



JUDGE DOYLE SQUARE

**RESPONSE TO REQUEST FOR PROPOSAL
DOYLE SQUARE DEVELOPMENT, LLC**

TEAM MEMBERS: URBAN LAND INTERESTS, NORTH CENTRAL GROUP,
VALERIO DEWALT TRAIN ASSOCIATES, COOPER CARRY,
FINDORFF & CARL WALKER INC.
MAY 1, 2015

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Urban Land Interests



NCG
NORTH CENTRAL GROUP

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RFP FORMS



Block 89, Madison, WI - ULI, VDTA, Findorff & CW

RFQ FORM A

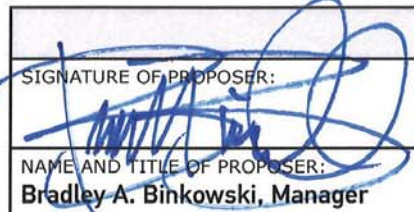
SIGNATURE AFFIDAVIT

Note: This form must be returned with your proposal response.

In signing this proposal, we certify that we have not, either directly or indirectly, entered into any agreement or participated in any collusion or otherwise taken any action in restraint of free competition; that no attempt has been made to induce any other person or firm to submit or not to submit a proposal; that this proposal has been independently arrived at without collusion with any other proposer competitor or potential competitor; that this proposal has not been knowingly disclosed prior to the opening of proposals to any other proposer or competitor; that the above statement is accurate under penalty of perjury.

The undersigned, submitting this proposal, hereby agrees with all the terms, conditions, and specifications required by the City in this Request for Qualifications, and declares that the attached proposal is in conformity therewith, and attests to the truthfulness of all submissions in response to this solicitation.

Proposer shall provide the complete information requested below. Include the legal name of the Proposer and signature of the person(s) legally authorized to bind the Proposer.

Proposal Invalid Without Signature	
SIGNATURE OF PROPOSER: 	DATE: May 1, 2015
NAME AND TITLE OF PROPOSER: Bradley A. Binkowski, Manager	COMPANY NAME: Doyle Square Development, LLC
TELEPHONE: 608.251.0706	ADDRESS: 10 East Doty Street, Suite 300 Madison, Wisconsin 53703
E-mail Address: bbinkowski@uli.com	
Person to Be Contacted If There Are Questions about Your Proposal (if different from above)	
NAME: Ben Schmidt	TITLE: Development Associate
TELEPHONE: 608.441.7561	E-mail Address: bschmidt@uli.com

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Proposer Profile

1. Proposing Company Name:

Doyle Square Development, LLC, whose members will be Urban Land Interests, LLC ("ULI") and North Central Group, Inc. ("NCG").

2. FEIN

TBD

☐ Corporation ☒ Limited Liability Company ☐ General Partnership

3. Form of Organization:

☐ Sole Proprietor ☐ Unincorporated Association ☐ Other:_____.

4. Location of Main Office:

ADDRESS	CITY	STATE	ZIP+4
C/O Urban Land Interests, LLC 10 East Doty Street, Suite 300	Madison	WI	53703-5120

5. Location of Office servicing City of Madison account:

ADDRESS	CITY	STATE	ZIP+4
C/O Urban Land Interests, LLC 10 East Doty Street, Suite 300	Madison	WI	53703-5120

6. Principal Information and Contact:

NAME	Bradley A. Binkowski	TITLE:	Manager
TEL	608.251.0706	TOLL FREE TEL	
FAX	608.251.5572	E-MAIL	bbinkowski@uli.com

7. Contact Person about your proposal if different from above:

NAME	Ben Schmidt	TITLE:	Development Associate
TEL	608.251.0706	TOLL FREE TEL	
FAX	608.251.5572	E-MAIL	bschmidt@uli.com

RFP FORM C

PROPOSER REFERENCES

FOR PROPOSER:	Urban Land Interests, LLC		
Provide company name, address, contact person and information and appropriate information on up to four (4) or more development projects with requirement similar to Judge Doyle Square. If proposer is proposing any arrangement involving a third party, the named references should also be involved in a similar arrangement.			
Organization Name	Wells Fargo Bank		
Project Name	US Bank Plaza		
Address (include ZIP)	90 S. Sevent Street, 19th Floor, Minneapolis, MN 55402		
Contact Person	Glenn Sansburn	Phone No:	612.316.4148
E-mail:	glenn.a.sansburn@wellsfargo.com	FAX:	612.667.1344
Contract Period			
Services Provided	Mortgage lenderfor US Bank Plaza		
Organization Name	Hurley, Burish & Stanton, S.C.		
Project Name	Block 89		
Address (include ZIP)	33 E. Main Street, Suite 400		
Contact Person	Steve Hurley	Phone No:	608.257.0945
E-mail:	shurley@hbslawfirm.com	FAX:	608.257.5764
Contract Period			
Services Provided	Tenant (33 East Main and other ULI Properties) since 1980		
Organization Name			
Project Name			
Address (include ZIP)			
Contact Person		Phone No:	
E-mail:		FAX:	
Contract Period			
Services Provided			

RFP FORM C

PROPOSER REFERENCES

FOR PROPOSER:	North Central Group, Inc.		
Provide company name, address, contact person and information and appropriate information on up to four (4) or more development projects with requirement similar to Judge Doyle Square. If proposer is proposing any arrangement involving a third party, the named references should also be involved in a similar arrangement.			
Organization Name	Robert Peters Company		
Project Name	Omaha Downtown - Hampton Inn & Suites and Homewood Suites		
Address (include ZIP)	3552 Farnam Street, Omaha, NE 68131		
Contact Person	Robert Peters	Phone No:	402.561.2300
E-mail:	rpeters@robertpeterscompany.com	FAX:	402.561.2336
Contract Period			
Services Provided	NCG constructed two new hotels as part of downtown redevelopment project to support Omaha Convention Center and generate significant increment for Downtown TID.		
Organization Name	Marriott International		
Project Name	Variety of Marriott Hotels in WI, IL and AZ		
Address (include ZIP)	9550 West Higgins Road, Rosemont, IL 60018		
Contact Person	Scott Gold	Phone No:	224.515.8182
E-mail:	scott.gold@marriott.com	FAX:	
Contract Period			
Services Provided	Hotel Development Services		
Organization Name	City of Middleton		
Project Name	Various Hotel Projects		
Address (include ZIP)	7426 Hubbard Avenue, Middleton, WI 53562		
Contact Person	Mayor Kurt Sonnetag	Phone No:	608.821.8359
E-mail:	mayor@ci.middleton.wi.us	FAX:	
Contract Period	1996 - 2007		
Services Provided	NCG successfully developed and continues to operate four market rate focused service hotels in the City of Middleton's very successful TID #3. NCG did not use TIF for any of the hotels.		

1



Development Venture and Team



Development Venture and Team

1.1 Legal Name of Proposers:

Partnership Name: Doyle Square Development, LLC

Members: Urban Land Interests, LLC (“ULI”); North Central Group, Inc. (“NCG”)

Officers from ULI: Brad Binkowski and Tom Neujahr

Officers from NCG: David A. Lenz, Jeffrey S. Lenz, and Jonathan D. Bogatay

1.2 Key Entities Comprising the Team:

Doyle Square Development is pleased to submit this response to the City of Madison’s Request for Proposals to develop its Judge Doyle Square project on Blocks 88 and 105 of downtown Madison. ULI and NCG are Madison-based firms with a long-standing commitment to the city we call home. We are excited to offer our services toward this transformational project.

Our team understands the potential of Judge Doyle Square to reshape and invigorate Madison’s downtown. Together our team brings decades of experience in creating transformative projects incorporating office, retail, and multifamily mixes; in providing responsive, guest-centered hotel and hospitality accommodations; and in operating efficient, cost-effective urban parking.

The Judge Doyle Square project will be master-developed by **Urban Land Interests**. Founded in 1974 by principals Brad Binkowski and Tom Neujahr, ULI has for 40 years focused on developing, managing, and investing with the perspective of long-term owners committed to improving the value of every building it touches. ULI strives to build long-term relationships with each of its tenants by providing services that anticipate their needs and exceed their expectations. ULI has focused its efforts primarily in Madison and has been responsible for much of the development creating the unique character and energy of Madison’s Capitol Square and Pinckney Street.

ULI’s hotel partner for the Judge Doyle Square project will be Madison-based **North Central Group**. Since its founding in 1981 by current Chairman David Lenz, NCG has become one of America’s foremost owners, developers, and operators of focused-service and extended-stay hotels. NCG owns and manages 27 hotels in the Midwest and Southwest, including nine hotels here at home in the greater Madison area. In total, NCG owns or operates more than 3,500 guest rooms across the country, concentrating on premium select-service hotels within the Marriott and Hilton families that are similar to the hotel requested in this RFP.



Valerio Dewalt Train Associates will be the master architect for the Judge Doyle Square project. ULI has been working with Valerio Dewalt Train Associates, a Chicago-based architectural firm, to create exceptional buildings for more than 20 years. This working partnership has created award-winning office buildings including the Block 89 redevelopment, the renovation of US Bank Plaza that converted a problematic building to LEED Gold certified, and the current redevelopment of the Anchor Bank properties. In addition, the team recently completed Seven27, a residential development on the west side of downtown Madison.

Contributing Team Members

Various other team members will contribute to the Judge Doyle Square project, as well, including:

Cooper Carry, Inc.

J.H Findorf & Son Inc.

Carl Walker, Inc.

HVS Consulting & Valuation Services

Hotel Architect

General Contractor

Parking Engineering

Market Feasibility Analysis

Urban Land Interests

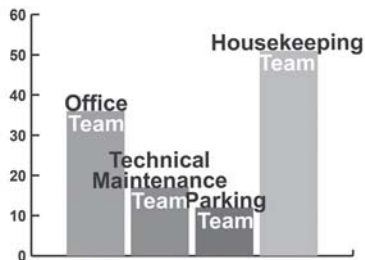
Our Vision

ULI will create and sustain exceptional buildings and tenant relationships that strengthen our communities.

Our Mission

ULI develops, manages, operates and invests in real estate with the perspective of long term owners committed to improving the value of every building. We build long term relationships with our tenants by providing services that anticipate and meet their needs and exceed their expectations. We create buildings of exceptional quality that provide attractive living and working environments by paying relentless attention to the details that separate good enough from outstanding.

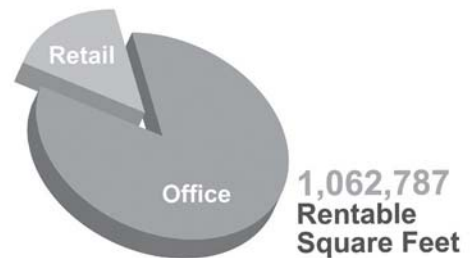
116 Staff Members
on Our Team



528
Apartment Units
Managed by ULI

1,833
Parking Stalls
Managed By ULI

183 Commerical Tenants
in Downtown Madison.



255 (765 potential)
lives saved
Units of blood donated since
2007 at ULI sponsored
Red Cross Blood Drives



16,244
Lbs. of E-Waste properly recycled
by File 13, since 2010, on ULI's
Sponsored Earth Day event.

Our History

Urban Land Interests has been committed to attracting employers, developing quality housing, preserving unique historic properties and creating vibrant new architecture in urban areas for 40 years. Urban Land Interests is a real estate development firm, specializing in the adaptive reuse of existing vacant structures and the development of new downtown projects. Its goal is to create quality developments that will be owned and managed for the long term.

Urban Land Interests was organized in 1974 by Thomas Neujahr and Bradley Binkowski to provide real estate consulting, market and financial analysis to answer the real estate questions of property owners, developers, lenders and space users.

By the spring of 1976, Binkowski and Neujahr were negotiating the purchase for their first adaptive reuse project, a vacant former mineral water bottling house in downtown Waukesha, Wisconsin. The 27-unit apartment project was completed in January 1978. The rehabilitation of the Arcadian Mineral Spring Company bottling house was followed by the adaptive reuse of a largely vacant retail/office building, a hospital, a fire station, a downtown hotel, elementary schools, tobacco warehouses and other historic commercial buildings, setting a course preoccupied with downtowns and older buildings.

Starting with affordable housing projects throughout the state, ULI soon turned its attention to the City of Madison. After completing the renovation of Fire Station No. 2 in 1980, Binkowski and Neujahr have developed Doty School Condominiums, Lincoln School Apartments, Pinckney Row Townhouses and Tobacco Lofts Apartments.

On the office and commercial side, ULI renovated the landmark American Exchange Bank building at the corner of North Pinckney and East Washington Avenue. It added six stories to create the 44 East Mifflin Building. ULI pursued the adaptive reuse of the former JC Penney Department Store on the Capitol Square and combined it with new construction to create the award winning Block 89 development, which produces the highest tax revenue to the City of Madison of any block in the City. Most recently, ULI completed the renovation of U.S. Bank Plaza, which has just attained LEED Gold Status.

ULI is poised to undertake the \$100,000,000 redevelopment of the Anchor Bank Properties starting in Summer 2015, which will transform the entire southwest quadrant of the Capitol Square.



Arcadian Springs 1977

Adaptive reuse of 1890's mineral water bottling house as 27 apartment units.

Fire Station No. 2

Conversion of 1922 fire station to office space.



1980 Sturgeon Bluff

Conversion of 1922 hospital in Wausau WI, into senior housing



Doty School

1982

Adaptive reuse of 1906 downtown elementary school as 17 residential condominium units.



Lincoln School 1985

Adaptive reuse of 1915 lakefront school as 28 apartments.



Insurance Building 1988

ULI purchased the Insurance Building in 1988 and fully modernized the building in 1999. This building enjoys floors that are continuous with the floors in 10 East Doty.

44 East Mifflin

Vertical expansion of 4 story building, adding 6 additional floors of office space.



1990



1981 LaFollette Park

Adaptive reuse of 1922 school in West Allis, WI.



1982

341 State Street

Redevelopment of former Shell Oil property in central Madison as a cluster of 12 retail establishments.



1988 One East Main

Reconstruction of a former J.C. Penney Store to create 86,000rsf of class A office space



1995 American Exchange

Renovation of former American Exchange Bank building, 1871, as class A office space.

10 East Doty

This new 10-story building's innovative design is juxtaposed with the renovated historic Burrows Block & Insurance Building.



1999

Tobacco Lofts

2006

Adaptive reuse of two historic cigar leaf tobacco warehouses from 1899 & 1901 as 61 rental lofts.



U.S. Bank Plaza

2008

ULI purchases this 1972 modernist icon, designed by Bruce Graham, and embarked on a complete renovation & exterior modification.



U.S. Bank Earns LEED

2012

The renovation of U.S. Bank Plaza Culminates in the building earning **LEED EB GOLD CERTIFICATION**. ULI's upgrades reduce energy consumption by **38%** and water consumption by **85%**.



2006



33 East Main

This 134,000 rsf building of glass, stone and stainless steel is the cornerstone of Block89.

2008



Tenney Plaza

Restoration of the 1930 office building on the Capitol Square.

2012



Capitol Hill

This burnt-out building is being reconstructed to include 22 modern apartment units, a 5th floor penthouse addition and first floor retail, while preserving the brick exterior.

2013

727 Lorillard

Currently in development, this apartment building will include 117 premier units with unmatched amenities, modern finishes and superb location.



North Central Group

Company Overview

Founded in 1981 by our Chairman David A. Lenz, North Central Group has become one of America's foremost owners, developers, and operators of focused-service and extended-stay hotels. Our more than 25 company-owned and managed hotels are primarily located in the Southwest and Midwest, concentrating on premium select service hotels within the Hilton and Marriott family.

We are based near Madison, Wisconsin, where we manage more than 1,100 guest rooms across nine different hotels. We leverage our three decades of unparalleled expertise to offer hotel management services to other hoteliers. We also provide hotel development services, renovation and construction management services, as well as complete investment and mortgaging expertise to support any development, renovation, and financing needs.



Valerio Dewalt Train Associates

Who We Are

We are a proactive, creative and high energy firm. Our commitment to the practice of architecture creates powerful design solutions that suit the specific needs of each client. Every project begins with an open mind, so we may best understand the values and needs of our client. Anticipating change within a project allows us to plan for every contingency while respecting budget and schedule. This approach lets us view the parameters of each project as a design question rather than a constraint.

Our Core Values

ENERGY

We are a spirited practice of architecture and design that runs on design energy. Visitors to our office often comment on the vivacity of the space, the purposeful comings and goings, and displays of progress that fill every corner.

INNOVATION

We are serial innovators, seeking the better solution for each project.

AGILITY

We live in a dynamic world, where events often outpace design. It is imperative that we retain a flexibility and openness to change during the entire life of a project.

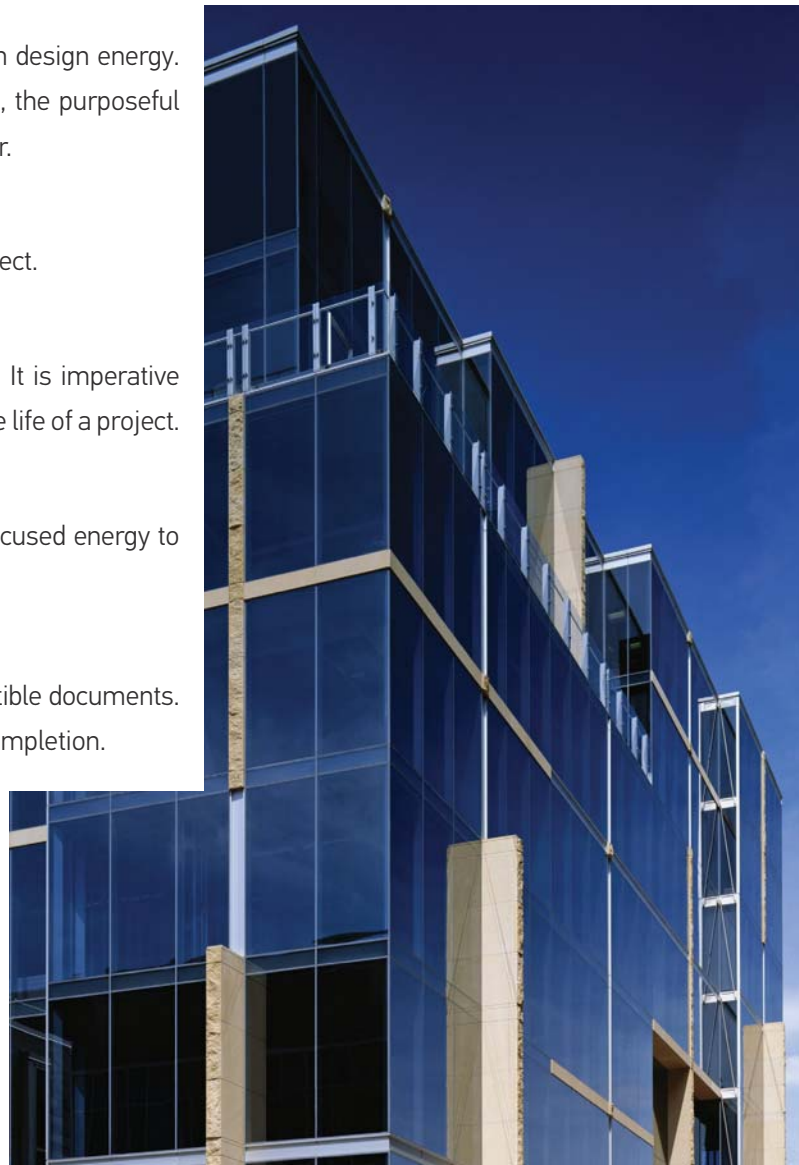
FOCUS

For every project, we zero in on the client's needs and apply a focused energy to finding the best solution. Then we execute with the same focus.

INDUSTRY

We strive to produce complete, coordinated, correct and constructible documents. Our project teams stay with every job from conception through completion.

33 East Main, Block 89



Cooper Carry

Who We Are

Focused on the innovative design of exceptional places, Cooper Carry is one of the nation's most dynamic, context-driven design firms. Our projects are crafted to enrich the experience of the people who interact with them for a day or a lifetime.

An internationally recognized team of design professionals, with vast experience in a variety of project types, collaborate in the pursuit of excellence through the practice of connective design. Each project is a composition of imaginative connections among buildings and their components. But it doesn't stop there, as we strive to incorporate our projects' interaction with surrounding buildings, communities and the environment, all of which are impacted by each other.

Connectivity is the cornerstone of our architectural, planning and urban design approach. Our design process treats landscape as being equal in importance to buildings and we pursue excellence in landscape design just as carefully. Therefore, we combine architecture and landscape design into a rich composition of functional, thoroughly connected spaces formed to unite the experience of the inhabitant, celebrating experience of not only the interior, but exterior environment as well.

Hospitality

Cooper Carry's Hospitality practice group specializes globally in the design of hotels, resorts, executive education facilities, and conference and convention centers, each carefully designed to connect people to place. We are experts in hospitality design and planning and our in-depth knowledge of hotel operational efficiencies, gained through experience, provides measurable value to our clients. We have designed more than 150 hospitality projects, consisting of over 45,000 keys, and more than 1,300,000 square feet of convention and meeting space. We understand that hospitality is a business and that design creates value. Our architects are thought leaders and specialists whose sole focus is the design of hospitality projects. We collaborate with our clients and other stakeholders on a variety of hospitality projects where our core foundation is to champion innovation, fresh thought and creative solutions. Together, we study the possibilities inherent in the relationships between buildings and their surroundings in order to best capture the potential of space, the energy of the street and a unique sense of place.



Arlington Capital View
Renaissance & Residence Inn



Marriott Marquis

Findorff

Overview

Findorff is a company built on character and integrity with a culture that supports giving generously to its community. With 125 years of time-tested experience, Findorff has consistently shown integrity and earned tremendous credibility in its field.

Findorff has served as the general contractor for the majority of ULI's projects, including Block 89, US Bank Plaza, Anchor Properties redevelopment, Seven 27, and others. Through the years Findorff has been an early-adopter of emerging building technologies, invested in efficient equipment, and stayed in front of innovative construction techniques.

As time has progressed, Findorff has established itself as a leading builder in Wisconsin and the Midwest. The Company employs an average of 700 people between its Madison and Milwaukee offices. Additionally, its industry experience has earned over 100 awards in the past 10 years alone, recognizing Findorff's commitment to quality construction and civic initiatives.

Findorff's leadership includes Rich Lynch, Dave Beck-Engel, Mike Dillis, Tim Stadelman, Jeff Tubbs, Jeff McLean, Jim Yehle, and Brian Hornung. These individuals average of 26 years of experience in the industry and serve as great mentors and leaders.

Example Projects over \$50 million:

- Block 89
- Anchor Properties Redevelopment
- Monona Terrace Conference & Convention Center
- Overture Center for the Arts
- Wisconsin Institutes for Discovery
- Epic Systems Corporation
- UW Health at the American Center
- American Family Children's Hospital



Carl Walker, Inc.

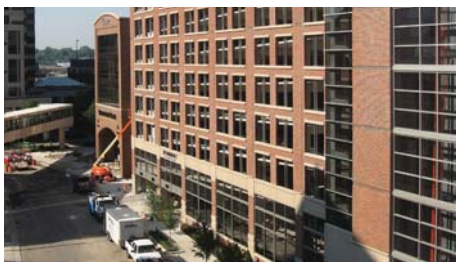
Overview

Carl Walker, Inc. is the pre-eminent parking engineer in the country. ULI and Carl Walker have collaborated on many projects in downtown Madison over the years. Together with ULI, Carl Walker first designed the 473-stall Dayton/Pinckney parking ramp that enabled the development of 44 East Mifflin and 22 East Mifflin on the Capitol Square. Carl Walker later engineered ULI's 743-stall underground parking ramp at Block 89, and Carl Walker has reviewed plans for ULI's 538-stall underground ramp as part of the Anchor Properties Redevelopment.



BLOCK 89—MADISON, WI

The Block 89 Redevelopment was the largest redevelopment in the history of Capitol Square in Madison, Wisconsin. The project included the 10-story Doty Street Building, the three-story Burrows Block Building, the five-story One East Main Addition, provisions for a future five-story building, and a five-level, 742-space, below-grade parking facility. The extensive amount of engineering and construction innovation demonstrated on the underground portion of this project was the result of 1-1/2 years of conceptual design and planning by the design/build team. The project received the Wisconsin Association of Consulting Engineers Engineering Excellence Honor Award.



J.W. MARRIOTT HOTEL PARKING STRUCTURE—GRAND RAPIDS, MI

Carl Walker was hired by Alticor, Inc. to act as structural engineer and parking consultant for a 698-space parking garage at the new 24-story, 340-room Marriott Hotel in downtown Grand Rapids. The eleven-level parking structure, including one level below grade, features a skybridge from the parking structure to the J.W. Marriott. The J.W. Marriott Hotel supports the new downtown convention center and is an economic engine for Grand Rapids.



MICHIGAN STREET—GRAND RAPIDS, MI

This medical center development includes a 2,300-car underground parking deck, two medical office buildings, four 100,000-square-foot towers, which include the Devos Children's Hospital, Van Andel Institute, Spectrum Hospital Lemmen-Holton Cancer Pavilion and Michigan State University's Secchia Center. Two pedestrian bridges and a tunnel connect the parking deck to the facilities. The parking structure was built on a site with a 100-foot slope, which created structural, architectural and construction phasing challenges. Creative re-engineering was also required to accommodate the design of Michigan State University's medical school, as the site wasn't chosen until after the parking deck was constructed.

1.3 Key Project Team Members

URBAN LAND INTERESTS

Brad Binkowski, Principal
Tom Neujahr, Principal
Jon Lindskoog, Parking Operations Manager
Ben Schmidt, Development Associate

NORTH CENTRAL GROUP

Daveid A. Lenz, Founder & Chairman
Jeffrey S. Lenz, President & Chief Development Officer
Jonathan D. Bogatay, CEO
Andrew Inman, Director of Development

VALERIO DEWALT TRAIN ASSOCIATES

Joe Valerio, Design Principal
David Jennerjahn, Principal-In-Charge
Matt Gamache, Project Architect

COOPER CARRY

Rob Uhrin, Principal
Andrea Schaub, Associate Director

1.4 Development Manager for Team

DEVELOPMENT MANAGER:

Brad Binkowski, ULI

PRINCIPAL OR PARTNER-LEVEL INDIVIDUAL

WHO IS CONTACT FOR ALL RFP ISSUES:

ULI	Brad Binkowski	bbinkowski@uli.com
NCG	Andrew Inman	ainman@ncghotels.com
VDTA	David Jennerjahn	djennerjahn@buildordie.com

Urban Land Interests



BRAD BINKOWSKI

ULI
Principal



TOM NEUJAHR

ULI
Principal



JON LINDSKOOG

ULI
Parking Operations
Manager



BEN SCHMIDT

ULI
Development
Associate



Principal

BRAD BINKOWSKI

Brad co-founded Urban Land Interests in 1974. He received a Bachelor of Business Administration degree in real estate and marketing from the University of Wisconsin-Milwaukee in 1970 and a Master of Science degree in real estate appraisal and investment analysis from the University of Wisconsin-Madison in 1971. He was employed by Inland Steel Development Corporation for four years in market analysis, financial feasibility analysis, and pre-construction coordination of new developments. Mr. Binkowski has been a guest lecturer on real estate at the University of Wisconsin-Madison and the University Extension. He has served as president of the Capital Times Kids Fund. He is a founder of the Madison Youth Sailing Foundation and served on the board of Edgewood High School.



Principal

TOM NEUJAHN

Tom Neujahr is a 1963 graduate of Kalamazoo College where he received a Master of Arts degree in English. Tom later earned a Master of Science degree in real estate investment analysis from the University of Wisconsin-Madison. Tom worked in financial analysis for the Denver land planning firm of Harman, O'Donnell & Henninger in 1967. In 1968-69, he worked in Chicago for Richard Lawrence Nelson, who had an international practice in retail location selection and strategy. In 1969, Tom joined the Madison real estate development firm Public Facilities Associates, which was acquired in 1971 by Inland Steel Company. The resulting firm, Inland Steel Development Corporation, undertook developments from Washington, D.C. to Marin County, California. In 1974, Tom co-founded with Brad Binkowski a company called Urban Land Perspectives, Inc., which then became Urban Land Interests. In the ensuing 40+ years, this firm has become a real estate development/ property management company that employs approximately 125 people and oversees a portfolio of the properties they have created.



Parking Operations
Manager

JON LINDSKOOG

Jon Lindskoog joined Urban Land Interests in 2009 as its parking manager. He leads a team that manages over 2,200 parking spaces in downtown Madison. Prior to moving to Madison, Jon worked for Diamond Parking Service in southern California for over 13 years and was its Regional Vice President. He was responsible for over 75 parking properties in 8 cities, spread over 3 counties in the Los Angeles metropolitan area.



Development
Associate

BEN SCHMIDT

Ben Schmidt joined Urban Land Interests in 2015 after 3 years as a commercial real estate lender with US Bank in Madison. While with US Bank, Ben underwrote new loans for the bank's Wisconsin-based real estate clients, including loans secured by office, retail, mixed-use, residential, hospitality, and self-storage properties. Ben earned a JD from Indiana University in 2008 and an MBA in Real Estate from the University of Wisconsin-Madison in 2012.

North Central Group



DAVID A. LENZ

NCG

CHA
Founder & Chairman



JEFFREY S. LENZ

NCG

President & Chief
Development Officer



JONATHAN D. BOGATAY

NCG

CHA
Chief Executive Officer



ANDREW INMAN

NCG

Director of
Development



Founder & Chairman

DAVID A. LENZ, CHA, FOUNDER & CHAIRMAN

David Lenz founded the North Central Group in 1981. The North Central Group was formed for the purpose of developing, owning and operating premium select-service hotels. Dave is responsible for the company's long-term growth strategy and positioning in the hospitality industry. Dave is a member of Hilton Worldwide Hampton Inn & Suites Franchise Advisory Council. He is a Certified Hotel Administrator (CHA) by the American Hotel and Lodging Association (AHLA), past founding board member of PROMAC (Promus Acceptance Corporation), past member of the Courtyard by Marriott Franchise Advisory Council, past founding member of the Super 8 Motels, President's Advisory Council and currently a board member of the University of Wisconsin James A. Graaskamp Center for Real Estate. Dave is also allied with a number of civic and community activities. He was a founding member of the Board of Directors for the Ronald McDonald House of Madison, a founding member of the Badger Air Community Council (BACC), a member of the University of Wisconsin Bascom Hill Society, the Wisconsin Real Estate Alumni Association, and the United Way Alexis de Tocqueville Society.

Dave began his energetic career as a commercial loan officer and appraiser. He also served fourteen years as an officer in the 176th Fighter Squadron of the Wisconsin Air National Guard where he was recently designated the Squadron Honorary Commander. Today he continues his aviation interest by acting as chief pilot for North Central Group's corporate aircraft. Dave holds a BBA in Real Estate and Finance from the University of Wisconsin - Madison.



President & Chief
Development Officer

JEFFREY S. LENZ, PRESIDENT & CHIEF DEVELOPMENT OFFICER

Jeff Lenz is President and Chief Development Officer for North Central Group. He is responsible for the overall development, construction and renovation of all new hotels within North Central Group portfolio. His duties include conducting site selections, contract negotiations, land entitlement and franchise selection, in addition to acting as the owner's representative for hotel design and construction. With regard to asset management, Jeff is also a principal participant in long and short-term planning, evaluating asset acquisitions, dispositions, coordinating real estate and financing transactions and maintaining lender relations.

After graduating from the University of New Hampshire with a Bachelor of Science degree in Business, Jeff went on to earn his Master of Science degree in Real Estate and Urban Land Economics at the University of Wisconsin - Madison. He began his career at North Central Group as a Real Estate Analyst in 1995, and before moving into his current position, he also worked as an Associate for the mortgage banking firm Eberhardt Company in Denver, Colorado and Minneapolis, Minnesota. Jeff is very active in real estate and the local community as a member of the Urban Land Institute and the University of Wisconsin Real Estate Alumni Association in addition to being a Key Club Member of the United Way of Dane County. Jeff enjoys spending spare time with his wife Susan and three sons, Drew, Aidan and Dylan, and coaching their many athletic endeavors. He is also a licensed pilot and acts as co-pilot for North Central Group's corporate aircraft.



Chief Executive
Officer

JONATHAN D. BOGATAY, CHA, CHIEF EXECUTIVE OFFICER

Jonathan Bogatay serves as the Chief Executive Officer of North Central Group. As CEO, Jonathan sets the strategic, operational, financial and cultural expectations of North Central Group to ensure the successful performance of a premier hotel management and development company. Prior to joining North Central Group, Jonathan held several senior management positions with various lodging owners, operators and developers, as well as having worked for Promus Hotel Corporation, now a part of Hilton Worldwide.

Jonathan is currently serving on the Courtyard Franchise Advisory Council, Board of Directors for The Spirit of Greater Madison, the Greater Madison Convention and Visitor's Bureau, the AH&LA Council of Inn's & Suites, the AH&LA Legislative Action Committee. He is the Immediate Past Chairman of the Hilton Garden Inn Franchise Advisory Council and a former ad hoc member of Hampton Hotels' "Make It Hampton" Brand Strategy and Operations Committee.

His passion for the Hospitality Industry and the Marriott and Hilton Family of Brands mirrors his commitment to both his NCG family and that of his own. In his spare time Jonathan collects and restores classic muscle cars from the 1960's and 1970's, is an avid reader, and a recreational golfer.



Director of
Development

ANDREW INMAN, DIRECTOR OF DEVELOPMENT

Andy Inman is the Director of Development for North Central Group. He leads the company's development efforts, including leading site and franchise selections, contract negotiations, land entitlements and design and programming for hotels developed by North Central Group. His duties also include working closely with the Chief Development Officer, Chairman and CEO on market analysis and feasibility/financial analysis on development projects.

Andy's genuine professional passion is developing great projects that have a lasting impact on the community. Prior to joining North Central Group, Andy was part of the development of many of the Madison areas award winning projects from leading the development of The Community of Bishops Bay (2011 NAHB on-the-boards Community of the Year – the top award in North America) to supporting the environmental investigation and construction material testing for The Overture Center. He is currently a member of Downtown Madison, Inc and Smart Growth Greater Madison, Inc. Additional community involvement has been as a board member of American Council of Engineering Companies-WI, Madison Area Builders Association and Middleton Youth Hockey Association, key club member of The United Way of Dane County, and member of the Clean Lakes Alliance and other community groups.

Andy is a graduate of the University of Wisconsin - Madison with a Bachelor of Science in Civil and Environmental Engineering and has many hours of continuing education in Planning, Design, Construction and Real Estate Development. Andy spends most of his free time with his wife and three sons waterskiing on Madison's lakes in the summer and watching or coaching his sons' hockey teams in the winter.

Valerio Dewalt Train Associates



JOE VALERIO

VDTA

FAIA

Design Principal



DAVID JENNERJAHN

VDTA

AIA

Principal-in-Charge



MATT GAMACHE

VDTA

AIA, LEED AP

Project Architect



EDUCATION

Master of Architecture,
UCLA

Bachelor of Architecture,
University of Michigan

AFFILIATIONS

Fellow, The American Institute
of Architects

CERTIFICATIONS

Licensed Architect in California,
Illinois and 19 other states

Certified by NCARB

JOSEPH VALERIO, FAIA

An award-winning architect, recognized for his creativity in project design, Joseph Valerio oversees the design development of all firm commissions. His portfolio, accumulated over a 30 year career, includes a wide variety of projects and numerous design awards. Corporate office, high-tech industrial, institutional, retail, health care, restaurant, residential and theater facilities are all represented.

