CONCEPT DEVELOPMENT
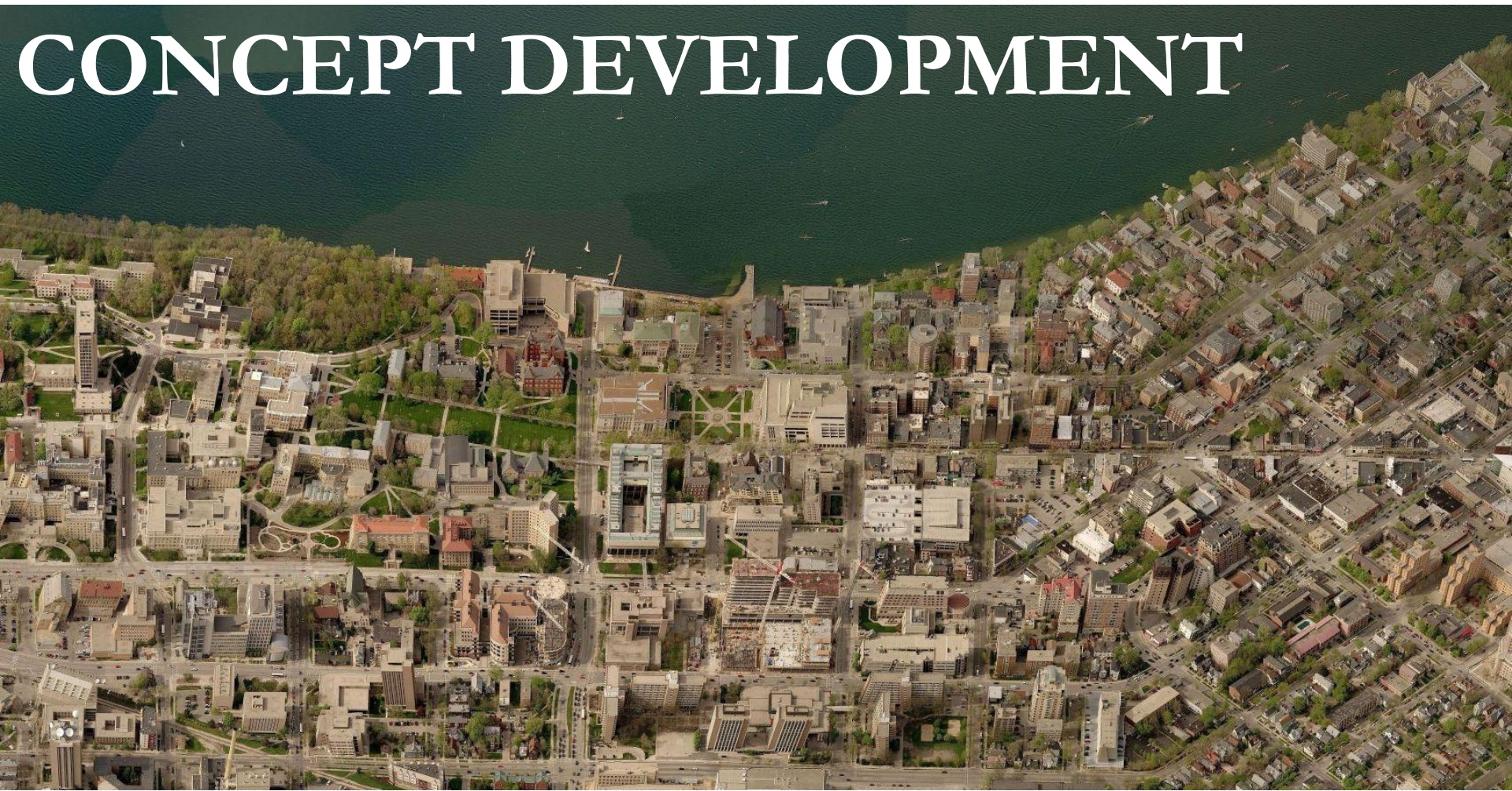
# Agenda

1. **Progress Update**
2. **Confirm the Basics**
    a)   Core Design Principles
    b)   Guiding Design Themes
    c)   Design Elements
3. **Create the Framework for a Destination**
    a)   Existing – Pass through
    b)   Proposed – Destination
4. **Integrate Program Elements into the Framework**
    a)   Gateways
    b)   Circulation (Bikes/Pedestrians)
    c)   Vending & exhibition (food carts)
    d)   Event gathering (small & large)
    e)   Focal points/Icons

Progress Update - Tree Health Inventory
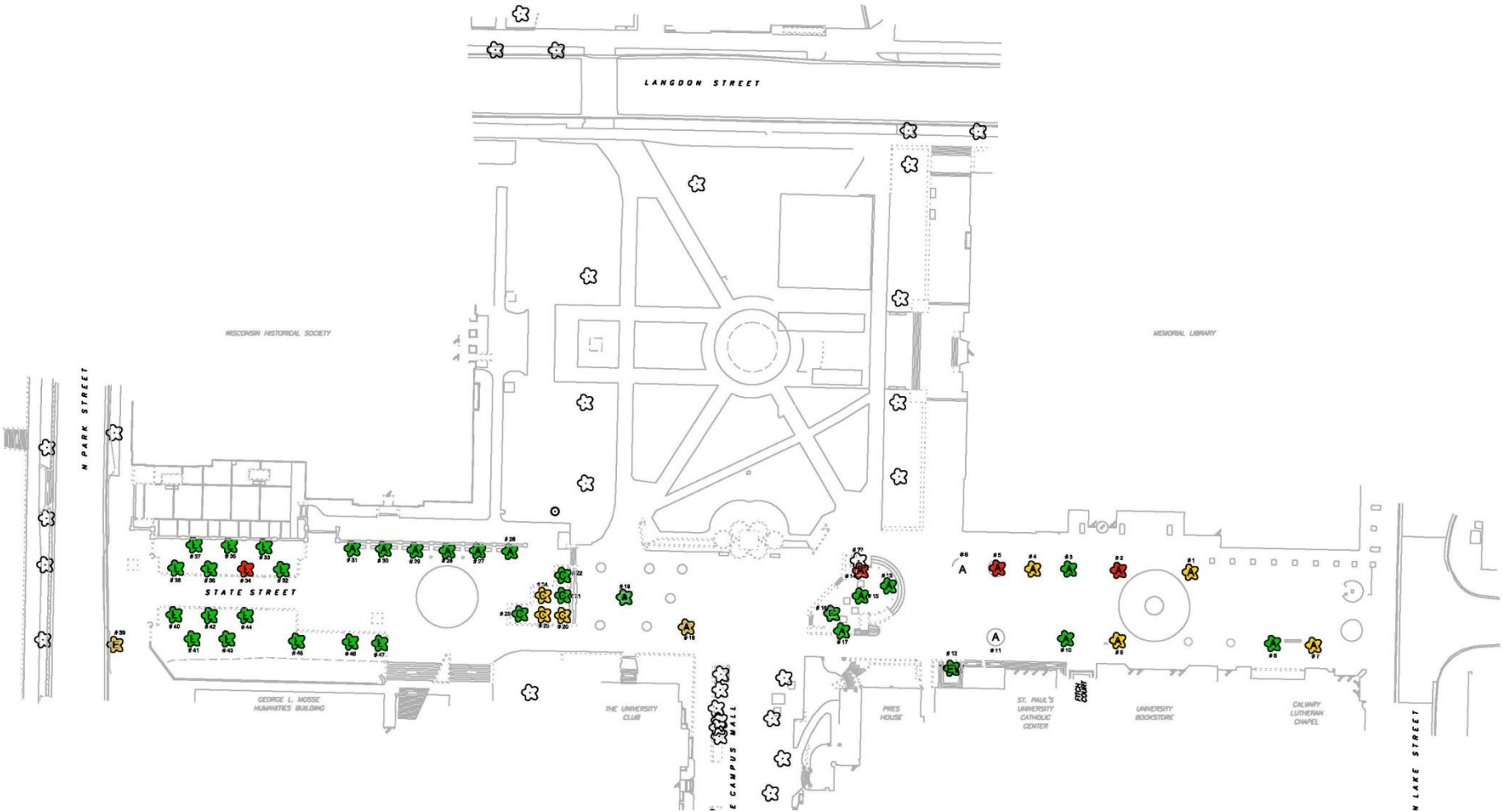
Progress Updates – Ped/Bike Counts & Observation

