

RANKING CRITERIA FOR ASSESSMENT GRANTS**1. Community Need (40 points)****1.a. Health, Welfare, and Environment (20 points)****Madison, Wisconsin and Our Legacy of Brownfields**

Madison, Wisconsin, population 233,209, is a uniquely progressive mid-sized community in the heart of the Midwest located along the I-90 corridor midway between Chicago and the Minneapolis/St. Paul Twin Cities. We are home to the State Capitol and the University of Wisconsin, to a number of older manufacturing industries and growing corporate headquarters (like Oscar Mayer and American Family Insurance), as well as to some of the most active grassroots neighborhood organizations in the nation. Madison's unique geography – our downtown is located on an Isthmus between a chain of four lakes – lends itself to a number of compact urban development advantages and constraints, as well as a need to be particularly environmentally sensitive as we develop and redevelop our community to minimize runoff and infiltration of contaminated materials into the pristine amenities that help keep us ranked annually as one of the most livable, most healthy, most sustainable, most green cities in the nation.

Madison has demonstrated some early successes in our initial foray into brownfield redevelopment. Examples of recent developments include: (1) Central Park, which has been in the planning stages since 1970, and for which Madison acquired two former bulk oil storage facilities with significant residual petroleum and coal ash contamination. One of the lots has been closed and capped with clean fill; the other is a LUST site enrolled in the PECFA being cleaned by the City. We dedicated \$4.6 million for 2012 and will spend \$15 million through 2015. We also received a \$3.1 million federal transportation grant for the project, as well as a \$50,000 NEA grant for planning; (2) the Frank Lloyd Wright designed Monona Terrace Convention Center built at Law Park in 1997, which was a former landfill that the City closed for reuse; (3) the Royster Clark fertilizer plant which has approximately 60,000 tons of nitrogen contaminated soil as well as smaller quantities of petroleum, lead, and pesticide contaminated soil that must be removed prior to mixed-use redevelopment and where we administering a \$1.5 million ready for reuse loan to incentivize that private developer to build; and (4) redevelopment of five actively managed landfills into public green spaces including playing fields, walking paths, dog parks, East High athletic fields. Although we have some experience and some success, we recognize that there are numerous brownfields awaiting our public sector assistance to leverage the private development community to step up and redevelopment.

Our first formal introduction into the brownfield arena occurred in 2007 when Madison received a grant from the WI Department of Commerce to create BREWD -- the Brownfield Remediation / Elimination Workforce Development Program to facilitate business development projects that result in employment centers, job creation/retention, and redevelopment of underutilized properties through grants and forgivable loans on brownfields anywhere in the city; however, the project specifically focused on three target areas. The result of this program was the creation of the BREWD Corridor map which identified locations of potential brownfield sites in those three priority areas: the Northside, the Isthmus, and the Southside. The project we are proposing through this grant application envisions using that tool, advancing our brownfield redevelopment objectives and improving the overall health, welfare and environment in our community, with special consideration given to our most sensitive populations living in those three distinct target areas.

Brownfields Effects on our Target Community

The number and acreage of brownfields in our community is significant, and their concentration in neighborhoods characterized by our community's highest concentrations of sensitive populations, including low-income residents, ethnic and racial minorities, elderly, and youth, pose a significant environmental justice challenge. The Wisconsin Department of Natural Resources tracks sites with ongoing contamination concerns through its Bureau for Remediation and Redevelopment Tracking System (BRRTS). Within the City, the BRRTS documents 1,112 spill sites, 49 open sites with leaking underground storage tanks/petroleum contamination (LUSTs), and 48 open sites classified as environmental repair (ERP). This last category includes possible issues with hazardous substances in soil and/or groundwater, as well as possible petroleum contamination on the surface. Within the BREWD area, there are 18 open ERP cases and 54 open LUST cases. In addition, there are 119 closed LUST cases and another 27 closed ERP cases in the BREWD area with residual soil and/or groundwater contamination.

There is a mix of brownfield sites and contaminants including petroleum and hazardous substances, such as heavy metals and toxic compounds, as well as potential fire hazards in the City and our Target Areas. The prevalence of brownfields creates an unwelcoming environment that reduces street life and vitality, discourages walking, and reduces opportunities for development of valuable neighborhood amenities. Redevelopment of brownfield sites is generally precluded due to perceived and actual environmental contamination, negatively impacting the economic vitality of specific sites as well as adjacent properties. Furthermore, we are concerned that these areas consist of significant populations of those residents most sensitive to brownfields impacts—children, women of child-bearing age, minorities, and lower-income residents. Particularly at risk are children at play on the ground and near water through frequent hand-mouth contact, and who are in critical stages of development. Residents also may be exposed to contaminants in the soil, air, surface water, or through consuming mercury and polychlorinated biphenyls (PCB) contaminated fish from Madison's chain of lakes and rivers.

Health concerns prevalent in Dane County and the BREWD area include asthma and other respiratory diseases. For example, approximately 7-15 percent of all Dane County students and 15 percent of all Dane County adults suffer from asthma.¹ A further risk factor is limited access to safe drinking water. Chloride levels in Dane County's surface water and groundwater has increased over the past 30 years.¹ Cumulatively, environmental contamination and other environmental issues in our community have led to disproportionate impacts on sensitive populations.

Three Brownfield-Impacted Priority Target Areas

Like most cities, many of Madison's brownfields are concentrated in older industrial, commercial, and transportation corridors and in neighborhoods in need of reinvestment. As such, our proposed Brownfields Initiative will focus on assessment and clean-up of sites in the following Priority Areas:

Northside

Madison's Northside was developed after World War II as an auto-dependent suburb to Madison. Now fully integrated into Madison's urban fabric, it is home to many regional assets including the Dane County Regional Airport, the 1,000+ employee Oscar Mayer corporate headquarters, Madison Area Technical College Campus, the 180-acre Warner Park, and Cherokee Conservation Park. The Northside offers an array of affordable housing, including a concentration of post-WWI II

¹ Public Health Madison & Dane County. Madison and Dane County Environmental Health Report Card. 2008.

workforce housing in neighborhoods surrounding Oscar Mayer, a corridor of industrial development built flanking the railroad corridor, and outdated strip commercial centers.²

Today, Madison's Northside has a new set of issues regarding livability. This suburban-era neighborhood seems to have been neglected in terms of reinvestment compared to other parts of Madison. Aging strip shopping centers, minimally landscaped transportation corridors, underutilized industrial warehouses and well-kept, but not necessarily upgraded housing, is commonplace. Growing nearby communities of DeForest, Waunakee, and Sun Prairie present increasing challenges on commercial development on the Northside. The Northside is one of the most demographically diverse neighborhoods within the City, with both racial and ethnic minority groups, as well as pockets of concentrated poverty.

