

A watercolor-style map of the Riverside North Development area. The map features a dense forest of green trees, a winding red line representing a path or boundary, and a white road or path running diagonally across the upper right. The map is rendered in various shades of green and brown, with some areas highlighted in yellow and red.

REQUEST FOR EXPRESSION OF INTEREST 05.06.16

CITY OF LA CROSSE

Riverside North Development

THE WEBER GROUP • THE KUBALA WASHATKO ARCHITECTS, INC.

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On the cover: TKWA Master Plan Detail

Letter of Interest

May 6, 2016

Mr. Jason Gilman
Director of Planning and Development
City of La Crosse
400 La Crosse Street
La Crosse, WI 54601

Dear Jason:

We appreciate your consideration of our project team for further discussion regarding the long-term future of the **Riverside North Development** in La Crosse, Wisconsin. Within the enclosed response to your Request for Expression of Interest we have provided a summary of our initial review of the 2014 Riverside North Master Plan, as well as a brief statement of our interest in seeking potential development opportunities at the site. In addition, we have provided an overview of our development experience at The Weber Group, as well as relevant experience of our development partner, The Kubala Washatko Architects, Inc.

Our Project Team

The Weber Group has developed over 300,000 square feet of mixed-use space in downtown La Crosse. With its Riverside Center projects, our firm transformed the area south of La Crosse's Riverside Park from a blighted industrial area to a vibrant urban center. The Riverside Center projects successfully combine retail, event, and clinical space at the ground floor with five floors of office above, creating density in the heart of La Crosse's burgeoning Theater and Arts district.

Additionally, the recently completed Charmant Hotel and the Lot C redevelopment - currently under construction - create two important new landmarks for the City, offering increased employment opportunities and tax revenue, as well as urban vibrancy and a greater sense of place.

The Kubala Washatko Architects, Inc. (TKWA) creates places that are loved by their communities. The firm has over 25 years

experience in the planning and design of successful mixed-use urban development projects throughout Wisconsin. TKWA has experience with all components of mixed-use development - including residential, office, commercial/retail, financial/banking, restaurant and food, hospitality, and structured parking. TKWA completed buildings reflect an emphasis on pedestrian-scaled, site sensitive design.

Initial Impressions of the 2014 Master Plan

Our team has completed a preliminary review of the Charrette Master Plan Report (dated October 2014), as well as support documents including the ecological summary (AES) and market analysis (Maxfield). Our first impression is that significant energy has been invested in planning and outreach efforts by the City of La Crosse and associated stakeholders. We compliment you on these results! La Crosse truly has a unique opportunity to take greater advantage of our connection to the river waterways, a connection that is critically important to our commerce, tourism, and overall quality of life. The completed master plan provides a solid baseline from which further discussion can be held regarding how to best create an innovative balance of private investment and public use of the site.

With regard to the preliminary site master plan we find many strengths. The plan acknowledges and seeks to respond to the larger forces acting on the site: the rivers as a source of both visual delight and of intermittent flooding; the need to think holistically about larger interconnections with the city; sensitivity to existing traffic corridors while reinforcing new transit

options; recognizing the importance and impact of proper solar orientation and access; seeking a balance between developed land, economic return, and public access; providing for a mix of uses including residential, commercial, and retail; recognizing the importance of pedestrian scaled connections; placing a priority on open space site restoration while reinforcing the ecological and cultural history of the region.

However, if the City is committed to the idea of creating an “Internationally Significant” new development, or even if the City merely wishes to create an appealing new *place* that offers life and vitality for its residents, we find that the master plan as currently envisioned requires further consideration and refinement. Despite its stated ideals, many aspects of the plan appear conventional in execution. The overall plan remains suburban and car-centric without fully taking advantage of opportunities to create streets that can become shared public spaces. The multimodal parkway, for instance, seeks to offer this shared use with combined pedestrian and vehicle traffic, yet it strongly bisects the property and fails to engage in a meaningful way with the three “green space” fingers that extend into the developed area. The internal street grid also fails to create clearly defined and appealing terminus points along the parkway. As currently envisioned, this extended parkway edge that defines the built and un-built dimension is underutilized and remains a critical component that must be more fully developed. Further, most commercial/retail is clustered in typical fashion for easy visibility and access along the eastern traffic corridor, with limited consideration for bringing retail opportunities, such as coffee shops or

cafes, into the heart of the development to enhance vitality along the parkway. Overall, we also find that the plan lacks a clearly defined “center” or heart space.

