

**East Washington BUILD Project
Stakeholder Interviews
Summary of Business Comments
June 8, 2005**

The following is a summary of interviews Vandewalle & Associates conducted with business owners in the study area. Interviews were conducted in April 2005. The goal of the interviews was to understand the existing business climate, future plans, and general concerns and ideas of existing businesses in the Corridor.

Business/Land Owner	Type	Significance to Corridor	Future Plans	Specifics
Research Products	Mechanical systems (e.g. air filters, humidifiers) manufacturing company	Corporate headquarters, R&D, and manufacturing employing 230 people in corridor. Grew employment by 2 digits last year.	Definitely remain in current location but still evaluating future space/building needs.	<ul style="list-style-type: none"> • Affected by Central Park project. • Easy to attract employees to Madison. • Good labor relations. • Many unknowns as to how the projects and plans on East Isthmus will affect.
Madison Metro	Public transit system	Largest employer (460 employees) 10 acres of land	Remain in current location. Developing long-range facility plans.	<ul style="list-style-type: none"> • Location on Isthmus is key to existence since location allows shortest distance between start and end of routes.
Madison Dairy/Land O'Lakes	Land O'Lakes butter manufacturing plant	Produces 20-25% of total butter for the United States. \$350M in annual revenue. Owns entire block on which they are located	Remain in current location and fully utilize all space.	<ul style="list-style-type: none"> • Madison Dairy has invested heavily in specialized equipment. No plans to relocate. • Good location for coast-to-coast shipments. • Noise and truck exhaust are issues for neighborhood, but improvements are being made.
QTI	Human resources outsourcing	Headquarters employing 45 people in corridor. Rapidly growing.	Would like to stay in area, but need expansion space in near term. Renting space.	<ul style="list-style-type: none"> • Anticipates adding several employees per year for next five years. • Anticipates needing 20,000-25,000 square feet office space in next four years.
Marling Lumber	Lumber yard	100-year old business employing over 40 FTE's and 3 part time	Remain at current location generally in existing configuration.	<ul style="list-style-type: none"> • Access to rail a requirement. • Convenience to downtown a plus. • Businesses owners, not developers.
City of Madison	Fire Department	Facility at 1234 E. Washington	May be redeveloped	<ul style="list-style-type: none"> • City has plans to relocate to west side in 2011 or 2012, so parcel could redevelop.
City of Madison	Water Utility	Parking lot at East Main and Patterson	Continue operation as normal.	<ul style="list-style-type: none"> • Possible partial demolition of brick building on corner at later time
Reynolds	(Will meet with in next round of interviews.)			
Salvation Army	(Will meet with in next round of interviews.)			
Goodyear	(Did not return calls.)			