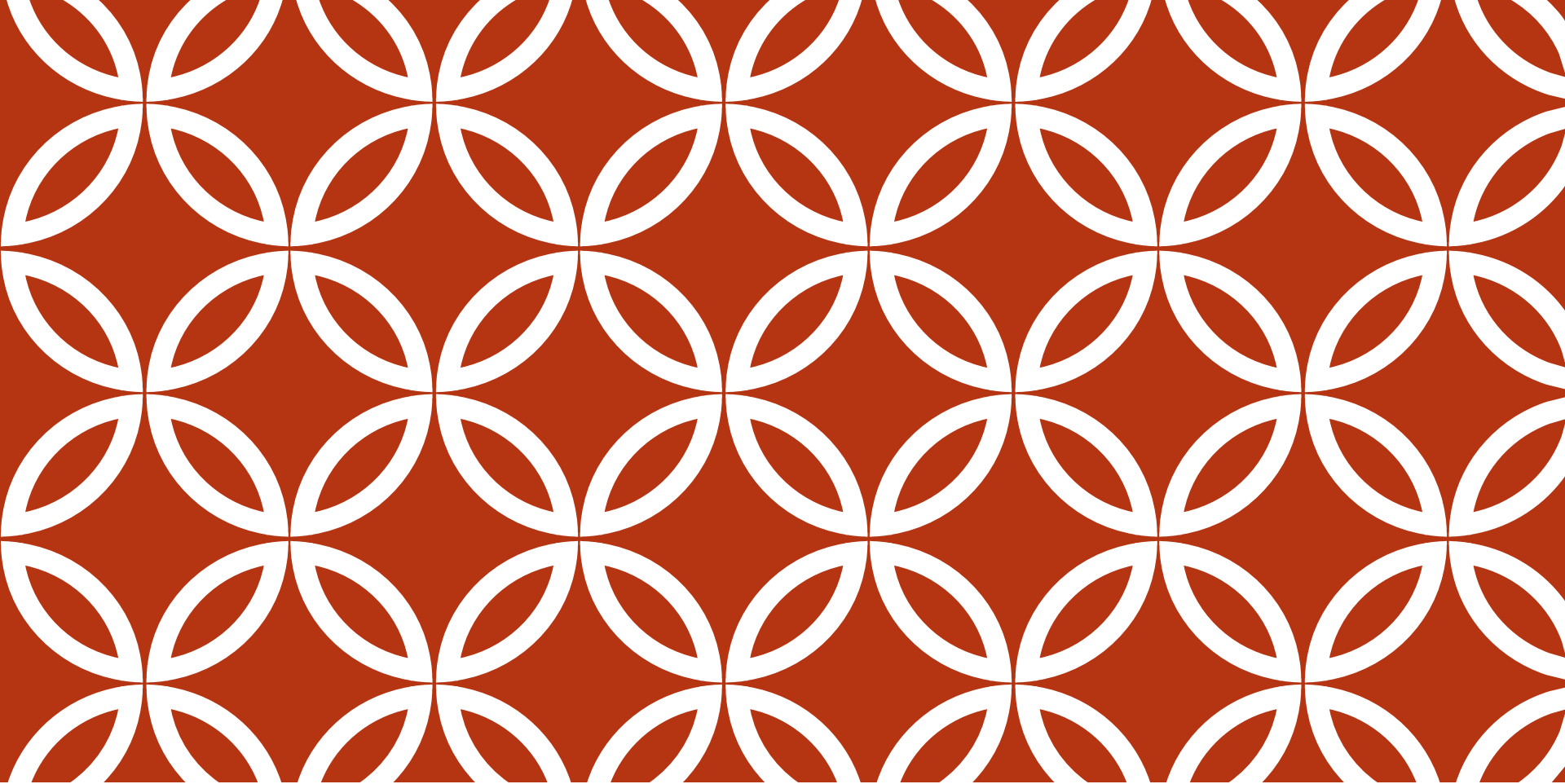
Ken Saiki, Ken Saiki Design Landscape Architects

Next Steps and Q&A

GROUND RULES

- Turn your cell phone to **silent**.
- Ask clarifying questions as we go.
- Save longer discussion questions for the end.
- Listening is as important as speaking.
- Take responsibility for the quality of the discussion.
- Speak from your own experience and only for yourself.
- All ideas are valid.
- Practice respect and neighborliness.





