



City of Madison

City of Madison
Madison, WI 53703
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Meeting Minutes - Approved JUDGE DOYLE SQUARE COMMITTEE

Thursday, January 23, 2014

6:00 PM

Madison Central Library, Room 302
201 W. Mifflin St.

CALL TO ORDER / ROLL CALL

Present: 8 -

Shiva Bidar-Sielaff; Michael E. Verveer; Bradley A. Cantrell; Ann E. Kovich; Sandra J. Torkildson; Adam J. Plotkin; Annette Miller and Gregory O. Frank

1 APPROVAL OF MINUTES

A motion was made by Cantrell, seconded by Miller, to Approve the Minutes of the meeting of December 16, 2013. The motion passed by voice vote/other.

2 PUBLIC COMMENT

Chairperson Adam Plotkin asked if any members of the public wished to address the Committee.

Tom Krajewski of 4208 Jerome Street of Madison registered in opposition to the Judge Doyle Square project and wishing to speak. He considers the additional hotel space not to be needed and there are more cost effective measures to assist Monona Terrace.

Andy Olsen of 4108 Hegg Avenue of Madison, representing Citizens Against Subsidizing Hotels, registered in opposition to the Judge Doyle Square project and wishing to speak. He is opposed to any hotel subsidy.

Sue Pastor of 2502 Green Ridge Drive of Madison registered in opposition to any hotel subsidies and wishing to speak. She is opposed to any hotel subsidy, believes the project isn't prudent and compromises revenues that she believes belong to the Madison Metropolitan School District, and recommends the timely closure of TID #25.

3 DISCLOSURES AND RECUSALS

There weren't any disclosures or recusals under the City's Ethics Code by members of the body.

4 Presentation by Isthmus Architecture on its Study for the Renovation of the Madison Municipal Building Commissioned by the City in 2013

At the request of the Committee, Jeanne Hoffman and Brian Cooper of City Engineering and Peter Rott of Isthmus Architecture made a presentation on the renovation study of the Madison Municipal Building, commissioned by the City in 2013. They reviewed the building's history, the condition assessment and programming and space planning work. They also cited other rehabilitation projects in the City of Madison and across the country that utilized older public structures for civic engagement. They concluded that the adjacency of the building to the other public buildings on and near Martin Luther King Jr Boulevard made the Municipal Building's re-use as a civic building a commitment to the John Nolen Plan. They consider City office use the most suitable use for the building which would also create an opportunity for enhanced civic programming within the building and the site.

The Committee asked a number of questions of the presenters following the presentation.

5 Committee Deliberation on Judge Doyle Square Developer Selection

The Chair introduced this agenda item. He suggested that the Committee first discuss and decide on the use of the Madison Municipal Building. Following this discussion, he suggested that the Committee then review the key project elements using the suggestions made by Alder Verveer as a discussion outline. The Committee would start that work this evening and work through as many elements as possible. He also suggested that the outline be forwarded to the two development teams for comment with a response by January 31. He suggested that the Committee, at the February 3rd meeting, would (1) complete the review of the project elements, (2) recommend a development team/project, and (3) suggest negotiation instructions for the next phase of the process for the Common Council's consideration.

Alder Verveer reviewed his suggested preferred project elements:

1. Keep the Madison Municipal Building in civic use.
2. The new structures on Block 88 must be of high design quality and respect the design requirements of the MMB as a National Register of Historic Places building.
3. The development must be affordable for the taxpayers and efficient in the use of City resources. Work to keep the TIF investment focused on the cost of the underground parking cost differential.
4. Rebuild the Government East parking ramp at an affordable cost to the Parking Utility while realizing a new, walkable extension of the retail/entertainment district to the 200 block of South Pinckney Street.
5. A significant amount of the existing public parking supply should be maintained during the construction process.
6. The density of the Block 105 development must not require significant public investment beyond parking related costs to serve the new development.

7. No parking should be constructed at street level that is visible on South Pinckney Street.
8. An ironclad hotel room block agreement of 250 rooms must be achieved.
9. The new hotel meeting/function space should be sized to complement Monona Terrace and not take significant business away from existing Madison hotels. For example, function space for a banquet of 100 people plus multiple meeting spaces.

The Committee agreed to the proposed deliberation procedures.

The first discussion focused on the use of the Madison Municipal Building. Each Committee member expressed his/her respective position on the maintenance of the building as City offices versus an adaptive reuse of the building for a hotel. Six members expressed a preference for maintaining the building as City offices (Plotkin, Verveer, Bidar-Sielaff, Torkildson, Frank and Kovich), one member expressed a preference for the adaptive reuse (Cantrell) and one member held a neutral position (Miller). The Committee agreed that a significant, active connection to the hotel and Pinckney Street was needed and the planning for the Madison Municipal Building and the adjacent hotel needed to be thought of as an integrated development.

The Committee then discussed design quality on Block 88. All members agreed that the new structures on Block 88 must be of high design quality and respect the design requirements of the MMB as a National Register of Historic Places building. There was consensus of the Committee that the JDS 2 proposal from JDS Development LLC has a higher quality design proposal. The Committee cited the Staff Team Report analysis.

There wasn't additional time to consider additional project elements. However, Anne Kovich asked that Item #8 include the statement that "A hotel affiliation with a national reservation system is required." The Committee agreed to her request.

The Committee directed staff to send the project elements list and the staff memo responding to questions from Alder Verveer to both teams for their comments and observations, requesting a written response by January 31, 2014.

6 ADJOURNMENT

**A motion was made by Kovich, seconded by Verveer, to Adjourn at 8:15 p.m.
The motion passed by voice vote/other.**