

June 18, 2014

To: Members
Alcohol License Review Committee

From: Susan Springman
Mullins Group

Re: Parklet Policy

I apologize for being unable to be at your meeting in person tonight to discuss "Parklets" (agenda item #11, Change of Licensed Premise Request, proposed addition of "pilot program" Parklet) but cannot attend due to storm damage to our properties. I am sending this written communication to explain our views on this important subject. We own property in the central business district, including property with restaurant businesses on the same block of North Henry Street in which the pilot parklet is proposed.

In brief, we ask the ARLC and Common Council not to approve a pilot parklet before a thorough analysis of the need and consequences of parklets in the central business district.

In the 1970's, Madison's business and city leaders recognized that the central business district (CBD) with its center being the State Capital would benefit from a redesign and reconstruction known as the Capitol Concourse/State Street Mall project. This multi-million dollar public/private infrastructure project expanded sidewalks for pedestrians and business use along the non-Capitol side of the Square and eight blocks of State Street. It reduced parking on the streets, eliminated auto traffic on State Street, created a 100% pedestrian area on the 700-700 blocks of State Street and reduced automobile capacity on the Capitol Square. New benches and sitting areas were added to many areas for public use. Sidewalks now are home to dozens of outdoor cafes, food vending carts and the location for public events. Peace Park has been redeveloped and is a welcoming, attractive public park area at mid-State Street. The State of Wisconsin improved the terrace area and added public benches creating an almost a park like setting for the public to enjoy around the State Capitol side of the Square.

Madison's central business district is the envy of cities across the city given its vitality. The public has a multitude of places to sit, rest, eat, drink or just "people watch." City leaders and businesses were way ahead of many other cities in recognizing that the "public" use of CBD's is important to its economic health.

What remains a significant concern in the CBD is retaining and attracting retail and service businesses to storefronts. It is a concern of existing property owners, the city, BID and customers. Much short term public parking has been removed over the years from the CBD to accommodate the changes described herein. Other short term parking has been eliminated by the request of businesses (ex: Main Street for outdoor seating areas). That was done with the support of all businesses in the area. Other short term parking has been eliminated for bike parking. When the City of Madison implements its desired "Bus Rapid Transit" program, it will require the removal of even more street parking.

Is it our hope that with more residents living downtown, the downtown will be less automobile dependent? Yes, but it will never be totally auto free and downtown retailers rely on business from those who do not live downtown. Even if you live downtown, the "downtown" is very large and often a car is still needed to move around. Public ramps are not the solution for all parking needs. Many people have physical limitations. Some trips to business require close by, "quick" parking. Or those customers drive by and go elsewhere. We know from our retail tenants comments to us that short term parking is critical to their survival.

In cities where Parklet's exist, there are often intended for neighborhood commercial districts not CBD's and needed for "public open space" in areas with a deficit of such. They are also required to be 24/7. Most are not for commerce. Deciding who gets to have a parklet and who doesn't is fraught with problems and inequality as noted in the BID's position on this issue.

Our CBD pre planned for the public and commerce space for which today's parklet's are intended. We feel strongly the CBD needs its short term parking more than it needs parklet's. We ask the ARLC and Common Council to not approve a pilot without a thorough analysis of the need and consequences of parklet's in our CBD.

Lund, Thomas

From: Mary Carbine [MCarbine@visitdowntownmadison.com]
Sent: Monday, June 16, 2014 2:27 PM
To: licensing
Cc: Woulf, Mark
Subject: Please forward to ALRC Members - BID input on two items on June 18 agenda
Attachments: BID Parklet statement.pdf

Hello City Clerk's Office – please forward to members of the ALRC. Thank you – Mary Carbine

Dear ALRC Members,

Here is input from the Business Improvement District Board regarding two items on the June 18 agenda.

RE: Item 11. Change of Licensed Premise - Request proposed addition of "pilot program" Parklet.

While the BID Board does not weigh in on the merits of individual license applications, the BID Board has issued a statement on parklets, attached.

In brief, the BID Board is concerned about a pilot moving forward before there is A) public process on the parklet concept and communication with affected stakeholders, and B) a policy addressing whether or not the city should allow parklets, and if so, where, how and for whom.

RE: Item 24. Class A Zoning Regulations Discussion

Please consider how a Class A license for a prepared foods business could be accommodated for the central downtown (ok if outside the overlay district). Because of size and offerings tailored to an urban market, the conventional definition of grocery would not apply.

The downtown core will need an easy access prepared food venue that services the needs of downtown residents and employees. The many new apartments under construction will significantly attract young working professionals who will want to shop locally sourced convenient prepared foods, deli items, meats, and sea food – within walking distance of work/home. Wine and craft beer sales would be an essential ingredient (but no more than 25% of sales). The cost of commercial rental space and the availability of suitable locations dictate a probable size of less than 10,000 SF. Given the space constraint most foods would have to be prepared off site and brought in fresh. Thus the conventional definition of 'grocery store' would not directly apply.

For example see:

<http://eatzis.com/>

<http://eatsblog.dallasnews.com/2013/08/16268.html/>

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Madison's Central Business Improvement District (BID) Board
Statement on "Parklets/Cafelets" within the public right-of-way in existing parking stalls
June 5, 2014

Madison's Central Business Improvement District (BID) includes the greater State Street and Capitol Square areas. The Board of Madison's Central BID includes retail and restaurant business owners, property owners, and other downtown stakeholders.

BID Board Statement on "Parklets"

Regarding the city's draft policy for "Parklets/Cafelets" within the public right-of-way in existing parking stalls:

- **Public Process:** The parklet concept needs a wider public process with input from property and business owner and others. Moving forward with any concept without communicating with affected stakeholders does not result in a good product.
- **Policy:** The concept needs to be reviewed from a holistic perspective as to how it will affect the city, downtown and neighborhood business districts. Before working on details of physical implementation, the city should address policy questions such as whether or not the city should allow parklets, and if so, where, how and for whom.
- **Policy before Pilot:** There should not be a commercial parklet pilot for one business before a public process and before policy issues are decided. In particular, there should not be a pilot when neighboring business and property owners have expressed concerns, and the city's draft policy itself states: "All parklets must have approval letters from adjacent property and business owners acknowledging the loss of parking and approving the proposal."

The BID Retail Strategy encourages quality "3rd places" (business and other) that differentiate downtown as a social and experience destination, and are attractive to residents. Much of the central downtown (State St. and the Capitol Square) has already been reconstructed to provide wide sidewalk terraces for public amenities including benches, planters, and sidewalk cafes, which removed street parking. The BID Board recognizes that the parklet concept is exciting and could work well for an individual business, especially for a restaurant that does not have wide sidewalks for a café.

At the same time, the BID priority is to expand the overall downtown customer base for all businesses. The BID Retail Strategy highlights the special importance of convenient and ample short-term parking (i.e., metered on-street parking), especially for retail. Parking for customers, visitors, and employees is especially important because Madison Metro bus services stops operating at midnight, and we do not have a regional public transit system. Moreover, there are currently 120 on-street metered parking spaces out of service in the central downtown due to construction.

Once one commercial parklet/cafelet is allowed (even a pilot), there would likely be high demand from other businesses (as there are for sidewalk cafes). Multiple private parklets in a dense business district with limited on-street parking will be detrimental to the overall health of the business district and to businesses that rely on that parking.

There needs to be a public discussion of whether parklets would work downtown, and a policy addressing these issues, before the city allows a pilot to move forward.

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RE: Item 24. Class A Zoning Regulations Discussion

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