

Unable to speak after 7:15 - but would like to address my concerns over design of 100 Block proposal. (ITEM 24478)

- o Taking a major chunk out of a critical downtown block is counter to previous research & reports:
 - ✓ 1999 Commercial Market Study: Envisioned Bakery, Steakhouse, Family / children-oriented businesses in this section
 - ✓ 2007 Downtown Madison Market Analysis Study: Envisioned CRITICAL MASS of home/health - gifts - dining - arts / entertainment biz + children / family activity centers. Consider CONCENTRATIONS of downtown office workers. Establishments could attract a BROADER CONSUMER SEGMENT w/ focus on visitors.

→ NOTE KEY WORDS: CRITICAL MASS - CONCENTRATIONS - BROADER CONSUMER SEGMENT

- o At present → 1/4 of the BIZ corridor / adjacent area is non-retail ^{(COVERTURE) + MUSEUMS}
- o Fairchild, Mifflin were part of historic retail space
- o Further removal of retail options threatens cohesion / concentration of targeted business types.
- o Question (unknown) - how many dates are there events @ Overture every year - 200? 250? Urban area - adjacent to library - NEEDS to have activity 350+ days/year.
- o Global Warming notwithstanding - area not functional for 2-4 months/yr. (too small for outdoor skating/etc.)
- * o FOR COMPARISON - look to KING / MAIN / PINCKNEY STREET AREA.
 - ✓ MIX OF ORIGINAL STRUCTURES AND 'RECREATED' (PINCKNEY ST) BUILDINGS
 - ✓ DEAD ZONE? OPEN SPACE IN FRONT OF GEF II + III - DO NOT DUPLICATE ^{ON} FAIRCHILD!
- o HARD TO ACHIEVE 'CRITICAL MASS' OF BUSINESSES, PEDESTRIAN TRAFFIC, URBAN MASSING TO SIDEWALK WITH OPEN CORNER SPACE

- ★ ○ KEY EVENT LAST WEEKENDS: BOOKLESS @ CENTRAL LIBRARY
 - BROUGHT 2,000+ FAMILY MEMBERS IN BY DAY
 - BROUGHT ANOTHER 1,500+ IN BY EVENING (40 MIN WAIT TO ENTER)
- ★ - DEMONSTRATES CRITICAL NEED FOR ARTISTIC / CREATIVE ACTIVITIES FOR THE 'DOUBLE UNDER 50' CROWD -
 - ✓ UNDER AGE 50
 - ✓ UNDER \$50,000 HOUSEHOLD INCOME
 - ✓ "BROADER CONSUMER SEGMENT" AS IDENTIFIED IN 2007 MARKET STUDY

★ REQUEST THAT COMMISSION EVALUATE DESIGN PROPOSAL IN LIGHT OF PREVIOUS MARKET STUDIES - AND IF NECESSARY REQUEST A REASSESSMENT OF ^{RETAIL} SPACE / USE NEEDS IN THIS IMMEDIATE AREA