Department of Planning & Community & Economic Development
**Planning Division**
Heather Stouder, Director
126 South Hamilton Street
P.O. Box 2985
Madison, Wisconsin 53701-2985
Phone: (608) 266-4635
Fax (608) 267-8739
www.cityofmadison.com

November 10, 2017 (January 2018 updates in Green)

***Memo to:*** ***Downtown Coordinating Committee***

***From:*** ***Rebecca Cnare, Planning Division***

***Regarding:*** ***Update on implementation efforts related to the report entitled: Ensuring a Vibrant Downtown Retail Destination: A Retail Assessment and Strategy for Downtown Madison***

---

On 7/18/17 the Madison Common Council accepted the report from Tangible Consulting entitled*: Ensuring a Vibrant Downtown Retail Destination: A Retail Assessment and Strategy for Downtown Madison (Resolution #46294).* The resolution contained several implementation directives to City agencies. This memorandum is an update on these efforts to date.

Below is a list of each of the "resolved" clauses from the resolution, followed by a table detailing associated implementation efforts. The following table(s) are related directly to the resolution language that directly the work plan in initial implementation efforts. Details on individual projects and efforts are highlighted beneath the apocopate resolved clauses.

1. BE IT FURTHER RESOLVED, that in 2017, the Planning Division will work with the Economic Development Division to start a vending program at the top of State Street that expands upon the existing vending opportunities, introduces new micro-retail formats, and increases opportunities for existing businesses to expand their presence at the top of State Street; and

| Project | Partners/Agencies | Status |
|---|---|---|
| **TOSVOD: Top of State Vending Overlay District** | EDD, Planning, BID | Ordinance Passed |
| • Ordinance approved and vending began in 2017 with limited success<br>• 2018 will be focused on working with vendors and other partners to try to engage and coordinate vending to provide a bigger impact to the area. BID has agreed to help this effort.<br>• Ordinance also allows for existing brick-and mortar business to set up an additional presence at the Top of State with their existing merchant vending license | | |
| **Madison Night Market** | BID | Completed |
| • The BID managed 3 very successful night markets with a total attendance of over 20,000.<br>• A mini-market & scheduled winter market have built upon this success.<br>• Markets included a mix of existing brick-and-mortar businesses and other mobile vendors.<br>• Plans in 2018 call for 4 major markets with potential for additional mini markets. | | |

2. BE IT FURTHER RESOLVED, that in 2017, the Economic Development Division will continue to support the Façade and Retail Grant Programs, and will work with downtown businesses, retailers, property owners, and advocates such as the BID, Greater State Street Business Association (GSSBA) and Downtown Madison Inc. (DMI), to organize a business and property owner visitation program, as well as support efforts to attract new retailers to downtown Madison; and

<table>
<tr><th>Project</th><th>Partners/Agencies</th><th>Status</th></tr>
<tr><td>2017 Downtown Façade Grant Program<ul><li>3 grants awarded downtown for: 117 E Main Street, 111 King Street, 210 State Street</li><li>2017-2018 – Potential grants for 216 N Henry & 301 W Johnson</li></ul></td><td>EDD, Planning</td><td>Ongoing program to continue n 2018</td></tr>
<tr><td>Retail Grant Program
<table>
<tr><th>Business</th><th>Approved</th></tr>
<tr><td>Triangle Market*</td><td>$5,396.95</td></tr>
<tr><td>Community Pharmacy</td><td>$356.00</td></tr>
<tr><td>Madison Modern Market</td><td>$2,082.24</td></tr>
<tr><td>Soap Opera</td><td>$177.56</td></tr>
<tr><td>Triangle Market</td><td>$127.55</td></tr>
<tr><td>Red Square Flowers</td><td>$31,000.00</td></tr>
<tr><td>Francesca’s</td><td>$50,000</td></tr>
<tr><td>University Book Store</td><td>$46,102</td></tr>
<tr><td>August VII, LLC</td><td>$39,090.00</td></tr>
<tr><td>Little Luxuries of Madison, LLC</td><td>$50,000.00</td></tr>
<tr><td>107 King Street, LLC Totem</td><td>$30,000.00</td></tr>
<tr><td>Total City Retail Grant Funds</td><td>$254,332.30</td></tr>
</table></td><td>EDD, Planning</td><td>Program no longer funded, as TID 32 has closed.</td></tr>
<tr><td>Business/Property Owner Visitation/Mentoring Program</td><td>EDD, BID, DMI, GSSBA</td><td>Not yet begun</td></tr>
</table>

3. BE IT FURTHER RESOLVED, that in 2017, the Economic Development Division will explore opportunities for retail education programs, business training and other outreach to help grow and support a new generation of downtown retailers through partnerships with downtown business advocates and organizations such as Urban League, Wisconsin Women’s Business Initiative Corporation, University of Wisconsin-Extension, Madison Collage, and others on; and

| Project | Partners/Agencies | Status |
|---|---|---|
| **Education/ Outreach** | EDD, Partners | Not yet begun |
| *EDD, Susan Schmitz, Urban League, 100 Black Men of Madison, Inc. have begun working together on increasing entrepreneurial opportunities.* | | |

