

DESTINATION DISTRICT VISION & STRATEGY WORKSHEET SUMMARY September 12th, 2018

Following the presentation regarding the Destination District Vision & Strategy, event attendees were provided with individual worksheets with the following three questions. Participants were asked to complete the questions individually, then discuss amongst their table group, where they would vote on their top responses for each question. The top responses for each question were then presented to the full event group.

Individual Responses:

1. Based on what you've heard, which three ideas excite you the most?

- Connect across John Nolen
- Add multi-modal to downtown/Park Street/State Street & UW
- Create cohesive park & authentic identity
- Entertainment district
- Increased usage-events, life
- Connected multiuse space
- Connecting the areas on both sides of Rimrock/John Nolen
- Enhancing the activities available on the perimeter of the AEC Campus
- Waterfront activation add amenities
- Potential gateway development at Beltline
- Lake connections (terrace, walking)
- Rail connection with Downtown
- Enhancing are with attractions and entertainment
- Different options for accessibility (bike share, rail, water taxi)
- Multiple use campus – additional opportunities for shopping, dining, and entertainment will also provide additional revenue stream for county
- Gateway to Madison from Beltline/Rimrock – generate excitement as visitors/residents approach the downtown area
- Entertainment district
- Connecting Downtown with AEC Campus
- More attractive to visitors – giving them more of a reason to pick Madison as their convention or leisure destination
- Land bridge over John Nolen
- Creating a network of parks
- More intensive mixed-use development
- Greenspace
- Better use of this underdeveloped space
- Increased and improved amenities in the district for locals and visitors
- Improved and safe pedestrian access to district and surrounding area
- Generating revenue for our community
- Comprehensive integration of the various districts and efforts to integrate them

- Recognition of how this project can transform Madison and growth of economy through AEC improvements and surrounding area – AEC enhancement, Entertainment District
- Lakefront activation and pedestrian traffic safety/ease of access
- Idea of destination district
- More variety of activities
- Interconnecting of different activities (walking, biking)
- Connecting to Downtown
- Connectivity and public transit
- Increased aesthetics
- Increased public access to additional amenities and Downtown hot spots
- Continuing to utilize the natural areas
- Improved pedestrian/bike network in this area with multiple grade separated road crossings
- Increased building density on private land parcels in the area
- Improved multimodal transportation network in this area
- Potential residential development along Olin
- Bridge/tunnel across/under John Nolen
- ‘Union Terrace’ type facility in Olin
- Leaving the natural (park) areas alone is a good idea
- Connect north of John Nolen Drive to south of John Nolen Drive
- New use of “Clarion” area with improved roads/access
- Enhanced bike experience with revised trail through park
- Food/restaurant near boat launch
- Better transportation and connection to Downtown and across John Nolen
- Making Olin accessible with expanded pedestrian crossings is key to the entire plan
- Attracting events that bring more activity to the area. We like events in Madison and this is a showcase area
- Attractions that give residents another option for recreation (both active and passive)
- Improved pedestrian walkways/bike across John Nolen
- Bars, restaurants, and shopping – great for both Madisonians and visitors
- Enhanced parks that are better connected
- Area improvements for environmental enhancements
- Improvements for transportation and park access

2. What additional ideas do you have that would further contribute to creating a destination district that you and your friends would want to visit regularly?

- Better connect the outer-lying areas with downtown/AEC – possible direct metro from select locations.
- Better use of Willow Island for events and concerts.
- Consider placement of F&B amenities relative to parks and gathering spaces
- Boat rental on the lake
- Ensure well connected pathways and transportation through surrounding neighborhoods not just via John Nolan and Rimrock
- Integration of public art
- Free parking when going for purpose other than events
- Dynamic nightlife – clubs with live music
- Outdoor entertainment pavilion

