



Judge Doyle Project

Block 88

Response to Request for Proposal
April 15, 2019



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A. RFP Form A



The following document is the Signature Affidavit.

RFQ FORM A

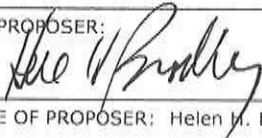
SIGNATURE AFFIDAVIT

Note: This form must be returned with your proposal response.

In signing this proposal, we certify that we have not, either directly or indirectly, entered into any agreement or participated in any collusion or otherwise taken any action in restraint of free competition; that no attempt has been made to induce any other person or firm to submit or not to submit a proposal; that this proposal has been independently arrived at without collusion with any other proposer competitor or potential competitor; that this proposal has not been knowingly disclosed prior to the opening of proposals to any other proposer or competitor; that the above statement is accurate under penalty of perjury.

The undersigned, submitting this proposal, hereby agrees with all the terms, conditions, and specifications required by the City in this Request for Qualifications, and declares that the attached proposal is in conformity therewith, and attests to the truthfulness of all submissions in response to this solicitation.

Proposer shall provide the complete information requested below. Include the legal name of the Proposer and signature of the person(s) legally authorized to bind the Proposer.

Proposal Invalid Without Signature	
SIGNATURE OF PROPOSER: 	DATE: 4/12/19
NAME AND TITLE OF PROPOSER: Helen M. Bradbury, President	COMPANY NAME: Stone House Development, Inc.
TELEPHONE: 608-251-6000	ADDRESS:
E-mail Address: hhb@stonehousedevelopment.com	1010 East Washington Avenue, Suite 101 Madison, WI 53703
Person to Be Contacted If There Are Questions about Your Proposal (if different from above)	
NAME: Richard B. Arnesen	TITLE: Vice President
TELEPHONE: 608-251-6000	E-mail Address: rba@stonehousedevelopment.com

B. RFP Form B



The following document is the Proposer Profile Information.

Proposer Profile

1. Proposing Company Name: Stone House Development, Inc.

2. FEIN 39-1836288

☒ Corporation ☐ Limited Liability Company ☐ General Partnership

3. Form of Organization: ☐ Sole Proprietor ☐ Unincorporated Association ☐ Other: _____.

4. Location of Main Office:

ADDRESS	CITY	STATE	ZIP+4
1010 East Washington Avenue, Suite 101	Madison	WI	53703-4416

5. Location of Office servicing City of Madison account:

ADDRESS	CITY	STATE	ZIP+4
1010 East Washington Avenue, Suite 101	Madison	WI	53703-4416

6. Principal Information and Contact:

NAME Helen H. Bradbury	TITLE: President
TEL 608-251-6000	TOLL FREE TEL
FAX 608-251-6077	E-MAIL hhb@stonehousedevelopment.com

7. Contact Person about your proposal if different from above:

NAME Richard B. Arnesen	TITLE: Vice President
TEL 608-251-6000	TOLL FREE TEL
FAX 608-251-6077	E-MAIL rba@stonehousedevelopment.com

C. RFP Form C

The following document is the Proposer References.

PROPOSER REFERENCES

FOR PROPOSER:	Stone House Development, Inc.		
Provide company name, address, contact person and information and appropriate information on up to five (5) or more development projects with requirement similar to Judge Doyle Square. If proposer is proposing any arrangement involving a third party, the named references should also be involved in a similar arrangement.			
Organization Name	Raymond James Tax Credit Funds		
Project Name	The Breese Apartments		
Address (include ZIP)	880 Carillon Parkway, St Petersburg, FL 33716		
Contact Person	Kevin Kilbane	Phone No:	216-509-1342
E-mail:	Kevin.kilbane@raymondjames.com	FAX:	n/a
Contract Period	2016-Present		
Services Provided	Tax Credit Investor		
Organization Name	WHEDA		
Project Name	The Lyric / Arbor Crossing Apartments / The Breese Apartments		
Address (include ZIP)	201 W. Washington Ave, Suite 700, Madison, WI 53703		
Contact Person	Sean O'Brien	Phone No:	608-267-1453
E-mail:	Sean.obrien@wheda.com	FAX:	608-267-1099
Contract Period	2012-Present		
Services Provided	Lender		
Organization Name	Monona Bank		
Project Name	The Lyric		
Address (include ZIP)	6430 Bridge Road, Monona, WI 53713		
Contact Person	Michael Flynn	Phone No:	608-223-5148
E-mail:	mflynn@mononabank.com	FAX:	608-395-2344
Contract Period	2017-Present		
Services Provided	Lender		

PROPOSER REFERENCES

FOR PROPOSER:	Stone House Development, Inc.		
Provide company name, address, contact person and information and appropriate information on up to four (4) or more development projects with requirement similar to Judge Doyle Square. If proposer is proposing any arrangement involving a third party, the named references should also be involved in a similar arrangement.			
Organization Name	Stevens Construction		
Project Name	The Lyric / The Breese Apartments		
Address (include ZIP)	Two Buttonwood Court, Madison, WI 53718		
Contact Person	Brian Wagner	Phone No:	608-222-5100
E-mail:	bwagner@stevensconstruction.com	FAX:	n/a
Contract Period	2016-2018		
Services Provided	General Contractor		
Organization Name			
Project Name			
Address (include ZIP)			
Contact Person		Phone No:	
E-mail:		FAX:	
Contract Period			
Services Provided			
Organization Name			
Project Name			
Address (include ZIP)			
Contact Person		Phone No:	
E-mail:		FAX:	
Contract Period			
Services Provided			

1.1 – Proposal Summary

Stone House Development, Inc., a Madison based developer since 1996, is pleased to submit a response to the Block 88, Judge Doyle Square Project Request for Proposals. Our proposal is for a mixed-income housing project with approximately 7,000 square feet of retail and 159 apartments. The total project cost is projected to be \$40,047,000.

The proposed project addresses the three priorities set forth in the RFP in the following ways:

- a.) While the proposal has a component of affordable housing it does attempt to “maximize the tax base” by maximizing density. The proposal expands the footprint of the building and the height as much as is physically possible based on the podium structure. In addition, the developer will explore/weigh the tax base benefits of offering the top floor of the units as condominiums.
- b.) The proposed project is a straight forward housing development. It creates 37 units of workforce housing without the use of Section 42 tax credits (time constraints and costs would make this difficult at best). Our experienced team of professionals believes construction could commence late this fall or early 2020 and be completed within 12 months. While a Major Alteration to the Planned Development Zoning will be required, due to the expansion of the footprint and increase in the number of units, the development team has vast experience working with Landmarks, Urban Design, Plan Commission, and the Common Council.
- c.) All of the last ten buildings developed by Stone House have utilized sustainability concepts in design, construction and management. The developer has worked with Focus on Energy, MG&E, Green Built Homes-Wisconsin Environmental Initiative on these projects and has most recently succeeded in including solar panels in its newest high rise, The Lyric at 1010 East Washington Avenue.

Like all mixed-income developments, the most challenging aspect of the proposed project will involve financing, especially in this era when construction costs are so high. The initial idea is to use the WHEDA 7/10 program as the main debt instrument, which Stone House has done on two prior projects. A letter of interest is included from Sean O’Brien, the Director of Commercial Lending, of WHEDA. The attached proforma assumes this cost of capital along with Affordable Housing Funds and private equity to arrive at the number of workforce housing units, and their level of affordability; 10 at 60% and 27 at 80%. Should Stone House be selected we will explore bond financing and other sources of soft financing to determine if more affordable units can be developed. We have targeted a source that could potentially lend several million dollars at a very low interest rate in a subordinate loan.

The proposal addresses the purchase of the air-rights and the podium from the City of Madison by determining what “fair market value” is. Obviously, fully market rate housing developments can pay more for “land” than affordable projects. The price proposed here is determined by

the number of affordable units. If, for example, the City required a higher purchase price the number of market rate units could be increased. The price arrived at for the air rights and podium takes into consideration the cost of building 148 garage parking stalls and building foundation, the value of approximately 7,000 square feet of retail space, and the “land” value equivalence of the air rights.

The Stone House development team for this proposal includes architects Knothe & Bruce and Potter Lawson, structural engineering firm of Fink Horejsh, landscaping design by Ken Saiki, and the construction firm of Stevens Construction. All were chosen to participate based on Stone House’s prior experience with them as well as their extensive experience working with Madison City staff and commissions.

The Stone House response includes information on two of their last projects. The Lyric at 1010 East Washington Avenue is included due to its high-rise construction type, 11 stories; number of units, 138 apartments; mixed use component, 70,000 square feet of retail and office; and financing with the WHEDA 7/10 program for the housing component. An affiliate of Stone House is the managing member of the project and Stone House performs property management duties. Like the Judge Doyle project, the Lyric shares parking between residential and commercial as well as the attached affordable housing project, the Breese Apartments.

Madison Mark is the second project highlighted due to its construction type, again high-rise, mixed-income component, and its proximity to the Judge Doyle Square property. Stone House principals own 100% of the building and Stone House has been the property manager since its opening in 2003. The operation of this building gives Stone House direct insight into the downtown housing market.

Stone House believes it can demonstrate the expertise and capability to develop and manage this project having completed 24 projects since 1996 with 9 currently located in the City of Madison and three more under development. The firm has raised over \$140,000,000 in private equity and utilized over \$128,000,000 in permanent financing since its inception. Both principals, Helen Bradbury and Richard Arnesen, will fully participate in this development should Stone House be selected.

1.2 – Developer Team & Resumes

The following proposal is being submitted by Stone House Development, Inc., a Wisconsin corporation headquartered in Madison, WI. Stone House is solely owned by Helen H. Bradbury, President, and Richard B. Arnesen, Vice President. Both are legally authorized to bind the corporation. The proposed venture would be a limited liability company with a subsidiary of Stone House, SHD, Inc., as the managing member. This limited liability company has yet to be formed.

Stone House has been developing properties throughout Wisconsin since 1996 and performs property management services as well. The firm currently owns and manages 24 properties with 2,000 apartments and 150,000 square feet of commercial space. For the proposed project Rich Arnesen, Vice President, will be responsible for the financial analysis and construction coordination. Helen Bradbury, President, will handle design, marketing and property management. Stone House's Director of Operations, Kasie Setterlund, will assist in marketing and property management. Resumes of these three key team members are included. Richard Arnesen will be the primary contact with City of Management staff. Helen Bradbury will take the lead on neighborhood coordination. All development agreements will be a team effort involving both Rich and Helen. Both will be available to ensure timely completion of the proposed project.

Stone House will engage the architectural firms of Potter Lawson with Principal and Director of Design, Doug Hursh taking the lead role, and Knothe & Bruce with Principal, Randy Bruce taking the lead role. Local general contractor, Stevens Construction, will be the project's general contractor.

RESUMES OF PRINCIPALS

Richard B. Arnesen, Vice President

Experience:

Vice President and Principal, Stone House Development, Inc.
May 1996 – Present

Former Faculty Member, National Preservation Institute
1998 – 2005

- Present seminar entitled *Affordable Housing and Historic Preservation* at various NPI conferences.

Served on the City of Madison Housing Committee
2004-2006

Former Member of the WHEDA Tax Credit Advisory Committee
2004-2006

Development Project Manager, Alexander Company, Inc.
May 1991 – May 1996

- Supervised the development of over 12 multi-family combined tax credit projects.
- Responsible for the financial analysis of company projects.
- Developed a comprehensive financial spreadsheet geared to combined tax credit developments.
- Company's in-house consultant to property management in Section 42 compliance issues.

Education :

B.S., University of Colorado, Boulder, Colorado

Helen H. Bradbury, President

Experience:

President and Principal, Stone House Development, Inc.

November 1995 - Present

Director of Development, Alexander Company, Inc.

October 1990 - October 1995

- Supervise development of company projects.
- Participate in negotiating financing necessary for projects.
- Participate in negotiating development and other agreements between company and city participants.

Chief Operating Officer, Alexander Company, Inc.

January 1993 - October 1995

- Supervise all company departments and divisions, including accounting and property management.
- Reported to company owners.

Vice President, Hillmark Corporation (Atlanta, Georgia)

September 1975 - September 1987

- Direct the development and operation of hotel, motel and apartment activities.

Education:

M.B.A. Emory University, Atlanta, Georgia

B.A. Rutgers University, New Brunswick, New Jersey

RESUMES OF KEY STAFF

Kasie A. Setterlund, Director of Operations

Experience:

Director of Operations, Stone House Development, Inc.

