

APPENDIX

CAPITAL REGION WISCONSIN SUSTAINABLE COMMUNITIES GRANT APPLICATION

I. Summary of the Regional Master Plan and how it Comprises the Necessary Components of a Regional Plan

The primary plan guiding the development of the region is *Vision 2020: Dane County Land Use and Transportation Plan (Vision 2020)*, prepared and adopted in 1997 by the Dane County Regional Planning Commission (the predecessor agency to the Capital Area Regional Planning Commission-CARPC). Goals, objectives, policies, and criteria were revised and adopted in 2008 by CARPC. *Vision 2020* is the overall comprehensive land use and development policy framework and guide for the Capital region of Wisconsin. This regional framework delineates Urban Service Area boundaries for urban growth with the full range of urban services, Limited Service Area boundaries for special or unique areas requiring only some urban services, Rural or farmland preservation areas for agricultural land uses, and open space corridors to protect sensitive natural resource areas (with different standards for rural vs. urban and urbanizing areas).

In addition to the *Dane County Land Use and Transportation Plan* as the development framework for the region, other regional plans address specific functional areas and systems (i.e. *Dane County Water Quality Plan, Farmland Preservation Plan, Parks and Open Space Plan, Solid Waste Plan, Recycling Plan, and 2030 Regional Transportation Plan*). Collectively these plans comprise the Regional Master Plan and meet the WI Comprehensive Planning Law requirements. These plans are also consistent with the regional vision, goals, and objectives for sustainable and livable communities. Elements of the Regional Master Plan are also included in local plans (i.e. county and local comprehensive plans, utility and infrastructure plans, etc.) based on regional recommendations, objectives, criteria, and standards. However, because regional plans are advisory and lack clear enforcement authority, the main avenue for ensuring local implementation is through building collaborative alliance with local units of government, an approach that requires resources which are generally in short supply. The components of the Regional Master Plan and local comprehensive plan goals collectively address all of the federal Partnership Livability Principles as shown below:

General Goals of the Regional Master Plan

Vision 2020 Land Use and Transportation Plan

The goals of Vision 2020 listed below support all Livability Principles.

Promote the development of balanced communities throughout the county with sufficient commercial, industrial, residential, and open space land to meet the needs of existing and future residents.

Promote compact urban development in new areas adjacent to existing urban areas and in the redevelopment or infill development areas of existing neighborhoods.

Promote the development of functionally and visually distinct communities encouraging compact, mixed-use neighborhoods and the efficient provision of a full range of public services.

Provide a full range of safe and affordable housing opportunities and choices for all residents throughout the county.

Provide an integrated, all-mode transportation system which offers the efficient, effective and safe movement of people and goods, and provides mode choice wherever possible while enhancing and, where relevant, preserving the character and livability of the neighborhoods and residential areas where transportation facilities are located.

Encourage concentration of employment and activity centers at nodes and along transit corridors to maximize the efficiency of the existing and future transportation system.

Support and maintain the central urban core as the region's major activity center and seek greater diversity and vitality in that area.

Promote an economic development strategy that will provide suitable employment opportunities and a stable and diversified economic base.

Protect agricultural lands and limit non-farm developments in order to maintain the county as one of the nation's most productive agricultural areas.

Promote planning and design that preserves and restores environmental functions and protects important environmental, cultural and historic resources.

Develop and promote a county-wide system of open space corridors as a framework to protect the natural environment and scenic values, and provide outdoor recreation opportunities.

Promote a sustainable capital area region. A sustainable region is one that is far-seeing, flexible, and wise enough to maintain and enhance its physical, environmental, and social systems of support.

Work with communities to ...define a 25-year Future Urban Development Areas (5-year updates) based on the requirements of NR 121 and consider other factors including the impacts on natural and built systems, efficient land use including urban densities, and the ability to efficiently provide services to support development and farmland preservation planning.

