

James Madison Park



Photo: Denise DeSerio

Master Plan & Shelter Design

Community Kickoff Meeting | Madison Central Library | January 17, 2018

Project Team Introductions

- + Urban Assets – public engagement
- + Saiki Design – landscape architecture and master plan
- + Destree Architecture – shelter design
- + Baird – coastal engineering
- + Cornerstone Preservation – historic resources

Tonight's Agenda

1. Project Scope & Planning Context
2. Site Information & Analysis
 - › History
 - › Existing conditions
 - › Architecture
3. Open House
4. Discussion – small & large groups



Everything we learn tonight will inform the second public meeting on February 10th (James Madison PARKitecture Workshop)!

Ground Rules

- + Ask **clarifying questions** as we go (e.g., explain a term or repeat a statement).
- + Save **discussion questions** for the end.
- + Practice putting yourself in **others' shoes**, but speak from your **own experience only**.
- + **Think BIG and have fun!**



Tell us about yourselves!

Clickers – Real Time Polling

- Push orange button to turn on
- When poll is opened, choose response with A-E buttons
- Display will show a “v” when your response is received
- You can change your answer until the poll closes



Troubleshooting:

- Display says “Closed” – Poll is closed
- Clicker isn’t working – Push power button to turn off; turn on again
- Clicker still isn’t working – push and hold power button for two seconds, then press A twice to reconnect to receiver.
- Clickers turn off after 10 minutes; Push power button to turn back on.



What part of
Madison are you
from?

A: Downtown

B: East Side

C: South Side

D: West Side

E: North Side

What is your age?

A: under 20

B: 20-29

C: 30-49

D: 50-69

E: 70+

I am:

A: A renter

B: A homeowner

C: Other

When do you
typically visit
James Madison
Park?

A: Spring

B: Summer

C: Fall

D: Winter

E: Year round!



James Madison Park Master Plan & Shelter Design

What is a master plan?

- + Long-term plan with 15-20 year implementation horizon
- + Encourages public input & aids in budget decisions
- + Consistent with City's Park & Open Space Plan and Master Plan Policy



How did we get here?

- + 2013 – Public Meeting and Shelter Study
- + **2017 – Budget approved for Comprehensive Vision and Plan for James Madison Park!**
 - › Request for Proposals (RFP) for Master Plan and Shelter Design
 - Racial Justice and Social Equity Tool used to develop RFP
 - › October – Design Team Selected

Project Scope: Nov 2017 - Sept 2018

- + Phase 1: **What do we know?**
Site Investigations & Assessment
- + Phase 2: **What are our options?**
*Design Development
(schematic design options
for master plan & shelter)*
- + Phase 3: **What are we going to do?**
Draft and Final Master Plan

*Robust neighborhood and community
engagement throughout.*



2018 Master Plan & Shelter Design Process

Start

1

Site Investigations &
Historical Research

2

Public Meeting #1: Jan. 17
Community Kickoff Meeting

3

Community Survey
Stakeholder Meetings
Focus Group Meetings

6

Public Meeting #3: May 14
Design Concepts
Workshop

5

Draft Master Plan &
Park Shelter Design
Concepts

4

Public Meeting #2: Feb. 10
PARKitecture Workshop

7

Design Development

8

Public Meeting #4: Sept. 24
Final Draft Master Plan
Presentation

9

Final Master Plan &
Park Shelter Schematic
Design Complete

End

Project website: www.cityofmadison.com/parks/projects/james-madison-park-master-plan

Public Outreach & Engagement Tools

Outreach

- + Flyers (40+ locations)
- + Social media (~8,000 subscribers)
- + Postcard mailing (~8,000)
- + Email listserv (700+ contacts)
- + Info boxes & signage at park
- + Direct mailing to 100+ community organizations

Engagement

- + Public meetings (4)
- + Stakeholder Resource Team
- + Community Survey
- + Focus groups with underrepresented populations
- + Comment cards (multilingual)
- + In-park data collection
- + Intercept Interviews

Key Elements of a Master Plan

- + Park information & history
- + Existing conditions & uses
- + Master plan
 - › Area(s) available for new uses
 - › Location(s) for additional facilities
 - › Maintenance recommendations

What is covered by this planning process?

- + Survey of existing conditions, uses and park history
- + Identification of community values, interests, concerns and priorities
- + Definition of future facilities, amenities, and general landscape elements
- + Maintenance recommendations



What is NOT covered by this planning process?

- + Specific locations of park amenities (e.g., benches, trees)
- + Detailed plans for implementation
- + Properties owned by other agencies (Metro, Engineering, etc.)



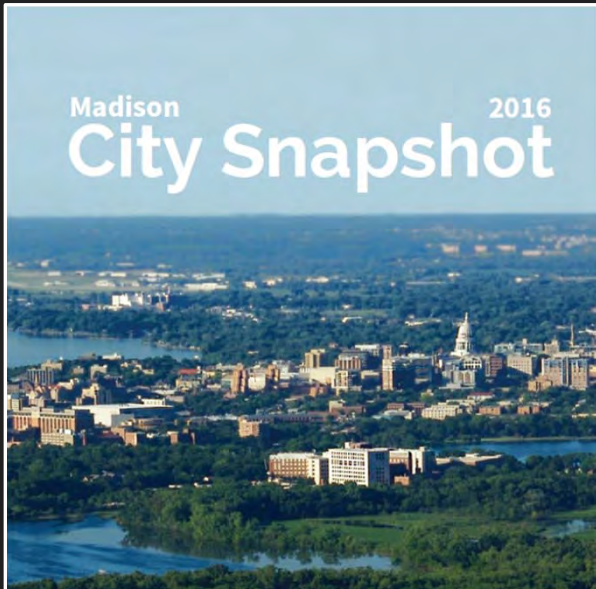
Who & what will influence this plan?

- + Input and Review
 - + Residents
 - + City Staff
 - + City Commissions and Committees
- + Final Approval
 - + City Board of Park Commissioners
- + Additional Oversight
 - + Department of Natural Resources, State Historic Preservation Office

Current Planning Context

Population and Demographic Trends

City of Madison



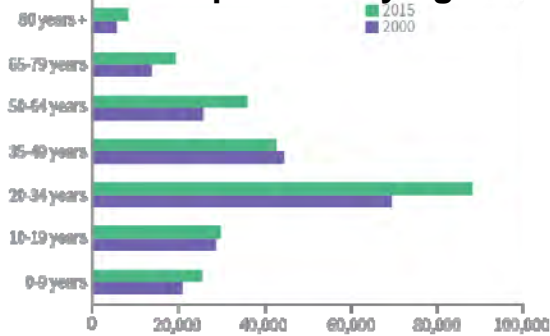
+ 70,000

The number of new **residents** Madison is expected to add between 2015 and 2040

+ 40,000

The number of new **households** Madison is expected to add between 2015 and 2040

