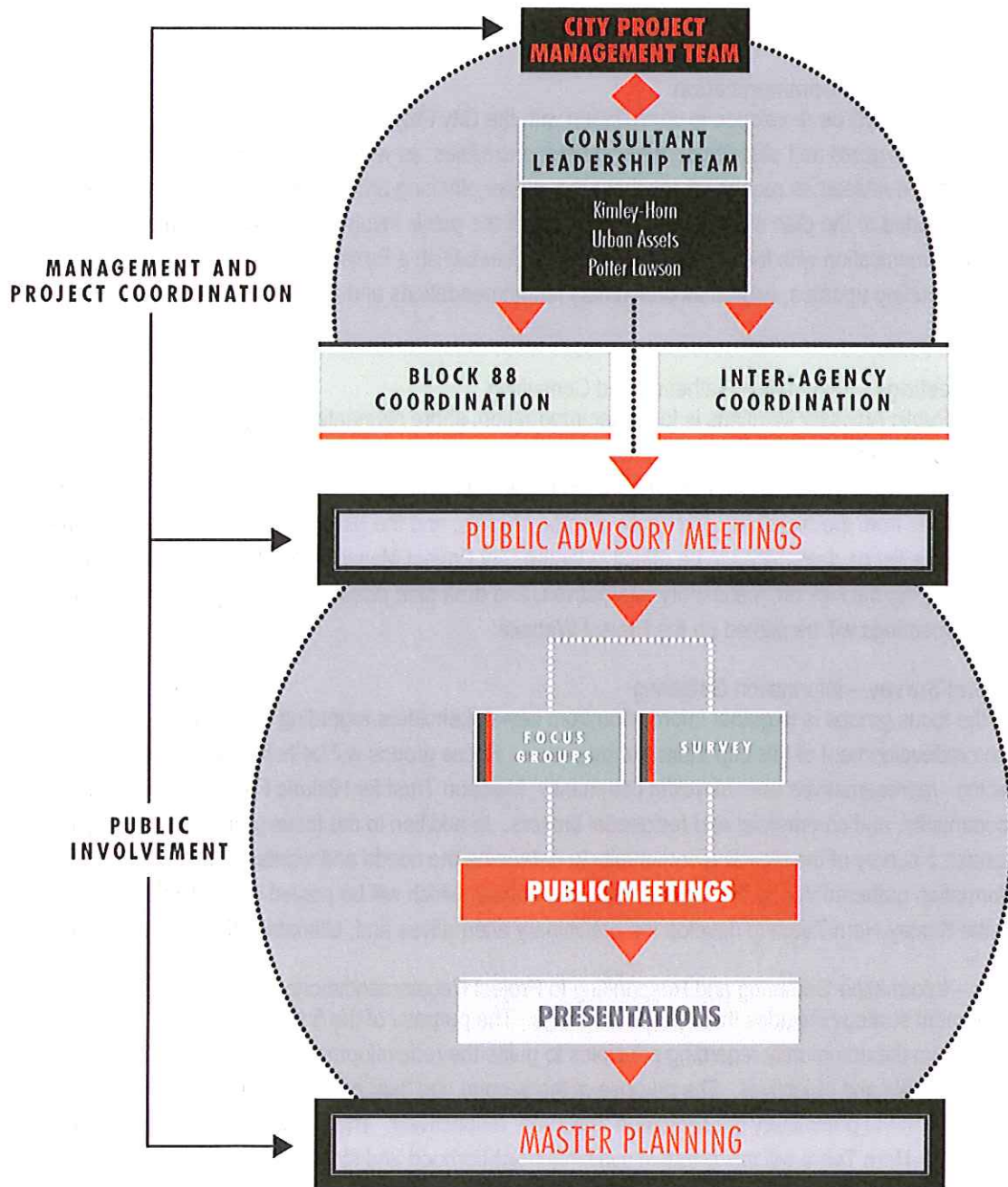


Judge Doyle Square Master Plan – Public Involvement Strategy



Good public involvement includes outreach, information gathering, communicating, educating, testing, and building consensus. A good public involvement process is well thought-out, tailored to the community and the project, and executed.

Public involvement is a central element of the master planning process for Block 105. The Kimley-Horn Team has developed a public involvement strategy that is comprehensive, open, and engaging. The process will provide opportunities for stakeholders to provide input, learn about the project as it progresses, evaluate alternatives, and be part of the decision making. The goal of the public involvement strategy is to develop a final master plan for Block 105 that is right for Madison, feasible, and supported by the community.

The Block 105 public involvement strategy includes the following five elements:

1. Public Involvement Plan
2. Public Advisory Meetings
3. Focus Groups and Survey
4. Public Meetings
5. Presentations

Public Involvement Plan and Communication

A Public Involvement Plan will be developed in consultation with the City Project Management Team. The plan will include the public process goals and objectives, roles and responsibilities, as well as techniques and timing. The plan will be reviewed and revised as required throughout the master planning process. Summaries from events and meetings will be appended to the plan and will provide a record of the public involvement process. In order to facilitate ongoing communication with the community, the City will establish a Project Website. The Public Involvement Plan, including updates, as well as preliminary recommendations and the draft plan, will be posted on the Project Website.

