



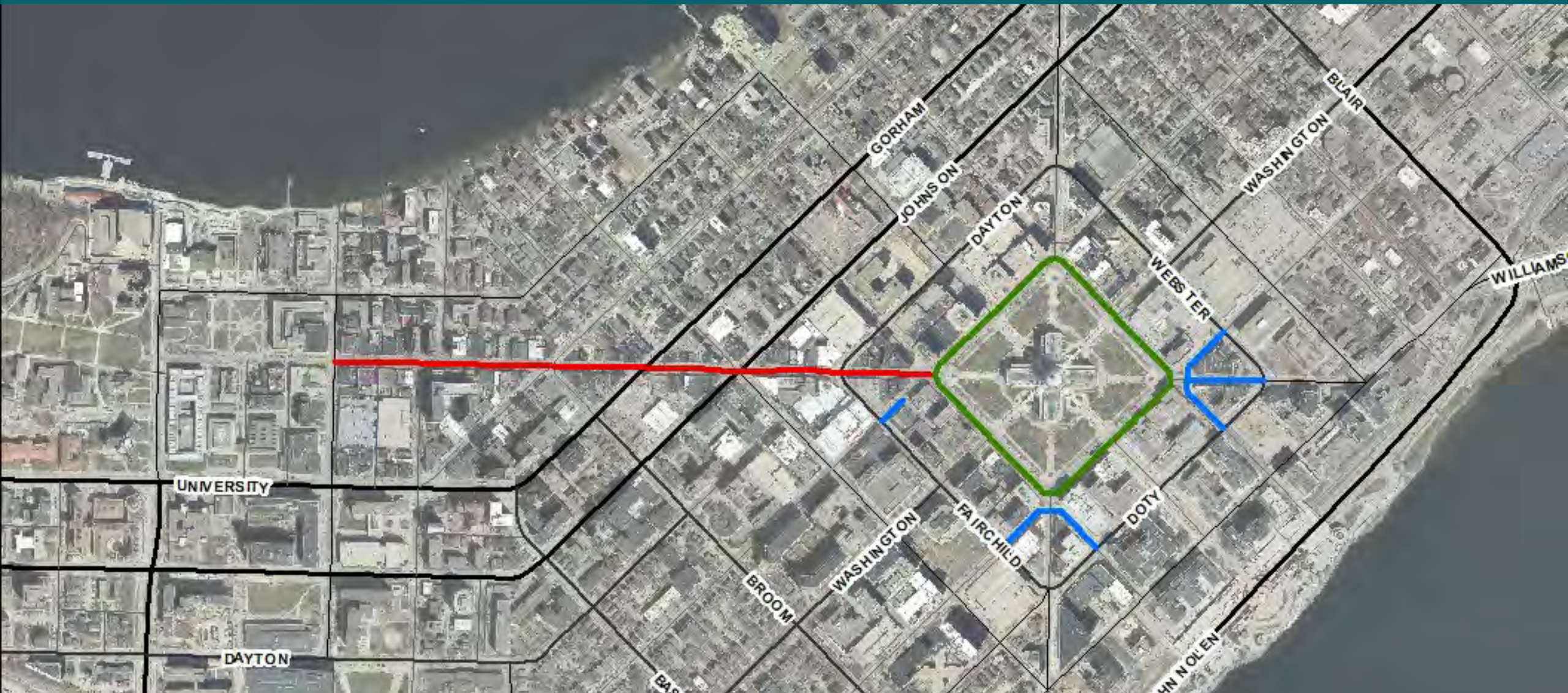
State Street Pedestrian Mall Experiment 2024

