

800N East Washington

Selection Committee Meeting
03.07.13



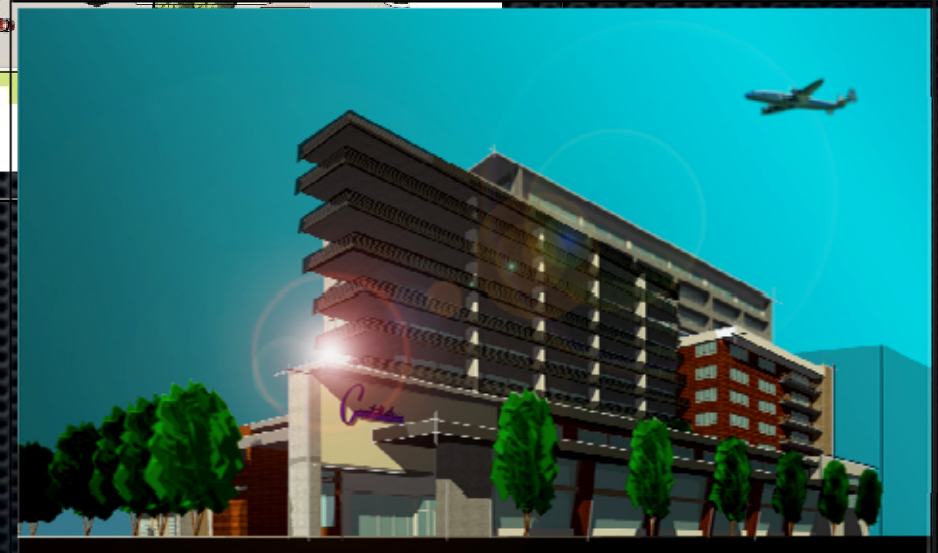
Process

- 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



Metcalf's

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



GEBHARDT
DEVELOPMENT

Metcalf & Eddy

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?



