

## Westgate Mall Redevelopment

Public Meeting 1 Notes

Midvale Elementary School – January 27, 2020

### Presentation Q&A

- What street will Bus Rapid Transit use?
  - Likely Whitney Way, possible Odana Road.
- Will cars be able to get into the site on Whitney Way and circulate through, all the way over to Segoe Road?
  - We will be conducting a Traffic Impact Analysis – City staff will then make recommendations on what they believe can work.
- How tall are the proposed buildings?
  - They could range in height; potentially 5 to 10 stories for commercial and 4 to 5 stories for Senior care and multifamily housing. 2 to 12 stories is allowed for this site.
- How will parking function here? Will there be enough parking?
  - There will be a mix of underground and structured parking. We will meet the requirements that the market requires.
- How many housing units will there be in total?
  - Right now, we are considering a range of 350 to 550 units.
- What direction will buildings face?
  - Buildings will face West, but they will include great aesthetics on all 4 sides.
- Will the dog park to the East (behind the site) be turned into a regular City of Madison park?
  - We are looking into various options with City staff.
- How will you have so much underground parking with the site being so low/dramatic change in grade?
  - We are still working through methodology and design; however, it is possible to dig into the ground and then build on top of it. It will also be shielded by buildings.
- How many parking spots will be underground?
  - We are uncertain at this point.
- What stormwater management practices will you use?
  - We have not gotten into that level of detail, but we are working with the City and our stormwater consultant.

- Will ground level commercial solely be located on Whitney Way?
  - That is the thought currently.
- Will there be commercial units other than at the ground level?
  - We plan to have commercial on ground and residential on above stories, but there could potentially be offices above.
- This area is very susceptible to flooding; businesses went bankrupt because of it. This area gets water from all areas and it is unable to handle it. You should consider stormwater and flooding before you make plans.
  - We are required to have a storm water management plan, plus we have a stormwater consultant who will thoroughly examine the site prior to designing.
- Will multifamily housing be apartments or detached?
  - We have not gotten to the design stages, but it will not be one massive structure – It will be broken up nicely.
- What is the proposed density or occupancy?
  - We have not figured it out yet – depends on our unit mix.
- Does 350 – 550 units include senior housing?
  - Yes, it will be a mix – not sure yet
- With all these new people moving in, will you consider how it could affect the schools in the area?
  - Yes, we are required to consult the school district when developing affordable housing. We will meet with school district personnel in the future.
- Who owns the parking in front of Hy-Vee?
  - Hy-Vee does
- Will there be shared parking opportunities?
  - It is something we are looking into.
- When exiting on Tokay, will there be a curb cut for people who need to go North?
  - To be discussed with Traffic Engineering.
- Do you anticipate this to be similar to the Hilldale multifamily developments? Will the stores be “upscale” like Hilldale?
  - The days of this being a mall are over. This will be a neighborhood with retail, and a great grocery store.
- What will the funding source be?
  - We will apply for WHEDA affordable housing tax credits, city of Madison affordable housing fund, and possibly Tax Increment Financing (TIF).
- How do you determine the units and mix? Is there an option to have larger units for families, like 3-4 bedrooms?
  - This is to be determined. WHEDA requires a mix of 1-3 rooms, especially for workforce housing.

- What is workforce housing?
  - Essentially another name for affordable housing.
- Any condos, or will everything be rental?
  - The work that JT Klein does is primarily in rentals. Banks and other investors are not investing in condos unless 75% sold.
- How will you activate the space for the community to use? When I moved to the neighborhood, Westgate was a godsend because there were places to walk indoors and it was a gathering place where people could shop – how you actually pull community members in to stay and enjoy the space?
  - That is to be determined – the streets will be pedestrian friendly and much more walkable. Unsure of other community uses currently.
- Will there be more greenspace?
  - Yes – specifically on the west side section, there will be a mix of greenspace incorporated between buildings.
- Are large commercial properties like this allowed to open early?
  - The ordinance is 7 am to 7 pm.
- Will this all be built at one time or phased development?
  - It will likely be phased. We are currently in pre-concept plan, then we'll move into schematic design, then design development, and finally construction documents. We hope to submit our Land Use Application in April – usually a 4 to 6-month process.
- Curious as to why you're putting the tallest buildings on Whitney Way?
  - What we are doing is attempting to keep the commercial closer to the large arteries, and residential behind, toward the more quiet, residential area. Over the years, you will have tall buildings up and down Whitney Way, like east Washington. It creates a better transition between commercial and residential areas.
- What is the rationale for this site?
  - The city needs to grow significantly to accommodate the growing population. Density should be located near major streets, public transportation, and community assets/services.
- What is the brown section in the site plan?
  - It is structured parking with an open plaza on top – subject to change.
- What is going to happen across the street from the site on Whitney Way?
  - It is an Opportunity Zone; it is used develop areas that otherwise wouldn't attract development.
- There's not a lot of going on at the West Transfer point, so I don't think that's a good argument. Couldn't the West Transfer Point be moved?
  - That is a possibility – the City is thinking about all of this with the Bus Rapid Transit (BRT) project moving into the next phase, and the Metro routes possible being redesigned.
- Are you thinking about access to natural light? The residents behind the site may be in a shadow.

