

*nationwide leaders in real estate development*

**Alexander**  
*Company*

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# Company Profile

# THE ALEXANDER COMPANY

## *Company Profile*

Locally and nationally recognized for its achievements in urban development for over 30 years, the Madison, Wisconsin based Alexander Company is a national leader in the preservation of historic buildings and the construction and design of architecturally significant new structures. As a master developer, the Company oversees the financing, design, construction and property management of developments in-house, providing a diverse team of experts and single source of accountability for owners, investors and partners.

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. Among the Company's notable accomplishments are the revitalizations of urban neighborhoods and the conversions of mothballed factories, turn-of-the-century high-rises, train depots, and a multitude of downtown buildings into high quality apartments, condominiums, hotels, restaurants, and commercial buildings.

The firm is annually involved in over \$300 million of downtown development projects throughout the United States. The diverse nature and success of Alexander Company projects demonstrates our expertise with the use of Tax Increment Financing, Historic and New Market Tax Credits, and state and federal economic 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 development process ensures the securing of entitlements in a timely fashion.

The Alexander 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.

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

Critical to successfully completing challenging projects is the Company's skillful approach as a master developer. An experienced and creative staff is involved in every initiative from the earliest conceptual stages until long after the doors of a building have opened. The development process is meticulously and expertly managed, from employing proven financial techniques to demanding only the highest quality work. The Alexander Company's state-of-the-art design solutions are suited specifically for each project, blending form and function while applying rigorous and cost-effective construction standards. Completing this enterprise approach to development is an experienced, in-house property management team to ensure that asset values are properly maintained.

Always at the cutting edge of urban revitalization, The Alexander Company 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.

# Services Available

# THE ALEXANDER COMPANY

*Services Available*

development project management	design, administration and management	construction, administration and management	marketing and public relations	facilities management
communication and public presentations	architectural design drawings	construction contract review and administration	earned media relations & publicity	architectural plans and specifications review
financial analysis	architectural contract reviews and administration	cost estimating	b2b marketing	lease preparation and audit
debt and equity procurement	master & precinct planned campuses	value engineering	graphic design	energy management
land use evaluation	civic spaces, streetscape and landscape site design	scheduling	copywriting	tenant retention programs
real estate acquisition and support	site and building evaluation	contractor qualification	website design	preventative maintenance programs
public regulatory approvals	code review and administration	contractor bid	signage design	rent collection
scope control	historic preservation services	construction close-out	media planning and purchasing	budget preparation
			e-marketing	operations management
				commercial brokerage

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## THE ALEXANDER COMPANY

### *Approach to Services*

The Alexander Team is separated from other firms by our determination to take on challenges few other real estate professionals are willing to accept and by our ability to apply creative solutions throughout the development process. We have fostered this philosophy by developing a project delivery system called Integrated Program Management (IPM).



IPM is a team approach with a single point of responsibility. The Project Manager leads the team through the development process. Because all of the above practices are performed in-house, IPM increases accountability, responsibility, and communication. The outcome is optimized in terms of time 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. The extraction of the best solutions is made possible by having a Project Manager that:

- Understands the needs of the owner
- Understands the strengths of the team members
- Is at the center of the design and construction process
- Possesses the necessary skills and expertise
- Has time proven design, construction and management abilities

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 developing for ourselves or others. Complete satisfaction is the goal.

Integrated Program Management 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.

# Key Personnel

# THE ALEXANDER COMPANY

## Key Personnel



**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

### PROFESSIONAL AFFILIATIONS:

As an active member of the community for many years, Joe has served as a Regent of the University of Wisconsin System and served consecutive terms on Wisconsin's National and Community Service Board.

Joe's current professional affiliations include:

- Downtown Madison, Inc Board of Directors
- American Bar Association and State Bar of Wisconsin
- Congress For the New Urbanism
- Former Member of the Salvation Army of Dane County Advisory Board
- Former Member of the City of Madison Sustainable Design and Energy Committee
- Madison Museum of Contemporary Art Board

# THE ALEXANDER COMPANY

## Key Personnel



**Randall Alexander**  
CEO

Randy has directed all aspects of The Alexander Company's business since its inception in 1981. Under his leadership, The Alexander Company has undertaken the finance, development, design, restoration, construction, and management of over 250 buildings, both new and historic. Among the Company's notable accomplishments in historic preservation are the conversions of abandoned schools, mothballed factories, turn of the century high-rises, train depots, hotels, and a multitude of downtown buildings into high quality apartments, condominiums, hotels, restaurants, and commercial buildings. In addition, Randy has overseen the planning and completion of several mixed-use "urban renaissance" master developments incorporating new construction and historic preservation.

