

## Downtown Planning Process Officially Underway

Over 80 people attended the Downtown Plan Kickoff Meeting held April 9th at the Overture Center. Following opening remarks by Mayor Dave Cieslewicz, staff from the Department of Planning and Community and Economic Development gave an overview of past downtown plans and the process for developing the new Downtown Plan.

Participants then joined in small groups to discuss topics covered in the 2004 *Downtown Advisory Report* (Land Use/Urban Design, Housing, Transportation and others) and to identify recommendations they felt were missing from that report. This was followed by a prioritization exercise that allowed individuals to identify the recommendations they felt were the most important. Feedback from this portion of the meeting will be used to guide staff in collecting data and in structuring the next round of meetings.

Sustainability, parks and urban open spaces, retail uses to meet the needs of Downtown residents, growing basic sector jobs and a new/expanded central library are a few of the new ideas that generated a lot of support. Many of the recommendations included in the *Downtown Advisory Report* were also validated.

A video of the meeting presentations and results from the exercises can be viewed on the "What's New" page of the project website at [www.cityofmadison.com/downtownplan](http://www.cityofmadison.com/downtownplan).



Mayor Cieslewicz kicked off the Downtown planning process at Overture's Promenade Hall on April 9th, 2008. Over 80 people attended the presentation and discussion sessions.

### Kickoff Meeting Vision Exercise:

During the Kickoff Meeting, participants were asked if they agreed with the vision statement included in the *Downtown Advisory Report*, or if they would like to change the vision or add any new ideas or concepts.

Although most responses supported the vision statement as written, some suggested also including emphasis on multi-modal transportation, safety and sustainable development.



### Downtown Advisory Report Vision

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

(*Downtown Advisory Report*, July 2004)



## DOWNTOWN PLAN RESOURCES:

Check out these resources on our [Downtown Plan website](http://www.cityofmadison.com/downtownplan) to learn more about the plan and how to get involved in the process:

[www.cityofmadison.com/downtownplan](http://www.cityofmadison.com/downtownplan)

1. Newsletters & Brochures
2. Planning Glossary (coming soon)
3. FAQs (coming soon)
4. Kickoff Meeting ★ NEW  
slide show & link to video of the presentation
5. Results of Kickoff Meeting input ★ NEW
6. Results of vision exercise ★ NEW
7. Submit comments & ideas
8. Subscribe to receive e-mail announcements

### Contacts:

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## Downtown Plan Process Meeting Windows

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



# What's Next?

## Meeting Window #2: What are the Possibilities?

Over the summer, residents, businesses, downtown organizations and other interested parties will be encouraged to think creatively about the future of Downtown. The focus of this phase of the planning process will be on considering the range of possibilities for addressing the issues identified.

### Save the Dates!

During the last week in June, the City will hold a series of six Downtown Plan public meetings covering specific themes to engage participants in a lively discussion to imagine the possibilities for the downtown. Anyone with an interest in these topics is encouraged to attend.

	5:00-6:45pm	7:00-8:45pm
<b>Tuesday, June 24</b>	Visitors & Tourists	Recreation, Culture and Entertainment
<b>Wednesday, June 25</b>	Moving Around	Downtown Working and Business
<b>Thursday, June 26</b>	Downtown Living	Sense of Place(s)

All meetings will be held at the *Overture Center's Wisconsin Studio*

**Downtown Plan Website:**  
[www.cityofmadison.com/downtownplan](http://www.cityofmadison.com/downtownplan)