



# Brayton Lot – Block 113 Redevelopment Overview

Prepared by the City of Madison Department of Planning &  
Community & Economic Development

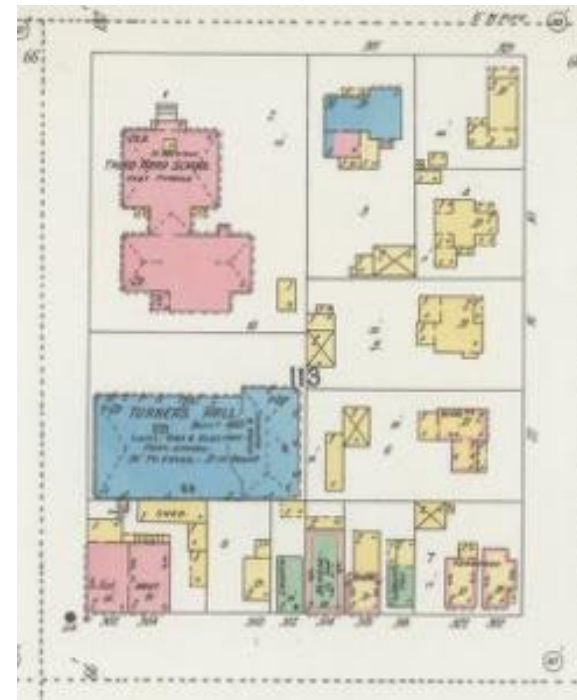
August 22 & 23, 2023

# Meeting Agenda

- A. Welcome
- B. Overview of Site and Project Considerations
  - 1. History
  - 2. Site Context
  - 3. Planning Context
  - 4. Federal Transit Administration Requirements (FTA)
- C. Community Priorities Exercise
- D. Next Steps
  - 1. Timeline Considerations
  - 2. Questionnaire, Q&A

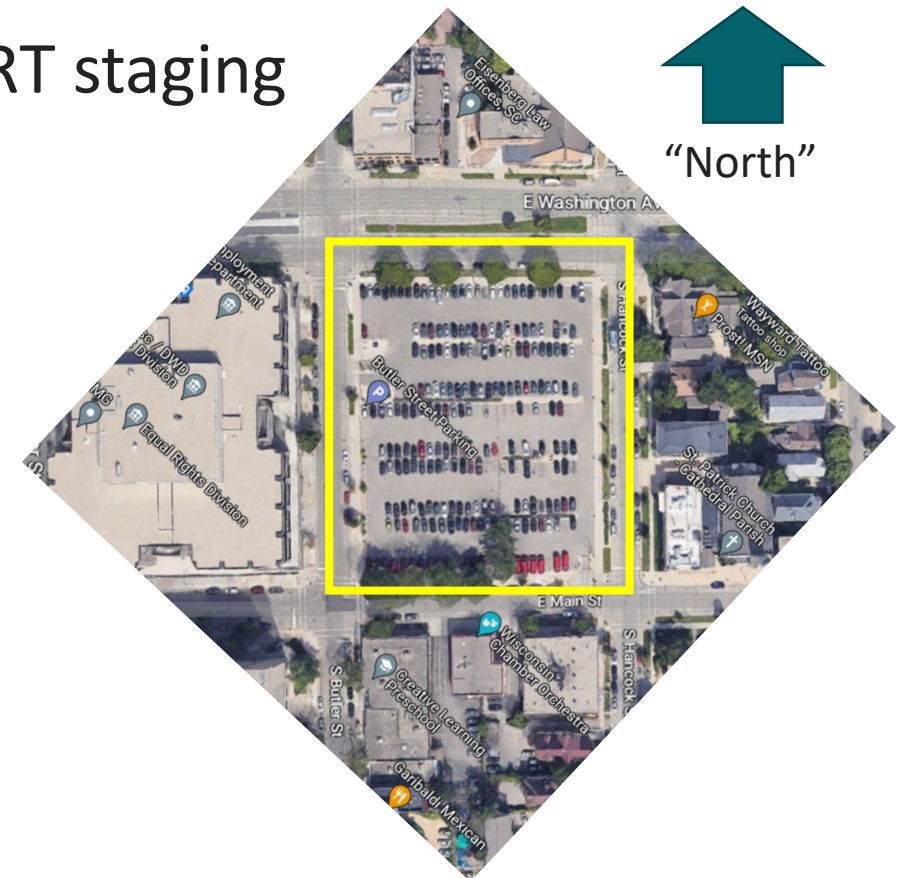
# History: Why is Block 113 called the Brayton Lot?

