







TENNEY TOWN CENTER | MADISON, WI

East Washington Avenue - 800 Block

Proposed Development

Response to the City of Madison RFP

February 15, 2013

T. Wall Enterprises

Plunkett Raysich Architects LLP

T. Wall Enterprises

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Madison, WI 53562
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February 15, 2013

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

Dear Mr. Marx:

We've been driving up and down East Washington Avenue our whole lives and we're very pleased to see the city continue to invest in improving this 'first impression corridor' to tourists and others visiting our city.

What is now needed to cap off the city's and state's investment is an iconic visual statement; an image worthy of a postcard. We intend to provide that image; an image harkening back to the grand old years of multi-use stadiums, playing off the Breese Stevens Field theme. (In the 1940's, Breese Stevens was the home of the Madison Blues, the city's minor league baseball team, was later used for football, and now for soccer.)

It's time to bring back the magic! To recapture the spirit of local sports, whether they be baseball, football or soccer, which the stadium is currently used for. Our idea is to theme our development with sports imaging, starting with an iconic visual statement for visitors and residents alike traveling up the corridor.



As you can see, the image to the left reflects (mirrors) the Breese Stevens architectural theme and details (along with the brick recalling the old neighborhood brick industrial buildings along the corridor in the same area), which combined with a baseball field logo and a roof line that precisely captures the same architectural statement of the stadium's grandstand roofline. (Likewise, on the interior of the town center, the roof will be a replica of the grandstand roof, but overhanging the rooftop balconies of the apartments on the top floor.) You'll note that the development of Coors Field in Colorado caused a redevelopment of the area in which it was built, with new shops, galleries, and the like. We want our development to be a similar catalyst for the corridor.

The Team

T. Wall Enterprises, LLC is making this proposal as part of a team to develop and own the property known as the 800 block of East Washington Avenue, but which may be called Tenney Town Center. Team members include Jeff Mauer of Fresh Market, who will lease, operate and own a 35,000 square foot grocery store on the site; Wisconsin Management, which will manage the apartments for T. Wall; Kirk Keller and Michael Sobzcak of Plunkett Raysich Architects, the planner and architect on the project; Encore Construction, the general contractor for the project along with Miron Construction as a teammate; Ken Saiki, who will provide the urban landscape architectural theme, and Vierbicher Associates as the civil engineer for the project.

Our proposal follows the city format, below, but we want to first start out with a general introduction and presentation for your overview. In general, we are proposing to develop approximately 225 to 250 apartments, with a 35,000 square foot grocery store and roughly 30,000 gross square feet of other space, in addition to community space and amenities such as a community room, outdoor gardens, fitness center, library, and more.

Background

As background, the developer is probably the most familiar developer with this neighborhood. Terrence Wall grew up on the east side and attended both St. Pat's and Lapham schools, each located just two blocks away. (He was even a crossing guard on Ingersoll Street in 5th grade!) He also lived in the City Market and Das Kronenburg apartment buildings while he was attending the UW-Madison in the real estate program. The former owner of this site, Dave Miller, was also a classmate of Wall's in high school.

Wall has driven by this site and through this neighborhood almost every day for more than 30 years. He has always wondered why East Washington Avenue hadn't developed as rapidly as other neighborhoods, in particular compared to the west side neighborhoods, and as a result, he first proposed a TIF district for the East Washington Corridor to a former Mayor more than ten years ago. This is a developer who really cares about this neighborhood and who will be committed to the neighborhood long-term as owner of the property.

An example of that commitment is the developer and architect also recently completed a five year process of working with the Tenney-Lapham neighborhood to develop the new John Wall Family Pavilion at Tenney Park; a "home-run" in terms of park shelters that sets a new standard for private-public interaction and cooperation. About six years ago Wall was sitting in the Tenney Park Shelter with his wife and daughters when he suggested to them that it was time for the old shelter to be replaced. And so, on his own, he hired Plunkett Raysich Architects to work to design a new shelter, after which he then first proposed it to Mary Lang Sollinger to get her input and 'buy in'.

Once Mary was on board, the team approached the neighborhood with the idea, and the neighborhood formed a committee to assist in promoting the project and securing city approvals. The developer personally donated about $25,000 towards the initial costs of the project, and was fortunate to have the tremendous support of the neighborhood and the committee and Mary, who spent countless hours over many years working to secure approval of the city. (Likewise, the project could not have happened without the support of Kevin at the Parks Department and so many others, including the alderperson.)

Later when the project was approved but the economy stalled out fund raising efforts, Mary and the developer worked with John Wall to secure the 'anchor' donation, which when combined with thousands of other donations enabled the project to go forward.

Wall is very proud to see what is now not only the largest and best park shelter in the city serving so many residents and neighbors, and which is now called the John Wall Family Pavilion at Tenney Park.

Wall and this team would like to work in a similarly cooperative and team fashion with the city and the neighborhood to develop the 800 block of East Washington Avenue into a neighborhood focal point that can be something that we will all be proud, just like the John Wall Family Pavilion. (Sure, the site could be just another big, concrete towering structure imposing over the top of the neighborhood homes, but why settle for less; why not make an iconic architectural statement?)



And unlike others, this team doesn't just view this opportunity as just another development project to build and leave, but rather, we view this as our obligation to revitalize part of our neighborhood, and we want this development to reflect the history and connection that we have with our neighborhood. Remember, it's not that long ago that Wall was playing 'king of the mountain' on a snow pile in the parking lot of St. Pat's school, getting snowballs thrown at him by Chris and Kevin Farley and other schoolmates. Wall has the intimate care and knowledge of the history of the area to do this right.

Our team is excited by the opportunity to develop this mix used project that will blend with the existing style of architecture of the neighborhood. Our approach to development requires careful attention to detail, and does not involve a "develop and flip" mentality. By combining long lasting exterior materials with high quality interior finishes (we don't use vinyl siding), this development will serve as solid, long term investment for city and the neighborhood. Our goal is to provide the residents with the best quality living environment, amenities, as well as superior management services.

Our successful track record is proven by our existing apartment communities, including the Holborn Village and Camden Court in High Crossing on Madison's east side, The West End in Verona, Wisconsin, and Tribeca Village in Middleton; all incorporating examples of the design, materials, and quality we are speaking of. And most of all, by our commitment to a high standard of continuous maintenance so as to keep the buildings look fresh and new, as demonstrated at all of our 47 properties throughout greater Madison.

Likewise, our successful track record of coordinating all aspects of the development with local governments, architects, contractors and lenders should provide the city with the assurances the city needs in a development team.

Sincerely,

Terrence Wall
T. Wall Enterprises, LLC

Kirk Keller
Plunkett Raysich Architects, LLP

Michael Sobczak
Plunkett Raysich Architects, LLP

Ken Saiki
Ken Saiki Design

Miron Construction

Vierbicher Associates

Encore Construction



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a. Describe the development program and concept.



a | Development Program and Concept

The development of this block has got to be done with care, in a manner that won't overwhelm the neighborhood. This site is unique, because it forms the 'bridge' between the gigantic tower to the south, an open park space to the west (lending direct visibility of this parcel from many homes), to the low rise structure of Breese Stevens Field. The proper development on the 800 block is an opportunity to 'scale down' the gigantic structure to the south in order to harmonize with the park to the west and Breese Stevens to the north to create balance and scale. There is no other development to the west (on the park site), so it's our job to develop a bridging mechanism and provide appropriate neighborhood scale architecture to please the residents and fit in, rather than try to be 'modern' or out of place.

The true sign of success of this project would be if a new resident walked by and never realized that the Tenney Town Center was new, because it fit in so well that the resident just assumed it had always been there.

Which is why the development should be modest in size; this should not be a question of 'highest and best use' of the site, because that may not be appropriate for the neighborhood, and frankly, that has been tried already during the first RFP process and didn't work. The real question should be: what is the most appropriate use for this site?

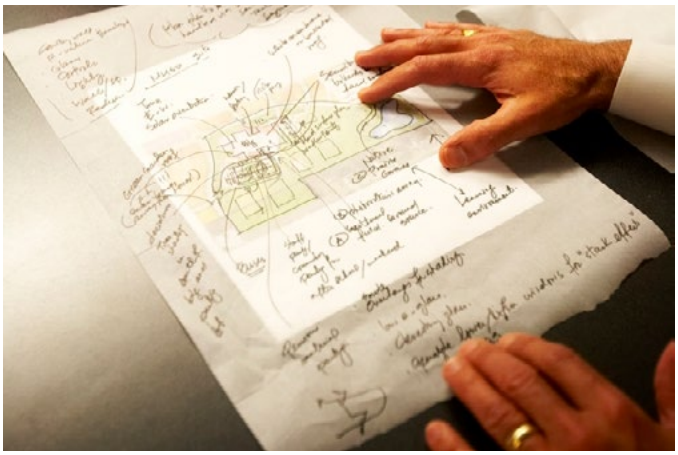
What doesn't work?

