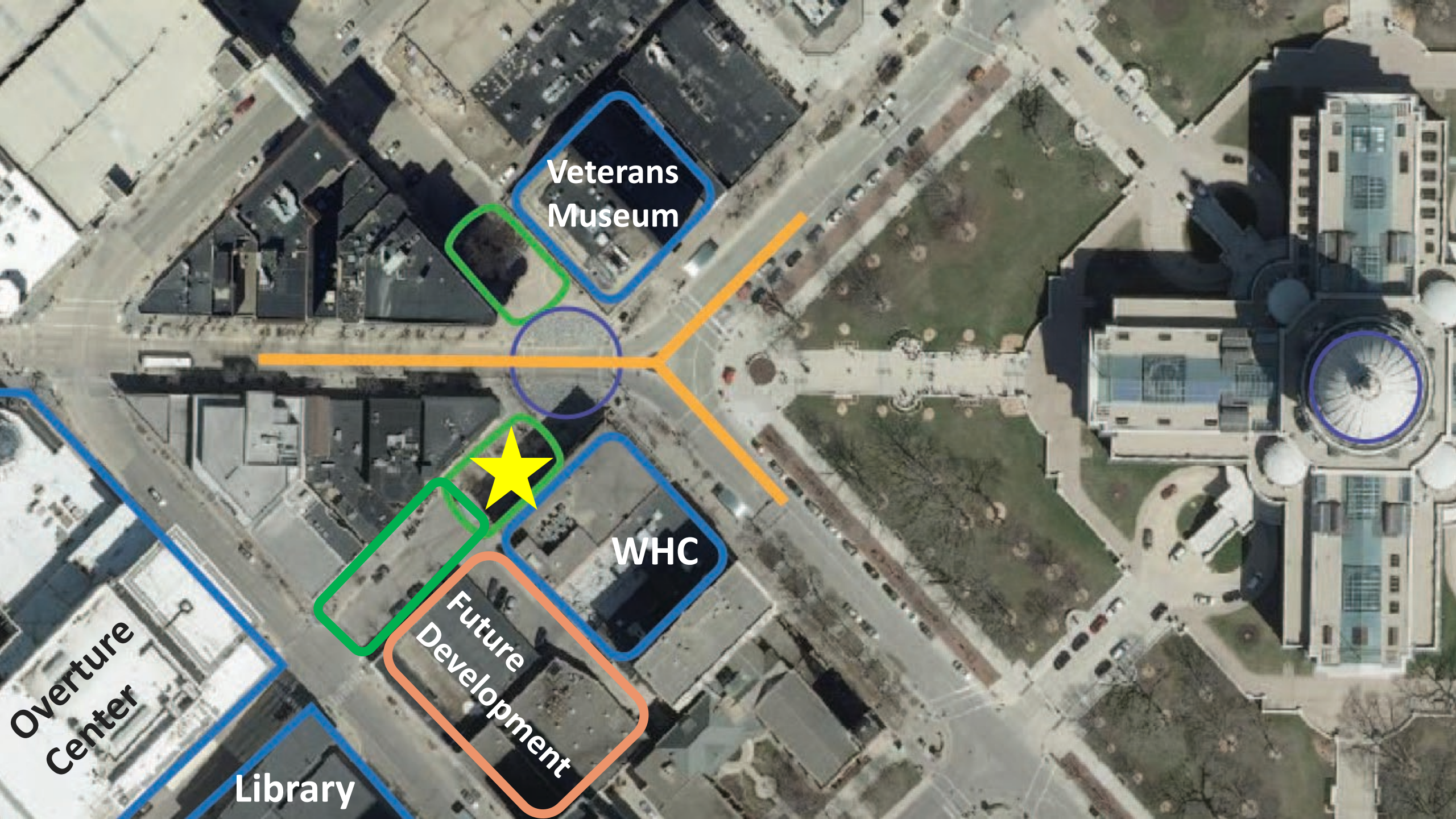




# Mifflin Plaza

DCC Update – October 17, 2024



Veterans  
Museum

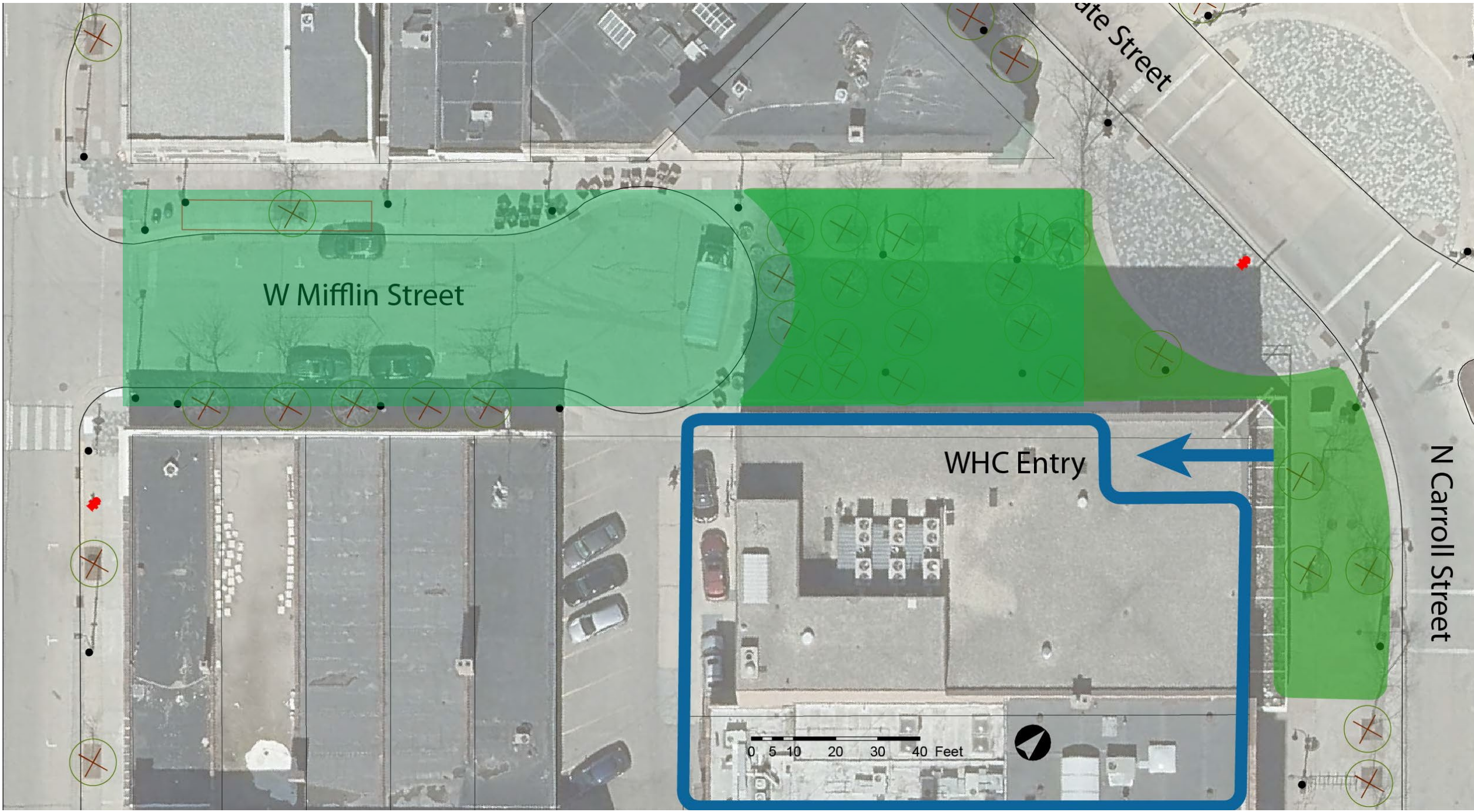
WHC

Future  
Development

