



## **DMI 2016 Civic Agenda**

### **Number 1: Economic Development**

#### **Vision**

- Job growth, employment opportunities and housing options are crucial to the health of our region and downtown Madison.
- A healthy and vital downtown is one that is attractive for employers & employees and provides strong employment opportunities for all residents so people can live, work, play and be educated in downtown Madison.
- Because Madison (like cities around the country) are growing in population there is an increasing demand for housing options, public transportation options, entertainment venues and services.
- A strong presence of the State of Wisconsin (including UW-Madison) is vital to the health of greater downtown Madison.
- New business formations are important to the health of downtown Madison.
- Madison lakes are a major economic asset to downtown and the region. Public access and water quality need the community's attention.

#### **Action**

- Retain and encourage people to locate a variety of commercial uses in downtown Madison.
- Encourage businesses to locate and expand employment opportunities in downtown Madison.
- Work with and support the efforts of the Business Improvement District (BID) to grow center city retail, services, restaurants and entertainment venues.
- Support greater downtown housing densities, diversity, mixed-use, work force housing and sustainability to serve all socio-economic groups.
- Value and support an increase in quality downtown childcare as it is important to the economic well-being of the community and to its quality of life.
- Interact and support incubator/entrepreneurial centers to encourage new business formation.
- Work with the City of Madison to empower and expand the City's Economic Development Committee.



## **Number 2: Enabling Viable Options Among all Modes of Transportation & Parking**

### **Vision**

- With the changes in the demographics, density, and landscape of the downtown and the greater metropolitan area, we should pursue transportation policies that respect and legitimize all modes of transportation so that the downtown provides safe, welcoming, and accessible streets, sidewalks, and public spaces with safe, convenient, and affordable transportation options for our residents and those visiting our community.
- There must be regional solutions to the transportation and parking challenges that inhibit movement into, around, and out of the city and the downtown. Such regional solutions will require partnerships with public and private organizations in Madison and the broader region, as well as a collaborative strategy to create a sustainable funding mechanism.
- Regional transportation solutions should include Bus Rapid Transit (BRT) and other high quality public transportation services throughout the region. There is also a need to substantially increased bus storage and maintenance space for Madison Metro.
- The aging downtown public parking ramps require costly annual maintenance, which, in turn indicates the need for a sustainable solution to parking downtown. A forward-thinking strategy should be developed to support the parking demands in downtown Madison to meet the needs of merchants, customers, visitors, and employers now and in the future.
- The Capitol East/East Washington district is rapidly developing into a destination for businesses, residents, and restaurants and night life. Residents, workers, and visitors to this area and the surrounding neighborhoods must be able to continue to access this district safely and conveniently by all modes of transportation. Public and private entities must work together to develop 24/7 transportation solutions appropriate for the booming population of residents and businesses and the popularity of this area as an entertainment destination.

### **Action**

- Participate in and actively support the work and recommendations of the City-wide transportation master plan, which seeks to enable safe and convenient transportation by private automobile, cabs/taxis, ride-sharing services, bicycles and bike sharing, pedestrian movement, public transit, and park-and-ride lots, and possibly other modes to come. Public/private partnerships are vital to maximize the effectiveness of the plan.
- Support the planning for and construction of a Capitol East parking ramp that can be built as soon as can be reasonably expected, keeping in mind the need for late night parking in this area and the potential redevelopment of Block 105.
- Work with the City as it considers implementing limited transportation demand management (TDM) policies, such as extending parking meter hours and increasing rates



in prime locations and at high-usage times of the day to encourage parking turnover and increasing availability of parking for retail and entertainment uses.

- Work with our partners (in particular the City) to continue to develop and promote the use of innovative technological tools for managing traffic and parking, such as smartphone apps that make transportation and parking to and throughout the downtown area easier, faster, less expensive, and more convenient.
- Work with the City Transit & Parking Commission to maximize the number of vehicles that are able to be parked per block.

### **Number 3: Public Safety at all times**

#### **Vision**

- It is vital that people who live and visit downtown Madison feel safe and welcome at all times.
- Cooperation among our partners including Madison police, Madison Fire Department, UW police, Capitol police, downtown neighborhoods, downtown property owners, business operators and social service providers is key to a safe downtown Madison.
- Criminal and other negative behavior is unacceptable in Madison.

#### **Action**

- Work with our partners using community policing so that the streets and public areas of downtown Madison are safe at all times and criminal behavior is eliminated.
- Support the Madison Police in their efforts to identify and deter individuals who are causing repetitive, negative behaviors.