- A. In 1857 Third Ward School opens on Block 113.
- B. Later renamed the Brayton School in 1925, [\(link\)](#) after Madison's first teacher Louisa M Brayton



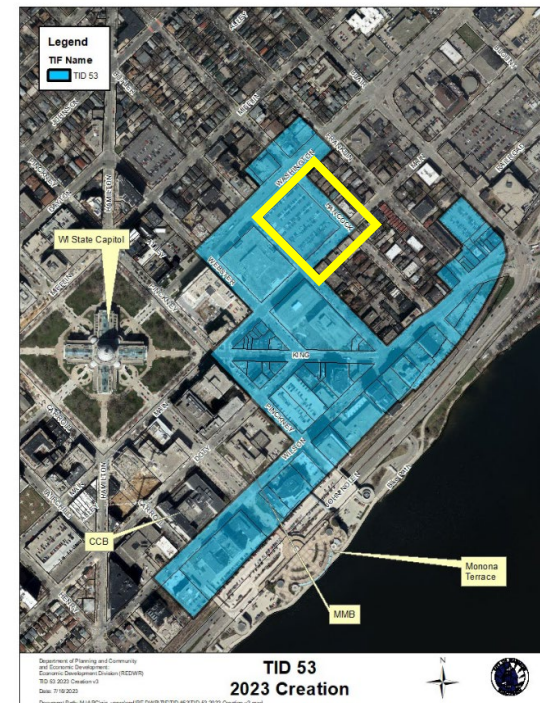
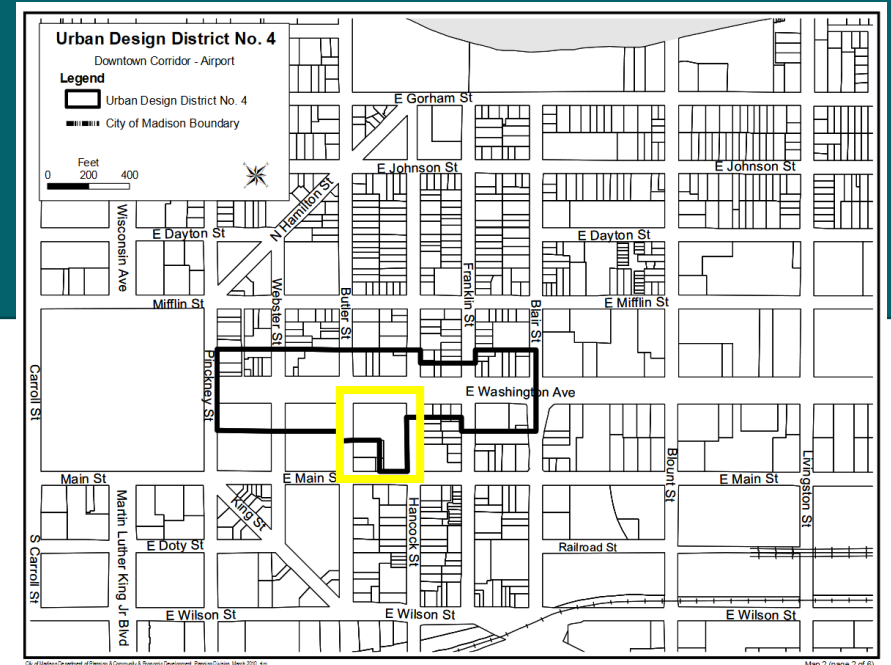
# Site Context

- A. Size: 2 acres, Owned by the City of Madison
- B. Existing use: Approx. 270 parking stalls / BRT staging
- C. First Settlement Neighborhood of CNI



