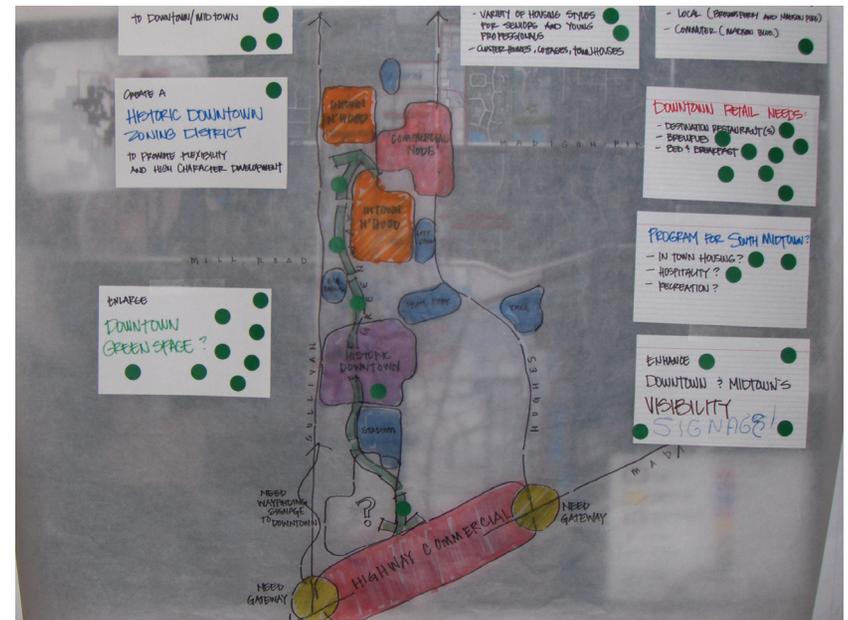


Midtown Madison

As the acknowledged heart of the City, the focus in Midtown must be upon reinforcing and expanding its unique character and central location. To function as a destination, for both locals and visitors, the charms of the Historic Downtown must be accentuated, and the collection of nearby amenities - the skate park, the stadium, the YMCA, among others - must be linked to create a “center of gravity” for drawing people to the area. An additional strength is the fact that there is still a significant amount of undeveloped land adjacent to the Historic Downtown, making it easier to expand. Of special note is the area between Wall-Triana and Plaza Boulevard. The context and location make it particularly inviting for traditional in-town development, of the type that has already appeared around the downtown.

Challenges exist, however, in trying to advance this agenda. Historic Downtown in particular is relatively isolated and difficult to find. The physical linkages with its surroundings are not well developed, especially for pedestrian and bicycle traffic. The ages of some of the buildings - both in Downtown and along Madison Boulevard - are advanced to the point that they may require significant reinvestment to make them economically viable. It is likely that in order to spur redevelopment in the area, the City will have to take a proactive, and possibly financial, role in the creation of incentives.



