

160 Westgate Mall Redevelopment

NEIGHBORHOOD MEETING #1
MIDVALE ELEMENTARY SCHOOL
JANUARY 27, 2018



Agenda

1. “Brag, Worry, Envision, Wonder” Exercise
2. Introductions
3. Planning Context
4. Project Description
5. Next Steps
6. Questions and Discussion



8Twenty Park Apartments (820 Park Street)

Who is JT Klein?

- Founded by President, Jacob T. Klein in 2014
- Mission is to increase access to senior and family affordable housing in Wisconsin
- 15 years of experience working with a wide range of multi-family property types
- Developed over \$150 million worth of housing projects, since 2004
- Named one of the top 50 affordable housing developers of 2016 by Affordable Housing Finance magazine.

Planning Context

160 Westgate Mall



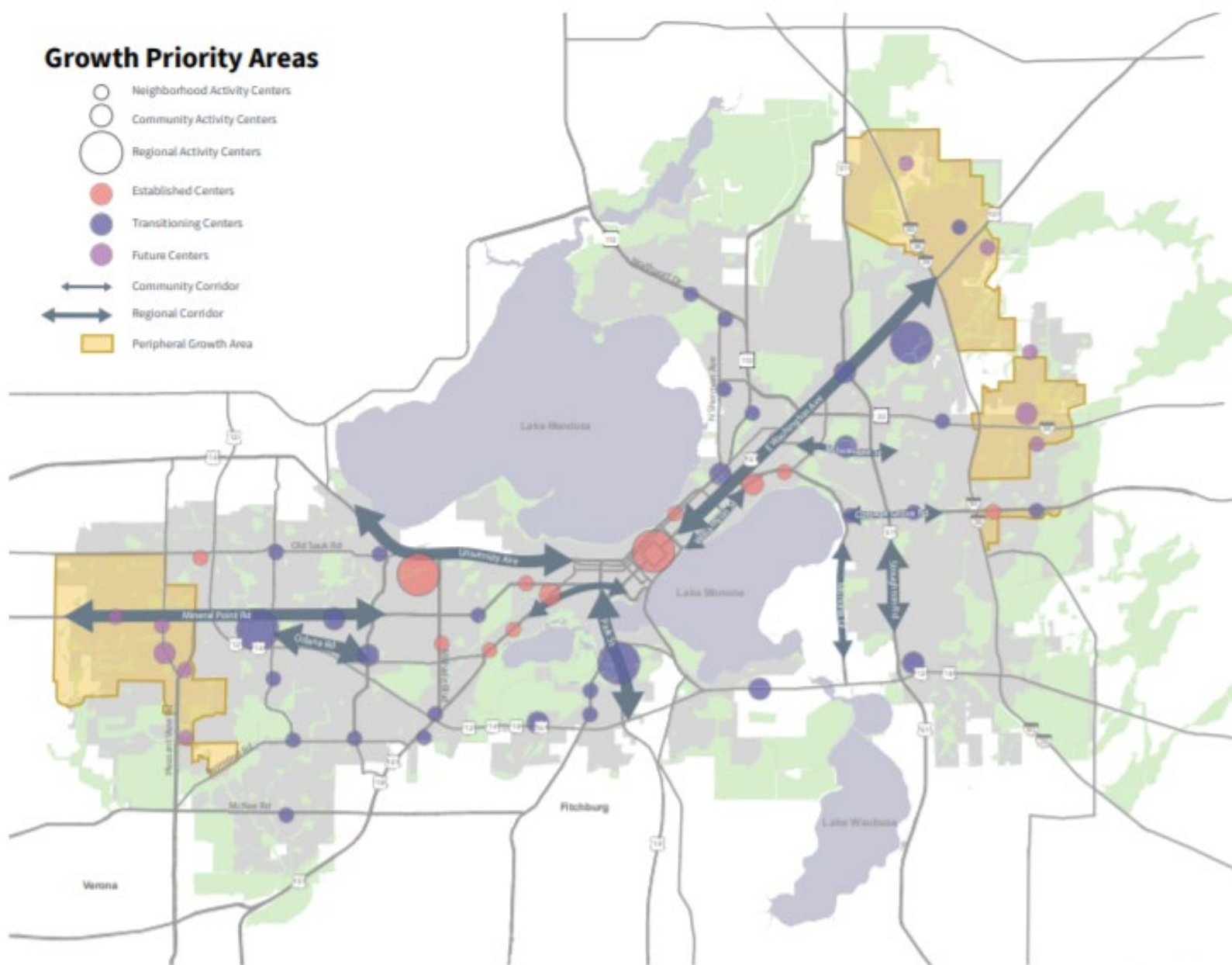
Site Context

- Beltline & Whitney Way
- Hy-Vee
- Adjacent restaurant & retail
- Park
- Residential neighborhoods
- University Research Park
- West Transfer Point
- Future BRT
- Adjacent opportunity zone



