

Virtual Meeting Input Summary:

Intro (5/4 & 5/7), Case Studies (5/11 & 5/14), Odana Area (5/18 & 5/21), East Towne Area (6/1 & 6/4)

Introductory Virtual Meetings 5/4 and 5/7

Land Use	Transportation	Green & Resilient	Economic Development and COVID-19 Recovery
<p><u>Opportunities</u></p> <p><u>Re-use of Parking Lots</u></p> <ul style="list-style-type: none"> Large empty parking lots around both West Towne and East Towne almost all of the time. Both have great transportation linkages and can support much higher density without burdening the surrounding neighborhoods with more traffic. This could include mid-rise office and multifamily buildings [and greenspace] that create an urban environment with a "live work play" vibe more similar to downtown Madison. <p><u>Mixed-use</u></p> <ul style="list-style-type: none"> A lot of creative mixed-use housing and recreation areas, extreme drop in car traffic, big increase in biking (including for tricycles for older people), and more opportunity for performance areas, maker spaces, no big-box stores with stuff that 	<p><u>Assets</u></p> <ul style="list-style-type: none"> Take advantage of the location travel infrastructure with other cities. <p><u>Challenges</u></p> <ul style="list-style-type: none"> Highways are barriers to surrounding neighborhoods. Will this be addressed? No place for seniors to walk in winter. Amount of time it takes bus drivers to manage payments slows effectiveness of mass transit. Make public transport free. <p><u>Opportunities</u></p> <ul style="list-style-type: none"> More rational street design, mostly grid, integrated with as many modes as possible. Consider projected VMT as pop grows; auto traffic will need to be a smaller portion of the mix. Dedicated streets under the belt line to knit future neighborhoods together. 	<p><u>Opportunities</u></p> <ul style="list-style-type: none"> Require greenspace and include FAR less asphalt. Greenspace, trees, no impervious space outside of buildings. Green space planning should include pocket parks, not just big spaces, outdoor music/drama space. More people can walk to them. Much rather see 5 pocket parks than one large park. Check out Watertown's park planning. Plan outdoor spaces to be enlivened with activities such as music, farmers markets, etc. Make sure developers abide by all the sustainability criteria, and better yet, set up a competition to approve projects that go beyond the appallingly inadequate state-level building standards. New UW campus master plan makes storm water management very visible and part of over-all landscape 	<p><u>Opportunities</u></p> <ul style="list-style-type: none"> Include good employment that reduces demand for large business parks, link to job training. May be nothing we can do short-run to save restaurants, but long term increased affordable housing will support their resurgence. Innovative communication about how to support local businesses with discretionary dollars to help them survive. Sometimes do not know what is out there and how we can be more supportive consumers with at least some of our purchases. Model that Hilldale used to transition from being an enclosed mall to an open-air mixed-use space seemed to be successful- and it has a good mix of both local and national retail. Keep retail footprint small- no big box department stores, but look at smaller retail opportunities and not as many in the same space.

