

James Madison Park



Photo: Denise DeSerio

Master Plan & Shelter Design

Public Meeting #3: Design Concepts Workshop | May 14, 2018

Project Team Introductions

- + Urban Assets – public engagement
- + Saiki Design – landscape architecture and master planning
- + Destree Architecture – shelter design
- + Baird – coastal engineering

Tonight's Agenda



1. Project Scope & Background (10 min)
2. Presentation of Design Concepts (30 min)
3. Small & Large Group Discussion (60 min)

Everything we learn tonight will inform the final draft master plan, which will be presented on September 24th.

Ground Rules

- + Ask **clarifying questions** as we go (e.g., explain a term or repeat a statement).
- + Save **discussion questions** for the end.
- + Respect each other's time and opinions.
- + Keep an open mind and have fun!



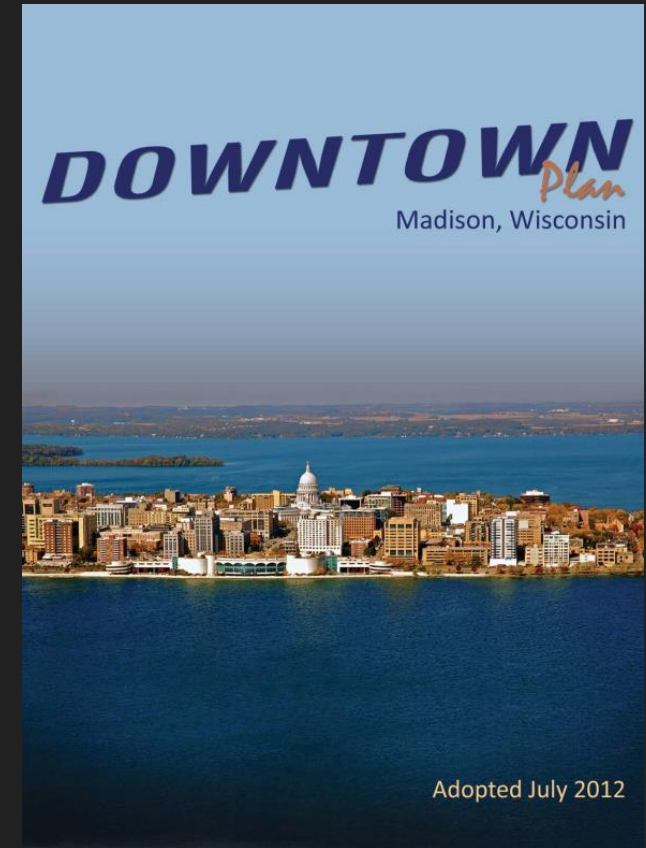
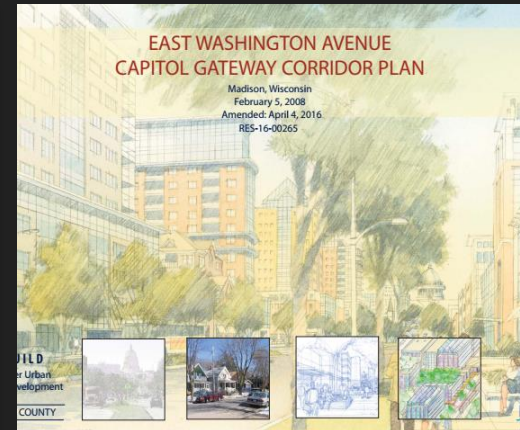
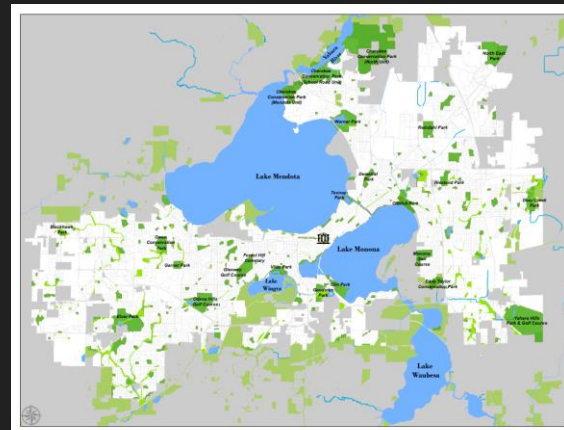
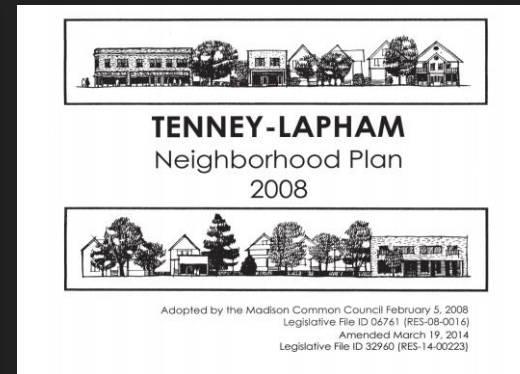
James Madison Park Master Plan & Shelter Design

What is a master plan?

+ Long-term plan with ~25 year implementation horizon.



The James Madison Park master plan will be informed by:



