



Community Campus Plan for Downtown Middleton

Procedural Steps and Existing Building Needs

Purpose of this meeting:

To encourage a shared vision for a Community Campus.

Outcomes – after this meeting you will:

1. Grow insight into the history of planning in Middleton.
2. Gain clarity on the mission of the CCC and timeline.
3. Feel confident advocating for the project.

Goals:

1. Identify opportunities to modernize and/or replace the City's current public facilities in Downtown Middleton where needed and appropriate.
2. Identify opportunities for more efficient utilization of land through opportunities for combined facilities, flexible spaces that can serve more than one purpose, and underground and/or shared parking opportunities.
3. Ensure that municipal facility space needs are met, and can accommodate future growth of the City.
4. Enhance downtown Middleton by creating concepts for municipal buildings that will be visually-appealing, inviting, customer-friendly, and functional.
5. Align with the [City's approved sustainability goals for the Civic Campus](#).

Key Messages:

- Modernize Facilities
- Use Land Efficiently
- Meet Space Needs
- Address Capital Maintenance
- Accommodate Growth
- Build Sustainably

Space Needs



+143%
identified
in space
needs

Library



+45%
identified
in space
needs

Senior Center



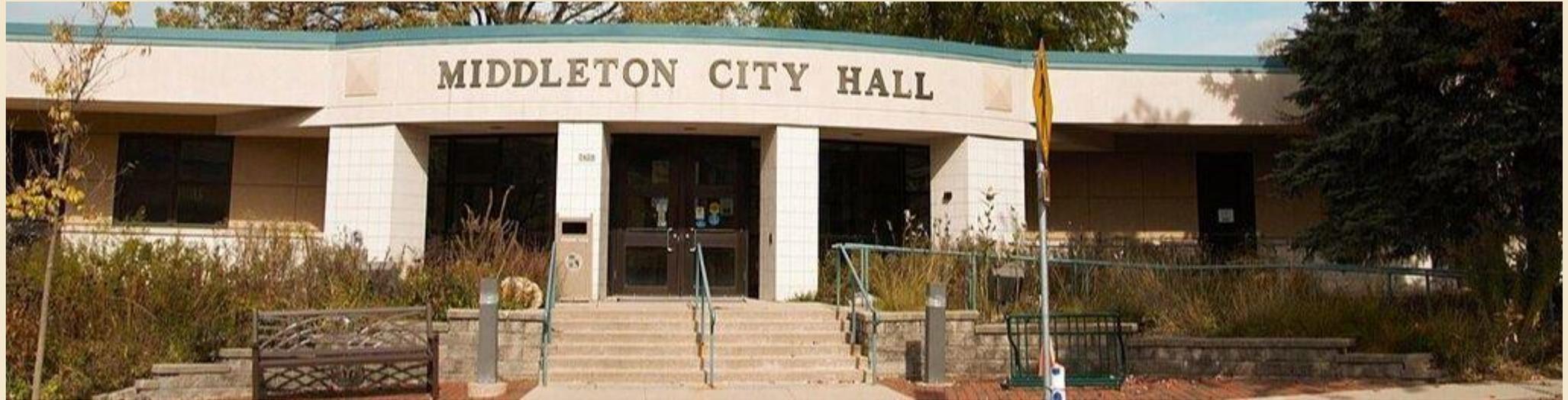
+50%
identified
in space
needs

City Hall



"The farther backward you can look, the farther forward you can see. History isn't just the story of the past, but a map to understanding our present identity and charting our future course." – W. Churchill





Middleton City Hall

History of City Hall

If the Plan Commission were required to summarize their study in one sentence it would be this: "In what location would the City Hall best meet the needs of Middleton in the year 1985?" On the basis of this perspective the Commission recommended that the Allen Blvd.-Mendota Avenue site be the one selected.

The Commission in analyzing the factors contained in the report assigned numerical weighed factors to each study area and scored each of the sites. The tabulation of points was as follows:

<u>Site No.</u>	<u>Site Name</u>	<u>Score</u>
1	7446 Elmwood Avenue	53
2	Allen Blvd.-Mendota Avenue	92
3	7426 Hubbard Avenue	52
4	Fire Station-West Beltline	62
5	6661 University Avenue	54
6	2100 Branch Street	75
7	Park Street-Park Lawn Place	72
8	2615 West Beltline Highway	72

In 1985 Middleton will have over 13,800 people according to the General Development Plan, the Madison Area Transportation Study and the State Department of Resource Development. Most of this growth will be North and East of the existing built-up area. If present employment patterns continue over half of these people will be employed in Madison. By locating the City Hall on the Allen Blvd.-Mendota Avenue site the City can best serve the needs of the entire 1985 community.

