



Badger/Park Redevelopment

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

PUBLIC INFORMATION MEETING 2 – OCTOBER 26, 2023



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**



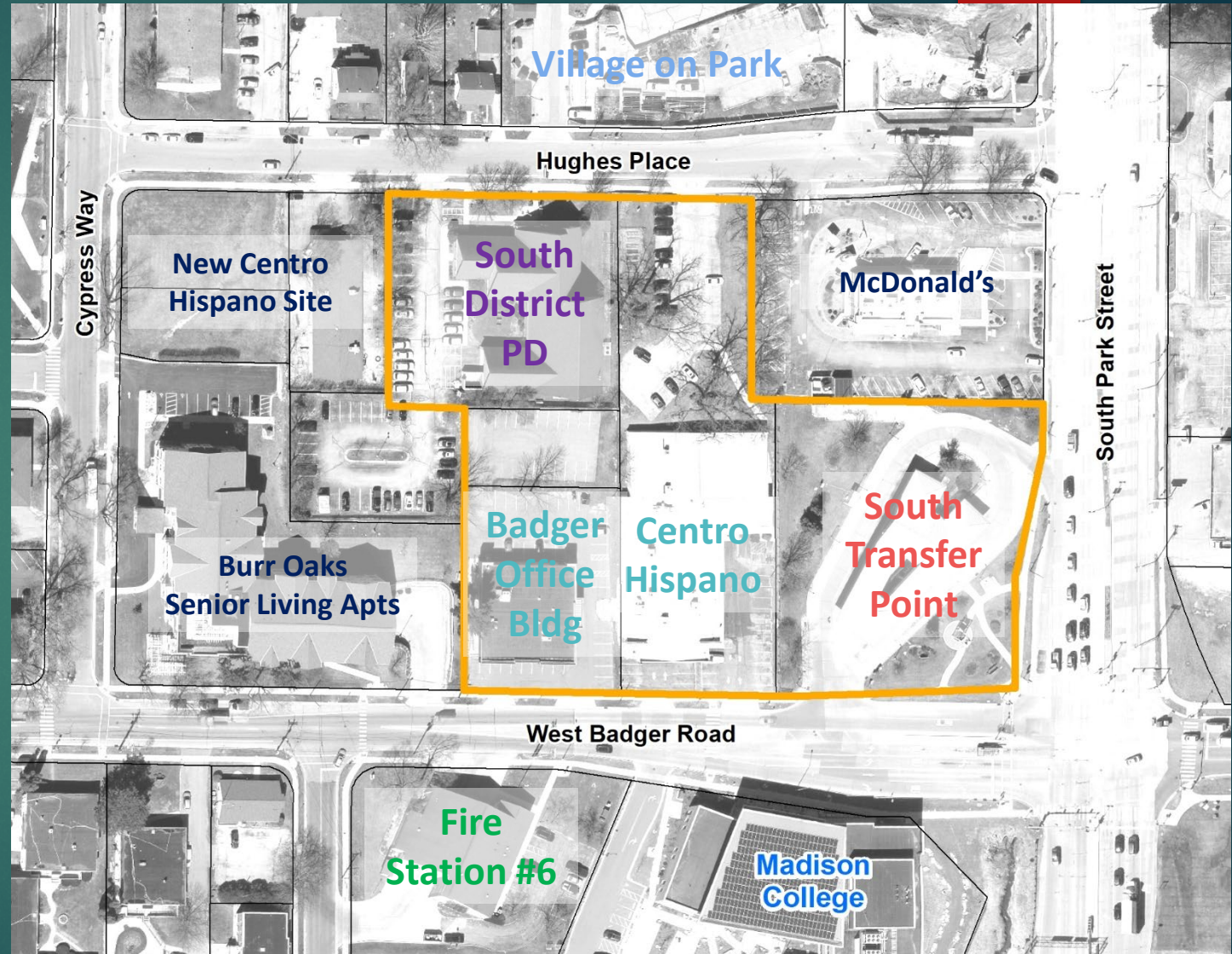
- The Community Development Authority (CDA) is likely to serve as the primary developer
 - Outside partners and consultants will be hired via RFQ
- **There will be additional opportunities for public input**

Project Goals

- Meet 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 potential future projects (MPD South, Madison College expansion)

