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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 Badger Road / Ann Street / Park Street area of south 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.

The creation of this plan meets several objectives as set forth in the City of Madison's Comprehensive Plan, adopted on January 17, 2006. This plan also meets objectives set forth in this document, including:

- **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 23:** Promote the assessment, clean up and reuse of polluted ("brownfield") sites.
- **Objective 34:** Guide the processes of preservation, rehabilitation and redevelopment in established City neighborhoods through adoption and implementation of neighborhood plans, special area plans and major project plans consistent with the Comprehensive Plan.
- **Objective 41:** Maintain a balance between redevelopment and preservation in established neighborhoods that recognizes the general satisfaction of many residents with their neighborhoods as they currently are and focuses redevelopment activity on selected areas and sites within the neighborhood where the objectives of increased density and a wider range of uses will be most supportive of objectives to maintain existing neighborhood character and quality.

- **Objective 44:** Encourage private investment and property maintenance in existing areas to prevent property deterioration and promote renovation and rehabilitation.
- **Objective 46:** Create safe neighborhoods through good planning, design, community programs, services and intervention when appropriate to respond to identified problems.

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

As indicated above, 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.
- *South Madison Neighborhood Plan*, March 2005.
- *Achieving the Vision*, July 8, 2004.

D. Project Boundary

The boundaries of this proposed District, shown in Map 1, are described as:

A parcel of land located in the Southeast 1/4 of the Southwest 1/4 and the Southwest 1/4 of the Southeast 1/4, Section 26, and in the Northwest 1/4 and the Southwest 1/4 of the Northeast 1/4, the Northeast 1/4, Southwest 1/4, and Southeast 1/4 of the Northwest 1/4, the Northeast 1/4 and Northwest 1/4 of the Southwest 1/4, and the Northwest 1/4 of the Southeast 1/4, Section 35, all in Township 7 North, Range 9 East of the 4th Principal Meridian, City of Madison, Dane County, Wisconsin, described as follows:

Beginning at the southwesterly corner of Lot 5, Hrubesky Commercial Plat¹; thence along the westerly line of said Lot, northerly to the northwesterly corner of said Lot; thence along the southerly line of Block 2, Haase

¹ Hrubesky Commercial Plat, recorded in Volume 19 of Plats on page 39.

Gardens², easterly to the southeasterly corner of said Block 2; thence along the easterly line of said Block 2, northerly to the southwesterly corner of Lot 6, Assessor's Plat No. 5, Town of Madison³; thence along the southerly line of said Assessor's Plat, easterly to the northeasterly corner of Lot 3, Certified Survey Map No. 8914⁴; thence along the easterly line of said Lot 3, southerly to the northwesterly corner of Lot 4, said Certified Survey Map; thence along the northerly line of said Lot 4, easterly to an interior corner of said Lot 4; thence along the westerly line of said Lot 4, and along the westerly line of Tax Parcel No. 0709-353-0223-5, northerly to the northwesterly corner of said Tax Parcel No. 0709-353-0223-5; thence along the northerly line of said Tax Parcel No. 0709-353-0223-5, easterly to the southwesterly corner of Tax Parcel No. 0709-353-0224-3; thence along the westerly line of said Tax Parcel No. 0709-353-0224-3, and along the westerly lines of Tax Parcel Nos. 0709-353-0225-1 and 0709-353-0226-9, northerly to the southwesterly corner of Lot 2, Certified Survey Map No. 106⁵; thence along the westerly line of said Lot 2, and along the westerly line of Lot 1, said Certified Survey Map No. 106, northerly to the northwesterly corner of said Lot 1; thence across West Badger Road, northerly to the intersection of the northerly right of way of said West Badger Road and the easterly right of way of Cypress Way; thence along said northerly right of way, westerly to the southwesterly corner of Lot 6, Burr Oaks⁶; thence along the westerly line of said Lot 6, northerly to the northwesterly line of said Lot 6; thence along the southerly line of Lot 57, First Addition to Burr Oaks⁷, westerly to the southwesterly corner of said Lot 57; thence along the westerly line of said Lot 57, northerly to the northwesterly corner of said Lot 57; thence across Magnolia Lane, northerly to the southwesterly corner of Lot 74, First Addition to Burr Oaks; thence along the westerly and northwesterly lines of said Lot 74, northerly and northeasterly to the southwesterly corner of Lot 157, Second Addition to Burr Oaks⁸; thence along the westerly line of said Lot 157, northerly to an interior corner of said Lot 157; thence along the southwesterly line of said Lot 157, northwesterly to the westerly corner of said Lot 157; thence across Hackberry Lane, in a perpendicular direction to the northwesterly right of way of said Hackberry Lane, northwesterly to said northwesterly right of way; thence along said northwesterly right of way, and along the westerly right of way of said Hackberry Lane, northeasterly and northerly to the intersection of said westerly right of way of Hackberry Lane, and the northerly right of way of Sequoia Trail; thence along said northerly right of way, easterly to the intersection of said northerly right of way and the westerly right of way of

² Haase Gardens, recorded in Volume 26 of Plats on page 28, as Document No. 1066754.

