



*Design Visions for
City of Madison Downtown Plan*

*Prepared By:
Downtown Design Professionals Workgroup
a Working Group of Downtown Madison, Inc*

January 2010

This report is dedicated to Phil Lewis.

We were lucky, when we gathered to dream and scheme, to be guided by the words and legacy of Phil Lewis, renowned urban planner and Professor Emeritus of Landscape Architecture at the University of Wisconsin-Madison. For more than half a century, long before sustainability came into vogue, Phil provided visions and blueprints for how to design our regions in a sustainable manner. He created the environmental corridor concept that is now a reality in Dane County and a basic planning tool nationwide. His vision of regional settlement patterns along rail corridors, connected at the center, preceded current “transit-oriented development” models and continues to challenge us to make better plans.

Thankfully, Phil joined us in person to keep our downtown dreams rooted in the big picture. He reminded us that Downtown Madison has to be viewed as the transportation, civic and cultural hub for the region. We are happy that his lasting vision of the Wisconsin Idea Center gets new life in our report as a place where ideas, knowledge and democratic participation come together to foster a healthy sustainable Madison region.

May we all continue to strive for the ideals that drive his enduring contribution to Madison and society at large.

Downtown Design Professionals

Introduction

The Downtown Design Professionals workgroup was created by Downtown Madison, Inc. (DMI) to serve as a resource to the City of Madison in the development of a comprehensive Downtown Master Plan. Tim Anderson, Principal of Schreiber Anderson Associates and long standing member of the DMI Board of Directors, chaired this effort and assembled a team of downtown professionals with expertise in architecture, landscape architecture, urban planning, urban design, historic preservation and real estate development. This group, which also shared a collective knowledge, commitment and passion for Downtown Madison, volunteered to meet monthly, starting in April 2008, to generate ideas, identify issues, and critically evaluate alternatives to assist the city staff in creating a comprehensive and compelling vision for Downtown Madison for the next 20 years. The work of the Downtown Design Professionals was informed by critical issues and opportunities identified in the City-sponsored public meetings as well as the group's individual and collective insights on what is needed to create an exciting, vibrant and successful Downtown. The work of the Downtown Design Professionals was guided by the following key goals:

- Create a bold and exciting vision.
- Build on Downtown's historical and regional context.
- Promote sustainability through density, place-making, regional transportation connections, and pedestrian- and bicycle-friendly design.
- Identify catalytic opportunities that stimulate economic development and jobs growth.
- Promote density, place making and sustainable design.
- Celebrate downtown's Isthmus location by creating new opportunities to access and interact with the lakes.

This document is not intended to be a plan. Rather, it is a compilation of planning and design ideas and principles that can inform the preparation of the Downtown Plan. Although consensus was not sought for each individual idea, the Design group supports the document as a whole. It is our hope that ideas contained in this document will inspire the Madison community about the potential future of Downtown Madison. The Downtown Plan is a once in 20-year opportunity to make a bold statement about our future and what kind of place we want our downtown to be. We can succeed if we work together.

Acknowledgements

The following design professionals participated in the preparation of design visions included in this document.

Tim Anderson, Schreiber Anderson Associates

Phil Lewis, Phil Lewis Design Center

Douglas Kozel, KEE Architecture

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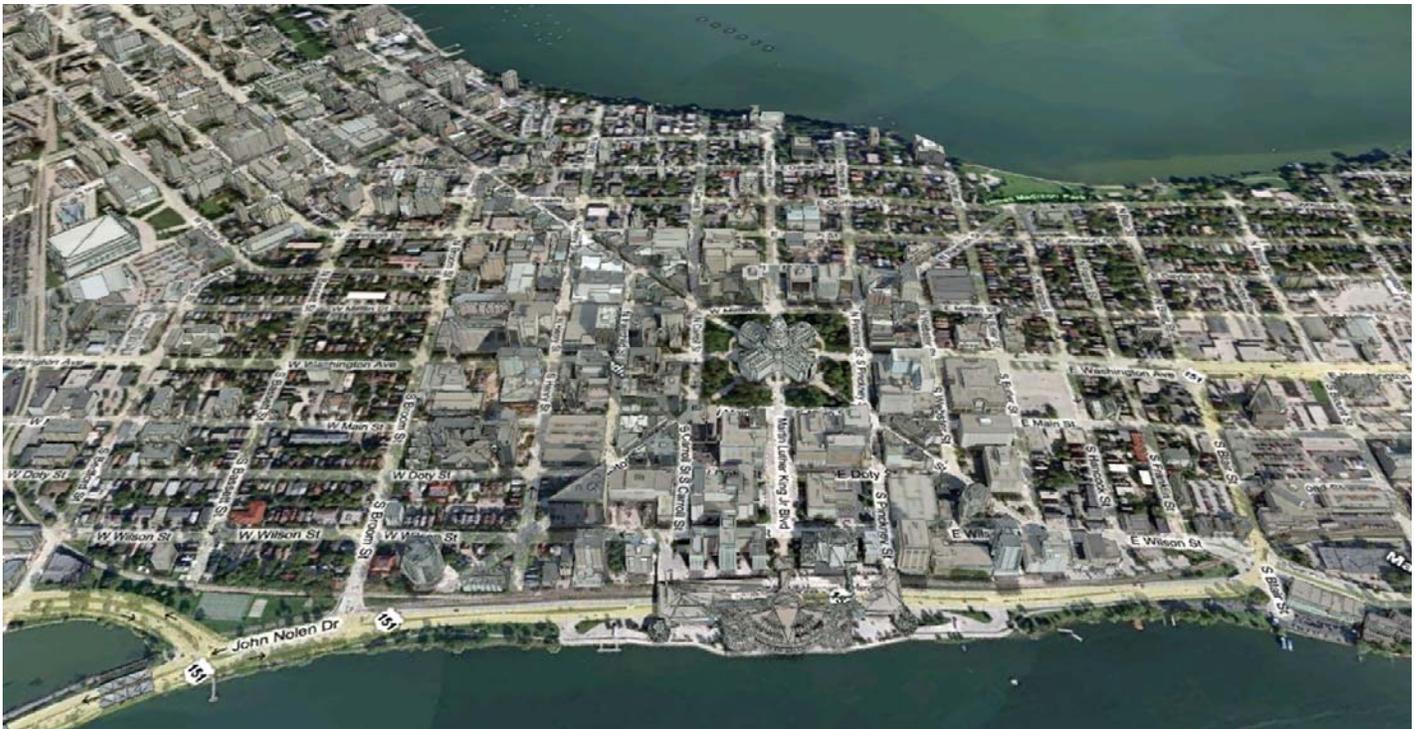
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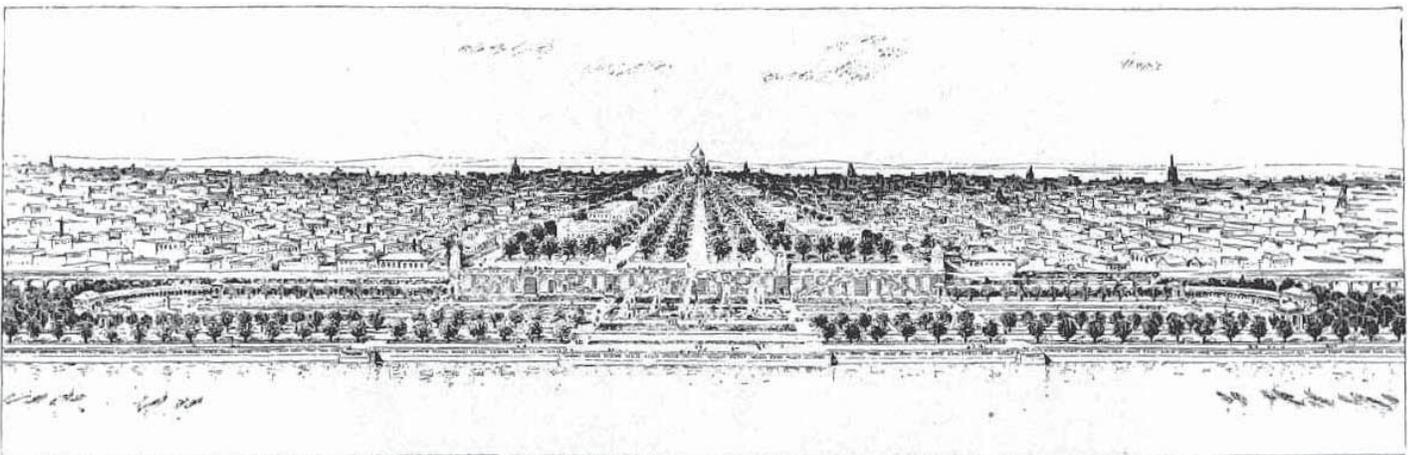


A Historical Context

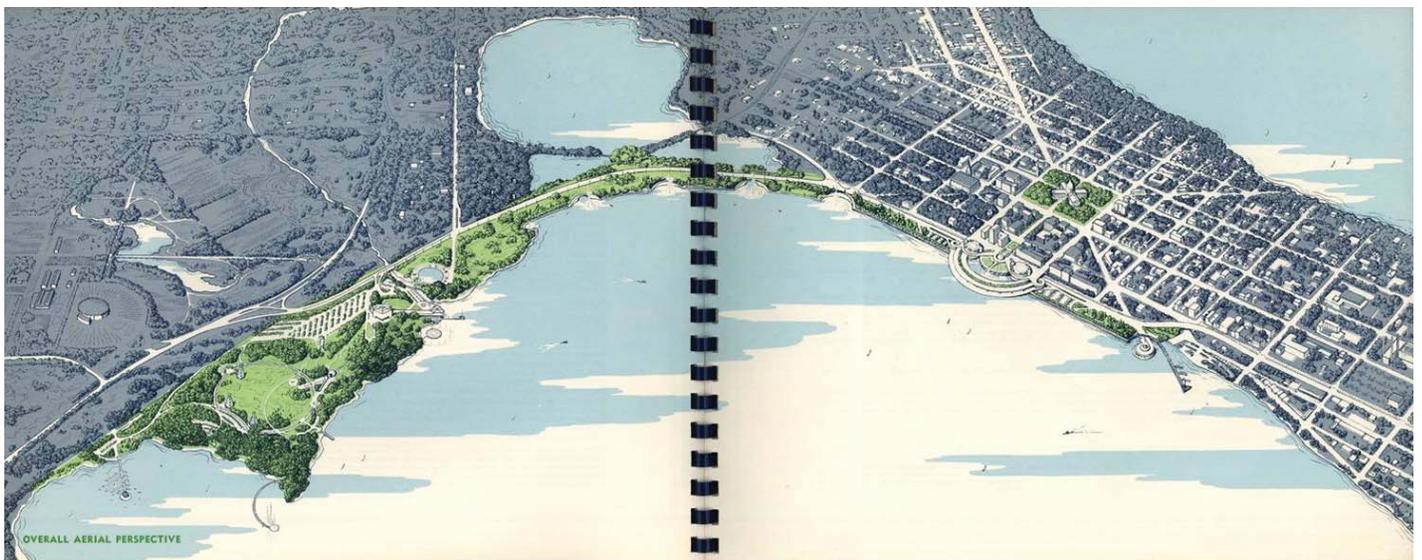
Madison has a long history of defining itself through urban design. Beginning with John Nolen's master plan of 1907 through the mid-century proposal for the Olin Turville Basin by William Wesley Peters to the environmental vision of Phil Lewis, these explorations have been a part of our culture.

Each of these plans shows a relationship to our extraordinary natural environment. Nolen recommended a grand esplanade to connect our Downtown to the Monona Lakefront. Peters and Taliesin explored a broad lakefront vision that extended from Turville Point to Blair Street, and included Frank Lloyd Wright's design that became our Convention Center. Lewis has spent a lifetime investigating the complex relationship between people and our environment, whether urban or rural, leading to a vision of a sustainable way to inhabit our region. We should honor this past with the new plan for downtown Madison.

Our hope is to connect with this history of discovery and of design with the projects herein, which we modestly put forward for consideration.



John Nolen Vision - 1907



A Grand Lakeshore Plan
William Wesley Peters - 1967

BSustainability

Historically, Madison grew, as did other U.S. cities during the last couple centuries, through ever-greater access to and exploitation of natural resources. These resources, combined with ingenuity, hard work and new technologies fueled a rapid rise in material well being for most citizens.

Now there is widespread awareness that our levels of resource consumption, waste generation and degradation of the natural environment exceeds earth's limits. We enter a new era defined by the challenge to find ways that all people can meet their needs while living within the limits of the natural environment. This challenge must be front and center, and define our vision and plan for downtown Madison.



Phil Lewis focused his career on developing a vision for a sustainable region, with downtown Madison at its center.

In Phil's own words, the quotations below eloquently express the need for a regional, sustainable vision.

"...we must encourage future urban growth within the rail corridor where, historically, it has always been."

"...we must strive to ensure the preservation of our limited resources for future generations while still allowing economic growth and development."

"We must design in harmony with our surroundings and maintain our open space instead of sprawling into it."

"We must preserve the personalities of our region rather than suppressing the character of our surroundings with an invasive presence."

You can learn more about Phil Lewis and his regional vision by visiting his website at:
<https://mywebpace.wisc.edu/phlewis/zoom.html>

For downtown Madison to play its role in this vision for a sustainable region, it needs to strive for the following qualities, which also guide this report:

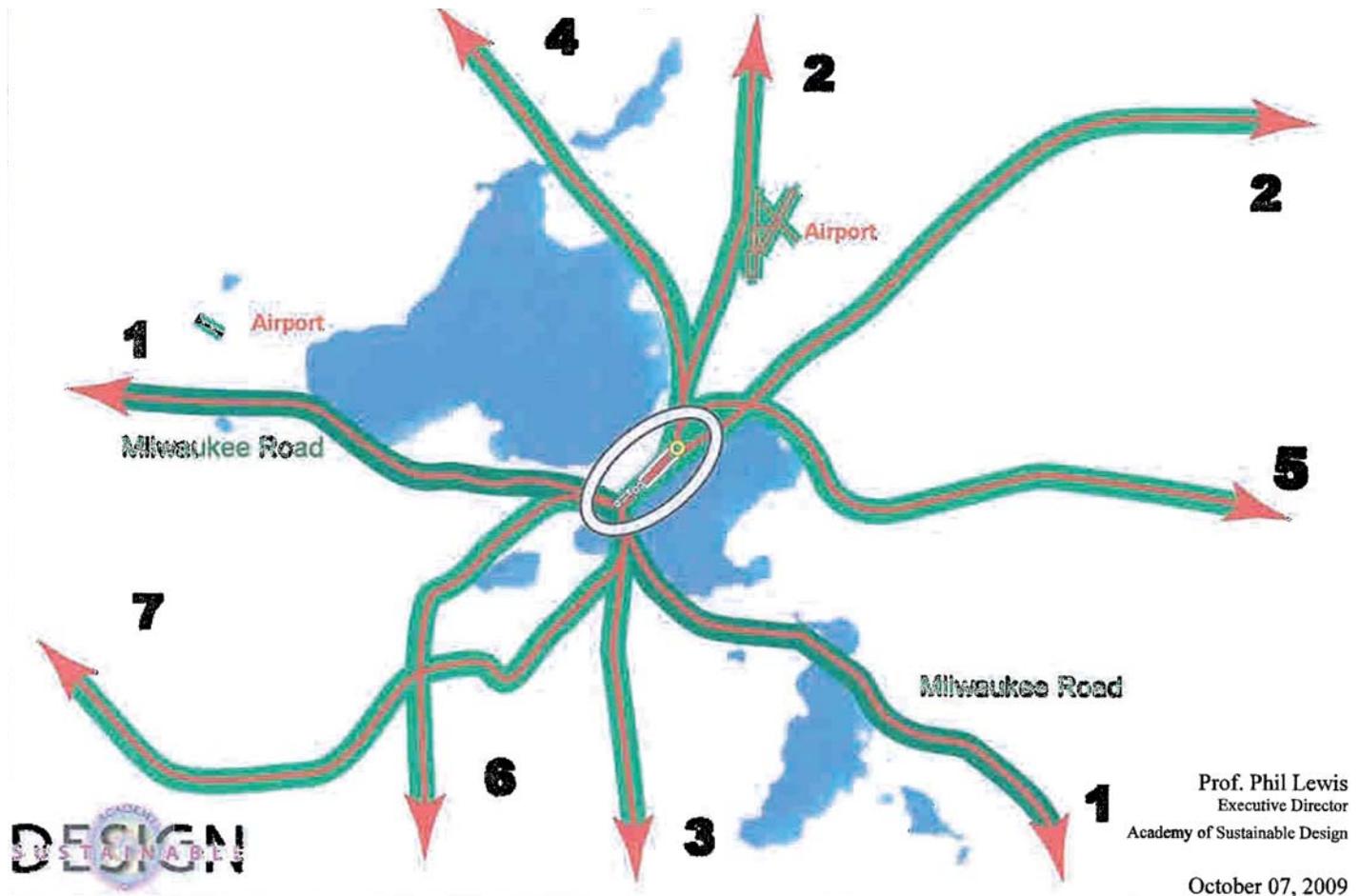
- A regional center, connected through multi-modal transportation systems including high capacity transit. As the civic and cultural center, connections to the region are necessary. High capacity transit, which is more efficient, will be a required element of such connections.
- Density. In combination with these other principles, density consumes fewer resources per-person and creates opportunities for vitality and civic engagement.
- Vibrant, active, pedestrian- and bicycle-friendly streets. Such streets create the public spaces for lively interactions, art, culture and commerce.
- Fine-grained mix of living, working, arts, culture and education. Such a mix creates diversity of activities that are needed for cultural, economic and intellectual exchanges, and to foster vitality day and night.
- Public spaces that attract people from the region for civic and cultural activities. In addition to streets, a variety of small and large, indoor and outdoor gathering spaces are needed.
- Connections to and celebration of isthmus location. Madison has yet to fulfill the potential of making the lakes truly accessible downtown.
- Sustainable design – that steadily reduces consumption of fossil fuels, water, creation of waste, stormwater run-off, and use of toxic and unsustainably harvested or created materials.

Regional Context

“Our greatest task is ... to convince the public of the universal interest in protecting their surroundings.”
Phil Lewis

Downtown Madison’s position as the “heart and soul” of the region needs to be strengthened to achieve the bold future that is envisioned by the Downtown Design Professionals in this report. A regional vision for Madison has been the focus of Phil Lewis’ professional career. Phil’s vision places Downtown Madison, the University of Wisconsin and the State Capitol as the center of a local, statewide, and Midwestern regional context by virtue of its connection to a multi-spoked statewide rail network that converges in Downtown Madison.

This is an astonishing diagram below, unique and compelling, if we come to understand it. It is an image of the rail routes that serve our city, which converge on a single destination: our Downtown. Historically, these corridors grew from the economic demands and topological possibilities of the time. Today they indicate a way to build in the future. They communicate a vision of more compact settlement along transportation corridors, facilitating regional connections and preservation of natural, cultural and agricultural resources and heritage outside the corridors. While recent development patterns have not followed this model, the growing need for more sustainable options keeps Phil’s vision relevant and prescient.



Phil's diagram below illustrates how these regional rail corridors (shown in yellow) converge on the Downtown and the Isthmus to create a linear transit system. There are three strategically positioned inter-modal transportation hubs at the West Rail Corridor and Mifflin Street; Blair Street and the East Rail Corridor; and proposed Yahara Station near First Street and East Washington Avenue. The rail corridor that serves these transportation hubs forms the backbone of a linear transportation system and is the key to an economically healthy and vibrant Downtown and Isthmus.



Capitol Core Diagram

D **Downtown Framework Plan/Transportation Vision**

The Downtown represents a “canvas” for creating a comprehensive vision where land use districts, open space corridors and a multi-modal transportation system are overlaid in an interrelated, interconnected framework. This framework illustration on the next page captures the multitude of specific design opportunities studied by the Downtown Design Professionals and presented in this document. Central features of a unified and integrated Downtown concept include:

Land Use Districts

Downtown Madison is an assembly of many diverse, mixed use districts that are each unique by virtue of their respective use, building character, scale, street patterns, open spaces and relationships. Definition, development and enhancement of these districts are key to creating a vibrant Downtown.

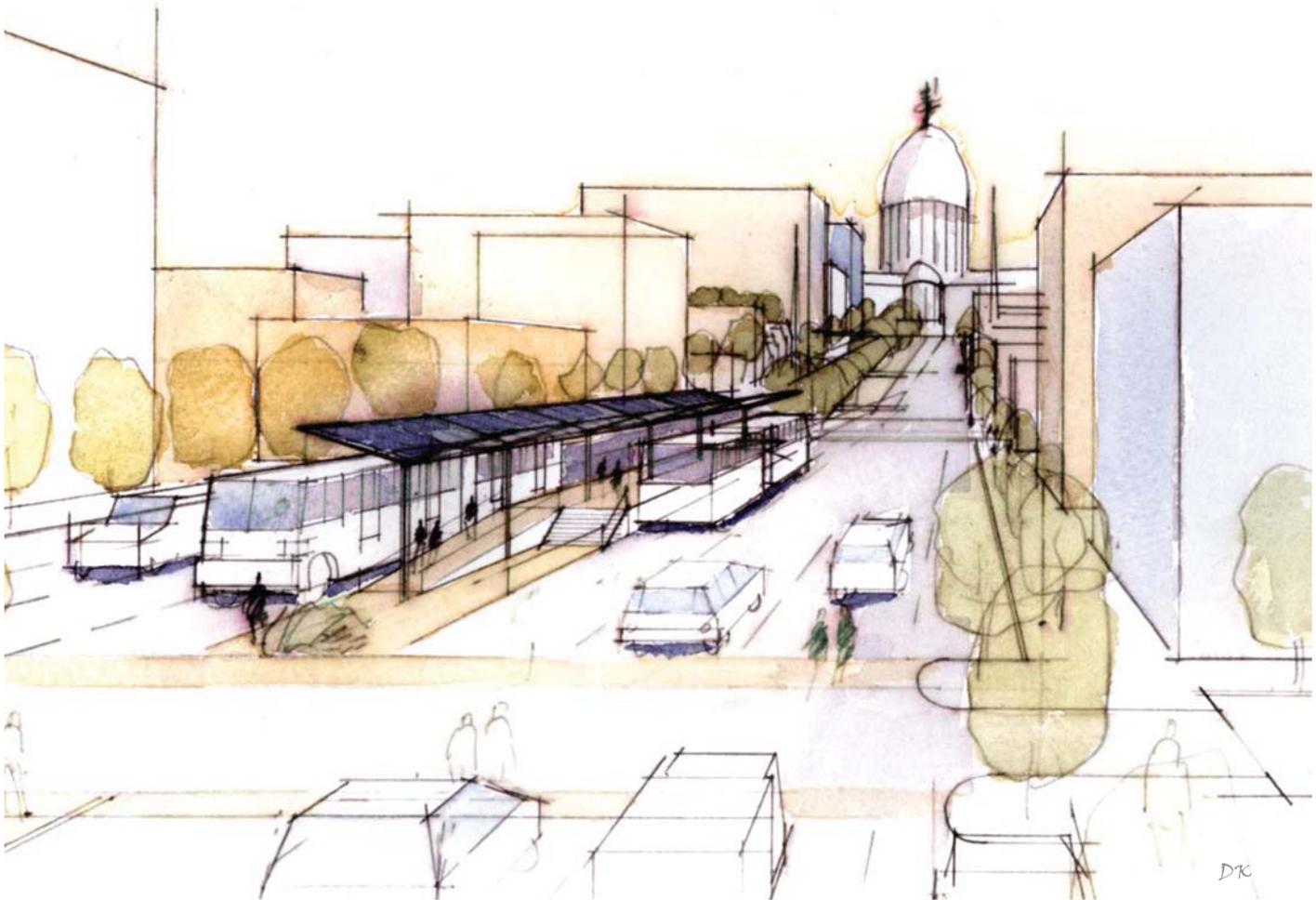
Open Space System

Continuous public access to the Lake Monona and Lake Mendota shorelines is a priority feature in a 2030 vision and one that will implement the historic John Nolen Plan for Downtown Madison. “Green” cross Isthmus corridors including Murray Mall, State Street, our East-West and North-South boulevards, and our local and collector grid street system will interconnect both lakes and, with the inclusion of large and small public parks and plazas, will create a comprehensive pedestrian-oriented open space system for the Downtown Madison. This open space system will be necessary to foster vitality and support increased density for the Downtown where streets comprise most of the public spaces.

Transportation Vision

The Downtown transportation system will evolve over the next 20 years to include new systems to move people including a high capacity transit system and improvements in pedestrian and bicycle facilities. Different modes of transportation foster different types of urban environments. A key question, then, for a 2030 transportation vision is “What kind of place do we want to be?” The collective vision of the Design Professionals is a transportation system that creates connections rather than barriers and one that offers attractive and safe settings for vibrant street level activity. The foundation of Downtown Madison’s future transportation system will be a high capacity transit system (commuter rail or rapid bus transit) with local transit, bicycle and pedestrian connections designed to provide access to all Downtown destinations. Planned growth and density should be focused on this transit corridor with structured parking planned as part of high-density development. John Nolen Drive should be designed as a free flow corridor to accommodate through Isthmus traffic and the core of the Downtown should be served by a destination-oriented grid street system. A shift towards increased transit, bicycle and pedestrian use will allow us to return to a friendlier, two-way grid street pattern for our Downtown arterial streets which will create a more walkable Downtown and stimulate greater business activity.

High Capacity Transit System



Madison Metro's present system of bus routes includes service to low-density developments beyond the isthmus where low ridership is inevitable. Better integration between land use and transit planning is needed to foster more transit-oriented development. Higher capacity mass transit systems such as rail or bus rapid transit are needed that concentrate growth, which in turn makes mass transit more viable.

