



DOWNTOWN PLAN

April 9, 2008 Kick-Off Meeting Results

The following is a set of goals and recommendations taken from the 2004 Downtown Advisory Report. These served as the basis for a facilitated discussion and prioritization exercise at the April 9th Downtown Plan Kick-off Meeting.

In small groups, meeting participants were asked to discuss, then re-affirm or add new recommendations to address issues that have arisen since the creation of the 2004 report. *Items in blue and italics were additions made during the small group discussions.*

After initial small group discussions, and additions to the recommendations were made, meeting participants were asked to circulate and “vote” for the most important issues in each category. Additional written comments on each of the topic areas were also collected during the meeting. These comments are listed below each of the goals and recommendations summary tables.

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

Urban Design Goals and Recommendations:

Category	Goals & Recommendations		
Urban Design	Urban Design Goals Summary		
	1	Downtown should be attractive & exceptionally well-designed with engaging streetscapes, buildings, historic buildings & sites.	
	2	State Street & established neighborhoods will be preserved & enhanced with complementary & selective infill.	
	3	Downtown's skyline should provide tremendous visual interest from all directions and angles.	
	4	Important views of the lakes & Capitol should be identified, protected and/or enhanced.	
	5	Public spaces should be designed as high quality urban gathering places with appropriate materials & features.	
	Urban Design Recommendations Summary:		
			Votes
	1	Encourage multistory, mixed-use buildings with ground floor pedestrian oriented uses.	14
	2	Promote the adaptive re-use of older buildings.	12
	3	Create a walkable & attractive urban environment.	12
	4	<i>Connection/Relationship to waterfront</i>	8
	5	<i>Sustainability -implement Natural Step Process, beyond LEED</i>	8
6	Establish a vision for the downtown skyline, & implementation steps to achieve it.	5	
7	Implement the City's Downtown Madison Historic Preservation Plan.	4	
8	<i>Incorporate Goals -- Zoning Code Rewrite</i>	4	
9	Ensure new growth & development complements the character of the neighborhood.	3	
10	<i>Create Design Neighborhoods, character of design/thematic (NCDS)</i>	0	

Additional written comments:

- Get rid of backyard parking and the remaining open surface parking lots.
- Be careful of a flat skyline.

Land Use Goals and Recommendations:

Recommendations Dot Exercise Results:

Category	Goals & Recommendations		
Land Use	Land Use Goals Summary		
	1	Downtown should be a place to live, work, learn, recreate, gather, shop, dine & enjoy entertainment.	
	2	Downtown should consist of strong neighborhoods, relatively high density compact development & a mixture of interconnected uses & activities.	
	3	Downtown will balance the preservation of historic character & resources with opportunities for new growth & development.	
	4	Downtown planning and decision-making will be coordinated with the City, the University of Wisconsin, & the State.	
	Land Use Recommendations Summary		Votes
	1	<i>More live/work (including families) opportunities downtown - demographics outside of students and empty nesters.</i>	15
	2	Improve relationships & communication among developers, City & neighborhoods.	11
	3	Ensure new growth and development complements & connects to surroundings.	9
	4	<i>Sustainability - incorporate Natural Step</i>	8
	5	<i>Large scale job center (I.e. Network 222) economic development incubator needed Downtown</i>	7
	6	Expand retail on King Street, E. Wilson Street, the State Street District & the Square.	6
	7	Prepare & update neighborhood plans.	5
	8	Establish land use districts & sub-districts to guide downtown development.	4
9	<i>Create a real employment center - reclaim jobs from periphery "proportionate"</i>	4	
10	Evaluate the development review process.	3	
11	Coordinate efforts between the State, the UW and the City.	1	
12	<i>Incorporate Goals -- Zoning Code Rewrite</i>	1	

Additional written comments:

- We need more uses on the Square that are open evenings and weekends. Banks that take up large amounts of square footage kill the feel and activity of this premier space. Ditto large office buildings. Ground floor retail is needed. New Block 89 has yet another bank. Bad, bad, bad. Keep downtown workers around after 5 p.m.
- Get rid of backyard parking and the remaining open surface parking lots.
- Prioritize mixed-use developments, parking pushed underground, to encourage a “neighborhood” and truly urban feel to residences downtown.
- Eliminate backyard parking lots. Deal effectively with rundown housing.
- Overall very good.