³ Assessor's Plat No. 5, Town of Madison, recorded in Volume 20 of Plats on page 34, as Document No. 946895.

⁴ Certified Survey Map No. 8914, recorded in Volume 49 of Certified Survey Maps, on page 290.

⁵ Certified Survey Map No. 106, recorded in Volume 1 of Certified Survey Maps, on page 106.

⁶ Burr Oaks, recorded in Volume 20 of Plats on page 45, as Document No. 950150.

⁷ First Addition to Burr Oaks, recorded in Volume 21 of Plats on pages 38-39, as Document No. 965763.

⁸ Second Addition to Burr Oaks, recorded in Volume 22 of Plats on page 26, as Document No. 978165.

Cypress Way; thence along said westerly right of way, northerly to the northeasterly corner of Lot 126, Second Addition to Burr Oaks; thence across Cypress Way, easterly to the southwesterly corner of Lot 15, Block 5, Oak Ridge⁹; thence along the southerly line of said Block 5, easterly to the southwesterly corner of Lot 10, said Block 5, Oak Ridge; thence along the westerly line of said Lot 10, northerly to the northwesterly corner of said Lot 10; thence along the southerly right of way of Ridgewood Street, easterly to the northeasterly corner of Lot 4, said Block 5; thence across said Ridgewood Street, northerly to the southwesterly corner of Lot 6, Block 2, Oak Ridge; thence along the westerly line of said Lot 6, and along the westerly lines of Lots 5, 4, 3, 2, and 1, said Block 2; northerly to the northwesterly corner of said Lot 1; thence across Dane Street, northerly to the southeasterly corner of Lot 8, Block 1, Oak Ridge; thence along the northerly right of way of said Dane Street, westerly to the southwesterly corner of Lot 10, said Block 1; thence along the westerly line of said Lot 10, northerly to the northwesterly corner of said Lot 10; thence along the northerly line of said Lot 10, and along the northerly line of Lot 9, said Block 1, easterly to the southwesterly corner of Lot 21, said Block 1; thence along the westerly line of said Lot 21, northerly to the northwesterly corner of said Lot 21; thence across Burr Oak Lane, northerly to the southeasterly corner of Lot 10, Block 7, First Addition to Oakridge¹⁰; thence along the easterly line of said Lot 10, northerly to the northeasterly corner of said Lot 10; thence along the southerly lines of Lots 21, 20, 19, 18, and 17, said Block 7, westerly to the southwesterly corner of said Lot 17; thence along the easterly line of Lot 16, said Block 7, northerly to the northeasterly corner of the southerly 40 feet of said Lot 16; thence along the northerly line of said southerly 40 feet, westerly to the easterly right of way of Taylor Street; thence along said easterly right of way, northerly to the intersection of said easterly right of way, and the centerline of North Avenue; thence along said centerline, westerly to the intersection of said centerline and the southeasterly line of Tax Parcel No. 0709-352-1105-6; thence along said southeasterly line, southwesterly to the southerly corner of said Tax Parcel No. 0709-352-1105-6; thence along the southwesterly line of said Tax Parcel No. 0709-352-1105-6, northwesterly to the westerly corner of said Tax Parcel No. 0709-352-1105-6; thence along the northwesterly line of said Tax Parcel No. 0709-352-1105-6, northeasterly to the northerly corner of said Tax Parcel No. 0709-352-1105-6; thence along the northeasterly line of said Tax Parcel No. 0709-352-1105-6, southeasterly to the easterly corner said of Tax Parcel No. 0709-352-1105-6; thence along the southeasterly line of said Tax Parcel No. 0709-352-1105-6, southwesterly to the northerly corner of Lot 1, Certified Survey Map No. 6568¹¹; thence along the northeasterly line of said Lot 1, southeasterly to the westerly corner of Lot 2, Certified Survey Map No. 10244¹²; thence along the northwesterly line, the southwesterly line, and then the northwesterly line of said Lot 2, northeasterly, northwesterly, then

⁹ Oak Ridge, recorded in Volume 4 of Plats on page 32, as Document No. 290503.

¹⁰ First Addition to Oak Ridge Subdivision, recorded in Volume 4 of Plats on page 35.

¹¹ Certified Survey Map No. 6568, recorded in Volume 32 of Certified Survey Maps on page 145.

¹² Certified Survey Map No. 10244, recorded in Volume 60 of Certified Survey Maps on page 95.

