



**DRAFT**

**DOWNTOWN PLAN  
Recreation, Culture and Entertainment Session Results**

On June 24, 2008 members of the community met in the Overture Center to share ideas regarding Downtown “Recreation, Culture and Entertainment”. The meeting attendees formed three groups; each group was asked to answer the following three questions:

- 1) What make Downtown an attractive location for recreational, cultural and entertainment activities?
- 2) What opportunities exist to support and expand recreational, cultural and entertainment activities in Downtown?
- 3) How can your big ideas about “Recreation, Culture and Entertainment” advance the goal of sustainability?

Below are the groups’ answers for each of the three questions. These comments are taken from flip-chart paper used by the groups as well as comment cards that were filled out individually. The answers are grouped into broad categories. An asterisk denotes comment card comments. Additionally, the groups wrote and drew some of their ideas on maps. Those ideas can be found on the summary maps which are available through the Downtown Plan website.

This information is being provided for informational purposes only and will inform the Downtown Plan during the next steps of the planning process.

**1) What makes Downtown an attractive location for recreational, cultural and entertainment activities?**

<b>GOOD MIX OF USES/OPTIONS/ACTIVITIES/BUSINESSES</b>
Locally owned restaurants/bars (2 comments)
Food places*
Critical mass of shopping and dining*
Local businesses (2 comments)
Good investments have been made in facilities
Good mix of types of culture, entertainment
Entertainment*
Good mix of business/entertainment/residential
Lots of storefronts available for retail opportunities (drawback, no room for stages)
<b>ACTIVITIES AROUND THE SQUARE</b>
Square's size lends itself to big events
Festivals/events
Events (fun runs, Iron Man)
Capitol events*
Art Fair on the Square
Farmer's market

Concerts on the Square
<b>GEOGRAPHY AND ICONIC STREETS, PLACES, VIEWS</b>
State Street
Overture Center
Museums
Capitol
Architecture
Historic
Iconic views (Roof of Overture, views of Capitol)
Visual aspects (waterfront)
Centralized Isthmus "forces" you downtown by geography
Geography funnels everything to a core
Central location*
<b>LAKES</b>
Lakes! Allows us to interact with our environment
Breakfast cruise like a commuter ferry
Happy hour cruises after work
<b>DOWNTOWN ACCESSIBILITY</b>
Plenty of parking, but also walkable
Pedestrian friendly (especially State St.)*
Walkable environment*
Variety of access (cars, bikes, buses)
Where can people tie up their boats?
<b>PEOPLE</b>
A lot of people
Energy on the streets
Sporting events-65,000 people at Badger games
People are moving downtown
More younger 25-35 whether living downtown, working or coming back for entertainment
Good mix of ages
The mix of people*
<b>OTHER IDEAS</b>
701 East Wash-beginning of a node...to connect downtown

**2) What opportunities exist to support and expand recreational, cultural and entertainment activities in Downtown?**

<b>INFORMATION AVAILABILITY/DISTRIBUTION</b>
Wayfinding
More info booths
Updated event info

Day planner online
<b>LAKE ACCESS, USE , INTEGRATION WITH DOWNTOWN PLACE</b>
Mendota lakefront access is underused
More lake access, boats esp.
Mendota shore bike path and walk
Bike path from Monona to Mendota (2 comments)
Redevelop lakeshores near James Madison and Law Parks
<b>PARKING</b>
Underground parking
Parking opportunities
First hour free
Free parking at night or nights & weekends
Parking validation/merchant's nights
Parking-enough?
Parking-signage?
Mid State Street parking enough?
Convert current parking ramps to multi
<b>PUBLIC TRANSPORTATION</b>
Consider safety-relation to trolley, parking
Circulating bus
Encourage busing with downtown circulator transportation*
Light rail-trolley-State Street
Light rail
Reroute buses to cross street or a downtown circulator
<b>STREET DEVELOPMENT/IMPROVEMENT OPPORTUNITIES</b>
West Wash and Regent Street
East Wash potential
Gateway-feel like you've arrived
Better treatment of street ends
Consider expanding street vending options
Maintain iconic street sights, architecture and historic
Create pedestrian friendly areas where it is currently not (outer loop)*
<b>STATE STREET</b>
More light needed on 100-500 Blocks of State Street at night
State Street should have unique identity-chains can take away from this
State Street is vulnerable-should be protected as a district
Make State Street 100% pedestrian
Make State Street pedestrian only*
<b>CULTURE OPPORTUNITIES</b>

Madison as winter home for APT
Expand live theater offices
Outdoor theater along the lakefront
Cultural arts TIF district
Cultural arts plan*
Consider benefits-vibrancy more free activities add
Street entertainment should be encouraged (Library Mall)
Street musicians*
Public art*
New library*
<b>RECREATION OPPORTUNITIES</b>
Park amenities-drawing people
Pocket parks
Could do more with pocket parks, public spaces in general to draw more people, More places to sit/lie down*
Better use of Breese Stevens Field
Ice skating opportunity
Better use underutilized spaces-how?
Limited public athletic/recreational facilities
Public market (2 comments)
Nighttime vending around the Square
Consider nighttime economy-staying open later
Rent bicycles for the day*
<b>ENTERTAINMENT OPPORTUNITIES</b>
Cineplex? More movies downtown needed
Movies on top of parking ramp?
<b>MORE IDEAS</b>
Event integration-make a day of it
Live/work spaces
Capitol Square showroom for capitol region business that integrates cultural amenities
Conventions*

**3) How can your big ideas about “Recreation, Culture and Entertainment” advance the goal of sustainability?**

<b>LAKE USE AND CONSERVATION</b>
Development of Lake Mendota shoreline for walking and biking
Better public access to Mendota
Improve quality and access to lakes*
Recovery of gray water
Preserve lakes

Watershed management-rain gardens
Reduce runoff
<b>HISTORIC PRESERVATION</b>
Historic preservation should be encouraged
Historic education and wayfinding
<b>GREENSPACE/OPEN SPACE</b>
Better use of greenspace
Leave some open spaces
New development should be green built and include greenspaces
Parks and greenspace*
<b>GREEN DESIGN, TECHNOLOGIES AND APPEARANCE</b>
Increase use of natural light
Shadowing awareness in new constructions
Rooftop gardens
Green roofs!*
Wind turbines
More flowers/color
More trees
Underground the wires
<b>DOWNTOWN ECONOMIC DEVELOPMENT AND LIVING INCENTIVES</b>
Small cap TIF program to give incentives to owner-occupiers
Encourage a population that will live and sustain the housing stock
Incentives and code enforcement to revitalize old marketplace
Public private partnership in market
Capitol Square showroom
Entryway into City
<b>WALKING, BIKING, AND MASS TRANSIT DEVELOPMENT</b>
Get drivers more pedestrian aware
Walkable, pedestrian friendly*
"Walking bands" (Yid Vicious, also "bus band")*
Improve pedestrian flow
Circulator for when they're here
Better transportation options servicing recreational activities downtown
Encourage alternative transport and outdoor activity*
More bike paths
Isthmus bike corridor
Mass transport to downtown
Entertainment clusters to encourage walking
Development of dispersed entertainment pockets

<b>MORE IDEAS</b>
Reevaluate parking incentives for small cars
Increased access leads to ownership