

# Union Corners

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& COMPANY, INC.

# GORMAN & COMPANY, INC.

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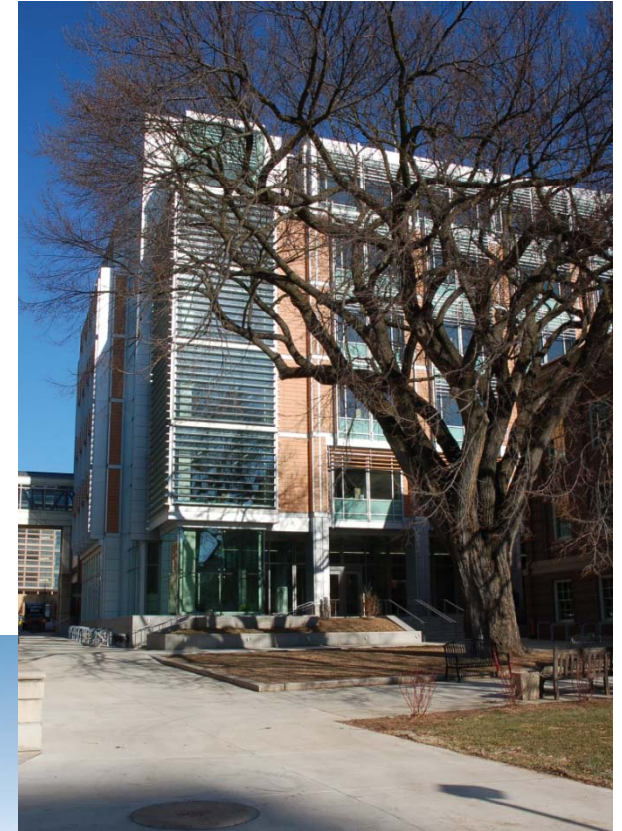
- Founded in 1984.
- Completed over \$500 million in projects.
- Offices in Oregon, WI; Milwaukee, WI; Chicago, IL; Phoenix, AZ; and Miami, FL.
- Experience includes affordable and senior housing, condos, single family homes, retail, commercial, hotel, property management, and construction



# Flad Architects

building neighborhoods

- Madison based firm for 85 years
- Regional offices nationwide
- Specializes in planning and design of facilities that inspire imagination, innovation, and excellence
- Consistently ranks among top firms in nation in multiple publications



**UW – Biochemistry**



**UW Health Clinic - Deforest**

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**Flad Architects**

## Other Key Team Members

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- Joe Schwenker, Manger of Special Projects
- SVA Professional Services
- Reinhart Boerner Van Deuren, S.C.
- Baker Tilly Vichow Krause, LLP





# Honor Historical Value of Site

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**Truman Lowe** is a retired professor in the art department at the University of Wisconsin–Madison and curator of contemporary art for the Smithsonian Institution's National Museum of the American Indian, which opened in Washington, D.C. in 2004. He has exhibited at such venues as the Heard Museum in Phoenix, the Eiteljorg Museum of American Indians and Western Art in Indianapolis, the National Gallery of Art in Ottawa, Ontario, and the Wright Museum of Art at Beloit College in Wisconsin. One of his large outdoor sculptures was included in an exhibit at the White House in 1998.

# Philosophy: Listen and Respond

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- Request for Proposals
- Community Benefits Agreement
- Neighborhood Listening Session
- Informal discussions
- Community Priorities from August 15<sup>th</sup> meeting
- Incorporation of Woonerf design principals from Congress for New Urbanism competition (included local stakeholders)

# Union Corners – Proposed Site Plan



**LEGEND**

<b>A</b>	Restaurant
<b>B</b>	Grocery store One floor of offices above
<b>C</b>	Library with community hub Senior housing above
<b>D</b>	Medical clinic Coffee shop Parking garage
<b>E</b>	Local small retail space
<b>F</b>	Local small retail space
<b>G</b>	Multi-family housing
<b>H</b>	The Town homes at Union Green