Madison Population by Age



From 2007 to 2015, **9 out of 10** new Madison residents were renters¹⁰



Race & Ethnicity Trends for Madison

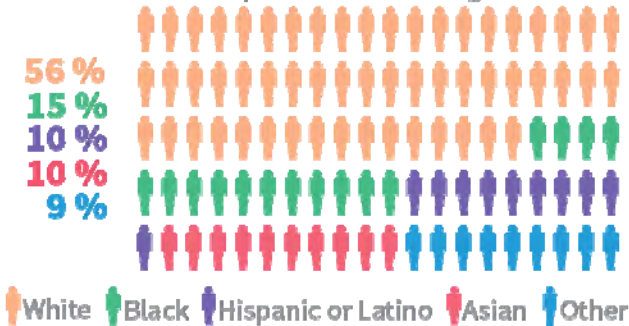
2006 Total Population



2014 Total Population



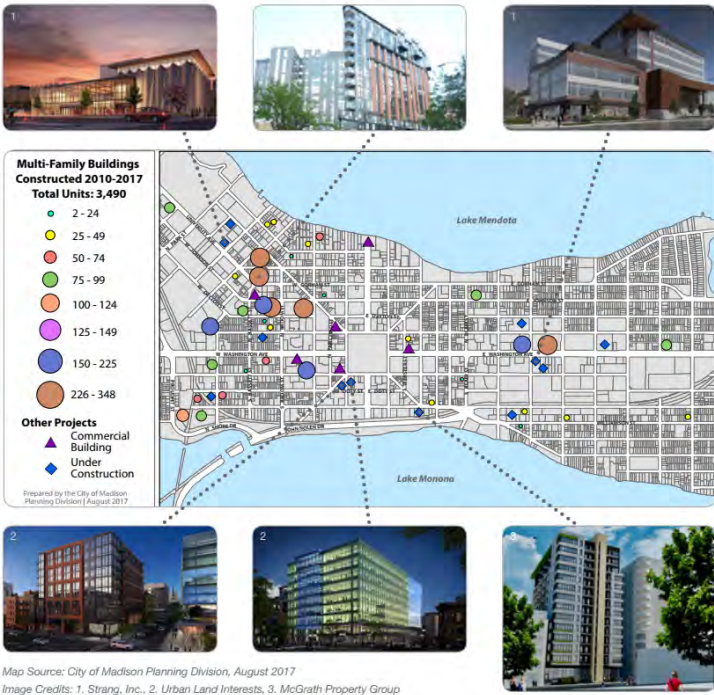
2014 Population Under Age 18



White Black Hispanic or Latino Asian Other

Downtown

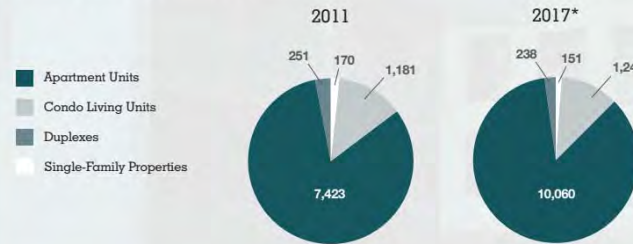
Development in Downtown Madison 2010-2017



From 2000 to 2017, the population of the Capitol East District has increased by **10.3%**

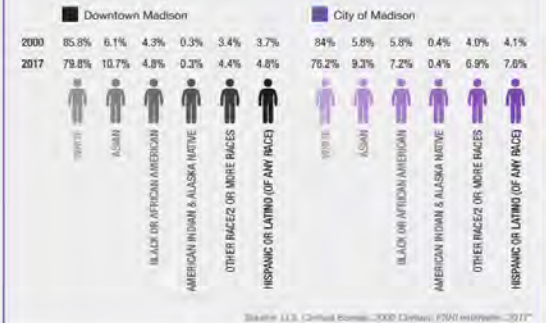
Source: U.S. Census Bureau: 2000 Census and ESRI estimates, 2017*

Types of Units in Downtown Madison



Source: City of Madison Assessor's Office (*compiled by DMI)

Race/Ethnicity



Source: U.S. Census Bureau, 2000 Census; ESRI estimates, 2017

Racial Equity and Social Justice

- + City-wide initiative
- + Approach planning and public engagement with an equity lens
- + Promote inclusiveness in the planning and design process

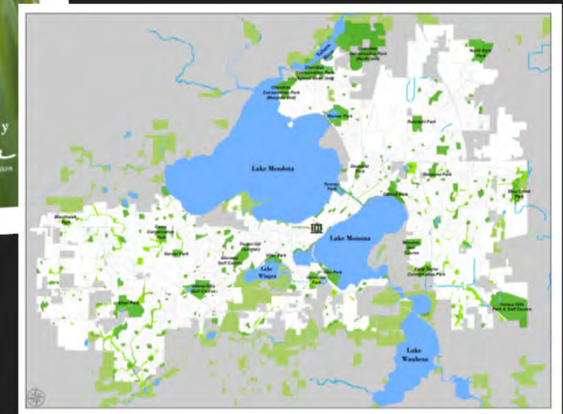


Current Planning Context

Relevant Plans

Must be Consistent With:

- + City of Madison Comprehensive Plan
- + Dane County Park & Open Space Plan
- + City of Madison Park & Open Space Plan
 - › Covers 274 parks and over 5,500 acres of parkland



City of Madison Comprehensive Plan

- + Equity
- + Health
- + Sustainability
- + Adaptability



Photo: David Giroux



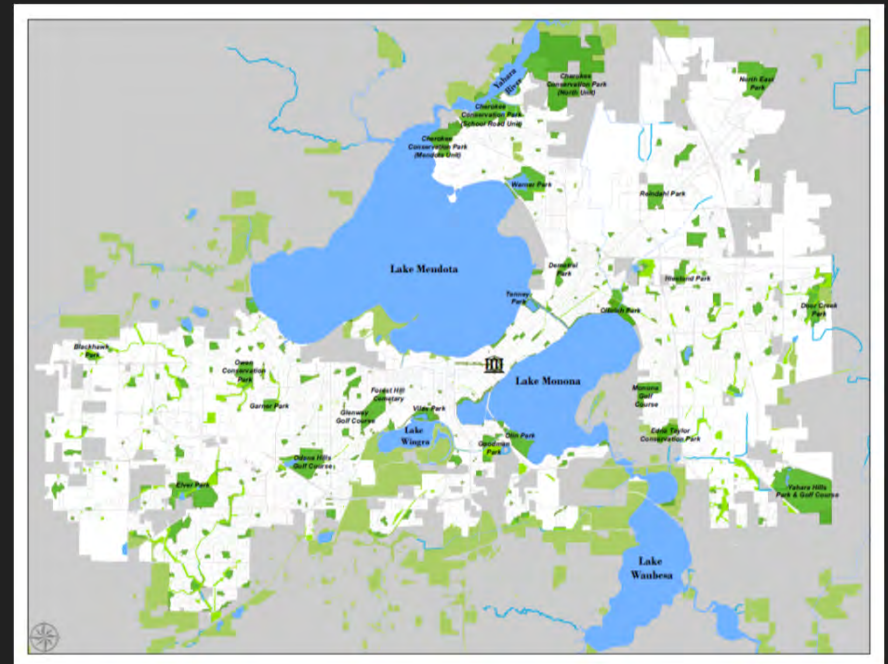
Dane County Park & Open Space Plan

- + Updated every 5 years
- + Addresses countywide recreation needs
- + Identifies significant resources that should be protected, preserved or restored



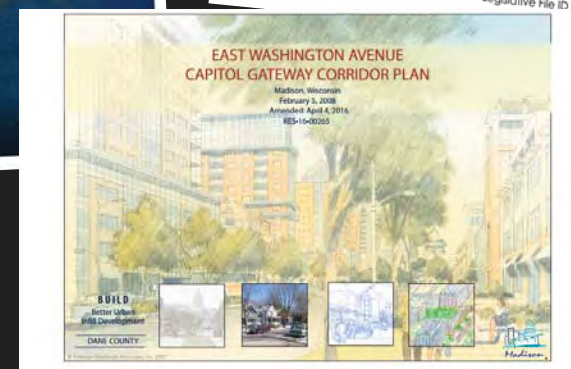
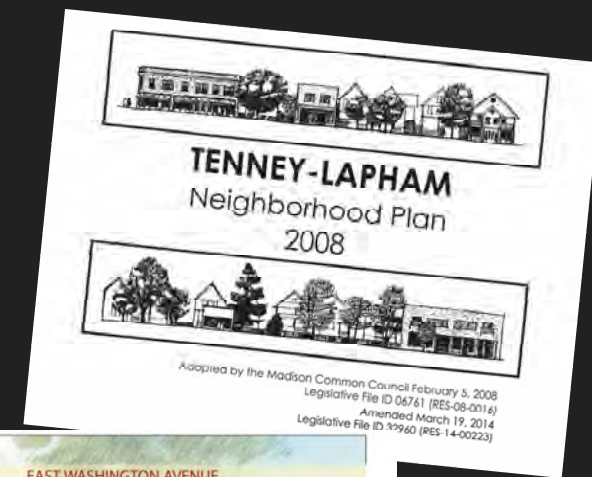
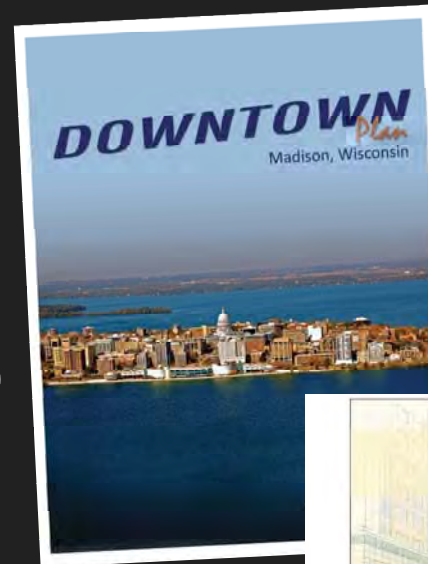
City of Madison Park & Open Space Plan

- + Updated every 5 years
- + Addresses changing recreation trends, demographics and park needs
- + Covers 274 parks and over 5,500 acres of parkland



Other Relevant Plans & Initiatives

- + Downtown Plan (2012)
- + Tenney-Lapham Neighborhood Plan (2008)
- + City of Madison Historic Preservation Plan (underway)
- + Mansion Hill Historic District
- + East Washington Avenue Capitol Gateway Corridor Plan (2008, amended 2016)



Trivia!

