

FEBRUARY 15, 2013



800 N. EAST WASHINGTON DEVELOPMENT PROPOSAL

GEBHARDT DEVELOPMENT • METCALFE'S MARKET



Metcalfe's



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INTRODUCTION

Gebhardt Development and Metcalfe's Market are pleased to submit this proposal for the redevelopment of the North 800 block of East Washington Avenue.

With this development, we will create an active, vibrant, and sustainable epicenter for the corridor, neighborhood and City. The impact of the proposed development will have a far reaching positive effect on the community by providing services and infrastructure necessary to maintain momentum and interest in the district while also providing a standard of excellence for future projects.

We believe in Cities and we believe in the ability of urban environments to transform and create uplifting and connecting spaces for residents and visitors.

Most of all, we believe Cities are for people.

The site is adjacent to the first marketplace in Madison and we are pleased to continue the tradition and opportunity for a central activity and service hub, including a locally owned and nationally respected full service grocery store.

The City of Madison and TLNA have invested an enormous amount of energy and resources to develop Planning guidelines for the District. This proposal would not be possible if it weren't for these visions and efforts and we are confident that the proposed mixed use development exceeds the expectations of the Neighborhood, goals and requirements of the Capitol BUILD plan, Neighborhood Plan, Urban Design District 8, and the TE zoning district, as well as the goals of elected officials in the immediate and adjacent districts.

As detailed in the following response, all involved parties and their respective areas of expertise are aligned with the City of Madison, Staff, and Policy to create a development which represents the ideals, goals, and vision of the Capitol East District.

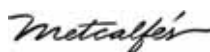
We sincerely thank you for your consideration

Respectfully,

Otto Gebhardt III
Gebhardt Development

Tim Metcalfe
Metcalfe's Market

Kevin Metcalfe
Metcalfe's Market







I. PROJECT SUMMARY

The available site is very unique for the City of Madison. It is currently vacant, with no existing structures and presents a blank slate to implement the vision of the District and Development team.

Our project consists of three primary objectives:

1. **A full block mixed-use sustainable development containing a Metcalfe's grocery store, professional office and retail uses, a mix of housing and live/work environments, and structured parking.**
2. **A 24 hour destination and district centerpiece providing uses and services necessary for the continued reinvigoration of the neighborhood and District.**
3. **A sustainable showcase of design and innovation through partnerships and outreach with MG&E, UW Madison, Sustain Dane, the City of Freiburg, Germany, and other local and international groups and businesses.**

We believe the best solution to this site is an urban, integrated, active, and sustainable project.

- *One that does not shut down at 5:00pm*
- *One that creates a visible and enduring focus for the District.*
- *One that creates opportunities for interaction and integration*
- *One that creates an environment for activities at Breese Stevens Field.*

PROPOSED DEVELOPMENT COMPONENTS

- *Full Service Grocery Store*
- *Commercial and Retail Space*
- *Rental apartment units*
 - *80% market rate*
 - *20% at 60% CMI*
- *Owner Occupied housing*
- *Live/Work Units*

Full Service Grocery Store

- *50,000 s.f. Metcalfe's full service grocery store.*

Metcalfe's is recognized nationally as premier grocery operators and their commitments to the community and sustainability are without peer. Metcalfe's provides a much needed anchor and gathering space for the District in addition to providing employment opportunities.

Metcalfe's will own and operate a street level restaurant/gathering space on Paterson Street which will activate the Paterson streetscape regardless if there are events scheduled at Breese Stevens Field. Bike parking (sufficient for bikes and trailers for grocery shopping and restaurant patrons) will be provided along Paterson Street. Additional information on the Metcalfe's Handlebar concept is included as an attachment.



I. PROJECT SUMMARY

Commercial and Retail Space

- *50,000 s.f. of commercial space utilizing current sustainable and energy saving methods and technologies*
- *These spaces will vault the District to the forefront of sustainable thinking and living and will create a desirable environment for new business generation.*
- *The GreenLink Center sustainability elements will benefit all potential tenants and not be limited to any particular type of tenant.*
- *Partnerships with Sustain Dane, UW, MGE, and City of Freiburg are in place for information and technology sharing.*

GreenLink Centre

The commercial portions of the project, including the lobby and flex and event space is referred to as the “GreenLink Centre”.

The basic mission of the GreenLink Centre will be to serve as a networking, education and tour site that concentrates on catalyzing the growth of green technology and positive sustainable lifestyles in the Capital East District (CED).

Partially modeled on the extremely successful “Solar Info Center” in Freiburg, Germany, the facility will be positioned as a hub of activity that draws inspiration from tenants, demonstration areas, collaboration partners and the surrounding community.

Activities will be designed to encompass not only the facility itself, but also the 800 N. Block and the surrounding CED area. The proposed facility will include dynamic multi-revenue, multi-use main floor flex-space, coupled with meeting-related amenities that facilitate business and non-for-profit tenant activities, as well as serve to ‘link’ the Madison community with global innovations in renewable energy, energy efficiency and sustainability.

With a range of strategic partnerships that have been cultivated over the span of the past 8 years by Ted Markus Petith of GreenLink Projects LLC, the recent addition of Gebhardt Development LLC as a primary strategic partner brings marketplace credibility to the concept.

Additionally, Gebhardt’s vision for an entire block of activity provides a one-of-a-kind opportunity to demonstrate a broad spectrum of green technology and sustainability concepts that break down the barriers of a single commercial building.

GreenLink Centre and the green-related 800 N. Block site features will serve as an ‘open classroom’ for the Madison community that will enhance our collective understanding of green technologies, facilitate our sustainability dialogue, and bring new visionary ideas to the CED.

Breese Stevens interaction

- *Will begin the reuse and reinvigoration of Breese Stevens by providing adjacent event parking infrastructure and related retail and entertainment uses*

Mifflin bike boulevard interaction

- *No additional auto or truck traffic will be routed to E. Mifflin. The bike corridor designation will be valued and emphasized*



I. PROJECT SUMMARY

COMPLIANCE WITH RFP STATED GOALS

The City expects to select a master developer for the entire 800 North block. If land is to be purchased and developed in phases, a solid plan for phasing and dealing with the complexity will be required.

✓ *Achieved- See Section 9*

The City is seeking proposals that reflect current market conditions.

✓ *Achieved*

To the extent that TIF assistance is required, the City is seeking proposals that can be supported solely by the increment generated on the 800 North block.

✓ *Achieved- See required analyses requested under separate cover*

There is significant interest in the neighborhood in the development of a full service grocery store.

✓ *Achieved- Metcalfe's full service grocery is a critical component of the project*

RFP SITE PROJECT GOALS

Create a significant intensity and a mix of residential, commercial and / or retail development that will serve as a catalyst for additional reinvestment and a range of employment opportunities within the District.

✓ *Achieved- See Section 2*

Show how redevelopment projects on the Site would relate to a greater utilization of Breese Stevens Field, a historic sports field adjacent to the site, and how shared parking for users of Breese Stevens Field may be accommodated on the site. The City has the goal of the rebirth of Breese Stevens Field into a lively sports, entertainment and community destination.

✓ *Achieved- See Section 5*

Create a project that sets a dynamic and high quality architectural design for future redevelopment efforts in the District.

✓ *Achieved- See Section 7*

Be compatible with and add vitality to the surrounding neighborhoods. Proposals should be four sided, with particular sensitivity to the Bike Blvd on East Mifflin St.

✓ *Achieved- See Section 7*

Create development consistent with guidelines in Urban Design District #8.

✓ *Achieved- See Section 4*

Maximize green building principles and implement sustainability systems on a block and district-wide basis to the extent feasible (see Section B).

✓ *Achieved- See Section 8*

Create development consistent with the East Washington Avenue Capitol Gateway Corridor plan and the Tenney Lapham Neighborhood Plan.

✓ *Achieved- See Section 4*



II. DEVELOPMENT PROGRAM and CONCEPT

We view this development not as an isolated piece, but as an opportunity to integrate larger ideas and resources into the District and Community to create a destination and centerpiece

We have established connections and interest locally and with potential partnerships in Freiburg, Germany, we can maximize the amount of sustainable technology and interest in the District and embrace concepts and ideas that will be benchmarks for future development in the District and region.

A. PROPOSED AND PROSPECTIVE BUSINESS TYPES AND SQUARE FOOTAGES

approximately 100,000 s.f.
of commercial space available

Committed Commercial Tenants:

50,000 s.f. Metcalfe's Market

Interested Commercial Tenants:

3,000 s.f. Sustain Dane

15,000 s.f. Viessmann Group

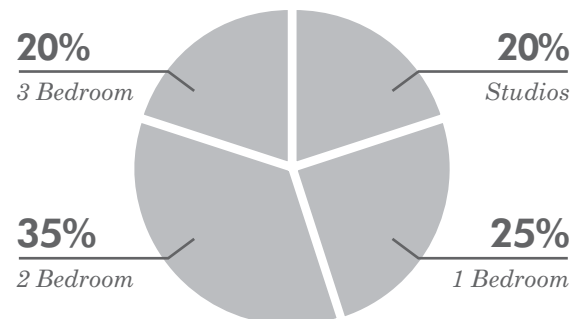
2,500-5,000 s.f. Underground Food Collective

B. RESIDENTIAL UNIT COUNTS AND SQUARE FOOTAGES

Rental Apartments:

181	Market Rate Units at 500 - 1300 s.f.
45	Affordable Units at 500 - 1100 s.f. (20%)
14	Live/Work Units at 500 - 1600 s.f.
22	Owner Occupied Housing Units at 800 - 1600 s.f.

Apartment mix would be as follows:



262 TOTAL UNITS

Density of Residential and Live / Work Units:

58.2 UNITS / ACRE



II. DEVELOPMENT PROGRAM and CONCEPT

Apartment Rental Housing

Serving the needs of employment opportunities on site, as well as elsewhere in the corridor, neighborhood, and City, this component is essential in attracting and keeping major employers in the district while also providing an increase in density for other City uses and goals.

Live/Work Loft Housing

Live/Work lofts provide another critical component to infuse jobs, ideas, and innovative thinking into the District, these spaces will offer maximum flexibility for small businesses and technology and design-related practices in an environment that encourages collaboration.

Retail/Commercial/Office

The project will provide gathering and uses related to the Stadium (restaurants, brewpubs, etc.) as well as flex and gathering spaces for events and activities relating to the commercial tenants.

Owner Occupied Housing

Encouraging family friendly, stable, and sustainable living on the isthmus. Located across from Reynolds Park, the location is one of the most desirable on the isthmus. In addition, this housing type will be developed in conjunction with Meinhard Hansen to maximize sustainable and passive elements. One residence will be designated as a showcase and made available for tours and community outreach.

A true sustainable live/work development can be created with sufficient density to assist in furthering ancillary goals of the City and corridor.

Structured Parking

Parking will be for users of Metcalfe's Market, commercial tenants, customers, and residents. The developer and tenants will coordinate with the City of Madison Parks Department to provide event parking in the structured parking facility. There are 523 parking spaces proposed on 4 levels for the development.

In addition, by keeping the parking structure floor plates flat and providing speed ramps to access above grade levels, the internal parking structure can be repurposed at a future date for additional office, research, or another market driven use when additional public transportation infrastructure is in place.

Public Green Space

Located around the site and above the structured parking, the ability to provide open space was viewed as essential for the quality of life that is desired with this development. The green space complements and is enhanced by adjacent spaces- Reynolds Park and Breese Stevens Field.

Urban Roof Farm

As a component of our sustainability goals, a rooftop production farm will be installed on the roof of Metcalfe's Market. As a result of our outreach to the community, the UW will be involved in research pertaining to growing and harvesting methods with the intent of utilizing the produce in the grocery store and local restaurants.



II. DEVELOPMENT PROGRAM *and* CONCEPT

C: PROJECT GOALS

- *Provide a long term sustainable and livable development designed for multimodal transportation options*
- *Provide market rate and income qualified new housing options for employees of the corridor and neighborhood*
- *Set precedents for future development along the corridor and City.*
- *Contribute to the reinvigoration of Breese Stevens Field*
- *Provide construction employment and long term professional employment in the corridor*

D: BENEFITS TO NEIGHBORHOOD

Full Service Grocery Store owned and managed by the premier Grocery Family in the Midwest. Metcalfe's has commitments to locally grown products and sustainability in all aspects of their business.

- *Additional Housing options*
- *Green space*
- *Interaction with Breese Stevens Field*
- *No disruption or relocation of any residents or businesses*
- *Long desired and better use of a neglected property*
- *Enhancement of Mifflin Street Bike Boulevard*



III. COMPOSITION *and* EXPERIENCE of DEVELOPMENT TEAM

The core members of the Development and design teams have previously gone through the approval process for the 700N block of East Washington and are intimately familiar with the process and requirements of designing and building in the District.



Otto Gebhardt III

608.245.0753

222 North Street
Madison, WI 53704

GEBHARDT DEVELOPMENT

Otto has been involved in real estate investment and a business owner in Madison, Wisconsin and surrounding communities for more than 21 years. Otto has significant contacts in the Madison real estate and financial markets. He owns and operates numerous companies, including Colonial Management, Inc., which is a property management company that manages approximately 1,200 commercial and residential units in the Madison metro area. Otto has successfully developed and redeveloped several properties in the Madison area and has garnered past recognition from Madison city officials for the quality and viability of his commercial real estate projects. Otto's vision and ability to complete complicated transactions was apparent with the current construction of the Constellation project on the 700N block of East Washington, following a similar process. He owned and managed Quality Fitness, a retail fitness equipment business with headquarters in Madison, for approximately 16 years from 1988 to 2004. Otto has been active in civic and non-profit organizations for his entire professional life.



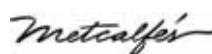
Tim Metcalfe
President

608.238.7612

726 N. Midvale Boulevard
Madison, WI 53705

METCALFE'S MARKET

Metcalf's have long been considered the premier grocer in the State of Wisconsin. A complete description of Metcalfe's history and philosophy is contained as an attachment to this submittal.





