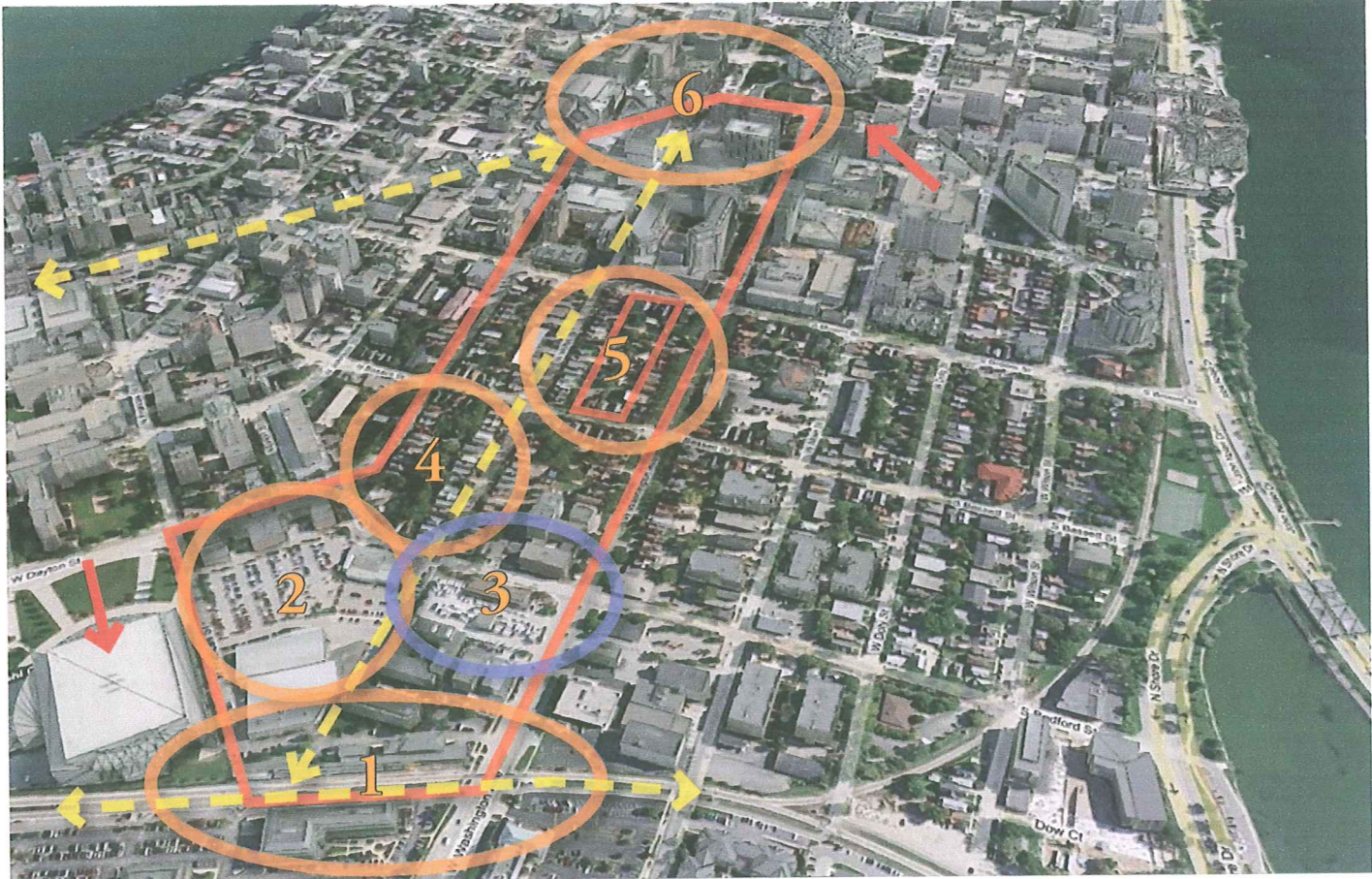


## Area 2: Mifflin Street/ Wisconsin Idea District

- |                                  |                              |                                      |
|----------------------------------|------------------------------|--------------------------------------|
| 1 Inter Modal Transportation Hub | 3 Phil Lewis Wis Idea Center | 5 Mifflin Corridor - Mid Block Study |
| 2 UW Arts Center                 | 4 Full Block Redevelopment   | 6 Overture Triangle                  |



Mifflin Street and its adjacent neighborhood is an anomaly. We think of it as “the hole in the donut.” It is a neighborhood of small and medium-sized residential structures, formerly single family homes, now divided into multi-family units. For the past 50 years, the area primarily housed students, although permanent residents recently started moving in. Owners did little during that time to update the dwellings, leaving many in physical decline. The area is an anomaly: a very important location that is underutilized with great potential for adding to downtown revitalization and sustainable development. Situated between Downtown and the Capitol on one side, with the University on the other, it is the ideal location for a meeting of town and gown. As the University and Downtown expand, this is a great location for it to occur.

Guiding principles and features for development of the area include:

- Regional transportation hub (Map #1)
- UW Arts Center (Map #2)
- Phil Lewis Wisconsin Idea Center (Map #3)
- An Urban - jobs, housing, education, retail, entertainment, arts/culture, public spaces
- An emerging market - new jobs and services related to the UW Institute for Discovery
- Intersection of the University, City and State Capitol
- A physical expression of the “Wisconsin Idea”