Middleton Plan Commission, February 1963

BUILDING COMMITTEE MEETING - OCTOBER 30, 1963

Present: A. M. McDermid, Davis, Paul, Simonson, Motl, Jolin and Lamm. A general discussion was held in regard to different building sites and the feasibility of a one or two story structure. After a lengthy discussion, Mr. Davis made a motion, seconded by Mr. Motl, that a one story plan be used. Roll Call Vote: Yes: Davis, Motl, McDermid. Abstained: Paul, Simonson, Jolin and Lamm. Motion declined. Motion made by Mr. Lamm and seconded by Mr. Davis was to build the new City Hall on the present site and also on the Teckam Estate property. Yes: Davis, Lamm, McDermid. No: Paul, Simonson, Motl and Jolin. Motion declined. Motion by Mr. Jolin, seconded by Mr. Simonson to build the City Hall on site five, or the ball diamond on Mendota Avenue. Yes: Paul, Simonson, Motl and Jolin. No: Davis, McDermid and Lamm. Motion carried. A motion was made by Mr. Motl, seconded by Mr. Jolin, that a one story structure be constructed. All members voted Yes.

Middleton Building Committee, October 1963

History of City Hall

User Origin Study, March/April 1964

USER ORIGIN STUDY

BASIS OF STUDY:
LOCATION OF CITY HALL 1ST & 4TH WARD
VS. 2ND & 3RD WARD.

STUDY PERIOD MAR. 25 to Apr. 13th, 1964.
(19 days)

NUMBER OF DEPTS. TABULATING = 3.

WITH SITE IN 1ST OR 4TH WARD THE
SITE WOULD BE MOST ACCESSIBLE TO 55
OF 203 USERS, OR 27%

WITH SITE SELECTED IN THE 2ND & 3RD
WARD 149 OF 203 USERS WOULD FIND THE
SITE CLOSER TO THEIR ORIGIN, OR 73%.

SITE SIZE	
Building and minimum walks	10,600 square feet
Parking Needs (Off street) - 70 cars. (Officials 9, Employees 5, Police 2 Library 4, Citizens 50)	25,000 " "
	<hr/>
	35,600 square feet. (0,8 ac)

Officials (9), Employees (5), Police (2), Library (4),
Citizens (50) = 70

City Hall now has 33 permanent positions and 6
intern positions (+ additional staffing for
seasonal/elections).

SPECIAL EDITION

TIMES-TRIBUNE

SERVING THE METROPOLITAN AREA OF MIDDLETON, CROSS PLAINS, BLACK EARTH, MAZOMANIE, VERONA AND WAUNAKEE

VOL. 71, NO. 15

MIDDLETON, WIS., WEDNESDAY, APRIL 15, 1964

10 Cents Per Copy

CITY HALL KEY TO DOWNTOWN



SHALL WE BUILD HERE,

CHRONOLOGY OF EVENTS TO LOCATE CITY HALL DOWNTOWN TAKEN FROM TIMES-TRIBUNE:

APRIL 20, 1961: "The publisher of your local newspaper is vitally concerned with the problem of commercial growth, as is every businessman who looks to the future!"

APRIL 27, 1961: "Mr. Gerhard pointed out that Middleton is a veritable mecca of commercial potential for 'MEN OF VISION'."

MAY 4, 1961: "The building owned by Robert Elsom (corner of Hubbard and Parmenter) is being sand blasted."

JUNE 8, 1961: "Washington Delegation Confers with Proxmire; McDermid - Having officially registered by personal representation our municipality will be on the ground floor in future

not purchase a plan for future development. Instead, it must adopt planning as an ever fresh approach to its civic problems, representing the aspirations and hard work of enough of its citizens and officials who, through participation, might become intensely concerned with realization of the plans and continuation of the planning process."

SEPT. 7, 1961: VILLAGE BOARD ADOPTS GENERAL DEVELOPMENT PLAN ON SEPT. 6.

NOV. 23, 1961: "Only a half dozen Middletonians attended the public hearing on the village budget for 1962 held November 15."

DEC. 28, 1961: "Edward C. Pocus, Illinois developer, explains the impending development to members of the village

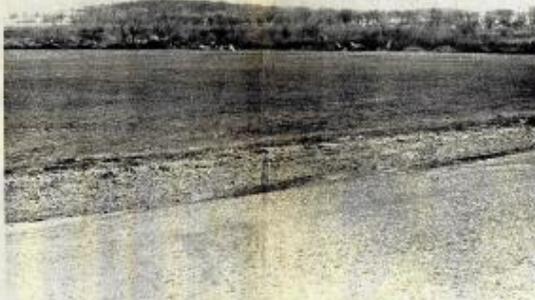
to present a program for legislation. This will give men of ambition, with the village interest at heart, an opportunity to take positive action in recommending and adopting needed programs."

MARCH 22, 1962: MIDDLETON GENERAL DEVELOPMENT PLAN APPROVED. Congressman Bob Kasteneier announced late Wednesday that the General Development Plan for Middleton has been approved by the Urban Renewal Administration.

MARCH 29, 1962: "Paul Lamm, candidate for village trustee, suggested that a new village hall building is in order."

