



March 15, 2013

Economic Development Division  
City of Madison  
Madison Municipal Building, Room 312  
215 Martin Luther King Jr. Boulevard  
P.O. Box 2983  
Madison, WI 53701-2983

RE: 800 North Block East Washington Avenue

Dear Steven R. Cover/Don Marx:

Attached please find the parking matrix as requested by Alder Rummel at our March 7, 2013 presentation before the 800 East Washington Avenue selection committee.

I have taken the liberty of providing the information both as we presented it – with only our project’s data completed - and with the table filled out for all three proposals. We prepared this analysis to properly size our parking to TOD-friendly parking ratios (less than normal market-driven parking ratios). In the process we quickly checked the other proposals out of curiosity. We find this to be a key issue given the RFP’s specific objective of using the 800 block parking to leverage the success of Breese Stevens Field and to limit parking strain on the adjoining neighborhood. **Clearly, from our presentation and from the attached data, we strongly believe that there are significant differences between the proposals both in terms of how they serve their own needs as well as offering some support for Breese Stevens Field.**

I would be pleased to discuss any of this information with you at your convenience, and would greatly appreciate you forwarding this information to Alder Rummel and the committee members.

Very Truly Yours,

C.D. Smith Construction, Inc.

A handwritten signature in black ink, appearing to read 'Mike Krolczyk'.

Mike Krolczyk  
Vice President

Per City of Madison RFP Data Sheet

	CD Smith	Gebhardt	TWall
<b>Commercial</b>			
Grocer	35,000	50,000	35,000
Retail	35,400	21,667	25,929
Office	89,000	43,333	-
<b>Total</b>	<b>159,400</b>	<b>115,000</b>	<b>60,929</b>
<b>Residential</b>			
Units	200	262	270
SF	210,000	239,000	262,613
SF/DU	1,050	912	973
<b>Total Program SF</b>	<b>369,400</b>	<b>354,000</b>	<b>323,542</b>
<b>Density (Floor Area Ratio)</b>	<b>1.88</b>	<b>1.81</b>	<b>1.65</b>

**Parking Ratios**

Grocer	3.75		0.00
Retail	3.25		0.00
Office	2.75		0.00
<b>Residential</b>			
Per DU	1.20		0.00

**Parking Requirement - Calculated Using TOD-Friendly Ratios**

Grocer	131	-	-
Retail	115	-	-
Office	245	-	-
Residential	240	-	-
<b>Total</b>	<b>731</b>	<b>-</b>	<b>-</b>
<b>Parking Provided</b>	<b>726</b>	<b>523</b>	<b>468</b>
<b>Deficiency/Surplus</b>	<b>(5)</b>		

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**Parking Ratios**

Grocer	3.75	3.75	3.75
Retail	3.25	3.25	3.25
Office	2.75	2.75	2.75
<b>Residential</b>			
Per DU	1.20	1.20	1.20

**Parking Requirement - Calculated Using TOD-Friendly Ratios**

Grocer	131	188	131
Retail	115	70	84
Office	245	119	-
Residential	240	314	324
<b>Total</b>	<b>731</b>	<b>691</b>	<b>540</b>
Parking Provided	726	523	468
<b>Deficiency/Surplus</b>	<b>(5)</b>	<b>(168)</b>	<b>(72)</b>