SAA DESIGN GROUP

Landscape Architects
Planners
Engineers

UNION CORNERS COMMITTEE
QUESTIONS TO DEVELOPERS
(ANSWERS OF LIVESEY COMPANY/STONE HOUSE DEVELOPMENT TEAM)

Introduction

On behalf of the Livesey Company/Stone House Development Team, I am pleased to respond to the Committee's questions. As you evaluate our responses, please keep in mind that at this stage our design solutions for the site are conceptual and represent our best understanding of the neighborhood's aspirations and our experience in the real world of commercial leasing and residential development. Similarly, the mix of commercial tenants we are proposing for the project reflects the neighborhood's desire for jobs, as well as for retail and service outlets that meet every day needs. Our proposal is not based on any market studies or written commitments. However, we are aware of some unique tenants with a strong interest in being part of Union Corners; and our past experience with those tenants has given shape to the building foot prints, site ingress, egress, parking, building access and site amenities illustrated in our plan. In short, we know that our proposal is market feasible and implementable in the near term.

I would also like to remind you that we view city and neighborhood engagement in the design of this project as a cornerstone for the success of this project. In that context, please understand that our team has not determined all of the final calculations of parking, square footage and ratios that you are requesting. This is because we have not yet engaged with all the partners in this project – the City, the neighborhood and the tenants. Please accept our answers not as absolutes but rather as the direction and outcome we would like to see this project achieve.

On a final note I would like to call your attention to a potential discrepancy you may observe in the square footage of Building A. The site plan shows a building of 100,000 square feet while the Real Estate Assessment Analysis table provided at our August 29, 2012 presentation reflects a building of 75,000 square feet. Our TIF projection reflects the potential value of the smaller building, but for site planning purposes, it was important to know if the site could accommodate a larger building footprint if needed.

Please contact me if you have further questions.

John K. Livesey

Parking

1. *Break out parking for surface/structure and ratios for the various proposed uses, including the overall ratios for commercial and residential use on the site?*
   - See Attachment A.
   - Note that the library site is not included in square footage and parking calculations.

2. *How will structured parking be wrapped/screened/lined by buildings?*
   - Our proposal includes a retail component (Building B2) along the southeast corner of the parking deck (Building B1), leaving approximately 170' of exposed parking deck. We view the open green space adjacent to the parking deck as an extension of the larger flexible public open space network defined by the Common Green, plaza and garden area along Building C as well as the proposed 7th Street extension running north/south through the site. The 7th Street extension is viewed as a private street that would allow for the flexibility to

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close off vehicular access to accommodate community events such as farmers markets and music events.

- The area adjacent to the parking deck could be used as an expansion of the market kiosks proposed along the east face of Building C or, alternatively, could function as a Bicycle Center providing covered bicycle parking, storage lockers, tools and equipment. These potential uses would further activate the space while providing another visual element along the wall of the parking structure.

Valuation/City Assistance/Finance

3. *Please estimate assessed value (market value) upon completion for each portion of your project.* See Attachment B-1 (Real Estate Assessment Analysis). These figures represent the increase in assessment from the current assessment of the property. Note that we have not assumed any increase in assessed value for Building E (the potential library) or Building H (which is an existing building).

4. *Describe what TIF assistance is required for each phase of a project and any potential changes to TIF driven by the user or public policy requirements (e.g. parking needs, design elements, site improvements).*
   - Our proposal requests a total of $5 Million in TIF assistance for all phases of the project, based on our anticipated creation of approximately $50 Million in new assessed value for the entire development. This represents a 10% ratio which is in accordance with the City's TIF policy.
   - We will ask the City to provide this TIF assistance in phases, in an amount equal to 10% of the assessed value of each phase of the project as it is developed. For example, this would mean $765,000 in TIF for Building C, and $210,000 in TIF for Building F (see Attachment B-1).
   - Our TIF request is essential to our proposed development of Union Corners and could not proceed without it. Among the factors that make our requested amount of TIF necessary are, for both the commercial and residential portions of the project: the costs for structured and underground parking, public amenities, and sustainability requirements; and for the residential portions of the project, the costs resulting from affordable housing requirements.

5. *Please outline overall construction cost for each project. Just the major elements/categories (e.g. building, parking, sites improvements).*
   - See Attachment B-2 (Construction Cost Analysis).
   - The figures contained in Attachment B-2 represent all costs (other than land costs) associated with the construction of each building for a particular use (office, retail, clinic, residential) in a "turn-key" condition, meaning that it includes everything except the tenant's final furniture, fixtures and equipment (for commercial buildings), or the tenant's furniture (for residential buildings). These figures include the costs for the building itself, as well as the associated costs of site improvements, curb and gutter,

roadways, landscaping, storm water, bio-retention, parking (including surface and underground parking, but not the parking ramp, which is shown separately), and soft costs.

