



Vilas Park Master Plan

Community Partners Advisory Group
Meeting #1
September 23, 2019



Vilas Park Master Plan – Community Partner Advisory Group Meeting #1

Project Area



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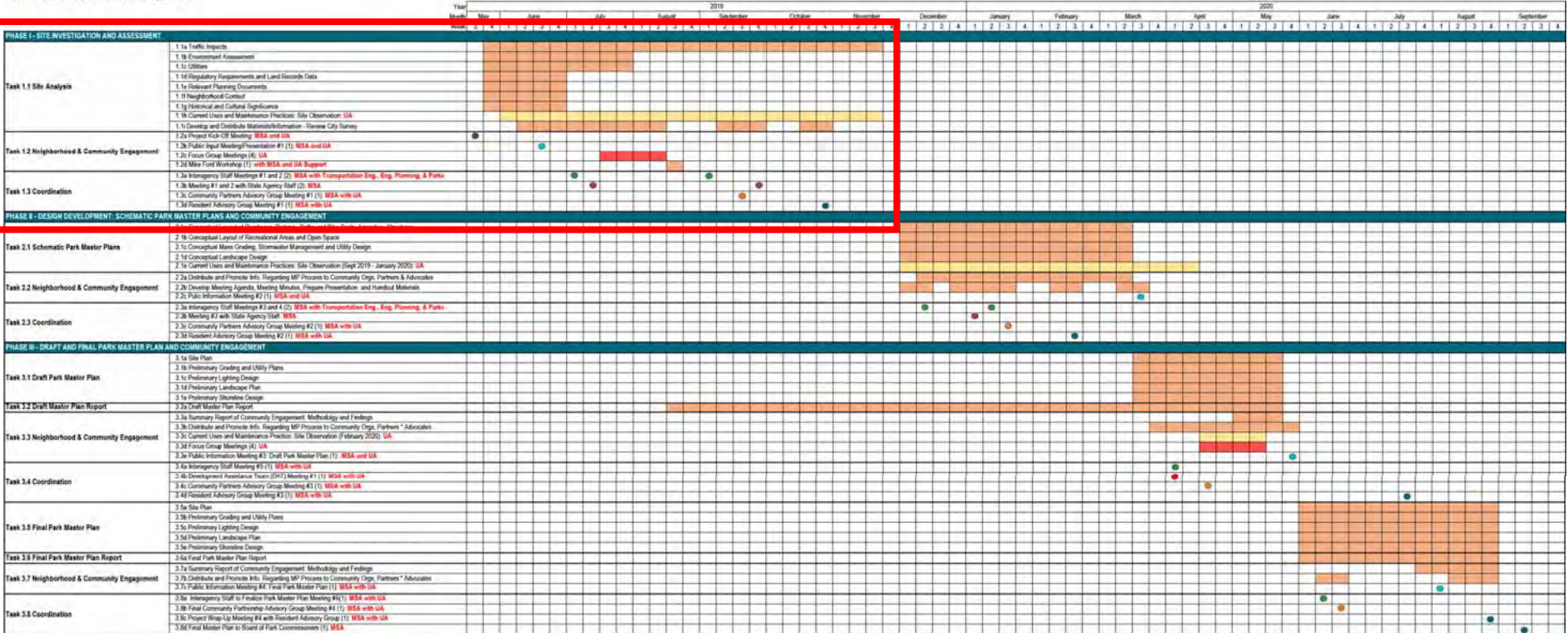
Goals of the Master Plan for Vilas Park Include:

- 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.

