



Third
**COMMUNITY
MEETING**

**PARK
BADGER**
REDEVELOPMENT

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An aerial photograph of a city street intersection. A multi-lane road runs vertically on the left. A bus stop with a red roof is located at the intersection. A blue and white bus is stopped at the bus stop. The surrounding area includes residential buildings, trees, and a parking lot with several cars. The text "WELCOME!" and "Why are we here?" is overlaid in a bright green color.

WELCOME!
Why are we here?

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CDA MISSION + VISION



MASTER PLANNING STAGE

75+

CONVERSATIONS
with residents and
area businesses

10,000+

POSTCARDS
mailed to the
community

700+

E-MAILS
sent to those who
registered

2

PUBLIC MEETINGS
with virtual and in-
person options

1

PROJECT WEBSITE
with project updates
and contacts

MEET THE REDEVELOPMENT TEAM



Community (You)



Owner

Alexander
Company

Lead Developer



CAPTAINS INC
Real Estate Management

Co-Developer



**New
Year**
INVESTMENTS

Consulting Developer



Success by Design

Planner + Architect



Fire Station Design



Landscape Architect



Engineer

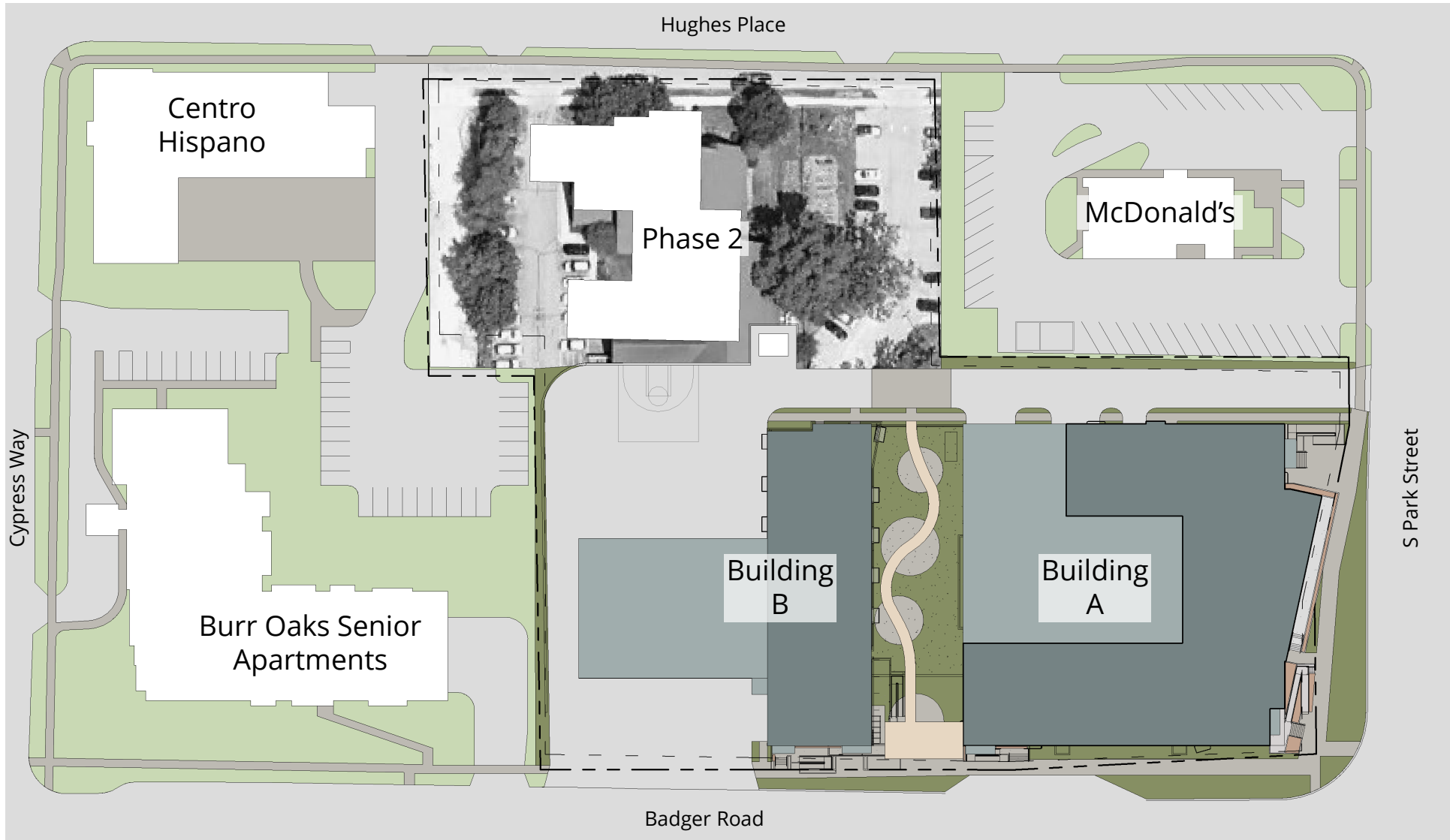


Contractor

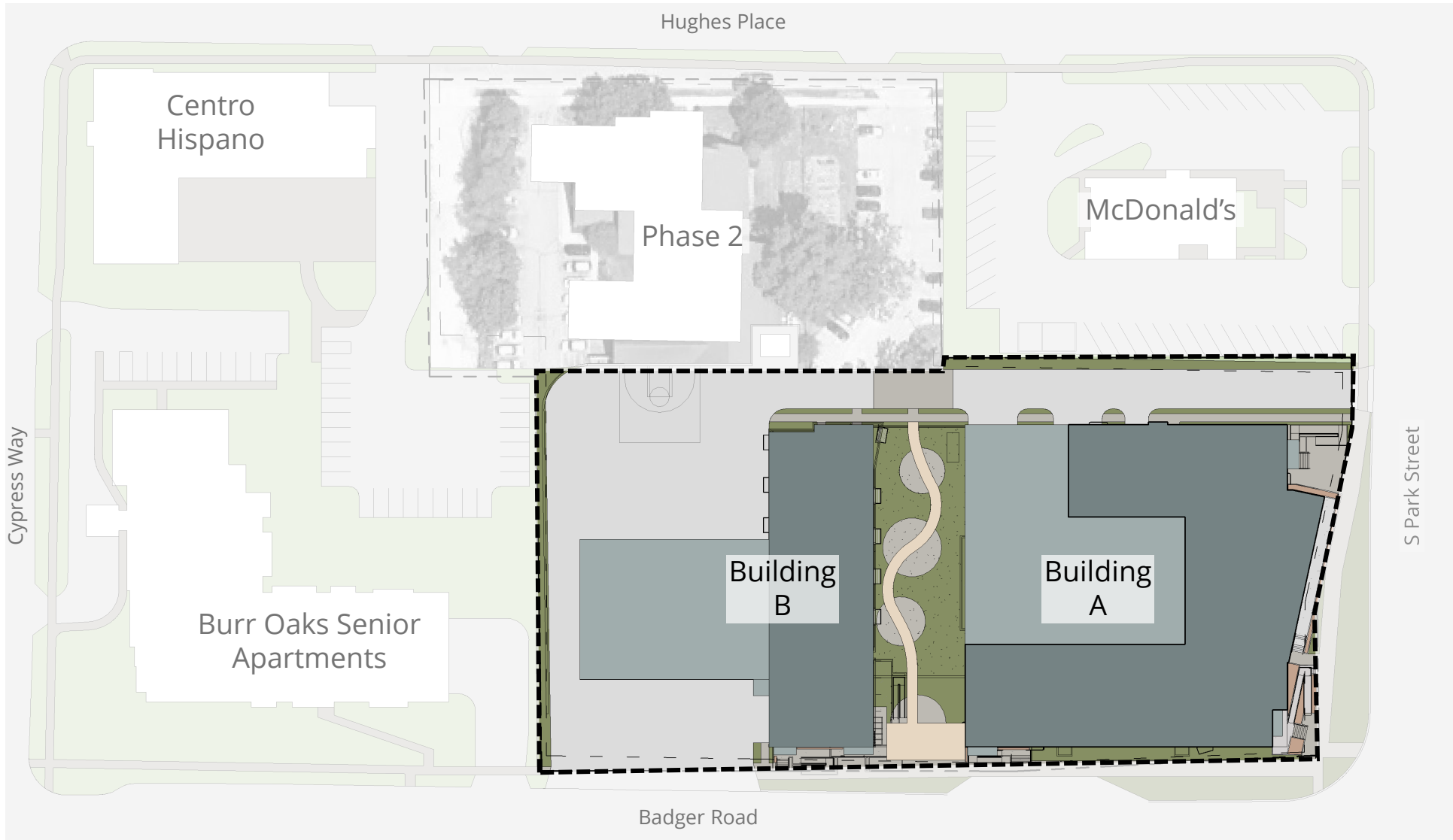


Contractor

