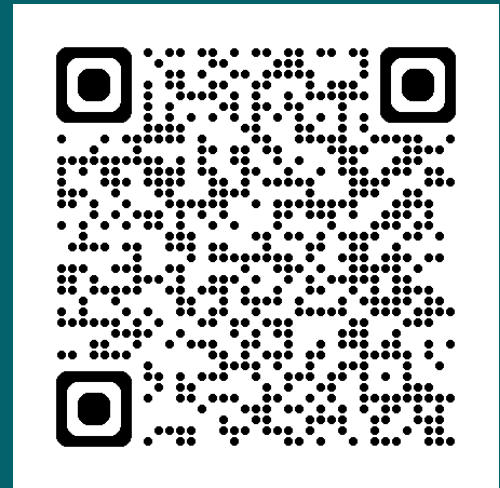




Block 113 Redevelopment RFP

Prepared by the City of Madison Department of Planning & Community & Economic Development

February 3, 2025



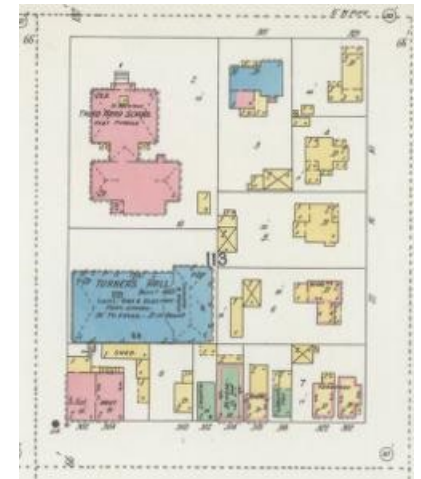
**Meeting Participant
Demographics Survey**

2/3 Meeting Agenda

- A. Welcome
- B. Recap of Site and Project Considerations
 - 1. History, Site Context
 - 2. Planning & Zoning Context
 - 3. Federal Transit Administration Requirements (FTA)
 - 4. Results of previous Public Input
- C. Review of Draft RFP Scoring Criteria
- D. Timeline / Next Steps
- E. Q&A (*Use the chat! Raise your hand to be recognized. Try to limit questions and comments to 2-3 min*)

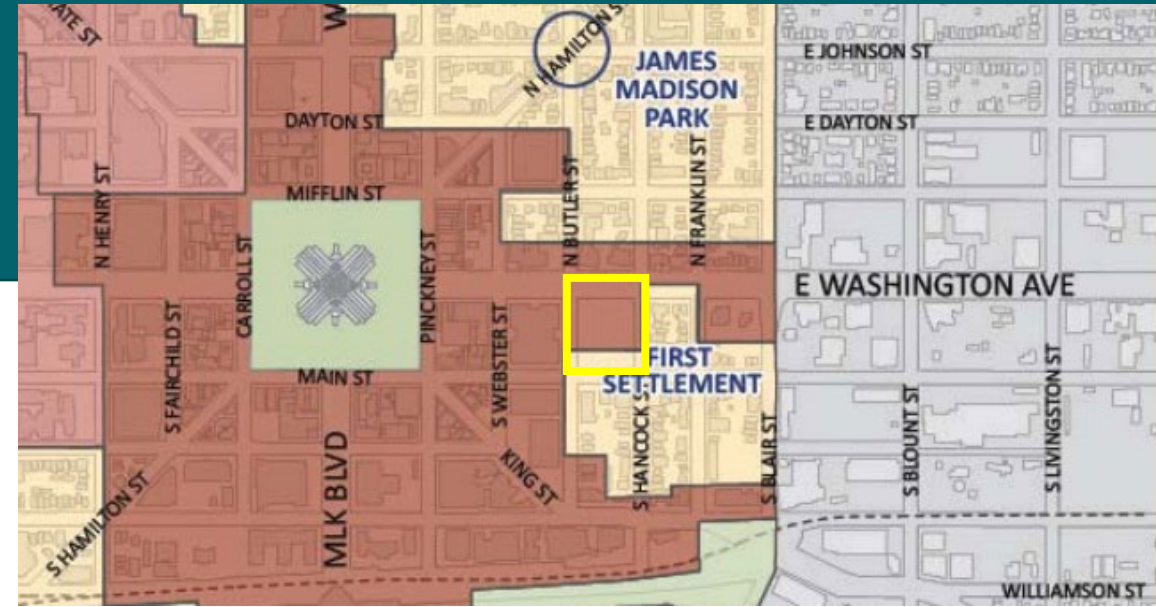
History / Site Context

- A. Former Home of Third Ward School, and other First Settlement Uses
- B. Size: 2 acres, Owned by the City of Madison
- C. Former use: Approx. 270 parking stalls / BRT staging
- D. First Settlement Neighborhood of CNI

