



*Fourth*  
**COMMUNITY  
MEETING**

**PARK  
BADGER**  
REDEVELOPMENT

**PARK BADGER MADISON .COM**

An aerial photograph of a suburban neighborhood. In the foreground, a large building with a red roof is under construction, with a yellow crane visible. A blue and white bus is parked in front of it. The surrounding area includes residential houses, trees, and a parking lot with several cars. The text 'WELCOME!' and 'Why are we here?' is overlaid in a bright green color.

**WELCOME!**  
Why are we here?

**PARK BADGER MADISON .COM**

# OUR SHARED GOALS



- Increase housing opportunities
- Environmentally-friendly, sustainable construction + operations
- Meaningful incorporation of community-driven feedback

# MEET THE REDEVELOPMENT TEAM



Community (You)



Owner

**Alexander**  
*Company*

Lead Developer



**CAPTAINS INC**  
Real Estate Management

Co-Developer



Success by Design

Planner + Architect



Fire Station Design



Landscape Architect



Engineer



Contractor



Contractor

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# TYPES OF HOUSING



**WORKFORCE  
HOUSING FOR  
INDIVIDUALS  
+ SMALLER  
HOUSEHOLDS**



**SENIOR  
HOUSING**



**HOUSING  
FOR LARGER  
HOUSEHOLDS +  
POSSIBLE HOME  
OWNERSHIP**

# MADISON FIRE DEPARTMENT



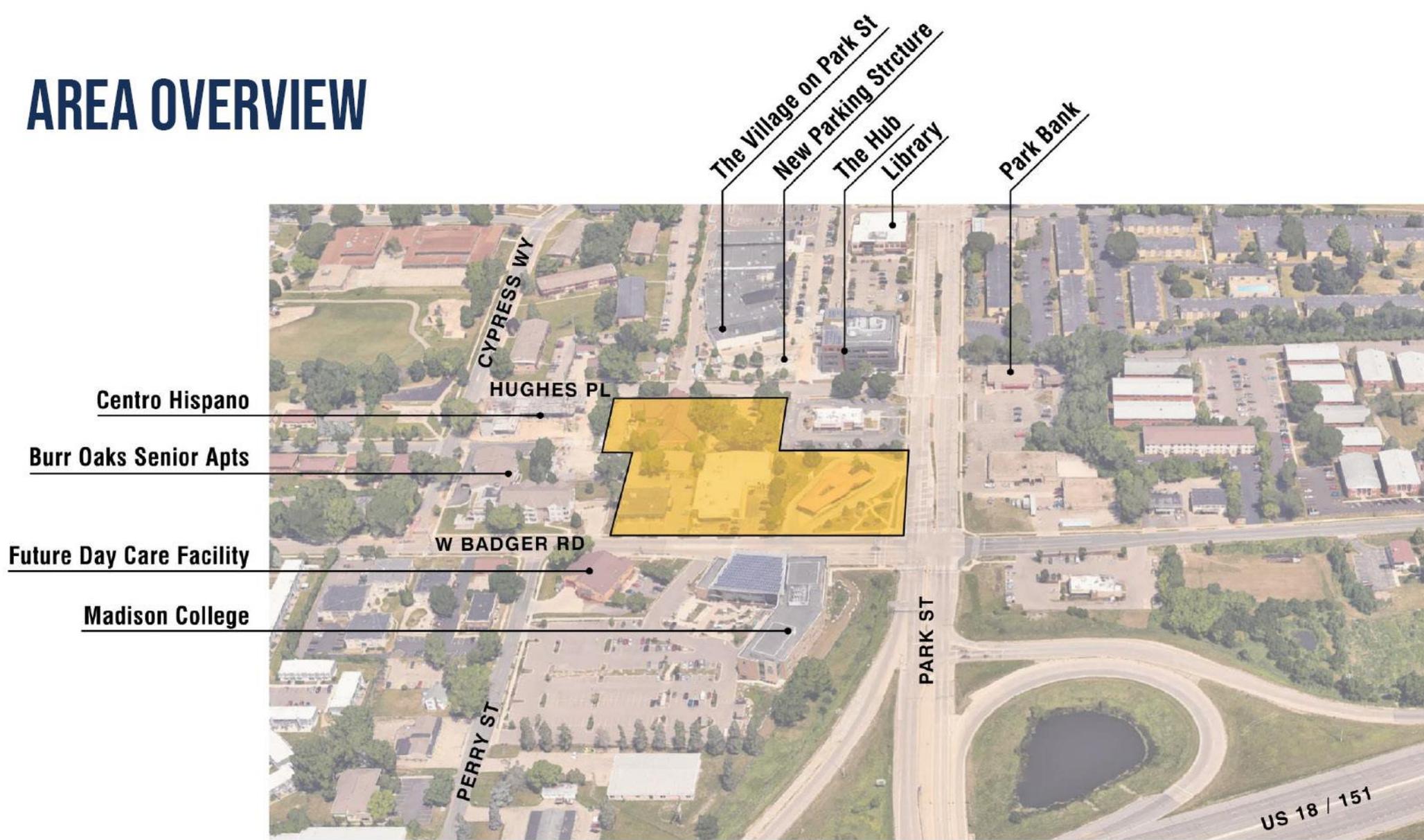
- New location will set the industry standard
- Great community-centric addition, space for variety of uses
- Investment in south side
- Service for all current and future community needs