Public Advisory Meetings – Information Gathering and Consulting

The purpose of the Public Advisory Meetings is to gather information, share elements of the project as it progresses, discuss and work through issues as they arise, receive feedback and guidance, educate, and build support for the final recommendations. Advisees will include neighborhood leaders, Downtown stakeholders, adjacent property owners, representatives from the bicycling community, elected officials, and the Mayor's office. The meetings will have a flexible attendee list as determined to be effective by the City Project Management Team. Public Advisory Meetings will occur during the kick off, preliminary alternatives, and draft plan phases of the project. Minutes and hand-outs from the meetings will be posted on the Project Website.

Focus Groups and Survey – Information Gathering

The purpose of the focus groups is to gather information from key stakeholders regarding the needs, potential uses, and concerns the redevelopment of this important site may raise. Focus groups will be held with Capitol Neighborhoods Inc., representatives from bicycling community, Madison Trust for Historic Preservation, retailers, the development community, and commercial and residential brokers. In addition to the focus groups, the Kimley-Horn Team will undertake a survey of the bicycling community to determine the needs and wants for the potential bike center. The information gathered during the focus groups and survey, which will be posted on the Project Website, will be used by the Kimley-Horn Team to develop the preliminary alternatives and, ultimately, the final master plan.

Public Meetings – Information Gathering and Responding to Project Recommendations

The public involvement strategy includes three public meetings. The purpose of the first public meeting will be to gather information from the community regarding principles to guide the redevelopment, desired uses, issues and concerns, as well as goals and objectives. The purpose of the second and third public meetings will be to present and receive feedback on the preliminary concepts and draft plan, respectively. The public meetings will be properly noticed and the Kimley-Horn Team will make use of available neighborhood and stakeholder resources to disseminate meeting notifications. The information and feedback from the meetings, which will be posted on the Project Website, will be used to direct and shape the master plan recommendations.

Presentations – Responding to Project Recommendations

Presentations will be made to key stakeholder groups in order to garner feedback and guidance on the draft master plan. The purpose of the presentations is identify any outstanding issues, missed opportunities, and to build consensus for the final project. Presentations will be made to Capitol Neighborhoods Inc., Downtown Madison Inc., and the City Development Assistance Team. The presentations will be posted on the Project Website.

Judge Doyle Square Master Plan – Public Involvement Participants

Project Advisory Meeting

1. Capitol Neighborhood Inc.
2. First Settlement District
3. Alder Verveer
4. Alder Rummel
5. Alder Schmidt
6. Downtown Madison Inc.
7. State Street BID
8. Ped/Bike/Motor Vehicle Commission
9. Bike Federation

Site Tour

1. Project Management Team
2. Project Advisory Meeting Attendees
3. Interagency Coordination
4. Urban Land Interests
5. Block 88 Team
6. Madison Trust for Historic Preservation

Focus Groups

Historic Preservation

Purpose: To determine issues and opportunities associated with the redevelopment of Block 105 within the context of Downtown and adjacent to a national historic landmark, the Fess Hotel.

1. Madison Trust for Historic Preservation
2. Madison Landmarks Commission

Bike Advocates

Purpose: To determine the needs, wants, issues, and opportunities of the bicycling community with regards to bike access, circulation, and the bike center.

1. DMI Bike Subcommittee
2. Ped/Bike/ Motor Vehicle Commission
3. Bike Federation
4. Williamson Street Bicycle Works
5. Erik's Bike & Board
6. Trek Bicycle Store
7. Budget Bicycle Center
8. Machinery Row Bicycles
9. Yellow Jersey
10. Cronometro

Retailers

Purpose: To determine the issues and opportunities for retail development on Block 105 and within the 12 block TOD area. To determine any space, access, or other requirements to facilitate successful retail development.

- | | |
|-------------------------|-------------------------|
| 1. BOP | 7. Pop Deluxe |
| 2. Jazzman | 8. Stone's Throw |
| 3. Karen & Co/Sassafras | 9. Twigs |
| 4. Shoo | 10. Orange Tree Imports |
| 5. Jazzman | 11. Willie Street Coop |
| 6. Art Gecko | |

Restaurant Owners

Purpose: To determine the issues and opportunities for restaurants on Block 105 and within the 12 block TOD area. To determine any space, access, or other requirements to facilitate successful restaurant development.

- | | |
|------------------------------------|--|
| 1. Ancorra Coffee Roasters | 9. Johnnie Delmonico's/Eldorado Grill |
| 2. Barriques Coffee Trader | 10. The Old Fashioned Tavern & Restaurant |
| 3. Marigold's Kitchen/Sardine | 11. Papavero |
| 4. Merchant | 12. L'Etoile/Graze |
| 5. Great Dane Pub & Brewing Co. | 13. Former owner Restaurant Magnus/Blue
Marlin (Chris Berg) |
| 6. Cooper's Tavern | 14. Harvest |
| 7. Brochach Irish Pub & Restaurant | 15. Restaurant Muramoto |
| 8. Nacht Spil | |

Developers

Purpose: To determine potential uses for the Block 105 Site as well as the potential density and intensity of development. To identify any site constraints, issues, or opportunities to attract potential users and developers.

