



# LINCOLN PLACE

MAKING LINCOLN PLACE "A PLACE"  
IN DOWNTOWN MADISON, NJ  
MAY 2009





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A great public space is like a magnet for people. People go there not only because they must pass through, but because it is just pleasant to be there. What draws them? What makes an otherwise ordinary street, plaza, or square into a magnet for people? In over 30 years studying public spaces, PPS has found that four key attributes typically characterize a great place.

## QUALITIES OF GREAT PUBLIC SPACES



- key attributes
- intangibles
- measurements



# INTRODUCTION

Great streets are also great walking environments. They offer a balance of transportation alternatives, interesting architecture and ground floor uses, small blocks, attractive amenities, well known destinations, outdoor activities and frequent events, civic spaces and natural settings, all surrounded by vibrant neighborhoods.

These are the features and characteristics that Madison has successfully incorporated much of the surrounding downtown area, yet Lincoln Place remains underachieving as the city's front porch. Lincoln Place has great assets on which to build, including restaurants, historic architecture, walkable proximity to parks, and a beautiful, heavily-used train station which draws people from Madison and surrounding towns throughout the day and evening. The challenge is how to better connect these assets in a better designed and managed street to create a safe and welcoming environment for people who live, work and visit Madison.

Towards this end, the Borough of Madison asked Project for Public Spaces, Inc. (PPS), a New York-based non-profit that has worked on the design and management of public spaces in over 2500 communities, to examine Lincoln Place in downtown Madison and produce this report of recommendations for improvement. This project builds on PPS's long involvement in downtown Madison dating back to the 1980s. The PPS study is particularly relevant as the Borough has planned for a major reconstruction of the street, providing a unique opportunity to redesign the pedestrian environment on Lincoln.

This report is divided into three parts. It begins by describing some fundamental qualities of pedestrian friendly downtowns. Next, it summarizes the process undertaken by PPS in formulating its recommendations, including a community workshop attended by approximately 30 people, who evaluated difficult sites on Lincoln Place. Finally, each site studied is assessed and a series of short- and long-term recommendations are presented.

The recommendations included in this document seek to achieve the qualities described on PPS's "Place Diagram: What Makes a Great Place?" (shown at left). This diagram outlines the major attributes of well-functioning places, along with the intangible qualities that people use to describe them and the elements that can be used to measure their success. The major attributes outlined on the diagram include sociability, uses and activities, access and linkages, and comfort and image.

Using this framework for successful public spaces, PPS's approach to Placemaking engages people to create a vision around the places they view as important to community life. These stakeholders then become both the stewards and beneficiaries of the public space improvements they identify. The Lincoln Place workshop engaged both public and private sector interests, including the Mayor of Madison, the Downtown Development Commission, (DDC) local business owners, residents, and representatives from the City Council, the local planning board, Department of Transportation. The successful transformation of Lincoln Place largely relies upon the investment and cooperation of these and other local stakeholders. Many different players control pieces of the puzzle in downtown Madison, and activating Lincoln Place as the vibrant front porch of the Borough will require unique partnership to forge political, financial, and local community support.

While improvements require both public and private cooperation, the overriding goal is to transform Lincoln Place from a street people mostly walk through to a place that is a destination in itself. The transformation of Lincoln Place could then create a synergy that makes the downtown much greater than the sum of its parts.

# WHAT MAKES A GREAT STREET

“The street is the river of life of the city, the place where we come together, the pathway to the center.” –William H. Whyte

Streets can take up as much as a third of a community’s land, and prior to the dawn of the automobile era, they served as public spaces for social and economic exchanges. Under the planning policies of the past 70 years, however, people have for all intents and purposes given up their rights to this public property. While streets were once a place where we stopped for conversation and children played, they are now often the exclusive domain of cars.

Downtown streets can become destinations worth visiting, not just thruways to and from the workplace. Transit stops and stations can make commuting by rail or bus a pleasure. Neighborhood streets can be places where parents feel safe letting their children play, and commercial strips can be designed as grand boulevards, safe for walking and cycling and allowing for both through and local traffic.

