



JUDGE DOYLE SQUARE  
**MASTER PLAN**  
CITY OF MADISON, WI

CHAPTER 1  
PUBLIC INVOLVEMENT

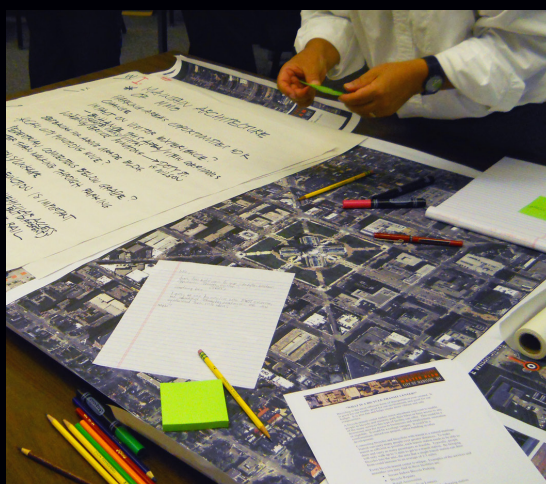


Kimley-Horn  
and Associates, Inc.

**Potter Lawson**

*Success by Design*

**UrbanAssets**



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## Acknowledgments

To best serve the City of Madison, Kimley-Horn assembled a master planning consulting team that is committed to delivering exceptional service and innovative solutions for the Judge Doyle Square project. Kimley-Horn greatly appreciates the collaborative effort of the entire team in the preparation of this document. Team partners and their areas of master planning responsibility are as follows:

- **Kimley-Horn and Associates, Inc.** – Lead master planning consultant, project management, public involvement, TIA, environmental scoping, parking consulting, structural engineering
- **Potter Lawson, Inc.** – Project architecture, land use master planning, City office space study, project management team
- **Urban Assets** – Lead public involvement, master planning, project management team
- **Mobis Transportation Alternatives / Bikestation** – Bicycle center consultant
- **Ken Saiki Design, Inc.** – Public improvements and streetscape, landscape architecture
- **KJWW Engineering Consultants** – Mechanical, electrical, HVAC engineering consultant
- **PSJ Engineering, Inc.** – Fire protection consultant
- **Mortenson Construction** – Construction cost estimating, construction feasibility consultant
- **Charles Quagliana, Architect** – Historic preservation consultant

Kimley-Horn also appreciates the contributions and partnership of the many City of Madison staff members who contributed to the content and quality of this document. The City of Madison established a Project Team that included key City staff, representing the following agencies and divisions:

- |  |   |
|--|---|
| ▪ <b>Planning and Community and Economic Development</b> | ▪ <b>Facility Management (Division of City Engineering)</b> |
| ▪ <b>Traffic Engineering</b>                             | ▪ <b>Metro Transit</b>                                      |
| ▪ <b>Parking Utility</b>                                 | ▪ <b>City Attorney's Office</b>                             |
| ▪ <b>Office of the Mayor</b>                             | ▪ <b>Monona Terrace Community and Convention Center</b>     |
| ▪ <b>City Engineering</b>                                |   |
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# JUDGE DOYLE SQUARE MASTER PLAN CITY OF MADISON, WI

## Contents

This document—**Chapter 1: Public Involvement**—is a part of the final report summarizing the Judge Doyle Square Master Plan completed in April 2012. The structure and presentation of the final report has been developed to specifically address the many aspects of the master planning process in a manner that can be easily read as a whole or in parts based on the interest and needs of the reader. The final report is separated into an introduction and eight chapters:

- **INTRODUCTION**
- **CHAPTER 1:** Public Involvement
- **CHAPTER 2:** Master Planning
- **CHAPTER 3:** Underground Parking
- **CHAPTER 4:** Traffic Impact Analysis
- **CHAPTER 5:** Bicycle Center
- **CHAPTER 6:** Environmental Scoping
- **CHAPTER 7:** City Office Space
- **CHAPTER 8:** Project Management

Each chapter has been bound separately and includes applicable images, tables, and drawings to provide additional information and documentation. Each chapter can stand alone as a summary document for a particular aspect of the project. When combined, the document provides a comprehensive summary of the significant areas of information gathering, study, planning, and management for the Judge Doyle Square master planning effort.









# JUDGE DOYLE SQUARE MASTER PLAN CITY OF MADISON, WI

## Chapter 1: Public Involvement

### Introduction

The purpose of this chapter is to provide a summary of the public involvement process for the Judge Doyle Square Master Plan as well as highlight some of the key results that were important in the development of the Master Plan recommendations.

A key tool of the public involvement process was the creation of a Public Involvement Plan (PIP) at the outset of the master planning process. The purpose of the PIP was to provide a clear and transparent roadmap that could evolve as the project progressed and to document the results of all of the public involvement activities. The final PIP is included in Appendix 1-A.



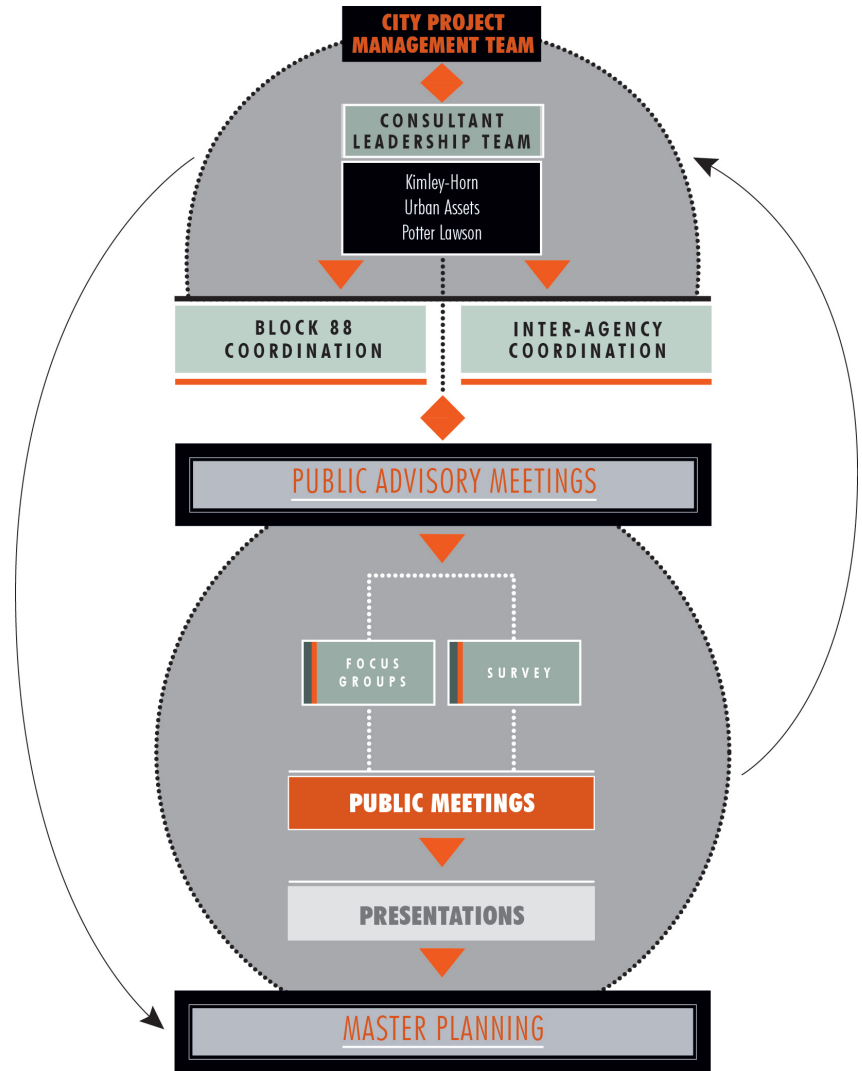
### Overview

Public involvement has been an important and integral part of the planning process for the Judge Doyle Square Master Plan. The goal of the public involvement strategy was to create opportunities throughout the process to engage stakeholders in an iterative fashion to gather information, share ideas, and seek feedback. The overall objectives of the public involvement process were to:

1. Facilitate active, open, and collaborative participation by stakeholders
2. Collect community input and feedback to improve the project
3. Ensure that stakeholders become comfortable with the proposed project and confident in the decision-making process

The public involvement process offered a variety of opportunities and activities for community stakeholders, local businesses, and neighborhood residents to provide input, learn about the master plan as it unfolded, and evaluate the recommendations. The graphic below illustrates the way in which information and feedback were integrated into the planning process and incorporated into the master plan recommendations. Ultimately, community stakeholders' expertise, local knowledge, and perspectives, when layered with the consultant team's professional expertise and experience, helped to create concept recommendations for Judge Doyle Square that are exciting, functional, and feasible.





## Public Involvement Activities

The public involvement process included a variety of opportunities for the community to participate in the planning process, including advisory meetings, focus groups, a survey, public meetings, and presentations. The goal of the activities ranged from information gathering to consulting to evaluating and prioritizing.

### *Public Advisory Meetings*

The consultant team convened public advisory meetings at three key points in the planning process. Attendees represented a variety of stakeholders with diverse perspectives. The purpose of the advisory meetings was to seek guidance and input on both the process and the project recommendations as they were developed. The meetings were designed to be informal and interactive.





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The primary purpose of the first Public Advisory Meeting, held on September 13, 2011, was to conduct a site tour of Judge Doyle Square to identify principles for the planning process and any issues or opportunities that should be taken into consideration. The minutes from the September 13 advisory meeting are included in Appendix A of the PIP, located in Appendix 1-A of this document.

The second and third advisory meetings were held on November 7 and December 12. These meetings were scheduled strategically to occur prior to the second and third public meetings. The purpose of the public advisory meetings was to share the consultant team’s preliminary recommendations (November meeting) and draft recommendations (December meeting) to seek feedback from the advisory meeting participants on the general direction of the master plan, specific recommendations, and the proposed agenda and structure of the upcoming public meetings.



## Public Advisory Meeting Attendees

- **Dave Mayer**, Capitol Neighborhoods Inc.
- **Peter Ostlind**, Capitol Neighborhoods Inc.
- **Jim Skrentny**, First Settlement District
- **Megan Christiansen**, First Settlement District
- **Bill Patterson**, First Settlement District
- **Alder Michael Verveer**, District 4
- **Alder Marsha Rummel**, District 6
- **Alder Chris Schmidt**, District 11, Plan Commission
- **Susan Schmitz**, Downtown Madison Inc.
- **Mary Carbine**, Madison Central Business Improvement District (BID)
- **Robbie Webber**, Madison Ped/Bike/Motor Vehicle Commission
- **Gary Poulson**, Madison Ped/Bike/Motor Vehicle Commission
- **Amanda White**, Bicycle Federation of Wisconsin
- **Kevin Luecke**, Bicycle Federation of Wisconsin



## Focus Groups

When the request for proposals for the master plan project was initially released in 2011, the project was called the Public Market Square Master Plan. At that time, the City anticipated not only the inclusion of a bicycle center and public market in the project, but also the location of the proposed high speed rail station under the Department of Administration

building on Wilson Street. With the change in both the City and State executive leadership, both the public market and the imminent location of the rail station were removed from the project, leaving the bicycle center as the only potential use identified for the project.







Given this change in direction, the role of the focus groups was extremely important: using local professional knowledge to identify and test potential uses for the site, both at the street level and above ground, as well as to identify any other issues or opportunities that should be considered. Six focus groups were held throughout the month of September and were organized to draw on the following areas of local expertise:

1. Bicycling
2. Real Estate Market
3. Real Estate Development
4. Historic Preservation
5. Retail
6. Restaurants

The uses identified as part of this master planning process will be further explored in subsequent development phases of the project, and through more formal market studies.



The most effective focus groups are large enough to be inclusive of a variety of perspectives but small enough to encourage discussion and debate. Generally, a focus group will include five to 10 participants. The consultant team worked with City staff, the advisory committee, and other community contacts to identify participants for each focus group. Understanding that people are very busy, a wide range of potential participants was invited to each focus group to help ensure adequate participation. This strategy was successful in most instances, particularly among owners of small businesses. The quality of the participation and breadth of knowledge of the participants, however, is far more important than the number of participants.





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### **Bicycle Focus Group**

- Doug Poland, DMI Bike Subcommittee
- Robbie Webber, Ped/Bike/Motor Vehicle Commission
- Amanda White, Bike Federation
- Kevin Luecke, Bike Federation
- Arthur Ross, City of Madison
- Gary Peterson, DMI
- Del Henning, Williamson Bicycle Works

### **Real Estate Market**

- David Haug, Lighthouse Commercial Real Estate
- John Bergh, Siegel Gallagher
- T.J. Blitz, Cresa Partners
- Debby Dines, Dines Incorporated
- Troy Thiel, First Weber Group
- Julie Bernauer, Restaino
- John Kothe, Kothe Real Estate Partners

### **Real Estate Development**

- Chris Schramm, ULI
- Mike Slavish, Hovde Realty
- Vic Villacrez, Hovde Realty
- Sue Springman, Mullins Group

### **Historic Preservation**

- Stu Levitan, Landmarks Commission
- Dick Wagner, DMI
- Amy Scanlon, Preservation Planner, City of Madison
- David McLean, Landmarks Commission
- Jason Tish, Madison Trust for Historic Preservation

### **Retail**

- Sandi Torkildson, A Room of One's Own Book Store
- Jeanette Riechers, Madison Sole

### **Restaurants**

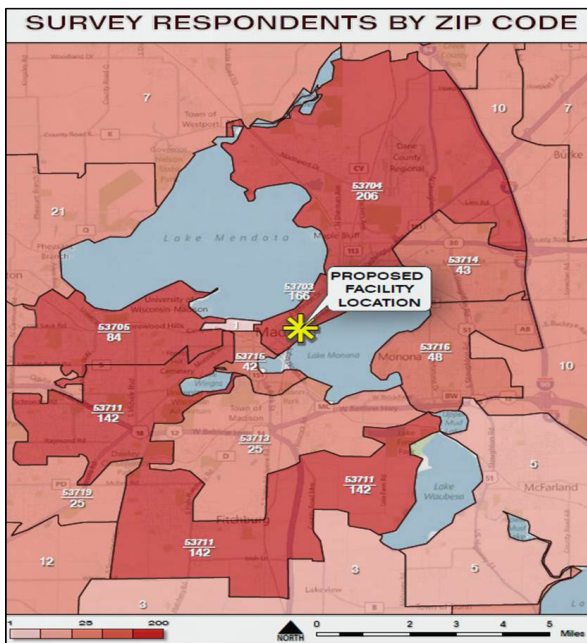
- Finn Berge, Barriques
- Peter McElvanna, Cooper's Tavern
- Cliff McDonald, Brocach Irish Pub & Restaurant
- Greg Frank, Food Fight

*The summary notes from each of the focus groups are located in Appendix B of the PIP, which is in Appendix 1-A of this document.*





Due to the potential inclusion of the bicycle center in the project, the Madison bicycling advocates community had a strong interest in providing additional input and feedback. In addition to participation in advisory meetings, the focus group, and high attendance at the public meetings, the bicycling advocates invited the consultant team to meet with the DMI Bike Subcommittee (twice) and the Greater Madison Bicycling Advisory Council. The result of this high level of interest is the creation of two documents—one from the DMI Bike Subcommittee (Vision Statement, Judge Doyle Square Bicycle Station) and the other from the Bicycle Federation of Wisconsin (Memorandum)—that further define the vision and programming for the potential bicycle center. Both documents are included in Appendix 1-B.



### *Survey*

In September and early October, the consultant team conducted a survey of bicycling enthusiasts and advocates. The survey was developed using the SurveyMonkey website and was actively distributed via the Bike Federation of Wisconsin and the DMI Bike Subcommittee listservs, advisory committee meeting attendees, as well as posted on the Judge Doyle Square website. The purpose of the survey was to determine the potential demand for a bicycle center, what type of amenities should be included, and what level of prices the Madison community would support. The responses were used to determine the size, programming, and feasibility of the bicycle center.

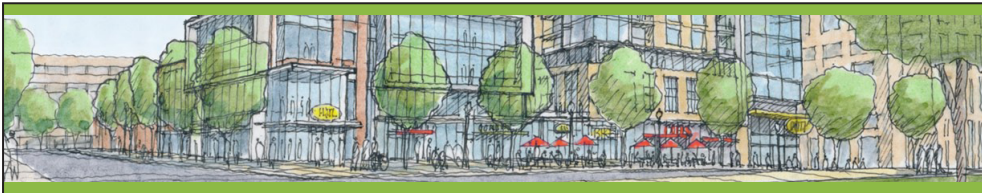
There were 1,499 respondents to the bicycle center survey. This outstanding response was the largest ever experienced by consultant team member Mobis Transportation Alternatives. Key highlights of the survey and a discussion of the implications of the responses are included in Chapter Four. The full results from the survey are included in Appendix D of the PIP, located in Appendix 1-A of this document.

### *Public Meetings*

The public involvement process included a total of three public meetings. Notification of the public meetings was provided via US Mail for the surrounding property owners as well as via neighborhood and community listservs and website postings (City, DMI, and Judge Doyle Square websites).

The purpose of the first public meeting, which was held on September 14, was to gather community input on the planning principles that should guide the master plan and issues or opportunities that should be considered. Participants were asked to complete the following three exercises:





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Community members review preliminary recommendations at the second public meeting.

1. Identify and discuss the planning principles to guide and inform the master planning process.
2. Identify project strengths, weaknesses, opportunities, and threats (SWOT).
3. Identify site issues and opportunities.

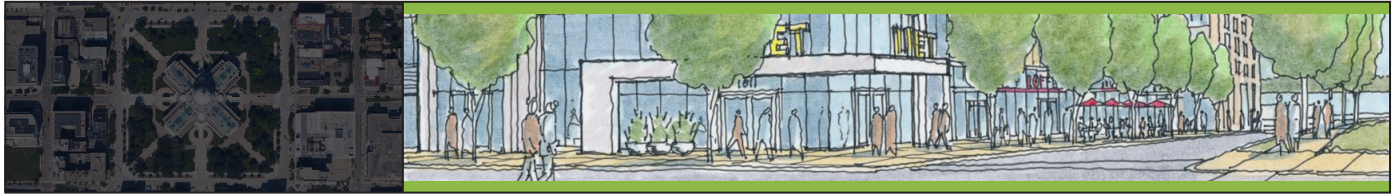


Approximately 34 members of the community attended the first public meeting.

The purpose of the second public meeting, which was held on November 8, was to share the master plan preliminary recommendations in order to gather community feedback and priorities. The consultant team shared the project background and recommendations during an extensive PowerPoint presentation. After the presentation, participants provided feedback on the master plan preliminary recommendations at the following stations:

1. Architecture and land use
2. Bicycle center
3. Parking and traffic
4. Streetscape

At each station, participants were given three green and three red dots to be placed directly next to images on the boards denoting whether they liked (green) or disliked (red) what was presented there. In addition, each station had a flip chart



where participants could record questions, concerns, or ideas they would like to be considered. Approximately 43 members of the community attended the second public meeting.

The purpose of the third public meeting was to share the draft master plan recommendations, revised from the preliminary recommendations based on the feedback from the second public meeting as well as from City staff. The format for the third meeting, which was held on December 14, was the same as the second meeting. Participation was lower than anticipated at approximately 22 participants.

The summary results from each of the public meetings are located in Appendix C of the PIP, which is included in Appendix 1-A of this document.

### *Presentations*

The final step in the public involvement process was a presentation of the final master plan recommendations to the community. The initial PIP envisioned two presentations: one to the Downtown business community at the Downtown Madison Inc. (DMI) monthly breakfast and one to the Downtown neighborhood community at the Capitol Neighborhoods Inc. (CNI) monthly meeting. The DMI presentation occurred on January 26. CNI leadership, however, opted not to have a presentation at its meeting. CNI believed its input and understanding of the project were adequately addressed as part of the advisory meetings and public meetings. The DMI presentation is included in Appendix 1-C.







# JUDGE DOYLE SQUARE MASTER PLAN CITY OF MADISON, WI

## Public Involvement Summary Results

The full results of the various public involvement activities are included in the appendices of the PIP, located in Appendix 1-A of this document. There were a number of key points that resonated throughout the public involvement process that helped to inform the consultant team’s development of the master plan recommendations. Those key points are:

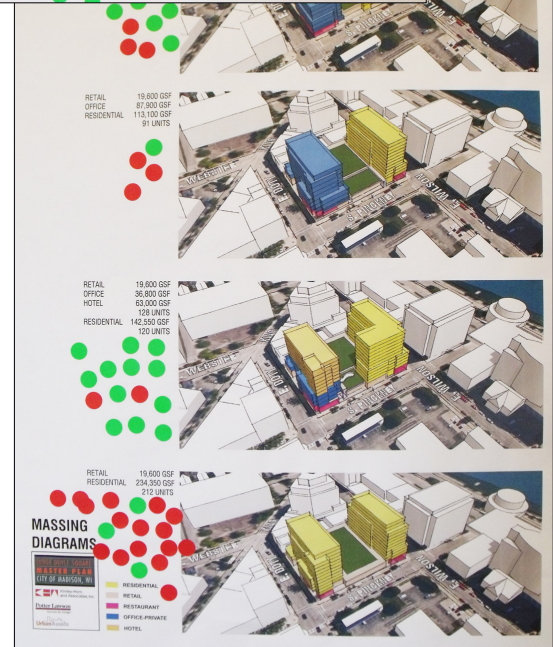
### Planning Principles

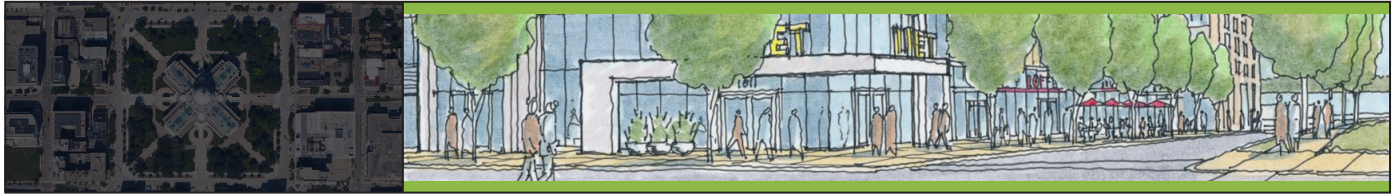
- Judge Doyle Square should be a destination
- Create a new Downtown district
- Create an entertainment district for adult audiences
- Development should be multi-use and multi-modal
- Development should provide new tax base
- Meet the needs of and target multiple audiences—visitors, residents, and employees
- Attract visitors and local suburban residents



### Project Uses and Activities

- Include a mix of retail—local, regional, and national stores
- Multi-family residential
- Office, particularly government office
- Boutique hotel
- Cluster restaurants to capitalize on existing activities on Pinckney, King, and Wilson Streets
- Specialty food/cooking retail
- Home lifestyle
- Neighborhood services for employees and residents
- Farmer’s market/made-in-Wisconsin retail
- Centralized visitor information
- Bicycle center
  - Prominent visibility
  - Center for cycling community and resource for visitors
  - Facilitate City’s goal of “20% bicycle mode share by 2020”





### *Architecture and Development*

- Create a three-sided development
- Increase density
- Iconic architecture
- Building step backs to allow daylight
- Respect adjacent historic buildings
- Cluster retail and restaurant spaces
- Provide opportunity for smaller retail spaces
- Capitalize on Pinckney Street's lake view
- Parking garage entrances should respect pedestrian experience and create a safe environment
- Include accessible green roofs

### *Streetscape and Public Improvements*

- Create multi-modal connectivity
- Pinckney Street should be bike and pedestrian friendly
- Create lively public gathering spaces
- Create space for retail uses to spill out onto the streets



- Streetscape should include wide sidewalks, plantings, attractive lighting, and trees
- Provide a counter-flow bicycle lane on Wilson Street

### **Conclusion**

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The information and guidance that community stakeholders, local business people, and neighborhood residents provided through the public involvement process was invaluable to creation of the Judge Doyle Square Master Plan. While the recommendations included in this master plan are conceptual and have yet to be market tested, they provide a solid foundation from which to begin the schematic design phase of Judge Doyle Square.

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Downtown stakeholders discuss the final recommendations at the third public meeting.





PUBLIC INVOLVEMENT  
APPENDIX 1-A

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# Judge Doyle Square Master Planning Public Involvement Plan

January 2012

This document is intended to be a living document and will be revised throughout the life of the project based on stakeholder and committee feedback and the results of public involvement activities.





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## Project Description

Judge Doyle Square includes Block 88 and Block 105 in Downtown Madison (see map below). This master planning process and the public involvement plan is directed specifically towards the planning and development of Block 105. The planning for the development of Block 88 is being undertaken by a public private partnership that includes the City of Madison, Marcus Hotels, and Urban Land Interests. The public process for that planning effort will occur in early 2012.

Judge James E. Doyle was a United States federal judge in the United States District Court of the Western District of Wisconsin as well as a leader in the Democratic Party. His courtroom was located in Room 260 of what is now the Madison Municipal Building, which is located on Martin Luther King Jr. Boulevard on Block 88.



