

James Madison Park Master Plan and Shelter Design

Public Engagement Process

Summary Report

November 27, 2018



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Public Engagement Process Summary Report

November 27, 2018

Background

The following report details the quantitative and qualitative measures used to gauge the effectiveness of the community engagement process for the James Madison Park Master Plan, which extended from December 2017 through September 2018.

The report includes metrics associated with the specific engagement tools used, as well as participants' feedback on the effectiveness of several of these tools.



Engagement Tools & Participation

Public Meetings

All four total meetings planned for this process have been held, with a total of **179 participants** signed in. See Appendix A for public meeting summaries.

Public Meeting #1: Community Kickoff

Date & Time: Wednesday, January 17, 5:30 – 8:30 PM

Location: Madison Central Library

Sign-ins: 45



Public Meeting #2: PARKitecture Workshop

Date & Time: Saturday, February 10, 1:00 – 4:00 PM

Location: THE BUBBLER at Madison Central Library

Sign-ins: 31

Public Meeting #3: Design Concepts Workshop

Date & Time: Monday, May 14, 6:00 – 7:30 PM

Location: Gates of Heaven

Sign-ins: 44



Public Meeting #4: Draft Master Plan: Final Presentation

Date & Time: Monday, September 24, 6:00 – 7:30 PM

Location: Christ Presbyterian Church

Sign-ins: 59

On-Site Pop-up Engagement Session

Urban Assets conducted an informal pop-up input session at James Madison Park from 6:00 - 7:00 p.m. on May 17, 2018, to gather additional feedback on the master plan concepts that had been presented at the third public meeting on May 14th. Ten park users stopped by the table to view and provide feedback on the concepts. See Appendix B for a summary of input gathered during this session.



Public Meeting Evaluations

Public meeting participants were encouraged to complete short evaluations to gauge the effectiveness of each meeting. See Appendix C for a summary of their responses.

1. Public Meeting #1: Community Kickoff
16 evaluations collected out of 45 participants
2. Public Meeting #2: PARKitecture Workshop
14 evaluations collected out of 31 participants
3. Public Meeting #3: Design Concepts Workshop
17 evaluations collected out of 44 participants
4. Public Meeting #4: Presentation of Draft Master Plan
Meeting evaluations were not collected.

Key takeaways from the public meeting evaluations include:

1. The **top three ways** participants heard about public meetings were:
 - Postcard mailing from the City of Madison
 - Tenney-Lapham Neighborhood Association listserv
 - Post and email from Alder Ledell Zellers
2. Other ways participant heard about public meetings included:
 - Outreach from Michael Ford (for the 2/10/2018 PARKitecture Workshop)
 - Friend/word of mouth
 - Madison Parks Division website
 - Mendota Rowing Club
 - Clean Lakes Alliance
 - Newspaper
 - A community event board
 - Facebook
3. Over **89% “Agreed” or “Strongly Agreed”** that:
 - Information presented at the event was relevant and useful.
 - Questions about the master plan were answered.
 - Time was spent efficiently and effectively.
 - Ideas and opinions were acknowledged and recorded.
 - The event was comfortable and welcoming.



- o Left with greater understanding of the master planning process.
4. The meeting elements that participants thought were most useful were:
 - o Getting the opportunity to share and hear different ideas.
 - o Brainstorming in groups and hearing the opinions of fellow community members.
 - o Seeing plans and having the opportunity to discuss with project staff (including dot voting on precedent imagery and concepts).
 5. Participants most often thought that meetings could be improved by adding more time for the open house and/or group critiques and discussion time.

Comment Cards

Printed comment cards were distributed at the public meetings and **posted at 21 locations** throughout Madison, focusing on high-traffic community locations that are frequented by a diverse clientele. A total of **51 comment cards** were collected from the following (see Appendix D for a summary of the input gathered):

- | | |
|---|------------------|
| 1. Public Meeting #1: | 6 comment cards |
| 2. Mailed to Parks Division: | 20 comment cards |
| 3. Capital Fitness: | 10 comment cards |
| 4. City Row Townhouses: | 7 comment cards |
| 5. Madison Children’s Museum: | 4 comment cards |
| 6. Cargo Coffee on East Washington Ave: | 3 comment cards |
| 7. Madison College South Campus: | 1 comment card |

Comment cards were distributed at the following locations:

- | | |
|--|---------------------------------------|
| 1. James Madison Park (3 brochure boxes) | 11. Pincus McBride |
| 2. The Beacon | 12. City Row Townhouses |
| 3. Bethel Community Service, Inc. | 13. Lyric Apartments |
| 4. Wil-Mar Neighborhood Center | 14. Cargo Coffee (East) |
| 5. YWCA of Madison | 15. Willy Street Co-op East |
| 6. Centro Hispano | 16. UW Memorial Union |
| 7. Capital Fitness | 17. Self-Serve Laundry (East Johnson) |
| 8. Madison Children’s Museum | 18. Villager Mall Atrium |
| 9. St. John’s Lutheran Church | 19. Madison College South |
| 10. Christ Presbyterian Church | 20. Urban League of Greater Madison |
| | 21. Access to Independence |

Park Observations & Intercept Interviews

Urban Assets conducted **12 park observations** and **16 intercept interviews** with park users at James Madison Park on the following dates from December 2018 to June 2019:

- | | |
|--|---------------------|
| 1. December 19, 2017 (11 AM – 1 PM block): | 11:00 AM – 12:00 PM |
| Number of people observed: | 12 |
| Intercept interviews: | 4 |
| 2. December 20, 2017 (5 AM – 11 AM block): | 10:15 AM – 11:15 AM |
| Number of people observed: | 5 |
| Intercept interviews: | 0 |

3. December 28, 2017 (1 PM – 5 PM block):	1:00 PM – 2:00 PM
Number of people observed:	6
Intercept interviews:	0
4. January 3, 2018 (5 PM – 10 PM block):	5:00 PM – 6:00 PM
Number of people observed:	2
Intercept interviews:	0
5. February 15, 2018 (5 AM – 11 AM block):	8:15 AM – 9:15 AM
Number of people observed:	5
Intercept interviews:	0
6. March 2, 2018 (11 AM – 1 PM block):	12:00 PM – 1:00 PM
Number of people observed:	9
Intercept interviews:	2
7. March 18, 2018 (1 PM – 5 PM block):	4:00 PM – 5:00 PM
Number of people observed:	96
Intercept interviews:	4
8. March 29, 2018 (3 PM – 4 PM block):	3:00 PM – 4:00 PM
Number of people observed:	23
Intercept interviews:	2
9. April 25, 2018 (5 AM – 11 AM block):	6:00 AM – 7:00 AM
Number of people observed:	6
Intercept interviews:	0
10. May 5, 2018 (11 AM – 1 PM block):	12:00 PM – 1:00 PM
Number of people observed:	92
Intercept interviews:	0
11. May 17, 2018 (5 PM – 10 PM block):	6:00 PM – 7:00 PM
Number of people observed:	148
Intercept interviews:	3
12. June 16, 2018 (5 PM – 10 PM block):	8:00 PM – 9:00 PM
Number of people observed:	63
Intercept interviews:	1

The schedule for observations and intercept interviews is noted below. See [Appendix E](#) for full results.

		December				January				February				March				April				May				June										
		4	11	18	25	1	8	15	22	29	5	12	19	26	5	12	19	26	2	9	16	23	30	7	14	21	28	4	11	18	25					
Block 1	5:00 AM - 6:00 AM																																			
	6:00 AM - 7:00 AM																				X															
	7:00 AM - 8:00 AM																																			
	8:00 AM - 9:00 AM										X																									
	9:00 AM - 10:00 AM																																			
Block 2	10:00 AM - 11:00 AM			X																																
	11:00 AM - 12:00 PM			X																																
	12:00 PM - 1:00 PM											X										X														
Block 3	1:00 PM - 2:00 PM				X																															
	2:00 PM - 3:00 PM																																			
	3:00 PM - 4:00 PM																	X																		
	4:00 PM - 5:00 PM														X																					
Block 4	5:00 PM - 6:00 PM					X																														
	6:00 PM - 7:00 PM																								X											
	7:00 PM - 8:00 PM																																			
	8:00 PM - 9:00 PM																															X				
	9:00 PM - 10:00 PM																																			

Legend: Weekends
No data
X completed
O upcoming

Online Survey

Madison Parks conducted an online survey to gather feedback on current uses, likes, dislikes, issues and opportunities at James Madison Park, which was publicized through the Parks Division website, social media and email listserv; at the first two public meetings; and on the informational flyer/poster that was posted in 21 locations throughout Madison. The survey received **213 responses** between January 17 and March 15, 2018. See Appendix F for a summary of the results.

Focus Groups

Urban Assets facilitated six community focus groups with organizations and individuals primarily representing minority populations in Madison. A total of **62 participants** were engaged in these conversations. See Appendix G for a summary of results from each meeting.

1. YWCA Third Street Program Residents – 14 participants
2. Clients of The Beacon – 14 participants
3. Community Service Providers – 2 participants
 - Savory Sundays (serves free meals in the park)
 - Tenant Resource Center
4. Minority Community Organizations – 3 participants
 - Urban League
 - Ho-Chunk Nation
 - Foshizzle Family
5. Downtown Madison, Inc. (DMI), Quality of Life and Safety Committee – 23 participants
6. Access to Independence / ADA Accessibility – 6 participants

Focus Group Evaluations

A survey to evaluate the effectiveness of the focus groups was completed by **20 individuals**. The survey was sent to all 32 individuals invited to attend a focus group, as well as the YWCA Third Street Program coordinator and the DMI Quality of Life and Safety Committee. See Appendix H for a summary of responses.

Key Takeaways:

1. Of those unable to attend a focus group (11 individuals), the primary reason was, “too busy.”

2. Of those who attended a focus group (9 individuals):
 - o 100% “Agreed” or “Strongly Agreed” that the conversation had a comfortable and welcoming atmosphere.
 - o 71% “Agreed” or “Strongly Agreed” that “focus groups are a useful tool for gathering more diverse opinions on city planning projects.”
3. Suggestions for improvement included:
 - o Send a reminder one week ahead so that people can plan rides (e.g., with paratransit).
 - o Offer incentives such as door prizes.
 - o Include a cultural activity at the end of the session.
 - o Involve a co-host who is a member of the community you are trying to reach.

Stakeholder Group

At the beginning of the master planning process, Urban Assets and Parks staff organized a stakeholder group to supplement feedback collected throughout the public engagement process, and to enhance community awareness of the project by leveraging members’ networks to distribute information. Stakeholder group members included owners of the four residential properties in the park, and representatives from organizations with strong geographic and programming ties to the park:

1. Tenney-Lapham Neighborhood Association
2. Capitol Neighborhoods
3. Worden House
4. Ziegelman House
5. Collins House / Mendota Lake House B&B
6. Urban Land Interests (Lincoln School Apartments)
7. Clean Lakes Alliance
8. Mendota Rowing Club
9. Volunteer park stewards

Meetings with the stakeholder group were held on the following five dates. See Appendix I for notes.

- January 10, 2018 – 14 participants
- February 28, 2018 – 11 participants
- April 25, 2018 – 16 participants
- July 16, 2018 – 14 participants
- September 12, 2018 – 21 participants

Email Comments

Email comments received prior to development of the three master plan and shelter schematic concepts (comments regarding general desires and concerns for the park), are reflected in the public engagement results and table below. Emails received in response to the three master plan and shelter design concepts presented at public meeting #3 are included in Appendix J.

Results

The chart on the following page provides summary analysis of all public engagement comments received during Phase I of the master planning process, including input from the public meetings, focus groups and stakeholder group meetings held during that time; open-ended responses from the online survey; and comment cards and emails.

James Madison Park Public Comments Summary

Sources: public meetings 1-3; on-site pop-up engagement session; 6 focus groups (YWCA; community service providers; The Beacon; minority community organizations; Downtown Madison, Inc., ADA Access); stakeholder group meetings 1 and 2; 151 open-ended online survey responses; 50 comment cards; email comments; and 16 intercept interviews.

Rank	Priority Summary Statement	Total Comments	Top Comments within each Category
1	Improve park shelter attractiveness & amenities	124	<ul style="list-style-type: none"> Make shelter more welcoming and expand usage Renovate shelter Remove towers on roof Make restrooms and showers clean, safe and accessible Add a gathering/performance space Improve lighting & electrical access Offer equipment rentals (e.g. kayaks, paddleboards, floaties)
2	Increase amount of basic park amenities	91	<ul style="list-style-type: none"> Grills, drinking fountains, trash cans Increase park seating/tables Improve park lighting
3	Improve shoreline access & interaction	74	<ul style="list-style-type: none"> Expand the beach Add Memorial Union-style steps Improve safety at the sea wall Naturalize the shoreline
4	Increase amount & types of play spaces for kids & adults	52	<ul style="list-style-type: none"> Expand the playground & add interesting equipment Install adult play/fitness equipment Multi-use paved courts
5	Improve lake & beach health/cleanliness	45	<ul style="list-style-type: none"> Clean up the beach Improve water health & cleanliness Install a curtain to keep weeds out of swimming area
6	Maximize utilization of park space & paths	38	<ul style="list-style-type: none"> 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
7	Improve park safety and promote good behavior	34	<ul style="list-style-type: none"> Improve personal safety Discourage consumption of drugs/alcohol Policing/security/lifeguards
8	Improve universal accessibility	33	<ul style="list-style-type: none"> Expand ADA accessible infrastructure / universal accessibility Improve access in Gates of Heaven Make the playground & basketball courts accessible

9	Improve/expand native landscaping	32	Landscaping maintenance/weed control Natural areas/native plantings More trees/remove view blocking trees
10	Improve basketball court amenities	32	Restrooms Kiddie court Lighting Seating
11	Promote sustainability	31	Stormwater filtration system LEED certified park shelter Sprinkler or rain collection system, bioswales
12	Improve dog friendliness	31	Incorporate a fenced dog park Dogs welcome in park Dog waste receptacles & water stations
13	Expand infrastructure for watercraft & fishing	31	Add pier/expand existing pier Add marina/improve boat access
14	Increase amount of shaded park area	27	Open-air sun shelter More shade by beach and playground
15	Expand access to food	27	Concessions available for purchase Space for food carts/trucks Café/snack bar/biergarten
16	Integrate public art	26	Public art/sculpture Dedicated graffiti space Nighttime light/winter display
17	Increase parking and/or improve parking configuration	26	More parking spaces Improve lot shape/locate more centrally Parking for unloading/event setup
18	Improve safety of pedestrian connections across Gorham Street	25	Crossings Lights Traffic calming
19	Improve park aesthetic	23	Add color Break up long, flat, unplanned feel Improve entryways and signage
20	Improve park wayfinding, visibility, & adjacencies	21	Improve connections between east & west Improve visibility of park amenities/shelter Reduce distance between amenities
21	Create space for community gardens	20	Community garden, terraced or raised beds Food access for downtown renters & residents