We are poised to create a future where priority is given to the appropriate mode, whether pedestrian, bicycle, transit or automobile. To be sure, cars have their place, but the rediscovered importance of walking and “alternative transportation modes” will bring more people out onto the streets—allowing these spaces to serve as public forums where neighbors and friends can connect with one another.

In order for our streets to fulfill the critical “town square” function that is missing in most communities today, they need to be planned and designed appropriately using the following guidelines.

## **Rule One: Design for Appropriate Speeds**

Streets need to be designed in a way that induces traffic speeds appropriate for that particular context. Whereas freeways should remain high-speed to accommodate regional mobility, speeds on other roads need to reflect that these are places for people, not just conduits for cars. Desired speeds can be attained with a number of design tools, including changes in roadway widths, curvature, and intersection design. Roadside strategies, like building setbacks and sidewalk activity, can also impact the speed at which motorists comfortably drive.



## Rule Two: Plan for Community Outcomes

Communities need to first envision what kinds of places and interactions they want to support, and then plan a transportation system consistent with this collective community vision. Transportation is a means for accomplishing important goals—like economic productivity and social engagement—not an end in itself.

Designing road projects to fit community contexts can help increase developable land, create open space, and reconnect communities to their neighbors, a waterfront, or park. They can reduce household dependency on the automobile, allowing children to walk to school, connecting neighborhoods to downtowns, and helping build healthier lifestyles by increasing the potential to walk or cycle.



## Rule Three: Think of Streets as Public Spaces

Not so long ago, this idea was considered preposterous in many communities. “Public space” meant parks and little else. Transit stops were simply places to wait. Streets had been surrendered to traffic for so long that we hardly considered them to be public spaces at all. But now we are slowly getting away from this narrow perception of “streets as conduits for cars” and beginning to think of “streets as places.”

The road, the parking lot, the transit terminal—these places can serve more than one mode (cars) and more than one purpose (movement). Sidewalks are the urban arterials of cities—make them wide, well lit, stylish and accommodating with benches, outdoor cafes and public art. Roads can be shared spaces with pedestrian refuges, bike lanes, and on-street parking. Parking lots can become public markets on weekends. Even major urban arterials can be designed to provide for dedicated bus lanes, well-designed bus stops that serve as gathering places, and multi-modal facilities for bus rapid transit or other forms of travel. Streets are places too!



Transportation—the process of going to a place—can be wonderful if we rethink the idea of transportation itself. If we remember that transportation is the journey, but enhancing the community is always our goal.

### Qualities of a Great Street

PPS has identified ten qualities that, in conjunction with the principles described above, contribute to the success of great streets.

- **Attractions & Destinations.** Having something to do gives people a reason to come to a place—and to return again and again. When there is nothing to do, a space will remain empty, which can lead to other problems. In planning attractions and destinations, it is important to consider a wide range of activities for: men and women, people of different ages, different times of day, week and year, and for people alone and in groups. Create an enticing path by linking together this variety of experiences.
- **Identity & Image.** Whether a space has a good image and identity is key to its success. Creating a positive image requires keeping a place clean and well-maintained, as well as fostering a sense of identity. This identity can originate in showcasing local assets. Businesses, pedestrians, and driver will then elevate their behavior to this vision and sense of place.
- **Active Edge Uses.** Buildings bases should be human-scaled and allow for interaction between indoors and out. Preferably, there are active ground floor uses that create valuable experiences along a street for both pedestrians and motorists. For instance, a row of shops along a street is more interesting and generally safer to walk by than a blank wall or empty lot. Sidewalk activity also serves to slow vehicular traffic. At the very minimum, the edge connection should be visual, allowing passers-by to enjoy the activity and aesthetics of the indoor space. These edge uses should be active year-round and unite both sides of the street.
- **Amenities.** Successful streets provide amenities to support a variety of activities. These include attractive waste receptacles to maintain cleanliness, street lighting to enhance safety, bicycle racks, and both private and public seating options—the importance of giving people the choice to sit where they want is generally underestimated. Cluster street amenities to support their use.

