

FAQ 5 Why Downtown :

Why are all of the options only looking at land in Downtown?

The original request for proposals and scope of work for the Community Campus Plan was focused on Downtown Middleton only, and specifically properties the City of Middleton already owns in Downtown Middleton (Council action 02/29/2019). One of the primary goals of the project was to enhance downtown Middleton by creating concepts for buildings that will be visually appealing, inviting, customer-friendly, and functional. Additional goals of the project include:

1. Supporting downtown revitalization and redevelopment efforts, providing concept design alternatives that can support downtown Middleton for many decades.
2. Enhance the streetscape along Hubbard Avenue, Elmwood Avenue, and Terrace Avenue, and consider opportunities for public art locations as part of the concepts.
3. Encourage pedestrian-oriented building and site design.
4. Strengthen the City's identity and cohesive branding through its civic buildings.



The 2016 Middleton Public Library Space Needs & Building Study included a process to engage residents from the community and diverse stakeholders in a variety of in-depth exchanges and dialogues about the Middleton Public Library's future. That engagement included a conversation around the location of the Middleton Public Library, and the data collected from the public, staff, and interested parties overwhelmingly indicated a desire for a downtown location. The study recommended keeping the library downtown. Based on that engagement, the Council's desire to explore efficient utilization of land through opportunities for combined facilities, and the consideration to utilize land that the City already owns rather than purchasing additional land, the decision was made to limit the scope of work for the project to Downtown Middleton.

Attachments: Middleton Public Library Space Needs & Building Study, Dimension IV Madison Design Group, 2016; Request for Proposals – Community Campus Planning Services for Downtown Middleton, City of Middleton, 2019.