1,040 bikes per day ~91% riding on State Street Mall

9,660 pedestrians per day, same location

Time of Day	Pedestrian Volume (people/hour)	General Pedestrian Comments	General Bike Comments
6:00 AM to 9:00 AM	<100	Few pedestrians use entire mall area.	Bikes travel fast through center of state street
9:00 AM to 11:30 AM	1,100	Pedestrian traffic in entire mall area	Bikes travel fast through center of state street
11:30 AM to 1:30 PM	3,265	Pedestrians using outer edges of mall to avoid food cart congestion	Bikes travel slow, weaving through middle or walk
1:30 PM to 5:00 PM	2,820	Increased pedestrian traffic in entire mall area.	Bikes travel slow, weaving through middle or walk
5:00 PM to 6:00 PM	2,375	Pedestrian traffic in entire mall area	Bikes travel fast through center of state street

Core Design Principles

1. **Timeless**
2. **Flexible**
3. **Durable**
4. **Easy to maintain**
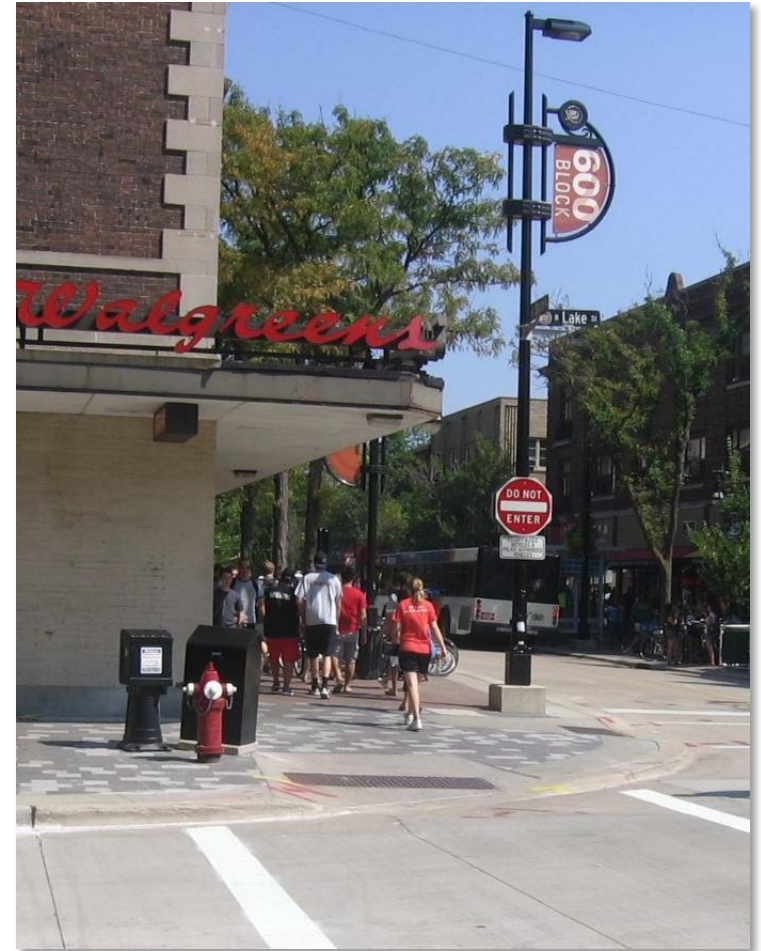
Guiding Design Themes

1. Improve Site as a Pass Thru:

a) Integrate pedestrian and bicycle routes

b) Define thresholds, edge definition

c) Encourage/support areas for pausing and resting

d) Improve circulation/movement of people

2. Enhance Site as a Destination:

a) Support small and large group event gatherings

b) Function as a meeting place

c) Integrate infrastructure to support current and future needs

d) Identify a multi-jurisdictional programming model

Design Elements

1. Improve Park, Lake, and Langdon Street crossings
2. Improve lighting
3. Accept bicycle riding
4. Create gateways
5. Enhance and support vending
6.
7.
8.
9.
10.