Project Scope: Nov 2017 - Sept 2018

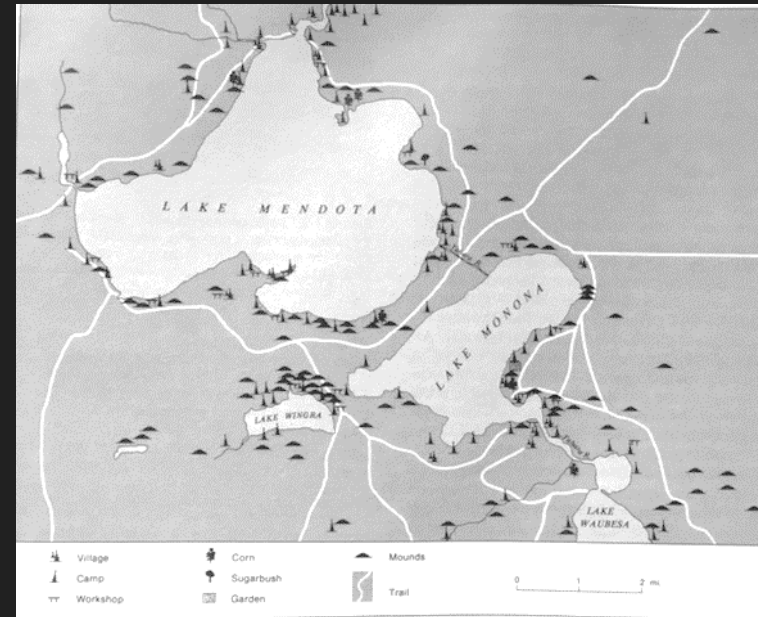
- + Phase 1: **What do we know?**
Site Investigations & Assessment
- + Phase 2: **What are our options?**
*Conceptual Options
(master plan & shelter)*
- + Phase 3: **What are we going to do?**
Draft and Final Master Plan

Planning based on robust community engagement.