Randy is the primary visionary for each of the developments undertaken at the Company. His duties at The Alexander Company include strategic planning, new project identification and stakeholder relations.

Born and educated in Wisconsin, Randy resides in Madison and maintains an active agenda in charitable organizations. He has been nationally recognized for his achievements in real estate development.

# THE ALEXANDER COMPANY

## Key Personnel



**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

### PROFESSIONAL AFFILIATIONS:

- Member of the Associated General Contractors (AGC) of Wisconsin

### KEY EXPERIENCE:

- Novation Campus – Madison, WI
- Capitol West – Madison, WI
- National Park Seminary – Silver Spring, MD
- Laurel Hill Master Development – Fairfax, VA
- Crescent Lofts Master Development – Davenport, IA
- Flagship Building – Des Moines, IA

# THE ALEXANDER COMPANY

## Key Personnel



**Jonathan Beck**

*Development Project Manager*

Jonathan coordinates development projects with specific responsibilities for financial structuring, market analysis, land use approvals and property acquisition. He has specific skills in structuring complex financial tax credit investments and working with other community development programs. Since joining The Alexander Company, Jon's financial expertise has been key to creating over 300 units of high quality housing across the country.

Jonathan has extensive experience working both as an investor and consultant with Low Income Housing Tax Credits, Historic Tax Credits and New Markets Tax Credits. He started his career with a national LIHTC syndicator and later worked with the National Trust for Historic Preservation and for their for-profit subsidiary, which makes both Historic and New Markets Tax Credits investments nationally.

## EDUCATION / TRAINING

- B.B.A – Real Estate & Urban Land Economics – University of Wisconsin-Madison

## PROFESSIONAL AFFILIATIONS & REGISTRATIONS:

- Treasurer – Goodman Community Center in Madison
- Member – Soldier's Home Foundation in Milwaukee
- 2011 In Business 40 Under 40

## KEY EXPERIENCE:

- National Park Seminary – Silver Spring, MD
- Capitol West – Madison, WI
- Flagship Building – Des Moines, IA
- Laurel Hill Master Development – Fairfax, VA

# THE ALEXANDER COMPANY

## Key Personnel



**Adam Winkler**  
*Development Project Manager*

Adam is responsible for coordinating the entitlements process, which includes architectural coordination, neighborhood meetings and municipal approvals, for complicated master-planned developments throughout the United States. Adam has specific expertise in residential development, including high-quality multifamily housing as well as condominiums.

In addition, Adam is involved in securing construction financing, reviewing legal documents, conducting market research, and performing due diligence. He also has experience in commercial real estate leasing and sales.

## EDUCATION / TRAINING

- B.B.A - Real Estate & Urban Land Economics and Risk Management & Insurance – University of Wisconsin-Madison

## PROFESSIONAL AFFILIATIONS & REGISTRATIONS

- Wisconsin Real Estate Alumni Association

## KEY EXPERIENCE

- Capitol West – Madison, WI
- Flagship Building – Des Moines, IA
- Novation Campus – Madison, WI
- National Park Seminary – Silver Spring, MD
- Laurel Hill Master Development – Fairfax, VA

# THE ALEXANDER COMPANY

## Key Personnel



**Valicia Gilbert**

*Director of Portfolio Management*

Valicia has over 15 years of property management experience and is responsible for the oversight and operations for all of The Alexander Company's residential and commercial properties, which total more than 1,000 units and 1,000,000 square feet across five states. She is a specialist in affordable housing compliance, managing over 800 multifamily units that comply with various federal and state programs. Valicia and her team are dedicated to maintaining the highest level of standards and customer satisfaction to ensure an optimum experience for all Alexander Company tenants.

### EDUCATION / TRAINING:

- Licensed Wisconsin Real Estate Broker – 1999 - 2011
- Herzing College – Associate Degree in Computer Information Systems

### KEY EXPERIENCE:

- Kansas City Master Development – Kansas City, MO
- Crescent Lofts Master Development – Davenport, IA
- National Park Seminary – Silver Spring, MD
- Novation Campus – Madison, WI
- Rail Corridor Master Development – Madison, WI

# THE ALEXANDER COMPANY

## Key Personnel



**Dave Vos**

*Development Project Manager*

Dave has worked for the Alexander Company for over twenty years. Prior to his current position as a Development Project Manager, he was the Director of its Architectural Division. His positions have encompassed the entire development process including urban planning, acquisition, entitlements, financing, design, construction, lease-up/sales and operations. He has a unique, applied knowledge of building systems and delivery processes, historic building codes, New Markets Tax credits, Low Income Housing Tax Credits, State and Federal Historic Tax Credits, HOME and CDBG funding, federal grants, Brownfield loans, and conventional financing tools.

