



Second
**COMMUNITY
MEETING**

**PARK
BADGER**
REDEVELOPMENT

PARK BADGER MADISON .COM

PLEASE KNOW

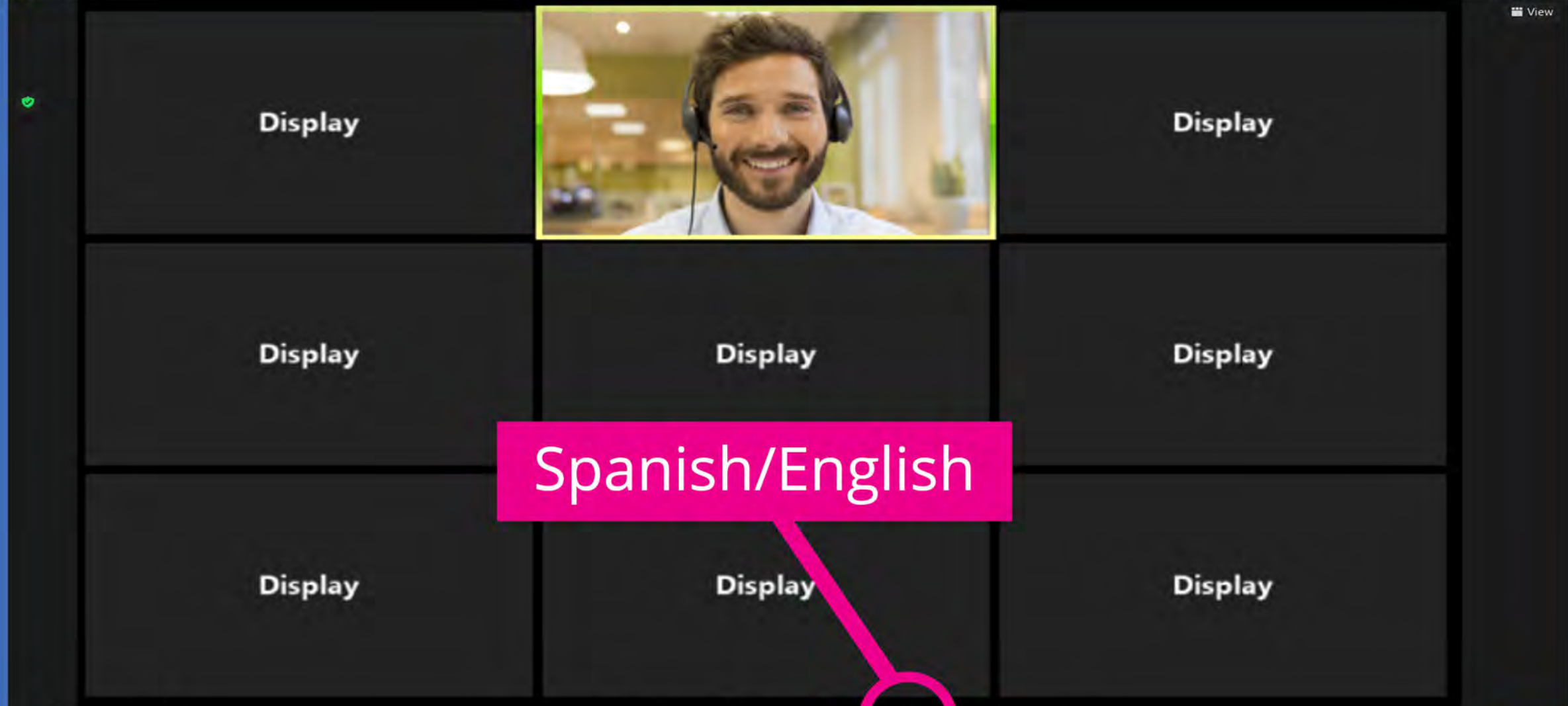
This meeting will be recorded

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

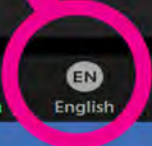
Stay muted until after presentation

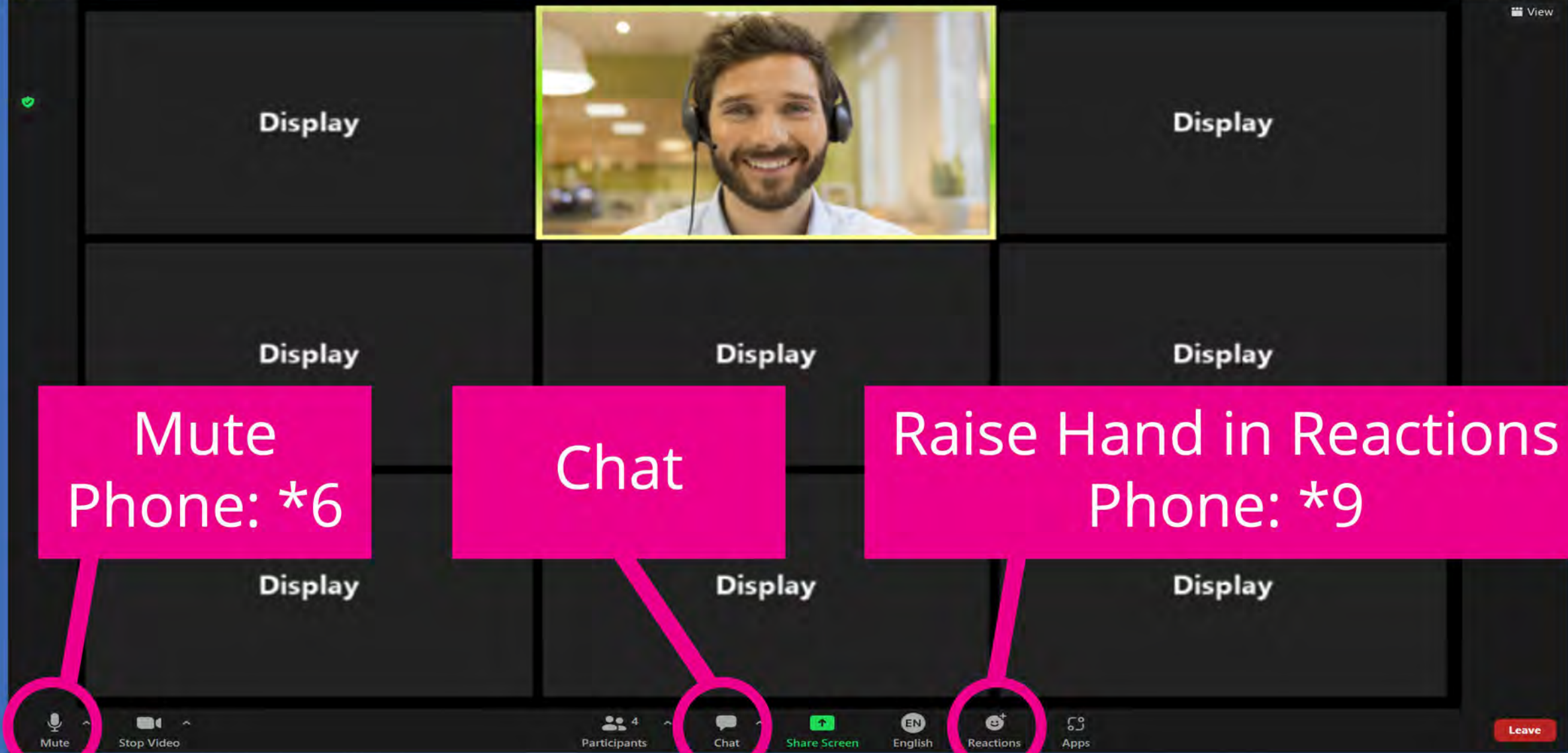
Use **“Raise Hand”** for questions and comments

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



Spanish/English





Mute
Phone: *6

Chat

Raise Hand in Reactions
Phone: *9

An aerial photograph of a town, likely Madison, Wisconsin, featuring a large building with a red roof and a blue and white bus parked nearby. The image is overlaid with a semi-transparent blue filter.