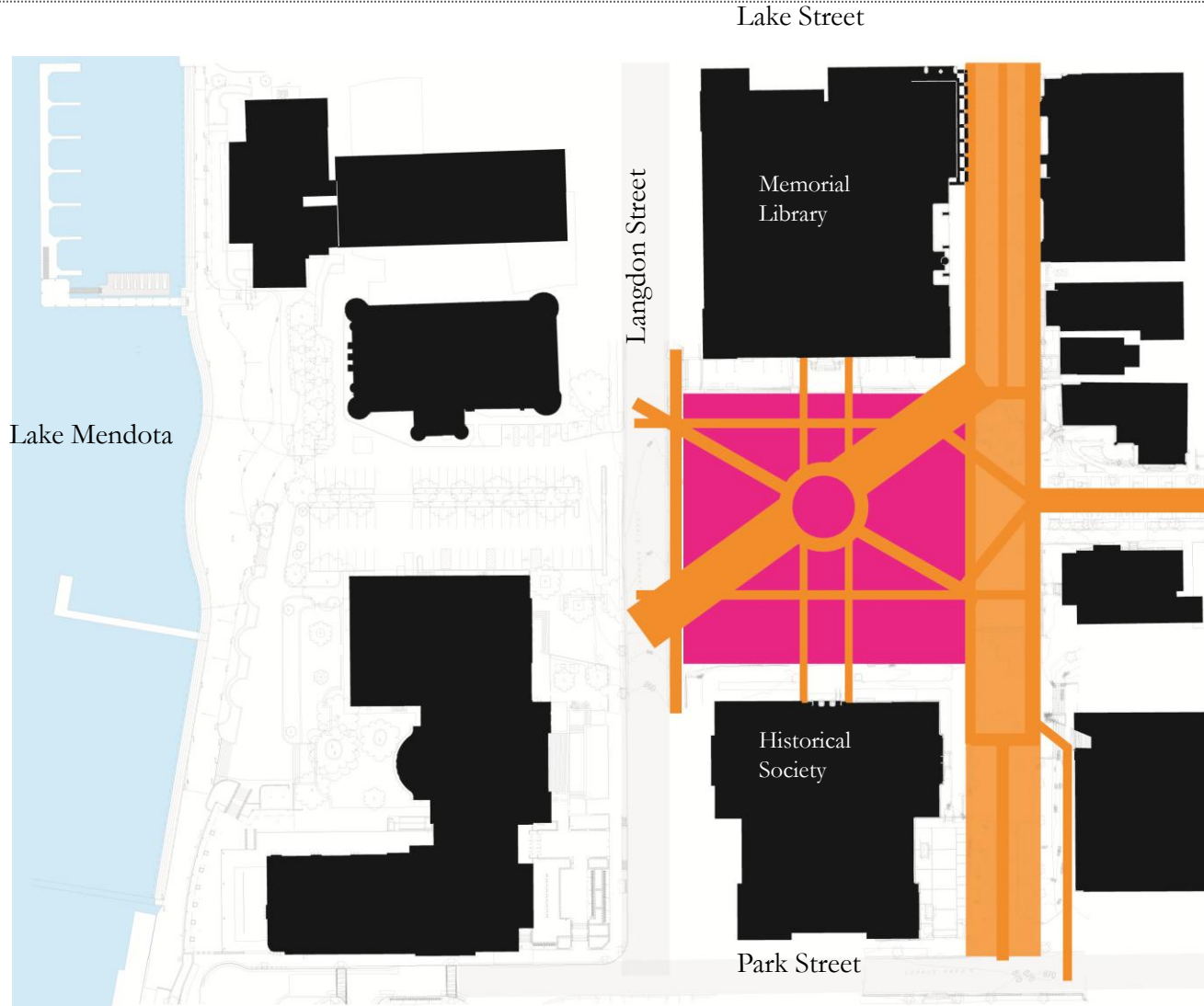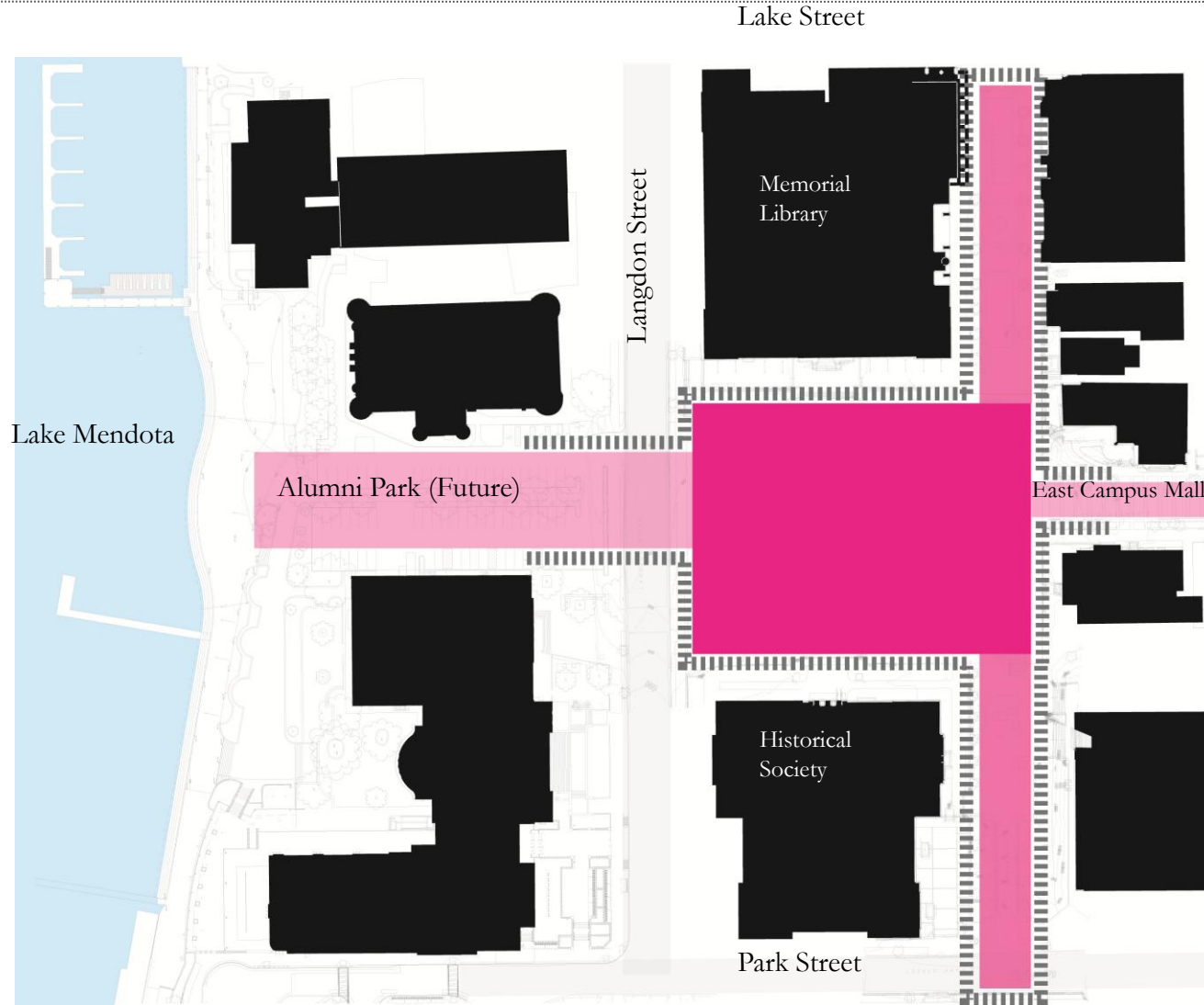# CREATING THE FRAMEWORK FOR A DESTINATION

EXISTING SITE AS A **PASS THROUGH**

Lake Street

Langdon Street

Memorial Library

Lake Mendota

Historical Society

Park Street

PROPOSED SITE AS AN EXPANDED DESTINATION

Lake Street

Langdon Street

Memorial Library

Lake Mendota

Alumni Park (Future)