Growth Priority Areas

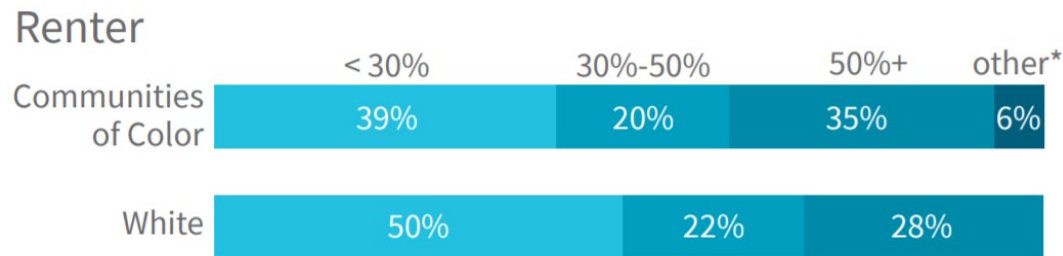
-  Neighborhood Activity Centers
-  Community Activity Centers
-  Regional Activity Centers
-  Established Centers
-  Transitioning Centers
-  Future Centers
-  Community Corridor
-  Regional Corridor
-  Peripheral Growth Area



Please see pages 78 and 79 for maps of the city's historic districts.

Need for Housing

- Madison is GROWING – we need an increase in the diversity of housing options; as Madison's demographic makeup changes, its housing stock must also change to address residents' changing needs.
- Affordable housing fosters improved equity, especially for low and moderate-income households, by increasing accessibility, proximity to City services and amenities.
- Helps maintain healthier communities.



Imagine Madison

Neighborhoods and Housing Strategies

Strategy 3: Increase the amount of available housing

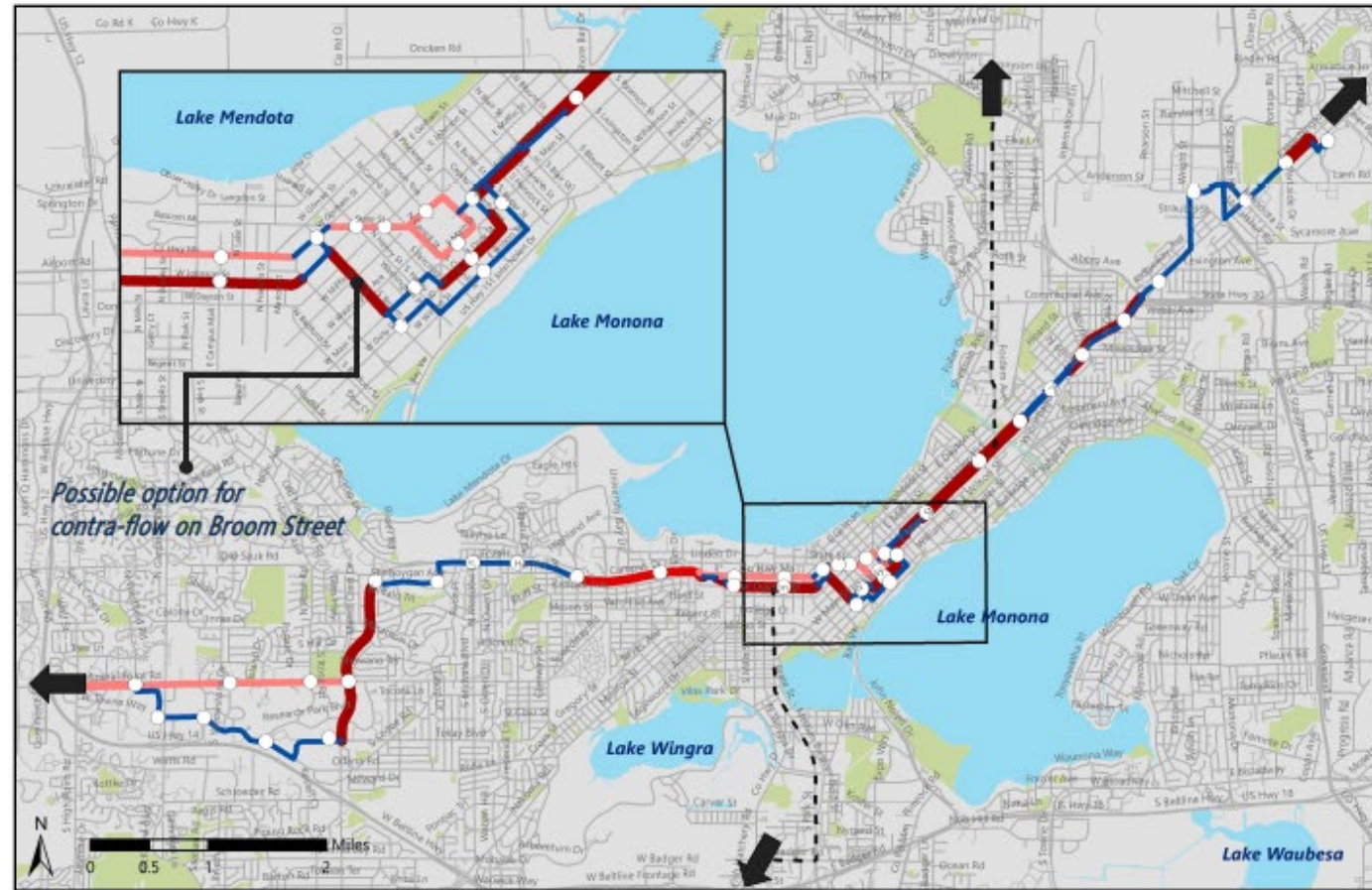
- Support new housing opportunities by prioritizing planning efforts to transition underutilized, automobile-dominated commercial areas into complete neighborhoods and mixed-use Activity Centers
- Explore adjustments to the number of dwelling units, building size, and height thresholds between permitted and conditional uses to increase the allowable density for residential buildings in mixed-use zoning districts
- Explore the widespread replacement of residential density maximums with building height maximums outside of the downtown area