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Site Plan



Site Plan



First Floor Plan

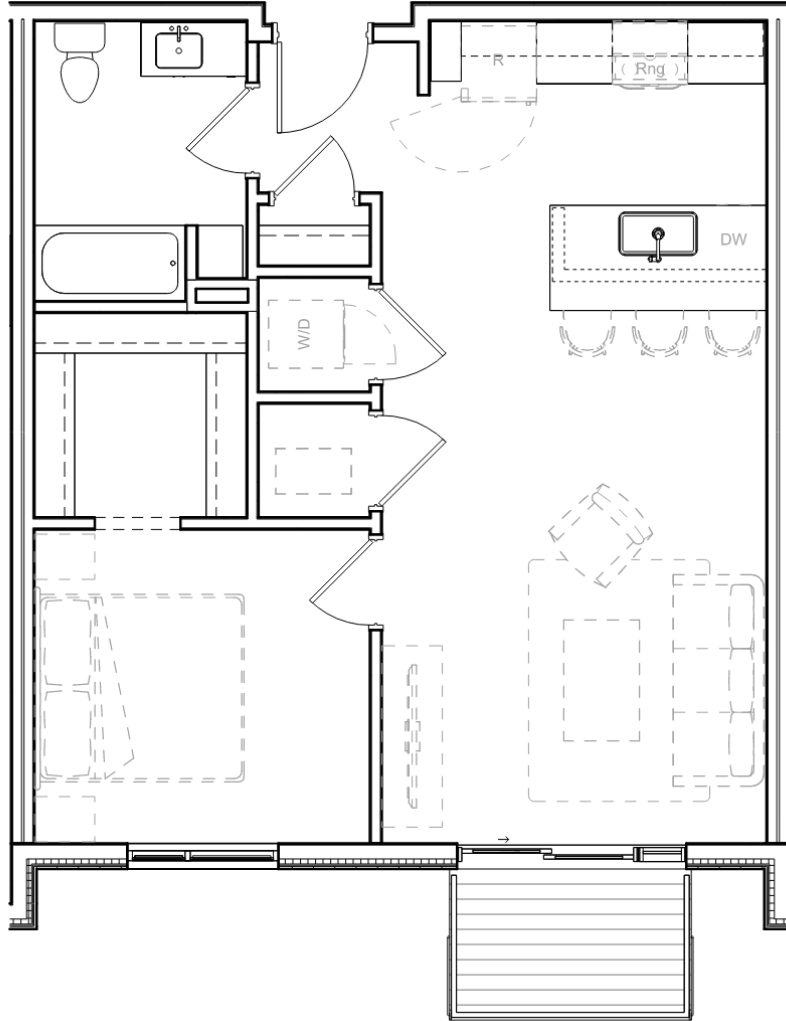


Building B
Units



Building A
Units

Upper Floor Plans



Unit Types Include:
1-bedroom units
2-bedroom units
3-bedroom units

Units Include:
Full Kitchens
In-unit washer/dryer

Mix of units with and without
balconies/patios

Typical 1-Bedroom Unit Plan



Exterior View – S Park Street

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Exterior View – Badger Rd

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Exterior View – Badger Rd



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Exterior View – Park St Entry

