



Department of Planning & Community & Economic Development

## Planning Division

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July 8, 2021

To: Community Development Authority

From: Planning Division Staff

**RE: South Madison Plan - Village on Park Focus Area Concepts**

The South Madison Plan team would like to solicit feedback about the Village on Park (VOP) Focus Area Concepts. Since the last time the South Madison Planning team presented to the CDA board, there have been various public Zoom meetings and Facebook Live events to discuss the first draft of the following [Focus Area Concepts](#):

1. Village on Park Focus Area
2. Thorstad Site Focus Area
3. Ann St. and Perry St. Focus Area
4. Badger Rd and St. Sundstrom Focus area

The VOP focus area focus area concepts reflect the three guiding principles of the South Madison Plan: anti-displacement and gentrification, community wealth building, and opportunities to thrive. The ultimate goal for this focus area is to develop one final concept that captures the vision of the Village on Park area and how potential redevelopment could look like in the short-, mid- and long-term. The three phases illustrated in the concepts go from low impact to high impact depending on time horizon, and elements in Concepts B and C are interchangeable and could be incorporated into the final vision for VOP.

The South Madison Plan team is soliciting public input on the focus area concepts both virtually and in-person as it drafts the plan document and refines the focus area concepts. Planning Division staff requests that the CDA board provide guidance and feedback of the VOP Focus Area concepts. The Planning team will finalize the content of the Plan in late summer 2021 with the hopes of having final Common Council approval of the Plan following review by various boards, committee, and commissions by the end of 2021.

*Attachment: Draft Village on Park Focus Area Concepts*



# **SOUTH MADISON PLAN**

CDA Meeting July 8, 2021

**DRAFT Village on Park Focus Area Concepts**



# Planning Study Area



## What we have done

- Three Community Impact sessions
- Market Study tour and focus groups
- Property and business owners meeting
- Newsletters
- Social Practice Artists: Borealis, Hedi Rudd
- Four meetings with Neighborhood Action Teams
- Community engagement in the Mobile Home Park area led by a former resident
- Two Facebook live events and four+ Zoom discussions



# Guiding Principles

## Anti-Displacement and Gentrification

Strategies that aim to retain affordability and welcome the existing diversity of the South Madison area

- *Target City financial assistance for affordable housing programs & development, including Land banking*

## Community Wealth Building

Strategies that support economic growth while prioritizing existing residents and local entrepreneurs so they can successfully invest and stay in South Madison

