

(Termination Date: December 31, 2021)

Table of Contents

**A. Intent, Purpose, and Objectives.....3**

**B. Statutory Authority .....3**

**C. Consistency with Local Plans.....3**

**D. Project Boundary .....5**

**E. Existing Land Use and Zoning.....6**

**F. Existing Conditions .....6**

**G. Proposed Zoning and Land Uses .....6**

**H. Standards of Population Density, Land Coverage and Building Intensity .....6**

**I. Present and Potential Equalized Value.....7**

**J. Project Activities.....7**

**K. Project Financing.....7**

**L. Performance Standards .....7**

**M. Compliance with Applicable Local, State & Federal Regulations .....8**

**N. Redevelopment Plan Modification .....8**

**O. Relocation.....8**

**P. Land Disposition..... Error! Bookmark not defined.**

**Q. Proposed Public Improvements .....8**

**R. Termination of the District and Redevelopment Plan.....8**

**Map 1 - District Boundary.....9**

**Map 2 - Existing Zoning ..... 10**

**Map 3 - Existing Land Use ..... 11**

**Map 4 - Blight Results..... 12**

**Map 5 - Proposed Generalized Future Land Use (From City of Madison Comprehensive Plan)..... 13**

**Map 6 - Proposed Specific Land Use (Adopted Spring Harbor Neighborhood Plan) ..... 14**

**Map 7 - Proposed Zoning..... 15**

## **A. Intent, Purpose, and Objectives**

The Community Development Authority (CDA) of the City of Madison (City) proposes to create a redevelopment district (District) to advance the redevelopment of the University Avenue / Whitney Way area of Madison.

It is the CDA's intent to be prepared to respond to any anticipated projects and other opportunities in a timely and orderly fashion in order for development to occur. To implement this strategy, the CDA and the City have used and will continue to use various tools such as the CDA's tax-exempt bonds, Madison Capital Revolving Fund (MCRF) and where necessary and appropriate, the CDA's eminent domain powers and the City's tax incremental financing (TIF).

The purpose of this redevelopment plan (Plan) is to ensure that development occurs in a timely and orderly fashion that assists in the elimination of blighted conditions within the District.

## **B. Statutory Authority**

Section 66.1333, Wisconsin Statutes (Redevelopment Law), enables the preparation and adoption of this plan and its implementation.

## **C. Consistency with Local Plans**

The objectives of this plan are consistent with the *City of Madison Comprehensive Plan*, adopted by the City of Madison Common Council. The plan objectives are more fully detailed in the following documents which are all on file in the City Clerk's office, or available through the City of Madison Planning Department:

- *City of Madison Comprehensive Plan*, as adopted on January 17, 2006, and amended on May 17, 2011.
- *Spring Harbor Neighborhood Plan*, Nov 7, 2006

The creation of this plan meets several objectives as set forth in the City of Madison's Comprehensive Plan, including:

Volume II, Chapter 2 of the Comprehensive Plan stipulates goals and objectives that are consistent with the activities planned for the University Crossing Redevelopment District, including but not limited to the following:

- **Objective 10:** Achieve an efficient, balanced growth pattern by guiding new development, infill and redevelopment projects to planned development areas throughout the City of Madison.
- **Objective 11:** Seek to reduce the demand for vacant development land on the periphery of the City by encouraging urban infill, redevelopment, and higher development densities in areas recommended in City plans as appropriate locations for more intense development.
- **Objective 22:** Seek to reduce the demand for vacant development land on the periphery City by encouraging urban infill, redevelopment, and higher development densities at recommended in City plans as appropriate locations for more intense development.

- **Objective 35:** Maintain and enhance economically viable business centers as a source of local employment, a focal point for neighborhood activities and a centralized convenience shopping and service center for area residents.
- **Objective 39:** Provide for the growth and expansion of major community institutions such as colleges and universities, schools, medical facilities, governmental civic and cultural facilities, and similar uses while protecting the character and integrity of adjacent neighborhoods
- **Objective 44:** Encourage private investment and property maintenance in existing areas to prevent property deterioration and promote renovation and rehabilitation.
- **Objective 59:** Identify sites within the City and its planned urban expansion areas that are appropriate locations for mixed-use employment and commercial activity centers.
- **Objective 61:** Develop and implement strategies to strengthen and diversify the local economy, expand the local tax base, cultivate an entrepreneurial culture, and stimulate job creation, while preserving and enhancing the high quality of life currently enjoyed by City residents and businesses.
- **Objective 62:** Retain and expand Madison's existing base of offices, research and development businesses and industrial facilities.
- **Objective 65:** Transform, over time, existing conventional suburban-style commercial developments into more compact, mixed use, pedestrian, bicycle and transit-oriented destinations that have a greater variety of activities including retail, office, entertainment, civic, open space and residential uses.