James Madison Park Site Investigations

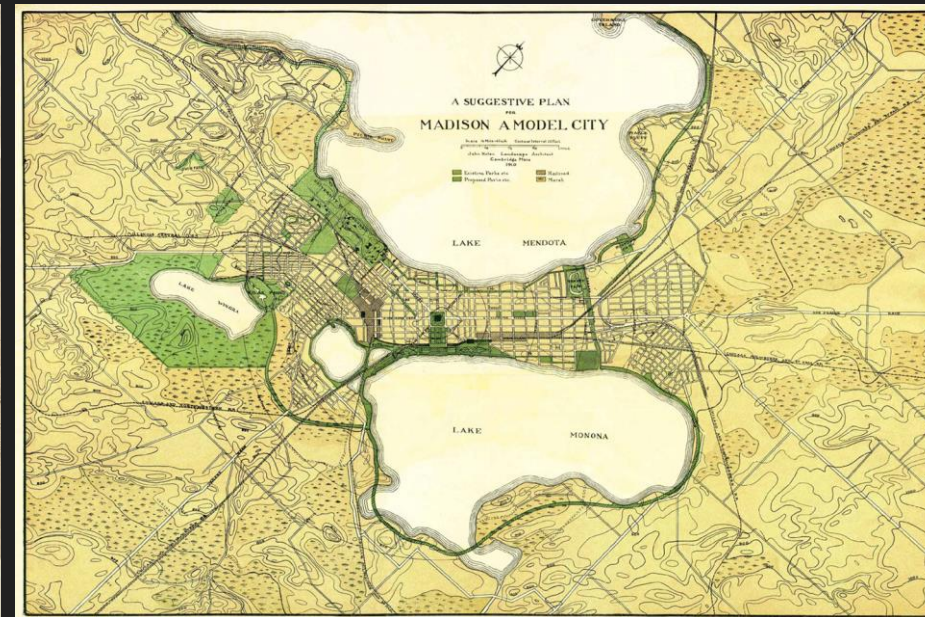
Park History



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

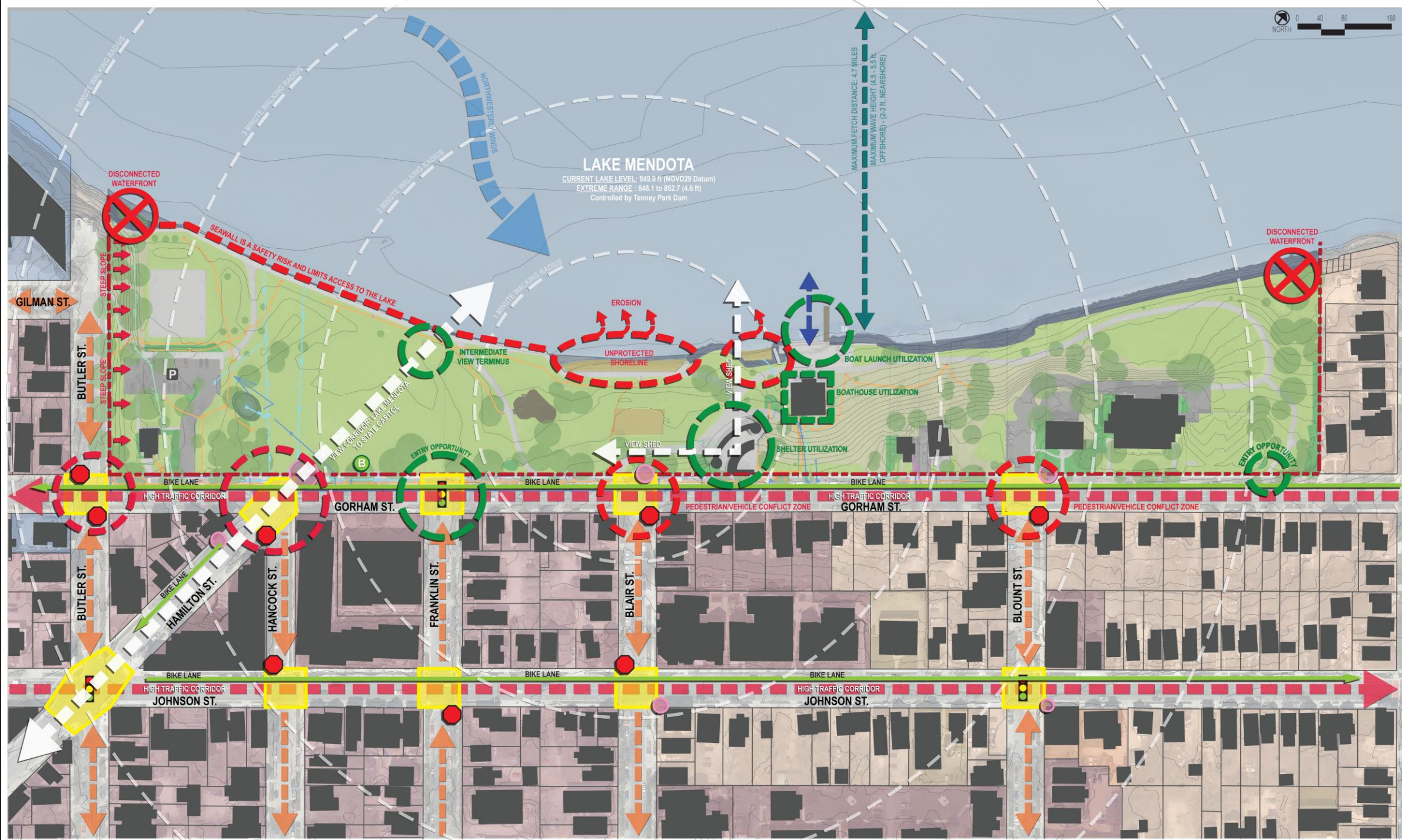


James Duane Doty's 1836 speculative Plat for Madison



John Nolen Plan for Madison, published 1911

Site Analysis



Architecture



James Madison Park Building Key



Public Engagement to Date

Outreach Tools

- + Website, email, social media
- + Paper comment cards (51 responses)
- + Online survey (215 responses)
- + Park observations and intercept interviews (8 observations, 12 interviews)
- + Public meetings (76 participants)
- + Focus groups (6 groups, 62 participants)



Focus Groups

- + YWCA Third Street Program Residents
- + The Beacon
- + Homeless Service Providers
- + Minority Community Organizations
- + ADA Accessibility
- + Downtown Madison, Inc.



Using Public Input to Inform Design Concepts

+ Tagged comments by theme (land, water, buildings, vision)

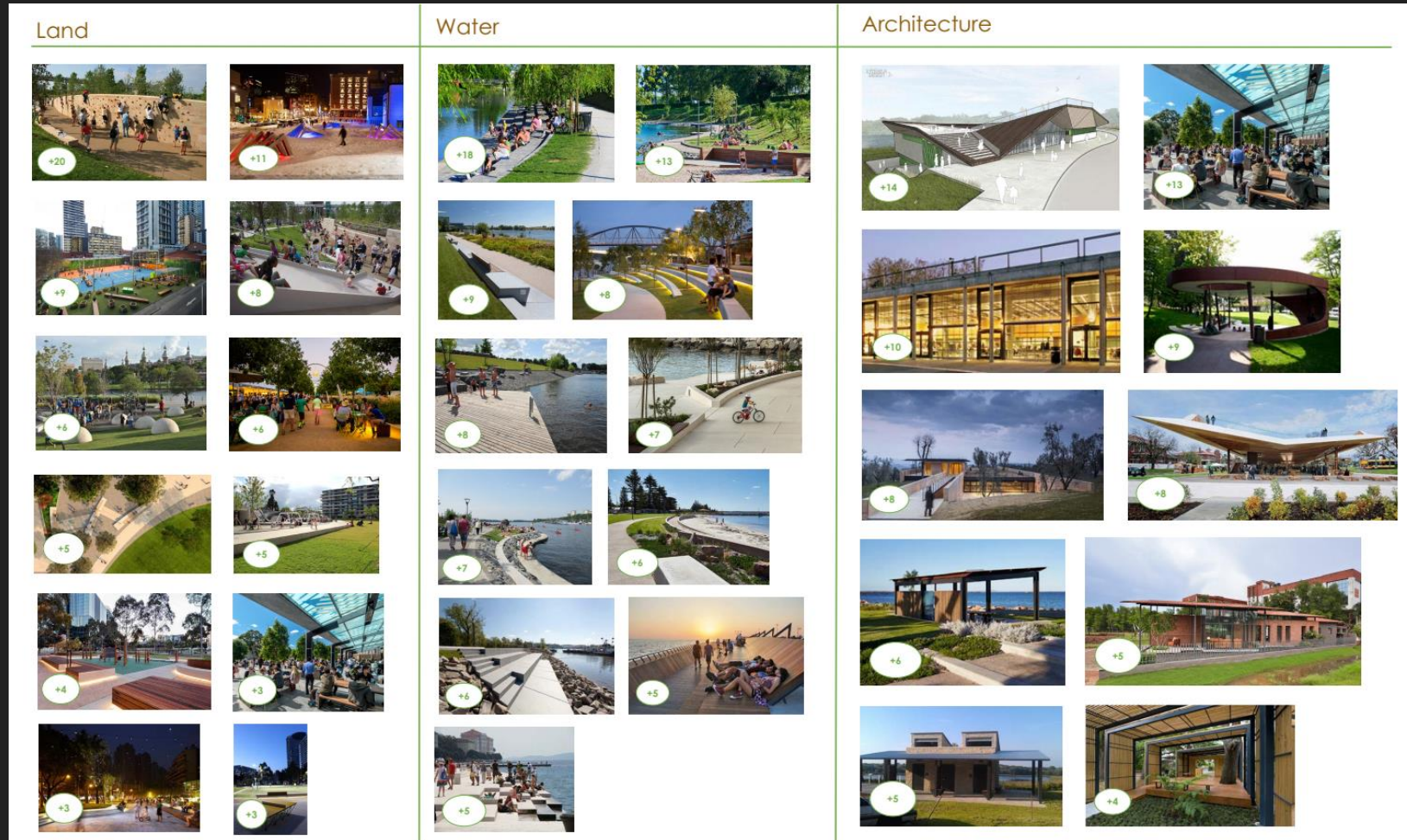
+ Organized with summary statements (e.g., “Improve park shelter design and amenities.”)

