

## Downtown Plan | April 2009 Open House Comments

 comment cards

 table notes

### CHARACTER AREA: BASSETT

		THEME	CHARACTER AREA 1	CHARACTER AREA 2
1	Bassett -- Urban context. If new housing has helped stabilize the neighborhood, why not promote new housing to <u>really</u> stabilize the area.	living	bassett	
2	Bassett --Needs more density to create a vibrant mixed-use area.	place	bassett	
3	Bassett -- Cannot possibly preserve (economically) the 100-year old not well built houses in area. They are 1/10 of the needed density.	living	bassett	
4	Preserve character of West Washington Avenue.	place	bassett	mifflin
5	Tenney Lapham residents -- Save West Washington, good student housing.	living	bassett	mifflin
6	Do not make Bassett and Broom 2-way streets. Utilize the land for people better instead. Making the streets 2-way will not change what is there.	moving	bassett	broom
7	Bassett -- needs more 4-5 story residential condos/apartments, more central density.	place	bassett	
8	Bassett -- Keep residential buildings.	living	bassett	
9	Bassett -- Mix with office.	working	bassett	
10	Bassett -- Quality houses can mix with high quality residential condos.	living	bassett	
11	West Washington - preserve.	place	bassett	mifflin
12	West Wash - seems strange low height there vs. East Wash.	place	bassett	mifflin
13	Like two-way streets, Bassett/Broom/Wilson.	moving	bassett	broom
14	All like 2-way Bassett/Broom/Wilson.	moving	bassett	broom
15	Areas of Emphasis Map -- Like West Wash as mixed-use.	place	bassett	mifflin
16	Broom/Bassett 2-way good idea.	moving	broom	bassett
17	Character Areas Map -- Between 3-4 connect with parks.	recreation	broom	bassett
18	2-way Wilson Street good.	moving	downtown core	bassett
19	Keep/maintain low-scale density along W. and E. Wash - to preserve neighborhood "feel" leading to Capitol Square.	place	downtown core	bassett
20	Differences of opinion on height, but agreement on higher buildings on East and West Wash.	place	downtown core	bassett
21	10-20 units/acre too little. Bassett already has larger stuff.	place	general	bassett
22	Also boulevard idea (W. Wash & Wisconsin Avenue).	place	mansion hill	bassett
23	Neutral boulevard at Wisconsin/West Wash, loss of terrace? Maintenance = critical. East Wash boulevard looks good.	place	mansion hill	bassett
24	Mansion Hill/Bassett/Old Market - issues.	place	mansion hill	bassett

25	Prefer Alternative B for West Wash corridor.	place	mifflin	bassett
26	West Wash-Mifflin area needs to be higher density, mixed-use. No significant historic buildings. Corner nodes.	place	mifflin	bassett
27	Areas on West Wash between Bassett/Bedford/Broom should be higher density.	place	mifflin	bassett
28	Keep scale in South Hamilton smaller - tie to scale of Bassett.	place	south hamilton	bassett

**CHARACTER AREA: BROOM**

		THEME	CHARACTER AREA 1	CHARACTER AREA 2
1	Character Areas Map -- #4 way under utilized.	place	broom	
2	Character Areas Map -- Between 3-4 connect with parks.	recreation	broom	bassett
3	Do not make Bassett and Broom 2-way streets. Utilize the land for people better instead. Making the streets 2-way will not change what is there.	moving	bassett	broom
4	Like two-way streets, Bassett/Broom/Wilson.	moving	bassett	broom
5	All like 2-way Bassett/Broom/Wilson.	moving	bassett	broom

**CHARACTER AREA: DOWNTOWN CORE**

		THEME	CHARACTER AREA 1	CHARACTER AREA 2
1	Brayton Lot - the boutique market will not stand on its legs alone. A grocery store element needs to be included with the boutique. I like that it is surrounded by housing/office density.	place	downtown core	first settlement
2	2-way Wilson Street good.	moving	downtown core	bassett
3	Outer ring pedestrian enhancements good idea.	place	downtown core	
4	Develop surface parking on Butler Street lot.	place	downtown core	first settlement
5	Develop Hilton Hotel on municipal lot.	recreation	downtown core	
6	Wisconsin Avenue boulevard.	place	downtown core	mansion hill
7	Retail on King Street to connect Capitol to Lake Monona.	working	downtown core	first settlement
8	King-Nolen Drive - opportunity/potential for development.	place	downtown core	lakefront
9	Don't like the proposed very tall building on the UW Credit Union site on East Wilson Street. A tall building there would block the potential view from the proposed Frank Lloyd Wright pavilion in Law Park.	place	downtown core	
10	Encourage and support year-round farmer's market on block at Butler, E. Wash., S. Hancock and East Main.	working	downtown core	first settlement
11	Concern regarding building heights along Wilson Street (East & West).	place	downtown core	first settlement
12	Transportation: Round-a-bout at East Wash and Blair Street.	moving	downtown core	
13	Need more density close to Capitol and near Kohl Center area.	place	downtown core	kohl center area
14	Replace ramp on West Main Street with park.	recreation	downtown core	

