

## **State Street 700-800 Block & Library Mall Redevelopment**

The 700 - 800 blocks of State Street are the primary gateway between the UW-Madison and the heart of the city's State Street commercial district. Exciting and creative design features can transform the space,- which intersects with Library Mall, East Campus Mall, and Park Street,- into a significant public gathering place for Madison's students, residents and visitors. Equally important, the project's design must take into account how the university community, residents, and visitors experience the space as they move through it to other destinations.

The preliminary design suggested by the consultants provides an exciting canvas upon which to create a great year-round public space for Madison.

Below is a list of our suggestions for the project:

- Program Coordinator
- Shade and Seating Structures
- Artistic Bicycle Racks
- Bicycle Valet Service
- Bicycle Repair Shop
- Ice Skating Rink in the Winter
- Wading Fountain

We greatly appreciate the committee, the consultants and the staff's consideration of our proposals. Thank you.

### **1. Program Coordinator**

A permanent programming staff position should be included as an essential element of this project for the purposes of coordinating the "social landscape" activities of the completed project and to synthesize the different regulations, missions, interests, etc., of the organizations with jurisdiction over the uses of the space. The ultimate success of the placemaking aspects of the State Street 700 & 800 Block & Library Mall Redevelopment Project depend upon the inclusion of a long term programming staff position as part of the redevelopment project. The staff person's responsibilities should specifically include the coordination of the maintenance of the space, responsiveness to users, music, art, community events, and educational, etc. activities in the redeveloped space.

### **2. Shade and Seating.**

Every great public space needs comfortable and inviting shady areas for people to sit and gather. This fundamental precondition is essential for people to enjoy the public space and to partake in other activities. The Library Mall lacks any shade structures or comfortable seating. Additionally, the recommended removal of old and diseased trees will reduce available shade along the 700 and 800 blocks of State Street. Comfortable movable seating and shade are critically important and should be

incorporated into the project design, e.g. movable tables, umbrellas and chairs. Replacing the old and diseased trees and adding trees along the perimeter of the Library Mall will also add needed shady areas for visitors to enjoy the space.



Library Mall without shade



Mall with movable shade and seating structures

### 3. Bicycles

Artistic Bicycle Racks. Bicycle parking on the 700 and 800 blocks of State Street is woefully inadequate and visually unsightly given the volume of bicyclists that visit the project area on a daily basis.



Current rack systems



Creative Rack Systems

Installing bike racks in appropriate places is critically important. Currently, the consultants propose significant rack structures at entry points to the public space. The size and location of the proposed bike rack systems provide an opportunity to use their size and scope as a "welcoming" "creative" and "playful" gateway to the space. Designing the bike racks as more than mere functional structures adds to the attractiveness of the space and communicates Madison's commitment to bicycling as a convenient and popular mode of transit.

Bicycle Valet Service. Managing the bike traffic at the 700 – 800 blocks of State Street could also be addressed by establishing a bike valet system. The Lake Street ramp is a perfect location for a valet bicycle parking area. In addition to reducing the size and number of exterior bike rack structures, a valet service also protects the bikes from rain, snow and other inclement weather.



Bike Valet Rack System

At the University of Arizona in Tucson, the university's parking and transit services recently opened an on-campus, all-day bicycle valet service for students and employees. In Washington DC, fans going by bike to a Washington Nationals' baseball game can check their bikes at a valet service run by the park staff. The Nationals' bike valet is located inside the ballpark's parking ramp. The service is free although tips are encouraged. A similar service is offered at San Francisco Giants games by the San Francisco Bicycle Coalition. At Chicago's Willis Tower, the management company offers a bike valet service to people working in the office tower. The service is located in the underground parking garage.

In Madison, "20 by 2020", organized by Saris Bicycle Group, the Bike Federation of Wisconsin and the City of Madison offer free bike valet service at local events including the weekly Concerts on the Square, some Badger football games and the Taste of Madison Festival.

