

DOWNTOWN *Plan*

Madison, Wisconsin

Background
Information

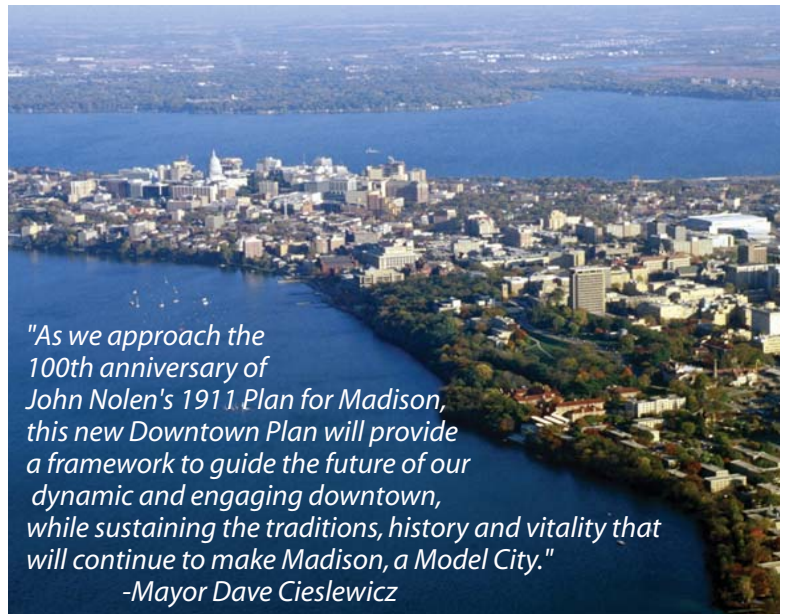
Comprehensive Plan

Madison's *Comprehensive Plan* was adopted in 2006. It includes general objectives and polices regarding land-use, economic development, housing, natural and cultural resources, and transportation, among others. The Plan also includes policies and baseline land-use and urban design recommendations for the Downtown and campus area.

Downtown Advisory Report

In 2004, the *Downtown Advisory Report* was prepared as a part of the *Comprehensive Plan* process. It provides a summary of existing Downtown plans and studies, input from public meetings held during the Spring of 2004, a vision statement, and preliminary goals and recommendations for Downtown.

These documents recommend a more detailed plan for Downtown and provide the foundation for this effort.



Downtown Advisory Report VISION:

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.



Downtown Advisory Report Priority Goals:

1. Maintain and enhance downtown Madison as a center of government, education, employment and culture for the state and region.
2. Sustain downtown Madison as a state and regional tourist & convention center.
3. Improve the image of downtown Madison as a dynamic place to live, work, shop, dine and enjoy entertainment and the lakes.
4. Promote and preserve the downtown's unique social and cultural character by:
 - a. Enhancing daytime & nighttime activities
 - b. Encouraging a variety of cultural entertainment options
 - c. Providing spaces for community entertainment, exhibition & public gathering
 - d. Supporting & enhancing the vitality of the arts & entertainment for all people
5. Create a high quality physical environment. The design of downtown should be inspiring, creative, diverse and complementary of historic and natural resources.
6. Ensure efficient, safe & convenient access to, from, and within the downtown for all modes of transportation, including walking, biking, transit and automobiles.
7. Provide and support a variety of housing choices for a diverse resident population downtown.
8. Partner with the University of Wisconsin and State of Wisconsin to coordinate planning for the downtown.
9. Establish an efficient and predictable development review process to implement the community's vision for downtown.

Downtown Advisory Report Issue Areas

Land Use - Housing - Economic Development - Urban Design

Land Use Goals Summary

1. Downtown should be a place to live, work, learn, recreate, gather, shop, dine & enjoy entertainment.
2. Downtown should consist of strong neighborhoods, relatively high density compact development & a mixture of interconnected uses & activities.
3. Downtown will balance the preservation of historic character & resources with opportunities for new growth & development.
4. Downtown planning and decision-making will be coordinated with the City, the University of Wisconsin, & the State.