15	South downtown needs restaurant row, food court emporium.	recreation	downtown core	
16	Replace City-County Building or parking ramp on West Main.	place	downtown core	
17	Keep/maintain low-scale density along W. and E. Wash - to preserve neighborhood "feel" leading to Capitol Square.	place	downtown core	bassett
18	Eliminate car traffic around State Capitol building, expand greenspace.	moving	downtown core	
19	Question transition area #7	place	downtown core	
20	Downtown core: Support living and working.	living	downtown core	
21	Like boulevard, East Wash and Wisconsin.	moving	downtown core	mansion hill
22	Differences of opinion on height, but agreement on higher buildings on East and West Wash.	place	downtown core	bassett
23	Year-round public market good. Brayton Lot - but need more of a substantial full-service grocery.	working	downtown core	first settlement
24	Urban park over John Nolen instead of filling in lake.	recreation	downtown core	
25	Can Monona Terrace be more public? Have access from bike path.	recreation	downtown core	
26	Urban park over John Nolen Drive instead of filling lake.	recreation	downtown core	
27	Like outer ring enhancements, name "outer loop."	place	downtown core	
28	Areas of Emphasis Map -- Like Brayton Lot redevelopment.	place	downtown core	first settlement
29	Devil in details - all agree about Brayton.	place	downtown core	first settlement
30	Urban infill and connectivity: King Street Capitol to Machinery Row.	place	first settlement	downtown core
31	Blair Street is a barrier between East and West Washington.	place	first settlement	downtown core
32	Urban infill and connectivity: North Hamilton from Capitol & James Madison.	place	james madison park	downtown core
33	Continue urban infill on North Hamilton.	place	james madison park	downtown core
34	Connect Capitol to James Madison Park.	place	james madison park	downtown core
35	Character Areas Map -- Issues with Mansion Hill, Langdon, downtown core border.	place	mansion hill	downtown core
36	Parish: Landmark but not Bethel. Institutional vs. historic, need for parking.	place	mansion hill	downtown core
37	Add Wisconsin/Gorham/Carroll/Johnson to downtown core, it is institutional use.	place	mansion hill	downtown core
38	Mixed-use up Wisconsin Avenue, Edgewater Hotel, National Guard, Kennedy Manor, restaurant, higher density.	place	mansion hill	downtown core
39	Don't create a wall of buildings blocking views out to Lake Monona from the downtown. Please encourage step downs at corners and along street ends (Broom, Henry, S. Carroll, Pinckney).	place	south hamilton	downtown core
40	Map 1 suggested "real" cultural district to encompass greater State Street and part of Square. Museums. Tourist destinations. How to support this density?	recreation	state street	downtown core
41	Density State Street end of Capitol than map "downtown core", respect historic texture.	place	state street	downtown core

**CHARACTER AREA: FIRST SETTLEMENT**

		THEME	CHARACTER AREA 1	CHARACTER AREA 2
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1	Urban infill and connectivity: King Street Capitol to Machinery Row.	place	first settlement	downtown core
2	Blair Street is a barrier between East and West Washington.	place	first settlement	downtown core
3	Part of First Settlement District is a local historic district, please include in character area description.	place	first settlement	
4	Blair Street needs to be more pedestrian-friendly.	place	first settlement	
5	Need to preserve/maintain residential use in First Settlement - any new buildings need to be low scale in density - 3-4 stories at most.	place	first settlement	
6	6 stories is too high for Block 115 along Blair! It is also incompatible with neighborhood plan (historic district).	place	first settlement	
7	First Settlement - need to preserve, infill and maintain.	place	first settlement	
8	Brayton Lot - the boutique market will not stand on its legs alone. A grocery store element needs to be included with the boutique. I like that it is surrounded by housing/office density.	place	downtown core	first settlement
9	Develop surface parking on Butler Street lot.	place	downtown core	first settlement
10	Retail on King Street to connect Capitol to Lake Monona.	working	downtown core	first settlement
11	Encourage and support year-round farmer's market on block at Butler, E. Wash., S. Hancock and East Main.	working	downtown core	first settlement
12	Concern regarding building heights along Wilson Street (East & West).	place	downtown core	first settlement
13	Year-round public market good. Brayton Lot - but need more of a substantial full-service grocery.	working	downtown core	first settlement
14	Areas of Emphasis Map -- Like Brayton Lot redevelopment.	place	downtown core	first settlement
15	Devil in details - all agree about Brayton.	place	downtown core	first settlement
16	Enhancements along John Nolen entry corridor (both ends).	place	lakefront	first settlement
17	Improve pedestrian crossing at John Nolen.	moving	lakefront	first settlement
18	Transportation: Consider tunnel under John Nolen and East Wilson versus round-a-bout.	moving	lakefront	first settlement
19	If the rail corridor next to John Nolen is to be relocated/removed, move John Nolen to current rail corridor in order to maximize park/open space along Lake Monona.	moving	lakefront	first settlement
20	Like the idea of having a round-a-bout, to help direct traffic more effectively in Willy St./John Nolen Dr./ Blair St. areas.	moving	lakefront	first settlement
21	Nolen/Blair round-a-bout - suspicion.	moving	lakefront	first settlement
22	Neutral round-a-bout at Blair - similar issues as above. Can lights be installed?	moving	lakefront	first settlement

