



April 27, 2020

City of Verona attn:  
Katherine Holt  
Community Development Specialist  
111 Lincoln Street  
Verona, WI 53593

Re: Sugar Creek School Site Request for Proposals

Dear Katherine:

Attached please find eight copies of the Sugar Creek Elementary School RFP response. We are excited to team with the City to create a new and vibrant addition to the community and look forward to working with you.

If there are any questions or any additional information that is required, please do not hesitate to contact me directly. Thank you for your consideration.

Sincerely,

A handwritten signature in cursive script that reads "Dan Seeley".

Dan Seeley  
Director of Development  
Steve Brown Apartments



**Alexander  
Company**

**brownhouse**  
ARCHITECTURE • INTERIOR DESIGN

**vierbicher**  
planners | engineers | advisors



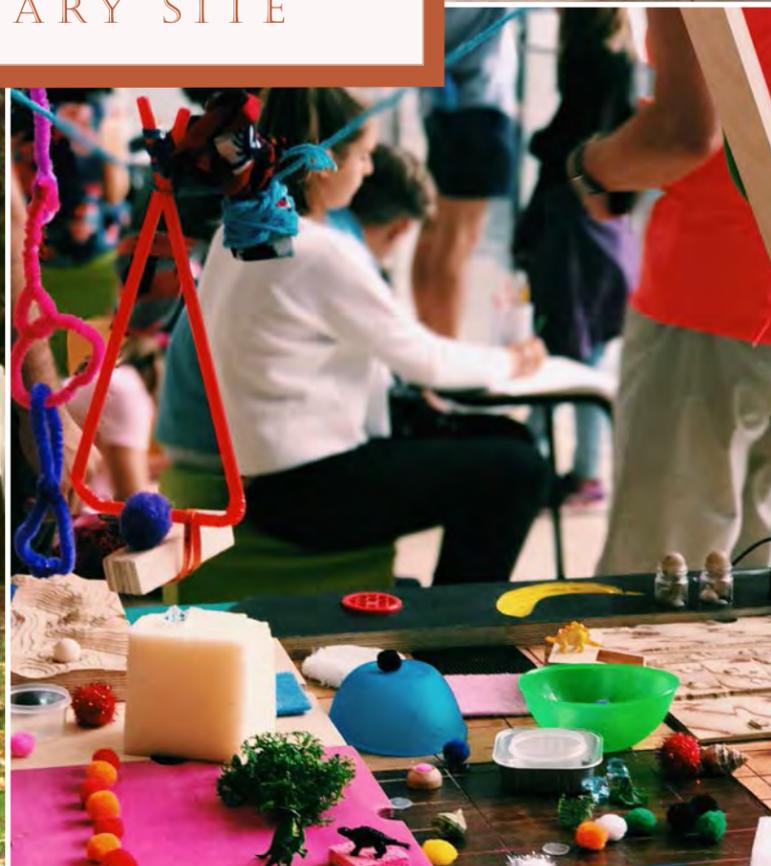
# SUGAR CREEK ELEMENTARY SITE

Vision for Verona's Next Dynamic Community Hub

A PROPOSAL FOR THE CITY OF VERONA | APRIL 27, 2020



SUGAR CREEK  
ELEMENTARY SITE



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### A VISION FOR VERONA'S FUTURE ROOTED IN ITS PAST

The vision for this development is an inspiring, multi-generational, pedestrian-friendly community hub knit into the heart of Hometown, USA. This lively destination has a "city scene" vibe that draws people in with its cohesive mix of park and cultural facilities, intriguing experiential activities, and a vibrant mix of street-facing shops—all flanked by a blend of multi-family housing.

Key components include:

- Community anchor with a civic plaza and open space to accommodate a variety of community events and programming
- Rehabilitation of the historic schoolhouse, returning it to the community it was built to serve through a public-private partnership
- 10,000 sq. ft. of commercial space
- 132 multi-family units - market rate
- 104 multi-family units - affordable workforce

### LED BY A TEAM OF STRONG, LOCAL DEVELOPERS



**Alexander**  
Company

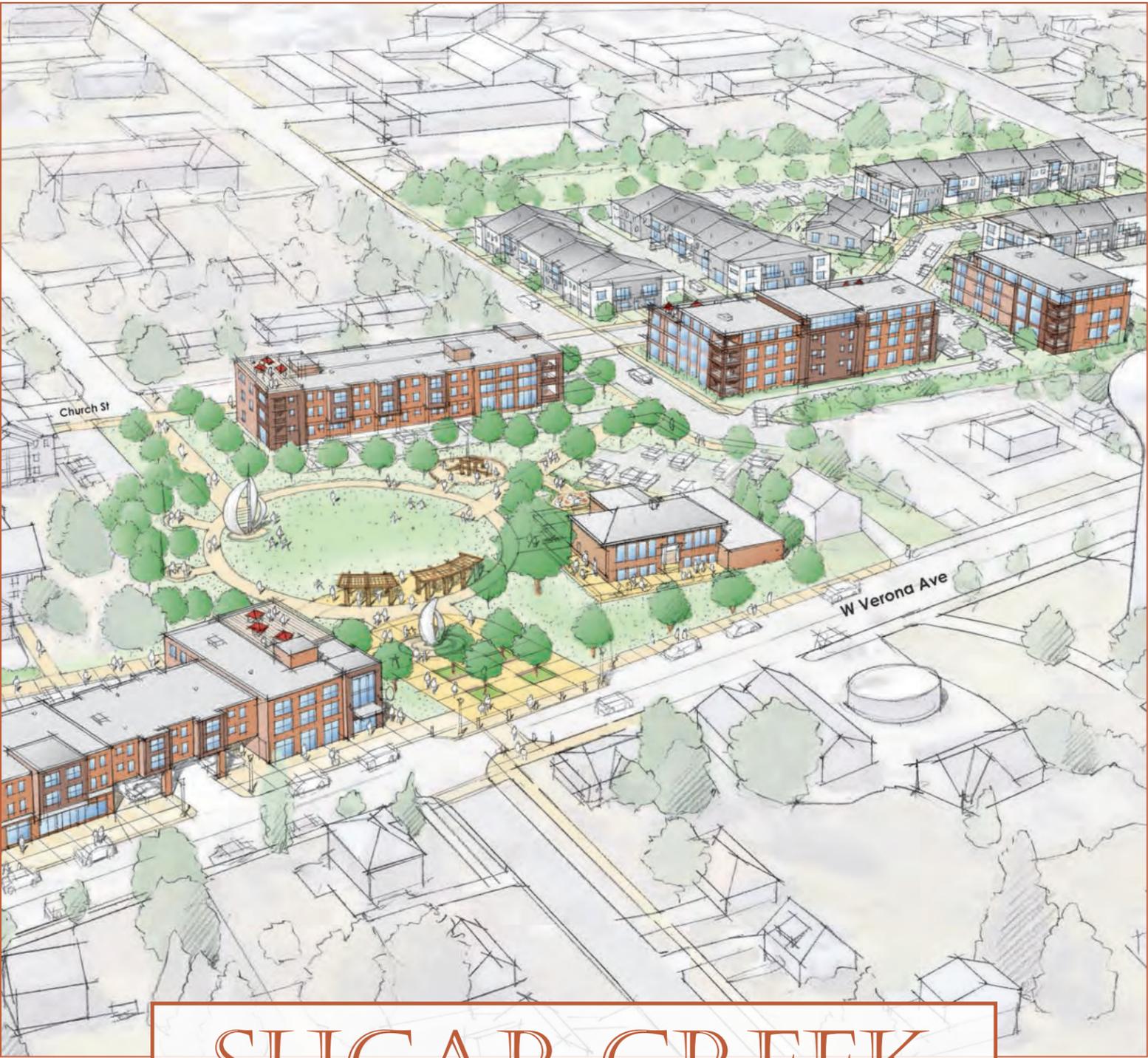
#### STEVE BROWN APARTMENTS AND THE ALEXANDER COMPANY, CO-DEVELOPERS

With over 70 years of combined experience in creating sustainable, thriving communities in Dane County and beyond, the development team is uniquely positioned to turn the following proposal into a reality for the City of Verona.

As the current owner of the parcel located at 100 S. Mariette Street - an integral component of making this a cohesive redevelopment effort, Steve Brown Apartments will bring new and distinct market rate multi-family housing and retail options to the community, anchoring the site as a vibrant, community hub. Well-curated, authentic, and respectful to the historic nature of the site, this new destination will boast the fresh retail conveniences and dining options the growing neighborhood deserves.

The Alexander Company, with extensive history in historic preservation, master-planned communities, and public-private partnerships, will bring affordable, workforce multi-family housing in addition to reimagining the iconic, historic schoolhouse through a partnership with the City of Verona. The diverse nature and success of Alexander Company projects demonstrates their expertise in creating complex financial structures with multiple funding sources to minimize the City of Verona's contribution and tax impact.

Both Steve Brown Apartments and The Alexander Company are local, Dane County real estate development firms with long-reaching community roots and prior development experience in the City of Verona. Many of our team members call Verona home, with children attending the Sugar Creek School. We have approached, and present, this proposal as stakeholders in the Verona community.



**SUGAR CREEK  
ELEMENTARY SITE**  
Vision for Verona's Next Dynamic Community Hub

*VERONA COMMUNITY BENEFITS*

**Adds a new civic gathering space and destination**

By creating a public plaza as the hub of this development on the west end of downtown, and infusing community pride and activity into the creative reuse of a restored schoolhouse, this site becomes a cultural magnet that will draw residents and visitors of all ages and backgrounds for a variety of uses and experiences.

**Builds a distinct Verona identity**

This walkable core is highly visible, with an identity that can strengthen the lively heartbeat of a memorable, "hometown" personality for Verona. This identity is anchored by an existing historic structure and new architecture that builds on Verona's history.

**Respects and restores a piece of Verona's history—Verona's first graded school**

Respectfully restored and thoughtfully adapted to anchor a culturally-infused and multi-use centerpiece for the community, Verona's original graded schoolhouse becomes a distinctive community anchor. Possible uses include a children's museum or other creative and activity-generating reuse.

**Adds much needed affordable workforce housing**

Verona's population is growing, and construction costs are ever-increasing, leaving rental rates to outpace income for a lot of individuals and families. The proposed workforce housing will provide clean, safe, attractive and affordable housing options to Verona's creative class, teachers, entry-level first responders, and more.

**Energizes Verona with new places to shop, live and dine**

The proposed plan offers a variety of street-facing, experiential retail that are well integrated and walkable to an attractive mix of new housing. The entire Sugar Creek area is well connected to the heart of Verona and its downtown, helping to create a vibrant flow of people and activity.

**Expands on the heart and soul of the community**

- Walkable core connected to downtown and neighborhoods
- Multi-generational
- An irresistible blend of old and new, appealing to young professionals and families
- Providing intrigue, education, gathering and activity spaces, and memorable experiences for all

**Becomes the catalyst for more**

- Jump-starting future developments and revitalizations in this new city center by lending a ready identity and momentum
- Driving workforce and family attraction/retention by making Verona a place enterprising people and families want to land, live, and grow their family story

**Sustainable now and for the future**

- Meets Green-Built Home Standards
- Limits sprawl
- Walkable location limits the need for a vehicle and sustains current/future Main Street businesses
- Urban infill site is already served by urban services, bus routes, and utilities, better using public resources