- Note that for the commercial buildings, the construction costs equal the assessment costs plus 25%; and for the residential buildings, the construction costs are based on $150,000 per unit.

- Note again, we have not included any figures for Building E or Building H.

General

6. *What are your **Major** contingencies (top 2 or 3) that would eliminate your ability to move forward with these initial projects of the development in general?*
   - In our initial proposal, we identified the following contingencies and timeline: (1) obtaining signed leases from 2 anchor tenants; and (2) entering into a satisfactory development agreement with the City (relating to TIF); (3) within one year of the City's final selection of our team as developer for the Union Corners site.

   - We have now reduced these contingencies to (1) obtaining a signed lease from only one anchor tenant (either one); and (2) entering into the development agreement; (3) within 9 months of our final selection. We will close on the purchase of the entire 11.4 acre site within 30 days of satisfaction of these contingencies, and we will break ground on the First Phase and the Second Phase of our project within 60 days after closing. (Also see #7 below.) Note that while not a contingency, we also believe that the City's making its final selection of the Union Corners developer as soon as possible (and preferably by the end of 2012) will improve our ability to successfully develop Union Corners.

7. *Please describe in detail the **first two projects** (phases) you expect to complete and timing.*
   - First Phase: Building C (approximately 48,000 square feet of commercial space), consisting of the Neighborhood Grocery Store, with associated office space and retail; construction to commence in the fall of 2013 or the spring of 2014 and to be complete within 1 year after that.

   - Second Phase: The French Battery Building (Building F, consisting of approximately 30 apartments, including live/work spaces); construction to commence within 60 days after closing and to be complete within 1 year after that.

8. *What is best idea from other proposals that you would consider/study adding?*
   The public market idea. Following the neighborhood meeting, we incorporated a public market into our proposal in the form of the series of kiosks to be located along the eastern side of Building C (the neighborhood grocery) and the western side of Building B1 (the parking structure).

Housing

9. *Please describe in detail your best estimate for timing of first two housing projects and what needs to happen (conditions and contingencies) to start these projects (tax credits, market improvement, etc.).*
   The first housing project we envision would be the live/work French Battery Building project (Building F). The project would consist of approximately 30 apartments. We believe that construction disruption from the larger commercial buildings will have minimal effect on this site. Further, the live/work use is in such high demand and will be of such interest in the community that having it completed will generate interest in the smaller retail spaces within the redevelopment project. We are exploring below market rate financing that could be available to allow us to begin construction within 60 days after purchasing the property from the City. While the market is suitable now, the timing of site acquisition is such that we would not be able to apply for tax credits for the second housing project until January, 2014. The credits are allocated once a year and the project would have to have zoning in place to compete. This would be a mixed income rental project in the area identified as G1, G2 and G3. We would ideally build approximately 75 units initially and complete the area with a final phase starting in 2015.

10. *Please describe the following for these initial two housing projects (best estimate today):*
    (a) Housing type (rental/owner)
    (b) Location on site
    (c) Amount of units for each project
    (d) Expected absorption timeline

    (a) We currently anticipate that all housing would be rental with some rent to own options currently being explored.

    (b) Our current financial projections assume housing in Building F, north of Winnebago between Fifth and Sixth Streets; and the triangle south of Winnebago in the Buildings labeled G1, G2 and G3. However, depending on the decision of the library board we would be interested in building affordable senior rental housing above a library structure.

    (c) The number of units anticipated are 30 in Building F and 170 units in the G Buildings. The library site could contain another 60 units approximately.

    (d) Absorption has not been an issue in our experience. The market for affordable rental housing is very strong. Our last three Madison properties were fully leased up within a month of opening.

11. *Diversity of housing types and affordability goals (80%, 50% and lower than 50% AMI).*
    Overall our rental properties will contain a mix of income levels including market rate, 80% CMI, 60% CMI, 50% CMI and 30% CMI.

12. *What percent will be age-restricted?*
    Our goal would be to have at least 60 units of age restricted housing. If the library opts to be a stand-alone building we will build the senior housing as our final phase of the G Buildings (Building G-4).

13. *Will these uses be in different buildings, or integrated into various buildings?*
    The income level units will be mixed throughout all buildings.

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Transportation/Transit

14. *Provide a Transportation Demand Management (TDM) plan for clinic and any other large anchor.*
    See Attachment C.

15. *How does the proposed project street grid create sense of place?*
    - The layout of the street system is a continuation of the existing neighborhood grid system. This includes the continuation of both 6th and 7th Streets south of E. Washington Avenue and the realignment of Winnebago Street parallel to E. Washington Avenue. In addition, a private alley parallel and between E. Washington and Winnebago has been introduced. Establishing this pattern provides continuity to the neighborhood area, integrates the development with the neighborhood, better distributes traffic loading and provides smaller walkable blocks that are more pedestrian focused.

