

A CALL TO ACTION

This Downtown Plan presents a comprehensive vision to ensure that Downtown Madison remains a vibrant and engaging place to live, work and play for the next two decades and beyond. It builds on Downtown’s many assets and seeks to improve those aspects that need to be addressed in order to achieve the vision. Many organizations and individuals were involved in the creation of this plan, and their on-going efforts will be necessary to implement its recommendations.

This document provides a broad mix of recommendations. Some recommendations are relatively simple and can be implemented in a short time frame, while others are complex and will take several years to implement. The more complex recommendations can be major undertakings and will require project-specific follow-up planning efforts to refine the vision and develop detailed implementation plans. This section focuses on these recommendations and provides a matrix that identifies major action steps, lead agencies, and a general time frame for implementation.

The matrix below is organized by the nine keys contained in the preceding section. For each of the major recommendations in these sections, the matrix designates specific City agencies to take the lead on implementation. Most will require participation from other City agencies, but generally to a lesser extent, and some will also require the involvement of State and County agencies. “DPCED” indicates that the Department of Planning and Community and Economic Development is a lead agency.

The matrix also identifies a general time frame that indicates when a project should be implemented. Short-term suggest that the project should begin within two years after the adoption of this plan, mid-term is two-to-five years, and long-term is over five years. It should be noted that the time frame is an estimate and may vary based on funding availability, staff resources, or other circumstances.

Key 1: Celebrate the Lakes

Recommendation	Lead Agencies	Action Steps	Time Frame
<u>Recommendation 1:</u> Transform Law Park to make it a signature park for the City, including limited filling to expand the shoreline, a boathouse or enclosed activity center reflecting the Frank Lloyd Wright design, safe pedestrian connections, sustainable practices, transient boat docking, fishing pier, festival grounds, boat rentals, and similar features.	DPCED Parks Engineering	-Budget for and hire consultant to prepare detailed plans -Secure approvals for lakeshore alterations -Hold referendum -Budget and schedule improvements	Mid-term
<u>Recommendation 2:</u> Improve the streetscape and public land along John Nolen Drive from Olin-Turville Park to Blair Street to make a more formally-designed, unified, connected and active urban lakefront and approach to Downtown, including the Broom Street Gateway.	DPCED Traffic Engineering Engineering Parks	-Prepare detailed plans -Coordinate with Law Park plans -Coordinate with private initiatives -Hold referendum if required -Budget and schedule improvements	Mid-term
<u>Recommendation 3:</u> Complete a public path system along Lake Mendota connecting James Madison Park to the UW Memorial Union and Picnic Point, including enhancing connections to it through the redesign of the intersecting street ends. (See also Recommendation 145)	DPCED Engineering Parks	-Budget for and prepare preliminary project and staging plans -Identify needed private property easements and acquisitions and officially map them -Budget for and prepare detailed plans -Hold referendum -Budget for and acquire property rights as required -Budget and schedule improvements	Mid-term

Key 2: Strengthen the Region’s Economic Engine

Recommendation	Lead Agencies	Action Steps	Time Frame
<i>Recommendation 12:</i> Recognize parking availability as a constraint on Downtown business development and work to address parking needs as part of a multi-modal transportation approach.	Traffic Engineering Planning Engineering Madison Metro Parking Utility	-Develop parking recommendations as part of the Comprehensive City-Wide Transportation Plan -Prioritize recommendations -Budget and schedule implementation	Short-term
<i>Recommendation 13:</i> Improve transportation linkages between the Downtown and Downtown edge employment centers generally, including vehicle, bicycle and pedestrian connections			
<i>Recommendation 14:</i> Develop a system of specific transportation improvements that will facilitate the ability to circulate rapidly and conveniently among Downtown edge destinations.			
<i>Recommendation 17:</i> Promote high quality architecture and craftsmanship for new buildings to reinforce Downtown as an engaging and attractive employment location.	DPCED	-Adopt appropriate standards in the new Zoning Code -Prepare updated Downtown Design Guidelines for use in project reviews	Short-term
<i>Recommendation 28:</i> Improve transportation accessibility and make it easier for employees, customers, suppliers and others doing business to get to and move around within the Downtown.	Traffic Engineering Planning Engineering Madison Metro Parking Utility	-Develop recommendations as part of the Comprehensive City-Wide Transportation Plan	Short-term

