

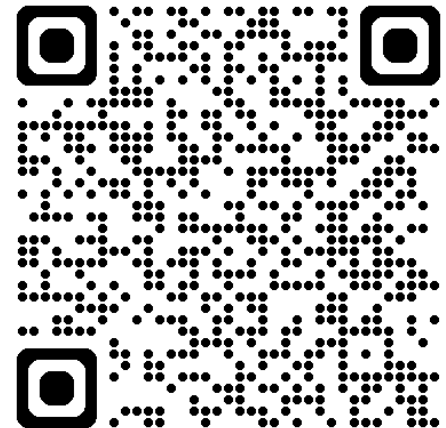


Mifflin Plaza

Design Considerations and Precedents
1/30/25 Virtual Public 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

Display



Display

Display

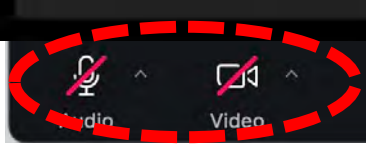
Display

Display

Display

Display

Display



Participants 2

Chat

React

Share

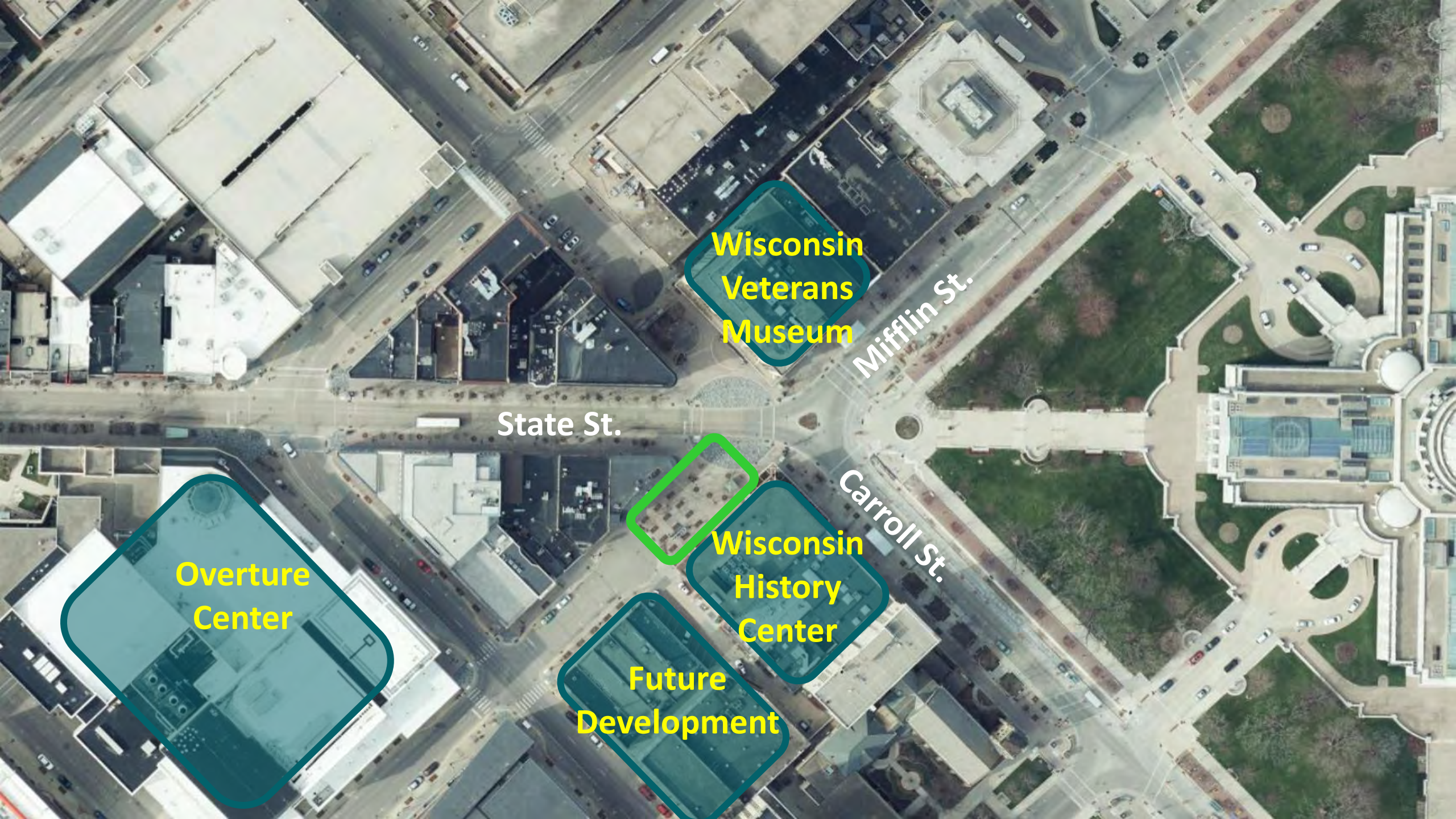
Host tools

More

Leave

Agenda

- Efforts to Date
- Expanded Scope
- Design Considerations
- Design Examples
- Process and Next Steps
- Questions and Comments



Wisconsin
Veterans
Museum

Mifflin St.

