



## MEMORANDUM

To: City of Madison Plan Commission  
Dan McAuliffe, City Planner/Project Leader  
City of Madison

From: Vierbicher

Subject: Milwaukee Street Special Area Plan  
Voit Parcel Review

Date: August 20, 2018

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The Voit Project Team would like to thank the City Plan Commission for the opportunity to comment on the initial land use concept draft for the Milwaukee Street Special Area Plan. After meeting with City staff in 2017 and several times in 2018, the project team is pleased with the direction of the initial land use concepts. Overall, the initial land use plan is very similar to what the Voit Project Team presented to City staff last year. However, there are some particular items that the project team would like the Plan Commission to keep in mind as it relates to the future development of the Voit property. The summary of the concerns are detailed below:

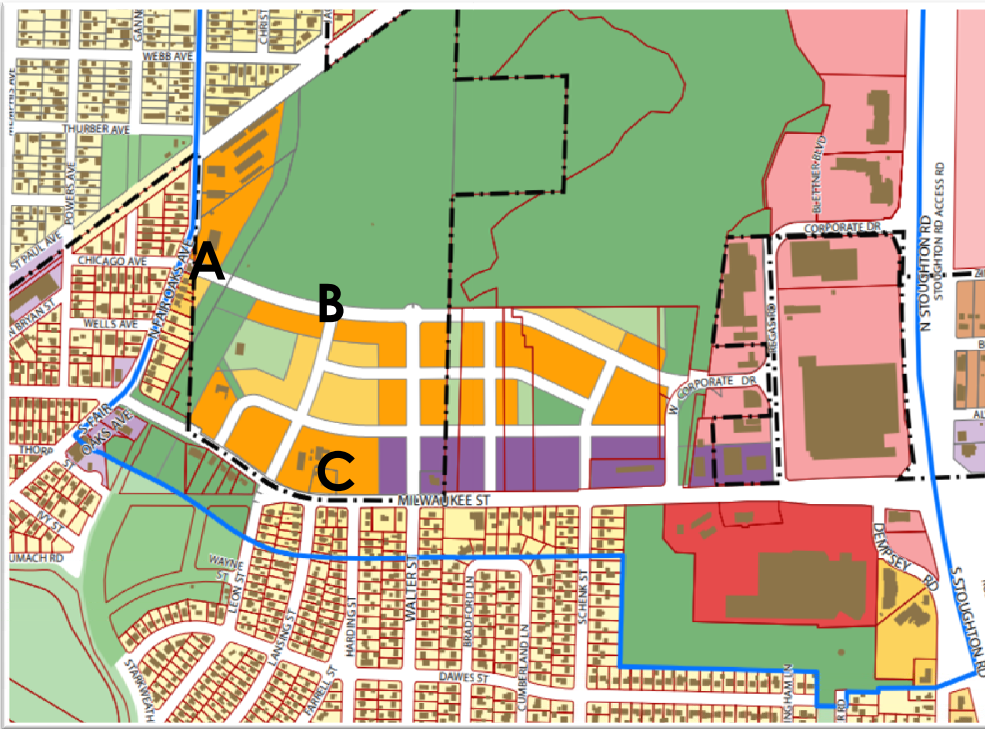
### **Scenario 1:**

- A) The economic feasibility of a development project if the cost to extend Chicago Avenue across Starkweather Creek is solely on a potential developer (i.e. the cost of the additional property purchase, bridge construction, off-site road construction, etc.). The project team would like to see information in the plan narrative expressing the desire for a municipal/private partnership for construction of this connection. (see location on page 2)
- B) The economic feasibility of a development project if the cost to construct 1,100 lineal feet of Chicago Avenue, is bound by the large park to the north. Chicago Avenue should have adequate access to the potential park to the north, but as proposed, a developer will struggle to make the development of the Voit property economically feasible. The project team would like the City to consider a municipal/private partnership for construction of this road or allow for some development on the north side of Chicago Avenue. (see location on page 2)
- C) Since the Voit property is likely to develop before the redevelopment of the property to the east, the project team would like to ensure there is land use flexibility around the Milwaukee and Walter Street intersection that is able to be responsive to a market conditions. (see location on page 2)

**Scenario 2:**

- D) The proposed “big-box” retail, as conceptually presented, has its back to the future neighborhood and Milwaukee Street corridor. Without proper cross-site access and significant aesthetic screening, the building position could detract from the appeal of the future neighborhood. Attempting to re-establish the grid street as close as possible at W. Corporate Drive could give the site more space to position the commercial building E-W and therefore, allowing for a more continuous block-face, with one or two commercial outlots along Milwaukee Street.

**Scenario 1:**



**Scenario 2**

