



# MIFFLANDIA

## West Washington – West Mifflin Special Area Plan

Urban Design Commission September 4, 2019

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**CONSULTING SOCIAL PRACTICE ARTISTS:**

EMILY POPP – ANWAR FLOYD-PRUITT – MARIA WOOD – ROB DZ - BOREALIS



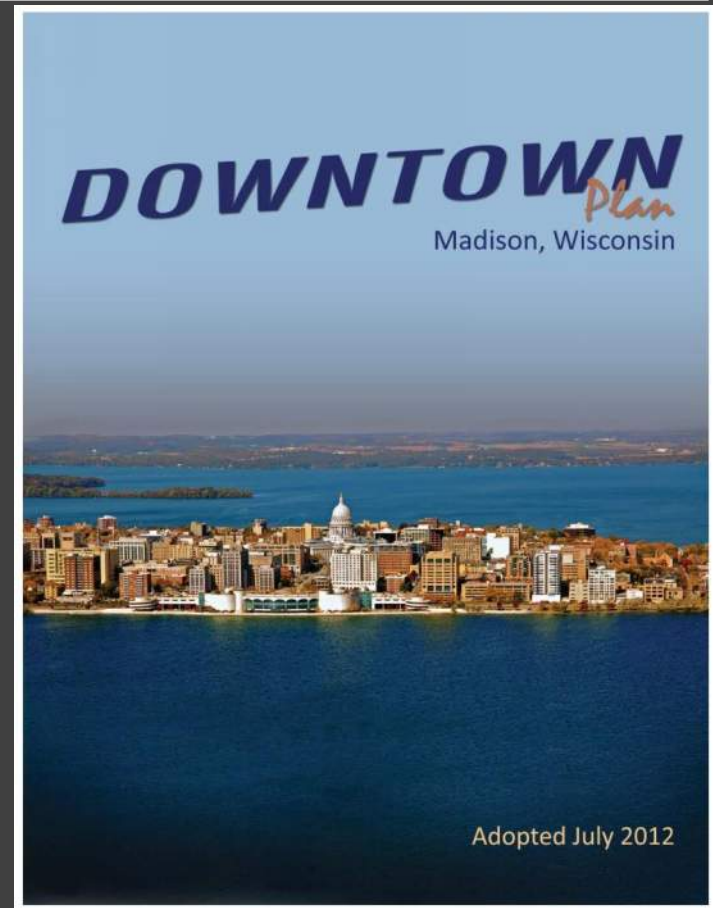
# Mifflandia Plan

Adopted **Downtown Plan**  
(2012)

## “Mifflandia Plan”

Provide greater detail:

- Land uses
- Development intensity
- Streetscape & urban design details
- Building design, materials, massing, rhythm
- Other design characteristics








# Engagement – Meetings

**FREE\***

**MIFFLANDIA**  
A SOCIAL PRACTICE ART EXPERIENCE




HELP SHAPE THE PLAN FOR THE NEIGHBORHOOD

**DONUTS**

October 29, 2018 | 6:00 pm  
Madison Senior Center | 330 West Mifflin Street (main floor lounge)

**SAMOSAS**



**MIFFLANDIA**  
A SOCIAL PRACTICE ART EXPERIENCE


MEETING #2

HELP SHAPE THE PLAN FOR THE NEIGHBORHOOD

**PARTY**

March 4, 2019 | 6:30 pm  
Madison Senior Center | 330 West Mifflin Street (main floor lounge)

**WRAPPING**



**MIFFLANDIA**  
A SOCIAL PRACTICE ART EXPERIENCE

FINAL PUBLIC MEETING

HELP SHAPE THE PLAN FOR THE NEIGHBORHOOD

SOCIAL PRACTICE ART GALLERY FEATURING  
THE FOLLOWING LOCAL ARTISTS:  
ALAIYA BIRBAHADU | TONY POFF | AUBREY  
ARWAX FLORES-FRUIT | MALIKA AMALIA WOOD