# Site Context

- A. Existing Zoning - Urban Mixed Use (UMX)
- B. Urban Design District 4
- C. Not within Local /National Historic Districts
- D. Future Tax Increment District 53



UDD 4

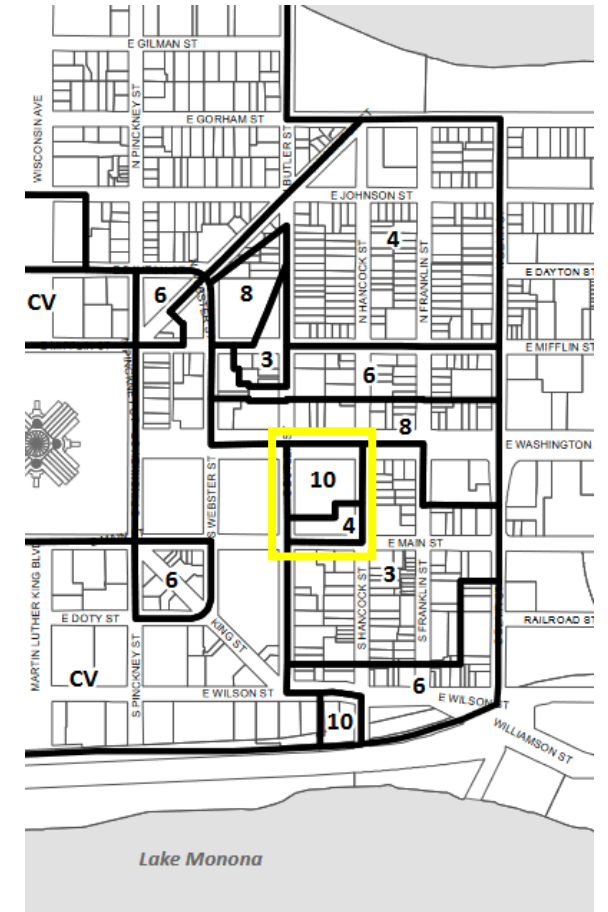


“North”

TID 53

# Site Context

- A. UMX/Downtown Zoning Maximum Heights - split 10/4
- B. Downtown Maximum Height Definition: Development must be at/under both story and height requirements
  - 4 stories / 60 feet
  - 10 stories / 144 feet
- C. Affordable Housing Story Bonus [\(link\)](#)
  - May exceed number of stories, but must remain at/below total height limit in feet

