

# James Madison Park



Photo: Denise DeSerio

## Master Plan & Shelter Design

Public Meeting #4: Draft Master Plan Presentation | September 24, 2018

# Project Team Introductions

- + Urban Assets – public engagement
- + Saiki Design – landscape architecture and master planning
- + Destree Architecture and Design – shelter design
- + Baird – shoreline engineering
- + Cornerstone Preservation – historical overview
- + Access to Independence – ADA accessibility
- + BrandNu Design/Michael Ford – Parkitecture Workshop
- + Burse Surveying and Engineering – civil engineering

# Tonight's Agenda



1. Where We've Been (15 min)
2. Presentation of Draft Master Plan and Shelter Concept (30 min)
3. Group Discussion (40 min)

# Ground Rules

- + Ask **clarifying questions** as we go (e.g., explain a term or repeat a statement).
- + Save **discussion questions** for the end.
- + Keep an open mind.



# James Madison Park Master Plan & Shelter Design

# What is a master plan?

- + Long-term plan with ~25 year implementation horizon.
- + Guides budget decisions.
- + The first step of many.



# How did we get here?

- + 2013: Public Meeting and Shelter Study
- + 2017: Budget approved for James Madison Park Master Plan
  - › Racial Equity and Social Justice Initiative (RESJI) tool used to develop the request for proposals for a design team



# Project Scope: Nov 2017 - Nov 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.***





# Planning Process



**1** | Site Investigations & Historical Research

**2** | Public Meeting #1: Jan. 17  
Community Kickoff Meeting

**3** | Online Survey  
Comment Cards  
Stakeholder Group Meetings  
Focus Group Meetings

**6** | Public Meeting #3: May 14  
Concepts Workshop & Pop-up Session in Park

**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



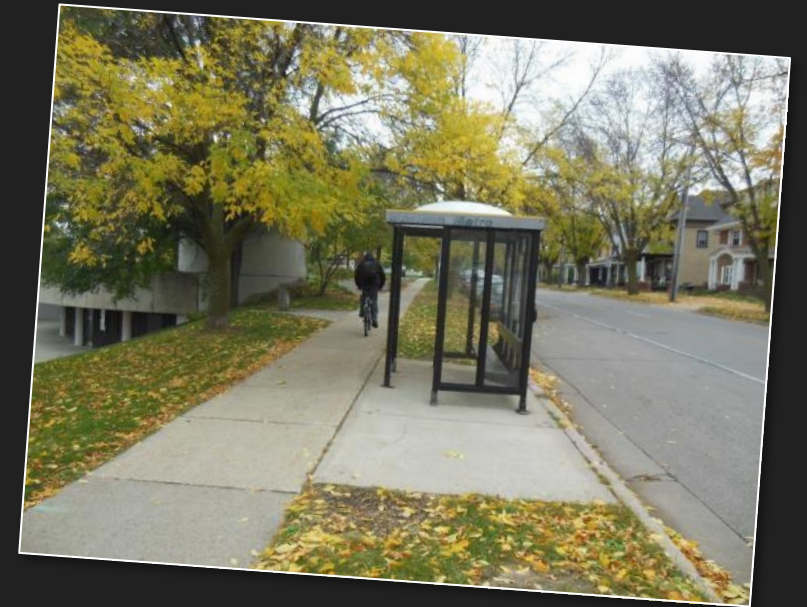
# What is covered by this planning process?

- + 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

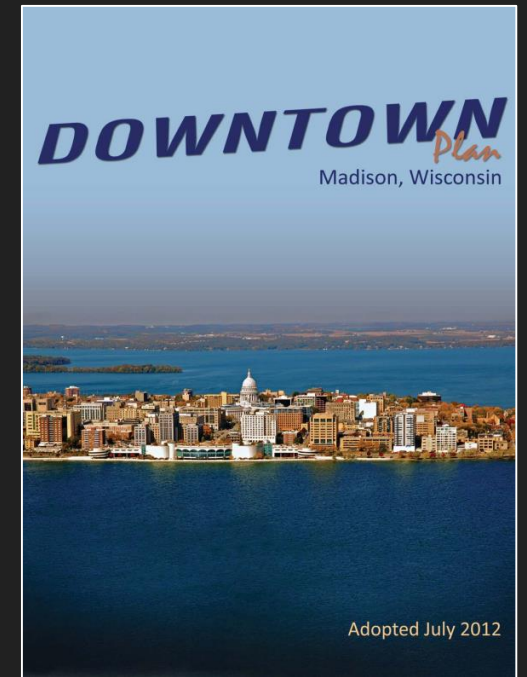
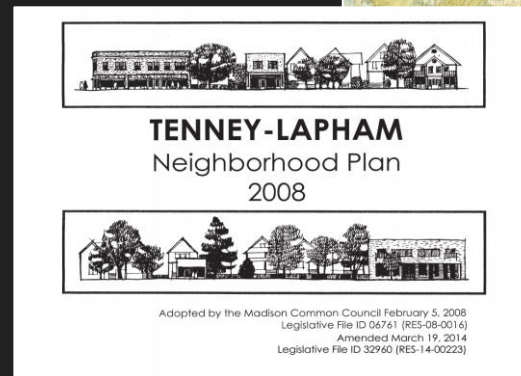
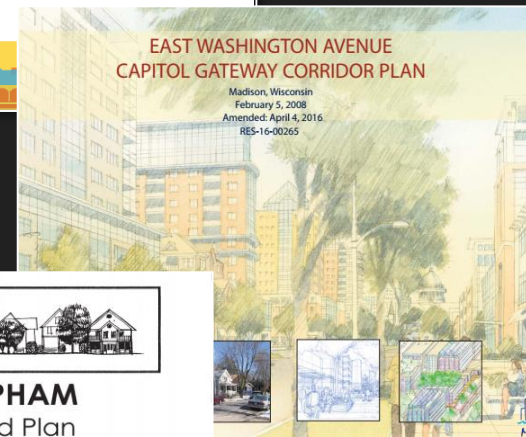


# What is NOT covered?

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



# The master plan is informed by:



# Research and Analysis

- + Stormwater & water quality – Burse Engineering
- + Lake hydraulics and shoreline (bathymetric survey) - Baird
- + Tree survey – certified arborist
- + Wetland survey
- + Phase 1 Archaeological Investigation – Phase I Arch. Services Inc.
- + ‘Beyond compliance’ ADA review – Access to Independence
- + Public safety review – CPTED review with Police, incident reports
- + Historical overview and site chronology – Cornerstone Preservation