State St.

Carroll St.

Wisconsin
History
Center

Future
Development

Overture
Center

Themes from April 2024 Public meeting:

Focused solely on Mifflin Street Plaza

Existing Space

- Sterile, dead
- No activity
- Can feel unsafe

**Few front doors
that create
positive activity
are on the space**

What should the space be?

- More activity
 - Café spaces, busking etc.
 - Winter
- Flexible
- Lighting – dynamic, vivid
- Students and kids
- Complimentary design
- Bold and Wonderful
- Art
- Expand to entire block

Expanded Scope and Potential Phases



Safe Growth Evaluation

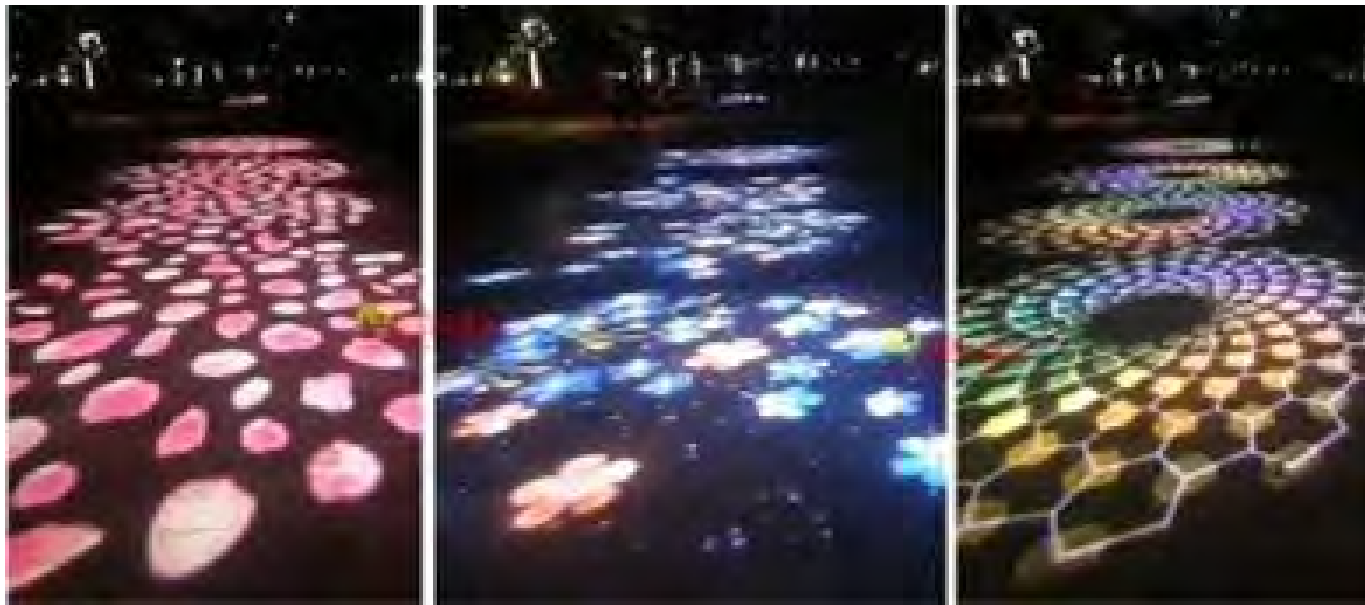
- Staff from MPD, Public Health, Planning, Library, BID
- Findings:
 - Crime decreased dramatically since 2020
 - Problems identified:
 - No identity, not a destination
 - No daytime uses, only bars/restaurants
 - Feels like an alley
 - Dark
 - Drug use/ dealing in cul-de-sac turn around
 - Prostitution in parking adjacent to alley



Safe Growth Evaluation

Strategy 1: Nighttime Lighting Experience

- Downlighting, colored lights and potentially projection art
- Test technology for a longer-term installation.



Strategy 2: Daytime Fence Art Experience

- *Wisconsin History Center created their own fence screen with Museum images.*

Strategy 3: Redesign Plaza Space



Design Goals

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



Who uses the space?

