



GEBHARDT DEVELOPMENT  
222 NORTH STREET  
MADISON, WI 53704  
608.245.0753  
GEBHARDTDEVELOPMENT@TDS.NET

12.04.13  
Revised 02.20.14

**Letter of Intent for Proposed Development**  
**800 North Block East Washington Avenue (Block 143)**  
802, 854 East Washington Avenue

**Project name: The Galaxie**

Katherine Cornwell  
Planning Division Director  
Madison Municipal Building, LL 100  
215 Martin Luther King Jr. Blvd.  
Madison, WI 53701

Ms. Cornwell:

Please consider this our formal letter of intent to pursue land use approval for 2 contiguous parcels of property located at 802 and 854 East Washington Avenue. Properties total approximately 193,475 sq. ft. or 4.5 Acres. Site is currently zoned TE (Traditional Employment), is currently not occupied and there are no existing structures on the property.

Environmental remediation was performed on the site during 2012 and 2013 and closure letters and applicable reports were issued by the EPA and WDNR in the last quarter of 2013.

**Project Summary:**

Project involves construction of a new mixed use development on a City owned portion of the former Don Miller properties. The property is currently a vacant field with grass and topsoil.

The site is a full block bordered by N. Livingston Street, E. Mifflin Street, N. Paterson Street, and East Washington Avenue. Across E. Mifflin to the North is Reynolds Park, with Breese Stevens field adjacent to the site to the east on Paterson Street, and the Constellation to the West.

Across East Washington to the south are commercial properties, including a gas station, Brink's Lounge, and the 800S East Washington parcels, which are also part of the City of Madison land-banked Don Miller properties.



Site-summer of 2011

**History:**

The Don Miller properties have been identified by the City of Madison as an important gateway to the Downtown District and planning initiatives have been implemented for the Capitol Gateway Corridor, including the BUILD plan, the Tenney-Lapham Neighborhood Plan, and Urban Design District 8.

The property is currently owned by the City of Madison as part of the Land-Banking program. The City of Madison issued a Request for Proposals for redevelopment of the Don Miller parcels in the summer of 2011.

The developer that was awarded the project from the 2011 RFP elected not to pursue development of the site. In December of 2012 an RFP was re-issued by the City of Madison and Gebhardt Development was selected in April of 2013.

The Development team is continuing with the momentum that began with the Constellation and have a comprehensive program and goals for the project.

**Previous uses:**

As on of the lowest points on the isthmus, the site and surrounding parcels were a marsh and dumping grounds. As Madison grew, and measures were taken to fill the area to provide additional usable area for the City, a variety of uses have been implemented. Since the 1930s, the site has been used for display, service, and sales of automobiles.



Waters Motors- Corner of N. Livingston and East Washington (proposed Grocery Store location)

#### **Project Objectives:**

The development team believes that there is an unprecedented opportunity to add to the corridor and City by proposing a full block development encompassing the following objectives:

- 1: A full block mixed-use sustainable development containing a full service Skogen's Festival Foods grocery store, professional office and retail uses, a mix of housing and live/work environments, and structured parking.
- 2: A 24 hour destination and district centerpiece providing uses and services necessary for the continued reinvigoration of the neighborhood and District.
- 3: A sustainable showcase of design and innovation through partnerships and outreach with MG&E, UW Madison, Sustain Dane, the City of Freiburg, Germany, and other local and international groups and businesses.
- 4: Provide a long term sustainable and livable development designed for multimodal transportation options
- 5: Provide market rate and income qualified new housing options for employees of the corridor and neighborhood
- 6: Provide additional employment opportunities for the City
- 7: Set precedents for future development along the corridor and City.
- 8: Contribute to the reinvigoration of Breese Stevens Field
- 9: Provide construction employment and long term professional employment in the corridor
- 10: **Benefits to Neighborhood**
  - Full Service family and employee owned Grocery Store
  - Additional Housing options
  - Additional walkable commerce options



Site-summer of 2013





**ZONING:**

Site is currently zoned TE (Traditional Employment)

Conditional Use requests are made for the following uses in the TE District:

(28.065)

-Height above 5 stories/68 feet

(Per Table 28-F1)

**-Food and Related Goods sales**

Proposed Use: *55,000 s.f. full service Festival Foods Grocery Store*

**-Outdoor display**

Proposed Use: *Approx. 1300 s.f. of Seasonal Display of perishable products as an accessory to the Grocery Store along East Washington and Livingston*

**-Outdoor eating area associated with food & beverage establishment**

Proposed Use: *Approx. 1000 s.f. of 2nd floor rooftop seating area at the intersection of Livingston and East Washington*

**-Market garden**

Proposed Use: *3rd floor Rooftop Farm. See attached Management Plan*

**-General Retail**

Proposed Use: *Ground Floor locations on East Washington (2200 s.f.) and Paterson (1000 s.f.)*

**-Vehicle access sales and services windows**

Proposed Use: *To serve one of the General Retail spaces*

**-Dwelling Units in Mixed-Use Buildings**

Proposed Use: *Rental Apartment and Owner-Occupied units*

**-Live-Work Units**

Proposed Use: *At corner of Mifflin and Livingston*

**-Parking facility, private**

Proposed Use: *Internal parking structure for use by Customers, residents, employees, guests and limited special event functions. See attached Management Plan*