# Public Engagement

# Outreach & Engagement

- + Website, email, flyers, social media (10,000 followers)
- + Postcard mailings (over 8,000 addresses)
- + Online survey (215 responses)
- + Paper comment cards (17 locations, 51 responses)
- + 3 public meetings (120 participants)
- + 1 pop-up input session at the park (10 drop-ins)
- + Park observations (460 park users via 12 site visits)
- + Intercept interviews at the park (16 interviews)
- + 6 focus groups (62 participants)
- + 5 stakeholder group meetings (17 members)



# Focus Groups

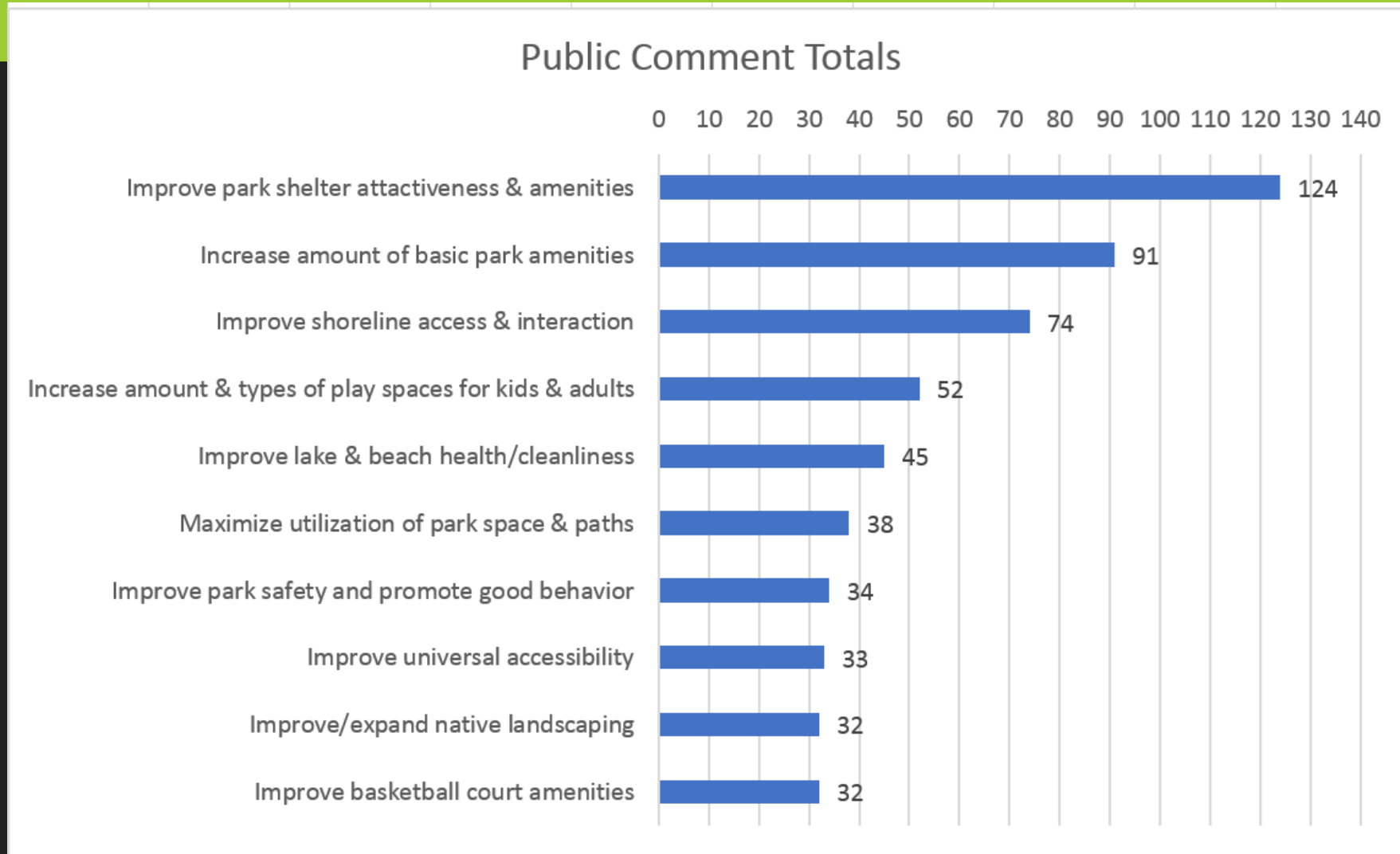
## Supporting the City's Racial Equity and Social Justice (RESJI) Initiative

- + YWCA Third Street Program Residents
  - › 14 participants
- + Clients of The Beacon
  - › 14 participants
- + Homeless Service Providers
  - › 2 participants
- + Minority Community Organizations
  - › 3 participants
- + DMI Quality of Life Safety Committee
  - › 23 participants
- + ADA Accessibility
  - › 6 participants