East Campus Mall

Historical Society

Park Street

INTEGRATION OF MAJOR PROGRAM WITHIN DESTINATION FRAMEWORK

GATEWAY

Lake Street

Langdon Street

Memorial Library

Lake Mendota

Historical Society

Park Street
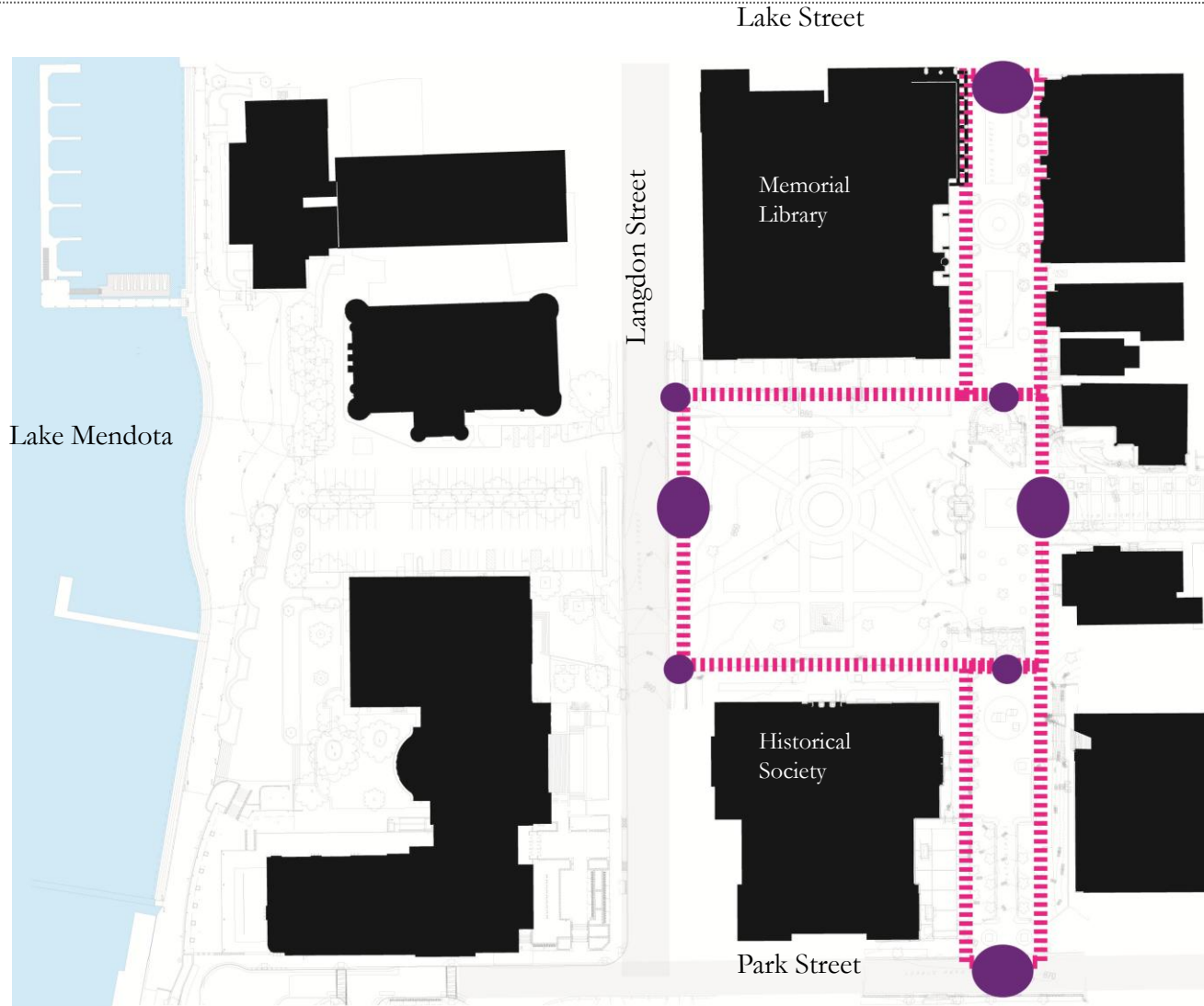
WHAT IS A GATEWAY

ENTRY--**PORTAL**
ARCHWAY
ICON--POINT OF
DISCOVERY
ILLUMINATING
COLUMNS--REVEALING
TREE CANOPY
PERGOLA--VISUAL CUE
ORIENTATION--KIOSK
BIKE PARKING--**MEETING
PLACE**--COLONNADE
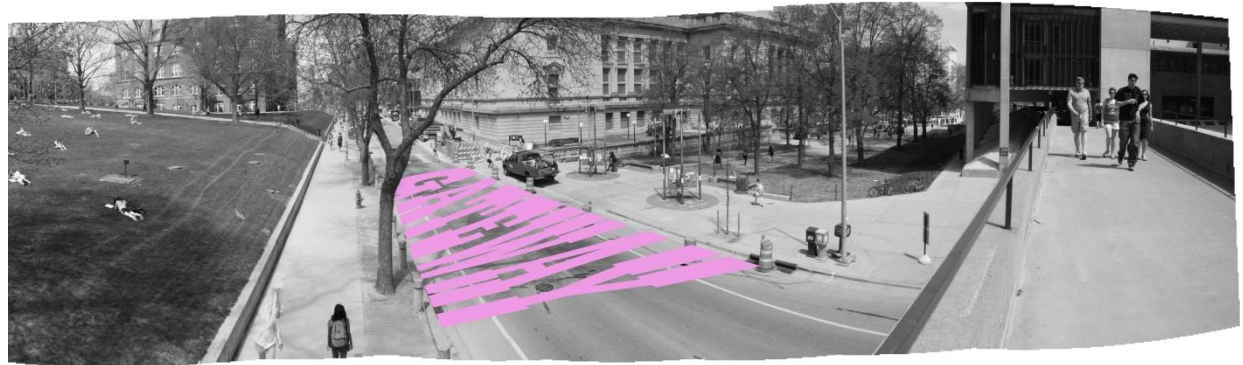MONUMENT--PASSAGE
IDENTITY MARKER--VIEW
FRAME--*PROVOCATIVE*
LANDMARK--SCULPTURE
CELEBRATORY
CORRIDOR--SIGNAGE
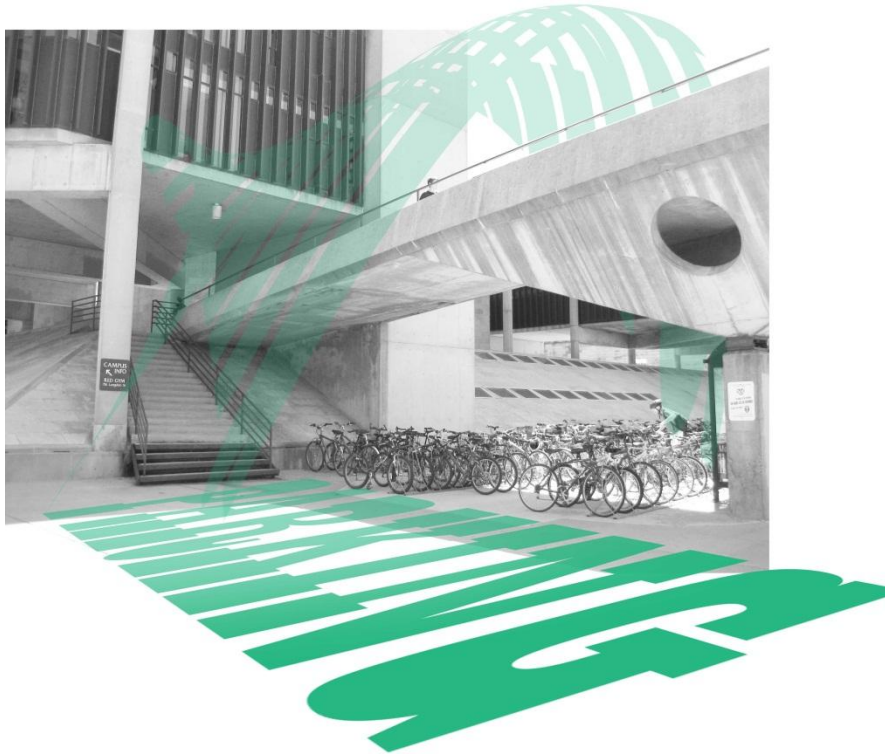WAY-FINDING--
INTERPRETIVE

