

# DOWNTOWN PLAN

## PUBLIC INPUT RECEIVED FROM FALL 2010 PUBLIC MEETING AND OPEN HOUSE

Black – public meeting comments (September 23, 2010)

Green – open house comments (October 7, 2010)

### BIG IDEA COMMENT CARDS

<b>1) Celebrate the Lakes</b>	
<b>High</b>	<b>21</b>
	<ul style="list-style-type: none"> <li>■ Very important. Defines Madison.</li> <li>■ <b>Our city's best asset.</b></li> <li>■ <b>Madison's connection to the lakes is one of its greatest assets.</b></li> <li>■ Most important for civic identity and selling community.</li> <li>■ Please continue to provide lake access and enjoyment.</li> <li>■ Walkways along the lakes.</li> <li>■ Like to.</li> <li>■ Enhanced access to lakes, improvements for Law Park and Lake Mendota shore path very important.</li> <li>■ Downtown needs more and better open, green space.</li> <li>■ <b>Anything that can be done to enhance access and preserve the lakes should be a high priority.</b></li> <li>■ <b>I love the idea of improving and enhancing the lakeshore downtown... it's vastly underutilized now.</b></li> <li>■ <b>By keeping them clean – end all pollution so eating fish out of them is safe.</b></li> <li>■ <b>Really adds to area. Great idea.</b></li> <li>■ John Nolen improvements need to include the backyards facing the lake.</li> <li>■ John Nolen Dr. Don't break the lake.</li> <li>■ <b>Brittingham and Law Parks won't be more used until crossing John Nolen is more pedestrian-friendly. Those parks are not very pleasant to visit because of John Nolen traffic. Consider covering in between Broom and Blair intersections.</b></li> <li>■ <b>Law Park shelter/band shell is good.</b></li> <li>■ <b>Is there a way to better link Law Park and Monona Terrace rooftop?</b></li> <li>■ Enhance pedestrian access at Broom St. Gateway.</li> <li>■ Like Broom St. gateway.</li> <li>■ Improve tennis courts at Broom St. Gateway.</li> <li>■ Lake Mendota path great idea.</li> <li>■ Love Lake Mendota path.</li> <li>■ <b>I especially like the Lake Mendota path and Langdon mid-block pedestrian walkway.</b></li> <li>■ Love the Langdon pedestrian walkway.</li> </ul>
<b>Med-High</b>	<b>5</b>
	<ul style="list-style-type: none"> <li>■ <b>Let's do more for our lakes.</b></li> <li>■ <b>More trash cans please!!</b></li> <li>■ <b>Like beautification of Brittingham.</b></li> </ul>
<b>Medium</b>	<b>2</b>
	<ul style="list-style-type: none"> <li>■ <b>I remember this Frank Lloyd Wright idea.</b></li> </ul>
<b>Med-Low</b>	<b>0</b>
<b>Low</b>	<b>1</b>
	<ul style="list-style-type: none"> <li>■ <b>Traffic with the new rapid rail station downtown is creating enough congestion year around. More lake traffic creates more traffic.</b></li> </ul>

2) Post Card Views		
<b>High</b>	<b>10</b>	<ul style="list-style-type: none"> <li>■ Preserving views to lake. Avoid flat top building height.</li> <li>■ Like the idea of maintaining a sense of topography.</li> <li>■ Save the Capitol view.</li> <li>■ Essentially to maintain maximum building height and protect views of the Capitol.</li> <li>■ Especially like priority view corridor on Hamilton.</li> <li>■ Viewshed preservation important, especially for the smaller openings at north-south street ends. Bold height recommendations generally good.</li> <li>■ Love it.</li> </ul>
<b>Med-High</b>	<b>6</b>	<ul style="list-style-type: none"> <li>■ Isn't this in place?</li> </ul>
<b>Medium</b>	<b>7</b>	<ul style="list-style-type: none"> <li>■ Postcards change.</li> <li>■ Good to keep.</li> </ul>
<b>Med-Low</b>	<b>0</b>	
<b>Low</b>	<b>2</b>	<ul style="list-style-type: none"> <li>■ Stop building cheap crap like Overture and "Mistake on the Lake".</li> <li>■ Already good</li> </ul>

