



# Vilas Park Master Plan

## Resident Resource Group Meeting #1

### November 6, 2019



# Vilas Park Master Plan – Resident Resource Group Meeting #1

## Role of Resident Resource Group (RRG):

- Diverse, non-technical community resource group, to act as a consistent touchpoint during the master planning process.
- Provide feedback to the project team during plan development, and insights into takeaways from other public engagement activities during the planning process.
- Encourage involvement by diverse stakeholders in public engagement activities for the Vilas Park Master Plan.

# Vilas Park Master Plan – Resident Resource Group Meeting #1

## Project Area



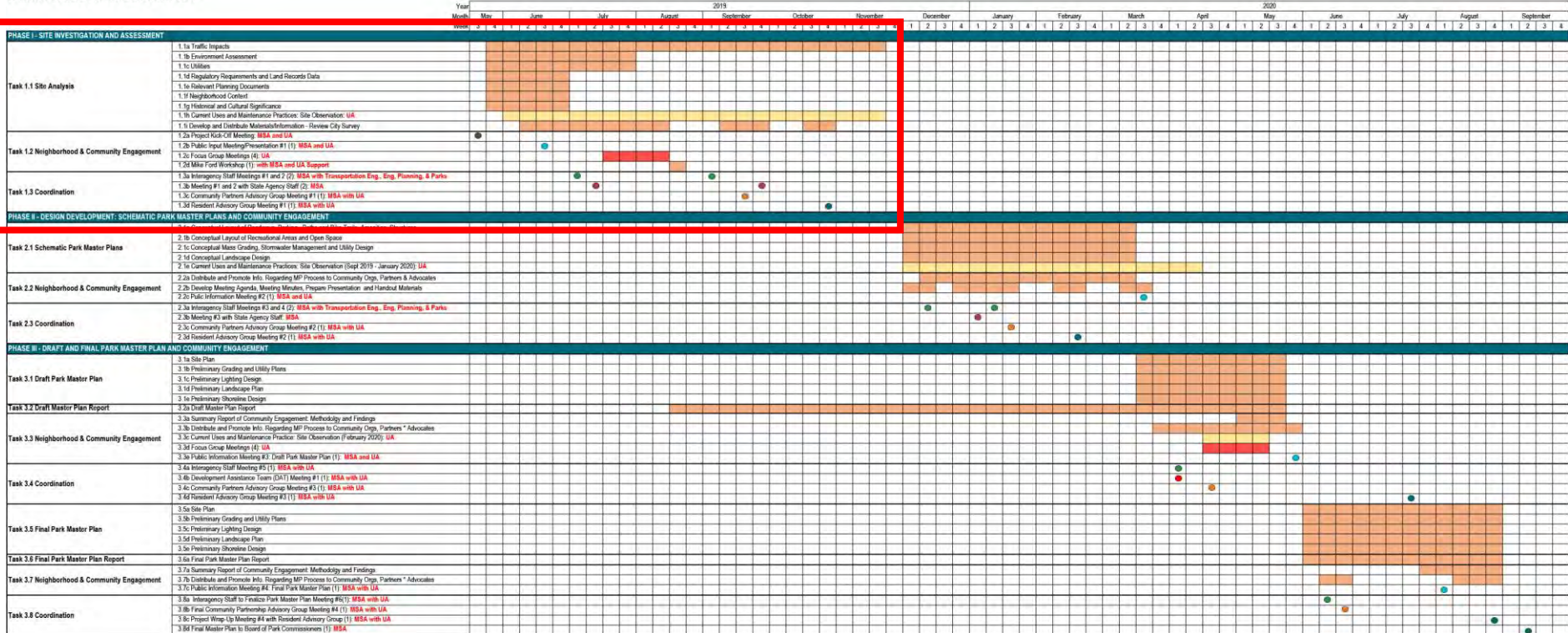
# Vilas Park Master Plan – Resident Resource Group Meeting #1

## Goals of the Master Plan for Vilas Park:

- Development of a master plan document that has received input from a broad cross section of the residents of Madison.
- The master plan document will be a framework plan that will inform future budget requests to identify projects that will go through additional public engagement and design development processes.
- A master plan report that meets the expectations of the approved Park Master Plan Policy.
- To present a vision for Vilas Park that will help to inform development decisions over the next 15-20 years.