- **Events:** Jazz at 5, MadLit
- **Vending:** Night market, Farmers market
- **Visitors and students:** Capitol, museums, library
- **People passing through:** bikes and peds
- Lunch crowd
- Unhoused population – services nearby



Who isn't there that should/could be?

- Families and children
- Seniors
- People in the evening
- Businesses aren't using the spaces
- Events underutilize space





Design Considerations

Building Fronts/Backs



Building Fronts/Backs



Flexibility vs. Features



Features vs. Flexibility



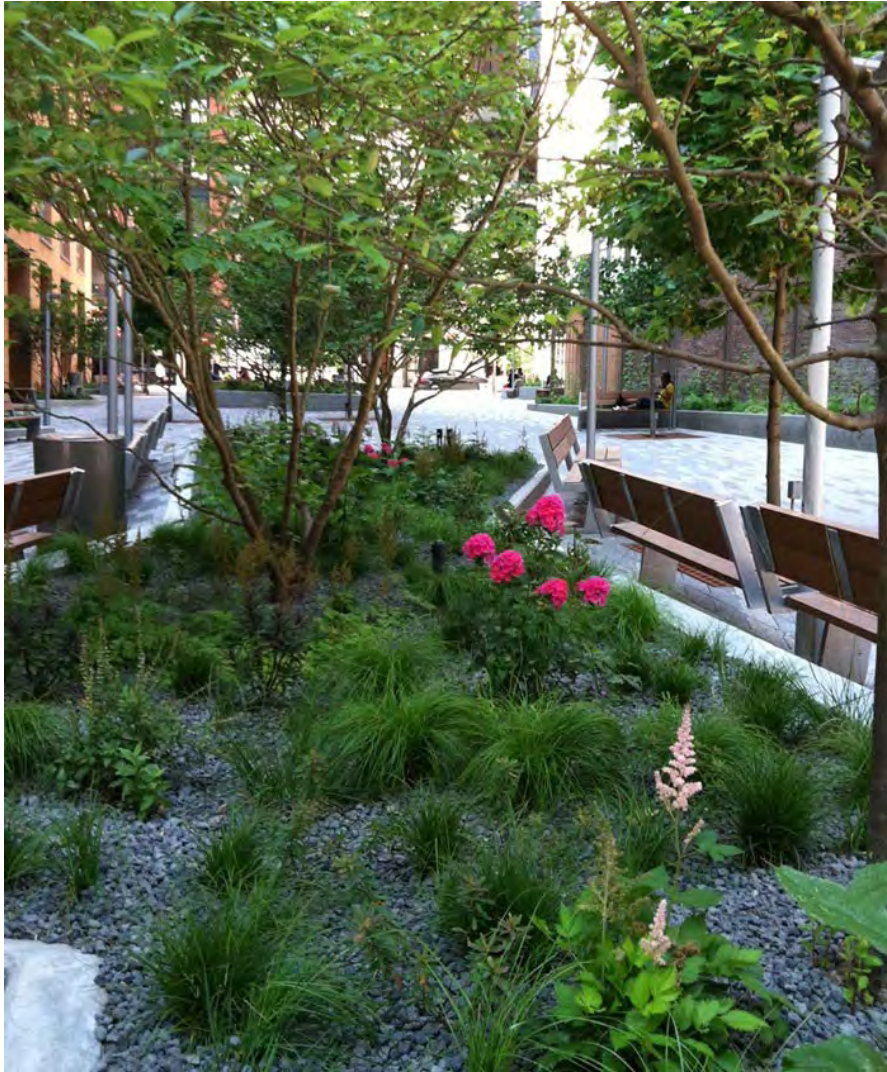
Features vs. Flexibility



Features vs. Flexibility



Planted vs. Paved



Planted vs. Paved



Focal Point: Activity



Focal Point: Art



Albany, NY



Sonic Boom - London



Red Planet Playground - Shanghai, China



Aurum – San Francisco, CA

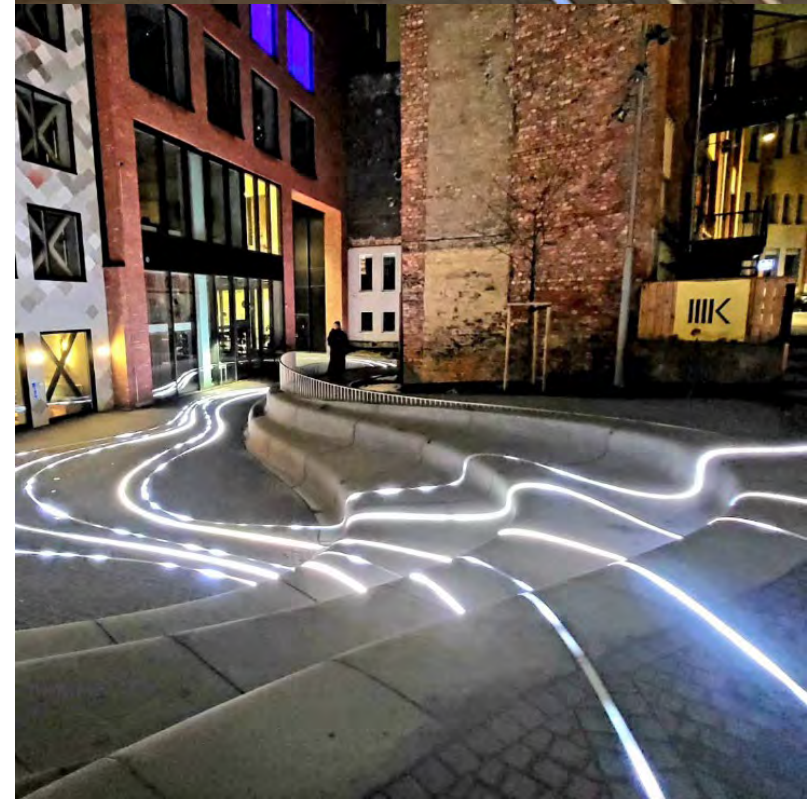


Seating Cylinder - Netherlands



Rainbow Machine - Auckland, NZ

Lighting



Lighting



Vehicular Access



Furniture





Design Examples

East Market Plaza

- Activated by adjacent businesses
- Moveable features – furniture and planters
- Flexible – no fixed objects



The Highline

- Heavily landscaped
- Interspersed seating and gathering areas
- Narrow space



Beekman Plaza