APRIL 3, 1962: "In Tuesday's election the overwhelming majority favored a change to a 4th class city form of government."

APRIL 26, 1962:



HERE

Planning Director States Case for Downtown Location

Don Gerhard, director of planning for the Green Engineering Co., when asked if the announcement by Middleton Shores Development in last Friday's Wisconsin State Journal had any bearing on the location of the new CITY HALL, he had this to say: "IF THERE IS GOING TO BE A DOWNTOWN IN MIDDLETON, THEN THE CITY HALL BELONGS IN THIS AREA, OTHERWISE THERE ARE MANY OTHER SITES AVAILABLE. AN ALL OUT PROJECT FOR REVITALIZATION OF THE DOWNTOWN AREA IS NECESSARY IF THE CITY HALL IS TO BE LOCATED THERE."



OR HERE?

gress."

APRIL 11, 1963: "Changing to a fourth class city doesn't automatically solve all our problems, but it does give us new incentive to work together to make Wisconsin's newest city Wisconsin's finest city."

JUNE 13, 1963: Know Your Middletonian: "In the present need for a suitable city hall to serve the needs of a rapidly growing city, the mayor has appointed a building committee of men qualified in various fields to assist in selection of site and detailing needs to submit to an architect. The mayor investigates comparative costs of alternate sites and knows advantages and disadvantages of each. In short, he devotes his energies to the best interests of the people of Middleton."

OCT. 3, 1963: "This plan (the General Development Plan) is a policy statement of community objectives, long range and practical. Its proposals are capable of achievement within a reasonable period of time and within the financial capability of the city."

OCT. 10, 1964: "Today Middleton is part of a fast growing metropolitan area; enjoying the attributes, convenience and accessibility of the growth of the central city of Madison."

"Middleton's future depends now, to a great extent, upon its determination to plan its future growth on a metropolitan scale, as well as a local basis."

OCT. 31, 1963: "Long range planning must have goals toward which it guides decisions by of-

mend the policies and order of events necessary to achieve the final goal. It is recommended that the Plan Commission and City Council with the aid of the Chamber of Commerce undertake such a study without delay."

DEC. 5, 1963: "Building Boom Seen for 1964. At the City Council meeting on Tuesday, Dec. 5, Max LaRock and Edward C. Pocus presented petitions for changes in zoning to construct apartment buildings. Pocus plans 202 units and LaRock plans 48 units."

DEC. 5, 1963: Know Your Middletonian: "Alfred D'Onofrio, City Engineer... About a mile of new streets will go in next year, (1964) complete with curbs and pavements. This is approximately the same as for the past few years, some of which

ATTEND THE HEARING

Be Informed

Wilma's Cafe

CLASEN'S BAKERY AND DAIRY BAR

Oven Fresh Baked Goods Downtown

WHY NOT BUILD DOWNTOWN ?

Mid-Town Feed and Coal

BE INFORMED

ATTEND THE PUBLIC HEARING ON THE NEW CITY HALL.

8:00PM

WEDNESDAY - APRIL 15th AT THE HIGH SCHOOL.

SCHWAB AND SCHWARZ

Let's Keep the City Hall Downtown

DENNER and TIEDEMAN INC.

GROTH'S BARBER SHOP

DIVALL'S BARBER SHOP

HOTEL MIDDLETON

Serving Middleton for 40 Years

SINCE 1923

Let's Keep The City Hall Where It Belongs:

"Downtown"

Lubeke Electric

WE NEED THE CITY HALL DOWNTOWN

Ace Hardware



BEFORE



AFTER

BE INFORMED

ATTEND THE IMPORTANT MEETING!

8:00 PM WEDNESDAY APRIL 15 HIGH SCHOOL MIDDLETON FORD

WHY NOT BUILD THE CITY HALL DOWNTOWN ?

MIDDLETON LUMBER CO.

Let's build the city hall on the city parking lot.

IT WAS BOUGHT FROM WM. HOFFMAN COMPANY FOR THAT PURPOSE.

Gruber Furniture

PLAN WITH MIDDLETON AT THE MEETING

Wednesday April 15 8 PM

MIDDLETON HIGH SCHOOL

PASKE PLUMBERS

Gruber Funeral Home will convert the lot next door to accommodate downtown parking.

GRUBER FUNERAL HOME

LET'S BUILD THE CITY HALL DOWNTOWN

LET'S DO THINGS RIGHT!

Attend the Hearing at the Middleton High School 8:00 p.m. April 15

The Wayside Press



BEFORE



AFTER



BEFORE



AFTER

As residents of the city of Middleton, we are very much concerned as to the location of our city hall. We feel the city hall should be constructed on its present location.

- (1) Land which is already owned by the city.
- (2) Located near the bank, post office, which should be in a centralized area.
- (3) One step closer to modernizing the business area.
- (4) Much cheaper for us as taxpayers to have a new story building than one story, 6000 sq. ft.
- (5) Encourage other new business concerns.