# PUBLIC HEALTH MADISON & DANE COUNTY

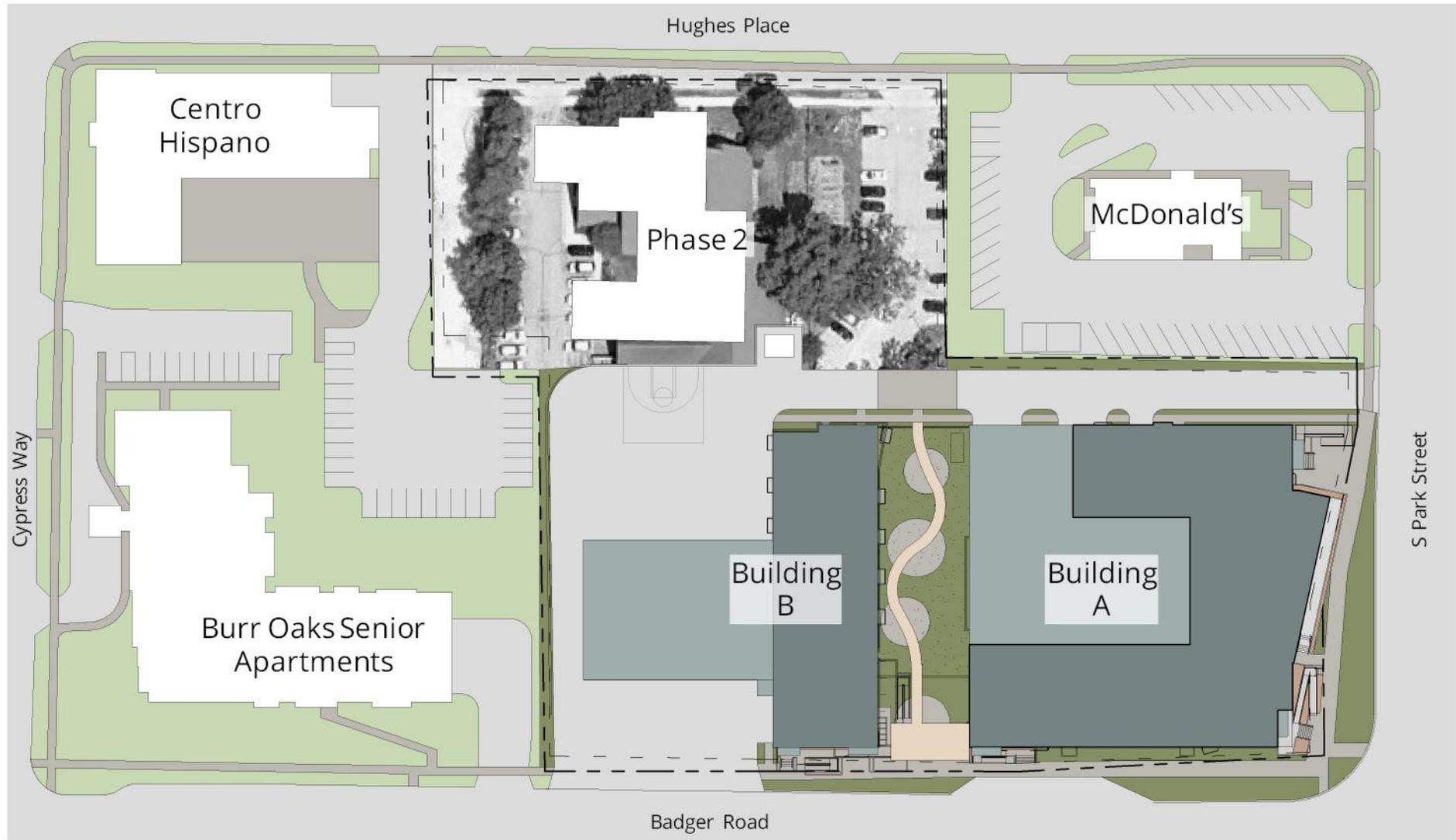


- Best in class
- Improved service, amenities, and spaces
- Focus on larger demographic, quality of life through enhanced amenities and space