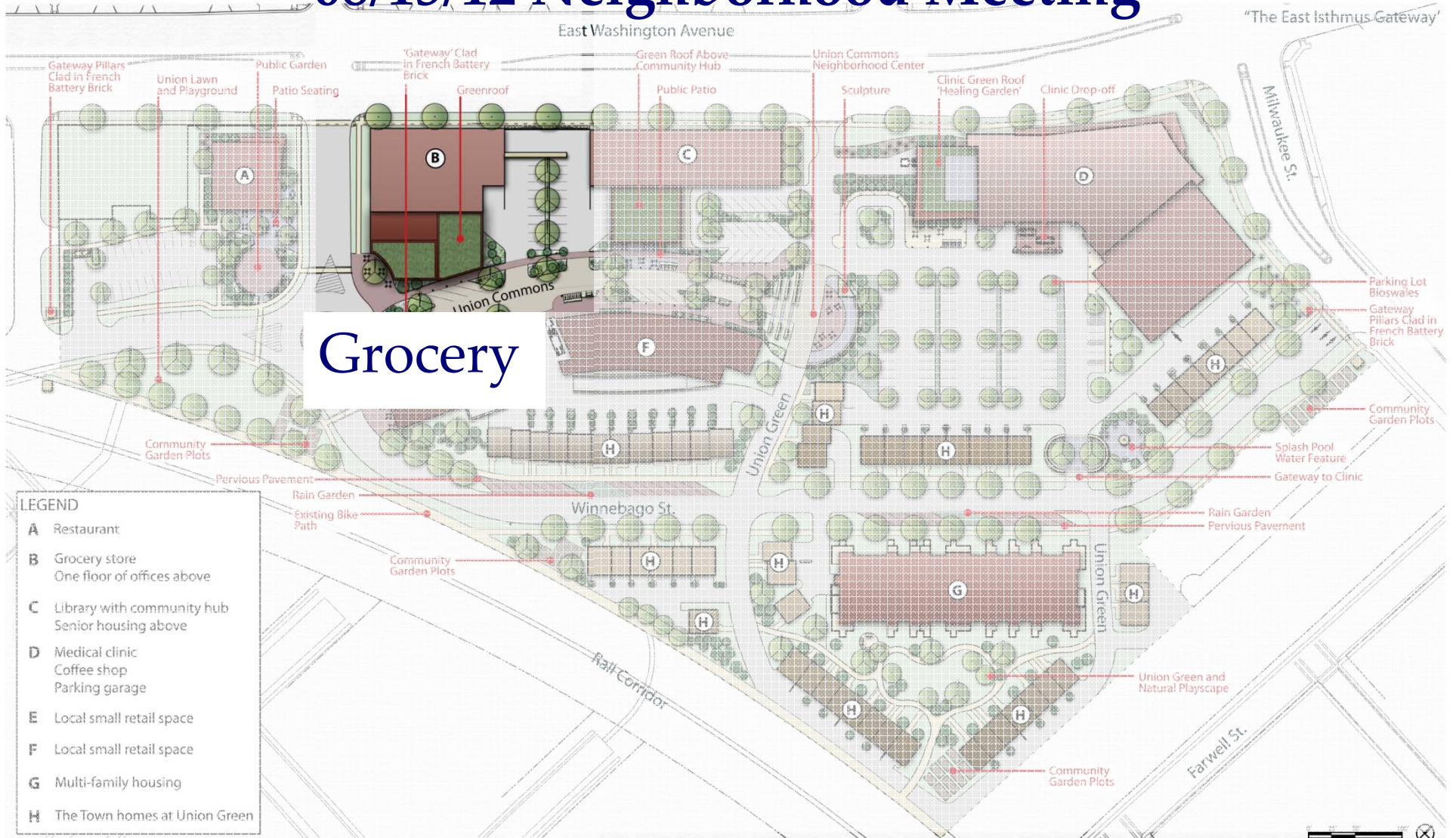






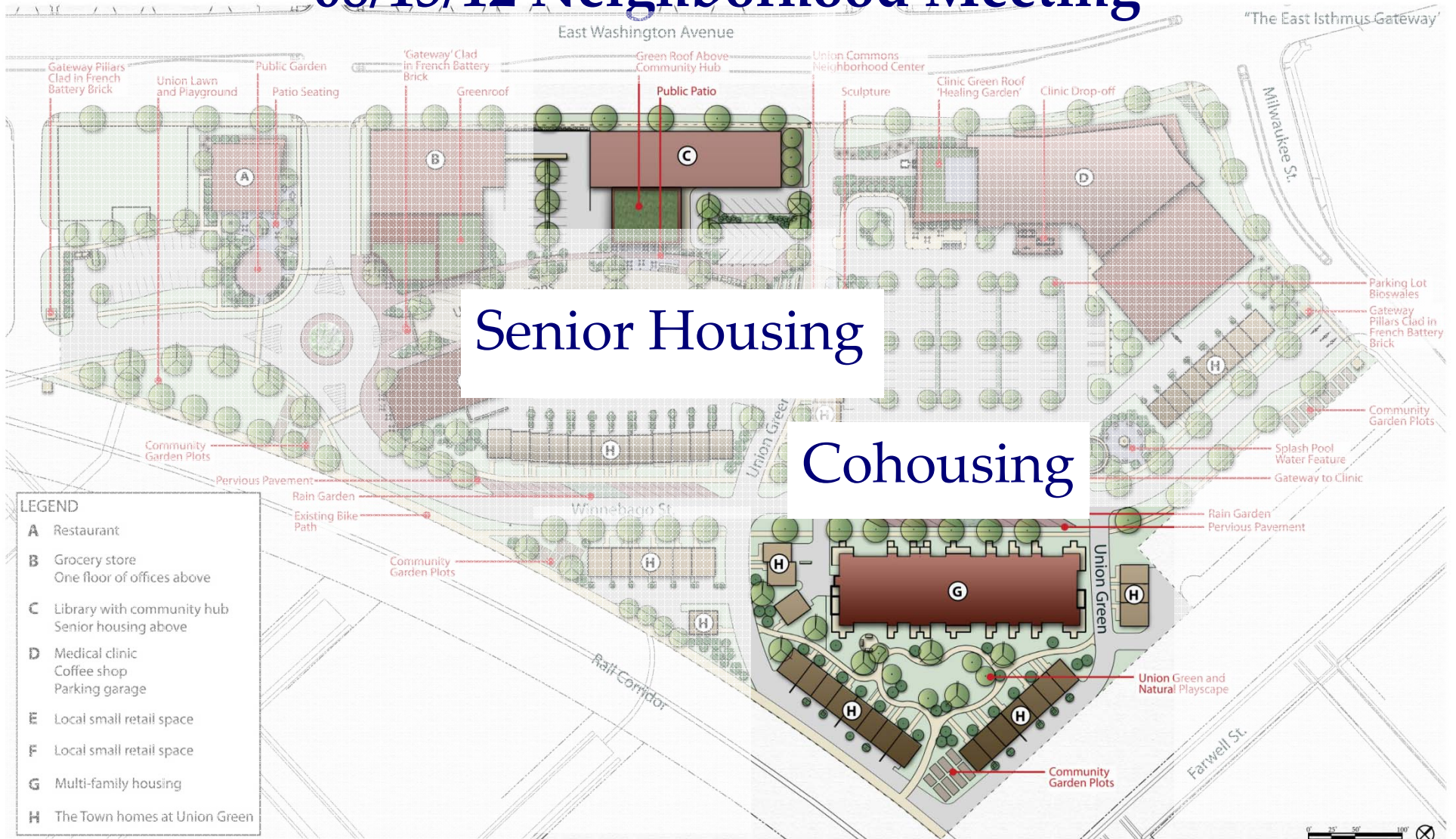


# Community's Priority List from 08/15/12 Neighborhood Meeting



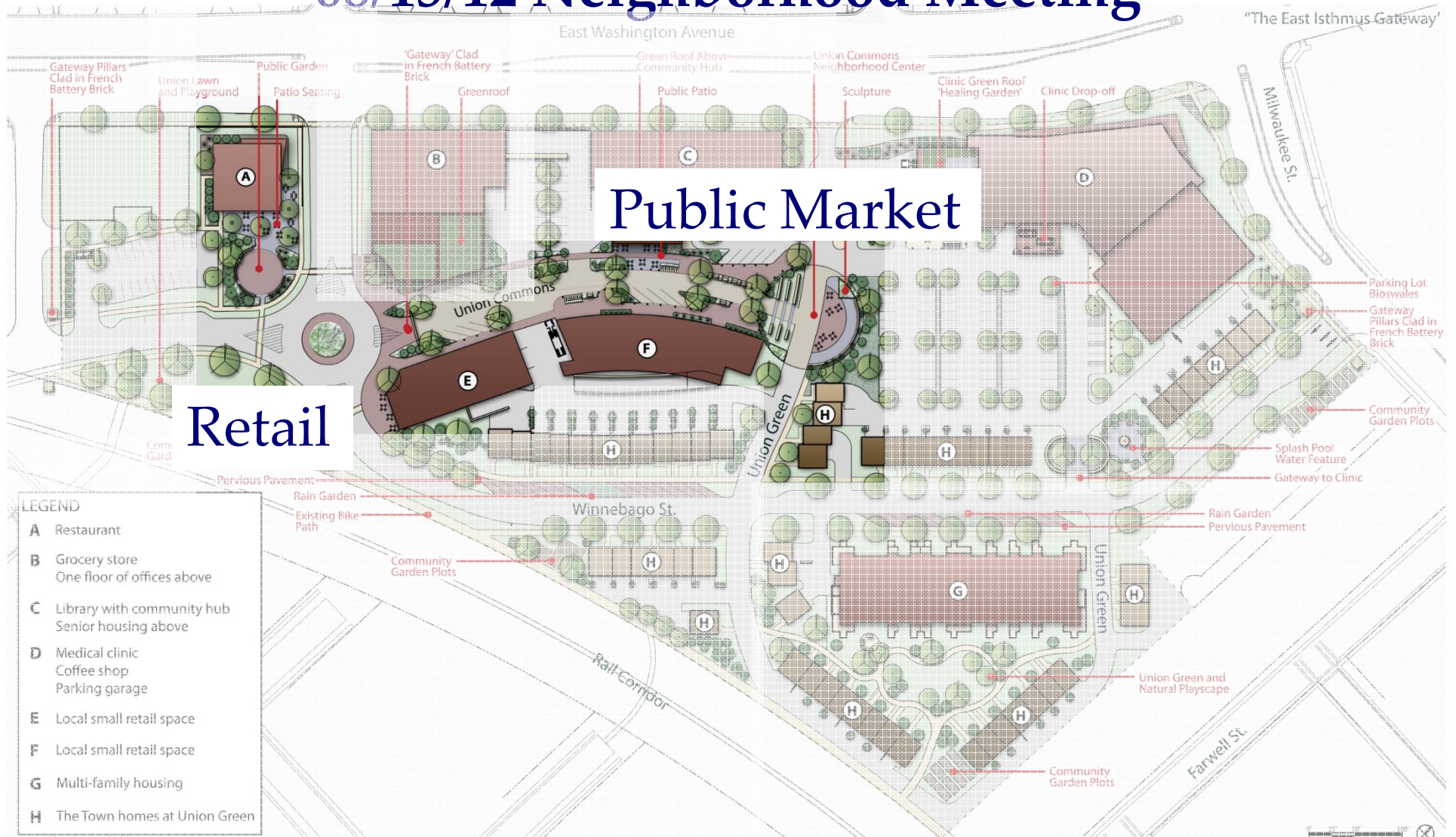


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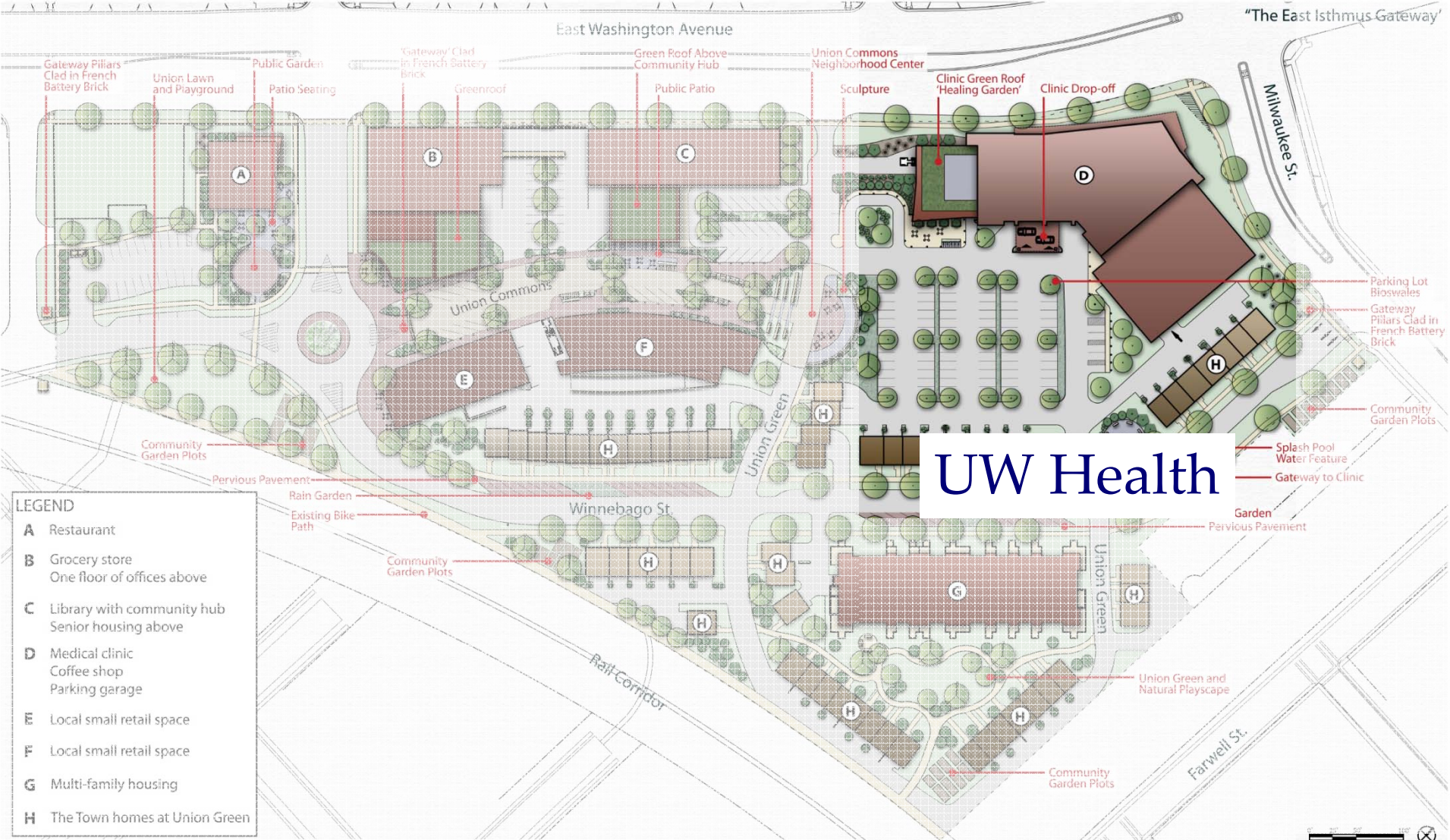


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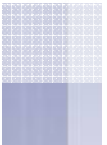




# Development Anchor



**UW Health**





# UW Health Medical Clinic

building neighborhoods





# Coffee Shop in UW Health Building

building neighborhoods



# How we got here...

- UW Health
  - Selection of Developer
- Meeting with Mayor Paul Soglin

**UWHealth**  
University of Wisconsin  
Medical Foundation

Administration  
7974 UW Health Court  
Middleton, WI 53562

608.833.6090  
608.821.4103 Fax

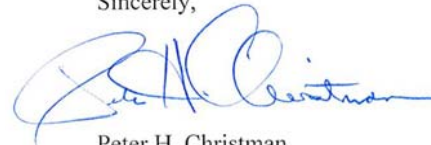
June 21, 2012

Dear Sir or Madam,

Please be advised that the University of Wisconsin Medical Foundation ("UWMF") has retained Gorman & Company, Inc. to perform a site search for a new facility for our organization. Once a site is chosen that is acceptable to us, Gorman will work with us to develop that facility and enter into a lease with UWMF.