James Madison Master Plan & Shelter Design
 Summary of Public Engagement Comments
 Sources: Public Meeting 1 and 2; YWCA Focus Group, Homeless Service Providers Focus Group, the Beacon Clients Focus Group, Community Organizations Focus Group, DMI Quality of Life and Safety Committee Focus Group, ADA Accessibility Focus Group; Stakeholder meeting 1 and 2; (151) online survey open-ended responses; (43) comment cards; & email comments collected through 3/26/2018

Summary Statement	Total	Top Comments & Desires within each Category	Breakdown of Summary Comments by Theme			
			Buildings & Architecture	Land & Land-based Recreation	Shoreline, Lake, & Water-based Recreation	Park Vision
1 Improve park shelter attractiveness & amenities	129	Make shelter more welcoming, expand usage, or replace Remove towers on roof Improve restrooms & showers: clean & accessible Add a gathering/performance space Improve lighting & electrical access Offer equipment rentals (e.g. kayaks, paddleboards, floaties)	116		12	1
2 Increase amount of basic park amenities	74	Grills, drinking fountains, trash cans Increase park seating/tables Improve park lighting	3	66	4	1
3 Improve shoreline access & interaction	66	Expand the beach Add Memorial Union-style steps Improve safety at the sea wall Naturalize the shoreline		5	61	
4 Increase amount & types of play spaces for kids & adults	48	Expand the playground & add interesting equipment Install adult play/fitness equipment Multi-use paved courts		45	2	1
5 Improve lake & beach health/cleanliness	38	Cleaner beach Improve water health & cleanliness Curtain to keep weeds out of swimming area			37	1
6 Maximize utilization of park space & paths	35	Better utilize Lincoln School Apartments area Configure park to maximize space for heavy use Add more paths, improve path behind Verex Plaza Expand/reconfigure paths & paved areas to accommodate all users	2	27	1	5
7 Improve park safety and promote good behavior	33	Improve personal safety Discourage consumption of drugs/alcohol Policing/security/lifeguards	2	7	3	21
8 Improve universal accessibility	31	ADA Accessible Infrastructure for the elderly/handicapped Improve access in Gates of Heaven Accessible playground & basketball court	2	17	6	6
9 Improve/expand native landscaping	30	Landscaping maintenance/weed control Natural areas/native plantings More trees/remove view blocking trees	1	29		
10 Promote sustainability	29	Stormwater filtration system LEED certified park shelter Sprinkler or rain collection system, bioswales	3	11	10	5
11 Improve dog friendliness	27	Incorporate a fenced dog park Dogs welcome in park Dog waste receptacles & water stations		24		3
12 Increase amount of shaded park area	26	Open-air sun shelter More shade by beach More shade by playground	12	11	3	
13 Expand infrastructure for watercraft & fishing	26	Add pier/expand existing pier Add marina/improve boat access Aquatic center			26	
14 Expand access to food	26	Concessions available for purchase Space for food carts/trucks Café/snack bar/biergarten	2	10	1	13

Using Public Input to Inform Design Concepts

+ Gathered input on preferences for land, water, architecture



Draft Concepts: Master Plan & Shelter

Master Plan Design Goals (slide 1 of 2)

- + Engage the waterfront.
- + Improve near shore water quality.
- + Improve safety.
- + Support the City's Racial Equity and Social Justice Initiative.
- + Accomplish universal accessibility that allows equitable use of all park elements.
- + Extend park use throughout the day and seasons.

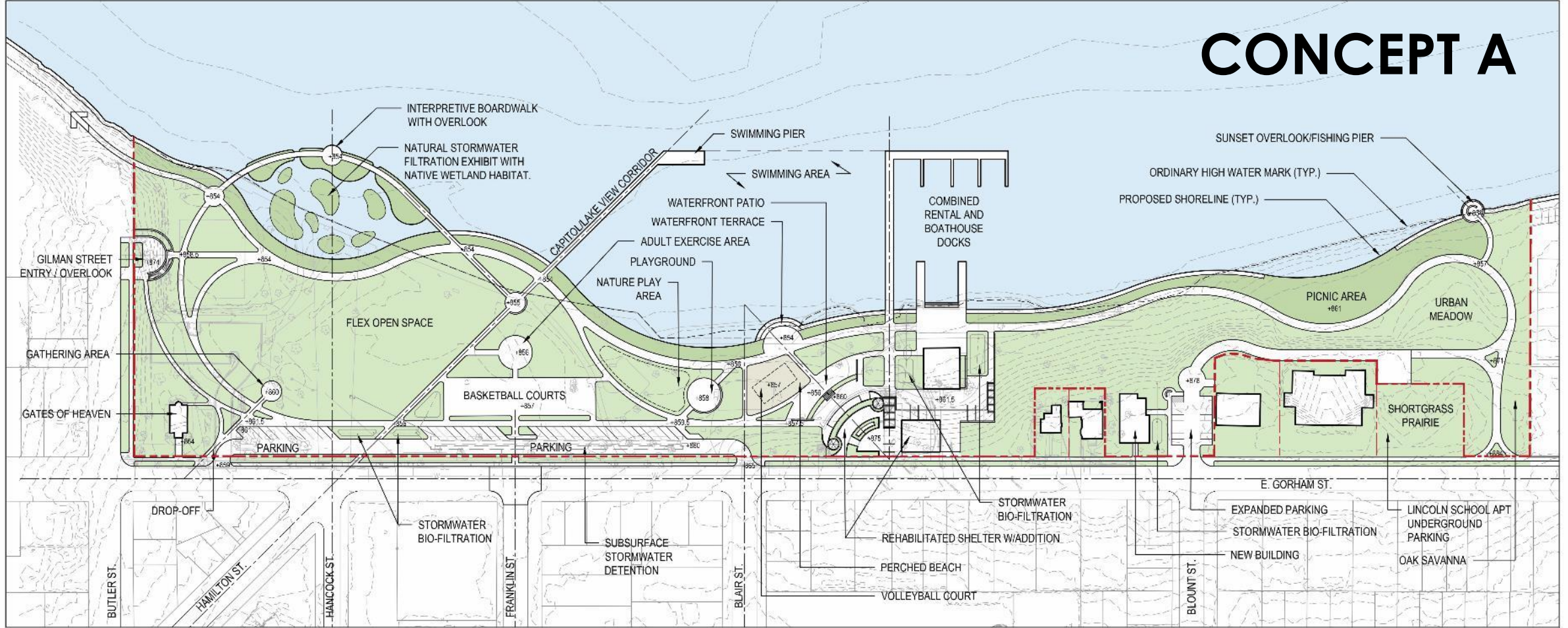


Master Plan Design Goals (slide 1 of 2)

- + Foster environmental sustainability.
- + Diversify park spaces and experiences.
- + Promote flexibility & adaptability of park use.
- + Facilitate community pride and sense of ownership.
- + Improve wayfinding and connectivity throughout park.
- + Provide partnership opportunities.

