

800N East Washington

Selection Committee Meeting
03.07.13



Process

- Ongoing for nearly two years
- Many ideas generated from first RFP submittal for 800N
- Great feedback from Neighborhood and City
- Have successfully worked through approvals and entitlements in District
- Site Vacant-No residents or businesses will be displaced

SITE PLAN



J U L Y 2 0 1 1



M A R C H 2 0 1 3



View from Constellation- 10th Floor

Team experience:

- Market Conditions
- Rental and Retail Environments
- Neighborhood and City goals
- Site conditions and solutions
- Process



Goals

- Full Service Grocery
- Commercial
- Mix of Residential
- Pedestrian and Bicycle oriented access
- Strengthen Mifflin Street Bike Boulevard



What does sustainability mean?

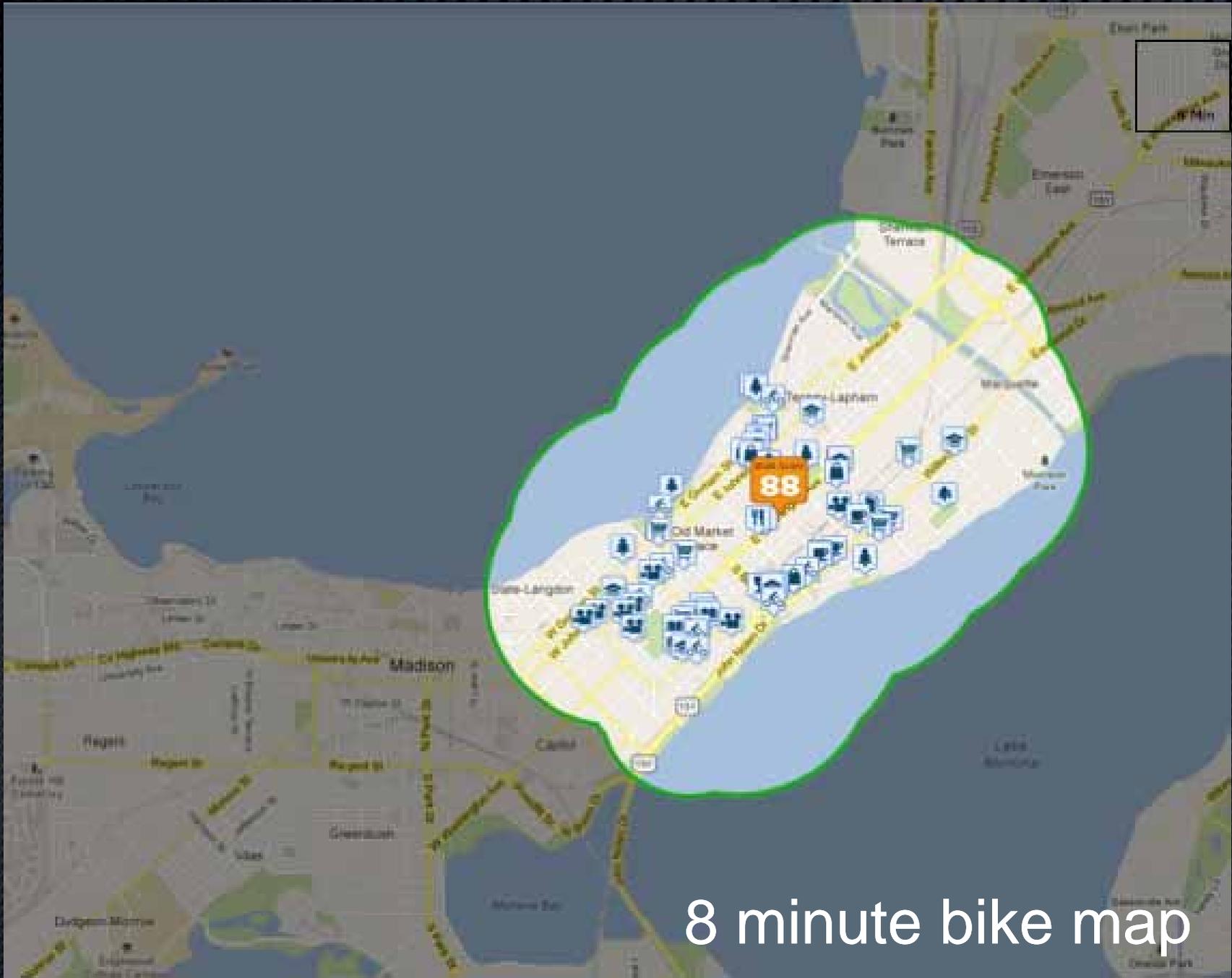
How can sustainability be incorporated throughout the entire project?