    - Developing the entire Union Corners site allows us to create a coordinated package of lighting, site furnishings and signage that tie the site together and create a distinct sense of place. Common and innovative storm water management elements in the terrace and green space areas provide a distinct separation between vehicular and pedestrian uses. The addition of pocket parks, and other public uses, also break up the building massing and help reinforce the theme of environmental awareness and help maintain continuity throughout the site.

    - The creation of narrower streets, on-street parking, wider pedestrian areas, raised pedestrian cross walks, and interconnected neighborhood bike and pedestrian paths emphasizes the walkability of the site.

    - Signage, entry features and public art have the opportunity to reflect the site's history and area's Native American Heritage.

16. *How will the site layout deal with delivery trucks, recycling pick up, etc.?*
    - See Attachment D for the location of proposed service areas.

    - Loading and service areas are within the parking structure for Building A and B. They are internal to Building C, the library service bay would be internal to Building E adjacent to the below grade entry to parking with an existing loading area on Winnebago and the southeast corner of G Buildings would provide service and loading. Building H and F share loading space off of Sixth Street.

Design

17. *How does your proposal provide an accessible and inviting pedestrian experience into and around the site, especially along and across E. Washington Ave and to and from existing bus stops?*
    - Addition of pocket parks and outdoor dining opportunities related to the commercial space open the face of the building up to not only East Washington, but also provide views and places for pedestrian access back into the site; space between Buildings C and D.

- Stepping of the building massing at the corners and breaking down of the building scale along East Washington to eliminate the sense of walking along a "wall" of buildings.

- Building C is envisioned to have a potential two-sided retail component; with access from both East Washington and the interior surface parking lot.

- Entry areas and outdoor gathering spaces at major intersections: E Washington and Milwaukee, 7th Street and E. Washington, 6th and E. Washington.

- The 7th Street corridor within the development will be a private street capable of being closed for special events. When not closed, the west edge of the street will function as plaza space able to accommodate an outdoor dining space for grocery users, kiosks for market vendors and landscape tying the market space to the park area at the east end of the proposed library site.

- Major entry and gathering areas are adjacent to street crossings and positioned near bus stops without interfering with functionality.

- See Attachment D for proposed building access points.

18. *Will the proposed buildings on E. Washington have entrances on that side?*
    - Yes. Major proposed entry areas are shown on site plan as well as in the rendering along East Washington (Section 2b of the proposal).

    - See Attachment D.

19. *Will one architectural team design all the buildings?*
    Engberg Anderson and Knothe & Bruce Architects are on the project team; the SAA Design Group will complete the site design, landscape, civil and entitlements for all projects.

20. *How alike or different will the buildings look?*
    The buildings are not intended to have a common look or campus feel. In previous discussions during the McGrath development design process, the neighborhood moved towards an architectural character that was along the concept of an industrial/rail corridor type feel. Though this was the character it was not envisioned that each building would be identical in materials and detailing. As this project moves forward through a collaborative design process with the neighborhood the true character and design of the buildings will evolve and respond to the program requirements of the buildings and the neighborhood in which they are placed.

21. *Please describe site improvements (parking – number and type, landscaping, hardscaping) I.E. size of project site (land and building footprints).*
    - Building foot print areas and parking quantities are summarized in Attachment B and illustrated on the attached site plan. Parking design and landscaping will be provided per City standards. Consideration will be given to special pavement details in public spaces and

the use of permeable pavements in some areas to facilitate storm water infiltration.

- The entire site is planned to be developed as an integrated project Hardscape, landscape and site amenities will be chosen to create a unique sense of place within the context of the neighborhood.

Commercial Space

22. *Provide a realistic assessment of the possibility of getting neighborhood serving retail versus highway retail. What is approach your team would take to determine this?*
We believe that having neighborhood retail in this project is both a realistic goal and essential to the success of the Union Corners development. We have had numerous discussions with a neighborhood grocery store (Willy Street Co-op) who has expressed a strong interest in opening a new store at this site. We are confident that their presence as an anchor tenant would encourage other neighborhood retail tenants to locate here as well.

23. *Explain more about your vision for artist spaces/uses and financial feasibility.*
Stone House proposes to build approximately 30 apartments in the French Battery Building, identified as Building F in our submittal. The apartments would be a mix of one and two bedroom units. They would be designed as live/work spaces. They will have high ceilings, hard surface floors, large windows, full kitchens and baths, separate bedrooms but extra-large living room/work spaces making them attractive to artists of all media. Common area space would include a wood working room, media room and a potter's room complete with a kiln, and gallery space. Resident artists would be free to show their work throughout the common area.

