

# 800N East Washington

Selection Committee Meeting  
03.07.13





# Process

- Ongoing for nearly two years
- Many ideas generated from first RFP submittal for 800N
- Great feedback from Neighborhood and City
- Have successfully worked through approvals and entitlements in District
- Site Vacant-No residents or businesses will be displaced



GEBHARDT  
DEVELOPMENT

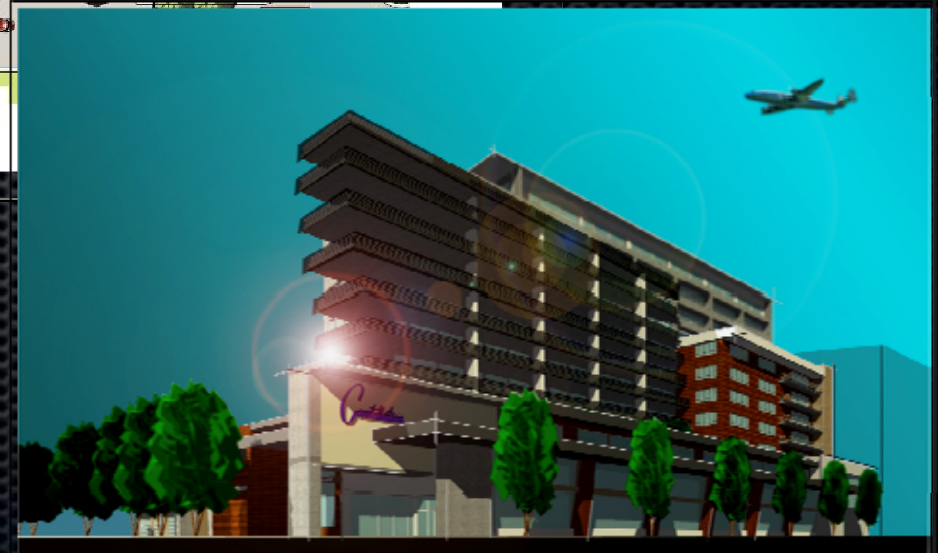
*Metcalf & Eddy*



# SITE PLAN



J U L Y 2 0 1 1



*Metcalf's*

M A R C H 2 0 1 3



View from Constellation- 10th Floor



# Team experience:

- Market Conditions
- Rental and Retail Environments
- Neighborhood and City goals
- Site conditions and solutions
- Process





# Goals

- Full Service Grocery
- Commercial
- Mix of Residential
- Pedestrian and Bicycle oriented access
- Strengthen Mifflin Street Bike Boulevard



What does sustainability mean?