FRAMEWORK & GROWTH PLANS

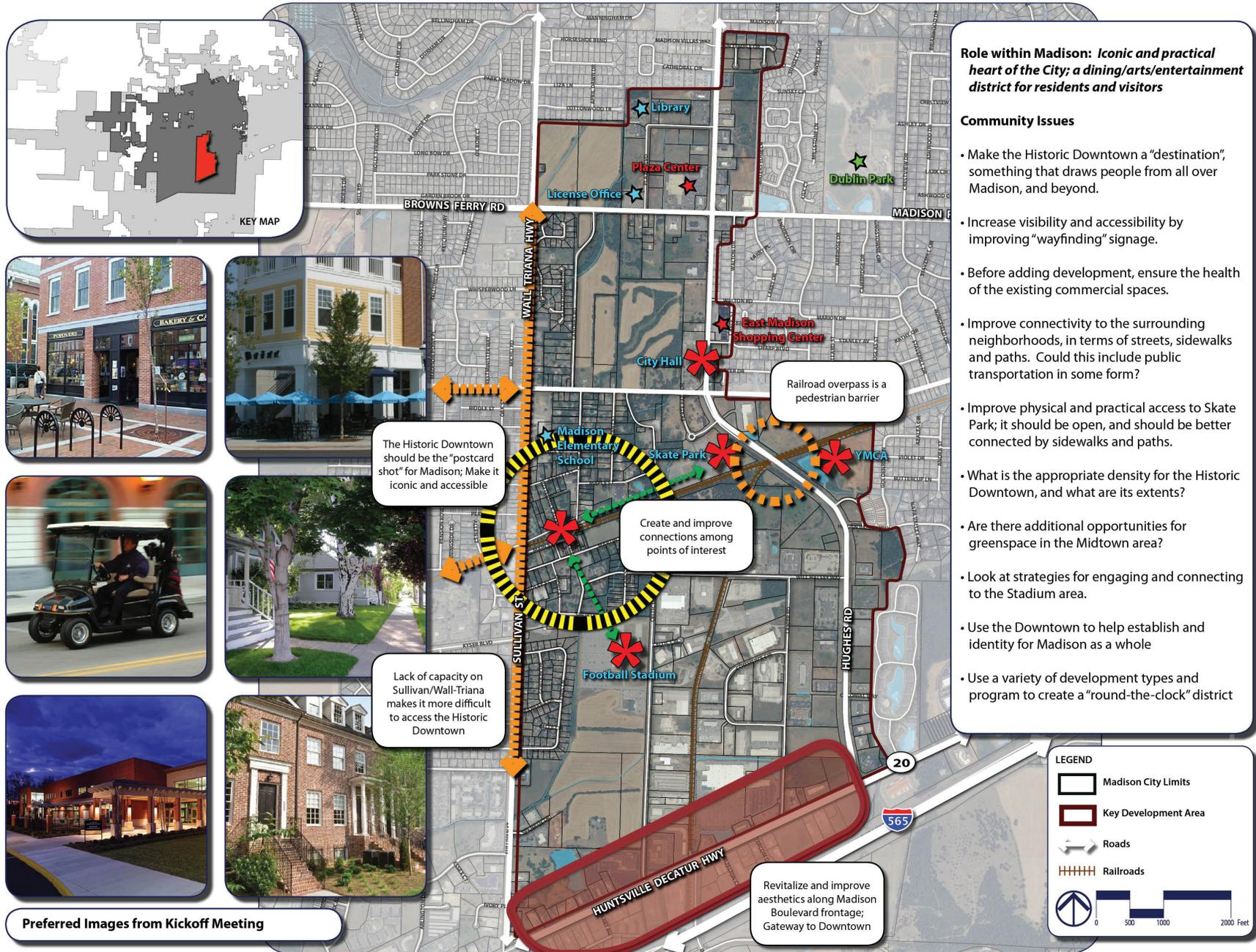
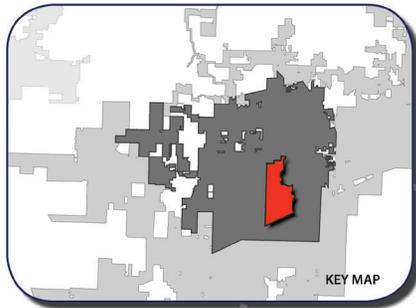
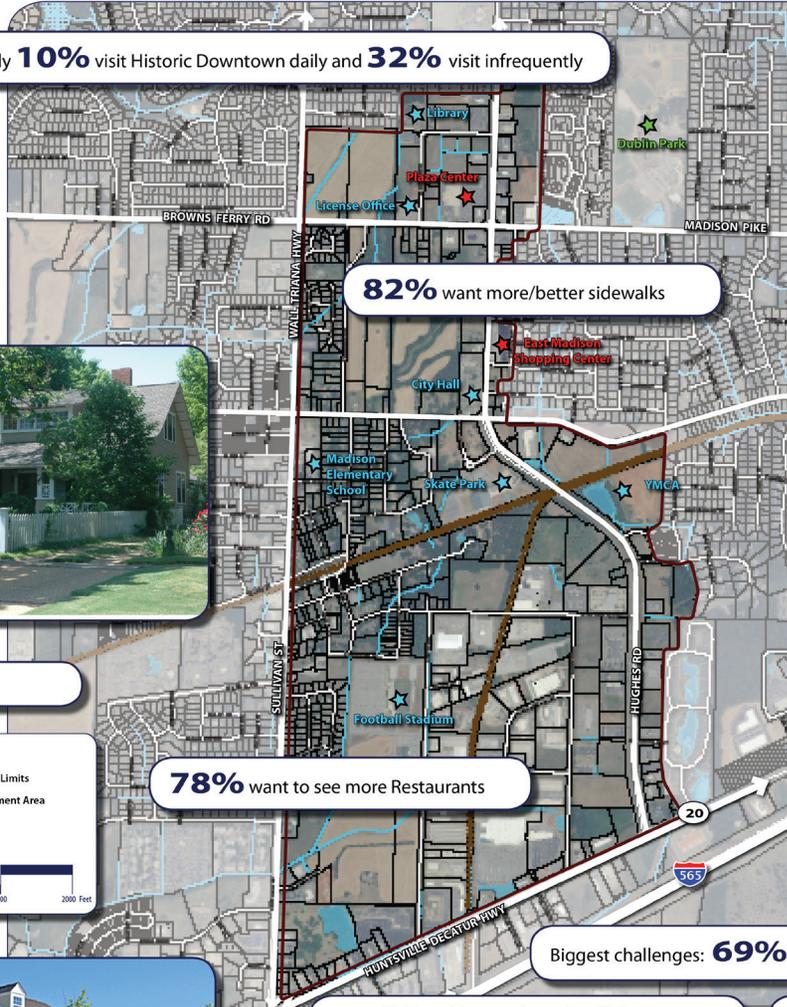


