
RFP 8253-0-2012/DWR

CAPITOL EAST DISTRICT DEVELOPMENT

800 BLOCK OF EAST WASHINGTON

MADISON, WISCONSIN



CAPITOL EAST DISTRICT DEVELOPMENT

800 BLOCK OF EAST WASHINGTON

Economic Development Division

City of Madison
Madison Municipal Building, Room 312
215 Martin Luther King Jr. Boulevard
P.O. Box 2983
Madison, WI 53701-2983

February 15, 2013

Mr. Marx & Selection Committee,

C.D. Smith and its development partners Mandel Group and Engberg Anderson are pleased to submit our proposal for the development of the North 800 Block of East Washington Avenue. Our partners and extended team are uniquely qualified to deliver this vision through a combination of previously completed projects, commitment to a collaborative process, financial stability, local understanding and recognized leadership in the design, development and management of urban environments.

In addition, we are fortunate to be able include Fresh Madison Market, a proven, full service, urban grocer as an integral member of our development team. Their unique understanding and commitment to delivering a local, high service, sustainable, urban grocery model to this project and neighborhood is invaluable. As a highly visible, anchor tenant, Fresh Market will not only become a destination but will also attract symbiotic business opportunities to this development, neighborhood and district.


We are energized by the opportunity to assist the Madison community in creating a signature development at this site. We recognize the value and importance of this site as pivotal for the future development of the entire district and have spent considerable time considering potential solutions. Our team is convinced the vision represented in this proposal will help the community create the destination for the Cap East District which will not only clearly identify the heart and soul of the "place" but also act as a springboard and benchmark for future development along the corridor.

We believe the following materials represent an achievable, signature development opportunity for Madison and the immediate neighborhoods. We look forward to exploring the opportunities and our vision in greater detail together with you.

Respectfully,



Michael Krolczyk
Vice President
C.D. Smith



Robert B. Monnat
Chief Operating Officer
Mandel Group



Paul Cuta, AIA
Partner
Engberg Anderson



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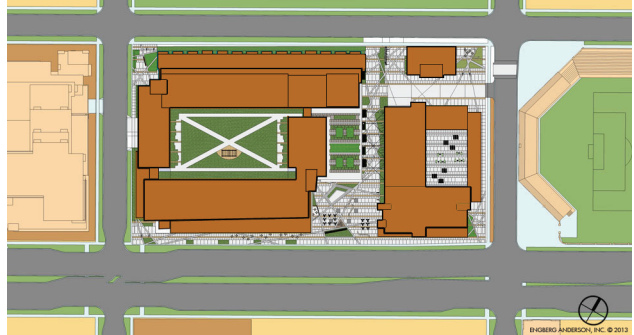
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a. Describe the development program and concept.

Concept Overview

Envisioned as an identifiable community destination and a mixed-use development scaled to the surrounding neighborhood, the new Cap East Center is designed to serve as a neighborhood hub and focal point for the emerging Capitol East Corridor and its surrounding neighborhoods. The site is strategically located at the midpoint of the civic boulevard district defined by the Capitol Square to the West, Yahara River Corridor to the East, the adjoining Tenney Lapham neighborhood to the North and the Willy Street / Marquette neighborhood to the South. This physical location combined with the immediately adjacent recreational uses of Breese Stevens Field and Reynolds Park make this site a natural location for creation of a destination crossroads for community and civic engagement.

Our team envisions this new development as a significant opportunity to reinforce the building of greater community by respecting the scale and character of abutting neighborhoods while addressing the commercial opportunity of the East Washington Avenue corridor. A carefully crafted combination of new commerce, employment and living environments that respects, engages, reinforces and enhances the public amenities present in the existing context. A vibrant business destination, neighborhood shopping district, and residential enclave that exemplifies the values of Madison's urban lifestyle alternative. Program elements are deliberately located and oriented to encourage pedestrian and public interaction while respecting the existing adjoining uses of recreation, residences and commerce. Each street frontage is deliberately designed to consider and be responsive to the character, scale, use and future potential of adjoining properties. The resulting development is planned to exemplify the opportunity that exists to sensitively combine significantly capitalized new mixed use development in the context of the two flanking Isthmus neighborhoods to the north and south of the East Washington Avenue corridor.



Process

Our team believes strongly in the process of collaboration and engagement in the creative process as the best means to design solutions that positively shape the communities we call home. We have given this site considerable thought, investigated a variety of potential solutions and have presented both distinct and energized ideas about this site and development. The urban design aspect of this type of development is by far the most critical design step of the process. Once the urban design has been thoroughly vetted, we would then intend to detail the development with a final design character that will provide further delineation of materials, fenestration, detailing, and similar aspects of the final architecture. We look forward to beginning a process of collaboration to build on our core vision, moving through these steps to form a community supported solution that is mutually beneficial. Final project approvals would be based on thorough architectural plans and specifications for the development based on the outcomes of this process.

Program

Commercial/Retail



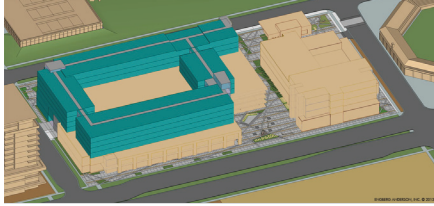
Neighborhood-oriented commercial and retail opportunities are vital to the success of activating the civic and pedestrian zones of the development. The tone for the entire retail component is established by the primary traffic generator. The anchor destination for this urban center is a signature, urban grocery for the East Isthmus neighborhoods. Fresh Market Madison has committed to pursuing development of a new grocery located on the corner of East Washington Ave. and Patterson Street, providing a locally crafted, high quality, neighborhood-oriented grocery environment for not only food and sundry needs, but also community-oriented, special programming in their Fresh Events Center.

The significance of this commitment is two-fold; First, Fresh Market Madison is a uniquely specific, urban grocery model with a proven track record of understanding and serving the needs of urban neighborhoods and lifestyles. The store's approach to service and its home delivery model can readily succeed at this location. Second, the ability and willingness of this community partner to leverage and partner with other synergistic retail opportunities creates unique opportunities to establish a retail "community within a community". Such anchor-led initiatives are apparent in many of our more dynamic neighborhood shopping districts, and contribute to the overall vitality and health of all businesses in the district.



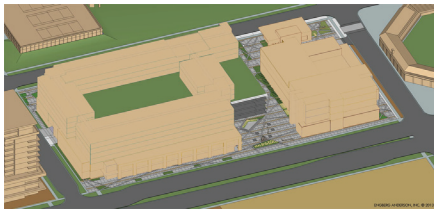
Office/Employment

The success of urban neighborhoods and mixed-use development in particular, relies on providing convenient, viable, employment opportunities. This is not just a question of convenience for adjoining residents or centralized employment, but also providing for diversity of opportunity. Employment options envisioned in this development include a variety of more traditional office opportunities combined with innovative incubator spaces that encourage entrepreneurship, creativity, invention and investment. Office space is envisioned as raw, flexible, adaptable space with a bit of "funky" feel, similar to loft/warehouse spaces, that can provide adaptability and longevity for businesses and users at competitive lease rates and terms. A mix of various types of office space is essential to compete with the "suburban" rent alternatives, provide opportunities not currently available to urban tenants, and respond to the fluid nature of developing and evolving business ventures involved in collaborative and dynamic business models.



Residential

Density drive vitality in urban residential neighborhoods. The proposed Cap East Center will contribute a sizable addition of new rental housing units to the inventory already under development in the 700 Block. Housing options will include townhouses to activate the Mifflin streetscape, more traditional double lined corridor housing, and garden apartments. Each of these are deliberately located to create desirable, scalable urban living solutions. The housing is an essential engine for both the commercial and employment opportunities that are part of this development. While providing diversity within the development itself, our housing mix is planned as an accretive second phase to that which is already underway. The combination of housing with the other land uses also helps to ensure the extended-hours vitality of the immediate area 24/7.



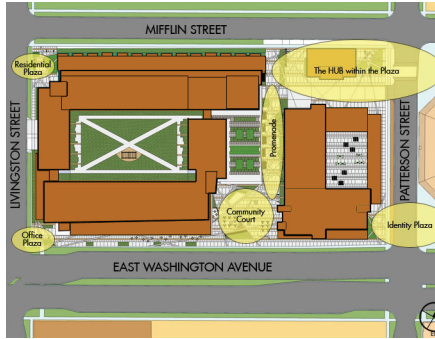
Parking

Even though this is a transit-oriented development plan, and significant alternative modes of transportation are available in enhanced platforms, automobile parking remains a development driver. Long recognized as a loss leader in terms of economic vitality, the parking component of this proposal will require public/private participation to economize on resources dedicated to parking investment.



Our parking strategy utilizes a shared parking strategy for a portion of the residential parking allocation, and as a method of enhancing public use opportunities in support of Breese Stevens Field. Shared parking allows us to right-size the ramp and reduce the number of stalls overall.

The parking facility is located mid-block and wrapped with residential and commercial uses to de-emphasize its impact on the streetscape. Grocery access is from the east, to a single level at grade with a walkway leading directly to the store entrance. This parking access is designed to utilize Patterson Street to encourage the majority of vehicular traffic to use the controlled intersection of East Washington and Patterson. This measure combines increased safety in the immediate are and further reduces the likelihood of traffic moving through the calmer, adjacent residential scaled streets. A speed ramp from the west provides access to the upper levels where office and residential parking is situated.



Public Spaces

The spaces that front and frame the various development building forms are special opportunities for creative placemaking, realizing those spaces that will become the real heart and soul of the Cap East Center. From passing along a garden in the front yards of row houses, strolling through a dynamic pedestrian scaled passage on the way to the Market, meeting a neighbor for coffee, a colleague for lunch on a boulevard terrace with a view of the Capitol, sipping a beverage on the plaza while watching a coach-pitch game across the street at Reynolds Park, or sitting down for a special “Fresh Program” of live music and a meal in the Central Court, it’s the public spaces formed between the buildings that will act as the connective tissue throughout the entire block, and link the block to the surrounding neighborhood.

Sustainability

For our team, a commitment to build intelligently has always been part of our individual and collective cultures. Regardless of the development or building type and scale, we practice the principles of holistic design and building by creating durable and flexible environments that can adapt to changes in program and technology. This combined with creating environments that are engaging and desirable helps to insure the project’s value, permanence and longevity.

Our team’s commitment to sustainable principles is further illustrated by the successful completion of numerous projects recognized for their sustainability in a number of ways, including LEED certifications ranging from certified to gold. Our team is committed to pursuing the principles of sustainable design on the Cap East Center project. We will work together to create a development that is capable of meeting LEED standards at the certified to silver levels and will continue to look at which specific certification may be relevant and achievable, including but not limited to USGBC-LEED, Green Globe and Energy Star. A baseline LEED checklist is included in section F as a springboard for the possibilities at the Cap East Center.

b. Describe the composition, expertise, and experience of the development team.

MASTER DEVELOPER			
C.D. SMITH Michael Krolczyk			
DEVELOPMENT PARTNERS			
PLANNING & DESIGN	OFFICE & RETAIL DEVELOPMENT	DEVELOPMENT FINANCING	HOUSING DEVELOPMENT
Engberg Anderson Paul Cuta, AIA Partner in Charge	C.D. Smith Michael Krolczyk Vice President	C.D. Smith Mark Theder	Mandel Group Robert Monnat Chief Operating Officer
DEVELOPMENT TEAM			
CIVIL & LANDSCAPE	REAL ESTATE	LEGAL	MEDICAL
SAA Design Group John Lichtenheld, PE Patrick Hannon, ASLA	Broadwing Advisors Craig Stanley	Reinhart Boerner Van Deuren Nathan Wautier	Summit Smith Healthcare Facilities Sean Roberts

Team

We are proud to offer the City of Madison and community a special team that is lead by the strength and experience of Wisconsin's premier Contractor and Developer, CD Smith, who will be the Master Developer for this significant project. Mike Krolczyk and his team at C.D. Smith have a long and successful history of leading major development project throughout Wisconsin and beyond. They bring the special commitment, diligence and integrity they bring to every project they pursue which is foundational to the success of this family owned business

that first started exceeding expectations in 1936. Joining C.D. Smith are the development partners of the Mandel Group, a proven leader in innovative urban housing solutions in the State of Wisconsin and Engberg Anderson, a locally recognized leader in the planning and design of buildings, spaces and urban environments that we live in. Together, these three development partners will draw on past successful collaborations, combined with their special vision and experience to bring this project to a successful realization.

Local Expertise

Our team includes a special collection of local businesses and design/development professionals that understand the care and diligence required to execute a project in Madison. The teams at Engberg Anderson, SAA Design Group, Broadwing Advisors and Reinhart Boerner Van Deuren have significant local knowledge and experience to act as a foundation and assist in guiding the process plus a proven track record of engaging in many Madison's successful public collaborations. The entire team is committed to working together with all stake holders in an engaged process to make the City that they also call home a better place for generations to come.

Financial Capability

This team offers the unique ability to avoid the pitfalls and delays of prolonged and uncertain financing solutions through the financial strength and commitment of CD Smith. First, C.D. Smith has historically not pursued speculative development so they lead this effort with the commitment of executing the complete development. Added to this commitment is their unique capacity to personally assure the financing of this development which means once all public approvals and participation details are finalized, the project will proceed, without delay. C.D. Smith also has the distinct advantage of utilizing the tools provided by and extensive in-house development financing and analysis group led by Mark Theder, to best hone and refine the project details through all stages of the development process, further assuring a timely, responsive process.

