

FINANCIAL
1. Demonstrates long-term financial viability.
2. Demonstrates relevant experience and a history of success by the development team in projects of similar scope and size.
3. Projects requesting no more than the \$1.825 million of City assistance identified in this RFP. (NOTE: Projects requesting more than the identified assistance will receive 0 points.)

Points = 35

VISIONARY DESTINATION DEVELOPMENT
1. Some level of public use of the building will be a feature of any successful proposal. The emphasis of this requirement is public access to the Garver Feed Mill building.
2. Preserving -- to the greatest extent possible -- the look and architectural style of the existing building.
3. A fully accessible space that reaches out to all members of the community.
4. A successful proposal will include a primary use(s) and may have mixed uses that are incidental to the primary use. Examples of incidental uses are: Housing, Office space, Light manufacturing and Retail. The combination of uses is inventive, original, and inspiring.
5. The uses proposed complement Olbrich Botanical Gardens. The proposal demonstrates the capacity to boost visitation to OBG and capitalizes on this important cultural offering and the unique setting.

Points = 25

CONTEXT SENSITIVE
1. Minimizing impacts on the surrounding land and OBG service areas by limiting non-park or non-garden use of outdoor space and only requiring the land within the building's existing footprint, and necessary space surrounding the building for walkways, landscaping, additional architectural requirements, etc..
2. Minimal adverse impact on the immediate surrounding neighborhood, e.g. limited festival noise/special event activities.

SUSTAINABLE
1. Environmentally responsible and sustainable; aspires to the Living Building Challenge.

MULTI-MODAL ACCESS
1. Utilizes a primary motor vehicle access off Fair Oaks Avenue, while recognizing the Sugar Ave. connection as the primary pedestrian, bicycle and OBG maintenance access to the structure and pedestrian link to Olbrich Botanical Gardens.
2. Provides multi-modal access. Incorporates a shared parking strategy if possible.

Points = 20 | Comment: Add language identifying communication w/neighborhood & govt

RESPONSIVE TO OLBRICH BOTANICAL GARDENS
1. Functional collaboration with OBG is required to meet OBG's back of house / service requirements as outlined in OBG's Facilities Master Plan and Schematic Design, Section 4.2. In previous studies, 14,000 SF of space was identified for

cold storage, archival storage*, and equipment storage. Additional collaboration ideas should be presented as part of the re-use process. Provision of this space to Madison Parks at no additional cost is a requirement of this RFP.
2. Works within the required framework of the sale of the building and long-term ground lease of the land required for the building and ancillary uses.

Points = 20 | Comment: Add language identifying and satisfying [OBG "donors' intent"]

From “Draft” Garver Feed Mill RFP

Criteria	Potential Points
VISIONARY DESTINATION DEVELOPMENT	
1. Some level of public use of the building will be a feature of any successful proposal. The emphasis of this requirement is public access to the Garver Feed Mill building.	5
2. Preserving – to the greatest extent possible – the look and architectural style of the existing building.	10
3. A fully accessible space that reaches out to all members of the community.	5
4. A successful proposal will include a primary use(s) and may have mixed uses that are incidental to the primary use. Examples of incidental uses are: Housing, Office space, Light manufacturing and Retail. The combination of uses is inventive, original, and inspiring.	5
5. The uses proposed complement Olbrich Botanical Gardens. The proposal demonstrates the capacity to boost visitation to OBG and capitalizes on this important cultural offering and the unique setting.	10
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2. Minimal adverse impact on the immediate surrounding neighborhood, e.g. limited festival noise/special event activities.	5
SUSTAINABLE	
1. Environmentally responsible and sustainable; aspires to the Living Building Challenge.	10
FINANCIAL	
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2. Demonstrates relevant experience and a history of success by the development team in projects of similar scope and size.	10
3. Projects requesting no more than the \$1.825 million of City assistance identified in this RFP. (NOTE: Projects requesting more than the identified assistance will receive 0 points.)	20
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2. Provides multi-modal access. Incorporates a shared parking strategy if possible.	5
TOTAL POTENTIAL POINTS	130