22	Enhance "destination" appeal	20	Celebrate the lakes and site history Add a focal point Water transportation stop
23	Increase educational opportunities	15	Hillsides into terraced outdoor educational area Information on native plantings & species Environmental/historical interpretive installations
24	Better define park boundaries	15	Low boundary walls (sandstone, like UW Arboretum) Stone columns at street intersections
25	Expand opportunities for quiet/passive recreation	15	Meditation space behind Lincoln School Apts. East side of park as quiet, natural area
26	Increase diversity of park users and uses	14	Consider & cater to needs of all potential users Maintain role as comfortable community gathering place
27	Improve multi-modal access	13	Bike racks and service station Improve bike connections & friendliness Increase bus connections & friendliness
28	Improve park cleanliness and maintenance	12	Trash & broken glass Focus on cleanliness over new amenities Control pest populations (bugs, geese)
29	Expand opportunities for winter activities	12	Ice rink Winter activities
30	Expand opportunities for events & programming	10	Concerts, festivals, musical programming Youth events, activities, & programming
31	Rebuild shelter in existing location	7	Demolish and rebuild shelter
32	Increase support/resources for people experiencing homelessness	6	Access, resources, programming for residents of nearby shelters Community outreach, support to those who sleep in the park
33	Improve winter accessibility	5	Maintain paths for winter runners Improve accessibility, esp. dangerous Butler St. pathway
34	Expand opportunities for tree-based activities	5	Tree or poles designated for slacklining/hammocks
35	Rebuild shelter in new location	4	Build new shelter on far west end of park Build new shelter at edge of lake
36	Increase volunteer opportunities in the park	2	Better coordination of park volunteers Volunteers trained to monitor park behavior
37	Re-orient Gates of Heaven	2	Gates of Heaven synagogue should face East
38	Rename the park	1	Rename the park
	Total Comments	1001	

Appendix A:
Public Meeting Notes

James Madison Park Master Plan and Shelter Design

Public Meeting #1 – Notes

5:30-8:00 PM, January 17, 2018
Madison Central Library, 201 W. Mifflin Street

Number of participants signed in: 45

Presentation

The meeting began with a presentation of the project goals and master planning process; site history and current uses; and existing conditions and opportunity areas related to the land, shoreline and architecture/buildings at the park.



Presentation Q&A discussion notes:

- A group of neighbors made plans for the park that were shared with city staff several years ago.
- The sea was constructed in the 1960's. It was built parallel to beach, so it has not had a huge impact on the natural lake bed/shoreline at that location.
- The existing park shelter was built in 1978.
- The 2013 park shelter study is not available online, but you may email Sarah Lerner at the Parks Division to have a copy emailed to you.
- Building a new shelter is a possibility and something the city would like community feedback on during this process.
- Connecting the park path to the Memorial Union lakeshore path is mentioned in the Downtown Plan as an opportunity, but would be difficult to achieve. This is decades from happening, if at all.

Open House

Participants circulated through three park information stations (architecture, land & water, and historical resources), talked with project team members, and provided input on precedent imagery and discussion questions.

See attachment A for precedent imagery dot voting results.

Architecture Station Input: (✓ = number of positive votes received)

What improvements would make the park facilities more useful to our growing community?

- Acoustics ✓✓
- Visibility ✓✓
- Concessions area ✓
- Sense of place ✓
- Toilet facilities ✓

Additional comments:

- Accessibility for all age groups
- Paved paths for elderly, wheelchairs, strollers
- More benches, west facing for relaxed viewing
- Improved playground for youngsters
- More picnic tables for families, social gatherings
- Accommodate voting in the park shelter
- Move a historic house into the missing tooth by the Cornelius Collins House
- Something to make movie showings easier (e.g., at Shrekfest); maybe a small amphitheater and place to hang a backdrop

Land & Water Station Input

What are your dreams for the park? What was your favorite experience in any outdoor public space?

- Passive Recreation ✓✓✓✓✓
- Views of the Park & Lake ✓✓✓✓
- Boating ✓✓✓
- Accessibility ✓✓
- Active Recreation ✓✓
- Ornamental Gardens ✓✓
- Produce Gardens ✓✓
- Dog park ✓✓
- Swimming ✓✓
- Nature-based play ✓
- Events ✓
- Concessions ✓
- Rentals ✓
- Winter Activities ✓
- Beach ✓

Additional comments:

- Bike path through park to stop and enjoy ✓✓
- Rain gardens, wetlands ✓
- Native habitat, pollinator friendly
- Terraced parking and basketball [in current location at west edge of the park]
- Improved park maintenance to deter vandalism and unwanted uses. Especially at entrance, enhance visibility.
- Living shoreline
- Less landscape please

Historical Resources Station Input

How should the past influence the future of James Madison Park?

- Waterfront recreational opportunities ✓
- Richer integration with larger community ✓
- Reminders of past uses; native landscape

Large Group Discussion

Participants worked in small table groups to fill out a “Brag, Worry, Envision, Wonder” exercise worksheet. Small groups then shared their top responses to each discussion topic with the full (large) group of participants. The top responses reported by the small groups are listed below, with check marks denoting the number of times a specific item was mentioned.

Topic 1 **Brag: Things to maintain and enhance.**

What do you love most about James Madison Park? What are its greatest assets and strengths?

Top Themes

1. Maintain natural open space.
2. Maintain physical and visual access to lake.
3. Maintain diversity of uses and users.
4. Maintain historic structures.

All responses:

(✓ = number of times an item was mentioned)

- Natural, open space ✓✓✓✓✓
- Water access ✓✓
- Views ✓✓
- Diverse uses and users ✓✓
- Boathouse ✓
- Gates of Heaven ✓
- Trees
- Historic structures
- Neighborhood space

Topic 2 **Worry: Things to address and improve.**

What concerns do you have regarding James Madison Park (present or future)?

Top Themes

1. Improve pedestrian safety and connectivity to and within the park.
2. Improve beach and lake health and shoreline safety.
3. Improve use of shelter.

All responses:

(✓ = number of times an item was mentioned)

- Improve use of shelter ✓
- Water safety
- Beach health and cleanliness
- Remove sea wall
- Lake health and quality
- Pedestrian/traffic safety, issues crossing Gorham ✓
- Path does not accommodate multiple uses (walking, biking, dogs)
- Improved path behind Verex Plaza
- Personal safety

- East portion of park is isolated
- Drug use in park
- Landscaping maintenance
- Proportion of shade & sun

Topic 3

Envision: Guiding vision

What is your dream vision for James Madison Park? What values should be expressed as it develops over the next 20 years?

Top Themes

1. Integrate environmentally sustainable design, including natural treatments for the landscape, play spaces and shoreline.
2. Provide opportunities for adult play and exercise.
3. Increase educational opportunities related to local history and sustainability.

All responses:

(✓ = number of times an item was mentioned)

- Adult play spaces and exercise equipment ✓✓
- Demonstrative environmental installations ✓
- Nature play spaces and equipment
- Sustainability
- Shoreline restoration
- Stone steps at the shore (like at the Memorial Union)
- Increased educational opportunities
- Opportunities to celebrate local history
- Interpretive walking path
- Place to meet new people, make friends
- Meditation space
- Increased diversity of park users
- Improved connection between east and west sections of the park
- Dog park
- Improvement to park shelter to allow for four season use
- Warming house

Topic 4

Wonder: Opportunities to explore

What opportunities do you see to meet this vision? How can the park best serve and celebrate our growing community?

Top Themes

1. Improve connections between the lake and the park by providing opportunities such as a public pier, water craft rentals and lifeguards.
2. Integrate public art through installations and interactive art spaces.
3. Integrate sustainable design demonstrations in the park and shelter.

All responses:

(✓ = number of times an item was mentioned)

- Public pier ✓✓ (courtesy docking)

- Stormwater filtration ✓ (demonstrative, educational)
- Lifeguards ✓
- Water craft rentals
- Improved boat access
- Improved access to lake
- Bike ferry
- Public art
- Art installation/play space
- Dedicated space for graffiti
- Youth activities
- LEED certified shelter
- Tennant for the park shelter (broad)
- Programming/exhibit in park shelter
- Rename the park
- More accessible for people of all abilities
- Trees for hammocks & slack lining
- Community garden/greenhouse

Additional Comments

The following comments were received from individual worksheets and by email following the meeting:

Topic 1: Brag

- Waterfront
- Paved walking trails
- Places to play and be active
- View to/from the capital
- Sandy lakebed, good for swimming
- Rooftop garden and landscaping
- The sunsets are stunning
- Historic architecture instills a sense of pride to care for our environment for future generations

Topic 2: Worry

- Bathrooms (maintenance, safety)
- Trash/recycling year round
- Under utilization
- Lighting
- Better utilize parking structure at Lincoln School Apartments
- Invasive plants/weed control
- Not enough parking
- Infrastructure for the elderly/handicapped
- A \$700,000 renovation of the shelter will still result in an underutilized, unsafely sited building with a road separating users from the water. A renovated shelter in the current location doesn't support the use of the Gates of Heaven. The highest and best use of the shelter footprint is open space. I would encourage a minimum of two master plan options deconstructing the existing shelter.

- Share budget information on ground leases, rentals and park impact fees that are generated for and by this park. Funding supports allowing the design team to create a greater vision for the shelter.
- How will weeds and debris be managed? A dumpster on the shoreline is not an acceptable solution.
- What is the footprint of the city stormwater that is drained directly into the lake in James Madison Park through existing storm lines shown on the survey?

Topic 3: Envision

- Park shelter visible from Gorham to increase rentals, obviously available for public use
- Make it a destination park with cultural/natural attraction
- Ski jump at the end of Blount
- Expanded play structure
- Improved signage
- More BBQ grills
- Fitness stations (pull ups etc.)
- Natural shoreline
- Wooded area
- Low walls surrounding the park, like those in the UW-Arboretum
- Imagine an infrastructure that visibly improves water quality with influence on behavior and policy beyond the park boundary. Our care for the lake should be our first priority. If stormwater management and traffic calming are beyond Park's scope, I urge the importance of these design priorities as something to be communicated with other departments as part of the Master Plan.
- With appropriate treatment of the edges of the park, we have the opportunity to be immersed in the natural environment while the view of cars and sound of traffic fades away. Imagine a sustainable landscape that provides visual interest and wildlife habitat all year.
- The end of Blount would be a beautiful viewing platform but does not offer an accessible route to experience the water.
- Enforcement that corrects behaviors while still welcoming visitors as a positive attribute in the park.

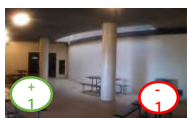
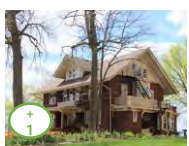
Topic 4: Wonder

- More events
- Expand shelter to make more visible from Gorham
- New marina near basketball courts
- Art/installations (ice sculptures) visible to drivers on Gorham
- Re-nature the park (trees and shoreline)
- More opportunities for play, structure in visible place
- Imagine a shelter connected to nature, on or near a rebuilt shoreline, inspired by an open-air boathouse nestled into the bottom of Mansion Hill to provide access to the lake and bring people together. The slope of the hill could allow a 2 story building accessible to all without an elevator but by using the topography. The water would be accessible. This location would have a strong association with our most recognized historic district – Mansion Hill. The shelter would be rentable on the second floor with public restrooms/storage space on the first floor always visible for safety from the length of the park.

Precedent Imagery Dot Voting Results

James Madison Park Public Meeting #1

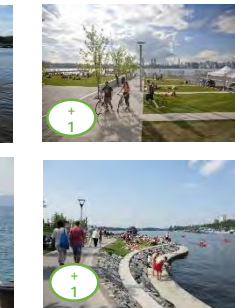
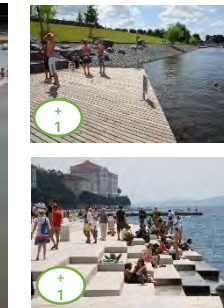
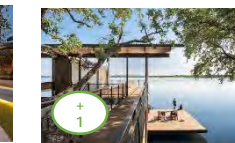
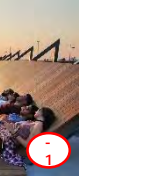
Existing Buildings



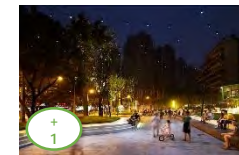
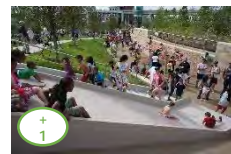
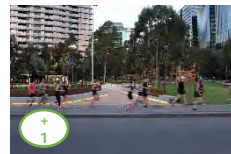
Precedent Imagery: Architecture



Precedent Imagery: Water



Precedent Imagery: Land



James Madison Park Master Plan and Shelter Design

Public Meeting #2 - PARKitecture Workshop Notes

1:00 – 4:00 PM, February 10, 2018

The BUBBLER at Madison Central Library, 201 W. Mifflin Street

Total participants: 31 signed in / 42 counted

Key Takeaways

- Improve the safety of the park by slowing traffic on Gorham, defining a park boundary, and removing or improving the sea wall.
- Improve access to the lake by enlarging the beach, cleaning up the sand and water, and maintaining views.
- Create a focal point in the park such as a commissioned piece of public art.
- Enlarge the playground and create additional recreation activities.
- Add concessions and/or grills.
- Improve access by increasing the number of paths and assuring ADA compliance throughout the park.
- Maintain eastern side of the park as a quieter space for passive recreation, possibly including a space for off-leash dogs.

Precedent Image Voting

Participants reviewed and provided input using dots and sticky notes on precedent imagery boards (using the same images shared at previous meetings). See Attachment A for dot voting results.

Sticky-note Comments (★ = number of additional mentions)

Park Shelter

- Community garden rooftop
- Maintain rooftop garden
- Historic building
- Park shelter with walls that open/close to the outside
- Amphitheater
- Museum

Play Spaces

- More greenspace ★★
- Art + play space



- Natured focus area
- Community gardens
- Space for natural planting areas
- Wooden playground
- Ice Rink

Rentals/Concessions

- Look at Minneapolis restaurants in public parks as a model

Beach and shoreline

- Natural Shoreline ★★
- Expand beach ★
- Better access to shoreline
- Shaded beach
- Add break waters
- Long piers for sailboats & pedestrians

Parking Lot

- Underground parking

Transportation

- Crossing lights ★★
- Pedestrian overpass

Other

- Rain gardens ★★
- Fruit trees ★
- Wall/fence to keep kids out of the street
- Make connection to northeast side obvious
- Wetlands
- Wind breaks
- Water fountain in the lake
- Musical Instruments



Park Opportunities and Constraints Review

Working in groups, participants reviewed Opportunities and Constraints documents provided by the consultant team, asked questions, and identified additional opportunities and constraints to be considered during their hands-on design exercise.