Since its inception Mandel Group has financed over \$850 million of residential and mixed-use development. The firm has utilized a variety of financing, including conventional debt and equity; New Markets Tax Credits; WHEDA; Midwest Disaster Area Bonds; redevelopment authority-issued double tax exempt financing; TIF; brownfield grants; EDA loans; CMBS debt; GSE debt; and institutional joint-venture debt/equity structures. The firm currently owns 600 units of multifamily in the Madison market and operates an additional 247 units in Madison on behalf of third party owner/clients. During the past several years the firm has acquired and repositioned 1,684 existing units of multifamily housing in the Milwaukee, Waukesha and Madison markets. In addition to its own portfolio of luxury rental communities in the Milwaukee market, Mandel provides property management and asset management services for 732 multifamily units.



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Michael Krolczyk, Vice President
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SERVICES

Pre-Construction Management
 Construction Management
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 General Contracting
 Building Commissions & System Training
 LEED Certified Building
 Turnkey Development

MARKETS

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 Educational
 Food Processing
 Government
 Health Care
 Hospitality
 Housing
 Industrial/Commercial
 Water Treatment

Master Developer / Financing Office & Retail Development

C.D. SMITH

In 1936, Charles D. Smith established C.D. Smith Construction. The strength of C.D. Smith's early years was in labor intensive projects, such as water treatment facilities. Charles' son, Donald, joined in 1941. The father and son team grew the business by focusing on a single concept, to "exceed the owner's expectations." As the company thrived, the workforce swelled and the need for enthusiastic superintendents and project managers grew. In 1955, Thomas D. Baker joined the firm as an estimator/project manager, after previously working summer months as a laborer. Tom's enthusiasm and building skills allowed him to rapidly move forward and by the early 60's, Tom was supervising C.D. Smith's largest projects. In 1964 Charles passed away and his son Donald became President and Tom was named VP. In 1975 Tom was made Executive VP, and President in 1978 upon Donald's retirement. Today Tom holds the position of Chairman. In 1974, Donald's son Gary joined the management team after receiving his Bachelor of Science in Civil Engineering from Marquette University. In 1978 Gary was promoted to VP, and in 1995, he was named President, which is the position he currently holds.

C.D. Smith continues to be a closely held family business. Gary's brother, Patrick Smith, is Secretary, as well as the Safety Director. Gary's son Justin is the Executive Vice President and his nephew, Michael Krolczyk serves as a Vice President. Thomas D. Baker's two sons, Thomas J. Baker and Robert Baker, hold the positions of Vice President and Vice President of Finance.

As one of the Midwest's largest development groups and strongest general contractors, C.D. Smith and its 400+ craftsmen are poised to professionally develop, construct, and deliver the most complex projects with skill and ease. As a developer, C.D. Smith offers flexibility in ownership, lease agreements, and other tenant investments. The development arm of the company owns numerous buildings throughout the United States. C.D. Smith takes great pride in their ability to personally assure the financing of the complete development. Today, the company's annual revenue exceeds \$250 million and their bonding capacity is in excess of \$300 million. C.D. Smith believes in delivering quality in every aspect of its operation.

C.D. Smith operations are managed in the company's corporate office which has been located and expanded on the same plot of land in Fond du Lac, Wisconsin since 1936. C.D. Smith has completed projects throughout Wisconsin and across the U.S.



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Robert B. Monnat
Chief Operating Officer
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SERVICES

Residential Development
 Urban Housing
 Student Housing
 Commercial Development
 Management Company

Housing Development

MANDEL GROUP

Mandel Group, Inc. (MGI) is an integrated real estate services firm with operations in development, construction and property management. We are recognized as the premier residential multi-family developer in the greater Milwaukee area. Leadership in product design, excellence in control over the construction process and skill in economic value has gained Mandel Group the respect of investors and loyalty of the residents.

MGI was formed in November 1991 by Barry Mandel, a native of Milwaukee. Barry Mandel is the successor to the Milwaukee division of Trammell Crow residential, for which Mr. Mandel was the division partner. Since its inception, Mandel Group has developed over \$750 million of residential and commercial real estate development. Among its developments are East Pointe, a 9 block redevelopment of a vacant freeway corridor north of Milwaukee's CBD; University Club Tower, a 36 story, \$100+ million high rise luxury condominium tower on Milwaukee's lakefront; Marine Terminal Lofts, a \$40+ million development comprised of 83 condominiums and 45,000 square feet of commercial space in Milwaukee's Historic Third Ward; and The North End, a new downtown neighborhood planned for over 500 residences and neighborhood retail space on the site of the former US Leather tannery, one of downtown Milwaukee's most prominent brownfield sites.

Residential Development

MGI focuses on developing unique residential communities for emerging demographic profiles, including a growing segment of the population previously accustomed to single-family home ownership, which is now choosing luxury rental apartment communities as their preferred living environment. Since 1992, MGI has developed 1,900 apartment / condominium homes in urban or first ring suburban communities.

Urban Housing

MGI has responded to the growing demand for quality multi-family ownership opportunities in an urban setting, and embarked on the development of numerous luxury condominium communities. Major projects include the \$110 Million University Club Tower and the 83-unit Marine Terminal Lofts condominiums in Milwaukee's Historic Third Ward.

Urban housing developments are distinguished by the work of the award-winning architects retained by MGI. A recent emphasis on eco-friendly living environments further distinguishes MGI housing from the balance of the market.



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Paul Cuta, Partner
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SERVICES

Architecture
 Feasibility Assessments
 Master Planning
 Site Evaluation
 Site Planning
 Programming
 Building Design
 Space Planning
 Zoning & Code Analysis
 ADA Compliance
 Construction Administration
 Interior Design
 Adaptive Reuse
 Heritage Conservation/Historic Preservation
 Public Art Coordination
 LEED® Documentation

Planning & Design

ENGBERG ANDERSON

Founded in 1987 in Milwaukee, Engberg Anderson is a full service design firm providing Planning, Architecture and Interior Design from offices located in Milwaukee, Madison and Tucson, Arizona. We opened our doors to Madison in 2005 and have delivered projects ranging in complexity and budget from several hundred thousand dollars to over 38 million dollars. It is this team of seasoned staff that will bring their experience to the Capitol East District Development.

Centered : At Engberg Anderson we work from and for the vital center. We collaborate with clients and partners as they endeavor to strengthen their communities. Whether it is a mixed-use urban development, library or hospital, an office building, performing arts center or university residence hall – our work supports the activities and institutions at the heart of a vibrant culture and economy.

Balanced : Clients enjoy the collaborative creativity of our practice. In the give and take of our process we seek a balance between spontaneity and intentionality, between performance and comfort, between inventive and enduring.

Engaged : Our work in the domains of health, community and culture reinforces the social wellbeing of the places where we practice. High-performance, technologically advanced, and environmentally sensitive facilities, our projects are sources of inspiration, healing and pride.

Sustainable Design : At Engberg Anderson, a commitment to build intelligently has always been part of our culture. Regardless of building type or scale, we have practiced the standard principles of holistic design by creating durable and flexible spaces that can adapt to changes in program and technology. To demonstrate our commitment to sustainable practices, we designed our Milwaukee office using LEED® and Energy Star principles, making us the first architecture firm in Wisconsin to have a LEED Gold certified office. We are members of the U.S. Green Building Council and Wisconsin Green Building Alliance.

Quality Assurance : Engberg Anderson uses a peer review process to deliver a clear, concise and coordinated set of construction documents as a basis of our on-going quality control efforts through the construction period. Team continuity through the project ensures that our clients' goals are accurately described in the drawings and realized in the finished building. This is the basis for competitive pricing and long term performance of the project.

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John Lichtenheld, PE, AICP
Principal/Senior Civil Engineer/
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SERVICES

Transportation Planning
 Urban/Regional Planning
 Civil Engineering
 Urban Design
 Site and Landscape Design
 Park & Open Space Planning & Design
 Land Use

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Mark Theder
President and Chief Executive Officer

Team Qualifications

SAA DESIGN GROUP

SAA Design Group is an urban planning, landscape architecture and civil engineering firm. We dedicate our work to environmental stewardship and advancing our mission for a healthy, vibrant world. Founded in 1984, in Madison, Wisconsin, SAA takes great care to foster long-term relationships with public and private clients throughout the upper Midwest. SAA's planners collaborate with communities to preserve and enhance their unique resources and achieve economically sustainable, aesthetically pleasing, socially dynamic, and ecologically sound places.

Our engineering design is proactive, and our attitude is focused on engineering a quality of life for a more livable community. At SAA, engineering is integrated into the design of projects as they evolve rather than driving the design process or following in its aftermath.

SAA is dedicated to creating functional and expressive environments for corporations, businesses, public and private institutions, and parks and open spaces. Our design staff is comprised of landscape architects and civil engineers dedicated to creating a unique identity for each site, balancing the needs for use and marketplace success with environmental sensitivity and visual appeal.

SUMMIT SMITH

Summit Smith Healthcare Facilities focuses exclusively on the development, programming, planning, design, construction, financing and ownership of healthcare facilities. We have been helping hospitals, clinics, group practices and other healthcare providers across the country plan, design and build the right facilities since 1992.

Summit Smith's team of professionals has extensive experience in nearly every aspect of healthcare facility planning and development, including: facility programming and planning, healthcare architecture, construction, engineering, real estate development, project management, finance, capital planning, strategic consulting and physician marketing and leasing. Through this experience we have developed an integrated process that will help turn your vision into reality.

The Summit Smith team has completed more than \$2.5 billion of healthcare projects in 45 states and has the experience required to develop and implement healthcare facility strategies that are financially sound, operationally efficient and patient- friendly.

Broadwing Advisors
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Craig Stanley, CCIM
Founding Principal
craig@broadwing-advisors.com

SERVICES

Contract Negotiations
 Leasing Advocacy
 Commercial Investments

BROADWING ADVISORS

Broadwing's founder, Craig Stanley, has over twenty years of commercial real estate experience providing consulting and transaction expertise to corporate users and commercial investors. With over 2.5 million square feet leased and over 150 million in investment sales, Mr. Stanley has strong reputation of resolving strategic real estate questions. Our goal is to limit costly mistakes and enable flexibility so clients can reach their potential. Through prudent real estate decisions, based on your specific needs and ever-changing market forces, Broadwing Advisors can help you achieve your desired financial results.

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SERVICES

Land Use and Zoning
 Securing Tax Incremental Financing
 New Markets Tax Credits and other tax credit opportunities

REINHART BOERNER VAN DEUREN

With the largest Real Estate Practice of any law firm in Wisconsin, Reinhart offers clients custom-tailored real estate insight. Reinhart's real estate attorneys work in subspecialty groups so that their broad range of knowledge and depth of experience apply to every matter. While Reinhart attorneys practice in every area of real estate law, Reinhart excels in three of today's most important service areas including land use and zoning, securing tax incremental financing and taking advantage of New Markets Tax Credits and other tax credit opportunities.

Chambers USA 2013 notes Reinhart's Real Estate Practice among the leading firms in real estate in Wisconsin. Reinhart is ranked by U.S. News Media as a Best Law Firm, Tier 1 in Madison and Milwaukee, for Real Estate and 15 of its real estate attorneys are listed in Best Lawyers in America 2012-2013 (more attorneys than any other firm in Wisconsin). Additionally, Reinhart's real estate attorneys write the books and teach the classes that other attorneys and industry leaders look to for real estate guidance.

Michael Krolczyk

VICE PRESIDENT



Mike brings over 20 years of construction experience, 18 with C.D. Smith to his role as Vice President. His responsibilities include the oversight of construction management and design-build projects from the pre-construction planning stages through owner occupancy. Mike also oversees and manages C.D.

Smith's development projects.

Relevant Experience

- Fond du Lac Public Library, Fond du Lac, WI
- Fox Valley Savings Bank, Fond du Lac, WI
- Global Freshwater Center, Milwaukee, WI
- Gundersen Lutheran, La Crosse, WI
- Marriott Hotel, Milwaukee, WI
- Milwaukee Water Council, Milwaukee, WI
- Riverside Center I, II & III, La Crosse, WI
- US Customs & Border Patrol, Rangley, ME
- UW-Platteville Bridgeway Common, Platteville, WI
- UW-Platteville Rountree Commons, Platteville, WI
- VA C.B.O.C., Bangor, ME
- VA C.B.O.C., Billings, MT
- VA C.B.O.C., Evansville, IN
- VA C.B.O.C., Peoria, IL
- VA C.B.O.C., Wilmiington, NC
- VA Medical Center, Green Bay, WI

Mark Theder

DEVELOPMENT FINANCING



Mark has specialized in the development, financing, planning, design and construction of healthcare and housing facilities for twenty years. Prior to joining C.D. Smith, Mark was a Vice President with AMDC Corp., a nationwide healthcare real estate development and program management company. Before join-

ing AMDC, Mark helped lead two nationwide developers of ambulatory care facilities in the positions of President, Senior Vice President and Vice President-Development. Earlier in his career, Mr. Theder was an investment counselor and portfolio manager for Prudential Securities.

Relevant Experience

- Divine Savior Healthcare, Portage, WI
- Hawthorn Medical Associates, North Dartmouth, MA
- Hills and Dales General Hospital, Cass City, MI
- Kishwaukee Community Hospital, Dekalb, IL
- Northbay Medical Center, Vacaville, CA
- North Shore Surgical Specialists, Milwaukee, WI
- Orange Coast Memorial Medical Center, Fountain Valley, CA
- Partners Community Healthcare, Boston, MA
- Phelps County Regional Medical Center, Rolla, MO
- Rush Presbyterian St. Luke's Medical Center, Chicago, IL
- Sierra Vista Regional Medical Center, San Luis Obispo, CA
- St. Anne's, Milwaukee, WI
- Sun Health, Phoenix, AZ
- The Sterling Rock Falls Clinic, Sterling, IL
- Veterans Administration, Billings, MT
- Villa Loretto, Mt. Calvary, WI
- Waukesha Memorial Hospital/ProHealth Care, Waukesha, WI

Tricia Caswell

DEVELOPMENT AND CONSTRUCTION SERVICES



Tricia works hand-in-hand with the Internal and External project team to ensure a cohesive understanding of project details. The following list is a brief summary of her responsibilities as they relate to development projects.