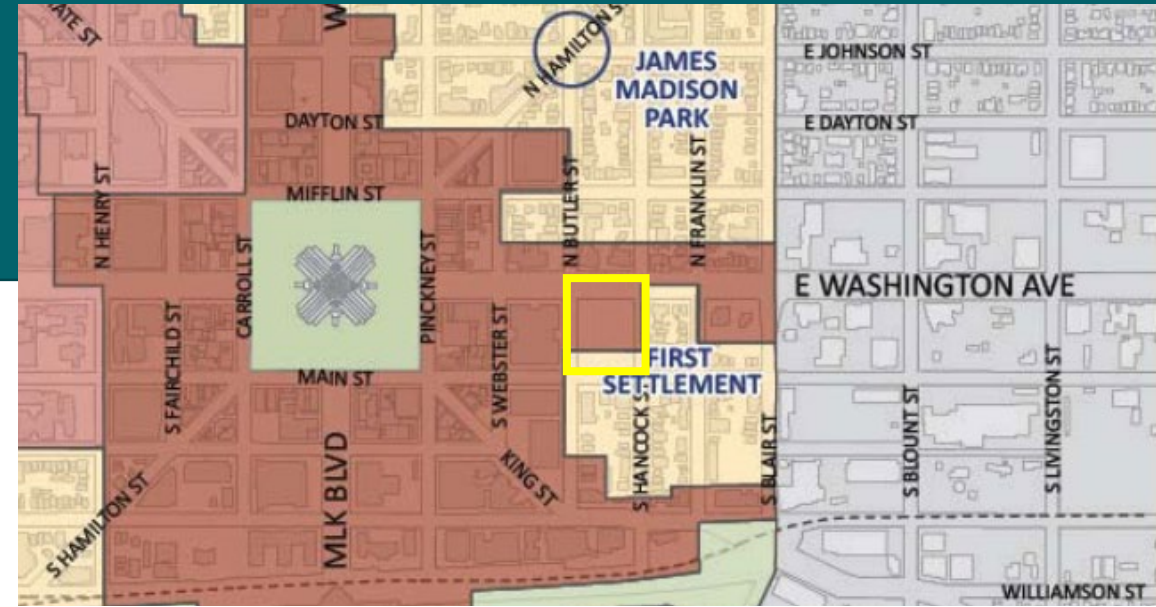


“North”

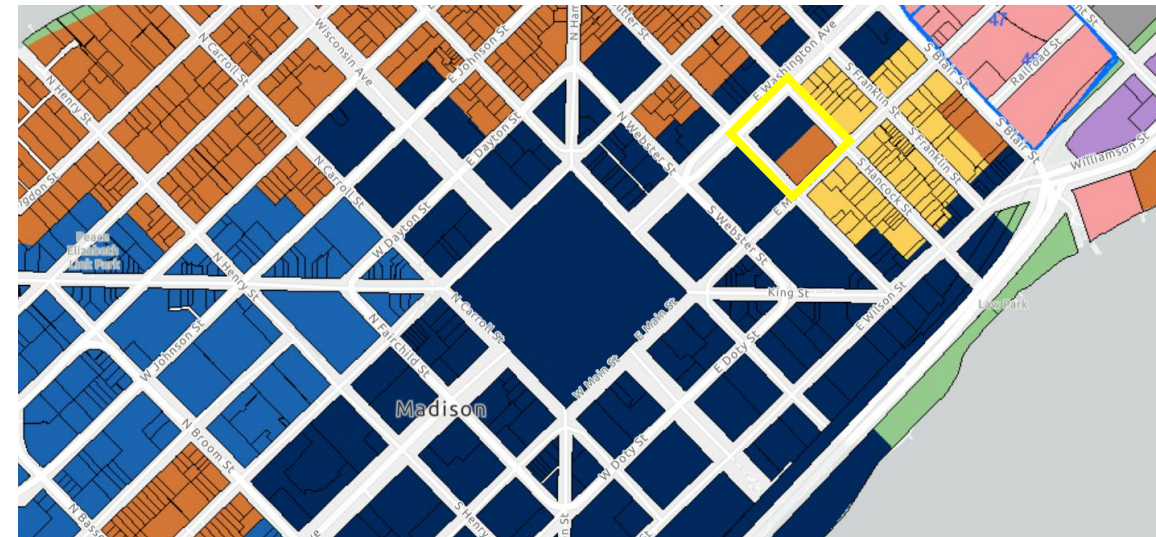
Max Building Height - Zoning

# Planning Context

- A. First Settlement Neighborhood Master Plan (1995)
- B. Brayton Lot Framework (2001)
- C. Downtown Plan (2012)
- D. Comprehensive Plan (2018)
  - A. Blue = Downtown Core
  - B. Brown = Medium Residential



