



Madison's Central Business Improvement District (BID)

Date: June 8, 2010

To: Mark Olinger, Brad Murphy and Bill Fruhling
Department of Planning and Community and Economic Development

cc: Mayor Dave Cieslewicz
Mario Mendoza
Alder Mark Clear, Council President
Tim Cooley

From: Mary Carbine
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Re: Downtown Plan

Dear Mark, Brad and Bill,

The BID Board thanks Bill Fruhling for presenting a Downtown Plan update at its April meeting. At its June 3 meeting, the BID Board approved the following statement and recommendations for the Downtown Plan:

1. The BID Board urges the city to move forward with the Downtown Plan and establish a timetable for completion;
2. The BID Board endorses the vision and recommendations of the DMI Real Estate Professionals as they relate to the central business district, and encourages incorporation into the Downtown Plan (DMI Real Estate Professionals Recommendations: http://www.downtownmadison.org/uploads/media/DTREP_10.20.09.pdf);
3. The land use vision for the central downtown and BID area should promote the following:
 - A high density urban core that encourages more downtown employers, businesses, residents, and visitors.
 - A higher density that is necessary to support downtown retail and other businesses, arts and cultural organizations and the city's tax base.
 - Creating/maintaining a downtown core that promotes more spaces in which large employers can locate.
 - A land use plan for the central downtown that encourages higher density, rather than "blanket" building height limits or "blanket" setback requirements. (The BID Board would not support "blanket" requirements that could hinder positive development possibilities.)
 - The Capitol View Preservation guidelines for building heights.

The BID Board looks forward to actively participating in discussion and the process for completion of the Downtown Plan. Thank you, and please contact me if you have questions.