SELECT PROJECTS

BLOCK 89

*560,000 SF Mixed-Use Development, 770 Car Parking Structure
Madison, Wisconsin*

GODFREY HOTEL

*216,000 SF, 221 Room / 180 Car Parking Structure
Chicago, Illinois*

UNIVERSITY OF CHICAGO - VUE53

*330,000 SF, 267 Unit / 400 Bed Student Housing
Chicago, Illinois, In Development, LEED Gold*

UCSD RITA ATKINSON RESIDENCES

*226 Unit / 452 Bed Student Housing
La Jolla, California, LEED Gold*

161 WEST KINZIE

*390,000 SF, 249 Residential Apartments / 129 Car Parking Structure
Chicago, Illinois, LEED Certified*

SEVEN27 APARTMENTS

*350,000 SF, 117 Residential Apartments
Madison, Wisconsin*

BLACKHAWK HALSTED

*230,000 SF Mixed-Use Development, 547 Car Parking Structure
2 Acre Site, Chicago, Illinois, LEED Silver*

EBAY CAMPUS MASTER PLAN

*2M SF Master Plan, 197,000 SF Office Building
San Jose, CA, LEED Gold*



EDUCATION

Master of Architecture,
University of Wisconsin-
Milwaukee

Bachelor of Architecture,
University of Wisconsin-
Milwaukee

AFFILIATIONS

Member, The American Institute
of Architects

CERTIFICATIONS

Licensed Architect in Illinois,
Wisconsin and Ohio

Certified by NCARB

DAVID JENNERJAHN, AIA

David Jennerjahn has been with the firm since its inception as Valerio Associates in 1988. In 1996, he won the Young Architects Award from AIA Chicago. Dave's innovative work responds to the energy of the urban environment and the spirit of the place. He explores the complex relationship between building and site, site and surroundings, interior space and outdoor rooms. His tireless work ethic has led to the successful completion of complex and demanding urban works around the Midwest.

SELECT PROJECTS

BLOCK 89

*560,000 SF Mixed-Use Development, 770 Car Parking Structure
Madison, Wisconsin*

SEVEN27 APARTMENTS

*350,000 SF, 117 Residential Apartments
Madison, Wisconsin*

US BANK PLAZA RENOVATION

*390,000 SF Urban Redevelopment
Madison, Wisconsin*

MARIGOLD KITCHEN RESTAURANT

*2,000 SF Restaurant
Madison, Wisconsin*

L'ETOILE & GRAZE

*84 Seat Restaurant (L'etoile) and 108 Seat Restaurant (Graze)
Madison, Wisconsin*

GODFREY HOTEL

*216,000 SF, 221 Room / 180 Car Parking Structure
Chicago, Illinois*

EBAY CAMPUS MASTER PLAN

*2M SF Master Plan, 197,000 SF Office Building
San Jose, CA, LEED Gold*

U.S. ROBOTICS U2 MANUFACTURING GROUP

*83,000 SF Manufacturing and Office Center
Skokie, Illinois*



EDUCATION

Master of Architecture,
University of Minnesota

Bachelor of Architecture,
University of Minnesota

AFFILIATIONS

Member, The American Institute
of Architects

CERTIFICATIONS

Licensed Architect in Illinois

LEED AP

MATT GAMACHE, AIA, LEED AP

Since joining Valerio Dewalt Train in 2007, Matt has led some of the firm's most significant projects, contributing to project conceptualization through construction administration on some of our most significant projects. His experience includes 220,000 SF of new construction at the University of Chicago Laboratory Schools, an award-winning design for Juniper Networks' New Jersey Innovation Center, and a new office space for Adobe Systems in San Jose and San Francisco. Most recently, Matt led design efforts for the Technology Corners campus project.

SELECT PROJECTS

GOOGLE TECHNOLOGY CORNERS CAMPUS

*650,000+ SF Campus Renovation
Sunnyvale, California, Under Construction, Tracking LEED Gold*

ADOBE SAN FRANCISCO CAMPUS

*60,000 SF Renovations
San Francisco, California*

ADOBE - GLOBAL HEADQUARTERS, E15-16

*35,000 SF Renovations to the Executive Floors at Adobe's Global Headquarters
San Jose, California*

BEHANCE OFFICE

*Renovations to 6th and 7th Floors, totaling 7,000 SF
New York City, New York*

JUNIPER NETWORKS

*15,000 SF Showroom and Office
Bridgewater, New Jersey*

UCSD RITA ATKINSON RESIDENCES

*226 Unit / 452 Bed Student Housing
La Jolla, California, LEED Gold*

UNIVERSITY OF CHICAGO LABORATORY SCHOOLS

*90,000 SF Arts Wing Addition; 128,000 SF Early Childhood Center;
300,000 SF Historic Renovations
Phase 1 Completed, Phase 2&3 Under Construction, LEED Silver
Chicago, Illinois*

Cooper Carry



ROBIN UHRIN
COOPER CARRY
AIA
Principal-In-Charge



ANDREA SCHAUB
COOPER CARRY
AIA, LEED AP
Project Manager



MICHAEL LINKER
COOPER CARRY
AIA, LEED AP
Project Architect



EDUCATION

Bachelor of Architecture,
Virginia Polytechnic Institute and
State University

AFFILIATIONS

Member, The American Institute
of Architects

Member, Urban Land
Institute

Member, Virginia Society
of the Arts

CERTIFICATIONS

Licensed Architect in Maryland
and 6 other states

Certified by NCARB

ROBERT UHRIN, AIA

Rob is one of our leaders of our national hospitality practice. He leads a thriving hospitality studio in Cooper Carry's Alexandria office, where he combines resources from our national practice to complete projects nationwide. During a decade in Atlanta working on multiple building types, Rob settled on hospitality. This varied architectural experience gives Rob the particular ability to integrate hospitality projects into the mixed-use environments that Cooper Carry finds fundamental to our design philosophy.

Mr. Uhrin's favorite projects include urban infill that revitalize an existing urban area and represent investment in the surrounding neighborhoods. Currently he is leading projects that range in diversity from a massive urban scale down to boutiques, while being a thought leader as the industry continually redefines itself.

Beyond his hospitality and conference center expertise, Uhrin also grasps Cooper Carry's emphasis on mixed-use design to create truly livable, authentic places. He's regularly on the road, pitching a greater vision of the 21st-century hotel as a gathering place surrounded by restaurants, shops, offices and townhouses, wrapped into a truly spectacular place. Rob has held a leadership design position on nearly 30 hotels and 6,000 keys, more than half of which have been in an urban setting, where the building is expected to catalyze its urban environment.

SELECT PROJECTS

HOSPITALITY

Residence Inn, Arlington, VA

The Westin Alexandria & The Jamieson Condominiums, Alexandria, VA

Halstead Tower, Alexandria, VA

+ 58 Hospitality Projects

MIXED-USE

811 Peachtree Street Mixed-Use, Atlanta, GA

31st Street Redevelopment, Virginia Beach, VA

14th Street Mixed Use, Virginia Beach, VA

+ 10 Mixed-Use Projects

OFFICE

950 North Glebe Road, Arlington, VA

Atrium at Tuttle Crossing, Columbus, OH

Creekside Crossing Office Building, Brentwood, TN

+ 6 Office Projects



EDUCATION

Bachelor of Science in
Architecture,
Georgia Institute of Technology

Philosophy of Education Pro-
gram,
Reggio Emilia, Italy

Undergraduate Studies,
Department of Interior Design
Auburn University

AFFILIATIONS

Member, The American Institute
of Architects

Member, Council of Educational
Facility Planners International

Society for College & University
Planning

CERTIFICATIONS

Licensed Architect in Georgia

LEED AP

ANDREA SCHAUB, AIA, LEED AP

Andrea grew up in several cities around the United States, then settled into undergraduate studies at the Georgia Institute of Technology, where she received her Bachelors degree in architecture. While attending Georgia Tech, she participated in a study abroad program and spent her senior year living in Paris, studying art, architecture and French culture. She returned and remained in Atlanta for the following 12 years as she built her architectural experience, concentrating on both hospitality and educational projects. She moved to Northern Virginia in 2005 to continue her career at Cooper Carry. Andrea has served diverse project roles from Project Architect to Senior Designer. She brings a passion for furniture design and fabrication that includes sculptural and functional pieces featured in galleries and restaurant venues. Since joining Cooper Carry, Andrea has worked collaboratively with various teams, developing concepts for new and renovation projects.

SELECT PROJECTS

HOSPITALITY

1522 K Street Hotel Conversion, Washington, DC, 164 rooms

50 M Street Hotel, Washington, DC, 195 rooms

Arlington Capital View Renaissance and Residence Inn, Arlington, VA

Baltimore Harbor East Hyatt Place, Baltimore, MD, 208 rooms

Capitol Point Hyatt Place, Washington DC, 200 rooms

Carlyle Towers Westin Hotel & Condominiums, Alexandria, VA

Constitution Square Hilton Garden Inn, Washington DC, 204 rooms

Courthouse Hilton Garden Inn Renovation, Arlington, VA, 193 rooms

Crystal City Sheraton to Westin Conversion, Arlington, VA, 218 rooms

Dual-Brand Hotel, Tysons Corner, VA, 297 rooms

Dual-Brand for Madison Anchor Bank Site, Madison, WI, 300 rooms

Embassy Suites, Springfield, VA, 219 rooms

Fairfax Ridgewood SpringHill Suites, Fairfax County, VA, 140 rooms

+ 26 Hospitality Projects

RESIDENTIAL

Potomac Center Condominiums, Prince William Co., VA

West Village at Shirlington Adaptive Re-use, Arlington, VA

+ 5 Residential Projects

OFFICE

800 North Glebe Road, Arlington, VA

900 North Glebe Road, Arlington, VA

Dulles Station, Herndon, VA

+ 7 Office / Corporate Projects



EDUCATION

Master of Architecture,
University of Michigan

Bachelor of Science in
Architecture,
University of Michigan

AFFILIATIONS

Member, The American Institute
of Architects

CERTIFICATIONS

Licensed Architect in Michigan

Certified by NCARB

LEED AP

MICHAEL LINKER, AIA, LEED AP

Originally from Northville, Michigan, Mike's passion for architecture began early through independent drafting at a young age. Four years of engineering and architecture courses in high school quickly prepared him to continue his studies at the University of Michigan Taubman College of Architecture and Urban Planning to receive a Bachelor of Science degree in architecture.

Mike continued his studies at the University of Michigan to receive a Masters in Architecture in 2004, focusing his graduate research on experiencing space and provoking feelings through the formal and material manipulation of a proposed hospitality project in one of our National Parks. Before joining Cooper Carry, Mike worked as an intern in Southfield, Michigan, focusing on many aspects of architectural practice including design, project management, and marketing.

After starting at Cooper Carry in the spring of 2004, Mike worked on multiple mixed use projects including multi-family residential, retail, office, and hospitality, gaining invaluable experience with a wide array of project types and uses while completing his internship. After obtaining his license, Mike settled into our Hospitality Studio, and has quickly become a leader on his projects. Along with working in the Hospitality Studio, he has become involved with assisting other young architects with preparing for the registration exam through mentoring.

SELECT PROJECTS

HOSPITALITY

1522 K Street Hotel Conversion, Washington, DC
Arlington Capital View Renaissance and Residence Inn, Arlington, VA
Baltimore Harbor East Hyatt Place, Baltimore, MD
+ 10 Hospitality Projects

MIXED-USE

Blowing Rock Main Street Village, Blowing Rock, NC
Jupiter Inlet Village, Jupiter, FL
The Spectrum, Falls Church, VA

RESIDENTIAL

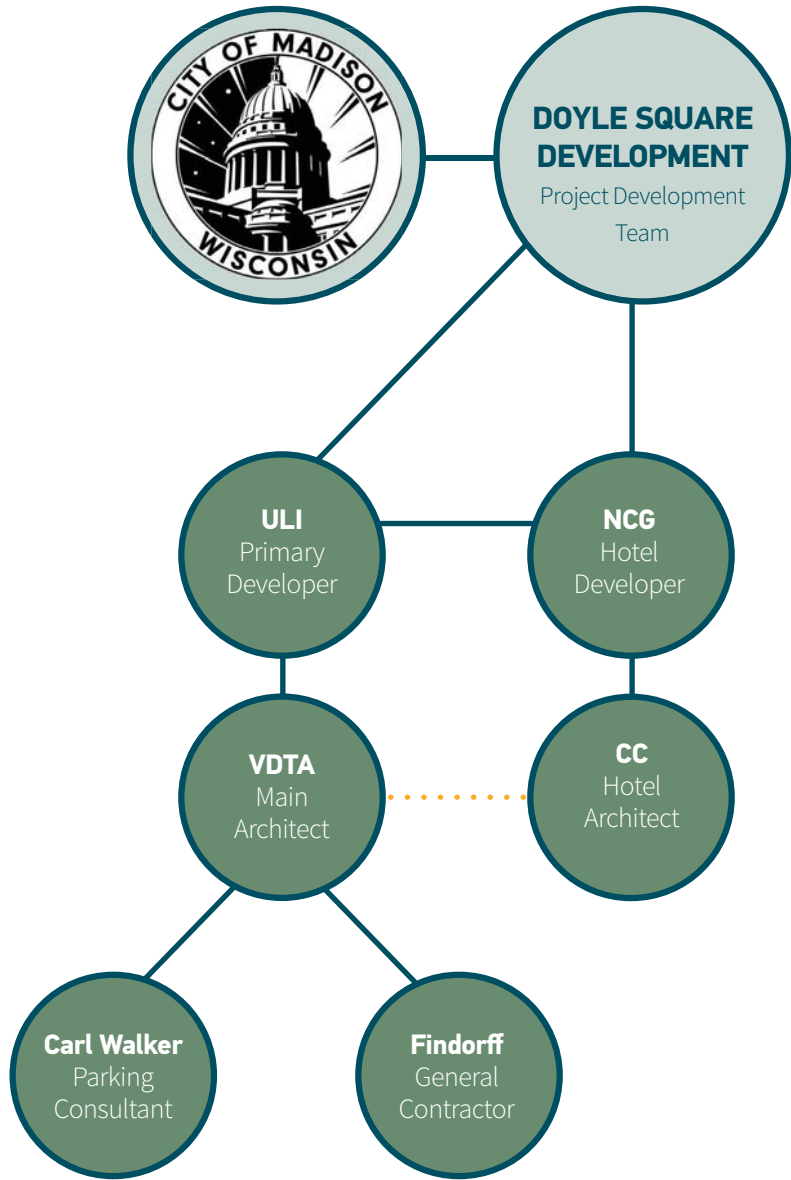
The Woodley, Washington, DC

GOVERNMENT

Lowell Police Headquarters, Lowell, MI
Milford Police Addition, Milford, MI
Troy Police and Fire Headquarters, Troy, MI

1.5 Proposed Team Organization

Doyle Square Development proposes to work in partnership with the city to successfully develop the Judge Doyle Square site. Doyle Square Development, LLC is comprised of ULI and NCG. The team organization is diagrammed below.



1.6 Proposed Team Availability

The proposed project team is readily available and committed for the duration of the Judge Doyle Square project.

2



Experience



2

Experience of the Team to Successfully Undertake the Project

- 2.1** Demonstrate Capability/Experience in Planning/
- 2.2** Designing/Constructing/Managing Mixed-Use Urban Scale Project(s) similar to proposed Judge Doyle Square.

The concepts presented in this proposal reflect the expertise the Doyle Square Development team has gained over the years by investing in downtown Madison.

The same team of ULI, VDTA, Findorff, and Carl Walker that completed Block 89 is again assembled to complete the Judge Doyle Square project, along with the addition of NCG and CC for the hotel portion of the project. In addition to Block 89 and Judge Doyle Square, this same team is also poised to build underground parking spanning under Carroll Street in redeveloping the Anchor properties.

The following pages in this Chapter 2 present additional insight into our individual firms, comprehensive lists detailing our various experiences, and case studies of certain projects where we believe the experience we gained will be most applicable to Judge Doyle Square.



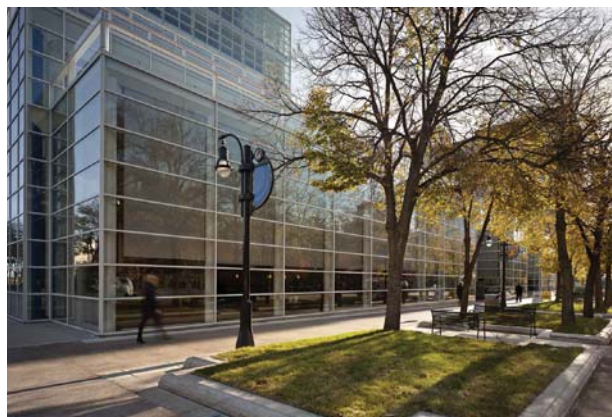
ULI + VDTA Experience

Anchor Properties
Madison, WI

ULI and VDTA represent a collaborative team creating award winning developments for over 20 Years. The project most comparable to the Judge Doyle Square project is the Block 89 development that ULI completed in 2006. Public financing was extended to finance 743 stalls of underground parking to catalyze construction of approximately 490,000 SF of office and retail space now existing in the block. This public-private partnership was a tremendous success, with all public funds having now been repaid. The block is fully assessed at \$54,500,000 making it the most highly-assessed block in Madison. Design for Block 89 was respectful of existing historic buildings, including the Insurance Building (originally built for the Beavers Reserve Fund Fraternity) and the Burrows Block.

With the success of Block 89, ULI and VDTA have continued to team together on several additional projects in Madison, Wisconsin. These projects are highlighted below and featured on the following case study pages more in depth:

- Anchor Properties 224,000 SF
- US Bank Plaza Renovation 310,000 SF
- Seven27 Apartments 117 Residential Units



US Bank Plaza, Madison, WI



Block 89, Madison, WI



Hampton Inn
Omaha, NE

NCG Experience

North Central Group is recognized as one of the hospitality industry's premier hotel development and management companies. We are a Madison-based, award-winning company that has successfully developed over 50 hotels throughout the Midwest and Southwest over the past 30 years. NCG currently owns or manages 27 hotels across the country, including nine hotels and 1,000+ guestrooms in the greater Madison market. With that level of commitment to Madison, we are the largest Madison-area hotel management company.

NCG has also recently received approval from the City of Madison to build its tenth Madison-area hotel – the AC Hotel by Marriott – just one block off Madison's Capitol Square on East Washington Ave. The AC Hotel by Marriott will bring a new level of hotel amenities to the serve the downtown market and is anticipated to be operational by January 2017. Since 2007, the NCG team has been honored with over 35 of the top awards given to Marriott and Hilton franchise partners. These awards and honors validate our commitment to providing exceptional service and the highest overall quality for our guests. The most noteworthy awards include multiple times being awarded each of the following:

- Marriott Partnership Circle Award
- Hilton Lifetime Achievement Award
- Marriott Property of the Year
- Hampton Lighthouse Award
- Marriott Renovation Property of the Year
- Hilton Circle of Excellence Award
- Marriott Diamond, Platinum, Gold, and Silver Award(s)

Select Project Team Experience

Below is an overview of select relevant project team experience for our primary project team members. Additional case studies have been provided at the end of this chapter with additional project details.

MIXED-USE	LOCATION	SIZE	TEAM
Block 89	Madison, WI	560,000 SF	ULI + VDTA
US Bank Plaza	Madison, WI	310,000 SF	ULI + VDTA
Anchor Properties	Madison, WI	224,000 SF	ULI + VDTA
44 E Mifflin	Madison, WI	86,000 SF	ULI
Blackhawk Halsted	Chicago, IL	230,000 SF	VDTA
161 West Kinzie	Chicago, IL	390,000 SF	VDTA
Vue53	Chicago, IL	400,000 SF	VDTA

PARKING	LOCATION	SIZE	TEAM
Block 89	Madison, WI	770 Cars	ULI , VDTA, CWI
Anchor Properties	Madison, WI	538 Cars	ULI + VDTA
Dayton / Pinckney	Madison, WI	473 Cars	ULI + CWI
161 West Kinzie	Chicago, IL	180 Cars	VDTA
Blackhawk Halsted	Chicago, IL	547 Cars	VDTA
Mighigan Street Development	Grand Rapids, MI	2300 Cars	CWI
Atlantic Station	Atlanta, GA	7234 Cars	CWI

APARTMENTS	LOCATION	SIZE	TEAM
Anchor Properties	Madison, WI	88 Units	ULI + VDTA
Seven27	Madison, WI	117 Units	ULI + VDTA
Capitol Hill	Madison, WI	22 Units	ULI + VDTA
Lincoln School	Madison, WI	28 Units	ULI
Tobacco Lofts	Madison, WI	61 Units	ULI
Nine Line	Madison, WI	80 Units	ULI
161 West Kinzie	Chicago, IL	249 Units	VDTA
1401 South State	Chicago, IL	278 Units	VDTA
State + Huron	Chicago, IL	130 Units	VDTA
Vue53	Chicago, IL	267 Units	VDTA
Rita Atkinson Residences	San Diego, CA	226 Units	VDTA

RESTAURANT + RETAIL	LOCATION	SIZE	TEAM
L'Etoile	Madison, WI	5,000 SF	ULI + VDTA
Graze	Madison, WI	5,000 SF	ULI + VDTA
Marigold	Madison, WI	2,000 SF	ULI + VDTA
Francesca's	Madison, WI	5,000 SF	ULI + VDTA
Colectivo Coffee	Madison, WI	3,000 SF	ULI
Johnny Delmonico's	Madison, WI	5,000 SF	ULI
DLux	Madison, WI	3,000 SF	ULI
Starbucks	Madison, WI	2,000 SF	ULI
Tavernakaya (proposed)	Madison, WI	3,000 SF	ULI
Lucille (proposed)	Madison, WI	8,000 SF	ULI
Sardine	Madison, WI	4,200 SF	VDTA
Garmin	Madison, WI	10,000 SF	VDTA
Sixteen at Trump	Chicago, IL	16,000 SF	VDTA

HOTEL	LOCATION	SIZE	TEAM
AC Hotel by Marriott	Madison, WI	164 Keys	NCG
Courtyard by Marriott	Middleton, WI	136 Keys	NCG
Courtyard by Marriott	Madison, WI	127 Keys	NCG
Residence Inn	Middleton, WI	122 Keys	NCG
Hampton Inn & Suites	Madison, WI	132 Keys	NCG
Homewood Suites	Madison, WI	122 Keys	NCG
Hilton Garden Inn	Middleton, WI	133 Keys	NCG
Godfrey Hotel	Chicago, IL	221 Keys	VDTA
Freehand Hostel	Chicago, IL	215 Keys	VDTA
AC Hotels by Marriott	Atlanta, GA	166 Keys	CC
Marriott Marquis	Washington, DC	1,175 Keys	CC
Raleigh Marriott City Center	Raleigh, NC	400 Keys	CC
Capitol Point Hyatt Place	Washington, DC	200 Keys	CC
Dual-Brand Hotel	Tysons Corner, VA	297 Keys	CC

2.3 Demonstrate your team's experience with public/private partnerships.

ULI and the City of Madison have worked together on various publicly-financed real estate deals since the 1980s. Select experience has been listed below.

PUBLIC/PRIVATE	YEAR	SCOPE
Lincoln School	1985	Issuance of housing revenue bonds to finance purchase and lease of underlying site to facilitate adaptive reuse into apartments
One East Main	1986	Issuance of Redevelopment Revenue Bonds to finance conversion of JC Penney department store on Capitol Square
44 East Mifflin	1991	Issuance of Parking Revenue Bonds and TIF to support construction of 6 additional floors to existing 4-story office building and to create 4-level above-grade parking ramp serving existing office buildings
American Exchange Bank	1993	Loan from Madison Capital Revolving Fund for renovation of historic 3-story office building
Block 89	2000 - 2004	Issuance of Parking Revenue Bonds and TIF to construct 5-level below-grade parking structure serving Block 89 mixed-use buildings constructed above the parking structure
Tobacco Lofts	2005	Issuance of TIF and loan from Madison Capital Revolving Fund to support adaptive reuse of historic tobacco lofts into apartments

ULI used a combination of CDA taxable Revenue Bond Financing and TIF assistance to facilitate the construction of both the Dayton/Pinckney parking ramp and the Block 89 parking ramp. ULI was a responsible steward of those investments and paid off all of the related revenue bonds ahead of schedule. For those two projects alone, the City's initial \$33,000,000 investment fostered the development of more than \$82,000,000 in assessed value that is now on the City's tax rolls.

2.4 Disclose any Alleged Significant Prior/Ongoing Contract Failures, etc.

No members of the Doyle Square Development team have any significant prior or ongoing contract failures, tax delinquencies, pending litigation, or other matters that might otherwise impair our ability to undertake and complete the Judge Doyle Square project.

2.5 Disclose any Potential Conflict of Interest(s)

No members of the Doyle Square Development team have any conflicts of interest that might otherwise impair our ability to undertake and complete the Judge Doyle Square project.

Anchor Properties, Madison, WI



1 East Main, Madison, WI

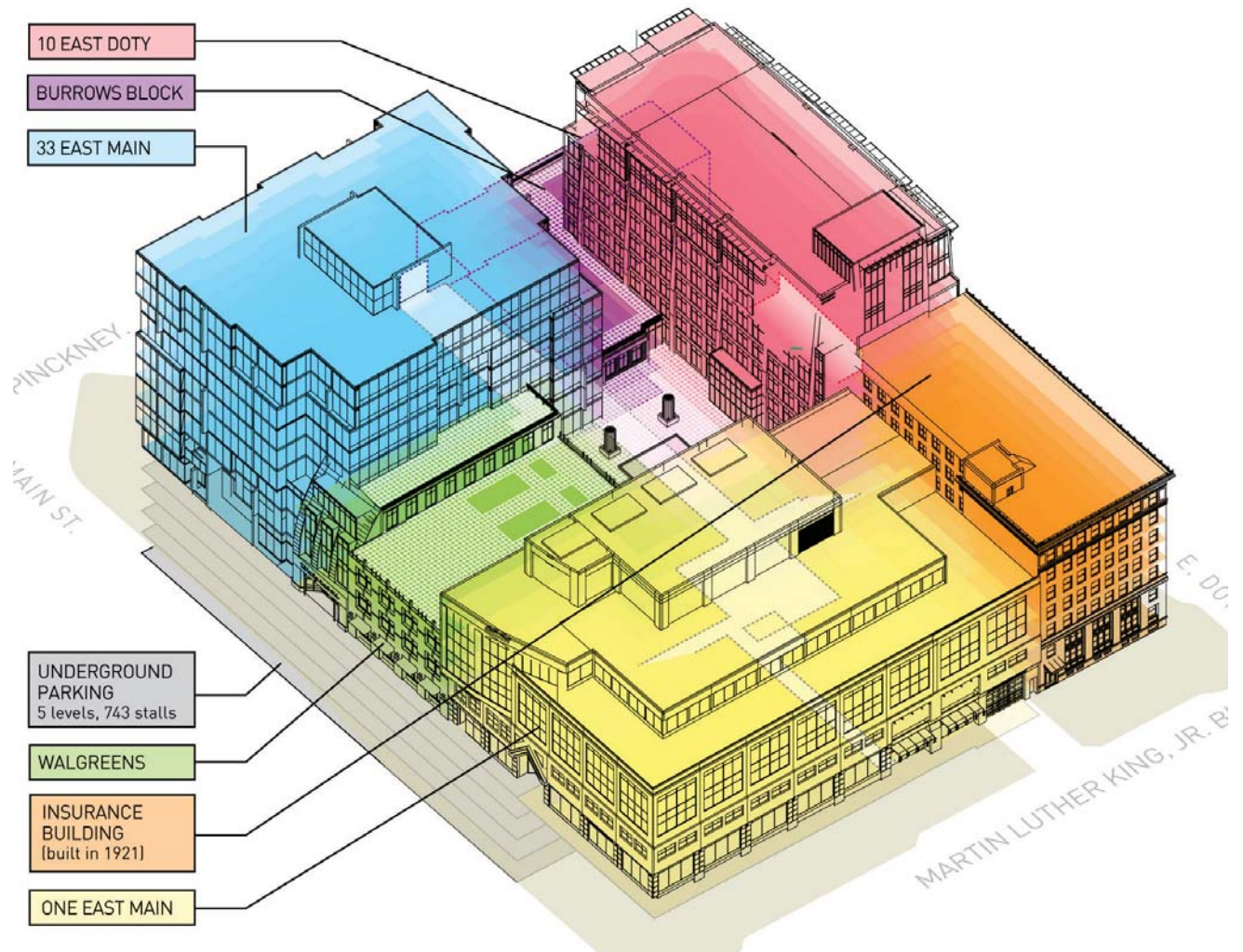


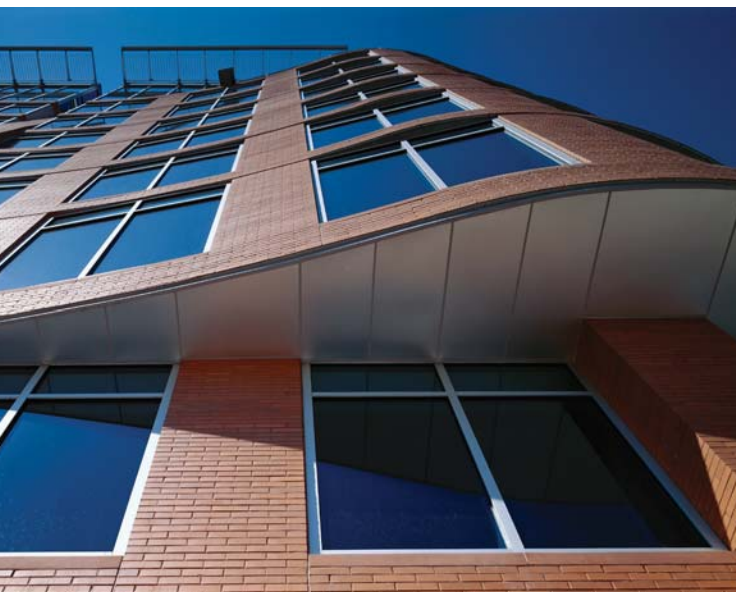
Block 89

MADISON, WISCONSIN - ULI & VDTA

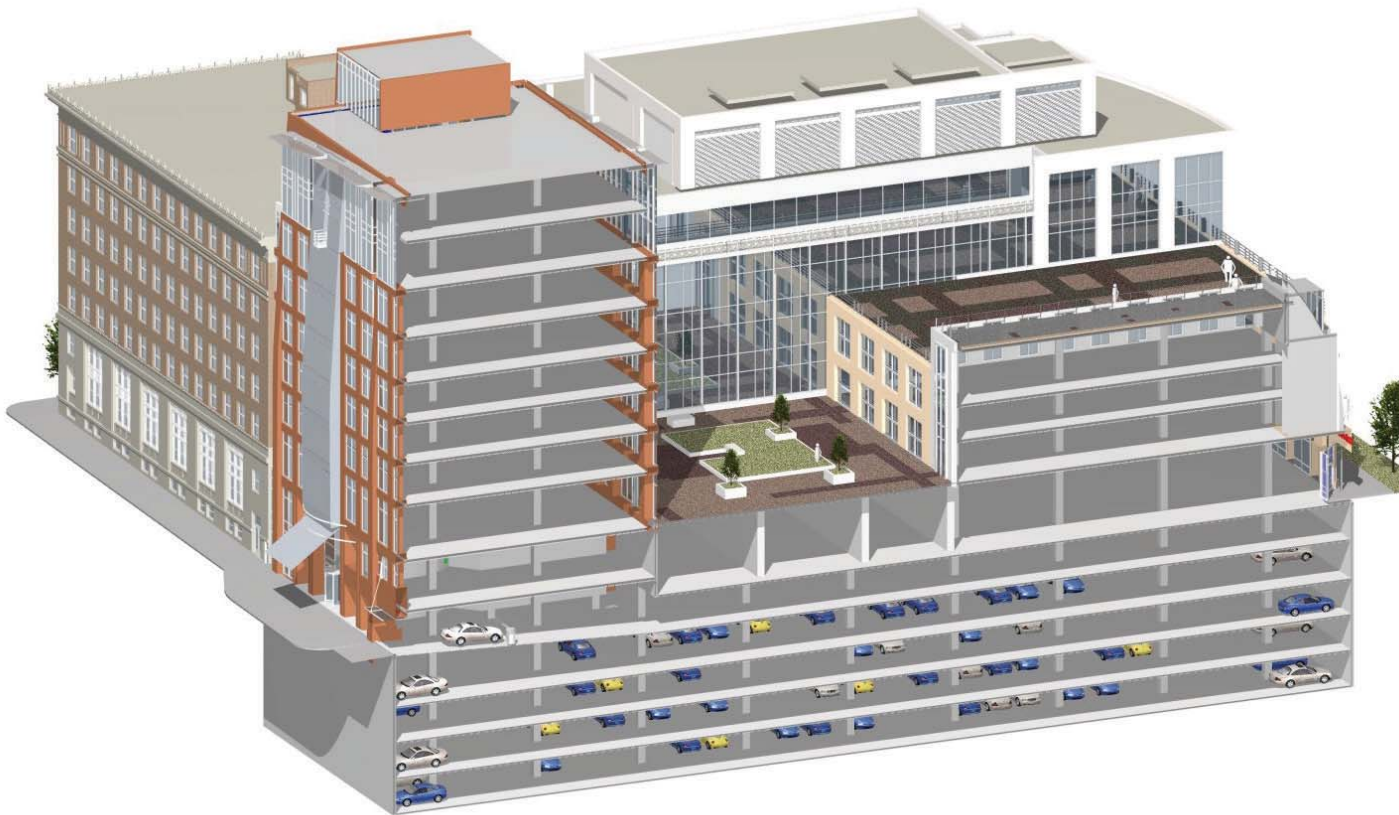
The redevelopment of this historic block, located opposite the State Capitol in downtown Madison, includes a combination of new construction and renovation, carefully designed and integrated to preserve the original character of the site. The block consists of four individually designed buildings built around a common infrastructure of parking and service facilities. By designing a series of individual buildings, the scale of the block harmonizes with the historic character of the surrounding district with a modern architectural expression. The architecture of the block has evolved from something known and expected to something unusual and unexpected. Components of the program includes 490,000 SF of office space, 60,000 SF of retail shops and a 743-car, below-grade parking structure.







Doyle Square Development | Response to Request for Proposal



Section diagram highlighting five floors of underground parking at Block 89



Anchor Properties Redevelopment

MADISON, WISCONSIN - ULI & VDTA

Located on two city blocks facing Capitol Square in Madison, Wisconsin, the Anchor Bank property consists of a 1960's era complex of structures - an office building on one block and a 7 story above grade parking garage across Carroll Street on the other. VDTA was engaged to re-vision both parcels of the property for new, more dynamic uses to enhance the urban fabric of the downtown area. With a budget of \$65M and a two year construction schedule, the realized design consists of the renovation and expansion of the existing 106,000 SF office building into Class A office space with an addition of 96,000 SF, a new five-level underground 538 stall parking garage that extends from one block to the other under Carroll Street serving both parcels uses, and an 88-unit rental apartment building which will bring activity to this area of the Square. The comprehensive development of the Anchor Bank properties will restore the office building to a condition that will make it competitive in the downtown Madison leasing market, provide much needed parking and with new restaurant, retail and residential uses, provide life and activity in this downtown urban neighborhood. Construction start is anticipated in Summer 2015.





