

Initial Summary of Public Benefits – March 18, 2015

The plan for *The Madison on Main* provides various specific benefits to the community as partially detailed below:

- Two residential apartments are being designated as affordable to lower income households.
- The 1,312 SF Madison Café is planned for the corner of Main and Madison. Located on this busy corner, it will become a gathering place for the Old West Side community and surrounding neighborhoods and will add vibrancy to this area of downtown.
- Generous building setbacks of 5' and 10' along Main Street will significantly improve the pedestrian experience in an area that has only a 9' public right of way from the property line to the street edge. The sidewalk, both along Main and Madison, will be bordered by planters as well as the café's outdoor tables during the warmer months of the year.
- The Madison streetscape from the corner of Main and Madison to the apartment building's west property line will be improved and developed with plantings, brick pavers, and pedestal street lighting. This will create an attractive, welcoming introduction to the Old West Side from Madison Street. Two additional trees have been added to the west of the property line in the right-of-way to continue the street tree rhythm on Madison.
- A small "alley" with special paving and plantings is planned for the 14' created between The Madison on Main and the 618 South Main developments. This is possible due to The Madison on Main's siting: 8' back from its south property line. It will be an inviting space along the busy Main Street.
- Because private covered parking will address the parking needs for this small residential community, it will not add a parking load to the area's streets.
- The Madison on Main is being designed as high quality rental apartments for mature adults — a housing option that is sorely needed in our community. At present there are almost no apartments that provide long-term, upscale rentals for adults.
- **The Madison on Main will embrace sustainable design, systems, and materials.**
 - Incorporates best practices for storm water management with a below grade infiltration system that will bypass the city's storm water piping system, allowing water to filter into the soils naturally.
 - "Green" rooftop
 - Energy efficient building materials and appliances
 - Energy-efficient operation through the use of high-efficiency windows and HVAC systems
 - Built-in recycling containers in the apartments
 - Charging station in parking area for electric cars

- Bicycle storage / parking to encourage cycling
 - Proximity to public transportation to minimize traffic and use of automobiles
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- The “European boutique” style and massing of this small building will allow a visual transition from the larger 618 South Main development. As such, it will create a more residential feel to the corner of Madison and Main as it leads into the Old West Side.
 - The First Street Character area is a mix of offices, commercial buildings, a gas station, car wash, car repair, multi-family housing, and mixed-use, factory-style buildings that are buffered to the west by the large Old West Side residential area. The Madison on Main will add elegance and architectural interest to this eclectic blend.
 - The property at 600-604 South Main had been owned by the same family for over 40 years. The development of this property by another entity will uncap the site assessment and increase the tax base, resulting in a multifold increase in tax income to the city.