



TO: Board of Estimates
FROM: Judge Doyle Square City Negotiating Team
Subject: Update on Judge Doyle Square Progress
Date: October 13, 2014

Common Council Direction

On September 2, 2014, the Common Council extended the negotiation period with the selected Judge Doyle Square developer, directing the City negotiating team to work to significantly reduce the level of city financial participation for the project. The Resolution also directed that a “large floor plate” parking solution under Blocks 88 and 105 be studied.

Negotiating Team Progress Report

The major driver of the city’s investment in Judge Doyle Square is the hotel component of the project and the negotiating team has focused its efforts around a plan to reduce the cost of this element of the project while still achieving a majority of the City’s original objectives in the Request for Proposals. Our objectives in completing our Report to the Council due November 1 are:

- Move the hotel tower away from the east side of the MMB. This may increase the building massing somewhat on Pinckney Street.
- Reduce the number of hotel rooms to a number the market will justify which we believe is somewhere between 200 and 250 rooms. Allow for expansion of the hotel in the future.
- Modify the required 250 room block but offer an attractive proposal for Monona Terrace in terms of a modified room block.
- Eliminate the vast majority of the meeting rooms in the hotel and the civic space adjacent to the MMB from the base proposal.
- Commit to an urban mixed use style brand approach for the hotel and position the retail/wellness components (typical in a traditional full service convention style hotel) in a way that support the urban style brand without the additional costs associated with a full service hotel development.
- Keep Block 105 uses as presented with the exception of the large loading dock.
- Provide an affordable option for the Parking Utility’s replacement parking.

In four negotiating sessions since September 2nd, two strategies have been identified that are being analyzed to significantly reduce the level of city financial participation:

- *An urban mixed use hotel with 200-250 rooms.* These hotels are designed for urban markets to meet the needs of today’s connected traveler. The hotels are focused on style, technology and engagement and feature innovative concepts in architectural and modern hotel design, and great dining and nightlife. Brands that typify this type of product are Radisson Blue, W and Aloft.
- *A limited service hotel with 200-250 rooms.* These hotels offer a very limited amount of on-site amenities and often only offer basic accommodations with little to no services. Limited service hotels often lack an on-site restaurant but in return may offer a limited complimentary food and beverage amenity such as on-site continental breakfast service. Examples include Hampton Inn, Holiday Inn Express and Fairfield inn.