Gorman & Company, Inc. staff is to be the primary contact with respect to all questions related to this site search and development process. I thank you in advance for your assistance and cooperation.

Sincerely,



Peter H. Christman  
Executive Vice President & Chief Operating Officer  
University of Wisconsin Medical Foundation

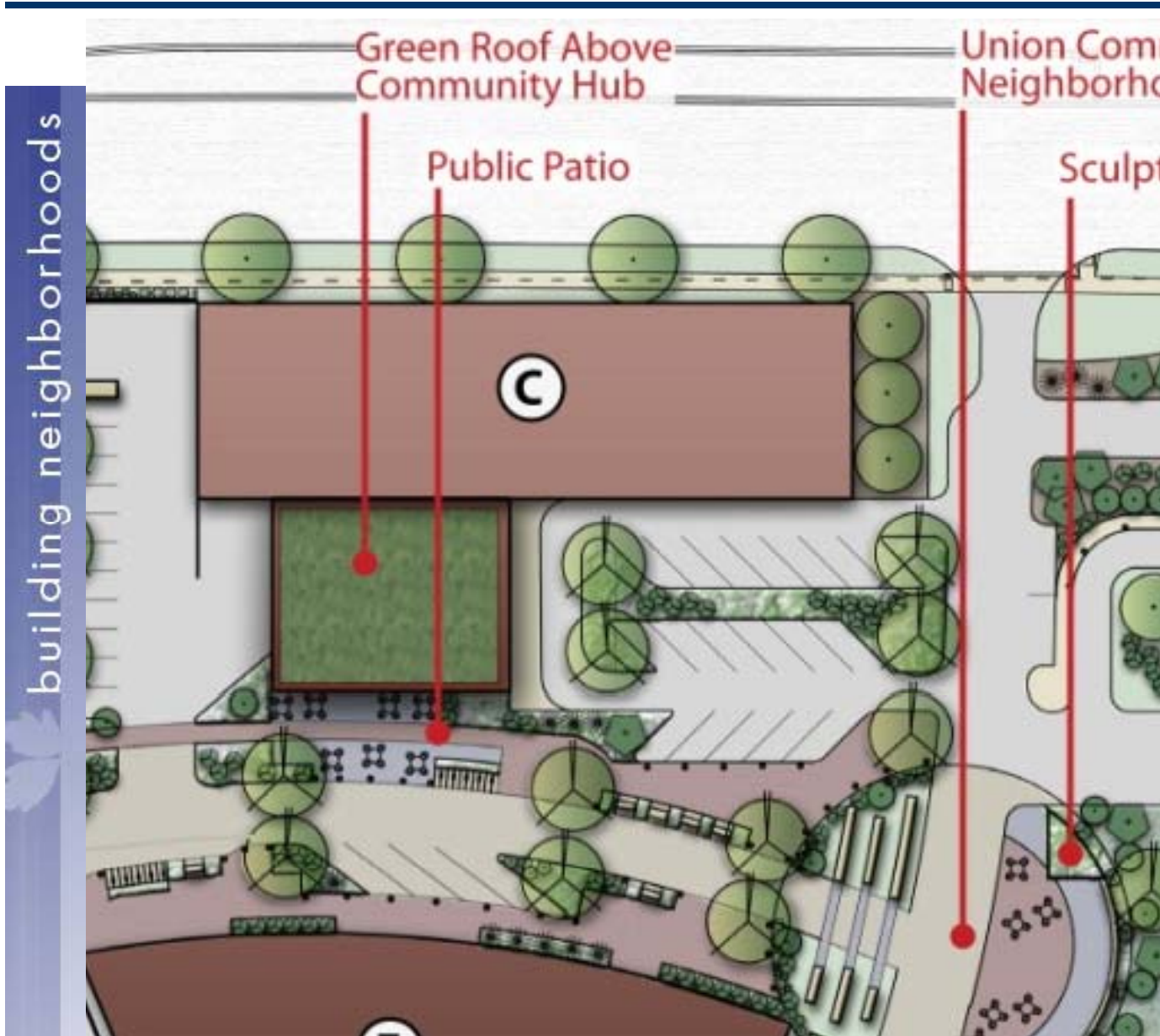
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**Flad Architects**

# The East Isthmus Gateway – East Washington Avenue and Milwaukee Street





# Library



New Location  
Madison Public  
Library

Hawthorne  
Branch

# Library: Letter of Support Madison Public Library

July 19, 2012

Joseph Schwenker  
Manager of Special Projects

RE: Union Corners Development

Dear Mr. Schwenker,

Thank you for the opportunity to participate in the conference call today with you and Gary Gorman. I appreciate your interest in including the Hawthorne Branch of the Madison Public Library (MPL) in your proposal as it relates to the Union Corners development. We look forward to continuing the discussion, and I hope to assist in any way that I can as the proposal moves forward.

As we discuss  
than leasing  
on the Union  
alone structure  
acceptable

It is very important that developers understand how the Library expects to integrate itself in any new development.

It is very important that developers understand how the Library expects to integrate itself in any new development. In the case of a relocated Hawthorne Branch, it is strongly recommended that a developer or designer consider:

- High visibility for the Library space. Please avoid “tuck aways” or obstructed views.
- Plan for 15,000 to 20,000 square feet of Library space.
- Provide a dedicated loading zone in the delivery service area of the Library, most likely from a rear service entrance that will not inhibit traffic flow or compete with other entities for loading space.
- Consult with Library staff on overall design, including signage, pedestrian access, bicycle parking, and development security and safety (sight lines play a large part in this).
- Provide adequate parking, and avoid making customers cross a high-traffic lane to reach the Library entrance.
- Anticipate fluctuating and peak parking circumstances. As our libraries evolve they are hosting many more programs, and requests from our users indicate that this need will only continue to rise. It is our goal to become as integrated as possible in each neighborhood which features a branch, and this includes providing generous tutor, study, conference, computer lab, and meeting room spaces.

- Explore the possibility of a bank or pharmacy-style drive through lane for users to pick up/drop off materials from their cars.
- Is currently a polling place.

