

Ed Clarke's Suggested Metrics for the DT Plan Objectives
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Objective	Suggested Metrics
Objective 2.1: Promote and grow Downtown as an important regional employment center by positioning it as a premier location for the formation and expansion of basic sector businesses, including knowledge-based industries that will retain and attract new Downtown jobs. <i>(1-23-12)</i>	<ul style="list-style-type: none"> • DT Job Growth • Job growth by targeted sectors
Objective 2.2 : Strengthen Downtown by enhancing connections and synergies with other existing and planned employment centers such as the Capitol East District, the University of Wisconsin, the Regent Street-South Campus area, and the “Health Care Main Street” along the Park Street corridor. <i>(1-23-12)</i>	<ul style="list-style-type: none"> • Enhanced connections implemented • Enhanced connections show strong utilization
Objective 2.3: Encourage higher density infill and redevelopment that is innovative and sustainable, and complements and enhances the areas in which it is proposed. <i>(1-23-12)</i>	<ul style="list-style-type: none"> • Create measures of density for targeted DT areas and monitor
Objective 2.4: Create a vibrant mixed use project on Judge Doyle Square that will maximize economic development and act as a catalyst for future projects in the area. <i>(1-23-12)</i>	<ul style="list-style-type: none"> • Job growth on property • Commercial uses of property • Catalytic outcomes of the project
Objective 2.5: Enhance the Downtown’s retail environment. <i>(1-23-12)</i>	<ul style="list-style-type: none"> • Work with BID to create appropriate measures of retail environment
Objective 2.7: Continue to enhance and promote Downtown as a great destination, for business travelers, local citizens, recreation seekers and casual tourists. <i>(1-23-12)</i>	<ul style="list-style-type: none"> • Work with Visitors and Convention Bureau to establish comprehensive metrics for this objective.
Objective 3.1: Preserve views of, to and from the Downtown that are on the premier corridors and primary viewsheds. The rest of the views are secondary	<ul style="list-style-type: none"> • ??
Objective 3.3: Provide a flexible framework for building scale that encourages innovation and growth while reflecting the existing or planned character of the area in which a site is located and considers the larger Downtown context. <i>(1-23-12)</i> Designate an area in the Downtown to allow unrestricted building height and to approach the State to ask to exceed the building height limits to allow for greater corporate buildings in the Downtown. <i>(1-18-12)</i>	<ul style="list-style-type: none"> • Satisfaction survey of DT developers regarding ability to propose and implement innovative and successful projects in the DT • Develop metric to measure development in the DT (eg. Sq feet added?)
Objective 3.4: Continue a comprehensive “complete streets” streetscape design approach for Downtown streets to reflect their place in the community and ensure that they are beautiful, interesting, engaging, functional, safe, and comfortable public spaces. <i>(1-23-12)</i>	<ul style="list-style-type: none"> • ??
Objective 4.2: As a premier Madison destination, the State	<ul style="list-style-type: none"> • Work with BID to create

<p>Street district should continue to encourage a vibrant, diverse, eclectic dynamic mix of uses and users, a human scale and unique sense of place, and evolution as a shopping, dining, entertainment and cultural destination that links Madison’s heritage with Madison’s future. <i>(1-23-12)</i></p>	<p>metrics for a vibrant State Street and monitor</p>
<p>Objective 4.3: The Mifflin District is an area that offers the opportunity for significant growth in downtown Madison. Because of its proximity to UW-Madison, State Street, government, and cultural amenities, it can evolve into a multi-use district that consists of residential and commercial/employment uses that allow for a dense, dynamic, urban district. <i>(2-1-12)</i></p>	<ul style="list-style-type: none"> • Mifflin District attracts development proposals consistent with vision proposed.
<p>Objective 4.4: The Bassett Neighborhood 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. Neighborhood-serving commercial uses in mixed-use developments would be appropriate at specific locations, such as the intersection of West Main and Bassett Streets. <i>(1-23-12)</i></p>	<ul style="list-style-type: none"> • Continued appropriate development in Bassett
<p>Objective 4.7: The Tobacco Warehouse District should continue its revitalization as a residential and corporate office area blending new buildings and restoration of historic structures. Future emphasis should be on strengthening connections to surrounding areas and enhancing the streetscape and open space. <i>(1-23-12)</i></p>	<ul style="list-style-type: none"> • Evidence of continued development in district
<p>Objective 4.9: Mansion Hill’s historic character 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 provide a diversity of housing opportunities for executives, families, and students. Encourage sustainable rehabilitation of existing housing stock and period architecture and owner occupancy. <i>(1-23-12)</i></p>	<ul style="list-style-type: none"> • Evidence of rehabilitation of existing housing stock • New incentives to accelerate this process
<p>Objective 6.5: Improve and expand bicycle facilities through the creation and enhancement of bike routes, paths, parking and amenities as described in the Platinum Bicycle Committee report and the Bicycle transportation Plan for Madison Urban Area and Dane County. <i>(2-1-12)</i></p>	<ul style="list-style-type: none"> • Work with Bike Federation and others to create appropriate metrics for measuring improving bike amenities and utilization
<p>Add a new Objective 7.4: To strengthen historic preservation efforts by clarifying which buildings and districts qualify as landmarks and historic districts, and which do not, including the following recommendations: 1. Provide resources to DPCED to review the Potential Landmarks list, and nominate those buildings which are eligible, within a three (3) year time limit to complete the nominations of potential Landmarks. 2. Eliminate Recommendation # 163. <i>(1-18-12)</i></p>	<ul style="list-style-type: none"> • Elimination of “potential landmark” as a term • Potential Landmarks are all reviewed within 3 years.