February 2000 – Present

- Supervise the property management division for entire portfolio
- Prepare annual operating budgets for all properties along with financial statement and interim budget examinations monthly.
- Oversee the Section 42 LIHTC compliance assurance on all properties (mixed use and 100% affordable)
- Oversee facilities management of all properties (residential and commercial)
- Maintain and oversee all marketing campaigns and standards for Stone House and all properties.
- Develop and maintain standards and procedures for the daily operations of Stone House Development, Inc.
- Attends continuing education for Landlord / Tenant laws, Section 42 Compliance and Lead Safe Practices

Director of Property Management, Fleming Development, Inc.

October 1996 – January 1999

- Supervised the property management for portfolio.
- Responsible for the annual budgets of each property.
- Assisted in the development of standards and procedures for assisted living and continued care for the elderly.

Education :

University of Wisconsin – Richland	1993-1994	Marketing
Madison College	1994-1996	Business Mgmt

David R. Michlig, Controller

Experience:

Controller, Stone House Development, Inc.

April 1998 – Present

- Monthly closings of financial statements for all real estate properties as well as corporation
- Prepare year-end analysis for auditors and tax accountants
- Prepare corporate income tax returns
- Review annual operating budgets for properties

Corporate Controller, Suby Von Haden & Associates

April 1992 – April 1998

- Facilitate the monthly closing of financial statements for six related entities, cash and accrual basis.
- Analyze variances and trends and report findings to firm's management.
- Prepare annual budgets.

Staff Accountant, Suby Von Haden & Associates.

February 1987 – April 1992

- Audit client financial statements with an emphasis in real estate clients including HUD projects.
- Services for clients utilizing Section 42 of the IRS Code including forecasts, audits, and the preparation of income tax returns.

Education :

B.B.A. University of Wisconsin-Whitewater

Certification:

Certified Public Accountant, February 1990



Stone House Development Resume and Project Experience

2019

INTRODUCTION TO STONE HOUSE

Stone House Development, Inc. is a Madison, WI based real estate development, management and consulting firm specializing in new construction Section 42 multi-family and Historic Tax Credit multi-family projects. Stone House Development, Inc. specializes in the following:

- ***Full service development of multi-family properties***
 - Stone House Development, Inc. will develop both family and elderly multi-family properties as well as commercial properties. As developer, Stone House is responsible for securing all necessary project financing, including equity; supervising the project's design, construction, and marketing; and providing long term management of the project.
- ***Section 42 application assistance for new construction and adaptive reuse projects***
 - The principals of Stone House Development have successfully competed for Section 42 affordable housing tax credits in Wisconsin, Illinois, Texas and Minnesota.
- ***Management & Compliance monitoring assistance***
 - The principals of Stone House Development are experienced in setting up systems to offer full property management services and LIHTC properties in monitoring Section 42 compliance.
- ***Certified Historic Structure Tax Credit assistance***
 - The principals of Stone House Development have successfully completed adaptive reuse projects utilizing school buildings, warehouses, factories, railroad depots, and hotels. In addition, Stone House Development was a panelist in the 1996 National Trust for Historic Preservation conference and the principals have given numerous educational presentations throughout the country.
- ***Financial feasibility analysis***
 - Stone House Development utilizes a proforma model developed by the principals specifically for Section 42 and CHS tax credit real estate investments.
- ***Secondary financing consulting***
 - The principals of Stone House Development have successfully negotiated HOME, CDBG, TIF and many other below market rate loan and grant agreements throughout Wisconsin, as well as in Minnesota, Indiana, Ohio and Texas.

Development Experience

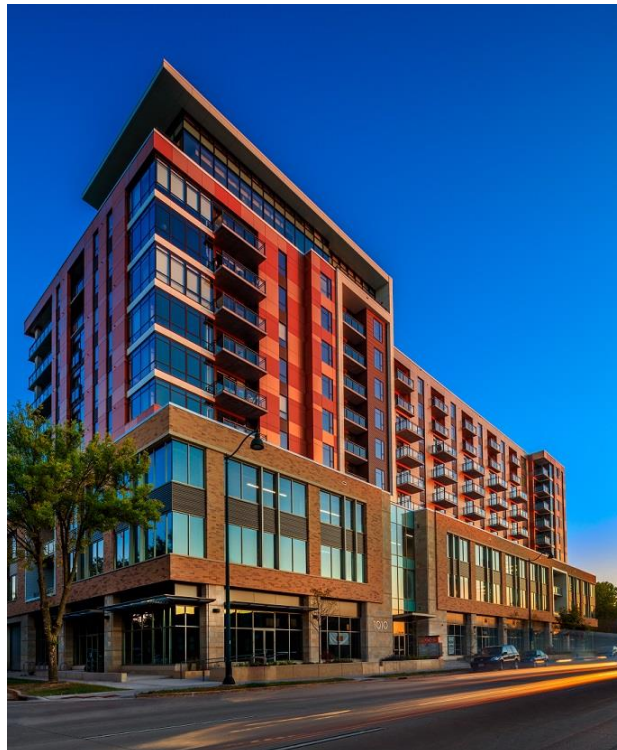
- **The Breese Apartments**

This 65 unit mixed income, multi-family development is located on the east side of the Capitol in Madison, Wisconsin adjacent to the Lyric Apartments. 16 of the units are targeted to those needing supportive services. This property provides office space for The Road Home who provides supportive services to nine families who live at the property. The Dane County Veterans office is the supportive services provider for our Veteran residents. This is the most recent project completed by Stone House Development and opened in December 2017.



- **The Lyric Apartments**

This 138 unit high rise mixed income, mixed use multi-family development is located on the east side of the Capitol in Madison, Wisconsin. This development also contains 70,000 square feet of commercial space spanned over 3 floors. This development opened in August 2017.



- **Pinney Lane Apartments, Madison, Wisconsin**

Pinney Lane Apartments opened in March 2016. This 70 unit mixed income multi-family development is located on the east side of Madison. This is a certified Green Built Home property and contains 4,000 square feet of commercial space currently being leased by Movin' Out. Movin' Out is also the supportive services provider for our disabled residents. The Dane County Veterans office is the supportive services provider for our Veteran residents.



- **Arbor Crossing Apartments, Shorewood Hills, Wisconsin**

Arbor Crossing Apts opened in August 2013. This 80 unit mixed income multi-family development is located in the Village of Shorewood Hills. The project is certified as a Green Built Home and is using many green building features such as water source in floor radiant heat and solar domestic hot water. This project also contains 10,000 square feet of commercial space and is fully leased. The total project cost was \$16,000,000.



- **The Overlook at Hilldale, Madison, Wisconsin**

The Overlook at Hilldale opened in September 2011 and was fully leased by October 2011. This 96 unit affordable, multi-family development is centrally located in Madison. The project is certified as a Green Built Home and is using many green building features such as water source in floor radiant heat, solar domestic hot water and unique recycled finishes such as carpet made from recycled bottles. The total project cost was \$18,000,000.



- **City Row Apartments, Madison, Wisconsin**

City Row Apartments opened in late summer of 2010 and is located on Madison's near east side and offers 83 units of affordable housing. The property was the first WHEDA project closed in the state of Wisconsin in 2009 utilizing TCAP funds. The project is certified as a Green Built Home and is the first Energy Star-qualified multifamily high-rise building in Wisconsin and only the 17th in the nation. This project opened on time and on budget with a cost of \$16,500,000.



- **The Overlook at Midtown, Madison, Wisconsin**

The Overlook at Midtown opened on time and on budget in late summer of 2010. This project is certified Green Built and contains 88 apartments. This is an affordable housing tax project on Madison's west side. The project cost was \$16,000,000.



- **Park Central Apartments, Madison, Wisconsin**

The Park Central Apartments is an urban infill development, and is proudly the first certified multi-family Green Built Home in the state of Wisconsin. This 100% affordable, new construction project consists of 76 apartments. Phase I of this project was completed in March 2008 and phase II was completed in June 2008. This project was completed on time and on budget with a final cost of \$11,420,000.



- **Wausau East Townhomes, Wausau, Wisconsin**

Wausau East Townhomes is an urban infill development featuring 24 townhouse style apartments. This new construction, mixed income project was completed on time and on budget in September 2008. The total project cost was \$4,480,000.



- **Flats on the Fox, Green Bay, Wisconsin**

The Flats on the Fox is an 8-story urban infill development located in downtown Green Bay. This new construction, mixed income project features 64 units and two commercial spaces. The Flats on the Fox was completed on time and on budget in September 2008. The total project cost was \$11,350,000.



- **Castings Place Apartments, Milwaukee, Wisconsin**

Castings Place Apartments is an urban infill development located in Milwaukee's 5th Ward. This new construction, 55 unit with a commercial suite project was completed on time and on budget in August, 2007. The total project cost was \$10,680,000.



- **Hubbard Street Lofts, Milwaukee, Wisconsin**

This 51 unit mixed income apartment project is an urban infill, new construction project in Milwaukee's Brewer's Hill neighborhood. Construction was completed on time and on budget in January, 2006. Total project cost was \$7,500,000.



- **The Madison Mark, Madison, Wisconsin**

The Madison Mark is a twelve-story, downtown, mixed-income rental property of 112 units and 12,000 square feet of commercial space. This project represents the first significant affordable housing property in downtown Madison. The financing for the project includes TIF from the City of Madison, Section 42 affordable housing credits, and two subordinate, gap-financing loans from WHEDA as well as conventional debt financing. The project opened on time and on budget in February 2005. The project cost was \$22,000,000.



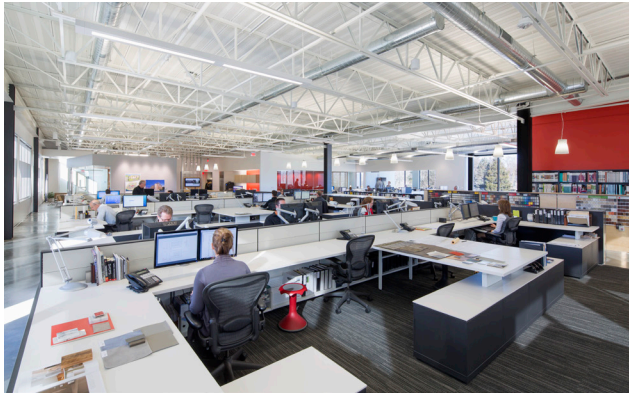
- **UW-Platteville, Southwest Hall, Platteville, Wisconsin**

Stone House Development developed the Southwest Hall in 2005 and it opened on its scheduled date in the fall of 2006. The dorm consists of 376 beds. Stone House provided construction and permanent financing until the project was purchased by the state of Wisconsin. The budgeted and completion cost was \$18,286,000.



1.3 – Potter Lawson Resume

The following is the company resume for Potter Lawson Architects.



Firm Overview

With a reputation for excellence dating back to 1913, Potter Lawson, Inc. is an architectural, planning, and interior design firm. **We were named #1 commercial architect by In Business Magazine for four years. In 2002 we were honored to receive the AIA Wisconsin Architecture Firm of the Year award, the highest honor the American Institute of Architects-Wisconsin can give to a design firm.**

We are focused on developing long-term relationships with our clients – relationships based on the trust we earn by providing quality design and exceptional service. We strive to add value through innovation and creativity, aligning ourselves with our clients goals, delivering services that consistently meet or exceed expectations, schedule and cost objectives.

Our extensive in-house services include master planning, site assessment, architecture, interior design, furniture selection, sustainable design, cost estimating, and construction administration. Collaboration that fosters creativity is at the core of our office design philosophy and pushes our team to grow and innovate, resulting in timeless and thoughtful designs for our clients.



Nine Line Apartments

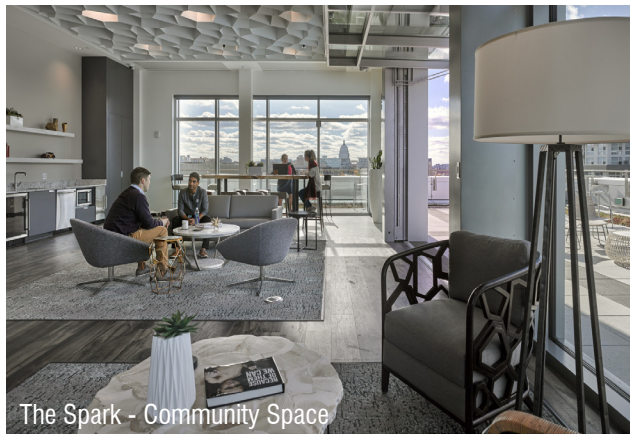


Domain Apartments

Potter Lawson has made a strong commitment to continuing education, and encourages our staff to be “life long learners”. We promote professional seminars, conventions, and technology product shows, and invited industry professionals to host periodic sessions with our staff to keep us current on industry technology and trends.