Vilas Park Master Plan – Community Partner Advisory Group Meeting #1

Project Schedule – 15 Month Process

PROJECT SCHEDULE - VILAS PARK MASTER PLAN



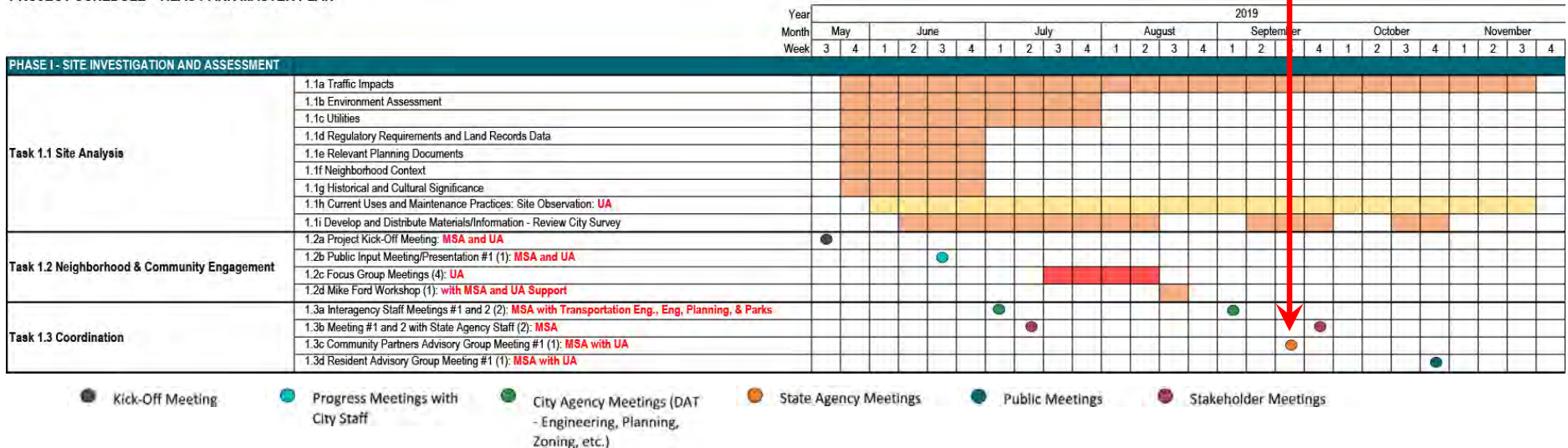
- Kick-Off Meeting
- Progress Meetings with City Staff
- City Agency Meetings (DAT - Engineering, Planning, Zoning, etc.)
- State Agency Meetings
- Public Meetings
- Stakeholder Meetings



Vilas Park Master Plan – Community Partner Advisory Group Meeting #1 Phase I – June to November 2019

- Phase I – Site Investigation and Assessment

PROJECT SCHEDULE - VILAS PARK MASTER PLAN



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

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History



William Vilas



Anne (Fox) Vilas



OC Simonds

Madison Park and Pleasure Drive Association Henry Vilas Park 1904

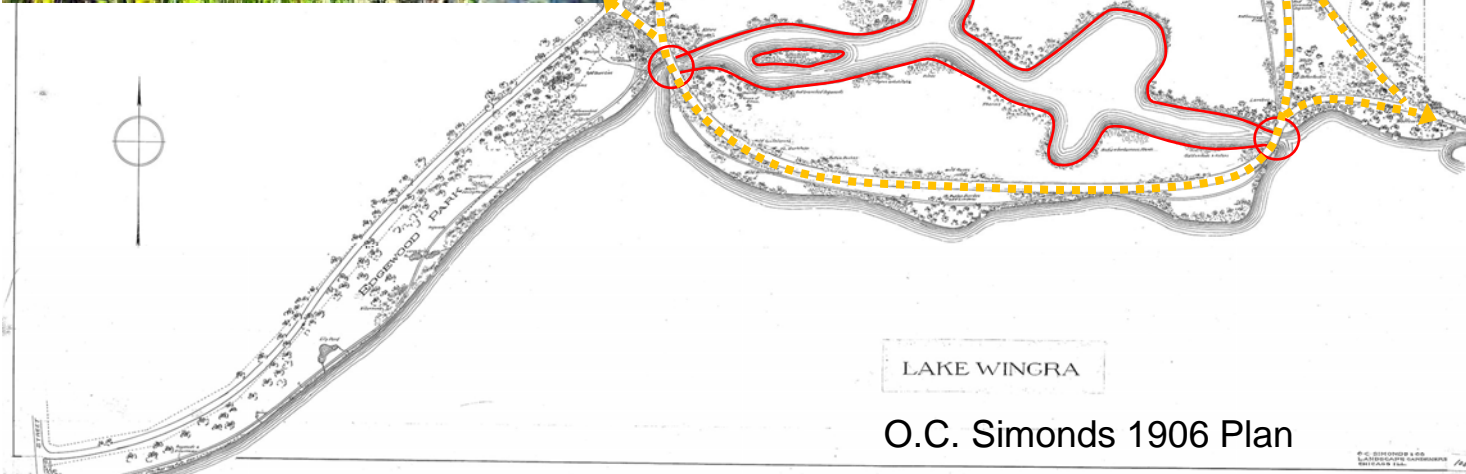


Annie C. Stewart Fountain (1925)



