

Downtown Madison, Inc. (DMI)
State Street/Capitol Square
2015

WHEREAS, State Street was originally built as a business street connecting the Capitol Square and the UW-Madison, and

WHEREAS, State Street has represented (and served) users and uses of the central city as far back as the 1850's, and

WHEREAS, State Street/Capitol Square was the center of commerce for the region until the 1960's, and

WHEREAS, prior to the 1970's, State Street was a four-lane street that also included a trolley system, and

WHEREAS, the uses on State Street/Capitol Square have represented everything from Livery Stables, Boarding Houses, Lumber Yards, Horse Auctions, Breweries, Pharmacies, Insurance Companies, Banks, single-family residents, retailers of all varieties, doctors, dentists, gas stations, variety stores, cafeterias, beauty shops, etc., and

WHEREAS, State Street/Capitol Square began decaying in the 1960's as a result of sprawl that was moving commercial and residential development away from the central city—something that occurred in almost every city in the nation, and

WHEREAS, the work on creating a pedestrian mall began in the early 70's and resulted in the completion of the Mall Concourse in the early 80's, and

WHEREAS, the uses on State Street/Capitol Square have and continue to change and to reflect the needs of the residential, business and visiting users of the area, and

WHEREAS, Monona Terrace (1997), Overture Center for the Arts (2004) and the Madison Children's Museum (2010) were built and completed between 1997 and 2010 (including the Civic Center—1980-2003), and

WHEREAS, these four anchors brought additional retail, restaurants, entertainment, businesses and visitors to the central city from all over the world, which has provided an opportunity for an expanded downtown commercial market area, and

WHEREAS, a condo boom took place between 2000 and 2010, which added hundreds of units and residents to the downtown area, and

WHEREAS, there has been a consistent trend for millennials (many from EPIC Systems), empty nesters, etc. to seek out a multi-modal downtown based lifestyle that includes restaurants,

entertainment and needed goods & services accessible by walking and Metro with thousands of new residents expected in the next 5-10 years, and

WHEREAS, the national and international retail marketplace has gone (and is going) through major changes largely because of the Internet and how people chose to purchase goods, and

WHEREAS, the downtown commercial market area has the opportunity to grow beyond State Street/Capitol Square, and

NOW, THEREFORE, BE IT RESOLVED, that a collaborative conversation will benefit the understanding of the future user needs of the downtown Madison commercial market. The conversation must include current data that will assist in framing the discussions.

BE IT FURTHER RESOLVED, that there will be a need to hire an outside consultant to gather the needed data that will include commercial areas in this country that are experiencing similar challenges/growth.

BE IT FURTHER RESOLVED, that the conversation must be broadly inclusive of all people who are interested in the future of downtown Madison and its commercial area.