

RANKING CRITERIA 100-POINT SCALE FOR 2012 CLEANUP GRANTS**1. Community Need (15 points)****1.a. Health, Welfare, and Environment (8 points)****1.a.i) Brownfields Effects on our Target Community (8 points)****Our Legacy of Brownfields**

Madison, Wisconsin, population 233,209, is a uniquely progressive, mid-sized community located midway between Chicago and the Minneapolis. We are home to the State Capitol, the University of Wisconsin-Madison, older manufacturing industries, growing corporate headquarters, and a particularly politically active and engaged population. Madison's unique geography—our downtown is located on a one-mile wide Isthmus between Lake Mendota and Lake Monona—lends itself to a compact urban development. The City of Madison's progressive local government is committed to keeping us ranked annually as one of the most livable, healthy, and sustainable cities in the nation.

Madison has a strong history of brownfield redevelopment, especially with regards to converting contaminated properties into green spaces and public facilities. Examples of recent City of Madison brownfield developments include: the proposed Central Park, the Monona Terrace Convention Center, the Royster Clark fertilizer plant, and a dozen urban green spaces. The City's proposed Central Park is being constructed along a former railroad corridor and will transform X.X acres of petroleum and coal ash contaminated land into a landmark open urban space. City plans to spend \$15 million on the park through 2015, including a \$3.1 million federal transportation grant and a \$50,000 National Endowment for the Arts planning grant. Another example is the City's famous Frank Lloyd Wright-designed Monona Terrace Convention Center built at Law Park over an old waste disposal site. Likewise, to spur the redevelopment of the closed X.X acre Royster-Clark fertilizer plant property, the City is facilitating a \$1.5 million, interest-free, WDNR Ready for Reuse loan to the developer. The loan will aid in the cleanup of the site's 60,000 tons of nitrogen, petroleum, lead, and pesticide-contaminated soil. Last, the City has converted five actively-managed, closed landfills and a half dozen abandoned dumps into public green spaces, including Olbrich Botanical Gardens, Burr Jones Park, Reynolds Park, Law Park, Quann Olin Park, Demetral Park, Sycamore Dog Park, Mineral Point Park, Greentree Park, and the East High School athletic fields. While the City has solid experience in converting brownfields into public green spaces, we increasingly recognize the importance of public assistance in spurring the private redevelopment of such sites.

As a step in this direction, in 2007 the City received a \$1 million grant from the WI Department of Commerce to create the Brownfield Remediation / Elimination Workforce Development program (BREWD). Through grants and loans, BREWD's goal was to facilitate brownfield redevelopment projects that result in employment centers, job creation/retention, and the redevelopment of underutilized properties. All BREWD funds have been dedicated to redevelopment projects, with \$X.X million committed within a few blocks of our subject property.

Brownfields Effects on our Target Community—Capitol East District

The target area for this clean up grant is the Capitol East District, located on Madison's east Isthmus, one-half mile from the State Capitol. The district's prime location close to Madison's downtown employment centers, the State Capitol, and UW-Madison, creates a unique opportunity for a dynamic mixed-use redevelopment. Redevelopment plans for the district are outlined in detail

in the City’s Capitol Corridor Gateway Plan, adopted in 2008. This area has a particularly high density of brownfields due to its history as the City’s factory district and its geography as a former wetland. Historically, industrial facilities dominated the corridor, including the Fuller and Johnson Manufacturing Company, North Electric Manufacturing Company and the Gisholt Machine Company. The district also included a 25-track railroad yard, dozens of bulk oil and coal storage yards, and a manufactured coal gas power plant. Because much of the district was former wetland, it was filled in at the turn of the century with coal ash and other industrial by-products to allow for redevelopment. According to the local historian David Mollenhoff, “Madisonians firmly believed that smokestacks would soon replace the cattails.”¹

Presently, the Capitol East District is in transition from a former industrial corridor to a mixed-use residential, commercial, and retail community. Industrial facilities, such as the Madison Gas & Electric power plant, Research Products Corporation, and Reynolds Transfer and Storage continue operation to this day. Various other manufacturing operations have recently closed, including the Mautz Paint factory, Madison Dairy, and the carton manufacturer Marquip. While a few of these properties have been redeveloped, most remain vacant or underutilized with low-density activities, such as material storage and surface parking.