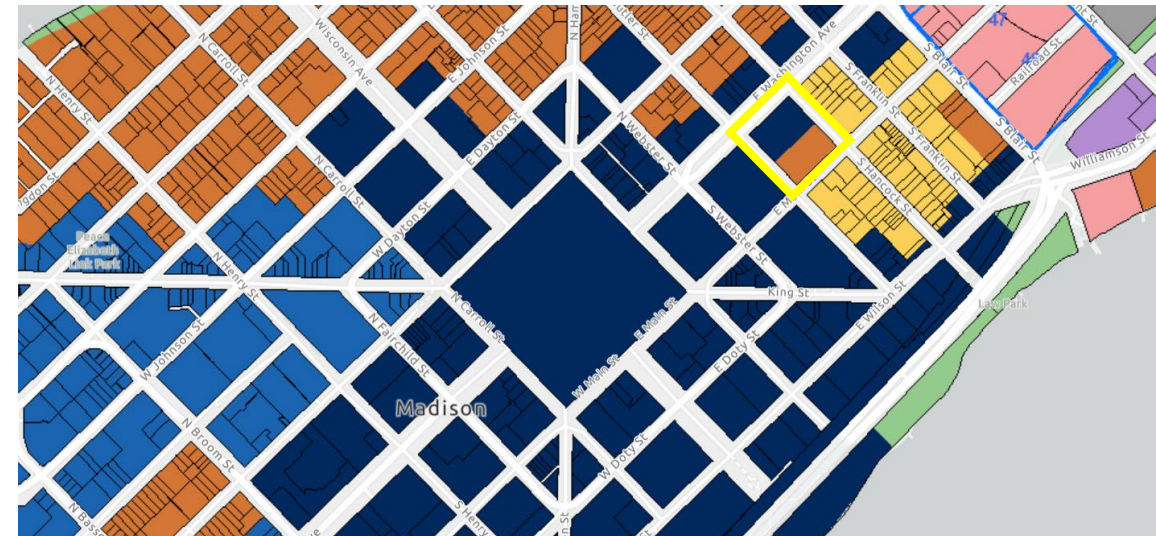


Planning Context

- A. First Settlement Neighborhood Master Plan (1995)
- B. Brayton Lot Framework (2001)
- C. Downtown Plan (2012)
- D. Comprehensive Plan (2018)
 - A. Blue = Downtown Core
 - B. Brown = Medium Residential