Land Use Recommendations Summary

1. Ensure new growth and development complements & connects to surroundings.
2. Evaluate the development review process.
3. Improve relationships & communication among developers, City & neighborhoods.
4. Coordinate efforts between the State, the UW and the City.
5. Expand retail on King Street, E. Wilson Street, the State Street District & the Square.
6. Prepare & update neighborhood plans.
7. Establish land use districts & sub-districts to guide downtown development.

Housing Goal Summary

1. Downtown should have many housing choices for different household types, sizes & incomes.



Housing Recommendations Summary:

1. Create strategies to encourage a greater diversity in the types and sizes of housing units to provide more choices, particularly for families & lower/middle-income households.
2. Develop strategies to encourage owner-occupied or long-term rental/lease properties.
3. Expand City programs to rehabilitate historic downtown residential properties.
4. Consider alternative financial & regulatory strategies for creating affordable housing.
5. Promote financial support for renovation of the existing housing stock.
6. Coordinate high density residential buildings with transit, pedestrian & bicycle facilities.
7. Increase use of underutilized public/private parking ramps & lots.

Economic Development Goals Summary

1. Downtown should be a vital part of Madison's economy, focused on government, higher education, retail, arts & entertainment.
2. Downtown should be promoted as a great place to live, work, recreate & shop.
3. Venues to provide the downtown & neighborhoods with goods & services should be expanded.
4. Engaging retail experiences should be maintained, enhanced and expanded; the Capitol Square should be a retail destination.



Economic Development Recommendations Summary:

1. Provide adequate office space for existing & new businesses to grow downtown.
2. Determine if the downtown has space/capacity to attract/support major new businesses.
3. Neighborhood residents should communicate desired services to the business community.
4. Coordinate economic development planning with arts, culture & entertainment.
5. Work with partners to create an engaging retail experience.
6. Support retail development on the Capitol Square.
7. Involve the business community in parking solutions.
8. Create a unique & positive marketing & branding strategy for Downtown.

Urban Design Goals Summary

1. Downtown should be attractive & exceptionally well-designed with engaging streetscapes, buildings, historic buildings & sites.
2. State Street and established neighborhoods will be preserved & enhanced with complementary & selective infill development.
3. Downtown's skyline should provide tremendous visual interest from all directions and angles.
4. Important views of the lakes & Capitol should be identified, protected and/or enhanced.
5. Public spaces should be designed as high quality urban gathering places with appropriate materials & features.



Urban Design Recommendations Summary:

1. Implement the City's *Downtown Madison Historic Preservation Plan*.
2. Promote the adaptive re-use of older buildings.
3. Establish a vision for the downtown skyline, & implementation steps to achieve it.
4. Ensure new growth & development complements the character of the neighborhood.
5. Encourage multistory, mixed-use buildings with ground floor pedestrian oriented uses.
6. Create a walkable & attractive urban environment.

Downtown Advisory Report Issue Areas

Transportation - Civic and Cultural - Open Space and Recreation

Transportation Goals Summary

1. Provide a balanced transportation system that provides choices in how people travel to/from & around downtown.
2. The downtown transportation system should be easy to use for everyone.
3. Downtown businesses & activities should be easily accessible.
4. Downtown should be an enjoyable place to walk & bike.
5. The design of downtown transportation system should contribute to the character of its surroundings.



Transportation Recommendations Summary:

1. Improve the wayfinding system, incorporating Intelligent Transportation Systems.
2. Provide on-street parking for the Capitol Square.
3. Create a downtown circulator.
4. Improve & expand pedestrian facilities, amenities & routes.
5. Expand bicycle trails, routes & connections.
6. Expand Transportation Demand Management & Transportation Management Associations.
7. Ensure downtown & regional centers are well connected by multi-modal transportation networks.
8. Preserve locations for future commuter rail stations & encourage transit oriented development.
9. Consider quieter, cleaner transit & delivery vehicles on State Street, and develop a delivery management plan.
10. Implement a water taxi service.
11. Plan for appropriate amounts & locations of necessary parking.
12. Explore cooperative use arrangements when parking facilities are underused.
13. Implement high density parking solutions on the edge of downtown with shuttles.
14. Limit backyard parking to residential only use.



