



Department of Planning & Community & Economic Development

Economic Development Division

Website: www.cityofmadison.com

- Office of Business Resources
- Office of Economic Revitalization
- Office of Real Estate Services

Madison Municipal Building, Room 312
215 Martin Luther King, Jr. Boulevard
P.O. Box 2983
Madison, WI 53701-2983

TTY/TEXTNET 866 704 2318
FAX 608 261 6126
PH 608 266 4222

FROM: City of Madison Economic Development Division

SUBJECT: 700 & 800 Block East Washington Avenue RFP Addendum

DATE: June 7, 2011

Following are a list of questions that have been received by the City of Madison Economic Development Division regarding the 700 & 800 Block East Washington Avenue RFP, along with the City's response.

Two plans are referenced throughout this memo. The first is the 2008 *East Washington Avenue Capitol Gateway Corridor Plan* ("Capitol Gateway Plan"). The second is the 2008 *Tenney-Lapham Neighborhood Plan* ("Tenney-Lapham Plan").

What is the intended income qualifications for housing in areas where housing has been identified in the Capitol Gateway Plan? Is it the intent to encourage a mix of housing types (market rate and Section 42 or affiliated programs), or will the selection process give higher consideration to proposals containing rental units that are exclusively Section 42 compliant or similar?

The Capitol Gateway Plan and Tenney-Lapham Plan are both silent on housing income qualifications.

The Capitol Gateway Plan does, with regard to land use, call for "a mix of housing types that, together with the existing housing stock of the adjoining neighborhoods, provides a wide range of housing options within the Corridor" (p. 12).

The Capitol Gateway Plan also encourages "development of housing where identified as appropriate on the north side of East Washington Avenue that would be attractive to employees on the south side to increase live-work options" (p. 12).

The City of Madison has historically supported housing diversity by approving both market rate and tax-credit supported projects throughout the community. It is reasonable to assume that the City will remain supportive of housing diversity throughout the Capitol East District.

What is the definition of "Community Mixed-Use," and what land uses are permitted within this classification?

The Tenney-Lapham Plan identifies acceptable uses as "retail, residential, service, professional, office, institutional and civic" (Map 5).

The Capitol Gateway Plan references the definition found within the 2006 *City of Madison Comprehensive Plan*, which provides the following (p. 2-89) as recommended uses within the Community Mixed-Use classification:

- Commercial buildings, employment, retail and service uses serving both adjacent neighborhoods and wider community markets.
- Housing types generally similar to Medium-Density Residential districts, provided the building scale is appropriate to the district and the adjacent neighborhood.
- Mixed-use buildings.
- Non-commercial residential support uses similar to Medium-Density Residential districts.

How does someone know that his/her proposal will be acceptable to the City of Madison and surrounding neighborhoods?

One would begin by submitting his/her proposal by the deadline for review by the City Selection Committee. The Selection Committee (the membership of which will not be made known before the submission deadline) will use their knowledge of the aforementioned plans, along with the other criteria identified in the RFP, to select proposals that will most likely be acceptable to the City and surrounding neighborhoods.

Page 11 of the RFP notes “tabbed sections corresponding to the Submission Requirements listed in the “Proposal Submission Requirements” Section of this RFP.” There is no “Proposal Submission Requirements” section. Please clarify.

This was an error. “Proposal Submission Requirements” refers to “Proposal Requirements” on p. 8.

You may use abbreviated tab labels that reflect the information requested through each of the bullet points noted in this section.

There is currently no median break along E. Washington Avenue at Livingston Street. Would the City consider creating a median break at Livingston Street to permit left turning movements?

E. Washington Avenue is a State Highway that was recently reconstructed. Cooperation would be needed from the Wisconsin Department of Transportation (WI DOT) to make any changes to the Livingston/Washington intersection. The City is willing to work with WI DOT and successful respondents to this RFP to determine if and how this intersection could be reconstructed.

Will the City consider using its brownfield program (BREWD) to assist with the demolition/remediation of these properties?

The City is in the process of committing all of its BREWD funding to other projects within the community. The City is; however, committed to working with successful respondents, the new Wisconsin Economic Development Corporation (formerly WI Department of Commerce), and the Wisconsin Department of Natural Resources on securing available State resources.

What is the desired number of residential units and/or employment levels?

The aforementioned plans do not provide a specific number of residential units desired, or a suggested number of employees. Respondents should consider the location, height, and bulk of residential and employment uses outlined in the aforementioned plans for guidance on the intensity of development desired.

What is the status of the Schappe property on the south-side of E. Washington Avenue?

The City has executed a Purchase and Sale Agreement with the owner of the Schappe property consistent with its Purchase and Sale Agreement with the owner of the Don Miller properties. Pending its waiver of contingencies, the City will proceed with purchasing the Schappe property at the same time it closes on the Don Miller properties.

Will the City or current property owners be completing a Phase II Environmental Assessment?

No, respondents will be responsible for completing a Phase II Environmental Assessment, as well as, completing any demolition and remediation activities on the site(s). The City has completed a Phase I Environmental Assessment, which is available through the following link:

<http://www.cityofmadison.com/business/>.

What is the future of the billboard within the 800 North Site?

To the best of the City's knowledge, the owner of the billboard maintains a permanent easement recorded on the deed of the property where the billboard is located, including areas of the property within the billboard's view shed. As such, a building could not be constructed that would block the view of billboard. If the location of the billboard becomes problematic for a proposed development, the City is willing to work with the owner of the billboard and the successful respondent to identify a mutually agreeable solution.

Where is the MG&E easement located within the 800 South Site?

A site plan showing the easement can be found through the following link:

<http://www.cityofmadison.com/business/>.