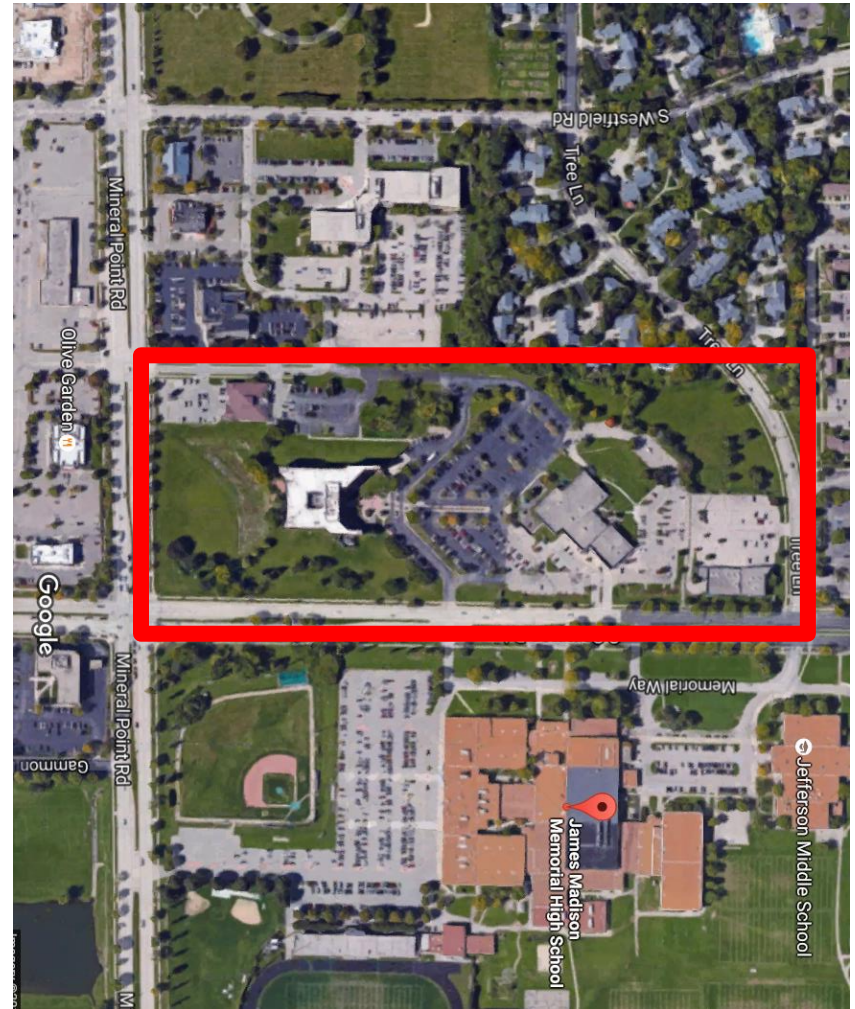
SITE OVERVIEW



PROJECT SITE

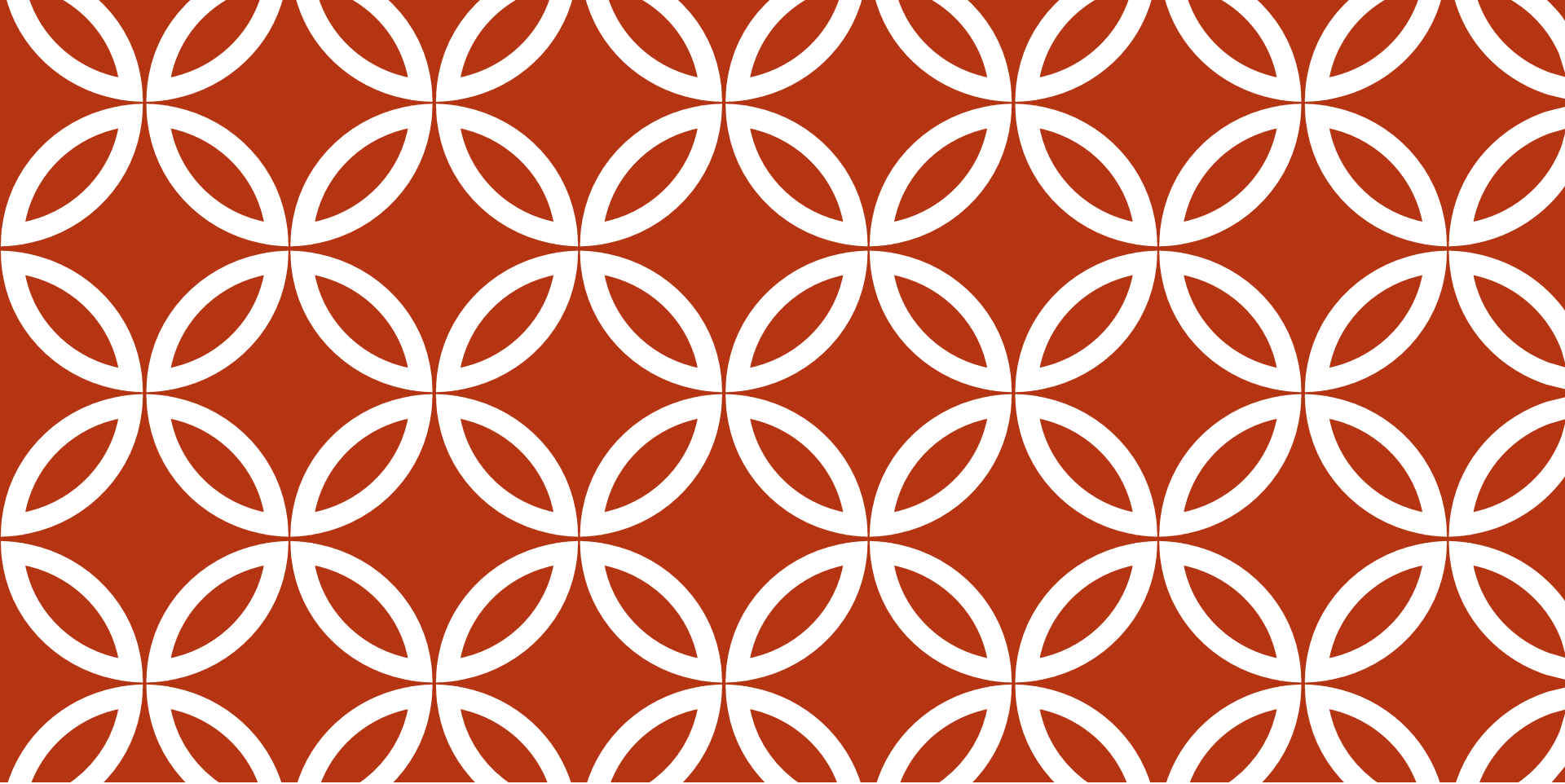
23 acres

Suburban employment
(SE) zoning



EXISTING BUSINESSES



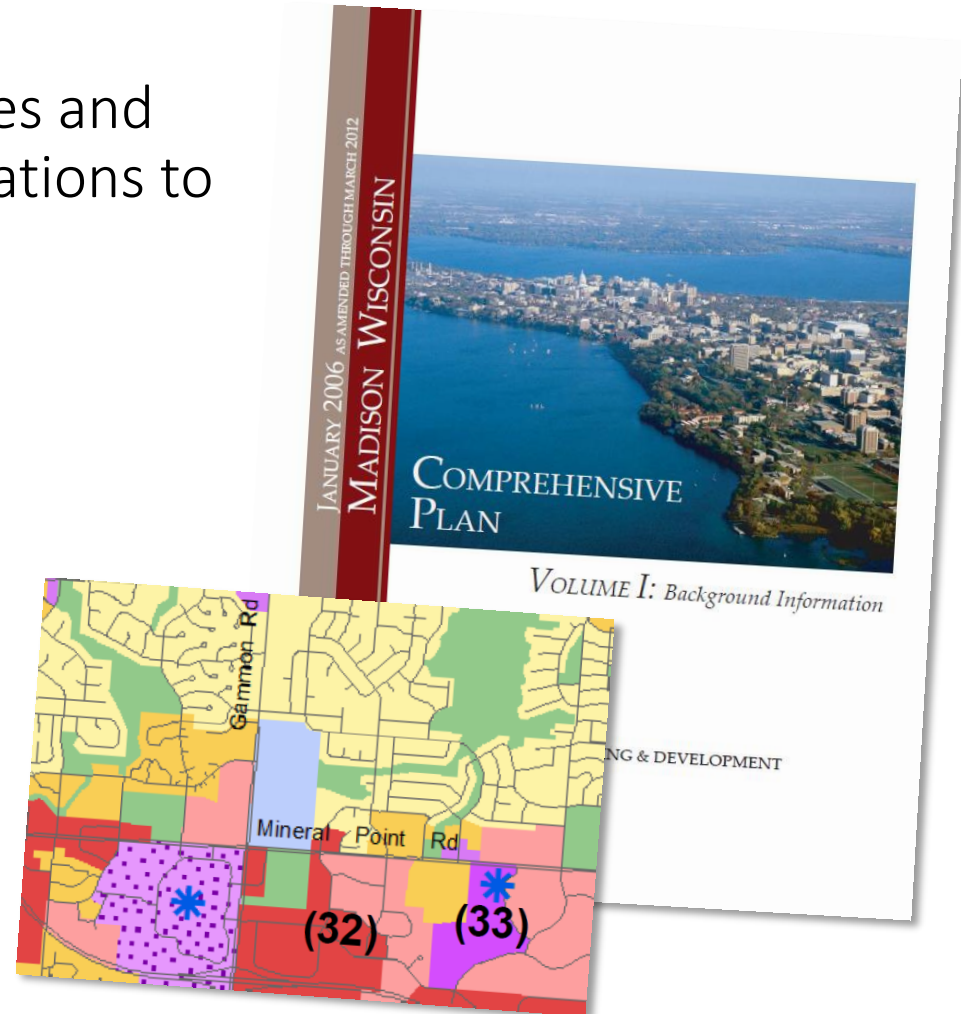


PLANNING CONTEXT |

CITY OF MADISON COMPREHENSIVE PLAN

Provides general goals, policies and implementation recommendations to guide the future growth and development of the City.

Includes land use recommendations that guide public and private decisions regarding land use in the City of Madison and peripheral growth areas.



COMPREHENSIVE PLAN UPDATE

Imagine Madison is a process to update the 2006 Comprehensive Plan.

It will be used as an organizing framework to guide City decisions and millions of dollars of public investment through the next decade and beyond.

make MADISON 2040 PUBLIC ENGAGEMENT PLAN ♦ 2

What Public Engagement Techniques will be used?

Festivals & Events
Social Media
Surveys
traditional media
Kiosks
periodic newsletters
RESIDENT PANELS
Community Meetings
Video Project
interactive website
Speakers bureau
Committee Meetings

Make Madison 2040 Engagement Principles

City staff will strive for an **inclusive, relevant, transparent, flexible, and fun** process. The City will embrace past and present citizen engagement as essential to set the priorities for Madison's future, using these overarching principles:

- inclusive**: Actively engage underrepresented groups
- relevant**: Strengthen partnerships to encourage involvement
- fun**: Provide ways for people to participate "a little" or "a lot"
- transparent**: Clearly explain how input will be used
- flexible**: Be responsive to ideas for improvement

Where can I rent an apartment that makes it easy to get around without a car?

Can our grand kids walk or bike safely to school?

How will the City respond to climate change?

How does growth relate to affordability?

MADISON IN MOTION

Madison in Motion is the City of Madison's Sustainable Madison Transportation Master Plan.

The plan will guide future transportation decisions in Madison, in order to help make Madison a more walkable, bikeable and transit-oriented city.

Key concepts include transit-oriented development and “activity centers.”



MADISON IN MOTION
Sustainable Transportation Master Plan



Madison in Motion Recommendation: Coordinated Land Use



Sustainable Madison Transportation Master Plan

General Scenario Assumptions

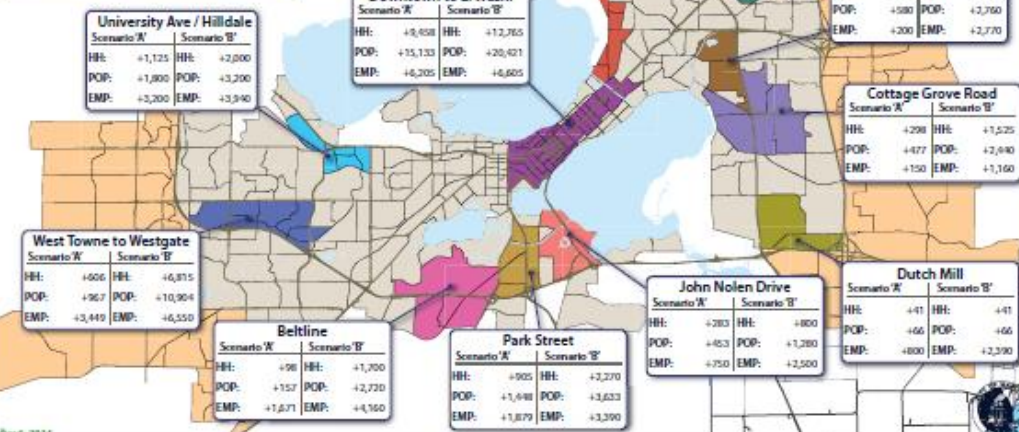
100,000 overall increase in population
 80,000 overall increase in employees

Scenario 'A': 70% Peripheral Growth
 30% Infill Growth

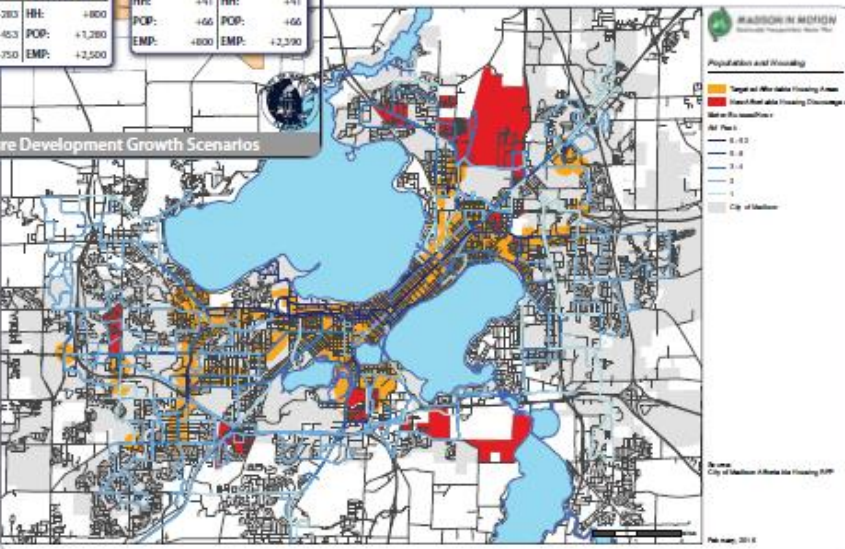
Scenario 'B': 30% Peripheral Growth
 70% Infill Growth

Key:
 HH = Households, POP = Population, EMP = Employees

Infill Areas ■ Peripheral Areas ■



Future Development Growth Scenarios



Draft Recommendations:

Encourage the development of high-density, mixed-use **Activity Centers**, primarily along major existing and future planned transit corridors. Activity Centers should typically include an appropriately **dense mix of housing** types (including affordable units and larger units for families with children), high levels of **transit service** (including affordable units and larger units for families with children), and neighborhood-serving retail, and community facilities (such as libraries, neighborhood centers and/or senior centers).

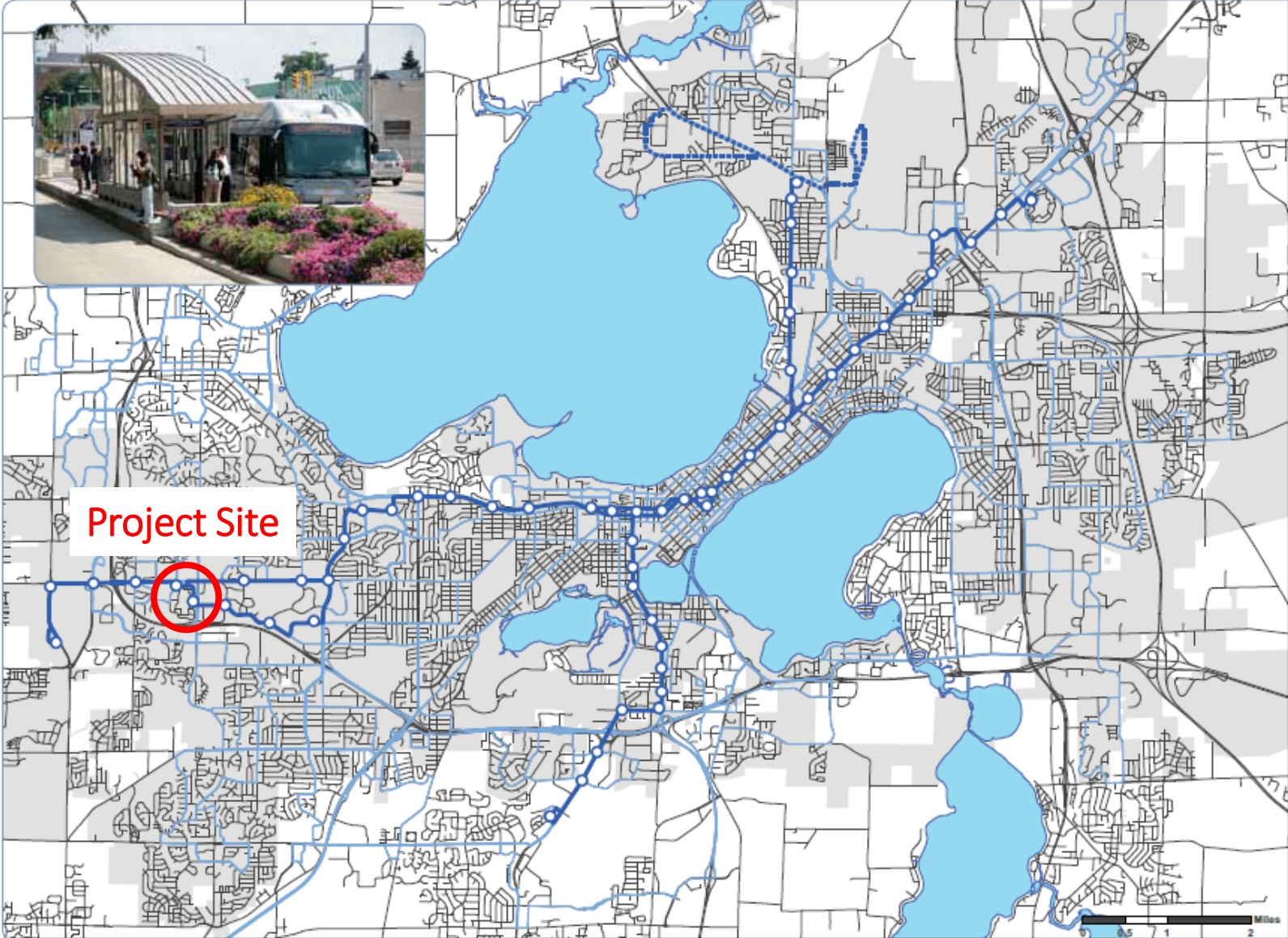
Prepare individual Activity Center Plans, working proactively with neighborhood groups and other area stakeholders (with priority placed on those locations most likely to experience near-term redevelopment).

Focus new housing for transit dependent populations, including **affordable and senior housing**, along corridors with high levels of existing and planned transit service. Identify spatially mismatched areas of very high transit service and existing lower-density development to determine if higher density redevelopment along these transit corridors or around transfer points would be appropriate. Consider "up-zoning" specific nodes to encourage higher-density development in these areas, where appropriate.