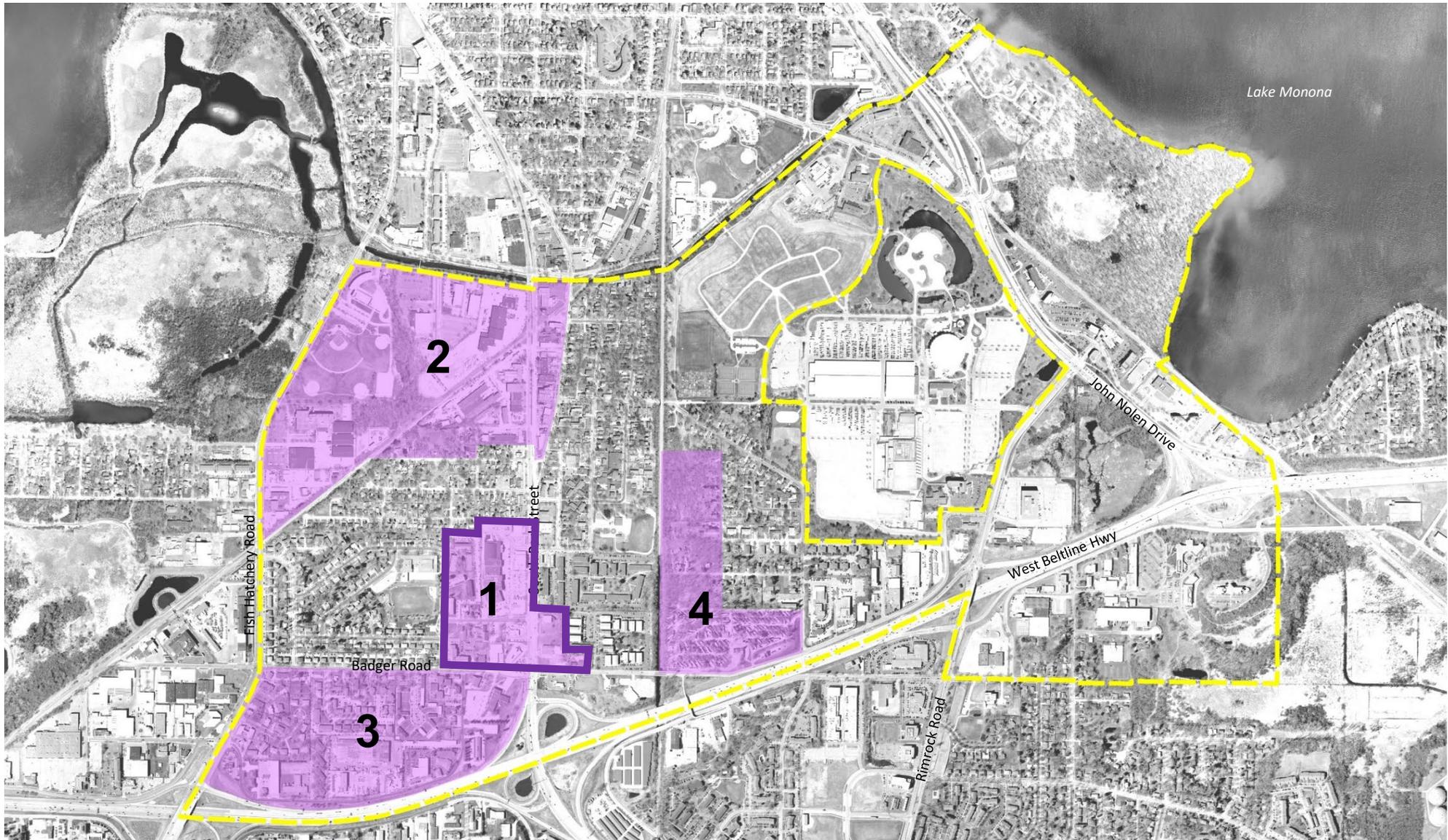
- *Work with ULGM on Black Owned Business Hub*

