Reconstruction of Cascade Avenue was first included in the City’s 5-year Capital Improvement Plan in 1999. Planning for the Cascade Avenue reconstruction project involved the largest public involvement process undertaken for any City project to date. You can’t develop an effective solution without fully understanding the problem.

Planning began in 2007 with a series of three well-attended public meetings held on campus to encourage student participation. Individual meetings were not held with various stakeholders. Instead, all stakeholders (Students, Faculty, Staff, City Council, Utility Commission, Plan Commission, Student Senate, Pedestrian, Motorists, Bicyclists, WisDOT, Neighborhoods, etc.) were asked to attend meetings where they could hear and share perspectives with other stakeholders.

Effective solutions cannot be developed without fully understanding problems so participants were asked to:

- Identify problems and concerns with the existing corridor.
- Develop goals and objectives for a reconstructed corridor.
- Suggest solutions.

Most everyone agreed that Cascade Avenue needed to be reconstructed and most everyone agreed that it should not be reconstructed in the same manner that it currently existed.

From these meetings, a concept for Cascade Avenue was derived that:

- Attempted to address the problems and concerns expressed by stakeholders.
- Meet many of the goals and objectives expressed by stakeholders.
- Incorporate solutions suggested by stakeholders that were consistent with the goals and objectives expressed by stakeholders.

A concept plan was adopted by the City Council on January 29, 2008. In 2009 during the preliminary design phase, two more public meetings were held and in 2011 during the final design for phase I, two more public meetings were held.