4. BE IT FURTHER RESOLVED, that in 2017, the Planning, Community and Economic Development Department will explore regulatory standards, programs and policies to maintain a balanced business mix of retail, service, restaurant, and bar/tavern uses in the downtown, including, but not limited to zoning, establishment size, density, hours of operation, and alcohol license limitations; and

| Project | Partners/Agencies | Status |
|---|---|---|
| **Signboard Ordinance:**<br>Passed by Common Council for implementation in Spring of 2018. | Zoning, BID, DMI | Ordinance passed |
| **Other Regulatory Standards** | Planning, Zoning, Mayor's Office | Not yet begun |

5. BE IT FURTHER RESOLVED, that in 2017, the Community Development Division will expand its street outreach teams to the downtown homeless population, and work with other social service providers and homeless advocates to understand and define acceptable behaviors; and

| Project | Partners/Agencies | Status |
|---|---|---|
| **Beacon Day Resource Center Opens** | CDD, Partners | Opened Oct. 2017 |
| • The Beacon, the new homeless day resource center, opened on October 16. In its first two weeks of operation, a daily average of 210 guests used the new facility, higher than the anticipated daily volume of 150 guests.<br>• The Beacon's basic needs services have rolled out smoothly: 340 loads of laundry and 585 showers were provided over the course of the first two weeks. Other community services, such as employment counseling and case management, will be incorporated gradually. The Catholic Charities' staff has been busy completing new intakes and triage for services, and the Dane County Coordinated Entry staff has relocated to The Beacon.<br>• Other community partners have set up MOUs with the Catholic Charities, and will start providing on-site services in January of 2018. | | |
| **Street Outreach Workers** | CDD | Started July 2017 |
| The Community Development Division increased its commitment to street outreach activities for downtown homeless population and awarded a new outreach team contract to Sankofa Behavioral & Community Health (SankofaBCH) and Operation Welcome Home (OWH) in July. The purpose of the outreach team is to engage people experiencing unsheltered homelessness and connect them with housing and community resources. In the first three months, the SankofaBCH/OWH team achieved the following:<br>• Engaged 200 individuals;<br>• Enrolled 90 individuals—including seven frequent utilizers of the system resources identified by the police department—and set them up with individualized service plans; and<br>• Moved seven individuals to permanent housing<br>• Nine individuals were newly connected to therapy; and<br>• Nine individuals are currently in the process of enrolling in CCS, a Medicaid-funded long-term support program. | | |

6. BE IT FURTHER RESOLVED, that in 2017, the Madison Police Department will continue to have a visible police presence at the top of State Street, will work with the Community Development Division on their efforts to define and reach out and support efforts to improve behavioral issues, and will work with the BID, GSSBA, DMI and others to educate delivery drivers on hours and limits of deliveries on State Street; and

| Project | Partners/Agencies | Status |
|---|---|---|
| **Behavioral Issues** | MPD, DMI, BID | Ongoing effort |
| The Central Police District in 2017 identified the top of State Street as a priority and worked with its downtown partners and community stakeholders to address the issues in a four stage approach: Outreach, Education, Environment and Enforcement. While patrol officers worked to address egregious violations of City ordinance and State law on a daily basis, a total of eight special initiative operations were also conducted in the area throughout the year. The initiatives focused on unlawful, criminal behaviors such as drug distribution and human trafficking. The operations included both uniform patrols and undercover investigations. The combined efforts have resulted in a significant reduction in police calls for service. | | |
| **Delivery Driver Education** | MPD/BID, etc | Not yet begun |
| Ordinance needs to be reviewed to see what areas (State Street/King Street/ Capitol Square etc) this affects. | | |

7. BE IT FURTHER RESOLVED, that in 2017, the Parking Utility will work with the BID, DMI, GSSBA or others wishing to use the City's available open source data to create mobile apps for parking availability and/or wayfinding, as well as educate and provide assistance to groups wanting to take advantage of existing pre- paid parking voucher/coupon programs to support retailers; and

| Project | Partners/Agencies | Status |
|---|---|---|
| **Wayfinding Maps Update**<br>The BID has been working with Planning, Parks, Parking and the UW to refurbish the 44 out of date wayfinding maps found throughout the downtown. | BID/Planning/ Parks/Parking | Project ready to be completed/installed in Spring 2018 |
| **Wayfinding/Parking App**<br>Parking vacancy information is available on-line, new smart meters are being tested. | BID/DMI/TE | Not yet begun |
| **Pre-paid coupons**<br>Already available from Traffic Engineering, more discussion about how to successfully use this program yet to come. | BID/DMI/TE | Not yet begun |

8. BE IT FURTHER RESOLVED, that in 2017 and 2018, the Parking Utility will continue its modernization, lighting upgrades and automatic payment systems updates in public parking structures to allow for more flexibility, and better user experience; and

| Project | Partners/Agencies | Status |
|---|---|---|
| **State Street Pedestrian Counters**<br>The BID is now leading this project, counters to be installed Spring 2018 | TE / BID | In progress |
| **Parking Utility 2017 activities** | TE | Ongoing plans |
| • The Parking Utility has real-time availability for all of the garages and Brayton Lot on the City's website, which is in responsive design for mobile device viewing. City IT developed this data, which is publicly available on the City's website for mobile app development. The real-time | | |

occupancy and API are available at: http://www.cityofmadison.com/parking-utility/garages-lots/current-hourly-parking-availability.