Transportation Goals & Recommendations:

Recommendations Dot Exercise Results:

Category	Goals & Recommendations		
Transportation	<i>Transportation Goals Summary</i>		
	1	Provide a balanced transportation system that provides choices in how people travel to/from & around downtown.	
	2	The downtown transportation system should be easy to use for everyone.	
	3	Downtown businesses & activities should be easily accessible.	
	4	Downtown should be an enjoyable place to walk & bike.	
	5	The design of downtown transportation system should contribute to the character of its surroundings.	
	<i>Transportation Recommendations Summary:</i>		Votes
	1	Expand bicycle trails, routes & connections.	16
	2	Preserve locations for future commuter rail stations & encourage transit oriented development.	13
	3	<i>Efficient transportation systems into/out of Downtown (buses, and other forms as well)</i>	13
	4	Explore cooperative use arrangements when parking facilities are underused.	12
	5	Ensure downtown & regional centers are well connected by multi-modal transportation networks.	11
	6	<i>Efficient & affordable transportation system to get lower wage workers downtown (I.e. partnership w/ city for Bus passes)</i>	8
	7	<i>Signage/Visibility of public parking ramps - people don't know where they are</i>	7
	8	Limit backyard parking to residential only use.	6
	9	Provide on-street parking for the Capitol Square.	5
	10	Improve & expand pedestrian facilities, amenities & routes.	5
11	Create a downtown circulator.	4	
12	Improve the wayfinding system, incorporating Intelligent Transportation Systems.	3	
13	Implement a water taxi service.	3	
14	Implement high density parking solutions on the edge of downtown with shuttles.	3	
15	Consider quieter, cleaner transit & delivery vehicles on State Street, & develop a delivery management	1	
16	Expand Transportation Demand Management & Transportation Management Associations.	0	
17	Plan for appropriate amounts & locations of necessary parking.	0	

Additional written comments:

- People should not only feel comfortable, but should be encouraged to move around the downtown without a car. All ages, incomes and physical abilities should be able to easily travel to and from the downtown without a car. Pedestrian/bike ferry service from north side of Lake Mendota to Memorial Union and James Madison to relieve traffic congestion on University and eastside.
- Bike trail development in Madison has been progressing well. More priority on biking would be great. Many of the buses are way too loud! The “hybrid” buses are much quieter. Consider taking buses off State Street.
- Cooperative use arrangements. Regionally focused transit system based on rail (high priority) (the downtown plan should address this, even though the transit system is larger). Continued improvement of bicycle-friendly paths, bike lockers, etc. Downtown transit center.
- Create a public transportation that will be embraced and used (with efficiency) that is not cost prohibitive.
- All modes need to be considered as a comprehensive whole. Planning for neighborhoods should trump traffic engineering.
- Not enough bike parking. Many intersections have poor pedestrian traffic flow. Hard to navigate due to number of one-way and diagonal streets.
- We should plan for low cost electric commuter vehicles – like the Sparrow.

Civic & Cultural Goals and Recommendations:

Recommendations Dot Exercise Results:

Category	Goals & Recommendations		
Civic & Cultural Resources	Civic & Cultural Goals Summary		
	1	Downtown should be a source of civic & cultural pride, containing a concentration of vibrant culture, arts, & entertainment activities.	
	2	Downtown should be welcoming, accessible & safe for everyone.	
	Civic & Cultural Recommendations Summary:		
	1	<i>Downtown library - expand/ grow/ collaborate/ high-tech center</i>	19
	2	Provide cultural activities & opportunities for diverse ethnic, age and social groups, <i>physical ability accessibility, income accessibility</i>	13
	3	Involve a diversity of people in decision-making & planning for downtown cultural activities.	13
	4	<i>Encourage public/private partnerships for cultural activities, including funding</i>	12
	5	Create a Wisconsin Idea Center near the Capitol Square & State Street.	11
	6	Encourage the UW to integrate campus cultural life with the downtown.	11
	7	Support <i>and maintain</i> public art in a variety of sizes, styles and locations downtown.	10
	8	Maintain and expand evening and weekend cultural activities.	8
	9	Create an interconnected pedestrian cultural arts & entertainment loop.	7
	10	Explore creating new activities oriented toward the lakes.	6
11	Expand venues for artists to perform or display work.	5	
12	Coordinate entertainment planning with transportation planning.	2	
13	Concentrate and link arts, cultural and entertainment activity nodes.	1	
14	Integrate interpretive signage & public art to communicate local stories.	0	