Doty Street section highlighting underground parking at Anchor Properties redevelopment.

US Bank Plaza Renovation

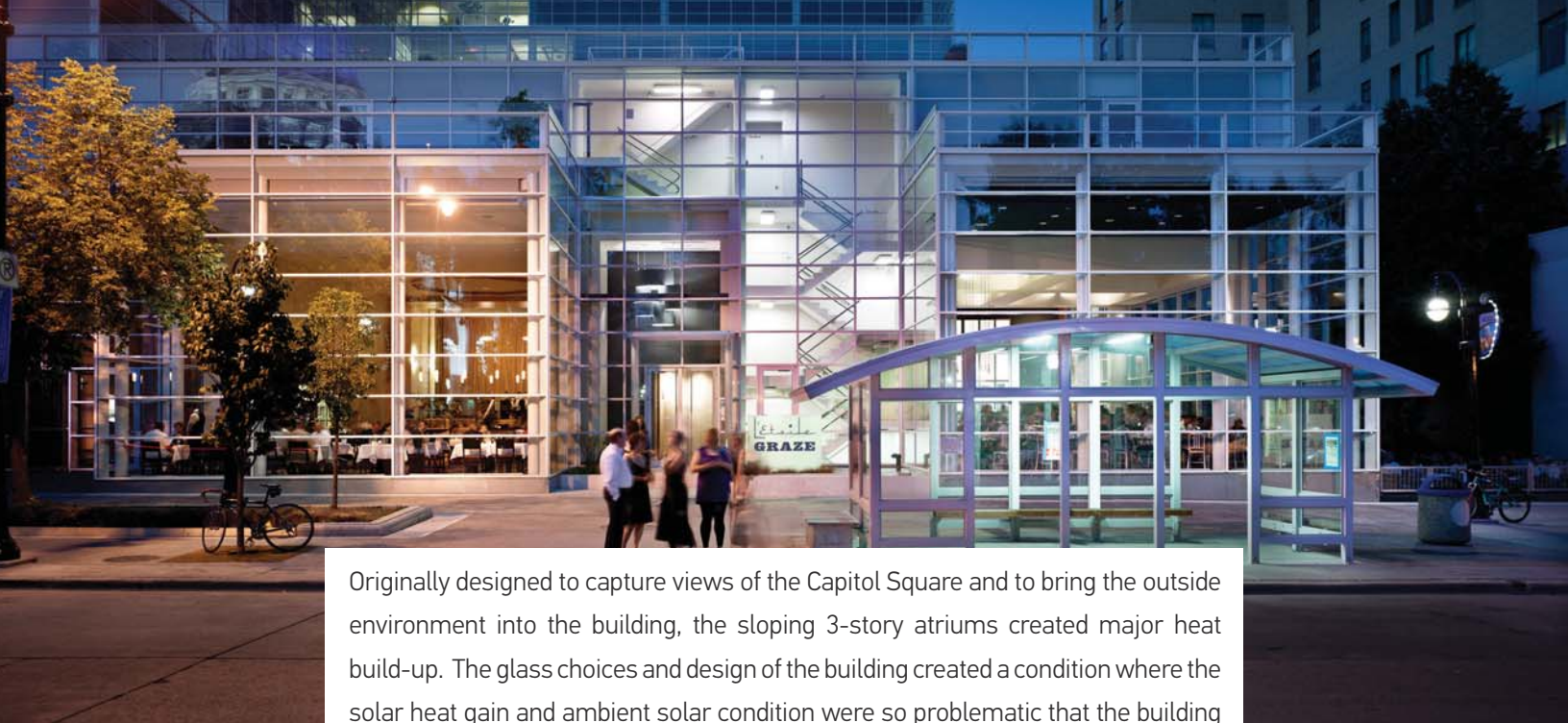
MADISON, WISCONSIN - ULI & VDTA

This Madison landmark was designed in the 1970's by Bruce Graham of SOM. When ULI acquired the building in 2008, it was in need of significant renovations to cut its energy costs and to meet contemporary Class A office standards. As originally constructed, the 9-story building had several "winter gardens" facing the Capitol square. These were removed and replaced with leasable space topped by rooftop terraces. A wing of the building facing Webster street was expanded to produce a more efficient footprint. Extensive mechanical upgrades, new elevators and a renovated lobby makes the building much more suited to multi tenant occupancy

After a 3 year renovation, U.S. Bank Plaza is the first existing building in Dane County to be retro-fitted to LEED Gold standards.

The renovation of U.S. Bank Plaza reversed a downward slide caused by decades of reluctance by the former owner to make capital investments. As part of the complete renovation, ULI's team cut energy usage by 38% and water usage by 85%, from 32 million gallons of water used in 2007 to 3.9 million gallons used in 2011. This environmental sea change required financial investment, dedication of the ULI team, cooperation from our community of tenants and a company that is truly committed to the values it advertises.





Originally designed to capture views of the Capitol Square and to bring the outside environment into the building, the sloping 3-story atriums created major heat build-up. The glass choices and design of the building created a condition where the solar heat gain and ambient solar condition were so problematic that the building could not deliver an office environment acceptable to its tenants. Employees in workstations behind the glass atriums used umbrellas and cardboard in a futile effort to create shade. The transparency originally envisioned for the atriums became obscured by films and shades that had been installed on the sloped glass in an unsuccessful attempt to reduce glare and heat gain. As part of the exterior modifications, the sloping atriums were removed. With the addition of glass with high shading coefficient on the southern facades, the building now takes advantage of natural day lighting without experiencing the same solar heat gain.

The HVAC systems did not produce tenant comfort in spite of the enormous consumption of energy. Since its purchase of U.S. Bank Plaza in 2008, ULI's team and Environmental Systems Design, Inc., have been on a mission to conserve energy in this 1973 building. ULI has:

- Replaced outdated cooling towers with high efficiency equipment.
- Replaced the chillers with high efficiency units.
- Replaced all perimeter induction units.
- Converted the interior zones from a constant volume system to a variable air volume system.
- Installed a new building HVAC automation system with DDC controls.
- Implemented green cleaning procedures.

Building common area renovations and all tenant construction included replacement of existing lighting fixtures with efficient alternatives, installation of low consumption plumbing fixtures and installation of finishes that met LEED standards. ULI replaced tired and outdated legal offices with contemporary open work environments that revitalized the building. New restaurant spaces were created to bring energy and vitality to the ground floor of the building.





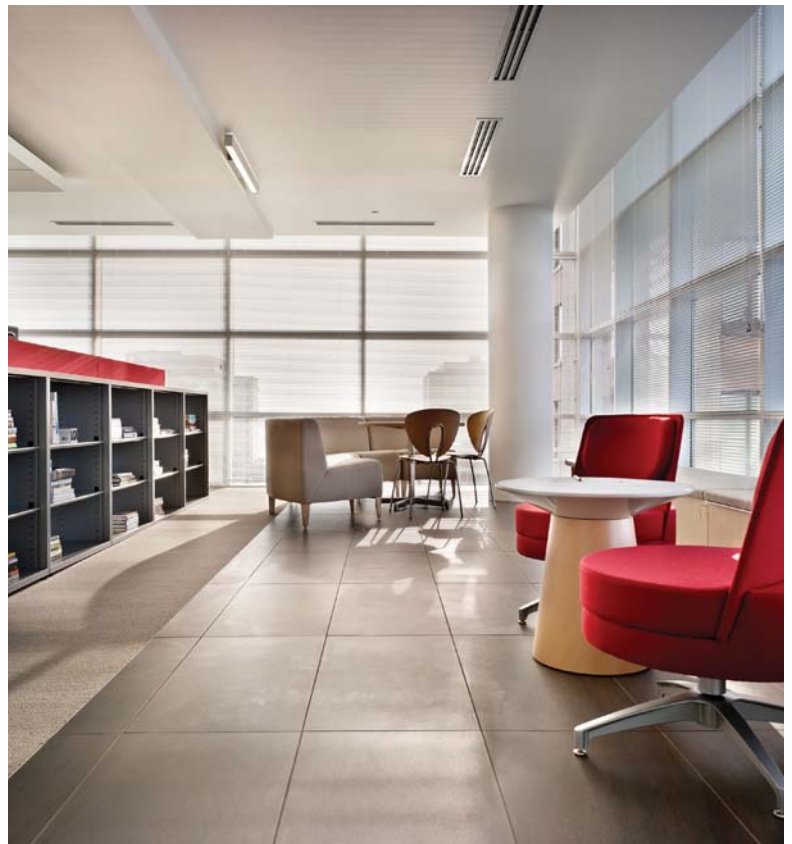
US BANK PLAZA FEATURED TENANT L'Etoile & Graze

Originally established in 1976, L'Etoile is Madison's premier dining experience. New owners Tory and Traci Miller and Dianne Christiansen selected the ground floor of the recently renovated US Bank building on Capitol Square for the restaurant's new home. The soaring space, originally designed as the Bank's lobby hosts a re-imaged L'Etoile, and reflects the restaurant's commitment to locally grown foods. The main dining room, which seats 84, incorporates elements of the original restaurant along with recycled farmstead elements complemented by slate, hickory wood and carpeting. A mezzanine-level private dining room accommodates 96 guests. Located adjacent to the new home of L'Etoile, Madison's premier dining venue, Graze is a gastro-pub that seats 108 guests. With its Urban-casual character, Graze offers a unique dining experience and maintains its owner's commitment to locally grown and harvested foods. Designed with hard surfaces- wooden floors, concrete bar, Graze is meant to be loud, fun and accessible to diners and late-night patrons alike.



US BANK PLAZA FEATURED TENANT Lindsay, Stone & Briggs

Lindsay, Stone & Briggs (LSB) is a new office tenant in Madison's iconic US Bank Plaza. The nearly 40-year-old building was recently renovated to achieve Energy Star certification and a LEED Existing Building Silver Rating. LSB contributed to the rebirth of the building by occupying a long vacant, 6,000 square foot space on the fifth floor. LSB's office suite is organized by a series of wall planes dividing the interior into layers of space. The perimeter is surrounded by floor-to-ceiling glass, filling the interiors with natural daylight, connecting to the energy around the Capitol Square, and allowing stunning views out to Lake Monona.

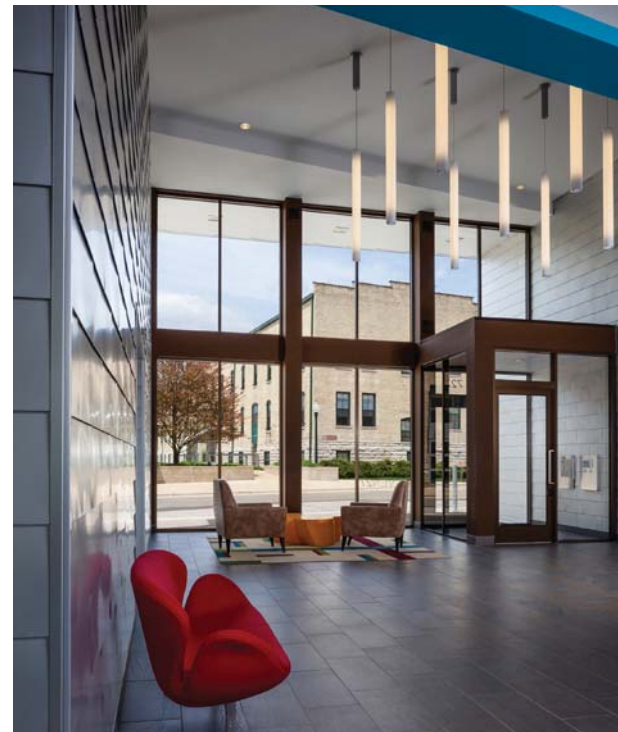




Seven27

MADISON, WISCONSIN - ULI & VDTA

The design for the building - a U-shaped plan with varying height wings - is oriented toward the south for views to the bay and lake, as well as optimum access to daylight and natural ventilation. The western face, steps down to 3-stories and its massing is shaped to smaller “house-sized” elements to best mimic the single-family homes across the street. The two wings forming the “U”, create arms that form a landscaped courtyard -- an extension of the abutting city parkland -- embracing green space into the center of the building and covering the underground parking with a communal use green roof and terrace. Rain gardens, located just south of the courtyard, collect the outfall from the roof leaders and allowing it to permeate back into the water table. A large green roof occupies a portion of the covered garage and is designed to seamlessly merge into the adjacent terrain, while providing a recreation and gathering area for the building residents. Taking advantage of the site’s proximity to the downtown area, as well as public transportation and recreational activities, the team designed the project with a reduced level of parking from the market and supplemented with significantly more bike storage than is commonplace in the area. The residential units are designed with a highly efficient floor plans, minimizing the overall footprint of the building. In addition, large high performance glazing units are located in all units, allowing for daylighting regardless of view.









AC Hotel by Marriot

MADISON, WISCONSIN - NCG

North Central Group's AC Hotel by Marriott is located one block off the Capitol Square in the City of Madison, the Capitol Gateway Corridor. One of the City's cornerstone goals of the Corridor Plan is to create an inviting, vibrant entry into the Downtown core and the State Capitol. NCG worked closely with the local neighbors; City staff, alders and committees; and Marriott International to select an exciting, design focused brand, modern architectural design, and active public spaces to create a striking hotel that will be new, refreshing and uniquely Madison.

The AC Hotel by Marriott features:

- Public Spaces offering a crisp, contemporary design, and social spaces with local connections accented by museum-quality and local art.
- The tenth floor AC Lounge creates a dynamic atmosphere with an incredible Madison view, offering evening signature cocktails, quality wines, and local craft beers along with "small plate" local food offerings. The AC Lounge will also provide Madison residents with the perfect location to begin or end their evening.
- The AC Breakfast provides a fresh focused selection of fresh and artisan foods.
- The signature AC Guestroom boasts sleek European-inspired design

NCG anticipates opening the AC Hotel by Marriott in January 2017.



City of Middleton

MIDDLETON, WISCONSIN - NCG

The City of Middleton created TID #3 in 1993 as a means to provide the necessary public infrastructure to stimulate economic development and jobs within planned areas of the City. In 1993, the projected value of the new development to be created was \$44.9 million. NCG was a vital partner for the City of Middleton throughout the life of TID #3. In 1996, NCG was one of the first businesses to develop in TID #3 with the Fairfield Inn and Suites (currently undergoing a complete interior and exterior renovation). Eleven years later, NCG completed its fourth hotel in TID #3, the Courtyard by Marriott, resulting in over \$24 million in incremental value, without the use of any TIF. The four NCG properties provided not only tax increment to support the TID #3 expenditures, but they provided hotel rooms necessary to support the employment growth within the TID. To date, TID #3 has been one of the most successful TID's in the state resulting in more than \$624 million in new tax base.





Fairfield - Renovation 2015

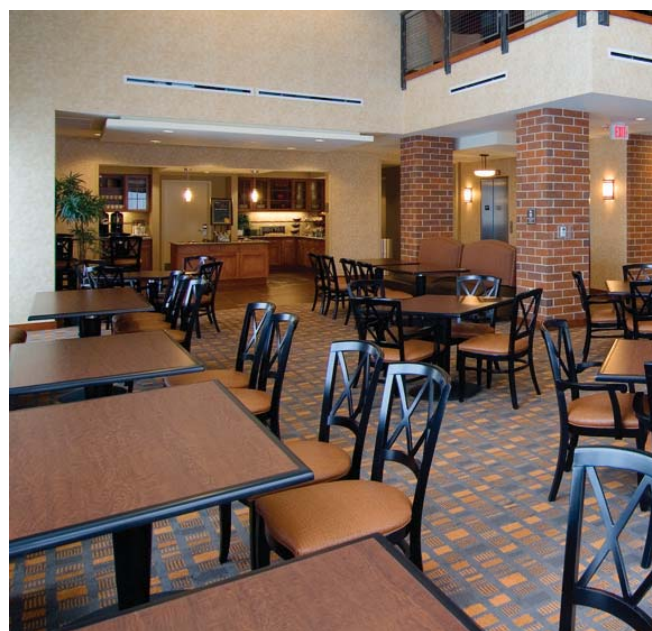




Homewood Suites



Doyle Square Development | Response to Request for Proposal





City of Omaha

OMAHA, NEBRASKA - NCG

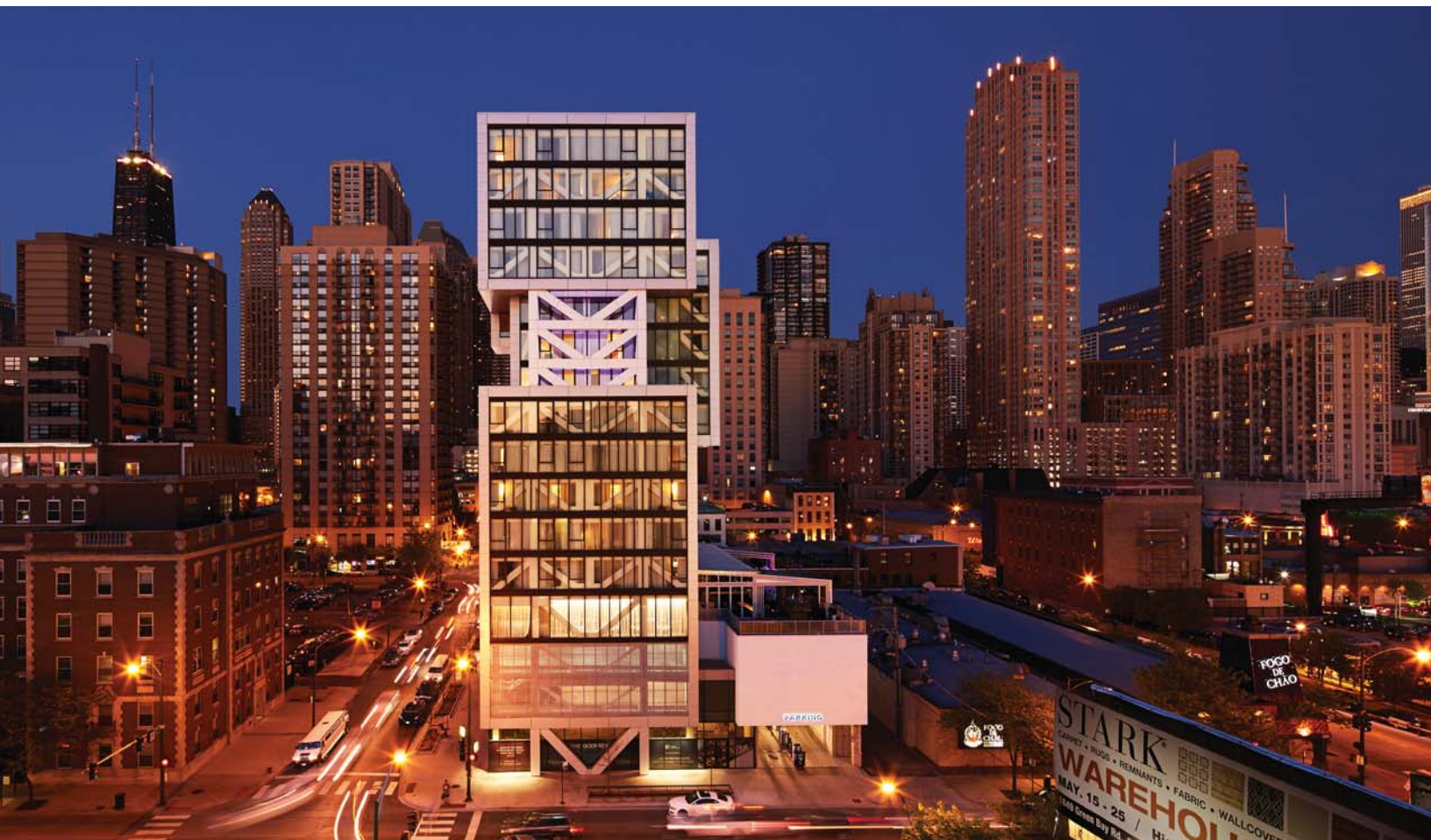
In 1999, NCG secured development approvals for the Hilton Garden Inn Hotel in Downtown Omaha. This upscale, select service hotel provided additional room capacity for a redeveloping downtown market and was one of the catalysts for the City of Omaha moving forward in 2000 with a \$500 million plan to construct a new convention center and arena in downtown Omaha. The hotel opened in 2001, an eight story, 178 room property which included an upscale third party restaurant, Nick & Tony's. The project also included development and management of a 5 level 180+ stall parking structure. Six years later, NCG developed two additional hotels in the downtown marketplace, a four story 139 room Hampton Inn and Suites and an eight-story 123 room Homewood Suites extended stay hotel located a few blocks north in Downtown Omaha. The hotel projects were part of a larger brownfields redevelopment. The City broke ground on TD Ameritrade Park, the new home of the College World Series across the street the following year. NCG has a successful track record of working with local municipalities and convention and visitors bureaus to grow the business and leisure travel economy. By working with the City of Omaha and effectively utilizing Tax Increment Financing, NCG helped to not only redevelop downtown Omaha, but the hotels now support TD Ameritrade Park's and the Century Link Convention Center's efforts to attract collegiate and professional sporting events, conventions, and business events to downtown Omaha.

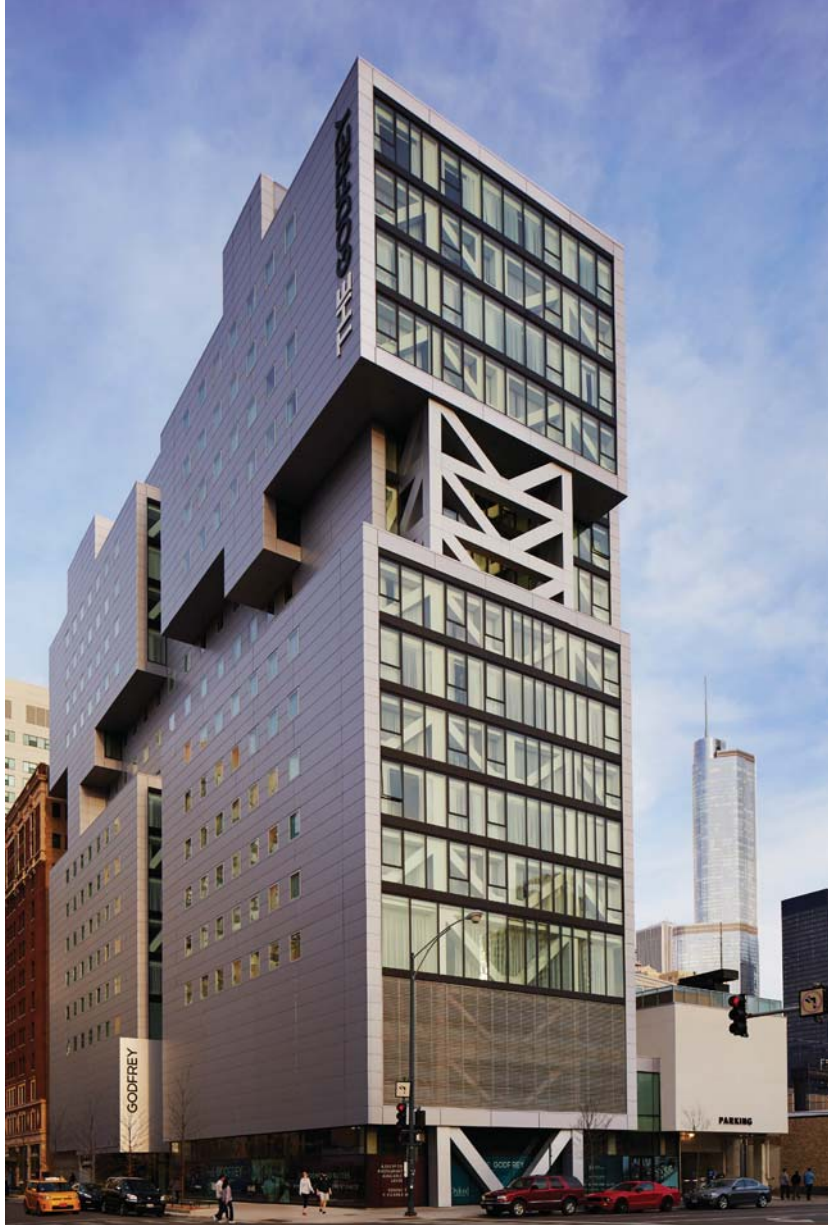


Godfrey Hotel

CHICAGO, ILLINOIS - VDTA

The form of the Godfrey Hotel is an expression of its staggered truss structural system invented by William LeMessurier in 1966. In this system, story high steel trusses span across the full width of the building and are staggered from floor to floor. Precast planks span from the top chord of one truss to the bottom chord of another truss on the floor above. This system is very light in weight, can be erected rapidly and has a very low floor to floor height. It also is a system where the deep trusses allow a remarkable freedom to express the program of the hotel, where today's guest is looking for that unique room satisfies their unique needs and preferences. From its base the building form is offset three times, creating rooms of varying depths, creating 26 different room types for a hotel with 221 keys. In addition, the long span trusses create large clear span public and amenity spaces on the 4th floor. The structural system allows the design to celebrate the human variability its guests, expressing this fact with a form that seemingly defies gravity obeying its own fuzzy logic. It is the exception, along LaSalle Street, that proves the rule that all tall buildings should be boxes no matter what their function.



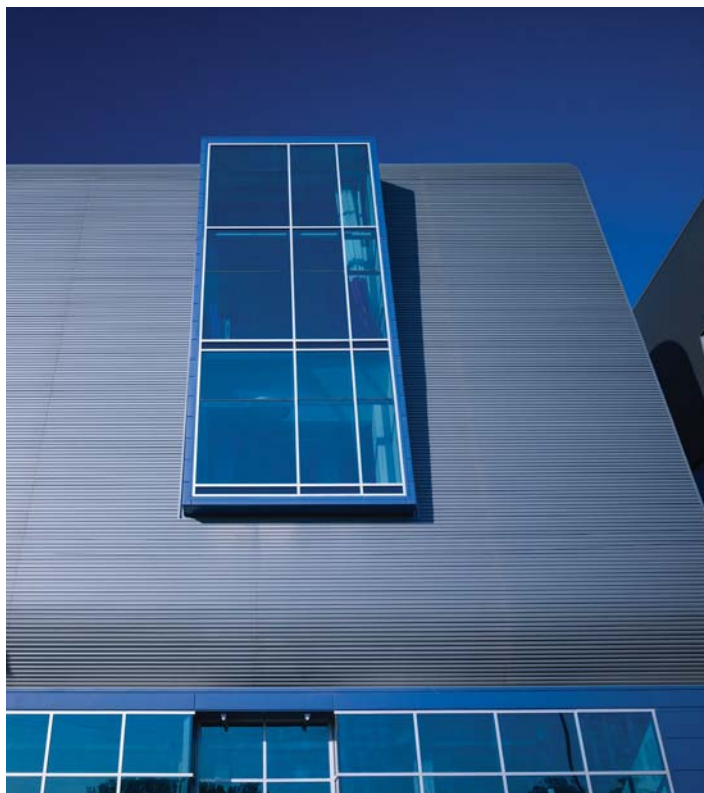
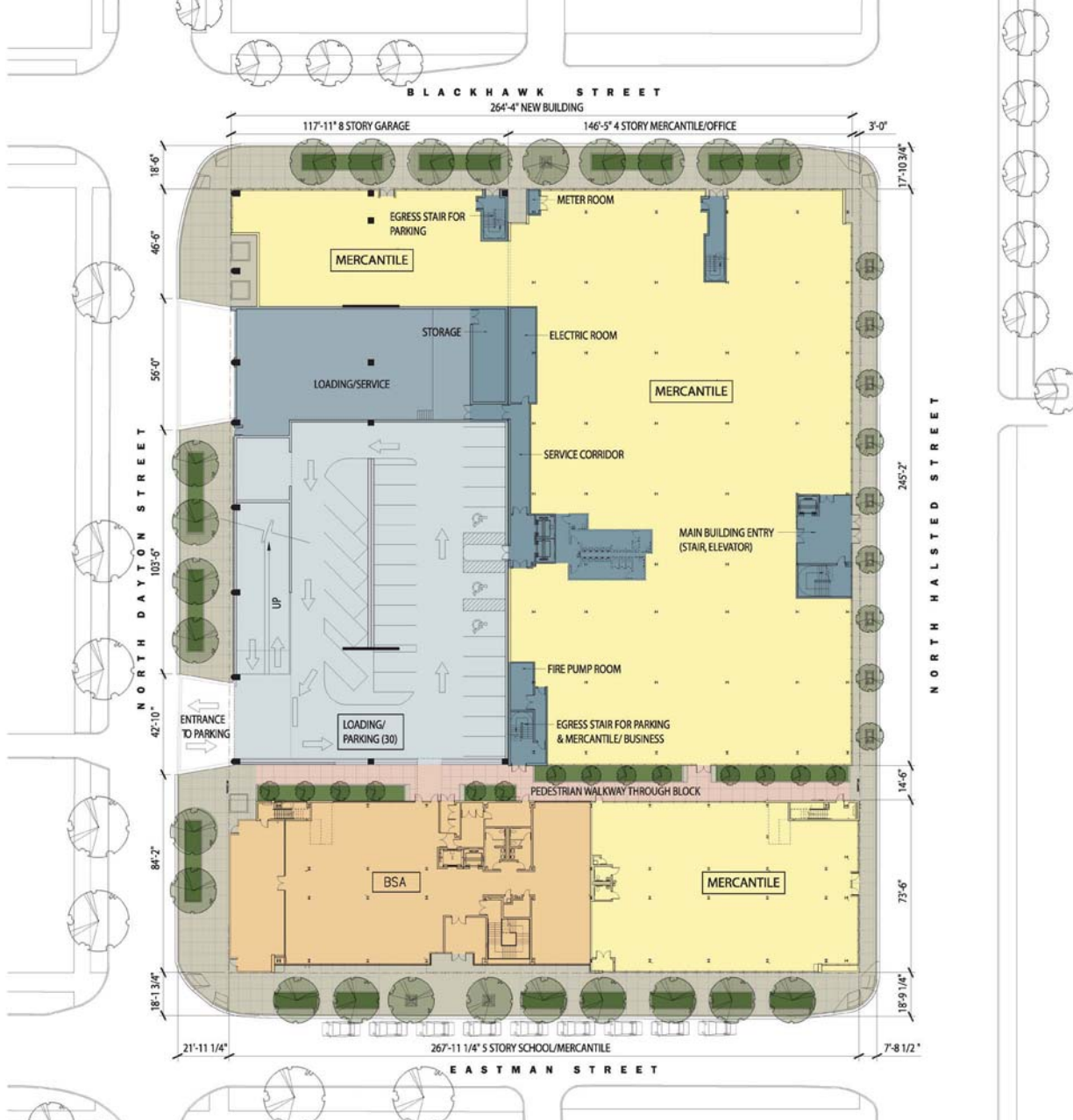


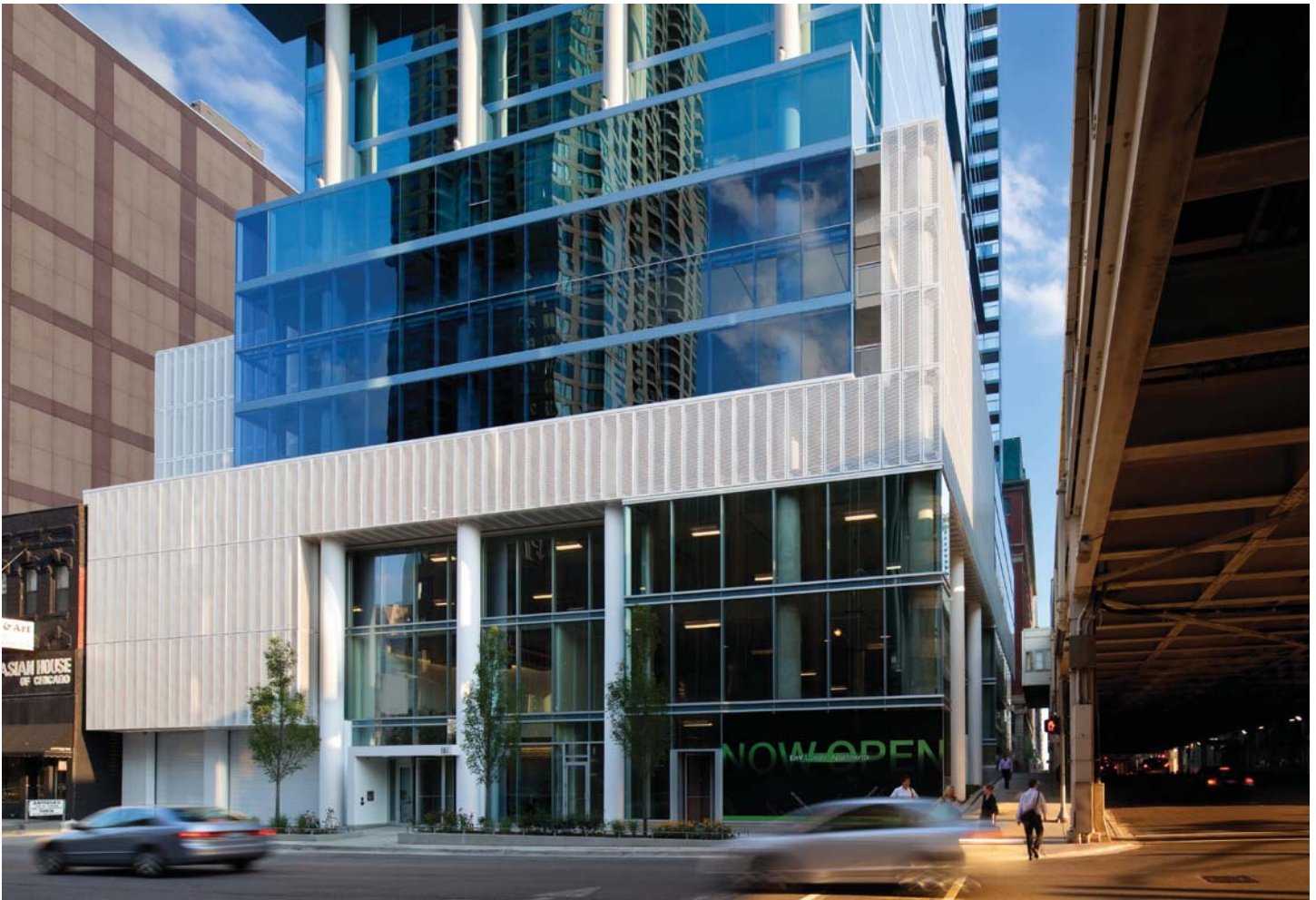
Blackhawk Halsted

CHICAGO, ILLINOIS - VDTA

Located just a few blocks from the bustling North Avenue/Clybourn intersection on Chicago's north side, this two-acre former factory site has been transformed into dynamic mixed-use neighborhood. The project was constructed in two phases. The first phase, completed in 2007, includes an 80,000 SF building with 10,000 SF of ground-floor retail and the private K-12 British School. The second phase, a 140,000 SF office/retail building and the 547 space parking structure, was completed in late 2008. The mixed-use building includes Chicago's first REI store and, on the upper floors, medical offices for one of the North Side's largest children's clinics. VDTA's work included initial feasibility analysis, planning and design. We helped the developer obtain municipal approval through a Planned Development process with the City of Chicago. We also provided fit-planning for the leasing of the first phase to the British School. The development has been LEED Certified.