Our Development Team Approach

At this early stage in development planning for the Riverside North site we have not fully explored the many potential ways in which The Weber Group may seek to engage in the project. Under one scenario The Weber Group may act as the sole master developer for the property, or we may partner with a qualified third party firm to create a joint-venture master development team. Alternately, The Weber Group may simply investigate the feasibility of acquiring development rights to selected parcels within the overall property. At this time we have given limited consideration to specific commercial/residential/retail projects that may be viable.

We welcome the opportunity to engage in more detailed discussions with the City and with other stakeholders. Please feel free to contact me if you have further questions.

Sincerely,



Nick Weber
The Weber Group



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Firm Description

The Weber Group

The Weber Group is a leading real estate development company in Western Wisconsin. They are responsible for many of La Crosse County's major development and redevelopment projects and have forever changed the downtown La Crosse skyline. They are led by President Don Weber and Vice President Nick Weber. In addition to the firm's industry changing projects, The Weber Group has a long-standing commitment to economic development, job creation, and a proven track record of forging lasting public and private partnerships. They are deliberate in their approach and reliable in their commitments.

The Weber Group

102 Jay Street, Suite 400

La Crosse, WI 54601

608-385-9393

Please direct inquiries to info@weber-holdings.com.



THE WEBER GROUP





THE WEBER GROUP

Charmant Hotel
La Crosse, Wisconsin

Nick Weber VICE PRESIDENT OF REAL ESTATE



THE WEBER GROUP

608-385-9393

nick@weber-holdings.com

Nick joined Weber Holdings in 2012 as Vice President of Real Estate. Nick tackles Weber Holding's most challenging project's in the group's real estate acquisitions and development shop. Nick is responsible for all construction matters related to the firm's real estate holdings. He also brings a great deal of creative vision to the group, which helps ensure that he is able to continue carrying-out his family's passion for doing everything they can to reinvigorate La Crosse.

EDUCATION

- Viterbo University - Business Administration
- Western Tech - Business & IT: Marketing

EMPLOYMENT

- Weber Holdings 2012-2014 Vice President
- CD Smith Construction 2006-2012 Project Manager

ACCOLADES

- Recipient of Who's Who Among Students In American Universities & Colleges
- Deans List
- Associate General Contractors of Wisconsin Greater La Crosse
- Chamber of Commerce Member
- Downtown Mainstreet Inc
- Member Son's of The American Legion - La Crescent Member

REPRESENTATIVE PROJECTS

- Riverside Center III - Ramp/Logistics Health/Kaplan/Riverside Health Clinic | La Crosse, WI
- Riverside Parking Structure | La Crosse, WI
- Ridgeway Community School | Ridgeway, MN
- Orange Coast Medical Center | Fountain Valley, CA
- Gundersen Lutheran Hospital - Parking Ramp | La Crosse, WI
- Riverside Center II/Business Objects | La Crosse, WI
- Riverside Center II/Kaplan Financial | La Crosse, WI
- UW - La Crosse Centennial Hall | La Crosse, WI
- Gundersen Lutheran Hospital - Lobby Addition | La Crosse, WI
- GSA Border Patrol | Rangeley, ME
- Riverside Center I | La Crosse, WI

Don Weber PRESIDENT



THE WEBER GROUP

608-782-0404

dweber@logisticshealth.com

Don Weber is the company founder and CEO of Logistics Health Incorporated (LHI). He has 25 years of experience in designing and implementing creative health service programs. His leadership and vision has driven the development of many comprehensive and successful approaches to providing health care services to employers and employees alike.

Previously, Weber was President and founder of National Health Screenings, which focused exclusively on health assessments and employee screening services. He then built HSNA, a premier provider of pre-employment drug testing services, and sold it to Pinkerton Services Group.

After a transition period, he began devoting his time to building LHI into a world-class leader in the field of military medical and dental readiness. Today, under his leadership, the organization has grown from a handful of employees to more than 900 full-time jobs.

In 2010, under Weber's leadership, LHI was awarded the highest honor given by the U.S. Department of Defense to an employer, the Employer Support of the Guard and Reserve Freedom Award, in recognition of the company's support of its Service member employees. In 2004, Weber was named Wisconsin Entrepreneur of the Year by the Wisconsin Entrepreneur's Conference, an award which recognizes entrepreneurial leaders who are instrumental in the development of the Wisconsin economy. He was also named the La Crosse Tribune's Person of the Year for 2006. Weber serves on the Board of Trustees for Viterbo University and La Crosse Area Family YMCA, and also serves as a Board Member for Boys & Girls Clubs of Greater La Crosse.

After growing up on a farm in rural Wisconsin, he joined the United States Marine Corps as a young man. He served active duty in the Vietnam War, and for his distinguished service he has received many awards, among them the Purple Heart and two bronze stars.