Within the Capitol East District, the Wisconsin Department of Natural Resources has tracked X spills, X petroleum sites, and X hazardous waste sites. Most of these cases have been closed to industrial standards with residual soil and groundwater contamination limiting their redevelopment into commercial, retail, and residential use. In addition, the industrial waste material used to fill in the district’s former wetlands is pervasive and contaminated with metals, semi-volatile organic compounds (SVOCs), and petroleum hydrocarbons. Due to the ubiquity of this contaminated historic fill, the WDNR is involved with most redevelopments along the corridor.

The district’s target population consists of a significant portion of residents most sensitive to brownfields impacts—children, women of child-bearing age, minorities, and lower-income residents, as illustrated below in Table 1 [integrate reference to demographics further in final submittal]. The health and welfare impacts of brownfields on these communities are numerous. The ubiquity of contaminated fill material in near surface soil presents a public risk through dermal contact, ingestion, and inhalation of dust. Vapor intrusion from LUSTs and numerous historic dry cleaning facilities located in the district’s residential neighborhoods are a growing concern. Lead poisoning and asthma are major concerns in the target area, with asthma rates around 15% according to Dane County – Madison Public Health. Likewise, the WDNR has issued fish consumption guidelines for the district’s two lakes due to levels of mercury and polychlorinated biphenyls (PCBs). From a public welfare perspective, the district has been identified as blighted, and the density of brownfields promotes crime, reduces street life and vitality, discourages walking, and reduces opportunities for redevelopment.³

¹ 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.

³ Public Health Madison & Dane County. *Madison and Dane County Environmental Health Report Card*. 2008.

1.b. Financial Need (7 points)**1.b.i) Economic Conditions and the Impacts of Brownfields (7 points)**

The density of brownfields in the Capitol East District hinders the district's much needed economic investment and redevelopment. Uncertainty with the extent of contamination and associated cleanup costs has proven a primary obstacle to a variety of redevelopments in the last few years. While the City has been successful in attracting a few internet and technology groups to the corridor (e.g. the online clothing retailer ShopBop and the University Research Park Metro Innovation Center), the District still has approximately 300,000 square feet of vacant space in aging industrial-era buildings. To compete with the low rent pricing of suburban technology parks, the City and its community partners are committed to stimulating private redevelopment.

As shown in Table 1, the Capitol East District is home to about 2.3 percent of the City's total population. [further integrate discussion of demographics into narrative] [Note – difficulty accessing income and poverty statistics at block group level more recent than 2000 Census – in process of contacting Census to get information to add into subsequent draft]

Demographics	Capitol East District – Target Community ¹	City of Madison	Madison MSA	State of WI	United States
Total Population ²	5,319	233,209	568,593	5,686,986	308,745,538
%Minority ²	11.5%	21.1%	13.6%	13.8%	27.6%
Pop. Under Age 5 ²	165	13,561	35,262	358,443	20,201,362
Pop. Age 65+ ²	177	22,383	61,707	777,314	40,267,984
Women Child-Bearing Age (15-44) ²	1,827	61,467	124,378	1,097,595	62,374,964
% Female-Headed Household w/ Children ³	See note 5	12.3%	10.1%	11.0%	12.8%
Per Capita Income ³	See note 5	\$28,840	\$31,042	\$26,447	\$27,041
% Below Poverty Level in Past 12 Months ³	See note 5	19.4%	11.6%	11.1%	13.5%
Unemployment ⁴	unavailable	5.2%	5.2%	7.0%	8.8%

¹The Target Community includes residents of the Capitol East District, which overlaps with the boundaries of Block Group 2 or Tract 18.02, Block Group 1 of 18.04, and Blocks 3 and 4 of Tract 19.