161 West Kinzie

CHICAGO, ILLINOIS - VDTA

The residences of 161 West Kinzie (EnV) are designed to meet the needs of young working professionals committed to an urban lifestyle. Located in Chicago's River North District, the 390,000 SF, 249-unit building consists of studios, one-bedroom and two-bedroom units. EnV offers several amenities including a rooftop pool and fitness center with views of the city skyline. To create a distinctive profile on the city skyline and avoid the "cereal box" look common in new high-rises, the building was designed to have an airy, lightweight feel, with cantilevered transparent balconies at the corners. Relying on post-tensioned concrete minimized the number of structural columns required and eliminated the need for exterior columns. The blue tinted window-wall facade gives the exterior a smooth surface while providing units with floor-to-ceiling windows equipped with custom-designed seamless window frames. Most of the square footage of the units is given over to a "great room" that takes advantage of the views. Individual units have bamboo floors, exposed ductwork, and nine-foot-tall ceilings.



University of Chicago Student Residences

CHICAGO, ILLINOIS - VDTA

The residences for the University of Chicago are organized in a ten story tower with two wings to maximize views and natural daylight. The building massing is broken into two story modules to reduce the scale and blend with the neighboring context. The project is designed to enhance the student experience and foster collaboration amongst the building's population. Two story social spaces, on alternating floors, are the focal point of the design offering the students an opportunity to freely gather and study. The ground level is a mix of retail spaces and residential entry to add to the vitality of the 53rd Street corridor. The two story parking garage is fronted by two story amenity spaces adding a 24 hour presence and activity overlooking Nichols Park.



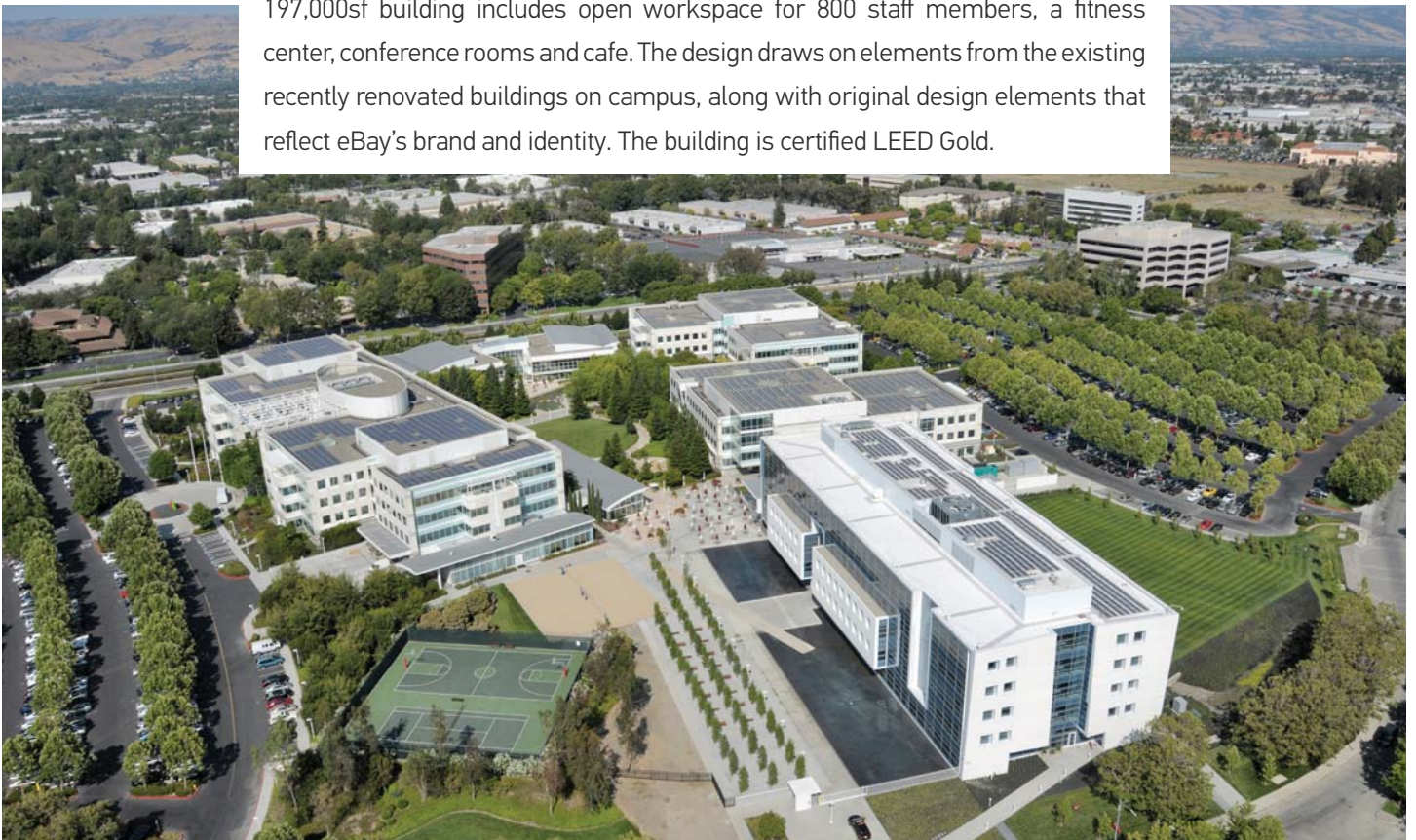


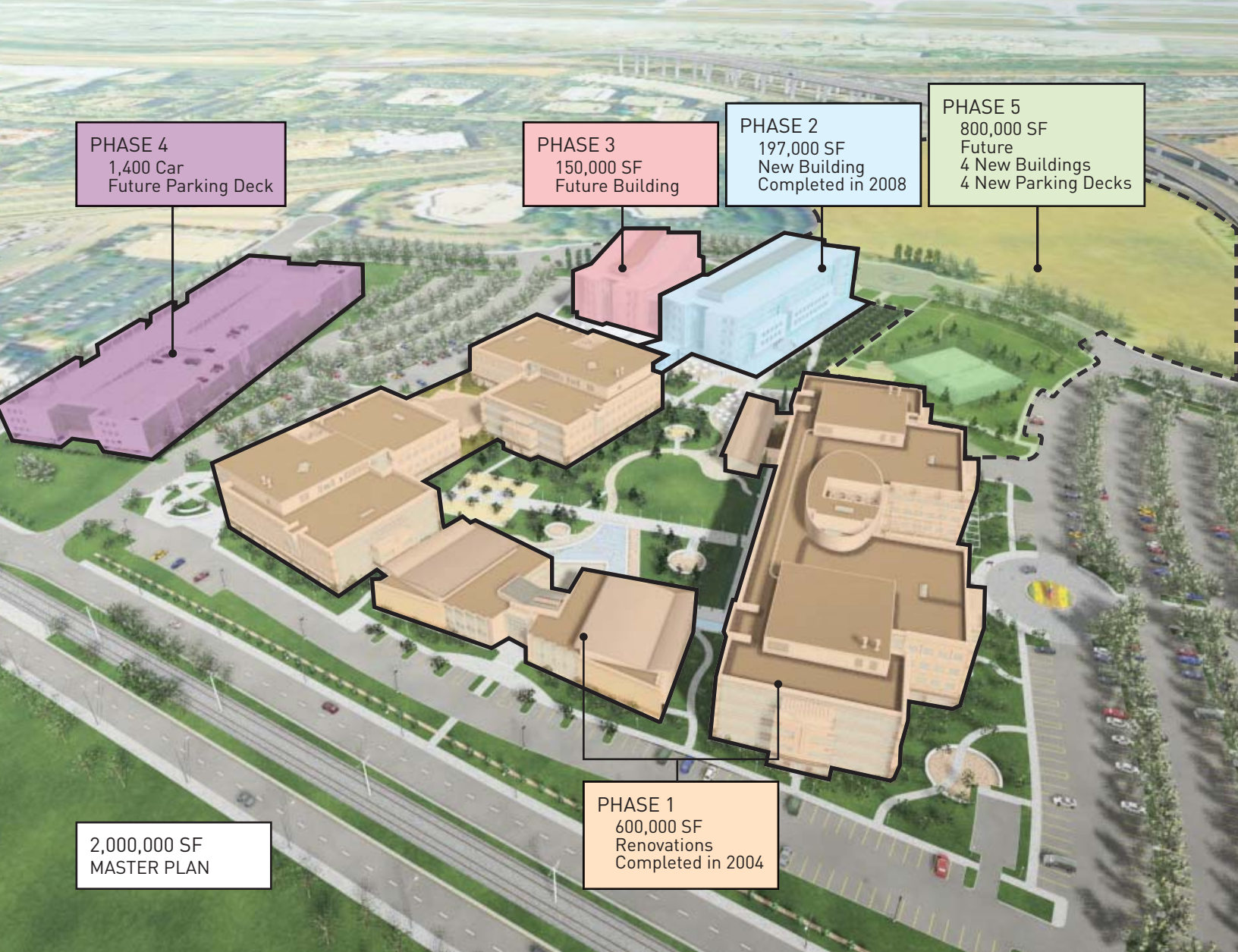
eBay North Campus Headquarters

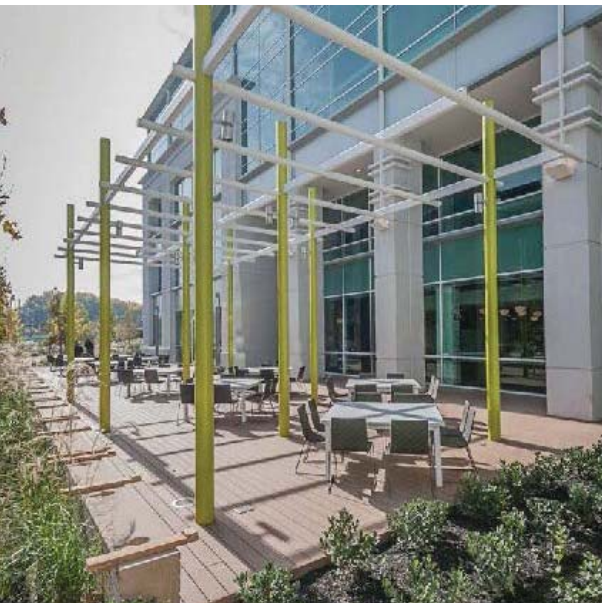
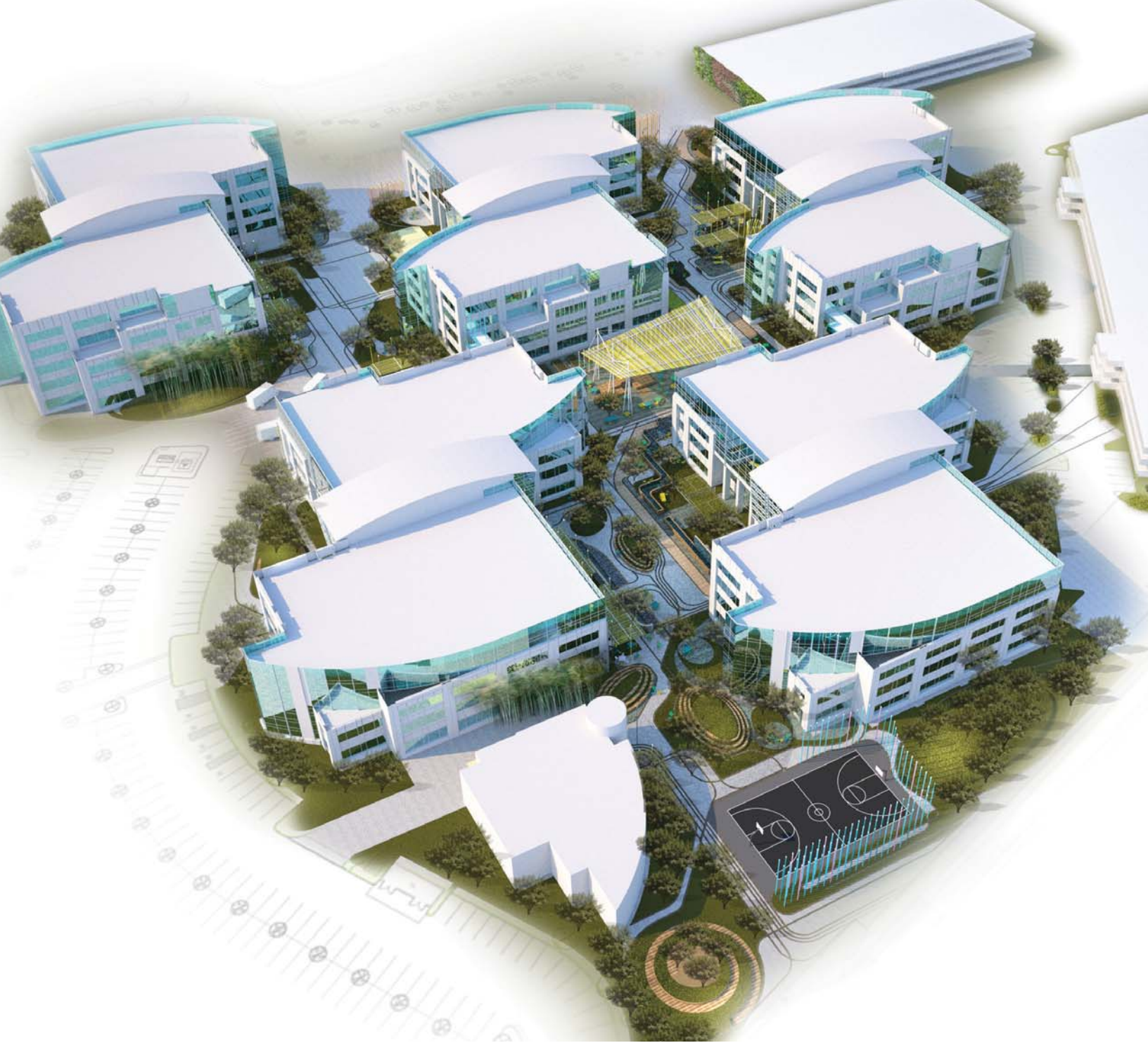
SAN JOSE, CA - VDTA

Experiencing steady growth in its business, eBay urgently needed room to expand its operations in San Jose. An existing five building campus was available, but needed immediate renovations to meet eBay's needs as well as the cooperation of the city to upgrade the property's entitlement. The property purchased by eBay was entitled for up to 800,000sf of office development. eBay's projections predicted 2,000,000sf of total programmatic need. VDTA led the negotiations with the city, securing significant improvements to the site's height and gross square footage allowance in less than nine months. A multi-disciplinary team of engineers and consultants met local and state requirements, addressing transportation, economic and environmental impact. Once entitlements were secured, the design team focused on planning a campus that would convey the company culture and values to a rapidly expanding workforce. The first five buildings of the planned 2,000,000sf - 11 building campus were completely renovated and ready for occupancy a short 13 months after closing.

Following the renovations VDTA designed building 17, the first new building developed for eBay at their North Campus. Completed in 2008, this five-story 197,000sf building includes open workspace for 800 staff members, a fitness center, conference rooms and cafe. The design draws on elements from the existing recently renovated buildings on campus, along with original design elements that reflect eBay's brand and identity. The building is certified LEED Gold.









Tech Corners Campus

SUNNYVALE, CALIFORNIA - VDTA

For Google's new site at Tech Corners in Sunnyvale, we imagined a series of memorable exterior and interior spaces as rich and varied as Google. After diving deep into Google culture, and steeping in the challenges at Tech Corners, a design strategy was developed that followed eight principles:

- + a place that **INSPIRES** the growth of the Google **COMMUNITY**
- + a flexible landscape that says **TOUCH ME, CHANGE ME**
- + a surprising design, filled with the **UNEXPECTED** and **UNCOMMON**
- + an **ECLECTIC** place, transformed over time by Googler's **INTERVENTIONS**
- + a **CAMPUS SIZE** concept that is **SCALABLE** (from SM to XL)
- + an idea that has **BIG BUZZ**, but **ECONOMICAL**
- + ideas that improve systems **PERFORMANCE**
- + a place that is **MEMORABLE**

S, M, L, XL EXPANDING THE WORKSPACE

The four main outdoor spaces are organized around the scale of the activities that dominate each courtyard. The Small space is devoted to small scale activities, the Medium - outdoor group gatherings. The Large area includes the basketball court. While the XLarge courtyard includes the main outdoor dining space which can be used to large group meetings or other activities requiring a very large venue.



MATRIX, BLUR, HELIX...STEPPING INSIDE

Each building has a overlying themes, driven by organic patterns. These themes tie the buildings together architecturally and graphically while providing a sense of identity. The lobbies are designed for each building to represent these themes while also pulling forms and materials in from the landscape. Colorful vertical elements reappear and create a playful threshold between lobby and office. Moving through the threshold, there is an array of amenity and support program, that are linked length-wise via an “activity concourse.”

This concourse is activated by a series of “pop-up” pavilions that are flexible, changeable, and simulate an urban street/market experience. This organization continues onto the upper floors in the building. This amenity zone forms the connective tissue of each floor and contains soft lounges, gaming spaces, Hubs and Microkitchens, booths and hydration stations.

The activity concourse connects amenity to conferencing to related office program. The building perimeter is given over to individual workspace giving natural daylight to every Googler. Phone rooms, huddles, small, medium, and large conference rooms are scattered throughout for impromptu meetings.





Cooper Carry Hospitality Experience

94 HOTELS WORLDWIDE

Cooper Carry Hospitality is our practice group specializing in the design of hotels, resorts, executive education facilities and conference and convention centers. The hospitality group has designed more than 150 hospitality projects, consisting of over 45,000 keys, and more than 1,300,000 square feet of convention and meeting space. The spaces between hotels and other buildings, the energy of the street and the sense of place are as important as the hotel itself. We understand hotel operational efficiencies, as well as well-crafted buildings, and we look for opportunities to apply the principles of thoughtful design to the business of efficient hotel operation.

The list to the right is a representative list of Cooper Carry's work by operator.



MARRIOTT HOTELS

Marriott Marquis, Washington, D.C.
Marriott Hotel & Lancaster County Convention Center, Lancaster, Pennsylvania
Raleigh Marriott City Center, Raleigh, North Carolina
Sugar Land Hotel & Conference Center, Sugar Land, Texas
Norfolk Waterside Hotel & Conference Center, Norfolk, Virginia
Renaissance Hotel & Conference Center, Portsmouth, Virginia
Marriott Baltimore Waterfront, Hotel & Conference Center, Baltimore, Maryland
Cool Springs Hotel & Conference Center, Franklin, Tennessee
Philadelphia West Marriott Hotel, Conshohocken, Pennsylvania
Memphis Convention Center Marriott Expansion, Memphis, Tennessee
Thousand Oaks Marriott & Conference Center, Memphis, Tennessee
Gwinnett Marriott Hotel & Conference Center, Atlanta, Georgia
Arlington Capital View Renaissance & Residence Inn, Arlington, VA
Boca Raton Marriott at Crocker Center, Boca Raton, Florida
Minnetonka Marriott Minneapolis, Minneapolis, Minnesota
Springfield Marriott Renovation, Springfield, Massachusetts
St. Louis Marriott Pavilion Hotel Renovation, St. Louis, Missouri
Birmingham Courtyard by Marriott, Birmingham, Alabama
Courtyard by Marriott, Newington, Virginia
Residence Inn Lenox Square, Atlanta, Georgia
Columbia Place, Washington, D.C.
Courtyard by Marriott, Charleston, SC
Albany Residence Inn/Courtyard, Albany, NY
Macon Marriott City Center, Macon, Georgia
Ithaca Marriott, Ithaca, New York
Gaithersburg Marriott Renovation, Gaithersburg, Maryland
Marriott Atlanta Downtown Guestroom Renovation, Atlanta, Georgia
Marriott Atlanta Perimeter Center Guestroom and Lobby Renovation, Atlanta, Georgia
AC Hotels by Marriott at Phipps Plaza Buckhead, Atlanta, Georgia
Lake Nona Courtyard & Residence Inn, Orlando, Florida

HYATT HOTELS

Hyatt Place/Hyatt House Midtown, Charleston, South Carolina
Hyatt Regency Wichita Convention Ctr Hotel, Wichita, Kansas
Hyatt Place at Dulles Station, Fairfax, Virginia
Hyatt at Villa Christina, Atlanta, Georgia
Capitol Square Hyatt Place, Washington, D.C.
Hyatt Place Harborside, Baltimore, Maryland
Hyatt Place, North Carolina State University
Hyatt, 1522 K Street, Washington, D.C.

HILTON HOTELS & RESORTS

Hilton Cleveland Downtown, Cleveland, Ohio
THE MAIN, Norfolk, Virginia
Douala Hilton Hotel, Douala, Cameroon
Buckhead Village Hilton Garden Inn, Atlanta, Georgia
Downtown Atlanta Homewood Suites by Hilton & Condos, Atlanta, GA
Virginia Beach Hilton & Conference Center, Virginia Beach, VA
Santa Monica W Hotel, Santa Monica, California
Suffolk Hilton Garden Inn & Conference Center, Suffolk, Virginia
Clayton State Hilton Garden Inn, Morrow, Georgia
Terrace Garden Inn, Atlanta, Georgia
Palm Beach Gardens Doubletree Hotel, Palm Beach, Florida
Portland Doubletree Hotel, Portland, Maine
Church St. Plaza Hilton Garden Inn, Evanston, Illinois
Orlando Hilton Village Sea World, Orlando, Florida
Sea World Hilton Garden Inn, Orlando, Florida
Constitution Square Hilton Garden Inn, Washington, D.C.
Fairbrook Hilton Garden Inn, Washington, D.C.
Embassy Suites in Springfield, Virginia

STARWOOD HOTELS

Westin Alexandria & The Jamieson Condos, Alexandria, Virginia
Westin Peachtree Plaza Guestroom and Lobby Renovation, Atlanta, GA
Westin Buckhead Public Space Renovation, Atlanta, Georgia
Tysons Corner Westin Hotel, Washington, D.C.
White Flint Westin Hotel, Washington, D.C.
Sheraton at Dulles Place, Fairfax, Virginia

WYNDHAM INTERNATIONAL

Oakbrook Terrace Wyndham Garden, Oakbrook Terrace, Illinois
LaGuardia Wyndham Garden Hotel, New York, New York
Denver Wyndham Garden Hotel, Denver, Colorado
Westcourt Wyndham Garden Hotel, Phoenix, Arizona
Annapolis Wyndham Garden Hotel, Annapolis, Maryland
Pittsburgh Wyndham Garden Hotel, Pittsburgh, Pennsylvania
Newark Wyndham Airport Hotel, Newark, New Jersey
Newark Wyndham Garden Hotel, Newark, New Jersey
Wyndham City Center, Washington, D.C.
Westboro Wyndham Garden Hotel, Westboro, Massachusetts

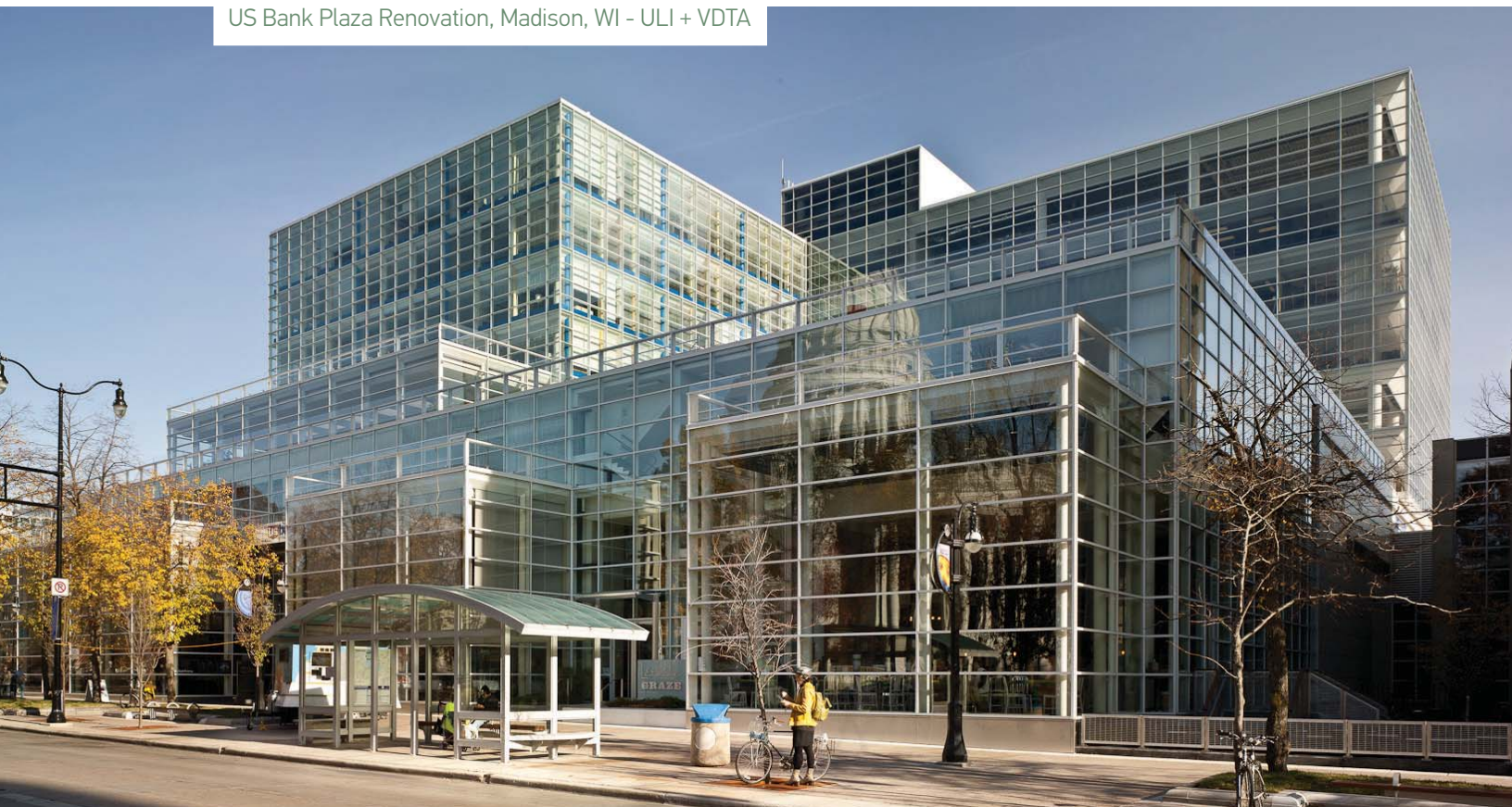
A Team Committed to Sustainability

Urban Land Interests is wholly committed to sustainability, which grows out of its commitment to operate buildings from the perspective of long term owners.

ULI pioneered the use of geothermal heating systems for offices and apartments, used heat pumps in office buildings, and in 1999 delivered the first landscaped roof gardens in an office building on Madison's Capitol Square. We are most proud of our efforts, working in conjunction with VDTA, to re-establish U.S. Bank Plaza as the premier sustainable office building on the Capitol Square, which earned a LEED gold certification.

Sustainability is about more than just reducing resource consumption. Urban Land Interests has created spaces and implemented programs which both encourage and reward tenants for participating in sustainable practices. In order to encourage alternative transportation, ULI has constructed a modern locker room and shower facility, installed bike racks in the secured underground parking ramp and partnered with Ride Share to help encourage public transportation options. ULI has developed an incentive program that provides credits to tenants for qualified energy efficient appliance purchases. Additionally, our community of tenants have gone above and beyond with implementing their own sustainable purchasing programs.

US Bank Plaza Renovation, Madison, WI - ULI + VDTA



MANAGEMENT & OPERATIONS

ULI employs a professional team that includes technical engineers, maintenance staff, painters, security staff, parking administration and housekeeping, including day porters. We manage these operations in-house to guarantee that the best services are available to our tenants. Additionally, our team is committed to consistently improving the building operations to provide exceptional air quality, temperature control and healthy environments

Our primary ethic is the adaptive reuse of existing buildings and in focusing solely on urban infill development. Through its work in adaptive reuse, the company has converted acres of urban land from concrete and asphalt to natural landscape, while at the same time creating more intensive use of existing space, strengthening the tax base and the urban fabric.

DESIGNING HEALTHY ENVIRONMENTS

We believe that it is our responsibility to not only create environmentally sensitive buildings, but also to act as environmental stewards by educating the community on how the built form can impact the environment. VDTA is committed to the continued success of sustainable design and increased adoption of restorative design and construction practices. By integrating sustainable design approaches and technology from the project conception, the ideas become intertwined with the design, creating an environment that performs as an integrated whole. Designing an environment that is sustainable goes beyond the specification of materials and their impact on the environment; it considers the livelihood of the occupants. We believe in passive daylighting strategies that minimize energy use and maximize views. Increased ventilation minimizes energy use and the incorporation of easy to use controls insures that lighting and ventilation systems are used effectively. Consideration of personal ergonomics and flexible furnishing allows users to work in a variety of modes: sitting, standing, or working in the lounge to reduce fatigue and strain.



**23 LEED
CERTIFIED
PROJECTS**
INCLUDING 3
PLATINUM



**24 LEED
ACCREDITED
STAFF**



eBay Building 17, Bloom Energy Fuel Cells

VDTA SUSTAINABLE PROJECTS

VDTA has experience with projects utilizing several sustainability standards including the Energy Star Program, the Living Building Challenge and LEED. VDTA has 23 LEED accredited professionals, 22 LEED accredited projects (including 3 Platinum Certified Projects), and is an adoptee of the 2030 Challenge.

The Kresge Foundation, Platinum

Seneca House, Platinum

Adobe San Jose, Platinum

SunPower Headquarters, Gold

eBay Building 17, Gold

Takeda Building 3, Gold

UCSD Rita Atkinson Residences, Gold

US Bank Building, Gold

Walsh College Barry Center, Gold

Adobe New York, Silver

Adobe San Francisco, Silver

Adobe Seattle, Silver

Adobe Washington D.C., Silver

Blackhawk Halsted, Silver

Harris Bank - Chesterton, Silver

Harris Bank - Huntley South, Silver

Lab School - Early Childhood, Silver

Lab School - Arts Wing, Silver

EnV Chicago, Certified

Flashpoint Academy, Certified

Shedd Aquarium Office, Certified

Atrium Corporate Center, EB



Kresge Foundation Headquarters - VDTA (LEED PLATINUM)



UC San Diego Rita Atkinson Residences - VDTA (LEED GOLD)



MEDIA OBJECTIVES AT VDTA CORE SERVICES

- Brand Strategy & Identity
- Development
- Signage & Wayfinding Design
- Spatial Branding
- Print Design
- Website Design
- User Experiences
- Interactive Design
- Exhibition & Event Design
- Architectural Installations
- Retail & Hospitality Experiences
- Marketing Strategy
- Photography & Video Art Direction

Environmental Graphics, Signs, and Wayfinding

Media Objectives, is a cross-disciplinary studio at VDTA, with the goal of connecting users to the built environment through visual communication. The studio will work as an integrated team with the developer, architects, and other consultants to ensure the design intent is cohesively implemented throughout the entire project. This provides us the opportunity to create an experience that is seen by a population as authentic, exceptional, and legible. Designing this experience should be built up in phases. We will start by looking at the project at a macro level - studying the surrounding context, site design, and building design - to best determine the location, content, and design for monumental branded signs and wayfinding signs for the Locus project. Looking at the micro level the design team will also study and propose options for integrated environmental branding and wayfinding throughout the interior of the buildings. This may include custom super graphics that portray brand messaging and/or a complimentary artistic expression, interior signs and wayfinding, and product and corporate informational displays. When combined the interior graphics and exterior graphics create a series of impactful moments telling your story.

3

Preliminary Project Concept



An underground parking ramp extending below Block 88, Pinckney Street, and Block 105 is absolutely essential to unlocking the development potential for the Judge Doyle Square site.



Aerial View Looking Southeast

The development features all floors of active uses - no above grade parking - that contribute to Madison’s thriving downtown.

Preliminary Project Concept

- 3.1 Detailed Project Concept Design & General Outline Specifications
- 3.2 Description of Proposed Room Block for Monona Terrace

Doyle Square Developmentproposes to work in partnership with the City to successfully develop the Judge Doyle Square site.

Our proposal integrates all of the necessary components to make Judge Doyle Square a success:

Parking:	1,302 stalls in a 5-level underground parking garage (plus additional 316 stalls in 6th level if density demands it)
Hotel:	257 rooms in dual-branded upscale hotel with a Marriott flag
Room Block:	Up to 150 rooms for the benefit of Monona Terrace
Apartments:	108 units of apartments along Wilson Street
Retail/ Restaurant:	12,645 SF of retail space in 4 separate bays along Pinckney Street
Office:	196,790 SF of office space integrating with MMB for City and/or private use
Bicycle Center:	Enclosed, secured bicycle center incorporated into Block 88

STEP 1:

Our underground parking ramp extending below Block 88, Pinckney Street, and Block 105 is absolutely essential to unlocking the development potential of the Judge Doyle Square site. Without it, the space needed for above-grade parking will crowd out better development elements that could be created instead.

STEP 2:

The second key element of our proposal is an actionable development plan for Block 105, including a hotel to serve the needs of Monona Terrace without requiring public assistance. NCG will develop, own, and operate a dual-branded, Marriott-flagged hotel with 257 keys and will include a room block of up to 150 rooms for benefit of Monona Terrace.

Our hotels serve the needs of Monona Terrace without requiring public assistance.

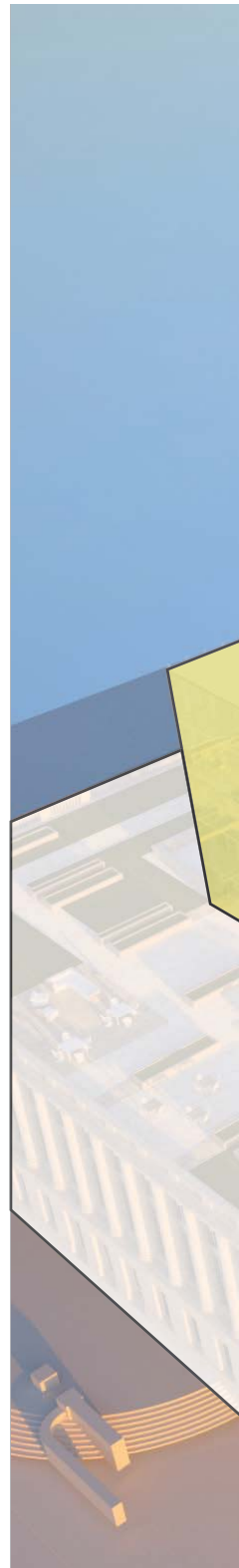
The combination of Marriott's national flag and additional rooms within two blocks of Monona Terrace will attract additional convention/conference events to the downtown market, making Monona Terrace more profitable and downtown Madison more lively. Along with NCG's hotels, ULI will develop a 108-unit apartment building to complement the residential neighborhood established along Wilson Street. Between the hotels, apartments, and related retail elements of both buildings, development of Block 105 will be ready to go as soon as the parking foundation is constructed.