III. COMPOSITION *and* EXPERIENCE of DEVELOPMENT TEAM



Christopher Gosch

608.333.1926

219 North Street
Madison, WI 53704

BARK DESIGN

Christopher's experience has taken him around the country for retail, commercial, and multi-family housing projects. His ability to create spaces in unexpected and unique ways has been a result of many years of research, listening, and implementing these ideas.

As a former employee of the Alexander Company, Christopher worked on very challenging historic renovation, multi-family, and commercial projects, and as a strong believer in collaboration as a design tool, he has been able to successfully work with building owners, tenants, contractors, and tradespeople to create enduring, functional, and inspirational built environments.

He is a registered Architect in the State of Wisconsin and is continually exploring new ways to build and live.

Work can be viewed at: www.bark-design.com



Steve Holzhauer

(608) 442-5350

222 W Washington Ave
Madison, WI 53703

EPPSTEIN UHEN ARCHITECTS

Steve is passionate about sustainability and enjoys helping clients explore high-performing, energy efficient and engaging facilities. As a managing principal in the firm, Steve has demonstrated leadership skills that are a valuable asset to the project team. He will participate in strategic meetings that determine budgets and design.

Examples of Eppstein Uhen's work and related experience can be viewed at: www.eua.com



III. COMPOSITION *and* EXPERIENCE of DEVELOPMENT TEAM



KBS CONSTRUCTION

General Contractor

Tom Schuchardt

(608) 838-6100

3841 Kipp St.
Madison, WI 53718

KBS was founded in August of 2000 by Dennis Klein, Tom Schuchardt, Larry Breneman and Pat Babe. These four combined over 100 years of construction and development experience to form a new general construction company serving southeast Wisconsin. The foundation of the KBS business plan was to assemble the best field operations in Wisconsin and supplement that with superior estimating and project management services. The combination of the best self-perform construction operations, with high quality management, utilizing state of the art tools and systems, has helped KBS steadily grow into one of the largest contractors in Wisconsin.

In 2005, Doug Carlson joined KBS as a vice president, Chief Financial Officer and shareholder. Doug's wealth of experience and quality reputation in the industry is a substantial asset to the company.

This group's diverse experience in administration, field operations, accounting, finance and development enables KBS to approach every project with a unique understanding of not only design and construction, but the intricacies of financing, developing and marketing the final product.

STUDIO H2G

Retail Consultant

Julie Dugas

Principal Partner,
Retail Brand & Design Strategist
jdugas@studioH2G.com

Julie has over 23 years experience in the retail design industry, as a results oriented designer she works to develop creative solutions for the environmental and brand challenges facing retailers today. Her primary competencies are retail design, brand & graphic communications and retail strategies.

Julie's design and strategy experience has included a very productive 15 year relationship with Metcalfe's Market including the Hildale, Wawatosa and Madison West stores.



III. COMPOSITION *and* EXPERIENCE of DEVELOPMENT TEAM

DESIGN STUDIO ETC.

Landscape Architect

Garret Perry
ASLA, LEED AP

gperry@designstudioetc.com

Garret has been practicing landscape architecture and community based planning for the past 20 years. His strong emphasis on timeless design and community participation has established him as respected professional in the Midwestern community. Garret's commitment to inspired and collaborative design and ability to work through difficult design and social constraints is his greatest strength.

ENDEAVOUR CORPORATION

Financing Program Consultants

Randy Roth

randy@theendeavourcorp.com

Endeavour is a fourteen year old development company that specializes in urban and rural retail development. Over those fourteen years, the firm has developed over \$200 million in retail based projects throughout twenty-five different rural or urban makes places including Florida, Mississippi, Kentucky, Illinois, Wisconsin, Iowa, Alabama and South Carolina.

Given its emphasis on more challenging markets, Endeavour has established a national reputation for its creating capital structures that utilize Federal, State and local financing tools including Federal New Market Tax Credits, Federal Community Block Grants, local tax incremental financing and State bonding programs. Primarily, Endeavour utilizes these tools when developing grocery stores where the cost of the project exceeds the project's market value. Over the last three years, Endeavour has developed and structured seven large scale grocery store projects utilizing Federal New Market Tax Credits and other public programs. In total, Endeavour has developed fifteen (15) New Market Tax Credit projects.



III. COMPOSITION *and* EXPERIENCE of DEVELOPMENT TEAM

OTHER PROJECT PARTNERS

Architektbüro Hansen

Meinhard Hansen
Passivhaus Architect
mhansen@meinhard-hansen.de
www.meinhard-hansen.de/
Mobile: 01149 (0)151 24034024

Meinhard Hansen is a Passivhaus Architect from Madison's Sister City of Freiburg, Germany who has over 20 years of experience in designing and building to the super-high energy efficiency standard referred to as "Passivhaus" (PH).

Buildings built to the PH standard use 80-90% less heating and cooling load than conventional construction. Mr. Hansen, in collaborations with Mr. Petith of GreenLink Projects LLC, has been developing connections over the past 5 years to enter the Madison marketplace.

Mr. Hansen will help design and implement the technologies needed to construct two PH Townhouse units on the NE side of the property that will be used to demonstrate PH concepts and technologies. He will be working in conjunction with Viessmann Group in Allendorf, Germany to source relevant technologies, will consult on the project, and will also be a resource as the facility develops distance-learning workshops that showcase green technology and innovations from Freiburg. Architektbüro Hansen is also interested in project tenancy.

Johnson Controls, Inc.

Clay Nesler
VP for Global Energy
and Sustainability

JCI has expressed an interest in advising with energy efficiency and monitoring technologies for the project. A globally recognized leader in green technology, the Milwaukee-based company has already shown a strong interest in communicating new and innovative green-tech technologies. The project, and related renewable energy and energy efficiency technology demonstration areas align nicely with this corporate priority. JCI has made significant R&D investments in UW-Madison and other UW Campuses. This project will work to capitalize on this investment by working to establish field station opportunities for these UW-related JCI partnerships. Mr. Nesler has been briefed on Gebhardt Development's proposal for the 800 N. Block and is prepared for more detailed discussions on JCI's potential involvement in the project.



III. COMPOSITION *and* EXPERIENCE of DEVELOPMENT TEAM

OTHER PROJECT PARTNERS

UW-Madison

Craig Benson
Co-Director, Office of Sustainability

Paul Robbins
Director, Nelson Institute
for Environmental Studies

Elizabeth Tryon
Assistant Director for
Community-Based Learning,
Morgridge Center for Public Service

Tom Eggert, Esq.
School of Business, WI-DNR,
WI Sustainable Business Council

**Laura van Toll
and John Ferrick**
College of Agricultural
and Life Sciences International
Programs Office

UW-Madison will have several avenues of involvement in the activities on the 800 N. Block site. The Office of Sustainability and Nelson Institute will help provide interns to partner with the Gebhardt Development team to assist with site, facility and 'green' demonstration area project development. Many of the proposed demonstration features of the site and facility will be designed to host ongoing research components. This capacity will allow the renewable energy and energy efficiency site aspects to remain fresh and relevant into perpetuity. The Morgridge Center for Public Service will help coordinate ongoing site and facility support by assisting with Community-based Learning and Research.

Ongoing infrastructure support would include student tour guides, information desk staffing and related activities to be coordinated with other stakeholders (i.e.: Sustain Dane and MGE). The School of Business and WI Sustainable Business Council will assist in identifying potential WI-based tenants.

The CALS International Programs Office has a working relationship with Ted Petith (a CALS Associate Lecturer) to plan, organize and lead Global Health Certificate Field Experience courses both in Madison and in Freiburg.

These UW-Madison entities are extremely supportive of increasing the number of real-world opportunities for students that serve to enhance their traditional classroom experiences (i.e.: Capstone courses), and are excited about a long-term relationship with the Project and site. This dynamic will be a unique method of injecting developing young minds into the CED to help invigorate and enliven the area.



III. COMPOSITION *and* EXPERIENCE of DEVELOPMENT TEAM

OTHER PROJECT PARTNERS

Viessmann Group (BIOFerm)

**Nadeem Afghan
and Daniela Rumpf**
(Madison)

Harald Prell
President,

Viessmann North America (Canada)

Dr. Martin Viessmann
President
Viessmann Group (Germany)

Viessmann Group and their local Madison BIOFerm office are interested in negotiating tenancy in the development as well as assisting in the design of the proposed Biogas demonstration area. Viessmann Group is a globally-recognized green technology leader based in Allendorf, Germany. Several of their corporate offices are already reaching net-zero energy status using concepts and technologies proposed for the project. The Viessmann Group global corporate division has also expressed an interest in a broader technology and tenancy footprint in the type of development being proposed by the Gebhardt development group for the 800 N. Block. As indicated earlier, part of Viessmann Group's activities will involve collaborating with Freiburg's Meinhard Hansen on the proposed Passivhaus Townhouse demonstration facilities, as well as assisting with technologies that would work in concert with the radiant heating application being proposed for the project.

Sustain Dane

Kristen Joiner
Executive Director

Sustain Dane (SD) is interested in becoming a project tenant and a facility/site events programming partner. SD will conduct a portion of their ongoing events and programs in the facility (ie: Badger Bioneers and Eco-Salon)—programs that help the community understand issues and trends in the area of sustainability. Additionally, SD will collaborate to bring other sustainability-related events to the CED area, including 2-3 programs with components at Breese Stevens Field.

SD under Ms. Joiner's leadership has grown into the region's premier sustainability organization and in conjunction with several partners (including the City of Madison and MGE) has developed several programs that assist the business community in realizing a greater level of sustainability in their buildings and general operations. These connections will serve as one of the networks to help cultivate tenants for the development.



III. COMPOSITION *and* EXPERIENCE of DEVELOPMENT TEAM

OTHER PROJECT PARTNERS

Madison Gas & Electric

Lynn Hobbie
Senior Vice President

Madison Gas & Electric (MGE) is willing to explore potential partnership opportunities for energy-related demonstration areas in the GreenLink Centre facility and/or related 800 Block North site. If MGE were to be involved, they would collaborate with Gebhardt Development LLC, UW-Madison and other stakeholders to design, plan and implement the proposed demonstrations that will serve to educate the Madison community about specific energy opportunities and applications.

GreenLink Projects LLC

Ted Markus Petith
Consultant

As Principle Consultant of GreenLink Projects LLC, Mr. Petith's work in the past 8 years has centered on information and expert exchange – particularly concentrating on Madison's Sister City of Freiburg, Germany – that can be used as the basis for exciting and forward-thinking 'green' projects in Madison. Mr. Petith has worked extensively with the City of Freiburg and the German-American Chamber of Commerce of the Midwest (GACCoM) to develop networks that can support ongoing informational and educational exchange for the benefit of the Madison community.

Mr. Petith has worked extensively to bring green-tech experts to Madison and has also led or facilitated several fact-finding delegation trips to Freiburg for the City of Madison, UW-Madison and the GACCoM. In addition, he has helped several GACCoM delegations find contact opportunities in WI, including a week-long GACCoM BioEnergy Conference and Delegation that visited Madison (Oct. 2011). Mr. Petith and GreenLink Projects LLC have developed an extensive list of business contacts in Germany and WI who are interested in innovative green projects. As a member of Gebhardt Development's 800 N. Block project team, Mr. Petith will utilize his many years of networking and cultivation to bring a unique dynamic to the project. Mr. Petith will work as a Gebhardt team member to finalize tenancy for the GreenLink Centre, assist in implementing the broader 'green vision' for the site.



III. COMPOSITION *and* EXPERIENCE of DEVELOPMENT TEAM

OTHER PROJECT PARTNERS

City of Freiburg, Germany

Günter Burger
Head
International Affairs Division

Petra Hess
Freiburg Green City Office

Freiburg is Madison's Sister City in Germany and is a globally-recognized destination for green technologies, projects, R&D and eco-tourism. With over 15,000 people living in sustainably designed neighborhoods (Stadtteil Vauban and Reiselfeld), a strong public and carbon-free transportation system, innovative projects (i.e.: Solar Info Center, Buggingerstrasse 50, Solar Hotel Victoria) and many other 'best-practice' sustainability initiatives, Freiburg provides good models for medium-sized urban environments. In the last 8 years, collaborating with Ted Petith of GreenLink Projects LLC, the City of Freiburg has assisted Madison-based green professionals, UW-Madison students and others to experience what it has developed in the green space, as well as facilitating knowledge-exchange on potential projects that could benefit its US Sister City of Madison.

The City of Freiburg will assist in organizing Freiburg-related green information and demonstration areas for the project and will continue to facilitate green-related educational exchange with Madison by helping to support the facility's distance-learning activities and objectives. Mr. Burger and Ms. Hess were briefed in Freiburg in late October 2012 by Mr. Petith on the potential of a Gebhardt proposal. They have been updated recently on progress and are very excited to collaborate on a variety of levels.



III. COMPOSITION *and* EXPERIENCE of DEVELOPMENT TEAM

Other consultants to be involved in the implementation of the project:

PROFESSIONAL ENGINEERING

Civil Engineer

Roxanne Johnson, P.E.
Waunakee, WI

FULL SPECTRUM SOLAR

**Solar Energy Generation
Consultant**

Burke O'Neal
Madison, WI

PIERCE ENGINEERING

Structural Engineering

Carl Fink, P.E.
Madison, WI

LIGHTING ERGONOMICS

Lighting Consultant

Mandar Bankhele
Madison, WI

MILLER, BEAM, + PAGANELLI

Sound Consultant

Douglas Koehn
Washington D.C.

ISTHMUS SURVEYING

Surveyor

Paul Spetz
Madison, WI

D7 CONSULTING

Envelope Consultant

Danny Westerfield
Los Angeles, CA

CGC INC.

Geotechnical Engineer

Dave Staab
Madison, WI



IV. LAND USES

As previously outlined in the proposal program, project will be a mixed use development with parking, residential and commercial uses. Proposed uses meet the definition of the TE zoning district and complies with UDD8, BUILD, and Neighborhood plans.