Developing to so-called maximum density simply creates more problems than it solves. For example, constructing higher than five floors means having to use high rise (steel and concrete) construction codes, which increases the cost by 50%, thereby making those living units significantly less affordable. The neighborhood needs these units to be affordable so that senior citizens in the area can afford to continue to live in their neighborhood. (Our team will use steel and concrete for the grocery store, but use the low and mid-rise construction codes for the apartments thereby keeping costs down, while investing extra capital in higher quality exterior and interior materials and finishes.) Likewise, beyond four or five stories of construction, the underground parking needs jumps exponentially. Once internal 'ramping' of the underground parking becomes necessary, the cost for parking increases to $25,000 per parking space, adding another 25% to the cost. In addition, ramping the parking underground becomes cost prohibitive at a certain point given the Isthmus' high water table and generally poor soils, not to mention loosing 20% of the spaces to the inefficiency of ramping the parking facility. Therefore, the answer is not another ten or twelve story structure.

Likewise, some believe that the alternative to more underground parking is structured parking, i.e. a parking ramp like the city's public parking facilities. This method also increases the cost of parking significantly and adds another challenge – how to incorporate a parking facility into the site plan, which then takes away from the commercial and residential space. Another problem also comes into play with structured parking; consumers who wish to patronize the grocery store will not under any circumstances park in a structured ramp in order to shop at a grocery store. (They'll park under a building like Target or Wal-Mart, but they won't drive multiple levels of a parking ramp in order to find parking, especially given most trips to the grocery store are fairly short in timeframe and especially in the dark of winter afternoons.) This means that if the grocery store relies on structured parking, it will fail.

Likewise, developing a ten or twelve story building complicates absorption of the apartments (and also lengthens the time of construction as well). Trying to absorb twice or three times as many units becomes very difficult given Madison's summer apartment leasing season, which is short – only three months. No matter what anyone says or how many Epic employees are hired each month (70 per month during non-peak months); call volume for apartment leasing drops about 90% after August 31st. Therefore, a super large structure means there may be unleased units vacant through the winter until the next leasing season begins. This causes a lowering of and discounting of rents, thereby lowering property values across the market.

What is the solution to this complicated challenge? Keep it simple. Develop modest sized buildings; modest density; and do so in multiple but continuous 'stages'. A modest proposal not only makes construction easier, faster and less expensive, (leading to more modest pricing of rents), but it also makes financing a lot easier, and in this day and age, designing a project that eases the securing of financing is a top priority.



a | Development Program and Concept

The answer is to develop a more modest sized development with surface parking in the middle to serve the grocery store; under building parking for the apartments, and a project of modest height, with neighborhood scale. This should be a project that local residents will be attracted to walk or ride their bike to, which won't happen with a big, massive structure with ramped parking.

Therefore, our team's proposal is for a Fresh Market grocery store of a modest size (35,000 sf) that is sustainable and will last the test of time. (A larger store is unsustainable by the neighborhood according to two independent market studies contracted for by Fresh Market.) The right sized grocery store also eases the parking situation significantly by allowing for a reasonable amount of surface parking that will fit within the overall site plan. Structured or ramped parking is avoided. The grocery store will include a variety of fresh produce and fruit and organic foods, which is frequently a quick in and out type pick up, which surface parking accommodates.

There is also retail space provided opposite the grocery store for the city's Sustainability Center and/or other uses. A small coffee shop there could become a neighborhood gathering place and focal point. Other small shops and a restaurant on the corner are modest in size and therefore, more likely to be leased and financially sustained by the local residents. We are also designing a number of ground level apartments so that residents could operate their own small business or gallery in a 'store front' on the ground level with the living unit behind. (We will also try our best to incorporate or attract a day care center for the project.)

Moving on to discuss more details, we'd liked to explore and work with the city and neighborhood on two different site plans for the city and neighborhood to consider. One plan (not included) is more traditional layout, with open parking on the East Washington Avenue side and the first floor retail facing the Avenue. This is a plan that has worked throughout history and will work here. It's also a less risky plan, and it's a plan that better screens the development from the neighborhood.

The second plan (included) is exactly the same, except reversed, with buildings along the Avenue facing the west to the neighborhood. This plan is better if the neighborhood wants to incorporate the center into the neighborhood, while the first plan is better if the neighborhood wants to shield or screen the development from the neighborhood. This plan also provides a continuous façade along East Washington Avenue to support creating the desired corridor up to the Capitol building.

We're comfortable with either plan.

A majority of the site will be developed as multi-family housing of three or five stories depending on the building and location, almost of which will contain ground floor retail space. A ring of apartments on two levels will be built along the North Livingston Street side and East Mifflin Street side of the grocery store so as to buffer the grocery building from the neighborhood. These apartments will have first floor walk up units that have individual entrances to add to the pedestrian scale and feel of the community. There will be three floors of apartments above the grocery store as well, but stepping back from the street. The total height will not exceed a modest five stories.

The units will be market rate apartments, but won't cost as much as apartments in a ten story high rise building due to the lower construction costs. Our apartments also incorporate a number of attributes that other developers don't include, such as granite corner bar tops, high ceilings throughout, six foot wide hallways, high quality finishes in the elevator, in unit full-size laundry equipment, solid surface bathroom counter tops, a painted accent wall in every unit, stainless steel appliances, and much more. The high quality of the units will ensure that the property maintains its long-term value for the City and the neighborhood.

On the North Paterson side of the development, there will be an L shaped building with walk-up street level apartments, and some retail space on the ground floor on the inside of the building facing the grocery store. Likewise, at the corner of Paterson and East Washington Avenue this building will provide the iconic architectural statement the corridor so desperately needs with retail (most likely a restaurant or café) in the corner at ground floor with apartments above. Along East Washington Avenue there will be another mixed-use building, but of lower height, with retail at ground floor and two floors of apartments above.



a | Development Program and Concept

There will be center green rooftop courtyard above the grocery store that will contain a sizable outdoor space and rooftop patio, along with a rooftop 'community garden' for residents to grow vegetables and the like. This rooftop area will include for areas for "green, gathering, gardening and games." Likewise, as a buffer between the town center and the neighborhood to the west, the plan incorporates a gardening plot along the residential street (Mifflin) where residents can grow their own vegetables. This green space provides a visual 'bridging' mechanism to the park across the street rather than a harsh frontal assault or Berlin Wall approach.

The apartment buildings will also contain a community room that local residents of the neighborhood can reserve. There will also be a fitness center provided along with other amenities (including possibly a large screen theater type viewing room). Parking inside the town center can also be used by visitors to Breese Stevens, with the hope that they'll also patronize the stores within. (Much like Alexander Companies provides parking for Kohl Center games in their rail corridor retail parking lot, while reserving enough spaces for the retails customers at the same time.)

Access to the center for vehicles and trucks serving the grocery store will be from East Washington Avenue through and under a signage arch made of metal much like the steel and metal work of Breese Stevens, while local neighbors will be able to drive in a residential entrance on Mifflin Street as well. There may also be an internal pedestrian walk through corridor for neighbors so that a pedestrian walking from the north corner near Breese Stevens available during business hours to access the stores without having to walk all the way around the building.

The modest height of the building will be further augmented with outdoor balconies and a façade that is not a straight-line two-dimensional façade, but rather is heavily articulated and steps back at the upper levels. The corners of the multi-family buildings will have a roof line that steps down as well. The city requirements for upper level set backs are complied with. Many architectural details from the homes in the neighborhood will be incorporated into the design statement of the apartments so that they blend into the neighborhood.

As a bicycle advocate, the developer has provided plenty of bicycle parking for shoppers as well as for residents, whose bike parking will be under ground.

The architecture of the buildings will be neighborhood in scale and design rather than the typical large scale, massive monotonous designs that lack detail that you so often see today.

Local residents who are older and empty nesters in the area will be able to relocate to the new housing provided in the development (and will be given preference in the leasing process) so that they can remain in our neighborhood where their friends and family are located. Those residents will be able to sell their homes, thereby allowing a new generation of residents to move into the neighborhood, which will help sustain the neighborhood into the next generation.

Likewise, younger residents who move into the apartments will undoubtedly relocate into single family homes in the neighborhood after a few years in the apartments, thereby helping to maintain property values.

One 'product type' that we did not include is for sale condominiums, and the reason why is because the condo market became over built over five years ago and the excess inventory is still being worked through. Likewise, banks and other lenders are not interested in financing condo's these days.