**CHARACTER AREA: JAMES MADISON PARK**

		THEME	CHARACTER AREA 1	CHARACTER AREA 2
1	Urban infill and connectivity: North Hamilton from Capitol & James Madison.	place	james madison park	downtown core
2	Continue urban infill on North Hamilton.	place	james madison park	downtown core
3	Connect Capitol to James Madison Park.	place	james madison park	downtown core

4	Preserve the historic "mews" houses behind the <u>former</u> Bethel Lutheran Church (across from Pinkus McBride Market). The triangle block bordered by East Gorham/North Hamilton and North Butler Streets.	place	james madison park	
5	Keep view from Capitol towards Lake Mendota.	place	mansion hill	james madison park
6	Also oppose destruction of historic housing on North Butler between East Gorham and East Mifflin.	place	mansion hill	james madison park

**CHARACTER AREA: KOHL CENTER AREA**

		THEME	CHARACTER AREA 1	CHARACTER AREA 2
1	Development around Kohl Center - especially filling surface parking lots - is a good idea.	place	kohl center area	
2	Student housing. Kohl Center (Dayton/Bedford).	living	kohl center area	
3	Explore the idea of a round-a-bout at West Wash, Regent and Proudfit.	moving	kohl center area	
4	Put a fountain in the center of the round-a-bout - it could look like the grand boulevard connection in downtown Philadelphia at its art center!	moving	kohl center area	
5	Transportation: Circulator should be on Dayton Street to connect with Kohl Center.	moving	kohl center area	
6	Like transit area suggestion.	moving	kohl center area	
7	Using eminent domain - reclaim C.M. & St. Paul depot on West Wash - as a depot.	moving	kohl center area	
8	Neutral round-a-bout at Kohl Center. No gaps...concern about high traffic, events, ped access.	moving	kohl center area	
9	Need more density close to Capitol and near Kohl Center area.	place	downtown core	kohl center area
10	Student perspective -- Redevelopment of Dayton/Bedford & Mifflin.	place	mifflin	kohl center area
11	Mifflin area as arts residency/incubator neighborhood, trying in (and bridging with) new UW Arts Loft area near Kohl Center.	working	mifflin	kohl center area

**CHARACTER AREA: LAKEFRONT**

		THEME	CHARACTER AREA 1	CHARACTER AREA 2
1	New Mendota boardwalk anchored in lake bed.	place	lakefront	
2	new sailboat public marina - Monona Terrace	recreation	lakefront	
3	new sailboat public marina - James Madison Park/along boardwalk	recreation	lakefront	
4	Enhancements along John Nolen entry corridor (both ends).	place	lakefront	first settlement
5	Lake Mendota path is a great idea.	recreation	lakefront	
6	Improve pedestrian crossing at John Nolen.	moving	lakefront	first settlement
7	No lakefront path on Mendota!!!	recreation	lakefront	
8	Safety issues!! It's private property.	recreation	lakefront	