² Source: U.S. Decennial Census 2010

³ Source: US. Census American Community Survey 2005 – 2009

⁴ Source: U.S. Bureau of Labor Statistics from MONTH, 2011

⁴ This information is not yet available at the Block Group level for Census 2010. Work underway to collect data from 2005-2009 American Community Survey at Block Group level.

2. Project Description and Feasibility of Success (50 points)

2.a. Project Description (10 points)

2.a.i) Describe Existing Conditions and Potential Site Reuse (5 points)

The target site is the South half of the 4.25-acre North 800 block of East Washington Avenue (the “South Site”, and most recently was used as a car dealership. The entire 4.25-acre block has been in commercial and industrial use since at least 1902, and historical uses have included a service station, machine shop, garage, auto sales, auto repair, spray painting, used auto parts, wrecking yard, solvent storage, and leather saddlery manufacturing. Prior to development, peat deposits in site soil borings indicate that the site was marshy and was subsequently filled with industrial waste. Most recently, the site has been operated as a car dealership and service center. The South Site currently consists of various vacant car sales and service buildings, an automotive body shop still in use, and asphalt parking.

Environmental concerns identified in the South Site’s Phase 1 and Phase 2 environmental site assessments include subsurface soil contamination, groundwater pollution, and possible soil gas vapor intrusion. Soils for the South Site are contaminated with semivolatile organic compounds (SVOCs), petroleum hydrocarbons, and metals (e.g. arsenic, cadmium, and lead). The contamination is associated the site’s ubiquitous coal ash-contaminated historical fill and 16 underground storage tanks. Several regions of the site have been partially remediated for petroleum pollution using soil excavation, pump and treat systems, soil vapor extraction systems, bioremediation injection systems, and natural attenuation. All site investigations opened with the WDNR’s Bureau for Remediation and Redevelopment Program on the Site have been since closed to industrial standards with significant residual contamination capped by the site’s buildings and asphalt parking.

The cleanup goal of the South Site is to sufficiently remediate the site to allow for its redevelopment into a mixed-employment/residential/retail space inline with the City’s Capitol Gateway Corridor plan. The City of Madison has entered into negotiations to sell the 800 North Block in two phases to the real estate development firm, Urban Land Interests (ULI). ULI’s plan for the Site calls for the creation of up to 70,000 square feet of office, a parking ramp, 83 rental apartments and 7 townhouses. Phase 1 of ULI’s development will convert of the northeast quarter of the site as office space, starting in 2012. Phase 2 will develop the northwest quarter of the site into belowground parking and residential units starting in 2013. Based on ULI’s schedule, the City is urgent to begin site remediation.

2.a.ii) Describe Proposed Cleanup Plans & Restrictions (5 points)

The proposed cleanup plan will combine targeted soil excavation performed by the City with engineered barriers constructed by a private developer. This partnership was chosen as the recommended cleanup alternative because it takes advantage of high density of buildings, asphalt, and concrete-paved surfaces being proposed for the site. The cleanup will eliminate exposure pathways using Wisconsin DNR-approved remedial actions that are economical and achieve redevelopment goals. Soil excavation will target the areas with the highest direct contact and vapor intrusion concerns. To reach this contaminated soil, one building on the South Site will require demolition: the Budget sales building. It is estimated that building demolition and the targeted soil excavation can likely be accomplished in less than one month. Contaminated soil will be hauled off

site to a nearby landfill for disposal. Final capping of the site with engineered barriers will occur after the City has sold the property for private redevelopment.