Volume II, Chapter 5, Page 5-5 through 5-13 of the Comprehensive Plan, entitled "Economic Development, The Plan: Goals, Objectives, Policies and Implementation Recommendations" stipulate goals and objectives that are consistent with the activities planned for the University Crossing Redevelopment District, including but not limited to the following:

- **Objective 1:** Grow the city's role as a leader of economic prosperity in the region and the predominant urban economic center.
- **Objective 2:** Develop partnerships and strategies with other communities, area research, education, and health care institutions, utilities and other organizations to promote industries identified in the economic development plan and implementation strategies as key opportunities for growing the Madison economy.
- **Objective 6:** Nurture and cultivate the innovation potential of the region by leveraging the community's institutional assets and competencies.
- **Objective 7:** Support Madison's diversified economic base by providing adequate land and infrastructure to make locations in the City attractive to business.
- **Objective 9:** Redevelop appropriate underutilized, obsolete, abandoned or contaminated sites for commercial and industrial uses.
- **Objective 15:** Strengthen the economic viability of the City's major employment / commercial centers.

- **Objective 19:** Maintain long-term confidence in the economy and commitment to the community by building innovative public-private partnerships.

On November 7, 2006, the City of Madison Common Council adopted the Spring Harbor Neighborhood Plan. On May 17, 2011, the Spring Harbor Neighborhood Plan and the recommendations therein were incorporated into the City of Madison Comprehensive Plan. These recommendations include:

- **Economic Development (Goal 9):** Community Mixed-Use and Employment development should be supported on Spring Harbor Sites 1 and 2 (University Crossing Redevelopment District).

#### **D. Project Boundary**

A parcel of land being part of the South ½ of Southeast 1/4, Section 18, and the North ½ of Northeast ¼, Section 19, all in Township 07 North, Range 09 East of the 4th Principal Meridian, City of Madison, Dane County, Wisconsin, described as follows:

Beginning at the southeasterly corner of Lot 1, Certified Survey Map No. 4473<sup>1</sup>, said point also being the northerly right of way of the former WSOR Madison – Middleton Rail Corridor; thence westerly along said northerly right of way line, also being along the southerly line of aforementioned Lot 1, 225.77 feet to the southwest corner of said Lot 1; thence continuing along said northerly right of way line, 645 feet, more or less, to the southeast corner of The Trillium, a Condominium Plat<sup>2</sup>; thence northerly along the east line of said The Trillium, 830 feet, more or less; thence northeasterly 182 feet, more or less to the most westerly corner of Parcel B, as described in Document No. 4750188; thence southeasterly 75 feet, more or less, to the most easterly corner of Parcel A, as described in Document No. 4750188; thence northeasterly, 238 feet, more or less, to the southerly right of way line of University Avenue; thence southeasterly 602 feet, more or less along said southerly right of way line and along a curve to the left, said curve having a radius of 2,925 feet as recorded on Document No. 4777513<sup>3</sup>, to a point of reverse curvature at the westerly right-of-way of N. Whitney Way; thence southeasterly 116 feet, more or less, along said right-of-way of N. Whitney Way and along a curve to the right, said curve having a radius of 75 feet, to a point of tangency; thence southwesterly along said right-of-way of N. Whitney Way, 131 feet, more or less; thence southeasterly along said right-of-way of N. Whitney Way, 210 feet, more or less, to the northeasterly corner of Lot 2 of aforementioned Certified Survey Map No. 4473; thence southeasterly along said right-of-way of N. Whitney Way, 280 feet, more or less to the **Point of Beginning**.

<sup>1</sup> Certified Survey Map No. 4473, recorded in Vol. 19 of Certified Survey Maps, page 181-182, as Doc. No. 1850622, Dane County Registry.