- | | |
|----------------------------|------------------------------|
| 1. Urban Land Interests | 7. Gorman & Company |
| 2. Hovde Realty | 8. McGrath & Associates |
| 3. Mullins Group | 9. Steve Brown Apartments |
| 4. Rifkin Group | 10. Alexander Company |
| 5. Stone House Development | 11. Keller Real Estate Group |
| 6. Alexander Company | |

Scope of Services (Dated: July 15, 2011)

Phase I: Concept Architectural, Engineering, and Environmental Assessment for the Block 105 Redevelopment Project

Task 1 Project Management

1.1. Project Management Plan

The Kimley-Horn team will prepare a project management plan (PMP) that will include the project description, project team members, communication protocols, quality assurance/quality control, schedule, and document templates.

1.2. Project Leadership Team and Design Team Meetings

The Kimley-Horn team will conduct up to a total six (6) internal consultant leadership team and design team meetings to coordinate design decisions and consultant production of the master plan.

1.3. Progress Reports

The Kimley-Horn team will prepare monthly project progress reports and invoices, establish and maintain a project schedule with key milestones, a contact reporting system, and an issues tracking system. The Kimley-Horn team will coordinate the format for the monthly progress reports with the City in advance so as to comply with federal government reporting requirements.

Task 2 Public Involvement

The Kimley-Horn team will work with the City Project Management Team to engage and include community leaders, neighborhood issues, city plans, and city processes in order to have a successful project process and outcome.

2.1. Public Involvement Plan

The Kimley-Horn team will employ a public and agency involvement program that is based on our previous experience and tailored based on local feedback from the city and other agencies. Development of the public involvement plan (PIP) will begin with identification of stakeholders. A preliminary list will be prepared for discussion at the project kick-off meeting where input from the city and other agencies can be collected to expand the list. The PIP also will include goals, objectives, and expected outcome; project committees and roles; anticipated outreach techniques and timing how public involvement efforts will be evaluated. Summaries of public meetings also will be appended to the PIP, so at the end of the project there is a single package illustrating public participation for the project.

2.2. City Project Management Team Meetings

The Kimley-Horn team will help establish the City Project Management Team (PMT) including guiding principles, project goals, PMT membership, and meeting timeline. The PMT develops technical ownership

of the project and lends additional credibility to project decisions. It is anticipated that the core membership of the PMT will consist of city staff. The Kimley-Horn team will plan and coordinate PMT meetings including meeting preparation, agendas, facilitation, and follow-up. These meetings will be interactive working sessions fostering coordination between the PMT and the Kimley-Horn team not only for design related elements but also regarding public engagement. The Kimley-Horn team will conduct up to seven (7) PMT meetings. The final PMT meeting will be a teleconference.

2.3. Block 88 Coordination Meetings

The Block 88 Team will be invited to participate in two (2) City PMT meetings, one at the beginning phase of the project and the second during the draft phase. The purpose will be to exchange information from the Block 88 and Block 105 master planning exercises.

2.4. Interagency Coordination Meetings

The Kimley-Horn team will hold one (1) meeting with local and state resource agencies, city staff, and adjacent property owners. The meeting will focus on environmental scoping for the project and the collection of input on the purpose of the project, possible alternatives, and the environmental, transportation, and community impacts and benefits that should be considered if the project advances to a federal environmental document. Representatives from the first meeting will be invited to participate in the PMT meetings during the preliminary concepts and draft plan phases in order to share project progress and gather input.

2.5. Project Advisory Team Meetings

In consultation with George Austin and the City Project Management Team, the Kimley-Horn Team will establish the Project Advisory Group (PAG) including guiding principles, project goals, PAG membership, and meeting timeline. The PAG will include local elected officials, neighborhood leaders, and other project stakeholders. The Advisees will provide feedback and guidance on the project process and recommendations as they unfold. Participating Advisees will not be static or based on a set membership. Instead, these meetings will have a flexible attendee list as determined to be effective by the PMT and the Kimley-Horn team. The Kimley-Horn team will plan and coordinate PAG meetings including meeting preparation, agendas, facilitation, and follow-up. The Kimley-Horn team will conduct up to three (3) PAG meetings.

2.6. Focus Group Meetings

The Kimley-Horn team will hold up to six (6) focus group meetings with the following organizations in order to gather specific input on the project.

- Madison Trust for Historic Preservation
- Bike Federation of Wisconsin, bike shop owners, DMI Bike Subcommittee
- Retailers & restaurateurs
- Development community
- Commercial and residential brokers

- Capital Neighborhoods, Inc.