### **Number 4: Enhancing Quality of Life Downtown**

#### **Vision**

- Downtown Madison needs to be an inclusive welcoming place for **all** people to live, work, play and visit.
- The quality of life in our community (with a focus on downtown) is vital to retaining and attracting people to live, work and play in Madison. The key elements are beauty, lakes, parks, recreation, arts & culture, safety, cleanliness, good schools & quality day care centers, job opportunities and ease of movement.
- Downtown Madison has long been an attraction for people looking to move to Madison and to visitors, conferences and conventions because of our many assets.



## **Action**

- Working through the DMI Inclusiveness Initiative and with all partners including City of Madison and Dane County, create a downtown that offers housing options, retail, entertainment venues and public spaces that create a welcoming environment for everyone.
- Work to identify and retain amenities that are needed for an attractive work/live/play downtown environment with an emphasis on parks, childcare facilities, schools, services, etc.
- Continue to work with partners (City of Madison, Dane County, United Way, homeless consortium, downtown churches and the private sector) to secure permanent locations for a Day Resource Center and expanded Men's Shelter.
- Partner and work with organizations and neighborhood groups to support strategies that will maintain and improve the cleanliness and accessibility of our lakes.
- Work with and encourage synergy with our many partners to maximize opportunities that downtown Madison has to offer to people wanting to visit and engage in our major destinations and institutions.
- Work with all partners to create and maintain a green, clean, safe and sustainable downtown Madison.

## **Number 5: Efficient, Clear and Consistent Process**

### **Vision**

- It is important that the city thoughtfully apply the recommendations in the approved Downtown Plan, Capitol East district BUILD plan, East Rail Corridor Plan and the Zoning Code to encourage in-fill and sustainable development in the downtown.
- An efficient/predictable/customer-friendly approval process for projects is vital to the future of development and investment in the downtown.
- The aggressive use of TIF and TIF increment is needed to further good development.
- Infill development in downtown Madison is the best/most efficient way to create a vital & healthy downtown, increase the tax base and support the downtown infrastructure.
- Parcels need to be viewed with a "mixed-use" eye to encourage both residential and commercial development.

### **Action**



- Support the use of approved city plans to guide development of new construction in the downtown and the Capitol East District (including transit corridors) while allowing flexibility in adapting to proposed projects.
- Support the updated Landmarks Ordinance which will improve clarity to the development process when historic buildings are part of proposed development and will encourage investment in downtown historic districts.
- Encourage and incentivize the city to creatively use its resources/tools (TIF) to support development and encourage the risk-taking needed for complex mixed-use infill projects.
- Use and communicate the “State of the Downtown” report to support/assist with the city process.

## **Number 6: Arts/Culture/Sports & Recreation for a Vital Downtown**

### **Vision**

- The role of Arts/Culture/Culinary Arts/Sports & Recreation are a major factor in the health of downtown Madison and our community as a whole. They bring vitality to the downtown and the city can benefit from partnerships in this area.
- Overture Center and its long-term sustainability is key to arts and cultural tourism in Madison and is a major generator of revenue for the downtown economy.
- Investing in the future of Monona Terrace Community & Convention Center is important because of the economic impact that conventions/conferences have on the city of Madison and downtown.

### **Action**

- Continue to grow arts and culture in cooperation with the Overture Center (and its resident organizations) and UW-Madison east campus arts district.
- Work with partners to support and encourage the use of downtown sports and recreation venues.
- Support the use of private galleries, theaters, museums and music venues along with the use of public spaces and facilities such as the Madison Central Library.
- Work with City of Madison and GMCVB to support strategies to retain and increase the quantity of conferences and conventions at Monona Terrace and all downtown meeting facilities.

## **Number 7: World Class University and First Class Public Education System**

### **Vision**



- Investment in/support of a first class city-wide pre-K, primary, secondary and post-secondary educational system is imperative for a healthy downtown, city and region.
- The UW-Madison is the major economic engine of downtown, the city and the region. We need to protect, grow and leverage this asset.
- The UW-Madison allows us to compete on a global basis, which is vital to the future growth of the region.

### **Action**

- Work with and proactively engage the UW-Madison and its students, faculty and staff on issues and projects relative to the University and downtown Madison.
- Enhance and maintain cooperative and expeditious reviews of projects and partnerships between the City and UW-Madison on land use, safety and transportation.
- Seek partnering opportunities to support pre-K, primary, secondary and post-secondary education in our community.