2030 Regional Transportation Plan

The *2030 Regional Transportation Plan* is the system-level framework upon which public agencies can make consistent and coordinated planning decisions regarding both inter- and intra-jurisdictional transportation. The associated Transportation Improvement Plan identifies transportation projects for federal and state funding. The transportation plan also addresses intermodal bicycle and transit elements of mobility. A high-speed commuter rail project has been funded between Milwaukee and Madison with a station in downtown Madison, which will soon add to the available options for mobility. A light rail is also being discussed as part of the newly created Regional Transit Authority. The goals, objectives, policies, and programs of the Plan support Livability Principles (1) Provide more transportation choices; (3) Enhance economic competitiveness; and (4) Support existing communities.

Dane County Water Quality Plan

The *Dane County Water Quality Plan* is the area-wide water quality management plan for the Capital Region and provides the policy framework and guidance for federal, state, and local water quality protection programs. The Plan is a quasi-regulatory planning tool that regulates the extension of public sanitary sewer service to urban and urbanizing areas of the region. The Plan also provides guidelines for all water quality management program areas and short-range priority actions for local management agencies. These guidelines are implemented through the Section 208 of the Clean Water Act and through state administrative code for natural resources. The goals and objectives of the *Water Quality Plan* are based on two principles of preservation of natural resources and pollution control. The former is implemented through preservation and conservation measures, and the latter through mitigation and treatment measures and standards to limit or prevent the discharge of pollutants into the environment. The standards apply to quality and quantity of surface water and groundwater, related aquatic habitats, and ecosystem functions that relate to water quality. The goals, objectives, policies, and standards of the *Water Quality Plan* support principles (5) Coordinate and leverage investment; (4) Support existing communities; and (6) Value communities and neighborhoods.

Solid Waste Plan for Dane County and Recycling Plan for Dane County

The *Solid Waste Plan* was completed as part of the *Water Quality Plan* to consolidate numerous unsanitary town dumps and municipal landfills into a regional sanitary waste disposal facility operated by the County. The plan has been implemented. The *Recycling Plan* expanded the *Solid Waste Plan* to address the need to capture recyclables from the waste stream. This plan has also been implemented. The beneficial re-use of bio-solids from wastewater treatment facilities is addressed in Technical Appendix C of the *Water Quality Plan* (Point-source Wastewater Management).

Dane County Farmland Preservation Plan

The *Dane County Farmland Preservation Plan* enables eligible farmers to participate in the Wisconsin Farmland Preservation tax credit program. This plan was completed by the Regional Planning Commission in collaboration with Dane County in 1981, and is being updated by the County. Goals, objectives, policies, and programs support (3) Enhance economic competitiveness; (4) Support existing communities; and (6) Value communities & neighborhoods.

Dane County Park and Open Space Plan

1. The *Parks and Open Space Plan* identifies the recreational needs of the community and plan for new park and recreational facility development as circumstances permit. This plan was initially completed by the Regional Planning Commission in collaboration with Dane County and has been updated every 5 years by Dane County since 1990. Goals, objectives, policies, and programs support (3) Enhance economic competitiveness; (4) Support existing communities; and (6) Value communities & neighborhoods.

General Goals of Local Comprehensive Plans

The County and nearly all local municipalities have adopted individual **comprehensive plans** and some have adopted supporting **neighborhood plans** that support all six Livability Principles in the nine required elements of the state Comprehensive Planning Law. These elements are: issues and opportunities; intergovernmental cooperation; transportation; housing; economic development; land use; natural, cultural, and agricultural resources; utilities and community facilities; and implementation to guide physical development and preservation. Local zoning and subdivision ordinances are required by state law to be consistent with local comprehensive plans. Local plans reflect some elements of the Regional Master Plan, since the Master Plan contains recommendations, objectives, criteria, and standards that apply to various aspects of local development activities.

The *Dane County Comprehensive Plan* and the *City of Madison Consolidated Plan* are separate plans that each establish goals, objectives and priority areas for the use of funds available under the Community Development Block Grant Program for housing and community development. City and County plan objectives that promote the six livability principles include, “improve and expand affordable housing options for both home-owners and renters to support community and neighborhood stability and revitalization efforts” (Principles 1, 3, 6), “provide energy efficiency improvements as a means to promote continuing affordability of housing” (Principle 1), and “strengthen neighborhoods through the operation of neighborhood centers, community gardens and the implementation of strategic neighborhood revitalization efforts” (Principles 4 and 6).