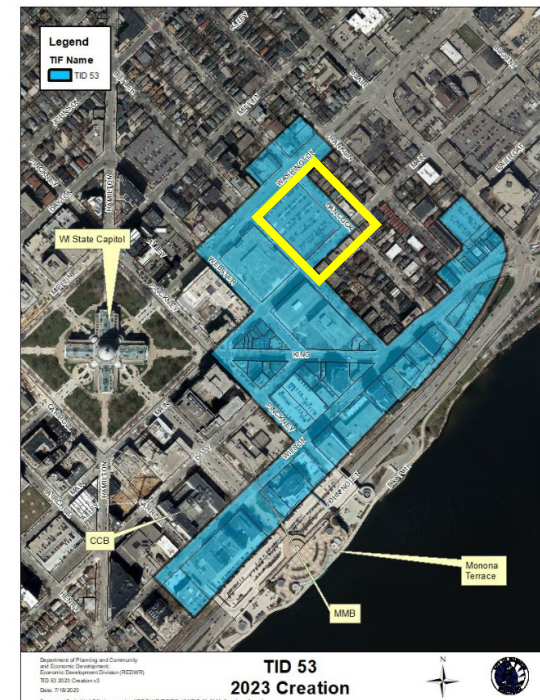
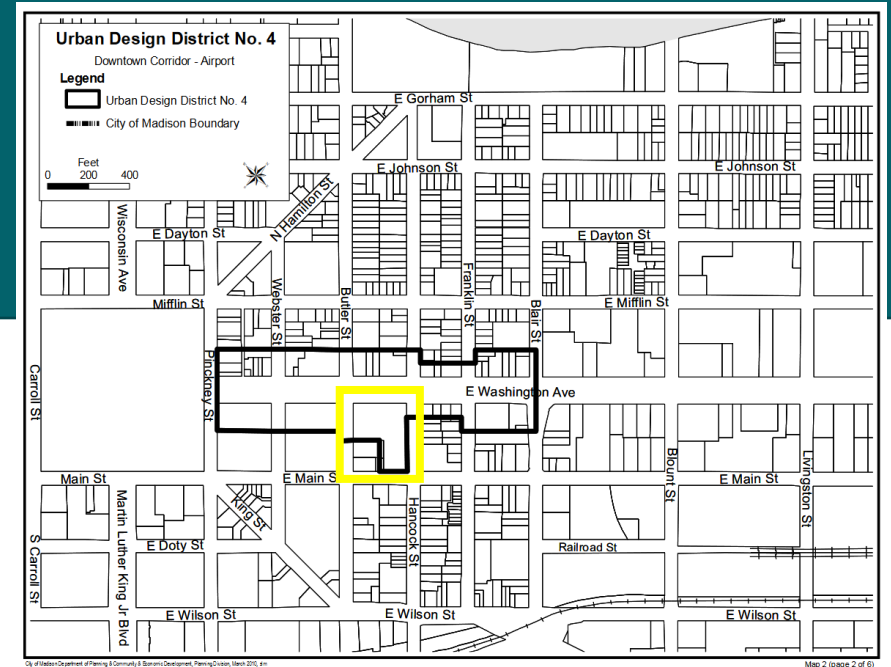
2012 Downtown Plan



2018 Comprehensive Plan

Site Context / Zoning

- A. Existing Zoning - Urban Mixed Use (UMX)
- B. Urban Design District 4
- C. Not within Local /National Historic Districts
- D. Tax Increment District 53

