

Redevelopment Plan for the Wingra Creek Redevelopment District

Prepared by

**Community Development Authority of the City of Madison,
Wisconsin**

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(Date)

**Department of Planning and Community and Economic
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Economic Development Division**

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A. Intent, Purpose, and Objectives

The Community Development Authority of the City of Madison (CDA) proposes to create a redevelopment district (District) to advance the redevelopment of the Park Street / Fish Hatchery Road / Wingra Creek area of the City of Madison (City).

It is the CDA's intent to be prepared to respond to any proposed redevelopment projects and opportunities in a timely and orderly fashion in order for development to occur within the District. 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) assistance.

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 (Common Council). The Plan objectives are more fully detailed in the following documents which are 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.
- *South Madison Plan*, as adopted on January 18, 2005.
- *Wingra Creek Market Study and Redevelopment Plan Summary Report*, as adopted on March 7, 2006.
- *Bay Creek Neighborhood Plan*, as adopted on August 6, 1991.
- *Park Street Urban Design Guidelines: Urban Design District #7*, as adopted on July 18, 2006

CITY OF MADISON COMPREHENSIVE PLAN

The creation of this Plan meets several objectives as set forth in the City of Madison's Comprehensive Plan (Comprehensive Plan). Volume II, Chapter 2 of the Comprehensive Plan stipulates goals and objectives that are consistent with the activities planned for the 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 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 of the Comprehensive Plan, entitled "Economic Development, The Plan: Goals, Objectives, Policies and Implementation Recommendations" stipulates goals and objectives that are consistent with the activities planned for the 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 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.

SOUTH MADISON PLAN

On January 18, 2005, the Common Council adopted the South Madison Plan. The South Madison Plan stipulates goals and objectives that are consistent with the activities planned for the District, including but not limited to the following:

- **Business Development (Page 12):**
 - #5. Work with existing businesses to determine future plans and needs so they can grow and prosper in their current location.

BAY CREEK NEIGHBORHOOD PLAN

On August 6, 1991, the Common Council adopted the Bay Creek Neighborhood Plan. The Bay Creek Neighborhood Plan stipulates goals and objectives that are consistent with the activities planned for the District, including but not limited to the following:

- **Attract and Retain Businesses:**
 - Redevelop vacant, dilapidated structure at the corner of Gilson and Wingra Streets.
 - Reuse vacant structures along South Park Street for community-oriented purposes.

WINGRA MARKET STUDY AND CONCEPTUAL REDEVELOPMENT PLAN SUMMARY REPORT

On March 7, 2006, the Common Council adopted the Wingra Market Study and Conceptual Redevelopment Plan Summary Report (Wingra Study). The Wingra Study sets forth goals and objectives that are consistent with the activities planned for the District, including but not limited to the following:

- **Land Use Findings and Recommendations (Pg 12-13):**
 - Madison Labor Temple, U.S. Post Office, Walgreen Health Initiative and the Bunbury surface parking lot site is a good location for a major mixed-use transit oriented development (TOD) that would include office, housing and commercial elements.
 - Surface parking areas should ultimately be replaced with parking decks. However, interim use of surface parking areas is necessary to meet the needs for both on-site uses and remote parking for St. Marys and Meriter Hospitals.
 - There should be a more concentrated cluster of neighborhood-oriented retail stores and services in the vicinity of the Copps Food Center.
 - The former Dean / Morningstar Dairy site would be a suitable site for mid-rise residential development or a specialized lodging / conferencing facility of high quality urban design character and architecture. The buildings are currently vacant. Any new building at this site should be a "flat iron" building corresponding to the geometry of the site. A flat iron building will maximize the unique triangular shape of the site.
- **Housing Findings and Recommendations (Pg 14):**
 - The former Dean / Morningstar Dairy site and the area west of the Labor Temple would be good locations for higher density, mid-rise housing, similar to some of the projects recently developed in the Bassett, Atwood and Downtown neighborhoods. Target densities should be approximately 30 to 50 dwelling units per acre.

PARK STREET CORRIDOR URBAN DESIGN DISTRICT #7

On July 18, 2006, Urban Design District #7 (UDD#7) was adopted by ordinance (MGO 33.02(15)). UDD #7 covers a large portion of the Wingra Creek Redevelopment District. Any developments in UDD #7 will need to comply with the all requirements of UDD #7.

D. District Boundary

Part of the Northeast 1/4, the Southeast 1/4, the Southwest 1/4, and the Northwest 1/4 of Section 26, Township 07 North, Range 09 East of the 4th Principal Meridian, City of Madison, Dane County, Wisconsin, described as follows:

Beginning at the northeasterly corner of Lot 1, Block 4, Fiore Plat¹, also being the southerly right of way line of High Street and the westerly right of way line of Fish Hatchery Rd; thence westerly along said southerly right of way line of High Street, 120.00 feet, more or less, to the intersection with the southerly extension of the westerly line of Lot 5, Block 2, said Fiore Plat; thence northerly, 60.00 feet, more or less, to the southwesterly corner of said Lot 5; thence northerly along the westerly line of Lots 1-5, said Block 2, 275.00 feet, more or less, to the southerly right of way line of S. Brooks Street; thence continuing northerly, 66.00 feet, more or less, to the southeasterly corner of Lot 4, Block 1 of said Fiore Plat; thence westerly along the northerly right of way line of said S. Brooks Street, 54.65 feet, more or less, to the southwesterly corner of said Lot 4; thence northeasterly 152.75 feet, more or less, to the northwesterly corner of said Lot 4, also being on the southwesterly line of Lot 1, Block 1 of said Fiore Plat; thence northwesterly along said southwesterly lot line, 110.1 feet, more or less, to the westerly corner of said Lot 1; thence northeasterly along the northwesterly line of said Lot 1, also being the southeasterly line of Lot 9, Block 1, Vogel's Addition to the City of Madison², 73.6 feet, more or less, to the southeast corner of said Lot 9; thence continue northeasterly along said northwesterly line of said Lot 1, 24.0 feet, more or less, to the northeasterly line of a private right of way; thence northwesterly parallel with and 24 feet northeasterly of and perpendicular measure to the northeasterly line of said Vogel's Addition Plat line, and along the northeasterly line of said private right of way, 492.8 feet, more or less, to the northerly corner of said private right of way, also being the southeasterly right of way line of Haywood Drive (platted as Ridgewood Avenue); thence northerly, 72.75 feet, more or less, to the southerly corner of Lot 1, Block 2, Back Bay Subdivision³ and the northerly right of way line of said Haywood Drive, also being the