<p>mostly gets single use and then gets trashed, and easily used recycling and reuse opportunities. Has this pandemic - and planning process - altered how the City is addressing mixed-use development?</p> <ul style="list-style-type: none"> • More mixed-use residential and commercial properties; housing above offices, shops and restaurants. • There is a place for straight commercial areas. Not every area needs to be or should be a mixed-use area. • If pushing more housing and creating activity centers, need to improve amount of green areas to make centers attractive to live and offer a high-quality environment. Keeping mixed-use housing/retail with high density seems to be successful in Madison in the urban core; I wonder how this would translate in these areas especially as Hilldale area and E. Washington Ave. are also pursuing similar planning? • Mixed-use should have minimal retail that focuses on high-consumption of single-use stuff. The spaces need to be as beautiful as possible, as energy efficient as possible, and have as much renewable energy installed as possible. 	<ul style="list-style-type: none"> • Consider exit from beltline directly into West Towne Mall. Works very well in PA. • Ground-up redevelopment that is pedestrian oriented, with bikeable/walkable grid. Many mall redevelopments just plop giant apartment buildings around parking garages, and I hope that does not happen here. • Less parking, more mass transit and bike LANES (not just a shoulder of a road). • More safe areas to walk or bike with 6 feet distance. • Many areas have one bike rack that might fit 2-3 bikes maximum and it is not enough; people end up either not staying at the business and going elsewhere or parking by trees and damaging them, or parking by bus stops. • Any chance of including planning for transition to streetcar use as city increases in density. East Washington street design is a nightmare now. • BRT is similar to streetcars but cheaper for the city to build. • Milwaukee street car system is impressive, and it operates on the street with cars like in many European cities. 	<p>planning. Would like to see same approach at E/W Towne.</p> <ul style="list-style-type: none"> • Agree [regarding] making stormwater management visible. 	<ul style="list-style-type: none"> • More focus on restaurants that offer carry out, drive up, curbside, and dine in.
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<p>Public place where folks can dance, listen to live music.</p> <p><u>Housing</u></p> <ul style="list-style-type: none"> Affordable housing is critical to ensure access that is more equitable to opportunity across the city; how can affordable housing complexes avoid becoming a "court" or "project"; mix apartments with affordable and market rate units. <p><u>Other Mall Examples</u></p> <ul style="list-style-type: none"> Transformation and densification of Hilldale area should be a model for the East Towne and West Towne areas. Hilldale has become more of destination, with its mixture of a variety of restaurants and retail (mostly local) and grocery stores plus Target. Look at European and Asian development typologies rather than just other US mall redevelopments. <p><u>Other</u></p> <ul style="list-style-type: none"> Things for kids like a mini golf thing or a place like sky zone. Well-designed public open spaces that are more suitable for denser areas, such as plazas. Make sure zoning fits desired uses of plan. 			
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Case Study Virtual Meetings 5/11 and 5/14

Land Use

Assets

Mixed-use

- Hilldale: Mix of uses. Dramatic improvement from former design.
- Hilldale: Mix of housing and shops.
- Hilldale: Like housing above.
- Like how these mixed-use buildings create & maintain a busier street life for these areas.
- Love housing above the library. How wonderful for the people who live there.
- Like mixed-use, like grocery store being shared in building.
- Hilldale: Mixed-use of the land and the variety of stores/restaurants.

Other Land Use

- Hilldale Likes: Garage parking instead of surface, variety of shops.
- Hilldale: Variety and density.
- Being next to a grocery store is the bomb.
- Like density of Hilldale - true urban context, reduced asphalt / parking considerably.
- I think the 727 building is a desirable place to live not just because of it's build, but because it's located as close as possible to the bay, bike path & downtown.

Challenges

Mixed-use

- I like the look and theory of mixed use but I also know small retailers can struggle and developers cannot always fill retail vacancies.
- Agree that mixed use is good for general community, but I would want to live in a walk out.
- Do not force mixed uses everywhere all the time. MU works in some locations but not others.
- Not sure on living above businesses — would depend on what they are. If it is a bar or restaurant open at night, would be noisy.
- Already too much unused mixed-use spaces.
- I think the dogma of retail below and housing above needs to be re-examined.
- What small retail will occupy all these shops under apartments?
- How much open new retail on E. Washington Ave. is unoccupied? How is adding more walk in store frontage at East Towne beneficial?
- Dislike the assumption that first floor retail can be successful. I live in an apt bldg. with first floor retail and it is never rented.

Other Land Use

- Hilldale: Very pretty, but seems really cramped. Parking is a mess when the farmers market is active.
- These buildings make a statement when you drive down E. Washington Ave., which I like. Especially at night. Parking can be difficult, from experience, but it's downtown, so it's expected!

- The blocky style is ugly.
- Do not like these. They are square blocks. Should look more like family houses, like some projects on Johnson St.

