



Department of Planning & Community & Economic Development  
**Planning Division**

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## MEMORANDUM 6

**TO:** Plan Commission

**FROM:** Planning Division Staff

**DATE:** June 18, 2012

**SUBJECT:** Plan Commission Recommendations on the City of Madison draft Downtown Plan (Legistar # 24468). [Plan Commission's Final Report and Recommendations]

The Plan Commission held a series of worksessions to consider the recommendations on the draft *Downtown Plan* from the thirteen City boards, commission, and committees to which it was referred. This memorandum reflects those aspects of the *Plan* that the Plan Commission recommended be changed, and includes specific changes to the text, maps, and graphics necessary to incorporate those recommendations. It should be noted that some of the recommendations may not be exactly the same as was made by the committee to which they are attributed. Some have been changed to reflect the Plan Commission's response to them, but the committee from which the comment originated is retained for tracking purposes.

This memorandum reflects the actions taken by the Plan Commission on Memorandum 5 during its June 11, 2012 worksession. Items discussed during that meeting are indicated with a heavy outline around those rows in the following tables. Items with a "☑" in the right hand column have been acted on by the Commission and should not require any further discussion. Maps or graphics with significant changes are included at the end of the memo, but those where minor or stylistic changes were recommended were revised as noted in this memo but are not attached. Although this memorandum includes specific wording changes to accommodate the identified recommendations, additional non-substantive editing will be required to improve clarity, consistency, and readability when developing the final post-adoption plan document.

### **Planning Division Staff Recommendation**

**Staff recommend that after the public hearing, the Plan Commission approve this document along with any additional revisions made at the June 18, 2012 meeting as the Commission's final report and recommendations on the Downtown Plan.**

**Staff further recommend that the Plan Commission approve a motion recommending an alternate resolution that would add the following clause: "BE IT FURTHER RESOLVED that the adopted Downtown Plan includes the Plan Commission's final report and recommendations, and that Planning Division staff is authorized to incorporate these changes and make non-substantive editorial changes to improve clarity, consistency, and readability, including the supporting graphics, in developing the final plan document."**

**SETTING THE STAGE** (pages 1-4)

*At its February 23, 2012 meeting, the Plan Commission approved this section of the plan with the changes in the table below.*

PAGE	PLAN COMMISSION RECOMMENDATION	STATUS
3 (¶ 3 / sent. 2)	Madison’s near east and near west sides are home to great residential neighborhoods, important community institutions, <u>arts venues</u> , bustling retail districts and other successful businesses.  <i>Add a reference to the arts in the last paragraph on page three. [ARTS]</i>	<input checked="" type="checkbox"/>

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

*At its February 23, 2012 meeting, the Plan Commission approved this section of the plan with the changes in the table below.*

PAGE	PLAN COMMISSION RECOMMENDATION	STATUS
6	Moved Guiding Principles to Appendix A in the section referencing the Comprehensive Plan.  <i>Move the Guiding Principles to the Appendix. [EDC]</i>	<input checked="" type="checkbox"/>

**ABOUT THIS PLAN** (pages 9-12)

*At its February 23, 2012 meeting, the Plan Commission approved this section of the plan without changes.*

**KEY 1: CELEBRATE THE LAKES** (pages 13-20)

*At its March 8, 2012 meeting, the Plan Commission approved this section of the plan with the changes in the table below.*

PAGE	PLAN COMMISSION RECOMMENDATION	STATUS
13	Recommendation 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 <del>the</del> a Frank Lloyd Wright <u>inspired design</u> , safe pedestrian <u>and bicycle</u> connections, sustainable practices, transient boat docking, fishing pier, festival grounds, <del>boat</del> <u>watercraft</u> rentals, and similar features.  <i>Rec. 1: Change “boats” to “watercraft”, include bike connections to the references to the land bridges, and to change the reference to the boathouse or enclosed activity center to “a Frank Lloyd Wright inspired design”. [PC]</i>	<input checked="" type="checkbox"/>
13	Recommendation 6: Explore activating the Brittingham Beach and James Madison Park Beach areas through partnerships that may include rentals of small <del>sailboats, canoes and kayaks</del> <u>watercraft</u> and enhance them as destinations by establishing food vending and/or coffee shops. [page 13]  <i>Add pontoon rentals. [ARTS] Note: The PC suggested changing this to “watercraft.”</i>	<input checked="" type="checkbox"/>

PAGE	PLAN COMMISSION RECOMMENDATION	STATUS
13	<p>Recommendation 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, including the Broom Street Gateway <u>and enhancing the appearance of the tunnel under Monona Terrace through the provision of public art.</u></p> <p><i>Add a recommendation to enhance the treatment of the tunnel under Monona Terrace. [PC] Added to Rec. 2 [PC 11.JUN.12]</i></p>	<input checked="" type="checkbox"/>
14 (¶ 4 / sent. 2)	<p>The new plan includes a park shelter and potential visitor center based on Wright’s boathouse design, expands the shoreline by adding <del>approximately 1 ¾ acres of fill</del> <u>a flexible performance venue that naturally blends in with the environment</u>, and provides short term boat docking for visitors. [EDC]</p>	<input checked="" type="checkbox"/>
14	<p>Graphic revised.</p> <p><i>The path along John Nolen Dr. needs to be wider and the illustrations should be revised to move the runner, dog walker, and parked bike. [PC]</i></p>	<input checked="" type="checkbox"/>
15 (¶ 1 / sent. 2)	<p>The land bridges are proposed to be at least thirty feet in width and be designed as public spaces and not simply pedestrian overpasses. <u>The width and locations of the land bridges and amount of coverage over John Nolen Drive can be explored during the design phase to implement the plan recommendations.</u> The design will accommodate amenities such as benches, pedestrian level lighting, public art, and plantings.</p> <p><i>Include the potential for covering more of John Nolen Drive. [PC] Added “and locations” [PC 11.JUN.12]</i></p>	<input checked="" type="checkbox"/>
15	<p>Graphic revised and attached to the end of this memorandum.</p> <p><i>Remove or greatly reduce the surface parking and remove the driveway near the park shelter in the Law Park illustrations. [PC]</i></p>	<input checked="" type="checkbox"/>
17 (¶ 1 / sent. 3)	<p>The protected waters of Monona Bay provide opportunities for an array of activities, such as rentals of small <del>sailboats, canoes and kayaks,</del> <u>watercraft</u> and a new fishing pier. [page 17]</p> <p><i>Add pontoon rentals. [ARTS] Note: The PC suggested changing this to “watercraft.”</i></p>	<input checked="" type="checkbox"/>
19 (¶ 1 / sent. 2)	<p>It also includes redesigning the street ends to create access points to the path and opportunities to stop and view the lake. However, except for these street-end overlooks, <u>and providing some limited opportunities for lakefront dining</u>, the primary goal of this project is connectivity and the provision of a recreation trail along the lake-- and not to provide places to linger along the path adjacent to private property. [page 19]</p> <p><i>Rec. 3 (page 13): Complete a public path system along Lake Mendota connecting James Madison Park to the UW Memorial Union and Picnic Point, including enhancing connections to it through the redesign of the intersecting street ends <u>and encourage lakefront dining.</u> [EDC] Note: The PC agreed with staff’s recommendation that allowing some limited lakefront dining in key locations could be added to the text, but much of the path is in a residential area and lakefront dining would not be appropriate everywhere.</i></p>	<input checked="" type="checkbox"/>

**KEY 2: STRENGTHEN THE REGION’S ECONOMIC ENGINE** (pages 21-34)

At its March 8, 2012 meeting, the Plan Commission approved this section of the plan with the changes in the table below.

PAGE	PLAN COMMISSION RECOMMENDATION	STATUS
<p>21 (¶ 4 / sent. 2)</p>	<p>As stated in the <i>City of Madison 3-5 Year Strategic Economic Development Implementation Plan</i>, the basic sector (sometimes called the export sector) is the set of <u>economic activities that generate wealth income from beyond Madison, as distinct from activities that primarily provide goods and services to local residents.</u> <u>In most cases, basic sector employment includes not only many private sector employers, but also State government and the University of Wisconsin, for example, both of which draw money into the community from throughout the state and beyond.</u> <del>In most cases general,</del> basic sector jobs <u>tend to pay more, have more benefits, and have more promotional and human growth career development opportunities</u> than the retail, food service and personal service jobs that dominate the non-basic sector.</p> <p><i>Need a more clear definition of basic sector employment. [PC] Replaced “human growth” with “career development” [PC 11.JUN.12]</i></p>	<p><input checked="" type="checkbox"/></p>
<p>22 (¶ 2 / sent. 3)</p>	<p><u>Forging partnerships with private sector businesses and investors and leveraging its extensive governmental and educational resources are important strategies that can enhance the downtown’s potential to attract business.</u> <del>Downtown Madison has also grown its place as</del> become a regional “<u>experience</u>” destination, and is well-positioned to offer the dynamic urban environment, more-sustainable lifestyle, and easy access to cultural, entertainment and recreational amenities that makes downtowns attractive to today’s <del>young</del> entrepreneurs and their employees. With this wealth of resources, Madison and Downtown seem particularly well suited to attract the knowledge-based and high technology businesses that all communities are seeking.</p> <p>Based on conservative estimates, the locations <u>recommended</u> for new employment and mixed-use development in this plan will accommodate at least 4-5 million square feet of new commercial development during the next 20 years.</p> <p><i>Replace lead sentence with one that reflects a positive vision and current opportunities for downtown: Like most downtowns, there is less emphasis today on the central business district as the region’s primary shopping and working destination. While downtown Madison has grown its place as a regional “experience,” entertainment and visitor destination, like most downtowns of today, it is no longer the sole shopping and working destination in the region, and must compete with other areas to attract employers, workers, and customers. Fortunately, downtowns are well-positioned to offer an urban environment attractive to young entrepreneurs: a sustainable, less resource-intense life- and work-style that does not sacrifice entertainment, culture, recreation and livability. [BID] Note: This comment was originally made on page 25. Note: The PC asked that this recommendation be rewritten to make it more clear. Replaced “grown its place as” with “become” and deleted “young” [PC 11.JUN.12]</i></p>	<p><input checked="" type="checkbox"/></p>
<p>22 (¶ 3 / sent. 4)</p>	<p>The future of retailing in the Downtown needs to effectively mix the local businesses that make it unique with some of the national <del>chains</del> <u>brands and stores</u> that can add stability to the retail base and provide an additional degree of familiarity that many shoppers like.</p> <p><i>Change “chains” to “national brands and stores”. [PC]</i></p>	<p><input checked="" type="checkbox"/></p>
<p>23 (¶ 2 / sent. 2)</p>	<p>Downtown employs a large number of the region’s residents, many of whom work for the State, <del>Dane County,</del> <u>local governments,</u> or the University, but many more are employed in the private sector.</p> <p><i>Dane County should be mentioned in the first paragraph and under “employment.” [PC] Replaced “Dane County” with “local governments” [PC 11.JUN.12]</i></p>	<p><input checked="" type="checkbox"/></p>

PAGE	PLAN COMMISSION RECOMMENDATION	STATUS
24	<p>Objective 2.1: <del>Maintain</del> <u>Promote and grow</u> 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 <u>and creative</u> industries, that will retain and attract new Downtown jobs. [EDC]</p> <p><i>Obj. 2.1 emphasizes the focus on tech-based businesses. The objective and supporting recommendations should also point out the target of Creative Industries as being desired in the recruitment efforts. [DCC]</i></p>	☑
24	<p>Recommendation 12: Recognize parking availability as a constraint on Downtown business development and work to address <u>diverse</u> parking needs <del>as part of a multi-modal transportation approach.</del></p> <p><i>Rec. 12: Change to "address diverse parking needs". [PC]</i></p>	☑
24	<p>New Objective: <u>Enhance economic value of the Downtown by encouraging high value projects that add employment and enhance property values.</u> [EDC]</p>	☑
24	<p>New Recommendation: <u>Encourage that economic factors are to be considered in each land use decision in terms of employment and tax value.</u> [EDC]</p> <p><i>Deleted "that" and replace "are" with "to be" [PC 11.JUN.12]</i></p>	☑
26	<p>Recommendation 13: Improve transportation linkages between the Downtown and Downtown edge employment centers generally, including <u>motor</u> vehicle, bicycle and pedestrian connections.</p> <p><i>Rec. 13- Change "vehicle" to "motor vehicle". [PC]</i></p>	☑
27	<p>Objective 2.3: Encourage higher density infill and redevelopment that is <del>context sensitive</del> <u>innovative and sustainable</u>, and complements and <del>connects to</del> <u>enhances</u> the areas in which it is proposed. [EDC]</p>	☑
27	<p>Recommendation 20: Allow existing buildings that are taller than the proposed height limits to be redeveloped at the same height provided the new building is of superior architectural design. <u>Implement through the development of the new Downtown Zoning Districts.</u> [EDC]</p>	☑
27	<p>Recommendation 16: <del>Direct</del> <u>Guide</u> development to locations recommended in this Plan for buildings of <del>that</del> <u>corresponding</u> height and scale. [DCC]</p>	☑
29 (¶ 2 / sent. 2)	<p>Similarly, sites of the 1960s-<del>1970s</del> era zero-lot-line buildings, which are mostly three to four stories <u>and characterized by surface parking lots in front of the building</u>, should be allowed (and encouraged) to redevelop at up to a maximum of five stories, plus an additional story if stepped back on all sides, to promote their redevelopment.</p> <p>Parcel Analysis Map revised and attached to the end of this memorandum.</p> <p><i>Changed reference from "1960s era" to "1960s-1970s era", added that they are characterized by front yard parking, and changed the map to show them [PC 11.JUN.12]</i></p>	☑

PAGE	PLAN COMMISSION RECOMMENDATION	STATUS
30	<p>Objective 2.4: <del>Coordinate the redevelopment of portions of Blocks 88 and 105 to create a vibrant mixed-use project.</del> <u>Create a vibrant mixed use project on Judge Doyle Square (Blocks 88 and 105) that will maximize economic development and act as a catalyst for future projects in the area.</u> [EDC]</p>	<input checked="" type="checkbox"/>
31 (¶ 1 / sent. 2)	<p><del>While no longer the region's primary destination for comparison retail shopping, it is today the region's primary "experience" destination, providing an unmatched array of food, entertainment, arts and cultural offerings, as well as distinctive retail choices. Downtown should build on these strengths and encourage further growth in these new retail anchors. While many products and services can be purchased Downtown, however, it must- should also continue to evolve as it welcomes more residents, workers, and visitors. While many products and services can be purchased Downtown, however, it must continue to evolve as it welcomes more residents, workers, and visitors.</del> residents have also expressed a desire for enhanced offerings to better meet their daily needs, such as more and larger grocery stores and general merchandise stores.</p> <p><i>The Plan needs a vision for downtown retail grounded in downtown retail realities, trends and economics. In Key 2, the retail section, we suggest a vision such as "Build on downtown's strength as an experience destination offering distinctive shopping options while expanding neighborhood-serving retail, and support retention, expansion and recruitment of retail businesses that combines distinctiveness a track record and are best positioned for success in downtown markets of our size." [BID] Note: The PC asked that this recommendation be rewritten to make it more clear. Deleted "While no longer the region's primary destination for comparison retail shopping" [PC 11.JUN.12]</i></p>	<input checked="" type="checkbox"/>
31	<p>Objective 2.5: <del>Enhance the attractiveness of Downtown shopping and entertainment choices to for Downtown workers, residents and visitors, by building on the Downtown's strengths as an experience destination offering distinctive shopping options while also expanding the availability of neighborhood-serving retail.</del></p> <p><i>Obj. 2.5: Enhance the attractiveness of Downtown shopping and entertainment to Downtown workers, residents and visitors, Replace with an objective that identifies a vision for downtown retail grounded in retail economics and trends, e.g., "building on downtown's strength as an experience destination offering distinctive shopping options while expanding neighborhood-serving retail." [BID] Note: The PC recommended that the following be incorporated into the objective: Recognizing that food, entertainment, arts &amp; culture and visitor destinations are the new retail anchors, foster strategic growth in innovative entertainment and "experience" offerings. [BID] OK as shown [PC 11.JUN.12]</i></p>	<input checked="" type="checkbox"/>
31	<p>Recommendation 23: <del>Provide Encourage</del> more convenient access to retail goods and services <del>by creating and expanding retail sites located near employment and residential use areas through business clustering and placement strategies to build critical mass of contiguous retail, encourage cross-shopping opportunities, avoid potential commercial conflicts, and reduce business turnover.</del> [EDC] [DCC] [BID]</p>	<input checked="" type="checkbox"/>
31	<p>Recommendation 26: Encourage development of small, neighborhood-serving convenience uses at <del>defined</del> <u>locations identified as neighborhood mixed-use nodes on the Generalized Future Land Use Map in this Downtown Plan and where supported by the market and neighborhood needs.</u> [BID]</p> <p><i>Note: The PC recommended a clarification that this applies to areas identified as "predominate residential" on the Generalized Future Land Use Map (page 40).</i></p>	<input checked="" type="checkbox"/>