Responsibilities

- Site selection and complete all due diligence required to move a project from development into construction
- Obtain all municipal entitlements – zoning, site plan, development plan approvals and permits
- Interface directly with local officials, community stakeholders, land owners, and legal representatives to coordinate all issues and bring projects to a successful completion
- Work as an integral member of an internal development team that includes staff from various other disciplines – legal, accounting, finance, construction, and property management
- Understanding of environmental issues including wetlands and floodplains
- Manages electronic communication to streamline all project documentation
- Develops clear project specific communications for all aspects of the project from development, budgeting, through construction reporting

Greg Sabel

DIRECTOR OF CONSTRUCTION MANAGEMENT



Greg has extensive experience in the construction industry as a project manager and team leader. As Director of Construction Management, Greg's responsibilities include the administration of contracts, direction and collaboration with Planners, Architects, Engineers and Contractors. Greg is responsible for budget and reports preparation, subcontractor bidding and control, construction schedule and overall project procedures, quality and safety.

Relevant Experience

- Hawthorn Medical Associates, New Bedford, MA
- Kewaskum School District, Kewaskum, WI
- Kohler K-12 School, Kohler, WI
- Kondex Manufacturing, Lomira, WI
- Mosinee Elementary School, Mosinee, WI
- New Holstein Middle School, New Holstein, WI
- Silver Lake College Clare Hall, Manitowoc, WI
- Silver Lake College Music Facility, Manitowoc, WI
- Third District Communications Operation Center, Milwaukee, WI
- Tomorrow River School District, Amherst, WI
- Weber Center for the Performing Arts, La Crosse, WI
- Whitefish Bay School District, Whitefish Bay, WI
- YMCA & Boys and Girls Club, Fond du Lac, WI

Barry Mandel

CHIEF FINANCING OFFICER



Barry R. Mandel has a JD degree from Georgetown University Law Center and a BA in economics from the University of Wisconsin. After graduating from law school, he practiced tax, corporate, and real estate law in Kansas City, Missouri.

In 1982, Mr. Mandel returned to Milwaukee and became a partner in his family's real estate business, assuming responsibility for the management and operation of multi-family units, as well as various commercial and residential developments in Wisconsin.

In January 1986, he joined Trammell Crow Residential ("TCR") as managing residential partner for Wisconsin. From 1988-1989, Mr. Mandel also assumed responsibility for TCR's operations in Minneapolis. As a development partner in TCR, Mr. Mandel was involved in site selection, zoning, governmental approvals, site acquisition, design, development, financial projections, financing and management of each development. During his tenure at TCR, he was involved in over \$100,000,000 of apartment development.

In November of 1991, Mr. Mandel formed Mandel Group, Inc. Mandel Group Inc. is an integrated real estate services firm with operations in development, construction and property management. The company's primary real estate focus is luxury multi-family rental communities, luxury condominiums and neighborhood retail development. The firm and its affiliates directly employ approximately 125 professionals in these activities.

Robert B. Monnat

CHIEF OPERATING OFFICER



Bob joined Mandel Group in April, 1999 as a partner in the firm and serves as its Chief Operating Officer. He is responsible for coordinating and overseeing the activities of Mandel Group's development and construction operations, and specializes in urban redevelopment, urban infill and waterfront developments.

A native Milwaukeean, Mr. Monnat is a 1979 graduate of the University of Wisconsin – Milwaukee's School of Architecture & Urban Planning. Prior to joining Mandel Group, Mr. Monnat's development resume includes over \$200 million of directed real estate developments – primarily urban redevelopment projects – throughout the US. Mandel Group has completed over \$800 million of developments since its inception.

Bob and his wife Barb are Milwaukee residents and have twin 15-year old sons, Sam and Charlie. Bob is active in the community, has served as president of the Bavarian Soccer Club and is now part of Friends of BSC, LLC, which owns the Bavarian Soccer Club's facilities. He currently serves on the boards of the Milwaukee Protestant Home, the Historic Third Ward Business Improvement District, the Milwaukee Economic Development Corporation, and the Girl Scouts of Southeastern Wisconsin.

David A. Pavela

CHIEF FINANCING OFFICER



Dave Pavela, CPA, has been with the Mandel Group since 1994 and is the Company's Chief Financial Officer. Prior to that he was a founding member and Senior Vice President of Financial Guaranty Associates, a successor company to a division of Mortgage Guaranty Insurance Corporation (MGIC) where he was

an officer. These companies were pioneers in providing insurance based credit enhancement products to the real estate industry.

Operational duties included business plan evaluation, due diligence, deal flow, sales and marketing, and supervision of staff. He was also a Tax Manager with the Chicago office of Coopers & Lybrand where he specialized in real estate. Dave holds a Bachelor of Science degree (accounting emphasis) from Chicago State University and a Master of Science in Taxation from DePaul University.

Paul M. Cuta

AIA | PARTNER



Paul was named Partner in 2007 and leads Engberg Anderson's office in Madison, Wisconsin. A native of Madison, Paul rejoined Engberg Anderson after 11 years and contributes significant work to the growth of the city he calls home. Paul's energetic approach translates into enthusiastic clients and creative

design solutions. Paul efficiently reaches consensus with clients, project stakeholders, design team members and constructors. With experience designing a variety of building types, Paul's main areas of focus are post secondary education, cultural/recreational, corporate, and housing/mixed-use projects.

Relevant Experience

- 640 West Apartments, Madison, WI
- Barbara Hochberg Center for Jewish Student Life, Madison, WI
- Madison Public Library, Madison, WI
 - Monroe Street Branch
 - Pinney Branch
 - Sequoyia Branch
- Children's Dental Center, Fitchburg, WI
- Reston Heights Mixed-Use Master Plan, Madison, WI
- Union Corners Development, Madison, WI
- Lakeside Office Building, Madison, WI
- University of Wisconsin-Madison, Madison, WI
 - Hiram Smith Hall Renovations
 - Dejope Residence Hall & Food Service Facility
 - Merit House Residence Hall Renovations
- University of Wisconsin – Stevens Point Residence Hall, Stevens Point, WI
- Warner Park Community Recreation Center, Madison, WI*
- Wisconsin Educational Association (WEA) Trust Programming, Master Planning & Design, Town of Madison, WI*

* Represents experience while with a former firm.

Marc Schellpfeffer

AIA | PRINCIPAL



Marc has a strong understanding of mixed-use developments for both public and private clients. Marc is particularly interested in how design can both foster an individual's sense of space and create a "social environment" that contributes to an overall sense of community. His leadership skills and personal-

ity within the office create an atmosphere towards quality design and meeting clients' needs and concerns. As an effective communicator, he readily listens and provides appropriate attention to clients and develops thoughtful solutions to their particular issues throughout all phases of the project.

Relevant Experience

- 640 West Apartments, Madison, WI
- Cudahy Library Square Apartments, Cudahy, WI
- RiverHeath Townhomes, Appleton, WI
- Tobacco Row II Site Study, Madison, WI
- Union Corners Development, Madison, WI
- Barbara Hochberg Center for Jewish Student Life, Madison, WI
- Findorff Yards Office Lofts, Madison, WI
- Urban Land Intrests (ULI) Small Tenant Improvements, Madison, WI
- University of Wisconsin – Stevens Point, Suites @ 201 Residence Hall, Stevens Point, WI
- University of Wisconsin-Madison, Madison, WI
 - Dejope Residence Hall & Food Service Facility
 - Merit House Residence Hall Renovations
- Edgewood High School, Madison, WI
 - Facility Master Plan
 - Accessibility Study
- Reston Heights Mixed-Use Master Plan, Madison, WI

Jack L. Fischer

AIA | PRINCIPAL



Jack has a distinguished career as a strategic advisor, developer, entrepreneur and architect. His past experience includes serving as president of several companies, including JP Marathon, Interglobia, and the Fischer Group companies and as Commerce Secretary for the State of Wisconsin. He is an active partner and owner of Third Coast Consulting, LLC, and serves on a number of private company and non-profit boards. Over the course of his career, he has been involved in the design and construction of more than one hundred class A facilities. In addition to his architecture and development activities, Jack has enjoyed a host of civic achievements, is an enthusiastic UW-Milwaukee School of Architecture alumni, and has traveled extensively for project activities throughout the world.

Relevant Experience

- 3M Company, Cynthiana, KY*
- Airadigm Communications, WI, IL & IA*
- American Cyanamid, Jaguariuna, Brazil*
- Harbor Place Office Facility, Menasha, WI*
- InterGlobia Inc. Corporate Office, Appleton, WI*
- J. M. Smucker Co., Ripon, WI*
- K-Mark Corporate, MN, ND, IL, MS, IA, IN, and MI*
- Kimberly-Clark - Office Facility, Neenah, WI*
- Menasha Corporate, Tokyo, Japan*
- Miller Electric Manufacturing Co., Appleton, WI*
- Motorola Corporate Campus, Jaguariuna, Brazil*
- Network Health Plan, Appleton, WI*
- Packaging Corporation of America, Detroit, MI*
- Plexus Corporation, Neenah, WI*
- Rayonier Research & Development Facility, Jesiup, GA*
- UPM-Rafatac Coating/Converting Facility, Durham, NC*
- World Trade Center, Sao Paulo, Brazil*
- Xerox Regional Headquarters, Columbus, OH*

* Represents experience as an owner of a former firm.

Erik Jansson

AIA | LEED AP BD+C



Since joining Engberg Anderson in 2006, Erik has led the design teams for several substantial sustainable design projects including the award-winning UW Hillel Barbara Hochberg Center for Jewish Life, the UW-Stevens Point Suites @ 201 Residence Hall, and the Goodman South Madison Branch Library, all of which are LEED projects. Erik has led and participated in numerous sustainable design and planning workshops that have involved various stakeholders ranging from community and student groups to public and private entities. Through this collaborative approach to projects, Erik has been instrumental in integrating daylighting and a high performance building envelope to enhance architectural expression and reduce capital and operating costs. **Erik was recognized as one of Madison's Top 40 Under 40 by In-Business Magazine in 2012.**

Relevant Experience

- 640 West Apartments, Madison, WI
- La Crosse Transit Center, La Crosse, WI*
- One East Broadway Mixed Use Development, Tucson, AZ
- Bookmen Stacks Housing, Minneapolis, MN*
- Machine Specialties Lofts, Minneapolis, MN*
- StoneBay, Orono, MN*
- VA Medical Center Apartments, Madison, WI*
- University of Wisconsin - Madison, DeJope Residence Hall & Food Service Facility, Madison, WI
- University of Wisconsin - Stevens Point, Suites @ 201 Residence Hall, Stevens Point, WI
- Barbara Hochberg Center for Jewish Student Life, Madison, WI
- Corcoran Downtown Plan, Corcoran, MN*
- Andover Clocktower Commons, Andover, MN*
- LaCostes Stores, Woodbury, NY and Las Vegas, NV*

* Represents experience while with a former firm.

John Lichtenheld

PE | AICP



John Lichtenheld has over 36 years experience in site planning, design and engineering for municipal and private projects. His expertise includes traffic and transportation systems, utilities, grading, and stormwater and sewer facilities. John has extensive municipal engineering experience, and has worked for

the Cities of Middleton and Beloit, Wisconsin, as well as for the State of Oregon Land Conservation Development Commission. He can address project issues related to street and utility engineering, pedestrian circulation and safety, crosswalk development, traffic and transportation, parking, mass transit, and stormwater management.

Relevant Experience

- Methodist Medical Center Expansion, Peoria, IL
- St. Mary's Hospital Expansion, Madison, WI
- St. Mary's Emergency Care Facility, Sun Prairie, WI
- Seven Bridges TIF District, Holmen, WI
- Villager Mall Redevelopment, Madison, WI
- Allied Drive Redevelopment, Madison, WI
- Conservancy Place Development Plan & Stormwater Mgmt. Plan, DeForest, WI
- Conservation Neighborhood Plan, Urban Service Boundary Extension, Town of Vienna, WI
- The Uplands Neighborhood Dev. Plan, Site Design & Engineering, Sun Prairie, WI
- Monona Shores Residential Redevelopment Site Design & Engineering, Madison, WI
- Nine Springs Neighborhood Development Plan & Traffic Study, Fitchburg, WI
- Novation Tech. Campus Site Design & Engineering, Traffic Study, Town of Madison, WI
- Seminole Highway Design, CUNA Credit Union Site Design & Engineering, Fitchburg, WI

Patrick Hannon

ASLA



Since 2004, Patrick has brought his design experience and technical knowledge to the industry. His versatility and comprehension of the design process allows him to work on a wide variety of project types at a range of scales. His design experience includes conceptual design, master planning and construction

documents for projects including waterfront development, parks, gardens, educational and corporate campuses, streetscapes and urban redevelopment. Patrick is fluent in a variety of drafting and illustration software and has broad experience preparing cost estimates, construction documents and technical specifications. Patrick's interest in the science, cultivation and creative use of plant materials, reinforced by his educational and professional background in horticulture, allows him to weave elements of the natural world into the planning and design process. In addition to his design work, Patrick is also a skilled process facilitator and alternative transportation planner.

