



First
**COMMUNITY
MEETING**

**PARK
BADGER**
REDEVELOPMENT

PARK BADGER MADISON .COM

PLEASE KNOW

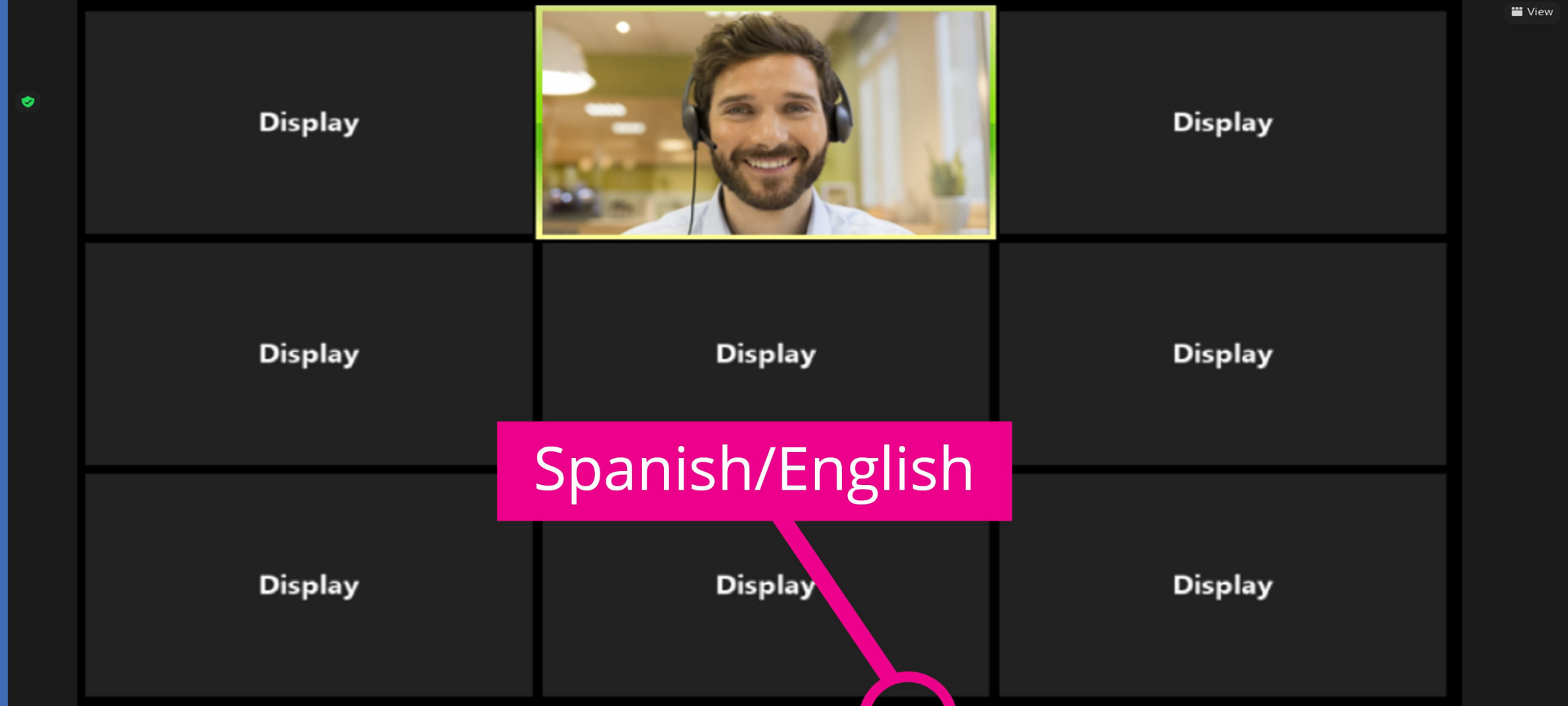
This meeting will be recorded

*By continuing to be in the meeting, you are consenting
to being recorded*

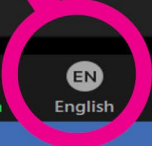
Stay muted until after presentation

Use **“Raise Hand”** for questions and comments

Can use **Chat** for questions, comments,
or if you have technical issues



Spanish/English





Display

Display

Display

Display

Display

Mute
Phone: *6

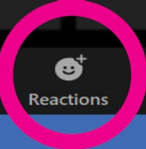
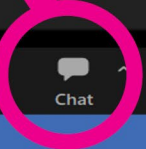
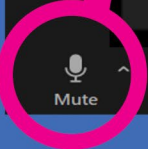
Chat

Raise Hand in Reactions
Phone: *9

Display

Display

Display



Mute Stop Video

Participants 4

Chat

Share Screen

English

Reactions

Apps

Leave

WHY ARE WE HERE?

To hear from you.

PARK BADGER MADISON .COM

MEET THE PLANNING TEAM

Alexander
Company

New
Year
INVESTMENTS


CAPTAINS INC
Real Estate Management


BRANDNU DESIGN STUDIO

**Potter
Lawson**
Success by Design



PARK BADGER MADISON .COM

MEET THE REDEVELOPMENT TEAM



Community (You)



Owner



Lead Developer



Co-Developer



Consulting Developer



Planner + Architect



Public Art Consultant



Fire Station Design



Landscape Architect



Engineer



Contractor



Contractor



LEAD DEVELOPER

Alexander
Company



Rimrock Road, Madison

EST.
1981

WHO WE ARE

- National leader in workforce housing
- Manages 2,000+ apartments
- Created 5,000+ apartments
- Invested \$120M+ in south side

PARK BADGER MADISON .COM

CO-DEVELOPER



CAPTAINS INC
Real Estate Management



E. Wilson Street, Madison

EST.
2020

WHO WE ARE

- Minority-owned business
- Manages 230+ apartments
- Emerging workforce housing developer
- Strong ties to ownership and banking

PARK BADGER MADISON .COM



**CONSULTING
DEVELOPER**

**New
Year**
INVESTMENTS



S. Park Street, Madison

EST.
2019

WHO WE ARE

- Woman-owned developer
- 40+ years of combined experience
- Focuses on mixed use and housing projects in Madison area
- Committed to improving the built environment and strengthening our community

PARK BADGER MADISON .COM



**PUBLIC ART
CONSULTANT**



BRANDNU DESIGN STUDIO



S. Fairchild Street, Madison

EST.
2020

WHO WE ARE

- Minority-owned business
- 2022 Wisconsin Young Architect of The Year
- Creator of Hip Hop Architecture Camp
- Creator of Village on Park Mural