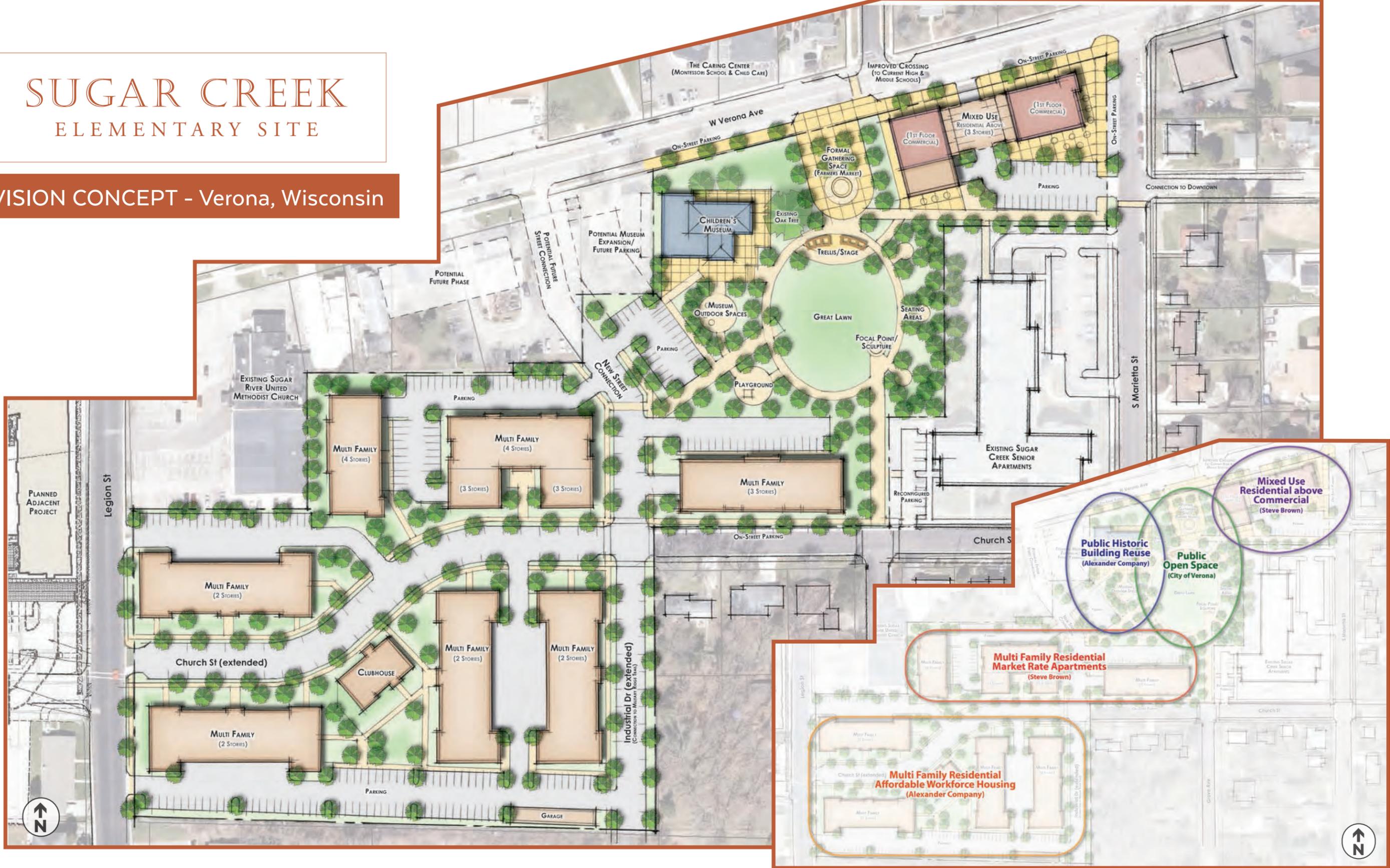
AS VERONA'S FIRST GRADED SCHOOL, THIS HISTORIC STRUCTURE—RE-PURPOSED FOR THE COMMUNITY'S FUTURE—BRINGS INSTANT "PLACE" VALUE AND ADDS TO THE MIXED-USE, MULTI-GENERATIONAL ALLURE OF THE DEVELOPMENT

## SECTION TWO: APPROACH



# SUGAR CREEK ELEMENTARY SITE

VISION CONCEPT - Verona, Wisconsin



**Mixed Use Residential above Commercial**  
(Steve Brown)

**Public Historic Building Reuse**  
(Alexander Company)

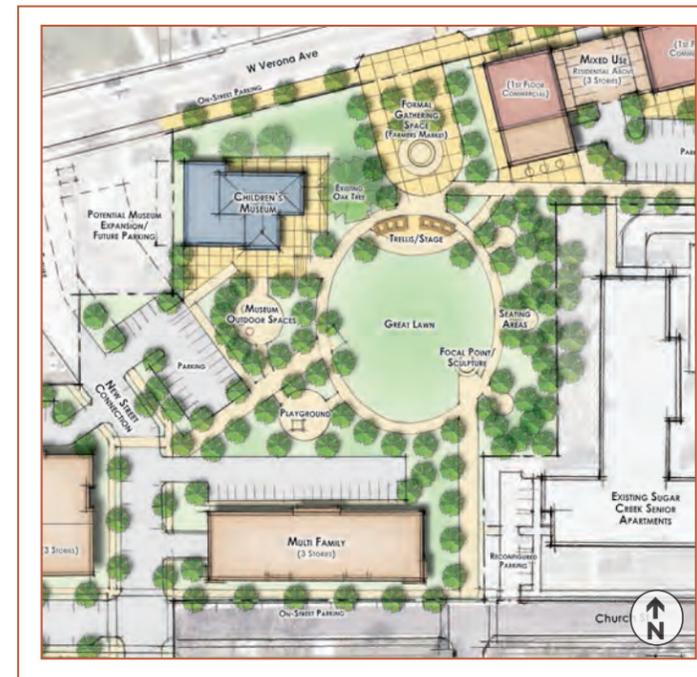
**Public Open Space**  
(City of Verona)

**Multi Family Residential Market Rate Apartments**  
(Steve Brown)

**Multi Family Residential Affordable Workforce Housing**  
(Alexander Company)



BIRDSEYE VIEW LOOKING SOUTHWEST



POTENTIAL USES WILL BE EXPLORED AND DEVELOPED WITH THE COMMUNITY THROUGH A PUBLIC-PRIVATE PARTNERSHIP WITH THE CITY

### A Community Anchor

At the heart of every community is a gathering space. This component forms the central hub of the development district—connecting neighborhoods, multiple generational activities, pedestrian and bike traffic, village-style commercial, and the rest of downtown. Ideally located, the area has a visible presence on W. Verona Ave. and serves as a welcoming front door.

Through a public-private partnership the development team will work with the City in selecting desired uses for exterior civic spaces, the historic schoolhouse, and the development as a whole.

#### PLAZA POTENTIAL INCLUDES

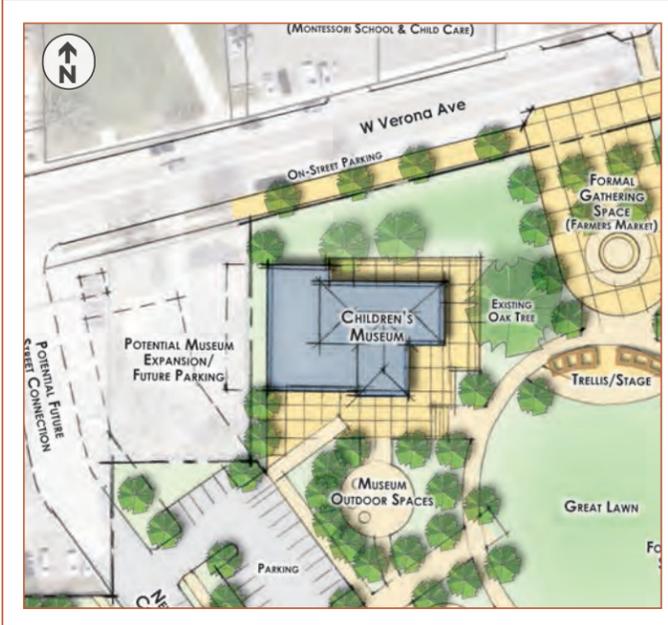
- Community center
- Performance space
- Year-round activities including, farmers markets, art cart, reading hours, art installations, holiday lights and tree lighting, night markets, vintage pop-up markets

#### CENTRAL SPACE POTENTIAL INCLUDES

- Central great lawn feature
- Option for a pool, pickle ball courts
- Special events and daily uses including outdoor movies, music, yoga, ice skating, frisbee
- Connects retail, residential neighborhoods, and historic community anchor



BIRDSEYE VIEW LOOKING SOUTHWEST



### Adaptive Reuse

#### HISTORIC NEW CENTURY SCHOOL

The adaptive reuse of this iconic, historic structure offers an opportunity to return the building to the community it was built to serve in 1907.

The development team has successfully renovated over 100 historic structures in accordance with the National Park Services' standards and will manage the application process for listing the property on the National Register of Historic Places.

Furthermore, the development team has particular expertise in creating complex financial structures to minimize a non-profit organization's contribution and tax impact. Those funding sources include but aren't limited to the use of Tax Increment Financing, Historic Tax Credits, Low-Income Housing Tax Credits, and state and federal economic development grants.

We call particular attention to two project profiles outlined later in this proposal - Beloit Powerhouse and Goodman Community Center. These historic, civic spaces are both examples of public/private partnerships that were brought to fruition through The Alexander Company's expertise in financial structuring and securing funds.



### A Joint Venture

#### BY THE COMMUNITY, FOR THE COMMUNITY

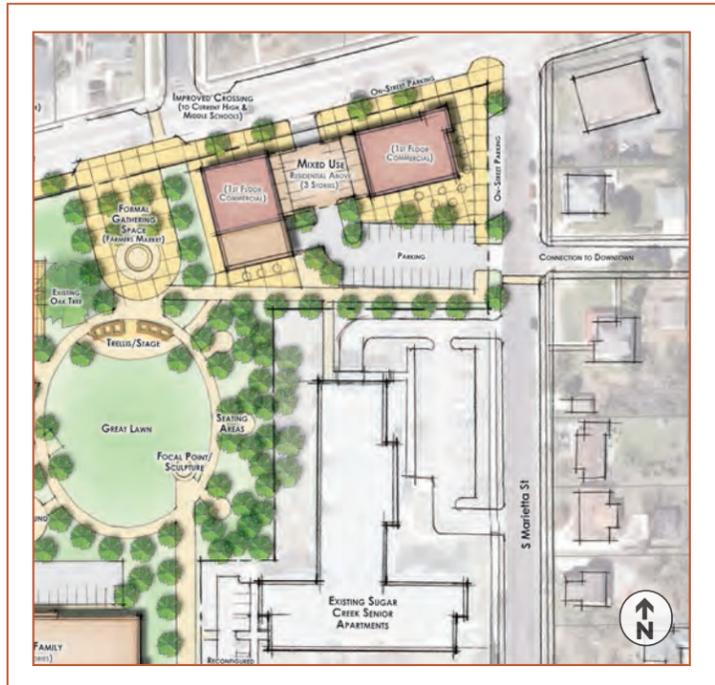
The development team will engage the community through a public-private partnership with the City to determine desired uses and programming for this civic space. Potential uses include but aren't limited to:

- Children's museum
- Community center
- Non-profit headquarters
- Maker space

At the City's election, the development team is also open to rehabilitating this space for private use, such as retail or housing, if a viable civic use is unable to be determined.



BIRDSEYE VIEW LOOKING SOUTHWEST



### Mixed-Use Center

As the owner of the property at 100 S. Marietta St, our team is uniquely positioned to redevelop the corner of W. Verona Ave and S. Marietta St. In this critical location we propose a mixed-use product to anchor the larger project and to establish a link between the existing downtown and the newly created destination district. This building and its location will establish the gateway to the public spaces and retail offerings by providing much needed street activation and visual interest.

#### WALKABLE, EXPERIENTIAL RETAIL: 10,000 SQ. FT.

- Retail and dining with integrated eating areas on ground floor
- Hosted off the Civic Plaza and Open Space, helping create a “town square” feel
- Uses may include children’s retailers, bakery, fitness center with integrated outdoor space, restaurant or coffee shop, unique retail
- Surface parking for customers

#### RESIDENTIAL: 20 APARTMENTS

- Residential lofts on floors two and three above retail
- Underground parking for residents
- Opportunity for rooftop amenities that interact with and enhance public spaces below





BIRDSEYE VIEW LOOKING SOUTHWEST



**MARKET RATE Residential Apartments**

This aspect of the project is critical to the overall financial success of the proposed public improvements. Steve Brown Apartments in conjunction with Brownhouse is proposing 112 apartments executed in our hallmark style of market-leading aesthetics and quality.

**DIVERSE MIX OF ATTRACTIVE RENTALS**

- Homes with one-, two- and three-bedroom units
- Rooftop amenities
- Potential residential amenities include: bike repair, gym, fitness studio, dog wash, clubhouse, etc.
- On-site management





**AFFORDABLE WORKFORCE Residential Apartments**

The Alexander Company is proposing 104 units of high-quality, affordable, workforce housing.

- Two-story, multi-family buildings with tuck-under parking, private entries, and thoughtfully elevated features and finishes
- Potential amenity features include a centralized club house, a fitness center, community kitchen, maker space, bicycle storage and service center, co-working space, game lounge, outdoor living room, and a community grilling area
- Will serve those with moderate incomes - 50%, 60% and 70% of county median incomes. Assuming a household of 1.5 people, maximum income limits range from \$35,050 to \$49,070, with the average one- and two-bedroom apartment rental rates of \$760 and \$915
- Engaged on-site management and effective on-site maintenance staff

A tour of Artisan Village in Madison, Wisconsin - the community the proposed housing is modeled after, is encouraged and can be provided by The Alexander Company.



**Why is affordable, workforce housing important?**

With housing costs rising faster than income generally, and with limited resources to build affordable housing, many believe we have reached a national affordable housing crisis. Dane County is no exception, which is why many of our community leaders have sought to encourage affordable housing development through creative public-private partnerships. Through these partnerships, local incentives are often used along with private capital to compete for state and federal affordable housing resources that make a project viable.

**Who will live there?**

While there has been a boom in high-end market rate apartments little has been done catering to those with moderate income levels. The proposed housing will provide clean, safe, attractive and affordable housing to the surrounding workforce. This may consist of teachers, clerical staff, entry-level first responders, and the creative class. The proposed housing allows employees to live close to where they work and play, reduces commute times and fuel consumption, and ensures a diverse and vibrant community.