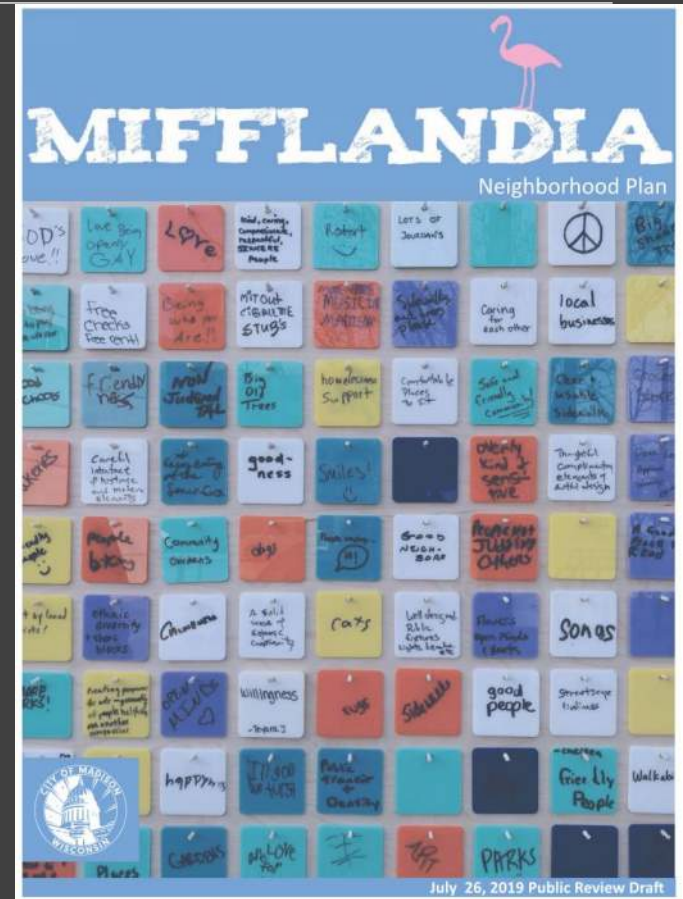
**IT ALL UP**

June 3, 2019 | 6:30 pm  
Madison Senior Center | 330 West Mifflin Street (main floor lounge)

# Public Engagement

## Participants:

- 24+ business roundtables
- 75+ at 10-29-18 Kick Off Meeting
- 75+ online survey
- 50+ at 3-4-19 Public Meeting
- 60+ at 6-3-19 Public Meeting
- 30+ Individual contacts, meetings, other
- 300+ through artists' engagement



# Engagement – Social Practice Art

- UW Student Art Class
- Maria Amalia Wood:  
Priorities board
- Emily Popp &  
Anwar Floyd-Pruitt:  
Thresholds
- Borealis:  
CITYZINE
- Rob Dz:  
The Relate Room





# Key Findings from Engagement:

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- Mifflandia isn't very welcoming to all people
- Mifflandia could benefit from a larger creative emphasis on arts and inclusivity
- Improve pedestrian safety Concerns about losing historic character & affordability
- Wide terraces, existing setbacks are important
- Property owners see great framework for redevelopment



# Mifflandia Plan Draft Recommendations:

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- Recommendations Organized by the **Comprehensive Plan – 6 Elements**





# Major Land Use Recommendations:

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- Land Use Swap from **Downtown Plan**: mixed-use on W Washington and residential in Mifflin area
- Building Heights to reflect land use
- **Potential Urban Design District**
  - Setbacks & Stepbacks, Building Orientation
  - Public to Private Transition
  - Building Design