Worksheet Responses (arranged into categories)

Participants worked individually and in table groups to respond to high level questions about James Madison Park. (★ = number of additional mentions)

Question 1 The master plan for James Madison Park should focus on...

Waterfront

- Beach improvement ★★★

- Improving the shoreline ★★★★★
- Access to water

Shelter

- Improving shelter- clean, safe, restrooms/showers
- Historic design (for the shelter building)

Accessibility

- Handicap accessibility and parking ★★★★★
- Handicap accessible picnic tables
- Biking friendly
- Bus access
- Usability by students and families
- Protected bike lane (with bollards) on Gorham instead of park wall to protect from traffic

General

- Beauty- make it beautiful
- Multitude of uses/spaces/environments

Focal Point/ Attraction

- Placemaking

Safety

- Safety ★★★★★

Dog Usage

- No dog park
- Dog trash/general trash facility

Environmental

- Plants/ Trees ★★
- Sustainability
- Community garden (including maintaining something like the garden currently on top of the shelter)

Question 2 The best thing(s) about James Madison Park is/are...

Open Space

- The open space ★★★★★
- Please keep the fields and build as little as possible within existing greenspaces!
- Its seems like a huge blank canvas, just waiting for innovative suggestions

Views

- Lake views ★★★★★
- View of the Wisconsin State Capitol Building

Location

- Close to the Wisconsin State Capitol Building
- Near downtown

Lake | Beach

- Access to the lake ★★★★★
- One of the very few places in city with public access to Lake Mendota

Community Garden

- The community garden ★★

Amenities

- Variety of uses
- Great space for public events

Question 3 The worst thing(s) about James Madison Park is/are...

Playground

- There isn't a big enough playground

Safety

- Lack of traffic calming at Gorham ★★★
 - The other, successful city parks feel more integrated into their neighborhoods. Gorham feels like a barrier.
 - Parents want "safety net" fence...perhaps open wooden fence, with gaps to show boundaries, but not take away from view of lake. A short stone wall may help.
- Safety concerns at park shelter ★★
- Needles
- No sea wall
- Homeless and drugs
- Geese and goose poop!
- Pathway off Butler St. (dangerous in winter)

Park Configuration & Aesthetics

- Too long and is the same from one end to the other ★★
- Lack of coordination between all areas of the park
- First impression- long, fairly flat, unimaginative, lots of grass, unplanned looking, seems uncared for
- Overall aesthetic and rental properties surrounding the park
- The parking is far from where you want to end up. Very small lot on east end

Synagogue

- The synagogue building does not face east.

Shelter

- The shelter building, no safe toilets

Lack of amenities

- Lack of drinking fountains and bike racks
- Abundance of trash
- Not enough benches

Lake/ Beach

- Stinky lake and algae all summer
- The beach is small and often dirty
- Access to the lake- some of the rocky areas could have stairs to access the lake in more places
- Bad water quality

Paths | Walkways

- Not many paths

Question 4 If I could change one thing about James Madison Park it would be...

Lake/ Beach

- Improve (pedestrian) access to water
- Vertical seawall, address safety concerns, replace with natural shoreline
- A bigger, better beach □□□□
- Dock(s) should be re-built in collaboration with Mendota Rowing Club

Safety and Traffic Concerns

- Traffic calming measures to slow traffic on Gorham, especially from Blount to Butler Streets □□
- City should add blinking stop lights to cross streets leading to the park
- Boathouse needs improved lighting for safety

Amenities

- Improved playground materials
- Benches
- Water bottle fill station/water fountain
- Bike parking and bike service stations
- The flow of the park- it needs more things throughout i.e. different types of entertainment to keep kids attention
- Dog waste stations
- Some of the steep hills could be terraced gardens or learning spaces to teach people about nature (erosion control, native plants etc.)
- Grills as an option would be great.

Entertainment

- It seems food/music would be grand here! Food means we stay longer.

Paths/ Walkways

- Path to boathouse from Conner House
- Path down to lake from east parking lot
- Add more paths and garden boxes
- Access from Blount St. parking lot to park
- Lantern type lighting, soft glow, along walkways as in Paunak Park along the bike trail around Lake Monona. Feels warm and safe
- Sidewalk from parking lot behind Gates of Heaven to the street (instead of expecting people to walk on driveway to parking lot or walk around)

Continuity

- Break up the space with different landscaping so it feels smaller in scale/more diverse
- Spaces in the park should be connected.

Maintenance

- Upkeep must be part of the budget

Focal Point/ Attraction

- Add a focal point- something big that draws people to interact and move on “hey let’s go see the...and take a picnic...spend the day!” ★
 - Something to set it apart (ala Millennium Park “Bean”)
- I would love to see a permanent graffiti wall at one entrance...the one nobody knows about (metal graffiti wall at east parking concrete path, “feature artists”)

Dog Use

- Allow dogs off leash during certain times of day (on eastern field behind Lincoln School Apartments)

Accessibility

- Add winter accessibility

Shelter

- Eliminate towers on shelter
- Replace shelter building

Question 5 I would spend more time at James Madison Park if it was/there was...

Structures

- Beach house★
- A community building
- A café nearby
- A museum
- Music amphitheater
- Community event, enclosed space (shelter) for year round use
- A fun snack bar, like at Wingra concessions

Lake/ Beach

- Clean beach ★★★★★
- Enlarged beach ★★★
- Connection to Lakeshore Path
- Increased access to shoreline ★

Park Shelter

- A more welcoming shelter

Gardens

- A community garden with benches ★★
- Water fountain in garden or rock garden with succulents
- Huge rock garden with rakes, stones, and sand

Maintenance

- The landscaping didn’t make it feel overwhelming to be there

Access/Walkways/ Paths

- More walkways (especially for winter use) and benches
- More visible crosswalk from all the apartments on Blair, Hancock etc.
- Access to parking and entry from Gorham
- A new entrance to the park (maybe with plants or a gate)

Sports

- New basketball courts ★★
- Canoe/kayak launch
- Adult play (more than volleyball)
- Tennis courts with lights
- An ice rink

Amenities

- Better public toilets
- A bigger playground
- A playground without plastic or rubber
- More “climbing” playground
- Bright colored playground
- Fenced in dog park
- Little playgrounds around the park and maybe one big playground in the middle.
- A bike service station
- More garbage facilities
- Some lawn chairs or sitting area

Focal Point/ Destination/ Public Art

- Have a local artist or a group in the community make art around the park
- One big wall or some sort of attraction/piece of art
- Artwork



Parkitecture Charrette and Presentation

Using 36x60” aerial images of James Madison Park, participants worked in table groups to create a design scheme that responded to the park opportunities and constraints discussion. A spokesperson from each group presented the final design to all participants and consultant team members who were present.

See Attachment B for corresponding park designs and notes.

General Discussion Notes and Additional Comments:

- Need better utilization of entrance and parking lot on Blount St.
- Improve pedestrian/traffic safety issues crossing the street.
- Put signage near the Eastern entrance.
- Park is not handicap friendly.
- Building a barrier wall would improve safety, especially with children.
- Lincoln School should be used as a community center.
- What is the timeframe of this project and how will it be paid for?
- Do not want to see a large formal entrance near the intersection of Gilman St. and Butler St.
- Want to maintain many access points to the park.
- Add flashing pedestrian crossings to major intersection that do not have traffic lights.
- Dublin’s “Merrion Square playground” was suggested as an inspiration

Table 1



Table 1 Design Notes:

- Install a sprinkler system near the garden.
- Improve bathrooms.
- Remove shelter towers.
- Create a more hospitable shelter, keep gardens.
- Rethink the beach with more access to water using concrete steps.
- Break beach into segments alternating between concrete steps and natural beachfront.
- Improve Hamilton St. viewshed by:
- Remove trees in viewshed
- Place pier at that end of the viewshed
- Combine beach and volleyball courts.
- Remove tire chips from playground.
- Turn hillside behind shelter into terrace of community gardens.
- Create a hillside path down to lake from Blount Street entrance.
- Lincoln School becomes community space.
- Have a meditation space behind Lincoln school.
- Stone columns are present at each street intersection.

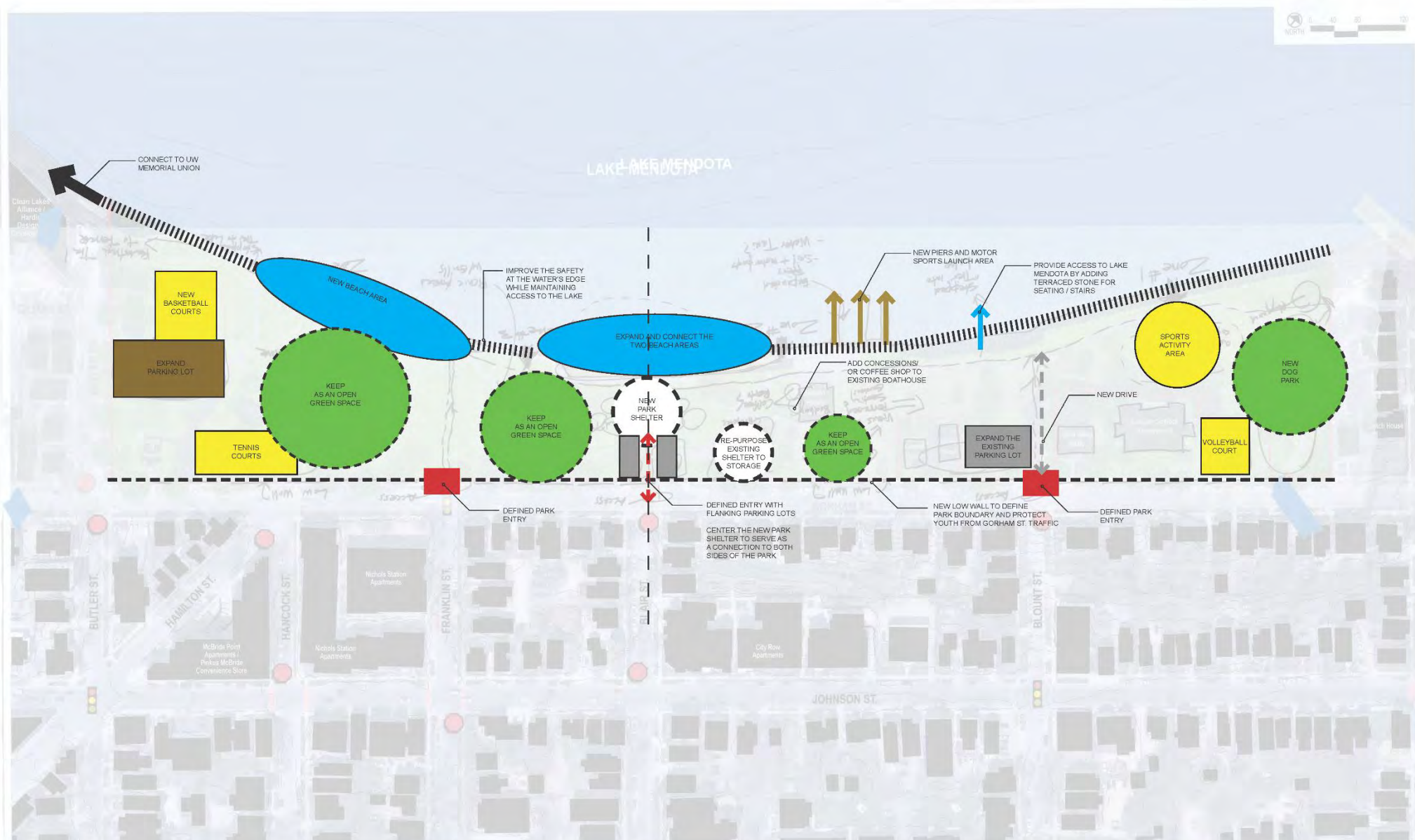
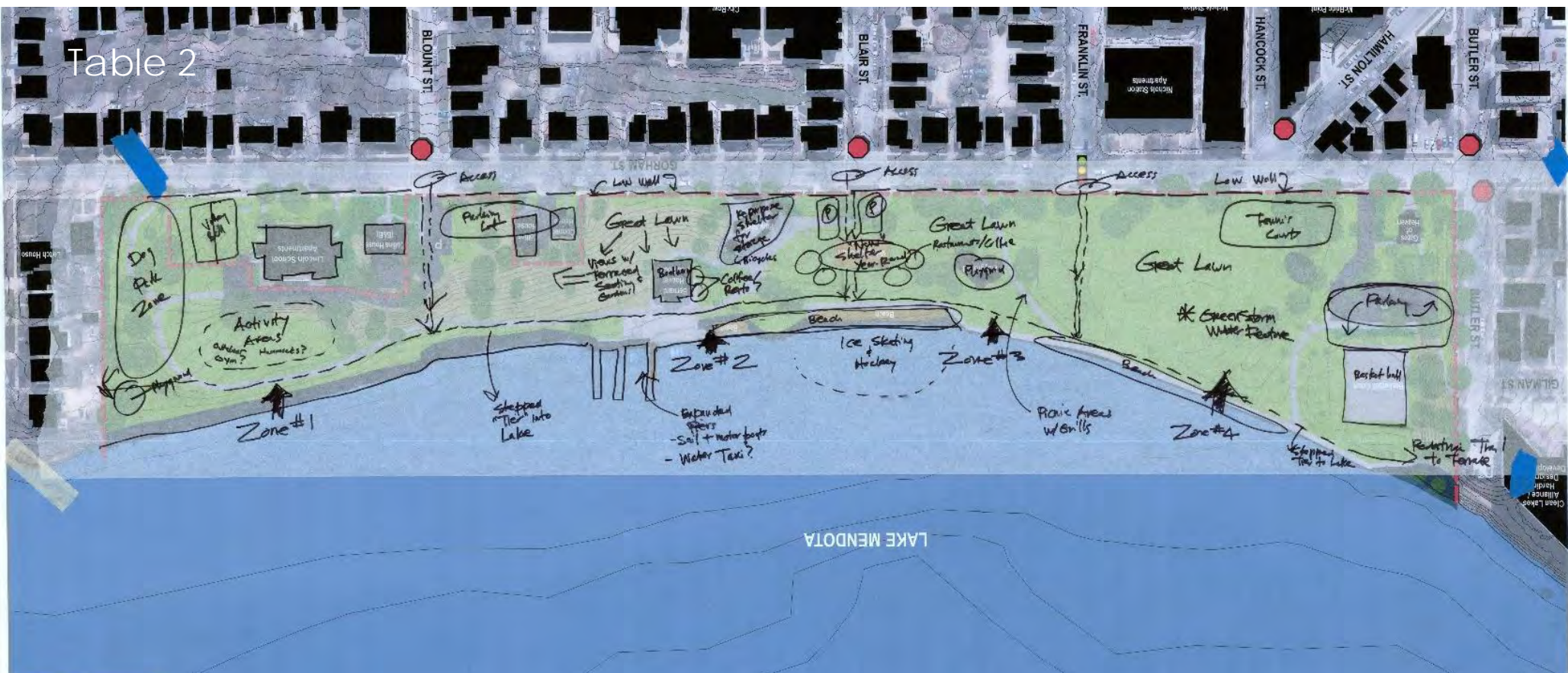


Table 2 Design Notes:

- Create activity anchors on either end of the park.
- Eastern anchor is a dog park with more adult activities and a volleyball court.
- Western anchor improves the basketball courts and adds more parking and tennis courts.
- Shelter is rebuilt as a signature building, including:
 - 4-season usage
 - restaurant or coffee shop
 - community space
- Rework pedestrian paths that are guided by street intersections.
- Maintained ice rink on the water.
- Low boundary walls (ex. Arboretum).
- Expand beach, with steps down to water (ex. Union Terrace).
- Expansion of existing piers.
- More grills and gathering space.
- Pedestrian crossing lights on Gorham St.