Question 1

In what year will
did the park adopt
its current name,
"James Madison
Park"?

1903

1927

1946

1963

1982



Question 2

James Madison Park was once an important industrial harbor for steam boats.

Which of these has NOT been present on the site at some point?

Ice House

Steel Mill

Soft Drink Factory

Boatyard



Question 3

Which of these events has *not* reserved space at James Madison Park in the past year?

Fo-Shizzle Party

Shrek Fest

Madison Beer Yoga

UW Ironman Pasta Party

Love Your Melon Superhero Party

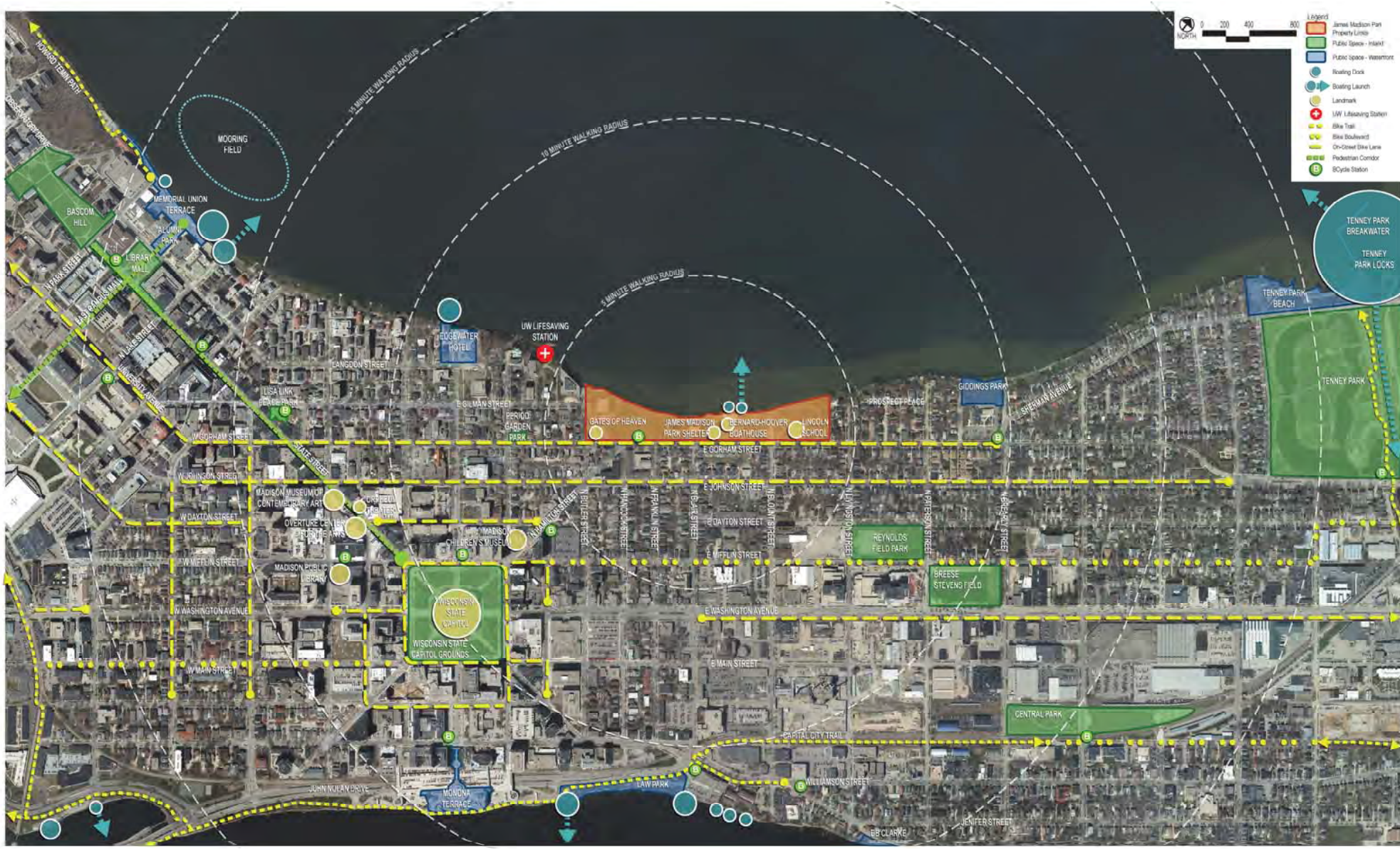


James Madison Park Site Investigations

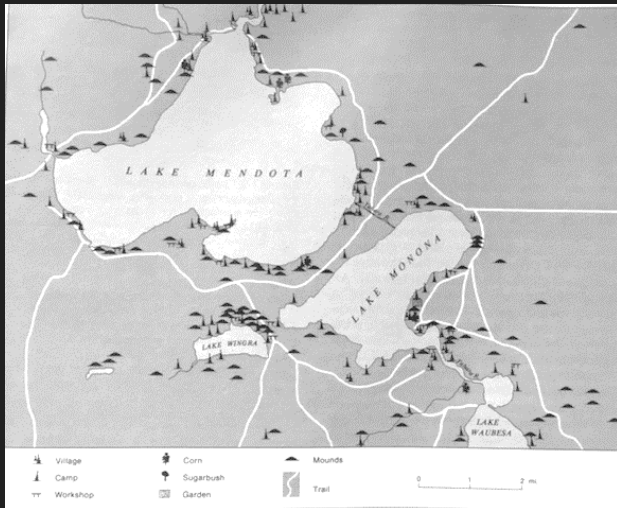
James Madison Park

- + Context
- + History
- + Existing Conditions & Use
 - › Land
 - › Shoreline/Lake
 - › Architecture