Incorporating bike valet services into the State Street 700-800 Block & Library Mall project and locating it at the Lake Street parking ramp offers a convenient and efficient method for accommodating the large volume of bicycles that visit the project area and it provides weather protection for the bikes.

Bicycle Repair Shop. The project should include a small temporary, movable, low-maintenance, freestanding bike repair facility. A small facility much like the "Information Booth" structures used by the Downtown Business Improvement District located on the Capitol Square and at Lisa Link Peace

Park would provide bicyclists with a convenient place for simple repairs. Inclusion of this type of facility highlights Madison as one of America's Top 50 Bike-Friendly Cities.

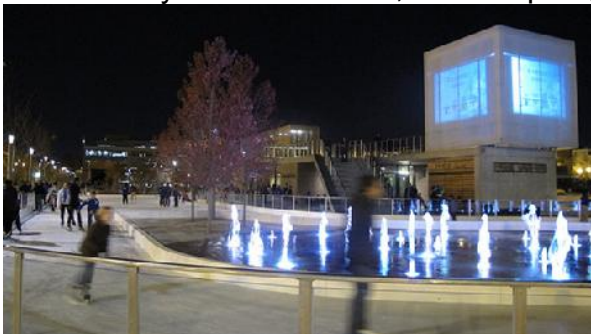


#### 4. A Place for All Seasons

The Library Mall is listed in the National Register of Historic Places as a portion of the Bascom Hill Historic District. It was documented in 1973 and entered in 1974. It has historic significance in the areas of conservation and education. The library mall is culturally and historically important to the University of Wisconsin Madison and to the community. All design features should highlight this cultural landscape.

Ice Skating Rink. Including a winter skating feature around the Library Mall fountain would transform the space into a community destination. It would also extend the public use of the space throughout the winter months. Finally, ice skating on the Library Mall has a longstanding UW – Madison tradition. As described in the UW Cultural Landscape Inventory, from about 1910 through the early 1940s, in the winter the Library Mall was often flooded for hockey games and ice skating.

Small urban ice skating rinks are extremely popular in many successful placemaking projects. In the winter months, Canal Park in Washington DC converts the gathering area around the summertime interactive water fountain into a skating rink. The removable ice skating rink feature was designed for Canal Park by the Olin Studio, Philadelphia, PA.



Canal Park Washington, DC

Similarly, Arrow Park in Milwaukee is also a small urban park whose size fits well into the space available for a potential rink in the Library Mall area. Millennium Park in Chicago, though much larger than the others, demonstrates the value that an urban ice skating rink can bring for year-round public space uses.



Arrow Park, Milwaukee



Millennium Park, Chicago

Extending the year-round public uses of the 700-800 Block of State Street & Library Mall, also benefit food cart vendors who would invariably sell hot food and drinks to the ice skaters and spectators.

Wading Fountain. The spray pattern of the Library Mall water fountain and water conservation issues are long-standing problems. The fountain should be modified into a surface water feature which can act as the center piece for the ice skating rink during the winter.



Library Mall Fountain

Canal Park's interactive water fountain with programmable water jets are embedded below the paving surface anchors on the southern end of the Park and it provides an example of a water feature that could be incorporated in to the Library Mall design. During the spring, summer and fall the ice skating feature is removed and returns to a public gathering place with tables and chairs and umbrellas.



Summertime Play Area



Winter Ice Rink

Canal Park, Washington DC

Similarly, Provo, UT's Pioneer Park incorporates a splash pad water feature which provides a place for visitors to play in water on a warm summer's day. This design feature allows incorporation of historic and cultural designs relevant to the Library Mall.