Likewise, other than the grocery store and a modest amount of retail space, the development does not contain a large amount of office or other retail space. The reason is because the adjacent Gephardt development, we understand, will contain new office space; more than enough for the present market given the slower absorption of such space during what is likely to be a very slow economic recovery.

Finally, our proposal includes a new neighborhood library. Evanced Solutions, a Wall Family Enterprise company, sells a vending machine library (or library in a box, as I like to call it). See http://evancedsolutions.com/our-solutions/branch-anywhere/. It's like Red Box, but with books. Any number of modules can be added on to allow for any number of books. The local library system can rotate books in and



out of the machine so as to provide variety. The library can either purchase one and we'll install it or we can purchase it and either lease it to the library system or charge a modest ($1.00) fee. Access is provided via your library card and the books are free if the library owns it, but must be returned just like at the library. These book vending machines are available only through a Wall Family Enterprise company, which is the nation's largest supplier to libraries.

Neighborhood Support

Speaking of libraries and supporting our local neighborhoods, the Wall family was a major supporter of the Lakeview branch library at Sherman Plaza as well as recently having made a major (pending) commitment to the newly renovated Madison Central Library. You may also wish to note the Wall family's and Terrence Wall's support for other community improvements over the years. Many of these projects are catalysts that jump start other significant improvements in and around them just as this development will be.

Besides the John Wall Family Pavilion at Tenney Park, as well as the Children's Zoo Carousel building, which Terrence Wall volunteered to develop and raised the majority of donations for. There's the Boy Scouts of America Glacier's Edge Council building, which Wall donated the land for, volunteered to develop, and raised almost all the donations for. There's the American Family Children's Hospital, where the Wall Family and Terrence and Helen Wall are the 7th largest donor to. The Wall family was also a major donor to the Children's Museum. In addition, there are dozens of other organizations in town that the family and Terrence Wall have supported, including but not limited to, United Way, the East Side Community Center, Monona Terrace, the sculpture at the head of State Street, the Boy Scouts, Edgewood, Second Harvest, St. Mary's Hospital, Hospice, United Way, Salvation Army, and others too numerous to list here, except three in particular that we'd like to highlight.

The Wall Family donated a big chunk of the property value of the women's center on Fordem Avenue and most recently, just made a major commitment to the new homeless shelter that is building built in the old Sears building on Fordem Avenue. Likewise, the Wall Family has made a very significant commitment to the Madison Central Library. We'd like to continue to be active patrons of organizations in need in Madison, and our continued efforts in the economic development arena, adding value and jobs to Madison, enable us to do so. Thank you for the opportunities you have given us. We believe everyone should give back to the community. We're local, and we care.

Neighborhood Involvement

Our development team is known for reaching out to the neighborhood and soliciting their input. We have already attended one neighborhood meeting, and if selected, we will arrange for a series of meetings with the neighborhood association to encourage additional input and be available to answer questions and share our progress on the project all along the way.





b. Describe the composition, expertise, and experience of the development team.

b | Development Team and Similar Experience

In addition to the developments that we have included in this section of the public submission, the developer has developed over 2.9 million gross square feet in office space, five retail centers, and many hundreds of apartments. The developer's office portfolio is the largest in Wisconsin.

In general, the developer is one of the original 'east side' developers, if not the original Far East side developer, who is willing to pioneer new developments in areas like the 800 block. The developer is also the first to develop a mixed-use project outside of downtown and has probably the longest track record of developing mixed-use projects.

High Crossing Environ was the first land mixed-use development, incorporating office, retail and housing components. Likewise, in City Center West the developer incorporated a coffee shop/café inside an office tower and provided additional retail shops for food and services (like a nail salon, barbershop, restaurants, mortgage broker, insurance, and more) within the same development.

Greenway Center, which was originally conceived and planned by the developer when he was a graduate student in the James A. Graaskamp real estate school at the University of Wisconsin-Madison and is now owned by the developer, is another example of an innovative mixed-use development. Greenway incorporates numerous office buildings, a retail shopping core district, fast food businesses, hotels, and much more. In addition, one of the newer office buildings is really a mixed-use building with retail and service businesses on the first floor with office businesses and even a hair salon on the upper floors.

The bottom line is – this developer and team has the most extensive experience a.) east of the capitol, b.) in mixed-use development, and c.) in this specific neighborhood.

T. Wall Enterprises, LLC

As a preeminent developer in Dane County, with 30 years of experience, Terrence Wall develops and holds property for the long term. This approach to development requires careful attention to detail, and does not involve a "develop and flip" mentality. By combining long lasting exterior materials with high quality interior finishes, our developments serve as solid, long term classical structures that fit with the neighborhood in order to stand the test of time. Two examples include two newly developed apartment buildings within the last year. The first, a 53-unit market rate development in Verona, Wisconsin, and the second a 64-unit development in Middleton, Wisconsin; both incorporate examples of the design, materials, and quality we are speaking of.

Terrence R. Wall
T. Wall Enterprises, LLC



Terrence has developed and owned hundreds of multi-family apartments over the last two decades. With his successful development experience in the greater Madison area and his commitment to high quality results, T. Wall is a partner who stays committed and has a proven track record of working with others to achieve a common goal.

Saving energy and the incorporation of green technology and materials is also standard operating procedure for our projects. T. Wall was honored as a leader in green development, and is the only developer to have received the Governor Doyle's Award for Excellence in Energy Efficiency and has been recognized repeatedly by Focus on Energy as a leader in green development. (In fact, Focus on Energy looked to the developer for assistance in understanding and implementing green features in new developments.)

Plunkett Raysich Architects, LLP

Plunkett Raysich Architects is excited to be a part of this team. For over 77 years, Plunkett Raysich Architects has provided architectural and interior design services for residential facilities. Our staff of architectural, design, and planning professionals works under the philosophy of design excellence and sensitivity to each client's special needs. Partner participation guarantees each client will receive our highest level of service and quality from design through post-occupancy.

Similar experience includes:

- The Ideal - in development, Madison, WI
- Tribeca Village
- Gibraltar Town Homes
- Treysta on the Water - in development, Monona, WI
- Wilderness Hotel and Golf Resorts
- 1522 on the Lake Condominiums
- Statehouse West
- Sundara Lifestyle Villas
- River Center Lofts
- Cherry Valley Lodge
- Clock Towner Inn
- Astor Hotel
- Sheraton Hotel
- The Park at 1824
- Wyndham Vacation Ownership

b | Development Team and Similar Experience

Kirk Keller, AIA, NCARB
Plunkett Raysich Architects, LLP



As the architectural lead, Kirk brings superior leadership and coordination to the project. Having worked with Terrence Wall since 1996 combined with the knowledge of how to coordinate with the City, Kirk will serve to provide a winning leadership approach to this new project. Kirk brings over 30 years of practice experience and the necessary enthusiasm to assure a successful development process and client based architectural design.

Michael Sobczak, AIA
Plunkett Raysich Architects, LLP



As the architectural designer, Michael is responsible for the cohesiveness of the design so that it reflects the current neighborhood and isn't just another development. He has over 20 years of experience and leads the design efforts for the firm.

Ken Saiki Design
Ken Saiki is the leading landscape architect in Madison. He has worked on several projects for the City and other major clients such as the Kohl Center, Hilldale Mall and the University of Wisconsin - Madison. Many of his projects included entire block redevelopments. He understands how to incorporate natural surroundings within the development and brings a unique insight into sustainable design.

Vierbicher Associates
Vierbicher is uniquely qualified to assist with a wide range of multi-family redevelopment projects. They have a team of experienced professionals who provide a full range of expertise required to effectively plan and implement successful real estate projects. Their engineering, surveying and water resources staff have been involved in numerous successful multi-family redevelopment projects within the City of Madison in the past 20 years. St.

