



DRAFT
**BADGER-ANN-BURR OAKS HOUSING REVITALIZATION STUDY
REQUEST FOR PROPOSALS**

PROPOSALS DUE: (six weeks after Council approval)

Purpose

The City of Madison Department of Planning and Development is seeking proposals from qualified consultants to assist a staff team in examining housing market dynamics within Census Tract 14.01 Block Group 3 (with emphasis on the area bounded by West Badger Road, Ann Street, Fish Hatchery Road, Ridgewood, and Park Street) and review appropriate housing redevelopment that would address the area housing needs and neighborhood improvement goals. The objective of this study is to base City review of various redevelopment alternatives in sound data and analysis in order to promote housing redevelopment strategies that would increase the variety and viability of housing choices within the Badger/Magnolia area.

The staff team envisions a two-step planning process for this project, with the first phase focused upon data collection and analysis of market conditions and housing demand, and a second phase focused upon specific redevelopment strategies.

Project Scope

Listed below are major elements that we anticipate will be included in submitted proposals. It is the intent of this Request for Proposals to elicit all productive ideas and approaches that will facilitate the project objectives, whether explicitly outlined in this RFP or not.

Phase I:

- Market analysis (e.g. consider role of particular housing sites within the market place, assess competitive areas, identify housing opportunities and linkages, estimate market rent/sale price per square foot per land use, provide demographic trade area information to assist in solicitation of potential developer/site user, identify issues and challenges to development of such housing);

Phase II:

- Recommendations for housing development strategies that would be consistent with goals and priorities established in the attached Park Street Vision and South Madison Concentration Neighborhood Plan yet would minimize major financial assistance roles for the City of Madison. These recommendations might include options for selecting developer(s), a projected redevelopment cost comparative, general site presentation graphics, site preparation, etc. These should also be complementary to other announced redevelopment projects in the area, including the Villager Mall and the PDQ/ Park Bank redevelopment Projects.
- Identification of potential financial resources and ramifications of various redevelopment finance strategies (e.g. use of private and public funds such as New Market Tax Credits, Tax Incremental Financing, other City funds, etc.) included in implementation recommendations;

The City would expect the consultant would include the following meetings with the staff team as part of the proposal: 1) an initial scoping meeting, 2) a meeting to review market data and trends 3) a meeting to review alternative strategies, and 4) a meeting to present the final product to the staff team

Timeline for completion of this project is THREE MONTHS FROM THE AWARD OF THE CONTRACT.

The consultant will serve as an independent agent for the City of Madison.

Proposal Submission and Selection

Completed proposals should include the following information:

1. Name and address of firm.
2. A summary of your firm's qualifications and experience as it relates to the project scope.
3. A description of the experience and qualifications of the person(s) who will be assigned to this project and their position within the organization. Please identify your firm's official contact for the Plan Committee on this project. If you propose to work in partnership with another firm, include a description of their experience and qualifications as well.
4. A description of the proposed methods and procedures to be employed, including a timeline for project implementation and meetings with the staff team.
5. The intent is to hire one consultant, although that consultant may partner with others. A fixed fee proposal should be provided for the services outlined, including a delineation of costs for each element, and method for payment. A "Rate Sheet" should be included that outlines potential project staff salaries, per diem expenses, and other reimbursables related to these activities. This rate sheet should be current for at least 9 months from issuance.

Proposals will be reviewed by City staff with the final selection of a contractor to be approved by the Mayor. Evaluation of proposals will be based upon the following criteria:

1. Responsiveness of the proposal to the objectives identified in the RFP's "Purpose", and "Project Scope."
2. Reasonable and competitive cost of the proposal.
3. The feasibility and timeliness of the proposal.
4. Agency's demonstrated capacity to implement and complete the proposal as submitted.

The Community Development Office is accepting written proposals through **six weeks after Council approval, 2006**. All proposals must be received in the CD Office by 4:00 p.m. on this date in order to be considered. Ten (10) complete copies of the proposal are to be submitted to the CD Office, 215 Martin Luther King, Jr. Boulevard, Room 280, P.O. Box 2985, Madison, WI 53701-2985, Attn. Mark Olinger.

The City reserves the right to negotiate the award amount and budget items with the selected applicant(s) prior to entering into a grant agreement. All work products and reports shall be the property of the City of Madison.

Requests for assistance or questions concerning the request for proposals may be directed to Hickory Hurie, CD Office, City of Madison, (608) 267-0740, hhurie@cityofmadison.com or Percy Brown, CED unit, City of Madison, (608) 258-6558, pbrown@cityofmadison.com.