II. Catalytic Project Cost-Benefit Ratios

1. Sustainability Commerce Center, City of Madison

Cash Benefits: The Center will be constructed in a sustainable manner, utilizing the expertise from our project partners at Wisconsin Energy Conservation Corporation, Energy Center of Wisconsin, and Project Home to develop a world-class facility. To this end, Center tenants will likely see financial gains typically associated with high performance buildings. With its location along transit routes and a major commuter bike path, many tenant employees will be able to access work in a manner less costly than a single-occupant car. In a similar manner, the adjacency to neighborhood commercial districts and downtown Madison will reduce the costs associated with traveling to business meetings, lunches, etc.

The new business locating and expanding within the Center will also generate new jobs, and the related income associated with them. Also, many of these businesses will likely be within primary/basic-sector industries with strong multiplier factors to induce even more job creation. The jobs associated with construction of the facility and the long-term property tax generated from the building will also provide a positive cash return to the community.

Non-cash benefits: The neighborhoods surrounding the proposed Center already provide a supply of quality, affordable housing within walking distance. As noted above, the energy efficiency nature of the structure itself and the ability of its employees to access the Center with transportation modes other than a single occupant motor vehicle will likely have positive benefits from the standpoint of a reduction in green house emissions. The design and programming of the Center to be an environment where like businesses can collaborate and share ideas will likely have some intangible benefits to resident companies. The ability of the general public and other business leaders to access the technologies and ideas developed in the Center could benefit the entire region. The catalytic nature of this project to cause developers, commercial brokers, and the community at-large to view this, and other regional transportation corridors, in the context of new opportunities for transit-oriented development will also be a non-cash benefit.

Costs: The total cost of construction for a 75,000 s.f. Center is estimated to be \$13.4 million, with \$11.7 million in hard costs and \$1.7 million in soft costs. These are very early cost estimates that are subject to change as the form and design of the Center are refined throughout the next 18 months. In addition to the hard and soft costs, acquisition of land may be as much as \$5 million depending on the property ultimately selected for this project. Annual maintenance expenses for the Center are estimated to be \$13.00/s.f., with \$8.00/s.f. for operations, \$4.50/s.f. for management, and \$0.50/s.f. for operating reserve. These estimates are subject to change pending the final design and management structure of the Center.

2. 100 Percent Stormwater Infiltration for High-Density TOD, City of Fitchburg

Cash Benefit Analysis: Insufficient information is available to provide a detailed cash benefit analysis.

Cash/Noncash Benefits:

The McGaw Park Neighborhood Plan recommends use of green roofs and low-maintenance landscaping. Green roofs reduce stormwater runoff and filter pollutants from rainwater and act as insulators for buildings, which in turn reduces energy use needed to provide cooling and heating and associated air pollution and greenhouse gas emissions. Low-maintenance landscaping using native plants can greatly reduce or eliminate the need for maintenance and irrigation, fertilization and cutting.

According to ICLEI-Local Governments for Sustainability, USA, Inc., Pollution Planning Assistant, 18 acres of low maintenance landscaping equates to the reduction of 20 metric tons of CO²e, 41,076 kWh of electricity savings and 144 gallons of gas annually.

Transit-Oriented Development and higher density within the plan area will lower the rates of car use compared to typical suburban developments. ICLEI-Local Governments for Sustainability, USA, Inc., Pollution Planning Assistant calculates that a TOD of 596 units, which is planned for the McGaw Neighborhood, reduces 4,770 miles per person annually, with gasoline savings of 372,322 gallons. The reduction in personal automobile dependence for the TOD equates to the reduction of 3,505 metric tons of CO²e annually.

By meeting 100% stormwater infiltration, the development is better emulating the natural recharge and base-flow conditions downstream, maintaining the health of water bodies and the biological communities they support. By mitigating runoff volume from the development site, the hydrologic regime of the receiving streams are preserved, protecting the biological communities, protecting against flooding, sediment transport, and erosion.