9	Expan waterfront access. Boardwalk along Lake Mendota, James Madison to Student Union.	recreation	lakefront	
10	Expand Law Park - include marina.	recreation	lakefront	
11	Connect James Madison Park to Student Union with river walk.	moving	lakefront	
12	Waterfront access: boardwalk along Lake Mendota, connect James Madison to student union.	moving	lakefront	
13	Waterfront park: develop/expand Law Park, include marina-Mendota and Monona.	recreation	lakefront	
14	Needs bike path along Mendota from Union to James Madison Park.	moving	lakefront	
15	Filling lakes, including Monona, is contrary to the people's interest and the public trust doctrine.	recreation	lakefront	
16	Like the idea to expand Law Park.	recreation	lakefront	
17	Boardwalk - James Madison-Union.	recreation	lakefront	
18	I like the potential of expanding Law Park into Lake Monona where John Nolen Drive meets Williamson Street.	recreation	lakefront	
19	Student perspective -- Lakeshore boardwalk.	recreation	lakefront	
20	We think the FLW boathouse is a <u>terrific</u> concept - yes!	place	lakefront	
21	Transportation: Consider tunnel under John Nolen and East Wilson versus round-a-bout.	moving	lakefront	first settlement
22	Law Park area.	recreation	lakefront	
23	If the rail corridor next to John Nolen is to be relocated/removed, move John Nolen to current rail corridor in order to maximize park/open space along Lake Monona.	moving	lakefront	first settlement
24	Public boat access in James Madison Park.	recreation	lakefront	
25	Expand/create parks on lakeshores with access, like lake connection and James Madison campus.	recreation	lakefront	
26	More public spaces, plazas, restaurants along water front.	recreation	lakefront	
27	Madison will discover that operating a marina or center is expensive and will want to have a private company, like Skipper Buds, operate the marina/center, which will generate a profit for the operator. This is <u>not</u> a public purpose and is prohibited by the public trust doctrine.	working	lakefront	
28	By not using the Machinery Row parking lot for park, and instead filling the lake, the City is filling the lake for a parking lot. Or even worse, for a privately owned building.	place	lakefront	
29	Love the Law Park idea. The downtown's "front porch." Also, let lake dwellers access the downtown. Boathouse would be a great gateway place.	recreation	lakefront	
30	Mendota boardwalk should be wide and "grand," able to accommodate bikers, runners and casual walkers.	recreation	lakefront	
31	New idea: John Nolen Drive is a key entry point and needs better streetscaping. How about a boardwalk along the lake all the way to Law Park that expands uses beyond just a bike/running trail?	place	lakefront	
32	Tenney Lapham residents -- Definitely add Law Park, boat/pier addition and improve dog/entryway.	recreation	lakefront	

33	Tenney Lapham residents -- Definitely develop Mendota boardwalk. Safety? On land or lake? Ice.	recreation	lakefront	
34	It's a terrible shame that Madison has so many beautiful lakes with so little inviting public access other than the Wisconsin Union. I believe this should be downtown to facilitate access from the entire city. This should be, not just public access, but real destinations.	recreation	lakefront	
35	Like the idea of having a round-a-bout, to help direct traffic more effectively in Willy St./John Nolen Dr./ Blair St. areas.	moving	lakefront	first settlement
36	Like the idea of having the boat house development in Law Park.	recreation	lakefront	
37	Need for changing the intersection at John Nolen Drive at North Shore Drive - to a more pedestrian-friendly passage - way to Lake Monona.	place	lakefront	
38	Like the idea of strengthening connections to Lake Monona.	place	lakefront	
39	Law Park connections.	recreation	lakefront	
40	Mendota lakeshore path - like.	recreation	lakefront	
41	Nolen/Blair round-a-bout - suspicion.	moving	lakefront	first settlement
42	Lake access.	recreation	lakefront	
43	Like public access lakeshore.	recreation	lakefront	
44	Boardwalk and new marina good idea.	recreation	lakefront	
45	Lake fill not ecologically sound.	recreation	lakefront	
46	New marina along James Madison Park, sailing marina.	recreation	lakefront	
47	Law Park is underutilized.	recreation	lakefront	
48	Public boardwalk from James Madison Park to Memorial Union a good idea.	recreation	lakefront	
49	Private landholders have concerns over losing their own piers.	place	lakefront	
50	All like ped pathway along Lake Mendota to Mansion Hill, safety, access to lakefront "great."	moving	lakefront	
51	Neutral round-a-bout at Blair - similar issues as above. Can lights be installed?	moving	lakefront	first settlement
52	Like ped access to Lake Monona. Bike access important.	moving	lakefront	
53	Areas of Emphasis Map -- All like Law Park - trees.	recreation	lakefront	
54	Areas of Emphasis Map -- Like lakefront path.	recreation	lakefront	
55	Consensus improving access to both lakes.	recreation	lakefront	
56	King-Nolen Drive - opportunity/potential for development.	place	downtown core	lakefront

**CHARACTER AREA: LANGDON**

		THEME	CHARACTER AREA 1	CHARACTER AREA 2
1	Langdon and Mansion Hill - keep and restore houses.	place	langdon	mansion hill
2	Question the extent of "contributing buildings to national historic preservation" in Langdon and Mansion Hill neighborhoods.	place	langdon	mansion hill
3	Seems that every building is contributing - what room for redevelopment?	place	langdon	mansion hill

4	Over generalization of building heights in those neighborhoods (e.g. Edgewater redevelopment).	place	langdon	mansion hill
5	"Transitional" neighborhood between Langdon and Mansion Hill - Mansion Hill "panhandle."	place	langdon	mansion hill
6	Transition area - Langdon-Mansion Hill.	place	langdon	mansion hill
7	Keep Mansion Hill and Langdon houses intact.	place	langdon	mansion hill
8	Keep preservation going in Langdon, Mansion Hill.	place	langdon	mansion hill