Quarter Row Apartments



The Spark - Community Space



Quarter Row Apartments

Mixed Use + Urban Infill + Housing

Today's competitive environment demands facilities that are efficient and flexible. The diversity of Potter Lawson's design work reflects the individual goals of each client and the unique qualities of their project. We pay close attention to scale, detail, and program, integrating these areas into the exterior and interior environment.

Experience

In the past ten years, we've designed over \$635 million worth of commercial and housing projects ranging from single suites and tenant build-outs, to University Square, Madison's largest a one million square foot mixed use development in Madison.

Sustainable Design

Sustainability is a significant factor in the design process. We carefully consider building ecology, energy and resource efficiency, and materials used. The end product reaps many benefits, and can create lower operating costs and healthier working spaces.

Innovative

Creativity in design provides for the exchange of innovative ideas that help us create award-winning designs. These ideas also produce cost control techniques that ensure a project will meet or improve on its targeted budget.

At Potter Lawson, we offer our clients the vision of innovative design, the experience gained from past successes, and the professionalism born from teamwork.



Madison Area Landmarks

Potter Lawson is proud to have designed many of the Madison areas landmarks since we started in 1913. The following list highlights a portion of our award winning experience.

Block 100 Redevelopment

Madison, Wisconsin

54,000 square feet

Completed: 2014



Overture Center for the Arts

Madison, Wisconsin

380,000 square feet

Completed: 2006

In association with Cesar Pelli and Flad & Associates



Monona Terrace Convention Center

Madison, Wisconsin

251,900 square feet

Completed: 1997

In association with Taliesin Architects



University Square Development

Madison, Wisconsin

1,100,570 square feet

Completed: 2009

Madison Central Public Library

Madison, Wisconsin

118,000 square feet

Completed: 2013

Verex Building

Madison, Wisconsin

140,980 square feet

Completed: 1974

J.H. Findorff & Son Headquarters

Madison, Wisconsin

38,000 square feet

Completed: 2001



15 Elegant Chapter Houses for Fraternities & Sororities

Madison, Wisconsin

Langdon Street area

UW-Madison School of Pharmacy

Madison, Wisconsin

214,000 square feet

Completion: 2000

UW-Madison Biotechnology Center Addition

Madison, Wisconsin

86,000 square feet

Completion: 2003

Dane County Memorial Coliseum

Madison, Wisconsin

197,115 square feet

Completed: 1967

Masonic Temple

Madison, Wisconsin

Completed: 1925

Tenney Building

Madison, Wisconsin

Completed: 1913

Rayovac World Headquarters

Madison, Wisconsin

160,700 square feet

Completed: 1985

CUNA Credit Union Center

Madison, Wisconsin

877,720 square feet

Completed: 1980-1989





Douglas R. Hursh, AIA, LEED
Director of Design

Experience

33 Years

Education

University of Florida

Graduated 1982

Associate of Arts

University of Florida

Graduated 1986

Bachelor of Design in Architecture

Registration

Wisconsin Architectural Registration
1989

LEED Accredited Professional
2007

Doug is a Principal and the Director of Design at Potter Lawson. Doug works with our talented design staff to create designs that embody the visions of our clients. He has more than 30 years of design experience and has won numerous design awards. Doug's emphasis on establishing a close working relationship with his clients has resulted in projects that incorporate innovative design and planning solutions. He strives to develop projects that represent enduring design that are not dated, but rather is admired over time. Doug is also part of our sustainable design team at Potter Lawson. He has led many project teams through the green design process to create energy efficient and environmentally friendly projects.

Representative Experience

Judge Doyle Square Master Plan • Madison, Wisconsin

929 East Washington Mixed Use Development • Madison, Wisconsin

West Place Mixed Use Development • Madison, Wisconsin

Block 100 Mixed Use Development (State Street) • Madison, Wisconsin

University Crossing Development • Madison, Wisconsin

Regent Street Neighborhood Master Plan • Madison, Wisconsin

University Square Development • Madison, Wisconsin

Arbor Gate Development • Madison, Wisconsin



Andrew Laufenberg
Project Architect

Experience

10 Years

Education

University of Wisconsin - Milwaukee

Master of Architecture

Graduated 2010

University of Wisconsin - Milwaukee

Bachelor of Architecture

Graduated 2006

As a Project Captain with Potter Lawson, Andy is a vital part of the design team from schematic design through construction documents, working with the client, design team, and construction contract administrator on all aspects of the project. Andy believes that working with our clients is as important as the final product. He believes that the clarity and quality of the process ultimately determines the level of design and value that we as a team can achieve. Andy works to develop comprehensive solutions that are sensitive to each project's needs, yet responsible to both the budget and schedule.

Representative Experience

Quarter Row Apartments • Madison, Wisconsin

929 East Washington Mixed Use Development • Madison, Wisconsin

West Place Mixed Use Development • Madison, Wisconsin

Block 100 Mixed Use Development (State Street) • Madison, Wisconsin

Exact Sciences Innovation Campus • Madison, Wisconsin

Healthgrades Headquarters Phase II • Madison, Wisconsin

1.4 – Knothe & Bruce Resume

The following is the company resume for Knothe & Bruce Architects.



Design Approach

We look forward to being part of a team of professionals that will bring thoughtful and creatively designed housing and commercial projects to the Madison area. With extensive experience in many types of project, Knothe & Bruce Architects is committed to providing you with attractive, flexible, functional and innovative design solutions.

Our first step to developing a design is generating a well-defined program. This program will be determined through an evaluation of the owner's aesthetic, functional and financial requirements, the site analysis, and input from public stakeholders. With the program as our guide, we will create several concept designs for the development that will be vetted by the development team.

If an accelerated project schedule is required, the initial design process can be compressed to the extent possible so that a design may be brought into the public approval process as soon as possible. We believe that Knothe & Bruce Architects has the experience to shepherd your project through the community, the various neighborhood groups, City departments and committees that will be required. We have a reputation of working cooperatively with City staff and Alder persons and will use that reputation and our experience to minimize the approval schedule.

Knothe & Bruce Architects prides itself in our ability to manage the design process and to control construction costs throughout the process. The project team has a strong understanding of construction techniques and are committed to achieve cost control without detriment to the design, quality of construction, or program. We believe team coordination, detailed plans, and thorough plan review promote the ability for projects to stay in budget. Our extensive project experience also helps significantly in projecting costs and establishing realistic project budgets. We also have a long track record of performing quality projects and supplying top quality drawing sets. We have an extensive internal review process to help assure the accuracy of the drawings being produced by us or outside consultants.

Knothe & Bruce Architects has been working in the housing field since the Fair Housing Act was first implemented. To ensure compliance of the Fair Housing Act, building codes, and the ADA each project undergoes a strict protocol of compliance reviews. At the design development stage, a code review is performed on the project including Fair Housing and ADA. This review may also need to account for the funding sources since additional accessibility requirements can be required based on the project financing. On complicated projects we also engage third party code reviews. We also have outstanding relationships with both City of Madison and State plan reviewers, as well as local fire departments who often meet with us to discuss project specifics.



Firm Profile

Knothe & Bruce is an award-winning architecture and design firm in Madison, Wisconsin. We have experience in a wide range of projects – from multi-family, mixed use, historic renovations to modern mid-rise apartments, and from student housing to senior housing campuses. While most of our work is in the Madison area we also work throughout Wisconsin, Illinois, Iowa and Colorado. Regardless of the project or locale, we collaborate closely with our clients providing a full range of residential and commercial architectural services.

Since our founding in 1974 we have diligently pursued the best designs and the highest quality construction possible for all of our clients. We bring a vast amount of experience to each project that we do. Our 7 licensed architects and 8 staff professionals work with our clients to enhance the design and function of the living environments we create. We design for the market, for future residents, and for the community, not for ourselves. We understand the development realities such as public approvals, market demand, and construction cost. We embrace them in our program and design process. We consider the most important measure of our success is the success of our clients.

Services

- Site Planning
- Programming
- Space Planning
- Zoning and Code Analysis
- Building Design
- ADA Compliance
- Construction Administration
- LEED Documentation

Licensed

Professional Architects

- Wisconsin
- Colorado
- Iowa
- Illinois
- Ohio
- Tennessee
- Florida

Membership & Affiliations

- The American Institute of Architects
- US Green Building Council LEED
- Construction Specification Institute
- Smart Growth Madison

2 – Experience of the Team to Successfully Undertake the Project

As the included Stone House resume illustrates, the firm has successfully completed housing and mixed-use projects since 1996. Two projects in particular demonstrate the firm's ability to successfully complete the Judge Doyle – Block 88 project. The most recent comparable project is The Lyric located at 1010 East Washington Avenue and the adjacent Breese Apartments, on East Mifflin Street.



The two properties, Lyric and The Breese, occupy approximately half of the 1000 North block of East Washington Avenue, which previously contained an unused dairy factory, Madison Dairy.

The principals of Stone House purchased the entire block and completed this half with Lyric opening in August 2017 and Breese opening in December 2017. Combined the projects cost \$59,000,000. Stone House raised \$14,840,000 in private equity and completed the projects with TIF in the amount of \$3,450,000 and debt in the amount of \$42,765,000.

Lyric contains 138 apartments with 20% of them set-aside for individuals earning less than 80% of the county median income and the remainder market rate. The first three floors of the 11-story building contain 70,000 of commercial space. Breese is an LIHTC project receiving an allocation of tax credits in the 2016 round and has units ranging from 30% - 60% of the county median income along with a portion of market rate units. Breese received a portion of its funding from the City of Madison's Affordable Housing Fund initiative, as well as the TIF.

The recent development of Lyric/Breese demonstrates Stone House's ability to tackle a complicated project in terms of contaminated soil, complicated zoning requirements, a very involved and skeptical neighborhood, Urban Design District 8 constraints, multiple layers of financing, LIHTC requirements, commercial tenant coordination, high rise construction on an in-fill site and marketing to residents with a wide range of income levels and needs. Both projects were recipients of design awards and are financially healthy.

An earlier mixed-use high rise developed and managed by Stone House is the Madison Mark on East Wilson Street. Opened in 2003, the 12-story building contains 112 apartments and first floor commercial, including two restaurants and a printing business. The project is mixed-income with approximately half of the units set aside at or below the 60% CMI and the remainder market rate.



Nearly all of Stone House's prior projects involve public financing including HOME funds, TIF, CDBG funds, tax exempt bond financing, City Affordable Housing Initiative funding and WHEDA mortgage funding.

Neither Stone House nor its principals or related entities have prior or ongoing incidents of contract failures, contract breaches, tax delinquencies or bankruptcies. There have not been any civil or criminal convictions for Stone House, its principals or related entities in the last ten years. As a management company, Stone House has been a party to some discrimination claims by residents but has never been judged guilty.

Stone House has no conflict of interest to disclose with the exception that the principals personally own Madison Mark and Stone House is the management agent.

3 – Preliminary Project Concept

Use

The proposed building would top off at 13 stories (nine stories above the podium). It would contain 159 apartments with approximately 7,000 square feet of first floor retail space. The lobby, resident mail and package room, and management office would be on the first floor at the Pinckney Street entrance. Housing units start on floor 5 which houses resident amenity space including a lounge, community room, exercise room, yoga room and outside patio with grilling stations. The fifth-floor exterior deck is heavily landscaped and has large areas of green roof.

Architectural Design Concept

The architectural design of the building is distinctive yet blends well into the existing urban architecture and signals the residential use of the building while offering a diverse range of uses. At the street level, public functions line the street facade activating the pedestrian realm. Common space, townhouses, and a large vegetated roof with a terrace facing the lake, are located on the east side of the podium to provide a buffer between the scale of the apartment tower and the historic Madison Municipal building.

The corners of the building have been aligned with the traditional rectilinear city grid and serve to anchor the building to the street with a stout, traditional material. Framed by the brick corners, the curving façade is clad in two layers of metal panel materials with different textures. The sleekness of the metal panels accentuates the curving façade, while the unique window pattern breaks down the scale of the building to represent the residential uses. The scale of the punched windows provides a balance between daylight, views and privacy, while creating a more energy efficient residential building. The top floor of the building is set back revealing the structural columns to create architectural interest and depth at the skyline, as well as affording larger balconies for the top floor apartments.

As a potential way to tie the tower to the podium, the proposal suggests adding brick to the podium corners. The brick façade that occurs at the corners of the tower is brought down to clad the corners of the parking garage. The use of this material is reimagined as a screening element allowing air and light to move through the façade. This move, a secondary play on lightness, creates a strong vertical massing element at the corners of the building which draws the eye up the skyline. Please note the cost for the brick corners at the podium level is not currently in the project budget.