¹ Fiore Plat, recorded in Vol. 10 of Plats, page 22, as Doc. No. 649933

² Vogel's Addition to the City of Madison, recorded in Vol. 13 of Plats, page 41, as Doc. No. 796988

³ Back Bay Subdivision, recorded in Vol. 2 of Plats, page 52, as Doc. No. 248744

southeasterly corner of Lot 6, said Block 2; thence northwesterly along the southwesterly line of Lots 1-5, of said Block 2, 204.3 feet, more or less, to the northwesterly corner of Lot 5, said Block 2, and the southeasterly right of way line of Delaplaine Court (platted as Wingra Court); thence northwesterly, 37 feet, more or less, to the southeasterly line of Lot 2, Certified Survey Map No. 11314⁴, and the northwesterly right of way line of said Delaplaine Court; thence northeasterly along said northwesterly right of way line, 100.0 feet, more or less, to the southeasterly corner of said Lot 2, and the southwesterly right of way line of S. Park Street (U.S.H. 151); thence northeasterly 149 feet, more or less, to the northwesterly corner of Lot 1, Certified Survey Map No. 12999⁵ and the northeasterly right of way line of S. Park Street (U.S.H. 151); thence easterly along the northerly line of said Lot 1, 92.42 feet, more or less, to the northeasterly corner of said Lot 1, also being the northwest corner of Lot 1, Plat of Addition to West Bay⁶; thence southeasterly along the northeast line of said C.S.M. 12999 and continuing along the northeast line of Lots 6-8, Plat of West Bay⁷, 261.60 feet, more or less, to the easterly corner of Lot 8, said Plat of West Bay; thence southwesterly along the southeasterly line of said Lot 8, 99.4 feet, more or less, to the northeasterly right of way line of S. Park Street (U.S.H. 151); thence southeasterly along the northeasterly right of way line of S. Park Street (U.S.H. 151), 360.0 feet, more or less, to the northwesterly line of Lot 18, said Plat of West Bay; thence northeasterly along the northwesterly line of said Lot 18, 100.0 feet, more or less, to the northerly corner of said Lot 18; thence southeasterly along the northeasterly line of said Lot 18, also being the northeasterly line of Quit Claim Deed⁸, 81 feet, more or less, to the easterly corner of said Quit Claim Deed; thence southwesterly along the southeasterly line of said Quit Claim Deed and along the southeasterly line of Lot 19 of said Plat of West Bay, 100 feet, more or less, to the northeasterly right of way line of S. Park Street (U.S.H. 151); thence southeasterly along said northeasterly right of way line of S. Park Street (U.S.H. 151), 388.5 feet, more or less, to the northwest line of the southeast 8 inches of Lot 22, Block 10, South Madison⁹; thence northeasterly along said northwest line, 100.00 feet, more or less, to the northeast line of the southwest 120 feet of said Lot 22; thence southeasterly along said northeast line, 8 inches, more or less, to the southeast line of said Lot 22; thence northeasterly along said southeast line of Lot 22, 30 feet, more or less, to the northeast line of the southwest 150 feet of Lot 21, Block 10, of said South Madison; thence southeasterly along said northeast line, 50.0 feet, more or less, to the south line of said Lot 21; thence northeasterly along said south line of Lot 21, 9.75 feet, more or less,

⁴ Certified Survey Map No. 11314, recorded in Vol. 68 of Certified Survey Maps, page 229-232, as Doc. No. 4017355

⁵ Certified Survey Map No. 12999, recorded in Vol. 83 of Certified Survey Maps, page 74-78, as Doc. No. 4701287

⁶ Plat of Addition to West Bay, recorded in Vol. 4 of Plats, page 17A, as Doc. No. 322235