About Our Studio

The Kubala Washatko Architects, Inc.

W61 N617 Mequon Ave, Cedarburg, WI 53012
p: 262.377.6039 | www.tkwa.com

For further information, please contact:

Wayne Reckard, Director of Business Development
p: 262.377.6039 | wreckard@tkwa.com

The Kubala Washatko Architects, Inc. (TKWA) is a full service architectural, planning, and interior design firm providing award winning expertise for a wide range of project types, including: Nature and interpretive centers, museums and cultural centers, libraries and universities, mixed-use commercial and retail, office buildings, urban farm facilities, performing arts centers, religious institutions, multi and single family residential, cultural creative communities, urban design, sustainable design, and master planning.

The firm was founded in 1980 by principals Tom Kubala and Allen Washatko. We are registered as a corporation in the state of Wisconsin, and our firm currently employs 21 professional and support staff members. In 2006, TKWA received the AIA Firm Award, which is the highest honor given by the state's professional service organization.

OUR APPROACH

TKWA embraces a design philosophy of Wholeness, where the built environment supports and enhances both human activity and natural living systems. The idea of sustainability is a natural extension of wholeness-based thinking and is integrated into every studio project. Design services include: Community and master planning, Architecture, Interior Design, Historic Preservation, Adaptive Reuse, Interpretive Planning, and LEED® Certification.

Our firm has particular expertise in working with public institutions and non-profit organizations where consensus building and fundraising play an important role in project development.



RECENT RECOGNITION

2012 AIA Merit Award, Madison Children's Museum

American Institute of Architects / Wisconsin Society of Architects

2011 AIA COTE Top Ten Green Projects, First Unitarian Society

American Institute of Architects Committee on the Environment

2011 AIA Honor Award, First Unitarian Society

American Institute of Architects / Wisconsin Society of Architects

2011 Wright Spirit Award, First Unitarian Society

Frank Lloyd Wright Building Conservancy

2008 AIA COTE Top Ten Green Projects, Leopold Legacy Center

American Institute of Architects Committee on the Environment

Services We Offer



SUSTAINABLE DESIGN

At The Kubala Washatko Architects, Inc., we believe that the idea of sustainable design cannot be separated from the everyday work of creating good architecture. Our goal is to integrate sustainable design principles into highly functional and aesthetically pleasing buildings that are sensitive to occupant health and well-being. We are a leader in the design of innovative, high-performance buildings that meet LEED® (Leadership in Energy and Environmental Design) standards for efficient energy and resource use.



Representative LEED®-rated projects include the Leopold Legacy Center in Baraboo, Wisconsin, which received the highest LEED® Platinum rating to date at the time of its completion and was named one of the AIA's Top Ten Green Projects; the First Unitarian Society Meeting House Addition in Madison, Wisconsin, which was the first LEED® Gold-rated church in Wisconsin; and the Schlitz Audubon Nature Center in Bayside, Wisconsin, which was the state's first LEED® Gold-rated new building in 2003.

Planning / Urban Design

- Master Planning/Zoning
- Sustainable Site Design
- Community Planning
- Urban Design Development Planning
- Public Facilitation and Outreach

Architecture

- Feasibility Studies and Site Selection
- Architectural Design
- Green / Sustainable Design
- LEED® Certification
- Carbon-Neutral Design
- Construction Documents
- Construction Administration
- Cost Estimating

Interior Planning and Design

- Workplace/Operational Analysis
- Programming
- Facilities & Space Planning
- Furniture & Furnishings Selection
- Color and Materials Selection

Historic Preservation

- Restoration/Rehabilitation Design
- Preservation Design
- As-Built Documentation
- Historic Research & Documentation

Lighting Design

Exterior + Interior

Computer-Aided Design

- 3D Modeling and Rendering
- Animation Video Services

Graphic Design

- Fund Raising Materials + Graphics
- Promotional Materials
- Social Media Development

Master Planning



TKWA's extensive Master Planning experience ranges from community planning to large private developments. Our focus is on place-making and supporting how people live within spaces.

Because of our reputation as being on the forefront of sustainability, we have also designed Master Plans and associated guidelines that strongly address sustainable development.

In addition, our graphic capabilities have been an integral part of explaining the intent of written guidelines in both our own work and as a consultant to other firms. Specialties include watercolor paintings, hand-drawn sketches and renderings, and computer-generated renderings and animations.



