

# Compilation of Economic Development Committee Recommendations on the Downtown Plan 2/15/12

Includes EDC Subcommittee Motions at meetings on 1/10/12, 1/18/12, 1/23/12, 2/1/12

Page	Motions were passed to change the following as noted:
6 & 7	Not to edit the Guiding Principles. <i>(2-15-12)</i>
6 & 7	Move the Guiding Principles to the Appendix. <i>(2-15-12)</i>
13	<p>Recommendation 3</p> <p>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 and encourage lakefront dining. <i>(1-10-12)</i></p>
14	<p>Last Sentence on this page</p> <p>The new plan includes a park shelter and potential visitor center based on Wright’s boathouse design, expands the shoreline by adding flexible performance venue that naturally blends in with the environment, and provides short term boat docking for visitors. <i>(1-10-12)</i></p>
24	<p>Add new Objective 2.0 and two new Recommendations</p> <p>Maximize economic value of the Downtown by encouraging high density, high value projects that add employment and enhance property values.</p> <p>Recommendation 1:</p> <p>Encourage that economic factors are considered in each land use decision in terms of employment and tax value.</p> <p>Recommendation 2:</p> <p>Develop a comprehensive set of metrics and measurements upon which the economic value of development can be measured and/or benchmarked. <i>(2-15-12)</i></p>
24	<p>Objective 2.1</p> <p>Promote and grow Downtown as an important regional employment center by positioning it as a premier location for the formation and expansion of basic sector businesses, including knowledge-based industries, that will retain and attract new Downtown jobs. <i>(1-23-12)</i></p>
26	<p>Objective 2.2</p> <p>Strengthen Downtown by enhancing connections and synergies with other existing and planned employment centers such as the Capitol East District, the University of Wisconsin, the Regent Street-South Campus area, and the “Health Care Main Street” along the Park Street corridor. <i>(1-23-12)</i></p>

27	Objective 2.3  Encourage higher density infill and redevelopment that is innovative and sustainable, and complements and enhances the areas in which it is proposed. <i>(1-23-12)</i>
27	Recommendation 20  Allow existing buildings that are taller than the proposed height limits to be redeveloped at the same height provided the new building is of superior architectural design. This recommendation shall be implemented through the development of the new Downtown Zoning Districts. <i>(2-15-12)</i>
30	Objective 2.4  Create a vibrant mixed use project on Judge Doyle Square that will maximize economic development and act as a catalyst for future projects in the area. <i>(1-23-12)</i>
31	Objective 2.5  Enhance the Downtown’s retail environment. <i>(1-23-12)</i>
31	Recommendation 23  Encourage more convenient access to retail goods and services through business clustering and placement strategies to build critical mass of contiguous retail, encourage cross-shopping opportunities, avoid potential commercial conflicts, and reduce business turnover. <i>(2-1-12)</i>
31	Recommendation 24  Identify and support development of locations potentially suitable for retail uses requiring relatively large floor areas (7,000 to 10,000 SF) which could attract additional types of Downtown shopping opportunities including destination retail. <i>(2-1-12)</i>
31	New Recommendation  Support retention, expansion and recruitment of retail businesses that combine distinctiveness, a track record, and are best positioned for success in downtown markets of our size. <i>(2-1-12)</i>
31	New Recommendation  Recognizing the new retail anchors, foster strategic growth in innovative entertainment and “experience” offerings and shopping to develop downtown as an experience destination. <i>(2-1-12)</i>
33	Objective 2.7  Continue to enhance and promote Downtown as a great destination, for business travelers, local citizens, recreation seekers and casual tourists. <i>(1-23-12)</i>

35-45	<p>Key 3 Objectives</p> <p>Change the order of the objectives in Key 3 to move Objective 3.1 to be the third objective in Key 3. <i>(1-23-12)</i></p>
35	<p>Objective 3.1</p> <p>Preserve views of, to and from the Downtown that are on the premier corridors and primary viewsheds. The rest of the views are secondary. <i>(1-23-12)</i></p>
41	<p>Recommendation 44</p> <p>Establish maximum building heights as shown on the Maximum Building Heights Map and incorporate them into the Zoning Ordinance to provide variety and reflect and enhance the varied topography of the Downtown. Maximum building heights may be exceeded through the Conditional Use process or the Planned Development District process. <i>(1-18-12, 2/15/12)</i></p>
41	<p>Objective 3.3</p> <p>Provide a flexible framework for building scale that encourages innovation and growth while reflecting the existing or planned character of the area in which a site is located and considers the larger Downtown context. <i>(1-23-12)</i></p>
41	<p>Within Objective 3.3</p> <p>Designate an area in the Downtown to allow unrestricted building height and to approach the State to ask to exceed the building height limits to allow for greater corporate buildings in the Downtown. <i>(1-18-12)</i></p>
43	<p>Objective 3.4</p> <p>Continue a comprehensive “complete streets” streetscape design approach for Downtown streets to reflect their place in the community and ensure that they are beautiful, interesting, engaging, functional, safe, and comfortable public spaces. <i>(1-23-12)</i></p>
43	<p>Objection 48</p> <p>Incorporate both sides of West Washington Avenue into a Mifflin special area study and consider creation of a boulevard on W. Washington Avenue. <i>(2-1-12)</i></p>
49	<p>Recommendation 59</p> <p>Update the Urban Design Guidelines for Downtown Madison that currently apply to portions of the Downtown Core to encourage creativity and flexibility and architectural quality and incorporate them into the Zoning Ordinance. <i>(2-1-12)</i></p>

