

Report of the Judge Doyle Square Staff Team

Overview for:

- *Transit and Parking Commission*
- *Plan Commission*
- *Economic Development Committee*
- *Long Range Transportation Planning Committee*
- *Monona Terrace Board*
- *Pedestrian-Bicycle-Motor Vehicle Commission*
- *Board of Estimates (lead)*

Background

- Project announced in September 2010. City Staff Team formed to guide the project.
- High Speed Rail funds returned to the Federal Government by the State in December 2010.
- Council authorizes path forward for the planning of Blocks 88 and 105 in February 2011.
- Council authorizes Kimley Horn study of Block 105 in July 2011.
- Phase I work is complete. Staff Report intended to sift through the extensive information from the two studies and help chart a path forward.

Staff Report Organization

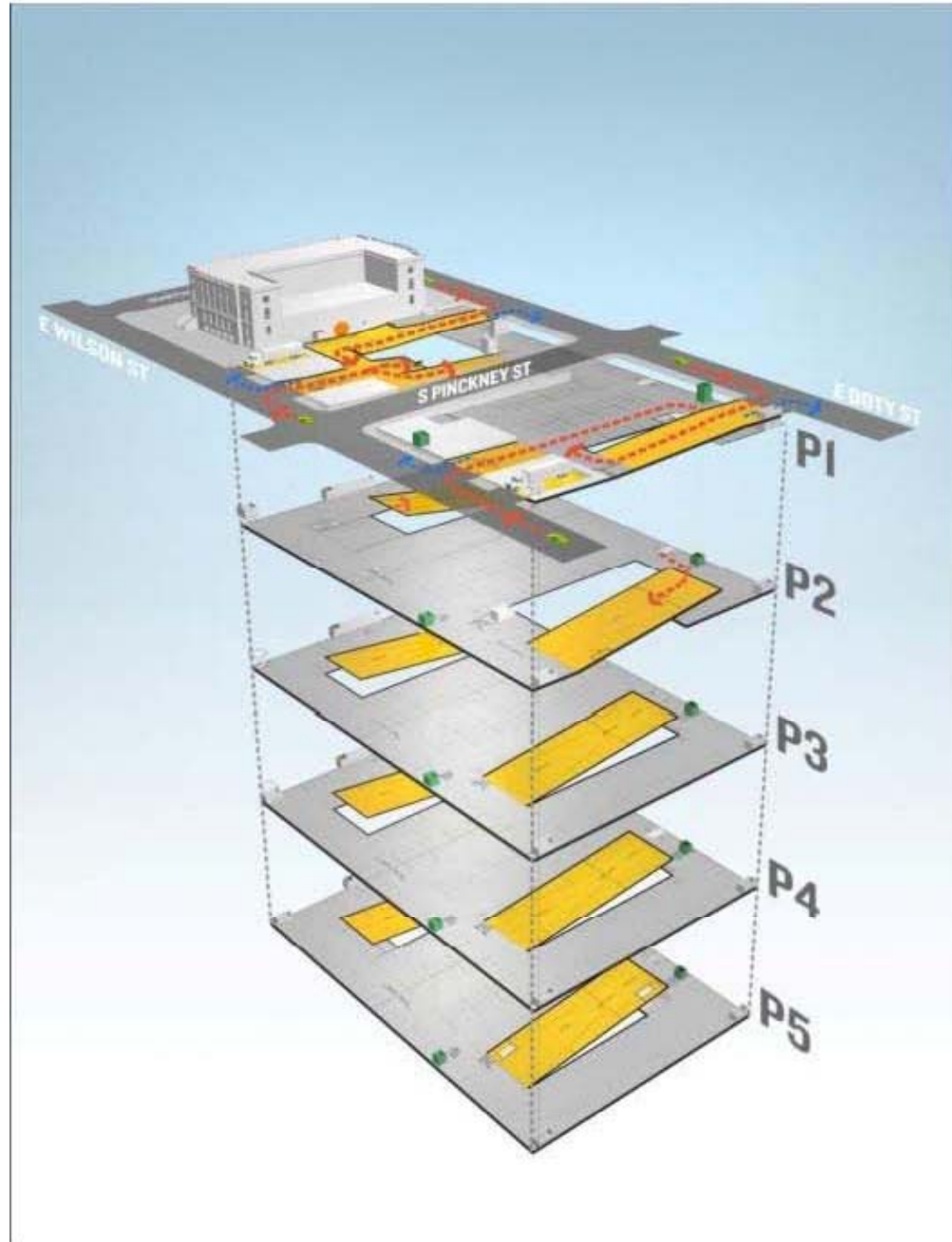
- Chapter 1 – Parking
- Chapter 2 – Block 88
- Chapter 3 – Madison Municipal Building
- Chapter 4 – Block 105
- Chapter 5 – Economic Development Perspective
- Chapter 6 – Project Timeline
- Summary of Findings and Recommendations

