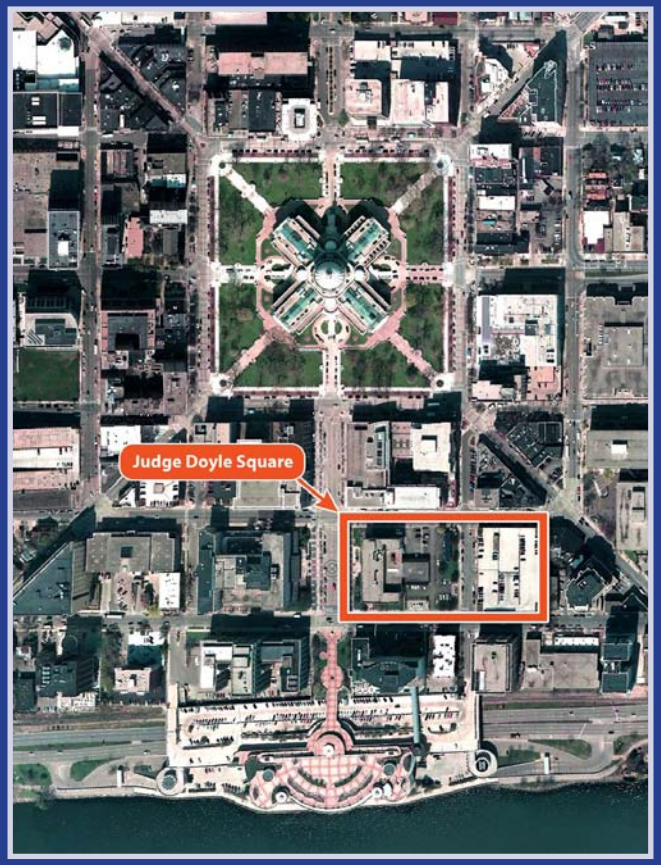
Photo: Skot Weidemann

Request for **Qualifications**

Judge Doyle Square
Madison, Wisconsin

Madison

Due: Tuesday, April 30, 2013



RFQ 8272-0-2013/SAC Judge Doyle Square

Table of Contents

Madison

www.cityofMadison.com

RFQ SUMMARY

RFQ TITLE	**RFQ 8272-0-2013/SAC Judge Doyle Square**
DEADLINE FOR SUBMISSIONS	**2:00 P.M. CDT, Tuesday, April 30, 2013** Late, faxed, electronically submitted or unsigned submissions may be rejected.
SUBMIT TO:	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 53703-3346
LABELING	All submissions must be packaged, sealed and clearly labeled. Proposer's Name and Address TITLE: Judge Doyle Square
DIRECT ALL INQUIRES TO:	Steven A. Cover, Director City of Madison Department of Planning & Community & Economic Development Telephone: 608-266-4807 Fax: 608-266-8739 Email: nprusaitis @cityofmadison.com
DOCUMENTS AVAILABLE ON BID DISTRIBUTION WEB SITES:	State of Wisconsin VendorNet System: www.vendornet.state.wi.us Demandstar by Onvia: www.demandstar.com
FORMAT OF SUBMITTALS	1. One (1) signed Original and fifteen (15) hardcopy submissions typed and securely bound on 8.5 by 11-inch paper, otherwise identical to the electronic version. 2. One electronic proposal in a PDF format stored on a common media (CD, DVD, or flash drive), identical in content and sequence to hardcopy proposals submitted. E*mail is not an acceptable method of submission*.
QUESTIONS AND REVISIONS TO RFQ	1. Submit questions no later than the due date specified in Section 6. 2. Only written answers will be binding upon the city. 3. In the event that it is necessary to provide additional clarification or revision to the RFQ, the city will post addenda to its bid distribution websites. It is the proposer's responsibility to regularly monitor the websites for any such postings.

> **Judge Doyle Square is an exciting opportunity to connect Monona Terrace and John Nolen Drive with the Capitol Square through a mixed-use, urban scale development.**
>
> *Mayor Paul R. Soglin*

SECTION ONE

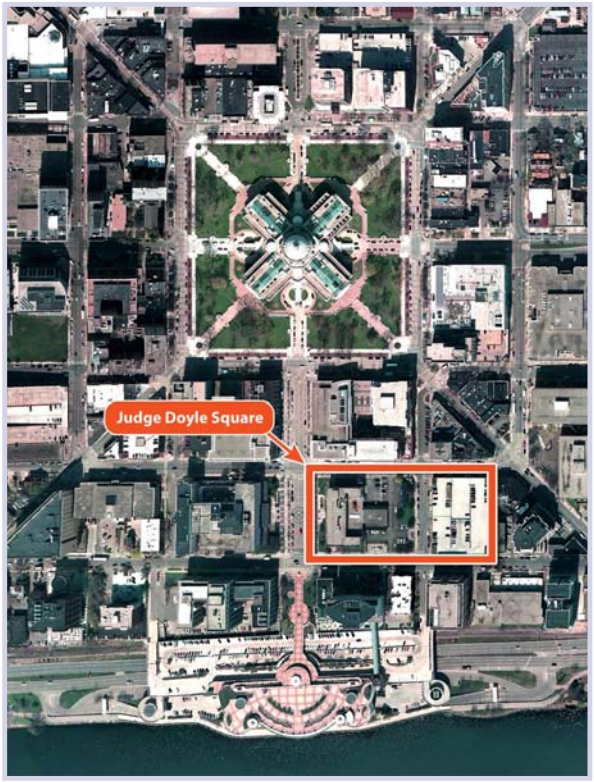
Introduction

The City of Madison, the seat of the State of Wisconsin Capitol, University of Wisconsin, and Dane County, is at the center of the State's fastest growing region. Continually recognized by many national organizations for a wide variety of quality of life awards and rankings, the Madison region offers easy, affordable living, making it a prime choice for businesses and employees alike. With growing diversity among its population, the Madison region fosters a culture of openness, dialogue and energy, and offers a vital and dynamic workforce, the result of an outstanding education system, a diverse economy and successful partnerships between the public and private sectors.

At the heart of the region is downtown Madison. It is unlike any other in the world. In his 1911 *Madison: A Model City*, renowned city planner John Nolen said, "Madison is one of the most striking examples that could be selected in the United States of a city which should have a distinct individuality, marked by characteristics separating it from and many respects elevating it above other cities."