Isthmus

Downtown Madison is located on the Isthmus between Lakes Mendota and Monona. The Isthmus is home to Madison's central business district, the Wisconsin State Capitol, the University of Wisconsin—Madison campus, and several historic neighborhoods. The greatest concentration of brownfield sites on the Isthmus is in the east isthmus, east of the Capitol square and centered on East Washington Avenue. In the early 1900s, the east Isthmus—a naturally marshy area—was filled to provide developable land for Madison's first factory district; "Madisonians firmly believed that smokestacks would soon replace the cattails."³ As Madison's industrial center, large factory buildings dominated the corridor, including the Fuller and Johnson Manufacturing Company, North Electric Manufacturing Company and the Gisholt Machine Company. The Corridor also included a 25-track railroad yard and the Madison Gas & Electric Company, which still generates power from this location today. During its heyday, thousands of people were employed in the corridor, which stimulated the growth of two of Madison's oldest live-work neighborhoods—Marquette and Tenney-Lapham.

Today, the East Rail Corridor includes a mix of commercial and industrial uses, vacant lands, and a limited amount of residential development. Electric power generation and several other industrial and production uses remain to represent the Corridor's former role as a heavy manufacturing center, but the scope of use in the Corridor has expanded to include a broader array of businesses and activities. Yet, while the existing uses within the Corridor include thriving business enterprises and successful residential communities, some of the lands are vacant, and other lands are currently used for relatively low intensity activities, such as materials storage or surface parking lots. This, in combination with the East Rail Corridor's prime location close to the Downtown employment center, thriving residential neighborhoods and a broad range of dynamic urban activities and amenities, creates a unique opportunity and potential for eventual redevelopment of portions of these former railroad and industrial lands for additional business development, housing, and recreational open space.

Recognized environmental concerns (RECs) in the east Isthmus stem from the corridor's industrial history, particularly concentrated along the rail corridor just to the south of the Site, historically containing uses that have contributed to contamination such as bulk oil storage, a coal and fuel yard,

² Wisconsin Department of Workforce Development. Wisconsin's WorkNet. www.worknet.wisconsin.gov. Accessed November 11, 2011.

³ Mollenhoff, David V., *Madison: A History of the Formative Years*, Kendall/Hunt Publishing Company, 1982. Quoted in *East Rail Corridor Plan and Recommendations*, City of Madison East Rail Corridor Plan Advisory Committee, January 2004.

and manufactured coal gas plant. Sites throughout the Isthmus contain fill material from industrial byproducts contaminated with metals, petroleum hydrocarbons, and other contaminants. Additionally, automotive sales and repair uses have contributed to petroleum contamination and shallow groundwater in the District also poses a threat of groundwater contamination.

Southside

Madison's Southside is anchored by South Park Street and functions as a major community gateway to the University of Wisconsin and Downtown Madison. One of the oldest areas of the City, the Southside was developed as to support ethnically diverse (predominantly immigrant) mix of working and middle class families whose members walked to work on the Isthmus. This diversity continues today, demonstrated by its ethnically diverse population, numerous ethnically-inspired businesses, and a high concentration of Madison's Spanish-speaking population. The Southside is also home to many of the City's community-based organizations, including Centro Hispano, Boys and Girls Club, the Urban League of Greater Madison. Major Southside employers include St Mary's and Meriter Hospitals and Dean Clinic. As with the other two Priority Areas, the industrial and commercial history of now defunct businesses and industries along the South Park Street corridor lends itself to a number of potentially contaminated sites that are hindering the assembly of parcels to accommodate development proposals in need of larger parcels, as well as redevelopment of newer mixed use commercial projects along the transit corridor.

Other Potential Priority Sites

Other brownfields are listed on BRRTS in addition to the three Priority Areas. Accordingly, our initial Site Identification & Prioritization Process (see Section 2.a.i. below) will include other sites brought to our attention by members of the public during our community input and engagement events. These additional sites will be analyzed using the same ranking criteria as sites from the priority areas, ensuring our process is responsive to all potential emerging brownfield needs and that our assessment dollars are used for the highest priority sites identified by the community-at-large.

1.b. Financial Need (20 points)

Economic Conditions and the Impacts of Brownfields

The concentration of brownfield sites in the BREWD Corridor not only poses a threat to the health and welfare of the socio-economically disadvantaged residents in these neighborhoods, but significantly hinders the redevelopment and reinvestment so critically needed to improve economic opportunities for these populations.

As shown in Table 1, our target community is home to about 27 percent of the City's total population and is characterized by some of the highest concentrations of residents living below the poverty line and some of the lowest property values in the City. The median annual per capita income in these neighborhoods is about \$7,600 less than the citywide median.

Table 1: Demographic Profile

Demographics	Target Community				City of Madison	Madison MSA	State of WI	United States
	Isthmus ¹	Northside ²	Southside ³	Total BREWD Corridor				
Total Population ⁵	34,930	14,246	14,232	63,408	233,209	568,593	5,686,986	308,745,538
%Minority ⁵	14.9%	25.3%	33.9%	21.5%	21.1%	13.6%	13.8%	27.6%
Pop. Under Age 7 ⁵	734	1,326	1,131	3,191	18,343	46,058	505,545	28,324,601

Pop. Age 65+ ⁵	1,205	1,396	856	3,457	22,383	61,707	777,314	40,267,984
Women Child-Bearing Age (15-44) ⁵	13,264	3,282	3,770	20,316	61,467	124,378	1,097,595	62,374,964
% Female-Headed Household w/ Children ⁶	11.6%	20.6%	16.8%	16.6%	12.3%	10.1%	11.0%	12.8%
Per Capita Income ^{4, 6}	\$20,264	\$22,653	\$20,815	\$20,019	\$28,840	\$31,042	\$26,447	\$27,041
% Below Poverty Level in Past 12 Months ⁶	43.5% ⁷	15.0%	38.7%	36.3%	19.4%	11.6%	11.1%	13.5%
Unemployment ⁸	Unavailable at this geography				5.2%	5.2%	7.0%	8.8%
Pop. Spanish Primary Language ⁶	55	109	448	612	1,063	2,288	21,568	3,415,164
Pop. Other Non-English Primary Language ⁶	222	16	194	432	1,991	2,448	13,898	1,932,596
Sources: Census 2010 and American Community Survey, 2005-2009.								
Notes:								
¹ Isthmus Priority Target Area generally aligns with the boundaries of Census Tracts 11.01, 11.02, 16.05, 16.06, 17.04, 17.05, 18.02, 18.04, 19								
² Northside Priority Target Area generally aligns with the boundaries of Census Tracts 21, 22, 24.02, 25								
³ Southside Priority Target Area generally aligns with the boundaries of Census Tracts 12, 13, 14.01								
⁴ BREWD Area is a combination of Isthmus, Northside, and Southside								
⁵ Source: U.S. Decennial Census 2010								
⁶ Source: US. Census American Community Survey 2005 – 2009								
⁷ High percentage of persons below poverty line is in part a reflection of the presence of UW-Madison students in this area.								
⁸ U.S. Bureau of Labor Statistics, September 2011, seasonally adjusted data								

This concentration of lower-income residents is a significant mismatch with the employment needs of our City and region. The BREWD Corridor includes some of the most transit-supported, accessible neighborhoods to our thriving downtown and UW campus area giving it some of the greatest potential for attracting high-skill workers to the growing number of both start-up and established technology-based firms locating and growing in Madison. Consequently our brownfields redevelopment strategy is closely tied to our education and workforce development efforts to ensure that our residents with greatest economic needs can benefit from our greatest economic opportunities.