PAGE	PLAN COMMISSION RECOMMENDATION	STATUS
31	<p><u>New Recommendation: Recognizing the new retail anchors, foster strategic growth in innovative entertainment and “experience” offerings and shopping to develop downtown as an experience destination.</u> [EDC]</p> <p><i>Note: The PC asked that this language be revised, but staff feel that this is now covered in the revised Objective 2.5 and it would be redundant to also include it as a recommendation. OK as shown [PC 11.JUN.12]</i></p>	<input checked="" type="checkbox"/>
31	<p><u>New Recommendation: Support retention, expansion and recruitment of retail businesses that combine distinctiveness, a track record, and are best positioned for success in downtown markets of our size.</u> [EDC]</p>	<input checked="" type="checkbox"/>
31	<p><u>New Recommendation: Position downtown as a quality urban and retail environment by expanding, and maintaining a standard of excellence for downtown safety, cleaning, maintenance, snow removal, and landscaping.</u> [BID]</p> <p><i>Note: This comment was originally made in Key 3.</i></p>	<input checked="" type="checkbox"/>
32	<p>Deleted the drive time map.</p> <p><i>Remove the drive time map. [PC]</i></p>	<input checked="" type="checkbox"/>
32	<p>Recommendation 30: Increase the supply of attractive, affordable <u>workforce housing and executive housing for Downtown workers.</u></p> <p><i>Rec. 30: Add a mix of executive housing and affordable workforce housing. [DCC]</i></p>	<input checked="" type="checkbox"/>
32	<p>Recommendation 32: Maintain and expand locations for sidewalk cafes <del>and street vendors.</del> [BID]</p>	<input checked="" type="checkbox"/>
32	<p><u>New Recommendation: “Recognize that street vending is an important component of the Downtown experience, and manage the placement, number, and quality of street vendors as appropriate to balance this activity with the goal of maintaining vital, competitive “brick and mortar” retail establishments.”</u> [PC]</p> <p><i>Note: The recommendation reflects the PC’s request that it begin with a verb.</i></p>	<input checked="" type="checkbox"/>
33	<p>Objective 2.7: Continue to enhance and promote Downtown as a great <del>visitor</del> destination, <del>including for business travelers,</del> <u>area residents</u>, recreation seekers and casual tourists. [EDC]</p>	<input checked="" type="checkbox"/>
33	<p><u>New Recommendation: Develop a strategy for enhancing <del>transit</del> connections among major Downtown visitor and tourist destinations, including the Alliant Energy Center, UW campus, State Street/Capitol Square, and others.</u></p> <p><i>Related to the discussion of shuttles and visitors, emphasize downtown linkage to/from the Alliant Center more. [TPC] Note: This recommendation was originally made on page 74. Kept on page 74 as is, and included on page 33 but deleted “transit” in that case. [PC 11.JUN.12]</i></p>	<input checked="" type="checkbox"/>

**KEY 3: ENSURE A QUALITY URBAN ENVIRONMENT** (pages 35-46)

*At its March 29, 2012 meeting, the Plan Commission approved this section of the plan with the changes in the table below.*

PAGE	PLAN COMMISSION RECOMMENDATION	STATUS
35	<p>Recommendation 35: 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 viewsheds and corridors. <u>Viewshed studies should be prepared for projects proposed in priority viewsheds to demonstrate that there are no negative impacts on the viewshed.</u></p> <p><u>(¶ 3 /sent. 4): Maintenance of these views was one of the considerations when recommending maximum building heights in this plan. However, taller buildings on some sites within priority viewsheds (such as those at lower elevations) may not diminish important views and viewshed studies should be prepared to evaluate their impact.</u></p> <p><i>There was a consensus of the Commission that a recommendation be added that states: "Viewshed studies may be used to demonstrate that a proposed development has no negative impacts on priority viewsheds." [PC 11.APR.12] Revised second sentence in Rec. 35 to make it grammatically correct. [PC 11.JUN.12]</i></p>	<input checked="" type="checkbox"/>
36	<p>Views and Vistas Map revised and attached to the end of this memorandum.</p> <p><i>The southern "priority viewshed" on the Views and Vistas Map should be revised pursuant to staff's recommendation that it be narrowed somewhat. [PC]</i></p>	<input checked="" type="checkbox"/>
38	<p>Objective 3.2: Provide a dynamic and flexible mix of land uses <u>and densities</u> that <del>provides</del> <u>enable</u> ample opportunities for jobs, housing, retail, entertainment, and recreation in a compact urban environment. [DCC]</p>	<input checked="" type="checkbox"/>



PAGE	PLAN COMMISSION RECOMMENDATION	STATUS
38 (¶ 2)	<p><del>As in most cities, Madison's downtown possesses the greatest variety and highest intensity of land uses in the metropolitan area. It offers great residential neighborhoods, vibrant commercial districts, lively entertainment and cultural venues, varied recreational opportunities, renowned educational institutions, and a high quality employment setting. To ensure that these components continue to work together to benefit Downtown, it is important to consider and plan for how they relate to each other.</del></p> <p><u>Downtowns are characterized by concentrations of economic, cultural, and social activity and high levels of engagement and interaction. People are attracted to Downtown Madison because it offers a dynamic environment for living, working or visiting---with a rich and diverse array of activities and opportunities found nowhere else in the region. Increasing the number of people living and working downtown will contribute to this dynamic environment and support the further growth of downtown shopping, entertainment and recreational opportunities.</u></p> <p><u>This Downtown Plan seeks to encourage and facilitate continued downtown employment and population growth, and its land use recommendations provide for the increases in development density needed to accommodate it. But increased density is not an end in itself. People are also attracted to downtown by its physical attractiveness---the beauty of its setting, the quality of its buildings and public amenities, and the distinctive characteristics of its individual neighborhoods and districts. This Plan provides recommendations which support substantial increases in downtown development and density, but also seek to ensure that downtown and its many neighborhoods continue to be attractive and engaging places.</u></p> <p><i>Obj. 3.2- There should be a definition of "density" somewhere in this section. [PC]</i></p>	<input checked="" type="checkbox"/>
39	<p>Recommendation 41: Concentrate ground floor commercial uses at mixed use neighborhood nodes identified <del>in this Downtown Plan</del> <u>on the Generalized Future Land Use Map</u>, rather than dispersing them throughout the area.</p> <p><i>Delete Rec. 41 [BID]. Note: It could be clarified that this recommendation is intended to specifically allow commercial uses at defined locations within areas identified as primarily residential on the Generalized Future Land Use Map.</i></p>	<input checked="" type="checkbox"/>
39	<p>Recommendation 42: Provide enhanced streetscape amenities at neighborhood nodes, such as curb bump outs <del>at intersections</del>, wider sidewalks, benches, bike racks, enhanced terrace treatments, and more landscaping.</p> <p><i>Deleted "at intersections" [PC 11.JUN.12]</i></p>	<input checked="" type="checkbox"/>
40	<p>Both maps incorporated into Appendix A.</p> <p><i>Move the Downtown 2000 Land Use Map and associated text to Appendix A, and also add the 1970 Land Use Map to Appendix A. [PC]</i></p>	<input checked="" type="checkbox"/>
41	<p>Objective 3.3: Provide a <u>flexible</u> framework for building scale that <u>encourages innovation and growth while reflecting</u> <del>reflects</del> the existing or planned (if recommended for change) character of the area in which a site is located and considers the larger Downtown context. <i>[EDC]</i></p> <p><i>Obj. 3.3- Clarify that if an area is planned for change, a new project would need to be compatible with that vision. [PC]</i></p>	<input checked="" type="checkbox"/>

PAGE	PLAN COMMISSION RECOMMENDATION	STATUS
41	<p>Recommendation 44: Establish maximum building heights as shown on the Maximum Building Heights Map and incorporate them into the Zoning Ordinance to provide variety and reflect and enhance the varied topography of the Downtown. <u>Maximum building heights may be exceeded through the planned development process. In bonus areas, the conditional use process may be used to approve up to two additional stories.</u></p> <p><i>Add: Maximum building heights may be exceeded through the Conditional Use process or the Planned Development District process. [EDC] Note: Support using the PDD process to exceed the height limit based on standards that will be developed as part of the Downtown Zoning Districts. Also support for using the Conditional Use process to grant up to two bonus stories in bonus areas where height is the only bulk requirement proposed to be altered, with any request above that having to go through the PDD process.</i></p>	<input checked="" type="checkbox"/>
41 (¶ 3)	<p>The <del>Maximum Building Heights Map on the next page</del> recommends a pattern of maximum building heights that reflects these considerations and the land use and other recommendations contained in this plan. Parts of the Downtown have had maximum building heights for years through requirements of the C-4 Zoning District and Downtown Design Zones. In these areas, establishing absolute building heights has clarified expectations for new development and contributed to a more consistent and predictable development review process. <u>However, the tradeoff was the perceived lack of flexibility to consider taller buildings in these areas and this plan recommends that the Zoning Ordinance eliminate Downtown Design Zones and allow proposals for buildings taller than the recommended height limit to be considered through the conditional use and/or planned development process.</u> The proposed height limitations are not intended to perpetuate the status quo, or unreasonably restrict redevelopment potential. The proposed height limits are significantly higher than most existing development in most parts of the Downtown, and in fact, almost all of the development that occurred in the Downtown over the past twenty years would be allowed under the proposed height map.</p> <p><i>Say in the text that the current Downtown Design Zones are proposed to be eliminated. [PC]</i></p>	<input checked="" type="checkbox"/>
41	<p>Recommendation 47: The City should commission the <del>construction development</del> of a <del>physical</del> <u>digital</u>, scale model of the Downtown to assist in evaluating development proposals.</p> <p><i>Rec. 47- Clarify that this refers to a digital model and not a physical one. [PC]</i></p>	<input checked="" type="checkbox"/>
42 (¶ 1 / sent. 1)	<p>Also for the purposes of this plan, height is measured from the highest point <del>of</del> <u>along a front lot building setback line along a paralleling any</u> street adjacent to the site, so <del>buildings on the downhill side of a slope building facades might</del> <u>could</u> be taller than shown on the <del>low portions of the site</del> <u>Maximum Building Heights Map.</u></p> <p><i>First paragraph, last sentence- Change "might be taller" to "could be taller" and look at measuring height from the highest existing grade on the site. [PC]</i></p>	<input checked="" type="checkbox"/>

PAGE	PLAN COMMISSION RECOMMENDATION	STATUS
42 (¶ 2 / sent. 1)	<p>Rooftops can provide valuable open spaces, such as gardens or patios, in dense urban environments, <del>and</del> <u>This Downtown Plan encourages the development of such amenities for use by residents, including potential amendments to the Capitol View Preservation Ordinance, that may allow the minimum required stair/elevator access to such spaces as an exception to that limit. A provision should be considered in the Zoning Code that would not consider accessible roofs and limited structures for access as a story for structures below the Capitol View Preservation height limit. There should be no changes to the Capitol View Preservation Ordinance.</u></p> <p><i>Second paragraph- Consider allowing some small enclosure on rooftops. [PC] The Plan Commission discussed several alternatives for how much and what type of "structure" should be allowed, including limiting it to the minimum amount necessary to provide access, and since the original intent of this paragraph was to encourage rooftop spaces without counting them as a story simply because they can be used, staff recommends this version. [PC 11.JUN.12]</i></p>	<input checked="" type="checkbox"/>
43	<p>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, <u>functional</u>, safe, and comfortable public spaces. [EDC]</p>	<input checked="" type="checkbox"/>
43-44	<p>People are attracted to great downtowns, and a major part of their experience has to do with the "people places" that a downtown offers. Many of these destinations are discussed in other sections of this plan. However, creating an attractive, safe, and engaging downtown pedestrian realm-- the streets, sidewalks, pathways, and other corridors that connect these destinations and encourage people to walk is just as important. A streetscape consists of street paving and marking, terrace design, trees and landscaping, sidewalks, street furniture, and lighting that combine to form an overall aesthetic and identity for a place. Downtown streets differ significantly in the number of traffic lanes, speed limit, street width, transit usage, level of pedestrian activity, bicycle usage, sidewalk characteristics, terrace widths, and tree canopies. <u>Other ways to help activate the street could include semi-public spaces, active ground-floor uses, wider sidewalks, micro-parks, outdoor cafes, vending spaces, etc.</u></p> <p><i>Consider more ways to activate the street such as, sidewalk width, parallel park and micro parks. [SUSTAIN]</i></p>	<input checked="" type="checkbox"/>
44	<p>Streetscape Design Map revised and attached to the end of this memorandum.</p> <p><i>The Streetscape Design Map should differentiate between the treatment of the outer loop and John Nolen Drive. [PC]</i></p>	<input checked="" type="checkbox"/>
45	<p>Recommendation 55: Consider <u>developing an urban forest plan for the Downtown and establishing a tree preservation ordinance that addresses devoting more space and high-quality soils to support canopy trees in the terrace.</u></p> <p><i>Rec. 55- Add devoting more space and high-quality soils to support canopy trees in the terrace. [PC] The plan at minimum recommends that the City develop an urban forest plan for the downtown area including the square. [UDC]</i></p>	<input checked="" type="checkbox"/>
45	<p>New Recommendation: <u>Carefully consider the type and placement of street trees on retail streets so as not to unduly obstruct store entrances or visibility of storefronts or signage, without reducing the number of trees planned.</u> [BID]</p> <p><i>Note: Some qualifiers would be appropriate (such as "unduly" obstruct the visibility of storefronts or signage) to emphasize that street trees are important and the approach needs to balance competing needs, but that not having street trees is not an option. [PC]</i></p>	<input checked="" type="checkbox"/>

PAGE	PLAN COMMISSION RECOMMENDATION	STATUS
Gen'l.	In general, do not list references to specific page numbers for maps, but instead list the name of the map. [PC]	<input checked="" type="checkbox"/>

**KEY 4: MAINTAIN STRONG NEIGHBORHOODS AND DISTRICTS** (pages 47-60)

At its April 11, 2012 meeting, the Plan Commission approved this section of the plan with the changes in the table below.