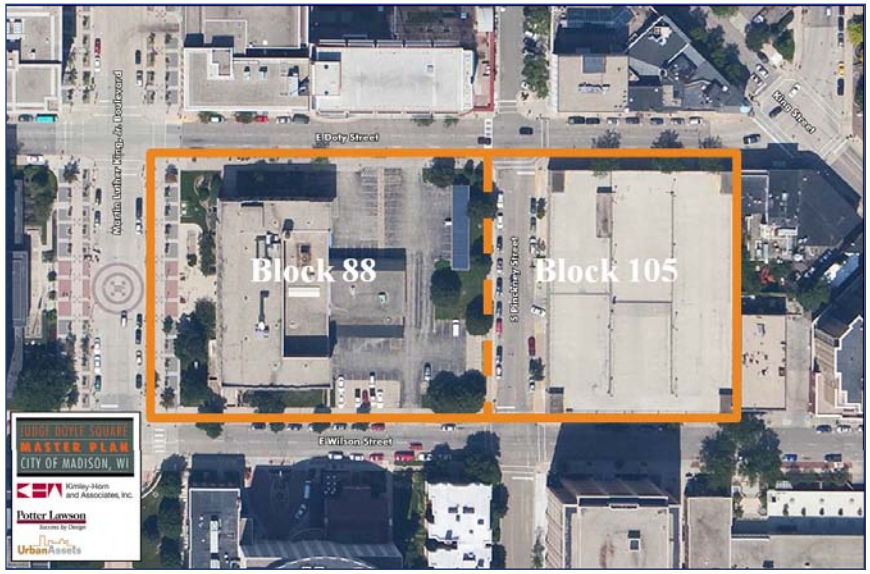
The Downtown serves as Madison's signature. It is the geographic, economic, and civic heart of the community. When people think of Madison, images of the Downtown and its unique isthmus setting often drive their impressions. It is the place where the community comes together, especially for the many events it hosts and the abundant activities it provides.

Downtown Madison has experienced a renaissance over the past twenty years. A new Downtown Plan was enacted by the City in 2012 that sets the stage for that momentum to continue. It proposes a framework to continue to enhance the qualities that make Madison a world class city.



Successful downtowns are comfortable, but at the same time, exciting, fun, and places of continual discovery. Successful downtowns spend considerable resources planning for and working towards a desired future. This includes identifying and building on the things that work well, while recognizing and seizing new opportunities that will keep Downtown fresh and dynamic. Downtown Madison today is much different than the city John Nolen knew, but the natural features that provide the unique setting that so enamored Nolen continue to be the cornerstones influencing its evolution.

It is within this context that the City of Madison is pursuing an exciting new development opportunity known as Judge Doyle Square in the heart of the city's central business district.



Blocks 88/105: Judge Doyle Square

Judge Doyle Square is a two-block area in downtown Madison, Wisconsin. It is the site of the Madison Municipal Building (MMB) (Block 88), Government East (GE) parking garage (Block 105) and has been identified by the city as a location with significant redevelopment potential.

This two-block area within the city has a rich and long history. In 1909 John Nolen created the Lake Monona Approach, a plan to tie the new Wisconsin State Capitol to Lake Monona by way of a Capital Mall lined by significant buildings. Later, in 1929 the Federal government built the United States Courthouse and Post Office on the east side of the mall between Doty Street and Wilson Street as the first of a series of civic buildings.

Judge James E. Doyle was a United States federal judge in the District Court of the Western District of Wisconsin, as well as a leader in the Democratic Party. Judge Doyle was nominated by President Lyndon B. Johnson on April 29, 1965 and was confirmed by the United States Senate on May 21, 1965. He served as chief judge from 1978-1980 and presided for much of his career in a courtroom on the second floor in the United States Courthouse.

In 1979, under Mayor Paul Soglin, the City of Madison purchased the Federal courthouse building and Federal functions were relocated elsewhere.

> **"It is time that there be a sense that the majestic phrases of the constitution – due process of law, the equal protection of the laws - have real meaning for every person within our borders. It is time to form a more perfect constitutional union."**
>
> *Judge James E. Doyle Sr. (1973)*

Madison Municipal Building (ca. 1929)

Madison Municipal Building (2012)

Renamed the Madison Municipal Building (MMB) by the City, the building was placed on the National Register of Historic Places on November 27, 2002. The building was also designated a City of Madison landmark by the Madison Landmarks Commission and Common Council. To this day, the building houses municipal offices. Judge Doyle's courtroom is now known as Room 260 and much of the history of the room remains.

Government East Parking Garage, 2012

The 520 space Government East parking garage was constructed in 1958, and is located on Block 105 (east of Pinckney Street, between Doty Street and Wilson Street). It has served a variety of parking functions over the years, but currently offers about 80% of its spaces to the public on an hourly basis while about 20% of the spaces are reserved for monthly pass holders. The GE garage is approaching the end of its useful life and it has become financially challenging for the City to continue to invest in its ongoing maintenance.

The Judge Doyle Square (JDS) site is bounded by Martin Luther King, Jr. Boulevard on the west, Doty Street on the north, Wilson Street on the south and on the east by a group of buildings that front mainly on King Street. **See figure page 5.** Pinckney Street runs through the site and defines Block 88 from Block 105. The eastern portion of Block 88, which is currently a surface parking lot for the MMB and the GE garage on Block 105 are currently identified in the *Madison Downtown Plan (2012)* as potential redevelopment and infill sites.

In 2010, the City recognized the development opportunity of this area and initiated a master planning project to form a bold vision for the South-East area of the Central Business District. Future planning for this area will place an emphasis on transit-oriented development (TOD), which will include enhancements to pedestrian, bicycle, local and intercity bus, and potential intercity passenger rail transportation. The redevelopment will include parking on both blocks and public improvements to create a lively, welcoming streetscape and urban environment as well as to better connect Judge Doyle Square to the Capitol Square, the Monona Terrace Community and Convention Center and John Nolen Drive.

MMB — Enhanced entrance on Martin Luther King Jr. Boulevard (Marcus ULI, 2011)

In 2011 and early 2012, a planning team led by Kimley Horn and Associates developed a master plan for Block 105, and the City separately studied with Marcus Hotels and Resorts and Urban Land Interests options to develop additional hotel rooms on Block 88 to support the Monona Terrace Community and Convention Center. In July 2012, the Madison Common Council received the work products from those two planning initiatives along with staff recommendations, and directed that this Request for Qualifications/Request for Proposals process be initiated. The Council also directed that a hotel feasibility study be prepared to accompany the RFQ.

A Committee has been appointed to oversee the solicitation of qualifications and proposals and the selection of the private development partner for Judge Doyle Square. The selection process will be in two phases: (1) Request for Qualifications (RFQ), from which it is anticipated that a short list of qualified teams will be selected; and (2) Request for Proposals (RFP), for the project design, construction, financing, ownership and management.

Following is information on the City of Madison's goals for the project, specifications and terms of the project, RFQ submission requirements, and evaluation and selection criteria.