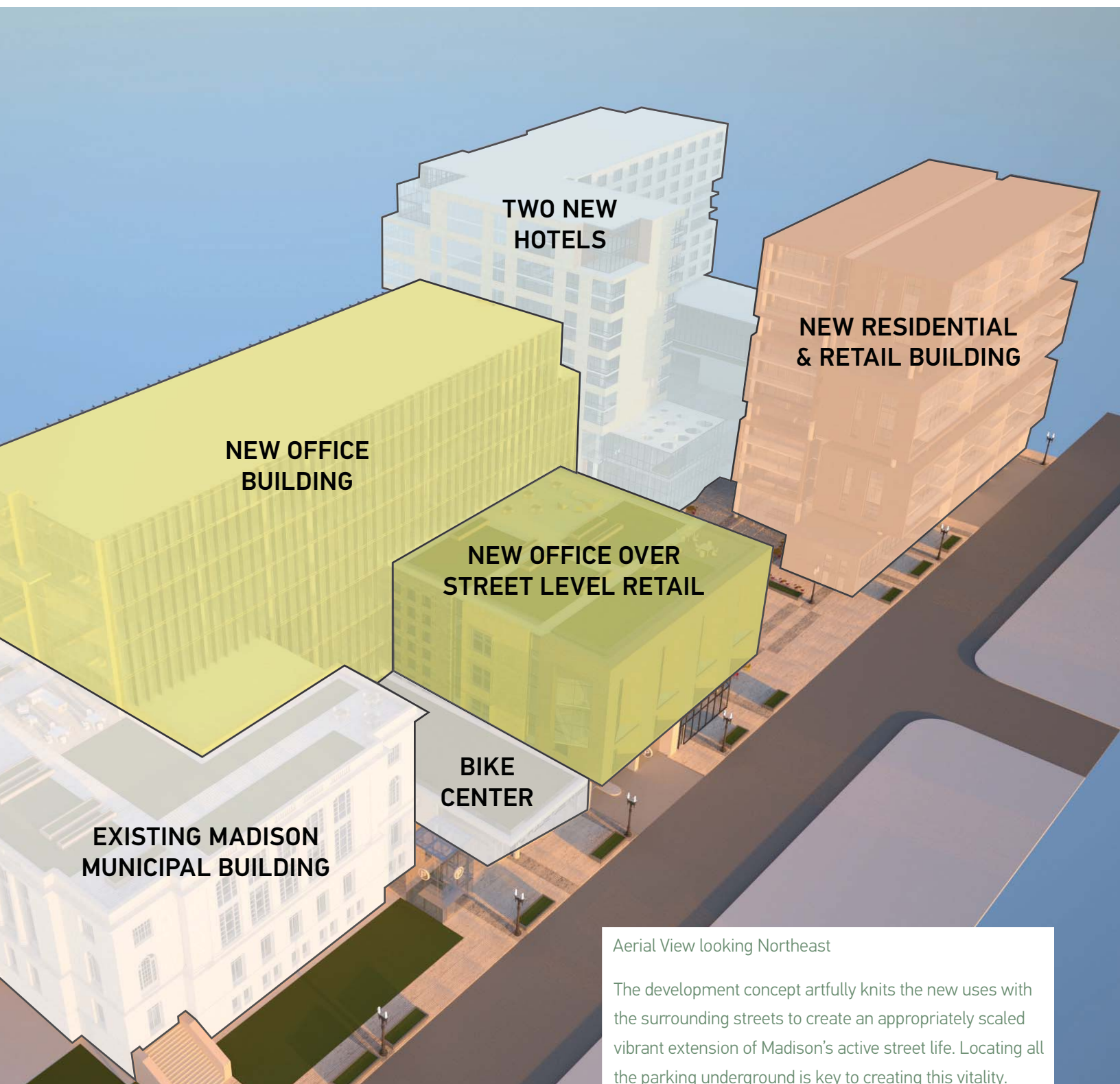
STEP 3:

The final step in developing Judge Doyle Square will be to optimize development of Block 88. Our parking solution and proposed building in Block 88 have been created to preserve flexibility around possible uses in the block. The City can be confident our proposal for Block 88 supports any combination of desired uses. We will defer to the City's priorities for Block 88, whether those priorities include City-owned office and/or meeting space, privately-owned office space to attract a major employer, additional residential units, or even additional hotel rooms.

Massing of the overall development creates buildings that relate comfortably to each other while remaining of a scale that encourages a pedestrian-friendly Pinckney Street. Our team has paid particular attention to the functional relationships between the various elements of the development concept: entries, exits, elevator cores, stairs, loading docks, trash rooms, mechanical vaults, back-of-house functions, and other infrastructure components have been carefully considered to optimize the uses they support and to optimize integration between the various development elements. That said, however, the architectural elements presented remain schematic in nature and are not final. If nothing else, we realize the process from here to final development will require changes as negotiations evolve.

ULI, NCG, and VDTA lead a team with unparalleled experience to undertake this complicated mixed-use development. We understand the various constraints that have prevented development of Judge Doyle Square from moving forward until now. This proposal will move us past those issues to create a project benefiting Madison for decades to come.





Aerial View looking Northeast

The development concept artfully knits the new uses with the surrounding streets to create an appropriately scaled vibrant extension of Madison's active street life. Locating all the parking underground is key to creating this vitality.

The City can be confident our proposal for Block 88 is designed to support any combination of potential uses, including city office space, private office space, retail space, residential apartments, or a hotel.



**Madison Municipal
Building**

Pinckney Street

Aerial view of site



The Site

Blocks 88 & 105 have long served the downtown by providing parking and government offices, but they have never themselves mirrored the vibrancy of their neighbors. Because of their above-grade parking both blocks are effectively a dead zone in the middle of what otherwise is a hub of activity.

Together, the two blocks represent a significant opportunity for the City of Madison. The Judge Doyle Square site is one of only four remaining sites in downtown Madison that can support large-scale underground parking. An underground parking ramp extending below Block 88, Pinckney Street, and Block 105 is essential to unlocking the site's development potential. Once the two blocks are developed, there will be no going back to get it right later.

Perhaps counter-intuitively, the key to fostering walkability starts with the car – or more aptly, with where to put the car. Trends are shifting, but the car is unlikely to fully disappear. So we must plan for its continued existence, which means providing adequate parking underground so those who will contribute to the envisioned vitality of Judge Doyle Square will have the ability to conveniently access it.



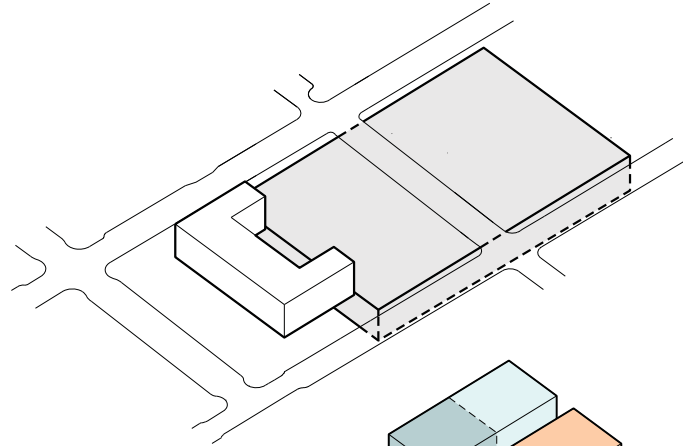
URBAN DESIGN APPROACH

The urban design of the proposal responds to the Madison Municipal Building and the built context of the surrounding streets.



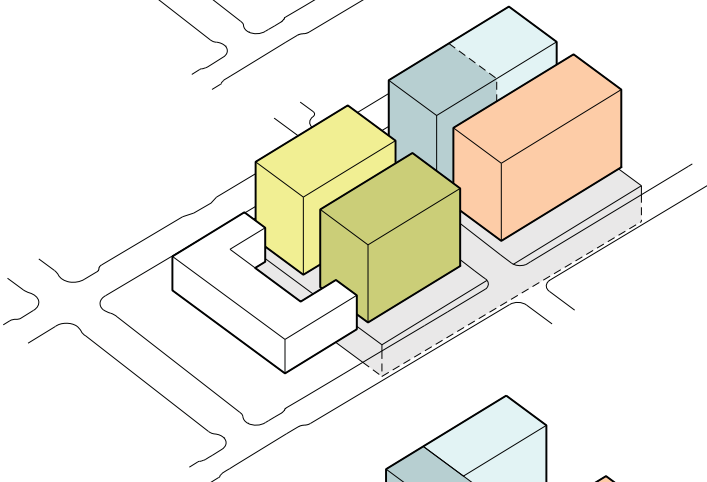
SETTING THE STAGE:

Underground parking structure provides foundation



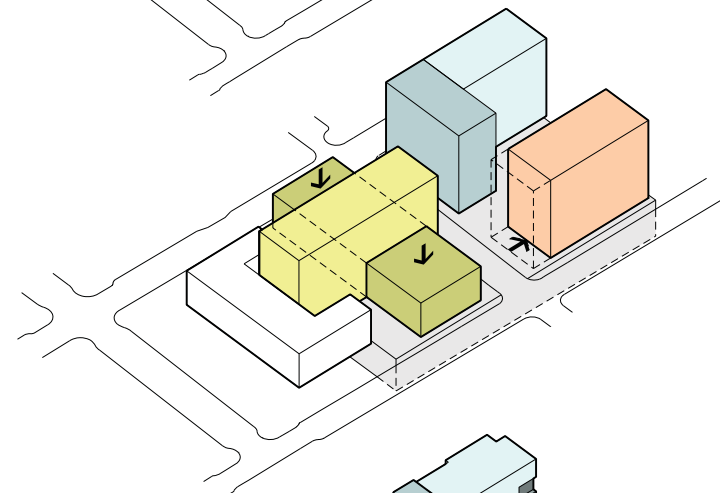
USES:

Program elements over underground parking solution



PLACEMENT:

Offset for light & views



URBAN SCALE:

Shaped and modulated for scale





Our proposed building will meet the challenge of integrating different uses while respecting the historic character of the Madison Municipal Building.

By eliminating above-grade garages and the resulting dead zone, it creates new underground parking that will continue to serve downtown as it always has while also serving new uses above it. And because the new parking will be designed with very large, efficient floor plates, underground parking can be realized for nearly the same cost per stall as conventional above-grade parking. As such, the new parking will be an unbeatable long-term investment – not just by being more cost-effective in its construction but by also catalyzing development above and around it.

Moving the parking underground will open the site to a variety of above-grade uses, including hotel, residential, retail, and office. The new uses will contribute to the tax base and justify the investment. Combined with the neighboring office, residential, convention, and entertainment venues already existing in downtown, Judge Doyle Square will amplify the unique energy created by a nexus of so many different uses and result in a better downtown Madison for both today and future generations.

ULI first conceived of an underground parking structure spanning underneath Block 88, Pinckney Street, and Block 105 five years ago in 2010. ULI approached the City's Transportation and Planning Committee to present this concept at the same time Marcus Hotels was exploring construction of a hotel above 6 levels of new above-grade parking on Block 88. The Committee immediately understood and endorsed the benefits of building underground parking. The Committee directed City Staff to explore the feasibility of the concept. A year later in 2011, ULI formed a joint venture with Marcus Hotels to provide planning services for the development of a mixed-use project on Blocks 88 and 105 that would include an underground parking ramp and a hotel. The results of this planning study demonstrated that a large underground parking structure spanning underneath Pinckney Street could be built at a cost competitive with above-grade parking. This proposal incorporates the knowledge we contributed in developing the 2011 parking plan, while reflecting necessary adjustments to support NCG's Block 105 hotel and other new above-grade development ideas.

Parking

5-Level Underground Parking 1300 +/- Stalls

Approximately:

600 for City / Parking Utility

200 for Hotel on Block 105

150 for Apartments on Block 105

350 for ULI to carry to support future
air-rights development on Block 88

PARKING KEY METRICS

- Building parking underground is essential for unlocking the development potential of Judge Doyle Square.
- Efficiency of our underground parking design *achieves a development cost per underground stall that is comparable to the average development cost of an above-grade parking stall.*
- Our underground parking proposal is both real and feasible: our proposal has been designed, engineered, and costed out.
- 300 +/- additional stalls could be added to accommodate density beyond what is currently contemplated.

An underground parking ramp extending below Block 88, Pinckney Street, and Block 105 is absolutely essential to unlocking the development potential for the Judge Doyle Square site. Only with adequate underground parking to support good urban infill development above it can the development potential of this important area of downtown be realized. The Judge Doyle Square site is one of only four remaining sites in downtown Madison that can support large-scale underground parking. If we fail to make the investment in underground parking now, a crucial opportunity to catalyze downtown development and build City tax base will be missed.

Our underground parking ramp is a five-level underground parking ramp providing a total of 1,302 parking stalls with entry/exits on Doty Street and Wilson Street. The ramp is carefully designed to fully integrate with all of the potential air-rights uses above it on both Block 88 and Block 105, whether those uses are office, hotel, retail, or residential. Multiple elevator cores will connect directly with the air rights development above the ramp. Three separate loading docks (including a secure loading dock specifically for USPS use) are provided to serve the developments located in Block 88 and in Block 105. The two shared loading docks are located on Wilson Street so that traffic flow around the Outer Ring on Doty Street is minimally disrupted. Additionally, the docks are located in mid-block to maintain street corners that encourage pedestrian activity.

The first phase of the ramp on Block 88 provides enough parking stalls to fully replace the existing Government East stalls. During this first phase, it is both necessary and possible to keep the existing Government East ramp in operation. Once the first phase is complete, it can be used for parking and demolition of the Government East ramp can begin. The second phase of parking construction will be under Pinckney Street and on Block 105, after which the entire underground ramp will be complete and air-rights construction can begin.

Both the first and second phases of the proposed parking ramp will provide entry/exits on Doty Street and Wilson Street. Each block will have one entry/exit that is two lanes and another that is three lanes (with the middle lane being reversible) to optimize traffic flow. Should cabling or another form of division be needed to physically separate the publicly-owned and privately-owned portions of parking ramp, the multiple entry/exits will accommodate such a split.

“...what’s not OK is the current situation, in which the automobile has mostly been given free rein to distort our cities and our lives.”

Jeff Speck, *Walkable City: How Downtown Can Save America, One Step at a Time*

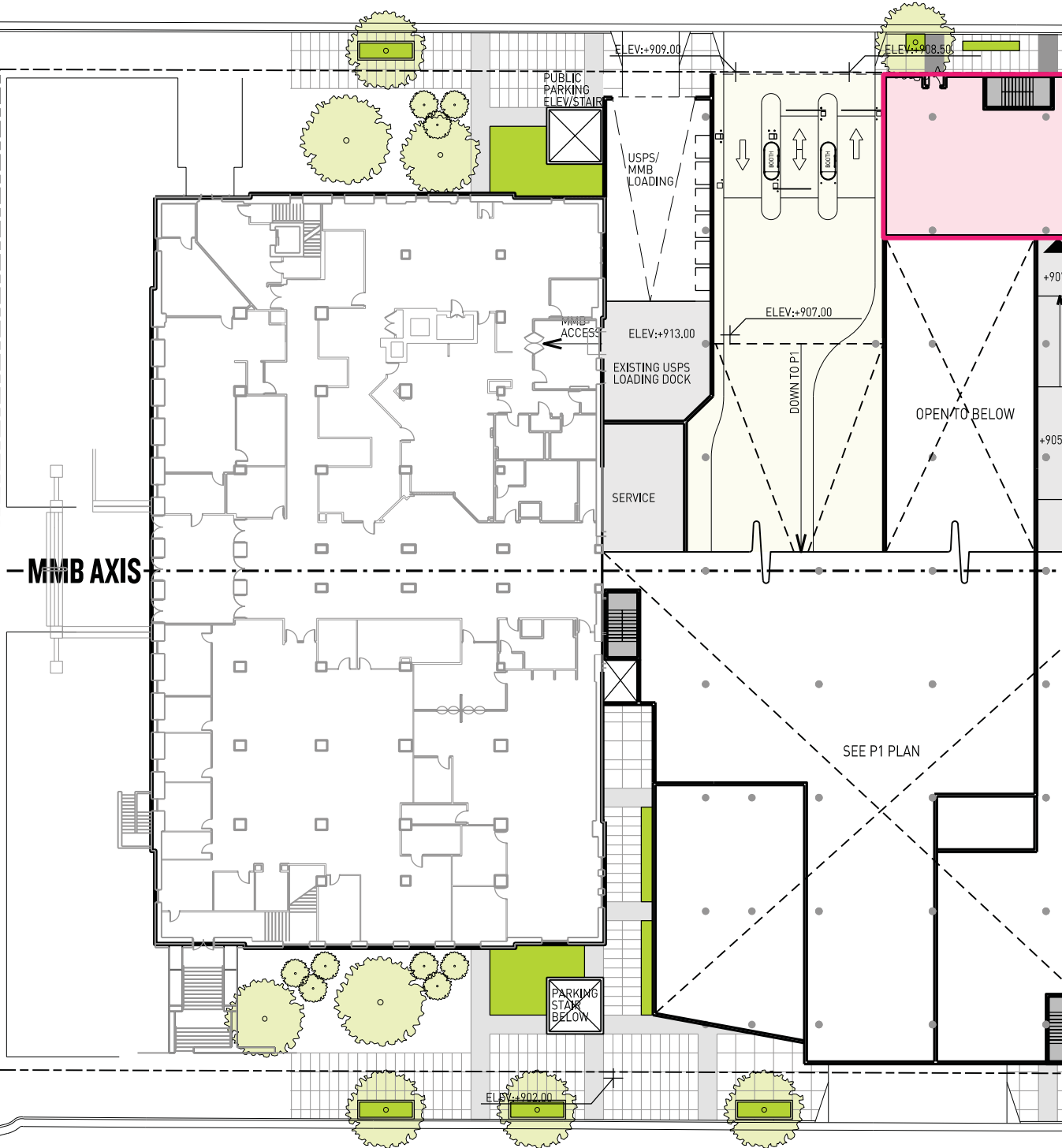
Construction of the ramp will require approximately 27 months to fully complete, as shown in the construction schedule attached. Once the ramp is fully complete, Pinckney Street will be restored to support vehicle and pedestrian traffic in its current configuration.

PUBLIC FINANCING

Public financing will be needed to make construction of the underground parking ramp feasible. ULI anticipates selling to the Parking Utility and/or the City the parking stalls necessary to replace the existing parking supply provided by Government East. For the privately-owned portion of the garage, ULI will request TIF assistance to help finance the remaining stalls that will serve the privately-owned air-rights development above it. See Chapter 4 for further details.



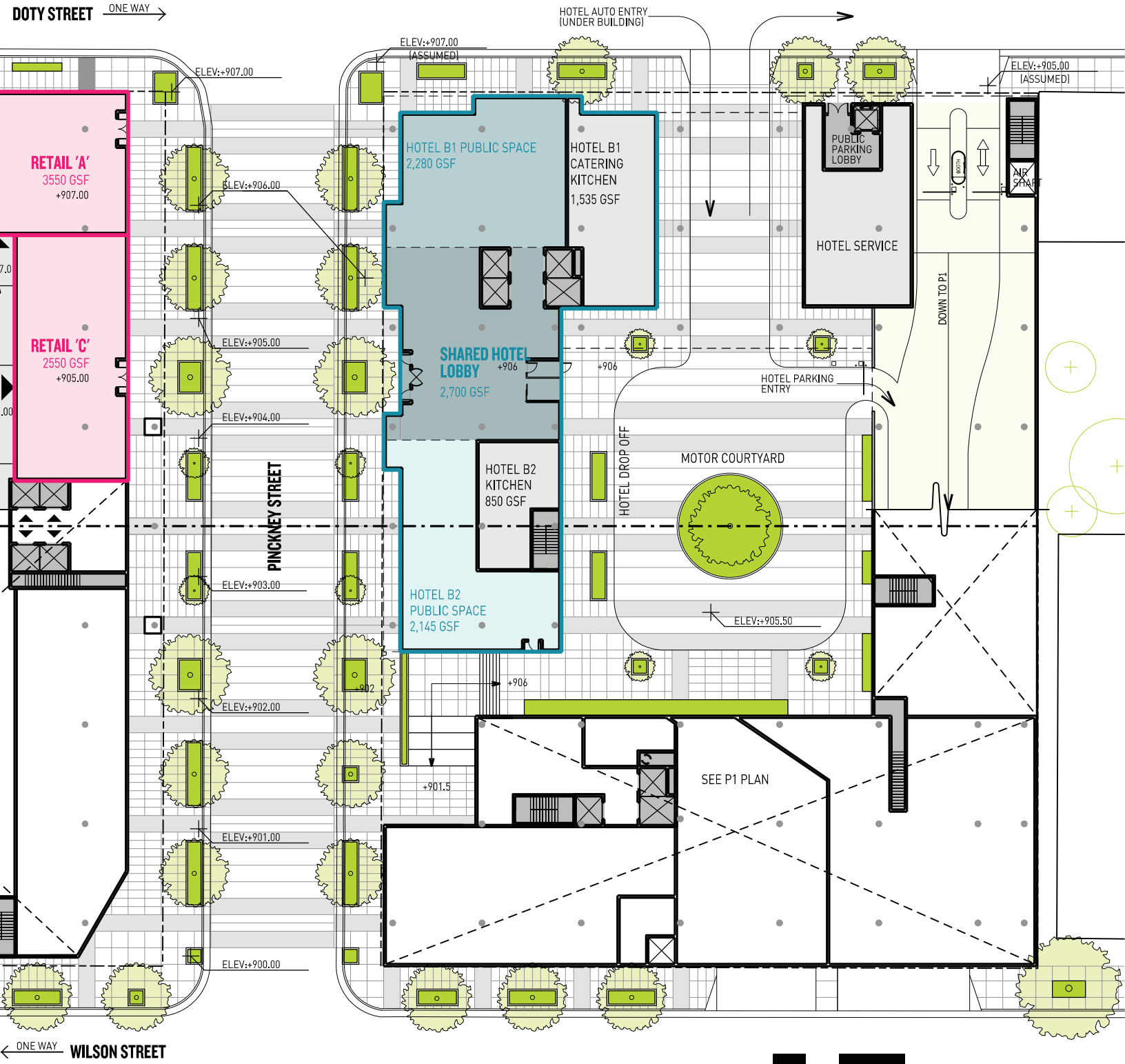
MLK BOULEVARD



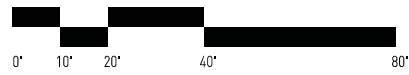
DOTY STREET LEVEL - PARKING 1

Doyle Square Development | Response to Request for Proposal

DOTY STREET ONE WAY →



← ONE WAY WILSON STREET



P1 TOTAL: 117 PARKING SPACES
P2 TOTAL: 293 PARKING SPACES
P3 TOTAL: 316 PARKING SPACES
P4 TOTAL: 316 PARKING SPACES
P5 TOTAL: 260 PARKING SPACES

TOTAL PARKING SPACES: 1302

PHASE ONE TOTAL:
521 PARKING SPACES
PHASE TWO TOTAL:
781 PARKING SPACES

PARKING
STAIR/ELEVATOR

34

21

—MMB AXIS

EXISTING
MUNICIPAL
BUILDING

DOWN FROM DOTY

DOWN TO P2

ELEV: +900.00

+90

+90

+90

+90

+901

+898

+901

TRASH ROOM

BIKE CENTER

OFFICE/
RETAIL
LOADING

ELEV: +903.00

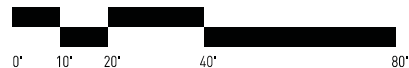
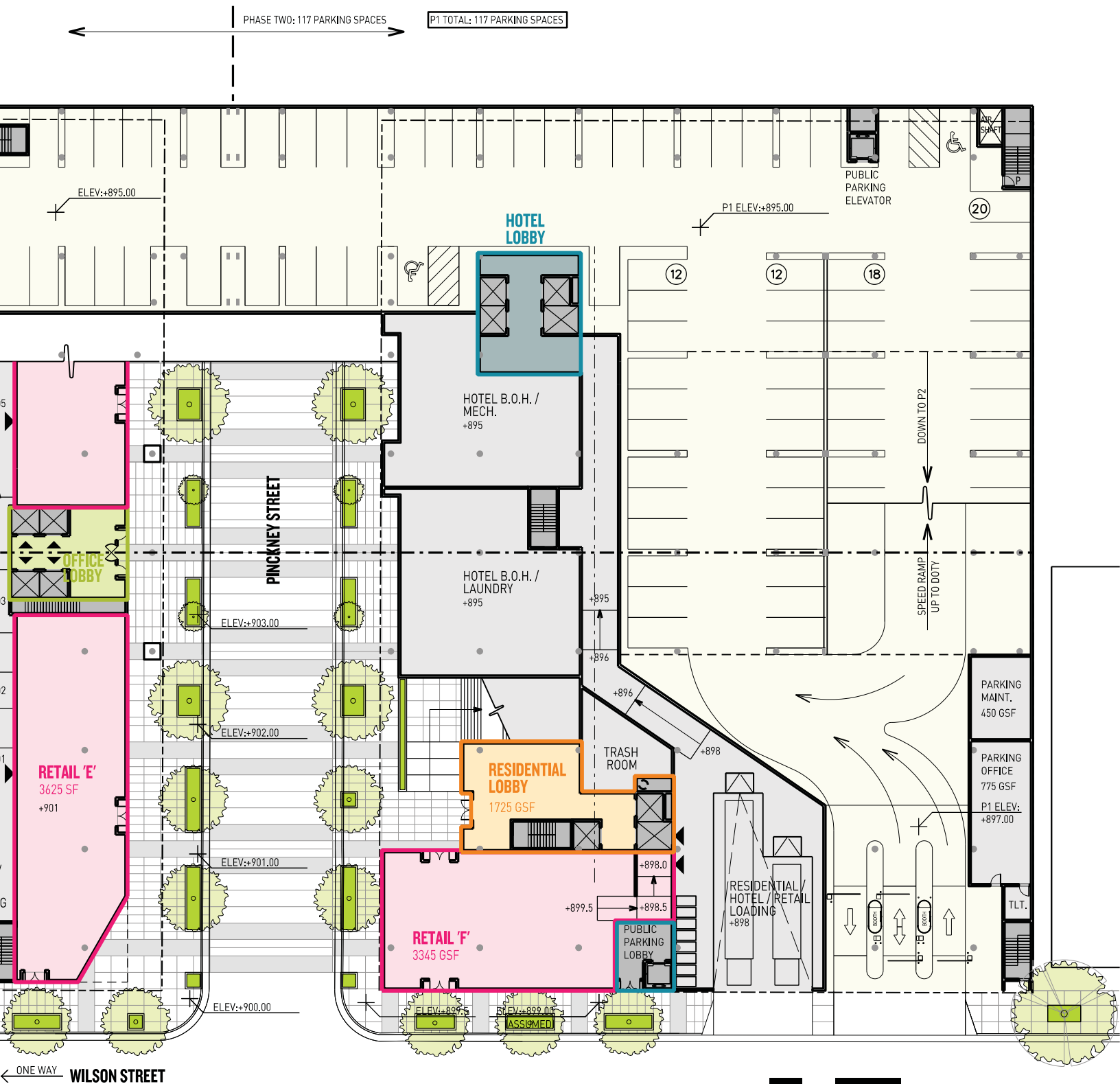
PARKING
STAIR

ELEV: +900.00

DOWN
UP

WILSON STREET LEVEL - PARKING 1

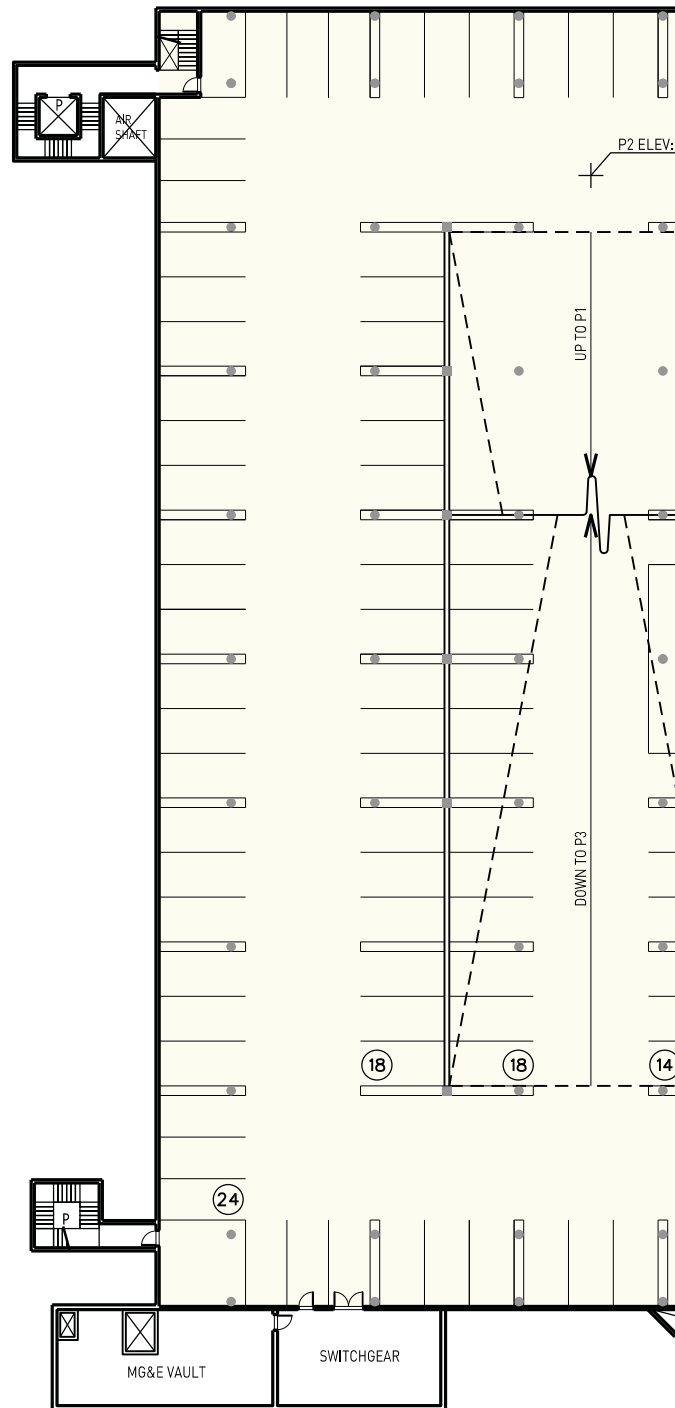
Doyle Square Development | Response to Request for Proposal



P1 TOTAL: 117 PARKING SPACES
 P2 TOTAL: 293 PARKING SPACES
 P3 TOTAL: 316 PARKING SPACES
 P4 TOTAL: 316 PARKING SPACES
 P5 TOTAL: 260 PARKING SPACES

 TOTAL PARKING SPACES: 1302

 PHASE ONE TOTAL:
 521 PARKING SPACES
 PHASE TWO TOTAL:
 781 PARKING SPACES



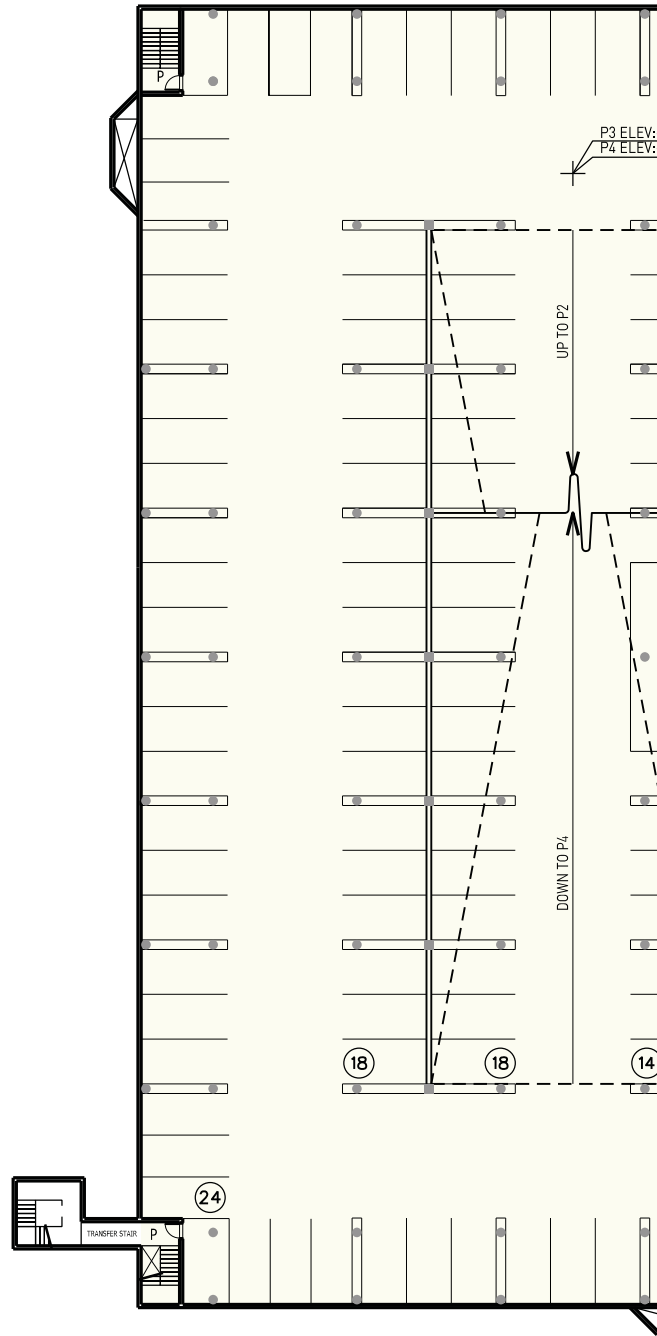
PARKING 2

Doyle Square Development | Response to Request for Proposal

P1 TOTAL: 117 PARKING SPACES
 P2 TOTAL: 293 PARKING SPACES
 P3 TOTAL: 316 PARKING SPACES
 P4 TOTAL: 316 PARKING SPACES
 P5 TOTAL: 260 PARKING SPACES