Dave has represented building owners and developers on the Wisconsin Code Council for both the Historic Building Code and the Alteration/Change of Occupancy Code. He serves periodically as the development expert on Advisory Services Panels for the Urban Land Institute and has testified before the National Park Service and State legislative bodies regarding the application of rehabilitation standards and the impacts of historic tax credit legislation.

## EDUCATION / TRAINING

- University of Wisconsin School of Engineering
- Madison Area Technical College Architectural Technician Program

## PROFESSIONAL AFFILIATIONS

- American Institute of Architects
- Urban Land Institute
- National Trust for Historic Preservation

## KEY EXPERIENCE:

- National Park Seminary – Silver Spring, MD
- Laurel Hill Master Development – Lorton, VA
- Crescent Lofts Master Development – Davenport, IA
- Rail Corridor Master Development – Madison, WI

# THE ALEXANDER COMPANY

## Key Personnel



**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 twenty-five 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 Congress for the New Urbanism

### KEY EXPERIENCE:

- Novation Campus – Madison, WI
- Kansas City Master Development – Kansas City, MO
- National Park Seminary – Silver Spring, MD
- Crescent Lofts Master Development – Davenport, IA
- Laurel Hill Master Development – Fairfax, VA

# THE ALEXANDER COMPANY

## Key Personnel



### **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. After joining the Congress for New Urbanism as a development intern, Colin 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. – Economics, University of Wisconsin-Madison

### **KEY EXPERIENCE:**

- Novation Campus – Madison, WI
- Kansas City Master Development – Kansas City, MO
- Flagship Building – Des Moines, IA

Local Partners

## Practice

2007-Present	DUST Tucson, Arizona
	Notable DUST Projects
2012	Tucson Mountain Retreat, Tucson Arizona
2014	Casa Caldera, San Rafael Valley Arizona
1.2007 - 7.2007	Sebastian Mariscal Studio San Diego, California
1.2005- 6.2006	Hord Coplan Macht, INC Baltimore, Maryland
7.2004- 1.2005	Rick Joy Architects Tucson, Arizona
2004	Bauer Construction, INC San Diego, California
2003	College of Architecture, Texas Tech University Lubbock , Texas
2002	Corgan Associates Dallas, Texas

## Community Projects

2011	Sabores Sin Fronteras: Heritage Food Wagon. Tucson, Arizona
2012	Dunbar Springs Community Arts Project: Neighborhood Seating. Concrete Stools. Tucson, Arizona.

## Teaching

2012	Land Ethics Studio: 3rd year Design CAPLA, University of Arizona
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## Lectures

2011	<i>DUST: Work.</i> Morgan State University
2012	<i>Sacred Ground Remains,</i> Maryland Institute College of Art Baltimore , Maryland

## Education

1997-2003	Texas Tech University, Lubbock Texas Masters of Architecture Bachelor of Business
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## Practice



Tucson Mountain Retreat  
DUST  
Tucson, Arizona  
Completed 2012

6000 sq. ft. Private Residence

Responsibilities: Project Manager for Design and Build, Construction Management, Finish Carpentry



Casa Caldera  
DUST  
San Rafael Valley, Arizona  
Estimated Completion: December 2014

900 Sq. Ft. Residence

Responsibilities: Principal, Design, Project Manager, Design Build Construction, Bids, Project Finances, Construction Management



SIX  
Sebastian Mariscal Studio  
La Jolla, California  
Completed 2007

6 units at 2500 Sq. Ft. each Multi-Family Residence

Responsibilities: Construction Management, Job Supervisor, Detail design, Finish Carpentry



Desert Nomad House  
Rick Joy Architects  
Tucson, Arizona  
Completed 2005

1600 Sq. Ft. Residence

Responsibilities: Job Supervisor, Finish Carpentry



Adobe Canyon House  
Rick Joy Architects  
Patagonia, Arizona  
Completed 2005

1200 Sq. Ft. Residence

Responsibilities: Job Supervisor, Finish Carpentry

## Practice



Western Maryland Health System Hospital  
Hord Coplan Macht  
Cumberland, Maryland  
Completed 2010

60,000 sq. ft. Hospital

Responsibilities: Junior Architect, Schematic Design through Construction Documents, Coordination of clinical departments, public spaces, and landscaping.