**How can sustainability be incorporated throughout the entire project?**



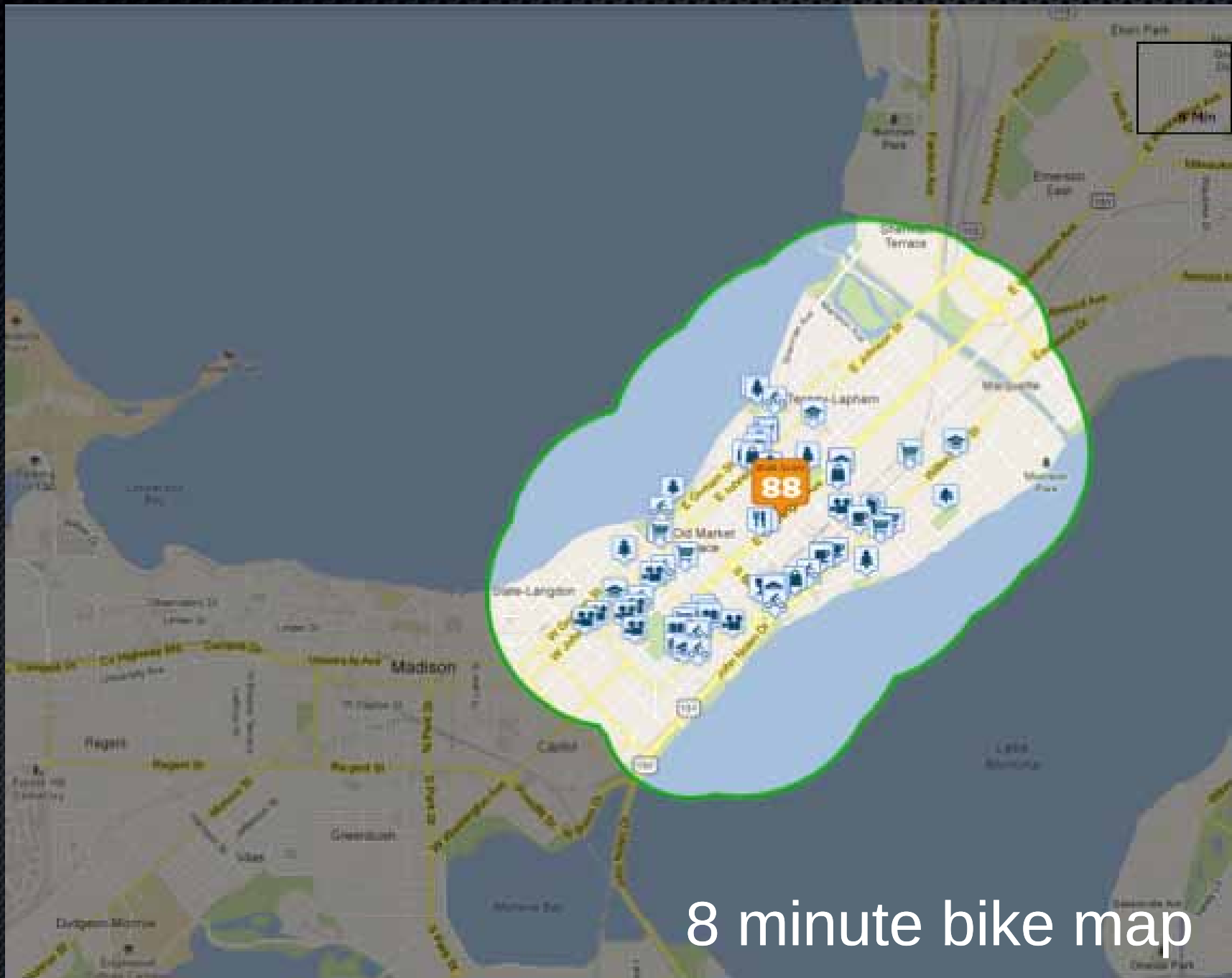
# Sustainability

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

## Benefits to Neighborhood

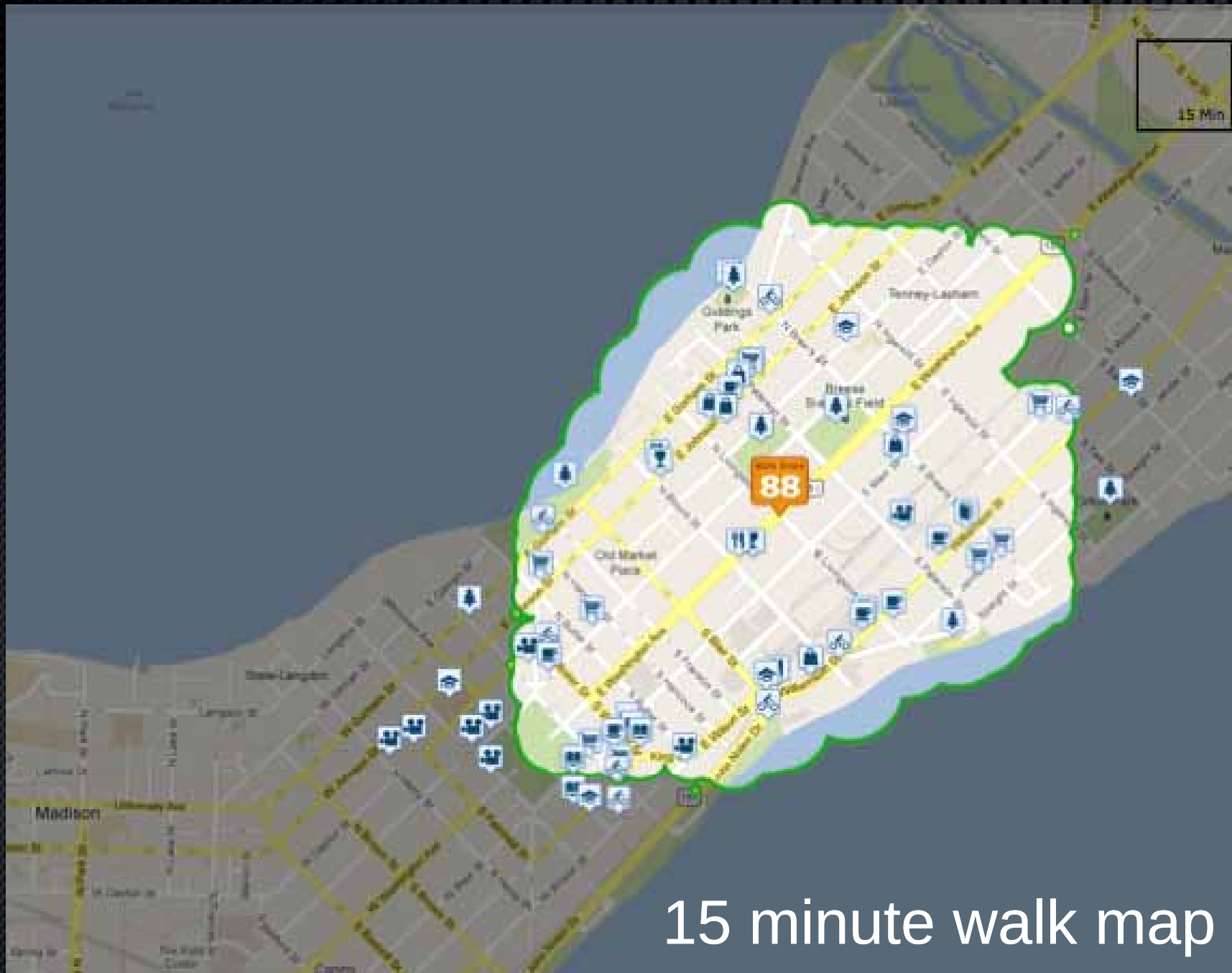
- Keep residents in District and on the Street
- Minimize travel to big box retailers
- Creates gathering spaces and diverse mixes of people, interaction, and ideas
- Enhances and complements current residents and businesses
- Interconnectivity with Breese Stevens Field





