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**From:** Verveer, Mike <district4@cityofmadison.com>  
**Sent:** Thursday, January 23, 2014 3:02 AM  
**To:** George Austin  
**Cc:** plotkinaj@gmail.com; Brad Cantrell; A Room of One's Own Bookstore (room@chorus.net); ann.kovich@bmo.com; amiller@mge.com; gfrank@foodfightinc.com; Bidar-Sielaff, Shiva; Monks, Anne; Cover, Steven; Olver, Aaron; Schmiedicke, David; Woznick, Thomas; McManners, Gregg  
**Subject:** RE: Response To Your Judge Doyle Square Questions

Dear Colleagues,

I would like to share with you my thinking on potential elements of a preferred Judge Doyle Square project in advance of our committee meeting. First, my thanks to George and City staff for their timely responses to my recent questions. I found the responses to be instructive as a possible path forward for us.

It seems to me that our preferred project elements can move beyond those of the City's stated objectives from the RFQ/RFP given the fact that we have received three proposals, the City staff report, follow-up developer presentations and public feedback.

The following list summarizes my current preferred project elements:

1. Keep the Madison Municipal Building in civic use.
2. The new structures on Block 88 must be of high design quality and respect the design requirements of the MMB as a National Register of Historic Places building.
3. The development must be affordable for the taxpayers and efficient in the use of City resources. Work to keep the TIF investment focused on the cost of the underground parking cost differential.
4. Rebuild the Government East parking ramp at an affordable cost to the Parking Utility while realizing a new, walkable extension of the retail/entertainment district to the 200 block of South Pinckney Street.
5. A significant amount of the existing public parking supply should be maintained during the construction process.
6. The density of the Block 105 development must not require significant public investment beyond parking related costs to serve the new development.
7. No parking should be constructed at street level that is visible on South Pinckney Street.
8. An ironclad hotel room block agreement of 250 rooms must be achieved.
9. The new hotel meeting/function space should be sized to complement Monona Terrace and not take significant business away from existing Madison hotels. For example, function space for a banquet of 100 people plus multiple meeting spaces.

I hope my thoughts assist the committee as we begin to articulate the elements of our preferred project. I look forward to our discussion.

Finally, please do not reply to all on this communication to avoid an unintended violation of the Open Meetings Law.

Thanks,  
Mike