- We will be conducting massing studies and shadow/light analysis.
- Is there consideration for a hotel being a part of this development?
  - It is a possibility. The project team met to two prominent hotel developers and they were not interested. The west side of Madison is already saturated with hotels. Plus, there is the possibility of one going in Research Park.
- Can construction be started in 2020 still?
  - In a perfect world, it is possible.
- Who makes the final approval on development?
  - Common Council.
- Do you believe TOD will work with Bus Rapid Transit (BRT), not just light rail?
  - Yes – studies show that TODs are great with Bus Rapid Transit (BRT) and increase ridership and economic development.
- Will Hy-Vee have a say in what commercial uses are located on the site?
  - Yes, they will. There will not be another grocery store.
- Why did Wisconsin craft market not relocate when they closed?
  - They chose to close and not relocate.
- Have you considered childcare on site?
  - We have been looking into it, but it is a difficult, complex process.

## Miscellaneous Comments

- Need attractions to draw people in, such as restaurants or breweries
- Really need to push affordable housing
- We need more community meeting space – It is a problem in this neighborhood
- It makes more sense to have the taller buildings in front on Whitney Way
- This is one of the most prominent areas on the west side of Madison
- Encourage the project team to do section studies of the site: look at energy, massing, etc. there is opportunity to add public space on top of buildings as well
- Consider being sensitive to the surrounding area. Make sure they accommodate the area, don't just make another east wash
- This mall was historically used for a place for people to walk during the winter – how do we make sure there is a good alternative
- This site should have been redeveloped sooner; we would not have lost some of those stores
- Anything that is built or filled in there will be better than what's currently there.
- Parking is very important

- Improve pedestrian and bike connections! Walking to this area is difficult and feels dangerous. Very important to have connections to the neighborhood and West Transfer Point. Also, very important to have bicycle connections to things like west transfer point and the bike path (SW commuter path). Want to sustainable development such as, rooftop solar, green roofs, walkable and bikeable. No excess parking. I would also like to see restaurants, park and ride area, and better connection to Whitney Square shops (better crosswalk or pedestrian bridge).
- Looks like a nice gateway into the community. I like the senior care buildings, the mix of units (3 & 4 bedrooms), mix of affordable and market rate, increase walkability, park access and community meeting space. Max density!
- Include plenty of trees! We all recognize the need for added density – but do it creatively.
- I agree with the comments that we do not need Whitney Way to be a corridor of “high use” building.
- Integrating the senior housing with the other housing would be good for community.
- I would like to be able to brag that our neighborhood developed a model for “aging in place”, where neighbors who wanted to stay nearby would consider moving. In this facility, I would envision having care staff on-site for things that older people often need (morning/evening care, places to meet with others, and personal space. A mix of independent and assisted care would be ideal.
- This has potential to be a good redevelopment – East Washington is not the model we want. Walking in Washington, DC a few months ago (near the white house there were some nice walkable neighborhoods with some good mix designs.”
- I am in support of the height.
- Any development must not endanger community engagement. More apartments and office suites will increase traffic, density, and cause problems for pedestrians.
- If you could incorporate an enclosed or semi-enclosed walkway for walk-gathering ala’ “mall walking”, you will get no pushback from the neighborhood on the rest.
- Childcare in this development is not a priority.
- Building massing that fits the neighborhood character will be critical.
- This development would be prime for solar – taller than trees.
- Neighborhood restaurants would be a plus.
- Priorities: energy efficiency, clean energy infrastructure including green roofs and permeable surfaces, multimodal access, public gathering space/community area, flood mitigation, demolition reuse, designated carshare/bikeshare/rideshare area.
- Community meeting space within the development for community events (ie. Friends of Sequoia book sales) and allow neighborhood groups to use for meetings as well.
- The road interface should be designed to be friendly to pedestrians and bicyclists by making entry and exit less dangerous.
- Please use union labor!
- Traffic getting out onto Odana Road from Odana Lane is terrible. Please consider traffic impact on Odana/Whitney.
- Please remember people who visit tenants in the senior care facility and the employees will need ample parking.

- I would like to see micro-retail. Like the little shops in Florence, Italy, where a small business can try to work out a concept in an affordable way.
- A place to walk indoors during inclement weather is needed.
- Secure bike storage for customers not just residents.
- We should welcome more retail.
- The site is inappropriately zoned. I am concerned about the road connection to Tokay and the significant increases in traffic; a need for traffic signals will equate to more traffic congestion. There seems to be extremely limited parking. We must consider the noise pollution.

### Alder Henak's Comments

- Must ensure gateway to the westside looks nice and welcoming
- Connectedness to parks
- Amount of, and functionality of parking
- Traffic – making sure people are able to get where they need to go
- Making sure this is not a car-only-oriented development, and people are welcomed who do not use a car and use alternative transportation
- Consulting with the school district
- We have a lot of families, with kids who use the school – I will push 3-4 bedrooms
- Make sure this is not an urban island and the green space is easily accessible by pedestrians