*Judge Doyle Square Master Planning Area*

The future Judge Doyle Square will include the redevelopment of both Block 88 and Block 105. The redevelopment will include underground parking on both blocks and connected under Pinckney Street and public improvements to create a lively, welcoming streetscape and urban environment as well as to better connect Judge Doyle Square to

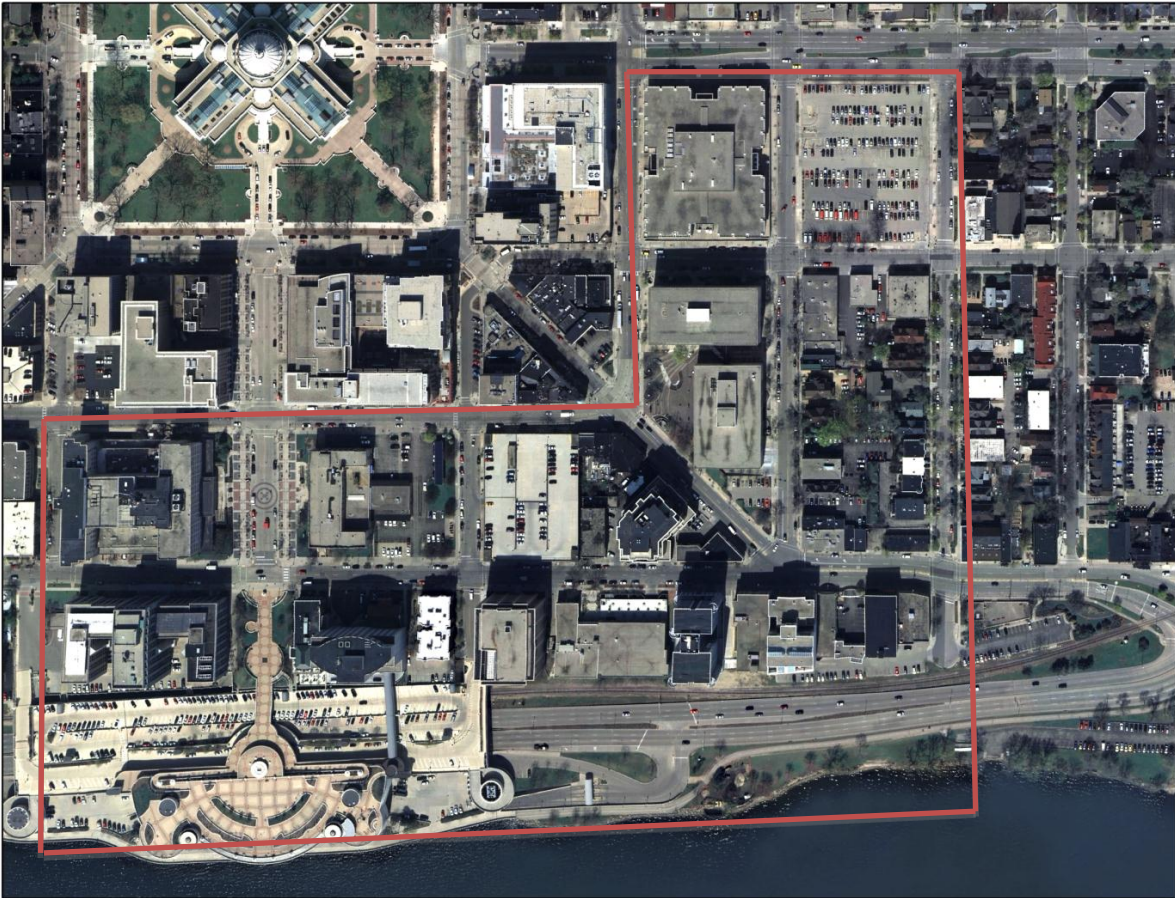




the Capitol Square and John Nolen Drive. It may also include such uses as a hotel, bicycle center, retail, restaurants, office, and housing.

The planning for Block 105 of Judge Doyle Square is part of a larger effort to form a bold vision for the South-East area of the Central Business District. The planning for this twelve block area (see map below) will place an emphasis on transit-oriented development (TOD), including pedestrians, bikes, buses, and a potential high speed rail station which is anticipated to be located under the State of Wisconsin Department of Administration Building at 101 East Wilson Street in the future. The master planning project, which is funded by the City of Madison's successful Federal TIGER grant application, is divided into the following three phases:

1. Conceptual development, architecture, engineering, and environmental assessment for Block 105
2. Schematic development, architecture, engineering, and environmental assessment for Block 105
3. Master planning for the twelve block transit-oriented district



*Twelve Block Transit Oriented Development Planning Area*



The master planning process had initially included the high-speed rail station as well as a public market, which was to be located on Block 105. Governor Walker’s decision to refuse the federal transportation funding, however, have put plans for high-speed rail on hold for the present time. For long range planning purposes, the site will be considered the future location of a high-speed rail station. The planning had also included a public market, for which the project was originally name Public Market Square. Upon further consideration, however, the decision was made to eliminate the public market due to a lack of clarity and consensus on the vision for the market, high cost of construction, and the likely need for long term operational subsidies. The City will continue to explore alternative locations for the Public Market.

Planning studies generally begin at the district level and then focus in on more site specific planning. There are a number of reasons, however, for switching the order in this particular case, and beginning with the master planning for Judge Doyle Square. First, the Government East Park Ramp, which is located on Block 105, has reached the end of its useful life and it no longer makes financial sense for the City to continue to invest in its maintenance and repairs. Over the last five years, the City has invested \$350,000 in maintenance and repair of the structure. In order to continue to maintain the functionality and safety of the ramp, an additional \$2 million will need to be invested in the next two to four years.

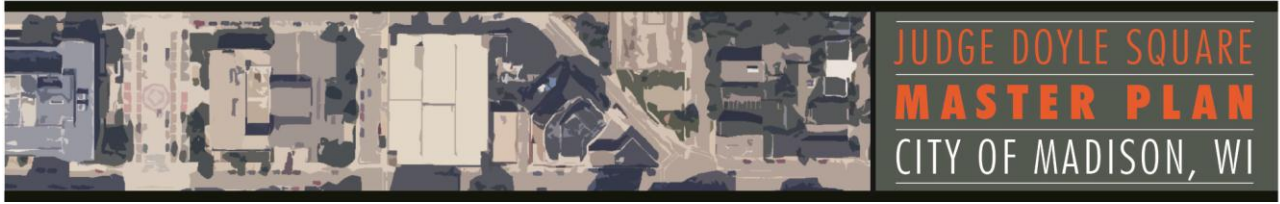
Second, Downtown Madison needs a full service convention hotel in proximity to the Monona Terrace Community and Convention Center. A recent strategic planning effort by Monona Terrace staff identified a lack of adequate Downtown hotel room blocks as well as parking as a major deterrent to attracting and supporting large conferences and events. *The Downtown Madison Hotel Feasibility Study*, completed by Hunden Strategic Partners in 2008, identified a need for a large, high quality, full service convention hotel in close proximity and preferably attached to Monona Terrace. This hotel should serve the dual purpose of providing an extension of Monona Terrace as well as being able to attract and support meetings and events on its own. A potential location for the new hotel is Block 88.

Third, due to the importance and on-going need for parking for businesses, government, a potential new hotel, and community events, the construction of the underground parking ramp under Block 88, Block 105, and Pinckney Street becomes a driving factor. In order avoid losing much needed parking during the redevelopment of Judge Doyle Square, the development must be phased so that at no time is there parking unavailable within the area.

Phase One of the Judge Doyle Square Master Plan is focused on the conceptual planning for the underground parking and the future redevelopment of Block 105. Kimley-Horn, and its project partners Potter Lawson and Urban Assets, are leading the Block 105 planning effort. The planning for Block 88 is being undertaken by a public private partnership that includes the City of Madison, Marcus Hotels, and Urban Land Interests. Both Block 88 and Block 105 have been identified for potential redevelopment in numerous planning studies over the years including the *First Settlement District Neighborhood Plan* (1995), the *Downtown Advisory Report* (2004), and most recently the *Downtown Plan – Overview and Draft Recommendations* (September 2010). The results of the Block 88 planning will be evaluated to ensure they complement and are consistent with the recommendations for Block 105.

The future development of Block 105 will likely occur as part of a public private partnership with the City of Madison leading the development of the underground parking garage and the a private developer leading the development of





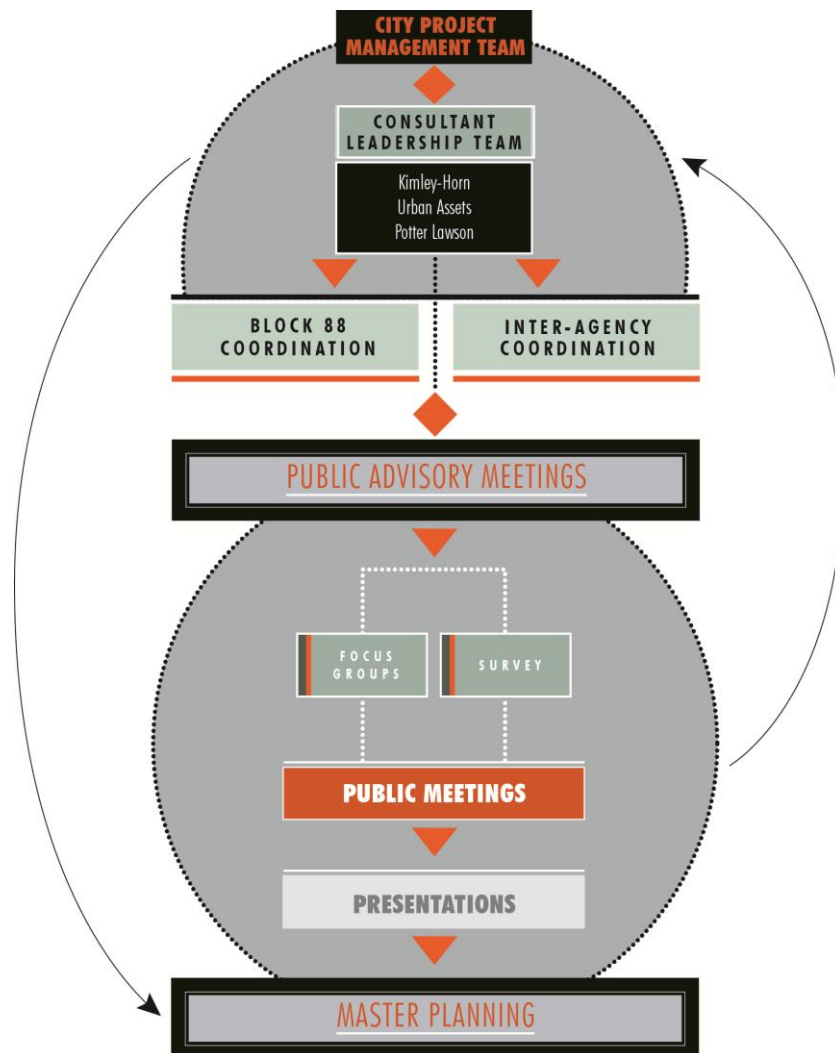
the building above the parking. The project will be awarded using a competitive bid process. Similarly, the future development of Block 88 will include Marcus Hotels, should they chose to proceed with a hotel on the site, and the City of Madison for the parking.



## Goals, Objectives, and Expected Outcomes

Good public involvement includes outreach, information gathering, communicating, educating, testing, and building consensus. A good public involvement process is well thought-out, tailored to the community and the project, and executed.

Public involvement is a central element of the master planning process for Block 105. The Kimley-Horn Team has developed a public involvement strategy that is comprehensive, open, and engaging. The process will provide opportunities for stakeholders to provide input, learn about the project as it progresses, evaluate alternatives, and be part of the decision making. The following flow chart describes the public involvement process:







The overall goals and objectives of the public involvement process are to:

1. Facilitate active, open, and collaborative participation by stakeholders
  - Give voice to Downtown and community stakeholders.
  - Utilize advisory meetings to keep key stakeholders and elected officials informed and engaged.
  - Keep the lines of communication open.
  
2. Ensure that stakeholders are comfortable with the proposed project and confident in the process of decision-making.
  - Build trust between the stakeholders and the Project Management and Kimley-Horn teams.
  - Keep stakeholders engaged throughout the process.
  - Let stakeholders know their participation is important.
  
3. Collect community input and feedback to improve the project
  - Give the community adequate information and educate them about the process in order that they may provide meaningful comments.
  - Keep the lines of communication open.
  - Be respectful of the community's ideas and input.
  - Consider community input when formulating recommendations and making decisions.

The desired outcome for the public involvement process is to develop a final master plan for Block 105 that is right for Downtown Madison, feasible, and most importantly, supported by the community. In addition, the public involvement process for Phase One should lay the groundwork for Phases Two and Three of the master planning process.



## Public Involvement Techniques

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### **Advisory Meetings** – Information Gathering and Consulting

The purpose of the Advisory Meetings is to gather information, share elements of the project as it progresses, discuss and work through issues as they arise, receive feedback and guidance, educate, and build support for the final recommendations. Advisees will include neighborhood leaders, Downtown stakeholders, representatives from the bicycling community, elected officials, and the Mayor's office. The meetings will have a flexible attendee list as determined to be effective by the City Project Management Team. Advisory Meetings will occur during the kick off, preliminary alternatives, and draft plan phases of the project. Minutes and hand-outs from the meetings will be posted on the Project Website.

### **Focus Groups and Survey** – Information Gathering

The purpose of the focus groups is to gather information from key stakeholders regarding the needs, potential uses, and concerns the redevelopment of this important site may raise. Focus groups will be held with Capitol Neighborhoods Inc., representatives from bicycling community, Madison Trust for Historic Preservation, retailers, the development community, and commercial and residential real estate brokers. In addition to the focus groups, the Kimley-Horn Team will undertake a survey of the bicycling community to determine the needs and wants for the potential bike center. The information gathered during the focus groups and survey, which will be posted on the Project Website, will be used by the Kimley-Horn Team to develop the preliminary alternatives and, ultimately, the final master plan.

### **Public Meetings** – Information Gathering and Responding to Project Recommendations

The public involvement strategy includes three public meetings. The purpose of the first public meeting will be to gather information from the community regarding principles to guide the redevelopment, desired uses, issues and concerns, as well as goals and objectives. The purpose of the second and third public meetings will be to present and receive feedback on the preliminary concepts and draft plan, respectively. The public meetings will be properly noticed and the Kimley-Horn Team will make use of available neighborhood and stakeholder resources to disseminate meeting notifications. The information and feedback from the meetings, which will be posted on the Project Website, is advisory and will be used to direct and shape the master plan recommendations.

### **Presentations** – Responding to Project Recommendations

Presentations will be made to key stakeholder groups in order to garner feedback and guidance on the draft master plan. The purpose of the presentations is identify any outstanding issues, missed opportunities, and to build consensus for the final project. Presentations will be made to Capitol Neighborhoods Inc., Downtown Madison Inc., and the City Development Assistance Team. The presentations will be posted on the Project Website.

### **City Commissions** – Information Gathering and Responding to Project Recommendations

Presentations will be provided to various City committees, commissions, and boards on an ad-hoc basis throughout the planning process. The purpose of the presentations will be to focus on specific issues of particular interest to the selected committees, commissions, and boards in order to gather their input, update them on the project progress, and seek their input on the recommendations. Presentations will likely be made to the following:





- Plan Commission
- Transit and Parking Commission
- Pedestrian, Bicycle, and Motor Vehicle Commission
- Long Range Transportation Planning Committee
- Urban Design Commission
- Economic Development Commission
- Landmarks Commission
- Downtown Coordinating Committee

## Website

The City will establish and maintain a project website. The project website is located at [www.cityofmadison.com/planning/judgeDoyleSquare](http://www.cityofmadison.com/planning/judgeDoyleSquare). The results of public participation events, the survey as well as project documents will be posted on the website as soon as they are available. Public comments on the project and process can be sent to [dtrowbridge@cityofmadison.com](mailto:dtrowbridge@cityofmadison.com).



## Stakeholders, Participants, and Audiences

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### City

City leadership, department heads, and staff play an integral part in the planning and project management process. City stakeholders will be engaged through the project management team, advisory meetings, focus groups, survey, public meetings, charrette, and presentations. The city stakeholders include the following:

- Parking Utility
- Planning Division
- Engineering Division
- Traffic Engineering Division
- Economic Development Division
- Mayor's Office
- Alders
- Development Assistance Team
- Fire Department
- Real Estate Section
- Interagency Coordination (County, State)

### Neighborhoods and Property Owners

Neighborhood associations representing residents of the surrounding neighborhood as well as owners of the property adjacent to the site bring an important and much needed perspective to the master planning process. These stakeholders will be actively engaged in the process through advisory meetings, public meetings, survey, and presentations.

### Private Sector

Retailers, restaurant owners, developers, and real estate professionals will provide insight into the potential uses, market potential, and building requirements for the redevelopment. These stakeholders will be engaged through focus groups, survey, public meetings, and presentations.

### Community

The general Madison community has a vested interest in the vitality of the Downtown. Community stakeholders will be engaged primarily through the public meetings. A number of specific stakeholders, however, including Downtown Madison, Inc., Capitol Neighborhood Inc., the Madison Trust for Historic Preservation, small business owners, bicycling community, developers, and real estate professionals will also be engaged in the site tour, focus groups, survey, and presentations.

Please see the following page for an overview of stakeholder involvement.





Judge Doyle Square Master Plan – Stakeholder Involvement Matrix

	PMT	PA Mtg	Site Tour	Focus Group	Survey	Public Mtg	Charrette	Presentations	Notes
City									
Project Director	X	X	X			X	X	X	
Parking Utility	X		X			X	X		
Planning	X	X	X			X	X	X	Dir. Planning & Development, Planning Dir., Preservation Planner
Civil/Structural Engineering	X		X				X	X	DAT presentation
Transportation Engineering	X		X				X	X	DAT presentation
Ped/Bike	X		X	X	X		X	X	DAT presentation
Economic Development	X						X		
Mayor's Office	X	X	X			X	X	X	
Alders		X	X		X	X	X	X	Verveer, Rummel, & Schmidt
Development Assistance Team								X	Draft concept & final concept
Fire Department	X							X	DAT presentation
Real Estate	X		X			X			DAT presentation
Interagency Coordination						X			Environmental scoping meeting
Neighborhoods & Property Owners									
Capitol Neighborhoods Inc.		X	X		X	X		X	
First Settlement District		X	X		X	X		X	Invited to CNI presentation
132 E. Wilson St – King St Condos					X			X	Invited to CNI presentation
137 E. Wilson St – Marina Condos					X			X	Invited to CNI presentation
155 E. Wilson – St Union Transfer Condos					X			X	Invited to CNI presentation
123 E. Doty St – Great Dane				X	X	X		X	Invited to CNI presentation
120 E. Wilson St – James Shapiro				X	X	X		X	Invited to CNI presentation



**JUDGE DOYLE SQUARE  
MASTER PLAN  
CITY OF MADISON, WI**

	PMT	PAG	Site Tour	Focus Group	Survey	Public Meetings	Charrette	Presentations	Notes
211 King St - 211 King St LLC					X			X	Invited to CMI presentation
29 East Wilson St - Paul Link					X	X		X	Invited to CMI presentation
235 King St - William Haus					X			X	Invited to CMI presentation
ULI			X		X			X	Invited to DMI presentation
Private Sector									
ULI/Marcus - Block 88 Team	X		X			X			Project kick-off & draft plan PMT
Madison Central BID		X			X	X		X	Invited to DMI presentation
Chamber of Commerce					X	X		X	Invited to DMI presentation
Thrive					X	X		X	Invited to DMI presentation
Smart Growth Madison					X	X		X	Invited to DMI presentation
Retailers				X	X	X			
Restaurant Owners				X		X			
Developers				X		X			
Real Estate Brokers				X		X			
Bike Shop Owners				X	X	X			Invited to DMI presentation
Community									
DMI Inc.		X	X		X	X		X	
Madison Trust for Historic Preservation			X	X		X		X	Invited to DMI presentation
DMI Bike Subcommittee				X	X	X		X	Invited to DMI presentation
General Public					X	X			





**Appendix A – Advisory Meeting Minutes**



## Meeting Minutes

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Advisory Meeting

Tuesday, September 13<sup>th</sup>, 2011; 8 AM to 10 AM

Madison Municipal Building, Room LL110

Present: Amanda White, Peter Ostlind, Mary Carbine, Bill Patterson, George Austin, Marsha Rummel, David Mayer, Kevin Leuke, Robbie Webber, Chris Schmidt, Megan Christiansen, Fred Schwartz, Karl Sutter, Eric Lawson, Bill Knoebloch, Doug Hursh, Ken Saiki, Bill Fruling, David Trowbridge, Brad Murphy, Ann Monks, Gregg McManners, Charlie Quagliana, Brian Smalkoski, Andy Wright, Steve Cover, Andrew White-Kjoss, David Dryer

Primary Meeting Goals: To present and discuss the JDS Project, take a tour of Block 105, and review the Draft Public Improvement Plan

### 1. Introductions

### 2. Judge Doyle Square Master Planning – Presentation

### 3. Judge Doyle Square Site Tour

- Engage Madison Metro
- Monona Terrace bike elevator always jammed
- Outer loop is very scary for bikes. Need to rethink bike connectivity
- Wilson Street is very confusing for cars & bikes
- King Street is a major bike route. Bikers do not stop at light at King & Wilson streets, however
- Block face of new development should be pushed back to line up with historic buildings to east
- Wilson & Pinckney streets good location for bike amenities

### 4. Post Tour Block 105 Master Planning – Discussion

#### a. Planning principles

- Adding tax base.
- Multi-use – attractive to a range of users: U Square, Block 89, State St., Interesting, Useful
- Destination.
- Aesthetics – Important Downtown site.
- Interaction w/ street/pedestrians.
- Uses? – Connectivity
- Market? – Retail – how much market study.
- Create an experience.
- Potential for high speed rail train station.
- Improve traffic flow – Multi modes of transportation, more than bldg – entire area.





- Fragmented retail in this area – add connectivity.
- Multi-sided development - activate streets.
- Pinckney St – Connect from Lake to Capital.
- Careful w/ back of house locations.
- Majority of users arrive non-vehicular.
- Streetscape: Bike Parking – exterior as well as internal.
- Consider streetscape: maintenance, implementation planning – cost.
- Comfortable bus shelters.
- Sidewalk – place to sit down/rest/stop, families.
- Food carts – add activity.
- Consider winter – streetscape uses.
- Solar access.
- Tie/expand entertainment district (also residential district – consider noise).
- Visitor services – tie in w/ train station, downtown events.

b. Issues & opportunities

- Outer ring reconstruction.
- Integrate Bikes – lanes.
- Construction management. Noise/dust impact on older bldgs.
- Parking Structure Exhaust – noise from equipment impact on neighborhood.
- Increased motor vehicles – traffic flow, reduce traffic at pedestrian crossings.
- Deli/Specialty grocery – public market.
- Rooftop access – views, upper floor sun garden.
- Grocery – modern convenience, grown-up entertainment, local-made retail.
- Public Art
- Link town-center of block.

## 5. Review & Discuss Draft Public Involvement Plan

- Need to better define project – what is block 105
- What are immediate influences?
- Who will build project?
- Need to include public that is not downtown

## 6. Set Future Advisory Meeting Dates

- Week of November 7 -- November 8<sup>th</sup> in the PM
- Week of December 12 -- December 13<sup>th</sup> in the PM

## 7. Meeting Wrap Up & Next Steps



## Appendix B – Focus Group Notes





## Bike Center Focus Group – Summary Notes

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- Plan should not be ad hoc. Make sure it is integrated with city's future transportation plan.
- How will other transportation improvements fit into site? Intercity bus? Future rail? Changing one-ways to two-ways?
- Driveways on Wilson Street create conflicts.
- Ped/bike conflicts due to cyclists riding on sidewalks on Wilson, especially wrong way.
- Challenges to approaching Block 105 and potential bike center – bike elevator, one-way streets, how to turn in & out, heavy traffic.
- How will people use the parking component of the bike center?
- Need a downtown bike parking inventory. David Dryer preparing complete survey of city bike parking spaces. Is there a survey for private bike spaces?
- Expect demand from state employees. DOA and DNR have bike parking, but employees may like amenities
- Barriers to biking work – too fancy a bike to park outside, dress code and need to shower.
- Concern about operations and City's ability to support. Will we end up with another Overture Center situation?
- City will not subsidize operations.
- Need to consider use as event based facility versus a regular use facility. Need to be able to accommodate both.
- Bike Federation currently does valet service for events. Very popular.
- How does the bike center fit into the "20% by 20" plan? Make sure center is built to accommodate growth. Current bike mode usage is around 3 to 5%.
- Information on biking in Madison is scattered around at bike shops. Could use bike center to centralize and coordinate. Include an information kiosk. Could be manned or un-manned.
- Bike education could be a component.
- Could include dedicated area for mini-bike shop that offers repair, bike washing, & sales.
- Dedicated bike related retail is a desired program component that could feed off other facility components.
- A City of Madison Police Department sub-station is not seen as a necessary.
- Hotels are not great at directing visitors to bike shops.
- Visibility of bike center is very important.
- Link bike center to Community Car (Block 89) and new Zip Car (at UW).
- Bike center should include hitch for storing bike locks.
- Huge potential for this site to serve visitors. Visitor demand for short term bike rentals could be significant.
- Bike Center should be focal point in order to help achieve 20% mode share for bicyclists.
- Key to success is attracting *potential* cyclists.
- Could this be run like city runs concessions at other venues such as boats at beaches (privately run) or skating (publicly run).



- Potential operating scenario could be public private partnership with either a private operator (local bike shop) or a non-profit (BFW).
- Fully staffed bike center would be ideal scenario from viewpoint of BFW.
- Fee-based bike parking demand is low according to Kevin from BFW; may encounter resistance to paying for secure bike parking.
- Need to keep in mind immediate need versus future need. Center should be built so that it can grow in the future to help meet "20% by 20" goal.
- Ideal would be to have a number of different bike stations throughout the city.
- Can bike center be part of the parking utility? Need to check bonding covenants.
- Key considerations – safety, lighting, clean, easy access (24/7), clearly marked, inviting, cool factor, visually appealing, visibility from street level.
- Marketing will be important.
- Avoid access to bike center via Doty or Wilson – too much traffic. Pinckney Street best location.



