

Downtown Plan Overview & Draft Recommendations
Presented September 23, 2010

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DOWNTOWN TODAY

Downtown Madison has experienced many positive changes since the 1980s, when the last downtown planning effort was underway. The new Downtown Plan will set the stage for that momentum to continue and ensure that Downtown remains the healthy and vibrant heart of the community and region well into the future.

Although it has been over twenty years since the last comprehensive plan was done for the Downtown, much planning has occurred, including several neighborhood, small area, and specific project plans. These plans are the result of many people and groups working together over many months. The new Downtown Plan will build on these plans, but to the extent there are differences, it is intended that the new plan will take precedence and that any changes be incorporated into the other plans and the Comprehensive Plan.

The purpose of the Plan will be to describe the desired future for Downtown and provide a framework to help achieve it. It will establish a decision making framework to ensure that incremental decisions made over time (such as budgeting and land use decisions) achieve a common vision for the future. This document includes illustrations, maps, and narrative that provide an overview of the upcoming plan, as well as a complete set of draft recommendations.

DEFINING DOWNTOWN

“Downtown” means different things to different people and there is no clear consensus on the exact boundaries of Madison’s Downtown, nor does there need to be. The Downtown has traditionally been defined as the area between Lake Mendota and Lake Monona running generally between Park Street and Blair Street. The Downtown Plan will focus on this area, but recognizes and includes the critical relationships among adjacent “Downtown edge” areas and seeks to functionally and aesthetically weave them into the fabric of the Downtown.

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 and sustainable environment for the community, the region, and beyond.

BIG IDEAS

The Downtown Plan will provide a decision making framework for the next 25 years. It will include bigger, more visionary ideas as well as many less glamorous, but often just as important, statements about the community's desired future. Below is a list that highlights the Plan's "big ideas."

1 Celebrate the Lakes

The Plan will recommend reconnecting Downtown to its lakes by transforming Law Park into a signature community gathering space, beautifying the approach to Downtown along John Nolen Drive, establishing a path along Lake Mendota connecting James Madison Park to the UW Memorial Union and Picnic Point, and preserving views of the lakes.

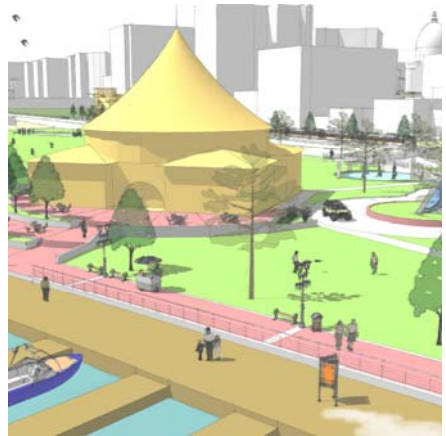


John Nolen Drive Corridor

Lake Mendota and Lake Monona provide a unique setting for Downtown. Increasing access to the lakes and enhancing their visibility were the highest overall priorities for participants in this planning effort. People engage the lakes in many ways from passively viewing them from afar, to walking, jogging or biking along their shores, to fishing, and boating on them. However, Downtown does not take full advantage of these resources. Many of the views of the lakes from within Downtown have been eliminated or reduced and barriers to public access, such as busy streets, have been created. Private lakefront development-- particularly along Lake Mendota-- limits the opportunities to create a continuous path like the one that exists along Lake Monona. Where public access does exist, it is often not designed to encourage public use. Water quality also affects people's desire to use the lakes.



Lake Monona - Law Park



Lake Monona - Law Park



Lake Monona – Broom Street Gateway



Lake Monona – Broom Street Gateway



John Nolen Drive Overlooks and Path Improvements



Lake Monona – Brittingham – North Shore



Lake Mendota Path and Langdon Pedestrian Walkway



Lake Mendota Path



Lake Mendota Path

2 Post Card Views

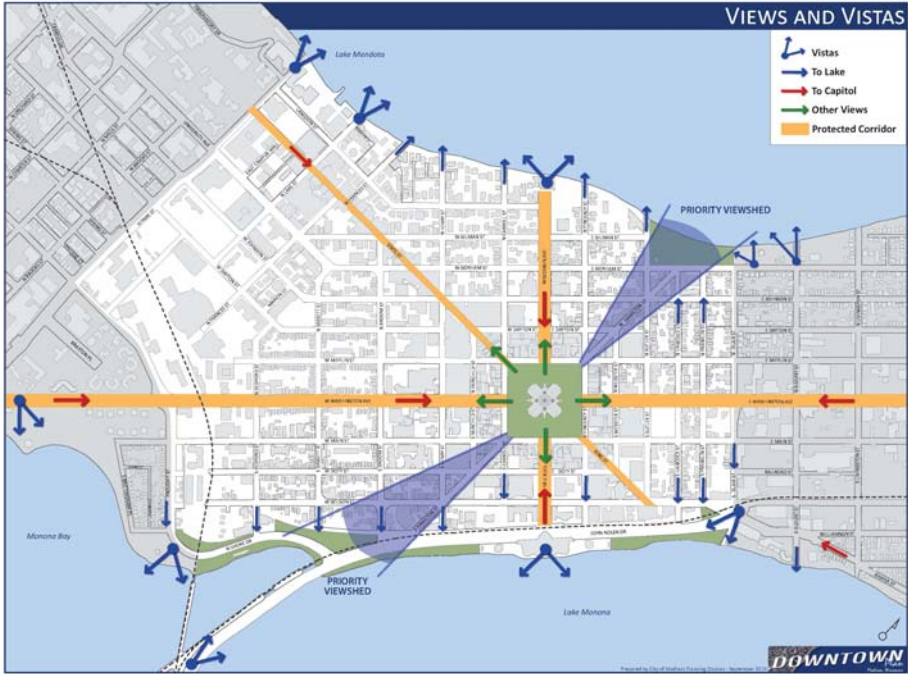
The Plan will seek to maintain the dramatic views of the skyline and Capitol. It will recommend establishing a set of standards addressing building characteristics such as height, setbacks, and stepbacks to help achieve this goal.

Preserving views of the skyline and Capitol, including buildings that reflect the underlying topography, is also a priority. A city's skyline often serves as its signature-- an identifiable perspective that is unique to that community. That is certainly the case in Madison where Downtown's location on a narrow Isthmus between two lakes with a hill where the Capitol sits provides many opportunities for "postcard views" of the skyline. In fact, one reason that Madison was chosen as the location for the State's Capitol was because of a natural setting that few cities in the world can match. The view of the Capitol dome has been generally protected by State statute and City ordinance that limits the height of buildings within a one mile radius. Over time, buildings have been constructed to this limit resulting in a "table topping" of the skyline that masks the underlying topography and pinches view corridors to and from the Capitol Square.



Lake Monona Skyline

VIEWS AND VISTAS



MAXIMUM BUILDING HEIGHTS



③ New Transportation Center

A new transportation center near Monona Terrace will allow for easy transfer among intercity high speed passenger rail, future commuter rail, car, bike, city bus and intercity bus. This new facility will be a catalyst for a new underground parking facility, public market, bike station, and further investment in the surrounding area.

The recent announcement that an intercity high speed rail station will be located at the State Department of Administration Building presents many opportunities to establish an intermodal transportation center that would facilitate getting to, from and around Downtown, and be an important piece of the larger transportation approach.