2.7. Public Meetings

The Kimley-Horn team will hold up to three (3) public meetings. The Kimley-Horn team will plan and coordinate the public meetings including meeting preparation, noticing, agendas, facilitation, and follow-up. The planning and goals of each public meeting will be coordinated through the PMT and the PAT. The three public meetings will include:

- Information gathering and SWOT
- Presentation and discussion of the preliminary concepts
- Presentation and discussion of the draft plan

2.8. Other Information Gathering

The Kimley-Horn team will include other methods of outreach and information gathering. The Kimley-Horn team will coordinate and facilitate the presentation of the project preliminary concepts and draft plan to community stakeholders and city staff. A total of up to four (4) presentations will be made to the following stakeholders:

1. City of Madison Development Assistance Team (preliminary concepts and draft plan) (2)
2. Downtown Madison Inc. (draft plan)
3. Capital Neighborhoods Inc. (draft plan)

The Kimley-Horn team will make presentations using electronic media (PowerPoint or similar presentation programming tool) where possible to limit printing and the distribution of printed materials and presentation boards.

The Kimley-Horn team will also conduct a one (1) site tour to orient members of the PMT and other key stakeholder to the site context and constraints.

The Kimley-Horn team will conduct a survey of the bike community utilizing Survey Monkey. The Kimley-Horn team will be responsible for drafting the survey questions and preparing a summary analysis of the results.

2.9. Deliverables

- Public Involvement Plan
- Focus Groups Report
- Public Meeting Summary Reports (one electronic copy)
- Bike Survey Data Summary

Task 3 Traffic Impact Analysis

The Kimley-Horn team will conduct and provide a Traffic Impact Analysis (TIA) report for a worst case land use scenario with additional intersections studied in Phases 2 and 3, consistent with professional engineering practices. The TIA will consist of the following subtasks:

3.1. Data Collection

The Kimley-Horn team will document and inventory planned and existing surrounding transportation conditions. This will include existing conditions for the multiple modes (i.e. pedestrians, bicycles, automobiles, buses, rail, and freight) and how they relate to the subject land use area.

The Kimley-Horn team will collect available data from the City and the Madison Area Transportation Planning Board. It is our understanding that existing data available from the City includes:

- Street segment volumes (average weekday volumes)
- Some hourly turning movement counts (a.m. and p.m. peak hours)
- Pedestrian and bicycle counts and maps
- Street and intersection condition diagrams (lane markings, geometrics)
- Traffic signal timings
- Madison Metro bus transit routes and schedules
- Public parking data
- Traffic crash data (police reported)
- Zoning and land use plans

The Kimley-Horn team will consult with the City if any intersection turning movement counts or other data are needed. New turning movement data will be collected using video capture of intersection movements and data reduction in a separate lab. Data for pedestrians, bicycles, motor vehicles, and heavy vehicles will be collected. A maximum of 17 two-hour p.m. peak period turning movement counts will be required for analysis:

1. John Nolen Drive and Broom Street
2. John Nolen Drive/S. Blair Street and E. Wilson Street/Williamson Street
3. W. Wilson Street and S. Broom Street
4. W. Wilson Street and S. Hamilton Street and S. Henry Street
5. S. Hamilton Street and W. Doty Street and S. Fairchild Street
6. W. Doty Street and S. Carroll Street
7. W. Doty Street and Martin Luther King Jr. Boulevard
8. E. Doty Street and S. Pinckney Street
9. E. Doty Street and King Street
10. S. Webster Street and E. Main Street

11. S. Webster Street and E. Washington Avenue
12. W. Wilson Street and S. Carroll Street
13. W. Wilson Street and Martin Luther King Jr. Boulevard
14. E. Wilson Street and S. Pinckney Street
15. E. Wilson Street and S. Butler Street and King Street
16. N. Fairchild Street and W. Washington Avenue
17. S. Fairchild Street and W. Main Street

Two (2) intersections will be counted in order to understand the existing parking demand at the Government East garage. This data will be used in the trip generation and trip distribution tasks.

18. S. Pinckney Street and existing Government East parking garage access (13 hour count)
19. E. Wilson Street and existing Government East parking garage access (13 hour count)

Additionally, four (4) proposed access points to the parking garage will be analyzed:

20. E. Wilson Street and new access to parking ramp (west of Pinckney Street)
21. E. Wilson Street and new access to parking ramp (east of Pinckney Street)
22. E. Doty Street and new access to parking ramp (west of Pinckney Street)
23. E. Doty Street and new access to parking ramp (east of Pinckney Street)

3.2. Existing Conditions

The Kimley-Horn team will conduct existing conditions analysis to understand current operating conditions for the following 12 intersections:

1. John Nolen Drive/S. Blair Street and E. Wilson Street/Williamson Street
2. W. Wilson Street and S. Hamilton Street and S. Henry Street
3. S. Hamilton Street and W. Doty Street and S. Fairchild Street
4. W. Doty Street and Martin Luther King Jr. Boulevard
5. E. Doty Street and S. Pinckney Street
6. E. Doty Street and King Street
7. S. Webster Street and E. Washington Avenue
8. W. Wilson Street and Martin Luther King Jr. Boulevard
9. E. Wilson Street and S. Pinckney Street
10. E. Wilson Street and S. Butler Street and King Street
11. S. Pinckney Street and existing Government East parking garage access
12. E. Wilson Street and existing Government East parking garage access

The primary measure of effectiveness that will be reported will be level-of-service (LOS), as defined in the Highway Capacity Manual (HCM). LOS is a qualitative letter grade (A through F) based on seconds of vehicle delay due to the traffic control device at an intersection. By definition, LOS A conditions represent

high-quality operations (i.e., motorists experience very little delay or interference) and LOS F conditions represent very poor operations (i.e., extreme delay or severe congestion).

