



# TOP OF STATE DESIGN WORKSHOP

November 20, 2014

# Top of State Design Workshop Agenda



- **Introductions/ Staff Presentation**
- **Workshop #1: Design Elements**
  - **Group Discussion**
  - **Report Out**
  
- **Workshop #2: Programming**
  - **Group Discussion**
  - **Report Out**

Why are we here?

# Why are we here?

## Newspaper Headlines...

Food, Art Could be Part of Revitalizing 100 Block of West Mifflin Street

[WI State Journal September 2, 2013]

City Moves to Address Crime Problems on Upper State Street

[WI State Journal September 3, 2013]

Mayor Blames State for Crime Surge Near State Street

[NBC15.com September 3, 2013]

Time to Clean Up Upper State Street

[WI State Journal September 5, 2013]

Pianos Bring Music to Troubled Areas of State Street

[Capital Times September 18, 2013]

# Why are we here?

## Newspaper Headlines...

### Pull the Artsy Stones from Top of State Street

[WI State Journal October 1, 2014]

### City Moves to Address Crime Problems on Upper State Street

[State Journal September 3, 2014]

### Proposed Changes on Upper State Street Could Reduce Crime

[Badger Herald September 2, 2014]

### City Mulls Design Changes to Address Crime Problems on Upper State Street

[State Journal September 29, 2014]

# Why are we here?

Community concerns we have heard so far:



## ▣ Design Issues:

- Limited flow through space, lacks connectivity
- Feels dark
- Lack of use by general public

## ▣ Quality of Life Issues:

- Intimidation
- Crime
- Not welcoming

# Why are we here?

## ▣ Crime Statistics: Calls for Service

Block	2008	2009	2010	2011	2012	2013	2014	Total
<b>Philosophers Grove</b>	<b>369</b>	<b>204</b>	<b>189</b>	<b>438</b>	<b>397</b>	<b>482</b>	<b>474</b>	<b>2553</b>
<b>100 State</b>	<b>132</b>	<b>148</b>	<b>152</b>	<b>137</b>	<b>194</b>	<b>201</b>	<b>149</b>	<b>1113</b>
<b>200 State</b>	<b>393</b>	<b>355</b>	<b>347</b>	<b>292</b>	<b>284</b>	<b>293</b>	<b>298</b>	<b>2262</b>
<b>300 State</b>	<b>328</b>	<b>268</b>	<b>263</b>	<b>262</b>	<b>267</b>	<b>230</b>	<b>221</b>	<b>1839</b>
<b>400 State</b>	<b>725</b>	<b>762</b>	<b>440</b>	<b>398</b>	<b>456</b>	<b>314</b>	<b>375</b>	<b>3470</b>
<b>500 State</b>	<b>819</b>	<b>866</b>	<b>1107</b>	<b>1428</b>	<b>1207</b>	<b>749</b>	<b>700</b>	<b>6876</b>
<b>600 State</b>	<b>407</b>	<b>480</b>	<b>467</b>	<b>410</b>	<b>488</b>	<b>516</b>	<b>541</b>	<b>3309</b>
<b>700 State</b>	<b>114</b>	<b>145</b>	<b>259</b>	<b>190</b>	<b>138</b>	<b>141</b>	<b>113</b>	<b>1100</b>
<b>800 State</b>	<b>11</b>	<b>5</b>	<b>10</b>	<b>7</b>	<b>14</b>	<b>12</b>	<b>4</b>	<b>63</b>
<b>Total</b>	<b>3298</b>	<b>3233</b>	<b>3234</b>	<b>3562</b>	<b>3445</b>	<b>2938</b>	<b>2875</b>	<b>22585</b>

# Who is Listening?



# Who is Listening?



## ▣ Mayor's Office

Created Staff Team to look at problem:

- Mayor's Office, Planning, Engineering, Parks, Police, Traffic Engineering, Community Services, Library

## ▣ Downtown Coordinating Committee:

- Alders Verveer & Zellers
- Citizens representing businesses, residents, design, and downtown advocates