Strategy 4: Integrate lower priced housing, including subsidized housing, into complete neighborhoods

- Support the distribution of affordable housing throughout the city
- Continue allocating money to the City's Affordable Housing Fund
- Continue to pursue a variety of county, state, and federal funding and public-private partnerships to support the development of affordable housing

MADISON EAST-WEST BRT PLANNING STUDY

Location of Dedicated Lanes for Working LPA



Madison East-West BRT Planning Study

○ East-West BRT Proposed Station

--- Future North-South BRT

← Future BRT Extensions

Dedicated Lanes

— Dedicated Bus Lane (BRT vehicle in new bus lane)

— Bus-only Shoulder (Bus uses during congestion)

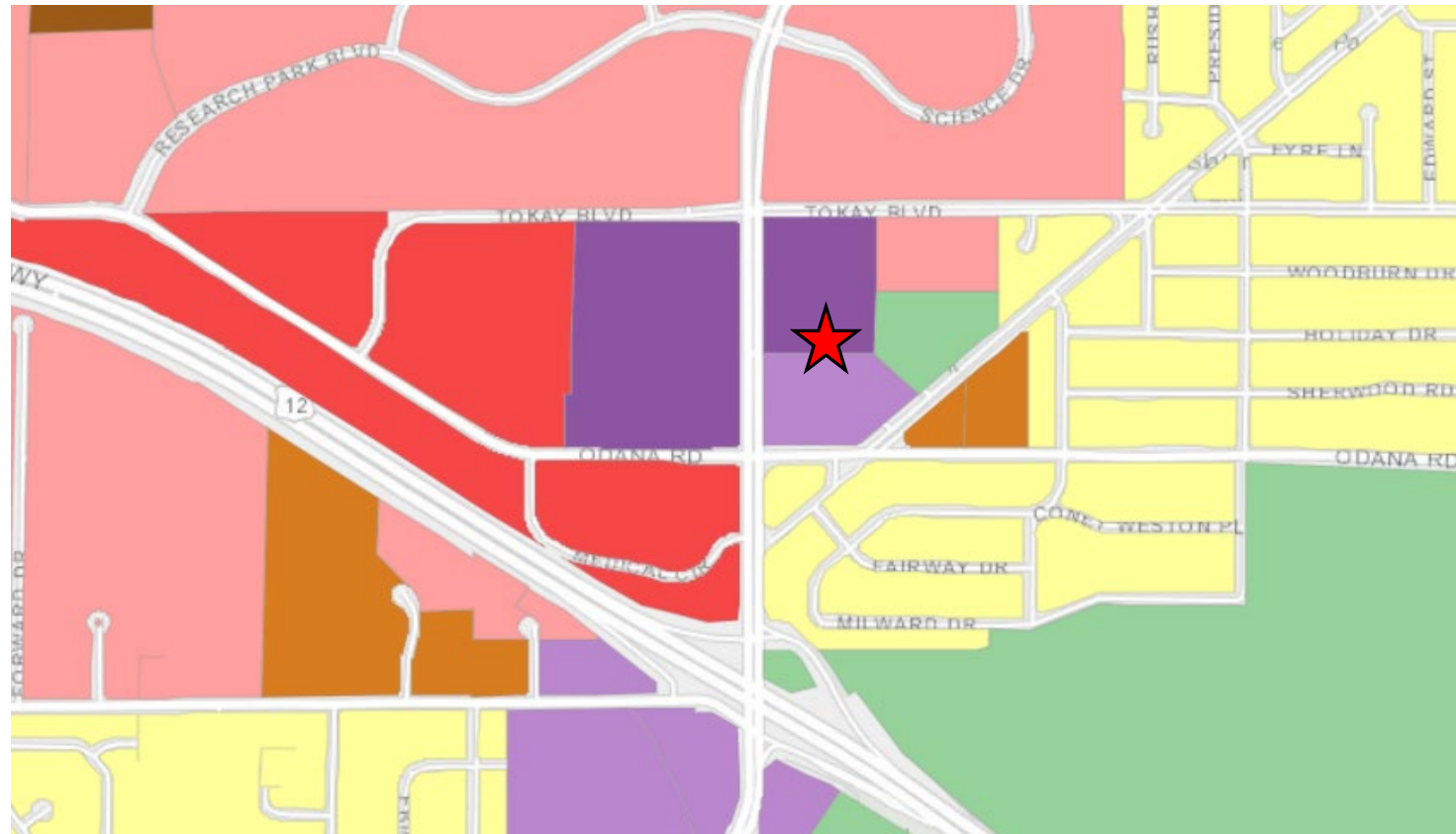
— Existing Bus Lane (BRT vehicle utilizes existing bus lanes)

— Mixed Traffic (BRT vehicle shares lane with other vehicles)



AECOM

Imagine Madison Comprehensive Plan (2018)



- Low Residential (LR)
- Low-Medium Residential (LMR)
- Medium Residential (MR)
- High Residential (HR)
- Neighborhood Mixed Use (NMU)
- Community Mixed Use (CMU)
- Regional Mixed Use (RMU)**
- Downtown Mixed Use (DMU)
- Downtown Core (DC)
- General Commercial (GC)
- Employment (E)
- Industrial (I)
- Parks and Open Space (P)
- Special Institutional (SI)
- Airport (A)
- Neighborhood Planning Area (NPA)

