



DANE COUNTY BETTER URBAN INFILL DEVELOPMENT PROGRAM *GUIDE TO SUBMITTING 2009 FUNDING APPLICATIONS*

The Dane County Better Urban Infill Development (BUILD) program provides grant funding to local municipalities to plan infill developments and promote sustainability. Infill development is defined as the economic use of vacant land, or restoration or rehabilitation of existing structures or infrastructure, in already urbanized areas where water, sewer, and other public services are in place, that maintains the continuity of the original community fabric. BUILD grants help pay for planning consultants who assist communities with preparation of infill plans. This guide provides information to help municipalities prepare applications to the 2009 BUILD program for infill development planning projects.

BUILD Program Objectives

- Make better use of existing infrastructure.
- Locate community services, jobs and shopping in close proximity.
- Stabilize and enhance existing neighborhoods, downtowns and other business districts.
- Produce housing and jobs for low to moderate-income people.
- Avoid converting productive farmland on urban fringes and in rural areas.
- Provide viable options to auto trips by supporting walking, biking, and transit.
- Clean up environmentally contaminated sites.

Infill Development and Downtown Revitalization Planning

While infill development and revitalization can bring many of the benefits listed above, there are also complex processes that involve many different actors that need to be addressed. A host of barriers that include land assembly and site constraints such as potential contamination, can increase the cost and risk of development. A planning process can bring together the different actors who have a stake in the vitality of an area (often called stakeholders) and help them reach agreement on a vision for revitalization, and a strategy for achieving it. Stakeholders include not just owners and government officials but organizations and citizens, including those who particularly benefit from more walkable communities—the elderly, children, families on limited incomes, disabled and others with restricted access to automobiles. Committed stakeholders with a vision and plan for revitalization can overcome barriers to implementation. BUILD funds help pay for consultants that bring stakeholders together to reach a vision for revitalization. BUILD funds are also available for follow-up consulting services to initial revitalization plans such as market, traffic, and engineering studies.

For more information about BUILD see:

www.co.dane.wi.us/plandev/community/build

Eligible Activities

BUILD provides funding to local jurisdictions to hire consultants for projects that further BUILD objectives and are consistent with the definition of infill development above. The following activities are eligible for BUILD funding.

1. Preparation of infill development (including downtown revitalization) plans. Preparation usually includes information gathering, public participation, draft development plans and final development plans.
2. Facilitation of visioning sessions. Visioning sessions bring together diverse stakeholders to establish common values and goals, and to translate these values and goals into specific objectives and images for a development.
3. Facilitation of design workshops or charrettes. Design workshops bring together diverse stakeholders to actively participate in shaping the design of a neighborhood or infill development. While a visioning session is meant to generate a more generalized vision, a design workshop should generate a more specific development plan. A charrette is a multi-day planning and design exercise (see <http://www.charretteinstitute.org/> for more information).
4. Stakeholder interviews. Consultants may interview key stakeholders, such as property or business owners within a project area, to ensure representation of their views in the planning process.
5. Facilitation of public participation processes that include visioning sessions, design workshops, stakeholder interviews and/or other components such as surveys, web sites, public information sessions, etc.
6. Preparation of “predevelopment” activities. Predevelopment activities follow general development plans and provide information necessary to successful plan implementation. Such activities may include architectural assessments, market studies, feasibility studies, traffic studies and engineering studies.
7. Implementation consultation. Consultants may provide on-going staffing support for implementation of adopted, BUILD-funded development plans. Such on-going support may include negotiations with property owners, preparation of Business Improvement District (BID) documents, preparation of analyses and development recommendations, and presentation before public committees or bodies.
8. Specific types of infill planning projects that further BUILD objectives, are also eligible, including:
 - a. Creating Transfer of Development Rights (TDR) receiving areas. TDR is a mechanism being considered by a number of jurisdictions in Dane County as a tool to permanently preserve certain land from development. Under a TDR program, land identified in local plans for preservation is designated as “sending areas,” and areas targeted for development are designated as “receiving areas.” Developers and others wishing to build within a receiving area are required under TDR programs to purchase a specified number of development rights (also known as conservation easements, which place a deed restriction on future development), or contribute an equivalent amount of money to a fund used to purchase development rights. Developers may be allowed to build at higher densities as compensation for the cost of purchasing development rights. BUILD funding could be used to plan receiving areas within existing developed areas (consistent with BUILD definition of infill). Creating a receiving area within an existing area targeted for increased development would directly tie increased density to preservation of farmland and environmental areas.