Site elements include the following:

Common

- *Structured Parking*
- *Centralized pocket parks*
- *Wide landscaped sidewalks to create a vibrant and active “walkable street”.*
- *Street level design and access based around the scale and needs of bicyclists and people, not cars.*

Buildings

- *Full Service locally owned and operated Grocery Store*
- *Retail and office components on floors 1-3 of East Washington and Livingston.*
- *Rental Apartments (Market rate and affordable)*
- *Live/Work units*
- *Owner occupied condos*



IV. LAND USES

MASTER PLAN COMPLIANCE

Proposed uses are consistent with the BUILD and neighborhood plans with residential and mixed use, including a locally owned grocery store, all of which provide the highest and best use for the site.

Refer to attached guidelines spreadsheet for additional information.

Access to the structured parking is off Livingston and Paterson. No vehicular access points are to be provided off the Mifflin Street Bike Boulevard, however, the pedestrian and bike uses will be emphasized.

The exterior building design creates a strong streetscape on all four sides with massing and materials that enhance the experience and scale of the pedestrian, while providing wide sidewalks and breakout areas for congregation and shade.

Targeted business types for the Retail and Office portions include:

- *Architecture and Engineering Firms*
- *Artisans*
- *Galleries*
- *Sustainability based companies*
- *Restaurants/Pubs*
- *Medical Clinics and Outpatient Services*

The Live/Work spaces provide another opportunity to provide jobs and incubation for small businesses and technology and design-related practices. Designed to provide maximum flexibility, there will be common gallery spaces and courtyards to encourage collaboration, display and idea sharing between entrepreneurs.

Examples of tenants include:

- *Photography Studios*
- *Technology and Software startups*
- *Wellness related businesses*
- *Electronics and Computer related businesses*
- *Art Galleries*
- *Visual Art and Sculpture Studios*
- *Bakeries*
- *Professional Services*

As previously outlined in the program statement, a variety of unit types, ownership options and income qualified units are integral as part of the development.

The targeted demographics for residents are as follows:

- *Employees of businesses located in the district*
- *Design and Arts professionals*
- *Families desiring a sustainable urban lifestyle*
- *Current neighborhood residents*

As a function of the desire to create a diversity of housing options, 20% of the proposed rental units will be designated for persons earning 60% of CMI.

Our concern is that any density of income qualified housing higher than 20% will have a negative effect in attracting businesses to locate within the corridor as their employees would more than likely be disqualified from living in the newly constructed housing.

Creating a true professional live/work environment on this scale and then forcing employees to commute out of the district to is not a desirable option for the sustained vibrancy of the District or City.



IV. LAND USES

UNIT COUNTS AND SQUARE FOOTAGES

700 - 1,600 s.f.	185 Multi-Family Residential Units
1,600 s.f.	22 Live / Work Lofts
168,000 s.f.	Total S.F. of Apartment Building
98,000 s.f.	Retail / Commercial / Office

The project approach was to provide an environment that was capable of maintaining a vibrant and active use on its own while creating nodes and connections for future developments along the East Washington Corridor and district.

Strengthening the East Washington Streetscape with a true walkable street by providing wide landscaped sidewalks with overhang weather protection for pedestrians and “break out” spaces accessing the interior to be used for sitting and congregating.

Businesses and Retail areas are located at street level through third floor on East Washington and Livingston to take advantage of the accessibility, visibility and resources afforded to this location.

As the scale of the neighborhood becomes smaller and the effects of East Washington Avenue are less pronounced, the walkable street elements continue, with smaller scaled live work environments accessible through public pedestrian plazas and gallery spaces.



IV. LAND USES

ZONING

The land uses, massing, and proposed height are consistent with the Capitol BUILD plan, Neighborhood Plan, and UDD8.

The newly adopted TE zoning permits the following uses without exception:

- *Artist, photographer studio, etc.*
- *Insurance office, real estate office, sales office*
- *Professional office*
- *Clinic - Health*
- *Physical, occupational or massage therapy*
- *Coffee shop, tea house*
- *Parking facility, public*
- *Heliport*
- *Solar energy systems*

and the following as conditional uses:

- *General retail*
- *Food and related goods sales*
- *Restaurant*
- *Restaurant-tavern*
- *Tavern , brewpub*
- *Dwelling units in mixed-use buildings*
- *Live/work unit*
- *Multi-family building or building complex*
- *Outdoor eating area associated with food & beverage establishment*

It is the intent of the development team to pursue a conditional use for the project for the following uses:

- *General retail*
- *Food and related goods sales*
- *Restaurant*
- *Restaurant-tavern*
- *Tavern , brewpub*
- *Dwelling units in mixed-use buildings*
- *Live/work unit*
- *Multi-family building or building complex*
- *Outdoor eating area associated with food & beverage establishment*



V. CONTEXTUAL RELATIONSHIP *with* NEIGHBORHOOD

The site is very unique in that it borders East Washington on the South, City owned properties (Reynolds Park and Breese Stevens Field to the North and East) and the Constellation Mixed Use development to the West.

There are no existing businesses or residents that would be displaced or disrupted because the Site is currently vacant. This gives us the opportunity to understand what the District needs and how to implement this on a larger and integrated scale.

Our proposed development gives priority to the TLNA Neighborhood experience with emphasis placed on pedestrian and bicycle components, which is critical for the long term success of the District.

The proposed development is very permeable with multiple pedestrian and bicycle access points, however, we are designating Paterson and Livingston as the automobile access points, with access from both streets provided internally through the parking structure. Loading and garbage pickups would occur internally in the parking structure to minimize any neighborhood noise or disruption.

Livingston and Paterson could also be closed off for special events- open air markets or stadium functions.

Automobile Parking and access is configured to maintain full access to parking if either street is temporarily utilized for an event, and, of course, pedestrian and bicycle access will be unencumbered.



V. CONTEXTUAL RELATIONSHIP *with* NEIGHBORHOOD

VIEWSHED

The proposed project complies with adopted Planning documents with respect to height and setbacks. Because of this, views of the Capitol from Reynolds Park will be unobstructed by this project.

REYNOLDS PARK

Owner occupied condominiums are proposed for Mifflin Street directly across from Reynolds Park. This use will create a desirable and family friendly streetscape, and will enhance the traffic calming effects and pedestrian and bicycle scale of the East Mifflin Street Bike Boulevard.

PEDESTRIAN ACCESS

Public space and pedestrian access at street level is an important livability element. Creating a scale that is compatible with the human form and creating paths and sidewalks with enough room for several people side by side creates an inviting and vibrant streetscape.

Paths at the perimeter of the site, through the live work area, and at the mid-block access point give priority to easily navigating through and around the site, enhancing livability and long term successful use.

Using Walkscores.com as a metric, the 800 block already scores very high (see attached) and we are adding to the available resources through the creation of a full service grocery store and related amenities and living spaces.

The proposed development serves a large portion of the neighborhood population (including Williamson and Johnson Streets) within an eight minute walk, and to the Square and both lakes within a 15 minute walk.



BICYCLE ACCESS

Bicycle access will occur at nodes on E. Washington Livingston and Paterson streets and at a center access point on East Mifflin. We will enhance E. Mifflin as the premier Bike Boulevard in the city of Madison by providing convenient access and parking, work stations, and a bicycle themed and accessible bistro presence on Paterson Street. Additional covered bicycle parking for tenants and guests will be provided throughout the development. A B-Cycle location will be pursued for the site or at a Breese Stevens Field location.

Again referring to Walkscores.com, the area is referred to as a “Biker’s Paradise” with Downtown, Capitol Square, and most of the Isthmus accessible within an 8 minute bicycle ride. See attached documentation for additional information.



V. CONTEXTUAL RELATIONSHIP *with* NEIGHBORHOOD

PUBLIC TRANSPORTATION ACCESS

There is an existing bus stop near the corner of East Washington and Paterson Streets that will serve the District with the following routes:

East Washington

Routes 6, 14, 15, 25, 29, 27, 56, 57.

Johnson/Gorham

Routes 2, 5, 9, 10, 27, 28. offer an additional six routes.

Jenifer/Williamson Street

Routes 3, 4, 10, 38.



This development has the opportunity to create a precedent for infill development in the district. Increased density provides a myriad of benefits in terms of efficient land and resource usage and potential public transportation options.

The buildings and environments take advantage of the views of the Capitol, stadium, and lakes on the upper levels and the open green space provided on site at the lower levels. Mitigating the effects of traffic and noise from East Washington played a paramount role in siting the building and placing uses.

The live/work units will have common landscaped courtyards for congregation of tenants and ideas. The lofts will have an operable overhead door that opens onto the courtyard for maximum flexibility.

In addition to the creation of pedestrian scaled interactions on the site, the buildings and uses are sited and massed to create an interactive environment with purpose, not simply a convenient collection of buildings.

AUTOMOBILE ACCESS AND PARKING

Access to structured parking is off Paterson and Livingston streets, with through access between side streets provided within the proposed parking structure. Parking will be provided in a structured parking facility for Grocery Store customers, commercial tenants and residents. No automobile access points will be created off Mifflin Street.

Additionally, parallel automobile parking is proposed on all streets bordering the site for general use by the neighborhood.

Lighted intersections occur at Paterson and Livingston and we would like City of Madison Streets to help coordinate additional signage or other measures as appropriate to direct truck traffic away from the Mifflin Street Bike Boulevard.



VI, VII. PRELIMINARY SITE *and* BUILDING PLANS

**URBAN DESIGN DISTRICT 8:
SECTION 7; B; IV:**

**IV. BUILDINGS SHOULD BE DESIGNED
AS PRODUCTS OF THEIR OWN TIME.
COPYING HISTORIC APPEARANCE AND DETAILS
IS DISCOURAGED.**



VIEW FROM INTERSECTION OF EAST WASHINGTON AND PATERSON- DUSK



VIEW FROM INTERSECTION OF E. WASHINGTON AND LIVINGSTON



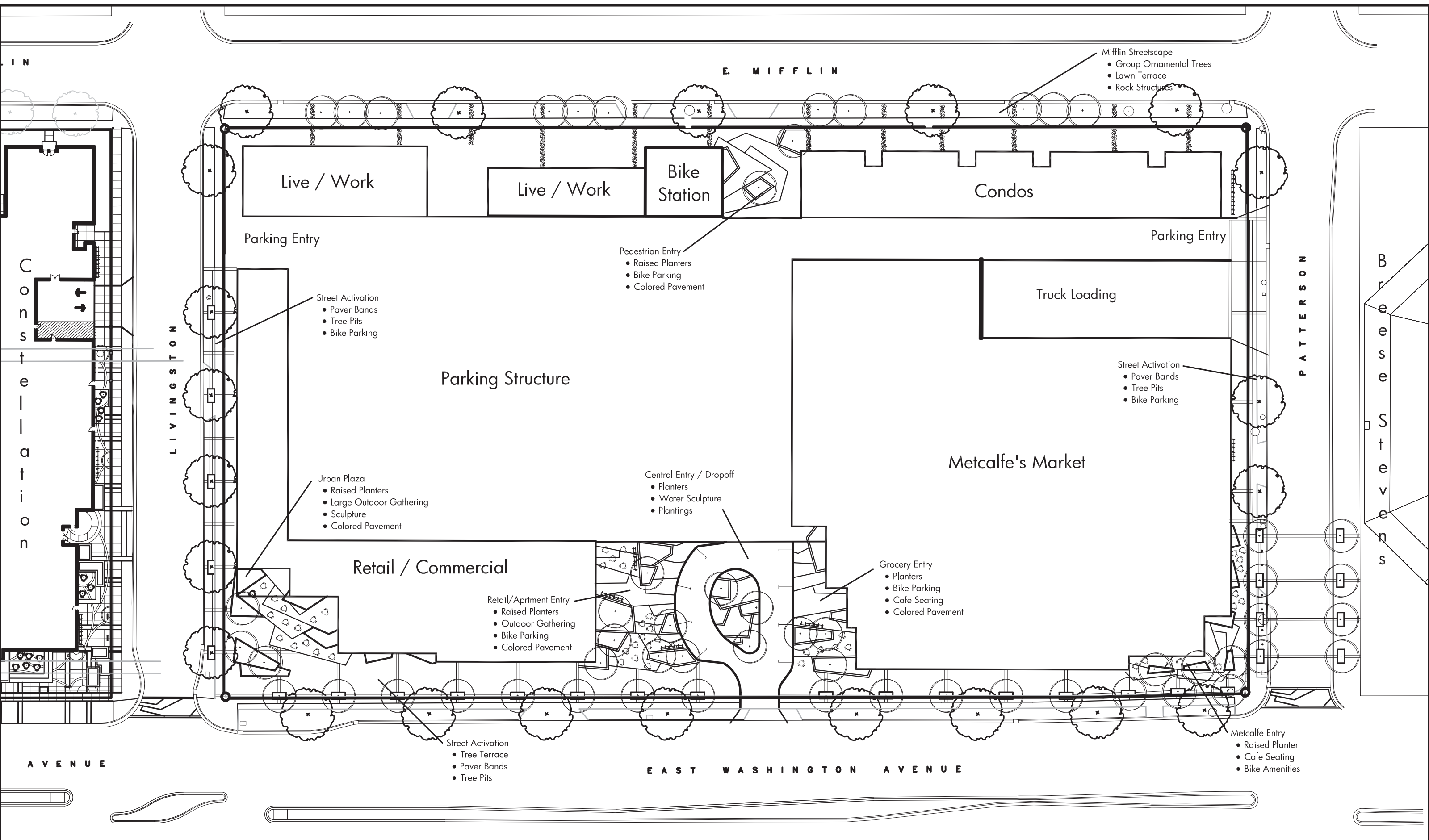
VIEW FROM INTERSECTION OF E. MIFFLIN AND PATERSON
(REYNOLDS PARK)



VIEW FROM INTERSECTION OF E. WASHINGTON AND PATERSON



CONCEPT BLOCK DIAGRAM AND CONTEXT





VIII. UNIQUE ELEMENTS



SUSTAINABILITY

We are creating a green business, residential, transportation and discovery hub with sustainable global connections.

We view sustainability as something far beyond an application of materials or a LEED rating. We believe sustainability can affect and enrich the community in unrealized ways. Opportunities for outreach and facilitating relationships while creating an active and vibrant centerpiece is our vision and goal.