<sup>2</sup> The Trillium, recorded in Vol. 3-041A of Condominium Plats, on pages 1-5, as Doc. No. 3050484, Dane County Registry.

<sup>3</sup> Transportation Project Plat No. 5992-08-18, recorded in Vol. 59-092B Plats, page 429, as Doc. No. 4777513

## **E. Existing Land Use and Zoning**

The existing zoning in this District is PUDSIP, as shown on Map 2. The current land use is commercial and surface parking as shown on Map 3.

## **F. Existing Conditions**

The contributing factors to finding the District a blighted area are defined in Redevelopment Law. Based upon the findings of an independent Survey of Conditions (“blight study”), including blighting influences and physical deficiencies summarized herein, the area qualifies as blighted under the meaning of Redevelopment Law. The District contains 8 parcels, of which 7 are blighted. **These 7 blighted parcels make up 85.76% of the total area in the District.** Map 4 displays these findings.

### Blighting Influences / Physical Deficiencies

Some of the blighting influences and physical deficiencies that were documented in the blight study, completed by MSA Professional Services, Inc include:

- Graffiti
- Piles of debris and litter
- Vacant buildings
- Under utilization of land
- Broken / damaged and boarded up windows
- Crumbling walks and driveways
- Overgrown vegetation
- Damage to soffit and fascia
- Holes in roofs

## **G. Proposed Zoning and Land Uses**

Proposed land use in the District is intended to be consistent with the goals and objectives enumerated previously in this plan. Subsequent to the ratification of the plan by the Common Council, the CDA may request the Plan Commission to recommend, as the need arises, and the Common Council to approve, as needed, appropriate rezoning of property in the District. Uses may require conditional use approval as per Section 28.12(11), Madison General Ordinances.

The proposed land uses (generalized and specific) and proposed zoning in the District are illustrated on Maps 5, 6 and 7. Since the final pattern for future development is uncertain, the City of Madison may promote enacting additional restrictions and promote appropriate rezoning contingent upon selected development. The private development proposals that are imminent and may be contemplated in the future by the CDA and the City as a result of creation of the District are commercial uses. It is anticipated that zoning would be appropriate to a commercial density levels. Proposed future zoning classifications include C-3 and PUD

## **H. Standards of Population Density, Land Coverage and Building Intensity**

Permitted uses are governed by zoning requirements found in Section 28.07 and 28.09 Madison General Ordinances. It is possible that the City may consider development proposals that would require a Planned Urban Development (PUD) zoning.

**I. Present and Potential Equalized Value**

As of January 2007, the equalized value of the property in the District is approximately \$14,067,000. The potential equalized value of the District at its termination, based upon general land use, lot layout, market assumptions and a conservative cost estimate is estimated at approximately \$130,000,000.

**Note: The inclusion of this estimate in this plan does not rule out other land uses, values or development possibilities that may be proposed over time.**

**J. Project Activities**

The Community Development Authority of the City of Madison anticipates the construction of the University Crossing development. At completion, the project will consist of seven buildings totaling 360,000 SF and three parking structures. The first project is a state of the art UW Digestive Health Clinic. The estimated value of this clinic is \$24.5 million and is anticipated to retain approximately 35 jobs and create an additional 127 jobs in the City of Madison. A subsequent privately owned clinic and parking ramp are currently in discussions for development. The remaining five buildings are anticipated to be a clinic, two private office buildings with retail and a hotel, and an American Cancer Society Hope Lodge for extended stay housing for cancer patient's families. Upon completion in approximately 10 years, the anticipated value of all phases is estimated to be \$130,000,000.

**K. Project Financing**

Funds necessary to pay for redevelopment project costs are expected to be derived principally from private development sources and from indebtedness authorized by Redevelopment Law.

Redevelopment project costs are the total of all reasonable and necessary costs incurred or estimated to be incurred and any such costs incidental to the redevelopment plan and redevelopment project(s), including, without limitation, the following:

1. Relocation costs to the extent that the CDA or a developer is required to make payment or relocation costs by State Law.
2. Costs of moving structures, rehabilitation, construction, repair or remodeling of existing buildings and fixtures.
3. Cost of the construction of public works or improvements.
4. Costs of surveys and studies, plans and specifications, professional service costs, such as architectural, engineering, legal, marketing, financial, planning and special services.
5. Financing costs, including but not limited to all necessary and incidental expenses relating to the issuance of obligations and payment of interest on any obligation or bond issued.

