

Project Understanding

Statehouse West will be a highly visible mixed-use facility containing affordable housing, retail including outdoor dining, and parking combined. The success of this project depends on three things: coordination with the design team for the parking ramp, extensive communication with the City of Madison and neighborhood associations, and a deep understanding of the City and its processes.

Statehouse West Group is a team of experts with the talent, knowledge, and resources to design and develop this cornerstone mixed-use facility. The team is made up of Statehouse West LLC, Arnold & O'Sheridan, Inc., Stevens Construction Corporation, and Plunkett Raysich Architects. The Project Manager, Mike Schmidt of Arnold & O'Sheridan, Inc. (A&O), is extremely familiar with the City of Madison and the redevelopment plans as he prepared the schematic drawings for a range of alternatives for the public parking ramp. Mike understands the potential opportunities for parking solutions and the advantages associated with each solution. He will work closely with the parking ramp design team to make sure the construction of the air rights development and the underground parking structure are coordinated effectively.

Curt Brink and James and Marlene Korb of Statehouse West LLC, the developer/owner, are a part of this neighborhood. As property owners in this area, he has attended many neighborhood meetings and understands the vision and preferences of the neighbors and surrounding businesses. Curt has encouraged the design team to create a facility that does not compromise this vision. The Statehouse West development will be a "good neighbor" for the Mansion Hill Neighborhood.

Additionally, Statehouse West Group team members have been involved in many of the developments located near this project. The team understands the State Street Strategic Plan and is intimate with the City of Madison's processes. The team's landscape architect, Ken Saiki, has served on the Lisa Link Park Advisory Committee during its two year education, outreach and planning process. This collective intimate knowledge allows the team to develop the right design solution and coordinate activities accordingly to meet the proposed schedule. The Group will effectively coordinate with the other State Street Reconstruction projects to avoid conflicts during construction of these major projects.

Technical Services

The team is committed to the success of this project. Their current workload allows each member's involvement to complete the project within the proposed schedule.

Statehouse West, LLC is the developer/owner and team leader. Curt Brink is a part of this neighborhood and committed to the success of this development. His involvement at the neighborhood meetings is critical to understanding what potential solutions are feasible to create a dramatic entrance into State Langdon and Mansion Hill Neighborhoods.

STATEHOUSE WEST GROUP PROJECT MANAGEMENT PLAN

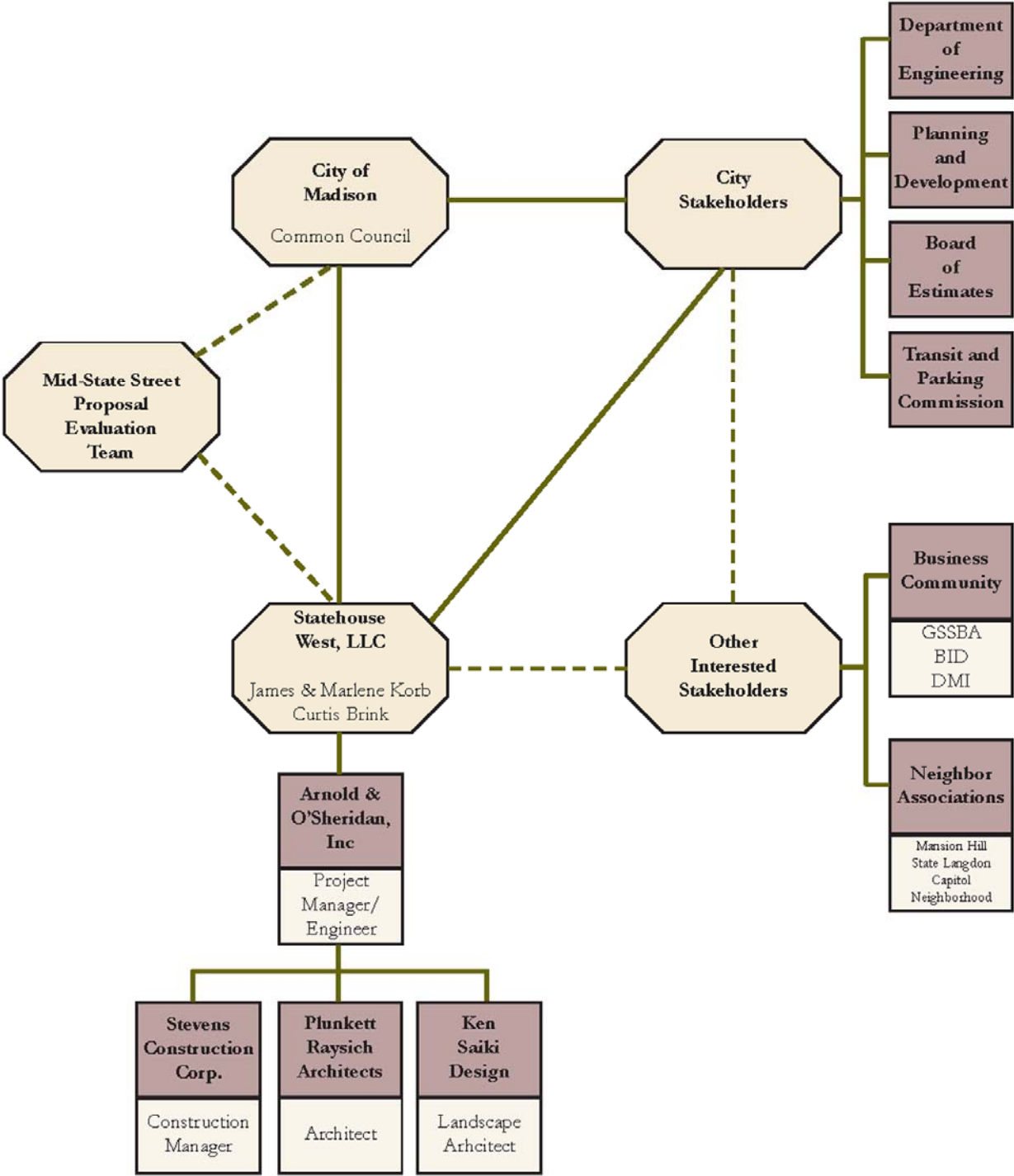
Arnold & O'Sheridan, Inc. will serve as the prime consultant for this project and provide all engineering services. Mike Schmidt will lead the charge for design as Partner-in-Charge and Project Manager. His experience leading large, complex multi-million dollar projects is important to the success of Statehouse West. Mike worked very closely with the City staff to develop a range of potential parking alternatives and knows the advantages of each solution.

