

# S. PARK ST. x W. BADGER RD. REDEVELOPMENT PARTNERSHIP

**Alexander**  
*Company*



**CAPTAINS INC**  
Real Estate Management



**New  
Year**  
INVESTMENTS

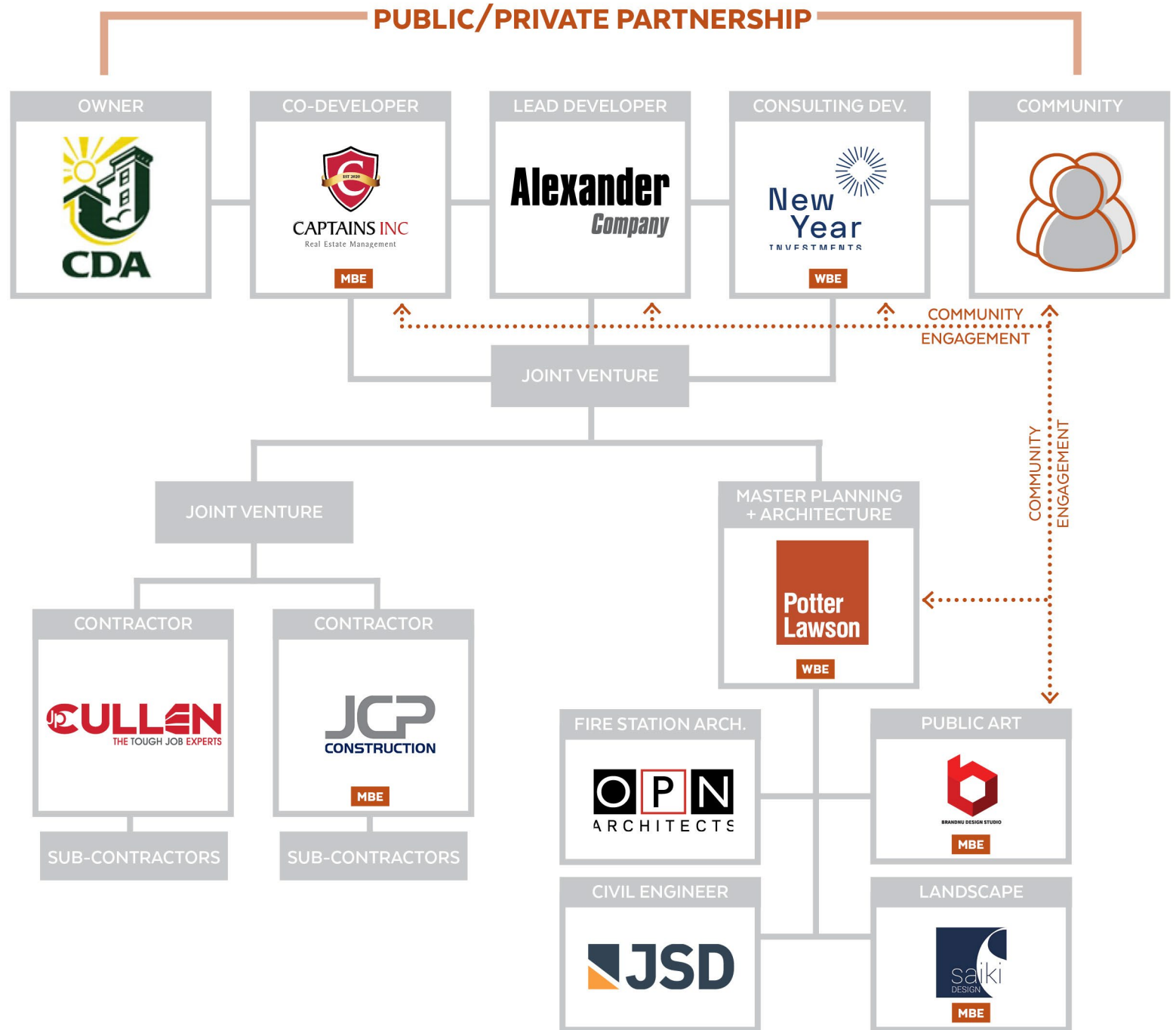
APRIL 11, 2024

# TEAM MEMBERS PRESENT TODAY

**Alexander  
Company**



# TEAM STRUCTURE



# PUBLIC PARTICIPATION

PLANNING + PLACEMAKING

PUBLIC ART

TEAM LEAD



**CAPTAINS INC**  
Real Estate Management



**Alexander**  
*Company*



BRANDNU DESIGN STUDIO

OUR APPROACH

**INFORM  
CONSULT  
INVOLVE  
COLLABORATE**



# RACIAL EQUITY + SOCIAL JUSTICE ISSUES

## OUR APPROACH

**ALL PARTNERS  
ALL COMPONENTS  
EVERY STEP**



## GUIDING PRINCIPLES

Anti-Displacement  
+ Gentrification

Community  
Wealth  
Building

Opportunities  
to Thrive

# Michael Ford | Brandnu Design Studio

## EXPERIENCE AT A GLANCE

### AUDIENCE

# 1.73B

Combined total of publication wide audience figures for all outlets featuring Ford's Design Justice and Community Engagement coverage



### READERSHIP

# 1.33B

Combined total number of people that visited the websites featuring Ford's coverage on Design Justice and Community Engagement.



# 106

Talks on architecture, design justice and community engagement

### KEYNOTES NATIONAL

American Planning Association National Planning Conference  
5,000+ Attendees

American Institute of Architects National Conference  
15,000 Attendees

Neo Con (Interior Design)  
50,000 Attendees

TEDx Madison  
24,000 Views

SXSW  
87,971 Attendees

### LOCAL

University of Wisconsin Madison School of Human Ecology