**-Development within 200 feet of a City-owned park (Breese Stevens Field and Reynolds Field)**

Proposed Use: *Mixed-use development*

The following uses are proposed, but will require separate Conditional use applications when additional detail can be presented, but the intended uses should be considered as part of the overall project plan and approval:

**-Restaurant**

or

**-Restaurant/Tavern**

or

**-Tavern/Brewpub**

Proposed Use: *Corner of East Washington and Paterson designated as a desired restaurant space. Roof of 3rd floor commercial is desired as a restaurant with outdoor space.*



**-Outdoor Eating Area**

Proposed Use: *Associated with corner restaurant*

**-Temporary outdoor events**

Proposed Use: *Paterson Street could potentially hold pedestrian events relating to Breese Stevens Field.  
Additional coordination between Developer and City of Madison Parks Department.*

Additionally, a request to amend the Urban Design District 8 ordinance to allow additional height on a portion of the site (designated as 3b in UDD 8; 15 (c) has been made to the District 2 Alder.



The additional height request affects only a portion of area 3b and is approx. 15% of the total site. Proposed signage will meet the requirements as set forth in MGO 31, with review by the Urban Design Commission as designated in the UDD8 Ordinance.

**ADHERENCE TO ADOPTED PLANS AND GUIDELINES**

The use and massing of the proposed development are primarily consistent with adopted planning guidelines (UDD 8, TLNA plan and Capitol Gateway Corridor plan) and represent the second major development under the UDD 8 ordinance by a private party in this district.

A request for an additional height above what is allowed by UDD 8 has been made to the Alderperson and a resolution altering the ordinance for lot 3b (as designated on the map of the District as shown on page 2 of the UDD 8 ordinance) has been requested to be introduced to the Common Council.

BONUS STORIES OPTIONS	
SECTION I- (NEED ONE OF THESE)	
i.-- LEED Gold certification, or equivalent	SEE SUSTAINABILITY GOALS IN PROPOSAL
"i --Inclusion of at least fifteen percent (15%) of dwelling units for families with incomes not greater than sixty (60%) Area Median Income (AMI) for rental units and/or an income not greater than eighty percent (80%) AMI for owner-occupied units. Area Median Income is the median annual income calculated by the U.S. Department of Housing and Urban Development for the metropolitan area that includes the City of Madison."	YES-20% @ 50% CMI FOR 15 YEARS PER PSA



I --Structured parking that includes space shared by multiple users from multiple lots and that accommodates a substantial space for public use by patrons of both on- and off-site uses.	STRUCTURED PARKING WILL BE USED FOR BREESE STEVENS FIELD EVENTS
<b>SECTION II- NEED A COMBINATION OF THESE</b>	
ii. --Mid-block and through-block public pedestrian, bike, and/or vehicular connections.	YES
ii --Substantial amount of family-supporting housing, including at least ten percent (10%) of dwelling units with three (3) or more bedrooms,outdoor recreation spaces, and/or other family-related amenities.	YES- Over 20% 3 bedrooms provided
ii --Adequately sized community meeting rooms available free of charge for neighborhood, public, or other community meetings or on-site daycare facilities in conjunction with family-supportive housing or employment uses.	YES
ii-- LEED Silver certification or equivalent.	YES

Compliance with other provisions of UDD 8, TE zoning District, and TLNA Plan are illustrated in the attached submittal set.

The anticipated uses for the Commercial areas (+/-110,000 net s.f. total) include a full-service grocery store (54,000 s.f.), retail storefronts, dining establishments, and professional office space, all of which meet the stated intent of providing additional employment opportunities in the District as designated in the Tenney-Lapham and BUILD plans.

The apartment tenant market for the proposed project are individuals who would be attracted to the proximity to the Downtown District, the Tenney-Lapham neighborhood collective and ease of access to the Dane County Regional Airport and other multi-modal transportation options. Also included in the demographic are empty nesters who wish to remain in a centrally located area in their City.

As such, with the exception of the owner occupied units on E. Mifflin Street, the anticipated number of school age children that will increase with this project is minimal, with the thought that existing residents of Tenney-Lapham could relocate to this project and turn over existing single family housing stock.

A request for Tax Incremental Financing will be made by the developer for this project concurrent with



the Land Use submittals.

Additionally, a Certified Survey Map for the project has been generated and submitted to the City of Madison for review and approval.

**Project Program:**

The components of the project are as follows:

- Structured Parking
- Commercial/Retail/Office along East Washington and N. Livingston Streets
- Residential (rental apartment units) along East Washington and E. Mifflin streets.
- Residential (Live/Work units) along E. Mifflin Street.
- Residential (Owner Occupied units) along E. Mifflin Street.

Targeted business types for the Retail and Office portions of the include:

- Professional Services
- Pharmacies
- Artisans
- Galleries
- Sustainability based companies
- Restaurants/Pubs
- Medical Clinics and Outpatient Services
- Bank Branches

The Live/Work spaces provide another opportunity to provide jobs and incubation for small businesses and technology and design-related practices. Designed to provide maximum flexibility, there will be common gallery spaces and courtyards to encourage collaboration, display and idea sharing between entrepreneurs.

