

EXHIBIT D

BUYER'S VISION STATEMENT FOR THE PROJECT

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

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

With that in mind, we have developed the following project goals and intend to annually update the City and the community on our progress in reaching them:

- Create a full block mixed-use sustainable development containing a full service grocery store, professional office and retail uses, a mix of housing and live/work environments, and structured parking.
- Create a 24-hour destination and district centerpiece providing uses and services necessary for the continued reinvigoration of the neighborhood and District.
- Create a sustainable showcase of design and innovation through partnerships and outreach with MG&E, UW Madison, Sustain Dane, the City of Freiburg, Germany, and other local and international groups and businesses.
- Establish permanent employment through the Grocery Store component and availability of a variety of office spaces and live/work environments.
- Emphasize sustainable professional enterprises that target demographic and business wage levels at or above City and County Median income levels.
- Create an environment where worker's rights and contributions are valued and respected.
- Create an environment for further reinvestment in the District and region by providing a much-needed variety of new market rate housing to attract and retain employers and employees.
- Create forty-five (45) rental units targeted towards 50% and 60% of County Median Income for a minimum of fifteen (15) years.
- Create a catalyst by providing infrastructure and services for additional development in the District through density and activity.