

Madison's Central Business Improvement District 2021 Plan for "Summers on State" Streeterly Weekend Closure on State Street For Economic Recovery

OVERVIEW

Dates: May 1 – August 22*

Selected dates provide open roads for new buses schedules at the end of August.

Times: Weekends only Saturday at 6am – Sunday at Midnight

Program would NOT operate on dates reserved for special events such as Cars on State, Maxwell Street Days, Art Fair on the Square or Taste of Madison, partner programs and events would be given special priority

Locations: 100-600 Blocks of State Street

MAP LINK: https://www.google.com/maps/d/edit?mid=1AuKKQ1xT8oEVc_LbCXrVr-8hTlBvR6PX&usp=sharing

Programming/Activities:

The space will be utilized for expanded outdoor dining spaces, outdoor retail sales, and special activities designed to promote the businesses on the street.

As public health orders allow, the BID will continue to implement the items outline in the [BID/City programming contract](#).

BID RESPONSIBILITY

- Do everything we can to help our businesses survive!
- Put barricades in place Saturday morning at 6am and remove them at midnight on Sunday/Monday
- Work to ensure all participants have the appropriate permits for merchant vending and/or café permits
- Provide accessible access to all open businesses
 - o *Partner with Access to Independence for this effort
- Create a safe overnight storage plan for extra equipment
 - o To get approval from MFD, MPD and Street Vending Coordinator
- Share the details of the State Street Promenade with the media via press release and special marketing efforts.
 - o *In addition to the BID efforts we have applied for a Social Media Breakfast grant and this would be a priority project for the DMI Quality of Life "messaging sub-committee"
- Work with MPD to encourage more foot patrol.
 - o *MPD approval pending.
- Work with MFD to approve the fire lanes and emergency vehicle access.
 - o *MFD approval pending.
- Focus on and encourage more bicycle visits to State Street
 - o *Partner with B-Cycle for this effort
- Create unique and special wayfinding for the street.
 - o *Partner with Courtney Nelson, independent designer

- Provide unique programming experience as PHMDC regulations allow
 - o * Partner with GSSBA, Madison Parks, MMoCA, Madison Arts Commission and Destination Madison already with more to come.

CITY RESPONSIBILITY:

Traffic Engineering Staff:

- Traffic Engineer will authorize closure of the 100-600 Blocks of State Street.
- Traffic Engineering Staff will deliver barricades to area starting May 1 and retrieve them at the end of the program

Parks Mall Maintenance Staff:

- Will paint lines illustrating the 20' fire lane in partnership with the BID

Metro Transit:

- Will re-route bus traffic on Saturday and Sundays and sign all Metro Routes affected by this closure

CONDITIONS FOR STATE STREET STREET:

- 20-foot fire lane must be maintained at all times. *The MFD has agreed that the pedestrian path and the fire lane can be one and the same so long as there are no physical impediments*
- ADA sidewalk access maintained to each business
- State Street Businesses need to maintain a welcoming atmosphere for all residents of the downtown.
- All restaurants, bars and merchants must follow current Public Health Madison Dane County orders.
- Any protests, marches and other free speech events may continue to use the space and fire lanes as requested/permited.
- This program may be ended at any time, for any reason, by the City Traffic Engineer, Fire Chief or Police Chief.

REQUIREMENTS FOR RESTAURANTS, TAVERNS & BARS:

- Businesses must have a valid Sidewalk Café License (no fees in 2021)
- Must have an Extension of Premises for Alcohol
- Streeetry rules for 2021 apply
- Patrons must be seated and maintain physical distancing per PHMDC orders

REQUIREMENTS FOR MERCHANT VENDING:

- Businesses must have a Merchant Vending License (no fees for 2021)
- All normal Merchant Vending rules apply
- Shoppers must maintain physical distancing per PHMDC orders