Madison in Motion Recommendation: Bus Rapid Transit



Future Transit

Bus Rapid Transit

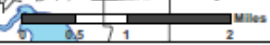
- Routes
- Potential Extensions
- BRT Stations
- Metro Transit Routes
- City of Madison

Draft Recommendations:

The City of Madison, Dane County, the Wisconsin Department of Transportation, Madison Area Transportation Planning Board (MATPB), the University of Wisconsin, and other local units of government and agencies (including those communities that currently contract for Metro Transit services, such as Fitchburg, Middleton, Verona, Shorewood Hills and the Town of Madison) should work cooperatively to take all necessary steps to ward Bus Rapid Transit (BRT) project development and service implementation, in accordance with all applicable local, state and federal regulations.

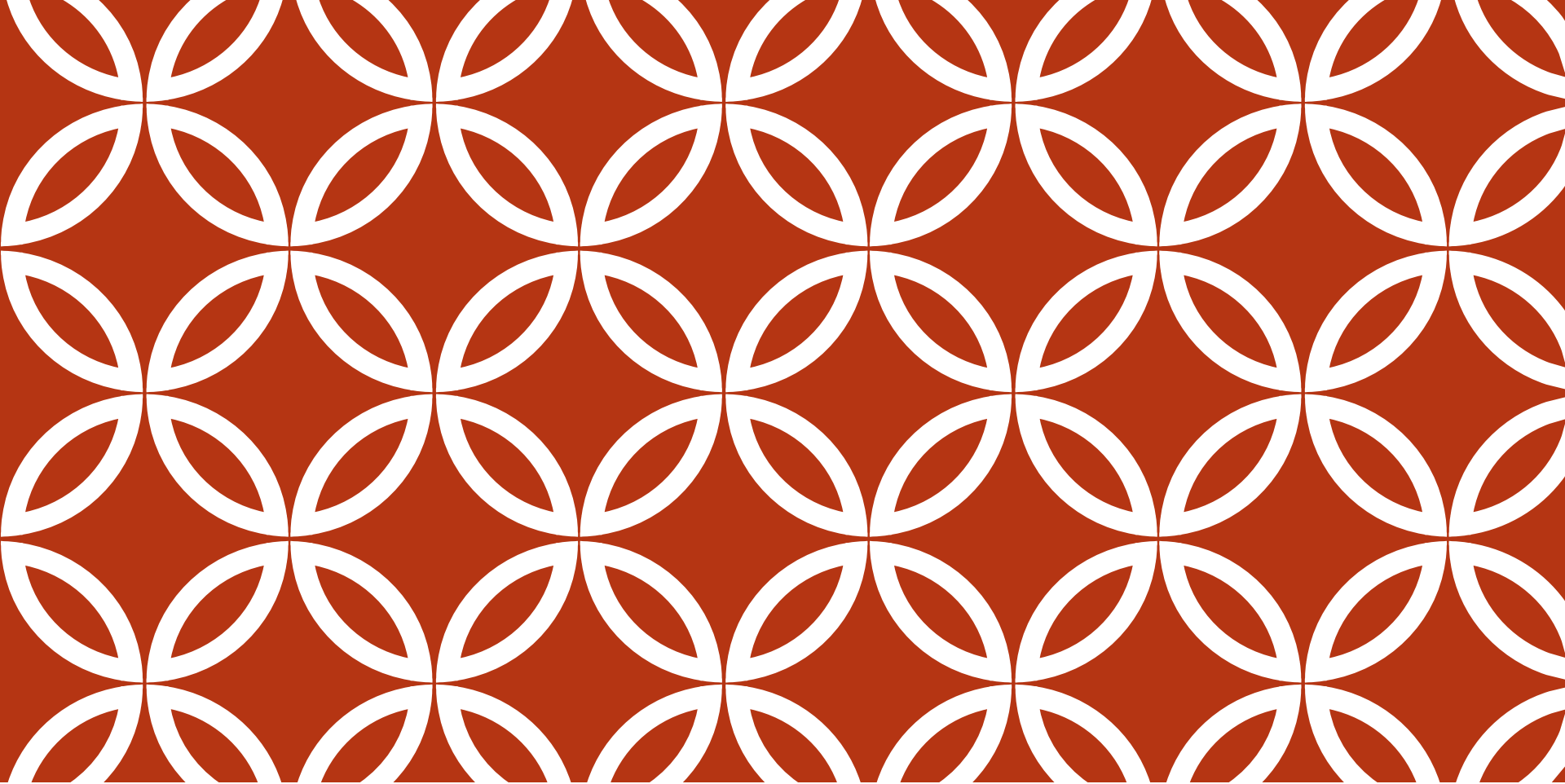
As a component of detailed BRT planning and project development, Metro Transit should undertake a route restructuring planning process, to evaluate a variety of ways to provide different transit services, such as improving overall system performance, improving travel times, and/or reducing transfers. Potential improvements could include layered local and express service, feeder routes to support BRT, and park and ride facility expansion.

Source:
Madison Metro
MATPB (MPO)



ACTIVITY CENTER EXAMPLE





PROPOSED ZONING

West Place

PROPOSED ZONING: MIXED-USE CENTER (MXC)

- ✓ Encourages development or redevelopment of mixed-use centers that are cohesive, compact and walkable
- ✓ Includes a mix of residential, retail, office, open space and public uses
- ✓ Supports access by transit, bike, foot and car



PROPOSED ZONING: MIXED-USE CENTER (MXC)

- ✓ Located along existing or planned high-capacity multi-modal corridors
- ✓ Encourages transitions between higher- and lower-density districts
- ✓ Requires a master plan approved by the Plan Commission and Common Council

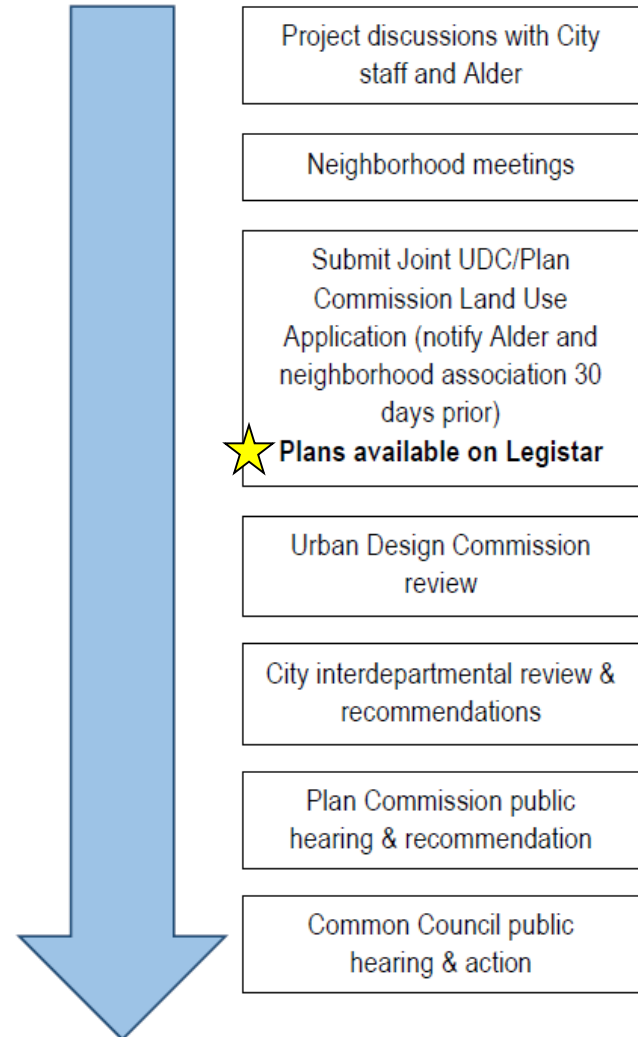


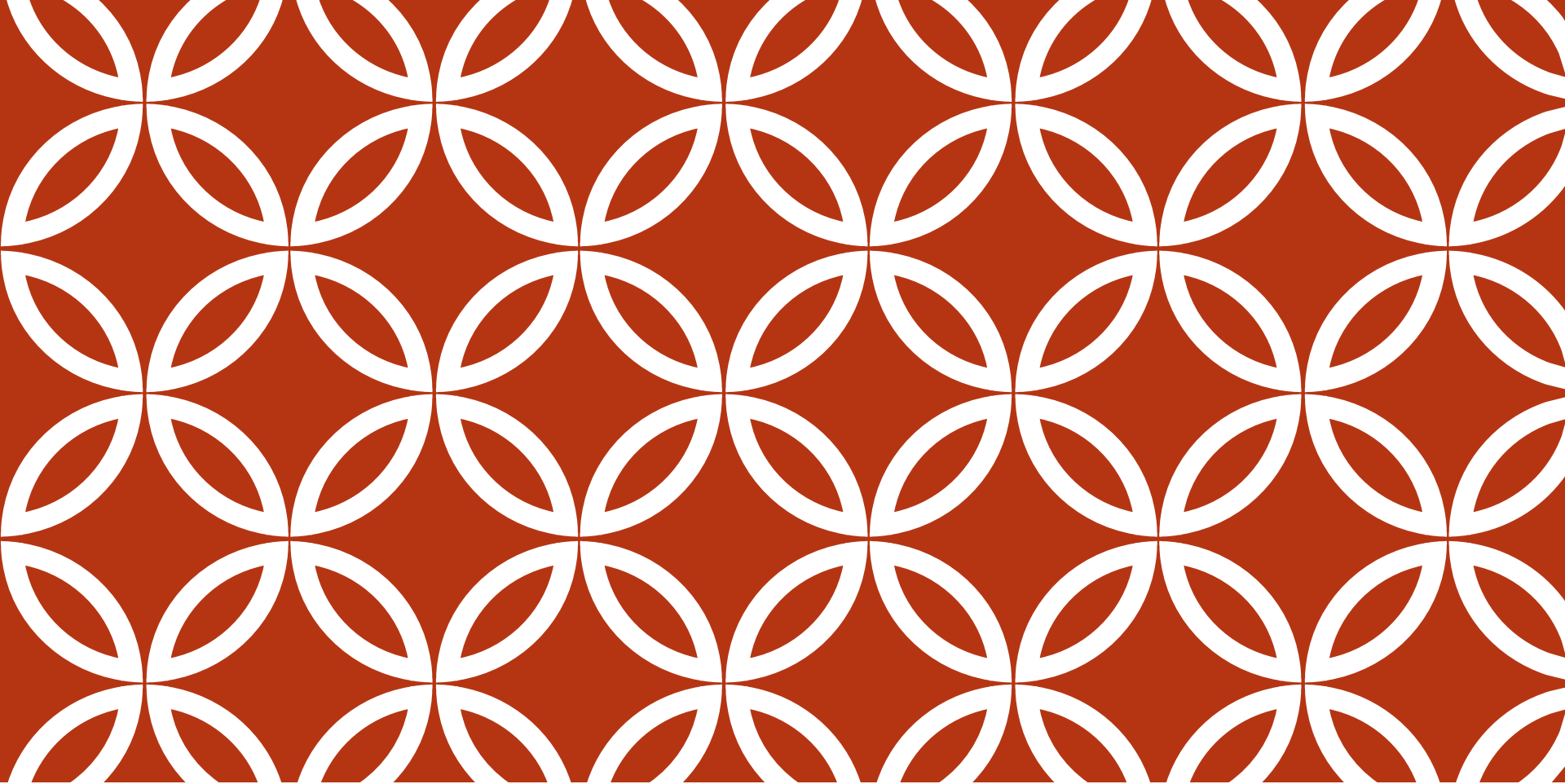
WHAT IS THE REZONING PROCESS?

All developments are reviewed by City staff, neighboring property owners and residents, and neighborhood and business associations.

Proposed rezonings must comply with adopted City plans.