# History of the Top of State Street





# 30 on the Square

*Before 2004 Reconstruction*



1970's Mall Concourse Plan



# 30 on the Square

*Before 2004 Reconstruction*



1992 Art Installation

# 30 on the Square

*After 2004 Reconstruction*





# Philosophers' Grove

*Before 2004 Reconstruction*



1970's Mall Concourse Plan

# Philosophers' Grove

*Before 2004 Reconstruction*



1970's Mall Concourse Plan



# Philosophers' Grove

*Before 2004 Reconstruction*



1970's Mall Concourse Plan



# Philosophers' Grove

*Before 2004 Reconstruction*



1970's Mall Concourse Plan

# Philosophers' Grove

*Before 2004 Reconstruction*

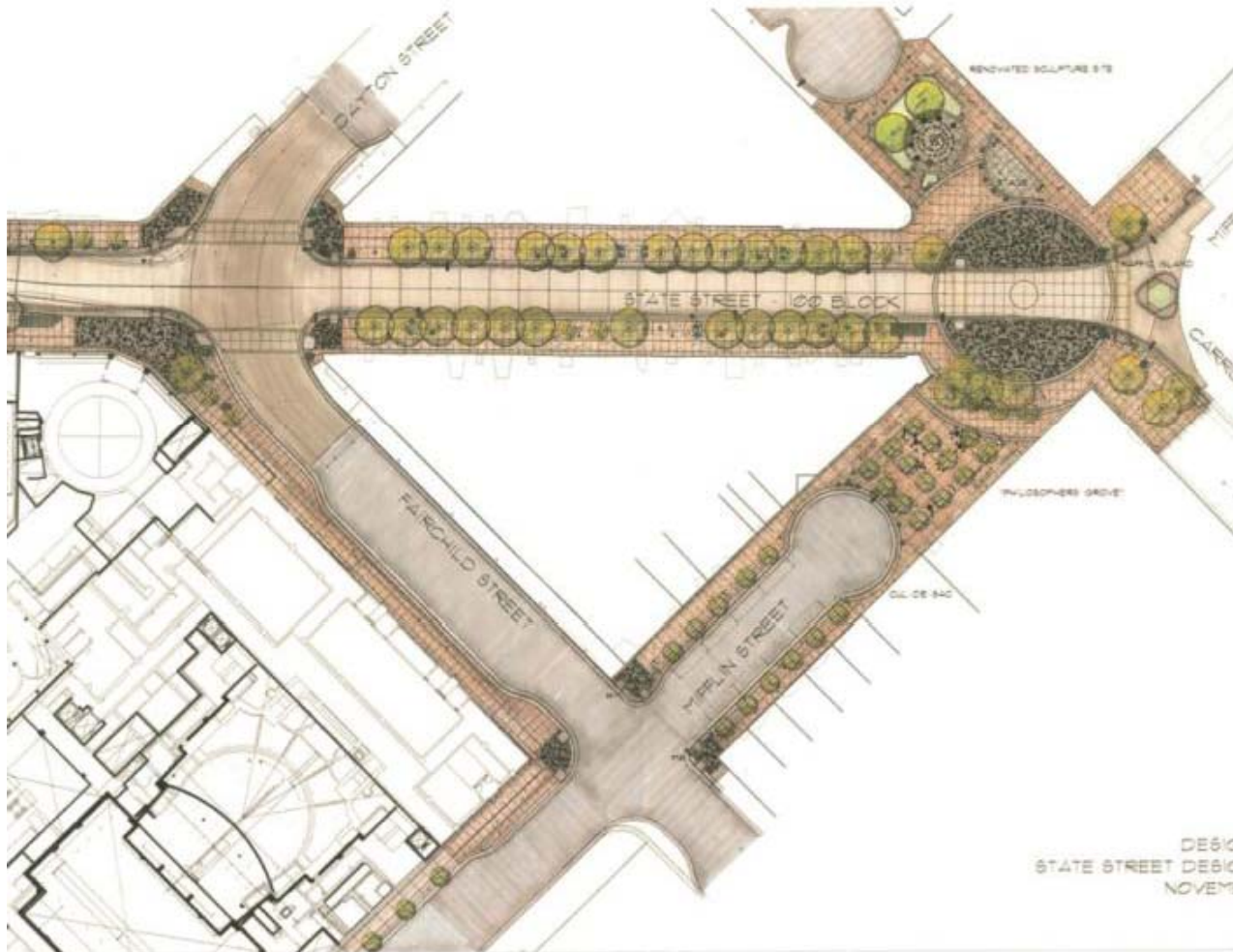


1970's Mall Concourse Plan



# Philosophers' Grove

After 2004 Reconstruction



# Philosophers' Grove

*After 2004 Reconstruction*





# Philosophers' Grove

*After 2004 Reconstruction*



# Philosophers' Stones *Commissioned 2004*



Since people watching is the most freely enjoyed, shared activity (*along State Street*), “Philosophers’ Stones” is conceived as providing low key cues for individuals to behave in interesting, unexpected ways.

***“...a respite from the hurley-burley...”***



Photos courtesy of Jill Sebastian



# Recent Photos





# Recent Photos





# Recent Photos



# Ideas and Concepts

What have we tried so far?