Community Comments

- Use Madison Sandstone for low boundary wall.
- Concern that eastern anchor will remove quiet space.

Table 3

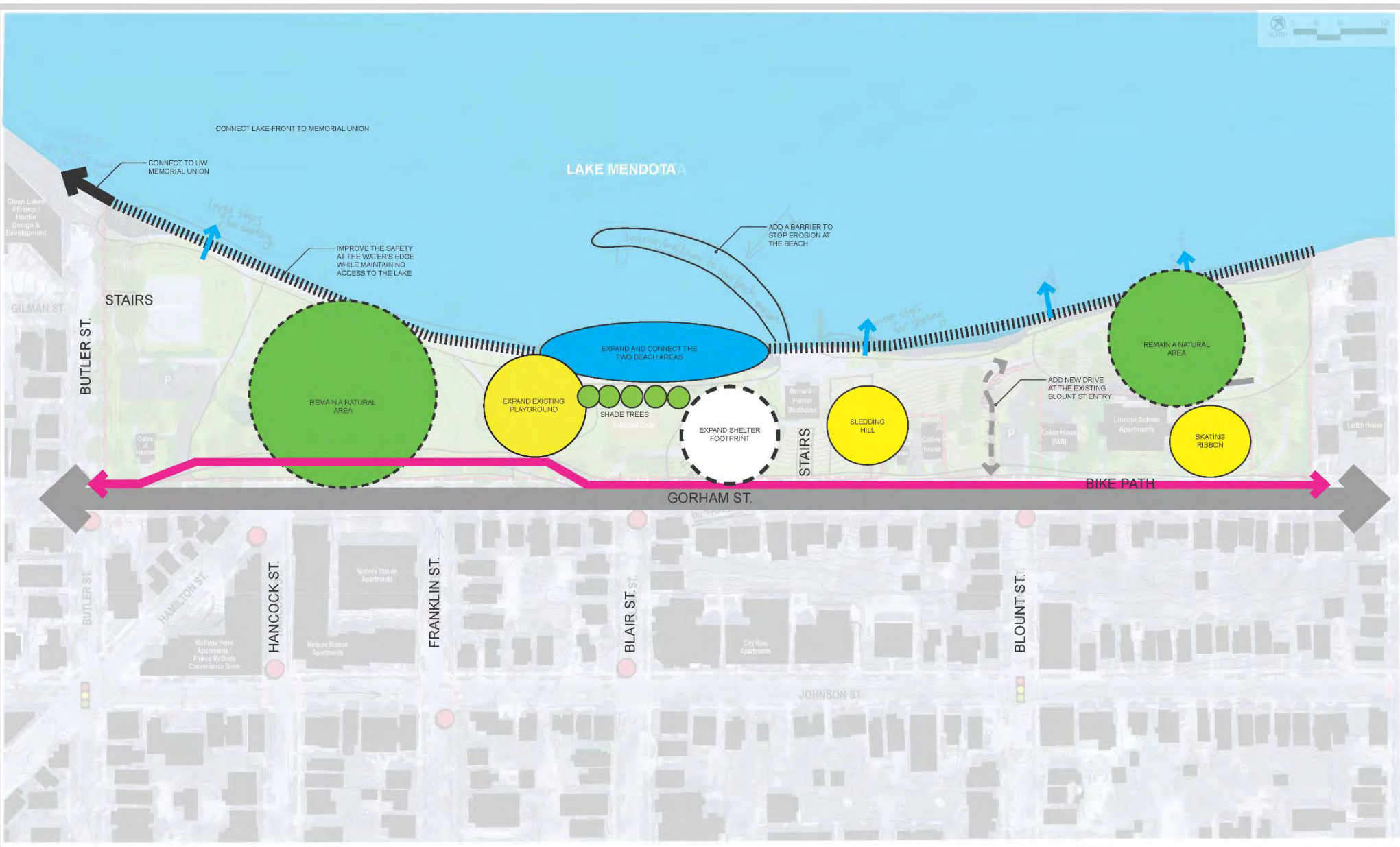


Table 3 Design Notes:

- Turn hillside behind shelter into an educational area for children.
- Keep green space open.
- Separate bike lane that runs into the park
- Expand beach, with steps down to water (ex. Union Terrace).
- Create a slide into the lake.
- Design beaches to avoid trash and weed accumulation.

- Build a skating ribbon on top of Lincoln School parking lot.
- Add more shade and trees near the beach.

Community Comments

- Bike paths in the park could be dangerous.

Table 4

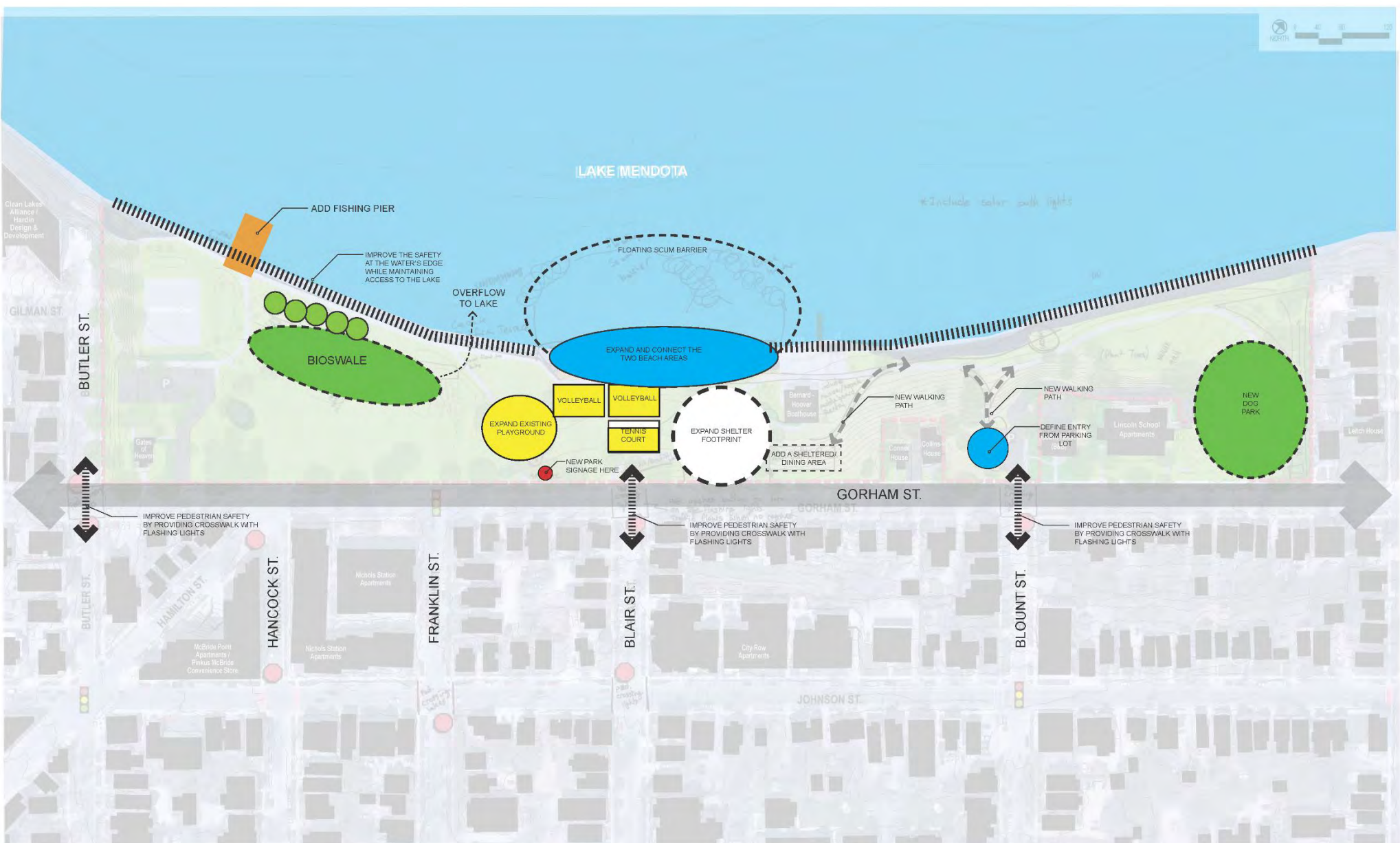


Table 4 Design Notes:

- UW Civil Engineering capstone group.
 - Capstone is redesigning James Madison Park.
 - Final presentation is in the end of April.
- Add pedestrian crossing lights.
- Expand shelter floorplan.
- Build a sun shelter with picnic tables.
- Install rain collection system for gardens.
- Eastern side of the park is quiet, nature focused, with a bigger parking lot.
- Expand beach that is tiered into the water.
- Place a floating buoy barrier around beach that protects from scum.
- Connect beaches and volleyball court.
- Build a wooden pier that extends into the water around the beach.
- Use bio-swales to protect the lake from stormwater.

Table 5

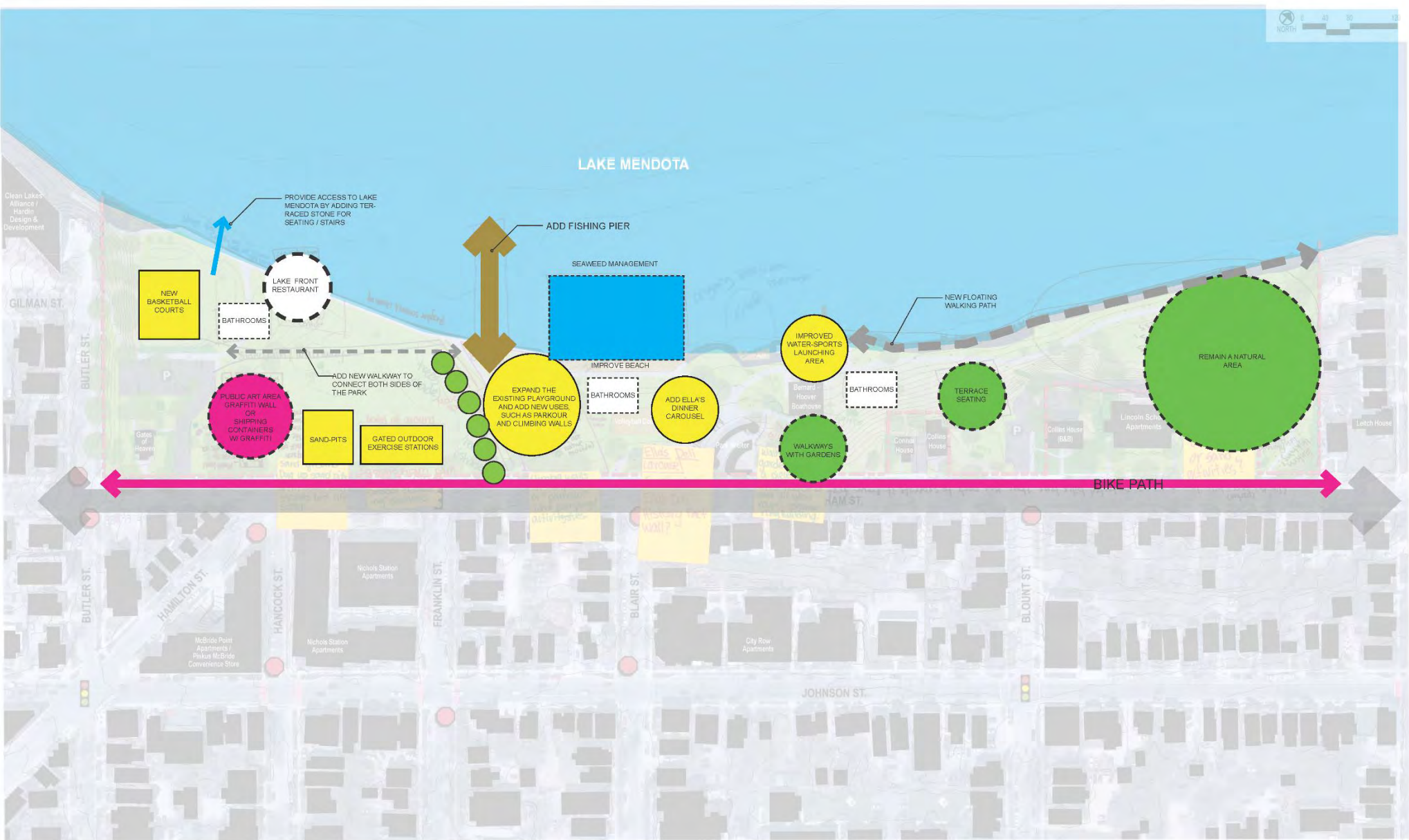


Table 5 Design Notes:

- Expand parking lot.
- Install a graffiti wall which displays local artists.
- Build new tennis courts.
- Provide more trees and shade.
- Add more lighting around the park.
- Glass roof on Lincoln School parking lot that can be walked on.
- Extend beaches.
- Bring Ella's Deli Carousel.
- Include a pier or a glass bottom pier over the water.
- Construct a smaller shelter for reservation near the basketball courts with new bathrooms.