W. Mifflin

W. Washington

Bassett



MIFFLANDIA



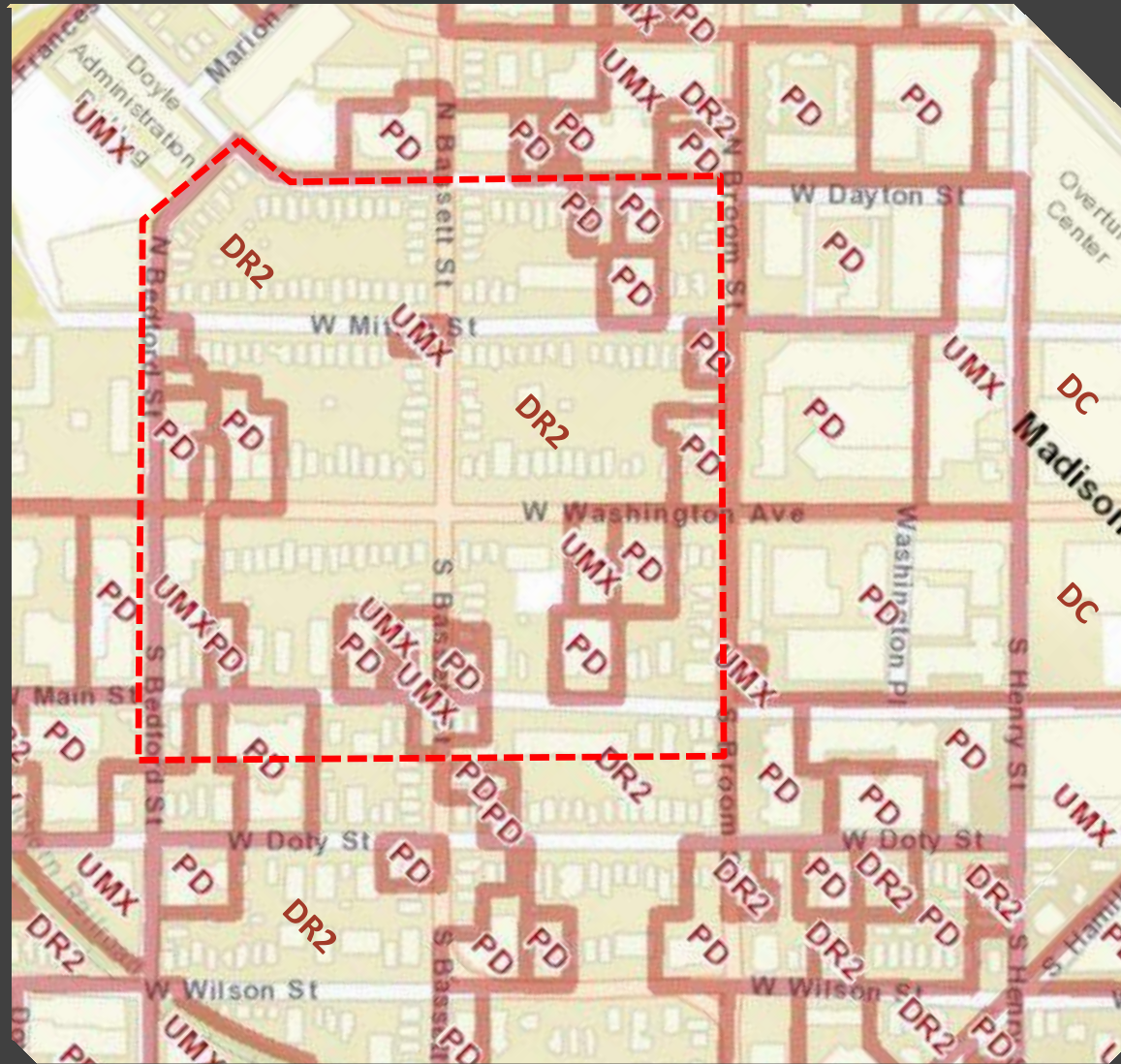




