

### PRESS CONFERENCE ON DOWNTOWN IMPROVEMENTS

In July of 2010 Madison officials announced plans for streetscape improvements to the downtown area. Improvements will include underground utilities, upgraded sidewalks, improved drainage and additional downtown parking. These improvements are intended to support existing and desired future businesses by upgrading the physical appearance and the functionality of downtown.

### CITY IMPROVEMENT PLANS

With funding approved by the Madison City Council combined with grants provided by Senators Arthur Orr and Tom Butler and Representatives Mike Ball and Mac McCutcheon, Madison's historic Main Street is getting a facelift - physically and fiscally. Improvements will include:

- Underground utilities & improved drainage
- Easy access to shops and restaurants
  - Additional on-street parking
  - Wise Street two-way traffic
- A walkable, pedestrian environment
- New & sustainable landscaping

The City is supporting existing businesses and encouraging investment and retail/restaurant growth along Main Street and surrounding areas. Phase I is currently underway and will be completed by September 2011.



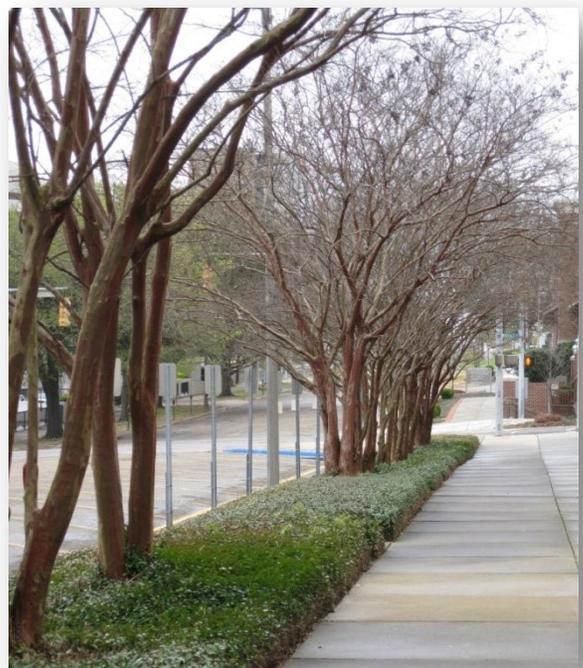
2011 | City of Madison

### existing businesses \_\_\_\_\_

- Bandito Burrito
- Jay's Hair Salon
- Noble Passage
- Jacklyn's Keepsakes
- Madison Station Antiques
- Matthew Balch Attorney at Law
- Balch Real Estate
- Spencer Land Company
- 16 Main Artist Studio
- Animal Trax
- Main Street Cafe
- Studio 106 by Dana Burrows
- Pikewerks
- Madison Salon Downtown
- The Glass Center

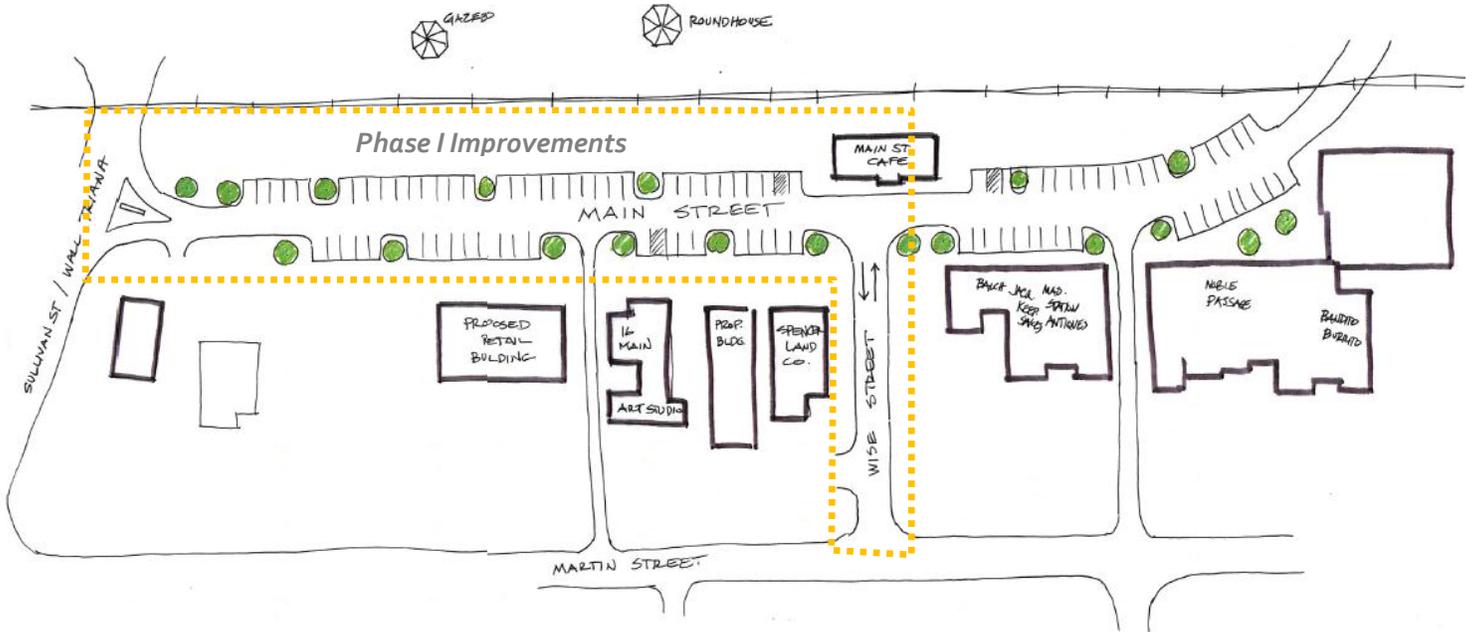
### downtown events \_\_\_\_\_

- Concerts in the Park  
[www.artsmadison.org](http://www.artsmadison.org)
- Art in the Park
- Madison Street Festival  
[www.madisonstreetfestival.org](http://www.madisonstreetfestival.org)
- Run Through the Roses



**TREE REMOVAL & REPLACEMENT**

Recently, mature downtown trees were removed to clear the way for new parking spaces and updated landscaping along Main Street. Though it looks stark right now, the City had an arborist evaluate all the trees along Main Street within the project area prior to removal, taking care to identify and remove diseased and weak trees. New streets trees and other landscaping will be planted after road and utility improvements are completed later this year.



**FOR MORE INFORMATION ABOUT THE CITY OF MADISON CONTACT:**

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*City of Madison and its partners (existing business & property owners, events organizers, & investors) are working together to improve existing and add new destinations in the historic heart of Madison.*