On February 5, 2013, the Madison Common Council authorized the issuance of the Judge Doyle Square RFQ, stating, "In moving forward with the RFQ, the Common Council recognizes that the development of Judge Doyle Square will require a public private partnership and affirmatively expresses its expectation that the City is fully prepared to make considerable public investments to assist a project that best addresses both the City's public purposes and value for undertaking the Judge Doyle Square development."

Monona Terrace Community and Convention Center

SECTION TWO

Project Goals

Judge Doyle Square is a prominent site in the heart of the City's central business district and represents a significant opportunity to add another dynamic and high quality, tax generating element to Madison's vibrant downtown. The City's vision is to make Judge Doyle Square a destination for residents, employees and visitors by expanding and unifying the restaurant and entertainment district on the south side of the Capitol Square. The City desires that the project create a significant mixed-use development comprised of employment, hotel, residential, retail and restaurant uses combined with bicycle and parking facilities. Using Pinckney Street as the axis, Judge Doyle Square is the opportunity to create a pedestrian friendly, urban environment that improves the linkage of the Monona Terrace Community and Convention Center to the adjoining hotel, retail, restaurant and entertainment district.

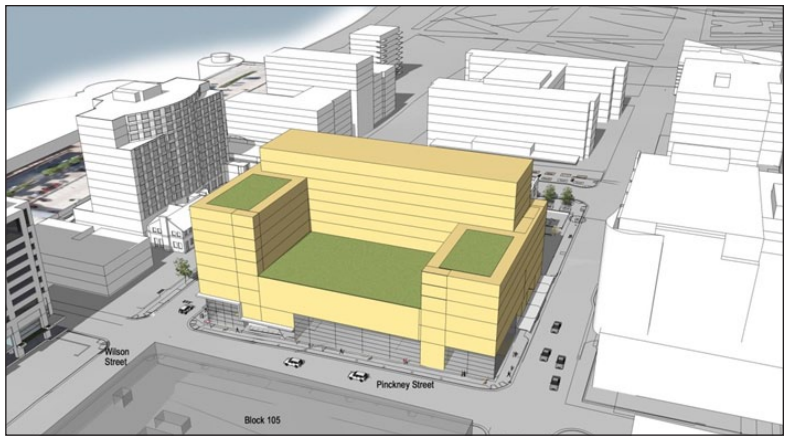
The project goals are:

Economic Development

- Retain and grow the business of the Monona Terrace Community and Convention Center.
- Unlock the development potential of two City-owned, tax-exempt parcels to significantly expand the City's tax base and employment, consistent with the Project Requirements found in Section 3 of the RFQ.
- Unlock the development potential of the sites through careful selection of mixed uses that includes a hotel and provides sufficient parking to achieve the desired density.
- Increase economic and retail activity from additional convention attendees, visitors, downtown workers and residents.

> **Form follows function — that has been misunderstood. Form and function should be one, joined in a spiritual union.**
>
> *Frank Lloyd Wright*

Monona Terrace Community and Convention Center

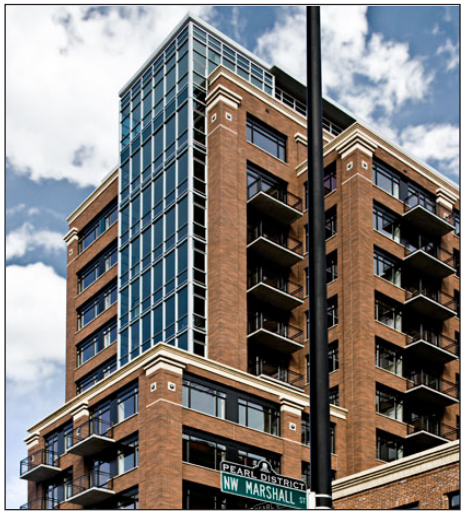


Block 88 Preliminary Hotel Concept Plan *(Marcus/ULI, 2011)*

Engaging Street-Level Mix of Uses and Public Space

Hotel

- Add hotel rooms within easy walking distance of the Monona Terrace Community and Convention Center.
- Provide an additional 250 room block for the Monona Terrace to grow its book of business.
- Develop hotel facilities that support and complement Monona Terrace.
- Address unmet opportunities for capturing the group, commercial and leisure travel sectors and periodic, peak demand.



Block 105: Above-Ground Residential and/or Commercial Elements

Residential

- Attract additional residents to the central business district to increase the vitality of the area.
- Attract additional services to support residents of the downtown.

Office, Retail, Restaurant and Entertainment

- Seek to stretch the downtown retail/business district from the Capitol Square and King Street toward the Monona Terrace and Wilson Street and activate the street levels for pedestrians and bicyclists on Doty, Wilson, and Pinckney Streets.
- Draw residents and visitors to an eclectic mix of retail and restaurants that engage the sidewalk with activity to enhance the destination quality of the southeast area of the Capitol Square.

Bicycles

- Promote and enhance the utilization of bicycles as a viable mode of transportation through the creation of a sustainable, secure bicycle center that meets the needs of both the current bicycling community and the new cyclist.
- Enhance Pinckney Street as an important connection for bicyclists and pedestrians.

> **"Increasing the mode split for bicycles to 20% by 2020 is a challenging goal. A bicycle center will reinforce our civic commitment to achieve it."**
>
> *Alder Michael Verveer, Fourth District*

Block 105: Bicycle Center Concept *(Mobis, 2012)*

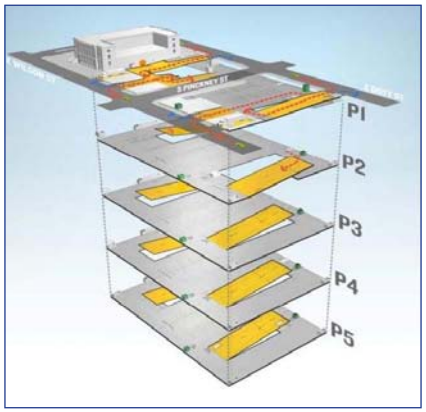
Pinckney Street Bicycle/Pedestrian Connectivity

Parking

- Replace the Government East public parking facility with a new parking facility that serves the public parking needs in the area and the above grade development.
- Design the parking structure at an affordable cost to the Parking Utility and its customers, and provide a customer-friendly parking experience.
- Ensure the project, which has a 75+ year horizon life cycle cost, is affordable for the Parking Utility to continue in its mission to provide service to the public.

Design and Density

- Incorporate exciting urban design and appropriate architectural themes, scale and massing to create a project design that is compatible with surrounding buildings including historic structures.
- Develop the sites at an urban density compatible with surrounding buildings.
- Transform the Pinckney Street linkage of the Capitol Square to Monona Terrace into a destination quality urban space.