2.b. Budget for EPA Funding, Tracking and Measuring Progress, and Leveraging Other Resources (20 points)

2.b.i) Budget Table for Grant Funds (10 points)

BUDGET CATEGORIES (Programmatic costs only)	Task 1: Remedial Action Planning & Site Clean-up	Task 2: WDNR and VPLE Oversight Expenses	Task 3: Community Involvement Activities	Task 4: Eligible Programmatic Activities	Total Costs
Personnel					
Fringe Benefits					
Equipment					
Supplies					
Travel					
Contractual ¹	\$185,000		\$6,000	\$4,000	\$195,000
Other		\$5,000			\$5,000
Grant Total	\$185,000	\$5,000	\$6,000	\$4,000	\$200,000
City Match²	\$38,000		\$1,000	\$1,000	\$40,000
Project Total	\$223,000	\$5,000	\$7,000	\$5,000	\$240,000
¹ Madison will follow all federal procurement procedures when hiring project consultants contained in 40 CFR 31.36.					
² City staff In-Kind Match will be calculated using approximately 70% salary and 30% benefits.					

Task 1: Activities in this task will include: (1) preparation of a final Analysis of Brownfields Cleanup Alternatives (ABCA)—based upon the draft ABCA already prepared prior to the submission of this grant proposal -- and the associated summary of comments received and responses to the public regarding the ABCA, (\$2,000); (2) preparation of a Remedial Action Plan that efficiently satisfies cleanup goals (\$5,000); (3) preparation of cleanup bid specifications consistent with the remedial action plan and selecting cleanup contractors, including City staff time for preparing public works bid specifications (\$2,500); (4) preparation of a materials management plan in concert with site redevelopment plans that outlines where materials will need to be excavated and the plan for managing the soil (\$2,500); and (5) remediation of the 2-acre Site (\$163,000). Specifically, site cleanup will involve the targeted removal of asphalt and building foundations to reach intermingled SVOC, metals, and petroleum contaminated soils. Contaminated excavated material will be hauled off site for disposal at a landfill. The cost estimate is based on the preferred remediation option outlined in the site's Analysis of Brownfield Cleanup Alternatives. A small portion of the funds may also be used for confirmation sampling of targeted areas. The City is applying for funds to demolish one building on the block—the remaining buildings will be demolished by the City as part of its match.

Task 2: Madison intends to enroll the Site in Wisconsin DNR's Voluntary Party Liability Exemption Program (VPLE). This budget category will be used to reimburse WDNR for their oversight of the remedial activities at the property in pursuit of a final No Further Action letter. VPLE rates vary, but are estimated at \$100 per hour for 50 hours totaling \$5,000.

Task 3: This task will fund the following contracted community involvement services: (1) Development of a Community Relations Plan (\$450); (2) Publication of a public notice of the plan to clean up the site and 30-day comment period on the Analysis of Brownfields Cleanup Alternatives (\$100); (3) preparation of written response to all substantive comments received (\$550); (4) presentations of remediation progress at East Isthmus Neighborhoods Planning Council community meetings (\$500 per meeting for approximately 5 meetings totaling \$2,500); (5) production of project fact sheets (\$300 per fact sheet for approximately 3 fact sheets, totaling \$900); and (6) five updates to the www.eastisthmus.org website (five updates at \$300 per update, totaling \$1,500). The City will contribute the equivalent of an additional \$1,000 of in-kind services beyond these contractual costs toward community involvement in the form of meeting attendance and outreach to project stakeholders.

Task 4: This task involves: (1) the preparation of quarterly progress reports (\$500 per report for an anticipated six reports, totaling \$3,000, assuming activities take much less time than the full three-year period of the grant); (2) updating site data in EPA's ACRES database (\$500); and (3) coordination with USEPA as needed regarding grant and project implementation (\$500). The City will contribute, at minimum, the equivalent of \$1,000 of in-kind services toward eligible programmatic activities by finalizing and submitting quarterly reports, financial status reports, and property profile forms.

2.b.ii) Describe Plan for Measuring Progress toward Outputs and Outcomes (5 points)

Identifying the outputs and outcomes from the USEPA Cleanup Grant funding not only justifies project funding decisions but also improves eligibility for future federal and state assistance for this critically important program.