University of Wisconsin Milwaukee School of Architecture and Urban Planning

Madison College

### IMPACT

# \$90,000

Awarded in scholarships specifically to African American students pursuing AEC degrees.

# 3,100+

Hip Hop Architecture Camp participants

# 45

Paid internships to African American individuals from K-12, college, and recent graduates, within the AEC industry.

### THOUGHT LEADERSHIP

# 170+

Published articles on Michael Ford, his approach to design, design justice, and community engagement.

### BY THE NUMBERS

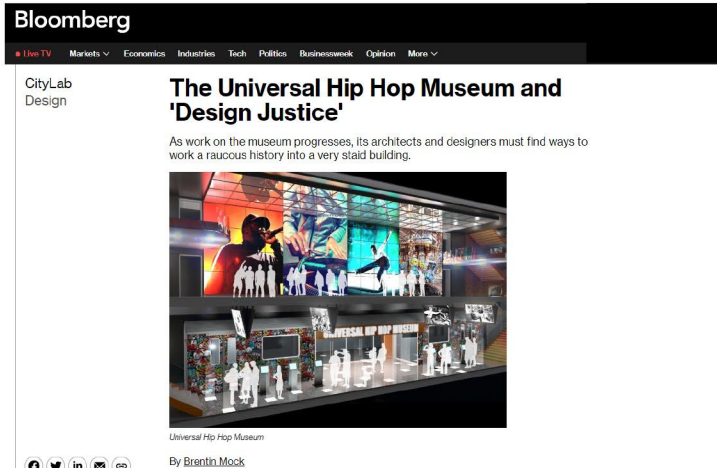
# 1 of 10

African American Architects in The State of Wisconsin

# 1 of 2

African American owned architecture firms in The State of Wisconsin.

# RESJI + DESIGN JUSTICE EXPERIENCE



VIBE



OWN

RollingStone



ARCHITECT



**Select Local Community Engagement**  
**Goodman South Madison Community**  
 Engagement and Design  
 Teen Center  
**Village on Park**  
 Parking Structure Mural  
 Community Engagement and Artwork Design  
**Madison Comprehensive Plan Update**  
 Imagine Madison, People Powered Planning  
**Law Park Masterplan**  
 A Lakefront Park For All

## ARCHITECT PROJECTS TECH & PRODUCTS PRACTICE CULTURE AWARDS

Posted on: June 04, 2020

### Michael Ford to Launch the Hip Hop Architecture as Design Justice Competition

Ford, the architectural associate at SmithGroup and founder of the Hip Hop Architecture Camp, will open the call for submissions with special guest stars Lupe Fiasco and Maurice "Mo" Williams on June 6.