## Opportunities to Thrive

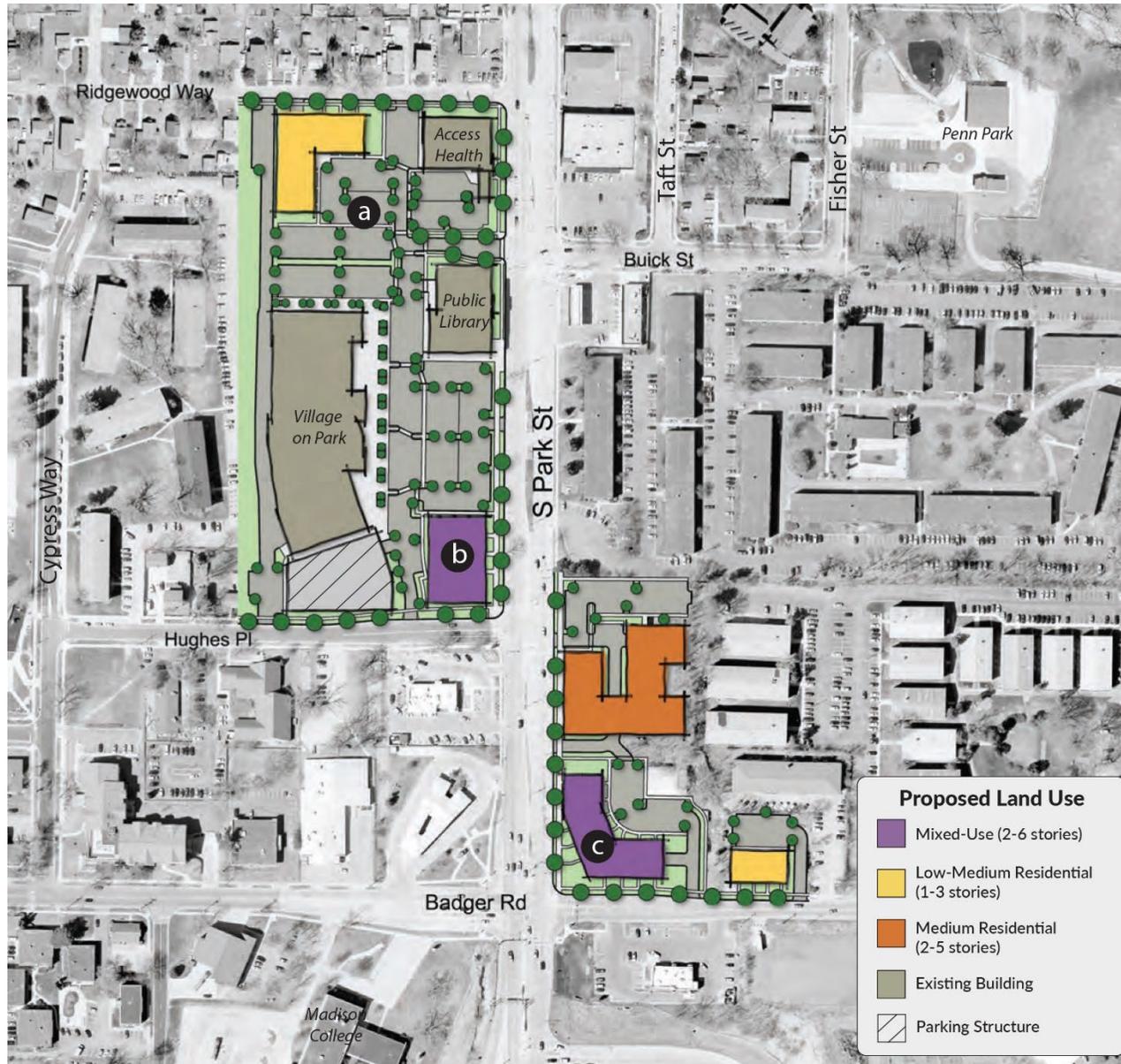
Strategies that address social aspects of succeeding – Social cohesion, Health, Food Accessibility, Education and General Well-being

