

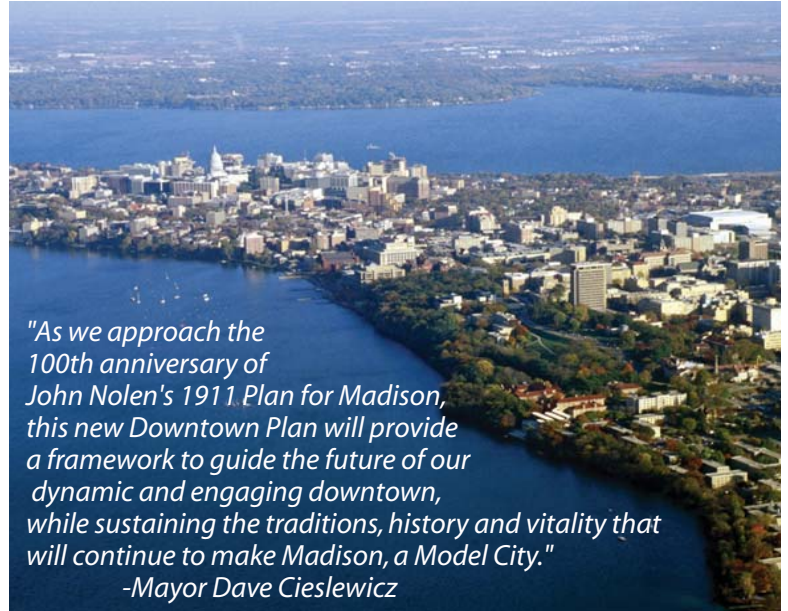


Downtown Plan: Scope and Process Summary

Introduction

Downtown 2000, adopted in 1989, was the last planning effort to look at Madison's downtown in a holistic way. Since that time, there have been numerous neighborhood plans and other studies, but each focused on a specific smaller geography or issue. Obviously, much has changed and the downtown is continuing to evolve. It is important to have a plan in place that will guide individual actions so that they work together towards a common desired future.

Beginning in early 2008, the City will embark on a process to create a plan for the future of downtown. The purpose of this paper is to provide an overview of the proposed approach to developing Madison's Downtown Plan.



Background

During the development of Madison's *Comprehensive Plan* (adopted in 2006), a supporting effort was initiated to examine some of the issues and trends in downtown. This effort is embodied in the 2004 *Downtown Advisory Report*. This report provides a summary of existing downtown plans and studies and input received during public meetings held in the spring of 2004. It also provides a vision for the downtown and general goals and recommendations on topics including: land use, housing, transportation, economic development, civic/cultural, open space and recreation, and urban design.

The *Downtown Advisory Report* served as the basis for many of the objectives and policies for the downtown that are included in the *Comprehensive Plan*, which also includes baseline land use and building height recommendations for 10 sub-districts. However, one of the priority recommendations in the *Comprehensive Plan* is that a more detailed plan be prepared for the downtown.



Downtown Advisory Report Vision:

Downtown Madison will be a flourishing and visually exciting center for the arts, commerce, government and education. It will be a magnet for a diverse population working, living, visiting, and enjoying an urban environment characterized by a sensitive blending of carefully preserved older structures, high-quality new construction, architectural gems and engaging public spaces -- all working together and integrated with surrounding neighborhoods, parks and the transportation system to create a unique environment for the community, County and region.

(Downtown Advisory Report, July 2004)

Comprehensive Plan Policy:

Prepare, adopt and implement a Downtown Plan that provides a detailed framework and recommendations to guide development and activities in Madison's downtown area.

(City of Madison's Comprehensive Plan, January 2006)

Process

The general approach is to build on the background, vision, objectives, policies, and recommendations contained in the *Downtown Advisory Report* and the *Comprehensive Plan*. These documents represent the starting point for the Downtown Plan. To make the dialog more engaging these issue areas may be imbedded in themes, such as:

- Downtown Living,
- Working,
- Moving Around,
- Visitors & Tourists,
- Recreation & Entertainment,
- Sense of Place (and places).

The process is expected to commence in April 2008 and last approximately one year. At that time, it is expected that a public hearing draft of the plan will be ready for introduction to the Common Council.

The general steps in the process and timeline are summarized in the table to the right, which is based on meeting windows -- a term used to describe meetings held during a particular phase of the project. Each meeting window will have a specified purpose, topics and timeframe. Any meetings held during a particular timeframe will focus on the purpose and topics associated with that meeting window. Since many meetings are anticipated involving numerous groups, this concept is being utilized as the framework to keep the entire project moving forward.