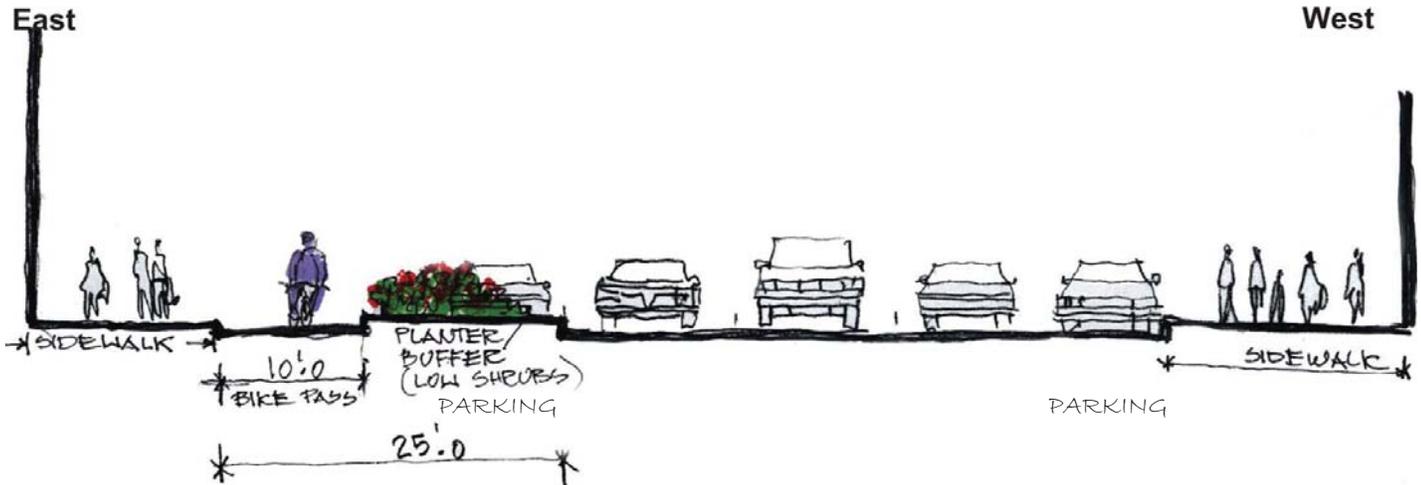
The planned commuter rail route to connect Sun Prairie with Downtown Madison, and then west to Middleton would promote such transit-oriented development. Another option, which could complement rail, is rapid transit bus (BRT) along existing transportation corridors such as East Washington, University Avenue, Park Street and Packers Drive. BRT runs on dedicated lanes, and functions more like rail transit than a bus. This means frequent busses throughout peak hours, perhaps as often as every five minutes. It requires quick embarking and disembarking rather than queuing up to pay the driver. Riders pay to access a raised platform; articulated busses have multiple doors that open simultaneously to allow the exchange of riders to occur, with stops of only 20 seconds. BRT systems have the advantages of substantially lower cost than rail

For an example of such a system, see the web site below about the city of Curitiba, Brazil.
<http://www.urbanhabitat.org/node/344>



“Complete Streets”: Enhancing the Downtown’s Pedestrian and Bicycle Experience

The Downtown Design Professionals explored how the implementation of a multi-modal transportation system can relieve traffic volume and congestion on our Downtown arterial streets - Johnson, Gorham, University, Blair the Outer Ring, etc. and allow these streets to be redesigned for walking, biking and transit in addition to automobile circulation. Our Downtown streets need to become more livable and comfortable which in turn can stimulate greater business activity. A “complete streets” design approach is now being used in cities across the country. The cross-section below illustrates an application of the “complete streets” approach in New York City.



NEED/OPPORTUNITY:

Humanize city streets, modify the space around the street to a more human scale. Create incentives for walking, biking, and transit.

CONCEPT:

Redesign arterial street Rights of Ways to accommodate pedestrians, bicyclists, public transit as well as automobiles. Install landscaped medians to reduce pedestrian crossing distances and shelter bicycle lanes from automobile traffic. Incorporate on-street parking and place new buildings close to the sidewalk to visually narrow the street, promote slower traffic and create a sense of enclosure. Install textured crosswalks and pedestrian signals/signage to visually cue the drivers to the presence of pedestrians and bicyclists. Provide a well-designed system of streetscapes and public spaces to enhance the pedestrian experience and create settings for formal and informal gatherings and outdoor activities.

IMPLEMENTATION:

Create Tax Incremental Districts (TIDs) to capture increment from Downtown redevelopment projects to fund street and streetscape construction.

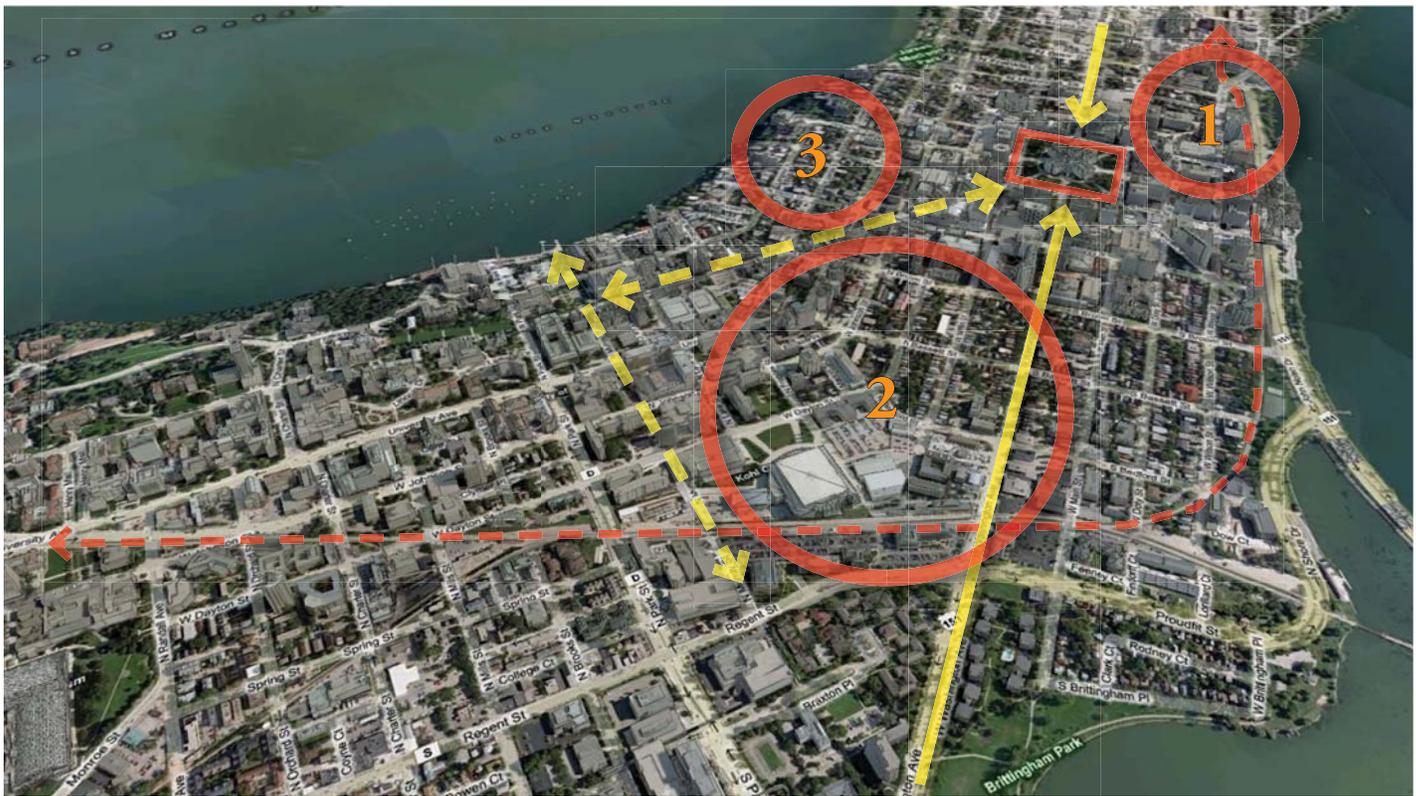
For more information about “Complete Streets” go to:
www.completestreets.com
www.streetsblog.org



E Catalytic Redevelopment

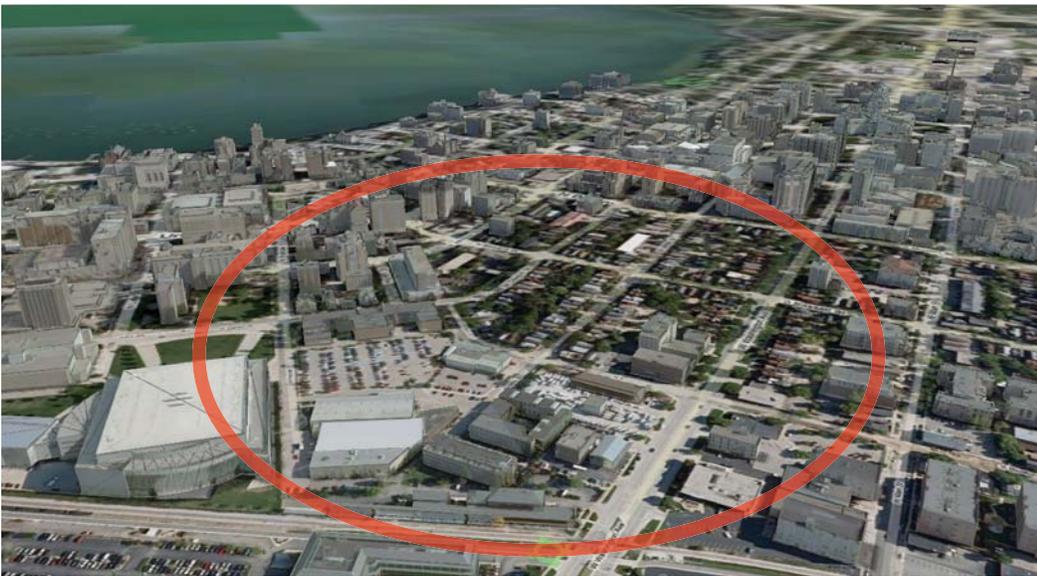
A key component of a comprehensive vision for Downtown Madison is the identification of strategic redevelopment opportunities that will catalyze public and private investment. Catalytic redevelopment opportunities are not single parcel developments. They are larger, comprehensive opportunities that generate multiple positive outcomes - creating activity and job centers, enhancing downtown access and connections, enhancing public spaces, improving the character and identity of the Downtown, and capturing or stimulating new market opportunities. If we are strategic about redevelopment, we will have greater potential to achieve a vibrant and economically healthy central city. We will also need to be proactive to achieve the “highest and best” outcomes. Comprehensive planning, building public and private partnerships, leveraging public and private funding, and land “banking” to reserve important sites for redevelopment are key strategies for success. The Design Professionals have identified three catalytic redevelopment opportunities and prepared planning and design visions for each of these opportunities. The aerial photo below identifies these catalytic redevelopment opportunity areas, which include:

- 1 First Settlement/Lake Monona
- 2 Mifflin Street/Wisconsin Idea Corridor
- 3 Langdon Street/Lake Mendota

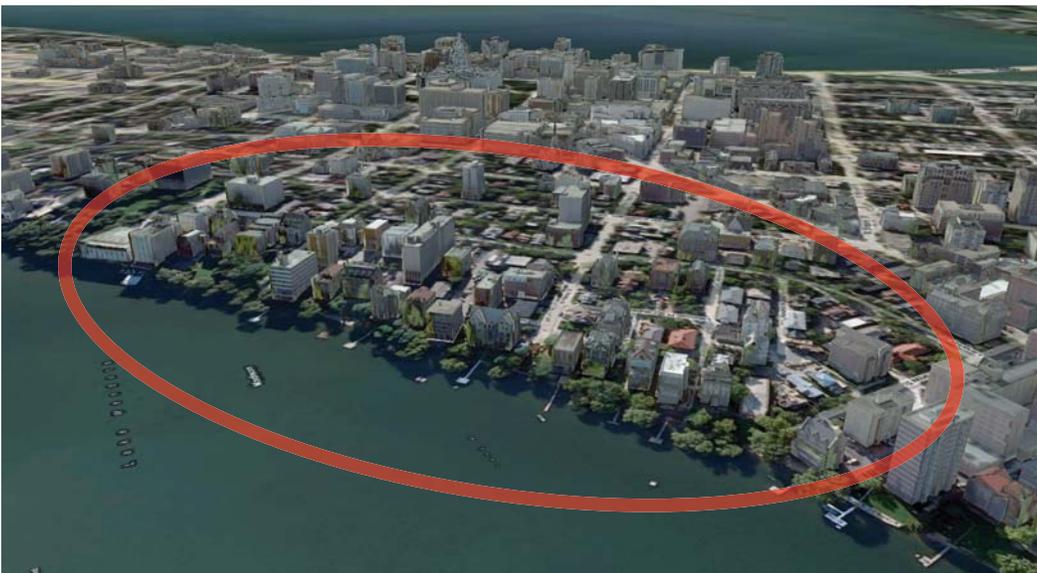




First Settlement/Lake Monona

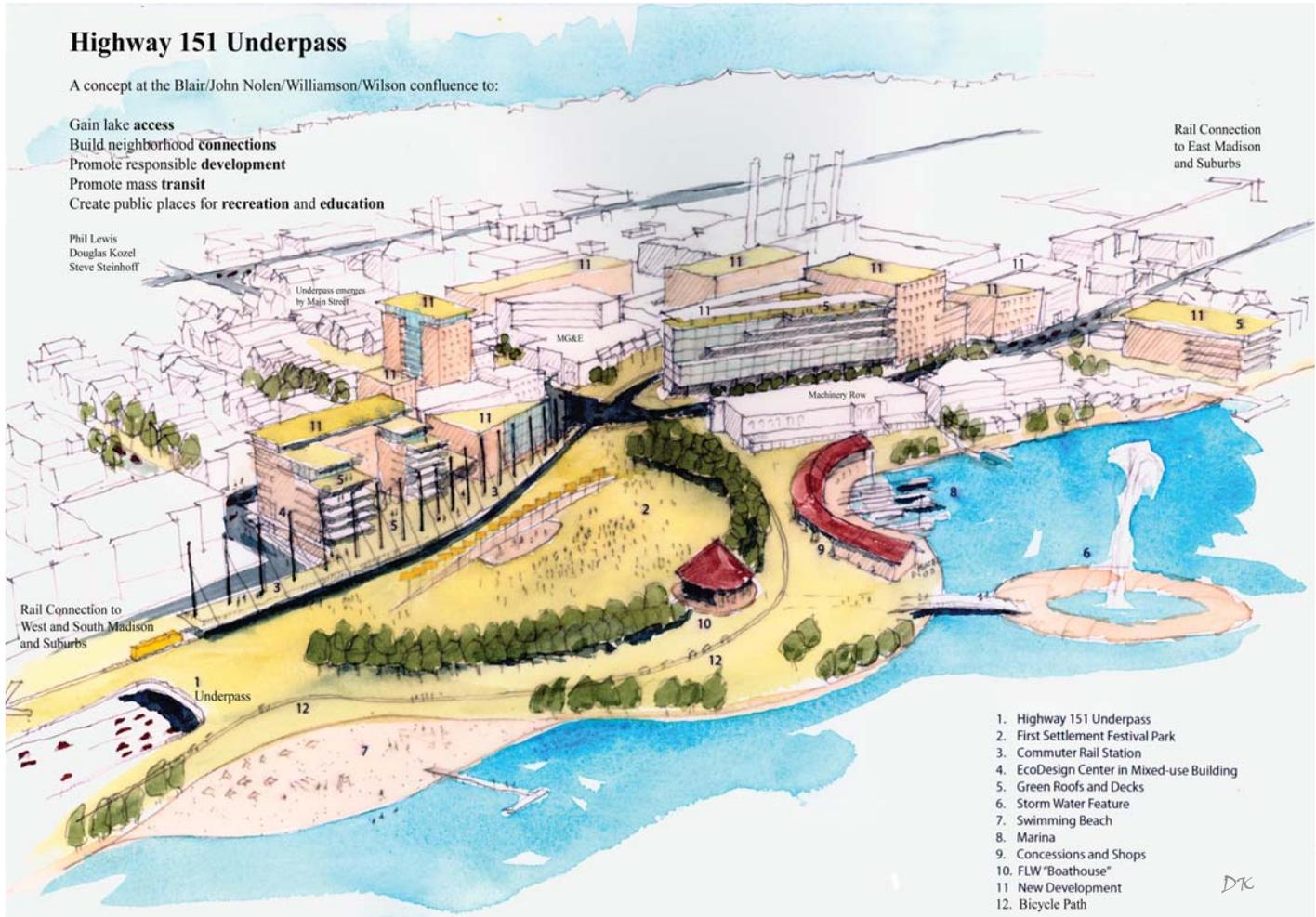


Mifflin Street/Wisconsin Idea Corridor



Langdon Street/Lake Mendota

Area 1: First Settlement/Lake Monona



NEED/OPPORTUNITY:

The Blair Street/John Nolen intersection and adjacent areas present several challenges and opportunities. First, the Blair Street/John Nolen intersection is a choke point for thru-isthmus traffic. With increases in vehicular traffic and the advent of a commuter rail system, it will only get worse. Second, for a hundred years, Madison has had the dream of connecting downtown to the Monona lakefront. This is a location where it could occur. And finally, Madison needs space for future job growth. At this location, it might be possible to meet all of these needs with a single, bold move: put the highway underground.

CONCEPT:

If the main corridor of vehicular traffic could be segregated from local traffic, pedestrian-friendly streets and new lakefront access would be created. Highway 151, aka John Nolen Drive, would go into a tunnel just east of the Monona Terrace, and continue on its present course of rounding the corner onto Blair Street, still underground. Once past Main Street, it would resurface to connect with East Washington Boulevard, as it does today. Entrance to the Capitol Square area would be via East Washington Boulevard, and Williamson Street would function more as a local road and a feeder road to downtown than as a through-corridor. Downtown connections to John Nolen Drive would occur with a two-way Wilson Street and a two-way Broom Street.

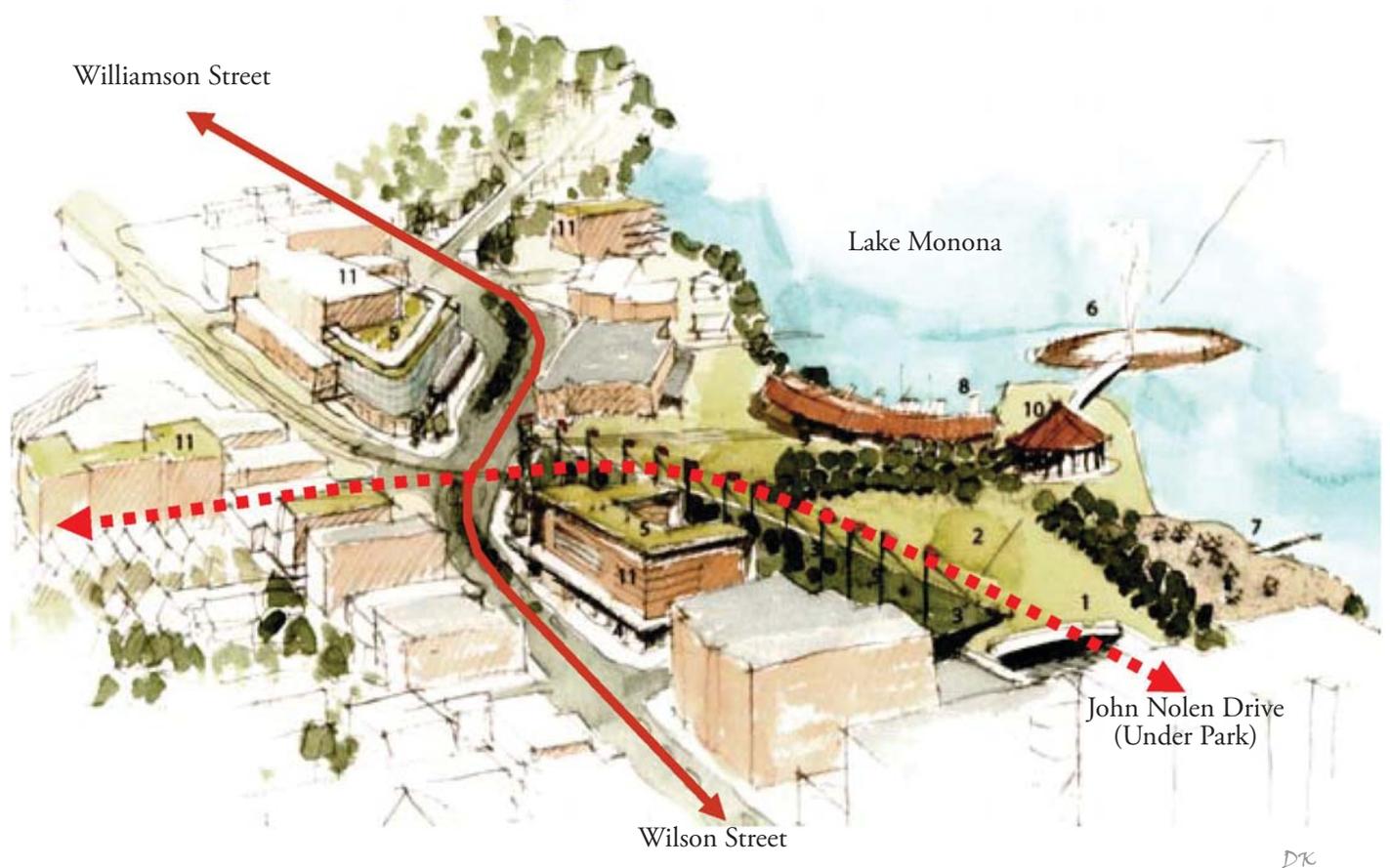
With Highway 151 underground, the area on top would become a park. It would no longer be necessary to cross over six

lanes of traffic to get to the shore. A boathouse designed for Madison by Frank Lloyd Wright could be built as focus of the park. A sizable assembly area could be achieved, making it a location for festivals. A swimming beach, marina, fishing piers and ice-skating rink could be incorporated allowing active interactions with the lake. Bicycle traffic would continue along the water's edge. Blair Street, between Wilson and Main Streets, would be restored to a local street. With diminished traffic and noise, Blair would again become desirable for residential and commercial use. Easy pedestrian access across Blair Street would establish a connection between today's downtown and the job supporting promise of the east Isthmus area. The proposed site of a commuter rail station is the historic location of earlier rail depots in Madison. This is an ideal spot to utilize in returning Madison to the use of a commuter passenger rail.

The illustration below shows how Williamson Street and Wilson Street are restored to their historic use as local feeders to the downtown area. They become connected by the intersection at Blair Street rather than separated, as now occurs. Connection to the lakefront will be over streets used for local traffic only, which makes them easy and safe to traverse. Numerous development sites become desirable for employment, retail, and residential use on sites now vacant or under used.

IMPLEMENTATION:

John Nolen Drive is a federal highway, so it is reasonable to think in terms of federal funding. Construction would entail open excavation and building a cover over John Nolen rather than "tunneling." However the railroad crossing will complicate the construction logistics. Waterproofing is a challenge, though tunnels have long been built under bodies of water. The hard

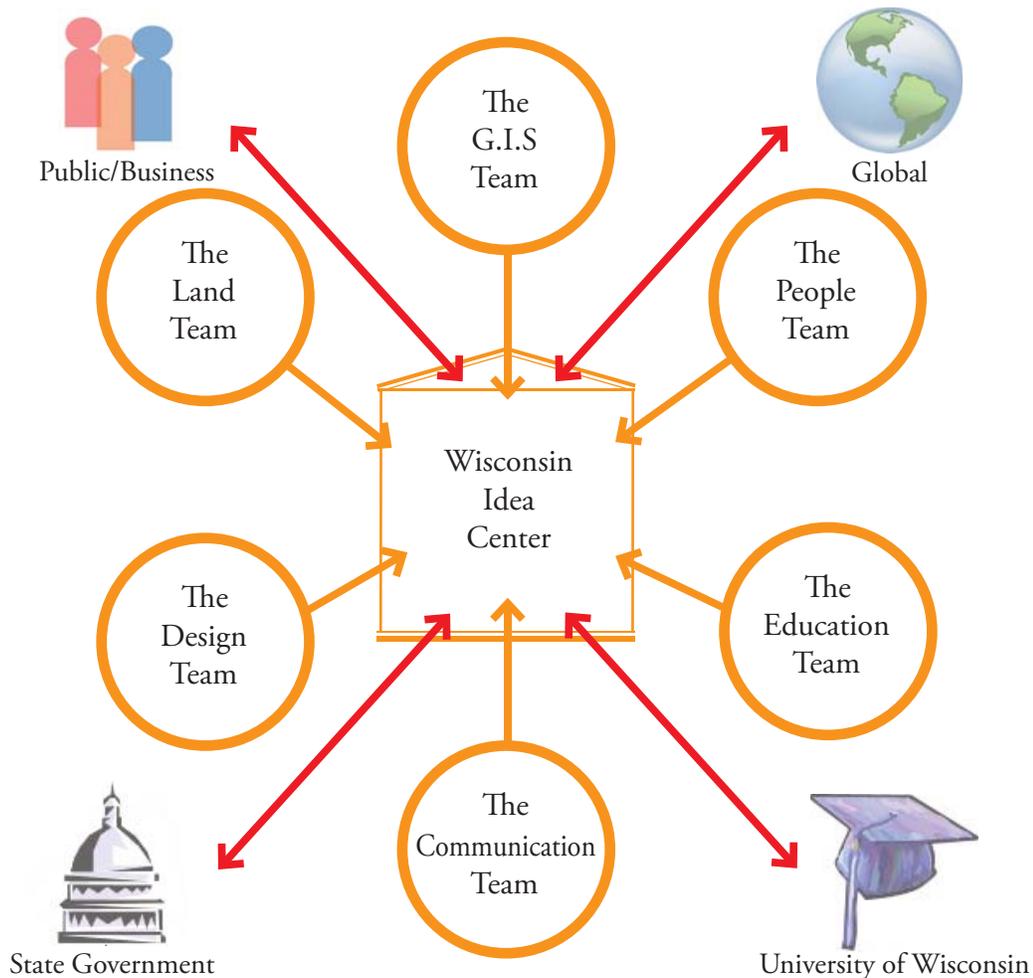


Area 2: Mifflin Street/ Wisconsin Idea District - Phil Lewis Wisconsin Idea Center (Map #3)

A key component of Phil Lewis’ regional vision is the creation of a Wisconsin Idea Center, a place where the University of Wisconsin, State Government and citizens of the community and the state can come together to solve critical issues of our time. Phil Lewis’ vision for the Wisconsin Idea Center is a place where the arts, humanities, design and public policy can be part of an interdisciplinary regional planning process that finds solutions for creating sustainable communities that minimize the human impact on the land.

The Wisconsin Idea Center is a building that will allow for the interdisciplinary talents of the University and State Government, which are currently separated, to be housed in a setting that fosters collaborative discovery. The Wisconsin Idea Center would also serve as a new public forum in which citizens can convene with academics, public officials, and most importantly, with one another to discuss and formulate collaborative solutions to statewide issues. Issues and solutions can be visually explored using UW technologies in satellite imaging, GIS, virtual reality simulations, computer assisted planning and design applications, and other emerging and new technologies. The outcome of this collaboration will not only identify planning solutions but also advance public policies that can be presented to citizens, businesses and lawmakers for adoption.

A potential site for the Wisconsin Idea Center is the U-Haul site on Bedford Street near the West Rail Corridor and a proposed inter-modal transportation hub. This location will allow an interface with communities and activity centers that are connected to this hub by the regional rail and bicycle network. This site is also strategically located near the proposed UW Arts Campus and the Mifflin corridor that links the UW with the State Capitol. The diagram below illustrates Phil’s Wisconsin Idea Center concept.