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History



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

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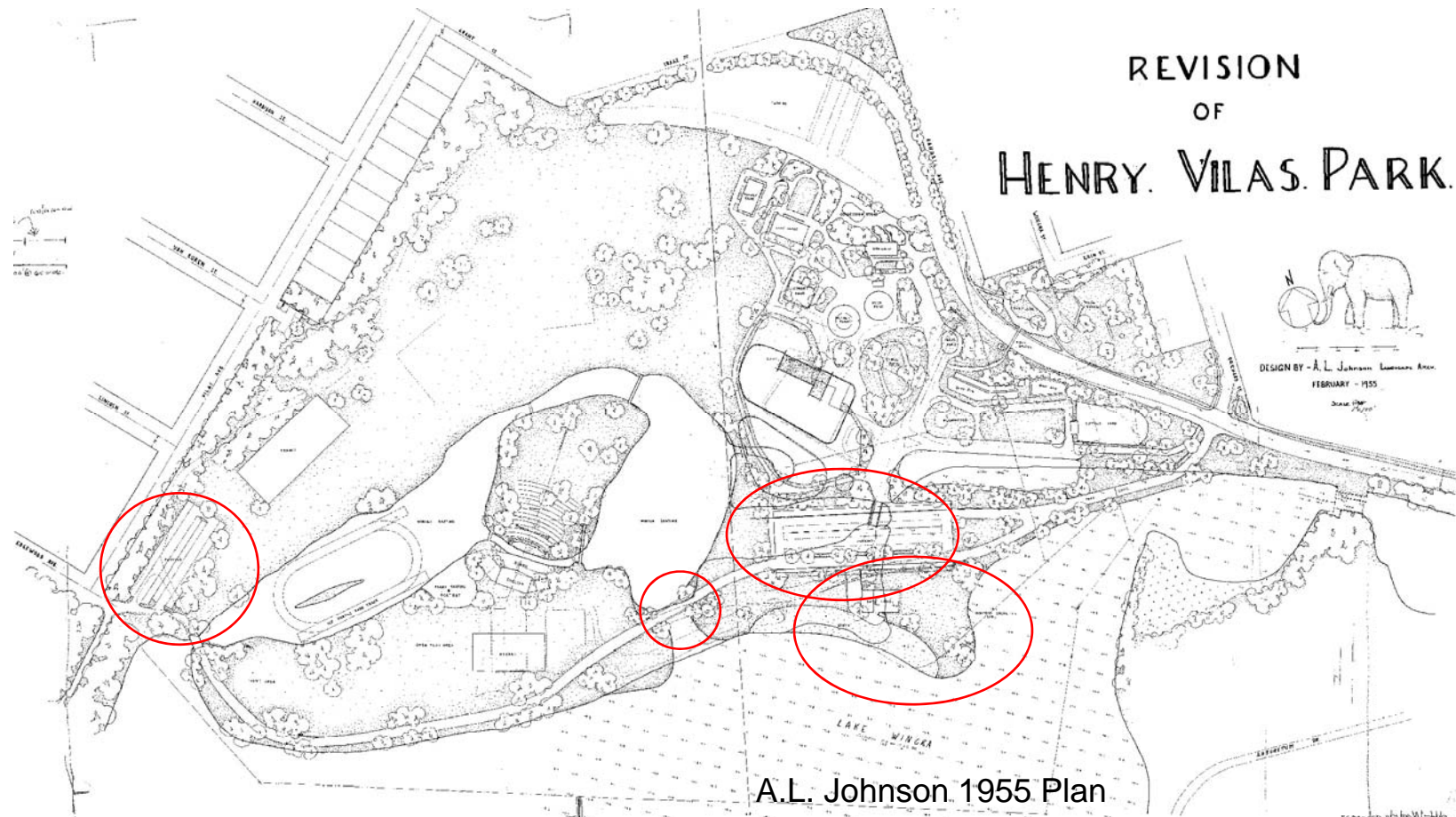
History