Chapter 1: Parking

- Below grade parking will unlock the development potential of Blocks 88 and 105.
- The current parking supply needs to be maintained during construction.
- Staff agrees with the conceptual design of the underground ramp recognizing that the design needs refinement in the next design phase.
- Financing of the parking ramp will present financial challenges for the Parking Utility, the City and developers.
- Specifications for the parking should proceed when the above-grade uses are known.

parking structure

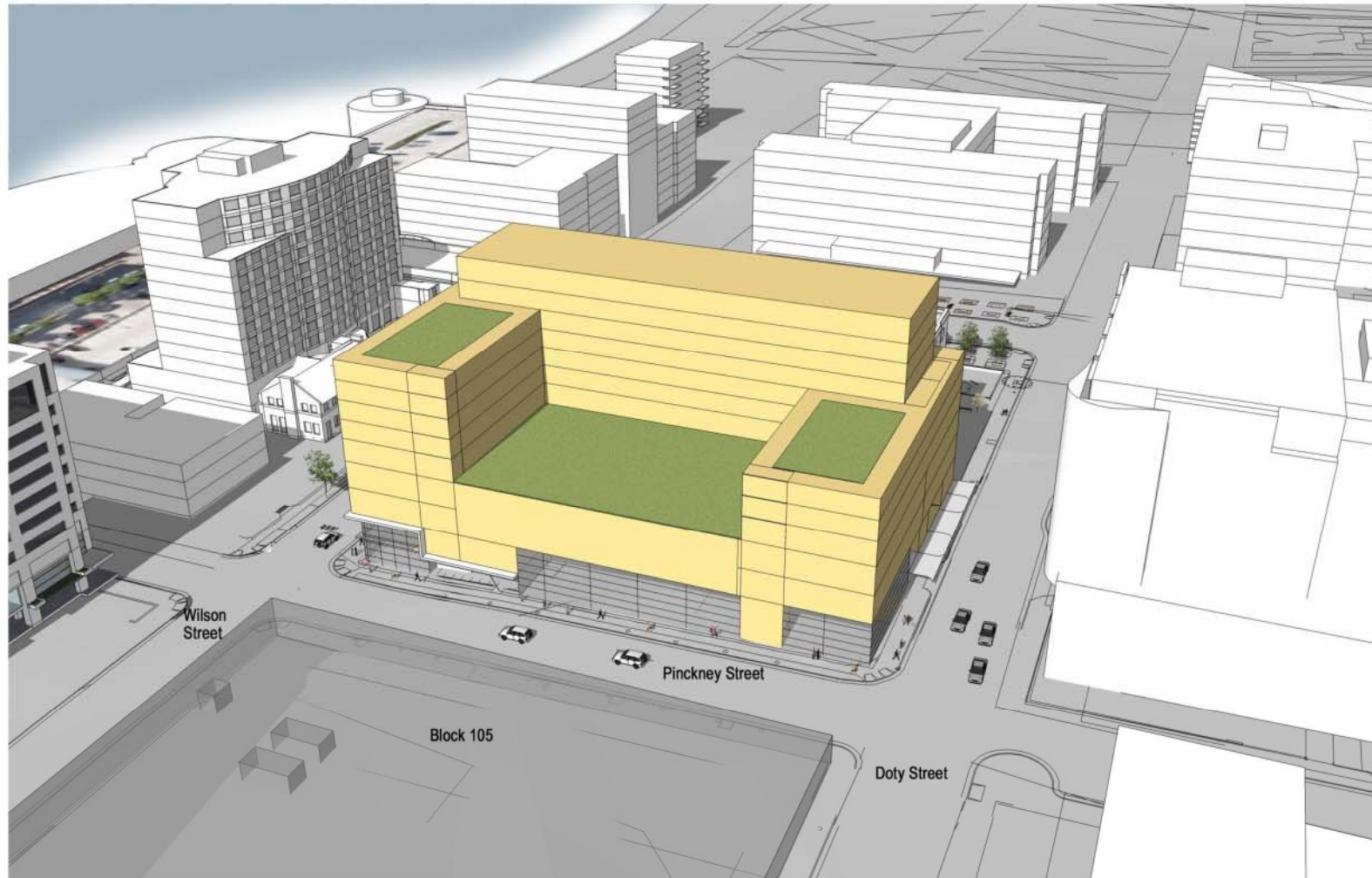
conceptual
diagram



Chapter 2: Block 88

- Monona Terrace needs an additional 250 room block to grow its book of business.
- Marcus Hotels and Resorts (MHR) holds a development right on Block 88.
- Block 88 should be the primary location to add significant hotel rooms within 1200 feet of MT.
- MHR has developed two hotel options in Block 88.
- Initiate RFQ/RFP for development teams, including adding a hotel expert to the City Team.

