



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

FAX 608 261 6126
PH 608 266 4222

TO: Board of Estimates and Common Council

FROM: Economic Development Division Staff

SUBJECT: Capitol East District Contract Extension (Legistar #28827)

DATE: January 22, 2013

The City of Madison executed contracts with Vandewalle & Associates/The Hiebing Group and The Bower Group in 2009 to begin implementation of the East Washington Avenue Capitol Gateway Corridor Plan. Economic Development Division staff recommends retaining Vandewalle & Associates and The Hiebing Group in 2013 to continue this work. The following memo outlines a proposed work plan for the Capitol East District, and highlights where consulting services would be provided. The 2013 TID # 36 budget includes \$100,000 that can be used toward these efforts.

City Staff

The following activities will be completed by City staff with assistance from consultants, as appropriate, utilizing a portion of the \$60,000 noted below:

- General project management (unlike previous years, consultants will not be used for general project management of Capitol East District work)
- 800 North Block RFP, land use entitlements, and property sale
- TIF project planning (either for an amendment to TID 36 or a new TID)
 - Public improvement plan (further refine and prioritize)
 - Public parking plan (including related property discussions)
 - Yahara River improvement planning and development
- Rail crossing lawsuit and related work
- Livingston intersection and reconstruction work

The Hiebing Group Contract (\$30,000; to be consistent with 2012)

Economic Development Division staff propose to continue utilizing The Hiebing Group for marketing and public relations work. More specifically, The Hiebing Group will continue to publish an electronic newsletter, plan and execute networking activities and neighborhood meetings, plan and execute press releases and press conferences, assist with the maintenance of a Capitol East District website, and related activities. The Hiebing

Group contract is proposed to be \$30,000 for 2013, which is consistent with 2012. This base contract may be further amended to include one or more of the other project specific contracts noted below.

Vandewalle & Associates Contract (\$10,000)

Economic Development Division staff propose to enter into a \$10,000 base contract with Vandewalle & Associates to cover general redevelopment planning and positioning assistance. This will include attendance at staff meetings to provide guidance on Capitol East District work. This base contract may be further amended to include one or more of the other project specific contracts noted below.

Project Specific Contracts (\$60,000; Hiebing Group, Vandewalle & Associates, or other outside consultants)

Following are additional projects that Economic Development Division staff believe could benefit from outside consultant support. This support could be from The Hiebing Group, Vandewalle & Associates, or a yet to be identified firm. Economic Development Division staff prefer to maintain some flexibility regarding which of these projects are completed in 2013 given opportunities that could become apparent throughout the year. The projects include:

- Breese Stevens Field Financial Benefit Summary, which would consider the type of revenue that could be generated from an improved Breese Stevens Field.
- 800 South Block planning and next steps
- Tenant cultivation work, along with promoting business/broker interest
- Helping to facilitate one or more of the following privately-led projects:
 - finding a new location for Sector 67, Gener8tor, and/or a co-working space in the District
 - assisting The Mullins Group with a redevelopment of a portion of their holdings
 - supporting redevelopment on a portion of the Reynolds holdings
 - facilitating redevelopment within the former Mautz Paint block
 - guiding redevelopment within the former Land O'Lakes property

Should DPCED staff identify The Hiebing Group or Vandewalle & Associates as the most suitable consultant to complete one of these tasks, the aforementioned contracts for these firms would be amended with the approval of the DPCED Director. If another outside consultant is desired, DPCED staff will follow City Purchasing requirements to retain their service.

Other Project Specific Contracts not included within the \$100,000 TID # 36 Budget allocation noted above

In addition to the work contemplated through this resolution, DPCED and City Engineering staff will spend 2013 actively working on the following three related projects:

- 800 North Block remediation work through the DNR and EPA grants (\$800,000)
- EPA site assessment grant (\$400,000) work related to the Capitol East District
- Madison Sustainability Commerce Center Feasibility Study and follow-up (\$300,000 HUD grant)