Area 2: Mifflin Street/ Wisconsin Idea District - Full Block Redevelopment Concept (Map #4)



Historically, great cities are comprised of neighborhoods with distinct personalities. A natural reaction is to retain these personalities and to preserve the status quo or even to separate the neighborhood from the fabric of the community or region at large in order to maintain this uniqueness. Pride, nostalgia, and longing for the “good old days” reinforce this thinking. For an organism (in this case a city and region) to flourish, however, individual elements (in this case a neighborhood) need to be connected to the larger organic, each nurturing and receiving what the other requires to coexist and thrive. Like organisms, cities and their neighborhoods, grow, adapt and change in response to environmental demands.

NEED/OPPORTUNITY:

The diagram above illustrates a full block redevelopment strategy that recognizes the core values of Mifflin Street’s 50+ year history of progressive thought, human scale and social values.

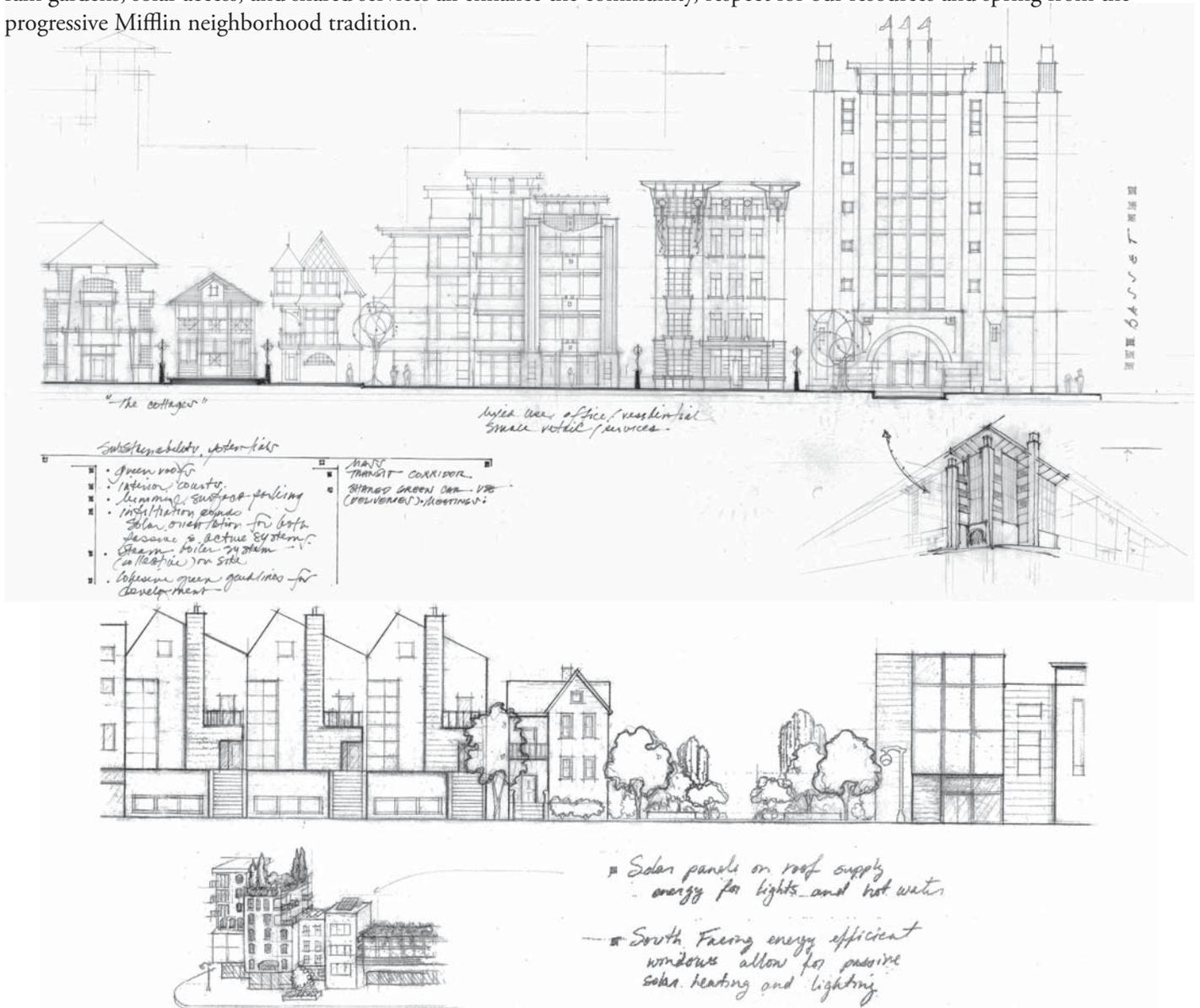
CONCEPT:

The concept for this full block redevelopment is to create a densely built mixed-use neighborhood that preserves and enhances the social fabric of “Miffland”. The premise for this Mifflin block design is that there are many existing structures that contribute to the historical context and human scale of the street that should be preserved to create a core at the center of the block. These existing vernacular structures form a “nucleus for social interaction” identified as the Miffland Forum Park.

New housing is part of new infill buildings that gradually gain in size as they progress towards the perimeter streets, Bedford and Bassett. This organization avoids hemming in the smaller residential structures. The rooftops of these large buildings can include green plateaus, plazas and gardens to create architectural diversity and avoid the “flat-topping” effect that is prevalent today. Varying building setbacks can also create nodes and pocket parks for social interaction.

The block is served by two main auto access points, leading to lower level parking (with a plaza cover) and enclosed parking as part of the larger buildings. In this way, service access and driveways can be consolidated for collective efficiency and to create connective green space.

Sustainable design is a core value of the neighborhood and is manifested in a mix of carbon-neutral, single-family and multifamily buildings and landscaping that is part of individual buildings and public streetscaping. Green space, green roofs, rain gardens, solar access, and shared services all enhance the community, respect for our resources and spring from the progressive Mifflin neighborhood tradition.



Area 2: Mifflin Street/ Wisconsin Idea District - Mid-Block Study (Map #5)

NEED/OPPORTUNITY:

The housing stock in the Mifflin Street area is deteriorating; the sites are underutilized. The concept below illustrates a Mifflin Street mid-block redevelopment opportunity that makes use of the large spaces found behind the houses within the blocks between West Washington and Mifflin Street. Current use of this space is primarily surface parking. As part of the Wisconsin Idea for this area, this mid-block space could be developed in an environmentally sensitive manner, increasing density in the midst of the city where infrastructure and services already exist.

CONCEPT:

The genesis of this idea is preservation of existing housing stock or replacement with buildings of similar scale, thereby preserving the village quality of the street. At the same time, the block is greatly increased in density from 20 units per acre to 90 units per acre by construction of the mid-block development. Shops, offices or shared community space could occupy spaces on the ground floors.

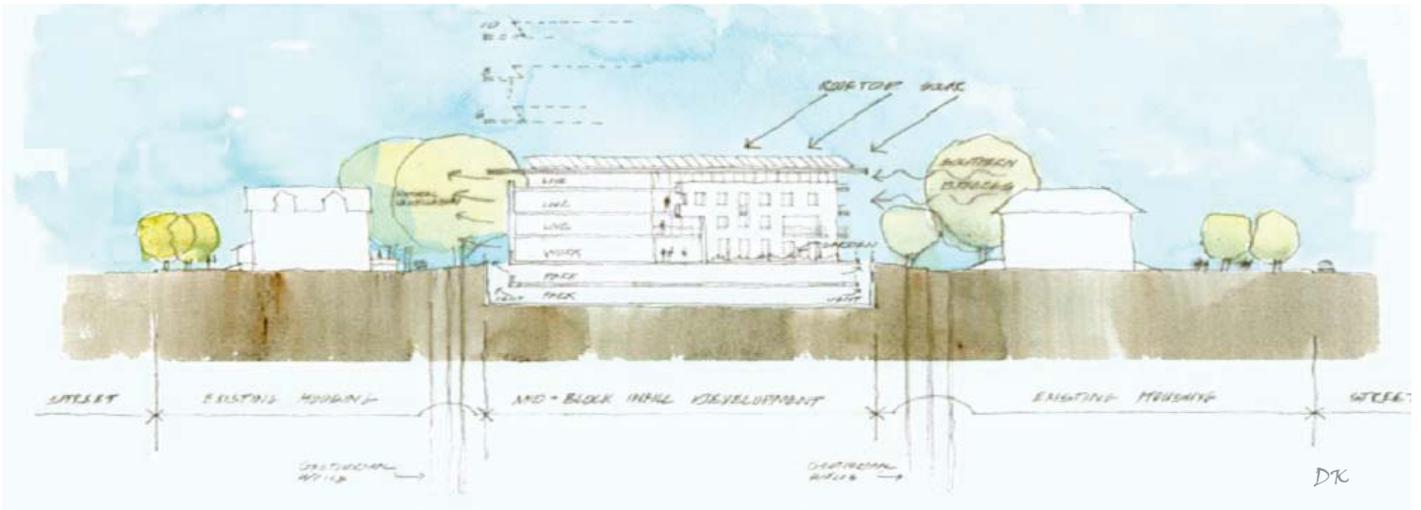


Design Visions for City of Madison Downtown Plan

In this concept, parking is placed under a plinth that runs through the center of the block. Four loft type buildings, ranging in height from four to 10 stories would then be built upon the plinth. The buildings are rotated in plan for optimal exposure to the sun, thereby promoting natural heating and cooling. The sheltered corridors are single loaded and south facing, a passive intermediate zone between outside and inside. Solar collectors could cover the roofs. Vegetable gardens occupy spaces between the buildings.

IMPLEMENTATION:

Land accumulation by either a public or private entity would enable this approach.

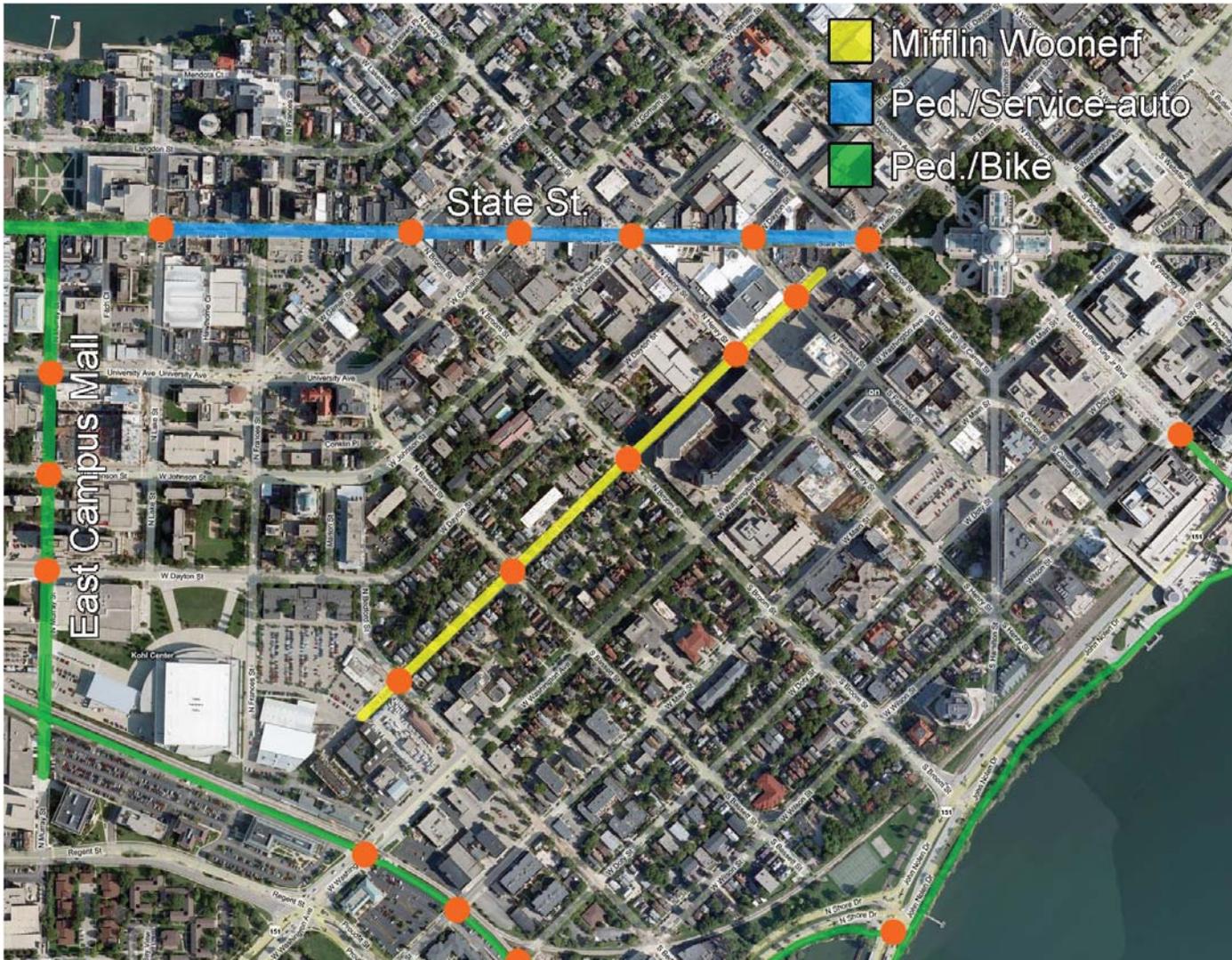


Mid-Block Cross-section



Ground Level View - Through Block Passage

Area 2: Mifflin Street/ Wisconsin Idea District - *Mifflin Street “Woonerf”*



NEED/OPPORTUNITY:

If the Mifflin Street area is increased in density (as described in Area Studies and Density section of this report) it will lack a pedestrian center. The neighborhood character and design must further encourage pedestrian activity, and link with the rest of the downtown.

CONCEPT:

If Mifflin Street is redeveloped as a woonerf (pronounced Voan-erf), a mixed traffic street where pedestrians have priority, it would create an exciting pedestrian center for the neighborhood that would link the Capitol with the Kohl Center. This pedestrian-centric street coupled with a higher density neighborhood, would bring new vibrancy to the downtown and campus. The woonerf will allow for micro-local traffic and won't have a significant effect on downtown traffic since Mifflin is not a "through" street (it is only four full blocks between two dead-ends). Visitors to the Kohl Center could have a pedestrian-centric tour loop through the Mifflin neighborhood to the Capitol, down State Street into campus, and down the East Campus Mall back to the Kohl Center. Future light/commuter rail will likely have a Kohl Center stop, which a Mifflin woonerf would help connect, possibly with in-street rail down the woonerf.

IMPLEMENTATION:

While not strictly necessary, making Bassett and Broom two-way traffic streets would further mitigate any negative impact on car traffic. Raise and redevelop the street and right-of-ways, post signs.



A sidewalk level street with pedestrian style paving, no traffic lines and pedestrian scale landscaping.



A dense Mifflin neighborhood with a woonerf connecting it to the campus and Capitol would make an active, beautiful urban space for people to live and play.

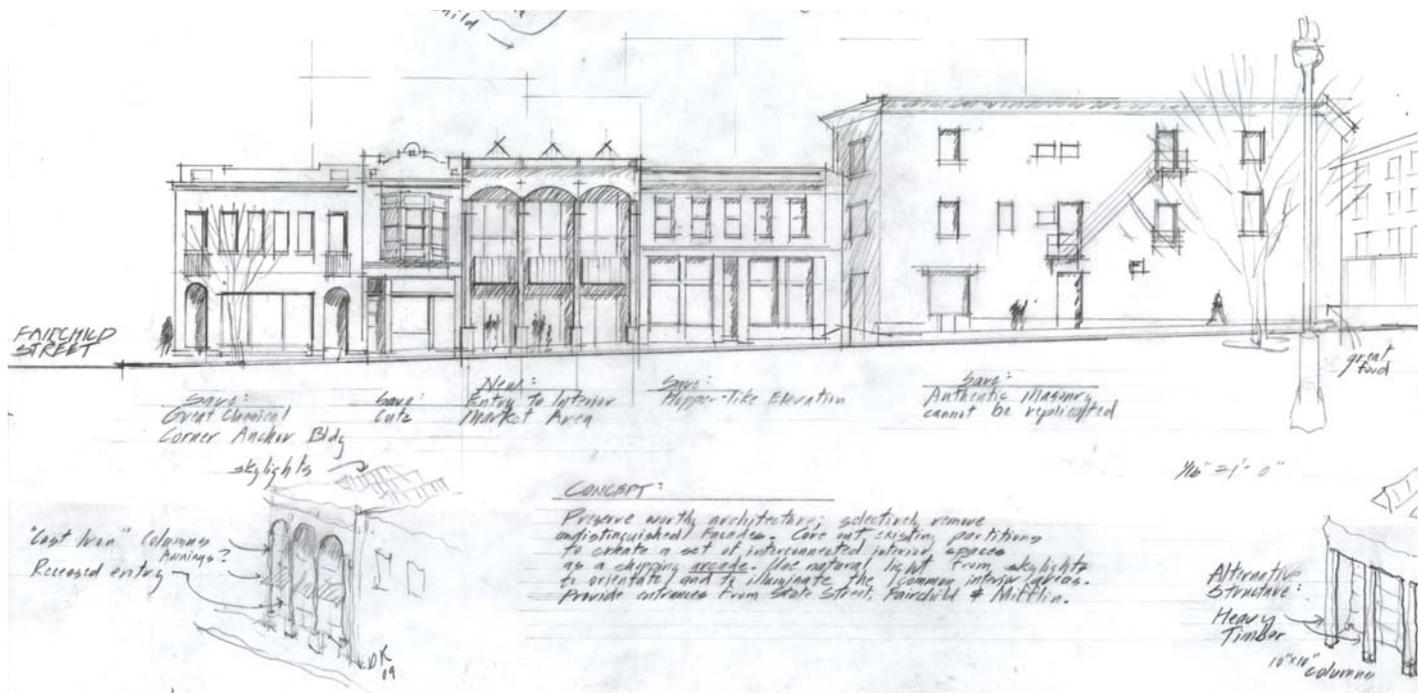
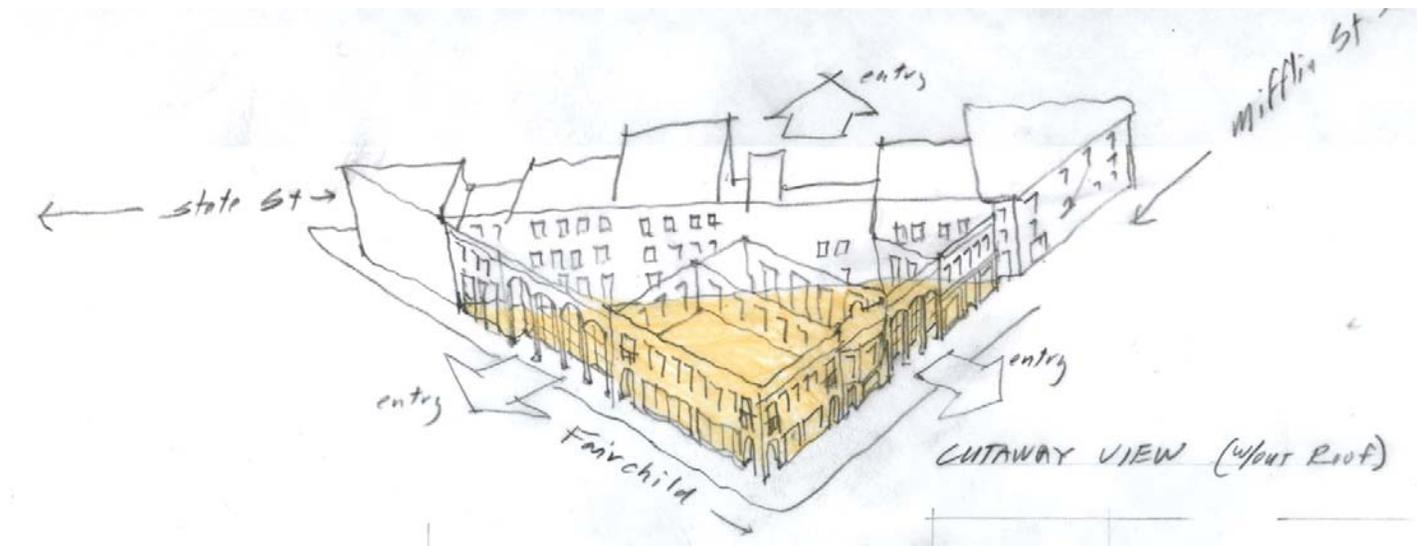
Area 2: Mifflin Street/ Wisconsin Idea District - Overture Triangle

NEED/OPPORTUNITY:

The triangular block across from the Overture Center is bordered by Fairchild Street, State Street and Mifflin Street. Fairchild Street, which faces Overture Hall, consists of building facades that lack character and street level uses that compliment Overture. Overture deserves better treatment than facing the backsides of underutilized buildings. When events are not scheduled at Overture, life drains out of the area.

CONCEPT:

This would be a great place for a market. A redevelopment concept would preserve worthy architecture and selectively remove and replace undistinguished facades. The new facades should be authentic and complimentary but should not imitate the older structures. The interior spaces should be hollowed out to create a shopping arcade with natural lights from skylights to orient and illuminate the common interior areas. Entrances to the market should be provided from Fairchild Street, State Street and Mifflin Street. The sketches below illustrate this concept.



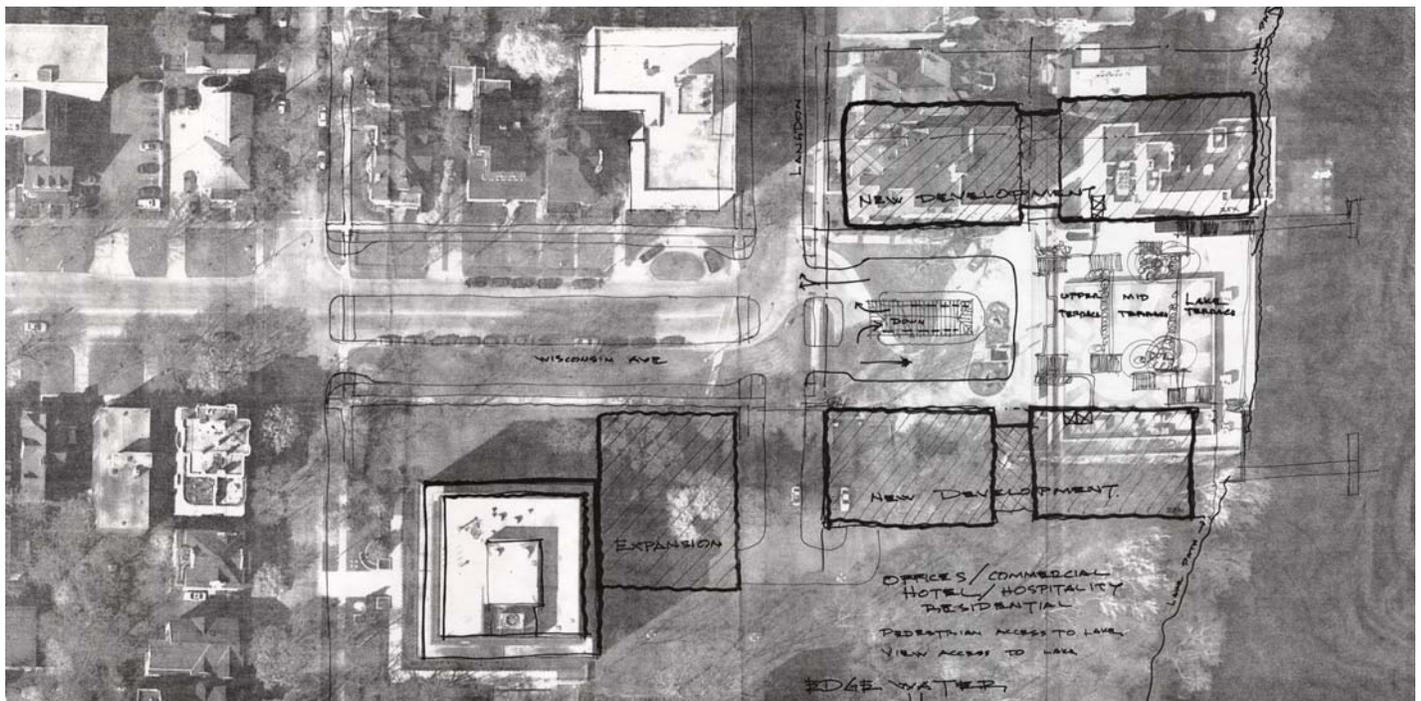
Area 3: Langdon Street/Lake Mendota - Langdon Street/Edgewater Hotel

NEED/OPPORTUNITY:

The earlier expansion of the Edgewater Hotel provided inadequate lakefront access. The terminus of Wisconsin Avenue, a major downtown street, at Lake Mendota should allow public views and access of the Lake. The Edgewater building is aging and in need of renovation, presenting an opportunity to establish important downtown lake access while improving the building stock and local economy.

CONCEPT:

The sketch plan below illustrates a possible redevelopment concept. This concept calls for removing the 1970s addition in the Wisconsin Avenue street end and building a series of public terraces down to Lake Mendota. The stepped terraces would restore visual and public access to Lake Mendota. Meeting rooms and restaurants would be located under the stepped terraces. New buildings including uses such as hotel, condominium, and support business incorporating structured parking would be built on both sides of the Wisconsin Avenue right of way. The original modern style Edgewater Hotel would be restored. The new buildings would be built in scale and character with the Mansion Hill Historic Neighborhood. Langdon Street would be extended to the east to access underground parking for the new hotel and additional residential and commercial development that may occur on the National Guardian Life property.



Area 3: Langdon Street/Lake Mendota - *Madison's "European" Village*

NEED/OPPORTUNITY:

The Langdon Street neighborhood that is located between Lake Street and Wisconsin Avenue is a densely populated area with narrow streets, historic and closely spaced buildings. This historic neighborhood, which resembles a “European” village in character, offers opportunities for selective higher density redevelopment including the removal and replacement of blighted, non-conforming buildings, and infill development on vacant lots and surface parking lots.