northeasterly to the northerly corner of said Lot 2; thence along the southwesterly line of Tax Parcel No. 0709-263-0501-6, northwesterly to the westerly corner of said Tax Parcel No. 0709-263-0501-6; thence along the northwesterly line of said Tax Parcel No. 0709-263-0501-6, northeasterly to the northerly corner of said Tax Parcel No. 0709-263-0501-6; thence along the northeasterly line of said Tax Parcel No. 0709-263-0501-6, southeasterly to the easterly corner of said Tax Parcel No. 0709-263-0501-6; thence across South Park Street, northeasterly to the southerly corner of Tax Parcel No. 0709-264-1107-9, said point being on the easterly right of way of said South Park Street; thence along said easterly right of way, northerly to the northwesterly corner of said Tax Parcel No. 0709-264-1107-9; thence along the northwesterly line of said Tax Parcel No. 0709-264-1107-9, northeasterly to the westerly right of way of Beld Street; thence across said Beld Street in a perpendicular direction to the easterly right of way of said Beld Street, easterly to said easterly right of way; thence along said easterly right of way, southerly to the intersection of said easterly right of way and the centerline of vacated portion of Center Street, said point being the northwesterly corner of Tax Parcel No. 0709-351-0701-5; thence along said centerline of vacated portion of Center Street, and along the northerly line of said Tax Parcel No. 0709-351-0701-5, easterly to the westerly right of way of Taft Street; thence across said Taft Street, southeasterly to the northwesterly corner of Lot 19, Block 5, Bram's Addition to the Town of Madison¹³; thence along the easterly right of way of said Taft Street, southerly to the intersection of said easterly right of way and the northerly right of way of Buick Street; thence across said Buick St, southeasterly to the northeasterly corner of Tax Parcel No. 0709-351-1603-2; thence along the easterly line of said Tax Parcel No. 0709-351-1603-2, and along the easterly line of Tax Parcel No. 0709-351-1604-0, southerly to the southeasterly corner of said Tax Parcel No. 0709-351-1604-0; thence along the northerly lines of Tax Parcel Nos. 0709-351-1605-8 and 0709-351-1608-2, easterly to the northeasterly corner of said Tax Parcel No. 0709-351-1608-2; thence along the easterly line of said Tax Parcel No. 0709-351-1608-2, and along the southerly extension thereof, southerly to the centerline of West Badger Road; thence along said centerline, easterly to the northerly extension of the easterly line of Tax Parcel No. 0709-354-0203-5; thence along said northerly extension, and said easterly line of Tax Parcel No. 0709-354-0203-5, southerly to the southeasterly corner of said Tax Parcel No. 0709-354-0203-5; thence along the southerly line of said Tax Parcel No. 0709-354-0203-5, and along the southerly line of Tax Parcel No. 0709-354-0204-3, westerly to the southwestly corner of said Tax Parcel No. 0709-354-0204-3; thence along the southwestly line of said Tax Parcel No. 0709-354-0204-3, and along the northwesterly extension thereof, northwesterly to the centerline of West Badger Road; thence along said centerline, westerly to the intersection of said centerline, and the centerline of South Park Street; thence southwestly to the easterly most corner of Lot 2, Certified Survey Map No.

¹³ Bram's Addition to the Town of Madison, recorded in Volume 4 of Plats on page 28, as Document No. 289665.

4778¹⁴; thence along the southeasterly line of said Lot 2, and along the southeasterly line Certified Survey Map No. 4074¹⁵, and along the southeasterly line of Tax Parcel No. 0709-353-0089-1, southwesterly to the southerly corner of said Tax Parcel No. 0709-353-0089-1; thence across Ann Street, westerly to southeasterly corner of Tax Parcel No. 0709-353-0094-0; thence along the northwesterly and northerly right of way of said Ann Street, southwesterly and westerly to the point of beginning.

E. Existing Land Use and Zoning

The existing zoning in this District is R-1, R-4, R-5, C-1, C-2, C-3, as shown on Map 2. The current land uses are a mix of industrial, commercial, single and multi-family residential, institutional, 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 113 parcels, of which 73 are blighted. **These 73 blighted parcels make up 62% of the total area in the District.** Map 4 displays these findings.

Blighting Influences

The following categories of blighting influences were observed as part of the blight study:

¹⁴ Certified Survey Map No. 4778, recorded in Volume 21 of Certified Survey Maps, on page 120.

¹⁵ Certified Survey Map No. 4074, recorded in Volume 17 of Certified Survey Maps, on page 94.

- Poor walks and driveways
- Inadequate outdoor storage and screening
- Incompatible use or land use relationship
- Obsolete buildings not suited for development
- Land underutilization
- Non-accessory parking
- Lack of parking
- Faulty lot layout
- Lack of open space
- Overcrowding of buildings on the land
- High density of population or overcrowding
- Identifiable hazards to health and safety of the community
- Poor site condition
- Out of scale with surrounding buildings
- Lack of handicap accessibility

Physical Deficiencies

Physical deficiencies are fully enumerated in Appendix D in the Survey of Conditions that was completed on July 12, 2005, by Mid-America Planning Services. Some of the physical deficiencies in the District include:

- Foundation deterioration demonstrated by cracking, chipping, or crumbling
- Exterior wall deterioration including cracking, bulging or signs of attempted repair
- Roof deterioration including missing or rotted shingles and uneven roofs, ineffective repair, water damage to the roof itself,
- and deteriorated fascia and soffit
- Deficient chimneys including missing bricks or mortar
- Porches and stairs in poor condition including rotted, warped, wood, slanted structures, and inadequate railings
- Deficient doors
- Deteriorated windows

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 precise 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 a mix of commercial, industrial and residential uses. It is anticipated that zoning would be appropriate to a planned mix of industrial, commercial and residential development density levels. Proposed future zoning classifications include R-1, R-4, R-5, C-1, C-2, C-3, and M-1.