The Kimley-Horn team will conduct the operations modeling using Synchro 7. We will use existing models to the maximum extent and build upon those to include the 12 listed intersections. A combination of City-provided data and consultant collected data will be used in the model. Kimley-Horn will provide the constructed model along with the other assumptions to the City for review prior to beginning the analysis. The methodology assumptions that will be confirmed relative to operations modeling are:

- Intersection geometry
- Existing traffic volumes (motor vehicle, pedestrian, and bicycle)
- Signal timings

3.3. Projected Traffic

In Phase 1, the Kimley-Horn team will develop forecasted volumes associated with possible land uses projected for Blocks 88 and 105, as well as other background growth that is expected to impact base traffic volumes surrounding the site. The forecasts will consist of daily traffic flows and p.m. peak hour turning movements at the 12 listed intersections in addition to the parking garage access points.

Parking garages themselves do not generate traffic; it is the adjacent land uses that generate travel demand. The forecasted volumes for the site will be based on an anticipated worst case scenario—one that reflects the highest and best use of Block 105 with the greatest p.m. peak hour traffic. The trip generation will be based on a combination of information found in ITE's Trip Generation and other research for non-traditional land uses not listed in Trip Generation; trip generation for the bike station use will be based on our team's knowledge of the operating characteristics of this non-standard land uses.

An evaluation of the parking characteristics for the planned parking garage also will be necessary to determine the proper demand at the garage access points. Traffic volumes entering and exiting the garage will be based on the parking supply, demand, and turnover characteristics of the garage. The demand for parking will be based on the uses above the garage as well as the adjacent land uses for which this site would provide convenient parking. In addition to the garage, traffic increases will be expected for other potential accesses for service vehicles and drop-off maneuvers.

The trip distribution will be composed of multiple components: new trip generation associated with the proposed land uses, redistributed traffic of other parking facilities in the area, and redistributed trips from the repurposing of the Madison Municipal Building. These components will need to be confirmed, tracked and documented separately.

Following determination of trip distribution components, the gross trip generation for the land uses will be adjusted with the expected mode split for this area of downtown. Transit, pedestrian, and bicycle trips will be separated from those trips that are expected to use motor vehicles.

The final traffic assignment (volumes) taking into account the various trip generation, trip distribution, and mode split components for the site will be added to the surrounding roadway network for further analysis.

Reports, graphics, and tables will be provided showing the trip generation, trip distribution, modal split, and traffic assignment as part of the TIA documentation.

Kimley-Horn will document land use data and parking assumptions for City approval prior to beginning future conditions capacity analysis.

The Kimley-Horn team will conduct future conditions analysis to understand future operating conditions for the following 14 intersections:

1. John Nolen Drive/S. Blair Street and E. Wilson Street/Williamson Street
2. W. Wilson Street and S. Hamilton Street and S. Henry Street
3. S. Hamilton Street and W. Doty Street and S. Fairchild Street
4. W. Doty Street and Martin Luther King Jr. Boulevard
5. E. Doty Street and S. Pinckney Street
6. E. Doty Street and King Street
7. S. Webster Street and E. Washington Avenue
8. W. Wilson Street and Martin Luther King Jr. Boulevard
9. E. Wilson Street and S. Pinckney Street
10. E. Wilson Street and S. Butler Street and King Street
11. E. Wilson Street and new access to parking ramp (west of Pinckney Street)
12. E. Wilson Street and new access to parking ramp (east of Pinckney Street)
13. E. Doty Street and new access to parking ramp (west of Pinckney Street)
14. E. Doty Street and new access to parking ramp (east of Pinckney Street)

Kimley-Horn will confirm the following assumption with the city prior to conducting the future conditions operations modeling:

- Projected growth

The impacts will be documented as they relate to:

- Pedestrians
- Bicyclists
- Motorists
- Transit (Madison Metro)
- Emergency services
- Parking
- Driveway gap availability
- Freight delivery

3.4. As authorized by the City: Transportation Operations/Capacity Analyses

Kimley-Horn will conduct existing conditions and future conditions analyses to understand current and future operating conditions at additional intersections, as authorized as part of Phase 2 and Phase 3 services (not included in this Phase 1 scope and fee). The additional Phase 2 and Phase 3 intersections are expected to be:

1. John Nolen Drive and Broom Street
2. W. Wilson Street and S. Broom Street
3. W. Doty Street and S. Carroll Street
4. S. Webster Street and E. Main Street
5. W. Wilson Street and S. Carroll Street
6. N. Fairchild Street and W. Washington Avenue
7. S. Fairchild Street and W. Main Street
8. S. Butler Street and E. Main Street
9. S. Butler Street and E. Washington Avenue
10. S. Hancock Street and E. Main Street
11. S. Hancock Street and E. Washington Avenue

3.5. Improvements Analyses, Findings, and Recommendations

The Kimley-Horn team will develop a TIA report based on the results of the analysis conducted in the previous tasks. The report will include findings and recommendations for improvements, both off-site and onsite, to adequately support the proposed development and the City's goals of advanced multimodal transportation facilities. The Kimley-Horn team can perform operations and capacity analyses at additional intersections of interest to accommodate future traffic conditions and the City's goals as an additional service. The recommendations will include the following modes:

- Pedestrians
- Bicyclists
- Motorists
- Transit (Madison Metro)
- Freight

The recommendations also will include an operations analysis of internal site circulation such that adequate emergency service, parking, and freight delivery access is provided. Gaps also will be analyzed for the proposed access points to determine the proper control for the proposed intersections.

3.6. Deliverables

1. Traffic Impact Analysis Report
2. Model Files

Task 4 Environmental Scoping

The City does not currently know if it will be seeking any Federal funding for implementation of the project. However, to prepare for the possibility receiving federal funding, and the associated preparation of a federal environmental document, the team will complete a public and interagency scoping process. The scoping process will consist of the following subtasks.

4.1. Existing Conditions

The Kimley-Horn team will document and inventory existing environmental and social conditions in the surrounding area. We will utilize the City, local agencies, and resource databases to collect the following information about the project area:

- Land use
- Existing property/local business inventory
- Aesthetics and visual resources, including vegetation
- Archaeological and historic resources (in consultation with subconsultant)
- Neighborhood resources/community facilities
- Demographics/U.S. Census information (environmental justice)
- Potential state and federal endangered or threatened species (WDNR and USFWS)
- Parklands and public spaces
- Water resources/water quality
- Potential hazardous waste sites or generators (utilizing EDR search)
- Air quality (attainment/non-attainment)

4.2. Stakeholder and Agency Outreach (Included under Task 2 Public Involvement)

The objective of stakeholder and agency outreach is to collect input on the purpose of the project, possible alternatives, and the environmental, transportation, and community impacts and benefits that should be considered if the project advances to a federal environmental document. Kimley-Horn will conduct one meeting, the first Interagency Coordination Meeting described in Task 2.4, with local and state resource agencies, community organizations, and civic leaders (i.e. city staff and representatives).

The first public meeting for the project, as described in Task 2.7 Public Meetings, will seek to collect input on the purpose of the project, possible alternatives, and the environmental, transportation, and community impacts and benefits that should be considered. This information will be utilized in preparing scoping information for the project.

4.3. Screening Level Analysis

Kimley-Horn will utilize the existing conditions information and complete a screening level analysis of the various social and environmental factors that may be impacted by the project. This will combine public

input with high-level technical analysis. Based on the project description and alternatives under consideration, potential key issues of concern for the project will be identified.

4.4. Scoping Memorandum

The findings of the existing conditions analysis, stakeholder and agency involvement process, and screening level analysis will be summarized in a technical memorandum which will identify the level of potential impact associated with each of the issue areas, and the key issues anticipated to be addressed in greater detail in an environmental document. The memo will also document the anticipated level of environmental analysis required, and general steps in the NEPA process. The memo will be reviewed by the City and provided to the relevant federal agency for courtesy review and input on the potential environmental process.

4.5. Deliverables

1. Scoping Process Report

Task 5 Master Planning

5.1. Design Charrette

The Kimley-Horn team will conduct a one-day design charrette. The purpose of the charrette will be to review the data and information collected and develop the draft preliminary concepts. Participants in the charrette will include (but are not limited to) Kimley-Horn, Potter Lawson, Urban Assets, and the City PMT.

5.2. Public Improvements

The Kimley-Horn team will develop a public improvement master plan as part of Phase I of the scope of services. As part of Phase 1 and 2 the public improvement master plan will be most responsive to the immediate surroundings and the needs of the Blocks 105 & 88. As we move into Phase 3 of the scope of services (District Master Planning), the public improvement master plan will be both expanded and refined as we study the 12 block area. As part of Phase 1 the public improvement master plan will be limited to improvements on Block 105 and in the ROW of E. Wilson Street, W. Doty Street and S. Pinckney Street directly adjacent to Block 105.

5.1.1. Context Analysis

While the scope of Phase 1 is limited to the Block 105, an effective public improvement plan, streetscape and landscape design must respond to a much larger context. Our concept development will reach out beyond the Phase I Block to explore design as it relates to Downtown Madison. We will provide a summary analysis of downtown streetscape and landscape focused on understanding the present and future "place" of Block 105 within the hierarchy of the downtown. This will inform the public improvement plan design so that it reinforces and enhances the overall downtown experience and the rhythm of the city. Concept design will define the level and complexity of streetscape and landscape within the hierarchy of the

downtown as a whole, the more localized neighborhood, and variations by block face for Block 105 itself.