Site Context



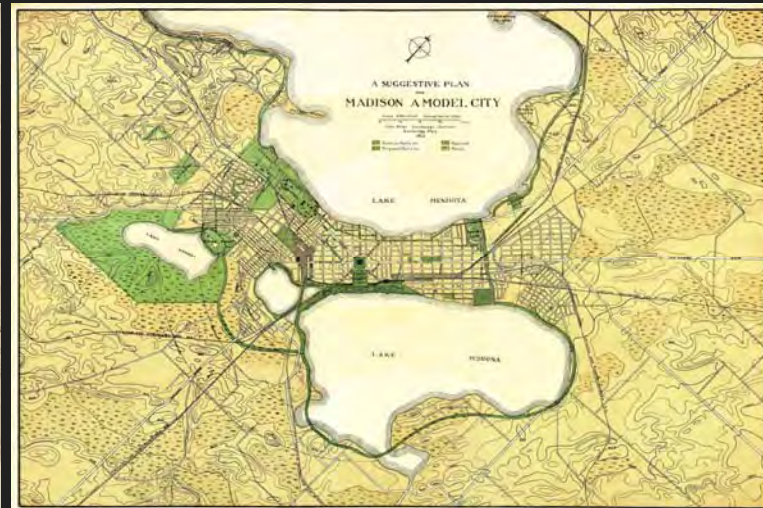
Park History



David Mollenhoff, Map showing locations of Native American mounds and villages



James Duane Doty's 1836 speculative Plat for Madison



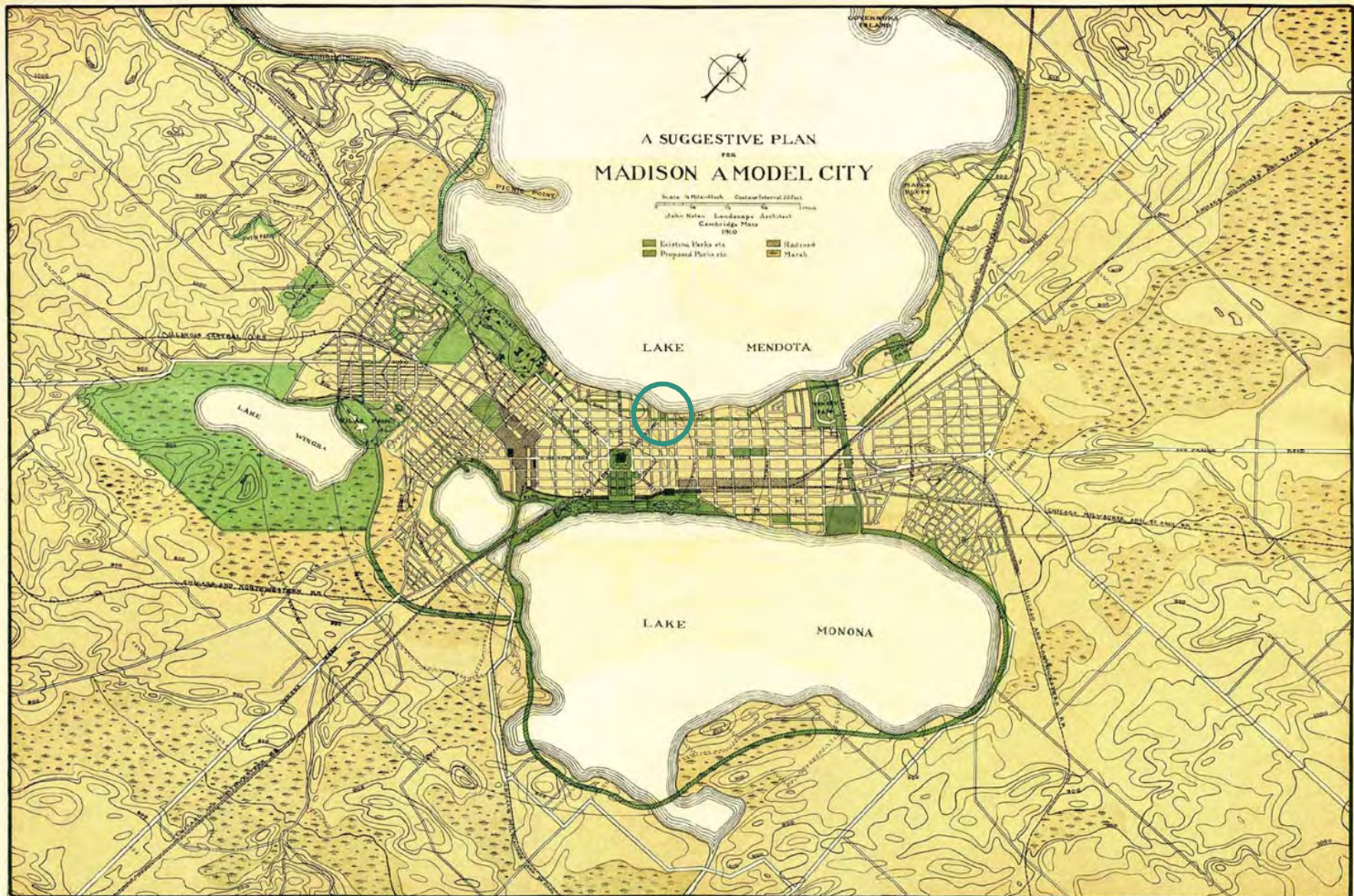
John Nolen Plan for Madison, published 1911





Plat of the
Town of Headison
on the four Lakes
July 6, 1856.

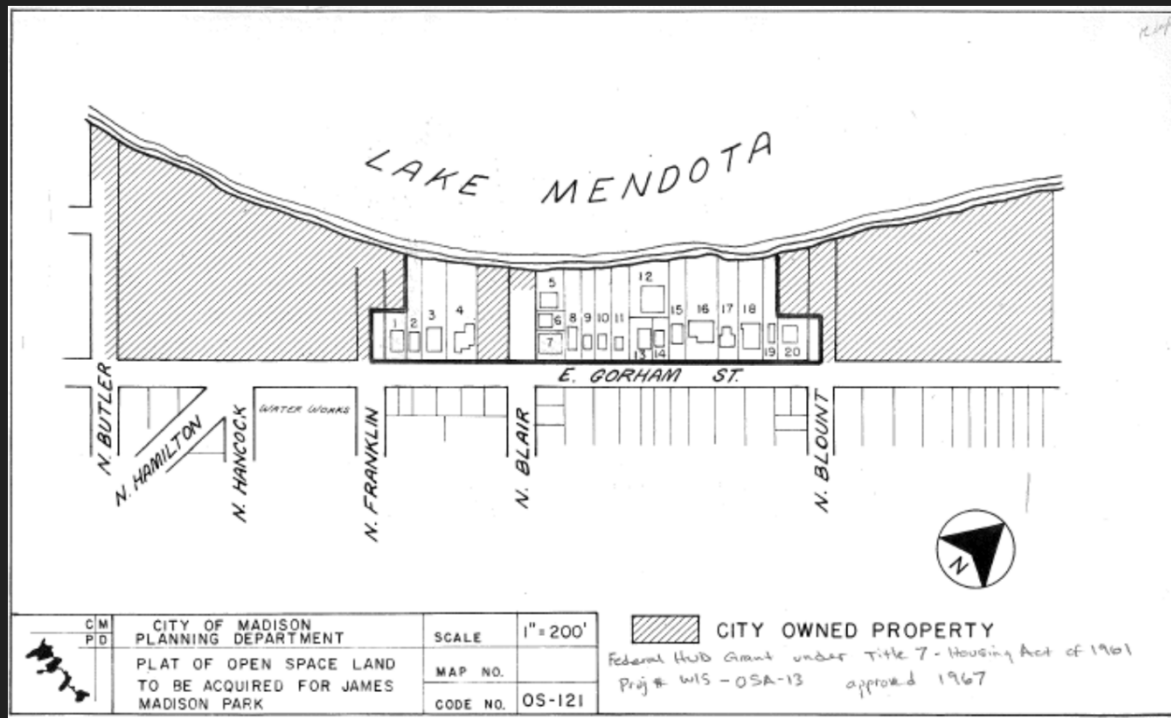
MS
GEORGE
1856
34



Gorham Street at Lake Mendota, c. 1915



James Madison Park, 1963 to Present



CP-112 Summary of Assessments

REMOVED FROM 1967 PLAN IN 1971 (ACQUIRED LOTS)

Taxlot Number	Address	1967 Taxpayer Value	Lead Improvements Total	Valuation Total
1	304 E. Gorham St.	43200	\$11200	\$54400
2	308 E. Gorham St.	44200	7600	51800
3	312 E. Gorham St.	28500	12450*	40950
4	316 E. Gorham St.	7900	14050*	21950
5	400 N. Blair St.	8700	1000	9700
6	407 N. Blair St.	20500	11500*	32000
7	400-2A E. Gorham St.	3770	11215*	15000
8	404 E. Gorham St.	34700	11910*	46610
9	408 E. Gorham St.	34700	11910*	46610
10	412 E. Gorham St.	4300	2900	7200
11	416 E. Gorham St.	7550*	1400	8950
12	420 E. Gorham St.	3500	1700	5200
13	424 E. Gorham St.	2700	1700	4400
14	428 E. Gorham St.	2700	1700	4400
15	432 E. Gorham St.	2700	1700	4400
16	436 E. Gorham St.	6000	1400*	7400
17	440 E. Gorham St.	9600	7100	16700
18	444 E. Gorham St.	8950	18250*	27200
19	448 E. Gorham St.	5350	13250*	18600
20	452 E. Gorham St.	3750	16250*	20000
TOTALS		993400	8213000	9206400

Estimated Market Value = 7.5 % Assessed Value = 2.5 x \$308,400 = \$771,000
 Estimated gross acquisition cost including top city acquisition in the central area. Therefore, the estimated gross acquisition cost is \$771,000. Estimated appraisal cost is \$8,000 based on an average of two appraisals at \$500 each for every parcel.

RESOLUTION Resolution No. 26,500
 File Number W-61-13

THE CITY OF MADISON, WISCONSIN

Resolved, That the City of Madison, Wisconsin, do hereby acquire the property described in the attached plat, to be known as James Madison Park, and to be hereinafter called the "Park Project".

WHEREAS, the City of Madison and the United States of America, acting through the Department of Housing and Urban Development, have heretofore entered into a contract for Federal financial assistance under Title VII of the Housing Act of 1961, as amended, for the purpose of acquiring the site for carrying out a certain open-space land project, identified as Project No. WIS-054-13 James Madison Park, the said contract in detail (and to be known as "Contract No. 054-13") and to acquire certain open-space land for open-space purposes under Title VII of the Housing Act of 1961, as amended, as amended, "Contract No. 054-13A(1967)", and to hereinafter called the "Participating Contract";

AND WHEREAS, on or about August 19, 1971, the Federal Government tendered to the City of Madison an Amendment Contract to the Participating Contract, which:

- (1) increases the Project Grant from \$36,363 to \$37,281;
- (2) increases the Suburban Grant from \$1,393 to \$15,000; and
- (3) deletes Parcel 14 (328 East Gorham Street), 15 (332 East Gorham Street), 16 (336 East Gorham Street) and 18 (340 East Gorham Street) from the property to be acquired as part of the said open-space land project.