*High Speed Passenger Rail Station
(Illustration by WisDOT)*

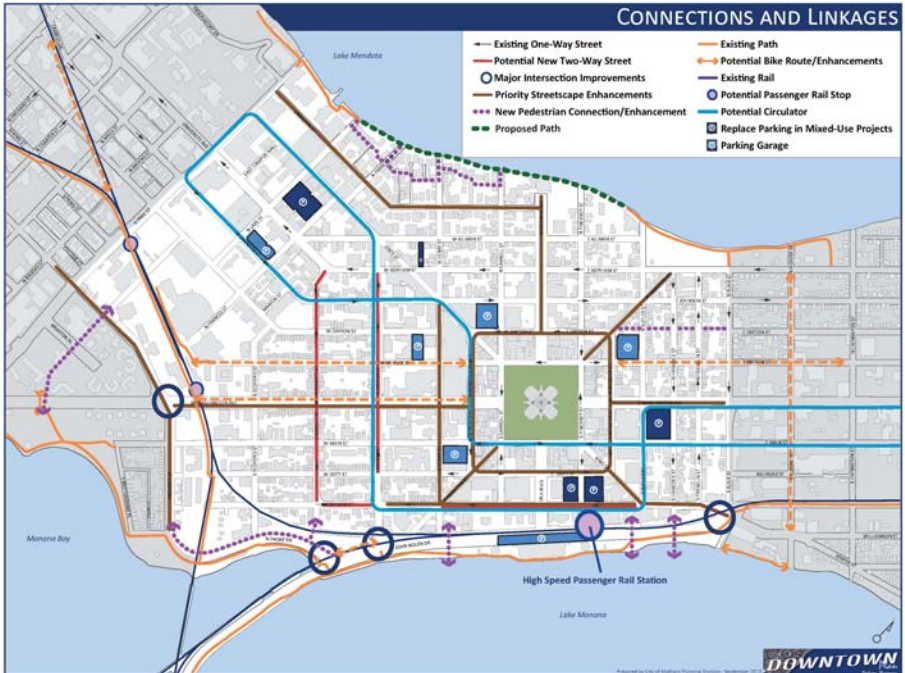


Station Area Massing Study

4 Getting To, Through and Around Downtown

The Plan will make some preliminary recommendations for transportation improvements, but also recommend that a comprehensive transportation and parking study be conducted to clearly define the interrelated issues and the pros and cons of making any changes, and identify more specific ideas that it should consider.

Due largely to its Isthmus location, diagonal streets, and one-way street system, Downtown can sometimes be a challenging place to get to and through. The need to accommodate a large number of vehicles in the confined area without building additional streets or adding lanes led to the conversion of several streets to a one-way configuration many years ago. What worked to address traffic problems decades ago may not be the best solution for the current situation and looking into the future. The street system has presented challenges for people finding their way around Downtown-- particularly for the significant number of visitors and tourists who are not at all familiar with the city. This also presents issues for bicyclists and pedestrians. Parking is an important component of this equation as well. However, simply changing streets back to two-way and creating more parking is not without consequences and the ripple effect of such changes needs to be fully understood before significant changes are made.



5 A Model of Sustainability

Sustainability will be a major emphasis of the Plan. It will include numerous recommendations that provide for a mix of uses in higher density developments, a variety and mix of housing types, preservation of existing structures, multimodal transportation options with intermodal connections, and easily accessible jobs, goods and services. Objectives and recommendations directly related to sustainability will be noted in the following sections of this document with a “*”.

No other portion of the community is inherently more sustainable than Downtown. In this context, sustainability generally refers to using resources wisely so as not to impede future generations’ ability to do the same. This has long been a value of the community and the City has committed many resources over the years to expand the collective environmental conscience. While the list of actions to make Downtown, or any community, more sustainable is literally endless, there are many specific recommendations in the Plan to advance this goal.

6 A Collection of Special Places

The Plan will celebrate the variety of places that comprise the Downtown by articulating what makes them unique and identifiable. It will include recommendations to preserve, enhance, and/or transition these neighborhoods and districts over time.

Downtown is a collection of great neighborhoods and districts. However, it is much more than that, because Downtown is truly more than just the sum of its parts. It is the quilting together of these unique places and the relationships among them is what creates the vitality that Madison’s Downtown is known for. This Plan will seek to strengthen the individual identities of these neighborhoods and districts, while recognizing that they are not static, but continually changing.



7 Embracing the Past

The Plan will embrace Downtown’s heritage by strengthening the preservation of its historic structures and districts. To do this, a more comprehensive approach is necessary to provide a complete historic district experience for those areas, including restored buildings, distinctive streetscape amenities, and a measured amount of new development that preserves and reflects these historic attributes.

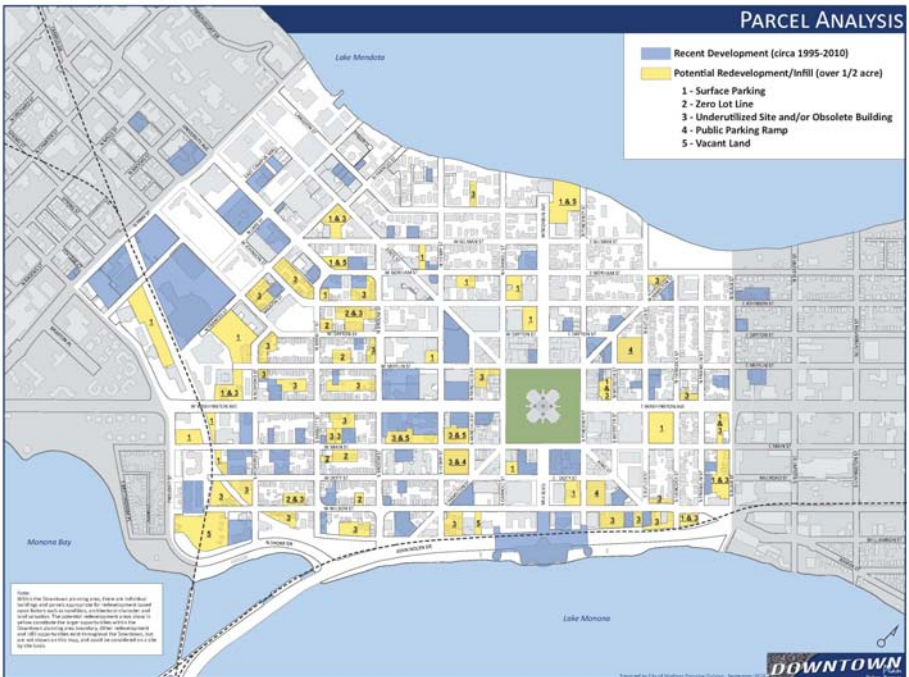
Downtown is home to the majority of the city’s historic resources. Sometimes these are dramatic structures that are iconic within the community, and sometimes they are a smaller collection of historic houses, but they all contribute to the uniqueness of the Downtown. It has long been the City’s policy to protect these resources.



③ Room to Grow

The Plan will accommodate a significant amount of new development that is critical to the vibrancy of Downtown and its neighborhoods. It will identify numerous larger sites on which redevelopment and infill could occur, and outlines some parameters for new development in an attempt to provide additional predictability for property owners, developers, businesses, and residents. An estimated 4,000-5,000 new residential units and 4-5 million square feet of new commercial (office, retail, etc.) will be provided for in the Plan.

Downtown offers some of the best opportunities in the region for new private investment. Its desirability as a place to live and work continues to be strong, but development in built-up urban areas can be challenging. Providing a higher level of predictability (such as having a current plan articulating expectations and policies) can help manage expectations.



9 Mifflin Area Reenergized

The Plan will recommend an approach that will evolve a strong sense of place by preserving the existing character while introducing a significant amount of new development. The concept is built on the existing pattern of building forms on Mifflin Street and West Washington Avenue and combines rehabilitating houses, moving houses, and demolishing some structures to provide redevelopment that will breathe new life into this area. A central feature of this concept is a new ‘urban lane’ that will be built between West Washington Avenue and West Mifflin Street. This new pedestrian-friendly corridor will include sidewalks, street trees, pedestrian level lighting, and be lined with new buildings. It will also provide vehicular access to residents of these new buildings.