# Project Schedule – 15 Month Process (May 2019 – September 2020)

PROJECT SCHEDULE - VILAS PARK MASTER PLAN



Kick-Off Meeting



Progress Meetings with  
City Staff



City Agency Meetings (DAT  
- Engineering, Planning,  
Zoning, etc.)



State Agency Meetings



Public Meetings

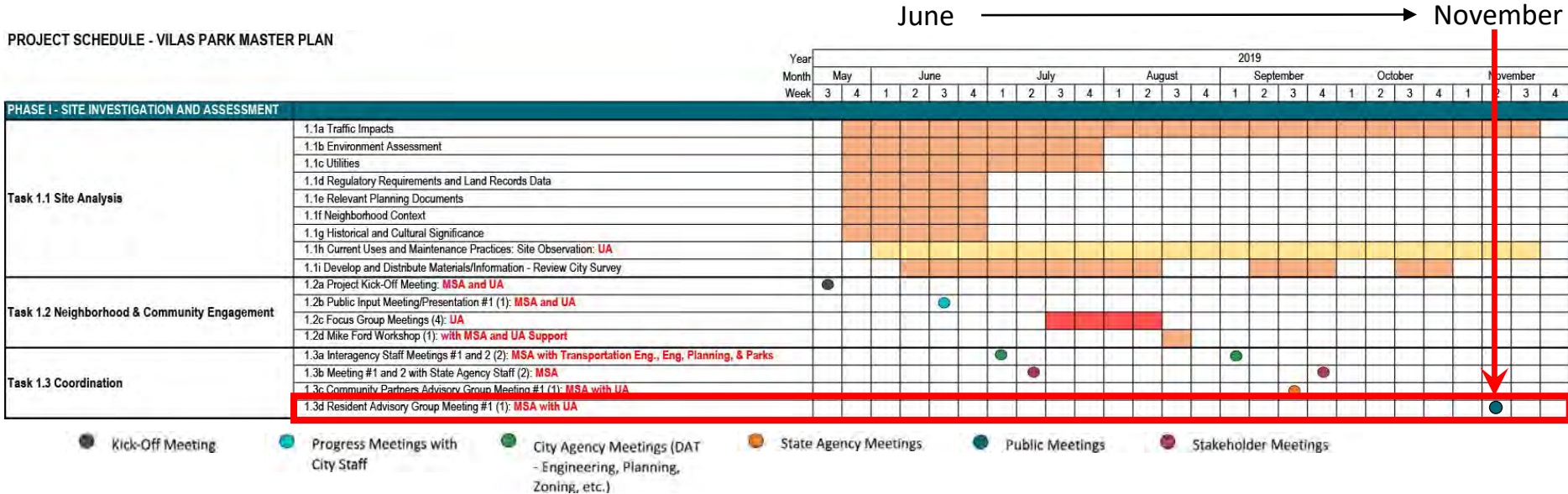


Stakeholder Meetings

# Vilas Park Master Plan – Resident Resource Group Meeting #1

## Phase I – Site Investigation and Assessment

PROJECT SCHEDULE - VILAS PARK MASTER PLAN



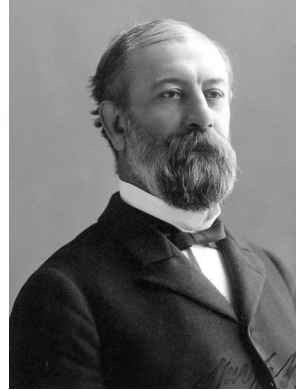
**Goal** – Collect ideas, comments, and approaches to future Park development

# Vilas Park Master Plan – Resident Resource Group Meeting #1

## History



1904 Map of Madison



William Vilas



Anne (Fox) Vilas



OC Simonds

Madison Park and Pleasure Drive Association Henry Vilas Park 1904



Vilas Park 1908



Annie C. Stewart Fountain (1925)

