

# MEMORANDUM

TO: Tim Parks  
Al Martin  
Brad Murphy

FROM: Amy Supple

DATE: February 4, 2010

RE: Edgewater Redevelopment  
Conformance with City of Madison Comprehensive Plan (2006)

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The outline that follows provides a general overview of some of the key recommendations, goals and objectives of the Comprehensive Plan. This outline demonstrates the breadth and diversity of the recommendations, objectives and policies that were adopted in the Comprehensive Plan and how the proposed redevelopment of the Edgewater is highly compatible with the principles established by the City for development, especially in the downtown area:

### ***DOWNTOWN VISION (Section 2, Page 37)***

“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, and visiting 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 PRIORITY GOALS (Section 2, 37)***

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 and 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 (1) enhancing daytime and nighttime activities; (2) encouraging a variety of cultural entertainment options; (3) providing spaces for community entertainment, exhibition and public gathering spaces; and (4) supporting and enhancing the vitality of the arts and entertainment for all people in our community.
5. Create a high-quality physical environment downtown. The design of downtown should be inspiring, creative, and complementary of historic and natural resources.

*Note: represents 5 of the 9 goals. Others dealt with transportation, housing and development process.*

## KEY RECOMMENDATIONS (INTRO, Pages 6-7):

- Balance redevelopment and infill development with the preservation of the unique character of Madison's existing neighborhoods, focusing on such issues as requiring that the size and scale of new development enhances and is compatible with the established and planned neighborhood character and density.
- Create neighborhoods that include compact, mixed-use development patterns; high quality architecture and urban design features; protection of significant natural areas and features and provision of high-quality recreational facilities; a highly-interconnected pattern of pedestrian and bicycle oriented streets; and provision of mass transit service.
- Develop Madison as a community where housing, employment, transportation, recreation and entertainment are accessible to persons with disabilities.
- Maintain and enhance Downtown Madison as the predominant community and regional center for government, employment, health care, educational, cultural, entertainment activities, and as a vibrant urban residential community characterized by diverse and engaging neighborhoods.
- Preserve and enhance Madison's unique beauty and character by implementing architectural, urban design and natural resource policies that will promote and protect a sustainable, high-quality built environment and preserve the area's important natural resources and open spaces.
- Maintain and strengthen a healthy regional economy that builds upon the Madison area's high quality of life, highly-skilled work force, world class educational facilities and established enterprises in key employment sectors, including government, health care, services, technology-based businesses, and research and development.
- Encourage sustainable development by promoting urban infill and redevelopment, and high performance green building.

*Note: represents 7 of 12 goals. Others dealt with housing, transportation, and infrastructure.*

## RECOMMENDATIONS FOR DOWNTOWN SUB-DISTRICTS

The Land Use Section identifies the downtown as its own district with several sub-districts. The primary goal for the Downtown Districts is:

*" Maintain and enhance downtown Madison as the predominant activity center and community gathering place for the City of Madison and the surrounding region, and a diverse, attractive, and unique place to live, work, learn, shop, dine and enjoy entertainment and cultural activities"*

## LAND USE POLICIES AND OBJECTIVES – SUMMARY

- **Objective 11:** Seek to reduce the demand for vacant development land on the periphery of the City by encouraging urban infill, redevelopment, and higher development densities in areas recommended in City plans as appropriate locations for more intense development. (See attached Map 2-5 with Edgewater Site Included in Potential Redevelopment Area)
- **Objective 22, Policy 4:** Use the following principles of redevelopment to guide all infill, redevelopment and adaptive reuse projects within the older neighborhoods and districts of the City:
  - Maintain or seek to create clearly defined neighborhood centers, edges and gateways.

- Redevelopment scale and density should be appropriate to redevelopment objectives defined in the applicable City plans and reasonably compatible with established neighborhood character --- including the evolving character in areas with substantial redevelopment.
- Maintain, enhance or seek to create a strategic mix of non-residential uses appropriate to the location and potential market so that at least some neighborhood supporting goods and services are conveniently available to residents.
- Provide adequate parks and community gathering places.
- Protect and enhance defining neighborhood views.
- Preserve and enhance established neighborhood character and design.
- **Objective 34, Policy 3:** Changes in established neighborhoods should be carefully planned in collaboration with neighborhood residents, businesses, owners and institutions.
- **Objective 34, Policy 4:** Balance the preferences of residents with City-wide and neighborhood planning objectives and priorities when determining the acceptability of changes to parcels of land in or adjacent to existing residential development.
- **Objective 35:** Maintain and enhance economically viable neighborhood business centers as a source of local employment, a focal point for neighborhood activities and a centralized convenience shopping and service center for area residents.
- **Objective 41:** Maintain a balance between redevelopment and preservation in established neighborhoods that recognizes the general satisfaction of many residents with their neighborhoods as they currently are and focuses redevelopment activity on selected areas and sites within the neighborhood where the objectives of increased density and a wider range of uses will be most supportive of objectives to maintain existing neighborhood character and quality.
- **Objective 44:** Encourage private investment and property maintenance in existing developed areas to prevent property deterioration and promote renovation and rehabilitation.
- **Objective 48:** Implement planning, urban design and architectural design standards that foster creation of a unique sense of place for the City as a whole, and within its individual neighborhoods, districts and gathering places.
- **Objective 50:** Create a visually striking and dramatic Isthmus skyline, while at the same time protecting views to the State Capitol.
- **Objective 58, Policy 2:** Whenever possible, use green space to terminate vistas down important neighborhood and district streets.
- **Objective 58, Policy 3:** Maintain and expand to the greatest degree possible, public access to Madison's lakes, rivers and creeks.
- **Objective 61:** Develop and implement strategies to strengthen and diversify the local economy, expand the local tax base, cultivate an entrepreneurial culture, and stimulate job creation, while preserving and enhancing the high quality of life currently enjoyed by City residents and businesses.
- **Objective 75:** Promote land use diversification and increases in development densities at selected locations in Madison's downtown area.
- **Objective 80:** Create and maintain an integrated system of readily accessible, linked parks and open spaces to provide recreational opportunities for downtown residents, users and visitors.
- **Objective 80, Policy 2:** Identify opportunities to increase and improve public access to the Lake Monona and Lake Mendota waterfronts.
- **Objective 80, Policy 4:** Take advantage of opportunities to create small, passive open spaces within the downtown area.
- **Objective 78:** Concentrate most major civic, institutional, cultural, and entertainment uses in the downtown/campus area.

- **Objective 78, Policy 2:** Sustain and promote downtown Madison as a state, regional and national tourist destination and convention center.
- **Objective 82:** Create a high-quality physical and design environment downtown that is inspiring, creative, diverse and complementary of historic and natural resources.
- **Objective 82, Policy 4:** Promote the adaptive re-use of older buildings that contribute to the overall design and character of downtown.
- **Objective 84:** Manage growth and development to create a compact, relatively high-density urban development pattern.

***PARKS AND OPEN SPACE OBJECTIVES AND POLICIES***

- **Objective 8:** Maintain and where possible, increase pedestrian access to the City's lakes and lakeshores.
  - **Policy 1:** Require continuity of walking and/or bike paths along the lakeshore adjacent to new lakeshore development.
  - **Policy 2:** Retain public rights-of-way that extend to the lakeshore and improve and maintain them to provide pedestrian access to the lake, whether or not they are improved for vehicular traffic.
  - **Policy 3:** Use partnerships to increase lake access.

*Note: Emphasis added to document.*