- *Provide a portion of funding for Center for Black Excellence*

# Focus Areas



# Village on Park Focus Area – Concept A



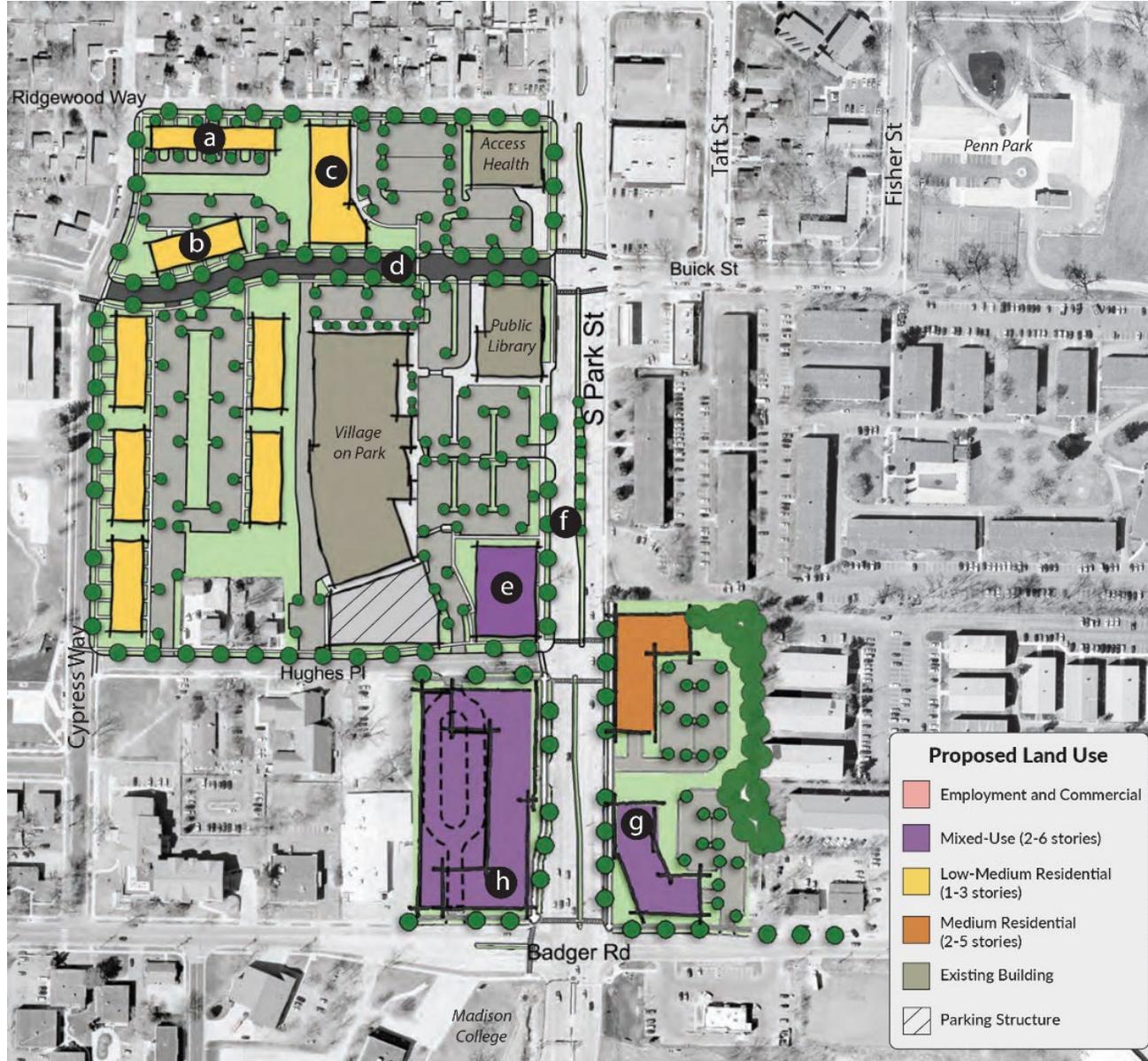
## Concept Highlights

**Phase 1 (0 - 5 years).** The Village on Park is the 'town center' for the south side with anticipated phased improvements over the next 20+ years. The first phase starts to reconfigure the site for a prominent pedestrian entrance and walkways, reserve right-of-way for a new street, and create buildable space for housing, office, and neighborhood-serving uses. Major change is proposed along Ridgewood Way. This site could develop as either housing or as an employment use that could become office space for non-profits. Rehab or new commercial and office spaces will be reserved for businesses or services desired by the south side.

- a** Remove Village on Park north building. Add parking to serve Village on Park. Construct 4 -5 story multi-family building, 75 - 80 units of affordable housing along Ridgewood Way or new employment use with space for non-profits or other related use.
- b** Mixed-use building (commercial/office).
- c** Gateway mixed-use building (commercial/residential) with underground parking).