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 this intermodal terminal will have the greatest immediate impact on the half-mile, walkable/bikable radius surrounding it, which overlaps with the Capitol East District, we will build on this program when tracking the outputs and outcomes of the proposed activities under this grant. Our process for tracking and reporting changes to these outputs and outcomes will be part of regularly submitted quarterly reports and we will prepare and update the Property Profile Form for the site and upload it to EPA's ACRES database.

Specifically, the City will identify the following outputs:

- a) Remediation documents: Analysis of Brownfields Cleanup Alternatives, remediation bid specifications, final Closure letter
- b) Remediation activities: Acreage of remediated property at the site (X acres)

- c) Community Involvement Program communication and correspondence informing public of project progress, including newsletters, website updates, multi-media programming

These activities are projected to result in the following anticipated outcomes:

- a) 2.13 acres of land positioned for reuse
- b) 140,000 square feet of new commercial space constructed on the Site
- c) 89 new residential units constructed on the Site
- d) Permanent jobs created through economic reuse of former brownfields (no. of jobs)
- e) Temporary jobs created through the remediation/redevelopment of sites (no. of jobs)
- f) New businesses locating on former brownfields (no. of businesses)
- g) Tax base growth on the Site (dollar amount)
- h) Tax base growth throughout the Capitol East District (dollar amount)
- i) Greenspace made more viable, accessible, and usable due to increased activity and parking created at the Site (acreage greenspace)
- j) Private investment leveraged on brownfield sites (private investment amount)
- k) Public investment leveraged for brownfields sites (amount of grants; financing secured)
- l) Reduced poverty within Capitol East District (percent drop in poverty rate)
- m) Reduction in number of police calls to the site and blocks immediately surrounding the site, once redeveloped (% reduction in calls).

2.b.iii) Leveraging (5 points)

Proposed brownfield cleanup and redevelopment of this Site is aligned with a number of redevelopment initiatives in the Capitol East District; 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 below and supported by commitments from community partners in the Support Letters appendix.

Table 3: Brownfields Initiative Leverage

Funding Source	Description	Leverage
<i>Leverage for Direct Work Plan Tasks</i>		
TIF/ City In-kind	Budget dedicated to matching two USEPA Cleanup grants	\$80,000
Capitol East Proposed Developments	Projected development value of projects in 700 and 800 blocks of E. Washington	\$95 million [estimate]
Community Partners In-kind	In-kind commitments of time and resources from community-based organizations	Waiting on letters
DNR Ready for Reuse Grant	City pursuing funding with Wisconsin DNR for additional clean-up activities	Potential \$400,000
<i>Leverage for Aligned Activities</i>		
BREWD	Grant and loan fund managed by the City for remediation of brownfield sites	\$1 million
DOT TIGER grant	Multi-modal Transit Hub	\$950,000
Local funding (combined sources)	Multi-modal Transit Hub	\$24.3 million
TOTAL		TBD

2.c. Programmatic Capability and Past Performance (20 points)**2.c.i) Programmatic Capability (12 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 (2 points)

Madison will utilize USEPA Brownfields Cleanup 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 (6 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 (15 points)

3.a. Community Involvement Plan (5 points)

As stated previously, over [X] people in two organized and highly-active neighborhoods live within the Capitol East District; so it is a residential area, as well as a 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, including in the Capitol East District which is guided by plans that have been developed with extensive community involvement including the East Washington Avenue Capitol Gateway Corridor Plan (2008), East Rail Corridor Plan And Recommendations (2004), Marquette-Schenck-Atwood Neighborhood Plan (1994), and the Tenney-Lapham Neighborhood Plan (2008). All of these planning processes extensively involved residents, businesses, property owners and other stakeholders. We intend to build upon that successful involvement as we facilitate site cleanup, advancing previously adopted neighborhood plans' goals for creating safe, walkable and healthy neighborhoods and ensuring the outcomes of this Site cleanup support our diverse, central neighborhoods.