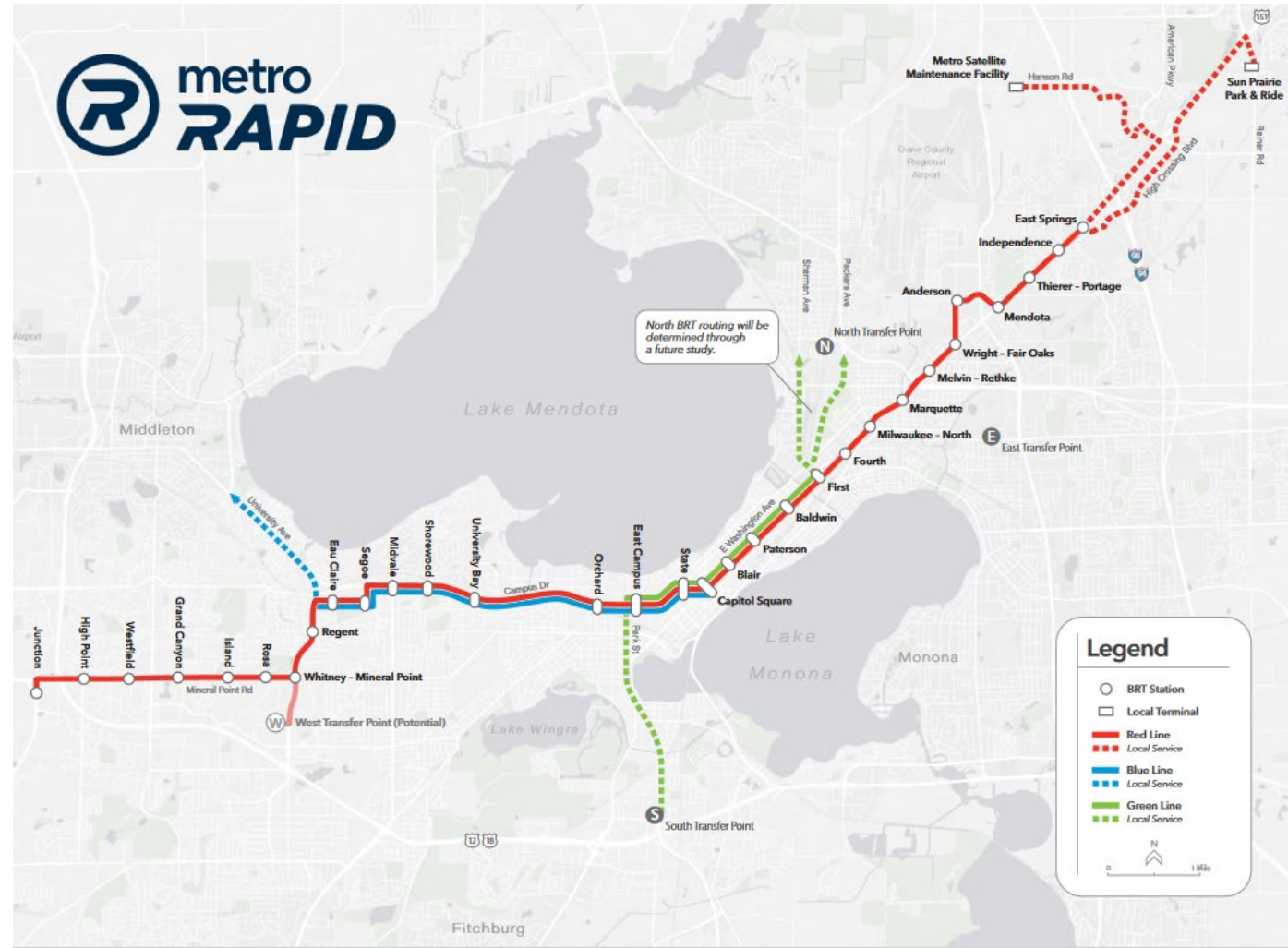
2012 Downtown Plan



2018 Comprehensive Plan

# Block 113 - Brayton Lot Relationship to BRT/FTA

A. Block 113 (Brayton Lot) was used as part of the \$53 Million locally funded match for federal Bus Rapid Transit funding, and helped to leverage \$107 Million in Federal Grants





# FTA/Metro Relationship

## FTA's Joint Development Program Requirements

### **A. Process:**

1. Site must be used for a temporary transit use prior to any new development (construction staging, in process)
2. Details of the new development must be approved by the FTA

### **B. Continued Control:**

1. Metro must maintain "Satisfactory Continuing Control" so it continues to benefit transit over the lifespan of the development. (long-term land lease, easement, deed restriction, or other contractual requirement)

# FTA/Metro Requirements

## A. New Development Requirements:

1. Must catalyze private investment on or near site
2. Must benefit transit, i.e.
  - Must increase transit travel demand to/from the area
  - Must add net transit users to the area