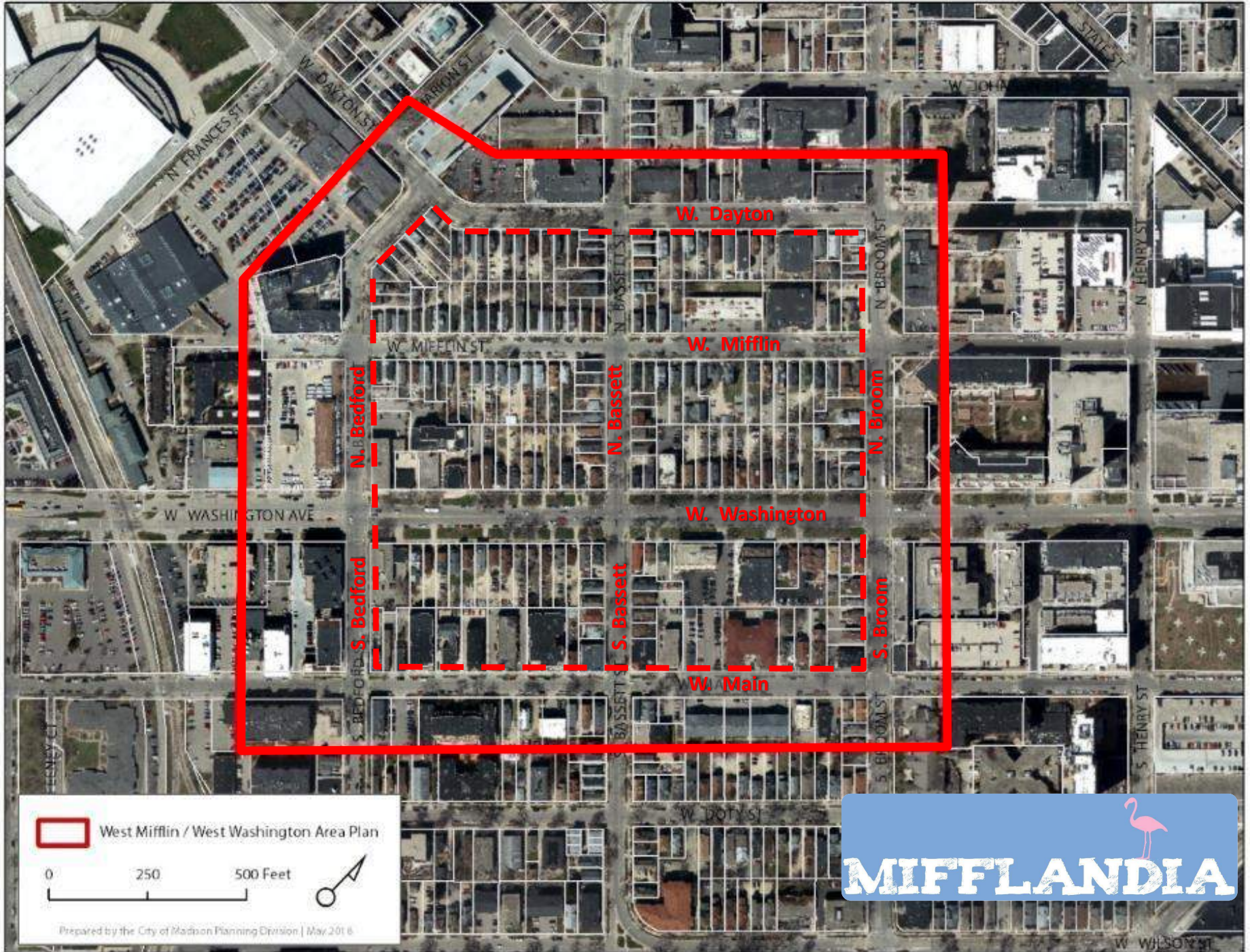
# Current Zoning Districts:


- PD & DR2
- DC & UMX

Downtown Urban Design Guidelines







 West Mifflin / West Washington Area Plan



  
**MIFFLANDIA**





W Dayton St

W Mifflin St

W Washington Ave

W Main St

W Doty St

S Bedford St

S Bassett St

S Broom St



# Land Use - 2012 Downtown Plan



# Land Use – Mifflandia Recommendation



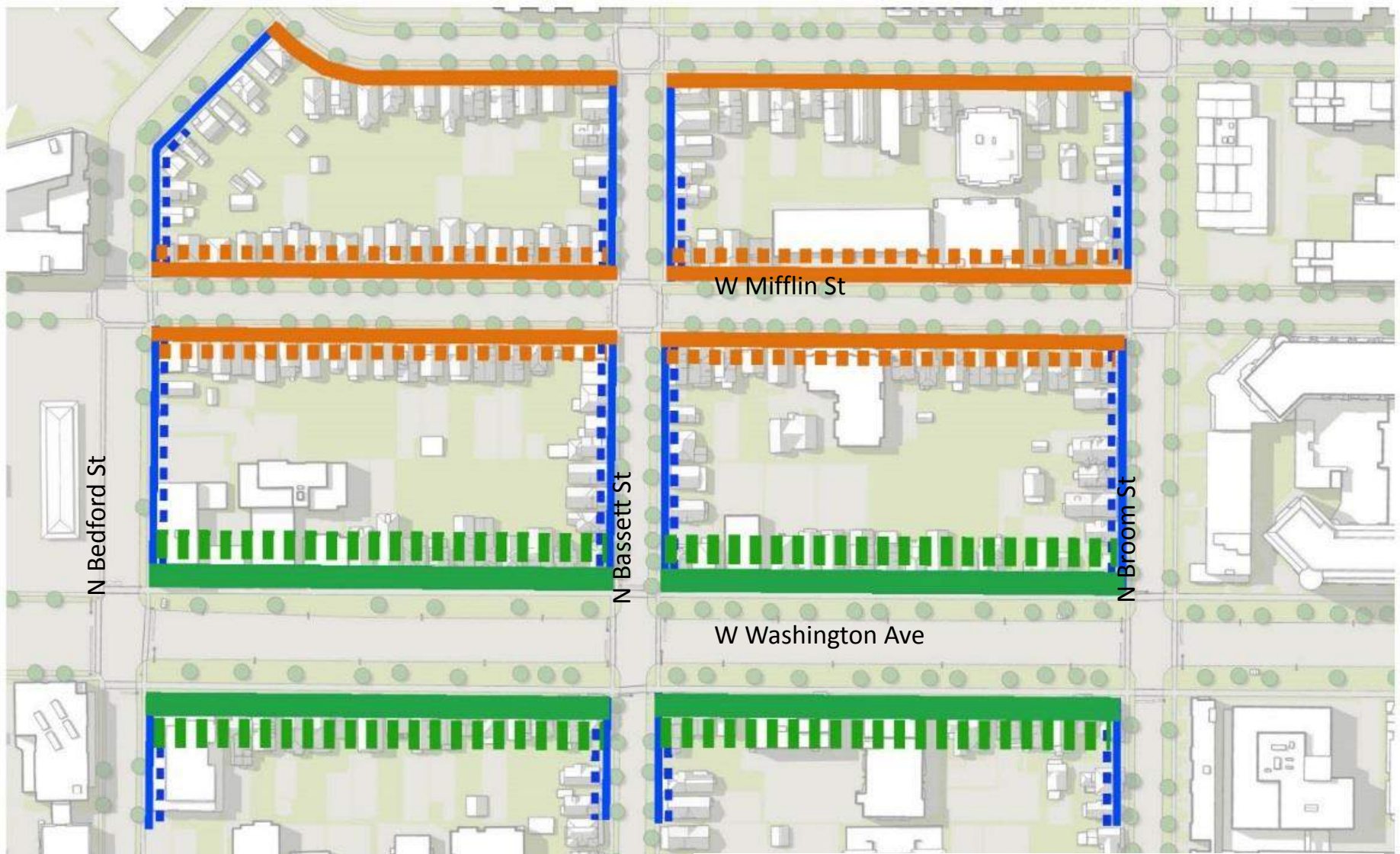
# Building Height – 2012 Downtown Plan



# Building Height – Mifflandia Recommendations







W Mifflin St

W Washington Ave

N Bedford St

N Bassett St

N Broom St

**Building Face Setback from Property Line**

-  20 Feet on West Washington Ave
-  15 Feet on other East/West Streets
-  10 Feet on North/South Streets