★ Project Location

Imagine Madison

Future Land Use

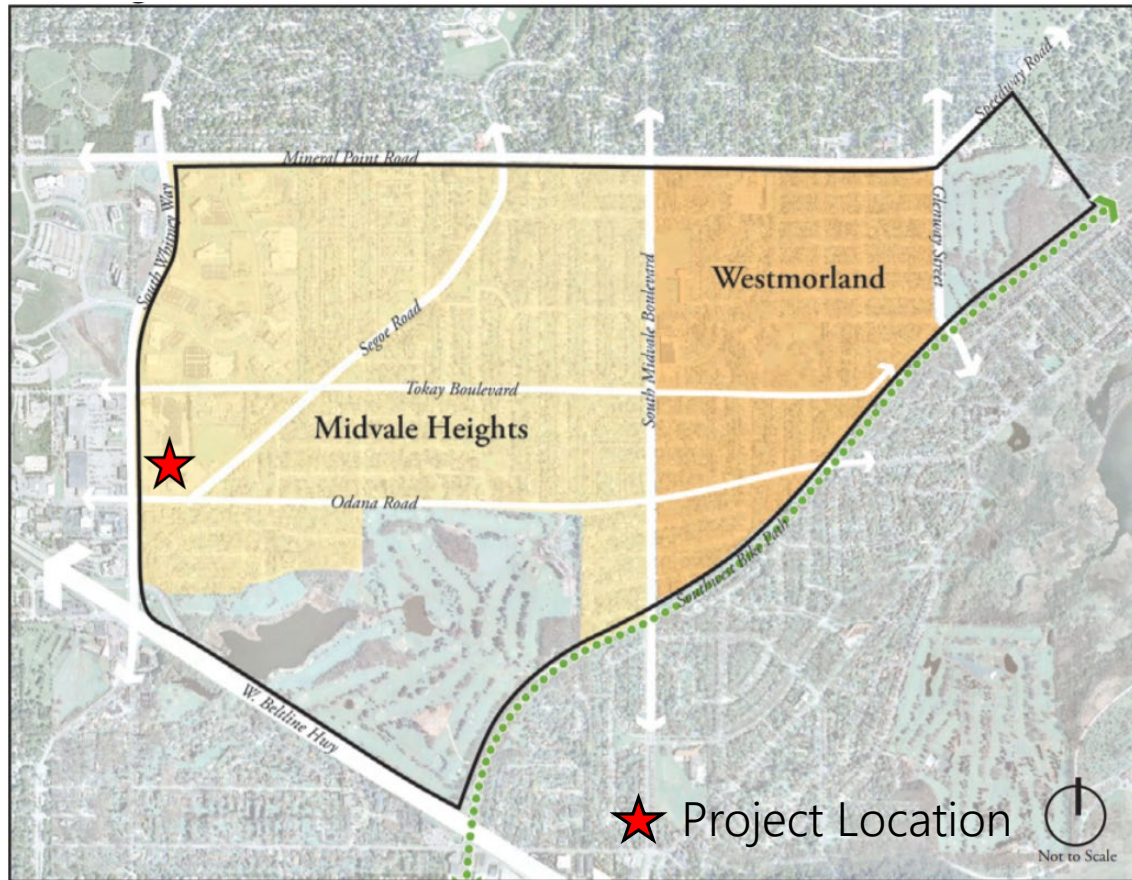
Regional Mixed Use (RMU)

- High-intensity centers supporting a variety of multifamily housing options and commercial activity
 - Close to major streets, roads, and highway interchanges, and along existing and planned high frequency/high capacity public transit routes
 - Large-scale sites supportive of multistory buildings (2-12 stories)
-

Transit Oriented Development (TOD)

