

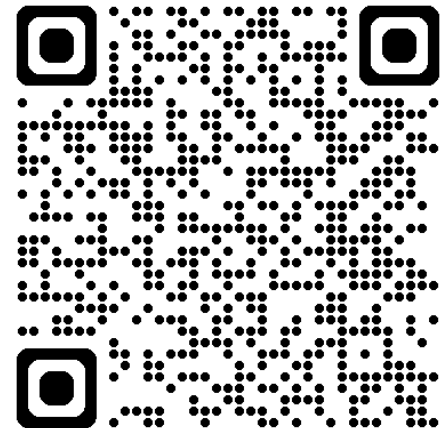


Mifflin and Carroll Plaza

Draft Design Concepts for Discussion
June 23, 2025 Hybrid Meeting

Meeting Participant Demographics

https://www.surveymonkey.com/r/madison_meeting_demographics



Zoom

- **This meeting is being recorded.** By continuing to be in the meeting, you are consenting to being recorded. You have the option to turn off your camera and participate with audio only.
- Please keep **mic off** until after the presentation.
- During the Q&A, use “**Raise Hand**” to ask a question.
- Please **turn mic off** after speaking to avoid background noise.
- **Chat can be used** for questions and comments.

Agenda

- January Meeting Recap
 - Scope, design goals, issues and precedents, feedback
- Initial design concepts
- Questions/Comments
- Next Steps



Expanded Scope and Potential Phases



Big Move:
Transitioning street and
parking space to an urban
pedestrian plaza

Design Goals

- Activate the spaces
- Welcoming and comfortable
- Gateway between Capitol Square and State Street
- Flexible, durable, timeless





Design Considerations

From January 2025 meeting

Building Fronts/Backs



Flexibility vs. Features



Planted vs. Paved



Focal Point: Activity



Focal Point: Art



Albany, NY



Sonic Boom - London



Red Planet Playground - Shanghai, China



Aurum – San Francisco, CA



Seating Cylinder - Netherlands



Rainbow Machine - Auckland, NZ

Lighting



Vehicular Access





What we heard

Feedback from January meeting

Goals for the space

- People-focused
- Comfortable, welcoming and inviting
- Safe
- Sense of place and identity
- Flexible
- Active, lively and well-utilized
- Peaceful

*“The space should be **safe, comfortable and well utilized** for pedestrians passing through and for people who are spending time in the space.”*

*“**Lively public space!** Lots of foot traffic, very **limited vehicle use**. No parking”*



Beekman Plaza

Who isn't at Mifflin Plaza?

- Generally underutilized
- Should be a more welcoming space
- Should be a space for all identities
- Events would attract more people

“No one is using Mifflin Plaza. In its current form it is unusable. It is just an expanse of pavement. It needs to be inviting to all users, families, visitors, lunch time users.”



Pearl Street

What would bring you there?

Physical features:

- Seating
- Areas of shade (and sun)
- Car-free space
- Trees and landscaping
- Art/Play

Programmatic elements

- Cafés, food, food carts, etc.
- Music/events
- Vending

*“I've been to so many performances there that are really poorly attended, because people walk by, are interested, but **there is space for only about four people** on the ledge by the garbage bin, and everyone else has to **sit on the ground.**”*



Larimer Square

Most important features?

- Trees, landscaping, greenspace
- Seating – public and café seating
- Lighting
- Event space

*“Lighting is a very important feature for safety and comfort in the space at night. While of course there are streetlights there currently, **it still feels dark and uninviting.**”*

*“**Comfortable seating**, with back support. A mix of sun and shade, because depending on the temperature, one of those would be preferable. Lots of greenery, at all levels. Grass, flowers, living green walls, and of course trees.”*



East Market Plaza

Other thoughts/comments

- Understanding uses/users is important
- **Iconic location** at top of State Street and Capitol Square
- Get **more building “fronts”** on the space
- Consider the **history of spaces and storytelling**
- Highlight what is **unique about the space**
- Coordinate **programming** with BID, library, Overture, museums
- **Bike access** is important
- **Refuse collection** needed for businesses and residents
- **Café spaces AND public seating**
- Ability to “**escape**” to a quiet spot
- No public **restrooms** nearby



The Highline

Design Uncertainties – vehicle access

Potential redevelopment outcomes of some blocks are unknown

- building/traffic access patterns & traffic volumes
- Phased project with unknown timing



Design Uncertainties – Forum of Origin

- Likely need to be moved for reconstruction of Veterans Museum
- Permanent relocation?



Design Uncertainties

- “5% designs” focus on physical possibilities
 - Construction costs unknown and could be high
 - Elevated maintenance requirements – *Mall Concourse Maintenance staffing needs*
 - Partners responsible for programming space
 - Possible changes to how space is shared and used by range of users