By ARCHITECT STAFF



June 7 update: Additional information about the competition, now open for submissions, has been added to the end of this article. Michael Ford will also be hosting discussions every evening the week of June 8 on Instagram at 8 p.m. EDT / 7 p.m. CDT.

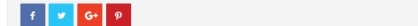
## Good things for playing in the dirt!

Madison FOXVALLEY MILWAUKEE WISCONSIN NATIONAL

Latest News al Wood Sculpture Festival announces 12 artists-in-residence for inaugural sculpting e

### Madison's Own Hip Hop Architect Gets National Spotlight on Oprah Winfrey Network

By Robert Chappell - Oct 24, 2018



## THE CAPTIMES

### Middle school students share their ideas to redesign Goodman Library's teen space

By Amber C. Walker  
Jan 31, 2018



Sevitt Middle School students Alex, 14 and Derion, 13, share their team's redesign of the teen space at Goodman Library. PHOTO BY AMBER C. WALKER

**National Community Engagement**  
**The Hip Hop Museum**  
 Bronx, New York  
 542 Units of affordable housing  
**Ford Motor Company**  
 Detroit, Michigan  
 Michigan Central Community Masterplan

**SOUTH SIDE**

**250+**

units of mixed-income housing owned/managed on the south side

**MULTI-FAMILY HOUSING**

**10,000+**

units of affordable/  
mixed-income housing  
created by the team

**TEAM MEMBER  
BACKGROUNDS**

WHEDA

BAKER TILLY

NYC HOUSING  
DEVELOPMENT  
CORP.

NATIONAL  
LIHTC  
SYNDICATOR

TOP NMTC  
ALLOCATEE

**LOW-INCOME HOUSING  
TAX CREDITS**

**51**

applications made

Working with the program  
since its inception in 1986

**PARTNERSHIPS**

**60+**

Public-Private  
Partnerships  
to create housing

# FINANCING EXPERIENCE

State/Federal Low-Income Housing Tax Credits  
State/Federal Historic Tax Credits  
New Markets Tax Credits  
TCAP Grants  
HOME and CDBG  
Tax Incremental Financing / PILOT Agreements  
Local/State/Federal Economic Development Grants  
Opportunity Zones  
Military Construction Funds  
Tax-Exempt Bonds  
HUD 221(d)(4) Financing  
Brownfield Grants, Loans, and Tax Abatement  
National Park Service Grants  
EPA Revolving Loan Funds  
Federal Home Loan Bank  
PACT ACT Funding  
Capital Campaigns





**AWARD  
FOR  
EXCELLENCE**

U.S. Department of  
Housing & Urban Dev.

