



JUDGE DOYLE SQUARE
MASTER PLAN
CITY OF MADISON, WI

INTRODUCTION



Kimley-Horn
and Associates, Inc.

Potter Lawson

Success by Design

UrbanAssets



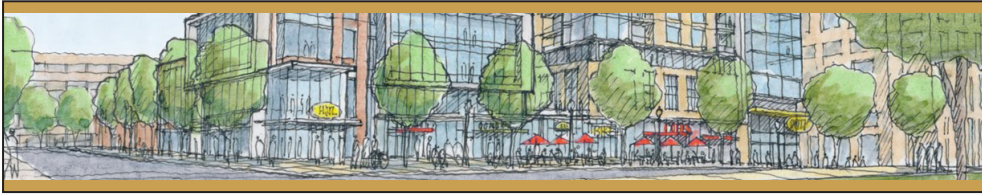
Acknowledgments

To best serve the City of Madison, Kimley-Horn assembled a master planning consulting team that is committed to delivering exceptional service and innovative solutions for the Judge Doyle Square project. Kimley-Horn greatly appreciates the collaborative effort of the entire team in the preparation of this document. Team partners and their areas of master planning responsibility are as follows:

- **Kimley-Horn and Associates, Inc.** – Lead master planning consultant, project management, public involvement, TIA, environmental scoping, parking consulting, structural engineering
- **Potter Lawson, Inc.** – Project architecture, land use master planning, City office space study, project management team
- **Urban Assets** – Lead public involvement, master planning, project management team
- **Mobis Transportation Alternatives / Bikestation** – Bicycle center consultant
- **Ken Saiki Design, Inc.** – Public improvements and streetscape, landscape architecture
- **KJWW Engineering Consultants** – Mechanical, electrical, HVAC engineering consultant
- **PSJ Engineering, Inc.** – Fire protection consultant
- **Mortenson Construction** – Construction cost estimating, construction feasibility consultant
- **Charles Quagliana, Architect** – Historic preservation consultant

Kimley-Horn also appreciates the contributions and partnership of the many City of Madison staff members who contributed to the content and quality of this document. The City of Madison established a Project Team that included key City staff, representing the following agencies and divisions:

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|--|---|
| ▪ Planning and Community and Economic Development | ▪ Facility Management (Division of City Engineering) |
| ▪ Traffic Engineering | ▪ Metro Transit |
| ▪ Parking Utility | ▪ City Attorney's Office |
| ▪ Office of the Mayor | ▪ Monona Terrace Community and Convention Center |
| ▪ City Engineering | |
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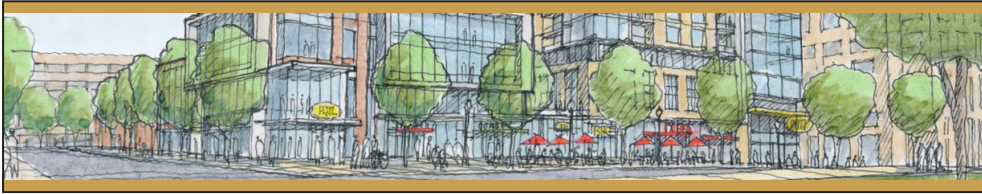
Contents

This document—**Introduction**—is a part of the final report summarizing the Judge Doyle Square Master Plan completed in April 2012. The structure and presentation of the final report has been developed to specifically address the many aspects of the master planning process in a manner that can be easily read as a whole or in parts based on the interest and needs of the reader. The final report is separated into an introduction and eight chapters:

- **INTRODUCTION**
- **CHAPTER 1:** Public Involvement
- **CHAPTER 2:** Master Planning
- **CHAPTER 3:** Underground Parking
- **CHAPTER 4:** Traffic Impact Analysis
- **CHAPTER 5:** Bicycle Center
- **CHAPTER 6:** Environmental Scoping
- **CHAPTER 7:** City Office Space
- **CHAPTER 8:** Project Management

Each chapter has been bound separately and includes applicable images, tables, and drawings to provide additional information and documentation. Each chapter can stand alone as a summary document for a particular aspect of the project. When combined, the document provides a comprehensive summary of the significant areas of information gathering, study, planning, and management for the Judge Doyle Square master planning effort.





JUDGE DOYLE SQUARE MASTER PLAN CITY OF MADISON, WI

Introduction

Judge Doyle Square is a two-block area in Downtown Madison, Wisconsin. It is the site of the Madison Municipal Building (MMB) and Government East (GE) parking garage and has been identified by the City as a location with significant redevelopment potential. This report is the summary of a six-month master planning effort during which a conceptual redevelopment plan was created for the site.

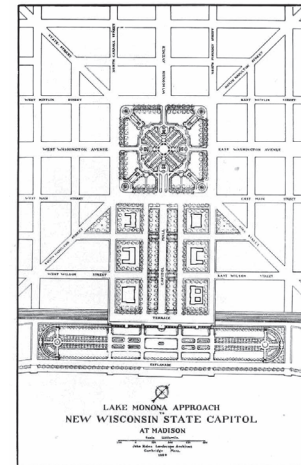
History

This two-block area within the city has a long, rich history. In 1909, John Nolen created the Lake Monona Approach, a plan to tie the new Wisconsin State Capitol to Lake Monona by way of a Capitol Mall lined by significant buildings. Later, in 1929, the federal government built the United States Courthouse and Post Office on the east side of the mall between Doty Street and Wilson Street as the first of a series of civic buildings.