The West Mifflin Street area possesses a strong sense of identity within the community. Whether it’s rooted in the area’s historic ties to the 1960s counter culture or the annual block party, people feel strongly about the future of this area and its potential to contribute to the overall vitality of the Downtown.



Mifflin Area Concept



Mifflin Area Massing Study



Mifflin Area Urban Lane

10 New Neighborhood Park

A new park is proposed to be established on the block bounded by West Johnson, North Bassett, West Dayton, and Marion Streets. The park is envisioned as approximately 1-3/4 acres in size and will be well-manicured, but lightly-programmed. It will complement the existing hotel located on the block and provide much needed open space in this park deficient segment of Downtown.

Many properties in the immediate area have redeveloped during the past decade with large buildings that provide little to no open space for residents. This block is well located to serve the hundreds of student-oriented residential units built in the vicinity, as well as the hundreds of additional units accommodated by this Plan.



Proposed New Park



Proposed New Park

OBJECTIVES & RECOMMENDATIONS

The remainder of this document includes objectives and recommendations for each of the theme areas, as well as for individual neighborhoods and districts.



LAND USE & URBAN DESIGN

Objective 1: Preserve views of, to, and from the Downtown that reflect the natural topography and enhance views of the skyline, Capitol, lakes, and other important vistas.

Recommendation 1.1: Establish maximum building heights as shown on the Maximum Building Heights Map into the Zoning Ordinance to provide variety and reflect and enhance the topography of the site.

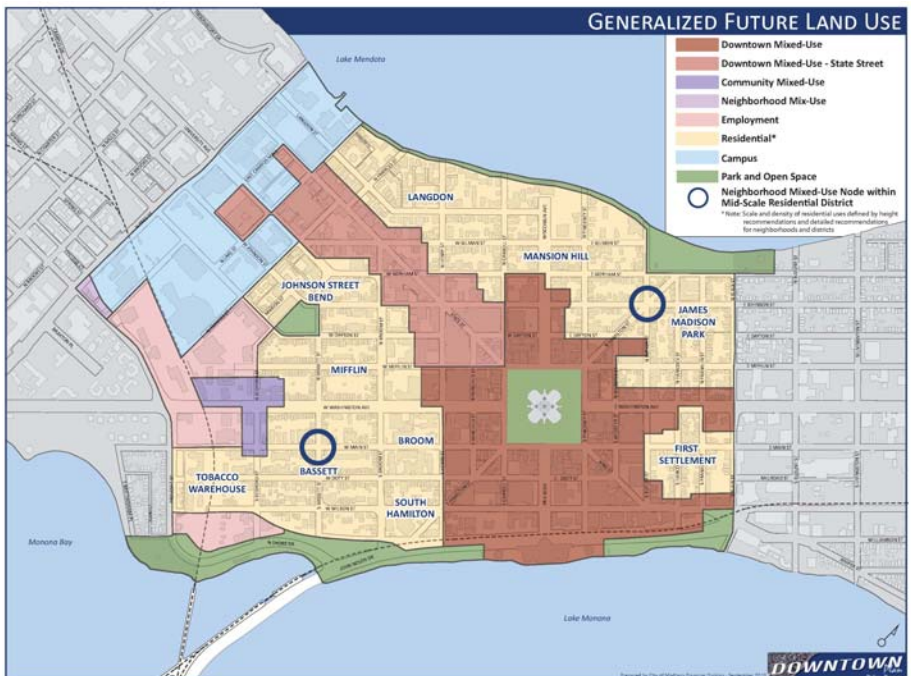
Recommendation 1.2: Incorporate building height, setback and stepback requirements as provided for in this Plan into the Zoning Ordinance that will preserve and enhance the identified priority view corridors.

Recommendation 1.3: Establish building design standards that result in taller buildings having interesting and varied upper stories and tops.

Objective 2: Provide a more clear and consistent decision-making structure for the review of proposed development.

Recommendation 2.1: Utilize the Downtown Plan to provide the overall framework for physical development Downtown.

Recommendation 2.2: Amend the Generalized Future Land Use Plan and the Downtown Sub-District descriptions within the *Comprehensive Plan* where necessary to reflect the recommendations of this Downtown Plan.



Recommendation 2.3: Amend adopted neighborhood plans where necessary to be consistent with and reflect the recommendations of this Downtown Plan.

Recommendation 2.4: Create zoning districts within the Zoning Ordinance that are designed to effectively and efficiently implement the recommendations of this Downtown Plan.

Objective 3: Preserve historic buildings and groupings of buildings that contribute to the essential character of Downtown and its neighborhoods.

Recommendation 3.1: Review, and if necessary, revise the requirements of the Mansion Hill and First Settlement Local Historic Districts to better reflect their uniqueness, protect contributing structures, and identify opportunities for compatible new development that would strengthen those neighborhoods for the long term.

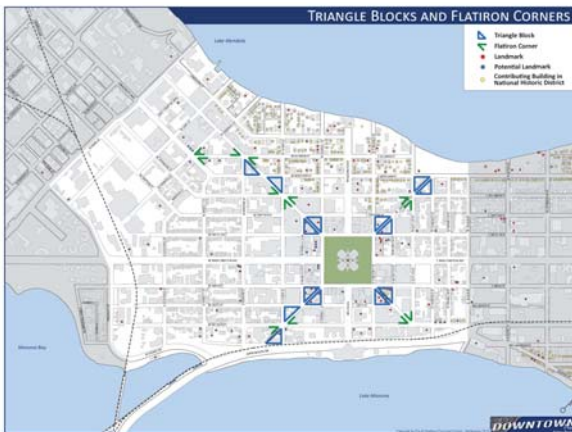
Recommendation 3.2: Establish Local Historic Districts and Neighborhood Conservation Districts as identified in the Neighborhoods and Districts Section of this Plan.

Recommendation 3.3: Preserve and restore landmark buildings. *

Recommendation 3.4: Study the creation of financial incentives, such as a local property tax credit program and small cap tax increment finance (TIF) program, for the renovation and restoration of local landmarks and properties in local historic districts.

Recommendation 3.5: Nominate as local landmarks those buildings identified in the *Downtown Historic Preservation Plan* (1998) as being eligible.

Recommendation 3.6: Preserve triangle blocks and associated flatiron buildings and ensure that new development on parcels with acute angles follow that building form.



Flatiron Building

Recommendation 3.7: Reinforce the identity of all Downtown historic districts with distinctive streetscape amenities, such as special streetlights, street signs, street tree selection, and terrace treatments, that helps create a clear definition that these districts are, in fact, special.

Recommendation 3.8: Ensure that owners of historic properties are well informed about the Landmarks Ordinance through direct mailings and by working with the Building Inspection Division to distribute applicable historic district and/or local landmark requirements during inspections.

Recommendation 3.9: Partner with the Building Inspection Division to conduct more frequent systematic property and building inspections to make sure that historic properties are in compliance with Landmarks Ordinance standards.

Recommendation 3.10: Step up enforcement of the Landmarks Ordinance, including amending the City Code to allow staff to issue tickets for violations.

Recommendation 3.11: Work with the State Historical Society on creating National Register Historic Districts that are coterminous with local historic district boundaries to take advantage of State tax credit incentives and reduce confusion.

Objective 4: Encourage higher density infill and redevelopment that is context-sensitive and complements and connects to the area in which it is proposed. *

Recommendation 4.1: Direct development to locations recommended for buildings of that height and scale in this Plan.

Recommendation 4.2: Establish design standards to promote high quality architecture for new buildings, including durable materials, a high level of craftsmanship, and appropriate design details.

Recommendation 4.3: Work with the owners of properties with good redevelopment potential as identified on the Parcel Analysis Map to achieve the goals and objectives of this Plan.