The adjacent building (Building H) is an existing 4,000 square foot commercial building. This would be redeveloped as an art gallery/studio. The area fronting on East Washington Avenue would be the open-to-the-public art gallery. The remaining space will be divided into four private art studios and a section of shared studios. The space is utilized for art production by the resident artists but also to hold classes and workshops for area artists. The business model for this building is Bright Red Studios located at 9 North Ingersoll in Madison. This project was recently developed by a principal of Stone House.

The buildings will be financed through private equity, TIF and below market rate debt from WHEDA. The demand for art space, for both production and living, is extremely high. Recognizing that emerging artists have limited resources our revenue projections show below market rate rents for both the apartments and studio spaces.

24. *What sort of small commercial/retail are you proposing?*
Our proposed mix of uses includes:

- Livesey corporate office
- Incubator space (rent free)
- Health related uses such as dentist, chiropractor, small community health club
- One or more unique, neighborhood friendly restaurants
- Art Gallery/Studio

- Other uses that we determine based on market studies and discussions with neighborhood groups

25. *How will this small commercial/retail serve the needs of the surrounding neighborhood?*
    1. Willy Street Co-op: will provide a number of essential services to an underserved neighborhood (grocery; café; public market), while being fully consistent with the character and culture of the surrounding community.
    2. Health related uses described in #24: also providing essential services to the neighborhood.
    3. Art Gallery/Studio: provide space for emerging local artists to work, learn, interact and exhibit their art.
    4. Incubator: provide a rent-free space and an opportunity for local trades people, merchants, etc. to start or grow a business.
    5. Restaurants: dining as well as gathering spaces.

26. *Will it be focused on necessities (e.g. hardware store, dentist, child care) or on luxuries (e.g. restaurants, high end retail)? (Note: this is not a question about a grocery store – it's about the rest of the retail, if there is any.)*
    There will be a mixture of "everyday needs" shopping, services and restaurants, rather than high end retail.

Jobs

27. *What will you do to ensure that construction jobs go to Madison Residents, and specifically to residents of the surrounding neighborhoods?*
    We intend to use Madison area contractors for the construction of the project. In our experience, (1) the majority of the employees of these contractors and their subcontractors will also be residents of the Madison area, and (2) such contractors and subcontractors will pay prevailing wages for such jobs. In addition, the WHEDA-financed residential buildings will be constructed in accordance with applicable emerging business and work force policies and regulations concerning jobs and compensation.

28. *What will you do to ensure that the permanent jobs in the development pay a living wage and are accessible to residents of the surrounding neighborhoods?*
    The mix of uses we plan for this project will create a variety of jobs, which will encompass a range of job descriptions, qualifications and experience, and compensation.

29. *What is your willingness to do local hiring for construction jobs including holding job fairs in nearby neighborhood(s) and collaboration with trade union apprenticeship programs, including outreach within a several mile radius? Will you establish goals for local hiring?*

Hiring for construction jobs will be done by the local contractors we use rather than by the developer. We will encourage our contractors to coordinate with local community groups and residents to inform them of any available jobs.

Environmental*30. How many lane miles of street/alley are you proposing to add? Will any additional interior streets be public or private? How will they manage stormwater? Will they be curbed or all at one grade? Will they resemble woonerven?*

- We are proposing approximately 400 lf of two lane private street for a total of 0.15 lane miles.
- Storm water will be managed through flow-in and flow-through planter curbs, rain gardens, biofiltration and filtration devices.
- Streets will be designed with curb and gutter.
- Our proposal does not identify a woonerf, although the concept of shared space is at the heart of our transportation and circulation network. Traffic calming devices, such as table top intersections, bus pullouts, narrow travel lanes, the 7th Street boulevard and incorporation of bicycle and pedestrian facilities is consistent with Complete Streets policies. We view the proposed 7th Street as an extension of the flexible open space system and will remain a private street so that access can be controlled to allow for community events and public gathering space.

31. *What percentage of the roof square footage will have green roofs? White roofs? Solar panels?*
As a series of LEED Certified projects these components are a few of the many considerations that would be vetted through the design process. Through the collaborative design process the building design and development will further contribute to how and where these systems are beneficial for the building and overall project development.

32. *Does your design incorporate passive solar design elements?*
As a LEED Certified project this is one of many components that would be vetted through the design process. Appropriate solar shading would be investigated during the design process to optimize its use and provide each building with a naturally day lit condition that is appropriate for its location and orientation.

33. *How will the public spaces in your proposal (plazas, parks, sidewalks, etc.) invite people to use them?*
These public spaces will be located adjacent to activity areas and major circulation routes. Coordinating special programs with the library, neighborhood grocery and housing will attract the public to these areas; activities may include music, farmers market, and business/community events.

34. *How much room will be available for community gardens, and will these be limited to residents of the site?*
    The current plan shows approximately 20,000 sf (0.45 acre) of space available for community gardens. We are willing to work with the City of Madison, neighborhood and/or Community Action Coalition to develop a program for allocating and distributing the available space for community gardens.

