

Westgate Mall Redevelopment

Neighborhood Meeting 3 Notes (Zoom Meeting)

May 13, 2020, 6:30-8pm

Presentation Q&A

1. Is the most recent traffic analysis completed in April of 2020 relevant since traffic has decreased due to Covid-19? The traffic counts used in analysis; representative since we are in COVID 19?

The traffic counts are relevant since data collection was performed in February of 2020, with analysis occurring in April.

2. Has a community solar project been considered?

It is something to consider moving forward.

3. Odana school park was converted to a dog park. Will that change or remain?

It will remain a dog park though at one time the City of Madison Parks Dept. had a plan to put in a basketball court. The City will go back to the neighborhood to see if a playground should be put in.

4. How will senior residents negotiate the grade/steps? I am concerned and interested about how one enters the buildings and the parks? Parking lots come across as big gaping holes on site. How are you going to screen the parking lot?

The existing grade will not connect to the park. There will be about a 5% or accessible grade to get into the park. Current grade will not be there. Kevin Burow explained cross sections related to the parking, park, and Hy-vee.

5. If I am walking down street is there any connection to the park?

Yes, between Hy-vee and the new building there will be access under 5% grade.

6. Public access to park would not be through the buildings?

Correct.

7. Referring to the private street, is there access to Tokay or is it a dead end?

There will be full access to Tokay from the private street.

8. If you move the entranceway to the east, it will be very steep even with grade change. How are you addressing steep driveway? Additionally, it will put a lot of burden on the Tokay neighborhood and street, which is seeing erosion of pavement already. Will there be additional traffic control? Closing the divider to prevent people traveling east from turning in?

The current site plan does not propose opening the median. Only traffic coming the west can enter with exit only on the east. Coordination and concurrence from the City of Madison Traffic Dept. occurred. As of right now, we predict five trips from the driveway during day and at night related to residential use. We do not expect to have an appreciable increase in traffic.

9. Did the traffic analysis consider Exact Science and other new businesses?

The TIA required for this scope took existing data and layered on future development uses. It did not consider additional impact data for Exact Science and other businesses or development outside of the proposed Westgate development project scope.

10. Will the current financial situation due to Covid-19 impact the timeline?

We are proceeding with the current timeline with construction to occur next year. There has been no immediate impact.

11. There are many other retail possibilities for first floor besides restaurants. Why was all this scrapped?

We cant's say anything is 100% scrapped; however, the market study indicated smaller businesses would not be viable/successful on that site. The other thing is that in today's economic environment, developers will tell you that first floor retail spaces are not paying rent. If we cannot underwrite the first-floor space via WHEDA in December, then first-floor retail is not financially possible. The current plan has a mix of uses; we have activated the first-floor space along Whitney Way. We also have restrictions due to a signed covenant with Hy-Vee not allowing competitive uses.

12. We do not get the sense that you are picking up on any of the ideas presented previously. Are we talking in a vacuum? There were serious questions presented previously we would like to see addressed.

All input received is heard, retained, and applied to the site plan and building design.

13. Do you have interest from an existing business or clinic for the large space?

We are working with a local developer who specializes in office and clinic space and they are working to bring a user to the space.

14. Are any of the buildings targeted/segreated toward specific tenants? Buildings seem to be targeted toward users.

This is a complex question related to finances. Each building has a separate LLC with a different debt and equity structure. The market rate building aside, the senior and affordable will have a mix of median income percentage interspersed between the three buildings.

15. Are you saying that buildings will be mixed income? Sounds like buildings will have a segregated, low-income building?

The 71-unit building will be financed by WHJEDA as work force housing.

16. All the buildings, other than the senior, will be mixed type of rental amounts except for one building which will have lower rents mixed with higher?

Two buildings will only offer market rate units; 1 building will only house work force units (30-80% AMI); 2 buildings will also include affordable/work force and market rate independent senior living units; the future building on the corner of Whitney and Tokay will be medical/office.

17. Is there a reason you chose to separate affordable units from market rate?

Some must be financed as market rate versus affordable, as they have different financing structures.

18. Did you say that there would likely be no option for coffee shops/wine bars?

Coffee is definitely restricted. Any time you have a new restaurant come into a space; you will need Hy-vee's approval. There is risk of having a restaurant space built that then goes out of business.

19. Can the northwest corner be used for neighborhood recreational kinds of things?

The corner will be restricted against residential use. The corner area is set aside for office or clinic.

20. Are you hoping to get one single renter for the clinic and/or office space?

Our intent is to sell that entire parcel to another developer.

Miscellaneous Comments

- Lack of a median near Hy-vee has turned it into a free for all.
- The development is too large for the site. The City should have some say in the process since zoning is required. Sending a bunch of vehicles to the east does not preserve the neighborhood and there will be new traffic on Tokay which currently does not have much.