Objective 5: Emphasize primary civic and gateway streets through design that reflects their importance in the community.

Recommendation 5.1: Maintain the special character of West Washington Avenue, including the preservation of wide terraces with mature canopy trees.

Recommendation 5.2: Continue the East Washington Avenue streetscape enhancements from Blair Street to Capitol Square.

Recommendation 5.3: Enhance the Wisconsin Avenue streetscape through improvements such as ornamental area and pedestrian lighting, landscaping, and other amenities.

Objective 6: Enhance the pedestrian realm provided by Downtown streets, and their associated rights-of-way, so that they are beautiful, interesting, engaging, safe, and comfortable public spaces.

Recommendation 6.1: Create a palette of streetscape amenities to reflect the Streetscape Typology Map for Downtown streets.



Recommendation 6.2: Establish building setback and/or build-to line requirements in the Zoning Ordinance that reflect the character of the areas in which the property is located. As a general rule, buildings in residential areas should be set back between 8 and 18 feet from the front property line, and buildings in mixed-use or non-residential areas should be set back between 0 and 10 feet from the front property line.

Recommendation 6.3: Establish building stepback requirements in the Zoning Ordinance that reflect the character of the areas in which the property is located. As a general rule, a stepback should be considered for street facades after the third or fourth story for buildings taller than five stories.

Objective 7: Strengthen and encourage mixed-use neighborhood nodes at locations specified within this Plan. *

Recommendation 7.1: Concentrate ground floor commercial uses at specific neighborhood nodes identified in this Downtown Plan, rather than dispersing them throughout the area.

Recommendation 7.2: Provide enhanced streetscape amenities at these nodes, such as bump outs at intersections, wider sidewalks, benches, bike racks, enhanced terrace treatments, and more landscaping, etc.

Objective 8: Ensure that Downtown's urban forest continues to flourish. *

Recommendation 8.1: Maintain tree lined streets by requiring new development to plant shade trees within the terrace and that the City fill gaps by replacing missing terrace trees with new shade trees.

Recommendation 8.2: Require a diversity of species for street trees to add interest and protect against infestations and diseases.

Recommendation 8.3: Require new development to provide space and plant trees in side and/or rear yards, as well as in the front yard.

Recommendation 8.4: Consider establishing a tree preservation ordinance.

Objective 9: Build upon the inherently sustainable aspects of compact Downtown development and transportation systems as embodied in this Downtown Plan. *

Recommendation 9.1: Reduce the City's environmental impact by expanding and funding building, landscape, and infrastructure improvements that utilize sustainable building technologies and advance the City's sustainability plans. *

Recommendation 9.2: Develop municipal pilot projects in the Downtown to showcase energy efficiency, renewable energy, and green building practices. *

Recommendation 9.3: Promote green building design, development, and rehabilitation practices that continue to emphasize the Downtown as a model for sustainability. *

Recommendation 9.4: Provide property owners and developers with education, guidance and technical support on sustainable building practices and construction techniques. *

MOVING AROUND

Objective 1: Establish and enhance connections between the Downtown and other cities.

Recommendation 1.1: Develop a high speed passenger rail station at the State Department of Administration Building at the corner of East Wilson and Pinckney Streets that also considers incorporating within, or in close proximity, a bicycle station, intercity and Madison Metro bus service, commuter rail, and parking.

Objective 2: Expand and enhance public transit options to provide flexible and efficient service within Downtown and connections to other parts of the community. *

Recommendation 2.1: Support the efforts of the Dane County Regional Transit Authority to provide and coordinate enhancements to transit services within the metropolitan area. *

Recommendation 2.2: Establish a commuter rail system and other forms of high capacity express transit. *

Recommendation 2.3: Preserve the following locations, identified in the Downtown Plan, for rail-based transit stations: Union South, West Washington Avenue/Kohl Center, and Monona Terrace.

Recommendation 2.4: Encourage high-density transit-oriented development near major transit station locations. *

Recommendation 2.5: Expand the Madison Metro bus system to incorporate regional approaches such as bus rapid transit and express bus routes tied to remote park and ride lots. *

Recommendation 2.6: Enhance Madison Metro bus system passenger amenities, such as installing additional bus shelters and making upgrades around the outer loop.

Recommendation 2.7: Utilize intelligent transportation system technology (i.e., traveler information), and other improvements.

Recommendation 2.8: Develop a Downtown circulator transit system to connect major destinations within the Downtown, and to connect Downtown locations to adjacent activity and employment centers, including the University of Wisconsin campus, the Park Street Health Care Main Street, and the Capital East District.

Objective 3: Improve and expand bicycle facilities through the creation and enhancement of bike routes, paths, and amenities. *

Recommendation 3.1: Seriously consider and evaluate the impacts of making improvements to one-way streets to facilitate bicycling as follows:

1. 100 block of East Main Street.
2. 100 block of South Pinckney Street.
3. 100 block of East Mifflin Street.
4. 100 block of West Main Street.
5. 200 block of West Doty Street.
6. 100 block of South Carroll Street.

Recommendation 3.2: Seriously consider and evaluate the impacts of adding bike lanes as follows:

1. West Washington Avenue from the Southwest Path to Fairchild Street or to Carroll Street.
2. East Washington Avenue from Blair Street to Webster Street or to Pinckney Street.
3. Broom Street from John Nolen Drive to Gorham Street.
4. Bassett Street from Main Street to Wilson Street.
5. On streets converted from one-way to two-way, bike lanes on both sides and in both directions are desirable.

Recommendation 3.3: Seriously consider and evaluate the impacts of making bicycle connections through pedestrian-only areas where bicycling is currently prohibited, as follows:

1. 100 Block West Mifflin Street.
2. 100 Block North Carroll Street.

Recommendation 3.4: Continue to implement the recommendations of the Platinum Bicycle Committee, including constructing bike stations on the east and west sides of the Downtown or one centrally located (as part of the consideration of a multi-modal transportation terminal), and in conjunction with individual redevelopment projects and the construction/reconstruction of parking structures.

Recommendation 3.5: Continue to implement enhancements to Downtown’s bicycle infrastructure, such as bike boxes and bike stoplights.

Objective 4: Improve pedestrian connections by creating and improving sidewalks and multi-use paths to make it easy, safe, convenient, and comfortable to walk Downtown. *

Recommendation 4.1: Provide streetscape enhancements to selected Downtown streets to improve the design and aesthetics and to provide additional pedestrian amenities.

1. Improve the outer loop in the near term focusing on aesthetic enhancements, pedestrian lighting, bump-outs, landscaping, benches, and safety improvements for pedestrians and transit users, including bus stop areas and shelters.
2. Give priority to additional streets for aesthetic improvements:
 - a. Wilson Street
 - b. King Street
 - c. Langdon Street
 - d. Henry Street
 - e. North and South Hamilton Streets
 - f. Proudfit/Regent Streets



Outer Loop Streetscape and Safety Improvements

Recommendation 4.2: The following additional pedestrian paths and sidewalks should be pursued within the 25-year planning period. *

1. Continue the phased implementation of the Lake Mendota pedestrian-bicycle path between the Memorial Union and James Madison Park through the acquisition of additional easements as redevelopment projects occur and as opportunities present themselves. Consider the use of TIF financing.
2. Establish a formal midblock walkway between Langdon Street and Lake Mendota through the acquisition of additional easements as redevelopment projects occur and as opportunities present themselves. Consider the use of TIF financing.
3. Construct sidewalks along the north side of North Shore Drive extending from John Nolen Drive to Proudfit Street, including an additional connection from this sidewalk across the railroad tracks connecting to Bassett Street.
4. Pursue better connections across John Nolen Drive at Hamilton Street and Hancock Street as redevelopment projects within those areas occur.
5. Enhance linkages to the East Campus Mall by adding pedestrian connections south from Regent Street to West Washington Avenue through the Triangle neighborhood to Brittingham Park.
6. Promote safe routes to school and increase connectivity by extending the mid-block sidewalk aligned with East Dayton Street between Franklin and Webster Streets.