Relevant Experience

- Madison College Landscape Master Plan, Madison, WI
- Edgewood College Residence Hall, Madison, WI
- St. Mary's Emergency Center, Sun Prairie, WI
- Meriter Hospital Campus Landscape Master Plan, Madison, WI
- St. Mary's Hospital Campus Landscape Master Plan, Madison, WI
- Northwestern Mutual Campus, Franklin, WI
- Villager Mall, Madison, WI
- Goodman Community Center, Madison, WI
- St. John's NW Military Academy, Delafield, WI
- Schwiebert Riverfront Park, Rock Island, IL
- Westlawn Neighborhood Redevelopment, Milwaukee, WI
- Park East Condominiums, Madison, WI
- Settlement Place Apartments, Madison, WI
- Union Corners Development, Madison, WI

Craig Stanley

CCIM | FOUNDING PRINCIPAL



Craig Stanley has built his career on helping clients make strategic real estate decisions that help them achieve their goals. Whether he's working with a Fortune 100 company like Google, a small family-owned business, or local investors capitalizing on value, Craig makes top-level service a priority, offering recommendations that take into account the entire financial and business picture, not just a transaction.

Mr. Stanley primary focus involves Corporate Representation and investment sales. Mr. Stanley also has extensive experience in building and asset representation. He's got the credentials to back up his advice. Craig received his Masters in Business Administration from the University of Wisconsin-Madison and is a Certified Commercial Investment Member (CCIM). He served as Principal and Executive Vice President of Siegel-Gallagher for over a eleven years and prior to that worked for two prestigious Chicago firms, GVA Williams and Mesirrow Financial where he represented large corporate clients.

A Wisconsin native who has roots in the Milwaukee area, Craig and his wife moved to Madison in 2001 and are raising their three young children on Madison West side. Mr. Stanley is active in the downtown community as a board member of Downtown Madison Inc. and Downtown Rotary. As for activities, in the winter, you will find the Stanley's enjoying outdoor winter activities like alpine skiing and in the summer, golf, tennis, fly fishing and enjoying the Northwood's, including spotting an occasional broad-wing hawk.

Nathan J. Wautier

ATTORNEY



Nathan J. Wautier is a shareholder in Reinhart's Real Estate Practice, Business Law and Institutional Investor Services Group. Nathan primarily serves as legal advisor for real estate developers, owners, operators, borrowers and lenders on real estate projects and related financings in Wisconsin and across the country.

Nathan regularly advises developers on land-use matters, the land entitlement process and tax incremental financing in the City of Madison. Nathan currently serves as chair of Downtown Madison Inc.'s Economic Development Committee and has been an active participant at City of Madison meetings, discussing the Zoning Code, tax incremental financing and the Downtown Plan rewrite processes.

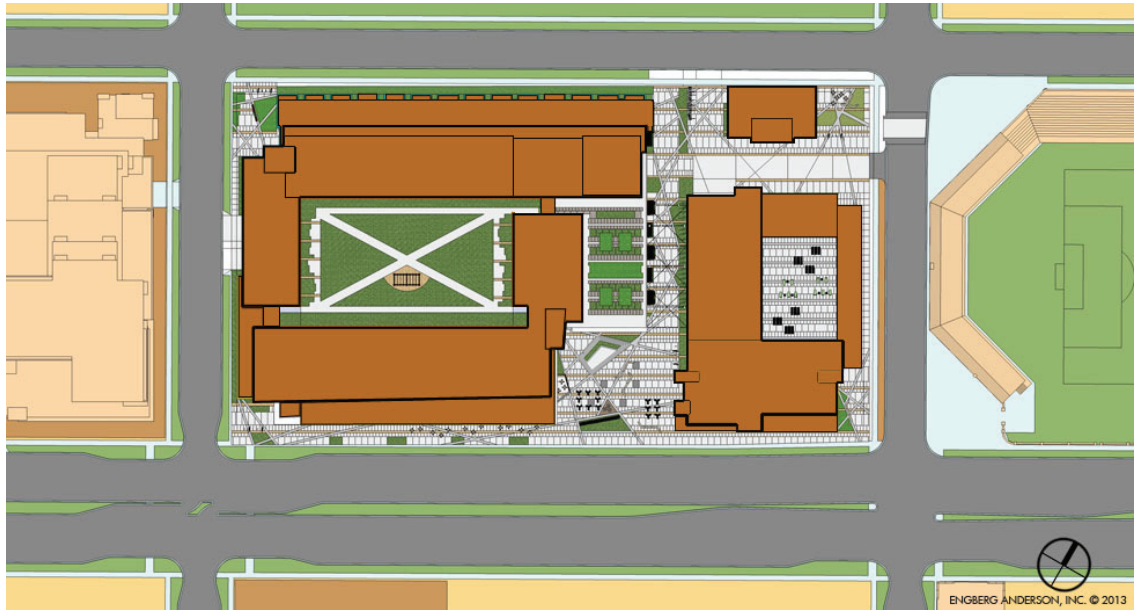
Notable Publications

- State Bar of Wisconsin's Commercial Real Estate Transactions in Wisconsin, Chapter Co-author "Analyzing a Commercial Real Estate Investment" (December 2010)
- "The three-headed Hydra: The city of Madison's downtown plan, zoning code, and development review process" In Business Open Mic (August 2012)
- "Madison Zoning Code Rewrite Update" Reinhart E-alert (December 2010)
- "Update on City of Madison Zoning Code and Downtown Plan Rewrites" Reinhart E-alert (October 2010)

Notable Speaking Engagements

- "The Role of Neighborhood Associations in Land Use" Trends in Land Use and Zoning Seminar, Milwaukee, WI (December 2012)
- "Big box ordinances, market studies and traffic studies: How municipal regulations impact the development and operation of shopping centers" Round Table Discussion, ICSC Law Conference, Orlando, FL (October 2012)

- c. Submit preliminary site and building plans, building elevations, and sketches with enough detail to help communicate development concept.