# Vilas Park Master Plan – Resident Resource Group Meeting #1

## History



LAKE WINGRA  
O.C. Simonds 1906 Plan

Vilas Donation in 1904

25 Acres of Land  
40 Acres of Bog

Park Development  
\$18,000  
(\$500,000 in 2019)

2 Bridges  
\$5,000  
(\$150,000 in 2019)

Henry Vilas Zoo 1911  
28 acres



# Vilas Park Master Plan – Resident Resource Group Meeting #1

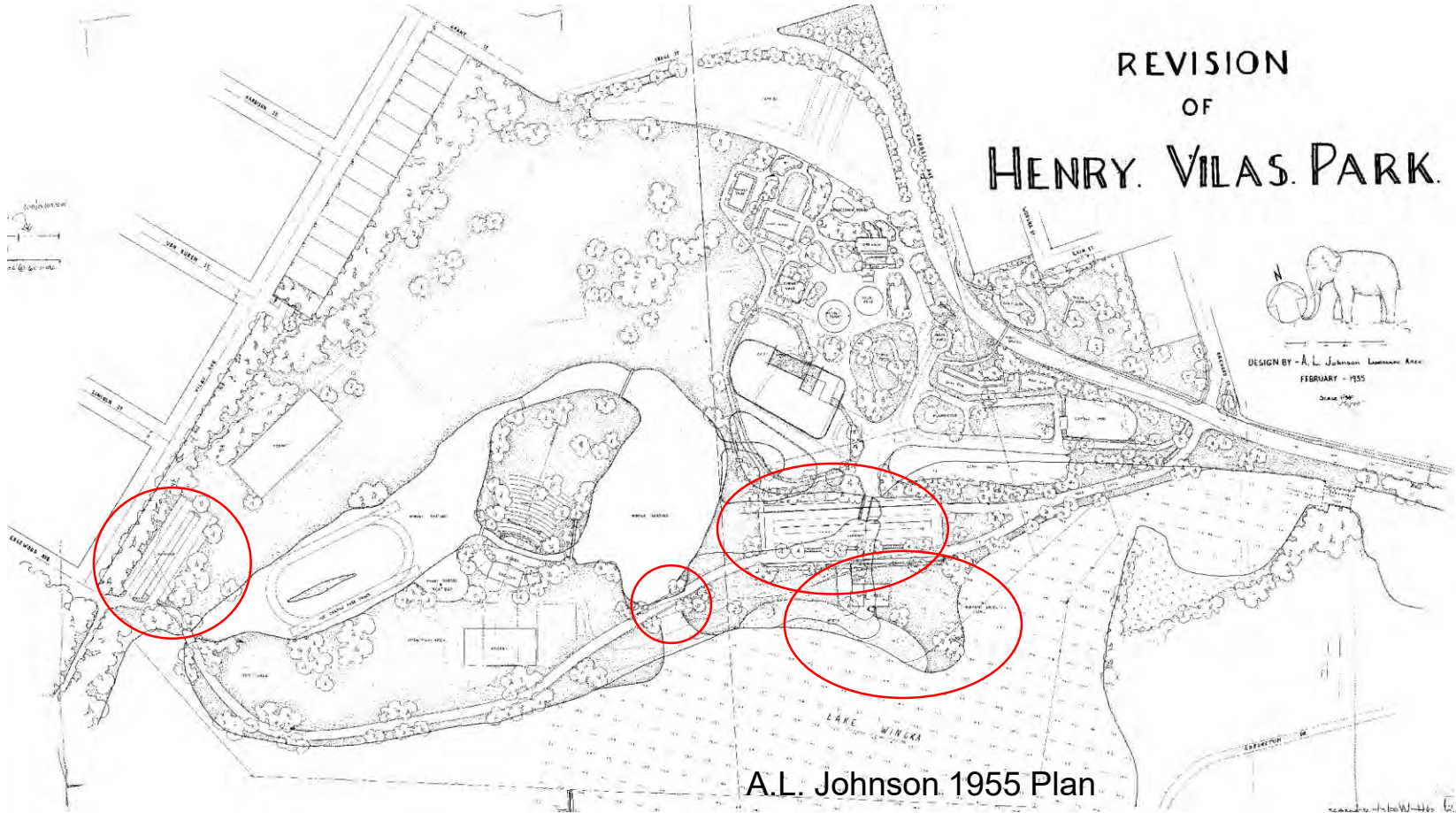
## History



1937 Aerial Photograph

# Vilas Park Master Plan – Resident Resource Group Meeting #1

## History



## History



1955 Aerial Photograph

# Vilas Park Master Plan – Resident Resource Group Meeting #1

## History



1957 Aerial Photograph

# Vilas Park Master Plan – Resident Resource Group Meeting #1

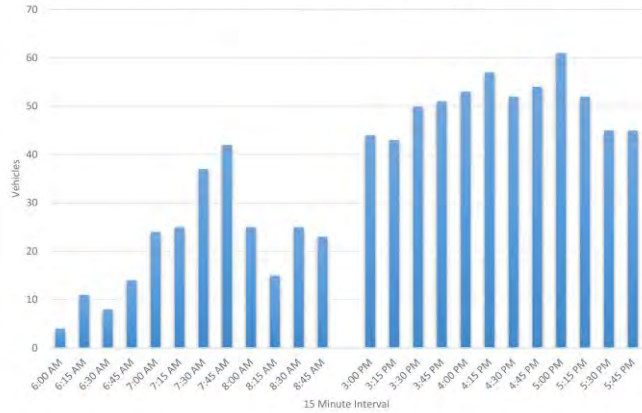
## History



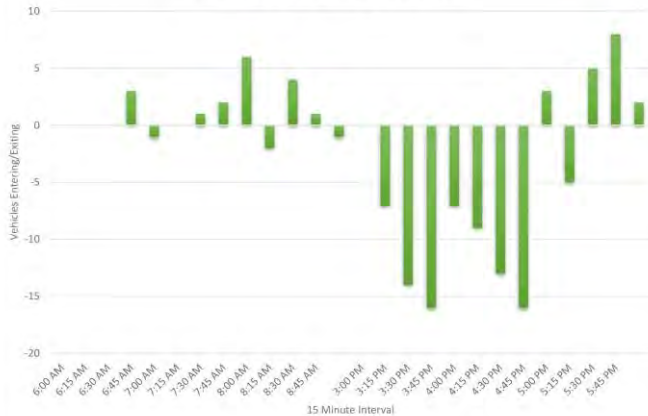