Coudon Residence  
Hord Coplan Macht  
Baltimore, Maryland  
Completed 2006

2000 Sq. Ft. Residence

Responsibilities: Design Development



Adobe Vault, Dome, Plaster  
Adobe Alliance  
Swan Residence - Presidio, Texas 2006  
Rohan Residence - Ojinaga, Mexico 2007

Responsibilities: Construction, Study of Theoretical and Practical Approach to Adobe Building: Plaster, Arch, Vault, Dome, Walls



denCITY: New Orleans Housing Competition  
*Architectural Record High Density on High Ground Finalist*  
New Orleans, Louisiana  
Hord Coplan Macht, INC (studio RED)

Urban Plan Proposed: 05.2006

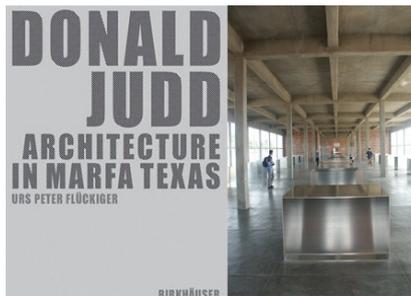
Responsibilities: Concept, Urban/geological analysis, research, design, team leader, Presentation Graphics, Rendering, Writing



MODule - Portable Green Classroom Competition  
*AIA Baltimore - Best Unbuilt Work*  
*USGBC Honorable Mention Award*  
Montgomery County, Maryland  
Hord Coplan Macht, INC (studio RED)  
Completed 2005

Responsibilities: Concept and Systems Design and Presentation

## Practice



Donald Judd:Architecture in Marfa, Texas  
Urs Peter Fluckiger

Publication  
Completed 2004

Responsibilities: Graduate Research Assistant. Field study, Preservation and Documentation of existing structures altered by the artist Donald Judd in Marfa, Texas. Presentation Drawings.



Sabores Sin Fronteras Heritage Food Wagon  
DUST  
Tucson, Arizona  
Completed 2011

Mobile food education wagon

Responsibilities: Design/Concept, Project Management, Fabrication

### Practice

2007-Present  
DUST  
Tucson, Arizona  
Notable DUST Projects

2012  
Tucson Mountain Retreat, Tucson Arizona

2014  
Casa Caldera, San Rafael Vally Arizona

2002-2007  
Rick Joy Architects  
Tucson, Arizona

### Community Projects

2011 Sabores Sin Fronteras: Heritage Food Wagon. Tucson, Arizona

2012 Dunbar Springs Community Arts Project: Neighborhood Seating.  
Concrete Stools. Tucson, Arizona.

### Teaching

2012 Tectonics Studio: 3rd year Design  
CAPLA, University of Arizona

2013 Graduate Design Studio  
Texas Tech University College of Architecture

### Lectures

2011 *DUST: Work.* University of Arizona.  
College of Architecture Lecture Series  
Dallas Chapter AIA – Unbuilt Jury Awards August

2012 *DUST: Work.* Architecture and Design Symposium, Marfa Texas

2013 *DUST: Work.* Morgan State University, Baltimore Maryland

### Education

1997-2002 Texas Tech University, Lubbock Texas  
Masters of Architecture

2001 Vicenza Italy - Architecture Study

1995-1997 New Mexico State University



## Practice



Tucson Mountain Retreat  
DUST  
Tucson, Arizona  
Completed 2012

6000 sq. ft. Private Residence

Responsibilities: Principal, Design, Project Architect and Project Manager for Design Build Construction, Construction Management.



Casa Caldera  
DUST  
Tucson, Arizona  
Estimated Completion: December 2014

900 Sq. Ft. Residence

Responsibilities: Principal, Design, Project Architect/Project Manager, Design Build Construction, Construction Management.