Underground Parking Concept
(Kimley-Horn, 2012)

Intermodal Connectivity

- Ensure high quality pedestrian and bicycle connectivity to Madison Metro, intercity bus and potential future passenger rail service.

Block 105: Building Scale and Massing Concept *(Potter-Lawson, 2012)*

SECTION THREE

Project Requirements

Your response to the Judge Doyle Square Request for Qualifications must include the following program and project elements.

Land Use

The project proposal ***must*** be a mixed-use development covering the entire development parcels on Blocks 88 ***and*** 105 and include the following elements:

- A hotel component with a minimum of a 250 room block committable to support the Monona Terrace Community and Convention Center.
- Retail and restaurant type uses at grade on Wilson, Doty and Pinckney Streets.
- A bicycle center, as further described on page 12.
- A parking plan for both blocks to support the entire development.

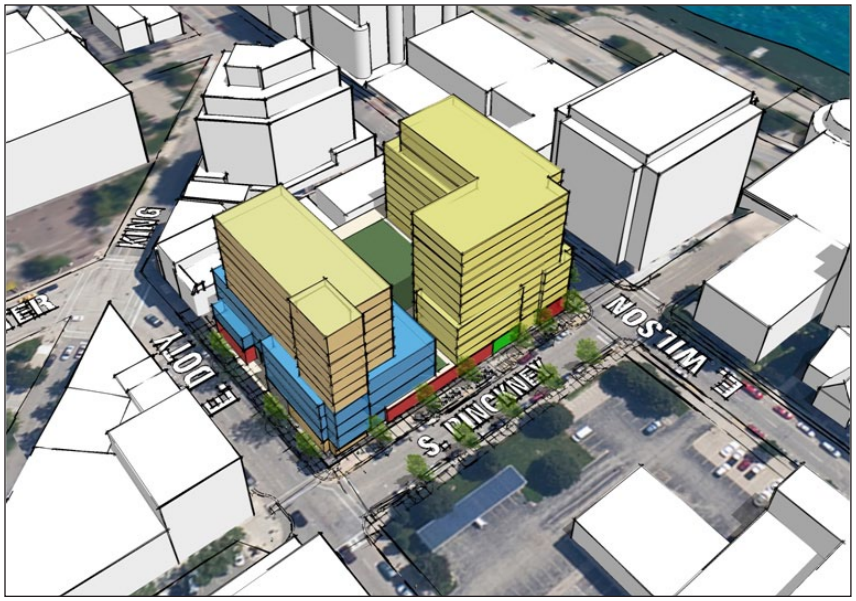
Other land uses are encouraged but are not mandatory:

- Office and commercial spaces
- Residential housing
- Community spaces
- Public open spaces

A preliminary market analysis must be included to justify the land use mix and density. Any staging or timing aspects of the proposed development plan must also be included.

The following elements must be addressed for the individual land uses included on your project proposal.

> **Madison is one of the most striking examples that could be selected in the United States of a city which should have a distinct individuality, marked characteristics separating it from and in many respects elevating it above other cities.**
>
> *John Nolen*



Building Scale and Massing Concept *(Potter-Lawson, 2012)*

Design/Density

The massing concept for the redevelopment is envisioned to be relatively dense, and thus maximize the amount of above-grade development. Ideally, a mix of land uses should be provided above grade. Retail and restaurant uses on the first floor (at the street level) are recommended. These land uses will help to generate activity that will enliven Pinckney Street and create a sense of place (as well as a unique destination). Judge Doyle Square should be weighted heavily toward the pedestrian experience. Proposers should note that the City of Madison has a Capitol View Preservation ordinance that limits the height of buildings within a mile of the Capitol. The design of the project should also address the following design objectives:

- Create a mixed use urban environment that includes public space, a hotel and a dense mix of active retail and restaurant uses, other commercial development like offices, and high density residential.
- Establish generous sidewalk widths to create a public space which will accommodate outdoor retail and restaurant uses, landscaping and other urban amenities as well as provide strong pedestrian connectivity and accessibility. To optimize this design opportunity, the project should create a street-level setback from the property line of approximately five feet at street level to create an enhanced pedestrian environment. This results in a sidewalk width of approximately 15 feet on Wilson Street and Doty Street.

Engaging Street-Level Mix of Uses and Public Space

- Incorporate exciting urban design and appropriate architectural themes, scale and massing to create a project design that is compatible with surrounding buildings including historic structures.
- Leverage the potential of Pinckney Street from the Capitol Square to Lake Monona by developing public spaces, capitalizing on natural views to Lake Monona and achieving connectivity for pedestrians and bicyclists.
- Make Judge Doyle Square a destination for residents, employees and visitors by unifying the emerging restaurant and entertainment district in the southeast quadrant of the Square with the Monona Terrace Community and Convention Center.
- Design the parking structure to provide a customer-friendly parking experience, while optimizing first floor uses.

Hotel

- A description of the type of hotel product(s) to be developed, the type and amount of function space to be included, if any, and an analysis of how the hotel component will complement/compete with Monona Terrace. The City believes its most significant meeting space need is for additional break-out meeting rooms.
- Specific information as to how hotel customers will access Monona Terrace through a skywalk, underground or current sidewalk system.
- Identification of the committable room block for Monona Terrace and a description of how your plan conforms or deviates from the hotel market study included in the RFQ.
- Identification of the national affiliation (hotel flag) and the national sales force and reservation system for the hotel use(s).
- Identification of the parking requirements for the hotel use(s).
- In 1999, the City granted a development right to Marcus Hotels, Inc. in Block 88. This development right remains in place only as long as the bonds issued by the City's Community Development Authority are in place. The selected developer is required, for a period of 120 days, to negotiate exclusively with Marcus regarding Marcus' operation and management of the hotel component of the project. If these negotiations are unsuccessful, the developer may solicit proposals to operate and manage the hotel from third parties, and may enter into an agreement with a third party for operation of the hotel, but only on terms substantially the same as those terms that were offered to Marcus.

"Cities with a headquarters hotel and a sizable room block have a competitive advantage over those that do not. The proposed hotel will address Madison's number one reason for lost meeting business."

Johnson Consulting Hotel Study — December 2012

Monona Terrace Community and Convention Center

Office, Retail and Commercial

- Amount and description of space (what type of office, retail, etc.).
- Anticipated lease rates and terms (or sale rates and terms if a condo relationship)
- Level of current interest in space by prospective tenants (letters of interest versus early discussions).
- Designation of prospective tenants as new or relocation from within/outside of Madison
- Overview of employment from prospective tenants (estimate of the number of employees, wages, etc.).
- Parking requirements.

