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2005-06 Officers & Board of Directors

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Amy Hansen ahansen@magnapubs.com	InBusiness Magazine	204-9655
Joe Campana campana@prepaidlegal.com	Pre-Paid Legal Sevices, Inc.	244-4772

PRIVATE INITIATIVES

In addition to the specific public fund recommendations described above, there is major private development activity in this area.

Mortenson Investment Group, LLC has developed plans for additional high quality office and retail space in the area west of Todd Drive. This development will complement the public investments recommended by the Redevelopment Committee, and provide more employment and shopping opportunities for Todd Drive area residents.

Bradley Hutter is the President of Mortenson Investment Group, LLC. Mr. Hutter is a licensed Attorney in the State of Wisconsin, a WI licensed real estate salesperson and a WI licensed insurance intermediary. He sits on several boards including American Sports Analysts, Inc., Ideal Builders, Inc., St. Mary's Hospital Foundation, Foundation for Madison Public Schools, South Madison Redevelopment Fund, LLC, and United Way of Dane County Foundation Board of Trustees. Brad is married with two children. He enjoys literature and history, travel, boating, recreational sports and music performance.

NEXT MEETING! 7/21/05

When: Thursday, 7/21/05
Where: Coliseum Bar and Restaurant
Time: Noon - 1:15 p.m.
Format: 12:00 Noon Lunch
 12:15 - 1:15 Announcements &
 Open Discussion Meeting

RSVP to Jean Vogel @ 273-6300 x160 or jeanv@sergenians.com
 by Noon on Tues. 7/19

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This Month's Meeting...

Todd Drive Redevelopment
A presentation by Bradley Hutter, President, Mortenson Investment Group, LLC

Todd Drive Redevelopment BACKGROUND

Madison's Common Council adopted resolution 31566 which created a Badger-Ann-Park Redevelopment committee to identify revitalization strategies and propose an implementation strategy, schedule, and budget for Mayor and Council action.

The Council also adopted a second resolution which created a **Todd-Beltline Redevelopment Committee** to articulate a similar redevelopment strategy, and to address ways that the public and private sectors could work together to improve the quality of the housing stock, target resources to promote affordable home ownership, improve rental property marketability, facilitate commercial property improvements, and mixed use development, and improve traffic flow and connections within the area.

Each Redevelopment Committee met with City staff, business, and neighborhood representatives to review current neighborhood trends, neighborhood plans, and potential redevelopment initiatives. Each Redevelopment Committee also reviewed different strategies, partners and projects to address the challenges emerging in each area.

During the 2004 budget process, the Mayor and the Common Council

allocated \$2.5 million in the Capital budget for South Madison Redevelopment goals and activities. Representatives of the two committees agreed to split the funds between the two areas, with \$1.3 million for Badger-Ann-Park and **\$1.2 million for Todd-Beltline.** After several months of meetings and discussion, the two committees identified potential projects to achieve those objectives.

PROJECTS: TODD-BELTLINE

The Todd-Beltline Redevelopment Committee recommended two major public initiatives and investments in order to leverage State improvements on the Beltline in this area, encourage private investment, and improve the quality of life for residents and businesses.

Pedestrian, Bicyclist, Vehicular Street Streetscape and Transit Improvements

The Committee recommended \$1.2 million to help improve the Todd-Beltline intersections, and the local access road. City funds would enable the State to make available its \$4 million in highway funds earlier than planned. The improvements would help make crossing the Beltline highway safer for cars, bicyclists, and pedestrians, and improve the entrance into the Todd and Arbor Hills neighborhoods. It would also improve the Todd intersection with the frontage road, to improve access to businesses located along the Beltline. A portion of these funds would also be used to add sidewalks, pedestrian lighting, and improved transit stops in the area.

Mr. Hutter presents **Landmark Gate**, the exciting new five-story multi-building mixed-use development project. This 170,000 square foot development at the SouthWest corner of Todd Drive and the South West Beltline Highway frontage road includes 84,000 sq ft of office and retail space for lease. There is 20,000 sq ft of retail for lease and about 40,000 sq ft of office space available for lease. The superb location will offer unparalleled visibility along 2 blocks of West Beltline frontage at the highest traffic counts in south central Wisconsin.

