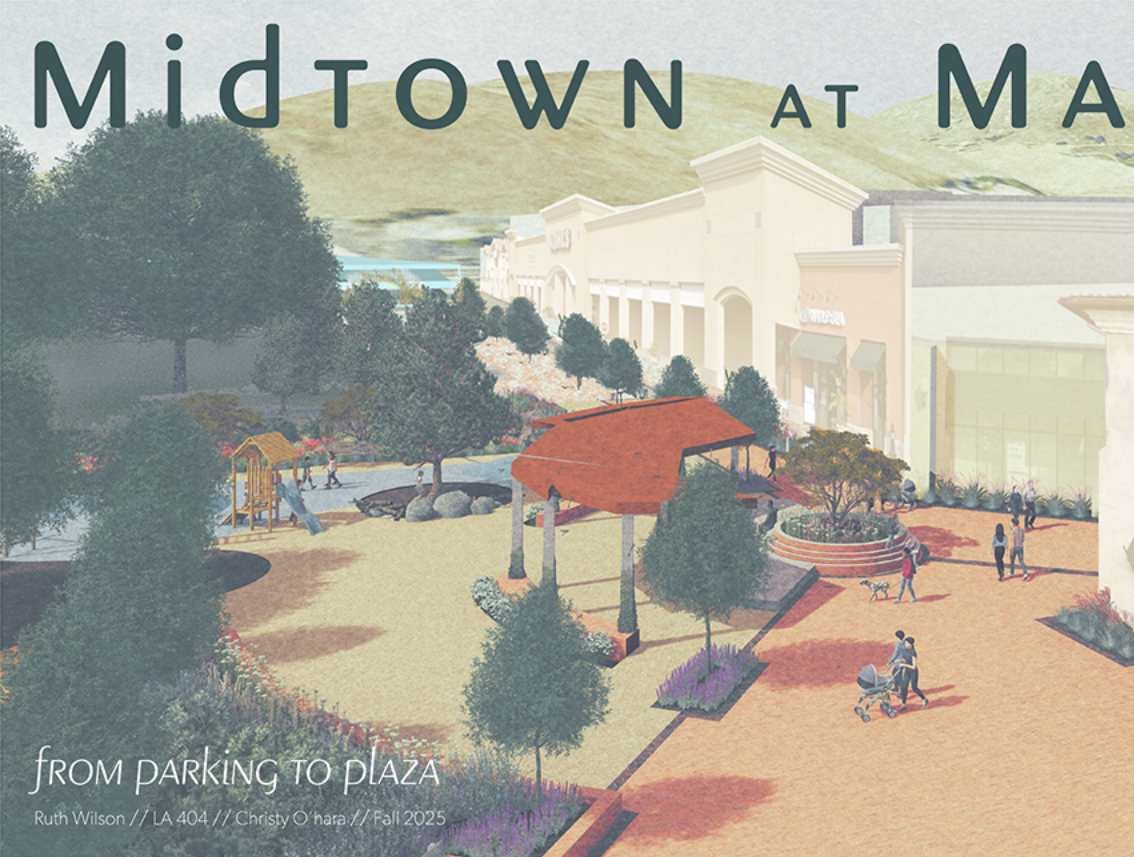


MIDTOWN AT MADONNA



from parking to plaza

Ruth Wilson // LA 404 // Christy O'hara // Fall 2025

GOALS

Excite HUMAN Use

Transform this site from a quick stop to a destination for nearby homeowners, and travelers from abroad by designing for universal human use. Encourage activation at all times considering all ages and abilities. By creating circulation that encourages gathering and shopping, the "retail roundabout" is one of Midtown at Madonna's key activations.



CONNECT HABITATS

Madonna Plaza can act as a stepping stone between Laguna Lake and South Hills open Space. Utilizing the sites footprint to increase structural connectivity will benefit the insect, bird, and wildlife species of SLO.