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 mixed-use development proposals that would require a Planned Urban Development/General Development Plan/Specific Implementation Plan (PUD/GDP/SIP) zoning.

I. Present and Potential Equalized Value

As of January 2007, the equalized value of the property in the District is approximately \$32,419,900. 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 \$61,200,000.

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

Assemblage of Sites

To achieve the redevelopment of the District, property may be acquired by the CDA and either; a) sold or leased for private development, or b) sold, leased or dedicated for construction of public improvements or facilities.

The CDA may utilize property that has been acquired for temporary uses as an incidental, but necessary part of the redevelopment process. The temporary uses will exist until such time as the property is scheduled for disposition and redevelopment.

K. Project Financing

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

As the CDA and the City may from time to time deem appropriate, land disposition proceeds and other sources of funds and revenues may be used to pay for redevelopment costs.

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. Property assembly costs, including but not limited to the acquisition of land and other property, real or personal, or rights or interest therein, the demolition of buildings and the clearing and grading of land.
2. Relocation costs to the extent that the CDA or a developer is required to make payment or relocation costs by State Law.

3. Costs of moving structures, rehabilitation, construction, repair or remodeling of existing buildings and fixtures.
4. Cost of the construction of public works or improvements.
5. Costs of surveys and studies, plans and specifications, professional service costs, such as architectural, engineering, legal, marketing, financial, planning and special services.
6. 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

There are individuals or businesses that may be relocated by public/private redevelopment. Any relocation shall be conducted in accordance with State law.

P. Land Disposition

Once acquired by the CDA, land will be disposed of either by sale or lease in accordance with provisions contained in Sections 66.1333, Wisconsin Statutes (Redevelopment Law).

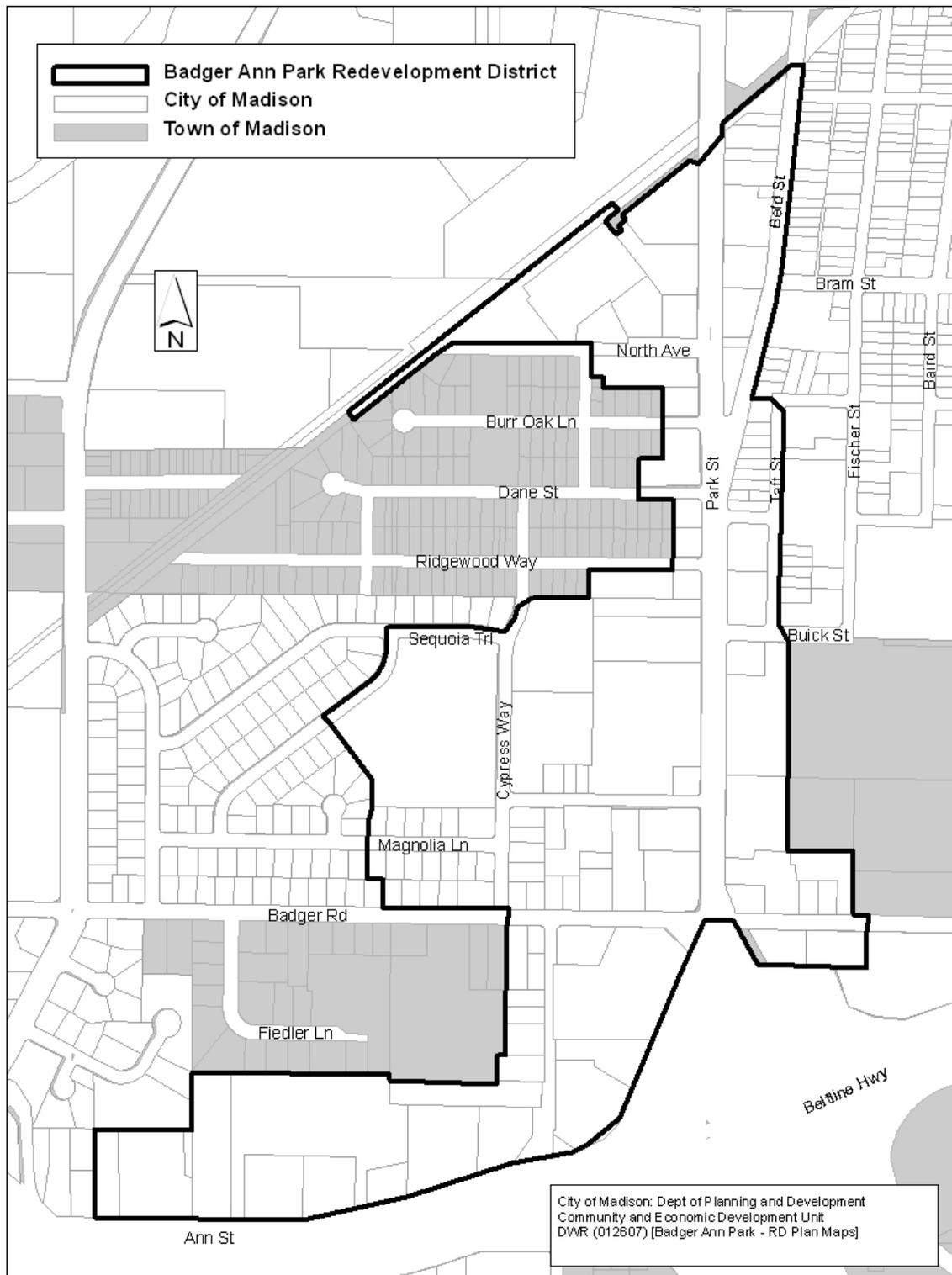
Q. Proposed Public Improvements

To facilitate the support for new land uses in the area, the City 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.