## Developer Focus Group – Summary Notes

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- Most building owners provide bike storage and showers. Tenants demand it free of charge.
- Need to do survey of property owners to determine the number of bike stalls and other amenities.
- Would be difficult to close Pinckney Street. It is needed for circulation as well as parking.
- Move Wednesday farmers market to Pinckney Street?
- Front door for hotel, if not using MMB, should be Pinckney Street.
- Need to determine the critical path for development. What leads?
- Multi-family residential a logical option for now, but in five years?
- In order to finance commercial office, need to be 75% leased.
- Financing is difficult for office and condos.
- How will parking structure be financed? Will parking rates go up? Downtown office market cannot afford for rates to go up – already adds \$2.50 psf to rent now. Don't want to scare away tenants.
- Take the long view to build parking for the future & give flexibility to future uses.
- Need 2 spaces per 1,000 sf minimum.
- Will need private parking for residential uses.
- Current office vacancy rate in downtown is 10%
- Only way office would work at this time would be a large user, e.g. Epic downtown location.
- Difficult to hold rental rates during this economy. Tenants shop around for better deals and negotiate rate down.
- Build multiple uses to respond to market.
- Retail needs to be on the first floor. Will not work on the second floor.
- Will need to know where building cores go when build parking.
- Location for a city hall?
- Phase parking as needed. Start with Block 88 and Pinckney Street then add Block 105 when market for other uses.
- Financing will determine phasing as well. Complex financing strategy due to different users.
- New TIF will be created. Also will look at New Market Tax Credits.
- To make attractive to developer, city should build parking.
- Shape buildings to maximize views.
- If were to RFP today, only possible use that could be financed is multi-family.
- Could leverage public use (city offices) so developer can build.
- City cannot build public ramp using TIF.
- RFP should provide good detail and flexibility.
- If need to build soon, where will equity come from? Is city willing to contribute?
- Parking Utility owns Block 105 and cannot write down cost of the land. Must get fair market value.
- City looking into swapping Block 88 and 105 to give more financing flexibility.
- Land prices + structured parking + height = 15%-20% increase in construction cost.
- Condos possible when market comes back.
- Not a good location for office, except for government office.





- CDA could provide financing through bonding capacity if mix of uses.
- Could build multi-family with future condo conversion.
- Residential target market would be 25 to 35 year old professionals. See market study from Sue Springman. Build more studios and one-bedrooms. Smaller units with higher finishes, e.g. McBride Point new James Madison Park.
- What impact will Capitol East District redevelopment have on downtown?
- Make sure simple RFP process so developers do not waste money on pre-development costs.
- Need a well-defined RFP package and incentives to remove as much uncertainty from the process as possible.
- Cannot build anything on spec in this economy.
- Common Council and city staff needs to understand critical path. Don't let internal weaknesses in city process compromise project.
- Current TIF policy is a road block.
- Should maximize height of site.
- Financial assistance will be required to make development go.



## Historic Preservation Focus Group – Summary Notes

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- Tempest (former Magnus) used to be the Frautschi Funeral Home.
- Government East site was not home to any prime historic buildings.
- Maintaining the street pattern is very important.
- Need to get bikes off of Wilson Street sidewalks, especially those going wrong way on Wilson.
- It is very difficult to get to site from bike path.
- Height of new development should be tucked into southeast corner of site to give Fess Hotel room to breathe.
- Since project is adjacent to Fess Hotel, a national landmark, it will need to come to the Landmarks Commission
- Pleased that parking structure adjacent to historic building will be removed; an improvement for the area.
- Make sure to reach out to the adjacent property owners during construction.
- Do not build “pretend” historic buildings, e.g. Block 89 corner of Pinckney & Doty.
- Scale on Doty should remain sympathetic to historic buildings and those across the street.
- Materials should be sensitive to and build off of those on historic buildings surrounding the Block 105. Brick an important element.
- The Mark does a good job of “hiding” its height at the street level.
- Pull first floor of redevelopment back to create an alley way running from Wilson Street to Doty. Historically there were alleys throughout downtown. This would create a good pedestrian connection between Wilson and King streets, create a sympathetic space for the Fess Hotel, and provide greater access to the Great Dane’s beer garden.
- Need to include trees in streetscaping.
- Doty Street is very “raw” for pedestrians. Need to find a way to soften the facades through materials and store fronts.
- Extend existing improvements and “feel” on Pinckney Street between King and Doty down to Wilson – outdoor eating, engaging store fronts, landscaping.
- If adding a big parking garage, do you need to preserve all the parking on Pinckney & Wilson streets?
- Maintain and enhance the view corridor down Pinckney. Limit auto access? Add a bike lane?
- Will need dedicated access lane to parking along Doty or will have traffic backups.
- Plan parking structure to accommodate hourly/quick trip parking. Ease of access important.
- Avoid having parking structure exposed along streets.
- Could you have parking with meters in the new alley?
- Wilson is a main drag for lunchtime traffic.
- Continue small store front/restaurant pattern from King & Pinckney streets.
- DO NOT CREATE FALSE HISTORY!
- Block 105 redevelopment should look like multiple buildings with a variety of styles – like Block 89 was developed.



- There was a 1938 City Hall proposal for corner of Doty & MLK
- Doty & alley – buildings should step up away from Fess Hotel. Height on Pinckney and Wilson streets, smaller scale adjacent to Fess.
- Will need to add a traffic light at Pinckney & Doty streets
- Important that Block 88 and Block 105 relate to each other across Pinckney.
- Redevelopment of both blocks should not allow “backsides.” Each façade should feel like a front, especially on Pinckney Street.
- Need greater building setbacks along Doty. Similar to MMB. Need to be able to include trees and greenery and improve pedestrian experience.
- Tall building along Pinckney will frame focus of view towards Lake Monona.
- Redevelopment should provide evening activities for convention visitors. Retail would feel too dead at night.
- City offices should remain in MMB. Relation and proximity to CCB important.
- No skywalk between new hotel and Hilton. Would negatively impact too many historic structures.
- If MMB is a hotel, do not need to include public through way to Pinckney. Most important pedestrian access will be along Pinckney and new alley.
- Could Great Dane beer garden be expanded into Block 105?





## Real Estate Focus Group – Summary Notes

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- Having parking available downtown is key for businesses considering relocating.
- If east side of Pinckney Street cannot be activated (e.g. back of hotel), then need create fake store fronts so it feels activated. Public art would also work.
- Blank façade on east side of Pinckney Street would not be good for Block 105 retail. Need retail on both sides of the street to be effective.
- Food carts are hurting restaurants. Need to rethink using food carts in this area.
- Move Wednesday farmers market to Pinckney Street?
- Need to do benchmarking with other walkable, bikable cities, e.g. Amsterdam.
- Possible to put parking outside of downtown and shuttle people in. Create a more walkable area.
- Boutique stores like CB2, Room & Board would work. Need to build correct infrastructure (parking & street exposure).
- Would need to do urban concept stores, suburban would not work.
- National flagship stores need 17' ceilings.
- Theatre – first run, small format (digital). Need 20' ceilings, stadium seating. Only needs small frontage on first floor; actual theatres can be in back or upstairs.
- Second floor retail would not work unless was second floor of first floor tenant (e.g. CB2). Would have to provide an escalator.
- Store fronts should be 25' x 70'. 70' depth good for smaller retail.
- Need for smaller offices – 1,000 – 2,000 sf max.
- Uses on Doty Street could help uses on Pinckney Street.
- Residential, hotel uses will drive retail.
- Vertical mall will not work.
- Need small commercial spaces (1,000 – 2,000 sf) in downtown with access to parking.
- CB2 would need 15,000 sf. Could be on two levels.
- Other urban concept possibilities – Best Buy, Whole Foods, upscale grocery (Fresh Market), community pool, Design within Reach, Food Stuffs, Dean & DeLuca, Trader Joes.
- Other uses include university, medical.
- Higher end rental apartments are in demand. Also mid-range condos (\$200,000 - \$300,000). Debby Dines to provide market study.
- Residential, condo or rental, will need separate, secure parking.
- Downtown commercial has lower vacancy than edges, but growth is much slower due to higher rents and cost of parking.
- Block 105 will need a different price point than Capitol Square for commercial office.
- Younger workforce likes to be downtown, but conservative boards want to save \$.
- Put city land into the deal to bring down cost of development. Provide parking at a reduced rate.
- East rail corridor will be the future competition.
- Adult, entertainment oriented retail.
- Late night cafes, boutique bowling, upscale night club, restaurant with a view,



- Theatre could also be used for conventions.
- Current demographics attracted to high-end apartments. In management, but not ready to buy. Job churning keeps younger generation from buying and staying put.
- LEED/sustainability – people love it but are not willing to pay for it.
- Niche residential will pay for being green.
- Epic employees and Lands End executives want to live downtown. Epic's location is a recruitment and retainment issue.
- High speed rail would attract residential uses. Do not include bus station.
- Potential of retail on Doty Street diminishes as move east. Best location is corner of Doty & Pinckney streets.
- Wilson Street good location for restaurants.
- Capitol entertainment district for adult audiences.



## Restaurant Focus Group – Summary Notes

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- Need significant development to support additional parking.
- Potential location for winter farmer's market?
- If parking can be accessed off of Wilson, then could close Pinckney Street.
- If have adequate underground parking, do you still need street parking on Pinckney Street?
- Need heavy traffic to support restaurant – almost good location is NOT a good location.
- Do you want to drive traffic/people to Block 105 or to Capitol Square?
- Lots of restaurants creates a synergy – more the better.
- If Madison can attract more and larger conventions, then area could support more restaurants.
- No gap in type of restaurants in Madison.
- Create a retail entertainment venue that attracts people from the surrounding suburbs.
- Independent restaurants would be successful, but would be costly to be part of new development.
- Madison has many restaurants + food carts for a community its size.
- If add more beds, then can support more restaurants.
- Need a cluster of restaurants with easy access to cheap parking to attract people from suburbs.
- Movie theatre a good idea.
- King Street side of square is for adults. Attracts folks from westside.
- New hotel is very important to justify adding more restaurants.
- Amenities on Pinckney should include outside eating, bike parking (including covered), trees, lighting.
- Food to go & flowers. Savior Faire would work well on Pinckney Street.
- Restaurants need to be on first floor. Second floor spaces will not work because there is no view.
- Residential uses would feed night time traffic to restaurants. Is preferable to office which would feed daytime traffic.
- Restaurant chains, which could afford to be part of the development would not work for the Madison downtown market.
- Good developer will know how to work with local restaurants to make renting/building out space affordable.
- User friendly green building will attract visitors and market share.
- Doty Street good for restaurants due to high traffic volume.
- Build spaces for small businesses – personal services, cobbler, bike repair, dry cleaner.
- Provide retail opportunities for visitors. Something else to do besides grab a bite to eat.
- Theater should run indie films. Sundance an excellent model. Affordable night out.
- Madison responds well to arts. Madison insecure about size – are attracted to things bigger cities' have.
- Restaurant sizes: quick service @ 1,500 – 2,000 sf; intimate @ 2,500 sf; large restaurants @ 6,000 sf.
- Build shared amenities such as bathrooms – saves space and \$ for build out.
- Food markets are driven by residents. Area could perhaps support a small, locally owned convenience store for visitors (Walgreens always busy).





- Use streetscape to create a sense of place – good lighting, lots of trees, wide sidewalks.



## Retail Focus Group – Summary Notes

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- Entertainment retail with a focus on tourist.
- Retail should focus on items that would be attractive to tourists, such as Made in Wisconsin goods, as well as items that office workers might need.
- Need to be sensitive to existing retailers if rents are going to be subsidized. Don't want to redevelop area and then cannibalize from State Street.
- Focus on items and services that are currently unavailable in the Downtown area.
- Potential for small "Farmer's Market" store.
- Create smaller spaces for smaller businesses; e.g. Madison Sole is only 900 sf.
- Small, convenient grocery. Would a mini-Metcalf's Sentry be possible?
- Need population to drive businesses; meet needs of multiple groups – visitors, residents, office workers.
- Weather is a factor as is proximity. Need clusters, density of retail.
- Retail on State Street is still very fragile.
- Look at other cities' entertainment districts, e.g. Third Street in Santa Monica.
- Bookstore is entertainment retail. Smaller store, like in airports, would serve visitors well.
- Area should be appealing to mature audience.
- Potential retail – services for visitors (beauty salon, barber), flower shop, full service liquor store, specialty clothing, urban gardening store, home lifestyle retail (urban model), dry cleaners, urban concept Target.
- Examples that worked in past and could work again – Savoir Faire, Kinneys.
- Retail should be on "main drag." Shoppers not willing to venture down side streets to go into shops. Need pedestrians to pass by open doors. Need foot traffic.
- Need mix of services and retail clustered together.
- Destination retail is determined by product or by reputation – reputation takes time.
- This area has captive audience of office workers who don't tend to venture down State Street due to distance – huge opportunity.
- Need to do market survey to determine what office workers need. Make sure design survey questions to find out actual buying patterns (e.g. people always say they want bookstores but then do all their shopping on Amazon).
- If want shoppers to change their shopping patterns, then need a powerful draw.
- Retail needs traffic 5 to 6 days per week. Cannot survive on just one market group, i.e., visitors. Need a broad audience for goods.
- Crowds do not always mean more business, type of crowd more important.
- Movie theatre would be an excellent draw to area and would generate traffic for retailers (e.g. Cornblossoms has definitely benefited from Sundance). Don't necessarily need first run movies, could be art house type.
- Specialty stores would do well, but good to have mix of regional and national retailers as well. Regional and national retailers draw shoppers as well as give validity to shopping district.



- Regional and national retailers need larger spaces, so make sure to consult before building.
- Regional and national retailers keep longer and more regular hours than locally owned businesses – helps make areas lively longer.
- Specialty retail to consider – Penzey’s Spices; high end deli with “almost done” food; mini-Metcalfes; locally owned, high quality niche retail; urban gardening store with flowers; services for residents and visitors.
- Doty Street has highest visibility and would be most attractive to retailers.
- Wilson Street has potential for retail if created right ambience – sidewalk cafes, goods displayed on streets, fun signage.
- Neighborhoods that work are a hodge-podge, e.g. Chicago. Organically grown, not pre-packaged.
- Major retailers can provide spark & traffic that helps smaller retailers, e.g. Target attracts traffic that benefits Frugal Muse & Fontana Sports on the far west side.





## Appendix C – Public Meeting Summary Results



## Meeting Number One – September 14<sup>th</sup>, 2011

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**Total Number of Attendees: 34**

**Table: B**

Participants: Eric Lawson, Tom Solheim, Kenton Peters, Peder Moren, Jeanette Reichers, Mary Carbine

Exercise I – Planning Principles to Guide and Inform the Master Planning Process

- Intermodal Traffic, Street capacity, safety, impact of attracting
- This Area “New Downtown”
- Adult Side of Isthmus
- Light up the Streets/Buildings
- Community/resident tax base create different environment than government offices
- Income reducing properties: tax base – city rent space in block 105

Exercise II – Strengths, Weaknesses, Opportunities, and Threats (SWOT)

- Small is Better – Retail and Commercial
- If government space should be rental
- Office vacancies (DOA, City, County...)
- Visitor – street activation, pedestrian traffic – directed toward street
- New cash: sales tax income
- Views of lake
- Visitor services: amenities needed, welcoming atmosphere
- Lack of vitality during the day
- Retail struggles
- Emerging retail
- Parking capacity

Exercise III – Site Issues and Opportunities

- Diverse customer base needed to support retail – government cannot support
- Street level needs commercial bike center – not taking extensive sidewalk space: pays rent
- Vitality from presence of people
- More residential – kitchen gallery King St.

**Table: C**



Participants: Elliot Butler, Anita Weier, Jeff Edge, Doug Hursh, Charlie Quaguana, Jane Morris

#### Exercise I – Planning Principles to Guide and Inform the Master Planning Process

- Madison Transportation Issues
- Balancing the needs of residents/daily users/visitors
- Need for green space
- Don't repeat uses that already exist
- High quality/iconic architecture
- Honor agricultural-based area
- Maintain architecture of site

#### Exercise II – Strengths, Weaknesses, Opportunities, and Threats (SWOT)

- Great mix of retail/office/residential (s) – public/private, owned/rented
- Density (s)
- Parking (s)
- Too much pavement, too car oriented (w)
- No grocery stores (w)
- Hub connector (o)
- Use space to improve transportation (o)
- Improve opportunities for visitors (o)
- Raise tax base (o)
- Increase density (o)
- Traffic congestion (t)
- Too much office/restaurants (t)
- Homeless (t)
- Belleview garden (s)
- Better pedestrian experience (o)
- Public art (o)
- Lack of green space
- Too much traffic (t)
- Truck traffic (t)
- Noise (t)
- This area is “New Downtown” (o)
- Customer base needed to support retail
- Small is better
- Tax base
- Active space of bike center oriented to street
- Fragmentation of built environment

#### Exercise III – Site Issues and Opportunities

- Public market as potential use





- Question need for bike center
- Urban community garden is needed

**Table: D**

Participants: Bert Stitt, Linda Stitt, Tom Link, Keith Plasterer

Exercise I – Planning Principles to Guide and Inform the Master Planning Process

Design:

- a. High Quality/Iconic Architecture
- b. Agricultural-based metropolitan area w/ incorporated green spaces
- c. Honoring public input

Uses:

- a. Community Garden
- b. Community Center
- c. Social Services-based/Day-time homeless shelter

Exercise II – Strengths, Weaknesses, Opportunities, and Threats (SWOT)

Strengths:

- a. Active/Vibrant Neighborhood
- b. Established residential core
- c. Municipal Center

Weaknesses:

- a. Lacking long-term planning; blocks 105 & 88 skipped for years
- b. Parking garage (new) viability
- c. High ex. Traffic volumes/lack of road capacity

Exercise III – Site Issues and Opportunities

Opportunities:

- a. Youth/elderly hostile
- b. Stunning architecture/green space incorporation
- c. Preserve values/integrities

Threats:

- a. Overbuilding/out-of-scale w/ density and mass
- b. Political Pressures
- c. Private investment dictating process/minimizing public input



**Table: E**

Participants: Brad Cantrell, Diane Morgenthaler, Bree Duncop, Joleen Burgan, Liz Heyman, Abby Davidson

Exercise I – Planning Principles to Guide and Inform the Master Planning Process

- Maintain architecture
- Parking areas opportunities for change
- Impact on visitor experience? – Enhance this area/view corridors, create view/vistas
- Loading/service functions – Doty St. vs Wilson
- Setbacks for above grade Bldg.
- Can city functions move?
- Pedestrian connections below grade?
- Connections/linkage
- Street scale & function is important
- Pinckney important as vehicular access (but different)
- Maintain possibility for future rail flexibility

Exercise II – Strengths, Weaknesses, Opportunities, and Threats (SWOT)

- Limited views from site – likely to result in office?
- Not on square – poor bike connections to paths? (s)
- No height limit (capitol view preservation) (s)
- MLK presence (s)
- Wilson St. better bike porte option – need to establish (s)
- Don't maximize footprint – create open space (o)
- Pinckney as a linear park (o)
- Bldg. step backs (o)
- Elevated public terrace (o)
- Set tone & initiate new development in area & lakeshore (o)
- Economy/market (t)
- Block 89 – impact on their views (t)
- Transit uncertainty (t)

Exercise III – Site Issues and Opportunities

- Public destination – why come here? Something that's not here and not a restaurant?
- City hall during the day – at night?
- Possibilities: Elevated terrace, winter garden, ice skating, sculpture garden/public art, botanical garden/vegetable garden, bike center – mechanic, pedi-cab, music at night, close down Pinckney
- Uses: Restaurant – Relationship to “Restaurant Row,” restaurant density? Residential – south side - views

**Table: G**

Participants: Robbie Webber, Mike Quieto, Chris Petykowski, Bill Fruhling, Mike Schmidt, Scott Kolar



### Exercise I – Planning Principles to Guide and Inform the Master Planning Process

- Activity
- Mixed Use
- Useful For Everyone
- Attractive
- Contain Some Public Use
- Add Tax Base
- Parking to Remain Public
- Publicly Accessible Green Space
- Public Amenities
- Rooftop Terrace
- Make it Pedestrian Friendly
- Pedestrian Scale Design
- Complete Streets

### Exercise II – Strengths, Weaknesses, Opportunities, and Threats (SWOT)

- Public Buildings (S @ Day, W @ Night)
- Outer Loop Given Over to Cars (W)
- Bike/Pedestrian Connectivity to L. Monona Trail (W)
- State Administration (T)
- Proximity to Monona Terrace (S/O)
- Employment Density (S)
- Need for Hotel Space (O)
- Proximity to Public Buildings (W)
- Connection/Extension of State Street Along King (O)
- Consider Improvement to Other Loop Adjacent to Site (O)
- View of Lake (O)
- Economy (T)
- Make the site a destination

### Exercise III – Site Issues and Opportunities

- Site Design to Pedestrian Scale (O)
- Wider Sidewalks (O)
- Block 89 Involvement May Limit Height/Density on Block 88
- Maximize Density (O)
- Maximize Jobs & Taxes (O)
- Public Access to Roof (O)
- Bike Center is Needed (O)
- Solar Access (O)
- All Uses Listed/Mixed Use (O)
- Some Frontage/Use Open Outside of Normal Business Hours (O)
- Visitor Information (O)



- Garden Plots, Trees, Benches on Roof

**General Comments:**

- Out of town consultants clearly favored some neighborhood-based ideas over others. Had to push to get items written on the board.
- Don't waste so much time on maps and photos – we know downtown.
- Wish we had spent more time discussing visitor amenities and welcoming atmosphere. Visitors = new cash! Sales tax income.
- Make sure all table facilitators can and will sideline big talkers and stay focused.
- Ken was great.
- Not clear from the notice I read that it was an interactive session and not just an information session.
- Will there be more of these input sessions?
- Get more real people there. Fewer engineers and parking specialists.
- Where did name come from?
- Public engagement requires a close equivalency to planning, traffic engineering, landscaping, etc...
- Good work, pleasant people on the ball from consultants and city staff.





## Meeting Number Two – November 8<sup>th</sup>, 2011

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**Location:** Madison Senior Center, 330 West Mifflin Street, Second Floor Conference Room

**Attended:** Keith Plasterer, Pam Selman – Isthmus, Amanda White – BFW, Peter Gray, Robbie Webber – LRTPC, Mindy Preston, Jeff Edge, Bill Patterson, Dave Beck-Engel, Curt Brink, Finn Berge – Barriques (Monroe St.), Sam Schmitt – Badger Herald, Victor Austin - FTA (Washington D.C.), Erik Paulson, Doug Poland, DMI/Godfrey & Kahn, Chris Bertch, FTA (Region 5, Chicago), Marty Skemp Brown, Larry Frank, Jonathan Tupper – Saris Cycling Group, Arthur Ross – City of Madison Traffic Eng., Chuck Polcuz – Sperry Vanness, Jim Skrentney, Pam Christenson – MG&E, Colin Fleming, Jon Koch – Mortenson Construction, Aaron Crandall – PBMVC, Rosemary Lee, Dave Smith – KJWW Engineering, Geof Brown – Trek Bicycle, Joe Imilkowski – BFW, Mike Verveer – City Council, Abby Davidson – UW Madison CEE, Carole Schaeffer – Solaris, Brad Cantrell, Marc Eisen, Scott Lewis – CMI Management, Brian Turany, Ellen Johnson – Pacific Cycle, Kris Cotharn – KJWW, Mitchell Nussbaum, Angela Brzowski – Mortenson Construction, Marsha Rummell – District 6 Adler

**Primary Meeting Goals:** The project consultants provided a project overview and then presented preliminary concepts and recommendations for feedback from the community.

**Meeting Agenda:**

- 1) Overview Presentation
- 2) Review Stations
- 3) Feedback Recap and Next Steps

**Stations:**

- 1) Architecture and Land Use
- 2) Bicycle Center
- 3) Parking and Traffic
- 4) Streetscape

**Description of Process:** Participants were able to visit stations based on their own interests and concerns. Each station included information on the project findings and recommendations on boards as well as a flip chart for posting comments. At each station, participants received three green dots (like) and three red dots (dislike) that could be placed on the boards directly or on comments on the flip chart.<sup>1</sup>

While all of the boards presented at the public meeting are included in this summary, many are too small to review here. The individual boards are available on the Judge Doyle Square website at:

[www.cityofmadison.com/planning/judgeDoyleSquare/](http://www.cityofmadison.com/planning/judgeDoyleSquare/)

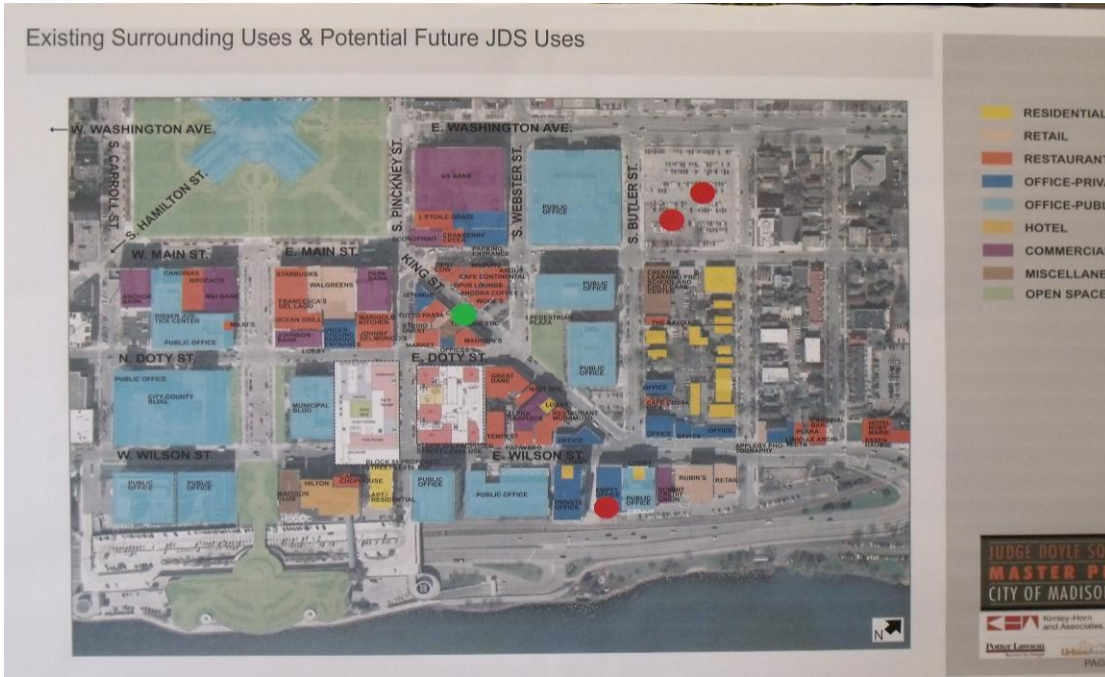
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<sup>1</sup> For the purposes of this summary, comments that received green or red dots are in the representative font.



