

**CITY OF MADISON
CORRESPONDENCE**

TO: Union Corners Committee

FROM: Dan Rolfs, Community Development Project Manager

CC: Anne Monks, Aaron Olver, Don Marx

DATE: August 29, 2012

SUBJECT: **Union Corners RFP Selection Criteria**

The Chair of the Union Corners Committee has asked staff to provide Committee members the Selection Criteria identified in the approved Request for Proposals. The RFP states, "...the ad hoc Union Corners Committee ... will be responsible for evaluating the proposal(s) based on the following criteria":

- Development team's expertise, experience, and financial capacity.
- Quality and attractiveness of the proposed development.
- Economic feasibility of the proposed development.
- Understanding of and adherence to adopted plans and design guidelines for the Sites.
- Value of the estimated tax base to be generated by the development.
- Permanent employment to be generated by the proposed development and quality, quantity, and range of housing units to be generated
- Purchase price to be offered for the Sites.
- Overall responsiveness to the RFP requirements.

The City purchased Union Corners using Land Banking Funds. The Land Banking Fund includes property sale guidelines. The RFP states: "These guidelines will be utilized as a part of this RFP process. They are:

- The purchaser has presented a clear and detailed proposal for how he or she will develop the property.
- The purchaser has demonstrated the financial wherewithal to complete the transaction, and implement his or her proposal.
- The purchaser has demonstrated the ability to implement his or her proposal within a timeframe consistent with industry standards.
- The purchaser has secured land use approvals and development entitlements for his or her proposal.
- The property will be sold or leased at market value, with a goal that the City will be compensated at a level at or above the original cost of purchasing the property.
- The property will remain taxable after the purchaser has implemented his or her proposal (NOTE: The City may work with developers who wish to include non-profit or tax-exempt users through a vehicle such as PILOT payments).
- The transaction is approved by the Common Council, with referrals to the Economic Development Committee and Board of Estimates."

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