3) New Transportation Center		
<b>High</b>	<b>12</b>	<ul style="list-style-type: none"> <li>■ Good location for station.</li> <li>■ Downtown!</li> <li>■ Most important as Regional Core.</li> <li>■ Intermodal, coordination with city market essential.</li> <li>■ Yes, for sustainable non-car transport – pedestrian, bicycle, bus, train.</li> <li>■ Let's get this done. Incorporate intercity bus.</li> <li>■ Fantastic – can't wait.</li> <li>■ Yay!</li> <li>■ Excellent modernization and improvement of transportation for State.</li> </ul>
<b>Med-High</b>	<b>4</b>	<ul style="list-style-type: none"> <li>■ Feel (important) to tie all transportation.</li> <li>■ Making it easier to get around is great. With many modes of transit.</li> </ul>
<b>Medium</b>	<b>5</b>	<ul style="list-style-type: none"> <li>■ Intermodal/adaptability.</li> <li>■ Rail is a good idea, but needs more public support.</li> <li>■ I hope it works in this location...</li> </ul>
<b>Med-Low</b>	<b>2</b>	
<b>Low</b>	<b>3</b>	<ul style="list-style-type: none"> <li>■ We don't need it or want it.</li> <li>■ I feel the train is a lost cause for Madison – we cannot afford it now or later.</li> </ul>

4) Getting to, Through and Around Downtown		
High	15	<ul style="list-style-type: none"> <li>■ Keep busses on State Street – our business need it!</li> <li>■ People need to be able to feel comfortable getting to downtown.</li> <li>■ Higher density downtown – Capitol view preservation as standard not 4 stories and setbacks.</li> <li>■ Has to meet regional functional needs.</li> <li>■ Conversion of Broom and Bassett to 2-way will enhance livability of neighborhoods.</li> <li>■ Major intersection improvement areas definitely needed. But why not representations besides Broom St. gateway? John Nolen/Blair/Willy St. improvement high priority, especially with high speed train coming.</li> <li>■ Counterflow on Mifflin heading east around Capitol. Less cars!</li> </ul>
Med-High	7	<ul style="list-style-type: none"> <li>■ Mass transit (important) as well as ped/bike traffic – reduce car parking/congestion.</li> <li>■ Like the emphasis on Hamilton as a gateway street.</li> <li>■ Opens up access to people and their willingness to use the downtown.</li> <li>■ I like the idea of eliminating some one-way streets – Hancock and Franklin.</li> </ul>
Medium	7	<ul style="list-style-type: none"> <li>■ Wilson should be 2-way, biking thru or around downtown can be really difficult – hard to get from place to place.</li> <li>■ I think the current one way system works well.</li> <li>■ Just do not put in circles, they are dangerous and inhibit traffic.</li> <li>■ Municipal buses should be on the loop, not on the square.</li> </ul>
Med-Low	0	
Low	1	

5) A Model of Sustainability		
High	7	<ul style="list-style-type: none"> <li>■ Develop tour of green buildings and promote our progress.</li> <li>■ Redevelopment must be compatible with existing environments, built and natural.</li> <li>■ Yes, with community gardens.</li> <li>■ At least one completely car-free day a month, for starters.</li> </ul>
Med-High	9	<ul style="list-style-type: none"> <li>■ Allow and encourage different modes of.</li> <li>■ Build buildings to keep!</li> </ul>
Medium	7	<ul style="list-style-type: none"> <li>■ Good ideas. Need private businesses homeowners to provide most funding.</li> </ul>
Med-Low	0	
Low	1	

6) A Collection of Special Places		
High	7	<ul style="list-style-type: none"> <li>■ Keep them unique</li> <li>■ Yes!</li> <li>■ Makes downtown more attractive/appealing.</li> <li>■ Yes, for pedestrians and residents not just for rich visitors.</li> </ul>
Med-High	5	<ul style="list-style-type: none"> <li>■ I like this for people visiting Madison to see highlights.</li> </ul>
Medium	4	<ul style="list-style-type: none"> <li>■ We are already a special city in which to live.</li> <li>■ Your block on W. Washington Ave. between Broom St. and Henry St. needs to show Metropolitan Place finished in 2005 or 2006.</li> </ul>
Med-Low	2	<ul style="list-style-type: none"> <li>■ Hidden parks connected by paths.</li> </ul>
Low	2	<ul style="list-style-type: none"> <li>■ Places change and should not be frozen. Was King St. special for street walkers?</li> <li>■ We can live without this.</li> </ul>