Apartment Mix

The unit mix includes studios, one, and two- bedroom apartments. The 13th floor has 8 large two bedroom units. The developer is exploring converting these units to owner occupied condominiums. A benefit of the condo conversion is that the property tax base would increase. In excess of 20% of the apartments in the building will be workforce housing. The proposal includes 10 units at the 60% county median income level and 27 at 80%. These units will contain the same finishes and amenities as comparable market rate units and the residents will have access to the common amenities, including the exercise room, outdoor grilling area, etc. Stone House will either increase the number of workforce units or decrease the income limits should a new source of soft financing be finalized.

Stone House's experience with the downtown Madison market is instrumental in assisting the architects in designing units that will be in demand. Nearly every apartment has a private balcony, for example. All units will contain Energy Star appliances, including in unit washers and dryers.

Green Building Practices

The project will utilize green building techniques both during construction and after. These include:

- Urban infill site with increased density
 - Access to work places and services within walking distance
 - Internal bike storage
 - Vegetated roof for storm water reduction
 - High efficiency appliances meeting upper Energy Star ratings
 - High efficiency HVAC system
 - High efficiency lighting using LED fixtures and motion sensors
 - Exterior building enclosure that performs 3% better than code requirements
 - Building envelope that performs 3% better than code requirements
 - Reduction in glazing from prior concept resulting in greater efficiency and less heat loss and solar heat gain
 - Low to zero VOC interior finish materials and sealants
 - Water efficient plumbing fixtures
 - Construction waste recycling
 - Metal stud partitions with high recycled content
 - Low-maintenance exterior materials
 - High recycled content metal panel exterior enclosure
 - Trash chute, including a designated recyclable chute
-

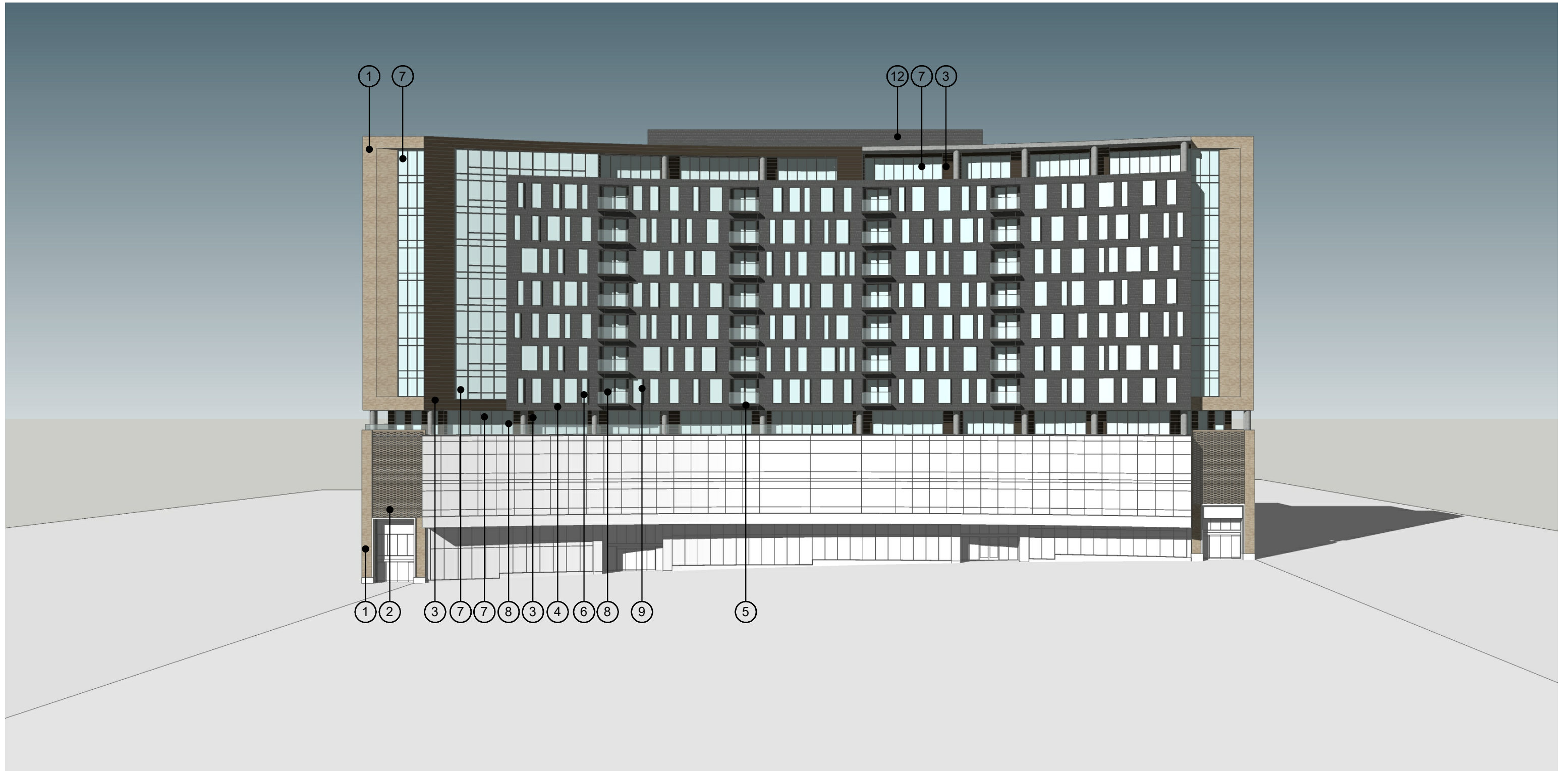
3.1 – Building Rendering

The following is the proposed building rendering.



3.2 – Building Elevations

The following are the proposed building elevations.



North East Perspective Elevation

Judge Doyle Square - Stonehouse
April 05, 2019

R:\Marketing\Stonehouse\03 Production\Revit\Model\Stonehouse - JDS.rvt

- ① Brick Veneer
- ② Brick Screen
- ③ Large Format Metal Panel
- ④ Anodized Flat-Lock Metal Panel
- ⑤ Steel Balcony - Galvanized, Primed and Painted

- ⑥ Operable Window
- ⑦ Window Wall System
- ⑧ Glass Guardrail
- ⑨ Random Spaced Laminated Glass Fin
- ⑩ Anodized Aluminum Pergola

- ⑪ Accent Metal and Balcony
- ⑫ Mechanical Screen



South East Perspective Elevation

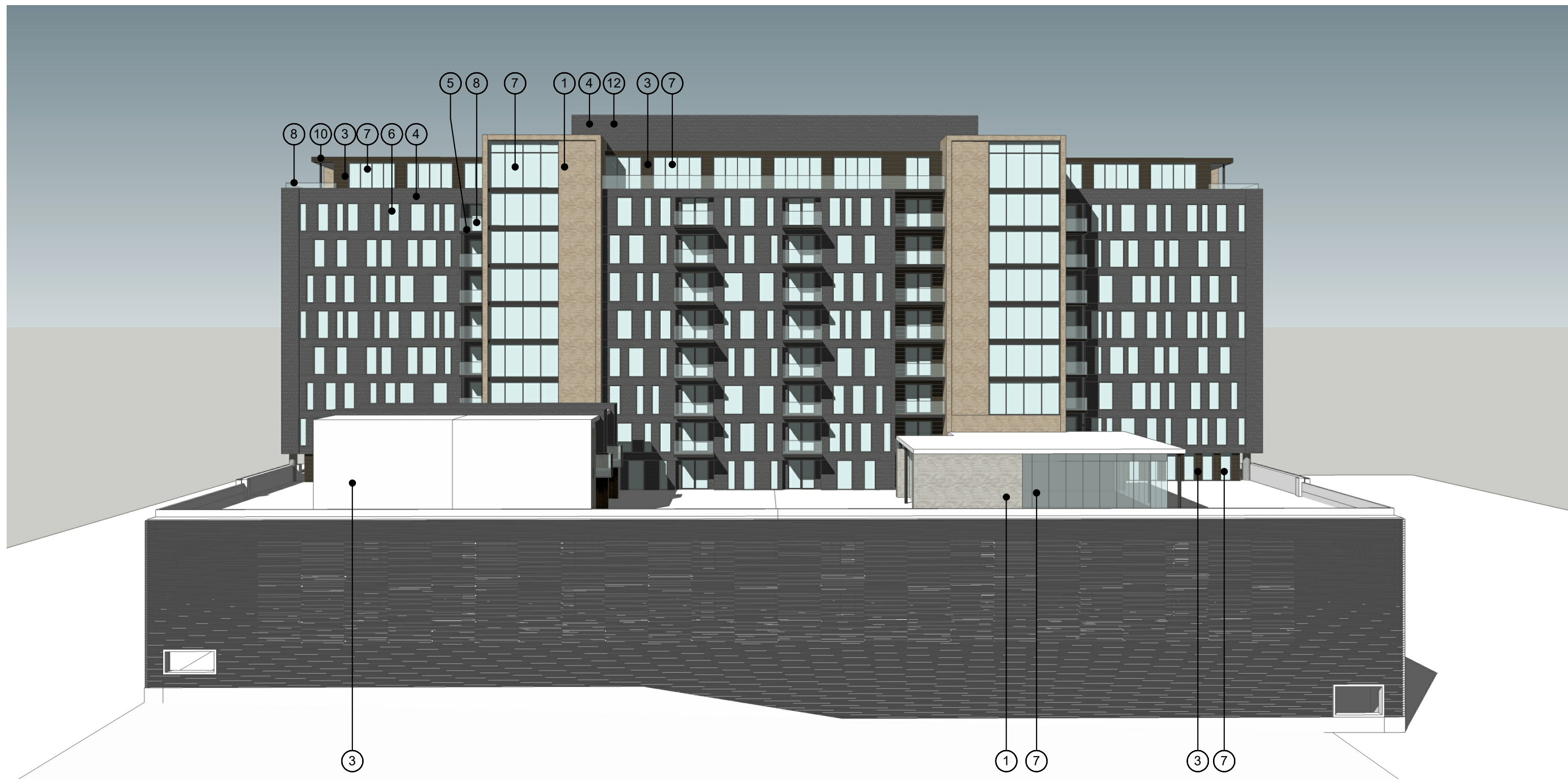
Judge Doyle Square - Stonehouse
April 05, 2019

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- ① Brick Veneer
- ② Brick Screen
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- ⑫ Mechanical Screen



South West Perspective Elevation

Judge Doyle Square - Stonehouse
April 05, 2019

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- | | | |
|--------------------------------------------------|-------------------------------------|----------------------------|
| ① Brick Veneer | ⑥ Operable Window | ⑪ Accent Metal and Balcony |
| ② Brick Screen | ⑦ Window Wall System | ⑫ Mechanical Screen |
| ③ Large Format Metal Panel | ⑧ Glass Guardrail | |
| ④ Anodized Flat-Lock Metal Panel | ⑨ Random Spaced Laminated Glass Fin | |
| ⑤ Steel Balcony - Galvanized, Primed and Painted | ⑩ Anodized Aluminum Pergola | |