- **Management.** An active entity that manages the space is central to a street's success. This requires not only keeping the space clean and safe, but also managing tenants and programming the space to generate daily activity. Events can run the gamut from small street performances to sidewalk sales to cultural, civic or seasonal celebrations.
- **Seasonal Strategies.** In places without a strong management presence or variety of activities, it is often difficult to attract people year-round. Utilize seasonal strategies, like holiday markets, parades and recreational activities to activate the street during all times of the year. If a street offers a unique and attractive experience, weather is often less of a factor than people initially assume.
- **Diverse User Groups.** As mentioned previously, it is essential to provide activities for different groups. Mixing people of different race, gender, age, and income level ensures that no one group dominates the space and makes others feel unwelcome and out of place.
- **Traffic, Transit & the Pedestrian.** A successful street is easy to get to and get through; it is visible both from a distance and up close. Accessible spaces have high parking turnover and, ideally, are convenient to public transit and support walking and biking. Access and linkages to surrounding destinations must be a part of the planning process. Automobile traffic cannot dominate the space and preclude the comfort of other modes. This is generally accomplished by slowing speeds and sharing street space with a range of transportation options.
- **Blending of Uses and Modes.** Ground floor uses and retail activities should spill out into the sidewalks and streets to blur the distinction between public and private space. Shared street space also communicates that no one mode of transportation dominates.
- **Protects Neighborhoods.** Great streets support the context around them. There should be clear transitions from commercial streets to nearby residential neighborhoods, communicating a change in surroundings with a concomitant change in street character.

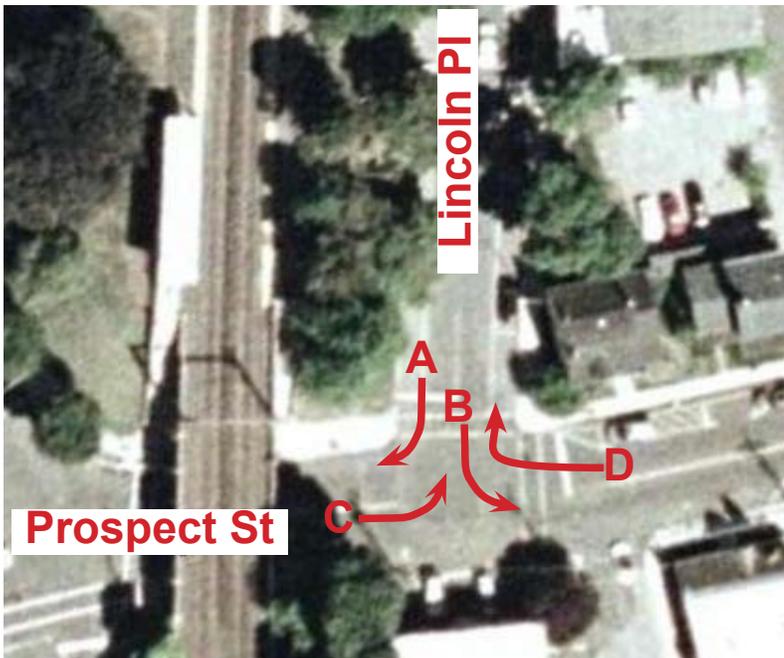
# STUDY PROCESS

The issues and recommendations included in this report are the product of several data collection and visioning efforts:

- January 16, 2009: PPS Staff members Steve Davies, Ken Farmer, and Alessandra, Galetti met with key stakeholders in Madison and did an initial tour of the site. [See Appendix A for Site Visit Notes]
- March 12, 2009: PPS staff members Ken Farmer and Martijn van Dyke performed on-site observations including time-lapse filming and traffic counts
- April 29, 2009: PPS Staff members Steve Davies, Ken Farmer, Alessandra Galetti and Martijn van Dyke facilitated a Placemaking Workshop with approximately 30 community stakeholders.

The issues raised and accompanying recommendations outlined in this report emerged from this process. These recommendations are organized by site and describe the problems that are preventing each one from becoming a successful public space, as well as short- and long-term ideas for improvement.