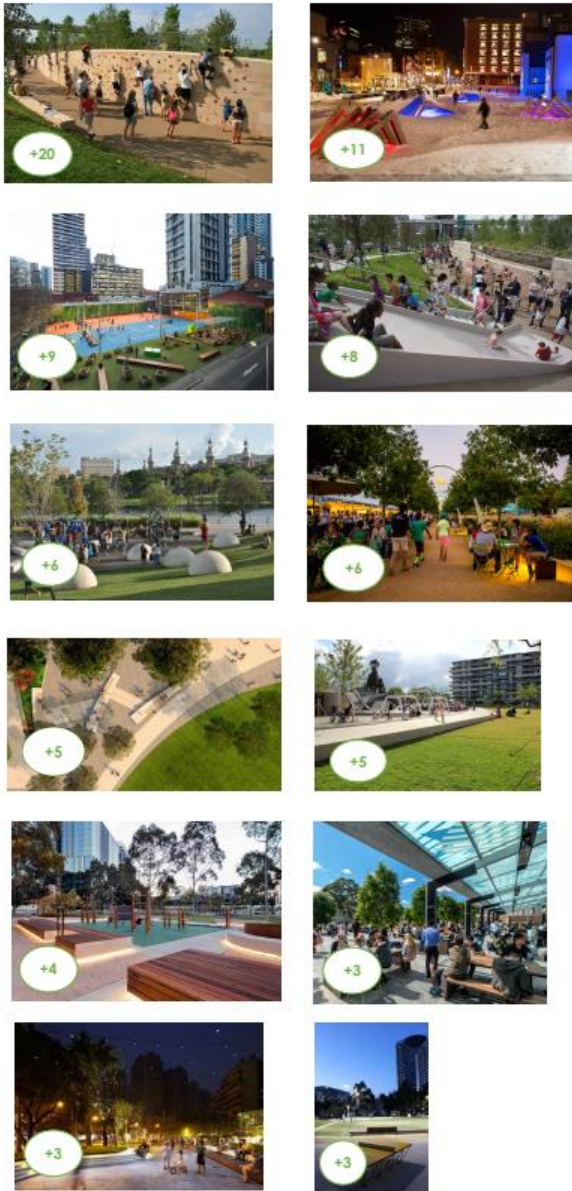




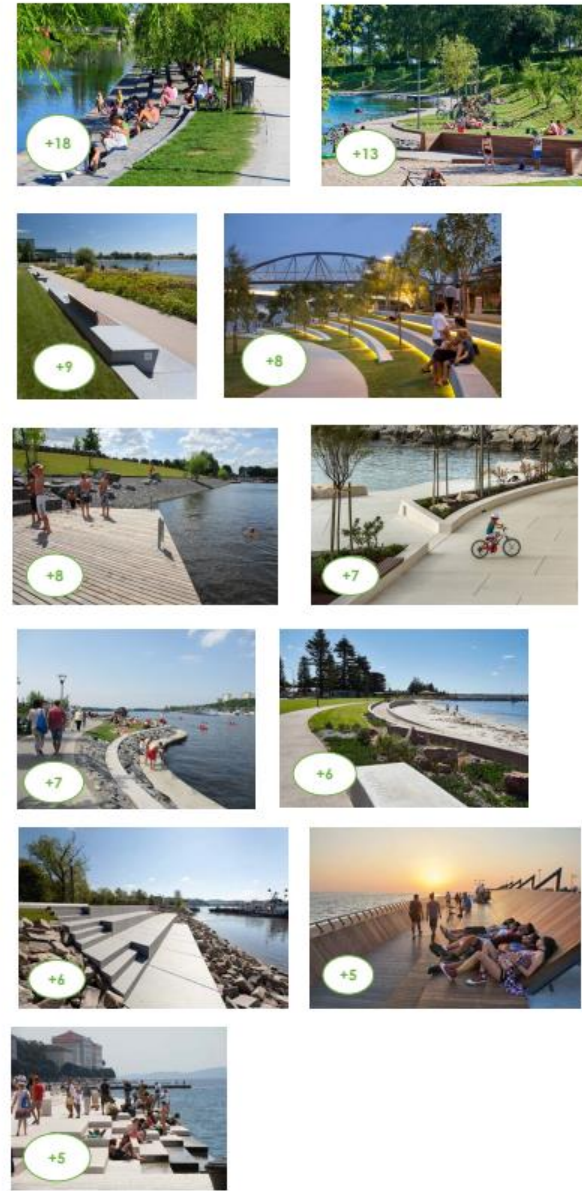
# What We Heard – 1,000 comments!