The commercial-industrial disinvestment experienced in the BREWD corridor has also contributed to decline of our aging housing stock. The shortage of safe, stable, affordable housing for those who live at or below the poverty line in Madison leads to homelessness, constant mobility, stressed family life, challenges in gaining employment, low achievement rates in our schools, and limited access to health care. Consequently, our strategy integrates commercial-industrial brownfield redevelopment with housing reinvestment to promote livable, sustainable neighborhoods. The particular economic challenges posed in the sub-areas of the BREWD corridor are highlighted below:

Northside

Outsider perceptions of the Northside as having a higher crime rate, lower income households and risky business ventures have deterred investment in the area, limiting economic development

potential. Moreover, while industrial land uses only comprise about 8% percent of the neighborhood's acreage, these land uses—characterized by outdated buildings, seas or surface parking, and large numbers of vacant buildings and land—are primarily located along or adjacent to major corridors and gateways in the Northside, contributing to perceptions of the Northside as being outdated or unsightly.⁴ Moreover, limited street, pedestrian path, and bike path linkages restrict connectivity and access on the Northside—a major hindrance for its lower-income population that relies more heavily on transit and other non-auto transportation modes. Furthermore, rapid growth of racial and ethnic groups – particularly Southeast Asian and Hispanic – has created language barriers for individuals in areas of business development, education, services, and housing, and the aging and decreasing population is also posing economic and social service challenges for the community to assist residents in this Target Area.

Isthmus

While the Capitol square and UW Campus have experienced continual reinvestment, the East Isthmus and areas of the West Isthmus on the edge of the South Park Street corridor have posed much greater redevelopment challenges. The Capitol East District (the area of the East Isthmus nearest to the Capitol square) has approximately 200,000 square feet of vacant space in aging industrial-era buildings. This district's proximity to the Capitol and UW present huge redevelopment opportunities, particularly aimed at growing technology companies who rely on a young, educated workforce, yet it still competes with suburban and edge technology parks that can offer highly competitive land and rent prices and in many cases free parking. Consequently, the City and its community partners have had to take a highly proactive, aggressive approach to stimulating redevelopment in this corridor, and assessing and cleaning up brownfields to provide more development-ready sites is a major part of that strategy.

Southside

The South Park Street corridor, particularly the southern-half⁵ is the most ethnically and racially diverse area of the entire City of Madison. As illustrated in Table 1, 34% of the population belongs to an ethnic or racial minority group. Between the 1980 and 2000 Census, the Hispanic population in South Madison increased by 660% [need to update to reflect 2010 Census] and the Asian population increased 1,271% need to update to reflect 2010 Census].⁶ The Southside also includes some of the City's highest concentrations of poverty, 39% of the population in the South Park Street corridor lives below the poverty line.⁷ As a result, the economic challenges in this corridor reflect these income disparities, language barriers, and unique challenges faced by racial and ethnic minority populations. Much attention has been paid to meeting the economic and social needs of the corridor, such as through the redevelopment of the Villager Mall, where the City has invested over \$20 million to bring new life to this greyfield site, now home to many health, education, and financial service tenants as well as community-serving retail businesses, almost all locally owned. However, many brownfield sites still pose major redevelopment obstacles for the area, such as a former dairy site vacant since 2004 at the intersection of Park Street and another prominent arterial in the corridor, Fish Hatchery Road, which has been the subject of extensive community attention

⁴ Northside Neighborhood Plan, p. II-10

⁵ Census Tract 14.01

⁶South Madison Neighbohorhood Steering Committee and City of Madison, *South Madison Neighborhood Plan*. January 2005, p. 11.

⁷ Note that this poverty rate includes the UW-Madison student population.

and planning efforts. Consequently, this grant is vitally necessary to investigate environmental conditions at sites such as these that limit the revitalization in this corridor.

2. Project Description and Feasibility of Success (100 points)

2.a. Project Description (20 points)

2.a.i) Proposed Project in the context of Overall Community Planning

Madison has a legacy of outstanding city planning that dates back to 1911 when renowned urban planner John Nolen first authored *Madison: A Model City* in which he noted that “Madison is one of the most striking examples of a city which should have a distinct individuality, marked characteristics separating it from and in many respects elevating it above other cities. Its topography, its lake scenery, its early selection as the Capital and as the seat of the State University, its population, its history - such influential factors as these should surely have found expression in a city plan, a city development and a city life with a form and flavor unlike that of any other place.” For the past century, Madison leaders and its progressive citizenry have lived up to that legacy by implementing innovative large scale comprehensive master plans, Healthy City plans, environmental corridor plans, and detailed neighborhood plans for every square mile within our city’s borders. Moreover, it is this grassroots, bottom-up planning with a significant level of community involvement throughout the planning process that has allowed for informed implementation of progressive development plans.

Furthermore, Madison is a leader in sustainability. Long-term, sustainable planning approaches have been a core part of Madison’s community and economic revitalization efforts for decades. Our cutting edge effort for doing the right thing for the environment and the people who inhabit it has been most recently demonstrated since the adoption of our first Sustainable city plan in 2005 that integrated input from numerous local organizations represented on the City’s Sustainability Task Force. This effort in turn led to the City’s adoption of The Natural Step principles and the creation of the Facilities and Sustainability Manager position in 2007, tasked with promoting the integration of these sustainability principles throughout all City departments as well as community plans and codes. These efforts ensure that our Healthy City vision preserves our unique isthmus geography and our ecologically sensitive chain of lakes.

Our Comprehensive Plan (adopted in 2006 and currently being updated) rely heavily on neighborhood plans and the extensive community outreach undertaken at the neighborhood level. In that vein, our Comprehensive Brownfields Initiative will seek to implement the specific goals and objectives for compact redevelopment of brownfield sites identified in these neighborhood plans throughout our three target planning areas. Specifically, neighborhood plans adopted for these target areas include: **Northside:** 2009 Northport-Warner Park-Sherman Neighborhood Plan; **Isthmus:** Downtown Plan (Draft to be introduced in two weeks); 2008 East Washington Avenue Capitol Gateway Corridor Plan; 2008 Tenney-Lapham Neighborhood Plan; 2004 East Rail Corridor Plan; and 1994 Marquette-Schenck-Atwood Neighborhood Plan, and **Southside:** 2008 Regent Street-South Campus Neighborhood Plan; 2010 Greenbush Supplement; 2008 Greenbush Neighborhood Plan; 2006 Wingra Market Study and Conceptual Redevelopment Plan Summary Report; and 2005 South Madison Plan.