Desert Nomad House  
Rick Joy Architects  
Tucson, Arizona  
Completed 2005

1600 Sq. Ft. Residence

Responsibilities: Project Architect, Construction Manager/GC for Design Build Construction



Adobe Canyon House  
Rick Joy Architects  
Patagonia, Arizona  
Completed 2005

1200 Sq. Ft. Residence

Responsibilities: Project Architect, Construction Manager/GC for Design Build Construction



Tree House  
Rick Joy Architects  
Rutherford, California  
Completed 2007

2700 Sq. Ft. Residence

Responsibilities: Design, Design Development, Construction Documents

## Practice



Ventana Canyon House  
Rick Joy Architects  
Tucson, Arizona  
Completed 2008

6000 Sq. Ft. Residence

Responsibilities: Design, Design Development,  
Construction Documents



Bahia Balandra Competition - Winning Firm  
Rick Joy Architects  
Bahia Balandra Mexico

City Masterplan

Responsibilities:  
Design and Master Planning



Casa Marbella  
Rick Joy Architects  
Marbella Chile

300 Sq. Meter. Residence

Responsibilities:  
Project Architect, Design, Construction Documents



Taos House  
Rick Joy Architects  
Taos, New Mexico

9,000+ Sq. Ft. House and Horse Stable Complex, Caretakers  
House and Barn

Responsibilities: Design, Project Support, Design Development,  
Construction Documents



The Post: Mixed Use Design Competition - Winning Firm  
Rick Joy Architects  
Tucson, Arizona

14 story mixed use tower in downtown Tucson

Responsibilities: Design, Master Planning

**Practice**



St. Edwards University Holy Cross Institute and Chapel  
Rick Joy Architects  
Austin, Texas

13,000+ Sq. Ft. Chapel Complex, including Chapel, Offices, Classrooms, and Lounge

Responsibilities:  
Project Architect, Chief Designer, Project Team Leader



Woodstock Estate  
Rick Joy Architects  
Woodstock, Vermont  
Completed 2008

4,200 Sq. Ft. house with 12,000 Sq. Ft. Barn/Game and Guest House

Responsibilities: Production support team member



Sabores Sin Fronteras Heritage Food Wagon  
DUST  
Tucson, Arizona  
Completed 2011

Mobile food education wagon

Responsibilities: Production, Fabrication

# Selected Projects

# THE ALEXANDER COMPANY

Project Profile: Central Station – Memphis, TN



**CENTRAL STATION:**      63 Apartments  
                                    12,000 SF of Retail Space  
                                    23,000 SF of Office Space  
                                    \$18.7 Million Project Cost

Built in 1914, Memphis' Central Station has always played an important role in the vitality of the city. The station served not only as the main passenger rail hub for the region, but also as the offices and headquarters of several railway companies.

The revitalization effort took into consideration the rich history and feeling of pride surrounding Central Station - the Main Hall was painstakingly restored down to the last detail, including the original arrival and departure board. The final product includes 63 apartment residences and 35,000 square feet of commercial space. The facility continues to serve as an Amtrak Passenger Station. Additionally, the Memphis Police Department and Memphis Area Transit Authority now call Central Station home.

Amenities for residents include a rooftop garden, expansive windows with views of the Mississippi River and downtown, and large well-appointed apartments.

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## THE ALEXANDER COMPANY

Project Profile: Rail Corridor Master Development – Middleton, WI



**RAIL CORRIDOR:**      96 Apartments  
                                 190,000 SF of Office Space  
                                 35,000 SF of Retail Space  
                                 \$35 Million Project Cost

Prior to The Alexander Company's intervention, the 13-acre site on which the Rail Corridor Master Development sits was a contaminated rail and scrap yard. The rehabilitation of the Rail Corridor spawned an office park and several apartments in the heart of downtown Madison.

This development required expertise in the use of Tax Incremental Financing (TIF) and a public offering. The complexity of the contaminated site required the removal of thousands of tons of soil before construction could commence.

The Rail Corridor Master Development served as a beacon development for the rest of downtown Madison; the creation of quality office space, unique residential opportunities, and the installation of retail provided the community with renewed hope for dilapidated, blighted sites. The final product is a functionally efficient and aesthetically pleasing development in the heart of downtown Madison.

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# THE ALEXANDER COMPANY

Project Profile: Capitol West Master Development – Madison, WI



**CAPITOL WEST:**           150+ Condominiums  
                                  172 Apartments  
                                  123,000 SF of Commercial Space  
                                  151 Room Hotel  
                                  \$110 million project cost

The Alexander Company's \$110 million mixed-use Capitol West development creates a vibrant neighborhood in the heart of downtown Madison, Wisconsin. Just three blocks from the State Capitol, the project encompasses 4.6 acres - an entire city block. The property was developed based on the findings of an urban housing case study conducted by The Alexander Company and five nationally renowned architecture firms. The planning and architecture of Capitol West was guided by the integration of natural light, air, and ventilation into the block and homes, creating living that focuses on the individual level while melding the project with its surroundings. Features such as terraces, roof gardens, and small back yards invite the outdoors into the homes. The design is clean, contemporary, and modern. Common areas include urban parks with linkages between the neighborhood, condominium homes, parking, and retail.