The plan that most directly focuses on redevelopment of the 800 North East Wash Phase I Site is the East Washington Avenue Capitol Gateway Corridor Plan. Since the adoption of this plan in 2008, the City has engaged community stakeholders in regular planning meetings, including bi-annual public meetings. We will continue to engage stakeholders and the broader public in planning meetings, relying on our community partners including the East Isthmus Neighborhood Planning Council (EINPC) to maximize participation.

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 EINPC website, direct links to each of the neighborhood associations and members of the business community and nonprofit organizations, and through discussions and formal actions taken at City Council meetings. 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.

If awarded grant funds, the City will seek community input on the cleanup work plan and Analysis of Brownfields Cleanup Alternatives during a 30-day public comment period. We offer translation services by request for all public meetings.

3.b. Intergovernmental Partnerships (5 points)

3.b.i) Environmental and Health Agencies

The City has a strong and close relationship with WDNR brownfield staff, having worked with them on several brownfields sites, as described in 2.a.i.), and will continue working with them on this site cleanup, 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 cleanup 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, [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 (5 points)

Implementing our Brownfields Community Involvement Plan, described in 3.a., the City will collaborate reach out to community-based organizations both directly and through our partnership

with the East Isthmus Neighborhood Planning Council. to participate in the EINPC. Our goal is to involve representatives from a diverse group of community organizations including neighborhood groups, social service agencies, community and redevelopment organizations, and public health service providers, to name just a few. We will ask community-based organizations to use their existing community contacts to help ensure a broad representation of residents and property owners in our outreach events.

We are outreaching to the following organizations in particular:

Capitol East District

Marquette Neighborhood Association
 Tenney Lapham Neighborhood Association
 East Isthmus Neighborhoods Planning Council
 Downtown Madison Inc.
 East Johnson Business Association
 Greater Williamson Area Business Association
 Madison Gas and Electric
 Common Wealth Development

Community-wide

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

4. Project Benefits (20 points)

Cleaning up the Site 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.

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 cleaning up the site 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 target community. By cleaning up the Site, the City can 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.
- Promoting the local food cluster in the Capitol East District—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, 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 planning initiatives. This commitment will be further demonstrated through this Brownfield initiative.

4.b. Economic Benefits and/or Greenspace (5 points)

4.b.i) Economic Benefits

Redevelopment of the Capitol East District provides one of the greatest economic development opportunities within the City for the next 30 years. The District is a revitalizing post industrial corridor that is strategically located adjacent to the Capitol Square and the Central Business District; between the world renown University of Wisconsin – Madison and the Dane County Regional Airport; on East Washington Avenue - Madison’s central gateway (with 55,000 ADT); and adjacent to high energy live/work neighborhoods and lakes, a river and parks.

The City has purchased the site to provide opportunities for private redevelopment projects that will enhance its tax base and create employment along East Washington Avenue, thus serving as a catalyst for District-wide reinvestment by both the private and public sectors.

Table 4 illustrates the significant economic impacts estimated from clean-up of the 800 North East Washington block sites, as well as estimated economic activities proposed for adjacent blocks that can more feasibly occur once redevelopment is underway in the 800 North block.

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

Site clean-up will create help to catalyze new employment (permanent, remediation, and construction), property investment and value leading to annual increased local property taxes, new housing in one of the densest, most transit-supported corridors of the City. 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 in the District.

The employment stimulated in the Capitol East District 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 District to grow sustainable business clusters including information technology and energy in the Capitol East District. With 8 bus routes per day, 55,000 average daily traffic, and a nationally-recognized bicycle and pedestrian path network, the Capitol East District 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, 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 and near the District, such as James Madison Park, Law Park, and BB Clarke Beach 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 adjacent to the Site. 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.