Meeting Windows

Meeting Window	Title	Purpose	Topics	Timeframe
Meeting Window #1	The Big Picture: Where Have we Been? Where we are & Where are we going?	<ul style="list-style-type: none"> • Kick Off • Public Relations • Education 	<ul style="list-style-type: none"> • Education on existing plans & past plans <ul style="list-style-type: none"> ▪ Recommendations ▪ Accomplishments • Describe Planning Process • Reaffirm vision of the Downtown Advisory Report • Education on data & trends • Validate issues & goals already identified <ul style="list-style-type: none"> ▪ What's missing? ▪ Prioritize? 	April to May 2008
Meeting Window #2	What are the Possibilities?	<ul style="list-style-type: none"> • Concepts 	<ul style="list-style-type: none"> • Identify broad approaches to deal with issues identified • Evaluate positives, negatives & trade-offs of each 	June to August 2008
Meeting Window #3	Charting a Course	<ul style="list-style-type: none"> • Alternatives 	<ul style="list-style-type: none"> • Focus & Refine Alternatives • Begin to develop recommendations 	September to November 2008
Meeting Window #4	Getting Down to Action	<ul style="list-style-type: none"> • Recommendations 	<ul style="list-style-type: none"> • Finalize recommendations • Develop Implementation Strategy <ul style="list-style-type: none"> ▪ ID Partnerships ▪ ID Funding Sources ▪ ID Project Leads 	December to February 2009
Meeting Window #5	Putting it All Together	<ul style="list-style-type: none"> • Plan Document Overview • Public Relations 	<ul style="list-style-type: none"> • Tie up loose ends • Draft Plan (<i>Public Hearing Draft</i>) for introduction to Common Council 	March to April 2009





Public Engagement & Communication

Goals:

Like most successful planning initiatives, communicating with and engaging the public is pivotal to creating a plan that is widely supported. To that end, this effort will include a flexible public engagement plan that will strive to:

1. Include a variety of input opportunities for every audience group at every stage of the process.
2. Provide opportunities for people to participate “a little” or “a lot” in the process, while assuring that one or a few individuals or interest groups do not dominate the process.
3. Recognize that ongoing public involvement is essential to create an innovative & implementable plan.
4. Use the *Comprehensive Plan & Downtown Advisory Report* as the basis for moving forward.
5. Engage downtown organizations to increase public input opportunities & leverage City resources.
6. Provide opportunities for visitors, students, & non-downtown residents (including residents of adjoining communities) to provide their perspectives on downtown.

Activities:

A preliminary list of public engagement activities is proposed that will foster public participation and communication throughout the various stages of the process. At this point, the list represents suggestions and it is likely that the timing and methods may be adjusted and revised during the process. Among the public engagement and communication tools and techniques that may be utilized are:

1. Website
2. Large-format public meetings
3. Focus Groups (theme based and/or group based)
4. Community Workshops
5. Madison City Channel 12
6. Storefront Project Office
7. Area specific (geographic sector) meetings
8. Media partnerships
9. Neighborhood newsletters
10. Discussion kits
11. Kiosks (library, farmer’s market, etc.)
12. Meetings outside of downtown
13. Surveys
14. Newsletter updates

Organizations & Interest Groups:

Numerous organizations exist that can serve as a useful conduit to provide the input necessary for an efficient process. Likewise, it is also important to consider perspectives from groups and individuals that may not be represented by a specific organization. Examples of these organizations and groups are provided in the boxes below (*note that these lists are not intended to be all-inclusive, but are provided as illustrative examples*).

Key City Commissions & Committees:

1. Downtown Coordinating Committee
2. Urban Design Commission
3. Landmarks Commission
4. Transit & Parking Commission
5. Pedestrian/Bicycle/Motor Vehicle Commission
6. Long Range Transportation Planning Commission
7. Economic Development Commission
8. Board of Park Commissioners
9. Madison Arts Commission
10. Central Madison’s Business Improvement District Board

Organizations:

1. Downtown Madison, Inc.
2. Capitol Neighborhoods, Inc.
3. Greater State Street Business Association
4. Greater Madison Chamber of Commerce
5. UW-Madison
6. 1000 Friends of Wisconsin
7. Smart Growth Madison
8. Madison Trust for Historic Preservation

Other Interest Groups:

1. Students
2. Social Service Providers
3. Large Employers Downtown
4. Small Businesses Downtown



Project Management

Staff from the City's Department of Planning and Community and Economic Development will lead this effort, and be supported by an inter-departmental technical staff team. Overall guidance and policy direction will be provided by the Plan Commission and Common Council. Other City commissions and committees are expected to have particular interests in the downtown and will receive regular updates and will likely discuss the plan at some of their meetings.