BICYCLING

BICYCLE PARKING

Lake Street

Langdon Street

Lake Mendota

Memorial Library

Historical Society

Park Street

BICYCLE PARKING

FOOD VENDING AND TABLING

Maximum Mall/Concourse Vending Cart Size

10 feet

Elevation

Front View

Maximum Vending Site 10 x 12'

Fenders/Tire/Axel

aerial

Maximum Vending Cart Size
56 sqare feet or less (outside dimensions)
approximately 7' x 8' or 6' x 9'

view

Fenders/Tire/Axel

Maximum Vending Site 10 x 12'

Exposed
Trailer
Tongue

Electrical
Source

SITE AND SIZE SPECIFICATIONS

Food Vending Cart: A vending cart is a vending apparatus on wheels.

Physical Specifications: Mall/Concourse food vending carts shall conform to the following specifications:

1. The vending cart footprint shall contain no more than fifty-six (56) square feet of area measured on a horizontal plane (exposed trailer tongue, axle and tires excluded). No portion of the cart shall exceed or extend beyond the actual assigned vending site size or the maximum vending site size of 10 feet by twelve feet, whichever is smaller.

2. The vertical height of the cart shall not exceed ten (10) feet measured from the ground level to the highest point in the cart including signage or other equipment, if any.

3. The vending cart shall not be of a mass-produced or prefabricated type.
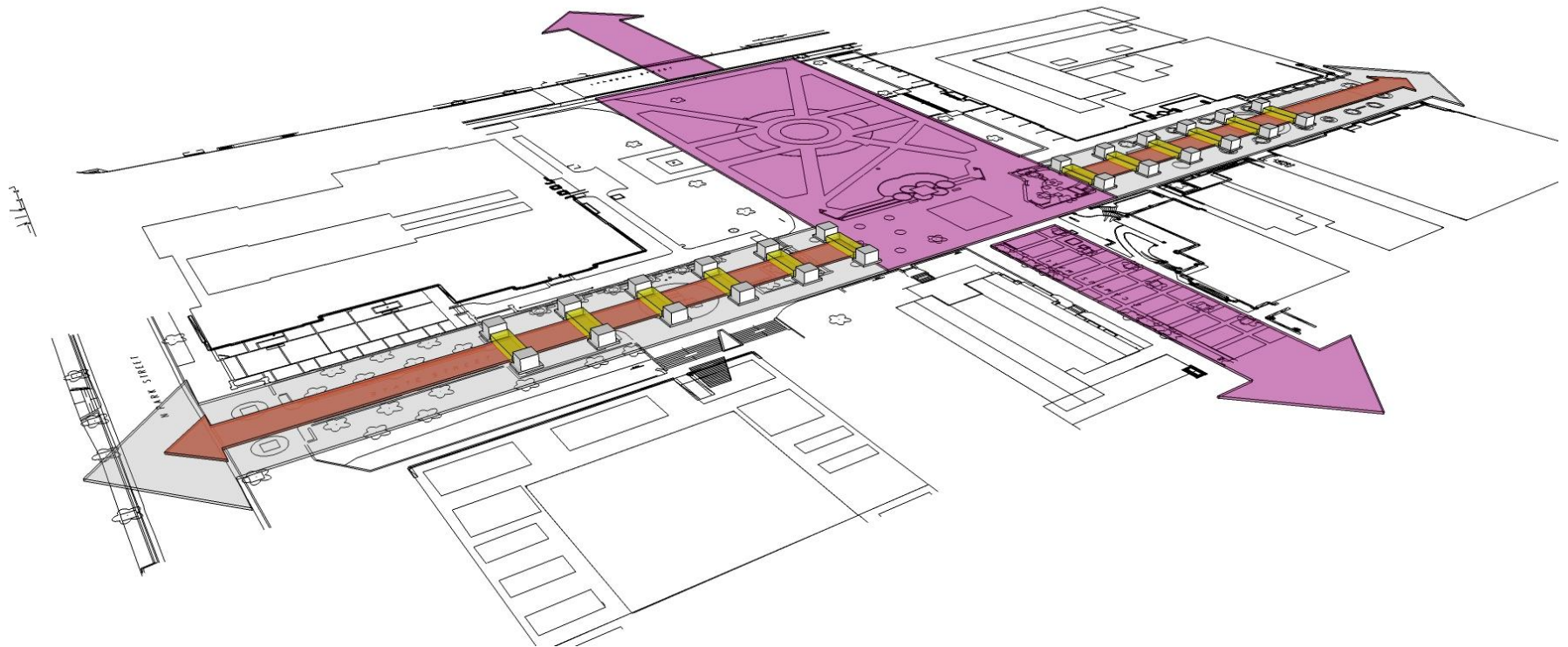
4. The cart shall be maintained in good repair and in safe and sanitary condition.