**L. Performance Standards**

Throughout the implementation of this project and all stages and phases thereof, the participating developer(s) will be required to comply with the requirements of all sections of

the Plan as well as the pertinent sections of municipal codes and ordinances referenced herein.

**M. Compliance with Applicable Local, State & Federal Regulations**

Local codes and ordinances pertinent to the District have been referenced in the Plan. The participating developer(s) and the CDA shall comply with any and all City of Madison local codes and ordinances.

**N. Redevelopment Plan Modification**

This Plan may be modified or changed at any time in accordance with Redevelopment Law, including after sale or lease of property acquired by the CDA, provided that the lessee or purchaser concurs with the proposed modifications. If the Plan is modified, a public hearing will be conducted by the CDA. All changes will be recommended for approval by the CDA and approved by the Madison Common Council.

**O. Relocation**

Any relocation shall be conducted in accordance with State law. However, it should be noted that there are no families in the Redevelopment District and there are no plans to assemble property.

**P. Proposed Public Improvements**

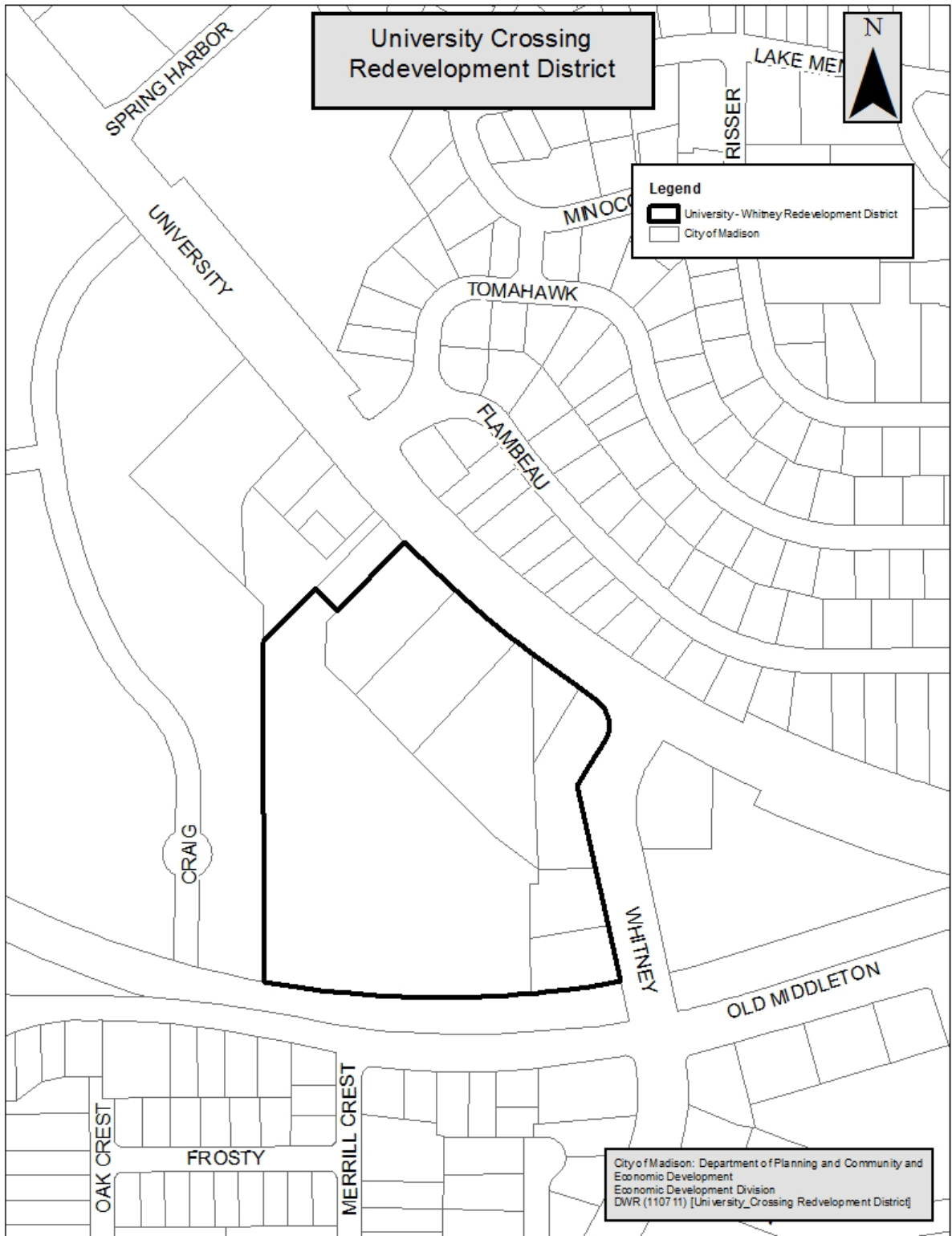
To facilitate the support for new land uses in the area, the City and private developers may undertake public improvements, as required, and to the extent feasible. Said improvements and public utilities may include but are not limited to the curb and sidewalk improvement, the underground installation of public utilities, the improvement of storm and sanitary sewers, street lighting, public walkways, public streets and traffic signaling.

