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MONROE STREET COMMONS WINS CONCRETE DESIGN AWARD

Madison, Wis. – Monroe Street Commons, a five-story, cast-in place concrete, mixed-use development on Monroe Street in Madison has been named the recipient of a 28th Annual Concrete Design Award.

The award is part of a prestigious program showcasing best uses of ready-mixed concrete in Wisconsin and Michigan's Upper Peninsula (UP). The Wisconsin Ready Mixed Concrete Association (WRMCA) and the Wisconsin Chapter of ACI International cosponsor the annual award program. A distinguished panel of Wisconsin/UP educators and construction professionals determines award winners.

Built on the site of a dilapidated building that had become a political touch-point and at one time had housed Ken Kopp grocery, the project includes 51 luxury condominium units, a private, heated, two-level, underground concrete parking garage, a landscaped plaza with colored concrete, a private roof-top terrace, and niche grocer Trader Joes.

Monroe Street Commons provided for Trader Joes initial entry into the Wisconsin market. Colored concrete was also incorporated into the interior design for Trader Joes.

Project construction started in early October of 2005 with footings and walls. Columns were placed with an 8000 psi mix, which included superplasticizer.

Deck pours were completed in the winter months using a 6000 psi post-tension mix, which also used superplasticizer. Post-tensioning is a method of reinforcing concrete, increasing its tensile strength by placing it in compression to counteract the anticipated external loads and stresses it will encounter during its service life.

The condo units include luxury kitchens and baths, tall (9 or 11 foot) ceilings, gas fireplaces, expansive windows, hardwood floors, private storage facilities, and spacious balconies with gas grill hook-ups and marvelous, panoramic views of the area. Floor plans range from one to three bedrooms, many with dens.

The project fits the need in the city for solid urban redevelopment and additional neighborhood

grocers, said Madison Mayor Dave Cieslewicz, as quoted in the **Capital Times**. The city provided \$2.3 in TIF financing. It is estimated the TIF funds will be repaid in seven years, providing return on the TIF investment in excess of \$20 million.

Urban Challenges

Located in an established urban neighborhood two blocks from Camp Randall Stadium, the project developers and architect worked closely with local and adjacent neighborhood residents, Monroe Street merchants and city of Madison officials to create a lively, attractive building that addressed a multitude of diverse community issues and concerns.

Traffic and truck staging provided major challenges to the ready-mix producer throughout the project. Two concrete pumps were needed to place concrete for the elevated slabs.

In addition to owner Monroe Neighbors LLC, project construction team members included:

- KBS Construction | Contractor
- Eppstein Uhen Architects | Architect
- Pierce Engineering & Schreiber Anderson Associates, Inc. | Project Engineers
- M&M Concrete | Ready-Mix Supplier

The Wisconsin Chapter of the American Concrete Institute works statewide to develop, share, and disseminate knowledge and information needed to utilize concrete to its fullest potential.

The Wisconsin Ready Mixed Concrete Association (WRMCA) is a statewide trade association consisting of ready-mixed concrete producer and associate members throughout the state and Michigan's Upper Peninsula. Its mission is to advance the ready-mix industry through legislative action, promotion, and education.