Civic & Cultural Goals Summary

1. Downtown should be a source of civic & cultural pride, containing a concentration of vibrant culture, arts, & entertainment activities.
2. Downtown should be welcoming, accessible & safe for everyone.



Civic & Cultural Recommendations Summary:

1. Maintain and expand evening and weekend cultural activities.
2. Concentrate and link arts, cultural and entertainment activity nodes.
3. Create an interconnected pedestrian cultural arts & entertainment loop.
4. Provide cultural activities & opportunities for diverse ethnic, age and social groups.
5. Involve a diversity of people in decision-making & planning for downtown cultural activities.
6. Create a Wisconsin Idea Center near the Capitol Square & State Street.
7. Encourage the UW to integrate campus cultural life with the downtown.
8. Explore creating new activities oriented toward the lakes.
9. Integrate interpretive signage & public art to communicate local stories.
10. Support public art in a variety of sizes, styles and locations downtown.
11. Expand venues for artists to perform or display work.
12. Coordinate entertainment planning with transportation planning.

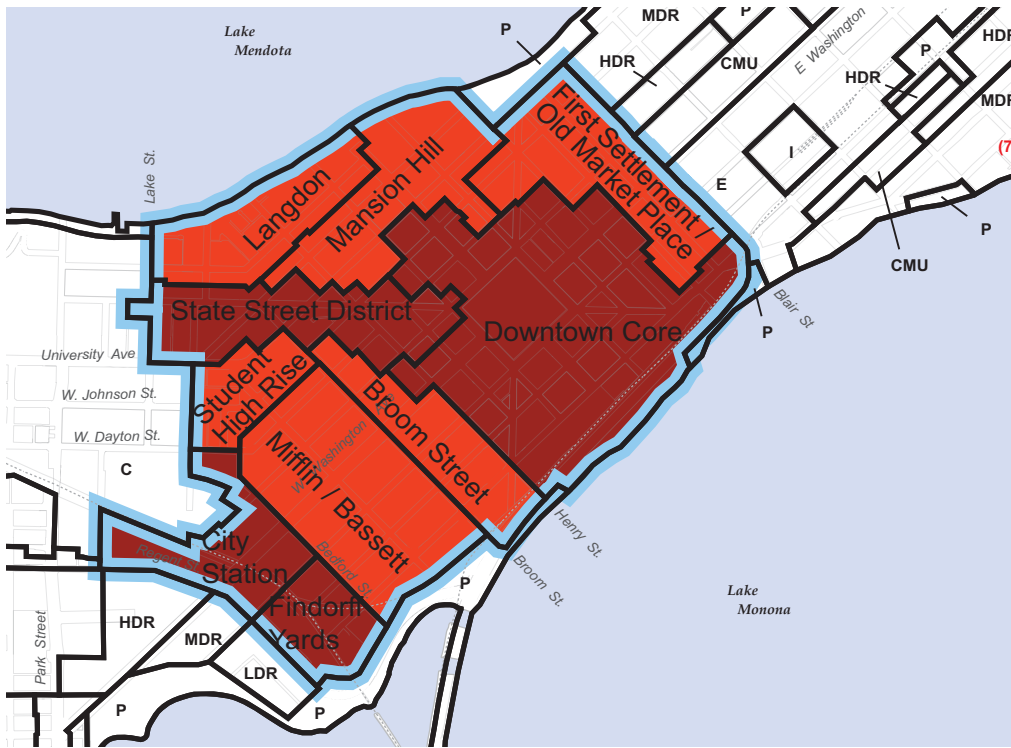
Open Space & Recreation Goals Summary

1. Downtown should have easily accessible and linked parks & open spaces.
2. Downtown should celebrate the lakes by expanding recreational opportunities & public access to & along the lakefronts.