Table 6

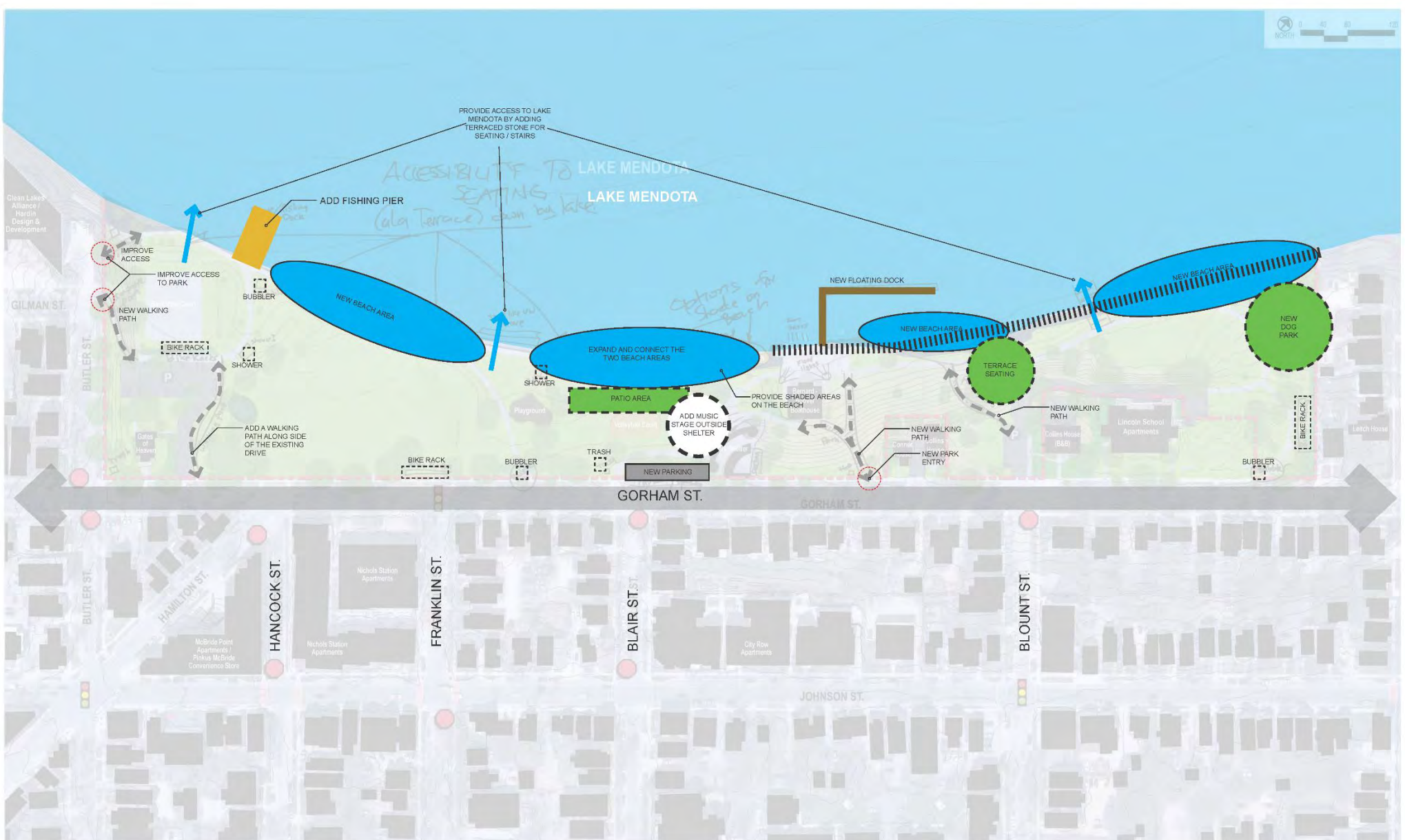


Table 6 Design Notes:

- Keep the gardens on the shelter.
- Build a designated music stage near shelter.
- Create a new parking area near shelter to allow equipment unloading.
- Install floodlights near boathouse.
- Larger pier near boathouse.
- Combine beaches with more shade.
- Make steps down to water (ex. Union Terrace).
- Install additional bike racks.
- Create more connections to boathouse from Gorham.

- Add more water fountains and trash cans.
- Make an off-leash dog area on eastern side.
- Place dog waste receptacles around the park.
- Expand the boat loading area.

Community Comments

- Do not want to see loud dog park on eastern end.
- Support for dog park, neighborhood has many dogs.
- Need to design the park for future generations.

James Madison Park Master Plan and Shelter Design

Public Meeting #3 – Design Concepts Workshop Notes

6:00 – 7:30 PM, May 14, 2018

Gates of Heaven, 302 E. Gorham St.

Total participants: 44 signed in / 49 counted

Meeting Format

The meeting began with a presentation of the project background and three preliminary design concepts for the master plan and park shelter. Participants then worked in small groups to review each concept and identify areas of unanimous like/agreement, mixed-reception, and unanimous dislike/concern. Participants were not asked to choose one concept over the others, as the expectation is that the final master plan will include elements from each concept.

Presentation Q&A Notes

Design Concept A:

- The vendor in the lower level of the proposed shelter would likely be paddle sport rentals.

Design Concept B:

- The proposed shelter would be a four-season building.
- Basketball courts could potentially be used for temporary parking during events.
- If the new shelter is constructed with Option B, the existing towers and roof gardens would be demolished. The new building would then include a green roof with space for new gardens.
- This option shows a grassy area for amphitheater seating in the current shelter location.
- It would also be possible to have an ice skating rink in the current shelter location in this option.
- There will be fully accessible restrooms in the shelter.



Design Concept C:

- Changes to the shoreline allow for variety of water sport options and cleaner water.
- The shared dockage should accommodate boats docking as well as launching, but there will likely be further tweaks to the set up as the design team completes research on the leasing of boats, necessary lengths of slips, etc.

General Comments and Questions:

- Final plans for including waste water filtration will be decided with the final conceptual design.
- Community gardens are not included in the current design concepts. The team's reasoning is that James Madison Park is a community park with many users, and the ratio of required square footage to number of users for community gardens is not as efficient/flexible as other uses.

- A sand beach is something that the design team is vetting with the DNR. It is unsure whether they will allow for direct entry into the lake due to a laundry list of variables. A sand beach may have to be located above the high-water mark. The design team is aware that Dane County recently had a sand beach approved, and is working with the DNR to see what may be possible in this location.
- The final preferred plan will likely not be one of the concepts presented here in full; it will take the most favored aspects of each concept, balanced with budget and additional regulatory agency input, and then integrated into a final plan that will go through the city approval process.
- Public comments and additional feedback may be sent to Alder Zellers or the Parks Division project contact, Sarah Lerner. All public input collected throughout this planning process will influence the final design and be shared with relevant agencies.

Small Group Report-Out

After working together in small groups (6 total), each group reported its top results to the rest of the participants. Major takeaways reported by each small group to the larger group are shared below.

Each ★ = the additional number of small groups that made the same comment during the report-out.

Features liked by all members of the group (green dots):

- Park shelter in current location, with food/café option (Design Concept A and C) as is (better than central location)★★★★
- Natural stormwater filtration exhibit (Concept A)★★★★
- Parking relocated to Gorham ★★★
- Park shelter with commercial space/paddle rental vendor ★
- Large open spaces ★
- Relocation of Gates of Heaven to east side of the park (Concept C) ★
- A designated swimming area
- Filtered swimming area (Concept C)
- Basketball and volleyball courts located in close proximity to each other
- Playground and basketball in west side of the park (Concept C)
- Sunset/lake over look by the bed and breakfast (Concepts B and C)
- Retain the park shelter silos

Features liked by some members of the group/unsure/need more info (yellow dots):

- Issues with the energy usage and maintenance required by a swimming area filtration system, but want to see some kind of protected swimming area
- Likes idea of cleaner swimming area, but not if it takes away too much park space
- Concerns about expanding the shelter around the boathouse – need to retain access to repair bay (Concepts A and C)
- Interest in having bathrooms on west end of the park
- Interest in having bathrooms on west end of the park, closer to rec activities, but unsure of central shelter location (Concept B)
- Unsure of best placement for basketball courts
- Interest in more plantings and shrubbery around the park
- Some enjoyed natural landscaping, others thought it took away usable space

Features disliked by all members of the group (red dots):

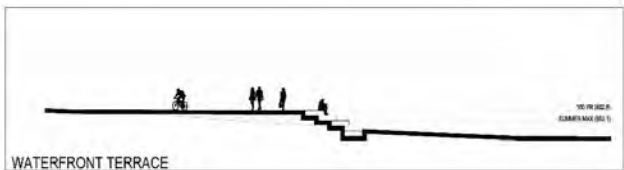
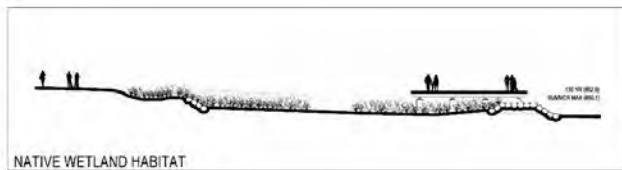
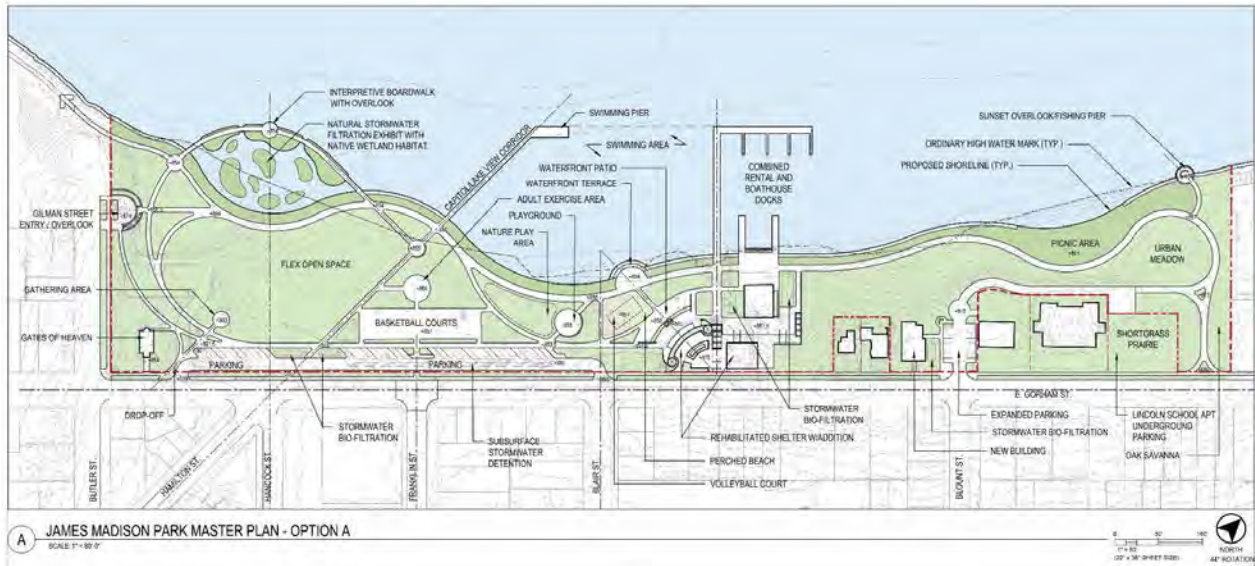
- Against relocation of Gates of Heaven (Design Concept C) ★

- Concerns about long term costs and maintenance of natural stormwater filtration (Concept A)
- Concerns about long term costs and maintenance of a filtered swimming area (Concept C)
- Prefer sand beaches that go into the water vs. a perched beach
- Concerns with shoreline changes that increase distance between boathouse & water (Concept C)
- Concerns about a lack of access for boating
- Group would like to see an option with courtesy docking at the east side of the park

Small Group Dot Voting Results and Written Notes

The following are combined dot votes and notes made by small groups on the printed plans.

Design Concept A



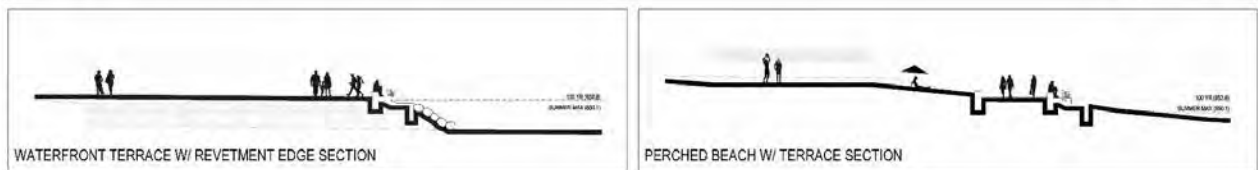
Design Feature	Green Dots	Yellow Dots	Red Dots
Connection to path behind Verex Plaza	1		
Natural stormwater filtration exhibit w/ native wetland habitat	6	1	
Gilman Street entry/overlook	2		
Gates of Heaven in current location	1	1	
Flex open space	2		
Parking	3		
Capitol lake view corridor swimming pier	3		1
Basketball courts	2	3	
Swimming area		1	
Combined rental and boathouse docks		1	1
Rehabilitated shelter addition	2		
Boathouse surroundings			1

New building on Gorham next to smaller lot	1		
<ul style="list-style-type: none"> • Don't like perched beach – prefer natural sand beach to water • Extra paths [between Gates of Heaven and Gilman Street entry] cut off green space? • No: boathouse function diminished – access to second floor for boat repair • Like: Gates of Heaven has appropriate context, outdoor gathering space ★ • ?: adult exercise area sounds dirty • Like: dock, possible dark sky area for observing stars • Like: extra space for Frisbee and football • Like: placeholder for historic building • No: rowing boats have a hard time with current dock configuration 			