- b. Redesign commercial districts into higher-value, pedestrian-friendly districts. A number of commercial districts in the county were designed as single-use structures surrounded by parking lots that are several times the size of the building, accessible only by automobiles. There is growing interest to redesign such districts into higher-value, pedestrian-friendly districts. Such higher value districts mix uses so that people can walk or bike between workplaces, homes, and shops; align buildings along streets and open spaces to create attractive public spaces conducive to walking and biking; and add density to increase viability of transit. The greater density and quality of public spaces can increase the value of the district to the owner and municipality, and promote healthier, more active lifestyles. BUILD funding could be used to develop plans for redesign of such districts. Such planning should actively seek to incorporate input from constituencies that particularly benefit from greater walkability, such as the elderly, children, disabled, and low-income residents with driving limitations.
- c. Encourage construction of Accessory Dwelling Units (ADUs). An accessory dwelling unit, also known as a carriage house or granny flat, is an additional housing unit on an existing lot. A typical ADU is located above a garage on a lot with a single-family home. ADUs provide a means to modestly increase density without necessarily consuming additional land, while providing affordable housing options to both the ADU occupant and the single-family homeowner (who may receive rent payments). A number of barriers prevent the construction of ADUs, including land use codes that prohibit or restrict their construction or occupancy, and lack of knowledge or misconceptions about ADU design, construction and tenancy. BUILD grant funds could be used to develop plans for increasing ADUs through means such as education, land code reform, and the targeting of areas most suitable for ADU construction.
- d. Establish intergovernmental agreements that preserve open space and focus growth in existing developed areas. Conflicts or lack of coordination between cities, villages and towns can hinder growth that is beneficial to all. Intergovernmental agreements are one way that local governments can effectively coordinate growth to both preserve important lands and focus quality development in targeted areas. BUILD funds could be used for creating intergovernmental agreements that preserve open spaces and focus development in existing developed areas (meeting the BUILD definition of infill development). BUILD funds could also be used for joint visioning and design workshops that prepare municipalities to establish permanent growth and preservation areas through inter-governmental agreements and conservation easements. The results of visioning workshops would be a conceptual level of agreement for future growth that would serve as the framework for more detailed inter-governmental negotiations and agreements.
- e. Foster good transit-oriented development at potential rail stations along proposed commuter rail lines. Rail transit will likely be a means of transporting people within and between cities and villages in Dane County in the future. Rail also creates the opportunity for increased development adjacent to stations that enables people to live, work and shop near transit. Effectively capturing this opportunity to create quality transit-oriented development requires good planning. BUILD funds could be used to develop transit-oriented plans; either general plans with design and other standards that guide specific plans, or specific plans for areas where stations are anticipated.

Planning activities that are not listed above should be considered ineligible activities. Specific ineligible planning grant activities also include: planning for areas that do not meet the definition of infill development, and planning for the development of existing parks.

Contents of the Applications

Application must be signed by the chief elected official of the municipality. The minimum requirements for letters of application for BUILD grants are:

1. Cover letter signed by Chief Elected Officer requesting County funding for redevelopment/infill development project, and including name of project, total project cost, amount of County funding requested, brief description of planning project, and desired outcomes.
2. A description of the proposed planning area, including the boundaries, the current conditions of buildings and infrastructure, and the need for revitalization and infill development.
3. A map of the proposed planning area.
4. A description of how the project will advance BUILD program objectives.
5. If the planning area is adjacent to, or within the extra territorial jurisdiction of, another municipality or municipalities—a letter from those municipalities, signed by the Chief Elected Official, stating that they have reviewed and support the proposed planning, and intend to participate in the planning process.
6. A description of the desired outcomes of the planning process.
7. A description of relevant previous planning, other improvement activities in the planning area, and copies of relevant plan documents (master plan, area plans, etc.).
8. The primary contact person and their phone number. (Each community should identify a primary contact person for the BUILD project to serve as the point person who works with the consultant to ensure successful and timely program completion).
9. Membership (name and affiliation) list, duties, and approximate meeting schedule of your local BUILD project steering committee.
10. The estimated amount of cost of the planning project.
11. A statement to the effect that the municipality understands that a minimum local match is required (20% of total project costs for planning, 50% of total project costs for predevelopment); evidence of the local match commitment in the form of a resolution adopted by the local governing body will be required for final funding approval; and, that local match expenses cannot be incurred by the municipality until after the municipality is notified in writing by the County of an award of BUILD funds.
12. If planning includes physical improvements to specific parcels of private property, letters of support from owners of all property included in the planning project must be submitted.

