



**Madison's Central Business Improvement District (BID)**  
Update, March 13, 2008

**Today's Topics:**

**State Street 500-600 Block Construction Meeting – next Wednesday, March 19**  
**Capitol Square Construction – Spring/Summer '08**  
**Gilman St. Reconstruction Planning Meeting – April 7**  
**Downtown Taxi Stands - Pilot Project**  
**Economic Development Plan – Listening Sessions March 25**  
**BID Cooperative Advertising Opportunities 2008**  
**UW Admitted Student-Parent Visits Continue**  
**Events & Dates – March – WIAA State Tournaments underway**

**State Street 500-600 Block Construction Meeting – March 19**

State Street 500-600 blocks reconstruction is scheduled to begin March 31 and conclude Sep. 12, with installation of final streetscape items (benches, trees, etc.) in early November. The project will include the State Street 500 and 600 blocks from Gilman to Lake, the Gilman/Broom/State intersection, Frances Plaza, "Concrete Park," and Hawthorne Court. The contractor is Speedway Sand & Gravel. A Frances Street Plaza public art/water feature project is also planned. The pre-construction informational meeting with City Engineering & Speedway for property and business owners is Wednesday, March 19 at 2pm at State Street Brats (2<sup>nd</sup> floor), 603 State Street. (Our thanks to Kelly Meuer at Brats for hosting this meeting.) Business and property owners within and adjacent to the project area are encouraged to attend. City engineering will send an informational letter to property and business owners in early March confirming this meeting. Once construction begins, there will be weekly construction meetings with business and property owners (schedule forthcoming); BID staff will attend and provide updates to BID members. **Please see attached "Start of Work" letter from City Engineering plus additional info from the BID.**

**Capitol Square Construction – Spring/Summer '08**

There are construction projects planned for both the "State" (inner) and "City" (outer) sides of the Capitol Square this summer.

City: More Capitol Square Streetscape updates are planned. The project is on the agenda for approval for the next Board of Public Works Meeting (May 5). The project as proposed is scheduled to start on June 2, and will replace all remaining pedestrian lights, area lights and brick kiosks on the 100 blocks of South Carroll, East & West Main, North & South Pinckney and East Mifflin. (North Carroll and West Mifflin were done last summer). Kiosks will be replaced on the corners of the Square and W. Washington, E. Washington, Wisconsin, S. Hamilton, N Hamilton & King St. (The kiosks at the Square & State St. and MLK Blvd. have already been replaced.) Due to the size of the project, no other streetscape updates are planned for this year. Replacing brick benches, brick pavers, cracked sidewalks etc., is planned for future years. Engineering is working on the schedule (i.e., how long will it take), taking into consideration the various events and vendors. More updates to follow.

State: Capitol Promenade Reconstruction (May – Oct.)

The State of Wisconsin will continue sidewalk reconstruction and renovating the Capitol Park grounds. This project involves the sidewalks and parking lanes on the inner (Capitol) side of the Capitol Square. They hope to complete the entire rest of the project this year. Bids are due in early April; after that, more information will be available on the project schedule. The tentative schedule is:

May to August:

North Carroll from W. Washington to State St.  
West Mifflin from State St. to Wisconsin Ave.

August to November:  
East Mifflin from Wisconsin Ave. to N. Hamilton St.  
N. Pinckney from N. Hamilton to E. Washington

If concrete can be poured prior to October 15th, walks will be opened to public use. If concrete is poured after October 15th, walks will remain closed until after snow and ice. Corner will be scheduled so that it can be opened to public use during the winter of '08-'09. Also, per news reports, eighteen trees on the Capitol Square will be taken down as part of the project, but they'll be replaced with 28 trees. See <http://www.madison.com/archives/read.php?ref=/wsj/2008/02/22/0802210459.php>

### **Gilman St. Reconstruction Planning Meeting – April 7**

City Engineering and Traffic Engineering have scheduled a public meeting to discuss options for reconstruction of West Gilman (block between State St. & University Ave.). Design and planning will take place this year, with construction planned for summer 2009. Conversion of this block to 2-way is part of the State Street Strategic Plan adopted in 1999. Property and business owners on Gilman St. and in the immediate area are encouraged to attend. I will circulate an agenda when available.

Where: Overture Center  
Room: Wisconsin Studio  
Date: Monday April 7, 2008  
Time: 6:30 to 8:30 pm

### **Downtown Taxi Stands - Pilot Project**

A taxi stand "pilot project" is being planned for downtown:

**What:** In this pilot project, selected downtown bus stops will become Taxi Stands late at night on Thursday, Fridays & Saturdays, to make it easier for people to find cabs and for the cab drivers to find their customers. All three Madison cab companies are on board to work with the city on the project.

**Why?** This is a collaborative effort to improve late-night transportation options downtown and to help alleviate bar-time density and crowding outside of establishments.

**When:** Kickoff dates are still to be determined. The goal is to do the pilot this spring or summer.

**Where:** Exact bus stops still to be determined. Proposed locations include the 600 block of University, the corner of State and Johnson, and/or the corner of State, Gilman & Broom (post-construction).