PAGE	PLAN COMMISSION RECOMMENDATION	STATUS
48 (¶ 1 / sent. 5)	The Downtown Core contains many historic buildings, and is home to the Simeon Mills National Register Historic District (see the National Register Historic Districts Map in Key 7).  <i>The Simeon Mills Historic District should be on the map. [PC]</i>	<input checked="" type="checkbox"/>
48 (¶ 2 / sent. 1)	Continued expansion of a mix of uses, such as employment, retail, entertainment, <u>cultural</u> , and residential, will help ensure that the Downtown Core remains a popular destination beyond normal business hours.  <i>Second paragraph: Add "cultural" to entertainment... [ARTS]</i>	<input checked="" type="checkbox"/>
48 (¶ 3 / sent. 1)	Major new development opportunities exist on the Brayton Lot ( <u>Block 113</u> ), public parking structures and other sites.  <i>The Brayton Lot should be on the map or have block numbers in parenthesis in the text. [PC]</i>	<input checked="" type="checkbox"/>
49	Recommendation 56: <del>Reserve</del> <u>Encourage non-residential uses, focusing on retail and entertainment uses, on the ground floor of</u> street frontages around Capitol Square, and on King Street, South Pinckney Street, East Wilson Street, <u>the 100 blocks of West and East Mifflin Streets</u> , and the 100 blocks of West and East Main Streets. <del>for non residential uses on the ground floor,</del> focusing on retail, <u>cultural</u> , and entertainment uses. [BID] [ARTS] [PC]	<input checked="" type="checkbox"/>
49	Recommendation 59: Update the Urban Design Guidelines for Downtown Madison that currently apply to portions of the Downtown Core <u>to encourage creativity and flexibility and architectural quality</u> and incorporate them into the Zoning Ordinance. [EDC]	<input checked="" type="checkbox"/>
49	Recommendation 61: <del>Preserve</del> <u>Encourage smaller scale, active urban uses, such as entertainment, restaurants, shopping and cultural activities, for "triangle (flatiron) blocks" at the corners of Capitol Square, including flatiron buildings</u> <del>forms for smaller scale, active urban uses, such as entertainment, restaurants, shopping and cultural activities.</del> [BID] [EDC]	<input checked="" type="checkbox"/>

PAGE	PLAN COMMISSION RECOMMENDATION	STATUS
49	<p>Recommendation 62: Preserve and rehabilitate landmarks, <del>potential landmarks,</del> and other significant older structures, including flat iron buildings <u>encourage the adaptive reuse of heritage resources, including the use of TIF.</u> [PC]</p> <p><i>Rec. 65- Include looking at existing TIF policies to provide assistance to help improve older commercial structures. Also, make a reference to this in Key 7 and change Rec. 62 if necessary to be consistent. [PC] Note: This is already included in Key 7.</i></p>	<input checked="" type="checkbox"/>
50	<p>The entire State Street section was revised to address the following comments and is attached at the end of this memorandum.</p> <p><i>Clarify the text that a State Street historic district was proposed, and was determined to be eligible, but was not supported. [PC]</i></p> <p><i>Consider adding a recommendation that some redevelopment opportunities may occur to create more functional retail space. [PC]</i></p> <p><i>In the text reference the need to accommodate a mix of store sizes. [PC]</i></p> <p><i>Obj. 4.2- Change to: "As a premier destination, the State Street district should continue to encourage a vibrant, diverse, dynamic mix of uses and users, a human scale and unique sense of place, and evolution as a shopping, dining, entertainment and cultural destination. The existing character should be supported, and ground floor spaces should be reserved for retail and eating/drinking establishments while additional office uses on upper floors should be considered. Many of the buildings are historic or architecturally significant and should be retained." The objective should include that a balance needs to be struck between physical scale and business needs. [BID] [PC]</i></p> <p><i>Recommendation 64: Support the retention, <u>expansion</u>, and establishment of <u>a mix of</u> locally-owned <del>small</del> businesses, while allowing a mix of regional, national and international businesses; with a flexible range of business sizes including destination retail." [PC].</i></p> <p><i>Rec. 65- Include looking at existing TIF policies to provide assistance to help improve older commercial structures. Also, make a reference to this in Key 7 and change Rec. 62 if necessary to be consistent. [PC] Note: This is already included in Key 7.</i></p>	<input checked="" type="checkbox"/>

PAGE	PLAN COMMISSION RECOMMENDATION	STATUS
51	<p>The entire Mifflin section was revised to address the following comments and is attached at the end of this memorandum.</p> <p><i>Mifflin (excluding the 400-500 blocks of W. Washington Ave.)- Allow a mix of uses including research, employment, residential (both student and non-student), and neighborhood-serving retail in some areas (not generally mid-block). Establish a maximum building height of 6-stories. Promote the following characteristics: No preference towards preservation of the house-like form, ground floors should be designed for commercial uses but that could accommodate residential uses, wide tree terraces with larger trees, and urban open spaces, but not “useable open space” as defined by the Zoning Code. [PC]</i></p> <p><i>400-500 blocks of W. Washington Ave. - Allow a mix of uses, but primarily residential. Establish a maximum building height of 4-stories + 2 bonus stories. Promote the following characteristics: No preference towards preservation of the house-like form, ground floor commercial use is OK, but upper floors should emphasize residential uses, consistent setbacks as described in the Letter of Transmittal alternative, preserve the wide terraces, and don’t create a boulevard (median). [PC]</i></p> <p><i>Obj. 4.3: <u>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.</u> [EDC] Note: this objective could be rewritten to capture the essence of the EDC recommendation, but be phrased more as an objective and less as a rationale.</i></p> <p><i>Rec. 66: <u>Develop a special area plan to provide more detail on the types of development and economic opportunities for the Mifflin district, including a marketing plan.</u> [EDC] Note: Once a firm direction is established for the Mifflin district that a more detailed implementation strategy should be developed, which may or may not include a marketing plan.</i></p> <p><i>The UDC viewed that there were two parts to the area labeled Mifflin that needed separate consideration. [UDC] Note: Clarify that this references the West Washington Ave. frontage and the area north of that to Dayton Street as the two parts.</i></p> <p><i>The UDC believes regarding the rest of the Mifflin District that mixed use is a better characterization of the future of the district. [UDC] Note: Staff proposed language such as: “The Mifflin district will evolve a strong, but more-urban sense of place by introducing significant opportunities for new mixed-use development, with residential use as a component of mixed-use buildings that will provide a wide variety of housing options attractive to a broader mix of residents. This approach proposes that much of the area be redeveloped over time with a combination of larger footprint buildings of up to six stories in height, smaller multi-family buildings, townhouses, and two-and three-flat buildings.”</i></p> <p><i>Staff discussed the warehouse/loft form as a concept to be incorporated into the third alternative such form was used in the recent successful Depot project and that mixed use projects might be most successful at the cross streets. [UDC]</i></p> <p><i>Another factor to be encouraged in a redeveloped Mifflin is broadened terraces for more successful large shade trees. Making streets such as Basset more of a boulevard with wide terraces could increase the urban green space. [UDC] Note: Clarify that the term “boulevard” does not mean a median-- which staff would not support.</i></p> <p><i>Mid-block alleys or urban lanes with pedestrian alternatives can also relocate driveways from street frontages increasing the urban green aspect of the area that redevelop in a greater density. [UDC]</i></p> <p><i>The city should explore ways to have Bedford, Bassett, and Broom be enhanced pedestrian linkages with urban amenities and green space. For the present plan this could be incorporated with a policy statement with further development in the transportation planning efforts. [UDC]</i></p>	<input checked="" type="checkbox"/>
53	<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. <del>Limited</del> Neighborhood-serving commercial uses in mixed-use developments would be appropriate at specified locations, such as the intersection of West Main and Bassett Streets. [EDC]</p>	<input checked="" type="checkbox"/>

PAGE	PLAN COMMISSION RECOMMENDATION	STATUS
53	<p><del>Recommendation 71: Incorporate the 400-500 blocks of West Washington Avenue and West Main Street into the implementation strategy described in the Mifflin District recommendations.</del></p> <p><i>Deleted this recommendation since the revised Mifflin section specifically addresses these blocks of West Washington Avenue and excludes these blocks of West Main Street, therefore this is unnecessary. [PC 11.JUN.12]</i></p>	<input checked="" type="checkbox"/>
54 (¶ 2 / sent. 3)	<p>Taller buildings closer to the railroad corridor and new loft-style buildings at other locations within the district could provide the flexibility for a variety of uses and accommodate change over time. <u>Mixed-use loft-style buildings</u> <del>Residential uses</del> should be provided along Bedford Street.</p> <p><i>Add the word "mixed-use " in the text to be consistent with the language in Rec. 75. [DCC]</i></p>	<input checked="" type="checkbox"/>
56 (¶ 1 / sent. 8)	<p>Langdon Street is the center of "Greek Row", <u>a number of co-ops, and other student housing.</u> <del>and fraternities and sororities</del> as a whole have done a particularly good job of maintaining their houses over time.</p> <p><i>In the text add a reference to "Student Co-op Row" with the reference to "Greek Row." [PC]</i></p>	<input checked="" type="checkbox"/>
57	<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 <del>for executives, families, and students.</del> <u>Encourage sustainable rehabilitation of existing housing stock and period architecture and owner occupancy.</u> [EDC]</p> <p><i>Obj. 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 <del>for executives, families, and students.</del> [PC]</i></p>	<input checked="" type="checkbox"/>
57	<p><u>Recommendation 82: Prepare a plan for the Mansion Hill Neighborhood, including recommendations to preserve the character of the Mansion Hill Historic District and ensure that new development is compatible with the historic context in scale and design.</u></p> <p><i>Urge update of Mansion Hill Plan. [LANDMARKS] Note: The process for creating a new Mansion Hill Neighborhood Plan was started in 2001, but for several reasons (including but not limited to staff resources devoted to the Downtown Plan and other projects) has not been completed. Due to the elapsed time and the recommendations contained in this plan, staff feel that a new planning effort could be started at a future time. Such an effort needs to be inclusive of all property owners, residents, and businesses. This item was also added to A Call to Action.</i></p>	<input checked="" type="checkbox"/>
58	<p>Objective 4.10: The James Madison Park neighborhood should accommodate a mix of dwelling units, some of which are suitable to families with children. The renovation of existing houses coupled with selective redevelopment that generally reflects the scale and rhythm of the existing structures should help reinvigorate the area, provide a variety of housing options <u>(including workforce housing)</u>, and strengthen linkages to the adjacent Tenney-Lapham neighborhood.</p> <p><i>Obj. 4.10- Add a reference to workforce housing. [PC]</i></p>	<input checked="" type="checkbox"/>

PAGE	PLAN COMMISSION RECOMMENDATION	STATUS
58 (¶ 1 / sent. 2) + 59	<p>Many of these houses have been long time rental properties <u>and include larger units that would accommodate families with children.</u></p> <p>Recommendation 86: Encourage family-supportive <u>workforce</u> housing design in new multi-family developments, including more modern, larger units (2-3 bedrooms) and true usable on-site open space.</p> <p><i>Rec. 86- Add a reference to workforce housing and note that the existing housing stock includes many larger units that are family supportive. [PC]</i></p>	<input checked="" type="checkbox"/>

**KEY 5: ENHANCE LIVABILITY** (pages 61-70)

*At its March 8, 2012 meeting, the Plan Commission approved this section of the plan with the changes in the table below.*

PAGE	PLAN COMMISSION RECOMMENDATION	STATUS
65 (¶ 1 / sent. 1)	<p>A consistent message heard throughout the planning process was that Downtown needs to have more living opportunities for families with children, <u>including affordable housing.</u></p> <p><i>Add : including affordable housing.</i></p>	<input checked="" type="checkbox"/>
66 (¶ 1 / sent. 2)	<p>As Downtown continues to evolve and new housing is constructed, opportunities must continue to be provided for those who otherwise might not be able to afford to live Downtown. <u>Housing programs, such as the Section 42 Low Income Housing Tax Credit Program, can provide financial incentives to help meet this need.</u></p> <p><i>Affordable housing should be encouraged not by retaining crumbling structures but by encouraging section 42 housing and other programs. [UDC]</i></p>	<input checked="" type="checkbox"/>
68 (¶ 6 / sent. 4)	<ul style="list-style-type: none"> <li>▪ Natural Access Control - Natural access control relies on physical elements to keep unauthorized persons out of a particular place if they do not have a legitimate reason for being there. On private property, properly located entrances, exits, fencing, landscaping and lighting can subtly direct both foot and vehicular traffic in ways that decrease criminal opportunities. In the public realm, non-physical or “psychological” barriers can be used to achieve similar objectives. For example, these barriers may appear in the form of signs, paving textures, nature strips, <u>art</u>, or anything that announces the integrity and uniqueness of an area.</li> </ul> <p><i>RE: natural access control: art should be an option. [ARTS] Note: This can be included in the text.</i></p>	<input checked="" type="checkbox"/>



**KEY 6: INCREASE TRANSPORTATION CHOICES** (pages 71-90)

At its March 13 and March 22, 2012 meetings, the Plan Commission approved this section of the plan with the changes in the table below.

PAGE	PLAN COMMISSION RECOMMENDATION	STATUS
71 (¶ 1 / sent. 2)	<p>Staff believe that this sentence in the first paragraph of this section clearly states this and that no change is necessary: “This plan outlines a balanced and integrated approach focused on developing multiple ways (modes) for people to get to and around Downtown.”</p> <p><i>State in the opening section to Key 6 that transportation is about moving people. [PC]</i></p>	<input checked="" type="checkbox"/>
71	<p><u>The City of Madison recognizes the environmental costs, including air quality impacts, of continuing to rely on automobiles long term, and seeks the cooperation and support of our County, State and Federal partners for a long range strategy that envisions a downtown Madison alternatives to the use of motorized vehicles are emphasized as the primary means of getting to and circulating around the downtown. This vision must include multi-year efforts to educate the public and policy makers about the types of land use and infrastructural changes needed to make this vision possible. This vision must also include the creation of high(er) frequency, high capacity transit service and improved non-motorized transportation options for the movement of people to and around the downtown.</u></p> <p><i>[PBMVC][LRTPC]</i></p> <p><i>Note: Staff recommend that this paragraph be inserted into the text at the very top of page 72. Acknowledge air quality issues associated with motor vehicles. [PC]</i></p>	<input checked="" type="checkbox"/>
<b>CONNECTIONS TO OTHER CITIES</b>		
71 (¶ 3 / sent. 1)  + 72	<p><del>As illustrated on the chart on the next page, nearly 70% of Downtown workers get to their jobs by car, with 55% driving alone and 14% carpooling. Not all trips to Downtown are made for work purposes, but this data is a good indicator of how people travel to Downtown. Compared to most cities its size, relatively larger percentages of trips to Downtown Madison are made by transit, bicycle, or on foot; and while driving remains the principal mode of travel to Downtown, available information indicates that the proportion of trips made by alternative modes continues to increase. As Downtown employment and population grows, the use of all transportation modes may grow as well, but this plan encourages a special focus on alternatives to driving-- and particularly to driving alone.</del></p> <p>Deleted the Revised Means of Transportation to Work Downtown chart.</p> <p><i>Update mode split data since it is 12 years old, or don't include the information and graphic in the plan. [LRTPC] Change the first two sentences to be more qualitative instead of quantitative, say what the trend seems to be, and delete the graphic [PC 11.JUN.12]</i></p>	<input checked="" type="checkbox"/>