These are important guidelines to consider, and should be adequate for the sake of our mutual exploration and discussion at this time. We are excited about the potential of this development, and please do not hesitate to contact me with any questions.

Sincerely yours,

Mark E. Benno  
Administrative Services Manager  
Madison Public Library  
201 W. Mifflin St.  
Madison, WI 53703



# Gorman Experience: Sauk Point



- Built in 2007.
- Located in Madison, WI on High Point Road.
- Designed with a Cotswold cottage look.
- Madison Public Library Alicia Ashman Branch located within the center.



# Gorman Experience: Villard Square Grandfamily

building neighborhoods



**Completed in July 2011**

**AWARDS WON:**

- **2012 Milwaukee Public Policy Forum Awards—Best Public-Private Cooperation**
- **The Milwaukee Business Journal Real Estate Awards**
- **MANDI (Milwaukee Awards for Neighborhood Development Innovation) Award State Farm Insurance and Financial Services "Building Blocks Award"—Large Project**
- **Affordable Housing Finance Magazine 2011 Reader's Choice Award: Master Planned/Mixed-Use**

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# Villard Square in Milwaukee, WI: Grandfamily Housing/Neighborhood Library

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# Neighborhood Nucleus – Union Commons

- Library Community Hub
- Performance Space
- Sculpture Location
- Public Market





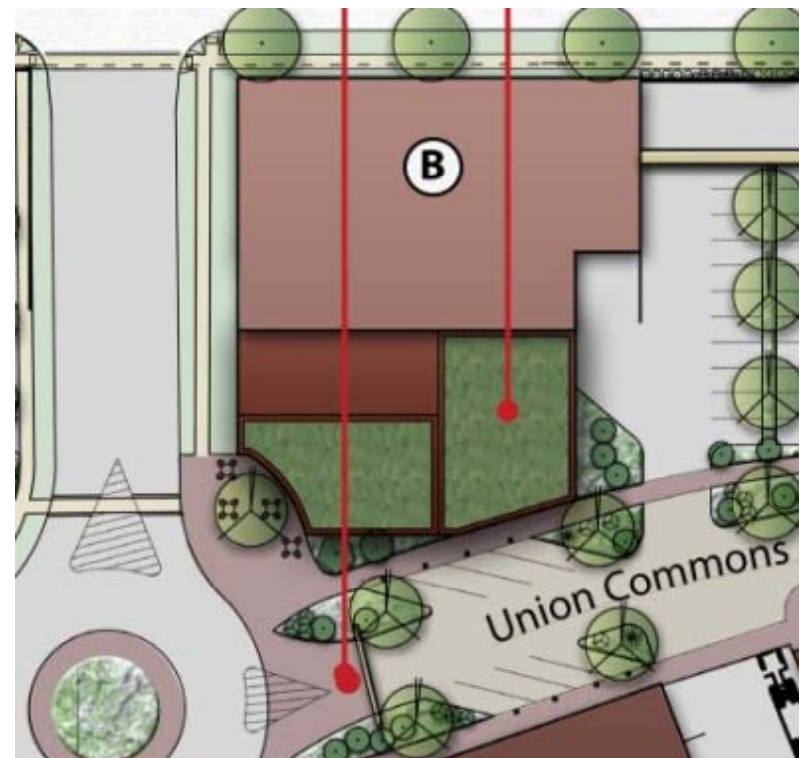
# Community Hub, Library Entrance, Drop Box

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# Grocery Store

- Specifically requested “neighborhood grocery”
- 20,000 square feet works without being a “big box” store
- Larger grocery requires more surface parking stall
- Larger grocery store brings traffic from outside neighborhood.





# Possible Grocery Tenant



- Discussion with Anya Firszt, General Manager of Willy Street Co-Op. No firm commitment, but there were significant discussions of their needs and requirements.
- Gorman's plan design to meet their needs:
  - 20,000 square foot Grocery with 10,000 of office above.
  - Corner of 6<sup>th</sup> and East Washington for maximum exposure.
  - Parking consists of 50 underground stalls and 24 surface stalls to serve clients.