# Vilas Park Master Plan – Resident Resource Group Meeting #1

## Phase I – Traffic Impacts

Vilas Park Drive Pass Through Trips



Vilas Park Drive Trip Difference



Time	Edgewood Ave & Vilas Park Dr	Orchard St & Vilas Park Dr	Estimated Pass Through Trips	Trip Difference	Estimated Pass Through Trip %
AM	EB Vehicles Enter	EB Vehicles Exit	EB Vehicles	Vehicles	
6:00 AM	4	4	4	0	100%
6:15 AM	11	11	11	0	100%
6:30 AM	11	8	8	3	73%
6:45 AM	14	15	14	-1	100%
7:00 AM	24	24	24	0	100%
7:15 AM	26	25	25	1	96%
7:30 AM	39	37	37	2	95%
7:45 AM	48	42	42	6	88%
8:00 AM	25	27	25	-2	100%
8:15 AM	19	15	15	4	79%
8:30 AM	26	25	25	1	96%
8:45 AM	23	24	23	-1	100%
PM					
3:00 PM	44	51	44	-7	100%
3:15 PM	43	57	43	-14	100%
3:30 PM	50	66	50	-16	100%
3:45 PM	51	58	51	-7	100%
4:00 PM	53	62	53	-9	100%
4:15 PM	57	70	57	-13	100%
4:30 PM	52	68	52	-16	100%
4:45 PM	57	54	54	3	95%
5:00 PM	61	66	61	-5	100%
5:15 PM	57	52	52	5	91%
5:30 PM	53	45	45	8	85%
5:45 PM	47	45	45	2	96%