NORTHWESTERN CONSTRUCTION CO.
MIDDLETON, WIS. PHONE 836-3300

Producers of hot asphalt: 1. Residential, Commercial, Industrial, 2. Only top quality material, 3. Paving material, 4. Free estimates.

Producers of crushed limestone:
1. For Streets, Roads, Driveways, Parking Lots.
2. Pick-up or delivery.

Grading and Excavating, also Equipment Rental

LET'S KEEP THE CITY HALL DOWNTOWN

ATTEND THIS IMPORTANT HEARING

WEDNESDAY APRIL 15 8:00 P.M.

BE INFORMED

Attend The Public Hearing on The New City Hall

KEEP DOWNTOWN MIDDLETON GROWING

- IN 1902 THE TELEPHONE COMPANY INVESTED \$105,000 IN A NEW BUILDING.
- IN 1964 THE TELEPHONE COMPANY WILL INVEST \$50,000 IN UNDERGROUND CONDUIT.
- IN 1964 THE TELEPHONE COMPANY WILL INVEST \$33,000 IN NEW UNDERGROUND CABLE.
- WITHIN TWO YEARS THE TELEPHONE COMPANY WILL IN-

BE INFORMED

Attend The Meeting

8:00 pm WEDNESDAY APRIL 15

BE A GOOD CITIZEN

Attend the Public Meeting Wednesday Night

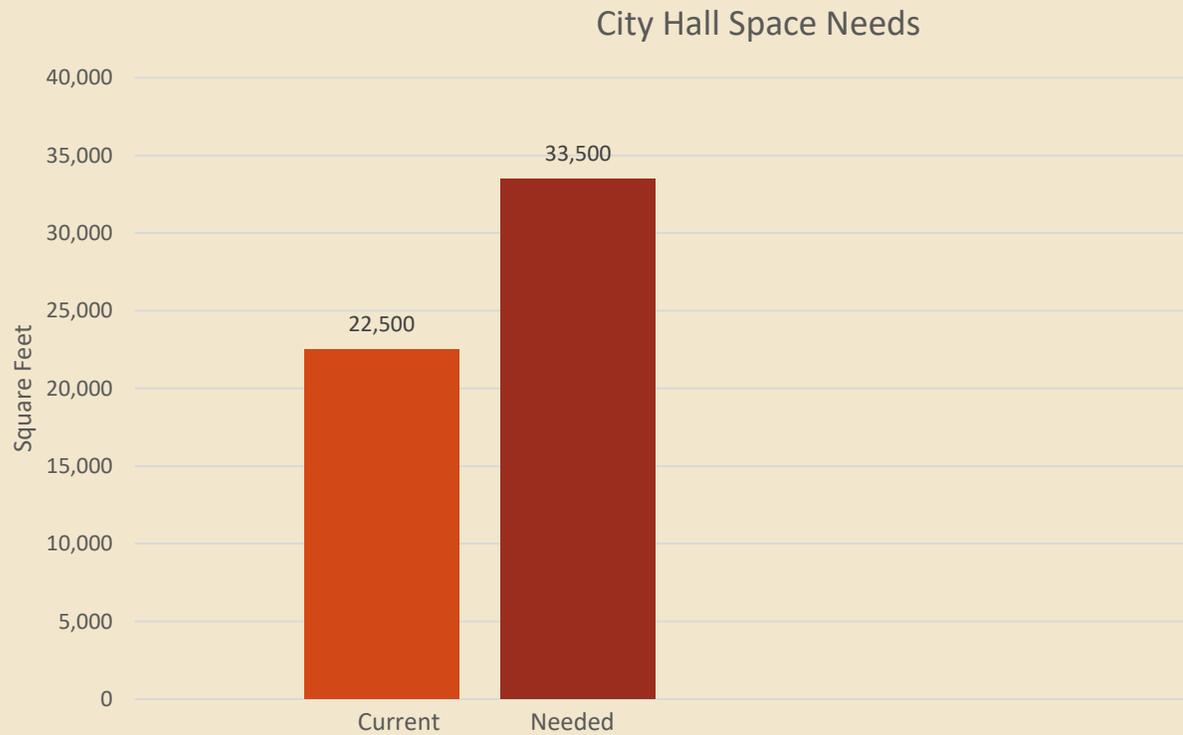
WHERE ELSE BUT DOWNTOWN?

City Hall

- 1964 – Construction of City Hall. Originally housed the Public Library and Police Department as well as City Hall functions.
- 1974 - Addition to City Hall to expand the Library.
- 1990 – Middleton Public Library moved to their location across the street.
- 2009 - Middleton Police Department moved to their location on Donna Drive.
- No significant renovations have taken place since the Police Department vacated their space in 2009. The City's population increased by 37% from 2009-2024.