## Team Structure and Project Team Responsibilities



**Alexander  
Company**

### STEVE BROWN APARTMENTS AND ALEXANDER COMPANY, CO-DEVELOPERS

- Market Rate and Mixed Use Development
- Affordable, Workforce Apartments
- Historic Designation/Rehabilitation (New Century School) in a public-private partnership with the City of Verona



### BROWHOUSE, CONSULTANT

- Architectural Design
- Site Planning

**vierbicher**  
planners | engineers | advisors



### VIERBICHER, CONSULTANT

- Stormwater Management
- Civil Engineering
- Landscape Architecture



**VANDEWALLE &  
ASSOCIATES INC.**  
Shaping places, shaping change

### VANDEWALLE & ASSOCIATES, CONSULTANT

- Master Planning
- Site Development
- Community Engagement
- Visioning Graphics and Communication Materials



**ENGINEERED CONSTRUCTION, INC.**

### ENGINEERED CONSTRUCTION

- General Contractor
- Construction Consultant



## Public Engagement Methods

This project will include three main public engagement elements with respect to the civic spaces:

- 1.) Public Open House for Vision Plan
- 2.) Pre-application final concept presentation
- 3.) Public approval process

The need to provide an inclusive, fair, and constructive engagement process is paramount for all communities. Accordingly, we begin this process by first identifying the key stakeholders and others whose participation and support are vital to the project, and then work with our clients to develop strategies to engage them in meaningful and productive dialogues.

This includes everything from selecting the appropriate media for conveying information (presentations, websites, handouts, displays, etc.) to determining the best formats for conducting discussions and obtaining feedback and input.

Further, it includes carefully guiding the process to ensure public engagement results in timely decisions and points of consensus that allow our clients to make informed decisions and leaves the stakeholders feeling satisfied that the process was fair and the outcome acceptable even if it differs from their original position.



### Community Listening in the Days of Social Distancing

With companies, institutions, and workers striving to keep the momentum going while handling business remotely, the development team has ready access to a diverse array of web tools to keep projects moving, information flowing freely, and all team members on the same page: These include:

- Virtual Public Open House – a live webinar-style presentation can enable participation from residents from their homes. The recorded meeting can be posted on the City website along with opportunities to comment online
- Online surveys through SurveyMonkey or Polco
- Broadcast announcements through email
- PowerPoint presentations recorded with full audio and the option to auto advance, which can be distributed electronically

## SECTION THREE: FINANCIAL VIABILITY



### An Introduction and Overview

The proposed project includes the construction of 132 market-rate apartments, 104 affordable workforce apartments, 10,000 square feet of commercial space, public space, as well as parking and public infrastructure to serve those uses. This type of urban infill/main street redevelopment generally requires a public-private partnership to make the project feasible, as is the case here. In particular, while state and federal resources are available to support affordable housing, local participation is typically required to close the funding gap.

Our project budget currently anticipates the City of Verona contributing the property and does not anticipate acquisition costs. Including costs for demolition of the existing school, public infrastructure, public park improvements and project-specific gap financing, it is estimated that the total public participation required will be approximately \$8.86M. The renovation costs of the historic school are not included in the projections as they will be largely driven by the final use of the structure.

While TIF is proposed to fund the majority of these costs, we would endeavor to identify other sources of funding to pay project costs and reduce the reliance on TIF. As an example, there are currently proposed changes to the Low-Income Housing Tax Credit program that, if approved, could substantially reduce or even eliminate the gap for that portion of the project. Additionally, for the affordable component, we would anticipate pursuing HOME funding from Dane County as well as below market funding from WHEDA to help lower the gap in that component. While we would plan to work in good faith to reduce the project's reliance on TIF, the tax increment generated from the project is projected to be sufficient to cover the entire gap in financing.

Our development team has extensive experience not only in procuring sources of funding for projects like this but also in effectively structuring deals in such a way to make the most efficient use of those resources.

### Sources & Uses

	Total	Affordable Housing	Market Rate Housing & Commercial	Public Space & Infrastructure	Infrastructure	Sugar Creek Demolition	Historic School*
<b>Sources</b>							
Conventional Debt	28,000,000	7,000,000	21,000,000				
Tax Credit Equity	8,448,000	8,448,000					
Developer Equity/Deferred Fee	8,600,000	1,600,000	7,000,000				
Gap/Tax Incremental Financing	8,861,600	2,952,000	759,600	2,000,000	2,500,000	650,000	
<b>Total Sources</b>	<b>53,909,600</b>	<b>20,000,000</b>	<b>28,759,600</b>	<b>2,000,000</b>	<b>2,500,000</b>	<b>650,000</b>	<i>See note below</i>
<b>Uses</b>							
Acquisition	-	-	-	-	-	-	
Hard Costs	43,695,000	13,545,000	25,000,000	2,000,000	2,500,000	650,000	
Soft Costs	10,214,600	6,455,000	3,759,600				
<b>Total Uses</b>	<b>53,909,600</b>	<b>20,000,000</b>	<b>28,759,600</b>	<b>2,000,000</b>	<b>2,500,000</b>	<b>650,000</b>	<i>See note below</i>

\*Sources and Uses for the redevelopment of the historic school are not included above. The desired programming for the space will not only impact the costs associated with redevelopment but also the funding sources available including such sources as state and federal historic tax credits. The projections in this proposal show that the project is expected to create more increment over the term of a Tax Incremental District than will be required for the project making those funds available to fund redevelopment of the historic school.

Sugar Creek Increment

YEAR	INCREMENTAL VALUE			TOTAL	TAX INCREMENT
	AFFORDABLE HOUSING	MARKET RATE HOUSING	COMMERCIAL		
1	200,000	200,000	50,000	450,000	10,706
2	2,764,000	5,150,000	1,000,000	8,914,000	212,073
3	7,100,000	12,500,000	1,500,000	21,100,000	501,990
4	7,171,000	12,625,000	1,515,000	21,311,000	507,010
5	7,242,710	12,751,250	1,530,150	21,524,110	512,080
6	7,315,137	12,878,763	1,545,452	21,739,351	517,201
7	7,388,288	13,007,550	1,560,906	21,956,745	522,373
8	7,462,171	13,137,626	1,576,515	22,176,312	527,597
9	7,536,793	13,269,002	1,592,280	22,398,075	532,873
10	7,612,161	13,401,692	1,608,203	22,622,056	538,201
11	7,688,283	13,535,709	1,624,285	22,848,276	543,583
12	7,765,165	13,671,066	1,640,528	23,076,759	549,019
13	7,842,817	13,807,777	1,656,933	23,307,527	554,509
14	7,921,245	13,945,854	1,673,503	23,540,602	560,054
15	8,000,458	14,085,313	1,690,238	23,776,008	565,655
16	8,080,462	14,226,166	1,707,140	24,013,768	571,312
17	8,161,267	14,368,428	1,724,211	24,253,906	577,025
18	8,242,880	14,512,112	1,741,453	24,496,445	582,795
19	8,325,308	14,657,233	1,758,868	24,741,409	588,623
20	8,408,561	14,803,805	1,776,457	24,988,824	594,509
21	8,492,647	14,951,843	1,794,221	25,238,712	600,454
22	8,577,574	15,101,362	1,812,163	25,491,099	606,459
23	8,663,349	15,252,375	1,830,285	25,746,010	612,523
24	8,749,983	15,404,899	1,848,588	26,003,470	618,649
25	8,837,483	15,558,948	1,867,074	26,263,505	624,835
26	8,925,857	15,714,538	1,885,745	26,526,140	631,083
27	9,015,116	15,871,683	1,904,602	26,791,401	637,394
				Total	14,400,585
				PV @ 2.5%	10,031,699
				Gap from S&U	8,861,600
				Excess Incremental Value	1,170,099

SECTION FOUR: SCOPE OF WORK



## Implementation Timeline

### SUGAR CREEK

BEGIN	END	
May-20	Nov-20	TID creation
Jun-20	Nov-20	Development Agreement & property acquisition
Jun-20	Nov-20	Zoning
Nov-20	Dec-20	Demolition/grading
Dec-20	Jan-21	Part 1 preparation for New Century School building - 30 days
Dec-20	Jun-21	Infrastructure (could also be phased with project construction)
Jan-21	Mar-21	LIHTC application/award
Jan-21	Jun-21	Part 1 prelim. approval National Park Service - 30 days after submittal
Jun-21	Jul-22	Market Rate and Mixed Use Component
Aug-21	May-22	Affordable component phase 1 - buildings 1 & 2
Aug-21		Affordable housing financing closing
Sep-21	Jul-22	Affordable component phase 2 - buildings 3 & 4

## Performance Standards

### INTEGRATED PROJECT MANAGEMENT

Integrated Project Management (IPM) is a team approach with a single point of responsibility. The Project Manager leads the team through the development process. IPM increases accountability, responsibility, and communication. The outcome is optimized in terms of time, cost, and quality.

The collective talents of many disciplines are necessary to successfully complete a project. The Project Manager assembles a multi-disciplined team with the right set of skills and qualifications for each specific project. We coordinate the team so that the members are encouraged to create the best possible development, design, construction, and marketing solutions.

In every stage of the development process the Project Manager is committed to leading the team to the best possible decisions and actions. Our approach to a development remains the same whether we are development for ourselves or others. Complete satisfaction is the goal.

IPM takes the complex process of financing, designing, building, and managing a real estate asset and makes it simple. By placing The Alexander Team at the center of the development process, you will have the benefit of its experience as an owner, designer, contractor, and manager. Our team represents a single source of responsibility and accountability, efficiently balancing the time, cost, and quality demands of the project.

### HISTORIC PRESERVATION AND ADAPTIVE REUSE

The development team's project history speaks to the unparalleled and industry-leading historic preservation and adaptive reuse experience over the past three decades. The diverse nature and success of our collective projects demonstrates out expertise with the use of Tax Increment Financing, Historic and New Markets Tax Credits, and state and federal development grants. Our extensive knowledge of and experience with the approvals process as well as our expertise in moving projects through the obstacles inherent in the historic preservation and adaptive reuse development process ensures the securing of entitlements in a timely fashion.

The determination to take on challenges few other real estate developers are willing to accept and an unwavering commitment to restore and create buildings of architectural significance are the keys to the development team's success. Where there was once a junkyard, contaminated brownfield, or blighted neighborhood, the development team creates or restores buildings that generate new tax bases and re-energize communities. The team's endeavors in the worlds of historic preservation and urban infill increase civic pride and enhance identity.

Always at the cutting edge of historic preservation and adaptive reuse, the development team continues to set new standards of excellence. With each new development, vision is expanded in the realm of design and new horizons are unveiled in the preservation of historic structures and the rebirth of neighborhoods.





**HAZARDOUS MATERIALS REMEDIATION/ABATEMENT**

Similar to the development team’s unparalleled experience with historic preservation and adaptive reuse, the same can be said with brownfields and hazardous material remediation. Over the past 30 years, during the redevelopment of 100+ historic structures and contaminated sites, the development team has encountered almost all conceivable environmental conditions, including PCBs<sup>1</sup>, DROs<sup>2</sup>, SVOCs<sup>3</sup> resulting in soil remediation, ground water cleanup, and soil vapor mitigation. The team has also encountered arsenic and heavy metals in the soils, ACMs<sup>4</sup> in flooring, mastics, plaster, insulation, glazing, and cementitious panels. Lead based paint, Freon, ammonia, and PCB ballasts have all been encountered as well.

1 Polychlorinated biphenyls.  
2 Diesel range organics.  
3 Semivolatile organic compounds.  
4 Asbestos-containing materials.

**SECTION FIVE: SUCCESSFUL URBAN REDEVELOPMENT PROJECTS**



PROJECT PROFILE /Keystone - Urban Infill/Historic District/Public Engagement

In 2013 SBA/BH delivered Keystone Apartments in the iconic University Heights neighborhood of Madison. At four stories and 118,000 square feet, Keystone is comprised of 64 units and 98 beds along with two decks of underground parking. Located in a nationally and locally designated Historic District, our team worked diligently with the neighborhood to develop a concept that provided needed density on a transit-oriented street without compromising the charm and character of the district. Materials and architectural stylings were selected and employed to complement the existing neighborhood structures without attempting to replicate them. Building on an extremely tight and challenging site in a residential neighborhood, we worked with our General Contractor partners and immediate neighbors to minimize impacts both during construction and throughout the ongoing operation of the property.



KEYSTONE - URBAN INFILL / HISTORIC DISTRICT / PUBLIC ENGAGEMENT



PROJECT PROFILE / Market 5 - Local/Commercial

Delivering Spring of 2020, Market No. 5 will be a game changer for the retail experience of Verona. Intended to attract local, sophisticated and upscale operators the overall theme draws inspiration through incorporating a chic rustic “old main street feel with the traditional offerings of successful “Lifestyle Centers.” The development of Market No. 5 provided us with invaluable first-hand experience with the local approval process, ordinances and codes. More importantly, it offered opportunity for a dialog regarding the values and aspirations of Hometown U.S.A. We couldn’t be more excited to deliver.



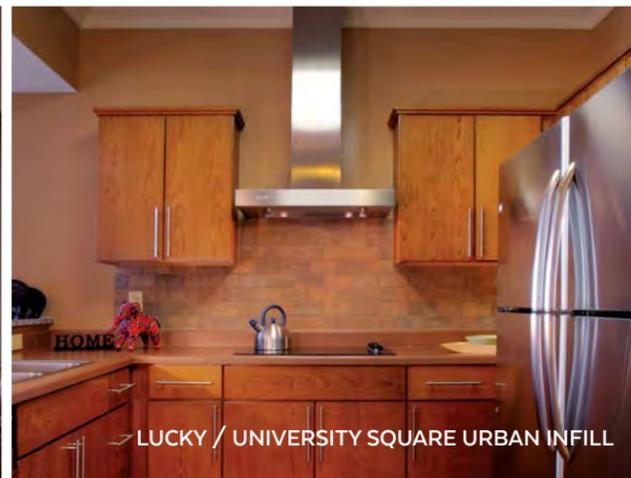
MARKET 5 - LOCAL/COMMERCIAL



### PROJECT PROFILE / Lucky / University Square - Urban Infill / PPP

In 2006 SBA/BH entered a public-private partnership to co-develop and own University Square which, at the time, was the largest mixed-use project in Madison at over 1.1 million square feet. The project utilized a condominium structure, with multiple ground leases allowing three owners to construct housing, retail and office units within the new building. Today the complex is home to Lucky, our flagship student property, and houses several core UW-Madison functions including University Health Services, the Student Activities Center, the Office of Admissions and the Registrar, Bursar and Financial Aid offices.