Examples of tenants include:

- Photography Studios
- Technology and Software startups
- Wellness related businesses
- Electronics and Computer related businesses
- Art Galleries
- Visual Art and Studios
- Professional Services

The targeted demographics for residents are as follows:

- Employees of businesses located in the district
- Design and Arts professionals
- Families desiring a sustainable urban lifestyle
- Current neighborhood residents

As a function of the desire to create a diversity of housing options, 20% of the proposed rental units will be designated for persons earning 50% of CMI.



The corners of N. Livingston, N. Paterson and East Washington, and mid block on E. Mifflin Street are the foci for pedestrian and bicycle activities at the street level. The intent is to activate the streetscape through gathering spaces, both open and covered, and a porous façade with multiple entry points to the building.

#### **Automobile Access and Parking**

Access to structured parking is off Paterson and Livingston streets, with through access between side streets provided within the proposed parking structure. Parking will be provided in a structured parking facility for Grocery Store customers, commercial tenants and residents. **No automobile access points will be created off Mifflin Street.**

Approx. **661** covered automobile parking spaces will be provided. Bicycle parking for tenants, workers, and guests is spread throughout the site at street level and in the parking structure.

Additionally, parallel automobile parking is allowed on all streets bordering the site for general use by the general public.

An internal drive-thru window to serve a ground floor tenant will be incorporated into the ground level parking area.

The proposed mixed-use project will have management on site and snow removal, grounds and building maintenance will be the responsibility of the management company.

Trash removal and container storage locations are internally located and hidden from public view and it is anticipated that truck access for trash removal will occur off of N. Paterson and N. Livingston.

#### **Parking uses and ratios:**

**Grocery Store:** 55,000 s.f.

Parking provided: 138 stalls at ground level

45 stalls on second level

**Total: 183 stalls**

**Ratio: 1 stall/300 s.f.**

#### **General Office:**

Parking ratio provided: **1 stall/300 s.f.**

#### **Potential Restaurant (corner of East Washington and N. Livingston, ground floor):**

**Size:** 3,558 s.f.

**Dining area:** approx. 2500 s.f.

Parking provided: 8 stalls at ground level

25 stalls on second level

**Total: 33 stalls**

**Ratio: 1 stall/76 s.f.**

#### **Residential:**

Parking provided: **1.08 stall/unit**

**Breese Stevens Special Events:**

A portion of the second floor parking structure can be used for special event parking for Breese Stevens Field patrons. The number of available stalls and available times will be coordinated with City of Madison Parks.

**Viewshed:**

The proposed project complies with adopted Planning documents with respect to height and setbacks. Because of this, views of the Capitol from Reynolds Park will be unobstructed by this project.

**Reynolds Park:**

Owner occupied condominiums are proposed for Mifflin Street directly across from Reynolds Park. This use will create a desirable and family friendly streetscape, and will enhance the traffic calming effects and pedestrian and bicycle scale of the East Mifflin Street Bike Boulevard.

**Pedestrian Access:**

Paths at the perimeter of the site, through the live work area, and at the mid-block access point give priority to easily navigating through and around the site, enhancing livability and long term successful use.

Using Walkscores.com as a metric, the 800 block already scores very high (see attached) and we are adding to the available resources through the creation of a full service grocery store and related amenities and living spaces.

The proposed development serves a large portion of the neighborhood population (including Williamson and Johnson Streets) within an eight minute walk, and to the Square and both lakes within a 15 minute walk.

**Bicycle Access:**

Bicycle access will occur at nodes on E. Washington at Livingston and Paterson streets and at a center access point on East Mifflin. We will enhance E. Mifflin as the premier Bike Boulevard in the city of Madison by providing convenient access and parking, and a work station. Additional covered bicycle parking for tenants and guests will be provided throughout the development. A B-Cycle location will be pursued for the site or at a Breese Stevens Field location.

Again referring to Walkscores.com, the area is referred to as a "Biker's Paradise" with Downtown, Capitol Square, and most of the Isthmus accessible within an 8 minute bicycle ride. See attached documentation for additional information.

Previous correspondence with B-Cycle representatives had indicated a preference for a B-Cycle location at Breese Stevens Field, however it does not appear as though that location is feasible, so we are working with B-Cycle to locate on the 800N block.

**Sustainability:**

- High density Brownfield developments served by existing infrastructure and public transit routes are the best solution to use existing resources and slow urban sprawl. This project will benefit the community and region by sparking additional development and business opportunities in an underutilized Corridor.



-The site is accessible by multiple bus, car and bicycle paths and is adjacent to the E. Mifflin bike boulevard.

**Public Transportation Access- Existing and Proposed**

**Current Bus Routes that serve the area:**

**East Washington:**

Routes 6, 14, 15, 25, 29, 27, 56, 57.

**Johnson/Gorham:**

Routes 2, 5, 9, 10, 27, 28.