APA-WI Conference – September 12, 2024

Dan McAuliffe & Rebecca Cnare

City of Madison Planning Division

Downtown Context



State Street - History



State Street – 1980s



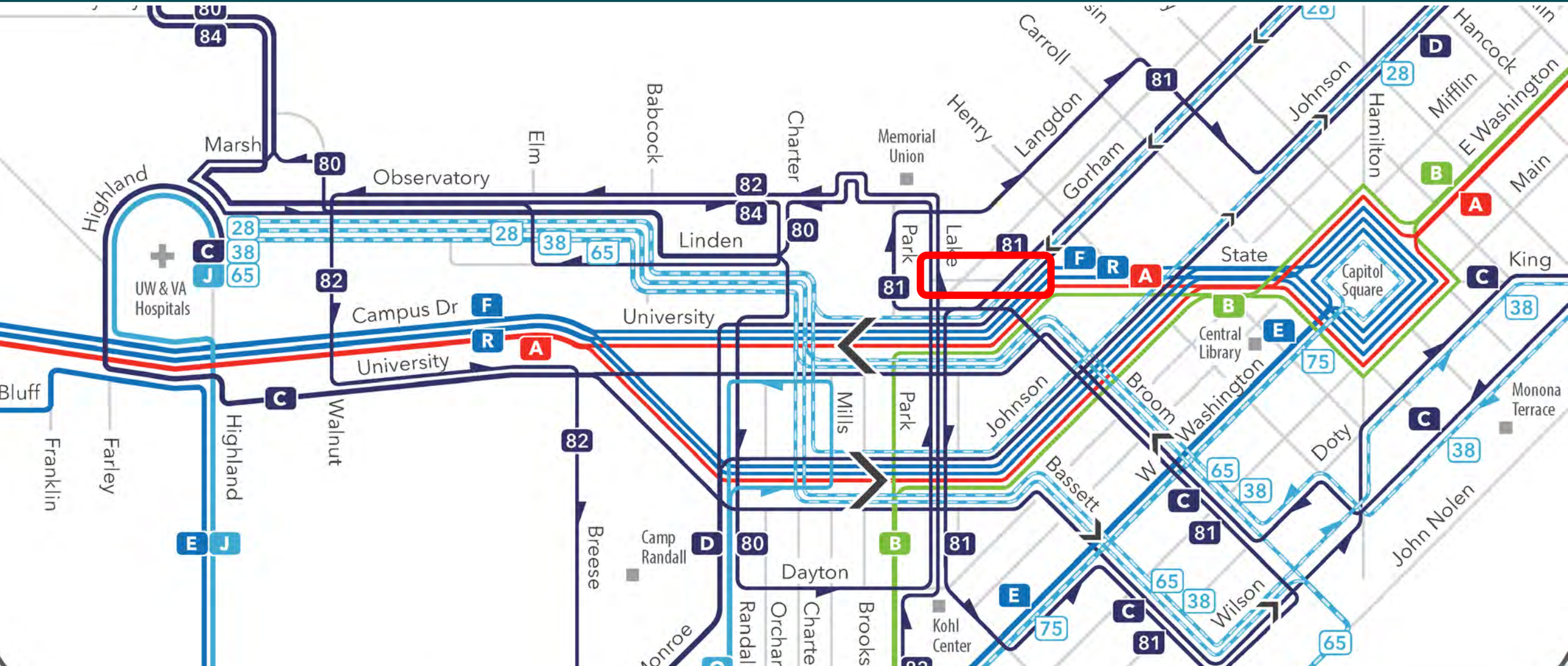
State Street – 2004 Reconstruction



2020 Weekend Closure



2023 Metro Transit Network Redesign



Community Perspectives

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ALERT TOP STORY

EDITORIAL

Transform State Street into promenade

Wisconsin State Journal editorial board Jan 24, 2021 0

ALERT TOP STORY

EDITORIAL

OUR VIEW: With buses gone, make lower State Street special

Wisconsin State Journal editorial board Jul 16, 2023 2

Initial Discussions: Downtown Coordinating Committee

- Streets and Mall Concourse Maintenance
- Traffic Engineering
- Street Vending
- Police & Fire
- Disability Coordinator & Metro Paratransit
- Engineering
- BID and Business Association (GSSBA)
- Neighborhood associations
- State Street Survey

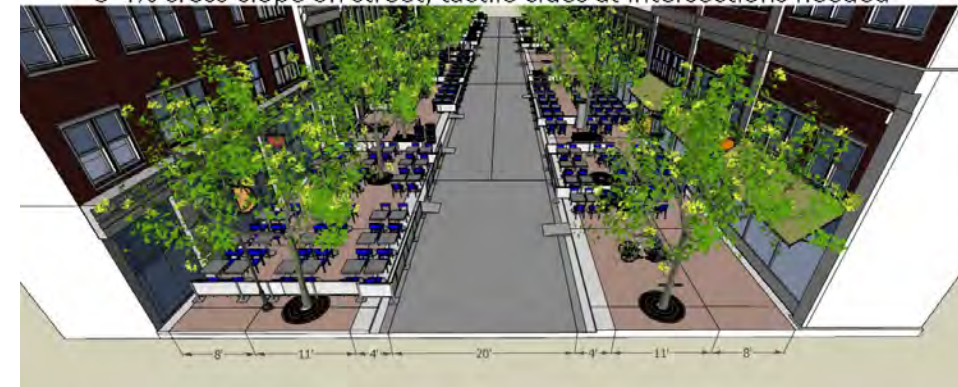
Idea 1:

Extend cafes $2' + 2' = 4'$ over curb/street, keep sidewalk
This maintains tactile clues at intersections, 2% cross-slope on sidewalk,



Idea 2: All pedestrians and bikes in street

Ramping of some type needed – difficult due to drainage,
structural slab, tripping hazards
3-4% cross-slope on street, tactile clues at intersections needed



Key Lessons:

- No changes to street/curbs
- Emergency access and fire lanes critical
- City operations: refuse collection, snow, forestry, street cleaning, etc.



Key Lessons:

- Bikes and pedestrians
- Accessibility
- Retail vs. service industry



Key Lessons:

- Business deliveries and building service
- Residents moving



August 2023 – Resolution and Approval



State Street blocks to become pedestrian mall in 2024 experiment

By Allison Garfield
Sep 6, 2023



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Extent of State Street Experiment



Existing Conditions





Selfie station or photo frame

- Incorporate hashtag to create social media presence



Planters on inbound lanes

- More attractive and than wooden barricades
- No ongoing staff time requirement to control access
- Allows cyclists normal access in direction

Gateway placemaking elements

- Creates visual distinction for pedestrian blocks
- Illumination attracts attention to area



Street Painting

- Roots shown as sample
- Adds interest and conveys change in character of street

Benches at curb, facing into street

- Encourages street be used as public space
- Visual reminder to drive slowly
- Stays out of fire lane