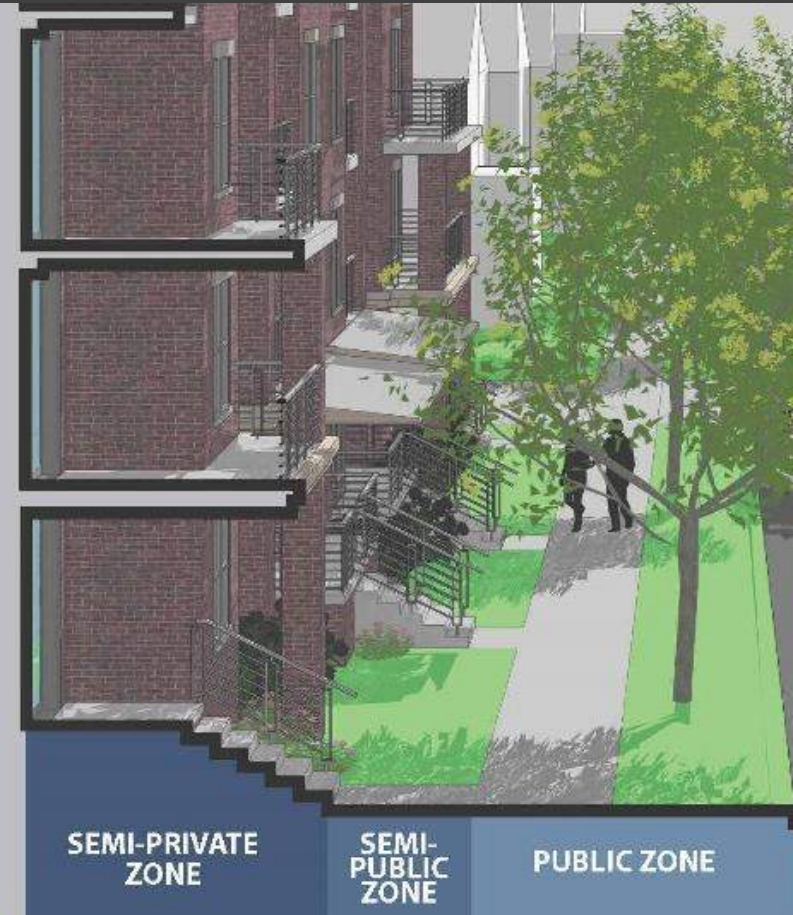
**Upper level Stepback above Four Stories**

-  30 Feet on West Washington Ave
-  15 Feet on West Mifflin Street
-  10 Feet on North/South Streets

# Setback and Stepback Recommendations

# Design Guidelines Recommendations:

1. Public to Private Transition
  - Porches, stoops, overhangs, landscape, pedestrian amenities, entrances
2. Historic lot rhythm
3. Setbacks and Stepbacks
4. Building massing and articulation
5. Quality Materials
6. Sustainability





# Urban Design - Public to Private Transition

The District has a distinctive public realm transition that is characterized by layered zones that define the rhythm, character and pedestrian experience.

## Mixed-Use Building



## Residential Building



### Public Zone

The Public Zone is comprised of the terrace and sidewalk located within the public right-of-way.

- + Existing viable trees shall remain.
- + Wide terraces on West Washington to be preserved.
- + Minimum sidewalk widths:
  - 5 foot wide for residential uses.
  - 6 foot wide for mixed-use/commercial uses.
- + No circular drop-offs.
- + Shared driveways preferred.

### Semi-Public Zone

The Semi-Public Zone is located within the setback area.

- + Minimum vegetative cover at ground level: 50% for residential, 25% for mixed-use.
- + Zone is activated through the use of patios, plaza, outdoor cafes, stoops, stairs, ramps, railings, knee walls, & bike parking. Elements should be complementary to the overall building design and create a pedestrian friendly rhythm.
- + Sustainable vegetative cover is encouraged.
- + 10 foot wide sidewalk adjacent to commercial.

### Semi-Private Zone

The Semi-Private Zone is located within the setback area the Zoning Code permits some building elements, such as porches.

- + Minimum vegetative cover at ground level: 25% for residential, 10% for mixed-use/commercial.
- + Porches, balconies, arcades, awnings, and porch roofs as allowed by Zoning Code.
- + Sustainable vegetative cover is encouraged.
- + Balconies, porches & other building elements should be made to emphasize the rhythm of porches and patios in the district.
- + All residential buildings shall have front porches/balconies over at least 50% over the ground floor street frontage.