**Jenifer/Williamson Street:**

Routes 3, 4, 10, 38.

-A BRT stop is proposed near the intersection of East Washington and N. Paterson Street.

-A B-Cycle stop will be located in the project at a location to be determined.

-Storm water will be collected for irrigation

-High efficiency toilets and faucets installed throughout

-Construction waste managed carefully for recycling

-Low-VOC products used for flooring, paint, adhesives

-Green roof features at courtyard and roof-top patio

-On site parking for Community Car and solar powered electric car charging stations are being pursued.

-Location scores high in walkability index much of the downtown and most of the east isthmus is accessible with a 15 minute walk.

-Green roofs and usable outdoor space

-LEED Silver Equivalency or greater level to determined through approval processes

-Minimal construction waste

-Minimal land disturbance

-Green roof installations

-BPIV systems

-Biogas digester

-Open Green space/pocket parks

-Accessible bike parking and access

-Covered bike parking

-Energy Star appliances

-Provide private and semi private outdoor space for all tenants

-Low flow water fixtures

-Stormwater recycling and storage for Roof Farm irrigation

-Employee shower and changing areas

-Community car areas

-Energy Star appliances

-Utilization of materials that have post-consumer content and are easily recycled/repurposed

-Utilization of reclaimed materials in live/work lofts

-Water source heat pump central system

-Ability to repurpose parking structure at a future date

-Low or no maintenance exterior cladding

-Rooftop Production Gardens

-Passive House principles

*A Passive House is a comprehensive, well-insulated, virtually air-tight building that is primarily heated by passive solar gain and by internal gains from people, electrical equipment, etc. Energy losses are minimized. Any remaining heat demand is provided by*



*an extremely small source. Avoidance of heat gain through shading and window orientation also helps to limit any cooling load, which is similarly minimized. An energy recovery ventilator provides a constant, balanced fresh air supply. "Passive" describes well this system's underlying receptivity and retention capacity. Working with natural resources, free solar energy is captured and applied efficiently, instead of relying predominantly on 'active' systems to bring a building to 'zero' energy. High performance windows, super-insulation, an airtight building shell, limitation of thermal bridging and balanced energy recovery ventilation make possible extraordinary reductions in energy use and carbon emission.*

#### **LEED:**

Silver equivalency or greater will be achieved. This is a function of best building practices as well as an avenue to earn bonus stories per UDD 8.

#### **APARTMENT UNITS:**

Apartment units will consist of a combination of Studios-4 bedroom units.

*Features of the Units are as follows:*

- 9'-8" clear ceiling height
- Floor to ceiling windows providing natural light and passive solar gains
- Shared and private outdoor space
- Efficient heating and cooling systems and high performing building envelope
- Stainless appliances
- Granite countertops
- Solid core wood doors
- Sustainable Flooring options
- Laundry facilities will be provided in each unit.

#### **OWNER OCCUPIED UNITS:**

Owner Occupied units will consist of a combination of 1-4 bedroom units.

*Features of the Units are as follows:*

- Built to Passiv Haus standards
- 10'-0" ceiling height
- Floor to ceiling windows
- Shared and private outdoor space
- Efficient heating and cooling systems and and high performing building envelope
- Stainless appliances
- Granite countertops
- Solid core wood doors
- Sustainable Flooring options
- Laundry facilities will be provided in each unit.
- Customizable finishes

#### **LIVE/WORK UNITS:**

Live/Work units will consist of a combination of Loft-3 bedroom units.

*Features of the Units are as follows:*

- Flexible spaces to accommodate a variety of end users and activities
- 12'-0" ceiling height
- Large windows and overhead doors to accommodate a variety of functions
- Shared and private outdoor collaboration and display spaces
- Efficient heating and cooling systems and high performing building envelope
- Stainless appliances
- Solid core wood doors
- Sustainable Flooring options



- Laundry facilities will be provided in each unit.
- Customizable unit layouts and finishes

**SCHEDULE:**

The design and development team schedule prior to 01.20.14 is as follows:

04.10.13- Project recommended by City 800 block RFP committee  
10.24.13 - Brief Summary of project at TLNA Annual Meeting  
10.30.13 – Presentation to Tenney-Lapham Neighborhood  
11.13.13 – Informational UDC  
11.13.13 Presentation to TLNA Council  
12.05.13 – Q+A with Tenney-Lapham Neighborhood  
01.08.14 – Informational UDC  
01.09.14 – Q+A with Tenney-Lapham Neighborhood  
02.04.14 – Meeting with Tenney-Lapham Neighborhood Development Subcommittee

**Proposed Project Schedule:**

New Construction start (Sitework and Pilings):	04.15.14
Grocery and Residential Tower Occupancy:	07.01.15
Complete Project completion and occupancy:	07.01.17

**Project Team:**

**Owner/Developer:**

Gebhardt Development  
222 North Street  
Madison, WI 53704  
608.245.0753  
Attn.: Otto Gebhardt III  
[gebhardtdevelopment@gmail.com](mailto:gebhardtdevelopment@gmail.com)

**Architect/Project Manager:**

Bark Design  
222 North Street  
Madison, WI 53704  
608.333.1926  
[studio@bark-design.com](mailto:studio@bark-design.com)

**Structural Engineer:**

Pierce Engineering, Madison, WI  
Carl Fink, P.E.