⁷ Plat of West Bay, recorded in Vol. 4 of Plats, Page 16, as Doc. No. 287140

⁸ Quit Claim Deed, recorded as Doc. No. 3289350

⁹ South Madison recorded in Vol. A of Plats, page 20, as Doc. No. 180760

to the northeast line of the southwest 159.75 feet of Lot 20, Block 10, South Madison; thence southeasterly along said northeast line, 50.00 feet, more or less, to the northwesterly line of Lot 13, Block 10, Richmond Replat¹⁰; thence southwesterly along said northwesterly line, 0.58 feet, more or less, to the northeasterly corner of Lot 19, Block 10, South Madison; thence southerly along the westerly line of aforementioned Lot 13, also being the easterly line of Lots 18 and 19, said Block 10, 127 feet, more or less, to the northerly right of way line of W. Lakeside Street and the southeast corner of said Lot 18; thence southeasterly, 127.1 feet, more or less, to the northeasterly corner of Lot 15, Block 6, of said South Madison, and the southerly right of way line of said W. Lakeside Street and the southwesterly right of way line of an alley; thence southeasterly along said Alley's southwesterly right of way line, 74 feet, more or less, to the eastern most corner of Lot 14, said Block 6; thence southwesterly along the southeast line of said Lot 14, 130 feet, more or less, to the aforementioned northeasterly right of way line of S. Park Street (U.S.H. 151); thence southeasterly along said northeasterly right of way line, 50 feet, more or less, to the northwesterly line of Lot 12, said Block 6; thence northeasterly along said northwesterly line, 130 feet, more or less, to the aforementioned southwesterly right of way line of an alley, also being the northern most corner of said Lot 12; thence southeasterly along said southwesterly right of way line, 25 feet, more or less, to the southeast line of Warranty Deed¹¹, also being the northwest line of Warranty Deed¹²; thence southwesterly along said southeast line and said northwest line, 130 feet, more or less, to aforementioned northeasterly right of way line of S. Park Street (U.S.H. 151); thence southeasterly along said northeasterly right of way line, 125 feet, more or less, to the southeast line of Lot 10, said Block 6; thence northeasterly along said southeast line, 124 feet, more or less, to the northern most corner of Lot 9 said Block 6, also being on the westerly line of Lot 8 of said Block 6; thence southerly along said westerly line and along the easterly line of said Lot 9, 76.4 feet, more or less, to the southwesterly corner of said Lot 8, and the northerly right of way line of Emerson Street; thence southeasterly, 116.6 feet, more or less, to the northeasterly corner of Lot 10, Block 3 of said South Madison, and being the southerly right of way line of said Emerson Street and being the southwesterly right of way line of an alley; thence southeasterly along said southwesterly right of way line of an alley, 191.15 feet, more or less, to the southwesterly corner of the alley and to an easterly corner of Lot 6, of said Block 3; thence easterly along the northeasterly line of said Lot 6, 2.85 feet, more or less, to the northeast corner of Lot 6, said point also being the northwesterly corner of Lot 4 of said Block 3; thence southerly along the westerly line of said Lot 4, 150 feet, more or less, to the southwesterly corner of

¹⁰ Richmond Replat, recorded in Vol. 2 of Plats, page 6A, as Doc. No. 438487

¹¹ Warranty Deed, recorded as Doc. No. 4162675

¹² Warranty Deed, recorded as Doc. No. 4781802

said Lot 4, and the northerly right of way line of W. Olin Avenue (platted as Pond Street); thence southwesterly, 68 feet, more or less, to the intersection of the northeasterly right of way line of S. Park Street (U.S.H. 151) with the south right of way line of said W. Olin Avenue; thence southeasterly along said northeasterly right of way line, 376 feet, more or less, to the intersection with the northerly right of way line of Spruce Street; thence easterly along said northerly right of way line of Spruce Street, 143.2 feet, more or less, to the southwesterly corner of Lot 16, Block 1, Woodlawn Addition to South Madison; thence southwesterly, 66.25 feet, more or less, to the intersection of the southerly right of way line of said Spruce Street with the easterly line of that parcel of land described in Warranty Deed¹³; thence southerly along said easterly line, 150 feet, more or less, to the southeasterly corner thereof, said point also being on the northerly right of way line of an alley; thence southwesterly, 15 feet, more or less, to the intersection of the northeasterly right of way line of S. Park Street (U.S.H. 151) with the southerly right of way line of said alley; thence southeasterly along the northeasterly right of way line of said S. Park Street (U.S.H. 151), 80.96 feet, more or less, to a bend point in said right of way line; thence southeasterly along said northeasterly right of way line, 106.9 feet, more or less, to northerly right of way line of Cedar Street; thence easterly along the northerly right of way line of said Cedar Street, 150.3 feet, more or less, to the southeasterly corner of Lot 26, Block 2, said Woodlawn Addition to South Madison; thence southerly, 66 feet, more or less, to the southerly right of way line of said Cedar Street, also being the intersection of the east line of the westerly 10 feet of Lot 2, Block 6, said Woodlawn Addition to South Madison with said right of way line; thence southerly along said east line, 110.00 feet, more or less, to the northeasterly right of way line of Beld Street (platted as Oregon Street), said point being on the southwesterly line of said Block 6; thence southeasterly along said northeasterly right of way line, 222.6 feet, more or less, to a bend point of said Block 6; thence southeasterly along said northeasterly right of way line, 45.2 feet, more or less, to the intersection thereof with the northerly right of way line of Pine Street; thence southeasterly along said northeasterly right of way line of Beld Street, 74 feet, more or less, to the northwesterly corner of Lot 1, Block 7, Block Seven Woodlawn¹⁴; thence southeasterly along said northeasterly right of way line, 168.33 feet, more or less, to the northerly right of way line of an alley and to a southwest corner of Lot 2, Block 7, of said Block Seven Woodlawn; thence easterly along said northerly right of way line, 303.05 feet, more or less, to the southeasterly corner of Lot 8, said Block 7, and the northwesterly right of way line of Gilson Street (platted as Maple Street); thence northeasterly along said northwesterly right of way line, 160 feet, more or less, to the northeast corner of said Lot 8, also being the south right of way line of Pine Street; thence easterly, 74 feet, more or

¹³ Warranty Deed, recorded in Volume 9230, page 28, as Doc. No. 1984057.

¹⁴ Block Seven Woodlawn, recorded in Vol. 2 of Plats, page 25, as Doc. No. 237891A.