**City of Madison
Department of Planning
& Community
& Economic Development
Contacts:**

Planning Division
Madison Municipal Bldg., Ste. LL100
215 Martin Luther King, Jr. Blvd.
PO Box 2985
Madison, WI 53701-2985

Michael Waidelich, Principal Planner
608.267.8735
mwaidelich@cityofmadison.com

William Fruhling, Principal Planner
608.267.8736
bfruhling@cityofmadison.com

Defining Downtown:

According to the *Comprehensive Plan*, "Downtown" refers to the intensively developed urban core of the city, where the highest density employment, residential and other uses are located. The boundary is not precise, but a working definition of this downtown core will be the area generally bounded by Park, Regent, Proudfit, and Blair Streets, recognizing that some adjacent areas share these characteristics. This definition includes that portion of the UW campus located within these boundaries.

The Downtown Plan will also consider adjacent areas of influence -- those areas that functionally and/or aesthetically are inextricably connected to the downtown core -- and develop a unifying vision of how all of these areas relate, but will focus on the downtown core.

Comprehensive Plan

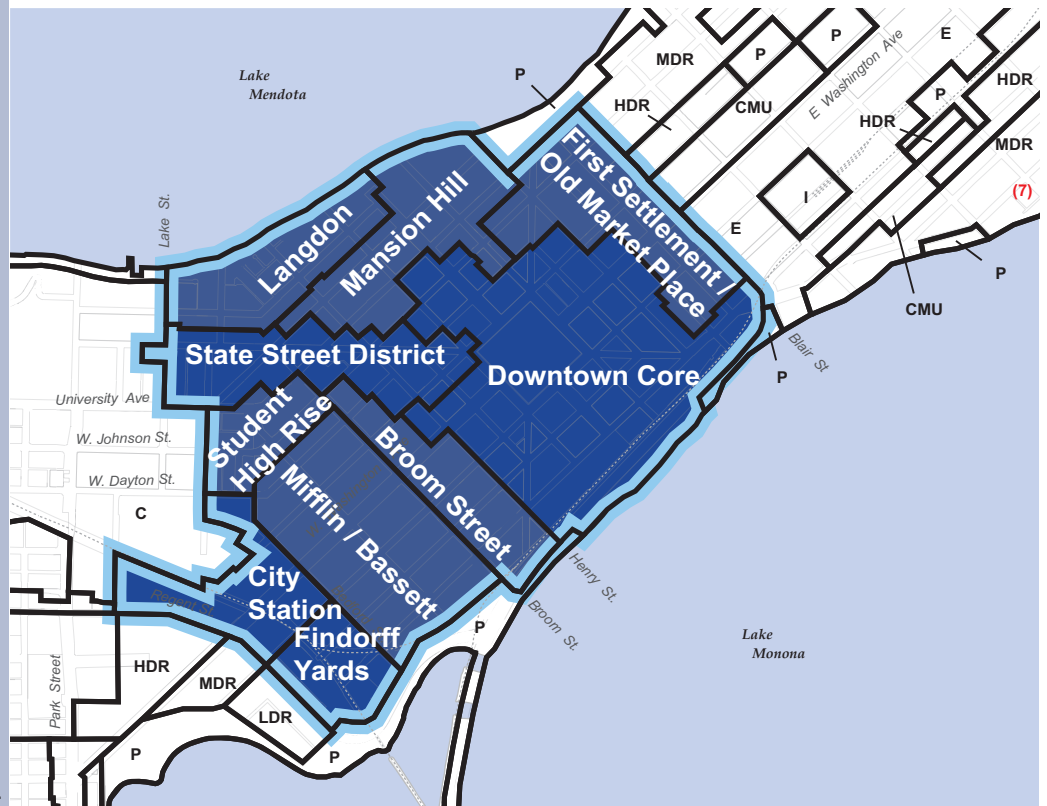
Downtown Sub-Districts

Mixed-Use Sub-Districts:

Downtown Core
State Street
Findorff Yards
City Station

Residential Sub-Districts:

Broom Street
First Settlement - Old Market Place
Mansion Hill
Mifflin - Bassett
Student High Rise
Langdon



Downtown Plan Website:

www.cityofmadison.com/downtownplan