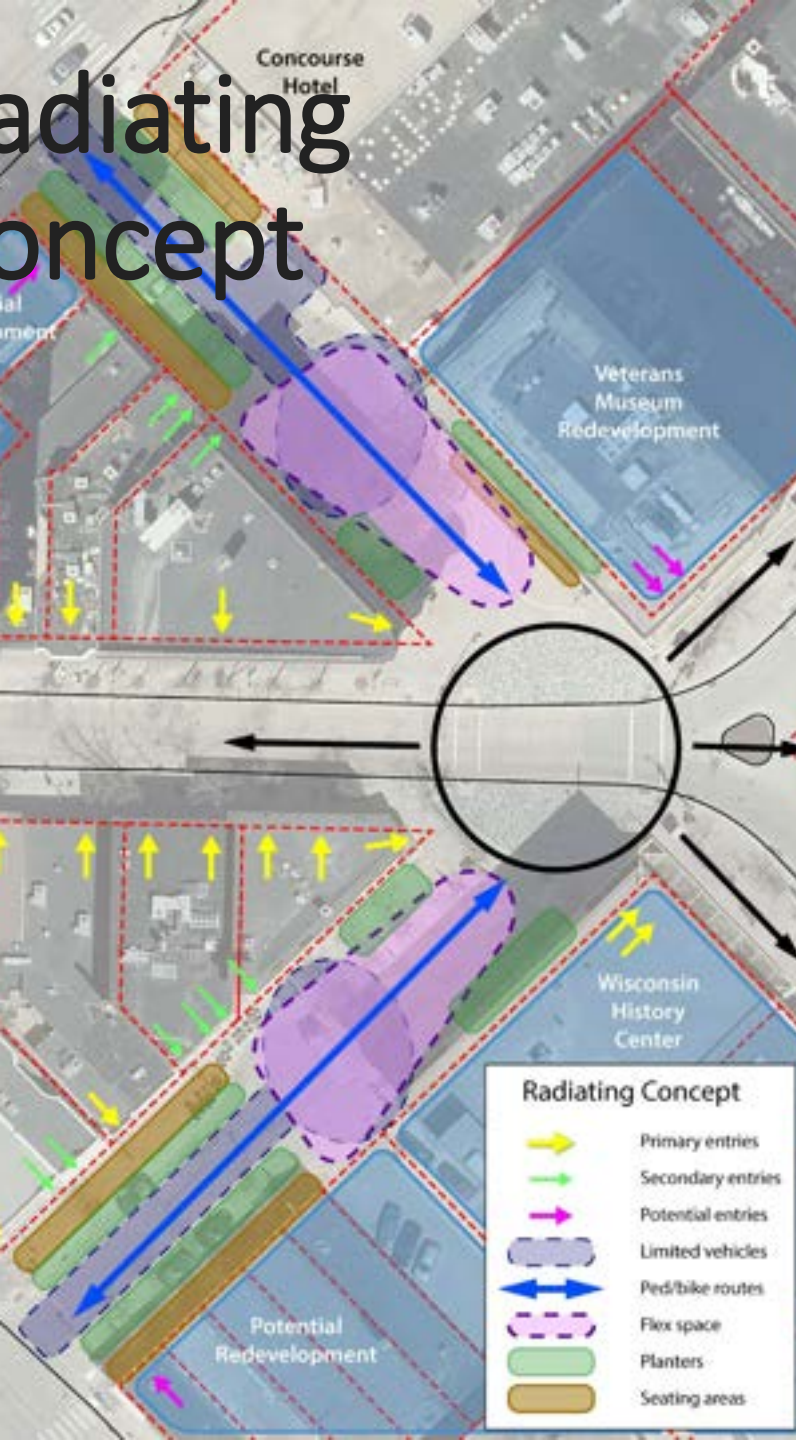




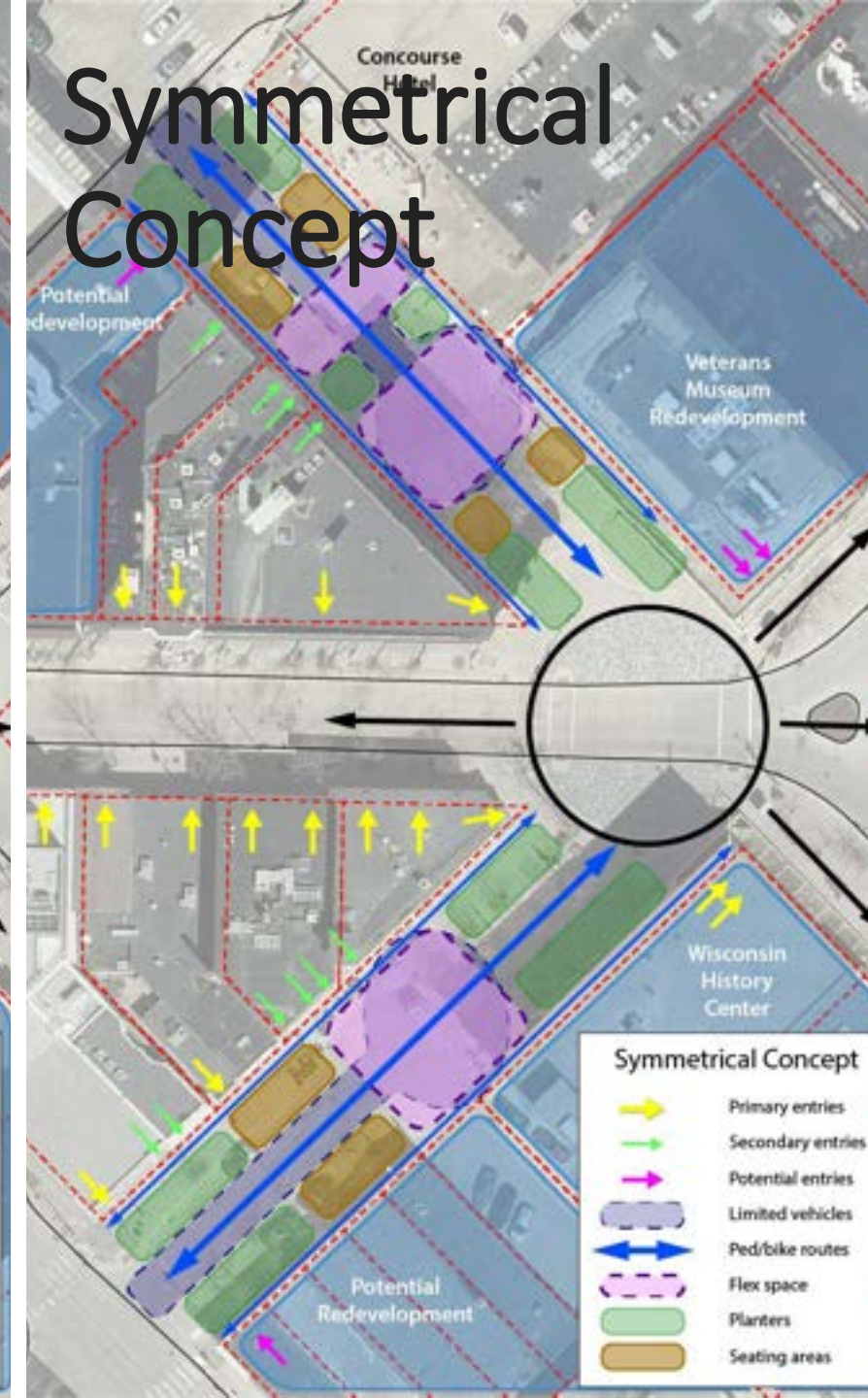
Draft Design Concepts

Drafts as of June 23, 2025

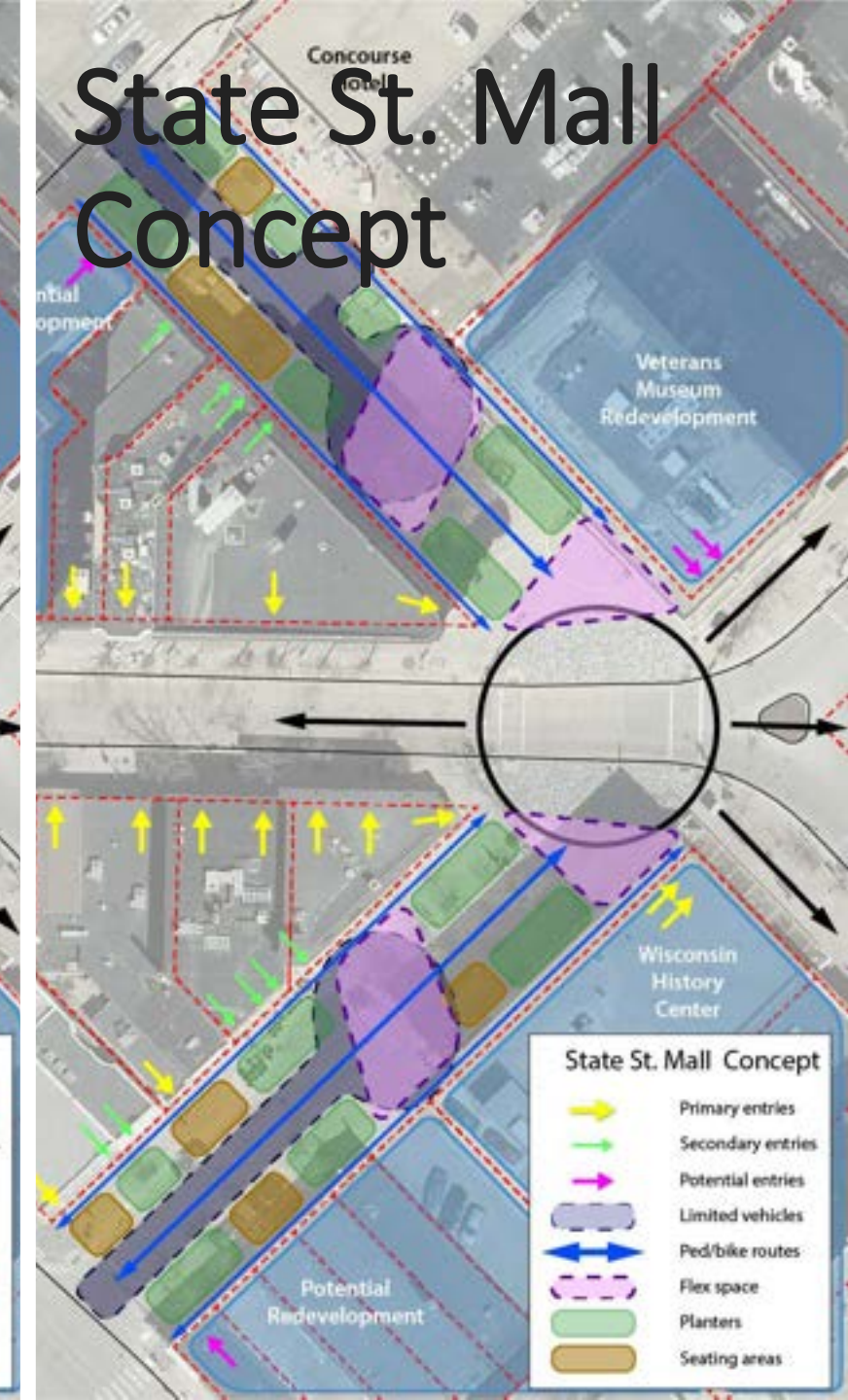
Radiating Concept



Symmetrical Concept



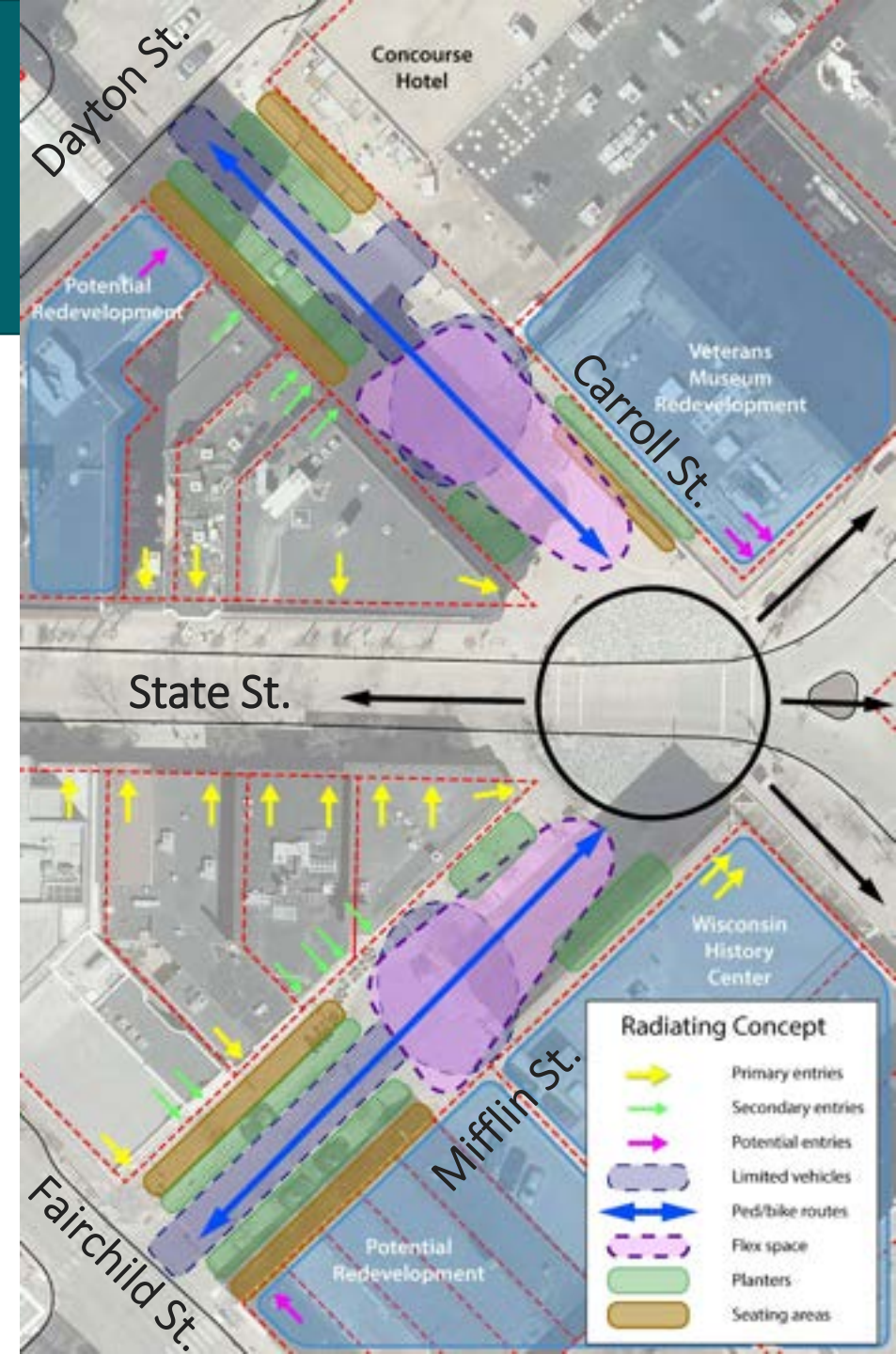
State St. Mall Concept



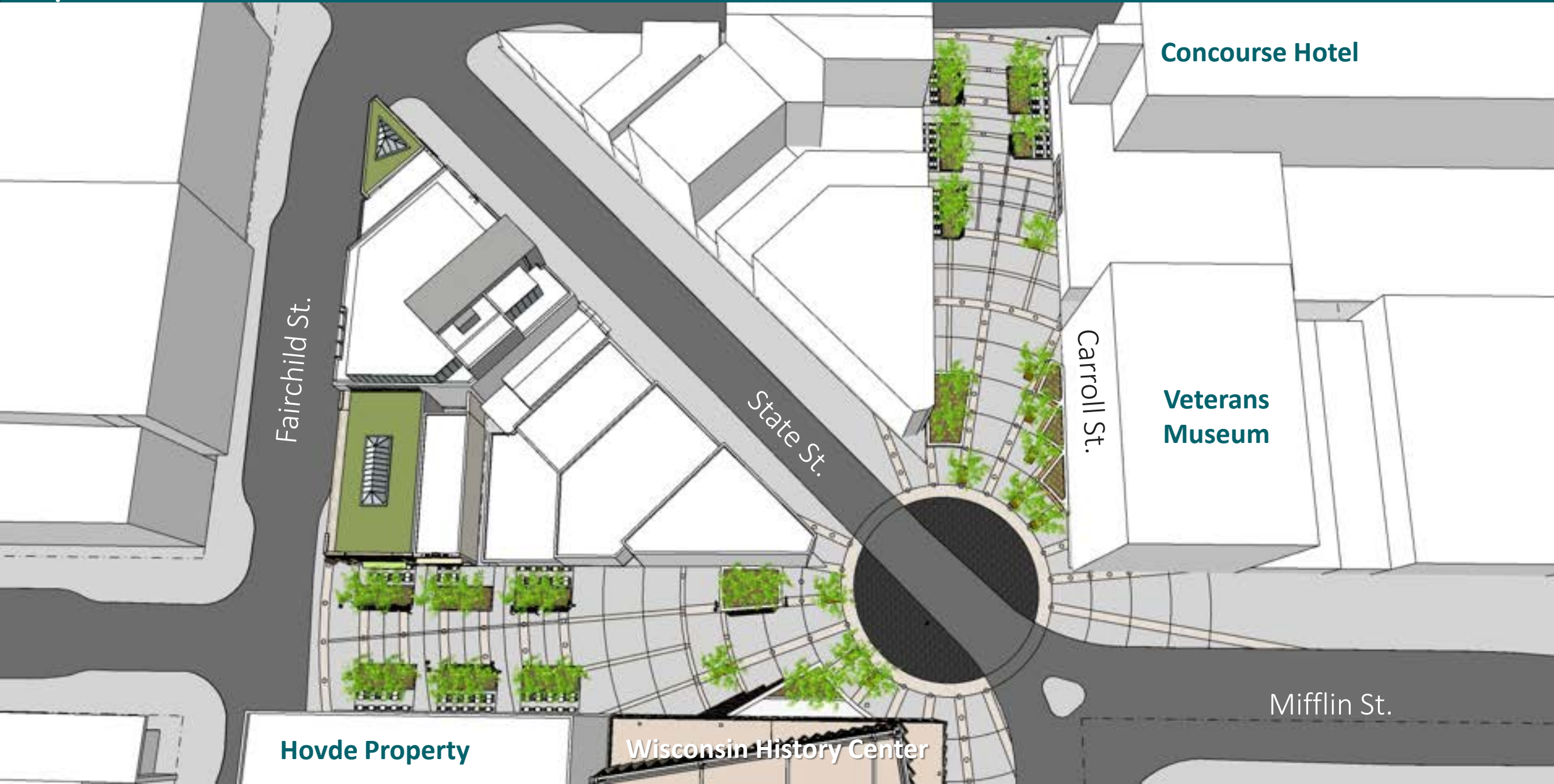
Radiating Concept

Major Features of Concept:

- State St and the square is **“the center of everything”** and plaza features respond to this concept
- Plaza **elements are located closest to building edges**, creating larger central open areas and greater flexibility



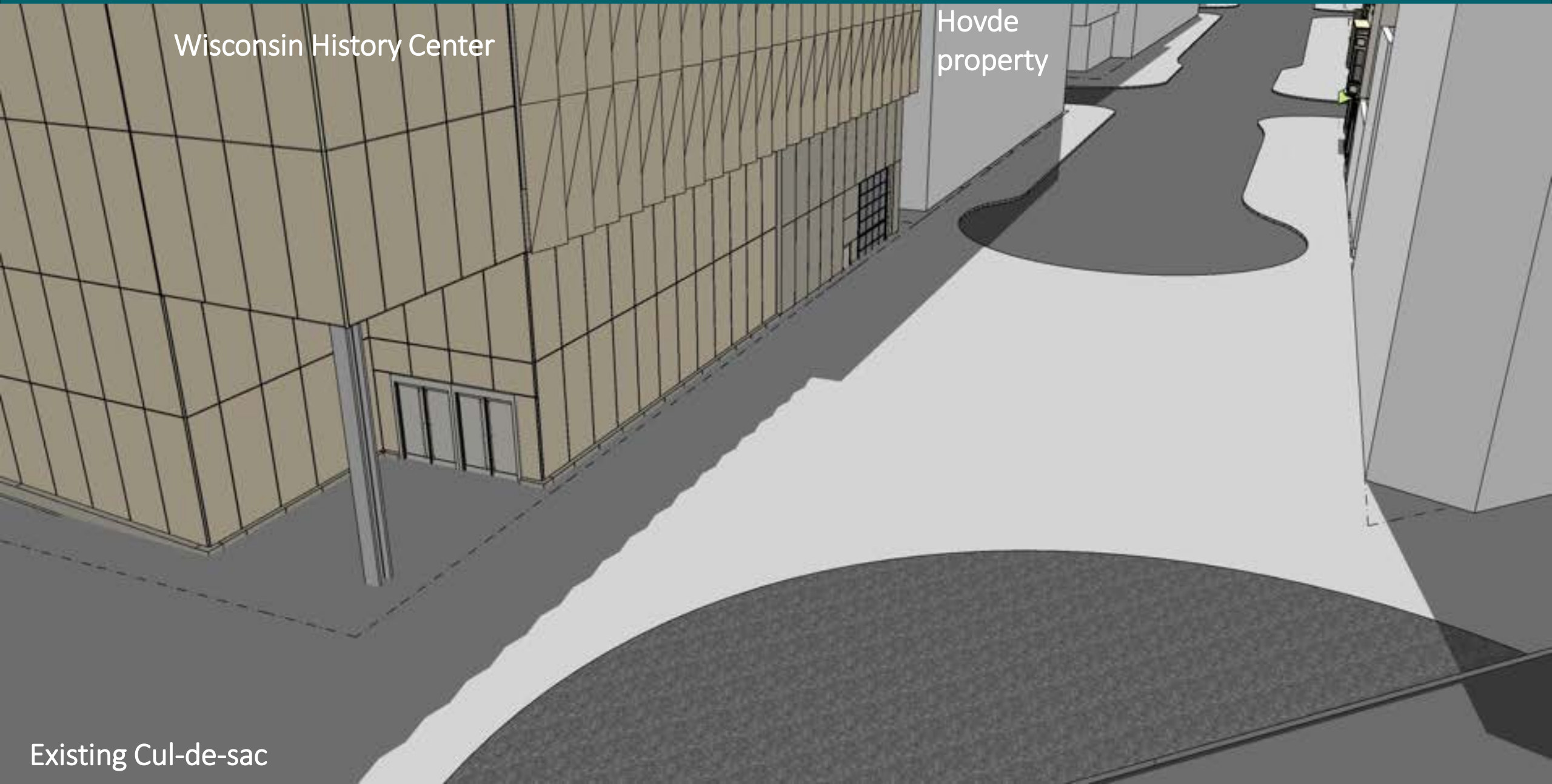
Radiating Concept – Plan



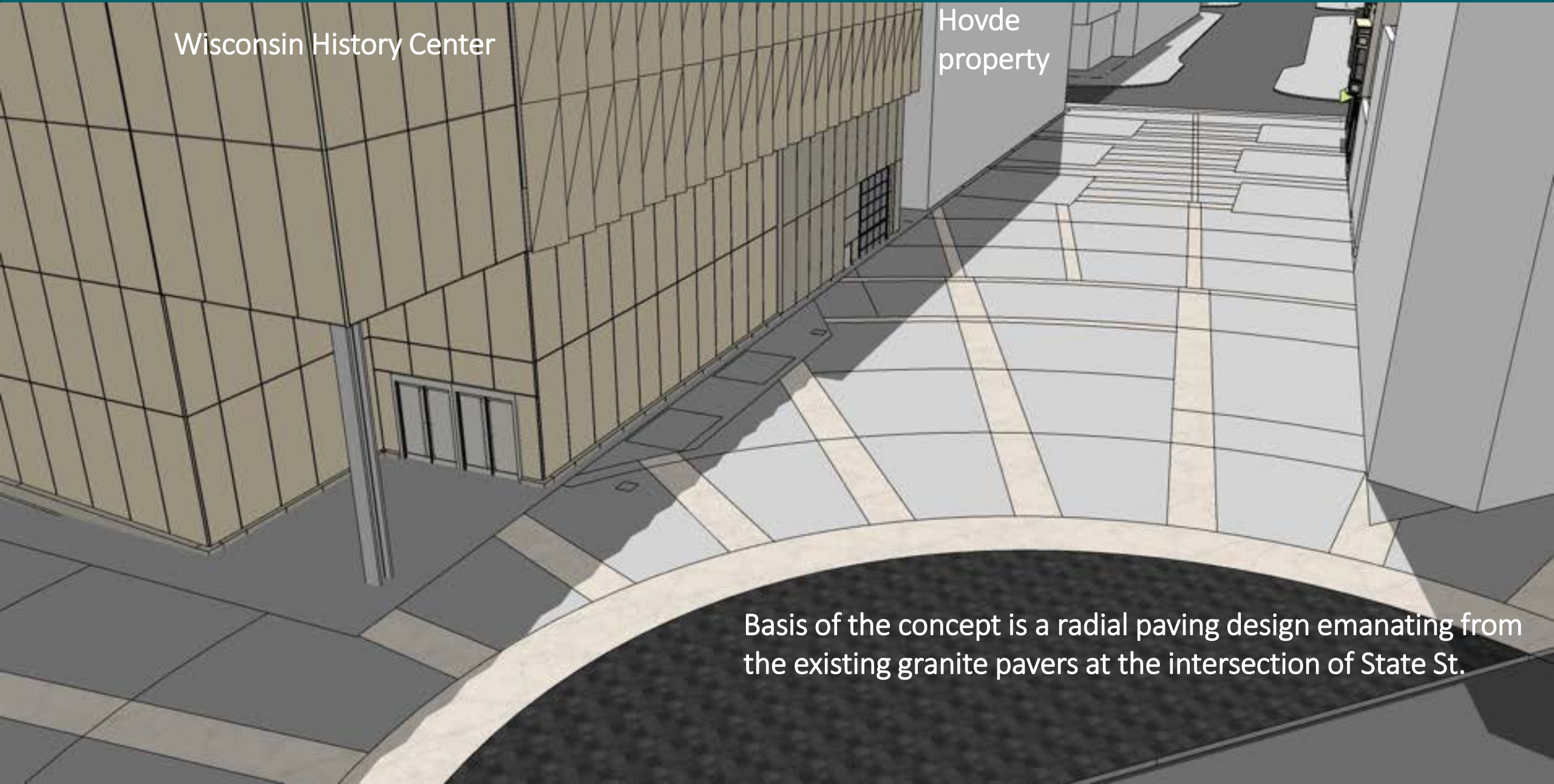
Preconstruction – Mifflin St. looking west from State St.



Preconstruction – Mifflin St. looking west from State St.



Radiating Concept – Mifflin St. looking west from State St.



Wisconsin History Center

Hovde
property

Basis of the concept is a radial paving design emanating from the existing granite pavers at the intersection of State St.

Radiating Concept – Mifflin St. looking west from State St.



Wisconsin History Center

Hovde
property

Appx Vehicle
Circulation Area

Planters can add landscape elements while defining limited
vehicular path

Radiating Concept – Mifflin St. looking west from State St.



Wisconsin History Center

Hovde
property

Public seating could include benches, porch swings and planter walls

Radiating Concept – Mifflin St. looking west from State St.



Wisconsin History Center

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property

Space for privately-owned and managed café seating at
buildings' edges

Radiating Concept – Mifflin St. looking west from State St.



Wisconsin History Center

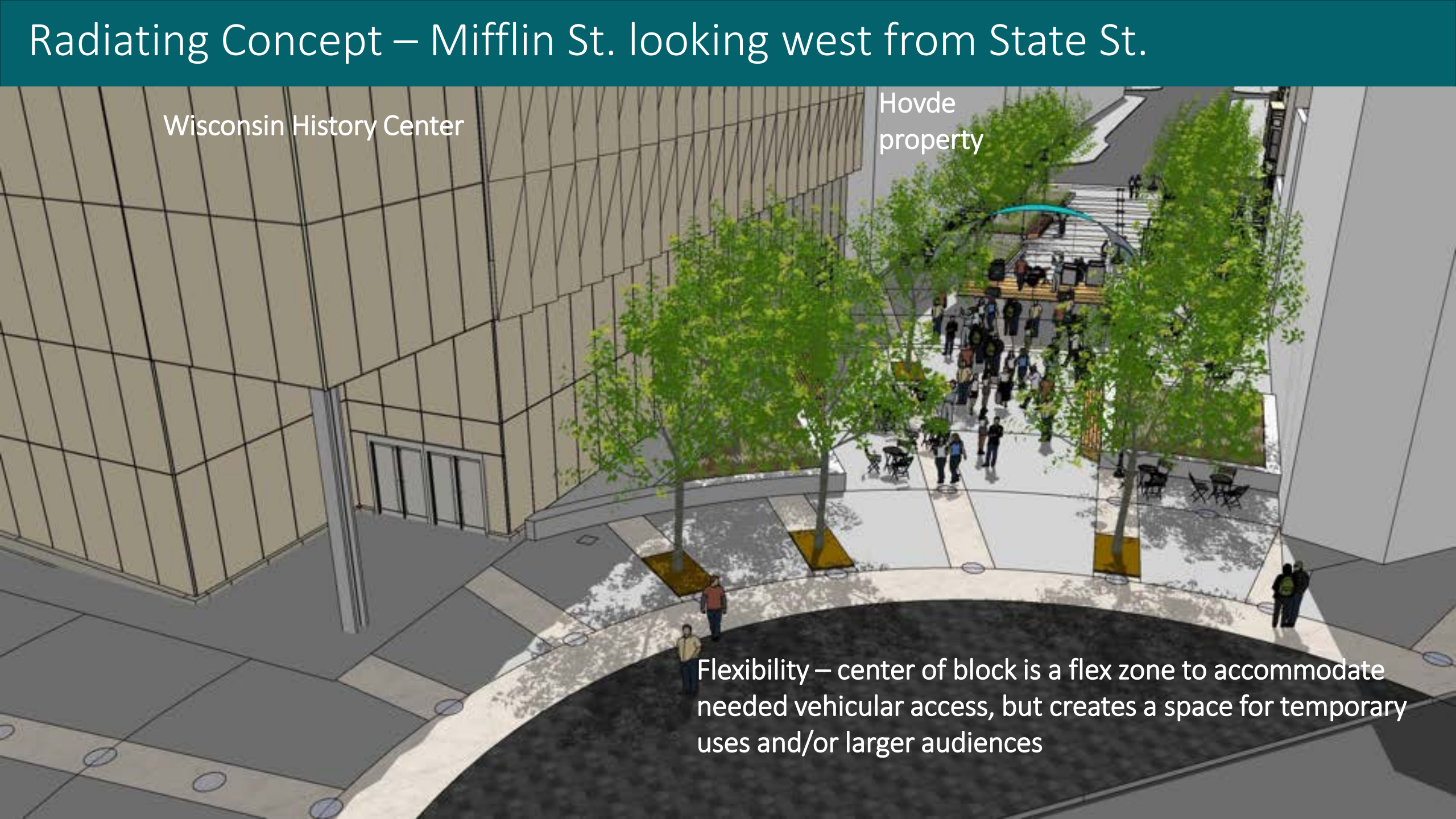
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Trees in silva cells or other enhanced soil environment

Radiating Concept – Mifflin St. looking west from State St.

