

DMI's position on the Judge Doyle Square Project

July 21, 2015

Downtown Madison, Inc. (DMI) supports and is excited by the benefits that the Judge Doyle Square Project (JDS Project) promises to bring to downtown Madison, including increased density, jobs, activity, retail, and a strong, rapidly growing, and locally based health sciences business — Exact Sciences. We are encouraged by, and commend, the City's expedited efforts to accommodate the accelerated timeline of Exact Sciences.

We also understand that projects on our isthmus as complex and potentially rewarding as the JDS Project—having life spans and impacts on the downtown for many years—create several risks for our City (both public and private), which must be carefully considered and addressed.

As the City continues to work with the developer and Exact Sciences to make the proposed project a reality, we encourage the City to remain mindful of the context in which the project will be built and the following broader priorities;

- The City (in partnership with the surrounding communities) needs to continue work on planning and building a multi-modal transportation system that provides options for citizens getting to jobs and entertainment centers (such as those downtown). A well-designed transportation system will reduce traffic congestion and the need for parking over time.
- Set expectations or precedents for public approvals and financial assistance that will apply not only to the JDS project, but to other current and future downtown office users and developments— both public and private.
- To the extent possible, the City must attempt to protect the public and private investments in the JDS Project and other downtown infrastructure.