PARK BADGER MADISON .COM



**PLANNING +
ARCHITECTURE**

**Potter
Lawson**

Success by **Design**



University Row, Madison

EST.
1913

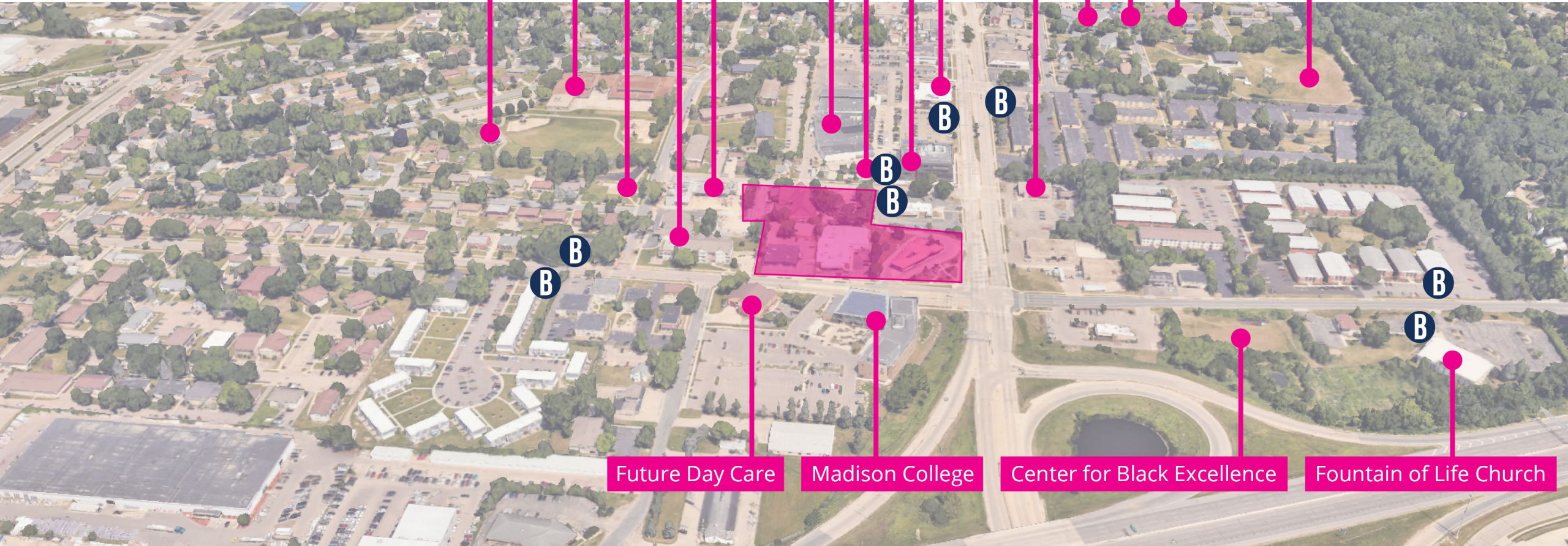
WHO WE ARE