5. The vending cart must have a securely fastened sign prominently displayed which identifies the cart by its business name and a sign that lists food menu items and prices.
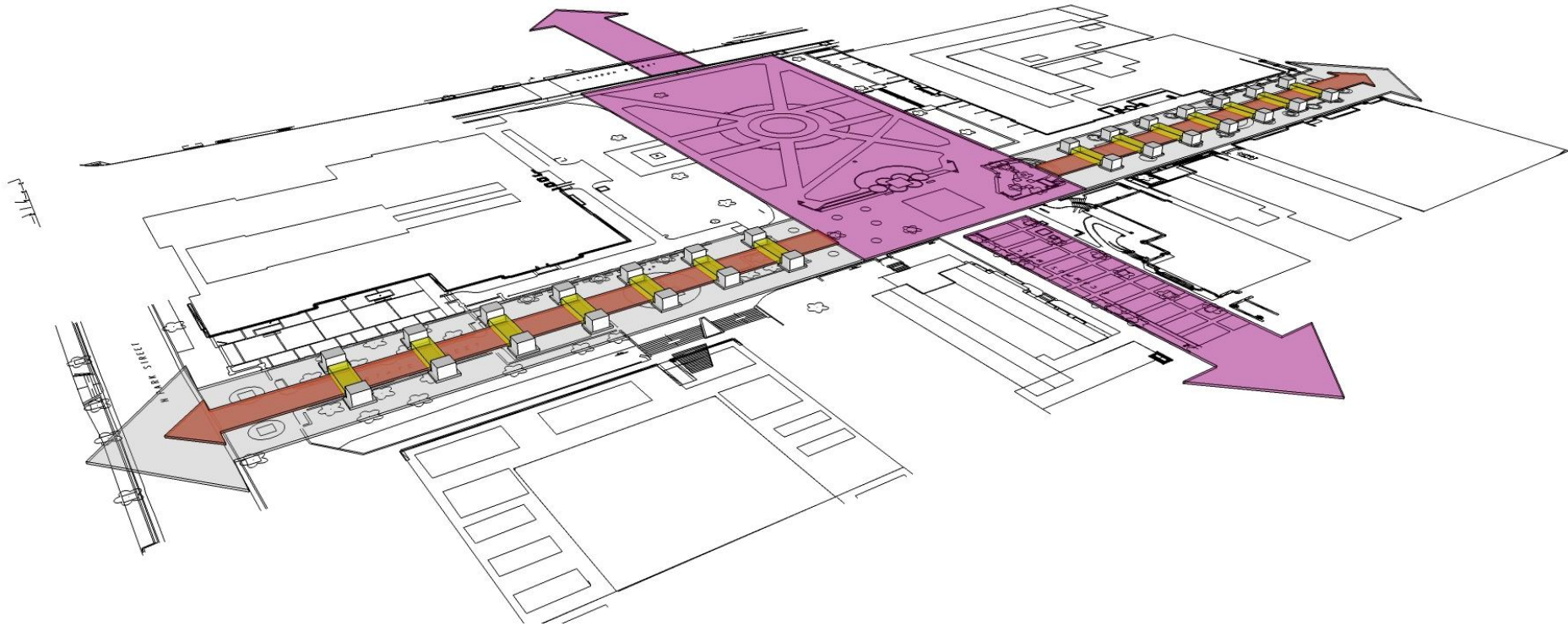
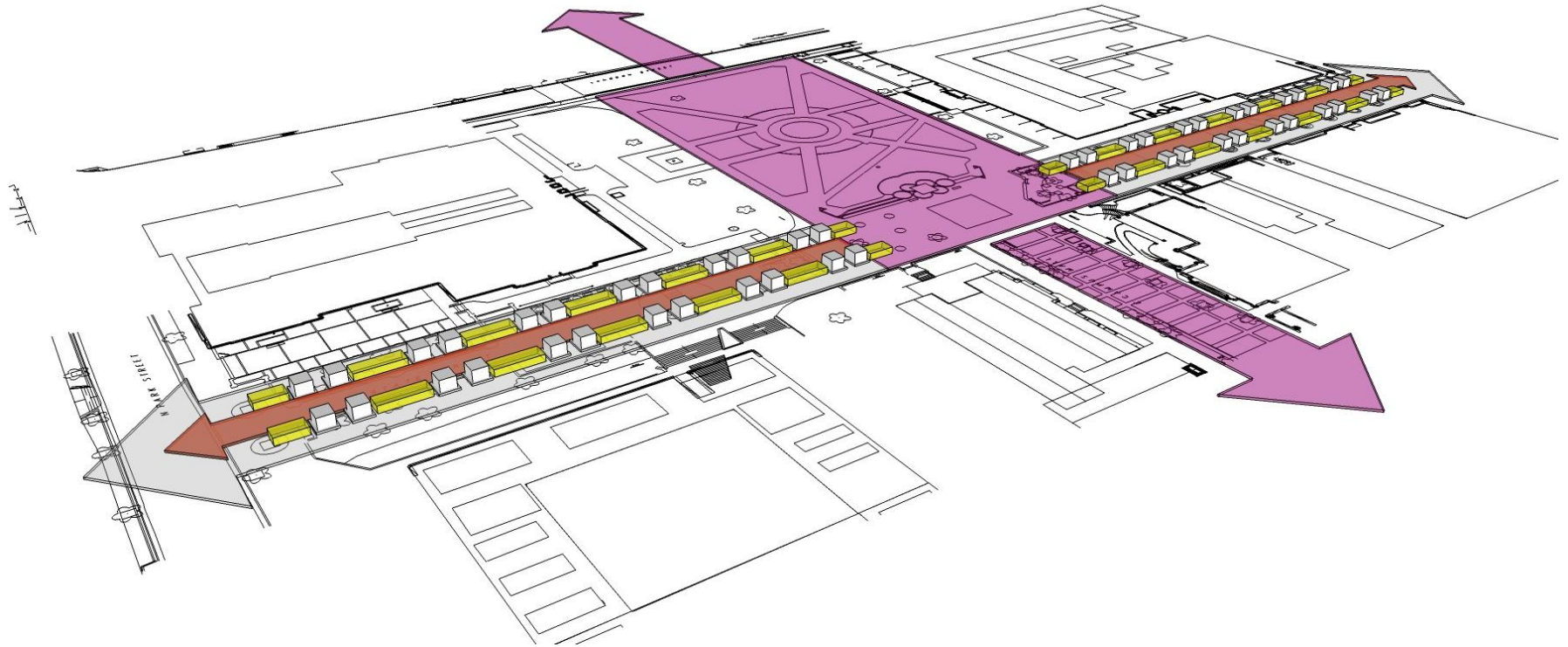# FOOD VENDING AND TABLING – (STRATEGY 1)
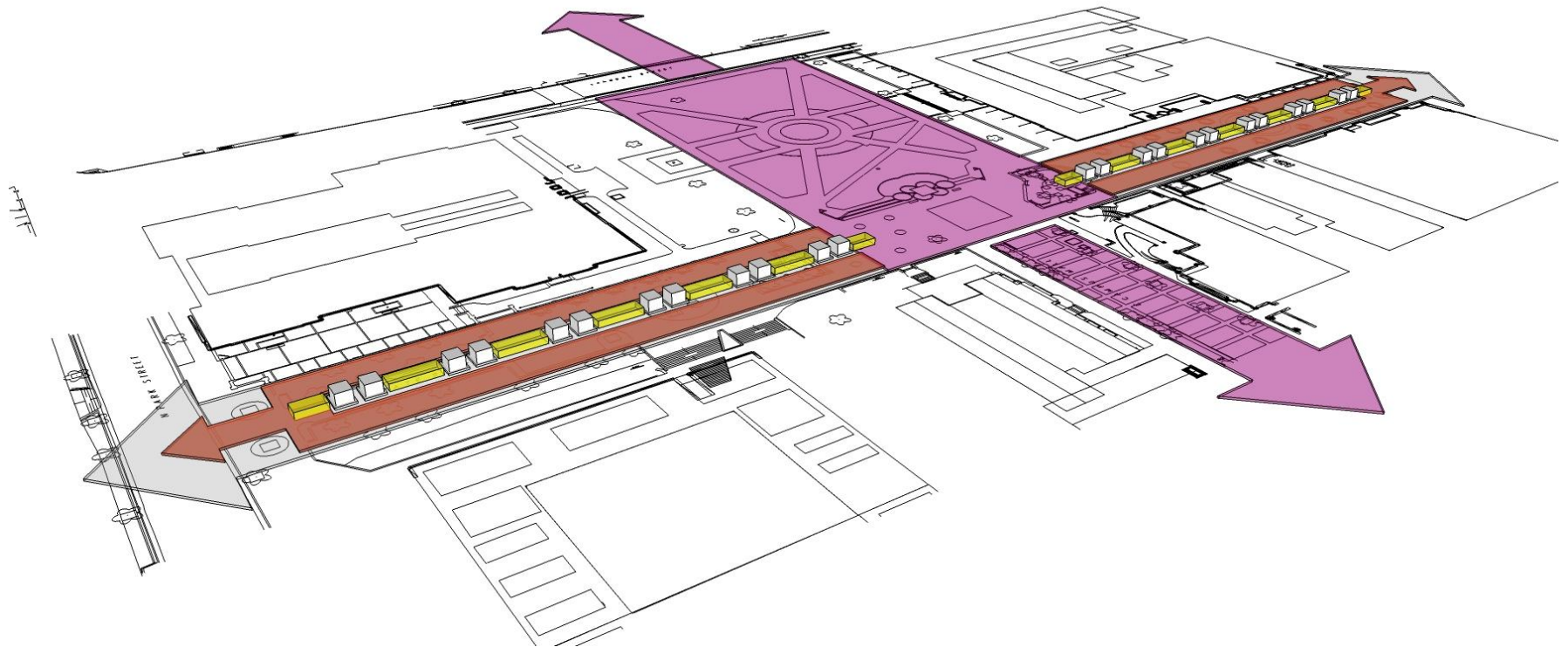
FOOD VENDING AND TABLING – (STRATEGY 1A)

