



Newsletter 08
December 2011

Draft Plan
Released

New Downtown Plan Sets a Vision for the Future Plan Introduced to the Common Council

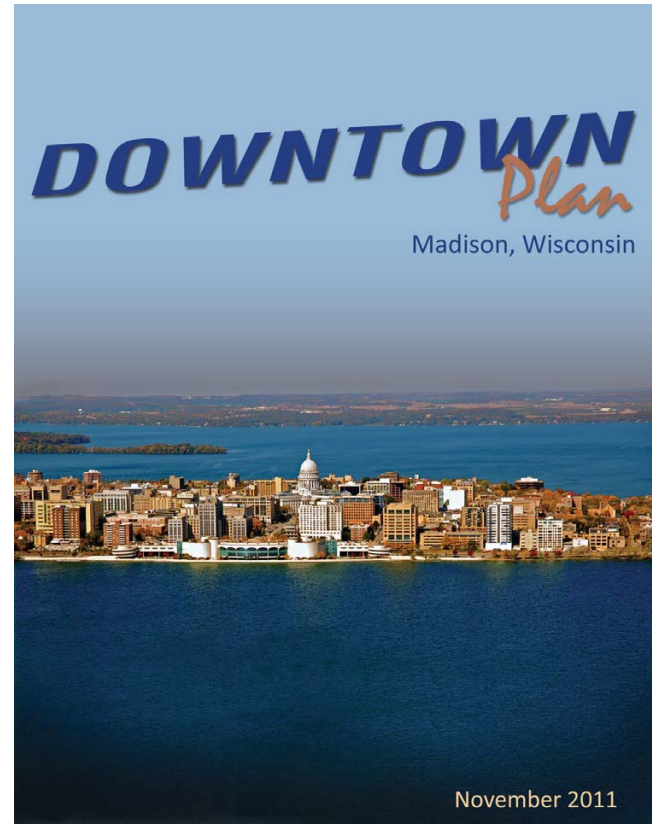
Madison's new Downtown Plan was introduced to the Common Council on November 15, 2011. The plan describes an exciting vision for the future of Downtown and includes a comprehensive set of nearly 200 recommendations to be carried out over the next twenty years to help achieve that vision.

Concepts for transforming a portion of Law Park into a signature City waterfront park on Lake Monona, and for establishing a pedestrian-bicycle path along the Lake Mendota shoreline are two highlights of the plan. The Law Park proposal features a pavilion building based on a boathouse designed by Frank Lloyd Wright for this site, temporary boat docking, and two land bridge / plazas connecting the park to the heart of Downtown over John Nolen Drive. The Lake Mendota Path would connect James Madison Park to the UW Memorial Union and Picnic Point.

The Downtown Plan protects and strengthens Downtown's unique neighborhoods and districts by articulating what makes them special and providing recommendations that build on those assets. It recommends taking a more holistic approach to some of Downtown's historic districts, such as the Mansion Hill and First Settlement neighborhoods, beyond the current regulation-based approach. The plan also includes recommendations for other distinctive areas, such as the State Street district.

The plan provides the capacity for a potential \$2-2.5 billion dollars in new development. Based on conservative estimates, this plan accommodates 4,000-5,000 net new dwelling units and 4-5 million square feet of net new commercial development over the next twenty years.

The plan also identifies potential improvements to make it easier to get to, through, and around Downtown. It recognizes that for the Downtown to continue to grow, a balanced transportation system must be provided that recognizes the finite capacity of isthmus streets. The plan identifies several potential circulation system changes and provides numerous recommendations for changes to be more fully evaluated as part of the city-wide transportation study that is set to commence in early 2012.



"This plan, which sets the tone for building design, lakefront and park development, as well as transportation in Madison's downtown, represents years of work and study by many dedicated staff and citizens. I look forward to working with those involved as this moves forward."

-Madison Mayor Paul Soglin



***Additional information can also be found at
the Downtown Plan Website:
www.cityofmadison.com/downtownplan***



Planning for the Future - Nine Keys

The Downtown Plan describes nine keys for ensuring the vision for the future is achieved. Together they provide a comprehensive and strategic framework for the next twenty years.

- Key 1: Celebrate the Lakes
- Key 2: Strengthen the Region's Economic Engine
- Key 3: Ensure a Quality Urban Environment
- Key 4: Maintain Strong Neighborhoods and Districts
- Key 5: Enhance Livability
- Key 6: Increase Transportation Choices
- Key 7: Build on Historic Resources
- Key 8: Expand Recreational, Cultural and Entertainment Offerings
- Key 9: Become a Model of Sustainability

Plan Review Process

The Plan was introduced to the Common Council on November 15, 2011. The City boards, commissions and committees listed below will review the plan and their recommendations will be forwarded to the Common Council prior to the adoption of the plan, which is anticipated in early 2012.

- Board of Estimates
- Board of Park Commissioners
- Central Business Improvement District (BID#1)
- Committee on the Environment
- Downtown Coordinating Committee
- Economic Development Committee
- Landmarks Commission
- Long Range Transportation Planning Committee
- Madison Arts Commission
- Pedestrian-Bicycle-Motor Vehicle Commission
- Plan Commission (lead)
- Sustainable Design and Energy Committee
- Transit and Parking Commission
- Urban Design Commission



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