

JUDGE DOYLE SQUARE
CITY OF MADISON, WI

JDS DEVELOPMENT, LLC

14.0 DETAILED PUBLIC/PRIVATE FINANCE PLAN

USES OF CAPITAL BY COMPONENT
- SCHEME 1

The Uses of Funds are also presented by component:

	Block 88	Block 105	TOTAL
USES OF FUNDS			
<i>Private</i>			
Hotel	\$ 86,096,000	\$ -	\$ 86,096,000
Mixed Use	-	22,128,000	22,128,000
Office	-	-	-
Subtotal	\$ 86,096,000	\$ 22,128,000	\$ 108,224,000
<i>Public</i>			
City Offices	\$ -	\$ 22,900,000	\$ 22,900,000
Bike Center	-	964,000	964,000
Parking	9,300,000	17,752,000	27,052,000
Subtotal	\$ 9,300,000	\$ 41,616,000	\$ 50,916,000
TOTAL	\$ 95,396,000	\$ 63,744,000	\$ 159,140,000

Notably in Scheme 1 the cost of parking components is significantly less than in Scheme 2 due to a greater number of above ground spaces. Also, the cost of offices that could serve as a replacement for MMB is included in the Block 105 budget. Again, compared to a renovation of the MMB this approach is also projected to save significant dollars.

14.0 DETAILED PUBLIC/PRIVATE FINANCE PLAN

USES OF CAPITAL BY COMPONENT
- SCHEME 2

The Uses of Funds are also presented by component:

	Block 88	Block 105	TOTAL
USES OF FUNDS			
<i>Private</i>			
Hotel	\$ 77,583,000	\$ -	\$ 77,583,000
Mixed Use	-	53,691,000	53,691,000
Office	-	17,472,000	17,472,000
Subtotal	\$ 77,583,000	\$ 71,163,000	\$ 148,746,000
<i>Public</i>			
City Offices	\$ 25,920,000	\$ -	\$ 25,920,000
Bike Center	-	964,000	964,000
Parking	22,571,000	17,580,000	40,151,000
Subtotal	\$ 48,491,000	\$ 18,544,000	\$ 67,035,000
TOTAL	\$ 126,074,000	\$ 89,707,000	\$ 215,781,000

Notably in Scheme 2 the cost of parking components is significantly more than in Scheme 1 due to a greater number of below ground spaces. Scheme 2 includes City office cost, based on the estimates carried by the City in its Capital Budget. The cost to renovate MMB is projected to be more than building new office space on Block 105.

3.0 PROJECT CONCEPT DESIGN

of Madison. The unique qualities of this location are further defined by a flush paving pattern that continues from Block 88 to Block 105 and defines the mid-block. A center island is created that allows a mid-block crossing, creates a pedestrian safety zone and a green landscape focal feature. The generous building setbacks and corresponding sidewalk widths allow outdoor dining, sustainable landscape features and bike parking, all supporting and enhancing the unique qualities of Pinckney Street - the one street off the Capitol Square that allows for views of Lake Monona.

Block 105

The plan for Block 88 requires the need to relocate city offices. Our preferred proposal includes relocating city offices to Block 105. This maintains city offices in close proximity to their current location and allows for quick access to the City County Building via the hallway connection in the Block 88 hotel.

On Block 105 retail and dining uses at street level will serve as an important element of the proposed plan. These uses will attract visitors to the area generating traffic and enlivening the streets surrounding JDS.

The street level access points for retail and dining along with the redevelopment of the historical MMB will transform this area of downtown into a unique destination. A variety of new entertainment options will be available that complement those located on King Street, Pinckney Street and the surrounding streets that have for years provided retail and restaurant opportunities that cater to the activities of workers, visitors, and residents of downtown.

The plan allows for other mixed uses on this block such as residential. Adequate parking will be made available for each use. A residential or office tower would offer views of Lake Monona and the Capitol from upper floors. The amenity package for offices or residential units would be competitive with other properties in the area with an added advantage of being located adjacent to the new amenities offered at the hotel on Block 88.

A bicycle center is also included on Block 105. This center is intended to provide a variety of amenities for the existing and growing bicycling community in Madison. The plan for this space is further explained in the later section titled Bicycle Center Management Plan.

Scheme 1 Program Summary

- **Hotel**
 - o 308 rooms with 250 room block for Monona Terrace
 - o Select to full service hotel
 - o Unique dining experience
 - o Wellness and fitness
 - o Green roof
- **Block 88 Parking**
 - o 277 spaces for hotel purposes on Block 88
 - o 38 public spaces

315

3.0 PROJECT CONCEPT DESIGN

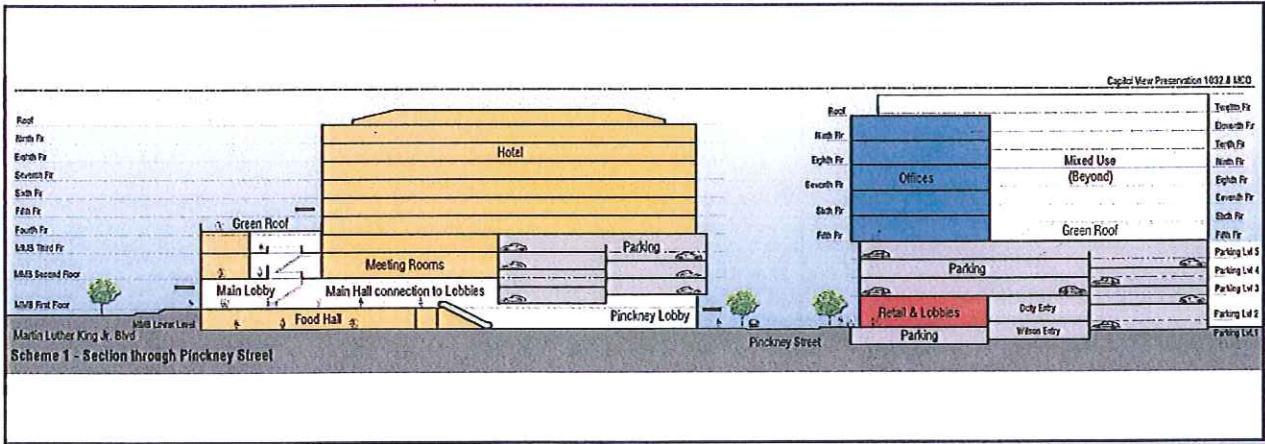
- **Block 105 Parking**
 - o 40 municipal fleet spaces below new city office building
 - o 80 mixed use spaces
 - o 476 public spaces
- **Office and Mixed Use**
 - o New 80,000 SF building that could be city offices
- **Bike Center**
 - o 3,000 SF center with ability to expand to 4,000 SF
- **Retail/Dining**
 - o Street level space along Pinckney, Doty and Wilson Streets

596

3.0 PROJECT CONCEPT DESIGN



Conceptual Rendering - The rendering above was included in the RFQ response. Slight modifications have been made to the building massings behind MMB but the overall concept of MMB restoration into a destination hotel remains.



Scheme 1 - Section