# TIME LAPSE FILMING



On March 12th, 2009, between the hours of 3:30 pm and 8:00 pm, PPS staff observed traffic patterns and usage of Lincoln Place through time-lapse filming and studying behaviors and conditions relevant to improving the pedestrian environment. Camera A was placed atop the elevated area directly across from Bella Bridesmaid (2 Lincoln Place). Camera B was located directly in front of the St. Hubert’s Dog School (22 Prospect Place).

As Table 1 illustrates, traffic flow was fairly consistent with gradual reductions throughout the day. A total of 237 vehicles took Lincoln Place to the East, while 420 vehicles headed West. Given this existing pattern, PPS believes that two way traffic flow remains the best option for the street.

TABLE 1

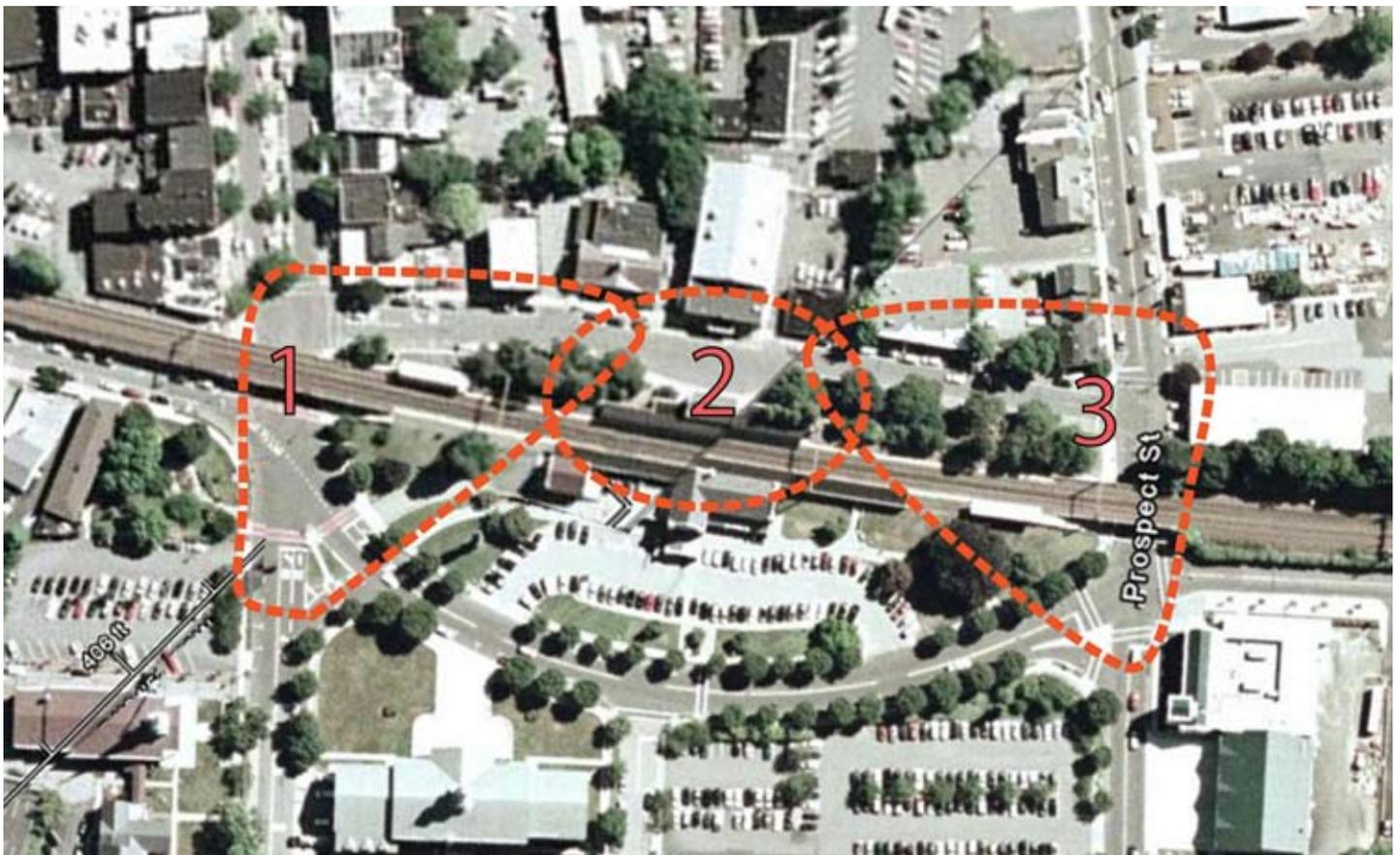
<b>3:30-5:00</b>	<b>5:00-6:30</b>	<b>6:30-8:00</b>	<b>Total:</b>
A>52 CARS	A>45 CARS	A>17 CARS	114
B>47 CARS/I BIKE	B>52 CARS	B>24 CARS	123
C>94 CARS	C>72 CARS	C>35 CARS	201
D>93 CARS/I BIKE	D>71 CARS/I BIKE	D>55 CARS/I BIKE	219
<b>Total: 286</b>	<b>240</b>	<b>131</b>	<b>657</b>