Figure 2.17 - Midtown Madison Framework Plan

FRAMEWORK & GROWTH PLANS



Only **10%** visit Historic Downtown daily and **32%** visit infrequently



82% want more/better sidewalks

"What is already there is great; we just need more. In addition to that, we need better access in and around the area..."

"Please keep its small town charm."

"Transportation via bicycle or foot is lacking and needs to be improved."

"Give me a reason to go there."

"More events that utilize the downtown area and create a fun community presence"

"Expand the extent of what is considered "historic downtown"..."

"FIX THE STREETS AND SIDEWALKS YESTERDAY!!!!!!!"

"Midtown Madison will set the character for the whole city"

"Parking is also a struggle..."

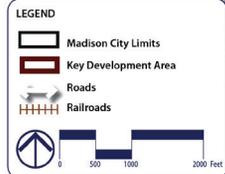
"Need to revitalize the downtown area and then expand outward to the stadium, skate park, library, etc. The skeletal structure is there; it just needs meat on the bones..."

"...more for younger professionals and families to do & shop"

"Beauty and ease of access are the keys."



Most Popular Images



78% want to see more Restaurants

Biggest challenges: **69%** need more shops; **22%** preserving character



Least Popular Images

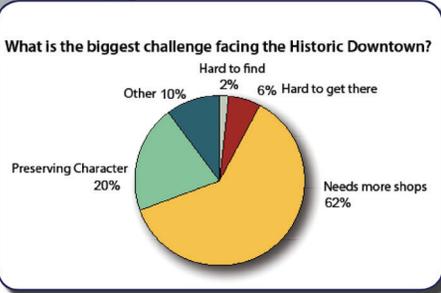
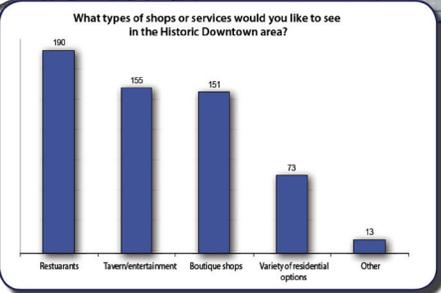
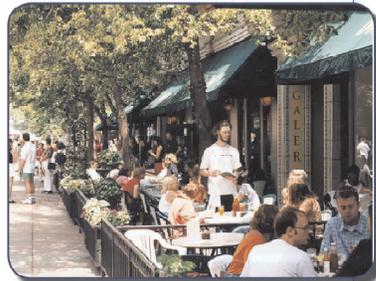
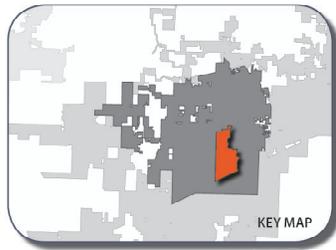