Stevens Construction will serve as the construction manager. As the project progresses into the construction phase, Stevens will lead the charge and ensure that it is built on time and within budget. Their extensive experience constructing many other developments in the State Street area is a benefit to our team.

Plunkett Raysich Architects will provide architectural design services. Their expertise is important to ensure that Statehouse West is a highly visible project that complements the neighborhood. Their design encourages the interaction with Lisa Link Peace Park, providing the “eyes on the park” and encouraging people to visit the park. This interaction is necessary for the park revitalization. The park will be an open, active environment that people will want to visit on a regular basis.

Ken Saiki Design will provide landscape architecture services. He is currently involved with the State Street Reconstruction project and served on the Lisa Link Peace Park Advisory Committee. Ken's knowledge and expertise will ensure that Statehouse West offers an interactive, peaceful space for the community and residents.

Organization of the Team



Project Approach

The project approach centers on collaboration. There are multiple stakeholders interested in this project, and timely, accurate communication will be critical to its success. The team synergy among Statehouse West Group creates a positive, proactive approach to this development.

Statehouse West Group is excited to say that the pre-design phase for this project is in all essence completed. Renderings of the proposed design solution are included in Section Two of this submittal. This design solution is a result of several years of interaction with all interested parties. For almost three years, the team members have been involved in discussions with all of the stakeholders and understand what results the City is looking for.

Throughout the process, many of the tasks will be completed simultaneously. Because the pre-design phase is essentially completed, the team is able to immediately start with the design phase, concurrently while the development phase occurs. The development phase includes possible interviews and negotiations with the City, discussing air rights and inclusionary zoning.

The design phase begins with many meetings to gain a consensus among the interested stakeholders and share information about the proposed design. These meetings will occur over a three-week timeframe. First, the team will meet with the City Alderpersons, followed by a meeting with the neighborhood communities. Those neighborhood communities include State Langdon, Mansion Hill Neighborhood, and Capitol Neighborhood Inc. In the third week, the team will meet with the business groups, including the Greater State Street Business Association, Downtown Madison Inc., and the Business Improvement District. Simultaneously the team will conduct an informational meeting with the City Staff, including City Engineering and the Traffic and Parking Authority.

Once these meetings are complete, discussions will begin with the Urban Design Commission, holding informational, preliminary, and final meetings with the goal of obtaining design approval. The team will also hold informational and final approval meetings with the Plan Commission and Common Council to gain their approval of the design. Once all of these meetings are complete and the design is approved, the project can progress through the design development stage and complete construction documents. As many of these meetings are held with the various groups, you'll notice that this strategy emphasizes the team's desire to keep everyone informed of the project while continuing through the design process.