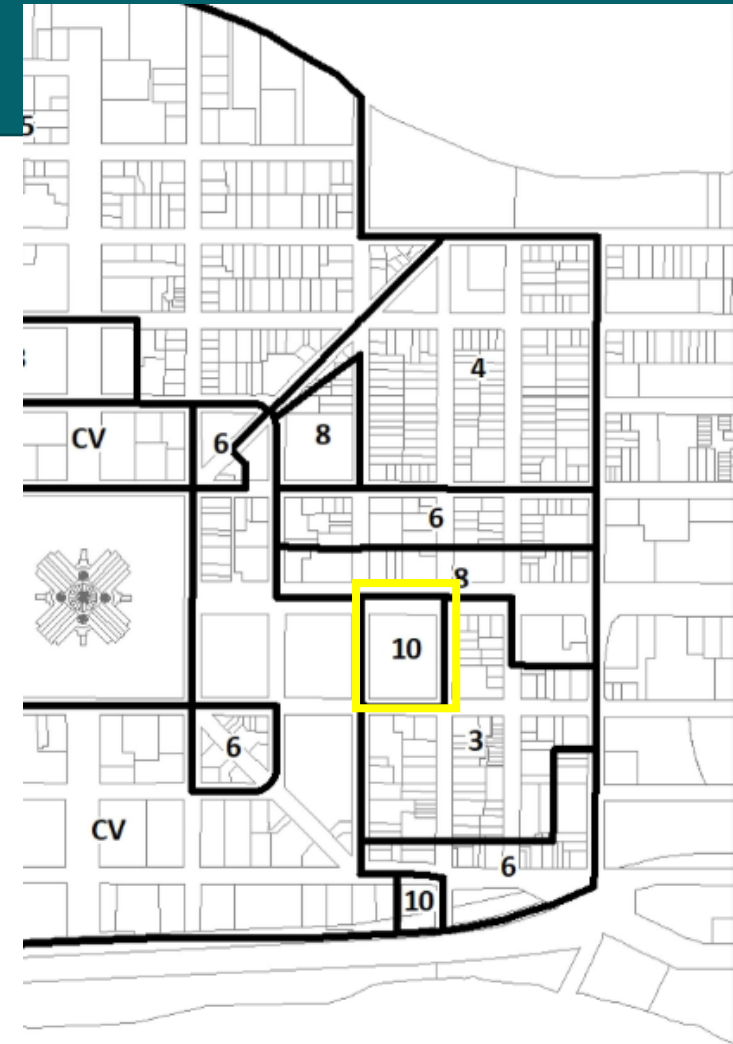


UDD 4

TID 53

Site Context

- A. UMX/Downtown Zoning Maximum Heights -
- Block was amended by Council in 2023 [\(link\)](#)
 - 10 stories / 144 feet
- B. Affordable Housing Story Bonus [\(link\)](#)
- May exceed number of stories, but must remain at/below total height limit in feet
 - Could result in an additional 1-2 stories depending upon building design, and Capitol View Height Limit



Max Building Height - Zoning

City-owned parking in area

Nearby public parking:

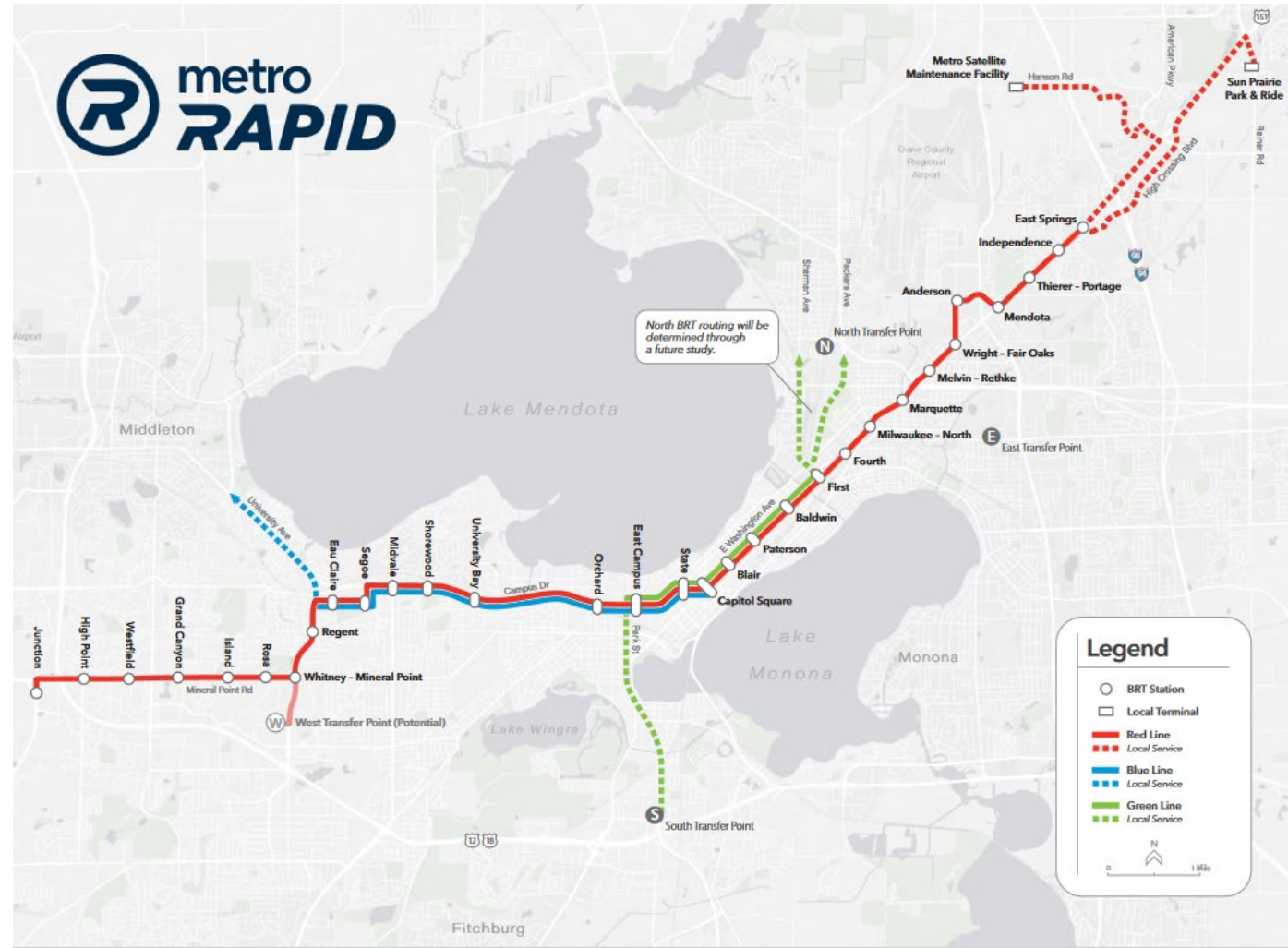
1. Cap North Garage (600 spaces- 43% occ.)
2. Wilson Street Garage (507 spaces- 39% occ.)
3. Livingston Garage (614 spaces- 34% occ.)*