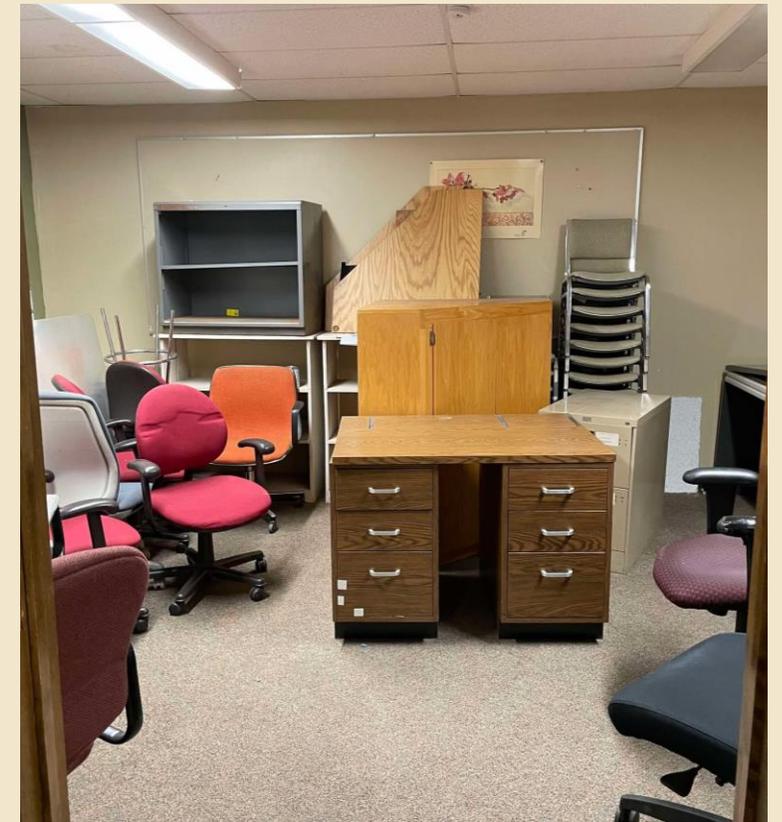
Space Needs

Space needs identified a nearly 50% increase in size needed.



Accessibility Needs

Basement on the east side of the building is inaccessible. Restrooms do not meet modern accessibility requirements.



Functionality Needs

Three points of service causes confusion for customers and is inefficient for staff.



Public Works



City Clerk



Parks & Recreation

Employee Well-Being Needs

The east side of the building (former Police Department) lacks windows and 11 permanent positions and 6 intern positions do not have daylight to their workspaces.



Investment Needs

City Hall has had minimal investment over the course of the last few decades.



Modern Amenity Needs

City Hall lacks a central breakroom for staff to take lunch breaks, most staff members eat at their desks.





Middleton Senior Center

History



- Senior Centers started in 1943 in New York with the William Hodson Center founded by the City of New York
- In 2023, the United States had more than 11,000 senior centers serving over 1 million older adults daily.
- These centers are recognized as community focal points and are a widely used service for older Americans.
- The Middleton Senior Center program dates back to 1956 as a community organization called the Golden Agers formed and held their first program meeting at St. Luke's fellowship hall .
- In 1978 a formal board of Directors formed with the group meeting at city hall. The program then out grew the space, and relocated to the Old Depot known as the Middleton Tourism Department.
- In 2000 as the program grew it moved to our current location and the former site of the Bank of Middleton.

The Nation is Aging

- By 2040, about one in five Americans will be age 65 or older, up from about one in eight in 2000. By 2034, the United States is expected to enter a demographic shift where adults age 65+ outnumber children in population—for the first time ever. (U.S. Census, 2018)

- **Middleton, WI Population by Age**

- The median age in Middleton, WI is 38.9, as per 2019-2023 ACS 5 -Year Estimates. Of the total population, 15.50% were under the age of 15, 23.05% aged 15 to 29, 43.95% aged 30 to 64, 15.97% aged 65 to 84, and 1.52% were 85 years of age and older.

- **Dane County Population 55 years or older - (2030) 169,270 (2040) 190,715 (2050) 213,485**

Middleton Senior Center Statistics

Since the relocation in 2000 the program has continued to steadily grow as evidenced by current statistics.

The Senior Center continued to see growth in 2024 in all program areas.

The top five areas of growth in 2024 over 2023 have been in;

Assistance and resources + 1395

Social Events + 646

Fitness & Exercise +511

Education +262

Health Screenings +131

Total Event Sign ins

2024 - 23,318

2023 - 20,035

2022 - 14,882

Newsletter Statistics 2024

21,341 newsletters mailed 25,640 downloaded

Total Service statistics from the myseniorcenter sign in data base)

2024 - 48,983

2023 - 36,907

2022 - 19,503

2021 -12,125 (COVID)

2020 -19,503 (COVID)

2019 -23,876

2018 - 20,114

2017- 20,350



Considerations

- Good ventilation systems for those with compromised immune systems.
- Design considerations for those who have memory and cognitive issues.
- Building safety and security considerations that include manageable entrances and exits.
- Building function is and integral part of programming.
- Flooring that is all on one level.
- Parking that allows easy access into the facility for those with mobility issues.
- Enough space that allows seniors access to a wide variety of programming.
- A strongly funded and updated facility adds to the quality of live of older adults keeping them in their own homes longer and delaying chronic disease saving health care costs and reducing long-term care needs.