Loading zones at cross street



BASCOM HALL





#FLOCKTOSTATE

XXXXXX
SHOP GROCERY

LOTS

OPEN LATER

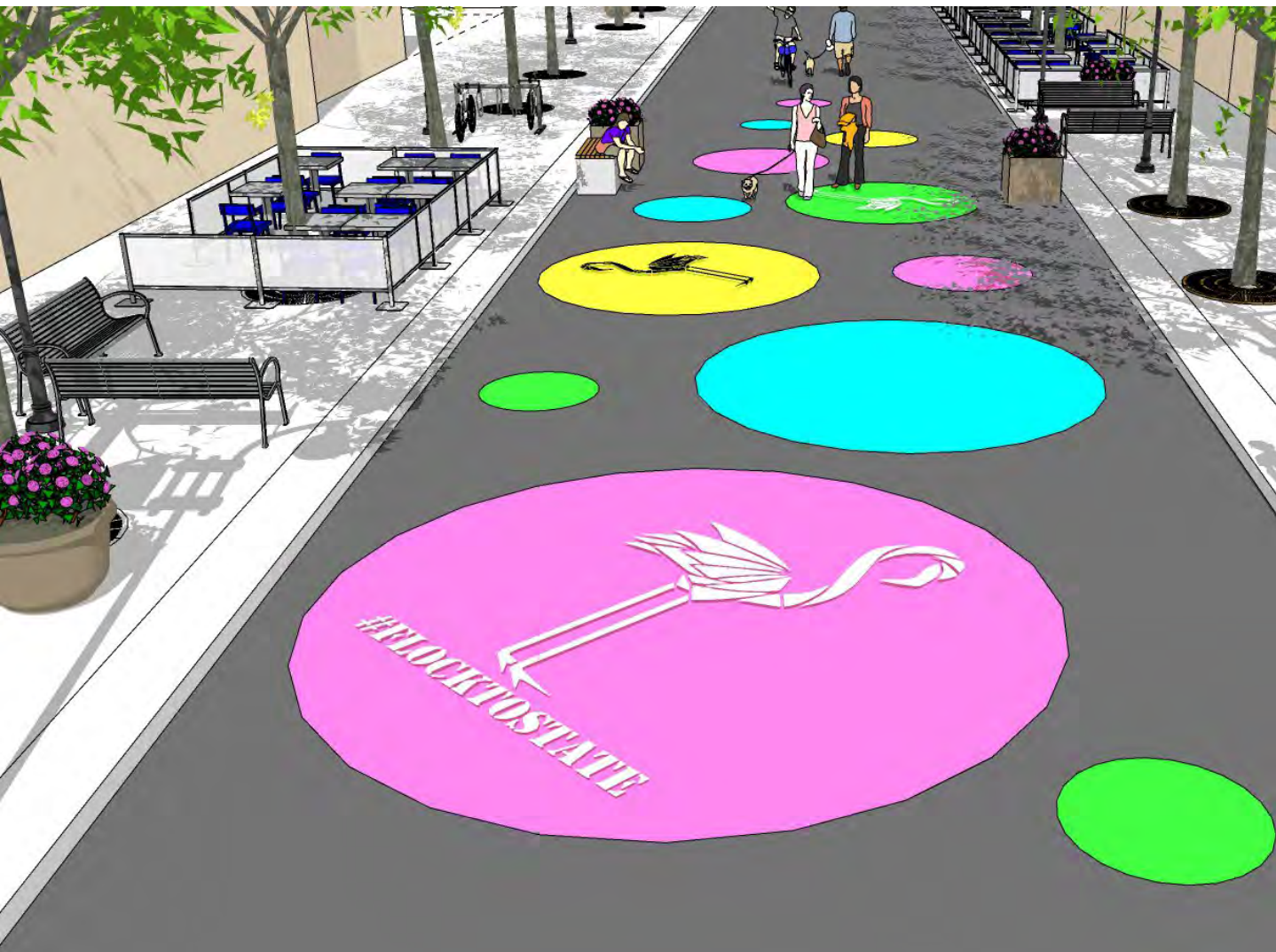
50% OFF

LOTS





Public Art Opportunities



Art – Stencils

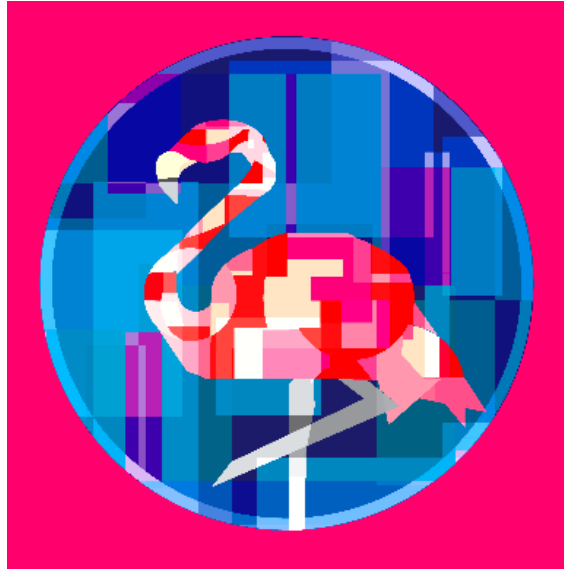
Stencils by Maeve Malinski



Art – Street Painting Medallions



Jessica Gutierrez



Rahul Kamath



Taylor McAda



Sharon Bjyrd