Building upon our past brownfield redevelopment successes, Madison is proposing a Comprehensive Brownfields Initiative to guide the prioritization, assessment, cleanup, and redevelopment of contaminated sites in our three Priority Target Areas (Northside, Isthmus, and Southside). Our goals are to protect public health and the environment, remove blight, and clean-up sites so that they can be reused for economic and community purposes. The BREWD Corridor map

will form the basis from which we will implement the following proposed project activities under this USEPA Assessment grant:

Step One: Brownfield Site Identification & Prioritization

Madison proposes to use a multi-layered Site Identification & Prioritization Process to prioritize grant funds for environmental assessment at brownfield sites in the three identified Target Areas. This process, being adapted for Madison, was originally designed for the South Suburban Chicago Brownfields Coalition funded by a USEPA Brownfields Assessment Pilot Grant in 2000 and subsequently used successfully in both Moline and Freeport, Illinois. It has been recognized by USEPA as a highly effective, comprehensive approach to prioritizing brownfields.

Working with contracted redevelopment and environmental consultants, existing neighborhood Planning Councils from the three Target Areas, and the community-at-large, City staff will prioritize sites first noted for potential contamination in the BREWD Initiative. Three integrated processes will be used to evaluate sites and generate numerical scores: (1) The environmental consultant and City staff will conduct a cursory environmental desktop and records review of BREWD sites to assess each site for the potential type and extent of contamination resulting in an ENVIRONMENTAL SCORE. (2) The redevelopment consultant will work with City staff to apply a set of pre-established criteria to evaluate each site for its reuse and redevelopment potential over the short- and long-term to generate a REDEVELOPMENT FEASIBILITY SCORE. Examples of typical REDEVELOPMENT FEASIBILITY factors include if a site is within a TIF District, proximate to transportation infrastructure, the status of existing site infrastructure, its potential to eliminate blight, etc. (3) The three target area Planning Councils, City staff, and the City's consultants will conduct a public outreach process to determine community needs and goals for brownfield clean-up and redevelopment and then apply those as evaluation criteria to arrive at a COMMUNITY VALUES SCORE. Examples of typical COMMUNITY VALUES factors might include a site's ability to create new jobs, remove blight, grow property tax, increase entertainment opportunities, or reduce crime. Once compiled, the three scores produce a final ranking of sites that will guide all future decision-making. This Process is an important community involvement opportunity, and City staff will spend in-kind time to perform outreach to knowledgeable community members.

Step Two: Environmental Site Assessments

We will utilize the outcomes of the Site Identification & Prioritization Process to direct the majority of our grant funds to the environmental assessment of the highest ranking sites beginning with Phase I ESAs and moving into Phase II ESAs as warranted. We will work cooperatively with EPA to ensure the eligibility of all selected assessment sites and will pursue site access authorization from the respective owners. In the event eligibility or authorization is not obtained, we will move down the list of priorities to the next highest ranking site where these can be obtained.

Step Three: Reuse Planning, Remediation and Redevelopment

The true success of our Comprehensive Brownfields Initiative will not only be measured by the number of brownfield sites prioritized or assessed, but by how well we can diminish or eliminate the environmental and social injustices caused by brownfield sites as they are remediated and redeveloped in our community. Although not funded under this grant, we pledge to simultaneously advance our on-going planning initiatives and the recruitment of private sector developers to ensure that when sites are shovel-ready, we will have projects lined up bring Nolen's Vision to fruition, reaching our stated Master Plan goal to have Madison be a safe, attractive and healthy community to live, work, learn, and play—a place where: Cultural diversity thrives; Children are cherished; Deep community and social connections prevail; Pedestrians, bicyclists, and motorists can safely and easily

transit; Affordable housing is abundant; Compatible businesses locate and prosper; Parks are inviting to residents and visitors; and Green space is treasured.

2.b. Budget for EPA Funding, Tracking, and Leveraging of Other Resources (40 points)

2.b.i) Table 2: Budget Table for Grant Funds (20 points)

BUDGET CATEGORIES (Programmatic costs only)	Task 1: Site Identification and Prioritization	Task 2: Phase I ESAs & QAPP	Task 3: Phase II ESAs/ Cleanup Planning/ DNR VCP	Task 4: Community Involvement	Task 5: Eligible Programmatic Activities	Total Costs
Personnel						\$0
Equipment						\$0
Supplies Hazardous Subs				\$500		\$500
Supplies Petroleum				\$500		\$500
Travel Hazardous Subs.					\$1,500	\$1,500
Travel Petroleum					\$1,500	\$1,500
Contractual ¹ Hazardous Subs.	\$23,000	\$26,000	\$144,500	\$2,000		\$195,000
Contractual ¹ Petroleum	\$42,000	\$26,000	\$124,500	\$2,000		\$195,000
Other Hazardous Subs.			\$3,000			\$3,000
Other Petroleum			\$3,000			\$3,000
Hazardous Subs Grant Total	\$23,000	\$26,000	\$147,500	\$2,500	\$1,500	\$200,000
Petroleum Grant Total	\$42,000	\$26,000	\$127,500	\$2,500	\$1,500	\$200,000
City In-kind Match ²	\$2,500			10,000		\$12,500
Project Total	\$67,500	\$52,000	\$275,000	\$15,000	\$3,000	\$412,500
¹ Madison will follow all federal procurement procedures when hiring project consultants.						
² City staff In-Kind Match will be calculated using approximately 70% salary and 30% benefits.						

Task One: As described in 2.a.i. above, Madison proposes to use a multi-layered Site Identification & Prioritization Process to prioritize grant funds for environmental assessment in our three identified Target Areas. Working with brownfield redevelopment consultants and environmental consultants, as well as three neighborhood Planning Councils and the community-at-large, City staff will prioritize sites first noted for potential contamination during our BREWD Initiative. Once compiled, the final rankings will guide all future decision-making related to brownfield assessment, reuse planning, remediation, and redevelopment. This Process is an essential initial community

involvement opportunity which will initiate our on-going Community Involvement Plan; City staff will contribute in-kind time to outreach to knowledgeable community members.

Task Two: Using the ranking developed in Task One, we will submit a Site Eligibility Determination Form for each site where we hope to conduct assessment activities. We anticipate funding Phase I ESAs that satisfy EPA's All Appropriate Inquiry for at least five sites where petroleum contamination is suspected and at least five sites where hazardous substances contamination is suspected. Each Phase I ESA is estimated at \$3,000-\$4,000. Prior to conducting any sampling activities, we will work with USEPA to create an approved Quality Assurance Project Plan (QAPP) and Health and Safety Plan. The anticipated total cost for the QAPP is \$10,000-\$12,000, which will be shared by the two grants.

Task Three: Phase II ESAs will be conducted as needed following completion of Phase I ESAs. Hazardous Substances funds will be used for three or more Phase II ESAs and Petroleum funds used to complete five or more Phase II ESAs. The actual number of Phase II ESAs conducted will depend upon site complexity; we have estimated Phase II ESAs at \$10,000-\$15,000 for petroleum sites and at \$15,000-\$50,000 for hazardous substances sites. We will develop Remedial Action Plans (RAPs) for sites with identified remediation needs at a cost of about \$5,000-\$7,000 for Hazardous Substances and Petroleum contamination. All properties assessed using these grant funds will be enrolled in the WDNR Voluntary Cleanup Program. \$10,000 of each grant will be used to perform remedial reuse planning activities incorporating development guidelines for brownfield sites such as zoning information, setback requirements, and access to highway, rail, and transit. City staff will use this information to engage potential end users of the property to further refine redevelopment potential and create strategies to reposition the properties for redevelopment. \$3,000 from each grant will pay DNR for report review in pursuit of closure letters.