**Civil Engineer:**

Professional Engineering, LLC  
818 N. Meadowbrook Lane  
Waunakee, WI 53597  
608.849.9378  
Attn.: Roxanne Johnson, P.E., LEED AP



[Rjohnson@pe-wi.com](mailto:Rjohnson@pe-wi.com)

**Landscape Architect:**

Design Studio, etc.

608.286.9474

Attn.: Garret Perry, ASLA, LEED AP

[gperry@designstudioetc.com](mailto:gperry@designstudioetc.com)

**General Contractor:**

KBS Construction

1406 Emil Street

Madison, WI 53713

608.271.8111

Attn.: Tom Schuchardt

**Aldermanic District 2:**

Ledell Zellers

**Tenney-Lapham Neighborhood Association**

Joe Lusson, President

David Waugh, Chair of Development Committee

**Project Breakdown:**

Structured Parking- Approx. 703 stalls

Retail/Commercial space- Approx. 115,000 s.f.

Full Service Grocery Store- Approx. 55,000 s.f.

Rental Apartments- Approx. 192,024 s.f.

**Land Use Summary:**

The subject site is not located in a mapped environmental corridor.

Public Utilities and Services: This property is served by a range of urban services, including Metro Routes 6, 14, 15, 25, 29, 27, 56, 57. with a stop near the intersection of N. Paterson and East Washington.

The existing bus stop will remain in use throughout the duration of construction. A bench or other seating area will be provided for bus riders as part of the Landscape amenity package.

Additionally, a BRT stop is proposed for the site, with additional infrastructure associated with those improvements to be designed and funded separately from this proposed development.

**Dimensional Requirements**

**Lot Area**

Required: 6,000 sq. ft. (min.)

Proposed: Approximately 193,475 sq. ft. or 4.5 Acres

**Lot Width**

Required: 50'-0" (min.)

Proposed: 593'-0"- OK

**Front Yard Setback**

Required: 0'-0"



Proposed: 15'-0" -OK

**Side Yard Setback**

Required: 6'-0" (min.)

Proposed: 5'-15' per UDD8- 6'-0" will be provided per zoning code

**Rear Yard**

Required: 20'-0" (min.)

Proposed: 5'-15' per UDD8

**Maximum Lot Coverage**

Maximum: 85%

Proposed: 193,475 S.F. Total Site

158,701 S.F. = Lot Coverage = 82% < 85% =OK

**Minimum Height**

Required: 22'-0", measured to building cornice

Proposed: 24'-0" =OK

**Maximum Height**

5 stories / 68', except when approved as a conditional use

14 stories stories / 164'-0"

**Site Design**

**Number parking stalls: 703**

In General, 3 spaces per 1000 s.f. of commercial space and 1 stall per residential unit.

**Accessible stalls:**

14 total on first and second parking levels

**Loading Areas:**

3 (10' x 35') areas provided with 14'-0" clear height

**Bike parking:**

**244 stalls (will have breakdown)**

**Amenities:**

- Private and public outdoor space- private balconies, rooftop terraces
- Public Rooftop Terrace on 10th floor. Access and availabilities to be determined between City Staff, Developer, TLNA, and Project residents.
- Covered Automobile and Bicycle Parking
- Laundry Facilities in each unit
- Community Room
- On site fitness room or access to Constellation Fitness Room
- Shared Meeting spaces on commercial level
- Full Service Grocery Store



**Building Area Breakdown:**  
Total S.F.: 655,000 S.F.

**Breakdown by Component:**  
Grocery: 55,000 s.f.  
Parking: 292,600 s.f.  
Commercial/Retail/Office: 65,500  
Rental Residential: 220,100  
Owner Occupied Residential: 27,100

**Breakdown by Floor:**

**1ST (GROUND) FLOOR: 138,800 GSF**

7,000 S.F. COMMERCIAL/RETAIL  
3,000 S.F. LOBBIES, CIRCULATION  
63,800 S.F. PARKING, MECH., STORAGE  
50,000 S.F. GROCERY STORE  
7,000 S.F. OWNER OCCUPIED HOUSING  
8,000 S.F. LIVE/WORK HOUSING

**2ND FLOOR: 102,500 GSF**

27,500 S.F. COMMERCIAL/OFFICE  
2,800 S.F. LOBBY  
57,200 S.F. PARKING  
7,000 S.F. OWNER OCCUPIED HOUSING  
8,000 S.F. LIVE/WORK HOUSING

**3RD FLOOR: 104,325 GSF**

31,000 S.F. COMMERCIAL/RETAIL  
2,800 S.F. LOBBIES, CIRCULATION  
57,200 S.F. PARKING, MECH., STORAGE  
6,100 S.F. OWNER OCCUPIED HOUSING  
7,225 S.F. LIVE/WORK HOUSING