35. *Will the parks included be public or private?*
    We will dedicate the open space and playground area at the west end of the site as a city park with the request that a portion of park fees for this project are used specifically for the development of this park. The other parks will be private.

Livesey/Stone House

A. *Parking structures deaden the spaces and streets that they are adjacent to. At the west side of Building B1, what can you do to make this blank wall a genuinely usable, living space (not merely an aesthetic treatment)? Also, please discuss the possibilities for actively designing this area as part of a usable, temporary event-day space such as we see in another proposer's scheme.*
   - In response to neighborhood concern, we have reduced the height of the parking deck by removing a floor.
   - We view the 7th Street Boulevard and the adjacent plaza and open spaces as an extension of the open space network. As a private street, this area can be closed off to vehicular traffic for community events. The area adjacent to the parking deck could become an extension of the market kiosk as well as flexible event space.
   - Refer to our response to Question 2 for specific ideas on activating the space adjacent to the parking structure.

B. *The triangular surface parking lot adjacent to Building A can be re-configured more efficiently to provide significantly more combined planting space for large trees either a) near the center of the lot or b) along the edge of the Winnebago Street. Will you consider this?*
   We are open to any considerations that enhance the development and the parking area can be revised to provide more greenspace as plans progress. We see the green edges of this parking area and the green space, gathering area, the extension of the art wall and enhancement of the existing bus stop as additional enhancements that contribute to the softening of the parking lot and aesthetics of the site. Note that a "covered patient drop-off" for Building A will need to be accounted for in any design of this parking lot.

C. *Connectivity and pedestrian 'porosity' to the UC site from the neighborhoods across East Washington is important. We understand the challenges that 55,000-60,000 cars per day present to functioning, usable storefronts, and seating, etc. However, with buildings oriented internally, regular through-building public pedestrian circulation connecting the East Washington sidewalk with your internal pedestrian circulation system can help tremendously. Can you accomplish this for Buildings A and C?*
   - At Building A, pedestrians are encouraged to enter the building at the corners along East Washington. Entering within the middle of this face along East Washington would not be

feasible with the program requirements of the clinic.

- At Building C, pedestrians are encouraged to enter at both corners (being the locations of the grocery store's café at the east end and a restaurant at the west end). Along the face of the building fronting East Washington would be retail including some that is potentially accessible from two sides (the East Washington side and the parking lot side).

- In the area between Buildings C and D, the addition of pocket parks and outdoor dining opportunities related to the commercial space, would not only open the face of Building C up to East Washington, but also provide views and places for pedestrian access back into the site.

D. *Your pedestrian circulation system stands out as well worked out in comparison to some other proposals, and in your verbal presentation you emphasized the possibility of a future transit (BRT, commuter rail, etc.) stop/station at the south end of the site. Would you be willing to show us even a roughly sketched concept of your thoughts on how this might fit in?*
   - See Attachment F.

   - We believe the best location for the transit stop would be the green space closest to the roundabout. This would keep a major public use point a bit further away from the residential components of the buildings identified as Building G.

E. *Your parking counts are significantly higher than other proposals. Yet you've managed to integrate some pedestrian commons areas by using 'private' drive aisles as vehicle circulation internally. However, you appear to have landscaped the large, mall-like central parking field to the minimum UDC is likely to allow. Can you do better, perhaps by a) increasing the width, importance and plantings at the central walk-path and b) reduce some parking?*
   - We are willing to revise the configuration of the central drive and adjacent parking area to create a more pedestrian friendly and attractive corridor. As plans progress and become more refined more space can be made available for green space and circulation.

   - However, please note that based on our past experience, the number of parking spaces shown in this area are essential to attract and retain suitable tenants, and should not be reduced.

Attachment A
Union Corners Development Opportunity
Development Square Footage and Parking Calculations
9/10/2012

Clinic/Office	Square footage					Parking		Square footage
	Commercial & Retail	Clinic	Civic / Public	Residential	Units	Structured	Surface	Totals
Building A							55	75,000
LL								
Level 1		25,000						
Level 2		25,000						
Level 3		25,000						
Building B1 - Parking								0
LL						49		
Level 1						40		
Level 2						99		
Level 3						99		
Building B2 - Commercial								5,500
Level 1	5,500							
Subtotals	5,500	75,000	0	0		287	55	80,500

Clinic/Office Parking Subtotal	
Surface Parking	55
Structured Parking	287
Total Parking	342
Parking Ratio	4.25