Building and site construction is expected to begin this fall with a completion date of early fall 2006. The Department of Transportation roadwork is set to begin in the spring of 2006 with a completion date of July or August 2006.

Don't miss this exciting opportunity to learn about the road improvements and the new development at Todd Drive and the Beltline.

Breakfast with the Mayor

Mayor Dave Cieslewicz sent out invitations to some Park Street area businesses asking them to join him for breakfast and discussion about the economic and business development potential of the South Madison/Park Street area and the redevelopment of the Villager Mall. The invitations especially targeted those businesses that have not already been involved with the initiatives on the South side. SMBA member, Adams Outdoor Advertising is hosting the breakfast meeting on July 19, 2005.

The City has undertaken a significant amount of planning for this area – the South Madison Neighborhood Plan and the Wingra BUILD project, to name just two initiatives – and is also investing directly in its redevelopment through major infrastructure improvements along the street and the purchase of and active redevelopment planning of the Villager

Mall. The Mayor's vision for the City's economic future identifies the Park Street corridor as a significant opportunity for growing the City's health care and biomedical industries and he recognizes the myriad of other businesses that already enrich this gateway to the City. The Mayor is seeking the perspective of these businesses on the opportunities in South Madison and Park Street.

Business-Friendly Initiative

In the City of Madison's ongoing efforts to be more responsive to the needs and concerns of local businesses, Mayor Dave Cieslewicz introduced a measure requiring applicants for rezoning and conditional use applications to notify neighborhood business associations that represent the area of their plans. The city currently provides this kind of notification to members of the Madison Common Council and neighborhood associations. Aids. Zach Brandon, Judy Compton, Larry Palm, and Noel Radomski joined the Mayor in introducing the measure.

The proposal was introduced in direct response to a recommendation of the city Economic Development Commission (EDC) report on ways to make Madison more business-friendly. As the EDC correctly pointed out, business associations play a vital role in shaping the communities they work in, just as neighborhood associations do. This measure will provide business associations with the same 30-day advance notice that alders and neighborhood associations receive, so they can have the same opportunity to review and respond to proposals early in the approval process.

Business associations have a major stake in the development of the neighborhoods they represent. This measure will give them more of a voice in that process, which the Mayor believes will ultimately result in better projects that meet the needs of the entire community. The Common Council is expected to vote on it in August.

Annual Business Meeting

The annual business meeting was held on June 16, 2005. Four candidates for the Board of Directors were unanimously voted into office. Each is a present board member renewing a term that will run from 2005-2008:

- Jim Garner, Sergenian's Floor Coverings**
- Karen Johannsen, Johannsen Greenhouses**
- Jim Mankowski, JBM Patrol & Protection Corporation**
- Rob Waterman, Edward Jones Investments**

Incoming President, Darryl Linder, DC was unable to attend the meeting due to illness. Outgoing President, Mike Flynn, was presented with an appreciation plaque for his service to the Association during the past year.

Membership Dues

Membership renewals for 2005-2006 have been mailed. The \$100.00 annual membership dues include the monthly meeting lunches and the monthly newsletter. Membership dues are due no later than July 31, 2005.

SMBA	South Metropolitan Business Association	P.O. Box 259893
		Madison, WI 53725-9893
		www.SMBA-Madison.org

Mark Your Calendar

S.M.B.A. MONTHLY MEETING SCHEDULE

<p>When: July 21, 2005</p> <p>Where: Coliseum Bar and Restaurant</p> <p>Time: Noon - 1:15 p.m.</p> <p>Speaker: Bradley Hutter, Mortenson Investment Group Todd Drive Redevelopment</p>	<p>SMBA meetings are held on the third Thursday of every month at The Coliseum Bar, from 12:00 Noon to 1:15 pm unless otherwise indicated in the newsletter. Following is the meeting schedule for 2005:</p> <p>August 18, 2005 – Congresswoman Tammy Baldwin</p> <p>September 15, 2005</p> <p>October 20, 2005</p> <p>November 17, 2005</p> <p>December 15, 2005</p>
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