Wisconsin History Center

Hovde
property



Flexibility – center of block is a flex zone to accommodate needed vehicular access, but creates a space for temporary uses and/or larger audiences

This architectural rendering depicts a city block intersection. On the left is the Wisconsin History Center, a large building with a grid-like facade. On the right is the Hovde property. The central area is a plaza with a curved, dark-colored section at the bottom. The plaza is populated with trees, people, and outdoor seating. A curved ramp or staircase is visible in the background. The overall design emphasizes a flexible, pedestrian-friendly space.

Radiating Concept – Mifflin St. looking west from State St.

Wisconsin History Center

Hovde
property

Flexibility – design supports space for street vending or other pop-up activities near the intersection with State St.



Preconstruction - Mifflin St. looking east from Fairchild St.



Radiating Concept – Mifflin St. looking east from Fairchild St.



Radiating Concept – Carroll St. looking north from State St.



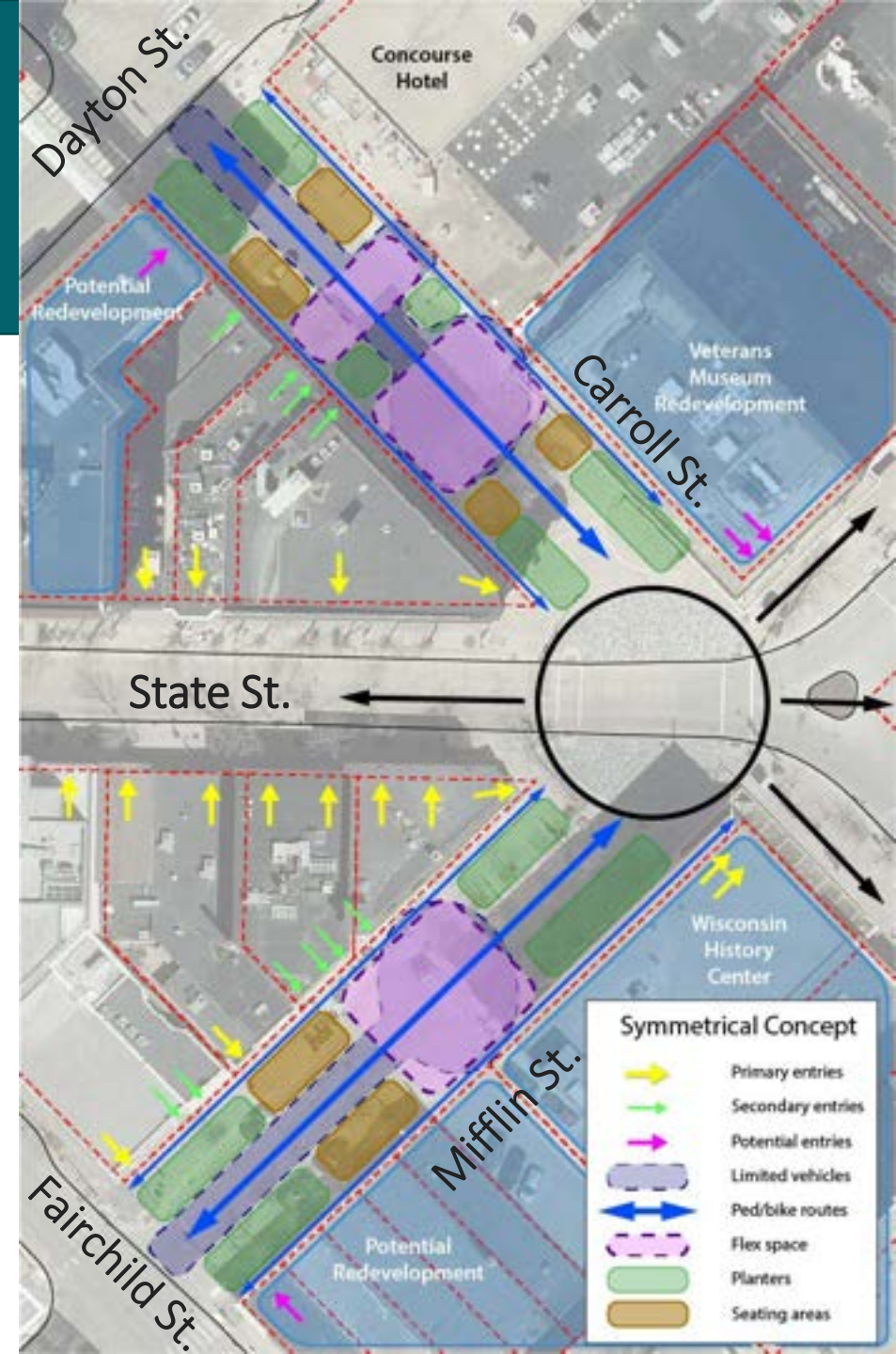
Wisconsin
Veterans
Museum

Café Seating

Planters
with benches

Symmetrical Concept

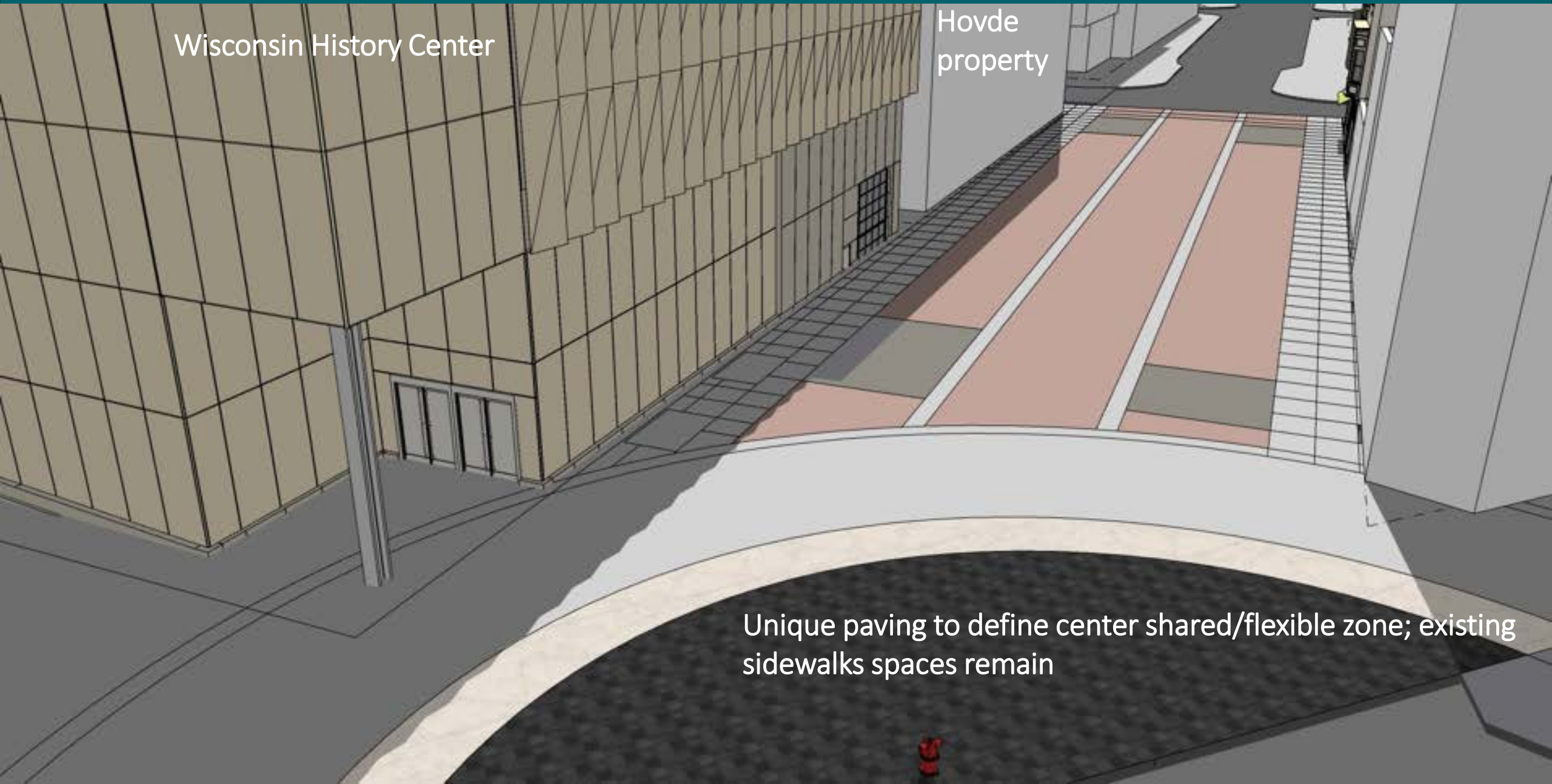
- Maintains sidewalk space and adds central promenade
- Flex areas with art elements
- Play elements near State Street
- Bioswale planting areas