WELCOME!

Why are we here?

[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

MEET THE TEAM HERE TODAY



Alexander
Company



PARK BADGER MADISON .COM

MEET THE REDEVELOPMENT TEAM



Community (You)



Owner

Alexander
Company

Lead Developer



CAPTAINS INC
Real Estate Management

Co-Developer



**New
Year**
INVESTMENTS

Consulting Developer



Success by Design

Planner + Architect

OPN
ARCHITECTS

Fire Station Design



Landscape Architect

JSD

Engineer

JCP
CONSTRUCTION

Contractor

CULLEN
THE TOUGH JOB EXPERTS

Contractor

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TYPES OF HOUSING



**WORKFORCE
HOUSING FOR
INDIVIDUALS
+ SMALLER
HOUSEHOLDS**



**SENIOR
HOUSING**



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

MADISON HOUSING STATS

Rental vacancy is under 3%, a healthy market is closer to 5%

2,000-2,500 new units needed per year to keep up with growth

Affordable housing = housing that costs less than 30% of a household's income

Madison has 35,000 cost-burdened renter households (pay over 30%), and over 20,000 of those are severely cost burdened (pay over 50%)

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

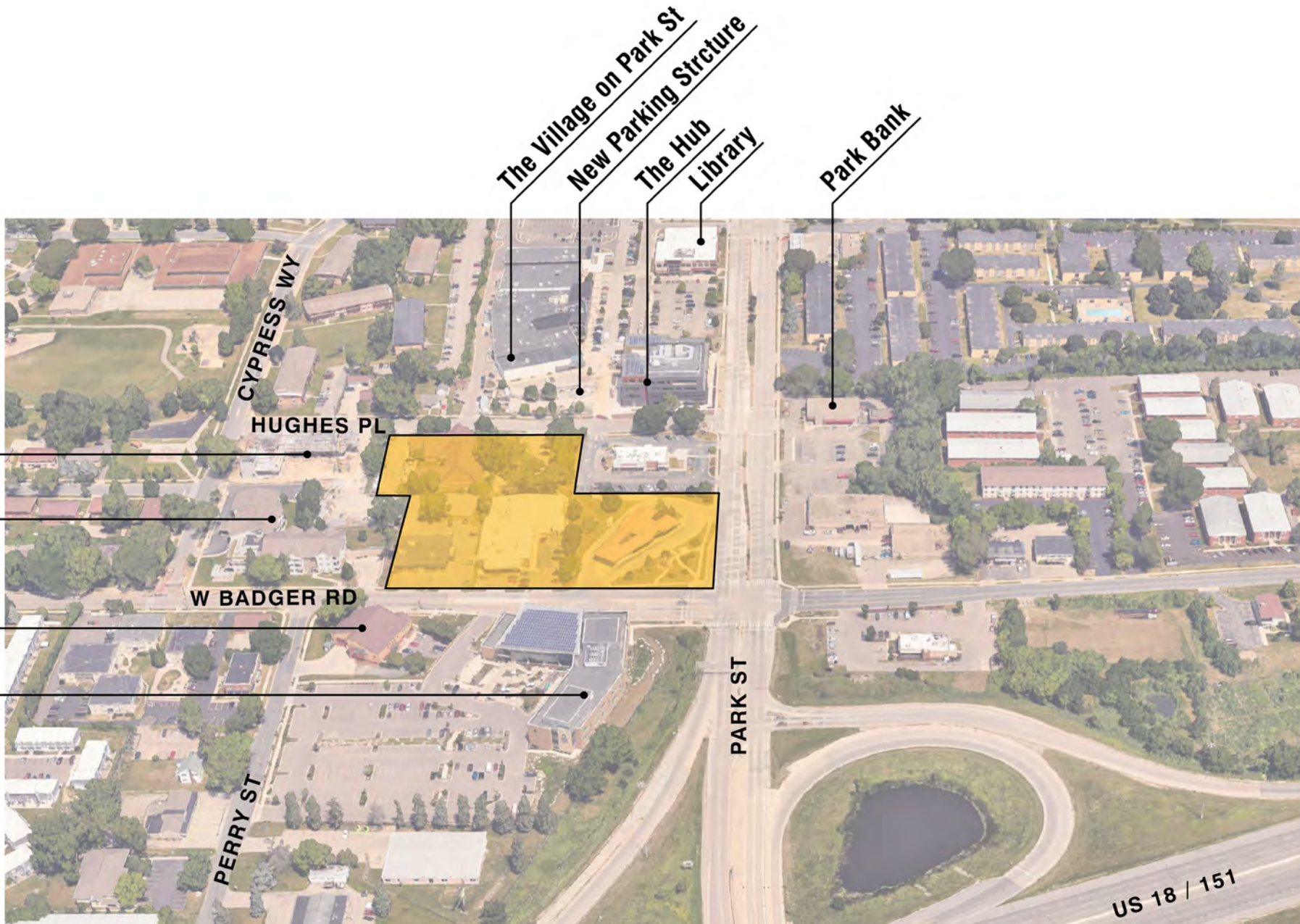


- Best in class
- Improved service, amenities, and spaces
- Focus on larger demographic, quality of life through enhanced amenities and space

MADISON POLICE DEPARTMENT: SOUTH DISTRICT



- Police station at capacity, needs more evidence storage
- Existing police station will remain until 2029/2030
- New police station is planned for the site of former Town of Madison Town Hall off of Fish Hatchery