Sustainability

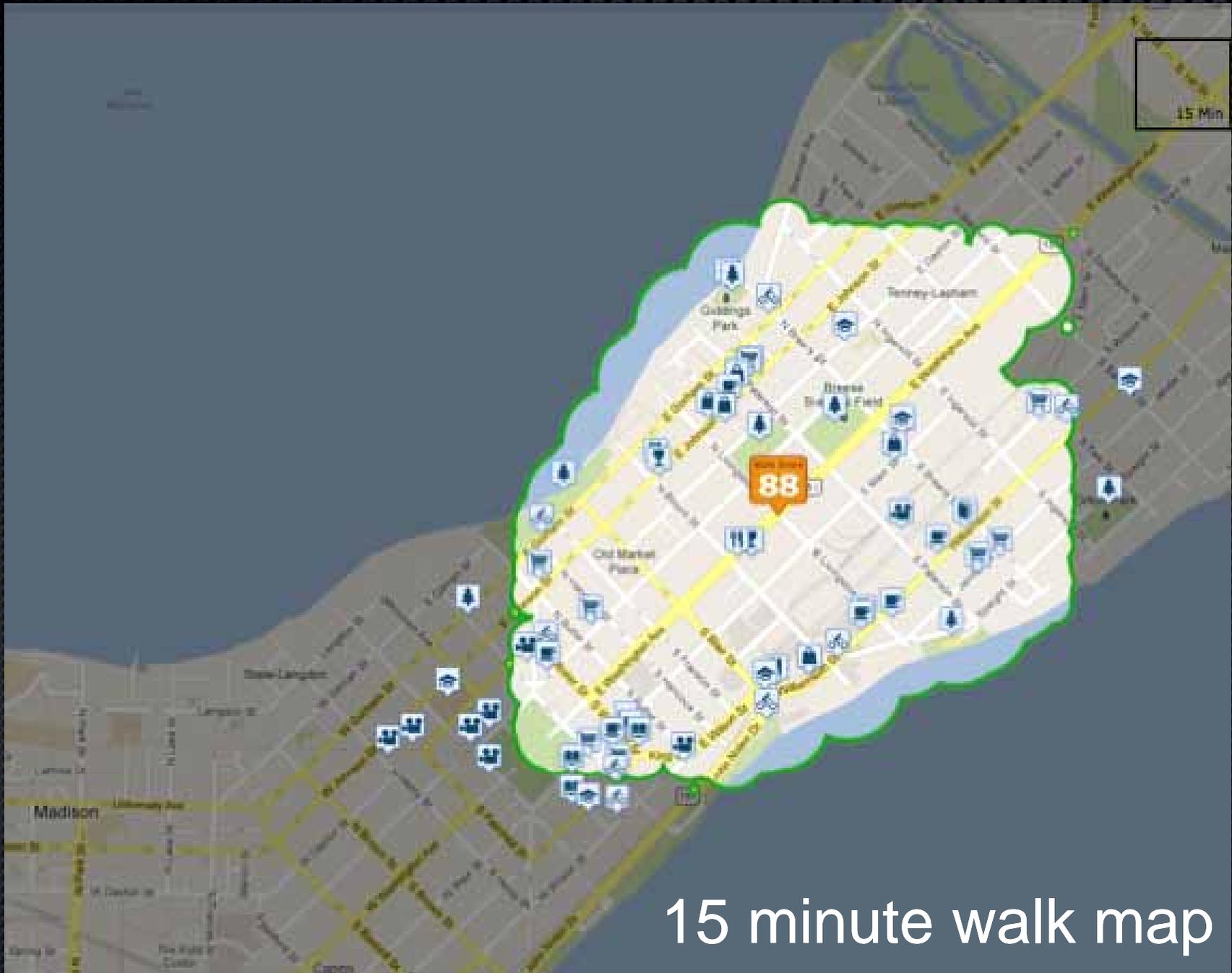
- Materials, Technologies, and Building Practices
- Ability to act as a catalyst to promote additional infill development