Developer References
Layne Burnes
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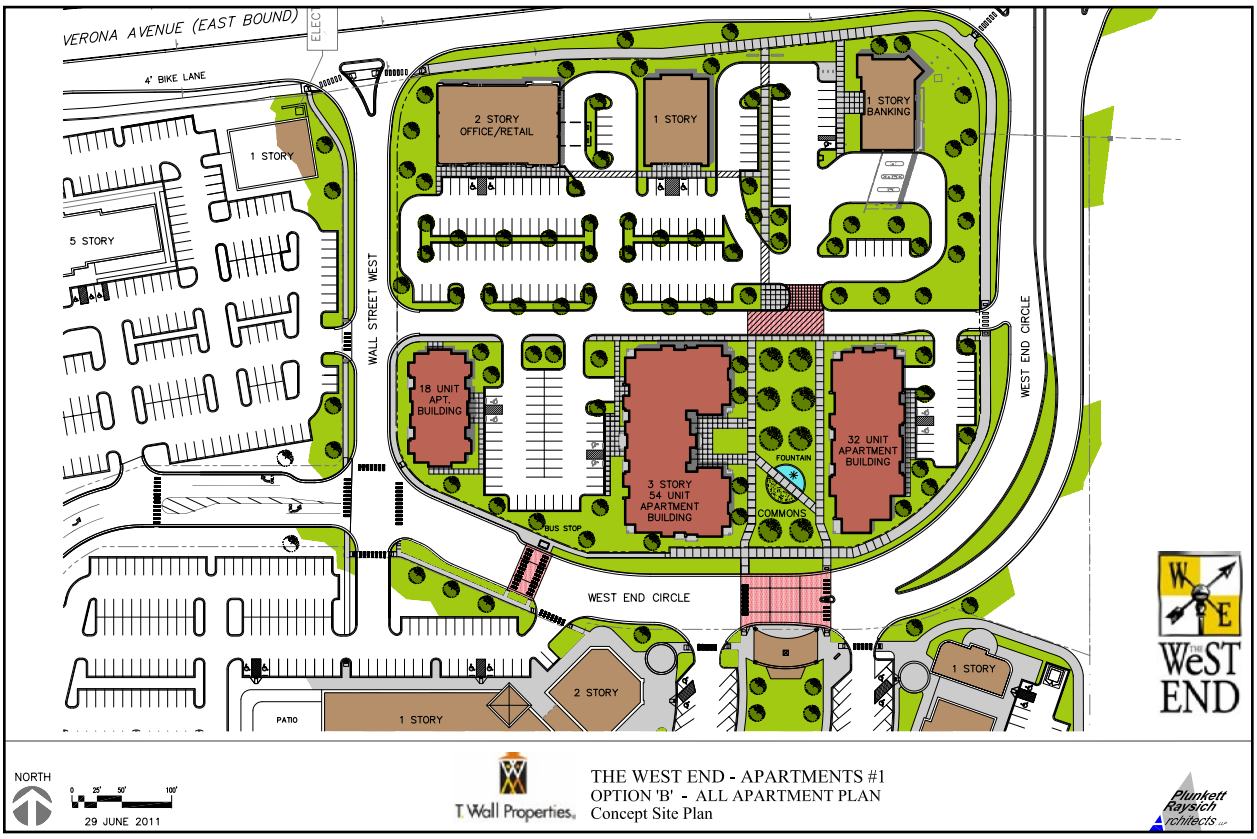
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West End Apartments - Madison, WI





The West End Phase II - Madison, WI



REAR ELEVATION



Tribeca Village - Middleton, WI



Option 2



Waunakee Apartments - Waunakee, WI





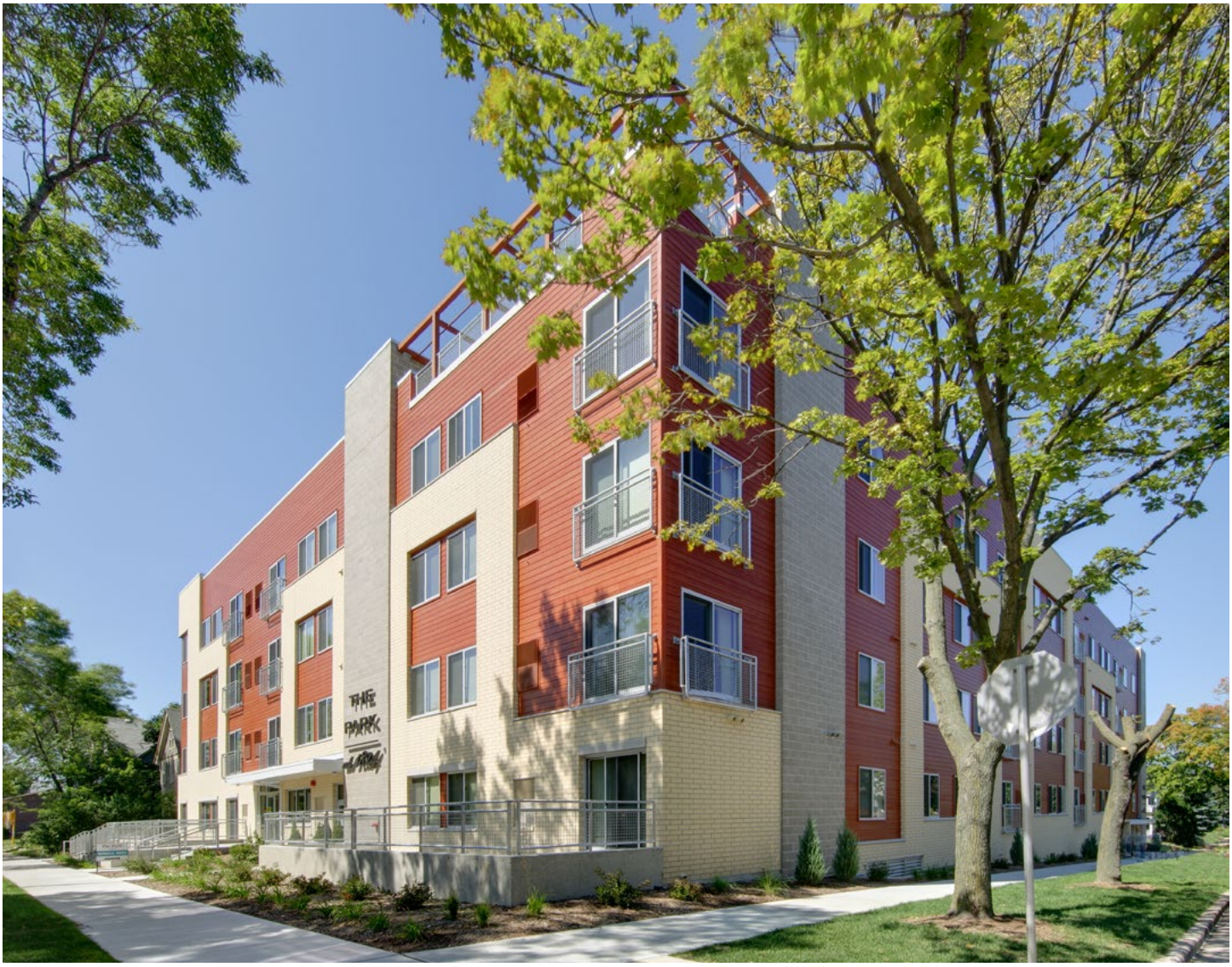
Gibraltar Townhomes - Fish Creek, WI







The Park at 1824 - Milwaukee, WI







River Center Lofts - Green Bay, WI







Treysta on the Water - Monona, WI



































LEGEND

Floor	1 Bdrm/Den	1 Bdrm Loft	2 Bdrm	2 Bdrm/Den	2 Bdrm Loft	Total/Flr
1	14	-	6	-	-	20
2	19	-	13	5	-	37
3	19	-	13	5	-	37
4	-	8	-	-	23	31
TOTAL	52	8	32	10	23	125
PARKING	Below Grade = 122 Stalls Surface Parking = 41 Stalls		= 163 Total Parking Stalls			

Proposed Common Bond Mixed Use Development - West Bend, WI



c. Submit preliminary site and building plans, building elevations, and sketches with enough detail to help communicate development concept.