Despite significant commuter ridership on trains returning from NYC between 6:30-8:00, the significant reduction in vehicles on Lincoln Place during that time period shows that few of these riders are actually being picked up by vehicles waiting on Lincoln Place.

The time lapse filming also demonstrated the vehicular conflicts commonly occurring around the post office, particularly when u-turns occur. This results in traffic build up and vehicular behavior that is hazardous to pedestrians.

# PLACEMAKING WORKSHOP

PPS facilitated a stakeholder workshop on April 29, 2009, to assess and brainstorm improvement ideas for Lincoln Place. Following a presentation on the qualities of successful public space, the workshop attendees were broken into three groups that each focused on one of the locations shown below. The groups evaluated their assigned site using the “Place Audit” described on the following pages. The outcomes of the workshop have been incorporated into the site-by-site recommendations in this report.



*Locations Evaluated at the Placemaking Workshop*

# PLACE AUDIT

Community Place Audits are a means to better understand issues and opportunities for improving and supporting the experience of people in a place. Using the qualities of great public spaces, workshop participants completed Place Audits for three different locations around the train station. The Place Audit asks participants to use common sense and intuition along with structured observation and interview skills to allow them to very quickly see the good and bad qualities of a place, and suggest improvements, both short and long term. It ignites a creative process about how to make a place vital and great.

## 3 STEP PLACE AUDIT PROCESS:

1

Using the criteria detailed on the next page, workshop participants break into groups and go outside to perform the Place Audit at one of the following locations:

- 1 - Western Lincoln Place and the Waverly intersection
- 2 - Central Lincoln Place
- 3 - Eastern Lincoln Place and the Prospect Intersection



2

Participants return to discuss the Place Audit, draw recommendations and summarize their group's ideas for:

- What they liked best about the site;
- Short-term improvements;
- Long term vision;
- Partnerships and local talent.

3

Each group reports back to all workshop participants, describing issues and opportunities they identified for this area.



# EVALUATION CRITERIA

## ACCESS, LINKAGES & INFORMATION

- Pedestrians can easily walk to & through the site
- Sidewalks connect to adjacent areas
- Crosswalks are well marked
- Crossing distances are minimized
- Children could safely cross the street alone
- Walk signal is long enough for senior citizens
- Curb cuts and cross walks accommodate the disabled and strollers
- Bus stops and transit stations are easy to find
- Stops and stations are easy to get to on foot
- Bicycle routes are well marked, safe & convenient
- Bicycle parking is adequate
- There is adequate directional signage, maps and information about destinations

## COMFORT & IMAGE

- The place projects a positive image
- Automobiles do not detract from the pedestrian experience
- The road is attractive and fits its surroundings
- There are choices of places to sit in sun & shade
- The place is in a state of good repair
- The place is neat and clean
- The place feels safe
- The place is well lighted
- Stores and cafes spill onto the sidewalk
- Waste receptacles are available nearby
- Lighting fixtures are operable and attractive
- Seating is available nearby

