



Legislation Text

File #: 38059, **Version:** 1

Fiscal Note

The 2015 adopted operating budget of the Planning and Community and Economic Development agency provides funding of \$24,050 for Other Services General (Planning Administration Other Services and Expenses -- MUNIS 65101-54810-00000). The proposed expenditure is \$12,000. No additional appropriation is required.

Title

Authorizing the Department of Planning and Community and Economic Development to create the Mayor's City Design and Placemaking Initiative to raise the profile of design throughout the City of Madison and encourage the creation of welcoming public and private spaces through high quality architecture, design, and placemaking.

Body

WHEREAS, John Nolen said in his plan, *Madison: A Model City* (1911) that "Madison is one of the most striking examples that could be selected in the United States of a city which should have a distinct individuality, marked characteristics separating it from and in many respects elevating it above other cities;" and

WHEREAS, the City's Comprehensive Plan emphasizes the role of urban design and the creation of an attractive and engaging built environment that respects the community's unique setting and established character by implementing planning, urban design and architectural design standards that foster creation of a unique sense of place for the City as a whole, and within its individual neighborhoods, districts and gathering places; and

WHEREAS, the Downtown Plan and Neighborhood Plans citywide emphasize a strong sense of place that permeates throughout the community and encourages a dynamic and vibrant environment that offers a variety of choices to live, work and recreate; and

WHEREAS, the Mayor's City Design and Placemaking Initiative will be an effort to raise the profile of design and placemaking throughout the city in order to continue to be a model city; and

WHEREAS, the Mayor's City Design and Placemaking Initiative will include the creation of "The Madison Center for Architecture and Design (MadCAD)" a physical space in the community where citizens can learn, share, and promote thoughts, ideas and comments on design throughout the city with a focus on placemaking, architecture, and public art; and

WHEREAS, the Madison Center for Architecture and Design will be pop-up, free, and open-to-the-public exhibition/assembly space devoted to promoting architecture, community, design-thinking, creativity and placemaking; and

WHEREAS, the Mayor's City Design and Placemaking Initiative will help the Department of Planning, Community, and Economic Development and the Madison Arts Commission build meaningful partnerships with a wide array of potential collaborators including the American Institute of Architects (Madison Chapter), Taliesin (the Frank Lloyd Wright School of Architecture), and others; and

WHEREAS, partnerships with the American Institute of Architects (Madison Chapter) will leverage volunteers

with architectural expertise and showcase our local talent; and

WHEREAS, faculty and students from Taliesin, the Frank Lloyd Wright School of Architecture, will help curate MadCAD events, will leverage volunteers and promote heritage tourism through an affiliation with a nationally prominent architecture school that is unique to our community; and

WHEREAS, at the January 13, 2015 meeting of the Madison Arts Commission unanimously voted to endorse this initiative; and

WHEREAS, this initiative also involves the creation of a Mayor's Design Awards Program, an ongoing effort to recognize design excellence throughout the City of Madison; and

WHEREAS recipients will have added placemaking value to their neighborhoods by restoring, constructing or enhancing their properties in a way that respects the urban fabric and contributes to the character of their surroundings; and

WHEREAS a well-designed urban fabric is comfortable to pedestrians, encourages informal public gathering, and incorporates active public space and creates an environment that is welcoming to all people throughout the City.

NOW, THEREFORE BE IT RESOLVED that the Planning Division is hereby authorized to administer the above projects.

BE IT FINALLY RESOLVED that the Mayor and the City Clerk are authorized to use existing funds to execute related contracts.