Costs: It is estimated that the study will cost approximately \$30,000 for a consultant to carry out the volume control best management practices analysis. As stated above, the approach would be:

- Review the McGaw Plan and local regulations
- Review literature on volume control BMP performance, cost & analysis methods
- Conduct modeling analysis of a hypothetical block (or blocks) of the McGaw Neighborhood with a range of development types to assess volume control performance, options & costs.
- Run a half-day "charrette" with local developers for input on how volume control BMP's could fit into site development plans, and implications for costs.

3. Fresh Market Vegetable Packing House, Dane County

Economic Stimulus: According to the 2005 Consumer Expenditure Survey, Dane County spends over 1 billion dollars a year on food. A majority of the fruits and vegetables we consume are grown in California, Florida, Mexico, and beyond. The economic impact of this trend is millions and millions of dollars leaving the region from across the supply chain. This facility will bring income to WI by replacing imports with locally-grown produce. For every one dollar spent locally, there is a 2-3 dollar multiplier effect (Buy Local, Buy WI Report, DATCP 2005).

Job Creation: The facility will create 30-50 jobs in Dane County. In addition, farms will need to hire an average of 10 new employees each in order to increase production. There may be additional construction or re-development jobs, depending on whether a new or existing site is used for the facility.

Tax Revenue: The facility will generate \$20-30 million in sales within three years.

Wisconsin Brand Equity: The facility will market "grown in Wisconsin" as a brand, fueling demand for Wisconsin-based products across the state and in northern Illinois.

Environmental Impact: Local produce sales from mid-May to mid-October will generate enough volume in peak season for one semi-load every other day, and in slower periods one semi-load every three days. This is a total of 75-80 tractor trailers that will not have to provide long haul transportation from out of state, an average of 1500 miles, reducing emissions by 6,100 lbs. per semi-load, or approximately 500,000 lbs. of CO².

Improve health: With obesity, hyper tension, and so many other diet related health issues and diseases, it is not only important to help facilitate eating fresh local produce for personal health, but for our health care costs and the bottom line.

4. Local Fresh Food Market, Dane County

Economic Stimulus: The completed campus will provide an economic engine for growth within the Southdale neighborhood through job creation while improving access to healthy food by neighborhood residents.

Job Creation: According to a demographic profile prepared by R.A. Smith National, the estimated 2007 per capita income in the Southdale Neighborhood was \$15,046 compared to the national average of \$27,916 and 43% of the population in the neighborhood live below poverty.

Including economic multipliers, the proposed new facility is expected to create a total of 40 Permanent FTE jobs and another 28 Construction FTE jobs. As many as 27 retail sector jobs created on-site would meet the family size adjusted requirement to qualify as jobs to Low-Income Persons. An additional 5 qualifying jobs to Low-Income Persons would be created in the local economy. Of the on-site construction jobs, 7 would be qualified as jobs to Low-Income Persons with an additional 7 qualifying jobs to Low-Income Persons locally.

- Tax Revenue: The facility is anticipated to generate approximately \$1.2-1.5 million in sales within three years. In addition, the building is anticipated to produce approximately \$40,000 in annual real estate taxes. The Town of Madison has already created a TIF district that will capture taxes to leverage public sector funds for redevelopment in the neighborhood.
- Environmental Impact: The facility will be part of the Novation Campus, an urban infill redevelopment in the heart of the Southdale neighborhood. The Novation Campus project involves the redevelopment of a former fly ash landfill into a sustainable master-planned mixed use community. Redevelopment will occur in accordance with the remediation plan already approved (site must be capped) by the the WDNR and partially implemented by the developer. The master plan and completed neighborhood plan call for a walkable neighborhood when completed. A core issue for neighborhood residents identified by the planners was the creation of the small grocery now under consideration. New road connections, bus stops, sidewalks, and bike paths will enhance multi-modal connectivity within the neighborhood reducing trips by automobile. Ultimately this will reduce fuel consumption and maximise the efficient use of local infrastructure.
- Improve health: With obesity, hyper tension, and so many other diet related health issues and diseases, it is not only important to help facilitate eating fresh local produce for personal health, but for our health care costs and the bottom line.