Key 3: Ensure a Quality Urban Environment

Recommendation	Lead Agencies	Action Steps	Time Frame
<i>Recommendation 42:</i> Provide enhanced streetscape amenities at neighborhood nodes, such as curb bump outs at intersections, wider sidewalks, benches, bike racks, enhanced terrace treatments, and more landscaping.	Planning Engineering Traffic Engineering	-Identify and prioritize locations for streetscape enhancements -Prepare detailed plans for specific improvements -Budget and schedule improvements	Mid-term
<i>Recommendation 48:</i> Enhance the special character of West Washington Avenue, including the preservation of wide terraces with mature canopy trees.	Planning Engineering Traffic Engineering	-Prepare detailed plans -Budget and schedule improvements	Long-term
<i>Recommendation 49:</i> Continue the East Washington Avenue streetscape enhancements from Blair Street to Capitol Square.	Planning Engineering Traffic Engineering	-Prepare detailed plans -Budget and schedule improvements	Mid-term
<i>Recommendation 50:</i> Enhance the Wisconsin Avenue streetscape through improvements such as ornamental area and pedestrian lighting, landscaping, and other amenities while maintaining the wide terraces.	Planning Engineering Traffic Engineering	-Prepare detailed plans -Budget and schedule improvements	Mid-term
<i>Recommendation 51:</i> Create a palette of streetscape amenities to reflect the Streetscape Typology Map for Downtown streets. (See also Recommendation 164)	Planning Engineering Traffic Engineering Parks	-Design and select specific amenities for each street type, including pavement treatments, streetlights, street signs, median tree species and landscaping, other street furniture -Budget and schedule improvements	Mid-term

Key 4: Maintain Strong Neighborhoods and Districts

Recommendation	Lead Agencies	Action Steps	Time Frame
MIFFLIN			
<i>Recommendation 66:</i> Develop a detailed comprehensive conservation/redevelopment implementation strategy for this area that combines rehabilitating houses, moving houses, and demolishing some structures to facilitate new development as illustrated in the concept plan, possibly including a Neighborhood Conservation District.	Planning DPCED Traffic Engineering Engineering	-Develop a detailed comprehensive strategy, including recommendations for specific implementation activities. -Prioritize implementation activities -Budget and schedule specific implementation activities -Prepare detailed plans -Budget and acquire required rights-of-way as needed -Budget and schedule improvements	Mid-Term
<i>Recommendation 68:</i> Establish a pedestrian-friendly mid-block urban lane between and parallel to West Washington Avenue and West Mifflin Street in the 400 and 500 blocks to allow development in the rear yards.			
BASSETT			
<i>Recommendation 70:</i> Consider establishing a Neighborhood Conservation District as identified in the Downtown Historic Preservation Plan	Planning	-Initiate Neighborhood Conservation Study process outlined in Zoning Code Request from neighborhood Determine eligibility Hold informational meeting Conduct mail survey on interest Council authorizes Neigh Cons Study Prepare Neigh Cons Study Council <u>may</u> create N C District	Long-term
JAMES MADISON PARK			
<i>Recommendation 89:</i> Consider establishing a Neighborhood Conservation District as identified in the <i>Downtown Historic Preservation Plan</i> .	Planning	See Recommendation 70	Long-term

Key 5: Enhance Livability

Recommendation	Lead Agencies	Action Steps	Time Frame
<i>Recommendation 95:</i> Provide incentives for the conversion and rehabilitation of long time rental housing to owner-occupancy, targeting the James Madison Park, Mansion Hill, and Bassett Neighborhoods.	DPCED	-Identify and develop specific incentives -Implement recommended incentives	Long-term
<i>Recommendation 111:</i> Consider adopting a higher level of building and property maintenance requirements within the Downtown.	DPCED	-Identify and evaluate potential higher requirements and their likely impacts -Prepared and adopt recommended new requirements	Long-term