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Town Center from Paterson and East Washington



©2013 Plunkett Raysich Architects, LLP

Entry from East Washington to Market and Terrace



©2013 Plunkett Raysich Architects, LLP

East Mifflin Apartments and Gardens



©2013 Plunkett Raysich Architects, LLP

Street View from East Washington



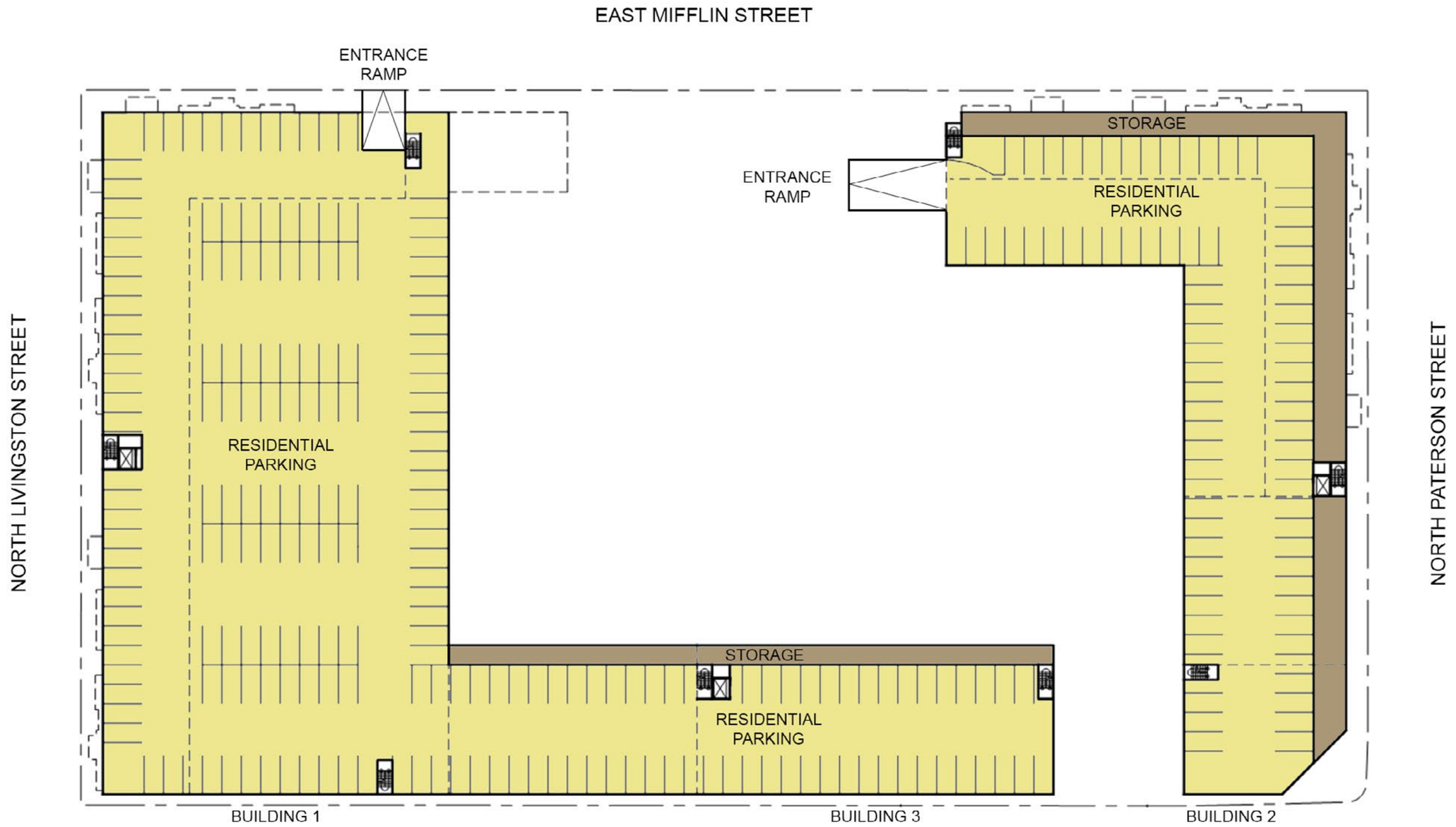
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Market View from East Washington



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East Mifflin Community Garden and Apartments