Residential

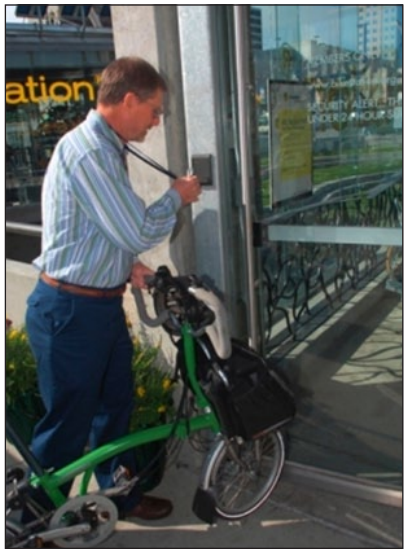
- Number and mix of units by tenancy type, bedroom size and unit amenities.
- Anticipated range of sales prices or rental rates.
- Parking requirements

Bicycle Center

- The bicycle center conceptual plan identified the need for approximately 3000 square feet of secure indoor bicycle parking and other cyclist amenities, which may include the following:
  - Secure bicycle parking
  - Bicycle and personal lockers
  - Bicycle repairs
  - Bicycle retail services
  - Bicycle rental/bike sharing
  - Internet kiosk
  - Bicycle wash station
- The bicycle center needs to be architecturally integrated into the project.

> **"There is currently strong demand for higher-end rental apartments in this area"**
>
> *Judge Doyle Square Phase 1 Master Plan (Real Estate Focus Group, 2011)*

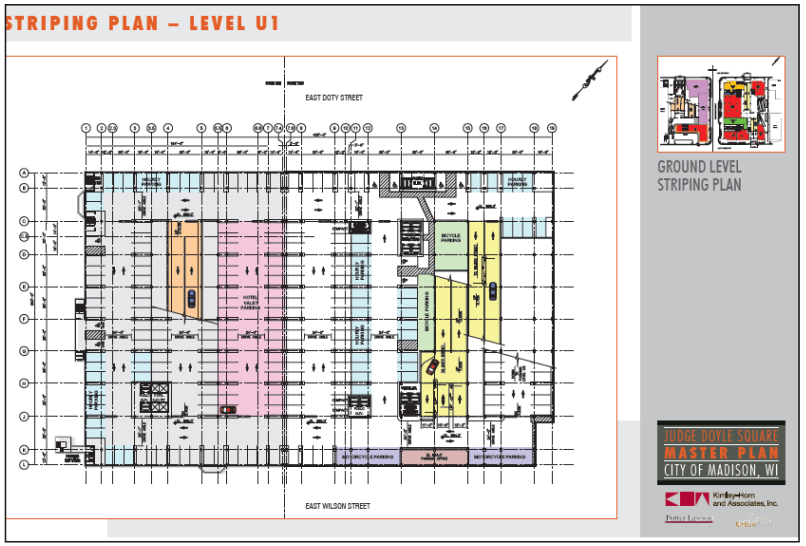
- The City's potential future involvement in the conceptual Bicycle Center is limited to only the front-end/capital costs. An operating model should be selected that doesn't require ongoing City financial assistance. A statement confirming this arrangement must be included in your RFQ submission.



Block 105: Bicycle Center Concept *(Mobis, 2012)*

Parking

- The City prefers the parking for the development be placed below ground. However, the City will consider visually appealing above ground parking as long as there isn't any structured parking facing the sidewalk.



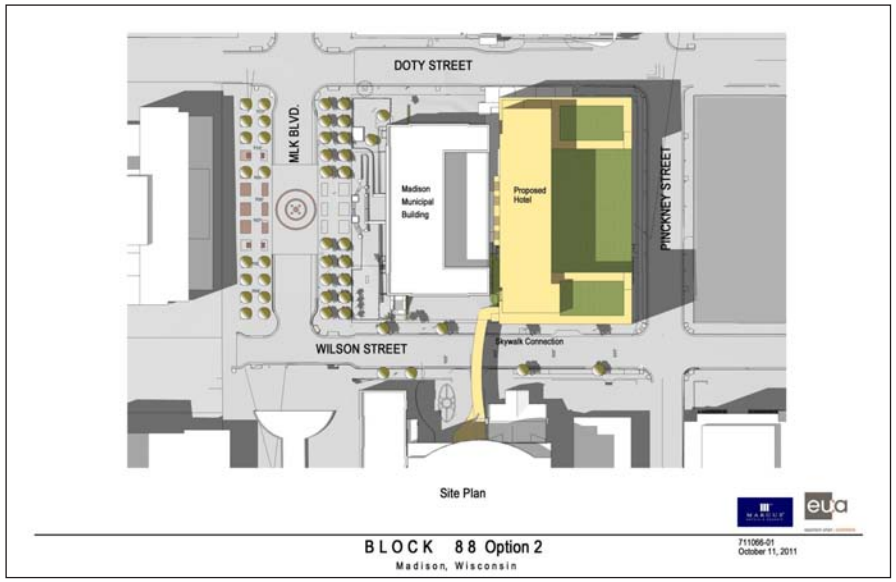
Underground Parking: Preliminary Schematic Floor Plan, Level U1 (Kimley-Horn, 2012)

The design of the parking should:

- Include approximately 520–600 public parking spaces to replace the Parking Utility's 520 stall Government East parking garage.
- Include a preliminary staging plan to maintain the current parking supply during the construction phase.
- Replace the 40 spaces of municipal fleet parking currently located on Block 88.
- Meet the Parking Utility's #1 customer concern of security by ensuring measures like lighting and cameras are at a very high level.
- Minimize customer queuing time.
- Consider special events with common peak hour exit times like a Monona Terrace weekly event.
- Consider street capacities and conditions and provide a good parking experience with particular attention paid to entry/exit efficiency.
- Have a 3-way entry/exit on Wilson Street at Block 105, a minimum of one entrance and one exit lane on Wilson Street at Block 88, a minimum of one entrance lane and one exit lane on Doty Street at Block 105, and a minimum of one entrance and one exit lane on Doty Street at Block 88. No entry to the parking facility shall be located on Pinckney Street.
- Build an adequate supply of parking at an affordable rate for the Parking Utility and its customers, but no more than necessary while remaining out of the permanent water table (both due to costs) in order to support the potential multiple uses for above grade development (i.e. public, city fleet, hotel, residential, office).
- Include a revenue system that provides choices of a variety of payment options for customers in order to provide both a safe and efficient entry/exit and payment process, including special events.