Task Four: City staff and consultants will work with members of the Northside Planning Council, the South Metropolitan Planning Council, and the East Isthmus Neighborhoods Planning Council to guide the Site Identification Process and all subsequent Community Involvement activities further described in Section 3.a. below. Our Community Involvement Program will include community meetings, outreach and education, and informative Brownfields Prevention programs for local businesses. City staff's effort will be provided as in-kind time and is estimated to be valued at \$10,000. Supplies are likely to include postage, printing, web hosting, and possible creation of multi-media programs (such as radio or television public service announcements/community access programming). Leaders from the three Planning Councils, as well as numerous other community organizations were engaged in the development of this proposal.

Task Five: \$3,000 has been budgeted for City staff, such as our Business Resources Manager and lead Hydrogeologist, to attend USEPA Brownfields conferences over the three-year grant period.

2.b.ii) Tracking and Measuring Progress towards Outcomes and Outputs (10 points)

Identifying the outputs and outcomes from the USEPA Assessment Grant funding not only justifies project funding decisions but also improves eligibility for future federal and state assistance for this critically important program. Consequently, the City will prepare and update Property Profile Forms for each site undergoing assessment.

Madison has significant previous experienced actively monitoring community conditions for a variety of grant funded projects. We are currently tracking performance measures for six outcomes identified by DOT and HUD for our TIGER II Planning Funds recently awarded to fund the Intermodal Terminal/Mixed Use Redevelopment Development design and engineering, as well as our Transit District Master Plan for Madison as we become the Intercity Rail hub between Chicago and the Minneapolis/St. Paul Twin Cities. As part of this project, we are tracking travel changes,

impacts to affordability, economic development, environmental benefits, and increased participation in public involvement. Examples of indicators developed to track these outcomes, include: changes in bicycle ridership, number of new affordable housing units, job creation, reduction in vehicle miles travelled, and number of public meetings held. As the neighborhood boundaries for this project overlap with our proposed Brownfield Initiative target Areas, City staff will build on this program when tracking the outputs and outcomes of the proposed hazardous substances and petroleum assessment grants. Our process for tracking and reporting changes to these outputs and outcomes will be part of regularly submitted quarterly reports and will include, but not be limited to:

Outputs of Assessment and Petroleum Grant Funding

- a) Completion of a Site Inventory & Prioritization resulting in a ranking of brownfields properties
- b) Phase I ESAs at approximately 10 sites (5 hazardous substance and 5 petroleum sites)
- c) Phase II ESAs at approximately 8 sites (3 hazardous substance and 5 petroleum sites, depending on outcome of Phase I ESAs)
- d) Remedial Action Planning at 2 sites (dependent on outcome of Phase II ESAs and funds available)
- e) Community Involvement Program communication and correspondence informing public of project progress, including newsletters, website updates, multi-media programming

Outcomes of Assessment and Petroleum Grant Funding:

- a) Sites and land assessed for environmental contamination (no. and acreage)
- b) Brownfield sites closed/remediated/registered with DNR (no. of brownfield sites)
- c) Sites and land positioned for economic reuse (no. and acreage)
- d) Temporary jobs created through the remediation/redevelopment of sites (no. of jobs)
- e) New businesses locating on former brownfields (no. of businesses)
- f) Permanent jobs created through economic reuse of former brownfields (no. of jobs)
- g) Tax base growth on assessed brownfields (dollar amount)
- h) Tax base growth throughout the focus areas (dollar amount)
- i) Public open space created and increased continuity of greenways (acreage)
- j) Reduced contamination of Madison's lakes through assessing and remediating waterfront brownfields (no. of waterfront sites addressed)
- k) New public waterfront access (distance of public frontage created)
- l) Private investment leveraged on brownfield sites (private investment amount)
- m) Public investment leveraged for brownfields sites (amount of grants; financing secured)
- n) Reduced poverty within priority areas (percent drop in poverty rate)

2.b.iii) Leveraging (10 points)

Proposed brownfield redevelopment in the BREWD Corridor is aligned with a number of redevelopment initiatives; together our combined community efforts contribute significant leverage to ensure the success of our brownfields initiative. These leveraged funds and in-kind contributions are summarized in Table 3 below and supported by commitments from community partners in the Support Letters appendix.

Table 3: Brownfields Initiative Leverage

Funding Source	Description	Funding
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Funding Source	Description	Funding
<i>Leverage for Assessment, Planning, Redevelopment in BREWD Corridor</i>		
TIF/ City In-kind	Budget dedicated to matching two USEPA Cleanup grants also being applied for	\$80,000
TIF	Additional TIF commitment to this Corridor	[working on]
Capitol East Proposed Developments	Projected development value of projects in 700 and 800 blocks of E. Washington	\$95 million [estimate]
BREWD	Grant and loan fund managed by the City for remediation of brownfield sites	\$1 million
Community-Based Organizations In-kind	In-kind commitments of time and resources from community-based organizations	Waiting on letters
<i>Leverage for Aligned Activities</i>		
DNR Ready for Reuse Grant	City pursuing funding with Wisconsin DNR for clean-up activities in the Isthmus (800 North E. Wash Block)	Potential \$400,000
WIS-DOT	Committed near-term investments for upgrades to state highways in BREWD Corridor	[working on]
HUD Community Development Block Grant (CDBG)	Neighborhood Investments	[working on]
DOT TIGER grant	Multi-modal Transit Hub	\$950,000
DOE	Sub-grant from City of Madison to the Urban League for green job training for home weatherization	\$300,000
Local funding (combined sources)	Multi-modal Transit Hub	\$24.3 million
TOTAL		[working on]

2.c. Programmatic Capability and Past Performance (40 points)

2.c.i) Programmatic Capability (24 points)

The City has a Brownfields Task Group that meets monthly and reports to the Mayor and Public Works Group. We will continue to use this team to advance this project. Brynn Bemis, Hydrogeologist, will serve as the lead project manager. Senior City staff from the Department of Planning and Community and Economic Development, Engineering, Office of Sustainability, the Mayor's Office, and City Attorney will comprise an interdisciplinary project management team (PMT) to implement the project. Key PMT members will include:

- Brynn Bemis, Hydrogeologist. With over 10 years experience in the environmental field, Brynn currently manages environmental due diligence for City property transactions. Brynn coordinates mitigation and remediation of contamination on City-owned land and in public right of way and supervises environmental monitoring of City-owned brownfields. Brynn has extensive experience coordinating, reviewing, and performing Phase 1 and 2 environmental site assessments as well as evaluating contaminant cleanup alternatives. Brynn's position has been in place since the mid-1990s and will always be filled.
- Matt Mikolajewski, City of Madison Office of Business Resources Manager. Matt is highly involved in negotiations with the proposed developer of the Site and of surrounding sites in the

Capitol East District and will ensure coordination between environmental and redevelopment activities. Matt will involve a number of Planning and Economic Development staff throughout the project who have been involved in redevelopment planning and implementation activities throughout the District.

