



Department of Planning & Community & Economic Development

Planning Division

Heather Stouder, Director

215 Martin Luther King Jr. Blvd. Ste 017

P.O. Box 2985

Madison, Wisconsin 53701-2985

Phone: (608) 266-4635

Fax (608) 266-6377

www.cityofmadison.com

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State Street 2024 Pedestrian Mall Update – Downtown Coordinating Committee

The following is a brief status summary of preparation for the 2024 pedestrian mall experiment.

Furniture

Street furniture was ordered, with delivery expected by May 6. The City ordered 18 benches and 23 planters total, from Wausau Tile using funds from TID 50. The models are shown below and were presented at the February DCC meeting as leading candidates. The 8 flamingo placemaking elements are planned to be mounted to select planters. Staff prepared a draft furniture location diagram, factoring existing street furniture, lighting and café spaces. This will be refined as we know more about how adjacent businesses and vendors use the space during events like the Madison Night Market and Maxwell Street Days. We've also been in contact with event organizers for Cars on State about furniture placement and anticipated impacts on car placement.

Plants

We are in process of identifying and reserving/purchasing appropriate plants for the planters. Considerations including appearance, sun and shade tolerance and watering requirements. Leading candidates are varieties of taller ornamental grasses. We are coordinating watering needs with Mall Concourse Maintenance. Watering will likely come from the 2024 operating budget funding allocated to the pedestrian mall experiment.

Graphic Wraps for Planters

Staff met with a vendor the City uses for utility box wraps to understand potential for wrapping planters. The wraps are compatible with the concrete furniture and have a two-week lead time for production and installation. Staff is working with graphic design staff in the City to design wraps, though there are not drafts at this point. We anticipate wrapping about half of the planters but may do more if budget allows.

Street Painting

Medallions (large circles designed by local artists): We are working with artist to finalize medallion designs by using a limited number of standardized colors. This dramatically simplifies the street painting process. We are in the process of scheduling the painting work, which will likely occur the weekend of April 21.

Stencils: Final designs have been received and a total of 8-12 stencils of various size will be produced. Designs are attached on subsequent pages. Staff complete a final street painting plan, identifying location size and quantity of circles for stencils. Staff is looking at April 21 or May 5 as potential dates to paint the stencils.

We are also coordinating with various City agencies in preparation for painting. This includes sweeping/washing the street and potentially painting single color base layers.

Outreach

We are engaging in proactive outreach to the business community in the 400-600 blocks by walking door to door to have direct conversations with those businesses (or drop off materials if owners/managers aren't available). This has taken longer than expected since many longer conversations resulted from this outreach. We anticipate wrapping up this phase of outreach by the week of March 18.

Times and Closure

A major focus of the business outreach was discussion about delivering and gathering perspectives on when street closures could occur. Based on current feedback, we see general support for following closure times:

Monday – Friday: After 3:00 pm

Saturday – Sunday: After 10:00 am

We've asked Madison Police Department for their perspective about when the street should reopen to delivery, cab or other vehicles currently allowed by ordinance on State Street. We acknowledge these times could change as we complete discussions with businesses but there seems to be few business conflicts with these windows.

We still anticipate the pedestrian mall experiment beginning graduation weekend (May 10-12) and ending by late October.