CONCEPT:

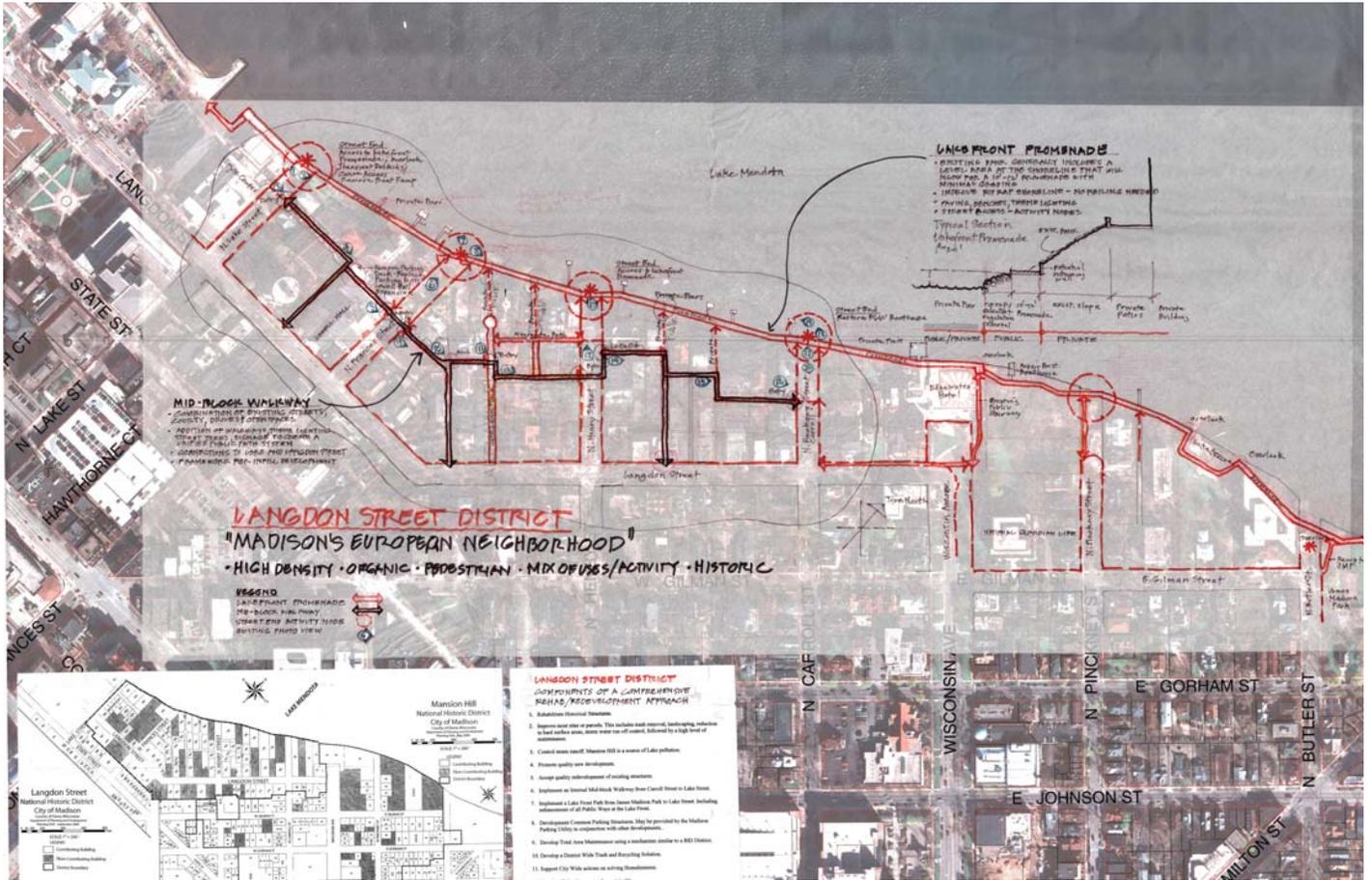
Redevelopment would include the enhancement of an existing pedestrian network that includes a combination of walkways, alleyways and narrow streets that would provide access to existing and new residential and commercial uses. Careful thought needs to be given to the design of service and emergency access to maintain a pedestrian-oriented, European Village character.

The development of a continuous lakefront promenade would be the backbone of a redevelopment concept. The steeply sloping topography will allow for taller buildings to be layered toward the lake to maximize everyone’s lake views.

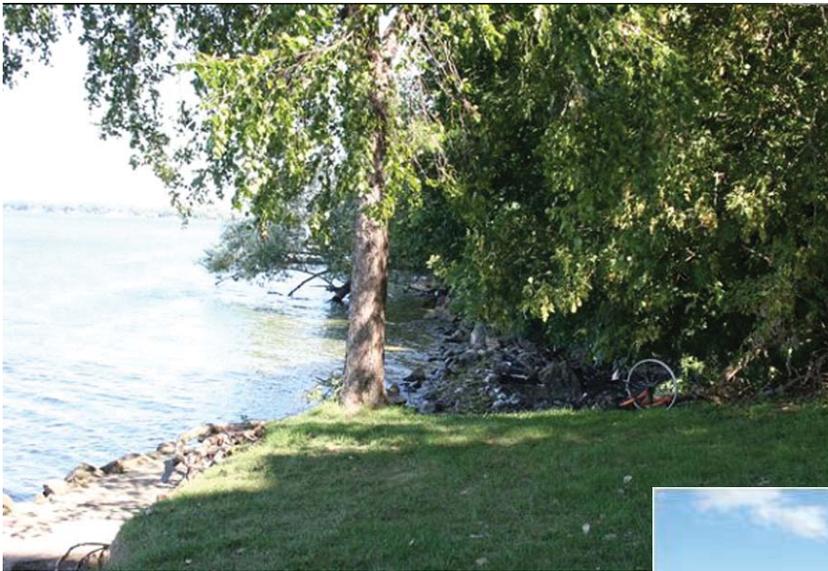
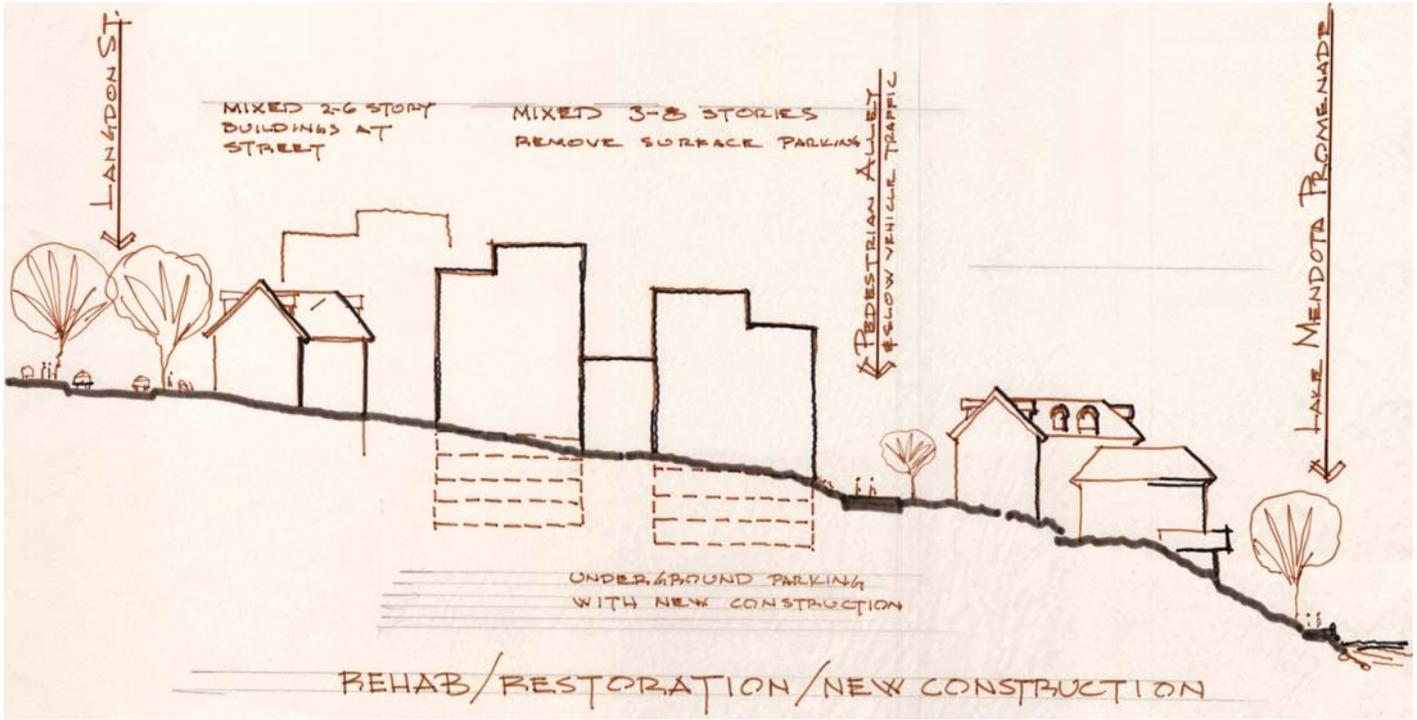
Higher density, taller buildings are appropriate in this lakefront setting but careful attention needs to be given to architectural design to compliment the historic character of the neighborhood. The following list is a summary of the key considerations for the Langdon Street/Lake Mendota redevelopment concept:

- Rehabilitate historic structures and existing buildings.
- Improve existing properties – trash removal, landscaping, lighting, reduction in impervious surfaces, stormwater runoff controls, and property maintenance.
- Promote high quality infill development consistent with neighborhood character.
- Implement an internal walkway system with connections to Langdon Street and the lakefront promenade.
- Implement a lakefront promenade including improvements to existing street ends.
- Develop a Total Area Maintenance policy similar to a Business Improvement District.
- Develop a district-wide trash and recycling solution.
- Develop a district-wide stormwater management program.
- Provide security for the lakefront promenade.
- Support policies and solutions for homelessness

The following photos, plan sketch and cross-section illustrate the proposed redevelopment concept.



Mid-Block Walkway



Existing Lake Mendota Shoreline



Riverwalk Design at Burlington, WI

F Redevelopment Sites/Criteria

Redevelopment of existing property needs to occur if Downtown is to grow. The redevelopment process, which is commonly initiated by mutual agreement between property owners and developers, should not be an arbitrary process. Rather, guidelines established as part of the Downtown Plan should address how and where redevelopment should occur and the scale and character of redevelopment. An important consideration of any redevelopment is its relationship with adjoining properties and how proposed redevelopment will allow for the orderly redevelopment of the block where it is located.

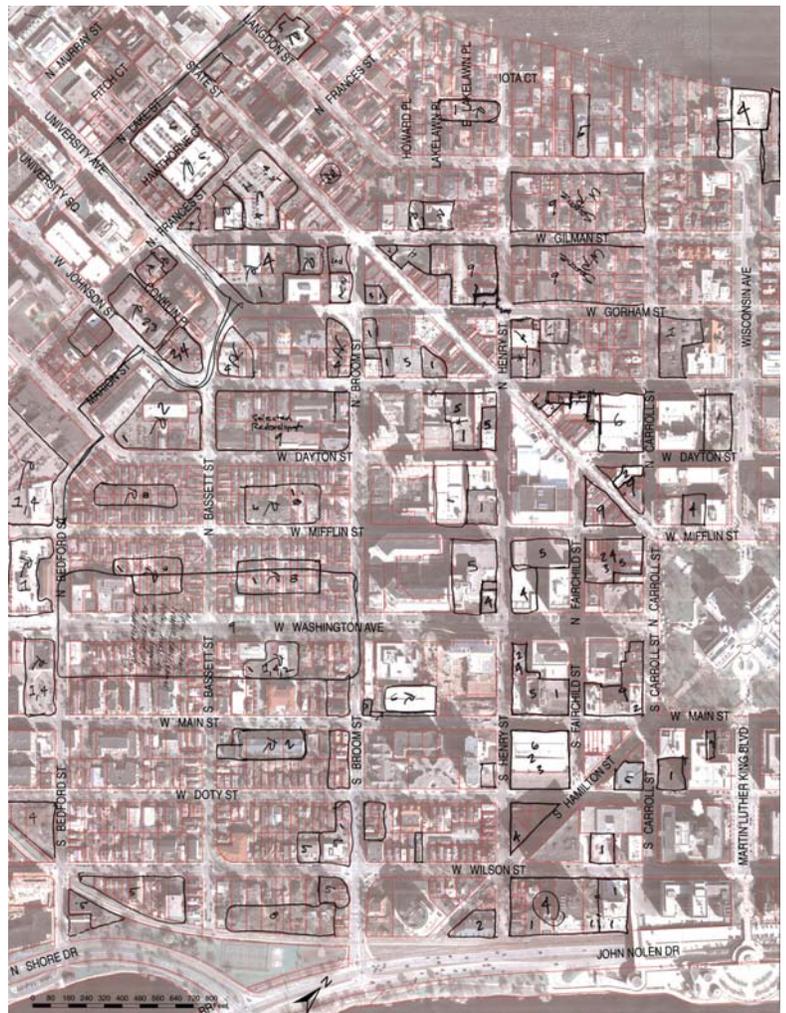
To address the “where” criteria, the Design Professionals conducted a planning exercise that identified potential Downtown redevelopment sites. This exercise was guided by the Design Professionals’ familiarity with specific sites and criteria that they established to qualify redevelopment opportunities. Redevelopment criteria for site identification included:

- Underutilized sites such as surface parking lots
- Buildings that are in poor condition or that lack architectural merit
- Non-functional buildings and sites
- Incompatible zero lot line structures
- Air rights development potential
- Rear yard and selective infill potential

A map of potential redevelopment sites identified by the Design Professionals on the westside of the downtown is depicted below.

Map Legend

1. Surface Parking
2. Buildings without Architectural Merit
3. Buildings in poor Condition
4. Poor Use of Land/Underutilization
5. Non-functional Buildings
6. Air Rights Redevelopment Possibilities
7. Zero Lot Line Structures
8. Rear Yard Infill
9. Selective Redevelopment



CDensity

Density has historically been an important aspect of successful cities. Dense cities are not only more efficient in the utilization of infrastructure and public services, they are better at providing the serendipitous encounters that come from proximity and which make civilization work. Since density favors pedestrian experience over the convenience of automobiles, it becomes possible to have public spaces where we actually see each other as citizens.

Density supports public transit, which in turn supports density, and public transit when well-utilized is far more efficient than private automobiles. The problem we face is to determine which is to come first, the density or the transit? However, if we build a high-capacity transit system coupled with transit-oriented development policies (such as TOD zoning districts), development will occur along the transit route, as has occurred elsewhere. With the planet experiencing global warming, and as we approach peak oil, density is part of the solution, and must be looked at with a special urgency.

How dense should we be? When Frank Lloyd Wright planned Broadacre City, he planned on the use of private automobiles and projected an agrarian civilization with a density of around one person per acre. Presently Madison as a whole is at around seven persons per acre. Downtown Madison has a population density of about 30 persons per acre. Central (historic) Rome, certainly a desirable urban setting by any measure, is around 70 persons per acre. By this standard, we can increase density and livability/desirability of the Downtown.

While exploring the potential of downtown Madison it is helpful to imagine what a fully developed Madison might ideally be. This project proposes Florence as a broad development model and makes a series of broad assumptions to arrive at a set of possibilities for the city population. These idealized possibilities may then inform our current and future planning projects.

With increasing strength and diversity of electronic communication mediums, proximity will be judged as either face-to-face or virtual. The need for face-to-face interaction increases the importance of immediate proximities, while virtual communication decreases the importance of location. As a result, mega-regions, with increased opportunities for face-to-face meetings, gain significance while the playing field is leveled for all other areas.

What then gives cities an advantage? Culture and livability. For an American city, Madison ranks highly in both regards but falls behind when compared to European cities.

Florence is an excellent model for Madison, they both limit building height to highlight their respective domes and have a rich, fine-grained development pattern. With nearly half as much land as Madison, Florence has a larger population and few buildings taller than six stories. How do they do it? Consistent, moderate density.



Madison population: 329,533 Land: 65.7 square miles



Florence population: 366,488 Land: 39.4 square miles



NEED/OPPORTUNITY:

Suburban sprawl increases traffic, requires more infrastructure per person, and detracts from the character of the city. Car traffic, energy inefficient and short lifespan buildings and infrastructure are environmentally damaging. Increasing density creates opportunities to enhance livability, vitality and benefit the environment.

CONCEPT:

Cities were built for hundreds of years that successfully functioned with primarily pedestrian transit due to high-density development. To create the highest amount of pedestrian traffic possible, high-density urban areas should have a fine-grained mix of uses and activities combined with pedestrian-friendly streets. High quality, energy efficient buildings are more economically viable, and can create highly desirable/livable areas. The Mifflin Street neighborhood is the ideal location for green, high density, pedestrian oriented development. The location is unparalleled in its immediate adjacency with both the downtown and campus. The housing stock currently there has largely deteriorated past the point of recovery.

For example the image above shows simple building massing representing new incremental development on the parts of Mifflin Street and adjacent blocks that have deteriorating housing stock. The potential 10.4 million square feet of development would provide housing and commercial space for 22,000 residents. That would prevent the development of 8.6 square miles of suburban sprawl, an area larger than the size of Middleton and significantly enhance Downtown's economy and vitality. Because of the adjacency with employment centers, as well as the new employment center it would create, this would allow for the majority of residents to live a largely car-free lifestyle. The buildings masses shown vary in height from eight to 16 stories (11 average) with large internal courtyards on each block, on 1.3 million square feet of land within four full blocks and six adjacent partial blocks.

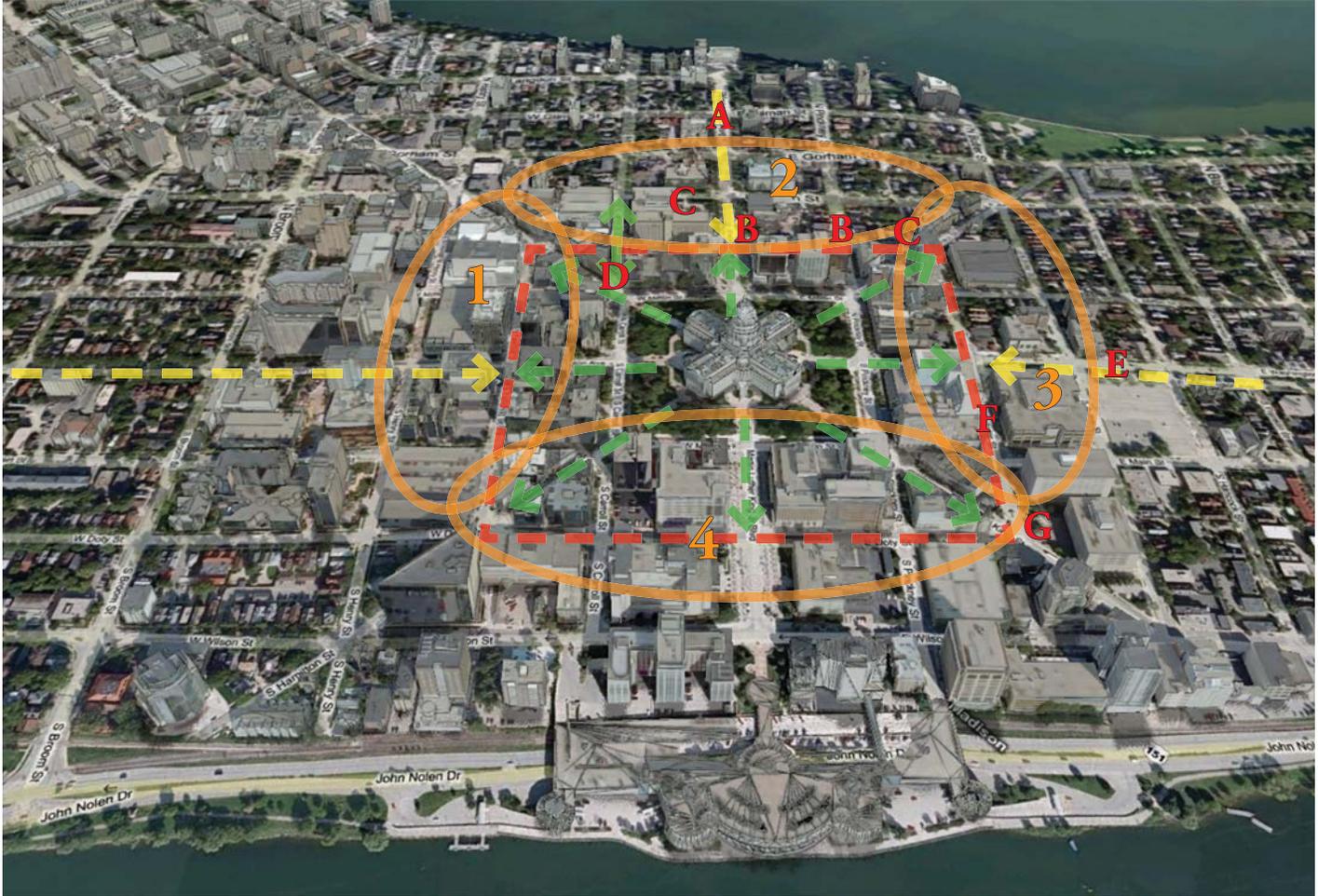
We can enhance the urban character of Madison by creating a European, dense pedestrian district, and reduce urban sprawl and make the city greener at the same time.

IMPLEMENTATION:

First, rezone the area as some form of high-density mixed-use development, with Capitol view height limits. Second, use form-based zoning and regulations that insure the pedestrian scale and character of the buildings. Other steps could include preservation and/or moving of the few significant houses in the area, and programs and policies that would aid the consolidation of lots.

H Outer Ring

The Outer Ring of the Capitol Square is a high volume traffic corridor where higher density redevelopment should be promoted as a strategic growth opportunity for the Downtown. Redevelopment should include building rehabilitation and infill development to create more continuous block faces that will increase street life and business activity one block from the State Capitol. The Design Professionals identified several opportunities for redevelopment that are summarized in the list on the next page.



NEED/OPPORTUNITY:

The Outer Ring of the Capitol Square carries a significant volume of traffic every day. This one-way loop is the initial experience for many visitors to Downtown Madison as they search for destinations and public parking. The Outer Ring, however, lacks a coherent identity and is generally an inhospitable place for pedestrians and bicyclists as well as drivers.

CONCEPT:

Pursue opportunities for urban design improvements and redevelopment to create an attractive entrance to Downtown Madison and a setting for reinvestment with higher density growth. Provide street improvements to make the Outer Ring more walkable. Promote building rehabilitation and infill development around the Outer Ring to create continuous street level uses and increase business activity and street life. Promote higher density redevelopment around the Outer Ring as a strategic growth opportunity for the Downtown.

IMPLEMENTATION:

Create a TIF District around the Outer Ring to capture development increment for funding street and streetscape improvements.

SPECIFIC REDEVELOPMENT RECOMMENDATIONS: (recommendations below are keyed by number to the photo on the previous page)

1 Fairchild Street:

1. Redevelopment for entertainment and civic uses as part of the Cultural Arts District.
2. Redevelopment of the St. Raphael's surface parking lot.
3. Redevelopment of the Mall/Concourse Building
4. Air rights development and street level uses for the Dane County Ramp.

2 Dayton Street:

5. Air rights development and street level uses for the State Street Ramp.
6. Expansion of MATC.
7. Air rights development and street level uses for the Manchester/ AT&T Ramps.
8. Infill development on the Methodist Church surface parking lot.
9. Historic rehab of buildings fronting on Dayton Street at the entrance to the Mansion Hill Historic District.

3 Webster Street:

10. Air rights development and street level uses for the Capitol North Ramp.
11. Infill development on the surface parking lot behind the American Exchange Bank.
12. Redevelopment of the GEF I State Office Building.
13. Improve the appearance of the GEF II and III State Office buildings.
14. Redevelopment of the parking ramp behind the Tenney Building.
15. Infill development on the Webster/King triangle.

4 Doty Street:

16. Redevelopment of the Government East Ramp.
17. Redevelopment of the Municipal Building surface parking lot.
18. Redevelopment of the W. Main/S. Hamilton triangle.

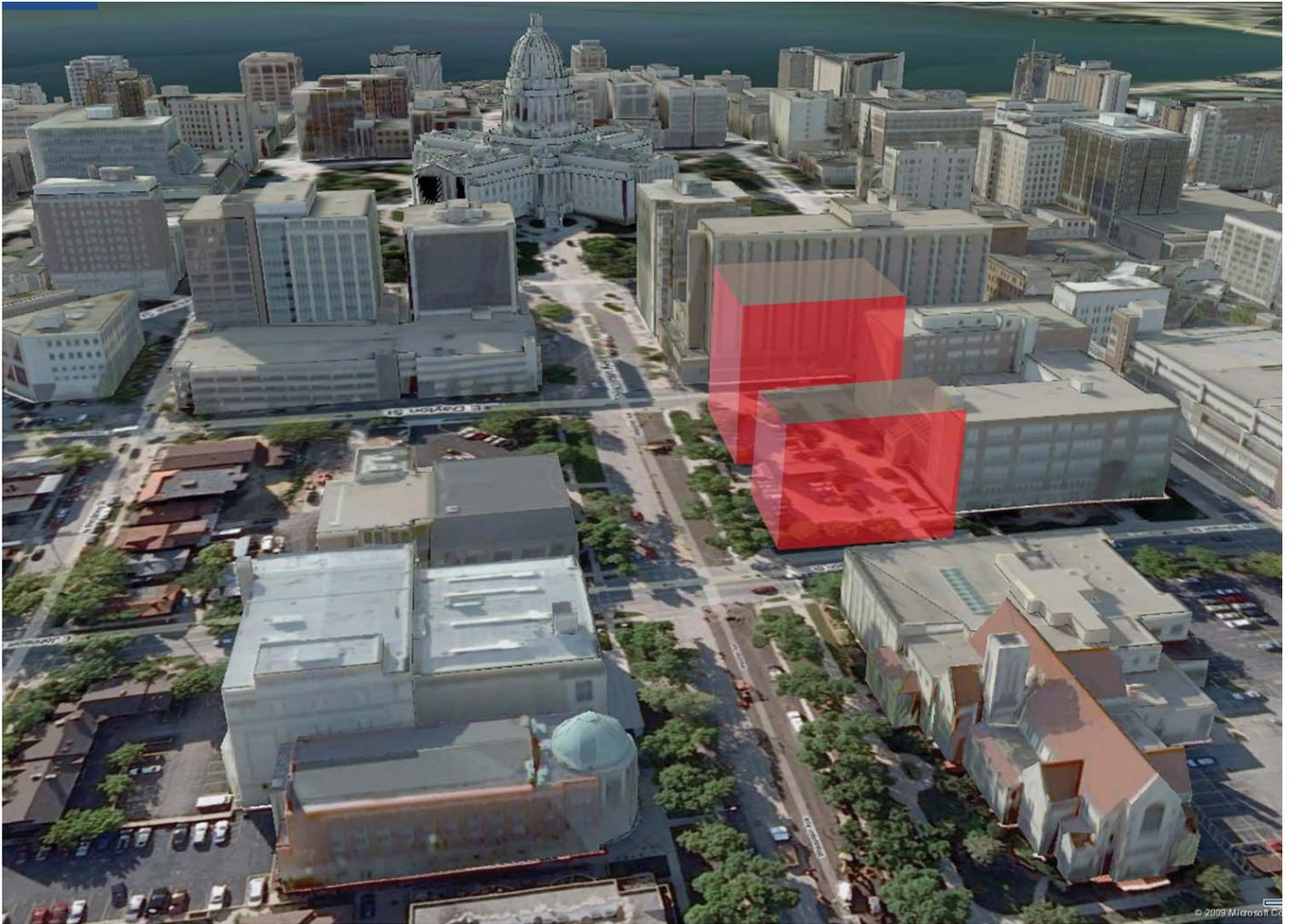
GENERAL URBAN DESIGN RECOMMENDATIONS:

- *Provide pedestrian safety improvements at major intersections including bumpouts, colored and textured crosswalks and traffic calming features.
- Provide intersection and mid-block bumpouts to expand the existing narrow terraces for street trees and furnishings.
- Consider moving bus circulation to the Outer Ring and adding angle parking on the Capitol Square. Place bus shelters at major intersections.
- Improve the appearance of buildings that face the Outer Ring particularly parking ramps and buildings that face the Overture Center.
- Extend the Capitol Square streetscape to the Outer Ring (lights, furnishings, landscaping and pavements).
- Provide streetscaping on all streets that enter the Capitol Square from the Outer Ring.
- Screen surface parking lots and back of house functions like trash dumpsters.
- Consider adding bicycle lanes to the Outer Ring.
- Landscape alleyways and open spaces between buildings around the Outer Ring.
- Identify locations for public art.