5.1.2. Conceptual Public Improvement Master Plan

The Kimley-Horn team will develop a conceptual public improvement master plan that addressing the items enumerated below. This concept plan will be preliminary in nature. The purpose of this concept plan to begin to develop a hierarchy of public space and uses that are synergistic with the design and uses purposed in the Block 105 structure.

- Conceptual Streetscape and cross sections for E. Wilson Street, W. Doty Street and S. Pinckney Street directly adjacent to Block 105
- Bicycle and Pedestrian mobility in and around Block 105
- Analysis of the role of on-street parking adjacent to Block 105
- Intermodal access and connectivity
- Overall circulation plan
- Pedestrian/ vehicle conflicts
- Access to vertical circulation
- Creation of pedestrian spaces in the 'ROW'- EG- cafes, on-street market vendors, Bike Station
- Exploration of green roof facilities
- Landscape and Hardscape concepts
- Street furnishings and amenities

5.1.3. Deliverables

1. Summary analysis of area context including: analysis diagrams on city maps or aerial photos, character sheets of streetscape archetypes using photographs and sketches, supporting text.)
2. Typical cross section for E. Wilson Street, W. Doty Street and S. Pinckney Street adjacent to Block 105
3. Conceptual public improvement master plan – rendered plan suitable for presentation

5.2. Madison Public Market

No current scope of services.

5.3. Bicycle Center

5.3.1. Public Involvement

Mobis/Bikestation, working in tandem with Melissa Huggins of Urban Assets and Fred Schwartz of Kimley-Horn and within the scope defined in Task 2 above, will collaborate to provide multiple opportunities for stakeholder involvement including on-line surveys, interviews with various

stakeholder groups and public input meetings related to the proposed Bicycle Center. These opportunities for public involvement ensure that all stakeholders have a role in the planning & design of the Bicycle Center within Block 105.

5.3.2. Market Study/Best Practices Report: Abbreviated

The Kimley-Horn team will prepare a market analysis of existing bicycle-related facilities on a local, regional and national scale. The type of information gathered will include size, capital and operating costs, staffing scenario, technology, funding sources, and programming for 5-6 similar facilities/cities. The market analysis will include research of existing data sources for the City of Madison, Capital Area Regional Planning Commission, other bicycle centers nationally, local bicycle-related retail operators and other sources of information.

5.3.3. PARTIAL Needs Assessment

The Kimley-Horn team will utilize our proven methods of evaluation to determine both current and latent demand for secure bicycle parking and other program components within the Bicycle Center. The selection and manner of incorporation of the final program components will be paramount to the long-term sustainability of the Bicycle Center. Additionally, The Kimley-Horn team envisions evaluating the feasibility of bike-sharing integration and/or as a program component of the Bicycle Center. In Phase I, this work will be conceptual.

This task breaks down into the following sub-tasks:

1. SERVICE PLAN – Recommend strategies, services and facilities to serve the needs identified.
2. SPACE PLAN– Identify the amount of space (indoor and outdoor) needed to implement the Service Plan. The floor plan should be maximized for service to users and financial sustainability.
3. SITE ANALYSIS – Recommend location(s) where the plan should be implemented in relation to the rest of the activities within Block 105. Some considerations included in the Site Analysis might be:
 - a. What facilities are available to meet the identified needs?
 - b. What facilities need to be constructed?
 - c. Where should the facilities be positioned within the Block 105?

5.3.4. Conceptual Bicycle Center Location / Size

Kimley-Horn and Potter Lawson will produce a conceptual Bicycle Center design location and size that can effectively incorporate the program components, enhances the financial and environmental sustainability of the facility, is a visible signal of the City's commitment to bicycling, and maintains safe and efficient bicycle and pedestrian circulation patterns.

5.3.5. Preliminary Business/Operations Plan & Cost Estimates

The Kimley-Horn team will prepare a Preliminary Business/Operations plan that will include conceptual capital and operating proformas, with assumptions regarding staffing requirements,

viable operating scenarios, and some interaction with potential operators to determine feasibility. Regarding cost estimates, a capital proforma will be provided that identifies costs to install/construct the final program components. The operating proforma will incorporate multiple data inputs for revenues and expenditures in a three (3) year operating scenario.

5.3.6. Overall Project Deliverables

1. Bicycle Center Summary Report (as part of the Master Planning Project Summary Report).

5.4. Block 105 City Offices & Architectural Master Planning

5.4.1 City Office Space Program

A space program will be developed by the Kimley-Horn team, based on input and responses provided by the City PMT or other City representatives, to document the space requirements of the city offices within the Block 105 redevelopment of City Staff to be relocated from the MMB building including documentation of assignable square foot requirements by department and projection of gross square foot requirements for the city office portion of the project. It is understood that the City will provide the Kimley-Horn team with complete information regarding required office space (defined in square footage and/or full-time equivalent staff requirements) and office / workstation space (dimensional) standards provided by the City. This space program shall form the basis for development of conceptual massing options to accommodate city offices on Block 105.