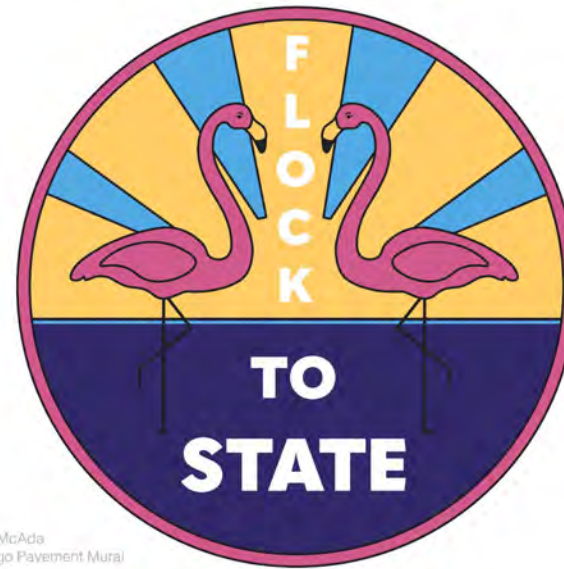
Art – Simplified palette Medallions



Jessica Gutierrez



Rahul Kamath



Taylor McAda
Flamingo Pavement Mural

Taylor McAda

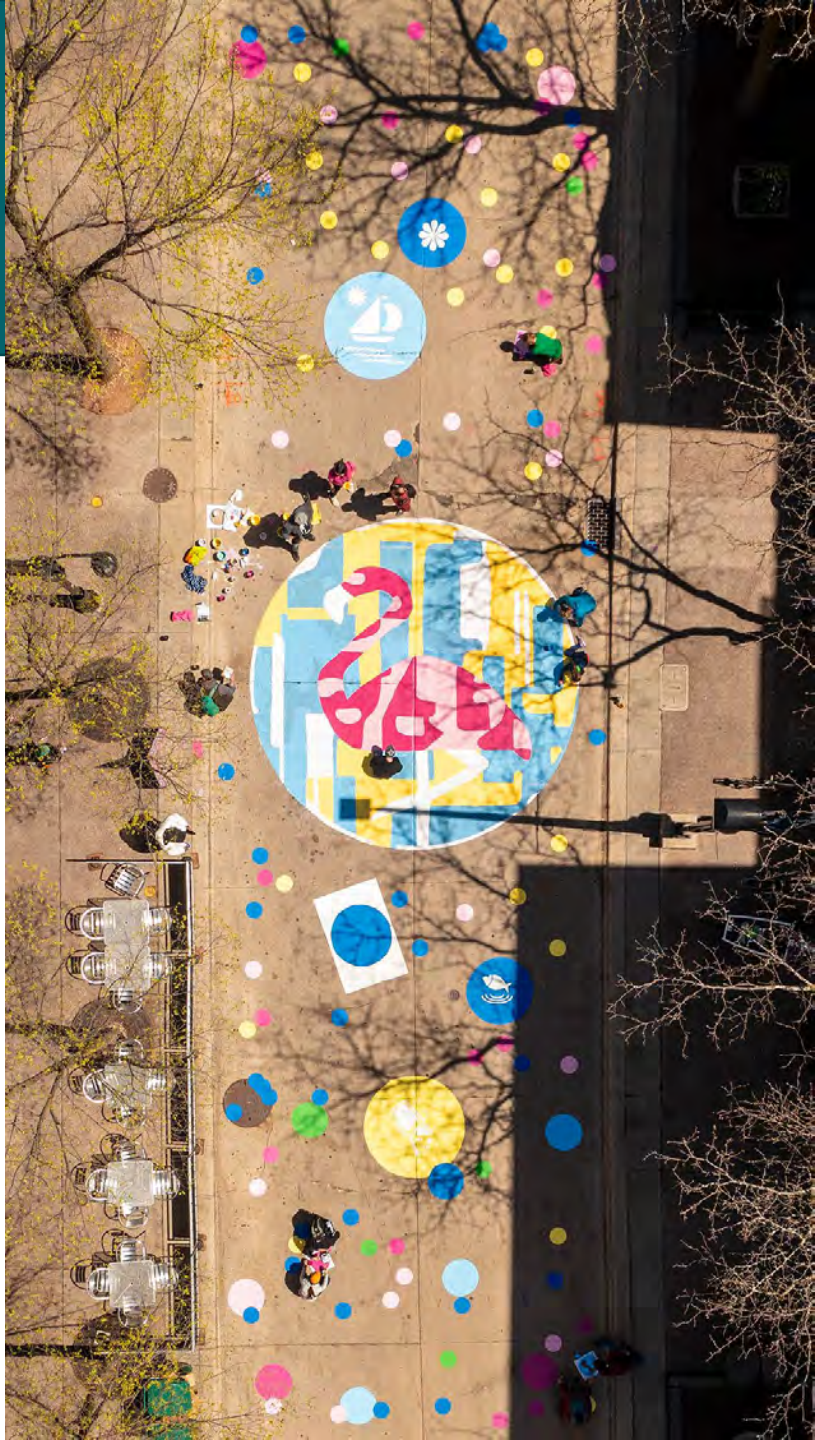


Sharon Bjyrd

April 21 Painting Event – 600 volunteers!



April 21 Painting Event

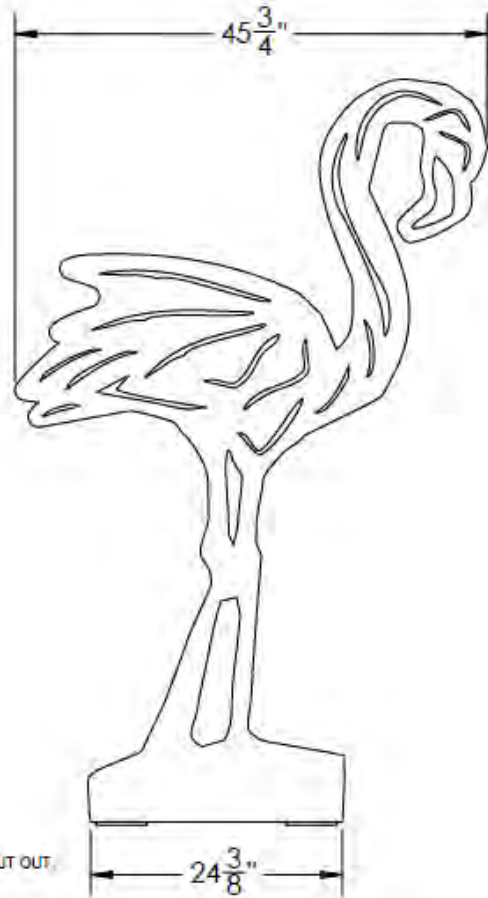
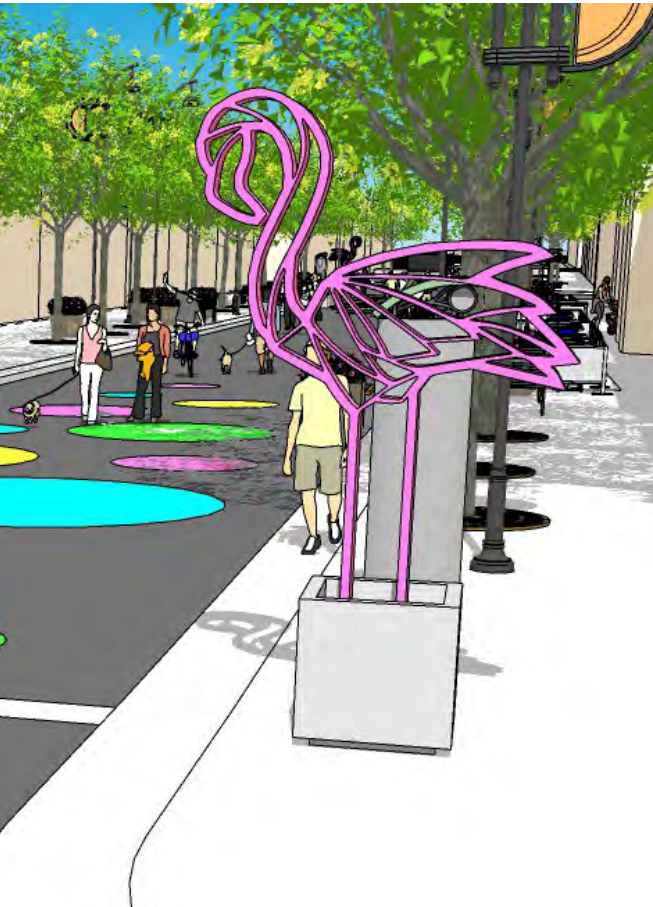