AND WHEREAS, it is resolved by the Common Council of the City of Madison:

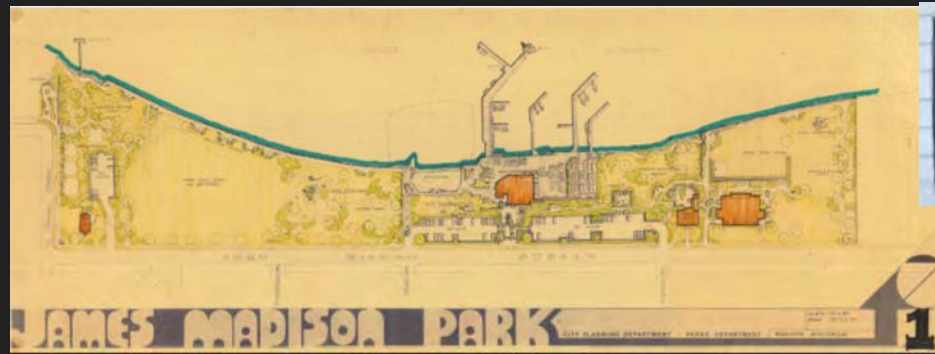
1. That the AMENDMENT CONTRACT AMENDING CONTRACT NO. 054-13A(1967) be and the same be approved in all respects.

1967 Federal Open Space Acquisition Grant Documentation

James Madison Park, 1963 to Present



Moving
Gates of
Heaven,
1971



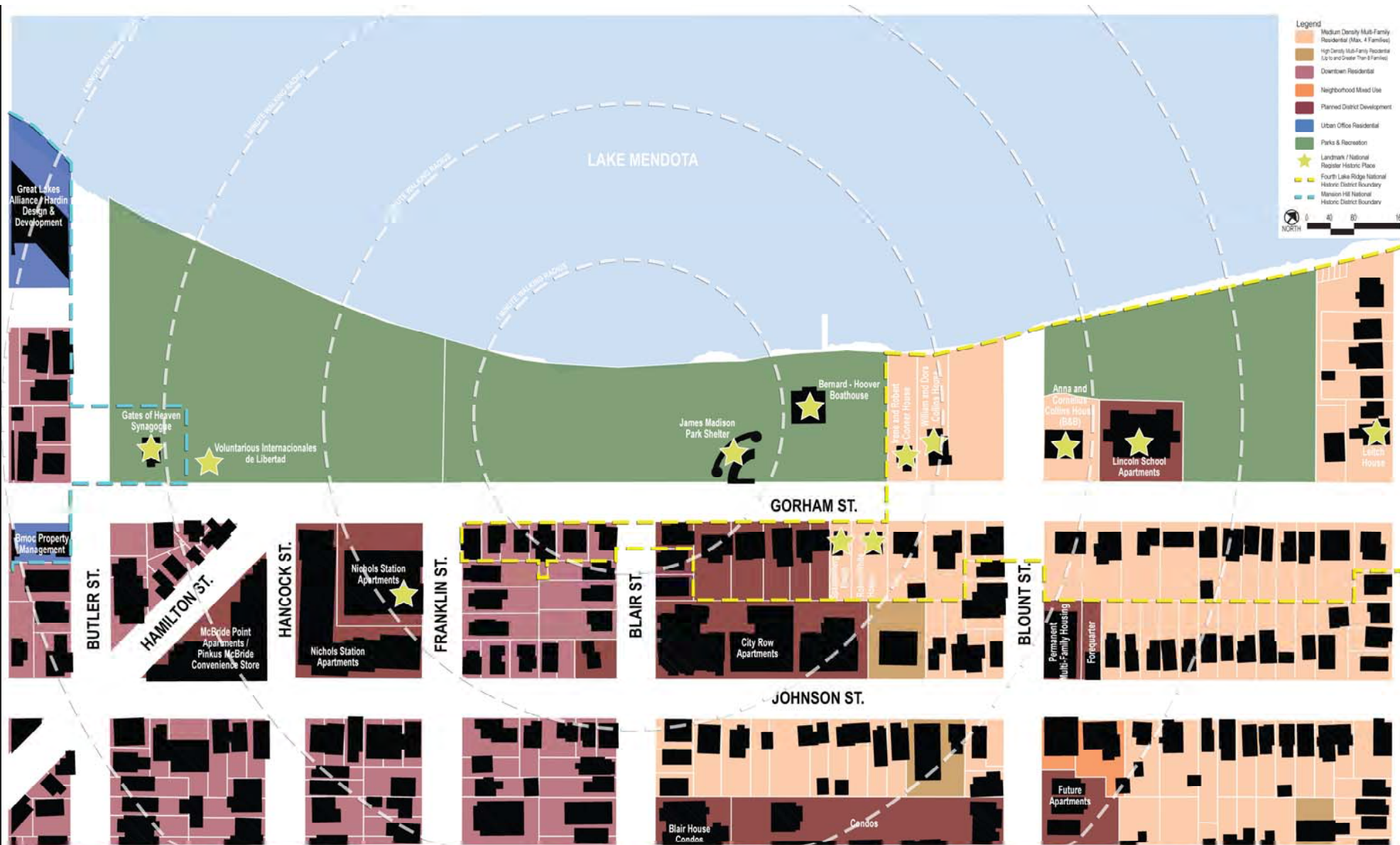
Planning, 1971



National Register of Historic Places Inventory-Nomination Form		City of Madison Landmarks Commission Landmark and Historic Site Nomination Form (1)	
1. Name		2. Location	
3. Classification		4. Owner of Property	
5. Location of Legal Description		6. Representation in Existing Surveys	