Langdon Mid-block Pedestrian Walkway

Objective 5: Enhance the street system to accommodate the efficient movement of vehicles, bicycles and pedestrians.

Recommendation 5.1: Seriously consider and evaluate the impacts of converting the following streets from one-way to two-way:

1. Wilson Street – between Bassett and Broom Streets, and between Henry and Butler Streets.
2. Broom Street – between West Doty and West Gorham Streets.
3. Bassett Street – between West Wilson and West Gorham Streets.

Recommendation 5.2: Improve the following intersections to facilitate efficient traffic movement and to enhance the ability for pedestrians and bicyclists to cross the streets and to improve the overall aesthetics of these key gateway locations:

1. John Nolen Drive, Williamson Street and Blair Street
2. John Nolen Drive, North Shore and Broom Street
3. West Washington Avenue and Regent Street
4. West Washington Avenue and Park Street

Recommendation 5.3: Restripe West Washington Avenue between Bedford Street and Henry Street as a two lane facility with on-street parking, bike lanes, and turn lanes and intersections, without reducing the width of the terraces.

Objective 6: Provide a balanced approach to parking that meets the needs of businesses, residents, workers, and visitors.

Recommendation 6.1: The City should continue to evaluate the need to provide on-site parking on a project by project basis and not establish specific parking requirements for Downtown development in the Zoning Ordinance.

Recommendation 6.2: Backyard parking within residential neighborhoods Downtown continues to be a problem. Commuter parking, not allowed by the City's Zoning Ordinance, is prevalent throughout the Downtown in residentially zoned backyards. As redevelopment occurs, this problem has been and should continue to be addressed.

Recommendation 6.3: Consider expanding the use of certain Madison Parking Utility facilities to allow overnight parking by Downtown residents.

Recommendation 6.4: Evaluate alternative financing options for new Madison Parking Utility parking structures since parking revenue bonds limit the ability of the Parking Utility to enter into long-term leases with private entities for spaces within parking structures.

Recommendation 6.5: Consider giving priority in Madison Parking Utility facilities to car pools, van pools, and hybrid vehicles. *

Recommendation 6.6: Begin planning for the future provision of recharging stations in Madison Parking Utility facilities for use by electric vehicles. *

Recommendation 6.7: Locate replacement parking underground as existing parking structures and surface lots are reconstructed. Where this is not possible, above ground facilities should be screened from street view with liner buildings. Upper stories of parking structures may be permitted at the street if designed to simulate a building facade. Private parking structure development should follow the same policies as public structures.

Recommendation 6.8: The City should partner with private entities whenever possible to realize the development potential of parcels occupied by existing public parking structures and surface lots. Air rights can be made available for private development.

Objective 7: Encourage the preparation of transportation demand management (TDM) plans by major employers within and adjacent to Downtown to increase employee options and promote efficient use of public and private transportation resources. *

Recommendation 7.1: The Madison Area Transportation Planning Board's (the Metropolitan Planning Organization for the urbanized area) should continue to emphasize TDM services, including its ride-matching program. *

Recommendation 7.2: Require TDM plans for major developments as part of the development approval process. *

Recommendation 7.3: Consider the formation of a Transportation Management Association (TMA) within the Downtown area as a mechanism to organize individual employers and administer TDM initiatives. *

Objective 8: Improve the comprehensive wayfinding system to assist users of all transportation modes navigate to, through, and around Downtown.

Recommendation 8.1: The City should fund, through the Capital Budget, a project to update the current wayfinding system.

Recommendation 8.2: Improve wayfinding to and from the regional highway network, including enhanced signage directing visitors to major Downtown employers and destinations, including the University of Wisconsin.

Recommendation 8.3: Improve pedestrian wayfinding in the Downtown to make it easier for people to navigate the street system to get to important community assets, locations, and destinations.

Recommendation 8.4: Evaluate parking structure signage and wayfinding to and from structures as part of an evaluation of the City’s Downtown wayfinding/signage system, including the introduction of additional smart parking technology within structures to provide additional information (such as the number and location of available parking stalls) to users as they approach and circulate within structures.

Objective 9: Coordinate the recommendations from the transportation studies and plans recently completed and currently underway, including: *Transport 2020, Madison Streetcar Study, Platinum Bicycle Committee recommendations, Final Report of the Long-Range Metro Transit Planning Ad Hoc Committee, Parking Utility Strategic Plan and Policies, Dane County Regional Transportation Plan, Capitol Gateway Corridor Plan, and Intercity Passenger Rail Plan*, as well as the *Comprehensive Plan*.

Recommendation 9.1: Prepare a comprehensive multi-modal Downtown/Isthmus transportation plan and parking strategy, using the following information as a basis for a scope of services for the plan:

1. Establishing a realistic vision, expectations and strategy for how people and goods will move to, through and around the Isthmus in the future (a 25-year planning horizon is recommended).
2. Focus on maximum interoperability between present / future modes.
3. Introduce a fiscal policy perspective, with assessments of available funding, to balance investments across all modes.
4. Integrate Downtown and Isthmus transportation planning recommendations with the land use recommendations included in adopted plans, including the Comprehensive Plan, Downtown Plan, Corridor Plans, Neighborhood Plans and Special Area Plans.
5. Consider localized, neighborhood, Downtown, Isthmus, and community-wide implications in evaluating alternatives for circulation and other transportation systems.
6. Evaluate the effects of converting Downtown streets identified in this plan from one-way to two-way operation.
7. Identify and evaluate a Downtown circulator system route and the appropriate mode, considering a larger Isthmus-wide service area and additional growth centers (i.e., Park Street and East Washington Avenue) and including a service schedule with frequent dependable service. The evaluation of a circulator system could be part of a follow-up Downtown/Isthmus Transportation Plan. A Downtown/Isthmus circulator could be identified as a future improvement phase within the context of serving the city with commuter rail, enhanced bus rapid transit, and intercity passenger rail.

DOWNTOWN LIVING

Objective 1: Create strategies to encourage a greater diversity of living options by providing a variety of housing types, sizes, and prices throughout the Downtown.

Recommendation 1.1: Work with major downtown employers (hospitals, government, University) on strategies to encourage housing for all segments of their workforce in/near downtown. *

Recommendation 1.2: Provide incentives for the conversion and rehabilitation of long time rental housing to owner-occupancy, targeting the James Madison Park, Mansion Hill, and Bassett Neighborhoods.

Objective 2: Encourage housing opportunities for families with children throughout the Downtown.

Recommendation 2.1: Encourage more modern, larger units (2-3 bedrooms) in new multi-family developments and include true usable outdoor open space.

Recommendation 2.2: Concentrate family-supportive housing in areas closest to elementary schools, such as the James Madison Park District, which is in walking distance to Lapham Elementary School. *

Recommendation 2.3: Encourage the Madison Metropolitan School District to maintain and enhance quality neighborhood schools in/near Downtown neighborhoods. *

Recommendation 2.4: Support the creation of day care facilities within the Downtown to support people living and working Downtown. *

Objective 3: Continue to provide a range of housing prices and rents to include units affordable to low- and moderate-income households.

Recommendation 3.1: Require a mix of unit sizes and prices in new development.

Objective 4: Provide decent, safe, and affordable housing that is conveniently located for large student populations. *

Recommendation 4.1: Ensure adequate communication among the City, University, landlords, and local property managers on issues of building inspection, safety, property upkeep, and rights/responsibilities of tenants.