1937 Aerial Photograph

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History



Vilas Park Master Plan – Community Partner Advisory Group Meeting #1

History



1955 Aerial Photograph

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History



1957 Aerial Photograph

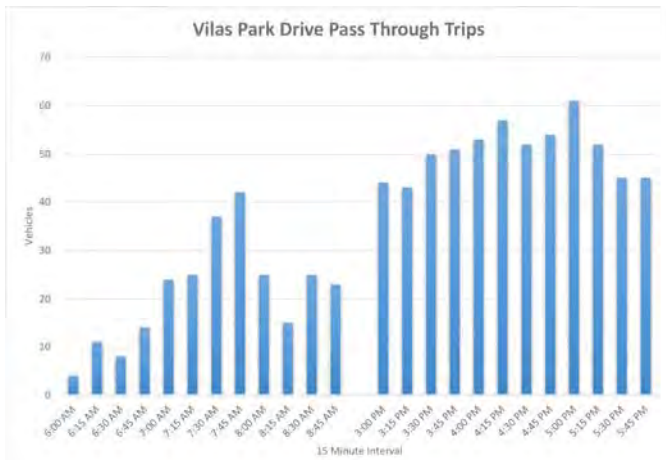
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History



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Phase I – Traffic Impacts



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

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Phase I – Traffic Impacts

Vilas Park Network Peak Hour Calcs
June 29, 2019 Weekend Counts

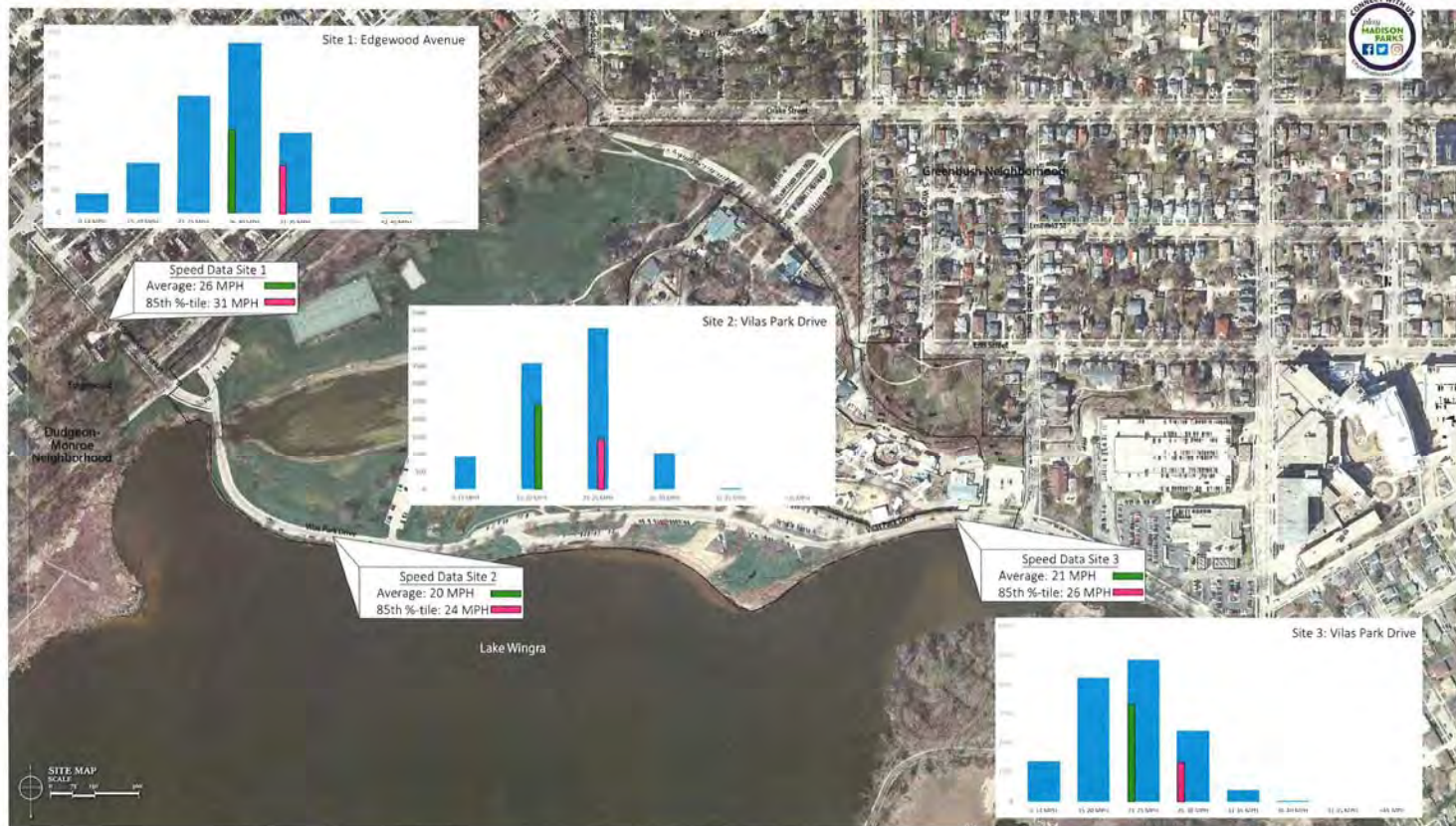
	Edgewood Ave & Multi-Use Path	Drake St & Grant St	Ransall Ave & Drake St	Orchard St & Vilas Park Dr	Vilas Park Dr & Wingra Dr / Mills St	Network Hourly Totals
Weekday Hourly Totals*						
6:00 AM	52	48	73	63	200	436
6:15 AM	62	52	90	72	202	478
6:30 AM	70	71	108	81	230	560
6:45 AM	60	75	119	76	220	550
7:00 AM	48	83	131	61	186	509
7:15 AM	58	106	148	71	224	607
7:30 AM	62	120	178	98	234	692
7:45 AM	59	137	193	112	225	726
8:00 AM	77	156	220	141	237	831
8:15 AM	74	173	263	159	238	907
8:30 AM	95	193	301	181	246	996
8:45 AM	110	198	344	170	276	1098
9:00 AM	106	246	411	185	298	1227
9:15 AM						
9:30 AM						
9:45 AM						
10:00 AM	170	420	558	225	382	1755
10:15 AM	177	420	555	221	363	1736
10:30 AM	167	409	539	228	384	1727
10:45 AM	150	416	560	229	381	1736
11:00 AM	140	423	575	235	387	1760
11:15 AM	139	450	607	241	407	1844
11:30 AM	143	461	628	251	416	1909
11:45 AM	162	490	641	286	437	2016
12:00 PM	162	484	636	281	425	1988
12:15 PM	160	474	636	301	449	2020
12:30 PM	162	508	668	291	447	2074
12:45 PM	154	480	663	261	437	1995
1:00 PM	167	525	707	273	450	2122
1:15 PM						
1:30 PM						
1:45 PM						
2:00 PM	188	508	611	300	360	2168
2:15 PM	204	487	573	302	368	2107
2:30 PM	191	440	550	388	308	1990
2:45 PM	176	418	567	280	478	1919
3:00 PM	169	402	580	261	452	1844
3:15 PM	161	401	538	274	468	1842
3:30 PM	139	415	557	264	467	1842
3:45 PM	135	350	488	282	418	1693
4:00 PM	126	373	465	259	398	1621
4:15 PM	120	352	454	251	394	1571
4:30 PM	120	327	403	240	365	1455
4:45 PM	108	295	395	222	354	1374
5:00 PM	97	276	358	216	356	1303
5:15 PM						
5:30 PM						
5:45 PM						