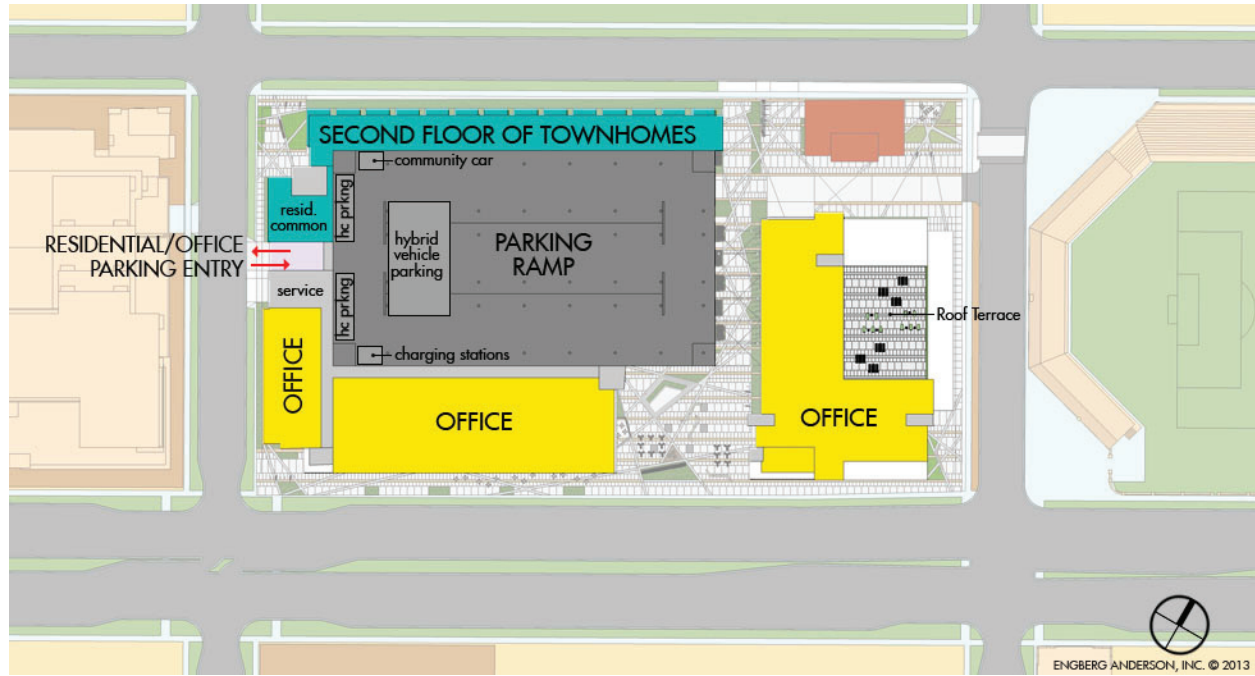


SITE
PLAN

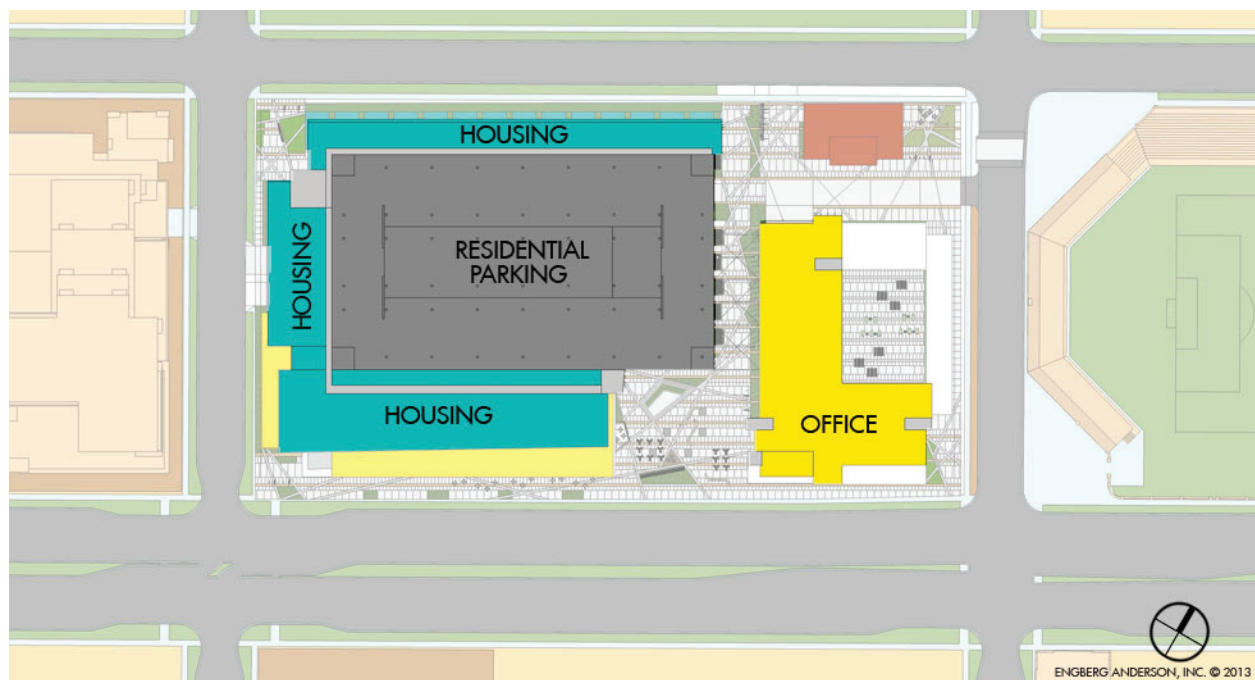


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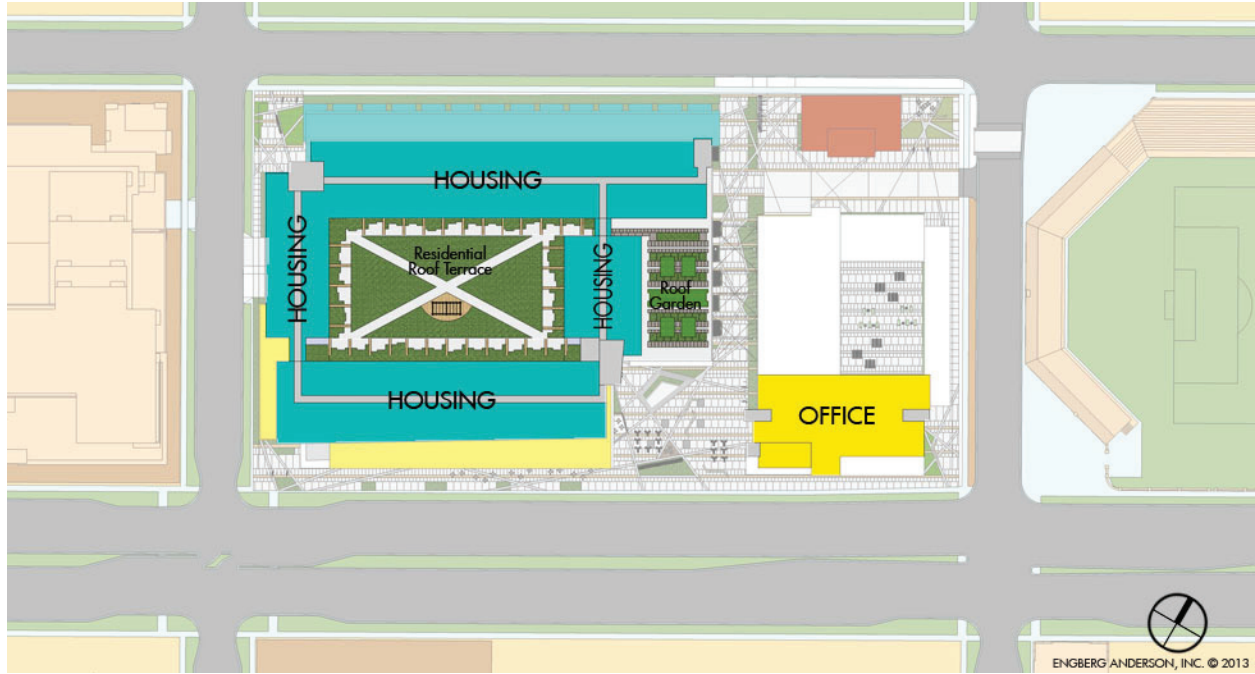
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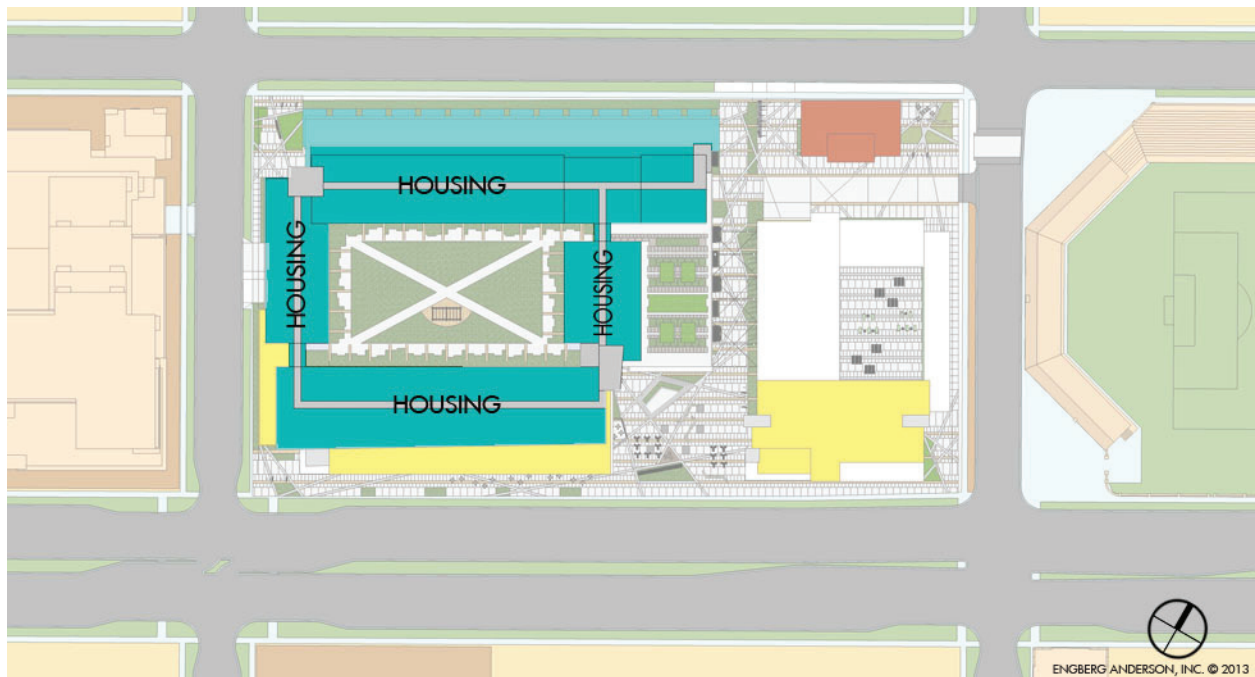
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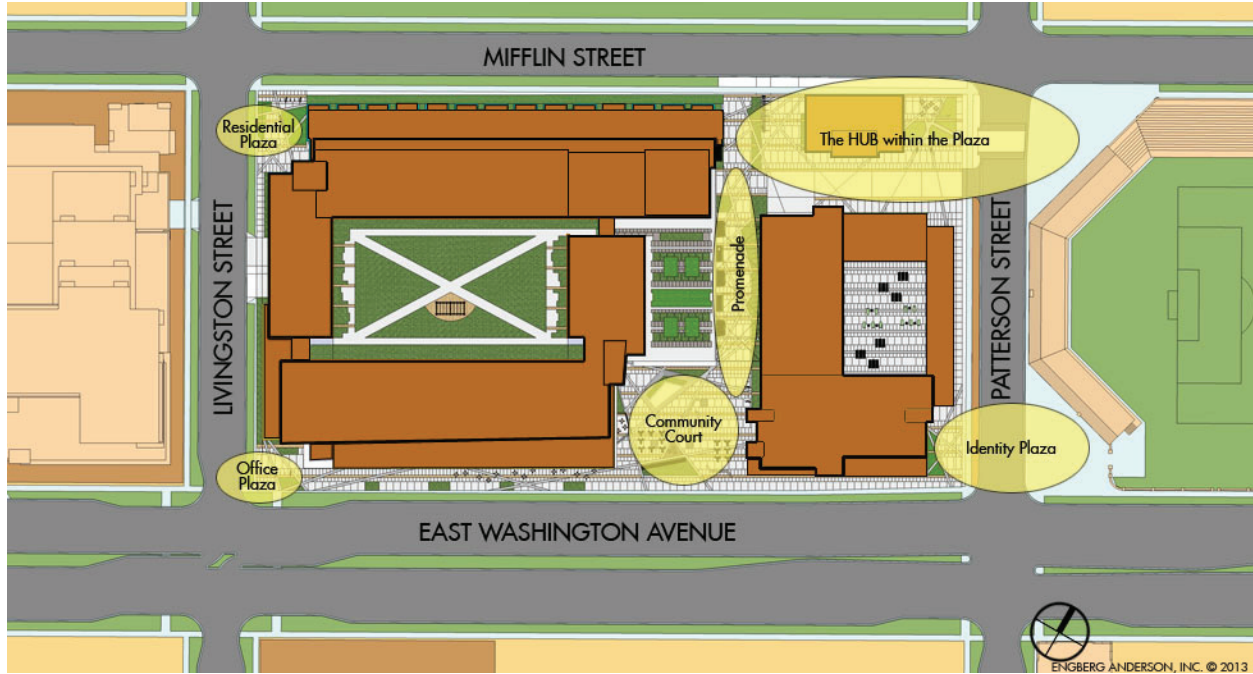
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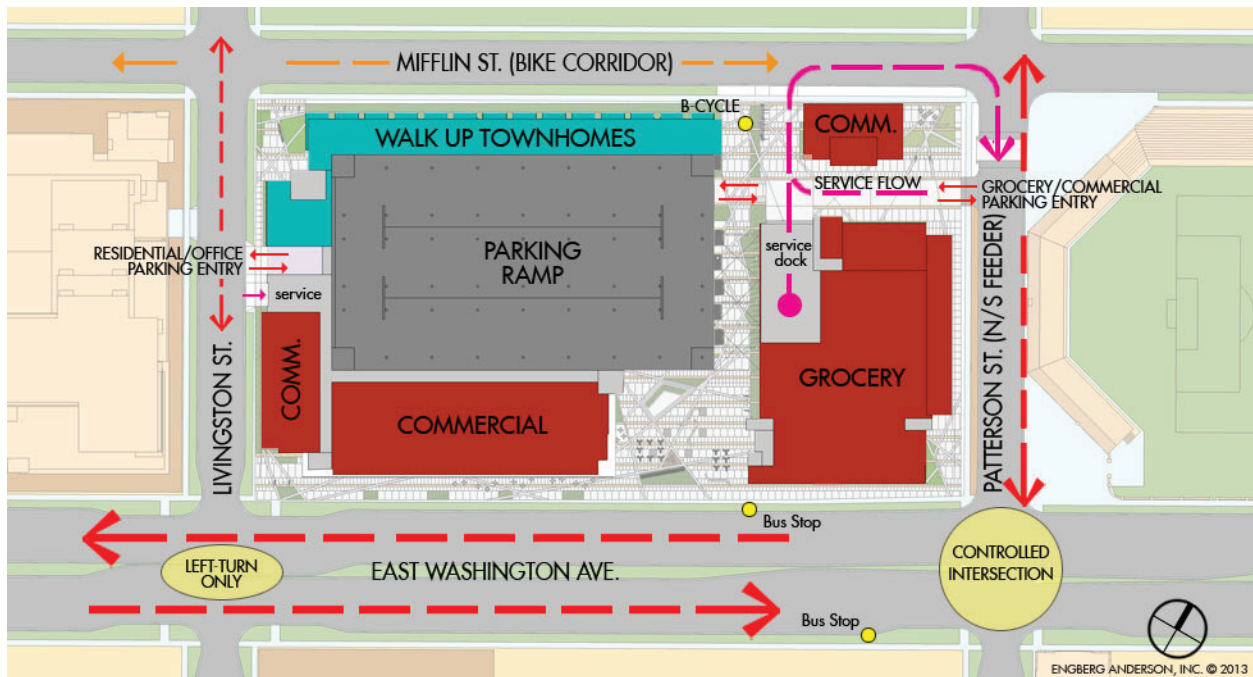
LEVELS 5-6



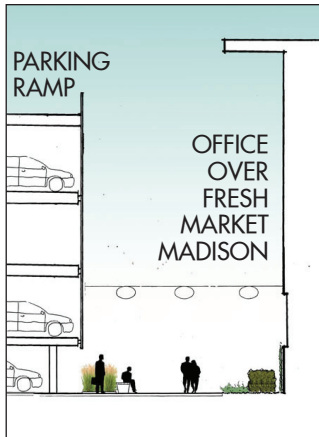
PUBLIC SPACE



TRAFFIC



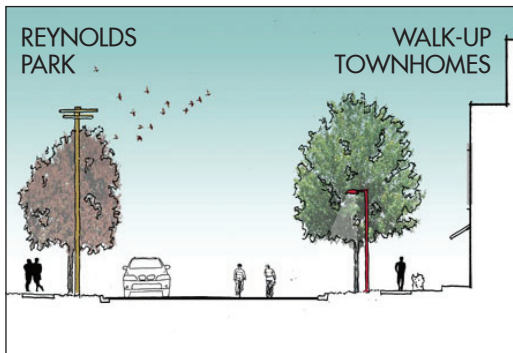
STREET SECTIONS



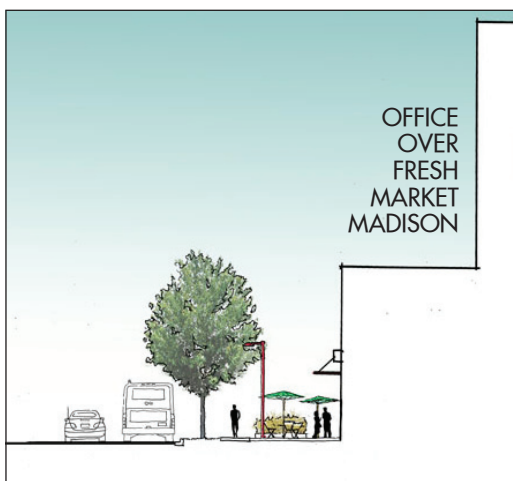
SECTION THROUGH PROMENADE



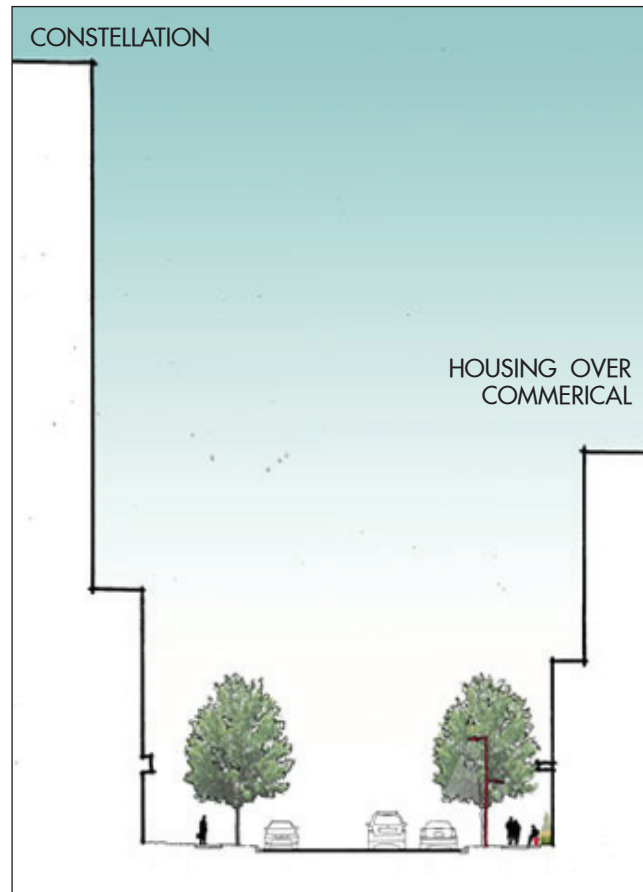
SECTION THROUGH PATTERSON ST.



SECTION THROUGH MIFFLIN ST.



SECTION THROUGH EAST WASHINGTON AVE.



SECTION THROUGH LIVINGSTON ST.