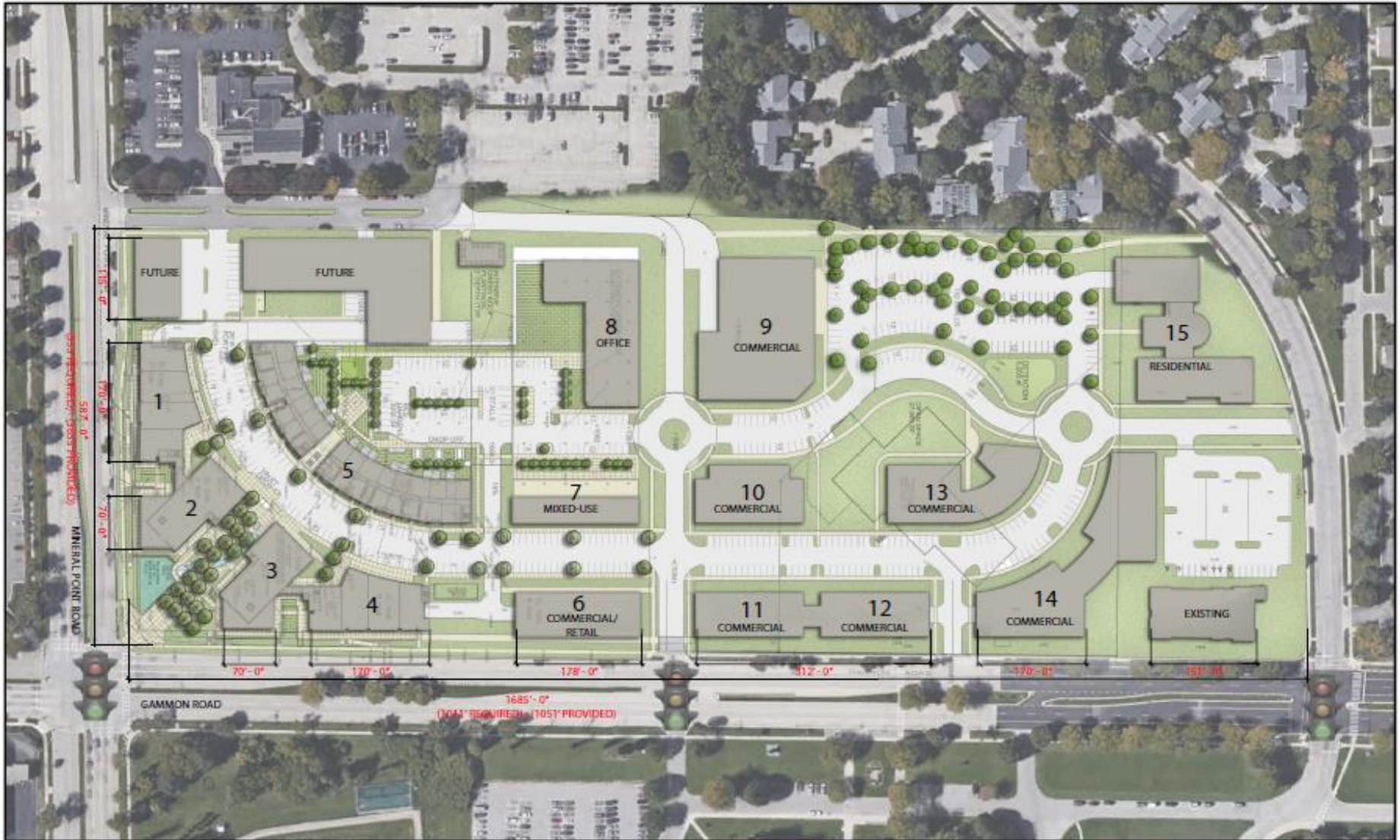
The Common Council must pass an ordinance to approve.





MASTER PLAN

West Place

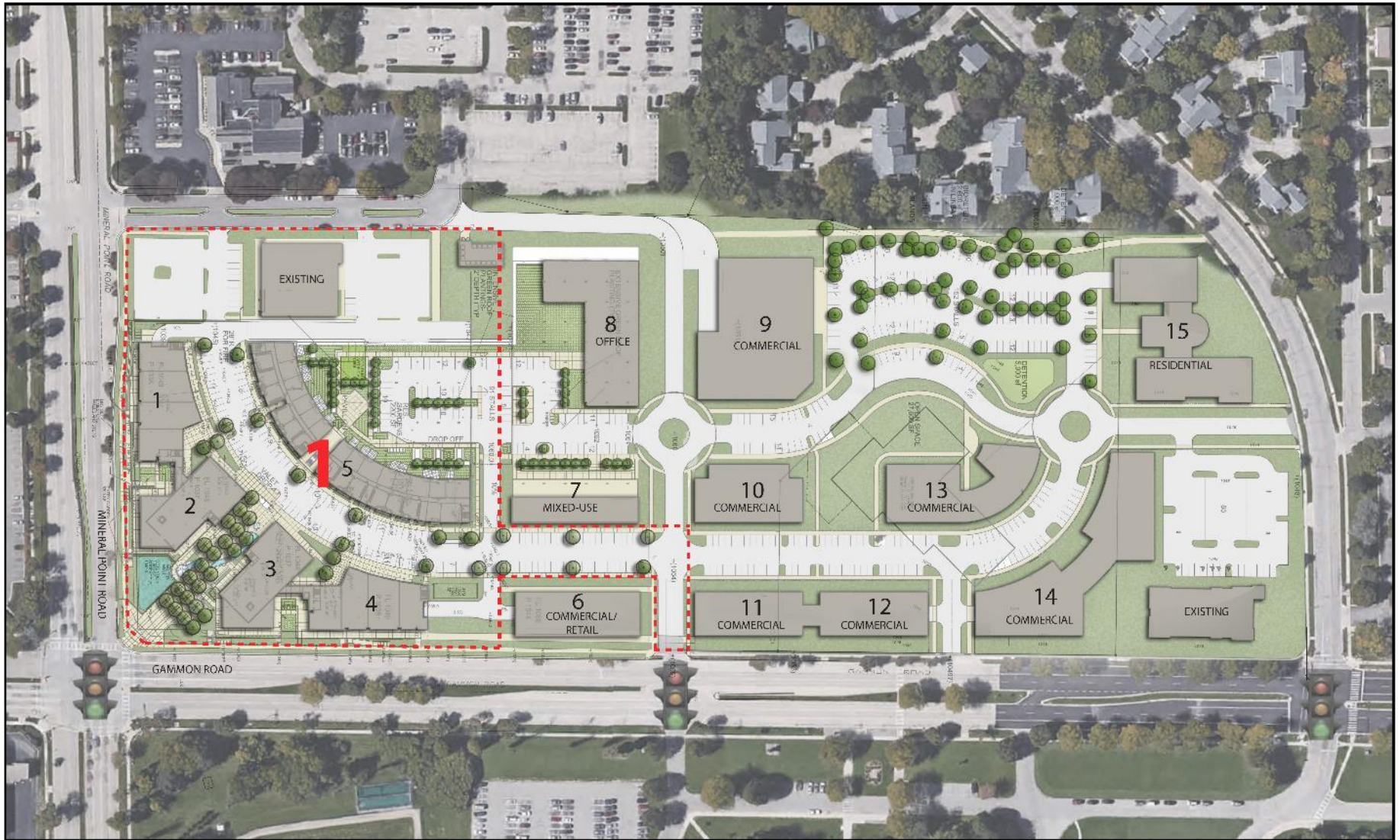


MASTER PLAN

West Place | Madison, WI | 10-05-2016

Scale: 1"=40'-0"
(On 30x42 Sheet)





MASTER PLAN

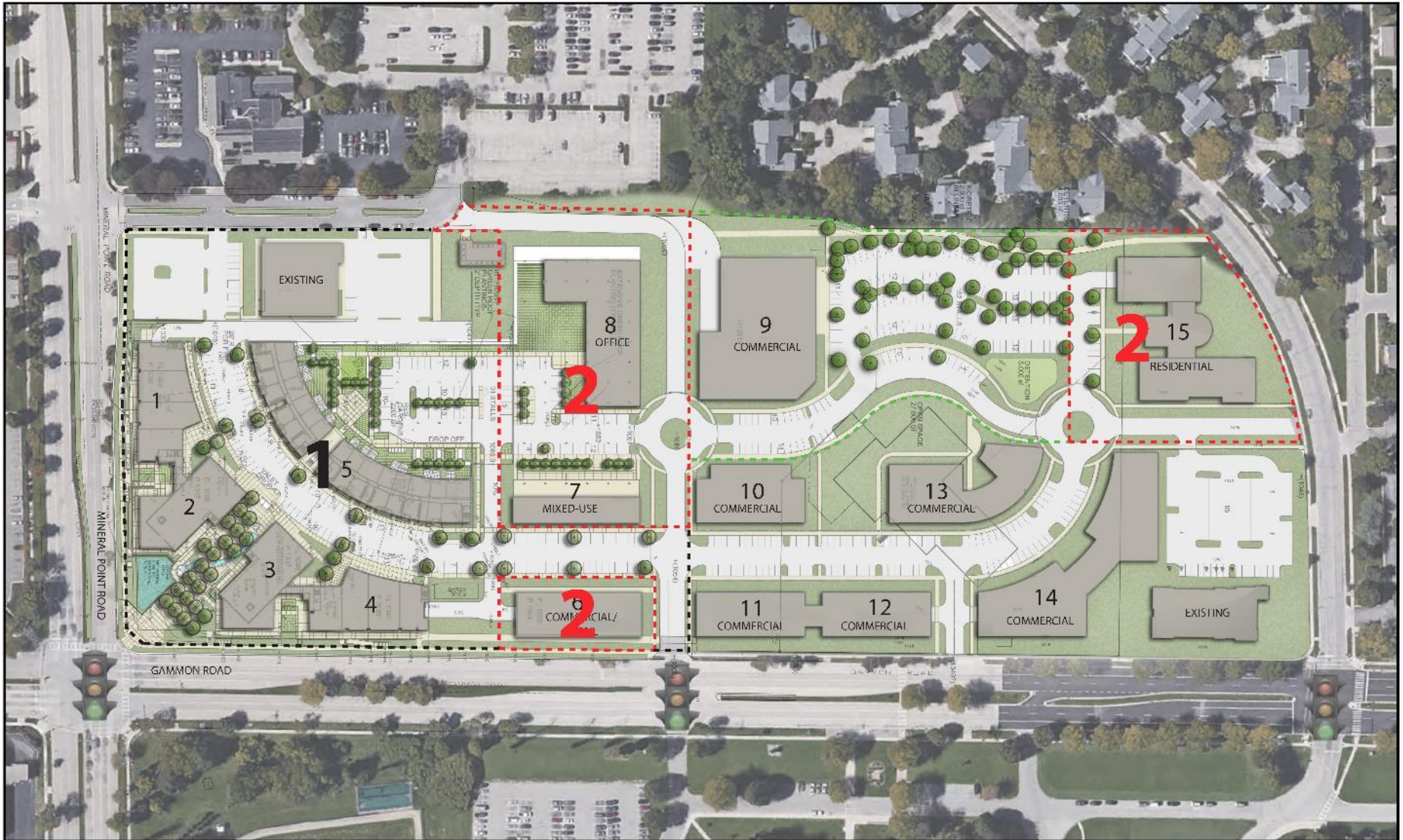
West Place | Madison, WI | 10-06-2016

Scale: 1"=50'-0"
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KEE
architecture