less, to the south line of Warranty Deed¹⁵; thence southeasterly along said south line, 185 feet, more or less, to the southern most east corner of said Warranty Deed, also being the west right of way line of the Union Pacific Railroad; thence northeasterly along the east line of said Warranty Deed and said west right of way line of the Union Pacific Railroad, 303 feet, more or less, to the south line of Lot 11, Block 4, said Woodlawn Addition to South Madison; thence northwesterly along said south line, 196 feet, more or less, to the southeast right of way line of aforementioned Gilson Street; thence continuing northwesterly along the northwesterly extension of said south line, 66 feet, more or less, to the northwesterly right of way line of said Gilson Street; thence northeasterly along said northwesterly right of way line, 150 feet, more or less, to the intersection with the northwesterly extension of the north line of Lot 9, said Block 4; thence southeasterly along said extension of the north line, 66 feet, more or less, to the northern most corner of said Lot 9; thence southeasterly along the north line of said Lot 9, 190 feet, more or less, to the eastern most corner of said Lot 9; thence continuing southeasterly along the southeasterly extension of the north line of said Lot 9, 35 feet, more or less, to a line parallel with and distant 15 feet westerly, measured radially, from the centerline of the main track of the Chicago and Tomah railroad company (now the Union Pacific Railway Company); thence northeasterly, along said parallel line, 150 feet, more or less, to the southeasterly extension of the north line of Lot 6, said Block 4; thence northwesterly along said southeasterly extension to the northeast corner of said Lot 6 said Woodlawn Addition to South Madison, and to the southeast corner of Lot 5, also being the westerly right of way line of aforementioned railroad; thence northerly along said westerly right of way line, and along a curve to the left, also being the easterly line of Block 4 of said Woodlawn Addition to South Madison, 300.5 feet, more or less, to the southeasterly corner of Block 2, of Maple Court¹⁶; thence northerly along the easterly line of said Block 2, also being said railroad westerly right of way line, 336.5 feet, more or less, to the northeasterly corner of said Block 2, and the south right of way line of W. Olin Avenue; thence easterly along said south right of way line to a point 100 feet, more or less, westerly of the intersection of the northerly extension of Warranty Deed¹⁷ with the south right of way line of W. Olin Avenue; thence southerly, 496.50 feet, more or less, to the northwesterly corner of Lot 1, Certified Survey Map 5781¹⁸; thence easterly along the northerly line of said Lot 1, 20.19 feet, more or less, to the northeasterly corner of said Lot 1; thence southerly along the easterly line of said Lot 1, 731.35 feet, more or less, to an easterly corner of said C.S.M.; thence westerly

¹⁵ Warranty Deed, recorded in Volume 901, page 342, Doc. No. 1554492.

¹⁶ Maple Court, recorded in Vol. 1 of Plats, page 33, as Doc. No. 213378

¹⁷ Warranty Deed recorded in Volume 246 of Deeds, page 17, Doc. No. 341754a

¹⁸ Certified Survey Map No. 5781, recorded in Vol. 27 of Certified Survey Maps, page 158-159, as Doc. No. 2129172, and corrected by Affidavit of Correction, recorded in Vol. 12837, page 36, as Doc. No. 2141048, and corrected by Affidavit of Correction, recorded in Vol. 12943, page 58, as Doc. No. 2145714.

along a southerly line of said C.S.M., 37.12 feet, more or less, to an easterly corner of said C.S.M.; thence southerly along an easterly line of said C.S.M. and an easterly line of Lot 2, said Certified Survey Map Number 5781, 308.57 feet, more or less, to the southeasterly corner of Lot 2 of said Certified Survey Map No. 5781; thence westerly along the southerly line of said Lot 2, 452.27 feet, more or less, to the southwesterly corner of said Lot 2, also being on the easterly right of way line of Union Pacific Railroad, also being a point of curvature; thence southwesterly along said easterly right of way line, and along a curve to the right, 568.5 feet, more or less, to the easterly right of way line of Beld Street; thence westerly at right angles to the westerly right of way line of Beld Street, 66 feet, more or less, to the west right of way line of Beld Street; thence northerly along said west right of way line, 38 feet, more or less, to the northwesterly right of way line of said Union Pacific Railroad, also being the southeasterly line of Deed¹⁹; thence southwesterly along said northwesterly right of way line, also being said southeasterly line of Deed, to the intersection with the east right of way line of S. Park Street (U.S.H. 151); thence southwesterly along the said northwesterly right of way line, to the most easterly corner of that parcel of land described in Trustee Deed²⁰, and said northwesterly right of way line of Union Pacific Railroad, and to the west right of way line of S. Park Street (U.S.H. 151); thence southwesterly along the southeasterly line of said Trustee Deed, and along the northwesterly right of way line of said Union Pacific Railroad, 1089.75 feet, more or less, to the southeasterly corner of said Trustee Deed, and to the South line of the Southwest Quarter of Section 26, Township 07 North, Range 09 East; thence westerly along said South line, 206.6 feet, more or less, to the southwesterly corner of said Trustee Deed, also being the east line of Certified Survey Map Number (CSM#) 8380²¹; thence northerly along the westerly line of said Trustee Deed, and along the east line of said C.S.M., 218.00 feet, more or less, to a westerly corner of said Trustee Deed; thence northeasterly along the northwesterly line of said Trustee Deed, and the east line of said C.S.M., also being the southeast line of C.S.M.#4420²², 732.4 feet (734.8 ft per the platted distance from CSM 4420), more or less, to a westerly corner of said Trustee Deed; thence northerly along the westerly line of said Trustee Deed, and along the east line of said C.S.M. #4420, 447.6 feet (447.48 ft per the platted distance from CSM 4420), more or less, to the northwest corner of said Trustee Deed, and to the south right of way line of Plaenert Drive; thence easterly along said south right of way line of Plaenert Drive, 424.0 feet, more or less, to the intersection thereof with the westerly right of way line of S. Park Street (U.S.H. 151), also being the northeast corner of said Trustee Deed; thence

¹⁹ Deed, recorded in Volume 1046, pages 430-432, as Doc. No. 1614332.

²⁰ Trustee Deed recorded as Doc. No. 3485185

²¹ Certified Survey Map Number 8380, recorded in Vol. 45, pages 234-237, Doc. No. 2805197. Affidavit of Correction for said CSM Doc. No. 2917532.