Building Height

- Do not like anything over three stories.
- Four story is maximum for stick-built construction, which is why we see a lot of this.
- Tall buildings are very hard to move into/out of - especially difficult to bring in plant dirt. Ok for young, singles, seniors who do not want/need households of stuff. Would make shopping easy if the grocery store is downstairs.
- If too dense can be a detriment, people will avoid. Over developing a project can hurt it as much as under developing a project.
- The E. Washington Ave. 10-12 story buildings work well on E. Washington but would work in few other parts of Madison.
- The developers want to be able to put a tower on a hill so that they can sell more expensive units with views.
- Hilldale: should have taller housing incorporated into the development.

Opportunities

Mixed-use

- Regarding Hilldale: Housing above retail/commercial/restaurant would be good.
- Needs housing above!
- Like mixed-use.
- I like mixed-use retail (LOCAL) on street level.
- Like mixed-use.
- Like mixed use – Sequoya Commons does this well.
- I like the mixed use over just more housing.
- Not sure I would want to live over a business - mixed use is a good plan.
- Definitely manufacturing below residential. Why is manufacturing or industrial not considered? Where will all of the residential people work?

Housing

- Residential units also need more affordable units incorporated into these mixed-use spaces.
- Emphasis on AFFORDABLE housing. None of those overpriced "luxury apartments" (i.e. 2500 Rimrock).
- With location very close to shopping and jobs, both of these areas would be suitable for introduction of more housing, both affordable and otherwise.
- Already lots of apartments and housing near East Towne. Not sure we need more. Lots of new places going up.

Building Height and Density

- We have too many four story, communist bloc buildings; need more height and use of vertical architecture.
- Living density is good, provided people do not have to drive to get groceries etc. like the developments by Festival.
- Higher density is fine where the economics make sense and if they are well-integrated into a broader neighborhood plan.
- Like the density and height along major arterials - very appropriate.
- Love the design on 727 building; I do not mind the height because it fits in the greater downtown area just fine.
- I love that these are taller buildings; much better use of land. Houses more people per square mile; look nicer this tall!

- Taller buildings allow for more people to live in an area, they have great views, less need for cars, and community is right there for you.
- We need some high-rise developments (like where Menard's East was).
- Galaxie: All images would be an improvement for East Towne. Go for it! East Madison, Sun Prairie, De Forest, Waunakee would benefit.
- Galaxie: I agree on these being improvements. I do not think they are too tall, they fit in with the area heading into DT. Benefits like being able to anchor a full grocery store is a perk of the size
- I like 10 stories or lower.
- Do not need skyscrapers to achieve livable and transit-oriented density.
- I think an urban scale like this on East Wash will work in 10-15 years in East Towne, but less so in West Towne, I do not like the architecture.
- I do not like the tall buildings but they do support cooler things like the Breese Stevens development.
- Human scale is good 3-4 stories.
- I still agree with no buildings taller than the capitol. I have lived in Madison all my life and it is wonderful to see that spire over the city.
- In another city, this would be fine. But since Madison has building height restrictions, these taller buildings seem too tall compared to the surroundings.
- Human scale architecture.

Other Land Use

- Step back from the street is important.
- As long as there is variety and mix of neighborhood and commercial nodes. There is enough space to break up all the examples of mixed-use development with lower density (but still relatively higher) pocket neighborhoods as well. The ones downtown work so well because of the variety of unit types already in the neighborhood IMO.
- Mix of colors and styles on the building to break it up and make it more friendly - make it look like multiple buildings
- Architectural variety.
- Any plans for loft like living units?
- Can Madison start letting developers build over roads (cars ride under buildings)? It is a better use of land and reduces the impact of roads.
- Build over roads like Monona Terrace.
- Hilldale: I like the design and scale, but I do not like how it still feels very "mall-like".
- I like modernized development styles.
- Bay shore has good presence from the highway.
- Outward facing stores.