PAGE	PLAN COMMISSION RECOMMENDATION	STATUS
72 (¶ 1 / Bullet 4)	<p>This plan's recommendations for enhancing circulation to and between the diverse array of Downtown destinations focus on providing:</p> <ul style="list-style-type: none"> <li>▪ Very high-quality pedestrian, bicycle and streetscape amenities;</li> <li>▪ A compact, highly interconnected pattern of relatively short, intensively developed blocks;</li> <li>▪ Multi-modal travel opportunities, especially for pedestrians, bicyclists and transit users;</li> <li>▪ An efficient network of arterial, collector and local streets <u>for all modes</u>;</li> <li>▪ Excellent access to high frequency mass transit service;</li> <li>▪ On-street, structured, and underground parking facilities to meet anticipated needs, and eventual redevelopment of large surface parking lots.</li> </ul> <p><i>Fourth bullet- Add: "...for all modes."</i></p>	<input checked="" type="checkbox"/>
72 (¶ 2 / sent. 2)	<p><u>Likewise continuing to expand transportation options provide the best opportunities to address the needs of future residents by avoiding the over reliance on just a few modes.</u></p> <p><i>The Plan lacked a vision of how younger generations would use transportation: What would their needs be in the next 10 or 20 years? The Plan was a wish-list for the short-term, but didn't look at the long-term re: how people would move in out of the downtown conveniently. [TPC] Note: Staff recommended no change, since The plan recommends the development of all modes of transportation to provide a variety of choices for all people to get around, regardless of their age. The PC asked to consider adding some language about sustainability in the introduction to this key to get at the TPC recommendation. Note: This was originally a general comment.</i></p>	<input checked="" type="checkbox"/>
72 (¶ 2 / sent. 4)	<p><u>This Downtown Plan recognizes the importance of on-going transportation planning, beginning with the city-wide transportation master plan that is proposed to commence in 2012.</u></p> <p><i>Acknowledge the citywide Transportation Master Plan in the introduction to Key 6. [PC]</i></p>	<input checked="" type="checkbox"/>
72 (new ¶ 5)	<p><u>Downtown is also well connected to surrounding communities and the region through a network of bicycle <del>trails</del> paths and designated routes. These facilities should continue to be enhanced and expanded.</u></p> <p><i>Bicycles and bicycle routes need to be mentioned under "Connections to other Cities". [TPC] Note: The PC recommended language that supports connections to regional bicycle trails and systems. Add to narrative about bike networks and how the recommendations plug into that for transportation and recreation. [PC] Changed "trails" to "paths" [PC 11.JUN.12]</i></p>	<input checked="" type="checkbox"/>
72	<p><u>Recommendation 112: Continue to plan for a future high speed passenger rail station <del>in the vicinity of the Monona Terrace Community and Convention Center</del> and evaluate potential Downtown rail station locations, considering impacts on the street grid and adjacent neighborhoods.</u></p> <p><i>Rec. 112- Change to "evaluate" potential Downtown passenger rail stations locations "considering impacts on the street grid and adjacent neighborhoods". [PC] Remove the assumption that the Monona Terrace site will be the future location of the Amtrak Passenger Rail Station. Leave the option open for other potential sites to be evaluated. [DCC]</i></p>	<input checked="" type="checkbox"/>
73 (¶ 1 / sent. 3)	<p>While the relative nearness of Downtown to the airport is a valuable attribute, there are significant opportunities to provide more focused, visible, and regular shuttle service (either bus- or rail-based) between them. <u>The City should coordinate with Dane County and others to initiate the planning for this service.</u></p> <p><i>Create an airport shuttle in collaboration with the county. [TPC] Note: It should be noted that the County on one of many groups that the City would need to coordinate with.</i></p>	<input checked="" type="checkbox"/>

PAGE	PLAN COMMISSION RECOMMENDATION	STATUS
73  (¶ 2 / sent. 5)	<u>Taxi service should also be accommodated in these facilities.</u>  <i>Remember to include Taxi/Cab service when talking about modes/connections. [TPC]. Note: this was originally a general comment.</i>	<input checked="" type="checkbox"/>
73	Recommendation 115: <u>Develop a comprehensive strategy for integrating inter-city bus services into the Downtown transportation system, including locating stops in close proximity to a variety of inter-modal connections.</u>  <i>Rec. 115: Amend to state that inter-city bus service should be located in close proximity to a variety of inter-modal connections. [DCC]</i>	<input checked="" type="checkbox"/>
73	New Recommendation: <u>Investigate park and bike options for the last leg of an intercity journey.</u> [PC 11.JUN.12]	<input checked="" type="checkbox"/>
<b>TRANSIT SERVICE</b>		
74	Recommendation 120: <u>Develop a strategy to Expand the Madison Metro bus system to incorporate regional approaches such as bus rapid transit and express bus routes, tied to as well as remote park and ride lots .</u>  <i>Rec. 120: What is the City's strategy for addressing remote park-and-ride facilities? [PC] New Recommendation: Consider potential sites for close park-n-ride options. Ones that either do not require a transfer to get Downtown or may have an express bus option. [EDC] Note: The PC recommended considering the Strasbourg model (without mentioning it by name) and focus the recommendation on investigating the concept and whether it is a good idea or not. The idea of "park once" should include the concept that the parking location not be all the way downtown. There is evidence that commuting drivers into Madison are willing to shift modes to transit, bicycle or walking for the last "mile or so" of their trip. [DCC] Note: This recommendation was originally made on page 80. Note: The PC agreed with the staff recommendation that the location of parking facilities outside of the Downtown should be considered as part of the upcoming city-wide transportation master plan, and also said the plan should acknowledge in the text that the current situation is free parking in adjacent neighborhoods.</i>	<input checked="" type="checkbox"/>
74	New Recommendation: <u>Develop a strategy for enhancing transit connections among major Downtown visitor and tourist destinations, including the Alliant Energy Center, UW campus, State Street/Capitol Square, and others.</u>  <i>Related to the discussion of shuttles and visitors, emphasize downtown linkage to/from the Alliant Center more. [TPC] Note: This recommendation was originally made on page 74. Kept on page 74 as is, and included on page 33 but deleted "transit" in that case. [PC 11.JUN.12]</i>	<input checked="" type="checkbox"/>

PAGE	PLAN COMMISSION RECOMMENDATION	STATUS
74 (¶ 3 / sent. 3)	<p>Based on the input provided by regional stakeholders, these types of transit improvements will likely be major components in future regional transit plans - and will likely include the following specific service improvements:</p> <ul style="list-style-type: none"> <li>▪ Expanded local and express bus service in the greater Madison metropolitan area;</li> <li>▪ New express bus service to several Dane County communities outside the Madison metropolitan area;</li> <li>▪ New passenger rail service and bus rapid transit (BRT) service in the central corridor area of the region (including Madison’s isthmus);</li> <li>▪ Park-and-ride lots strategically located throughout the region;</li> <li>▪ Improved service for the elderly and disabled;</li> <li>▪ Improved shared ride taxi service in communities outside the Madison metropolitan area; and,</li> <li>▪ Regional transit system operational improvements (including fare modernization, real-time time traveler information, smart-phone/computer technologies, transfer opportunities (to access services across various transit systems) and vehicle fleet improvements and modernization.</li> <li>▪ <u>Accommodations for bicycles and connections to the bicycle network.</u></li> </ul> <p><i>Accommodations for bicycles need to be added [TPC] Add “connecting the bicycle network” as a bullet in the text. [TPC]</i></p>	<input checked="" type="checkbox"/>
75 (¶ 1 / sent. 2)	<p>This plan includes several recommendations to enhance the already excellent Downtown bus service <u>for a city of Madison’s size.</u></p> <p><i>Our bus service is not “excellent” at this time because of a lack of appropriate funding. Metro is not able to connect to the outlying areas of the city. [TPC] Note: The PC asked to qualify the reference to excellent bus service somewhat, like adding “...for a city of our size.”</i></p>	<input checked="" type="checkbox"/>
75	<p>Transit Map revised and attached to the end of this memorandum.</p> <p><i>Second paragraph on page 73- the locations of the two potential intermodal transportation facilities should be identified on the transit map. [PC]</i></p>	<input checked="" type="checkbox"/>
77 (¶ 2 / sent. 2)	<p>Evaluation of a circulator system could be part of the recommended follow-up transportation plan, <u>that would consider population density, user origin/destination surveys, and other data.</u></p> <p><i>Regarding the concept of a potential circulator, ensure that the route will be determined after appropriate study of population density and user origin/destination. [BID]</i></p>	<input checked="" type="checkbox"/>
<b>COMPLETE STREETS</b>		
78	<p>Objective 6.3: Enhance the street system through a complete streets approach to accommodate the <u>safe and efficient</u> movement of <u>motor</u> vehicles, bicycles and pedestrians.</p> <p><i>Obj. 6.3- Change “vehicles” to “motor vehicles”. [PC]</i></p>	<input checked="" type="checkbox"/>
78 (¶ 2 / sent. 2)	<p>The Downtown street system is an interconnected network of arterial and local streets (see the map on the following page). This network must continue to function efficiently to move <u>all modes of</u> traffic to and through the Downtown even as traffic increases.</p> <p><i>Second paragraph, second sentence- Clarify that this applies to all modes, not just cars. [PC]</i></p>	<input checked="" type="checkbox"/>

PAGE	PLAN COMMISSION RECOMMENDATION	STATUS
78	<p>Recommendation 124: <del>Fund a study to</del> Review and evaluate the <u>impacts benefits and costs</u> of converting the <del>following streets from one-way</del> <u>network back to two-way</u> within the planning area. <u>The study should exclude the Johnson-Gorham one-way pair. and make the following segments a priority in the study:</u></p> <ul style="list-style-type: none"> <li>▪ <del>Wilson Street — between Bassett and Broom Streets, and between Henry and Butler Streets.</del></li> <li>▪ <del>Broom Street — between West Doty and West Gorham Streets.</del></li> <li>▪ <del>Bassett Street — between West Wilson and West Gorham Streets</del></li> </ul> <p><i>Rec. 124: <del>Fund a study to</del> Review and evaluate the <u>impacts benefits and costs</u> of converting the <del>following streets from one-way</del> <u>network back to two-way</u> in the greater downtown area between Breese Terrace on the west and Baldwin Street on the east..."</i>  <i>[DCC] Note: The PC asked to change this to look at all one-way streets within the planning area, except Johnson and Gorham Streets since they are largely outside of the planning area, and remove the specific streets listed in the bullet points.</i></p>	<input checked="" type="checkbox"/>
78	<p>Recommendation 125: Improve the safety and aesthetics of the following key gateway intersections while enhancing the ability of pedestrians and bicyclists to cross the streets, and facilitating efficient traffic movement:</p> <ul style="list-style-type: none"> <li>▪ John Nolen Drive, Williamson Street and Blair Street (<u>before or in conjunction with improvements to the lakeshore and Law Park</u>).</li> <li>▪ John Nolen Drive and North Shore Drive.</li> <li>▪ John Nolen Drive and Broom Street.</li> <li>▪ West Washington Avenue and Regent Street.</li> </ul> <p><i>New Recommendation: Improve pedestrian connections at the John Nolen Drive/Williamson Street intersection, before improvements to the lakeshore are implemented. [LRTPC] Note: This recommendation was originally made on page 84. Note: This recommendations was originally made on The PC recommended that the entire intersection be considered and not just the pedestrian connections.</i></p>	<input checked="" type="checkbox"/>
78	<p>Recommendation 126: Restripe West Washington Avenue between Bedford Street and <del>Henry Carroll</del> Street as a two lane facility with on-street parking, bike lanes, and turn lanes <del>and at</del> <u>intersections</u>, without reducing the width of the terraces.</p> <p><i>Rec. 126: Change to specifically recommend extending the bicycle lanes to the Square to be consistent with the map on page 84. [PC]</i></p>	<input checked="" type="checkbox"/>
78	<p>Recommendation 127: Continue to incorporate “complete streets” requirements in the design for all street reconstruction projects within the Downtown, <u>including consideration of vehicular speed and its impact on all modes.</u></p> <p><i>Rec. 127- Add- Consider vehicular speed in the downtown as it is a barrier to pedestrians and bikes. [SUSTAIN]</i></p>	<input checked="" type="checkbox"/>
79	<p>Streets and Parking Map revised and attached to the end of this memorandum.</p> <p><i>The map legend should indicate that the four major intersection improvements include improvements for bikes and pedestrians. [PC] Add South Hamilton as a one-way street and review the map to see if there are others. [PC] First paragraph, last sentence- The private drive connecting Wisconsin Ave. and Pinckney St. also needs to be shown on a transportation map. [PC] Note: This comment was originally made regarding page 58.</i></p>	<input checked="" type="checkbox"/>

PAGE	PLAN COMMISSION RECOMMENDATION	STATUS
<b>PARKING</b>		
80	<p>New Recommendation: <u>Improve key elements of the downtown parking customer experience by incorporating best practices to Downtown parking and marketing to: enhance and modernize city parking wayfinding (i.e., “trailblazing”) signage and identify ways to improve cleanliness, lighting and safety of parking garages and lots. [BID]</u></p> <p><i>Note: The PC asked to add “incorporating best practices to Downtown parking and marketing” without referencing a specific report.</i></p>	<input checked="" type="checkbox"/>
80	<p>At this time, the Parking Utility does not anticipate building additional structured parking under its current format, <u>and a needs analysis should be conducted prior to major facilities being reconstructed or demolished.</u> As shown in the table below, the Utility is facing major costs just to replace the existing structures and, except for funds reserved to replace the Government East ramp, funds are currently not available to meet the other replacement costs.</p> <p><i>Add that a needs analysis should be conducted when major parking facilities are reconstructed or demolished. [PC]</i></p>	<input checked="" type="checkbox"/>
80	<p>New Recommendation: <u>Review fees for street, ramp and privately owned motor vehicle parking to ensure the City has the best policy for minimizing single occupant vehicle traffic both downtown and in surrounding neighborhoods, recovers its costs for providing street and ramp parking, and provides adequate but not excessive parking to support downtown businesses and other land uses. [PC]</u></p> <p><i>New Rec.: Review the residential parking permit program to ensure its goals and operations balance the need of all Downtown street parking users, including an evaluation of pricing, and consider business parking permits. [TPC] New Rec.: “Evaluate the policies for on-street parking in downtown and adjoining neighborhoods. Include an evaluation of the costs associated with on-street parking permits to ensure that the price for annual permits reflects the full cost to the City.” [DCC]</i></p>	<input checked="" type="checkbox"/>
81	<p>Recommendation 132: Continue giving priority and other incentives in Madison Parking Utility facilities to car pools, van pools, and hybrid vehicles, <u>and dedicate stalls for use by car sharing services.</u> [DCC]</p>	<input checked="" type="checkbox"/>
81	<p>New Recommendation: <u>Address the problem of moped parking on front lawns and terraces in downtown neighborhoods.</u> [DCC]</p>	<input checked="" type="checkbox"/>
81	<p>New Recommendation: <u>Encourage car sharing stalls in major residential and commercial development.</u> [PC]</p>	<input checked="" type="checkbox"/>
Gen'l.	<p>Throughout the plan, the text should say “motor vehicle parking” if that’s what it means, otherwise if it refers to other modes it could say “parking”. [PC]</p>	<input checked="" type="checkbox"/>
<b>BICYCLE FACILITIES</b>		
82	<p>Objective 6.5: Improve and expand bicycle facilities through the creation and enhancement of bike routes, paths, <u>parking</u> and amenities as described in the Platinum Bicycle Committee report and the Bicycle transportation Plan for Madison Urban Area and Dane County. [EDC]</p>	<input checked="" type="checkbox"/>