SPECIFIC URBAN DESIGN RECOMMENDATIONS: *(The recommendations below are keyed by letter to the photo on page 34)*

- A. Provide streetscaping on Wisconsin Avenue similar to Martin Luther King Jr. Blvd.
- B. Add bumpouts and historic signage to the Dayton/Wisconsin Ave and Dayton/N. Pinckney Street intersections to enhance the entrance to the Mansion Hill Historic District.
- C. Expand public open spaces around MATC and the Children's Museum.
- D. Consider vacating N. Carroll Street to create a public plaza.
- E. Add a boulevard to East Washington Avenue to create a grander entrance to the Capitol Square.
- F. Remove the projecting parking bay at GEF I to expand the Webster Street terrace for landscaping and streetscaping.
- G. Renovate the GEF II - III plaza.

MATC Block - Outer Ring



NEED/OPPORTUNITY:

MATC is experiencing growth due to current economic conditions. Many older adults are changing careers and MATC offers programs in health care, food management and other expanding job markets. The College's long-term plan includes expansion of their downtown campus site.

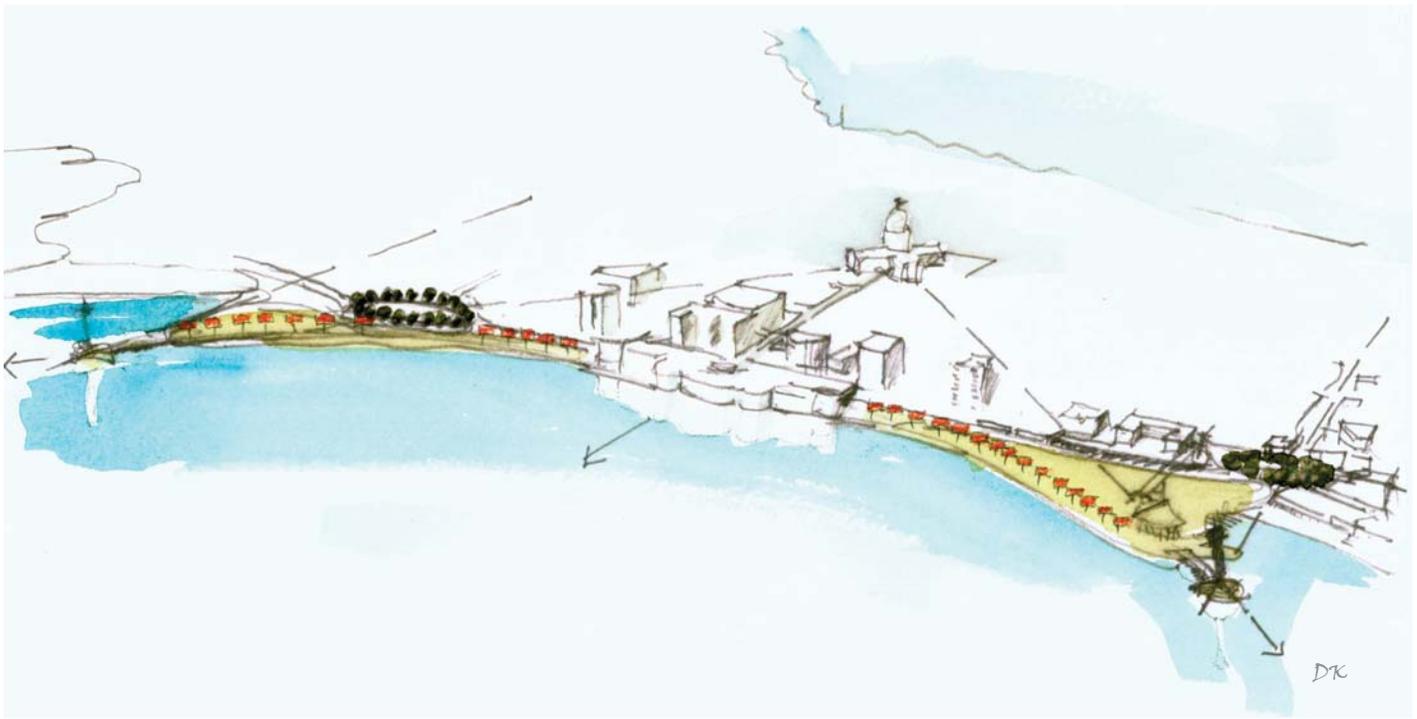
CONCEPT:

The existing MATC facility covers approximately 60 percent of the block with surface parking on a portion of the block. The concept is to infill the block with mass-appropriate structures that would embrace the "Town and Gown" philosophy of interaction between higher education and community.

IMPLEMENTATION:

MATC is currently pursuing funds to expand the facility. The College is also considering relocating programs to the downtown campus that would support neighboring business with future employee training opportunities. Many opportunities for developer, community, and College partnership scenarios are a possible way to enhance the density of the site. As the facility changes over time so will enhancements to the streetscape around the block.

I John Nolen Drive/Lake Monona Concepts



NEED/OPPORTUNITY:

The connection between the Capitol Building and the lakefront is storied, yet unfulfilled. The presence of the Capitol Building, protected by height restrictions on surrounding buildings, is felt throughout the four lakes area almost like a natural feature. A view of the capitol is highly prized as developers orient their projects to take it in. This is a good thing, and lends the Capitol Building a presence that is strong enough to be felt, even if not always seen.

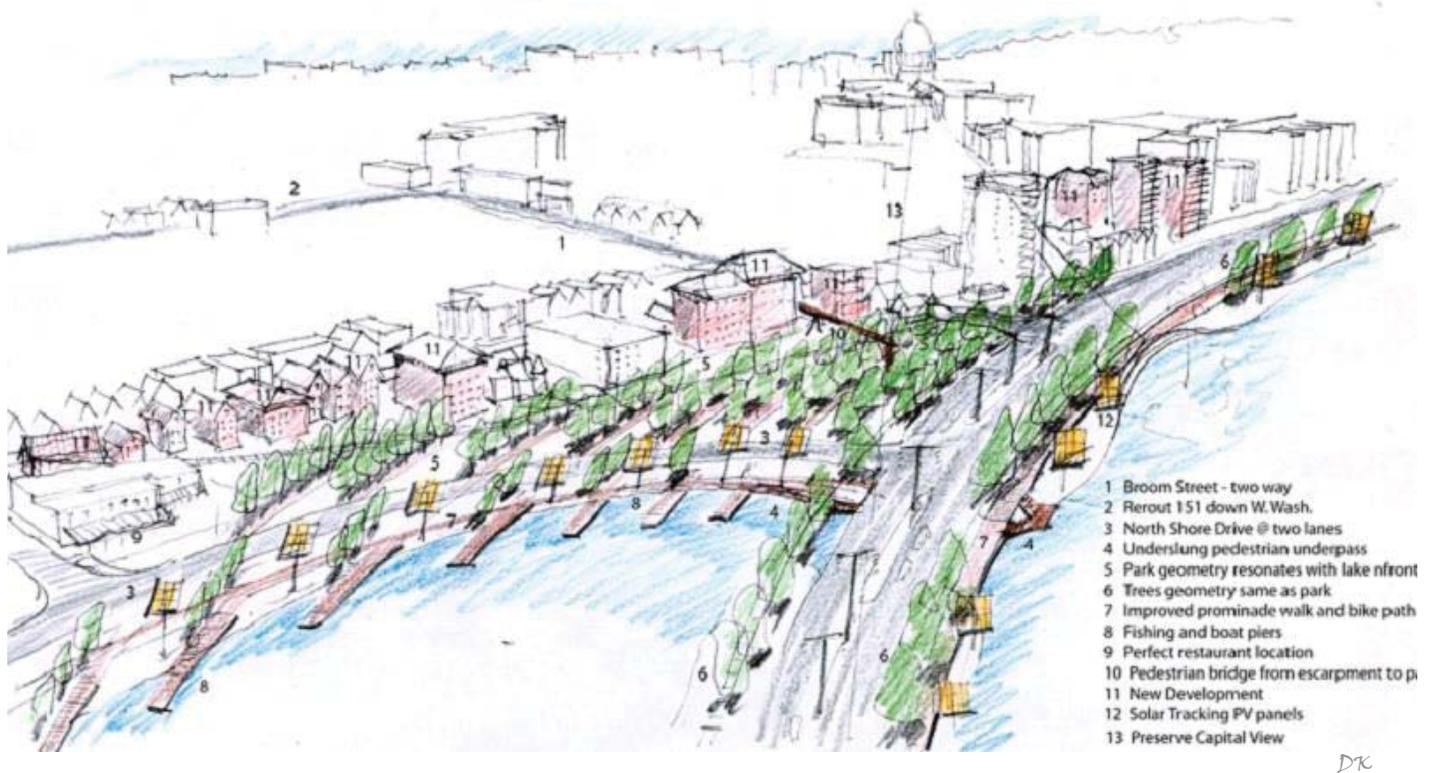
The layout of the streets, particularly Hamilton and King Streets, form a relationship with the capitol and with Lake Monona that lock them in a virtual embrace. This relationship should be remembered whenever we think about design along the Lake Monona shore.

CONCEPT:

Development of our waterfront between Downtown and Lake Monona. This could include many aspects, such as:

- A solar farm along our lakeshore, advertising our interest in alternative energy and desire for energy independence.
- Water features, geared toward making visible the vast amount of storm water sent to our lakes. The purpose is to increase awareness of this fact of urban life, while instituting measures to cleanse the water on its way to the lakes.
- Site Lines, restored or preserved where possible; felt where not possible.
- Lake access, direct and continuous

Gateway to Madison



NEED/OPPORTUNITY:

We need to improve the appearance of our entrance to the downtown. One of the entries is John Nolen Drive at North Shore Drive. From across the causeway, downtown Madison looks great, however upon approach it gets messy.

CONCEPT:

Redesign the public spaces surrounding John Nolen Drive to create an aesthetically pleasing entrance into our city. With one exception, traffic management at this site is difficult to improve upon. The exception?...reroute Highway 151 to West Washington/Broom Street to get it off of North Shore Drive, thereby uniting several neighborhoods with the lake. Broom Street is changed to a two way street to handle 151.

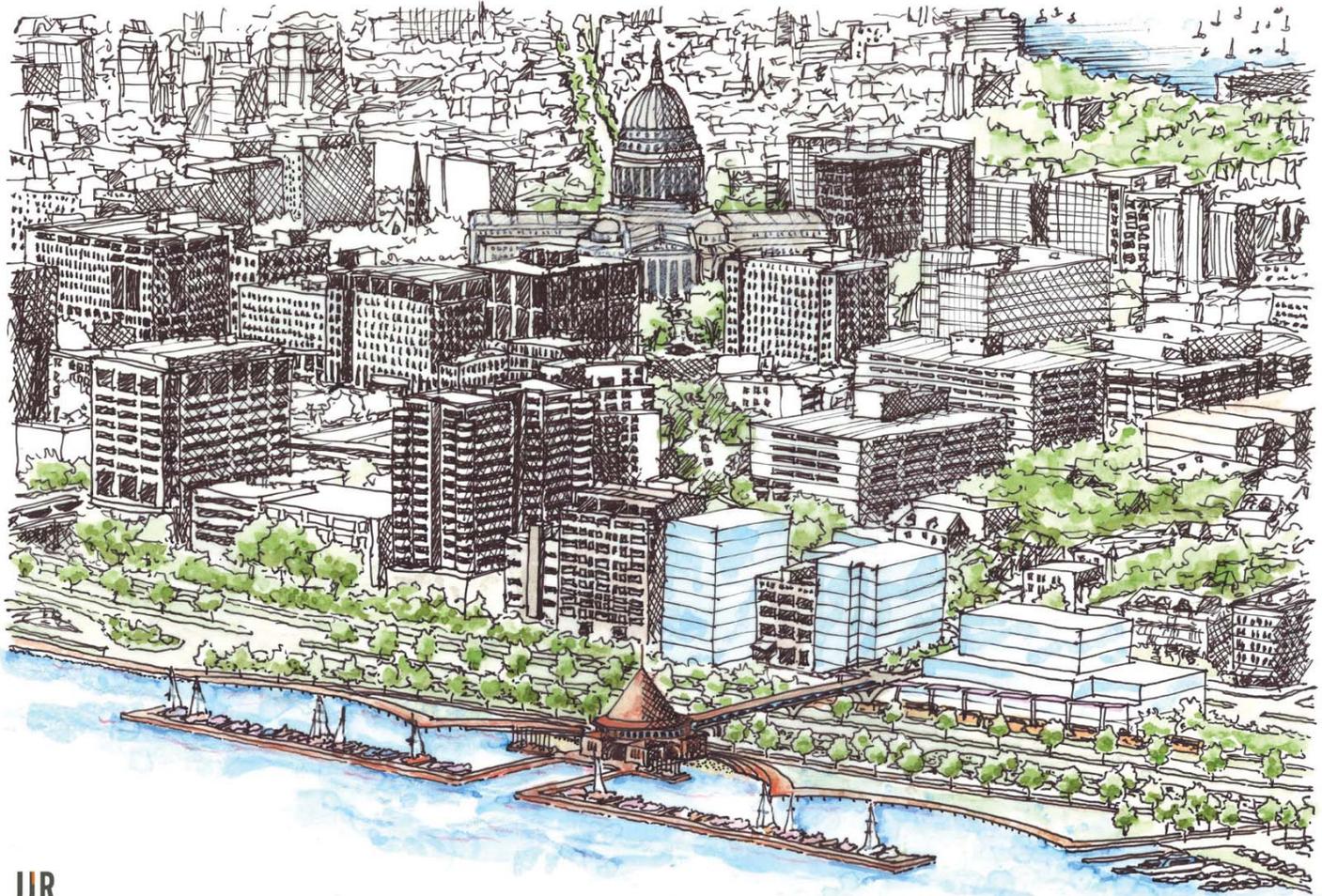
With 151 re-routed, North Shore Drive becomes a local street with two lanes. The intersection with Nolen is reduced in size. The interchange between Nolen and Broom remains essentially as it is, however extensive landscaping is provided in the adjacent public spaces. A bicycle underpass is created at the rail bridge connecting North Shore Drive with Lake Monona. Solar collectors proclaim our commitment to a responsible energy future. New infill development replaces or supplements worn out housing in the Basset neighborhood and along Wilson Street.

We need an approach to our city that is world class and reveals who we are. This plan is just a start.

IMPLEMENTATION:

Align future projects, whether large or small, around a unified vision so that over time, the plan is built.

Law Park Aquatic Center



JJR

NEED/OPPORTUNITY:

There are currently no transient boat slips existing near downtown on Lake Monona. Many years ago Frank Lloyd Wright had a vision to build a boathouse in this location of Law Park. Currently, the land between the Monona Terrace and Machinery Row is small linear strip of parkland that could be a well-used park facility to mirror James Madison Park usage on Lake Monona. Downtown visitors could connect to the water with the development of the Wright Boathouse.

CONCEPT:

Create a vibrant urban waterfront park and provide boaters access to downtown shops and dining. Create the potential for a multi-modal hub on the east side of downtown with vehicular, rail, bike, and watercraft intersecting at this location.

Modify the boathouse concept that was originally conceived by Frank Lloyd Wright. The structure would house small watercraft such as canoes, kayaks, and small sailboats on the ground floor. The second level would be a community room and/or overlook shelter accessed by a bridge connecting to Hancock Street over John Nolen Drive. The opposite end of the pedestrian bridge from the boathouse could be redeveloped to add density to the area and be the location for a potential rail transit station. The boathouse would connect to floating transient slips for small boats (max 25'). A public promenade moves the multiuse trail to the lake edge via a pile-supported boardwalk over the shoreline from the Monona Terrace to the Machinery Row Offices. Machinery Row access moves to the existing traffic signal at the east side of Monona Terrace and connects along a service road through the park where public parking can be located.



The original intent of the Wright Boathouse was to be built over the water with an internal boat well and handlift for craft. To create the look of a boathouse over water the lake edge can be modified to add more park space around the structure while open areas along the shoreline are developed as natural wetland edges. The boardwalk structure could mimic the arch element found in the Wright Boathouse and Monona Terrace architecture. The structure would be pile supported over rip-rap which would help to create the wetland edges. The wetlands could be used to help mitigate some of the stormwater runoff from surrounding developments. Small boaters and swimming beaches could flank the boathouse structure.

IMPLEMENTATION:

Identify Federal and State funding sources to finance the construction of the Boathouse and Park. Grant potentials include money for lakeshore stabilization, stormwater enhancements (wetland storage), transportation enhancements (rail station, bike path, pedestrian bridge connection) etc. Existing City land at the south side of Wilson Street between Hancock and Franklin Streets could be sold and developed to generate funding for the Park.

Blair/Williamson Street Roundabout



NEED/OPPORTUNITY:

John Nolen Drive at Blair Street is another entrance to the downtown. The intersection lacks identity and is difficult to traverse for pedestrians and bicycles.

CONCEPT:

Redesign the intersection into a large roundabout. This will create a safer intersection and become a focal point defining the entry to the Downtown and Williamson Street neighborhoods.

The center of the roundabout will have an urban park setting with a sculptural focal point defining the intersections as the gateway to the neighborhoods. Traffic crossings by pedestrians will be reduced from as many as six to as few as two. Traffic signals may still be needed to meter auto traffic from the major streets. The area of streets will be reduced allowing for additional green space and hardscape on the perimeter.

This is an opportunity to create a gateway to the center of Madison and neighborhoods that is world class while providing a safer, more user-friendly crossing for pedestrians and bicyclists.

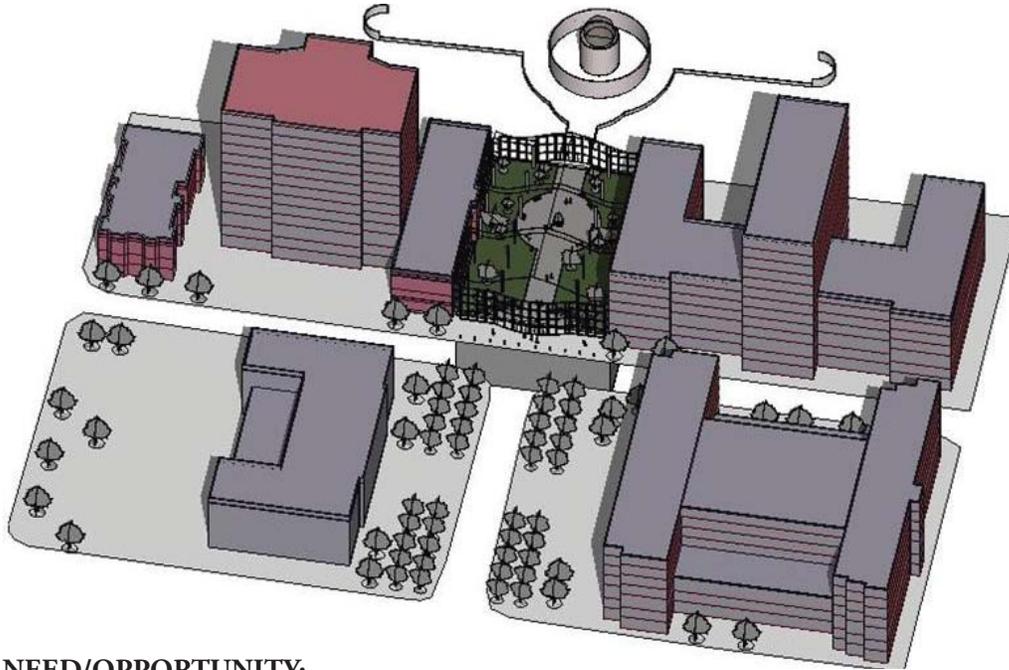
Design of major intersections must take into account pedestrian, bicycle, automobile and, in this case, rail traffic. Rail traffic will remain important, as this is the route of the proposed commuter route.

The Downtown Master Plan should consider traffic to the Isthmus and not just through the Isthmus.

IMPLEMENTATION:

This can be scheduled into the next cycle of major repairs to this problem intersection.

Olin Terrace Winter Garden



NEED/OPPORTUNITY:

The Olin Terrace site offers the opportunity for a Winter Garden Park that is a skylight structure for year-round use especially designed for Wisconsin's winter weather.

CONCEPT:

This is a Gateway project providing a special mixed-use activity center for Madison's Green culture. The concept provides uses for:

- Skylight Indoor Garden and market during cold and warm weather
- Art fairs and sculpture garden functions
- Public indoor activities during fall / winter
- Interior space designed to open to the outdoors during spring / summer for public use with a series of folding screen wall glass partitions.
- Concerts at the Winter garden and other music events for Holiday season.
- A great place to meet for coffee and view the Capital square and dome light at night.

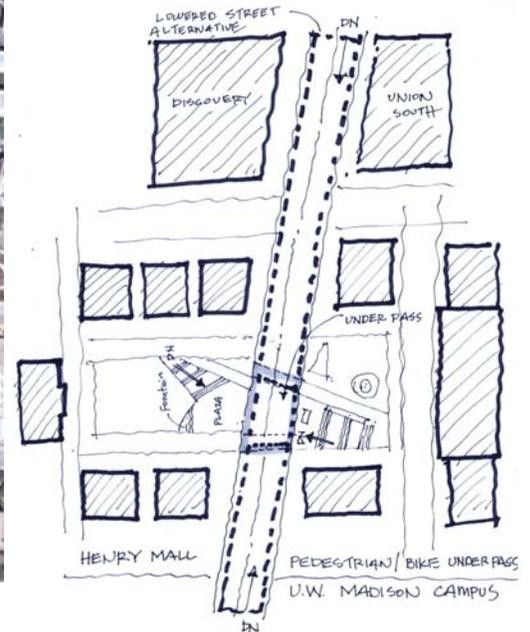
The Skylight structure would cover the Olin Terrace Park and provide continuous public access. The curved vaulted glass structure would be transparent with elegant design complementing the views to the Capital and architecture of the adjacent urban buildings.

The density and pedestrian experience of Madison downtown would create a new destination similar to Seattle's market or Milwaukee's third ward market. Many European Historic cities offer the indoor experience of indoor gardens.

The Olin & Monona Terrace connection would be enhanced with this Indoor Garden Lobby. Adjacent and neighbor buildings would receive new pedestrian traffic along Wilson Street for future growth of retail and dining and greater year round business.

The project could be organized as a single urban site. Improvement to Olin Terrace would increase future vitality of the Convention Center.

Henry Mall and University Avenue



NEED/OPPORTUNITY:

The Henry Mall and Discovery Institute site offers the opportunity for an urban park that bridges University Avenue and connects The UW campus with pedestrian access. The city would be served with better street traffic flow and future public transit.

The Bascom Hill mall provides a central outdoor room that has served a similar need that Henry Mall lacks today. There are conflicting goals of campus identity and urban space preservation with the increasing needs of city traffic bisecting the heart of the UW campus. Car traffic congestion will only increase over time due to the geometry of the city and isthmus.

CONCEPT:

This concept lowers the street level of University Avenue with a park constructed over the Avenue, similar to Millennium Park in Chicago or the Monona Terrace urban plaza in Madison.

The plaza level would provide continuous public access across University Avenue for a growing campus of buildings and higher density. Trees would shade the mall with plantings that enhance the pedestrian experience. The Discovery Institute and new South Union buildings could be linked by a "Discovery Mall" with an outdoor green space.

Routing traffic below grade will improve car traffic flow with the elimination of traffic lights and crosswalk traffic. People above at park level will have a greater urban experience with increased safety for walkers and bicycles crossing the UW campus.

IMPLEMENTATION:

The project could be phased to route incoming traffic from the west to the east with the street ramping to the lower level vehicle passage. The ramping could start two blocks before Henry Mall and the tunnel passage would end just after the Chemistry Building at current grade on N. Mills Street. The new park above would extend approximately three blocks from Henry Mall to the new Discovery Institute.

Phase two would involve a similar process from east to west on University Ave to create the Henry Mall connection. Public transit systems could be implemented to serve the UW campus from each direction at pedestrian level for rail line service. The other option exists for lower level with high-speed bus and new lower level transit terminal.

This is a bold vision for long-term urban circulation capacity in Madison.

