

Memorandum

Date: March 19, 2015
To: Members of the Downtown Coordinating Committee (DCC)
From: Downtown Madison, Inc. (DMI)
RE: Upper State Street

For most of 2014-15, DMI/BID and property owners from the upper State Street area met on a regular basis to discuss the situation in the upper State Street area. The group discussed the current situation and possible solutions that could lead to a change in the uses of the space. The solutions that were discussed and agreed upon used Placemaking principles. See a summary of their work below.

Ideas for creating a space where all people feel welcome

- **A major focus on opening up the cull-du-sac (that is where most of the bad behavior takes place)**
- Reconfiguring the location of the Philosopher Stones to open up the cull-du-sac for the public and public events.
- Open up West Mifflin cull-du-sac by creating a walkway through the area so people can move freely to the Capitol Square, Overture and Library.
 - Look at a defined bike & walking path and remove some trees
- More lighting in the entire area including the amphitheater, 100 Block of State and the alley on N. Carroll St.
- Positive signage that outlines expected behavior in the area (like City Parks and the Library)
- Move the bike rack. Possible car parking on W. Mifflin St.
- Keep Ambassador Booth in current location
- Seating available for restaurants and their customers
- Increased police presence
- Additional beautification efforts

As you can see, these suggestions are very similar to the suggestions that the City Planning Department has put together and we appreciate their excellent work. Most of the people who we worked with over the last year and a half also attended the City's last two meetings.

Some of the items identified above can (and should) be done ASAP. With the current warm weather, the bad behaviors have returned and there is a long summer ahead of us. A programming person is desperately needed. This position is a natural for the BID. The job will be to program public spaces in the BID area which would currently include Library Mall, Lisa Link Peace Park, and Upper State. A programming person can look at the space as a whole which will bring positive activities to these important public spaces in our downtown.