Centro Hispano

Burr Oaks Senior Apts

Future Day Care Facility

Madison College

The Village on Park St
New Parking Structure
The Hub Library

Park Bank

CYPRESS WY

HUGHES PL

W BADGER RD

PERRY ST

PARK ST

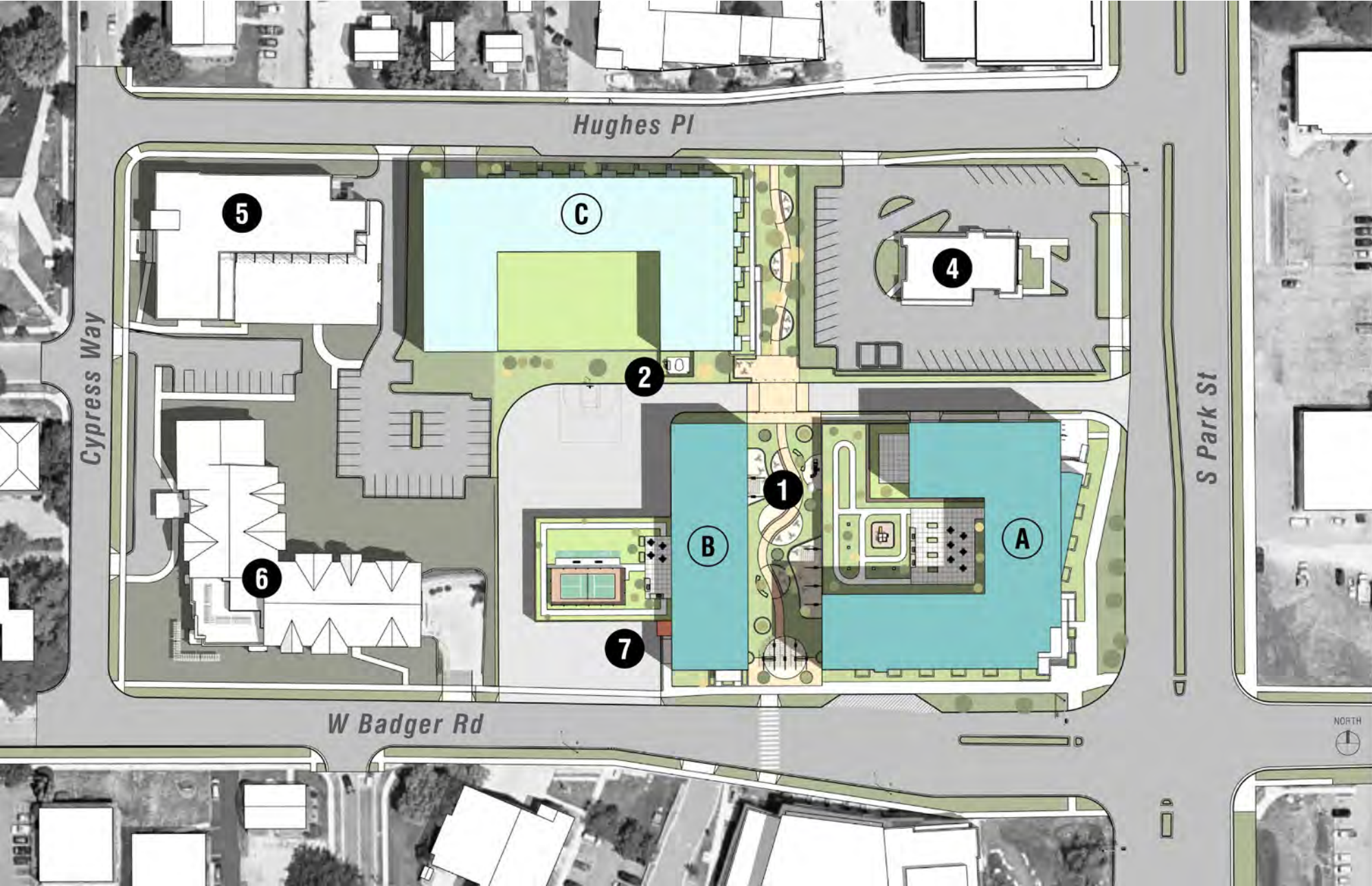
US 18 / 151

WHAT WE'VE HEARD TO DATE

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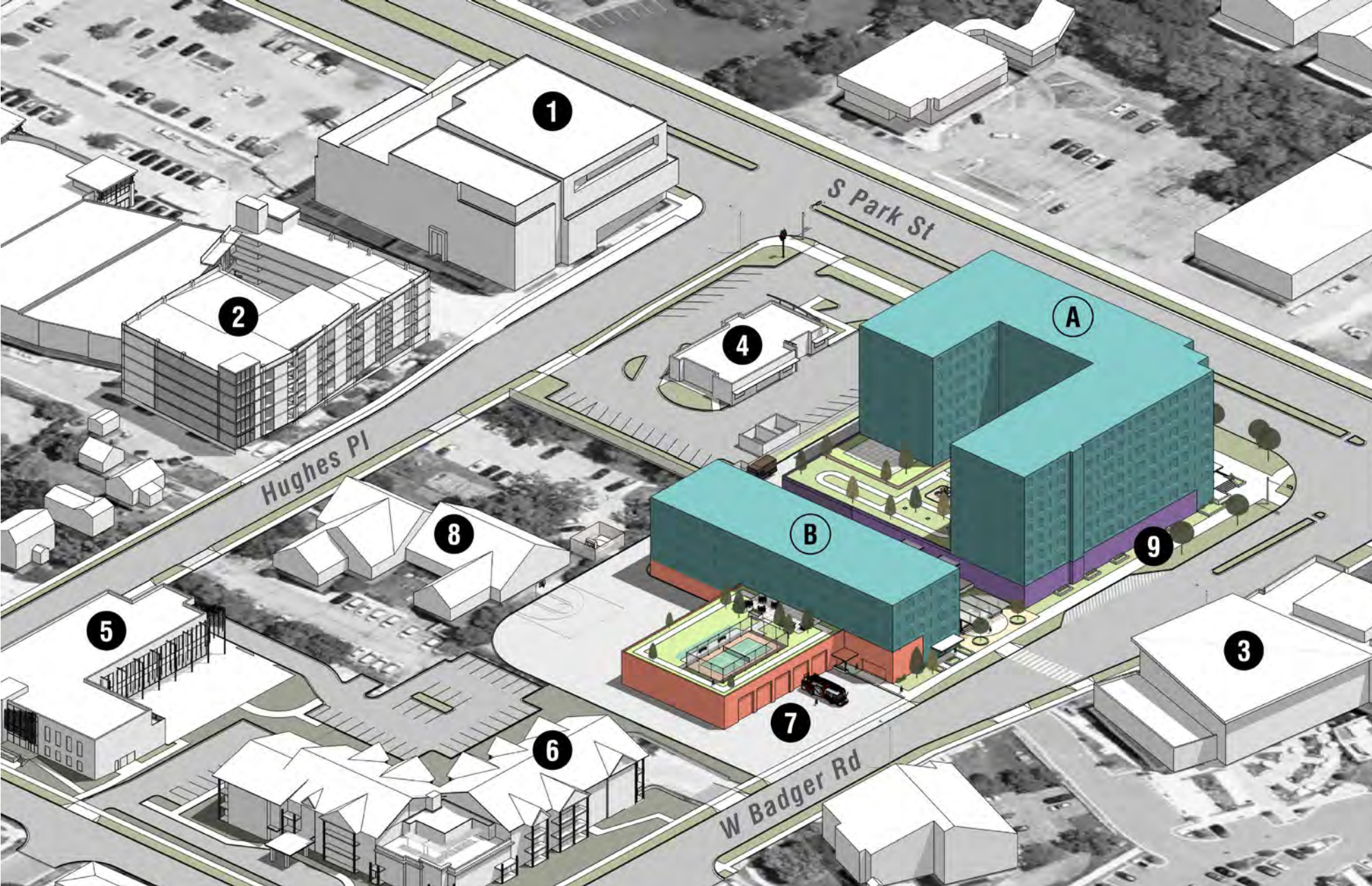
PRIMARY NEIGHBORHOOD FEEDBACK

- 600 units is too many, eight stories is too high
- Need more dedicated housing for seniors
- The area needs more food options
- Housing needs to be affordable
- Include more green space
- The buildings should be environmentally friendly
- Provide ample and affordable parking for residents and visitors
- Ensure housing serves variety of incomes and demographics
- Ensure safe pathways and crosswalks for site and residents
- Include home ownership opportunities, housing for families
- Ensure quality design and amenities