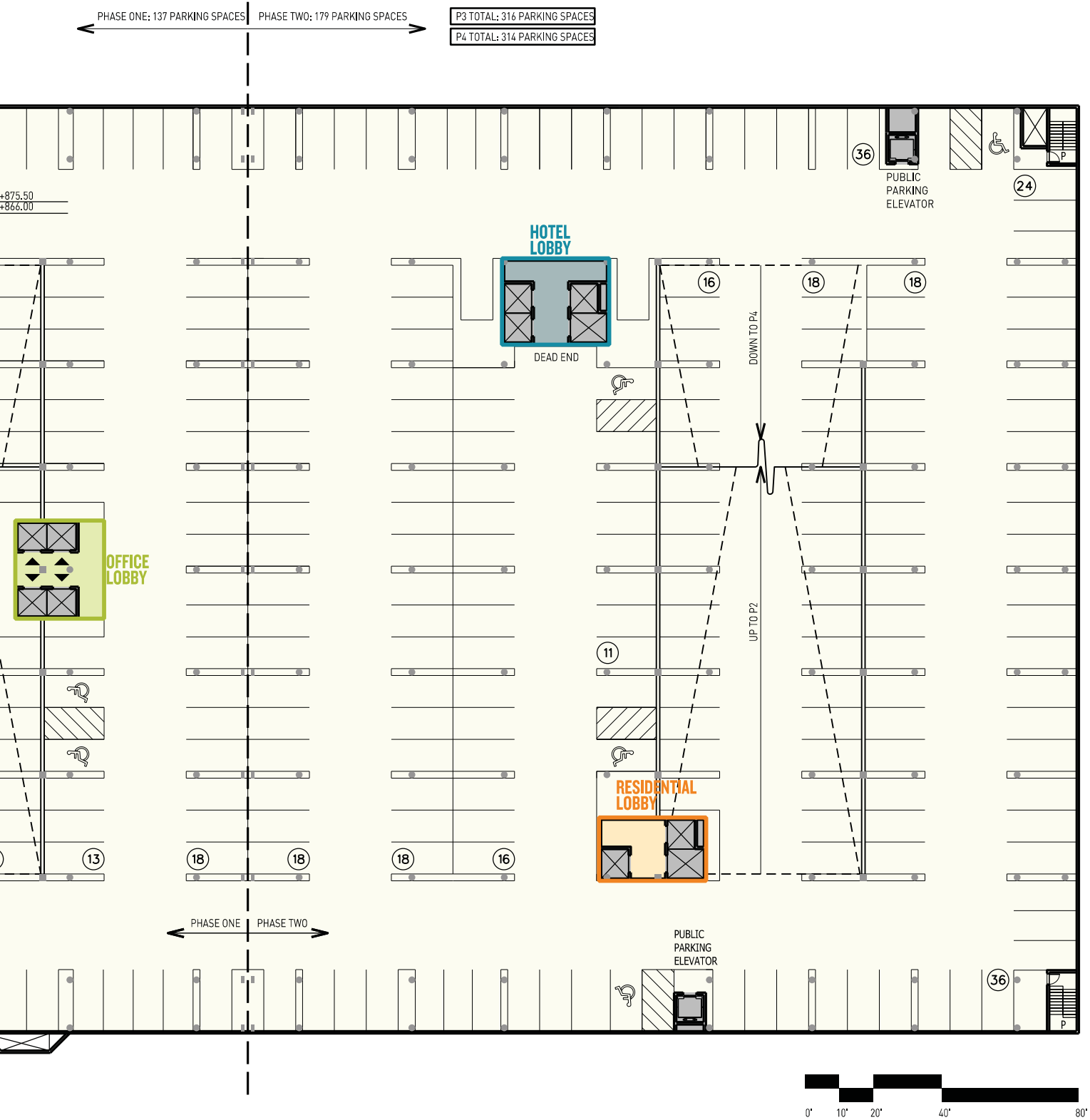
 TOTAL PARKING SPACES: 1302

 PHASE ONE TOTAL:
 521 PARKING SPACES
 PHASE TWO TOTAL:
 781 PARKING SPACES



PARKING 3 + 4

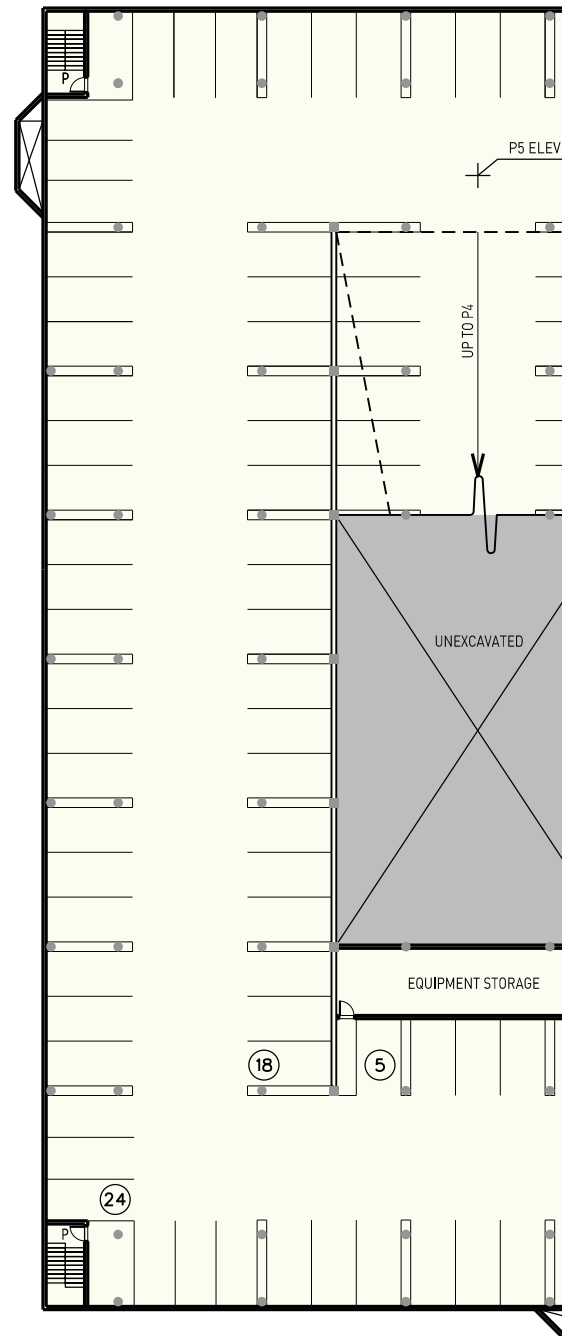
Doyle Square Development | Response to Request for Proposal



P1 TOTAL: 117 PARKING SPACES
 P2 TOTAL: 293 PARKING SPACES
 P3 TOTAL: 316 PARKING SPACES
 P4 TOTAL: 316 PARKING SPACES
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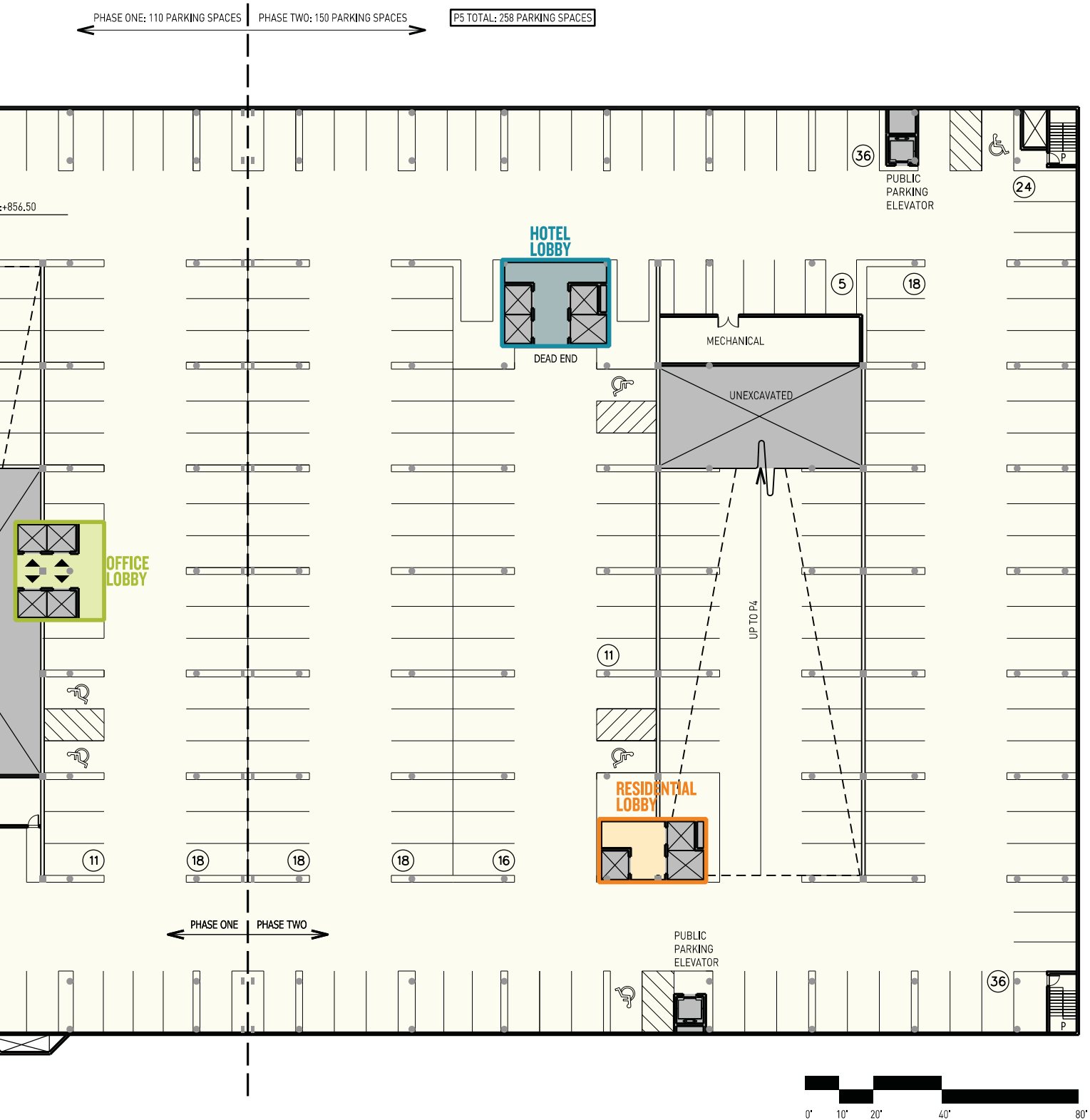
 TOTAL PARKING SPACES: 1302

 PHASE ONE TOTAL:
 521 PARKING SPACES
 PHASE TWO TOTAL:
 781 PARKING SPACES



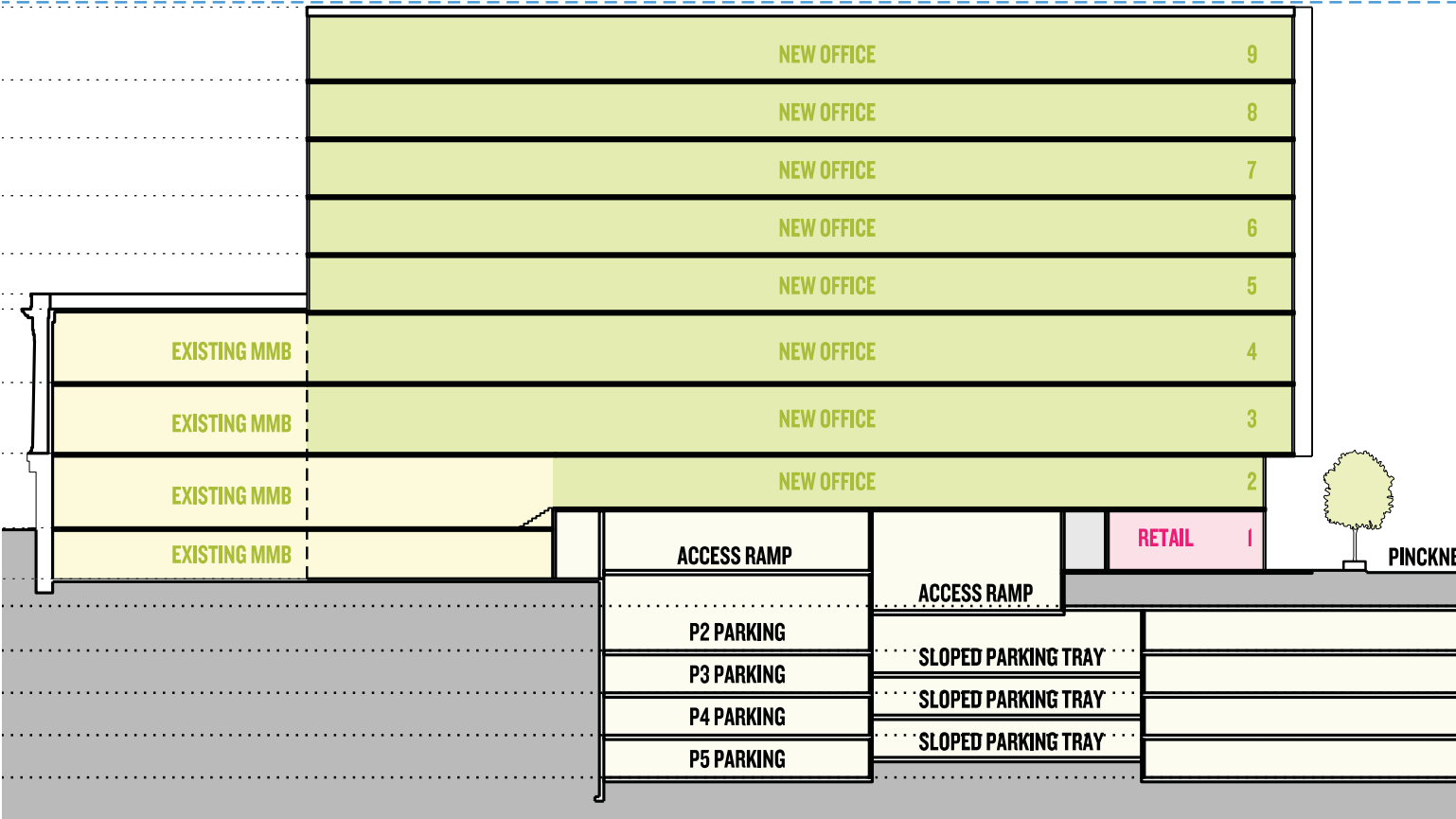
PARKING 5

Doyle Square Development | Response to Request for Proposal

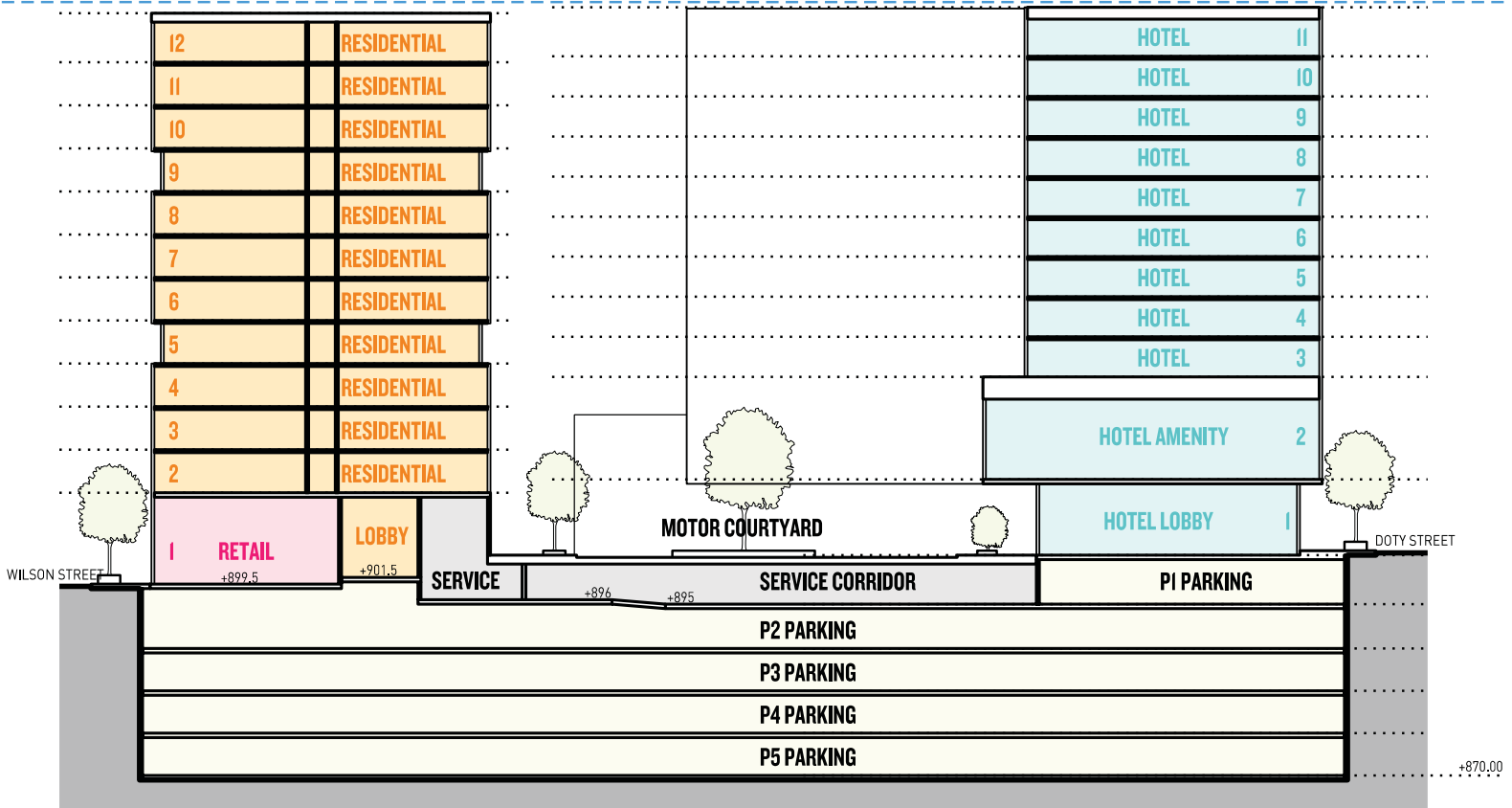


Site Sections

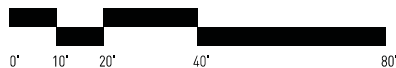
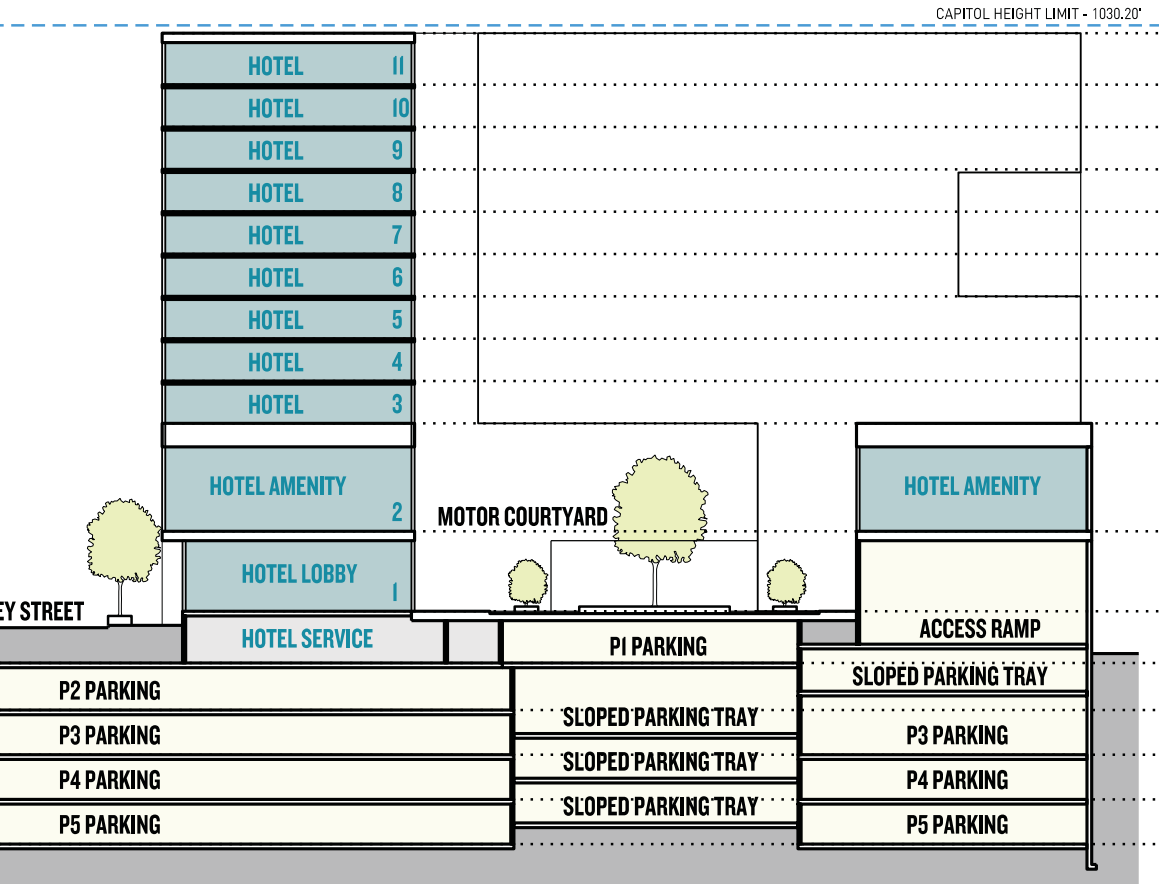
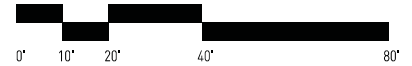
Underground parking integrates with above-grade uses to maximize the site's potential under the Capitol Height Limit. The efficiency of a single underground parking ramp frees up the capacity to support multiple above-grade elements that will attract workers, shoppers, visitors, and residents to the downtown, thereby maximizing potential tax base for the City.



EAST - WEST SITE SECTION



NORTH - SOUTH SITE SECTION





Our proposed hotel will meet the City's requirements and Monona Terrace's needs without requiring TIF assistance or public financing

Hotel

NCG proposes to develop, own, and operate a dual-branded hotel under the Marriott International, Inc. portfolio of innovative and award-winning brands.

HOTEL KEY METRICS:

- 257-key, dual-branded, select-service hotel under the Marriott flag
- Up to 150-room block to benefit Monona Terrace
- Hotel does not require public financing assistance
- Hotel will combine the power of the Marriott reservation/sales network with NCG's local sales staff
- Ballroom, meeting space, and breakout rooms
- Pedestrian connection at Pinckney/Wilson will allow convenient access to Monona Terrace

Marriott continues to be known as the hospitality industry leader in customer satisfaction, and it is fueled by a proven, international reservation system as well as corporate standards that help deliver the quality experience guests worldwide have come to expect.

Downtown Madison is currently without a Marriott-branded hotel, even though Marriott is one of the top hotel companies in the world. More than 4,000 hotels in 79 countries are operating as one of Marriott's 19 separate brands, and over 40 million loyalty program members claim Marriott as their hotel affiliation of choice. As such, Marriott is the right hotel affiliation for the Judge Doyle Square project, both to meet the needs of Monona Terrace and to enhance the selection of hotels in downtown Madison.

The hotel component of our proposed development has been thoughtfully planned to accomplish the goals of the City and of Monona Terrace, without requiring the City to participate financially in the form of TIF or other public subsidy for the hotel component of the project. As shown below, our proposed hotel will meet the City's requirements and Monona Terrace's needs without requiring TIF assistance or public financing.



The dual branded hotel defines the Block 105 Doty and Pinckney street corner.

SUMMARY OF PROPOSED HOTEL TERMS

TERM	CITY STATED TERM	NCG PROPOSED TERM
Number of Rooms	Not Specific	250 Rooms
Monona Terrace Room Block	As large as possible	Up to 150 Rooms
Corporate Affiliation	National Affiliation	Marriott International, Inc.
Reservation System	National	Marriott National Reservation AND NCG's Local Sales Team
Service Level	Not Specific	Complementary Upscale Dual Branded Hotel – offering many full service amenities (see specific amenities listed below).
Monona Terrace Connection	Not Specific	Pedestrian access at south end of hotel along Pinckney.
Room Block Phasing	Not Specific	Room block will be phased to optimize hotel occupancy.
Hotel Amenities		Pool, Fitness Center, Multiple Food and Beverage Offerings, Business Center, Technology, Meeting Space, Roof-top Terrace, Sidewalk and Interior Courtyard Outdoor Public Spaces

OPTIONAL ITEMS

FEATURE	ALTERNATE PROPOSAL	PROPOSED OWNERSHIP/FUNDING SOURCE
Meeting Space	Up to 20,000 SF of Ballroom/ Meeting Spaces	Owned by City or NCG/Incremental Construction Cost supported by City or TIF.
Monona Terrace Connection	Enclosed access below Wilson to Monona Terrace Ramp.	Owned by City/ Financed by City or TIF.

The hotel will define the northwestern edge of Block 105 along Doty Street. The architecture will use vernacular materials that feel light and open. An entry/exit off Doty Street will lead to an entrance courtyard for the hotels. The entrance courtyard will alleviate congestion caused by hotel reception traffic, creating both a unique entrance experience for hotel guests and a more pedestrian-friendly Pinckney Street.

To foster a strong connection to Monona Terrace, the hotels and apartment buildings are set back from the corner of Pinckney Street and Wilson Street to create a mid-block pedestrian path from the hotel's entrance courtyard west to Monona Terrace. This connection will be yet another element adding to the pedestrian character of Pinckney Street.



Apartments

Our stunning, contemporary apartment building defines the edge of Block 105 along Wilson Street.

APARTMENT KEY METRICS:

- 108 +/- units with a distinct appreciation for modern living
- Access off Doty (parking court) or Wilson (directly into parking garage)
- Apartments will strengthen this block of Wilson as a residential zone.
- The hotels and apartments will fully build out Block 105, maximizing the tax base in that block.
- ULI's residential staff will manage these units professionally and responsively to ULI's high standards

53% of residents in ULI's apartments at The Yards moved to Madison from outside the city. Generally, these residents are affluent, young professionals who came to Madison because of the unique quality of life available here. These apartments will be designed for this market.

The strategic use of glass along the horizontal face of the building reduces the building's presence among its surroundings while opening up spectacular views for residents. The building's shapes open to the south to provide sweeping vistas of Lake Monona, and the building itself is energetic in the way it frames views of the City.



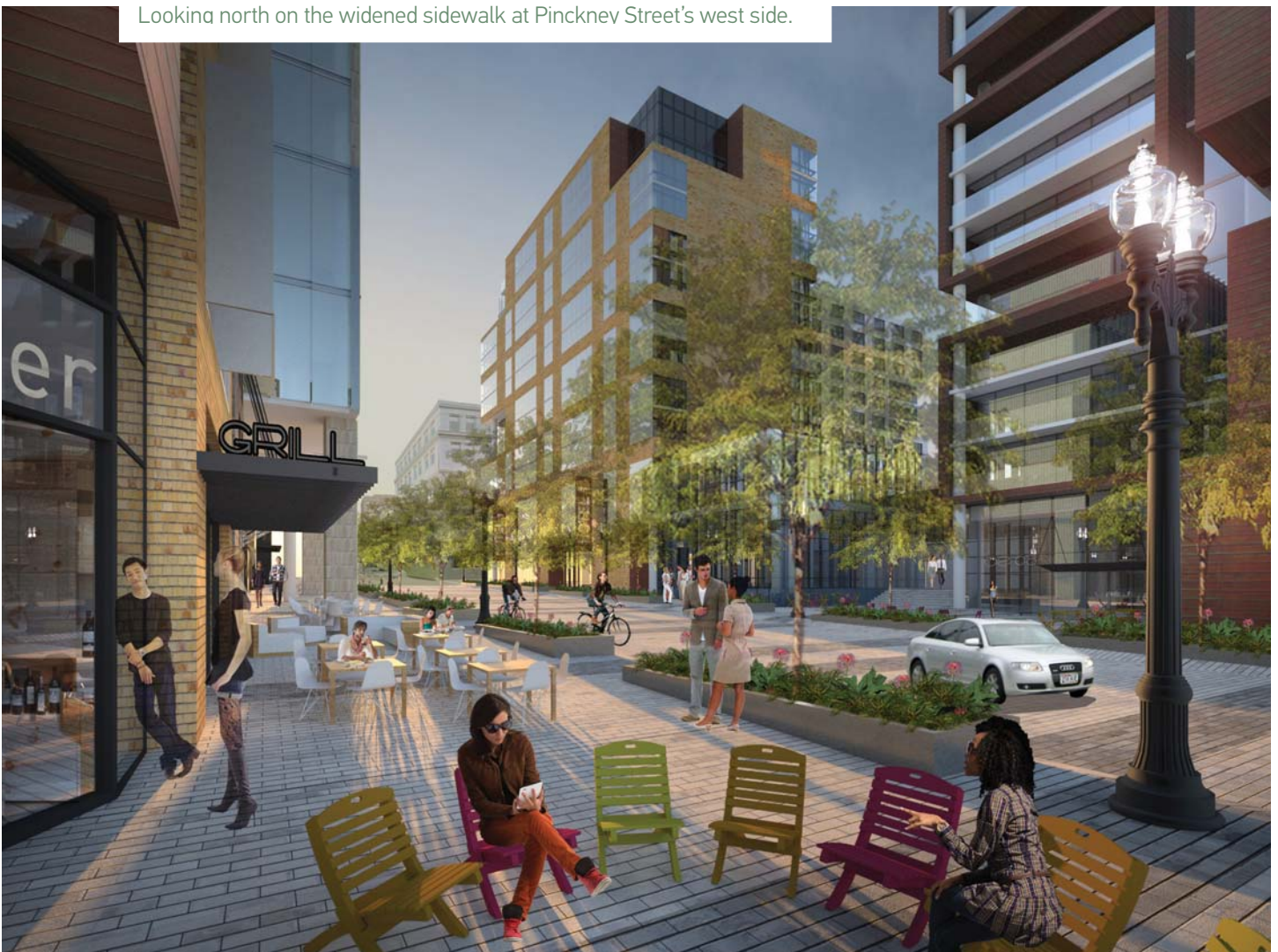


Retail / Restaurant

Pinckney Street will become a spectacular yet intimate street. Our proposal conceives it as a low-speed street where cars and pedestrians co-exist in a way that increases the street's sense of vitality.

The retail and restaurant character of Pinckney Street will now extend all the way to Wilson Street, mirroring the life and vitality that exists north of Doty Street. New air-rights development in both blocks will create new foot traffic by hotel visitors and Madison residents alike. The lower sections of the Block 88 building are designed to a pedestrian scale, continuing the scale of the Burrows Block to the north. Additionally, the lower sections' architecture will frame the retail bays so they are expressed as smaller sections instead of one monolithic box. At the street-level, the retail bays are articulated to create outdoor dining areas that will contribute to the life of the block.

Looking north on the widened sidewalk at Pinckney Street's west side.





RETAIL / RESTAURANT KEY METRICS:

- 12,645 SF of retail / restaurant space on both blocks
- Extend vitality of Pinckney Street all the way to Wilson Street
- Prominent retail/restaurant at Pinckney/Wilson corner
- Hotel common spaces that energize Block 105 and Pinckney St.



Public and/or Private Mixed-Use

The design of our proposed building in Block 88 will meet the challenge of integrating different uses into a cohesive whole while also respecting the historic character of the Madison Municipal Building. We envision the new “T”-shaped tower paying appropriate tribute to the past, but rising above the Municipal Building and Judge Doyle Courtroom as an iconic symbol of Madison’s future.

PUBLIC AND/OR PRIVATE MIXED-USE KEY METRICS:

- 196,790 SF office space for mix of City and/or private use
- Up to 40,000 SF floorplates provide efficiency and flexibility for tenant
- Inherent flexibility to support mix of uses: City office, private office, additional residential, or additional hotel
- Retail / Restaurant space plus a separate Bike Center
- Madison Municipal Building retained for civic use but also integrated with proposed development
- Architecture schematic that complements the historical character of the Madison Municipal Building

Our proposed building in Block 88 is formally symmetrical to reflect the tradition of historic “C”-shaped Municipal Building. A new “T”-shaped building is proposed behind the Municipal Building, with the stem of the “T” intersecting at the center of the “C.” This form is visually powerful to match the nature of the site and the character of the Municipal Building, but retains flexibility in the uses it will accommodate so that it can be responsive to multiple future space users.

The outdoor spaces between the new and historic forms, as well as the roof of the existing Municipal Building, become elevated landscaped plazas. The wings of the “T” along Pinckney are articulated as smaller-scale yet muscular four-story buildings in the tradition of the restored Burrows Block in Block 89 across Doty Street. The stem of the “T” also aligns with the Judge Doyle Courtroom to become a taller form rising above but not overpowering the Municipal Building.





The large floorplates on the lower levels of the “T” would function well as City offices because of the efficiency that can be created with such large space. Because the Municipal Building integrates with the new tower on the lower levels, the future use of the Municipal Building could be integrated with the new floorplates or remain separate. The upper levels of the “T” are appropriately sized for privately-owned offices or other privately-owned uses.

Alternatively, with the flexibility to offer floorplates as large as 40,000 SF on the lower floors that flank Pinckney Street, such a layout would be very attractive to a growing company and/or advanced technology user. Or, depending on growth patterns, it may make sense to divide the space to accommodate multiple smaller start-ups. The lower floors will offer high ceilings, plentiful natural light, and a glass exterior to create an environment that appeals to technology companies like ULI tenant Zendesk seeking to locate downtown. In such case, the upper floors in the tower could be reserved for City offices or other uses.

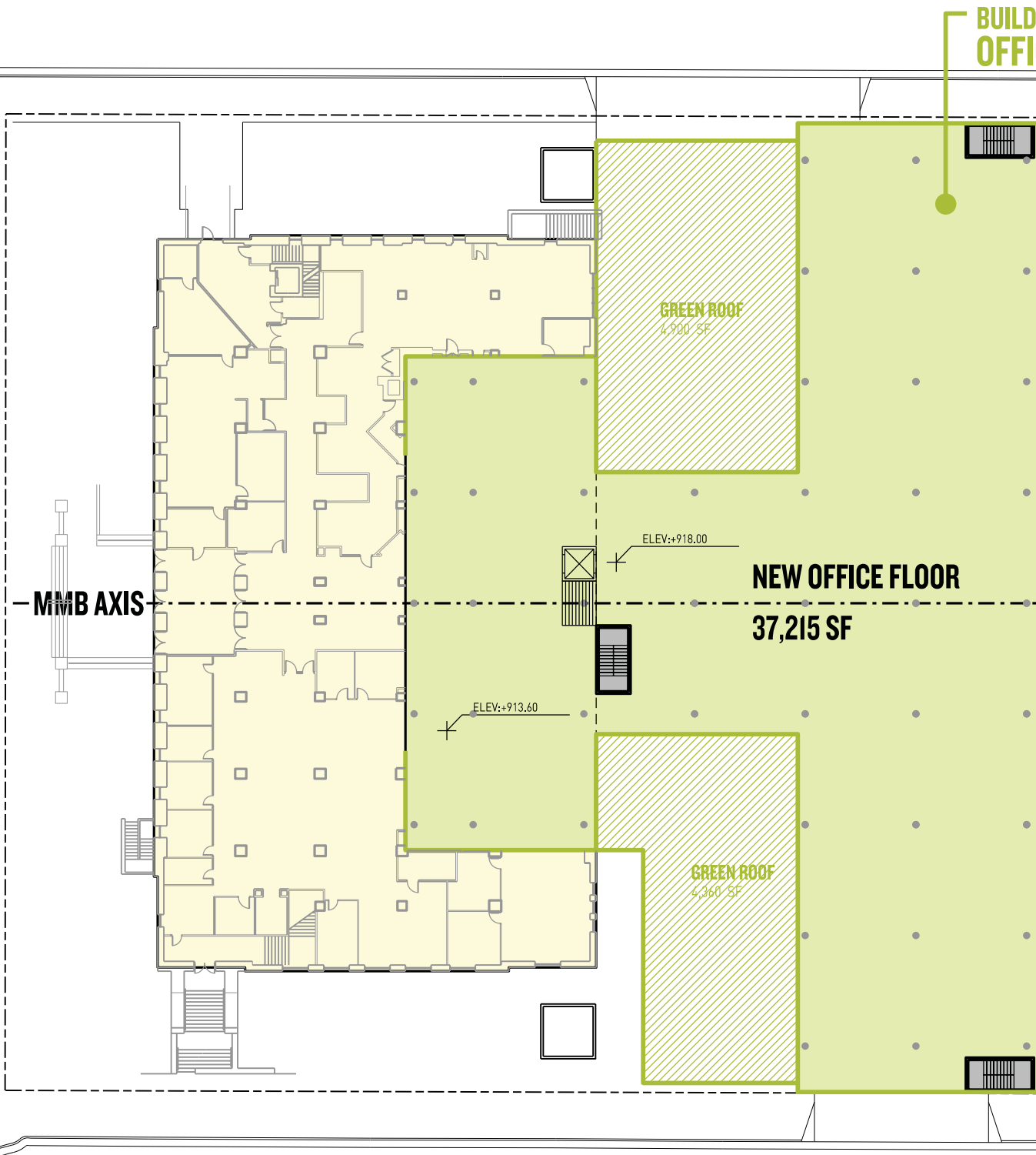
Any final plans for Block 88 will have to be developed in cooperation with the City. We will defer to the City’s priorities for the block, working in partnership with the City and any private users throughout the process. If the City wishes, ULI would be happy to assist in thinking through and developing what is optimal for Block 88.