MASSING DIAGRAMMS

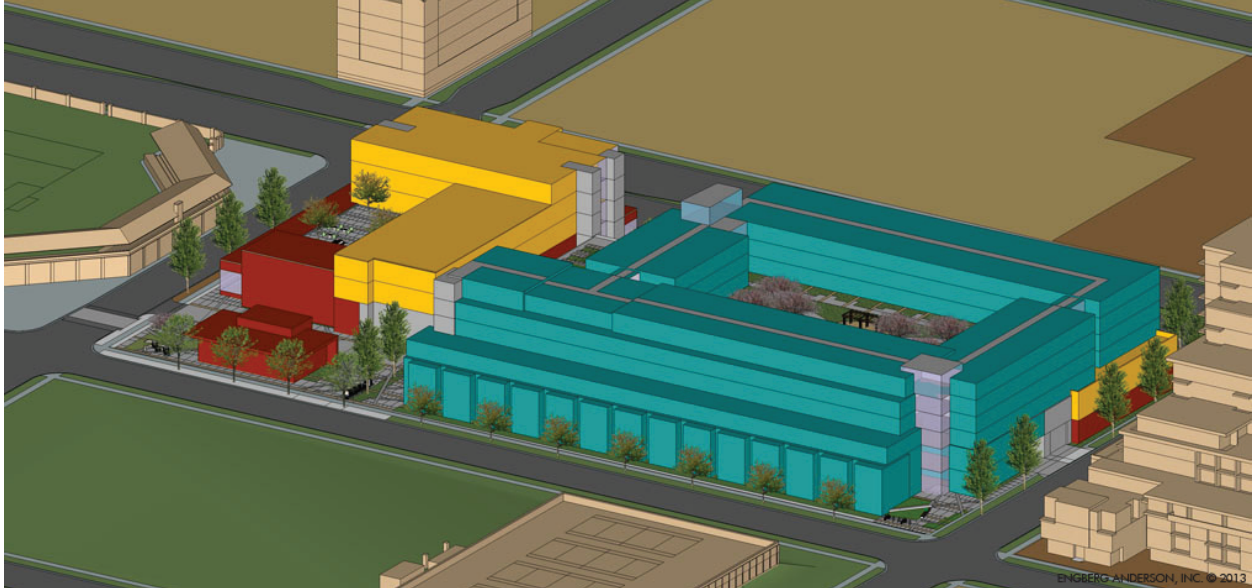


VIEW FROM SOUTH EAST



VIEW FROM SOUTH WEST

MASSING DIAGRAMMS



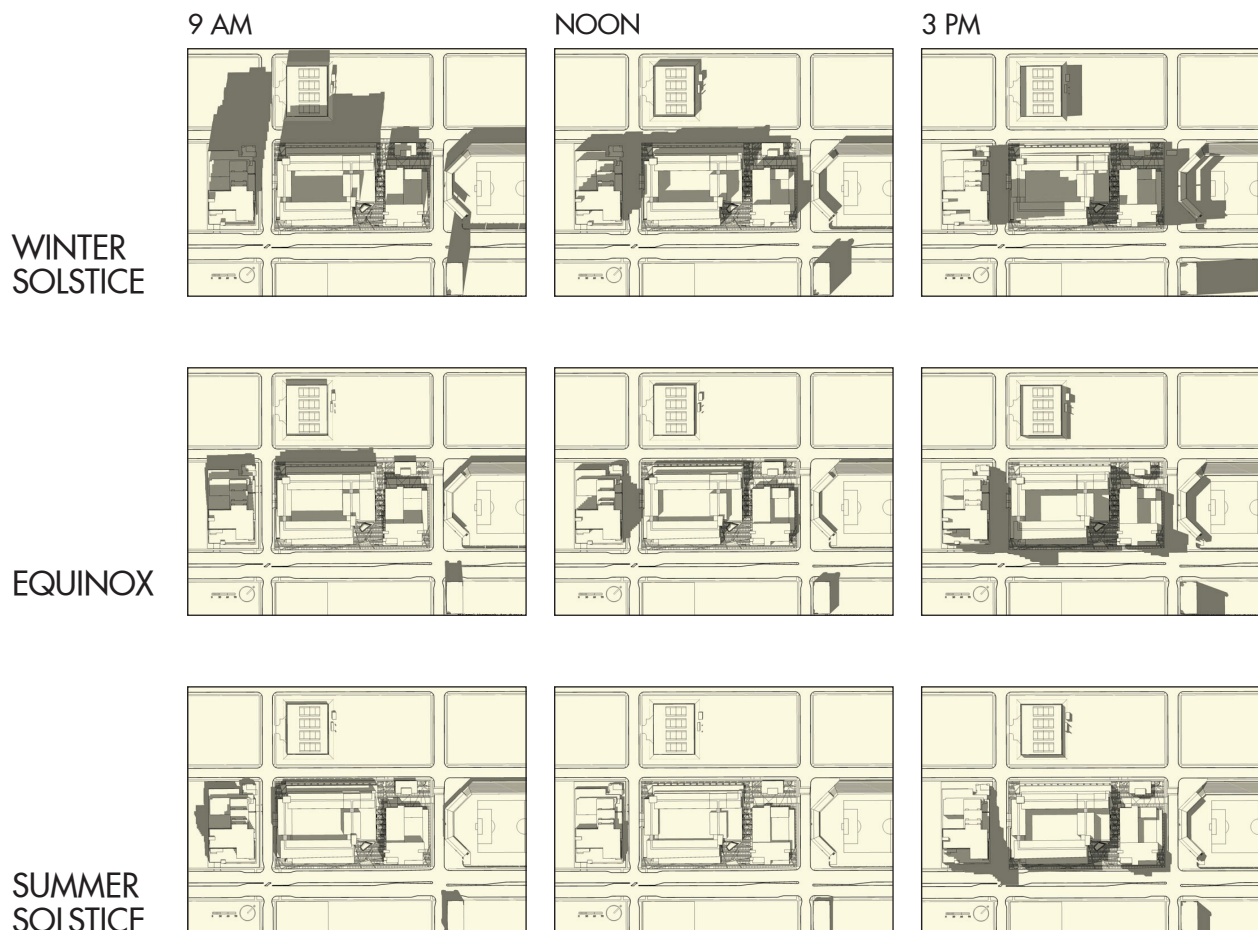
VIEW FROM NORTH WEST



VIEW FROM NORTH EAST

Solar Impact on Public Spaces & Buildings

Understanding the Cap East Center is a destination that is intended to encourage community and social interaction, we have deliberately considered the impact of the built development both existing and proposed, on the public and semi-private open spaces. Zoning the site relative to activity is one strategy implemented, but also consideration for building massing and placement are deliberate relative to managing direct solar access and shading within the development as well as the impact on adjoining uses.



VIGNETTES



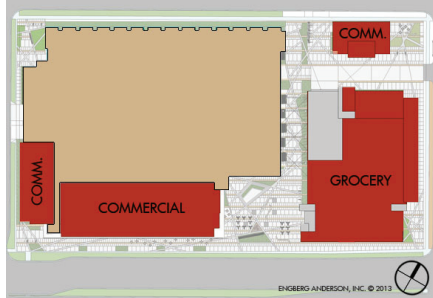
COMMUNITY COURT



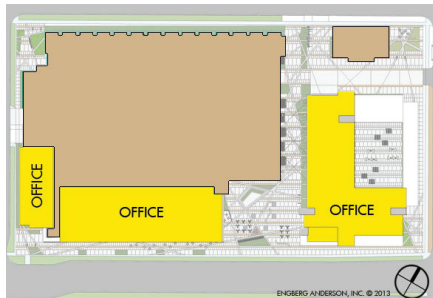
THE "HUB"

ARCHITECTURAL IMAGERY

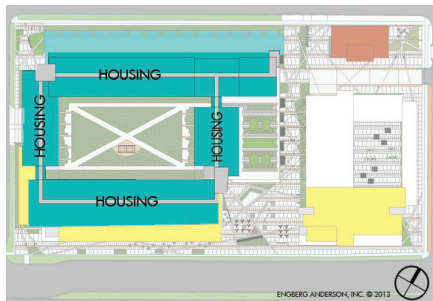




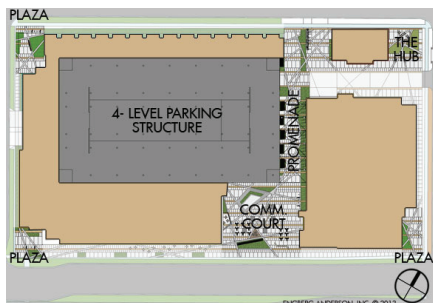
Commercial / Retail



Office



Housing



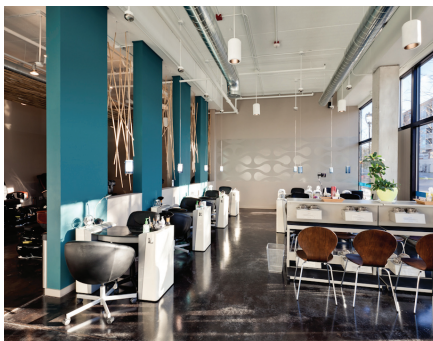
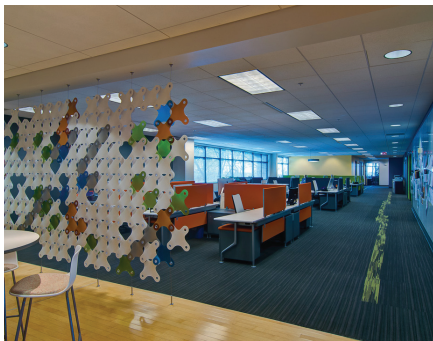
Parking / Public Spaces

d. Indicate the development land uses, prospective business types, along with unit counts and square feet per use.

Land Use Diagrams

Commercial / Retail
Office
Housing
Parking / Public Spaces

USE	GSF
RESIDENTIAL (Blue in Model) 1,120 gsf/unit = 200 units	210,000 gsf (includes 5,400 gsf of common space)
GROCERY (Red in Model)	35,000 gsf (includes 5,000 gsf of loading dock)
OFFICE (Yellow in Model)	68,000 gsf - 83,000 gsf (Includes 53,500 gsf within office space above grocer and 5,800 gsf of service)
COMMERCIAL (Red in Model)	31,800 gsf (includes 5,800 gsf of service)
PARKING Stalls Provided	726 stalls on four levels
Residential = 1.34 stalls/unit	268 stalls
Grocery = 4 stalls/1,000 gsf	120 stalls
Office = 3 stalls/1,000 gsf	234 stalls
Commercial = 4 stalls/1,000 gsf	104 stalls



Prospective Business Types

Tenants – Committed

Fresh Madison Market	35,000 gsf	
Commercial/Retail		
Restaurant	4,500 gsf	
Office Tenants		
Professional	5,500 gsf	
Professional	1,500 gsf	
Professional	1,000 gsf	
Incubator/Flex	3,000 gsf	
Housing		
200 Units	210,000 gsf	260,500 gsf

Tenants – Known & Expressing Strong Interest

Commercial/Retail		
Restaurant	4,000 gsf	
Retail	2,000 gsf	
Office Tenants		
Professional	40,000 gsf	
Professional .	2,500 gsf	48,500 gsf

Tenants – Potential

Retail

Restaurant/Bar
 Coffee/Café
 Entertainment - Boutique Cinema, Ping Pong Club
 Retail – Clothing
 Sports Recreation – Bicycle, Soccer, Running
 Fitness
 Health & Personal Care
 Salon & Spa
 Dry Cleaner
 Pets Care

Office

Professional
 Health care
 Tech Incubator
 Office Hoteling



**Proposal for Fresh Market Grocery Store
Capitol East District**

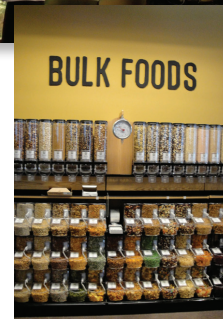
800 North Block of East Washington Avenue in Madison, Wisconsin





Introduction

Maurer's Foods, LLC, the family-owned company behind the successful **Fresh Madison Market** on campus and the non-profit **Freshmobile Initiative**, is pleased to propose a fresh-market, full-service urban grocery store as part of developing the 800 North Block of East Washington Avenue into a vibrant mixed-use project.



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2



Background

As specified in the city of Madison's RFP for this project, there is significant interest on the part of the city and the affected neighborhoods in locating a grocery store within the Capitol East District.

Fresh Madison Market is an ideal partner for C.D. Smith Construction, Inc. on this project. Fresh Madison Market currently leads the growth of urban grocery stores in Madison by creating facilities and programs that are attractive, innovative, accessible, and sustainable. In addition, Fresh Madison Market provides vital support to community organizations—including Gilda's Club, the Boys & Girls Club of Dane County, Schools of Hope, and many others.



Jeff Maurer is the CEO of Maurer's Foods. He is a veteran of nearly 40 years in every aspect of the grocery business and was given the Wisconsin Grocers Association's highest honor in 2012. He created Fresh Madison Market in 2009 and the Freshmobile last year. Both have been recognized as successful ventures that have made a significant contribution to Madison's quality of life.

Fresh Madison Market is 22,000 square-foot full-service grocery store located in the large, urban Lucky Center in the heart of the University of Wisconsin-Madison campus. The store has surpassed all revenue projections. Its financial strength and local popularity prove that, done right, an urban neighborhood grocery store can be very successful in an infill area.

Maurer pays special attention to green principles and sustainability in the operation of this store. All distressed produce, for example, goes to local farms for composting. He also maintains his company's commitment to bringing fresh, nutritious and high-quality groceries to customers and is very responsive to stocking groceries that meet the food needs of the store's diverse, multi-cultural clientele.

Freshmobile is a non-profit "grocery store on wheels" that uses a custom-built truck and trailer to bring produce, meat, dairy products, and hundreds of other groceries to six underserved neighborhoods throughout Madison. Maurer founded it in 2012 in response to the area's demand for healthful, high-quality and affordable food that is accessible to the substantial portion of the population without personal transportation options.



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3



Proposal

Fresh Madison Market plans to build a four-sided, two-story 30,000 square-foot full-service grocery store within the development described in the RFP for the 800 North Block of East Washington Avenue.

The store will provide fresh and healthy food options for shoppers from nearby neighborhoods, visitors to Breese Stevens Field and other customers. The majority of the store's deli products, for example, will be made from scratch with oversight from an executive chef. And the store will offer a significant variety of organic, natural, gluten-free, and locally-sourced products.

With an upscale and urban feel, the store will complement the design of the redevelopment as well as enhance the best architecture of the surrounding structures and contribute to the increased vitality of the neighborhood. In short, it will be a full-service urban market for a well-designed, mixed-use urban neighborhood development.

Fresh Madison Market will create more than 100 new jobs in the area, with more than half of those jobs set as full-time employment positions complete with a great benefits package (health, dental, life, short-term and long-term disability insurances). An event/community room will be located within the store and made available for use by businesses, community groups, non-profit organizations, and store neighbors.