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DEVELOPMENT

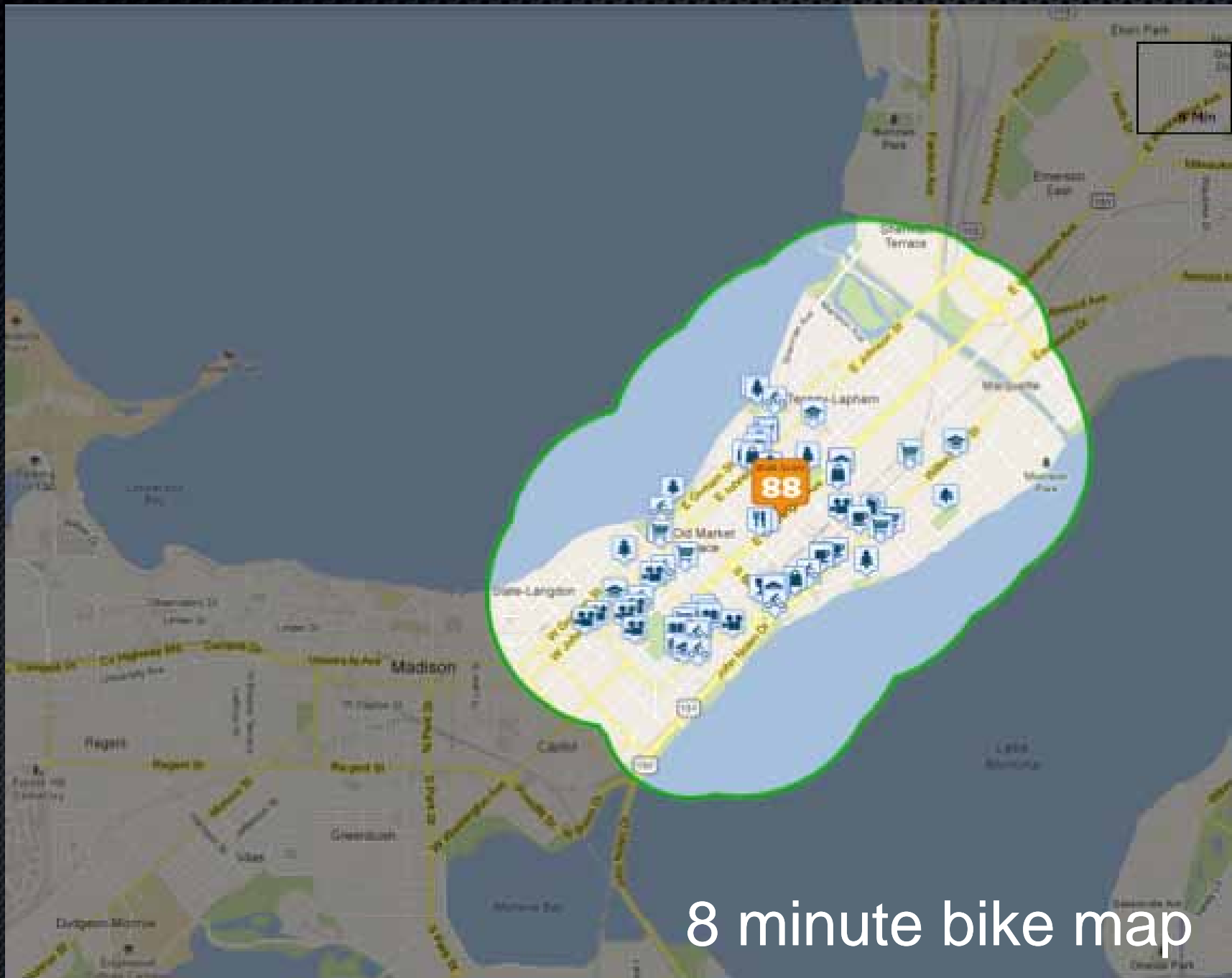
Metcalfe's

Sustainability