²² C.S.M.#4420, recorded in Vol. 19, pages 88-89, Doc. No. 1842428

northerly along the westerly right of way line of S. Park Street (U.S.H. 151), 166.0 feet, more or less, to the intersection thereof with the south right of way line of Wingra Drive; thence westerly along said south right of way line of Wingra Drive, 1019.5 feet, more or less, to the intersection with the southerly extension of the westerly right of way line of South Street; thence northerly along said extended west right of way line of South Street and along the west right of way line of South Street, 294 feet, more or less, to the southeast corner of that parcel described in DEED²³; thence westerly along the southerly line of said parcel and along a line parallel with and 60 feet northerly of and perpendicular measure to the south line of Lot 4, Block 2, Haen Subdivision No. 1²⁴, 276.4 feet, more or less, to the southwest corner of said DEED and the west line of said Lot 4; thence northerly along the westerly line of said DEED and of said Lot 4, 143.89 feet, more or less, to the northwest corner of said Lot 4; thence northwesterly along the southwesterly line of Lot 7, Block 2, said Haen Subdivision No. 1, 131.18 feet (129.65 ft per Haen Subdivision No. 1), more or less, to the western corner of said Lot 7, and to the easterly right of way line of Fish Hatchery Road (platted as Fitchburg Street); thence northwesterly, 80.54 feet, more or less, to the southeast corner of Lot 20, Wingra Drive Addition²⁵, also being the westerly right of way line of Fish Hatchery Road; thence northeasterly and northerly along said westerly right of way line of Fish Hatchery Road to the **Point of Beginning**.

E. Existing Land Use and Zoning

The existing zoning in the District is a mix of M1, PUDSIP, PUDGDP, C2, C3, R2 and R4 as shown on Map 2. The current land use is commercial and industrial and residential land uses 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"), summarized herein, the area qualifies as blighted under the meaning of Redevelopment Law. The District contains 113 parcels, of which 57 are blighted, 52 were not blighted, and four (4) could not be surveyed. **These 57 blighted parcels make up 52% of the total District.** Map 4 displays these findings. *NOTE: The four parcels that were not considered in the finding of blight were not used in calculating the total number of parcels, nor were they counted as blighted parcels.*

²³ DEED, recorded in Vol. 14527, page 97, Doc. No. 2214469

²⁴ Haen Subdivision No. 1, recorded in Vol. 23 of Plats, on pages 38-39, Doc. No. 998984

²⁵ Wingra Drive Addition, recorded in Vol. 12 of Plats, page 27, recorded as Doc. No. 754548

Blighting Influences / Physical Deficiencies

The following blighting influences and physical deficiencies were some of the blighting influences and physical deficiencies observed as part of the blight study:

- Vacant buildings;
- Boarded up windows;
- Incompatible land uses;
- Lack of outdoor screening;
- Excessive litter;
- Graffiti;
- Overgrown lots and parking areas;
- Lack of maintained landscaping

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 this Plan by the Common Council, the CDA may request the City's 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, 7 and 8.

The private development proposals that may be contemplated in the future by the CDA and the City as a result of creation of the District are commercial, residential, employment and mixed use development. Since the precise pattern for future development is uncertain, the City may enact additional restrictions and promote appropriate rezoning contingent upon selected development.

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

Standards for permitted and conditional uses in the existing zoning districts are governed by zoning requirements found in Sections 28.07, 28.09, and 28.10 of the 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 December 2011, the equalized value of the property in the District is approximately \$44,100,900. 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 \$100,000,000.

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

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.

Issuance of Bonds

The CDA may utilize its ability to issue tax exempt bonds to assist projects. These projects must demonstrate need and further the long-term goals of the CDA and the City.

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.

The CDA and the City may use land sale proceeds and other sources of funds and revenues to pay for redevelopment project costs within the District.

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 pay relocation costs by Wisconsin Statutes.
2. Costs of moving structures, rehabilitation, construction, repair or remodeling of existing buildings and fixtures.
3. Costs 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 the Plan 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 applicable sections of municipal codes and ordinances referenced herein.

M. Compliance with Applicable Local, State & Federal Regulations

Local codes and ordinances applicable to the District have been referenced in the Plan. The participating developer(s) and the CDA shall comply with any and all City codes and ordinances and any applicable State and federal laws and regulations.

N. Redevelopment Plan Modification

The 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 Wisconsin Statutes. However, it should be noted that there are currently no plans to acquire or assemble property which may require relocation.

P. Land Disposition

Any property or land acquired by the CDA will be disposed of either by sale or lease in accordance with provisions contained in Redevelopment Law.