Middleton Public Library

History

HISTORICAL OVERVIEW OF THE MIDDLETON PUBLIC LIBRARY



The library started as a shelf of books in this store. It remained there for about 3 years.

On September 11, **1926**, plans were made by the members of the Middleton Progressive Women's Club start a library by donating a shelf's worth of books, which are made available at the Burmeister-Kruse Department Store, located at the northwest corner of Hubbard and Parmenter. On February 22, **1927**, enough books had been gathered to open up for business.



An addition to city hall provides an additional 3,300 square feet of space for the library in **1974**. Middleton goes online with a shared computerized circulation system in **1985**.



The library was in a room at the Village Hall on Hubbard Avenue for 28 years.

In **1930**, the Middleton village board offers use of a second-story room in the village hall. Before the end of the decade, the library expands into an adjacent room to accommodate an expanding collection. By **1948**, there was another space crunch. The library moves to a large room on the first floor of the village hall.



The library finally has its own space in **1990**, and opens March 26. [32,000 square feet on two levels, with most of the lower level unfinished, total cost \$1.8 million.] More than 1,000 people visit the library during its first two hours of operation. In **1994** an online public access computer catalog is introduced.



For 6 years the library was in this room at the Lubcke Building.

In **1958**, needing more space than the village hall can spare, the library moves to a larger room in the Lubcke Building (formerly the Elk's Hotel) located on the northeast corner of Hubbard and Parmenter.



On March 1, **2004**, the library opens for business in an expanded, completely renovated, and fully occupied 10,000 square feet of space.



The library was located in the City Hall building for 26 years.

In **1964**, construction of a new city hall includes 2,200 square feet for the library. The City of Middleton takes over the full operation and financial support of the library. Middleton joins the Dane County Library Service in **1966**.



2019 Implemented a phased installation of building-wide updates that reflected three urgent priorities and goals:
1. Improve Customer Service Experience
2. Create more square footage available to the public.
3. Create flexible spaces for the new ways of gathering