**Q. Termination of the District and Redevelopment Plan**

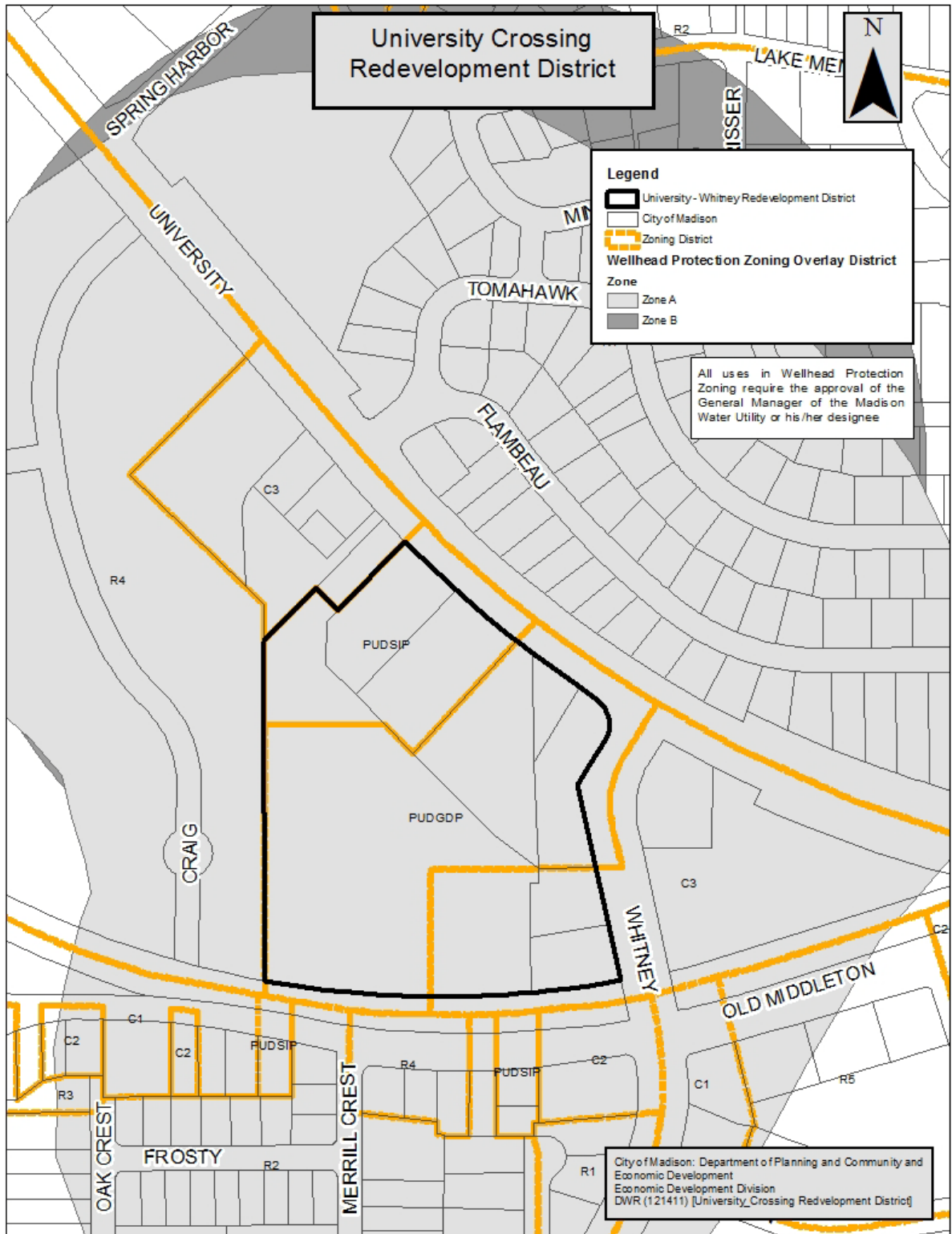
This redevelopment district and project plan shall automatically terminate on December 31, 2021.