We will create environments used around the clock to create vibrant streetscapes. We will put more “eyes on the street” which create safer and more inviting environments. We will create destinations for the neighborhood and City to use, congregate, and share. We will create easy and accessible opportunities to utilize the development by walking or biking. We will create access points to utilize the existing bike and public transportation infrastructure for maximum effect.

Also, we are fostering productive relationships with local and international groups and the University of Wisconsin; groups which share our goals for urban living and sustainability. The breadth of interest and the knowledge base in the City of Madison is tremendous and we have an unprecedented opportunity to implement these ideas. (see project partners; Section 4 of this proposal)

In addition, we have engaged Meinhard Hansen of Freiburg, Germany as a consultant for the Mifflin townhomes component of this project due to his expertise and history with projects of this type and ability to utilize existing technologies to maximize energy efficiency and sustainability.



VIII. UNIQUE ELEMENTS



SPECIFIC SUSTAINABILITY GOALS

- *Infill Development utilizes existing infrastructure*
- *LEED Silver Equivalency or greater*
- *Minimal construction waste*
- *Minimal land disturbance*
- *Green roof installations*
- *BPIV systems*
- *Biogas digester*
- *Open Green space/pocket parks*
- *Accessible bike parking and access*
- *Covered bike parking*
- *Energy Star appliances*
- *Provide private and semi private outdoor space for all tenants*
- *Low flow water fixtures*
- *Stormwater recycling and storage for Roof Farm irrigation*
- *Employee shower and changing areas*
- *Community car areas*
- *Energy Star appliances*
- *Utilization of materials that have post-consumer content and are easily recycled/repurposed*
- *Utilization of reclaimed materials in live/work lofts*
- *Geothermal/Ground source heat pump mechanical system for several locations- water source heat pump central system elsewhere*
- *Ability to repurpose parking structure at a future date*
- *Low or no maintenance exterior cladding*
- *Rooftop Production Gardens*
- *Condenser Heat Reclamation Systems*
- *Passive House Principles*
A Passive House is a comprehensive, well-insulated, virtually air-tight building that is primarily heated by passive solar gain and by internal gains from people, electrical equipment, etc. Energy losses are minimized. Any remaining heat demand is provided by an extremely small source. Avoidance of heat gain through shading and window orientation also helps to limit any cooling load, which is similarly minimized. An energy recovery ventilator provides a constant, balanced fresh air supply.



VIII. UNIQUE ELEMENTS



LIFE / LIVE / WORK

Madison needs to retain its talent and brainpower as well as attract innovative thinkers. We are charting a path using principles outlined by Madison based and nationally known Next Generation Consulting to develop environments and relationships to attract and retain talent.

Balanced quality of life and work environments; access to everything a City has to offer; opportunity for personal and professional growth.

Places and spaces that inspire and showcase the best the City of Madison and its people have to offer now and for future generations. Because we can implement these ideas, we must.





IX. PROJECT SCHEDULE *and* PHASING

08/2013	Phase 1 & 2 Structured Parking and Grocery Construction Start
02/2014	Phase 2 Structured Parking Construction Complete
07/2014	Phase 1 Grocery Construction Complete
01/2014	Phase 3 Construction (High Rise Residential) Start
07/2015	Phase 3 Construction Complete
08/2014	Phase 4 Construction (Townhomes and Live/Work) Start
07/2015	Phase 4 Construction Complete
4/30/2015	Phase 5 Construction Start
7/21/2016	Phase 5 Construction Complete

07/21/2016 Project complete



The sequence of the project as managed by Gebhardt Development is as follows:

1. Selection by Committee for negotiation of purchase and sales agreement
2. Outreach to stakeholders in TLNA neighborhood and District
3. TIF documentation and application submitted to City of Madison
3. Continued design development internally and with City Staff and TLNA
4. Successful negotiation of PSA
5. Submittal of documentation for Conditional Use approvals
6. Pre-leasing and leases secured
7. Site work (remediation and pilings) beginning in late August of 2013.



X. ECONOMIC IMPACT of DEVELOPMENT

A. TAX BASE

The 800N block of East Washington will deliver a substantial tax increase to the city of Madison. The current tax base is \$0, and with the proposed investment in place and stabilized, we estimate a significant amount of additional taxes to be generated. Please refer to Section 15 of the attached financial analysis submitted under separate cover.

Additionally, there will be a larger ripple effect on tax base and activity as the area continues to be reinvigorated by this project and the services and infrastructure that are provided.

B. EMPLOYMENT

Permanent Employment projections

- *Permanent employment will be created through the Grocery Store component and availability of a variety of office spaces and live/work environments.*
- *Approx. 200 jobs would be created by Metcalfe's Grocery, of which 100 would be full time and 100 part time*
- *With the focus on sustainable professional enterprises, the current project should support a minimum of 250 full time positions, and the targeted demographic and businesses will be at or above City and County Median income levels.*
- *The project is providing critically important live/work space and opportunity for Madison's entrepreneurs*
- *Beyond the immediate job creating effects as outlined above, these projects create an environment for further reinvestment in the District and region by providing a much-needed variety of new market rate housing to attract and retain employers and employees.*
- *Creates a catalyst by providing infrastructure and services for additional development in the District through density and activity.*
- *Region benefits from increased use of Breese Stevens field throughout the year by diverse groups and activities.*
- *Local Professionals will be used to the fullest extent possible for design and construction of the project.*
- *Additional density benefits all businesses and tenants in the District and Downtown.*

Construction Employment projections

We anticipate 350-475 construction jobs for 2 years- not all of these are full time for the duration of the project, but each job has a positive impact on the local economy. We are estimating approx. 115 full time jobs through the duration of construction.



XI. MARKETING PLAN SUMMARY

Metcalf's market has committed to this location for another of their award winning full service grocery stores.

Adjacent retail and commercial spaces will be enhanced by the presence of Metcalf's and the additional population base.

Metcalf's Market has performed extensive market studies for this area. The District has been identified as a "Food Desert" and the inclusion of a full service Grocery store will benefit the District and City.

See attached document "Grocery & Specialty Stores- 3 mile radius"

By creating a sustainable environment, companies and other enterprises looking to relocate will have a competitive edge by choosing to locate in the District. The benefits of this location are numerous:

- *Sustainable Development*
- *Proximity to Downtown Madison resources*
- *Available Parking*
- *Proximity to bus lines and bike routes*
- *Concentration of new housing on or adjacent to the site*



XII. ACQUISITION STRATEGY

The property will be purchased within 15 months of the city's acceptance of this proposal. The purchase includes all three parcels and the entire property will be purchased by a single entity.

PROPERTY PURCHASE

Project will be financed through a combination of private equity sources and New Market Tax Credits.

If selected Gebhardt will submit an offer with the following (but not limited to) contingencies to be satisfied within 240 days of acceptance:

- *Tax Incremental Financing from the City of Madison for the construction of structured parking and other site and sustainability improvements.*
- *Certified Survey Map/Plat approval from the City of Madison.*
- *Proper zoning and land use approvals from the City of Madison*
- *Financing acceptable to Gebhardt, including, but not limited to, the use of New Markets Tax Credits*
- *Title Commitment and an ALTA Owner's Title Insurance Policy in the aggregate amount of the purchase price. Seller will be responsible for the cost of the Title Commitment and Title Policy.*
- *Earnest money subject to negotiation*
- *Developer is requesting a 240 day option on property in order to remove contingencies as described above.*
- *If selected, Developer requests to discuss the following items:*
 - *Purchase Structure and City's ownership timeline*
 - *Phasing and Schedule*
 - *TIF calculations*
 - *Land lease or other interim acquisition strategies*

DEVELOPER RESPONSIBILITIES

- *Provide project Design and Financing*
- *Construct development to meet previously set goals and uses*
- *Engage stakeholders and City of Madison through design and entitlement processes*
- *Secure tenants to meet use and job creation goals of development*
- *Assume risk of market volatilities*

CITY RESPONSIBILITIES

- *Assistance with applicable brownfield grant programs or existing grant funding applicable to brownfield site conditions, sustainable elements, and job creation*
- *Assistance in securing TIF funding*
- *Assistance in coordinating project with all applicable departments and reviews*
- *Enhanced pedestrian/bike crossings located at intersection of East Washington and Livingston and East Washington and Paterson streets.*
- *Engagement with Parks Department for Breese Stevens Field uses.*



ATTACHMENTS

METCALFE'S BIO INFORMATION

METCALFE'S HANDLEBAR RESTAURANT CONCEPT

**GROCERY LOCATIONS WITHIN 3 MILES
OF PROPOSED PROJECT LOCATION**

WALK MAP- 15 MINUTES

BIKE MAP- 8 MINUTES

UDD 8 COMPLIANCE

TLNA PLAN COMPLIANCE

FAMILY



Metcalf's



Welcome to Metcalfe's Market!

Metcalfe's Market is a fourth generation; family owned and operated business that is deeply rooted in the history and tradition of being a neighborhood local market and grocer. Metcalfe's Market is owned by Tim & Kevin Metcalfe and was founded by their Great Grandfather, Henry Hess in Butler, Wisconsin over 96 years ago in 1917.

Tim & Kevin purchased the business in 2000 and promised to guide the business by the same principles and core values as the three generations did before them. Metcalfe's Market currently has locations at the Hilldale and West Towne Mall in Madison and in the heart of downtown Wauwatosa and employs over 500 people in Wisconsin.

Metcalfe's Market is committed to providing the best to their customers through a premier grocery shopping experience. From outstanding customer service to delivering the best products at the best value, we believe we do it better than most. To accomplish this, Metcalfe's employs true servant leadership with our employees and staff along with the business principle of the Triple Bottom Line: people, profit and planet.

We are proud of the reputation we have achieved as being a great community partner that demonstrates integrity and willingness to give back to the community. We, along with all our employees, are proud of what we have accomplished. We are excited about the future and truly appreciate the opportunity to serve our customers in the communities in which we operate.

Sincerely,



Kevin & Tim Metcalfe

Tim Metcalfe
President & Co-Owner

Kevin Metcalfe
Vice President & Co-Owner





At Metcalfe's Market, we focus on delivering locally sourced and gourmet foods at values a customer cannot resist. Our markets are known for an abundance of local and premium quality foods. In fact, many of our own ingredients and foods are sourced from local farms and artisans at the peak of their season. As a grocer within the community, Metcalfe's Market is constantly looking to stay ahead of the competition by having the freshest local produce. Metcalfe's Market is home to fresh baked breads & pastries from 58 local bakeries; more than 500 varieties of artisan cheeses; sustainable seafood, local meats, and the largest variety of local produce in the area. We provide our customers with over 3,000 local foods. We are passionate about food and we have prepared dishes made using local, sustainable and organic ingredients!



SERVICE

Drive-up • Metcalfe's Café • Online Shopping •
Delivery • Floral Design
Catering • Sushi • UPS

Design is as important to us as quality and integrity. In 1998, the Hilldale store was remodeled and received the Grand Prize, Retail Store Design Award from the Institute of Store Planners and Visual Merchandising & Store Design Magazine and also the Retail Design Award from the Association for Retail Environments. In 2003 we purchased and remodeled a Rainbow Foods Store in Wauwatosa. Metcalfe's received the great honor of being named the Wisconsin Family Business of the Year for its positive links between family, business and innovative practices in 2006. Then in 2008, the Hilldale store completed another remodel and won the In Business Magazine's Commercial Design Award for Best Renovation in Retail and was also honored by Grocery Headquarters in New York City with a Retail

Spotlight. More recently Metcalfe's Market has received awards such as the 2010 James Grudzininski Memorial Award, which honors advocates for people with disabilities; In Business' 2010 Sustainable Large Business of the Year; 2011 Isthmus Independent Business - Green Angel Award. In 2012 Tim and Kevin were honored by Wisconsin Grocer's Association with the Grocer of the Year Award and Metcalfe's Market was named Best Grocery Store by Madison Magazine. Metcalfe's also actively participates in Dane Buy Local, Something Special from Wisconsin, Buy Fresh Buy Local, REAP and Greater Madison Chamber of Commerce. Metcalfe's Market recently purchased the Cub Foods - West store in Madison and will be completely renovated by March of 2013.



QUALITY

Look for our signs for prepared foods made with local, sustainable and organic ingredients

In 2008, the Local Food Miles Program was created. In order for products to be eligible for the Food Miles Program, they must be either from the state of Wisconsin or within 150-mile radius of the state capitol. The Food Miles program in 2009 won the Creative Choice Award for Merchandising from the National Grocers Association.



3,000 LOCAL ITEMS

We proudly support our local farmers by buying more than 2,500 foods locally



Metcalfes Market is 100% Green Powered using Local Wisconsin wind, solar, and hydro resources. We have received the 100% Green Powered Partnership Award 2008 through 2010.



100% GREEN

Metcalfes stores are
100% Green Powered

In 2010, Metcalfes Market partnered with FishWise to implement a Sustainable Seafood Program. We were ranked as the 8th most sustainable seafood retailer in the USA and #1 in Wisconsin according to Greenpeace's seafood sustainability scorecard 'Carting Away the Oceans', which was released in April 2011.



1 IN WISCONSIN

Ranked #1 in Wisconsin for
Sustainable Seafood by Greenpeace!



In July, 2010, we created the Reuse & Choose Recycling Program in which customers simply bring in a shopping bag from home (reuse) and we give the customer back 10¢, or upon request we give the customer's 10¢ to our charity of the month (Choose). Metcalfes Market has given over \$51,000 back in dimes each year.



In 2012 we launched a zero waste initiative. In conjunction with Purple Cow Organics, biodegradable waste from our stores will be hauled to a composting facility where it is used to make valuable compost, which is used to organically enrich local farm land. Composting conserves valuable natural resources and scarce landfill space. This program completes the food circle of farm to store and back to farm. Metcalfes currently recycles over 2 tons of organic waste weekly at our Hilldale store.

Metcalfes next great vision is to start a rooftop farm. This will grow diverse vegetables and herbs for our Madison stores and commissary. It will also supply local restaurants with produce to serve the same day it was picked.



