



Department of Planning & Community & Economic Development

Economic Development Division

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- Office of Economic Revitalization
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TO: Economic Development Committee
FR: Aaron Olver, Director
RE: Director's Report
DT: November 20, 2013

Gebhardt Project – Phase 2

Gebhardt Development is moving forward with plans for the 800 East Washington block adjacent to their Constellation project. The developer recently updated the neighborhood on two significant changes:

1. Gebhardt Development and Metcalfe's Food have parted ways. Gebhardt is in discussions with other grocers about occupying the planned 50,000 square foot space.
2. Gebhardt hopes to amend Madison ordinances to permit additional stories (as happened with the Constellation) and to construct a portion of the new residential tower up to the Capitol View Height Preservation Limit. If approved, the change would not increase the number of units but would shift their configuration.

Union Corners

Gorman & Company has executed a purchase and sale agreement with the City of Madison. The agreement gives them 60 days to submit a TIF application documenting a \$6 million financial gap. They are working actively with UW Health on the clinic phase of the project (Phase 1) and are preparing to submit land-use applications. They are also actively working with prospective tenants on the subsequent phases.

Royster Clark TID

The City has submitted documentation to create a Tax Increment District at the Royster Clark site (where a former fertilizer plant was torn down. Staff have received an application for an affordable housing project and are advancing a proposed TIF loan to the Common Council to support this project on this site.

Park-Drake Street TID

The City has submitted documentation to create a Tax Increment District in the Park Street and Drake Street neighborhood. This TID will capture the increment from new residential projects in the area. The Community Development Authority is in the process of developing a program to use the increment to invest in the renovation and conversion of neighborhood rental property back to single-family homes using this increment.

Housing Assistance Programs

The Economic Development Division is working with the Community Development Division and the Community Development Authority to streamline and align various down payment and rehabilitation assistance programs for homebuyers, homeowners, and landlords. This will improve service to customers and allow staff to manage various streams of funding more easily.

Other Projects

Judge Doyle Square

Major staff presentation on Monday, November 25, 2013 at 6 pm.

TIF Policy

Ad Hoc Committee review expected to be completed by end of 2013.

Public Market

Project for Public Spaces selected as consultant. Next Local Food Committee meeting on November 21, 2013.

Economic Strategy

Briefing earlier in agenda.

Mayor's Employment Initiative

Draft plan released on November 11, 2013.