Historic Designations

Land Use



Land Coverage



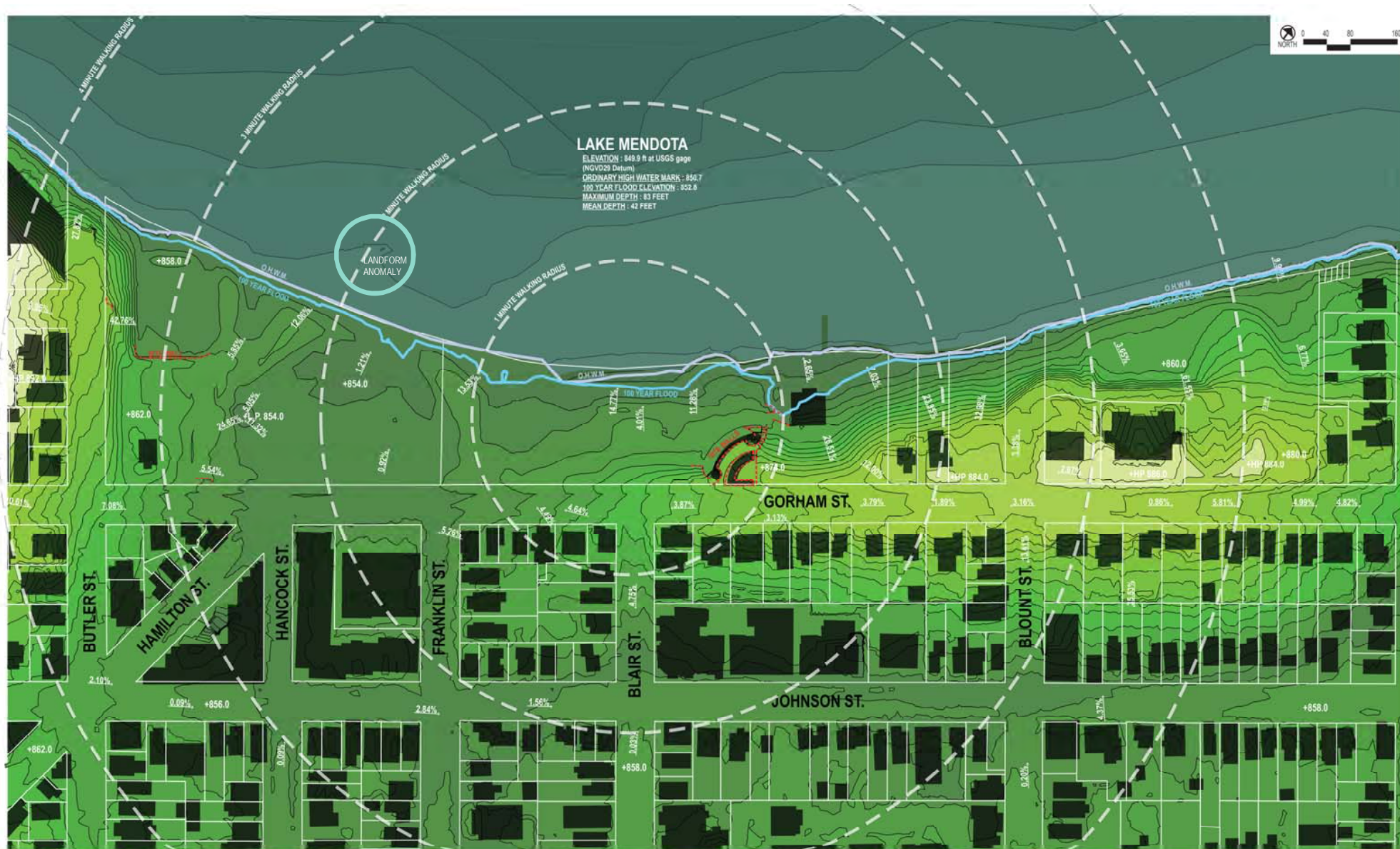
Circulation



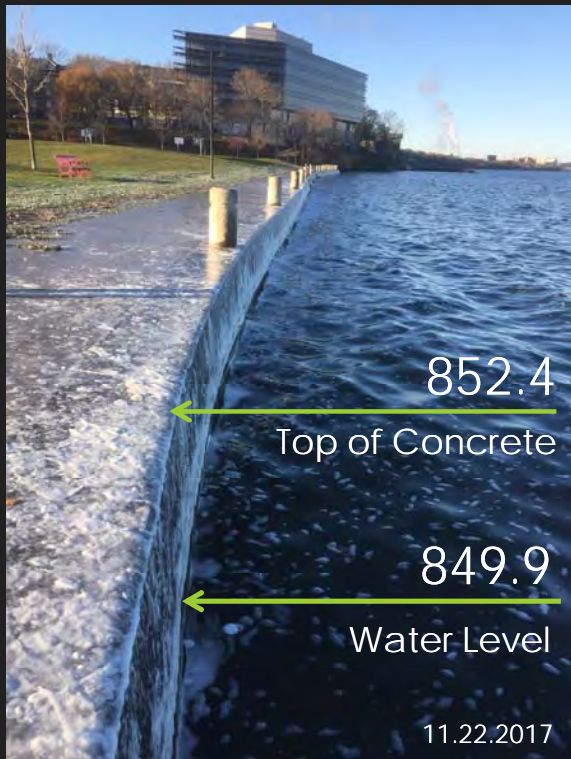
Utilities



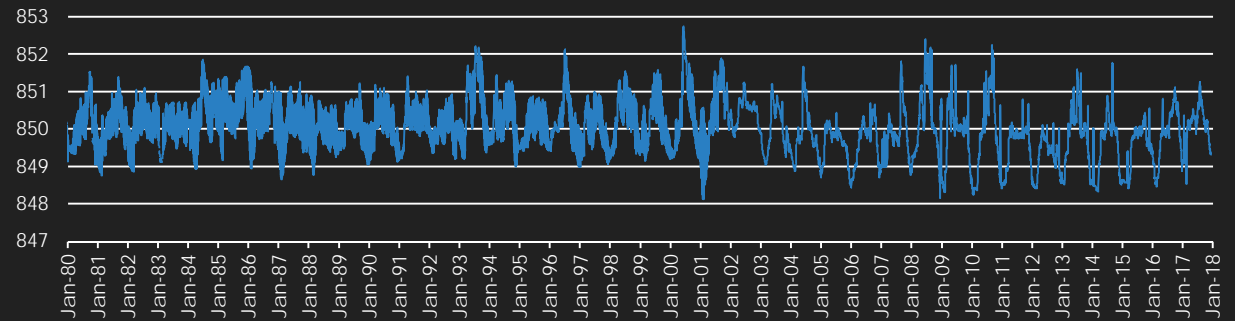
Topography / Bathymetry



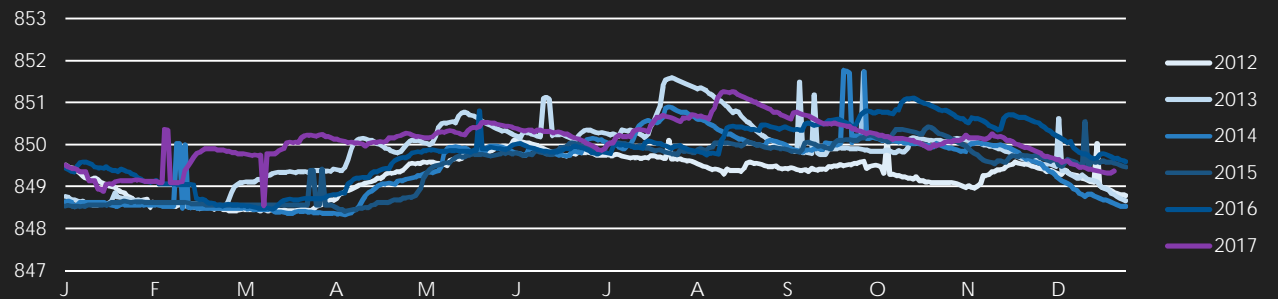
Shoreline Assessment - Water Levels



Lake Mendota (1980 - 2018)

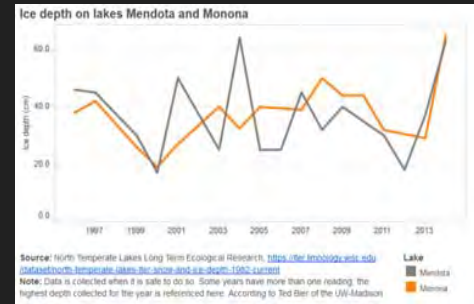
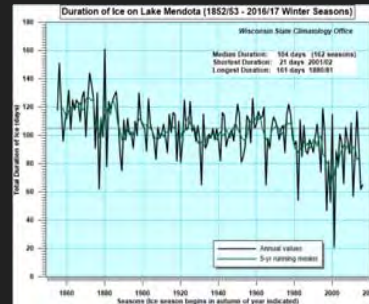
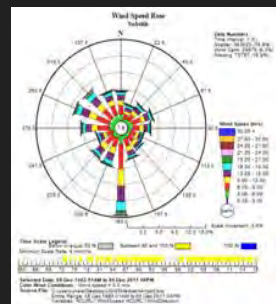


