

From: Mary Carbine [<mailto:MCarbine@visitdowntownmadison.com>]
Sent: Wednesday, March 07, 2012 4:55 PM
To: Murphy, Brad
Cc: Fruhling, William
Subject: BID Board Downtown Plan input for Plan Commission

To Members of the Plan Commission:

Thank you for your close consideration of the Downtown Plan, and for taking time for additional meetings to review this important plan and the input from many parties.

As an organization representing the central downtown (greater State Street and Capitol Square area), the Business Improvement District Board is very engaged in the downtown plan. The aim of the BID is to increase the vitality and health of the district and promote business within it. Our constituents are commercial property and retail, restaurant, entertainment, hospitality and service business owners in the district, and their customers, both residents and visitors. The BID works to create a rising tide and bigger market for these businesses and the district as a whole.

The BID has focused its comments mainly on Key 2 and the State Street/Capitol Square retail district, while recognizing that what happens in the rest of downtown affects the central district, as do larger issues such as density, building heights, generalized land use, and the balance between preservation and innovation. (The Board report is attached; also available in Legistar.)

As you may begin discussion of Key 2 at your March 8 meeting, the BID Board provides additional input in light of other input and committee work since Feb. 2 BID Board report:

- I. The BID strongly supports the Economic Development Committee Recommendations on the Downtown Plan (2/15/12), with one note:

On recommendation 24 (page 31 of plan). BID supports the EDC recommendation "To identify and support development of locations potentially suitable for retail uses requiring relatively larger floor areas (7,000 to 10,000 SF) which could attract additional types of Downtown shopping opportunities including destination retail."

However, a floor area of 7,000-10,000 SF is not large enough to accommodate a potential city-scale department store, general merchandise store, a larger furniture store, etc., should downtown be lucky enough to attract interest from such businesses. The BID Board thinks it unwise to have limitations that would discourage much-needed neighborhood-serving retail or entertainment.

BID recommends adding a second clause such as: . . . as well as to identify and support development of locations potentially suitable for uses such as a city-size department or general merchandise store, larger furniture/home furnishings/electronics retailer, or movie/entertainment complex (20,000 - 85,000 SF).

Please note – the larger square footage could be distributed among multiple floors, e.g., a 2 or 3 stories on a 8,000-12,000 SF floor plate (roughly that of the current Fontana or Urban Outfitters).

- II. The BID support the "Call to Action" recommendations on pp. 6-7 of the Downtown Coordinating Committee's recommendations, i.e.,
 1. The Call to Action incorporate every recommendation in the Plan, and that each action item identify the City AND private sector resources/partners needed to achieve success.
 2. Incorporate a full set of the City's tools that it has at its disposal to achieve success. More emphasis on the City's use of incentives, funding opportunities and encouragement tools should be incorporated throughout the plan narrative and the Call to Action as these tools will support the

elements that will ultimately be implemented by the private sector and will be necessary to achieve success

- III. We support the concept of more robust metrics for the Downtown Plan objectives as suggested by Ed Clarke, and BID would be happy to work with staff to create metrics for the downtown retail area as he suggests. <http://legistar.cityofmadison.com/attachments/f8449218-c710-41d2-90a2-11c0244dc1d5.pdf>
- IV. We encourage careful consideration of the thoughtful input from Urban Land Interests <http://legistar.cityofmadison.com/attachments/7ff853cf-f031-40ef-8e84-60de2792cbb3.pdf>

We appreciate the great efforts and listening by staff and committees to date, and we thank you for your consideration of these suggestions.

Mary Carbine
Executive Director
Madison's Central Business Improvement District (BID)
122 W. Washington Ave., Ste. 250
Madison, WI 53703
t: (608) 512-1340
f: (608) 204-9028
mcarbine@visitdowntownmadison.com
www.visitdowntownmadison.com