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

May 9, 2019

***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.

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>• 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<br>• Staff has seen little interest in the TOSVOD, and looked for some different ideas to activate, so RFP issued to find a semi-permanent entity (i.e. Brittingham Boats) to occupy the space, but no award was given. | | |
| **Madison Night Market** | BID | Completed |
| • The BID has now managed two years of night Markets, plus a winter mini market. | | |

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

| Project | Partners/Agencies | Status |
|---|---|---|
| **Downtown Façade Grant Program** | EDD, Planning | Ongoing program to continue n 2019 |
| **Retail Grant Program- $over $250,000 grants funds were awarded** | EDD, Planning | Program no longer funded, as TID 32 has closed. |
| **Business/Property Owner Visitation/Mentoring Program** | EDD, BID, DMI, GSSBA | Not yet begun |

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 |
| *Not yet begun* | | |

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: I**mplemented 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 2017. | | |
| **Street Outreach Workers** | CDD | Started July 2017 |
| The Community Development Division continues its contract with Sankofa Behavioral & Community Health (SankofaBCH). The purpose of the outreach team is to engage people experiencing unsheltered homelessness and connect them with housing and community resources. | | |

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 has 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, 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 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 Completed** | BID/Planning/ Parks/Parking | Completed |
| **Wayfinding/Parking App**<br>Parking vacancy information is available on-line, new smart meters are being tested. | BID/DMI/TE | Continuing |
| **Pre-paid coupons**<br>Already available from Traffic Engineering, improvements to this program needed this program yet to come. | BID/DMI/TE | Exists already – could be improved |

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** | TE / BID | Completed |
| **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.<br>• A trial of single-space "smart meters", which accept payment by credit card and coin and have vehicle detection (occupancy) sensors.<br>• Parking Garage Modernization efforts: | | |

- The State Street Capitol lighting and electrical upgrade project completed.
- The Overture Center garage elevator modernization project completed.
- The Parking Access Revenue Control System (PARCS) replacement project completed.

- "Late night weekend pay-on-entry" $5.00 fee at the State Street Campus Garage. 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** | Parks, Planning | completed |
| **Mall furniture refurbishment and replacement** | Parks | Completed/ongoing |
| **State Street / Capitol Square Bike Parking inventory** In June 2017, staff inventoried 544 official bike parking spaces that can be compared with future counts to maintain/increase availability. | Parks, TE | Completed |
| **Support of BID Programming** Mall staff provides extra cleaning and support | 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 |
|---|---|---|
| **BID Summer in your City Programming** Over 20,000+ attendees for SIYC downtown events | BID | Completed for 2018 |
| **Shine On Holiday Lights** | BID, partners | Ongoing |
| **YOUR Summer Café by the BID** | BID, Parks | Ongoing |
| **New Visitor Information Booth** | BID, Plan. Parks | Completed |

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** Website: Link | Planning | In progress |
| **Langdon & Mansion Hill Character Study Plan** | 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 |