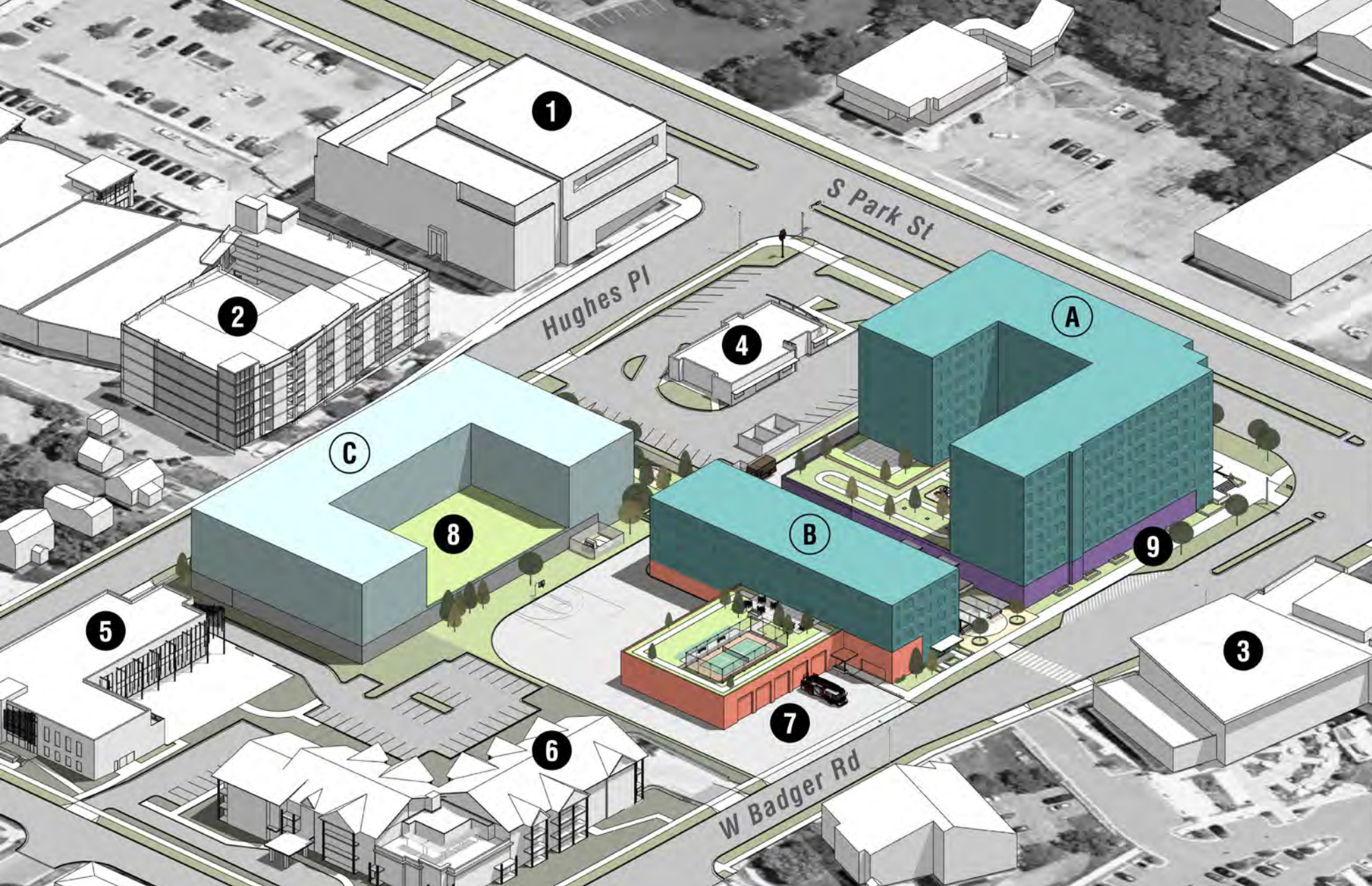


- Ⓐ *Building A*
- Ⓑ *Building B*
- Ⓒ *Building C (Phase 2)*

- ❶ *Green Space*
- ❷ *Lift Station*
- ❸ *Phase 2*
- ❹ *McDonald's*
- ❺ *Centro Hispano*
- ❻ *Burr Oaks Senior Apartments*
- ❼ *Fire Station*



- 1** *Black Business Hub*
- 2** *Planned Parking Structure*
- 3** *Madison College South Campus*
- 4** *McDonald's*
- 5** *Centro Hispano*
- 6** *Burr Oaks Senior Apartments*
- 7** *Fire Station*
- 8** *Phase 2*
- 9** *PHMDC*



