

THE "CONNECT MADISON" ECONOMIC STRATEGY
Nodes & Destinations - DRAFT

Opportunity Zones		Zone-Specific Projects	Corresponding Citywide Strategies
1	Downtown	Grow and maintain central Madison the economic, cultural, and entertainment hub of the region	7.1
		Implement a bike/ped connections between Law Park and Wilson Street	4.3
		Support the creation of a central transit terminal	8.5
		Support continued growth in downtown housing opportunities and encourage opportunities for "car free downtown living"	7.1
2	the Market District	Implement the Public Market project utilizing the City's Fleet Services building	3.1
		Support the creation of a "Market District" encompassing land and buildings in the vicinity of the Public Market	3.2
		Improve transit access to this area and create a transit terminal as part of the market district	8.5
3	Hilldale	Support redevelopment of the Hill Farms site as a vibrant, multi-use area	7.3
		Support creating a high-amenity transit center in this area	8.5
		Support continued investment in new housing and retail along university Avenue	7.3
4	Northside Town Center	Support the recommendations of the Northside Neighborhood Plan and recent market study of this site	7.3
		Explore the opportunity to utilize TIF to support redevelopment of this stie	5.4
		Encouage the use of the site as a location for a transit terminal serving the proposed BRT system	8.5
		Evaluate the potential of a new airport-oriented hotel on this property	7.8
5	East Towne	Work with the owners of East Town Mall and surrounding properties to look at redevelopment opportunities	7.3
		Coordinate with the owners of the American Family Business Park on potential investments in more employment and/or mixed-use buildings	1.10
		Work with the WisDOT on proposed reconstrction of the 51/151 intersection	8.3
6	Nolen Gateway / Alliant	Work with the Allient Energy Taxkforce to transform the faility into a world-class multi-use desitnation	7.2
		Support continued redevelopment of property in the John Nolen Corridor	7.3
		Explore opportunities to implement recommendations of the Nolen Centennial Project	7.2
7	Wingra Triangle	Support the recommendations of the Wingra Build Plan to	7.3
		Encourage continuend housing in the Park Street Corridor	5.3
		Create a plan and disposition strategy for the "Truman Olson" property	5.1
		Work with the Labor Temple and sourrond owners on opportunites for redevelopment	7.3
8	Westgate/ West Town	Coordinate with property owners on potential redevelopment plans	7.3
		Coordinate with UWRP on potential plans for this area	1.5
		Explore the potential of expanding the West Transfor Point to create a more appealing transit center and spawn related development	8.5