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4



Proposal (cont.)

In addition to providing customers with fresh, healthful and nutritious groceries, the store will also feature:

1. Indoor and outdoor seating
2. Hot meals and take-out meals
3. Delivery service and catering service
4. Online shopping

The store will implement green and sustainable principles, including:

1. Providing locally sourced groceries whenever possible
2. Reducing or eliminating land-fill use by working with local farms
3. Offering online shopping and delivery to reduce customer car use
4. Creating bike- and pedestrian-friendly options for shopping



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5



Proposal (cont.)

In addition, features and services of the store will reduce the need for a massive parking structure. Delivery services will be offered, for example, so that shoppers who wish to walk or ride a bike to the store will not be limited to buying only what they can carry. Online ordering will further decrease the amount of parking needed. And bike parking and other bike-friendly amenities, programs and services will support use of the bike boulevard on the East Mifflin Street side of the building.

Finally, the new store's location on East Washington Avenue will add to its appeal as a convenient food, beverage and grocery resource for people attending events at Breese Stevens Field.

Conclusion

As a leader in urban grocery initiatives, Fresh Madison Market has a strong record of business success, community contribution and commitment to sustainability. The store proposed as part of the redevelopment at the 800 North Block of East Washington Avenue offers an efficient footprint and an attractive design, and includes an abundance of green and sustainable measures. It would truly serve as an integral participant in revitalizing the neighborhoods of the Capitol East District.



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6



STUDENT HOUSING BUSINESS.COM > News & Trends > In

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Last Updated (02/08/2013 19:38)

Wisconsin Grocer Caters To Student Housing

Madison, Wis. — Fresh Madison Market is a three-year-old store that grew out of a concept familiar to most student housing developers: Living close to campus is becoming more important to students every year.

The small store, owned by Jeff Maurer, operates out of the large urban-style Lucky Building, a mixed-use student housing complex near the University of Wisconsin. It's a 22,000-square-foot grocery store that also serves hot meals, offers a soup and salad bar and sells beer and wine. The best part, Maurer says, is that students living above the store can, and often do, shop for essentials in their slippers. Residents take an elevator from their apartments to the store without ever having to go outside.

"It's a good set-up for a place like Wisconsin, where today we have freezing rain and eight inches of snow on the ground," Maurer says.

He plans to open a similar store, which will be called Fresh City Market, in a mixed-use project Campus Acquisitions is developing near Purdue University for delivery in fall 2014. The project, 720 Northwestern, is adjacent to campus. The five-story building will include 230 units, 490 beds, and 442 parking spaces.

One of the biggest off-campus development trends in recent years is to build as close to university turf as possible, with "walk-to-campus" frequently cited as the amenity in highest demand among students. As a result, mixed-use housing with retail is becoming more common, but balancing the right mix of tenants while also managing purpose-built student housing can be an operational challenge.

Fresh Madison Market's investors are confident Maurer has zeroed in on addressing this challenge. With strong market research behind its development plans, the company designs and stocks its stores purposefully toward its target demographic. The small footprint of the store means customers generally buy smaller quantities, more often than a traditional grocery store.

"This is more of a European or New York City style market," Maurer says. "It's a very low transaction count. Our customers might be in dorms or sharing a refrigerator, so they can't buy a lot at once, and their apartments don't have a lot of room for storage."

Maurer credits not only the compact square footage, but also the small size of the company itself as a source of strength in serving the student market. "When we first opened in Madison we had studied the market in terms of income, ethnicity and several other factors, except for religion," he says. "I didn't know there were 6,000 Jewish students at UW who would be shopping for Passover. Likewise, there are about 3,000 Muslim students, and Halal meat is important to have in the store."

"We're not only serving students, but faculty and staff as well. We're independent and we can change and evolve quickly, unlike a national chain. It's amazing how much we've changed based on feedback from customers."

Maurer says he is looking into new university markets for future expansion. Though he isn't naming them, he says they are universities with large numbers of international students.

"International students are extremely important during the down time for Christmas when the majority of the students leave campus," he says. "They are my primary customer during holiday breaks."

— Lynn Poirner

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Fresh Madison Market owner Maurer gets top grocer award

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August 01, 2012 10:30 am • BARRY ADAMS | Wisconsin State Journal | badams@madison.com | 608-252-6148 | @madnewsboy

Jeff Maurer, owner of Fresh Madison Market and founder of the Freshmobile Initiative, has been named the winner of the Excellence in Operations Award from the Wisconsin Grocers Association.

This is the ninth year the award has been given and is intended to recognize store owners, managers and directors for their contributions to the grocery industry.

Maurer, who has decades of experience in the grocery industry, opened the 20,000-square-foot Fresh Madison Market in 2010 in the heart of the UW-Madison campus. In June, he helped launch the Freshmobile, a mobile nonprofit grocery store that provides produce and other staples to low-income neighborhoods. Once a week, Maurer provides a community dinner to Gilda's Club, an organization that supports people fighting cancer.

Maurer has also received approval for a \$2.5 million grocery store near the campus of Purdue University in West Lafayette, Ind., and has plans for stores in other Big Ten university cities.

Maurer, who was notified Wednesday, will be presented the award during the WGA Innovation Expo on Sept. 26 at the Kalahari Resort in Lake Delton.

Tags Jeff Maurer, Wisconsin Grocers Association, Fresh Madison Market, Freshmobile

703 University Avenue | Madison, WI 53715 | 608.287.0000

7

GATES AND BROVI
3502 MONROE ST
MADISON, WI 53711

Mr. Craig Stanley
Broadwing Advisors
2631 University Ave.
Ste 106
Madison, WI 53705

February 12, 2013

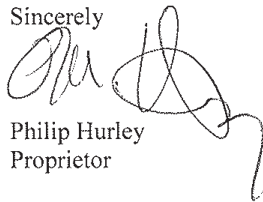
RE: 800 East Washington Ave. redevelopment

Dear Craig

Thank you for the outline and the information regarding the 800 East Washington Ave redevelopment and your team's proposal to submit to the City of Madison. The combination of residential and commercial certainly make the redevelopment an exciting project and a potential interest to our group.

As an active restaurateur in Madison we would be happy to discuss the possibility of looking at a restaurant within the development. Please keep in touch regarding your plans. When appropriate, we would welcome the opportunity to meet.

Sincerely



Philip Hurley
Proprietor



February 15, 2013

Michael Krolczyk
 Vice President
 C.D. Smith, Inc.
 889 E. Johnson St.
 PO Box 1006
 Fond du Lac, WI 54936-1006

Re Tenant Space
 Cap East Center

Dear Mike,

Engberg Anderson is committed to the development of The Capitol East District and is very intrigued by the prospect of locating our Madison Office in the proposed development of the 800 block of East Washington Avenue. As a partner in your development team, we are keenly aware of the development vision, plans and are confirming our strong expression of interest to engage in further discussions regarding the potential relocation of our Madison office. We are energized by the prospect of locating in this development and look forward to helping pave the way in the revitalization of the Capitol East District.

Sincerely,

Paul M. Cuta, AIA
 Partner

PMC/mds

Copied Partners

ARCHITECTURE PLANNING INTERIOR DESIGN

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The Tenant's Advantage
cresa.com

February 7, 2013

RE: 800 North Block East Washington Avenue

To Whom It May Concern:

Cresa Madison has reviewed the C.D. Smith proposal for the redevelopment of the 800 Block of East Washington and we are pleased to see the proposed mix of uses in their plan; specifically, we are encouraged by their stated intent to build office space. Our firm has consulted with a number of tenants, both large and small, who have expressed interest in leasing space at a new building in the Cap East district. The combination of nearby amenities, excellent ingress and egress, competitive lease and parking rates, reduced operating expenses based upon planned energy efficiencies, large floor plates and signage opportunities present an attractive option for tenants who want to remain in Madison's central business district but who don't necessarily need to be on the Capitol Square.

In the event the 800 Block of East Washington is redeveloped, Cresa believes that there is sufficient demand from existing and new office users, interested in expanding within or relocating to Madison's downtown marketplace, to make an office building a viable option. Moreover, we are hopeful that the additional product will foster healthy competition amongst Madison's property owners as they work to improve their buildings and engineer creative lease opportunities in order to meet the needs of Madison's commercial space users.

Very truly yours,

Tim Ridders
Principal

Cresa is an international corporate real estate advisory firm that exclusively represents tenants and specializes in the delivery of fully integrated real estate services, including: Transaction Management, Project Management, Global Accounts, Portfolio Strategies, Location Planning, Lease Administration, Capital Markets, and Facilities Services. With more than 57 offices, Cresa is the largest tenant representation firm in North America. Through its partnership with Savills, one of the world's largest commercial real estate services firms; Cresa covers more than 255 locations in 40 countries. For more information, visit www.cresa.com.



Partners in Global Real Estate

e. Demonstrate/describe the development's compatibility with the surrounding context and how it adds vitality to the surrounding blocks.



Grocery Location

- Most prominent Corner
- Highly identifiable entries – East, West, North & South
- Cross roads of the District and adjoining neighborhoods
- Highly visible from both direction on East Wash. & Patterson
- Offers a regularly active street frontage on Patterson
- Shared energy / activity potential with Breeze Stevens Field
- Reinforces site zoning – east side of site is higher activity
- Similar pedestrian and building scale with Breese Stevens
- Most intuitive vehicular traffic flow – entering & exiting
- Minimizes traffic & service on quieter Livingston & Mifflin St.



Traffic & Service

- Focus heaviest regular traffic on East Washington & Patterson
- Patterson is primary cross isthmus connector for neighborhoods
- Retail/commercial traffic directed thru controlled intersection
- Service traffic for grocery requiring less/shorter traffic on Mifflin
- Minimize traffic & service on quieter Livingston & Mifflin St.
- Less traffic & service at residential corner of Livingston & Mifflin
- Minimize service vehicle maneuvering on public streets
- Livingston parking & service access opposite similar access.
- Separation of retail/commercial parking from residential
- Ease of identification & access for Breese Stevens event parking



Destination Identity

- Gateway - Highest visibility to establish East Cap Center identity
- Cross roads of the Cap District and adjoining neighborhoods
- Opportunity for signature image/architecture
- Sets the visual stage for the Center as a destination
- Announces arrival
- Reinforce signature corner
- Establishes new identity with historic – Breese, Kluder, Gardner



Breese Stevens Field & Patterson Street

- Gateway from East, West & South – Willy & Marquette
- Reinforce corner with active open space and entries
- Sense of arrival
- Active/open façade of grocery along Patterson
- Pedestrian scale – Breese Stevens Field scale similar to Grocery
- Visual link back to proposed new park identity & the Hub
- Controlled intersection – vehicle & pedestrian
- Proximity to Public Transportation



Breese Stevens Field / Reynolds Park – “The Hub”

- Gateway from North – Tenney Lapham + Johnson & Gorham
- Ability to reinforce Reynolds Park & Breese Stevens Field with new development, uses and programming
- The “Hub” as a linking activity center
- Strong visibility/access for the Fresh Program Center
- Reinforce activity along the Mifflin Street bike corridor
- Gateway for the pedestrian focused Promenade



The Promenade

- Pedestrian focused connector – North/South thru site
- Physical and visual linkages – Grocery, Office, Community Court, Hub, Reynolds Park
- Primary linkage to Mifflin Street bike corridor
- Location of bicycle focused amenities – service, B-Cycle, etc,
- Activated, energized space
- Connective - helps draw people through & to spaces
- Urban Passage – activity, programming



The Community Court

- Centralized urban gathering space - Destination
- Active / visible entries for Commercial/Retail & Office
- Secondary entry and linkage to Housing
- Programming opportunities – “soft stage”, dining, music, etc.
- Potential Public Art opportunity
- Opens signature building and destination to arrival from West
- Urban/Civic linkage - ability to view up to the State Capitol
- Activated, energized space
- Opportunity to bring businesses, merchants together



“Residential Front Door” –Livingstone & Mifflin Streets

- Strong Housing linkage anticipated on two of the corners – The Constellation and the Reynolds Transfer site (NW corner)
- Reynolds Park located on the NE corner
- Intersection of Mifflin Street bicycle corridor & Livingston Street which is identified as tertiary or residential in character
- Primary housing entry to reinforce adjacent uses, existing & anticipated
- Connection & convenience to Mifflin St. Bicycle Corridor & Park
- Less active/quieter end side of development site – proximity relative to Breese Stevens Field, Patterson Street, Hub.

f. Describe any unique design elements or other features that make the proposal a signature development.



Public Spaces

- Community gathering space
- Announcing Arrival & Entry
- Destination
- Relief from urban edges
- Increased landscape opportunity
- Activated spaces
- Soft Stage
- Dining
- Festivals / seasonal markets / public events
- Tenant and Merchant programming opportunities
- Improved activation of Breese Stevens Field entry plazas
- Strengthen linkages to Reynolds Park
- New cross programming opportunities
- Identity of the neighborhood gather spot / restaurant / bar
- Identity of the Fresh Events Center

Transit Oriented Development

- Convenience to public transportation along E. Washington Ave.
- Convenience & connectivity to Mifflin Street Bicycle Corridor
- B-Cycle Station
- Covered Bicycle parking – priority location
- Public bicycle work station & air
- Preferred parking for hybrid & electric vehicles
- Electric Vehicle charging stations & preferred location
- Community Car location
- Mixed Use development – Housing options convenient to commerce and employment opportunities

Connectivity

- Views to and from active public spaces.
- Preservation of views to landmarks such as the Capitol & Breese Stevens Field
- Thru-block connection - Community Court & Reynolds Park
- Activation of Patterson & Mifflin Streets – strengthen tie between Reynolds Park, Breese Stevens Field & new development – The Hub
- Clear visibility and understanding of program elements – Commercial/Retail, Office, Housing and Parking entries.