Design Concept B



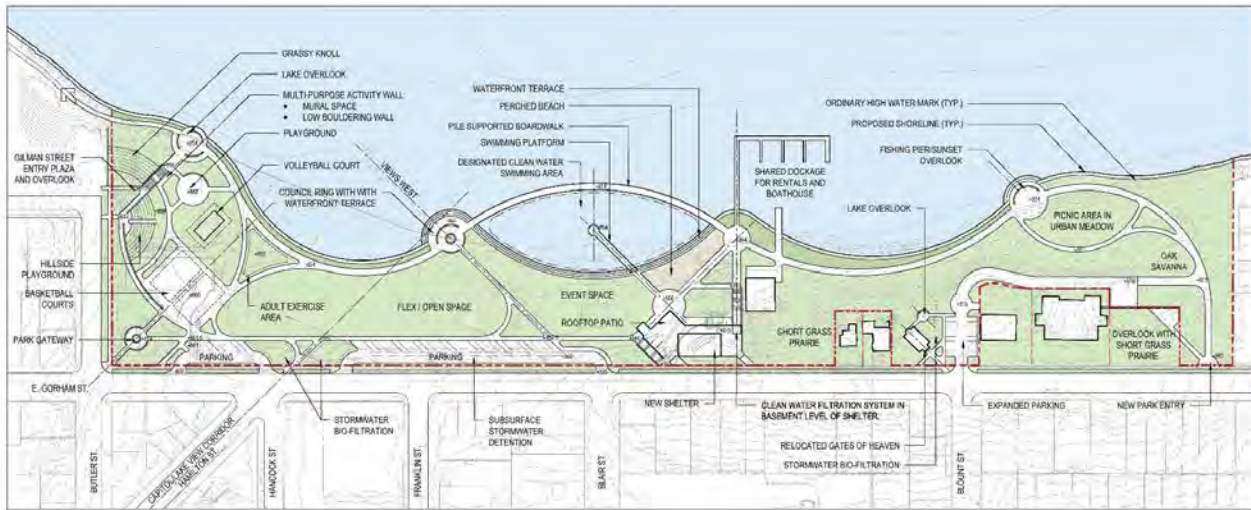
B JAMES MADISON PARK MASTER PLAN - OPTION B
SCALE 1" = 80'-0"
SHEET 001 OF 011
NORTH 44° ROTATION



Design Feature	Green Dots	Yellow Dots	Red Dots
Gilman Street entry/overlook	1		
Gates of Heaven in current location	2		
Basketball courts	1		
Parking	4		
Capitol view corridor (pier w/ courtesy dockage)	2		
New park shelter		1	2
Sand volleyball	1		
Perched beach			1
Overlook/grassy knoll/amphitheater seating in current shelter location		1	1
Short grass prairie		1	
Preserved open space next to smaller lot		1	

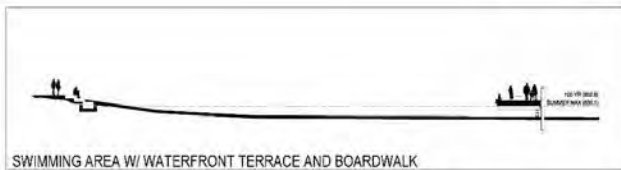
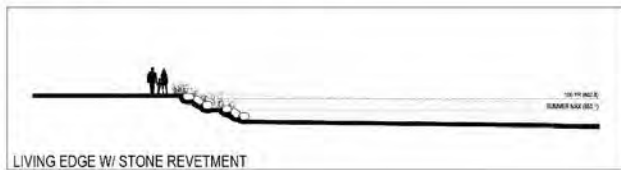
Lake overlook	1		
Clearing [at east side of park]	1		
Fishing pier		1	1
<ul style="list-style-type: none"> • Perched beach seems awkward – prefer natural sand beach to water • Do not like location of shelter • No designated swimming area • Main shelter location permits centralization of public activity away from rowing club • Like location of Gates of Heaven • Like central location of restrooms ★ 			

Design Concept C



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

0 50 100
1" = 80'
GP = 30' SHIELD ROAD
NORTH
44° 18' 00" WEST



Design Feature	Green Dots	Yellow Dots	Red Dots
Gilman Street entry plaza and overlook	1		
Playground		1	
Volleyball court	1	1	
Basketball courts	1		
Parking	6		
Designated clean water swimming area	1	3	
New shelter	2	1	
Rooftop patio	1		
Proximity of shelter to boathouse may limit access			1
Shared dockage for rentals and boathouse		2	
Relocated Gates of Heaven	1	1	2
Picnic area in urban meadow	2		

- Don't like perched beach – prefer natural sand beach to water
- Concern about playground being separate from picnic area
- 62-foot boats needs to be able to land at the boathouse dock
- Placement of shelter is favorite
- Don't like extended shoreline in front of boathouse
- Add bathroom in 'active area' [west side of the park]
- Like the idea of cleaner water but not for too high a price tag at the expense of others
- Access to boathouse is not doable in this concept
- Community gardens- high interest from adjoining neighbors and perhaps the only possible space to put them
- Terrace behind city houses, Collins and other 2 homes
- Move Gates of Heaven
- Not sure about this location [for volleyball court] – move closer to beach?
- Concerned about moving shoreline away from the boat house (please consider UW boathouse)
- Concerned about awkward docking for shells
- Don't like basketball courts in this location, prefer option B
- Would prefer public docks or mooring to provide access from lake to park
- We like shelter [and opportunity for] café and rentals
- Like: parking adjacent to street
- Like: cluster recreation
- No: moving Gates of Heaven
- Like: passive recreation on east side
- No: losing too much open space
- No: approach to boat house is not functional as shown for rowing club
- Like: café in park shelter
- Thought: grade transitions exterior to building, not just elevators inside

James Madison Park Master Plan & Shelter Design

Comments on Draft Design Concepts

Source: Public Meeting #3: Design Concepts Workshop (5/14/18)

Total participants: 49 individuals, divided into 6 small groups during the workshop discussion*

*Each colored cell represents either a "dot-vote" made by a small group, or a small group's consensus report-out.

Unanimous like/agreement within the small group	Mixed agreement/ unsure/ need more info	Unanimous dislike within the small group
---	---	--

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

James Madison Park Master Plan and Shelter Design

Public Meeting #4 – Draft Master Plan Notes

6:00 – 7:30 PM, September 24, 2018

Christ Presbyterian Church, 944 E. Gorham St.

Total participants: 59

Meeting Format

The meeting began with a presentation of the project background, public engagement process, and draft master plan and shelter concept, followed by Q&A. Participants then worked in small groups to review the draft master plan and identify areas of like/agreement, mixed-reception, and dislike/concern. Each small group then shared its top comments with the full group.



Presentation Q&A Notes

Comments and Questions regarding the Master Plan:

- The multiuse path can be used by bikes and will be the main path that runs along the shoreline.
- The master plan covers a duration of 25 years; each section of the park will be completed in phases and involve specific implementation processes.
- There is not yet an established size or length of the stone revetment portion of the shoreline. Stone revetment on the eastern portion of the shoreline will protect the living shoreline from heavy wave action; it is also a response to the many comments we received requesting that the eastern side of the park remain natural and quiet.
- The multiuse path will accommodate emergency vehicles.
- The proposed parking will net one less stall than the existing parking. The proposed configuration serves both Gates of Heaven and the park shelter, and allows handicap stalls next to each facility.
- Specific details such as a flag pole will be determined during future implementation processes.
- The project could be expedited if funding was raised.
 - Alder Zellers is currently advocating for funding for the next level of design. Ultimately the Council and Mayor control the capital budget that will support implementation.
- The reconfigured parking creates more contiguous green space, which is a highly valued amenity.
- The eastern path bisects the green space in order to accommodate ADA accessibility.

Comments and Questions regarding the Shelter:

- Due to zoning requirements, we are not able to redevelop or retrofit the existing shelter. The new shelter will be located slightly west of the existing structure.
- The project team has talked with the Mendota Rowing Club to ensure that there is sufficient access for boats on all sides of the historic boathouse.

General Comments:

- The park is predominantly accessed by foot, so there should be less parking.
- Would like to see a parking lot on Butler Street.
- Would like to see the west side overlook area eventually incorporate a shelter.

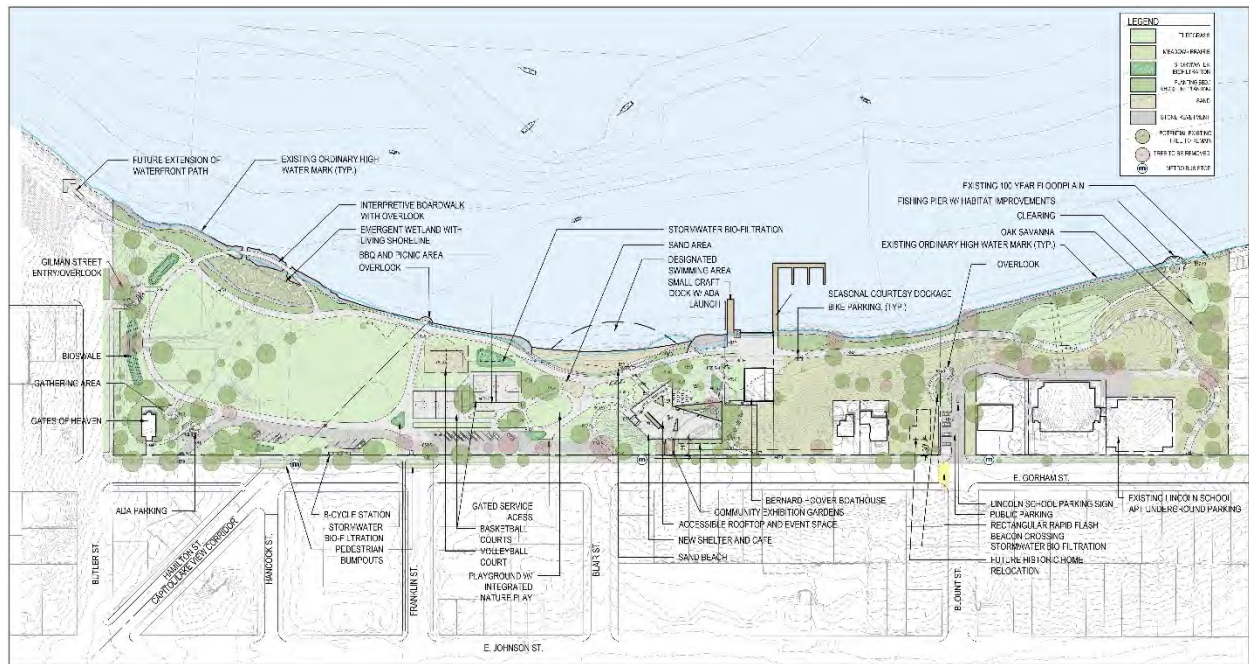
- Shared boat dockage may cause too much congestion.
- The extended pier for courtesy dockage is a concern due to motorized boats potentially interfering with non-motorized watercraft users, especially Mendota Rowing Club.
- Large amount of glass in shelter façade is a concern for migrating birds.
- The parking lot is better centrally located as it can serve the needs of boathouse users.
- Some elements of the plan may involve difficult turn angles for Mendota Rowing Club boats.
- Parking lot location can enhance park safety lighting.
- Concerned about the ability to monitor the shared courtesy dockage.
- There should be bathrooms on the west side of the park.
- Concerned about the shelter not having enough space for proposed uses.
- The parking lot creates a concrete barrier to pedestrian access and view.
- Disappointed there will be no extended pier aligned with the Hamilton Street view corridor.
- The overlook at the end of Blount Street is concerning as it is not very visible.
- Concerned about basketball courts and the negative behaviors.
- Concerned about the east side of the park getting redeveloped first because the west side has safety issues.

Small Group Review of Draft Master Plan

Following the draft master plan presentation, participants worked in nine table groups to review and comment on the draft plan. Groups were directed to place red dots on features that members unanimously disliked, yellow dots on features that members had mixed feelings about, and green dots on features they unanimously liked. Members of the project team were available to answer questions.

Small Group Dot Votes and Notes

The following are combined dot votes and notes made by nine table groups on the draft master plan.



1 JAMES MADISON PARK MASTER PLAN - FINAL DRAFT MASTER PLAN
 SCALE: 1" = 32'
 DATE: September 04, 2018

0 32 64 96 128
 1" = 32'
 NORTH
 22 x 34 - SHEET 5 (23)

Design Feature	Green Dots	Yellow Dots	Red Dots
New shelter and cafe	5	1	
Accessible rooftop and event space	4	1	2
Gates of Heaven	2		
Future historic home relocation			1
Basketball courts	1	2	1
Volleyball court	1	1	
Playground with integrated nature play		2	
Designated swimming area		1	
Gilman Street entry & overlook	4	1	
Overlook on Blount Street	1	1	
Interpretive boardwalk with overlook	2		
Rectangular rapid flash beacon crossing		1	
Hamilton Street capitol/lake view corridor		1	
Shoreline – overlook	2		
Shoreline – terrace steps	2		
Shoreline – eastern portion		1	
Future extension of waterfront path	1		
Emergent wetland with living shoreline	6		
Stormwater bio-filtration	1		
Bioswale		1	
Natural area on east side of park		1	
Open green space on the west side	4		
Seasonal courtesy dockage	1	4	2
Small craft dock with ADA launch		1	
Multiuse path - general	1		
Multiuse path – ADA accessibility	1		
Multiuse path - sharp angles		2	
Multiuse path – bike/ped congestion		1	
Multiuse path - green space disruption		3	1
Parking lot - general	1	1	3
Parking lot – linearity	1	1	2
Parking lot - congestion of activities		1	
Parking lot – sharp angles and access		1	1
Parking lot – ADA accessibility	1		
Bike parking		1	
Total	42	31	13

Notes made by small groups on printed plans:

- Parking lot is too congested
- Shelter has too much glass – dangerous for birds
- Multiuse path may cause issues for pedestrians – should have different lanes
- Café concept is too aggressive
- Would like more safety lighting
- Would like more trees

- Winding path poses difficulties for Mendota Rowing Club truck and trailer
- Concerned about safety issues with motor craft near the light/small non-motorized craft
- The parking is good but sharp angles could cause problems for Mendota Rowing Club truck and trailer.
- Would like to see a second shelter incorporated into Gilman Street entry & overlook.
- Consider angle street parking on Butler.
- Add permanent, pile supported, 200-foot long capitol & sunset view pier aligned with Hamilton Street.
- Add water enclosure system for designated swimming area.
- Seasonal courtesy dockage should be for non-motorized craft only.
- New shelter and café need service access for vendor trucks and boat trailers.
- New shelter blocks views and access.
- Would like to see less parking overall as there are plenty nearby lots.
- More drinking fountains throughout the park.
- The parking lot is too prominent of a feature.
- The parking is controversial.
- Buffer playground from swearing at basketball courts by putting volleyball in-between.
- Concerned that the swearing and fighting at the basketball courts is too close to the playground.
- Worried that the new shelter’s accessible rooftop and event space is not big enough to accommodate all the proposed uses.
- The proposed programming for the park shelter seems overly ambitious.
- Concerned about courtesy dockage traffic between non-motorized small craft & motorboats.
- Access to the park from the east has not been addressed.
- Community gardens should have more of a presence in the park.
- Add boardwalk on east side of park to alleviate “riff-raff.”
- The parking offers a dilemma because its proposed location allows it to serve Gates of Heaven and aid accessibility, but the number of trees we’ll lose is concerning; there is skepticism about the accuracy of the tree report.
- The troublesome parking lot should be removed first, not last, in the implementation plan.
- Concerned about the visual attractiveness of the shoreline – find a way to integrate it with most of the park.
- Add underground parking on west side of park with new shelter on top.
- There needs to be more marshland vegetation on eastern side of park.
- Be sure to factor in flood impact on shoreline.