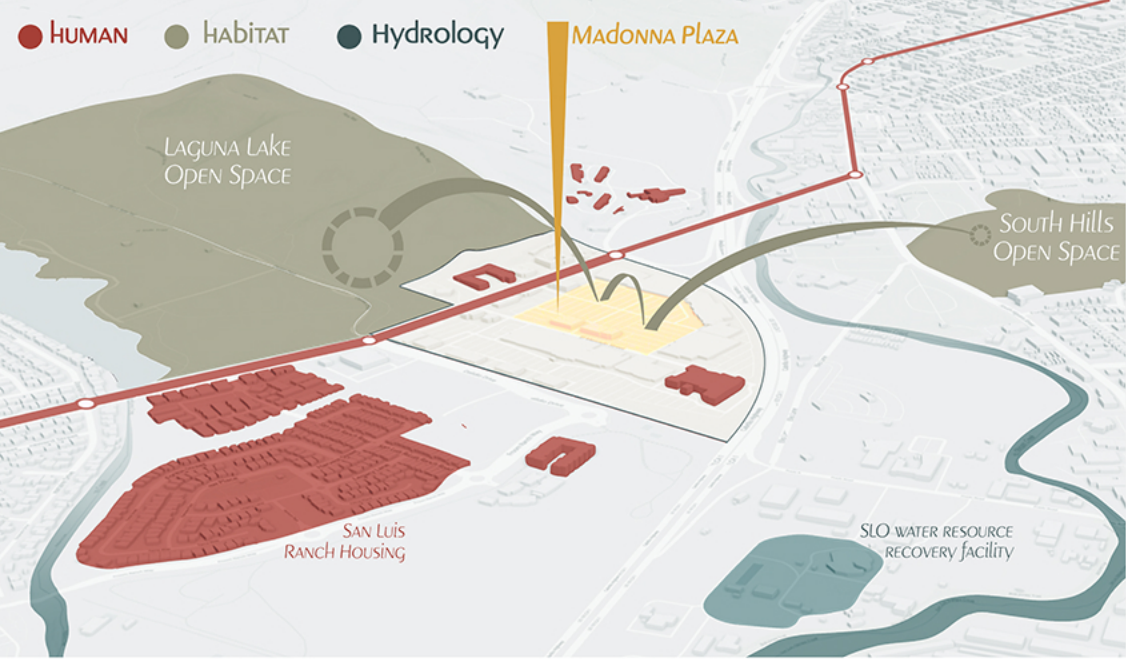
RESTORE Hydrology

The urban runoff from such a large paved site takes a heavy toll on surrounding waterways such as the SLO and Perfumo Creeks. Additionally, The site sits uphill from SLO's water resource recovery facility and could help the greater community by retaining the runoff from buildings and paving on site.



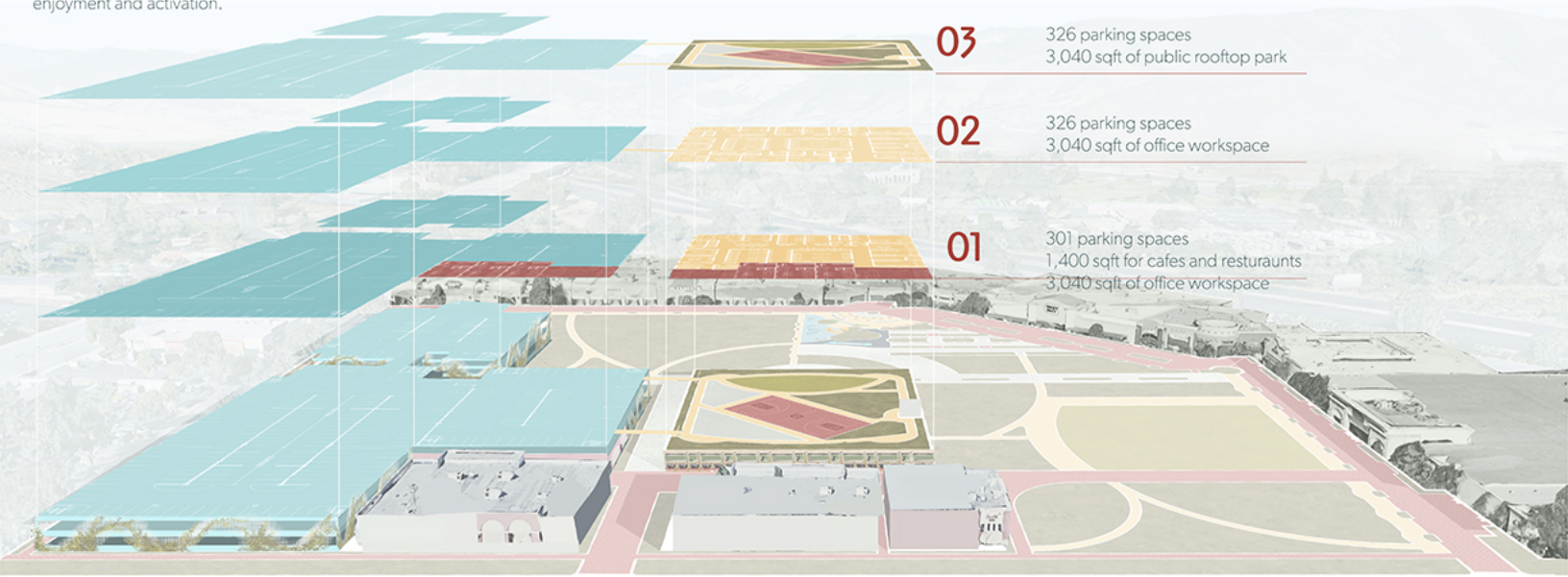
CONTEXT IN SAN LUIS Obispo

Located at 271 Madonna Rd, Madonna Plaza is currently a large commercial parking lot. Surrounded by shoe and grocery stores, the site serves little lingering ecological or cultural purposes. Considering its vast size and rapidly growing neighborhood, this site has the incredible opportunity to serve humans, animals, and ecological systems alike for many generations to come.



