

Reimagining State Street: 400-600 blocks

Summary of Perspectives, Opportunities and Constraints of Business and Neighborhood Groups

Madison's Central Business Improvement District – Vic Villacrez, Chair – February 16, 2023

- The BID supports the concept of improving the pedestrian experience on the 400-600 blocks State Street, but a larger plan or grander vision is needed for the larger Downtown area.
- Management of the space needs to be better defined: a needs assessment should be prepared to define what additional resources are necessary to manage and activate the space given limited City and BID resources.
- Shared perspectives of a couple businesses:
 - Restaurant: café seating to building fronts would be beneficial; planters or other features that have a more intentional look while restricting access would be better than barricades; how are deliveries managed will be important – time restrictions might need to be expanded with more pedestrians but flexibility will be needed; dare to dream, not be scared to succeed.
 - Retail: deliveries are smaller and require more trips; there needs to be a solution that works for everyone
- Downtown is in transition and days of letting the market happen and passive placemaking will not be good enough moving forward.

Greater State Street Business Association – Amy Moore, Vice President – February 16, 2023

- Changes to improve the pedestrian character could create a more inclusive space, with more green and artistic elements
- There is interest in outdoor vending expansion, but what does that look like and what potential opportunities would be? What space is available and when?
- Shifting sidewalk away from building could impact visibility and limit potential to window shop. For retail businesses, it's important to have customers next to building.
- With more people, there may be a need for more maintenance and features like trash cans.
- Important to think about how pedestrians and bikes interact.
- Deliveries are important.
 - Can only occur when staff is available to receive shipment; mornings are preferable to get product on shelves, but different businesses have different hours and needs.
 - Delivery companies have different schedules, and different drivers for different parts of State Street.
 - Package pickup must be considered, which often occurs in the afternoon.
 - Saturday delivery only via USPS
- Activation of the space will be important. It creates interest in area and has safety benefits. What will the process be to activate the space, and how will events be scheduled?

Campus Area Neighborhood Association – March 9, 2023 (meeting with staff)

- There seems to be areas with more retail (600 block), and those with more restaurants. Restaurants with outdoor seating is an amenity. In a perfect world, there could be a balance of sidewalk conditions.
- How would limited access work for residents on State Street? With no buses, accessibility is a concern and there may be a greater need for rideshare, deliveries, etc. How would moving work?
- With a growing campus area population, the ultimate design will need to handle more people.
- Closures could be time-specific - Game days, Freakfest, weekends, evening, etc. Could also expand to Francis St.
- Excited to see more revitalization and fewer vehicular conflicts.