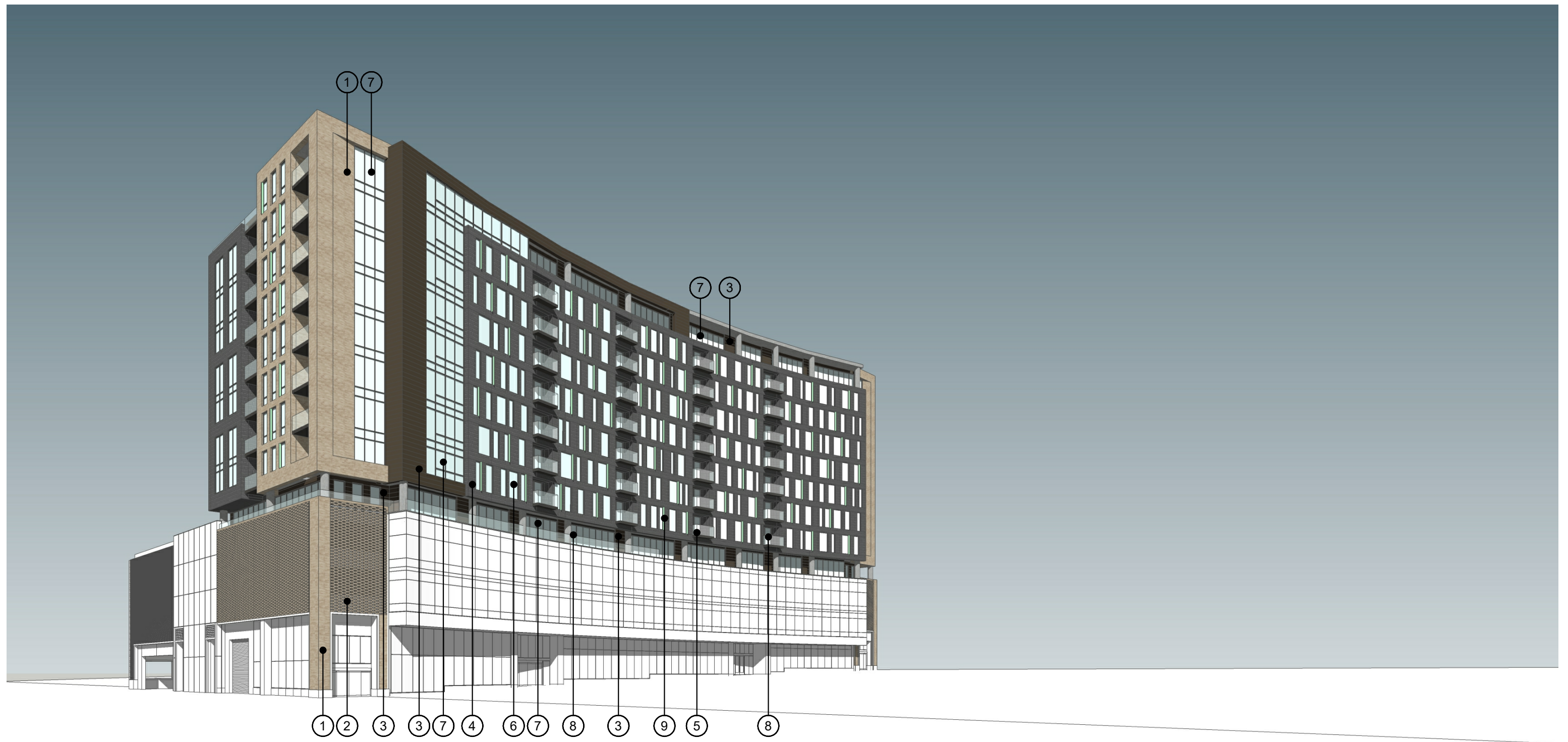


North West Perspective Elevation

Judge Doyle Square - Stonehouse
April 05, 2019

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- | | | |
|--------------------------------------------------|-------------------------------------|----------------------------|
| ① Brick Veneer | ⑥ Operable Window | ⑪ Accent Metal and Balcony |
| ② Brick Screen | ⑦ Window Wall System | ⑫ Mechanical Screen |
| ③ Large Format Metal Panel | ⑧ Glass Guardrail | |
| ④ Anodized Flat-Lock Metal Panel | ⑨ Random Spaced Laminated Glass Fin | |
| ⑤ Steel Balcony - Galvanized, Primed and Painted | ⑩ Anodized Aluminum Pergola | |



East Perspective

Judge Doyle Square - Stonehouse
April 05, 2019

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- | | | |
|--------------------------------------------------|-------------------------------------|----------------------------|
| ① Brick Veneer | ⑥ Operable Window | ⑪ Accent Metal and Balcony |
| ② Brick Screen | ⑦ Window Wall System | ⑫ Mechanical Screen |
| ③ Large Format Metal Panel | ⑧ Glass Guardrail | |
| ④ Anodized Flat-Lock Metal Panel | ⑨ Random Spaced Laminated Glass Fin | |
| ⑤ Steel Balcony - Galvanized, Primed and Painted | ⑩ Anodized Aluminum Pergola | |

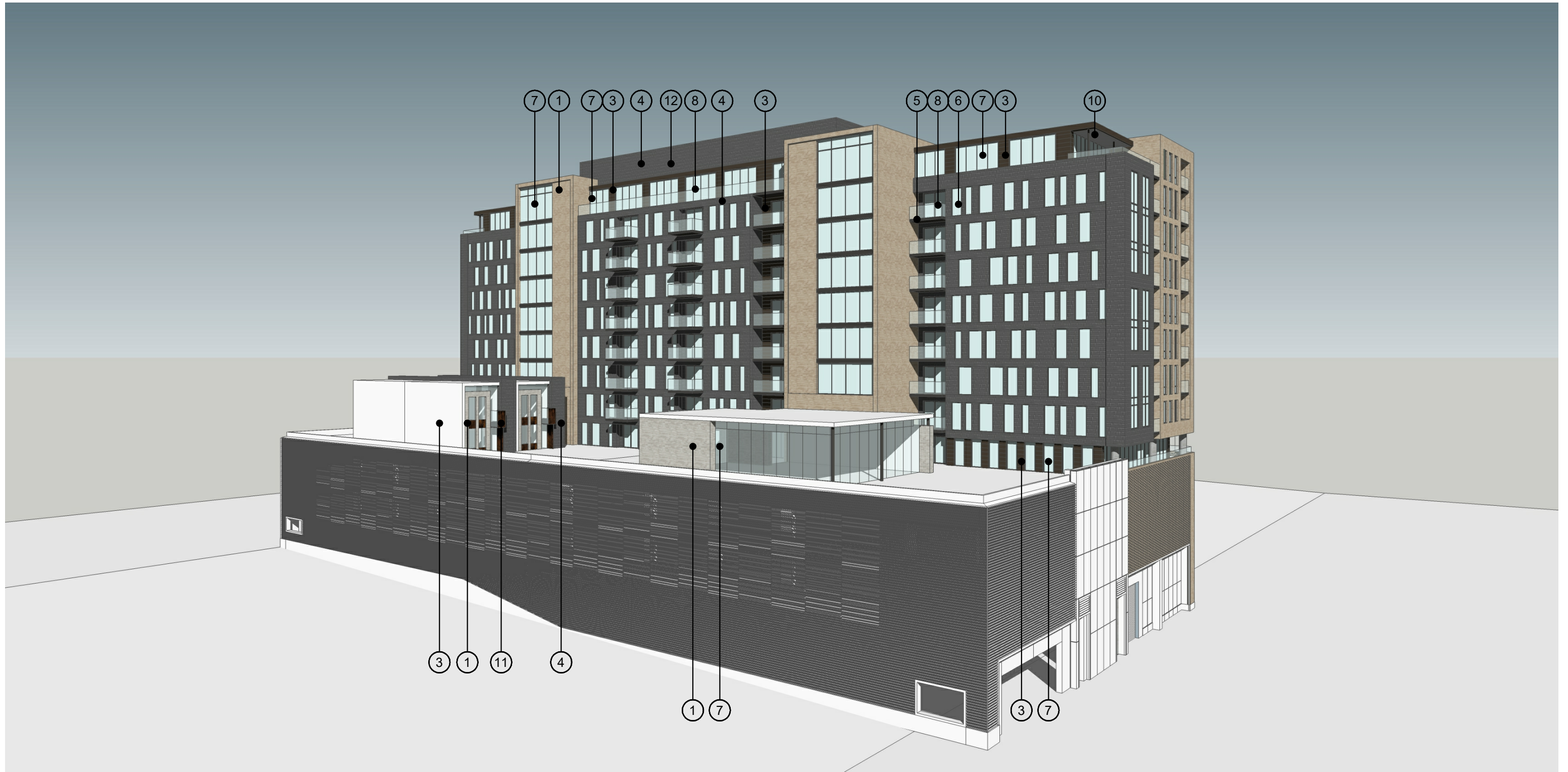


South East Perspective

Judge Doyle Square - Stonehouse
April 05, 2019

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- | | | |
|--------------------------------------------------|-------------------------------------|----------------------------|
| ① Brick Veneer | ⑥ Operable Window | ⑪ Accent Metal and Balcony |
| ② Brick Screen | ⑦ Window Wall System | ⑫ Mechanical Screen |
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- | | | |
|--------------------------------------------------|-------------------------------------|----------------------------|
| ① Brick Veneer | ⑥ Operable Window | ⑪ Accent Metal and Balcony |
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| ⑤ Steel Balcony - Galvanized, Primed and Painted | ⑩ Anodized Aluminum Pergola | |

South Perspective

Judge Doyle Square - Stonehouse
April 05, 2019

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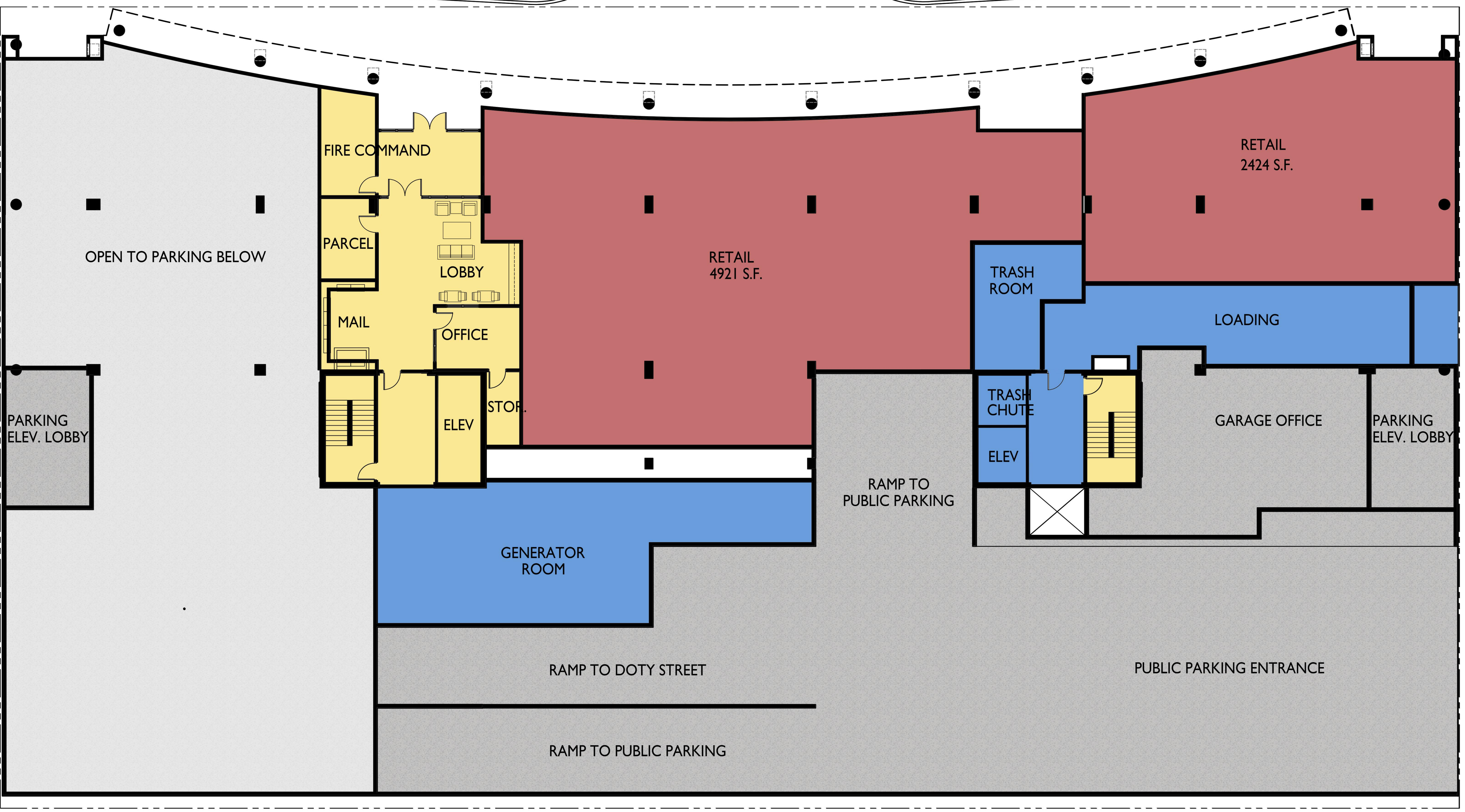
3.3 – Building Floorplans

The following are the proposed building floorplans.