- Jeanne Hoffman, Facilities and Sustainability Manager. Jeanne serves as team leader of City architects, engineers, maintenance, and custodial staff responsible for implementing sustainable building upgrades in Madison's 300+ facilities. Jeanne also assists community partners and agencies achieve sustainability goals. Prior to working with the City, Jeanne was a Mayoral Aide to Madison Mayor Dave Cieslewicz, where she worked on planning, development, environment, and transportation issues.
- Doran Viste, Assistant City Attorney. Doran will provide legal assistance to City staff regarding state and federal environmental laws and regulations. Doran has been a practicing attorney for 9 years and has been the City of Madison's legal advisor on environmental issues since 2009.
- Don Marx, Real Estate Manager: Don will be highly involved in developer negotiations to ensure the timeliness of project construction and coordination with remediation activities.
- Madison–Dane County Public Health representative – The City will involve the Public Health department throughout the Brownfields Initiative, ensuring that public health concerns that emerge from our assessment activities are carefully addressed, and relying on them in particular for outreach to affected community residents.

Madison has demonstrated success in brownfield redevelopment. Examples of recent success stories are describe above in Section 2a. We have a strong record of hiring and retaining talented and qualified staff to manage these programs. Our PMT approach ensures that multiple City staff members are knowledgeable and up-to-date on our brownfields projects. Should turnover of a key position occur, we will make efforts in our recruiting to ensure that any new staff member has the qualifications and skills to be an effective part of our Brownfields PMT. In addition to using City staff, we will secure project consultants following federal guidelines that maintain expertise in environmental assessment and brownfields redevelopment.

2.c.ii) Adverse Audits (4 points)

Madison will utilize USEPA Brownfields Assessment Grant funds in accordance with all requirements and conditions set forth by USEPA. In compliance with federal guidelines, the City will retain consultants to assist in the management of specific aspects of the grant to supplement our in-house expertise. Madison has experienced adverse audit findings in past federal grants, all which have been addressed and corrected [details on particular audit findings and corrective actions in progress of being drafted]:

2.c.iii) Past Performance (12 points)

The City of Madison has an excellent record of managing federal and state grants. The following are five of the most recent grants that the City has administered:[This section is in the process of being drafted]

3. Community Engagement and Partnerships (30 points)

3.a. Community Involvement Plan (10 points)

As stated previously, over 60,000 people in 19 organized and highly-active neighborhoods live within our target community; so it is a residential area, as well as a central business district. Madison deeply values its residents' opinions, and neighborhood involvement in planning and development is

sacred. We have a strong tradition of incorporating neighborhood input and guidance in every important public investment, development initiative and planning effort. As such, we intend to build upon that successful involvement as we implement our Brownfields Initiative, whereby advancing previously adopted neighborhood plans' goals for creating safe, walkable and healthy neighborhoods and ensuring this Initiative's Outcomes support our diverse, central neighborhoods.

Madison formally committed to a neighborhood-based and coordinated approach to neighborhood organizing, information sharing, issue advocacy and promotion of community development initiatives in 1991 when it first envisioned the use of "Planning Councils." Councils exist for each of our three target areas: the Northside Planning Council, the South Metropolitan Planning Council, and the East Isthmus Neighborhoods Planning Council. To streamline our Brownfield Community Involvement Plan, we will dovetail our initial Site Identification & Prioritization Process, as well as *all* subsequent community involvement activities into the regularly scheduled monthly meetings of these well established Planning Councils, as opposed to creating a new oversight committee or venue for our Brownfield Initiative. The three Planning Councils will guide all elements of the Brownfields Initiative beginning with the Site Identification & Prioritization Process and continuing with their guidance of City staff and its consultant team during the 3-year grant period and beyond.

Building from the partnerships developed in recent efforts and modeling their high degree of public engagement, our Community Involvement will be instrumental to the success of our proposed Site Inventory & Prioritization Process. Public meetings lead by our Planning Councils, City staff and our consultants will be held throughout the Site Identification Process. Preliminary meetings will be held to discuss the Process and to ascertain if there are any sites for review outside the three priority areas or that were not previously identified during the BREWD process; then later to determine the final list of COMMUNITY VALUES factors that influence the site specific priorities for the use of assessment grant dollars; then to present the results of the scoring and preliminary site rankings; and finally, as needed to review and refine the priority brownfield site list.

Following completion of the Site Prioritization Process, outreach will be ongoing as site assessments are conducted; remedial planning gets underway; and remediation is undertaken. We will have a transparent Program where residents and all stakeholders (residents, developers, lenders, nonprofits, environmental organizations, etc.) see not only how resources are being used, but also how the Initiative aligns with and implements our City's vision and existing plans. In addition to these public meetings, residents will be informed of our Brownfield Initiative activities and progress through City newsletters, updates on our City website and Planning Council websites, direct links to each of the 19 neighborhood associations and members of the business community and nonprofit organizations via their representation on the Planning Council Boards, and through discussions and formal actions taken at City Council meetings. All progress updates will also be translated orally and in written Spanish to ameliorate the language barrier of our Hispanic citizens who reside predominantly in South Madison neighborhoods. Our Community Involvement approach will also allow us to tap into the Mayor's newly reestablished "Neighborhood Resource Teams," which enlist City staff members to work directly with each existing city neighborhoods on current planning issues. Given our history of successful citizen involvement, we are certain our comprehensive involvement plan will provide the most direct access to a variety of existing channels of communication.

3.b. Intergovernmental Partnerships (10 points)

3.b.i) Environmental and Health Agencies

The City has worked with WDNR on several brownfields sites, as described in 2.a.i.), and will continue working with them throughout our Program when relevant, from completing all necessary

state reporting to exploring reuse alternatives that protect natural resources. We will involve the Madison-Dane County Public Health Department as part of our Brownfields Initiative, ensuring that public health concerns that emerge from our assessment activities are carefully addressed, and relying on them in particular for outreach to affected community residents.

3.b.ii) State and Federal Agencies

State Partnerships: In addition to the DNR, the City has established partnerships with other State agencies to advance our brownfields initiative, including the Department of Commerce (now the Wisconsin Economic Development Corporation) that provided the \$1 million grant that established our BREWD sub-grant program. State representatives' support letters are included in Attachment [X].

Federal Partnerships: The City is partnering with multiple federal agencies on initiatives in the BREWD Corridor including DOT, HUD, DOE, [insert others] as described in further detail in Section 2.b.iii. Additionally, Madison's Congressman and Senators also support the City's Brownfields Initiative; letters of support are included in Attachment [X].

3.b.iii) Environmental Job Training

The Madison area is home to a range of degree programs that lead to careers in brownfield assessment, cleanup, and redevelopment, ranging in level from technical certifications to the post-doctoral studies, listed below. The City is reaching out to each of these institutions to explore opportunities to partner in its Brownfields Initiative to promote further development of brownfields-related career opportunities in the Madison and greater south-central Wisconsin region.