PROPOSED METCALFE'S ROOFTOP FARM

Grow diverse vegetables and herbs for our
Madison stores and kitchens along with
local restaurants

Today, we continue to focus on the Company's steady growth and commitment to provide total customer satisfaction. Even more exciting are the possibilities that lie ahead and with your help we can continue our outstanding reputation for unsurpassed quality, excellent customer service, and driving innovation.

Metcalfe's
Your local market since 1917



Metcalfe's Market & The Handlebar

February 12, 2013

studio|H2G
headstogether. including yours.

**Metcalfe's Market is looking forward to the opportunity
of opening a store near Madison's East Side**

**Metcalfe's Market has a long history of looking ahead!
It's in our nature to innovate and to be connected to our community. We have
worked diligently to stay true to our commitment of maintaining the highest levels
of quality and service and to promote the importance of good local food.**

**Metcalfe's Market believes in a commitment to community, sustainable practices
and providing quality retail experiences.**

Metcalfe's
Your local market since 1917



Metcalfe's
Your local market since 1917

... a long history of looking ahead.

Metcalfe's Market is the sophisticated, diverse market for food. Our people are experienced professionals with unlimited potential. The exchange of energy provides shoppers with adventures and surprise at every turn.

At Metcalfe's Markets innovation is found in the process of staying current.

Local food, local farms, wind power, recycling and giving back to the communities we are in is what comes naturally.







**I love shopping at Metcalfe's Market, whether
I plan to cook a meal or grab something delicious to go!**

**I can find so many local items at Metcalfe's - good for the local economy, good for
the planet and good for my family!**

-ideal customer reaction

Hungry? Let's eat!



**Activating the corner of East Washington Avenue
and Patterson Street.**

**Metcalfe's Market brand values have helped us to innovate and reach for new goals.
The Handlebar is no exception. Situated on the corner of East Washington Avenue
and Patterson Street adjacent to Breese Stevens Field, the Handlebar
is an energetic urban bistro.**

**With bike lanes on Mifflin Street, Madison's commitment to bike commuting and
the popularity of cycling clubs, the idea to create a cycling inspired bistro rang true
as a great fit with Metcalfe's Market brand values and city initiatives.**

**Metcalfe's Market believes in a commitment to community and providing quality
retail experiences.**

The Handlebar

BIKE • EAT • DRINK • LOCAL

an energetic urban bistro

**The Handlebar is an exciting addition
to the dynamic restaurant landscape of Madison.**

Well located with proximity to Breese Stevens Field and Mifflin Street (Madison's bike highway) along with our enthusiasm for biking is what drove us to consider developing an eatery with a passion for biking.

At the Handlebar we welcome guests to bike to us for a casual bistro experience. The Handlebar will provide outdoor dining, seasonal local rustic fare, and a surprising, well designed atmosphere. Our attentive staff will help to create a memorable experience for our guests.

local food | local beer | local people





**I'm looking forward to tonight's bike club ride, we're ending
at the Handlebar. I just love the burgers there.**

You've never had one?

**They get the beef from a local farm, all grass fed. I get mine with local Wisconsin
cheddar - their burgers are awesome!
Plus, my favorite local beer is on tap!**

-ideal customer reaction

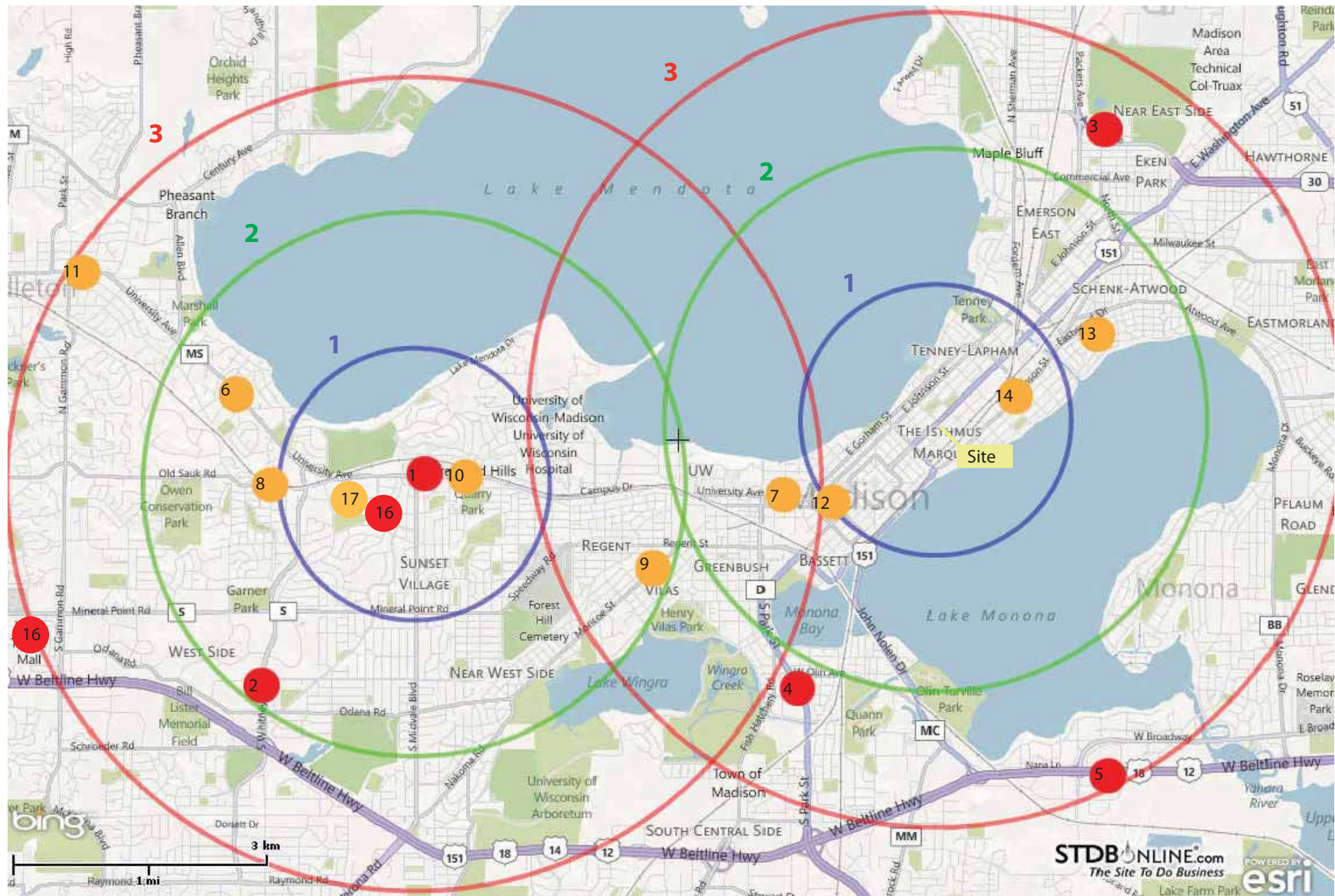
Hungry? Let's ride, then let's eat!

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GROCERY & SPECIALTY STORES

3 MILE RADIUS



Hilldale - 3 Mile Radius

1 Mile Radius:

Population - 10,490

Households - 6,321

Grocery - Full Line

1	Copps Food Ctr	3650 University Ave
2	Copps Food Ctr	620 S Whitney Way
15	Metcalf's Market	726 N. Midvale Blvd
16	Metcalf's Market	7455 Mineral Point Rd

Specialty Foods - Limited Assortment

6	Brennan's Market	5533 University Ave
7	Fresh Madison Market	703 University Ave
8	Knoche Food Ctr & Meat Mart	5372 Old Middleton Rd
9	Trader Joe's	1810 Monroe St
10	Whole Foods Market	3313 University Ave
11	Willy Street Grocery Co-Op	6825 University Ave
17	Target	750 Hilldale Way

East - 3 Mile Radius

1 Mile Radius:

Population - 22,160 +55%

Households - 9,582 +33%

Grocery - Full Line

3	Copps Food Ctr	2502 Shopko Dr
4	Copps Food Ctr	1312 S Park St
5	Walmart Supercenter	2101 Royal Ave

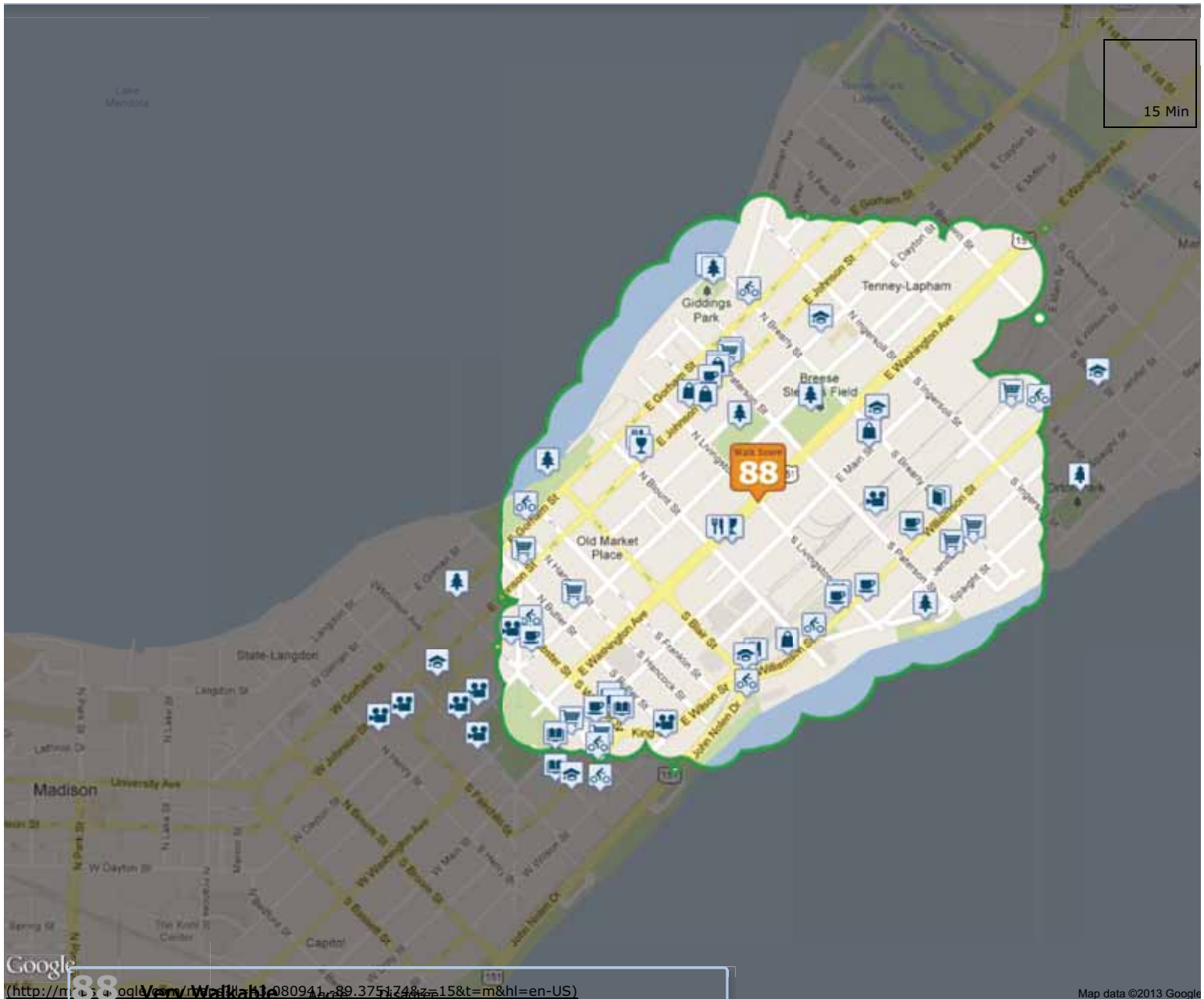
Specialty Foods - Limited Assortment

12	Capitol Centre Market	111 N Broom St
7	Fresh Madison Market	703 University Ave
13	Jenifer Street Market	2038 Jenifer St
9	Trader Joe's	1810 Monroe St
14	Willy Street Co-Op	1221 Williamson St

[Cities & Neighborhoods\(/rankings/\)](#)[Apartments & Rentals\(/apartments/\)](#)[Why It Matters\(/live-more/\)](#)**Get Your Score:****Go**

Log in

Share



Map data ©2013 Google

[Bigger Map](#)

88 Very Walkable (http://maps.google.com/maps?z=15&t=m&hl=en-US)

Most errands can be accomplished on foot.