Overture  
Center

Library





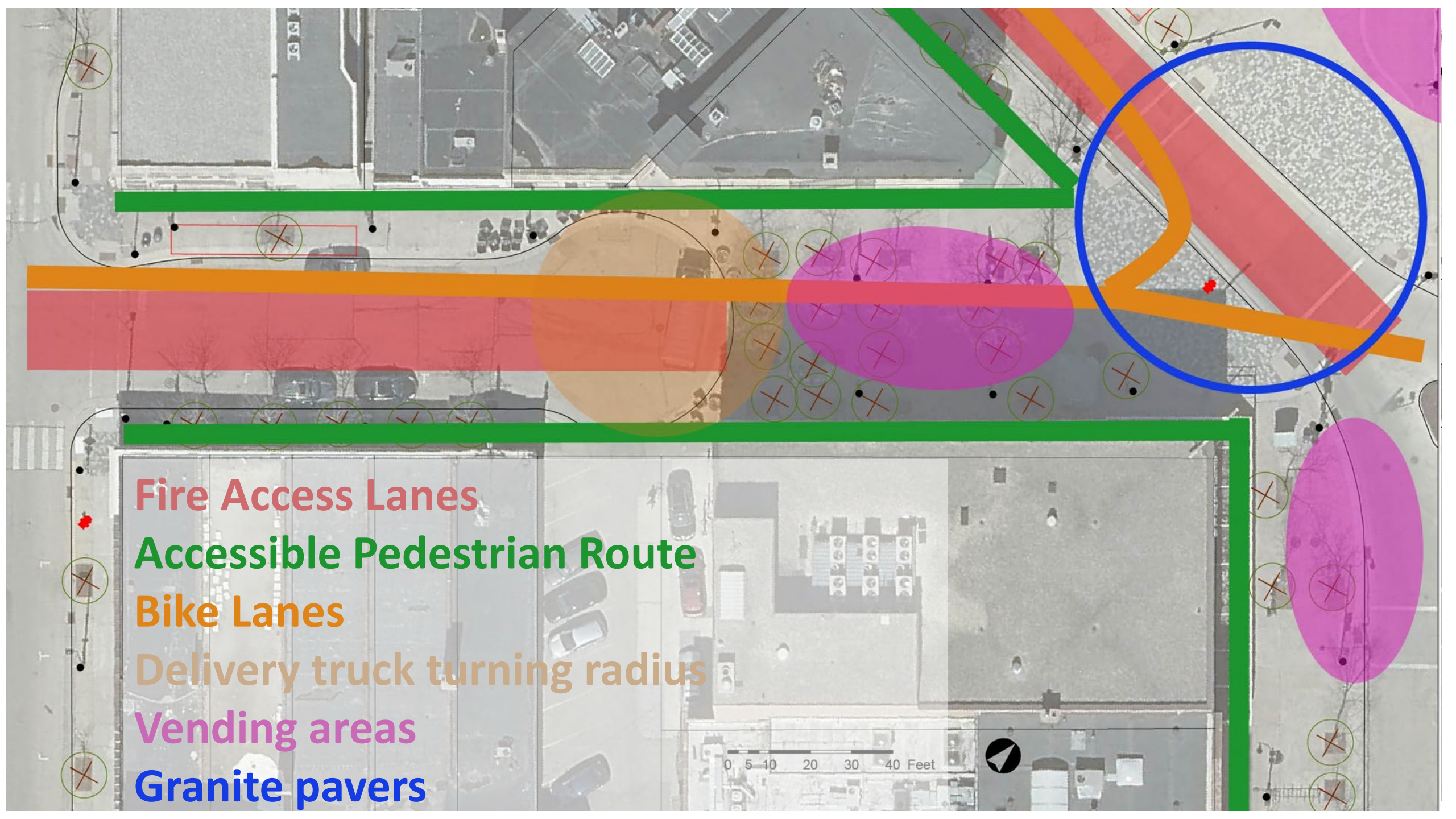
W Mifflin Street

WHC Entry

N Carroll Street

0 5 10 20 30 40 Feet