Residential Amenities

- Secure lobby and full access control/video camera monitoring of main building entrances and public spaces
- Area of secure parking that is uniquely accessible to residents via an electronic controlled access gate system
- Social media and entertainment center providing WiFi, table games such as futbol, pool, shuffleboard, card games, etc. plus an "ESPN Zone" flat screen array for gameday and special event viewing parties
- Bicycle repair shop and secure bicycle storage areas
- Fitness and conditioning studio
- Full-time onsite management office and concierge service
- Full-time onsite maintenance staffing and 24/7 emergency maintenance response service
- Pet grooming studio (we are a pet-friendly property) and property-wide pet cleanup stations (scooper bags) along the sidewalks
- Handyman/Handygal "Workshop"
- Dry/secure storage availability outside of living units
- Green roof social area/tanning deck/outdoor entertainment & grilling center

Public Art

- We have developed a specialty collaborating with artists to develop art work that is incorporated into building and site designs to greatly enhance and humanize public and private projects. They create a unique sense of place, spur economic development, and delight diverse users. Proven to be a source of additional funding and a way to increase public involvement and project support, and serving as a catalyst for community organization and pride, this process can energize the final project on multiple levels for community members.

Sustainability

Possible sustainability strategies may include but are not limited to:

- Green Roofs
- Storm Water Management – Rooftop holding, Irrigation holding, Infiltration systems – rain gardens, Pervious pavement
- Construction management principals & recycling programs
- Transit oriented development strategies
- Photo voltaic systems
- Solar hot water systems
- High efficiency systems & Energy star appliances
- Solar shading

LEED Checklist



LEED 2009 for New Construction and Major Renovations

Project Checklist

20 4 2 Sustainable Sites Possible Points: 26

Y	?	N			
Y			Prereq 1	Construction Activity Pollution Prevention	
1			Credit 1	Site Selection	1
5			Credit 2	Development Density and Community Connectivity	5
1			Credit 3	Brownfield Redevelopment	1
6			Credit 4.1	Alternative Transportation—Public Transportation Access	6
	1		Credit 4.2	Alternative Transportation—Bicycle Storage and Changing Rooms	1
3			Credit 4.3	Alternative Transportation—Low-Emitting and Fuel-Efficient Vehicles	3
2			Credit 4.4	Alternative Transportation—Parking Capacity	2
		1	Credit 5.1	Site Development—Protect or Restore Habitat	1
1			Credit 5.2	Site Development—Maximize Open Space	1
	1		Credit 6.1	Stormwater Design—Quantity Control	1
	1		Credit 6.2	Stormwater Design—Quality Control	1
1			Credit 7.1	Heat Island Effect—Non-roof	1
	1		Credit 7.2	Heat Island Effect—Roof	1
		1	Credit 8	Light Pollution Reduction	1

4 3 3 Water Efficiency Possible Points: 10

Y			Prereq 1	Water Use Reduction—20% Reduction	
2	2		Credit 1	Water Efficient Landscaping	2 to 4
		2	Credit 2	Innovative Wastewater Technologies	2
2	1	1	Credit 3	Water Use Reduction	2 to 4

5 5 25 Energy and Atmosphere Possible Points: 35

Y			Prereq 1	Fundamental Commissioning of Building Energy Systems	
Y			Prereq 2	Minimum Energy Performance	
Y			Prereq 3	Fundamental Refrigerant Management	
3	3	13	Credit 1	Optimize Energy Performance	1 to 19
		7	Credit 2	On-Site Renewable Energy	1 to 7
	2		Credit 3	Enhanced Commissioning	2
2			Credit 4	Enhanced Refrigerant Management	2
		3	Credit 5	Measurement and Verification	3
		2	Credit 6	Green Power	2

5 1 8 Materials and Resources Possible Points: 14

Y			Prereq 1	Storage and Collection of Recyclables	
		3	Credit 1.1	Building Reuse—Maintain Existing Walls, Floors, and Roof	1 to 3
		1	Credit 1.2	Building Reuse—Maintain 50% of Interior Non-Structural Elements	1
2			Credit 2	Construction Waste Management	1 to 2
		2	Credit 3	Materials Reuse	1 to 2

LEED Checklist

Materials and Resources, Continued

Y	?	N			
1	1		Credit 4	Recycled Content	1 to 2
2			Credit 5	Regional Materials	1 to 2
		1	Credit 6	Rapidly Renewable Materials	1
		1	Credit 7	Certified Wood	1

9 5 1 Indoor Environmental Quality Possible Points: 15

Y			Prereq 1	Minimum Indoor Air Quality Performance	
Y			Prereq 2	Environmental Tobacco Smoke (ETS) Control	
	1		Credit 1	Outdoor Air Delivery Monitoring	1
		1	Credit 2	Increased Ventilation	1
1			Credit 3.1	Construction IAQ Management Plan—During Construction	1
1			Credit 3.2	Construction IAQ Management Plan—Before Occupancy	1
1			Credit 4.1	Low-Emitting Materials—Adhesives and Sealants	1
1			Credit 4.2	Low-Emitting Materials—Paints and Coatings	1
1			Credit 4.3	Low-Emitting Materials—Flooring Systems	1
	1		Credit 4.4	Low-Emitting Materials—Composite Wood and Agrifiber Products	1
1			Credit 5	Indoor Chemical and Pollutant Source Control	1
1			Credit 6.1	Controllability of Systems—Lighting	1
	1		Credit 6.2	Controllability of Systems—Thermal Comfort	1
	1		Credit 7.1	Thermal Comfort—Design	1
	1		Credit 7.2	Thermal Comfort—Verification	1
1			Credit 8.1	Daylight and Views—Daylight	1
1			Credit 8.2	Daylight and Views—Views	1

4 2 Innovation and Design Process Possible Points: 6

1			Credit 1.1	Innovation in Design: SS c4 Alt. Transportation (Exemplary)	1
1			Credit 1.2	Innovation in Design: SS c7.1 Heat Island - Non-roof (Exemplary)	1
	1		Credit 1.3	Innovation in Design: CS SS c9 Tenant Design/Construction Guidelines	1
	1		Credit 1.4	Innovation in Design: MR c2 95% (Exemplary)	1
1			Credit 1.5	Innovation in Design: MR c5 30% (Exemplary)	1
1			Credit 2	LEED Accredited Professional	1

3 1 Regional Priority Credits Possible Points: 4

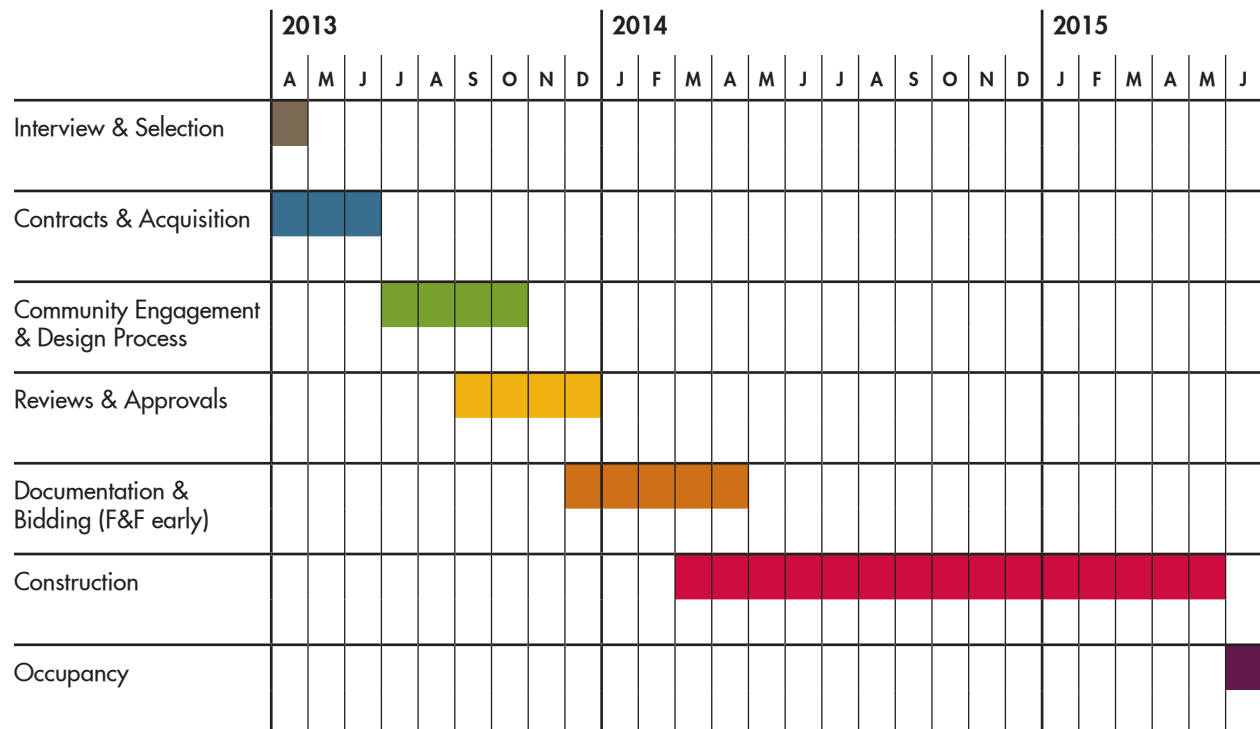
1			Credit 1.1	Regional Priority: SS c2	1
	1		Credit 1.2	Regional Priority: SS c4.2	1
1			Credit 1.3	Regional Priority: SS c4.4	1
1			Credit 1.4	Regional Priority: WE c3 - 30%	1

50 21 39 Total Possible Points: 110

Certified 40 to 49 points Silver 50 to 59 points Gold 60 to 79 points Platinum 80 to 110

g. Provide a timetable for each major phase of the project.

Interview & Selection	1 month	April 2013
Contracts & Acquisition	3 months	April – June 2013
Community engagement & Design Process	4 months	July – October 2013
Reviews & Approvals	4 months	September – December 2013
Documentation & Bidding (F&F early)	5 months	December – April 2014
Construction	15 months	March 2014 – May 2015
Occupancy		June 2015



h. Summarize the overall economic impact and tangible benefits for the City, including tax base generation, construction jobs, and post-construction jobs.

The development will create significant development in the City of Madison. The \$60 million plus development project will generate tremendous construction activity over a 20 month period. Construction activity will range from 20 people on site to a likely high of 300 people working on site. The majority of these workers will be from Dane County. Our construction team has guaranteed at least 65% of the applicable work will come from sub-contractors and suppliers within a 40 mile radius of the site. We have worked with other cities where similar agreements have been in place to assure local participation.

The estimated employment generation when the development is completed and fully occupied is:

Grocery Store	120 full time/part time employees
Commercial/Retail	105 full time/part time employees
Office	295 full time/part time employees
Housing	10 full time/part time employees

i. Provide a summary of the marketing approach/plan if applicable.

The project contains a mix of pre-committed anchor uses together with speculative space and living units to be leased upon commencement of the project. As such, our marketing approach will work to leverage the attributes of anchor users to accelerate absorption of apartments, retail space and office space so that we can achieve our targets for stabilized occupancy within acceptable timeframes.

On the apartment side, having the grocery anchor in advance sets a highly desirable tone for the lifestyle we intend to offer. We will engage the community throughout the construction process with hardhat tours, sponsorships of community events, and other advertising and marketing to provide the market with access to the leasing opportunity. The apartment preleasing process will be consistent with that utilized at all of our market rate and luxury multifamily developments. We invest significant time and energy, as well as capital resources, to fully involve and engage the community to ensure a successful lease-up.

The office lease-up is dependent on final negotiations with an anchor tenant and backfilling with secondary users such that we have a threshold percentage of the space leased prior to construction. The mix of tenants is somewhat dependent on the growth of office demand as well as the competitive supply available elsewhere in the market. Our office component is designed to accommodate a broad range of users, from more traditional office environments to open loft-style space desirable for rapidly evolving start up and technology firms.

Retail leasing is perhaps the most critical activity for purposes of defining the final character of this development. Having a top-quality retail anchor is invaluable in terms of attracting the right mix and quality of in-line retail tenants to fill out the ground floor space along East Washington Ave. We envision at least two food/beverage operators, one at “The Hub” and one activating the public square. It is well known that food + beverage operators succeed in the company of others, rather than having to rely on their own “destination value”. Retail mix and character will directly impact the location value for the housing component; the strategy implemented for these two critical pieces of our development go hand in hand.

j. Describe the Developer's desired approach for securing ownership; does the Developer desire to secure an option on the property and for how long.

Upon selection by the RFP committee and ratification by the Council, we are requesting that a three-part option agreement be executed to ensure the coordination of the parties' efforts in the ensuing months.

The first part of this option agreement, estimated to be 3 months in duration, will be that time when the developer and its team elaborates on the plans, architecture, leasing, and engineering of the proposal. The intent is that a fully detailed package will be prepared and ready at the end of this process so that a credible package of information is available for the formal rezoning/approvals process.

The second part of this option agreement is the public rezoning/approvals process. We are contemplating a six month duration based on information contained in the RFP. Further dialogue with the City and appropriate community interests will help us ascertain whether this is appropriate or if it requires adjustment.

The third component of the option agreement is completion of detailed construction plans, specifications, engineering, bidding and award of the project to subcontractors, and finalized lease negotiations with key retail and office tenants. Based on prior experience we expect this process to take six months.

The overall duration of the option period would be fifteen (15) months. The developer would reserve the right to terminate the option without cost or penalty if and when it is apparent that the threshold achievements of any of these three phases cannot be met.

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