PAGE	PLAN COMMISSION RECOMMENDATION	STATUS
<p>82 (¶ 4 / sent. 3)</p>	<p>Another new initiative being pursued is incorporating a <del>bike station</del> <u>bicycle center</u> as part of the Judge Doyle Square development described on <del>page 30</del> in Key 2. <u>A bicycle center is a facility that provides a variety of bicycle-oriented amenities, such as secure bicycle parking, bicycle repairs and retail services, bicycle and personal lockers, and bicycle rental/sharing.</u> Once <del>that station</del> the center at Judge Doyle Square (Block 105) is operational, a <del>bike station</del> <u>bicycle center</u> should be established in the vicinity of the Kohl Center as part of a multi-modal transportation hub.</p> <p>Recommendation 139: Construct <del>bike stations</del> <u>bicycle centers</u> on the east and west sides of the Downtown as part of multi-modal transportation hubs.</p> <p><i>Change "bike station" to "bike center" throughout the plan and define what it is, possibly in the caption under the photo. [PC]  Last sentence- Add block numbers to the Judge Doyle Square reference. [PC]</i></p>	<p><input checked="" type="checkbox"/></p>
<p>82</p>	<p>Recommendation 136: Identify and make specific improvements to one-way streets, potentially including contra-flow lanes, to facilitate bicycling at <del>the following</del> <u>the following</u> locations <u>including, but not limited to</u>:</p> <ul style="list-style-type: none"> <li>▪ 100 block of East Main Street.</li> <li>▪ 100 block of South Pinckney Street.</li> <li>▪ 100 block of East Mifflin Street through the 100 block of West Mifflin Street.</li> <li>▪ 100 block of West Main Street.</li> <li>▪ 200 block of West Doty Street.</li> <li>▪ 100 block of South Carroll Street.</li> <li>▪ <u>East and West Wilson Streets, if not converted to two-way streets.</u></li> </ul> <p><i>Rec. 136- Add East/West Wilson if not converted to two-way. [PC] Deleted "the following" and added "including, but not limited to" [PC 11.JUN.12]</i></p>	<p><input checked="" type="checkbox"/></p>
<p>82</p>	<p>Recommendation 137: Identify and make specific improvements for adding bike lanes as follows:</p> <ul style="list-style-type: none"> <li>▪ West Washington Avenue from the Southwest Path <del>to Fairchild Street or to Carroll Street.</del></li> <li>▪ East Washington Avenue from <del>Blair</del> <u>Blount</u> Street to Pinckney Street.</li> <li>▪ Broom Street from John Nolen Drive to Gorham Street.</li> <li>▪ Bassett Street from Main Street to Wilson Street.</li> <li>▪ On streets converted from one-way to two-way, bike lanes on both sides and in both directions are desirable.</li> </ul> <p><i>Rec. 137- Add West Washington from Bedford to Carroll, and East Washington from Blount to Pinckney even though part is outside of the planning area. [PC]</i></p>	<p><input checked="" type="checkbox"/></p>
<p>82 (¶ 2 / sent. 2)</p>	<p>Whether used for <del>commuting</del> <u>transportation</u> or recreation, the extensive network of off-street paths, on-street routes, and other facilities promote bicycling as a safe, efficient, and convenient transportation alternative.</p> <p><i>Change "commuting" in the second sentence of this section to "transportation." [PC]</i></p>	<p><input checked="" type="checkbox"/></p>
<p>82</p>	<p>Replace the Government East photo with a ramp that will be around in ten years. [PC]</p>	<p><input checked="" type="checkbox"/></p>

PAGE	PLAN COMMISSION RECOMMENDATION	STATUS
82-83  (¶ 4 / sent. 1)	<p>A new initiative currently being implemented is <del>the B-Cycle</del> a bicycle rental program, which will locate automated kiosks throughout the Downtown and surrounding areas where bicycles can be rented and returned. This will be a great asset for Downtown residents and workers, but will be especially attractive to visitors as another way to explore Downtown.</p> <p>Recommendation 142: Expand the <del>B-Cycle</del> bicycle sharing/rental program that primarily serves the isthmus.</p> <p><i>B- Cycle or any specific business should not be highlighted in the plan, but B-Cycle can be used in the photo as an example. [PC]</i></p>	<input checked="" type="checkbox"/>
83	<p>Recommendation 138: Identify and <u>consider</u> <del>makeing</del> specific improvements for bicycle connections through pedestrian-only areas where bicycling is currently prohibited, as follows:</p> <ul style="list-style-type: none"> <li>▪ 100 Block West Mifflin Street.</li> <li>▪ 100 Block North Carroll Street.</li> <li>▪ <u>700 and 800 Blocks of State Street, when it is reconstructed.</u></li> </ul> <p><i>Rec. 138- Change recommendation to add "identify and consider the 700-800 blocks of State Street when it is reconstructed," but don't change the current wording. [PC]</i></p>	<input checked="" type="checkbox"/>
83	<p>Recommendation 139: <del>Construct</del> <u>Conduct consumer market research to determine desirable locations for bike stations, including</u> on the east and west sides of the Downtown as part of multi-modal transportation hubs.</p> <p><i>Rec. 139: Conduct more consumer market research to determine desirable locations for bike stations. [DCC]</i></p>	<input checked="" type="checkbox"/>
83	<p>Recommendation 140: Provide ample <u>and convenient</u> short-term and long-term bicycle parking <u>in residential and commercial areas</u>, including in conjunction with individual redevelopment projects, <del>and</del> the construction/reconstruction of parking structures, <u>and in all existing Madison Parking Utility facilities. This may include independent covered parking, on-demand bike lockers, corrals, and other accommodations.</u></p> <p><i>Rec. 140: Add: "Provide more bicycle parking in all existing Madison Parking Utility facilities downtown." [DCC] Note: The PC recommended adding the word "convenient." Add examples such as: independent covered parking, on-demand bike lockers, corrals, other. [PC] More bike parking was needed (beyond commercial areas) in residential areas downtown, where people were tripping over bikes and bikes were being chained to trees and poles. [TPC]</i></p>	<input checked="" type="checkbox"/>
84	<p>Bicycle Facilities Map revised and attached to the end of this memorandum.</p> <p><i>Linkage between Monona Terrace and the rest of the commercial/retail downtown was incomplete, and perhaps Pinckney Street should be added to the list of streets for enhanced pedestrian facilities/amenities. [TPC] The bike path along the Memorial Union may need to be relocated since bikes are not currently allowed [PC]- note; this comment was originally made about the map on page 18.</i></p>	<input checked="" type="checkbox"/>
Gen'l.	<p>"Bicycle parking" will be used consistently in the section and throughout the plan.</p> <p><i>Make sure references to "parking", "bicycle parking", and "motor vehicle parking" are consistent. [PC]</i></p>	<input checked="" type="checkbox"/>
Gen'l.	<p>"Bike signal" will be used consistently in the section and throughout the plan.</p> <p><i>Make sure references to "bike signal", "bike activated signal", and "bike stoplights" are consistent. [PC]</i></p>	<input checked="" type="checkbox"/>



PAGE	PLAN COMMISSION RECOMMENDATION	STATUS
<b>PEDESTRIAN CONNECTIONS</b>		
85  (¶ 1 / sent. 4)	<p><u>Because this path utilizes some existing street right-of-way, portions will need to be designed as a multi-use facility that can accommodate pedestrians, bicycles, and motor vehicles in a safe manner.</u></p> <p><i>Rec. 146 – Clarify the extent to which the Langdon mid-block walk way is intended for motor vehicles and specify measures to separate pedestrian and bicycle flow. [DCC]</i></p>	<input checked="" type="checkbox"/>
85	Note in the caption of the lower image that the lakefront path is also shown. [PC]	<input checked="" type="checkbox"/>
86	<p>Image revised.</p> <p><i>On the image, show the car in the shade and the moped in the sunlight. [PC]</i></p>	<input checked="" type="checkbox"/>
86  (¶ 1 / sent. 3)	<p><u>Despite its heavy use, the outer loop is not identified in the current wayfinding system and because it is comprised of four different streets (Fairchild, Doty, Webster, and Dayton Streets), it can be confusing to users. The new wayfinding system discussed later in this section should identify the outer loop.</u></p> <p>Pedestrian Facilities Map revised.</p> <p><i>State that the outer loop should be identified with signage and through wayfinding. [PC] Say what streets comprise the outer loop and label it on the map. [PC]</i></p>	<input checked="" type="checkbox"/>
87	<p>Pedestrian Facilities Map revised.</p> <p><i>Linkage between Monona Terrace and the rest of the commercial/retail downtown was incomplete, and perhaps Pinckney Street should be added to the list of streets for enhanced pedestrian facilities/amenities. [TPC] Make sure that the Pedestrian Facilities Map and the Streetscape Map on page 44 are consistent with what is shown as “pedestrian connections” and “pedestrian facilities,” and consider showing all pedestrian recommendations on the map on page 87. [PC]</i></p>	<input checked="" type="checkbox"/>
<b>WAYFINDING</b>		
88  (¶ 1 / sent. 7)	<p>The current wayfinding system is much better than what existed several years ago, but should be revised and improved <u>to utilize technology</u> to make it as easy as possible for all modes of transportation to get around in the Downtown area.</p> <p><i>The use of technology is key to the future of wayfinding. [TPC]</i></p>	<input checked="" type="checkbox"/>
88  (¶ 3 / sent. 1)	<p>Real time information about capacity and current space availability in Downtown parking ramps could also be made available not only on signage, but also on the internet and personal electronic devices, <u>such as GPS’s and smart phones.</u></p> <p><i>Generally throughout the plan don’t mention specific technologies (like cell phones or PDAs) but state that technology should continue to be utilized for parking and wayfinding. [PC]</i></p>	<input checked="" type="checkbox"/>
88  (¶ 2 / sent. 3)	<p>The wayfinding system should cover all available modes of transportation, <u>and include an on-going education and marketing effort about the ease of getting to and around Downtown.</u></p> <p><i>Add a specific reference about education and marketing for options to get to Downtown. [PC]</i></p>	<input checked="" type="checkbox"/>

PAGE	PLAN COMMISSION RECOMMENDATION	STATUS
<b>TRANSPORTATION DEMAND MANAGEMENT (TDM) PLANS</b>		
89 (¶ 2 / sent. 2)	Such associations could include a focus on a voluntary “ <del>smart trips</del> ” <u>resource technology-based transportation options program</u> as a clearinghouse providing information on all modes in how to get to and around Downtown.  <i>Use a generic description of a technology based transportation options program, and not “Smart Trips.” [PC]</i>	<input checked="" type="checkbox"/>
89	New Recommendation: <u>Consider implementing a technology based transportation options program.</u> [PC]	<input checked="" type="checkbox"/>
<b>COMPREHENSIVE TRANSPORTATION STUDY</b>		
90	Section revised and attached to the end of this memorandum.  <i>Obj. 6.9- Change the title of this section to “Transportation Planning” or “Transportation Strategies” to keep the focus on on-going transportation planning and remove much of the discussion and recommendations in Rec. 158. Also, consider mentioning remote park-and-ride lots in this section. [PC] Mention in the text that the Downtown Plan should be reviewed and revised if necessary upon adoption of the citywide Transportation Master Plan. [BID]</i>	<input checked="" type="checkbox"/>

**KEY 7: BUILD ON HISTORIC RESOURCES** (pages 91-98)

*At its March 13, 2012 meeting, the Plan Commission approved this section of the plan with the changes in the table below.*

PAGE	PLAN COMMISSION RECOMMENDATION	STATUS
91 (¶ 4 / sent. 6)	<u>Likewise, new structures in historic districts should not attempt to replicate historic buildings.</u>  <i>Language should be added to the text that new development should not try to replicate historic buildings, consistent with the policies of the National Trust for Historic Preservation. [PC]</i>	<input checked="" type="checkbox"/>
92	Rec. 160: <del>Establish</del> <u>Consider establishing</u> local Historic Districts as identified and as described in this Downtown Plan. [EDC]  <i>Note: The PC recommended adding text to clarify that historic districts would have to go through the normal nomination process as required by ordinance.</i>	<input checked="" type="checkbox"/>
92 (¶ 3 / sent. 3)	<u>The process requires extensive research, submittal of a nomination to the City, a public hearing before the Landmarks Commission, and approval by the Common Council.</u>  Rec. 163: In the text define the nomination process for potential landmarks. [DCC] <i>Note: The PC recommended that text be added to clarify that potential landmarks would have to go through the normal nomination process as required by ordinance, but not include the entire process. The PC suggested something like: After a thorough public review process, consider whether to nominate potential landmarks and subsequent properties identified in the updated Downtown Historic Preservation Plan.</i>	<input checked="" type="checkbox"/>

PAGE	PLAN COMMISSION RECOMMENDATION	STATUS
92 (¶ 3 / sent. 5)	<p><u>Note that the boundaries of potential local historic districts on the following map are not precise and could change if designation is pursued.</u></p> <p><i>Clarify text that the proposed boundaries aren't precise and could change if designation of these areas as historic districts is pursued. [PC] It should not be an absolute that the boundaries of local and National Register historic districts be coterminous.</i></p>	<input checked="" type="checkbox"/>
92	<p>Recommendation 163: <del>Nominate as local landmarks those buildings identified in</del> <u>Complete the Downtown Historic Preservation Plan (1998) to ensure that it is an effective tool for preserving Downtown's heritage resources by following through on its recommendations, including determining if as potential landmarks are still valid and to identify whether previously unidentified buildings now potentially eligible for landmarking.</u></p> <p><i>Add a new Rec.: Provide resources to DPCED to review the Potential Landmarks list, and nominate those buildings which are eligible, within a five (5) year time limit to complete the nominations of potential Landmarks. [EDC] Note: The PC clarified this would not prevent them from being nominated at a later date. Rec. 163: <del>Nominate as local landmarks those buildings identified in the Downtown Historic Preservation Plan (1998) as potential landmarks. [EDC] Update the 1998 Downtown Historic Preservation Plan (specific language may in part read something like: Reevaluate the 1998 Downtown Historic Preservation Plan to determine if potential landmarks and historic district boundaries are still valid.). [PC] Deleted "by following through on its recommendations" and added "and to identify whether previously unidentified buildings now potentially eligible for landmarking "</del> [PC 11.JUN.12]</i></p>	<input checked="" type="checkbox"/>
92	<p>Recommendation 164: 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 <u>and create a branding program that includes education, marketing, and wayfinding.</u></p> <p><i>Rec. 164: Include language about creating a branding program for heritage resources that includes marketing, education, and wayfinding. [PC]</i></p>	<input checked="" type="checkbox"/>
93	<p>Recommendation 170: 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, <u>if initiated supported by a representative group of property owners.</u></p> <p><i>Rec. 170: Add ..."if initiated by a representative group of property owners." [PC] Deleted "initiated" and added "supported" [PC 11.JUN.12]</i></p>	<input checked="" type="checkbox"/>
94 + 96	<p>Local Historic Districts and Landmarks Map and National Register Historic Districts Map revised.</p> <p><i>Label historic districts on the maps. [PC] Explain overlap between the existing and potential historic district on the map. (p. 94) [PC]</i></p>	<input checked="" type="checkbox"/>
94 + 96	<p>Text revised to include this in both the Local Historic District and National Register Historic District sections.</p> <p><i>Repeat the Mansion Hill box in both sections. [PC]</i></p>	<input checked="" type="checkbox"/>

PAGE	PLAN COMMISSION RECOMMENDATION	STATUS
95	<p>Recommendation 171: Work with the State Historical Society on creating National Register Historic Districts that are <u>generally</u> coterminous with local historic district boundaries to take advantage of State tax credit incentives and reduce confusion.</p> <p><i>Rec. 171: Clarify that the recommendation is intended to result in coterminous boundaries of local and National Register Historic Districts. [LANDMARKS] Note: This should also be stated in the "Landmark Buildings and Local Historic Districts" section of the plan.</i></p>	<input checked="" type="checkbox"/>
97 (¶ 1 / sent. 3)	<p>Some of Downtown's most identifiable <u>landmark</u> buildings are located on these sites and <del>the flatiron building forms that characterize the sites</del> should be preserved. <u>New infill and redevelopment projects on sites with flatiron corners should incorporate a building design that follows that form.</u></p> <p><i>Rec. 175: Clarify that preserving the blocks does not preclude new development that follows the form. [BID] Rec. 175: Clarify how this applies to the redevelopment of triangle blocks without existing flatiron buildings. [PC]</i></p>	<input checked="" type="checkbox"/>

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

*At its February 23, 2012 meeting, the Plan Commission approved this section of the plan with the changes in the table below.*