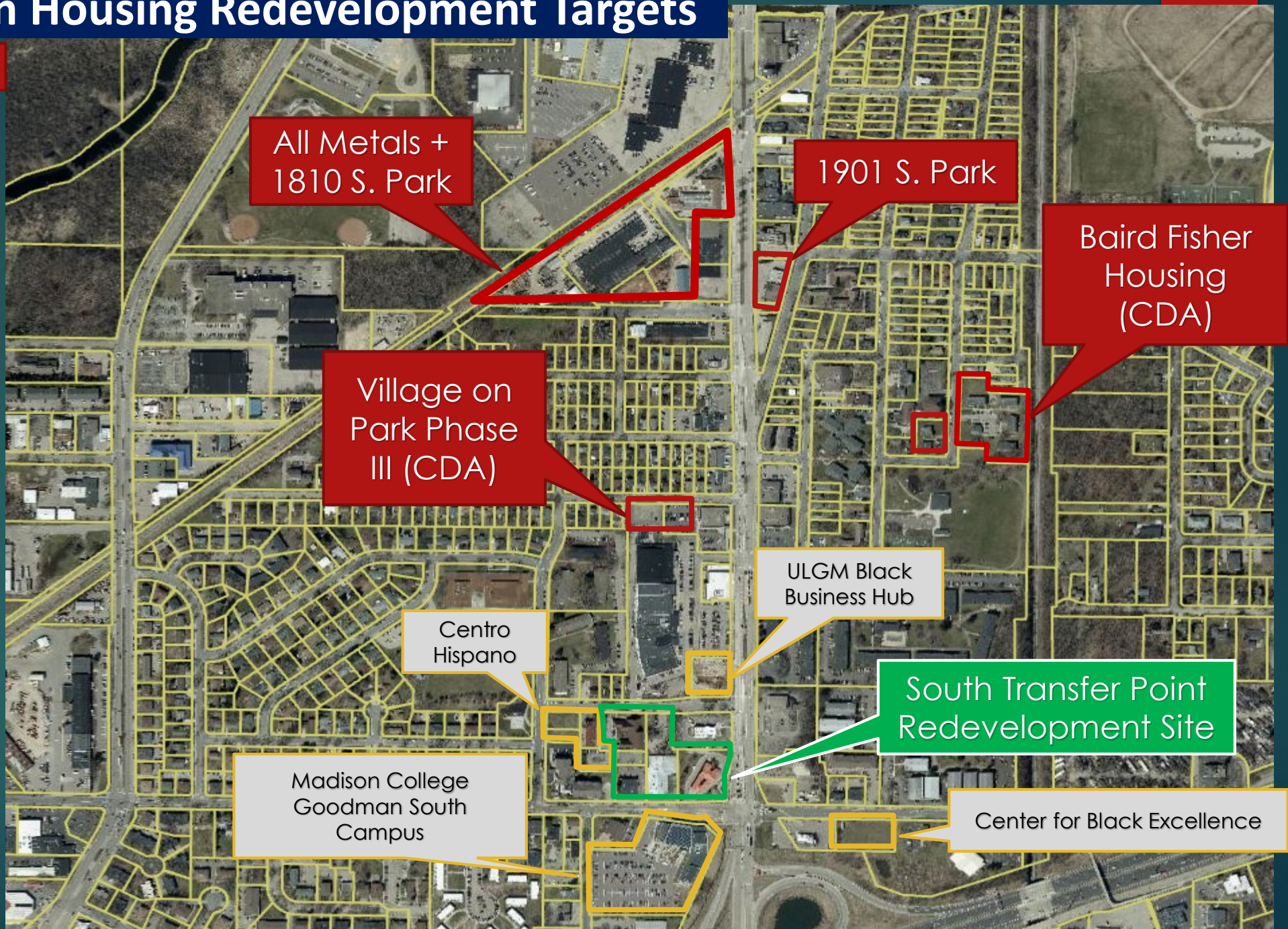
West Badger Road and South Park Street Block

- **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



South Madison Housing Redevelopment Targets

(City owned properties)



All Metals +
1810 S. Park

1901 S. Park

Baird Fisher
Housing
(CDA)

Village on
Park Phase
III (CDA)