- Notes:
- Intersection Counts Completed 4/24/19
  - Trips include vehicles only, does not account for bikes on road
  - Assume WB vehicles entering/exiting Vilas park are staying longer than 15 minutes
    - Occupants are either parking & walking to Edgewood, or parking & using Vilas Park/Zoo

# Vilas Park Master Plan – Resident Resource Group Meeting #1

## Engagement Overview

### Site Observations & Intercept Interviews

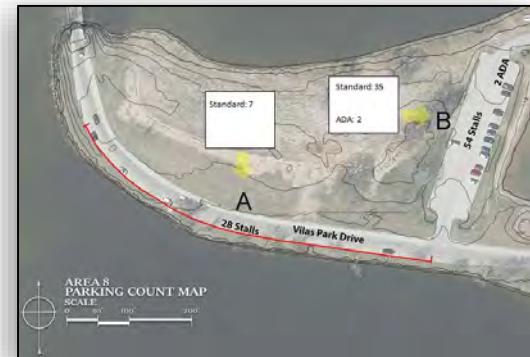
4 park observations & intercept interview sessions per month

- **19** park observations conducted
- **1,149** individual activities observed
- **32** intercept interviews conducted
- **10** parking counts conducted

### Parking Counts

2-3 parking counts per month (11 parking lots and 6 streets total)

- Before and after 8 am & 5 pm peak, and at Noon
- **13** parking counts conducted to date



# Vilas Park Master Plan – Resident Resource Group Meeting #1

## Engagement Overview

### Stakeholder Group Meetings\*

- Community Partners Advisory Group
- Resident Resource Group

\*4 meetings planned with each stakeholder group

### Small Group Meetings

- Badger Rock Community Center
- Bayview Community Center
- Access to Independence (upcoming)
- Youth workshop (upcoming)
- Latinx (upcoming)

### Public Information Meetings

- First meeting held on June 26, 2019
- Next meeting planned for March 2020



### Online Community Survey

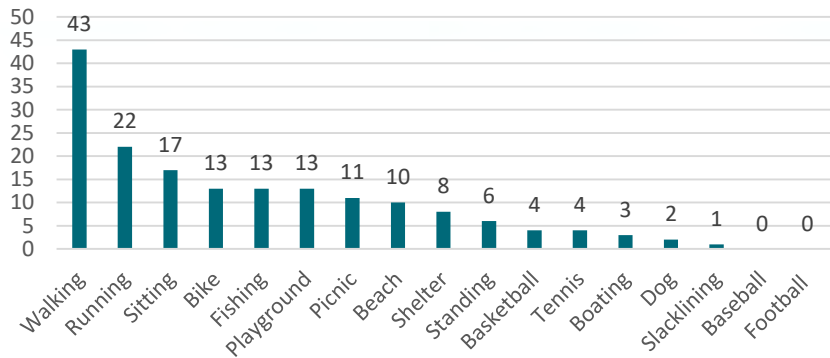
- 265 respondents
- Open until November 30, 2019



# Vilas Park Master Plan – Resident Resource Group Meeting #1

## Engagement Takeaways – Face to Face Engagement

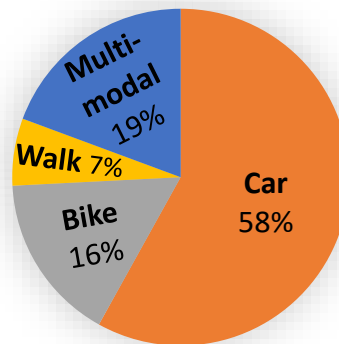
### Popularity of Activities at Vilas Park



### Common Input Themes

- Pedestrian and bicyclist safety
- Mitigate through traffic on Vilas Park Dr.
- Lake & lagoon cleanliness/ecological health
- Playground enhancements
- Maintain amount of green space
- Access for dogs (or dog-friendly area)
- More benches and picnic tables
- More Park Rangers – enforcement of park rules

