



Credit: Danforth Illustration

Bird's eye view of 100 block treated under a rehabilitation-oriented program.

UPL 02-1-12 Passport No. 5



Perspective view of 100 block treated under a rehabilitation-oriented program.



Perspective view of Stark Co. building and Schubert building treated under a rehabilitation-oriented program.

From the "Downtown Madison Market Analysis Study," completed in September, 2007.

The length of the State Street commercial district (including the side streets) and the location of downtown customer traffic generators (along with parking perception challenges) suggests that downtown Madison could benefit from business clustering and placement strategies.

Appropriate business location decisions could encourage cross-shopping opportunities, avoid potential commercial conflicts, and reduce business turnover, as well as assist existing businesses seeking to expand or relocate within downtown Madison.

Business Clustering and Placement Suggestions include:

1. Capitol Square Area and the 100 to 200 blocks of State Street

Create a critical mass of home and hearth establishments, gifts, dining, arts and entertainment establishments, and activities targeting families and children. The placement of these business types considers existing cultural traffic generators, proximity to downtown condo residents, and concentrations of downtown office workers. Establishments in these areas could attract a broader consumer segment with a focus on visitors.

2. 300 to 400 blocks of State Street

Develop a concentration of men's and women's apparel and accessories, shoes, gifts, cosmetics, home & hearth and dining establishments. Goods and services on these two blocks could focus on households and individuals between the ages of 20 and 44.

3. 500 and 600 blocks of State Street

Clustering of electronics and electronic media, young men's and women's apparel and accessories, eating and drinking establishments, and gifts. The 500 and 600 blocks of State Street should consider college students, UW-Madison visitors, sporting event attendees, and tourists as its primary consumers.

4. Encourage professional and personal services to locate on upper floors.

Furthermore, existing personal and professional services located in the State Street Commercial Corridor should have vibrant window displays to create pedestrian interest and create an illusion of retail continuity.

The Downtown Madison Market Analysis Study was performed by the Wisconsin Extension Center for Community and Economic Development (with assistance from UW-Extension Dane County and input from an advisory group of downtown business and property owners. Co-funded by Madison's Central Business Improvement District (BID) and the City of Madison, the study is part of Downtown Madison Inc.'s "Downtown Dynamic" business retention, expansion and recruitment initiative. For more study data, see http://www.visitdowntownmadison.com/business/index.php?category_id=2538