RECENT MASTER PLANNING PROJECTS:

- La Crosse Lot C Redevelopment Master Plan, La Crosse, WI
- Cannery Square Master Plan & Commercial Development, Sun Prairie, WI
- City of Wauwatosa Historic Design Guidelines, Wauwatosa, WI
- Fitchburg Technology Campus Master Plan, Fitchburg, WI
- Grandview Commons Master Plan and Design Guidelines, Madison, WI
- Hilldale Mall Redevelopment Master Plan, Madison, WI
- Marquette University Master Plan Development and Beautification Project, Milwaukee, WI
- Milwaukee County Grounds Master Plan & Sustainable Development Guidelines
- Smith's Crossing Master Plan and Design Guidelines, Sun Prairie, WI
- Waukesha - Fox River Study, Waukesha, WI
- Village of Elm Grove Downtown Master Plan & Design Guidelines
- The Villager, Redevelopment Conceptual Master Plan, Madison, WI



Sustainable Design



We believe that the idea of sustainable design cannot be separated from the everyday work of creating good architecture.

The Leopold Legacy Center, designed by The Kubala Washatko Architects, Inc. in 2007, achieved LEED® Platinum, the highest rating to date measured by the US Green Building Council. It is a zero-net energy facility and the first building recognized by the USGBC as carbon neutral in operation.

The experience gained from this project (and many others) has helped our firm develop an integrated, whole-building approach to sustainability that is both proven and pragmatic. Our goal is to integrate sustainable design principles into highly functional and aesthetically pleasing buildings that are sensitive to occupant health and well-being. We are a leader in the design of innovative, high-performance buildings that meet LEED® standards for efficient energy and resource use.

OUR APPROACH: TO LEED OR NOT TO LEED?



The Kubala Washatko Architects, Inc. can help organizations make intelligent decisions about sustainable design, including the implications of pursuing LEED® certification. We can help establish specific sustainability goals that are consistent with your organization's mission and that can be achieved given the unique attributes of the project. Even if the decision is made not to pursue a LEED® rating, we can investigate a wide range of low-cost strategies to ensure that the building is as sustainable and energy-efficient as possible.

STRATEGIES & SERVICES

During initial design meetings, we will assemble our engineering consultant team and establish a LEED® checklist detailing the constraints and potential opportunities of the site. Our team can help assess the first-cost vs. life-cycle implications of various sustainable design strategies, establishing priorities within the available budget. In addition, we can help identify outside funding opportunities - such as subsidies from local power utilities or grants for non-profit organizations - that are targeted at supporting sustainable design strategies.

According to a 2003 comparative study of California LEED®-certified and non-certified buildings, cost premiums for green buildings typically range from **0%-2%**. Life-cycle savings, however, are typically **20% of total construction costs**, representing a higher than ten-fold return on the initial investment.

Allen Washatko, AIA PROJECT PRINCIPAL



As Co-founder and Principal of The Kubala Washatko Architects, Inc., Allen brings a wealth and breadth of experience to all phases of a project, from early client contact and contract negotiations through design implementation and project follow-up. Mr. Washatko works closely with clients utilizing a participatory process to develop solutions that are not only sympathetic to the site, client needs and surrounding community, but also responsible to the budget, schedule and vision.

From its inception the TKWA studio's design reputation has been based on the idea of Wholeness, where the built environment supports and enhances both human activity and natural living systems. The idea of sustainability is a natural extension of wholeness-based thinking and is integrated into every studio project. Throughout the firm's nearly 30-year history TKWA has received over 80 state and national awards for design, including the AIA Wisconsin Firm Award, which is the highest recognition given by the state's professional service organization.



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EDUCATION

Master of Architecture, University of Illinois, January 1980 - Department Honors
Ecole des Beaux Arts Unite Pedagogique d'Architecture 3, Versailles, France, 1971-1972
Bachelor of Architecture, University of Illinois, January 1974

REGISTRATION

Registered Architect in Arizona, Colorado, Connecticut, Florida, Georgia, Indiana, Kansas, Michigan, Missouri, New Jersey, New York, North Carolina, Ohio, Oklahoma, Pennsylvania, South Carolina, Texas, Virginia, and Wisconsin. NCARB Certified.

PROJECT EXPERIENCE

As Principal, Allen is involved in a majority of studio projects. Significant recent and current projects include the LEED® Platinum Aldo Leopold Legacy Center, the Growing Power Urban Vertical Farm, the AIA COTE Award winning addition to the Frank Lloyd Wright-designed First Unitarian Meeting House, numerous projects for the Harley-Davidson Corporation, the LEED® Gold Schlitz Audubon Nature Center, and the Milwaukee Public Market.