# Village on Park Focus Area – Concept B



**Proposed Land Use**

- Employment and Commercial
- Mixed-Use (2-6 stories)
- Low-Medium Residential (1-3 stories)
- Medium Residential (2-5 stories)
- Existing Building
- Parking Structure

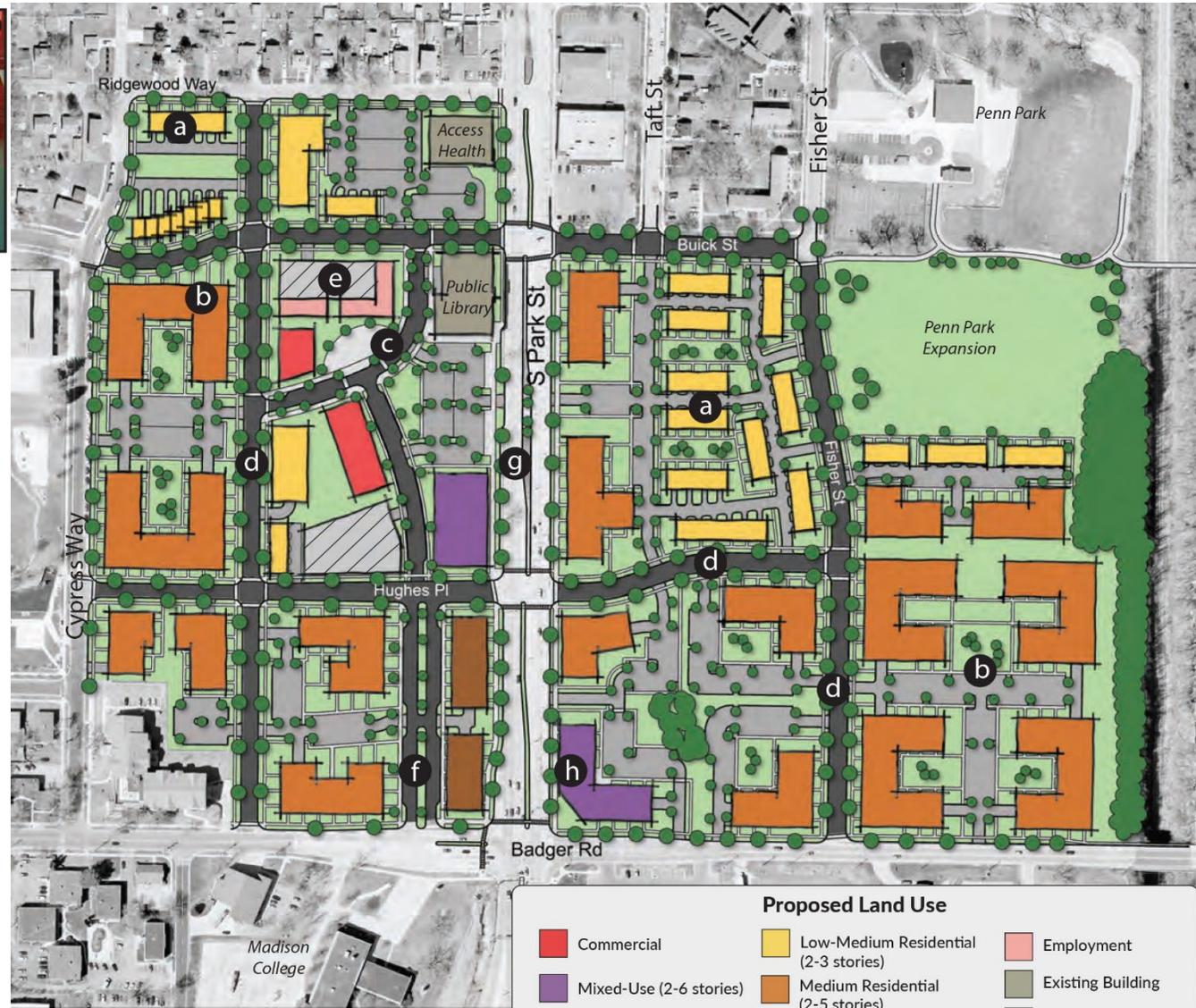
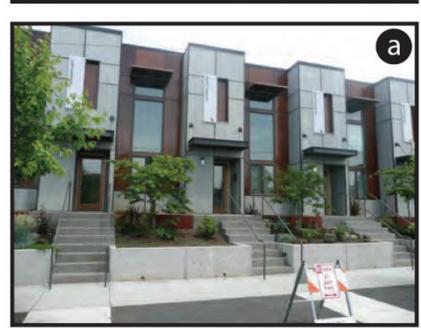
## Concept Highlights