Mixed Use	Square footage					Parking		Square footage
	Commercial & Retail	Office	Civic / Public	Residential	Units	Underground	Surface	Totals
Building C							133	52,700
LL						38		
Level 1	29,600	1,000						
Level 2		22,100						
Building D								14,500
Level 1	14,500							
Building E **(not included in square footage/parking calculations - site to be donated to city*)**								
Building H								
Level 1	4,000						7	4,000
Subtotals	48,100	23,100	0	0		38	140	71,200

Mixed Use Parking Subtotal	
Surface Parking	140
Street Parking	55
Underground	38
Total Parking	233
Parking Ratio	3.27

Residential	Square footage					Parking		Square footage
	Commercial & Retail	Office	Civic / Public	Residential	Units	Underground	Surface	Totals
Building F								32,000
LL						30		
Level 1				10,000	10			
Level 2				11,000	10			
Level 2				11,000	10			
Building G1								69,500
LL				16,600		50		
Level 1				15,100	12			
Level 2				12,600	12			
Level 3				12,600	12			
Level 4				12,600	12			
Building G2								56,572
LL				15,372		36		
Level 1				10,300	9			
Level 2				10,300	9			
Level 3				10,300	9			
Level 4				10,300	9			
Building G3								61,514
LL				16,314		54		
Level 1				11,300	14			
Level 2				11,300	14			
Level 3				11,300	14			
Level 4				11,300	14			
Subtotals	0	0	0	219,586	170	170		219,586

Residential Parking Subtotal	
Surface Parking	0
Underground Parking	170
Total Parking	170
Parking Ratio (per unit)	1.00

Project Totals	Square footage					Parking		
	Commercial & Retail	Office	Civic / Public	Residential	Units	Structured and Underground	Surface	Totals
	53,600	98,100	0	219,586	170	495	250	371,286

Potential Development								
	Commercial & Retail	Office	Civic / Public	Residential	Units	Underground	Surface	Totals
*Building E								
Level 1			15,000			38		
Level 2				15,000	42			

Attachment B-1
Union Corners Development Opportunity
Real Estate Assessment Analysis
9/10/2012

Building/Use	Building Size	Assessment per Sq. Ft.	Total Assessment
Building C			
Grocery/Office	30,000 sf	$150.00 per sf	$4,500,000.00
Retail/Office	18,000 sf	$175.00 per sf	$3,150,000.00
		Total	$7,650,000.00
Building F - Residential	30 Units	$70,000 per unit	$2,100,000.00
Building A - Clinic	75,000 sf	$225.00 per sf	$16,875,000.00
Building B1 - Parking	287 Stalls	$20,000 per stall	$5,740,000.00
Building B2 - Commercial	5,500 sf	$175.00 per sf	$962,500.00
Building D - Mixed Use	29,000 sf	$150.00 per sf	$4,350,000.00
Buildings G1-G4 - Residential	170 units	$70,000 per unit	$11,900,000.00
Building E	----------	----------	----------
Building H	----------	----------	----------
		Total Assessed Value	**$49,577,500.00**

Attachment B-2
Union Corners Development Opportunity
Construction Cost Analysis
9/10/2012

Building/Use	Building Size	Construction Cost
Building C		
Grocery/Office	30,000 sf	$5,625,000.00
Retail/Office	18,000 sf	$3,937,500.00
		$9,562,500.00
Building F - Residential	30 Units	$4,500,000.00
Building A - Clinic	75,000 sf	$21,093,750.00
Building B1 - Parking	287 Stalls	$7,175,000.00
Building B2 - Commercial	5,500 sf	$1,203,125.00
Building D - Mixed Use	29,000 sf	$5,437,500.00
Buildings G1-G4 - Residential	170 units	$25,500,000.00
Building E	----------	----------
Building H	----------	----------
	Total Construction Costs	**$74,471,875.00**

ATTACHMENT C

UNION CORNERS DEVELOPMENT

CLINIC AND GROCERY TRANSPORTATION DEMAND MANAGEMENT (TDM) PLAN OUTLINE

This document presents an overview of the key elements of a TDM program for the proposed clinic and grocery facilities at the proposed Union Corners Development. The outline presented below includes a variety of programs and improvements that clinic and grocery components should institutionalize in order to reduce the demand for – and use of – single occupancy vehicles for trips to this new facility. It is very important to note that TDM is not simply one or two elements, and the best TDM program is going to be composed of a suite of elements that work together (ie, fee-based onsite parking, free remote parking near a transit stop, and cost competitive – even free – transit passes). Different TDM approaches will work differently for different people, so a comprehensive TDM program holds the promise for the greatest success. With that in mind, the elements below are presented in order of importance, and include both immediate and long-term strategies.

