

To: Committees, Commissions and the Common Council reviewing the Downtown Plan

From: Gary Peterson, AICP

Subject: Downtown Plan "Reach Out Ideas"

Date: January 18, 2012

I believe it is important that all 20, 25 and 30 year plans have ideas, proposals and possibilities that would create places we would want to go as a City, but may not in 2012 be the most pressing need. Some community plans only contain ideas that the community can grasp as an "immediate" need. All plans should contain proposals that are legitimate places to go when those "immediate" needs are in the process of implementation or completion. This memo will hopefully provide some "Reach Out Ideas" that can be included in the Downtown Plan.

The first idea to be inserted on the Draft Plan as a separate subtitle under Key 8, following Page 104:

Develop two additional Grand Boulevards (the first is Martin Luther King Jr. Boulevard). The idea would be to celebrate our many sources of community pride. The first of these will take advantage of the 132 feet of right-of-way. The view of the Capitol on Wisconsin Avenue would be the two blocks between Gorham and Dayton Streets. The sidewalk would remain in its current location and the two traffic lanes would be moved near the sidewalk and the resulting vacant space in the middle would be used as a space for commemorating the City's history, both past and hopefully future. Items that could be placed there for viewing include the "Central Arch;" Miniature Statute of Liberty; statutes of John Nolan, John Olin, Frank Lloyd Wright, Henry Vilas, James Doty and other important people in Madison's past; plaques to Madison's Nobel Prize Winners; Parks and Pleasure Drive members; Olympic Medal Winners; Pulitzer Prize Winners; and other sources of community pride. The one block of Wisconsin Avenue from Dayton to the Square would include removing the parking in the middle, using that area to move the traffic lanes to the middle and then widen the sidewalk areas to provide expanded room for events held on the square.

The second Grand Boulevard would be West Washington Avenue from the Railroad to the Square. The street cross section would be similar, but include dedicated bike lanes in both directions. The area vacated in the middle would be used to commemorate Madison's past and present progressive ideas and the people who developed them. These would include: the development of Social Security; workman's compensation; the Wisconsin Idea and its significant influence on all of the state of Wisconsin; the many non-governmental organizations supporting the people of Madison; service clubs; neighborhoods and their organizations; ethnic populations and their organizations; gender groups and their organizations; state wide organizations such as 1000 Friends of Wisconsin based in Madison and the many other "people" who are Madison.

These Boulevards would be orientated toward the Capitol and provide increased views for all the people. The boulevards would not include trees in order to save the view of the Capitol and focus attention on the many commemorations. The City would utilize snow pick-up on these boulevards rather than snow storage. The other blocks of Wisconsin Avenue would not change as part of this proposal.

The second "Reach Out Idea" is a supplement to Key 9. I like what is said in Key 9, but I believe sustainability is just a word to most people so we need to provide actual ideas. The end of what is written should be like this:.....throughout this document with a "green leaf".

Downtown Sustainability Standards and Means

Standards	Means
1. Maximum Renewable Energy both on and off Site	Wind, Solar, Bio-Fuels, Geo-Thermo, Bio Fuel used for Conventional Power Generation
2. Minimization of Imported Energy to the Site	Wind, Solar, Bio-Fuels, Geo-Thermo, Conventional Power Generation, Energy Sharing Between Buildings, Heat Exchangers
3. Share Resources among the Sites	Underground pipes between Buildings, Heat Exchangers, Gray Water Filtration or Treatment
4. Maximize Storm Water Retention aimed at 100%	Green Roofs; Pervious Surfaces; Above, Surface and Underground Storm Water Storage; Water Filtration and Reuse
5. Minimize Potable Consumption	Do not use Potable Water for: Sewage Flushing, Cooling and some cleaning
6. Minimize the use of Sanitary Sewer Service	Recycle Gray Water, Sewage Recycling and no storm water in the Sanitary System
7. Recycle building materials and consumables	Recycle Materials from Demolition, Construction, and Daily Operations
8. Maximize the Use of Space	Build up and Down, not out; Multi Use of space both indoors and out
9. Compulsory Environmental Training	Train all private and public employees in the City's Sustainability Policy and Plan
10. Environmental Certification	Develop the Downtown and its structures in High Environmental Standards. LEED Platinum is an example
11. Develop and Create People Friendly Environment	Develop with natural materials that are allergen free; filter interior air with tropical plant environment; develop at a human scale; support living wage or better; and support transit, bicycling and pedestrians

The third "Reach Out Idea" is designed to reduce conflicts on the bike trails. This can be accomplished by developing all existing and future Bike Routes on dedicated right of way as ten corridor lanes, 5 in each direction. The 5 would consist of one dirt track for runners; one paved lane sufficiently wide to accommodate pedestrians with strollers; two paved lanes so two bikers can ride side by side to socialize as walkers do; and one paved bike lane for bikes to pass other bikes. There will be areas on dedicated right of way where physical restrictions will prevent the development of 10 lanes. In those cases reduce the number of lanes as necessary. Mark and sign the trails as to upcoming lane reductions. Insert this idea following the second paragraph under Bicycle Facilities on Page 82.