Additional written comments:

- We have fallen down here. Greatly increased support of art available to the public is necessary. Specifically public fixed art and space for performing arts with clear links between venues as well as links with other forms of art.
- If you update/rebuild the downtown library, be sure to include a drive-up drop-off box. So much parking is wasted by people running things into the library. Follow Verona’s vision.
- There are no first run movie theaters! I end up only renting movies since I can’t get to a theater.
- Attract an events-oriented independent bookshop to downtown, especially Capitol Square (like Harry W. Schwartz in Milwaukee). Mansion Hill – create an arts district with performance spaces, galleries, restaurants, etc.
- Very good.

Open Space & Recreation Goals and Recommendations:

Recommendations Dot Exercise Results:

Category	Goals & Recommendations		
Open Space & Recreation	Open Space & Recreation Goals Summary		
	1	Downtown should have easily accessible and linked parks & open spaces.	
	2	Downtown should celebrate the lakes by expanding recreational opportunities & public access to & along the lakefronts.	
	Open Space & Recreation Recommendations Summary:		Votes
	1	Identify opportunities to expand access to the Lake Monona & Lake Mendota waterfronts.	17
	2	<i>Mixing businesses with parks & redefining what parks are (urban open space & plaza etc) - more creative uses to make parks more successful and vital to downtown</i>	15
	3	Maintain and improve existing parks.	12
	4	Encourage the expansion of lakefront paths.	12
	5	<i>Safety of recreation and park areas -- improve night accessibility, use and safety</i>	11
	6	Ensure that open space & recreation facilities are designed and located to maximize use.	8
	7	<i>Use the rail land & system to access and create more open space & carry people to other parks and open space destinations</i>	6
	8	Identify funding opportunities for open spaces & recreation facilities.	4
	9	Expand access & linkages between downtown & regional parks.	4
	10	Identify the recreation facility needs for the downtown.	3
11	Improve accessibility, recreation & civic gathering opportunities at Law Park.	3	
12	Restrict lakeshore development that would dominate/disrupt continuity of the shoreline.	3	
13	Establish & implement a grand vision for Law Park & downtown open space connections.	3	
14	Balance the needs for parks & recreation facilities with increasing downtown population.	2	

Additional written comments:

- Downtown is severely lacking in public spaces. Public space = a place where people routinely gather in small groups without needing to buy anything. Monona Terrace and Overture are not welcoming places to randomly gather when there are no event. Memorial Union Terrace is the perfect example of a good public space. Capitol Square in warm weather functions this way. No good indoor public spaces except on campus.
- Creation of safe and inviting open space goes hand-in-hand with possible performing arts venues. Law Park especially is under used and under appreciated, but retaining open space should have priority downtown. Creative recreational locales could be explored with rooftop or interior green spaces.
- Create/enhance recreation space. Lake. City. Lake = protect our lakes as they are our most important resource.
- Keep our parks clean and litter-free.