Symmetrical Concept – Plan view



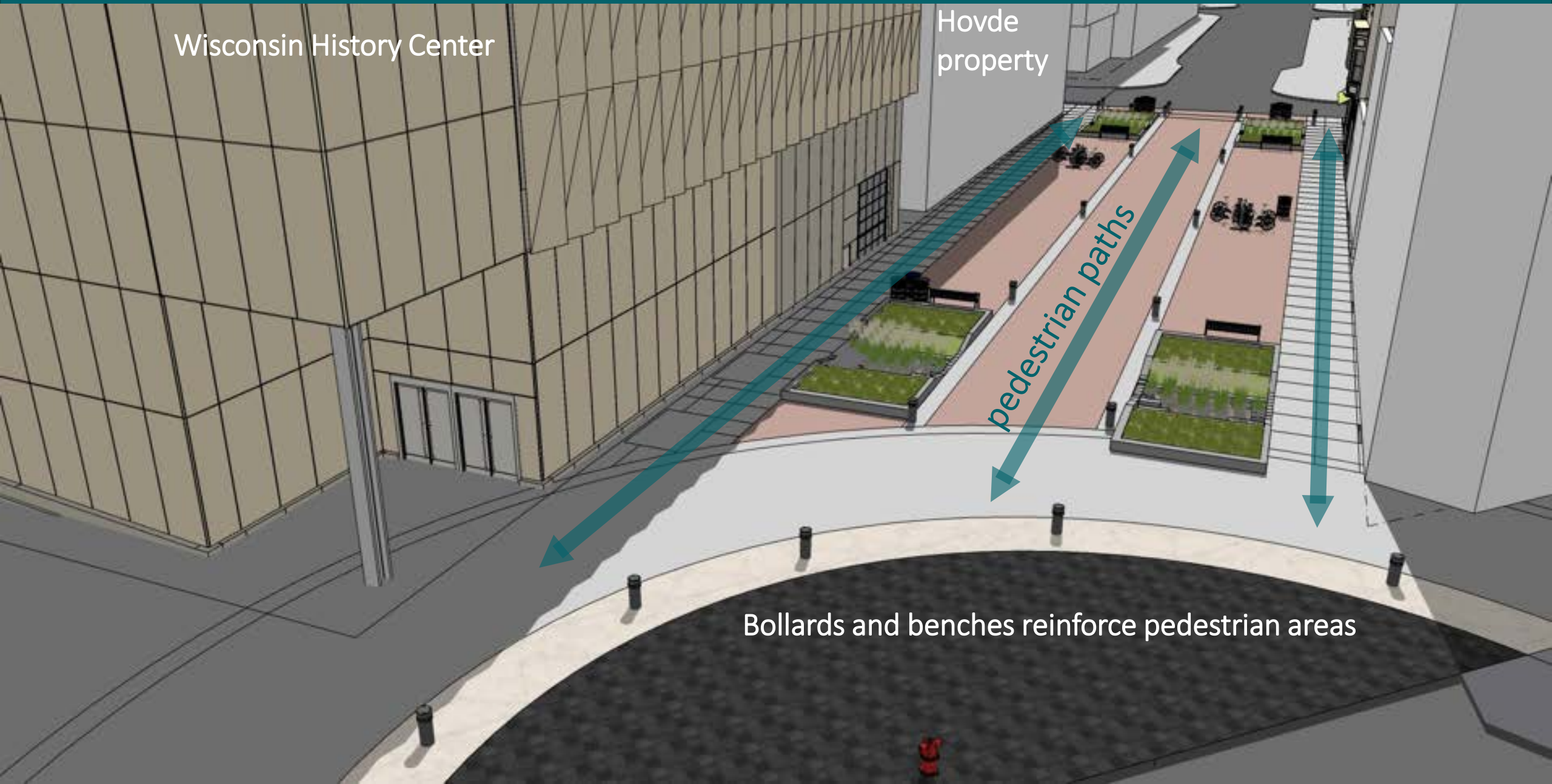
Symmetrical Concept – Mifflin St. looking west from State St.



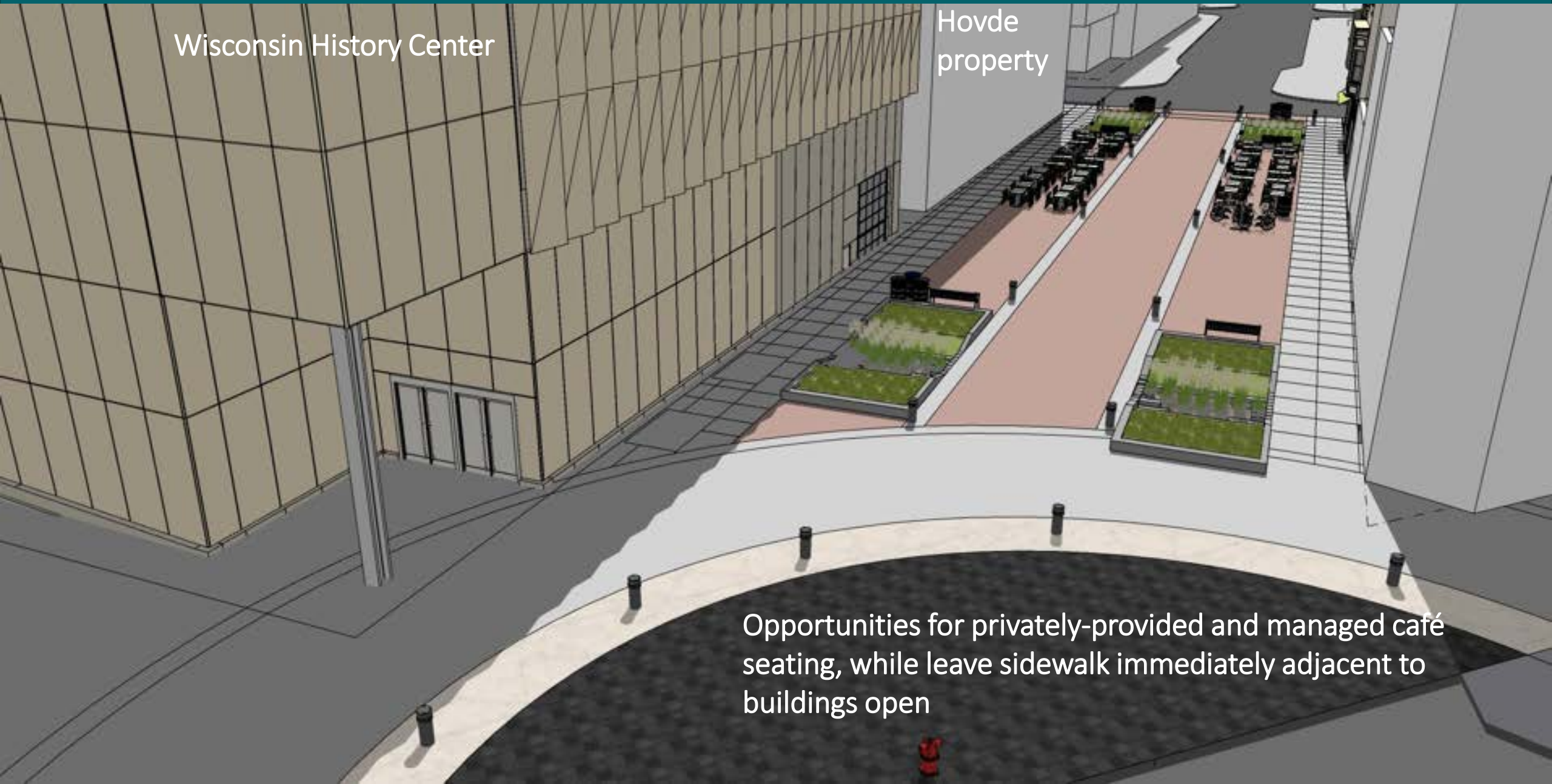
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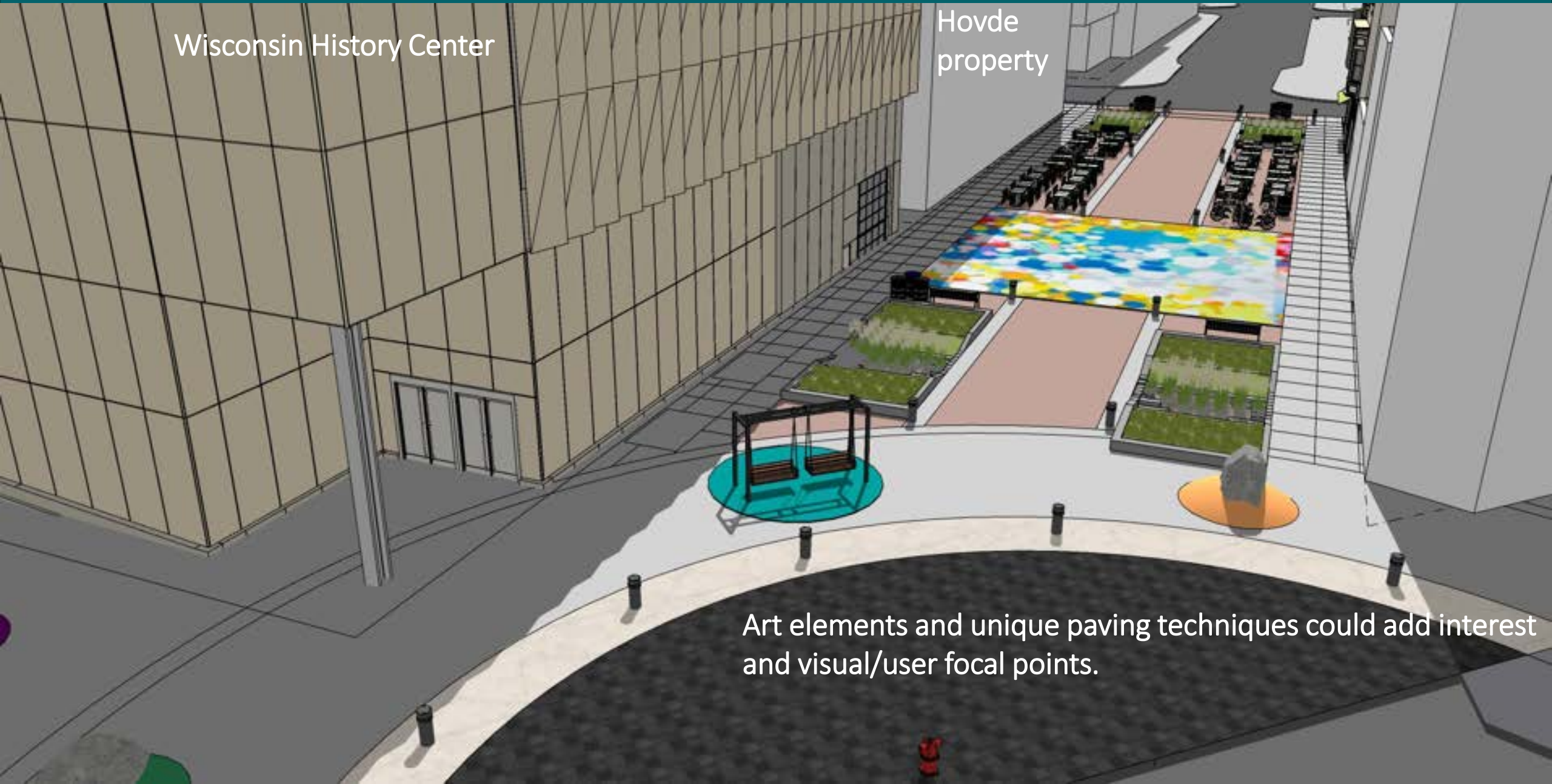


Wisconsin History Center

Hovde
property

Opportunities for privately-provided and managed café seating, while leave sidewalk immediately adjacent to buildings open

Symmetrical Concept – Mifflin St. looking west from State St.