8 minute bike map





15 minute walk map



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# Design Objectives

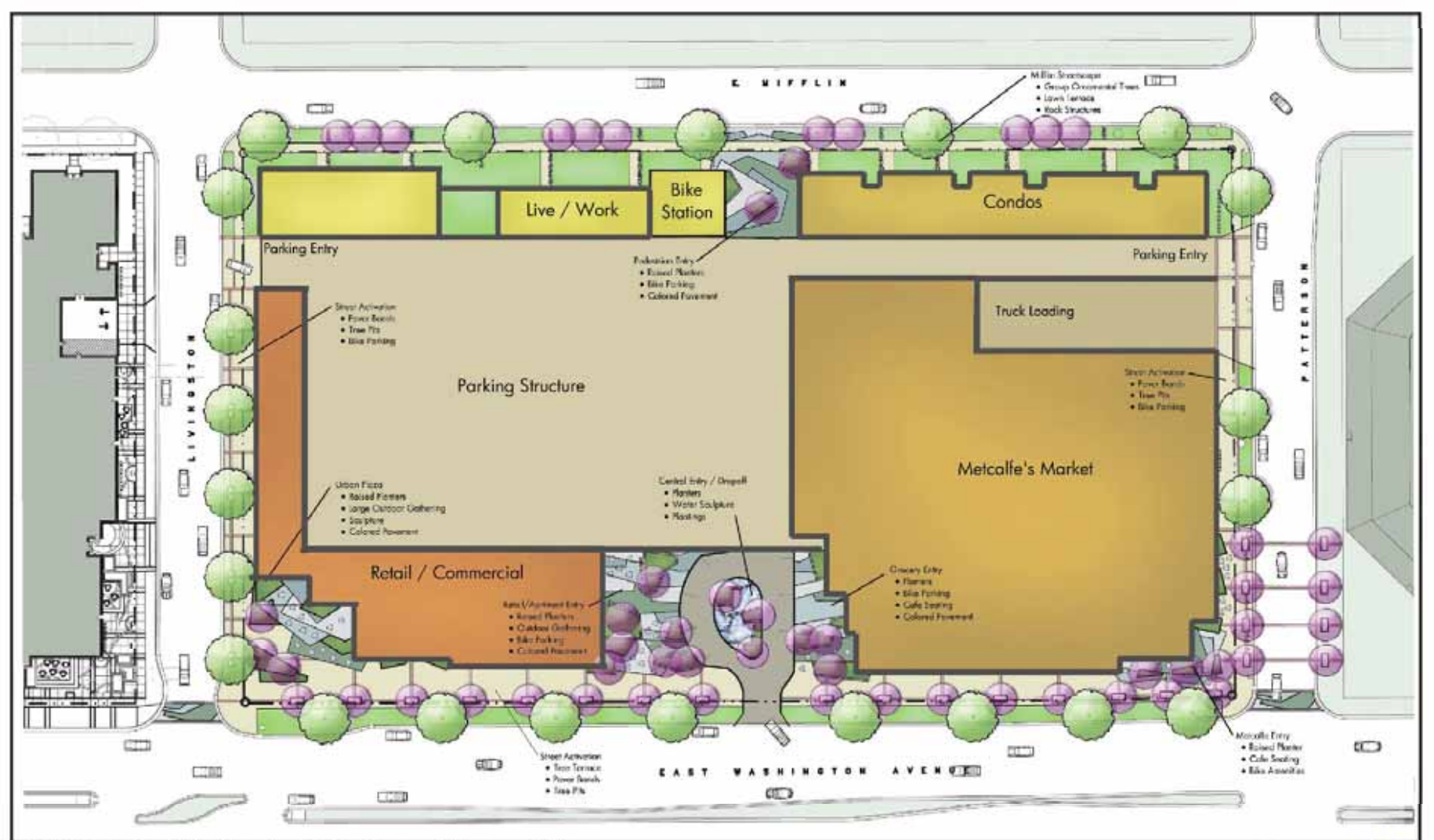
- Create a dynamic 24 hour District Destination
- Comply with City and Neighborhood Plans
- Emphasize pedestrian, transit and bicycle transportation solutions
- Create a project where Freiburgers would come to visit Madison to exchange ideas



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## 800 Block East Washington Redevelopment Concept Plan