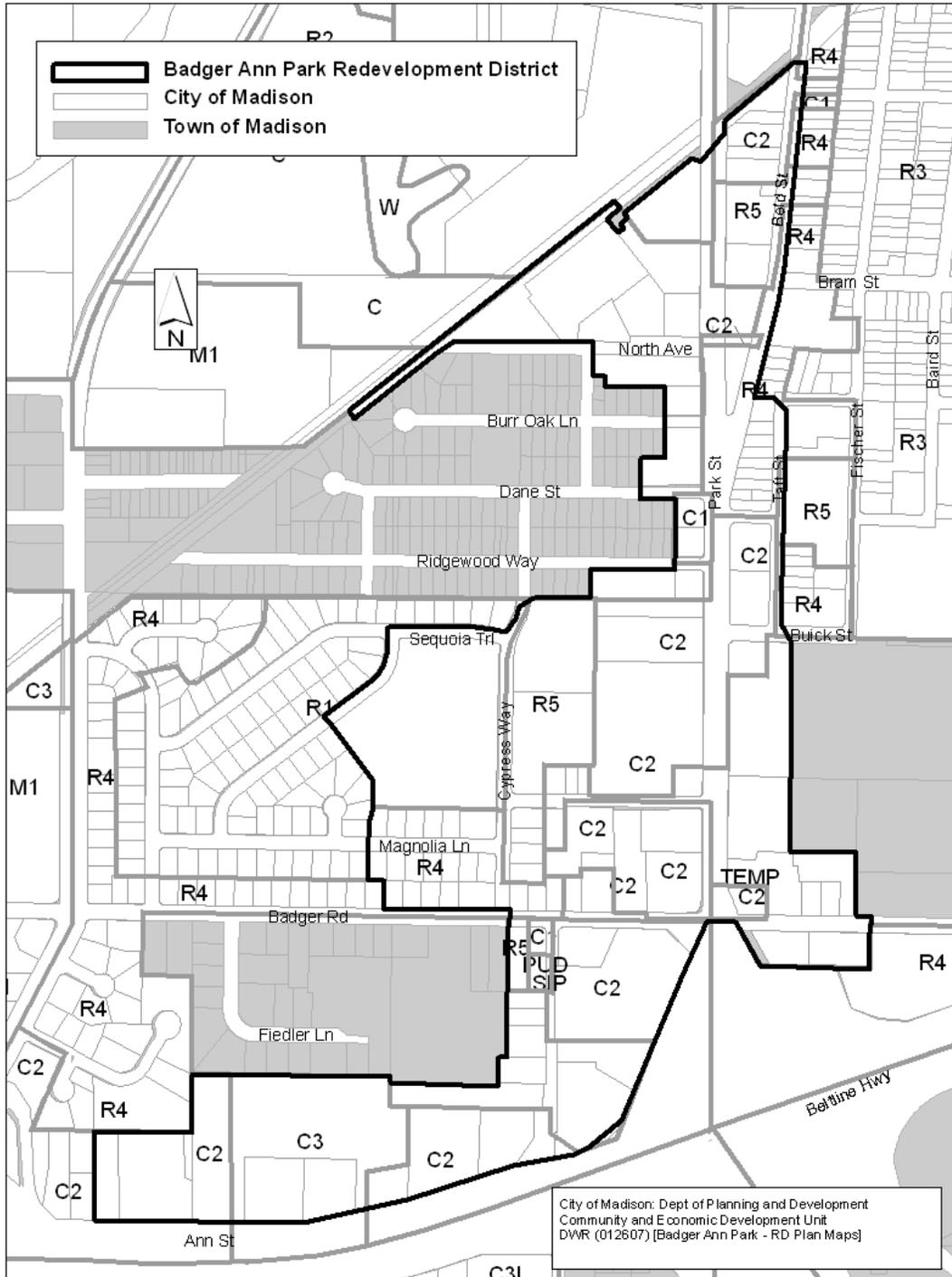
R. Termination of the District and Redevelopment Plan

This redevelopment district and project plan shall terminate on December 31, 2017.