**CHARACTER AREA: MANSION HILL**

		THEME	CHARACTER AREA 1	CHARACTER AREA 2
1	Character areas: 6 NW of Hamilton should be a preservation area.	place	mansion hill	
2	Keep view from Capitol towards Lake Mendota.	place	mansion hill	james madison park
3	Also boulevard idea (W. Wash & Wisconsin Avenue).	place	mansion hill	bassett
4	The height map suggests that every building in Mansion Hill is contributing - this seems odd - every building does not contribute to the district.	place	mansion hill	
5	Oppose the destruction of historic housing on the south side of Gorham between North Butler and North Pinckney.	place	mansion hill	
6	Also oppose destruction of historic housing on North Butler between East Gorham and East Mifflin.	place	mansion hill	james madison park
7	NGL site is not parkland, it is an undeveloped site.	place	mansion hill	
8	Mansion Hill is primarily a mixed-use neighborhood. It's historic but it has many commercial and civic uses.	working	mansion hill	
9	Don't allow Mansion Hill designation to prevent lake access and Edgewater development.	place	mansion hill	
10	Mansion Hill District: No compromise on 2-5 story limit to buildings in the neighborhood.	place	mansion hill	
11	My concern is mainly Mansion Hill area - keeping buildings in scale and historic preservation. I have lived downtown for 30 years, and feel development in this area must be kept in check.	place	mansion hill	
12	Need to maintain low-scale density and residential charm of Mansion Hill neighborhood.	place	mansion hill	
13	Character Areas Map -- Issues with Mansion Hill, Langdon, downtown core border.	place	mansion hill	downtown core
14	Neutral boulevard at Wisconsin/West Wash, loss of terrace? Maintenance = critical. East Wash boulevard looks good.	place	mansion hill	bassett
15	National Guard - could be bigger, broad brush.	place	mansion hill	
16	Parish: Landmark but not Bethel. Institutional vs. historic, need for parking.	place	mansion hill	downtown core
17	Mansion Hill/Bassett/Old Market - issues.	place	mansion hill	bassett
18	Mansion Hill - disputed.	place	mansion hill	

19	Add Wisconsin/Gorham/Carroll/Johnson to downtown core, it is institutional use.	place	mansion hill	downtown core
20	Mixed-use up Wisconsin Avenue, Edgewater Hotel, National Guard, Kennedy Manor, restaurant, higher density.	place	mansion hill	downtown core
21	Mansion Hill should be residential.	living	mansion hill	
22	Wisconsin Avenue boulevard.	place	downtown core	mansion hill
23	Like boulevard, East Wash and Wisconsin.	moving	downtown core	mansion hill
24	Langdon and Mansion Hill - keep and restore houses.	place	langdon	mansion hill
25	Question the extent of "contributing buildings to national historic preservation" in Langdon and Mansion Hill neighborhoods.	place	langdon	mansion hill
26	Seems that every building is contributing - what room for redevelopment?	place	langdon	mansion hill
27	Over generalization of building heights in those neighborhoods (e.g. Edgewater redevelopment).	place	langdon	mansion hill
28	"Transitional" neighborhood between Langdon and Mansion Hill - Mansion Hill "panhandle."	place	langdon	mansion hill
29	Transition area - Langdon-Mansion Hill.	place	langdon	mansion hill
30	Keep Mansion Hill and Langdon houses intact.	place	langdon	mansion hill
31	Keep preservation going in Langdon, Mansion Hill.	place	langdon	mansion hill
32	Disagreement about Mansion Hill, Mifflin/West Wash.	place	mifflin	mansion hill

**CHARACTER AREA: MIFFLIN**

		THEME	CHARACTER AREA 1	CHARACTER AREA 2
1	Mifflin? Mixed traffic flow: parking.	moving	mifflin	
2	Mixed thoughts on Mifflin group thinks there is a history to preserve but larger redevelopment could work.	place	mifflin	
3	Prefer Alternative A approach on Mifflin.	place	mifflin	
4	Student perspective -- Redevelopment of Dayton/Bedford & Mifflin.	place	mifflin	kohl center area
5	Prefer higher density in Mifflin area.	place	mifflin	
6	Higher buildings in mid-block of Mifflin Street area.	place	mifflin	
7	Large lots in Mifflin area allow for setbacks, density while allowing façades to be maintained with a neighborhood feel.	place	mifflin	
8	Prefer Alternative B for West Wash corridor.	place	mifflin	bassett
9	Prefer Alternative B for Mifflin Street area.	place	mifflin	
10	Retain Mifflin neighborhood characteristics.	place	mifflin	
11	Bike paths - Mifflin?	moving	mifflin	
12	Mifflin area as arts residency/incubator neighborhood, trying in (and bridging with) new UW Arts Loft area near Kohl Center.	working	mifflin	kohl center area
13	Mifflin area: needs pizzazz, needs greenspace, mixed-use, City buy land for park.	place	mifflin	