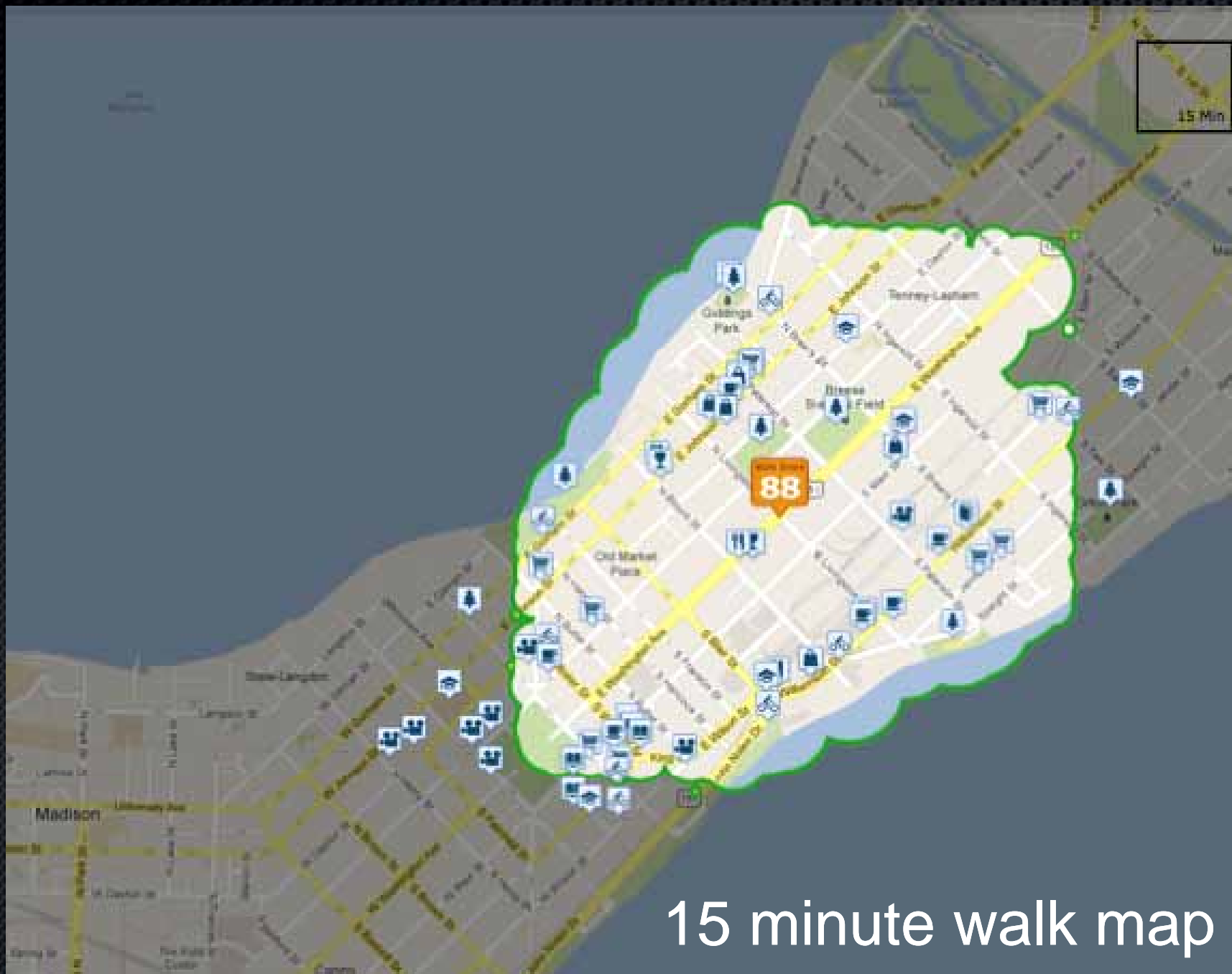
- Materials, Technologies, and Building Practices
- Ability to act as a catalyst to promote additional infill development