- A trial of single-space "smart meters", which accept payment by credit card and coin and have vehicle detection (occupancy) sensors, began in August of 2017, and will be completed in early 2018. The purpose of the trial is to test the technology for a potential purchase of single space smart meters in 2018 to replace remaining on-street coin-only meters.
- Parking Garage Modernization efforts:
  - The State Street Capitol lighting and electrical upgrade project began in 2017 and will be completed by the end of the year, and the State Street Campus – Frances garage lighting project is scheduled for 2018.
  - The Overture Center garage elevator modernization project is under construction and is expected to be completed in mid to late November, 2017. The modernization will significantly improve reliability of the facility's elevator and reduce downtime.
  - The Parking Access Revenue Control System (PARCS) replacement project is under construction, and is expected to be completed in early 2018. New equipment has been installed at Brayton Lot, and work is underway at the State Street Capitol garage. The software upgrade will be performed once all of the new equipment has been installed, and the equipment will be transitioned from the current magnetic stripe entry/exit tickets to a bar code system that will allow greater flexibility and electronic distribution of coupons. The Parking Utility and Traffic Engineering are exploring wayfinding signage options that would include real-time occupancy information.
- The Parking Utility, in cooperation with MPD to help address public safety issues in the University/Frances area, has begun a new "late night weekend pay-on-entry" fee at the State Street Campus Garage. A $5.00 pay-on-entry fee was piloted for three weekend nights in October. This program will be used at the State Street Campus Garage on weekend nights (11:30 pm – 3:00 AM) during late spring, summer, and early fall.

9. BE IT FURTHER RESOLVED, that in 2017, the Parks Division/Mall Concourse Maintenance staff will work with the Planning and Traffic Engineering Divisions to refurbish or replace aging street furniture, add additional bicycle parking where possible, and continue their efforts for extra cleaning and support of programming activities; and

| Project | Partners/Agencies | Status |
|---|---|---|
| **Furniture replacement / refurbishment**<br>$41,700: bike racks, benches, trash cans<br>$8,000: planters<br>$5000: banner refurbishment<br>$3,300 on kiosk parts for repairs<br>$250: furniture hardware<br>$12,000: movable tables/chairs on lower mall | Parks, Planning | completed |
| **Late 2017 Mall purchases**<br>Depending upon final budget of BID Kiosks & refurbished wayfinding signs, up to $15,000 more in trash/recycle cans, Kiosk repair, banner repairs | Parks | Ongoing |
| **State Street Bike Parking inventory**<br>In June 2017, staff inventoried 191 official bike parking spaces that can be compared with future counts to maintain/increase availability. | Parks, TE | Completed |

| | | |
|---|---|---|
| **Support of BID Programming**<br>Mall staff have continuously provided extra cleaning, sidewalk washing and support to programming activities throughout 2017. | Parks | Ongoing |

10. BE IT FURTHER RESOLVED, that in 2017, City agencies will continue to support the BID in its programming plans and activities in the Downtown; and

| Project | Partners/Agencies | Status |
|---|---|---|
| **2017 BID Summer in your City Programming**<br>Over 12,282 attendees for SIYC downtown events | BID | Completed for 2017 |
| **Shine On Holiday Lights**<br>New event to bring more positive activity to the downtown and support downtown retailers. The lighting ceremony is on November 18. | BID, PD, partners | Nov-Jan |
| **YOUR Summer Café by the BID**<br>Movable Tables and Chairs Program | BID, Parks | Completed for 2017<br>Will resume in 2018 |
| **New Visitor Information Booth:**<br>Final Design is being completed by MFI, Inc<br>Electricity options being pursued with TE | Planning, Parks, BID, TE | Will be installed April 2018 |

11. BE IT FURTHER RESOLVED, that in 2017, the Planning Division will begin work on the Historic Preservation Plan, which will address Downtown historic properties; and

| Project | Partners/Agencies | Status |
|---|---|---|
| **Historic Preservation Plan**<br>The City has hired Legacy Architecture and have begun initial public meetings and outreach.<br>Project website: Link | Planning | In progress |
| **Langdon & Mansion Hill Character Study & District Boundary Review**<br>The City has Hired Preserve LLC to do an character inventory of the area. | Planning | In progress |

12. BE IT FURTHER RESOLVED, that additional recommendations made in the table above and the report should be considered in the future and may be included as part of other implementation efforts; and

| Project | Partners/Agencies | Status |
|---|---|---|
| Expansion of BID District | BID | Completed |
| Bcycle expansion | Bcycle, Parks, Engineering, Planning | On-going |
| Other from resolution table | | |