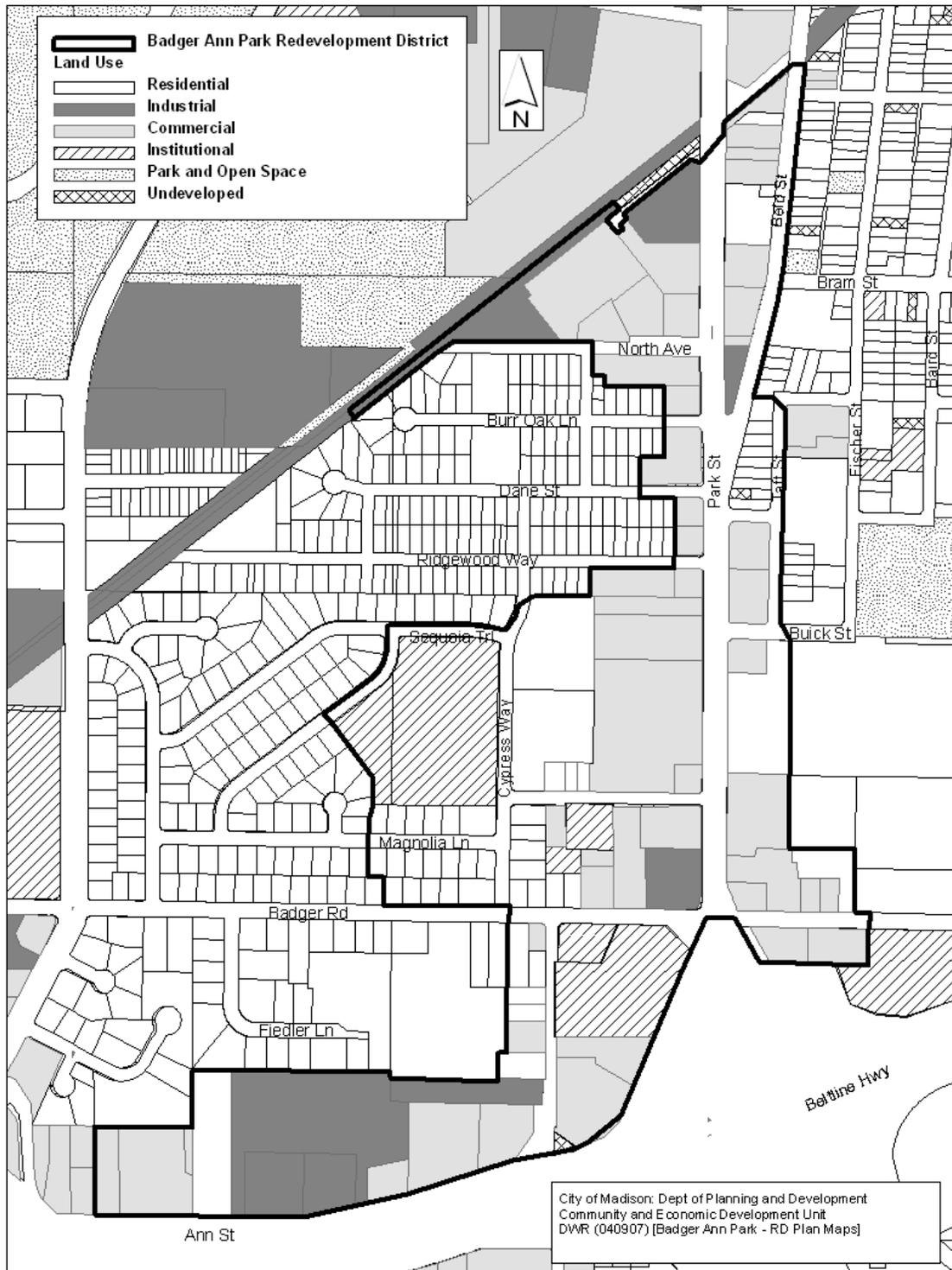
Map 1 - District Boundary



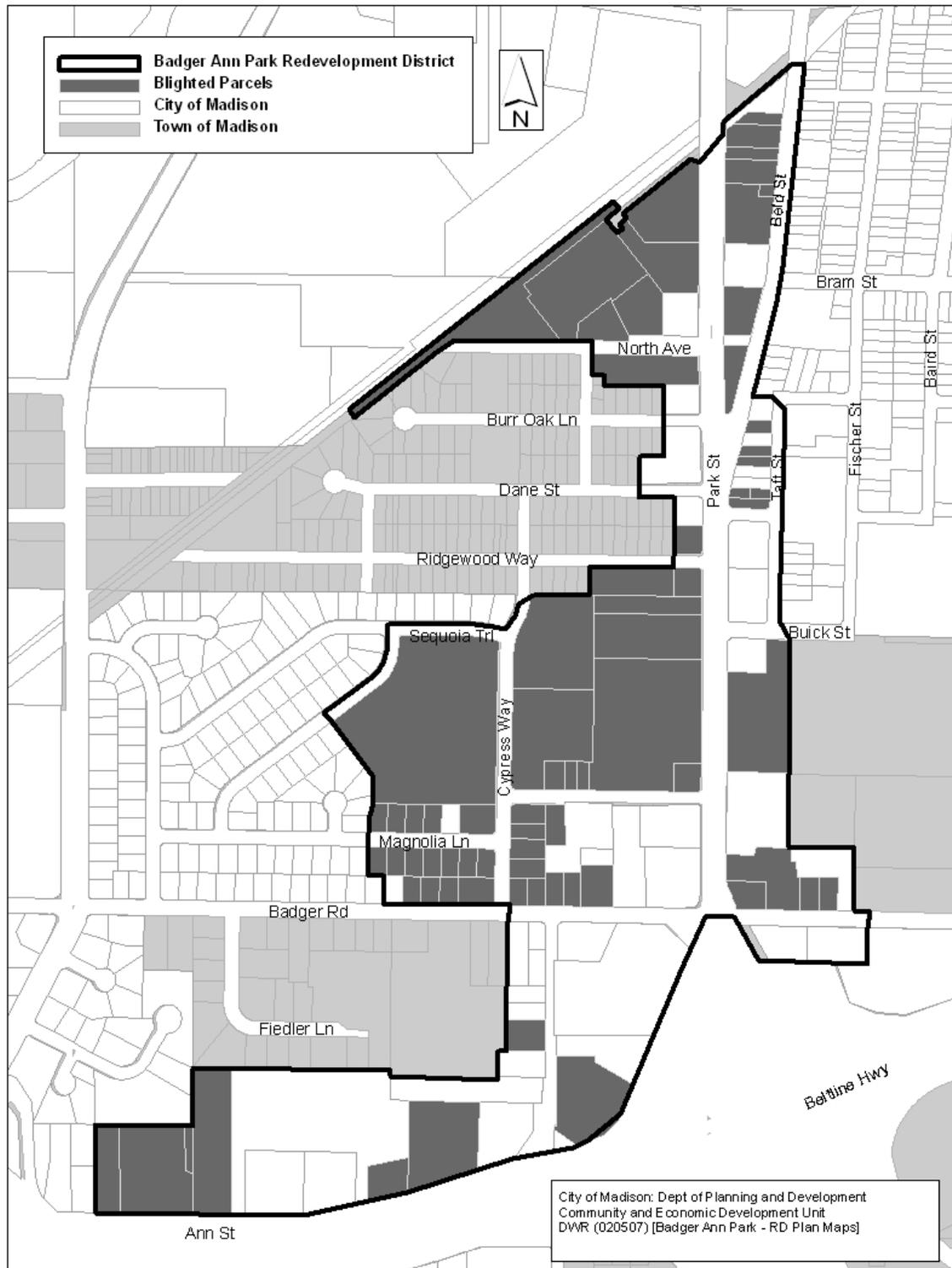
Map 2 - Existing Zoning