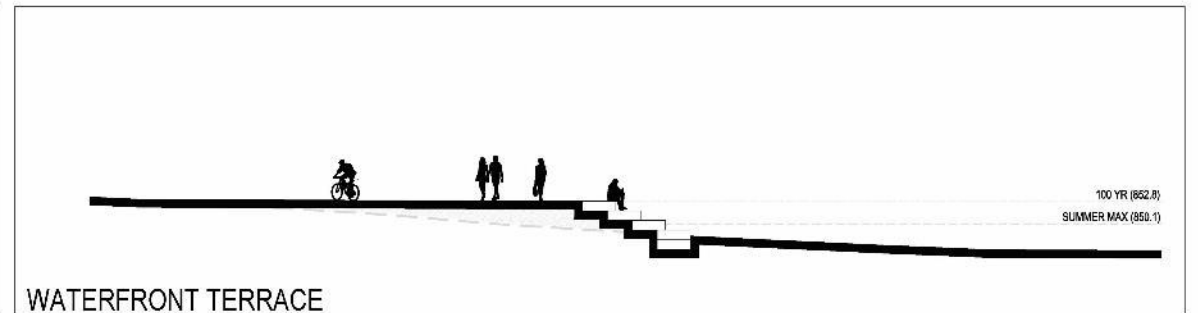
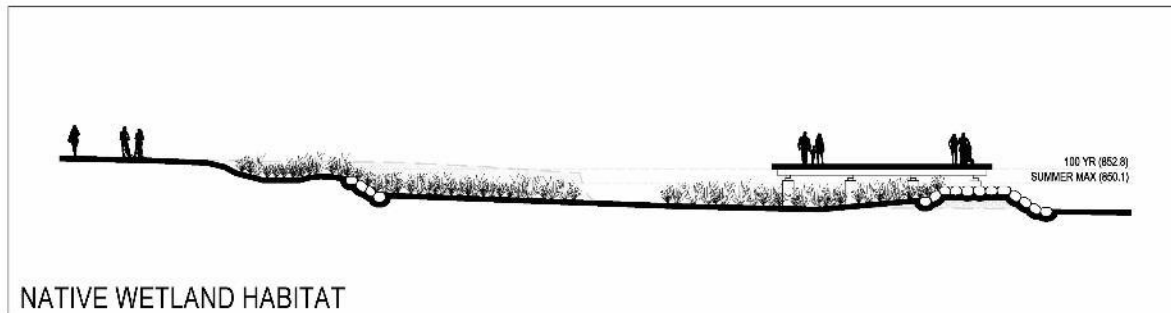
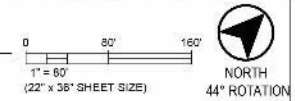