# Grocery / Retail

## “Main Street” Concept (Union Commons)



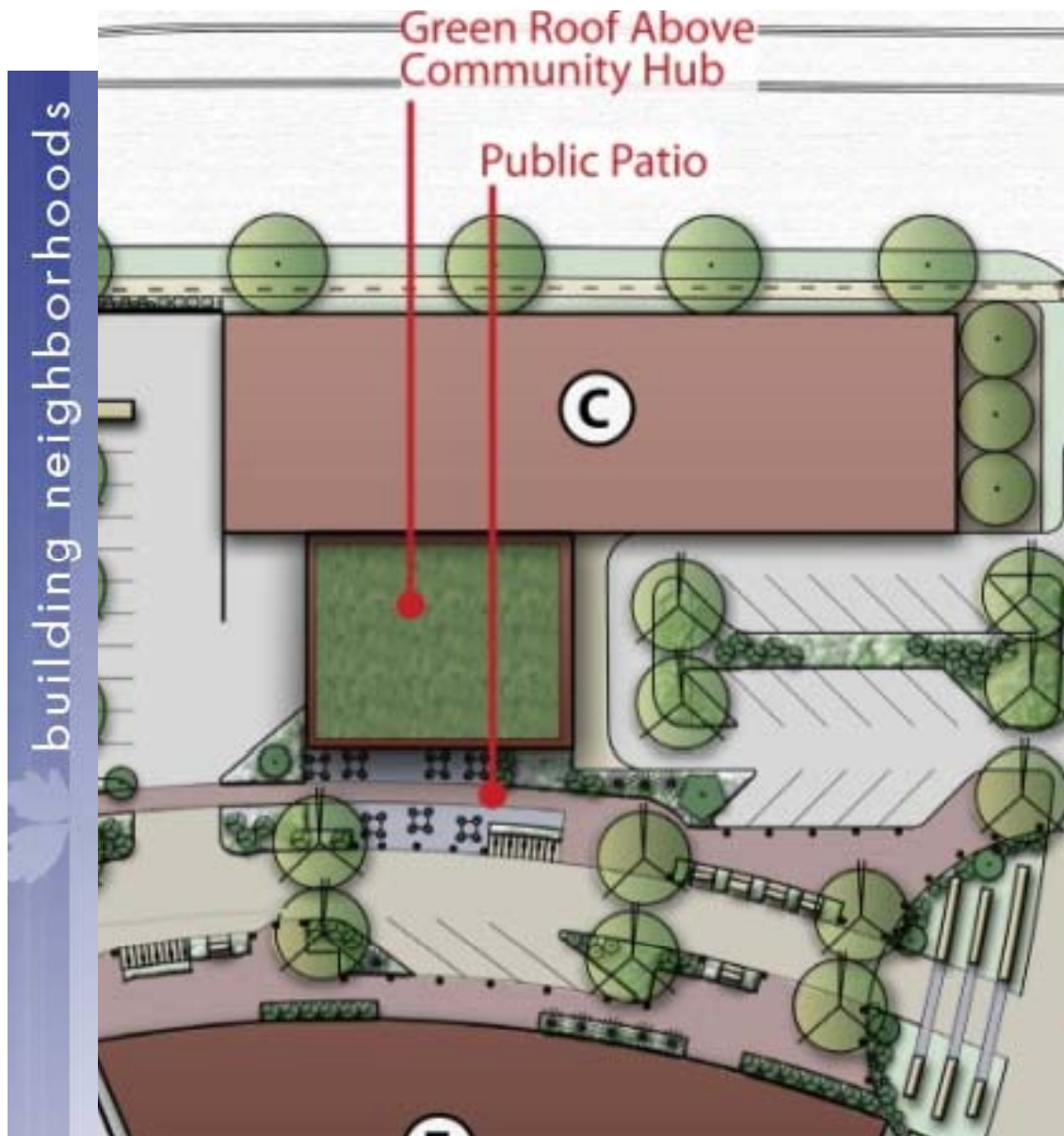


# Grocery Store

- Green Roof
- Underground Parking
- Fronts “Main Street”



# Senior Housing (Aging in Place)



- 4 floors of Senior Housing above Hawthorne Library
- Central Location offers direct adjacency to:
  - Library
  - Grocery
  - Retail
  - Public Market
  - Clinic & Pharmacy
  - Coffee shop, Restaurant
  - Community



# Gorman's Experience: Lofts at McKinley

building neighborhoods



60 Units—One and Two Bedrooms for Seniors

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# Gorman's Experience: State & Main

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- Senior
- Affordable
- Market Rate
- Retail



# Gorman's Experience: Dr. Wesley L. Scott

building neighborhoods



- Urban Senior Affordable Facility
- Milwaukee, WI
- Co-Developed with Milwaukee Urban League

# Services for Seniors through UW Health

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- UW Health:
  - Health & Nutrition Classes
    - Diabetes & Nutrition Education
    - Weight Management
    - Heart Health
  - Pharmacy
  - Physical Therapy



# Services for Seniors through Madison Public Library

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## Hawthorne Branch:

- **Tax Assistance** (filling out Federal and Wisconsin personal income taxes).
- **Computer Assistance** (e.g. iPhone for seniors)
- **Social Media Classes** (i.e. Twitter 101)
- **Specialty Classes** (i.e. Growing Food in Small Spaces)
- **Volunteer Opportunities**

# Senior Housing View from Grocery Store Green Roof

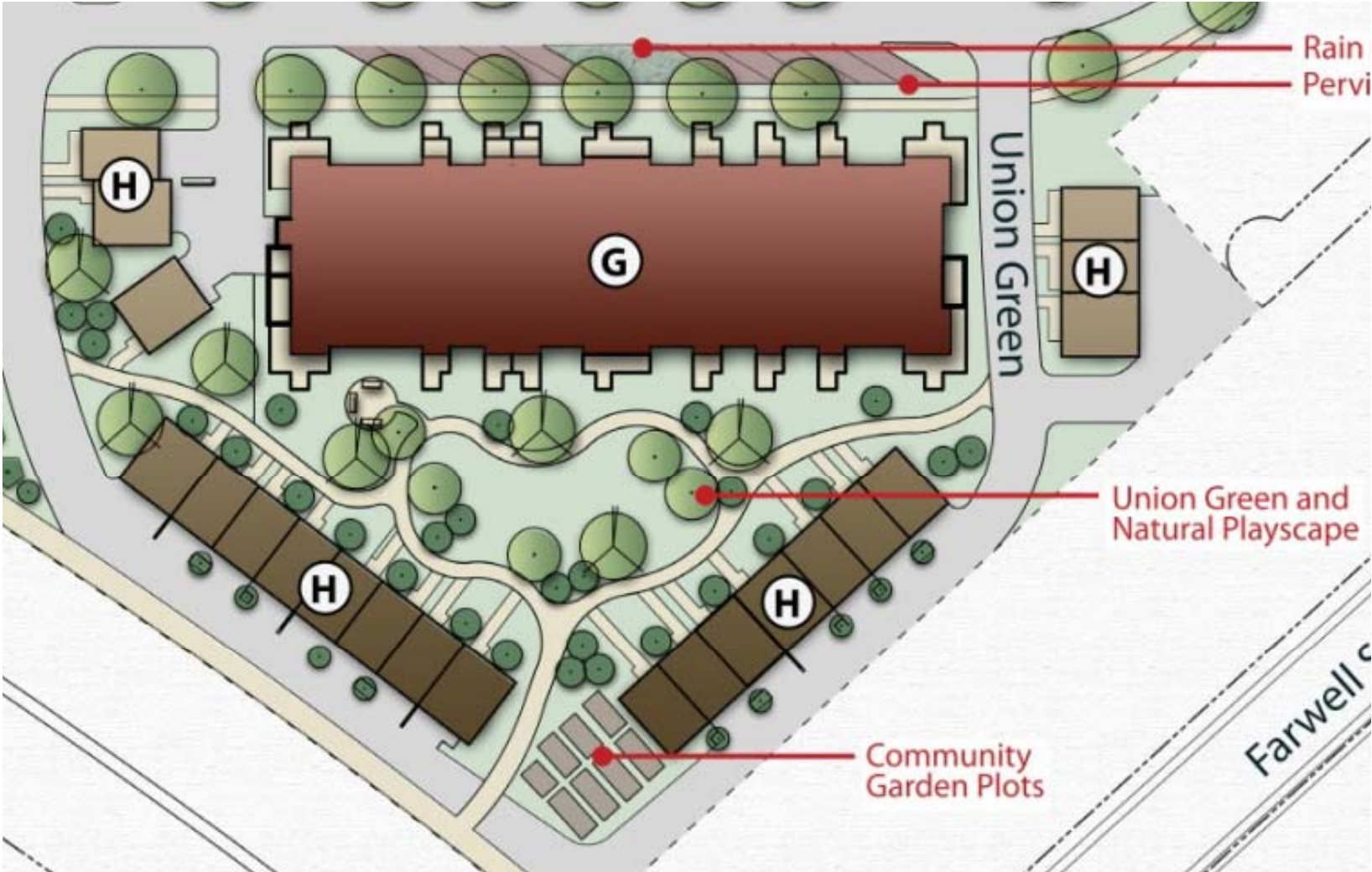
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# Residential – Cohousing Opportunity

building neighborhoods



# Residential – WHEDA support



## WISCONSIN HOUSING AND ECONOMIC DEVELOPMENT AUTHORITY

201 West Washington Avenue, Suite 700  
Madison, Wisconsin 53703-2727  
Post Office Box 1728  
Madison, Wisconsin 53701-1728  
Telephone: 608.265.7884 ■ 800.334.6873  
Facsimile: 608.267.1099 ■ www.wheda.com

July 23, 2012

Mr. Joe Schwenker  
c/o Gorman & Company  
Oregon WI 53575

Re: Union Corners Redevelopment  
Madison, WI

Dear Mr. Schwenker:

We appreciated the opportunity to discuss with you the Gorman & Co. proposal regarding the Union Corners site and possible response to the related City of Madison RFP.