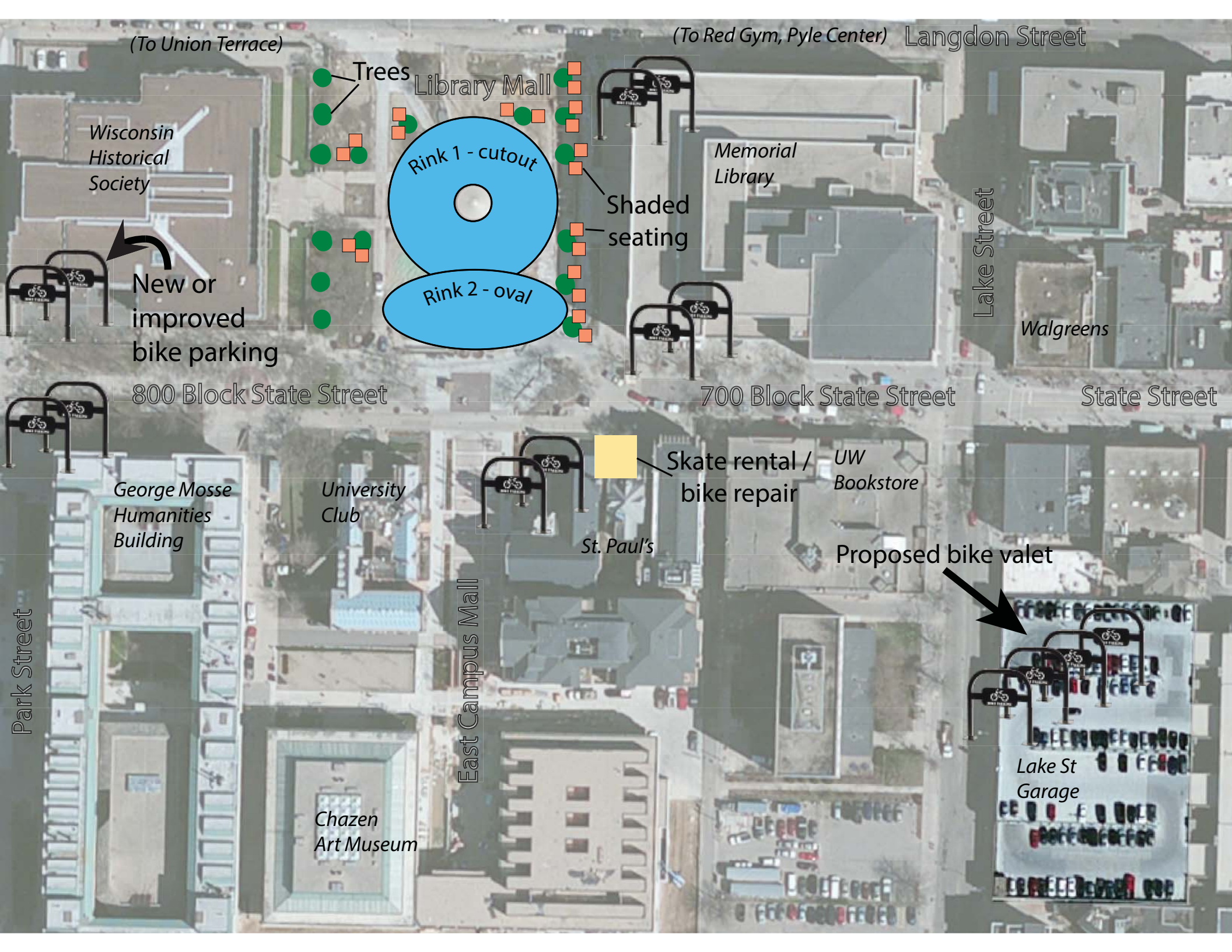
Pioneer Park Provo

Thank you again for consideration of our recommendations. Needless to say, we are available to meet and to answer questions about these proposals.

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(To Union Terrace)

(To Red Gym, Pyle Center) Langdon Street

Wisconsin Historical Society

Trees

Library Mall

Rink 1 - cutout

Memorial Library

Shaded seating

Lake Street

Walgreens

New or improved bike parking

800 Block State Street

700 Block State Street

State Street

George Mosse Humanities Building

University Club

Skate rental / bike repair

UW Bookstore

St. Paul's

Proposed bike valet

Park Street

East Campus Mall

Chazen Art Museum

Lake St Garage