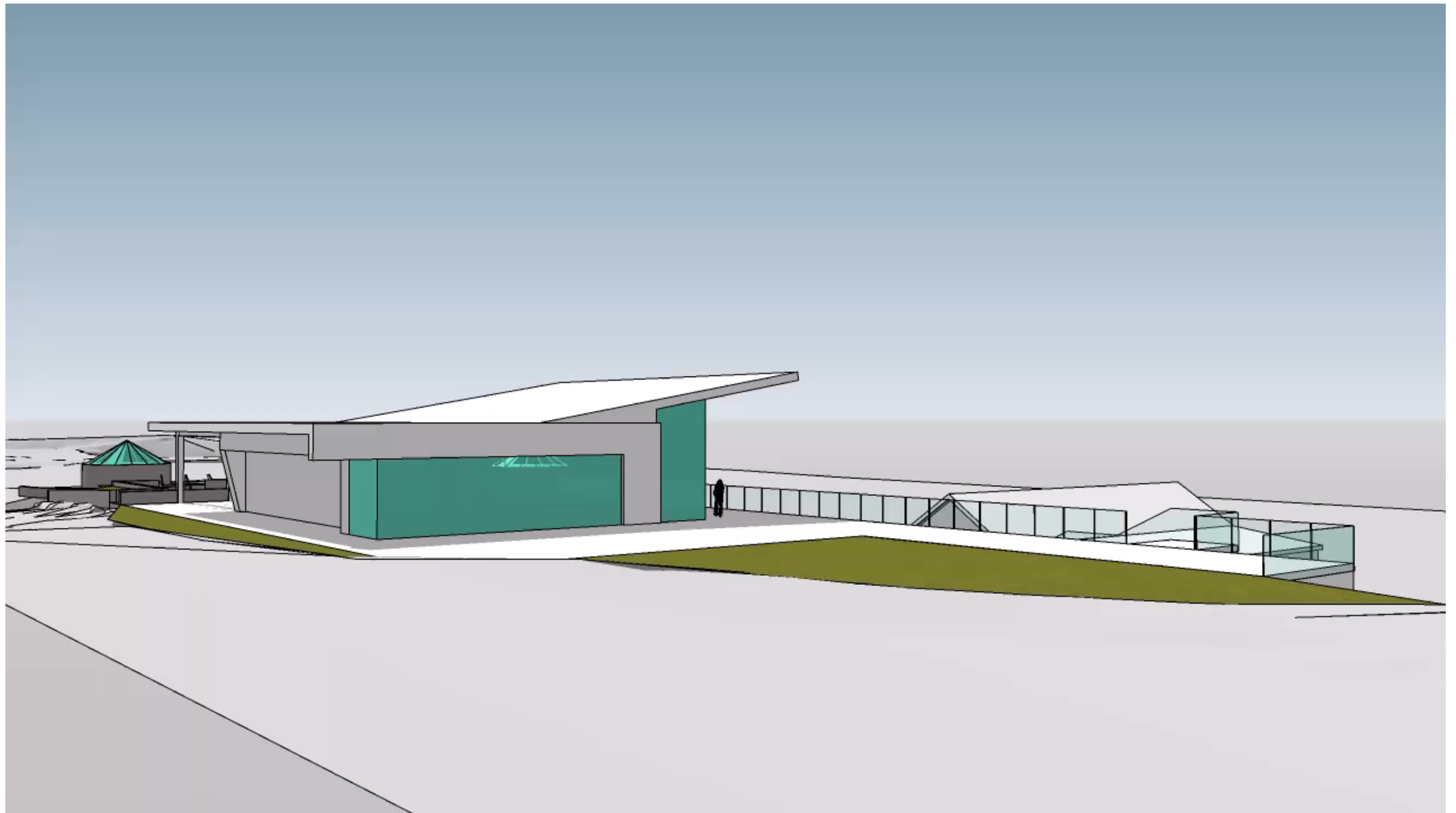
CONCEPT A



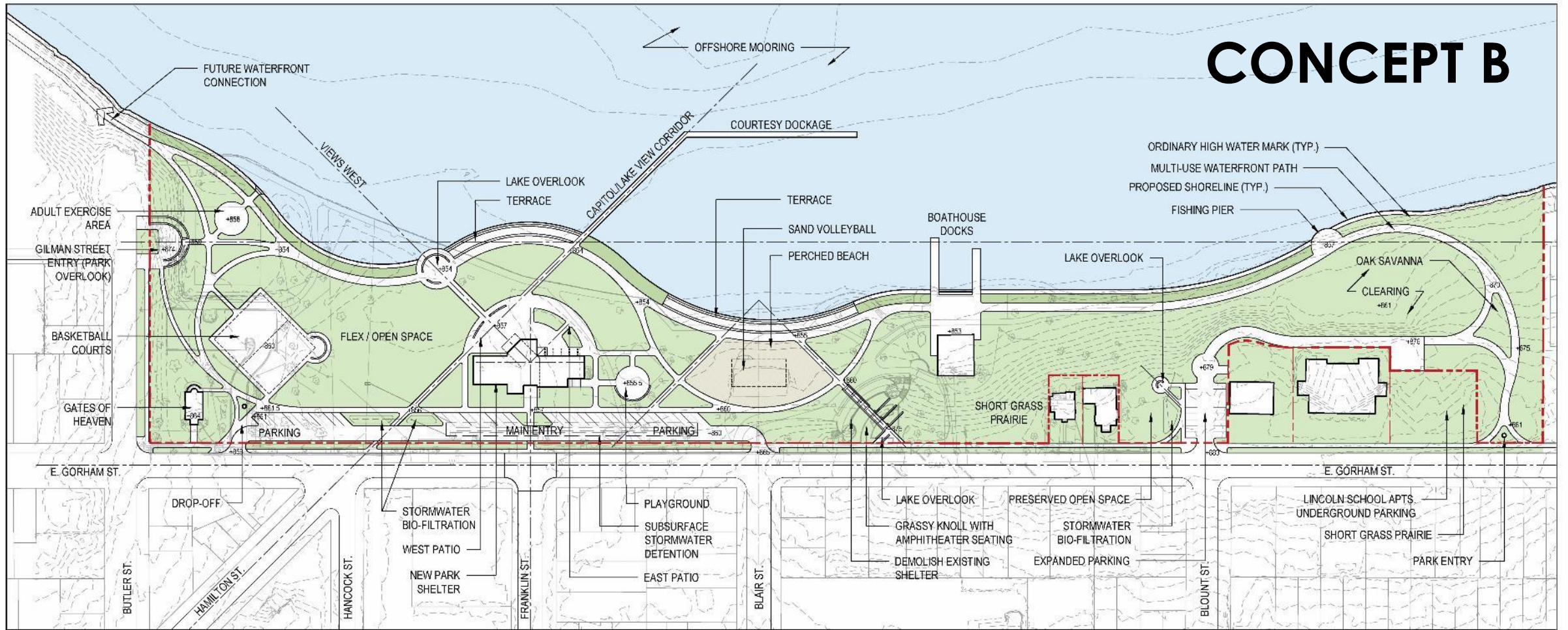
A JAMES MADISON PARK MASTER PLAN - OPTION A

SCALE: 1" = 80'-0"