49	<p>Recommendation 61</p> <p>Preserve “triangle (flatiron) blocks” at the corners of Capitol Square including flat-iron building forms for smaller-scale, active urban uses, such as entertainment, restaurants, shopping and cultural activities. (2-1-12)</p>
49	<p>Recommendation 62</p> <p>Preserve and rehabilitate landmarks. (2-1-12)</p>
50	<p>Objective 4.2</p> <p>As a premier Madison destination, the State Street district should continue to encourage a vibrant, diverse, eclectic dynamic mix of uses and users, a human scale and unique sense of place, and evolution as a shopping, dining, entertainment and cultural destination that links Madison’s heritage with Madison’s future. (1-23-12)</p>
51	<p>Objective 4.3</p> <p>The Mifflin District is an area that offers the opportunity for significant growth in downtown Madison. Because of its proximity to UW-Madison, State Street, government, and cultural amenities, it can evolve into a multi-use district that consists of residential <u>and</u> commercial/employment uses that allow for a dense, dynamic, urban district. (2-1-12)</p>
51	<p>Recommendation 66</p> <p>Develop a special area plan to provide more detail on the types of development and economic opportunities for the Mifflin district, including a marketing plan. (2-1-12)</p>
51	<p>Recommendation 68</p> <p>Establish this area as pedestrian friendly. (2-1-12)</p>
51	<p>Recommendation 69</p> <p>Encourage the redevelopment of 1960s era “zero lot line” residential uses. (2-1-12)</p>
53	<p>Objective 4.4</p> <p>The Bassett Neighborhood should continue its predominately residential nature, with an evolving mix of new higher-density buildings carefully integrated with existing older structures that are compatible in scale and character. Neighborhood-serving commercial uses in mixed-use developments would be appropriate at specific locations, such as the intersection of West Main and Bassett Streets. (1-23-12)</p>
53	<p>Recommendation 70</p> <p>Delete (2-1-12)</p>

55	<p>Objective 4.7</p> <p>The Tobacco Warehouse District should continue its revitalization as a residential and corporate office area blending new buildings and restoration of historic structures. Future emphasis should be on strengthening connections to surrounding areas and enhancing the streetscape and open space. (1-23-12)</p>
57	<p>New Recommendation after Recommendation 80</p> <p>Develop a special area plan to provide more detail on the types of development and economic opportunities for the Langdon area, including a marketing plan. (2-15-12)</p>
57	<p>Objective 4.9</p> <p>Mansion Hill’s historic character is a major asset and establishing a “complete historic district experience’ of restored buildings, distinctive streetscape amenities, and a limited amount of new residential development that preserves and reflects these historic attributes should be pursued. The large historic homes provide a diversity of housing opportunities for executives, families, and students. Encourage sustainable rehabilitation of existing housing stock and period architecture and owner occupancy. (1-23-12)</p>
74	<p>Recommendation 123</p> <p>Develop a Downtown circulator transit system to connect major destinations within the Downtown, and to connect Downtown locations to adjacent activity and employment centers. Look closely at providing a free ride zone to the circulator transit system to see if it is economically feasible. (2-1-12)</p>
81	<p>New Recommendation</p> <p>Consider potential sites for close park-n-ride options. Ones that either do not require a transfer to get Downtown or may have an express bus option. (2-1-12)</p>
82	<p>Objective 6.5</p> <p>Improve and expand bicycle facilities through the creation and enhancement of bike routes, paths, parking and amenities as described in the Platinum Bicycle Committee report and the Bicycle transportation Plan for Madison Urban Area and Dane County. (2-1-12)</p>
91	<p>Key 7 New Recommendation</p> <p>Amend the Landmarks Ordinance to reduce the likelihood of frivolous Landmarks nominations being used to stall development. (1-18-12)</p>
92	<p>Recommendation 160</p> <p>Consider establishing local Historic Districts as identified and as described in this Downtown Plan. (2-1-12)</p>

97	<p>Add a new Objective 7.4:</p> <p>To strengthen historic preservation efforts by clarifying which buildings and districts qualify as landmarks and historic districts, and which do not, including the following recommendations:</p> <ol style="list-style-type: none"> <li>1. Provide resources to DPCED to review the Potential Landmarks list, and nominate those buildings which are eligible, within a three (3) year time limit to complete the nominations of potential Landmarks.</li> <li>2. Eliminate Recommendation # 163. <i>(1-18-12)</i></li> </ol>
131	<p>Appendix D: Benchmarks</p> <p>Review Appendix D at future EDC meetings, with the EDC as the lead committee on this review. <i>(2-15-12)</i></p>