- Compact, vertical and horizontal mixed-use focused on the highest development densities and intensities in very close proximity to high capacity transit stops
- Mix of residential, retail, office, open space and public uses in a compact, walkable environment
- Provide a mixture of housing types, sizes, tenures, and costs

Midvale Heights/Westmorland Neighborhood Plan (2009)



Source: Vierbicher Associates, City of Madison 2008

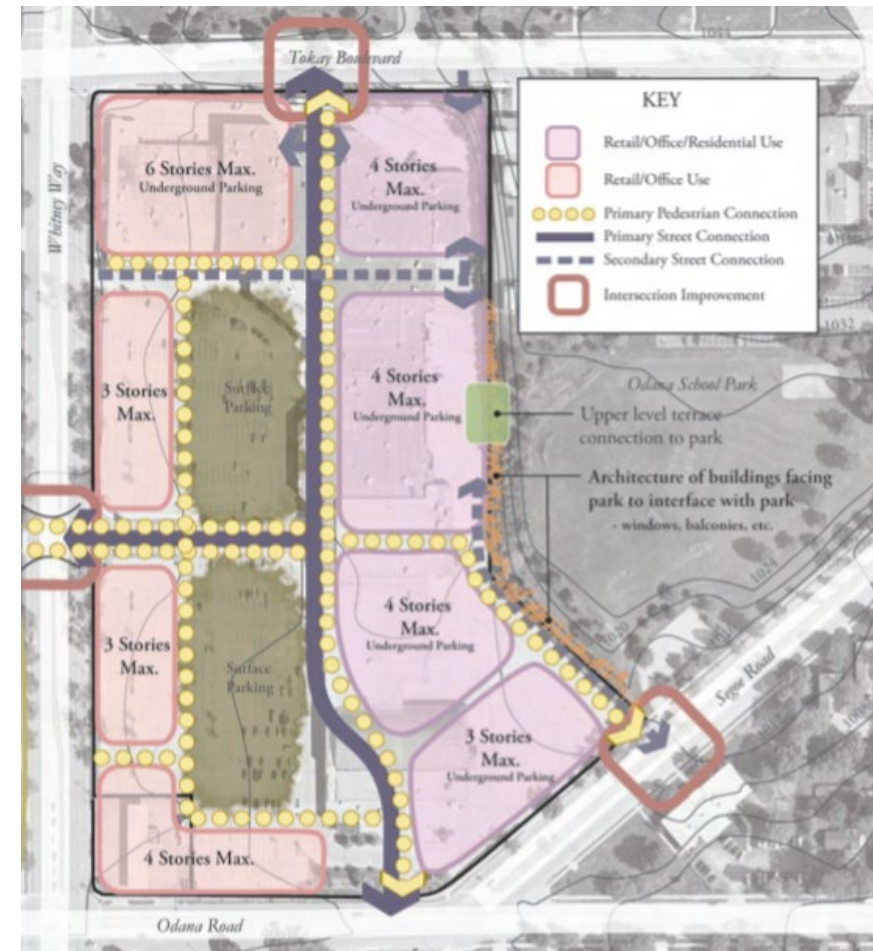
Westgate Redevelopment Recommendations:

