

Draft Recommendations to be Presented

Opportunities scheduled share your thoughts.

Since 2008, the City of Madison has been developing a new plan for the Downtown—the first in twenty years. The effort is nearing completion and a set of draft recommendations for Downtown's future has been developed covering topics such as: Land Use and Urban Design, Moving Around, Downtown Working and Business, Downtown Living, and Recreation, Culture and Entertainment. This is an important phase of the process because input received on the draft recommendations will be used in creating the complete draft of the plan. Two opportunities have been scheduled to learn about and share your thoughts on these recommendations (see sidebars for details).

The first opportunity will be a **public meeting** on Thursday, September 23. The meeting will begin with a drop-in open house, where there will be opportunities to view maps and illustrations highlighting some of the plan's more significant recommendations. At 6:15 pm, a presentation will provide an overview of the draft recommendations. This will be followed by small group discussions.

The second opportunity will be a **follow-up open house** on Thursday, October 7. This format will provide a chance to talk with project staff on a one-on-one basis to discuss specific recommendations.

City staff is also available to attend meetings of your group or organization to talk about the draft recommendations. Input on the draft recommendations will be accepted through the end of October, at which point staff will begin finalizing the draft Downtown Plan. But, the opportunities for input don't end there. Once completed, the draft plan will be submitted to the Common Council and referred to various City boards, commissions and committees for recommendations before returning to the Council for adoption.

**Comment Period on Draft Recommendations:
September 23 - November 1, 2010**

Upcoming Meetings

PUBLIC MEETING

Thursday, September 23, 2010
**Overture Center
Promenade Hall
201 State Street**

Open House: 5:30-6:10 pm

- View Big Ideas
- Talk with City Staff

Meeting: 6:15 pm - 8:30 pm

- Introductory Presentation
- Small Group Discussions on Draft Recommendations
- Report Out
- Adjourn

FOLLOW-UP OPEN HOUSE

Thursday, October 7, 2010
**Madison Municipal Building
1st Floor Lobby
215 Martin Luther King Jr. Blvd.**

Time: 2 pm - 8 pm

Activities:

- View Big Ideas
- Discuss Draft Recommendations
- Talk with City Staff



Downtown Plan Milestones:

April 2008:

Kickoff



The planning process started with a review and affirmation of the Downtown Advisory Report as well as Downtown provisions of the City's Comprehensive Plan.

June 2008:

Theme Workshops



A series of public workshops were held on six planning themes, resulting in the identification of opportunities and issues for the Downtown Plan to address.

September 2008:

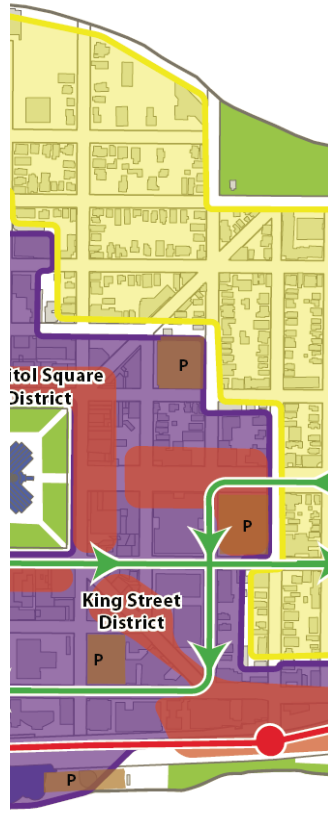
Downtown Plan Office Opens



A Downtown Plan Public Information Office was established just off of State Street and the Capitol Square to allow for continued public interaction.

November 2008:

Public Meeting on General Approaches



The development of basic approaches to each of the planning themes and the feedback received on them set a course for concept development.

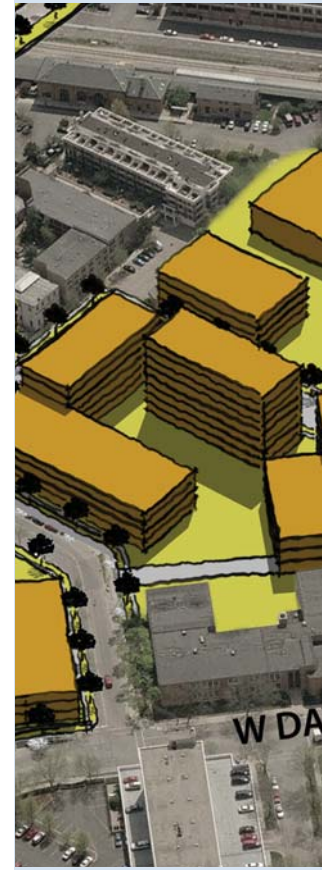
April 2009:

Public Meeting on Preliminary Concepts



Over 150 people provided valuable input on concepts regarding land use, building heights, open space improvements, transportation ideas, and potential growth areas.

May 2009 - February 2010:
Refining Concepts



Continued discussions with neighborhood groups, volunteer design professionals, City committees, City staff, and others, provided significant feedback and help set the plan's direction.

March 2010 - September 2010:
Draft Recommendations



After thoroughly working through the concepts, project staff continued to meet with City agencies, policymakers, and the public to develop a complete set of draft recommendations to achieve the plan goals.

What's Next?



In early November, staff will begin to finalize the recommendations and produce a draft plan for review and adoption.

Your Participation Counts!

To date, there have been over **1,800** personal contacts* with members of the public during this process. These contacts have come primarily through public meetings, meetings with neighborhood, business, and other groups, City commissions, local design professional volunteers, and visitors to the Downtown Plan Public Information Office.

(*note: number includes multiple contacts)



Sneak Preview of September 23rd Public Meeting!



DOWNTOWN PLAN RESOURCES:

Check out these resources on the Downtown Plan website to learn more about the plan and how to get involved in the process:

www.cityofmadison.com/downtownplan

1. Background information
2. Maps, comments, and other materials
3. Planning process
4. Public meeting presentations
5. Newsletters & brochures
6. Planning glossary
7. Submit comments & ideas
8. Subscribe to receive e-mail announcements

Contacts:

City of Madison Department of Planning & Community & Economic Development

Planning Division
Madison Municipal Bldg., Ste. LL100
215 Martin Luther King, Jr. Blvd.
PO Box 2985
Madison, WI 53701-2985

Michael Waidelich, Principal Planner
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William Fruhling, Principal Planner
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bfruhling@cityofmadison.com

Visit the Downtown Plan Office

Location:

Department of Planning and Community and Economic Development
Room LL100 - (lower level)
Madison Municipal Building, 215 Martin Luther King Jr Boulevard

Time:

Monday - Friday by Appointment - Contact:
Michael Waidelich: 267.8735 Archie Nicolette: 267.8741
William Fruhling: 267.8736 Rebecca Cnare: 266.4957

Downtown Plan Website:

www.cityofmadison.com/downtownplan