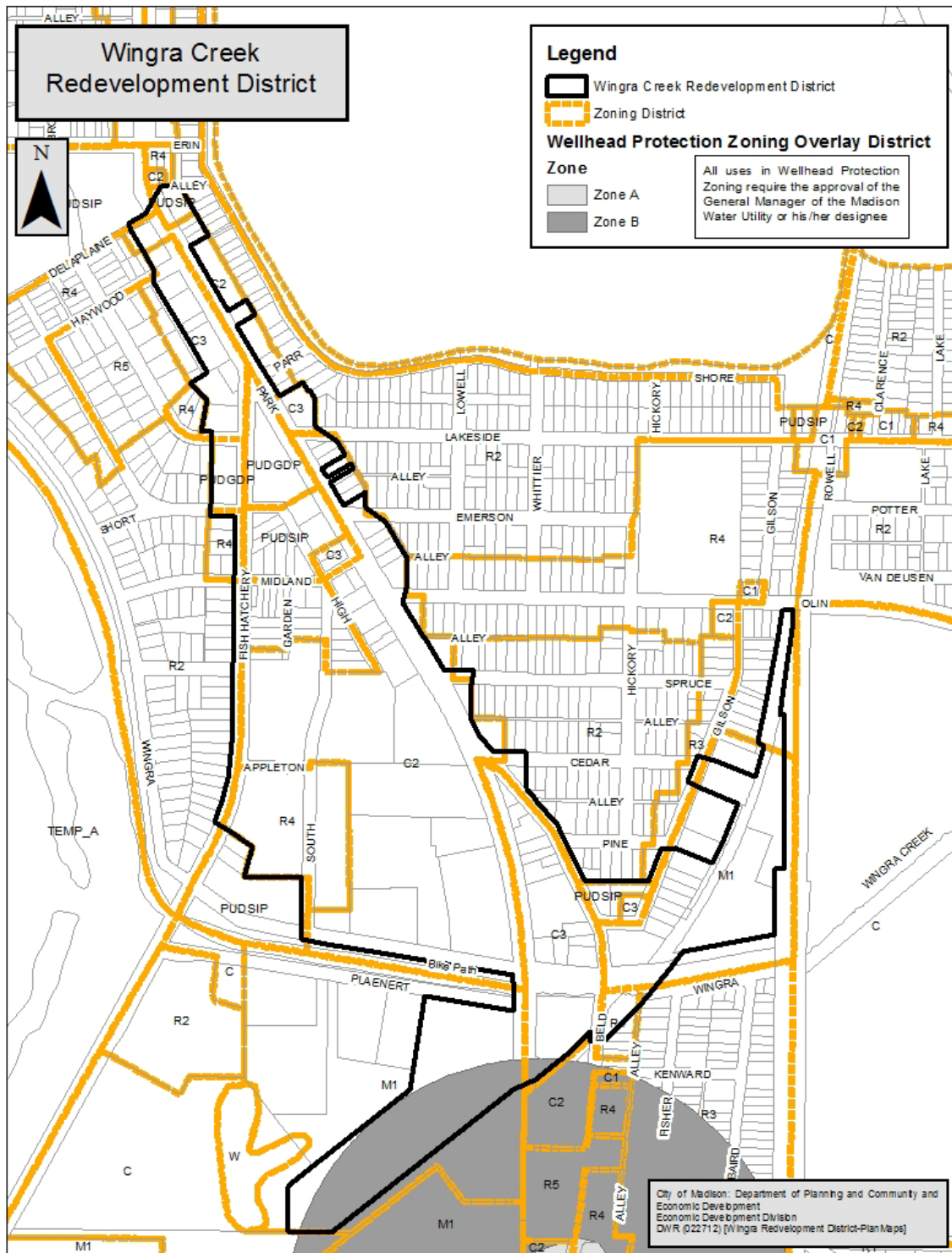
Q. Proposed Public Improvements

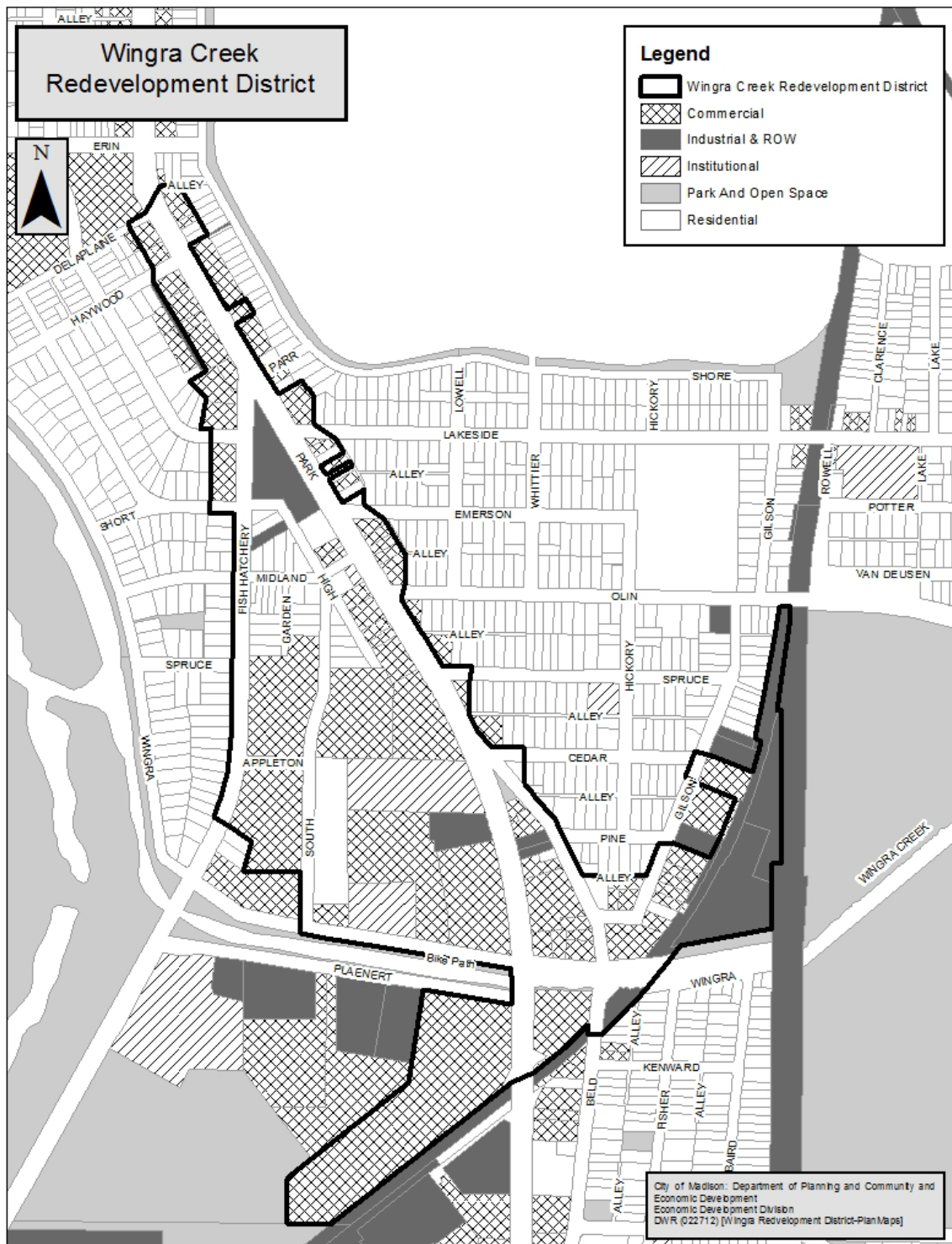
To facilitate the support for new land uses in the District, the City may undertake public improvements including public utilities. Said public improvements and public utilities may include but are not limited to curb and sidewalk improvement, the installation of public utilities (under or above ground), the installation of storm and sanitary sewers, street lighting, sidewalks, public streets and traffic signals.

R. Termination of the District and Redevelopment Plan

This District and Plan shall terminate on December 31, 2022.