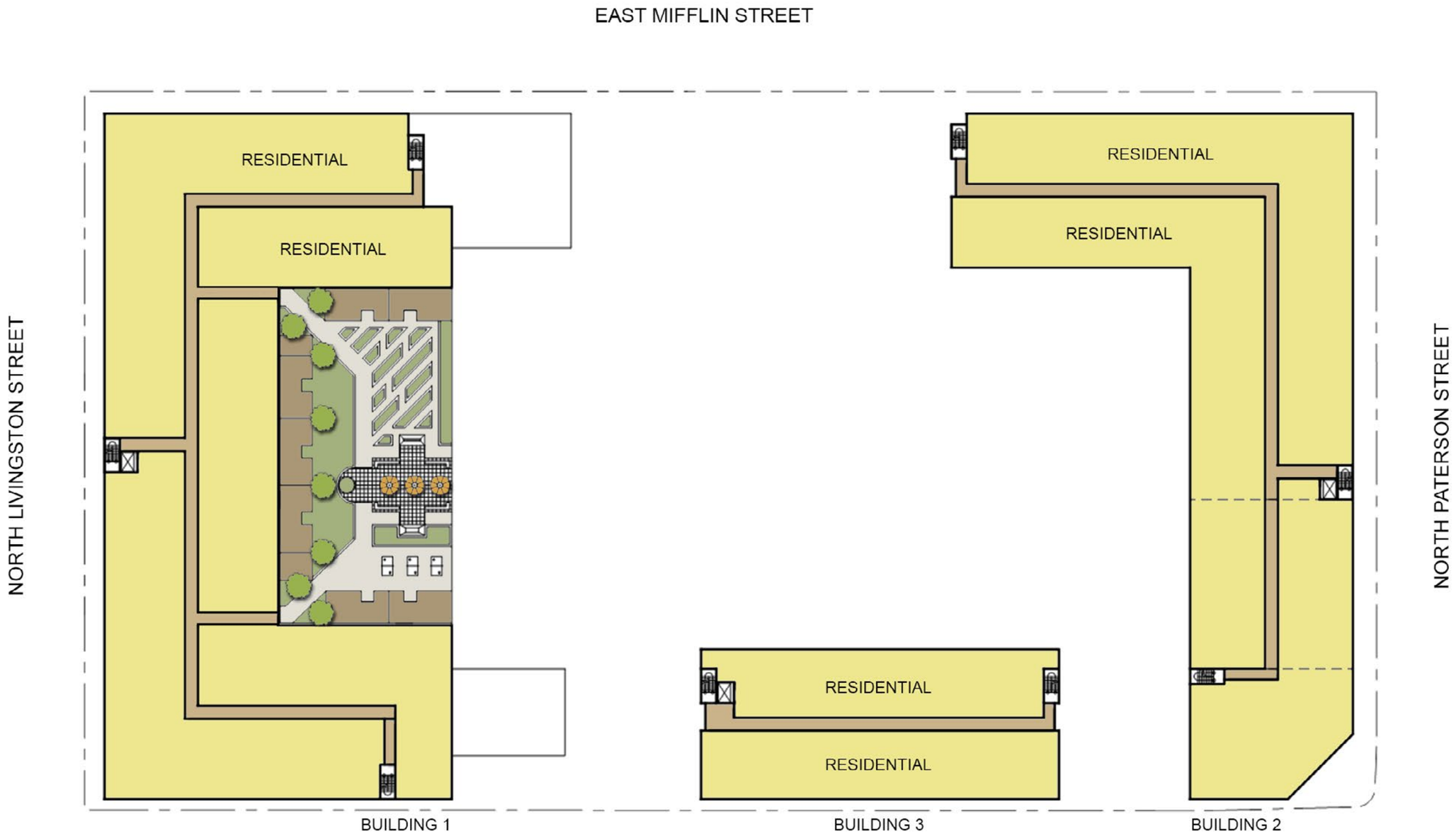
Below Grade Parking Plan

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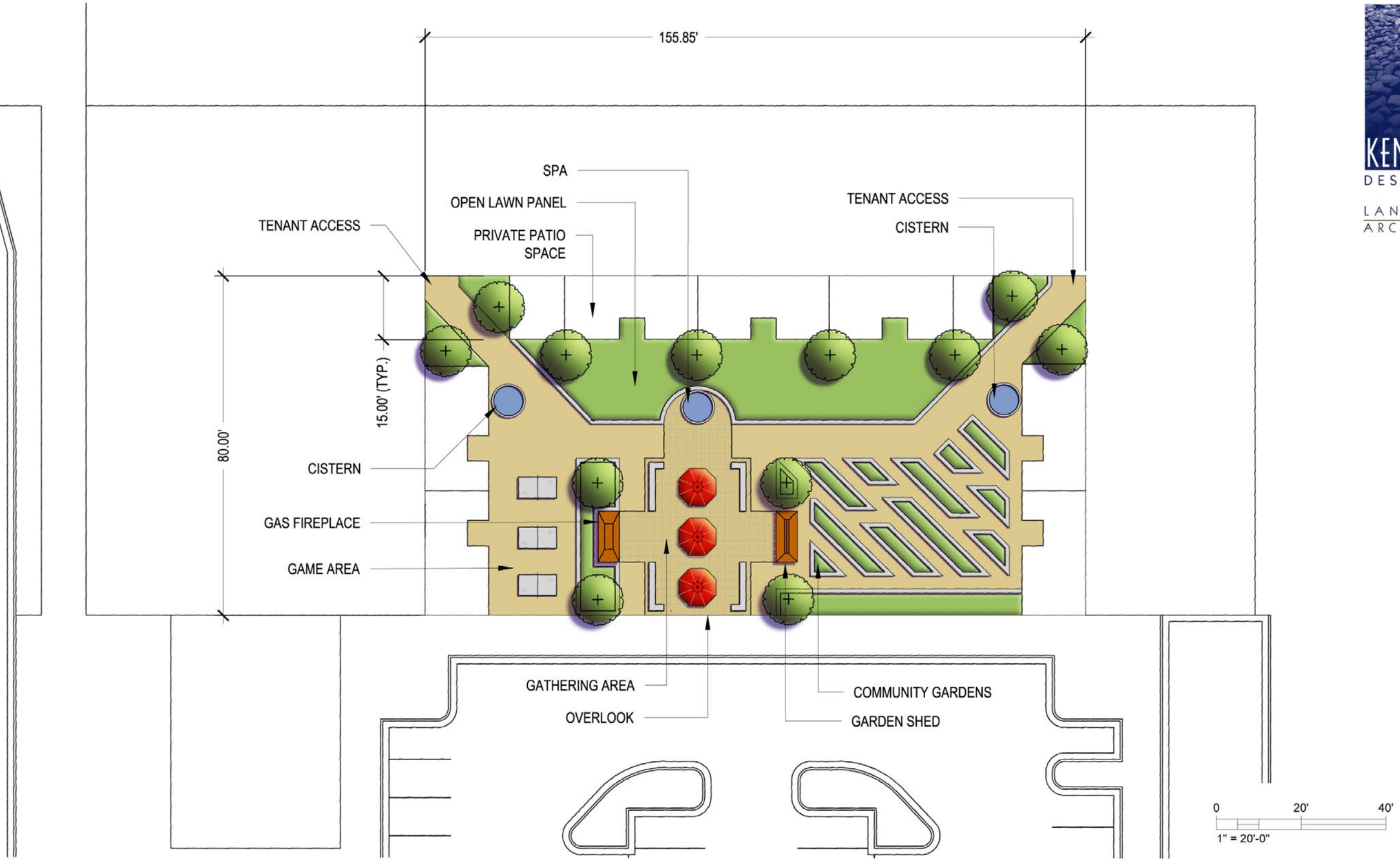
At Grade Site Plan

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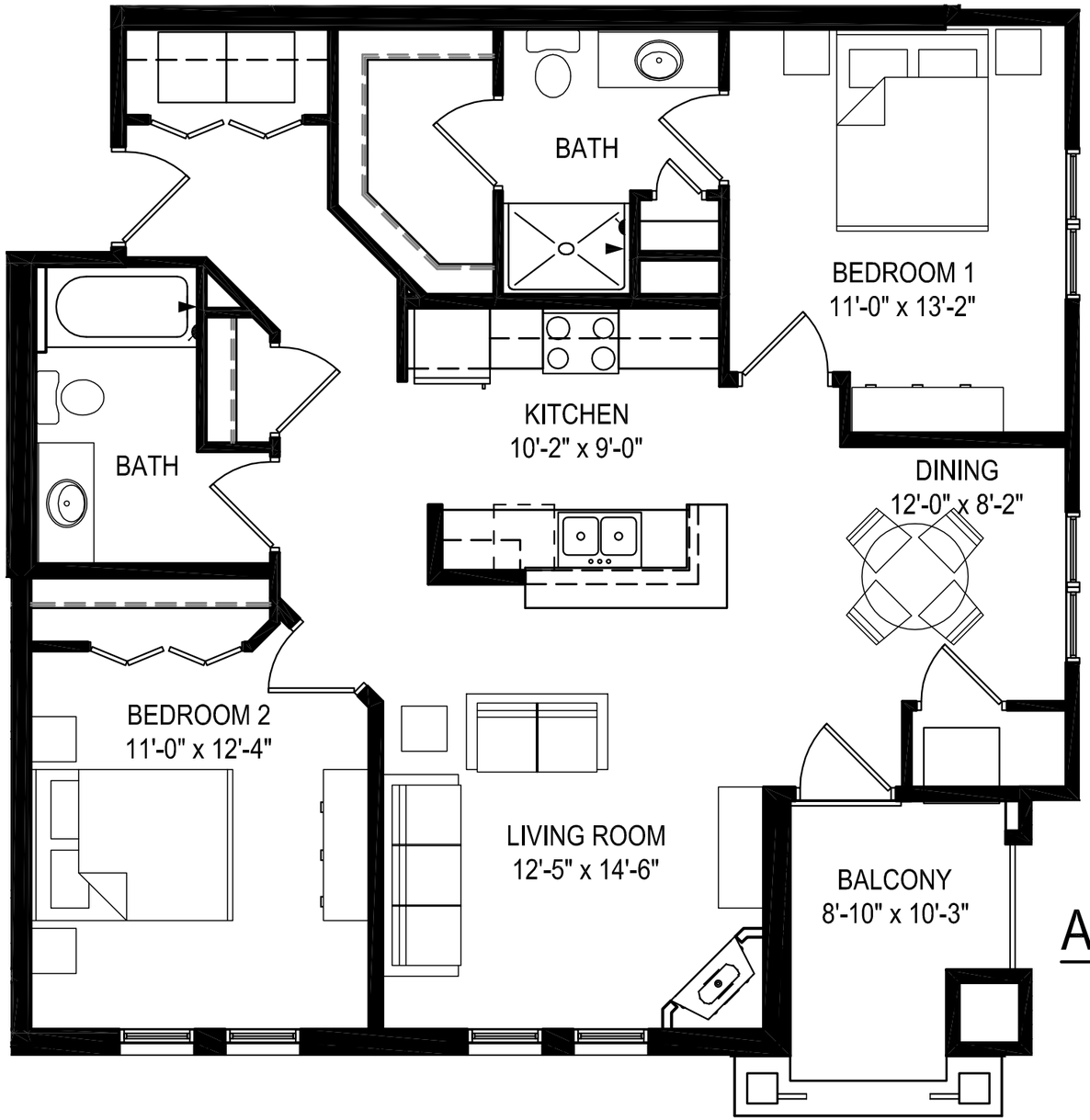
THIRD FLOOR PLAN

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KEN SAIKI DESIGN INC
LANDSCAPE ARCHITECTS

Third Floor Plan Rooftop Garden Space - Building One



APARTMENT STYLE A

2 Bedrooms with 2 Bath

1,088 - 1,114 S.F.

Typical Unit Plan

d. Indicate the development land uses, prospective business types, along with unit counts and square feet per use.



d | Land Use, Prospective Business Types, Unit Counts

Through the use of a modest design, this development will enhance the neighborhood with multi-family housing, a grocery store and other retail space for local business owners.

We propose a Fresh Market grocery store of a modest size (35,000 sf) that is sustainable and will last the test of time. The grocery store will include a variety of fresh produce and fruit and organic foods.

There is some amount of retail space opposite the grocery store for the city's Sustainability Center and/or other uses. A small coffee shop there could become a neighborhood gathering place and focal point. Other small shops and a restaurant on the corner are modest in size and therefore, more likely to be leased and sustained by the local residents. We are also designing a number of ground level apartments so that residents in could operate their own small business in a 'store front' on the ground level with the living unit behind. Another potential business would be a day care center.

A majority of the site will be developed as multi-family housing of three or five stories depending on the building and location, almost of which will contain ground floor retail space.

The center rooftop courtyard above the grocery store will contain a sizable green outdoor space and rooftop patio, along with a rooftop 'community garden' for residents to grow vegetables and the like.

The apartment buildings will also contain a community room that local residents of the neighborhood can reserve. There will also be a fitness center provided along with other amenities (including possibly a large screen theater type viewing room).

e. Demonstrate/describe the development's compatibility with the surrounding context and how it adds vitality to the surrounding blocks.



e | Compatibility with the Surrounding Context

The question of compatibility with the surrounding neighborhood is at the core of the design efforts for the new Tenney Town Center Neighborhood. Balancing multiple key design elements and building types on this full block of urban revitalization is achieved and exceeds the general intent of the RFP by elevating the development to serve as a catalyst for additional development in the area. Key design elements brought back to the Tenney/Lapham neighborhoods and the entire East Washington Corridor include:

1. A pedestrian urban scale to all buildings on all sides of the development.

2. A neighborhood grocery market with easy access for the neighborhoods and users of East Washington Avenue.

3. Apartments along East Mifflin that emphasize an urban that relates well to the scale of the Tenney neighborhood with first floor walk up units and step backs in form at the fourth floor.

4. Community garden along East Mifflin for the apartment residents. Grey water recycling for garden use is included along with roof top mounted planning for passive solar hot water and a photovoltaic system for site lighting.