# Lighter, Quicker, Cheaper Ideas:

- Chalkboard experiment
- Twinkle lights on trees





# Lighter, Quicker, Cheaper Ideas:

- ❑ Increased Police presence
- ❑ Easier permitting process
- ❑ Increased Programming
- ❑ Sidewalk Cleaning





## Entertain us!

Book your own gig this summer!  
Music, crafts, art, performance, dance, community, placemaking



Amplification and set-up permits can be granted\* even the day of your performance or activity if the space is available for only \$15 + an additional 25¢ per hour for electricity costs!

Call the Madison Parks Division at (608) 266-4711  
or email [madisonevents@cityofmadison.com](mailto:madisonevents@cityofmadison.com)  
for more information!

		
<b>Peace Park</b>	<b>30 On the Square</b>	<b>Rotary Plaza</b>
Available: Monday - Wednesday Noon-1pm or 5-7pm	Available: Sunday - Friday Noon-1pm or 5-7pm	Available: Sunday - Friday Noon-1pm or 5-7pm
Thursday - Sunday noon-1pm, 1:30-3:30pm, 4:30-5:30pm or 6-7pm	Saturday 9:30am-11am, 11:30-1pm, or 5-7pm	Saturday 9:30am-11am, 11:30-1pm, or 5-7pm

\*All applications are reviewed by Parks staff to determine availability of the date and time requested. If the space is available and the application conforms to Parks Division restrictions, the Amplification Permit will be issued.

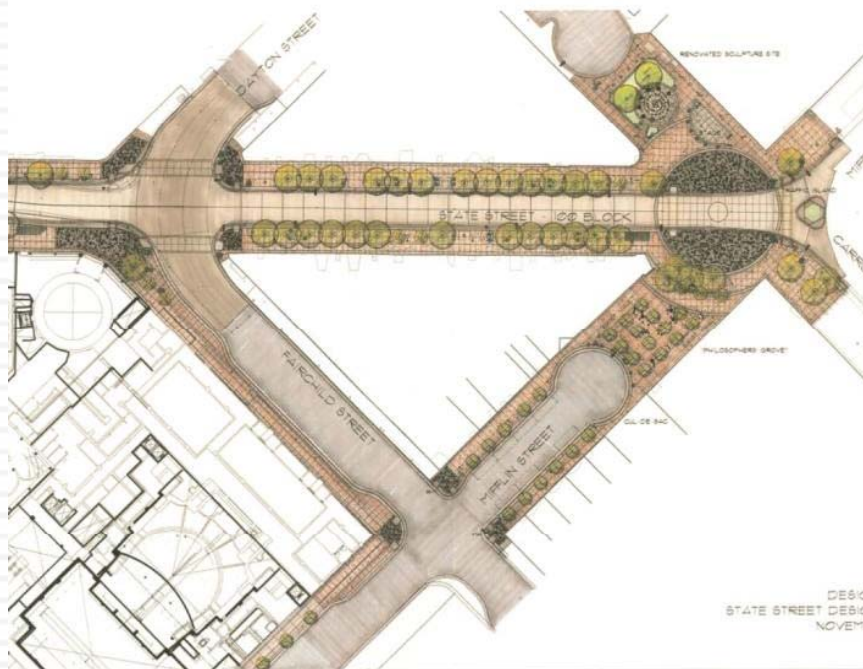


# Top of State Street Placemaking!

How can we make the  
top of State Street  
great place?

# Ideas and Concepts

## Design and Programming



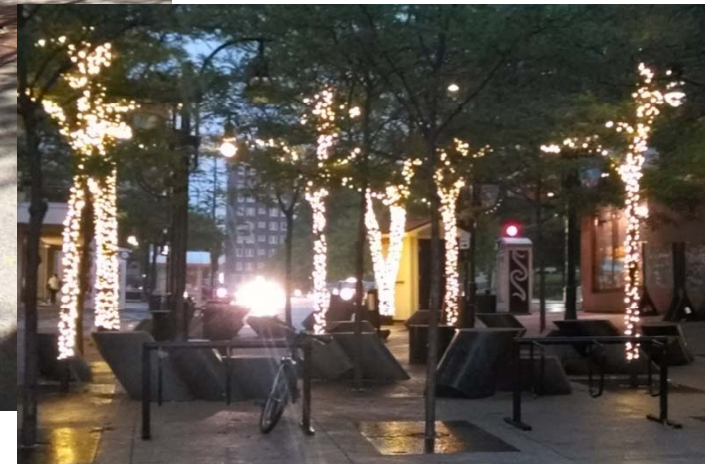
# Workshop #1: Design Elements



- ❑ How does this area fit into its context?
  - How do the spaces flow? What connections should be made to the larger context?
- ❑ What do you think about the existing design elements?
  - Philosophers' Grove: Trees, Philosophers Stones, stage, bike racks, trash cans, planters, ambassador booth, etc.
  - 30 on the square: Stage, planters, seating walls
- ❑ What are your ideas for the space?