Open Space & Recreation Recommendations Summary:

1. Maintain and improve existing parks.
2. Ensure that open space & recreation facilities are designed and located to maximize use.
3. Identify funding opportunities for open spaces & recreation facilities.
4. Identify the recreation facility needs for the downtown.
5. Balance the needs for parks & recreation facilities with increasing downtown population.
6. Improve accessibility, recreation & civic gathering opportunities at Law Park.
7. Identify opportunities to expand access to the Lake Monona & Lake Mendota waterfronts.
8. Restrict lakeshore development that would dominate/disrupt continuity of the shoreline.
9. Expand access & linkages between downtown & regional parks.
10. Encourage the expansion of lakefront paths.
11. Establish & implement a grand vision for Law Park & downtown open space connections.



Comprehensive Plan Downtown Sub-Districts

Mixed-Use Sub-Districts:

- Downtown Core
- State Street
- Findorff Yards
- City Station

Residential Sub-Districts:

- Broom Street
- First Settlement - Old Market Place
- Mansion Hill
- Mifflin - Bassett
- Student High Rise
- Langdon

Mixed-Use Sub-Districts

Downtown Core - State Street - Findorff Yards - City Station

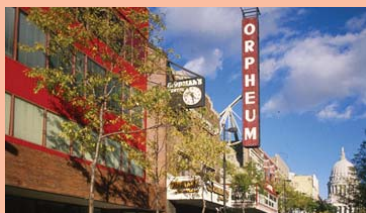
Mixed-use sub-districts generally contain a wide variety of residential, office, governmental, hotel, retail, dining, institutional, educational, community & cultural uses. They are characterized by relatively high development intensity and commonly have buildings that are taller & larger in scale.



Downtown Core Sub-District

Overview: This sub-district essentially constitutes the Central Business District of Madison. A wide variety of government, office, entertainment & cultural activities occur amongst high-quality urban design, architecture & open space amenities that foster pedestrian and transit use & create an attractive & vibrant core.

Building Heights: 2-story minimum, Capitol View height limit maximum on the Square; stepping down away from the square to reflect underlying topography.



State Street Sub-District

Overview: This predominantly cultural, dining, entertainment & shopping sub-district connects the Capitol Square to the UW campus. Design standards seek to maintain the retail continuity of State Street & preserve its mid-rise character.

Building Height: 2-story minimum, 4-story maximum on the street; 6-story maximum if the building is stepped-back.



Findorff Yards Sub-District

Overview: This sub-district includes new mid-rise office construction, as well as the adaptive reuse of the tobacco warehouses into residential uses.

Building Height: 2-story minimum, 4-story maximum.



City Station Sub-District

Overview: This sub-district has a mix of office, retail & residential uses abutting the UW campus. Redevelopment in this area will have to carefully coordinate between City and University plans.

Building Height: 2-story minimum, 5-story maximum.

Residential Sub-Districts

**Broom Street - First Settlement - Old Market Place - Mansion Hill
Mifflin - Bassett - Student High Rise - Langdon**

Residential sub-districts are primarily residential neighborhoods that contain limited non-residential uses. Although they represent the “finer grain” of downtown & contain many one-, two-, and three-family houses, development in these areas is generally more dense than other parts of the city.



Broom Street Sub-District

Overview: This sub-district is experiencing significant new development that includes tall mixed-use buildings with residential uses on upper floors. The scale of development in this district is more intensive than in the Mifflin-Bassett sub-district to the west.

Building Heights: Capitol View height limit maximum in some areas, standards that create more variety in the district will help maintain a more interesting skyline may be recommended in subsequent adopted plans.