7) Embracing the Past		
<b>High</b>	<b>3</b>	<ul style="list-style-type: none"> <li>■ Redevelopment must be compatible with existing environment, built and natural.</li> </ul>
<b>Med-High</b>	<b>6</b>	<ul style="list-style-type: none"> <li>■ Like the emphasis on deliberate, thoughtful selection of what should be preserved.</li> <li>■ Important.</li> <li>■ High priority in some areas such as establishment historic districts, not so important in areas designated for development.</li> </ul>
<b>Medium</b>	<b>9</b>	<ul style="list-style-type: none"> <li>■ Current focus okay but need new tools.</li> <li>■ Just because it's old doesn't mean it's a keeper.</li> <li>■ Keep some of the past – what is really worth keeping.</li> <li>■ Stop tearing down buildings.</li> <li>■ It's fine to embrace the past, as long as it doesn't block other big ideas and priorities.</li> </ul>
<b>Med-Low</b>	<b>2</b>	<ul style="list-style-type: none"> <li>■ Not a lot to embrace but a lot of room for improvements with redevelopment.</li> <li>■ Just because something is old, doesn't necessarily mean it should be saved. I like historical architecture, but only if it's beautiful.</li> </ul>
<b>Low</b>	<b>4</b>	<ul style="list-style-type: none"> <li>■ The historic buildings are already registered.</li> <li>■ We can live without this.</li> <li>■ Much has already been preserved.</li> </ul>

8) Room to Grow		
<b>High</b>	<b>7</b>	<ul style="list-style-type: none"> <li>■ More height on (Johnson Street) Bend and Washington!!</li> <li>■ Good to ID potential redevelopment sites.</li> <li>■ Whole Isthmus needs to be more dense where it can be. More development.</li> <li>■ Need to allow higher densities downtown to increase tax base &amp; support downtown businesses.</li> </ul>
<b>Med-High</b>	<b>5</b>	<ul style="list-style-type: none"> <li>■ I like more urban infill.</li> <li>■ Excellent. We need the extra tax base.</li> </ul>
<b>Medium</b>	<b>7</b>	<ul style="list-style-type: none"> <li>■ Density is fine if it doesn't take uniqueness of neighborhoods and reduces property tax.</li> <li>■ Needs careful consideration.</li> <li>■ Identifying areas and providing funding for demolition would help this.</li> </ul>
<b>Med-Low</b>	<b>2</b>	<ul style="list-style-type: none"> <li>■ Mixed feelings on this.</li> </ul>
<b>Low</b>	<b>1</b>	<ul style="list-style-type: none"> <li>■ Only if sustainable – how many luxury hotels and condos can we subsidize?</li> </ul>

9) Mifflin Area Reenergized		
<b>High</b>	<b>5</b>	<ul style="list-style-type: none"> <li>■ More height on Mifflin - redevelop existing housing not worth saving.</li> <li>■ Preservation and enhancement of existing character of Mifflin and W. Washington (400-500) should be a priority as area is re-developed.</li> <li>■ Do not want building height to go beyond 3-stories – corridor along Broom St. – be careful number of approved levels do not make it like an alley.</li> <li>■ Hovde should do something with their 100 block of W. Mifflin St. tear down blight (Hovde Buildings).</li> <li>■ <b>Good solution</b></li> </ul>
<b>Med-High</b>	<b>4</b>	<ul style="list-style-type: none"> <li>■ Good idea but only a medium priority for push as big idea. Maybe smoking something!</li> <li>■ Good mix of the competing values.</li> <li>■ <b>Sure why not.</b></li> </ul>
<b>Medium</b>	<b>9</b>	<ul style="list-style-type: none"> <li>■ Good idea to better utilize block space.</li> <li>■ <b>It's already heading that direction, more or less.</b></li> <li>■ <b>Indifferent.</b></li> <li>■ <b>Would look nice.</b></li> </ul>
<b>Med-Low</b>	<b>4</b>	<ul style="list-style-type: none"> <li>■ I'm intrigued by the mid-block urban lane – a creative solution.</li> <li>■ Keep the limit to 3-story buildings only.</li> <li>■ Too small.</li> </ul>
<b>Low</b>	<b>2</b>	<ul style="list-style-type: none"> <li>■ <b>Disagree with proposed plan. Mifflin should be free to develop as market dictates. No effort or requirement to rehab or retain existing structures or architectural style. Allow up to 4 stories on Mifflin and up to 6 stories on W. Wash. No conservation district! No requirements or subsidies to rehab/restore/move existing buildings. Designate 300-500 blocks of W. Wash. as mixed use. Allow up to 6 stories. Encourage development to make a new "special character" context as an arts/entertainment area less student oriented than State St.; more similar Monroe St., but more dynamic.</b></li> </ul>