**4TH FLOOR:  
(PARKING LEVEL): 57,200 GSF**

57,200 GSF PARKING, MECH., AND STORAGE

**5TH FLOOR  
(PARKING LEVEL): 57,200 GSF**

57,200 GSF PARKING, MECH., AND STORAGE

**4TH FLOOR TOWER  
(RESIDENTIAL UNITS): 23,900 GSF**

(5) EFFICIENCIES  
(7) 1 BEDROOM  
(8) 2 BEDROOM  
(3) 3 BEDROOM



**5TH FLOOR TOWER**  
**(RESIDENTIAL UNITS):** 23,900 GSF

- (5) EFFICIENCIES
- (7) 1 BEDROOM
- (8) 2 BEDROOM
- (3) 3 BEDROOM

**6TH FLOOR**  
**(RESIDENTIAL UNITS):** 23,900 GSF

- (5) EFFICIENCIES
- (7) 1 BEDROOM
- (8) 2 BEDROOM
- (3) 3 BEDROOM

**7TH FLOOR**  
**(RESIDENTIAL UNITS):** 23,900 GSF

- (5) EFFICIENCIES
- (7) 1 BEDROOM
- (8) 2 BEDROOM
- (3) 3 BEDROOM

**8TH FLOOR**  
**(RESIDENTIAL UNITS):** 23,900 GSF

- (5) EFFICIENCIES
- (7) 1 BEDROOM
- (8) 2 BEDROOM
- (3) 3 BEDROOM

**9TH FLOOR**  
**(RESIDENTIAL UNITS):** 23,900 GSF

- (5) EFFICIENCIES
- (7) 1 BEDROOM
- (8) 2 BEDROOM
- (3) 3 BEDROOM

**10TH FLOOR**  
**(RESIDENTIAL UNITS):** 23,900 GSF

- (5) EFFICIENCIES
- (7) 1 BEDROOM
- (8) 2 BEDROOM
- (3) 3 BEDROOM

**11TH FLOOR**  
**(RESIDENTIAL UNITS):** 13,100 GSF

- (0) EFFICIENCIES
- (5) 1 BEDROOM
- (4) 2 BEDROOM
- (4) 3 BEDROOM



**12TH FLOOR**

**(RESIDENTIAL UNITS):**      13,100 GSF

(0) EFFICIENCIES

(5) 1 BEDROOM

(4) 2 BEDROOM

(4) 3 BEDROOM

**14TH FLOOR (Two Level Units)**

**(RESIDENTIAL UNITS):**      10,452 GSF

(0) EFFICIENCIES

(5) 1 BEDROOM

(4) 2 BEDROOM

(4) 3 BEDROOM

(1) 3 BEDROOM

**15TH FLOOR**

**(RESIDENTIAL UNITS):**      10,452 GSF

**END**

Respectfully Submitted,

Otto Gebhardt III

Gebhardt Development



## **Supplemental Information:**

### **Project Team Bios:**

#### **GEBHARDT DEVELOPMENT**

**Attn: Otto Gebhardt III**

**608.245.0753**

**222 North Street Madison, WI 53704**

Otto has been involved in real estate investment and a business owner in Madison, Wisconsin and surrounding communities for more than 21 years. Otto has significant contacts in the Madison real estate and financial markets. He owns and operates numerous companies, including Colonial Management, Inc., which is a property management company that manages approximately 1,200 commercial and residential units in the Madison metro area. Otto has successfully developed and redeveloped several properties in the Madison area and has garnered past recognition from Madison city officials for the quality and viability of his commercial real estate projects. Otto's vision and ability to complete complicated transactions was apparent with the current construction of the Constellation project on the 700N block of East Washington, using a variety of financing instruments and TIF. He owned and managed Quality Fitness, a retail fitness equipment business with headquarters in Madison, for approximately 16 years from 1988 to 2004. Otto has been active in civic and non-profit organizations for his entire professional life.

#### **SKOGEN'S FESTIVAL FOODS**

**Attn: Kirk Stoa**

Festival Foods, a family-owned company operating stores strategically throughout Wisconsin, was founded as Skogen's IGA by Paul and Jane Skogen in 1946 in Onalaska, Wis. With only \$500 of borrowed money and a lot of enthusiasm, Paul and Jane began the company which now operates 18 full-service, state-of-the art supermarkets and employs more than 5,000 full and part-time associates. Festival Foods is well-known for its "Boomerang Theory" - every business decision we make is based on the question, "Will it bring the customer back?"

Festival Foods: Past to Present From 1946 to 1974, the Skogen family acquired a number of small IGA stores and in 1979 it added the Red Owl store in Holmen, Wis. Paul Skogen passed away in 1976 at which point his son, Dave, along Dave's wife, Barb, oversaw company operations.

In 1990, the Skogen family identified a shifting trend in consumer buying habits and decided a change of store format was best for the company's future growth. On June 28, 1990, they opened their first Festival Foods store in Onalaska. In 1992, Dave's son Mark joined the company full-time. Together, Dave and Mark led Festival Foods to unprecedented growth by opening additional stores across Wisconsin in Marshfield, Green Bay, Bellevue, De Pere, Oshkosh, Eau Claire and Holmen.