Figure 2.18 - Midtown Madison On-Line Survey Results

FRAMEWORK & GROWTH PLANS



Preferred Character Images from On-Line Survey

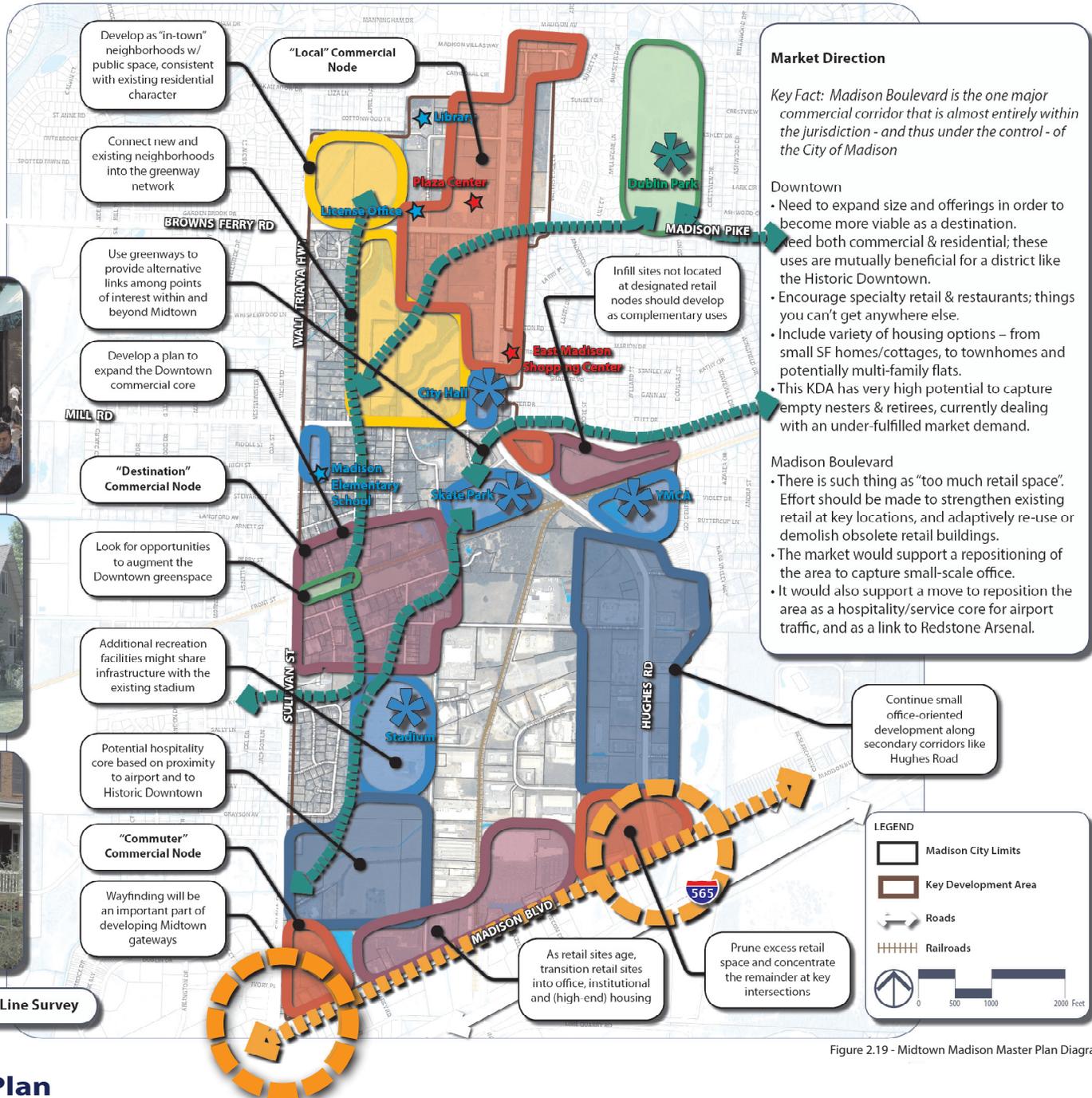


Figure 2.19 - Midtown Madison Master Plan Diagram

FRAMEWORK & GROWTH PLANS

1 New intown neighborhoods should match the character and density of existing neighborhoods and should be integrated into, and used to improve, the local connectivity network - sidewalks, streets and greenway trails.

2 Enhance pedestrian and bicycle connectivity via a combination of off-street greenway trails, on-street bicycle paths and new/improved sidewalks - depending on the immediate context. The network should be "destination-based"; that is, plot the local points of interest, and design the system to ensure maximum connectivity among those points.

3 Wayfinding is crucial to destination-based town centers. A wayfinding plan should consist of two pieces: a branding effort that creates a signature style for the signage; and a location plan that optimizes the siting and orientation of signage to guide potential visitors to the Historic Downtown.

4 A key market recommendation was to expand the commercial base of the Historic Downtown. One strategy for achieving this is to create a public greenspace around which future development might be arranged. In this particular approach, the new greenspace would not only create an armature for new development, but would also add usable open space for Downtown events and provide a more walkable linkage between the Downtown and the Stadium. In this case, the two uses would complement one another and help create more critical mass for a "destination" district.