5.4.2 Architectural Master Planning

Diagrammatic floor plans and building sections will be developed to illustrate the scope and complexity of Block 105 as defined below. Some preliminary discussion and development of the architectural character of the project will be completed utilizing hand drawn architectural sketches to illustrate an architectural expression of the master plan concept. The City will identify programming input for Block 105 elements or uses not identified within this scope of services (i.e. possible commercial office space, residential, merchant space, etc.) and quantify those additional uses.

5.4.3 Deliverables

1. Space Program for the City Offices in a spreadsheet format that shows assignable and anticipated gross square foot requirements by department.
2. Floor plans of the office development will be developed showing a proposed structural column grid and building core elements (Lobby, Elevators, Stairs, Toilet Rooms, loading dock and MEP space requirements). City offices would be shown as a color in the floor plans to illustrate the number of floors of city offices in the Block 105 development – no layout of departments, rooms, walls, doors, etc. (this would be done in Phase 2).

3. Architectural hand drawn rendering(s) of the Block 105 development to show the architectural character of the development. These rendering(s) will be a birds-eye perspectives to illustrate the character and extent of the development.
4. 3D sketch-up model showing building mass without architectural details such as windows, doors, etc. The sketch-up model will include surrounding buildings in a massing format based upon available information.
5. At-grade Floor Plan showing the Bicycle Center designated area and approximate size.
6. Preparation of a preliminary code analysis for the architectural portion of the project and discussion with the Madison Fire Department.

5.5. Parking Structure

5.5.1. Data Collection / Block 88 Coordination

The Kimley-Horn team will meet with the City Project Management Team to confirm the parameters for the parking garage component of the re-development and to understand the objectives for the facility within the context of the overall re-development. In addition, KHA will obtain readily available aerial photography, maps and drawings of the site to use as a base for initial study. KHA will visit the site to understand the existing conditions.

The City will provide all previous conceptual studies for proposed parking on Blocks 88 and 105, including studies conducted by JSD, Inc. and the Block 88 Team. The City will also provide all current zoning and building code restrictions for the site that may impact the parking facility and the re-development. The City will provide a current site survey of Block 88 and Block 105 with grades, existing easements and other pertinent information.

5.5.2. Concept Development

Based on the available and provided information, the Kimley-Horn team will develop a preliminary concept for an underground parking structure on the combined Block 88 and Block 105 sites. The concept will acknowledge the development of hotel buildings on Block 88 above the underground garage components. The underground parking components will also be coordinated with other elements of the Block 105 development. The Kimley-Horn team will study various footprint options for the potential underground garage, and will present the most likely preferred optional footprint to the City as part of the overall conceptual master planning for the re-development.

5.5.3 Deliverables

1. The preliminary concept deliverable will consist of floor plan drawings depicting the potential functional layout for the underground garage, and will include the following:
 - General overall preliminary floor plans
 - Vehicular entry/exit locations
 - Pedestrian entry/exit locations
 - Internal vehicular circulation and ramping concept for the garage

- Internal pedestrian circulation concept for the garage
 - Preliminary building column grid concepts
 - Preliminary parking layout
 - Identification of total SF on each floor of the parking garage
 - Confirmation of the number of parking spaces provided in the concept
 - Stair / elevator core locations coordinated with the Block 105 elements above
 - Service / delivery loading area concept
1. Written conceptual narrative will also be developed that addresses the following elements of the parking garage:
- Conceptual revenue control concepts will also be investigated and summarized
 - Wayfinding signage
 - Structural and building concepts
 - Shoring
 - Structural framing
 - Lateral restraint
 - Mechanical ventilation concepts
 - Fire protection

5.6. Estimate of Construction Costs

The Kimley-Horn team understands that the cost estimate prepared at the master planning (conceptual) stage will help the city make important decisions. The Final master planning deliverables will be provided to Mortenson who will provide a single conceptual level cost model at the end of the Phase 1 process.

5.7. Master Planning Project Summary Report

At the completion of the master planning, the Kimley-Horn team will provide one (1) electronic copy of a Phase 1 Project Summary Report. This report will compile the deliverables of the master planning phase as defined above in to a single summary document for reference and distribution by the City. It will also address the following:

- Conceptual basis of design narrative
- Building systems narrative
- Sustainability narrative
- Bicycle Center Feasibility and Implementation
- Regulatory code analysis

Phase 1 – Project Schedule

The above Scope of Services is based on a project duration of six (6) months. The City PMT and the Kimley-Horn team will work collaboratively to meet critical project milestones to maintain that project duration. A detailed milestone schedule is provided. The project duration can be extended at the request of the City to account for time periods during which the City requests work by the Kimley-Horn team be suspended. Delays or extensions to the project duration that are not controlled by the Kimley-Horn team may result in additional negotiated compensation for the Kimley-Horn team.