10) New Neighborhood Park		
<b>High</b>	<b>6</b>	<ul style="list-style-type: none"> <li>■ Again, more open, green space is needed downtown.</li> <li>■ Green space always is highly important!</li> <li>■ <b>The one being suggested is very necessary to this part of the city. We need to green space because of increased density.</b></li> <li>■ Should include a playground for children.</li> <li>■ <b>And community gardens downtown, as per City of Madison policy.</b></li> </ul>
<b>Med-High</b>	<b>5</b>	<ul style="list-style-type: none"> <li>■ Good location.</li> </ul>
<b>Medium</b>	<b>7</b>	<ul style="list-style-type: none"> <li>■ Too small.</li> <li>■ <b>Would be nice but not a priority.</b></li> <li>■ <b>More parks are good.</b></li> </ul>
<b>Med-Low</b>	<b>1</b>	<ul style="list-style-type: none"> <li>■ <b>Improve the lakefront parks first.</b></li> </ul>
<b>Low</b>	<b>5</b>	<ul style="list-style-type: none"> <li>■ I don't think the properties in question are the best to replace with a park.</li> <li>■ Not a big idea at all.</li> <li>■ <b>We have plenty of parks that are not being used.</b></li> <li>■ <b>We have enough parkland.</b></li> </ul>

## **GENERAL COMMENT CARDS**

### ■ Law Park

- 1) Make park pavilion a visual focal point from Hancock.
- 2) Frank Lloyd Wright boathouse design of pavilion should be in the water not grass.
- 3) Neighborhood boathouse amenity like Wingra Park.

■ Boat House should be out in the water as the Wright Plan conceived it. Also, it should be a focal point that one can see walking down Hancock St.

■ Downtown Living: there is no reference to encouraging executive or upper management housing in the list of downtown housing groups to encourage housing for. There is a dearth of single-family homes for executives. Companies go where the boss wants to live.

■ Downtown Living: Rec. 3.1 – Change “require” a mix use of unit size and prices in new development, to “encourage” where economically feasible.

■ Create incentives for creating micro-condos. So older houses can be owner-occupied. Preserve houses on streets where development has not disrupted architectural connectivity. Ken Golden

■ Building heights appear to be a bit conservative. Ken Golden

■ Why does height need to be defined with this plan? Shouldn't each project be individually evaluated with the slop of what exists at the time.

■ Leave height restrictions at Capitol view preservation – not 4 stories – delete setbacks.

■ Langdon St. Area. Permit housing replacement where existing housing is run-down – permit increased density. Modestly allow height of buildings using setbacks and step backs to mitigate. Preserve landmark buildings. Ken Golden

■ Transportation: Eliminate all right turn lanes separated by islands (slip lanes). County should be encouraged to require Transportation Demand Management for all employer leased parking contracts. Add parking to streets where no parking allowed for off peak times (e.g. Johnson/University Ave). Ken Golden

■ RP3 program (residential parking permit program)– auction off permits to gain revenue for transit.

■ Parking rates could fluctuate with demand (in real time). See San Francisco model.

■ Would love to see more than just good ideas in sustainability – laying out outcomes and metrics would be great.

■ Do Conservation Districts become Historic Districts? Do they prevent change? Sunset them.

■ I love the view corridors.

■ Outer loop work would be a big improvement to community. This needs support. Great idea. – Tim Conroy, [tconroy@retirement.org](mailto:tconroy@retirement.org)

■ Wilson St. very crowded – can you realistically put all modes at train station?