Key 6: Increase Transportation Choices

Recommendation	Lead Agencies	Action Steps	Time Frame
<i>Recommendation 112:</i> Continue to plan for a future high speed passenger rail station in the vicinity of the Monona Terrace Community and Convention Center.	Planning DPCED Traffic Engineering Engineering	-Prepare special area plans that reserve sites for and can accommodate future rail services at a downtown location -Continue to support the Midwest High Speed Rail Initiative and development of inter-city passenger rail service to the City of Madison	Mid-term
<i>Recommendation 115:</i> Develop a comprehensive strategy for integrating inter-city bus services into the Downtown transportation system.	Planning DPCED Traffic Engineering Engineering	-Develop short and long-term plans for locating an inter-city bus service hub in the downtown area -Develop recommendations for inter-city bus service to Downtown as part of the Comprehensive City-Wide Transportation Plan	Short-term
<i>Recommendation 117:</i> Establish a commuter rail system and other forms of high capacity express transit to better serve Downtown.	MPO Planning Madison Metro Traffic Engineering Engineering	-Update and refine Transport 2020 recommendations -Budget and implement priority Transport 2020 recommendations	Long-term
<i>Recommendation 118:</i> Preserve the following locations, identified in this Downtown Plan, for rail-based transit stations: Union South, West Washington Avenue/Kohl Center, and Monona Terrace.	Planning DPCED	-Develop a strategy and identify the tools needed to retain the potential for future transit use -Incorporate the potential for future transit into redevelopment plans for these areas -Include more-specific Transit Oriented Development designations for these areas in amended <i>Comprehensive Plan</i> recommendations for the Downtown	Mid-term
<i>Recommendation 120:</i> Expand the Madison Metro bus system to incorporate regional approaches such as bus rapid transit and express bus routes tied to remote park and ride lots.	Madison Metro MPO	-Develop detailed expansion plans -Secure funding and budget service	Long-term
<i>Recommendation 123:</i> Develop a Downtown circulator transit system to connect major destinations within the Downtown, and to connect Downtown locations to adjacent activity and employment centers.	Madison Metro Traffic Engineering Planning	-Budget a study to evaluate potential circulator systems -Budget and prepare detailed designs for the preferred system -Secure funding and budget service	Long-term
<i>Recommendation 124:</i> Fund a study to review and evaluate the impacts of converting the following streets from one-way to two-way: <ul style="list-style-type: none"> ▪ Wilson Street -- between Bassett and Broom Streets, and between Henry and Butler Streets. ▪ Broom Street – between West Doty and West Gorham Streets. ▪ Bassett Street – between West Wilson and West Gorham Streets 	Traffic Engineering DPCED Engineering Madison Metro	-Incorporate this evaluation and recommendations into the Comprehensive City-Wide Transportation Plan	Short-term