## USES & ACTIVITIES

- The place is busy at many times throughout the day and week
- People are using the spaces in and around the place for many types of activities
- There are several choices of things to do and it is easy to go from one activity to another
- Uses are easily visible and inviting for pedestrians
- Continuity of street-level uses makes for a pleasant walking environment
- Space is provided for shopping, dining, playing, markets and community events and exhibitions
- Restrooms are available nearby
- Newsstands are available nearby
- Shops and restaurants are available nearby
- Convenience items are available nearby

## SOCIABILITY

- Pedestrians use the place regularly by choice for reasons other than travel
- There are places to gather, there is evidence people use the space in groups
- Strangers make eye contact, people smile and display affection
- Chance encounters happen frequently, people tend to run into people they know
- There is a mix of ages, sexes, ethnic groups that generally reflects the community at large

# OVERALL ISSUES & RECOMMENDATIONS

The issues and recommendations described here are overarching and generally apply to the entirety of Lincoln Place. The remainder of this report will detail site-specific issues and recommendations for improving the walkability and urban experience on the street.

## MAKE LINCOLN PLACE A DESTINATION TO WALK “TO” RATHER THAN “THROUGH”

Despite its significance as the entryway into Madison’s downtown, Lincoln Place is not treated as such. For example, its sidewalks and many of the buildings are poorly maintained. There is a dearth of streetscape amenities such as plantings, art, furniture, and sidewalk cafes. The street does not feature the historic lighting which accentuates neighboring areas. Nor is it included in the Christmas decorations/parade?. Other than Kids Connection, retailers have no significant visual presence on the street. Collectively, these elements make Lincoln Place a “second-tier street.”

## ENHANCE THE PEDESTRIAN ENVIRONMENT

One of the greatest barriers to Lincoln Place’s success is the street’s narrow sidewalks. Overall, the environment communicates that Lincoln Place is an area for cars, not people. Despite an attractive building scale throughout the street, large driveway entrances and vacant spaces between buildings also disrupt the overall pedestrian experience. The lack of continuous sidewalk on the southern side of the street also severely undermines pedestrian usage.

Currently, Lincoln Place is 50 feet wide with an 8 foot sidewalk, 9 foot parallel parking lane on both sides and a 24 foot roadway. PPS recommends maintaining two-way circulation and parallel parking as now. However, to increase sidewalk space, the parking could be reduced to 8 feet wide on each side and the lanes to 10 feet wide, (a total of 20 feet) and a minimum of 3 to 4 four foot wide safety walk could be added along the south side of the street, adjacent to the station.



Rhineback, NY



Atlantic Avenue Del Ray Beach, FL

With these changes, the sidewalk in front of the businesses could, in turn, be increased to 10 to 11 feet as a long term solution.

### PROVIDE PEDESTRIAN WAYFINDING, ORIENTATION AND ACCESS

Workshop participants continually highlighted the need to install wayfinding information to destinations in downtown Madison. The train station is ideal for providing orientation information for downtown as well as providing a location for advertising local businesses and upcoming events.

### EXPAND THE ROLE OF THE TRAIN STATION

Madison Station has been recently renovated but more could still be done to make it a destination for activities other than taking the train. Presently, the station lacks a presence on Lincoln Place. It should anchor the street as a bustling central hub from which activities spill onto the street. A future study of the train station should be undertaken to develop a ways that it can be reshaped and reintegrated with surrounding areas through additional uses and activities. In the meantime, short-term solutions are outlined in the Site #2 description.

### INCREASE PUBLIC AMENITIES

Workshop participants revealed the need to provide public amenities to better serve pedestrians, including more seating, landscaping and flower planters, drinking fountains, better signage, lighting to enhance nighttime visibility, information kiosks, newsstands, bike racks, trash and recycling bins, and wireless internet access.

### TRANSFORM THE IDENTITY OF THE STREET THROUGH TEMPORARY AND SEASONAL ACTIVITIES

While downtown Madison hosts a variety of successful events such as Taste of Madison, May Day, and Bottle Hill Day, there are tremendous opportunities to transform the identity of Lincoln



*Concert at the east Orange Train, NJ Station*



*Sidewalk displays in Rhineback, NY*

Place through creative programming and management strategies. By working with local schools and colleges, cultural groups, and other community organizations, Lincoln Place could be easily closed to traffic and programmed during the evenings or on Sundays.