April 21 Painting Event

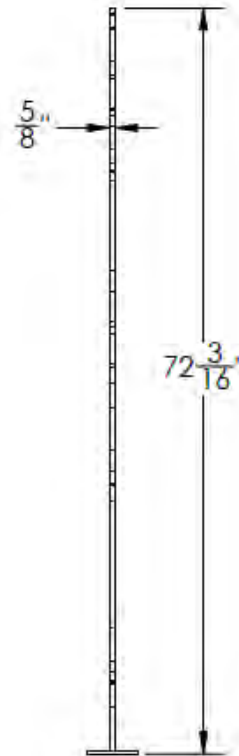


Art – Flamingo Sculptures

8 - 6 ft gateway sculptures to be placed throughout the 3 blocks



R-FLAMINGO-6FT
: CUSTOM FLAMINGO CUT OUT,
HEIGHT



Music

- Busking/Music Stations
- Easy permit sign –up for spots

#MadisonMusicCity



Furniture

- Concrete - durability
 - State Street-proof design
 - Flat sides
-
- Available on time

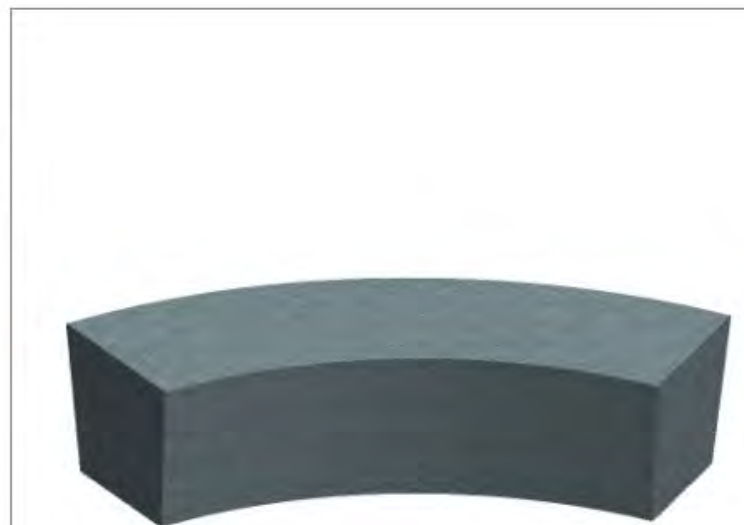


Length:	36"
Width:	18"
Height:	18"
Weight:	680 lbs.
Material:	Concrete
Shape:	Rectangle
Anchoring:	Includes (4) 1/2" threaded inserts on bottom for optional anchoring.
Reinforcement:	Yes
Drain Hole:	2"

[Add To Quote](#)

[Request A Sample ↓](#)

Concrete planter and seat set are available in many different



Length:	78 13/16"
Width:	20 1/2"
Height:	18"
Weight:	2058 lbs.
Material:	Concrete
Shape:	Oval
Anchoring:	Hidden Anchoring
Reinforcement:	Yes

[Add To Quote](#)

[Request A Sample ↓](#)