**TAX CREDIT  
EXCELLENCE  
AWARD**

Affordable Housing  
Tax Credit Coalition

**READERS'  
CHOICE  
AWARD**

Affordable Housing  
Finance Magazine

**BEST OF  
MADISON:  
DEVELOPER**

Madison Magazine

**TAX CREDIT PROJECT  
THAT OVERCAME  
SIGNIFICANT  
OBSTACLES**

Novogradac Journal  
of Tax Credits

X2

X3

# PLANNING + MIXED USE + CLINIC EXPERIENCE

ELLA APARTMENTS

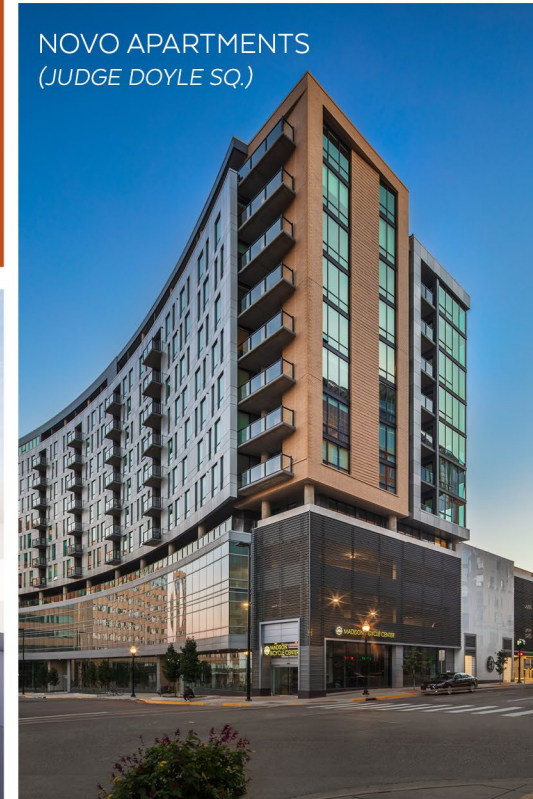


**Potter  
Lawson**

Success by Design

**DESIGN TEAM LEAD  
MASTER PLANNING  
PLACEMAKING  
RESIDENTIAL  
CLINIC  
SUSTAINABILITY**

NOVO APARTMENTS  
(JUDGE DOYLE SQ.)



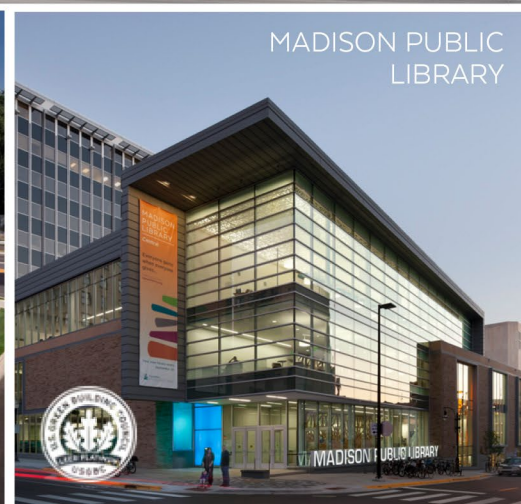
ST. JOHN'S



UW HEALTH DIGESTIVE HEALTH CENTER



MADISON PUBLIC LIBRARY



TRIANGLE MASTER PLAN

WHEDA HQ



# FIRE STATION EXPERIENCE



AIA Justice  
Review Award



FIRE STATION +  
SUSTAINABILITY



AIA Justice Facilities Review Award  
Architizer A+ Award  
Archello Government Building of the Year  
Stephen R. Kellert Biophilic Design Award  
Rethinking The Future Public Building Award  
AIA Iowa Impact Honor Award  
AIA Central States Region Honor Award  
IIDA Great Plains Award  
AIA Iowa Honor Award