Map 1 – District Boundary

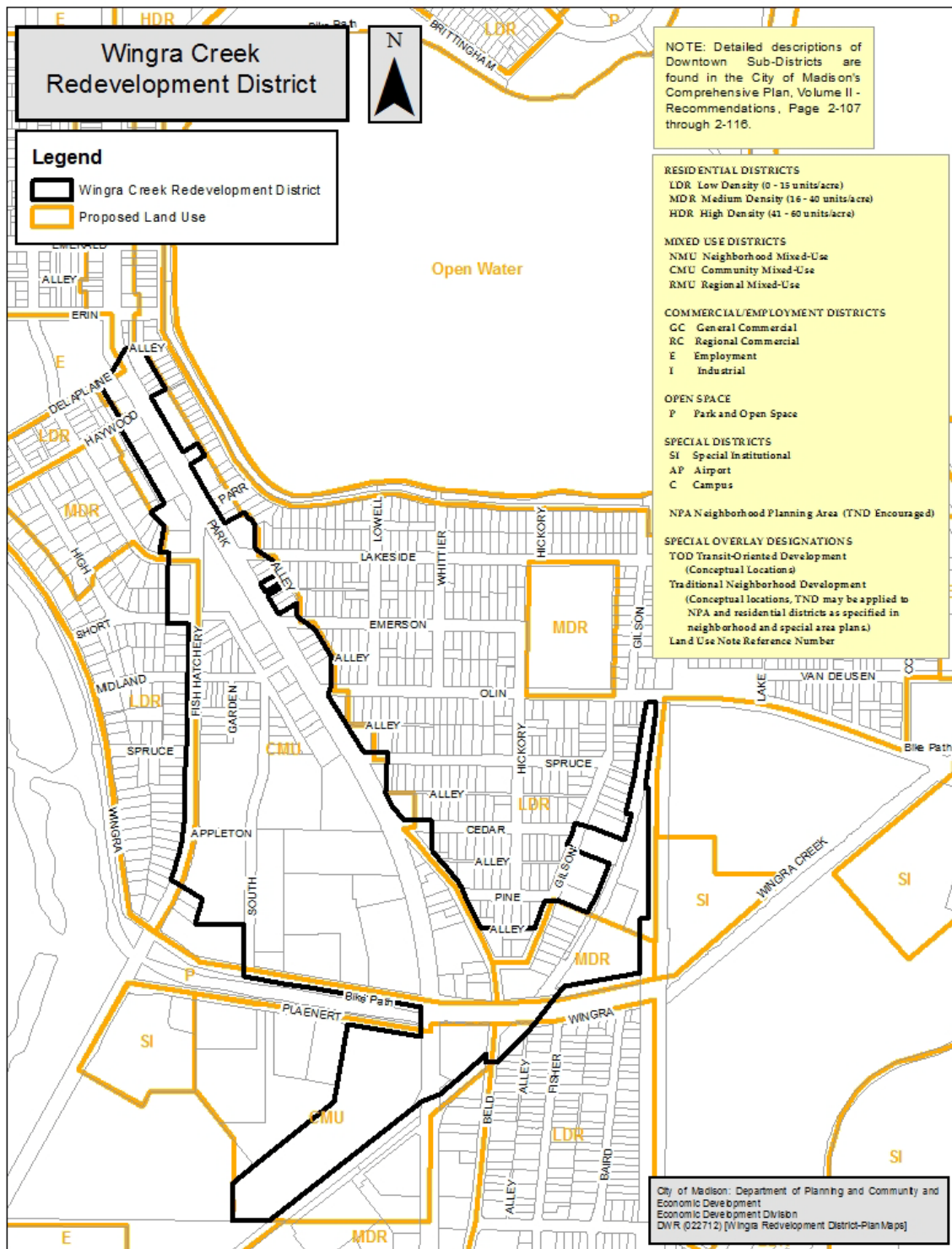
Map 2 – Existing Zoning

Map 3 – Existing Land Use

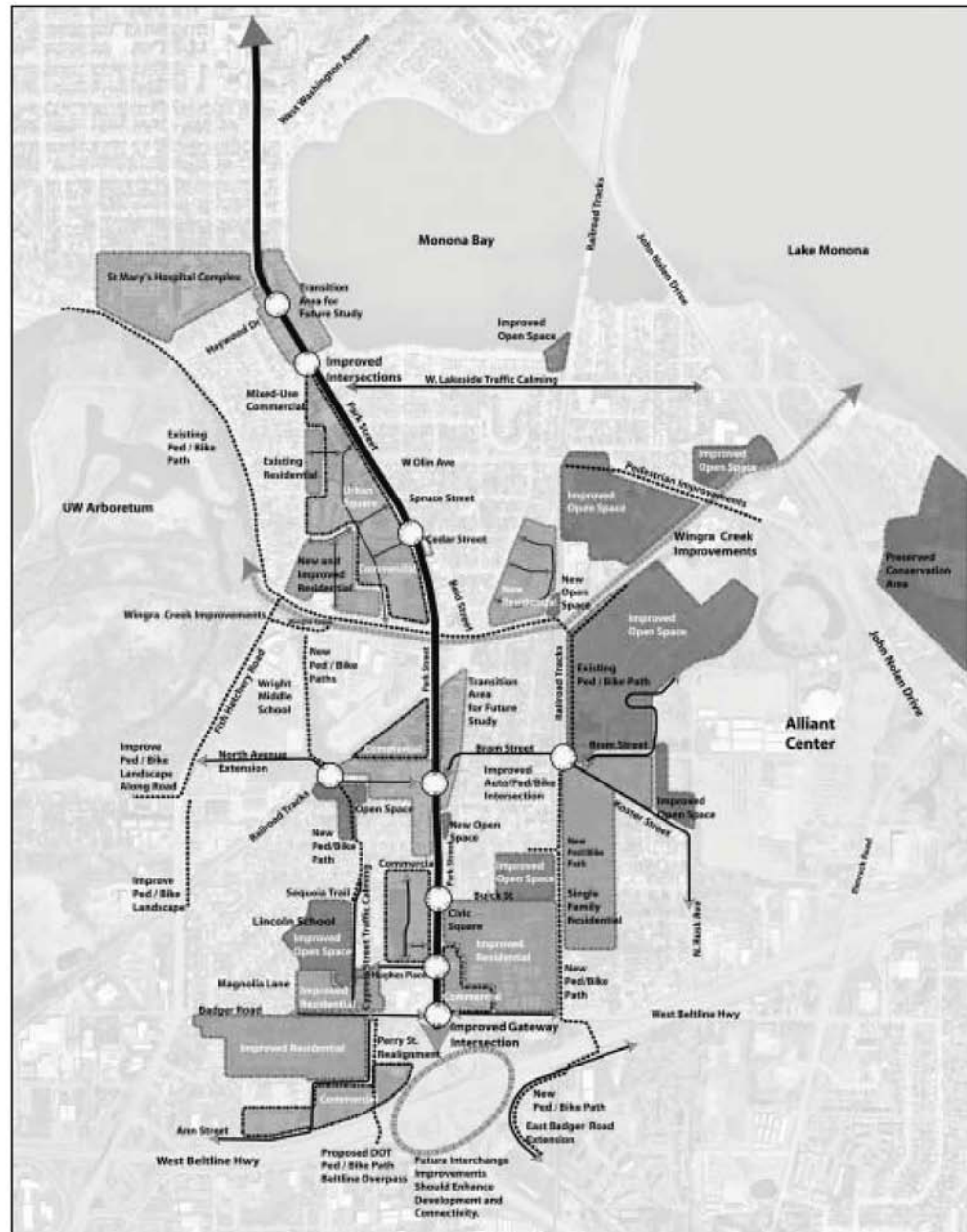
Map 4 – Structure Survey Results (Blight)