Recommendation 4.2: Work with the University to plan for, and coordinate on issues related to, future student housing needs.

Objective 5: Provide Downtown housing opportunities for seniors.

Recommendation 5.1: Encourage housing that incorporates senior-friendly design that allows older adults to be able to age in place.

Recommendation 5.2: Work with the University on developing suitable locations for “alumni housing” for senior alums.

Recommendation 5.3: Encourage community activities for all ages, including those that are suitable for older adults, near senior housing, including supporting Madison Senior Center activities.

Objective 6: Support the provision of necessary services for special needs populations living Downtown.

Recommendation 6.1: Seek to provide Downtown housing options for special needs populations near/at locations where support services are available.

Recommendation 6.2: The City should work with service providers to coordinate services for special needs populations in the Downtown.

Objective 7: Continue to provide and enhance a safe living environment in all portions of the Downtown.

Recommendation 7.1: Conduct more frequent building and property code inspections and expand to include enforcement of the Zoning Ordinance and Landmarks Ordinance where applicable.

Recommendation 7.2: Consider adopting a higher level of building and property maintenance requirements within the Downtown.

Recommendation 7.3: Create safer pedestrian and living experiences through lighting, and Crime Prevention through Environmental Design (CEPTED) techniques.

DOWNTOWN WORKING & BUSINESS

Objective 1: Create a vibrant, engaging Downtown environment where businesses want to locate and workers want to work, and which fosters creativity and entrepreneurship.

Recommendation 1.1: Improve accessibility for employees, customers, suppliers, etc., to easily get to and move around within the Downtown.

Recommendation 1.2: Provide a range of suitable locations for multiple types of businesses as shown in the Generalized Future Land Use Plan Map.

Recommendation 1.3: Provide housing that is attractive and affordable to individuals working Downtown.

Recommendation 1.4: Provide additional retail, service, and entertainment uses to support downtown living and working. *



Objective 2: Maintain Downtown as an important regional employment center by providing suitable locations for the formation and expansion of basic sector businesses, including the State of Wisconsin.

Recommendation 2.1: Direct most business development to locations planned for employment and mixed-use locations as recommended in this Downtown Plan, and away from locations primarily recommended for other uses (such as residential neighborhoods).

Recommendation 2.2: Provide locations for larger, taller office developments (including government offices) as recommended in this Downtown Plan.

Recommendation 2.3: Provide locations for smaller scale employment uses (for example, allowing some upper-story residential uses along State Street to become commercial spaces, or encouraging loft and flex buildings) as recommended in this Downtown Plan.

Recommendation 2.4: Create strong linkages to and among major Downtown edge employment centers.

Recommendation 2.5: Address employee parking needs as part of a multi-modal transportation approach.

Objective 3: Integrate and create synergies with existing and planned Downtown edge commercial centers with other Downtown employment locations to create additional business sites, including the East Washington Avenue corridor, University of Wisconsin, Regent Street – South Campus area, and the “Health Care Main Street” on Park Street.

Recommendation 3.1: Improve transportation linkages (including for bicycles and pedestrians) and the ease and speed of movement among Downtown and Downtown edge employment areas.

Recommendation 3.2: Develop a system of transportation improvements to facilitate the ability to circulate among Downtown edge destinations.

Recommendation 3.3: Develop gathering places and community activity centers within and near major employment concentrations to foster interaction and engagement among Downtown employers.

Objective 4: Enhance the attractiveness of the downtown retail sector to Downtown workers, residents, and visitors.

Recommendation 4.1: Fill “gaps” in the availability of retail goods and services by creating and expanding retail nodes conveniently located near employment or residential use areas. *

Recommendation 4.2: Identify and support potential locations for retail uses requiring a relatively-larger floor area.

Recommendation 4.3: Fill in retail (including eating and drinking establishments) gaps at defined locations, such as State Street, King Street, and the Capitol Square, where such active uses can help create engaging pedestrian corridors.

Recommendation 4.4: Encourage neighborhood-serving convenience uses at key locations as identified in this Downtown Plan. *

Recommendation 4.5: Create additional affordable short-term parking at select locations to support retail uses.

RECREATION / CULTURE / ENTERTAINMENT



Objective 1: Create additional park land and enhance existing parks.

Recommendation 1.1: Develop a new park on a portion of the block bounded by West Johnson, Bassett, West Dayton, and Marion Streets to meet the needs of the underserved high-density housing at this location. *

Recommendation 1.2: Prepare new master plans for James Madison Park and Brittingham Park to make sure they are designed and programmed to meet the needs of residents of an increasingly dense Downtown.

Recommendation 1.3: Upgrade the open space at North Shore Drive, John Nolen Drive, and Broom Street to improve its aesthetics as a gateway into the Downtown, and to enhance its connectivity and use, including redesigning the dog park.

Recommendation 1.4: Create pocket parks as gathering places that can become neighborhood assets at key locations throughout the Downtown.

Recommendation 1.5: Promote the development of private and quasi-public outdoors spaces (such as plazas with landscaping and seating) and consider requiring them as part of large-scale Downtown development projects.

Recommendation 1.6: Create strong linkages to Central Park.

Objective 2: Expand and enhance public access and recreational opportunities to and along the Downtown lakefronts.

Recommendation 2.1: Transform Law Park to make it a signature park for the City, including limited filling to expand the shoreline, a boathouse or enclosed activity center reflecting the Frank Lloyd Wright design, safe pedestrian connections, sustainable practices, transient boat docking, fishing pier, festival grounds, boat rentals, and similar features.

Recommendation 2.2: Improve the streetscape and public land along John Nolen Drive from Olin-Turville Park to Blair Street to make a more formally-designed, unified, connected and active urban lakefront and approach to Downtown.

Recommendation 2.3: Complete a public path system along Lake Mendota as recommended in the Moving Around section of this plan, including enhancing connections to it through the redesign of the intersecting street ends. *

Recommendation 2.4: Create short-term docking facilities for boaters visiting the Downtown.

Recommendation 2.5: Explore opportunities for Downtown residents to keep and dock boats nearer to their residence.

Recommendation 2.6: Showcase sustainability practices in Downtown parks through measures such as in minimizing stormwater runoff and developing wind turbines and solar power. *

Recommendation 2.7: Explore activating the Brittingham Beach and James Madison Park Beach areas through partnerships that may include rentals of small sailboats, canoes and kayaks and enhance them as destinations by establishing food vending and/or coffee shops.

Objective 3: Interweave public art that evokes a sense of place and expresses Madison’s cultural diversity into the fabric of Downtown through “art in city building,” which focuses on integrating art into public projects.

Recommendation 3.1: Include artists on design teams for new Downtown public spaces, buildings, parks, streetscapes, and pedestrian/bicycle paths undertaken by the City.

Recommendation 3.2: Locate signature public art in key Downtown locations, such as gateways and parks.

Recommendation 3.3: Identify locations for temporary and/or event-only placement of art pieces and public performances, such as art in storefront windows, or in parks, parking garages, and other public spaces.

Objective 4: Provide a wide variety of cultural experiences for a diverse population by clustering arts and cultural facilities within close proximity to one another.

Recommendation 4.1: Concentrate cultural venues near the top of State Street/Capitol Square and designate a cultural district connecting it to similar clusters on the UW campus at the interface with the Downtown.

Recommendation 4.2: Create a branding program for the cultural district that includes marketing, education, retail, entertainment, and wayfinding.

