



Department of Planning & Community & Economic Development

Planning Division

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To: Finance Committee

From: Matt Wachter, Director of DPCED

Re: State Street Campus Garage Mixed-Use Project Proposal Review

Background

A request for proposals was issued on April 22 for the State Street Campus Garage Mixed-Use Project. The City received seven proposals. The seven proposers are:

- [Brink](#)
- [CA Ventures](#)
- [Core Spaces/Alexander](#)
- [CRG](#)
- [Greystar](#)
- [Mortenson](#)
- [Smith Gilbane](#)

Since receiving the seven proposals for the State Street Campus Garage Mixed-Use Project, an inter-agency staff team has been working to review the proposals to determine if the proposals meet the minimum requirements set forth by the Request for Proposals (RFP). None of the seven proposals is perfect; however, four of the seven proposals seem to present a possible path forward, while three proposals did not meet the minimum requirements of the RFP.

Staff recommends removing the following proposals from further consideration: Brink, Greystar, and Core/Alexander. As described further below, there is an aspect of each proposal that is at substantial deviation from the requirements of the RFP and the four remaining proposals. Continuing to complete an intensive review and comparison of seven proposals will likely not provide staff and the Finance Committee with the time and focus needed to gain the level of detailed understanding of each proposal needed to eventually select one team. Four proposals is a more manageable number to continue to this next level of review.

The City staff team appreciates the interest that the following three teams had in investing in Downtown Madison; however, the rationale for recommending not moving forward with further consideration of these three proposals is described in additional detail as follows:

Brink

RFP requirement:

*The project must include a **permanent City-owned intercity bus terminal** as well as good pedestrian, bicycle, and Metro Transit connectivity and be consistent with the Adopted Downtown Master Plan and Comprehensive Plan. The Intercity bus terminal must not load/ unload passengers on Lake Street, Frances Street or Hawthorne Court. The Intercity bus terminal must accommodate a minimum of 3 to 5 busses for off-street unloading and loading purposes. The **Intercity bus terminal component must include enough flex space to incorporate restroom(s) should the Common Council mandate a restroom requirement.** If the Common Council does not mandate restrooms flex space may be utilized for other use(s).*

Brink Proposal:

The proposal did not provide a permanent intercity bus terminal with space for restrooms.

Greystar

RFP requirement:

*A) The City of Madison will design, construct, own, and operate the automobile parking, bus terminal, and any other critical City infrastructure to be constructed at 415 N Lake Street. The City will use their own low bid public works contractor. The City can potentially use the same architect/engineer team as the selected developer but the City reserves the right to contract with their own architect/engineer. **The City plans to replace the 510 public parking spaces and construct needed accessory parking required for the new development in the parking facility, and lease the parking required by the development to the private developer.** Proposer can potentially operate bus terminal if that is their desire.*

*B) **If you wish to propose an additional alternate plan with less than 510 public parking spaces, that is acceptable. Please make sure to list any justification and reasoning. In addition, provide an additional Form D: Cost Proposal based on the reduced number of parking spaces.***

Greystar Proposal:

The base proposal did not provide the required 510 parking stalls. The RFP states the proposer can propose an **additional** alternate plan with fewer stalls. Greystar chose to provide the alternative number of parking stalls and not the required base proposal of 510 stalls.

Core/Alexander

RFP requirement:

*The project must include a permanent City-owned intercity bus terminal as well as good pedestrian, bicycle, and Metro Transit connectivity and **be consistent with the Adopted Downtown Master Plan and Comprehensive Plan.** The Intercity bus terminal must not load/ unload passengers on Lake Street, Frances Street or Hawthorne Court. The Intercity bus terminal must accommodate a minimum of 3 to 5 busses for off-street unloading and loading purposes. The Intercity bus terminal component must include enough flex space to incorporate restroom(s) should the Common Council mandate a restroom requirement. If the Common Council does not mandate restrooms flex space may be utilized for other use(s).*

Core/Alexander Proposal:

The proposal included a 16-story building, four stories taller than allowed by the Downtown Master Plan.

Next steps

Assuming the Finance Committee concurs; staff will conduct technical interviews with the remaining four proposers (CA Ventures, CRG, Mortenson, and Smith Gilbane) to gain clarity on outstanding staff questions. Based on the outcome of the technical interviews staff will recommend which proposals should move forward to interviews with the Finance Committee.