We agree that this is a prime site to include quality new housing and applaud Gorman for considering affordable housing as part of the plan.

After discussing your proposal and the approximate timeline, we believe WHEDA has multiple resources available that could be used to help develop quality rental housing at Union Corners. Those resources include: Midwestern Disaster Area Bonds, 9% Competitive housing tax credits, and Tax Exempt bonds that can be paired with 4% housing tax credits. All of these products could produce a mix of affordable and market rate units and all are readily available if applied for, except the 9% tax credit which is awarded annually in a competitive process.

Gorman & Co. and WHEDA have worked together in the past with great success. We support your plan to include affordable rental housing in the overall Union Corners development plan, and believe your proposal would add vitality to the surrounding neighborhood.

If you have any questions, please feel free to contact me at 608 267 1450 or via email at [bill.boerigter@wheda.com](mailto:bill.boerigter@wheda.com)

Sincerely

Bill Boerigter  
Manager, Multifamily Housing

Gorman & Co. and WHEDA have worked together in the past with great success. We support your plan to include affordable rental housing in the overall Union Corners development plan, and believe your proposal would add vitality to the surrounding neighborhood.

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# Residential – CDA support

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## CommunityDevelopmentAuthority

Natalie Erdman, Executive Director  
Madison Municipal Building, Suite 312  
215 Martin Luther King, Jr. Boulevard  
Madison, Wisconsin 53703  
ph (608) 267.1992 fx (608) 261.6126  
email [nerdman@cityofmadison.com](mailto:nerdman@cityofmadison.com)  
mail P.O. Box 2983, Madison, WI 53701-2983

July 24, 2012

Mr. Joseph Schwenker  
Gorman & Company, Inc.  
200 N. Main Street  
Oregon, WI 53575

RE: Union Corners

Dear Joe,

The Community Development Authority of the City of Madison (“CDA”) is interested in working with your organization on the Union Corners site. To the extent you are selected by the City of Madison to develop the subject site, the CDA would be interested in partnering with Gorman & Company on a Low Income Housing Tax Credit Application and the resulting development of affordable housing.

Please let me know if there is anything else that we can do to assist with the creation of affordable housing on the subject site.

Sincerely,

Natalie Erdman  
Executive Director

# Housing Options Available

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- Townhouse (Rental or Ownership): Opportunities to finish units to make homes more affordable.
- Affordable Housing
  - Seniors
  - Multifamily
  - Co-Housing
- Housing for Disabled / Universal Design
  - Senior Building: Elevator accessible
  - All other housing accessible or adaptable.



# Gorman's Experience: Kenosha Commons

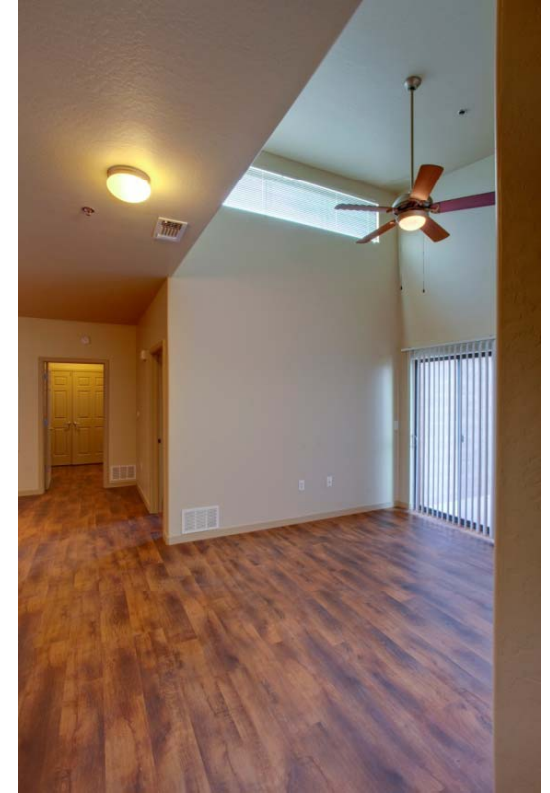


- Built in 1999.
- Worked with advocates for the physically disabled in Kenosha to develop a “barrier free” affordable apartment community.
- The pool, exercise facility and community room are designed to be fully accessible for disabled residents.



# Gorman's Experience: Glendale Enterprise Live-Work Lofts & Special Needs

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- Partnership between Gorman & Company, Inc., and Arizona Bridge to Independent Living (ABIL), the nation's largest center for independent living.
- Utilizes 'Universal Design' principles.
- 100% of the units are 'adaptable' and five of the units are fully accessible and set-aside for residents with disabilities.