Objective 5: Strengthen the arts, culture, and entertainment corridor that runs from the UW campus, down State Street and Capitol Square, to King Street and East Wilson Street

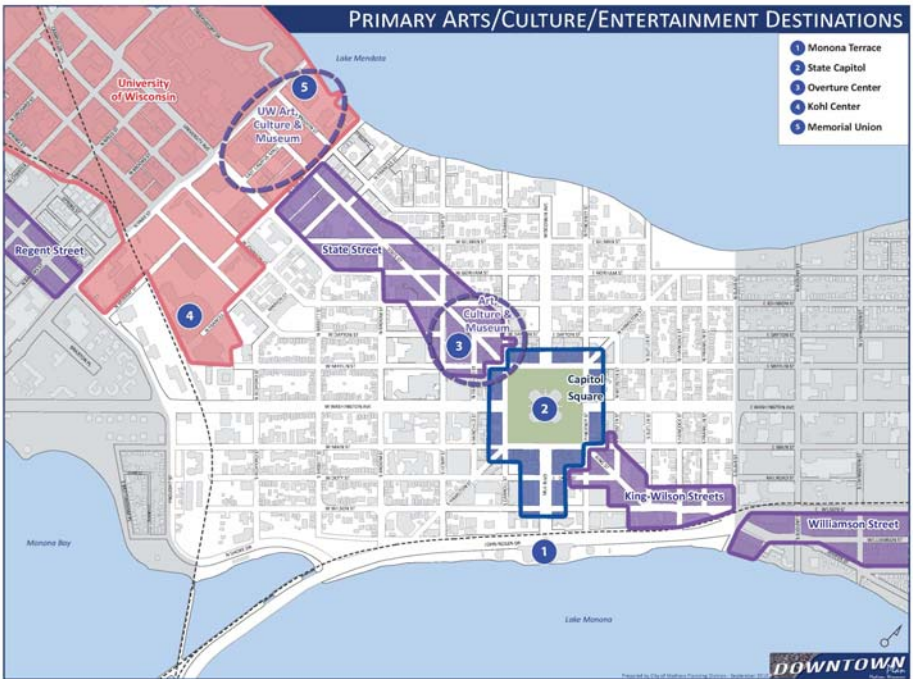
Recommendation 5.1: Enhance the existing pedestrian-friendly environment that includes opportunities for outdoor cafes and places for spontaneous street performance within a well-designed streetscape.

Recommendation 5.2: Promote and support first floor retail space around Capitol Square to help link State Street and King Street as a retail, entertainment, and cultural corridor.

Recommendation 5.3: Develop an "Arts, Entertainment & Culture Business Plan" to encourage locally-owned retail with cultural entrepreneurs and artists investing in the Downtown arts, culture, and entertainment corridor.

Recommendation 5.4: Promote the arts, culture, and entertainment corridor by coordinating resources of the City, UW-Madison, Madison College, Downtown Madison Inc., Downtown Business Improvement District, Greater Madison Convention and Business Bureau, Greater State Street Business Association, Chamber of Commerce, and other stakeholders.

Recommendation 5.5: Promote private/public cooperation for the use of public open spaces and facilities for a diverse array of festivals, street fairs, performances, special events and exhibits.



NEIGHBORHOODS & DISTRICTS

This section provides descriptions of what the Downtown Plan will strive to achieve for the various neighborhoods and districts that are considered in the Plan. While the preceding sections provided more of a Downtown-wide discussion by theme, this section is intended to provide more focus on the uniqueness of those smaller areas. It also provides some recommendations specific to those areas, in addition to those in preceding sections.

Downtown Core

Objective: As the center of Downtown, this area should generally possess the highest intensity of development. A mix of office, employment, retail, government, residential, cultural, entertainment, and other uses should be pursued to retain the area's vibrancy, including beyond normal business hours. It is anchored by the State Capitol-- the symbolic center of both the city and Downtown, and Capitol Square is the primary gathering place for Madison residents and others. Although there are redevelopment opportunities that should be pursued, historically and architecturally significant structures should be preserved. View corridors to both lakes and to the Capitol through this area should be preserved.

Recommendation 1: Preserve "triangle (flatiron) blocks" at the corners of Capitol Square including flat-iron buildings, for smaller-scale, active urban uses, such as entertainment, restaurants, shopping and cultural activities.

Recommendation 2: Preserve and rehabilitate landmarks, potential landmarks, and other significant older structures, including flat-iron buildings. *

Recommendation 3: Consider the expansion of the Simeon Mills National Register Historic District as identified in the *Downtown Historic Preservation Plan* to provide incentives for property owners to improve their buildings.

Recommendation 4: Reserve street frontages around Capitol Square, and on King Street, South Pinckney Street, East Wilson Street, and the 100 blocks of West and East Main Streets for non-residential uses on the ground floor, focusing on retail and entertainment uses.

Recommendation 5: Develop more active uses between Capitol Square and the Capitol East District, particularly where opportunities exist (i.e., the Brayton Lot, Government East Parking Ramp, and the US Bank Building).

Recommendation 6: Reinforce the identity of Martin Luther King, Jr. Boulevard as a civic spine connecting the Capitol to Monona Terrace.

Recommendation 7: Integrate the intercity passenger rail station into the built environment of the area and capitalize on opportunities it presents to implement public and private improvements in the station area as described in this Plan. *

Recommendation 8: Update the *Urban Design Guidelines for Downtown Madison* that currently apply to portions of the Downtown Core and incorporate them into the Zoning Ordinance.

Broom Street

Objective: This area contains a mix of higher intensity development, including many recent condominium, office, and other commercial buildings. This type of development should continue, with greater emphasis being placed on creating more lively and engaging street frontages and better linkages to the surrounding areas. Broom Street, a major entrance into the Downtown, should provide a clear transition from larger buildings towards the Square and smaller buildings to the west, in the Bassett and Mifflin neighborhoods.

[Note: There are no additional specific recommendations for this area beyond what is already included elsewhere in this Plan.]

State Street

Objective: State Street is widely regarded as the city's signature street, connecting the University with Capitol Square. The existing character of the district should be supported, with no major changes to the street's function or scale envisioned. However, some larger-scale redevelopment could be appropriate off of State Street near University Avenue and Gorham Street as reflected in the Maximum Building Heights Map. Ground floor spaces should be reserved for retail and restaurant uses while additional office uses on upper floors should be considered. Many of the buildings are historic or architecturally significant and should be retained.

Recommendation 1: Update the *Urban Design Guidelines for Downtown Madison* and the Downtown Design Zone standards for the State Street area and incorporate them into the Zoning Ordinance.

Recommendation 2: Preserve and rehabilitate significant older structures, including flat-iron buildings. *

Recommendation 3: Consider Local and/or National Register Historic District designation if initiated by a representative group of property owners.

Recommendation 4: Support the retention and establishment of locally-owned small businesses.

Mifflin

Objective: This area should build on its strong history as an affordable student-oriented residential enclave. It should evolve a strong sense of place by retaining the consistent scale and rhythm of the largely intact blocks of houses that form its core along the 400-500 blocks of West Mifflin Street and West Washington Avenue. Larger-scale redevelopment projects should be directed to the perimeter of the area along Broom, West Dayton, and Bedford Streets, with smaller-scale infill projects occurring along a new mid-block urban lane.

Recommendation 1: Develop a detailed comprehensive conservation/redevelopment implementation strategy for this area that combines rehabilitating houses, moving houses, and demolishing some structures to facilitate new development as illustrated in the concept plan, possibly including a Neighborhood Conservation District. *

Recommendation 2: Update the Downtown Design Zone standards for the Mifflin area to implement the concept plan and incorporate them into the Zoning Ordinance as appropriate.

Recommendation 3: Establish a pedestrian-friendly mid-block urban lane between and parallel to West Washington Avenue and West Mifflin Street in the 400 and 500 blocks to allow development in the rear yards. *

Recommendation 4: Prioritize the redevelopment of 1960s era “zero lot line” residential sites.