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Exterior View – Badger Rd Aerial

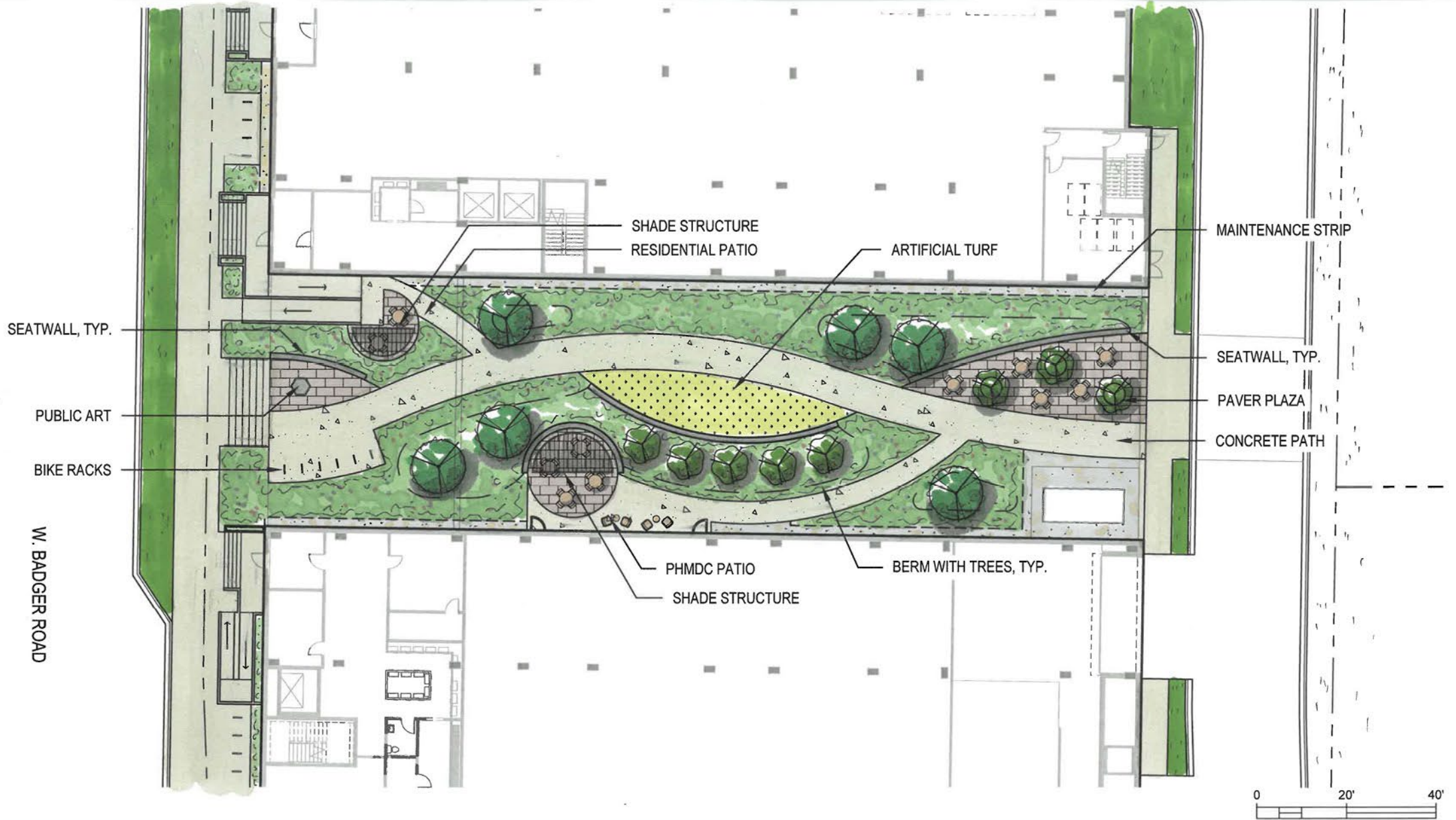


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AMENITIES

- Fitness center
- Indoor club room for resident events and gatherings
- Rooftop terraces with grilling areas for resident events and gatherings
- Outdoor greenway, accessible to the public
- Ample parking for cars and bikes, included in rent
- Interior resident storage
- Interior resident bike parking
- In-unit laundry for residents
- On-site Management and Maintenance