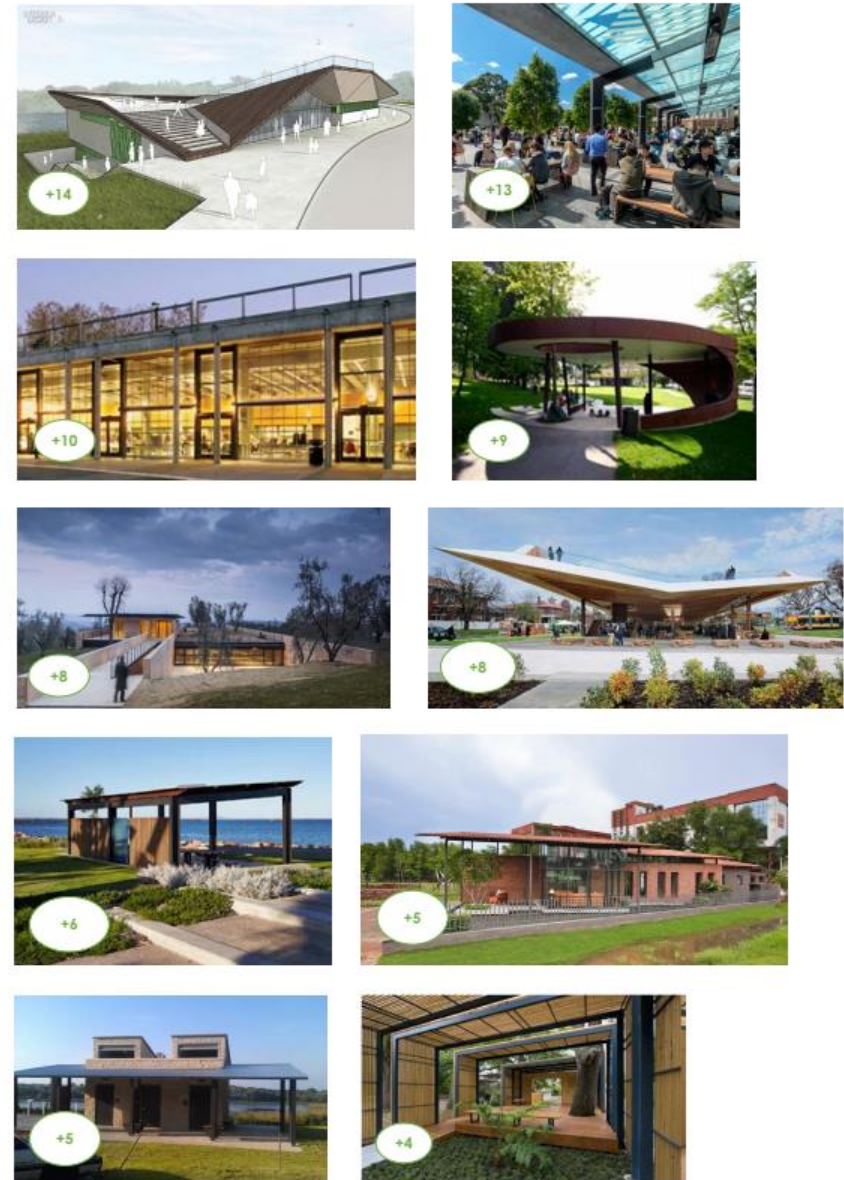
Land



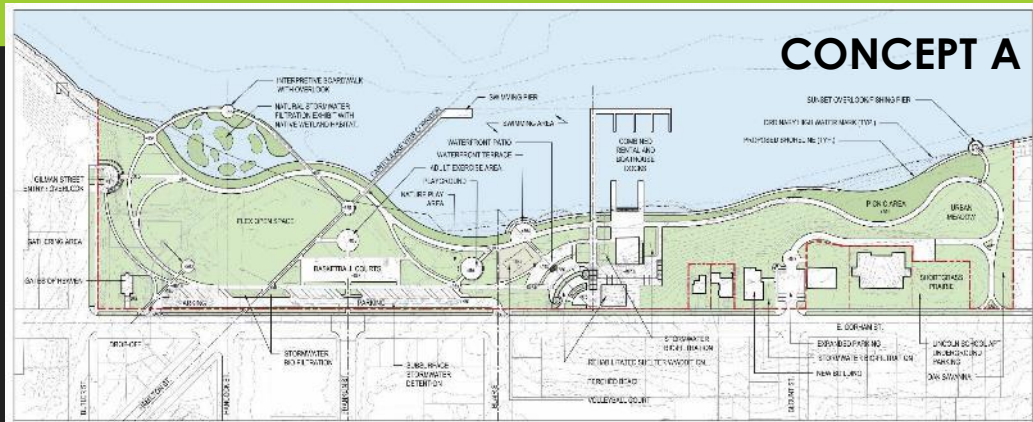
Water



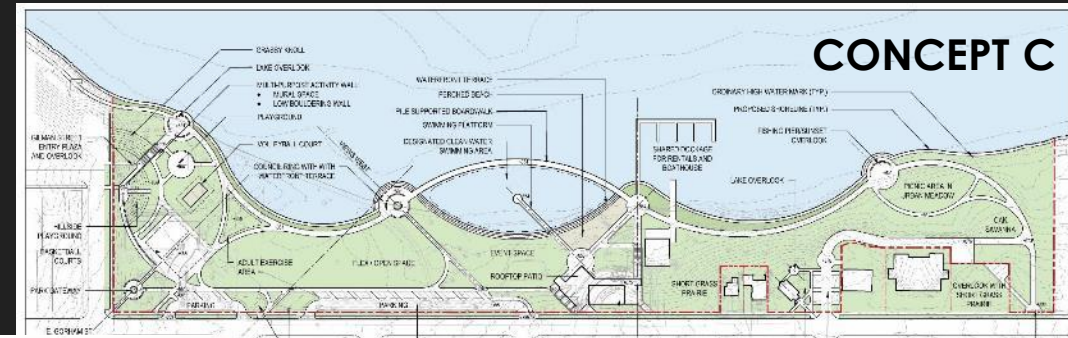
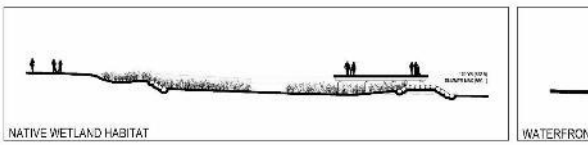
Architecture



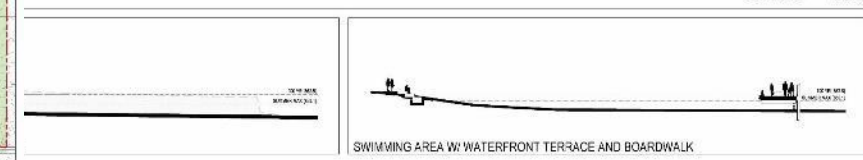
# Conceptual Design Exploration



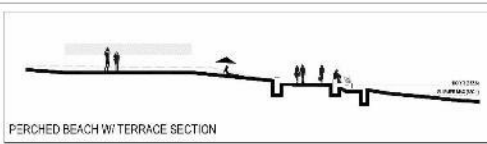
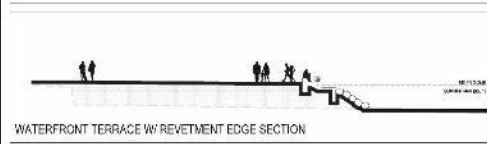
A JAMES MADISON PARK MASTER PLAN - OPTION A



PLAN - OPTION C



B JAMES MADISON PARK MASTER PLAN - OPTION B