K Capitol View Preservation



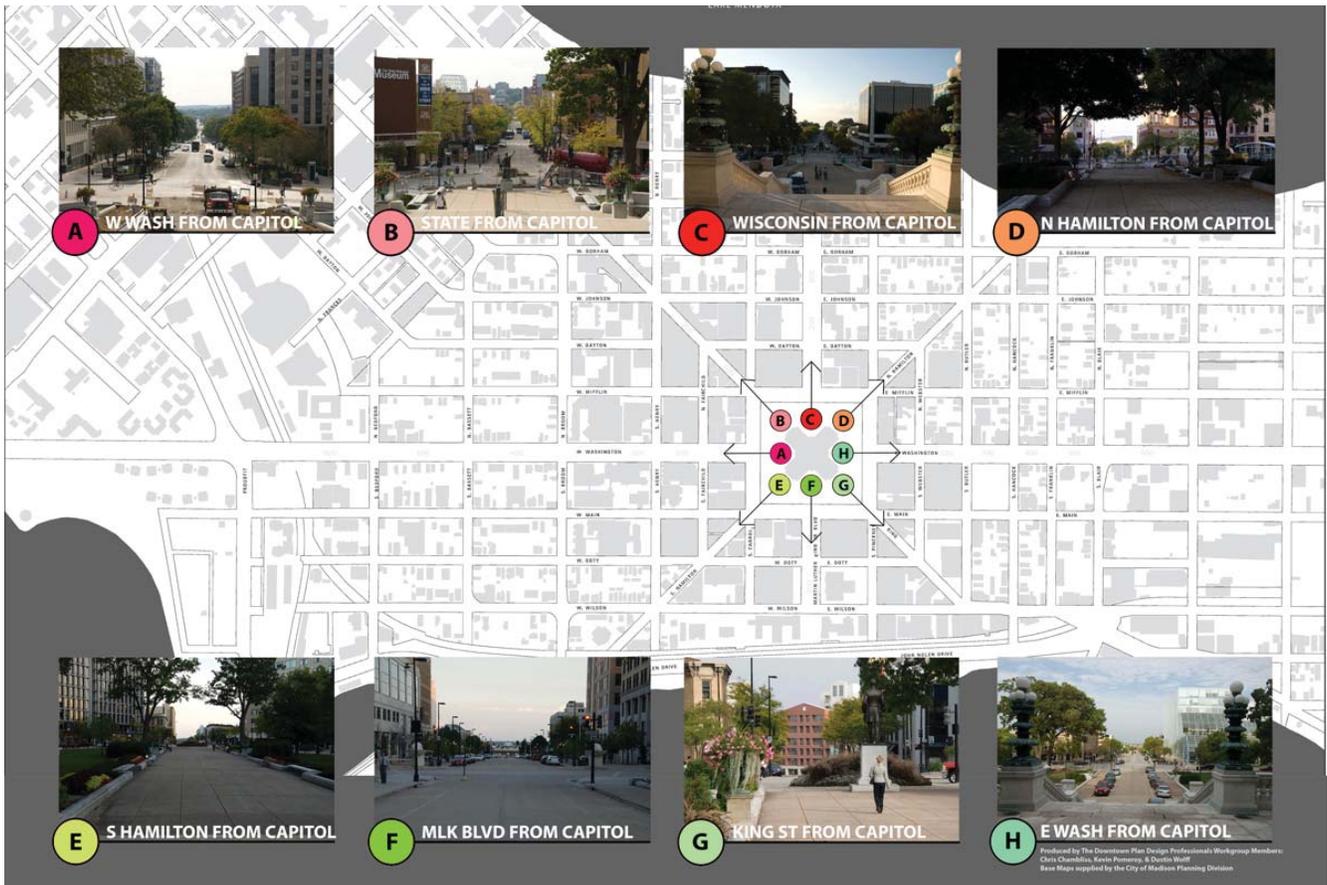
NEED/OPPORTUNITY:

How can we preserve important views to the capitol while allowing for additional development, increased density, and the long-term sustainability of downtown Madison?

CONCEPT:

Examine all capitol view corridors and determine which of these are most significant and should be preserved. The height of buildings in the most significant viewsheds could be restricted to whatever height best preserves the capitol views. Areas not impinging on the most significant views could potentially be zoned for buildings higher than the current limit of the bottom of the capitol dome.

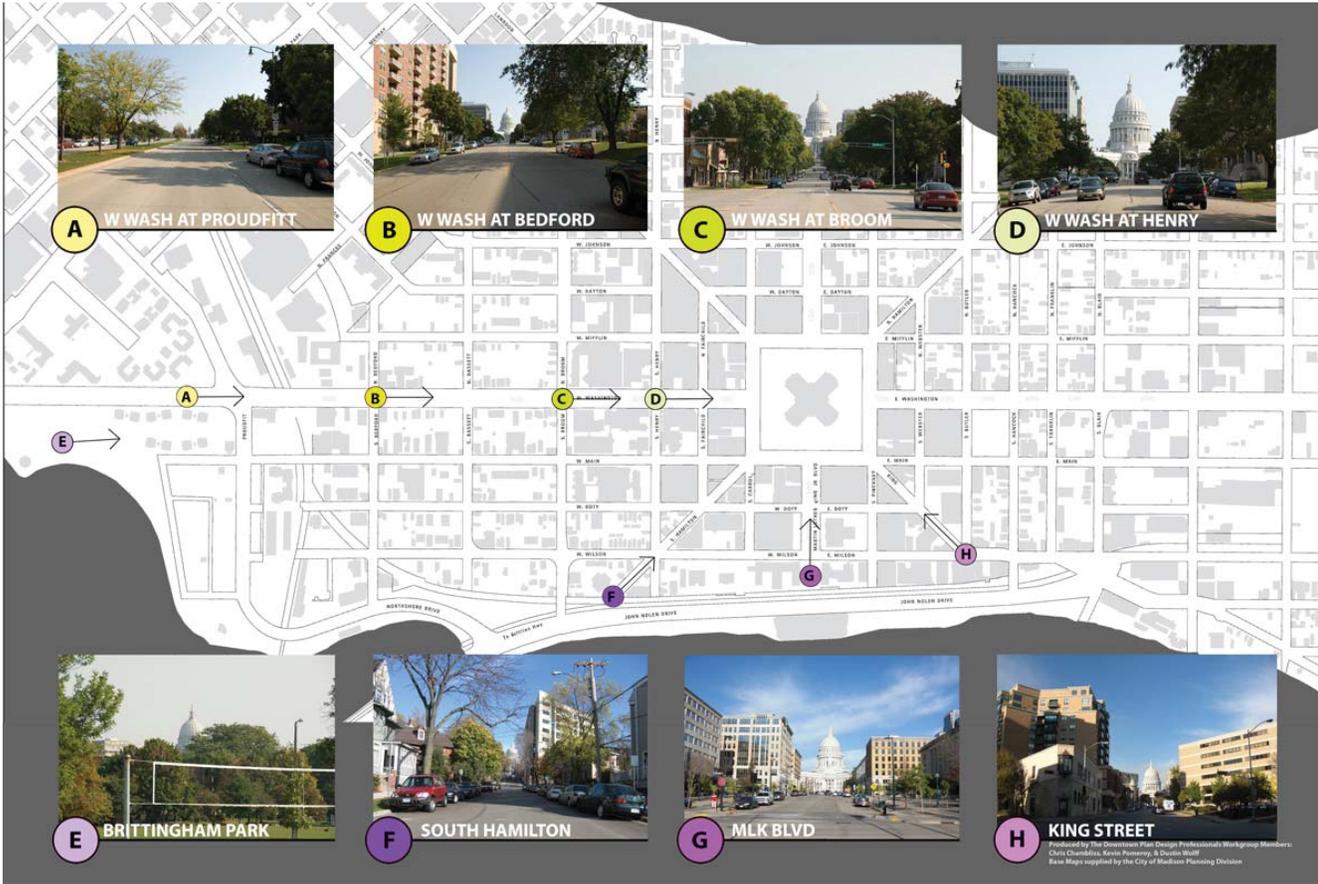
The group photographed and documented all potentially significant views to and from the capitol. The study now needs public participation to determine which views are the most significant and should be preserved.



Views out from Capitol



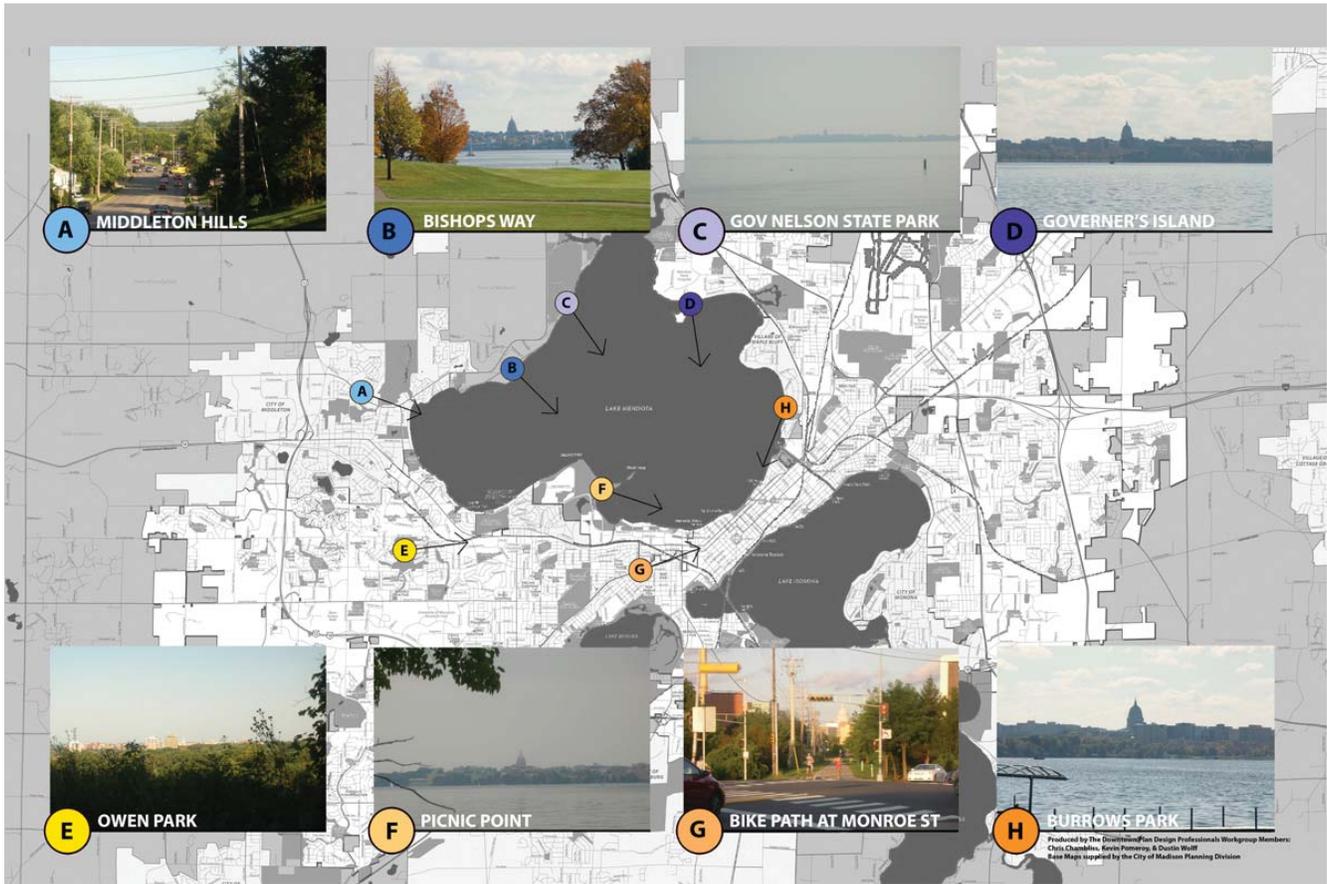
Views of Capitol from north and east entering roads to the Square



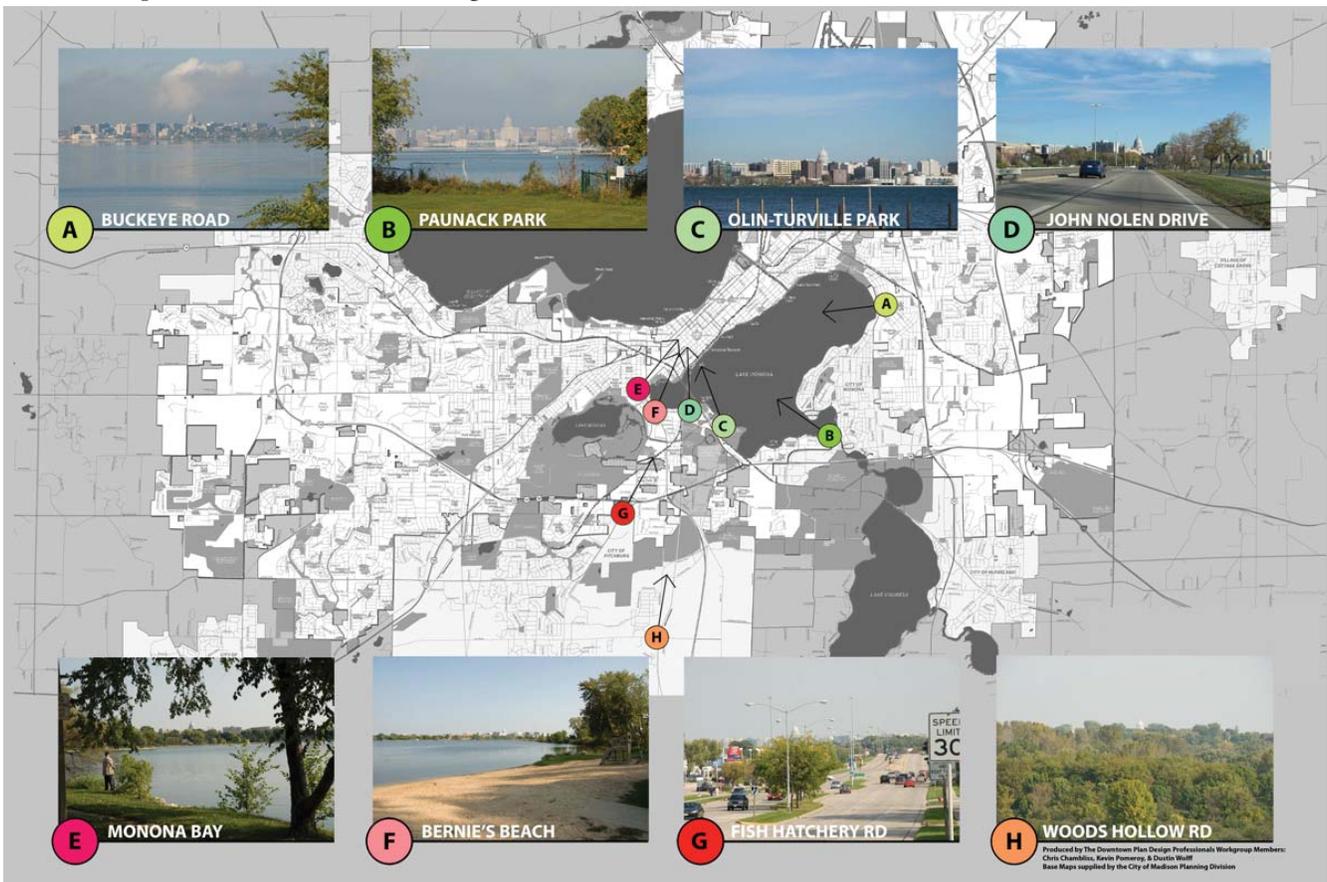
Views of Capitol from south and west entering roads to the Square



Views of Capitol from the Dane County Airport and east Madison



Views of Capitol from Lake Mendota neighborhoods



Views of Capitol from Lake Monona and south Madison neighborhoods

L Sustainable Design

NEED/OPPORTUNITY:

There is a compelling need for sustainability in all that we do. We are running out of resources and are despoiling the “commons”. The true costs of our consumption are being kicked down the road to be paid for by others.

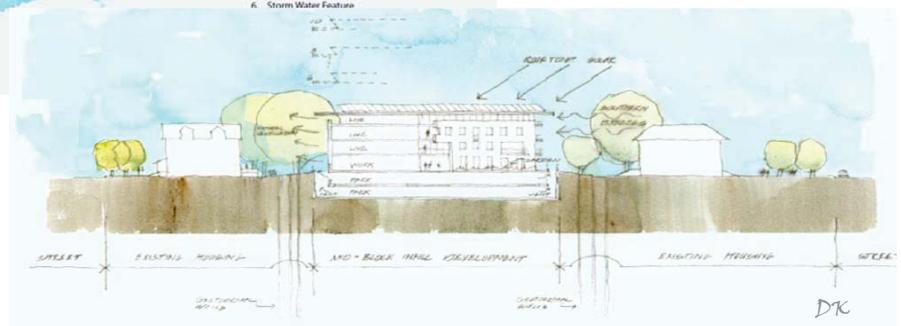
CONCEPT:

Adopt design standards to promote sustainable design, and identify means to achieve the standards. The sustainable design standards are expressed mainly in maximums and minimums, but also in sharing, recycling and education. To what extent we obtain the maximums and minimums will depend on the technology of the day. As an example, over time the amount of renewable energy we can bring to the Downtown will increase. At the same time the amount of energy needed will decrease per consuming unit as the energy efficiency increases for electrical things we use. While technology makes fixed numbers or values for standards difficult, long-term sustainability, such as zero fossil fuel use, stormwater run-off and waste generation, is the goal.

The means listing is what we know today. Technology may bring additional means. Only time will tell. The reference to LEED is just an example. With time it seems probable that LEED will become an everyday practice. When society (including developers) views the long term, why would we not develop in a manner that saves money while also improving the quality of surface water reaching our lakes, improving air quality, protecting our ground water, reducing money spent on energy leaving our region’s economy and, last but not least, improving the quality of life for all our citizens?

IMPLEMENTATION:

Implementation of The Natural Step, the framework adopted by the City of Madison, needs to be part of the planning approval process. The costs are part of the development process. If the cost is “extra” the payback period will depend upon the cost of the development and the cost of energy. Whatever the payback period, the City, the Developer, the economy and the environment will be the long-term beneficiaries. Most “extra” costs are eligible for Tax Incremental Financing (TIF) if the project is in a Tax Incremental District.



SUSTAINABLE DESIGN STANDARDS

Standards	Means
1. Maximize Renewable Energy both on and off Site	Wind, Solar, Bio-Fuels, Geo-Thermo, Bio Fuel used for Conventional Power Generation
2. Minimization of Imported Energy to the Site	Wind, Solar, Bio-Fuels, Geo-Thermo, Conventional Power Generation, Energy sharing Between Buildings, Heat Exchangers
3. Share Resources among the Sites	Under Ground Pipes Between Buildings, Heat Exchangers, Gray Water Filtration or Treatment
4. Maximize Storm Water Retention Aimed at 100%	Green Roofs, Pervious Surfaces, Above, Surface and Underground Storm Water Storage, Water Filtration and Reuse
5. Minimize Potable Water Consumption	Do Not Use Potable Water for: Sewage Flushing, Cooling and some Cleaning
6. Minimize the use of Sanitary Sewer Service	Recycle Gray Water, Sewage Recycling and No Storm Water
7. Recycle	Recycle Materials from Demolition, Construction, Daily Operations and Eventual Redevelopment
8. Maximize the Use of Space	Build Up and Down, not Out, Multi Use of Space
9. Compulsory Environmental Training	Train all Employees in The Natural Step
10. Environmental Certification	Develop the Area and Structures in a High Environmental Standard such as Platinum LEED
11. People Friendly Environment	Develop with Natural Allergen Free Materials, Develop at the Human Scale, Support Living Wage or Better Jobs, Support Transit and Filter the Interior Air with Tropical Plants

“Wisconsin Idea” Environmental Standards
 By: Gary L. Peterson, AICP
 May 2009

MThoughts About Architectural Character

Authenticity

We all want character in our architecture, but what kind of character? Disneyland has character, but it would be a stretch to say it is architecture. Authenticity should be the measure. (We hope that none of us would accept inauthentic architecture.) But what is authentic?

Historically, buildings were made of local materials by local craftspersons. Local climates also shaped buildings. The result was an indigenous architecture of consistency and of place. When we visit these sites today, they look inevitable, as if they could happen in no other way. This is authenticity.

Today there is great freedom in the “look” or appearance we can give our buildings. Construction technology has released the designer from the constraints of time and place. Because of this, the inevitability we once experienced in traditional building has been replaced by the application of idioms and styles. Instead, the measure is often that of “taste.” Little seems inevitable as various interests line up around the choices available.

This is unfortunate; we can still find authenticity. The huge array of choices available to the designer means there must be a lot of sifting and winnowing. There is much genuine inspiration to be found in the site, function, budget, climate and the means of construction. The consistent look found in vernacular building may be lost in our time, but a rich, character-laden architecture of authenticity is still possible. It just takes more work to find it...a lot more work.

The Meaning of Scale

It is often asserted that buildings should match each other in terms of scale. The charge of incompatible scale is difficult to dispute because the claim is so subjective. Maybe it is just as valid to think in terms of contrasting scale; some things larger than others so we experience a difference, rather than sameness. Cities are full of buildings large and small standing side by side successfully. It is the skill of the designer that makes the difference.

Contextual design

Designing to match surrounding buildings, though sometimes desirable has become a mantra that is driving out thoughtful work and rewarding bland, “easy-listening” architecture. Contextual design must be thought of more broadly than just matching building styles and details. It should encompass a deep understanding of the spirit of one’s environment which then facilitates fitting new ideas within a given setting. We are still a young city and should not freeze our architecture into some idiom from the past. Let’s keep building in ways that advance our culture and challenge the architect.

The Importance of Detail

The cleanly wiped face of extreme modernism has given modern design a bad name. Along a ring highway, architectural detail can be lost on auto-based passersby, so a minimal approach may be appropriate. But in a downtown, detail and interest is critical for a pedestrian based public. Nothing should suggest, however, that a modern design couldn’t have detail appropriate to an urban setting.

Background Buildings

Architect Louis Kahn once famously stated that a building should have both good parts and ordinary parts. A hierarchy of design richness allows the important parts of a building to stand out against its surroundings. Not every feature of a building

should assert itself; some parts need to defer to others.

A city is similar. Some uses: a church, library, train station or public assembly building should stand out. Others need not proclaim their presence so strongly. Background buildings form the texture against which other buildings emerge.

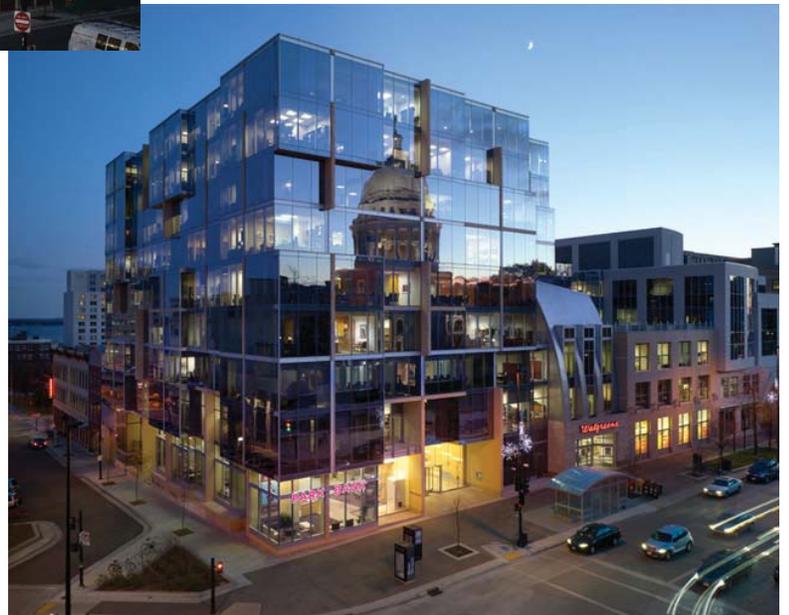
Participatory Process

“It’s really hard to design products by focus groups. A lot of times people don’t know what they want until you show it to them.”
Steve Jobs

There is a distinction between design and programming. Programming is a process that invites participation; design is better done by an individual or a well wrought team of individuals. Why? Programming asks the question: what are we going to build. It is open-ended and inclusive. It is a list of desires rather than a proposed solution. As a list it can be inclusive. Design is the resolution of the list of desires into a unified composition. It should be obvious that a committee approach to design risks a discordant result. The process of give and take, which is the heart of group efforts, works against a resolved composition because the inclusive process intervenes just when discriminatory judgment needs to take hold.



Block 89 - Urban Land Interest
Photo By Skot Weidemann



Block 89 - Urban Land Interest
Photo By Skot Weidemann

N Conclusion

A Fable about Art & Planning
By Ed Linville

Art and planning are like twins separated at a young age (notice I didn't say at birth), while both remembering their parents, Dignity, and Compassion.

In ancient cultures, from China to the Middle East, to the Yucatan, Art and Planning were vital siblings contributing to the coexisting progress of civilization and beauty. Examples of the outcome of Planning and Art fill our history books.

Sometime ago a split occurred (maybe a family squabble, who knows?) as the siblings each sought their own path, as siblings often do. One found statistics, precedence, calculated progress engineering, and perfection. The other found expansion, freedom, beauty, and human triumph. They didn't totally forget each other, however, as the planner always thoughtfully remembered to put in a park somewhere and the artist always thoughtfully remembered to put in an imperfection, while remembering to honor their parents, Dignity and Compassion.

Throughout history they did get together on occasion in places like Florence, Vienna, Kyoto, Prague, Paris, 1893 world's Fair, etc., but only briefly. Madison has a rare opportunity to reunite these offspring and reach towards its potential to be a regional, cultural center on par with the best urban beauty around the world.

As its citizens, we must stop putting lines in the sand, reacquaint Art and Planning, and incorporate it into our DNA. We have to allow our dedicated and talented planners to create without fear. Art cannot simply be a place or district, artists must be encouraged to create and to bring beauty to all of us every day in some way.

Planning can nurture this by identifying major and minor sites for art to find fertile ground and grow. Art will thrive in an environment of beauty; and thoughtful, compassionate, and yes, efficient planning brings beauty by solution. The artists then must do their part by living up to these opportunities by creating art worthy of the environment that surrounds them. Art seen by many has more potential to enhance life than creations sitting in a studio and planning can create a receptive environment for art to flourish.

Appendix

Unified Dream Statement

Discussion from DMI Development Sub-committee March 12, 2004

Discussion from DMI Development Sub-committee May 10, 2006

Discussion from DMI Development Sub-committee July 18, 2006

Discussion from DMI Development Sub-committee August 3, 2006

Discussion from DMI Development Sub-committee September 7, 2006

Discussion from DMI Development Sub-committee October 2, 2006

Discussion from DMI Development Sub-committee January 17, 2007

Discussion from DMI Development Sub-committee October 16, 2007

Discussion from DMI Development Sub-committee October 29, 2009

Phil Lewis' Sustainable and Regenerative Learning Spokes

Phil Lewis' Wisconsin Idea Interdisciplinary Team

Brian Weingold's Images of Henry Mall and University Avenue

**Unified Dream Statement
Downtown Dynamic
2004**

The Madison Downtown Business Dynamic is vibrant. It is a present and continuing golden opportunity for all levels of entrepreneurial partnerships. From sidewalk vendors to anchor businesses the mix is magnetic and draws people in. Diverse prices, quality products and a high level of service in a healthy competitive atmosphere consistently motivate new WOW retail and other business.

The downtown business community is characterized by dignity, respect, trust and kept promises. The flexibility and responsiveness of business leaders, community leaders, political leaders, and government staff supports a healthy business environment.

We have a visually inspiring, unique and welcoming urban place to live, work, shop, play, dine and dance. Downtown is a destination made up of a colorful, eclectic and balanced blend of successful local, regional and national offerings.

People move about the Downtown in a linked web of easily traveled pedestrian, bicycle, and motorized corridors that connect the customer with our intriguing and varied business districts and clusters. This vibrant environment creates an excitement that enhances the wealth of our community experience.