# AREA OVERVIEW



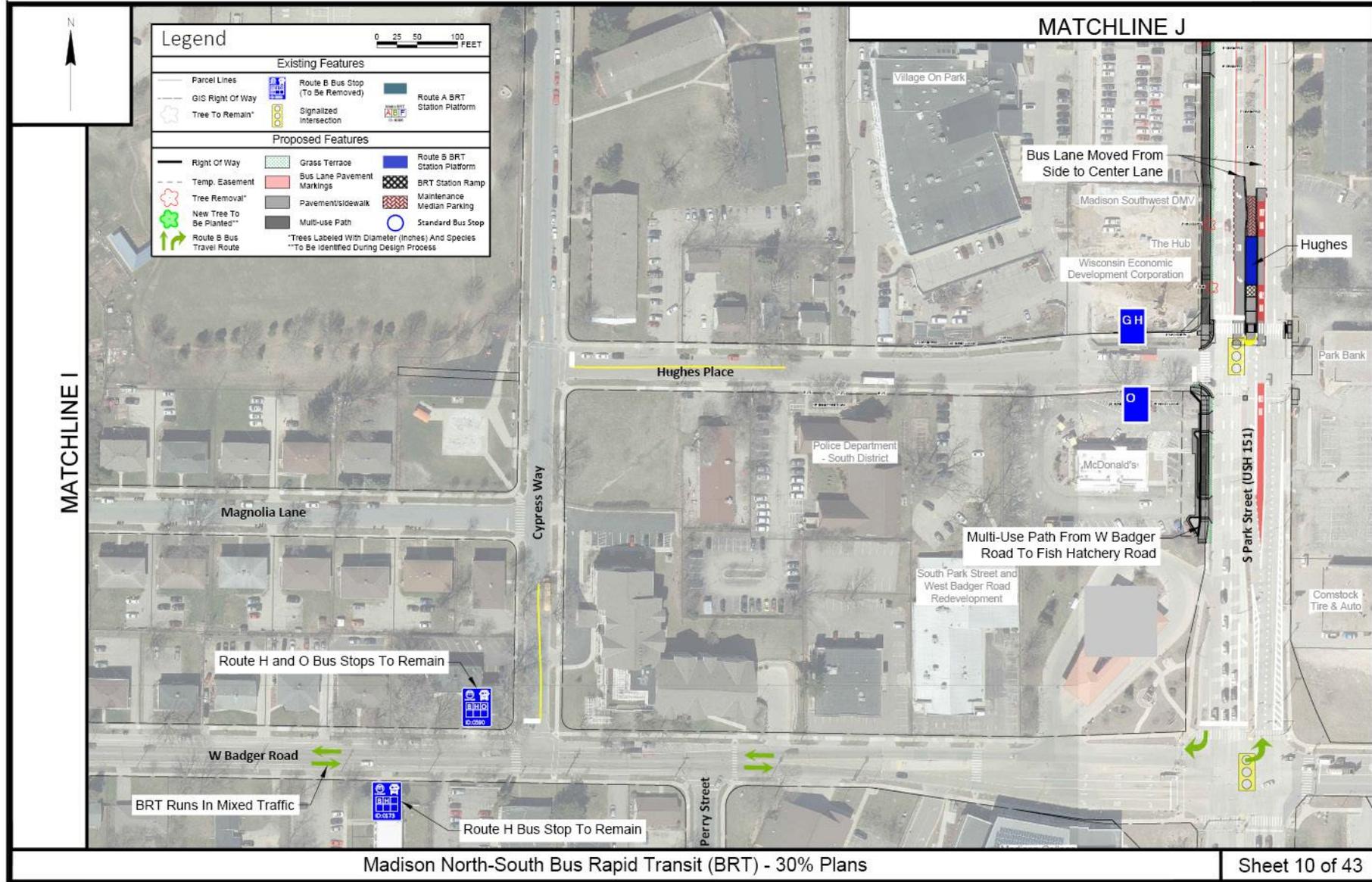
# SITE PLAN





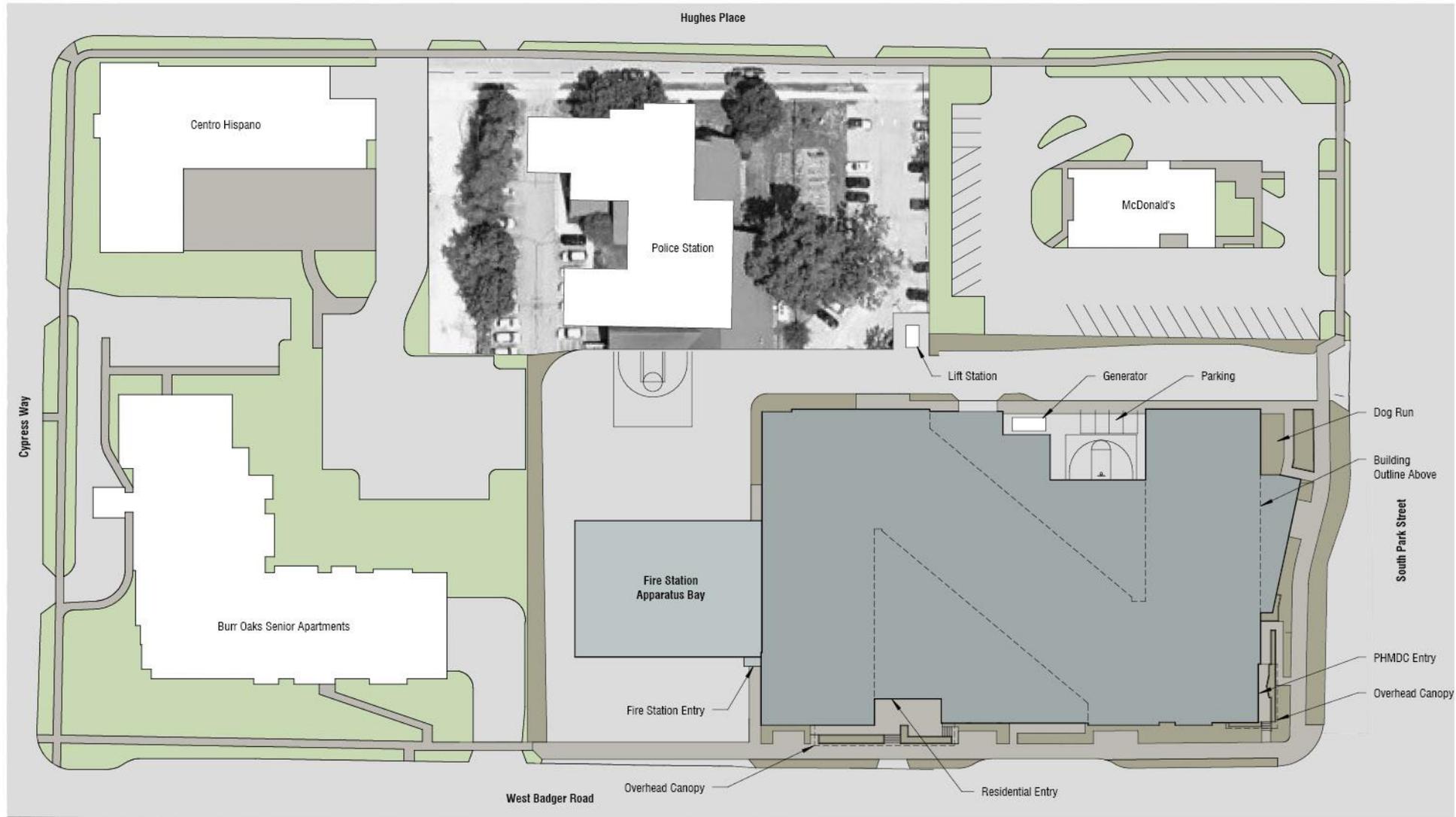
[PARK BADGER MADISON .COM](http://PARK_BADGER_MADISON.COM)