14	West Wash-Mifflin area needs to be higher density, mixed-use. No significant historic buildings. Corner nodes.	place	mifflin	bassett
15	Areas on West Wash between Bassett/Bedford/Broom should be higher density.	place	mifflin	bassett
16	Areas of Emphasis Map -- Mifflin - disputed.	place	mifflin	
17	Extend mixed-use to Mifflin area.	place	mifflin	
18	Disagreement about Mansion Hill, Mifflin/West Wash.	place	mifflin	mansion hill
19	Preserve character of West Washington Avenue.	place	bassett	mifflin
20	Tenney Lapham residents -- Save West Washington, good student housing.	living	bassett	mifflin
21	West Washington - preserve.	place	bassett	mifflin
22	West Wash - seems strange low height there vs. East Wash.	place	bassett	mifflin
23	Areas of Emphasis Map -- Like West Wash as mixed-use.	place	bassett	mifflin

### **CHARACTER AREA: SOUTH HAMILTON**

		THEME	CHARACTER AREA 1	CHARACTER AREA 2
1	Block 49 should remain as it is with existing buildings, not 8-10 stories.	place	south hamilton	
2	Prefer alternative A for South Hamilton.	place	south hamilton	
3	Keep scale in South Hamilton smaller - tie to scale of Bassett.	place	south hamilton	bassett
4	Don't create a wall of buildings blocking views out to Lake Monona from the downtown. Please encourage step downs at corners and along street ends (Broom, Henry, S. Carroll, Pinckney).	place	south hamilton	downtown core
5	Two entrances to downtown: John Nolen around Nolen Shore and east toward Monona Terrace. Williamson around Machinery Row looking toward Monona Terrace. Both are ugly and not at all touched by design and visual consideration. Terrible first feel of downtown.	place	south hamilton	williamson street
6	Hamilton view shed between Capitol and lake mixed-use rail stop.	place	south hamilton	
7	South Hamilton - if there is rail stop, potential for mixed-use commercial.	working	south hamilton	
8	Preserve view to Capitol down South Hamilton.	place	south hamilton	

### **CHARACTER AREA: STATE STREET**

		THEME	CHARACTER AREA 1	CHARACTER AREA 2
1	New parking area near Overture.	moving	state street	
2	Scale in Area 1 for street frontages seem to conflict with street scale for State Street area as whole. Prefer State Street approach.	place	state street	
3	Maybe extension of pedestrian-only State Street area to Frances Street - no buses, stages? (Model: Pearl Street, Boulder, CO).	recreation	state street	student high-rise

4	Provide areas of open space in the "student high rise area." For example, preserve and expand the existing grassy field at the intersection of Gorham Street and University Avenue.	recreation	state street	student high-rise
5	Make State Street a pedestrian mall.	place	state street	
6	Map 1 suggested "real" cultural district to encompass greater State Street and part of Square. Museums. Tourist destinations. How to support this density?	recreation	state street	downtown core
7	Density State Street end of Capitol than map "downtown core", respect historic texture.	place	state street	downtown core
8	State Street design.	place	state street	

### **CHARACTER AREA: STUDENT HIGH-RISE**

		THEME	CHARACTER AREA 1	CHARACTER AREA 2
1	Maybe extension of pedestrian-only State Street area to Frances Street - no buses, stages? (Model: Pearl Street, Boulder, CO).	recreation	state street	student high-rise
2	Provide areas of open space in the "student high rise area." For example, preserve and expand the existing grassy field at the intersection of Gorham Street and University Avenue.	recreation	state street	student high-rise

### **CHARACTER AREA: WEST RAIL**

		THEME	CHARACTER AREA 1	CHARACTER AREA 2
1	West rail could be taller.	place	west rail	

### **AREAS OUTSIDE DOWNTOWN PLAN BOUNDARIES**

		THEME	CHARACTER AREA 1	CHARACTER AREA 2
1	Include parts of redeveloped mixed-use triangle neighborhood as part of this arts residency/incubator district.	working	bayview/triangle	
2	New north-south campus mall - connecting Lake Mendota and Lake Monona.	moving	campus	bayview/triangle
3	4 Murray mall extensions.	moving	campus	bayview/triangle
4	Don't destroy the flavor of what's left of our older residential areas with density when there are open/unused/undeveloped plots (East Wash corridor).	place	capitol gateway	
5	Capital Gateway OK for taller development but gentrification threatens near east.	living	capitol gateway	
6	Preserve the scale of the "Monona Bay Area" (it's all we have left of the "triangle"). It is very charming! (and historically significant)	place	monona bay area	
7	Neighborhood concerns about commuter traffic down Willy may be addressed.	moving	williamson street	