Lucky specifically was the first of its kind in Madison and set the bar for high-end student-oriented housing at an affordable price point. Although there have been many imitators since 2006, our use of high quality, durable materials coupled with our model of active and attentive management has kept Lucky at the top of the market and consistently outperforming competitors in leasing and occupancy metrics.



LUCKY / UNIVERSITY SQUARE URBAN INFILL



### PROJECT PROFILE / Longfellow School



114 Apartments | \$14.2 Million Project Cost | Madison, WI

Built in 1917, Longfellow School has been serving Madison for almost a century. First as an elementary school, then a Madison alternative high school and Montessori elementary, Longfellow was virtually unused for almost two decades before the Alexander Company submitted a plan that revised the old schoolhouse as updated, modern apartments. A nationally registered historic building, Longfellow was built by Law, Law, and Potter, one of Madison's premier architectural firms of the time. With beautiful brick work, high ceilings, and enormous windows, classrooms have been turned into unique living quarters with many containing original wood floors, slate chalkboards, school bookcases, a basketball hoop, and other historic elements.



PROJECT PROFILE / Artisan Village



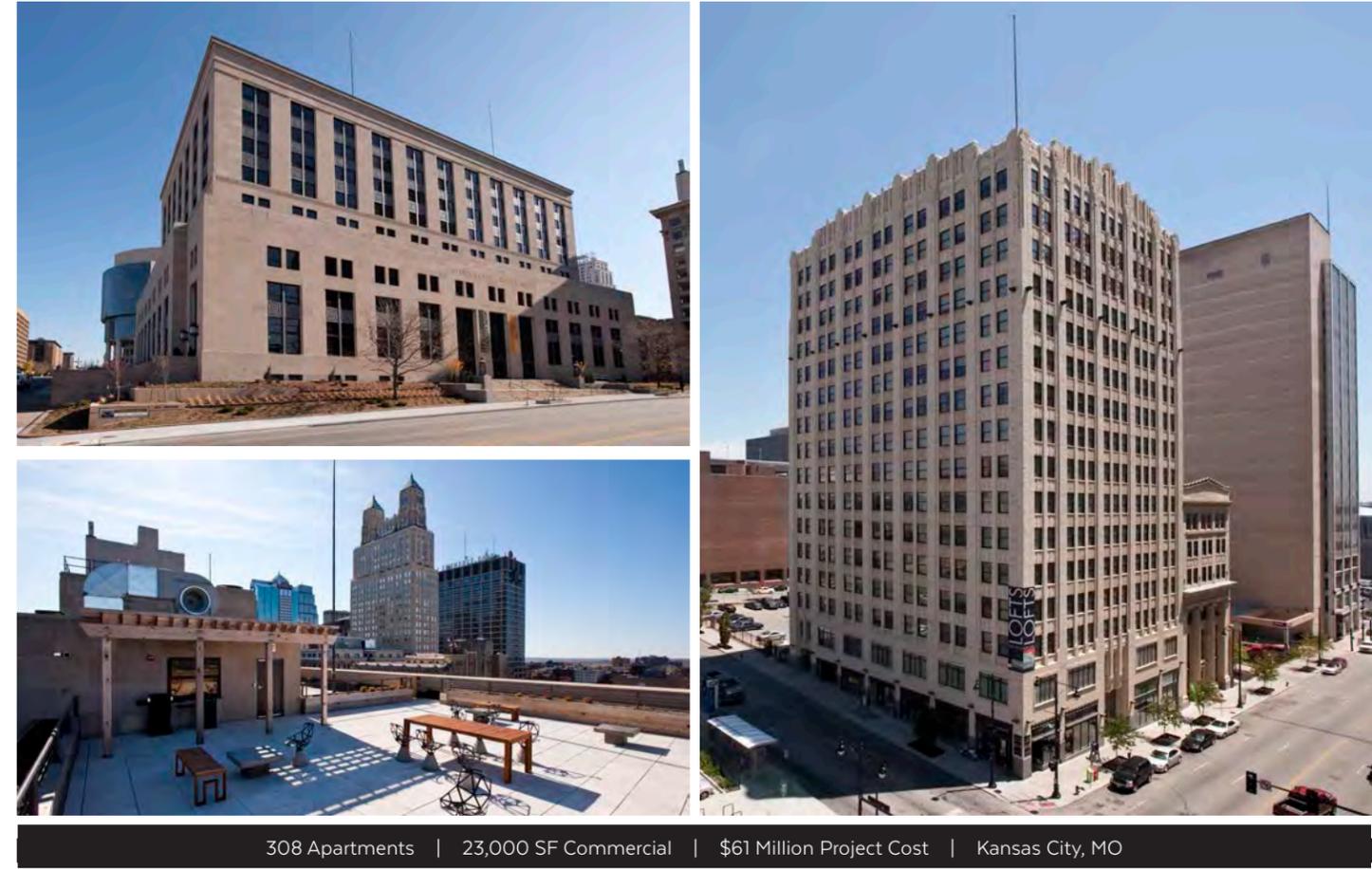
169 Apartments | \$33 Million Project Cost | Madison, WI

The Alexander Company has partnered with Bear Development to deliver a high-quality, affordable, workforce housing community to the Town of Madison and City of Fitchburg in June 2020.

The collection of six buildings - ranging from 17,000 to 35,000 square feet each, are organized around a central green space and clubhouse building. With the goal of creating a unique sense of place and vibrant community, Artisan Village embraces a robust amenity package and variety of apartment styles - from live/work apartments catering to creators and entrepreneurs, to lofts and flats with tuck-under garage parking.

Community amenities include: a fitness center; an outdoor living room with a grilling area, fireplace, and bocce ball; a centralized club house featuring a community kitchen and gathering spaces; a maker space for creating and collaborating; a game lounge with billiards; community gardens and ample green space; a package room with 24/7 video surveillance, bicycle parking with a service station; and more.

PROJECT PROFILE / Kansas City Master Development



308 Apartments | 23,000 SF Commercial | \$61 Million Project Cost | Kansas City, MO

The Alexander Company undertook an aggressive project to redevelop two of the most blighted structures in downtown Kansas City, Missouri. The redevelopment of the Professional Building and the former Federal Courthouse brought high-quality, workforce housing to the downtown area and drastically improved the appearance and utility of one of the downtown's major thoroughfares.

The buildings' location in Kansas City's Central Business District makes it ideally situated to constructively build on the renaissance occurring in the city's South Loop, which now includes the new entertainment district, the Sprint Center, and H & R Block's world headquarters - all developed after the former Federal Courthouse and Professional Building's preservation.

PROJECT PROFILE / Goodman Community Center

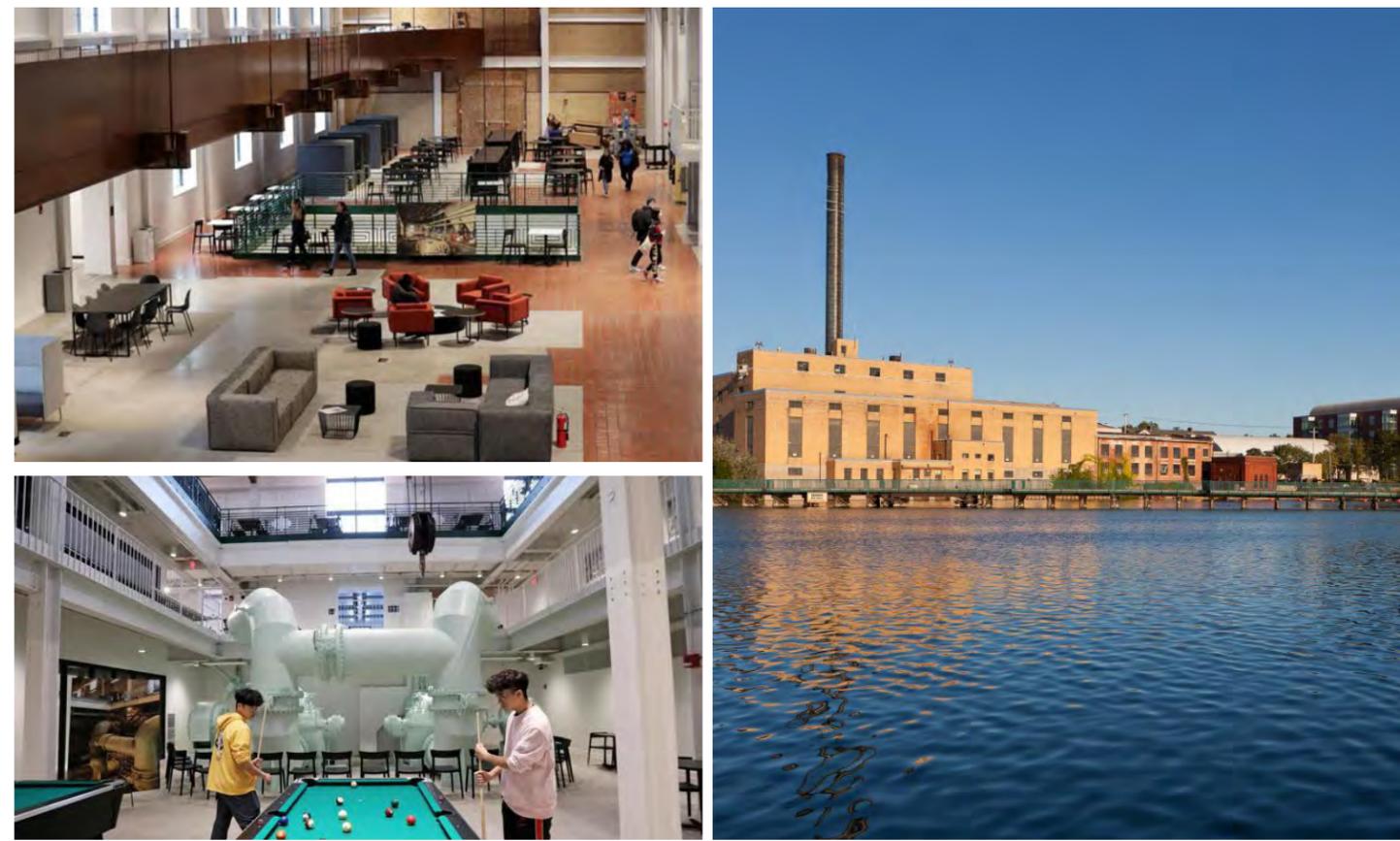


34,000 SF of Community and Office Space | \$9.6 Million Project Cost | Madison, WI

A vacant, one-story production shed listed on the National Register of Historic Places was rehabilitated into a thriving community center for thousands of low- and moderate-income neighborhood residents. With assistance from the Alexander Company, Goodman Community Center consolidated and increased space for its programs, including a gym, art rooms, senior center, day care, a student-run cafe and job training site, food pantry, student farm, and various after-school activities.

The project was funded with \$6.5 million in New Market Tax Credits from US Bank CDC, and \$2.3 million in Historic Tax Credits. Located directly across the street from the Goodman Community Center, the Brass Works building will add an additional 25,000 square feet to be used for additional community programming and be financed with both Federal and State Historic Tax Credits in addition to New Market Tax Credits.

PROJECT PROFILE / Beloit Powerhouse Student Center



140,000 SF Community Facility | \$46.6 Million Project Cost | Beloit, WI

Beloit College, along with The Alexander Company, is proposing to save a historic power plant from demolition and instead open a mission-driven student center combining health, recreation, and healthy food options - building and enhancing connections in this diverse Wisconsin community.

A federal and state riverwalk grant will open up the river's edge on a key stretch which has been closed to the public for nearly 100 years. This is a key intersection between the college, the public high school, and the main street area. In addition the facility would include a field house which in summer months will transform into an open air community pavilion for events ranging from free concerts to youth camps. Also, the signature lecture hall will be the site for talks from leaders in all disciplines from around the world. These lectures are always free, open and advertised to the public.

## PROJECT PROFILE / Brownpoint Reserve



With Brownpoint Reserve, Brownhouse once again raised the bar and set the standard for multi-family design. Officially open in June of 2017, this 92 unit and 153 bed project offers the largest and most luxuriously appointed one, two- and three-bedroom units in the region. Each apartment is thoughtfully designed (and wired) with smart layouts and top of the line finishes, gourmet kitchens and expansive storage. The community itself offers a multitude of private spaces for reflection or relaxation including a pond, gazebo and outdoor firepit. Residents can also utilize the beautiful clubhouse which offers indoor/outdoor yoga room, full gym, kitchen, and outdoor grill. Clad in stone and dark siding it strikes an impressive form at four stories and more than 200,000 sq ft. Brownpoint Reserve is surrounded by beautifully landscaped grounds and conveniently located in a residential neighborhood next to Pleasant View Golf Course and within a short walk of destination shopping and dining.