ULGM Black
Business Hub

Centro
Hispano

South Transfer Point
Redevelopment Site

Madison College
Goodman South
Campus

Center for Black Excellence

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



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

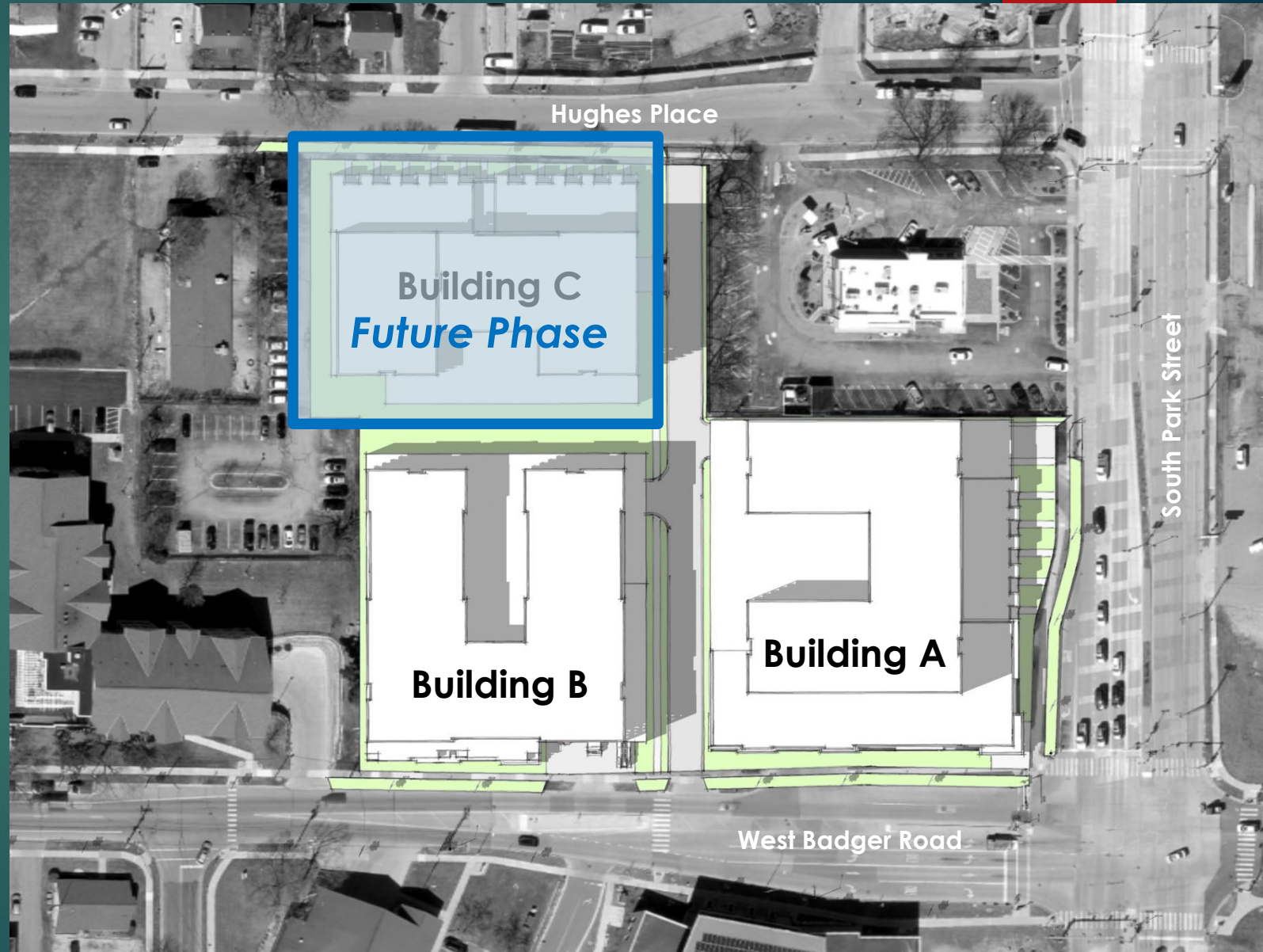
- Madison Fire Department
- Apartments
- Structured Parking

Future Phase 3

Building C*

- Apartments
- Structured Parking

*Madison Police Department
Moves to Town Hall site



West Badger Road and South Park Street Block - Feedback

- Ensure housing is actually affordable
- Buildings are too tall, too much density
- Need for senior & family housing
- Opportunity to showcase green building
- Want green spaces for public use/connect to parks
- Address increased traffic/improve pedestrian experience
- Make new spaces affordable for restaurants & small businesses
- Daycare center is needed
- Concern about fire station & beltline noise

W Badger Rd & S Park St Block – Request for Qualifications (RFQ)

- RFQ will identify development partner
 - Local preference
 - MBE/DBE requirement
- Development Partner will:
 - Assist in creation of a vision for the project
 - Prepare a master plan
 - Facilitate public input sessions, public hearings
 - Develop a financial plan
 - Assist with implementation
 - Secure permits, reviews, approvals

W Badger Rd & S Park St Block – Request for Qualifications (RFQ)

Survey Questions

What is your Highest Priority for who this lives in this housing?