**Downtown Madison Comprehensive Plan
DMI Discussion
March 12, 2004
Excerpts**

1. We may want to object to the narrow definition of Downtown
2. Both the plans from 1970 and 1989 had large projects which resulted from them
 - a. 1970: Downtown: Proposals for Central Madison
 - i. Landmarks Commission
 - ii. Urban Design commission
 - iii. State Street Mall
 - iv. Civic Center
 - v. Capital Center
 - b. 1989: Downtown 2000
 - i. Monona Terrace Convention Center
 - ii. Dynamic growth in downtown housing
 - iii. BID district
 - iv. TIF used as a developmental tool
 - v. Renovation of the Orpheum
 - c. 2004: Comprehensive Plan
 - i. What will the large scale ideas be?
3. Triggers to development
 - a. The condo boom was triggered by public investment
 - i. Monona Terrace
 - ii. Kohl Center
4. If we want to focus on Economic Development: what needs attention?
 - a. Housing- may be ok
 - b. Retail- continued attention but may be ok
 - c. Entertainment- seems vibrant
 - d. Offices- Area for attention: a glut on the market.
 - i. Companies are moving out of downtown
 - ii. Where will the non retail/entertainment jobs come from?
5. What can trigger office and associated jobs development?
 - a. Some major public/private major project to site jobs downtown
 - b. This can nucleate other similar jobs
 - c. Need to come up with an example (e.g. Wisconsin Stem Cell Research Center--- on the Square---- not realistic but to show the nature of what we need)
6. Goals the currently exist that we want to promote:
 - a. Isthmus 2020
 - i. "The continued growth of employment in the Isthmus is an important element in maintaining downtown vitality, strengthening Isthmus neighborhoods and promoting transit systems with either urban or urban and regional service." (p.2)
 - b. Downtown: 2000
 - i. Maintain Downtown Madison as a center of government, finance, education and culture for the state and region (p. 19)
 - ii. The continued vitality of <State Street> is an important goal of this Plan's retail strategy. (p. 27)
 - iii. Therefore, good auto access and an adequate supply of parking must exist to serve the needs of downtown users, especially shoppers. (p. 29)
 - iv. It is a goal of this plan that Downtown Madison continue to be the region's employment center. (p. 30)

**DMI Economic Development Committee
Downtown Plan Working Group
May 10, 2006**

**The Background to Planning
Preparing To Plan**

1. Opportunity Inventory
 - a. What is left to be done upon completion of many ideas from previous plans
 - b. What areas of the DT are re-developable?
 - c. What small parcels have real possibilities
 - d. Where are the opportunities in the DT?

2. Environmental Scan
 - a. Existing Plans
 - i. State Street Plan
 - ii. Downtown 2000
 - iii. East Washington Ave. Corridor Plan
 - iv. East Rail Corridor Plan,
 - v. Peace Park Plan
 - vi. TID plans
 - vii. Schreiber/Anderson
 1. The raw data for planning
 2. Still current data
 3. Some recommendations
 - viii. There are various plans in drawers which were not followed through on
 1. Law Park plan
 2. Frank Lloyd Wright
 3. Kenton Peters
 - b. What studies are going on now?
 - i. Transportation studies
 - ii. Map out what is going on right now
 - c. Influence of the University is huge
 - i. Often there is not enough involvement

The Planning Process

3. Technical Issues
 - a. Process questions
 - i. What process should be used?
 - b. What is the Planning Horizon?
 - i. 5, 10, 20 years
 - c. What are the framing questions?
 - d. What should we try to accomplish between now and 2007?
 - e. Who pays?
 - i. The city
 - ii. DMI
 1. DMI as the insurer of city funding: through lobbying
 - iii. Others

4. Planning Roles
 - a. The City
 - i. Seems the logical party to over see the project
 - b. DMI
 - i. What is the DMI role in the process
 - ii. Lobbyist to get funding and influence the product
 - iii. Funder
 1. Do our own report on topics
 - iv. Convener of the conversation
 - c. Existing BID
 - i. What is the BID role
 - ii. They have a hand in the State Street/Capital Square part
 - d. Consultants
 - e. Other Partners
 - i. Collaboration Council
 - ii. other

The Content of the Plan

5. Key Plan Elements
 - a. Transportation
 - i. A key environmental issue
 - ii. Has a huge impact on downtown
 - iii. Commuter rail leads to development on the outskirts
 - iv. Trolley leads to DT development
 1. It can lead development to a particular area
 - b. Parking
 - c. Redevelopment of Student Housing
 - d. Values
 - i. What are our values?
 - ii. Sustainability needs to be in place
 1. How is it applied to downtown?
6. Defining Downtown
 - a. What is our definition of downtown?
 - i. Probably needs to expand
 - ii. We are really talking more about the central city and not just downtown
 - iii. Need to include areas like Park Street and East Wash
 1. What happens there really influences the rest
 - b. What is the organization of downtown?
 - i. We have the neighborhoods
 - ii. Tim's plan organizes around districts
7. Examples of Plan Recommendations
 - a. Stem Cell Institute on the square
 - i. A big idea
 - ii. Don't let the impact of the intellectual capital of the city leave to the suburbs.
 - b. The year round farmers market
 - i. Who are they planning with
 - ii. Could be huge impact on downtown
 - c. How can we improve lake access?
 - d. Wisconsin Idea Center

Organizing to Plan

8. Possible Committee Next Steps
 - a. Get copies of Tim's report from mark Olinger
 - i. 20 copies
 - b. Use DMI's website to engage in planning
 - i. We have 500 members who are eager
 - c. At the meeting
 - i. Get the names of those who want to work on this
 - d. Invite Mike Verveer and or other alders
 - e. Visit Phil Lewis
 - i. He puts the DT in a regional context
 - ii. See his E-way concept: more than exists now
 1. Transcends boundaries
 - f. Developing a Vision
 - i. Blue Sky Group
 1. Creating provocative propositions
 - g. Have a Design Center for the downtown
 - i. Make it a physical place where you can see and touch the ideas about downtown

**DMI Economic Development Committee
Downtown Plan Working Group
July 18, 2006 (Revised; July 20, 2006)**

1. DMI DT Plan Committee Process
 - a. We will be meeting once per month between meetings of the DMI-EDC
 - b. We will have more extended discussion than is possible at the EDC meetings
 - c. We will be developing a timeline for items to be brought to EDC for your consideration
 - d. Any members of the EDC are welcome to attend
 - e. Our goal should be to identify the key DMI priorities and be able to communicate them simply and clearly
 - i. IZ is a good example of a clear powerful idea (cost neutral) promoted by DMI.
 - f. We should invite others to participate
 - i. Bill Fruhling; planner from City of Madison who will head up the DT planning process
 1. Bill Fruhling;
 2. wfruhling@cityofmadison.com
 3. 267-8736
 - ii. Appropriate Alders
 - g. We need to insure that we view the DT as not just a place where people live but a place where they work and play and visit.
2. Planning Process Issues
 - a. City Financing
 - i. It appears that the city will pay for the study to complete the DT plan
 - ii. At this time, it looks as if DMI will not need to raise funds
 - b. A Consensus Plan?
 - i. We want a plan which will be bold and visionary
 - ii. It is hard to come up with this kind of thinking through an extensive set of hearings and consensus based process
 - iii. We suggest that much of this input already exists with the Advisory Report on the DT produced for the Comprehensive Plan
 - iv. The new work for the DT plan should use that input and create a long range set of ideas and goals
3. The Nature of the Plan
 - a. Plan Ideal
 - i. What should the DT Plan be like?
 - ii. It should be visionary
 - iii. But it should not be too detailed, not a roadmap of how to get to the vision.
 - iv. It should include the priorities that DMI has for the DT.
 - b. The DT Plan and Neighborhood Plans
 - i. The DT plan is not a neighborhood plan
 - ii. It should overlay all DT neighborhood plans
 - iii. The process of creating a DT plan is not a way to get around or invalidate parts of existing neighborhood plans
 - iv. The DT plan is about the DT as a whole and must have a perspective which is more than that of any individual neighborhood plans as well as being more than the sum of the neighborhood plans.
 - v. Perhaps it is our role to identify proper roles for neighborhoods and the city and others.
4. Upcoming Planning Discussions
 - a. Environmental Scan (August '06)
 - i. What are some critical examples of things we know will influence our plans?
 - ii. For example:
 1. Demographics
 - a. Population growth
 - b. Population aging
 - c. Population diversifying
 2. Transportation
 - a. new form of mass transit in 10 years?

3. Environment
 - a. pollution and other issues will be prominent
 4. Energy
 - a. energy costs to go up?
 5. Housing
 - a. Students moving to high rise apartments
 6. UW Development
 - a. See Campus Plan
 7. Sustainability
 8. Existing Land Use
 - b. Definition of Downtown (September '06)
 - i. It has to expand, as DT will
 - ii. DT now is a district, but there is a broader urban core
 - c. Urban Values (October '06)
 - i. What are they and how are they promoted?
 - ii. If a single family home is DT, how is it different from an identical one on the west side
 1. It is the DT experience
 - a. Close to the lakes
 - b. Close to coffee shops, restaurants, book stores
 - c. Proximity of Overture, Farmer's Market
 2. But along with these go the full urban experience
 - a. More noise
 - b. More congestion
 - c. More mixed use
 - d. More diversity
 3. Part of promoting urban values is helping people see that living DT is a full experience and not simply those related to the amenities.
5. Tools for Development
 - a. We need to discuss how the plan will be implemented
 - b. Some public sector tools: eg: TIF
 - c. Some private sector activity: eg: development
 - d. Some public/private activity
6. Potential Plan Sections
 - a. Definition of DT
 - b. Urban Values
 - i. Environment
 - ii. Sustainability
 - iii. Diversity
 - iv. Others
 - c. Scan- what will happen
 - i. Demographics
 - ii. Transportation
 - iii. Environment
 - iv. Housing
 - d. Key Issues to address
 - i. For example, the issues in the Advisory Report on DT for the Comp Plan (Schreiber/Anderson) had these sections
 1. Land Use
 2. Housing
 3. Transportation
 4. Economic Development
 5. Civic/Cultural
 6. Open Space and Recreation
 7. Urban Design
 - e. DT Benchmarks
 - i. What data to monitor the plan

**DMI Economic Development Committee
Downtown Plan Working Group
August 3, 2006
Environmental Scan**

Members present: Kristen Balistreri, Fred Trumm, Gary Peterson, Phyllis Wilhelm, Ed Clarke

1. The objective of the meeting was to identify issues for the DT Plan section on Environmental Scanning
 - a. We do not have the resources to answer every question we have
 - b. But we want to make sure that the planning process
 - i. Works on the right issues
 - ii. Answers the key questions
2. Assumption
 - a. We worked with a 10 year time frame
3. Additional sources for environmental scanning information
 - a. Comprehensive Plan
 - b. UW plan
 - c. United Way data
 - d. Monona Terrace Report
 - e. UW Extension: Matt Kures
 - f. Transportation 2020
 - g. East Rail Corridor report
4. Transportation Issues
 - a. We believe that there will be a new mass transit option available during this period
 - b. All other transportation issues will be affected by it
 - i. Bike paths
 - ii. Pedestrian activity
 - iii. Current Metro system
 - iv. Parking
 - v. Etc.
 - c. Assume we will have commuter rail
 - i. Sun Prairie to Middleton
 - ii. Key Question: Where will it stop in the DT?
 - iii. The location needs to encourage “reverse commuting”
 1. that is they systems can not only carry people into the DT in the morning and back out in the evening
 2. It needs to promote living DT and commuting to the suburbs (e.g. Epic)
 3. thus the DT stop(s) needs to be near residential areas
 4. The location of the DT stops needs to be coordinated with areas where we want to encourage housing, not just work destinations
 - iv. Assume we have a Trolley
 1. This will knit the DT together and make it “smaller”
 2. It needs to not only be for shopping but for connecting housing to jobs.
 - v. We may want to move some of these questions on to Transport 2020
5. Parking Issues
 - a. Commuter lots will change if commuter rail happens
 - i. Potential for reuse

- b. No big changes seen in parking issues
6. Demographic Issues
- a. There will be continued growth in the Madison Area
 - b. As we project what demographic groups we want we need to provide the amenities for them
 - i. Some residences appropriate for
 - 1. retirees
 - 2. creative class
 - 3. families
 - ii. A residence like MetroPlace seems quite diverse in the demographic mix.
 - iii. What is the demographic mix for DT in the future?
 - 1. Fewer students outside of high rises
 - 2. more affluent people DT
 - 3. As the minority population of Madison grows, will it have a presence in the DT?
 - c. Retirees
 - i. Growth in this population segment
 - ii. Will they stay or go?
 - iii. Who is moving into the condos downtown?
 - 1. In 100 West Wisconsin 50% of owners do not use it as their primary residence.
 - d. Younger Families
 - i. If we see single family ownership of vacated student housing, we need to consider an elementary school downtown.
 - e. Diverse Populations
 - i. Growing at a fast pace.
 - ii. Majority minority in lower grades
 - iii. As this population grows, will it have a presence DT?
 - iv. Will the schools be able to improve their success rates with these children?
7. Energy Issues
- a. Energy costs will only go up
 - b. We need to focus on sustainability
 - c. Madison is probably very receptive to this
 - d. Mass transit is a part but so are green buildings
 - e. Could this be a signature part of Madison in the future? For the DT?
8. State Government Issues
- a. An important part of the DT
 - b. No major changes seen
9. University Issues
- a. Major construction but within their “box”
 - b. Will cause major dislocation in current student housing
 - c. Will be a major economic development issue for the DT.
10. Next Topics
- a. September: Definition of Downtown
 - b. October: Urban Values

**DMI Economic Development Committee
Downtown Plan Working Group
September 7, 2006
Definition of Downtown**

1. Terminology
 - a. Think about changing our language
 - b. Move from Downtown to Central City
 - c. A new term that no one owns
 - d. Can't be too big
 - i. Can't be the whole city
2. Central City Characteristics
 - a. Entertainment
 - b. Government
 - c. Employment
 - d. Housing
 - e. Open Space
 - f. Retail
 - g. Density
 - h. A destination
 - i. Common Ground
 - j. Urban "feel"
3. Principles
 - a. Role of the corridors is key
 - b. Include areas that are "in play" and will be changing
 - c. Include areas with an urban feel
 - d. Consider the natural boundaries
 - i. Clearly the Isthmus is a natural part of the central city
 - e. Consider historical issues
 - i. Original plat for the city went to the Yahara river
 - f. Consider symbolic Issues
 - i. Bascom Hill as part of the Central City
4. Exercise
 - a. Draw a one mile circle around the capital
5. DMI
 - a. Remember that we are discussing the city plan and not what DMI covers as its area
6. Eastern Boundary
 - a. Corridor: East Washington
 - i. Natural Boundary: the Yahara River
 - ii. Further options
 1. First Street: entry way to the city from the Airport
 2. Milwaukee Street
 3. Route 30
 - iii. What will be in play
 1. Need to capture Union Corners?
 2. What else?

- 7. Western Boundary
 - a. Corridor: University Avenue
 - b. Symbolic Boundary: Bascom Hall
 - c. Areas in Play
 - i. Kohl Center
 - ii. University Square
 - d. Options
 - i. Not as far as Hilldale
 - 1. A node of development but not urban
 - ii. Park Street- perhaps a good boundary

- 8. Southern Boundary
 - a. Corridor: Park Street
 - b. Natural boundary: Wingra Creek
 - c. Areas in Play
 - i. Certainly want all of the health care facilities
 - ii. UW welcoming facilities
 - d. Options
 - i. Wingra Creek
 - ii. Beltline to include the Villager

**DMI Economic Development Committee
Downtown Plan Working Group
October 2, 2006**

Urban Values

1. Key Point
 - a. We need to have a Downtown Plan which is more than the sum of the neighborhood plans
 - b. DT is more than the sum of the parts

2. Downtown Characteristics (from 9/7/06)
 - a. Entertainment
 - b. Government
 - c. Employment
 - d. Housing
 - e. Open Space
 - f. Retail
 - g. Density
 - h. A destination
 - i. Common Ground
 - j. Urban “feel”

3. The Downtown: a description
 - a. A seamless meeting of all elements
 - b. The place where everything exists that makes up the city
 - c. the distilled essence of the city
 - d. DT is the whole city: when the DT is not safe, the city is not safe
 - e. the central location
 - f. a mixed use center
 - i. on the same block
 - ii. co-existing uses
 - g. Transportation
 - i. Comes together there
 - ii. More street traffic
 - h. DT has smaller blocks
 - i. More corners
 - ii. More meeting places
 - i. Repository of the history of the community

4. DT and the Rest of the City
 - a. Dynamic Tension
 - i. Downtown has a “dynamic tension” between the various interests
 - ii. The tension is desirable
 - iii. It is the life of the downtown
 - b. Downtown Neighborhoods
 - i. the neighborhoods downtown are different
 - ii. They celebrate diversity
 - iii. They agree with mixed use
 - iv. They support each other

5. Conservation Districts
 - a. Will this strangle downtown

- b. Say where the redevelopment can happen
 - c. What is the strong opposing value to “what is” of conservation district
 - d. 4th Ward development would have never happened with these districts
6. Who speaks for downtown?
- a. You can't own downtown
 - b. Susan?
 - c. DMI?
 - d. We need something more formal
 - e. Central City Commission
 - f. With no such force, the neighbors have stepped into the void
 - g. Role of the mayor?? Vision but it is not there
 - h. Role of the alders? Need to take the city perspective but they do not do so consistently
 - i. Role of city staff
 - ii. Think of the power of Robert Moses
7. Thoughts on the DT Plan
- a. More than principles
 - i. Case studies
 - ii. Illustrate the intent/ Show what you mean
 - b. What kind of development and where
 - c. Needs to be able to modify our ideas about historic districts
 - i. They can constrain us
 - ii. See Essen Haus area projects
 - d. We need a “fringe plan” where the UW meets the city
 - e. Where is the Vision for the DT
 - i. There is on for the UW Campus
8. Jane Jacobs
- a. The Death and Life of Great American Cities
 - i. Should be required reading for those working on the plan
9. Next Steps
- a. Meet again: Nov 6 8:00 am T.E.C. Center
 - b. Meet with Bill Freuling to engage with the city
 - i. Susan will set this up so that as many of us as possible can be there.

**DMI Economic Development Committee
Downtown Plan Working Group
Summary Report
January 17, 2007**

The Background to Planning

Preparing To Plan

1. Opportunity Inventory
 - a. What is left to be done upon completion of many ideas from previous plans
 - b. What areas of the DT are re-developable?
 - c. What small parcels have real possibilities
 - d. Where are the opportunities in the DT?

2. Environmental Scan
 - a. Existing Plans
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 2. Frank Lloyd Wright
 3. Kenton Peters
 - b. What studies are going on now?
 - i. Transportation studies
 - ii. Map out what is going on right now
 - c. Influence of the University is huge
 - i. Often there is not enough involvement

Planning Roles

3. The City
 - a. Seems the logical party to over see the project
4. DMI
 - a. What is the DMI role in the process
 - b. Lobbyist to get funding and influence the product
 - c. Funder
 - i. Do our own report on topics
 - d. Convener of the conversation
5. Existing BID
 - a. What is the BID role
 - b. They have a hand in the State Street/Capital Square part
6. Consultants

- 7. Other Partners
 - a. Collaboration Council
 - b. other

The Content of the Plan

- 8. Key Issues to address in Planning
 - a. Transportation
 - i. A key environmental issue
 - ii. Has a huge impact on downtown
 - iii. Commuter rail leads to development on the outskirts
 - iv. Trolley leads to DT development
 - 1. It can lead development to a particular area
 - b. Parking
 - c. Redevelopment of Student Housing
 - d. Values
 - i. What are our values?
 - ii. Sustainability needs to be in place
 - 1. How is it applied to downtown?
 - e. Big Ideas, for example
 - i. Stem Cell Institute on the square
 - 1. Don't let the impact of the intellectual capital of the city leave to the suburbs.
 - ii. The year round farmers market
 - 1. Who are they planning with
 - 2. Could be huge impact on downtown
 - iii. How can we improve lake access?
 - iv. Central Park
 - v. Wisconsin Idea Center

Organizing to Plan

- 1. Planning Process Issues
 - a. City Financing
 - i. It appears that the city will pay for the study to complete the DT plan
 - ii. At this time, it looks as if DMI will not need to raise funds
 - b. A Consensus Plan?
 - i. We want a plan which will be bold and visionary
 - ii. It is hard to come up with this kind of thinking through an extensive set of hearings and consensus based process
 - iii. We suggest that much of this input already exists with the Advisory Report on the DT produced for the Comprehensive Plan
 - iv. The new work for the DT plan should use that input and create a long range set of ideas and goals
- 2. The Nature of the Plan
 - a. Plan Ideal
 - i. What should the DT Plan be like?
 - ii. It should be visionary
 - iii. But it should not be too detailed, not a roadmap of how to get to the vision.
 - iv. It should include the priorities that DMI has for the DT.
 - b. Key Point
 - i. We need to have a Downtown Plan which is more than the sum of the neighborhood plans
 - ii. DT is more than the sum of the parts

- iii. The DT plan is not a neighborhood plan
 - iv. It should overlay all DT neighborhood plans
 - v. The process of creating a DT plan is not a way to get around or invalidate parts of existing neighborhood plans
 - vi. The DT plan is about the DT as a whole and must have a perspective which is more than that of any individual neighborhood plans as well as being more than the sum of the neighborhood plans.
 - c. Other
 - i. More than principles
 - 1. Case studies
 - 2. Illustrate the intent/ Show what you mean
 - ii. What kind of development and where
 - iii. Needs to be able to modify our ideas about historic districts
 - 1. They can constrain us
 - 2. See Essen Haus area projects
 - iv. We need a “fringe plan” where the UW meets the city
 - v. Where is the Vision for the DT
 - 1. There is on for the UW Campus
 - vi. Visit Phil Lewis
 - 1. He puts the DT in a regional context
 - 2. See his E-way concept: more than exists now
 - a. Transcends boundaries
 - vii. Developing a Vision
 - 1. Blue Sky Group
 - a. Creating provocative propositions
 - viii. Have a Design Center for the downtown
 - 1. Make it a physical place where you can see and touch the ideas about downtown
3. Tools for Development
- a. We need to discuss how the plan will be implemented
 - b. Some public sector tools: eg: TIF
 - c. Some private sector activity: eg: development
 - d. Some public/private activity
4. Potential Plan Sections
- a. Definition of DT
 - b. Urban Values
 - i. Environment
 - ii. Sustainability
 - iii. Diversity
 - iv. Others
 - c. Scan- what will happen
 - i. Demographics
 - ii. Transportation
 - iii. Environment
 - iv. Housing
 - d. Key Issues to address
 - i. For example, the issues in the Advisory Report on DT for the Comp Plan (Schreiber/Anderson) had these sections
 - 1. Land Use
 - 2. Housing
 - 3. Transportation
 - 4. Economic Development
 - 5. Civic/Cultural

- 6. Open Space and Recreation
- 7. Urban Design
- e. DT Benchmarks
 - i. What data to monitor the plan

Environmental Scan

1. The objective of the meeting was to identify issues for the DT Plan section on Environmental Scanning
 - a. We do not have the resources to answer every question we have
 - b. But we want to make sure that the planning process
 - i. Works on the right issues
 - ii. Answers the key questions
2. Assumption
 - a. We worked with a 10 year time frame
3. Additional sources for environmental scanning information
 - a. Comprehensive Plan
 - b. UW plan
 - c. United Way data
 - d. Monona Terrace Report
 - e. UW Extension: Matt Kures
 - f. Transportation 2020
 - g. East Rail Corridor report
4. Transportation Issues
 - a. We believe that there will be a new mass transit option available during this period
 - b. All other transportation issues will be affected by it
 - i. Bike paths
 - ii. Pedestrian activity
 - iii. Current Metro system
 - iv. Parking
 - v. Etc.
 - c. Assume we will have commuter rail
 - i. Sun Prairie to Middleton
 - ii. Key Question: Where will it stop in the DT?
 - iii. The location needs to encourage “reverse commuting”
 1. that is they systems can not only carry people into the DT in the morning and back out in the evening
 2. It needs to promote living DT and commuting to the suburbs (e.g. Epic)
 3. thus the DT stop(s) needs to be near residential areas
 4. The location of the DT stops needs to be coordinated with areas where we want to encourage housing, not just work destinations
 - iv. Assume we have a Trolley
 1. This will knit the DT together and make it “smaller”
 2. It needs to not only be for shopping but for connecting housing to jobs.
 - v. We may want to move some of these questions on to Transport 2020
5. Parking Issues
 - a. Commuter lots will change if commuter rail happens
 - i. Potential for reuse
 - b. No big changes seen in parking issues

6. Demographic Issues
 - a. There will be continued growth in the Madison Area
 - b. As we project what demographic groups we want we need to provide the amenities for them
 - i. Some residences appropriate for
 1. retirees
 2. creative class
 3. families
 - ii. A residence like MetroPlace seems quite diverse in the demographic mix.
 - iii. What is the demographic mix for DT in the future?
 1. Fewer students outside of high rises
 2. more affluent people DT
 3. As the minority population of Madison grows, will it have a presence in the DT?
 - c. Retirees
 - i. Growth in this population segment
 - ii. Will they stay or go?
 - iii. Who is moving into the condos downtown?
 1. In 100 West Wisconsin 50% of owners do not use it as their primary residence.
 - d. Younger Families
 - i. If we see single family ownership of vacated student housing, we need to consider an elementary school downtown.
 - e. Diverse Populations
 - i. Growing at a fast pace.
 - ii. Majority minority in lower grades
 - iii. As this population grows, will it have a presence DT?
 - iv. Will the schools be able to improve their success rates with these children?
7. Energy Issues
 - a. Energy costs will only go up
 - b. We need to focus on sustainability
 - c. Madison is probably very receptive to this
 - d. Mass transit is a part but so are green buildings
 - e. Could this be a signature part of Madison in the future? For the DT?
8. State Government Issues
 - a. An important part of the DT
 - b. No major changes seen
9. University Issues
 - a. Major construction but within their “box”
 - b. Will cause major dislocation in current student housing
 - c. Will be a major economic development issue for the DT.