After construction documents are complete, Statehouse West Group will hold a public meeting with all interested parties to discuss how the construction phasing will occur. The residents, businesses, and communities will be impacted by the construction activities, and it's important that they know what to expect. This enhances their involvement in the project and keeps them informed.

Because communication is critical to the success of this project, Statehouse West Group is proposing an additional service that can positively impact this communication. The project communications strategy is defined below.

Project Communications Strategy

Background

State Street is an integral part of the design of downtown Madison, connecting the University of Wisconsin and the State Capitol. The State Street District is a destination being energized and revitalized by the changing landscape (Overture Center, State Street reconstruction) and by its transformation into a multi-modal transportation corridor.

Vision

The Mid-State Street Parking & Mixed-Use Facility is a critical element of the continued revitalization and stabilization of the downtown. The Facility needs to relate to the State Street Strategic Plan and the Lisa Link Peace Park Master Plan, as well as relate to buildings within Madison Downtown Design Zones and the Mansion Hill National Register Historic District.

According to the State Street Strategic Plan, "...many of Madison's suburban residents seldom visit State Street because of its restrictions for automobile traffic and parking."¹ The plan also states that the lack of easy vehicular access and on-street parking limits State Street's potential to compete with shopping centers and malls. An effective communications strategy will educate Madison area suburban residents as to the enhanced traffic and parking opportunities realized by the Mid-State Street Parking & Mixed-Use Facility.

Communications will also assist the City in its efforts to portray the desired character of State Street – an attractive environment in which to shop, work, live and recreate.²

Approach

The Mid-State Street Parking & Mixed-Use Facility provides an opportunity to inform residents of the city of Madison, and the region, as to the continued revitalization of State Street. In addition, the numerous stakeholders will benefit from timely, comprehensive and accurate communication. Stakeholders include the city of Madison's Department of Planning & Development and Department of Engineering; City of Madison Mayor and City Alders; the Greater State Street Business Association (GSSBA); Downtown Madison Partners, Inc.; Downtown Madison, Inc.; the Madison Civic Center; Madison CitiArts; and other State Street Strategic Planning Committee members.

Streamlined and accurate communications relative to the Mid-State Street Parking & Mixed-Use Facility will be beneficial to the internal stakeholders, neighborhood groups, and the Madison area as a whole. The Statehouse West team possesses an intimate knowledge and understanding of the project, as well as the appropriate politics between and among the numerous groups involved and affected by State Street.

Stakeholders require concise and immediate internal communication for thoughtful and timely decision-making. Statehouse West can offer the city of Madison's and State Street's stakeholders a single contact to maintain a consistent, unified representative of the group consensus.

The objective of external communications is to educate neighborhood groups, city of Madison residents and the region as potential State Street visitors. The message will focus upon this Facility's specific contributions to the continued efforts to reinvigorate State Street and how the Facility will complement this highly dynamic, eclectic district.

Tasks

- Create internal (communications restricted to stakeholders) and external (public) Statehouse West web pages within the city of Madison's Department of Planning and Development web site.
- Statehouse West will design and maintain (weekly updates) an internal project web page for the purpose of on-going collaboration and communication with select individuals and organizations directly and indirectly affected and involved with the Mid-State Street Parking Structure + Mixed Use Facility. The site can be designed to allow limited access by certain groups and can post project meeting minutes, support internal communications, etc.
- Statehouse West will design and maintain an external project web page (monthly updates, bi-monthly during construction) to promote the design process to the general public. Digital photography can be included during the planning and construction phases to provide on-going updates as the project progresses. This site can be linked with other city of Madison visitor web sites.
- Establish eight to ten targeted local media contacts, write press releases and follow up with appropriate meetings to keep print and electronic media informed of the State Street Parking + Mixed Use Facility purpose and benefits as they relate to State Street's strategic plan and potential customers; especially those residing in Madison's suburbs.
- Plan and coordinate a State Street celebration/event to recognize all of the businesses, special interest groups and politicians involved with the facility.
- Create a project flyer that announces the additional parking, living and retail benefits provided by the new construction of Statehouse West for distribution by State Street shops to their current customers.
- Design, construct and maintain an on-site project information kiosk as an information tool for current State Street patrons.

¹"State Street Strategic Plan," JJR, Incorporated, 20 July 1999

² Ibid

Communications services will be provided by the marketing and communications division within Arnold & O'Sheridan and on a time and material basis. An agreed upon scope can be prepared with the City of Madison to provide a fee estimate, either under separate agreement or as part of this proposal.