

Response to Request for Information – RFI05-791627-16 for Public / Private Agreement for Adaptive Reuse of the Former Reformatory & Penitentiary Area of Laurel Hill

- 1. Identify the development entity responding to this RFI**

We thank you for this opportunity to submit information for this unique and exciting project. **Madison Marquette** will serve as master developer, in conjunction with **Mongrel Management, LLC** who will serve as sub-developer for the community-based sports complex/community center.
- 2. Contact person and contact information**

Greg Bergan, Senior Vice President, Operations Management–Eastern Region
Madison Marquette Realty
1850 M Street NW, 12th Floor
Washington, DC 20036
Phone (202) 741-3800; fax (202) 741-3801 Fax
- 3. Describe respondent's experience as it relates to the following:**

 - a. Reuse and redevelopment of an historic property**

Cityline at Tenley
4500 Wisconsin Avenue
Washington, D.C.

Originally developed by Sears, Roebuck and Co. at the height of World War II as a 160,000 square foot department store, 4500 Wisconsin Avenue earned historic landmark classification in 1993. Sears sold the building to Hechinger in the mid-1990's who declared bankruptcy and closed the location in 1999. Madison Marquette purchased the building in 2000.

Madison Marquette developed a Strategic Redevelopment Plan for the property, which included 88,000 square feet of retail at the street level and 209 residential units above the retail. Madison Marquette worked closely with various government agencies and community leaders in order to meet all requirements to preserve the historical significance of the building while implementing a strategy to meet the needs of the community.

Andy Altman, Washington, D.C. Planning Director, told the Washington Post in October 2001 that it was a "great project" and that "it puts together smart growth, historic preservation and mixed-use all in one."

Calhoun Square
Minneapolis, MN

Madison Marquette is currently working closely with RSP Architects in developing a Strategic Redevelopment Plan for Calhoun Square in "Uptown" Minneapolis, MN. The facility is currently a multi-level enclosed urban shopping center with cultural landmark associations.

The Strategic Redevelopment Plan includes demolishing some existing retail space which has always been poorly connected to the center to provide 6-story luxury housing units featuring a large, outdoor public plaza with the addition of street-level retail and a redevelopment of the existing retail layout. This project is expected to renew retail interests and provide convenient and needed high-density housing for the area.

b. Coordinated development of a mixed-use center either similar or different in scope from the Task

Bay Street | Emeryville, CA – The 20-acre site, originally a brownfield site, was designed as an eclectic urban village with 400,000 square feet of retail and 330+ residential units, it uses architecture, lighting, landscape and environmental graphics to create a unique contemporary atmosphere. Additional development efforts are underway to include additional residential units, more retail and a 150+ hotel.

Lakeshore Landing | Renton, WA - Opening Spring 2007, it is a 48 acre mixed-use development with 850,000 square feet of retail plus residential. Madison Marquette is providing leasing and project management services for the retail portion of this project.

Valley Square | Bucks County, PA - 140 acre mixed-use development within a Main Street setting combining 500,000 square feet of lifestyle and traditional upscale retail that includes a 130,000 square foot Wegmans Super Store plus restaurants, Class A office space, and luxury condominiums.

The Shops on Lane Avenue | Upper Arlington, OH - This is a combination 200,000 square foot open-air and enclosed specialty. A comprehensive remerchandising and redevelopment plan was completed in 2004 to include a fashion and lifestyle-oriented tenant mix including national leaders.

Broadway Market | Seattle, WA – A 129,000 square foot urban retail center combining the intimacy of a neighborhood village with the upscale living and dining options. Recent redevelopment efforts both in appearance and merchandise mix to meet the needs of this increasingly affluent market.

Technology Square | Cambridge, MA - Located on the prestigious Massachusetts Institute of Technology (MIT) campus, the project consists of seven buildings totaling over 1.6 million square feet of office, laboratory and nearly 30,000 square feet of retail space.

Centerpointe | Tempe, AZ – It is a 22-acre mixed-use development project consisting of 135,000 square feet of retail, 440,000 square feet of office and a 160 room Marriott Courtyard Hotel located near Arizona State University.

c. Managing / overseeing developed projects / facilities

Madison Marquette currently manages and leases over 30 million square feet of retail shopping centers across the country, including; Mixed-use Developments, Community Shopping Centers, Lifestyle Villages, Specialty/Urban Retail and Enclosed Regional Shopping Centers. They have the vast experience and a knowledgeable team to oversee the development of this revitalization and adaptive re-use.

d. Building comprehensive development teams

Madison Marquette's experience in building comprehensive development teams is evidenced in the two examples above, Cityline at Tenley, 4500 Wisconsin Avenue and Calhoun Square. Each project has required extensive use of consultants and sub-development strategies to provide the right balance of team strengths.