# BUS RAPID TRANSIT



Madison North-South Bus Rapid Transit (BRT) - 30% Plans

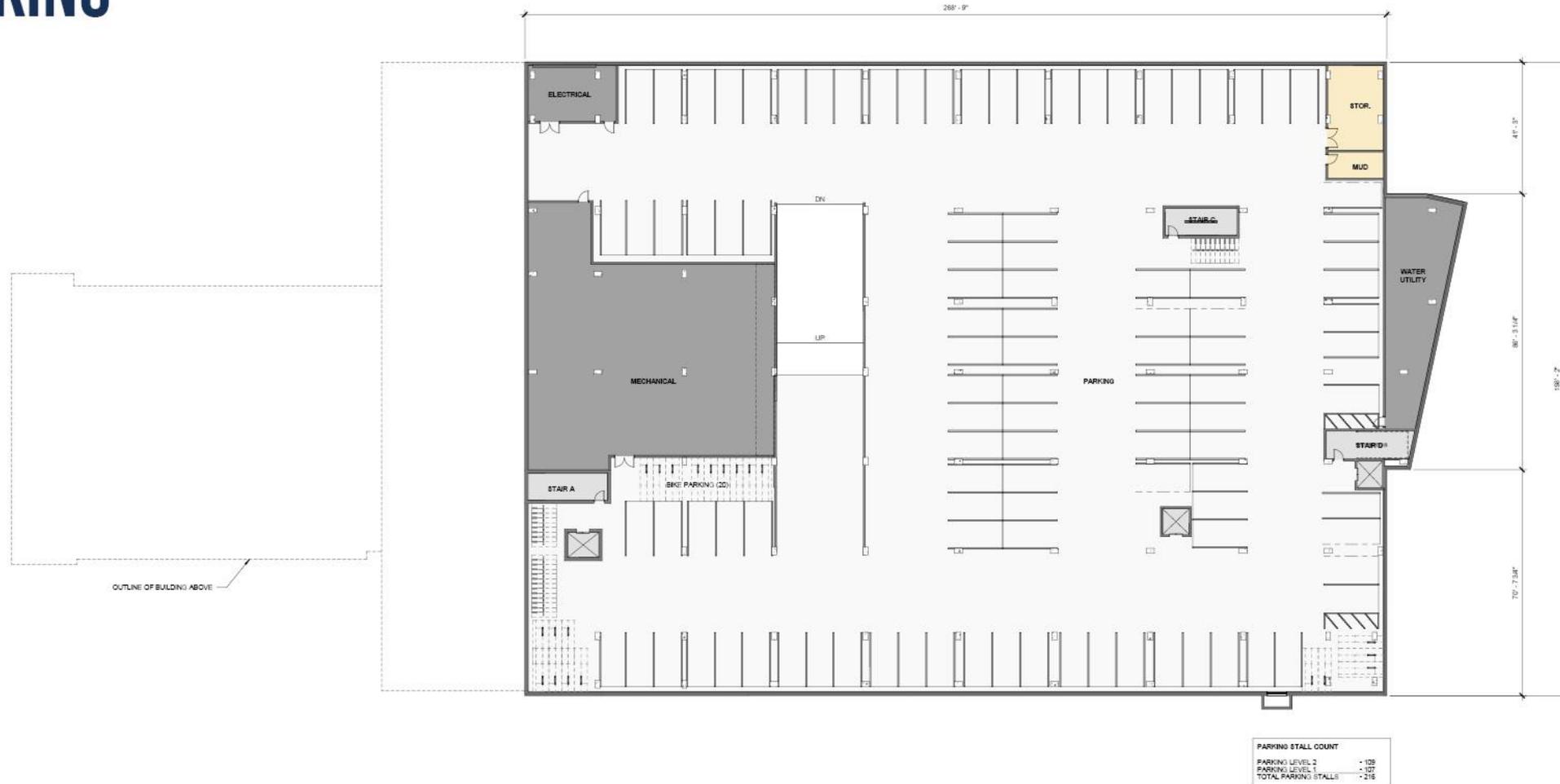
# NEW SITE PLAN



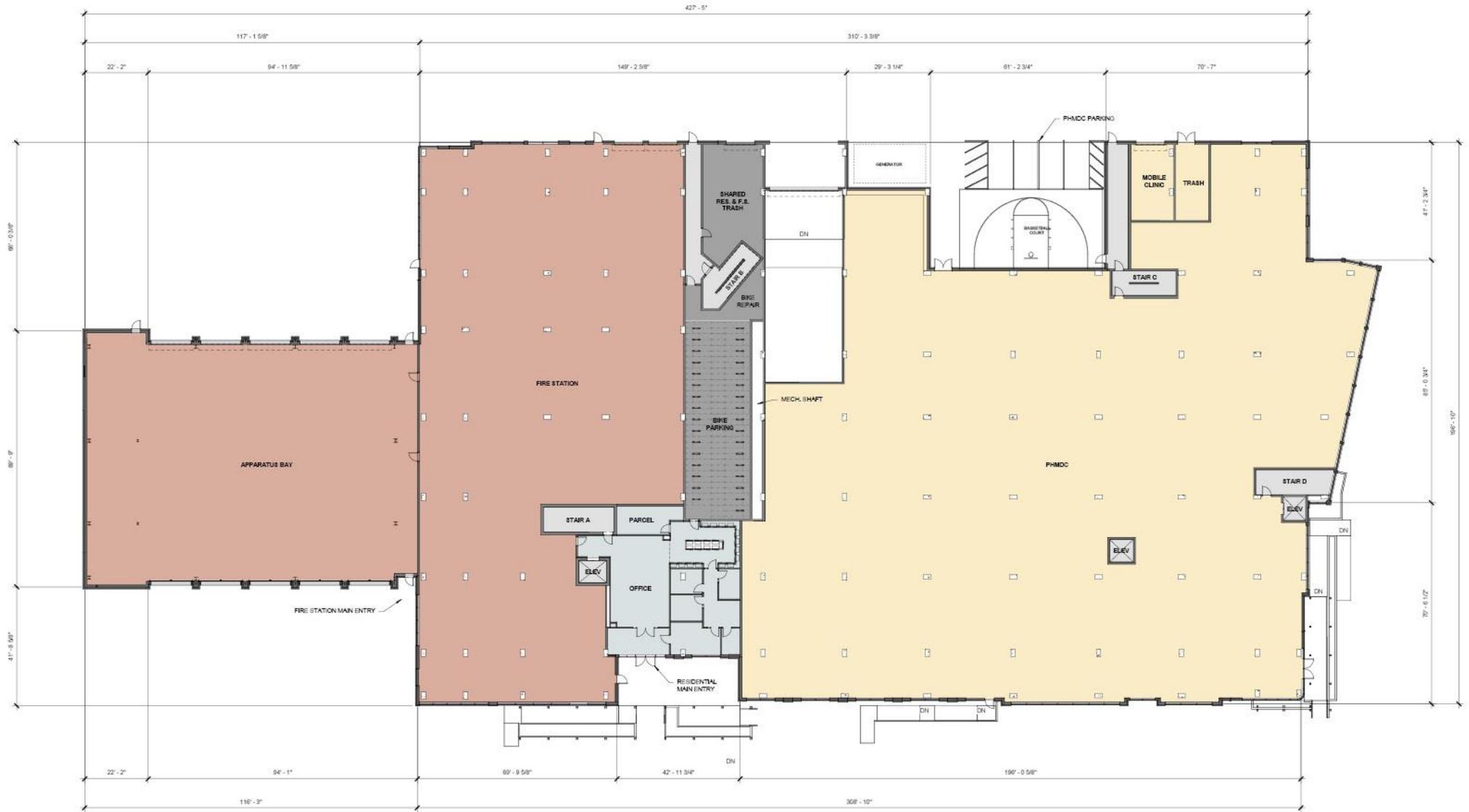
# AMENITIES

- Fitness center
- Indoor club room for resident events and gatherings
- Rooftop terraces with grilling areas for resident events and gatherings
- Basketball court
- Game Room
- Ample parking for cars and bikes, included in rent
- Interior resident storage
- Interior resident bike parking
- In-unit laundry for residents
- On-site Management and Maintenance

