



## Legislation Details (With Text)

**File #:** 26332      **Version:** 2      **Name:** Report of the Judge Doyle Square Staff Team  
**Type:** Resolution      **Status:** Passed  
**File created:** 5/9/2012      **In control:** BOARD OF ESTIMATES (ended 4/2017)  
**On agenda:** 7/17/2012      **Final action:** 7/17/2012  
**Enactment date:** 7/23/2012      **Enactment #:** RES-12-00559

**Title:** A SUBSTITUTE accepting the Report of the Judge Doyle Square Staff Team dated March 20, 2012 and Directing Further Follow-up Actions.

**Sponsors:** Paul R. Soglin, Shiva Bidar, Chris Schmidt, Michael E. Verveer

**Indexes:**

**Code sections:**

**Attachments:** 1. Judge Doyle Square Staff Team Report-050912.pdf, 2. JDS Committee Presentation.pdf, 3. Marcus & ULI Report on Blocks 88 and 105.pdf, 4. JDS-Chapter-Introduction.pdf, 5. JDS-Chapter 1-Public Involvement.pdf, 6. JDS-Chapter 2-Master Planning.pdf, 7. JDS-Chapter 3-Underground Parking.pdf, 8. JDS-Chapter 4-TIA.pdf, 9. JDS-Chapter 5-Bicycle Center.pdf, 10. JDS-Chapter 6-Environmental Scoping.pdf, 11. JDS-Chapter 7-City Office Space.pdf, 12. JDS-Chapter 8-Project Management.pdf, 13. 2008-Hunden-Hotel-Feasibility.pdf, 14. Version 1.pdf, 15. PC Registration 060412.pdf, 16. registrations 7.18.2012 Common Council, 17. Clear amendment to the Substitute, 18. Clear amendment roll call

| Date      | Ver. | Action By  | Action  | Result |
|-----------|------|--|---|--------|
| 7/17/2012 | 2    | COMMON COUNCIL   | Adopt the following Amendment(s) to the Substitute  | Fail   |
| 7/17/2012 | 2    | COMMON COUNCIL   | Adopt As Substituted                                | Pass   |
| 7/9/2012  | 2    | BOARD OF ESTIMATES (ended 4/2017)                          | RECOMMEND TO COUNCIL TO ADOPT - REPORT OF OFFICER   | Pass   |
| 6/26/2012 | 2    | PEDESTRIAN/BICYCLE/MOTOR VEHICLE COMMISSION (ended 6/2018) | Return to Lead with the Recommendation for Approval | Pass   |
| 6/21/2012 | 2    | MONONA TERRACE COMMUNITY AND CONVENTION CENTER BOARD       | Return to Lead with the Recommendation for Approval | Pass   |
| 6/20/2012 | 2    | ECONOMIC DEVELOPMENT COMMITTEE                             | Return to Lead with the Following Recommendation(s) | Pass   |
| 6/13/2012 | 2    | TRANSIT AND PARKING COMMISSION (ended 06/2018)             | Return to Lead with the Recommendation for Approval | Pass   |
| 6/4/2012  | 2    | PLAN COMMISSION  | Return to Lead with the Recommendation for Approval | Pass   |
| 5/22/2012 | 1    | PEDESTRIAN/BICYCLE/MOTOR VEHICLE COMMISSION (ended 6/2018) | Refer   | Pass   |
| 5/15/2012 | 1    | BOARD OF ESTIMATES (ended 4/2017)                          | Refer   |        |
| 5/15/2012 | 1    | BOARD OF ESTIMATES (ended 4/2017)                          | Refer   |        |
| 5/15/2012 | 1    | BOARD OF ESTIMATES (ended 4/2017)                          | Refer   |        |

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| 5/15/2012 | 1 | BOARD OF ESTIMATES (ended 4/2017)                             | Refer                     |
| 5/15/2012 | 1 | BOARD OF ESTIMATES (ended 4/2017)                             | Refer                     |
| 5/15/2012 | 1 | BOARD OF ESTIMATES (ended 4/2017)                             | Refer                     |
| 5/15/2012 | 1 | COMMON COUNCIL  | Referred                  |
| 5/9/2012  | 1 | Department of Planning and Community and Economic Development | Referred for Introduction |

**Fiscal Note**

Total funding of \$1,750,000 (including \$950,000 in Federal TIGER II grant funds) for this project has been included in the 2012 Adopted Capital Budget of the Department of Planning & Community & Economic Development (DPCED), Project No. 11, "Judge Doyle Square (Block 105)," Account No. 810707. About \$400,000 (\$312K from Federal grant funds) of this amount has been committed already in support of the first phase of the planning process.

This Resolution authorizes initiation of the next phase of planning for Judge Doyle Square - a master planning document for a 12-Block transit-oriented development (TOD) district. A planning team led by Kimley-Horn and Associates, Inc. was selected in 2011 to complete this planning work, after the evaluation of several proposals through a competitive request for proposal (RFP) process. A cost estimate for completion of the master planning document has not yet been developed; funds will come from those already authorized in the capital project and will be subject to additional Council approval via a separate Resolution after cost estimates have been derived.

The estimated cost for a "hotel expert" as proposed in this Resolution to update hotel market data and related activities may range to \$60,000, depending on the scope of services, and will be funded from funds approved in the Judge Doyle Square capital project, subject to approval by the Common Council.