5. Small scale retail spaces that are easily accessed by the neighborhood and commuters alike.

6. Apartments above retail spaces that are larger than most recent developments in the central area of Madison to encourage longer term residency as life styles change over time.

7. An approximately 10,000 square foot roof top garden and green space to allow residents of the largest apartment building in the development to have an urban oasis removed from the street.

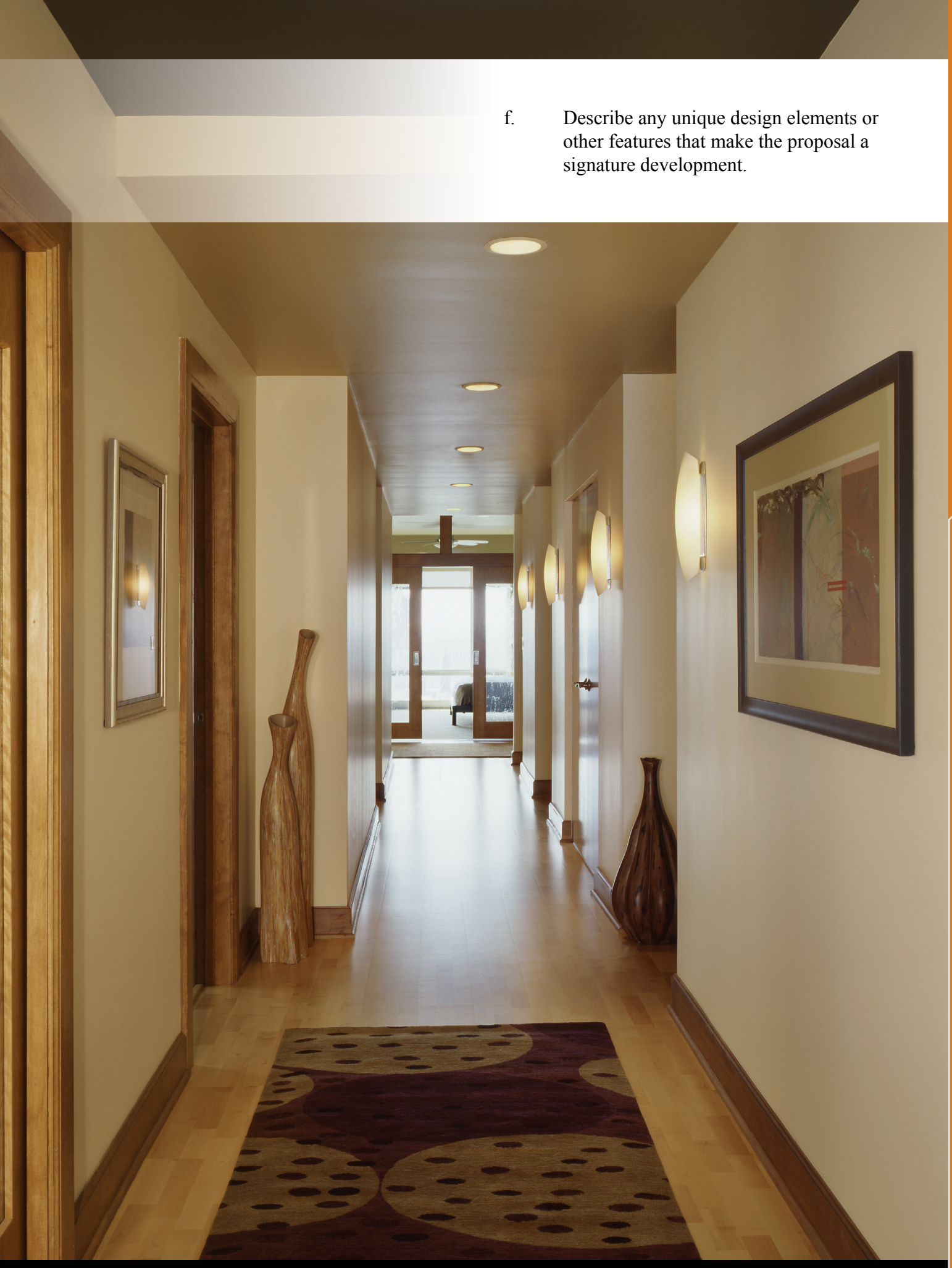
8. A garden terrace area adjacent to the neighborhood market that is below the retail space and provides coverage from the Madison elements while also providing space open to the sky.

9. Multiple at grade level pedestrian and vehicle connections directly to the street and the surrounding community.

10. Designated parking for the apartment residents.

A single user type development such as the adjacent high rise residential development benefits by having amenities and services that their tenants need to create a successful urban environment. Future developments whether they are office, residential or commercial will benefit from the creation of a “center” that helps to support other developments. Existing neighborhood amenities such as the Breese Stevens Field, Reynolds Park and the general street circulation of the area all benefit from an urban development that can serve as the first new community center along the East Washington corridor.

f. Describe any unique design elements or other features that make the proposal a signature development.



f | Unique Design Elements

Bringing multiple levels of the site to life by incorporating various design themes is kept in balance by reaching out to the surrounding community and meeting immediate needs while also understanding the needs of future residents and the occasional users of the retail elements of the development. Key design elements incorporated into the new Tenney Town Center include:

1. A community meeting room is envisioned along East Mifflin directly above the enclosed delivery area of the Madison Fresh Market.

2. Having a community garden plot available to residents directly across from Reynolds Park uses the great sun exposure the park provides to the neighborhood.

3. Being able to walk directly across the street and easily walk to the retail stores from either the Tenney neighborhood or Breese Stevens field supports the feeling of community.

4. A roof top games/gathering/green/gardening space is unique to the Madison market in the planned scale. An area of over 10,000 SF is provided for residents to access and enjoy.

5. Community cisterns are scattered through the development to assist with the watering of plantings.

6. Street level access to many apartments on the Livingston, East Mifflin and Paterson sides of the development encourage direct connection to the street and a greater sense of community.

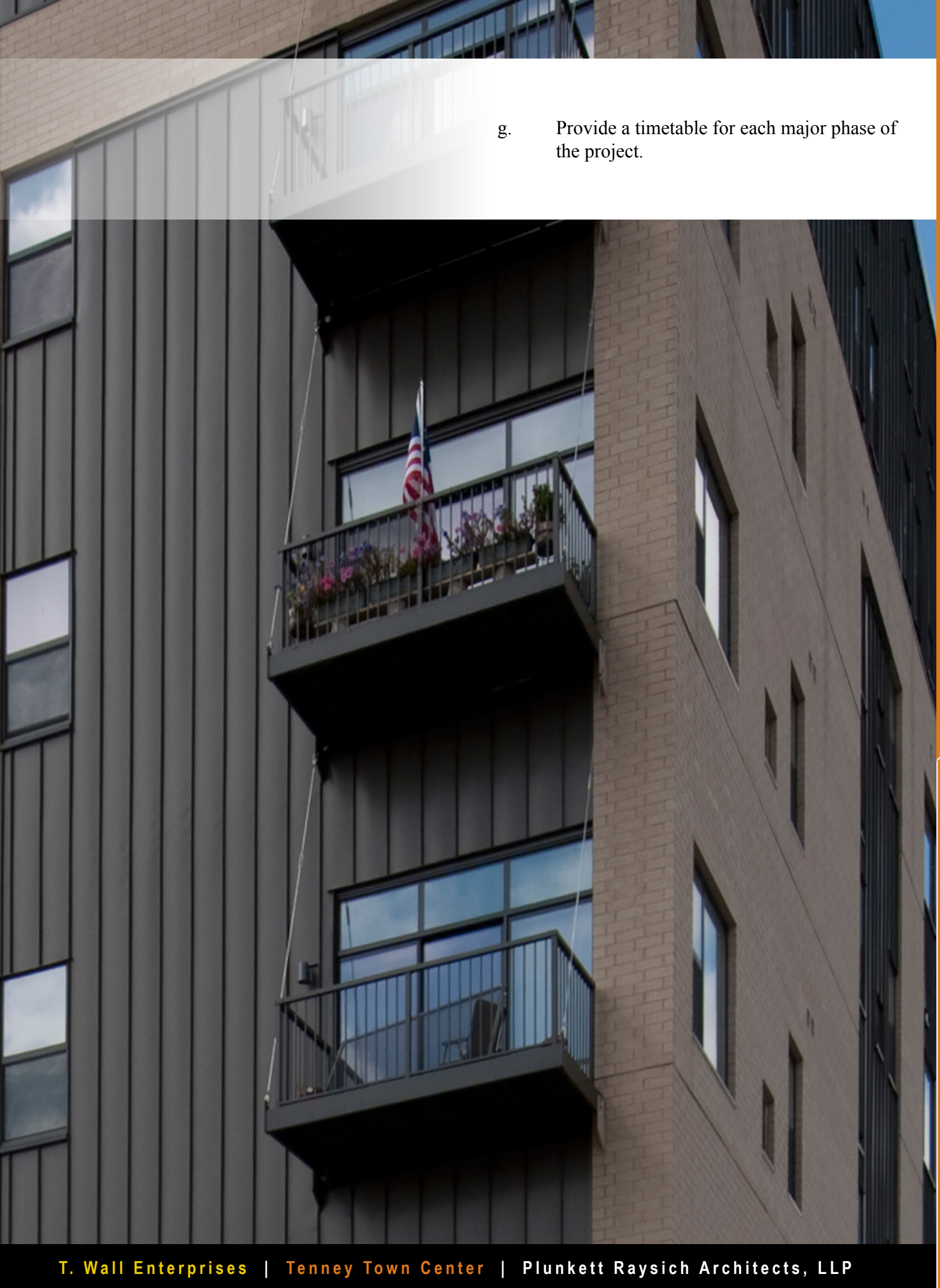
7. A neighborhood market that faces onto East Washington Avenue with views into the retail.