- Future redevelopment should respect current neighborhood character and support evolving neighborhood form and vitality.
- Create increased housing options by encouraging mixed-use development at locations identified for redevelopment (Westgate)
- New public or private streets through the site should be encouraged to break it into appropriately scaled blocks

Midvale Heights/Westmorland Neighborhood Plan (2009)

Westgate Redevelopment Recommendations:

- All future redevelopment should be intentionally linked to all pedestrian, bicycle, and mass transit infrastructure that is near the site.
- Any surface parking that is included should be located behind structures or in the interior of the site and shielded from the residential neighborhoods and roadways.
- The primary open space(s) should be located on the eastern side of the redevelopment, providing a pedestrian and bicycle connection to the surrounding neighborhoods and the adjacent Odana School Park.



Current Zoning: Commercial Center (CC)

Commercial Center District	
Front yard setback	See (a) below
Side yard setback: Where buildings abut residentially-zoned lots at side lot line	Minimum side yard required in the adjacent residential district
Side yard setback: for exclusive residential use	10
Side yard setback: other cases	One-story: 5 Two-story or higher: 6
Rear yard setback	The lesser of 20% of lot depth or 20 feet
Rear yard setback: For corner lots, where all abutting property is in a nonresidential zoning district	The required rear yard setback shall be the same as the required side yard setback
Lot area (for exclusive residential use)	750 sq. ft./unit
Maximum lot coverage	85%
Maximum height	5 stories/68 See (d) below
Usable open space - residential only	160 sq. ft. per lodging room or 1-bedroom unit; 320 sq. ft. for >1-bedroom units

- Large-format retail and office sites within the City that remain largely auto-oriented, and to encourage their transformation into mixed-use centers that are equally conducive to pedestrian, bicycle, transit and motor vehicle activity

Dimensions not conducive to type of redevelopment city would like to see for this site.

Potential Zoning Traditional Shopping Street (TSS)

- Established to sustain the viability of Madison's mixed-use corridors, which sustain many of the City's traditional neighborhoods.
- Prioritize pedestrian, bicycle and transit use as a means of accessing and moving through corridors.
- Encourages diversification of uses, including residential, commercial, and civic uses, in order to enhance the vitality and appeal of these areas.
- Facilitate preservation, development or redevelopment consistent with the adopted goals, objectives, policies, and recommendations of the Comprehensive Plan and of adopted neighborhood plans

City Staff Comments to Date

- Develop a site plan that breaks the site up, improving street network and adding pedestrian walkways
- Orient buildings to the street and include a variety of building heights throughout the site
- Create a connection to the park
- Tie Transit Oriented Development (TOD) into West Transfer Point and future Bus Rapid Transit (BRT)
- Adhere to green infrastructure requirements and decrease impervious surfaces



Project Description

160 Westgate Mall

Project Programming

Mixed use development:

- Diversity of housing types – affordable, market-rate, and senior
- Mix of surface and underground/structured parking
- Improved street connections

Other contemplated uses:

- Commercial space
- Healthcare

Concept Plan

- Multi-family housing
- Senior Care housing
- Commercial
- Parking (structured & unstructured)
- Open space
- Pedestrian/bike connections



Next Steps

Planning & Design

Concept Plan
Development Assistance
Team (DAT)
Schematic Design
Design Development
Construction Documents