Network Peak
Intersection Peak Hour

*Note, volumes in cells are HOURLY volumes, not 15-minute volumes

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Phase I – Traffic Impacts



2019 Weekday Speed Study Results
Monday, August 12, 2019 - Friday, August 16, 2019

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Phase I – Site Observations and Parking Counts



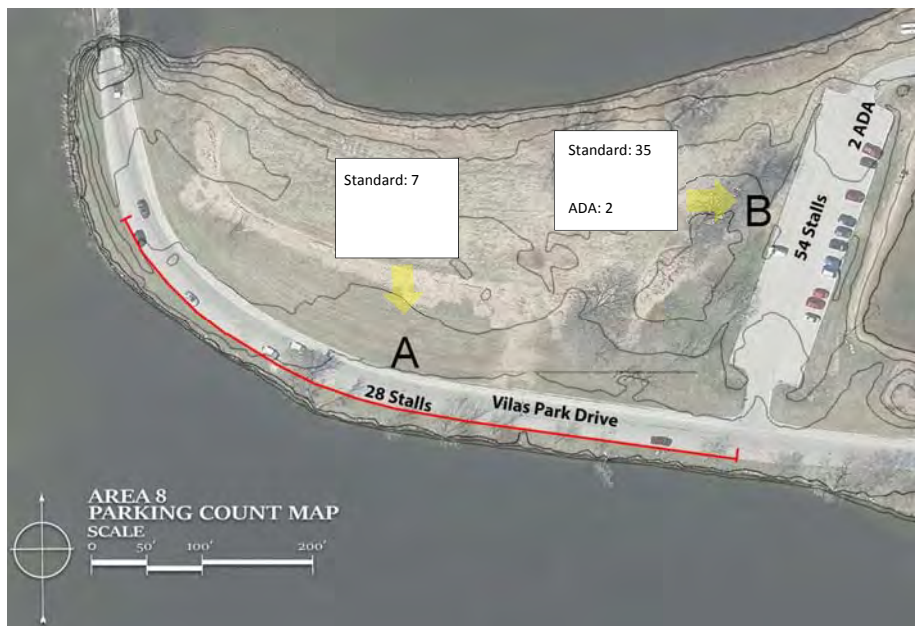
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Phase I – Site Observations and Parking Counts