## PROJECT PROFILE / Uptown Mixed-Use Development



## LOCATION

City of Fitchburg, WI

## PROJECT SERVICES

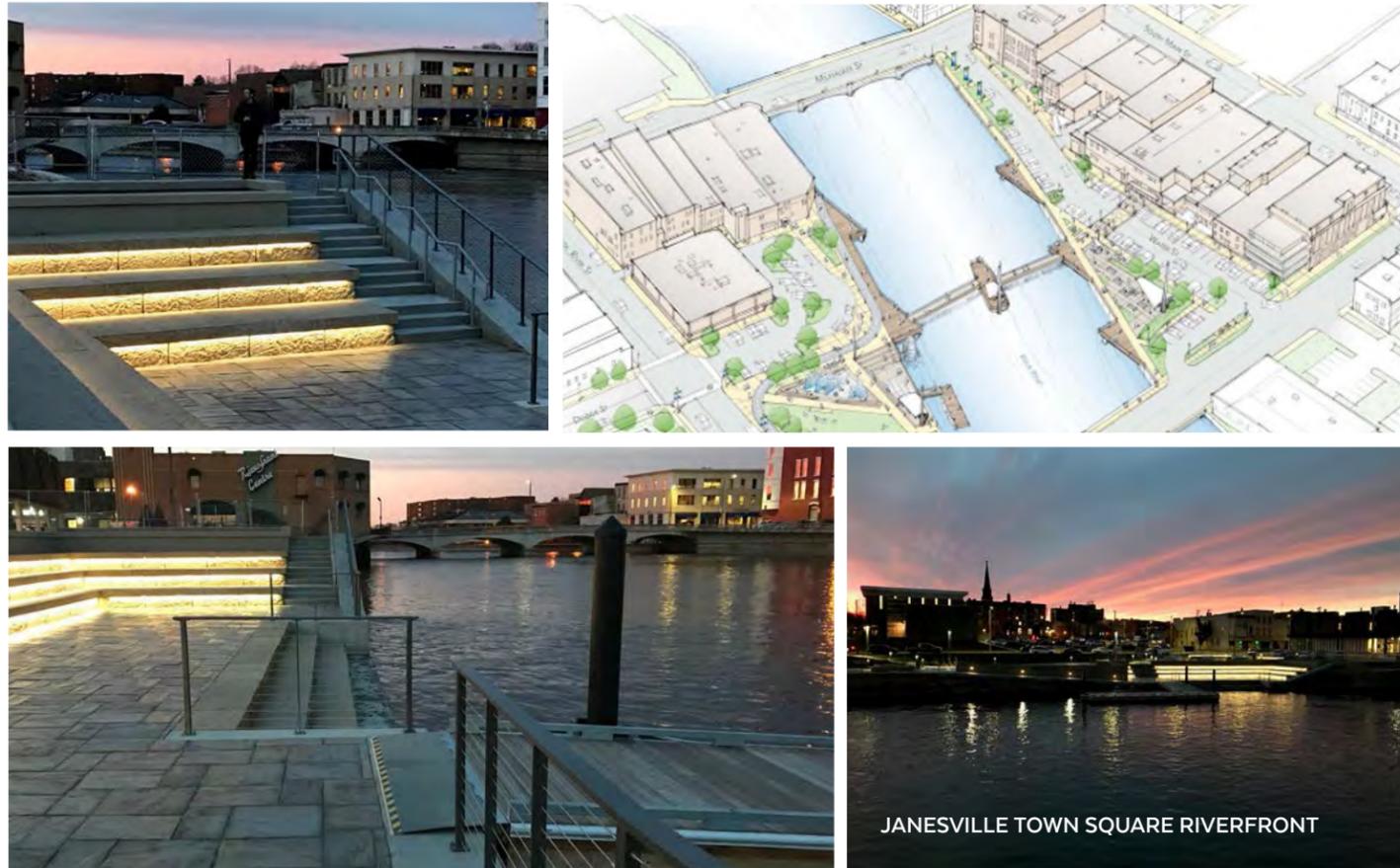
- Civil Engineering / Surveying
- Stormwater Management
- Site Development / Roadways
- Water Supply and Distribution
- Wastewater Collection and Treatment

The Uptown Mixed Use Development is a 385-acre transit-oriented, mixed use employment center designed to take advantage of and build upon Fitchburg's strong biotechnology and high-tech base. Uptown also provides a variety of compact attached and detached housing options and neighborhood-oriented retail services to support the workforce. It is the first community in the City of Fitchburg to use Smartcode zoning.

Vierbicher's work on the Uptown development involved all civil engineering and stormwater management systems, including design for over 16,000 linear feet of sanitary and water utility pipes. It included creating a park program for the proposed 110 acres of parkland that met both the Smartcode and City parkland requirements, while preserving and enhancing the large wetland areas within the planning area.

Our design services included preparation of construction plans and specifications, applying for regulatory agency approval, bidding and contract award, and construction administration.

### PROJECT PROFILE / Janesville Town Square - Janesville, WI



In 2015 the City of Janesville completed a two-year planning process working with Vandewalle & Associates to revitalize the downtown. The ARISE Rock Renaissance Redevelopment and Implementation Strategy laid out a number of re-development projects including the Main Street Riverfront, Festival Ground area and Traxler Park expansion, Milwaukee Street Commercial, Riverfront Housing, Downtown Campus/Neighborhood Area, and the centerpiece of the riverfront revitalization: Janesville’s new Town Square.

The Town Square is designed to be a catalyst for the other redevelopment and revitalization efforts, bringing the focus of Downtown Janesville back to the Rock River. Beginning with removal of a 1960s-era parking plaza spanning the River, the new Town Square includes a new great lawn, a central river feature, gathering spaces for events, interactive water feature, an expanded riverwalk, new pedestrian bridge, and other walking and biking enhancements.

Plans include new river-facing enhancements to historic buildings and mixed-use infill attractive to new retail, restaurants, residents and visitors. Ample new parking replaces and augments the former parking structure that once spanned the river. Reworked two-way streets in the riverfront area are designed to be more pedestrian friendly.



## SECTION SIX: ORGANIZATION OVERVIEW



## COMPANY OVERVIEW / Steve Brown Apartments



For more than 30 years Steve Brown Apartments has led the industry in the development and operations of award winning residential and commercial projects in and around Dane County.

Steve Brown Apartments was founded by Steve Brown in 1980 with the mission of providing the highest quality housing coupled with exceptional customer service. We remain a homegrown and local team of talented finance, marketing, development, and operational professionals with decades of shared experience and a reputation for delivering market leading projects. We do not view projects as simple financial or real estate transactions. Our development opportunities are carefully selected and pursued with the intention of long-term ownership and commitment to the community. For a new development, this translates to high quality construction and design that stands out from the norm and an award-winning management approach for on-going operations. With time and innovation, Steve Brown Apartments have repeatedly raised the standard by which development projects are measured. We pride ourselves on providing exceptional quality in both product and service to all demographics.”

**OFFICIAL REGISTERED NAME:**

Steve Brown Apartments

**KEY CONTACT INFORMATION:**

120 W. Gorham St., Madison WI 53703  
dseeley@stevebrownapts.com  
608-255-7100

**CONTACT INFORMATION FOR PERSON AUTHORIZED TO CONTRACT:**

Scott Watson, CPA swatson@stevebrownapts.com  
608-255-7100

**STATS:**

- Year founded: 1980 & 2002
- Number of Employees: approx. 90
- Number of Residents: approx. 3,500
- Total number of apartment properties: 60
- Total number of apartment units: approx. 2,000
- Total number of apartment bed spaces: approx. 4,650
- Commercial space: approx. 35,000 sq. Ft.
- Total Property Market Value: \$400M
- Global Annual Revenues: \$39M



## KEY PERSONNEL / Steve Brown Apartments

**MARGARET WATSON***CEO*

Margaret is a Verona resident with more than 30 years of experience managing residential and commercial real estate operations. During that time, she has developed numerous award winning multifamily projects while overseeing the day-to-day operations of Steve Brown Apartments. Margaret has extensive knowledge of every aspect of property management, staffing and development and has spent time working in each department. In her role as CEO, she is responsible for and has substantial experience interfacing with municipal leaders, governmental policy makers and other industry partners. She is especially skilled in unifying stakeholders and channeling energies towards a common objective.

**EDUCATION/TRAINING**

- B.A - University Wisconsin-Madison
- M.B.A - Edgewood College Madison, WI

**KEY EXPERIENCE**

- University Square Redevelopment - Madison, WI
- Keystone Apartments - Madison, WI
- Brownstone Apartments - Madison, WI
- Brownridge Terrace - Madison, WI
- Brownpoint Reserve - Middleton, WI

**PROFESSIONAL AFFILIATIONS & REGISTRATIONS**

- Downtown Madison, Inc. - Executive Committee Board Member
- Wisconsin Education Business Round Table (WEBR) Board Member
- Apartment Association of South Central Wisconsin - Executive Committee Board Member/Past President
- Homelessness Shelter Task Force
- Wisconsin Real Estate Association Member
- United Madison Advisory Board



KEY PERSONNEL / Steve Brown Apartments



SCOTT WATSON

CFO

A resident of Verona, Scott has personally overseen the development of more than 1,200 beds of student housing and hundreds of multifamily units, as well as over \$400 million in real estate transactions and structured finance. A long-standing member of Steve Brown Apartments, he has more than 30 years' experience in multifamily and commercial property management, finance and development and contract negotiation. As CFO, he is responsible for overseeing all financial performance aspects of the organization including day-to-day operations, asset acquisition and disposition, project development and debt structuring and service. Scott is a skilled analyst and excels at identifying and structuring financial solutions that work for all stakeholders.

KEY EXPERIENCE

- University Square Redevelopment - Madison, WI
- Keystone Apartments - Madison, WI
- Brownstone Apartments - Madison, WI
- Brownridge Terrace - Madison, WI
- Brownpoint Reserve - Middleton, WI

PROFESSIONAL AFFILIATIONS & REGISTRATIONS

- Wisconsin Certified Public Accountant
- American Players Theater - Executive Committee Board Member
- The Steve and Laurel Brown Foundation- Executive Committee Board Member
- Real Estate Summit Committee - Executive Committee Board Member



KEY PERSONNEL / Steve Brown Apartments



DAN SEELEY

Director of Development

Dan Seeley, MBA, has been a core member of the Steve Brown Apartments team for more than 17 years. During the course of his tenure, Dan has held positions at all operational levels. As the Director of Development he is responsible for coordinating multi-disciplined teams and shepherding development projects from site selection to asset delivery. In his role, he is experienced in building consensus amongst diverse stakeholders including future users, neighbors and municipal leaders. He has a bachelor's degree from Luther College in Decorah, Iowa and a master's degree in Business Administration from the University of Wisconsin-Whitewater. He is an active member of Downtown Madison, Inc, and the Apartment Association of South Central Wisconsin.

PROJECT EXPERIENCE

Multifamily:

- Brownpoint Reserve, Middleton, WI
- Keystone Apartments, Madison, WI
- Lucky Apartments/Usquare, Madison, WI
- The Laurel, Waunakee, WI

Commercial Development:

- Market No. 5, Verona, WI



COMPANY OVERVIEW / The Alexander Company, Inc.



For over 35 years The Alexander Company has specialized in urban infill development, urban revitalization, historic preservation, and adaptive reuse.

Nationally recognized for urban development achievements, the Madison, Wisconsin-based Alexander Company is annually involved in over \$250 million in real estate development. As a master developer, the Company oversees the financing, design, construction, marketing, and property management of developments in-house, providing a diverse team of experts for owners, investors, and partners.

COMMUNITIES impacted	BUILDINGS developed	UNITS developed	RETAIL SPACE brokered (SF)
46	280	7,928	1.8M

Alexander Company projects create new urban focal points and restore glory to important landmarks that define cities. The company has completed several mixed-use “urban renaissance” master-planned developments, incorporating new construction, historic preservation or both. The Company has won numerous industry awards, including the National Preservation Honor Award from the National Trust for Historic Preservation, the 2011 Best Historic Rehabilitation Project Award from Affordable Housing Finance, the 2010 Charles Edson Award from the Affordable Housing Tax Credit Coalition, the Paul Gruenberg Award for Best Adaptive Reuse of a Building and several National Main Street Awards.

COMPANY OVERVIEW / The Alexander Company, Inc.

The Alexander Company is separated from other firms by managing all services in-house, providing a one-stop-shop for all real estate needs. This approach results in a single source of accountability for the client and brings efficiency, transparency and ease of communication to the otherwise arduous process of real estate development.