# Feedback on Conceptual Designs

## + Top likes

- › Reconfigured parking on Gorham
- › Natural stormwater filtration exhibit
- › Shelter space for food & rentals
- › Capitol view corridor pier
- › Sunset overlook at Blount
- › Gilman Street entry plaza

## + Top desires

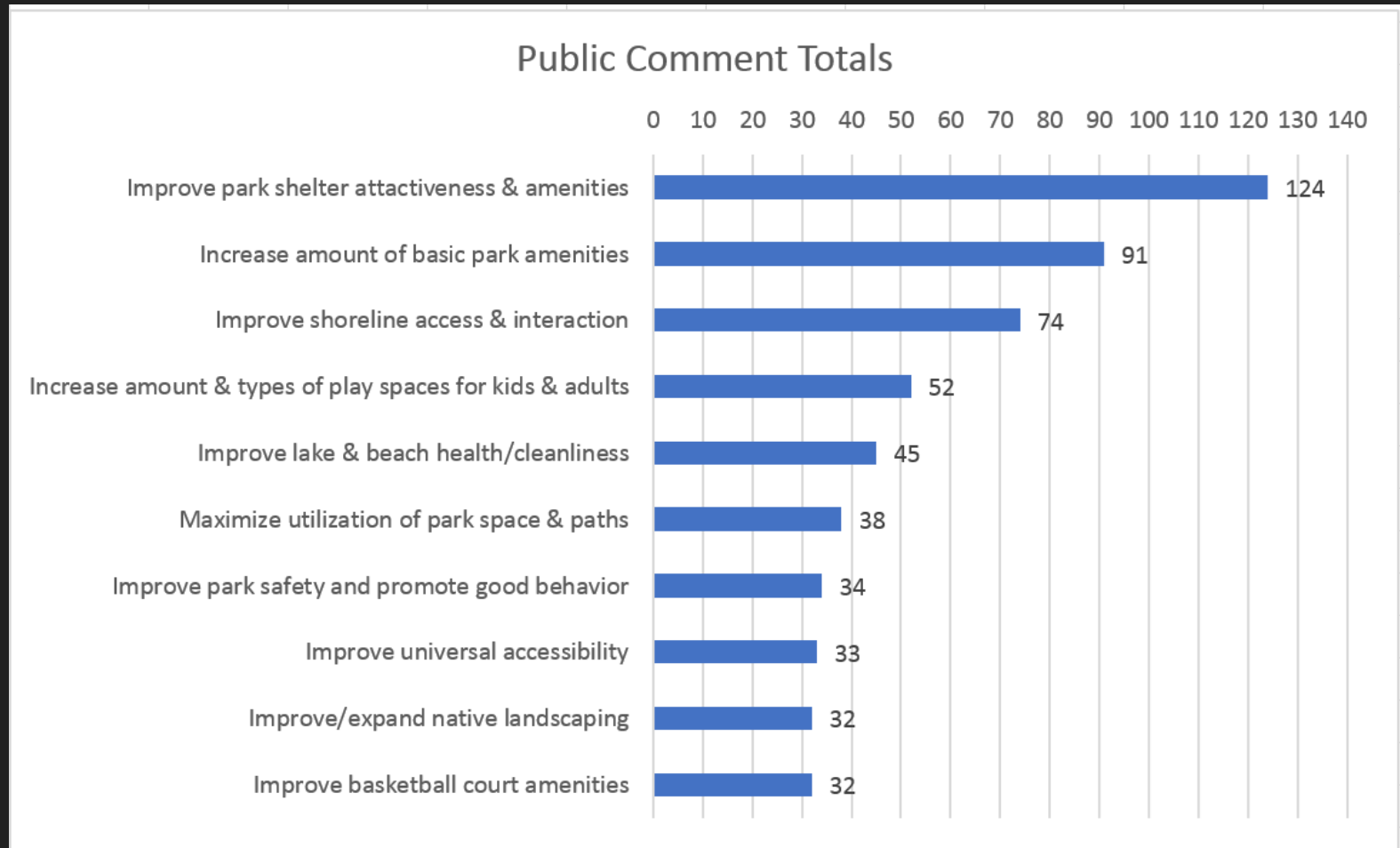
- › Make beach zero-entry
- › Keep GoH and shelter in place
- › Add community gardens
- › Preserve rowing club access to boathouse