University of Wisconsin – Madison

Civil and Environmental Engineering
(graduate and undergraduate level)
Environmental Sciences (undergraduate)
Environmental Studies (undergraduate)
Geological Engineering (graduate and
undergraduate)
Geoscience (graduate and undergraduate)
Public Health (graduate)
Real Estate (graduate and undergraduate)
Soil Science (graduate and undergraduate)
Urban and Regional Planning (graduate)

Urban League of Great Madison

Weatherization/Green Jobs Training Program

Madison Area Technical College (MATC)

Course Offerings:

Construction Documents and Services
Construction Materials - Architectural
Technology Program
Construction Materials -Civil Engineering
Technician Program
OSHA Construction Safety Certification

General Health & Safety Services

Corporation: professional service
organization offering health and safety
training, courses, and certification, including
asbestos abatement

3.c. Description and Role of Key Community-based Organizations (10 points)

Implementing our Brownfields Community Involvement Plan, described in 3.a., the City will collaborate with community-based organizations via the Planning Councils; these Councils already include a diverse membership of community stakeholders, and we will ensure that all identified stakeholders in our brownfields initiative are invited to participate including neighborhood groups, social service agencies, community and redevelopment organizations, and public health service providers, to name just a few. We will ask these organizations to use their existing community contacts to help ensure a broad representation of residents and property owners in our brownfield

outreach events, with the Planning Councils acting as a consistent public face and contact point for all aspects of the Program. already include a diverse membership of community stakeholders

The City has is reaching out to several local organizations to participate in our Brownfields program via the Planning Councils. We are continuing to advance discussions with the additional organizations listed below that have been requested to participate in our Initiative.

Isthmus

Marquette Neighborhood Association
 Tenney Lapham Neighborhood Association
 James Madison Park Neighborhood
 Mifflin West Neighborhood
 Bassett Neighborhood
 Mansion Hill Neighborhood
 First Settlement Neighborhood
 East Isthmus Neighborhoods Planning Council
 Downtown Madison Inc.
 East Johnson Business Association
 Greater State Street Business Association
 Atwood/Winnebago Business Association
 Greater Williamson Area Business Association
 Downtown Business Improvement District
 Madison Gas and Electric
 Common Wealth Development
 Schenk-Atwood-Starkweather-Yahara
 Neighborhood Association

Northside

Majestic Oaks Neighborhood Association
 Sherman Neighborhood Association
 Berkeley Oaks Neighborhood Association
 Emerson East Neighborhood Association
 Carpenter Ridgeway Neighborhood Association
 Northside Planning Council
 Northside Business Association
 FEED Community Kitchen & Food Business
 Incubator

4. Project Benefits (30 points)

Addressing Madison's highest priority brownfields through site assessment will support many of our community's adopted planning goals and will help implement the federal USEPA/HUD/DOT Livability Principles and the overall goals of discouraging sprawl and encouraging smart growth, location efficient investment, and the development of green infrastructure.

Southside

Greenbush Neighborhood Association
 Monona Bay Neighborhood Association
 Bay Creek Neighborhood Association
 Burr Oaks Neighborhood Association
 Bram's Addition Neighborhood Association
 Arboretum
 South Metropolitan Planning Council
 South Madison Health & Family Center
 Catholic Multicultural Center
 Boys and Girls Club - Taft Street
 Centro Hispano
 Park Street Partners
 Town of Madison
 South Metropolitan Business Association
 Friends of Monona Bay
 Friends of Lake Wingra
 Bay View Foundation Neighborhood
 Association
 Urban League of Greater Madison

Community-wide

Thrive
 1,000 Friends of Wisconsin
 Greater Madison Chamber of Commerce
 Sustain Dane

4.a. Community Welfare and Public Health Benefits (10 points)

The City of Madison recognizes a healthy environment underpins economic and social well-being. Our Brownfields Program is designed to mitigate existing health and welfare concerns, prevent further environmental injustices, and generate significant improvements to last well beyond the grant period. We anticipate that the benefits from assessing, remediating, and reusing brownfields will accrue to key sensitive populations including children, women of childbearing age, the elderly, and minority and/or low-income persons—groups which demographic data shows are found in high numbers in the three priority areas identified previously. By understanding the risks of specific brownfield sites, the City can better protect the public and begin to prevent direct exposure to children and others through soil or on-site surface water. As remedial actions are implemented, broader benefits will accrue, such as:

- Sustainable and equitable reuse of sites in dense city neighborhoods which can provide new housing, neighborhood-serving business growth, open space or recreational opportunities.
- Creation of a broad range of housing options to support low and moderate income households, a mix of life cycles and life styles.
- Neighborhood reinvestment to improve livability, security, stability, and quality of life.
- Greater access to facilities and services to meet the daily needs of residents, such as healthy food, health care, education, employment, and parks and recreation.
- Additional community garden sites and farmer's market locations—serving a dual purpose of provision of health food and community gathering place to strengthen social networks.
- Cleaner groundwater, lakes, and rivers for drinking water, fishing, and swimming; and cleaner air for to reduce occurrences and risk for asthma and other respiratory diseases.
- Reducing CO₂ emissions and stormwater runoff through compact, green building, site design, and increased alternative transportation options (e.g. bikes, electric vehicles, and buses)—ultimately minimizing resource consumption and environmental impact.

The City of Madison and its community partners and neighborhood organizations are deeply committed to advancing equitable, sustainable development, proven through numerous initiatives. This commitment will be further demonstrated through this Brownfield Initiative.

4.b. Economic Benefits and/or Greenspace (10 points)**4.b.i) Economic Benefits**

Our proposed program of site identification, prioritization, and environmental assessment will provide vital knowledge to stimulate remediation and redevelopment at priority sites that can then act as catalysts for further market-driven corridor reinvestment. Many of the sites within the BREWD Corridor are strongly positioned for redevelopment based on their accessible, visible locations, yet have not redeveloped due to the significant challenges posed by the presence of aging structures on the site and potential environmental concerns. Environmental assessments will provide the City and prospective developers with crucial information to facilitate economic reuse.

Our brownfields initiative will help to catalyze new employment (permanent, remediation, and construction), property investment and value leading to annual increased local property taxes, new housing in our densest and most transit-supported corridors. Most importantly, these targeted investments will help spark additional private-sector investment building from the momentum our initiative is creating. We have demonstrated our ability to do this in the past with successful brownfield redevelopment projects like Monona Terrace. The economic development outcomes

from our brownfields initiative will have the greatest positive impact on the socio-economically disadvantaged groups concentrated the BREWD Corridor.

The Capitol East District, located on Madison's east isthmus, contains brownfields with the some of the highest potential to attract near-term private-sector, shovel-ready development once the environmental concerns have been more fully understood and remediation activities planned. As such, we anticipate prioritizing assessment funds in this district and we are also pursuing two clean-up grants for sites proposed for redevelopment beginning in 2012 – 2015. The economic impacts illustrated in Table 3 are significant on their own and are illustrative of the economic impact measures we will estimate for target redevelopment areas in the BREWD Corridor more broadly with grant funds.