## Architecture and Land Use

Station Leaders: Eric Lawson and Doug Hursh – Potter Lawson



### Public Comments

- Ground Level:
  - Location of parking entry/exit.
  - Location of retail.
  - Location of bicycle center.
  - Pedestrian access to parking levels and uses above.
- Massing/scale.
- Setbacks should be considered
- Apartments must have balconies.
- Building steps to allow daylight to Doty Street.
- “Green roof” with public access (benches/tables, art/sculpture, sun, plantings)
- Roofs as lunchtime use – building occupants & others.
- It seems all the massing designs have very little lake view for the residential tower(s).
- Make residential affordable.
- Building setback near historic hotel important.
- Increase parking available for existing historic buildings (marked green & red).
- New office should be provided on East Washington.
- Pedestrian exit from ramp – King Street destination.
- Architecture – Block 89 good.
- Vehicular entry/exit – sight lines to sidewalk necessary for pedestrian safety
- Building setbacks to: cafes, tables, bike parking.
- Use bike parking requirements for site uses.
- Second floor retail.
- View out of residential tower and office towers.
- Bicycle center as destination

### Architecture and Land Use cont’d...



**Station Leader Summary of Comments**

- Step building back from Doty Street to allow sun to street.
- Need to provide parking exit elevator lobby that provide good access to King Street.
- Public green roof.
- Mixed use, with boutique hotel, the preferred scenario.
- Need to consider building setbacks.
- No comments on density or massing.
- No comments on loading or unloading.
- Build maximum amount of parking to accommodate future growth and off site uses.
- Remove parking on Pinckney Street to provide more room for pedestrians and cafes.
- Need for on street bike parking adjacent to retail.
- Bicycle Center location on Pinckney Street desired.







**Architecture and Land Use cont'd...**



**Architecture and Land Use cont'd...**





# JUDGE DOYLE SQUARE MASTER PLAN CITY OF MADISON, WI

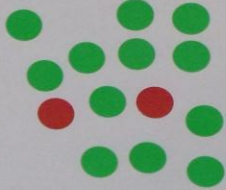
RETAIL 19,600 GSF  
OFFICE 104,200 GSF  
RESIDENTIAL 148,000 GSF  
126 UNITS



RETAIL 19,600 GSF  
OFFICE 87,900 GSF  
RESIDENTIAL 113,100 GSF  
91 UNITS



RETAIL 19,600 GSF  
OFFICE 36,800 GSF  
HOTEL 63,000 GSF  
128 UNITS  
RESIDENTIAL 142,550 GSF  
120 UNITS



RETAIL 19,600 GSF  
RESIDENTIAL 234,350 GSF  
212 UNITS

## MASSING DIAGRAMS



- RESIDENTIAL
- RETAIL
- RESTAURANT
- OFFICE-PRIVATE
- HOTEL





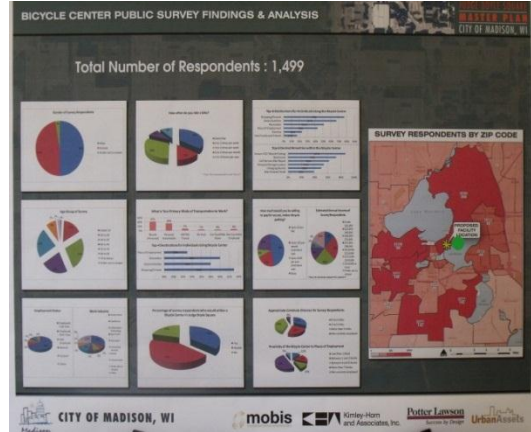




## Bicycle Center cont'd...

### Station Leader Summary of Comments

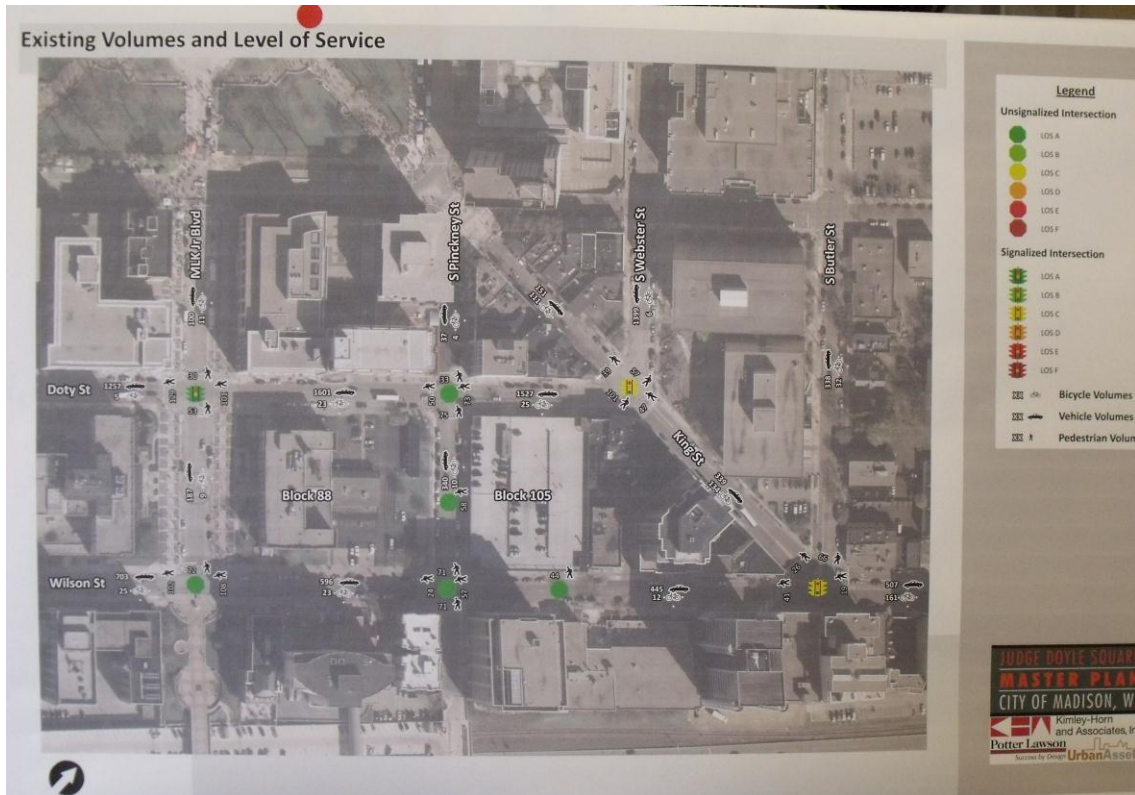
- Bicycle Center could be of interest to current non-cyclists in addition to bicycling community.
- No direct questions on how this Bicycle Center would operate. Some questions were posed related to general operations of existing secure bicycle parking facilities.
- Positive comments about the programming components identified on the presentation board.
- Majority of the attendees at this station liked the fact that the Bicycle Center was all on first floor with one or two (Peter Gray from DMI was one) individuals seeking to have a majority of the facility located on the lower/first parking garage level in order to maximize street level retail.
- One individual requested that moped parking be part of Bicycle Center. It was suggested to this attendee that moped parking may more appropriately be accommodated somewhere within the proposed subsurface parking garage.
- Bike wash station program component was very popular.
- Will need to include short term bike parking outside of retail.
- There should be room on the site (ie. lower/first level of parking garage) to expand the Bicycle Center if needed.
- As reflective of the results from the Bicycle Center survey and Focus Group, there was no real discussion or expressed need for shower facilities within the facility.
- The hallway that comprises the potential access-controlled 24-hour entrance should be kept clean from dirty tires during winter months.
- Make the fees for users of the Bicycle Center inexpensive.





## Parking and Traffic

Station Leaders: Karl Sutter and Brian Smalkoski – Kimley-Horn and Associates



## Public Comments

- Revenue control at bottom of ramp (space for queuing in garage).
- Hidden/blended/camouflaged service entry.
- Garage entrances should have good sight triangles to sidewalk.
- Space in garage for office/residential bike parking.
- Retail/bike parking on street visitor.
- Integrate bicycling into traffic flow planning!
- Please don't include the awful "Caution...car approaching" audio @ exits. Warn motorists to be cautious, no pedestrians.
- Wilson needs to accommodate bicyclists who ride on the sidewalk now so as not to go against traffic.
- First plate of parking metered for short-term/convenience parking.

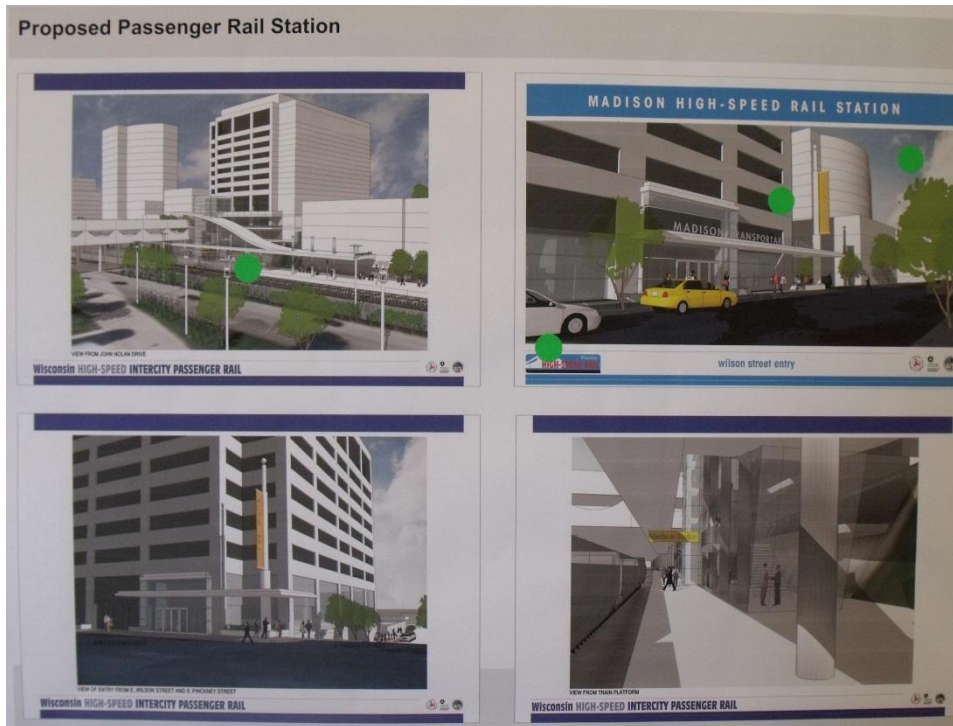




## Parking and Traffic cont'd...

### Station Leader Summary Comments

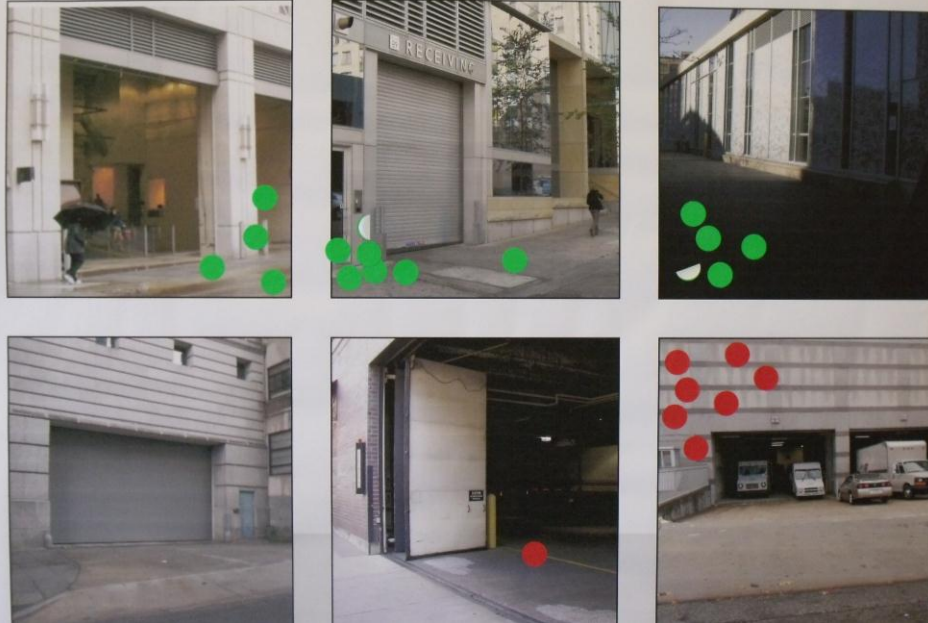
- Need to include metered convenience parking on street and in ramp.
- Include gates at bottom of ramp to avoid queuing at the street level for exiting and entering.
- Positive reaction to minimized service entrances.
- Negative reaction to dark, steep garage entrances.
- Positive reaction to large mouthed, well-lit garage entrances.
- No discussion of the steepness of the ramps – difficult for people to understand from current plans. Need examples.
- Concern for pedestrian safety at parking entrances. Block 89 entrance on Doty Street cited as an example.



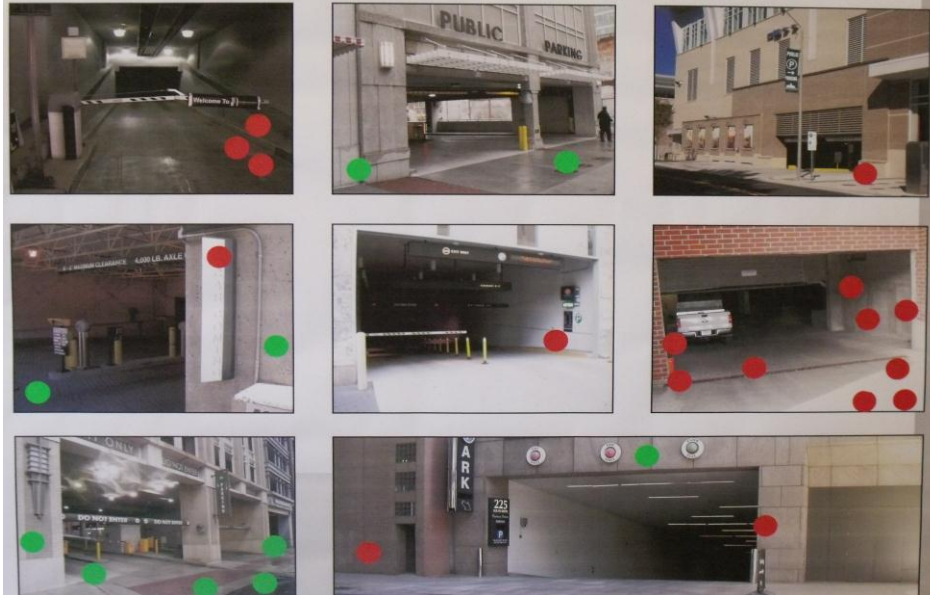


### Parking and Traffic cont'd...

Example Service Entrances



Example Garage Entrances

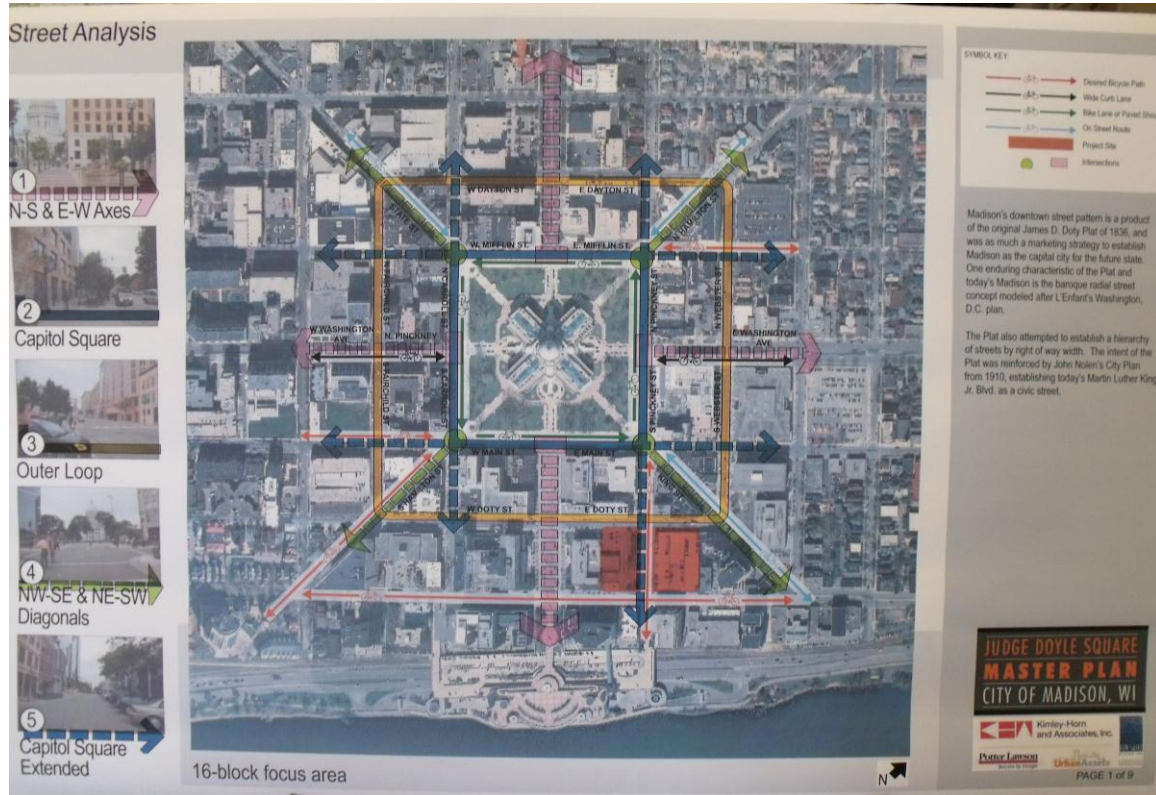






## Streetscape

Station Leaders: Ken Saiki – Ken Saiki Design



## Public Comments

- Pinckney St. parking.
- Streetscape components:
  - Lights
  - Bike parking (short-term)
  - Trees/grates
  - Moped parking!
  - Paving
- Building/street wall: Metered parking on upper level of ramp for short-term parking.
- Activities.
- Traffic Calming – narrower streets, etc... (to slow traffic).
- Counter-flow bike lane (EB) on Wilson.





Streetscape cont'd...



Streetscape cont'd...



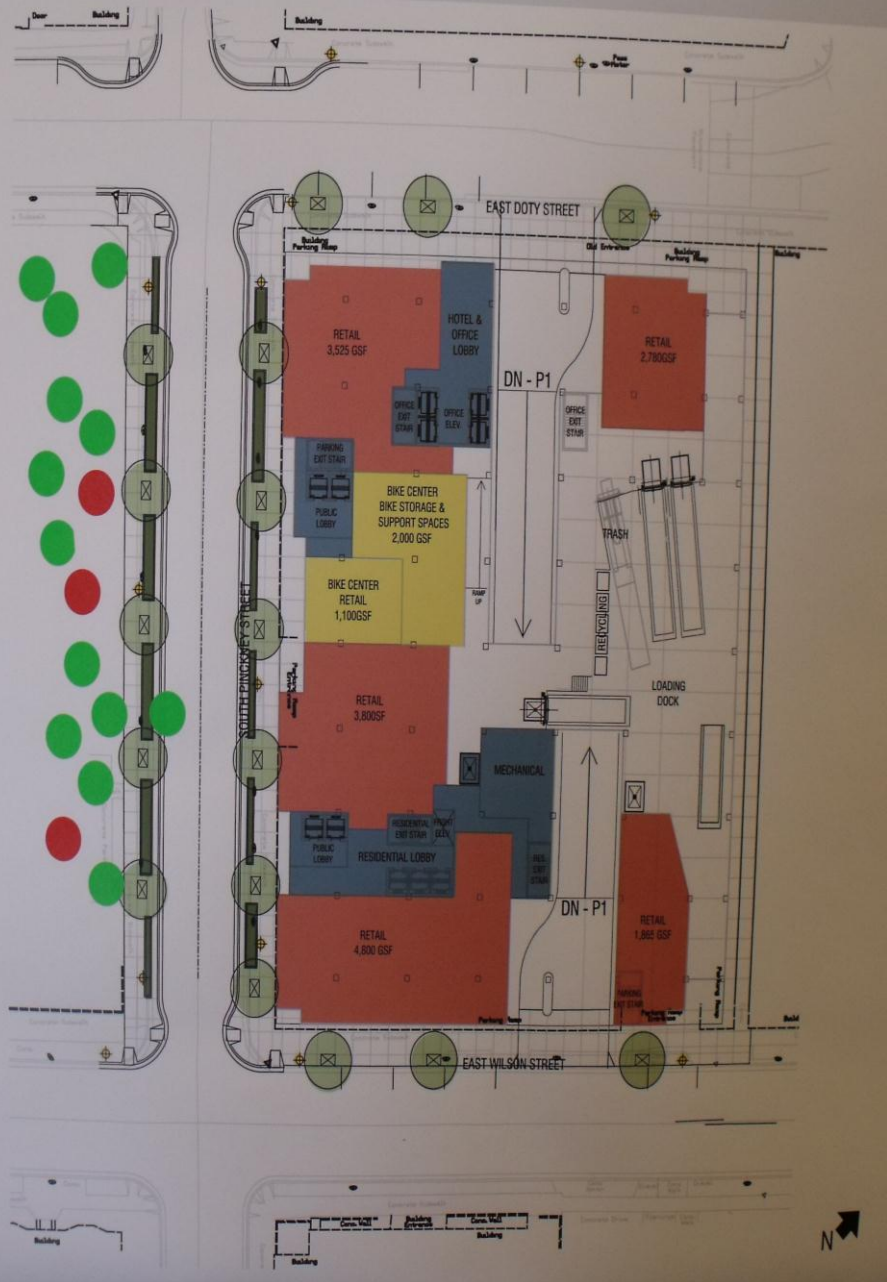
Streetscape Concept 2





Streetscape cont'd...

Streetscape Concept 3







## Streetscape cont'd...

Streetscape

Traffic and parking requirements and new bicycle accommodations do not allow for street width to be reduced on any adjoining street. The standard dimension sidewalk remaining at 10-11' does not provide significant, non-circulation space. Building setbacks at ground level can provide additional space, and should be included in the final building design as appropriate as possible.

The City has established a streetscape template for the center block. It consists of pedestrian safety "bump outs" at intersections on the inner side of the stop, a victorian globe style pedestrian level street light and standard city high-mast area lights at intersections. Street tree plantings are also included, in this case, 1 in tree grasses and other planting enhancements are recommended.

The method of on-street parking revenue collection for the adjacent streets should be consistent, if possible.

Street furniture, primarily table and chair sets for restaurants, should support the ambience and decor of the individual restaurant.

JUDGE DOYLE SQUARE  
MASTER PLAN  
CITY OF MADISON, WI

Kimley-Horn and Associates, Inc.  
Potter Lawson  
UrbanAssets

### Station Leader Summary of Comments

- Many liked not parking on Pinckney Street but some maintained was needed to serve retail.
- Need accessible parking for retailers. Could include upper level of metered parking in ramp.
- Exit from parking needs to be easily accessible to restaurants on King Street.
- Need east bound bike lane on Wilson Street. Need to address two-way access for Wilson Street.
- Street level building set backs.



## Meeting Number Three – December 14<sup>th</sup>, 2011

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**Date:** Wednesday, December 14<sup>th</sup>, 2011,

**Location:** Monona Terrace, Hall of Ideas, Rooms F and G

**Attended:** 22

**Primary Meeting Goals:** The project consultants provided a brief project overview and then presented draft recommendations for feedback from the community.

**Meeting Agenda:**

- 4) Project Overview
- 5) Presentation of Draft Recommendations
- 6) Circulate to Stations

**Stations:**

- 5) Architecture and Land Use
- 6) Bicycle Center
- 7) Parking and Traffic
- 8) Streetscape

**Description of Process:** Participants were able to visit stations based on their own interests and concerns. Each station included information draft recommendations on boards. At each station, participants received three green dots (like) and three red dots (dislike) that could be placed on the boards directly or on comments on the flip chart.<sup>2</sup> Participants also received a Community Feedback Form (attached). Very few participants chose to use the dots and a few filled out the Community Feedback Form.

The individual boards and full presentation are available on the Judge Doyle Square website at:

[www.cityofmadison.com/planning/judgeDoyleSquare/](http://www.cityofmadison.com/planning/judgeDoyleSquare/)



## Architecture and Land Use

### Happy to See:

- Density and massing
- L-shaped building and step-backs in height
- Underground loading
- Green roof
- Retail / street – active uses on the whole first block

### Prefer:

- Residential should include apartments
- Buildings should include sustainability elements like solar design, geothermal, storm water retention
- Municipal bldg restored and updated
- Buildings should look interesting and not like every other new building in Madison.
- Public art!