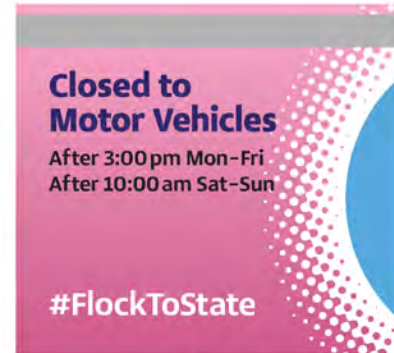
Furniture wraps



Bench end



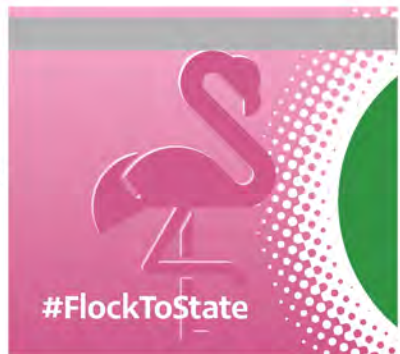
Street side



Traffic end



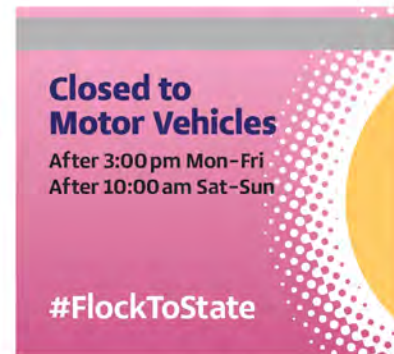
Curb side



Bench end



Street side



Traffic end



Curb side

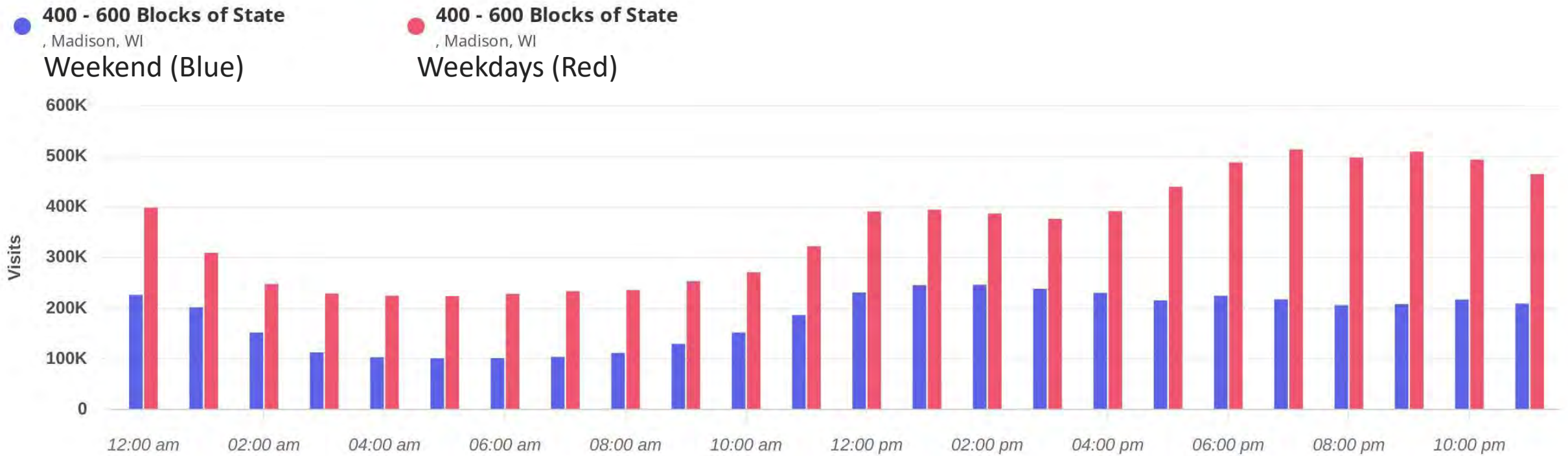
Closure?

- Open to bikes and pedestrians!
- Closed to vehicles except emergency vehicles and paratransit
- Need delivery windows and allowances for atypical situations
- Survey of residents, property owners and businesses
- Business walk – understand their operations, delivery schedules



Closure?

- Activity levels



Closure Timing

**Closed to
Motor Vehicles**

**After 3:00pm Mon-Fri
After 10:00am Sat-Sun**





Madison
2024
#LockToState

Gorham St

ONLY

ONE WAY



Flock to State – Graduation Weekend



Activation & Events

- City doesn't have capacity to create/manage events
- Rely on community partners, but space will be available



BID Programming



Measuring Outcomes and lessons learned

- Report results to Common Council
- Surveys: Business, resident and visitor
- Anonymized cell phone data



Barricades



Barricades



Street Painting



VS.



Street Painting

- Oil and other residue on street likely impacted paint adhesion
- 400 block in better condition than 500 and 600 blocks
 - Lower concentration of service industry businesses
- North side of road is in better condition than south side
 - Road slopes to south



Benches and Planters

- **Delivery vehicles hit benches and planters very frequently**
- **People seem to be using benches in the street**
- 400 block seems to be in better condition than 500 and 600 blocks
 - Lower concentration of service industry businesses
- Working on revised layout to minimize future vehicle strikes



Bikes and Pedestrians

- Cyclists: pedestrians not paying attention
- Pedestrians: bikes are going too fast
- Not great options for bike detours during events