PAGE	PLAN COMMISSION RECOMMENDATION	STATUS
99	<p>Downtown is home to a variety of cultural institutions and venues for the performing, visual, literary, and other art forms. It is also home to a variety of museums, <del>and</del> the Central Madison Public Library, <u>and a many privately-owned galleries and performance venues.</u> The Overture Center and the Monona Terrace Community and Convention Center are prominent recent examples of major investments by the City and the community's citizens to support cultural activities. The University of Wisconsin-Madison also provides numerous galleries, museums, and performance venues, <u>such as the Chazen Museum, Arts Lofts, and Memorial Union Theater.</u> As described on page 33, Downtown is host to a significant number of arts and culture based events that attract millions of visitors each year.</p> <p><i>Last paragraph fails to mention privately owned cultural resources. They should also be mentioned [ARTS] Add the Chazen Museum and a couple other UW examples to the next to last sentence of the last paragraph. [PC] 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]</i></p>	<input checked="" type="checkbox"/>
100	<p>Recommendation 176: 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, <u>including exploring the potential for community gardens.</u></p> <p><i>Consider community gardens in Brittingham Park. [PC] Note: this recommendation was initially raised during a discussion on pages 16-17.</i></p>	<input checked="" type="checkbox"/>
100	<p>Say "following map" instead of "map below." [PC]</p>	<input checked="" type="checkbox"/>

PAGE	PLAN COMMISSION RECOMMENDATION	STATUS
103	Recommendation 186: <u>Support existing downtown branding programs (e.g., University of Wisconsin, Business Improvement District, Greater Madison Convention &amp; Visitors Bureau) Create a branding program</u> for the cultural district that includes marketing, education, retail, entertainment, and wayfinding. [BID]	<input checked="" type="checkbox"/>
104	Recommendation 189: Promote and support first floor retail space around Capitol Square to help link State Street and King Street as a retail, entertainment, and cultural <del>corridor</del> <u>destination that is clean, safe, and visitor friendly.</u>  <i>Rec. 189: Add "Position the district as a regional visitor destination by providing high standard as clean, safe, visitor friendly." to the existing language. [DCC]</i>	<input checked="" type="checkbox"/>
104	Recommendation 191: Promote the arts, culture, and entertainment corridor by <del>coordinating resources of</del> <u>supporting collaboration between or among</u> 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.[DCC]	<input checked="" type="checkbox"/>
104	Primary Arts/Culture/Entertainment Destination Map revised.  <i>The map is confusing and doesn't say why areas are purple, blue or red- clarify and/or simplify. [PC] Consider adding a reference in the text that talks about the civic node at the West Mifflin St. / Fairchild St. intersection (note: original comment was referenced to page 44). [PC]</i>	<input checked="" type="checkbox"/>

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

*At its February 23, 2012 meeting, the Plan Commission approved this section of the plan with the changes in the table below.*

PAGE	PLAN COMMISSION RECOMMENDATION	STATUS
105	Recommendation 197: Showcase sustainability practices <del>in</del> <u>throughout</u> Downtown, <u>including in parks and private development</u> through measures such as <del>in minimizing</del> <u>robust</u> stormwater <del>runoff</del> <u>management techniques</u> and developing wind turbines and solar power.  <i>Incorporate considering robust stormwater management goals because of the Downtown's close proximity to the lakes – consider pilot projects in the downtown in more areas than just parks. Note: originally this referred to Rec. 194- [SUSTAIN]</i>	<input checked="" type="checkbox"/>
106	Recently, the City of Madison adopted The Natural Step as a framework for considering the environmental, <u>social, and economic</u> impacts of certain activities, and is soon to adopt <i>The Madison Sustainability Plan: Fostering Environmental, Economic and Social Resilience.</i>  <i>The Natural Step is not just about the environment, so the social and economic aspects should be mentioned as well (the description of this key on p. 7 is more balanced). [PC]</i>	<input checked="" type="checkbox"/>
107	Graphic revised.  <i>Should add another example under key 3 to utilize the white space. [PC] Should mention adaptive re-use of historic buildings. [PC]</i>	<input checked="" type="checkbox"/>

**A CALL TO ACTION** (pages 109-116)

*At its March 29, 2012 meeting, the Plan Commission approved this section of the plan without changes, except those that may be necessary to reflect Plan Commission revisions to earlier sections of the plan.*

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

*At its February 23, 2012 meeting, the Plan Commission approved this section of the plan with the changes in the table below.*

PAGE	PLAN COMMISSION RECOMMENDATION	STATUS
117 + 118	<p><u>John Nolen's</u> 1911 Plan provided Madison with a grand vision for the future, and plans from the late twentieth century refined and re-imagined some of Madison's great public spaces, pedestrian streets and beloved traditions like the Dane County Farmers Market.</p> <p><u>John Nolen</u> wanted to establish State Street as a major civic space that connected the University and the Capitol Square.</p> <p><i>Add John Nolen's full name (just says Nolen). [PC]</i></p>	<input checked="" type="checkbox"/>
119	<p>Insert the photo of the freeway plan that is included in the 1970 Downtown Plan, even though it is from an earlier study. <i>[PC]</i></p>	<input checked="" type="checkbox"/>

**APPENDIX B: PLANNING PROCESS** (pages 123-126)

*At its February 23, 2012 meeting, the Plan Commission approved this section of the plan without changes.*

**APPENDIX C: MAXIMUM BUILDING HEIGHTS-- BONUS STORY CRITERIA** (pages 127-130)

*At its March 29, 2012 meeting, the Plan Commission approved this section of the plan with the changes in the table below.*

PAGE	PLAN COMMISSION RECOMMENDATION	STATUS
127	<p>The entire Maximum Building Heights—Bonus Story Criteria section was revised to address the following comments and is attached at the end of this memorandum.</p> <p>There was a question about if the removal of the word “local” in the last paragraph would disallow bonus stories in D/E/F. [LANDMARKS] Clarify that if bonus areas D, E, or F become local historic districts that the bonus story provisions will need to be revisited. [PC]</p> <p><i>Bonus area B should be extended east on the 400 block of East Wilson St. to the viewshed line. [PC]</i></p> <p><i>Remove bonus area G (Lamp House) from the Downtown Plan. [LANDMARKS]</i></p> <p><i>Remove all references to “potential landmarks” in this section. [PC]</i></p> <p><i>The criteria should be more general and generic, and not have different criteria for specific sites. [PC]</i></p> <p><i>Need to clarify what is meant by “restoration”. [PC]</i></p> <p><i>Regarding bonus stories the UDC believes that more criteria for awarding them need to be developed than those presently in the plan. The quality of material and superior design should be included, as well as transportation contributions (not just parking, but also for example. TDM, Community Car, etc. though parking off urban lanes to eliminate driveways would be good ), added urban amenities, as well as preservation solutions for historic structures should all qualify for the decision on bonus stories, with a threshold of some number of the criteria achieved for awarding the bonus. [UDC] Note: The PC agreed with the staff recommendation to develop bonus story criteria that would relate primarily to mitigating the impacts of the additional building height on the surrounding areas. Staff do not believe that it is appropriate to use additional building height as a generic incentive used to promote a wide range of policy objectives. Changed “bonus stories” to “additional stories” [PC 11.JUN.12]</i></p>	<input checked="" type="checkbox"/>

**APPENDIX D: BENCHMARKS** (pages 131-132)

*At its March 8, 2012 meeting, the Plan Commission approved this section of the plan with the changes in the table below.*

PAGE	PLAN COMMISSION RECOMMENDATION	STATUS
131	<p>The entire Benchmarks section was revised to address the following comments and is attached at the end of this memorandum.</p> <p><i>This section should include a few benchmarks for each key (without numbers) that could still be included in Appendix D, but as more of a prelude for the follow-up effort that is recommended. [PC] Changed title to “Benchmark Framework” and suggested looking at the Plan’s objectives as a starting point on what to measure [PC 11.JUN.12]</i></p>	<input checked="" type="checkbox"/>

## **REVISED TEXT SECTIONS**

1. State Street
2. Mifflin
3. Comprehensive Transportation Study
4. Appendix C: Maximum Building Heights - Bonus Story Criteria
5. Appendix D: Benchmarks



***The entire State Street section (page 50) is proposed to be replaced with the following section in its entirety (note that this is not formatted and does not include photos).***

### **State Street**

State Street is widely considered to be Madison's premier street---a unique and special environment created over the past 40 years by innovative local merchants willing to take risks. The six-block long transit/bicycle/pedestrian mall connects Capitol Square to the University of Wisconsin, where it transitions to a pedestrian-only mall for its final two blocks. It is a lively corridor comprised mostly of two- to four-story, small footprint buildings housing ground floor shops, restaurants, and bars, with upper story residential and office uses. The diversity of businesses, the architecture of the buildings, and quality of the streetscape work together to create vibrancy for the district. A node of cultural uses near the Square includes the Overture Center, State Historical and Veterans' Museums, and the City's Central Library. Originally developed during 1974-1982 as part of an \$11 million public works improvement that also included the Capitol Concourse, more-recent planning efforts---the *State Street Strategic Plan* (1999) and subsequent *State Street Design Project Plan* (2002)---sought to reinforce the commercial and aesthetic cohesion of the district. The resulting reconstruction project expanded the streetscape design approximately one block on either side of State Street to reinforce the district feel that extends beyond State Street itself. State Street is not an historic district. A National Register Historic District was proposed in 1995, but although State Street was found eligible for the designation, the idea was not supported by a majority of property owners at that time, and did not move forward.

The vibrancy and intimacy of State Street is largely attributable the rhythm of its buildings, with their typically narrow, small first floor commercial spaces that accommodate a wide variety of small businesses; and it is essential that both the scale and rhythm of the buildings and the diversity of uses be retained. This mix of small, primarily local retail businesses is what makes State Street truly unique and differentiates it from visitor-oriented "experience" destinations found in many other cities. However, development of some larger retail spaces in the State Street district could provide additional opportunities for new businesses, as well as accommodate the expansion of successful established businesses. This Downtown Plan supports limited development of some larger commercial spaces in the State Street district, but only if the buildings are carefully designed to maintain the predominant small scale rhythm of the street frontage. Potential techniques include limiting the amount of block frontage devoted to a single user, providing multiple street entrances for larger establishments, and articulating both the ground and upper story façade of larger buildings to reflect the narrower width characteristic of the street. Larger spaces can also be created by incorporating basement and upper stories into the establishment, or by locating more of the floor plate behind a small-scale frontage use. In some cases, larger commercial spaces are created by remodeling that effectively combines the ground floors of adjacent narrow buildings, often while retaining both entrances. The critical consideration is not to break up either the "look" or the vibrant activity along the street by introducing large uses or large buildings that dominate a block. Because business needs change over time, building designs that retain the flexibility to combine or subdivide individual business spaces as future demands evolve are encouraged. Opportunities for larger-scale retail developments are also provided just off State Street near University Avenue and Gorham Street, as reflected in the Maximum Building Heights Map (see page 42).

Because of its heavy use and importance as a community destination, it is especially important that State Street buildings and infrastructure be maintained at a high level to ensure an attractive environment and support business vitality. Given the importance of the scale and character of the buildings and the number of historic structures, creating a local and/or National Register Historic District remains a potentially viable tool to help achieve the long-term vision. However, in light of past efforts, this should only be considered if initiated and supported by a majority of the property owners.

**Objective 4.2:** Maintain and enhance the State Street district as Madison's premier shopping, dining, entertainment and cultural destination, with a unique sense of place characterized by a vibrant, diverse and dynamic mix of uses, a distinctive pedestrian-oriented streetscape, and human-scale developments that actively engage the street and promote synergy and interaction.

**Recommendation 63:** Support the retention, expansion and establishment of retail businesses that will contribute to the vibrancy of the district and strengthen its attractiveness as a shopping, dining and entertainment destination and serve the needs of downtown workers and residents.

Recommendation 64: Reserve ground floor spaces along State Street primarily for retail sales and service uses, including eating, drinking and entertainment venues, with employment, residential or additional retail uses located on upper floors.

Recommendation 65: Provide retail spaces suitable for the wide variety of unique, relatively small businesses and business start-ups that are an essential element of the district's character.

Recommendation 66: Provide opportunities for the development of retail spaces needed to accommodate new uses or the expansion of successful businesses already located within the district; but ensure that the design of both small and large business spaces maintains the small-scale rhythm of the street, and that single establishments do not dominate the street frontage along a block. *Added "both small and large" [PC 11.JUN.12]*

Recommendation 67: Evaluate potential strategies and techniques for discouraging over-development with similar types of establishments that could collectively diminish State Street's over-all attractiveness as a destination for a broad range of users.

Recommendation 68: Maintain the two-to-four story building height on the State Street frontage that creates a sense of enclosure while also providing openness and access to sunlight.

Recommendation 69: Encourage the preservation, rehabilitation and adaptive reuse of sound older buildings that contribute ~~greatly~~ to the district's character. *Deleted "greatly" [PC 11.JUN.12]*

Recommendation 70: Review potential funding sources that could be used to encourage and support building rehabilitation, remodeling and improvement.

Recommendation 71: Prepare design standards for the State Street area as needed to implement the recommendations in this Downtown Plan and incorporate them into the Zoning Ordinance, as well as supplemental design guidelines that provide additional description and examples of the recommended design concepts.

***The entire Mifflin section (pages 51-52) is proposed to be replaced with the following section in its entirety (note that this is not formatted and does not include photos).***

### **Mifflin**

The Mifflin district is currently known for its abundance of student rental housing, predominantly characterized by older houses that were divided into apartments years ago. Many of the existing buildings are only marginally maintained and a majority, though structurally sound, are in need of significant cosmetic improvements as well as general upgrading and modernization. However, the district still retains a physical sense of place created by the consistent scale of the housing stock and the rhythm of building forms along these largely intact blocks. Mifflin also retains a strong sense of community identity--whether rooted in the area's historic ties to the 1960s counter culture and the anti-war movement, the annual block party, or its role in providing affordable housing opportunities for University of Wisconsin students.

However, the housing stock continues to deteriorate, with little incentive to invest in substantial improvements; and maintaining the status quo for this area is not considered a realistic or desirable long-term solution. In addition, over the five decades since this neighborhood first became primarily a student rental area, both the University and Downtown Madison have continued to grow around it. Today, the Mifflin district is bounded on one side by the expanding UW campus, and on the other, by new, large scale developments extending west from the downtown core. South of West Washington Avenue, the Bassett Neighborhood has seen substantial redevelopment over the past 20 years, which has significantly increased the amount and quality of housing available to downtown owners and renters.

The Mifflin district retains understandable appeal as an enclave of surviving houses representative of a type once found throughout downtown neighborhoods---with a half-century of tradition as a predominantly student community; and the planning process considered several potentially viable approaches to enhancing the future of the district that would seek to preserve its essential function and character while still accommodating significant additional development. But its prime location between the expanded University campus, the downtown employment core, and the multiple attractions of State Street also creates the opportunity to consider alternative futures for the Mifflin district that could greatly expand its role and dramatically change its physical character. This Downtown Plan recommends an approach that will, over time, recreate the Mifflin district as a distinctive, relatively dense, urban mixed-use neighborhood that can build from and support activities occurring on the University campus and in the downtown core and provide significant new employment and residential options not widely available in either.

The Mifflin district as a whole is proposed for mixed-use development at relatively high densities, but the recommended development concept differentiates the West Washington Avenue corridor from the balance of the district extending north to Dayton Street.