©2016 KEE Architecture, LLC



MASTER PLAN

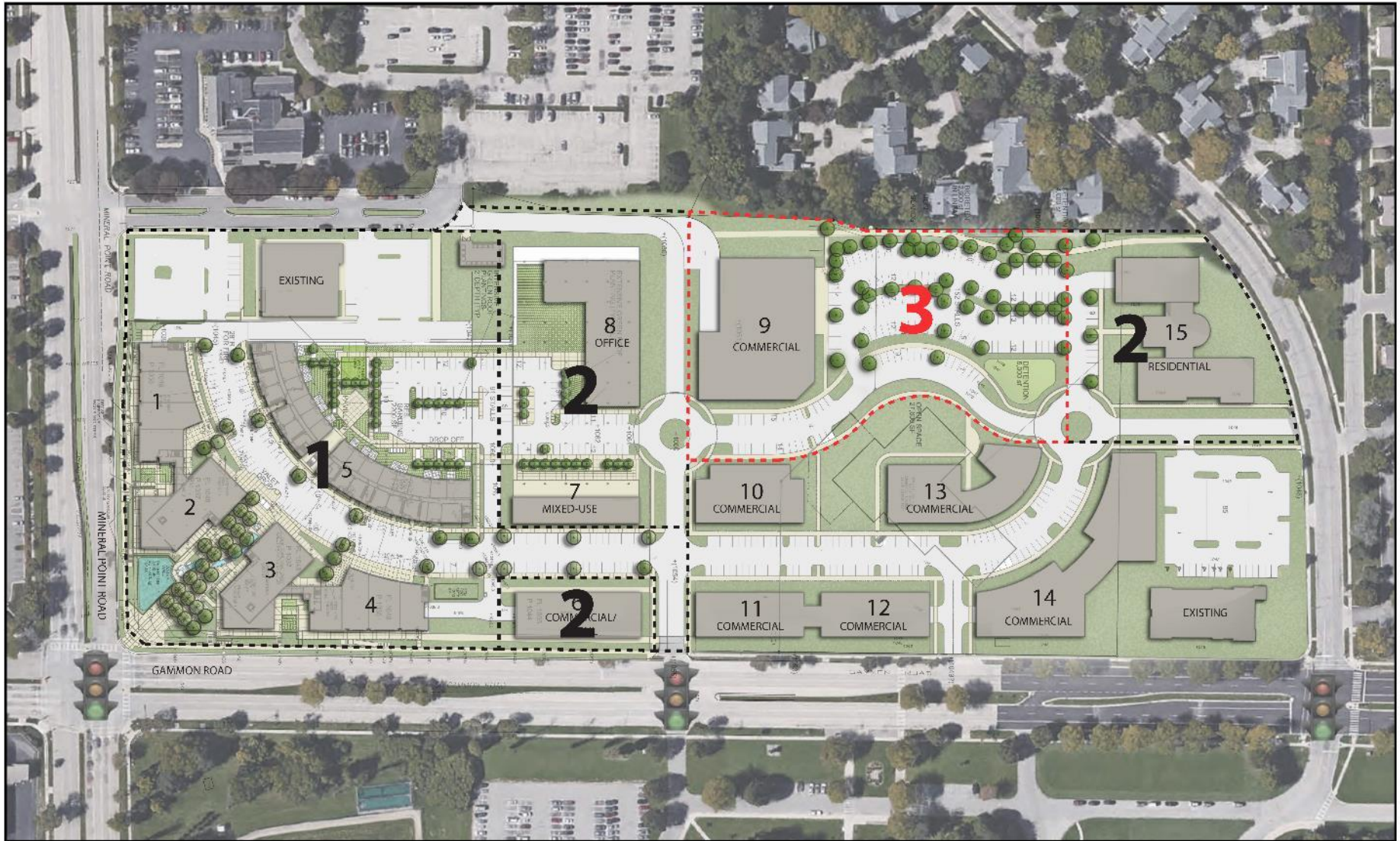
West Place | Madison, WI | 10-06-2016

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(On 30x42 Sheet)



KEE
architecture

21 N. Lincoln Street, Madison, WI 53703
608.261.1234
www.keearchitecture.com

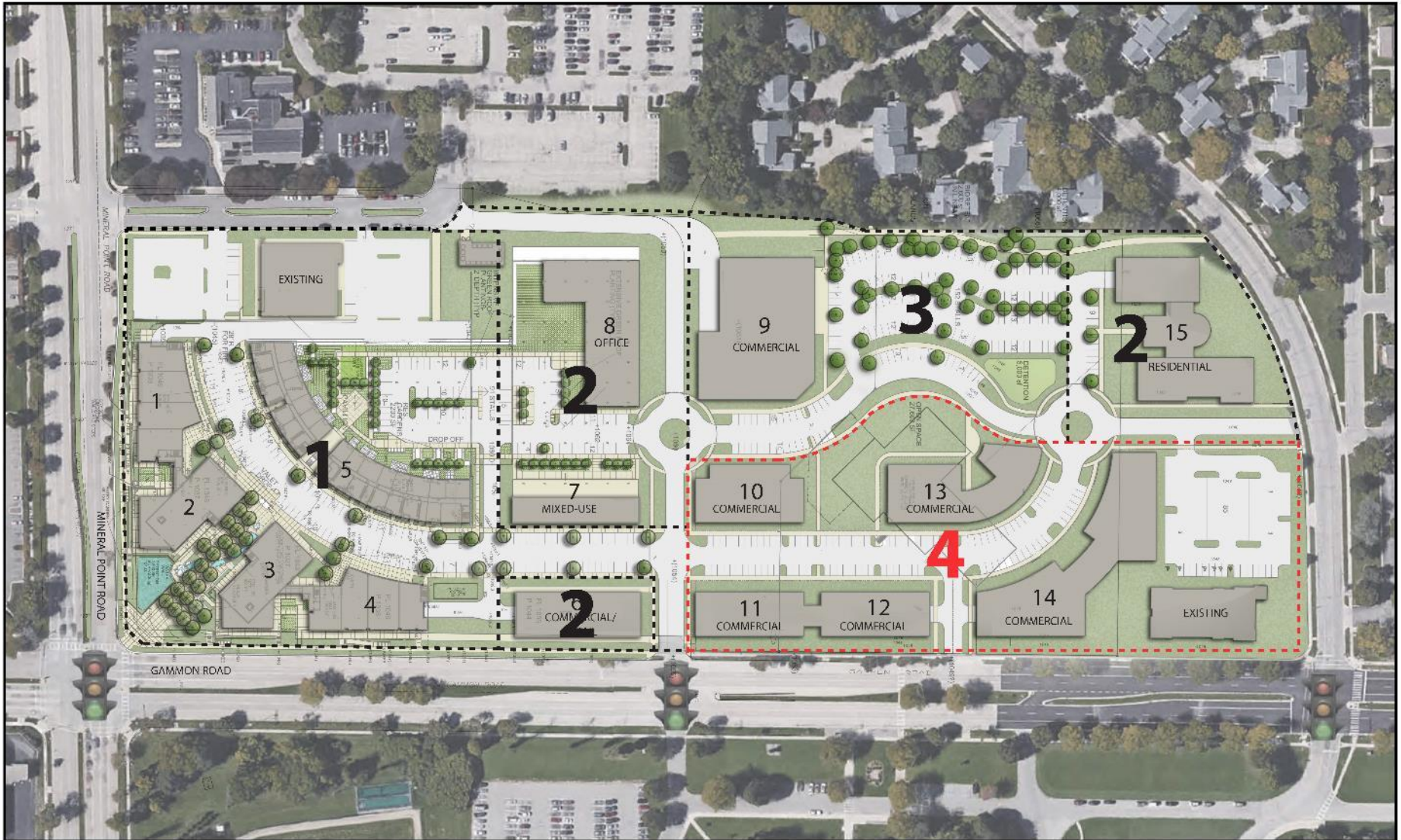


MASTER PLAN

West Place | Madison, WI | 10-06-2016

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MASTER PLAN

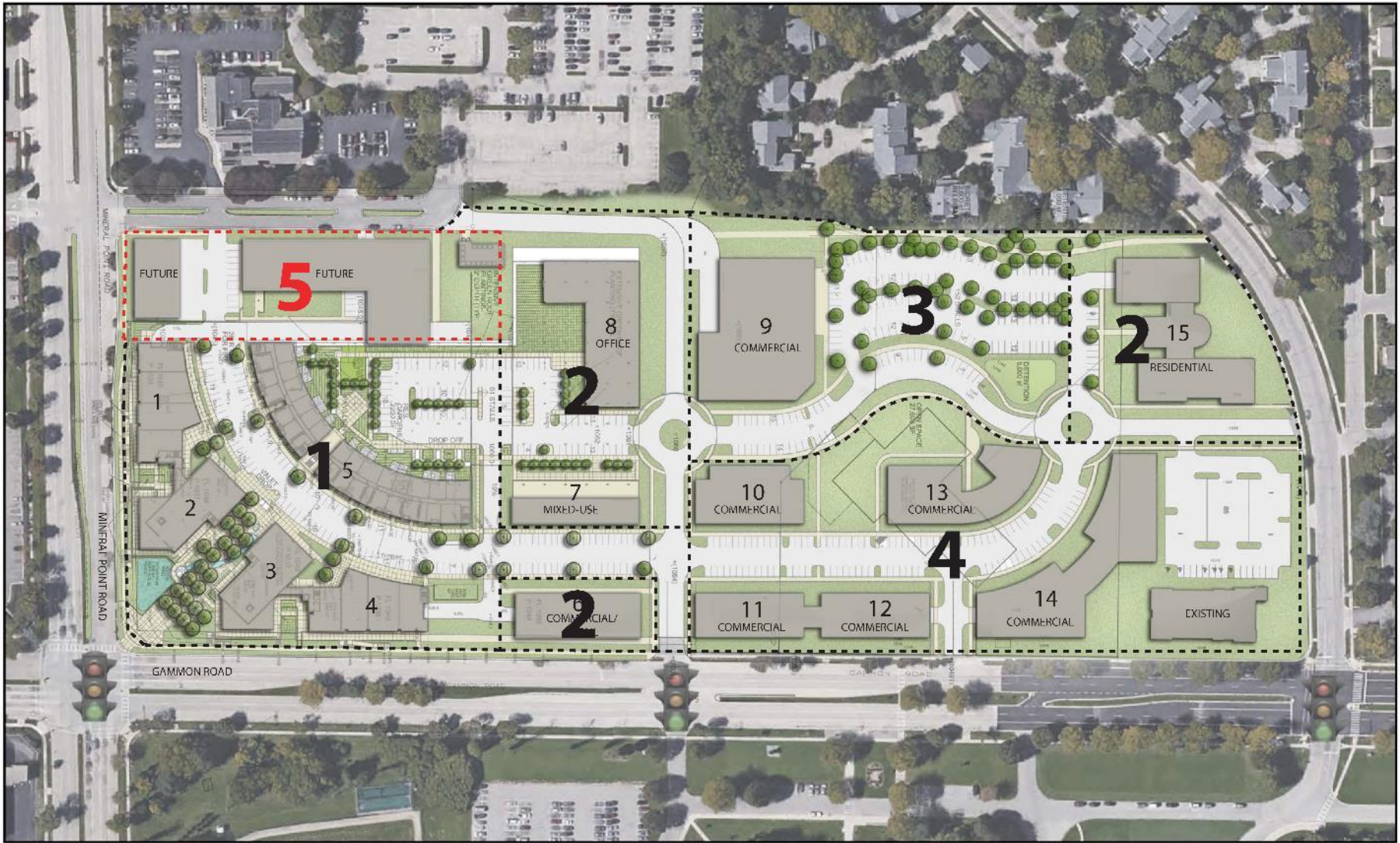
West Place | Madison, WI | 10-06-2016

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(On 30x42 Sheet)



KEE
architecture

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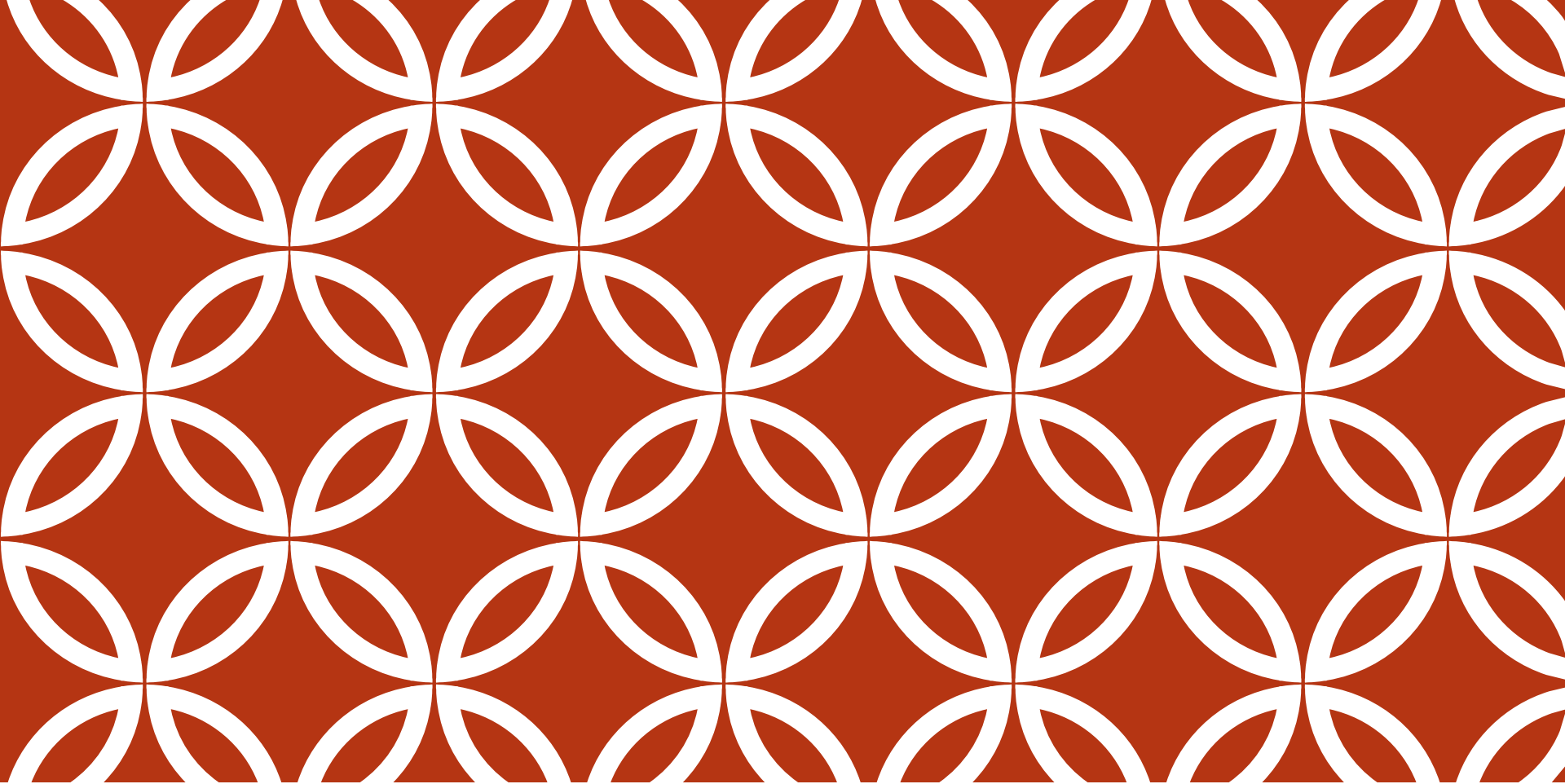