Seasonal and Annual Variation 2012 - 2017

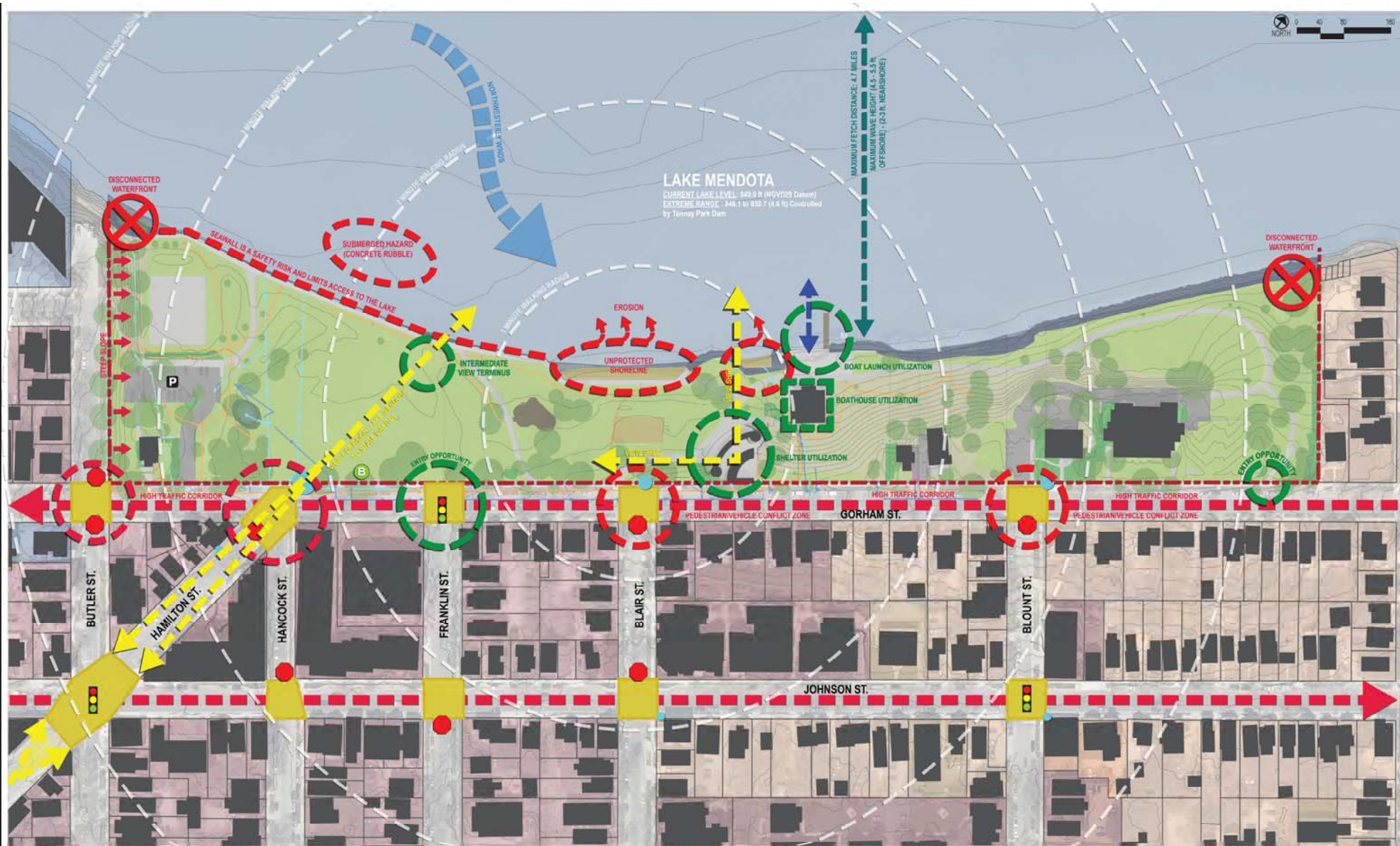


Shoreline Assessment - Wind, Waves & Ice

- + Maximum fetch is ~ 4.7 miles to NW-N
- + Maximum wave conditions in deep water (offshore) for extreme (50-60 mph) winds ~ 4.5-5.5 ft
- + Smaller wave conditions at shoreline due to shallow water effects (depth-limited breaking) ~ 2-3 ft
- + Typical ice cover season (December to late March)
- + Ice depth (1-2 ft)



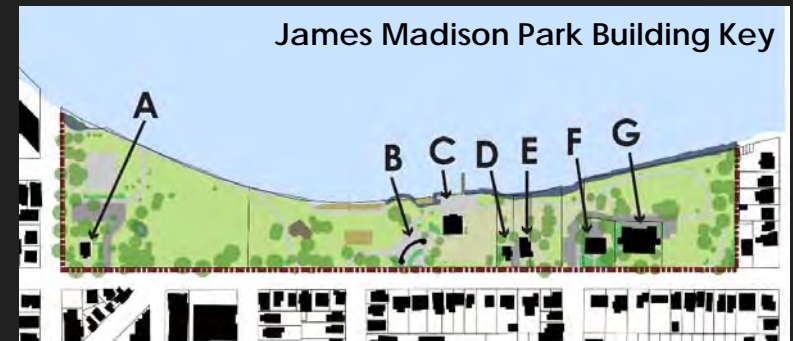
Site Analysis



Architecture – Existing Buildings



B. Park Shelter



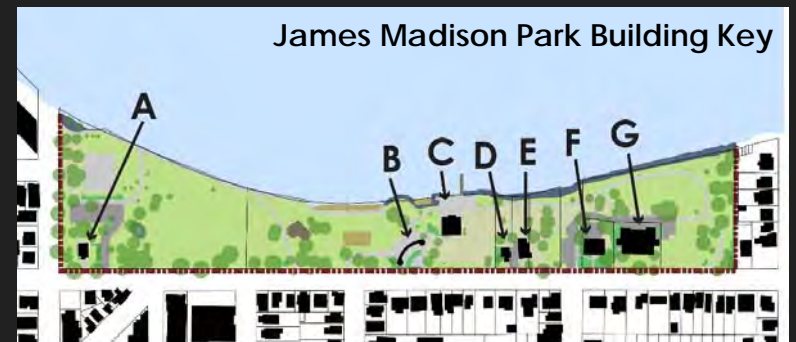
Architecture



A. Gates of Heaven



C. Mendota Rowing Club (Bernard-Hoover Boat House)



Architecture



G. Lincoln School Apartments



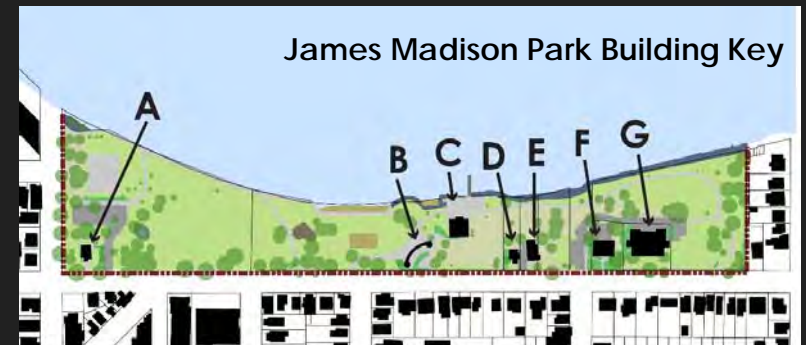
F. Mendota Bed & Breakfast
(William Collins House)



D. 640 E. Gorham
(Conner House)



E. 646 E. Gorham
(Cornelius Collins House)



James Madison Park Building Key

James Madison Park Shelter

Building Condition Assessment & Study 2013 (Main Level)

James Madison Park Shelter

Building Condition Assessment & Study

**MADISON
PARKS**

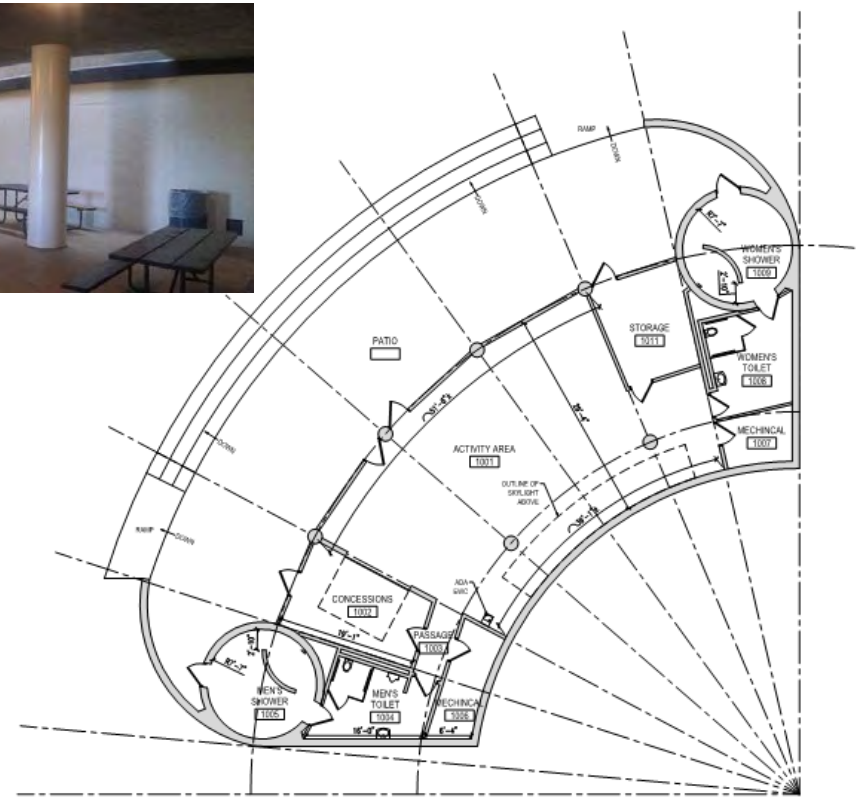
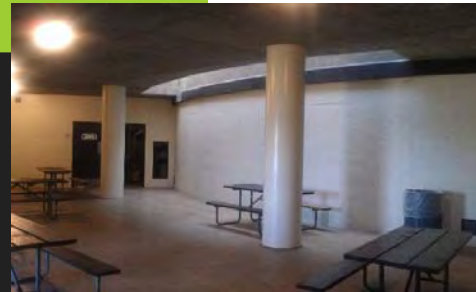


Aerial View - James Madison Park & Shelter

Date: October 21, 2013

Prepared For:
 Michael Sturm, ASLA, LEED AP
 Landscape Architect/Project Manager
 City of Madison Parks Division
 City-County Building, Suite 104
 210 Martin Luther King Jr. Blvd
 Madison, WI 53703
 (608) 267-4921

Prepared By:
 Melissa Destree, AIA, IIDA
 Michael Hein, PE
 Mark Lindloff, PE
 Destree Design Architects, Inc.
 Hein Engineering Group
 MP-Squared Structural Engineers, LLC



James Madison Park Shelter

Building Condition Assessment & Study 2013 (Roof)