Engagement Overview (through 7/11/19)

- 5 parking counts
- 6 observations
- 14 intercept interviews

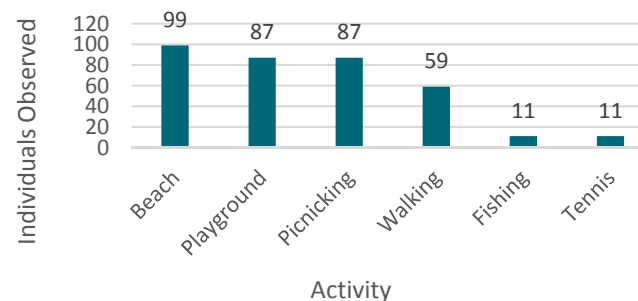
Parking Counts



Common Input Themes

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

Top Activities at Vilas Park



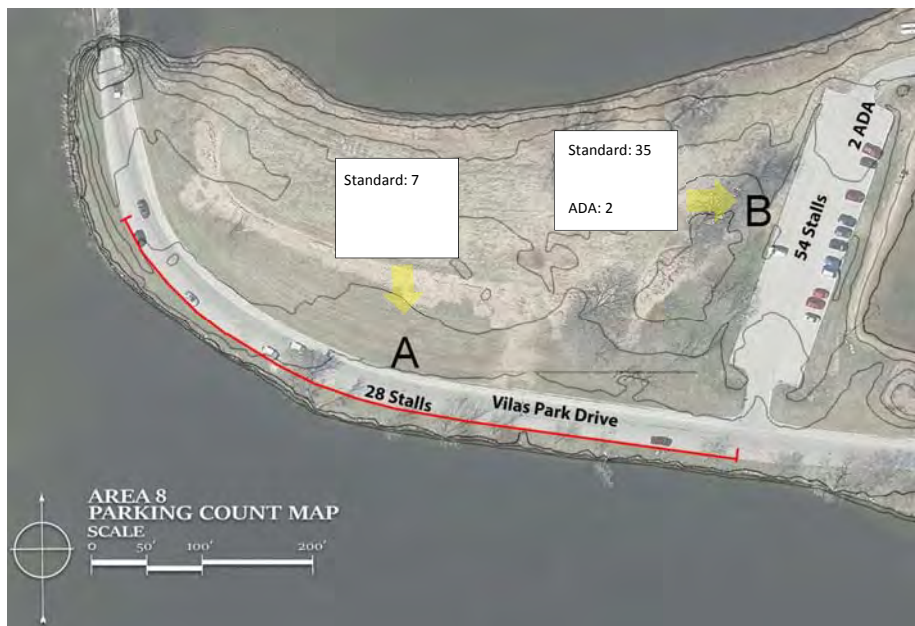
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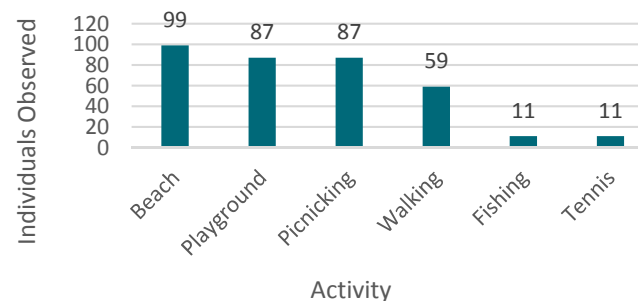
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Draft and Final Master Plan

- 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 – What to maintain and enhance at Vilas.

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

- Topic 3 – What to improve at Vilas.

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

- Topic 4 – Vilas as a community park.

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

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