MASTER PLAN

West Place | Madison, WI | 10-06-2016

Scale: 1"=50'-0"
(On 30x42 Sheet)





PHASE 1

West Place



MASTER PLAN: PHASE 1

West Place | Madison, WI | 10-05-2016



PHASE ONE DETAILS

Buildings 1-5

Retail: 50,450 sf

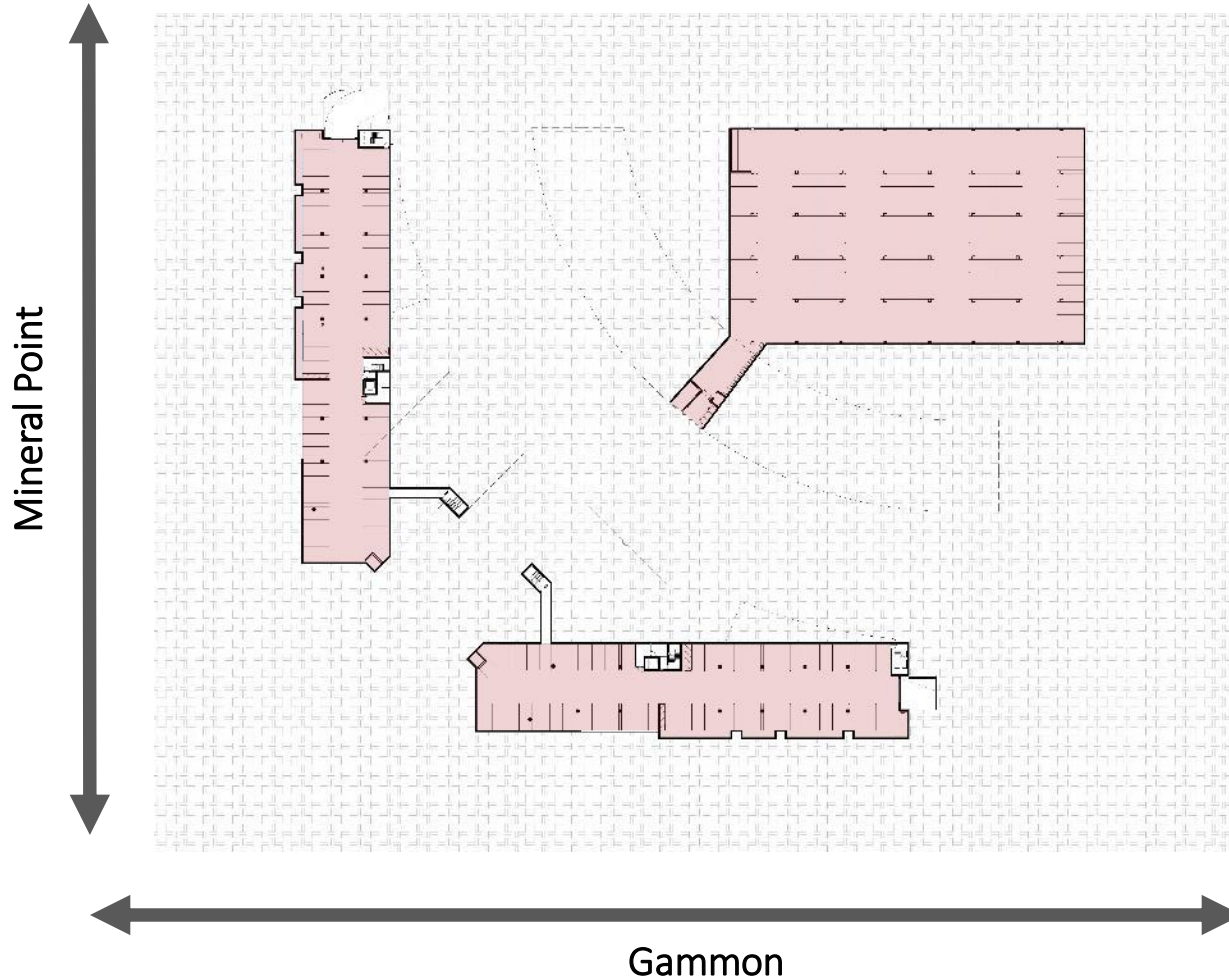
Office: 22,620 sf

Residential: 112 units

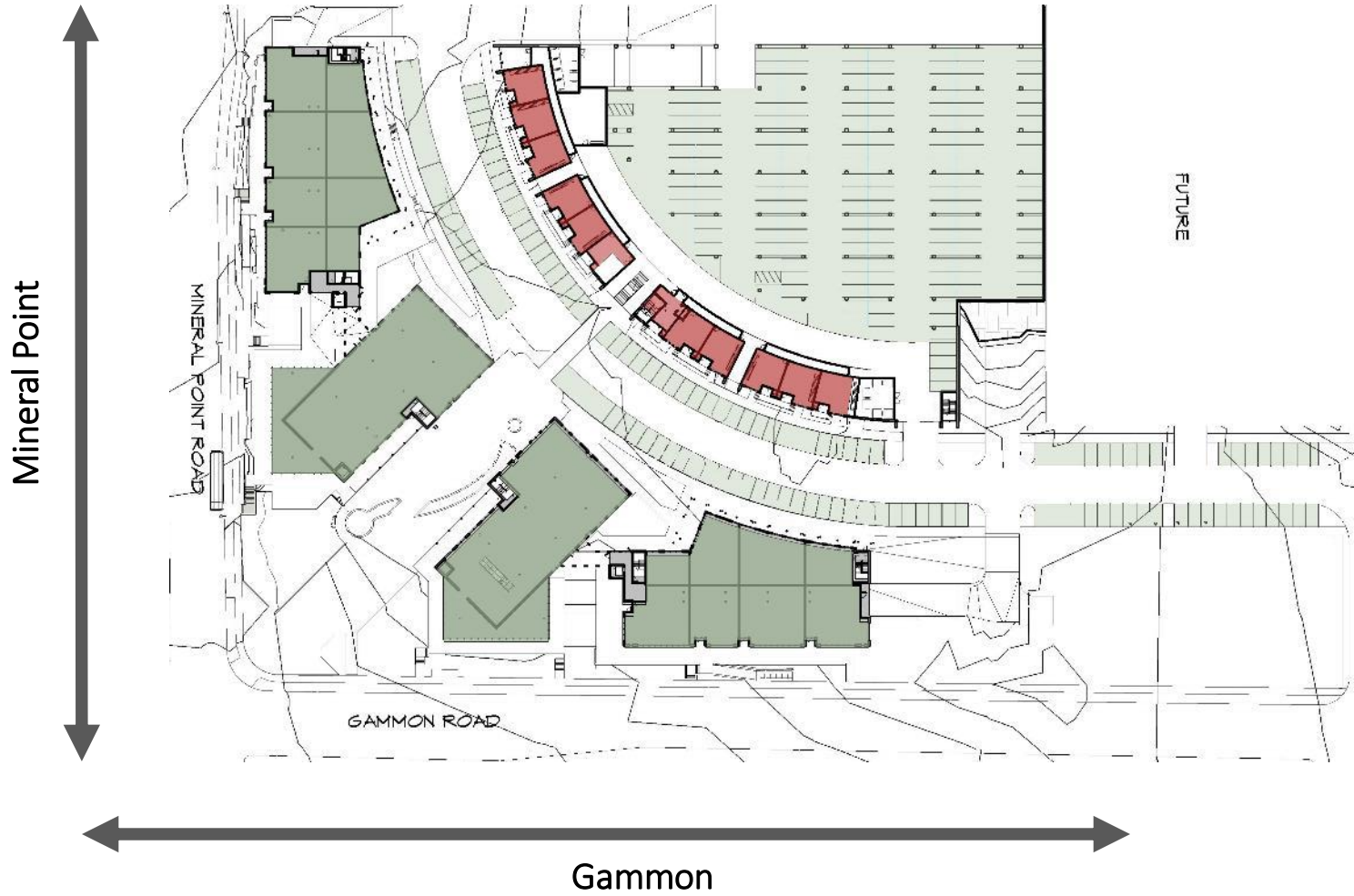
Mix of private and
shared parking



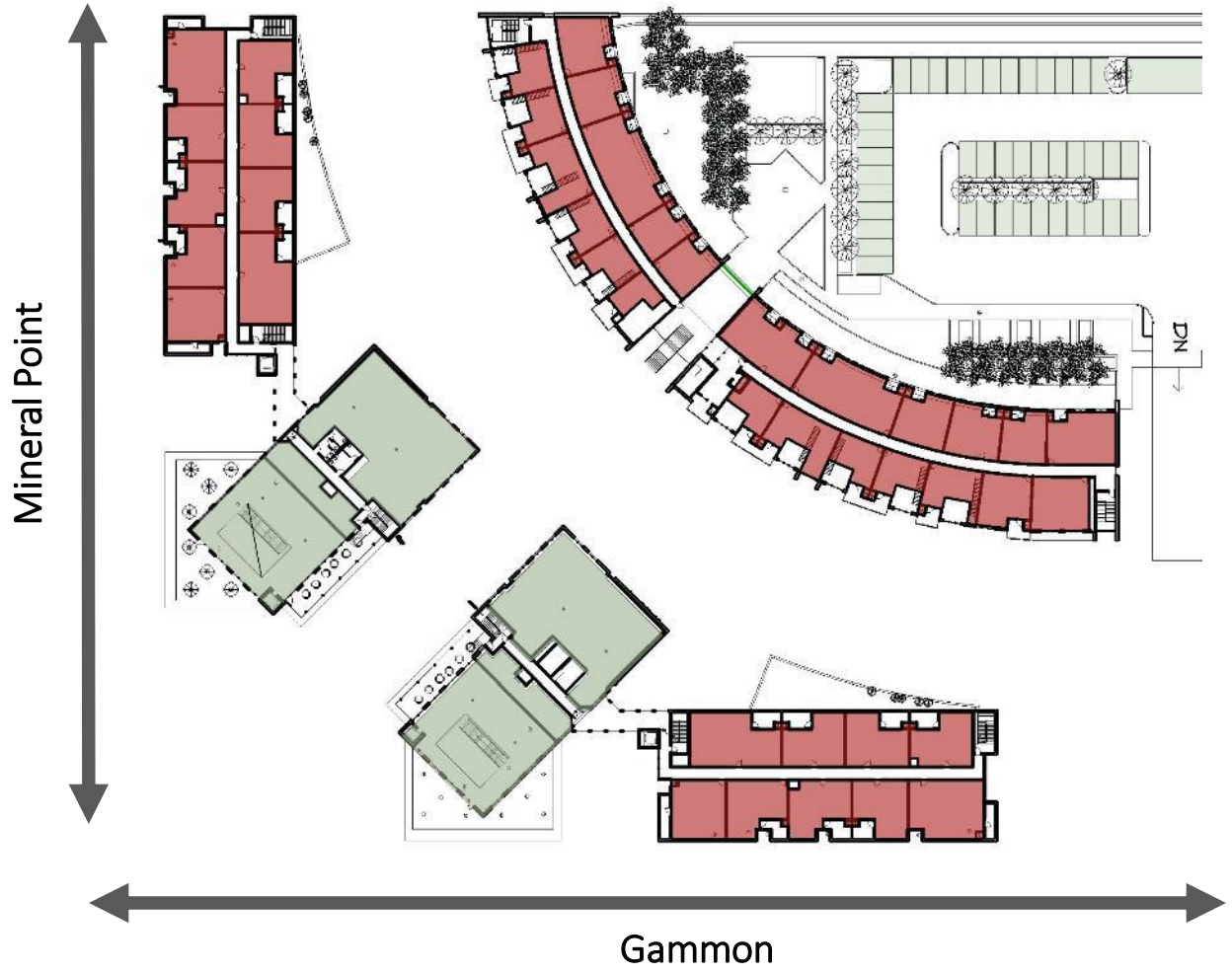
UNDERGROUND



LEVEL 1



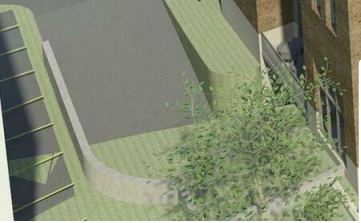
LEVEL 2

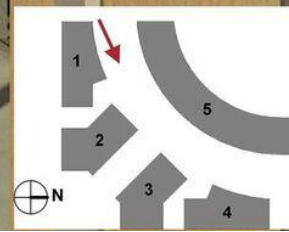














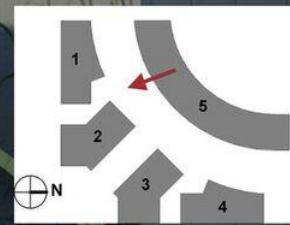
WESTSIDE EXCHANGE

ITALIAN
ON

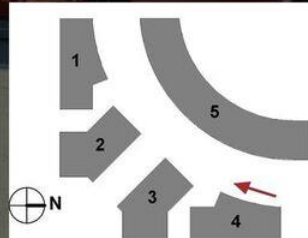