### Mode of Access



### Demographics

#### Race

- White: 65%
- Latinx: 19%
- African American: 8%
- Asian: 8%

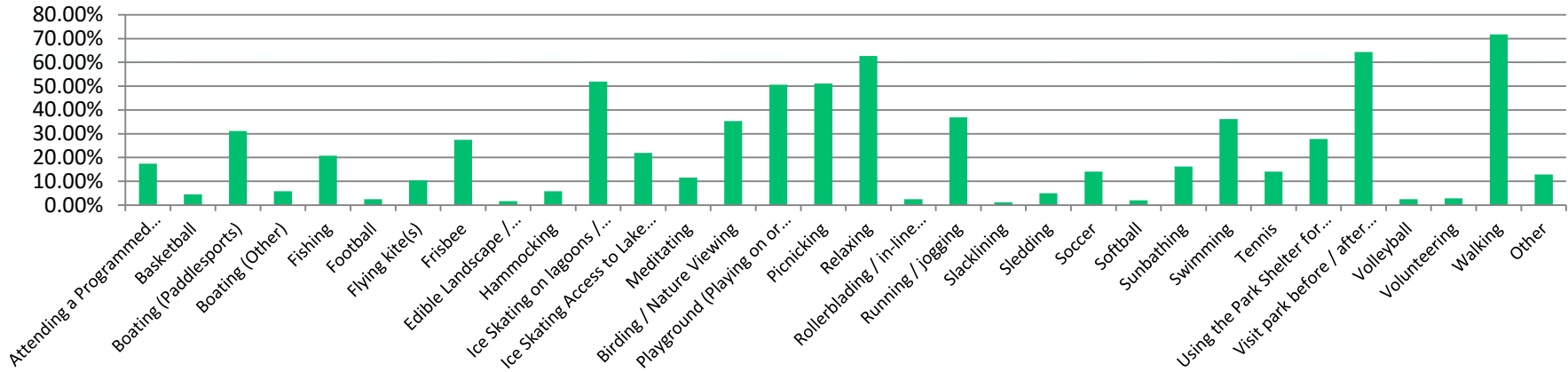
#### Age

- Range: 18 – 62
- Average age: 34

# Vilas Park Master Plan – Resident Resource Group Meeting #1

## Engagement Takeaways – Community Survey

### Popularity of Activities at Vilas Park



### Most desired existing or potential features (ranked):

- Walking Paths
- Beach
- Open Field(s) for Games and Recreation
- Ice Skating
- Beach house / changing facility
- Boating Access (Paddlesports)
- Shelter with Restrooms for Community Programming and Events
- Playgrounds
- Nature - Enhanced Natural Areas and Native Plantings

### Demographics

#### Race

- White: 85%
- Latinx: 2%
- Asian: 1%
- African American: 0.4%
- Multi-racial: 3%

#### Age

- Range: 20 – 70+
- Average age: 37

#### Disability Status

- 1% of respondents

# Vilas Park Master Plan – Resident Resource Group Meeting #1

## Pinch Points



### Lagoon – Existing/Natural State Versus Continued/Future Use



# Vilas Park Master Plan – Resident Resource Group Meeting #1

## Pinch Points



### Vilas Park Drive – Vehicle Traffic Versus Pedestrian and Bike Safety



# Vilas Park Master Plan – Resident Resource Group Meeting #1

## Draft and Final Master Plan

- **Topic 1 – What parks mean to you.**

What image, memory, place, or feeling first comes to mind when you think about time spent in a park (any park)?

- **Topic 2 – Areas of interests and opportunity.**

What 1-2 things do you love most about Vilas Park today? What draws you here?

- **Topic 3 – Areas of challenge and concern.**

What 1-2 things do you hope can change at Vilas Park? What's missing or not working?

- **Topic 4 – Vilas as an inclusive community park.**

How can Vilas Park best serve our whole community over the long term as Madison grows? What values are important?