# FTA/Metro Requirements

## A. Financial requirements:

Must return a “fair share of revenue” to Metro

1. Typically the federal share of the property (less if affordable housing is included)
2. **\$9 million value of the Brayton Lot used for the BRT  
Federal match**

# FTA/Metro Requirements

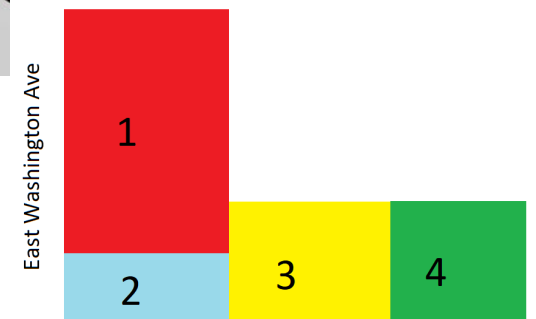
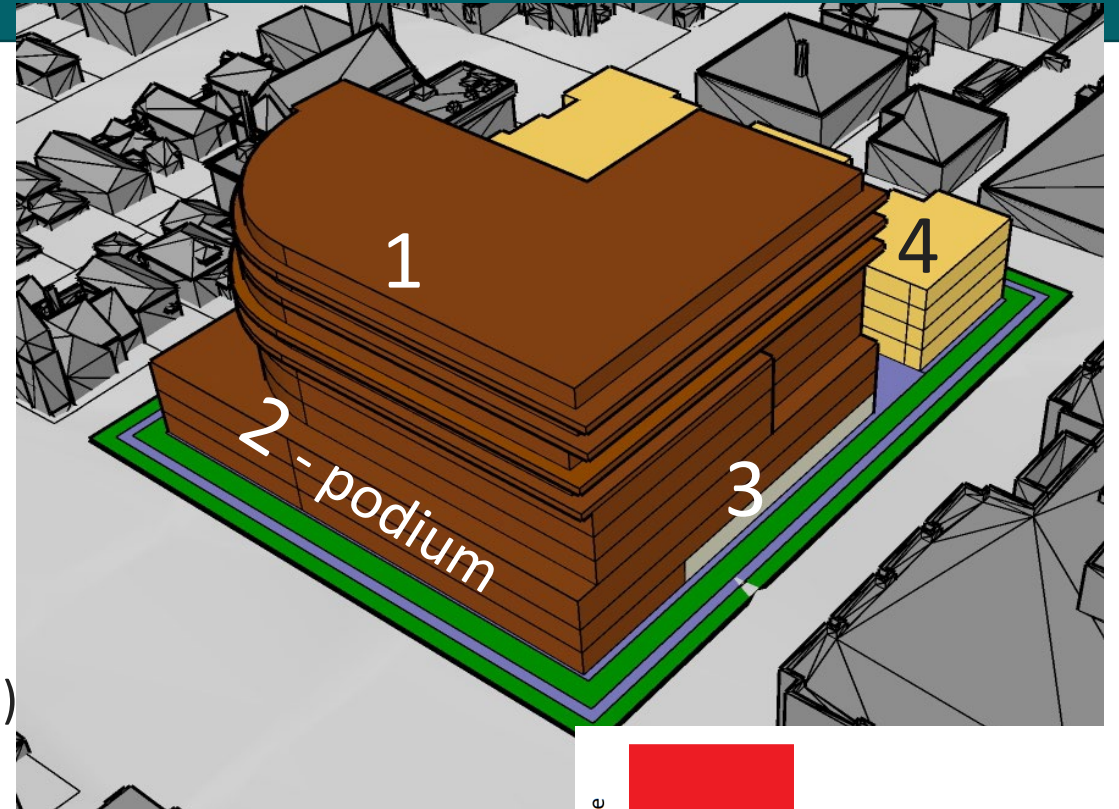
## A. FTA Timeline Requirements:

1. BRT Phase 1 Construction complete in late 2024
2. New development at site can start anytime after 2024
3. FTA mostly interested in showing progress – cannot remain empty for an extended period of time
4. **Lot should not return to parking for any interim use**