**Phase 2 (6 – 19 years).** A new street is crucial to achieve the type of new development and improved connection between Bram's Addition and Burr Oaks, to Lincoln Elementary School, and to Penn Park. This concept proposes a medium-term set of physical recommendations that offer a new vehicular and pedestrian connection by extending Buick St. and reconfigures some residential areas to allow new home ownership options. This concept also recommends an expansion of existing Transfer Point with commercial and residential uses above. Corner of Badger Rd. and S Park St. would serve as a prominent gateway to the area by fostering a mix of uses.

- a** 2-3 story owner occupied affordable townhomes.
- b** Affordable low-medium density residential.
- c** Non-profit center or affordable housing.
- d** Extend Buick Street to improve connections in the Burr Oak Neighborhood and to Lincoln Elementary School.
- e** Mixed-use building with commercial on the first floor office.
- f** Add on-street parking, wider terrace and sidewalk, street streets south of library to Hughes Street.
- g** Gateway mixed-use building with commercial first floor, office or residential above.
- h** Mixed-use building including: Metro Transfer Point, structured parking, commercial, and residential.



# Village on Park Focus Area – Concept C



Proposed Land Use		
<span style="color: red;">■</span> Commercial	<span style="color: yellow;">■</span> Low-Medium Residential (2-3 stories)	<span style="color: pink;">■</span> Employment
<span style="color: purple;">■</span> Mixed-Use (2-6 stories)	<span style="color: orange;">■</span> Medium Residential (2-5 stories)	<span style="color: grey;">■</span> Existing Building
<span style="color: lightyellow;">■</span> Low Residential (1-2 stories)	<span style="color: brown;">■</span> High Residential (4-12 stories)	<span style="border: 1px solid black; display: inline-block; width: 10px; height: 10px;"></span> Parking Structure

## Concept Highlights

**Phase 3 (20 years +).** With the aging of the former shopping area, demolition and redevelopment may become the economical solution. The makeover will focus on neighborhood serving businesses on the first floor, offices on the second floor or above, and possibly housing that reaches five stories or more. This future concept will allow the reconfiguring of the site for a greenway pathway, plaza for farmer markets and community events, and use of sustainable building practices to preserve resources. A new street and pedestrian pathway will connect The Village on Park to Madison College, Burr Oaks Senior Housing, and Lincoln Elementary School. The new building will be of a design that reflects the desires of the community –culturally sensitive, innovative and sustainable.

- a** 2-3 story owner occupied affordable townhomes.
- b** Affordable medium density residential.
- c** Plaza/outdoor gathering spot to organize commercial spaces around while bringing character and identity to the neighborhood.
- d** New street connections to bring improved connectivity to the focus area.
- e** Structured parking wrapped by commercial uses.
- f** Boulevard/on-street Metro Transfer Point connecting Madison College to the Village on Park.
- g** Add on-street parking, wider terrace and sidewalk, street streets south of library to Hughes Street.
- h** Gateway mixed-use building, commercial on the first floor, residential above.



# What's Next?

## Spring & Summer 2021

- Policy & Plan Development

- Strategies and Recommendations
- Development Concept Review



## Fall 2021

- Plan Review & Approval

- Introduce to Common Council and refer to city policy boards for adoption



## Winter 2021 & beyond

- Plan Implementation

- Implement South Madison Action Plan
  - City and Community Partners

# Upcoming Public Meetings/Discussions

- July 15 from 10am-noon – **Meet with a Planner** at Goodman South Public Library (rain or shine)
- July 20 from noon-5pm- **It Takes a Village** event at Penn Park (if weather permits)
- End of July and early August – **Final DRAFT Review** - Strategies and Recommendations & Focus Area Concepts discussion