**Fire Access Lanes**

**Accessible Pedestrian Route**

**Bike Lanes**

**Delivery truck turning radius**

**Vending areas**

**Granite pavers**

0 5 10 20 30 40 Feet



# Entries on the Plaza

Existing Entries

Vehicular access  
*(current and future)*

WHC entry

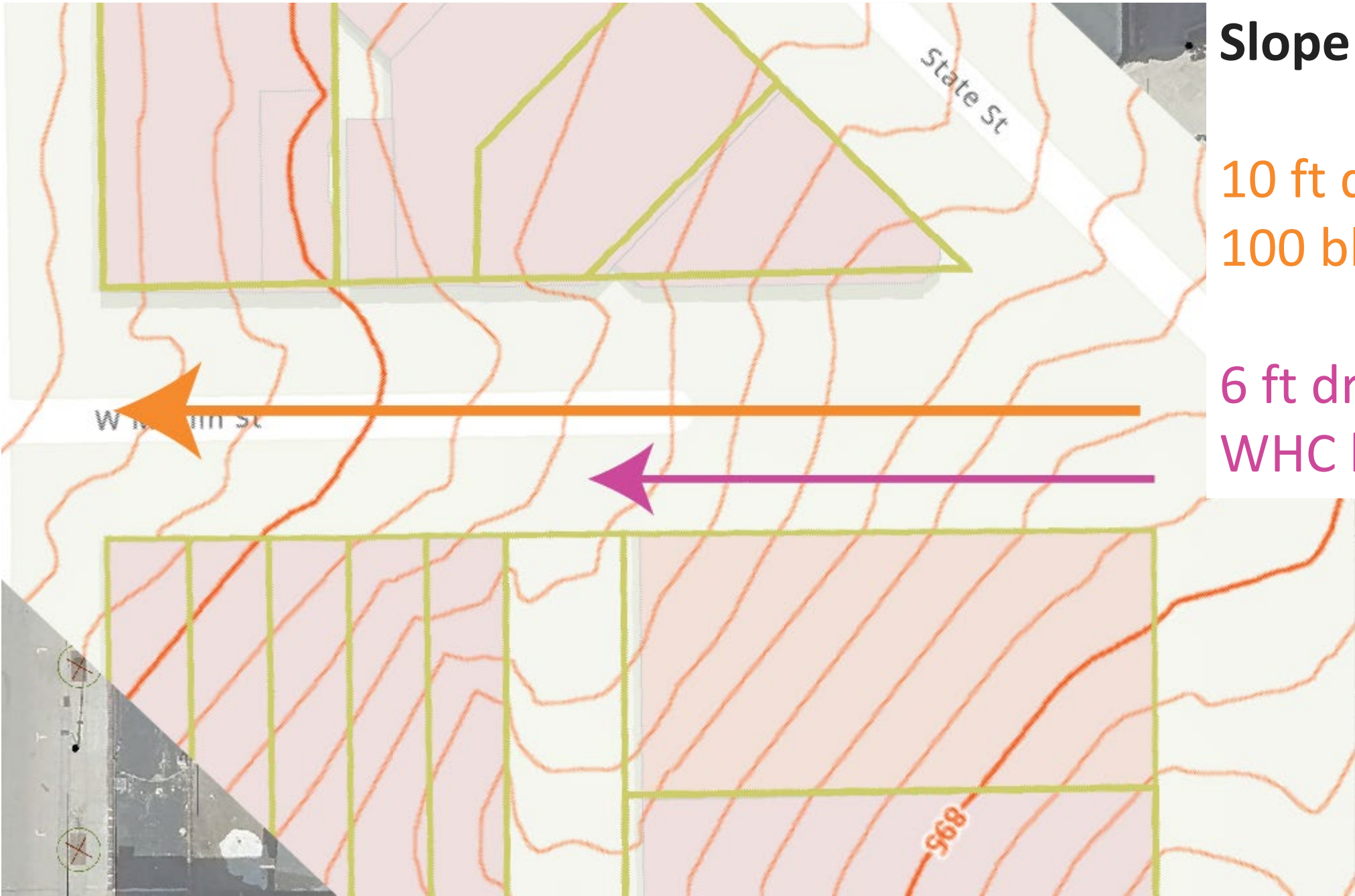
Potential entry



## Slope of the Plaza

10 ft drop on  
100 block.