Mixed - use solution

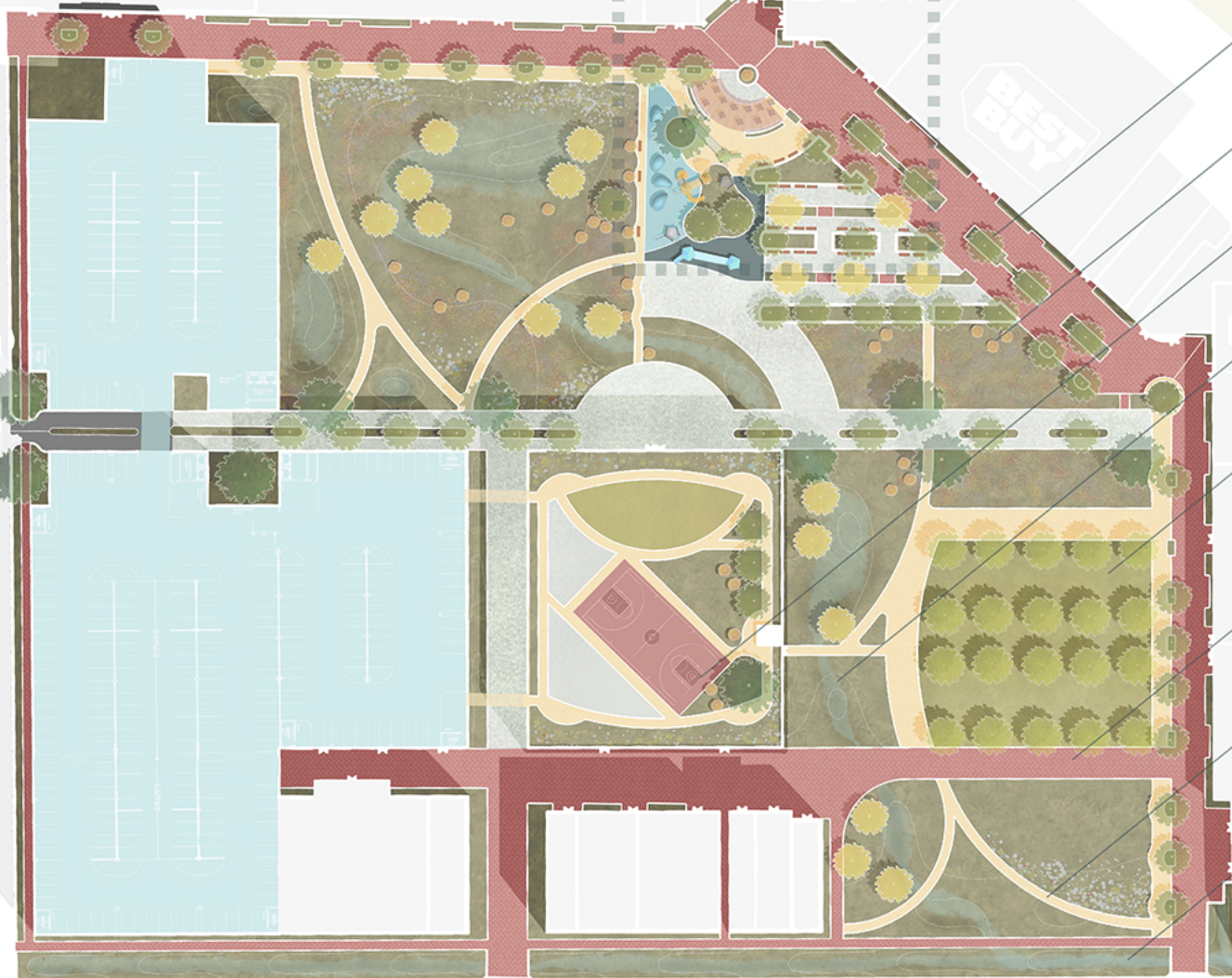
An above ground parking structure will mitigate impervious land cover and protect the sub-surface ground water. The enclosure of the structure is also an opportunity for additional retail and office spaces to increase all day site enjoyment and activation.