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C

B

A

FIRE
STAT

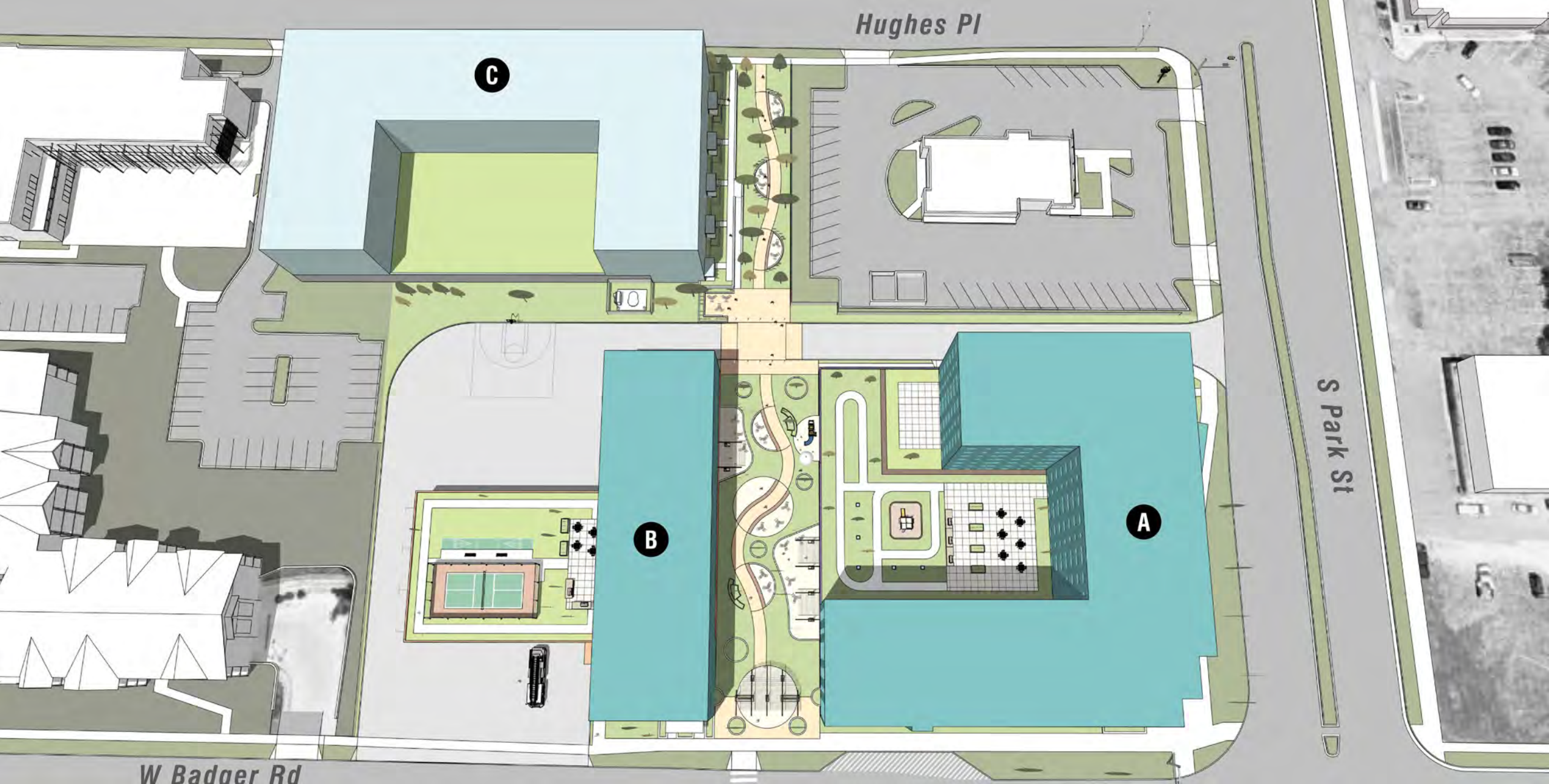
CLINIC

W Badger Rd

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Hughes Pl

C

B

A

S Park St

W Badger Rd

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QUESTION & ANSWER

THANK YOU

Next Steps: third community meeting in December

Visit **PARK BADGER MADISON .COM**

to receive updates and continue
sharing your voice