8	Two entrances to downtown: John Nolen around Nolen Shore and east toward Monona Terrace. Williamson around Machinery Row looking toward Monona Terrace. Both are ugly and not at all touched by design and visual consideration. Terrible first feel of downtown.	place	south hamilton	williamson street
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**GENERAL COMMENTS/NOTES**

		THEME	CHARACTER AREA 1	CHARACTER AREA 2
1	Please look into changing the existing downtown zones in regards to not having any flexibility with setbacks and scaling of buildings and stepback as you go up in height. It makes certain sites difficult to impossible to build, let alone flexibility to design better buildings.	place	general	
2	Parking ramps need to be faced with pedestrian friendly amenities, either aesthetic enhancements or occupied space.	place	general	
3	Better building approaches.	place	general	
4	No \$\$ for existing greenspace/who will - police?	recreation	general	
5	New public schools downtown to attract families with children.	living	general	
6	Need more parking in student area.	moving	general	
7	Build new garages underground and buildings above.	place	general	
8	Have computer radio updates for parking availability.	moving	general	
9	Keep City street views open towards lake.	place	general	
10	Traffic circles good idea.	moving	general	
11	Needs downtown magnet elementary school.	living	general	
12	Explore the idea of converting existing buildings to small boutique hotels instead of building tall hotels.	place	general	
13	Preserve all current views of the Capitol!!	place	general	
14	No more tall buildings on shores of either lake.	place	general	
15	Needs cross Isthmus bike path.	moving	general	
16	Good idea for potential circulator in downtown area.	moving	general	
17	A need to eliminate car traffic in the downtown area.	moving	general	
18	Love the commuter rail plan - support light rail connections throughout downtown.	moving	general	
19	There needs to be better definition about what "preservation" means. Not every building is historic and we need to focus on buildings that are truly historic.	place	general	
20	The height restrictions are too general - need to look at location, streets, surrounding buildings, etc.	place	general	
21	Other areas of open space "relief" could be provided by preserving some historic buildings in this area.	place	general	
22	Like idea of diverse building heights creating character in city.	place	general	
23	Student perspective -- Transit line.	moving	general	

24	Zoning for urban ag? That'd be cool!	recreation	general	
25	Wayfinding signs and historical signs please.	place	general	
26	Green spaces on top of parking ramps/tall buildings (recommend).	place	general	
27	Building heights map: Density needed to provide circulators and transportation services.	moving	general	
28	Pedestrian friendliness = marked crossings in streets throughout.	place	general	
29	Areas of emphasis: There are many more opportunities for infill and redevelopment.	place	general	
30	Building heights: Allow higher buildings in lower height zones if well-designed.	place	general	
31	Transportation: There are more priority streetscapes.	moving	general	
32	Transportation: 2-way Johnson and Gorham Streets as part of a comprehensive transportation plan.	moving	general	
33	Character zones: Need a district map that describes larger activities. Character zones are too limiting.	place	general	
34	More greenspace.	recreation	general	
35	Lake access for people.	recreation	general	
36	Consider workforce housing, nearness to UW, community gardens.	living	general	
37	No flat-topping!! Give bonus points for creative alternatives.	place	general	
38	Arts loft area.	place	general	
39	Enhanced walk/driveways.	moving	general	
40	Move rail stop.	moving	general	
41	Round-a-bouts! Round-a-bouts! Round-a-bouts!	moving	general	
42	Come up with a good plan for mixed-use/high density development with robust plaza space and stick to it!	place	general	
43	Be sure to nurture/preserve good relationship between students and city - (mutual respect) in city planning/zoning/laws, etc. (East Lansing has done a very poor job of this.)	living	general	
44	High density downtown housing should incorporate open spaces/squares/plazas/courtyards, whether private or public they really enhance the experience of the neighborhood.	recreation	general	
45	More retail and usable shopping (grocery, hardware, general goods, theatre) for people who live here.	working	general	
46	Concern about gentrification - with "densification" will people be priced out - and to where?	living	general	
47	Return Johnson/Gorham to two-way. Also Franklin, Hancock, Blair.	moving	general	
48	Need to find ways to make landlords keep their properties up to code.	living	general	
49	I approve the concept of increasing density over sprawl, but we've done that for 10 years.	place	general	
50	We are very dense with overpriced condos and too-tall office buildings. There are no movie theaters or food markets. No more affordable apartments. Get focused on <u>balance</u> and stop gentrifying the Isthmus/downtown.	living	general	