Madison, Wisconsin

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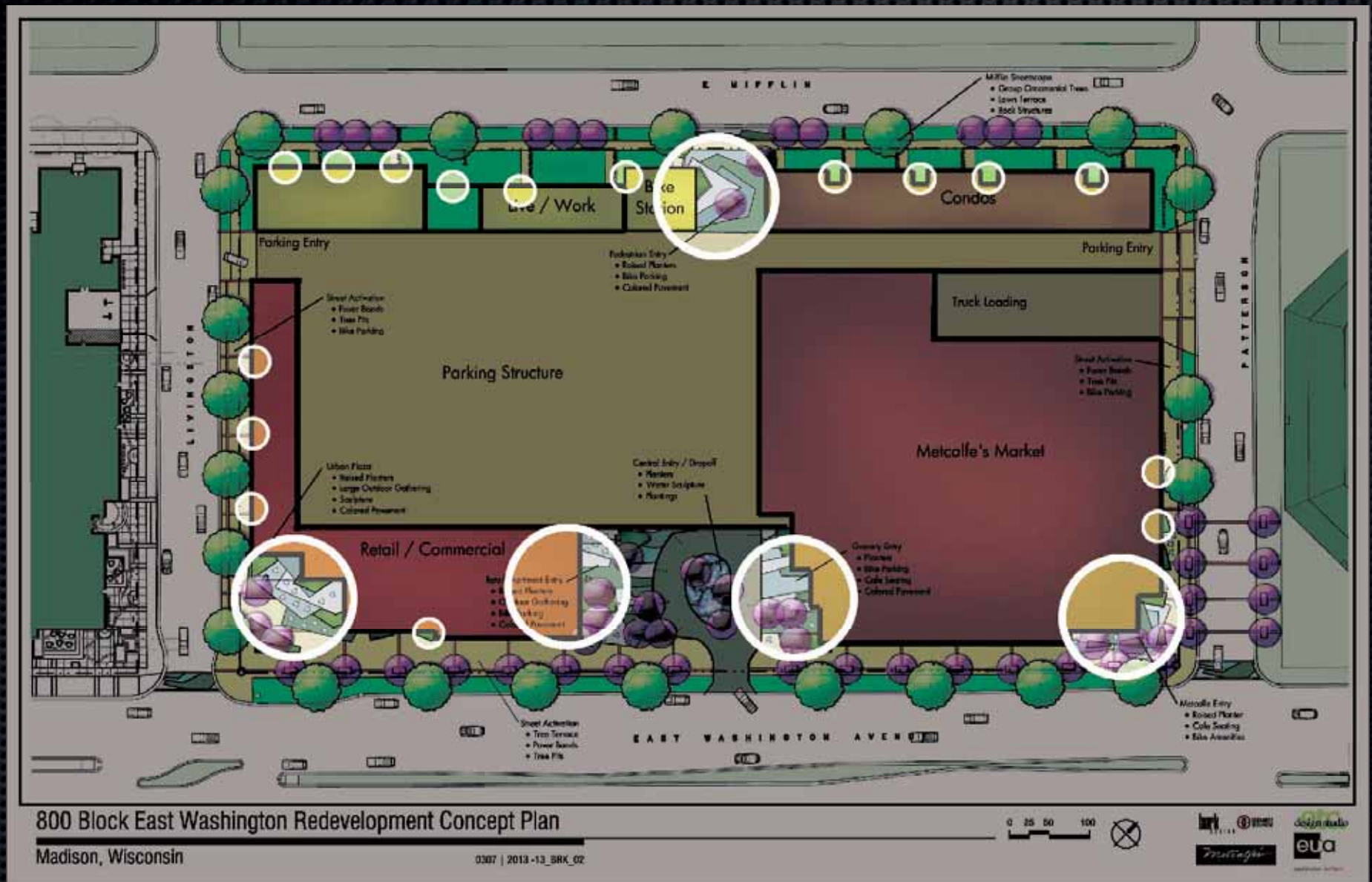
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# Overall Site Plan