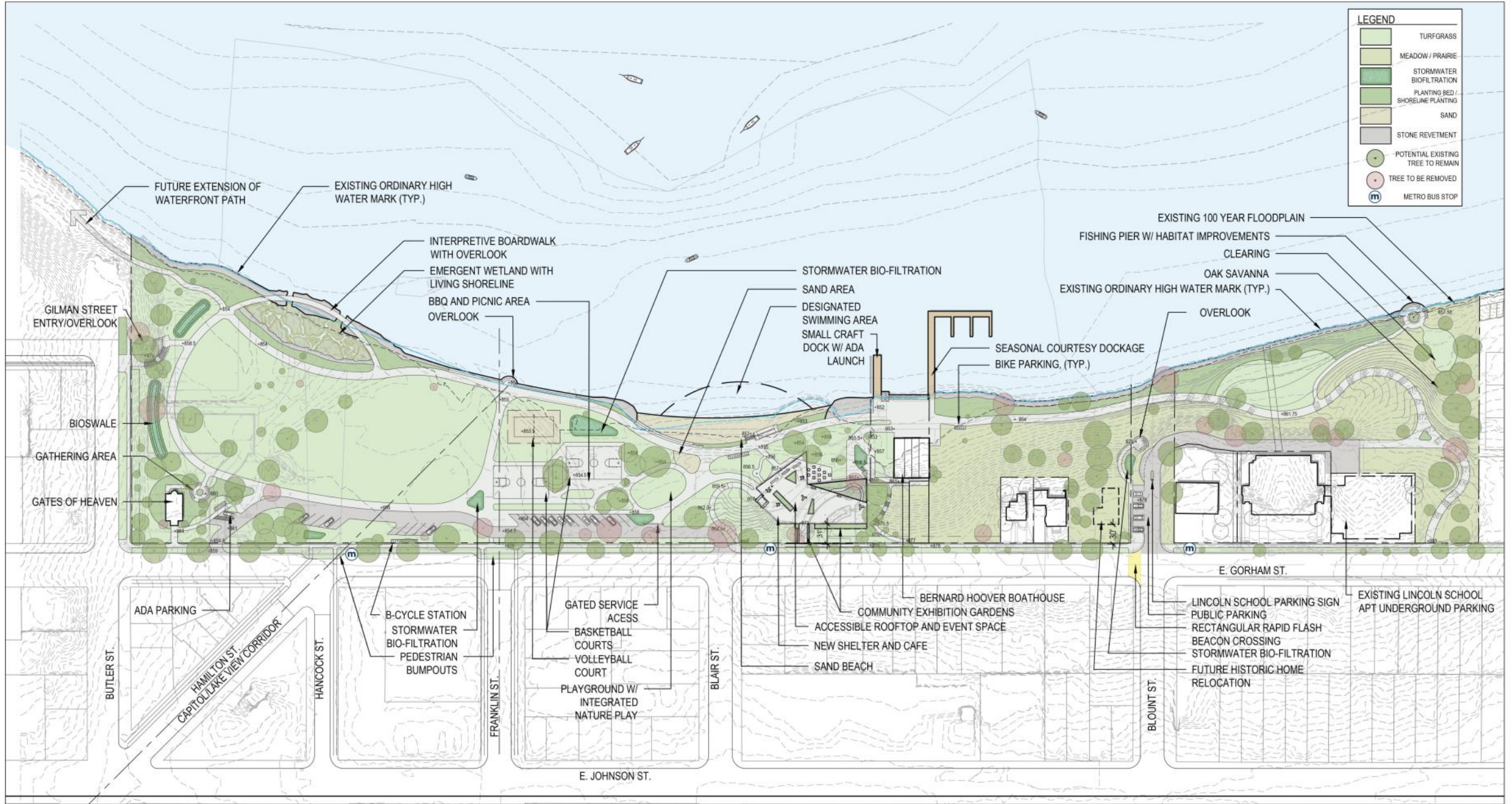
| Design Concept A   |                     | Design Concept B  |                     | Design Concept C  |                     |
|--|---------------------|---|---------------------|---|---------------------|
| Comment subject  | Total comments/dots | Comment subject   | Total comments/dots | Comment subject   | Total comments/dots |
| Natural stormwater filtration exhibit                                | 10                  | Parking relocated along Gorham  | 10                  | Parking relocated along Gorham  | 10                  |
|  |                     | Gates of Heaven in current location   | 10                  |   |                     |
|  |                     | Capitol view corridor (pier w/courtesy dockage)   | 10                  | Clustering of active recreation on west side (basketball, volleyball, playground), with passive recreation on east side | 10                  |
|  |                     | Sunset/lake overlook near the bed and breakfast   | 10                  |   |                     |
| Parking relocated along Gorham                                       | 10                  | Gilman Street entry/overlook  | 10                  |   |                     |
|  |                     | Basketball court location   | 10                  |   |                     |
|  |                     | Sand volleyball   | 10                  |   |                     |
|  |                     | Clearing (at east side of park)   | 10                  | Location of park shelter and addition of food/café option   | 10                  |
| Location of park shelter and addition of food/café option            | 10                  | Like location of bathrooms (west end, closer to activities), but do <u>not</u> like the shelter location. | 10                  |   |                     |
|  |                     | New park shelter  | 10                  |   |                     |
| Capitol lake view corridor swimming pier                             | 10                  | Overlook/grassy knoll/amphitheater seating in current shelter location                                    | 10                  | New shelter   | 10                  |
|  |                     | Short grass prairie   | 10                  |   |                     |
|  |                     | Preserved open space next to smaller lot  | 10                  | Relocated Gates of Heaven   | 10                  |
|  |                     | Fishing pier  | 10                  |   |                     |
| Gilman Street entry/overlook   | 10                  | New park shelter  | 10                  | Designated clean water swimming area  | 10                  |
| Flex open space  | 10                  | Beach without a zero-entry condition (prefer sand beach up to water)                                      | 10                  | Paddle rental/vendor space in shelter   | 10                  |
| Basketball court location  | 10                  | Missing a designated swimming area  | 10                  |   |                     |
| Paddle rental/vendor space in shelter                                | 10                  | Overlook/grassy knoll/amphitheater seating in current shelter location                                    | 10                  | Picnic area in urban meadow   | 10                  |
|  |                     | Fishing pier  | 10                  | Sunset/lake overlook by the bed and breakfast   | 10                  |
| Rehabilitated shelter with addition                                  | 10                  |   |                     | Gilman Street entry plaza and overlook  | 10                  |
| Connection to path behind Verex Plaza                                | 10                  |   |                     | Rooftop patio   | 10                  |
| Gates of Heaven in current location                                  | 10                  |   |                     | Concerned about shelter expansion reducing boathouse access   | 10                  |
| Designated swimming area   | 10                  |   |                     | Concern about distance between shoreline and boat house / awkward docking for shells                                    | 10                  |
| Placeholder for building on vacant lot at Gorham & Blount            | 10                  |   |                     | Concern about playground separate from picnic area  | 10                  |
|  |                     |   |                     | Concern about volleyball court separate from beach  | 10                  |
| Basketball court placement - not sure what is best                   | 10                  |   |                     | Designated clean water swimming area - like this idea, but concerned about cost and whether it will take away park land | 10                  |
| Concerned about shelter expansion reducing boathouse access          | 10                  |   |                     | New shelter   | 10                  |
| Natural stormwater filtration exhibit                                | 10                  |   |                     | Shared dockage for rentals and boathouse  | 10                  |
| Gates of Heaven in current location                                  | 10                  |   |                     | Relocated Gates of Heaven   | 10                  |
| Swimming area  | 10                  |   |                     | Relocated Gates of Heaven   | 10                  |
| Combined rental and boathouse docks                                  | 10                  |   |                     | Shoreline changes that increase distance between boathouse & water  | 10                  |
| Long term costs and maintenance of natural stormwater filtration     | 10                  |   |                     | Missing bathrooms on west end (active area)   | 10                  |
| Capitol lake view corridor swimming pier                             | 10                  |   |                     | Missing community gardens   | 10                  |
| Beach without a zero-entry condition (prefer sand beach up to water) | 10                  |   |                     | Basketball court location   | 10                  |
| Relocating the park shelter dock                                     | 10                  |   |                     | Long term costs and maintenance of a filtered swimming area   | 10                  |
| Combined rental and boathouse docks                                  | 10                  |   |                     | Beach without a zero-entry condition (prefer sand beach up to water)  | 10                  |
| Boathouse surroundings   | 10                  |   |                     |   |                     |