Block 88 Hotel: Preliminary Concept



BLOCK 88
Madison, Wisconsin

711066-01
October 19, 2011

Chapter 3: Municipal Building

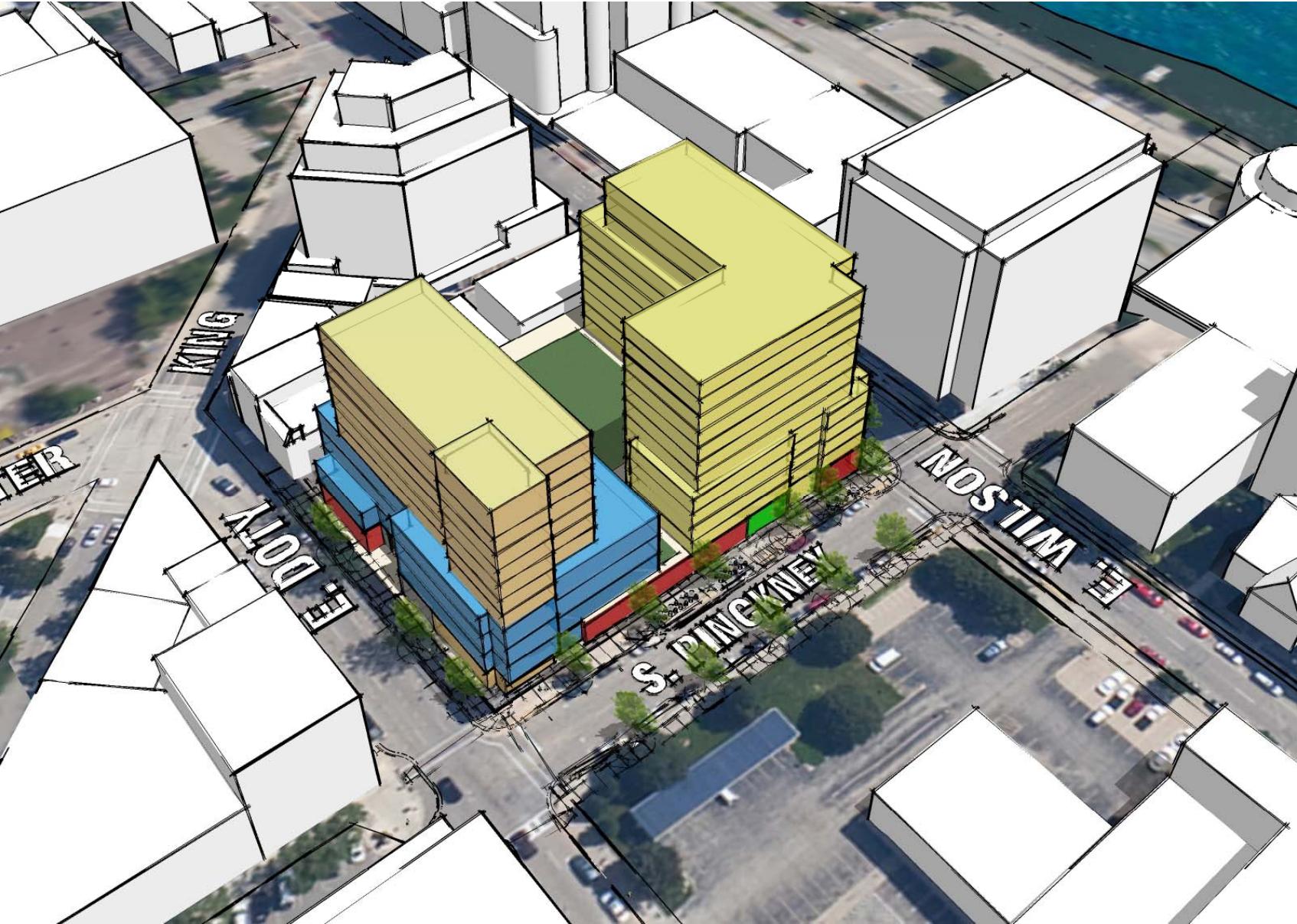
- The Mayor's Public Works Improvement Staff Team has recommended that the MMB continue to be used for city offices. The City will not preclude development proposals that call for the relocation of City offices from MMB but those offices would need to be relocated within the Blocks 88/105 development or an equivalent distance.
- The MMB is approximately 86,000 square feet and many of the building and mechanical systems are in need of major renovation and/or replacement.
- The City needs to understand the design and cost options of maintaining the MMB as municipal offices.
- Proceed now to seek proposals to develop schematic plans and cost estimates to renovate the MMB.