The new office building respectfully integrates with the symmetry of the Madison Municipal Building; the sophisticated contemporary glass facade expression, appropriate of our time, partners with the historic classicism of this Madison government landmark.

MLK BOULEVARD



LEVEL 2

Doyle Square Development | Response to Request for Proposal

ING 'A'
CE

DOTY STREET ONE WAY →

HOTEL
MEETING / AMENITY
LEVEL



MLK BOULEVARD



LEVEL 3

Doyle Square Development | Response to Request for Proposal

NG 'A'
CE

DOTY STREET ONE WAY →

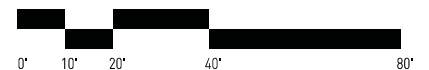
HOTEL 'B2'

HOTEL 'B1'

PINCKNEY STREET

BUILDING 'C'
RESIDENTIAL

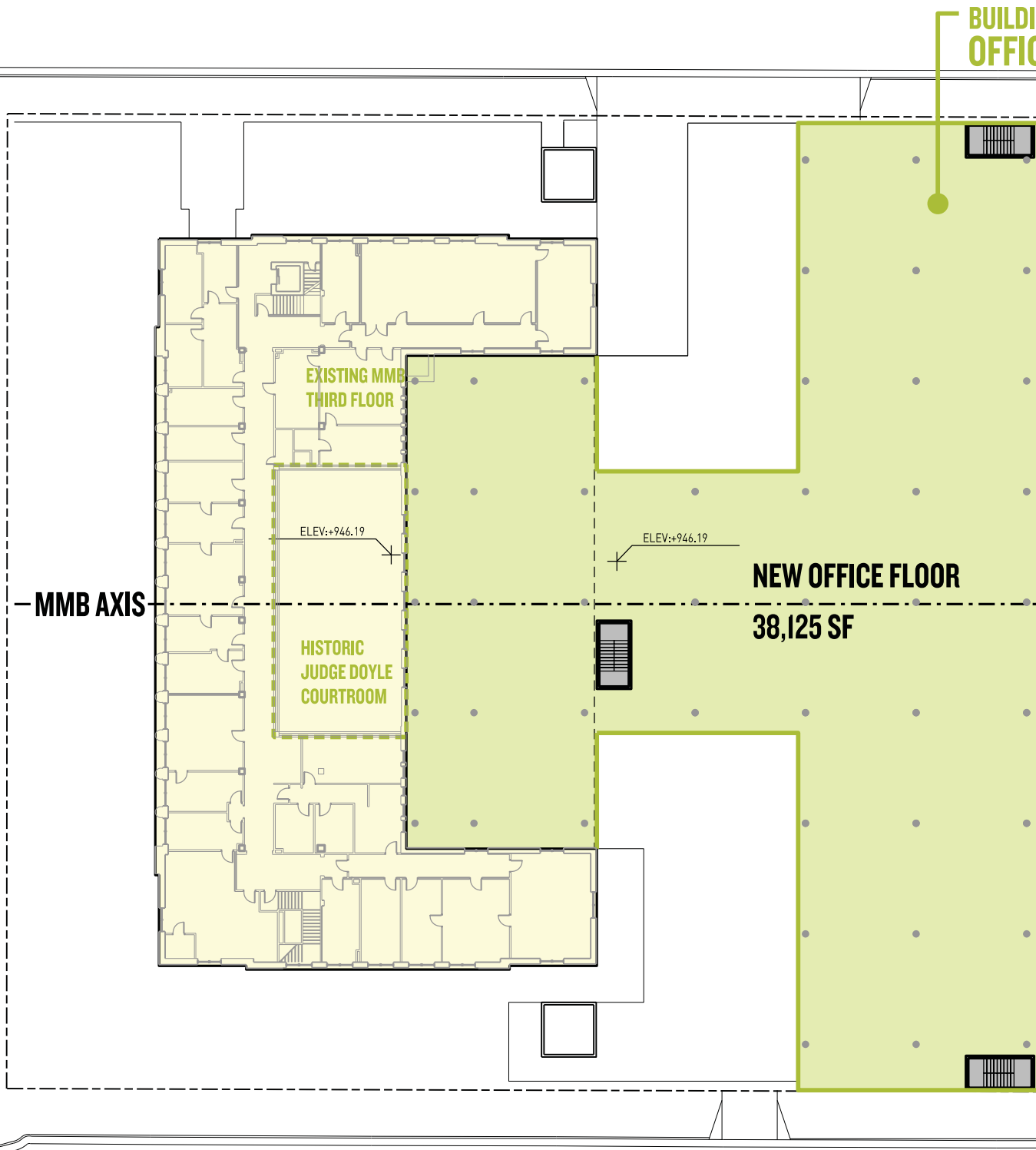
← ONE WAY WILSON STREET



↑
N
131



MLK BOULEVARD



LEVEL 4

Doyle Square Development | Response to Request for Proposal

NG 'A'
CE

DOTY STREET ONE WAY →

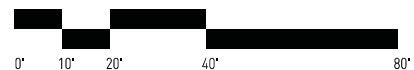
HOTEL 'B2'

HOTEL 'B1'

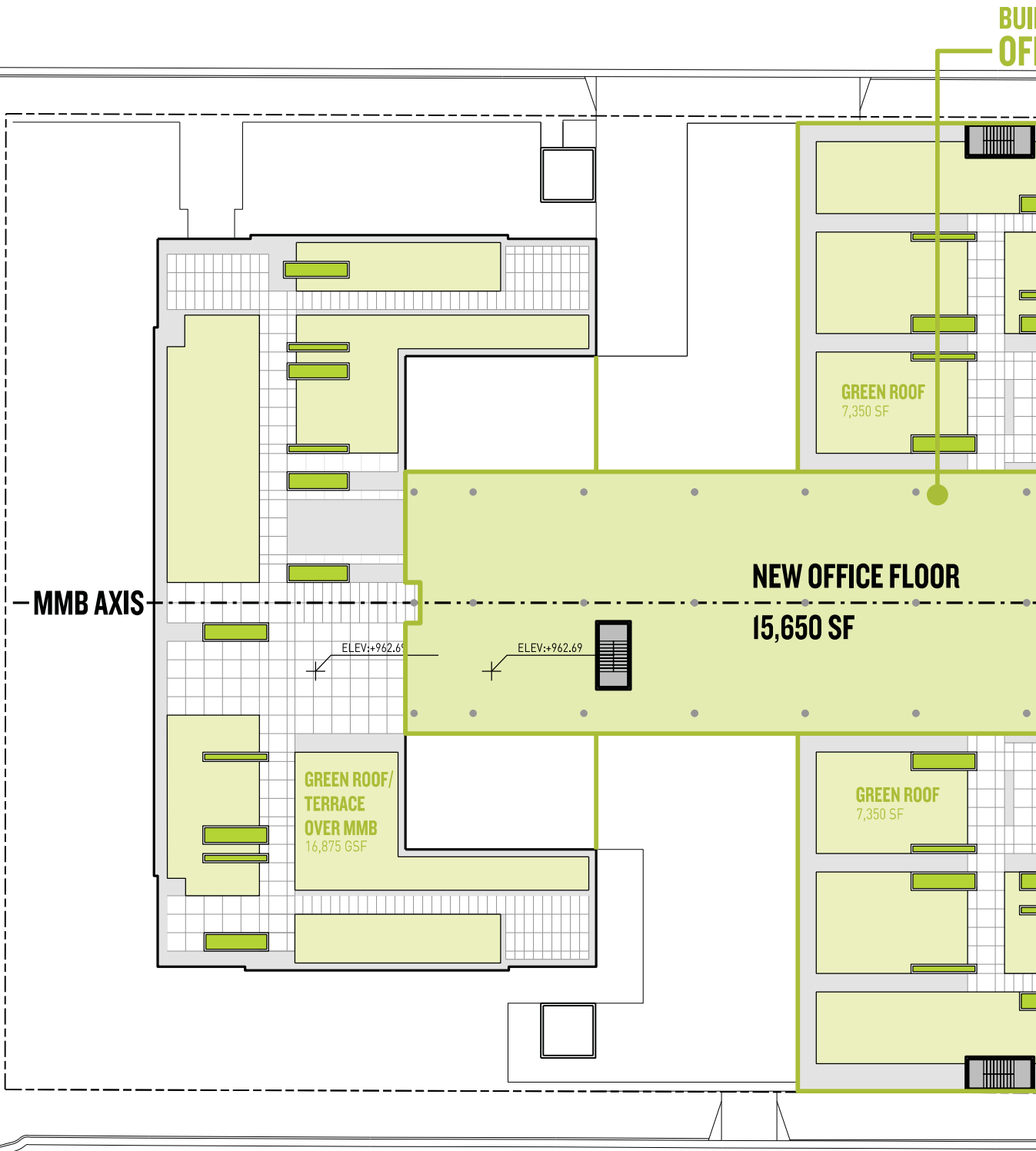
PINCKNEY STREET

BUILDING 'C'
RESIDENTIAL

← ONE WAY WILSON STREET



MLK BOULEVARD



LEVEL 5

Doyle Square Development | Response to Request for Proposal

BUILDING 'A'
OFFICE

DOTY STREET ONE WAY →

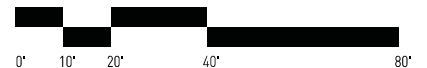
HOTEL 'B2'

HOTEL 'B1'

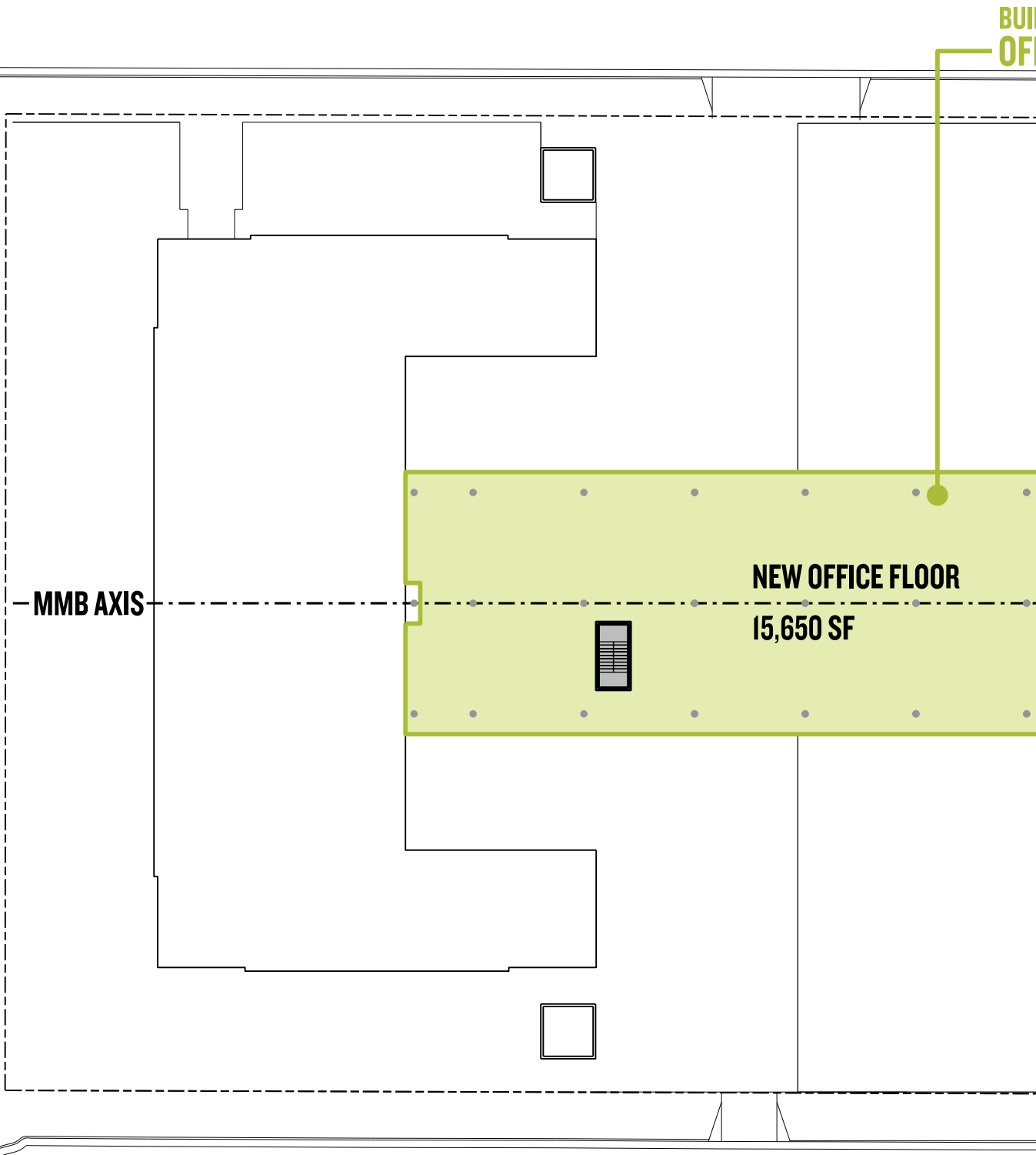
PICKNEY STREET

BUILDING 'C'
RESIDENTIAL

← ONE WAY WILSON STREET



MLK BOULEVARD



LEVEL 6

Doyle Square Development | Response to Request for Proposal

BUILDING 'A'
OFFICE

DOTY STREET ONE WAY →

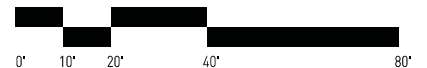
HOTEL 'B2'

HOTEL 'B1'

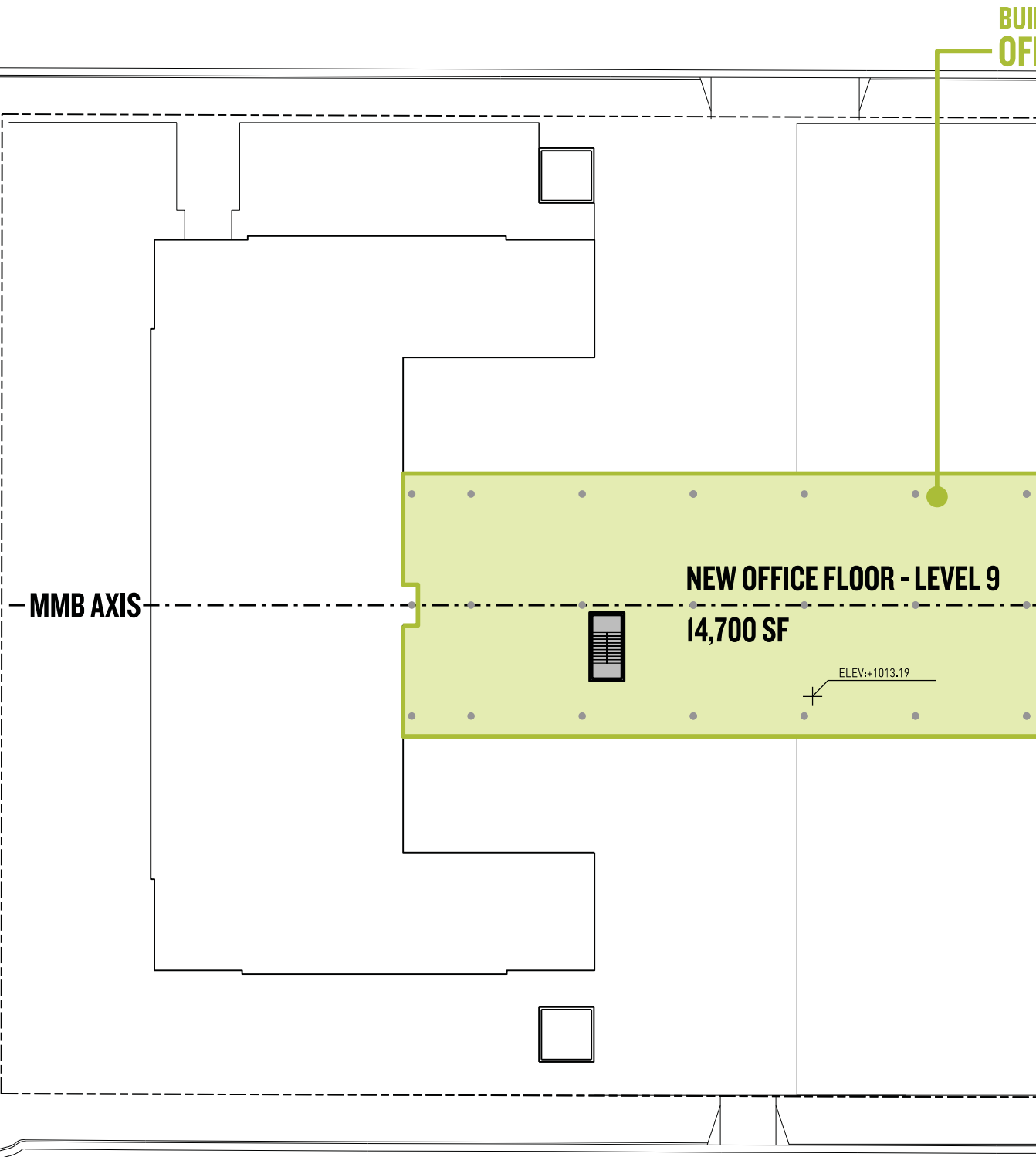
PICKNEY STREET

BUILDING 'C'
RESIDENTIAL

← ONE WAY WILSON STREET



MLK BOULEVARD



TOP LEVELS

Doyle Square Development | Response to Request for Proposal

BUILDING 'A'
OFFICE

DOTY STREET ONE WAY →

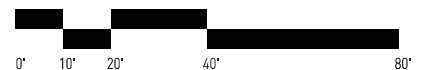
HOTEL 'B2'

HOTEL 'B1'

PICKNEY STREET

BUILDING 'C'
RESIDENTIAL

← ONE WAY WILSON STREET





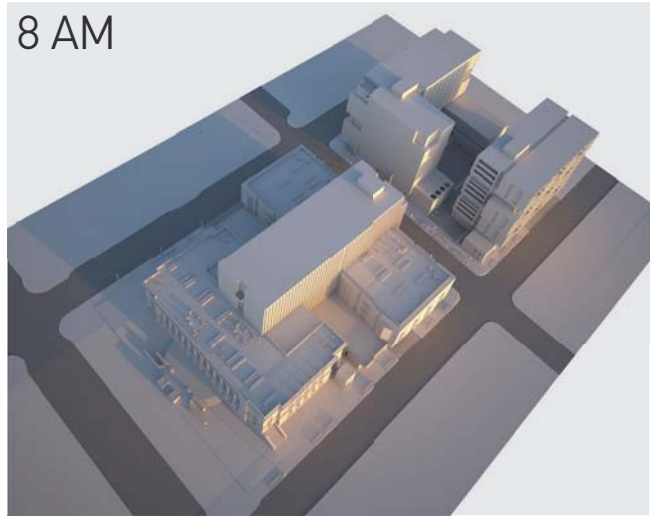


The Madison Municipal Building provides the historic foundation for new efficient and vital office space within the downtown business environment.

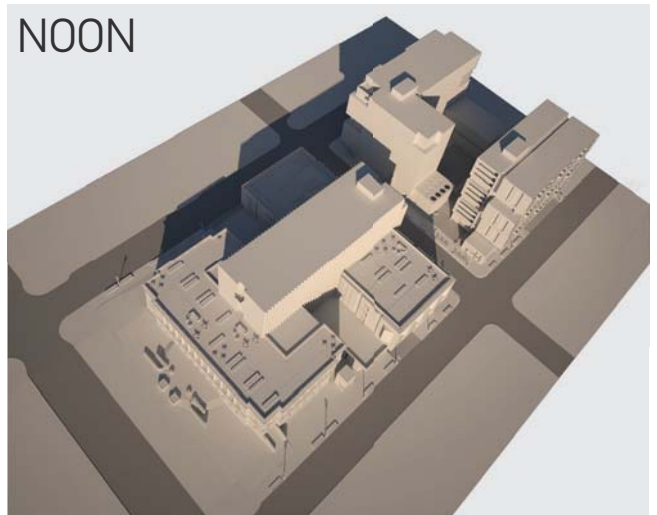
Shadow Study

Placement and shaping of building forms across the two city blocks maximizes access to sunlight and minimizes shadow casting between buildings and adjacent properties.

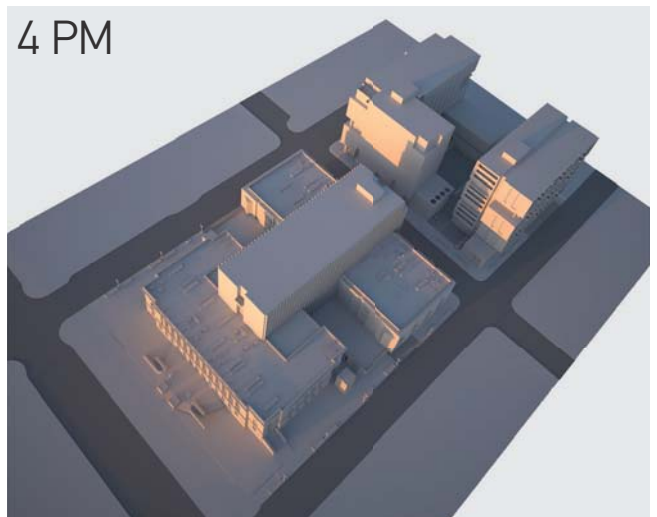
8 AM



NOON



4 PM



WINTER SOLSTICE

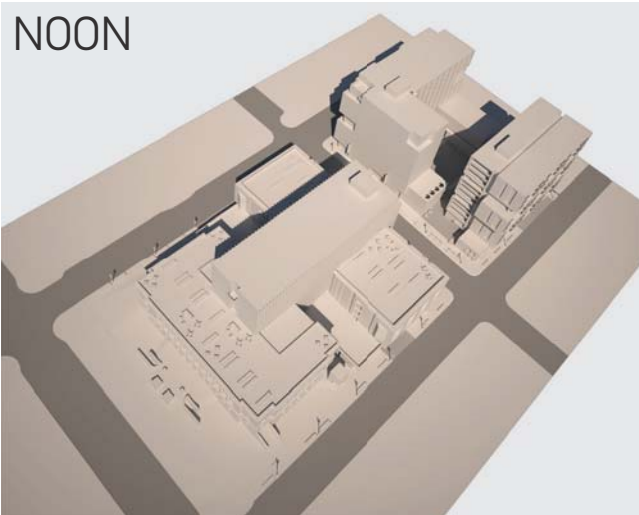
8 AM



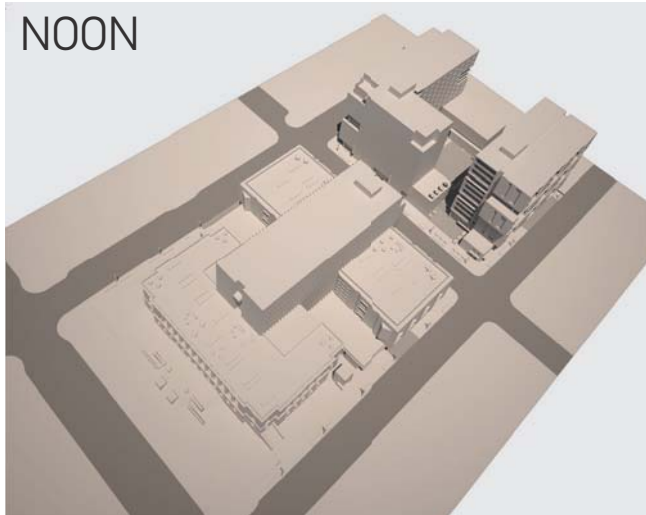
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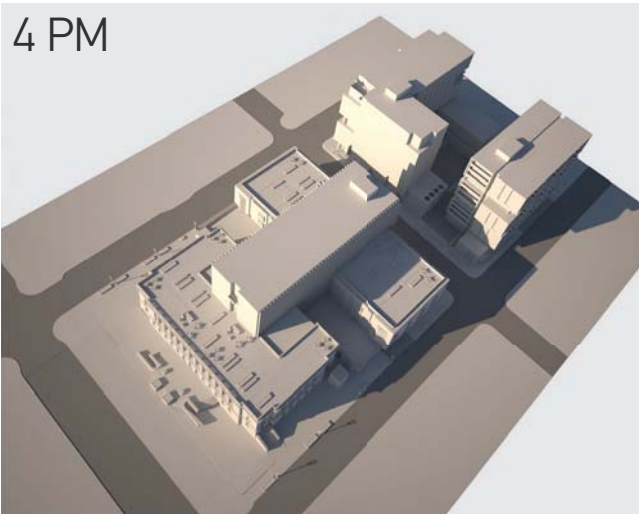
NOON



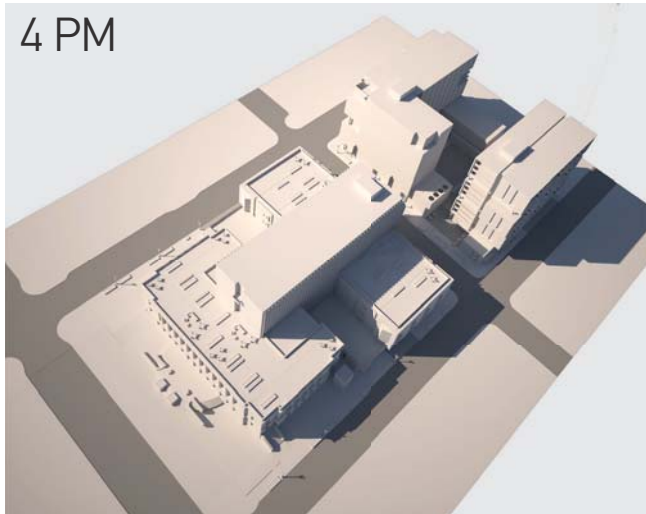
NOON



4 PM



4 PM



SPRING/FALL EQUINOX

SUMMER SOLSTICE



Financial Capability



4

Financial Capability and Project Financial Information

Doyle Square Development has the demonstrated experience, talent, and financial capacity to plan, undertake, and complete this complicated mixed-use project. The principals of ULI have developed, own, and operate more than 1 million square feet of office and retail space on the Capitol Square, in addition to nearly 1,900 parking stalls in ramps and lots that serve downtown.

Judge Doyle Square represents an opportunity for the City to develop a cost effective underground parking ramp to optimize the development of air rights located above the ramp. With limited land downtown to develop, Blocks 88 and 105 offer one of only four sites that can accommodate a large underground ramp. While conventional wisdom holds that underground parking is too expensive, in fact the very large rectangular floor plate that we propose will reduce the ramp area needed per parking user and result in underground parking that is affordable.

4.1 Evidence that the Development Venture has the Financial Stability/Capability to Undertake the Development.

Designing underground parking that supports above-grade, mixed-use development requires coordinating and integrating the entire project at one time. Without an experienced team to execute a complex project on this urban infill site, the City risks an unattractive, functionally-flawed outcome and the prospect of unnecessary construction costs. Completing Block 89 and planning for the Anchor Properties' redevelopment both attest to Doyle Square Development's ability to deliver a successful project.

ULI has been in business since 1974 and continues to actively develop and manage retail, office, apartment, and parking properties for its own account, primarily in downtown Madison.

NCG was established in 1981. It owns and operates 27 hotels under multiple franchise brands and specializes in premium select service hotels.

Please see the enclosed letters at the end of this Chapter 4 from Associated Bank and US Bank attesting to the financial capabilities of ULI and NCG.

4.2 Preliminary Estimate of Expected Range of Total Project Cost

PRELIMINARY COST ESTIMATES FOR AIR RIGHTS DEVELOPMENT

The private air rights projects in Block 105 have been brought to a schematic level of planning and architecture that convinces ULI and NCG that the hotel and apartment building are functionally workable and can be financially feasible based on our current involvement in downtown midrise projects of concrete frame construction. We anticipate the air-rights projects will be conventionally financed.

ULI and NCG propose to pay for the air-rights necessary to complete our projects, however any numbers put together today will be at least three years out of date by the time of delivery. In Block 105 there are envisioned to be 257 hotel rooms in a dual-branded hotel, as well as 108 apartments in a 12-story building. Given the best possible performance, the construction of the first phase of underground parking in Block 88 will not begin until 2016, and construction of the second phase of underground parking in Block 105 will not start until 2017. The second phase of underground parking in Block 105 can be complete and ready for air rights construction to begin above it in 2018.

DEVELOPMENT COST OF THE PARKING

Findorff has done a careful, current estimate of the cost to construct the proposed 1,302-stall ramp assuming construction starts in 2016. Findorff estimates a construction cost per parking stall of \$32,500, making our proposed ramp comparable in cost to smaller, less-efficient above-ground ramps. Findorff's estimate is based on our current proposal and is informed by detailed structural plans and specifications that were set forth in the ULI/Marcus Hotel Joint Venture report to the City in 2011. Findorff also developed a cost estimate at that time and understands well the aspects of our proposal. Adding architectural fees, engineering fees, developer's overhead and fee, and other soft costs to the construction cost results in a total development cost per parking stall of approximately \$37,000 and a total development cost of approximately \$48 million. This estimate does not include any cost for the subterranean area in which the parking would be constructed and assumes that the City will separately pay to demolish the existing Government East ramp.

FINANCING THE PUBLIC PORTION OF THE PARKING

We propose that the Madison Parking Utility purchase approximately 600 stalls in the form of a parking condominium unit in the new underground ramp at a price of \$22 million based on our current development cost estimates. We expect the Parking Utility can finance the cost of its parking condominium unit by using a combination of existing reserves, tax-exempt parking revenue bonds, and TIF funds that have accumulated in TID 25. Additionally, ULI and NCG propose to purchase the site of the existing Government East parking ramp at a rate of \$10,000/hotel key and \$20,000/apartment unit. The price paid by ULI and NCG for the site would be used to offset the Parking Utility's net cost for its parking condominium unit, resulting in a net purchase price of \$17.5 million. At such price, the Parking Utility will be able to afford to replace Government East with better, underground parking while maintaining the ability to afford upcoming capital projects at other ramps it owns.

FINANCING THE PRIVATE PORTION OF THE PARKING

A single-purpose entity affiliated with ULI will own the other 702 stalls in a parking condominium unit and manage them to meet the parking requirements of the air rights developments, particularly the need to serve monthly parkers.

Structural parking is a major negative cash flow producer, even with TIF support, but the same structural parking is essential in supporting buildings that create tax base for the City. Based on the same development cost estimates as above, we propose that ULI (or an affiliated entity) purchase the privately-owned parking condominium unit for a price of \$26 million. This price would be contingent upon the City making a TIF loan of \$12.5 million to the project so that parking can achieve break-even operations. No public financing for any other element of the overall development will be required.

The private parking will support the dual branded hotels and the apartments in Block 105 and the air rights development in Block 88. The private parking will be on the Madison real estate tax roll from the outset and will increase coverage for the TIF loan.