TEACHING AND LECTURES

- Lecturer, University of Wisconsin-Milwaukee, 1997-Present
- Adjunct Assistant Professor, University of Wisconsin-Milwaukee, 1980-1983
- Visiting Assistant Professor, University of Illinois School of Architecture, 1978-1980
- Visiting Critic, Graduate Urban Design Studio, Ohio State University, 1978
- National Association for Interpretation (NAI) International Conference, 2007, Vancouver, British Columbia. "Interpretation and Architecture: A Pattern Writing Approach".
- National Association for Interpretation (NAI) International Conference, 2006 San Juan, Puerto Rico. "The Aldo Leopold Legacy Center".

Matt Frydach PROJECT DESIGNER



Matt has a wide range of design abilities and believes in an all encompassing design process that allows the building's concept to be expressed from the master plan down to the smallest detail. Matt is involved with projects from start to finish, from creating models and renderings, to design development and through to construction documents. His attention to detail, sharp design sense, and ability to work well with consultants contributes to successful buildings.

EDUCATION

Master of Architecture, University of Wisconsin, Milwaukee, 2007
Bachelor of Architecture, University of Wisconsin, Milwaukee, 2005

ASSOCIATIONS

Congress for New Urbanism, Member

PROJECT EXPERIENCE

- La Crosse Lot C Redevelopment, La Crosse, WI
- Florida Lofts, Milwaukee, WI
- The Atwater at Gaslight Pointe, Racine, WI
- Dwell Bay View, Bay View, WI
- LightHorse 4041, Shorewood, WI
- Milwaukee Institute of Art & Design (MIAD) Student Housing, Milwaukee, WI
- The North End, Milwaukee, WI
- The Ravenna, Shorewood, WI
- Riverbend Lofts & Townhomes, Racine, WI
- Davenport Public Library - Eastern Avenue Branch, Davenport, IA
- Highland Park Public Library, Highland Park, IL



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Project Experience

Charmant Hotel



LOCATION: LaCrosse, Wisconsin
STATUS: Completed September 2015
SIZE: 57,842 square feet
COST: Approximately \$30 million

The Weber Group partnered with TKWA for the adaptive re-use of the historic Joseph B. Funke Candy Co. factory building into a luxury boutique hotel in downtown LaCrosse, Wisconsin. The building was transformed into a locally-inspired hub of activity for visitors and locals alike, while retaining much of the original character and charm of the former candy factory.



Following a more than \$17 million renovation and restoration, this 69-room, five-story property is the first independent luxury hotel in the area. The name "Charmant" means "charming" in French and also refers to the name of the premium line of chocolates once sold by Funke Candy.

The hotel includes a restaurant with outdoor sidewalk dining, a 5th-floor roof deck lounge, main lobby bar, as well as lower level space for meetings and corporate gatherings. The restaurant will use local ingredients and feature regional new American cuisine based on classic French technique.



As part of the renovation, the project successfully achieved state and federal Historic Tax Credit administered by the Wisconsin State Historical Society and U.S. Department of the Interior.



LaCrosse Lot C Mixed-Use Development



LOCATION: La Crosse, WI
STATUS: Under Construction, Spring 2016
SIZE: Phase 1: 257,000sf; Phase 2: 100,000sf
COST: Approximately \$55 million

TKWA prepared a master plan and building design in response to a County-issued RFP to repurpose a vacant downtown parking lot.

This appealing new project seeks to increase urban density, characterized by spaces that support multiple functions, reinforce a sense of community, and promote sustainability. Design priorities include high quality of construction, building scale, architectural character, and use of materials that seamlessly integrate with the existing adjacent historic district.

The design responds to complex site and program challenges, including requirements for drive-thru banking, retail parking, vehicle ingress/egress, and phased construction. Phase I includes 93 market rate residential units, 30,000sf of commercial space, plus parking (237 spaces total structured and at grade). A future Phase II will include an additional 100,000sf of office space.

Sustainable design features include highly efficient building envelope and mechanical systems, building orientation to maximize daylight and ventilation, two green roof areas for residents, roof-mounted rain water collection and storage, sidewalk bioswales, and use of recycled and locally-sourced building materials



Hilton Home2 Suites



THE WEBER GROUP

LOCATION: La Crosse, Wisconsin

STATUS: Opening July 2016

COST: na

Home2 Suites by Hilton is an innovative mid-scale, all-suite extended stay hotel brand designed for savvy, sophisticated, cost-conscious travelers.

The Weber Group is expanding the diversity of overnight accommodations available in La Crosse with the development of a new Hilton Home2 Suites hotel. Scheduled to open in Summer 2016, this new facility will offer 107 affordable extended stay rooms.

The Weber Group worked with the City of La Crosse to negotiate and purchase land from the City to help bring vibrancy to the downtown and supply the underserved hotel market, which in-turn also helps the local civic center.