Bassett

Objective: This district 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. Limited neighborhood-serving uses in mixed-use developments would be appropriate at specified locations, such as the intersection of West Main and Bassett Streets. Slightly larger buildings could be directed to the Broom Street frontage. Rehabilitation of houses along the east-west streets should be encouraged, where the context make such rehabilitation feasible.

Recommendation 1: Aggressively pursue and support the redevelopment of 1960s eras “zero lot line” residential sites.

Recommendation 2: Consider establishing a Neighborhood Conservation District as identified in the *Downtown Historic Preservation Plan* with boundaries as generally shown in this Plan.

Recommendation 3: Incorporate the 400-500 blocks of West Washington Avenue and West Main Street into the implementation strategy described in the Mifflin District recommendations.

South Hamilton

Objective: This district should be maintained as a residential enclave that can accommodate new development that is more consistent with the scale and character of the Bassett district to help integrate it into that neighborhood. Views of the lake and views of the Capitol shall be preserved.

[Note: There are no additional specific recommendations for this area beyond what is already included elsewhere in this Plan.]

Johnson Street Bend

Objective: This area should continue as a higher density student residential area mixed with some new neighborhood serving retail uses. Underutilized parcels should transition to more intense development with a particular emphasis on creating active and engaging street frontages and quasi-public areas. Linkages to adjacent areas, including parks and open spaces, should be enhanced.

Recommendation 1: Update the Downtown Design Zone standards for Johnson Street Bend area and incorporate them into the Zoning Ordinance.

Recommendation 2: Establish a new public park between Dayton and Johnson Streets at Bedford Street. *

West Rail Corridor

Objective: This area should capitalize on its numerous growth opportunities. Its proximity to major street, bike path and pedestrian corridors, coupled with the potential for a nearby future commuter rail transit stop should make this a highly accessible location for new employment (including UW) and district-serving commercial uses. This may also incorporate a limited amount of new residential development. New loft-style buildings should be considered, as they provide flexibility for a variety of uses and accommodate change over time, with taller buildings closer to the railroad corridor.

Recommendation 1: Provide adequate intermodal connections in order to support transit oriented development in the area. *

Recommendation 2: Preserve and rehabilitate landmark and other quality older commercial buildings, including potentially creating a National Register Historic District to provide incentives for property owners to improve their buildings. *

Recommendation 3: Allow mixed-use development in loft-type buildings along Bedford Street. *



West Rail Redevelopment Concepts

Tobacco Warehouse

Objective: This area should continue its successful transformation to a residential and office area that builds on its heritage as a warehouse district, blending new buildings and restoration of historic structures. The development of the remaining vacant and underutilized parcels will complete this area. Future emphasis should be on strengthening connections to surrounding areas and enhancing the streetscape and open spaces.

Recommendation 1: Encourage the adaptive reuse of older warehouse and other quality older commercial buildings, including potentially creating a National Register Historic District to provide incentives for property owners to improve their buildings. *

Langdon

Objective: This area should build on its history as a traditional student neighborhood, including a concentration of fraternities and sororities. It should continue to accommodate a limited amount of higher-density residential redevelopment on selected sites while maintaining the area's historic and architectural integrity. Preserving and enhancing Langdon Street as the spine of the district will be key. Development near the lake should reflect the topography and not create a wall of tall buildings along the lake, nor should it diminish views of the lake. Lake access should be enhanced through a lakefront path and the development of street ends into viable public spaces. The pedestrian walkway between the lake and Langdon Street should be formalized to enhance its aesthetics and safety and to make stronger connections to the lakefront path.

Recommendation 1: Encourage preservation and rehabilitation of contributing historic buildings. *

Recommendation 2: Create a local historic district that is coterminous with the Langdon Street National Register Historic District.

Recommendation 3: Encourage relatively higher-density infill and redevelopment that is compatible with the historic context in scale and design on non-landmark locations and sites that are not identified as contributing to the National Register Historic District. *

Recommendation 4: Update the Downtown Design Zone standards for the Langdon Street area and incorporate them into the Zoning Ordinance.

Mansion Hill

Objective: The historic character of the area 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 should provide a diversity of housing opportunities for executives, families, and students. However, ensuring the long-term viability of many non-residential uses can also benefit the area, but this area is not viewed as a significant growth area for non-residential uses. Views to the lake should be preserved, and a lakefront path should be pursued. Wisconsin Avenue should be enhanced to reflect its prominence as a major avenue radiating from the Capitol.

Recommendation 1: Rehabilitate existing housing while encouraging selective residential infill. *

Recommendation 2: Preserve character of the Mansion Hill Historic District and ensure that infill redevelopment is compatible with the historic context in scale and design.

Recommendation 3: Make it a priority to designate potential landmarks identified in the *Downtown Historic Preservation Plan* as Madison historic landmarks.

Recommendation 4: Large office-employment uses should be limited to existing development.

James Madison Park

Objective: This area may be the most desirable Downtown neighborhood for families with children, given its relative proximity to Lapham Elementary School and an existing housing stock that could accommodate family housing. The renovation of existing structures coupled with selective redevelopment that reflects the scale and rhythm of the existing structures should help reinvigorate the area, provide a variety of housing options, and strengthen linkages to the adjacent Tenney-Lapham Neighborhood.

Recommendation 1: Promote the construction and rehabilitation of family-supportive housing and consider adopting an ordinance with standards for such development.

Recommendation 2: Require that new development provide ample on-site open space and play areas for use by young children, and not waive usable open space requirements in the James Madison Park District.

Recommendation 3: Require family-supportive housing design in new multi-family developments, including larger more modern units with a minimum number of medium size (2-3 bedrooms) units.

Recommendation 4: Allow relatively higher-density development along South Hamilton, Butler and Gorham Streets. *

Recommendation 5: Allow infill redevelopment along Hancock, Franklin and Blair Streets generally compatible in scale and design with the predominantly “house like” neighborhood character.

Recommendation 6: Establish a Neighborhood Conservation District as identified in the *Downtown Historic Preservation Plan* with boundaries as generally shown in this plan.

Recommendation 7: Support the creation of a local historic district that is generally coterminous with the Fourth Lake Ridge National Register Historic District, a small portion of which runs along portions of East Gorham Street, and is within this neighborhood.

First Settlement

Objective: This area includes a small local historic district that is primarily residential with commercial uses located around its perimeter. Focusing new development on key sites on the edge of the historic core could strengthen the neighborhood and its identity as a historic neighborhood. Opportunities exist to better connect this area to the lake and views of it from within the neighborhood should be preserved. The East Wilson Street commercial frontage, and its extension to King Street should also be enhanced.

Recommendation 1: Focus more-intensive redevelopment on selective vacant or underutilized sites at district edges (Brayton Lot, Block 115, City reservoir site, and segments of the Blair Street and East Wilson Street frontages). *

Recommendation 2: Rehabilitate existing housing and selectively allow new housing on vacant or underutilized sites within the historic core. *

Recommendation 3: Improve public lakefront access as part of any redevelopment south of East Wilson Street.

Lakefront

Objective: Proposed improvements in these areas, encompassing the entirety of the Lake Monona and Lake Mendota shorelines within the planning area, will provide multiple opportunities for people to interact with the lakes. A variety of new and upgraded paths, aesthetic improvements, expanded parks, and opportunities to access the water should greatly enhance connections between these important resources and the Downtown.

[Note: There are no additional specific recommendations for this area beyond what is already included elsewhere in this plan.]

NEXT STEPS

This document summarizes concepts and includes a complete set of draft objectives and recommendations that have evolved during the planning process. It was prepared to facilitate additional public input and comments on this document will be accepted through November 1, 2010. City staff will then begin finalizing the draft Downtown Plan to be submitted to the Common Council. Once submitted, the draft Plan will be referred to numerous City boards, commission and committees for their recommendations before returning to the Common Council for adoption.

