



Schenk-Atwood-Starkweather-Yahara Neighborhood Association

20 August 2014

TO: Garver Building RFP and Proposal Review Committee c/o Dan Rolfs
Cc: Alder Marsha Rummel, Alder David Ahrens, Mayor Paul Soglin, Madison Parks Commission

FROM: Schenk-Atwood-Starkweather-Yahara (SASY) Neighborhood Association

RE: The Garver Building Request for Proposals evaluation criteria and points

NOTE: This letter was composed by the Garver Building and North Plat Committee of the Schenk-Atwood-Starkweather-Yahara Neighborhood Association (SASY) and unanimously approved by the SASY Council during our August 14th 2014 meeting. We have requested that Alder Marsha Rummel who was present at the council read this letter aloud at the next committee next meeting.

Dear Garver Building RFP and Proposal Review Committee,
Thank you for your ongoing efforts on behalf of the residents of the City of Madison. The residents and members of the Schenk-Atwood-Starkweather-Yahara Neighborhood Association (SASY) recognize the complexity of the task you have undertaken and we sincerely appreciate your efforts to attract proposals for the preservation and development of the Garver Building that are both “Visionary” and responsive to that complexity.

We recognize that facilitating the redevelopment of a building of the size and condition of the Garver Building is a challenge in itself. That the building is a publicly owned historic structure, with an additional \$1.825 million of public funds dedicated to its preservation, adds multiple layers of public scrutiny and complexity to the task. That such a building is embedded in a parcel of public land that bridges between two relatively quiet residential neighborhoods, and is considered by residents of both to be a quiet neighborhood park (the North Plat) adds several more layers of complexity. Added to this already formidable task is the fact that the largely unprogrammed North Plat is adjacent to a heavily programmed public garden (Olbrich Botanical Gardens).

As immediate neighbors, the SASY Council and members have long recognized our civic responsibility to keep informed and engaged in public dialogue about these

valuable public assets. In 2009 SASY appointed a committee to keep the SASY Council and general membership informed about activities and policies that affect the Garver Building and the North Plat and communicate our insights to the appropriate officials.

Recognizing these responsibilities, SASY sponsored two public participation initiatives focused on the Garver Building and the North Plat; one in 2006 ("The Garver Building and the North Plat: Envisioning the Issues") and one in 2014 ("A Vision for the Garver Building and the North Plat," Parker Jones University of Wisconsin Landscape Architecture capstone project). We are glad to see that the results of those initiatives are included in the reference materials listed in the current RFP.

It is in our capacities as informed residents of the City of Madison, elected members of the SASY Council, and immediate neighbors of the Garver Building and North Plat that we respectfully offer the following feedback on the evaluation criteria and point system in the current draft of the Garver Building RFP (GarverRFP2014 WorkingDraft 07-30.pdf):

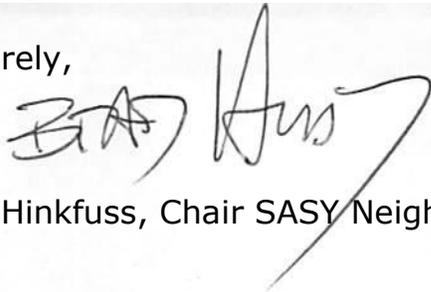
1. We are delighted to see points for "Visionary" redevelopment ideas.
2. We strongly support points for proposals that feature public use and public access.
3. We strongly support points for preservation of the existing building.
4. We are glad to see points for "sustainability." However we are concerned about the relatively vague language and relatively few points awarded for this category. Thus, we ask the committee to include additional points for proposals that reflect a sophisticated understanding of the complexity of issues involved in the preservation, development, and maintenance of buildings and grounds so the end results reflect the City of Madison's "green city" image and aspirations.
5. We are deeply concerned that the collective weight of additional points awarded to proposals that "boost visitation to OBG" and include "additional collaboration ideas" with OBG will discourage some very desirable "visionary" proposals. Thus, we ask the committee to balance the point system such that it does not unduly discourage a wide variety of visionary proposals.
6. We are delighted to see points for "Context Sensitive" proposals. However, we are deeply concerned that points awarded for such considerations in the current draft are heavily weighted toward the interests and aspirations of the Botanical Gardens, at the expense of considerations for the impact on

residents of the immediate surrounding neighborhoods and the impact on the adjacent public lands and ecosystem, including the North Plat and Starkweather Creek Watershed. Thus we ask the committee to balance the RFP point system such that the adjacent neighborhoods, the North Plat, and OBG are considered in equal measure.

7. We are delighted to see points for proposals that include "multi-modal access" and shared parking. However, we are deeply concerned that the current draft RFP penalizes proposals that make use of existing public investment in transportation infrastructure, including Sugar Avenue and existing public parking lots, by awarding points to proposals that route vehicular access to Fair Oaks Avenue. This language does not only penalize proposals that make efficient use of existing infrastructure, in effect it awards points to proposals that pave over large swaths of undeveloped public land in the North Plat, which conflicts with the carefully documented results of the public participation initiatives mentioned above and is counter to basic ideas of "sustainability." Thus, we ask the committee to revise the current evaluation criteria such that creative ideas for "multi-modal access" and efficient use of existing infrastructure are not penalized.

Thank you again for your ongoing efforts,

Sincerely,

A handwritten signature in black ink, appearing to read "Brad Hinkfuss". The signature is written in a cursive, somewhat stylized font. The first part of the signature is "BRAD" in all caps, followed by "Hinkfuss" in a more fluid, cursive script. The signature is written over a light-colored rectangular background.

Brad Hinkfuss, Chair SASY Neighborhood Association