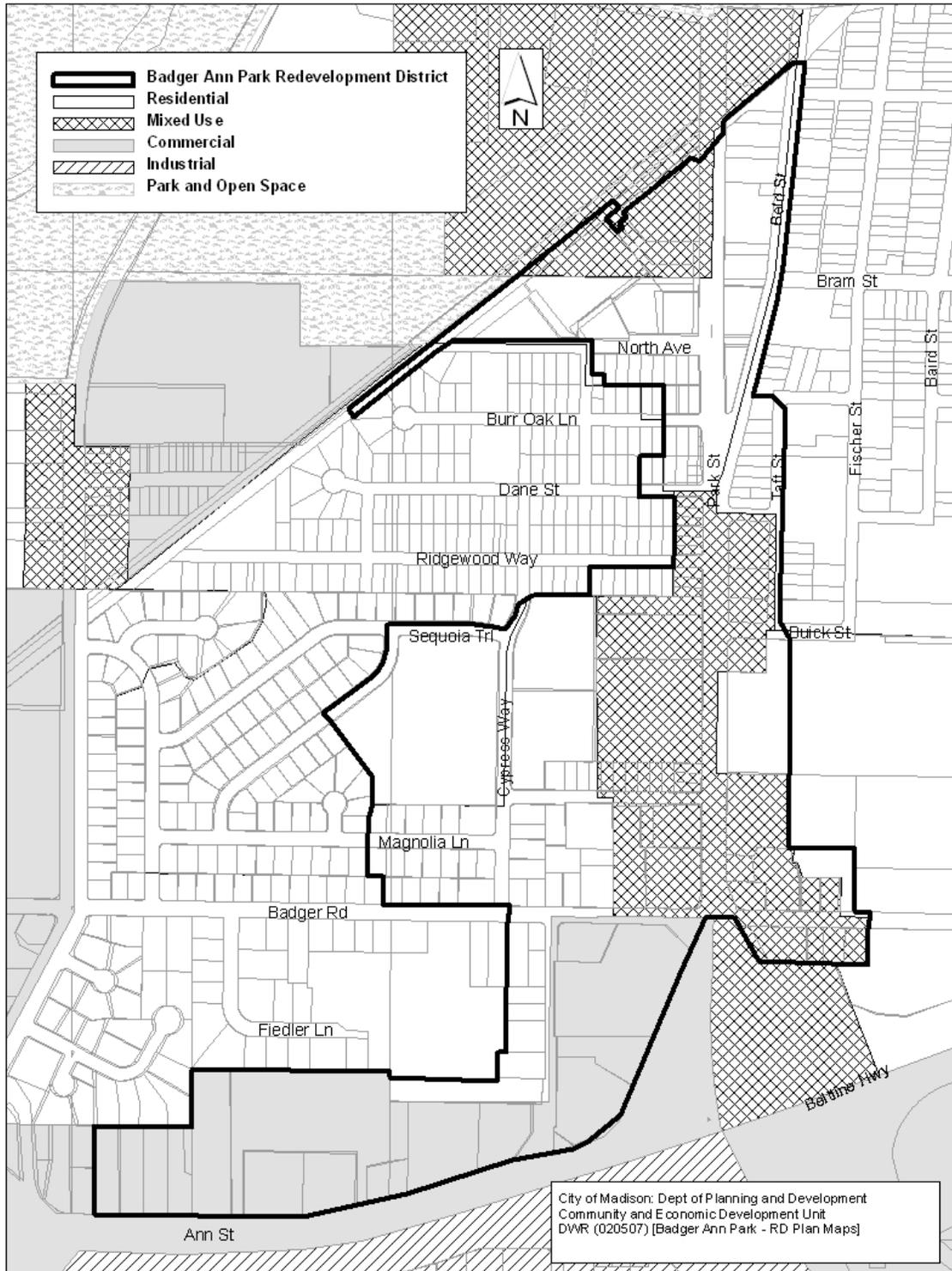
Map 3 - Existing Land Use



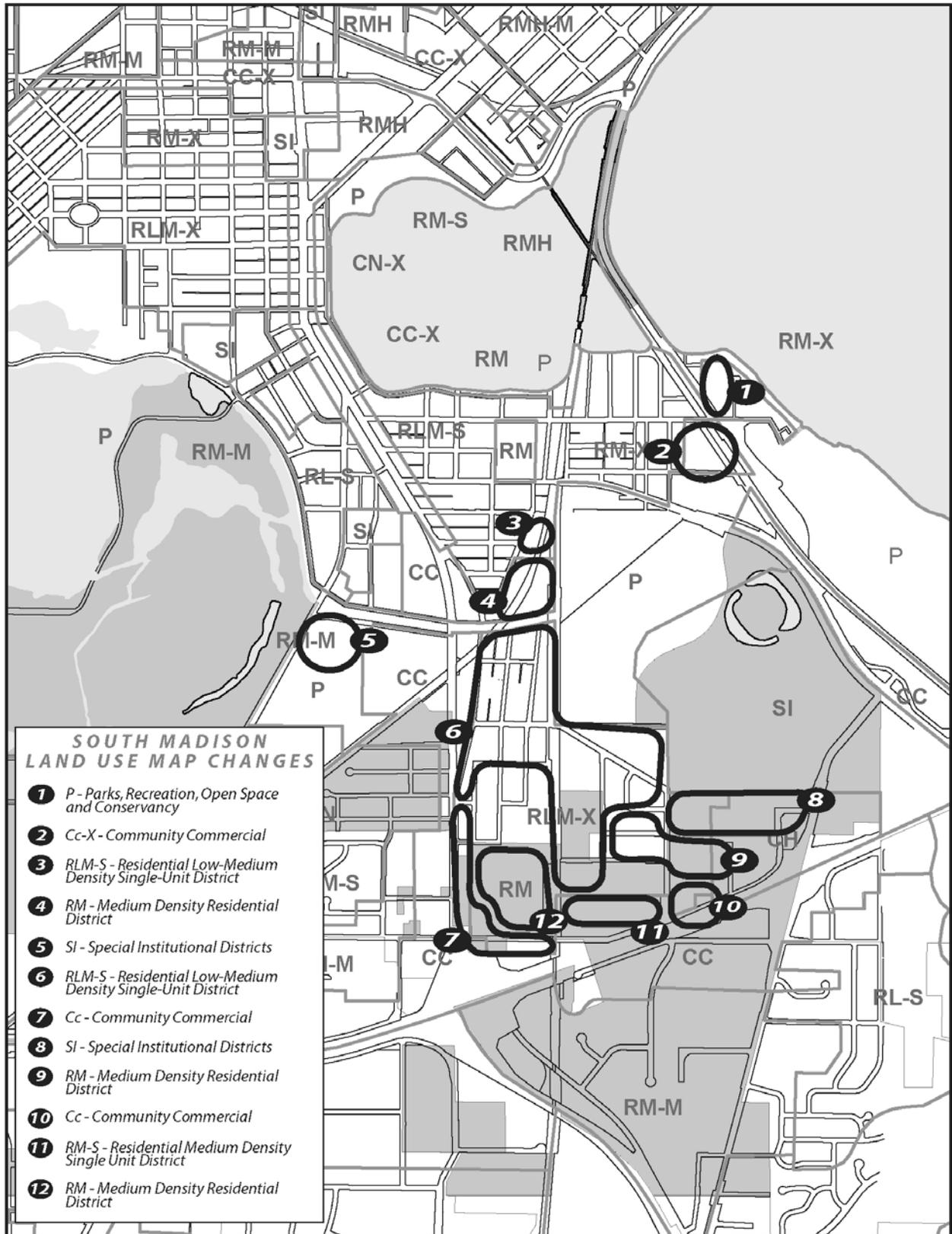
Map 4 - Structure Survey Results (Blight)



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



Map 6 - Proposed Specific Land Use (Adopted South Madison Neighborhood Plan)



Map 7 - Proposed Zoning