# Primary Bicycle and Pedestrian Access Points









VIEW FROM INTERSECTION OF E. WASHINGTON AND LIVINGSTON

*Metcalfes*  GEBHARDT  
DEVELOPMENT

 GEBHARDT  
DEVELOPMENT

*Metcalfes*





VIEW FROM INTERSECTION OF E. WASHINGTON AND PATERSON

*Metcalfes*  GEBHARDT  
DEVELOPMENT

 GEBHARDT  
DEVELOPMENT

*Metcalfes*





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

*Metcalfes*  GEBHARDT  
DEVELOPMENT

 GEBHARDT  
DEVELOPMENT

*Metcalfes*



# METCALFE'S MARKET & HANDLEBAR BISTRO

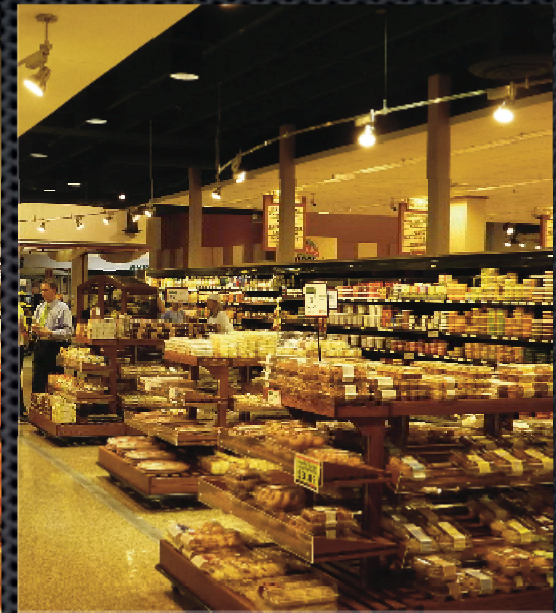




# Metcalfe's Market

- Extensive Variety of products and pricing- Allows shopping in neighborhood without leaving
- Commitment to large variety of items- Organic and conventional
- Wide range of products and prices
- Store size will meet current and future needs without remodel or expansion

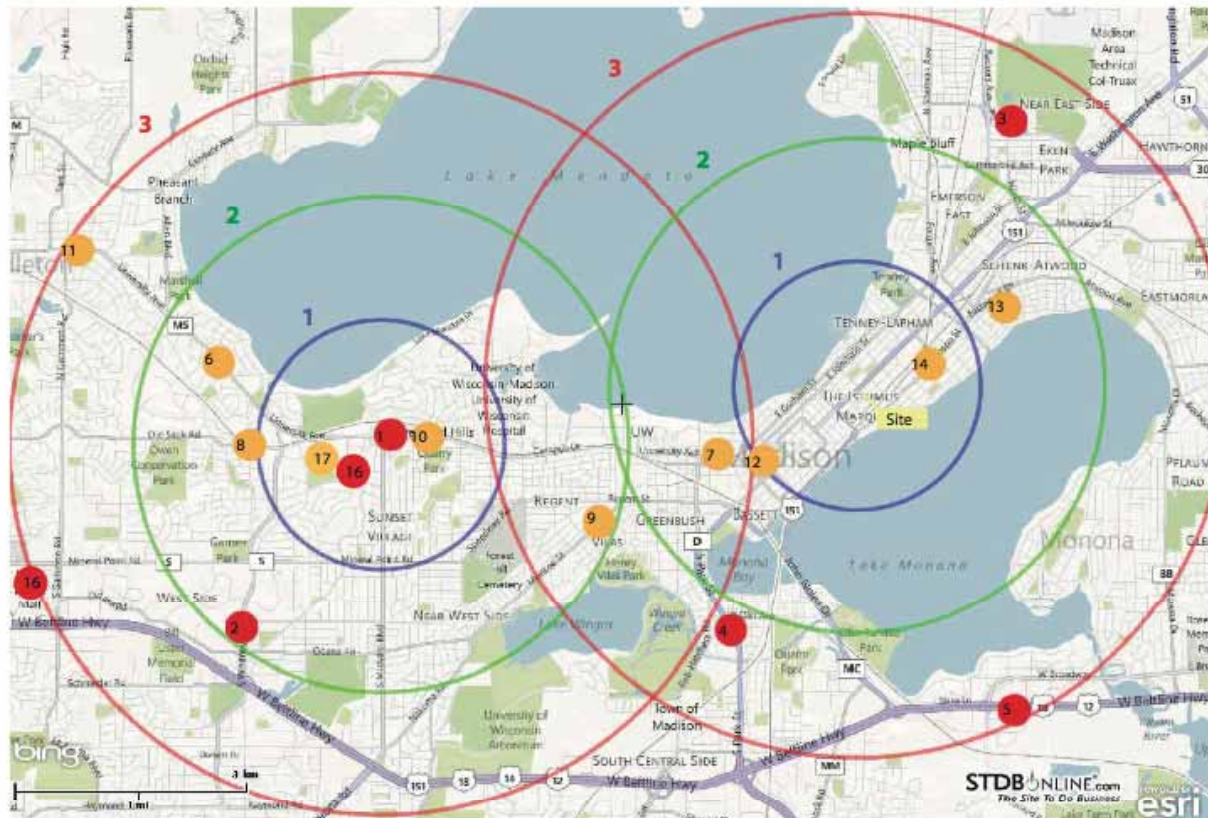




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# GROCERY & SPECIALTY STORES 3 MILE RADIUS