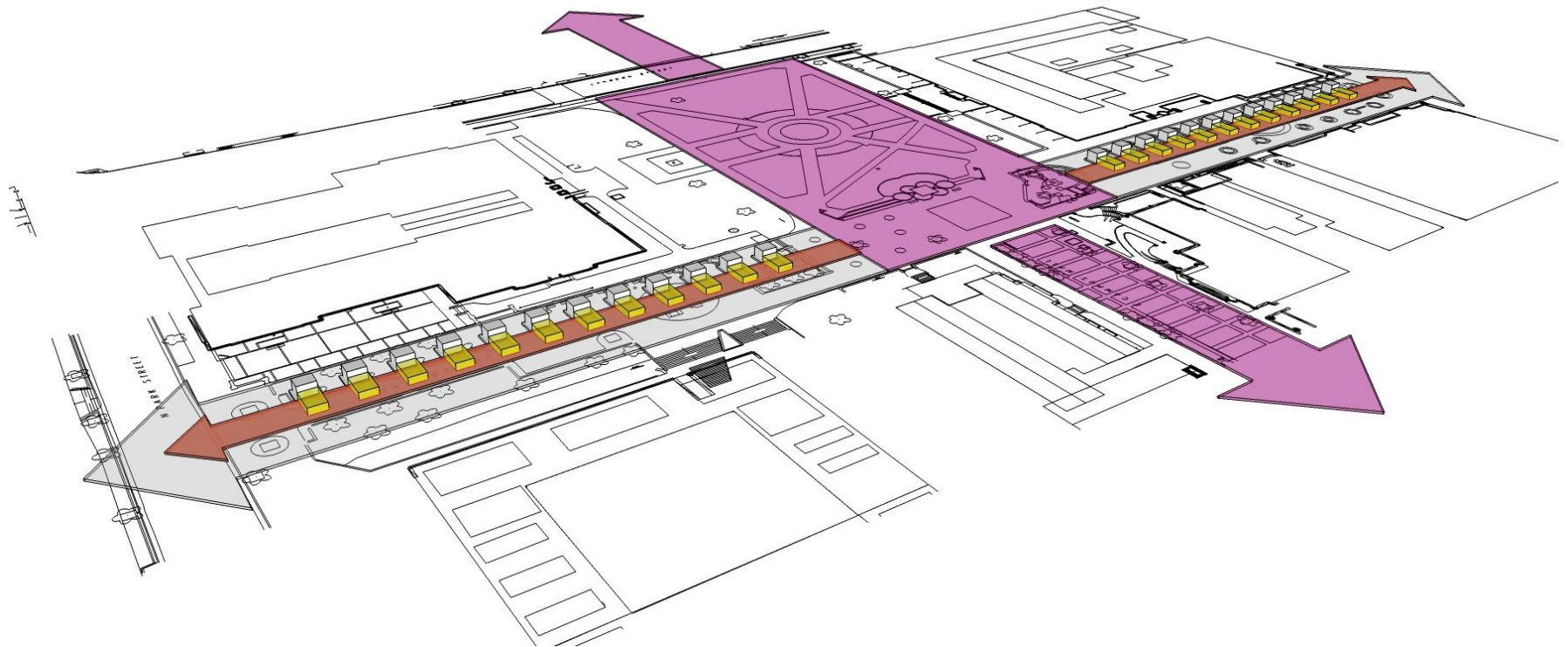# FOOD VENDING AND TABLING – (STRATEGY 1B)
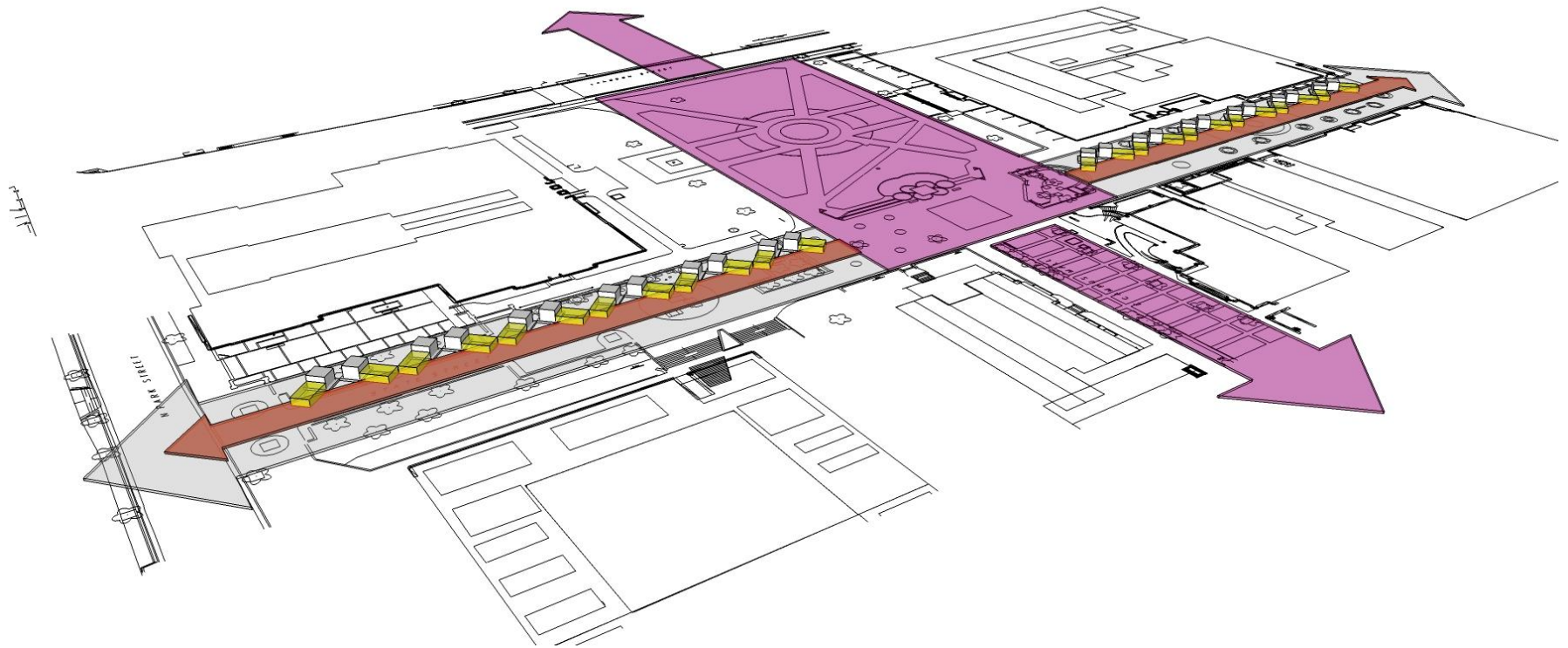
FOOD VENDING AND TABLING – (STRATEGY 2)