Benefits to Neighborhood

- Keep residents in District and on the Street
- Minimize travel to big box retailers
- Creates gathering spaces and diverse mixes of people, interaction, and ideas
- Enhances and complements current residents and businesses
- Interconnectivity with Brees Stevens Field



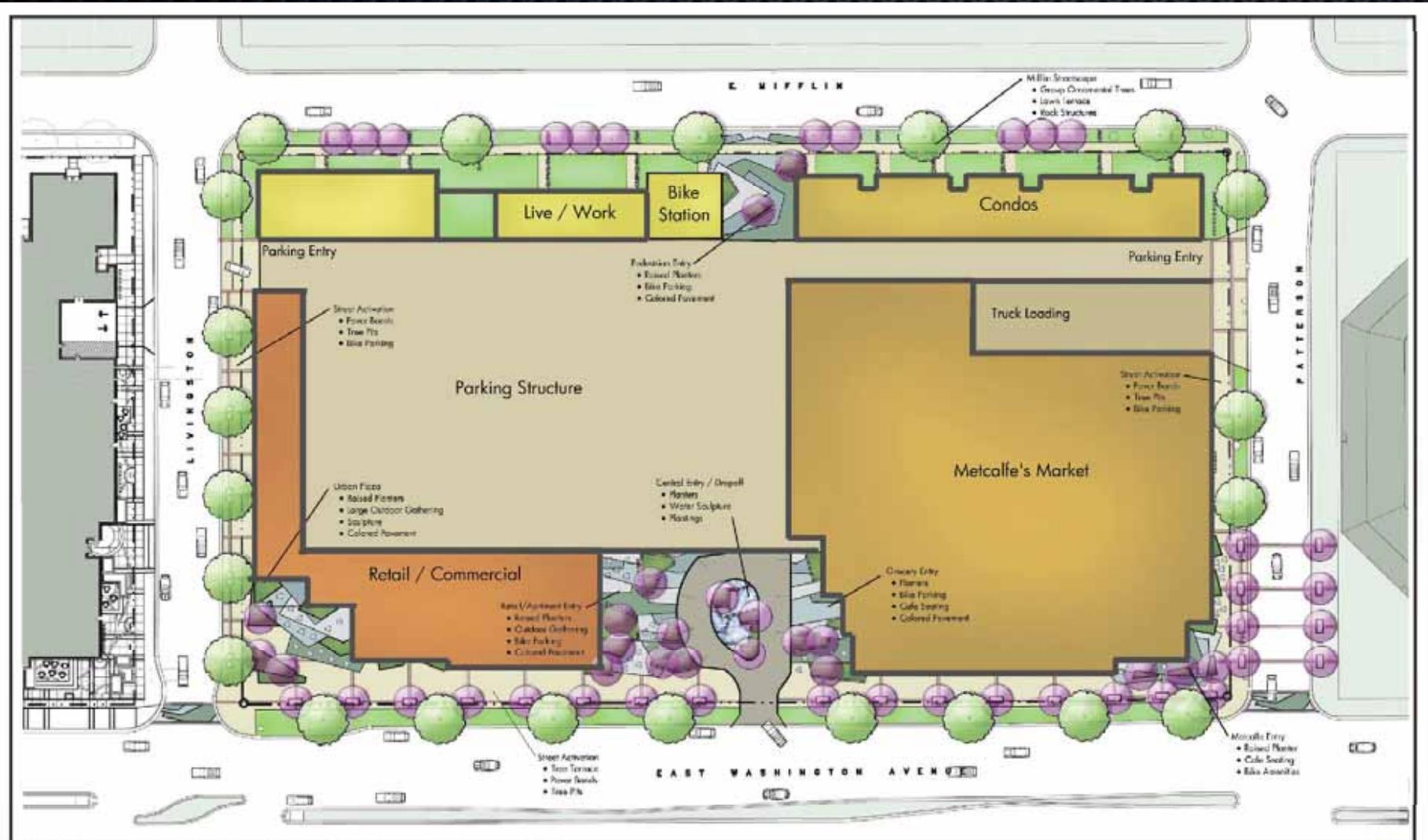
8 minute bike map