## Bicycle Center

### Happy to See:

- Bike rental – high visitor demand
- Activated retail presence on street
- Public / private option

### Prefer:

- It shouldn't be member-only
- Full accessibility from every direction
- It should be privately owned with showers and lockers





## Parking and Traffic

### Happy to See:

- Parking entrance on Doty rather than Pinckney
- Rail tunnel
- All parking underground
- Bike parking in addition to bike station
- Potential for future rail station
- Vehicle parking entrances and exits are structured

### Prefer:

- Bicycle parking should be in a high visibility location – theft is a problem in garages
- More of a public transit stop incorporated into the design – maybe a bus stop on Wilson w/ shelter
- Attachments should be in parking garage
- Stairs should be spacious
- Bikes/cars should be separated on entrances/exits
- Parking should be retained on E Wilson
- Careful route planning

## Streetscape

### Happy to See:

- Wide sidewalks
- Plantings, storm water – management ideas
- Pedestrian lighting
- Retail on ground floor
- Green infrastructure
- Counter flow on Wilson
- Set back

### Prefer:

- Possible pedestrian hazards of storm water retention basins
- S Pinckney should be closed to automobile traffic and made a public square w/ a boulevard to the lake and 2 blocks should be connected with green space
- 2 blocks of S Pinckney closest to lake should be vacated and made into a pedestrian / bike mall w/ cafes, more Farmer's Market, etc...
- Bus stop amenities



## Priorities for Judge Doyle Square:

- Everything at-grade should be designed for pedestrians first
- We should spend extra money to do it right and create a project that will last 100 years
- The development should be mixed use and flexible (i.e. If the hotel doesn't succeed, it could be easily transitioned to residential or vice-versa)
- It shouldn't be called "Judge Doyle Square." Even "Block 105" would be better
- Housing should be affordable for households at the Madison income
- Parking should be retained on E Wilson
- Public space should be at ground level with wide sidewalks

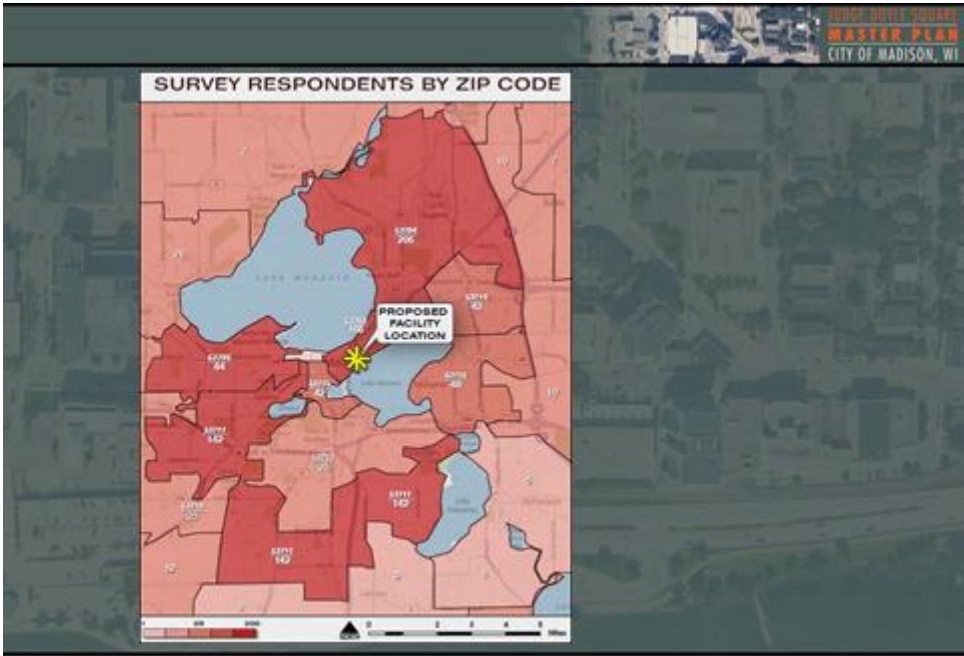


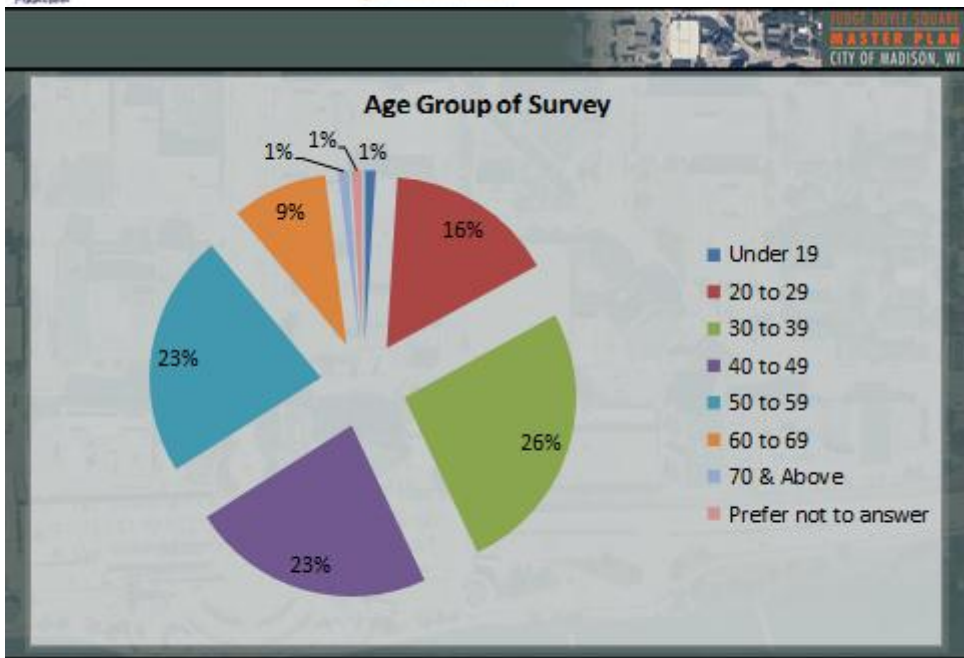
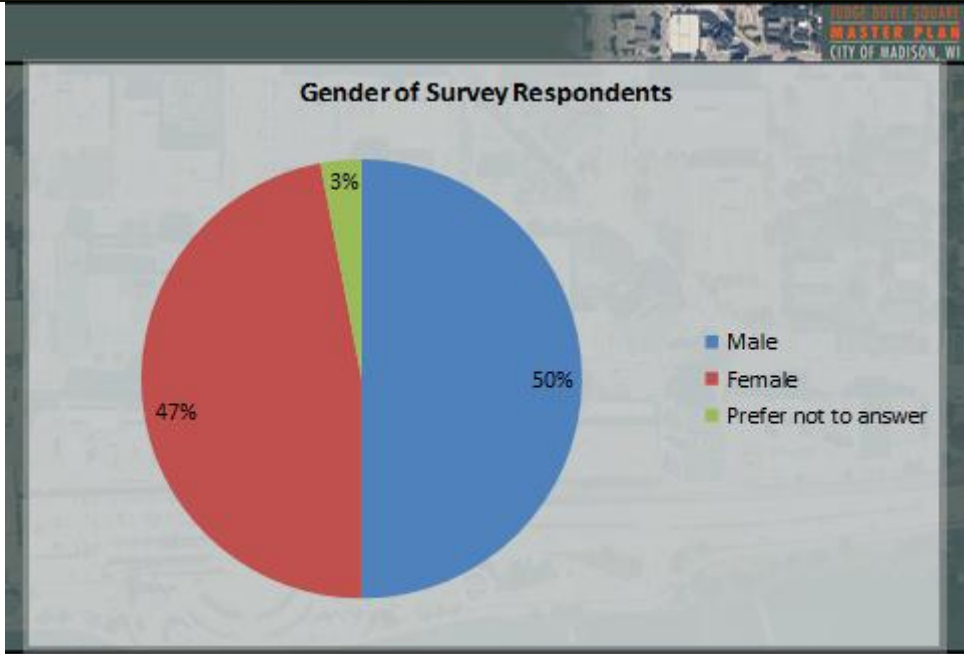
## Appendix D – Bicycle Center Survey Results

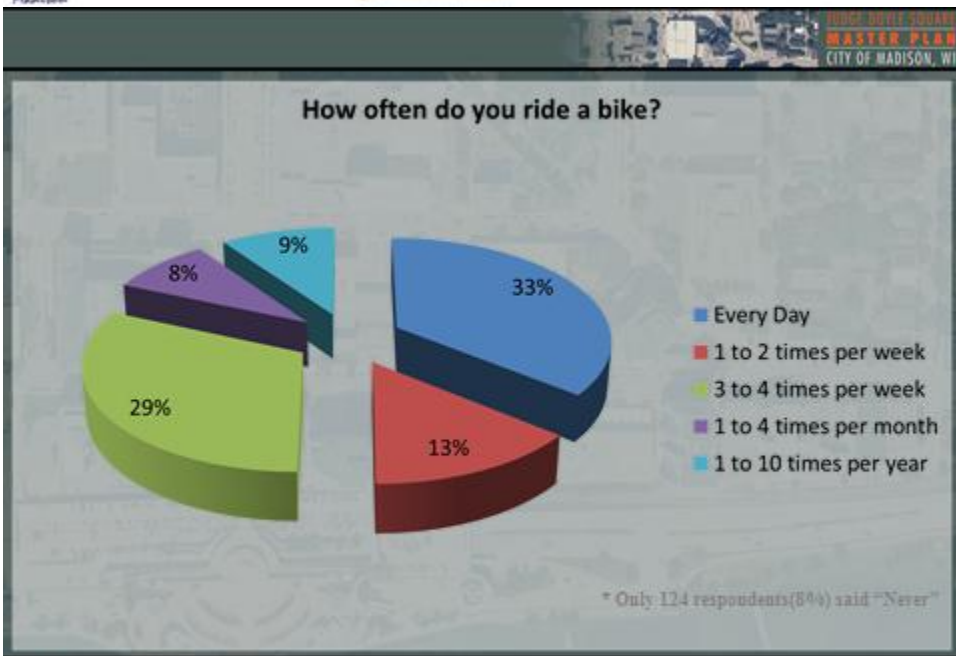
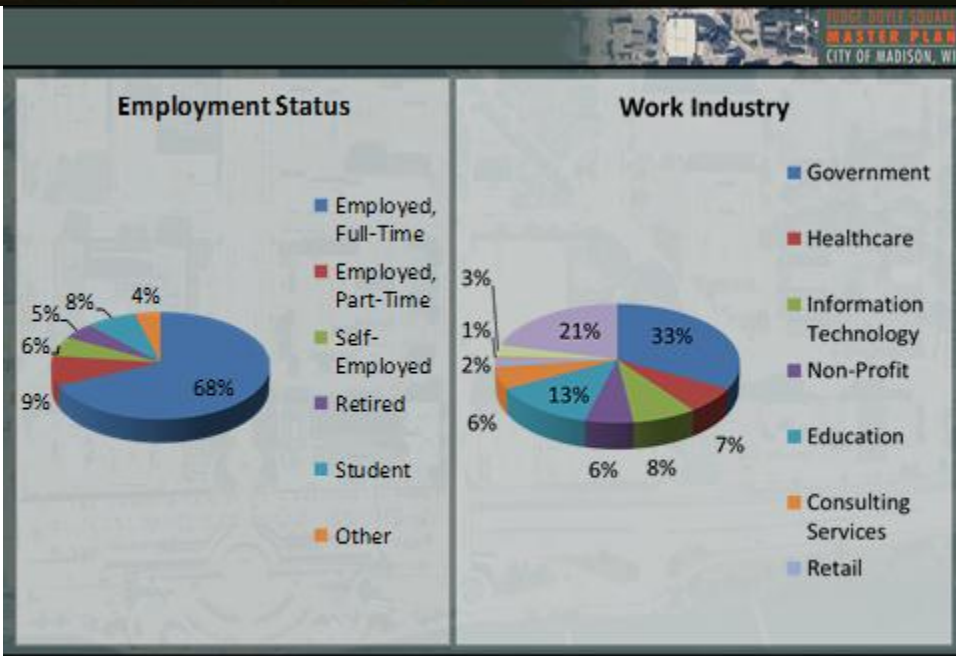




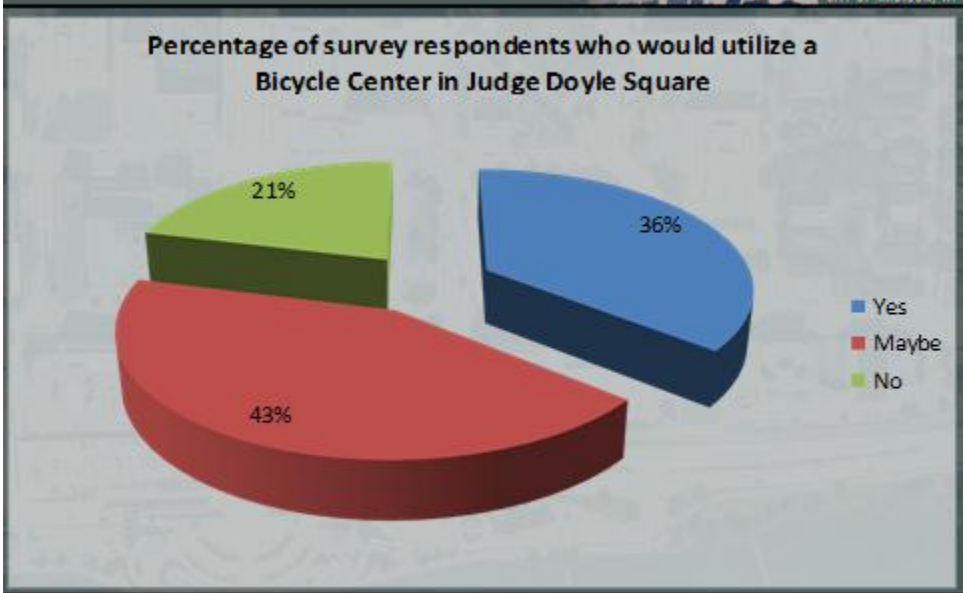
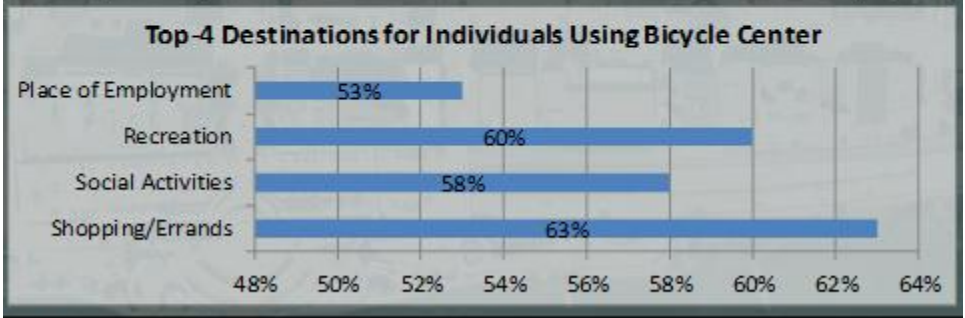
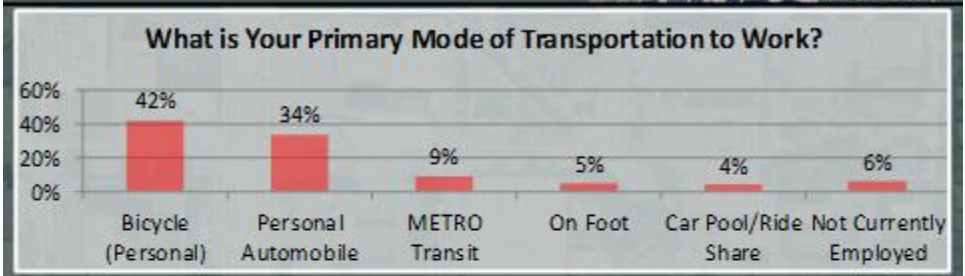
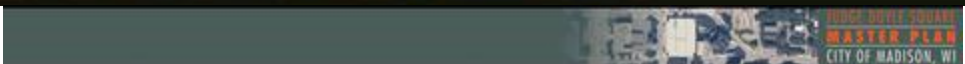
# BICYCLE CENTER PUBLIC SURVEY SURVEY FINDINGS & ANALYSIS Total Number of Respondents : 1,499



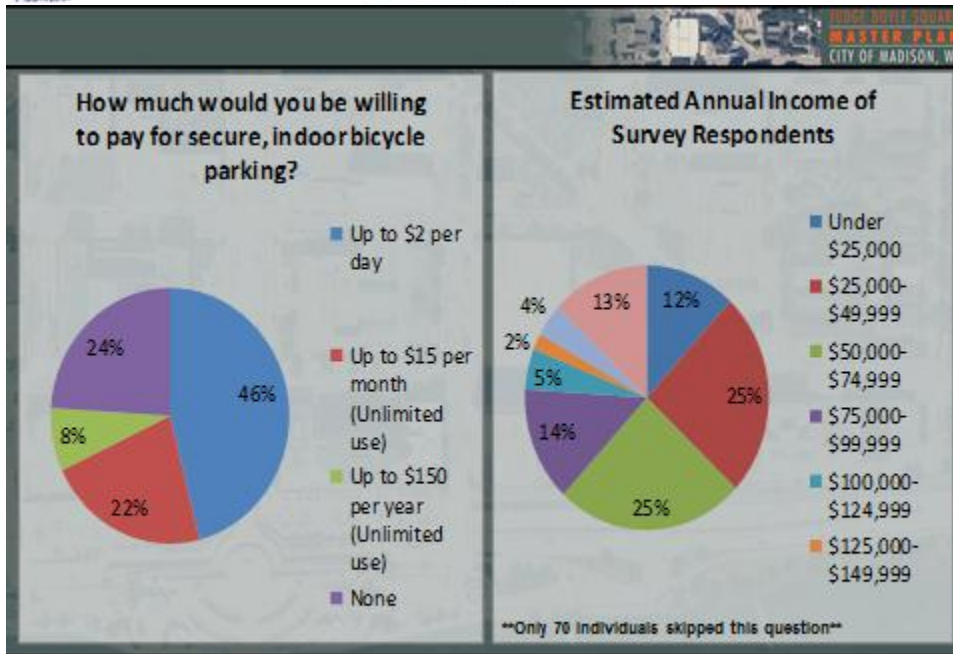
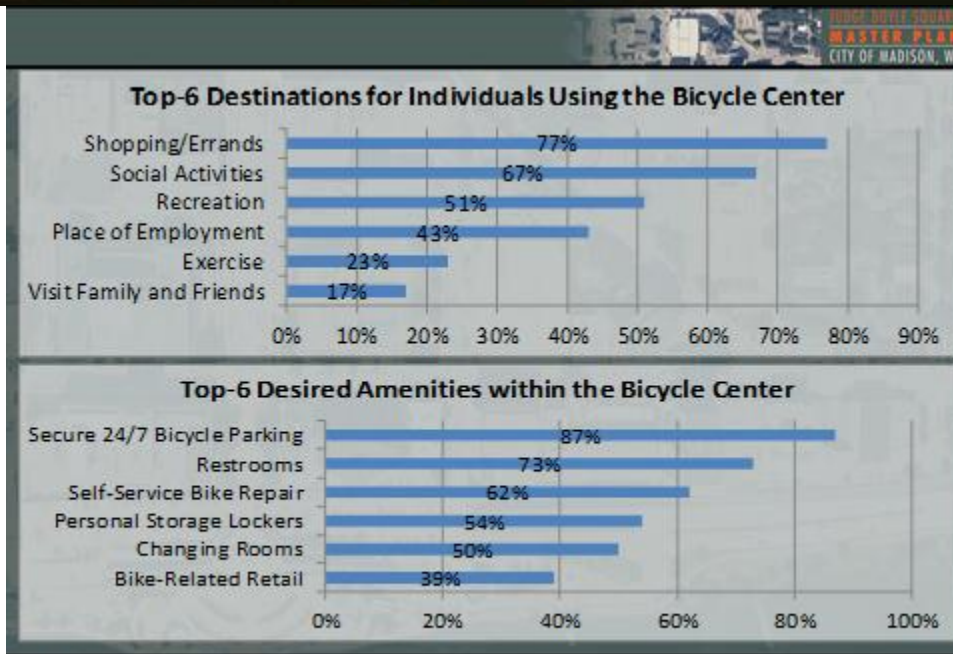








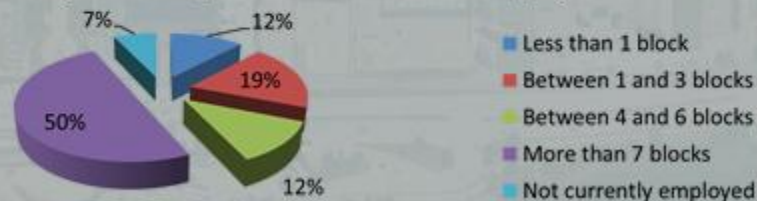




**Approximate Commute Distance for Survey Respondents**



**Proximity of the Bicycle Center to Places of Employment**



**SPECIFIC OBSERVATIONS ON THE BICYCLE CENTER SURVEY DATA:**

1. The total number of respondents to this survey is 1,499 which ended on October 14, 2011. This is the highest number of survey respondents that Mobis/Bikestation has experienced in its 15 years of company history.
2. Approximately 52% of survey respondents stated that their primary destination when traveling to/from Downtown Madison by bicycle is their place of employment. Approximately 59% of the survey respondents indicated that their place of employment is 7 blocks or more from Judge Doyle Square/Block 105, and yet 82% said that they might or would definitely use the facility. It can be inferred from this data that while a Bicycle Center on Block 105/Judge Doyle Square will be useful for a great number of downtown bicycle commuters, satellite locations in other areas of the downtown would also meet with positive response. It also indicates that many survey respondents would find the facility useful during the workday for parking even if it's not their primary parking for their office.
3. Approximately 29% of survey respondents who stated that they ride a bicycle every day also indicated that a bicycle is their primary mode of transportation to work while approximately 13% indicated that they ride a bicycle 3 to 4 times per week and also use it as their primary mode of transportation to their place of employment. This indicates that Madison survey respondents are highly multimodal, switching between car and bike or bike and transit.





**JUDGE DOYLE SQUARE  
MASTER PLAN  
CITY OF MADISON, WI**

**SPECIFIC OBSERVATIONS ON THE BICYCLE CENTER SURVEY DATA:**

4. Survey respondents who indicated that their primary destination for traveling downtown on a bicycle is their place of employment also revealed that their commute to work was a) 0 to 3 miles-28%, b) 3 to 5 miles-36% and c) 5 miles or more-23%, closely mirroring (albeit on the shorter side) the results for all bicycle trips.
5. Of the respondents who indicated that their primary mode of transportation for errands/social activities was a bicycle, approximately 46% traveled a distance of 0 to 3 miles, 51% traveled a distance of 3 to 5 miles and 17% traveled a distance of 5 miles or more. This indicates that errands and social activities generate shorter trips than commutes overall.
6. Among male survey respondents, approximately 23% indicated their annual income to be between \$50k & \$75k per year while 25% of female survey respondents indicated the same category. Additionally, 18% of male survey respondents indicated their annual income to be between \$25k & \$49k while 30% of female survey respondents indicated the same information.
7. Approximately 28% of survey respondents who indicated that secure indoor bicycle parking was their highest desired amenity within the Bicycle Center also indicated that their place of employment would be their primary downtown destination when using the Judge Doyle Square Bicycle Center. Interestingly, approximately 45% of the same survey respondents who chose secure indoor bicycle parking as their highest desired amenity indicated that their primary downtown destination(s) while using the Bicycle Center would be social activities.
8. The survey respondents represent a wide geographic and demographic distribution.