Wisconsin History Center

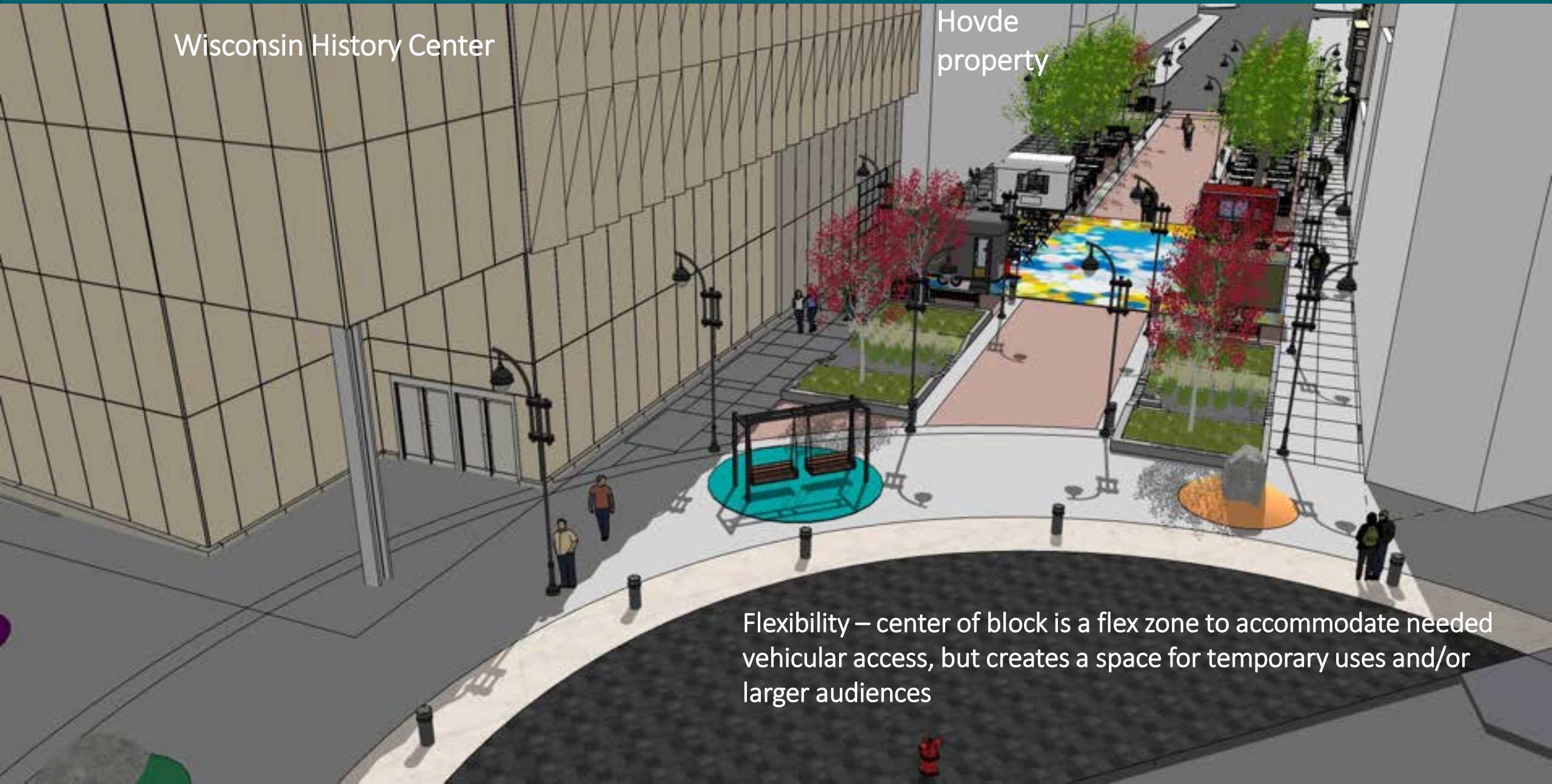
Hovde
property

Art elements and unique paving techniques could add interest and visual/user focal points.

Symmetrical Concept – Mifflin St. looking west from State St.



Symmetrical Concept – Mifflin St. looking west from State St.

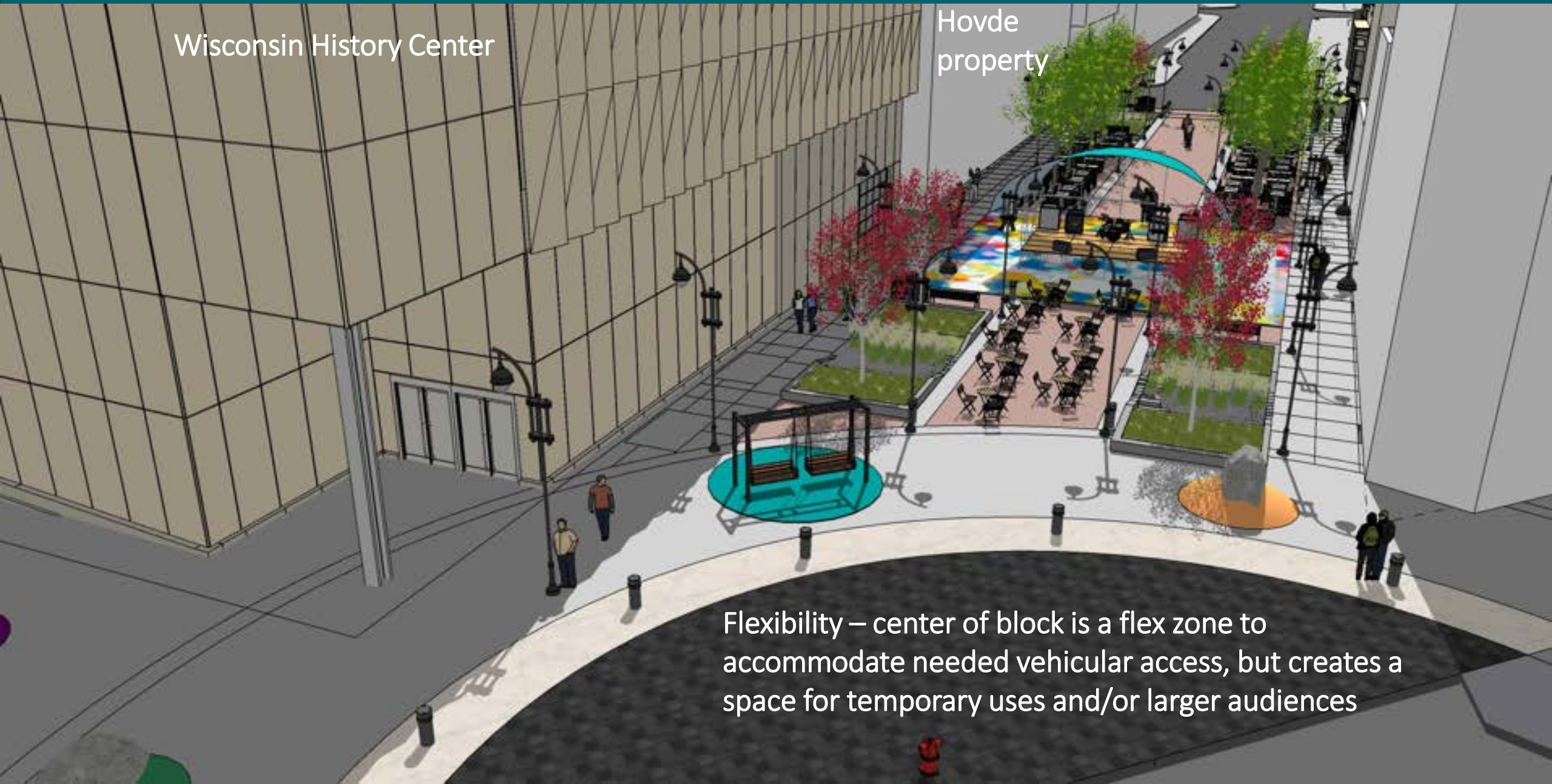


Wisconsin History Center

Hovde
property

Flexibility – center of block is a flex zone to accommodate needed vehicular access, but creates a space for temporary uses and/or larger audiences

Symmetrical Concept – Mifflin St. looking west from State St.



Wisconsin History Center

Hovde
property

Flexibility – center of block is a flex zone to accommodate needed vehicular access, but creates a space for temporary uses and/or larger audiences

Symmetrical Concept – Mifflin St. looking west from State St.



Symmetrical Concept – Mifflin St. looking east from Fairchild St.



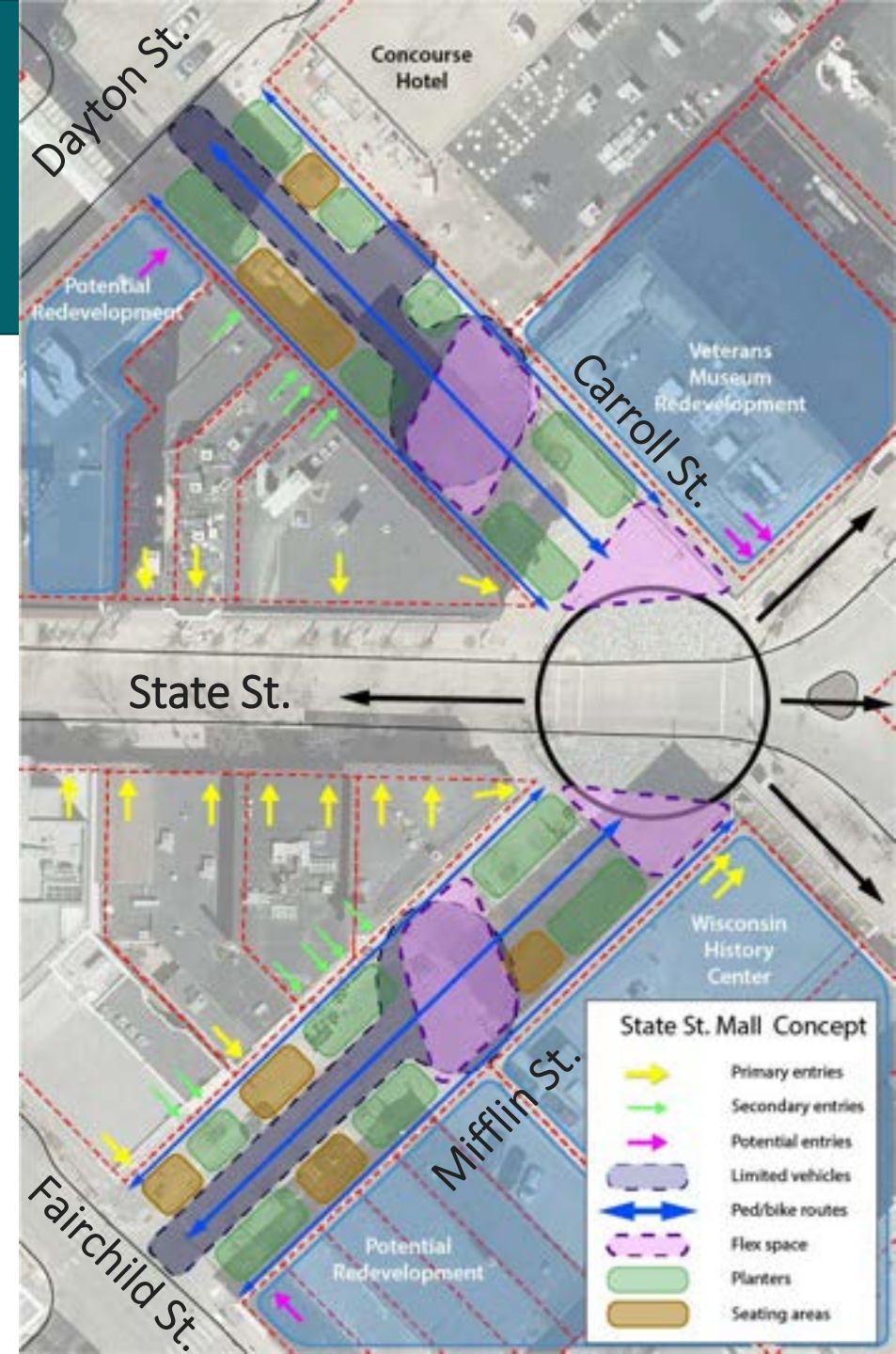
Symmetrical Concept – Carroll St. looking north from State St.



State St. Mall Concept

Major Features of Concept

- Utilizes **design elements and features found in the 800 block** of State St. (aka State Street Mall or Library Mall)
- Creates a **consistent design** in State Street corridor
- Less emphasis on a single unoccupied central flex zone, with flex use areas more interspersed through the block



State St. Mall Concept – Plan view



State St. Mall Concept – Mifflin St. looking west from State St.