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# THE ALEXANDER COMPANY

Project Profile: Professional Building Lofts – Kansas City, MO



**Professional Building Lofts:** 132 Apartments  
11,000 Sf of Commercial Space  
\$21 Million Project Cost

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

The Professional Building's 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 includes the new entertainment district, the Sprint Center, and H & R Block's world headquarters. Residents of the Professional Building Lofts benefit from a variety of recently completed projects and ambitious new investments as well as convenient access to employment and transportation options. All of these factors working together promise to make the resurgent downtown of Kansas City a 24/7 destination.

Comprised of 132 apartment units, the redevelopment of the Professional Building signaled the beginning of The Alexander Company's entrance into the Kansas City market. Since the completion of the Professional Building Lofts, the Company has redeveloped the city's former federal courthouse into 176 apartments and 12,000 square feet of commercial space.

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Company

# Selected Awards

## THE ALEXANDER COMPANY

### *Selected Awards*

National Trust for Preservation Honor Award	Innovative Use of Public and Private Partnerships in Rehabilitating Historic Buildings
The Paul Gruenberg Award from the Urban Land Institute (ULI)	Best reuse of an existing building
Excellence in Historic Preservation Award (5-Time Winner)	Wisconsin Association of Historic Preservation Commissions
Charles L. Edson Tax Credit Excellence Award	Outstanding Efforts in Providing Affordable Housing to People in Urban Areas
Washington Business Journal Best Real Estate Deals Award	Community Impact
National Housing & Rehabilitation Association J. Timothy Anderson "Timmy" Award	Judges' Award – Excellence in Historic Rehabilitation
WHEDA "Welcome Home Wisconsin" Award (2-time Winner)	In Recognition of Commitment to Provide for the Needs of Citizens of the State of Wisconsin
Historic Preservation Achievement Award (3-time Winner)	State Historical Society of Wisconsin
Circle of Excellence Spirit of Toledo Award	Excellence in Inner City Redevelopment
Golden Key Award	Key Activity in the Economic Growth of Racine
Investment in the Community Award	South Bend, Indiana
City-County Preservation Award (5-time Winner)	Madison Landmarks Commission
Vitality of Downtown Award (8-time Winner)	Downtown Madison Incorporated
Capital Community Orchid Award (2-time Winner)	Achievement That Improved the Environment
Award Certificate of Merit	Outstanding Preservationist
ETC.	

# Previous Experience

## **THE ALEXANDER COMPANY**

### *Previous Experience*

#### **Capitol West Master Development - Madison, WI | \$110 Million Project Cost**

An ambitious redevelopment of an entire city block two blocks from the Capitol Square in downtown Madison, Capitol West consists of over 150 condominiums, 172 apartments, a 151 room Hyatt Place Hotel and 123,000 SF of commercial space.

#### **National Park Seminary – Silver Spring, MD | \$110 Million Project Cost**

One of the most unique historic sites in the country, National Park Seminary sat mostly vacant for nearly three decades. The restoration included the conversion of the existing buildings into 66 apartment homes, 50 condominium units and 13 single-family homes, as well as the construction of 90 new townhomes.

#### **Laurel Hill Master Development – Fairfax, VA | \$180 Million Project Cost**

Located in Fairfax, Virginia, the 79-acre Laurel Hill site (much of which consists of the former Lorton Prison) will be redeveloped utilizing a mix of new construction and historic preservation. Uses throughout the site will include townhomes, apartments, office/commercial, and restaurant/retail, creating a hub for the predominantly residential surrounding neighborhood.

#### **Novation Campus Master Development – Madison, WI | \$120 Million Project Cost**

A brownfield site and one of the last parcels of land left adjacent to major highway interchange in Madison, Wisconsin, the Novation Campus site encompasses 72 acres and is planned to house over 1,200,000 square feet of commercial, office and retail space, as well as apartments and a hotel. To date, approximately 400,000 SF, or 1/3 of the campus, has been completed.

#### **Rail Corridor Master Development – Madison, WI | \$34.7 Million Project Cost**

A six-part master development on 13 acres in the heart of downtown Madison, the Rail Corridor Master Development brought commerce and new revenue to a blighted area within sight of the State Capitol. The master development involved the cleanup of a contaminated rail and scrap yard, the historic preservation of Madison's depot as well as the adaptive re-use of an historic warehouse into lofts and the new construction of a four building office park.