- Planters direct activity to center of space
- Greenscreen covers blank wall
- Variety of fixed and moveable seating
- Pavers create texture



Larimer Square

- Pedestrian-oriented street
- Colorful outdoor seating, planters, painting and festival lights
- Businesses activating the space



Pearl Street

- Pedestrian Mall
- Fixed features in center
- Pathways on the side
- More formal, less flexible
- Banners, lighting, planters create sense of place



Anticipated Schedule and Process

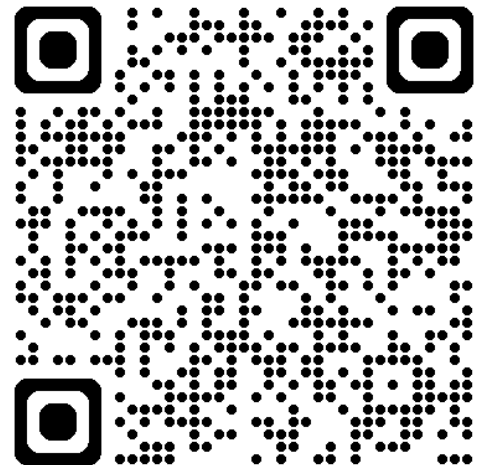
- February: Begin design work
- Q2: Concept design meeting
- Q3: Design revisions meeting
- Q3-4: Programming meeting
- Q4: Final design meeting



Questions

- What are your goals for the space?
- Who should be coming to Mifflin Plaza that isn't there now? How do we attract those people?
- What would bring you to the plazas and keep you there?
- What design features seem most important to include?
- Do you support removing the roadways and parking (while still allowing limited vehicular access)?

https://www.surveymonkey.com/r/MifflinPlaza_013025



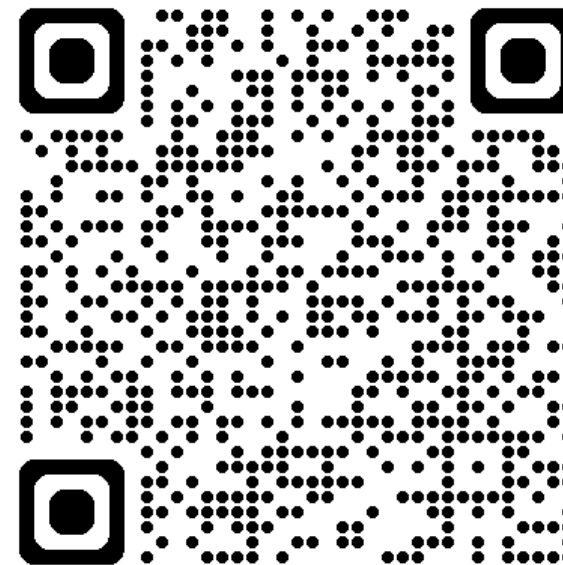
Thank you!

Contact:

Dan McAuliffe

dmcauliffe@cityofmadison.com

608-261-9676



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