- Restaurant/bar overlooking the water
- Comedy club/bowling/splashpad/music with dance floor – more than just a bar or restaurant
- Wine tasting distillery/ski lift
- Easier transportation from other cities/across the lake
- Activate lakes with boat rental
- Shopping/local shops and local eateries
- A signature iconic piece of public art or structure that could become a symbol for Madison entry – like the bean at Millennium Park
- Build a “living building” environmental center. This goes beyond LEED to consider things like equity. The new Hitchcock Center in Amherst, MA is an example.
- I like many of the ideas that have been suggested. The mix of amenities (art, food, nightlife, etc.) is key. So is connection to Downtown or transportation options.
- Need to make sure it’s a four-season attraction (aquarium, top golf, arts center)
- Expand the connections further out into suburbs and hot spots
- Provide recreational activities (i.e., rentals, tours of natural areas, etc.)
- Whatever you do, please control noise in this area
- Plant more trees that can grow to canopy tree size
- Public recreational facility, like Warner Park
- Pop-ups markets (night, Christmas, food, art & craft)
- Better publicity to surrounding neighborhoods about low cost/free access to events (like World Dairy Expo, Midwest Horse Show, etc.)
- The Coliseum doesn’t have very good acoustics (like for a band)
- Outdoor open-air entertainment options
- Tower views of capitol for public
- Covered access for pedestrians to access hotel/restaurants/bars/events (ex. St Paul, MN)
- A lot more Metro bus service to this area even separate/in addition to event shuttles
- More sidewalks in whole district, but especially on AEC Campus
- Designate more space in AEC for local (free/cheap) community events
- Make it QUIET – don’t ruin my home and neighborhood
- We have very long winters so we need to take into account that winter activities should be an important part of the plan. Hard to find family activities in winter
- Ferris wheel
- Community oriented events to keep local residents involved

3. As the concept of a destination district advances, what concerns do you have?

- Timeframe – not to rush, but getting this going would benefit everyone.
- Traffic
- Focus less on residential – 100% focus on usage, events, entertainment
- Branding
- Funding/viability of the businesses
- Set up of public/private investment and expectations
- Traffic increase without proper infrastructure
- Not enough people to make addition of restaurants and other businesses viable
- Politics may impede progress of development
- Parking downtown if taking water taxi, bike share

- How long will it take?
- Potential lack of agreement and coordination between city and county
- Inability to make the area a 4-season destination
- Length of time needed to make a visible impact/improvement
- I'm concerned Olin Park will suffer. Those lovely old oak trees weren't designed for a lot of foot/truck traffic
- The potential price tag will stifle conversation and forward progress
- We will study the possibilities to death and not make a decision on moving forward
- Getting it done as fast as possible
- Feasibility
- Public readiness
- Red tape with roadways
- Road crossings
- Gentrification of surrounding neighborhoods
- Choosing less costly options for improving the area will shortchange potential for the area!
- Clearer stormwater management approach – make it visible to public, like UW Campus Master Plan
- If an objective of this is to “densify”, that will bring more people and cars (traffic) and less chance to escape into parks or natural areas to get the kind of “recharging” people get from such an experience.
- The parks in the area belong and are paid for by city residents and should NOT become an event space for AEC tourists. These parks are already heavily used and should not be turned over for tourists.
- The Ring road will be abused by AEC and hurt the recreation facilities at Quann. Parks and greenspace are valuable in and of themselves and do not need development/concrete/buildings.
- Minimize closure of Olin boat launch
- Pedestrian/bike access for CapView, Brams and others to south and/or north will never be good because everything faces the other way and AEC/Expo building black ways to the front and west facing doors are always locked.
- Loss of the dog park for most of warm weather use
- The impact on affordable housing in the area. How do we make sure residents in the surrounding neighborhoods are not priced out of their homes?
- Traffic flow and parking for everyday
- Lake stress
- Over regulations and permits
- Traffic mitigating, government transportation

Table/Small Group Responses:

1. Based on what you've heard, which three ideas excite you the most?

Ideas	Votes
<ul style="list-style-type: none"> • Connectivity – Downtown: venues, development, community; John Nolen; attract more events; enhanced bar, restaurants, recreational opportunities 	4
<ul style="list-style-type: none"> • Increased lake utilization – boardwalk with connected entertainment; boat docking; view from this area; increased winter activities 	4
<ul style="list-style-type: none"> • Crosswalk connections 	3
<ul style="list-style-type: none"> • Greenspace 	1
<ul style="list-style-type: none"> • Transportation improvements and park access 	5

• Accessibility – safe	1
• Entertainment district	2
• Mixed use	3
• Lakefront activation	4
• North/South connection – gateway	
• Network of parks	
• Land bridge	
• Madison view and skyline	
• Encouraging people to get out of cars	
• Increased amenities for everyone	3
• Connecting the area	1
• Increase usage of an untapped area	
• Lake connection	1
• Gateway to city	2
• Enhancing area through mixed use	3
• Better connections across John Nolen Dr	1
• Better use of area near/south of Clarion	
• Leave natural/park areas alone	3
• Improved pedestrian/bike connections with grade separation road crossings	1
• Potential residential development along Olin	2
• Improved multi-modal transport, including to Downtown	1
• 'Union Terrace' style facility at north end of Olin	1

2. What additional ideas do you have that would further contribute to creating a destination district that you and your friends would want to visit regularly?

Ideas	Votes
• Transformational activities – cruise, bikes, utilization	4
• Museum highlighting history of area/visitor center – APT, natural feature/outdoor theatre; reengage the view	4
• Recreational activities/rentals – ice hockey teams; festivals	
• Ferris wheel	
• Winter activities	1
• Community and kid attractions to keep area residents connected to the community	5
• Living buildings that exceed LEED	4
• 4-season attraction (indoor options, indoor fitness facility)	4
• Outdoor entertainment venue – FLW	1
• Gondola – lift connecting Downtown to AEC	4
• Boat parking	
• Iconic public art	1
• Night life	
• Barge on Lake	
• Indoor dog park	
• Connect areas to limit driving	

• Better connect whole area/campus	2
• Boat rental	2
• Public art	2
• F&B and amenities outside of center campus area (lakes/parks)	3
• Adequate free parking when using for non-events (restaurants)	1
• More sidewalks, especially on AEC campus	
• Improve coliseum acoustics as part of remodel	1
• Consider noise reduction in <u>all</u> aspects of redevelopment (e.g., road pavement)	2
• Public community/recreation center (like Warner Park)	3
• More canopy trees in parking lots, all over campus	
• Tower for viewing capitol area/top floor for public access	1
• Pop-up markets (night, Christmas, food carts, art)	1
• Covered/indoor pedestrian links (e.g., across John Nolen)	2
• Improved John Nolen/Beltline intersection	

3. As the concept of a destination district advances, what concerns do you have?

Ideas	Votes
• Reliable through transit (cars) – add rail or monorail? Available transit every 10 minutes	4
• Loses momentum – 10-100-year timeline; leadership group	4
• Traffic flow and parking	3
• Health of beautiful old oak trees	1
• Stress on lakes	3
• Impact on affordable housing in the area	3
• Balance between visitor and resident	2
• City vs. County vs... - Politics	2
• Speed to market	6
• Timeframe	1
• How will we pay for it?	4
• Complexity of public/private model	2
• Traffic	
• Need to support diverse groups in all socio-economic classes – accessible	2
• How do we brand it?	
• Economic viability	1
• Parks are not for tourists	
• Gentrification of surrounding neighborhoods	2
• Ghetto-ization of surrounding neighborhoods	2
• Increased traffic congestion, frequency of it	2
• Reduce cars' intrusiveness	1
• Public actors (e.g., city, county) will under invest in key infrastructure	2
• Quann Park will be overused by AEC	2