

**From:** John Hutchinson [<mailto:jhutch@fontanasports.com>]  
**Sent:** Thursday, March 29, 2012 12:36 PM  
**To:** Murphy, Brad; Mayor; [scover@cityfomadison.com](mailto:scover@cityfomadison.com); Fruhling, William  
**Subject:** Downtown Plan

Dear City of Madison Staff,

I am attaching the letter from DMI regarding the Downtown Plan. As a business owner, property owner and BID Board Director in downtown Madison these are important issues for me.

I would hope you would consider the recommendations that are made. These recommendation will help keep downtown Madison healthy and vibrant.

I am especially interested in Recommendations 44 and 62. Please consider these changes as necessary for me.

Sincerely,

John B. Hutchinson  
President  
Fontana Sports Specialties, Inc.  
231 Junction Road  
Madison, WI 53717  
608-833-9191  
608-239-2093 (cell)

**Downtown Madison, Inc. (DMI)**  
**Downtown Plan**

**Downtown Plan Memo by Planning Dept. Staff: Major Concerns**

See the response below on staff comments that are of great concern to DMI. The final Plan Commission working group meeting is tomorrow, March 29<sup>th</sup>, 5pm in room 300 of the Madison Municipal Building. We need to have a clear and firm voice at this meeting. These items are extremely important for the future of downtown Madison and the future development/investment that we would like to see happen in the next 20-25 years.

Page 3 - referencing DT Plan page 41, Rec. 44: DMI strongly supports flexibility in the PDD language that allows for modification of all bulk standards, including height. We also recommend including Conditional Use as a mechanism when height is the only issue. The argument here is; "Why go into the PDD process if everything else conforms to the districts standards?" In addition, eliminating the bonus story criteria in Urban Design Zones stops redevelopment in that area because you cannot use PDD in Urban Design Districts to exceed height (unless they plan on changing that in the zoning code).

Page 4 - Urban Design's Rec 44 – DMI fully supports the UDC recommendation and would include language from EDC on PDD standards. UDC rec would read: ***"The New PDD in the proposed zoning code should allow for modification of all bulk standards, including height."*** That says it all very clearly.

Page 6 - Rec 62 – DMI fully supports EDC language removing potential landmarks and other significant buildings language: ***Preserve and rehabilitate landmarks, potential landmarks, and other significant buildings, including flatiron buildings.***

Page 9 – (Third, fifth and sixth paragraphs) DMI supports the UDC's recommendations—"as written" with no changes.

Page 10 – (First paragraph) DMI strongly supports the language as written from the UDC.

Page 10 – Rec 70 – DMI fully supports removing the call for Neighborhood Conservation District. When asked to explain why the City does not support a later recommendation for a special area plan in Langdon that would look at economic development opportunities, the City is quoted as saying; "This should be initiated by the property owners in the area and should not be the role of the City and nor be a directive in the Downtown Plan." Neighborhood Conservation Districts should not be recommended by the City.