Odana Area Virtual Meetings 5/18 and 5/21

Land Use	Transportation	Green & Resilient
<p><u>Assets</u></p> <ul style="list-style-type: none"> • Current University Research Park (URP) tenants excited about adding amenities to the park that make a workplace more dynamic. • Surface parking tanks / retention on Navitus was great. <p><u>Challenges</u></p> <ul style="list-style-type: none"> • Too much black top on west side with mall, Memorial High School, etc. • Will Odana Road become a restaurant desert? • Little residential development. • Car centric – limits uses. • Land has already been developed – low density. • Destinations were set up during the time where everything was designed for cars. • Vast quantity of established parking lots and impermeable spaces - hard to put other things there. • Housing (bedrooms) needed to break the cycle of office uses – diurnal commute – need to make it more 24/7. • More than just apartments above retail – still need destinations for people to want to walk to / go to. <p><u>Opportunities</u></p> <ul style="list-style-type: none"> • Make area feel like its own community. • Add more neighborhood restaurants for employees in the area – lunch and after work. 	<p><u>Assets</u></p> <ul style="list-style-type: none"> • Bus routes – west transfer point. • In Odana area, the southwest bike path, and walking paths in URP and Garner Park provide a strong starting point for a retrofitted path network. <p><u>Challenges</u></p> <ul style="list-style-type: none"> • Excessive parking at West Towne for most of year, but during holiday season almost completely full. • How can West transfer point have stacked parking / park and ride (\$\$\$). • More safe areas to walk and bike, both for recreation and transportation; currently area not easy to access via biking and walking. • Used to work by Odana area and biked there; improve bikeability there and along Mineral Pt. Rds. • Bike lanes not ideal and lack of bike parking. • West transfer point not great - no bike parking, little park and ride opportunities. • Many people walk across Mineral Point at Walgreens. In addition, high school students cross Gammon (jaywalking) at lunch hours. • We do not include cyclists as drivers, which they really are. They are scary. • Biggest concern when walking: drivers not yielding AND many use phones while driving and speed well above posted limits. • Bikers on Odana do not seem to know that the bike trail is just across the block, along the Beltline. Very dangerous and annoying for bikers to be on Odana. 	<p><u>Assets</u></p> <ul style="list-style-type: none"> • Many trees in Oak Park Village. • Green ways planted years ago. • Mineral Point Rd. is one of the only great tree lined streets on the west side. • URP – bio diversity. • Soccer fields – so few parks in the area – also contain storm water. <p><u>Challenges</u></p> <ul style="list-style-type: none"> • Concerns that buildings close to the street will diminish street trees. • Having different species. <p><u>Opportunities</u></p> <ul style="list-style-type: none"> • Trees are important to lessen surrounding temperature 10 to 15 degrees. • More trees along streets in this corridor and more bikeable - walkable trails. • Review recent USGS leaf collection study for planning trees and street connections. • Middleton’s Pheasant Branch works both as an effective recreation park/green space as well as a walk/biking commuter corridor that connects the city. I wonder if Madison could build something similar through this area. • Possible to add a park – place is now dominated by parking lots? Ans. – Parks Division is on the interagency staff team for this project – city requires parkland dedication fees with new residential.

<ul style="list-style-type: none"> • Odana road – add living space above developments. • Would city consider proactively rezoning land before development is proposed to help ensure lower density and other non-desirable uses cannot be developed? Ans. Citywide discussion, probably not going to happen during this process. • Be prescriptive of use, not form. • JC Penney bankruptcy and that of CBL – large portion of land is likely to change ownership. • Will street safety maps be in the toolkit for this plan? Ans. Plan is about all components of mobility. • Sequoia Commons is a good model, though needs more parking. • Safety issues should include crime. • West Gate Mall development should take advantage of grade to provide more parking for west transfer station and Hy-Vee. • While Whitney/Odana area is suitable for new mixed-use projects, West Towne lot is more set in big-box ways -- opportunity to fill in empty stores with stores that Madison doesn't currently offer (The Container Store, Big Lots, etc.). • Learn from San Antonio River walk, its public but people would not be there unless to spend money -- makes space seem like it's only for certain folks. Public space should encourage people to be there even if not spending money. 	<ul style="list-style-type: none"> • Bike path can be used, but also need to have safe access along Odana to access businesses. • Right now, there is no safe bike route from downtown to the Odana area. • Texting/using phones while walking. • Crime rates at transfer points still a concern. • Not transit friendly. • Not yet convinced that BRT is a good idea. • Had to 'Google' woonerfs, like these as well. <p>Opportunities</p> <ul style="list-style-type: none"> • Connect to existing bike paths. • Keep improving transit. • Improve transit stations with bike storage, parking structures. • Work to break up street grid; improve transit in University Research Park (URP). • Road diet on Odana – 2-lane w/two-way left turn lane. • New crossing, exits on beltline. • Memorial students would appreciate increased walkability (e.g. during/after events people could walk straight to businesses for meal, coffee, etc.). • Odana retail needs customers from farther away than foot traffic; need better transit to/from more proximal neighborhoods, as opposed to faraway places. There is a bike path, do not make it impossible as a driving thoroughfare. 	
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East Towne Area Virtual Meetings 6/1 and 6/4