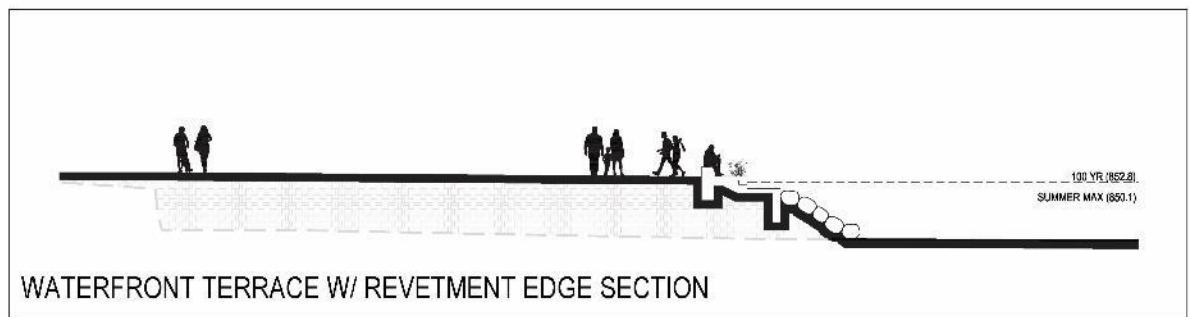




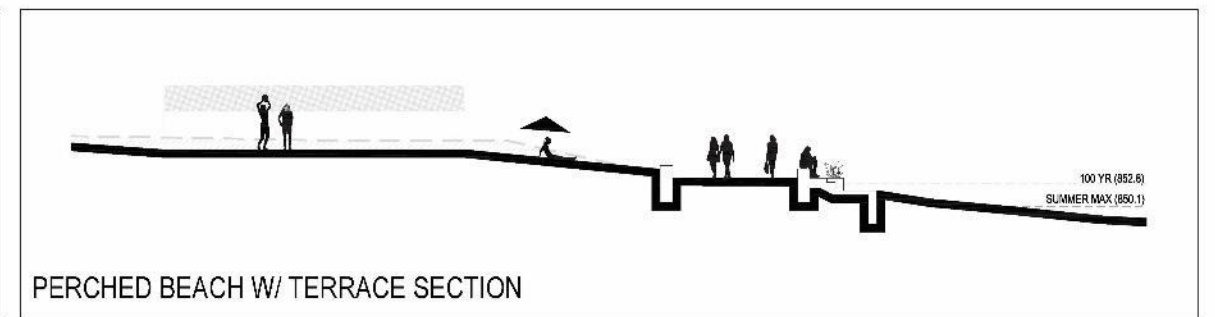
CONCEPT B



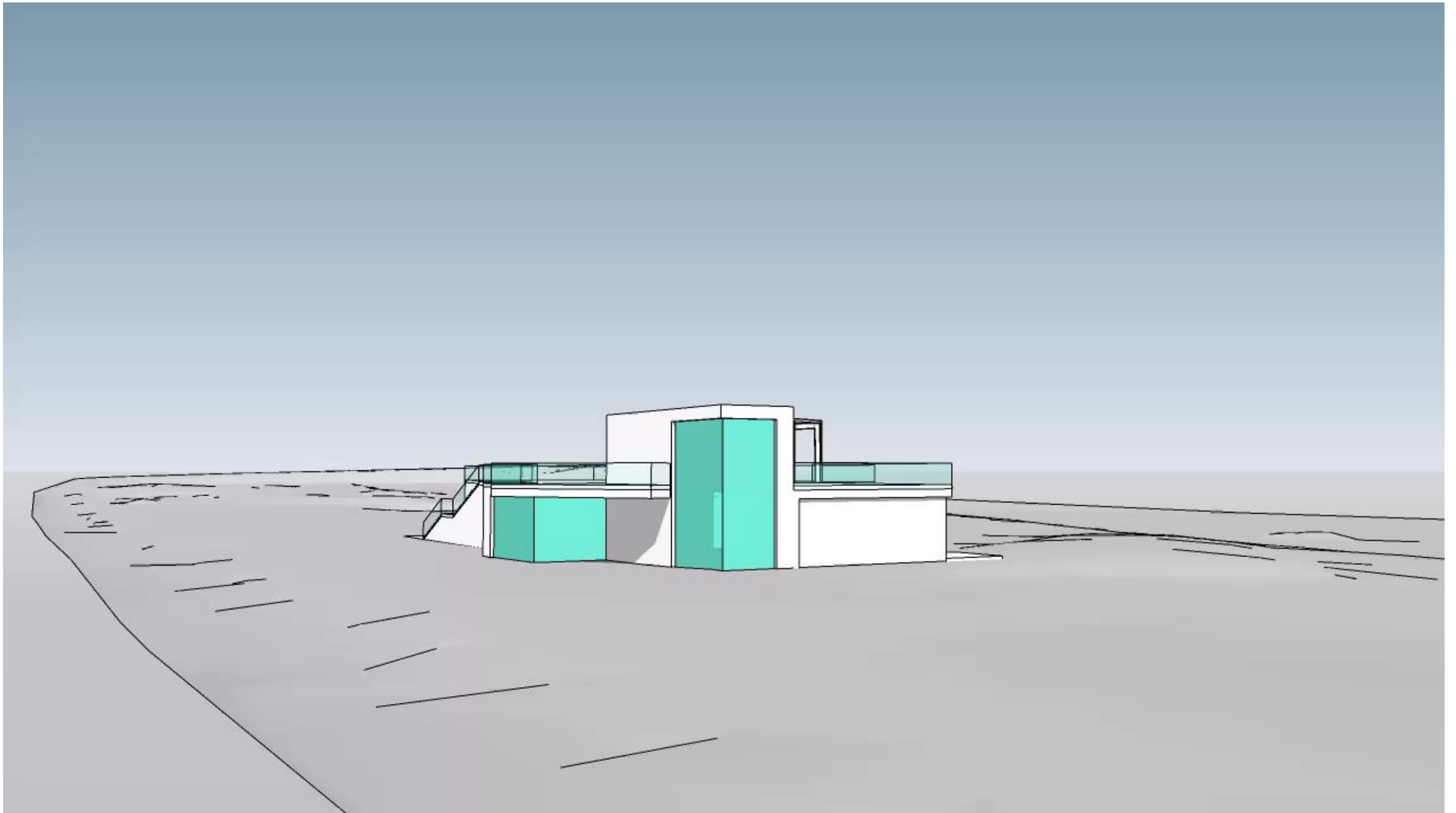
B JAMES MADISON PARK MASTER PLAN - OPTION B
 SCALE: 1" = 80'-0"
 0 80' 160'
 1" = 80'
 (22" x 36" SHEET SIZE)
 NORTH
 44° ROTATION