Wisconsin History Center

Hovde
property

Unique paving in center and surrounding WHC entry.
Existing sidewalks spaces remain

State St. Mall Concept – Mifflin St. looking west from State St.

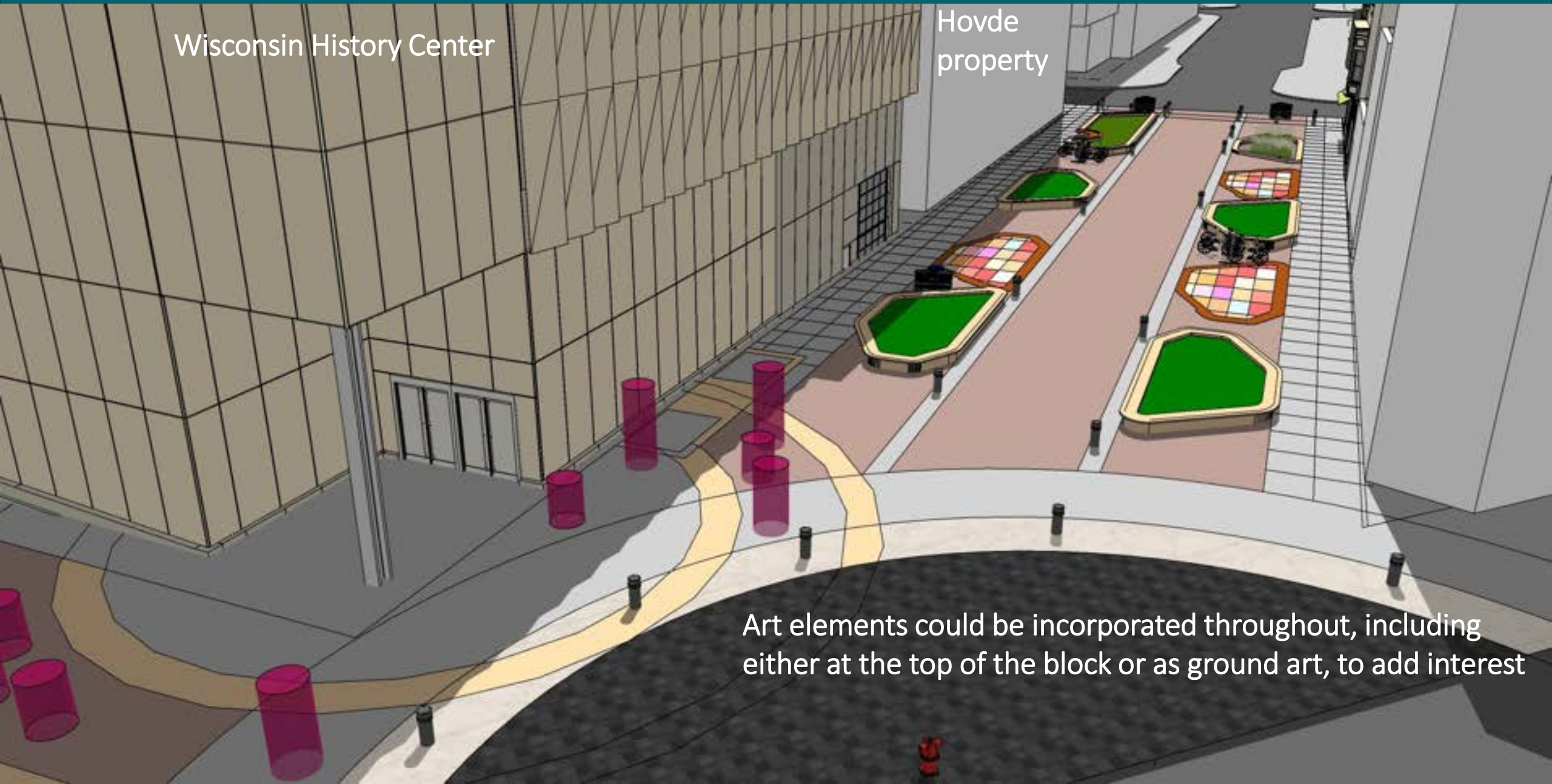


Wisconsin History Center

Hovde
property

Planters with seating walls match those on the 800 block

State St. Mall Concept – Mifflin St. looking west from State St.



Wisconsin History Center

Hovde
property

Art elements could be incorporated throughout, including either at the top of the block or as ground art, to add interest

State St. Mall Concept – Mifflin St. looking west from State St.



Wisconsin History Center

Hovde
property

Café seating can be placed between planters

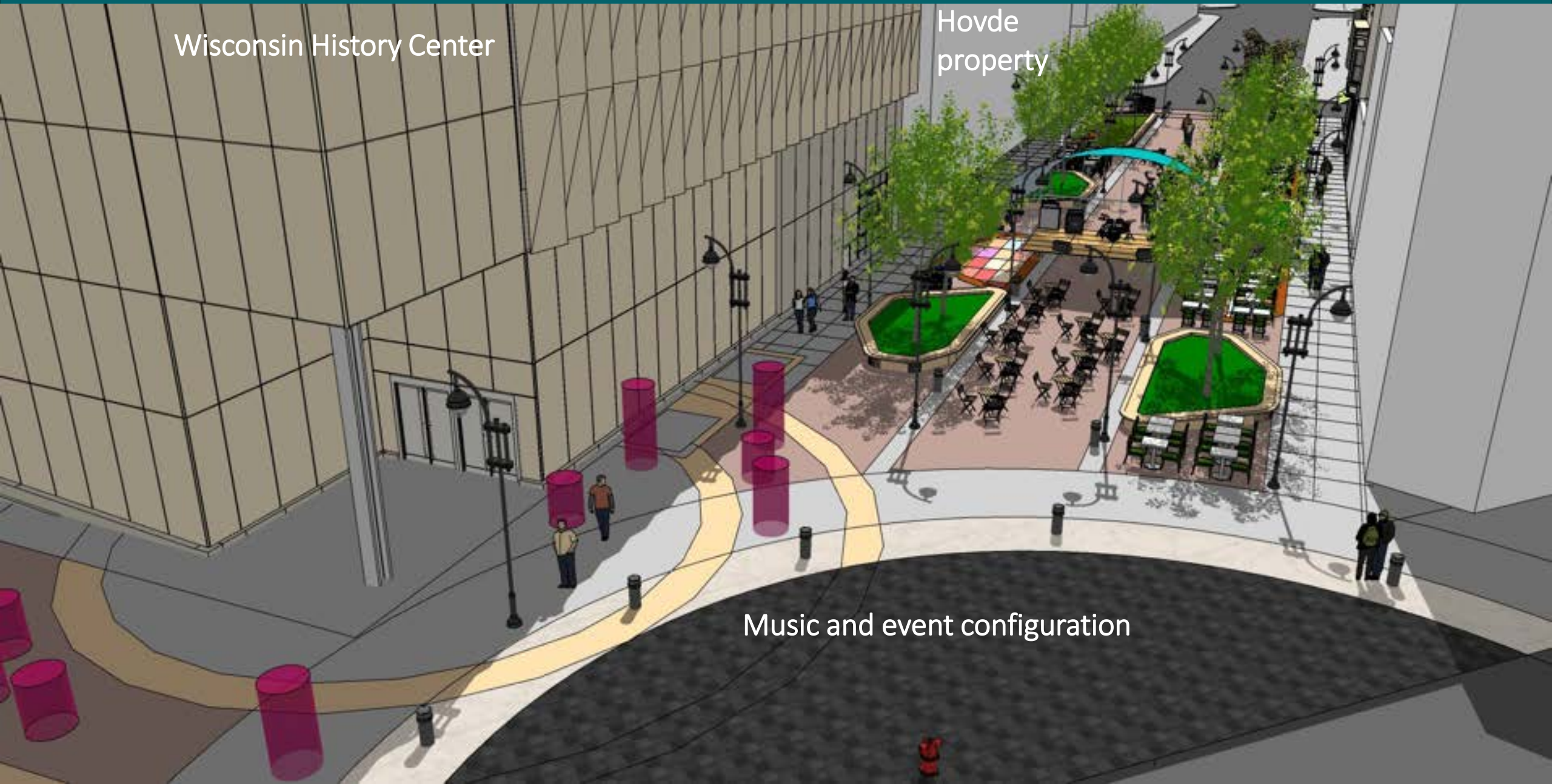
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Wisconsin History Center

Hovde
property

Music and event configuration

State St. Mall Concept – Mifflin St. looking west from State St.