Riverside Campus



LOCATION: La Crosse, Wisconsin

STATUS: Completed 2011

COST: \$57.8 million

The Weber Group oversaw design-build services for Riverside Campus, home to the corporate headquarters of Logistics Health, Inc. (LHI), and Business Objects. The projects included working with the city of La Crosse Redevelopment Authority and other city officials to deliver a time sensitive historically modeled building utilizing local subcontractors and native products in the delivery of a successful project.



Each element of the buildings, down to the brick and mortar, was chosen to blend with the historic downtown La Crosse community. The buildings stand not only as a symbol of the growth and technology of the area, but also representative of La Crosse's unique history. Finishes in Riverside Center I and II came from around the globe, including Spain and Italy for light fixtures, China for marble columns and a fountain, and Mexico and India for marble and granite flooring all lend to these beautiful masterpieces.

Riverside Center III includes four levels of parking (319 spaces) and three levels of office space. Riverside Parking Structure provides four levels/500 parking spaces.



THE WEBER GROUP

Harbor Place



LOCATION: Kenosha, Wisconsin
STATUS: Phase I completed
SIZE: 4 acres
COST: n/a

Harbor Place is a visually-appealing, pedestrian-oriented, mixed-use urban development on a prime reclaimed industrial site located along the shore of Lake Michigan near downtown Kenosha, Wisconsin.

The Kubala Washatko Architects, Inc. teamed with a development partner to create the conceptual site master plan and building elevations in response to an invited competition for proposals.

The project's selection and approval for construction by the City of Kenosha was based on the proposal's overall integration of the site into the larger Harbor Park neighborhood, the creation of a lively central plaza, a strong pedestrian focus that reinforces existing walkways, street edges, and lakefront path, and on the overall quality of building design within an urban context.

Key project components include two wharf-style restaurant buildings, two three-story mixed-use buildings with street-level retail below residential, and a series of two-story residential condominium townhomes.



Cannery Square



LOCATION: Sun Prairie, Wisconsin
STATUS: Phase I completed 2004
SIZE: 10 acres
COST: n/a

Cannery Square is an urban infill redevelopment designed to revitalize historic Downtown Sun Prairie and create an attractive new living environment. This project creates a vibrant destination center attracting residents, shoppers, and tourists to the area.

City Square is bordered by two three-story mixed-use buildings that frame the public open space. These new storefronts blend with the existing historic storefront facades. The two structures include 20,000 square feet of commercial space on the first level designed as destination specialty stores and/or restaurants.

A separate historic cannery structure will be retrofitted to include 11,000 square feet of restaurant and specialty commercial space on the first level and 14 luxury apartments on the second and third levels.



Grandview Commons



LOCATION: Madison, Wisconsin
STATUS: Phase I completed 2008
SIZE: 230 acres
COST: n/a

Grandview Commons embraces the importance and vitality of community living through sound urban and architectural design. Residents encounter a variety of mixed-use buildings, including retail, office, civic, community buildings, and housing that support the concept of living and working in the same community. Buildings detailed and scaled to the pedestrian bring a sense of community and interconnectivity.

Phase 1 commercial buildings designed by TKWA include two mixed-use buildings located at the entrance to the development. Two additional Phase 2 buildings will be completed at a later date.

TKWA was hired to provide urban design for commercial components of the master plan. TKWA also wrote design guidelines and provided architectural review for all multi-family buildings.

Urban design by Van de Walle & Associates of Madison, Wisconsin.



BRIX Apartments



LOCATION: Milwaukee, WI
STATUS: Completed, Fall 2015
SIZE: 185,000 square feet
COST: Approximately \$18 million

TKWA was hired to provide architectural services for adaptive re-use of an historic loft-style warehouse located within the Florida and Third Industrial Historic District. This National Register Historic District, just south of Milwaukee's traditional downtown, on the south side of the Menomonee River, is comprised of 12 multistory buildings that housed a variety of industries until the early 1960's. Since 2000 the area has attracted new investment that has contributed to the growing revitalization of the Fifth Ward area.



The 408 West Florida building is a seven story (plus full basement) concrete structure. Renamed "BRIX" the completed redevelopment includes approximately 100 loft-style apartments, an 8000 square foot restaurant, 10,000 square feet of retail space, plus two levels of structured parking.

As part of the adaptive re-use, TKWA is assisting the owner with preparation of state and federal Historic Tax Credit applications administered by the Wisconsin Historical Society and the U.S. Department of the Interior.