OFFICIAL REGISTERED NAME:

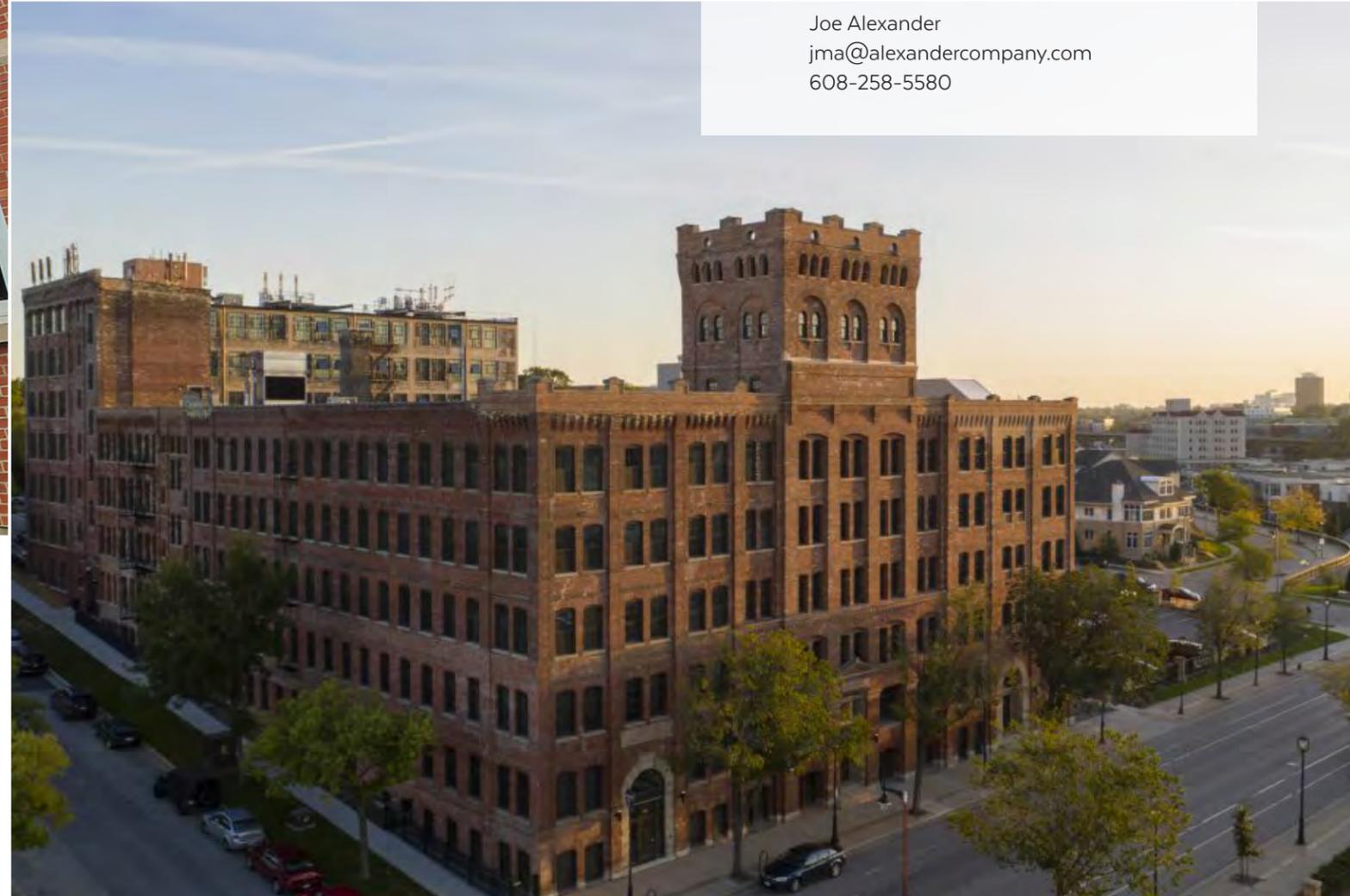
The Alexander Company, Inc.

KEY CONTACT INFORMATION:

2450 Rimrock Road, Suite 100  
Madison, WI 53713  
ckc@alexandercompany.com  
608-268-8126

CONTACT INFORMATION FOR PERSON AUTHORIZED TO CONTRACT:

Joe Alexander  
jma@alexandercompany.com  
608-258-5580



KEY PERSONNEL / The Alexander Company, Inc.



JOSEPH ALEXANDER

President

Joe's duties at The Alexander Company include senior management, development team oversight, stakeholder relations, new project development and operations oversight. He has overseen developments from Kansas City to Washington D.C. to Fort Worth. Joe has diverse experience in real estate administration, government and public relations. He has served as Special Assistant to the Secretary of the United States Department of Health and Human Services, where his duties included consultation and implementation in the areas of general management, budgeting and facilities development oversight.

EDUCATION/TRAINING:

- J.D. – University of Wisconsin-Madison Law School
- B.A. – Political Science and History, University of Wisconsin-Madison

KEY EXPERIENCE:

- Novation Campus Master Development – Madison, WI
- Rail Corridor Master Development – Madison, WI
- Capitol West Master Development – Madison, WI
- Liberty Master Development – Lorton, VA
- National Park Seminary – Silver Spring, MD
- Fortress – Milwaukee, WI
- The Soldiers Home – Milwaukee, WI
- Printworks Mill – Greensboro, NC

KEY PERSONNEL / The Alexander Company, Inc.



MATT MEIER

Vice President of Real Estate Development

Matt is responsible for all aspects of development for selected projects from initial feasibility analysis through completion and lease-up including the procurement of all required debt and equity financing. With over 30 years of experience, he has successfully completed a variety of award winning urban revitalization projects that consist of historic preservation, new construction, or both. He has specialized expertise in innovative financing techniques and public economic development tools including the use of tax-exempt bonds, Low Income Housing Tax Credits, Historic Tax Credits, New Markets Tax Credits, TIF/Tax Abatement, and various government loan programs. As Vice President of Real Estate Development at The Alexander Company, he has been directly responsible for completing multiple master planned development projects with budgets in excess of \$250,000,000, throughout the United States.

KEY EXPERIENCE:

- Wisconsin Department of Revenue – Madison, WI
- Novation Campus Master Development – Madison, WI
- Rail Corridor Master Development – Madison, WI
- Kansas City Master Development – Madison, WI

KEY PERSONNEL / The Alexander Company, Inc.



**COLIN CASSADY**  
*Development Project Manager*

Colin is responsible for the coordination and implementation of all aspects of the development process in projects across the United States. His responsibilities include analyzing prospective developments and their potential feasibility, managing the entitlement process, negotiating investment and loan terms, coordinating and communicating with project stakeholders, negotiating the acquisition and disposition of assets, performing due diligence, and reviewing legal documents.

Since joining the Alexander Company, Colin has been involved in both commercial and residential development efforts using a variety of funding sources including Low-Income Housing Tax Credits, Historic Tax Credits, Tax Abatement, TIF, New Markets Tax Credits, Brownfield Grants, Tax Exempt Bonds, and many more.

Prior to joining the Alexander Company, Colin worked in real estate sales, property management, and development where he developed a great interest in urban infill and adaptive reuse projects and came to the Alexander Company in large part due to its reputation as a leader in those fields.

**EDUCATION/TRAINING:**

- M.B.A. - University of Wisconsin, Real Estate and Urban Land Economics
- B.A. - University of Wisconsin, Economics

**PROFESSIONAL AFFILIATIONS & REGISTRATIONS:**

- University of Wisconsin Real Estate Alumni Association

**KEY EXPERIENCE:**

- Novation Campus Master Development - Madison, WI
- Kansas City Master Development - Kansas City, MO
- Crescent Lofts Master Development - Davenport, IA
- Eagle Point Master Development - Appleton, WI
- Milwaukee Soldiers Home - Milwaukee, WI

KEY PERSONNEL / The Alexander Company, Inc.



**DAVE KAUL, AIA**  
*Director of Design and Construction*

Dave is responsible for coordinating and allocating design and construction management resources. He is involved in feasibility studies, building and project assessments, programming, design document creation, and construction administration for all Alexander Company projects.

Dave has over 35 years of experience in the field of architecture, giving him expertise in a variety of building types, including master-planned developments incorporating commercial, retail, and industrial spaces. Responsible for the design of over 5,000,000 square feet during his career, his experience has gained him invaluable knowledge of code compliance, local and state approval processes, and the oversight and coordination of subcontractors and consultants.

**EDUCATION/TRAINING:**

- B.A. - Architecture - University of Wisconsin-Milwaukee

**PROFESSIONAL AFFILIATIONS & REGISTRATIONS:**

- American Institute of Architects
- Member of the National Trust for Historic Preservation

**KEY EXPERIENCE:**

- Novation Campus Master Development - Madison, WI
- Kansas City Master Development - Kansas City, MO
- National Park Seminary Master Development - Silver Spring, MD
- Crescent Lofts Master Development - Davenport, IA
- Liberty Master Development - Lorton, VA
- Fortress - Milwaukee, WI
- Printworks Mill - Greensboro, NC

KEY PERSONNEL / The Alexander Company, Inc.



**JEREMIAH LEIGH**  
*Construction Project Manager*

Jeremiah’s position at the Company involves ensuring the most cost effective means and methods of construction are implemented to the benefit of the owners – by participating in both the construction document phase of design and construction itself, he ensures hidden conditions are mitigated to the greatest possible extent.

As part of The Alexander Company’s comprehensive approach to development, Jeremiah supervises the work of general construction contractors, ensuring budget conformity and only the highest quality work.

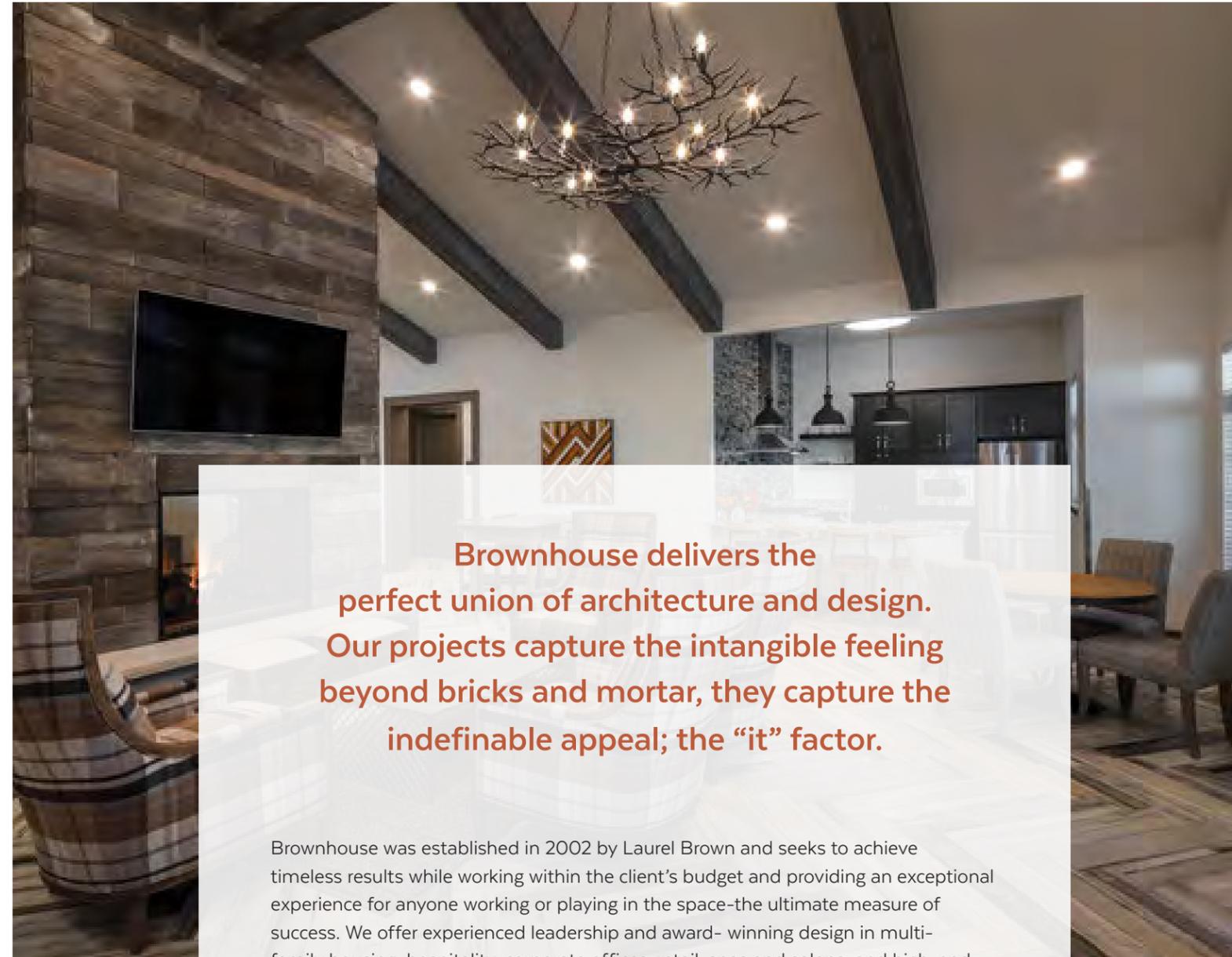
**EDUCATION/TRAINING:**

- B.S. – Building Construction Management and Business Administration, University of Wisconsin-Platteville

**KEY EXPERIENCE:**

- Novation Campus Master Development – Madison, WI
- Capitol West Master Development – Madison, WI
- National Park Seminary Master Development – Silver Spring, MD
- Liberty Master Development – Lorton, VA
- Crescent Lofts Master Development – Davenport, IA
- Fortress – Milwaukee, WI
- Printworks Mill – Greensboro, NC

COMPANY OVERVIEW / Brownhouse



**Brownhouse delivers the perfect union of architecture and design. Our projects capture the intangible feeling beyond bricks and mortar, they capture the indefinable appeal; the “it” factor.**

Brownhouse was established in 2002 by Laurel Brown and seeks to achieve timeless results while working within the client’s budget and providing an exceptional experience for anyone working or playing in the space—the ultimate measure of success. We offer experienced leadership and award-winning design in multi-family housing, hospitality, corporate offices, retail, spas and salons, and high-end residential design. Backed by a dedicated and talented team of architectural and design professionals, Brownhouse is regularly acknowledged by clients and industry experts for delivering unforgettable environments.