Dave transitioned to Chairman of the Board in 2006 and continues to be active in the company. With that change, Mark became CEO and President and has carried on the tradition of success built by his father and grandfather. Since 2006, Festival has opened stores in La Crosse (Copeland Avenue), Appleton (Darboy), Appleton (Northland Avenue), Fond du Lac, Manitowoc, Neenah, Suamico, Sheboygan, La Crosse (Village Shopping Center) and Kenosha.



## Architects

### BARK DESIGN- PROJECT ARCHITECT AND DEVELOPMENT MANAGER

Attn: Christopher Gosch

608.333.1926

Christopher's experience has taken him around the country for retail, commercial, and multi-family housing projects. His ability to create spaces in unexpected and unique ways has been a result of many years of research, listening, and implementing these ideas.

As a former employee of the Alexander Company, Christopher worked on very challenging historic renovation, multi-family, and commercial projects, and as a strong believer in collaboration as a design tool, he has been able to successfully work with building owners, tenants, contractors, and tradespeople to create enduring, functional, and inspirational built environments.

He is a registered Architect in the State of Wisconsin and is continually exploring new ways to build and live.

Work can be viewed at: [www.bark-design.com](http://www.bark-design.com)

### KAHLER/SLATER ARCHITECTS

attn.: Glenn Roby

#### Our Purpose

We exist to enrich life through artful design.

#### Our Mission

Partner with visionary clients to bring their visions to life through total experience design.

#### Our Core Values

- Trusting Relationships
- Respectful Collaboration
- Passion
- Creativity
- Integrity
- Openness
- Community

### ARCHITEKTBURO HANSEN/Passivhaus Architect

Attn.: Meinhard Hansen

[mhansen@meinhard-hansen.de](mailto:mhansen@meinhard-hansen.de)

[www.meinhard-hansen.de/](http://www.meinhard-hansen.de/)

Mobile: 01149 (0)151 24034024

Meinhard Hansen is a Passivhaus Architect from Madison's Sister City of Freiburg, Germany who has over 20 years of experience in designing and building to the super-high energy efficiency standard referred to as "Passivhaus" (PH). Buildings built to the PH standard use 80-90% less heating and cooling load than conventional construction. Mr. Hansen, in collaborations with Mr. Petith of GreenLink Projects LLC, has been developing connections over the past 5 years to enter the Madison marketplace.

Mr. Hansen will help design and implement the technologies needed to construct two PH Townhouse units on the NE side of the property that will be used to demonstrate PH concepts and technologies. He will be working in conjunction with Viessmann Group in Allendorf, Germany to source relevant technologies, will consult on the project, and will also be a resource as the facility develops distance-learning workshops that showcase green technology and innovations from Freiburg.



### General Contractor

#### KBS CONSTRUCTION

Tom Schuchardt

(608) 838-6100

3841 Kipp St. Madison, WI 53718

KBS was founded in August of 2000 by Dennis Klein, Torn Schuchardt, Larry Breneman and Pat Babe. These four combined over 100 years of construction and development experience to form a new general construction company serving southeast Wisconsin.

The foundation of the KBS business plan was to assemble the best field operations in Wisconsin and supplement that with superior estimating and project management services. The combination of the best self-perform construction operations, with high quality management, utilizing state of the art tools and systems, has helped KBS steadily grow into one of the largest contractors in Wisconsin.

In 2005, Doug Carlson joined KBS as a vice president, Chief Financial Officer and shareholder. Doug's wealth of experience and quality reputation in the industry is a substantial asset to the company.

This group's diverse experience in administration, field operations, accounting, finance and development enables KBS to approach every project with a unique understanding of not only design and construction, but the intricacies of financing, developing and marketing the final product.

### Landscape Architect

#### DESIGN STUDIO ETC.

Garret Perry ASLA, LEED AP [gperry@designstudioetc.com](mailto:gperry@designstudioetc.com)

Garret has been practicing landscape architecture and community based planning for the past 20 years. His strong emphasis on timeless design and community participation has established him as respected professional in the Midwestern community. Garret's commitment to inspired and collaborative greatest strength.

### Other consultants:

#### Civil Engineer:

Professional Engineering; Waunakee, WI

Roxanne Johnson, P.E.

#### Structural Engineering:

Pierce Engineering, Madison, WI

Carl Fink, P.E.

#### Surveyor:

Isthmus Surveying; Madison, WI

Paul Spetz

#### Geotechnical Engineer:

CGC Inc. ; Madison, WI

Dave Staab



## OTHER PROJECT PARTNERS

### **Sustain Dane**

**Jessie Lerner**  
**Executive Director**

Sustain Dane (SD) will be a project tenant and a facility/site events programming partner. SD will conduct a portion of their ongoing events and programs in the facility (ie: Badger Bioneers and Eco-Salon) programs that help the community understand issues and trends in the area of sustainability. Additionally, SD will collaborate to bring other sustainability-related events to the CED area, including 2-3 programs with components at Breese Stevens Field.

SD, under Ms. Lerner's stewardship has grown into the region's premier sustainability organization and in conjunction with several partners (including the City of Madison and MGE) has developed several programs that assist the business community in realizing a greater level of sustainability in their buildings and general operations. These connections will serve as one of the networks to help cultivate tenants for the development.