Vehicle access to boathouse is very limited.

Small Group Report-Out

Following the review session, each table group shared the key points of its discussion with the rest of the participants. Major takeaways are shared below.

Each ★ = the additional number of small groups that made the same comment during the report-out.

Features liked by groups (green dots):

- Upgraded shelter design and programming ★★
- Contiguous green spaces ★★
- Parking lot ★

- Natural area on west side ★
- Entire park master plan
- Terraced-style steps down to lake on shoreline
- Gilman street access into park
- Overlook area on west side
- Handicap accessibility
- Location of parking lot
- Number of parking stalls

Features that groups had mixed feelings or questions about (yellow dots):

- Lakeshore path
- East side portion of multiuse path cutting through green space
- Shared courtesy boat dockage

Features disliked by groups (red dots):

- Location of parking lot ★★
- Shared courtesy boat dockage ★★
- Location of basketball courts ★
- Unmanaged plantings on east side of park
- East side portion of multiuse path cutting through green space
- Concentration of activities near the boathouse
- Sparsity of park safety lighting
- Small amount of bathroom facilities
- Lack of lighting for basketball ball courts
- Gilman Street access into the park
- Overlook at the end of Blount Street
- Stone revetment on eastern portion of shoreline

Comment Card Input

The following are general comments received on comment cards at the meeting.

- I suggest we eliminate space for motor craft docking. It will set the tone to welcome non-motor crafts – quieter environment – less boat congestion. I also like the parking plan.
- What happens if lake levels are dropped by a foot or more? Also, the parking is too much; fewer drivers – urban area – how many users actually drive?
- No amplified music at James Madison Park! We have enough already.
- Add parking along Butler, much less along Gorham (limits pedestrian accessibility; not necessarily long term). Could expand parking lot by Blair St. Expand community garden and build attractive new shelter. Proposed location for basketball court interferes with views and would eliminate most of the trees, so I oppose it. I oppose the large, ugly courtesy boat dock – ugly, dangerous, unnecessary. Add boardwalks along shoreline area to increase access and views.
- Mendota Rowing Club, shelter, events, café, operators, beach goers are all different people that all use the same space and resources. Therefore, we need good service access.
- Reconfigure parking and add angled parking on Butler.

- When prioritizing, you may need to consider ignoring safety in the short-term in favor of addressing climate change (flooding). Surface paving is going to increase non-permeable surfaces and if flooding is only going to get worse, is this wise? More prairie, marsh, and shoreline integrity should be the vital mission. Also, when moving the basketball courts, please keep them away from parking to cut down on loud music/bad behavior.
- How do you reserve parking for park users, not downtown employees? Neighborhood residents? Also, for problems with basketball and volleyball, or if just basketball, move basketball court to east and move volleyball court west so it is next to playground.
- I like Table 1's perspective on native migrant birds, and how they may be impacted by large amounts of glass in a new shelter design. The entry to the east side from the sidewalk is a valid observation. Also, how will the marsh be affected by rising water levels. Will it be submerged along with the path? Really how will the entire shoreline be affected in a 100-year span?
- Parking area obstructs the connection between sidewalk and the park. We do not need more parking within the park, which is located 2-3 blocks from a big parking ramp off Hamilton. Experts have questioned the need for more parking as we move to more mass transit, uber, etc.
- I represent the largest user-group of Gates of Heaven – Madison Contra Dance Co-op. Good to hear that moving Gates of Heaven seems not to be in the plan. On the other hand, an at least minimally accessible toilet room outside of Gates of Heaven would make the space more useful. Its use as a polling place without toilet access, and at other events, is problematic. I suggest a picnic area between Gates of Heaven and the parking lot.
- Strongly opposed to parking lot and the breadth of changes proposed. An intuitive prioritized approach with small investments over time is a more sensible approach.
- When presenting, divide park into sections, zoom in to show details. I was sitting in front row and still could not see details during presentations.

Appendix B:
Pop-up Engagement Summary

James Madison Park Master Plan and Shelter Design

Pop-Up Engagement at James Madison Park

6:00 – 7:30 PM, May 17, 2018

Total participants engaged: 10+

Input from Park Users

Park users were asked to provide input on the three conceptual design concepts as well as general priorities for the update to the master plan.

- Barrier around basketball courts
- Lighting for basketball courts
- Glass backboards and real nets
- Bathrooms near basketball courts
- Basketball courts centrally located (Option A)
- More parking
- Improve parking configuration
- Park feels welcoming but sometimes safety concerns around parking area
- Keep Gates of Heaven in current location
- Keep the trees
- Swimming area
- Clean water swimming area
- Café/concessions
- Bigger playground, fun for wider age range
- More kid swings
- City lifeguard
- Sand beach with direct access into the water
- Emergent wetland
- Don't over design, make sure it still looks like James Madison Park after improvements

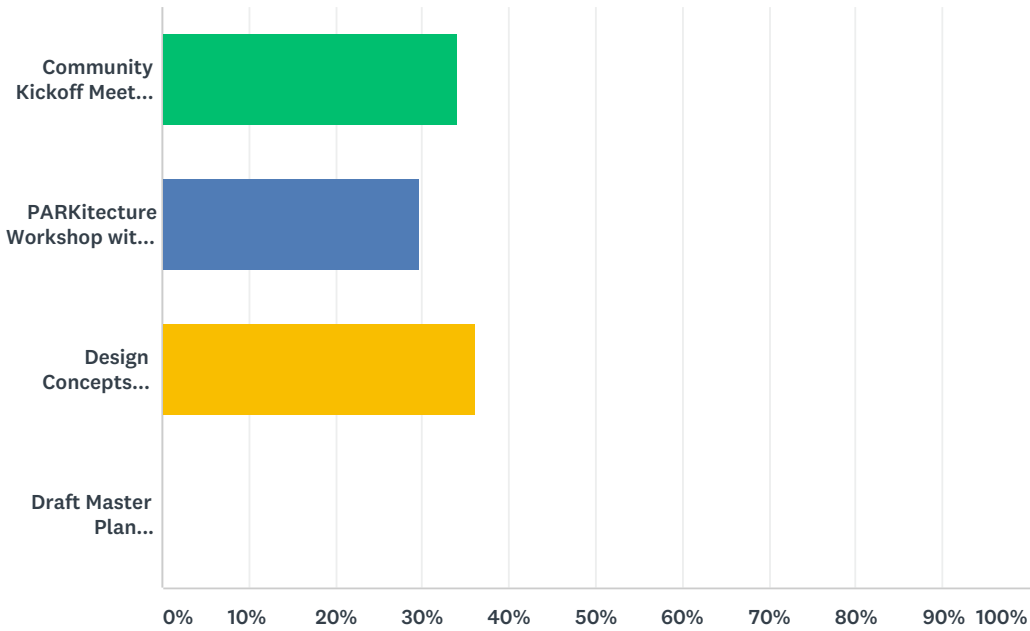


Design Concepts	Green Dots	Yellow Dots	Red Dots
Option A: basketball courts	1		
Option A: combined rental and boathouse docking	1		
Option B: perched sandy beach	1		
Option B: parking configuration	1		

Appendix C: Public Meeting Evaluation Results

Q1 Which public meeting did you attend and will be evaluating on this survey?

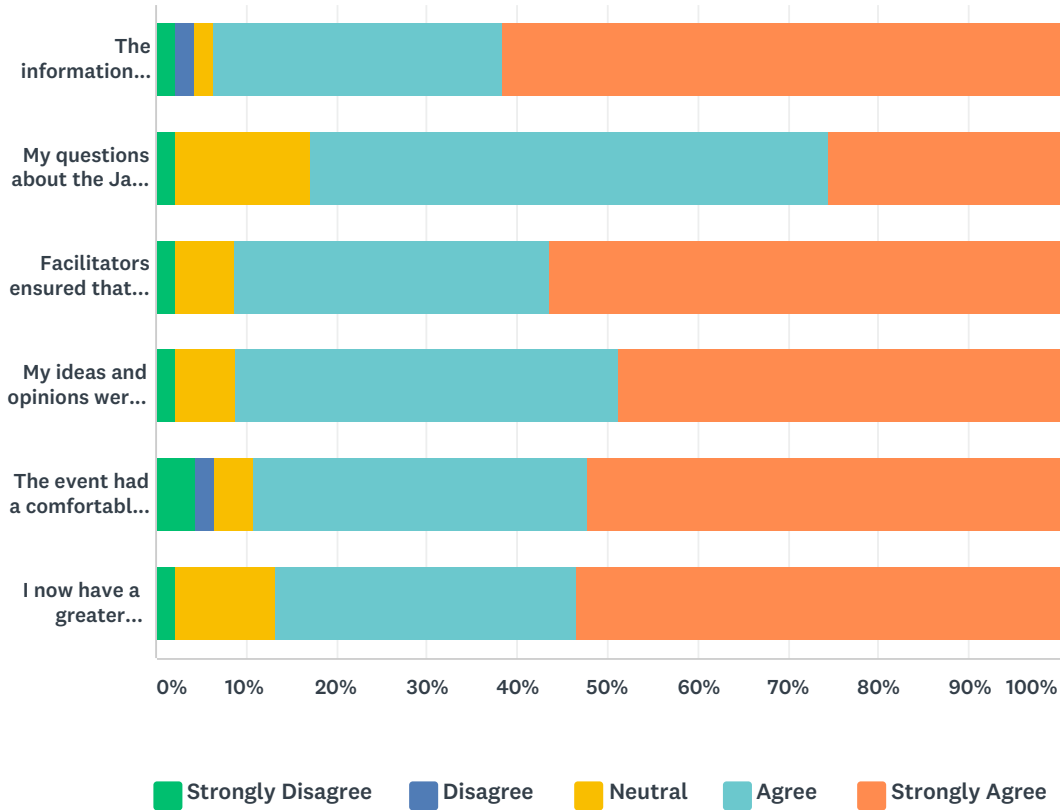
Answered: 47 Skipped: 0



ANSWER CHOICES	RESPONSES	
Community Kickoff Meeting - January 17th, 2018 5:30 PM	34.04%	16
PARKitecture Workshop with Michael Ford - February 10th, 2018 1:00 PM	29.79%	14
Design Concepts Workshop - May 14th, 2018 6:00 PM	36.17%	17
Draft Master Plan Presentation & Discussion - September 24th, 2018 6:00 PM	0.00%	0
TOTAL		47

Q2 Please mark to what extent you agree with the following statements for the event you attended.

Answered: 47 Skipped: 0



	STRONGLY DISAGREE	DISAGREE	NEUTRAL	AGREE	STRONGLY AGREE	TOTAL
The information presented at this event was relevant and useful to me.	2.13% 1	2.13% 1	2.13% 1	31.91% 15	61.70% 29	47
My questions about the James Madison Park Master Plan update were answered.	2.13% 1	0.00% 0	14.89% 7	57.45% 27	25.53% 12	47
Facilitators ensured that our time was spent efficiently and effectively.	2.17% 1	0.00% 0	6.52% 3	34.78% 16	56.52% 26	46
My ideas and opinions were acknowledged and recorded.	2.22% 1	0.00% 0	6.67% 3	42.22% 19	48.89% 22	45
The event had a comfortable and welcoming atmosphere.	4.35% 2	2.17% 1	4.35% 2	36.96% 17	52.17% 24	46
I now have a greater understanding of the master planning process for parks in the City of Madison.	2.22% 1	0.00% 0	11.11% 5	33.33% 15	53.33% 24	45

Q3 How did you hear about this event?

Answered: 41 Skipped: 6

#	RESPONSES	DATE
1	through Mendota Rowing Club	5/17/2018 12:43 PM
2	have been to others	5/17/2018 12:40 PM
3	organizations and neighbors	5/17/2018 12:34 PM
4	I row with Mendota Rowing Club from Bernard-Hoover Boathouse	5/17/2018 12:32 PM
5	fellow community gardeners	5/17/2018 12:30 PM
6	mailer	5/17/2018 12:27 PM
7	Alder Zeller's email list	5/17/2018 12:24 PM
8	neighborhood list-serve info from alder	5/17/2018 12:21 PM
9	email from MRC	5/17/2018 12:17 PM
10	alder email notice	5/17/2018 12:14 PM
11	emails	5/17/2018 12:11 PM
12	Previous meeting; reminder email	5/17/2018 12:10 PM
13	Alder Zellers	5/17/2018 12:06 PM
14	Attended meeting at Madison Public Library; also got postcard	5/17/2018 12:03 PM
15	TLNA list server	2/19/2018 4:11 PM
16	Clean Lakes Alliance (UW Capstone)	2/19/2018 4:09 PM
17	Clean Lakes Alliance (UW Capstone)	2/19/2018 4:08 PM
18	Clean Lakes Alliance (UW Capstone)	2/19/2018 4:07 PM
19	Michael Ford via email	2/19/2018 3:59 PM
20	Michael Ford	2/19/2018 3:56 PM
21	friend	2/19/2018 3:55 PM
22	school	2/19/2018 3:54 PM
23	postcard	2/19/2018 3:52 PM
24	Clean Lakes Alliance (UW Capstone)	2/19/2018 3:50 PM
25	alder email	2/19/2018 3:49 PM
26	Ledell Zellers' post	2/19/2018 3:43 PM
27	Parks website	2/19/2018 3:41 PM
28	newspaper	2/19/2018 3:38 PM
29	list server (TLNA)	2/19/2018 3:28 PM
30	word of mouth	2/19/2018 3:26 PM
31	postcard	2/19/2018 3:19 PM
32	newspaper	2/19/2018 3:17 PM
33	newspaper	2/19/2018 3:15 PM
34	email (TLNA)	2/19/2018 2:58 PM
35	postcard, alder update, newspaper	2/19/2018 2:56 PM