Chapter 4: Block 105 Development Options

Recommended Mix of Land Uses

- Underground Parking (*connected to above-ground uses*)
- Street-level retail/restaurant (~20,000 sq ft)
- Potential Bicycle Center (3,500 sq ft)
- Residential (~115 apartments/140,000 sq ft)
- Office/potential City offices (~60,000 sq ft)
- Potential boutique hotel (~140 rooms/90,000 sq ft)
- Total gross square footage (~ 315,000 sq ft)

Block 105: Scale/Massing Model



Block 105: Streetscape & Public Improvements

- Pinckney Street: Bicycle Boulevard concept
- Bicycle connectivity to Lake Monona Bike Path (*via MT parking deck and bike elevator*)
- Sidewalk enhancements/engaging public spaces
- Landscaping/urban amenities
- For further consideration, a counter-flow bicycle lane (Wilson Street)

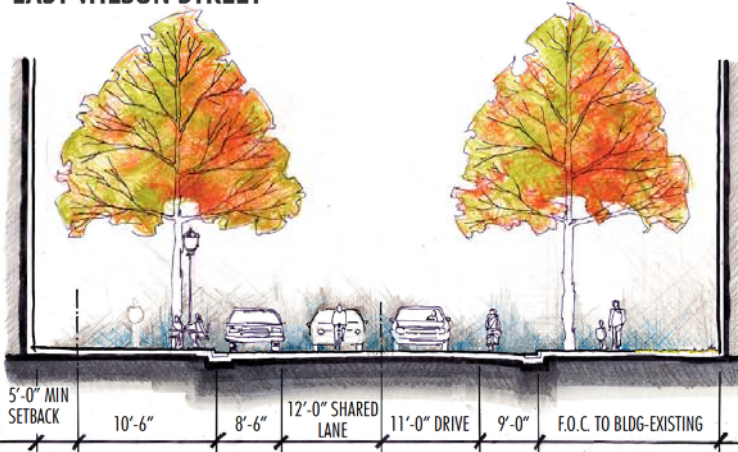
Block 105: Streetscape/Bicycle Circulation