North of West Washington Avenue, the Mifflin district is recommended for redevelopment with a dynamic mix of employment and residential uses, as well as specialized retail and service activities that can add interest and vitality to the district and serve its residents and workers. The downtown has a relatively limited supply of flexible business spaces that are adaptable to a wide range of employment activities---including office, research, studio, and production activities---particularly for small and start-up businesses. With its near-campus location, a re-imagined Mifflin district could become an attractive location for a variety of new businesses---including businesses growing out of work by University of Wisconsin students, graduates and faculty. But the specific businesses that might find Mifflin attractive are not presently known, and will change over time, so it is important that employment-oriented developments emphasize the creation of business spaces that can be combined, subdivided, and adapted to many different uses as demand evolves. The recommended redevelopment approach will also create significant opportunities for new residential development that will provide housing options attractive to a broader mix of residents in both residential and mixed-use buildings. Because of their added flexibility, building designs that can be adapted to both residential and non-residential uses---such as "loft" type buildings---should be seriously considered. While not intended as a general retail district such as State Street, neighborhood-serving uses, as well as specialty retail uses compatible with the mixed-use character and physical design of the district---art studios and galleries, for example---would be a good fit and add interest and vitality to the street. Typically, these uses would be on the ground floor of buildings, with employment or residential uses above. As the area redevelops, larger-footprint buildings located close to the street and up to six stories in height will replace the current building stock. Maintaining significant on-site open space is not a specific objective, but small, engaging courtyards and similar amenities are

encouraged. Buildings should be strongly oriented to the street, and streetscape treatment should create an attractive pedestrian-scale environment. Large street trees should be provided, and the potential to widen the terraces on some interior streets should be evaluated.

Both sides of the 400 and 500 ~~The two~~ blocks of West Washington Avenue within the Mifflin (and Bassett) district are proposed primarily for residential uses---especially on the upper floors. Neighborhood-serving mixed-use development should be located primarily at the ends of blocks, but West Washington is not intended to become an employment or large retail district. Substantial redevelopment with larger, taller buildings is anticipated over time, and long-term preservation of older structures is not a specific recommendation, except in the case of designated Landmarks. Selective conservation and rehabilitation of buildings with architectural or historic interest would be compatible with the development concept, however. Buildings up to four stories in height are recommended along both sides of West Washington Avenue, with the potential for two additional bonus stories. The design of new developments should engage the street and help maintain an active, pedestrian-scale environment through façade articulation and provision of multiple front entrances to larger buildings, porches and balconies, and other street-oriented features. *Added "Both sides of the 400 and 500" and deleted "The two" [PC 11.JUN.12]*

West Washington Avenue is also an important gateway to the Capitol and the downtown core, and design standards and streetscape improvements are recommended to maintain and enhance the special visual character of these blocks. Of particular importance to this character is the grand appearance created by the consistent building setbacks, wide terraces and large canopy trees, and these features should be maintained as redevelopment occurs.

The illustrations below show conceptually how the Mifflin district might appear after the area is substantially redeveloped to be a much more dense urban mixed-use district, although the drawing is not site-specific and many other arrangements are possible.

For the recommended concept to be realized, a comprehensive implementation plan will need to be developed to guide and coordinate the substantial, but incremental, redevelopment of the Mifflin district by multiple property owners over an extended period of time. To create a truly engaging and attractive urban mixed-use neighborhood, it is essential that a means be created to encourage cooperation among owners and developers and the City to create solutions that look at the Mifflin district as a whole, rather than depend on *ad hoc* responses to piecemeal proposals that primarily reflect the vagaries of property assembly patterns. For the Mifflin district north of West Washington Avenue, the transition may be especially challenging because the goal is to create a completely new mixed-use district with a special, integrated character, and not just a random collection of residential, employment and commercial buildings scattered among each other with no discernable design vision or sense of place. Successful transformation of the Mifflin district into a truly engaging mixed-use neighborhood will depend heavily on the quality of design, and it is recommended that detailed planning, including the development of specific form-based design standards, for the future of this area include development of specific design standards. It may be appropriate to consider creating an Urban Design District for this area as a means of implementing recommended standards that may not be included in the standard zoning districts. *Added "and the City" and requested a specific reference to form-based design [PC 11.JUN.12]*

**Objective 4.3:** Plan and implement the transformation of the Mifflin district north of West Washington Avenue into a distinctive, urban, mixed-use neighborhood that blends employment, research, residential, and compatible retail uses in an engaging, dynamic, pedestrian-oriented environment characterized by consistent form-based design. *Requested a specific reference to form-based design [PC 11.JUN.12]*

**Recommendation 72:** Encourage the development of flexible building designs, such as first floor flex space, that can be adapted to different types of residential, employment and commercial uses as the Mifflin District evolves. *Requested a specific reference to first floor flex space [PC 11.JUN.12]*

**Recommendation 73:** Establish a minimum two-story and maximum six-story building height for new construction in the Mifflin District, except on the West Washington Avenue frontage.

**Recommendation 74:** Encourage cooperative solutions to vehicle access and parking, including underground and shared parking, to reduce driveway cuts and facilitate development of larger footprint buildings.

**Recommendation 75:** Evaluate the potential to create wider terraces with larger trees on interior streets, to the extent compatible with street parking and vehicle access and circulation requirements.

**Recommendation 76:** Prepare a detailed development concept plan, design standards, and a comprehensive implementation strategy to guide future redevelopment. Recommendations may include building form as well as streetscape design standards to help create a distinctive urban character and sense of place.

**Objective 4.4:** Enhance the distinctive physical character of West Washington Avenue as a gateway to the downtown, while providing opportunities for the development of additional high-quality housing and creation of an engaging transitional district linking the predominately residential Bassett district and an evolving mixed-use Mifflin district.

**Recommendation 77:** Maintain predominantly residential uses along West Washington Avenue, with neighborhood serving mixed-use development located primarily at the ends of blocks.

**Recommendation 78:** Establish a minimum two-story and maximum four-story building height on the West Washington Avenue frontage, with up to two ~~bonus~~ **additional** stories allowed **if stepped back**. *Changed "bonus" to "additional" and added "if stepped back" [PC 11.JUN.12]*

**Recommendation 79:** Maintain and enhance West Washington Avenue as a "grand boulevard" entryway to the downtown, with wide terraces (but not a median); large canopy street trees; consistent building setbacks; and special lighting, signage and other streetscape improvements.

**Recommendation 80:** Restrict vehicle pull outs, wide driveways and street facing garages or parking areas on the West Washington frontage, and encourage cooperative solutions to vehicle access and parking, including underground parking and shared parking, to reduce driveway cuts and facilitate development of larger footprint buildings.



Mifflin Concept - plan view



*Mifflin Concept - bird's eye view looking easterly*



*Mifflin Concept - bird's eye view looking westerly*



*Mifflin Concept - eye level view looking easterly down West Washington Avenue*

***The entire Comprehensive Transportation Study section (page 89-90) is proposed to be replaced with the following section in its entirety (note that this is not formatted and does not include photos).***

### **Transportation Planning**

Madison frequently studies ways to improve its transportation systems. Over the years, numerous studies and plans have been conducted that typically focus on a specific transportation mode or issue. This Downtown Plan provides recommendations that should be considered as part of a comprehensive city-wide transportation master plan that is proposed to commence in 2012. Upon adoption of that plan, this Downtown Plan should be reviewed and revised if necessary to ensure that the two are consistent.

Transportation is a critical element of this Downtown Plan and the recommended study and on-going planning needs to be a high priority to ensure that the Downtown can continue to meet transportation demands as the number of residents, employees, and visitors continues to increase. Now is the time to plan for future improvements and start to work on the necessary infrastructure. The longer these improvements are delayed, the more complicated, disruptive, and expensive they become to implement.

Objective 6.9: Develop a coordinated and on-going approach to transportation planning ~~that develops to ensure that~~ all modes ~~to~~ will be easily accessible, appropriately-scaled, and to function in a safe, efficient, and convenient manner.  
*Replaced "that develops" to "to ensure" and replaced "to" with "will" [PC 11.JUN.12]*

Recommendation 158: Prepare a comprehensive multi-modal transportation plan and parking strategy that establishes 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).

***The entire Appendix C: Maximum Building Heights – Bonus Story Criteria section (page 127-130) is proposed to be replaced with the following section in its entirety (note that this is not formatted and does not include photos).***

## **APPENDIX C: ADDITIONAL BUILDING HEIGHT**

The Maximum Building Heights Map establishes a pattern of permitted heights that is consistent with, and will help to implement, Downtown Plan objectives regarding compatibility of scale, preservation of key view corridors, and respect for the unique character of individual Downtown neighborhoods and districts. In most cases, the map sets a single maximum number of stories that can be applied consistently throughout that particular height district.

During the planning process, several areas were identified with special characteristics that make it reasonable to consider buildings slightly taller than the recommended base height under certain circumstances. These tend to be transition areas located between areas with different development character, recommended building height and scale; large blocks; or blocks with significant slopes. To recognize these situations, the Maximum Building Heights Map in this Downtown Plan defines eight areas where buildings may be allowed up to two additional, ~~or bonus~~, stories through the conditional use process if they meet specific criteria.

The areas where ~~bonus~~ these additional stories are potentially available do not include areas within identified view corridors or existing local historic districts. Where ~~bonus~~ additional stories are available, it is not intended that they ~~bonus~~ be earned merely by complying with standards and criteria that would be required and expected in any case, such as underlying zoning regulations, good design, or sensitivity to an adjacent historic landmark. The intent is not simply to allow a taller building, and ~~bonus~~ additional stories should not be considered “by right” heights. Rather, ~~bonus~~ additional stories are to be used as a tool to encourage and reward buildings of truly exceptional design that respond to the specific context of their location and accomplish specific objectives defined for the area.

The ~~bonus~~ additional stories are intended to provide additional design flexibility to address the unique circumstances in these areas, and to create an incentive for projects that go beyond what is otherwise required to help achieve other objectives of this plan.

Below are some supplemental conditional use criteria related to mitigating the impact of additional building height to help ensure that these projects fit well into their surrounding context and advance the objectives and recommendations contained in this Downtown Plan. Also included are brief descriptions of why each of the identified areas may be considered appropriate for ~~bonus~~ additional stories under this provision.





[NOTE THAT THIS MAP WILL BE REVISED TO REMOVE ALL REFERENCES TO "BONUS"]

**CONDITIONAL USE STANDARDS FOR ADDITIONAL BUILDING HEIGHT**

Approval standards for up to two bonus additional stories should be added to the conditional use section of the Zoning Code to provide a framework for reviewing such requests. Such standards should be directly tied to the potential impacts of the additional building height and mass on nearby properties and public ways, as well as consistency with the recommendations in the Downtown Plan and other adopted City plans. Proposed criteria should address:

- 1) Compatibility with the existing or planned (if the recommendations in the Downtown Plan call for changes) character of the surrounding area, including but not limited to the scale, mass, rhythm, and setbacks of buildings and relationships to street frontages and public spaces.
- 2) A demonstrated higher quality building than could be achieved without the bonus stories, including bonus stories that enhance the near and long views cited above.
- 3) Ensure that the scale, massing and design of new buildings compliment and positively contribute to the setting of any landmark buildings within or adjacent to the project and create a pleasing visual relationship with them.

#### Bonus Area A (Findorff Yards)

This large, irregularly-shaped block serves as a prominent edge of the Downtown, with development sites that are highly-visible from John Nolen Drive, North Shore Drive/ Proudfit Street, and across Monona Bay.

#### Bonus Area B (West Wilson)

This area also serves as a prominent edge of the Downtown, with long views from John Nolen Drive, North Shore Drive, and across Monona Bay. The area is adjacent to the 4-story Bassett District on the north and east, but portions of the blocks slope downward from West Wilson Street toward the lake.

#### Bonus Area C (West Washington)

These four blocks are located along a major gateway to Capitol Square that is twice as wide as most Downtown streets. It has large terraces and consistent front yard setbacks that, in combination, provide a sort of civic open space. These blocks are also deeper than most Downtown blocks.

#### Bonus Area D (West Rail)

This large, irregularly-shaped block is adjacent to districts that allow relatively tall buildings (10 and 12 stories) on two sides, and to districts that allow relatively lower buildings (5 and 6 stories) on the other two. The area also contains three designated landmarks. This provides a large central core area set well back from any of the surrounding through streets where buildings taller than the base 8 story maximum height may be appropriate.

#### Bonus Areas E and F (Langdon)

These two small areas within the Langdon District are portions of large, deep blocks that slope downward towards Lake Mendota. Both areas are in a National Register Historic District and include identified contributing buildings, and any new development should enhance that character. The base height recommendation for both areas is 5 stories, but a few taller buildings might be appropriate in the middle of these blocks if set well back from the street.

#### Bonus Area G (Institutional Blocks)

This is a transition area between the Downtown Core, with the tallest allowed buildings in the planning area, and the Mansion Hill Historic District, with a 5-story height limit. While primarily characterized by existing institutional uses, there is redevelopment potential here and taller buildings than are now present would be appropriate.

#### Bonus Area H (East Washington)

This area comprises a portion of the East Washington Avenue frontage that forms the connection between the Capitol Square and the Capital Gateway Corridor that extends eastward from Blair Street. While the area only encompasses five block faces, the maximum building height in adjacent areas ranges from three stories to Capitol View, so while tall buildings are appropriate here, the area also functions as a transition area to some extent. In order to encourage taller buildings that provide continuity with the Capital Gateway Corridor and further enhance this important approach to the Downtown, up to two bonus stories may be considered.

***The entire Appendix D: Benchmarks section (page 131-132) is proposed to be replaced with the following section in its entirety (note that this is not formatted and does not include photos).***

## **APPENDIX D: BENCHMARK FRAMEWORK**

This document contains many objectives and recommendations to be accomplished over the next twenty years. Benchmarks can be useful tools in tracking and understanding changes in the Downtown over time. Upon adoption of the plan, it is suggested that a follow-up effort be undertaken to identify and track indicators of the success of the plan and state of the Downtown. ~~The table below lists a variety of measures that could be considered a starting point.~~

The objectives contained in each of the keys in this Downtown Plan provide a good starting point for this effort. Developing indicators that can track progress in achieving these objectives will be useful in understanding and evaluating success in implementing this plan. The list below should be viewed as the starting point for a framework of possible indicators that could be measured to help gauge progress in achieving the plan's objectives. They are provided in this appendix as examples and may be modified, added to, or deleted, or additional indicators proposed, as the follow-up effort progresses. Also note that some of the indicators listed may be useful in tracking more than one key, but are only listed in the one to which they seem most directly relevant.

### Key 1: Celebrate the Lakes

- Increase the percentage of Downtown lakeshore that is publically accessible.
- Improve water quality.

### Key 2: Strengthen the Region's Economic Engine

- Increase the number of Downtown workers.
- Increase the assessed value of Downtown parcels.
- Increase the median household income.
- Increase the number of basic sector workers.
- Develop a comprehensive set of metrics and measurements upon which the economic value of development can be measured and/or benchmarked. [EDC]
- Increase conference attendance at Downtown venues.

### Key 3: Ensure a Quality Urban Environment

- Decrease the number of community pride violations.
- Increase the number of street trees per 100 feet of street.
- Increase the number of street miles where the recommended streetscape typology has been implemented.
- Decrease the amount of litter.

### Key 4: Maintain Strong Neighborhoods and Districts

(Note: Since this plan covers the entire Downtown, developing indicators for individual neighborhoods does not make sense, so none are proposed for this section.)

### Key 5: Enhance Livability

- ~~Increase the number of Downtown residents.~~
- Increase the number of Downtown housing units.
- Increase the number of Downtown families.
- Reduce the crime rate Downtown.
- Maintain a wide variety of housing options for all types of households.

### Key 6: Increase Transportation Choices

- ~~Decrease the number of Downtown workers who drive alone.~~
- Increase the number percentage of trips made by transportation modes other than ~~non~~ single occupancy vehicles.
- Increase the ~~frequency~~ frequency of transit ridership to and within the Downtown service.

- ~~Decrease the length of trips to work.~~
- Increase safety for all modes. [LRTPC]
- Increase accessibility for all modes. [LRTPC]
- ~~Increase mode split.~~ [LRTPC]

Key 7: Build on Historic Resources

- ~~Following the update of the Downtown Preservation Plan, increase the number of identified heritage resources considered for designation.~~
- Increase the frequency of inspections of landmarks and properties in local and National Register historic districts.

Key 8: Expand Recreational, Cultural, and Entertainment Offerings

- Increase the amount of park land Downtown.
- Increase ~~the amount of~~ opportunities to enjoy public art in the Downtown.
- Increase the number of arts and entertainment venues.