III. Position Descriptions

Urban Designer/Planner

This is a three-year full-time project position, that will focus on urban design aspects of a range of planning assignments, including transit-oriented development area plans, development standards and design guidelines, and specific, area, and community plans. Additionally, the Urban Designer/Planner will contribute to physical planning aspects of general plans. Work will combine design and planning, and involve writing reports and plans; creating computer models, drawings, diagrams and maps; and facilitating community workshops.

Required Capabilities:

Candidates must have a degree in architecture (either undergraduate or graduate) and minimum two-years of relevant design experience. Additional education and experience in urban planning is desirable. Excellent computer modeling abilities (3D Studio Max/Viz, AutoCAD, and SketchUp) and expertise with Adobe CS are essential, along with strong writing and design/physical planning abilities. Working knowledge of ArcGIS and hand-drawing ability are desirable. Collaborative work method and the public nature of the work necessitate all team members to possess excellent oral and written communication skills.

Restoration Biologist

Current information on the health of habitat resources in the Capital region is lacking. Most of these resources have been mapped, however the status of their condition, restoration potential and needed measures, susceptibility to land use changes in nearby areas, and protection needs are unknown. The task of the Restoration Biologist/Ecologist is to inventory habitats related to wetlands, woodlands, grasslands, threatened/endangered species, and streams in the region, and develop a brief ecosystem analysis for each habitat area to identify pertinent susceptibilities and restoration opportunities. The wetlands element of this task will augment the 1973 *Wetlands of Dane County* report by Zimmerman (conducted as part of area-wide water quality planning in the region). Aquatic uplands buffer habitat will also augment the wetland report, but will also identify critical stream and spring buffer habitat needs (groundwater recharge areas and zones of contribution will be addressed through integration of the restoration biologist work with the update of the *Regional Hydrologic Model* and related simulations and studies). This is a three-year full-time project position. Graduate degree in restoration biology or related field and four years of work experience in the field and within the bioregions that cover the Capital Region are required.

Required Capabilities:

Wetland: Experience in wetland delineation and classification. Accreditation as part of the WDNR Wetland Delineation Assurance Program. Experience in the assessment of wetland ecosystem health, susceptibilities, and restoration potential. Wetland restoration experience preferred.

Streams: Experience in stream geomorphology and habitat assessment. Ability to assess stream habitat quality, health, susceptibilities, and restoration potential. Stream restoration experience preferred.

Woodlands and Graslands: Experience in ecological assessment of woodlands and grasslands. Ability to evaluate the quality, health, susceptibilities, and restoration potential of woodland and grassland habitats.

Threatened and Endangered Species: Experience in assessment of habitat needs and susceptibilities of threatened and endangered species in the bioregions covering the Capital Region.

Senior Planner – Multi-Jurisdictional Urban Growth Planning

This is a three-year full-time project position to work with multi-jurisdictional planning for urban growth. The intent of this planning is to evaluate the environmental setting and assimilative capacity of areas around urban and urbanizing parts of the region as part of the long-range growth planning process. This evaluation would be used in a collaborative process (likely to be the comprehensive planning process or update for the municipality) to direct future urban growth to areas where the adverse impact of development on resources is naturally low, and where impact mitigation measures are more likely to result in a long-term protection of natural resources. The process is expected to result in a growth plan for each urban service area, submitted to the CARPC for review and approval, and updated every 5

years. Once a growth plan has been adopted for an urban service area, all expansions of that urban service area boundary are expected to be consistent with the plan.

The collaborative effort of working with individual units of government to generate a plan in the context of updates to the comprehensive plan requires a senior planner with experience in participatory community development planning. The Senior Planner proposed for this position needs to have the experience and skill set to interpret and use the environmental parameters of each area in collaborative planning work with the each community. This senior planner also needs to have conflict resolution skills, since the planning process will be focused on long-range growth areas not likely to be currently annexed, and will potentially conflict with surrounding town plans.