15 minute walk map

Design Objectives

- Create a dynamic 24 hour District Destination
- Comply with City and Neighborhood Plans
- Emphasize pedestrian, transit and bicycle transportation solutions
- Create a project where Freiburgers would come to visit Madison to exchange ideas



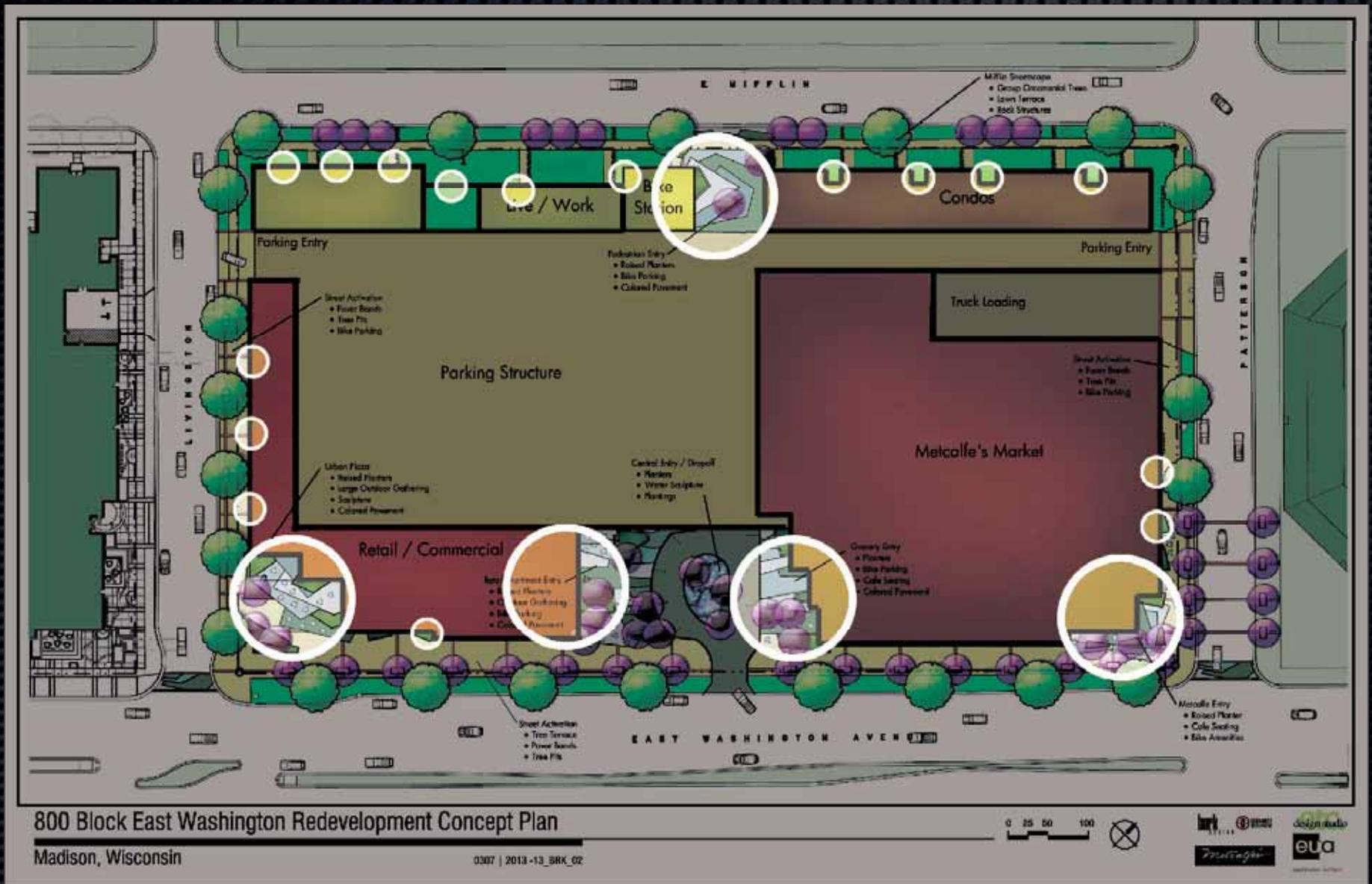
800 Block East Washington Redevelopment Concept Plan