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**Flad Architects**



# Townhomes along Winnebago – Lease or Own





# Co-housing Possibilities Union Green

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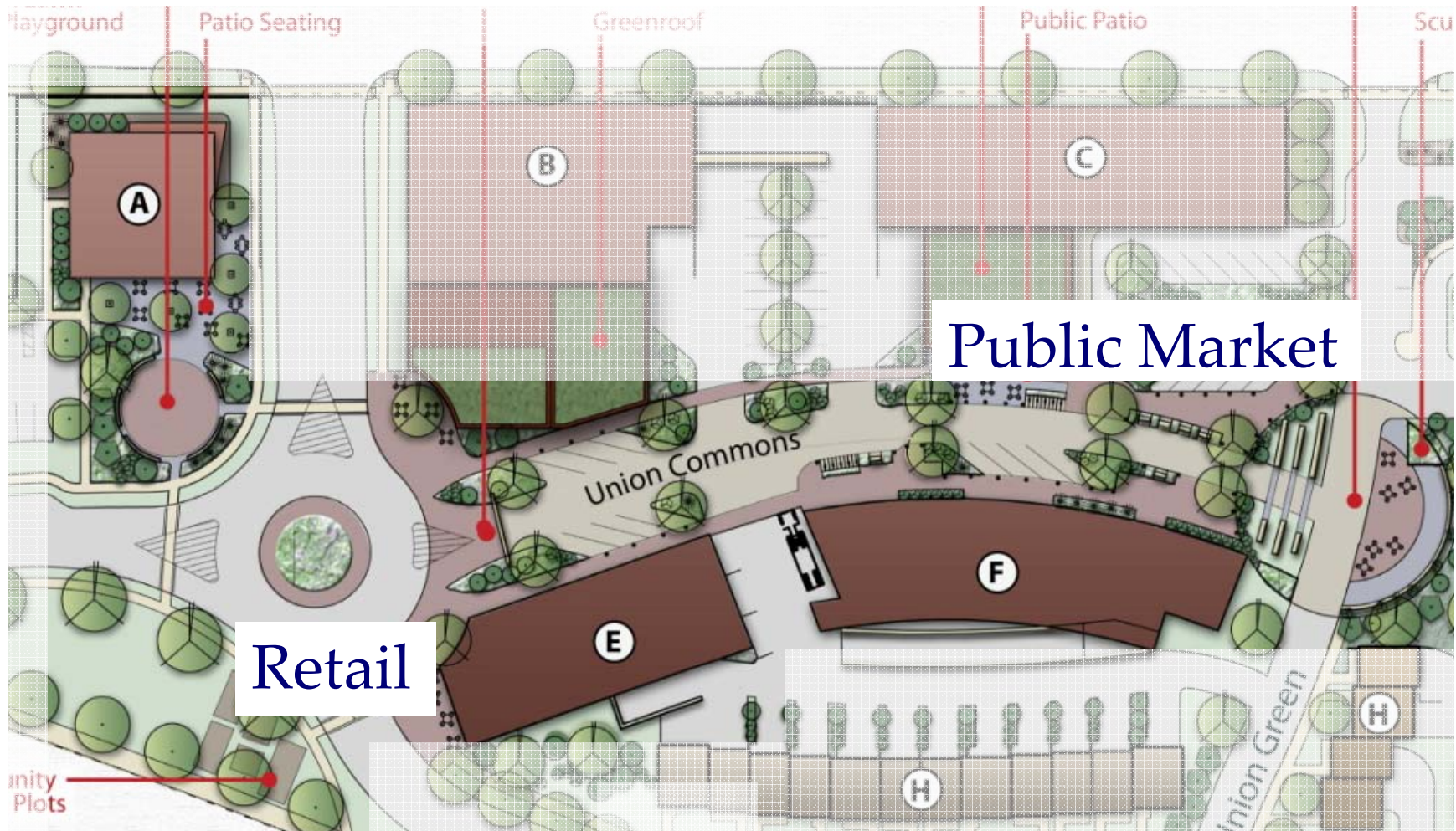


- Shared Community Room
- Shared Backyard
- Shared Community Garden Plots



# Retail and Public Market

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Sample Uses: Day care, yoga studio, neighborhood retail shops.



# Public Market at Union Commons

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# Public Market/Retail

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- Small Business Growth Opportunities
- Public Market stalls to Retail Shop
- Comparable to Greenway Station



# Restaurants: Food Fight Group



July 23, 2012

Mr. Gary Gorman  
Gorman & Company, Inc.  
200 North Main Street  
Oregon, Wisconsin 53575

RE: Union Corners Development

Dear Gary:

We are pleased to hear that your company is submitting a proposal to develop the City of Madison site at Union Corners. Whether commercial or residential, or a combination of the two, your company's long track record assures a successful development for the neighborhood and the surrounding community.

As long time business owners in the area, we would be happy to discuss the possibility of siting a restaurant within your development. Please stay in touch with us as your plans progress so that we can arrange a convenient time to meet.

Good luck!

Sincerely,

  
Peder E. Moren, Chairman





# The French Battery Restaurant

- Utilize French Battery Bricks
- Interior décor to commemorate history of site

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# Green Features and Gorman Experience

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- Gorman Experience with Green Features:
  - Green Roofs
  - Solar Panels
  - Cool Roofs with Radiant Barriers
  - LEED certification on properties
  - Storm Water Management/Bio Swales



# Gorman Experience: Green Roof

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Grand River Station  
La Crosse, WI



# Gorman Experience: Storm Water Management/Bio Swales

building neighborhoods



Bio Swales—Glendale , AZ



# Green Features: Solar Panels

building neighborhoods



Dr. Wesley L. Scott  
Milwaukee, WI



# Green Features: LEED Gold Certified Example



## Lofts at McKinley Green Features:

- Hard Surface Flooring / Low VOC
- Structural Insulated Panels
- Cool Roofs w/ Radiant Barrier
- Solar Panel System
- Recycled Concrete



# Traffic Management and Safety

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- De-emphasize Cars
- Slow Traffic
- Bike and Pedestrian Friendly
- Accommodate Alternative Transit (bike, bus, rail)
- Well-lit parking with safety features included where necessary

# Characteristics of Woonerf Design

- Blends the sidewalk and the street (eliminates curbs).
- Increases safety, public health and neighborhood aesthetics.
- Promotes low vehicle speeds by adding angled parking, landscape features, paving patterns
- Woonerf design was chosen as the winner by local and national judges in the 2011 CNU competition for redesigning Union Corners.





# Union Corners – Transportation Connections

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# Green Space & Public Space

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# Minimize Surface Parking

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- Surface parking minimized and town homes used to screen surface lots.
- Three buildings feature underground parking in addition to their surface lots:
  - UW Health
  - Library
  - Grocery
- Townhomes feature private 2-car garages underneath.
- Apartment buildings will have underground parking.
- Of the 792 parking spaces planned, 400 (or 51%) are below buildings, 204 (or 26%) are in structured parking, 143 (or 18%) are in surface lots, and 45 (or 5%) are angled street parking.

# Employment Opportunities

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- UW Health: 298 Jobs
- Library: 25 Jobs
- Retail: 100 Jobs
- Construction of Union Corners:
  - 300-500 job positions during construction of site

**Union Corners will contain a variety of ladder jobs ranging from retail clerk to physician.**



# Increase Tax Base

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- UW Health pays full property taxes.
- \$83 Million Project less the Library

# Comparing and Contrasting Proposals

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- Radiance
- Community By Design
- CD Smith Construction Services, Inc.
- Livesey/Stonehouse



# Why Choose Gorman

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- Identified Anchor Tenant.
- Extensive/varied development experience.
- Listened to the community.
- Variety of housing choices.
- Single developer; one point of responsibility.
- Delivered features to meet community needs.

# Pedestrian Experience

building neighborhoods







# Pedestrian Experience

building neighborhoods