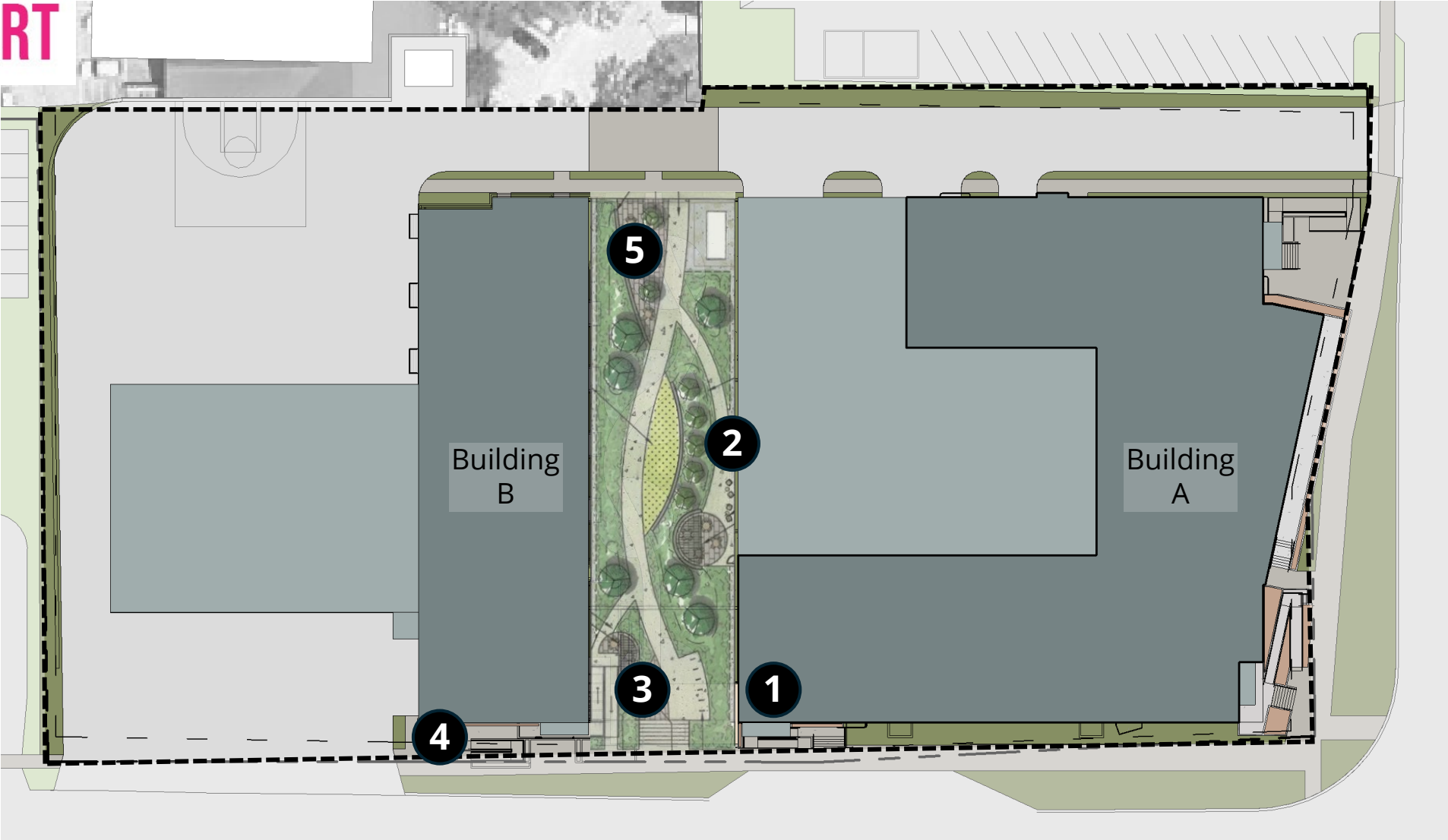
PUBLIC ART

Karin Wolf (she/her/hers)

Madison Arts & Culture Administrator

madisonarts@cityofmadison.com

PUBLIC ART



Potential Art Locations

TYPES OF HOUSING



**WORKFORCE
HOUSING**



**SENIOR
HOUSING**

WHO THIS HOUSING SERVES

VERY LOW INCOME 30% AMI

Max Income: \$30,240
Max Rent + Utilities: \$708



LOW INCOME 50% AMI

Max Income: \$50,400
Max Rent + Utilities: \$1,181

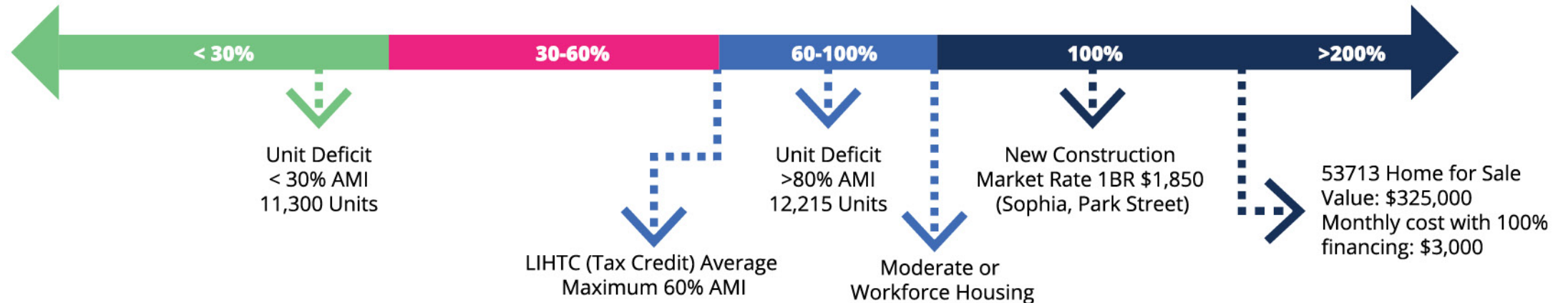


MODERATE INCOME 70% AMI

Max Income: \$70,560
Max Rent + Utilities: \$1,653



UNRESTRICTED MARKET RATE



WHO THIS HOUSING SERVES

ADMINISTRATIVE ASSISTANT

Income: \$44,940
Approximate AMI: >50%
Monthly Rent (including utilities): \$1,181

CHILDCARE WORKER

Income: \$24,380
Approximate AMI: <30%
Monthly Rent (including utilities): \$708

LINE COOK

Income: \$34,650
Approximate AMI: >30%
Monthly Rent (including utilities): \$1,181

JANITOR

Income: \$31,200
Approximate AMI: >30%
Monthly Rent (including utilities): \$1,181

WAITER

Income: \$31,020
Approximate AMI: >30%
Monthly Rent (including utilities): \$1,181

LAB TECHNICIAN

Income: \$54,570
Approximate AMI: >60%
Monthly Rent (including utilities): \$1,653

TIMELINE

**MAY-AUGUST
2025**

Geothermal
testing

**JUNE-AUGUST
2025**

Demolition
of existing
buildings

**END OF
2025**

Bus transfer
station
relocation

**Q2 2026-
Q3 2028**

Construction

QUESTION & ANSWER

THANK YOU

Visit **PARK BADGER MADISON .COM**

to receive updates and continue
sharing your voice