SOUTH PINCKNEY STREET

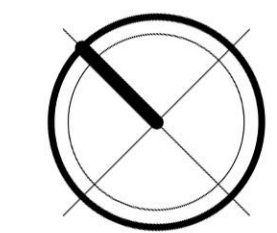
EAST DOTY STREET

EAST WILSON STREET



- PUBLIC PARKING
- SERVICE
- APARTMENT COMMON SPACE
- RETAIL SPACE

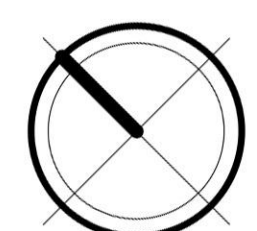
1ST FLOOR PLAN

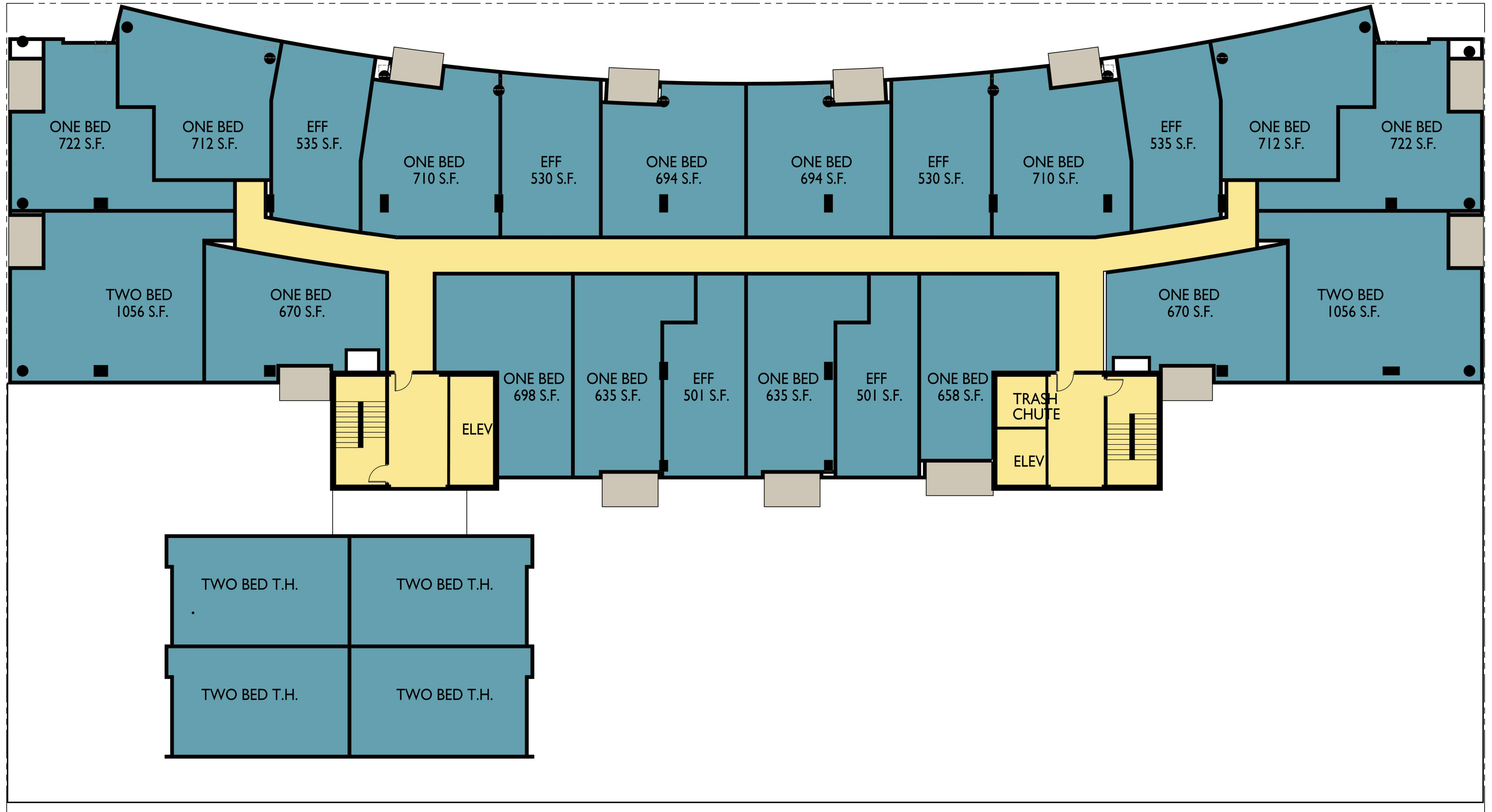




- APARTMENT UNITS
- APARTMENT AMENITY SPACE
- APARTMENT COMMON SPACE
- GREEN ROOF

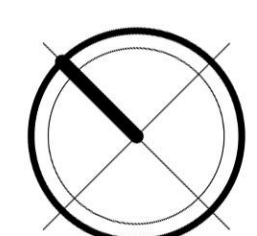
5TH FLOOR PLAN

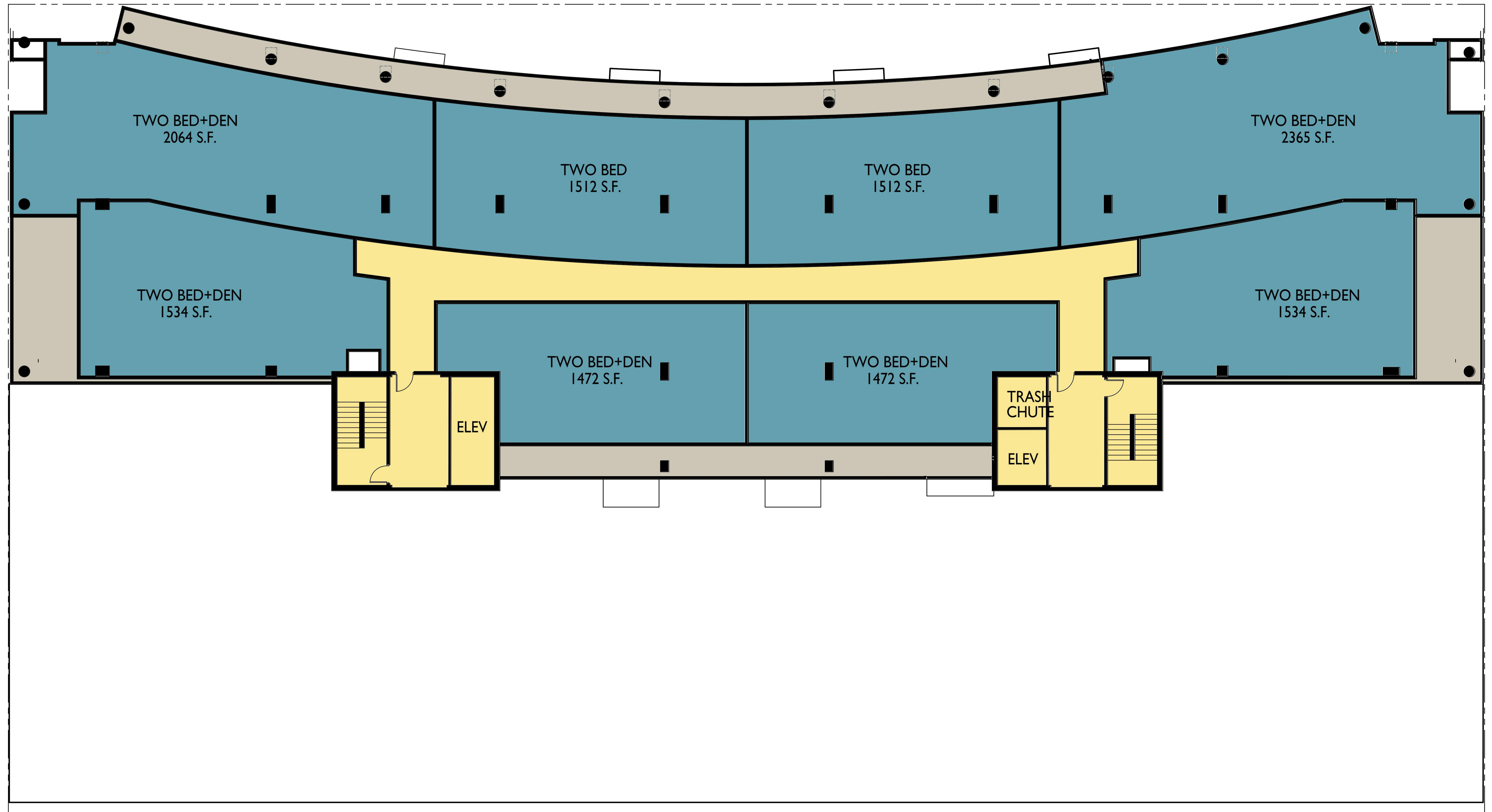




- APARTMENT UNITS
- APARTMENT AMENITY SPACE
- APARTMENT COMMON SPACE

6TH-7TH FLOOR PLAN

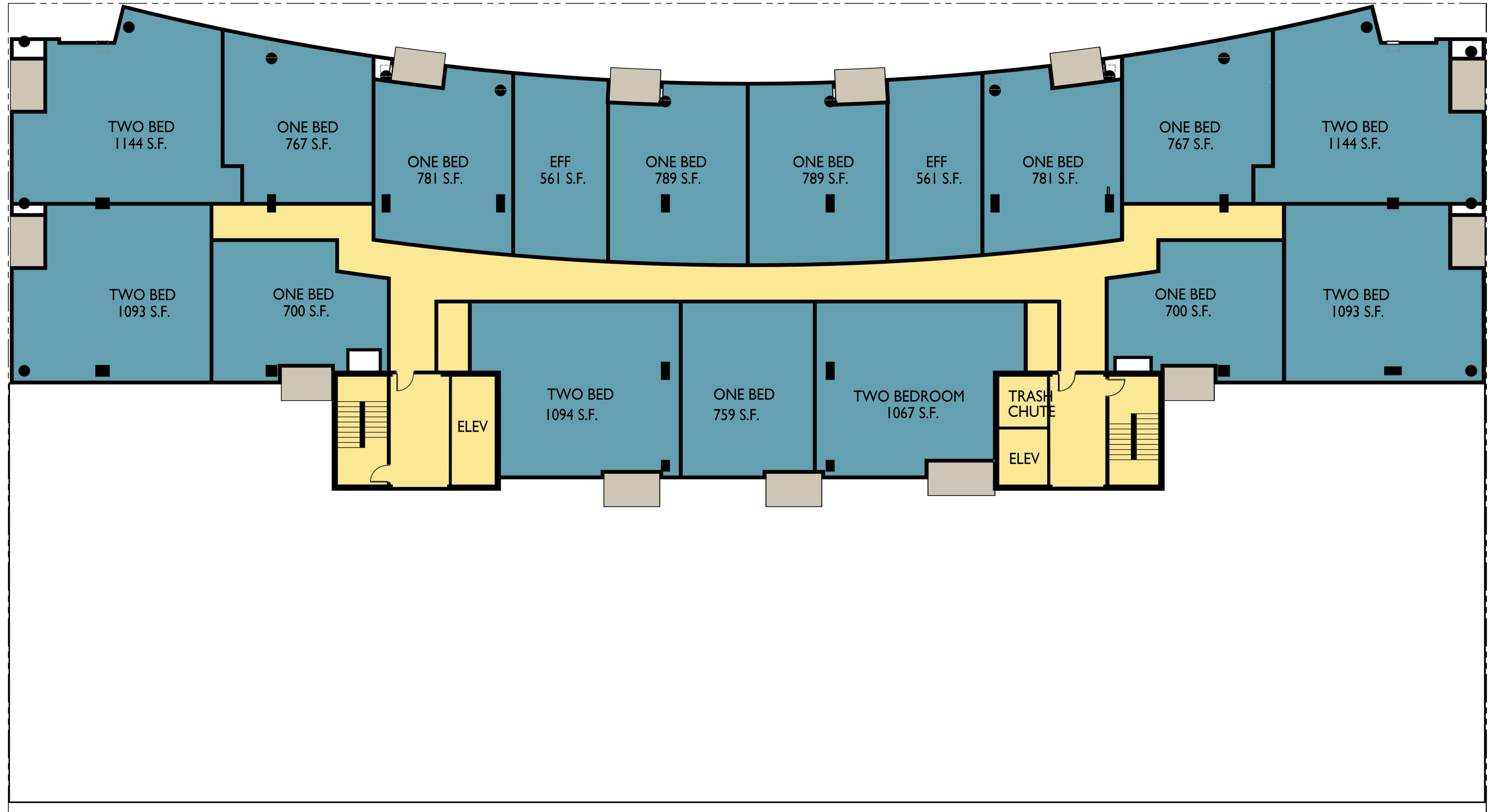




- APARTMENT UNITS
- APARTMENT AMENITY SPACE
- APARTMENT COMMON SPACE

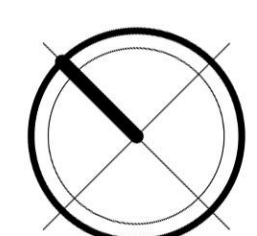
13TH FLOOR PLAN

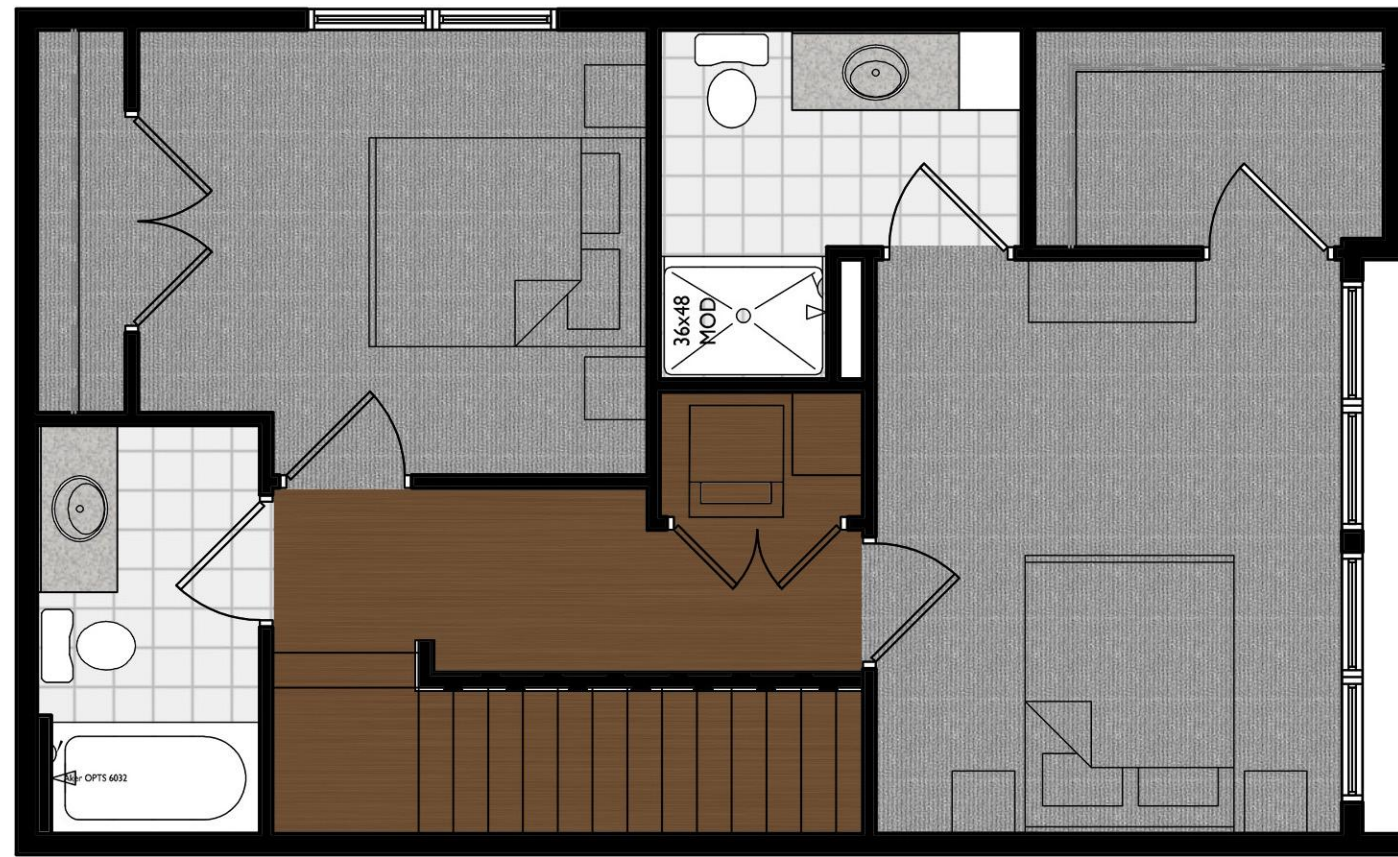




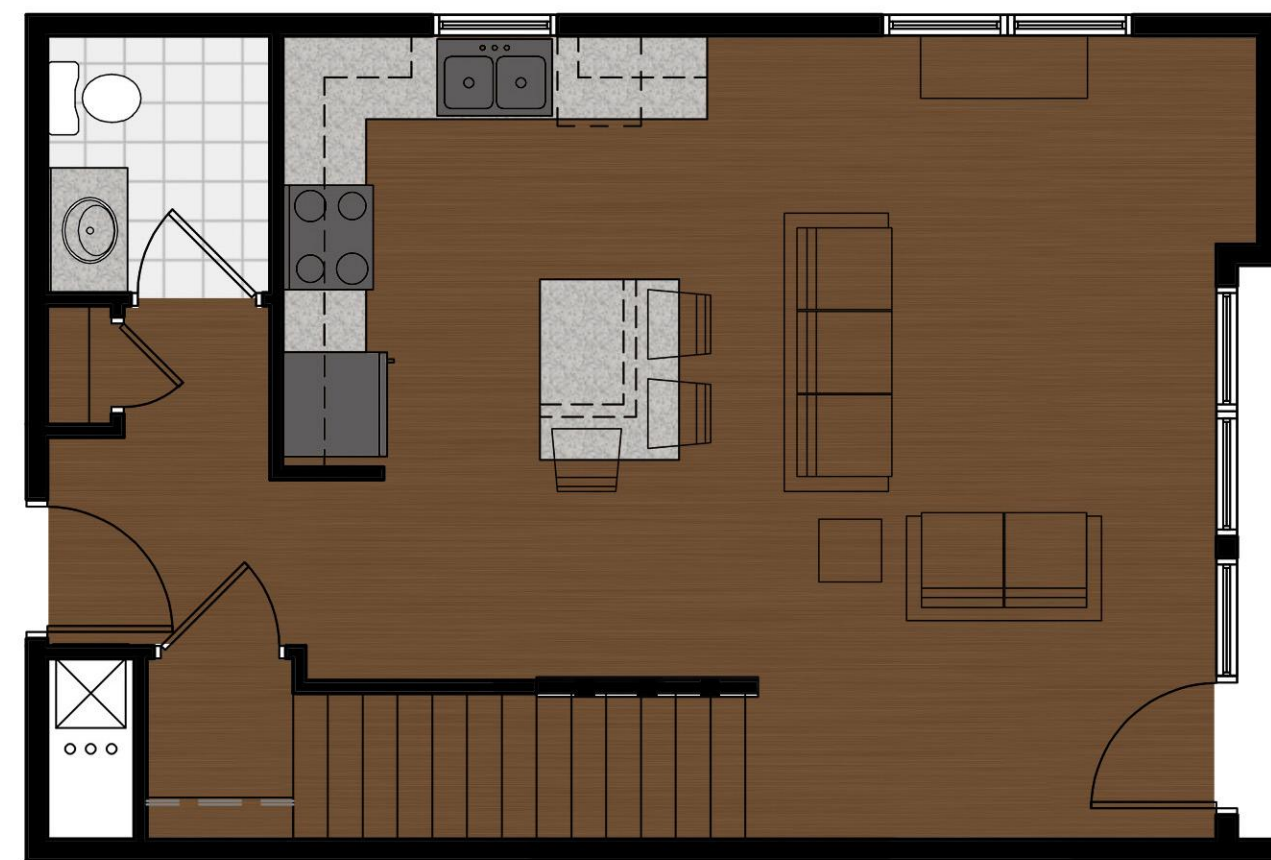
- APARTMENT UNITS
- APARTMENT AMENITY SPACE
- APARTMENT COMMON SPACE

8TH-12TH FLOOR PLAN

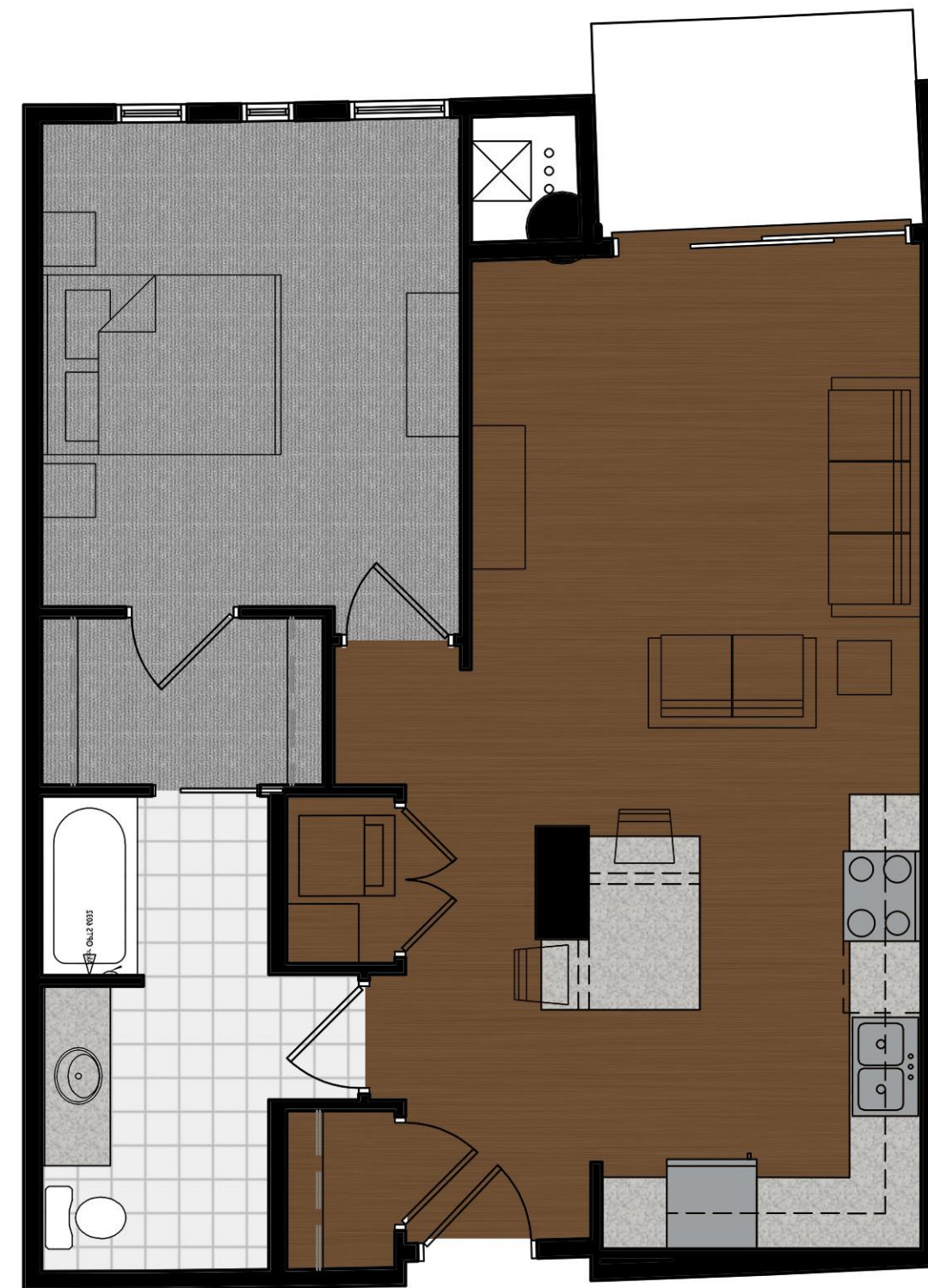




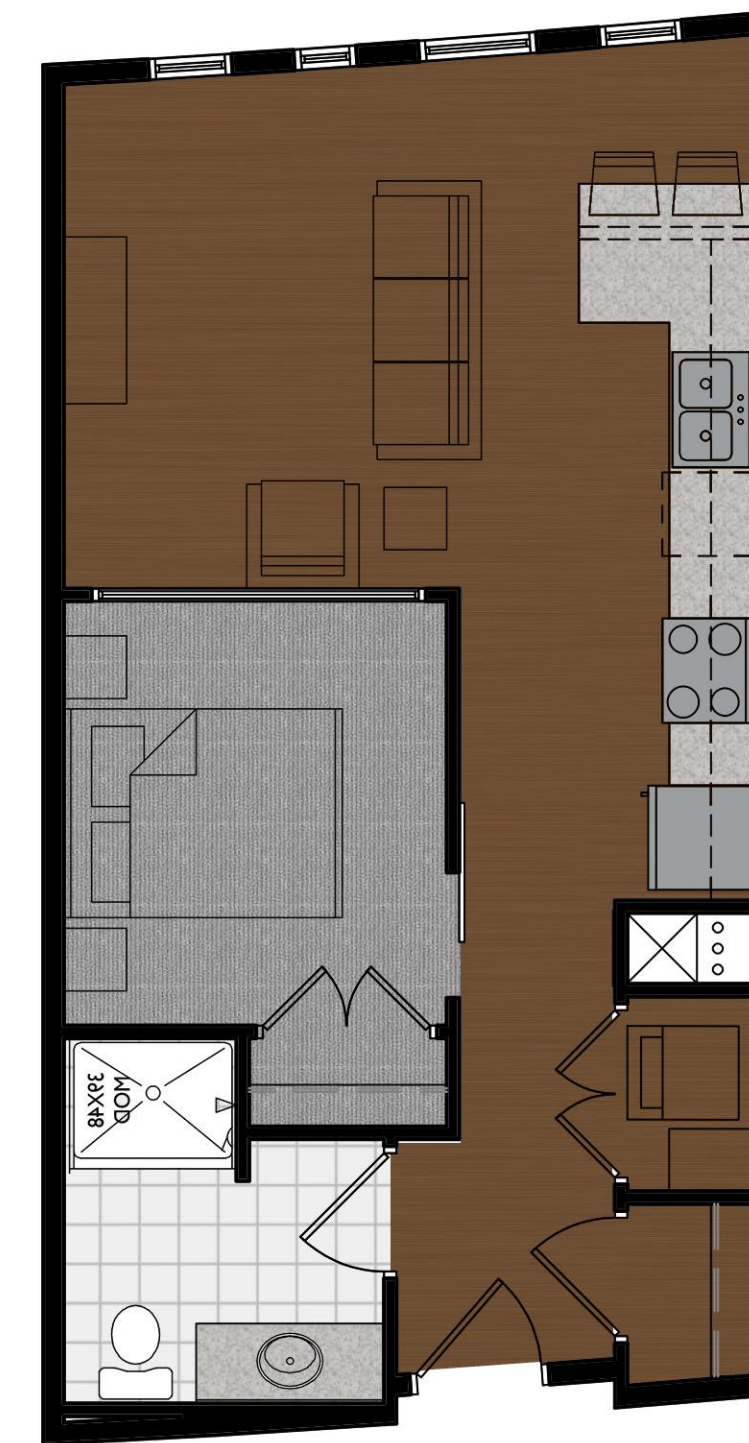
TOWNHOME SECOND FLOOR



TOWNHOME FIRST FLOOR



TYPICAL ONE BEDROOM



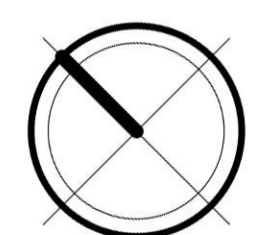
TYPICAL EFFICIENCY



TYPICAL TWO BEDROOM

- UNIT COMMON
- UNIT BEDROOMS
- UNIT AMENITY

TYPICAL UNIT FLOOR PLANS





TWO BEDROOM - INTERIOR RENDER



TOWNHOME - INTERIOR RENDER

The following is the shading study.

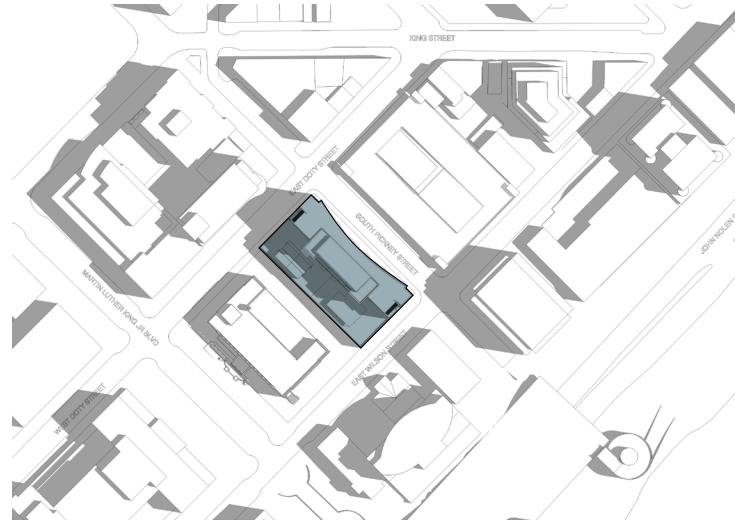
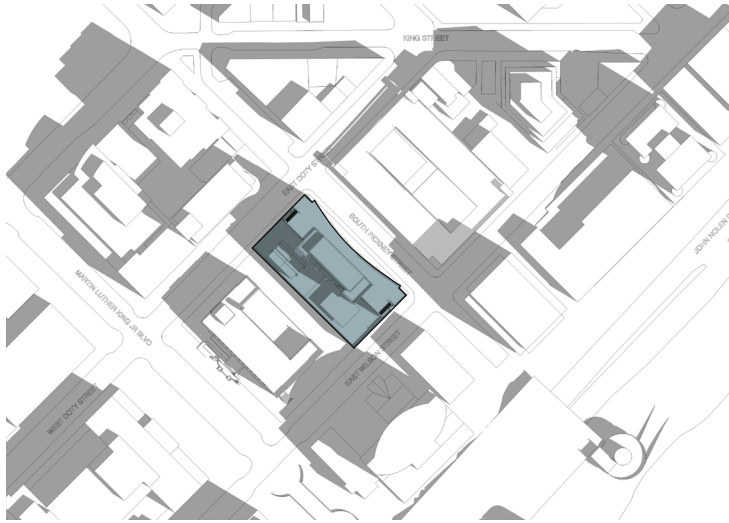
Spring Equinox

Summer Solstice

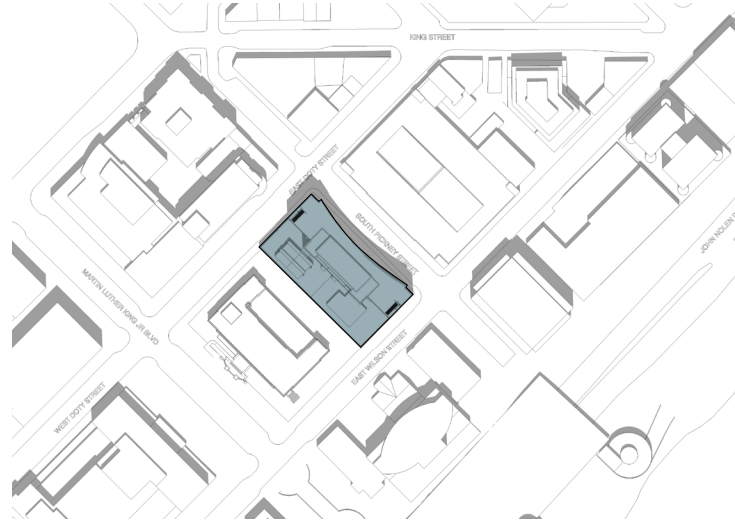
Fall Equinox

Winter Solstice

9:00 AM



12:00 PM



3:00 PM



4 – Financial Capability & Project Financial Information

1. Since its inception Stone House Development has raised in excess of \$140,000,000 in private equity and secured over \$128,000,000 in permanent financing. In addition, over \$10,000,000 in TIF, \$4,465,840 in City of Madison Affordable Housing Fund initiative funds and \$1,900,000 in other public financing has been utilized in Stone House developed projects. These amounts do not take into consideration the projects that are currently under development. The current portfolio that Stone House developed and manages has a value in excess \$165,000,000.
 2. The total project cost is expected to be \$40,047,000. Stone House has secured a letter of interest from WHEDA to provide up to \$32,000,000 in debt. It is envisioned that WHEDA would provide a construction loan and permanent financing for the project. The developer will apply to the City of Madison for Affordable Housing Funds with a requested loan amount of \$600,000 and grant of \$600,000. Private equity would provide the balance.