Judge James E. Doyle was a United States federal judge in the U.S. District Court of the Western District of Wisconsin, as well as a leader in the Democratic Party. Judge Doyle was nominated by President Lyndon B. Johnson on April 29, 1965 and was confirmed by the U.S. Senate on May 21, 1965. He served as chief judge from 1978-1980 and, for much of his career, presided in a courtroom on the second floor of the United States Courthouse in Madison.

In 1979, under Mayor Paul Soglin, the City of Madison purchased the federal courthouse building and federal functions were relocated elsewhere. Since then, the building has housed municipal offices and it became known as the Madison Municipal Building (MMB). Judge Doyle's courtroom is now known as Room 260 and many historical details remain.

The Government East parking garage, constructed in 1958, is located on Block 105 (east of Pinckney Street, between Doty Street and Wilson Street). It has served a variety of parking functions over the years, but the garage currently offers about 80% of its spaces to the public on an hourly basis, while about 20% of the spaces are reserved for monthly pass holders. The GE garage is approaching the end of its useful life, and it has become financially challenging for

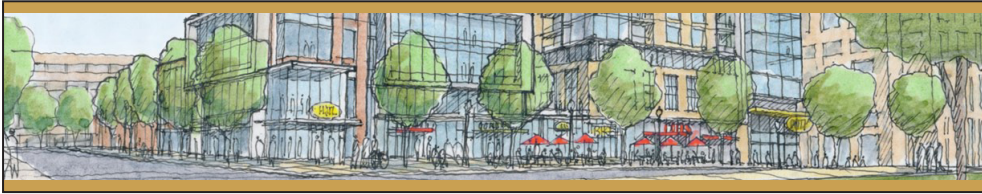




Judge Doyle Square is made up of the MMB (left) and GE garage (right).



Map from the Downtown Plan showing Blocks 88 and 105 as potential redevelopment sites.



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the City to continue to invest in its ongoing maintenance. Over the last five years, the City has invested \$350,000 in maintenance and repair of the structure. To continue to maintain the functionality and safety of the garage, an additional \$2 million will need to be invested over the next five to eight years.

Judge Doyle Square

The Judge Doyle Square (JDS) site is bounded by Martin Luther King, Jr. Boulevard on the west, Doty Street on the north, Wilson Street on the south, and on the east by a group of buildings that mainly front King Street. Pinckney Street runs through the site and divides Block 88 from Block 105. The eastern portion of Block 88, which is currently a surface parking lot for the MMB, and the GE garage on Block 105 are currently identified in the Madison Downtown Plan (2012) as potential redevelopment and infill sites.

The future Judge Doyle Square will include the redevelopment of both Block 88 and Block 105. The redevelopment will include underground parking on both blocks connected under Pinckney Street, and public improvements to create a lively, welcoming streetscape and urban environment as well as to better connect Judge Doyle Square to the Capitol Square and John Nolen Drive.

The planning for the development of Block 88 is being undertaken by a public-private partnership that includes the City of Madison, Marcus Hotels, and Urban Land Interests.

A full-service convention hotel is envisioned for Block 88 either with or without the MMB as part of the hotel facility. The public process for that planning effort will occur in early 2012.

The planning for Block 105 of Judge Doyle Square is part of a larger effort to form a bold vision for the South-East area of the Central Business District.

Future planning for this area will place an emphasis on transit-oriented development (TOD), which will include enhancements to pedestrian, bicycle, local and intercity bus, and potential intercity passenger rail transportation. Previous plans for intercity and regional passenger rail have identified a potential future rail station to be located within the State of Wisconsin Department of Administration Building (at 101 East Wilson Street).



Views of Doty Street near Judge Doyle Square.



This master planning project, which is being funded in part by a federal grant awarded to the City of Madison (Transportation Investments Generating Economic Recovery, or TIGER II), has been divided into the following three phases:

1. Conceptual development, architecture, engineering, and environmental assessment for Block 105
2. Schematic development, architecture, engineering, and environmental assessment for Blocks 88 and 105
3. Master planning for the 12-block TOD district

A need has recently been identified for a Downtown Madison full-service convention hotel, to be located close to the Monona Terrace Community and Convention Center. A recent strategic planning effort by Monona Terrace staff identified a lack of adequate Downtown hotel rooms (as well as parking) as a major deterrent to attracting and supporting large conferences and events. The Downtown Madison Hotel Feasibility Study, completed by Hunden Strategic Partners in 2008, identified a need for a large, high-quality, full-service convention hotel in proximity (and preferably attached) to Monona Terrace. This study noted that the new hotel should serve a dual purpose—provide an extension of Monona Terrace and also have the ability to attract and support meetings and events on its own. At this time, a potential new hotel is being considered for development on all or part of Block 88 (the block that currently contains the Madison Municipal Building).



View of the Capitol from Monona Terrace up Martin Luther King, Jr. Boulevard.