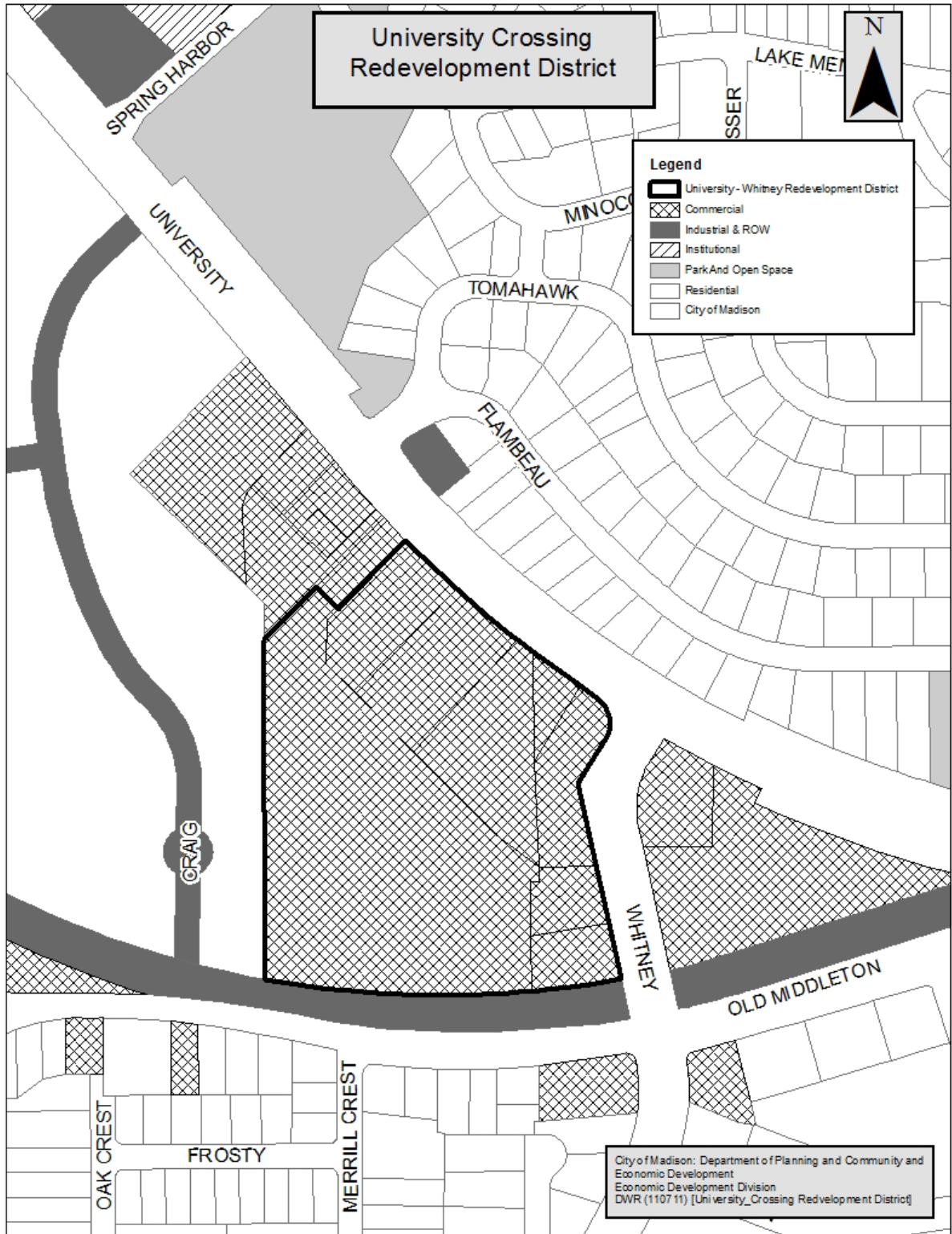
Map 1 - District Boundary



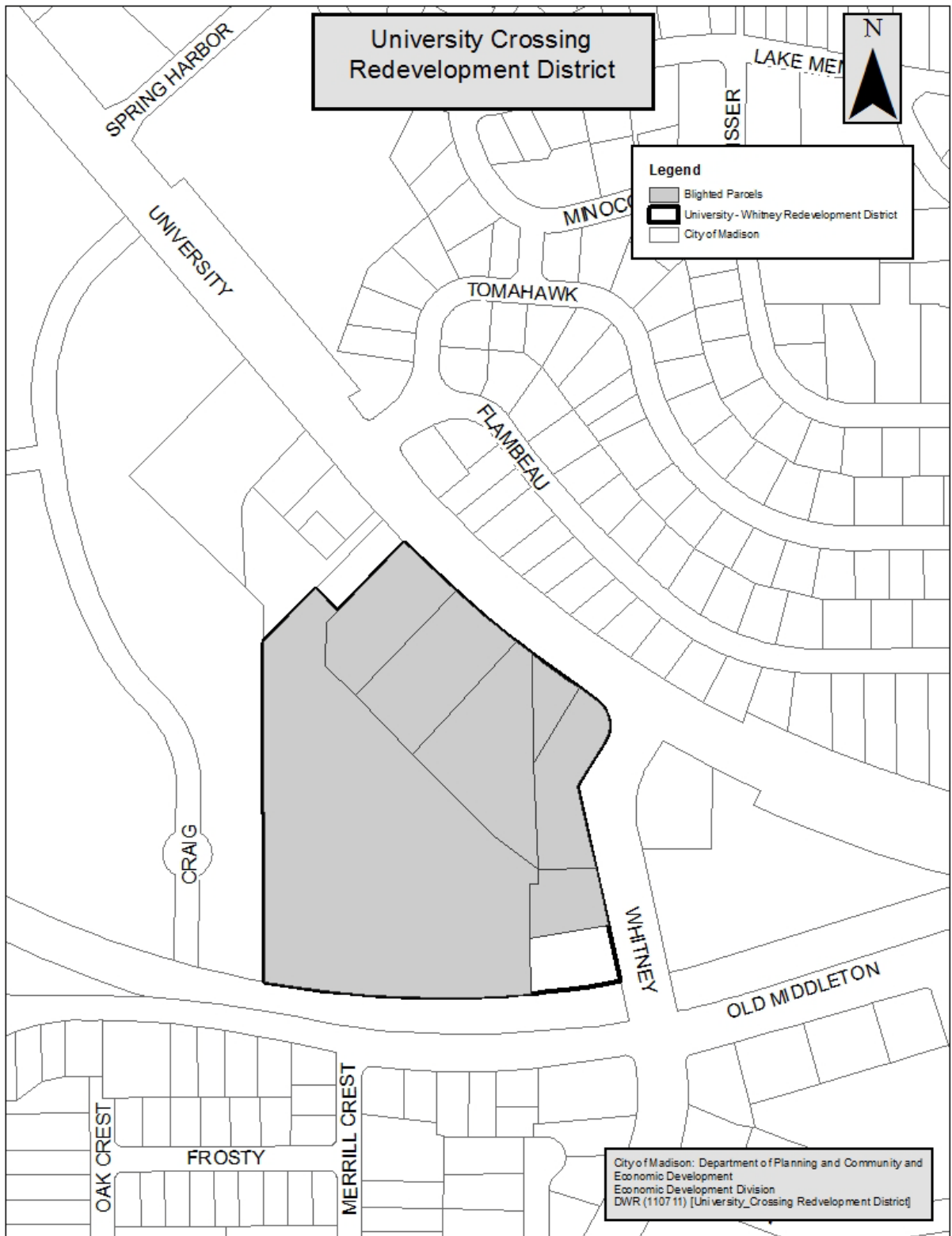
### Map 2 - Existing Zoning