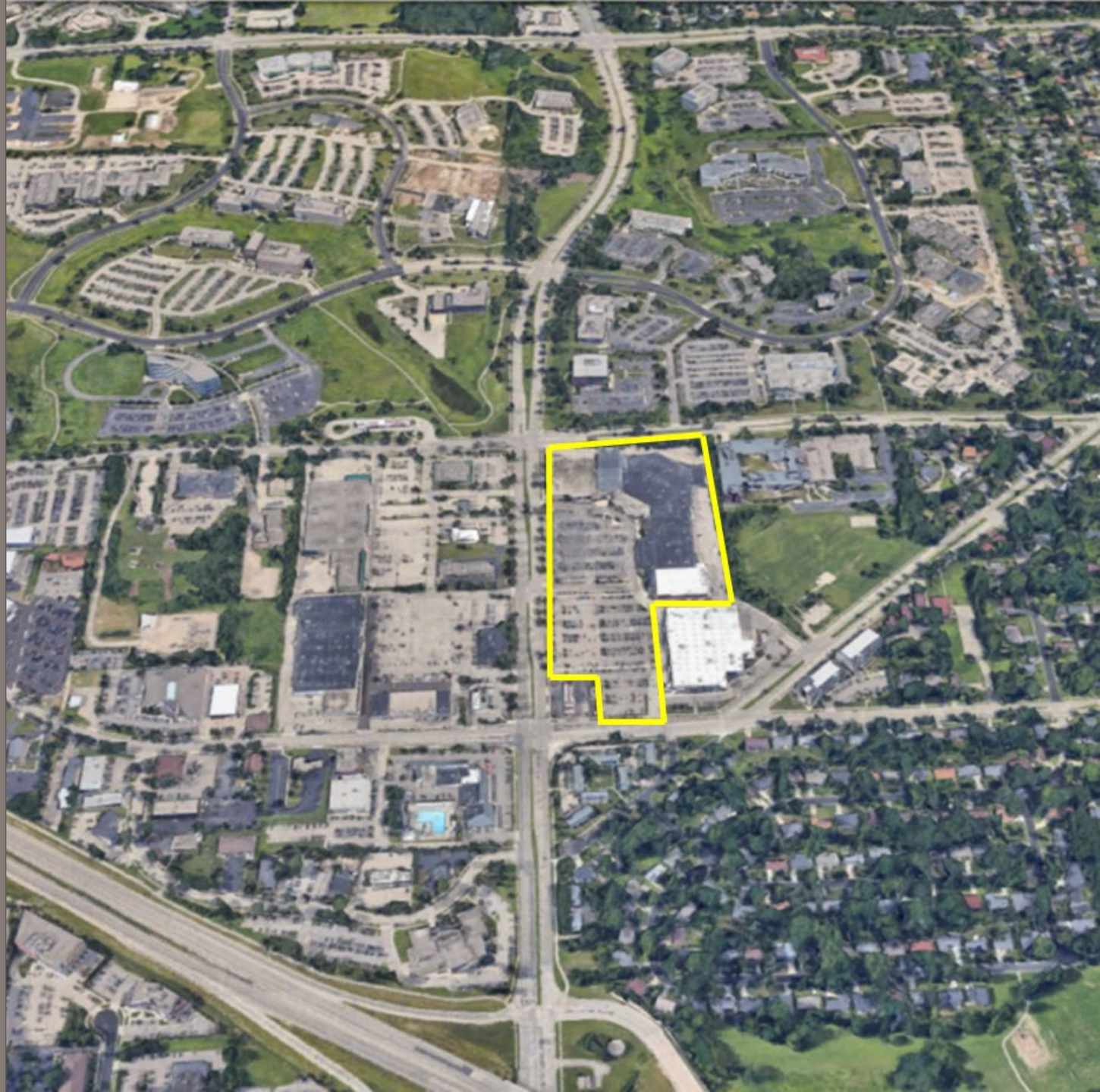
Community Engagement

Neighborhood Meeting #1
Midvale Neighborhood
Association
Orchard Ridge
Neighborhood Association
Neighborhood Meeting #2
Neighborhood Meeting #3

City Approvals

Submit Land Use
Application – *April?*
UDC
Plan Commission
City Council

Questions & Discussion



“Brag, Worry, Envision, Wonder”

Share a brag!

Share a worry!

Share a vision!

Share a wonder!



THANK YOU!