Submission Deadline

Please provide 3 copies of the application.

Applications must be addressed to:

Pamela Andros, AICP
Dane County Planning and Development
City-County Building, Room 116
210 Martin Luther King Jr., Blvd.
Madison, WI 53703

And postmarked no later than Friday March 27, 2009.

Funding Availability

Funding available includes \$37,000.

Grant Schedule

March 27	Applications due
April 28	Presentations by Applicants to BUILD Advisory Committee
May 26	Funding Recommendations by BUILD Committee
June-July	Contract preparation, approval, execution
Aug-Feb	Project Monitoring

Application Process

Following receipt of applications, BUILD staff will review them to verify that they meet the minimum criteria required for funding consideration. Applications for projects on sites that do not meet the definition of infill development (see first paragraph, page 1) will not be considered for funding. BUILD staff is available to discuss the program during the application process.

Applicants will be invited to discuss their applications with the BUILD Advisory Committee. The Applications will be reviewed and evaluated by the County's BUILD Advisory Committee, who will make funding recommendations that best advance the BUILD program objectives.

Following funding approval, municipalities will select from among the list of consultants on the BUILD Pre-Qualified Consultant List (available from BUILD program and on BUILD web site). Municipalities will negotiate a scope of services, timelines, costs, responsibilities of municipality, and deliverables, and other required contract provisions. This information in conjunction with a cover letter and other required documents are submitted to the County for final funding approval and preparation of a contract between the County and a municipality.

Evaluation Criteria

Letters of Application and final submissions will be evaluated based on the following criteria:

1. Extent to which the proposed project can be expected to meet BUILD objectives (40 percent):
2. Demonstration of local support and capacity in the form of participation of a broad range of stakeholders in planning process, previous planning and visioning efforts for the project area, etc. (20 percent.)
3. Likelihood of implementation; planning project creates framework for community decision-making within the context of market realities. (20 percent.)
4. Degree of need for planning assistance. (20 percent)

Note: Applications for predevelopment planning will only be considered if the applying municipality has adopted previous BUILD-funded plans that the predevelopment application seeks to advance.

Local Match Requirement

Municipalities are required to provide a local match for approved projects. The local match is calculated as a percentage of the total project cost (for example, 20 percent of a project with total costs of \$20,000 would be \$4,000).

- Development of infill development plans – **20 percent of total project costs.**
Can include visioning sessions, design workshops, public participation, stakeholder interviews, and drafting of ordinance language.
- Predevelopment Activities or Implementation Consultation – **50 percent of total project costs.**

Local match expenses cannot be incurred until after receipt of a written notice from Dane County that a BUILD grant has been awarded.

Documents Required For Final Proposal

The documents below are **not required for the initial letter of application** but will be required for final grant approval by the County.

1. Membership (name and affiliation), actual or proposed, of local BUILD project steering committee.
2. Description of the local plan approval process.
3. If the planning area is adjacent to or within the extra territorial jurisdiction of one or more (“affected”) municipalities – a letter from the Chief Elected Official of each adjoining municipality stating that they have reviewed and support the proposed planning activities, and that they will participate in the planning process.
4. Resolution by the local legislative body approving the planning proposal, the required local financial match contribution, and the application to Dane County for BUILD grant funding.

For More Information Contact:

Pamela Andros, AICP, BUILD Coordinator
Dane County Planning and Development
210 Martin Luther King Jr., Blvd., Room 116
Madison, WI 53703
608-261-9780
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