**Bicycle Center at Judge Doyle Square**



1. How often do you ride a bike?			
		Response Percent	Response Count
Every day		32.8%	491
1 to 2 times per week		13.2%	198
3 to 4 times per week		28.8%	431
1 to 4 times per month		7.8%	117
1 to 10 times per year		9.2%	138
Never		8.3%	124
<b>answered question</b>			<b>1,499</b>
<b>skipped question</b>			<b>0</b>



**2. If you NEVER ride a bike, why not? Please check all that apply:**

		Response Percent	Response Count
Safety/security (too much traffic, unsafe conditions)		33.5%	67
Not enough bike lanes/routes		14.5%	29
Not convenient enough		33.0%	66
No bike parking or inadequate bike parking		10.0%	20
Too physically difficult		15.0%	30
Don't own a bike		16.5%	33
Don't care to ride a bike		24.0%	48
Other (please specify)		33.5%	67
		answered question	200
		skipped question	1,299



**3. What are your primary destinations when you travel downtown by bike? Please check all that apply:**

		Response Percent	Response Count
Place of employment		53.2%	775
Shopping/errands (Dane County Farmers' Market, bank, etc.)		62.5%	910
Recreation		60.3%	878
Visit family or friends		25.1%	365
Social activities (restaurants, cafes, etc.)		57.6%	838
School		10.4%	151
METRO transit stops		3.9%	57
Exercise		43.3%	631
Church		3.8%	55
Library		21.7%	316
Park and ride lots		0.9%	13
Don't ride downtown		8.6%	125
Other (please specify)		4.4%	64
		<b>answered question</b>	<b>1,456</b>
		<b>skipped question</b>	<b>43</b>





**4. What is your primary mode of transportation to work?**

		Response Percent	Response Count
Bicycle (personal)		42.0%	630
B-Cycle or other bike-share program		0.1%	1
METRO transit		9.2%	138
On foot		4.5%	67
Car pool/ride share		3.9%	59
Personal automobile		34.0%	510
Not currently employed		6.3%	94
		answered question	1,499
		skipped question	0

**5. If you currently ride your bicycle to work, where do you park it?**

		Response Percent	Response Count
In my office		22.9%	229
Garage		11.5%	115
Street		31.9%	319
Other (please specify)		33.7%	337
		answered question	1,000
		skipped question	499



**6. How far do you travel from home to your place of employment?**

		Response Percent	Response Count
0 to 3 miles		31.6%	474
3 to 5 miles		23.3%	350
<b>More than 5 miles</b>		<b>38.6%</b>	<b>579</b>
Not currently employed		6.4%	96
<b>answered question</b>			<b>1,499</b>
<b>skipped question</b>			<b>0</b>

**7. How close would your place of employment be in proximity to the proposed Bicycle Center at Judge Doyle Square?**

		Response Percent	Response Count
Less than 1 block		12.3%	185
Between 1 and 3 blocks		18.5%	278
Between 4 and 6 blocks		11.9%	178
<b>More than 7 blocks</b>		<b>50.3%</b>	<b>754</b>
Not currently employed		6.9%	104
<b>answered question</b>			<b>1,499</b>
<b>skipped question</b>			<b>0</b>



**8. On average, how far do you travel for other non-recreation trips (errands/social activities, etc.)?**

		Response Percent	Response Count
0 to 3 miles		34.5%	517
3 to 5 miles		39.4%	591
More than 5 miles		26.1%	391
		answered question	1,499
		skipped question	0

**9. If you use a mode of transportation other than an automobile for errands/social activities referenced in Question 8, please specify:**

		Response Percent	Response Count
Bicycle (personal)		80.9%	939
B-Cycle/bike share program		3.4%	39
METRO transit		29.1%	338
On foot		45.8%	531
Car pool/ride share		12.5%	145
		answered question	1,160
		skipped question	339





**10. Have you previously utilized a secure bike parking facility?**

		Response Percent	Response Count
Yes		8.5%	127
No		91.5%	1,372

If you answered "Yes" to Question 10, please specify where this secure bike parking was located. 98

answered question	1,499
skipped question	0

**11. If you had direct access to convenient bicycle services such as a bicycle center, would you be more likely to bicycle and/or take transit? Please choose one answer:**

		Response Percent	Response Count
Yes, most days		24.5%	367
Yes, some days		24.8%	372
Maybe		19.7%	296
Probably not		13.7%	206
No		17.2%	258

If you answered "No" to Question 11, please specify what would need to occur to convince you to utilize either a bicycle and/or public transit as a primary mode of transportation. 205

answered question	1,499
skipped question	0



**12. If a Bicycle Center is located within Judge Doyle Square, would you utilize this facility?**

		Response Percent	Response Count
Yes		36.0%	540
Maybe		42.6%	638
No		21.4%	321
answered question			1,499
skipped question			0

**13. If you answered "Yes" or "Maybe" to Question 12, how often would you utilize the Judge Doyle Square Bicycle Center?**

		Response Percent	Response Count
1 day/week		17.2%	193
2-4 days/week		29.1%	326
5-7 days/week		5.0%	56
1-4 days/month		46.8%	525
Never		2.0%	22
answered question			1,122
skipped question			377



**14. If you answered "Yes" or "Maybe" to Question 12, what amenities would you like to have available in the Judge Doyle Square Bicycle Center? Please check all applicable amenities:**

		Response Percent	Response Count
Secure 24/7 bicycle parking		87.2%	978
Showers		37.9%	425
Restrooms		73.4%	823
Lockers		53.7%	602
Changing rooms		49.8%	559
Bike-related retail		39.2%	440
Non-bike related retail		14.6%	164
Food/vending machines		24.3%	273
Self-service bike repair facilities		62.0%	696
Staffed bike repair facilities		36.3%	407
Bicycling and METRO transit information/classes		40.6%	455
Other (please specify)		6.3%	71
		<b>answered question</b>	<b>1,122</b>
		<b>skipped question</b>	<b>377</b>



**15. If you answered "Yes" or "Maybe" to Question 12, what would be your primary destinations when using the Judge Doyle Square Bicycle Center? Please check all that apply:**

		Response Percent	Response Count
Place of employment		42.6%	478
Shopping/errands (Dane County Farmers' Market, bank, etc.)		77.4%	868
Recreation		50.6%	568
Visit family or friends		16.8%	189
Social activities (restaurants, cafes, etc.)		67.3%	755
School		3.2%	36
METRO transit stops		5.6%	63
Exercise		23.3%	261
Church		1.7%	19
Library		16.1%	181
Other (please specify)		5.1%	57
		<b>answered question</b>	<b>1,122</b>
		<b>skipped question</b>	<b>377</b>





**16. If you answered "Yes" or "Maybe" to Question 12, how much would you consider paying for secure, indoor bicycle parking?**

		Response Percent	Response Count
Up to \$2 per day		45.6%	512
Up to \$15 per month (unlimited 24/7 use)		21.9%	246
Up to \$150 per year (unlimited 24/7 use)		8.1%	91
None		24.3%	273
		answered question	1,122
		skipped question	377



**17. If you answered "Yes" or "Maybe" to Question 12, what would be your primary reason for utilizing the Bicycle Center at Judge Doyle Square? Please mark all applicable answers:**

		Response Percent	Response Count
Convenient bicycle parking		67.6%	758
<b>Bicycle security</b>		75.1%	843
Proximity to work or METRO transit stop(s)		24.2%	271
Save gas/money		45.9%	515
Reduce the number of vehicles on the road/lower emissions/environmental benefits		52.9%	593
Access to amenities such as showers, lockers, changing rooms, and bicycle repair		54.5%	611
Other (please specify)		5.7%	64
		<b>answered question</b>	<b>1,122</b>
		<b>skipped question</b>	<b>377</b>

**18. Please specify your gender and home zip code:**

		Response Percent	Response Count
<b>Male</b>		50.2%	718
Female		46.7%	668
Prefer not to answer		3.0%	43
		Please enter your home zip code here	945
		<b>answered question</b>	<b>1,429</b>
		<b>skipped question</b>	<b>70</b>



19. What is your age group?		Response Percent	Response Count
Under 19		0.1%	2
20 to 29		16.4%	235
30 to 39		25.9%	370
40 to 49		22.8%	326
50 to 59		23.4%	334
60 to 69		8.8%	126
70 and above		1.0%	15
Prefer not to answer		1.5%	21
		<b>answered question</b>	<b>1,429</b>
		<b>skipped question</b>	<b>70</b>



**20. Which best describes your employment status?**

		Response Percent	Response Count
Employed, Full-Time		72.3%	1,033
Employed, Part-Time		8.7%	124
Self-Employed		4.7%	67
Not employed, but seeking work		1.3%	18
Not employed, not seeking work		0.1%	1
Retired		3.8%	55
Student		6.6%	95
Military		0.0%	0
Homemaker		0.3%	5
Prefer not to answer		0.8%	11
Other (please specify)		1.4%	20
answered question			1,429
skipped question			70





**21. Which category best describes the industry in which you work?**

		Response Percent	Response Count
Construction		0.9%	13
Consulting Services		5.7%	81
Education		12.7%	182
Financial Services		2.7%	38
<b>Government</b>		<b>32.9%</b>	<b>470</b>
Healthcare		7.1%	101
Human Resources		0.3%	4
Information Technology		7.8%	112
Marketing/Sales		3.7%	53
Manufacturing		1.6%	23
Non-Profit		5.9%	85
Restaurant/Hotel Services		1.5%	22
Retail		2.4%	35
Prefer not to answer		3.3%	47
Other (please specify)		11.4%	163
		<b>answered question</b>	<b>1,429</b>
		<b>skipped question</b>	<b>70</b>



## 22. What is your annual income?

		Response Percent	Response Count
Under \$25,000		12.4%	177
\$25,000-\$49,999		25.5%	365
\$50,000-\$74,999		24.6%	352
\$75,000-\$99,999		14.3%	204
\$100,000-\$124,999		4.9%	70
\$125,000-\$149,999		2.0%	29
\$150,000 or more		3.4%	48
Prefer not to answer		12.9%	184
		answered question	1,429
		skipped question	70



PUBLIC INVOLVEMENT  
APPENDIX 1-B

JUDGE DOYLE SQUARE  
**MASTER PLAN**  
CITY OF MADISON, WI

## **Vision Statement**

Judge Doyle Square Bicycle Station  
Downtown Madison, Inc. Bicycle Sub-Committee  
December 2, 2011

Bicycling will play an integral role in the overall place-making vision of the entire Judge Doyle Square project, both on its own and as an anchor for the entertainment district in the immediately surrounding area. Bicycles and bicycling will enhance the project's distinctive Madison personality, aesthetic appeal, sustainability and economic vitality. It will acknowledge bicycling as a legitimate mode of transportation; it will promote/showcase the growing local bike industry; and it will be a model for additional bicycle facilities throughout the greater area.

### **Commentary notes:**

The Judge Doyle Square project is a unique and significant opportunity to better integrate bicycling into the fabric of downtown Madison. Although we are pleased that there will be a bike center, we note that this is an opportunity to think beyond the brick and mortar of the bike center itself.

The bicycle center will help the City of Madison achieve its goal of Platinum Status from the League of American Bicyclists.

We want to challenge Madison's city planners and the project consultants to create a Judge Doyle Square where bicycling is integrated into the broader place-making vision of the entire project.

We do not see a bicycle center as merely a space people park their bikes and then go on to other destinations in the downtown area (although the bicycle center certainly should serve that purpose, in part). What we aspire to is a place-making vision of Judge Doyle Square that can make it (along with the restaurants, clubs, and other destinations in the area immediately surrounding Judge Doyle Square) a cycling destination in its own right. We envision the bicycle center as an integral part of a hub that will attract people of all ages and means to Judge Doyle Square, the adjacent entertainment district, and the downtown area for special events, such as the Farmers' Market, Concerts on the Square, and the Art Fairs On (and Off) The Square.

Madison's cycling population is growing, health conscious and influential. Madison is developing a positive national brand for its bicycling facilities and culture. Bicycle-friendliness helps our city attract and retain its creative class, its young professionals, its families with children, visitors to the area and also makes Madison a more livable city for our older residents who have sold homes and relocated downtown. This is an opportunity for Judge Doyle Square to become Madison's downtown cycling community hub and a multi-modal facility.

When Judge Doyle Square becomes a bike-friendly destination, it will not only support the vitality of the whole project and the entertainment district in the area immediately surrounding the project, but it will also legitimize bicycling as a mode of transportation. People will not only cycle to Judge Doyle Square; they will also spend time and money there. The facility will achieve something that is distinctly Madison.



**MEMO**

**TO:** Karl Sutter, Kimley-Horn; Melissa Huggins, Urban Assets; Andrea White-Kjoss, Mobis; Andrew Wright, Mobis; Ken Saiki, Ken Saiki Design; George Austin, City of Madison; Steve Cover, City of Madison; David Trowbridge, City of Madison; David Dryer, City of Madison; Anne Monks, City of Madison; Rob Phillips, City of Madison

**FROM:** Amanda White, Associate Director, Bicycle Federation of Wisconsin  
Members of the Greater Madison Bicycling Advisory Council

**DATE:** 12/6/2011

**RE:** Vision for Judge Doyle Square

**CC:** Tony Fernandez, Arthur Ross, Alder Mike Verveer, Alder Marsha Rummel, Bicycle Pedestrian Motor Vehicle Committee Chair Robbie Webber

Thank you for the opportunity to provide the Bicycle Federation of Wisconsin's (Bike Fed) vision for bicycling improvements in the Judge Doyle Square redevelopment. I have appreciated and enjoyed the opportunity to serve on the project Advisory Committee and to participate in the bicycle focus group.

On behalf of the Bike Fed's 1,500 Madison-area members, I thank the Project Team and the City of Madison for considering bicycling a priority during the project planning process. The project team leaders, especially Melissa Huggins of Urban Assets and Andrew Wright of Mobis, have been professional and responsive in addressing the needs and concerns of the bicycling community. We would, however, urge more detailed surveying and market research be conducted in phase two in order to have the greatest sense of usage patterns and viable price points for a bike center in our local market.

**Judge Doyle Square Vision**

Judge Doyle Square is located in an area that poses significant dangers and obstacles for bicyclists. Through the Judge Doyle Square redevelopment process the City has an opportunity to rethink not just the building structure but to also plan for safer, more convenient mobility for bicyclists and all street users traveling to and around Judge Doyle Square.

Our vision for Judge Doyle Square is that it will be one of the most bicycle-friendly destinations in the city and it will serve as a hub for bicycling activity and support. By increasing the bikeability and bike amenities of this downtown block, bicycling will significantly contribute to the neighborhood vitality, economic prosperity, and environmental sustainability of this district.

**Initial Recommendations**

***Bicycle infrastructure and connection improvements***

Currently, the Judge Doyle Square location is not very bicycle-friendly. There are no bike lanes or bicycle facilities on East Wilson Street, South Pinckney Street and East Doty Street. One-way traffic on East Wilson and East Doty Streets is fast and creates conditions that are not appealing for anyone except the most experienced and confident bicyclists. Because of this, bicyclists often choose to bike on the sidewalk, especially on East Wilson Street. The majority of these sidewalk bicyclists appear to be commuters who are trying to get to the Capital City Trail by Machinery Row. Bicycling on the sidewalk causes safety issues for both bicyclists and pedestrians and we do not support this behavior; however, this is the type of activity that results given the lack of safe bicycle infrastructure options. Therefore, our **number one priority for making this area more bicycle-friendly is to add a buffered contraflow bicycle**

lane on East Wilson Street that continues on to West Wilson Street and creates a seamless connection for those heading eastbound to the bike path near Machinery Row. This improvement should largely eliminate bicycling on the sidewalk and will encourage more people to go by bike.

Attention should also be focused on improving the convenience for bicyclists moving through the King Street/East Wilson intersection. Because of the downgrade and the signal timing, bicyclists often ride through red lights heading eastbound on King. Better accommodations for bicyclists need to be made in order to discourage this unsafe behavior.

Although bike parking is being provided in the bike center, it is highly important to provide ample parking around the outside of the building too. Outdoor parking meets short-term bike parking need and caters to a different bicycle audience than the bike station will.

We are supportive of the initial design concepts for South Pinckney Street that designate this street as a bike boulevard, improve the visibility of the connection from South Pinckney Street to the bike elevator, and create a contraflow lane on the 100 block of South Pinckney Street.

### ***Bicycle Center***

We applaud the City and the Project Team for continuing to plan for a bicycle center in the Judge Doyle Square project. A robust bicycle center is an essential part of transforming Madison into a city that supports 20% of trips made by bike by 2020. We already face a significant bike parking deficit downtown. As we move closer to our 20% goal, we must invest in projects like the bike center to meet growing demand.

We envision the bicycle center as a one-stop bicycle support center for a variety of bicyclists. Whether you need a secure place to park, a quick tune-up or information about how to bike in Madison, the bike center should be a place that Madison residents and visitors alike can find a variety of bicycle support. Bike parking should be secure, available 24/7 and include long-term, short-term and event parking options.

The Bike Fed has supported and contributed to Downtown Madison Inc.'s work on providing a vision for the bicycle center. In an effort to reduce redundancy, I refer to the list of amenities provided by DMI.

Visibility of the bicycle center from street level will be essential to the bicycle center's success. Whether there is a bicycle retail center on the main level or the bicycle center is completely underground, there needs to be clear, visible and inviting signage from all directions of the project leading bicyclists to the center.

Given that Madison is in the unique and fortunate position to have a variety of local bike industry and retail businesses, I strongly urge the city to work with these local businesses to supply many of the amenities and parking solutions.

Finally, many successful bike centers across the country and around the world link the bike center to other transportation modes. Many people choose to take transit or drive to the bike center, pick up their bike and ride across town to their destination. This holistic transportation tie should be considered when planning for the center. Those who park their car in the garage should have easy access to the bike center and bus stops should be located as near to the bike center as possible.

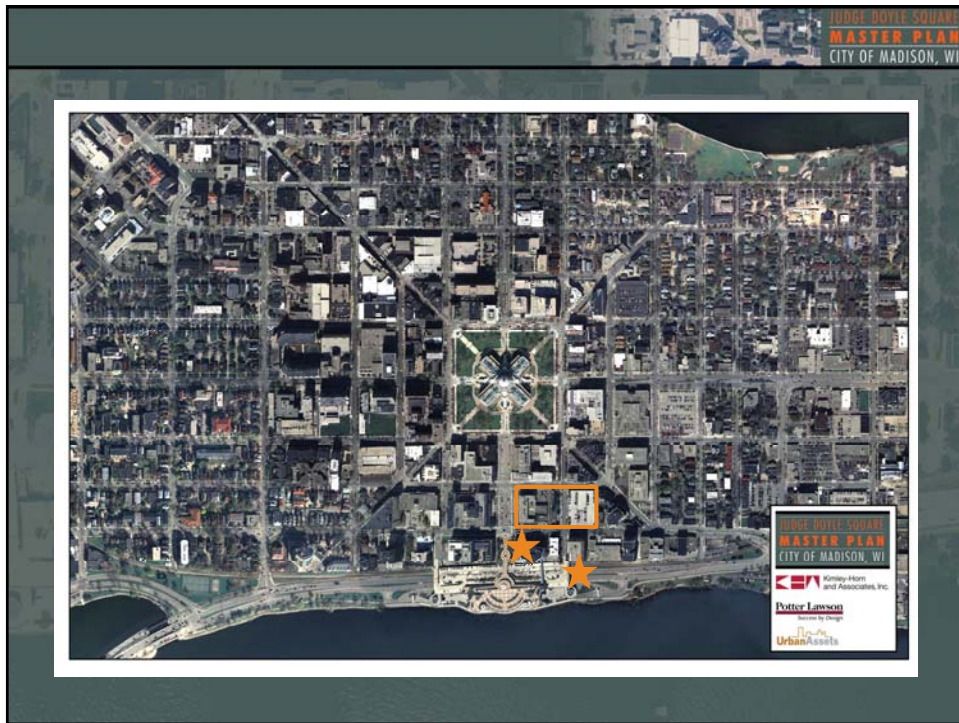
Once again, thank you for making bicycling one of the priorities of this project. Please let us know if there is any way we can further assist the great work of the Project Team and the City of Madison.



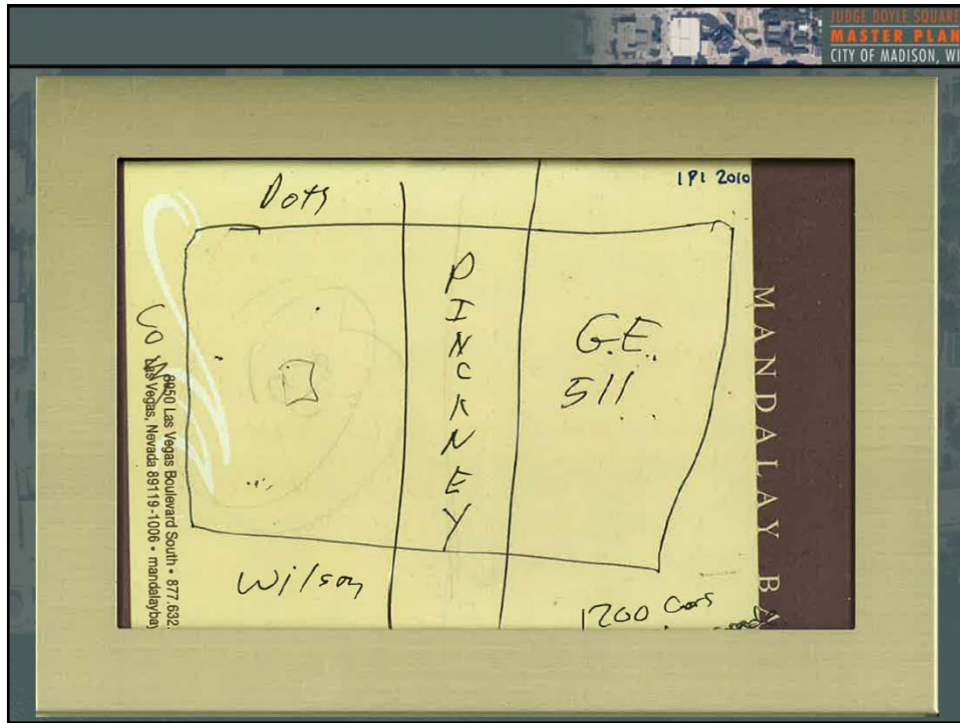
PUBLIC INVOLVEMENT  
APPENDIX 1-C

JUDGE DOYLE SQUARE  
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CITY OF MADISON, WI









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CITY OF MADISON, WI

## Project Drivers

- Need for hotel rooms
- Aging infrastructure
- Parking
- Federal funding
  - Intermodal center



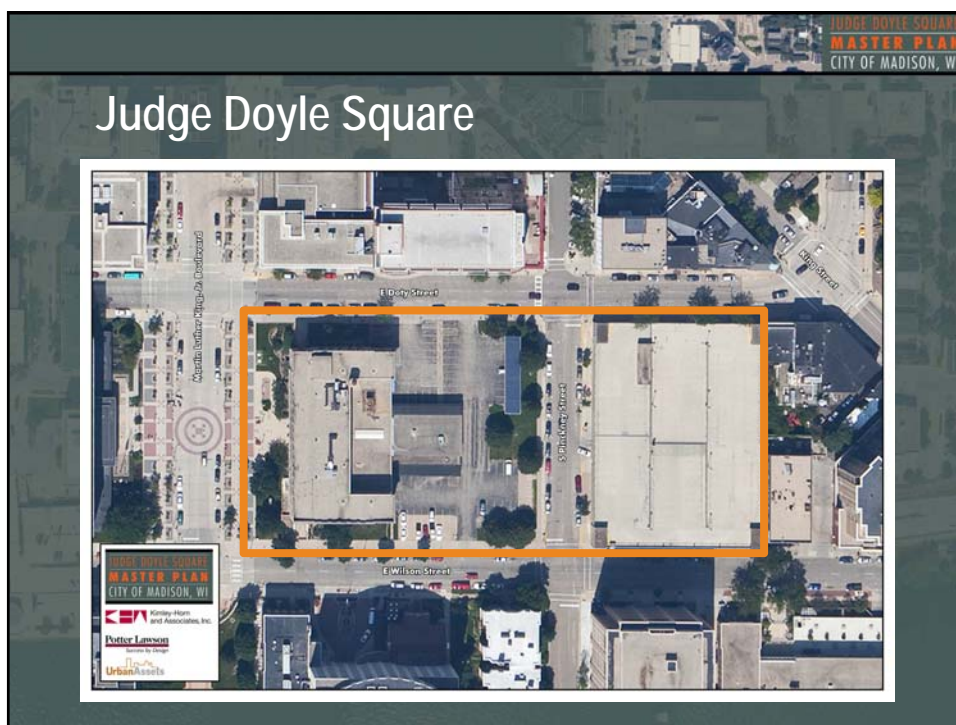
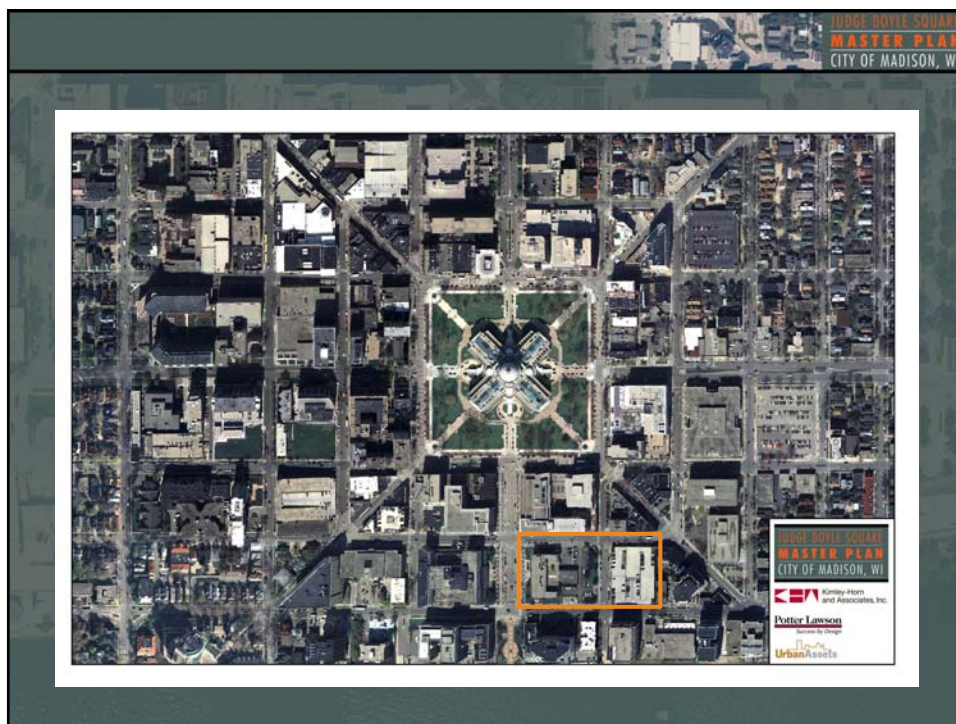
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CITY OF MADISON, WI