A portion of the is slated for a parking structure that will be jointly used by the private mixed-use development proposed for site, as well as serve as an overflow public parking ramp adjacent to Breese Steven stadium, whereby alleviating significant historic evening parking conflicts for residents in the surrounding Tenney-Lapham neighborhood. Finally, reinvestment in the site, adjacent to 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 (5 points)

The proposed development on the 800 North Block will pursue LEED Certification and be developed consistently with the many sustainable design guidelines established from the 2008 East Washington Capitol Gateway Corridor Plan. This development is a demonstration of Madison's commitment to sustainability and our emphasis on the strong connections between transportation, housing, the environment, and economic development for creating a healthy and more livable city. All of our City departments and leaders are charged with integrating our sustainability commitments into City-supported projects as part of our commitment to establishing Madison as a green Capital City and a national leader in energy efficiency and renewable energy. In addition to the aforementioned benefits, we anticipate a wide range of significant sustainable redevelopment

benefits resulting from cleanup and redevelopment of the Site, 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

1.a. Eligible Entity: As a Wisconsin incorporated municipality, Madison is eligible to apply for this grant.

1.b. Site Ownership: The City of Madison owns the site.

2. Letter from the State Environmental Authority

Included in Appendix ___ of this application is a letter of support from Wisconsin DNR [this letter is being sought].

3. Site Eligibility and Property Ownership Eligibility

3.a. Basic Site Information: (a) Site name: East Washington 800 North Block of E. Washington Avenue – South Site (“South Site”); (b) Address: 802 and 854 East Washington Avenue; (c) Current Owner: City of Madison; (d) Not applicable

3.b. Status and History of Contamination at the Site: (a) thru (d)

- (a) The predominant site contaminant is hazardous substances (petroleum contaminants are commingled with hazardous substances.)
- (b) Operational history and current use: The site has been in industrial and commercial use since the 1900s and uses have included a service station, machine shop, garage, auto sales, auto repair, spray painting, used auto parts, wrecking yard, solvent storage, and leather saddlery manufacturing. . Prior to development, peat deposits in site soil borings indicate that the site was marshy and was subsequently filled.
- (c) Environmental concerns include PVOCs, SVOC, and metals. Details are included in part d below.
- (d) Nature and extent of contamination: The soil analytical results from the Phase II ESA show that the site’s soil and fill materials contain widespread, PVOCs, SVOCs, and metals contamination. The contamination is associated with the site’s ash-contaminated historical fill and former underground storage tanks. DRO and PVOc contamination was detected above state NR 746 direct contact standards, primarily in the location of former tank beds. SVOC contamination was detected above the WDNR’s Consensus-Based Sediment Quality Guidelines generic residual contaminant levels (RCLs). Specifically, SVOC levels were above groundwater, industrial direct contact, and non-industrial direct contact RCLs throughout the site. The SVOC contamination is related to the pervasive coal/cinder ash deposits observed at all soil boring locations in the site’s 4 to 6 feet of historic fill. Metals, specifically arsenic, lead, and cadmium were detected above NR 720 industrial and non-industrial direct contact RCLs, associated with historic fill, tank beds, and former manufacturing activities. Groundwater was detected above NR 140 enforcement standards for PVOCs in two borings.

SVOC and metal contamination related to contaminated historic fill was found primarily between the ground surface to approximately 6 feet bgs. PVOc contamination in select areas extends deeper, likely below the shallow water table. Given the intermingled nature of the site’s contamination, it will be difficult during excavation of the site to differentiate between clean and contaminated material. As a result, it is anticipated that a majority of material removed from the site during redevelopment will require management as a solid waste.

3.c. Sites Ineligible for Funding: The site is: (a) Not listed or proposed for listing on the National Priorities List; (b) Not subject to unilateral administrative orders, court orders, administrative orders on consent, or judicial consent decrees issued to or entered into by parties under CERCLA; and (c) Not subject to the jurisdiction, custody, or control of the United States Government.

3.d. Sites Requiring a Property-Specific Determination: The site is not subject to a property-specific determination.