Near 800 E Washington Ave
Madison, WI [Tenney-Lapham\(/WI/Madison..](#)

[Add Nearby Photos](#)

Restaurants & Bars(/places/restaurants-and-bars/near/800-e-washington-ave-madison-wi-53703)

High Noon Saloon(/place/high 482 ft



Coffee(/places/coffee/near/800-e-washington-ave-madison-wi-53703)

Sophia's Bakery & Cafe(/place .22 mi



Groceries(/places/groceries/near/800-e-washington-ave-madison-wi-53703)

Madison Food Mart(/place/ma .26 mi



Outdoor Places(/places/outdoor-places/near/800-e-washington-ave-madison-wi-53703)

Reynolds Park(/place/reynold: .14 mi

Street View

(http://maps.google.com/maps?z=17&layer=c&cbll=43.080891,-89.375248&panoid=fPm1cM6CoskS-0kFhtEuyg&cbp=12,58.73725249952997,0.00h/en-US)

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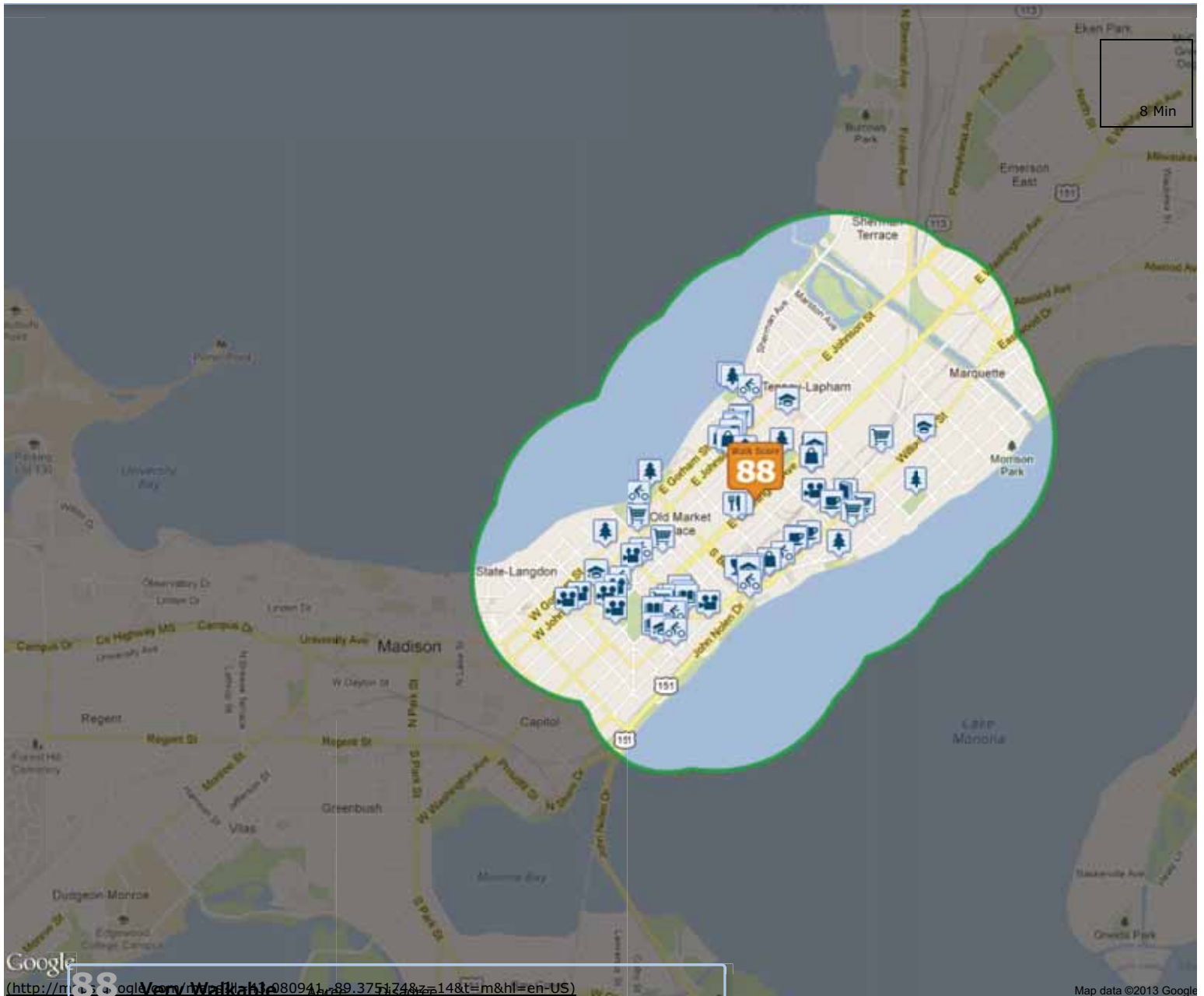
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Map data ©2013 Google

Most errands can be accomplished on foot.

[Bigger Map](#)

Near 800 E Washington Ave
Madison, WI [Tenney-Lapham\(/WI/Madison..](#)

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Restaurants & Bars(/places/restaurants-and-bars/near/800-e-washington-ave-madison-wi-53703)

High Noon Saloon(/place/high 482 ft



Coffee(/places/coffee/near/800-e-washington-ave-madison-wi-53703)

Sophia's Bakery & Cafe(/place .22 mi



Groceries(/places/groceries/near/800-e-washington-ave-madison-wi-53703)

Madison Food Mart(/place/ma .26 mi



Outdoor Places(/places/outdoor-places/near/800-e-washington-ave-madison-wi-53703)

Reynolds Park(/place/reynold: .14 mi

Street View

(http://maps.google.com/maps?z=17&layer=c&cbll=43.080891,-89.375248&panoid=fPm1cM6CosKS-0kFhtEuyq&cbp=12,58,73725249952997,0,0&hl=en-US)

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RFP RESPONSE

800N E. Washington Avenue

COMPLIANCE

COMMENTS

UDD 8 REQUIREMENTS
PARCELS 3A + 3B per Map of District on Page 2
1. Building Height.
a. Requirements.

i. The height of new buildings shall be as shown in 3. below.

1:a:i

YES

Exception requested for urban farm above Metcalfe's Market to provide visibility

ii. New buildings shall incorporate a front facade stepback as shown in 3. below.

1:a:ii

YES

iii. Any non-habitable space from architectural features shall not be included in the height calculation.

1:a:iii

YES

2. Building Location and Orientation.
a. Requirements.

i. The setback for new buildings shall be as shown in 3. below. The Urban Design Commission, however, may allow greater setbacks to allow for the development of additional usable public open spaces, such as pedestrian plazas, as long as design elements are included to maintain a uniform character in the District.

2:a:i

YES

3. Building Height, Location (Distance from Property Line) and Stepback

Maximum Bldg. Height (stories)

3a

3+30d

YES

8+(2)

3b

BS

YES

Minimum & Maximum Street Level Facade Height (stories)

3a

2 to 3

YES

3b

3 to 5

YES

Minimum Stepback East-West Streets (feet or Streets angle)

3a

30d

YES

3b

15

YES

Minimum Stepback North-South Streets (feet or Streets angle)

3a

15

YES

3b

15

YES

Minimum & Maximum Setback East-West Streets (feet)

3a

5 to 20

YES

3b

15

YES

Minimum & Maximum Setback North-South Streets (feet)

3a

5 to 10

YES

3b

5 to 10

YES

4. Parking and Service Areas.
a. Requirements.

i. On-street parking facilities for new buildings shall be located behind or on the sides of the building and the distance from the property line shall be the same as for buildings, as shown in 3. Additional access points off of East Washington shall not be permitted.

4:a:i

YES

ii. At least one (1) tree island, sized and landscaped pursuant to the Zoning Code, shall be provided for each twelve (12) parking spaces. This requirement is in addition to any other landscaping requirements of the Zoning Code.

4:a:ii

N/A

iii. All trash areas shall be screened from public view.

4:a:iii

YES

Internal trash area off N. Livingston provided

5. Landscaping and Open Space.
a. Requirements.

i. Landscaping within the East Washington Avenue setbacks and terraces and medians shall follow the approved palette and design concept.

5:a:i

YES

ii. The street face shall be dominated by canopy trees in both the building setback and the public right of way.

5:a:ii

YES

iii. The type, number, and location of canopy trees in the building setback shall be coordinated with the type, number, and location of canopy trees in the public right of way.

5:a:iii

YES

iv. When planted, canopy trees shall have a caliper and height relationship consistent with the provisions of Table 1 in Section 1.2.1 of the American Standard for Nursery Stock (ANSI Z 60.1-2004).

5:a:iv

YES

	#	COMPLIANCE	COMMENTS
v. Terraces shall have a minimum width of ten (1) feet to accommodate growth of canopy trees.	5:a:v	N/A	Per Staff: Applies only to new construction in the terrace
vi. If a public sidewalk is within six (6) feet of the public street, canopy trees shall be planted on the building side of the sidewalk.	5:a:vi	N/A	
vii. Unless existing infrastructure interferes, canopy trees shall be planted at a spacing of no greater than forty (40) feet on center.	5:a:vii	YES	
viii. Unless existing infrastructure interferes, canopy trees planted along street faces, in parking lots, and parking lot islands shall have a mature height of at least sixty (60) feet.	5:a:viii	YES	
ix. Screen fences and/or landscaped buffers shall be provided at property edges. Where a commercial property adjoins residential properties, this separation shall be provided pursuant to the Zoning Code.	5:a:ix	YES	
6. Site Lighting and Furnishings.			
a. Requirements.			
i. Cut-off light fixtures shall be used to illuminate the site.	6:a:i	YES	
7. Building Massing and Articulation.			
a. Requirements.			
i. All visible sides of the building shall be designed with details that complement the front facade. Side facades that are visible from the primary street shall receive complementary design attention.	7:a:i	YES	
ii. Blank building walls with little detail or variety along primary facades shall be avoided. Improvements to these buildings shall include details at the street level to create a more comfortable pedestrian scale and character.	7:a:ii	YES	
iii. Architectural details at the ground floor shall be provided to enhance the pedestrian character of the street. Details shall include window and door trim, recessed entries, awnings, and/or other features.	7:a:iii	YES	
iv. Mechanical equipment shall be screened from view by using screen designs that are architecturally integrated with the building design.	7:a:iv	YES	
8. Materials and Colors.			
a. Requirements.			
i. Exterior materials shall be durable, high-quality materials and appropriate for external use.	8:a:i	YES	
9. Windows and Entrances.			
a. Requirements.			
i. The ground floors of commercial retail buildings shall have at least sixty percent (60%) of the street wall area devoted to windows to enhance the pedestrian character of the primary street.	9:a:i	YES	
ii. Office buildings and other non-retail buildings should have at least forty percent (40%) of the street wall devoted to windows.	9:a:ii	YES	
iii. Windows on the ground floor shall be transparent and unobstructed, and shall not be darkly tinted, colored, or have a mirrored finish.	9:a:iii	YES	
10. Signage.			
NO Requirements Noted		N/A	
11. Restoration/Preservation Activities.			
N/A for proposed project		N/A	
12. Upper Level Development Standards.			
NO REQUIREMENTS OR GUIDELINES DESIGNATED- ASSUME ALL REQUIREMENTS			
a. For buildings on Blocks 2b, 3b , 4b, 10-16, and 17c, any mass above five (5) stories that exceeds a footprint of one hundred thirty (130) feet on any side parallel to East Washington Avenue and two hundred (200) feet on any side perpendicular to East Washington Avenue shall have a stepback of forty-five degrees (45°), unless the Urban Design Commission approves a maximum of ten percent (10%) increase in the footprint due to structural or other constraints.	12:a	YES	
b. Bonus stories may be allowed as follows: i. Two (2) bonus stories on Blocks 2b, 3b , 4b, 12b, 13b, 14a, 14b, 15, 16, 17c, and 18c.	12:b		
c. Bonus stories may be granted if it is determined that the provision of at least one (1) element from i. or a combination of elements from ii. provides sufficient public benefit to warrant the additional height.	12:c	BONUS STORIES REQUESTED	

000N E. Washington Avenue	#	COMPLIANCE	COMMENTS
BONUS STORIES OPTIONS			
SECTION I			
<i>i.-- LEED Gold certification, or equivalent</i>		SUSTAINABILITY GOALS IN PROPOSAL	
<i>i --Inclusion of at least fifteen percent (15%) of dwelling units for families with incomes not greater than sixty (60%) Area Median Income (AMI) for rental units and/or an income not greater than eighty percent (80%) AMI for owner-occupied units. Area Median Income is the median annual income calculated by the U.S. Department of Housing and Urban Development for the metropolitan area that includes the City of Madison.</i>		YES	
<i>I --Structured parking that includes space shared by multiple users from multiple lots and that accommodates a substantial space for public use by patrons of both on- and off-site uses.</i>		STRUCTURED PARKING COULD BE USED FOR BREESE STEVENS FIELD EVENTS	
<i>i --On-site, publicly accessible plazas and/or pocket parks that are visible from the street and provide seating, landscaping, public art and/or other public amenities. For each one (1) square foot of plaza or park that is provided, five (5) square feet of bonus area is available.</i>		YES	
SECTION II			
<i>ii. --Mid-block and through-block public pedestrian, bike, and/or vehicular connections.</i>		YES	Auto entry points off E. Washington, N. Paterson, and N. Livingston
<i>ii --Substantial amount of family-supporting housing, including at least ten percent (10%) of dwelling units with three (3) or more bedrooms,outdoor recreation spaces, and/or other family-related amenities.</i>		YES	
<i>ii --On sites with designated historic structures and/or structures eligible for designation, the incorporation, preservation, or rehabilitation of such structures in the development.</i>		N/A	
<i>ii --Adequately sized community meeting rooms available free of charge for neighborhood, public, or other community meetings or on-site daycare facilities in conjunction with family-supportive housing or employment uses.</i>		YES	At ground level space at commercial area
<i>ii --Minimum of fifty percent (50%) vegetative roof cover.</i>		YES	Rooftop fram proposed
<i>ii-- LEED Silver certification or equivalent.</i>		YES	
<i>ii--On-site, publicly accessible plazas and/or pocket parks that are visible from the street and provide seating, landscaping, public art and/or other public amenities. For each one (1) square foot of plaza or park that is provided, ten (10) square feet of bonus area is available.</i>		YES	
GUIDELINES			
PARCELS 3A + 3B per Map of District on Page 2			
1. Building Height.			
b. Guidelines			
<i>i. The Urban Design Commission may, on a case-by-case basis, reduce the minimum building height requirement provided the buildings incorporate elements such as extended parapet or tower features to convey the appearance of a taller building. Such elements shall be substantially integrated into the design of the building so they do not read as false facades.</i>	1:b:l	N/A	
<i>i. Additions to existing buildings are expected to comply with the applicable minimum height requirements unless the applicant can demonstrate that the site, function, use, or layout of the new addition would pose structural or operational hardships due to its relationship with the existing building, in which case the Urban Design Commission may waive said requirements.</i>	1:b:ii	N/A	
2. Building Location and Orientation.			
b. Guidelines			
<i>i. The building location should be designed to provide for amenities that will enhance the visual and pedestrian character of the street."</i>	2:b:l	YES	
<i>ii. In areas with sidewalk/terrace width of nine (9) feet or less, the setback should include additional pavement to expand the sidewalk/terrace to a width of at least nine (9) feet.</i>	2:b:li	YES	
<i>iii. Walkways should be provided to connect the building entrance to the public sidewalk.</i>	2:b:lii	YES	
<i>iv. The front facade of the building and the primary entrance should face the primary street. If the public entrance is allowed on the side of the building, it should be positioned close to the primary street and preferably as a corner feature of the building.</i>	2:b:lv	YES	
<i>v. Additions to existing buildings should help bring the building closer to the street and minimize any "gap" in the street wall</i>	2:b:v	N/A	
3. Building Height, Location (Distance from Property Line) and Stepback SEE REQUIREMENTS			
4. Parking and Service Areas.			
b. Guidelines			
<i>i. For existing properties, parking in the front should be relocated, if possible, to the side and/or rear of the building. When not possible, walkways, landscaping, architectural features, and lighting should be provided to make these areas more attractive and inviting. Decorative fences, walls and/or landscaped edges should screen front parking areas from the public sidewalk. Screening should not exceed three and one-half (3 1/2) feet in height.</i>	4:b:l	N/A	
<i>ii. All parking areas should be well landscaped and appropriately lighted.</i>	4:b:ii	N/A	
<i>iii. All parking areas should include walkways to allow safe pedestrian access to the building entrance.</i>	4:b:iii	YES	
<i>iv. Shared parking areas are encouraged. Whenever possible, adjoining parking lots should be linked to provide internal traffic circulation.</i>	4:b:iv	YES	
<i>v. Driveways along the District should be minimized to improve traffic flow and reduce pedestrian conflicts.</i>	4:b:v	YES	