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



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



Map 7: South Madison Major Plan Recommendations

Map 7 – Wingra Market Study and Conceptual Redevelopment Plan

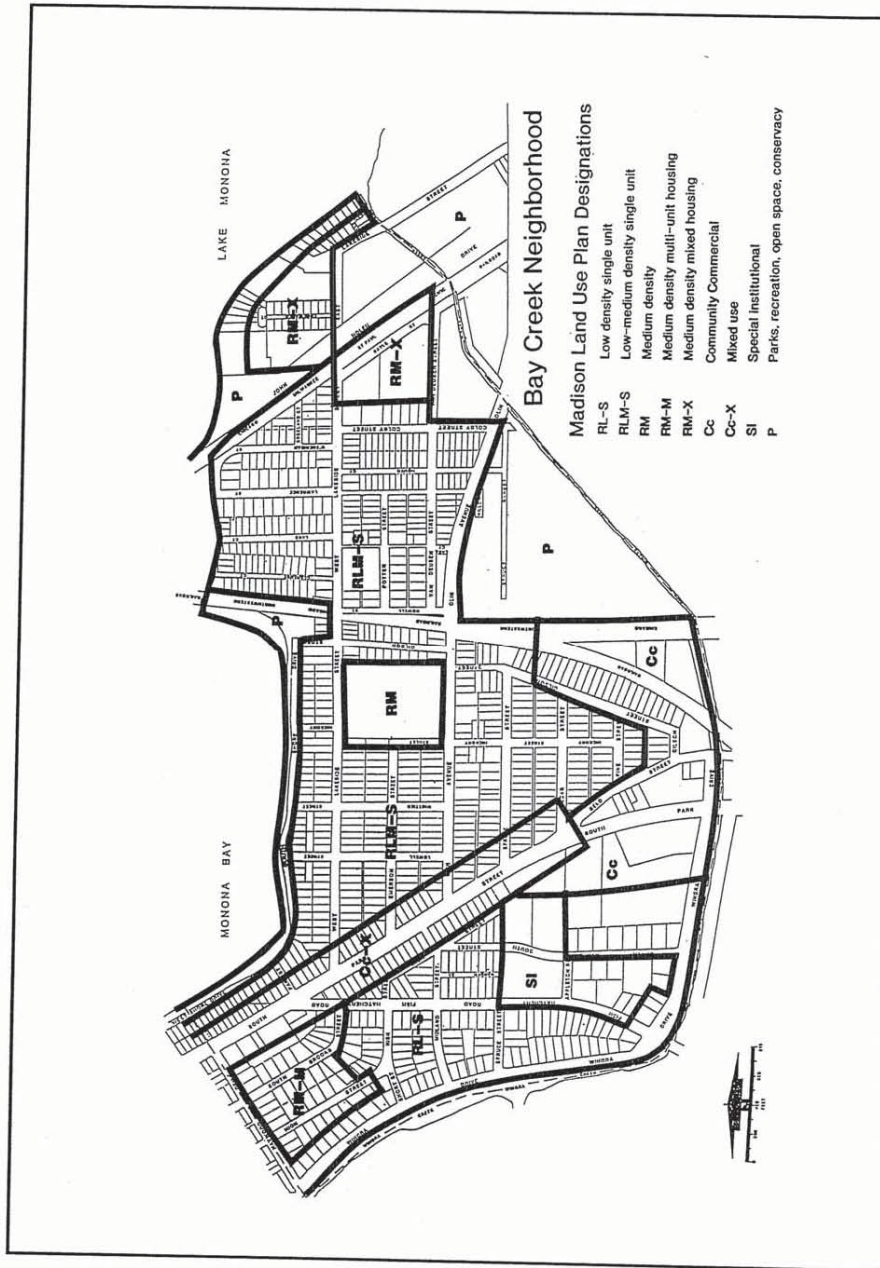
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Map 4: Conceptual Land Use Plan for the Wingra Creek Project Area

Map 8 – Bay Creek Neighborhood Plan

Map 11 - Land Use Plan



Map 9 – Proposed Zoning