* not counting long-term leases



Block 113 - Brayton Lot Relationship to BRT/FTA

A. Block 113 (Brayton Lot) was used as part of the \$53 Million locally funded match for federal Bus Rapid Transit funding, and helped to leverage \$107 Million in Federal Grants



FTA/Metro Relationship

FTA's Joint Development Program Requirements

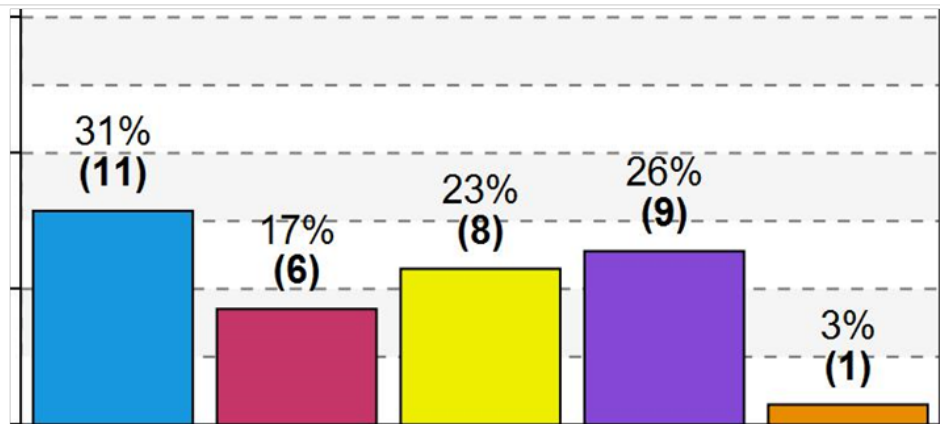
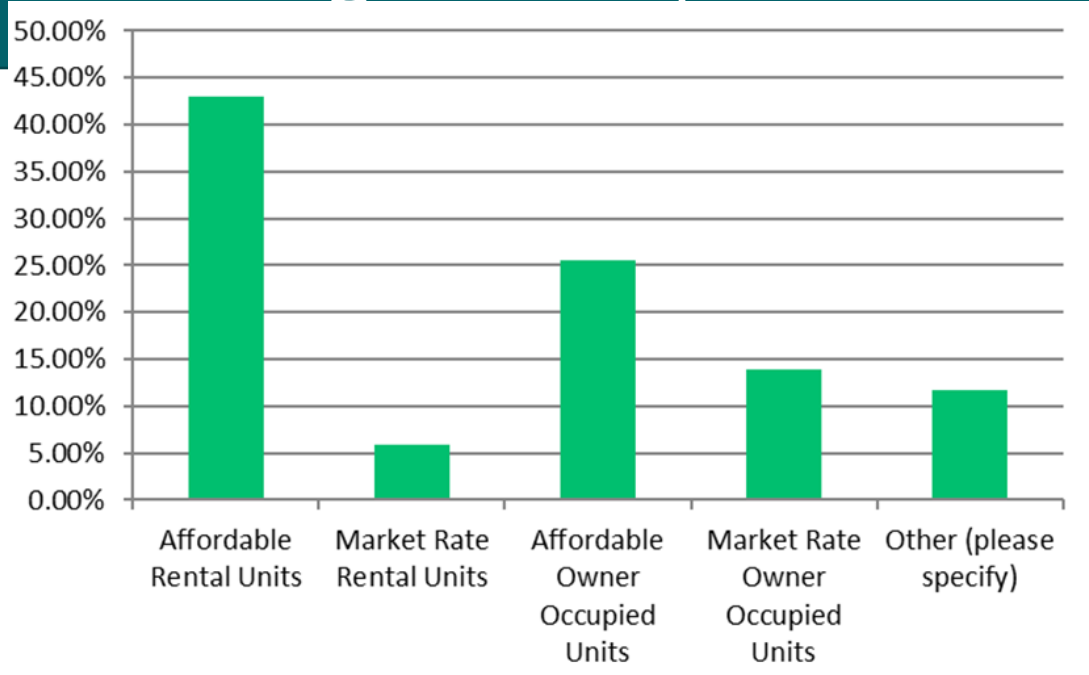
1. New development must be approved by the FTA
2. City to maintain Continued Control
3. Must catalyze **private** investment on or near site
4. Must benefit transit
5. Must return a **\$9 million to Metro**
6. FTA mostly interested in showing progress – cannot remain empty for an extended period of time
7. Lot should not return to parking for any interim use