CAFE TOMA

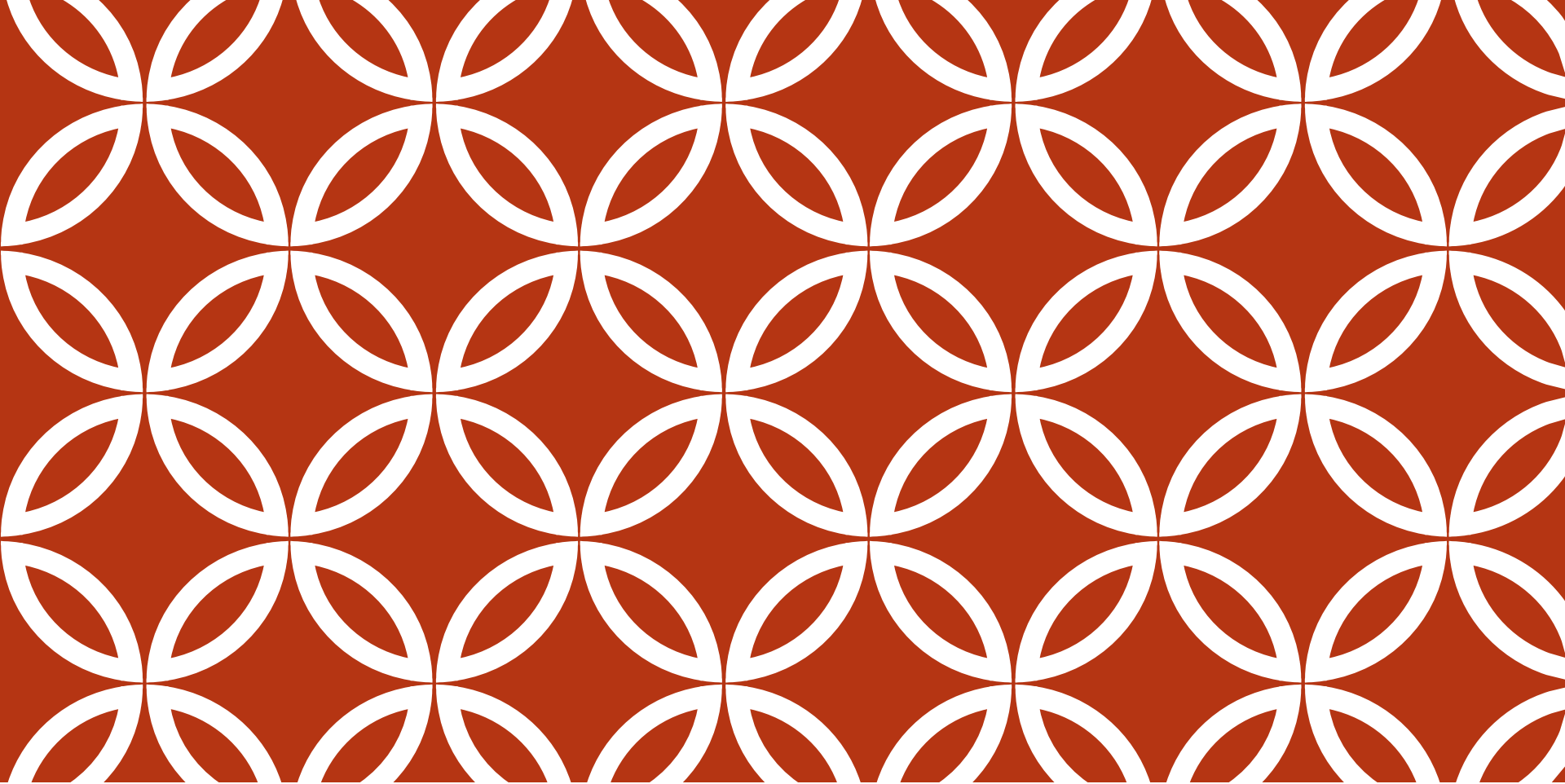
THE
STONE

WAILL





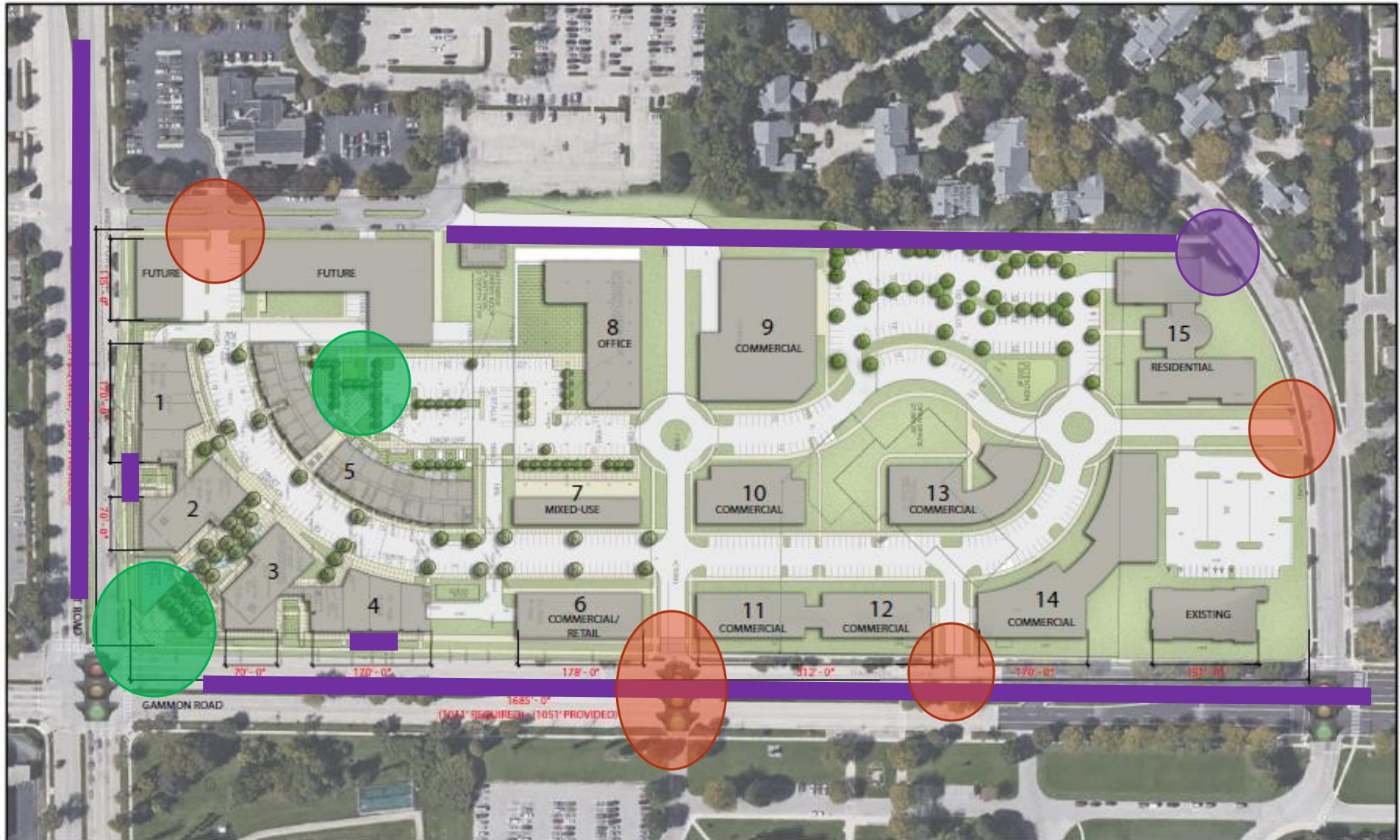




PLACEMAKING AND
STORMWATER
MANAGEMENT



ACTIVATING CONNECTIONS











MASTER PLAN: PHASE 1

West Place | Madison, WI | 10-05-2016





PLAZA PLAN

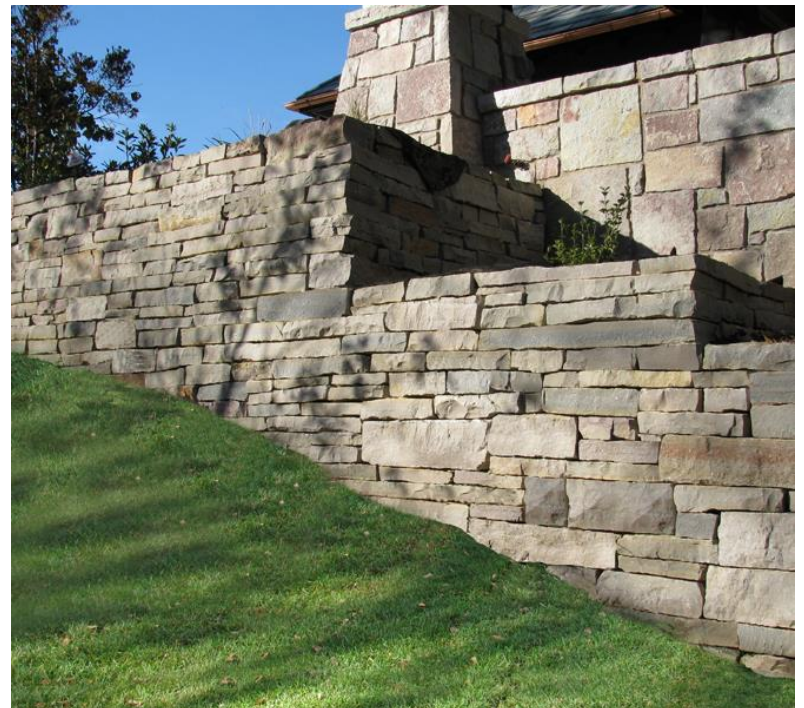
West Place | Madison, WI | 09.16.2016



MASTER PLAN: PHASE 1

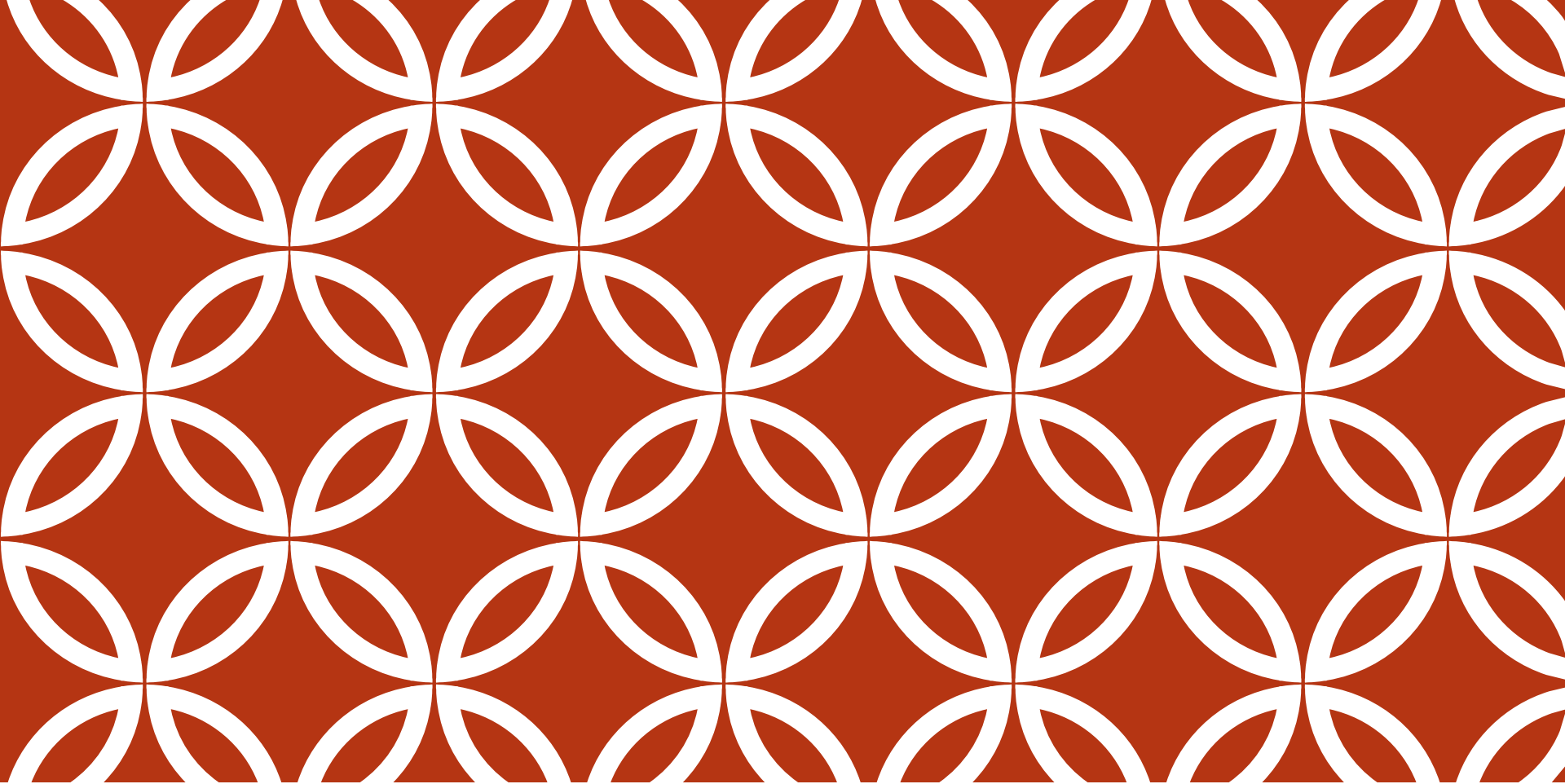
West Place | Madison, WI











NEXT STEPS



KEY MEETINGS



October 26: UDC Informational

November 28: Landmarks Commission Review

January 11: UDC Initial Approval

February 15: UDC Initial/Final Approval

February 20: Plan Commission Approval