Madison, Wisconsin

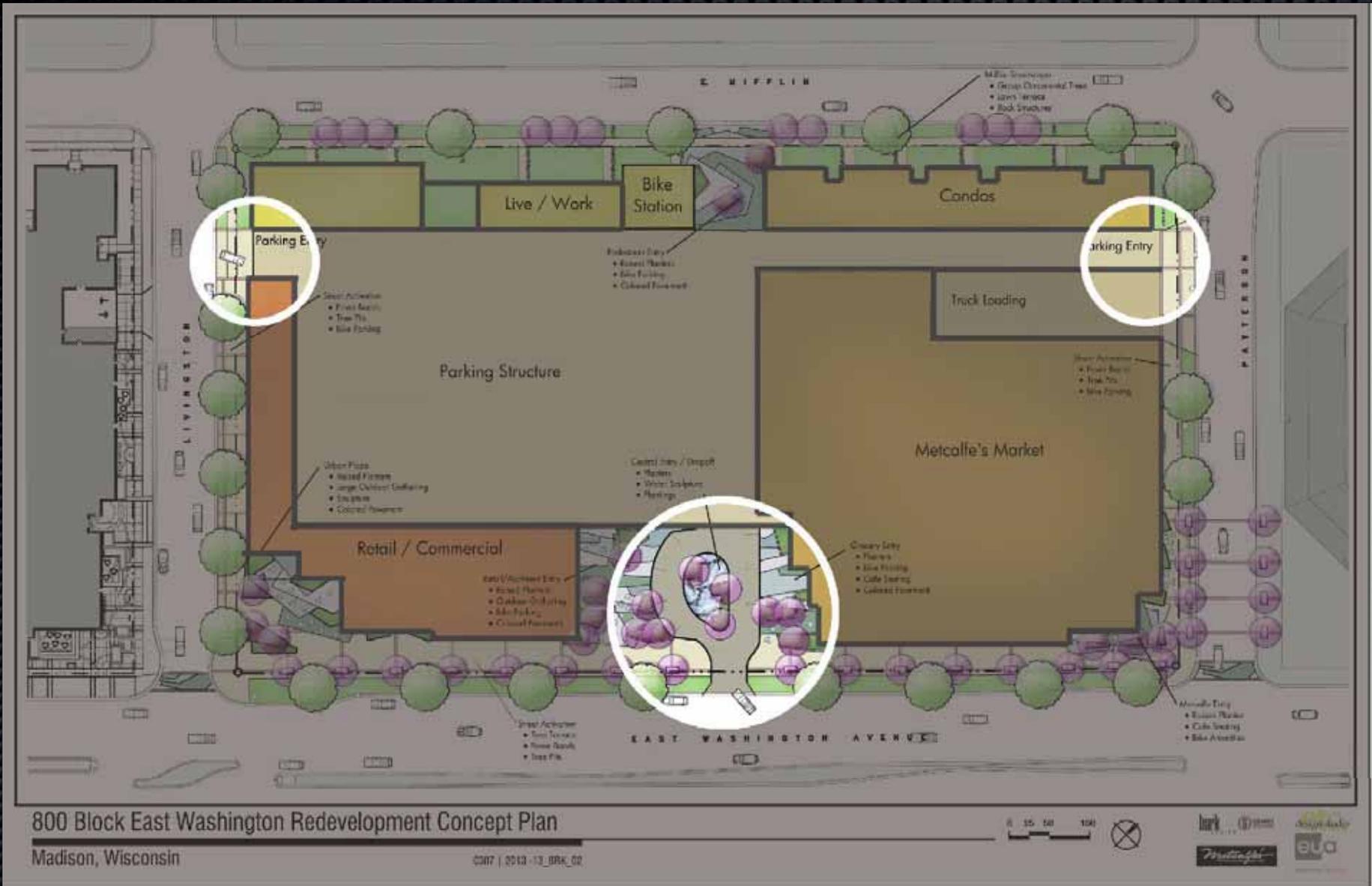
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Overall Site Plan



