

Judge Doyle Square

Comparison of the Proposed Preferred Project Elements (in bold) with the RFQ/RFP Requirements (italics) February 3, 2014

1. Keep the Madison Municipal Building in civic use.

The RFQ/RFP required that a proposal to maintain the MMB as a city office building be submitted with the option to propose an adaptive reuse of the building. The RFQ also stated that a "proposal to use MMB for another purpose would have to be an exceptional proposal..."

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.

The RFQ/RFP required that the responses "incorporate exciting urban design and appropriate architectural themes, scale and massing to create a project design that is compatible with surrounding buildings." The RFQ also stated that Pinckney Street from Monona Terrace to the Capitol Square should be a "destination quality space."

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.

The RFQ stated that the City intended to select the team that offered "the best value to the City." It further stated, "The City will determine the potential best 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."

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.

The RFQ stated that "the parking structure should be designed "at an affordable cost to the parking utility and its customers..."

The RFQ stated repeatedly the desire for a "destination quality space", "weighted heavily toward a pedestrian experience" to "enliven Pinckney Street and create a sense of place."

5. A significant amount of the existing public parking supply should be maintained during the construction process.

The RFQ required that the response include "a preliminary staging plan to maintain the current parking supply during construction."

6. The density of the Block 105 development must not require significant public investment beyond parking related costs to serve the new development.

The RFQ required the project “develop the sites at an urban density compatible with surrounding buildings.” The RFQ also stated that “the massing concept for the redevelopment is envisioned to be relatively dense, and thus maximize the amount of above-grade development. Judge Doyle Square should be weighted heavily toward the pedestrian experience.”

The RFQ required a mixed use development but land uses other than a hotel, a bicycle center, retail and restaurants at grade and parking (i.e. office and commercial spaces, residential housing, community spaces and public open spaces) were “encouraged but are not mandatory.”

7. No parking should be constructed at street level that is visible on South Pinckney Street.

The RFQ stated, “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.”

8. An ironclad hotel room block agreement of 250 rooms must be achieved. A hotel affiliation with a national reservation system is required.

The RFQ and the RFP required a 250 room block as a mandatory component of the response.

The RFQ and RFP required the “identification of the national affiliation (hotel Flag) and the national sales force and reservation system for the hotel use(s).”

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.

The RFQ and RFP didn’t require a specific size of any new hotel, only that a 250 room block was required. In addition, the RFQ and RFP didn’t specify the amount of function space for any hotel. The RFQ required “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 rooms.”