Land Use	Transportation	Green & Resilient	Economic Development & COVID-19 Recovery
<p><u>Assets</u></p> <ul style="list-style-type: none"> • Good mixture of uses. • Plenty of extra space, including where businesses are vacant. <p><u>Challenges</u></p> <ul style="list-style-type: none"> • There are no public gathering places on the east side. This is a glaring inequity between east and west sides. • Major entrance into Madison from points further east and north, nothing about the area that says ‘Madison’ – add public art and other design elements to streetscape and buildings with unifying design theme. • Mixed-use needs to have destinations – retail can help bring people in. Jane Jacobs discussed this at length. Need adequate density and amenities. • There would need to be big box store shuffling to get a neighborhood in place here; sticking people in a place that’s not a neighborhood. • Too much land taken up by surface parking lots. 	<p><u>Assets</u></p> <ul style="list-style-type: none"> • Access to East Washington Avenue and I-90/94/39. • East Towne area should use its travel-oriented location, intercity, to its advantage. • Accessible to folks who live in more rural outlying areas because of proximity to the Interstate and Hwy 151. <p><u>Challenges</u></p> <p><u>Transportation planning</u></p> <ul style="list-style-type: none"> • Keep major corridors ‘major’ - E. Washington Capitol Gateway is no longer a major corridor with all of the dense, new housing. • Will traffic pattern on Lien Road be improved so that it is straight from E. Washington Ave.? • E. Washington (a US highway) was rebuilt without good pedestrian crossings – should have been below grade with above grade ped/bike crossing. • Keep in mind that East Towne will still get a lot of out-of-town traffic (people who are just driving by on the way to the Dells, for example), so it still should have some focus on car traffic, especially eastern parts 	<p><u>Assets</u></p> <ul style="list-style-type: none"> • Great greenspace. • Starkweather Creek. • Is there a map of off-street bike paths? Yes – staff will followup. • Nearby large park – Reindahl (but very underutilized). • Will the Starkweather Creek watershed be preserved? • Starkweather Creek could be a real asset if tied into larger system – connects all the way to Garver, Lake Monona. <p><u>Challenges</u></p> <ul style="list-style-type: none"> • Be careful not to add pollutants to Starkweather. • There are not enough walking trails or green space on the East side. <p><u>Opportunities</u></p> <p><u>Greenspace</u></p> <ul style="list-style-type: none"> • More green space -- expand the wetland area on the east side! • More canopy trees, esp. in remaining surface parking areas. • Consider community gardens. • Orchards are better looking [than community gardens] and still a good choice for food access and greenspace. 	<p><u>Assets</u></p> <ul style="list-style-type: none"> • Some empty buildings are ready to go for businesses, incubators. • Close access to Sun Prairie – largest growing city in state. • Railroad access for light manufacturing - not all manufacturing is dirty. • High speed BRT coming soon to give great connections. • Lots of service oriented businesses. • Car dealerships and other business that bring people to the areas. • Vistas down E. Washington are awesome. <p><u>Challenges</u></p> <ul style="list-style-type: none"> • Sun Prairie is “stealing” away all the new retail development-leaving a vacuum. • Area is very car-centric and hard to get around by other modes. • Reindahl Park feels very hidden. • Madison is seen as being difficult to do business with. • New stormwater rules may hinder new development. • Nothing for families to do in winter – everyone has to go to