Primary Bicycle and Pedestrian Access Points



Primary Auto Access Points



VIEW FROM INTERSECTION OF E. WASHINGTON AND LIVINGSTON

Metcalf's  GEBHARDT DEVELOPMENT

 GEBHARDT DEVELOPMENT *Metcalf's*



VIEW FROM INTERSECTION OF E. WASHINGTON AND PATERSON

Metcalf's  GEBHARDT
DEVELOPMENT

 GEBHARDT
DEVELOPMENT

Metcalf's



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

Metcalf's  GEBHARDT
DEVELOPMENT

 GEBHARDT
DEVELOPMENT *Metcalf's*

METCALFE'S MARKET & HANDLEBAR BISTRO



Metcalfe's Market

- Extensive Variety of products and pricing- Allows shopping in neighborhood without leaving
- Commitment to large variety of items- Organic and conventional
- Wide range of products and prices
- Store size will meet current and future needs without remodel or expansion



WISCONSIN
FOOD
MILES



your local market since 1917

PHOTO: JEFFREY HARRIS

PHOTO: JEFFREY HARRIS

GROCERY & SPECIALTY STORES 3 MILE RADIUS



Hilldale - 3 Mile Radius

1 Mile Radius:

Population - 10,490

Households - 6,321

Grocery - Full Line

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

Specialty Foods - Limited Assortment

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

East - 3 Mile Radius

1 Mile Radius:

Population - 22,160 +55%

Households - 9,582 +33%

Grocery - Full Line

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

Specialty Foods - Limited Assortment

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

Source: Site To Do Business Online

bike | eat | drink | local - inspiration





bike | eat | drink | local - inspiration



SCOTT HAZG 1.5.4 10.1.14.14

Project Partners

- Sustain Dane
- City of Freiburg
- MG & E
- UW-Madison
- Johnson Controls
- Viessmann Group
- Meinhard Hansen
- Underground Food Collective
- GreenLink Centre



- Biogas
- Rainwater collection/irrigation
- Living Lab for Community

PASSIVHAUS MODEL- MEINHARD HANSEN ARCHITECT- FREIBURG



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Questions?