<p><u><i>Recommendation 125:</i></u> Improve the safety and aesthetics of the following key gateway intersections while enhancing the ability of pedestrians and bicyclists to cross the streets, and facilitating efficient traffic movement:</p> <ul style="list-style-type: none"> ▪ John Nolen Drive, Williamson Street and Blair Street. ▪ John Nolen Drive and North Shore Drive. ▪ John Nolen Drive and Broom Street. ▪ West Washington Avenue and Regent Street. 	<p>Traffic Engineering Engineering DPCED</p>	<ul style="list-style-type: none"> -Prioritize the intersections for improvement -Prepare and evaluate alternative designs -Budget and schedule implementation of selected designs 	<p>Mid-term</p>
<p><u><i>Recommendation 136:</i></u> Identify and make specific improvements to one-way streets, potentially including contra-flow lanes, to facilitate bicycling at the following locations:</p> <ul style="list-style-type: none"> ▪ 100 block of East Main Street. ▪ 100 block of South Pinckney Street. ▪ 100 block of East Mifflin Street through the 100 block of West Mifflin Street. ▪ 100 block of West Main Street. ▪ 200 block of West Doty Street. ▪ 100 block of South Carroll Street. 	<p>Traffic Engineering Engineering DPCED Madison Metro</p>	<ul style="list-style-type: none"> -Incorporate the identification, evaluation and recommendations regarding specific improvements into the Comprehensive City-Wide Transportation Plan -Prioritize and prepare detailed plans for recommended improvements -Budget and schedule implementation of recommended improvements 	<p>Short-term</p>
<p><u><i>Recommendation 137:</i></u> Identify and make specific improvements for adding bike lanes as follows:</p> <ul style="list-style-type: none"> ▪ West Washington Avenue from the Southwest Path to Fairchild Street or to Carroll Street. ▪ East Washington Avenue from Blair Street to Pinckney Street. ▪ Broom Street from John Nolen Drive to Gorham Street. ▪ Bassett Street from Main Street to Wilson Street. ▪ On streets converted from one-way to two-way, bike lanes on both sides and in both directions are desirable. 			
<p><u><i>Recommendation 138:</i></u> Identify and make specific improvements for bicycle connections through pedestrian-only areas where bicycling is currently prohibited, as follows:</p> <ul style="list-style-type: none"> ▪ 100 Block West Mifflin Street. ▪ 100 Block North Carroll Street. 			
<p><u><i>Recommendation 139:</i></u> Construct bike stations on the east and west sides of the Downtown as part of multi-modal transportation hubs.</p>	<p>Traffic Engineering Planning Engineering</p>	<ul style="list-style-type: none"> -Identify and evaluate specific locations for bike stations -Prepare detailed plans for bike stations as the selected locations -Budget and schedule implementation 	<p>Short-term</p>

<p><u>Recommendation 143:</u> Provide streetscape enhancements to selected Downtown streets to improve the design and aesthetics and to provide additional pedestrian amenities.</p> <ul style="list-style-type: none"> ▪ Improve the outer loop in the near term focusing on aesthetic enhancements, pedestrian lighting, bump-outs, landscaping, benches, and safety improvements for pedestrians and transit users, including bus stop areas and shelters. ▪ Give priority to additional streets for aesthetic improvements: <ul style="list-style-type: none"> a. Wilson Street b. King Street c. Langdon Street d. Henry Street e. North and South Hamilton Streets f. Proudfit/Regent Streets 	<p>Planning Traffic Engineering Engineering</p>	<p>-Prioritize project locations -Prepare detailed plans incorporating Street Typology recommendations for improvements --Budget and schedule implementation</p>	<p>Mid-term</p>
<p><u>Recommendation 146:</u> Establish a formal mid-block walkway between Langdon Street and Lake Mendota through the acquisition of additional easements as redevelopment projects occur and as opportunities present themselves. Consider the use of TIF financing.</p>	<p>Planning Traffic Engineering Engineering DPCED</p>	<p>-Prepare preliminary project and staging plans -Identify needed private property easements or acquisitions and officially map them -Acquire needed private property rights as part of redevelopment projects and/or purchase as required -Prepare detailed plans -Budget for and acquire property rights as required -Budget and schedule improvements</p>	<p>Mid-term</p>
<p><u>Recommendation 147:</u> Construct sidewalks along the north side of North Shore Drive extending from John Nolen Drive to Proudfit Street, including an additional connection from this sidewalk across the railroad tracks connecting to Bassett Street.</p>	<p>Traffic Engineering Engineering Planning</p>	<p>-Prepare preliminary project and staging plans -Obtain Office of the Commissioner of Railroads approval for rail crossing -Budget and schedule improvements</p>	<p>Long-term</p>
<p><u>Recommendation 149:</u> Enhance linkages to the East Campus Mall by adding pedestrian connections south from Regent Street to West Washington Avenue through the Triangle neighborhood to Brittingham Park.</p>	<p>Planning Traffic Engineering Engineering Parks DPCED</p>	<p>-Prepare detailed plans -Identify needed private property easements or acquisitions and officially map them -Budget for and acquire property rights as required -Budget and schedule improvements</p>	<p>Long-term</p>
<p><u>Recommendation 151:</u> The City should fund, through the Capital Budget, a project to update the current wayfinding system, including intelligent transportation system elements.</p>	<p>Planning Traffic Engineering Engineering</p>	<p>-Budget and conduct a comprehensive review and update of Madison’s wayfinding system -Prioritize, schedule and implement recommended enhancements to the wayfinding system</p>	<p>Mid-term</p>
<p><u>Recommendation 152:</u> Improve wayfinding to and from the regional highway network, including enhanced signage directing visitors to major Downtown employers and destinations, including the University of Wisconsin.</p>			
<p><u>Recommendation 153:</u> Improve pedestrian and bicycle wayfinding in the Downtown to make it easier for people to navigate the street system to get to important community assets, locations, and destinations.</p>			