In addition, up to \$100,000 from the Building Improvement Fund as authorized in the 2012 adopted capital budget of Facilities Management (Project No. 5, "General Building Improvements," account no. CB53-54950-810595) will be utilized for the purposes of consulting services for schematic designs and cost estimates for the renovation of the Madison Municipal Building.

City planning staff estimates that this 12-Block TOD Master Planning process will require up to 9 months to complete. Staff resources from the Department of Planning & Community & Economic Development, Traffic Engineering, Parking Utility and City Engineering will be reallocated to provide support for the Consultant Team and Advisory Committee(s) without the need for additional expenditure.

A City Staff Team report (attached to Legistar #25693, 3/15/2012) outlines the potential project scope, challenges, costs and implications. All future expenditures associated with the project will require further Council approval.

**Title**

A SUBSTITUTE accepting the Report of the Judge Doyle Square Staff Team dated March 20, 2012 and Directing Further Follow-up Actions.

**Body**

WHEREAS, on February 22, 2011, the Common Council authorized a path forward for the planning in Block 88 (Municipal Building block) and Block 105 (Government East Garage), which was then called Public Market Square, to engage a joint planning process with Marcus Hotels and their partner in this effort, Urban Land Interests, to more thoroughly understand how a hotel to support Monona Terrace could be developed on Block 88; and

WHEREAS, on July 19, 2011, the Common Council approved the Staff Team's recommendation to engage a

team of planners, architects and engineers formed by the firm Kimley-Horn Associates to undertake the Block 105 planning to include conceptual land use, density and massing recommendations for Block 105 including conceptual floor plans for the underground parking garage and a feasibility analysis for a potential bicycle center; and

WHEREAS, Phase I of the planning for the Judge Doyle Square project is complete and the Judge Doyle Square Staff Team has prepared a Report including Findings and Recommendations for the project to help identify for decision makers the issues and choices and to suggest potential next steps to unlock the significant development potential of Blocks 88 and 105; and

WHEREAS, the development of the project will require multiple phases to build the underground parking and above grade uses in a way that doesn't disrupt the parking supply in the central business district and will likely require a six plus year effort once the necessary public private partnerships have been established; and

WHEREAS, the Madison Municipal Building occupies the west half of Block 88 and the building envelope, electric systems and heating and ventilating systems are in need of major renovation and/or replacement, and

WHEREAS, the uncertainty with the block has delayed the design and construction of the needed improvements to the Madison Municipal Building, and

WHEREAS, schematic designs and cost estimates for City offices within the Madison Municipal Building will provide the city with information that will be useful in understanding what is possible for renovation of the historic building as a municipal building, will provide estimates for budgeting in the future, will help us understand how the Municipal Building could be designed to allow a hotel located on the east side of block 88 to access the street at Martin Luther King Jr Blvd, and will be helpful when evaluating proposals for block 88.

WHEREAS, schematic designs and cost estimates for City offices within the Madison Municipal Building could be completed by a consultant hired by the City as part of an independent RFP and that consultant will later work with the selected developer for blocks 88/105, will support the City as we insure that the needs of the City in regards to municipal office space are met, and will provide the groundwork needed to later prepare the plans for the renovation of the Madison Municipal Building for use as City offices if that option is selected.

NOW, THEREFORE, BE IT RESOLVED, that the Common Council does hereby accept the work product of the Kimley-Horn Associates planning study, receive the work product of the Marcus/ULI planning study, and accept the Report of the Judge Doyle Square Staff Team to conclude Phase I of the project, including the Findings and Recommendations from the Staff Team, dated March 20, 2012 (Updated May 9, 2012).

BE IT FURTHER RESOLVED, that the Common Council does hereby direct the following actions:

1. As the next step in the development process, the Judge Doyle Square Staff Team is directed to draft a Request for Qualifications (RFQ)/Request for Proposals (RFP) for development teams for Blocks 88 and 105 using the Findings and Recommendations of the Judge Doyle Square Staff Team Report and the Blocks 88 and 105 studies as the basis of the RFQ/RFP and to present the recommended RFQ/RFP to the Common Council for approval prior to its issuance.
2. To guide the Staff Team's work, the Mayor is authorized to appoint an ad-hoc committee, the Judge Doyle Square Committee, to oversee the development and implementation of the RFQ/RFP process and to follow up with the City Staff Team on the recommendations adopted by the Common Council in this Resolution. The Committee, to be staffed by the Judge Doyle Square City Staff Team, would consist of nine members comprised of two alderpersons, one member of the Plan Commission, one member of the Transit and Parking Commission, one member of the Economic Development Committee, two neighborhood residents and two members of the downtown business community.

3. To ensure up-to-date data and expertise regarding the hotel component of the project, the Staff Team is authorized 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. To gather further input from property owners, residents and businesses, the Director of Planning and Community and Economic Development and Traffic Engineer are directed to further study the potential for a west-to-east (counter-flow) bicycle route in the Wilson Street travel corridor on the south side of Wilson Street as a component of the Transportation Master Plan planning process.
5. To complete the next phase of the TIGER II grant from the Federal Transit Administration, the Mayor and Clerk are authorized to enter into an agreement with Kimley-Horn Associates to complete the master planning on the 12-block transit-oriented development (TOD) district identified in the Grant Agreement in accordance with the Fiscal Note.
6. To conduct a RFP for consulting services for schematic designs and cost estimates for the renovation of the Madison Municipal Building.