Key 9: Become a Model of Sustainability

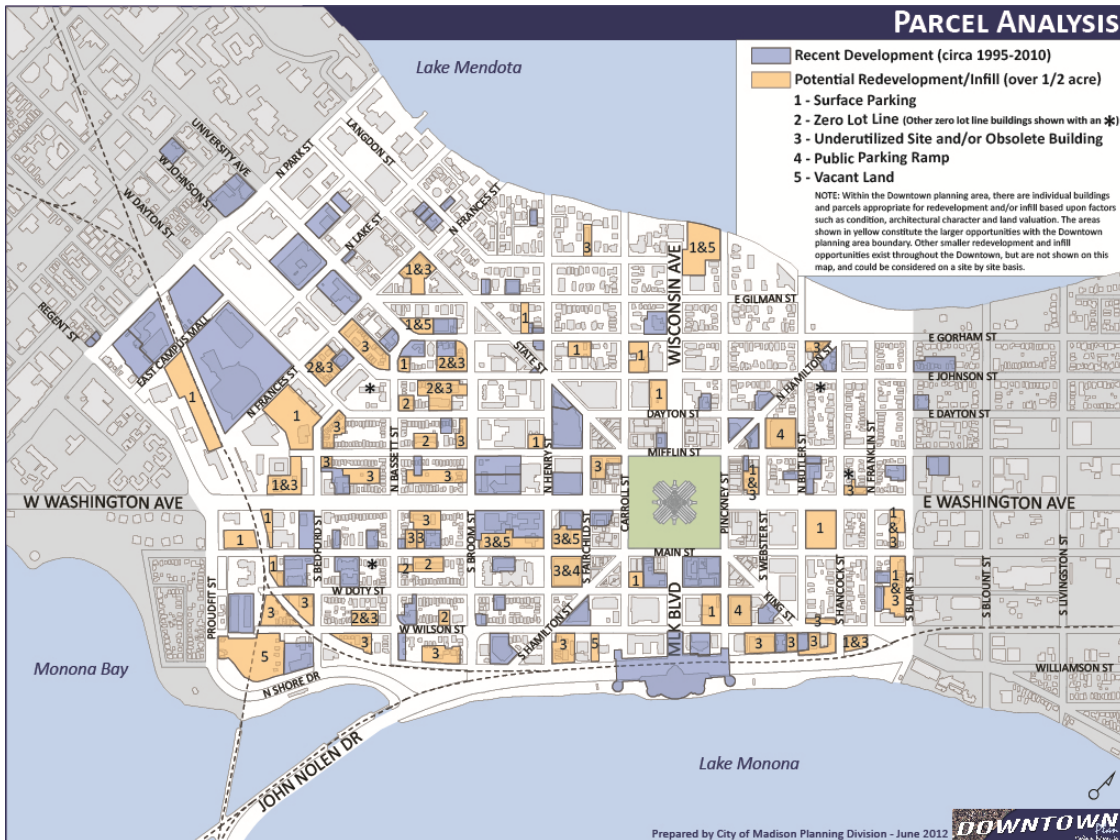
- Increase the number of LEED, or equivalent, buildings.
- Decrease energy use per capita.
- Decrease water use per capita.
- Decrease CO2 emissions per capita.
- Increase the percentage of energy from renewable sources.

## **REVISED MAPS AND GRAPHICS**

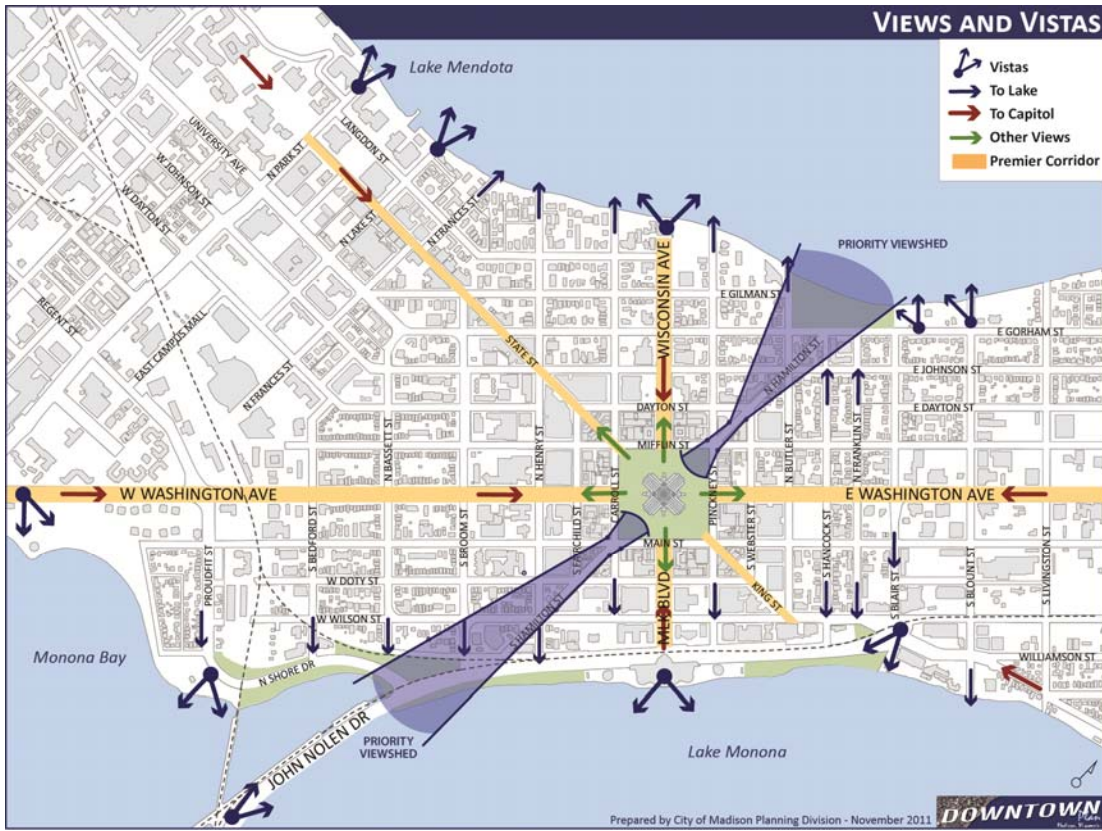
1. Revised Law Park Concept – Plan View
2. Revised Parcel Analysis Map
3. Revised Views and Vistas Map
4. Revised Generalized Future Land Use Map
5. Revised Maximum Building Heights Map
6. Revised Streetscape Design Map
7. Revised Transit Map
8. Revised Streets and Parking Map
9. Revised Bicycle Facilities Map
10. Revised Primary Arts/Culture/Entertainment Destinations Map
11. New Block Number Map



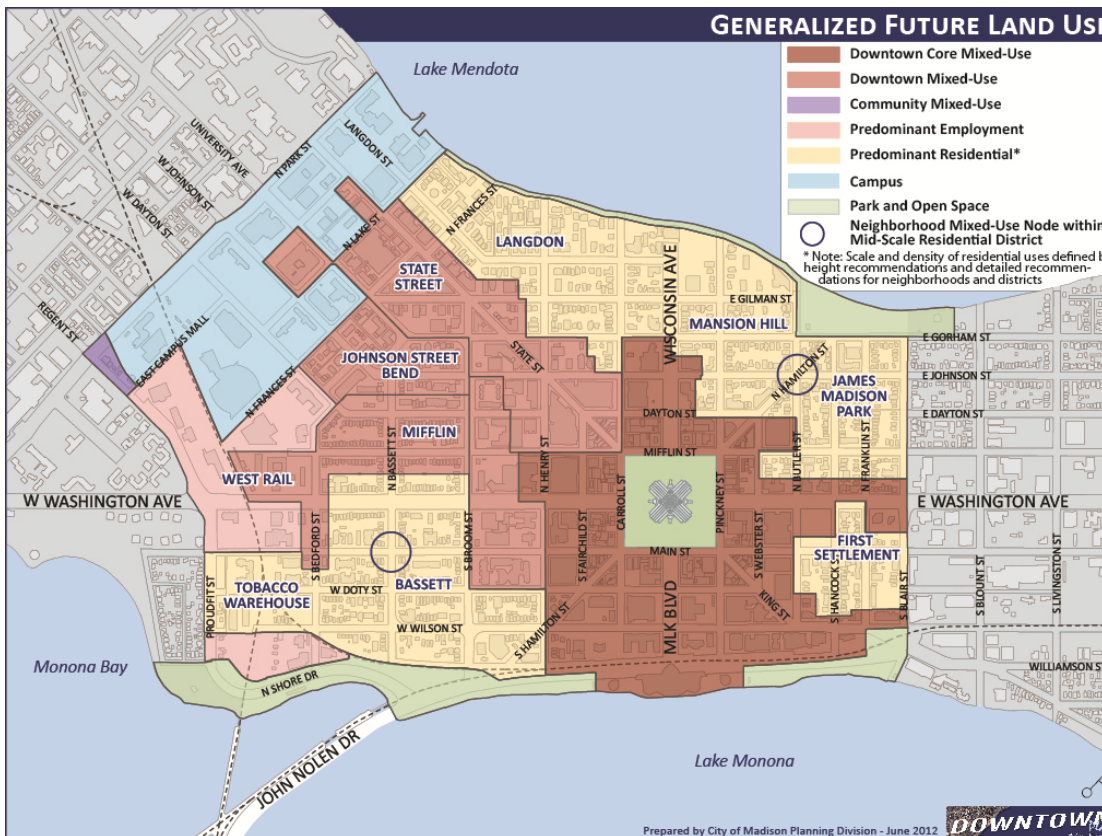
Revised Law Park Concept - plan view (page 15)



Revised Parcel Analysis Map (page 29)



Revised Views and Vistas Map (page 36)



Revised Generalized Future Land Use Map (page 40)



Revised Maximum Building Heights Map (page 42)



Revised Streetscape Design Map (page 44)

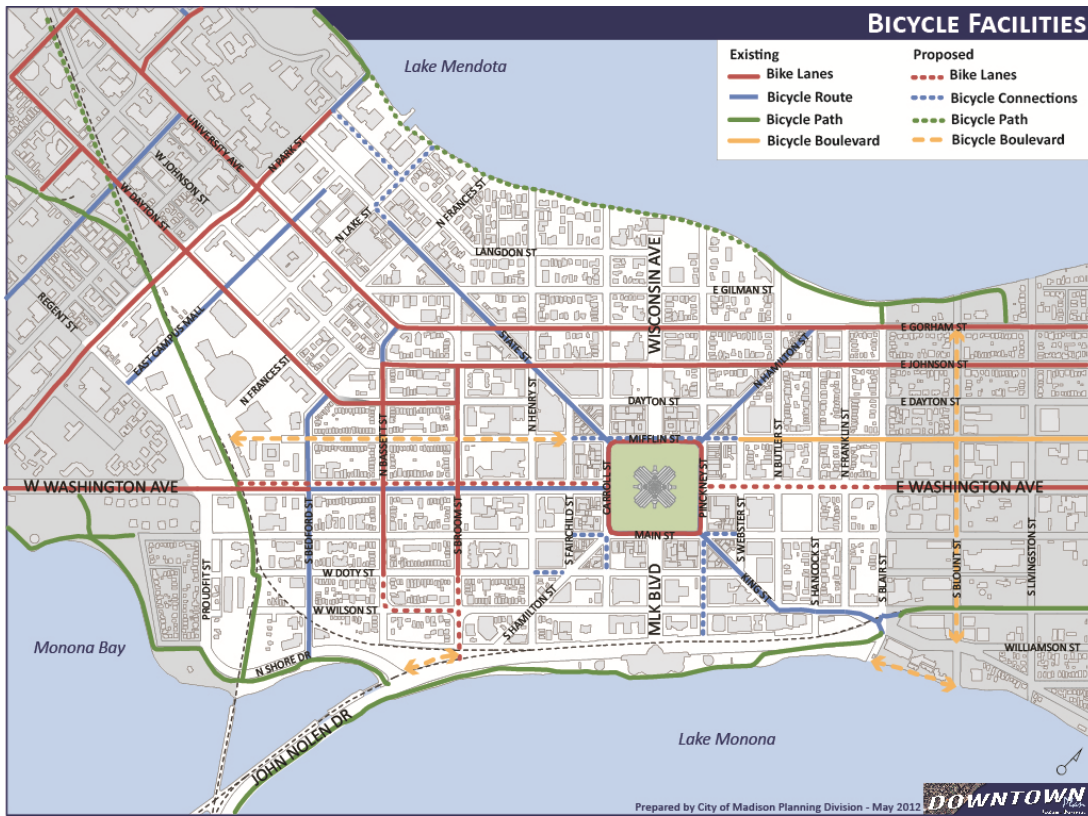




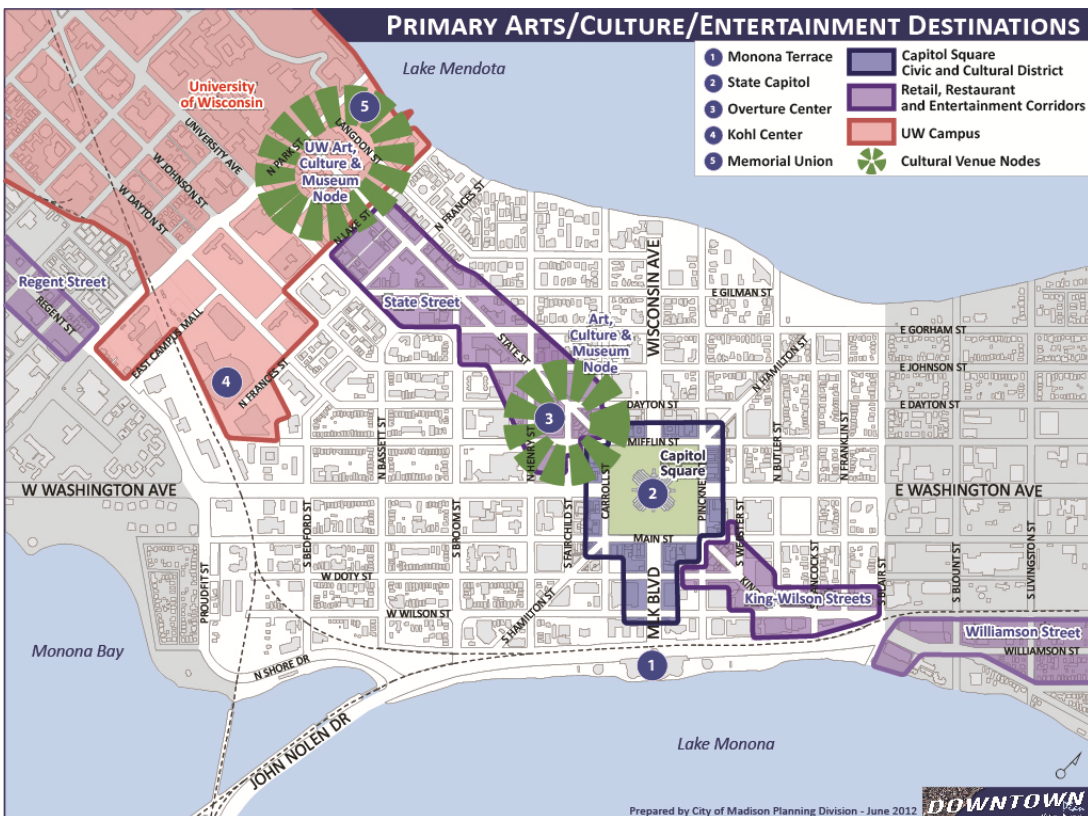
Revised Transit Map (page 75)



Revised Streets and Parking Map (page 79)



Revised Bicycle Facilities Map (page 84)



Revised Primary Arts/Culture/Entertainment Destinations Map (page 104)

