



DRAFT

**DOWNTOWN PLAN
Visitors and Tourists Session Results**

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

- 1) What draws visitors and tourists to Downtown?
- 2) What opportunities exist to make Downtown more inviting to different groups of visitors and tourists?
- 3) How can your big ideas about “Visitors and Tourists” 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 draws visitors and tourists to Downtown?

ENTERTAINMENT, RECREATION
Entertainment, more than shopping
Walking among the vibrant activities/arts/culture/museums
Farmer's market-wonderful display of foods
"Cars on State Street" a great new event that brought people downtown
Sporting events bring people downtown
Farmer's Market* (two comments)
Farmer's Market
Street Festivals*
Overture Center/museums/Kohl Center/Capitol Building/Destination spots* (two comments)
Overture/museums/Kohl/Capitol
Restaurants* (three comments)
Restaurants
Shopping*
Iron Man*
Concerts on the Square*
Orpheum*
Lakes and water access*
GROUP EVENTS

SOAR Program, getting UW students/parents downtown
Professional development seminars
Conventions* (two comments)
UW Activities* (two comments)
High School Trips*
MORE IDEAS
Future Indoor Market*
Transportation Hub*
Government Activities*
Expanded Library*
Walkability*
Culture* (two comments)
Hospitals/Healthcare* (two comments)
Ambassador program seems to be working-expand?

2) What opportunities exist to make Downtown more inviting to different groups of visitors and tourists?

DOWNTOWN INFORMATION AVAILABILITY/DISTRIBUTION
"This Week in Downtown" publication (like TITU today in the Union)
The Isthmus does this-how do we publicize it as a good visitor's guide?
Tools to let people know about activities once arrive?
What do hotel staff know/share with clients?
Ambassador program (hotels)Work with Ambassadors
Mass transit ambassador
Use bus stops as info. centers
Electronic kiosks
Lisa Link Park info center, electronic, 24 hours
Mobile visitors units-drive to the visitors
Could the Overture Center be a center for info?
At one point on the Square a walker does not know what's occurring on other side
Getting visitors to know about events at Mills Hall or the Union
Visitor database/place
Better advertising of things such as boat rental, James Madison Park*
WAYFINDING
How to improve wayfinding through signage and other strategies (2 comments)
Info for walkers: How long it takes pedestrians to go to key places
How to help people with different modes of transport
Guided and self-guided walking tours-podcast
Pedestrian mobility-Madison is hard to navigate
Parking ramp ticket with mini map printed on it to find way back
Improve ability for cars to correct wrong turns
PUBLIC TRANSPORTATION

Commuter Rail Station at Monona Terrace*
Transportation Hub to take advantage of Entertainment/Government/University Axis*
Visitor bus
Buses have bad perception
Make Metro more inviting
Increase shuttle services from outlying areas
Nickelodeon bus should come back
Square and State Street loop
Free visitors bus covering State Street/Capitol area
Access bus pick-up/drop-off points
Consider airport as well
Limited Metro service/transport to/from airport
PARKING
Ramps should have ground floor retail
Ramps have too many blank walls
Electronically tell people parking situation?
Get rid of surface parking
Parking tickets scare some people away
Terrible names for parking lots, make them descriptive
Why aren't parking lots free on weekends?
Improve overall parking downtown*
Get rid of surface parking lots on Brayton, Frances, Regent/Wash., Regent/Park*
OUTER LOOP IMPROVEMENT
Green the outer loop
Next to Silver Dollar-4 empty storefronts
Improve appearance
Trees-tree holes-keep maintained with trees – not empty or filled holes
Use cages to protect trees
Greyhound-an entry point to Madison
BUSINESS HOURS
Hours of operation
Why are museums closed on Sundays?
Most stores close too early for convention participants
Maybe extend hours for large events
DOWNTOWN HOTEL
"The hotel" will change the downtown
Locate hotel near Monona Terrace
500 person capacity
Stimulate convention business
Convention Hotel/New Hotel* (three comments)
New Hotel

DOWNTOWN IDENTITY
Promote "Green Culture" Identity*
Give downtown a draw, i.e. genealogy
Wisconsin and International Themed Businesses*
Frank Lloyd Wright or Kenton Peters designed boathouse on Lake Monona at Blair/Wilson*
DOWNTOWN WINTER IDENTITY
Need some activity-equivalent "experience" to farmer's market
What does downtown offer/sell in winter?
Ice skating on Capitol lawn?
Gallery night
Ice sculptures
Ice skate rink on Lake Monona in front of Monona Terrace
Ice skating rink*
STREET IDENTITIES
State Street*
Define "districts"
King Street & Block 115
Branding streets
Unique style/identity
King Street-Wilson or Williamson could use more retail
Get people to stay on the street longer
MUSIC
Outdoor summer music
Festivals on the Square
Promote local music scene
Music scene is scattered
LAKE ACCESS/USE
Improve access to lake* (4 comments)
Boat house
Take paddle boats
Marina on Lakes*
Extend Murray Street Mall- Lake Monona to Mendota*
PUBLIC SPACE, GREENSPACE AND ACTIVITIES
Public market-locate it
Public Market on Pinckney St. and Wilson*
Close off streets for farmer's market
Downtown Library-more open, make it a destination
Look at the park to the east of Monona Terrace- Make it more accessible to bikers, skiers
Build a Millennium Park*
Parks and greens space are "guilt-free" places to go for entertainment/recreation*
More garbage cans downtown

More bathrooms downtown
Pay toilets?
How to reconcile this with homeless population
It's a problem for shop owners
Children's Museum*
Outdoor Theatre*
Waterpark* (two comments)
Movie Theatre*
Have events that draw different groups downtown
Oktoberfest?
More unusual events
Is the Capitol Square a barrier? Does it have a perception of being large?
MORE IDEAS
Access to collectors-maybe duplicate/UW facilities

3) How can your big ideas about “Visitors and Tourists” advance the goal of sustainability?

GREEN DESIGN/BUILDING
Rooftop spaces/gardens
Recycle bins need to be marked better
LEED certified buildings*
LEED certified buildings
Solar powered street lights
Promote green energy use
Surface lots-underutilized space
City should be required to use maximum allowable space when building government buildings in downtown core
More trees/green downtown* (two comments)
Pocket Parks and Plazas*
PEDESTRIAN EXPERIENCE IMPROVEMENT
More pedestrian malls
Pedestrian crossings-improve
Improve intersections
Mile marker for walkers
Signage with time needed to walk to certain destinations - with directional arrow
Color coded posts
Walking Tours of Downtown*
Pedestrian Friendly design*
WAYFINDING
Difficult to navigate Downtown
Can't return the way you came
Example: John Nolen Drive, difficult, confusing to connect to downtown
Improve way finding*

Use street lights as way finding*
MORE IDEAS
"Green" Destinations*
Indoor Market combined with Library*
Millennium Park built from Blair to Blount Street* (two comments)
Major department store downtown
Transit! Transit! Transit!
Rail line- Transport 2020*
Encourage winter visitors
Accessible "home passes" for visitors*