Conceptual Estimate

Block 88 and 105 Parking

Spreadsheet Level	Takeoff Quantity	Total Cost/Unit	Total Amount
Phase 1			
A STRUCTURE			
A10 FOUNDATIONS			
A1010 STANDARD FOUNDATION			
Column Footings	2,437.00 cy	275.39 /cy	671,116
Wall Footings	80.00 cy	362.95 /cy	29,036
Elevator Pit Slabs	192.00 sf	4.50 /sf	864
Elevator Pit Walls	96.00 sf	23.00 /sf	2,208
Elevator Pit for Future Elevators	1.00 ea	3,500.00 /ea	3,500
A1010 STANDARD FOUNDATION			706,724
A1030 SLAB ON GRADE			
Slab on Grade	51,402.00 sf	4.15 /sf	213,318
Drainage Fill at SOG	51,402.00 sf	1.25 /sf	64,253
Drain Tiles	789.00 lf	15.00 /lf	11,835
Sump Pump	2.00 ea	25,000.00 /ea	50,000
A1030 SLAB ON GRADE			339,406
A10 FOUNDATIONS			1,046,130
A20 BASEMENT CONSTRUCTION			
A2010 BASEMENT EXCAVATION			
Earthwork - Building Excavation	97,833.00 cy	13.00 /cy	1,271,829
Earthwork - Building Backfill	6,694.00 cy	20.00 /cy	133,880
Earthwork - Building Backfill (Ftgs)	2,313.00 cy	25.00 /cy	57,825
Earthwork - Soil Nails	35,505.00 sf	38.00 /sf	1,349,190
Earthwork - Phasing Line - Excluded	sf	/sf	
Earthwork - Soldier Piles	12,150.00 sf	106.00 /sf	1,287,900
A2010 BASEMENT EXCAVATION			4,100,624
A2020 BASEMENT WALLS			
Foundation Walls	33,956.00 sf	33.77 /sf	1,146,694
Vault Walls	2,030.00 sf	30.00 /sf	60,900
Vault Lid	1,895.00 sf	70.00 /sf	132,650
Vault Foundations	33.00 cy	325.00 /cy	10,725
Area Well Walls	1,976.00 sf	33.77 /sf	66,730
Stair Foundation Walls	4,117.00 sf	33.77 /sf	139,031
Foundation Dampproofing	38,073.00 sf	2.50 /sf	95,183
A2020 BASEMENT WALLS			1,651,912
A20 BASEMENT CONSTRUCTION			5,752,536
A STRUCTURE			6,798,666
B SHELL			
B10 SUPERSTRUCTURE			
B1010 FLOOR CONSTRUCTION			
Concrete Columns	1,205.00 cy	771.09 /cy	929,160
Concrete Shear Walls	9,120.00 sf	28.89 /sf	263,477
Concrete Elevator Shaft Walls	5,903.00 sf	28.89 /sf	170,538
Concrete Beams	419.22 cy	884.20 /cy	370,674
Misc Concrete and Steel	243,199.00 sf	0.50 /sf	121,600
PT Slabs	193,797.00 sf	15.96 /sf	3,092,285
High Bay Deck Forming	15,000.00 sf	2.95 /sf	44,295
Couplers	80.00 ea	250.00 /ea	20,000
Hoisting Equipment	1.00 ls	751,559.00 /ls	751,559

Conceptual Estimate

Block 88 and 105 Parking

Spreadsheet Level	Takeoff Quantity	Total Cost/Unit	Total Amount
B1010 FLOOR CONSTRUCTION			
Winter Conditions	1.00 ls	125,000.00 /ls	125,000
Concrete Mix to 6000lbs and Corrosion Inhibitor	8,336.00 cy	53.00 /cy	441,808
B1010 FLOOR CONSTRUCTION			6,330,395
B10 SUPERSTRUCTURE			6,330,395
B30 ROOFING			
B3010 ROOF COVERINGS			
Vehicular Traffic Coating	4,090.00 sf	2.50 /sf	10,225
Roofing Membrane - Excluded	sf	/sf	
Concrete Sealer	186,996.00 sf	0.50 /sf	93,498
B3010 ROOF COVERINGS			103,723
B30 ROOFING			103,723
B SHELL			6,434,118
C INTERIORS			
C10 INTERIOR CONSTRUCTION			
C1010 PARTITIONS			
Block Walls	12,575.00 sf	18.00 /sf	226,350
Block Walls at Raised Deck	1,760.00 sf	18.00 /sf	31,680
Block Walls at Vault	260.00 sf	18.00 /sf	4,680
Elevator Equipment Room - Traction	sf	/sf	
(rooms in assignable spaces)			
Shaft Walls	2,726.00 sf	16.00 /sf	43,616
Misc. Block Walls	3,232.00 sf	16.00 /sf	51,712
Elevator Lobby Allowance	ea	/ea	
Guardrails	1,787.00 lf	40.00 /lf	71,480
C1010 PARTITIONS			429,518
C1020 INTERIOR DOORS			
Stair Doors	11.00 ea	1,500.00 /ea	16,500
Interior Aluminum Entrances	ea	/ea	
C1020 INTERIOR DOORS			16,500
C1030 FITTINGS			
Signage	1.00 ls	40,000.00 /ls	40,000
C1030 FITTINGS			40,000
C10 INTERIOR CONSTRUCTION			486,018
C20 STAIRS			
C2010 STAIR CONSTRUCTION			
Concrete Stairs	10.00 flr	10,000.00 /flr	100,000
C2010 STAIR CONSTRUCTION			100,000
C20 STAIRS			100,000
C30 INTERIOR FINISHES			
C3010 WALL FINISHES			
Painting	1.00 ls	25,000.00 /ls	25,000
C3010 WALL FINISHES			25,000
C3020 FLOOR FINISHES			

Conceptual Estimate

Block 88 and 105 Parking

Spreadsheet Level	Takeoff Quantity	Total Cost/Unit	Total Amount
C3020 FLOOR FINISHES			
Striping	551.00 ea	20.00 /ea	11,020
C3020 FLOOR FINISHES			11,020
C30 INTERIOR FINISHES			36,020
C INTERIORS			622,038
D SERVICES			
D10 CONVEYING			
D1010 ELEVATORS & LIFTS			
Traction Elevator	2.00 flr	25,000.00 /flr	50,000
D1010 ELEVATORS & LIFTS			50,000
D10 CONVEYING			50,000
D20 PLUMBING			
D2000			
Plumbing Work	201,571.00 sf	2.00 /sf	403,142
D2000			403,142
D20 PLUMBING			403,142
D30 HVAC			
D3000			
HVAC - Parking	201,571.00 sf	2.50 /sf	503,928
D3000			503,928
D30 HVAC			503,928
D40 FIRE PROTECTION			
D4010 SPRINKLERS			
Fire Suppression Sprinklers	201,571.00 sf	2.50 /sf	503,928
D4010 SPRINKLERS			503,928
D40 FIRE PROTECTION			503,928
D50 ELECTRICAL			
D5000			
Electric Work	201,571.00 sf	3.00 /sf	604,713
Electric Generator	1.00 ls	75,000.00 /ls	75,000
D5000			679,713
D50 ELECTRICAL			679,713
D SERVICES			2,140,710
E EQUIPMENT & FURNISHINGS			
E10 EQUIPMENT			
A1030 SLAB ON GRADE			
Parking Control Equipment	1.00 ls	100,000.00 /ls	100,000
A1030 SLAB ON GRADE			100,000
E10 EQUIPMENT			100,000
E EQUIPMENT & FURNISHINGS			100,000
F SPECIAL CONSTRUCTION & DEMOLITION			
F20 SELECTIVE BUILDING DEMOLITION			
F2010 BUILDING ELEMENTS DEMOLITION			
Structural Demo - Post Office	1.00 ls	200,000.00 /ls	200,000

Conceptual Estimate

Block 88 and 105 Parking

Spreadsheet Level	Takeoff Quantity	Total Cost/Unit	Total Amount
F2010 BUILDING ELEMENTS DEMOLITION			200,000
F20 SELECTIVE BUILDING DEMOLITION			200,000
F SPECIAL CONSTRUCTION & DEMOLITION			200,000
G BUILDING SITEWORK			
G10 SITE PREPARATION			
G1010 SITE CLEARING			
Site Improvements	1.00 ls	75,000.00 /ls	75,000
G1010 SITE CLEARING			75,000
G10 SITE PREPARATION			75,000
G20 SITE IMPROVEMENT			
G2010 ROADWAYS			
Asphalt	335.00 sy	24.00 /sy	8,040
Driveway Apron	1,279.00 sf	6.00 /sf	7,674
Curb & Gutter	1,509.00 lf	18.00 /lf	27,162
Traffic & parking Signs	1.00 ls	5,000.00 /ls	5,000
G2010 ROADWAYS			47,876
G2030 PEDESTRIAN PAVING			
Sidewalks	8,446.00 sf	3.25 /sf	27,450
G2030 PEDESTRIAN PAVING			27,450
G20 SITE IMPROVEMENT			75,326
G30 SITE CIVIL / MECHANICAL UTILITIES			
G3010 WATER SUPPLY			
Utility Relocation Allowance	1.00 ls	50,000.00 /ls	50,000
G3010 WATER SUPPLY			50,000
G30 SITE CIVIL / MECHANICAL UTILITIES			50,000
G BUILDING SITEWORK			200,326
Z GENERAL			
Z10 GENERAL REQUIRMENTS			
Z1010 ADMINISTRATION			
General Conditions	1.00 ls	1,022,168.27 /ls	1,022,168
Z1010 ADMINISTRATION			1,022,168
Z10 GENERAL REQUIRMENTS			1,022,168
Z GENERAL			1,022,168
Phase 1			17,518,026

Conceptual Estimate

Block 88 and 105 Parking

Spreadsheet Level	Takeoff Quantity	Total Cost/Unit	Total Amount
Phase 2			
A STRUCTURE			
A10 FOUNDATIONS			
A1010 STANDARD FOUNDATION			
Column Footings	3,230.00 cy	272.17 /cy	879,111
Wall Footings	97.00 cy	366.07 /cy	35,509
Elevator Pit Slabs	384.00 sf	4.50 /sf	1,728
Elevator Pit Walls	192.00 sf	23.00 /sf	4,416
Elevator Pit for Future Elevators	1.00 ea	3,500.00 /ea	3,500
A1010 STANDARD FOUNDATION			924,264
A1030 SLAB ON GRADE			
Slab on Grade	68,262.00 sf	4.15 /sf	283,287
Drainage Fill at SOG	68,262.00 sf	1.25 /sf	85,328
Drain Tiles	766.00 lf	15.00 /lf	11,490
Sump Pump	2.00 ea	25,000.00 /ea	50,000
A1030 SLAB ON GRADE			430,105
A10 FOUNDATIONS			1,354,369
A20 BASEMENT CONSTRUCTION			
A2010 BASEMENT EXCAVATION			
Earthwork - Building Excavation	125,314.00 cy	13.00 /cy	1,629,082
Earthwork - Building Backfill	7,173.00 cy	20.00 /cy	143,460
Earthwork - Building Backfill (Ftgs)	3,329.00 cy	25.00 /cy	83,225
Earthwork - Soil Nails	22,320.00 sf	38.00 /sf	848,160
Earthwork - Soilder Piles	12,735.00 sf	106.00 /sf	1,349,910
A2010 BASEMENT EXCAVATION			4,053,837
A2020 BASEMENT WALLS			
Foundation Walls	40,129.00 sf	33.77 /sf	1,355,156
Foundation Dampproofing	40,129.00 sf	2.50 /sf	100,323
A2020 BASEMENT WALLS			1,455,479
A20 BASEMENT CONSTRUCTION			5,509,316
A STRUCTURE			6,863,685
B SHELL			
B10 SUPERSTRUCTURE			
B1010 FLOOR CONSTRUCTION			
Concrete Columns	1,422.00 cy	759.10 /cy	1,079,433
Concrete Shear Walls	9,120.00 sf	28.89 /sf	263,477
Concrete Elevator Shaft Walls	13,541.00 sf	28.89 /sf	391,199
Concrete Beams	326.17 cy	884.20 /cy	288,400
Misc Concrete and Steel	428,791.00 sf	0.50 /sf	214,396
PT Slabs	360,259.00 sf	16.13 /sf	5,811,611
High Bay Deck Forming	15,000.00 sf	2.95 /sf	44,295
Couplers	80.00 ea	250.00 /ea	20,000
Hoisting Equipment	1.00 ls	751,559.00 /ls	751,559
Winter Conditions	1.00 ls	125,000.00 /ls	125,000
Concrete Mix to 6000lbs and Corrosion Inhibitor	10,849.00 cy	53.00 /cy	574,997
B1010 FLOOR CONSTRUCTION			9,564,366
B10 SUPERSTRUCTURE			9,564,366
B30 ROOFING			

Conceptual Estimate

Block 88 and 105 Parking

Spreadsheet Level	Takeoff Quantity	Total Cost/Unit	Total Amount
B3010 ROOF COVERINGS			
Vehicular Traffic Coating	10,690.00 sf	2.50 /sf	26,725
Concrete Sealer	231,736.00 sf	0.50 /sf	115,868
B3010 ROOF COVERINGS			142,593
B30 ROOFING			142,593
B SHELL			9,706,959
C INTERIORS			
C10 INTERIOR CONSTRUCTION			
C1010 PARTITIONS			
Block Walls	6,550.00 sf	18.00 /sf	117,900
Block Walls at Raised Deck	2,745.00 sf	18.00 /sf	49,410
Elevator Equipment Room - Traction (rooms in assignable spaces)	sf	/sf	
Shaft Walls	3,547.00 sf	16.00 /sf	56,752
Misc. Block Walls	8,760.00 sf	16.00 /sf	140,160
Parking Office	1,480.00 sf	16.00 /sf	23,680
Elevator Lobbies	ea	/ea	
Guardrails	1,909.00 lf	40.00 /lf	76,360
C1010 PARTITIONS			464,262
C1020 INTERIOR DOORS			
Stair Doors	10.00 ea	1,500.00 /ea	15,000
Interior Aluminum Entrances	ea	/ea	
C1020 INTERIOR DOORS			15,000
C1030 FITTINGS			
Signage	1.00 ls	40,000.00 /ls	40,000
C1030 FITTINGS			40,000
C10 INTERIOR CONSTRUCTION			519,262
C20 STAIRS			
C2010 STAIR CONSTRUCTION			
Concrete Stairs	10.00 flr	10,000.00 /flr	100,000
C2010 STAIR CONSTRUCTION			100,000
C20 STAIRS			100,000
C30 INTERIOR FINISHES			
C3010 WALL FINISHES			
Painting	1.00 ls	25,000.00 /ls	25,000
Parking Office Buildout	1,465.00 sf	30.00 /sf	43,950
C3010 WALL FINISHES			68,950
C3020 FLOOR FINISHES			
Striping	755.00 ea	20.00 /ea	15,100
C3020 FLOOR FINISHES			15,100
C30 INTERIOR FINISHES			84,050
C INTERIORS			703,312
D SERVICES			
D10 CONVEYING			

Conceptual Estimate

Block 88 and 105 Parking

Spreadsheet Level	Takeoff Quantity	Total Cost/Unit	Total Amount
D1010 ELEVATORS & LIFTS			
Traction Elevator	10.00 flr	25,000.00 /flr	250,000
D1010 ELEVATORS & LIFTS			250,000
D10 CONVEYING			250,000
D20 PLUMBING			
D2000			
Plumbing Work	259,135.00 sf	2.00 /sf	518,270
D2000			518,270
D20 PLUMBING			518,270
D30 HVAC			
D3000			
HVAC - Parking	259,135.00 sf	2.50 /sf	647,838
D3000			647,838
D30 HVAC			647,838
D40 FIRE PROTECTION			
D4010 SPRINKLERS			
Fire Suppression Sprinklers	259,135.00 sf	2.50 /sf	647,838
D4010 SPRINKLERS			647,838
D40 FIRE PROTECTION			647,838
D50 ELECTRICAL			
D5000			
Electric Work	259,135.00 sf	3.00 /sf	777,405
D5000			777,405
D50 ELECTRICAL			777,405
D SERVICES			2,841,350
E EQUIPMENT & FURNISHINGS			
E10 EQUIPMENT			
A1030 SLAB ON GRADE			
Parking Control Equipment	1.00 ls	100,000.00 /ls	100,000
A1030 SLAB ON GRADE			100,000
E10 EQUIPMENT			100,000
E EQUIPMENT & FURNISHINGS			100,000
F SPECIAL CONSTRUCTION & DEMOLITION			
F20 SELECTIVE BUILDING DEMOLITION			
F2010 BUILDING ELEMENTS DEMOLITION			
Structural Demo - Parking Garage - Excluded	ls	/ls	
G BUILDING SITEWORK			
G10 SITE PREPARATION			
G1010 SITE CLEARING			
Site Improvements	1.00 ls	75,000.00 /ls	75,000
G1010 SITE CLEARING			75,000

Conceptual Estimate

Block 88 and 105 Parking

Spreadsheet Level	Takeoff Quantity	Total Cost/Unit	Total Amount
G1030 SITE EARTHWORK			
Site Earthwork at Pinckney	2,620.00 cy	25.00 /cy	65,500
G1030 SITE EARTHWORK			65,500
G10 SITE PREPARATION			140,500
G20 SITE IMPROVEMENT			
G2010 ROADWAYS			
Asphalt	227.00 sy	24.00 /sy	5,448
Paving at Pinckney	11,306.00 sf	5.00 /sf	56,530
Waterproofing at Pinckney	17,688.00 sf	3.50 /sf	61,908
Driveway Apron	1,021.00 sf	6.00 /sf	6,126
Curb & Gutter	1,528.00 lf	18.00 /lf	27,504
Traffic & parking Signs	1.00 ls	5,000.00 /ls	5,000
G2010 ROADWAYS			162,516
G2030 PEDESTRIAN PAVING			
Sidewalks	7,957.00 sf	3.25 /sf	25,860
G2030 PEDESTRIAN PAVING			25,860
G20 SITE IMPROVEMENT			188,376
G30 SITE CIVIL / MECHANICAL UTILITIES			
G3010 WATER SUPPLY			
Utility Relocation Allowance	1.00 ls	50,000.00 /ls	50,000
G3010 WATER SUPPLY			50,000
G30 SITE CIVIL / MECHANICAL UTILITIES			50,000
G BUILDING SITEWORK			378,876
Z GENERAL			
Z10 GENERAL REQUIRMENTS			
Z1010 ADMINISTRATION			
General Conditions	1.00 ls	1,022,168.27 /ls	1,022,168
Z1010 ADMINISTRATION			1,022,168
Z10 GENERAL REQUIRMENTS			1,022,168
Z GENERAL			1,022,168
Phase 2			21,616,350

Block 88 and 105 Parking**Estimate Totals**

Description	Amount	Totals	Rate
	39,134,377	39,134,377	
Estimating Contingency	1,956,719		5.00 %
Contractor's Fee	1,232,733		3.00 %
Total		42,323,829	

Cost does not include second floor columns or slabs.

This estimate assumes that Pinckney Street will be closed for the duration of the project.

Phase 1 parking to be occupied before demolition of the existing Government East parking ramp.

4.3 Development Phasing Plan

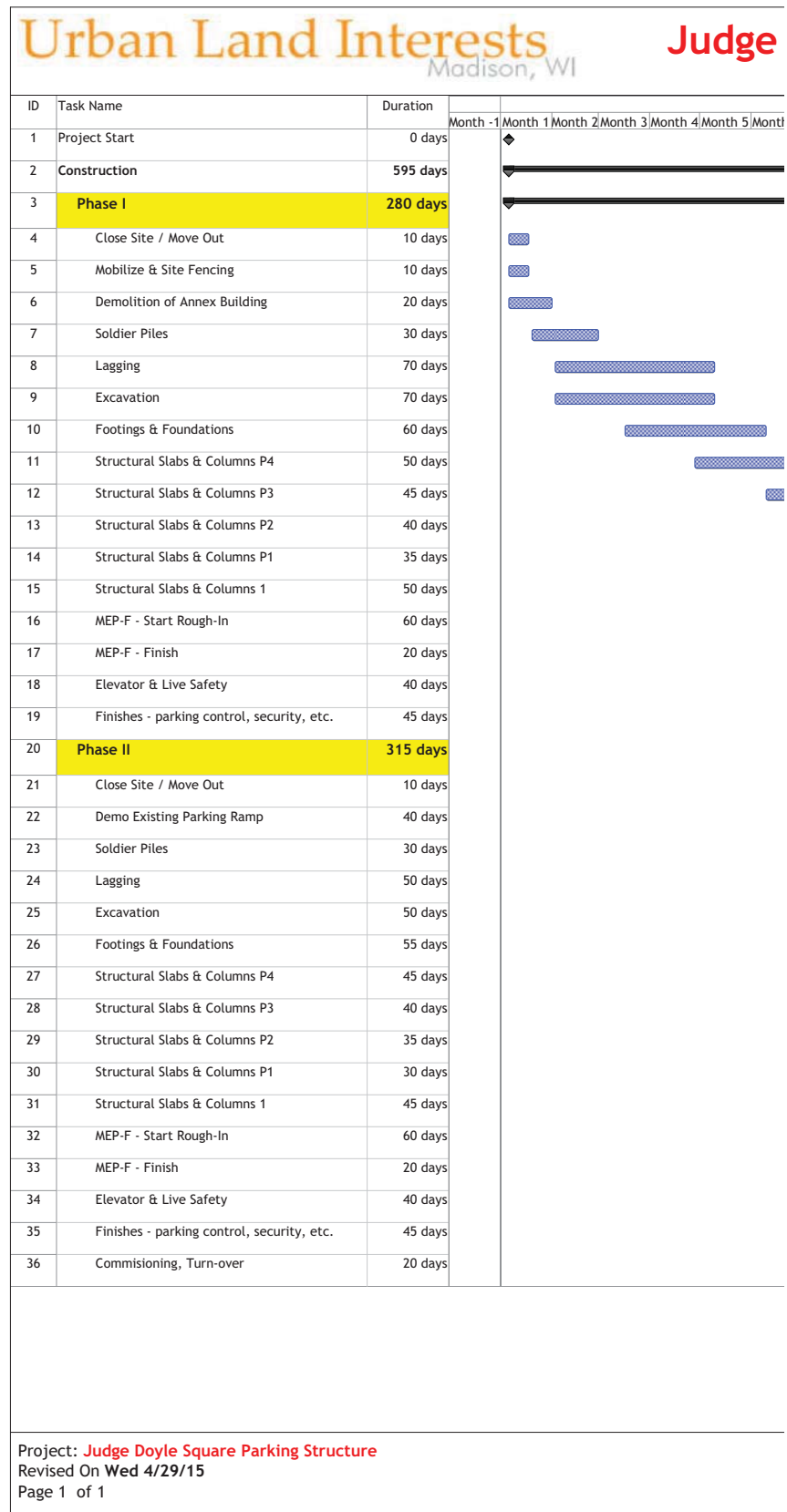
The first phase of development will construct the publicly-owned parking stalls to replace Government East. These stalls will be located in the portion of the new ramp located in Block 88. It is envisioned that Pinckney Street between Doty Street and Wilson Street will be closed for the duration of ramp construction so that a significant cost of soil retention can be avoided.

The first phase of parking can be operational by late 2017, after which the parkers from Government East can be moved to the portion of the new ramp constructed in Block 88, and the second phase of underground parking can be constructed. The construction of the hotel and apartments in Block 105 are expected to follow directly thereafter.

The timing of the Block 88 air rights development will depend upon the timing of the City's own decisions concerning office space and meeting space.

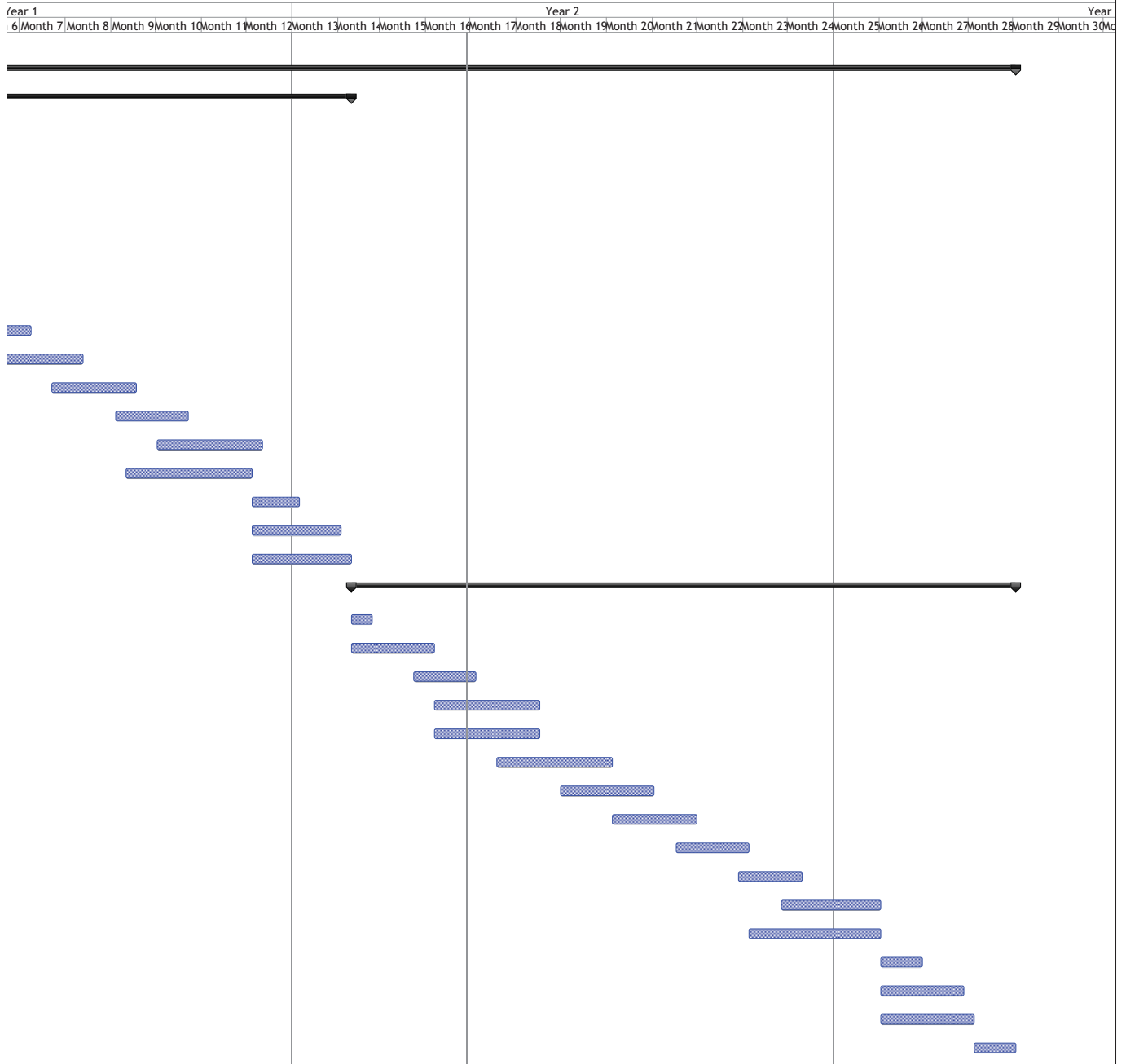
4.4, 4.5, 4.6, 4.7

Information requested for Sections 4.4, 4.5, 4.6, and 4.7 has been incorporated into the other sections of Chapter 4 above.



Madison, WI

Madison, WI





8040 Excelsior Drive
Madison, WI 53717
608-259-3637 PHONE
608-259-3659 FAX

Commercial Real Estate

April 28, 2015

City of Madison
Dept of Planning & Economic Development
Office of the Director
Room LL100, Madison Municipal Building
215 Martin Luther King Jr. Blvd
Madison, WI 53703

To the City of Madison Judge Doyle Square Team:

Associated Bank and our predecessor, Randall State Bank, have enjoyed a close working relationship with Urban Land Interests since 1977. We have continued to finance ULI projects ever since, including several currently in downtown Madison. Where we have been the construction lender, ULI has been successful in leasing its projects up so that they can be refinanced with longer term loans with others. ULI has a well-earned reputation for undertaking challenging projects that contribute positively to our community and of completing them and managing them to a high quality level.

Urban Land Interests develops for its own portfolio, rather than selling its projects as they are completed. This has given ULI strong financial underpinnings. Its commitment to long-term ownership has created positive relationships with its tenants and enabled it to build a very talented staff.

We understand that ULI proposes to develop apartments on the site of the present Government East parking ramp. ULI has proven very capable in creating successful new apartment projects, and we have financed several of them. While we will need to review project specific information, we look forward to the potential of being involved in financing ULI's new apartments and parking in Block 105 if ULI is selected by the City of Madison. We know they will develop a high quality project that will add value to the landscape and for citizens of downtown Madison.

Please call me if you would like to discuss our relationship with ULI further.

Sincerely,

A handwritten signature in blue ink, appearing to read 'Steve Sosnowski', with a long horizontal flourish extending to the right.

Steve Sosnowski
Senior Vice President
Commercial Real Estate Division
Steve.Sosnowski@AssociatedBank.com

April 21, 2015

City of Madison
Department of Planning & Community & Economic Development
Office of the Director
Room LL100, Madison Municipal Building
215 Martin Luther King Jr. Blvd.
Madison, WI 53703

**RE: Downtown Madison, WI
Judge Doyle Square Project**

To Whom It May Concern:

The North Central Group is a Middleton, Wisconsin-based developer, owner and hotel operator with over 30 years of experience with Hilton and Marriott branded hotels. They currently own and manage over 30 hotels in the Midwest and Southwest, with over 1,000 hotel rooms under management in the Greater Madison Area alone.

Although the specific project North Central Group proposes for the Judge Doyle Square site will require further review, underwriting and approval by US Bank NA, North Central Group and its management team are competent and capable from a development, management and ownership standpoint, to accomplish their project.

North Central Group's experience and growth of company assets, illustrated by its portfolio of hotels and rooms under management, provides them with the talent and resources necessary to complete a quality asset that will benefit the City of Madison and the region

US Bank, N.A. is proud to call The North Central Group a client of the bank with loans, deposits and other non-credit services.

Please contact me if you would like to discuss any information provided here or have any questions.

Sincerely,

A handwritten signature in black ink, appearing to read "Peter Mortenson", written over the word "Sincerely,".

Peter Mortenson
Senior Vice President – Commercial Real Estate
US Bank, N.A.

5



References



5

Professional and Project References

URBAN LAND INTERESTS REFERENCES



BLOCK 89
Madison, WI

See RFP Form C



U.S. BANK PLAZA
Madison, WI

See RFP Form C



SEVEN27 APARTMENTS
Madison, WI

Rich Lynch
J.H. Findorff & Son
608.442.7360
rlynch@findorff.com



ANCHOR PROPERTIES
Madison, WI

Chris Bauer
Anchor Bank
608.252.8780
cbauer@anchorbank.com

North Central Group

NORTH CENTRAL GROUP REFERENCES



MARRIOTT
Madison, WI

Marriott International, Inc.
Scott Gold - Area Vice President
9550 West Higgins Road, Suite 910
Rosemont, IL 60018
scott.gold@marriott.com



CITY OF MIDDLETON
Middleton, WI

City of Middleton
Mayor Kurt Sonnetag
7426 Hubbard Avenue
Middleton, WI 53562
mayor@ci.middleton.wi.us



CITY OF OMAHA
Omaha, NE

Robert Peters Company – (City of Omaha)
Robert Peters – former Planning Director,
City of Omaha
3552 Farnam Street – Suite 200
Omaha, NE 68131
rpeters@robertpeterscompany.com



Marriott International, Inc.

1700 Mountain Drive
Suite F
Deerfield, IL 60015

G. Scott Gold
Area Vice President
Lodging Development
224/515-8182
224/515-8182 Fax
scott.gold@marriott.com

April 27, 2015

City of Madison
Department of Planning and Community & Economic Development
Office of the Director
Room LL100, Madison Municipal Building
215 Martin Luther King Jr. Blvd.
Madison, Wisconsin 53703

Dear Sir/Madam:

My name is Scott Gold and I am the Area Vice President of Development for Marriott in the Midwest Region. It is my distinct pleasure to provide a reference for The North Central Group in regard to the Downtown Madison-Judge Doyle Square Project. The North Central Group has been and continues to be one of Marriott's premier franchisees. They consistently deliver superior hotels with exemplary service. If The North Central Group is involved with the Downtown Judge Doyle Project, they would have my full support for a Marriott branded hotel.

That said, in no way should this letter be construed as pre-approval in any way. Only Marriott's Development Committee can grant a franchise after a full application is submitted and all internal/external checks and reviews have been completed.

I am happy to answer any questions you might have at your convenience. I can be reached at 224/515-8182(office) or 847/340-4293(cell).

Sincerely,

G. Scott Gold
Area Vice President-Development
Midwest region



OFFICE OF THE MAYOR

CITY OF MIDDLETON
7426 HUBBARD AVENUE
MIDDLETON, WI 53562-3118

PH 608.821.8359
E-MAIL: mayor@ci.middleton.wi.us
WEB: www.ci.middleton.wi.us

April 27, 2015

City of Madison
Department of Planning & Community & Economic Development
Office of the Director
Room LL100, Madison Municipal Building
215 Martin Luther King Jr. Blvd.
Madison, WI 53703

Dear City of Madison Officials:

The North Central Group first started developing hotels in Middleton in 1996 and over the course of the last 15 years has continued to develop and manage first class hotel projects within the City of Middleton.

In 1996, The North Central Group (NCG) along with its JV partner Raymond Management Company (RMC) first built the Fairfield Inn in Middleton and has since built three additional high quality hotels, including The Hilton Garden Inn in 2004, Residence Inn by Marriott in 2005 and most recently The Courtyard by Marriott in 2007. Each of these hotels continues to be maintained in a high quality fashion in both curb appeal and quality of construction. The addition of these hotels has added significant value to the Marriott Hotel & Convention Center in allowing for larger groups to be booked as there are quality lodging options, right nearby. The City has been pleased to work with the NCG and RMC teams in bringing upwards of \$50 million in hotel projects into our community.

It is important to note that NCG is a developer that continues to reinvest in their hotels, completing a transformation from a Fairfield Inn to a Fairfield Inn & Suites in 2004, the Hilton Garden Inn finished a complete guestroom and lobby renovation in 2012, a guestroom and public space renovation at the Residence Inn by Marriott in April 2013 and most recently wrapped up a guestroom and public space & Bistro renovation at the Courtyard by Marriott in February 2014. It is great to have a business partner such as NCG who truly lives the owner/operator philosophy and is committed to maintaining first class hotel facilities for our corporate and leisure travelers to enjoy.

Over the years NCG continues to be a valued business partner and a "Good Neighbor" to the City of Middleton and community overall.

I would strongly recommend that the City of Madison consider the North Central Group as the developer of choice when selecting a partner for the Judge Doyle Square project.

If I can be of further assistance, please contact me at 335-0888.

Sincerely,

Kurt J. Sonnetag, Mayor of Middleton

April 24, 2015

City of Madison
Department of Planning & Community & Economic Development
Office of the Director
Room LL100, Madison Municipal Building
215 Martin Luther King Jr. Blvd.
Madison, WI 53703

To Whom It May Concern:

I have known The North Central Group for over 12 years and find this group to be a high quality hotel development and management group that creates *exceptional* hotel projects.

I first met Dave & Jeff Lenz when they approached the City of Omaha about re-developing a parcel in the Omaha Downtown area in the late 1990's. At that time I was the City of Omaha – Planning Director and worked closely with The North Central Group (NCG) on this project which included tearing down the old City of Omaha Police Station and Jail and constructing an 8-story, 178 room Hilton Garden Inn along with adjacent 190 stall, four level parking ramp on the half block. NCG and the City successfully negotiated a Tax Incremental Financing (TIF) package that allowed the hotel and parking ramp to become a reality. This overall project was a catalyst for further development in the downtown area at that time including Qwest Arena and Convention Center (known today as the CenturyLink Center) which was developed shortly thereafter. Once the Convention Center opened, the hotel provided overflow meeting space and a high quality lodging option in close proximity to the Convention Center as well as additional city parking which was desperately needed. The City of Omaha could not have asked for a better development partner on this project.

I was also able to work with the NCG team again from 2005 – 2008 on the development of another parcel of land in downtown Omaha in an area known as the North Downtown "NODO." NCG was on the forefront in helping to re-develop the "NODO" area that had once been the site of the Union Pacific Railroad yard operations. This project encountered a number of challenges and working with various agencies, including site remediation with EPA involvement, FAA approval was needed due to the project's proximity to Eppley Airport, and working collaboratively with the City of Omaha on TIF financing to allow the project to come to fruition. During this project, I was pleased to work with NCG as a consultant in partnering with the City on developing two additional hotels – an 8 story, 123 room Homewood Suites and 4 story, 139 room Hampton Inn & Suites that would further complement the City's Convention Center.

In addition, the College World Series new baseball complex (today known as Ameritrade Park) was to be located directly across the street from these two new hotels, so City expectations were set high for quality projects. Together NCG and the City effectively worked together to achieve two superior hotel projects which provided additional lodging for the Convention Center market and other business & leisure travelers to the downtown.



In my experience as a City Planner for 42 years, I have worked with many developers in that time. The North Central Group has been one of the groups that it is truly a pleasure to work with. NCG will work collaboratively with City officials to exceed project expectations. NCG has a 30 year track record of success in hotel development and management experience and will put together a project team that is second to none.

Knowing the history of NCG in the Omaha market and their ability to develop and manage high quality hotels that have truly become assets to the City of Omaha, I would highly recommend The North Central Group as *the* development partner to select for the Judge Doyle Square project.

Please feel free to contact me at (402) 561-2300 if you should need any further information.

Sincerely,



Robert Peters
President
Robert Peters Company



**RESPONSE TO REQUEST FOR PROPOSAL
DOYLE SQUARE DEVELOPMENT, LLC**

TEAM MEMBERS: URBAN LAND INTERESTS, NORTH CENTRAL GROUP,
VALERIO DEWALT TRAIN ASSOCIATES, COOPER CARRY,
FINDORFF & CARL WALKER INC.
MAY 1, 2015

**RESPONSE TO REQUEST FOR PROPOSAL
DOYLE SQUARE DEVELOPMENT, LLC**

TEAM MEMBERS: URBAN LAND INTERESTS, NORTH CENTRAL GROUP,
VALERIO DEWALT TRAIN ASSOCIATES, COOPER CARRY,
FINDORFF & CARL WALKER INC.
MAY 1, 2015