First Settlement - Old Market Place Sub-District

Overview: This sub-district includes owner-occupied & rental dwelling units. Historic preservation & neighborhood conservation are key issues in this area. This sub-district is experiencing redevelopment which is predominantly multi-family housing.

Building Heights: 2-8 stories.



Mansion Hill Sub-District

Overview: This sub-district, just north of the Downtown Core, includes many historic structures. The historic significance of the area is a key issue. This area is comprised of a mix of owner occupied & rental housing, along with two large office buildings located on the Lake Mendota shoreline.

Building Heights: 2-story minimum, maximum established by zoning.



Mifflin-Bassett Sub-District

Overview: A key issue in this area is the scale of redevelopment among the existing two-three story student oriented dwellings. Larger infill development is a mixture of student & non-student residential and/or mixed-use buildings.

Building Heights: 2-4 stories.



Student High Rise Sub-District

Overview: The sub-district is a high-rise student housing area, abutting the UW Campus. Redevelopment should be consistent with both City & University plans.

Building Heights: Maximum of 8-10 stories, plus a 2-story bonus in some areas.



Langdon Sub-District

Overview: This sub-district is comprised mostly of UW student housing, including many sororities & fraternities. Historic preservation and neighborhood conservation are key issues here.

Building Heights: 2-8 stories



Kick Off

Beginning in April 2008, the City will commence the process of developing the Downtown Plan. This effort will start where the *Downtown Advisory Report* and the *Comprehensive Plan* left off, and build on the background, vision, objectives, policies, and recommendations contained in those documents. The process is expected to take approximately one year to develop a document to be introduced to the Common Council.

Get Involved

Multiple opportunities for individuals and groups to share their thoughts and ideas will be provided throughout each stage of the process. These are expected to include: large-format public meetings, focus groups (theme based and/or group based), a project website, a storefront project office, and newsletters, among others.

Meeting Windows

Five meeting windows are anticipated during the planning process. A meeting window is the term used to describe meetings held during a particular phase of the project. Each meeting window will have a specified purpose, topics and timeframe. The proposed meeting windows and approximate timing are described in the graph at right.

Meeting Windows

| Meeting Window | Title | Purpose | Topics | Timeframe |
|-------------------|--|---|--|----------------------------|
| Meeting Window #1 | The Big Picture: Where Have we Been? Where we are & Where are we going? | <ul style="list-style-type: none"> ● Kick Off ● Public Relations ● Education | <ul style="list-style-type: none"> ● Education on existing plans & past plans <ul style="list-style-type: none"> ■ Recommendations ■ Accomplishments ● Describe Planning Process ● Reaffirm vision of the Downtown Advisory Report ● Education on data & trends ● Validate issues & goals already identified <ul style="list-style-type: none"> ■ What's missing? ■ Prioritize? | April to May 2008 |
| Meeting Window #2 | What are the Possibilities? | <ul style="list-style-type: none"> ● Concepts | <ul style="list-style-type: none"> ● Identify broad approaches to deal with issues identified ● Evaluate positives, negatives & trade-offs of each | June to August 2008 |
| Meeting Window #3 | Charting a Course | <ul style="list-style-type: none"> ● Alternatives | <ul style="list-style-type: none"> ● Focus & Refine Alternatives ● Begin to develop recommendations | September to November 2008 |
| Meeting Window #4 | Getting Down to Action | <ul style="list-style-type: none"> ● Recommendations | <ul style="list-style-type: none"> ● Finalize recommendations ● Develop Implementation Strategy <ul style="list-style-type: none"> ■ ID Partnerships ■ ID Funding Sources ■ ID Project Leads | December to February 2009 |
| Meeting Window #5 | Putting it All Together | <ul style="list-style-type: none"> ● Plan Document Overview ● Public Relations | <ul style="list-style-type: none"> ● Tie up loose ends ● Draft Plan (<i>Public Hearing Draft</i>) for introduction to Common Council | March to April 2009 |



Downtown Plan Website:
www.cityofmadison.com/downtownplan

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