I. **Fee-based parking** – The clinic may charge **all** vehicles (although patients may have parking "validated" for their visits) for parking at its Union Corners facility in surface lots and structured parking. Overwhelmingly, research indicates that in environments where space for parking is available, fee-based parking is absolutely essential in the success of TDM, in that it directly and financially creates a disincentive to single-occupant vehicle commutes. Examples of possible TDM strategies include:
    - **a.** Provide preferred parking to carpools and vanpools, ie, "close to the door" spots reserved for such travelers.
    - **b.** Utilize gated and automated parking versus parking stickers or hang tags and the like, as the gated approach minimizes enforcement costs long-term.
    - **c.** Utilize a "tiered" pricing system for parking, whereby the more occupants in a permitted vehicle the lesser the cost.

II. **TDM education** – A comprehensive introduction to the Union Corners TDM program should be a component of staff orientation upon the facility's grand opening, and with every new hire and transfer thereafter. Although this is listed as a top priority, the content of the educational element includes items as outlined below in this list and therefore cannot be implemented until the scope of TDM for the facility is settled upon.

III. **Set up TDM oversight/monitoring infrastructure** – Coming out of the gate with the pieces in place to monitor and adapt the Union Corners TDM program is really the only way to assure that the program does not die on the vine. Some basic and easy to implement monitoring steps, such as administering an annual transportation survey over e-mail to all employees, can go a long way in evaluating transportation attitudes and activities. In any event, there are a few monitoring options that might be considered:
    - **a.** Establish a standing committee to monitor and amend TDM over time (employees, administrators, etc)
    - **b.** Create a position, or assign duties, for TDM at the clinic and grocery.
    - **c.** Work with neighboring businesses to establish a Transportation Management Association (TMA), which would focus TDM on a "neighborhood" scale. This option is very attractive and could be highly effective, but certainly is dependent on coordination and buy-in from neighboring businesses.

IV. **Guaranteed ride home** – A guaranteed ride home program serves as a "safety net" for people who do not use their own car to get to work. The program provides vouchers (typically up to $75) for a taxi ride in case of an emergency or other unforeseen circumstance. This is a service currently offered to users of Madison's regional "rideshare" program (www.rideshareetc.org)

V. **Flexible work scheduling** – Where appropriate and feasible, work schedules should be flexible to allow for employees to use alternative modes of travel. For example, at certain times of day, some Metro routes may not arrive in the neighborhood "on the hour". If possible, this should be taken into consideration for scheduling shifts. It should be noted that this recommendation does not promote "staggering" start times per individual, but rather promotes re-examining shift start and end times to best accommodate the use of transit, rideshare, and other alternative modes on fixed schedules.

VI. **Facilitate carpooling** – Ultimately, all clinic and grocery employees will have the same destination (Union Corners). Arguably, many clusters of them arrive at and depart from Union Corners at right around the same time. The great variable is, of course, where each of these employees begin and end their workday trips. The clinic and grocery should take the lead in helping to align potential carpoolers, as this is a relatively easy TDM strategy to undertake.

   a. In addition to the "preferred" and "tiered" parking introduced above, the clinic and grocery could start making carpooling a more viable option, simply by connecting its employees to a robust on-line ride matching service (rideshareetc.org). Through websites the clinic and grocery could simply provide a link to rideshareetc.org along with a brief introduction for users.

   b. Utilize on-site bulletin boards, memoranda, and inter-office mail for those that may not be comfortable using the online service.

VII. **Remote parking –** There are several rather proximate locations that are worthy of exploration as remote parking sites in order to reduce vehicle trips to the development.

   a. Within 3 miles of the proposed Union Corners development, there are two free park and ride lots. The first (1213 Huxley Street) at the North Transfer Point has spaces for about 170 cars and there is a second lot at the Northside Towncenter (Sherman Ave. and Northport Dr.). Madison Metro currently picks up and drops off at these locations during peak and off peak periods.

VIII. **Promote bicycling** – Biking and walking to the development is a potential option, as the bike and pedestrian network is in place within the neighborhood and southwest into the urban core. An internal path network is established along the southwest edge of the site and provides significant neighborhood connections. The site's proximity to the Capital City Trail as well as on-street bike lanes along East Washington Avenue creates linkages to corridors that are well used for commuting and recreation. Several potential measures to promote bicycling are provided below:

   a. Madison's "B-cycle" is a bike rental program typically sponsored by businesses. This could be yet another opportunity for the clinic and grocery to work as part of a TMA (see Sec. III.d. above) for the neighborhood to set up a B-cycle network within or adjacent to the development.

   b. Bikers can use on-street and off-street systems in the vicinity of the proposed development, with the best options being:

      i. The existing multi-use path connection between Winnebago Street and Farwell Street
      ii. The Capital City Trail, located several blocks to the south
      iii. East Washington Avenue and North Street
      iv. Winnebago Street and 6th Street also provide linkage

c. On-site, convenient, secure, and safe bicycle parking, showers, lockers, etc. are important elements of TDM as well.

d. Site design must maximize linkage to existing facilities

e. Bicycle commuters are also eligible for tax incentives to offset equipment and mileage costs.