**How can you help?** Your feedback and suggestions are welcome! Also, the pilot project needs partners - businesses and organizations willing to donate printing/advertisement, food/coffee for those staffing the stands, and volunteers.

Contact: Katherine Plominski, city Alcohol Policy Coordinator @ 608-264-9295 or [KPlominski@cityofmadison.com](mailto:KPlominski@cityofmadison.com)

### **Economic Development Plan – Listening Sessions March 25**

The draft City of Madison Economic Development Strategic Implementation Plan is available to be downloaded at <http://www.cityofmadison.com/business/economicDevelopmentPlan.cfm>. Here are upcoming dates for presentation and discussion of the draft plan:

Monday March 3, 2008: Presentation/discussion of the draft plan by the City's consultant, Mr. Tom Ticknor with the Common Council, 6:00 PM - 7:30 PM, Council Chambers, Room 201 City/County Building, 210 Martin Luther King Jr. Blvd.

Tuesday March 25, 2008: Economic Development Draft Plan Review Sessions with the City's consultant, Mr. Tom Ticknor, Wisconsin Studio in the Overture Center, 201 State St.

Session #1 - 8:30-11:00 am  
Session #2 - 1:00-3:30 pm  
Session #3 - 6:30-9:00 pm

Each session will be the same, beginning with a short introductory presentation followed by an opportunity for discussion with the City's consultant, Mr. Tom Ticknor. Please attend the session that is most convenient with your schedule. At any time your comments and suggestions are welcome via email at [obr@cityofmadison.com](mailto:obr@cityofmadison.com) or by calling the City of Madison Office of Business Resources at 267-8721.

### **BID Cooperative Advertising Opportunities 2008**

The BID is pleased to subsidize **43 cooperative advertising opportunities** in 2008 for BID businesses in print, online and outdoor advertising, with average savings of \$380 per ad, and savings of as much as \$1,400 on some opportunities. Please see [http://www.visitdowntownmadison.com/news/index.php?category\\_id=2554](http://www.visitdowntownmadison.com/news/index.php?category_id=2554) for a list of all opportunities, plus an overview of BID activities to market the district as a whole. The BID is pleased to help support your businesses' marketing with these opportunities and activities. Feel free to contact me with questions.

Please note - two cooperative advertising opportunities with deadlines coming up:

Madison Magazine – May City Guide with special downtown Madison section. Deadline March 11.  
Contact: Your Madison Magazine representative or Connie S. Lanter, 608.270.3616,  
[clanter@madisonmagazine.com](mailto:clanter@madisonmagazine.com)

Isthmus Dining Magazine (April): Deadline March 12. Contact: Your Isthmus representative or Kevin Pellerin, 608-251-5627, [kpellerin@isthmus.com](mailto:kpellerin@isthmus.com)

### **UW Admitted Student-Parent Visits continue**

The BID and UW Admissions will welcome admitted students and their parents to Madison during nine daylong visits on Fridays in winter & spring 2008, continuing March 14 & 28, and April 11 & 18. Some 450 students and their parents will participate in campus programs during the day of the visit – and will be encouraged to explore downtown that afternoon, evening & weekend. BID Ambassadors will help welcome participants, and distribute the BID Welcome Bags to each student and their parent. Thanks to the 30 BID businesses and organizations who contributed items for the bags, and to UW Credit Union for sponsoring the bags. Be on the lookout for admitted students and their parents this Friday and over the weekend to help welcome them to downtown Madison!

### **Events & Dates – March**

Winter Farmers Market (indoors), Saturdays, 8 am - noon, Madison Senior Center, Jan. 6-April 14.  
<http://www.madfarmmkt.org/>

WIAA State TournamentS, <http://www.wiaawi.org/>

BASKETBALL - GIRLS: March 13-15 - Alliant Energy Center (Coliseum)

2008 Shamrock Shuffle, March 16, <http://www.shamrock-shuffle.org/>  
(On Sunday, March 16, Routes 4 & 6 will detour from the 500-600 block of State St. (lower State St.) from 9:30 AM - approximately 12 PM. Buses will use Johnson and Gorham streets during this time and will return to Lower State St. immediately following the event.)

St. Patrick's Day Parade, March 16, <http://www.stpatsmadison.org/>  
(Due to the St. Patrick's Day Parade, buses will detour to the Capitol Loop from the start of service through 3 PM on Sunday, March 16. Buses will return to the Capitol Square following the parade, which is expected to end at approximately 3 PM.)

Greater State Street Business Association (GSSBA) General Membership Meeting: Tuesday, April 1, 8:15am, Uno Chicago Grill, Uno Chicago Grill, 222 W. Gorham St.

More events at <http://www.visitdowntownmadison.com/events/index.php>

This update provided courtesy of Madison's Central Business Improvement District (BID). If you have comments, suggestions or questions, please contact Mary Carbine, BID Executive Director, [mcarbine@downtownmadison.org](mailto:mcarbine@downtownmadison.org) or (608) 443-1973, or Mitch Freund, BID Programming Coordinator, [mfreund@downtownmadison.org](mailto:mfreund@downtownmadison.org), (608) 443-1976. See the BID Newsletter Archive and other news at: <http://www.visitdowntownmadison.com/news/index.php>