## UNIQUE CAPABILITIES / Brownhouse

### ARCHITECTURE

We design ‘from the inside out’ of a building or home to produce a richer, more vibrant architectural design. Our holistic and thoughtful space planning, from understanding the function to aesthetics, helps achieve our client’s vision.

- Conceptual Design
- Site Planning
- Feasibility Studies
- Structural Design
- Construction Administration

### INTERIOR DESIGN

Design services are integral to achieving the client’s vision and creating a cohesive experience in an interior space. With sensitivity to aesthetic detailing, Brownhouse knows how to attain the intangibles...creating a space that people connect to emotionally while achieving the functionality designed for the space.

- Conceptual Design
- Space Planning
- Material Selections
- Furnishings

### PROCUREMENT

Brownhouse has the expertise to manage the most complex of projects. From full-service hospitality spaces and office installations to furnished multi-family housing and models, each project has unique requirements necessitating meticulous attention to every step of the purchasing, delivery and installation planning processes.

- Design Integration
- Budgeting
- Purchasing
- Installation Supervision
- Asset Management Tools
- Delivery Management

## KEY PERSONNEL / Brownhouse

### LAUREL BROWN

*President and Owner - Brownhouse*

Laurel McManus Brown is the owner of Steve Brown Apartments and an owner and founder of Brownhouse, an architecture and interior design firm located in Madison Wisconsin—working for 18 years in the fields of housing development, architecture, and interior design in the greater Madison area. Previously, Laurel worked as head of corporate architecture for Kahler Slater Architect in their Madison office, and, HSR Associates in Madison, WI. She also owned a commercial design firm in Atlanta, GA for 12 years, providing services to some of the world’s largest companies, including AT&T, Lucent Technologies, The Food & Drug Administration, and Atlanta’s leading multi-family housing provider, Post Properties.

Laurel holds an undergraduate degree from the University of Alaska, and an MBA from the University of Wisconsin-Madison. Laurel also serves on the Executive Residents and Wisconsin State Capitol board of directors, and donates much of her time to local higher education institutions promoting the understanding of the design industry.



### PROJECT EXPERIENCE:

#### Multifamily and Senior:

- Lucky, Madison, WI
- Brownpoint Reserve, Middleton, WI
- Brownstone, Madison, WI
- Capitol Lakes, Madison, WI
- Brownridge Terrace, Madison, WI
- Keystone, Madison, WI

#### Commercial:

- Upperhouse
- Gorman & Company Headquarters, Oregon, WI
- Famous Footwear: Store Development, Nationwide
- Dottie’s Ranch, Town of Dunn, WI

#### Hospitality:

- Hampton Inn & Suites
- Hilton Garden Inn
- The Inntowner, Madison, WI
- Homewood Suites
- DoubleTree by Hilton
- The Cove: Lake Geneva, Madison, Milwaukee WI

KEY PERSONNEL / Brownhouse



SHANE FRY

Architect and Owner - Brownhouse

Shane Fry, AIA, joined Brownhouse in 2004 and became co-owner in 2012. Prior to joining Brownhouse, Shane worked in the graphic arts industry. While at Brownhouse Shane has designed and managed hundreds of new renovation projects and ground-up developments ranging from multi-million dollar high rise condominiums to small boutique retail and restaurant environments. Shane skillfully guides the client through the challenges of city and neighborhood approval processes, site complications and competitive bidding. Shane holds a Bachelor of Science from the School of Architecture and Urban Planning at the University of Wisconsin, Milwaukee.

PROJECT EXPERIENCE:

Commercial and Business:

- Epic - Building 5, Campus 4, Verona, WI
- Goldstein and Associates, Middleton, WI
- Avid Risk Management, Middleton, WI
- Maple Bluff Country Club, Maple Bluff, WI
- Virent Energies, Madison, WI
- Market 5, Verona, WI
- Lock-n-Charge, Madison, WI
- Hiebing, Madison, WI

Multifamily:

- Brownridge Terrace, Madison, WI
- Keystone Apartments, Madison, WI
- Brownpoint Reserve, Middleton, WI
- Lucky, Madison, WI
- Brownstone, Madison, WI

Hospitality, Senior Living and Religious:

- Doubletree Hotel, Madison/Milwaukee, WI
- The Madison Concourse, Madison, WI
- Upper House, Madison, WI
- St. Pauls Catholic Church, Madison, WI
- The Cove, Lake Geneva, WI
- Capitol Lakes, Madison, WI

COMPANY OVERVIEW / Vierbicher



EXACT SCIENCES DISCOVERY CAMPUS, IMAGE PROVIDED COURTESY OF FINDORFF

VISION TO REALITY

Vierbicher is a community planning and civil engineering firm that has become a proven partner for thriving Wisconsin communities and developers. Our extensive experience working with both public and private clients has earned us the reputation as a trusted advisor and a firm that brings vision to reality.

Clients choose Vierbicher because we get projects done. While our core service is civil engineering, our extensive due diligence, market-based approach and public funding expertise have made us an industry leader with unmatched success rates.

In addition, our wide range of work with both public and private clients has uniquely positioned us to bring added value by connecting developers to community projects.

We pride ourselves on long-term client relationships, many spanning decades. Our multi-disciplined team of experts works collaboratively and efficiently from concept to completion to accomplish client goals on time and on budget.

INTEGRATED SERVICES

- Planning & Community Development
- Economic Development
- Urban Design & Landscape Architecture
- Grant Writing & TIF
- Municipal Engineering
- Civil Engineering
- Surveying & GIS
- Water Resources Engineering



## UNIQUE CAPABILITIES / Vierbicher

### CIVIL ENGINEERING

Quality civil engineering results in efficient and effective design that helps projects stay on schedule and on budget. At Vierbicher, we've worked for more than 40 years with both public and private clients on a wide range of project types. We're known for seamlessly delivering results, whether a site is one acre or 1,000 acres.

Our multi-disciplined team of experts gets the job done right, because we understand how municipalities and private developers think and operate. We use our extensive experience and knowledge of planning, surveying, water resources and site analysis to transform site constraints into opportunities.

As a trusted partner, we take the time to understand our clients' goals, integrate their feedback into comprehensive plans and think critically about how to best execute what they're looking for.

#### *Integrated Civil Engineering services include:*

- Municipal Engineering
- Construction Oversight
- Site Development
- Stormwater Management
- Water Systems
- Sewerage Systems
- Business & Industrial Parks
- Recreation Facilities
- Greenfield Development
- Urban Redevelopment

### ECONOMIC DEVELOPMENT - IMPLEMENT POSITIVE CHANGE IN YOUR COMMUNITY WITH A PRACTICAL, PROVEN ECONOMIC DEVELOPMENT PROGRAM

Economic development has been a core service offered by Vierbicher for more than 30 years. Our economic development services are designed to assist communities in creating an economic development roadmap which is tailored to local market realities, in line with local economic and fiscal possibilities and within the capacity of local organizations to implement. Although planning and analysis are integral to moving economic development initiatives forward, we know a good plan must be focused on implementation.

From initial market assessment to strategic planning and implementation, on-going economic development services can provide quantifiable benefits for your municipality. Vierbicher has an excellent track record helping our clients achieve amazing results.

### LANDSCAPE ARCHITECTURE - WE MAKE SPACES MORE LIVABLE AND BEAUTIFUL

At Vierbicher, we take the functional and make it beautiful. We're the creative partner you can trust to make your development or municipality a better place to live.

Our team of experts listens to your concerns, needs and goals before designing an outdoor environment that works in tandem with your buildings, roads, and storm water management systems.

We are known for assessments and strategies that can incorporate site constraints, historical context and public input. We also offer the expertise and support you may need during the bidding and construction phases. No matter how simple or complex, the end result is always the same: a more aesthetically pleasing environment.



## UNIQUE CAPABILITIES / Vierbicher

### LAND SURVEYING - SUPPORTING YOUR VISION FROM THE GROUND UP

Our land surveying services touch nearly every project we do. Our skilled professionals reliably deliver accurate results to ensure your project is a success at every stage.

Conducting thorough research and gathering information is an important first step taken by our in-house team of surveying experts. Seamless integration between our surveyors and project engineers results in the most streamlined and efficient designs possible.

Following research and design preparation, we work closely with project stakeholders, such as municipalities, counties and the state, to create land divisions that benefit all parties involved.

We partner with our clients until conclusion of the construction process, providing ongoing support in the form of staking, measuring and final record drawings. Our integration throughout all aspects of a project increases accuracy and efficiency, ultimately resulting in greater success.

### MASTER PLANNING - CREATING AND RESHAPING COMMUNITIES THAT INSPIRE PEOPLE

People say a picture is worth a thousand words, which means that a visual illustration of a vision is worth far more. The combination of form and function within a design inspires a space where people want to be; however, it is necessary to develop an adequate visual representation of that design in order to develop support, and ultimately approval, for a concept.

Vierbicher distinguishes itself from most planning firms in its understanding of and focus on implementation. Our approach to master planning is no exception and is based on an integrated program of services that encompasses market analysis, public engagement, visualization, and design.

Vierbicher is experienced at providing urban design services for new development projects, redevelopment projects, corridors, neighborhoods, and large urban areas. End products range from hand drawn rendered plans to sophisticated three-dimensional models. These graphics can be quickly and seamlessly integrated into presentations and marketing materials, and ultimately help communities and real estate developers get closer to their goals of implementation.

### SITE DEVELOPMENT - CREATING PLACES WHERE PEOPLE WANT TO BE.

Vierbicher understands there are a wide range of considerations for successful site developments. Each unique site presents a different set of opportunities and challenges. With over 40 years of experience, we have refined our site development process to result in greater efficiency and success.

Listening to the vision of our clients and analysis of the site helps us to prepare concepts that maximize use of the land. Our efficient, constructible designs and review of the necessary approval and permitting processes help to ensure that projects stay on time and on budget.

We understand that collaboration with the client, architect, real estate attorney, reviewing agencies and other project partners is essential, so we make it a priority to maintain effective relationships with all contributing partners.

Vierbicher has completed hundreds of retail, multi-family, commercial, manufacturing and government site development projects, proving we have the expertise and knowledge to complete a successful project of any size or complexity.



## UNIQUE CAPABILITIES / Vierbicher

### STORMWATER MANAGEMENT - CUSTOMIZED APPROACHES TO WATERSHED MANAGEMENT

Whether you're looking to improve your stormwater management system or comply with regulations, our industry-leading, multi-faceted team of experts is known for planning and implementing all types of stormwater management projects.

We use a watershed-based approach to balance environmental and natural resources with economic considerations.

We're also constantly at the cutting edge of strategy and technology to benefit clients. For instance, we developed a system that remotely monitors and collects data from detention basins, infiltration areas, conveyance systems and other stormwater facilities so our clients can more easily collect accurate results.

#### *Stormwater Management project types include:*

- Management Plans
- Watershed Modeling
- Infiltration Testing
- Stormwater Utilities
- Ordinance Preparation
- Public Education
- Grant Applications
- Pollution Trading
- Intergovernmental Agreements
- Best Management Practices
- Storm Sewer Design
- Stormwater Permitting
- Wetland Delineation and Permitting

### URBAN DESIGN - CREATING PLACES WHERE PEOPLE INTERACT AND CONNECT

Creating and reshaping a community that will inspire, satisfy, and work is of great value and is central to Vierbicher's approach to the design process.

Our methodology in urban design is one that looks at relationships between objects, trends in historical preservation and environmental sustainability, linkages, contexts, incremental growth and the preservation of the intimate social structure and body of a community. We also recognize that urban design is a synthesis or reunion of different professions, including planning, engineering, architecture and landscape architecture.

Vierbicher is experienced in providing creative urban design services for new development and redevelopment projects that have a sense of identity and encourage connections between people.

#### *Urban Design projects include:*

- Urban Streetscape Design
- Waterfront Development
- River Walks
- Urban & Rural Multi-Modal Trails
- Urban Open Space Redevelopment
- New Community Park Planning
- Central Park/Village Green Planning
- Master Plans
- Neighborhood Plans
- Design Themes



## KEY PERSONNEL / Vierbicher

### DAVID M. GLUSICK, PE

#### *Principal Engineer*

Dave has over 24 years of experience providing engineering and construction services on commercial and residential land development projects. He also manages Vierbicher's Madison and Milwaukee offices. His background in civil engineering allows him to understand the needs of a site in the early stages of a project. His management experience allows him to assemble the optimal team for a project. He is a trusted resource and partner to the clients that he works with.