Required Capabilities:

- Skill in participatory community planning.
- Preference will be given to candidates with skills in facilitation, conflict resolution, and consensus-building in a planning context.
- Knowledge of environmental sciences as related to ecosystem health.
- Ability to work with multiple communities concurrently.
- Ability to translate complex scientific ideas into concepts understandable to the public.
- Persuasiveness, good emotional and social intelligence.
- Ability to work with a diverse group of professionals to gather the necessary information to address community growth issues and environmental impact analysis and mitigation.
- Working familiarity with ArcGIS.
- Preference will be given to candidates with coursework or experience in demographic and socioeconomic modeling.

GIS Specialist

An advanced position, under the general supervision of the Division Director, that involves responsible technical work in cartography and geographic information systems (GIS). Design, develop, migrate, harmonize and maintain complex GIS databases. Analyze and interpret digital data sets, maps, aerial photography and other source documents. Perform GIS data conversion, transformation and spatial analysis. Code, test, modify and document computer programs for GIS. Develop customized GIS tools for use with existing software. Document methodology and metadata. Provide technical assistance and training to GIS Technicians and planning staff. Prepare maps and map series using professional cartographic techniques. Coordinate data exchange with other agencies and respond to public requests for GIS data and mapping. This is a three-year half-time project position.

Required Capabilities:

Knowledgeable in GIS principles, concepts, and techniques including coordinate systems, transformations and projections. Experienced in digital data input methods including digitizing, scanning, coordinate geometry and geo-referencing. Expertise with topological data models and relational databases. Must have advanced skills in use of ESRI's GIS software and the ability to produce quality cartographic products and other presentation materials. Knowledge of geographic based information and planning activities. Complex problem solving skills. Familiarity with computer programming languages and concepts in use today. Knowledge of Internet components and procedures, and client/server concepts and techniques. Familiarity with graphic production and printing processes.

Ability to communicate effectively orally and in writing with representatives of other governmental agencies; ability to work effectively with others. Attend and participate in GIS user groups and other meetings. Other areas of skill not required but helpful are: photogrammetry, remote sensing, digital pre-press, graphic design, and illustration.

Must be able and willing to provide a high level of customer service to other local units of government, the public, and others. Must be able and willing to conform to the professional and ethical standards of the Commission, and those of any professional societies through which the employee is licensed or accredited.

Must have experience using the agency's GIS software including ESRI's ArcGIS 9.x (Arc/Info and ArcView) including the geodatabase and SDE formats and ArcView 3.x software with the Spatial Analyst extensions in a Windows based environment. Must be able to design, develop and use the coverage, grid, and shape geographic data sets. Experience using MS Office including Access or other database application. Able to use MS PowerPoint to prepare slide shows. Experience with ArcIMS, VBA, Python and Java Script helpful, but not required.

IV. Letters of Commitment (including 3 attached)

1. Madison Area Transportation Planning Board (MPO), \$180,000 (**attached**)
2. City of Madison, \$62,000 (**attached**)
3. Dane County, \$150,000
4. Madison Metropolitan Sewerage District, \$60,000
5. Madison Metro, \$5,472
6. City of Fitchburg, \$11,500
7. City of Middleton, \$40,000
8. City of Monona, \$2,176
9. Town of Westport, \$38,000
10. Town of Windsor, \$5,000
11. Town of Springfield, \$38,000
12. Town of Dunn, \$461
13. Town of Sun Prairie, \$500
14. United Way of Dane County, \$15,696 (**attached**)
15. Urban League of Greater Madison, \$1,600
16. Latino Support Network, \$9,000
17. Capital Region Advocacy Network for Environmental Sustainability, \$30,000
18. Dane County Housing Authority, \$1,500
19. Wisconsin Partnership for Housing Development, \$25,000
20. Project Home, \$2,000
21. M & I Bank, \$5,000
22. Home Savings Bank, \$5,000
23. Madison Area Builders Association, \$5,000
24. University of Wisconsin-Madison, Department of Urban and Regional Planning, \$10,000
25. University of Wisconsin-Madison, Wisconsin Department of Natural Resources, \$50,000