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Sent: Wednesday, February 08, 2012 2:21 PM

To: Todd Barnett; 'Dawn O'Kroley'; Henry Lufler; Marsha Rummel ; John Harrington; 'Richard Slayton'; Richard Wagner

Cc: Martin, Al; Fruhling, William; Murphy, Brad; Cover, Steven

Subject: Comments on Downtown Plan for tonight

Hello fellow UDCers,

I am sorry I will not be able to make the meeting this evening, but wanted to pass on my thoughts & priorities:

1. In addition to extending Downtown mixed use to Mifflin and West Washington, I would like to see the maximum heights increased. West Washington should be thought of as a grand boulevard that can support mixed use, taller developments. I would certainly like the heights to be increased to at least six stories, if not eight. Six stories, plus the flexibility of the PDD, feels about right for the Mifflin Street area. **If I were there tonight, I would make this a motion.**
2. Bonus stories – this should not be place based option but should be available throughout the downtown based on criteria that provide a greater good/higher value to the community -- architecture, sustainability, urban amenities, historic preservation (as one option but not THE option). **If I were there tonight, I would make this a motion.**
3. Step backs – should not be prescriptive in the plan but should be determined based on surrounding built environment and the goals of the project. Use of step backs is good, but should include a generous range to provide creativity. **If I were there tonight, I would make this a motion.**
4. 3rd option for Mifflin Street – I am assuming that staff will present this tonight. If it is denser, more mixed use, and providing the link between the Downtown and the University, I am for it. I will be sad if the second option provided in Steve's memo is the best we can do. I will sob uncontrollably if we stick with what is in the plan.
5. West side of Blair Street between Wilson & East Washington – Max heights should all be six stories. This is a transportation corridor, height is appropriate. 3 stories may reflect what is there now, but this is a 20 year plan.....
6. South side of East Washington between Hancock & Franklin – why is this three stories??? Seems out of sink with rest of East Wash, especially for future forward looking planning. Perhaps reflects what is currently there, but this is a 20 year plan.....
7. Grand Boulevards – East & West Washington, MLK, & WI – Should be something a bit more than just a Premiere Street in terms of streetscaping, placemaking, & branding.
8. I am still struggling with the multiple neighborhood districts. I understand how this came out of the planning process and provided a framework for thinking about the downtown. I am not sure what value many of these neighborhood districts add for future planning, growth, and development, particularly the newer ones that are not based in community history.

9. The Historic Preservation Plan seems rather old and out of date to be given the such weight and importance in the DT Plan. Perhaps instead of finishing the work that should have been undertaken after that plan's adoption (oh so many years ago), we should do a NEW historic preservation plan within the context of this Downtown Plan. Also, remove potential historic districts and potential landmarks from the map on page 94. Okay to refer to in text, but don't map. Ditto maps on page 96 and 97.
10. Pedestrian Facilities – I would argue that all the streets radiating off the capitol should receive priority streetscape enhancements, at least to the outer loop and in some cases further (i.e. S Pinckney to Monona Terrace).
11. Sustainability chapter seems very light. The nature of a dense mixed use urban environment with multi-modes of transportation is by definition good sustainable development. This should be the center piece of the chapter.

Have fun tonight!

Melissa

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