## Hilldale - 3 Mile Radius

### 1 Mile Radius:

Population - 10,490

Households - 6,321

### Grocery - Full Line

|    |                  |                       |
|----|------------------|-----------------------|
| 1  | Copps Food Ctr   | 3650 University Ave   |
| 2  | Copps Food Ctr   | 620 S Whitney Way     |
| 15 | Metcalf's Market | 726 N. Midvale Blvd   |
| 16 | Metcalf's Market | 7455 Mineral Point Rd |

### Specialty Foods - Limited Assortment

|    |                             |                       |
|----|-----------------------------|-----------------------|
| 6  | Brennan's Market            | 5533 University Ave   |
| 7  | Fresh Madison Market        | 703 University Ave    |
| 8  | Knoche Food Ctr & Meat Mart | 5372 Old Middleton Rd |
| 9  | Trader Joe's                | 1810 Monroe St        |
| 10 | Whole Foods Market          | 3313 University Ave   |
| 11 | Willy Street Grocery Co-Op  | 6825 University Ave   |
| 17 | Target                      | 750 Hilldale Way      |

## East - 3 Mile Radius

### 1 Mile Radius:

Population - 22,160 +55%

Households - 9,582 +33%

### Grocery - Full Line

|   |                     |                |
|---|---------------------|----------------|
| 3 | Copps Food Ctr      | 2502 Shopko Dr |
| 4 | Copps Food Ctr      | 1312 S Park St |
| 5 | Walmart Supercenter | 2101 Royal Ave |

### Specialty Foods - Limited Assortment

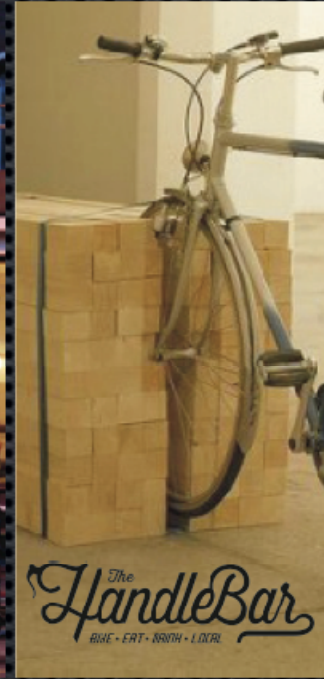
|    |                       |                    |
|----|-----------------------|--------------------|
| 12 | Capitol Centre Market | 111 N Broom St     |
| 7  | Fresh Madison Market  | 703 University Ave |
| 13 | Jenifer Street Market | 2038 Jenifer St    |
| 9  | Trader Joe's          | 1810 Monroe St     |
| 14 | Willy Street Co-Op    | 1221 Williamson St |

Source: Site To Do Business Online









STUDIO H2G 114 115 116 117 118 119 120 121 122 123 124 125 126 127 128 129 130 131 132 133 134 135 136 137 138 139 140 141 142 143 144 145 146 147 148 149 150 151 152 153 154 155 156 157 158 159 160 161 162 163 164 165 166 167 168 169 170 171 172 173 174 175 176 177 178 179 180 181 182 183 184 185 186 187 188 189 190 191 192 193 194 195 196 197 198 199 200



# Project Partners

- Sustain Dane
- City of Freiburg
- MG & E
- UW-Madison
- Johnson Controls
- Viessmann Group
- Meinhard Hansen
- Underground Food Collective
- GreenLink Centre





- Biogas
- Rainwater collection/irrigation
- Living Lab for Community



# PASSIVHAUS MODEL- MEINHARD HANSEN ARCHITECT- FREIBURG





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# Questions?