Table 4. Capitol East District Economic Impacts

	Estimated Property Value as Developed	Estimated Annual Tax Increment for Phase 1	Permanent Jobs	Estimated Construction Jobs	Residential Units	Total Commercial SF
800 North Block	\$40,000,000	\$ 260,000	398	584	76	126,000
Adjacent East Wash Developments	\$55,000,000	\$ 300,000+	302	531	185	85,000
TOTAL	\$95,000,000	\$560,000+	700	1,115	261	211,000

The employment stimulated in the BREWD Corridor will not only contribute to the revitalization of the corridor, but will greatly contribute to a convergence of efforts focused on building a sustainable regional economy in the long-term based on the Madison region's unique place-based assets, including our region's world-class innovation capacity emerging from the UW-Madison and its many private-sector partnerships. Several initiatives are underway throughout the corridor to grow sustainable business clusters including information technology and energy in the Capitol East district, ethnic food and hospital-supportive businesses on the Southside, and food processing in the Northside. With as many as 8 bus routes per day, between 30,000 –55,000 average daily traffic, and a nationally-recognized bicycle and pedestrian path network, the BREWD Corridor presents the greatest potential within our community to attract and develop the talent needed to grow these business clusters who want to live and work in a highly accessible, visible area connected with our vibrant downtown and campus.

4.b.ii) Non-Economic Benefits (Greenspace)

As described above, many of our City's successful brownfield redevelopment efforts to date have been for open space and public access reuse (e.g. Monona Terrace Convention Center, landfill reuse projects, Central Park {in progress}). As such, numerous non-economic benefits have already been realized in terms of increased public recreational open space and improved continuity of public access to, and walkways/bike paths along, Lakes Monona and Mendota, Starkweather Creek, and the Yahara Riverfront, and our City is committed to the continued improvement of and increased access to our existing and planned park and open space amenities..

Numerous major park and open space green space amenities exist within the boundaries of our three Target Areas, such as the 214 acre Warner Park and the 8 miles of trails through the preserved Cherokee Marsh on the Northside; the 2,000 acre UW Arboretum, the E-way corridor, and Wingra Park on the Southside; and James Madison Park, Law Park, BB Clarke Beach, and Olin Park lining

the lakeshores of the Isthmus, as well as the historically and architecturally significant Madison Landmark Breese Stevens Field – a 4,000 seat lighted stadium located in our East Isthmus District. By continuing to prioritize and promote brownfield redevelopment in our Target Areas, we will directly increase the further use of these greenspace amenities by physically improving access to and continuity of these existing amenities, as well as indirectly improving access to and use of these greenspace amenities by increasing our residential and employment concentrations in these areas and by increasing the local tax base surrounding them.

Other non-economic benefits will also be realized through the redevelopment of brownfields in our Target Areas. At the Don Miller brownfield site, for example, our first site which is slated for remediation and redevelopment in the Isthmus Target Area (and for which we are simultaneously submitting an EPA Clean-up Grant Proposal), a portion of the project area is slated for a parking structure that will be jointly used by the private mixed-use development proposed for the site, as well as serve as an overflow public parking ramp adjacent to Breese Stevens stadium, whereby alleviating significant historic evening parking conflicts for residents in the surrounding Tenney-Lapham neighborhood. Finally, reinvestment in our Target Areas brownfields, which intersect with the location of our state, city, county government offices, and the University of Wisconsin-Madison campus, will ultimately improve access to our urban greenspace amenities by not only Madison's permanent residents, by also by our temporary and/or secondary residents from around the state and the nation, as well as by numerous periodic visitors to Wisconsin's Healthy Green Capital City.

4.c. Environmental Benefits from Infrastructure Reuse / Sustainable Reuse

Madison is committed to sustainability and has embraced the concept that strong connections between transportation, housing, the environment, and economic development will create a healthy and more livable city. As mentioned above, Madison's Office of Sustainability is charged with advancing our City leaders' commitment to establishing Madison as a green Capital City --, a national leader in energy efficiency and renewable energy that also supports the city's economic vitality. In addition to the aforementioned benefits, we anticipate a wide range of significant sustainable redevelopment benefits resulting from assessment and redevelopment of brownfields in our community, many of which will dovetail the continued implementation of *The Madison Sustainability Plan*, including:

- Alignment with smart growth approach to redevelopment that our community already has adopted including a focus on efficient land and resource use, protecting sensitive environmental features and prime farmlands, enhancing existing neighborhoods, and protecting water quality.
- Reduction of development pressure on the rich agricultural land surrounding our City.
- Eliminating the need to further extend utilities and our local road network. Sites in our identified priority areas are central to the community and are served by our transit system and sidewalks.
- Continuing Madison's commitment to solar energy by establishing Madison as the model solar city for the Midwest and creating a 'solar mile' on the East Washington Corridor;
- Supporting sustainable infrastructure by streamlining the City's development approval processes to encourage green, high-performance buildings and potentially requiring LEED silver or equivalent thirdparty certification for all construction supported by public funds.
- Applying sustainability "systems thinking" to all City planning and development projects.
- Promote waste reduction programs to continue to progress toward the City's zero waste goals.
- Supporting no and one-car households and expand the number of neighborhoods where sustainable transportation choices enable mobility without a car.

- Striving to attain our goal as the best bicycling city in North America by promoting the use of the bike rental through 27 recently installed rental stations throughout the Isthmus. Additionally, the free “red bikes” program provides 300 bicycles for free use (with refundable deposit).

ATTACHMENT 1: THRESHOLD CRITERIA**1. Applicant Eligibility**

The City of Madison is an incorporated municipality of Wisconsin and has the authority to enter into a cooperative agreement with the USEPA.

2. Letter from the State or Tribal Environmental Authority

The City of Madison has requested a support letter from the Wisconsin Department of Natural Resources and will include the letter in the final grant submittal.

3. Site Eligibility and Property Ownership Eligibility

Not applicable (site-specific proposals only). Eligibility Determination Forms will be submitted for each parcel prioritized for assessment under Task 1, Site Identification & Prioritization, of this community-wide assessment grant proposal.

COMMUNITY-BASED ORGANIZATION LETTERS OF SUPPORT

Letters have been requested and will be included with final application.

DOCUMENTATION INDICATING LEVERAGED FUNDS ARE COMMITTED TO THE PROJECT

Letters have been requested and will be included with final application

SPECIAL CONSIDERATIONS

X copy/paste check list from grant guidelines, last page of PD F. Applicable boxes are natural disaster impact (add a

- Community population is 10,000 or less
- Federally recognized Indian tribe
- United States territory
- Applicant assisting a Tribe or territory
- Targeted brownfield sites are impacted by mine-scarred land
- Targeted brownfield sites are contaminated with controlled substances
- Community is impacted by recent natural disaster(s)
*Note: 2008 Flooding Disaster Declaration and firm leverage commitment.
- Project is primarily focusing on Phase II assessments
- Community demonstrates firm leveraging commitments for facilitating brownfield project completion by identifying amounts and contributors of funding in the proposal and have included documentation

- Community experiencing plant closures (or other significant economic disruptions), including communities experiences auto plant closures due to bankruptcy
- Applicant is a recipient of a HUD/DOT/EPA Partnership for Sustainable Communities grant