 3. The project includes ten 60% units and twenty-seven 80% units. The developer is in the process of exploring a new source of soft financing for affordable housing. Should this come to fruition this project could increase the affordability of the set aside units. The market for affordable units is, and has been, strong with most of the Stone House portfolio having occupancies in excess of 98% year after year. The market rate rents proposed have been derived from Stone House's Madison Mark project as well as other downtown housing properties.
 4. The budget assumes that the project will pay the City \$5,000,000 for air rights, the podium, first floor retail and mechanical rooms and 148 parking stalls. It is believed that a two- unit condominium will be formed between Stone House's entity and the City. Stone House will form an LLC to own their unit and a subsidiary will act as managing member.
 5. Stevens Construction will be the general contractor and is familiar with the City of Madison's workforce utilization goals. Stone House Development will be the property manager and is also familiar with targeted business goals. Both Stevens and Stone House will ensure that they meet or exceed the goals set for the project.
-

4.1 – Sources & Uses Statement

The following is the proposed Sources and Uses.

JUDGE DOYLE SQUARE

Madison, Wisconsin

SOURCES AND USES

SOURCES:

Developer Equity and Deferred Fee	3,500,000
Investor Equity	4,347,000
Proposed City AHF loan	600,000
Proposed City AHF - deferred	600,000
WHEDA (or other lender) First Mortgage	31,000,000
TOTAL SOURCES	40,047,000

USES:

Air Rights and Podium purchase	5,000,000
Construction Costs	28,000,000
Tenant Improvement Allowance (retail space)	250,000
Contingency	1,250,000
Architectural / Engineering / Permits / Survey	1,000,000
Development Overhead, Constr. Mgmt, Fee	2,000,000
Construction Period Interest	950,000
Park Fees (approximate)	605,000
Other Soft Costs	992,000
TOTAL USES	40,047,000

STABILIZED OPERATING PROFORMA

REVENUE:

Commercial Revenue	7%	\$178,100
Residential Revenue (inc. parking)	4%	\$3,630,077
Vacancy		\$157,670
Net Revenue		\$3,650,507

EXPENSES:

Residential Property Taxes		524,700
Residential expenses		588,300
Replacement Reserve	\$300	36,600
TOTAL OPERATING EXPENSES		1,149,600

NET OPERATING INCOME

	2,500,907
Debt Service - 1st Mortgage	(1,877,438)
Debt Service - City AHF loan	(29,393)
TOTAL CASH FLOW	594,076

4.2 – Lender Letter of Interest

The following is the Lender letter of interest from WHEDA.

April 11, 2019

Mr. Rich Arnesen
Stone House Development, INC.
1010 E. Washington Ave STE 101
Madison WI 53703

Re: Judge Doyle Square- Block 88 proposal

Dear Mr. Arnesen:

WHEDA is very interested in providing continued support and financing for your Judge Doyle Square-Block 88 proposal located in Madison WI. We have received your request to provide up to \$32,000,000 in construction and permanent financing for the development of 159 units as well as retail space. We will be working diligently to get the loan amounts approved by our loan committees in the next few months pending your proposal being selected by City of Madison. WHEDA has a long and successful history of working with Stone House Development to develop affordable and workforce housing in Madison. As your proposal submitted to the city will not include tax credits, I can confirm that Stone House Development and WHEDA have partnered twice using our 7/10 Flex Financing program to provide workforce housing in the city of Madison as well as the surrounding areas. The two projects, Arbor Crossing and Lyric Lofts, are two of WHEDA's showcase assets and represent over \$35 million in lending investment by WHEDA.

I've attached WHEDA's published term sheets for our 7/10 program. I can confirm that we are working towards an approval of a construction/ permanent loan in the amount above for the term of 30 months Interest Only, followed by 35-year amortizing mortgage both with anticipated rates of 4.5% (7 year treasury rate plus 210 basis points).

WHEDA understands, based on your proposal to the City, that amount of workforce housing units will exceed 20% of the total project. This type of project would be a great fit for the 7/10 program as only 20% of the units are required to be set-aside for households earning 80% county median income or less. As your conversations with the City continue towards the final unit mix, please know that WHEDA some pools of soft sources and flexible financing that WHEDA would look to utilize to produce additional workforce housing or otherwise strengthen the project. These funds would include our award of Capital Magnet Funds as well as our New Markets Tax Credit Loan pool, both financing tools that can be used to fill financing gaps in projects.



Tony Evers, Governor

A public body corporate and politic created under Chapter 234, Wisconsin Statutes

WHEDA fully supports your efforts in obtaining the opportunity to provide workforce housing at the Judge Doyle Square location. If we can provide any additional support or information, please do not hesitate to contact me.

Sincerely,

A handwritten signature in black ink, appearing to read "Sean OB". The signature is fluid and cursive, with the letters "OB" being particularly prominent and stylized.

Sean O'Brien

Director of Community Lending

Enclosure