# PARKING



# FIRST FLOOR



# SECOND FLOOR





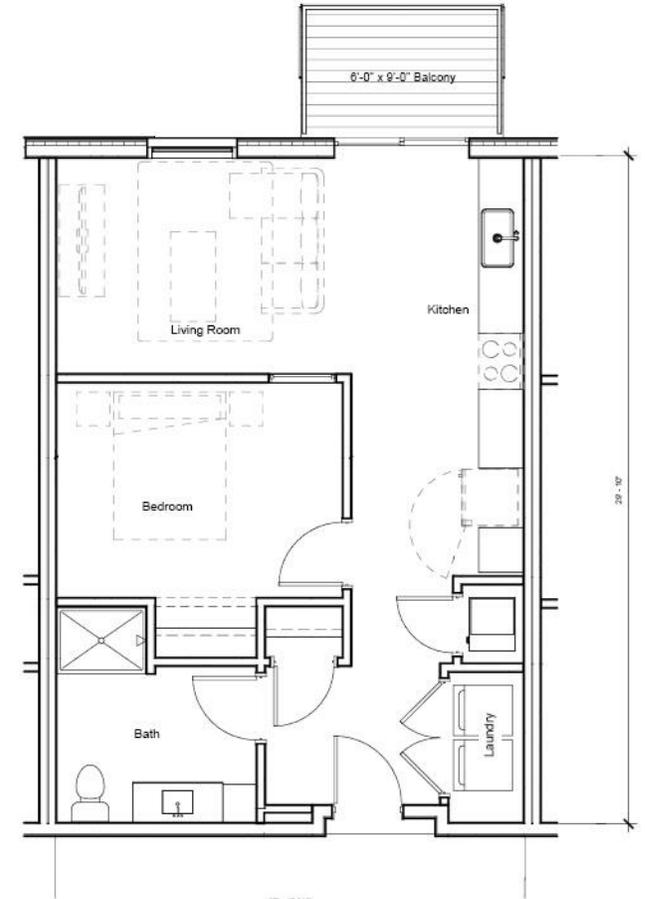
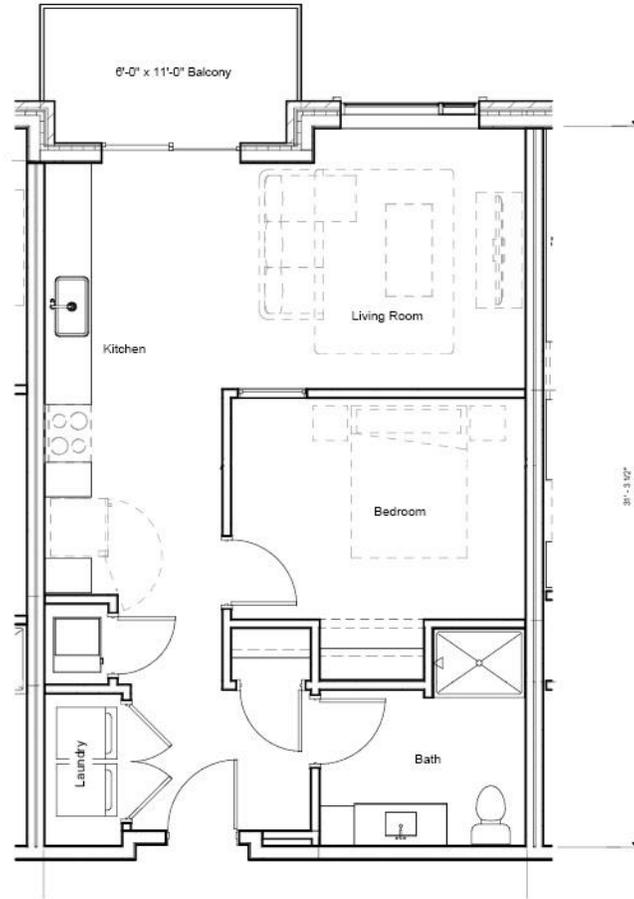
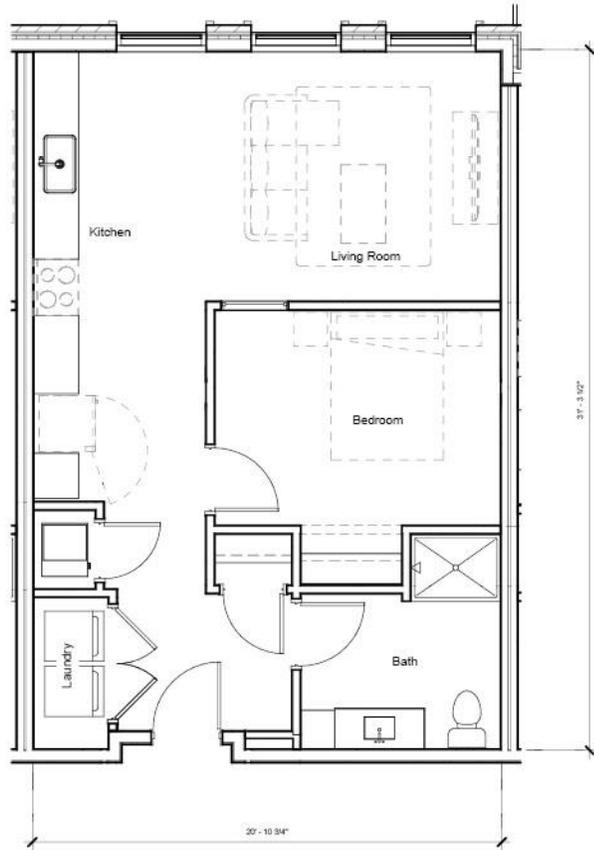
# SIXTH FLOOR SENIOR LEVEL



# APARTMENT MIX

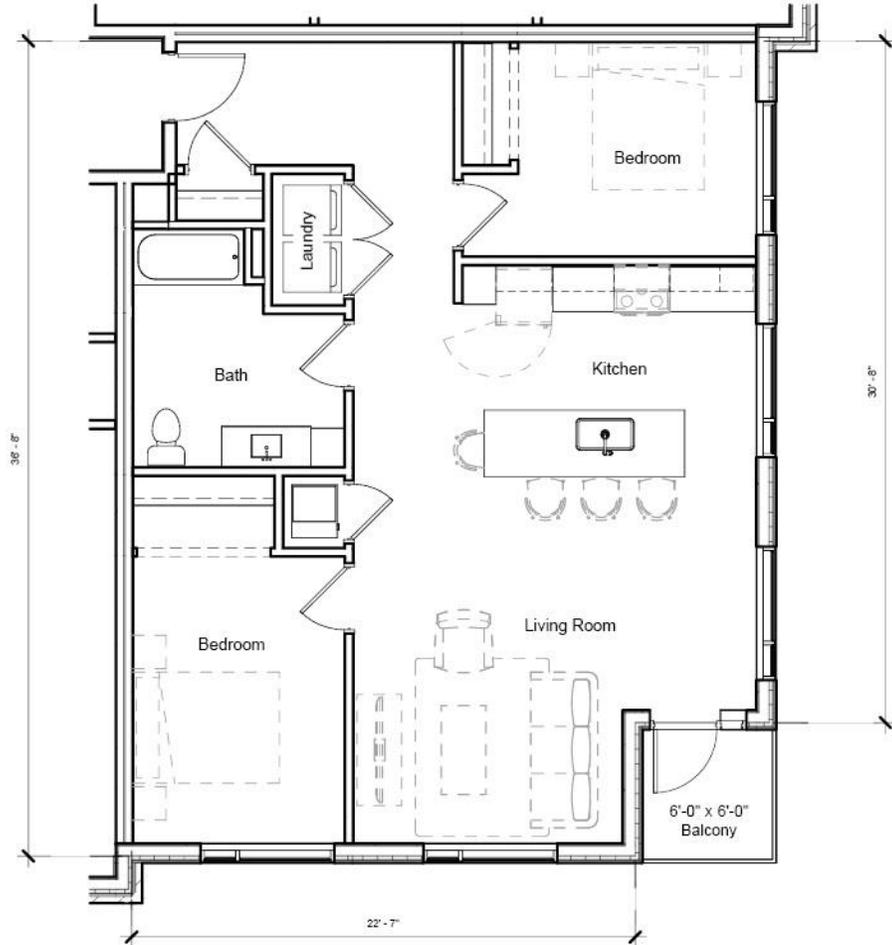
|                  | <b>ONE<br/>BEDROOMS</b> | <b>TWO<br/>BEDROOMS</b> | <b>THREE<br/>BEDROOMS</b> | <b>TOTAL</b> |
|------------------|-------------------------|-------------------------|---------------------------|--------------|
| <b>WORKFORCE</b> | 140                     | 19                      | 16                        | 175          |
| <b>SENIOR</b>    | 40                      | 6                       | 0                         | 46           |
| <b>TOTAL</b>     | 180                     | 25                      | 16                        | 221          |