#### **Crescent Lofts Master Development – Davenport, IA | \$42 Million Project Cost**

Located in what was once an area filled with dilapidated vacant warehouses along the Mississippi River, the Crescent Lofts Master Development to date has involved the rehabilitation of four buildings with a fifth in progress, providing a new housing core of 255 apartments to a previously sterile area. Since the Alexander Company's developments began in the area, several spin-off developments have started, promising to make the district a 24/7 destination featuring retail, restaurant and other commercial uses.

#### **Professional Building Lofts – Kansas City, MO | \$21 Million Project Cost**

One of the most blighted structures in downtown Kansas City, Missouri, the Professional Building was rehabilitated and restored in 132 high-quality workforce-housing apartments. With a location along the city's primary downtown thoroughfare and within blocks from the Sprint Center Arena, H&R Block's Headquarters and the entertainment district, the Professional Building Lofts brought much needed housing to an up and coming area.

# THE ALEXANDER COMPANY

## *Selected Projects*

### **Courthouse Lofts – Kansas City, MO | \$40 Million Project Cost**

Constructed in the late 1930s and having hosted Harry Truman's offices as well as cases tried by Thurgood Marshall, the Courthouse Lofts are steeped in Kansas City's history. The Alexander Company converted the vacant structure into 176 apartments and 12,000 square feet of commercial space, reconnecting this landmark located along the city's primary downtown thoroughfare with the population.

### **Central Station – Memphis, TN | \$18.7 Million Project Cost**

The Alexander Company restored this 170,000 square foot landmark railway train station and adjoining buildings into 63 apartments and 35,000 square feet of commercial space. The building, a beacon for revitalization in the area, features a passenger train station, police station, transit authority offices and retail uses.

### **National Terminal – Cleveland, OH | \$27.5 Million Project Cost**

Originally a massive cold storage facility, at the time of renovation National Terminal was condemned, in bankruptcy and contaminated. The Alexander Company converted the building into 248 apartments and 9,000 square feet of retail space.

### **Downtown Middleton Master Development – Middleton, WI | \$33 Million Project Cost**

A former abandoned power plant, milk condensing plant, and car dealership site, the area was transformed into a mix of 51 apartments, 19 loft-style condominiums, a 90-room extended stay hotel, and 75,000 square feet of class "A" office and retail space. Utilizing both new construction and historic preservation, the project energized a once vacant area in the heart of downtown Middleton.

### **Marketplace Master Development – Madison, WI | \$10.2 Million Project Cost**

A three-part development involving the new construction of the Dayton Row Townhomes as well as the historic preservation of the City Market and Das Kronenberg, the Marketplace Master Development created 64 apartments and 17 townhomes in downtown Madison and spurred the revitalization of the City's near East Side.

### **Fox River Mills – Appleton, WI | \$15.5 Million Project Cost**

Formerly the hub of Appleton's paper economy, the Fox River Mills were in danger of demolition. The project consisted of rehabilitating the mills, which cover three city blocks, into 188 apartments and commercial space. For its work, The Alexander Company was awarded the National Trust for Historic Preservation's Honor Award.

### **DePere Master Development – DePere, WI | \$11.5 Million Project Cost**

Located on the scenic Fox River, the DePere Master Development converted an abandoned foundry into 69 loft apartments and built a 37-room luxury hotel from the remains of an old mill. Additionally, a "white dump" (refrigerators, ranges, etc.) was cleaned up, allowing 13 new riverfront homes to be built.

### **City Hall Square Master Development – Milwaukee, WI | \$10 Million Project Cost**

This master development on the Milwaukee River was a major component in the city's riverfront revival, bringing 136 apartment homes and 32,000 square feet of prime retail space through the rehabilitation of several historic storefronts and structures.

## **THE ALEXANDER COMPANY**

### Selected Projects

#### **Riverside Place Condominiums – Green Bay, WI | \$13.3 Million Project Cost**

Riverside Place involved the construction of two building along the Fox River in the heart of Green Bay. Featuring 131 condominiums and 16,000 square feet of retail space, the project has played a key role in the revitalization of the City's downtown.

#### **Electric Building – Fort Worth, TX | \$10.5 Million Project Cost**

This adaptive re-use of the Electrical Building involved the rehabilitation of an existing historic 18-story office building into 106 apartment homes and 8,000 square feet of retail space.

