



Department of Planning & Community & Economic Development
Planning Division

Website: www.cityofmadison.com

Madison Municipal Building, Suite LL100
 215 Martin Luther King, Jr. Boulevard
 P.O. Box 2985
 Madison, Wisconsin 53701-2985
FAX 608 267-8739
PH 608 266-4635

MEMORANDUM 1

TO: Plan Commission

FROM: Planning Division Staff

DATE: February 23, 2012

SUBJECT: **Committee and Commission Recommendations on the City of Madison draft Downtown Plan (Legistar # 24468).**

[Setting the Stage, Planning for the Future, About this Plan, Appendix A: A Capsule History of Downtown Plans, Appendix B: Planning Process, Key 9: Become a Model of Sustainability, Key 8: Expand Recreational, Cultural, and Entertainment Offerings]

The purpose of this memorandum is to convey revisions to the draft *Downtown Plan* recommended by the City boards, commission, and committees to which it was referred (see table below). In an effort to facilitate the Plan Commission's discussion, this memorandum only includes changes to the *Plan* that were recommended by these bodies related to the sections of the *Plan* on tonight's agenda. It does not include general discussion or background information. For instance, the BID Board approved a 13-page report on the *Downtown Plan*, that is available in Legistar, but only those portions with actual recommendations are included in this memo. Complete minutes of each of the referral bodies' meetings are available on Legistar.

BOARD/COMMISSION/COMMITTEE	DATE OF FINAL ACTION
Madison Arts Commission [ARTS]	DEC. 13, 2011
Board of Park Commissioners [PARKS]	DEC. 14, 2011
Landmarks Commission [LANDMARKS]	DEC. 19, 2011
Committee on the Environment [ENVIR]	DEC. 19, 2011
Transit + Parking Commission [TPC]	JAN. 11, 2012
Sustainable Design + Energy Committee [SUSTAIN]	JAN. 23, 2012
Madison Central Business Improvement District (BID) Board [BID]	FEB. 02, 2012
Economic Development Committee [EDC]	FEB. 15, 2012
Downtown Coordinating Committee [DCC]	FEB. 16, 2012
Long Range Transportation Planning Committee [LRTPC]	FEB. 16, 2012
Board of Estimates [BOE]	FEB. 20, 2012
Urban Design Commission [UDC]	meeting scheduled for FEB. 29, 2012
Pedestrian-Bicycle-Motor Vehicle Commission [PBMVC]	meeting scheduled for FEB. 29, 2012

This memorandum includes referral body recommendations by section of the *Plan* for only those sections listed on the Plan Commission’s agenda for this meeting, namely:

- Setting the Stage
- Planning for the Future
- About this Plan
- Appendix A: A Capsule History of Downtown Plans
- Appendix B: Planning Process
- Key 9: Become a Model of Sustainability
- Key 8: Expand Recreational, Cultural, and Entertainment Offerings

Recommendations with a **heavy outline** around that row in a table indicates that staff agrees with and supports that particular recommendation.

SETTING THE STAGE (pages 1-4)

PAGE	COMMISSION/COMMITTEE RECOMMENDATION	STAFF RECOMMENDATION
3	Add a reference to the arts in the last paragraph on page three. [ARTS]	SUPPORT

PLANNING FOR THE FUTURE -- NINE KEYS (pages 5-8)

PAGE	COMMISSION/COMMITTEE RECOMMENDATION	STAFF RECOMMENDATION
5	In addition to attracting and retaining businesses, we should do the same for all levels of government. The IRS, some state agencies and now even the CARPC are considering moving from the downtown or have done so. [TPC]	NO CHANGE – Staff does not disagree with this concept, but this reference is a preview of the Key 2 chapter and refers to “employers,” public or private.
5	Use of the term Commercial does not distinguish between office and retail uses. These generate different kinds of parking demands so should be discussed and planned for separately. [TPC]	NO CHANGE – Staff does not disagree with this concept, but this reference is a preview of the Key 2 chapter and the parking issues are addressed in Key 6.
6	Move the Guiding Principles to the Appendix. [EDC]	SUPPORT
6	Add a reference to the Cultural Plan in the fifth bullet [ARTS]	NO CHANGE - These bullets are from the Comprehensive Plan (2006) and are included for reference only.
7	Add a reference to keeping up with technology advancements as a guiding principle, i.e. WIFI [ARTS]	NO CHANGE - These bullets are from the Comprehensive Plan (2006) and are included for reference only.

ABOUT THIS PLAN (pages 9-12)

PAGE	COMMISSION/COMMITTEE RECOMMENDATION	STAFF RECOMMENDATION
<i>[note: there were no recommendations for this section]</i>		

KEY 8: EXPAND RECREATIONAL, CULTURAL, AND ENTERTAINMENT OFFERINGS (pages 99-104)