3.e. Environmental Assessment Required for Cleanup Proposals: Phase I and II Environmental assessment is complete. The Phase I ESA compliant with ASTM E1527-05 was completed in April 2011. The Phase II ESA compliant with ASTM E1903-11 was completed in November 2011.

3.f. CERCLA §107 Liability: The City of Madison is not potentially liable, or affiliated with any other person that is potentially liable for contamination at the Site under CERCLA §107, because the City was not the owner or operator of the Site at the time of treatment or disposal of a hazardous substance at the site and because the City undertook a thorough investigation of the site compliant with All Appropriate Inquiries legislation prior to purchasing the site.

3.g. Enforcement Actions: There are no ongoing or anticipated environmental enforcement actions at the Site for hazardous substances contamination.

3.h. Information on Liability and Defenses/Protections:

3.h.i. *Information on Property Acquisition.* The City purchased the site on July 25, 2011 in fee simple title as a Bona Fide Prospective Purchaser (BFPP) from East Washington, LLC and East Washington II, LLC. The City has no history of familial, contractual, corporate, or financial relationships with the site's prior owners, operators, or potentially responsible parties.

3.h.ii. *Timing and/or Contribution Toward Hazardous Substances Disposal.* All the disposal of hazardous substances at the site occurred before the site was acquired by the City and the City did not cause or contribute to any release of hazardous substances at the site. The City has not, at any time, arranged for disposal of hazardous substances at the site or transported hazardous substances to the site.

3.h.iii. *Pre-Purchase Inquiry.* Pre-purchase inquiry at the Site was performed by BT Squared (now SCS BT Squared) by a qualified professional on behalf of the City of Madison. The Phase I ESA compliant with ASTM E1527-05 was completed in April 2011.

3.h.iv. *Post-Acquisition Uses:* The Site had remained vacant since its purchase by the City.

3.h.v. *Generate, store, dispose, or transport of hazardous substances.*

3.h.vi. *Continuing Obligations:* Steps the City is taking to stop existing releases, prevent threatened future releases, and prevent exposure to previous releases includes the following:

- The City enforces the groundwater use restriction at the site to prevent groundwater contamination exposure
- To prevent possible exposure due to direct contact with underlying soil contamination, the City inspects the property annually in the spring after ice melt for signs of deterioration of the overlying asphalt/concrete.
- The lease in place with Don Miller states that Don Miller will not generate, store, dispose, or transport hazardous substances over the premises.

3.i. Petroleum Sites: Not applicable.

4. Cleanup Authority and Oversight Structure

4.a. Oversight of Site Cleanup: The Site will be enrolled in the State's Voluntary Cleanup Program which provides oversight and approval of remedial activities at the site. During all stages of cleanup, the City and the SRP work together to develop a strategy that meets all state and federal health and safety standards. Participation in the SRP also helps ensure that institutional controls and monitoring programs are maintained into the future.

4.b. Property Access: The site is directly accessible by public roadways and access to neighboring properties is not anticipated to be necessary for cleanup. However, should access become necessary, the City does maintain communication with adjacent property owners to ensure access will be available.

5. Cost Share

5.a. Cost Share Commitment: The 20% match will be met through the City's Tax Increment Finance District, which includes funding dedicated to promoting redevelopment in the Capitol East District where this site is located.

5.b. Hardship Waiver: A hardship waiver is not being requested.

6. Community Notification

Follow Requirements outlined in guidelines; attach to this proposal [will be attached in final submittal]:

- A copy of the draft ABCA.
- A copy of the ad (or equivalent) that demonstrates notification to the public and solicitation for comments on the proposal(s).
- The comments or a summary of the comments received.
- Your response to the public comments.
- Meeting notes or summary from the public meeting(s)

Attachment 2: Community-Based Organization Letters of Support

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

Attachment 3: Documentation Indicating Leveraged Funds are Committed to the Project

Letters have been requested and will be included with final application

Attachment 4: Special Considerations

X copy/paste check list from grant guidelines, last page of PDF. 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