# 2023 Conceptual Space Study

Determines capacity under existing plans

1. 10 story Tower Component = 210,000 SF+
  - Housing or commercial
2. Podium component = 75,000 SF
  - Housing or commercial
3. Parking = up to 350 stalls under Tower
  - 1 levels underground (150 stalls)
  - 2 levels above ground (100 x2 = 200 stalls)
4. Housing focused Component
  - 4 floors totaling 74,000 sf
  - Has its own parking tray under building



# City-owned parking in area

FTA Requirements demand transit supportive design/uses *with no excess parking.*

## *Nearby public parking:*

1. Cap North Garage (600 spaces- 43% occ.)
2. Wilson Street Garage (507 spaces- 39% occ.)
3. Livingston Garage (614 spaces- 34% occ.)\*

\* not counting long-term leases



# City Budget Implications

- A. FTA Requirement to recover \$9 million for transit as a minimum for the redevelopment of the block
  - 1. There may be some flexibility dependent upon delivery of affordable housing
- B. Requests for City Financial Assistance
  - 1. TID 53 – Tax Incremental District Requests
  - 2. AHF – Affordable Housing Fund Requests
- C. Other unknowns

# Development Timeline Considerations

- A. FTA requirements
- B. Public Engagement
- C. Tax Credit cycles
- D. Selecting Development Partners (RFP)
- E. Budget Implications
- F. Land Use Approvals
- G. Construction



# Interactive exercise – Warm up

Pick your favorite Looney Toon

- A. Bugs Bunny
- B. Marvin the Martian
- C. Tasmanian Devil
- D. Daffy Duck
- E. Wile E. Coyote



# Poll – Who are You?

Where do you live?

- A. Downtown Resident
- B. Other City of Madison Resident
- C. Non-City Resident

# Poll – How do you Live?

How do you live?

A. Renter

B. Condo Owner

C. Single Family Home Owner

D. Multi-family Owner-Occupant

E. Other

# What are your Priorities for Block 113?

What is your Highest Priority for Housing Unit types (tenure)

- A. Affordable Rental Units
- B. Market Rate Rental Units
- C. Affordable Owner Occupied Units
- D. Market Rate Owner Occupied Units
- E. Other

# What are your Priorities for Block 113?

What is your Highest Priority for Housing  
Unit sizes

- A. Studio/1 bedroom units
- B. 2 bedroom units
- C. 3 bedroom units
- D. 4+ bedroom units
- E. Other

# What are your Priorities for Block 113?

What is your Highest Priority for Other Uses

- A. Retail / Services
- B. Commercial Office
- C. Lab/ Tech office
- D. Community Serving non-profit uses
- E. Other

# What are your Priorities for Block 113?

## What is your Highest Design Priority?

- A. Scale
- B. Sustainability
- C. Parking
- D. Iconic Design
- E. Other

# Outstanding Questions

What is your highest priority overall?

- A. Affordable Housing
- B. Market rate Housing
- C. Parking Availability
- D. Building design
- E. Sustainability