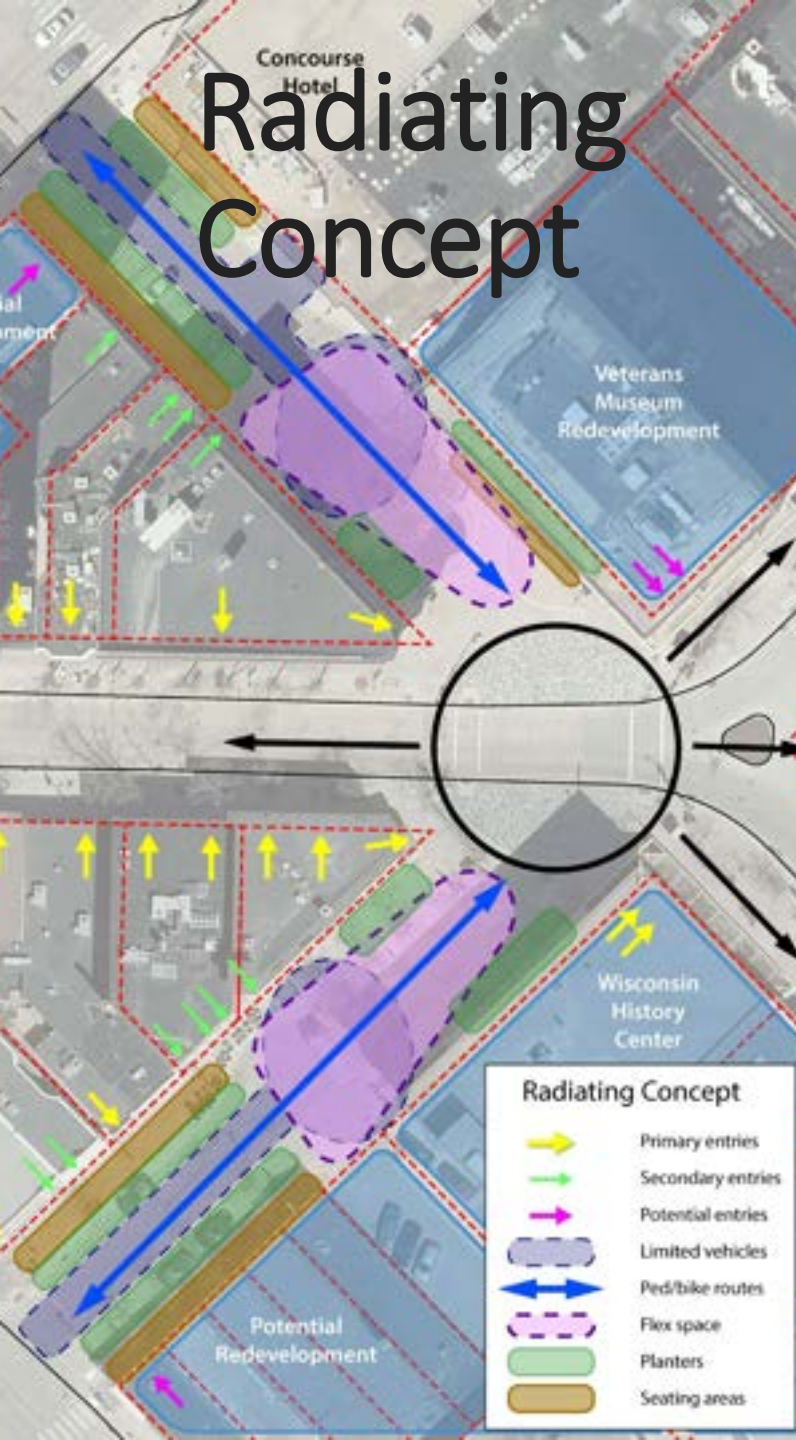
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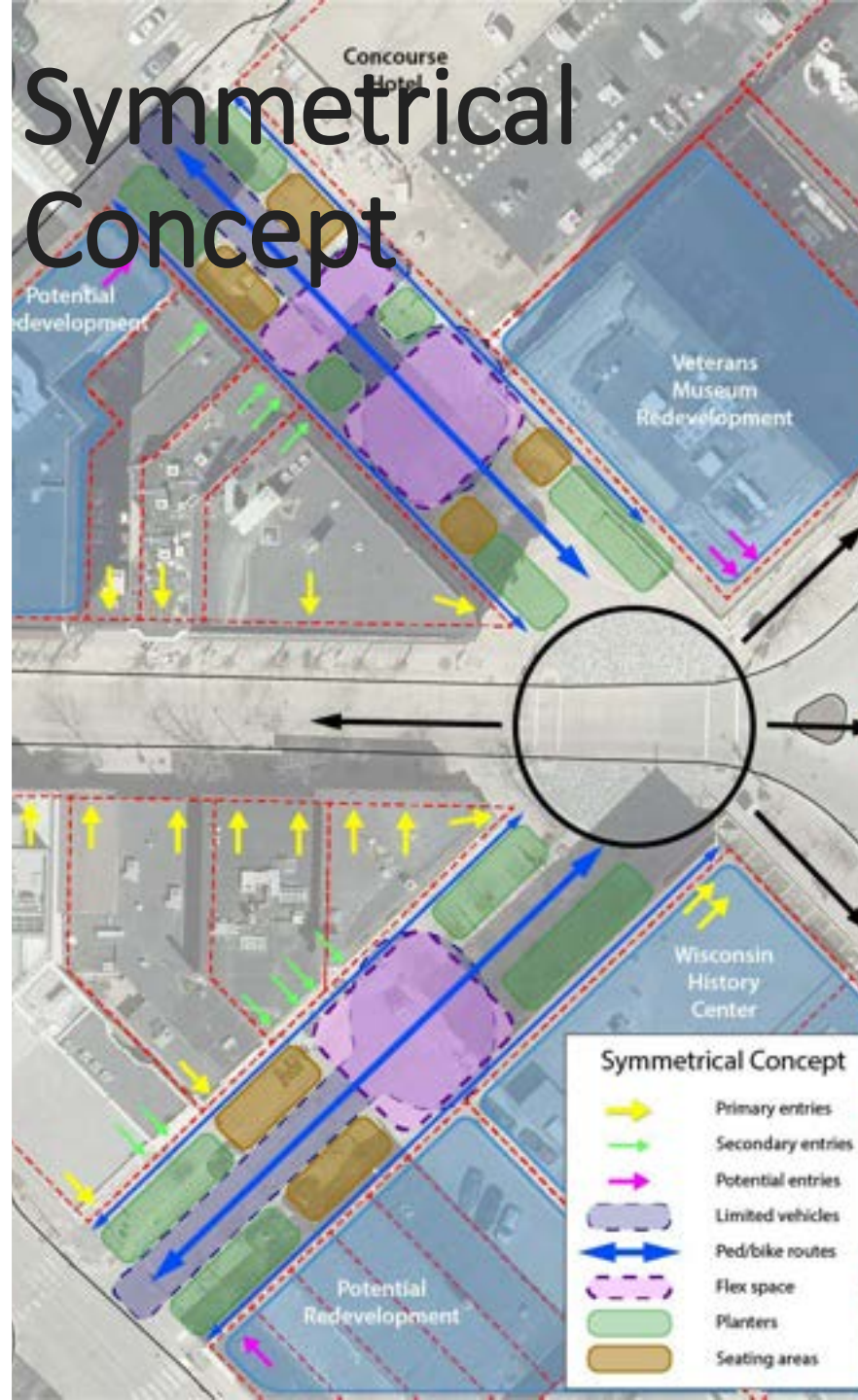
State St. Mall Concept – Carroll St. looking north from State St.



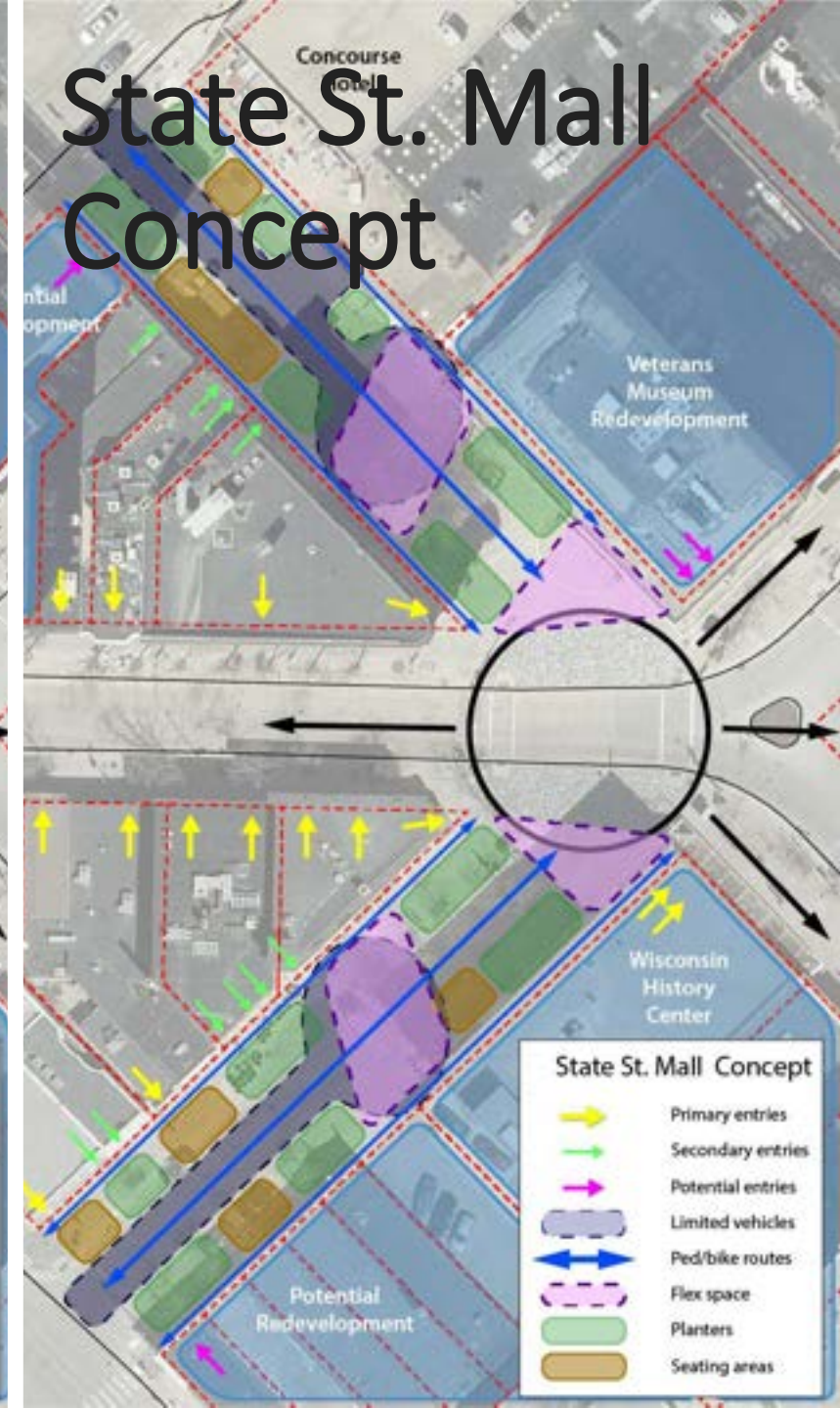
Radiating Concept



Symmetrical Concept



State St. Mall Concept



Anticipated Schedule and Next Steps

April
2024
Kickoff
meeting



January
2025
Design
issues
meeting



June
2025
Concept
design
meeting



Q3 2025:
Design
revisions
meeting



Q3-4 2025:
Programming
meeting

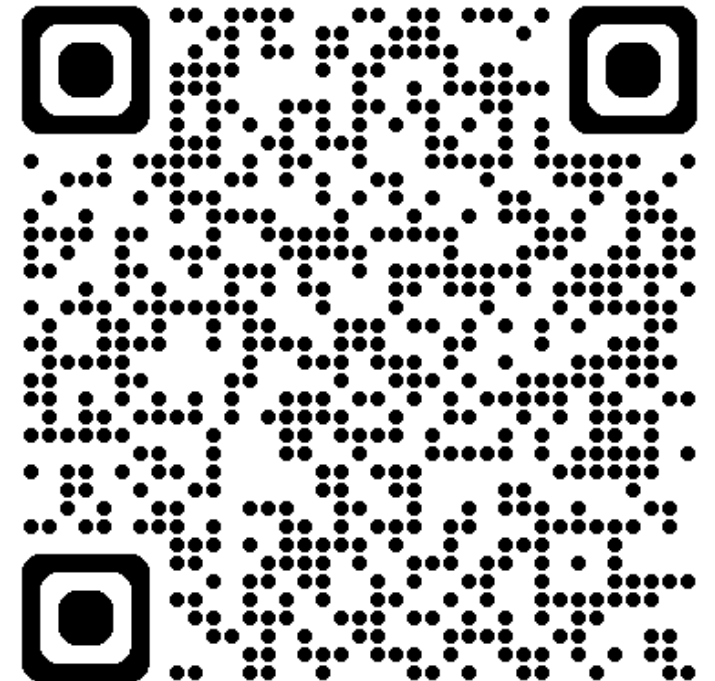


Q4 2025:
Final
design
meeting

Questions

- Which concept is your favorite?
- What elements from each of these designs do you like/not like?
- What is missing from the designs?
- Do the concepts reflect goals and feedback heard at January meeting?
- Support expanding plazas into roadway/parking space?
- Other thoughts?

https://www.surveymonkey.com/r/MifflinPlaza_062325



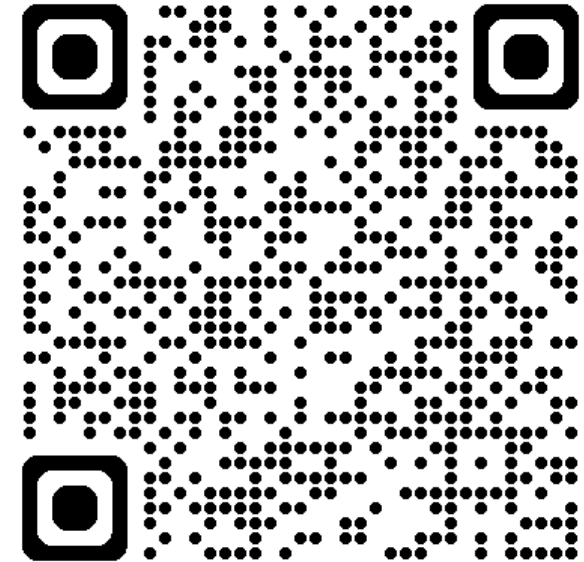
Thank you!

Contact:

Dan McAuliffe

dmcauliffe@cityofmadison.com

608-261-9676



www.cityofmadison.com/dpced/planning/mifflin-plaza-redesign/3942/