Housing Goals and Recommendations:

Recommendations Dot Exercise Results:

Category	Goals & Recommendations		
Housing	Housing Goal Summary		
	1 Downtown should have many housing choices for different household types, sizes & incomes.		
	Housing Recommendations Summary:		
	1	Coordinate high density residential buildings with transit, pedestrian & bicycle facilities.	13
	2	<i>Encourage increased residential density at appropriate locations</i>	13
	3	Create strategies to encourage a greater diversity in the types and sizes of housing units to provide more choices, particularly for families & lower/middle-income households.	12
	4	Develop strategies to encourage owner-occupied or long-term rental/lease properties.	12
	5	Expand City programs to rehabilitate historic downtown residential properties.	10
	6	Promote financial support for renovation of the existing housing stock.	8
	7	Increase use of underutilized public/private parking ramps & lots.	4
8	<i>Explore the need for Downtown childcare to support Downtown family living.</i>	4	
9	Consider alternative financial & regulatory strategies for creating affordable housing.	3	

Additional written comments:

- The increase in housing has been positive, but it would be nice to have more condos and apartments for a broader demographic group.
- Expanding financing opportunities and exploring new ways of financing owner-occupied and lower income housing should be a priority.
- No family housing.
- If you are looking at families - you will need more child care and other support services they can easily access by walking.

Economic Development Goals and Recommendations:

Recommendations Dot Exercise Results:

Category	Goals & Recommendations		
Economic Development	Economic Development Goals Summary		
	1	Downtown should be a vital part of Madison's economy, focused on government, higher education, retail, arts & entertainment.	
	2	Downtown should be promoted as a great place to live, work, recreate & shop.	
	3	Venues to provide the downtown & neighborhoods with goods & services should be expanded.	
	4	Engaging retail experiences should be maintained, enhanced and expanded; the Capitol Square should be a retail destination.	
	Economic Development Recommendations Summary:		Votes
	1	<i>Retail business to meet the needs of residents</i>	13
	2	<i>Keep and grow basic sector jobs Downtown</i>	13
	3	<i>Involve the business community in parking solutions for short and long term</i>	11
	4	<i>Provide adequate office space for existing & new businesses to grow downtown.</i>	10
	5	<i>Connecting corridors to the CBD (i.e. Park Street and East Washington Avenue)</i>	10
	6	<i>Balance a mix of retail and entertainment</i>	9
	7	<i>Work with partners to create an engaging retail experience.</i>	7
	8	<i>Coordinate economic development planning with arts, culture & entertainment.</i>	6
	9	<i>Neighborhood residents should communicate desired services to the business community.</i>	5
10	<i>Support retail development on the Capitol Square.</i>	5	
11	<i>Promote Downtown as a visitor and convention destination working with C.V.B.</i>	3	
12	<i>Create a unique & positive marketing & branding strategy for Downtown.</i>	2	
13	<i>Sustainable design elements (child care, visitors, tourism)</i>	2	
14	<i>Determine if the downtown has space/capacity to attract/support major new businesses.</i>	1	

Additional written comments:

- I like living in Madison because I can live downtown without a car. However, there is no big box retail anywhere close to downtown. An urban Target or like-store downtown or near downtown is needed.
- Move the MG&E plant.
- Why are there no furniture stores downtown?
- Likewise, the state, city and county work force is retiring – you need childcare (a neat idea would be an integration with the Children’s Museum arts district, a downtown version of preschool of the arts). Also you need to focus on family sustaining jobs. I can show you correlations between development at large-scale low wage retail and neighborhood decline.

** Blue/Italic Recommendations were added as part of the April 9th Meeting Discussion

General Written Comments from Meeting Participants:

- Community food plots and gardens to open space areas.
- Child Care Initiatives are necessary and the key to promote both residential viability and economic development opportunities. As is family sustaining jobs.
- Increased condo development for recent grads and young professors.
 - Current stock too expensive.
 - Begin career downtown; more likely to stay.
- More indoor public spaces (like Overture Center, library).
- Not enough easy public access and views of lakes. Monona Terrace closes off the best views. Seating is not available or area is roped off or locked. Even roof does not have good views. Again, Memorial Union is the ideal. Terrace = outdoors, lake shore café – indoors. Put a nice shelter/public space in James Madison and/or Brittingham.
- Madison is already a great place to live!
- Bury electric wires. Stop destroying trees to accommodate wires. Clean up the City – there is a ton of litter everywhere.
- I go downtown for shopping first. It is the most bike accessible shopping area. It lacks many useful sorts of retailers (furniture stores).
- The brochure is very well designed and written.