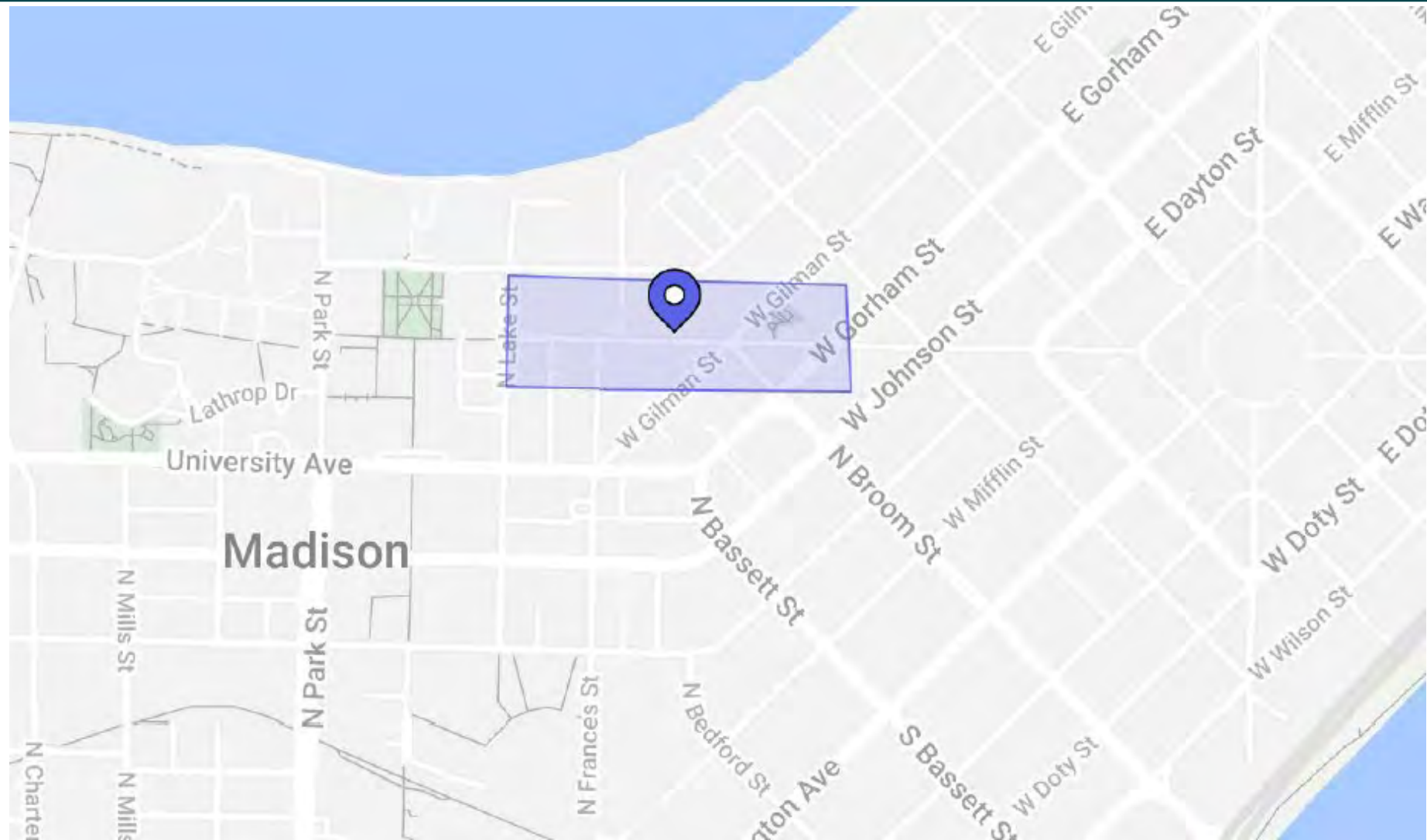
Flamingos

- Held up well
(or very well mounted to sidewalk (or both?))
- May become permanent