#### EDUCATION

- B.S. Civil Engineering (1995) University of Wisconsin-Madison
- M.B.A. (2013) University of Wisconsin-Madison

#### PROFESSIONAL EXPERIENCE

- Vierbicher Principal (2010)  
Board of Directors (2011)
- I&S Group, Inc. Principal (2009)
- Calkins Engineering, LLC Principal/Owner (1999)

#### REGISTRATIONS & CERTIFICATIONS

- Licensed Professional Engineer - Wisconsin

#### PROFESSIONAL AFFILIATIONS

- Metropolitan Builders Association
- Capstone Program Mentor - UW Madison, Multiple Semesters
- Smart Growth Greater Madison Board Executive Committee
- Downtown Madison, Inc.
- NAIOP - Commercial Real Estate Development Association



### PROJECT EXPERIENCE

#### MASTER PLANNED DEVELOPMENTS

- Sand Valley Golf Resort, Adams County, WI
- Exact Sciences, City of Madison, WI
- Uptown, City of Fitchburg, WI
- Fitchburg Technology Campus, City of Fitchburg, WI
- Prestwick Group - La Belle Golf Club, Village of Lac La Belle, WI
- North Park, City of Fitchburg, WI

#### SITE DEVELOPMENT

- The Quarry, City of Madison, WI
- The Lodge, Village of Shorewood Hills, WI
- The Lyric, City of Madison, WI
- The Foundry, City of Middleton, WI
- Grand Central Place, City of Madison, WI
- X01, City of Madison, WI

#### RESIDENTIAL NEIGHBORHOOD DEVELOPMENT

- Deco, City of Madison, WI
- Brownpoint Reserve, City of Middleton, WI
- Hy Cite Corporate Headquarters, City of Middleton, WI
- Ronald McDonald House, Village of Shorewood Hills, WI
- The Current, City of Monona, WI
- The Waterfront Apartments, City of Madison, WI
- Vantage Point Apartments, City of Madison, WI
- Riva Apartments, City of Fitchburg, WI
- Prima Apartments, City of Fitchburg, WI
- The Addison, City of Fitchburg, WI



## COMPANY OVERVIEW / Vandewalle & Associates, Inc.



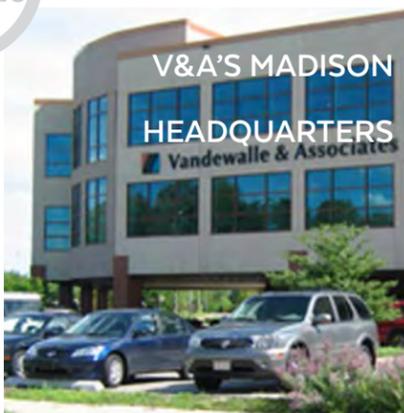
**Top-level teams turning assets into economic opportunities, transformational projects, and impactful solutions**

Vandewalle & Associates is a collection of passionate professionals with expertise in disciplines that converge to best impact change and make places work better for people. These specialists form a complementary and synergistic team focused on:

- **Design and architecture**
- **Public engagement**
- **Multi-layered asset analysis**
- **Community planning**
- **Economic development strategy**
- **Market analysis**
- **Redevelopment**
- **Marketing**
- **Public-private partnerships**

2 offices  
40+ years

Established in 1976, V&A has been a Midwest leader in place-based analysis, economic strategies, visioning, planning, and implementation for more than 40 years. We work in partnership with our clients to identify core, place-based opportunities and translate them into strategic plans and innovative projects.



## COMPANY OVERVIEW / Vandewalle & Associates



### CREATING MORE IMPACT FROM PLACE-BASED ASSETS

We live and breathe the Midwest. We have worked to assess, position, and transform some of the Midwest's largest metropolitan regions as well as its smallest towns and villages, and worked with its global corporations.



**Innovation is what we do best.** Our professionals have worked together for decades to solve complex problems, forge and test new processes, and grow areas of expertise.



**Building communities and impacting lives.** We are here to make places work better for people — with the insights, project management, and market expertise needed to create and advance complex plans that set a clear course for the future.



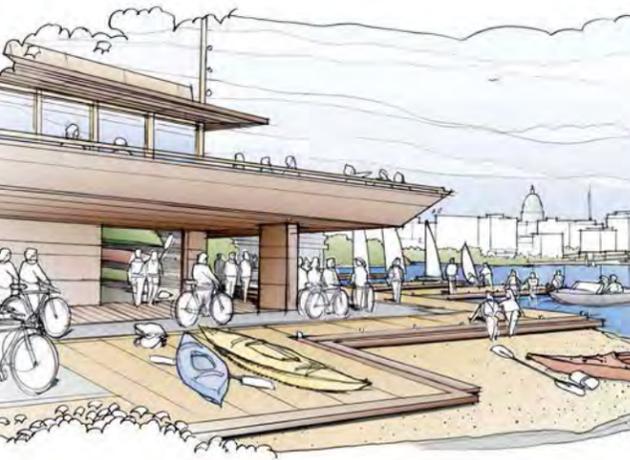
**Creating projects that transform.** We are adept at helping our clients discover hidden opportunities, secure project champions, create transformational visions, and leverage funding — the things needed to achieve far-reaching impact.

## UNIQUE CAPABILITIES / Vandewalle & Associates, Inc.



### MIXED-USE/EMPLOYMENT CENTER SITE DESIGN, PLANS, AND PROPERTY ENTITLEMENT

The Vandewalle & Associates design team includes architects, landscape architects, and urban designers recognized for creating interesting, identifiable places. Our approach to site design includes applying a variety of layers of analysis of existing conditions and future opportunities to design sites for preservation or redevelopment as well as special places, streetscapes and corridors, significant buildings, parking, pedestrian circulation, and transit and rehabilitation sites. Our team provides attractive and simple communication graphics for often complex ideas. We can provide a mix of high quality sketches, photo examples, and plan graphics to communicate design concepts and integrate design characteristics. One particular area of expertise we have developed is the planning, design, and implementation of urban mixed-use and employment centers.



### EXPERIENCE CREATION

Vandewalle & Associates' approach to creating 'Experience' involves creating an inspiring, alluring story that creates human contact with past and place. We have generated Experience stories that drive and inspire the design and construction of an entire project, interweaving elements like entertainment, education, interaction, interpretation, history, and more. As evidenced in projects we've undertaken we have the ability to not only design, but to market these visions as well. Our plans can physically transform a place by creating character, venues, and events that support the Experience story as well as create an economically viable environment that can enhance quality of life, drive economic development, create new jobs, and recruit and retain employees.

## UNIQUE CAPABILITIES / Vandewalle & Associates, Inc.

### PUBLIC PARTICIPATION

Central to any credible planning effort is a program to effectively engage the public, project area property owners, and key development interests. Our Project Team excels in crafting and managing effective and interactive participation approached in all our projects. Meaningful participation assures that the end product reflects the wishes and desires of the community and is understood and accepted by the development community.

Vandewalle & Associates places a strong emphasis on public and local government participation in all planning processes. Throughout the planning process we work to form partnerships that will smoothly move the plan document to implementation. By integrating our knowledge and experience with community desires, we produce plans that are community-driven and truly implementable.



KEY PERSONNEL / Vandewalle & Associates, Inc.



**BRIAN MUNSON**  
*Principal, Neighborhood Design & Development Facilitation*

Brian Munson leads the Development Services initiatives focused at advancing the art of neighborhood design, infill development, and project entitlement. This team specializes in creating diverse livable & sustainable communities and exciting urban projects from vision to implementation. Brian has led projects ranging from mixed-use infill/redevelopment sites to large-scale traditional neighborhoods and employment centers. Brian's experience in design, entitlement, and implementation enables him to guide multi-disciplinary design teams and municipal leaders through complex projects while staying grounded in market feasible outcomes.

Recent projects include Veridian Homes Heritage Hills Neighborhood, Waunakee Wisconsin (Neighborhood Design); Hilldale Mall, Madison, Wisconsin (Entitlement Assistance); Eagleview Partners, Cedar Falls, Iowa (Redevelopment); Downtown and Division Street Targeted Area Master Plan, Stevens Point, Wisconsin (Redevelopment Planning);

Core Campus Langdon Street Student Housing, Madison, Wisconsin (Entitlement).

**EDUCATION**

B.S. Landscape Architecture  
University of Wisconsin  
Madison, Wisconsin

**PROFESSIONAL LICENSES, REGISTRATIONS, AND MEMBERSHIPS**

- Associate, American Society of Landscape Architects
- Member, Congress for New Urbanism
- Licensed Realtor



KEY PERSONNEL / Vandewalle & Associates, Inc.



**DEAN PROCTOR, AIA**  
*Principal Architect & Designer*

Dean Proctor is an architect, urban designer, and graphic communicator. He has more than 30 years of professional experience in design and management positions with architectural, urban design, and planning consulting firms. As a principal at Vandewalle & Associates, Dean helps shape the direction of the firm and serves as co-leader of the urban design and communications teams. His unique contributions include redevelopment collaboration and perspective illustrations, which are used to help clients envision the recommendations of the Vandewalle & Associates team.

Redevelopment, design, and communication issues are the focus of Dean's work. He develops "experience" and interpretive concepts for unique places and redevelopment concepts for critical urban sites. He creates design guidelines for a wide variety of settings from urban to rural and serves communities with design review assistance. His work includes regional, land, and site planning; sub-area master planning; contextual urban and architectural design; waterfront design; landscape character analysis and protection; and historic preservation consulting. He shapes and assists in the development of the firm's communication tools. Dean works with project redevelopment teams on on-going consulting endeavors, and envisions team recommendations through creative design illustrations.

Dean joined Vandewalle & Associates in 1999 after working with the firm extensively as a sub-consultant for several years. During that time, he served a wide variety of clients through Dean Proctor Design. Earlier in his career, Dean was a senior designer with Camiros/Discovery Group, Ltd. and served as project architect and manager with several architectural firms.

For projects ranging in scale from detailed site and building design to regional planning issues, Dean is a key team member. Examples of Dean's ongoing projects include Eau Claire, Racine, and Madison, Wisconsin; Waterloo and Ottumwa, Iowa; and Muncie, Indiana. Some key projects that exemplify Dean's talents are Muncie Riverfront Plaza and Cultural Trail, Eau Claire Cannery District, Nolen Centennial Project, Madison Cultural Plan, and Janesville Town Square.

**EDUCATION**

- M.A. Landscape Architecture  
University of Wisconsin - Madison, Wisconsin
- B.Arch. Architecture  
Six-Year Professional Practice Program  
University of Cincinnati - Cincinnati, Ohio

**PROFESSIONAL LICENSES & MEMBERSHIPS**

- Registered Architect, Indiana #4304
- NCARB Certification #85919
- Member, American Institute of Architects
- Member, American Society of Landscape Architects



COMPANY OVERVIEW / Engineered Construction, Inc.

OUR MISSION: "CREATING ENVIRONMENTS THAT BUILD OUR PARTNERS' DREAMS"

We bring your vision to fruition in the most cost effective and high quality manner possible. Every project is approached with a focus on honesty, mutual respect and a commitment to excellence.



ENGINEERED CONSTRUCTION, INC.

About Us

Located in the Madison region for over 30 years, Engineered Construction is an industry leader in commercial construction and restoration. We see working with our clients as a team approach: our position as a single point of responsibility to customers ensures that adversarial relationships and cost and schedule overruns are avoided. Always an industry leader, Engineered Construction focuses on providing responsible controls in areas of safety, scheduling, product selection and overall craftsmanship.

Engineered Construction is dedicated to providing a safe and healthy workplace for our most important resources: our employees, subcontractors and partners. The results of these efforts continue to win us numerous awards at the national and state level, including the ABC National Safety Excellence Award, which we've won every year since 2004.



UNIQUE CAPABILITIES / Engineered Construction, Inc.

GENERAL CONTRACTING

You name it, we build it. At Engineered Construction, we pride ourselves on providing General Contracting Services that exceed expectations and industry standards in workmanship, customer service and safety.

DESIGN & BUILD

As a design/build firm, Engineered Construction provides you a single point of responsibility throughout your entire project, from design and permits to construction. We'll take care of every detail until the day we hand you the keys.

FIRE SMOKE WATER DAMAGE

Our Immediate Response Program (IRP), puts us at your service 24 hours a day, 365 days a year. We work on your behalf directly with your insurance carrier to coordinate all necessary contractors and ensure a smooth recovery and get you back in your home or business as soon as possible.

CONSTRUCTION SAFETY

We strive to achieve our goal of zero work-related injuries and illnesses through rigorous safety rules and training. For example, our employees receive annual CPR and first aid training from the Red Cross.



KEY PERSONNEL / Engineered Construction, Inc.



DAVID LOMBARDO

President

Mr. Lombardo leads EC with a commitment to bringing Excellence and Value to every customer. He has a degree in construction management and continues to study the business through independent study, structured courses and that best teacher, experience. His entire 25 year business career has been in construction management. Mr. Lombardo also serves as director for several other organizations including financial and non-profit. Mr. Lombardo is heavily involved in the internal management of all projects at Engineered Construction.

EDUCATION/TRAINING:

B.S. - Construction Management and Business, University of Wisconsin-Platteville



FOR MORE INFORMATION about the Vision and Concepts for the Sugar Creek Elementary Site and its components, please contact us at:

Steve Brown Apartments  
120 West Gorham Street, Madison  
Phone: (608) 255-7100

Vision, graphics and document prepared by Vandewalle & Associates.