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 Breese Stevens Field



8 minute bike map



15 minute walk map

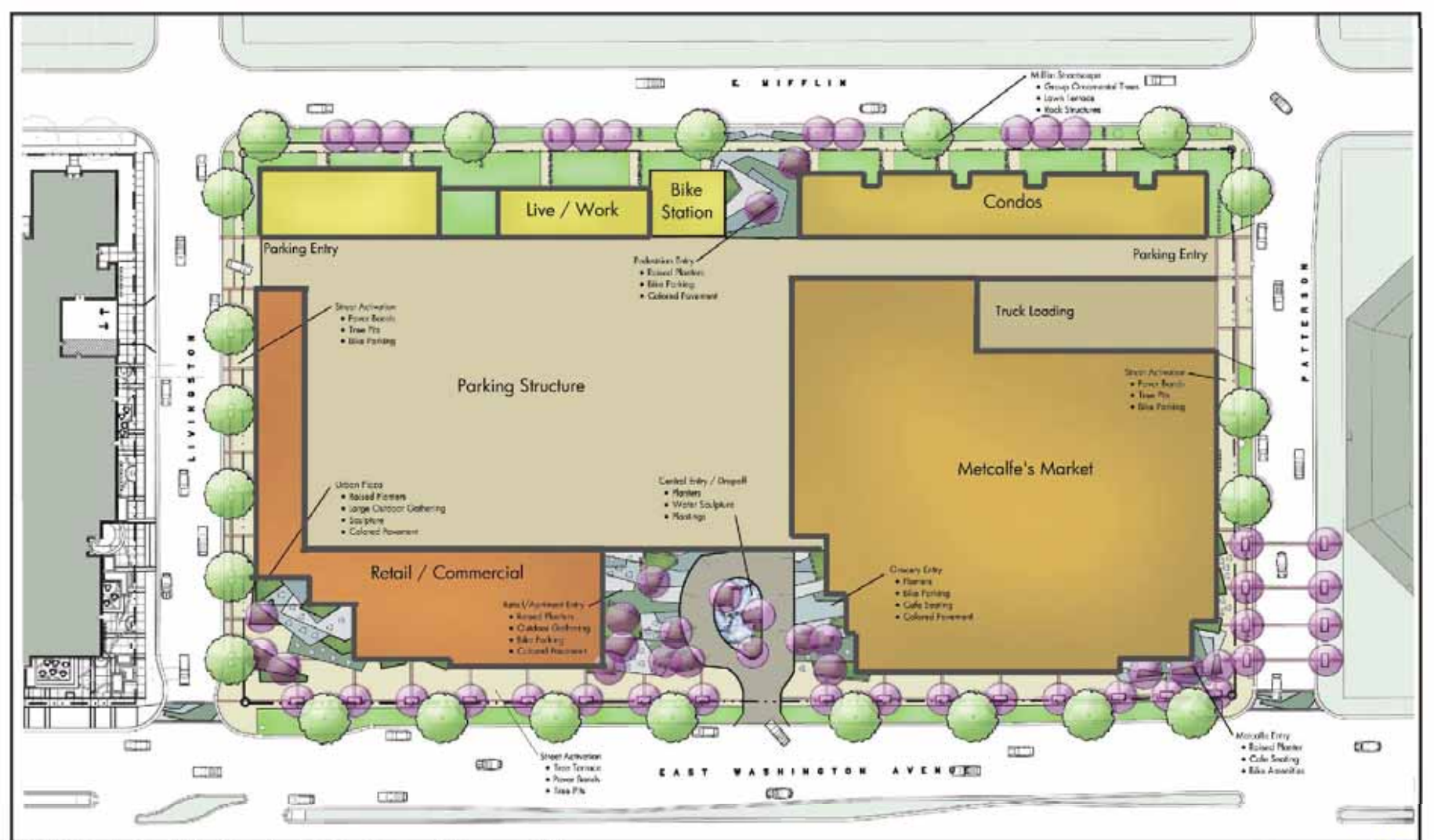
Design Objectives

- 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

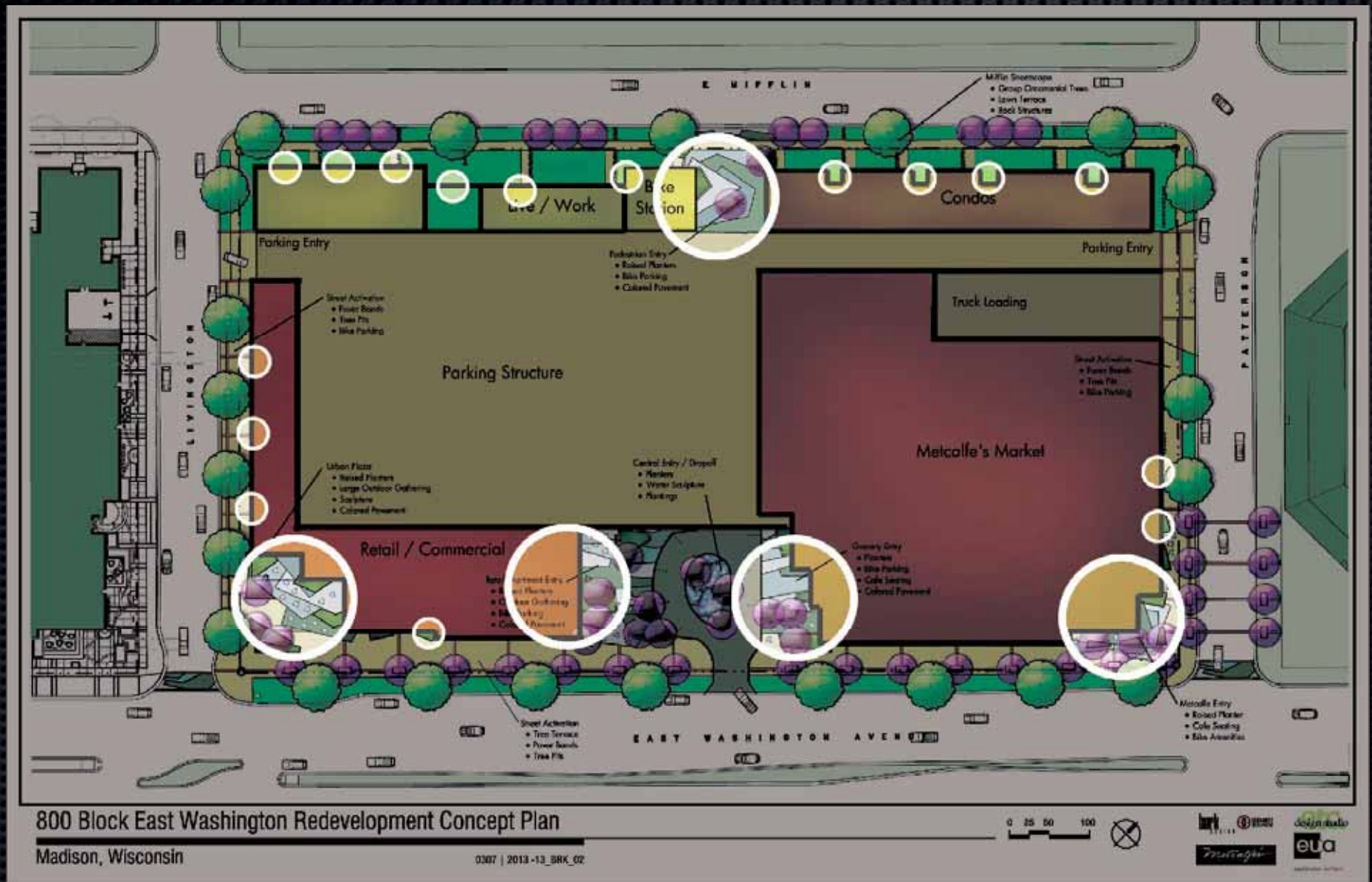