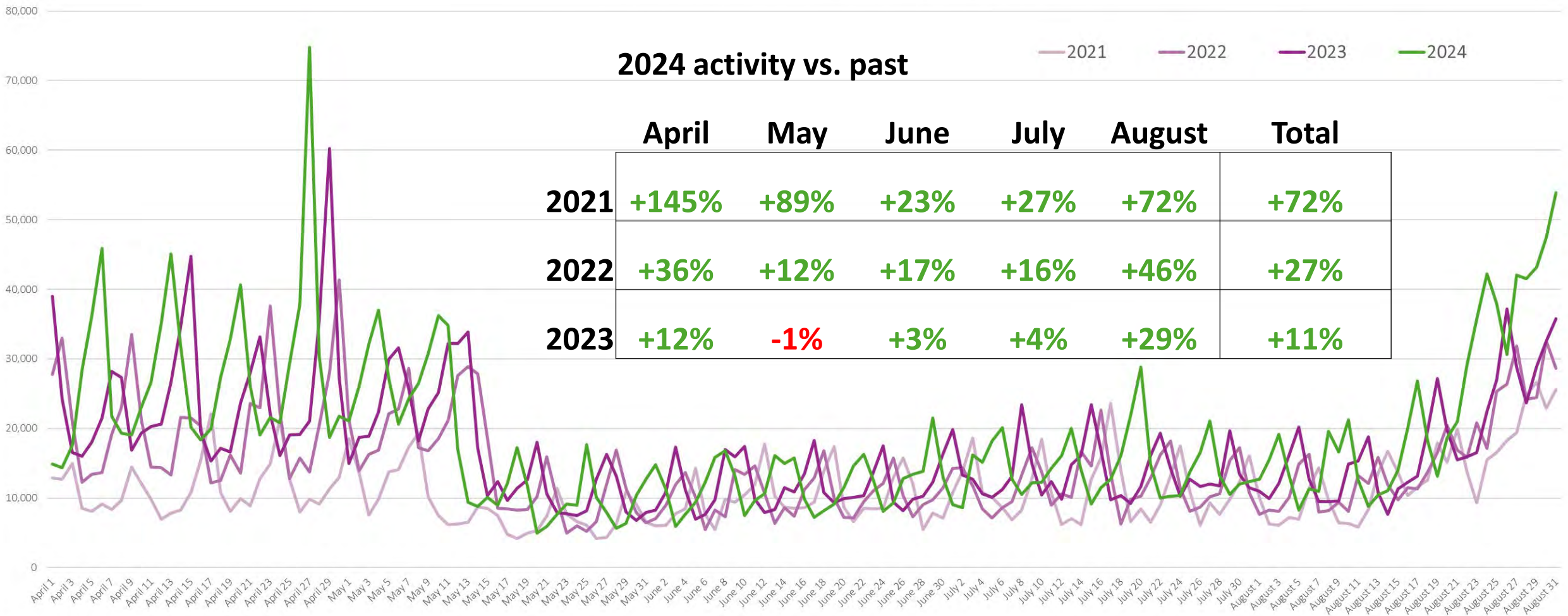
Activity Levels

- Placer.ai data



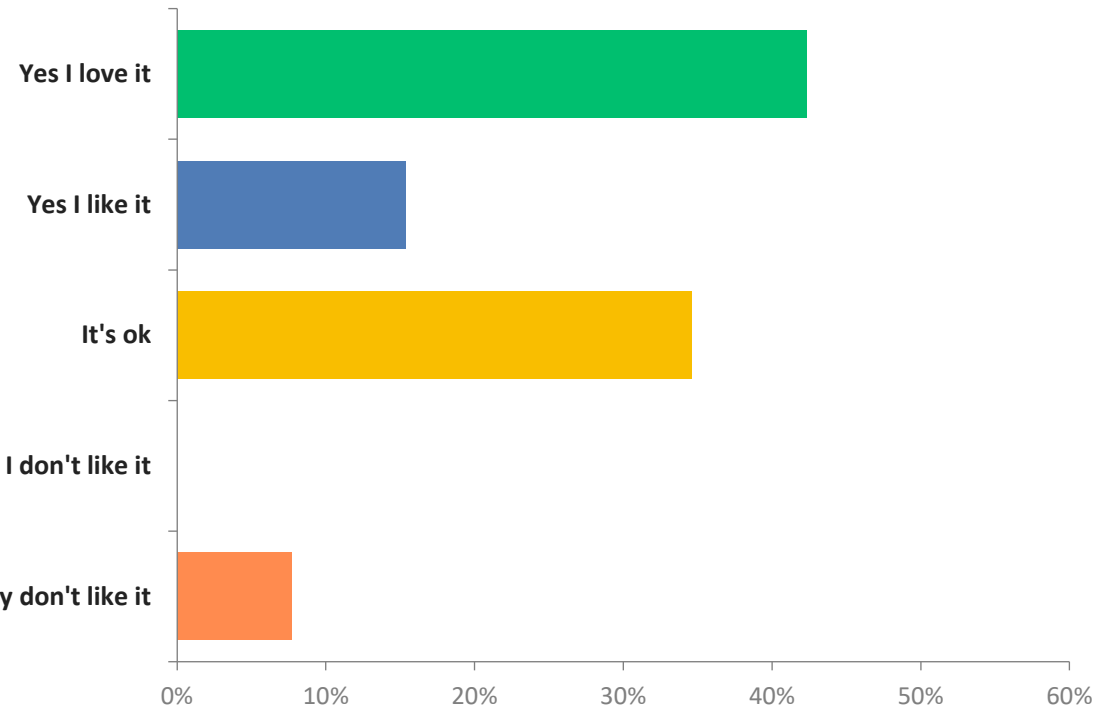
Activity Levels

State Street Area Activity: 2021-2024

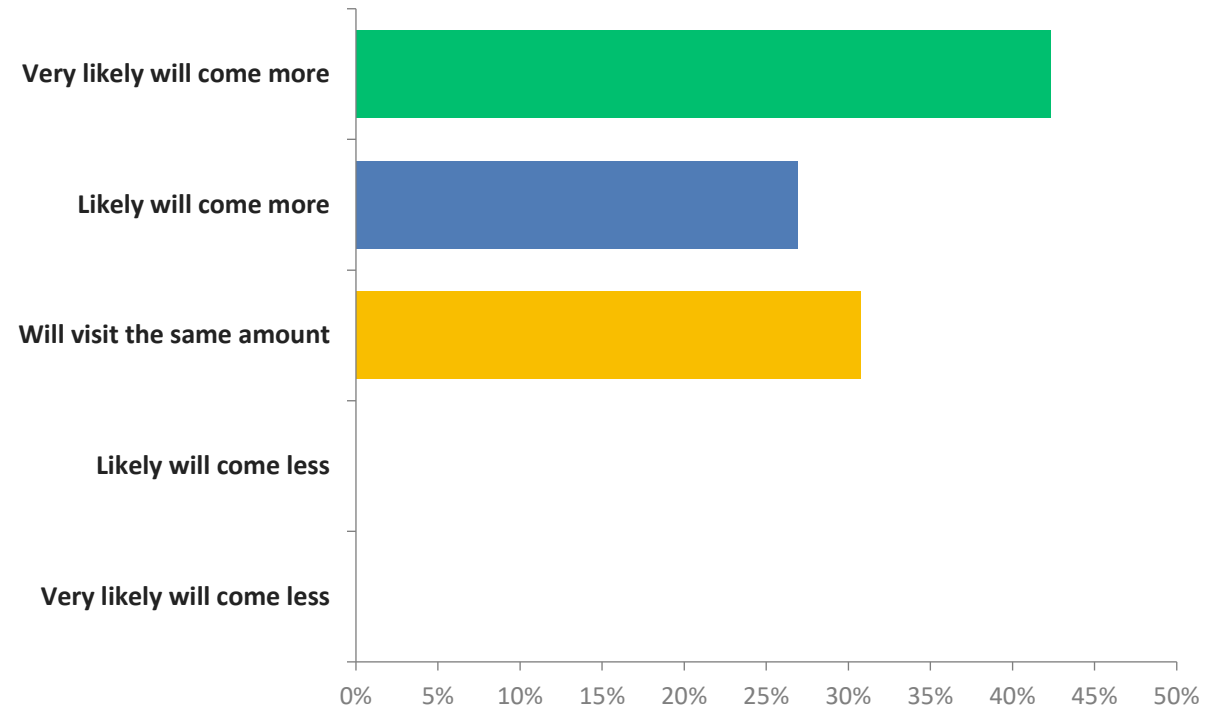


Visitor Survey - Overall

In general, do you like the State Street Pedestrian Mall?



Will you come to State Street more this summer because of the events, art and street closures associated with the pedestrian mall?



Visitor Survey – what do you like?

- More events
- Less cars, more walkable
- Quieter/calmer
- Flamingos, furniture
- Painting
- More space for people, sidewalks less crowded



Visitor Survey – what could be improved

- Deteriorating painting
- Bike and pedestrian interactions
- Infrastructure: street design, retractable bollards
- Too many vehicles still (private vehicles, cabs, City vehicles)
- Skateboards
- Homeless issues



Long-term considerations

- Retractable bollards
- Raised mid-block crossings
- Permanent vs. annual art/themes





State Street Pedestrian Mall Experiment 2024

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