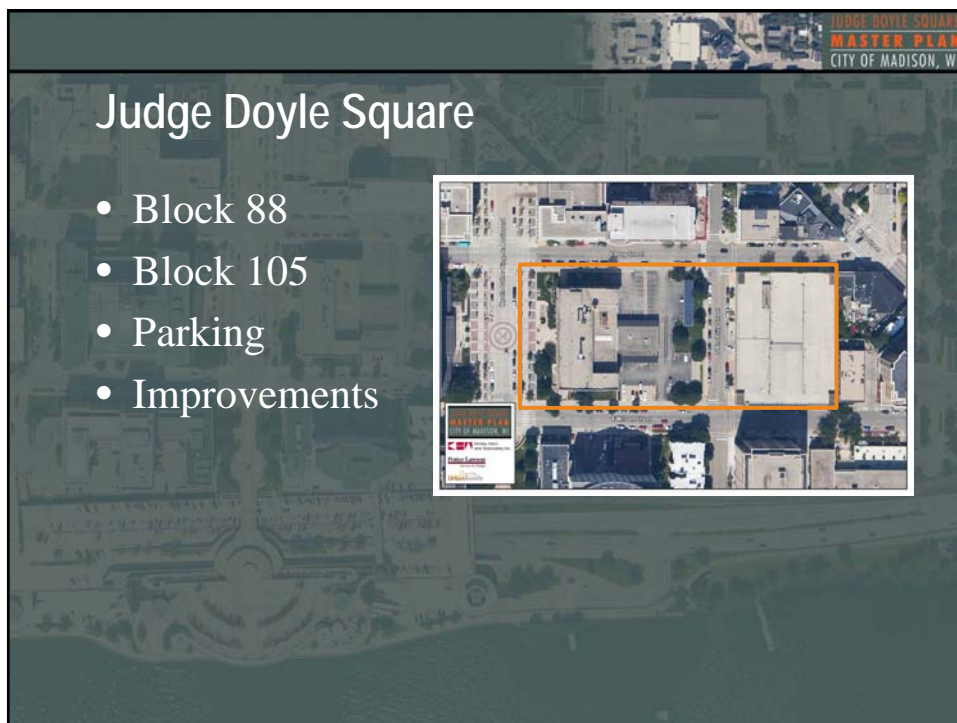
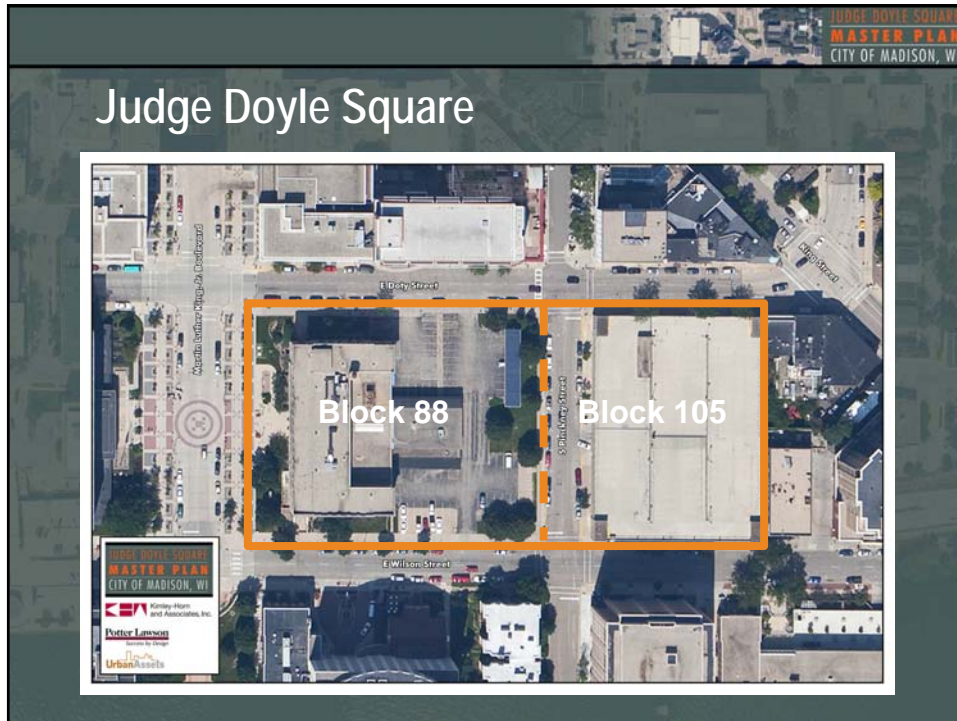
## Project Phases

- Concept development
- Schematic design
- TOD District plan

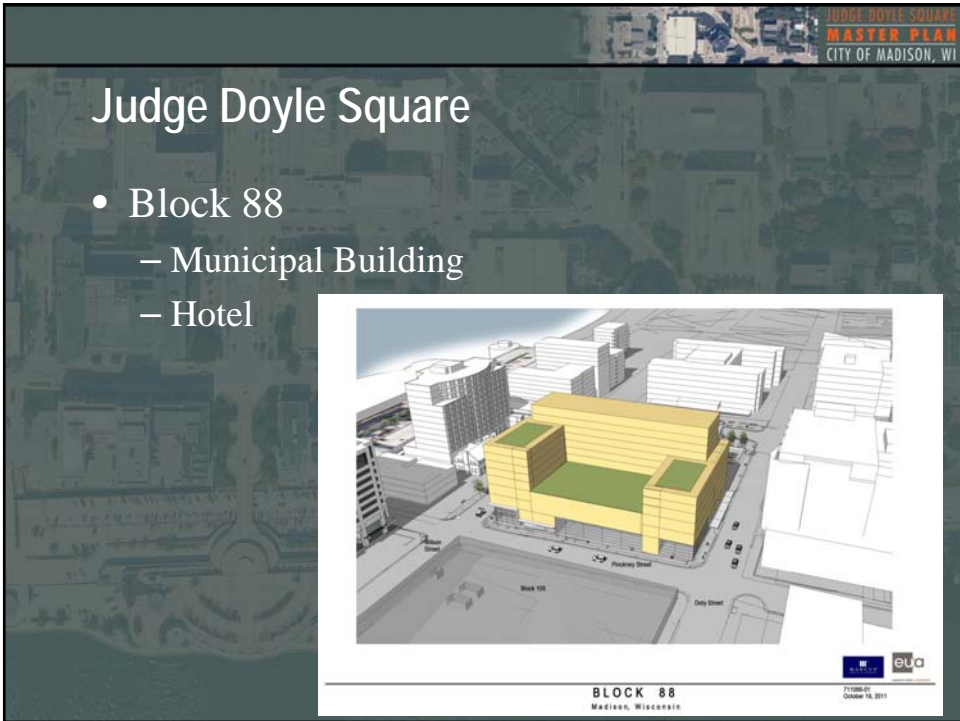
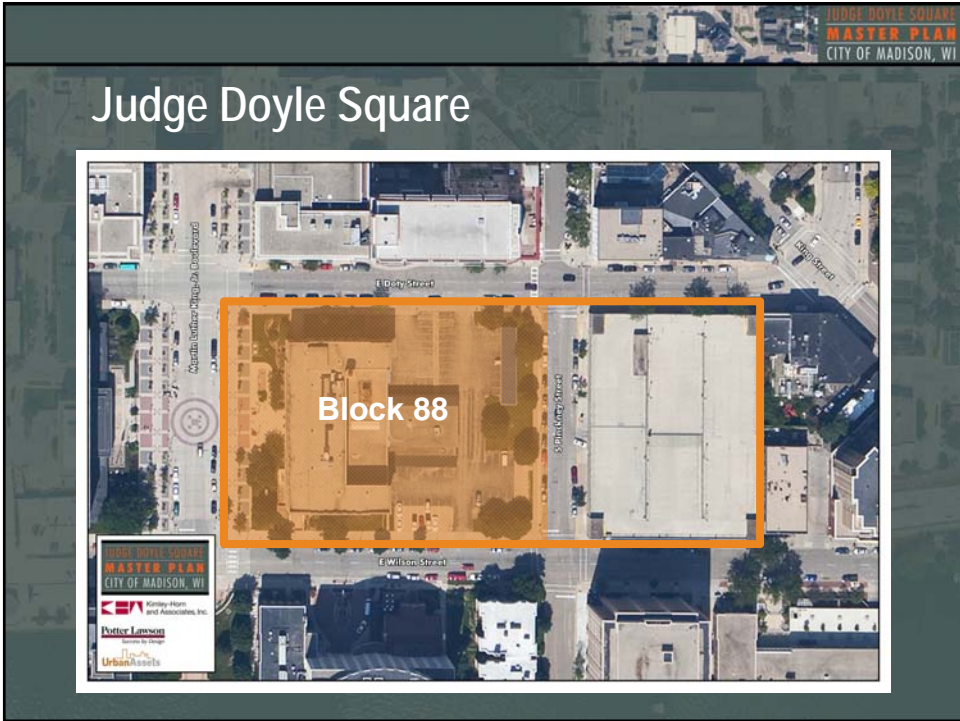


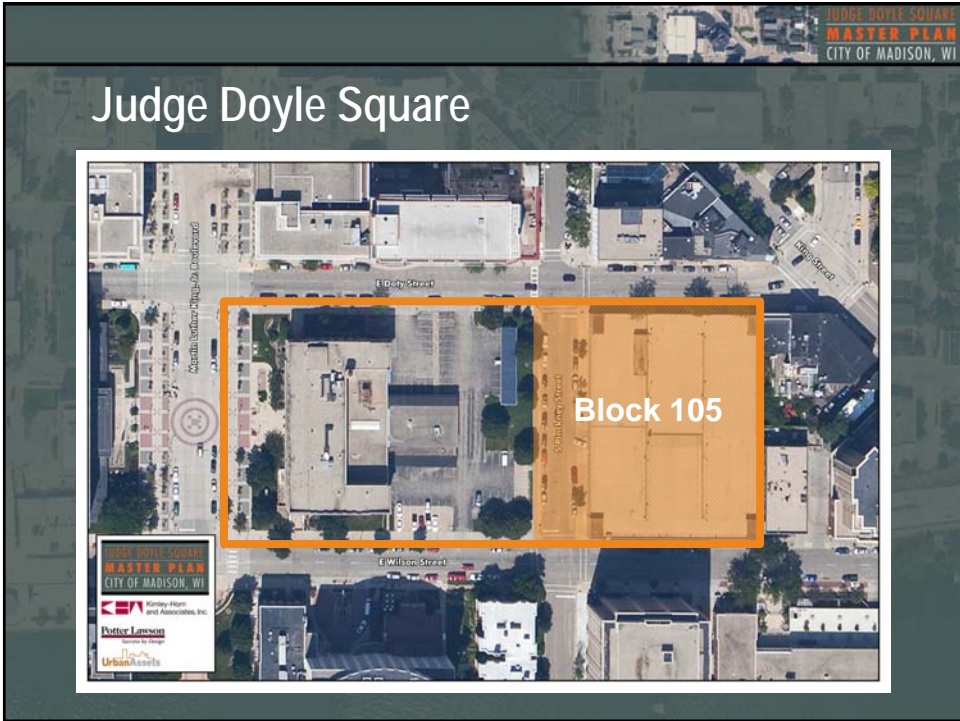












Judge Doyle Square

- Block 105
  - Bicycle Center?
  - Offices?
  - Retail?
  - Restaurants?
  - Residential?
  - Hotel?
  - Other?

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Kistley Ryan  
and Associates, Inc.



Patterson Law  
Group

UrbanAssets

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## Judge Doyle Square



- Parking
  - Under Block 88
  - Under Block 105
  - Under Pinckney St.



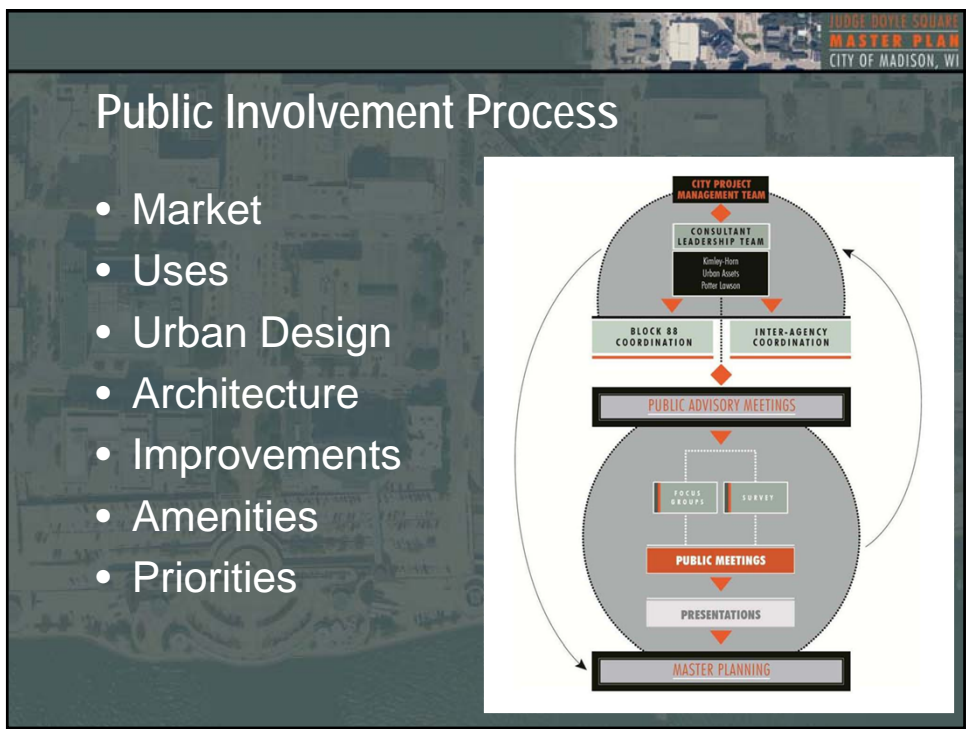
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## Judge Doyle Square

- Improvements
  - Sidewalks
  - Bike accommodations
  - Streetscape
  - Placemaking
  - Utilities







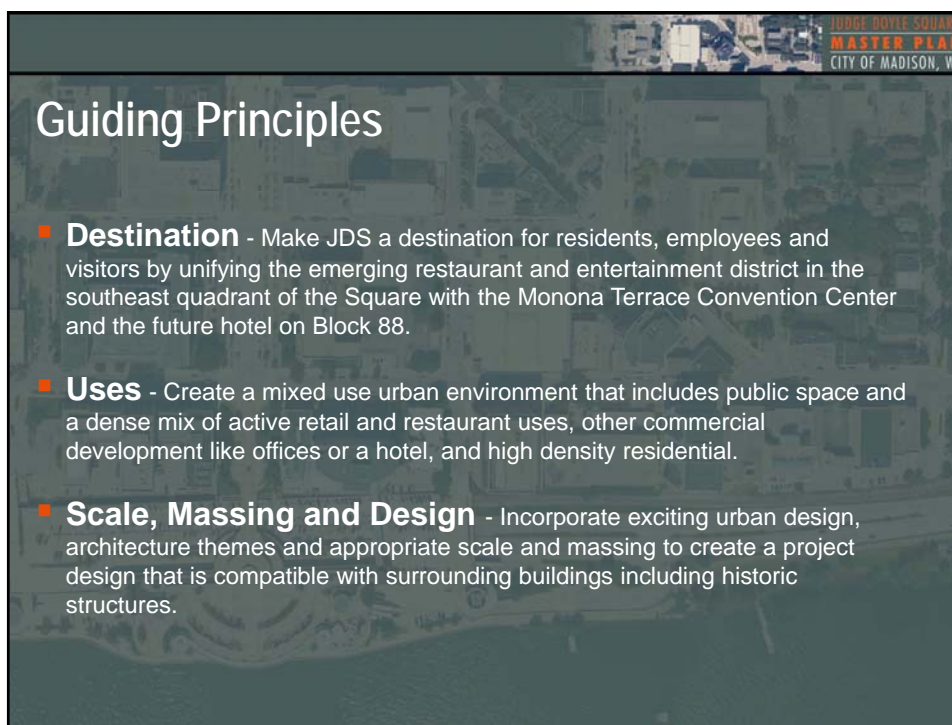




## Public Involvement Steps

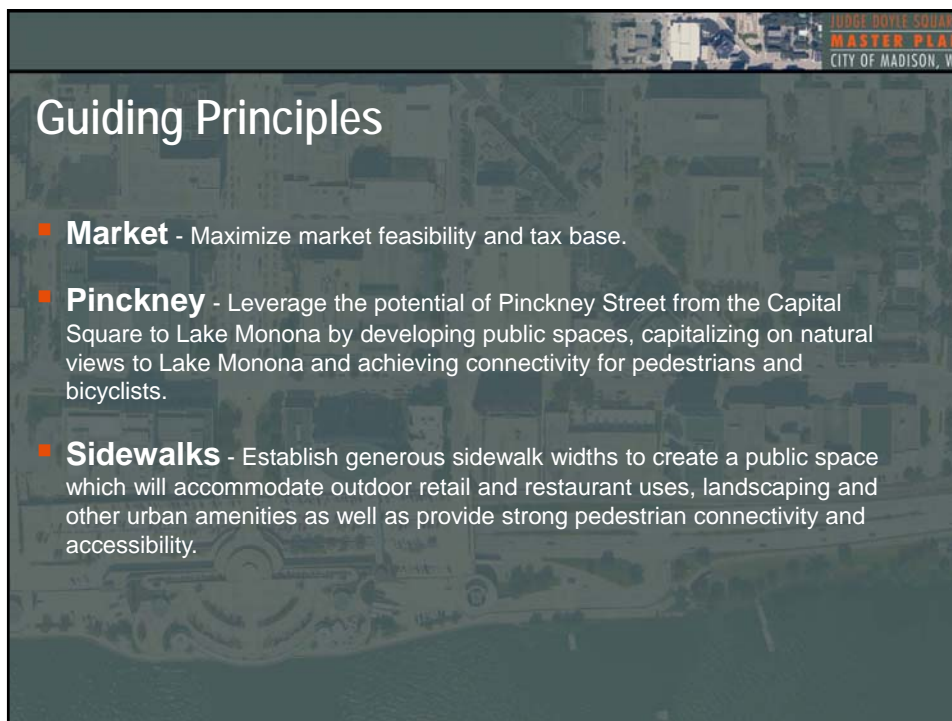
1. Public Involvement Plan
2. Focus Groups
3. Survey
4. Website
5. Project Advisory Meetings
6. Public Meeting #1 – Information Gathering
7. Public Meeting #2 – Preliminary Concepts
8. Public Meeting #3 – Draft Recommendations
9. Community Presentations – Final Recommendations

[www.cityofmadison/planning/judgeDoyleSquare](http://www.cityofmadison/planning/judgeDoyleSquare)



## Guiding Principles

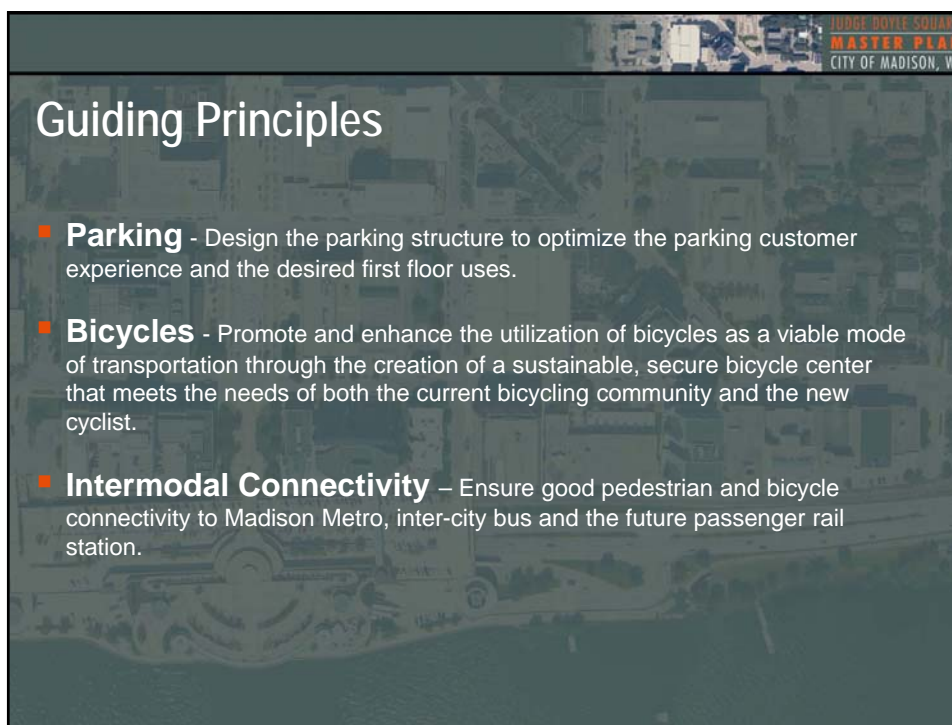
- **Destination** - Make JDS a destination for residents, employees and visitors by unifying the emerging restaurant and entertainment district in the southeast quadrant of the Square with the Monona Terrace Convention Center and the future hotel on Block 88.
- **Uses** - Create a mixed use urban environment that includes public space and a dense mix of active retail and restaurant uses, other commercial development like offices or a hotel, and high density residential.
- **Scale, Massing and Design** - Incorporate exciting urban design, architecture themes and appropriate scale and massing to create a project design that is compatible with surrounding buildings including historic structures.



JUDGE DOYLE SQUARE  
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## Guiding Principles

- **Market** - Maximize market feasibility and tax base.
- **Pinckney** - Leverage the potential of Pinckney Street from the Capital Square to Lake Monona by developing public spaces, capitalizing on natural views to Lake Monona and achieving connectivity for pedestrians and bicyclists.
- **Sidewalks** - Establish generous sidewalk widths to create a public space which will accommodate outdoor retail and restaurant uses, landscaping and other urban amenities as well as provide strong pedestrian connectivity and accessibility.

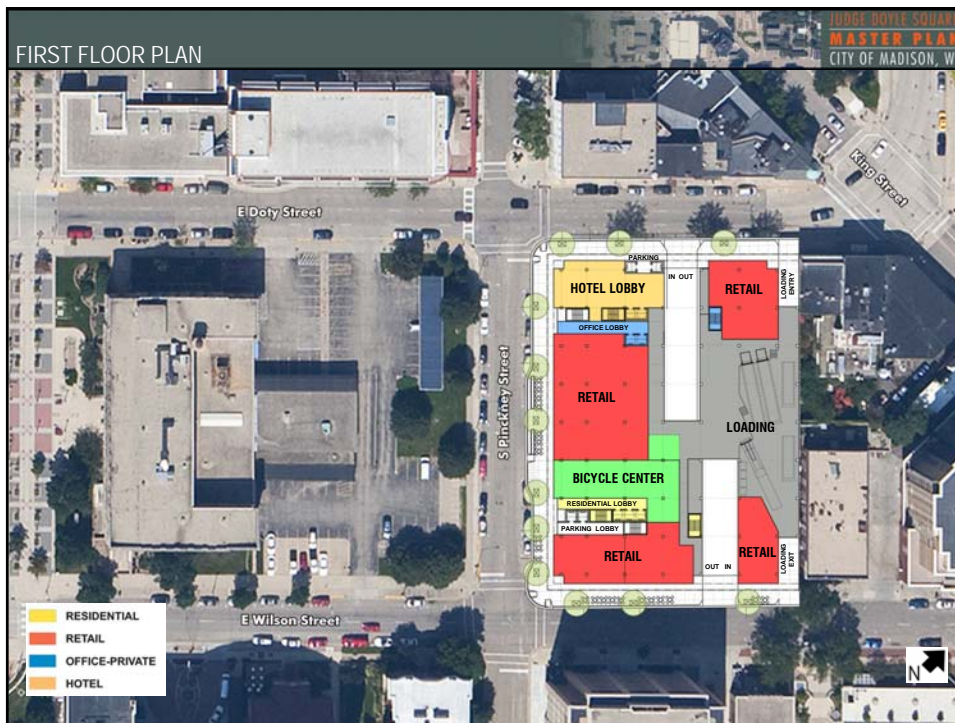
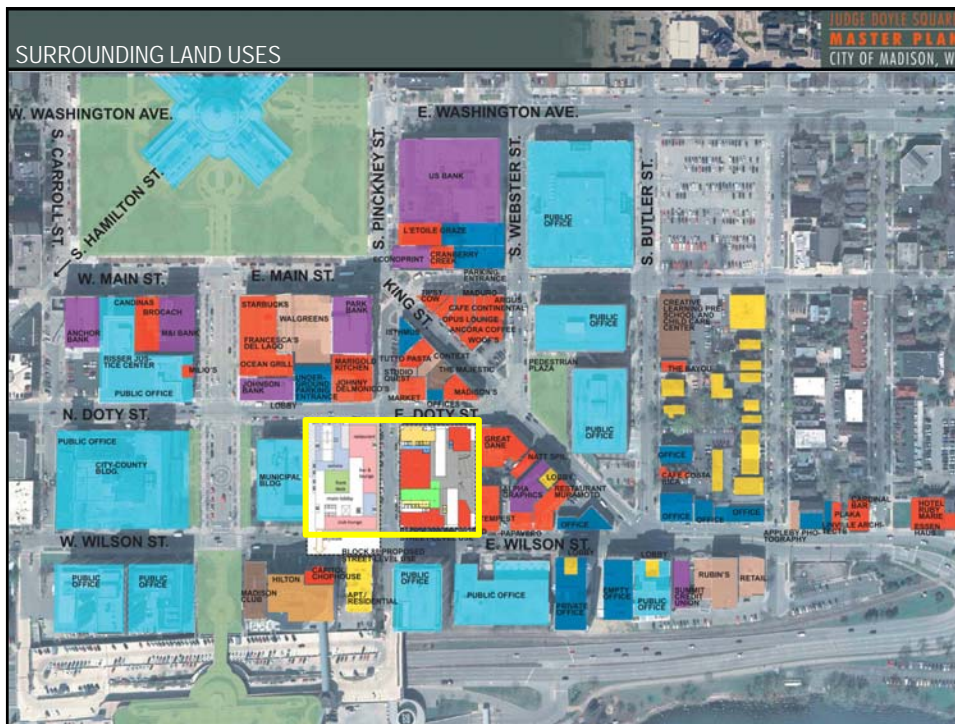