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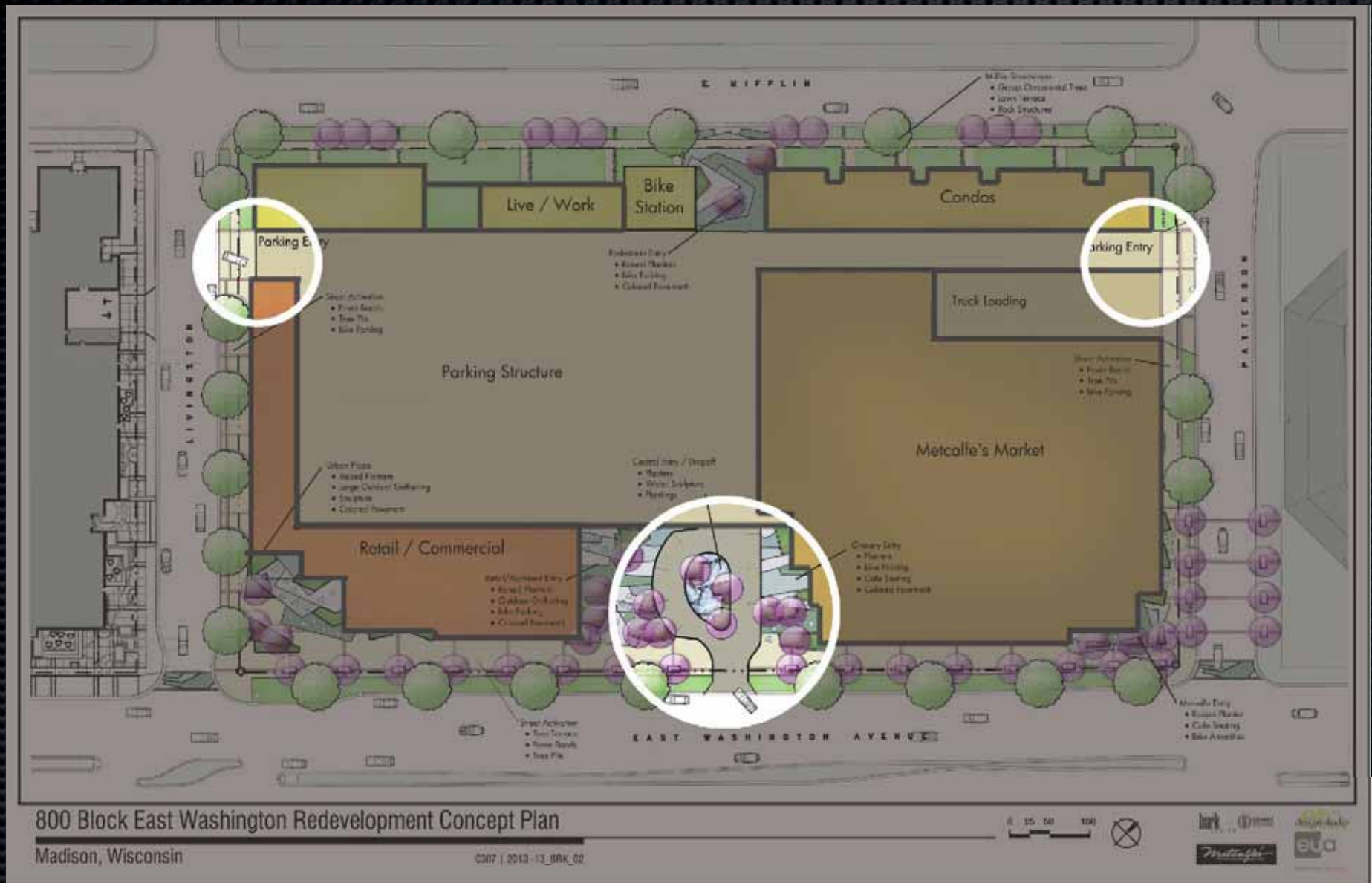
Metcalf & Eddy