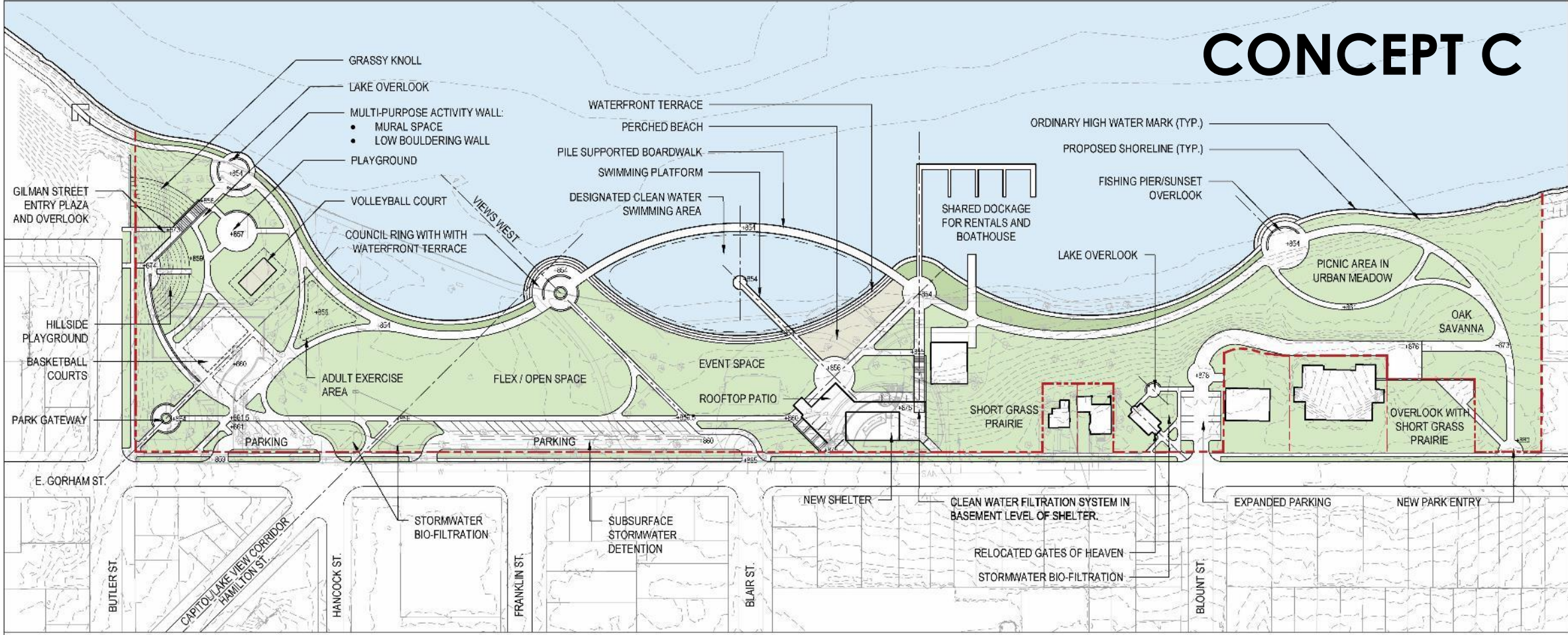
WATERFRONT TERRACE W/ REVETMENT EDGE SECTION



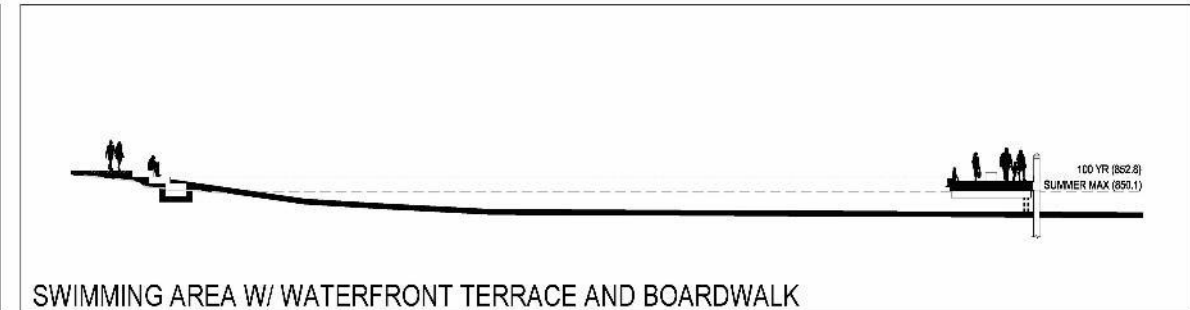
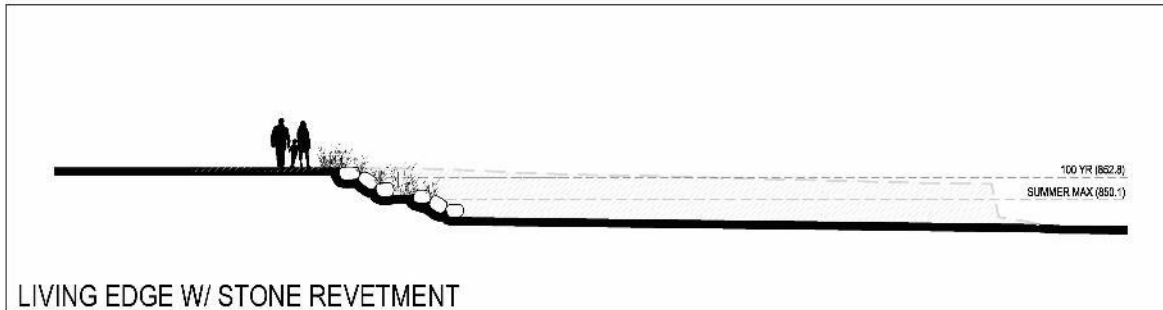
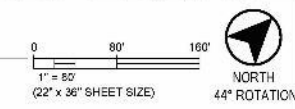
PERCHED BEACH W/ TERRACE SECTION



CONCEPT C



C JAMES MADISON PARK MASTER PLAN - OPTION C
SCALE: 1" = 80'-0"





Small Group Discussion

Small Group Discussion (15 min.)

1. Identify areas of **unanimous agreement** with green dots.
2. Identify areas of **mixed-reception** with yellow dots.
3. Identify areas of **unanimous concern** with red dots.

Small Group Discussion (15 min.)

1. Identify your group's **top 3 priorities**.

Large Group Report-Out

1. Share 2-3 things that your group **liked**.
2. Share 2-3 **concerns** your group had.
3. Share the **top 3 priorities** your group landed on.

Wrapping Up

Stay Connected!

Final Meeting:

James Madison Park Draft Master Plan Presentation
September 24, 6:00-7:30PM, Christ Presbyterian Church

Project Website:

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

Project Contact:

Sarah Lerner, (608) 261-4281, slerner@cityofmadison.com

