



City of Madison

City of Madison
Madison, WI 53703
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Master

File Number: 36686

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Version: 1 **Reference:** **Controlling Body:** BOARD OF ESTIMATES

File Created Date : 12/29/2014

File Name: Authorizing the Issuance of a Request for Proposals for the Development of the Judge Doyle Square Project on Blocks 88 and 105.

Final Action:

Title: Authorizing the Issuance of a Request for Proposals for the Development of the Judge Doyle Square Project on Blocks 88 and 105

Notes:

Agenda Number: 11.

Sponsors: Paul R. Soglin

Effective Date:

Attachments: JDS 2015_rev.pdf

Enactment Number:

Author: Kevin B. Ramakrishna

Hearing Date:

Entered by: aragland@cityofmadison.com

Published Date:

Approval History

Version	Date	Approver	Action
1	12/29/2014	Daniel Bohrod	Approve

History of Legislative File

Version:	Acting Body:	Date:	Action:	Sent To:	Due Date:	Return Date:	Result:
1	Attorney's Office	12/29/2014	Referred for Introduction				
	Action Text:		This Resolution was Referred for Introduction				
	Notes:		Board of Estimates				
1	COMMON COUNCIL	01/06/2015	Referred	BOARD OF ESTIMATES			
	Action Text:		This Resolution was Referred to the BOARD OF ESTIMATES				
	Notes:						
1	BOARD OF ESTIMATES	01/12/2015	Refer	BOARD OF ESTIMATES			Pass

Action Text: A motion was made by Schmidt, seconded by Subeck, to Refer to the 1-26-15 BOARD OF ESTIMATES meeting. The motion passed by voice vote/other.

1 BOARD OF ESTIMATES 01/26/2015

Text of Legislative File 36686

Fiscal Note

This resolution outlines the elements of a new request for proposal (RFP) process associated with development of a hotel and other facilities on Blocks 88 and 105, known as the Judge Doyle Square project. In Res. #35723, the Council directed that a new RFP be issued for the project.

The adopted 2015 capital budget includes \$700,000 under PCED project #12 for the South Capitol Transit Oriented District (\$380,000 in Federal TIGER II grant funds and \$320,000 in TID 25 proceeds). The Parking Utility budget includes \$11.95 million in 2015 for replacement of the Government East parking garage (Parking Utility project #2, Judge Doyle Square Garage).

Additional background information on the project to date can be found in Res. #35297 -- Report of Negotiating Team to Board of Estimates at its July 28, 2014 meeting, as well as at the Judge Doyle Square page on the City Planning Division website (<http://www.cityofmadison.com/planning/judgeDoyleSquare/>).

Staff resources from the Department of Planning & Community & Economic Development, Finance, Traffic Engineering, Parking Utility, Monona Terrace and City Engineering will be allocated to provide support for the issuance of a new RFP and review of proposals without the need for an additional appropriation.

All future expenditures associated with the project will require further Council approval other than the costs associated with RFP issuance, review and developer selection and negotiations with the selected developer.

Title

Authorizing the Issuance of a Request for Proposals for the Development of the Judge Doyle Square Project on Blocks 88 and 105

Body

Judge Doyle Square represents an important opportunity to add another dynamic and high quality, tax-generating development for the benefit of the City and its other taxing jurisdictions. Judge Doyle Square can be a destination for residents, employees and visitors by expanding and unifying the restaurant and entertainment district on the south side of the Capitol Square.

The City has an unusual opportunity to fashion a project to re-build the functionally obsolete Government East parking ramp, using the property as a catalyst for new tax producing development. This opportunity can significantly improve the walkability of the Central Business District (CBD) which is the most important element to improve the CBD as a destination. It's the first City initiated development project as a result of the new downtown plan and is intended to:

- Utilize two City-owned, tax-exempt parcels to significantly expand the City's tax base and employment by replacing an obsolete parking facility, activating South Pinckney Street and improving the pedestrian connections between the Square and Monona Terrace;
- Unlock the development potential of the sites through careful selection of mixed uses that includes residential, retail, restaurant, bicycle and parking facilities, and a hotel;

- Retain and grow the business of the Monona Terrace Community and Convention Center; and
- Increase economic and retail activity from additional convention attendees, visitors, downtown workers and residents.

The result of this effort will be a healthier downtown though increased property values, added employment opportunities and downtown residents, improved public facilities, and additional external capital injected into the region's economy by visitors to Madison.

WHEREAS, on December 2, 2014, the Common Council adopted Resolution #RES-14-00920, accepting the November 3, 2014 Report of the Judge Doyle Square Negotiating Team and directing that a new Request for Proposals (RFP) be issued for the development of the Judge Doyle Square project on Blocks 88 and 105 in downtown Madison; and

WHEREAS, the Judge Doyle Square Negotiating Team has completed a set of recommendations for the Council's consideration based on the action taken and the direction received on December 2, 2014 and from the Mayor;

NOW, THEREFORE, BE IT RESOLVED that the Common Council does hereby direct the issuance of an RFP as follows:

1. The RFP be issued no later than January 30, 2015 with proposals due to the City from development teams by April 15, 2015.
2. The Judge Doyle Square Negotiating Team, with the assistance of appropriate City staff resources, will review the RFP responses and report its recommendations to the Board of Estimates no later than May 15, 2015. The Board of Estimates will be responsible for considering those recommendations and recommending follow-up actions to the Common Council for consideration.
3. The RFP include the following requirements:
 - a. The RFP may address redevelopment on both blocks or on Block 105.
 - b. The Madison Municipal Building on Block 88 will remain in civic use (the existing loading dock will be removed). In addition, the City plans to limit vehicular access and establish a pedestrian mall on Martin Luther King, Jr. Blvd between the City County Building and Madison Municipal Building.
 - c. The City of Madison will construct, own and operate the parking to be constructed on Blocks 88 and 105. The City's plans to replace the Government East Ramp on Block 105 and to construct the needed accessory parking required for the new development in a parking facility on Blocks 88 and 105, and to lease the parking required by the development to the private developer. While the City intends to own and operate the parking, it will entertain proposals where the developer would construct the parking. The parking has to be constructed under public works bidding requirements.
 - d. The City is committed to maintaining a significant amount of the existing public parking supply during the construction process.
 - e. The project must be a high-quality mixed-use project that is compatible with surrounding buildings and uses including the Madison Municipal Building, a National Register of Historic Places building.

- f. The project must create a new, walkable extension of the surrounding retail/entertainment district in the 200 block of South Pinckney Street.
- g. A high priority for selection will be given to any project that delivers a major private sector office user(s) totaling 100,000 square or greater as a component of the development.
- h. The project must include a hotel component to complement the Monona Terrace Community and Convention Center. The City's target room count is a minimum of 250 rooms with as large a room block as possible reserved for Monona Terrace, a national affiliation (hotel flag) and a national sales force and reservation system. The proposal should include plans for a high quality, interesting and reasonably priced restaurant either within or adjacent to the proposed hotel.
- i. To the extent a development is sited on Block 88, the City has been considering configuration and massing options for a 70,000 to 140,000 gross square foot City office building on the site also. Development teams should provide the City with options for additional city office space as a part of the RFP response. The mass of the hotel building should be located closer to East Wilson and South Pinckney Streets (i.e., it should be away from East Doty Street).
- j. The development must be affordable for taxpayers with the following expectations:
 - i. The City of Madison will be responsible for financing the cost of the parking.
 - ii. The air rights above the parking must be purchased or leased at fair market value as determined by the City's appraisal.
 - iii. No TIF assistance shall be available for the non-parking elements of the project.