Defining Downtown

1. Terminology
 - a. Think about changing our language
 - b. Move from Downtown to Central City
 - c. A new term that no one owns
 - d. Can't be too big
 - i. Can't be the whole city

2. Central City Characteristics
 - a. Entertainment
 - b. Government
 - c. Employment
 - d. Housing
 - e. Open Space
 - f. Retail
 - g. Density
 - h. A destination
 - i. Common Ground
 - j. Urban “feel”
3. Principles
 - a. Role of the corridors is key
 - b. Include areas that are “in play” and will be changing
 - c. Include areas with an urban feel
 - d. Consider the natural boundaries
 - i. Clearly the Isthmus is a natural part of the central city
 - e. Consider historical issues
 - i. Original plat for the city went to the Yahara river
 - f. Consider symbolic Issues
 - i. Bascom Hill as part of the Central City
4. Exercise
 - a. Draw a one mile circle around the capital
5. DMI
 - a. Remember that we are discussing the city plan and not what DMI covers as its area
6. Eastern Boundary
 - a. Corridor: East Washington
 - i. Natural Boundary: the Yahara River
 - ii. Further options
 1. First Street: entry way to the city from the Airport
 2. Milwaukee Street
 3. Route 30
 - iii. What will be in play
 1. Need to capture Union Corners?
 2. What else?
7. Western Boundary
 - a. Corridor: University Avenue
 - b. Symbolic Boundary: Bascom Hall
 - c. Areas in Play
 - i. Kohl Center
 - ii. University Square
 - d. Options
 - i. Not as far as Hilldale
 1. A node of development but not urban
 - ii. Park Street- perhaps a good boundary
8. Southern Boundary
 - a. Corridor: Park Street

- b. Natural boundary: Wingra Creek
- c. Areas in Play
 - i. Certainly want all of the health care facilities
 - ii. UW welcoming facilities
- d. Options
 - i. Wingra Creek
 - ii. Beltline to include the Villager

Urban Values

1. Downtown Characteristics (from 9/7/06)
 - a. Entertainment
 - b. Government
 - c. Employment
 - d. Housing
 - e. Open Space
 - f. Retail
 - g. Density
 - h. A destination
 - i. Common Ground
 - j. Urban “feel”
2. The Downtown: a description
 - a. A seamless meeting of all elements
 - b. The place where everything exists that makes up the city
 - c. the distilled essence of the city
 - d. DT is the whole city: when the DT is not safe, the city is not safe
 - e. the central location
 - f. a mixed use center
 - i. on the same block
 - ii. co-existing uses
 - g. Transportation
 - i. Comes together there
 - ii. More street traffic
 - h. DT has smaller blocks
 - i. More corners
 - ii. More meeting places
 - i. Repository of the history of the community
3. DT and the Rest of the City
 - a. Dynamic Tension
 - i. Downtown has a “dynamic tension” between the various interests
 - ii. The tension is desirable
 - iii. It is the life of the downtown
 - b. Downtown Neighborhoods
 - i. the neighborhoods downtown are different
 - ii. They celebrate diversity
 - iii. They agree with mixed use
 - iv. They support each other

4. Who speaks for downtown?
 - a. You can't own downtown
 - b. Susan?
 - c. DMI?
 - d. We need something more formal
 - e. Central City Commission
 - f. With no such force, the neighbors have stepped into the void
 - g. Role of the mayor?? Vision but it is not there
 - h. Role of the alders? Need to take the city perspective but they do not do so consistently
 - i. Role of city staff
 - ii. Think of the power of Robert Moses

**DMI Economic Development Committee
Downtown Plan Subcommittee
October 16, 2007**

1. The committee reviewed:
 - a. The Economic Development section of the Schreiber Anderson Advisory report on the Downtown which was a part of the Comprehensive Plan
 - b. A summary of elements of the previous two downtown plans.
 - c. A summary of the work done by this committee in its preliminary deliberations
 - d. A discussion paper produced by City staff on the DT planning process

2. Process
 - a. Needs to be both inclusive and visionary
 - i. This is the real tension of a downtown
 - b. Should be completed or at least far enough along to inform the Zoning study which is happening simultaneously

3. What is new?
 - a. Since the last planning process there are a number of new drivers affecting the plan.
 - b. Demographic Changes
 - i. New populations in the city
 - ii. New populations downtown
 - c. Sustainability
 - i. In the 10-20 year horizon, this will be a major factor
 - d. Regionalism
 - i. A growing effort here and nationally
 - e. Student Housing
 - i. A major move from student occupied single family houses to high rises
 - f. Density
 - i. The region and the city are growing; nothing will stop that
 - ii. How will we respond to growth?
 - iii. An element has to be density especially in the downtown
 - iv. There is a growing realization that density is a key to
 1. Slowing down erosion of farm land
 2. Supporting retail and other elements of a healthy downtown
 3. Supporting regional transportation options.
 - v. Some are concerned that in the current Comprehensive Plan the highest density mentioned is 60 units/acre= ~ 4 stories. This would not be adequate density in the downtown.
 - g. Data
 - i. The Downtown Dynamic data is new on the retail climate

4. Roles that DMI can play
 - a. Address regionalism
 - i. If we truly have a regional economy
 - ii. If downtown is really the most significant downtown in the region
 - iii. If downtown has clear regional assets
 1. Zoo
 2. Museums
 3. Major entertainment centers
 4. Major educational centers
 - iv. If downtown wants regional support for its development
 - v. Then, the region needs to have a say in the future of downtown.

- vi. DMI can foster that dialog
 - b. Supplement the city staff
 - i. Create an advisory group of Planners, architects and urban design professionals
 - ii. Secure assistance from International Downtown Association (IDA) to assist with research on benchmark downtown planning.
 - c. Support the planning effort by raising supplemental funds
 - i. City has suggested an amount of \$30,000
 - ii. More clarity is needed as to what this will fund
 - iii. Examples include
 - 1. Extra studies such by external groups such as IDA or the consultant who is hired for Zoning.
 - 2. Creating a final product or subset of the final product which would be highly produced and could be used as a promotional or marketing piece.
 - 3. Making extensive use of Design Graphics
5. Vision
- a. A key question is: What do we want?
 - i. Some want no change at all
 - ii. What are the values that really matter to us?
 - iii. This will drive the plan.
 - b. The previous plans all had big projects which came to pass
 - c. How will we encourage big thinking on this process
6. Other Ideas
- a. Another resource
 - i. Jim LaGro who runs the UW Urban Design Studio
 - ii. The class in spring could take on a suitable project from this planning effort.
 - b. Do we want to have a Kick Off Event to launch the plan
 - c. Does DMI want to have a summit to bring its members together to think about the downtown's future?
7. Next Steps
- a. The committee will meet monthly at 1:30 pm on the third Tuesday of the Month.
 - i. Next meeting is November 20, 2007
 - b. Ed will talk to REDE staff to clarify the regional work we intend to undertake
 - c. Susan will talk to IDA re benchmark plans
 - d. Tim will begin thinking about an advisory committee: composition, charge.
 - e. Bill will continue to meet with stakeholders re the process and will attend these meetings in the future.

**Downtown Design Professionals Workgroup
Wisconsin Idea Discussion
October 29, 2009**

What does the Wisconsin Idea mean to you?

How does the Wisconsin Idea apply to the design of Downtown Madison?

(a loose transcription by Tim Anderson)

Gary Peterson:

- Mifflin/ Dayton corridor.
- Jobs at all economic and skill levels.

Ed Linville:

- Broadly, it is an idea, it is not a place.
- Conduit for ideas.
- Housing is important.
- Energy center.

Amy Hasselman:

- Wisconsin Idea Center.
- Interaction between UW, business and government.
- Link to transportation.
- Living laboratory.

Lucas Dailey:

- An area - a collection of buildings and uses.
- The interface between UW, business and government.
- Place for ideas and public dialogue.
- Business incubator.

Kevin Pomeroy:

- Best practices.
- Cutting edge research to solve key issues about our changing environment.
- Place for planning the next 100 years.

Arlan Kay:

- Locational advantages.
- Synergy between UW and west rail corridor/rail station.

Dan Williams:

- Ideal location.
- Education and policy research.
- Opportunity to make a better place for people and society.
- Urban agriculture.

Mary Roley:

- Innovation and cooperation to change the world to a better place.
- Collaboration center for planning and design.
- Preserve "Mifflin" idea.

Tim Anderson:

- Hole in the donut.
- Multi - generational housing, sharing ideas.
- Interface of humanities and science.
- Place for entrepreneurial investment in 21st century jobs.
- Entertainment district.
- Urban village.
- International center.
- Catalyst for downtown activity and investment.

Doug Kozel:

- Community and connections.
- Exemplary.
- Energy center, experimentation.

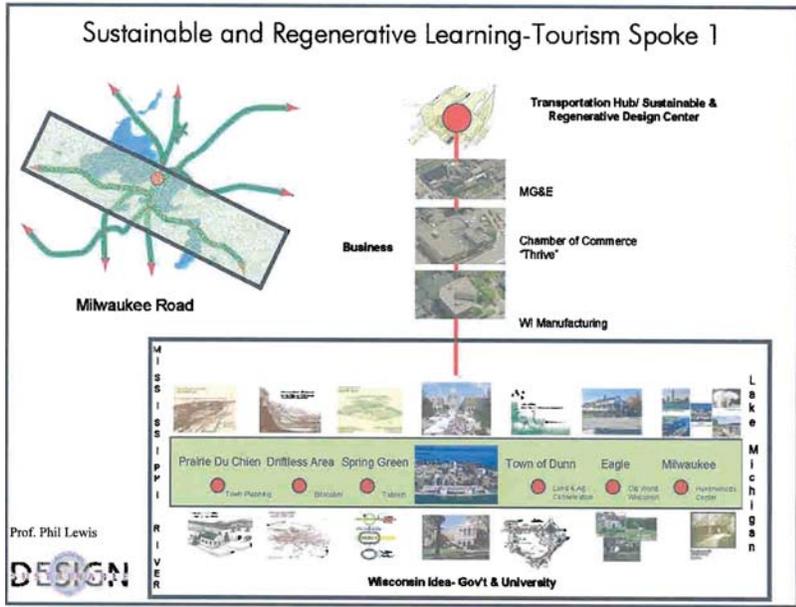
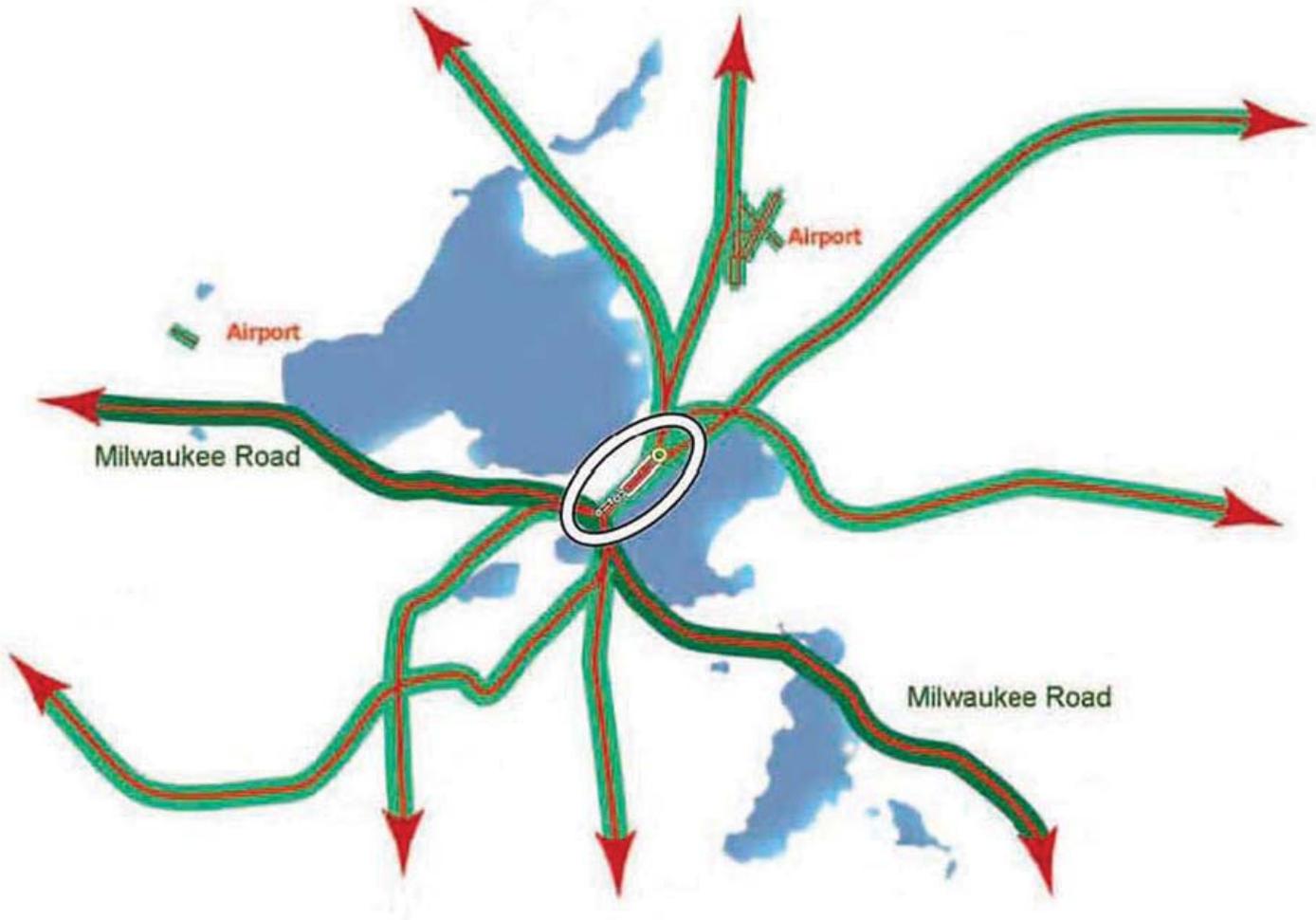
Christine Chambliss:

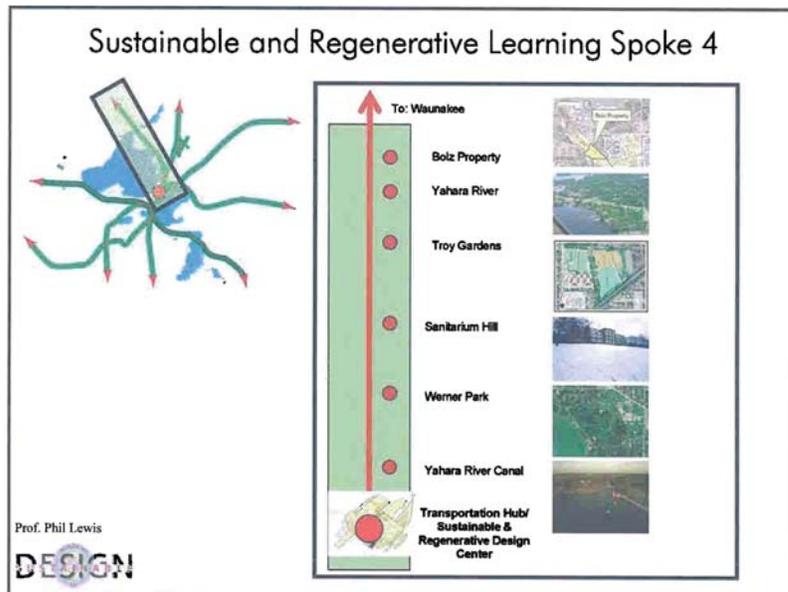
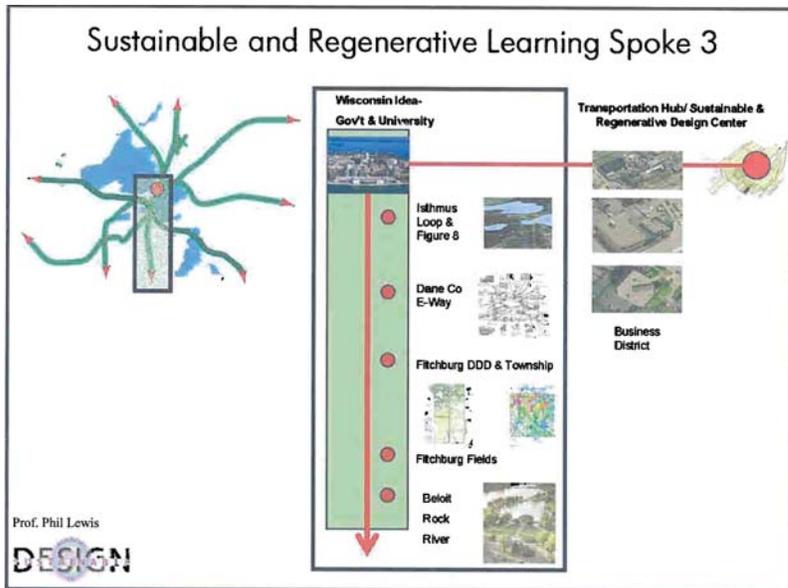
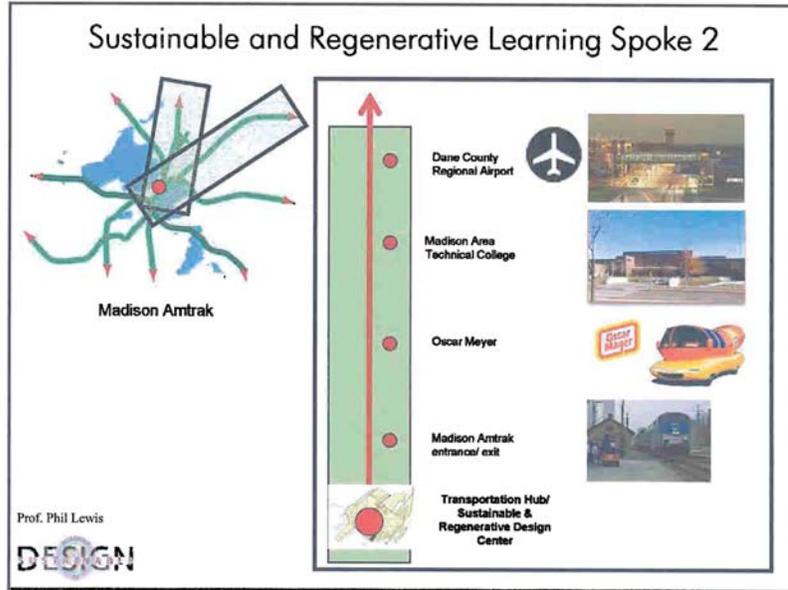
- Place for differences - different owners, doing different things.
- It is a street, street life.

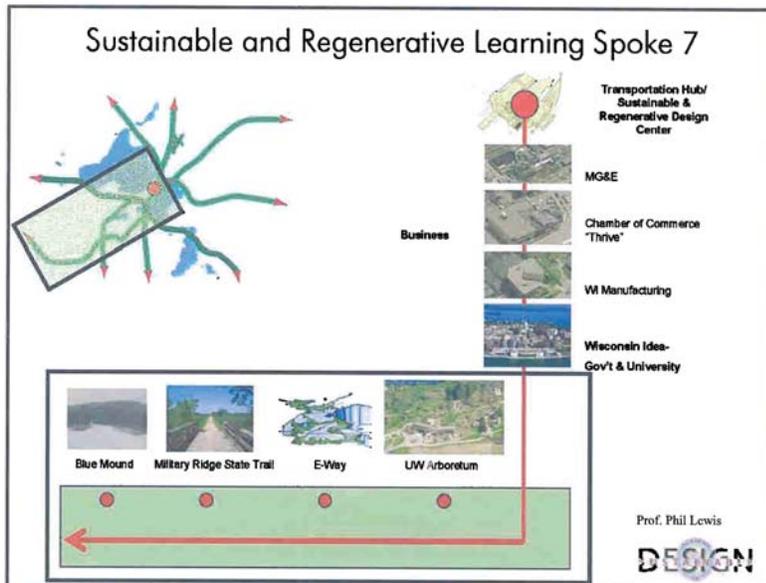
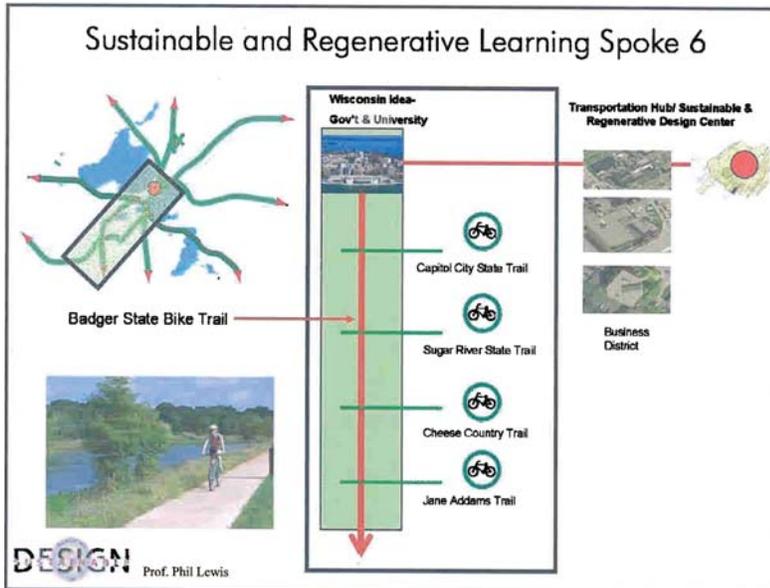
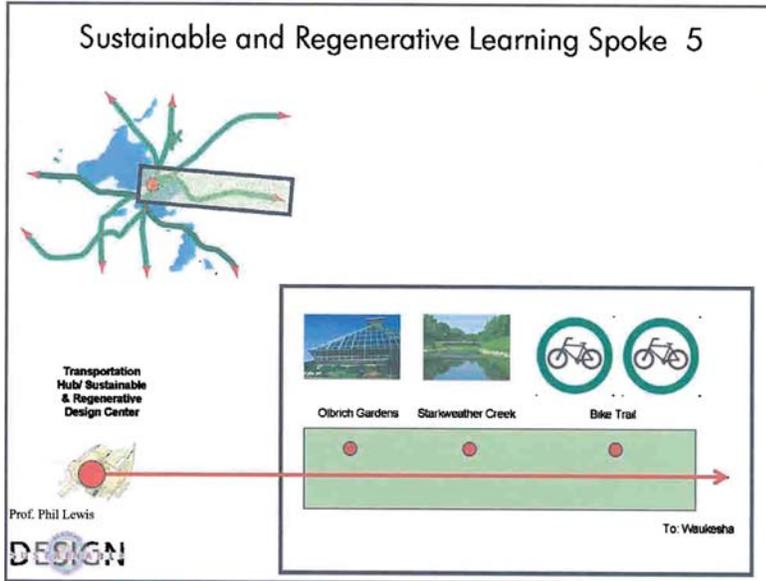
Group discussion:

- Opportunity area.
- Satellite communications to bring the world together.
- More than a street.
- Through block connections.
- Woven fabric.
- Place where you feel comfortable - like the State Capitol, not like the Institute for Discovery.
- Crossroads concept like the State Capitol.
- Mobile pod on tracks to disseminate ideas.
- There is no place like this - Madison should be the leader.
- Phil Lewis Wisconsin Idea Center.
- Like the Atwood Community Center - Reclaim. Reuse and Redefine.

Phil Lewis' Sustainable and Regenerative Learning Spokes

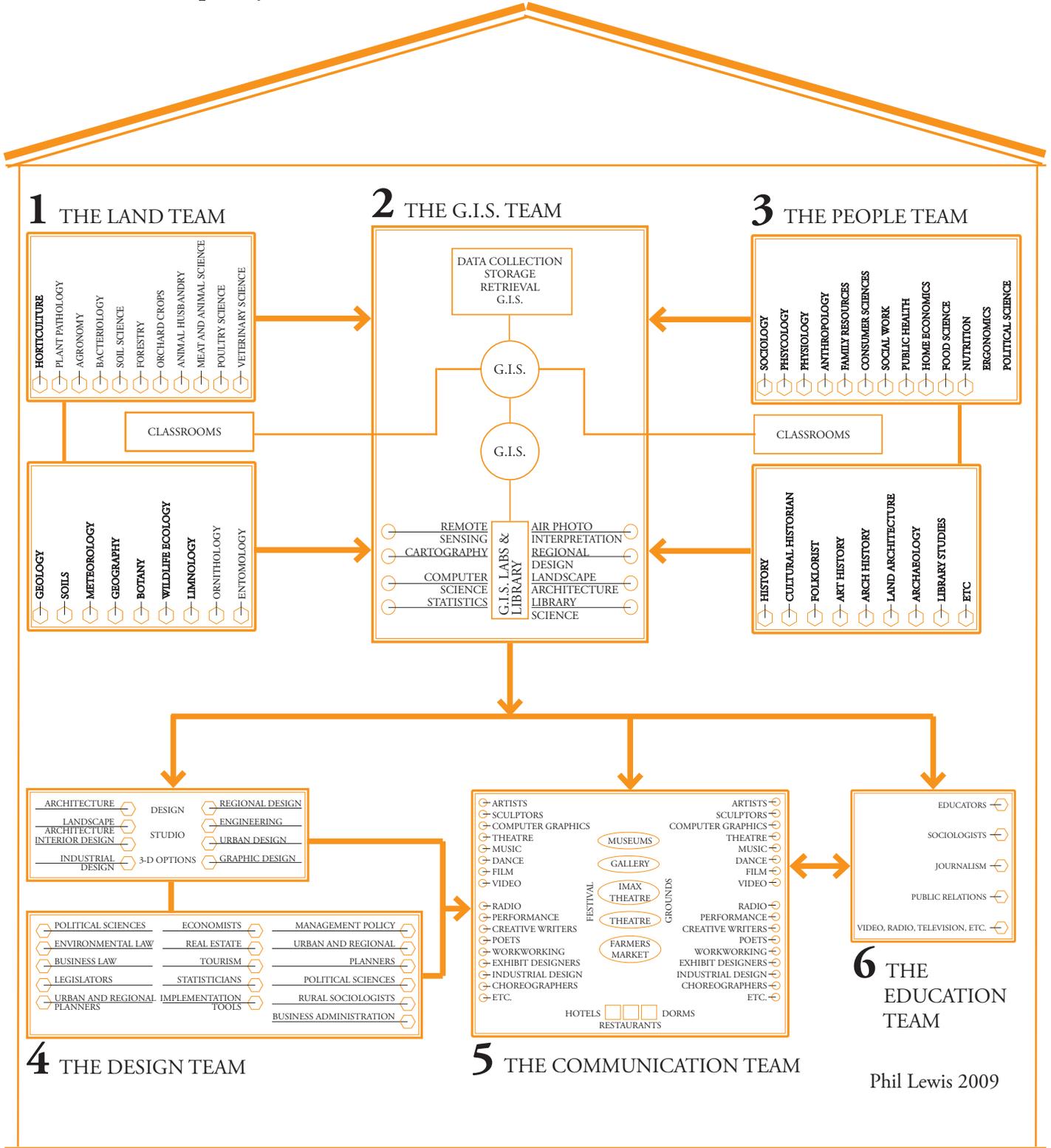






Phil Lewis' Wisconsin Idea

The interdisciplinary Team



Phil Lewis 2009

Brain Weingold's Images of Henry Mall and University Avenue