51	Circulator/rail important.	moving	general	
52	Restore two-way traffic to one-way streets.	moving	general	
53	Make decisions based on a target (and capped) population density target.	living	general	
54	Map #1: How were districts determined - descriptions do not reflect reality.	place	general	
55	Rail links are critical, both trolley for circulator and commuter rail stops.	moving	general	
56	Incorporate greenery/plantings into building on low grounds and upper building structure so as not to have water meets concrete - not such a hard edge by incorporating plants.	place	general	
57	Where high buildings exist along view towards/away from lake and Capitol have upper stories set back.	place	general	
58	Connecting to Lake Monona from Capitol side street.	moving	general	
59	Like the idea of developing a light rail corridor for the Isthmus...but need to be mindful for locating key destination stops.	moving	general	
60	Neighborhood public market, full time grocery near west neighborhoods and UW campus. 10-20,000 square feet covered, 10-20,000 square feet open, near bike trail.	working	general	
61	Redevelopment open space: 10% of building costs for public space or public art.	recreation	general	
62	Dedicate space at ground for plaza or public space or donate to fund for acquiring park or public space.	recreation	general	
63	Lakefront, promenade connections between important points, East Campus Mall.	moving	general	
64	What kind of circulator?	moving	general	
65	Do circulators pressure land values, thus driving height?	moving	general	
66	Vibrant cities are vibrant because of fixed rail.	moving	general	
67	Can our bus system satisfy the circular idea? (when newer and bigger)	moving	general	
68	Map 3 -- Debate over Capitol height limit.	place	general	
69	Map 3 -- Impact on environment.	place	general	
70	More parks as foci rather than leftovers.	recreation	general	
71	More density demands more nature.	place	general	
72	Map 3 -- How to balance transit, job, neighborhood, working life needs to be more malleable.	place	general	
73	Map 4 -- Preservation of historic neighborhoods is very important - but we recognize need for development.	place	general	
74	Define where Capitol views should be.	place	general	
75	City needs central business district to support lower props (like more urban metropolises). (\$\$)	working	general	
76	Combined with transit hubs (where do people go?)	moving	general	
77	Character Areas Map -- Put buildings over parking.	place	general	
78	Return Johnson/Gorham to 2-way.	moving	general	
79	Lower heights and density in historic districts and conservation districts.	place	general	
80	Preserve character of residential districts.	place	general	
81	Focus on infill development.	place	general	

82	Live/work needs better balance to support "live" - amenities, groceries, theater.	living	general	
83	Like passenger stations.	moving	general	
84	Circulator - like.	moving	general	
85	Agree on intersection, need welcome downtown Madison.	moving	general	
86	Areas of emphasis: Whole Isthmus. East and West Washington. Murray Mall. Lakefront path. Access from lake to downtown.	place	general	
87	It is nice something is being done at this scale - will help developers know where to invest.	place	general	
88	Difficult to mix students and non-students. Professionals don't want to work with students.	living	general	
89	What is the future population in 25 years?	living	general	
90	Downtown has had a big jump in recent years due to lots of new units being constructed.	living	general	
91	All boils down to density and height.	place	general	
92	Neighborhoods that are left downtown are self-contained.	place	general	
93	Architects feel constrained by districts doesn't make projects financially feasible.	place	general	
94	Should look at longer time frame than 25 years because life of buildings is longer for large structures.	place	general	
95	Round-a-bout is a good idea except not designed well.	moving	general	
96	Public market a good idea - need density with residential above.	place	general	
97	Use open land.	place	general	
98	More downtown food options on east side of Square.	working	general	
99	All like possible multi-modal.	moving	general	
100	Agree with density/intensify downtown.	place	general	
101	Downtown - location of historic buildings. Protect heritage.	place	general	
102	10-20 units/acre too little. Bassett already has larger stuff.	place	general	bassett
103	Greenest building already built.	place	general	
104	Reuse of materials.	place	general	
105	Transition between small scale and 8-12.	place	general	
106	Height Map -- Block by block.	place	general	
107	Height Map -- Density and height necessarily.	place	general	
108	Block by block, downtown design districts or Cap Build.	place	general	
109	22K people could live/work with courtyards if firm based zoning.	place	general	
110	Help businesses downtown with more people, e.g. Square.	working	general	
111	Few creative developments that mix heights and housing types.	place	general	
112	Target, grocery, schools need more population.	living	general	
113	Lake to lake corridors.	moving	general	
114	General agreement about balance of character areas.	place	general	
115	Discussion of mixed-use - zoning ought to permit some home-based businesses, flexible space important.	working	general	

116	Disagreement about appropriate density/heights.	place	general	
117	Overall transportation general support.	moving	general	
118	Exc. Question round-a-bouts and boulevards.	moving	general	