### HIGHLIGHT BUSINESSES ON THE STREET

The Downtown Development Commission has hosted a number of events and initiatives such as the Easter Fun Fest, the Storefront Competition, and the Drew Card to enhance the local retail environment. This creative management is crucial to the success of the street and should continue to be supported and expanded. Creative partnerships and new initiatives should be developed, but local merchants must also be proactive in improving window displays, signage, outdoor uses (cafes, sidewalk sales) and upgrading building facades.



*South Orange, NJ Train Station Retail*

# SITE 1-

## WESTERN LINCOLN PLACE

Site 1 extends from the crossing on Waverly Place to the Post Office on Lincoln Place.

The eastern side of Site #1 consists of the bridal and flooring stores, a parking lot, and the sole residential units on Lincoln Place. The western side features a large embankment flanking a rarely used entrance/exit to the train station, and an overpass connection to the street with the area's only bike racks.

Workshop participants noted that crossing Lincoln Place is particularly difficult because of the width of the street. They also felt that the wide driveways between buildings encourage speeding and vehicles cutting through to reach the internal parking lot. By narrowing these spaces with sidewalk bumpouts and plantings, traffic would be slowed on Lincoln Place. In the long-term, a pedestrian connection could be created between Lincoln Place and Main Street through the area behind the buildings.

The underpass was also seen as an opportunity. Workshop participants stressed the need to clean up this area and use creative art and lighting to make the underpass into a more inviting place. Participants felt the lighting used for the film *The Family Stone* made the space a welcoming gateway to the downtown.

Additionally, with the forthcoming landscape improvements on the embankment by NJ Transit, participants felt that a path down the western slope could be an attractive amenity. Railroad ties could create steps that meander through native plants.

Short-term improvements:

- Power wash walls, repair masonry (clean up underpass)
- Create art/mural on the large wall on
- Add bump outs and visible crosswalks ends of the street
- Light underpass, clean it up, and add more benches
- Move bike racks and make them more visible
- Host events, concerts, activities in the overpass



- Close the street on the weekend for outdoor dining, events and games
- Utilize banners to strengthen the streets identity
- Include Lincoln Place in downtown Christmas decoration program
- Expand police presence (ie Collector Card Program)

Long-term improvements:

- Widen sidewalks for outdoor dining
- Create a parking deck off Lincoln Place behind the post office
- Install historic lighting
- Promote visual uniformity between Waverly and Main Street

# SITE 2 -

## CENTRAL LINCOLN PLACE

### SITE EVALUATION

*Site 2 Includes the areas in front of the Train Station, Post Office and Movie Theatre*

This site is where train riders get their first impression of Madison as they enter downtown. Rather than greeting riders with a welcoming, lively station that serves as a community destination, Madison's train station is dimly lit, devoid of art, orientation signage, and event calendars, accommodating little activity beyond simply entering and exiting the train.

Once passengers exit the station, the Lincoln Place sidewalk is too narrow. The curb is awkwardly high, and there is little place for people waiting to be picked up. The cross-walk to the movie theatre is faded.

Rather than "Welcome to Downtown Madison," the movie theatre across the street from the station greets visitors with a corporate logo. The building looks shabby and fails to contribute significantly to street life activity. To the west of the theatre there is an underutilized as five-space parking lot, where cars are often blocked in by movie theatre employees. This space has potential to be used as a cafe or children's play area.

As evidenced by the time lapse photography, vehicular stacking creates a problem in front of the post office as drivers pick-up and drop-off mail. This problem is exacerbated by drivers who make U-turns in front of the post office then return to the west on Lincoln Place. Trucks entering and exiting the post-office driveway exacerbate conflicts with pedestrians.

Finally, as a community destination, the post office should be treated as more than simply a glorified mail box, but rather community hub and destination, with amenities for people coming and going.