Streetscape



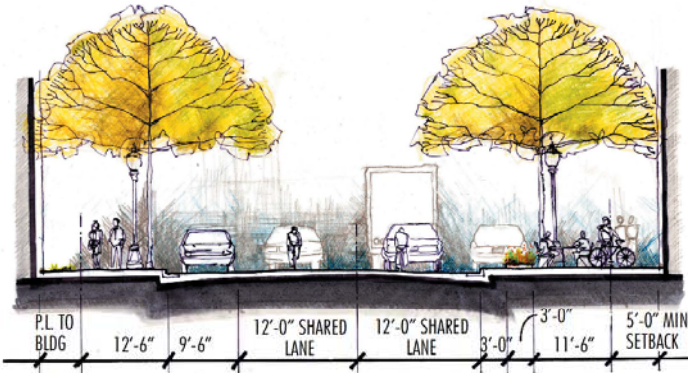
SITE PLAN

EAST WILSON STREET



SECTION B-B'

SOUTH PINCKNEY STREET

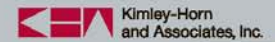


SECTION A-A'

The City has established a streetscape template for the outer loop. It consists of pedestrian safety "bump outs" at intersections on the inner side of the loop, a victorian globe style pedestrian level street light and the standard city high-masted area lights at intersections. Street tree plantings are also included, in this case, trees in tree grates and other planting enhancements are recommended.

The method of on-street parking revenue collection for the adjacent streets should be consistent, if possible.

Street furniture, primarily table and chair sets for restaurants, should support the ambience and decor of the individual restaurant.



Chapter 5: Economic Development Perspective

- Development of Blocks 88 and 105 will generate considerable economic value –increased property values, additional room taxes, increased MT revenue, increased resident and visitor base and sales taxes, and additional development.
- The public investment and financing structures associated with JDS will be significant and complex. However, the economic benefits will extend beyond the two block development and the City should seek to optimize its investment to the overall return to be achieved for the community.
- Development of Blocks 88/105 could significantly increase MT revenues. This relationship should be studied further.

Chapter 6: Project Timetable

- Multi phase, multi year, public-private development project (2012 – 2018/2019) requiring a highly coordinated development approach by the City.
- Initiating an RFQ/RFP process for a development team for Blocks 88/105 is the most important next step.
- Authorize the appointment of an ad-hoc committee to oversee the RFQ/RFP process.
- Authorize the next phase of the Kimley Horn engagement to study the intermodal transportation options for the 12-block area identified in the TIGER II grant from the Federal Transit Administration.

Judge Doyle Square – A Path Forward

The resolution authorized the following actions:

1. Preparation of a Request for Qualifications (RFQ)/Request for Proposals (RFP) for development teams for Blocks 88 and 105 and to present the recommended RFQ/RFP to the Common Council for approval prior to its issuance.
2. Appointment of an ad-hoc committee, the Judge Doyle Square Committee, to oversee the development and implementation of the RFQ/RFP process.
3. Authorization to select a hotel expert to (1) update the hotel market data, (2) assist with the RFQ/RFP process and (3) study the relationship between available and committable hotel rooms and Monona Terrace Community and Convention Center revenues.
4. Direction to further study the potential for a west-to-east (counter-flow) bicycle route in the Wilson Street travel corridor.
5. To complete the next phase of the TIGER II grant from the Federal Transit Administration.
6. Issue an RFP for schematic design plans and cost estimates for MMB renovation for continued use as city offices.