



CommunityDevelopmentAuthority

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Date: November 9, 2023

To: CDA Board of Commissioners

From: Dan Johns, Housing Development Specialist (CDA Redevelopment)

Re: Park and Badger Redevelopment Partnership - Request for Qualifications

Background

CDA staff intend to seek Statements of Qualifications (SOQs) from developers and/or teams to assist CDA in revitalization and redevelopment of four City-owned properties at 802, 810 and 818 West Badger Road and 825 Hughes Place in South Madison, collectively known as “the Park and Badger Area.”

In its role as Master Developer as designated by the City of Madison Common Council on October 17, the CDA will seek partnerships for a joint public-private effort for the redevelopment of the Park and Badger Area properties between the CDA and for-profit or non-profit developers and other qualified contractors. The composition of these partnerships will be determined through a Request for Qualifications (RFQ) to be released before the end of 2023. This memo summarizes key information from the RFQ and the qualifications to be solicited from interested firms.

Redevelopment Concept

City staff have created and publicly presented preliminary redevelopment concepts for the Area, which include the replacement of nearby Fire Station #6 and the Madison Dane County Public Health clinic at Village on Park, and up to 600 housing units in two or three mixed-use phases (each 5-8 stories in height per City plan recommendations) as depicted on Page 3. The housing components will include a mix of market-rate and affordable units, which may be underwritten with Low Income Housing Tax Credits (LIHTC) and additional City financing including general obligation borrowing, tax incremental financing (TIF) and loans from the Affordable Housing Fund. It is estimated that Buildings A & B could be designed and constructed by mid-to-late 2027, while the timeline for Building C depends on the completion of new Fire Station #6 (within Building B) and City budget authority to relocate the existing MPD South Station.

This preliminary concept reflects the land use and community development goals of the City’s adopted South Madison Plan (2022), including opposing gentrification and displacement of current residents, improving access to public services, and adding low-cost housing and opportunities.

Neighborhood Feedback

Stakeholder input received from preliminary public meetings introducing the above-described development concept have indicate a desire for the following criteria to be met as part of responses to this RFQ:

- Team members with professional expertise in neighborhood engagement, including bilingual communication and methods for gathering input from hard-to-reach populations; low and moderate-income households; and communities of color
- Experience in delivering affordable housing units suitable for targeted populations, including seniors wishing to “age in place”; families with children; multigenerational households; and supportive housing with wraparound services
- Incorporation of sustainable and green building materials to lower energy costs for future residents
- Human-scale design with access to green space and enhanced connections to bicycle, pedestrian and transit systems
- Noise and traffic mitigation strategies for mixed-use development at a busy intersection

Submission Requirements

The selected team will assist CDA with master planning, financial planning, and implementation/construction of the final designs for each development phase. Responsive SOQs will address the following items in detail, among other legal requirements:

Team Qualifications

- Letter of Interest – summary of team qualifications, resumes, and experiences of personnel relevant to the redevelopment project
- Team Structure – identify lead development entity, site planning/landscape design team, and public engagement specialist; and other team members or subcontractors such as architects, engineers, attorneys, construction managers, etc.
- Specific firm qualifications, LIHTC experience, workforce equity and diversity programs

Project Understanding and Approach

- Advancing racial equity and social justice through high-quality housing
- Development of public works projects and adherence to Davis Bacon wage requirements
- Experience with energy efficiency, renewable energy and/or sustainable building design
- Methods for and experience in soliciting meaningful public engagement, particularly from diverse populations

Experience

- Recent history in developing affordable and mixed-income housing projects and programs
- Success in applying for LIHTC allocations in Wisconsin
- Familiarity with public works projects, specifically fire stations and medical clinics
- Reflection on past challenges with affordable or mixed-income housing projects that were successfully handled
- Compliance with City requirements and preferences for local businesses and registered Minority, Disadvantaged, and/or Women-owned Business Enterprises

RFQ Timeline

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|-------------------------------------------------------|-------------------|
| • City Budget Approvals (2024 Capital Project) | November 17, 2023 |
| • RFQ Issued | December 2023 |
| • Submission Deadline and Respondent Interviews | February 2024 |
| • Review and Selection of Preferred Developer-Partner | March-April 2024 |
| • Negotiation and Execution of Development Agreement | April-May 2024 |

Park and Badger Redevelopment Area Concept