City Budget Implications

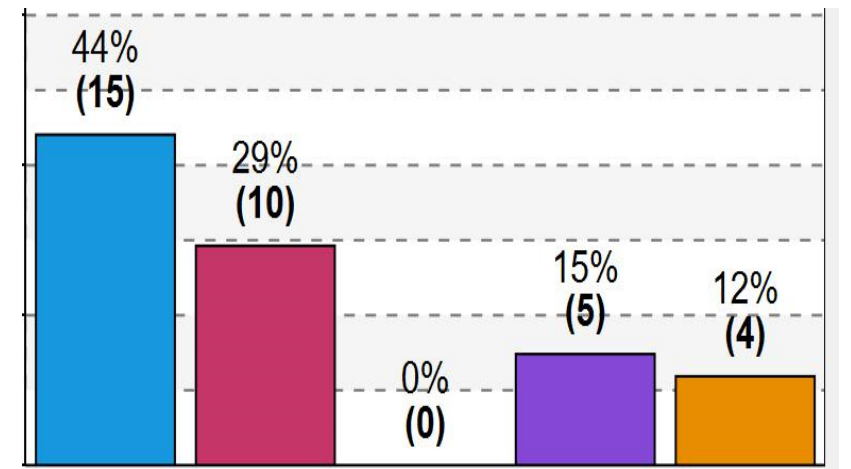
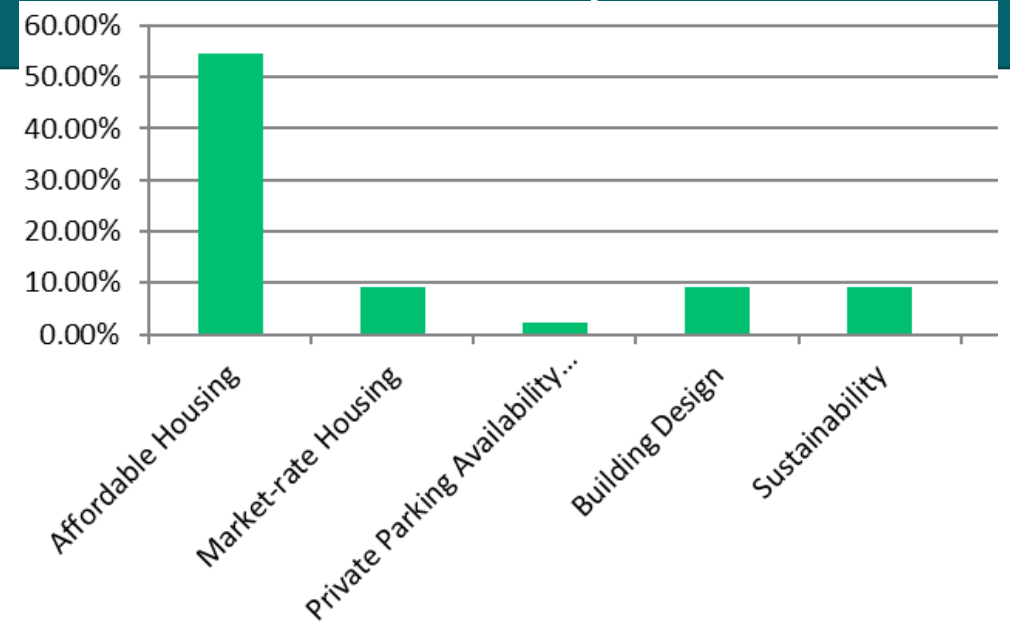
- A. FTA Requirement to recover \$9 million for transit as a minimum for the redevelopment of the block
 - 1. \$9 million net of any City Financial Assistance
- B. Requests for City Financial Assistance
 - 1. TID 53 – Tax Incremental District Requests
 - 2. AHF – Affordable Housing Fund Requests
- C. Other unknowns