■ Madison Development Corp. project bldg. is 10' off rear property line. How will you implement the alley?

■ West Mifflin St. Possible 4<sup>th</sup> floor option for areas adjacent to 6-story area along Broom.

■ I like the Post Office downtown!!

## **BREAK OUT SESSIONS BY TABLE**

### **TABLE 1**

#### Big Ideas:

- Celebrate Lakes - about time!
- Will take money.
- Implementation strategy should involve/partner with land owners.
- Be lit and safe, and very pedestrian friendly.
- Are there smaller projects that can be taken on to show success?

#### Working & Business:

- Increase density
  - Don't restrict heights (i.e. no 4-story restriction)
  - Worked flexible setbacks.
- Remember this is the (midwest) with values and culture that follow.
- Need economic feasibility to determine successful outcomes; include tax base look.
- Create a cadre of incentives to preserve and upkeep properties that are worth the maintaining.
- Work with the new reality – RE: available money for development – need 80-% leased before construction start.
- Parking – cost factor and supply factor.
- Connect Capitol East District to downtown core via East Washington.
- Improving bike accessibility signage and marking bike lanes.
- Better balance driving and biking routes... emphasis and investment.
- Consider that density can “radiate” from downtown core – to other livable neighborhoods.
- Bring back prestige of downtown location: Businesses need to feel hospitality from the City.
- How to maintain and restore desired historic structures when the owner can't commit funds.
- Unfunded mandates?
- City needs to help fund mandates.
- Height restriction should allow to be replaced with like heights.
- Needs to be flexibility... in fostering cooperation with downtown land owners and potential owner/investors.

#### 3 Items to Report Out:

- 1) Economic feasibility. Math that makes sense.
- 2) City needs to help fund (or fund solutions to) desired historic structures.
- 3) Density is not a bad word. It will legitimize the investment in entertainment, transportation, recreation, dining, lakefront improvements.

### **TABLE 3**

#### **Big Ideas:**

- Lake Mendota bike/ped path nice schematics.
- Inner Langdon neighborhood path.
- Law Park pavilion - make larger.
- Law Park causeway walkway.
- Improve open space of Broom Street gateway.
- Move tennis courts to Brittingham Park.
- Good lake connections.
- High speed rail.
- Remove HoJos and make a park.
- 20 by 2020 program – needs education.
- We need key intersections.
- Improve wayfinding.
- Safer way to bike across Isthmus N/S.
- Redevelop surface lots in Mansion Hill.

#### **Moving Around:**

- Greater emphasis on alternative transportation.
- Refocus of Mifflin Street housing to a denser neighborhood.
- Madison needs high speed rail
- Rail station must have all components of multi-modal
- Include mixed use redevelopment at station.

#### **3 Items to Report Out:**

- 1) Insufficient development in Mifflin Area.
- 2) Improve bike access across Isthmus.
- 3) Larger parks – especially Law Park.

### **TABLE 5**

#### **Big Ideas:**

- Broom Street be 2 ways entire length vs. 1-way car traffic.
- Need to be careful along corridor roads that height of buildings allows green space, natural light coming through.
- Balance increasing density – between uniqueness of neighborhoods and supporting services desired.
- Need to enhance pedestrian safety as density increases (more walkways – more pedestrian safe features).
- Better education of public on rules and pedestrian rights.
- Langdon Street walkway – very good idea makes accessible to public.

#### **Downtown Living:**

- Encourage goods and services people living downtown want i.e. mini-department store (Target-like) card store – candle store, daily goods and services, drycleaners.

## **TABLE 8**

### Big Ideas:

- Lakefront access good.
- Monona underutilized currently.
- Sink John Nolan good, with parking.
- Why define heights now, not project by project?
- Public parks should not be on busy streets.

### 3 Items to Report Out:

- 1) Good lake access.
- 2) Cover John Nolen.