# Draft Master Plan

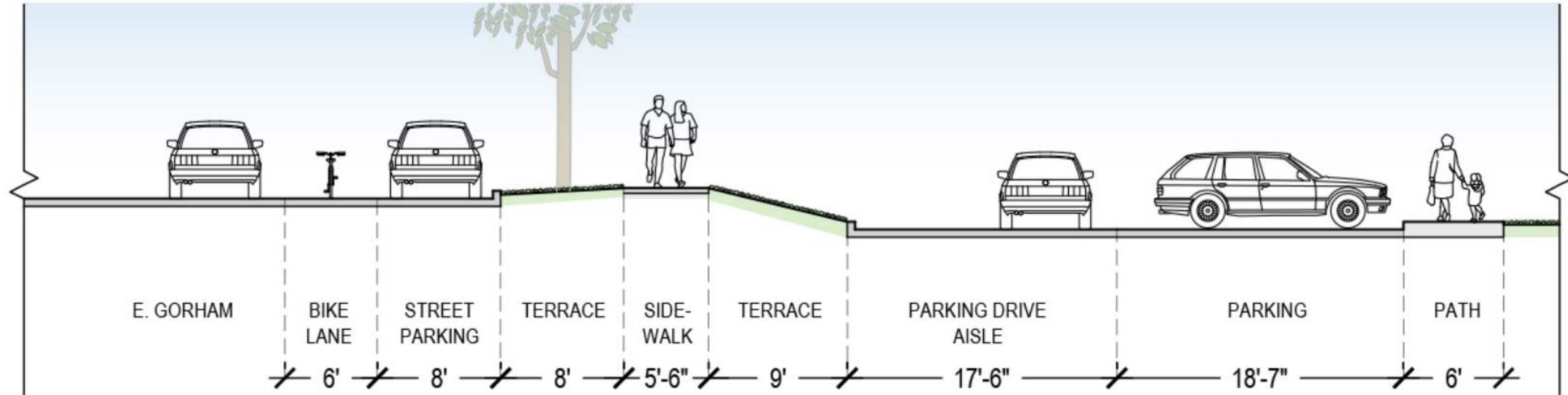
# Key Elements

- + Land
- + Shoreline
- + Shelter



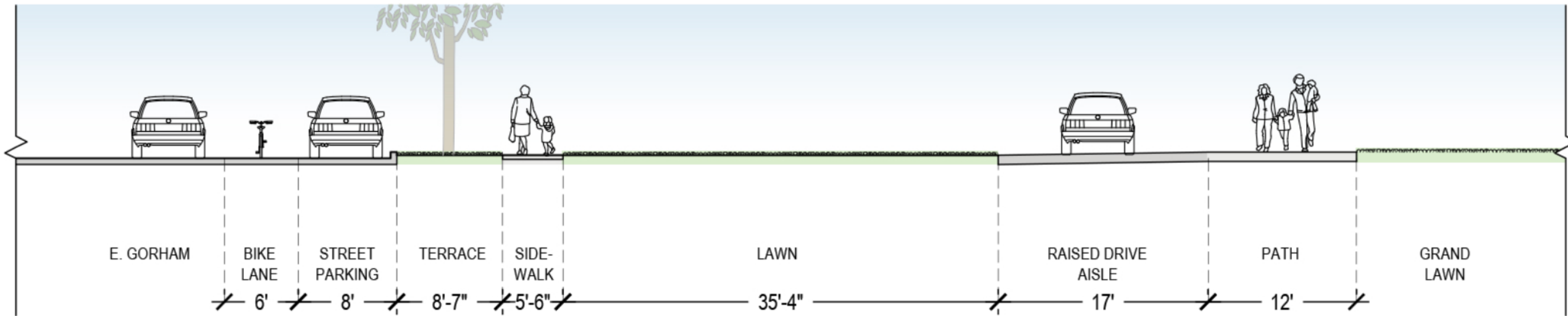


# Typical Parking Section

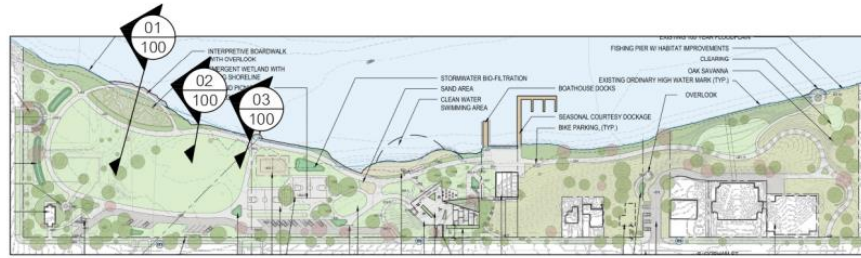




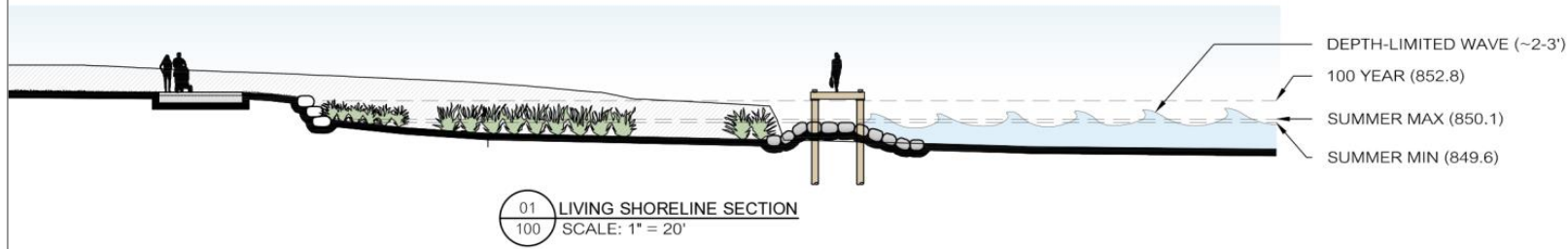
# Capitol/Hamilton/Lakeview Corridor Parking Section