Madison Municipal Building (MMB)

- The City has taken the position to maintain the MMB in City ownership for city offices.
- The City indicated that a proposal that chooses to utilize the MMB for some other purpose would not automatically be disqualified. Such a proposal to use the MMB for another purpose would have to be an exceptional proposal to change the City's preference to remain in the MMB. In the event that a proposal was to utilize the MMB for another purpose, the proposal would have to include new City office space within the blocks 88/105 development or an equivalent distance from the City-County Building.



Block 88 Preliminary Hotel Concept Plan *(Marcus/ULI, 2011)*

- We expect the loading dock area of MMB will be removed. If the removal of the current MMB loading dock is a component of the preliminary plan, a description of the proposed interface (zero lot line) between the public MMB and the private uses should be included. The City is currently conducting a schematic design study for the renovation of the MMB for City offices.
- MMB is on the National Register of Historic Places and is a City of Madison designated landmark. Any construction on Block 88 must be sensitive to the context of this National Register building.
- The City encourages the proposer to include an at grade connection from the mid-block entrance to MMB on Martin Luther King Jr. Boulevard through the MMB to the private development. Additionally, the City may be interested in the shared use of meeting rooms/spaces developed adjacent to the MMB.

SECTION FOUR

Information Requirements

The Judge Doyle Square Request for Qualifications requires the following elements be included in your RFQ response.

A. Identification of the development venture and team

1. Identify the legal name of the proposer and the officers who would be legally authorized to bind the development venture to the development contracts.
2. Identify the key entities comprising your team, describing briefly their respective backgrounds and history.
3. Identify the key project team members (names and titles) and affiliates who would become directly responsible for the various aspects of the proposed development.
4. Identify the development manager for your team. Provide resumes of all key team members to be involved in the project. A principal or partner level individual shall be the contact provided for all issues related to the RFQ.
5. Describe the proposed organizational structure for the project team planning to undertake the Judge Doyle Square project, their roles, reporting responsibilities and team interface with City of Madison project management.
6. Include a brief statement of the availability of key assigned personnel to the team.

B. Experience to successfully undertake this project

1. Demonstrate the team's capability, experience in planning, designing and constructing mixed-use urban scale projects similar to the proposed Judge Doyle Square. Include information for each land use element of the proposed project.
2. Demonstrate the team's capability in managing the completed mixed–use urban scale projects similar to the proposed Judge Doyle Square.
3. Demonstrate your team's experience with public/private partnerships.
4. Disclose any alleged significant prior or ongoing contract failures, contract breaches, tax delinquencies, any civil or criminal litigation or investigation pending within the last five years which involves your firm and the key team members identified above. List any contracts in which your firm and/or key team member has been found guilty or liable, or which may affect your performance. Describe any bankruptcy filing by your firm or key team member or an entity they controlled in the last ten years.
5. Disclose any potential conflict of interest due to any other clients, contracts or property interests.

C. Preliminary project concept(s)

1. Provide a preliminary site plan(s), a building massing concept plan(s) and a perspective(s)for any options you are considering for the proposed Judge Doyle Square development. The preliminary project concept(s) must address the Project Requirements identified in Section 3 of the RFQ.

D. Financial capability to complete the project

1. Provide evidence that the development venture has the financial stability and capability to undertake the development. A lender preliminary commitment letter will be considered a demonstration of the development venture's financial capacity.
2. Provide a preliminary estimate of the expected range of total project cost. To the extent possible, the development venture should also provide the financing approach(s) it wishes to use and the preliminary roles it expects the public and private partners to have in developing Judge Doyle Square.
3. Identify any constraints that the phasing of the Judge Doyle Square development may have on your financing capability or financing plan.

E. Professional and project references

1. Include a list of contacts from no more than five organizations, from recent projects, similar in scope and size. Selected organizations may be contacted to determine the quality of work performed and the personnel assigned to the project.

F. Future Request for Proposal Requirements

If you are selected to submit a Request for Proposals for Judge Doyle Square, in addition to the RFQ items above, your response to the RFP will likely include:

1. Detailed project design and outline specifications.
2. Detailed financial plan showing how the project is to be financed, including letters of interest or commitment from potential lenders/partners.
3. Property management plan including any potential anchor tenants or major users or operators within the project.
4. Detailed construction budget (hard & soft costs).
5. Preliminary market analysis.
6. Detailed 10-year operating pro forma showing all significant income and expenses by line item.

7. A community engagement plan for the project.
8. Any proposer selected by the City at the conclusion of the RFP process that receives City financial assistance for the project shall be required to comply with the City's ordinances concerning nondiscrimination, living wage, equal benefits, accessibility, equal opportunity and affirmative action, as applicable. These requirements may also be applicable to a chosen proposer's contractors and subcontractors who perform work on the project. Any such proposer shall allow the maximum feasible opportunity to small business enterprises to compete for subcontracts entered into for work on the project.

SECTION FIVE

Instructions to Proposers and Selection Process

General

It is the responsibility of each proposer, before making a submission, to examine the RFQ thoroughly, and to review background documents cited in the RFQ. Clarifications about this RFQ must be made in writing in accordance with the General Conditions provided in Section 6.

Pre-Submittal Information Meeting

A pre-submittal information meeting will be held on March 13, 2013 at 1 p.m. in Meeting Rooms K - R of the Monona Terrace Community and Convention Center, 1 John Nolen Drive Interested parties are invited to attend to learn more about the Judge Doyle Square development opportunity but the information meeting is not mandatory.

We encourage teams to attend the meeting in person. However, we are offering an interactive live stream of the meeting at http://media.cityofmadison.com/mediasite/Viewer/?peid=34fe4667f57148bdbaa894a3f7aa1ad41d.

RFQ Submittal Date

The RFQ is due on **Tuesday, April 30, 2013 at 2:00 p.m. CDT** addressed to:

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 53703-3346

All submissions must be packaged, sealed and clearly labeled with the proposer's name and address and titled, Judge Doyle Square.

Response Format

The response to the RFQ shall be complete but succinct and comprehensive and shall address the Project Goals found in Section 2, the Project Requirements found in Section 3 and the Information Requirements found in Section 4.

Proposals must be organized with headings and subheadings in the following order:

Table of Contents

RFQ Form A – Signature Affidavit

RFQ Form B - Proposer Profile Information

RFQ Form C – Proposer References

Chapter 1 – Development Venture and Team

Chapter 2 – Experience of the Team to Successfully Undertake the Project

Chapter 3 – Preliminary Project Concept(s)

This Chapter should address Project Goals found in Section 2 of the RFQ and Project Requirements found in Section 3 of the RFQ.

Chapter 4 – Financial Capability to Complete the Project

Chapter 5 - Professional and Project References

Format Requirements of Submittals

Proposals must be packaged, sealed and clearly labeled.