2024 Updated restrooms

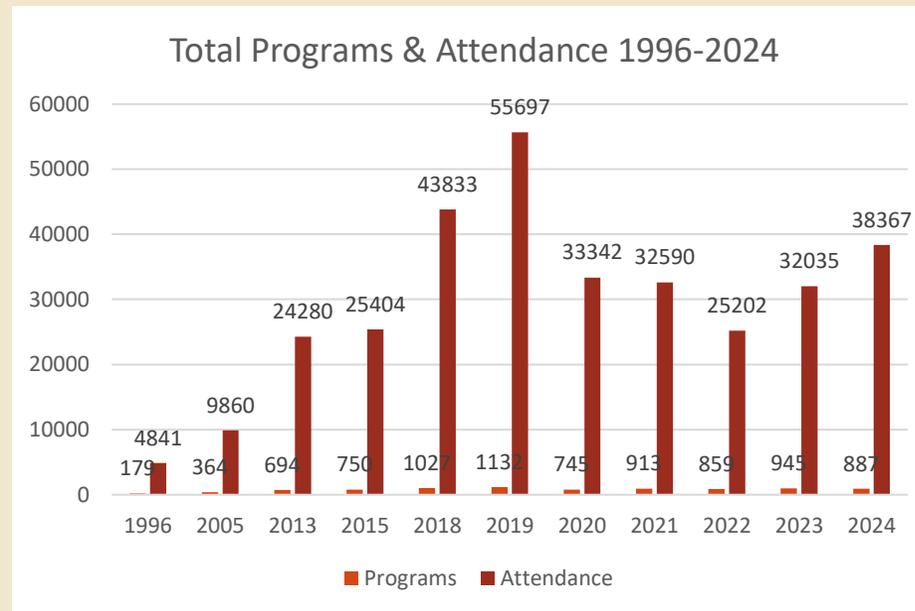
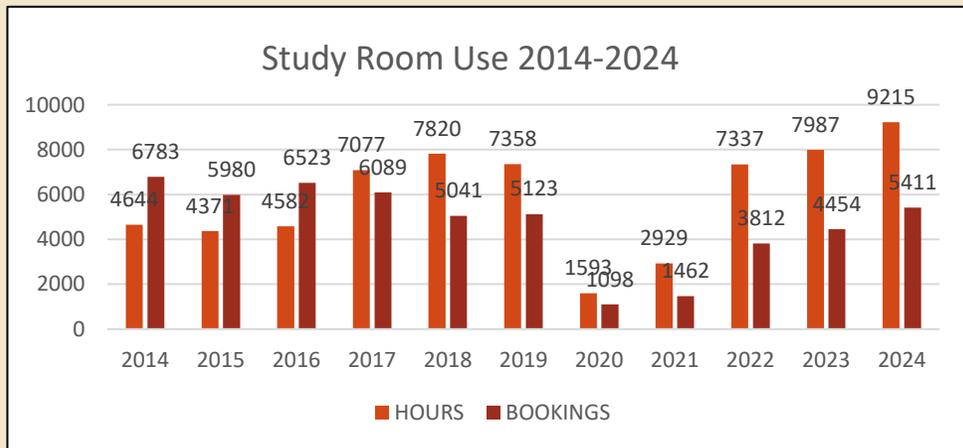
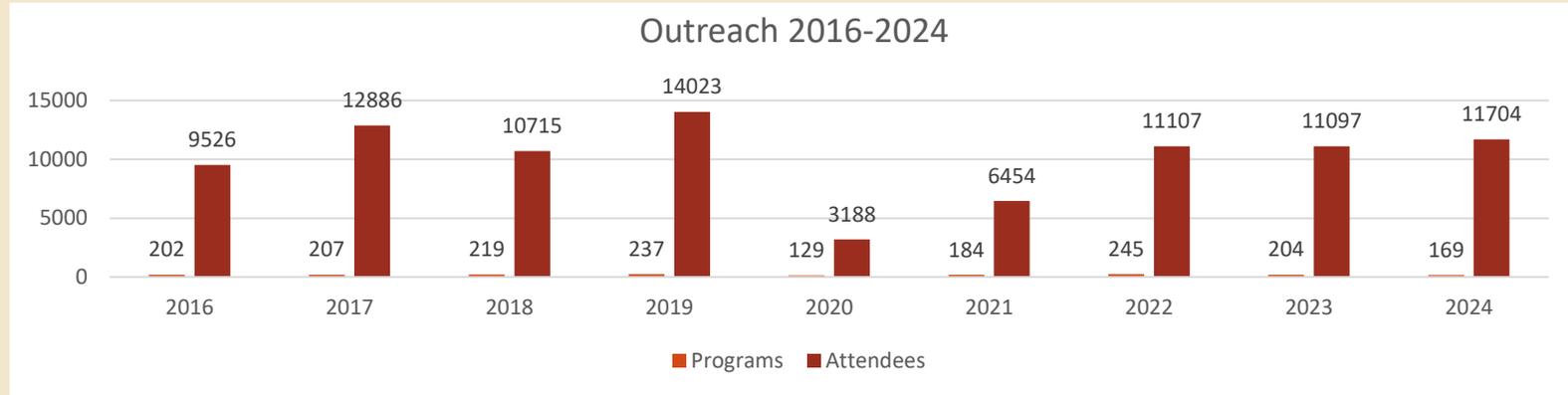
The Community is Growing



- Added additional sessions of programs to accommodate more people.
- Created more opportunities for community connection and staffing efficiencies through all-ages programming.
- Often have waiting lists for registration and do not promote programs due to capacity issues.
- Adjusted operations to handle incoming holds
- Added a bookmobile to support existing outreach and engagement efforts.
 - AMH pushes the threshold of decibels safe for a workplace.
 - Staff separated or FTE doubled up in work areas.
 - Shrinking collections to balance the need for seating and people space.
 - Not ADA nor PUMP Act compliant.

Continued challenges:

By the Numbers

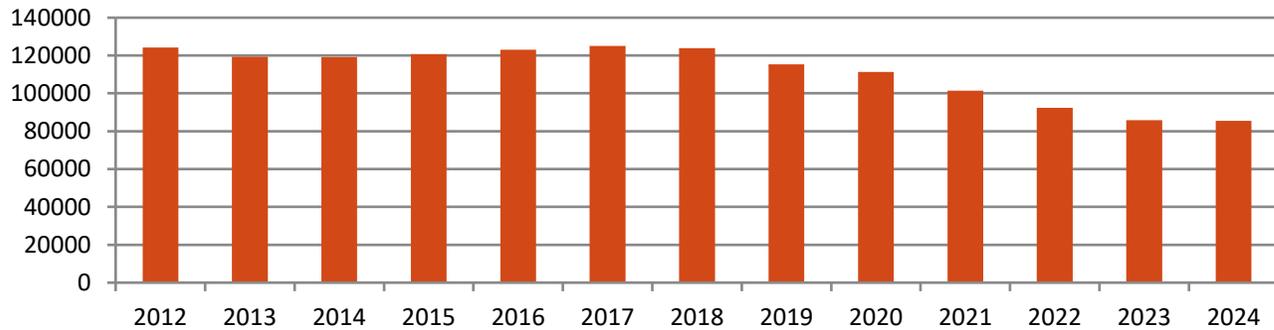


In 2024 over 686 groups reserved the public meeting room spaces.