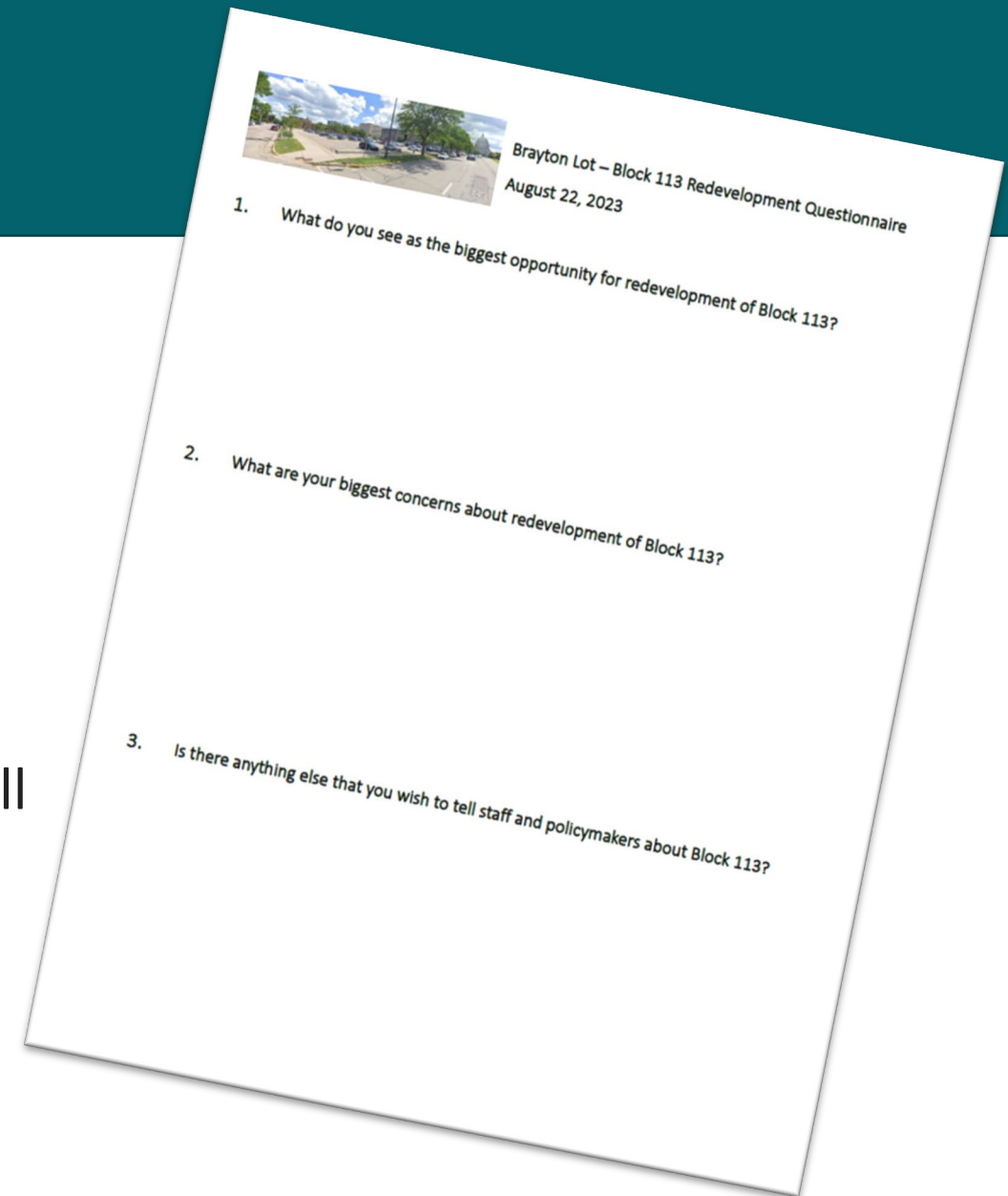
# Next Steps

- A. Draft Request for Proposals (RFP)
  - 1. Determine City Priorities
  - 2. Consider Public Input
- B. Council Approval to Issue RFP
- C. Receive and Review Proposals
- D. Council Selection of Development Team
- E. Land Use Approvals and Construction

# Questionnaire & Discussion

## Questionnaire

1. What do you see as the biggest opportunity for redevelopment of Block 113?
  2. What are your biggest concerns about redevelopment of Block 113?
  3. Is there anything else that you wish to tell staff and policymakers about Block 113?
- [www.surveymonkey.com/r/Block113](https://www.surveymonkey.com/r/Block113)
  - Q&A Discussion



# Thank you!

Website address:

[www.cityofmadison.com/dpced/planning/brayton-lot-block-113/3907/](http://www.cityofmadison.com/dpced/planning/brayton-lot-block-113/3907/)

See Adopted Plans, today's presentation and more. Please visit regularly as new resources will be added as they are available.

- Staff Contacts:
- Bill Fruhling, Planning Division [bfruhling@cityofmadison.com](mailto:bfruhling@cityofmadison.com)
- Rebecca Cnare, Planning Division, [rcnare@cityofmadison.com](mailto:rcnare@cityofmadison.com)
- Dan Rolfs, Economic Development Division, [drolfs@cityofmadison.com](mailto:drolfs@cityofmadison.com)