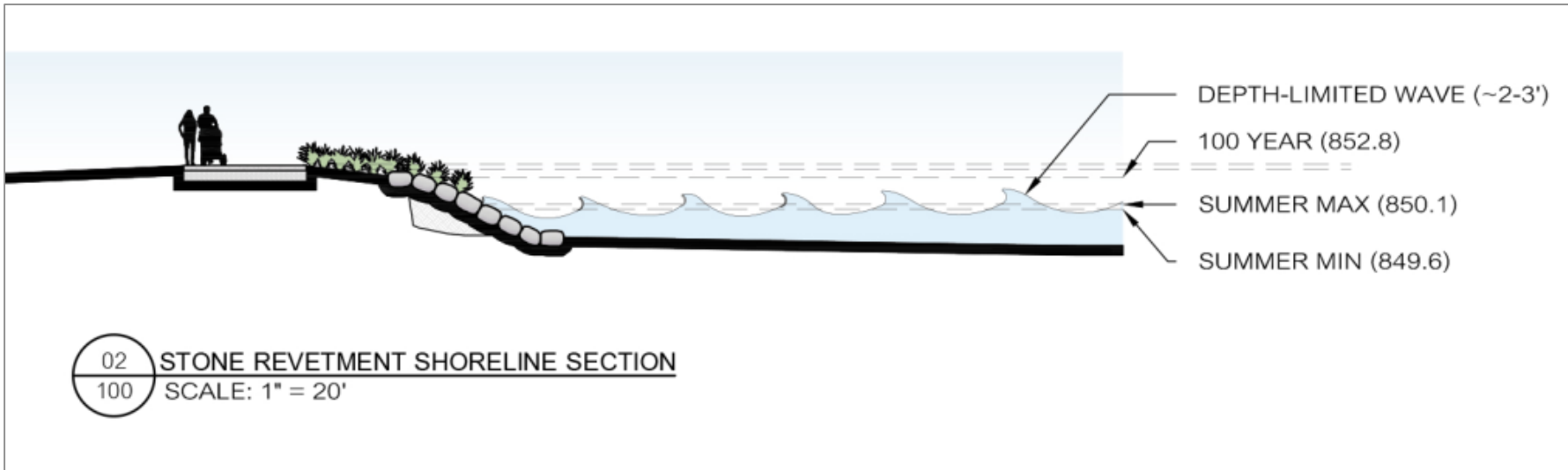
# Living Shoreline



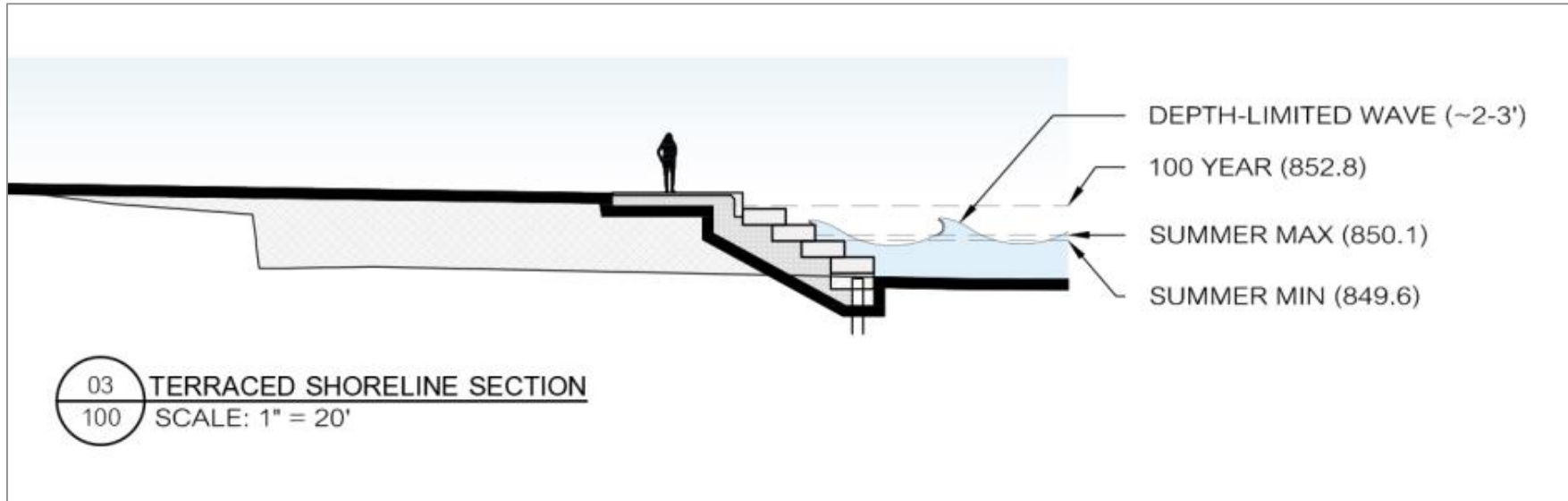
IN PROGRESS  
**DRAFT**



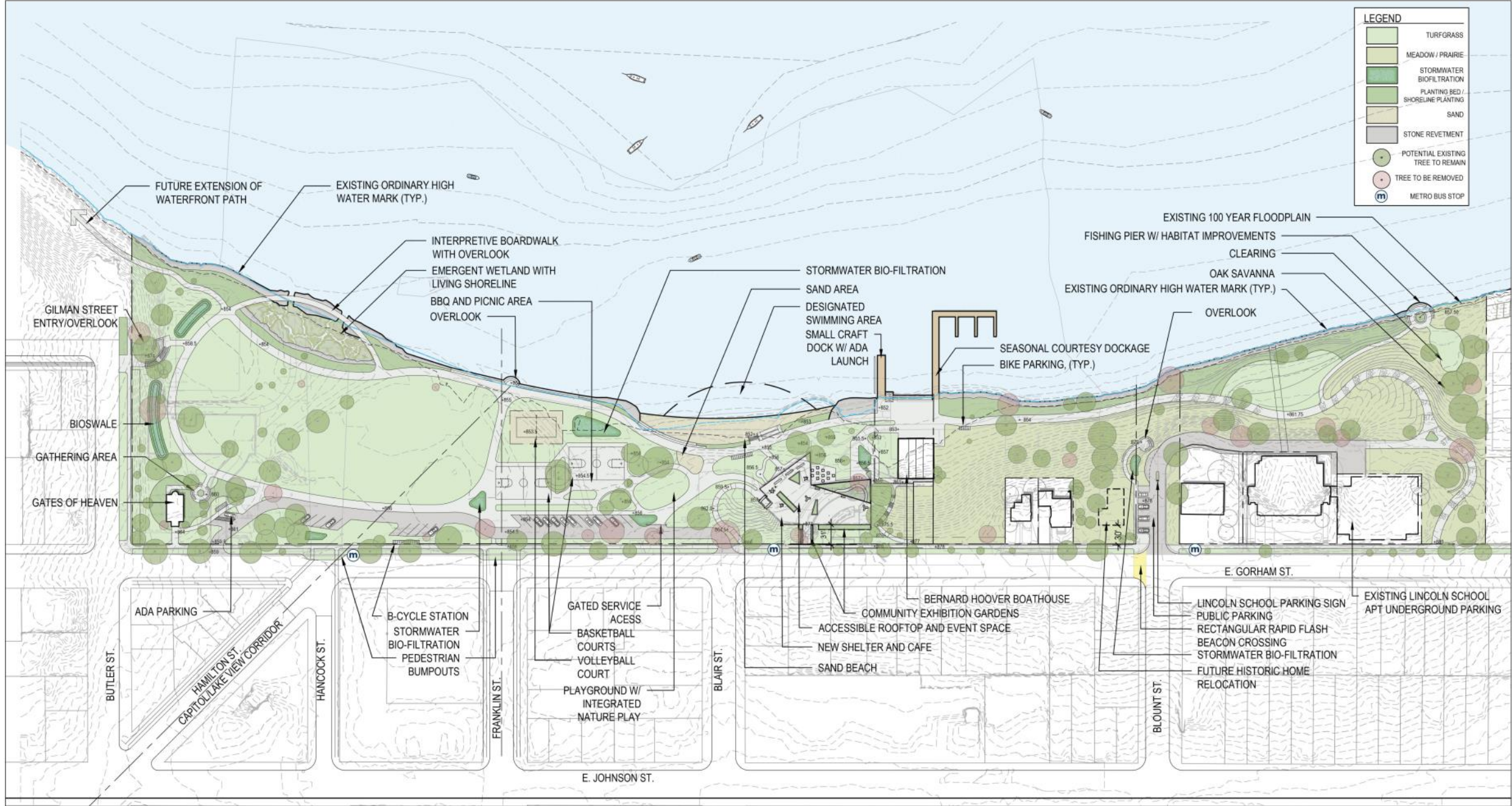
# Stone Revetment Shoreline



# Terraced Shoreline










| LEGEND |                                   |
|--------|-----------------------------------|
|        | TURFGRASS                         |
|        | MEADOW / PRAIRIE                  |
|        | STORMWATER BIO-FILTRATION         |
|        | PLANTING BED / SHORELINE PLANTING |
|        | SAND                              |
|        | STONE REVETMENT                   |
|        | POTENTIAL EXISTING TREE TO REMAIN |
|        | TREE TO BE REMOVED                |
|        | METRO BUS STOP                    |

# Group Workshop Discussion

## Small Group Discussion (25 min)

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



## Large Group Report-Out (15 min)

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

**Wrapping Up**

# Next Steps

- + Final updates based on feedback from public, staff and regulatory agencies
- + Landmarks Commission informational review (10/1)
- + Urban Design Commission informational review (10/3)
- + Final review and approval by Board of Park Commissioners (11/7)

# Stay Connected!

## Project Website:

[www.cityofmadison.com/parks/projects/james-madison-park-master-plan](http://www.cityofmadison.com/parks/projects/james-madison-park-master-plan)

## Project Contact:

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[slerner@cityofmadison.com](mailto:slerner@cityofmadison.com)