#### **Arcade Apartments – Racine, WI | \$8.3 Million Project Cost**

Upon the undertaking of rehabilitating Racine's Main Street, original terracotta details were found under 1970's style concrete coverings. The result was a dramatic aesthetic change to a once dilapidated street. The project included 75 apartment homes and 13,000 square foot of retail space.

# General Project Approach

## THE ALEXANDER COMPANY

### *Development Concept*

The Ronstadt Transit Center and surrounding lots provide an excellent opportunity to continue urban revitalization that leverages public transportation improvements. This project has great potential to enhance Tucson's culturally rich downtown and to continue its transformation into a true live, work, play environment. With this in mind, we feel a high-rise residential development with a transit component would be the most fitting use for the project area. Not only would the increased residential density revitalize an under-used space, it would also promote the utilization of the recently updated transit systems by students and professionals. Additionally, a new residential location in downtown Tucson will increase patrons of downtown businesses and entertainment venues generating observable economic growth throughout the surrounding areas of the site.

In addition to a new high-rise residential tower, probable components of the project include additional site improvements to provide comfort to frequent transportation users. Retail space adjacent to Tucson's transportation hub will allow commuters to grab coffee and bagel on the way to work or provide new dining and entertainment options for downtown residents. Further investigation would be required to determine the level of improvements needed, and to create a design that is sensitive to the adjacent historic train station. Other potential project components could include natural features and landscape improvements that are aimed at enhancing the transportation facilities. The goal of the project would be to create a well-designed, aesthetically pleasing project that increases urban density and builds upon the value created by significant investment in downtown Tucson.

### *FTA Experience*

The Alexander Company has significant experience navigating projects that require the input of multiple stakeholders. The Central Station development, which involved the renovation of a 1914 train station designed by Daniel Burnham, showcases the Alexander Company's experience with public-private partnerships.

At the time of re-development Central Station was also utilizing Intermodal Surface Transportation Efficiency Act (ISTEA) funds involved in the project. The legislation that created this funding source, for transit operations, was aimed at giving additional power to metropolitan planning organizations while enforcing collaborative planning requirements.

The opportunity for the Alexander to participate in the Central Station project came after MATA, who had received an \$18 million grant from the Federal Transportation Administration, realized that they could not complete the project without assistance. Not only did the transit authority lack development expertise, but also the development budget exceeded their available funds. As a transit authority, the organization was prohibited from taking out debt. If MATA were unable to close the financing gap and find a way to renovate the station, the \$18 million federal grant would have been returned to the federal government.

In 1999, The Alexander Company was selected from an RFP process and began work on Central Station. The company was able to work with the applicable Federal Transit Authority regulations, help MATA secure Historic Tax Credits, procure and guarantee private sector debt, and complete the project redevelopment. In the end, the historic train station was redeveloped as an intermodal hub with an Amtrak train stop, a bus transfer facility and a trolley stop. The \$24 million development also includes event space in the large historic waiting room, and creation of a boardroom, 63 apartments, and 12,000 square feet of retail space.

## THE ALEXANDER COMPANY

In 2000, the project received the American Planning Association's Outstanding Project of the Year Award. Since that time, the project has been a catalyst for the redevelopment of Memphis's South Main Historic District. It has also been featured in a number of major motion pictures including "Walk the Line". Today, MATA and the Alexander Company are ready to work together on a development plan for the last 6 acres of available land at Central Station.

The Alexander Company has participated in several other examples of development or re-development in collaboration with partners that include various governmental bodies, from a local to national level. Often times these developments have additional oversight or some use limitations and requirements. We are comfortable working under these additional constraints.

### *Community Engagement and Collaboration*

Coordination with local stakeholders including neighborhood committees, elected officials and city staff is a key part of The Alexander Company's development process. We are accustomed to addressing community concerns and opinions through public meetings and other local outreach during the development and the entitlement process. The Alexander Company considers the input from local stakeholders to create an end product that everyone can be proud of. Aside from public interaction, The Alexander Company entices community involvement by hiring local third parties throughout the development process. If there are qualified professionals in the vicinity of the project, we hire them. Common trades that we source from local third-party firms include, but are not limited to engineering, construction, design and sometimes local management or operations professionals.

### *Execution, Funding and Timeline*

More research and communication of the site is required to determine these details accurately. Based on previous experience a project of this sort will likely have an entitlement and finance incubation period of 12 months. Depending on the type of construction, the schedule would likely range between 12 and 18 months. The Alexander Company is very experienced in using a vast array of funding sources and combinations of development incentives. We would certainly research all the options available to produce the best financing structure for this project.

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