<i>Recommendation 154:</i> Evaluate parking structure signage and wayfinding to and from structures as part of an evaluation of the City's Downtown wayfinding/signage system, including the introduction of additional smart parking technology within structures to provide additional information (such as the number and location of available parking stalls) to users as they approach and circulate within structures.			
<i>Recommendation 158:</i> Prepare a comprehensive multi-modal transportation plan and parking strategy. [Note: recommendation reworded to omit bullets]	Planning Traffic Engineering Madison Metro Engineering	-Prepare a scope of services for developing a Comprehensive City-Wide Transportation Plan using the detailed list of elements provided in the recommendation as a basis -Budget for, schedule, and hire consultants as required to prepare the Transportation Plan	Short-term

Key 7: Build on Historic Resources

Recommendation	Lead Agencies	Action Steps	Time Frame
<i>Recommendation 160:</i> Establish local Historic Districts as identified and as described in this Downtown Plan.	Planning	-Prioritize potential districts -Schedule and conduct required studies -Define historic district boundaries and recommended district design standards and guidelines -Adopt ordinance creating district	Long-term
<i>Recommendation 164:</i> Reinforce the identity of all Downtown historic districts with distinctive streetscape amenities, such as special streetlights, street signs, street tree selection, and terrace treatments, that helps create a clear definition that these districts are, in fact, special. (See also Recommendation 51)	Planning Traffic Engineering Engineering Parks	-Design and select specific amenities for each historic district -Budget and schedule improvements	Mid-term
<i>Recommendation 171:</i> Work with the State Historical Society on creating National Register Historic Districts that are coterminous with local historic district boundaries to take advantage of State tax credit incentives and reduce confusion.	Planning	-Schedule and conduct required studies -Prepare and submit nominations	Long-term

Key 8: Expand Recreational, Cultural, and Entertainment Offerings

Recommendation	Lead Agencies	Action Steps	Time Frame
<i>Recommendation 177:</i> Upgrade the open space at North Shore Drive, John Nolen Drive, and Broom Street to improve its aesthetics as a gateway into the Downtown, and to enhance its connectivity and use, including redesigning the dog park.	Planning Parks Traffic Engineering Engineering	-Prepare detailed plans -Coordinate with John Nolen and Law Park improvement plans -Budget and schedule improvements	Mid-term
<i>Recommendation 181:</i> Develop a new park near the intersection of Bassett and West Johnson Streets to meet the needs of the underserved high-density housing at this location.	Parks DPCED	-Identify and evaluate specific park site -Budget for and acquire property -Prepare detailed park plan -Budget and schedule improvements	Short-term

Key 9: Become a Model of Sustainability

Recommendation	Lead Agencies	Action Steps	Time Frame
<i>Recommendation 197:</i> Showcase sustainability practices in Downtown parks through measures such as in minimizing stormwater runoff and developing wind turbines and solar power.	Parks Engineering	-Incorporate into plans for new and enhanced park spaces as appropriate, including Recommendations 1,2,3,177 and 181 listed in this table.	Mid-term