8. Various architectural styles and colors that relate directly to their neighborhood context. We considered every element from the walk up units on East Mifflin to brick colors that relate well to the architecture of Breese Stevens.

9. Activity spaces such as the terrace area directly along East Washington Avenue that connect to the street.

All of the elements listed (and more) make the Tenney Town Center a great place to live, shop and enjoy. Future developments whether they are office, residential or commercial will benefit from this neighborhood “center” that can help support other developments and further revitalize the area. The quality of the overall development and not just overall size of a building, or buildings help to keep a neighborhood active and growing. Design is a process and this submission acknowledges that fact with the understanding the design will of the Tenney Town Center will continue to develop with input from future retail tenants, City planning and the Tenney/Lapham neighborhood.

g. Provide a timetable for each major phase of the project.



g | Timetable for the Project

The schedule for the completing construction of the entire Tenney Town Center project is based three main ideas. Our project goal is to the deliver the completed new project in an efficient manner within a short timeframe.

- Major construction will be completed in approximately 24 months.
- The construction process to complete all sections of work will be done as a continuous process in three major sections of construction as outlined below.
- On site construction will be coordinated in a manner that results in a minimum of disruption to the surrounding City streets and neighborhood.

First Section of Work

The initial portions of work will begin with the construction of the Madison Fresh Market, the related apartments and green roof system integrated with this southern section of the Tenney Town Center development. This area includes all development along Livingston Street as well as portions of East Washington and Mifflin Street. Sections of Livingston Street will be utilized for short periods of time for construction staging as foundation work and at grade level apartment work begins.

Second Section of Work

The three level retail and apartment building that directly faces East Washington Avenue at mid block will be the second major section of construction. This construction will begin as the first section is nearing completion of the exterior construction. This staging process will allow the northern section of the site to be utilized for the majority of the construction staging. This process will result in both a maximum of construction efficiency and a minimum of disruption to East Washington Avenue.

Third Section of Work

The total build out of the Tenney Town Center will be completed with the construction of the retail, and apartment building that primarily faces Paterson and Mifflin Streets. Major sections of the foundation and general structure will be completed starting at the corner of East Washington Avenue and will proceed to the west to the Mifflin Street portions of work. This construction process will result in a maximum use of the surface parking areas for use as building staging areas and a minimum of disruption to the surrounding streets.

All construction work will be completed using processes that minimize disruption to the surrounding Tenney neighborhood. The product of this efficient ongoing construction process will be building of a new neighborhood center for the Tenney and surrounding neighborhoods.

h. Summarize the overall economic impact and tangible benefits for the City, including tax base generation, construction jobs, and post-construction jobs.



h | Economic Impact and Benefits

The proposed development will create long term value and significant tax base for the city of Madison in many ways. During construction, the development will generate high paying jobs for our many of our local industries, as well as substantial tax revenue for the local government itself (details below). After construction, there will be ongoing benefits that will benefit the city's economic base for decades to come.

Some of the one-time benefits for the city include; job creation, wages and local tax generation. These strong economic influences are the direct result of the construction activity itself and all of local industries involved. T. Wall Enterprises has a policy of sustainable development, and one of the rules of 'green' or sustainability are to use local or nearby material suppliers. The purchases of local materials will generate substantial economic benefits verses a developer who selects the 'low bid' regardless of source. The local wages and profits earned by the project members during construction will then be spent on other locally produced goods and services within the community over time. This recycling of cash within our own city will create a positive 'ripple effect' which will supply our local economy with strong economic impacts.

The city of Madison will also experience substantial ongoing economic benefits from the development of this project. For instance, as these multi-family homes become occupied, the local jobs, incomes and real estate taxes will increase and stabilize over-time to create a long-term economic benefits and local tax receipts. Some studies have shown that residents in multi-family housing spend three-fifths of their income on goods and services sold in the local community, mostly their own neighborhood. This ongoing 'recycling' of disposable income is a great example of how this community will serve as an ongoing economic benefit to the city of Madison.

And we intend to try to boost that spend local attitude by making Tenney Town Center the focal point for residents to 'hang out' at, whether at the coffee shop/café or at the community room or at our on-site library.

Specifics: We calculated the economic impact by using the one-year economic impact of constructing 100 multi-family units in a typical metro area from the National Association of Home Builders, which includes; $7.9 million in local income, $827,000 in taxes and other revenue for local governments and 122 local jobs per 100 units. The additional recurring impacts of every 100 rental apartments in a typical metro area include; $2.3 million in local income, $395,000 in taxes and other revenue for local governments and 32 local jobs.[1] Given this data provided by the Housing Policy Department of NAHB, the proposed development of 249 multi-family units is estimated to provide the city of Madison over almost $20 million in local income, over $2 million in taxes, and over 303 jobs during the first year of development activity, plus over $5.7 million in ongoing local income, almost $1 million in local taxes and over 80 jobs when you consider the apartments by themselves; all per year.

Looking at the retail space and the grocery store, keeping in mind that the grocery store jobs provide sustainable wages with benefits and health care, there's another 55 jobs plus 47 permanent jobs for the retail space. The ongoing benefit of local taxes includes both sales and property tax; or about $1,268,000 in tax revenue.

Total: Therefore, the total annual impact may be in the range of $40 million in local income; $2,268,000 in local annual taxes; and 182 jobs. (There's also the added impact of the sales tax on the construction materials, or about $1 million more during construction.)

[1] Housing Policy Department (National Association of Home Builders)

i. Provide a summary of the marketing approach/plan if applicable.



i | Marketing Approach

One aspect of development that T. Wall companies have excelled at compared to other developers is marketing.

Our marketing plan is multi-faceted. We will be hiring Knupp & Watson (KW2), which formulated the highly successful marketing launch of the 'Lucky' development in the University area to develop a complete market plan and launch.

Marketing in general involves a number of types of marketing vehicles. The first vehicle we would use is our company website (twallenterprises.com). Maximizing the search engine optimization and configuration of our website with Google and Yahoo makes leasing one click away. Unlike other developers, residents looking to lease at Tenney Town Center can obtain a lease application on-line, apply on-line and even sign a lease while out of town. We even provide interior photos of the apartments and all the details a resident needs to make a decision. We will also use websites with a lot of traffic, such as MadisonApartmentLiving.com to advertise our new mixed-use project.

We will leverage social media marketing by using Twitter, Facebook, Tumblr and LinkedIn. This is an inexpensive and effective way to generate awareness of our community.

Another marketing approach that has been very effective in our past projects is using leasing banners. To increase awareness during lease-up we will ask local businesses to let us put up leasing banners in their common areas.

Most importantly, we will give first preference to neighborhood residents who are elderly and wish to remain in the neighborhood, but can't continue to maintain their single-family home. This will open up housing in the area for new, young families of all types and sizes to come into the Tenney Lapham neighborhood and re-energize the neighborhood.

We will also reach out to the local media and provide interviews and stories on the project as it develops. Having grown up in this neighborhood, the developer considers it critically important that we provide a positive face and story to re-invigorate the area, in particular along E. Washington Avenue.



j. Describe the Developer's desired approach for securing ownership; does the Developer desire to secure an option on the property and for how long.

j | Ownership Appraoch

Yes, T. Wall Enterprises would acquire an Option on the property, probably for 12 to months with extensions exercised if needed, to provide time to secure city entitlements. Our goal is to obtain approvals as fast as possible and break ground either this summer (if the city provides the approvals on time) or as soon as possible thereafter without delay. See confidential submittal information for pricing.