PAGE	COMMISSION/COMMITTEE RECOMMENDATION	STAFF RECOMMENDATION
99	Last paragraph fails to mention privately owned cultural resources. They should also be mentioned <i>[ARTS]</i>	SUPPORT
101	Consider noting green space in the plan that is not park space such as space in front of Kohl Center. <i>[SUSTAIN]</i>	NO CHANGE - The Parks and Open Space Map does denote these spaces, including the space in front of the Kohl Center.
103	The Plans should recommend increasing the budget of the arts commission, for example, we should add some dollars to Objective 8.2. <i>[ARTS]</i>	NO CHANGE – Staff does not disagree with this concept, but feel this is an issue that extends beyond the Downtown and should be addressed on a community-wide scale.
103	Rec. 186: change to read: <u>Support existing downtown branding programs (e.g., University of Wisconsin, Business Improvement District, Greater Madison Convention & Visitors Bureau)</u> Create a branding program for the cultural district that includes marketing, education, retail, entertainment, and wayfinding. <i>[BID]</i>	SUPPORT
103	Rec. 187: Add “Develop flexible land use and massing policies to allow for a wide range of urban multi-place entertainment venues, given market demands” to existing language. <i>[DCC]</i>	NO CHANGE – Staff does not feel that references to land use and building bulk belong in this section. Staff further believes that such recommendations in other parts of the Plan accommodate these uses.
104	Rec. 189: Add “Position the district as a regional visitor destination by providing high standard as clean, safe, visitor friendly.” to the existing language. <i>[DCC]</i>	SUPPORT

PAGE	COMMISSION/COMMITTEE RECOMMENDATION	STAFF RECOMMENDATION
104	<p>Rec. 190: 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. A downtown plan that fosters a vibrant, dense, urban core and lifestyle will attract the artists and entrepreneurs to create the art and business plans. The most appropriate and important role for the city is to foster entrepreneurship and support retail through its policies and services. If this recommendation is retained in any form, replace "locally owned" with "a mix of local, regional and national retail." [BID]</p>	<p>NO CHANGE – Staff does not disagree that creating such an environment will attract artists and entrepreneurs, however staff feels that being more proactive in developing a business plan will help to understand the financial constraints of retaining and attracting such businesses to the corridor and can lead to the development of effective policies and services to realize this vision.</p>
104	<p>Rec. 191: Promote the arts, culture and entertainment by coordinating resources of supporting collaboration between or among ... [DCC]</p>	<p>SUPPORT</p>
Gen'l.	<p>Orpheum/Bartell/Stage Door Theater could use a little help - grants; façade grants; targeted fund arts [ARTS]</p>	<p>NO CHANGE – Staff does not disagree with this concept, but the types of incentives that would be most appropriate and effective should come from an "Arts, Entertainment & Cultural Business Plan" as recommended in Rec. 190. Also, Rec. 191 talks about coordinating resources of several entities to promote the corridor.</p>
Gen'l.	<p>The key should incorporate the city's tools of using policy and recommendations that will encourage developing downtown as an experience destination that allows the private sector entertainment facilities to develop and for innovative business opportunities to come to fruition. It is known that arts and culture will develop organically, and the city's role is to provide the infrastructure necessary to support and encourage this growth. [DCC]</p>	<p>NO CHANGE – Staff does not disagree that Downtown should be an experience destination and that the City should provide the necessary infrastructure, however staff feels that being more proactive in developing a business plan will help to understand the financial constraints of retaining and attracting such businesses to the corridor and can lead to the development of effective policies and services to realize this vision.</p>
Gen'l.	<p>This section focuses almost exclusively on the public and non-profit sector (public parks, public art, art in city buildings, nonprofit museums and organizations), with only passing reference to private sector offerings such as coffeehouses or other entertainment or recreational venues. Especially given the trend of fiscal austerity in public budgets, the plan should more strongly emphasize private sector opportunities and how the city can encourage and foster strategic development of entertainment, culture, recreation and "experience" venues. [BID]</p>	<p>SUPPORT</p>

KEY 9: BECOME A MODEL OF SUSTAINABILITY (pages 105-108)

PAGE	COMMISSION/COMMITTEE RECOMMENDATION	STAFF RECOMMENDATION
105	Obj. 9.1: Add a new recommendation: "Green roofs will be installed on City buildings wherever possible and on new construction to improve energy efficiency and reduce the heat island effect. City buildings and new construction on land sold by the City for development should be models of sustainability. [DCC]	NO CHANGE – Staff does not disagree with this concept, but feel this is an issue that extends beyond the Downtown and should be addressed on a community-wide scale.
Gen'l.	Consider robust storm water management goals because of the downtown's close proximity to the lakes - consider pilot projects in the downtown in more areas that just parks. [SUSTAIN]	SUPPORT
Gen'l.	Consider edible landscaping such as fruit/nut trees. [SUSTAIN]	NO CHANGE – Staff does not disagree with this concept, but feel this is an issue that extends beyond the Downtown and should be addressed on a community-wide scale.
Gen'l.	Urban animals needs to be addressed. [SUSTAIN]	NO CHANGE – Staff does not disagree with this concept, but feel this is an issue that extends beyond the Downtown and should be addressed on a community-wide scale.

APPENDIX A: A CAPSULE HISTORY OF DOWNTOWN PLANS (pages 117-122)

PAGE	COMMISSION/COMMITTEE RECOMMENDATION	STAFF RECOMMENDATION
<i>[note: there were no recommendations for this section]</i>		

APPENDIX B: PLANNING PROCESS (pages 123-126)

PAGE	COMMISSION/COMMITTEE RECOMMENDATION	STAFF RECOMMENDATION
<i>[note: there were no recommendations for this section]</i>		