### **Madison Gas & Electric**

**Lynn Hobbie**  
**Executive Vice President**

Madison Gas & Electric (MGE) is willing to explore funding opportunities for energy-related demonstration areas in the 800N Block site. If MGE were to be involved, they would collaborate with Gebhardt Development LLC, UW-Madison and other stakeholders to design, plan and implement the proposed demonstration areas that will serve to educate the Madison community about specific energy opportunities and applications. Ms. Hobbie and her team have been involved in the Gebhardt Development proposal and have indicated a strong interest in the proposed interactive concept of site and facility.

### **UW-Madison**

Craig Benson, Co-Director, Office of Sustainability;  
Paul Robbins, Director, Nelson Institute for Environmental Studies;  
Elizabeth Tryon, Assistant Director for Community-Based Learning, Morgridge Center for Public Service;  
Tom Eggert, Esq., School of Business, WI-DNR, WI Sustainable Business Council;  
Laura van Toll and John Ferrick, College of Agricultural and Life Sciences International Programs Office

UW-Madison will have several avenues of involvement in the activities on the 800 N. Block site. The Office of Sustainability and Nelson Institute will help provide interns to partner with the Gebhardt Development team to assist with site, facility and 'green' demonstration area project development. Many of the proposed demonstration features of the site and facility will be designed to host ongoing research components. This capacity will allow the renewable energy and energy efficiency site aspects to remain fresh and relevant into perpetuity. The Morgridge Center for Public Service will help coordinate ongoing site and facility support by assisting with Community-based Learning and Research.

Ongoing infrastructure support would include student tour guides, information desk staffing and related activities to be coordinated with other stakeholders (i.e.: Sustain Dane and MGE). The School of Business and WI Sustainable Business Council will assist in identifying potential WI-based tenants.

The CALS International Programs Office has a working relationship with Ted Petith (a CALS Associate Lecturer) to plan, organize and lead Global Health Certificate Field Experience courses both in Madison and in Freiburg.



These UW-Madison entities are extremely supportive of increasing the number of real-world opportunities for students that serve to enhance their traditional classroom experiences (i.e.: Capstone courses), and are excited about a long-term relationship with the Project and site. This dynamic will be a unique method of injecting developing young minds into the CED to help invigorate and enliven the area.

### **GreenLink Projects LLC**

#### **Ted Petith**

As Principal Consultant of GreenLink Projects LLC, Mr. Petith's work in the past 8 years has centered on information and expert exchange – particularly concentrating on Madison's Sister City of Freiburg, Germany – that can be used as the basis for exciting and forward-thinking 'green' projects in Madison. Mr. Petith has worked extensively with the City of Freiburg and the German-American Chamber of Commerce of the Midwest (GACCoM) to develop networks that can support ongoing informational and educational exchange for the benefit of the Madison community.

Mr. Petith has worked extensively to bring green-tech experts to Madison and has also led or facilitated several fact-finding delegation trips to Freiburg for the City of Madison, UW-Madison and the GACCoM. In addition, he has helped several GACCoM delegations find contact opportunities in WI, including a week-long GACCoM BioEnergy Conference and Delegation that visited Madison (Oct. 2011). Mr. Petith and GreenLink Projects LLC have developed an extensive list of business contacts in Germany and WI who are interested in innovative green projects. As a member of Gebhardt Development's 800 N. Block project team, Mr. Petith will utilize his many years of networking and cultivation to bring a unique dynamic to the project. Mr. Petith will work as a Gebhardt team member to finalize tenancy for the GreenLink Centre, assist in implementing the broader 'green vision' for the site.

### **City of Freiburg, Germany**

**Günter Burger, Head, International Affairs Division;**

**Petra Hess, Freiburg Green City Office**

Freiburg is Madison's Sister City in Germany and is a globally-recognized destination for green technologies, projects, R&D and eco-tourism. With over 15,000 people living in sustainably designed neighborhoods (Stadtteil Vauban and Reissfeld), a strong public and carbon-free transportation system, innovative projects (i.e.: Solar Info Center, Buggingerstrasse 50, Solar Hotel Victoria) and many other 'best-practice' sustainability initiatives, Freiburg provides good models for medium-sized urban environments. In the last 8 years, collaborating with Ted Petith of GreenLink Projects LLC, the City of Freiburg has assisted Madison-based green professionals, UW-Madison students and others to experience what it has developed in the green space, as well as facilitating knowledge-exchange on potential projects that could benefit its US Sister City of Madison.

The City of Freiburg will assist in organizing Freiburg-related green information and demonstration areas for the project and will continue to facilitate green-related educational exchange with Madison by helping to support the facility's distance-learning activities and objectives. Mr. Burger and Ms. Hess were briefed in Freiburg in late October 2012 by Mr. Petith on the potential of a Gebhardt proposal. They have been updated recently on progress and are very excited to collaborate on a variety of levels.

### **Commercial Broker**

**Lee and Associates**

**attn.: Todd Waller**

Mr. Waller will attempt to find suitable commercial tenants that meet the objectives of the developer.