IX. Madison Metro – It is recognized that expanding transit service is often a very important – but admittedly very costly – strategy for TDM success. Sharing the costs and benefits of improved transit service (vis a vis the "TMA" introduced in Sec. III.d. above) could help to make improved transit more feasible.

a. Currently, several routes service the area

i. Routes 37, 29, 27, 14, 15, 6, 25, 56, and 57 serve East Washington Avenue

ii. Routes 5, 9, 14, 15 serve the Milwaukee Street Corridor

iii. Route 4 serves Winnebago Street

b. There are many ways to approach incentivizing transit use for employees. Some employers subsidize transit passes in whole or in part, some offer "pre-tax" employee buy-in options. Federal tax law provides tax breaks to both employees and employers for "commuter choice" initiatives. These are practices that should be considered with anchor and other tenants at the Union Corners Development

X. Shuttle – As a potential "multi-campus" institution, there may be considerable merit in the clinic providing a shuttle from campus to campus, to remote parking locations, and major transit stops. This is probably another initiative that is made all the more effective as a component of the TMA idea introduced in Sec. III.d above.

a. Potential to run shuttle to park & ride, bus stops, other clinic facilities

b. Potential to partner w/ neighbors on shuttle?

c. eg, Madison College operates a campus to campus shuttle – costs $15K to $20K per month

XI. Community Car/ZipCar - Community Car is a program that provides shared cars, with most pickup/dropoff locations located on or near the isthmus. They do consider adding cars if a neighborhood shows enough demand, so this might be a long-term option as a "shared" resource with other nearby businesses. Zipcar, a similar service, has cars located on the UW Campus.

Livesey Company, Stone House Development,
SAA Design Group, Engberg Anderson, and Knothe & Bruce

ATTACHMENT D: CIRCULATION AND LOADING DIAGRAM


EAST WASHINGTON AVENUE
EXISTING BUS STOP
EXISTING BUS STOP
EXISTING BUS STOP
EXISTING BUS STOP
EXISTING BUS STOP
FIFTH STREET
SIXTH STREET
SEVENTH STREET
MILWAUKEE STREET
WINNEBAGO STREET
BUILDING H
4,000 GSF
FOOTPRINT
BUILDING F
10,000 GSF
FOOTPRINT
BUILDING D
14,500 GSF
FOOTPRINT
BUILDING C
30,600 GSF
FOOTPRINT
BUILDING A
33,300 GSF
FOOTPRINT
BUILDING B1
PARKING DECK
386 STALLS
BUILDING B2
5,500 GSF
FOOTPRINT
BUILDING E
19,000 GSF FOOTPRINT
BUILDING G1
12,600 GSF
FOOTPRINT
BUILDING G3
11,300 GSF
FOOTPRINT
BUILDING G2
12,800 GSF
FOOTPRINT
GATHERING SPACE
ENTRY
DRIVE-UP
DOCK
OPEN TO BELOW
TABLE TOP INTERSECTION
SPEED RAMP UP
SPEED RAMP DN
FUTURE BUS STOP
FUTURE BUS STOP
BIKE/PEDESTRIAN PATH
RAIL CORRIDOR
PROJECT LIMIT LINE
ANZINGER COURT
FARWELL STREET
NORTH COURT
SOUTH COURT
DIVISION STREET
DUNNING STREET
LaFOLLETTE AVENUE
JACKSON STREET
EXISTING STREET OR PATH
PROPOSED STREET OR PATH
0
50
100


EAST WASHINGTON AVENUE
EXISTING BUS STOP
EXISTING BUS STOP
EXISTING BUS STOP
EXISTING BUS STOP
EXISTING BUS STOP
FIFTH STREET
SIXTH STREET
SEVENTH STREET
MILWAUKEE STREET
WINNEBAGO STREET
BUILDING H
4,000 GSF
FOOTPRINT
BUILDING F
10,000 GSF
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BUILDING
B1
PARKING DECK
386 STALLS
BUILDING
B2
5,500 GSF
FOOTPRINT
BUILDING E
19,000 GSF FOOTPRINT
POTENTIAL FUTURE
TRANSIT STOP
FUTURE BUS STOP
FUTURE BUS STOP
DIVISION
STREET
BUILDING G1
12,600 GSF
FOOTPRINT
BUILDING G3
11,300 GSF
FOOTPRINT
BUILDING G2
12,800 GSF
FOOTPRINT
BIKE/PEDESTRIAN PATH
RAIL CORRIDOR
PROJECT LIMIT LINE
ANZINGER COURT
FARWELL STREET
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SOUTH COURT
DUNNING STREET
LaFOLLETTE AVENUE
JACKSON STREET
EXISTING STREET
OR PATH
PROPOSED STREET
OR PATH
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