<p>Opportunities</p> <p><u>Underutilized space</u></p> <ul style="list-style-type: none"> • Empty parking lot and underutilized buildings behind East Towne Mall. • Where there are a lot of building vacancies, there are opportunities for redevelopment with mixed-use and affordable housing. <p><u>Mixed-use</u></p> <ul style="list-style-type: none"> • Near mall, add higher density mixed-use retail/residential buildings – this would bring more economic growth. • Move towards mixed-use: housing, high technology employment, etc. • Will the mixed-use area be the current mall with businesses on the first level, apartments above and covered parking? <p><u>Identity</u></p> <ul style="list-style-type: none"> • Sandburg Neighborhood has an identity and sense of pride; need to bring identity and pride to this commercial area as well. <p><u>Housing</u></p> <ul style="list-style-type: none"> • New housing -- need amenities to attract residents like restaurants, shops, services, other. • Far eastside farmers market. 	<p>of the study zone since it's closest to the interstate.</p> <p><u>Parking</u></p> <ul style="list-style-type: none"> • City has become anti-car and hates parking lots. For some reason, they want buildings that will tower over sidewalks. I was happy to move to Madison knowing that it was not an urban-style city. <p><u>Biking and walking</u></p> <ul style="list-style-type: none"> • Do not feel comfortable walking down East Washington because of how auto-oriented it is. It's almost impossible to cross the street. • I90-94, E. Washington are major barriers for people to walk to this commercial area. • Make bike lanes and sidewalks safer and more attractive. • Shadeless, treeless intersections are too hot, sunny and noisy to walk along. <p>Opportunities</p> <p><u>Transportation planning</u></p> <ul style="list-style-type: none"> • Link major corridors – utilize the airport. • Grid for efficient ped/bike transport to commercial areas. Need to return to human scale. • East Towne as an intercity / travel oriented hub or area for intermodal transit as 151 / interstate / airport since we've had such a hard time building a 	<ul style="list-style-type: none"> • Consider returning part of parking area to wetland near East Towne – was a wetland before East Towne was built so should be easy. • Add greenspace within core of planning area. • Connect Home Depot and mall parking with greenspaces, plazas, gathering places. • Enhancement of greenspace within airport land across Portage Rd. Cannot be developed anyway since within flight path. • Co-mingle detention ponds with active recreation spaces like soccer fields. • More dense tree and shrub plantings along sidewalks and at intersections; reduce DOT's erroneous "sight lines" which create huge treeless zones that aren't easy to walk along; plant on both sides of sidewalks in alternating (zig-zag) pattern to maximize shade canopy, sound and heat absorption, air filtering, bird habitat, etc. • Can city create small water detention, and wetland style, and open fields for recreation, public? • Does city have land it expects to develop into parks/sports 	<p>west side for fun indoor activities.</p> <ul style="list-style-type: none"> • COVID-19 will have a devastating effect on businesses for some time. • Homeless people panhandling around East Towne area. • Lack of co-working spaces. • Be wary of creating a food desert. <p>Opportunities</p> <ul style="list-style-type: none"> • Can change the market conditions for East Towne! With its proximity to Metro Milwaukee/Waukesha County, Sun Prairie, etc. it has a lot of potential! • Some co-working spaces like downtown and west side. • Bring in light manufacturing – good jobs – clean industries (health care industry in particular, others related to UW research). • Chop up huge parking lots and big pieces of property to allow more street connections and street frontage opportunities. • Mixed-use – bring people to live here. • Bring experimental retail (like “Bricks and Miinifigs” store on Fish Hatchery - play while you shop type places). • Connect mall to Reindahl Park.