Survey Monkey and iclicker results

Housing Priority



Overall Priority



1. Questionnaire Results

1. What is the biggest opportunity for redevelopment of Block 113?

- Maximize affordable housing x 15
- Reduce parking x 13
- Maximize density x 12
- Mix of market rate & affordable housing at a variety of price points (affordable housing bonus) x 12
- Community serving uses (such as not-for-profits, mental health services, senior center, welcome services for new residents, community center, continuing education, churches outreach, recreation facilities) x 11

2. What is the biggest concern for redevelopment of Block 113?

- Avoid another luxury high rise x 19
- Site remains vacant until developed / not well designed x 11
- Missing opportunity to create much needed affordable housing downtown x 11

City Priorities for RFP

A. Affordable Housing

B. Sustainability

C. FTA Required \$9 Million to Metro

DRAFT RFP Scoring Criteria

8 Sections

Section 1 - FTA Requirements and City Requirements (**pass/fail scoring**)

Section 2 - Sustainability (0-25 points)

Section 3 - Parking & Transportation (0-10 points)

Section 4 - Affordability and unit mix (0-25 points)

Section 5 - General Design (0-15 points)

Section 6 - Development Team Experience and Capability (0-10 points)

Section 7 - Racial Equity and Social Justice Initiative Goals (0-5 Points)

Section 8 - Amount to City over \$1.1 Million per year (as described in section 1) (0-10 Points)

Section 1 - FTA Requirements and City Requirements (pass/fail scoring)

- A. Development must be **compliant with FTA C 7050.1C and approved by the FTA.**
- B. The City of Madison (and Madison Metro Transit) must maintain “**satisfactory continuing control**” to ensure that any development on Block 113 benefits transit over the lifespan of the development:
 - A. Long-term land lease, Easement, Deed restriction, other contractual requirement
- C. New development must **incorporate private investment.**
- D. New development must **benefit transit** by increasing transit demand to the area.
- E. **There is a limit of no more than 270 off-street parking spaces throughout the entire block.**
- F. New development must return **\$9,000,000** to Madison Metro, net of any city financial assistance.
- G. **Project must abide by the City's Tenant Selection Plan and Affirmative Marketing Standards**, including a 40-year LURA on any affordable units (those at 60% AMI or below).
[\(See Tenant Selection Plan\)](#)

Section 2 = Sustainability (0-25 points)

A. Commitment to Sustainable Building Certification (15 pts maximum)

1. LEED Platinum, Phius Zero (Passive House), DOE Zero Energy Ready Home (ZERH), or Enterprise Green Communities Certification Plus (15 pts)
2. LEED Gold, ENERGY STAR Multifamily New Construction, or Enterprise Green Communities Certification (6 pts);
3. LEED Silver (3 pts);
4. Below LEED Silver or no certification (0 pts);

B. Energy sources (10 points maximum)

1. All electric building (no natural gas service) (10 pts)
2. Electric heating / cooling (geothermal and / or heat pumps), but some natural gas equipment, such as domestic hot water or others (5 pts);
3. All electric appliances (3 pt)

Section 3 = Parking & Transportation (0-10 points)

A. All proposals must have no more than 270 parking stalls.

B. The following points may be added:

1. Parking ratio of less than 0.5 stalls / unit, with at least 6% equipped for EV charging (10 pts);
2. Parking ratio between 0.51 – 0.7 or higher stalls / unit with at least 4% equipped for EV charging (5 pts);
3. Greater than 0.7 stalls / unit OR fewer than 4% equipped for EV charging (0 pts)

Section 4 = Affordability and unit mix (0-25 points)

- A. Project delivers a mix of units at 30%, 50%, 60% Area Median Income (i.e. “Affordable”), and market rate income levels (worth up to 20 Points)
 - 1. The percent of the total units that are Affordable will be the number of points, up to a max of 20 points)**
- B. Project delivers a range of unit mixes (1 Bdr, 2 Bdr, 3 Bdr, 3+Bdr) (up to 5 points)

Section 5 = General Design (0-15 points)