Overall Site Plan



Primary Bicycle and Pedestrian Access Points



Primary Auto Access Points




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DEVELOPMENT

Metcalfe's



VIEW FROM INTERSECTION OF E. WASHINGTON AND LIVINGSTON

Metcalfes  GEBHARDT
DEVELOPMENT

 GEBHARDT
DEVELOPMENT

Metcalfes



VIEW FROM INTERSECTION OF E. WASHINGTON AND PATERSON


Metcalfes  GEBHARDT
DEVELOPMENT

 GEBHARDT
DEVELOPMENT

Metcalfes



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

Metcalfes  GEBHARDT
DEVELOPMENT

 GEBHARDT
DEVELOPMENT

Metcalfes

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



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Metcalfe's

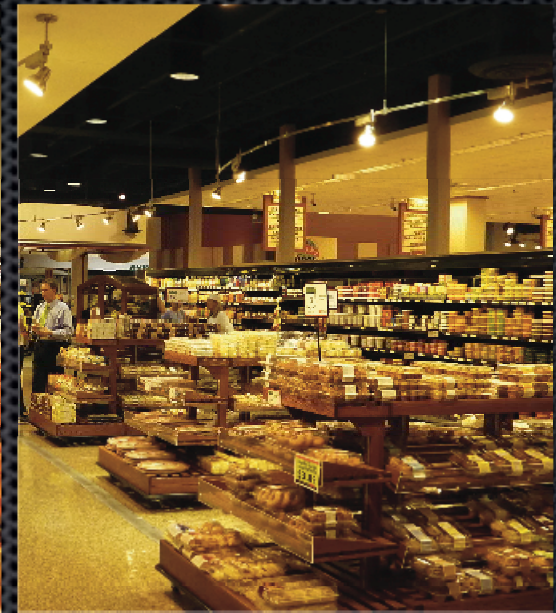


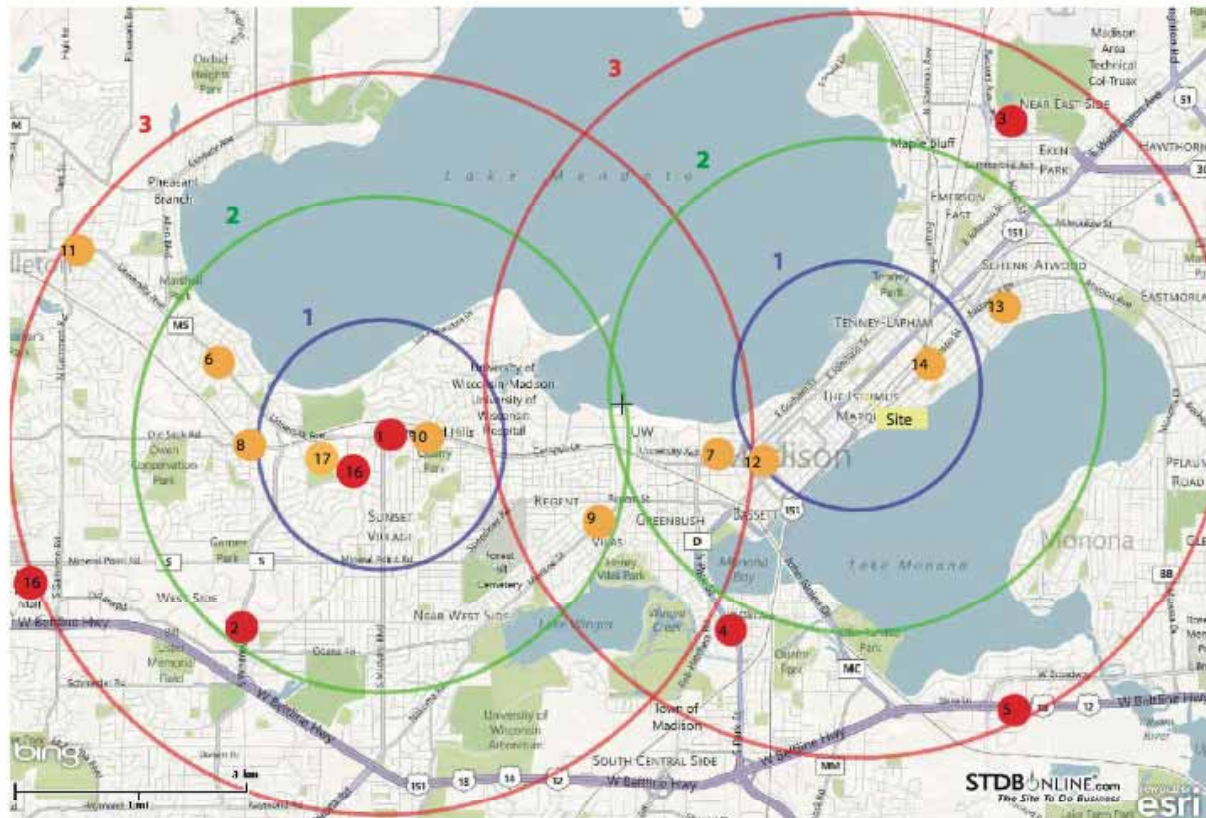
Photo by Metcalf's



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Metcalf's

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	Metcalf's Market	726 N. Midvale Blvd
16	Metcalf'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





STUDIO H2G
114 W. 10TH
114 W. 10TH

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?