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<p><u>Site layout, building height, design, uses</u></p> <ul style="list-style-type: none"> • Allow developers to build higher/taller -- top floors with community room and pricey condos -- lower floors with mixed income rentals -- bottom floors with stores (Woodman's etc.) so people don't have to travel to shop; underground parking = more green space around beautiful high-rise structure. • Allow re-zoning so that developers could build above roads (like at Monona Terrace with John Nolen Dr operating below) - creates "bridge" for pedestrians across busy and wide roads -- parks/community spaces can be on top of roads - - removes road barriers -- community and the building the focal point rather than the roadway. • Encourage architectural diversity so not every building looks like a communist bloc repeat of the last building. • Preemptive building setbacks create monotonous look and windy walkways; architectural diversity and building-placement diversity is good; at East Towne and Odana there is no real need for setbacks or height restrictions. Encourage developers to be creative with height and design. 	<p>central intermodal and intercity transit center downtown.</p> <ul style="list-style-type: none"> • Roundabouts along East Towne Blvd. --controlled intersections are more dangerous -- t-bone accidents. With roundabouts, accidents are at a slower speed. • Roundabouts are dangerous. • Narrow some roads. Wide roadways reduce quality of life, increase speeding and dangers to pedestrians/bicyclists, and create huge barriers to connect adjacent developments. • Reduce width of bike lanes -- make the roads imposingly huge and more dangerous, frequently and illegally used by car drivers to pass, speed, and make turns on, and increase impermeable pavement issues. <p><u>Public Transit</u></p> <ul style="list-style-type: none"> • Increase public transportation. • Locate Madison Metro transfer stations within new developments (Odana and East Towne), with stores and apartments above. Buses could drive under the building and pick up shoppers and residents in heated, sheltered area with bathrooms and stores. Would increase ridership and social equity. <p><u>Parking</u></p> <ul style="list-style-type: none"> • Parking ramps (e.g. Hilldale). 	<p>fields or a program to purchase lands?</p> <p><u>Sustainability</u></p> <ul style="list-style-type: none"> • Entire area has great solar potential. Could planning include incentives for actualizing it? • Make pavement permeable -- integrate rain gardens -- are beautiful and help address storm water issues. • Who owns parking lot southeast of East Towne -- is there a tax credit for returning it to wetland? • Yes to increasing green roofs, habitat restoration, native plantings. • Plant road medians more densely to absorb heat, noise, and to beautify wide concrete roadways (e.g. along Monona Drive.) Dense median plantings attract businesses and people; include evergreens, look great during long winters. Include cluster plantings, not just straight-line plantings to create organic look. • In the development review process, retention and detention ponds should be incorporated as a landscape feature -- difficult to address this problem. 	<ul style="list-style-type: none"> • Sports mecca -- new hockey rink, or other sports complex to bring activities and destinations to east side. • COVID-19 has shown that we need to have more robust supply chains -- bring manufacturing to this area. • Bring health --tech to areas -- big growth sector. • Strengthen links from Capitol Square to Highway.
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<ul style="list-style-type: none"> • Do not over-light new developments: lower lumens, fewer light posts; lower K-value to give warmer hues of light; shield lights so they don't blind people or contribute to light pollution; use motion detectors and timers to reduce unnecessary lighting in low-traffic areas; increase DOT reflector signage to utilize car headlights. • Work with Goodman family and a developer of high-rise -- add a community center. • Public art as grand sculptures, rather than as quasi-urban spray-paint art. <p><u>Other</u></p> <ul style="list-style-type: none"> • Provide space for more light industrial and other types of employment -- good paying jobs. • Locate new public libraries in each re-development area-- create and support community. • Have there been studies of success/failure of New Urbanism like Middleton Hills? 	<p><u>Biking and walking</u></p> <ul style="list-style-type: none"> • Make health a priority by improving walkability and reducing car use. • Ped/bike bridge over freeway to connect to Autumn Lake and American Family areas? Use gradual grade change like Cannonball Path bridge and bridge parallel to 894 in Milwaukee. • How about wider bike paths where feasible so bikes and peds can be separate. • What about e-bike station near the mall? 		
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