

MEMORANDUM

TO: Garver Feed Mill Criteria and Selection Committee

FROM: Dan Rolfs

DATE: 28 August 2014

SUBJECT: Draft Criteria and Scoring - Update

EXECUTIVE SUMMARY

At the Committee meeting on 4 August 2014, the Garver Committee began work on the criteria and scoring method for the Garver RFP. This work was based upon the Revised Point and Criteria document submitted by Maurice Sheppard. Staff has highlighted each section as they were originally organized to show which sections have been moved. The draft Criteria was then modified and re-arranged by the Committee, which also added the points. Staff has added the column indicating percentages.

Criteria (Based upon the Sheppard proposal submitted 4 Aug 2014 and input from the Committee on 4 Aug 2014)	Potential Points	%
VISIONARY DESTINATION DEVELOPMENT		
1. Some level of public use of the building will be a feature of any successful proposal. The emphasis of this requirement is public access to the Garver Feed Mill building, including an ADA accessible space.	10	11%
2. Preserving -- to the greatest extent possible -- the look and architectural style of the existing building.	15	16%
3. <i>The project includes a high quality, well designed building(s) both on the interior and exterior.</i>	10	11%
4. A successful proposal will include a primary use(s). May have mixed uses that are incidental to the primary use. Examples of incidental uses are: Housing, Office space, Light manufacturing and Retail. The combination of uses is inventive, original, and inspiring.	5	5%
CONTEXT SENSITIVE		
1. Minimizing impacts on the surrounding land and OBG service areas by limiting non-park or non-garden use of outdoor space and only requiring the land within the building's existing footprint, and necessary space surrounding the building for walkways, landscaping, additional architectural requirements, etc..		0%
2. Minimal adverse impact on the immediate surrounding neighborhood, e.g. limited festival noise/special event activities.		0%
SUSTAINABLE		
1. Demonstrates environmentally responsible and sustainable building and landscape standards, such as achieving LEED Certification, Living Building Challenge, Sustainable Sites Initiative, or similar sustainability metrics.		0%
2. Incorporates renewable energy system(s)	5	5%

MULTI-MODAL ACCESS		
1. Utilizes a primary motor vehicle access off Fair Oaks Avenue, while recognizing the Sugar Ave. connection as the primary pedestrian, bicycle and OBG maintenance access to the structure and pedestrian link to Olbrich Botanical Gardens.		0%
2. Provides multi-modal access. Incorporates a shared parking strategy if possible.		0%
3. Proposed circulation patterns for pedestrians, bikes, and cars respond to the unique context, i.e. safe access to / from: OBG, the Garver Building, the North Plat, and adjacent neighborhoods		0%
FINANCIAL		
1. Demonstrates long-term financial viability.	10	11%
2. Demonstrates relevant experience and a history of success by the development team in projects of similar scope and size.	15	16%
3. Projects requesting no more than the \$1.825 million of City assistance identified in this RFP. (NOTE: Projects requesting more than the identified assistance will receive 0 points.)	25	26%
RESPONSIVE TO OLBRICH GARDENS		
1. Functional collaboration with OBG is required to meet OBG's back of house / service requirements as outlined in OBG's Facilities Master Plan and Schematic Design, Section 4.2. In previous studies, 14,000 SF of space was identified for cold storage, archival storage*, and equipment storage. Additional collaboration ideas should be presented as part of the re-use process. Provision of this space to Madison Parks at no additional cost is a requirement of this RFP.		0%
2. Works within the required framework of the sale of the building and long-term ground lease of the land required for the building and ancillary uses.		0%
3. The uses proposed complement Olbrich Botanical Gardens. The proposal demonstrates the capacity to boost visitation to OBG and capitalizes on this important cultural offering and the unique setting.		0%
TOTAL POTENTIAL POINTS	95	100%