



DOWNTOWN PLAN

Kick-Off Meeting – Vision Exercise Results

April 9, 2008

During the April 2008 Downtown Plan Kick-off Meeting, participants were asked to give feedback on the vision statement included in the 2004 Downtown Advisory Report. The exercise asked participants if they agreed with the vision, or if they would like to change the vision or add any new ideas or concepts to the current language. Twenty-five responses were collected.

Downtown Advisory Report Vision (2004):

Downtown Madison will be a flourishing and visually exciting center for the arts, commerce, government and education. It will be a magnet for a diverse population working, living, visiting, and enjoying an urban environment characterized by a sensitive blending of carefully preserved older structures, high-quality new construction, architectural gems and engaging public spaces -- all working together and integrated with surrounding neighborhoods, parks and the transportation system to create a unique environment for the community, County and region.

Comments that proposed changes to the vision (proposed language in *bold italics*):

- “...*unique environment for the community, County, region and beyond.*”
The boundaries of those who can enjoy downtown go far beyond those who live in or near the city, County, or region. People come to Madison from around the globe.
- “...*system to create a safe and unique environment for the community...*”
Add the word “*safe*” somewhere to re-enforce the commitment to public safety.
- “*Downtown Madison is and will continue to be a flourishing...* and so forth throughout the remainder of the vision...” I would change context from future tense to present-future tense.
- Please add: *All future planning and development will work to make downtown a leader in sustainable development for the rest of the city, and other cities!*
- Include: *A Comprehensive, multi-modal transportation strategy that diversifies how people move to, through and around the isthmus and that respects the rights of all modes, including pedestrians to the use of the streets.*

General comments on the vision:

- Yes! I agree with the Vision (This was shared in 6 separate comments.)
- This vision is a good starting point for discussion. There should be more thought about special districts and a clear urban design, open space and public space plan.

General Comments on the vision (continued):

- UW MBA program taught me that a vision statement should be one short, concise sentence that describes an almost unattainable goal. This is an amazing and perfectly worded elaboration. For example: Madison will be the #1 city for employment, tourism, and scientific research...for a population of its size.
- With services (Shopping, grocery, stationary, pet supply etc.) that make supporting downtown possible for living and not just visiting.
- Needs to include info on sustainability and “The Natural Step”
- I would also like to see “green” or more environmentally sound development encouraged (e.g. green buildings, stormwater infiltration).
- Lake.City.Lake. Set on the Isthmus.
- I would be careful to encourage living wage jobs so development is not encouraging and creating poverty and increasing the need for more services.
- Law Park is too narrow to accommodate any buildings. Limit new building height 2-3 floors below the Capitol Height Limit. I’m happy with keeping the library on its current site. Promote diversity of retail. More green space needed for residents.
- Rename student housing area, “students” (and non-students) are a protected class.
- Sustainability is not mentioned. As the city has adopted the Natural Step, the process needs to be included. Implement all elements of the Plan by the Natural Step Process.
- I like the careful preservation of older structures
- Agree with vision; add “business” or “commerce” to focus areas in Economic Dev. section.
- Attracting larger employers back downtown.
- Greater Density, Particularly non-retail (office) commercial.

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