- A. Young workers
- B. Families
- C. Seniors
- D. Students
- E. Immigrants

W Badger Rd & S Park St Block – Request for Qualifications (RFQ)

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

While Housing is the highest priority for the City, there may be an opportunity for some smaller, associated uses within a larger development. What is your Highest Priority for Other Associated Uses?

- A. Coffee shop/cafe
- B. Restaurant
- C. Offices (Non-profit/Banking/Dentist/Veterinarian/Realtor)
- D. Other

What is your Highest Design Priority (other than size and density of the development)?

- A. Sustainability
- B. Open Space/site amenities
- C. Pedestrian circulation and safety
- D. Iconic Design
- E. Other

What is your **OVERALL** Highest Priority for the site?

- A. Affordable Housing
- B. Market-rate Housing
- C. Building Design
- D. Sustainability
- E. Opens Space/Recreation for building residents

W Badger Rd & S Park St Block – Request for Qualifications (RFQ)

Open Ended Question Sheet

West Badger Road and South Park Street Block – Next Steps

Public Information Meeting #2 – Gather info to guide RFQ

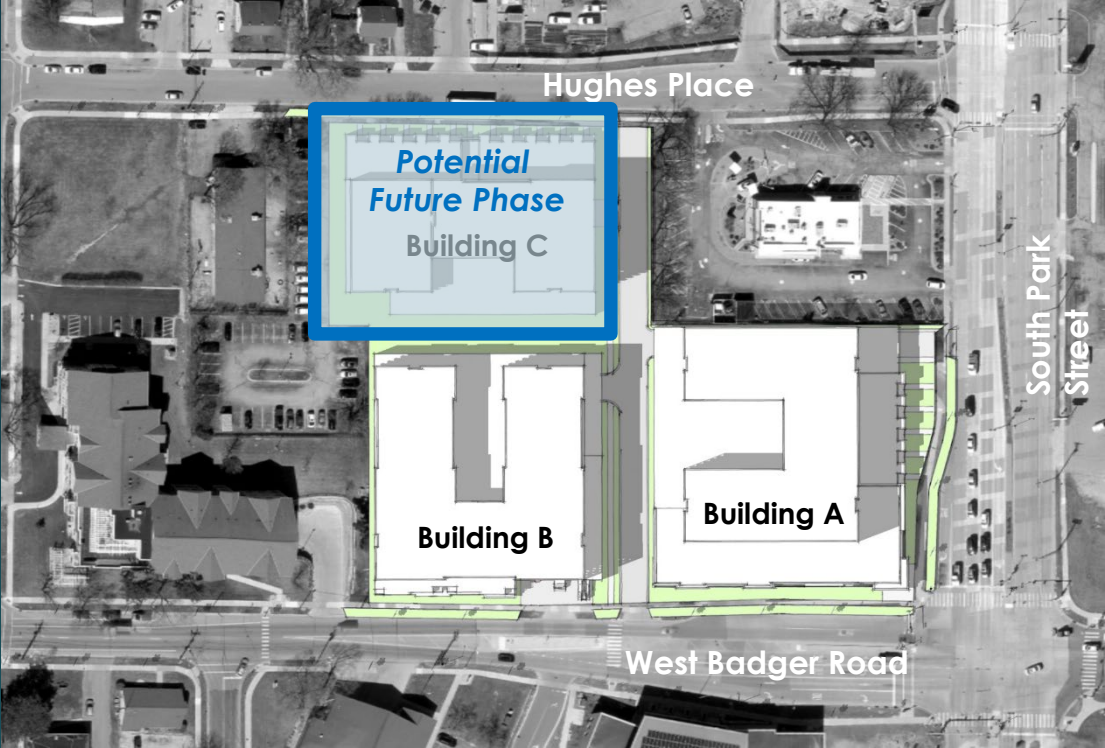
- October 26 at Noon (virtual) and 6 pm at Village on Park
- Meeting with Seniors at Burr Oak Senior Living – 10/27
- Meeting with South Madison service providers – 10/23

Develop and issue RFQ

- Council approved CDA being Lead agency for the project
- Budget process – Funding for rebuilding fire, PHMDC offices, moving Police Department
- CDA reviews RFQ at **November 9** CDA Board Meeting
- Release RFQ quarter 4, 2023

Additional Public input sessions once development partner is selected

Questions/Discussion



Sign up for email notifications:

<https://www.cityofmadison.com/dpced/planning/west-badger-road-and-south-park-street-concept-plan/3906/>