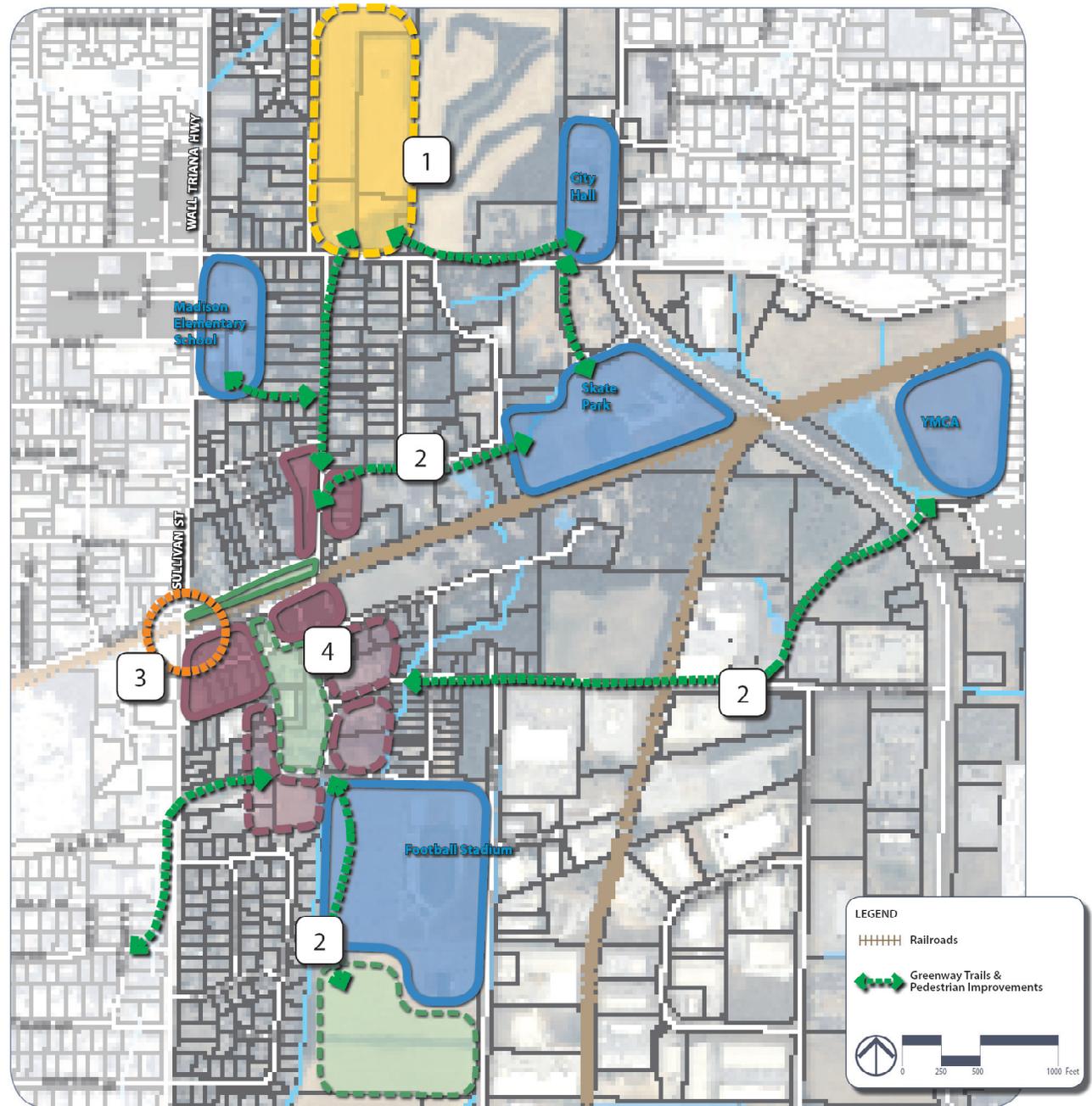


Figure 2.20.A - Midtown Madison Sub-Area Diagram

FRAMEWORK & GROWTH PLANS



Figure 2.20.B - Midtown Madison Aerial Diagram

Historic Downtown Madison Vision

This aerial diagram illustrates how the Historic Downtown may redevelop over the next decade or two, based on recommendations from the Growth Plan. The strategy would be to add development in two directions: toward Sullivan (to help create a more visible presence along a major corridor for Downtown) and toward the Stadium (to create a larger “activity area” that has more power to draw people to the historic center). Development will consist of commercial mixed-use and medium-density residential (such as townhomes or narrow-lot cottages). Simultaneously, opportunities will be taken for expanding the immediate greenspace options.