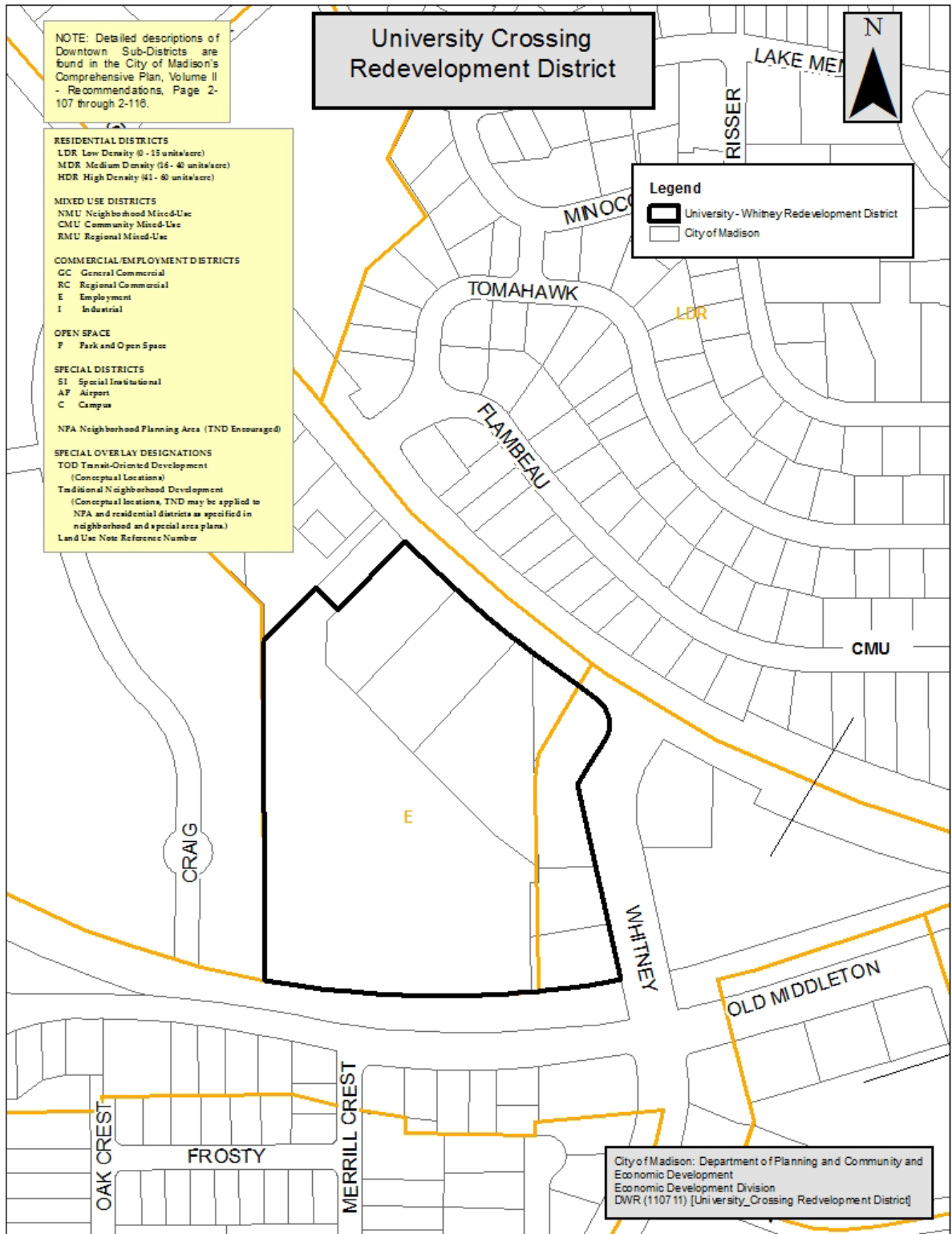
### Map 3 - Existing Land Use



Map 4 - Blight Results



### Map 5 - Proposed Generalized Future Land Use (From City of Madison Comprehensive Plan)





### Map 6 - Proposed Specific Land Use (Adopted Spring Harbor Neighborhood Plan)



Map 7 - Proposed Zoning