6 ft drop along  
WHC building





View of State Street Intersection looking down W Mifflin Plaza



View of the WHC facing the Plaza



# April Feedback: Existing Space

- Sterile, dead - only concrete
- Feels like a cut through, not a place
- Don't know what it is for
- Competing uses - could be better with lights, color
- Unsafe feeling, tree canopy blocks light
- Need to improve appearance of adjacent facades

# April Feedback: Ideas for future space

- Flexible, dynamic and active
- Lighting – vivid, interactive
- Opportunity to tell Madison's story, including indigenous
- Consistency of design with top of state
- Extend space to Fairchild
- Compliment History Center
- Art
- Four season space

# Safe Growth Grant

## PHMDC and MPD Grant

- Included staff from Planning, Library, MPD, Public Health
- Findings:
  - Crime has fallen off dramatically since 2020
  - There is not a lot of daytime activity
  - Includes Three strategies to improve plaza area

# Safe Growth Hypothesis & Methodology

What Makes the plaza seem unsafe?

- Test light levels, check pedestrian counts, crime data, make observations

Why does it feel empty?

- Construction site creates vacuum, business on the block only open at night

Why is this a place where people experiencing homelessness are congregating?

- Will construction change this? Observations and counts

Is there a time where placemaking interventions could make the most impact?

- Use pedestrian count data, test programming at different times?

# Safe Growth: Problem Identification

- Feels like an alley - no active daytime storefronts
- No daytime uses, only bars/restaurants
- Dark
- Drug use/ dealing in cul-de-sac turn around
- Prostitution in parking adjacent to alley
- No identity, not a destination

# Safe Growth: Idea Generation

- Flexible – no large permanent features
- Extend space to Fairchild
- Lighting & Art
  - needs to be dynamic, flexible technology, programable
  - electronics in sidewalk, projections and busking, vivid
- History center atrium - public space with retail, gallery
  - Complimentary plans for the plaza
  - Students increase from 20k to 60k
- Plaza - opportunity to tell Madison's story
- More activity on the street
- Café space
- Consistent design with top of state
- Engage with Indigenous people
- Bold and wonderful - avoid bland
- Activation during winter
- Leverage partners
- kids

# Safe Growth Recommendation: Lighting Experience

- Enhance safety and interest at night during construction.
- Downlighting, colored lights and potentially projection art
- Short-term and test the technology – potentially leading to a longer-term installation



# Safe Growth Recommendation: Daytime Fence Art Experience

- Enhance safety and interest during daytime hours
- Unique art corridor for pedestrians utilizing the walkway
- Need the cooperation with WHC





# Safe Growth Recommendation: Plaza Redesign

- April 2024 Public meeting
- The city has concurrently begun a process to redesign the plaza in coordination with the WHC.
- Plaza design developed over the next 6-8 months – plaza construction can begin as soon staging area removed
- Phased approach to the plaza construction to accommodate future development
- Findings from the N Carroll Plaza Safe Growth team could also help inform changes to the “matching plaza” on the other side of State Street.

# WHC –Timeline

- Site fenced and trees removed: August
- Abatement inside the building: August-September
- Structure demolition completion: January 2025
- Construction begins: 2025
- WHC opens: 2027

# Mifflin Plaza: What's Changed?

- Construction delays associated with WHC
  - Opening spring/summer 2027
- Expansion of scope
  - Philosopher's Grove
  - 100 block of Mifflin
  - 100 blocks of Mifflin and Carroll
- Lessons learned from State Street Experiment
- Safe Growth studies

# Mifflin Plaza: Anticipated Process

- Design Process
  - Now through 2025
  - Similar to planning processes
  - Public meetings every 2-3 months
    - DCC/BCC check-ins at appropriate times
- Phases:
  - Conceptual through final design: Jan. - Sept. 2025
  - Final design approval: Oct. – Dec. 2025
  - Construction documents: Nov. 2025 – Feb. 2026
  - Bids and Construction: Dec. 2026 – July 2027

Downtown Plan  
anticipated to start  
in 2026

# Mifflin Plaza: Public Meetings *(potential topics, timing)*

- Recap and Precedent Study – January 2025
- Conceptual diagrams – April 2025
- Concept designs – June 2025
- Programming (outside entities) – August 2025
- Final designs – September 2025

Tentative Timeline