800N E. Washington Avenue	#	COMPLIANCE	COMMENTS
vi. Pedestrian areas and customer parking areas should be separated from loading service, and drive-through areas.	4:b:vi	YES	
vii. If possible, trash areas should be located inside buildings.	4:b:vii	YES	
viii. Any new parking ramps fronting on East Washington Avenue should include ground-floor commercial uses with attractive commercial facade design. The facade design for the upper stories should obscure the parking ramp and present an attractive building face for the District. The design of parking ramps should also complement the quality and design of the buildings they serve.	4:b:viii	YES	
ix. Entryways to parking ramps should be accessed from side streets whenever possible. Entryways/exits onto East Mifflin Street and East Main Street shall not be permitted unless no other option exists.	4:b:ix	YES	No access from East Mifflin provided. Existing curb cuts off East Washington and Livingston are utilized
x. Bicycle parking should be distributed throughout a development site. Some short-term visitor bicycle parking should be located near the building entrance.	4:b:x	YES	
5. Landscaping and Open Space.			
b. Guidelines			
i. Property owners are encouraged to provide well-designed landscaped outdoor spaces for the use and enjoyment of employees and customers.	5:b:i	YES	
ii. Landscaping and fencing should be designed to complement the character of the building and provide a pleasing relationship with adjoining properties and the public sidewalk.	5:b:ii	YES	
iii. The use of attractive landscaping is encouraged to establish continuity between buildings and to define the block face where there are no buildings.	5:b:iii	YES	
iv. The use of rain gardens and bio-retention basins to collect runoff and filter pollutants is encouraged, where practical.	5:b:iv	YES	
v. Landscape islands, open spaces, and porous pavements should be provided, where practical, for additional stormwater infiltration.	5:b:v	YES	
vii. When space permits, canopy trees should be located on both sides of the public sidewalk.	5:b:vi	YES	
6. Site Lighting and Furnishings.			
b. Guidelines			
i. Pedestrian use areas should be adequately, but not excessively lit. Low-level building and landscape accent lighting is encouraged, where appropriate.	6:b:i	YES	
ii. Lighting and site furnishings (benches, trash receptacles, bicycle racks, etc.) should be designed to complement the character of the building and provide a pleasing relationship with adjoining properties and the public sidewalk.	6:b:ii	YES	
7. Building Massing and Articulation.			
b. Guidelines			
i. "Green" building design that promotes energy efficiency is encouraged	7:b:i	YES	
ii. Building facades should be designed to create a visual distinction between the upper and lower floors of the building.	7:b:ii	YES	
iii. A positive visual termination at the top of the building with decorative cornices or parapets should be provided.	7:b:iii	YES	
iv. Buildings should be designed as products of their own time. Copying historic appearance and details is discouraged.	7:b:iv	YES	
v. Franchise businesses are encouraged to modify their corporate designs, if necessary, to fit the District's character.	7:b:v	N/A	
vi. Where possible, existing one-story buildings should be renovated with extended facades and parapets to increase building height and provide a more pleasing scale for the District.	7:b:vi	N/A	
vii. New buildings and additions should complement the character of adjoining buildings in the blockface.	7:b:vii	N/A	
viii. Creative architectural designs and details are encouraged so long as designs do not conflict or draw attention away from other buildings in the block.	7:b:viii	YES	
ix. New corner buildings should be located near the sidewalk edge and should define the street intersection with distinctive architectural features such as towers, rounded walls, recessed entries or other design features.	7:b:ix	YES	
8. Materials and Colors.			
b. Guidelines			
i. Brick, stone and terra cotta are preferred primary materials for new buildings or additions.	8:b:i		
ii. The use of "faux" sidings is discouraged	8:b:ii	YES	
iii. Color choice should complement the style and materials of the building's façade and provide a pleasing relationship with adjoining buildings.	8:b:iii	YES	
iv. Painting, covering or removal of natural brick and stone is discouraged, but staining may be acceptable.	8:b:iv	N/A	

	#	COMPLIANCE	COMMENTS
9. Windows and Entrances.			
b. Guidelines			
i. Building entrances should be designed as the focal point of the front facade.	9:b:i	YES	
ii. Entrances to new buildings or additions located close to the sidewalk should include recessed entries to allow for pedestrian movement.	9:b:ii	YES	
10. Signage.			
b. Guidelines			
i. Preferred sign types include building mounted signs, window signs, projecting signs, and awning signs.	10:b:i	YES	
ii. Signs should be simple and easy to read.	10:b:ii	YES	
iii. Sign colors should relate to and complement the primary colors of the building facade.	10:b:iii	YES	
iv. Sign design and placement should fit the character of the building and not obscure architectural details.	10:b:iv	YES	
v. Signage should generally be centered within the prescribed signable area of the building.	10:b:v	YES	
vi. Plastic box signs are highly discouraged.	10:b:vi	YES	
vii. Signs displaying illuminated copy should be designed so that when illuminated, the sign appears to have light-colored copy on a dark or nonilluminated background.	10:b:vii	YES	
viii. Individually mounted backlit letters are an encouraged form of signage.	10:b:viii	YES	
ix. The use of small, well-designed building-mounted light fixtures is a preferred method of illuminating signage.	10:b:ix	YES	
x. Freestanding signs should be attractively designed. Signs should be coordinated with adjoining properties and public street signage to avoid visual clutter.	10:b:x	YES	
11. Restoration/Preservation Activities.			
N/A for proposed project		N/A	
12. Upper Level Development Standards.			
NO REQUIREMENTS OR GUIDELINES DESIGNATED- ASSUME ALL REQUIREMENTS		See Requirements	

TLNA NEIGHBORHOOD PLAN

APPLICABLE PORTIONS OF THE TLNA PLAN ARE AS FOLLOWS:

Goal 5: Plan for the redevelopment of the 800 block of East Washington Avenue.
Goal 4 - DESIGN STANDARDS

Solar access to residential housing along Mifflin Street must be protected. The 30-degree measurement to determine building height maximums along East Mifflin Street should help to preserve solar access to housing.

YES

3. Commercial deliveries.

Commercial delivery trucks should not travel on residential streets. In order to keep commercial truck traffic off of Mifflin Street, developments should incorporate alleys that would be large enough to accommodate delivery trucks. Loading zones should be concentrated on these alleyways and loading docks should be located so that delivery trucks do not access them via residential streets. See Appendix 5 for an example of this concept applied to the 600 block of Area C.

YES

4. Parking, trees, and green space.

minimize driveways on Mifflin Street and maximize on-street parking. Underground parking should be limited to allow for green space, water absorption, and the planting of trees in the ground instead of tubs. Therefore, multiple structures built over an extensive underground garage are not acceptable. Redevelopment, both residential and commercial, should be transit-oriented. Limit the ratio of parking spaces to residential units to 1-1.5 spaces per unit. Setbacks along both East Washington Avenue and East Mifflin

YES- NO AUTO ACCESS OFF MIFFLIN STREET.

Street, including the terrace and/or private property, should allow for the planting and maturation of tall trees.

YES

5. Types of businesses desired.

A variety of businesses could thrive in this CMU area including business incubators, food-related businesses, and design/creative businesses. If TIF funding occurs, it should be used to create affordable commercial space for new small-business entrepreneurs.

YES- TIF ALLOCATION TO BE DETERMINED BY CITY STAFF AND ELECTED OFFICIALS

This area could also act as a Wisconsin Gateway, with state trade associations, non-profit office space, or a marketplace to sell Wisconsin-related merchandise.

SUSTAIN DANE TO BE LOCATED IN PROJECT

The typical "Big Box" scaled retail sites are not acceptable for this area.

GROCERY WILL BE PROVIDED, BUT OTHER PROGRAM COMPONENTS WILL NOT CLASSIFY THIS AS A "BIG BOX" RETAIL SITE

6. Department of Planning & Community & Economic Development

Goal 5: Plan for the redevelopment of the 800 block of East Washington Avenue. Discussion: This block is presently occupied by the Don Miller car dealership. This block is part of the Capitol Gateway Corridor TID #36 and is recommended for Community Mixed Use (CMU) on the East Washington Avenue side and Medium Density Residential 2 (MDR2) on the Mifflin Street side.

YES

1. Designate the 800 block of East Washington Avenue as Community Mixed Use (CMU) and Medium Density Residential 2 (MDR2) as shown in Area D on Map 5.

YES

Along East Washington Avenue, street-level use should be reserved for retail and commercial purposes consistent with the Community Mixed Use designation. Residential use on the East Washington Avenue side, to the extent that there is a market for it, should be on the upper floors to take advantage of views of the stadium and park. Commercial uses on upper floors are acceptable.

In order to avoid drastic changes of scale between buildings on the same block, East Washington Avenue building heights should vary with a maximum internal building height of 8-stories and a maximum facade of 5 stories along the 800 block of East Washington Avenue. Developers may gain a 2-story building height bonus in exchange for certain amenities to be determined as part of the forthcoming Urban Design District 8 (See Page 22 for a draft of preliminary amenities from the Plan Commission Capitol Gateway Corridor Plan Committee minutes dated December 10, 2007*). The maximum facade height along East Mifflin Street is 3-stories and the maximum internal building height is determined by measuring 30-degrees from the top of the facade and stepping back to the mid-block (See Appendices 7 and 8 for internal building height maximums and facade building height maximums and Appendix 6 for the 30-degree angle standard).

YES

openings in the upper stories along East Washington Avenue to prevent the effect of a solid wall along the south edge of the neighborhood.

YES

Architectural features should be consistent on all sides of upper stories so that interesting features face the neighborhood as well as East Washington Avenue.

YES

families with children to take advantage of Reynolds Park and the proximity of Lapham School. Row houses with individual street-level access would be an acceptable, family-friendly design. Street-level strategies, in addition to the new buildings themselves, to dampen arterial traffic sound from East Washington Avenue into the neighborhood are desirable.

YES

2. Commercial deliveries.

Commercial delivery trucks should not travel on residential streets. In order to keep commercial truck traffic off of Mifflin Street, development should incorporate alleys that would be large enough to accommodate delivery trucks. Loading zones should be concentrated on these alleyways and loading docks should be located so that delivery trucks do not access them via residential streets.

YES

2. Traffic Engineering

minimize driveways on Mifflin Street and maximize on- street parking. Underground parking should be limited to allow for green space, water absorption, and the planting of trees in the ground instead of tubs. Therefore, multiple structures built over an extensive underground garage are not acceptable. Redevelopment, both residential and commercial, should be transit-oriented. Limit the ratio of parking spaces to residential units to 1-1.5 spaces per unit. Setbacks along both East Washington Avenue and East Mifflin Street, including the terrace and/or private property, should allow for the planting and maturation of tall trees.

YES

4. Types of businesses desired.

A variety of businesses could thrive in the CMU area including business incubators, food-related businesses, and design/creative businesses. If TIF funding occurs, it should be used to create affordable commercial space for new small-business

YES



LETTERS *of* SUPPORT *and* INTEREST



February 11, 2013

Dear City of Madison Selection Committee:

As Executive Director of Sustain Dane, I am pleased to support and be directly involved in the Gebhardt Development project proposal for the 800 North Block of East Washington Street.

I have met with the Gebhardt development team and am excited about the potential that this project represents for our organization and the entire City of Madison. We look forward to being future tenants and programming partners in the GreenLink Centre facility. As our not-for-profit focuses on bringing sustainability options and issues to the forefront of Madison's community dialogue, we see immense potential in being a stakeholder in the proposed GreenLink Centre, as well as the sustainability-related concepts being planned for the site. We have already worked with Ted Petith of GreenLink Projects LLC and Craig Benson of the UW-Madison Office of Sustainability on several occasions over the past few years and are excited about expanding our relationships with them in this dynamic context.

Sustain Dane is planning several programmatic avenues that are geared to bringing our Madison-based experiences to the national stage in the next few years. These initiatives are a strong synergistic fit for what is being proposed and will benefit greatly from the expanded visibility that this development will bring to our organization. The fact that this proposed development is not far from our current east-side location is an exciting bonus for us as an organization, as we will not have far to move!

Thank you in advance for your time and consideration of this proposal.

Sustainably yours,



Kristen Joiner

February 11, 2013

800 N. Block RFP Selection Committee
Madison, WI

Dear Committee:

It is my pleasure to write a letter of support for the Gebhardt Development and Metcalfe's Market proposal for the North 800 Block of East Washington Avenue.

My support for this proposal stems from my day job as an economist and futurist studying cities, and also from direct experience with Chris Gosch, the founder of Bark Design.

For seventeen years, I've been studying knowledge workers - where they live and work, and why. I have advised the talent retention and attraction efforts of over 50 cities across North America. In 2007, I summarized my team's work in a book, *Live First, Work Second: Getting Inside the Minds of the Next Generation*. Our research, which includes interviews, surveys, and focus groups with over 60,000 young professionals, reveals that three out of four Americans under the age of 28 first pick a place to live, and then find a job. And when they're looking for a city, they choose one that reflects and responds to their values.