## **TABLE 11**

### Land Use and Urban Design

- John Nolen Drive – too timid – add lakeshore restaurant along Monona Bay. Raise John Nolen to allow boats to get into Monona Bay. Can't get under the bridge now.
- Love the boathouse. Make marina expandable – Make Law Park symmetrical if filled in one area
- Like Mendota lake path.
- Need Marina on north side of the Isthmus. Like the Langdon path.
- Doesn't like table top skyline.
- Need to carefully consider when creating local historic districts.
- Concern about view sheds need to be careful.
- Like location of downtown rail stop. Need to make transportation connections work.
- Wants downtown circulator.
- Take wind turbines out.
- Sustainability should focus on lakes.
- Maximize use of non-motor vehicular modes of travel.
- Special places – isn't that precious – just kidding!
- Dumbfounded about why we want to keep all of the Mifflin houses.
- Like the urban land idea.
- Worried about low density on Bethel site.
- Provisions in local landmarks ordinance conflict with national preservation standards requirements for taxpayer credits – align these better.

### Moving Around

- Collaborate on City –private parking. There is parking downtown.

### 3 Items to Report Out:

- 1) Monona Bay and John Nolen causeway – too timid, more boat friendly into Monona Bay.
- 2) Enhance connectivity of all forms of transportation and cooperative relationship between public and private.
- 3) Review Landmarks Ordinance for conflicts with national preservation standards to facilitate use of tax credits as a tool for preservation.

## **TABLE 14**

### Redevelopment (Room to Grow)

- Especially on surface parking.
- Map does not reflect all redevelopment of parking.

### Parks/Culture/Arts

- Like access to lakes – makes sense to use resource, not be “walled off”.
- Concern about train – top-down, lack of involvement lack of development potential vs. East Washington (poor gateway).
- Mifflin urban lane: What happens to parking? “This is better but where are those commuters going to go?”
  - Encourage carpooling? Need transportation solutions to match development. Bus?
  - Otherwise, like concept – seems like effective compromise!
- Cost, environment impacts of lake infill (Law Park)
  - Algae, turning into bog.
- Need for more green space land with recognition of finite space. In favor of more parks.
  - Order important do not tear down apartments before new ones come in.
- Outside downtown, Central Park linkage’s favored. Spark high quality development.
- Public art: Not a lot of detail in plan. State Street – not much in the middle at present. Peace Park? Willy Street area with potential for energizing arts/culture in found spaces.
- Public art fairs complement new park development (Johnson/Bassett).
  - Obstacle of getting downtown, parking, etc. – what if events featured shuttle bus?
  - But size again is an issue... too dense for easy access, maybe not enough for transit.

### Moving Around

- Integration of modes – “The Depot” but no buses.
- Train station downtown: good for business travelers, but shouldn’t be only focus.
- Making bus use more attractive (art? Wi-Fi?)
- Downtown circulator – makes sense. Ideally should be free – good for business.
- Commuter parking an issue, but what are potential solutions?
- Want amenities for bus service – shelters, coffee shops.

### 3 Items to Report Out:

- 1) Need improved choices for transportation to downtown without letting new development aggravate parking problems.
- 2) E. Washington corridor’s attractiveness closely linked to downtown (commuters, travelers from airport).
- 3) Need parks and downtown culture to attract diverse groups to area – emphasis on new parks, public art, good design.

## **TABLE 16**

### Big Ideas:

- Transportation Center
- John Nolen/Blair intersection high priority. Needs to be done without more pavement.
- First Settlement – thinks Government East good for high density.
- Train station and Government East needs to be designed together.
- Wilson Street should be 2-way.
- Adding density to a congested area.
- Postcard views – how important is the small view from Capitol.
- Important in maintaining connection to Lake and from Lake to Capitol.

- Small views can draw one to an object.
- Preservation of flat icon buildings very important unique features and likely to be preserved - below Capitol view limit.

Parks/Culture/Arts:

- Anything that entrances onto places is good.
- Use public spaces for “art gallery”.
- Like Law Park ideas – could actually be enhanced.
- Needs to include cleanup of private backyards.
- Making better connections from downtown to the lakes.
- Visitors to cultural/arts have no sense of lakes or reasonable access to lakes.
- Signage to lakes/parks
- Law Park – also needs commercial opportunities.
- Lake Mendota path and street ends could be great amenity.
- Bring in a “Blair Street Garden”.

Business:

- Height restriction? Need more people downtown.
- How many is enough? 4 – 5 Thousand.

3 Items to Report Out:

- 1) Enhancement of lakes very important.
- 2) Collection of special places – keep unique areas.
- 3) Transportation center is a good idea but John Nolen/Blair intersection a challenge.