Milwaukee Public Market



LOCATION: Milwaukee, Wisconsin

STATUS: Completed Fall 2005

SIZE: 36,800 square feet

COST: \$7.5 million

The Milwaukee Public Market offers a dynamic new community gathering place and visitor destination. Modeled after the famous Pike Place Market in Seattle and other public markets in Europe, the design takes traditional ideas and expresses them in contemporary form. The use of steel, glass and brick honors the history of Milwaukee's Third Ward, a historic industrial district at the heart of the city.



It seemed only natural that a building dedicated to selling fresh food be designed with a sensitivity to the environment. The market relies on daylighting and natural ventilation to reduce artificial lighting and lower HVAC costs, and a combination of high-performance glass and sun louvers control heat gain. In addition to a large open volume for local vendors to sell their wares, the Market features cafe seating, a bar, and a state-of-the-art demonstration kitchen popular for cooking classes and evening receptions.

The space around the building is just as important as the space inside. By maximizing opportunities for street life, the idea of an outdoor market could be stretched as a threshold between the downtown and the Third Ward. A large illuminated sign above the west entrance of the building has already become a local landmark.



2006 AIA Merit Award

American Institute of Architects, Wisconsin



Iron Horse Hotel



LOCATION: Milwaukee, Wisconsin

STATUS: Completed 2008

SIZE: 100,000 square feet

COST: \$12 million

The Iron Horse Hotel is an upscale boutique catering to both the motorcycle enthusiast and business traveler. Designed to accommodate 100 loft-style rooms on five floors, Iron Horse blends the authentic, rough character of an historic industrial building with the amenities found in a modern hotel.

Originally built in 1907, this brick and heavy timber structure is an outstanding example of early 20th century factory/warehouse design. In redeveloping the property into a boutique hotel, one of the primary goals was to retain the industrial character of the building and to express its robust, authentic use of materials. The existing heavy timber structure and interior Cream City brick walls were left exposed, and many original interior elements, such as rolling industrial elevator doors and machine components, have been retained as sculptural elements. Design work conformed to the Secretary of the Interior Standards and was approved by the National Park Service.

Guest rooms are equipped with deep drawers and sturdy hooks to store motorcyclists' gear, and leather and metal finishes complement their aesthetic. Rooms also include custom desk/storage units for business travelers.

2009 Real Estate Award - Best New Development, Retail/Hospitality

The Business Journal, Milwaukee, WI



Leopold Legacy Center



LOCATION: Baraboo, Wisconsin
STATUS: Completed Spring 2007
SIZE: 12,000 square feet
COST: \$3.9 million / **PLANNING FEE:** \$52,000
SCOPE: New construction of net-zero, carbon-neutral nature center headquarters

The new Leopold Legacy Center was designed to serve the needs of the foundation's administration and host visitors from around the world while remaining true to the ecological, aesthetic, and scientific spirit of Aldo Leopold's Land Ethic. The headquarters includes office and meeting spaces, an interpretive exhibit hall, a library, an archive room, and a three-season classroom.

In October 2007, the Leopold Legacy Center was awarded LEED® Platinum, the highest rating to date measured under the USGBC system. It is the first building recognized by LEED® as carbon neutral in operation, and it is a 'zero net energy' building.

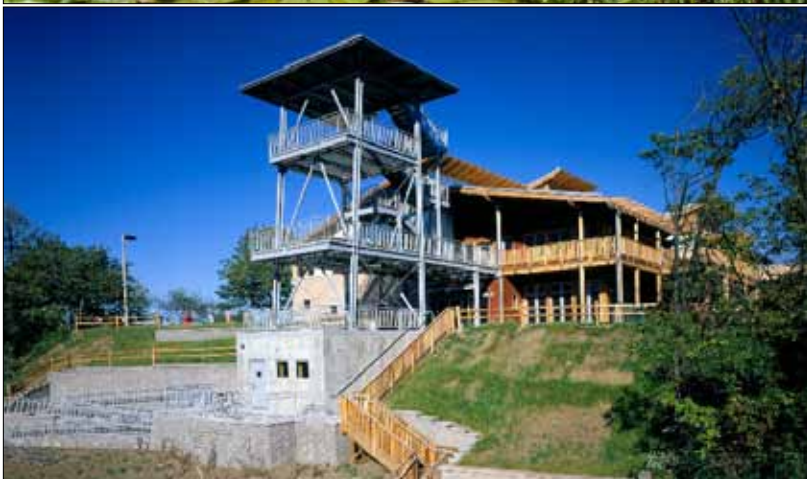
The Center is designed as a small grouping of structures organized around a central courtyard, which provides flexibility in managing energy use, creates outdoor spaces for work and gathering, and reduces the scale of the buildings on the site. It is constructed of wood harvested on-site from trees originally planted by the Leopold family in the 1940's. A 38kw photovoltaic array is one of the largest in the state, and innovative HVAC and ventilation systems reduce energy demand.