# ONE BED PLANS 643 average sf



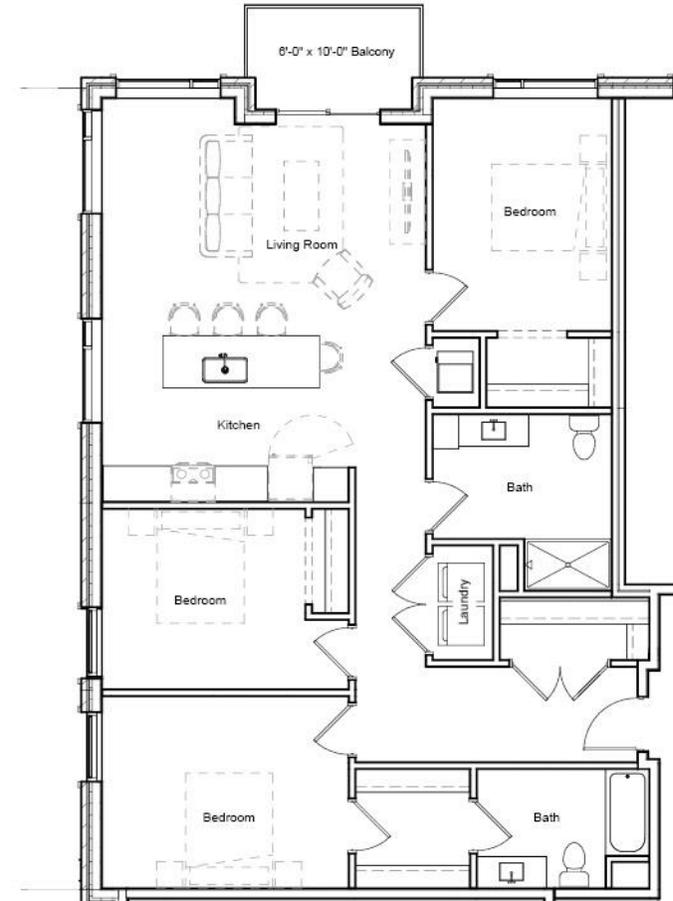
# TWO BED PLAN

1,024 average sf



# THREE BED PLAN

1,350 average sf



# ELEVATIONS



1 NORTH ELEVATION  
1/16" = 1'-0"



2 EAST ELEVATION - S. PARK ST  
1/16" = 1'-0"



# ELEVATIONS



4 EAST ELEVATION  
1/16" = 1'-0"



1 WEST ELEVATION  
1/16" = 1'-0"



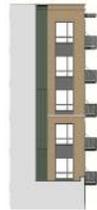
6 WEST ELEVATION  
1/16" = 1'-0"



2 SOUTH CENTRAL WING ELEVATION  
1/16" = 1'-0"



5 WEST ELEVATION  
1/16" = 1'-0"



7 EAST ELEVATION  
1/16" = 1'-0"



3 NORTH CENTRAL WING ELEVATION  
1/16" = 1'-0"



Potter  
Lawson

Success by Design





**Potter  
Lawson**

Success by Design





**Potter  
Lawson**

Success by Design



# TIMELINE

**MARCH 2026**

Land Use  
Application

**MAY 2026**

WHEDA 4%  
Tax Credit  
Application

**OCTOBER 2026**

Construction  
Starts

# QUESTION & ANSWER

# THANK YOU

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to receive updates and continue  
sharing your voice