# Design Elements: Trees





# Design Elements: Public Art

## Philosophers' Stones & Origins/Stage



# Design Elements: Street Furniture

- Lights, Ambassador Booth, Kiosk, Bike Racks, Trash Receptacles, planters



# Workshop #2: Programming



- ❑ What types of activities could be successful?
  - ❑ i.e. Food Carts, movable chairs, events, temporary art, markets?
- ❑ What partnerships could we explore?
- ❑ Where could negative behavior move to?
- ❑ Are there short term and long term opportunities?



# Programming ideas: Food Carts?



# Programming ideas: Mobile Chairs?



# Programming ideas: Parklets?





# Programming ideas: Night Market?



# Programming ideas:

Book fair? Book sale?





# Programming ideas: Projection Art?



# Programming ideas: Music?





# Programming ideas: Movie Nights?





# Programming ideas: Yoga? Exercise classes?



# Programming ideas: Games?





# Programming ideas: Dancing? Classes?





# Programming ideas: Temporary Art?





# Programming ideas: Chalk Art festival?



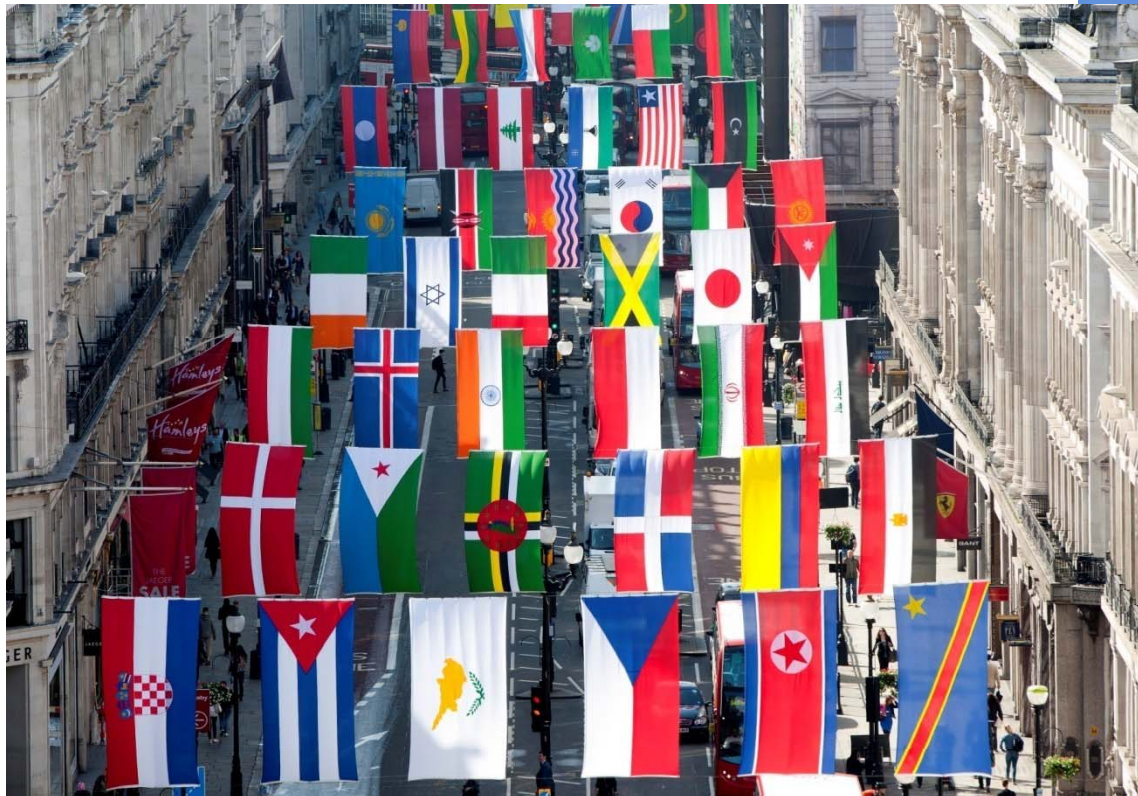


# Programming ideas: Lights?





# Programming ideas: Banners? Flags?



# Programming ideas: Pop-up Retail?





# Programming ideas: Painted vacant storefronts?





# Placemaking!

How can we make the  
top of State Street  
great place?

# Next Steps



- Staff distillation of tonight's ideas
- December – January 2014:
  - Staff presents potential ideas & concepts to the Downtown Coordinating Committee and others
  - Consider short term and long term ideas
- February – March 2015
  - Continued public outreach and conceptual development
- April – June 2015
  - Short term implementation
  - Continued development of long term solutions



# Thank You!

For more information:

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