LEED Platinum Rating (61 points)
US Green Building Council



Urban Ecology Center



LOCATION: Milwaukee, Wisconsin

STATUS: Completed 2004

SIZE: 19,000 square feet

COST: \$3.5 million / **PLANNING FEE:** \$53,000

SCOPE: New construction of urban nature center incorporating extensive sustainable techniques

Located on a tight lot in the heart of Milwaukee's East side, the Urban Ecology Center fills a unique niche by offering environmental education programs to urban schoolchildren. Each year, the Center hosts 15,000 students from 30 nearby schools, offering them the opportunity to explore the ecology of their local community .

The Urban Ecology Center is an accessible role model for other institutions seeking to incorporate sustainable principles into their own construction projects. The building is oriented to maximize solar gain in spite of its small site, and it makes use of sustainably-harvested wood donated by the Menomonee Indian Tribe of Wisconsin. Innovative stormwater management strategies ensure that rainwater falling on the site is visibly collected and reused. An outdoor garden features a wide variety of native plants and grasses, and the Center is powered by the largest non-commercial photovoltaic array in the state

The Center features a variety of outdoor spaces and points for pedestrian access, from balconies and towers to a roof garden and an adjacent bike path. By removing many of the typical barriers to the outdoors, the Center encourages spontaneous interaction and blurs the boundary between inside and out.



Hart Park Master Plan and Pavilions



LOCATION: Wauwatosa, Wisconsin
SIZE: 50 acres
COST: n/a / **PLANNING FEE:** \$21,000
SCOPE: Urban park master plan and pavilion design

The opportunity to expand Wauwatosa’s existing Hart Park came about as a result of the Milwaukee Metropolitan Sewerage District’s (MMSD) need to control flooding along the Menomonee River. In 2005, homes and businesses located in the river’s floodplain were removed, and the land was purchased by the city. The park expansion was designed to include flood mitigation areas, while also strengthening the heart of the City of Wauwatosa by creating a center for community events and a family destination.

The expanded park provides a new amphitheater; multiple shelters, picnic areas, and public gathering spaces; pedestrian paths and bike trails marked by consistent identity elements, wayfinding signs, and new landscaping; playgrounds for two different age groups, including a children’s play area with a splash park; a skate park; and athletic fields including basketball courts, a softball field, and a soccer field.

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Great River Road Interpretive Center



LOCATION: Genoa, Wisconsin
STATUS: Construction Completion Summer 2016
SIZE: 5,000 square feet
COST: n/a

Established in 1932, the Genoa National Fish Hatchery has as its core mission the preservation and restoration of aquatic resources throughout the Great Lakes and the Upper Mississippi River. Even without a visitor center, the hatchery attracts an annual visitation of 5,000; a combination of self-guided tours and larger scheduled events. The new LEED-rated interpretive center will provide a focal point for education and interpretation of the Great River Road, the hatchery, and the history of the area. In partnership with local tribes, the center will feature exhibits telling the tragic story of the Blackhawk Massacre which took place in 1832 at the mouth of the Bad Axe River where the present day hatchery sits.

The proposed building strives for deep integration not only with the site but with the hatchery itself, using an innovative geothermal HVAC system that utilizes process water from the hatchery instead of a traditional ground source heat exchanger. The integration continues in the selection of native limestone and reclaimed barn wood as primary exterior materials, native plantings as landscaping. Through this integration of building to site and site to region, the new interpretive center will provide a model of sustainable design and a meaningful destination on the Great River Road.





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Questions

Questions

1. How does the City intend to convey title and legal interest in the land?
2. What site infrastructure will be provided by the City?
3. Does the City plan to create a TIF district, or other funding mechanism, to support infrastructure improvements?
4. What steps is the City taking to seek outside funding assistance (i.e. state and federal) for wetland development and restoration? Preliminary conversations with other potential development partners, through TKWA, has suggested that such funding may be required for overall project viability.
5. What is the current status of site infill preparations?
6. What expectations does the City have with regard to project timeline? For initial project start-up? For long-term phased completion?
7. What aspects of the 2014 Charrette Master Plan does the City most strongly believe should remain in place? Alternately, what aspects of the Master Plan does the City find most in need of further review and refinement?
8. Please describe the anticipated permitting and approval process, as well as the level of commitment within relevant governmental entities to streamline and support the approval process. What steps can be taken to best ensure continued support as potential changes in local government administration occur over the lifespan of the development?