# Mixed-Use Building - Urban Design Recommendations



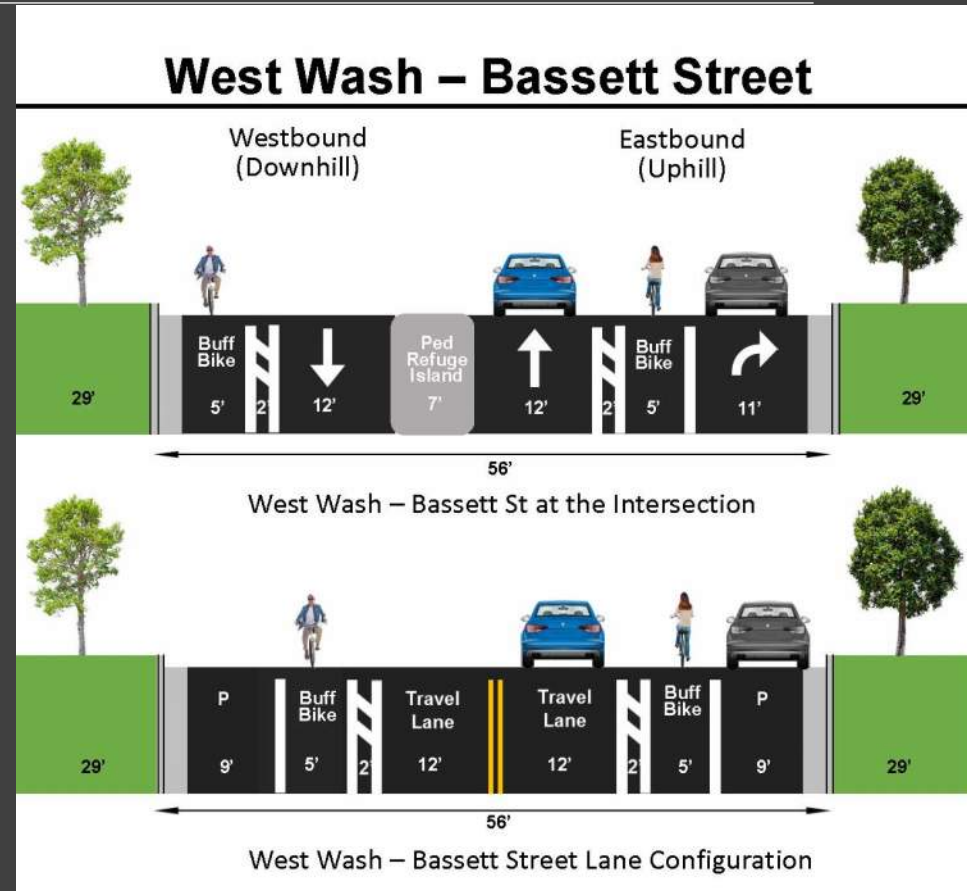
# Residential Building - Urban Design Recommendations





# Key Transportation Recommendations

- Transportation (p.11)
  - Pedestrian safety improvements
  - Re-stripe W Washington
  - BRT / transit amenities
  - Bike corrals, Bike Boulevard
- Mifflin Interblock Lane
  - Opportunity for development in rear yards of existing uses



# Other Notable Recommendations:

- There is a need for Mifflandia (and downtown) to be more welcoming and inclusive
- Mifflin area is an excellent choice for permanent supportive / affordable housing



# Other Notable Recommendations:

- Mifflin Nostalgia is strong
  - Need to recognize anti-war / counterculture movements in art/public spaces
  - Opportunity to further study historic resources
- Public art
  - Look for funky/creative design opportunities
  - Wide terraces as outdoor gallery



# Historic Preservation Related Recommendations: Page 14

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- Social Practice Art as a great Public Engagement
- Initiate evaluation of potential Historic Resources
  - 1998 Downtown Preservation Plan
  - Current Historic Preservation Plan
- Advise Owners of tax credit benefits of National Register listing
- Mifflin Nostalgia is strong
  - Need to recognize anti-war / counterculture movements in art/public spaces



*Former Illinois Central Freight Depot*



*Former Holstein Friesian Building*



*Former Reis Grocery/Mifflin Co-op*



# Sustainability Committee Related Interests

Pages 18, 21:

- Establishing **Sustainable Design** as a core identity of the Urban Design District
  - Renewable energy mechanic equipment as encouraged design features
  - Substantial green or blue roof coverage
  - Permeable; pavement
  - Salt-wide training for building owners/maintenance
  - Roof top PV encouraged



*Examples of Sustainable Landscape and Building Elements*



*Consider Improvements for the Senior Center Open Space*

# Next Steps: Public Review

Aug-Oct 2019:

- Common Council Introduction 8-6  
(Final Action 11-5)
- Sustainability Committee 8-26
- Landmarks Commission 8-26
- Urban Design Commission 9-4
- Board of Parks Commissioners 9-4
- Madison Arts Commission 9-11
- Downtown Coordinating  
Committee 9-19
- Transportation Policy & Planning  
Board 9-20
- Plan Commission\* 10-14