As it relates to this project, here's what we've learned about the next generation:

- They know they are inheriting a climate crisis. They are anxious about it, but know they cannot solve it on their own. They are looking for leadership.
- They know that the ways that Americans live and work is not sustainable. For example, this is the first American generation since the advent of the car that is getting their drivers' licenses later. And rather than buy a car, they choose car sharing services like Community Car. They view cars as eco-bombs, and prefer cities with walkable, multimodal transit options.
- They will support cities, projects, and initiatives that are committed to sustainability.

In addition, research from CEOs for Cities shows that knowledge workers bring a premium to our cities. For every one percent increase in the percent of college graduates who live in Madison, the city receives a "talent dividend" of \$824 per capita.

Building this project in the way it's proposed—as a sustainable mixed use development with a strong emphasis on walkability and bikeability—will be another calling card for Madison in its effort to attract and retain young talent. This will pay economic and reputational dividends for the city.

And from my perspective as a futurist, building sustainably is the only ethical way to build, if we are committed to balancing the needs of future generations with our own.

For all of these reasons, this team has my strong endorsement.

Kindly,



REBECCA RYAN



Office of Sustainability
UNIVERSITY OF WISCONSIN-MADISON

12 February 2013

To the Review Committee:

As Director of Sustainability Research and Education for the University of Wisconsin-Madison (UW) and Co-Director of UW's Office of Sustainability (OS), I am writing to express OS' support for Gebhardt Development's proposal for the GreenLink Centre. The concept articulated to me by the Gebhardt Team in a recent meeting aligns well with the priorities of OS and will position Madison well for future development in sustainability-oriented businesses and living spaces. OS is particularly supportive of new community-based learning opportunities that are consistent with the educational objectives of our students in sustainability, and we see GreenLink Centre as providing important opportunities for our students in close proximity to campus.

My office will be glad to support developing project teams, internships, and related avenues for UW students to work directly with Gebhardt Development, the Morgridge Center for Public Service, Sustain Dane, and Ted Petith to develop sustainability-oriented concepts for the GreenLink Centre and the site.

Please let me know if you need additional information.

Sincerely,

Craig H. Benson, PhD, PE, NAE
Director of Sustainability Research and Education
Co-Director, Office of Sustainability
Wisconsin Distinguished Professor

Hansen Architekten • Emmy-Noether-Str. 2 - 79110 Freiburg

City of Madison
Selection Committee

Meinhard Hansen
Dipl.-Ing.(FH) Architekt

Emmy-Noether-Strasse 2 - 79110 Freiburg
Tel. 0761/88879-30 - Fax 88879-59
E-Mail: mail@meinhard-hansen.de

08.02.13

Dear City of Madison Selection Committee,

I am extremely pleased to be a member of the Gebhardt Development Team for this exciting and dynamic project. I have visited the target area and site on two separate occasions and feel that this proposal represents a unique opportunity to revitalize the area. I have been fortunate to play a strong role in Freiburg's economic successes based on the support of green technologies and look forward to the potential of being more deeply involved in Madison's efforts in the upcoming years.

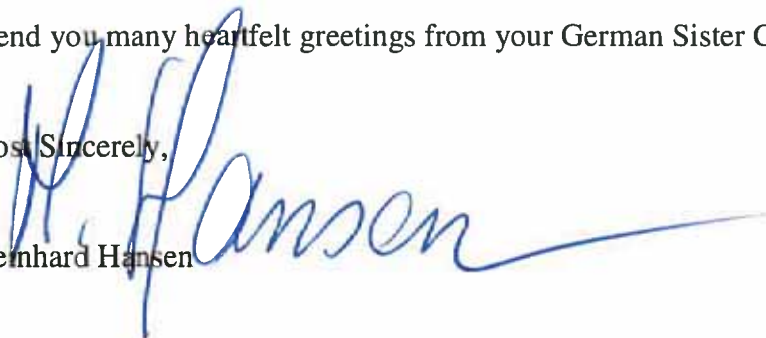
As a team member for this project I will bring my many years of experience and expertise in designing Passivhaus structures and will directly network with the Viessmann Group in Germany for appropriate technologies. I will also assist with strategies to market the site to German green technology businesses that have an interest in a US office presence, as I am located in Freiburg's "Solar Info Center".

I thank you for your time and look forward to the potential of a lasting partnership in revitalizing this unique Madison area.

I send you many heartfelt greetings from your German Sister City.

Most Sincerely,

Meinhard Hansen





February 11, 2013

Dear City of Madison RFP review committee,

The Morgridge Center for Public Service at UW-Madison establishes community connections that develop academic and other civic engagement opportunities for students, faculty and their community partners, which ultimately enhance the quality of life for the citizens of Madison and the greater global community that we serve. We support the Gebhardt Development project in this context through the GreenLink Centre-Madison and related site activities, as the entire site will become a living-learning lab where we can engage the best and brightest UW-Madison students in a variety of Community-Based Research and educational activities that pertain to sustainability. As a Center that works to bridge the gap between community and university, the prospect of a facility that accelerates these types of community-building efforts is both welcome and long overdue.

We are committed to developing student learning and research activities in the GreenLink Centre-Madison and related site in conjunction with the Gebhardt Group, Sustain Dane, Greenlink Projects LLC, UW-Madison Office of Sustainability and other UW-Madison entities including our frequent campus partners Nelson Institute and GreenHouse. These efforts will serve to articulate the planned renewable energy and sustainability-related site features in the GreenLink Centre and related development.

Our “Wisconsin Without Borders” initiative has supported the *GreenSummer Freiburg* course the last 3 years and is solidifying ties in the sustainability field with the University of Freiburg, which has had a robust study abroad program with UW for over 50 years. Given that Mr. Meinhard Hansen has already worked with *GreenSummer* interns in his Freiburg offices, our talented and committed students will be especially excited that Mr. Hansen is involved in this project concept. We plan to continue helping students find learning and research opportunities in Freiburg that bring knowledge back to Madison to be put into action, and the synergy in this new project will allow our endeavors to be well-utilized in real-world practical application.

We thank you for your review of this development proposal and look forward to the long-term potential of this relationship.

Sincerely,

A handwritten signature in black ink, appearing to read 'Elizabeth A. Tryon'.

Elizabeth A. Tryon, Assistant Director for Community Based Learning

154 Red Gym
716 Langdon St
University of Wisconsin Madison
Madison WI 53706



Underground Food Collective
(c/o Jonny Hunter)
931 E.Main St. Madison, WI 53703
info@undergroundfoodcollective.org

To Whom It May Concern,

I am writing to you in support of Gebhardt Development's proposal for the former Don Miller site. I have met with the development team to discuss Underground Food Collective's involvement in the project and am very excited about the many business avenues that are available.

As an entrepreneur, the concept of developing a destination-location where I am able to conduct several potential business enterprises is a great fit. I have already seen a need for this type of location and have had to pass up possible revenue opportunities as I lacked access to a facility like this. With the Gebhardt development group, I discussed my willingness to expand upon my events-based business within the GreenLink Centre and also develop a seasonal roof-top garden entertainment area in a partnership with the facility. These opportunities will help to expand my current business ventures and continue to support employment opportunities for residents of Madison's east side.

I look forward to being able to plan more business concepts within this development and appreciate your consideration of this proposal.

Sincerely,

A handwritten signature in black ink, appearing to be "Jonny Hunter", with a stylized, cursive script.

Jonny Hunter



2621 Gregory Street
Madison, WI 53711 USA
+1.608.695.4265 or 0176 99522640

February 5, 2013

Dear City of Madison "800 North Block – East Washington" Selection Committee,

I am writing as a member of the Gebhardt Development Team in support of the proposed development concept for the 800 North Block of East Washington Street, also known as the former Don Miller site.

For the past 9 years I have worked on developing and implementing expert visits, information transfer and project development in the field of green energy and sustainability. Many of these activities with GreenLink Projects LLC have been focused on Madison's Sister City of Freiburg, Germany which is a globally recognized area for best practices in the field of sustainable urban development. I have hosted Passivhaus, Biogas, Solar, Sustainable Neighborhood, Sustainable Transportation and other green experts from Germany in Madison so that our community and professionals could learn more about cutting-edge technologies from Europe. As a fluent German-speaker I have planned tours and travelled with many professionals from the UW-Madison, Wisconsin Energy Conservation Corporation, Madison College, the City of Madison, Johnson Controls, the German-American Chamber of Commerce and other groups to Germany so they could expand their professional knowledge.

One of the primary models I have worked to bring to the Madison area is Freiburg's "Solar Info Center", a renewable energy, energy efficiency and sustainability business center with tourable 'green' features. One of the first Freiburg experts I invited to visit Madison in March of 2009 was the Managing Director of the "Solar Info Center" who was interested in establishing a similar facility here in our City.

As such, I am very pleased to be a member of the Gebhardt Development Team. It represents a return to the momentum that I had established several years ago in working to find appropriate partners in the private sector to invest in these Freiburg-related initiatives. The concept has expanded to include an entire block of green development, which is meaningful to the broad spectrum of project partners I have cultivated in the past 9 years. As stated in the outline for the GreenLink Centre, I am committed to cultivating tenants, planning programming and developing the listed green site attributes in collaboration with the other stakeholder project partners. I will be the primary networking agent for these activities and will have a long-term relationship with Gebhardt Team.

I look forward to pursuing this dynamic and innovative development and respectfully ask for your support of the project. This is truly a unique opportunity for both the City of Madison and the redevelopment of the CED.

Respectfully,

A handwritten signature in dark ink, appearing to read "T M P", is written over a faint, light-colored background.

Ted Markus Petith
GreenLink Projects LLC



**MADISON CURLING CLUB, INC.
P.O. BOX 386
MADISON, WISCONSIN 53558**

February 10, 2013

To: 800N East Washington Selection Committee,

I write in my capacity as President of the Madison Curling Club. We understand that the City of Madison is exploring additional public events and activities at the Breese Stevens Field, located on the 900 block of East Washington Avenue. Please consider our comments below.

The Madison Curling Club has a long history in this area of Madison. Our members began curling under the bleachers at Camp Randall Stadium in the 1920's. From 1930 to 1997 our curling facility was located at Burr Jones Field, just down East Washington from Breese Stevens. We are passionate about promoting curling and would be interested in reestablishing our presence on the Isthmus.

The visibility and popularity of curling has experienced rapid growth over the last few decades, largely due to the sport becoming a Winter Olympic medal event. Madison Curling Club's growth necessitated a move to McFarland in 1997. Nonetheless, we continue to seek out opportunities to expose the public to our beloved sport. For instance, this year we initiated discussions with a local brewery about collaborating in the future to make an outdoor curling experience available to the public. Additionally, this year some of the members are working with the United States Curling Association to participate in the Madison Winterfest on the Capitol Square.

The proposed Gebhardt/Metcalf's project would provide fantastic amenities for Breese Stevens and would create a much needed gathering space for the area.

We believe that Breese Stevens Field could transition into the central location for large events and become an incredible public gathering space for the Isthmus. We believe winter events like this has great potential and are greatly interested in continuing the discussion to make it happen. We would love to return to our Isthmus roots and promote our sport. Hopefully, we can bring our emerging relationships with local businesses to help create an exciting atmosphere.

Please let us know how we might be able to assist in supporting this idea.

Sincerely,

Troy Mayne, President 2012-13
Madison Curling Club
4802 Marsh Road
McFarland, WI 53558
608.838.5875



**City of Freiburg International Affairs Division to Ted Petith of GreenLink Projects LLC
in support of Gebhardt Development project.**

English Translation of e-text:

Hello Ted,

Thank you for your detailed information about the current projects in Madison. There is much going on and that pleases us greatly. We spoke internally about this: we would gladly support the project development with Gebhardt Development; you may use the text [in the document] you suggested accordingly. For further personal discussions, we are at your disposal during the visit in June.

The visits in June and September (Business Delegation and Student Group) we will gladly support, there will also be the parallel Delegation of Mayor Soglin. As soon as we know more about the program, we will notify you.

Many Greetings from the entire RIK-Team to Madison!
Petra Hess

City of Freiburg im Breisgau
Division of International Contacts/
International Affairs Division & Green City
Town Square 2-4, 79098, Freiburg

Original German e-mail text:

Feb 6 [2013]

Petra Hess

to **Susanne**, me, Guenter

German English Translate message Turn off for: German

Hallo Ted,

vielen Dank für Deine ausführlichen Informationen zu den aktuellen Projekten in Madison. Es ist ja einiges im Gange, das freut uns sehr. Wir haben heute intern darüber gesprochen: gerne unterstützen wir die Projektentwicklung mit Gebhardt Development, Du kannst den Text wie vorgeschlagen entsprechend verwenden. Für weitere persönliche Gespräche stehen wir während des Besuches im Juni zur Verfügung.

Die Besuche im Juni und September (Geschäftsdelegation und Studentengruppe) unterstützen wir gerne wie gehabt, es wird ja auch Parallelen zur Delegation von Mayor Soglin geben. Sobald wir hier mehr zum Programm sagen können, geben wir wieder Bescheid.

Viele Grüße vom gesamten RIK-Team nach Madison!
Petra Heß

Stadt Freiburg i.Br.
Referat für Internationale Kontakte /
International Affairs Division & Green City
Rathausplatz 2-4, 79098 Freiburg



Trek is very excited about the development that has been occurring on East Washington. Developments like these make for a strong urban core and promote an exciting live-work-play atmosphere. The work being done on East Washington and throughout the Isthmus greatly strengthens the emphasis the city of Madison places on bike and pedestrian circulation and safety.

About five years ago, a portion of Trek World (Trek's National Sales Meeting and Dealer Show) was held at Breese Stevens Field. Many of our employees and bike dealers responded very positively to the event and the facilities. We have not had the recent opportunity to utilize Breese Stevens but would be very interested in hosting, collaborating and/or participating in future bike oriented events at this Breese Stevens.

As always Trek supports, advocates and appreciates all that Madison does for the bike industry and look forward to potential further collaboration.

Dean Gore
Global Director of Marketing
Trek Bicycle Corporation
801 W. Madison Street
Waterloo, WI 53594



This booklet was printed on 100% PCW
(Post Consumer Waste) recycled paper.