Submit one (1) signed Original and fifteen (15) hardcopy submissions typed and securely bound on 8.5 by 11 inch paper, otherwise identical to the electronic version.

Submit one (1) electronic proposal in PDF format stored on a common media (CD,DVD, or flash drive), identical in content and sequence to hardcopy proposals submitted. Email is not an acceptable method of submission.

Preliminary Evaluation

Received proposals will be reviewed for completeness and compliance with RFQ guidelines. All incomplete RFQs submitted may be determined nonresponsive and removed from the evaluation process. To be considered complete, RFQs must include all required elements, as described in the Response Format section above. In the event that all proposers do not meet one or more of the requirements, the City of Madison reserves the right to continue the evaluation of the proposals that most closely meet the requirements of this RFQ.

Proposal Evaluations, Interviews and On site Visits

The City has created a Judge Doyle Square Committee to oversee the RFQ and subsequent Request for Proposals (RFP) processes. The Committee will make the final selection and recommendation for the Common Council's consideration of those teams that will be invited to participate in the RFP stage. The Committee will conduct interviews in accordance with the Project Schedule outlined in Section 7. However, the Committee may make preliminary selection(s) on the basis of the original proposals only, without interviews of all proposers.

Clarification of Proposals

During the evaluation of proposals, the City reserves the right to contact any or all proposers to request additional information for purposes of clarification of RFQ responses, reject proposals which contain errors, or at its sole discretion, waive disqualifying errors or gain clarification of error or information.

Consideration of Proposals

In making its selection under this RFQ, the City and the Committee will consider the submittals, interviews, general qualifications, prior history of performance as well as the selection criteria set forth in this RFQ.

Process

At any phase, the City reserves the right to terminate, suspend or modify this selection process; reject any or all submittals; and waive any informalities, irregularities or omissions in submittals, all as deemed in the best interests of the City.

Communication with the Judge Doyle Square Committee

Proposers may not contact members of the Committee at anytime during the evaluation process, except at the request of the City of Madison Point of Contact.

Right to Reject

The City reserves the right to reject any and all proposals and to negotiate the terms of the RFP stage with the selected proposer(s).

Basis for Evaluation and Selection

The City of Madison intends to select teams to participate in the RFP stage based on (1) RFQ proposals that are most responsive to the Project Goals found in Section 2 and Project Requirements found in Section 3 of this RFQ, and (2) that contain the combination of features and attributes offering the best overall value to the City. The City will determine the potential best overall value by comparing differences in project features and feasibility, and development team attributes, striking the most advantageous balance for achieving the City's goals for Judge Doyle Square.

The submissions must provide convincing evidence that all team members have sufficient understanding and experience with similar projects to be able to manage the project in the initial stages and throughout the term of the relationship.

Public Openings

There will not be a public opening on the due date and time specified in this RFQ.

Bid Distribution Networks

The City of Madison posts all announcements, addenda notices, and RFQ documents on two bid distribution networks. All proposers must access documents, information, amendments or supplements from either one of these websites. It shall be the responsibility of the proposers to regularly monitor the bid distribution websites for any such postings. Failure to retrieve such addenda and include their appropriate provisions in your response may result in your proposal being disqualified.

- State of WI VendorNet System
  (WI state and local agencies post bids on this network.
  Registration is FREE.)
  http://vendornet.state.wi.us/vendornet/default.asp
- DemandStar by Onvia
  (National bid distribution system – **FREE** if registering for the WI Association of Public Purchasers (WAPP) consortium.)
  ww.onvia.com/WAPP - to register www.demandstar.com – website
- **Project Website**

  The City of Madison has also established a project website at www.cityofmadison.com/planning/judgedoylesquare/ for the Judge Doyle Square project. You will be able to find source documents on the Judge Doyle Square planning to date including:
  - Downtown Plan for the City of Madison adopted by the City in 2012
  - Judge Doyle Square Staff Team Report prepared for the Madison Common Council in 2012
  - Block 105 Study prepared by Kimley Horn and Associates team in 2011 and 2012
  - Block 88 Study completed by Marcus Hotels and Resorts and Urban land Interests in 2011 and 2012
  - Hotel Study prepared for the City by the Hunden Group in 2008
  - Hotel Study prepared for the City by Johnson Consulting in 2012

SECTION SIX

General Conditions

Point of Contact for all Inquiries and Clarification of Specifications

The RFQ contact identified below is the sole point of contact regarding the RFQ from the date of release of the RFQ until selection of the successful proposer(s).

Mr. Steven A. Cover, Director
Department of Planning & Community & Economic Development
Room LL100 Madison Municipal Building
215 Martin Luther King Jr Boulevard
Madison, Wisconsin 53703-3346

Telephone: (608) 266-4807
FAX: (608) 266-8739
E-Mail: nprusaitis@cityofmadison.com

Proposers are reminded to carefully examine the RFQ upon receipt. All requests for clarification, interpretation or correction of any ambiguity, inconsistency, error, conflict, discrepancy, omission, or other deficiency in this RFQ discovered must be submitted in writing, fax or email to the contact above at least fifteen (15) business days before the due date for the submission.

The City will respond to questions in a timely manner. In the event that it becomes necessary to provide additional clarifying data or information, or to revise any part of this RFQ, revisions/amendments and/or supplements will also be issued via addendum and posted on the websites indicated in the RFQ summary. Bidders are encouraged to check the website regularly for such postings.

Restriction on Communications

All communications relating to this RFQ must be directed to the person named above. Any contacts of other City staff will be referred to the Point of Contact in writing. In any written communications, please insert "Judge Doyle Square RFQ" in the subject line. During the solicitation process for this RFQ, all official communication between the City and proposers will be made via notices on the bid distribution websites used by the City (www.demandstar.com and www.vendornet.state.wi.us.)

Oral Presentations/Site Visits/Pre Submission Meetings

Proposers may be asked to attend pre-submission meetings, make oral presentations, inspect City locations as part of this RFQ process. Such presentations, meetings or site visits will be at the proposer's expense.

Acceptance/Rejection

The City reserves the right to accept or reject any or all RFQ submissions, in whole or in part, and to waive any informalities or technicalities, which at the City's discretion is determined to be in the best interests of the City. Further, the City makes no representations that a contract will be awarded to any proposer responding to this RFQ. The City expressly reserves the right to reject any and all RFQ submissions without indicating any reasons for such rejection(s).The City reserves the right to postpone due dates and openings for its own convenience and to withdraw this RFQ at any time without prior notice.

Incurring Costs

This RFQ does not commit the City to award a contract, pay any costs incurred in preparation of the submissions, or to procure or contract for services or equipment.