More people are visiting the library online and at outreaches.

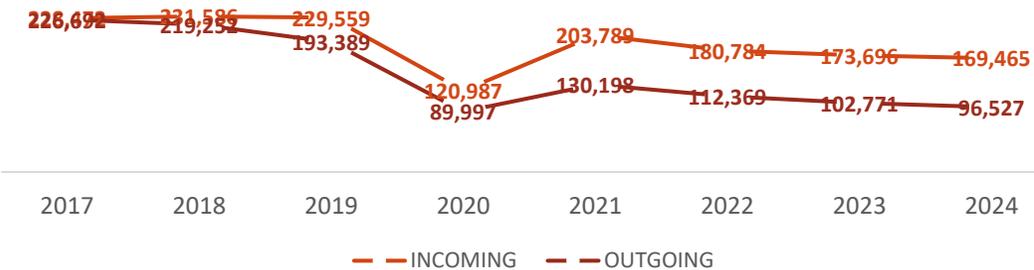
The Collection

Physical Collection Size

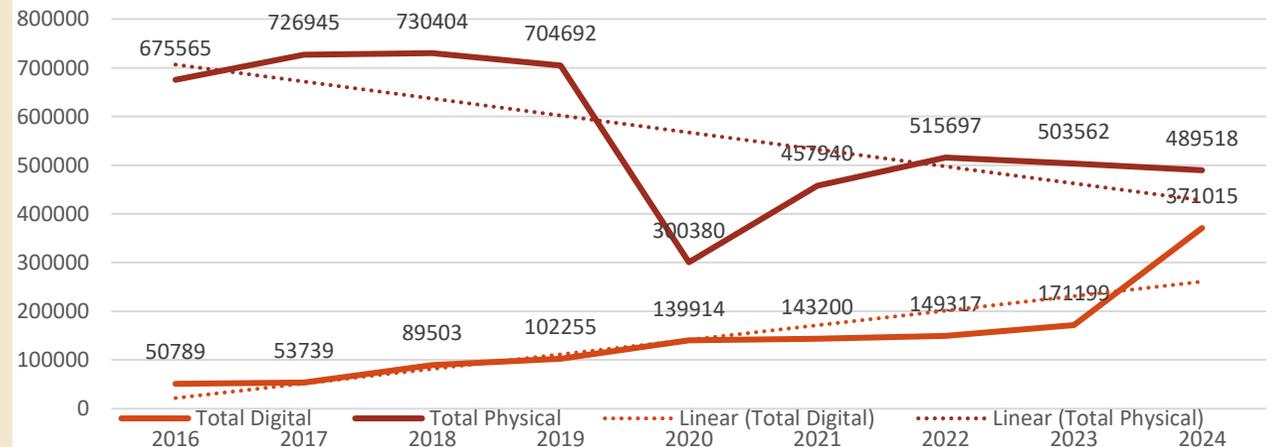


As the demand for digital materials increases, the demand for print remains high despite a shrinking collection.

HOLDS 2017-2024



Total Annual Digital & Physical Circulation 2016-2024



Inter-governmental

- All public libraries follow State Statute Chapter 43
- Dane County provides nearly half the funding for the library based on the Dane County Library Formula and local municipal Tax Resolution, annually.
- The library is a member of the South Central Library System – over 50 libraries in 7 counties.
- All public libraries follow the Department of Public Instructions standards based on population.

Library	Total Square Footage	Youth Space Square Footage
Middleton Public Library	32,000 sq ft	2,400 sq ft
Fitchburg Public Library	38,000 sq ft	6,500 sq ft
Verona Public Library	32,500 sq ft	5,000 sq ft
Sun Prairie Public Library	60,000 sq ft	13,000 sq ft
Waunakee Public Library	40,000 sq ft	8,000 sq ft

Deficiencies in All 3 Buildings

1. **MEP Analysis**
2. **CVMIC ADA Audit – Facility Inspection Reports for All 3 Buildings**
3. **Adopted Sustainability Goals**

Timeline

March 20th – Community Campus Committee meeting

April 2nd – City Staff Team meeting

April 16th – City Staff Team meeting

April 17th – Community Campus Committee meeting (Costs, Financing)

May 7th – City Staff Team meeting

May – TBD Committee of the Whole

May 21st – City Staff Team meeting

May 22nd – Community Campus Committee meeting (final CCC recommendation)

June 3rd – Presentation of Recommendations to Common Council



Recommendations:

- Recommend 2 – 3 Options for further consideration/deliberation by Council

Thoughts:

- Recommend undertaking a community engagement strategy, such as a survey (or other method)
- Recommend incorporating underground parking for any new construction
- Recommend using setbacks on building heights adjacent to single-family in order to ensure sensitivity
- Recommend the Ped/Bike/Transit Committee review streetscape options
- Recommend that any design meet the City's adopted Sustainability Goals.