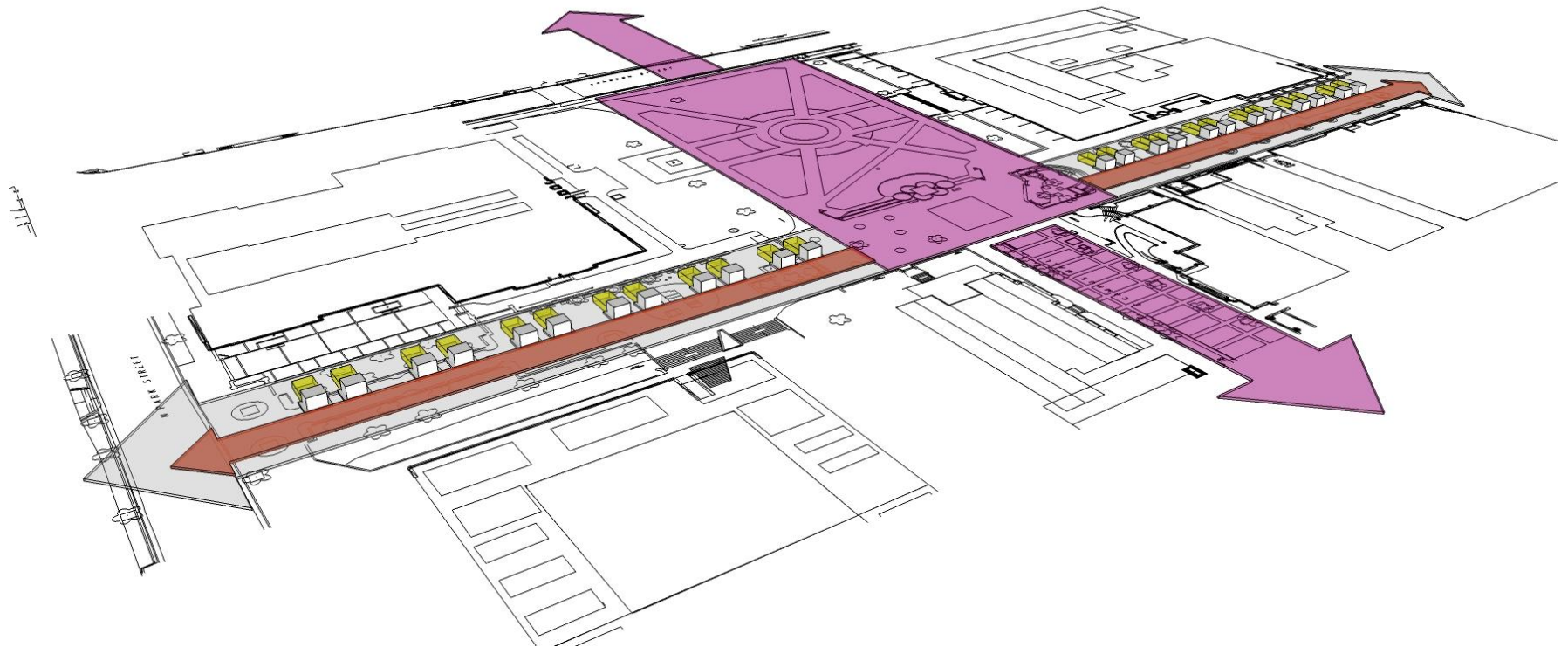
FOOD VENDING AND TABLING – (STRATEGY 3)

FOOD VENDING AND TABLING – (STRATEGY 3A)

FOOD VENDING AND TABLING – (STRATEGY 4)

FOOD VENDING AND TABLING – (STRATEGY 4A)