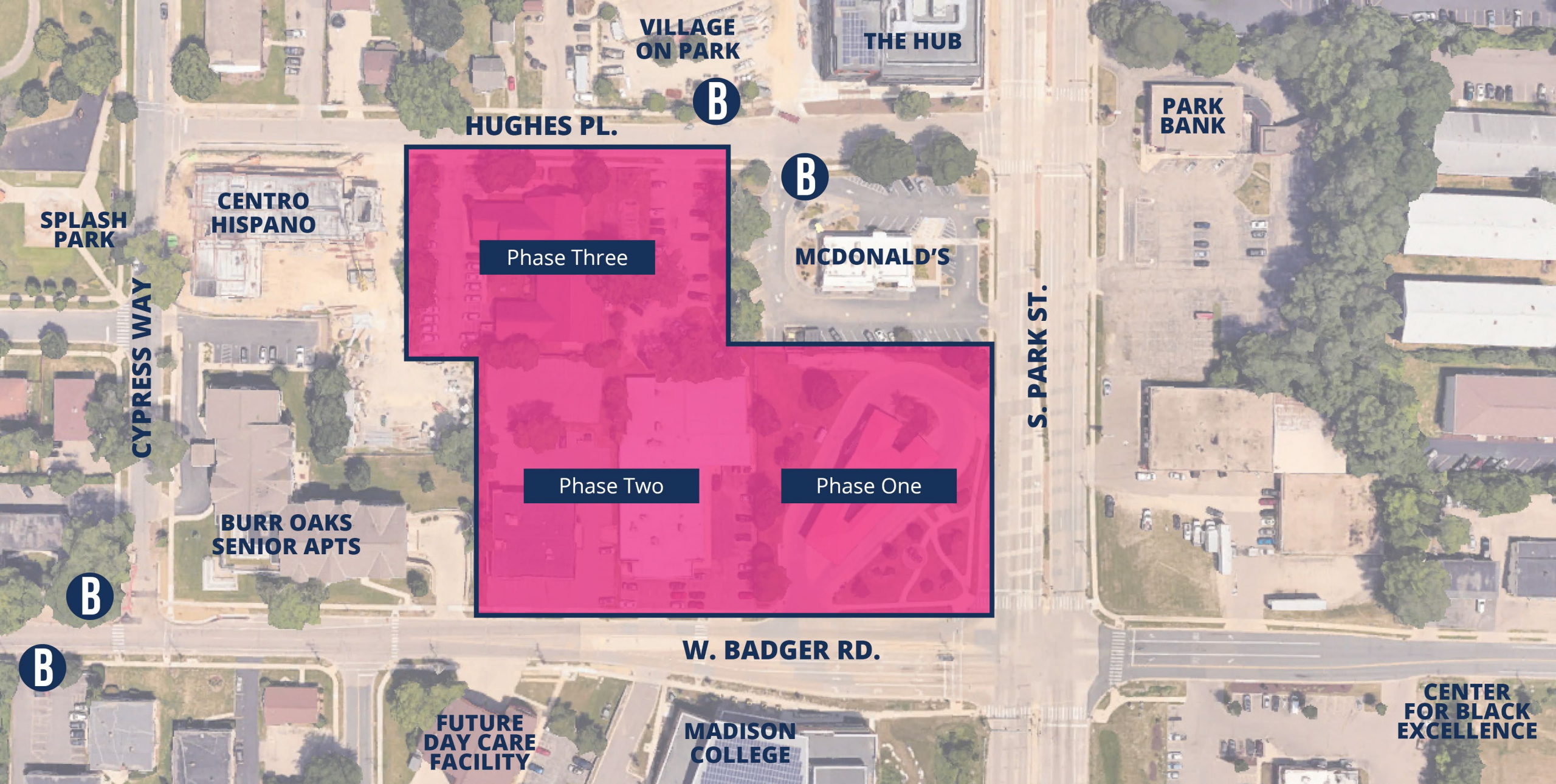
- Woman-owned business
- Designed over 5,500 apartments
- Designed over \$1B in healthcare
- Leader in sustainability
- Passionate about placemaking