## SHORT-TERM IMPROVEMENTS

### Station:

- Provide orientation signage at entrance/exit of station
- Improve lighting both interior and exterior
- Install images from Madison movie scenes within station
- Add art
- Re-paint the tunnel
- Utilize 2nd floor room overlooking Lincoln Place for cafe/events/retail

### Street:

- Add pedestrian crossing signs
- Create a food court in the parking lot to the side of the Movie Theatre

### Buildings:

- Utilize marquees for “Welcome to Madison”
- Improve marquee lighting on cinema
- Consolidate news boxes
- Emphasize historic architecture with facade improvements and lighting
- Improve Maintenance of buildings and sidewalks
- Remove 15 minute parking limit when post-office is closed
- Add seating/cafe in Post-office

## LONG-TERM IMPROVEMENTS

- Provide a special pavement treatment/textured path across street
- Reduce curb height directly in front of station
- Create small central roundabout
- Create a gathering place/waiting area in front of the station, enhancing the visual presence of the station on the street
- Install historic street lights
- Widen sidewalks to add room for street furniture & shorten crossing distances

# SITE 3

## -EASTERN LINCOLN PLACE

Site #3 includes the area between the Movie Theatre and Prospect Place.

The businesses on the northern side of the street include the Marc Anthony Salon, Kids Consignment, Romanelli's Pizza, and Weichert Realtors. The southern side features a grass-covered hill similar to Site #1 with no sidewalk.

Workshop participants found the tree-lined site to be quiet and friendly, but saw major opportunities for improving both sides of the street as well as the Prospect Place intersection. Major suggestions included creating a garden café in the lot between Romanelli's and Weichert Realtors, creating a small plaza/gateway space at the corner of Prospect and Lincoln Place by creating a gathering place, and creating "scoop-out" seating areas on the southern side of the street. It was recommended that a seasonal café could be created in front of Romanelli's by blocking off 2-3 parking spaces with large planters and adding tables and chairs.



### Short Term Improvement:

- Add more benches
- Re-stripe street & crosswalks
- Coordinate Street furniture (lighting) with surrounding area
- Upgrade garbage cans
- Up-light train station (from cinema roof?)
- Create seasonal cafe in front of Romanelli's
- Restripe Prospect/Lincoln intersection to improve pedestrian feel.

### Long Term:

- Create a Cul-de-sac – in front of station
- Make Lincoln Place One way to the West
- Provide sidewalk on south side
- Increase lighting on the train embankment
- Create an elevated cafe deck between Romanelli's and Weichert Realtors
- Widen sidewalks

- Create a flexible zone within the parking area that can be converted to a seasonal cafe where appropriate
- Two ways from Waverly to station and one way in front of restaurants to station.
- Scoop out seating area(s) on southern side
- Open corner of Lincoln Place and Prospect to expand site lines and create a plaza gathering place



# LOCAL PARTNERSHIPS:

An integral component to both the immediate and long-term success of Lincoln Place depends upon the support of a broad range of partners. Transforming Lincoln Place into a community destination will require more than any one individual or organization can offer. Partners contribute innovative ideas, and additional financial resources such as in-kind goods and services, or volunteers to help with maintenance or short-term improvement projects. Partners also help to broaden the impact of placemaking by participating in activities such as joint programming, marketing, fundraising, and security.

The list below highlights *some* of the organizations who can contribute to Placemaking on Lincoln Place, but this list should be expanded to diversify the stakeholders involved in making transforming the street.

- CLEARVIEW THEATER
- DOWNTOWN MERCHANTS
- EAST END BUSINESS COMMITTEE
- FRIENDS OF MADISON SHADE TREE
- FRIENDS OF MADISON TRAM STATION
- GARDEN CLUB
- HISTORIC SOCIETY
- MACA
- MADISON CHAMBER OF COMMERCE
- MADISON DOWNTOWN DEVELOPMENT COMMISSION
- MADISON ENVIRONMENTAL COMMISSION
- MASTER GARDENS
- LOCAL ARTISTS
- LOCAL RESTAURANTS
- PLAYWRIGHTS THEATRE
- POLICE PBA
- PTOs
- ROTARY CLUB OF MADISON
- SHADE TREE MANAGEMENT BOARD
- UNIVERSITIES & SCHOOLS

