

CITY DESIGN TEAM CORE FUNCTIONS AND KEY ELEMENTS OF THE DESIGN PLAN

City Design Team Core Functions

The City Design Team within the Planning Division will consist of the key planners, landscape architects, and urban designers within the Neighborhood Planning, Preservation and Design Section of the Planning Division under the supervision of Bill Fruhling, Principal Planner. The core functions of the Design Team will include:

- Early stage review of private sector and public sector development projects. The intent is to ensure that development projects are of high quality, visually and functionally, and to catch design issues early prior to formal applications being submitted for review by the Plan Commission, Urban Design Commission, and Common Council.
- Design assistance for planning projects, including neighborhood plans, corridor plans, special area plans, redevelopment plans and TIF project plans.
- Complete the new Design Plan for the City, and provide design input into the City's new Transportation Master Plan.
- Design input into physical changes on State Street and the side streets, the Capitol Concourse, and other major streets and public spaces.
- Research new, cutting edge design concepts and city events from around the country and internationally to determine if they have application in the City of Madison.

Design Plan Key Elements

The Design Plan for the City will include new design concepts which can be applied city-wide, and more specifically to existing and planned neighborhoods and employment districts. The key elements of the plan will include:

- Taking the broader policies and land use recommendations included in the City's Comprehensive Plan and the Subarea Plans a step further in providing realistic design visions for the community and its neighborhoods.
- Providing design recommendations for the major gateway corridors to the City. For example, the plan will include more specific design recommendations and implementation recommendations to build on the decades of planning for the John Nolen Drive corridor, including the more recent Metcalfe initiative.
- Developing recommendations for wayfinding, signage, and street improvements.
- Identifying new neighborhood centers, gathering places, event spaces, and specific destinations for the City's corridors, districts and neighborhoods.
- Making specific recommendations for redevelopment areas identified in the Comprehensive Plan, station area transit-oriented development plans for major high priority transportation corridors (e.g. University Avenue, Park Street, East Washington Avenue) and integrating these recommendations into the City's new Transportation Plan.
- Coordinating the planning for and co-location of City facilities such as libraries, police stations, fire stations, etc. in order to reinforce the development of neighborhood centers, gathering places, etc.

Development Review Process Recommendations

Phase 1

Process- 1st Step

- Major projects requiring review by Landmarks and/or UDC and Plan Commission will be reviewed by the City Design Team before submittal of application
- Provide one UDC/Plan Commission application option (currently two separate applications)
- Meet with each Commission to present Phase 1 changes
- Hold public forum to present Phase 1 changes

Staff Reports

- Reports will include economic/fiscal/TIF analysis
- Staff will prepare reports for all applications, including UDC
- Reports will be more concise and have clear recommendations
- Staff will present reports at hearings
- Staff will assist boards and commissions