Proposer's Responsibility

Proposers shall examine this RFQ and associated documents and shall exercise their own judgment as to the nature and scope of the work required. No plea of ignorance of conditions or difficulties that exist or may hereafter arise in the execution of the work as a result of failure to make necessary examinations and investigations, shall be accepted as an excuse for any failure or omission on the part of the proposer to fulfill the requirements of this RFQ.

Proposer Qualifications

The City of Madison may make such investigations as it deems necessary to determine the ability of the proposer to perform the work, and the proposer shall furnish to the City all such information and data for this purpose, as the City may request. The City reserves the right to reject any proposal if the evidence submitted by, or investigated of, such proposer fails to satisfy the City that such proposer understands the full scope of work and is properly qualified to carry out the proposed project.

Proposal Content

The evaluation and selection of the team(s) will be based on the information submitted in the submission plus references and any required on-site visits or oral presentations. Failure to respond to each of the requirements in the RFQ may be the basis for rejecting a response.

Withdrawal or Revisions to the RFQ

A proposer may, without prejudice, withdraw a submission prior to the date and time specified for receipt of submissions by requesting such withdrawal in writing before the due time and date for submission of proposals. Telephone requests for withdrawal shall not be accepted. After the due date, no submission may be withdrawn by the proposer for a period of 90 days or as otherwise specified or provided by law.

Any proposer may modify its submission by fax communication to the City of Madison Point of Contact at any time prior to due date for RFQ submissions.

Non-Material and Material Variances

The City reserves the right to waive or permit cure of nonmaterial variances in the RFQ submissions if, in the judgment of the City, it is in the City's best interest to do so. Nonmaterial variances include minor informalities that do not affect responsiveness, that are merely a matter of form or format, that do not change the relative standing or otherwise prejudice other vendors, that do not change the meaning or scope of the RFQ, or that do not reflect a material change in the scope. In the event the City waives or permits cure of nonmaterial variances, such waiver or cure will not modify the RFQ requirements or excuse the party from full compliance with RFQ specifications if the proposer is selected. The determination of materiality is in the sole discretion of the City.

Multiple Project Concepts

Multiple project concepts from proposers are permitted; however, each must fully conform to the RFQ requirements. Proposers should submit an "Alternative Chapter 3" for each additional concept submitted in conformance with the Response Format requirements in Section 5 of this RFQ.

Public Information

All information submitted in the response to this RFQ may be made available for public inspection according to public records laws of the State of Wisconsin or other applicable public record laws. Therefore, proposers are encouraged to refrain from submitting information that cannot be open for public inspection.

Exceptions

Proposer acknowledges that exceptions to any portion of this RFQ may jeopardize acceptance of the submission. The proposer must clearly indicate the exceptions taken and include a full explanation. The City reserves the right to reject a proposal containing exceptions, additions, qualifications or conditions not called for in the RFQ.

Hold Harmless

By participation in this RFQ process, development teams agree to hold harmless the City of Madison, it officers, employees, and consultants from all claims, liabilities and costs related to all aspects of the development team selection process.

SECTION SEVEN

Project Schedule

The City of Madison anticipates the following schedule of events for the RFQ/RFP processes:

2013

Issue RFQ	Week of February 25
Pre-Submittal Information Meeting	March 13
RFQ Submissions Due	April 30
RFQ Interviews and Recommendations	May 15 - June 30
Introduce Resolution to Council to Issue RFP	First Meeting in July
Council Action on Resolution to Issue RFP	First Meeting in August
Issue RFP	August 15
Receive RFP Responses	September 30
RFP Analysis, Interviews and Recommendations	October 1 - November 30
Introduce Resolution to Select Team	First Meeting in December

2014

Council Action on Team Selection	January
Deal Negotiation	January - April

The preliminary project milestone schedule is as follows:

2010 Planning for the development of Blocks 88 and 105 launched.

2012 Phase I of Judge Doyle Square planning completed. City Council directs hotel feasibility analysis to be updated and an RFQ/RFP be issued to develop Judge Doyle Square.

2013 RFQ issued and subsequent RFP issued. Responses received and reviewed.

2014 Developer selected for Blocks 88 and 105 air rights development. Parking ramp design gets go-ahead. Parking ramp construction in Block 88 commences.

2015 Parking ramp construction complete in Block 88. Parking Utility moves public parking temporarily into Block 88. Other Block 88 construction commences. Deconstruct the Government East ramp on Block 105 commences.

2016 Phase II ramp construction begins in Block 105. Block 88 development completed.

2017/2018 Phase II of the ramp on Block 105 completed. Other development construction on Block 105 commences.

2018/2019 Block 105 development completed.

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:
NAME AND TITLE OF PROPOSER:	COMPANY NAME:
TELEPHONE:	ADDRESS:
E-mail Address:	
Person to Be Contacted If There Are Questions about Your Proposal (if different from above)	
NAME:	TITLE:
TELEPHONE:	E-mail Address:

RFQ FORM B

Proposer Profile

1. Proposing Company Name:

2. FEIN

3. Form of Organization:

☐ Corporation ☐ Limited Liability Company ☐ General Partnership
☐ Sole Proprietor ☐ Unincorporated Association ☐ Other:_____.

4. Location of Main Office:

ADDRESS CITY STATE ZIP+4

5. Location of Office servicing City of Madison account:

ADDRESS CITY STATE ZIP+4

6. Principal Information and Contact:

NAME TITLE:

TEL TOLL FREE TEL

FAX E-MAIL

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

NAME TITLE:

TEL TOLL FREE TEL

FAX E-MAIL

RFQ FORM C – PAGE 1

PROPOSER REFERENCES

FOR PROPOSER:			
Provide company name, address, contact person and information and appropriate information on up to five (5) 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			
Project Name			
Address (include ZIP)			
Contact Person		Phone No:	
E-mail:		FAX:	
Contract Period			
Services Provided			
Organization Name			
Project Name			
Address (include ZIP)			
Contact Person		Phone No:	
E-mail:		FAX:	
Contract Period			
Services Provided			
Organization Name			
Project Name			
Address (include ZIP)			
Contact Person		Phone No:	
E-mail:		FAX:	
Contract Period			
Services Provided			

RFQ FORM C – PAGE 1

PROPOSER REFERENCES

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Organization Name			
Project Name			
Address (include ZIP)			
Contact Person		Phone No:	
E-mail:		FAX:	
Contract Period			
Services Provided			
Organization Name			
Project Name			
Address (include ZIP)			
Contact Person		Phone No:	
E-mail:		FAX:	
Contract Period			
Services Provided			
Organization Name			
Project Name			
Address (include ZIP)			
Contact Person		Phone No:	
E-mail:		FAX:	
Contract Period			
Services Provided			