James Madison Park Shelter

Building Condition Assessment & Study

**MADISON
PARKS**

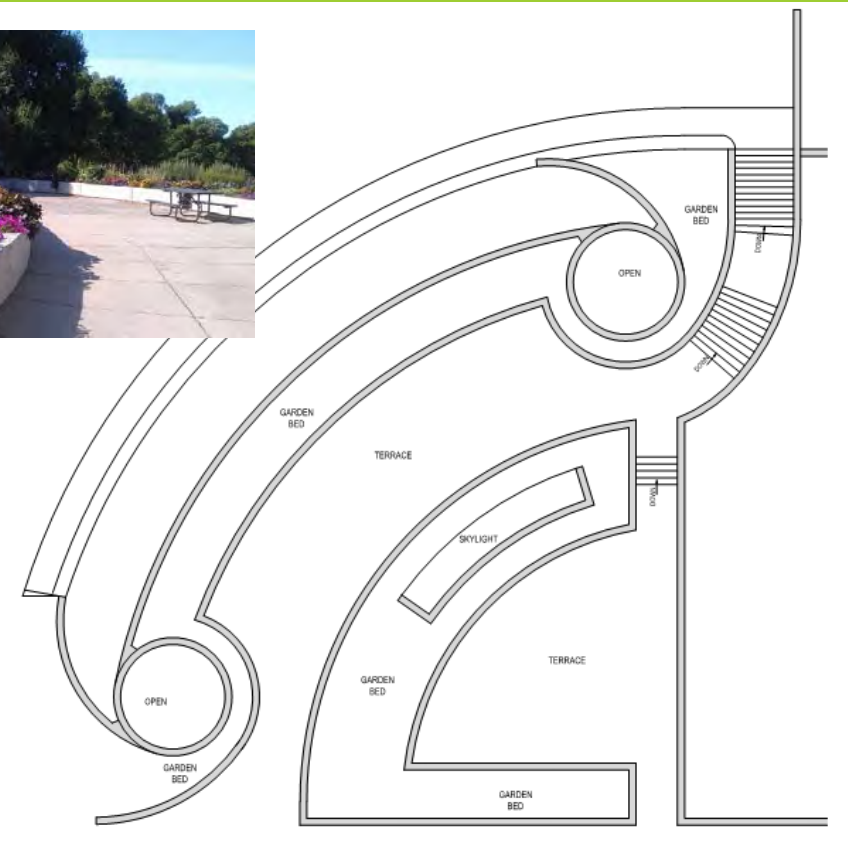
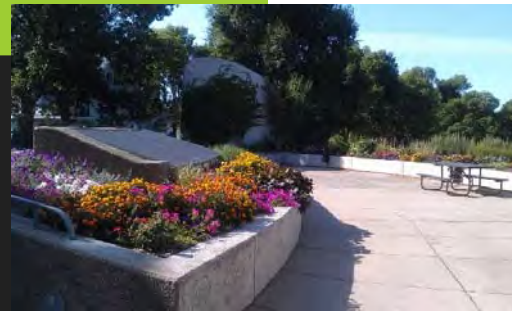


Aerial View – James Madison Park & Shelter

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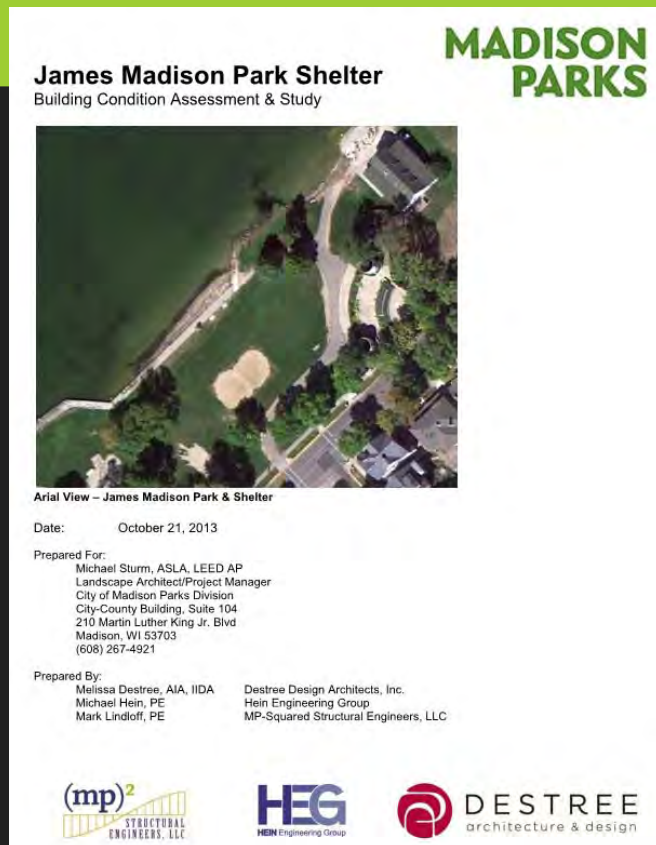
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Hein Engineering Group
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James Madison Park Shelter

Building Condition Assessment & Study 2013



Goals & Recommendations:

A = Base improvements and maintenance

B = Upgrade existing building to enhance services for the seasonal use of the building

C = Enhance and expand shelter for larger groups with optional year round use


Study is available for review

James Madison Park Shelter

Building Condition Assessment & Study 2013 – Public Comment

MADISON PARKS

James Madison Park Shelter
Building Condition Assessment & Study






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Accessibility of Park and Gates of Heaven
Activity Space
Acoustics
Brides Room
Community Room
Concession Area
Life Guard Storage
Showers
Sense of Place
Toilet Facilities at Shelter and Gates of Heaven
Views of Park & Lake
Visibility

Create a Master Plan for James Madison Park

James Madison Park - Optimizing and Re-envisioning our Shelter



James Madison Park

Optimizing and Re-envisioning our Shelter



Open House

Discussion Exercise:
Brag, Worry, Anticipate, Wonder

Discussion Format: 5 x 10 x 15 minutes

1. Think and write on your own (5 minutes).
2. Share & consolidate with your group (10 minutes).
Designate a reporter to record and tally repeat responses.
3. Small group reporters share the top 2-3 responses in each quadrant (15 minutes).

Individual Work

1. Think and write on your own (5 minutes).
2. Share & consolidate with your group (10 minutes).
Designate a reporter to record and tally repeat responses.
3. Small group reporters share the top 2-3 responses in each quadrant (15 minutes).

Small Group Work

1. Think and write on your own (5 minutes).
2. Share & consolidate with your group (10 minutes).
Designate a reporter to record and tally repeat responses.
3. Small group reporters share the top 2-3 responses in each quadrant (15 minutes).

Large-Group Sharing

1. Think and write on your own (5 minutes).
2. Share & consolidate with your group (10 minutes).
Designate a reporter to record and tally repeat responses.
3. Small group reporters share the top 2-3 responses in each quadrant (15 minutes).

Wrapping Up

Stay Involved!

- 1. James Madison PARKitecture Workshop w/ Michael Ford**
Saturday, February 10, 1:00-4:00PM, The BUBBLER @ Central Library
- 2. Design Concepts Workshop: Master Plan & Park Shelter**
Monday, May 14, 6:00-7:30PM, Gates of Heaven
- 3. James Madison Park Draft Master Plan Presentation**
Monday, September 24, 6:00-7:30PM, Christ Presbyterian Church

Be sure to take the online survey!

Stay Connected!

James Madison Master Plan & Shelter Design:
www.cityofmadison.com/parks/projects/james-madison-park-master-plan

Twitter: @playmadison

Facebook: Madison Parks, @cityofmadisonparks

Project Contact:

Sarah Lerner

(608) 261-4281

slerner@cityofmadison.com



















Don't forget to
return your
clicker to us!

Thank You!

Context – A Community Park

- + Community parks serve a broader purpose than neighborhood parks. They focus on meeting community based recreation needs, and preserving unique landscapes and open spaces.
- + Potential facilities in a community park:
 - › Playground and play equipment for all ages
 - › 2-3 medium sized recreational amenities (i.e. softball diamond, soccer field, full size basketball court)
 - › 1 large recreational facility (i.e. lit baseball/ softball fields with bleachers, tennis court complex, hockey rink with lights)
 - › Accessible path system
 - › Benches, Landscaping, Park Sign, Park Kiosk/Info Board
 - › Reservable shelter with restrooms
 - › Drinking fountain
 - › Open play area
 - › Picnic area
 - › Community Gardens (as appropriate based on space available)

At this Park

-  Basketball Court ^
-  B-cycle Station ^
-  Beach ^
-  Canoe & Kayak Launch Site ^
-  Canoe & Kayak Storage ^
-  Dog On-Leash Area ^
-  Fishing ^
-  Historical Feature ^
-  Parking Lot ^
-  Playground ^
-  Restroom ^
-  Shelter - Reservable ^
-  Slacklining ^
-  Volleyball Court ^