As a full service national retail service provider, Madison Marquette has an in-house Development / Construction Services Department who specializes in revitalizing historic buildings and outdated shopping venues and turning them into exciting retail environments. Building comprehensive development teams is critical to the success of each development / redevelopment project and involves all disciplines including: architects; landscape architects, civil, structural, mechanical, electrical and traffic engineers; and a variety of consultants/ specialists.

Other projects that evidence Madison Marquette development team building abilities include: Bayfair Center in San Leandro, CA; Bay Street in Emeryville, CA; Suburban Square in Ardmore, PA; The Bell Tower Shops at Fort Myers, FL and The Gardens on El Paseo in Palm Desert, CA.

MadisonMarquette

creating special places

June 3, 2005

Ms. Lonnette Robinson
Fairfax County
Department of Purchasing and Supply Management
1200 Government Center Pkwy, Suite 427
Fairfax, VA 22035

RE: Response to Request for Information – RFI05-791627-16 for Public / Private Agreement for Adaptive Reuse of the Former Reformatory & Penitentiary Area of Laurel Hill

Dear Ms. Robinson,

We appreciate the opportunity to present Madison Marquette and Mongrel Management, LLC's initial response for information for this exceptional development project. Please see the attached RFI and acknowledgement of receipt of addendum No. 2.

We recognize the importance of this historic site as we work and live nearby. Our companies see this as a means to introduce the heart of our team of local and national consultants to provide you with the best recommendations to achieve your proposed visions for the site and vicinity.

We have extensive experience creating successful strategies for adaptive reuse and community enhancing projects on a variety of scales. We are also familiar with creating and working with public/private capital ventures to procure consistent funding for such projects and are ready to work with you to begin the process.

This is an important project to our team. Should you have questions or concerns, please call me at (202) 741-3800.

Sincerely,



Greg Bergan
Senior Vice President

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management, fund raising, grant writing and research experience. In addition, she is in her second year of Executive Juris Doctorate study.

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|---|---|--|
| Design/Architecture | <p>RSP Architects
1220 Marshall St. NE
Minneapolis, MN 55413
tel: (612) 677-7100 fax: (612) 677-7499</p> <p>RSP Architects will provide the development design and architecture. They have nearly 30 years experience providing award-winning, innovative solutions for retail centers and adaptive re-uses and have provided similar services for Madison Marquette for the past 15 years. RSP provided design services for a similarly historic complex in an ailing parcel in Minneapolis and turned an abandoned brewery into their corporate headquarters and the neighboring wagon shed into a delightful community public library. They have provided services for many public/private ventures for the delivery of community centers and ice arenas.</p> | |
| Specialty Consultants | <p>Manhattan Construction Co., Cost Estimating
John P. Barron, President, Washington DC Division
8550 Arlington Blvd., Suite 204
Fairfax, VA 22031
tel: (703) 204-1400</p> | <p>Ken Richmond, Consultant
8214 Silverline Dr.
Fairfax Station, VA</p> |
| Historical Context Specialists | <p>Patricia E. O'Connor, Associate Prof., English
Senior Research Fellow, Center For Social Justice
Georgetown University</p> | <p>Melissa Bradley
New Capitalist</p> |
| 6. Describe why the respondent may be interested in: | | |
| a. developing this site | <p>In the process of bringing new life and promise to these areas, our recommendations can preserve the essential historic core (both physical and symbolic) of the Workhouse and Reformatory/Penitentiary sites; minimize the present and future financial burden on the taxpayers; promote socially positive and acceptable reuses that compliment other development on site and in the surrounding community; provide flexibility and transparency in the actual development process to encourage its forward momentum; support the adaptive reuse of Laurel Hill into something of far-reaching significance and consequence – both exciting and uplifting.</p> | |
| b. Submitting a proposal | <p>To attain the aforementioned goals and take part in this unique opportunity. We have the right team and are excited about the opportunity to work with the task force in the development of a mixed-use project</p> | |
| c. Working with Fairfax County | <p>The ultimate sustainable project works with what's already there and aims to make it last for at least as long as it already had. We always shine when given the opportunity to make good with exiting properties and make them exciting new spaces.</p> | |
| 7. Time estimated to respond to an RFP | <p>We propose a 45-60 day time frame for responding to a Request for Proposal</p> | |
| 8. Amount of time to prepare a proposal given P/P Act 2002 | <p>If the proposal is for "Initial Review at Conceptual Stage" the timeframe would be generally the same. However, if the proposal is for Conceptual Stage we estimate a 90-120 day time frame to assemble all additional required information.</p> | |

To the best of our knowledge the contents of this RFI are complete and correct.