March 7 or 21: Common Council Approval

DEVELOPMENT TIMELINE

Summer 2017:
Demolition

Fall 2017:
Begin construction

Construction:
12-18 months



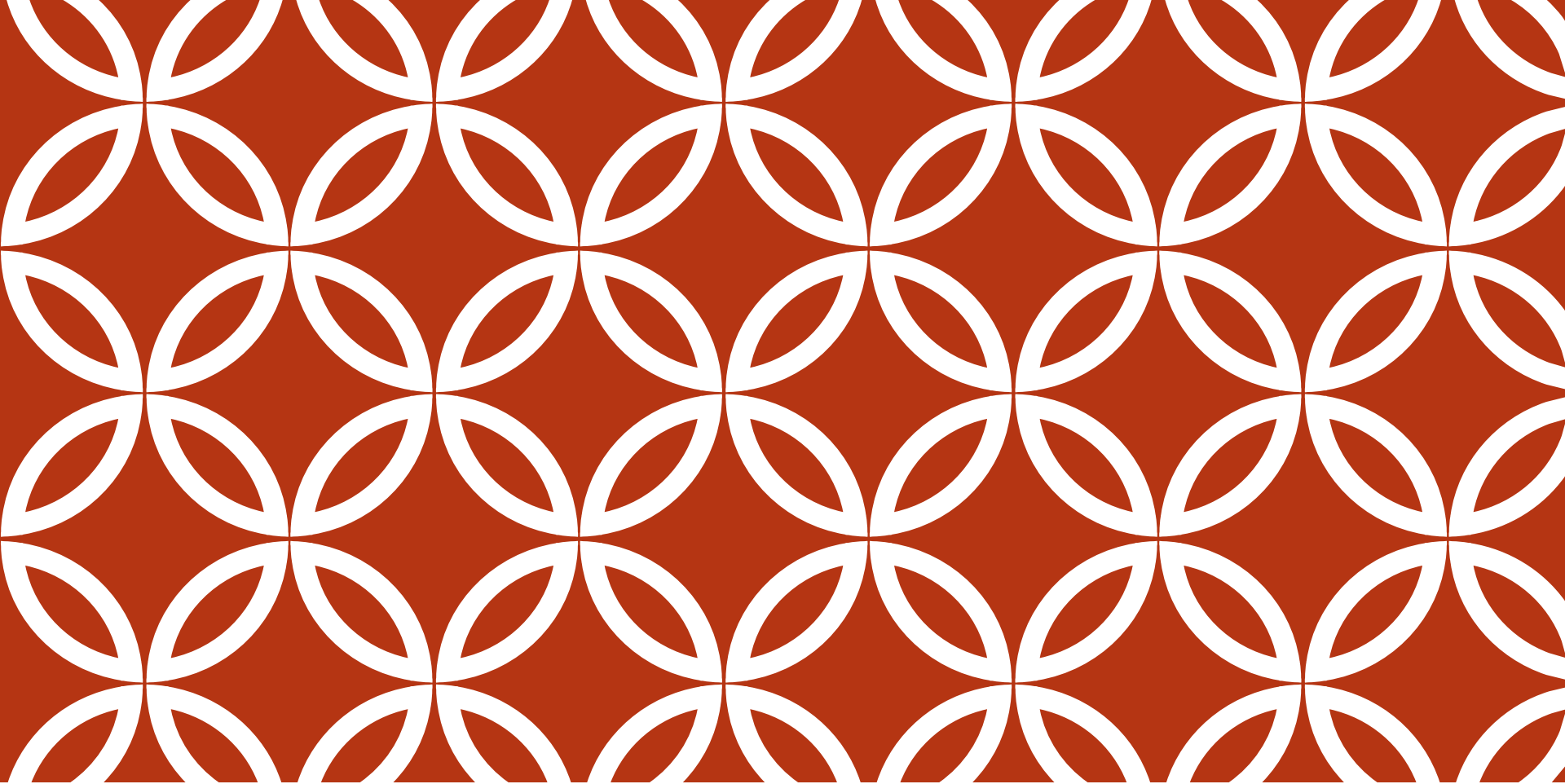
CONTACT INFORMATION

City of Madison:

- Kevin Firchow, City Planning Department: kfirchow@cityofmadison.com
- Alder Skidmore: district9@cityofmadison.com
- Alder Clear: district19@cityofmadison.com

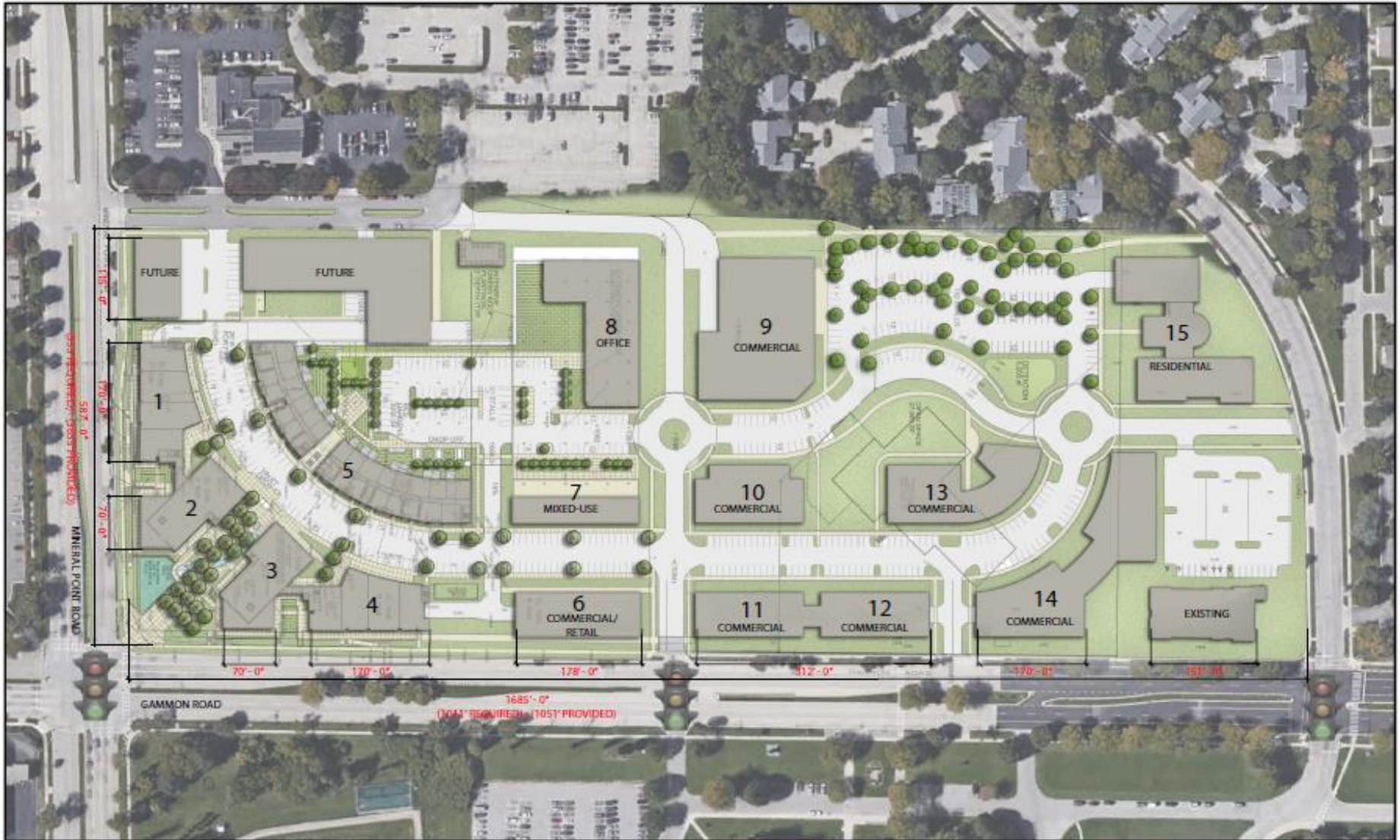
Urban Assets

- Melissa Huggins: Melissa@urbanassetsconsulting.com



QUESTIONS

Thank you!



MASTER PLAN

West Place | Madison, WI | 10-05-2016

Scale: 1"=40'-0"
(On 30x42 Sheet)





MASTER PLAN: PHASE 1

West Place | Madison, WI | 10-05-2016