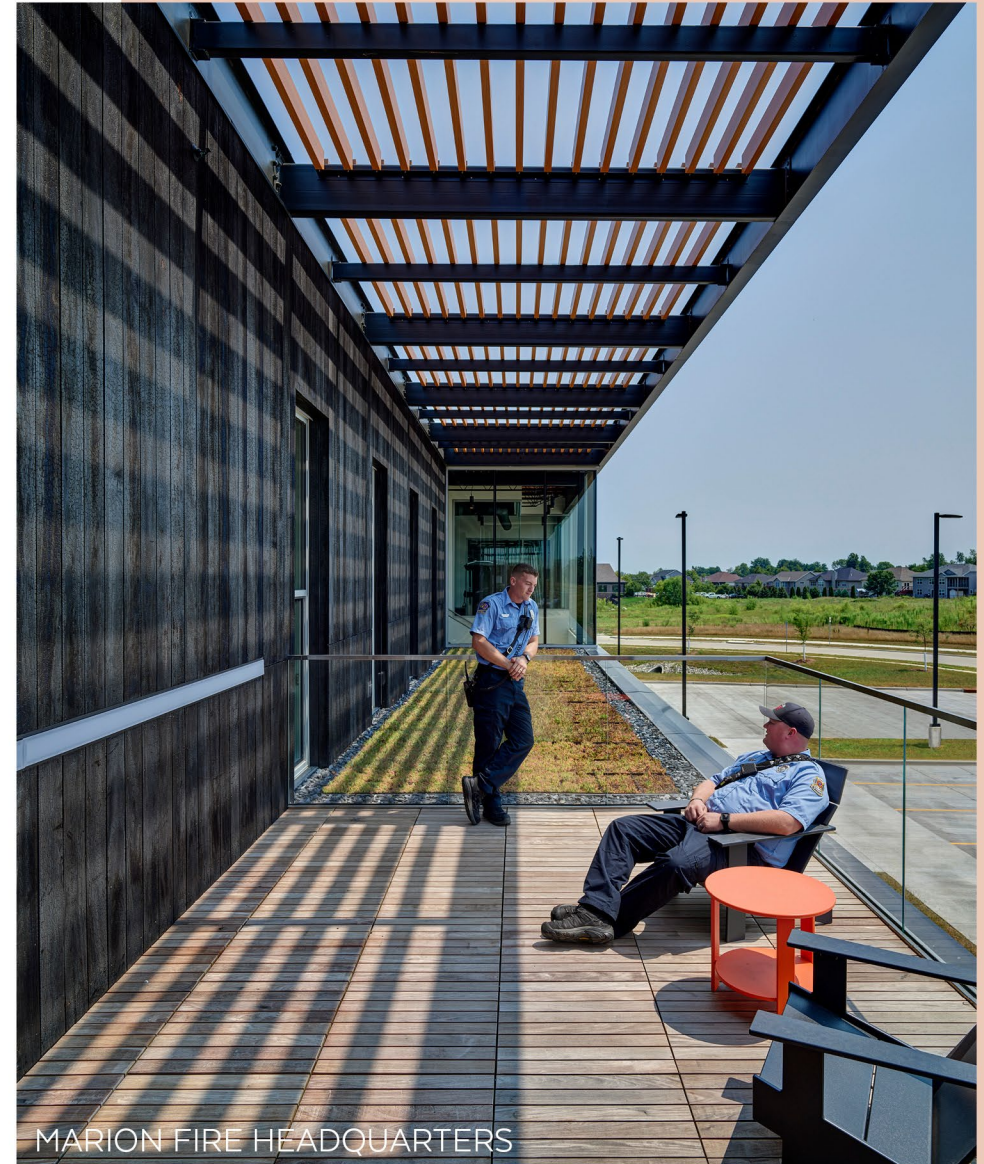


# CHALLENGES

- Clear identity and wayfinding
- Safety and security while creating welcome environment
- Achieving an approachable scale
- Urban fire station operational needs, impact
- Managing sound from fire station
- Navigation of apparatus equipment

# OPPORTUNITIES

- Human connections to biophilic design
- Holistic focus on sustainability, energy performance
- Shared civic spaces
- Creating a 'front porch'
- Showcasing public art, prominent gateway
- Education opportunities for healthy living, life safety



# TEAM EXPERIENCE AT A GLANCE

## THE TEAM

**60%**  
of the identified team  
are M/WBE firms

**2/3** of the development  
team are M/WBE firms

## FIRE STATION

**378,079+**  
square feet of recent fire station design

**\$160M** fire station  
construction value

**36** LEED certified  
projects

## SUSTAINABILITY 'FIRSTS'

1st LEED Platinum  
Certified Office Building in  
Madison

1st LEED Healthcare  
Certified Project in  
Wisconsin

1st LEED Certified  
Residence Hall in  
Wisconsin

1st LEED Certified  
Residence Hall in the  
UW System

1st LEED 4.1 Gold  
Certified Lab in  
Wisconsin

City of Madison's Largest  
Community Geothermal  
Installation

Authored the AIA Framework  
for Design Excellence, which  
applies to every City of  
Madison and WHEDA project

## HOUSING

**10,000+** units of affordable/  
mixed-income housing  
created by the team

**51**  
LIHTC applications  
made

**250+**  
units of mixed-income housing  
owned/managed on the south side

## CLINICS

**\$1B**  
in lab/healthcare project cost  
by the design team

**20M+ SF**  
of lab/healthcare space built  
by the construction team



THANK YOU