- A. The following guidelines should help shape a proposal that will add to the urban context of the site. Points will be distributed amongst the design principles. ([see Downtown Design Guidelines](#))
1. **Architectural Expression of Materials**
 2. **Engaging Pedestrian Environment** on all four street facing sides; Relationship to surrounding character with appropriate building setbacks (all four street faces)
 3. **Project Massing & Shadow**; Varied massing to allow increased **ground level open space**
 4. Internal Program as Expressed to Exterior
 5. **Universal Design** (beyond ADA requirements)
 6. **High Quality Materials**
 7. **Consistency with Adopted Plans/Policies/Ordinances** (As determined by Zoning/ Planning Staff)
 8. **Site circulation and design**
 9. **User-centered, Innovative Design & Community Outreach.** **Space for children to recreate both outdoors and indoors.**
 10. Plan for **tree preservation**, new street trees, **structural soil**, and consistency with Complete Green Streets Policy.
 11. **Curb management plan**

Section 6 = Development Team Experience & Capability (0-10 points)

- A. Identification of the development venture & team, subcontractors.
- B. Describe the **organizational structure** for the team
- C. **Demonstrate capability, experience in planning, designing & constructing mixed-use** urban scale projects.
- D. Demonstrate your **capability in managing completed** mixed-use urban scale projects.
- E. **Disclose any potential conflict of interest** due to any other clients, contracts or property interests.
- F. **Disclose team's labor record, any alleged significant prior or ongoing contract failures, contract breaches, tax delinquencies, civil or criminal litigation**

Section 7 = Hiring, Workplace Culture, & Partnership Goals (0-5 points)

A. The following guidelines should help shape a proposal that will show how your proposal looks at the following goals through an equity lens. Points will be distributed amongst goals.

1. Hiring and Workplace Culture
2. Hiring of sub-consultants
3. Apprenticeship utilization
4. Partnership with an emerging developer

Section 8: Amount to City over \$1.1 Million per year (0-10 points)

A. Net funds to City over \$1.1 Million per year (0-10 Points)

1. Please describe any amount of funds to City over \$1.1 Million per year (as described in section 1)
2. This amount should be a net amount after any City TIF/AHF requests.

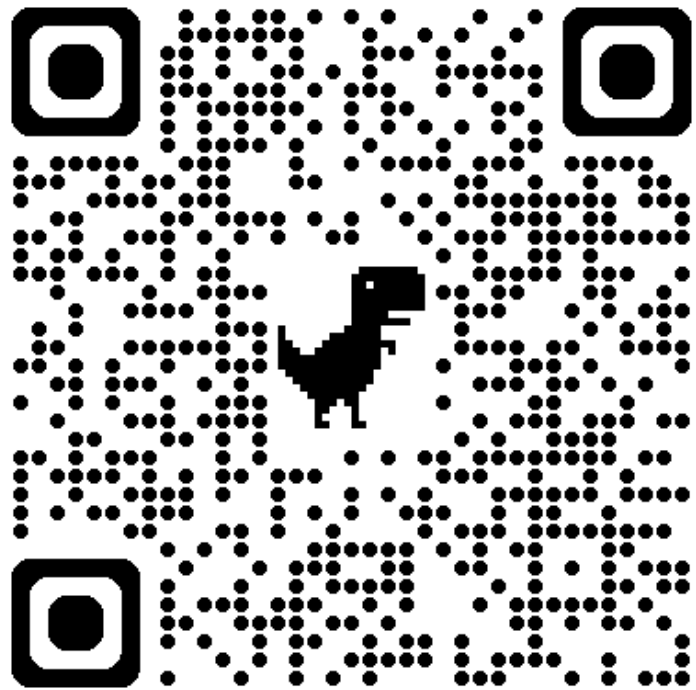
Next Steps

- A. Draft Request for Proposals (RFP)
- B. Council Approval to Issue RFP
- C. Receive and Review Proposals
- D. Council Selection of Development Team
- E. Negotiate Development Agreement
- F. Land Use Approvals and Construction

Questions & Comments

- A. Use the chat!*
- B. Or raise your hand to be recognized.*
- C. Limit questions and comments to 2-3 min*
- D. Email staff*

Thank you!



Website address:

www.cityofmadison.com/dpced/planning/brayton-lot-block-113/3907/

See Adopted Plans, today's presentation and more. Please visit regularly as new resources will be added as they are available.

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