



February 9, 2022

Dear Alders:

Downtown Madison, Inc. (DMI) strongly supports legislation seeking to make the highly successful Streatery program permanent in Madison. Since its inception in the summer of 2020, the Streatery program has positively and uniquely transformed how our community interacts within public spaces downtown and throughout Madison. Madisonians have rethought how we can use public spaces to connect, dine, socialize and be outdoors opening more opportunities for our community to interact and experience our city.

Created in response to COVID, Streatery found ways to keep our community safe through more outdoor activities. The added ability to create more activities saved many downtown businesses. Without these outdoor dining and retail locations, more locally owned and operated downtown businesses would have permanently closed, thereby altering even more lives in our community. By using public spaces often dominated by single occupied cars in new ways, the City created a model program to not only help downtown businesses survive a difficult period but a future template on how we ensure more of our public space is used by the entire community.

DMI has long supported creating a vibrant and welcoming downtown for all. One way to ensure vibrancy and accessibility is through more communal outdoor spaces through programs like Streatery. The complete transformation of downtown's South Pinckney Street into an open, inviting, and busy outdoor dining space creates a welcome energy and vibrancy in downtown. This is just one example of how Streatery has made downtown Madison a more attractive, welcoming, and engaging places for our residents and visitors.

We strongly encourage the City Council to support making Streatery permanent. By taking this first step, we will allow our city to continue to rethink how we use our public spaces thereby finding new ways to bring our community together more often and in more places. Spending more time together in outdoor accessible locations will benefit us all. In creating a permanent Streatery program, we can reimagine so much more of our city and downtown.

Sincerely,

A handwritten signature in cursive script, appearing to read "Jason Ilstrup".

Jason Ilstrup
President
Downtown Madison, Inc. (DMI)

From: [REDACTED]
To: [Downtown Coordinating Committee](#)
Subject: (Fwd) Streatery Program
Date: Monday, February 14, 2022 3:37:33 PM
Attachments: [WPM\\$G0DF.PM\\$](#)

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Dear Members,

the Streatery program is pretty exciting. In addition to creating more space for business's, it's also an opportunity to re-think how we use our public space and think about neighborhoods.

Usually with a new program, there needs to be a bit of tweaking to get it right. What I would like to see advocated for are:

- Education, outreach and care for our urban trees tied into the Streatery program.
- Advocate for adequate bike parking with the program (i.e. bike corrals)
- Guidelines for hours of operation **including** set-up and end of shift duties
- Guidelines for amplified live music, as well as speaker systems, and
- lighting, as well as
- garbage collection, use of leaf blowers (loud equipment). Note: Leaf blowers are commonly used in the downtown to 'freshen up' outdoor dining areas. I live close to an outdoor eating area that is open all day, including breakfast on the weekends. Leaf blowers have been used as early as 5:30 a.m.

I live in District 6, an area with quite a few existing outdoor patios, etc. On outdoor patio's, the neighborhood, as well as the Neighborhood Assoc. has long advocated for lighting which respects the needs of both the business and neighbors. Lighting should be sufficient for the business's needs but not create glare or spill over onto neighbors property.

Somehow, I think the topic of visually separating a patio from immediate neighbors needs to be addressed. I think a lot of neighbors want to support business's in our neighborhood **and** maintain the use and enjoyment of our yards/homes. In District 6, business's and homes are often right next door to each other.

Cigarette butts can be an issue. Business owners should be required to provide receptacles.

With *new* patios, I think it could be helpful to have some kind of check in for the business owner and immediate neighbors to make sure things are working well.

Best, Anne Walker
(no attachments)