PARK BADGER MADISON .COM

SOUTH SIDE PROJECTS

B Bus Stop





VILLAGE ON PARK

THE HUB

B

HUGHES PL.

PARK BANK

SPLASH PARK

CENTRO HISPANO

Phase Three

B

MCDONALD'S

CYPRESS WAY

S. PARK ST.

Phase Two

Phase One

BURR OAKS SENIOR APTS

B

W. BADGER RD.

B

FUTURE DAY CARE FACILITY

MADISON COLLEGE

CENTER FOR BLACK EXCELLENCE

TIMELINE

2024

Master
Planning

2025

Financing
+ Building
Design

2026

Construction
Start



Public Health

MADISON & DANE COUNTY

Healthy people. Healthy places.

1% PUBLIC ART COMMITMENT
PUBLIC ART ENGAGEMENT →
PUBLIC ART DESIGN CHARETTES



FINANCING + MANAGEMENT

WHAT WE'VE HEARD TO DATE

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

OUR SHARED GOALS

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

- Property management needs to be local
- “Community-centric” development
- Buildings should “fit” the neighborhood
- Multi-generational housing
- Should not serve only lowest incomes
- Consistent/transparent communication
- Homeownership options
- Gentrification and Anti-displacement
- Keeping South Madison diverse
- Parking needs to be addressed

- Need for community spaces
- Need for resident supportive services
- Need well-lit communal spaces
- Crime prevention + public safety
- Include balconies or open space for residents
- Collaboration with Neighboring Businesses and Non-profits
- Environmental sustainability
- 600 apartments is too many

QUESTION + ANSWER

Please Visit

PARK BADGER MADISON .COM

to register for updates, ask questions,
and continue sharing your voice

THANK YOU

Next Steps: second community meeting in early fall

Visit **PARK BADGER MADISON .COM**

to receive updates and continue
sharing your voice