- e. Leveraging public / private partnerships** Again, Madison Marquette brings the best experience in building and leveraging public / private partnerships, which we have found to be a critical factor in the success of many development / redevelopment projects. All of the projects listed above are examples of Madison Marquette working successfully with public / private partnerships in order to complete a development or redevelopment project. Such ventures require the use of good diplomacy and smart economics to ensure that all parties are brought to the table with the appropriate level of information to assure that their money is being spent in the best possible way, to the benefit of the community.
- f. Any other experience that may be applicable to developing and managing this site** Madison Marquette's Corporate Headquarters and Eastern Regional Management Office is located in Washington, D.C., which are literally minutes from the proposed site. We have extensive experience in working in the District and the surrounding suburbs and know and understand the entitlement process, the preferred professionals, builders and consultants to utilize in each market.
- 4. Considering the limited information available through the web site and this RFI, do you see possible project concepts that are consistent or mostly consistent with the Task Force's recommendations? If so, please describe these concepts.** Yes, we see several concepts that are consistent with the Task Force's recommendations. We believe our recommendations will transform the Reformatory and Penitentiary Area into the hub of a new community that not only includes cultural, educational and recreational venues at Laurel Hill but compliments the surrounding communities as well. In doing it will be important for the development concepts to embrace the historic importance of the site.
- One such plan is to re-use the existing maximum security site facilities and add figure/hockey skating surfaces and a speed skating track. In addition we propose other potential reuses for the existing facilities for retail, restaurants and a general community based focal point area. Additional recreational/ educational adaptations may include child playground space and/or a skateboard park. The ultimate benefits being the educational connections of a myriad of schools, day care and community services and residential areas. No other locale provides such services for the area. Fairfax City and Old Town Alexandria come close don't offer the superior amenities we are planning to provide.
- 5. Describe the type of team (backgrounds/ disciplines) the respondent foresees putting together to most effectively respond to the challenges and opportunities of the site** **Local engineering and other specialty consultants will be secured as needed.**

Madison Marquette Realty
 1850 M Street NW, 12th Floor
 Washington, DC 20036
 Phone (202) 741-3800; fax (202) 741-3801 Fax

As Senior Vice President, Greg Bergan is responsible for the business operations of all shopping centers and client relations within the Eastern Region. He is also responsible for leading the direction of company's, Madison Retail Group, and the supervision of company's Mid-Atlantic office located in Washington, D.C. He is an active member of the International Council of Shopping Centers (ICSC) serving on its faculty board as well as numerous panels and committees. He has also been a frequent guest curriculum lecturer at several colleges and universities, including the University of Minnesota, University of North Dakota and Georgia Tech.

Sub-Developer **Mongrel Management, LLC**
 P.O. Box 190533
 Alexandria, VA 33215
 tel: (540) 772-1005

Mongrel Development, LLC's John Fusco provides the leadership and inspiration for the company and has spent thirty plus years in sales, marketing and product development in all forms of media; television, newspaper, radio, cable, magazine and outdoor media. Aurilla Fusco brings over twenty three years of personnel management, non profit

April 19, 2005

Lonnette Robinson
CPPB, Contract Administrator
Department of Purchasing and
Supply Management
12000 Government Center Parkway
Suite 427
Fairfax, VA 22035

Dear Ms. Robinson:

Thank you for the opportunity to respond to RFI05-791627-16; Public and/or Private Agreement for Adaptive Reuse of the Former Reformatory and Penitentiary Area of Laurel Hill.

In keeping with the recommendations of the Laurel Hill Adaptive Reuse Citizen's Task Force we believe that our comprehensive ideas and subsequent proposal will indeed "transform the area into a hub of a new community" with the creation of a "world class asset".

Through collaborative partnerships with nationally and internationally renowned adaptive re-use specialists, nationally ranked colleges/universities, leaders in management consulting and real estate development, and business investors/partners with a solid record, we are investigating the potential to respond to the RFP. Further research and data will be submitted during the anticipated RFP process phase expected in Fall 2005.

Our research/leadership team includes:

John P. Barron
President, Washington DC Division
Manhattan Construction Co.
8550 Arlington Blvd.
Suite 204
Fairfax, VA 22031
703-204-1400

Harry Pfohl
Principal
Mid Atlantic Property Co.
6224 Winnebago Rd.
Bethesda, MD 20815
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Mongrel Management_____

P. O. Box 150933, Alexandria, Virginia 22315

Phone: 570-772-1005

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John Fusco
President and CEO

and

Aurilla (Dee Dee) Fusco
Mongrel Management, LLC
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Alexandria, VA 33215
540-772-1005

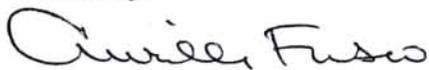
Paul Moyer
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601 Prince Street
Alexandria, VA 22314

Ken Richmond
8214 Silverline Dr.
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Mary Ellen Foley
President
InterimQue
President and Chief Strategist
5 White Oak Drive
Califon, NJ 07830

We thank you for your attention in this regard. We estimate the time required to prepare a detailed proposal under the requirements of the PPEA to be 90-120 days for a project of this size and complexity.

Sincerely,



Aurilla Fusco
Mongrel Management, LLC