MASTER plan

1" = 40' - 0"

Focus Plan Area



Hybrid Landscape Planting
serves multiple purposes, supporting ecology and providing accessible ecological experiences

Habitat Plots
throughout the plaza provide connection for wildlife and education for walkers

Rooftop Rec Zone
has incredible SLO mountain views with opportunities for action and rest

Site-Wide Swale and Retention System
slows the water on site to spread and sink in

Event Lawn
can be used for movie nights, plaza events, holidays, civic engagement, farmers markets, craft fairs, picnics, and more!

The Retail Roundabout
invites walkers, shoppers, groups, and individuals to enjoy their time in the plaza

Secondary DG Circulation
allows a more private or individually paced experience as well as reducing impervious ground cover

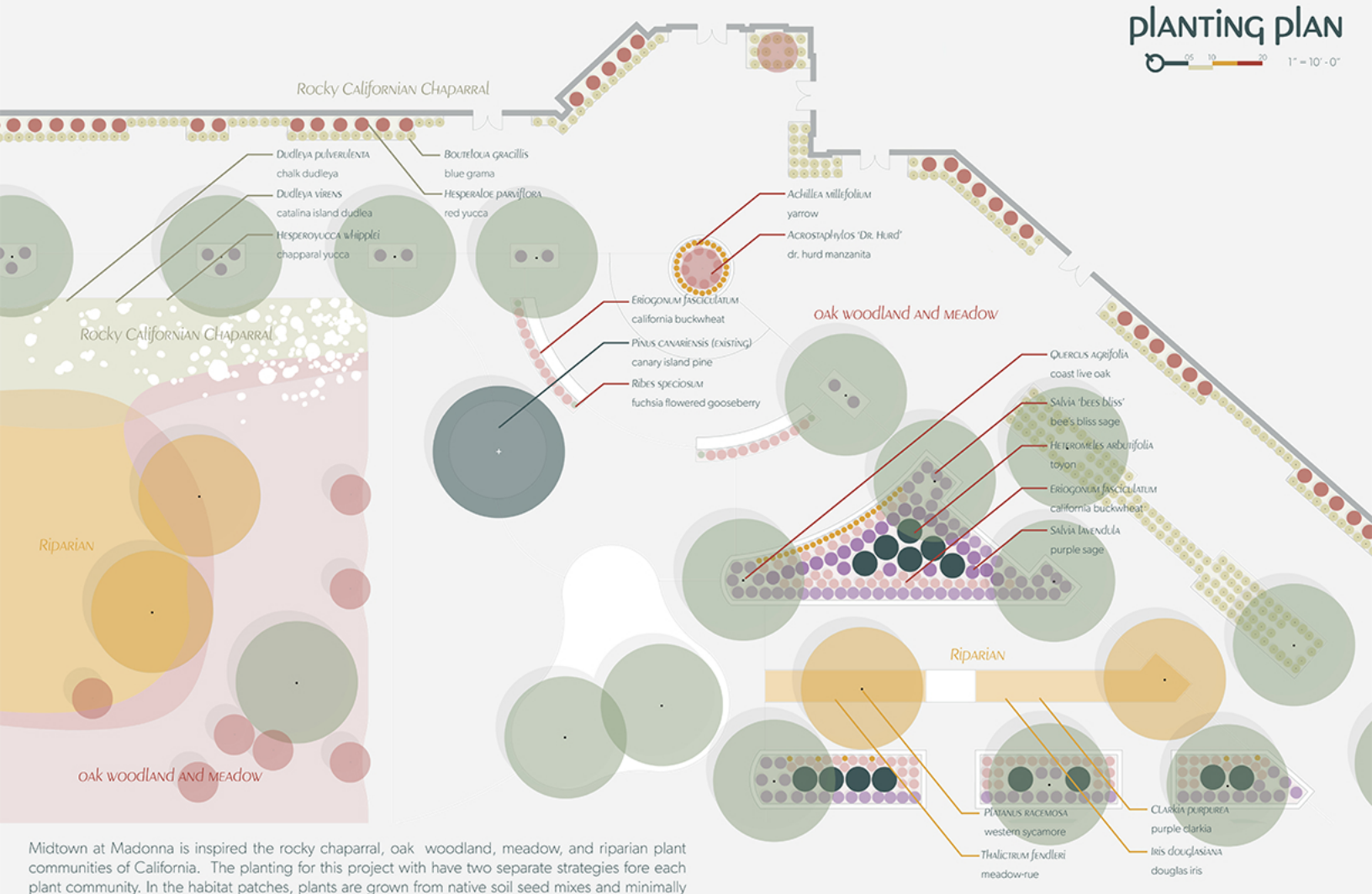
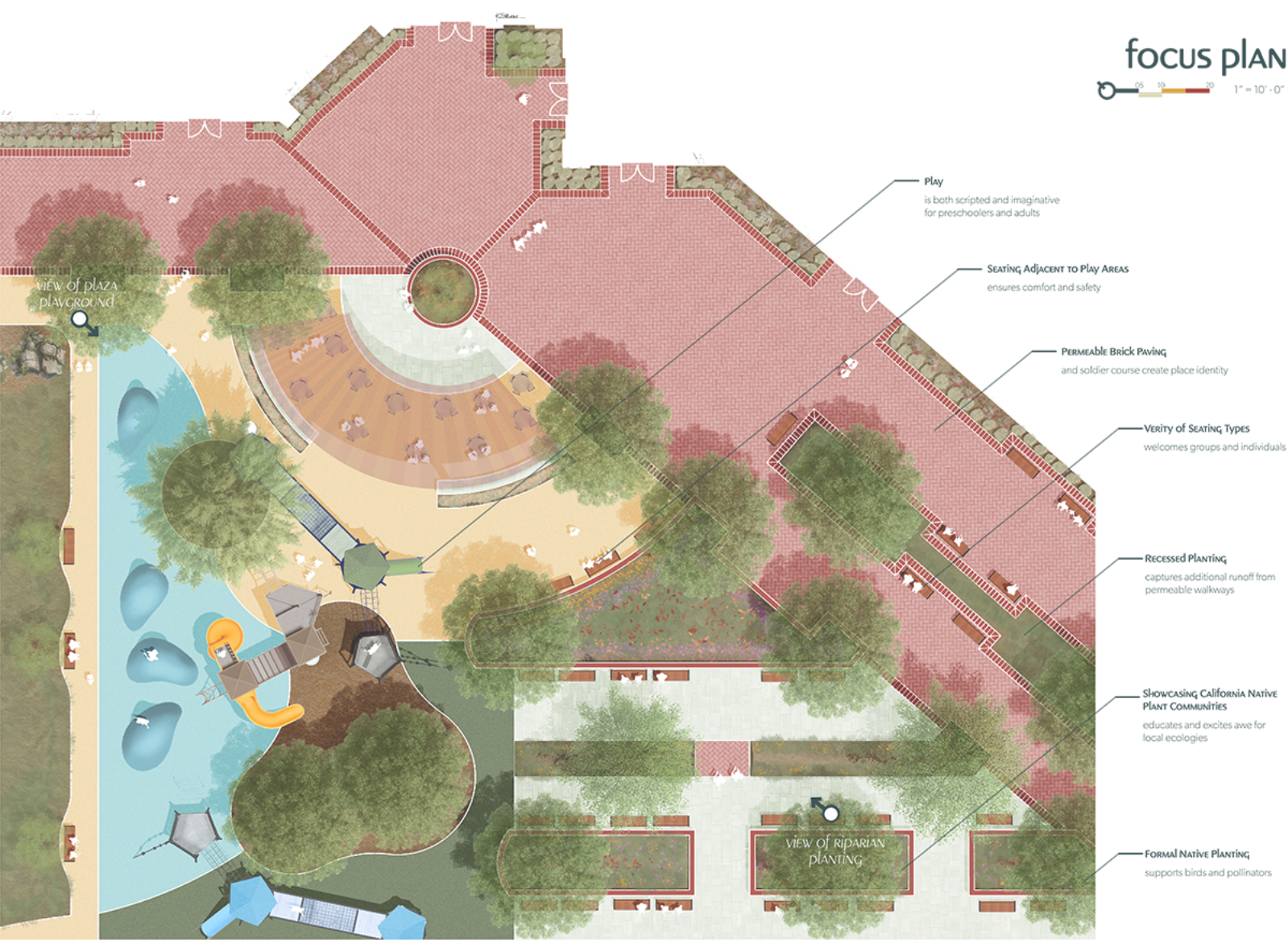
Redundant Storm Water Systems
allow multiple opportunities for water to sink in before flowing off site



PLAZA Playground



Riparian Planting



Midtown at Madonna is inspired the rocky chaparral, oak woodland, meadow, and riparian plant communities of California. The planting for this project will have two separate strategies for each plant community. In the habitat patches, plants are grown from native soil seed mixes and minimally maintained for weeds and excessive overgrowth. In the formal plantings, cultivars and maintenance practices mimic the habitat patch with a more sculpted and cared for form.