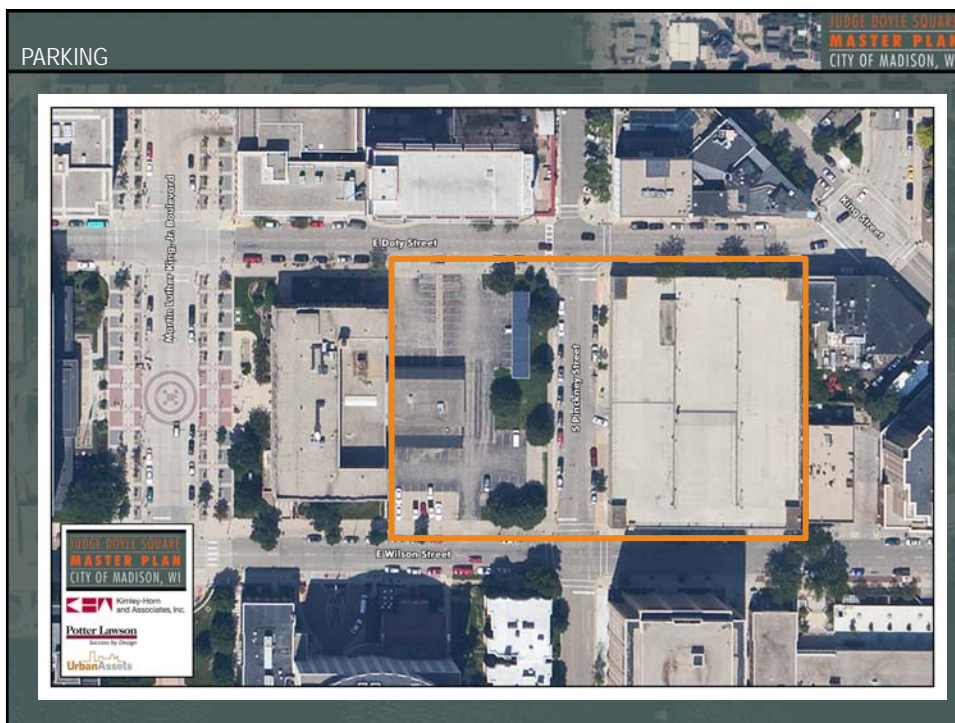
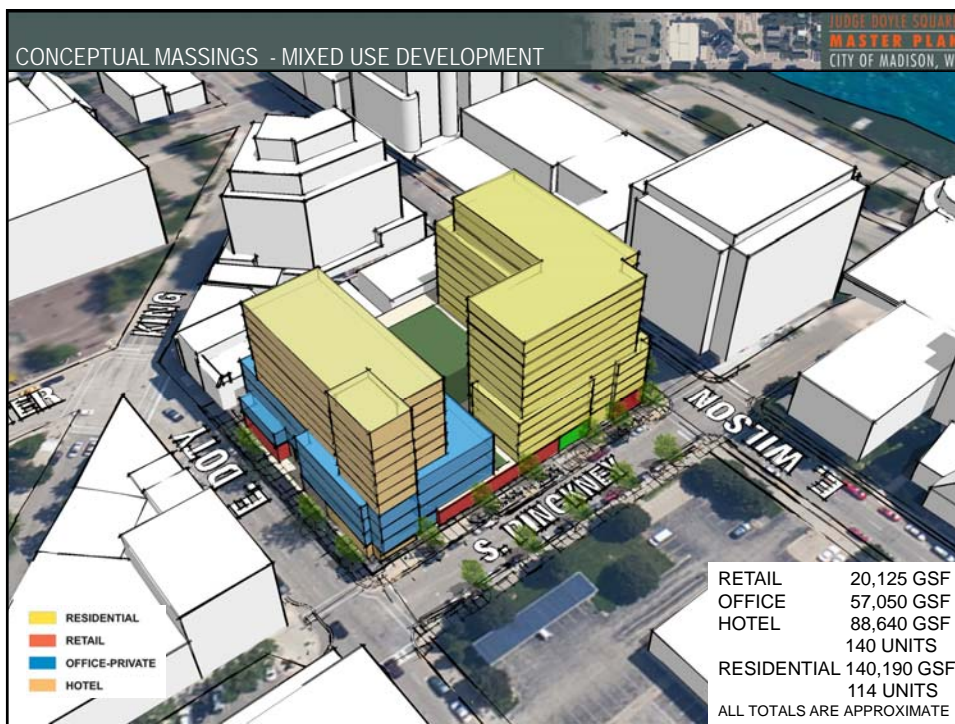
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## Guiding Principles

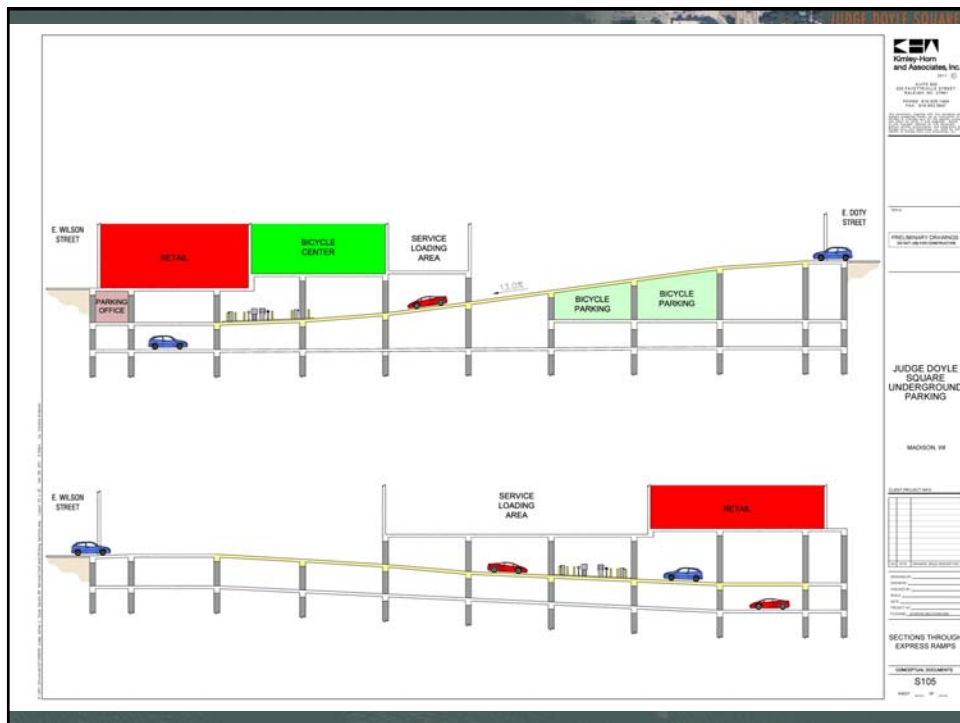
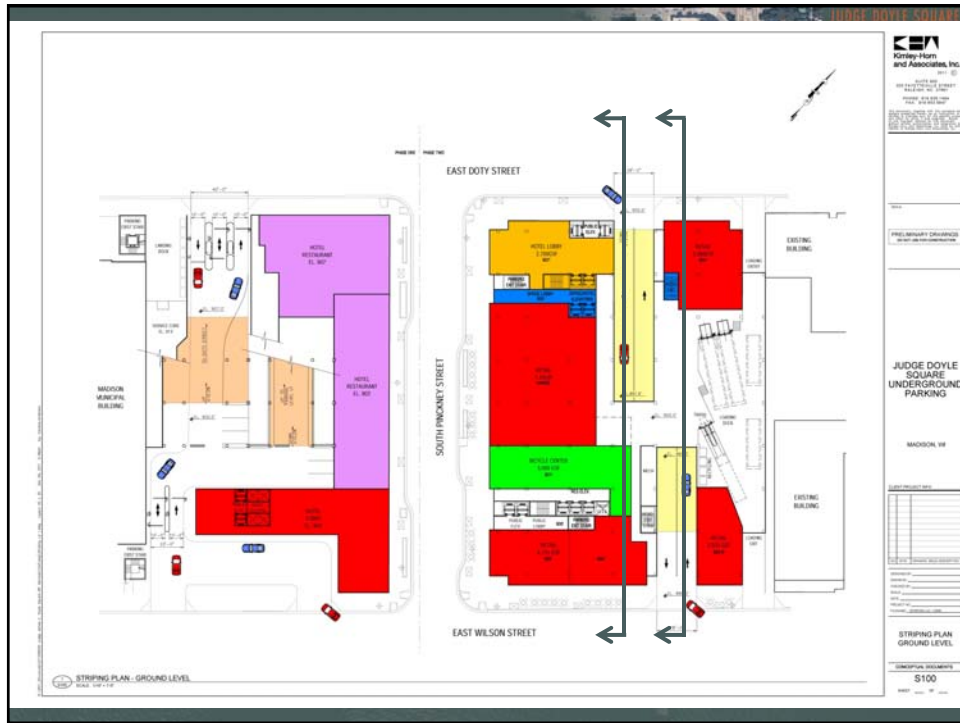
- **Parking** - Design the parking structure to optimize the parking customer experience and the desired first floor uses.
- **Bicycles** - Promote and enhance the utilization of bicycles as a viable mode of transportation through the creation of a sustainable, secure bicycle center that meets the needs of both the current bicycling community and the new cyclist.
- **Intermodal Connectivity** – Ensure good pedestrian and bicycle connectivity to Madison Metro, inter-city bus and the future passenger rail station.

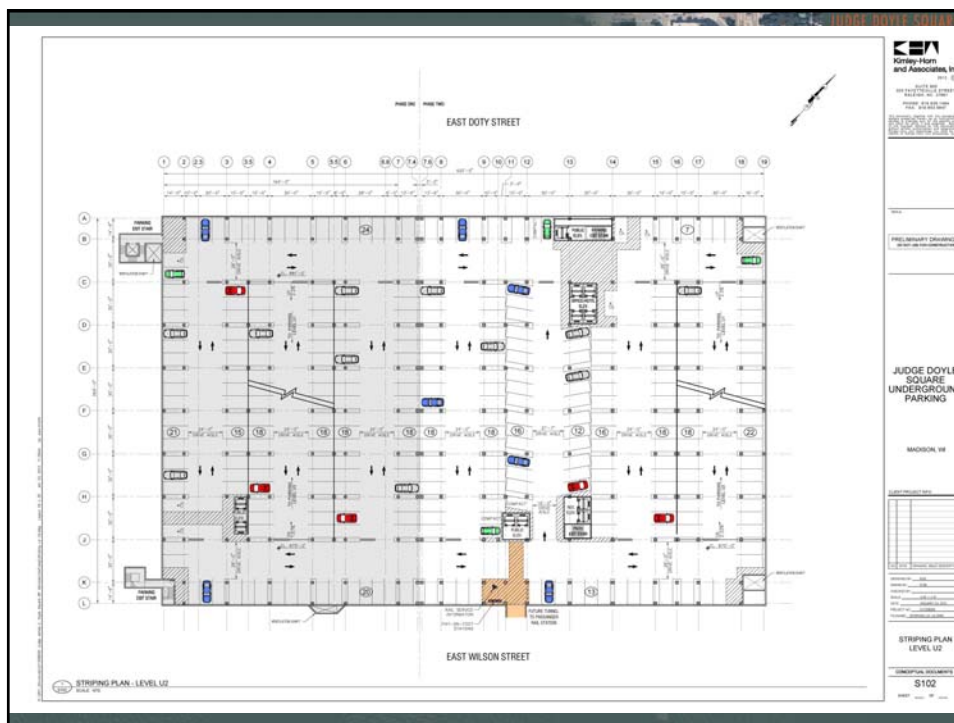


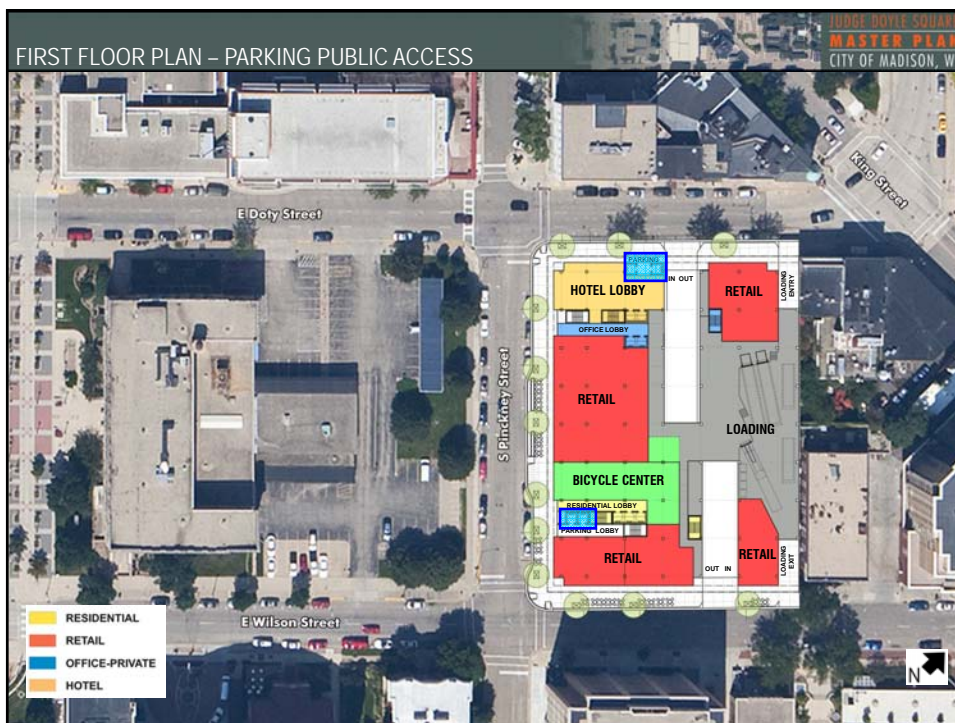
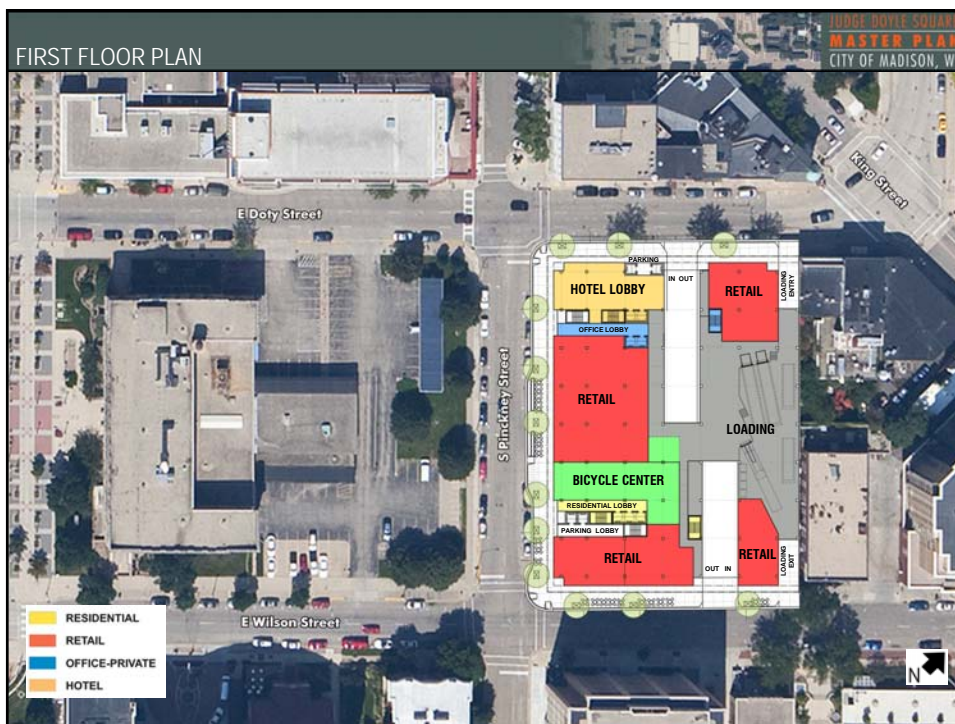








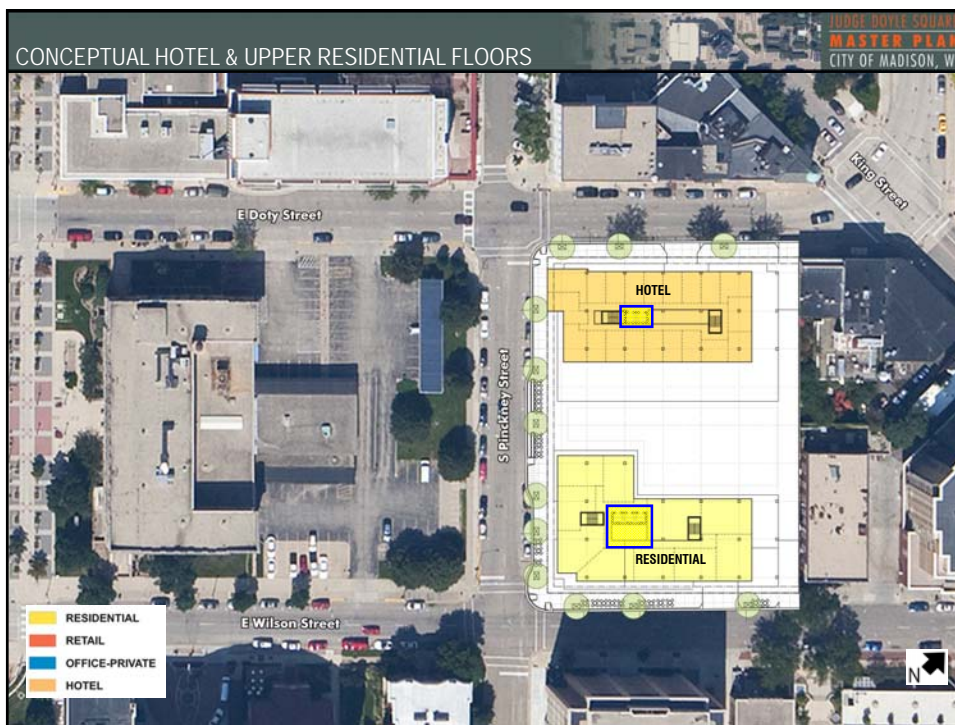
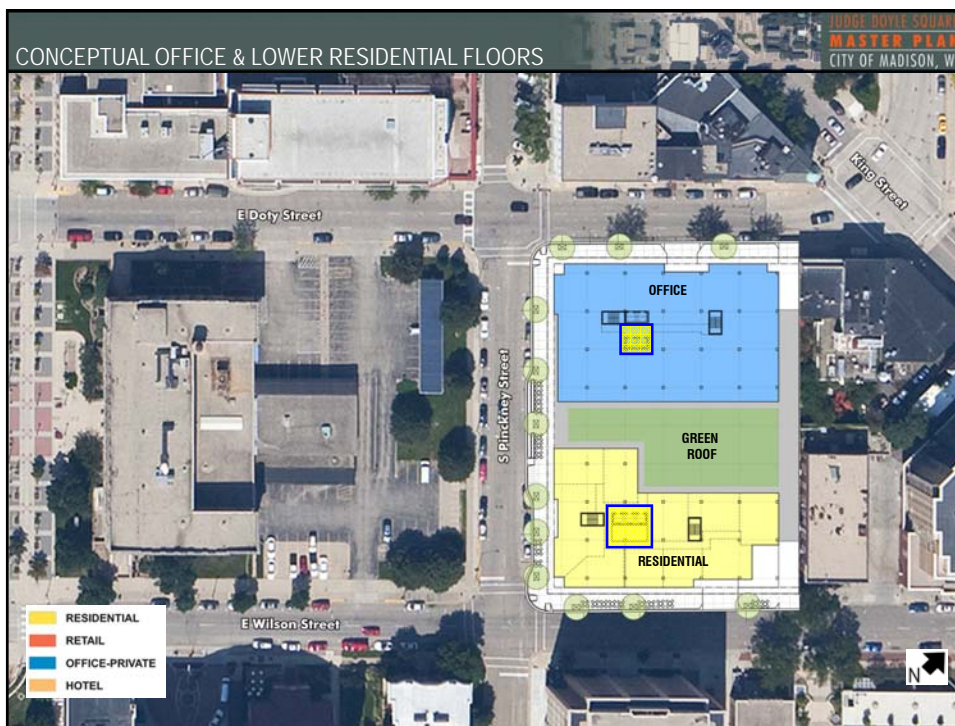


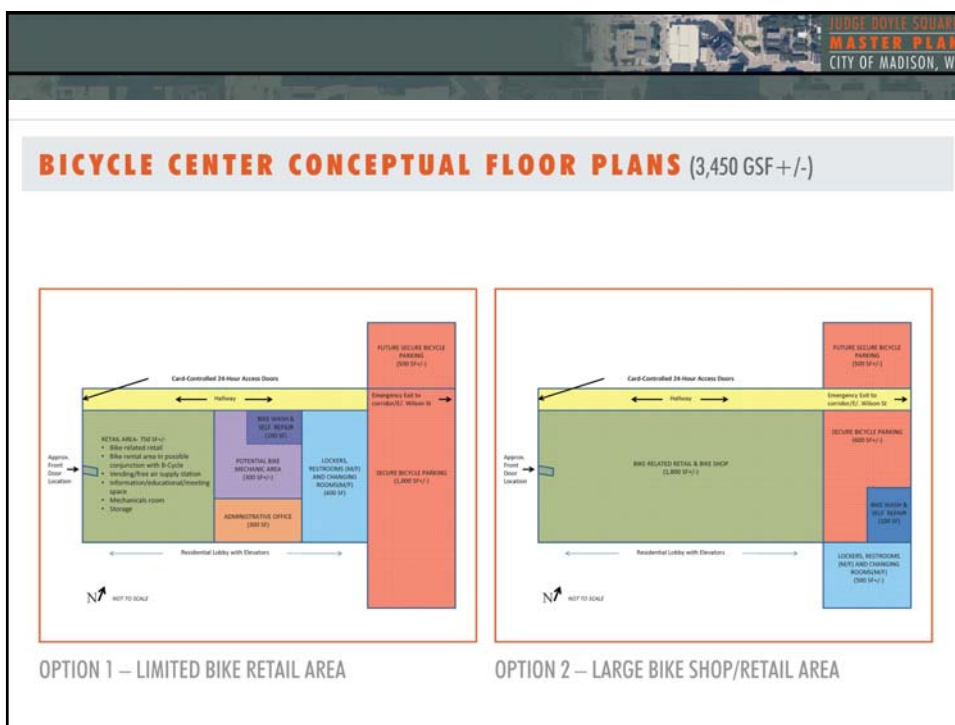















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## PROPOSED BICYCLE CENTER


### POTENTIAL BUILDING COMPONENTS

  
Secure Bike Parking Area

  
Personal Storage Lockers

  
Bike Repairs/Maintenance Area


  
Bike-Related Retail Area


  
Restroom

  
Access-Controlled Main Entrance


  
Bicycle Wash Station


  
Access-Controlled Changing Room


  
Bicycling and Trips Information Display


  
Vending Machine for Party Tolerant/Seizure


### FACILITY EXTERIORS/INTERIORS

  
Bike Station Santa Barbara


  
Bike Station Santa Barbara


  
Seattle Bike Port

  
Seattle Bike Port

  
Bike Station Long Beach

  
Bike Station Long Beach

  
Bike Station Washington, DC

  
Radsation - Muenster, Germany

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## BIKE CENTER OPERATING AND STAFFING OPTIONS

### OPERATING DEFINITIONS

#### PRIVATE OPERATOR

**OVERVIEW**

- For-profit retailer or non-profit organization
- Uncommon, often unsustainable

**ADVANTAGES**

- Costs shifted to private sector
- Financial incentive for customer service

**DISADVANTAGES**

- Revenue rather than public service focus
- Goals and objectives not linked to the public transportation network

**IMPLEMENTATION**

- Encourage alternative transportation to increase number of potential users
- Staffing definitions

#### PUBLIC/PRIVATE PARTNERSHIP

**OVERVIEW**

- Mutually beneficial relationship to accomplish specific objective

**ADVANTAGES**

- Sharing of costs and risks
- Private sector business operations focused on costs and customer service
- Public sector-led incentive structure to focus on providing a public service

**DISADVANTAGES**

- Difficulty establishing clear roles, expectations, and performance

**IMPLEMENTATION**

- Public project development or joint development after selecting an operator

#### PUBLIC OPERATOR

**OVERVIEW**

- Integrated into the operations of an existing public agency

**ADVANTAGES**

- Bicycles treated as part of the transportation system
- Seamless integration through coordination with various public agencies
- Akin to parking operations

**DISADVANTAGES**

- Complex multi-departmental coordination effort

**IMPLEMENTATION**

- Conduct needs assessment analysis
- Secure funding

### STAFFING DEFINITIONS

**UNSTAFFED FACILITY**

- 24/7 access control
- Membership system administered online
- Reduced human resource costs

**LIMITED STAFFED FACILITY**

- Peak-hour only access or 24/7 access control with a part-time attendant for non-members
- Flexible, serves all potential users

**FULL-TIME STAFFED FACILITY**

- Significant retail/repair component
- Customer-interaction, public service and business activities

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### SOUTH PINCKNEY BICYCLE/PEDESTRIAN CONNECTIONS & IMPROVEMENTS

**KEY**  
 Dedicated Bicycle Lane  
 Bicycle Boulevard/Sharrow  
 Pedestrian Path

**BICYCLE LANES & PROPOSED STREETSCAPE**

1 EXISTING STREETSCAPE

2 BIKE/PEDESTRIAN ELEVATOR

3 BOLLARD CONDITION

4 TERRACE SIDEWALK & PLANTER

5 VIEW SOUTH ALONG PINCKNEY STREET

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### STREETScape

**KEY**  
 Bioretention & Stormwater Management  
 Street Furniture  
 Lighting

**SITE PLAN**

BIORETENTION & STORMWATER MANAGEMENT

STREET FURNITURE

LIGHTING

The City has established a streetscape template for the outer loop. It consists of pedestrian safety "bump outs" at intersections on the inner side of the loop, a victorian globe style pedestrian level street light and the standard city high-mast one light at intersections. Street tree plantings are also included, in this case, trees in tree grates and other planting enhancements are recommended.

The method of on-street parking revenue collection for the adjacent streets should be consistent, if possible.

Street furniture, primarily table and chair sets for restaurants, should support the ambience and decor of the individual restaurant.

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