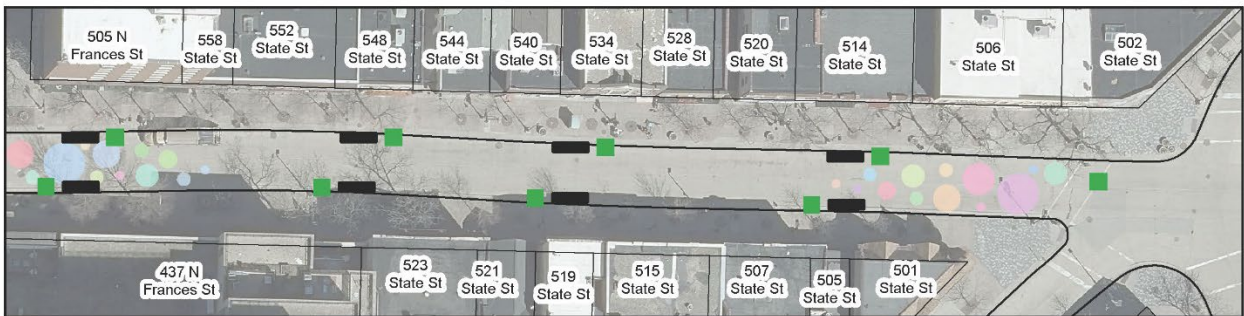
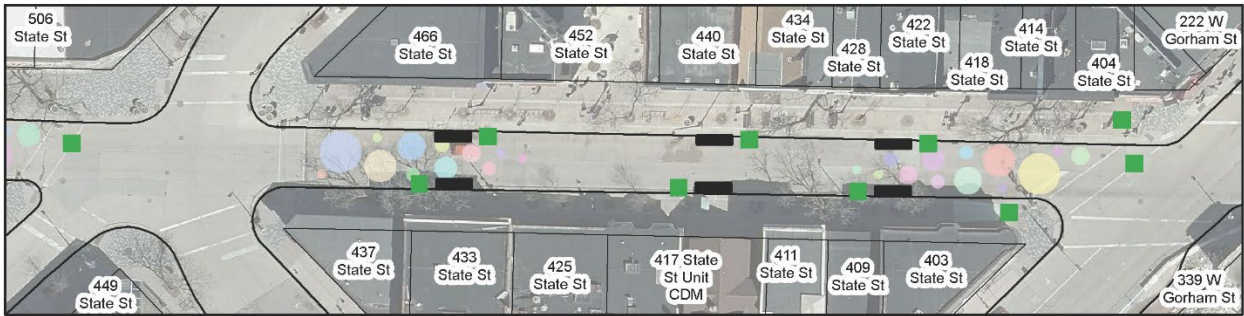
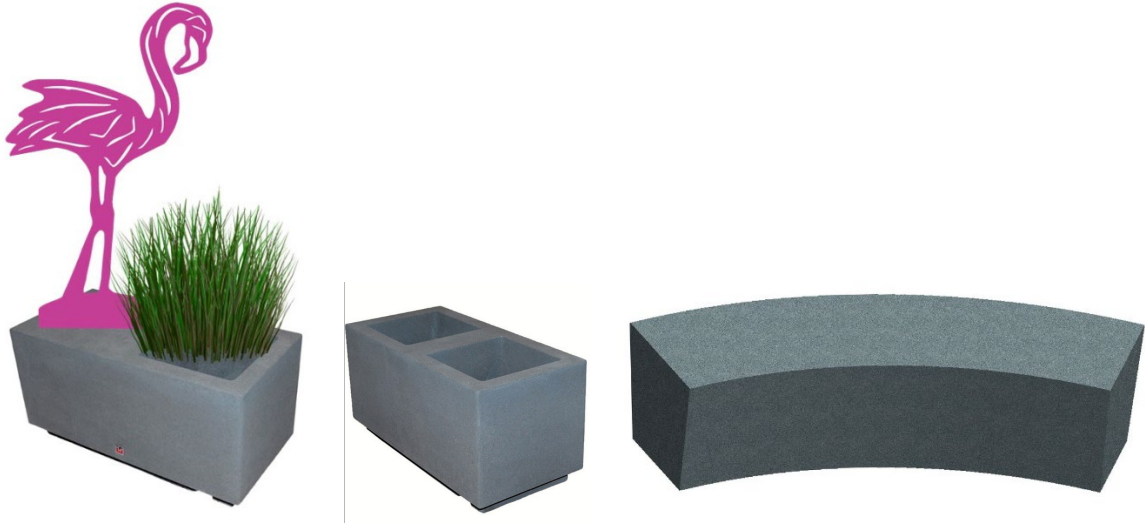
Programming

We are continuing to have conversations with the BID related to programming. This will be a focus in the coming weeks.

Next Steps:

- Complete business outreach
- Publish street closure plan
- Finalize painting plan
- Finalize furniture placement plan
- Draft user survey/feedback mechanism

Furniture and placement plan (draft)



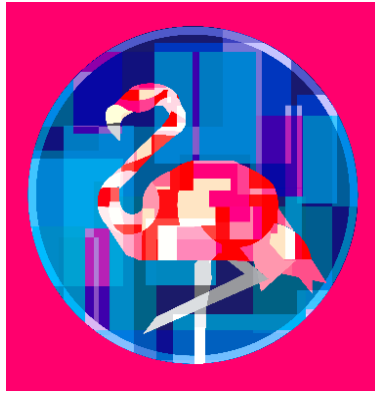
Benches
 Planters

 Street Painting Area

Street Painting – Medallions



Jessica Gutierrez



Rahul Kamath



Taylor McAda

Street Painting - Stencils