James Madison Park Master Plan & Shelter Design_Meeting Evaluation

36	email	2/19/2018 2:54 PM
37	postcard	2/19/2018 2:53 PM
38	community event board	2/19/2018 2:52 PM
39	postcard	2/19/2018 2:48 PM
40	Facebook	2/19/2018 2:37 PM
41	neighborhood email	2/19/2018 2:35 PM

Q4 What I found most useful about this session was:

Answered: 38 Skipped: 9

#	RESPONSES	DATE
1	getting to look at plans	5/17/2018 12:43 PM
2	seeing design concepts	5/17/2018 12:34 PM
3	access of proposed changes/uses	5/17/2018 12:30 PM
4	listening to Joe and other designers stances on what they propose	5/17/2018 12:27 PM
5	small group discussion; staff did a great job of keeping us on task and defusing some of the grumpier statements from participants	5/17/2018 12:24 PM
6	a whole new group of people discussing the options	5/17/2018 12:21 PM
7	seeing the plans and clarification of each of the concepts	5/17/2018 12:17 PM
8	open discussion of questions, thoughts, and ideas	5/17/2018 12:14 PM
9	small group	5/17/2018 12:11 PM
10	plan presentations and discussion w/ neighbors	5/17/2018 12:10 PM
11	Seeing so many ideas on paper/screen	5/17/2018 12:06 PM
12	Seeing plans	5/17/2018 12:03 PM
13	thinking about likes most, least, etc.	2/19/2018 4:11 PM
14	maps & pictures	2/19/2018 4:09 PM
15	sharing big map ideas	2/19/2018 4:08 PM
16	Giant maps	2/19/2018 4:07 PM
17	the big maps	2/19/2018 3:59 PM
18	the whole event was well thought out	2/19/2018 3:56 PM
19	changes to Madison and budgeting	2/19/2018 3:55 PM
20	the end with groups sharing ideas	2/19/2018 3:54 PM
21	other peoples ideas	2/19/2018 3:52 PM
22	listening to others	2/19/2018 3:50 PM
23	the table-side planning with community member	2/19/2018 3:49 PM
24	group brainstorming plans for park with large maps	2/19/2018 3:43 PM
25	discussing in groups	2/19/2018 3:41 PM
26	3 stations	2/19/2018 3:38 PM
27	dot exercises (but make sure the dots are stickier)	2/19/2018 3:30 PM
28	variety of perspectives	2/19/2018 3:28 PM
29	good idea of who is involved; what is being considered, including my ideas and opinions	2/19/2018 3:26 PM
30	workshop style	2/19/2018 3:19 PM
31	hearing the opinions of others	2/19/2018 3:15 PM
32	hearing other's opinions	2/19/2018 2:58 PM
33	presented information	2/19/2018 2:54 PM
34	open house	2/19/2018 2:53 PM

James Madison Park Master Plan & Shelter Design_Meeting Evaluation

35	hearing multiple points of view	2/19/2018 2:52 PM
36	open house	2/19/2018 2:48 PM
37	physical features/constraints, history of the space	2/19/2018 2:37 PM
38	learning about the history of the park	2/19/2018 2:35 PM

Q5 The things that could have been omitted from the session were:

Answered: 5 Skipped: 42

#	RESPONSES	DATE
1	unknown; time was well used	5/17/2018 12:21 PM
2	some things could have been sped up	2/19/2018 4:08 PM
3	initial large group discussion. I think small discussion -> design -> large group, would have been more beneficial	2/19/2018 4:07 PM
4	all the technical details of waves, etc.	2/19/2018 3:30 PM
5	food, but water bottles would have been great	2/19/2018 3:15 PM

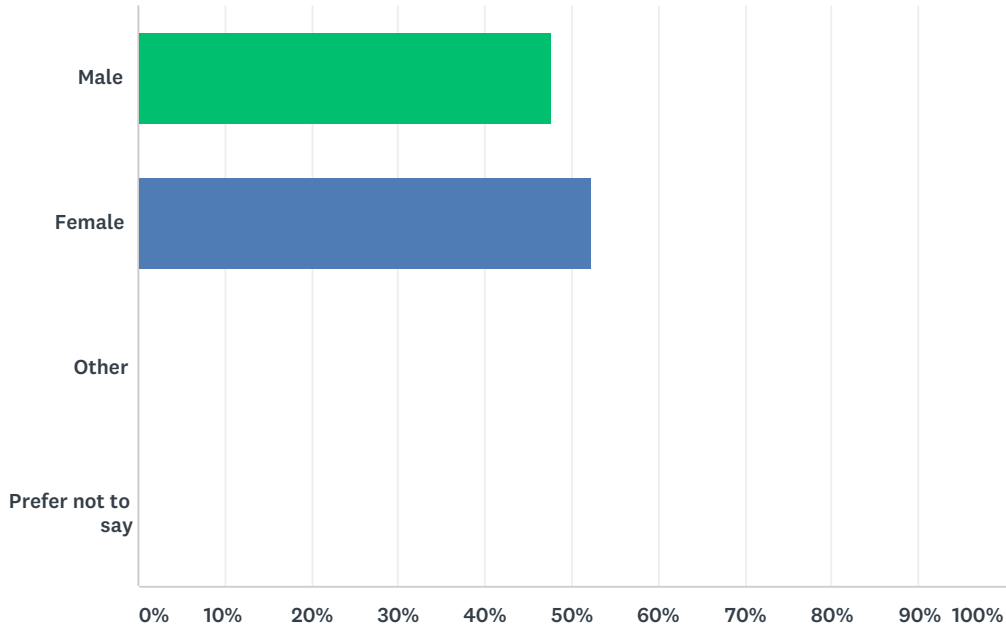
Q6 Additional comments or suggestions for improvement:

Answered: 19 Skipped: 28

#	RESPONSES	DATE
1	Terrible acoustics! Very difficult to do small-group activity; hard to communicate, stressful	5/17/2018 12:43 PM
2	Building not conducive to good communication; acoustics terrible; didn't need mic	5/17/2018 12:36 PM
3	very difficult to hear; too many variables presented for choices	5/17/2018 12:30 PM
4	during the breakouts, have a group facilitator or mediator	5/17/2018 12:27 PM
5	the kinds of docks weren't explained clearly at the beginning but there was a lot to go through	5/17/2018 12:24 PM
6	more communication of meeting results via email	5/17/2018 12:19 PM
7	wondered if an area for music (ie: bandshell) was considered	5/17/2018 12:17 PM
8	Great session!	2/19/2018 4:11 PM
9	thought more ideas would be shared by the speaker	2/19/2018 4:08 PM
10	wonderful event	2/19/2018 3:56 PM
11	thank you for teaching us everything!	2/19/2018 3:54 PM
12	Lincoln School become a community center	2/19/2018 3:52 PM
13	Need better intro with agendas and a bit of a background about the project	2/19/2018 3:49 PM
14	more time for group critique of each group's ideas for the park as laid out on large maps. Also, use of tracing paper was very helpful	2/19/2018 3:43 PM
15	hip hop music	2/19/2018 3:38 PM
16	more opportunities for input earlier	2/19/2018 3:30 PM
17	would have been nice to have more time for the open house	2/19/2018 3:26 PM
18	a beautifully designed & maintained area discourages vandalism, graffiti, etc. & garnishes respect & ownership	2/19/2018 3:15 PM
19	sometimes speaker volume too loud	2/19/2018 2:58 PM

Q7 What gender do you identify with?

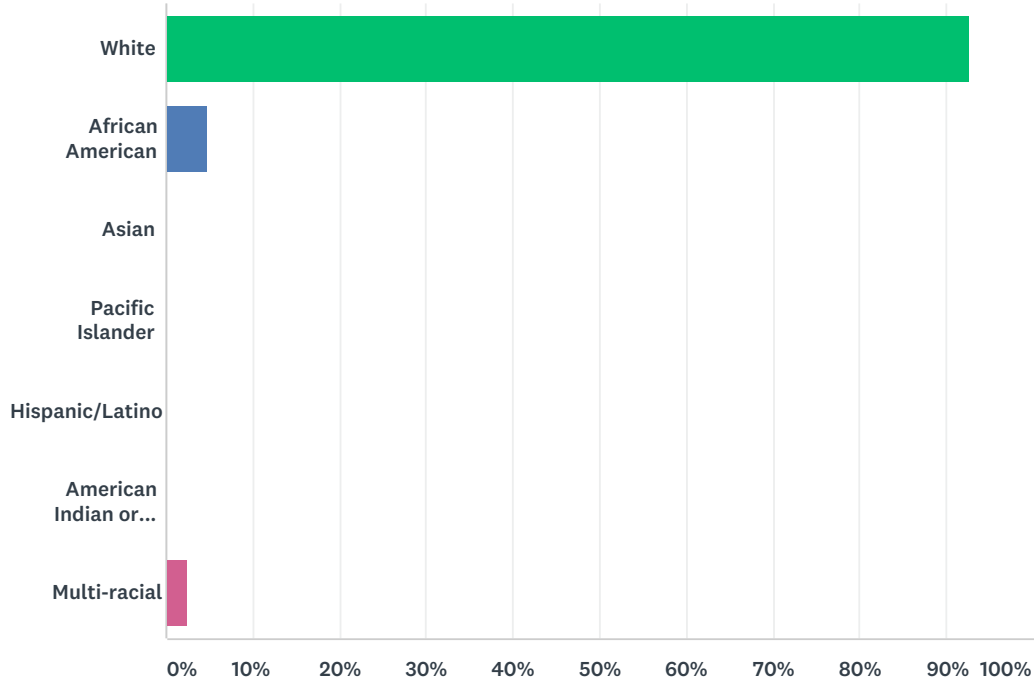
Answered: 42 Skipped: 5



ANSWER CHOICES	RESPONSES	
Male	47.62%	20
Female	52.38%	22
Other	0.00%	0
Prefer not to say	0.00%	0
TOTAL		42

Q8 How do you identify racially?

Answered: 41 Skipped: 6

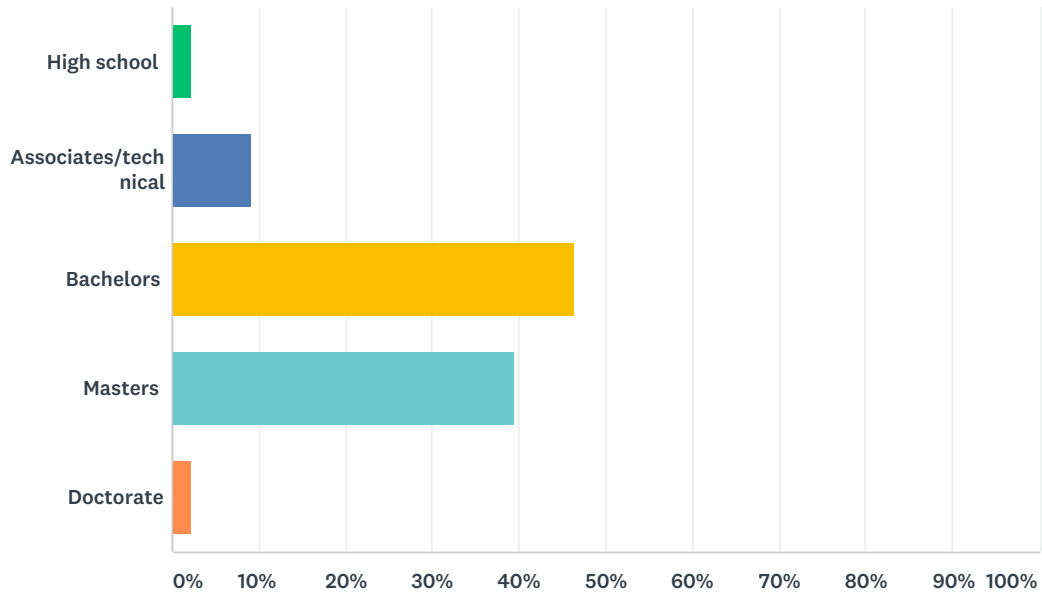


ANSWER CHOICES	RESPONSES	
White	92.68%	38
African American	4.88%	2
Asian	0.00%	0
Pacific Islander	0.00%	0
Hispanic/Latino	0.00%	0
American Indian or Alaskan Native	0.00%	0
Multi-racial	2.44%	1
TOTAL		41

#	OTHER (PLEASE SPECIFY)	DATE
1	none	5/17/2018 12:11 PM

Q9 What is your highest level of education?

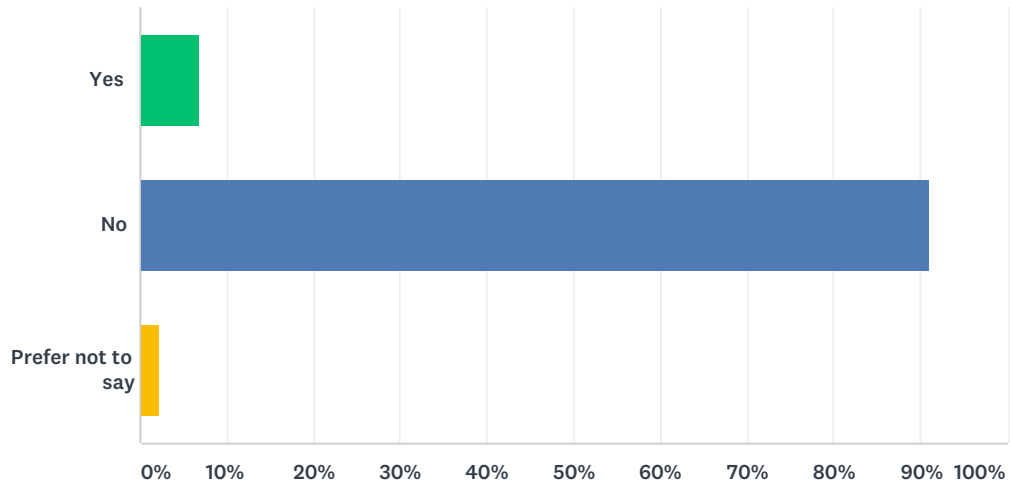
Answered: 43 Skipped: 4



ANSWER CHOICES	RESPONSES
High school	2.33% 1
Associates/technical	9.30% 4
Bachelors	46.51% 20
Masters	39.53% 17
Doctorate	2.33% 1
TOTAL	43

Q10 Do you have a disability?

Answered: 44 Skipped: 3



ANSWER CHOICES	RESPONSES	
Yes	6.82%	3
No	90.91%	40
Prefer not to say	2.27%	1
TOTAL		44

Appendix D:
Comment Cards Results Summary

Q1 What should the Parks Division keep in mind when planning for the future of James Madison Park?

Answered: 35 Skipped: 16

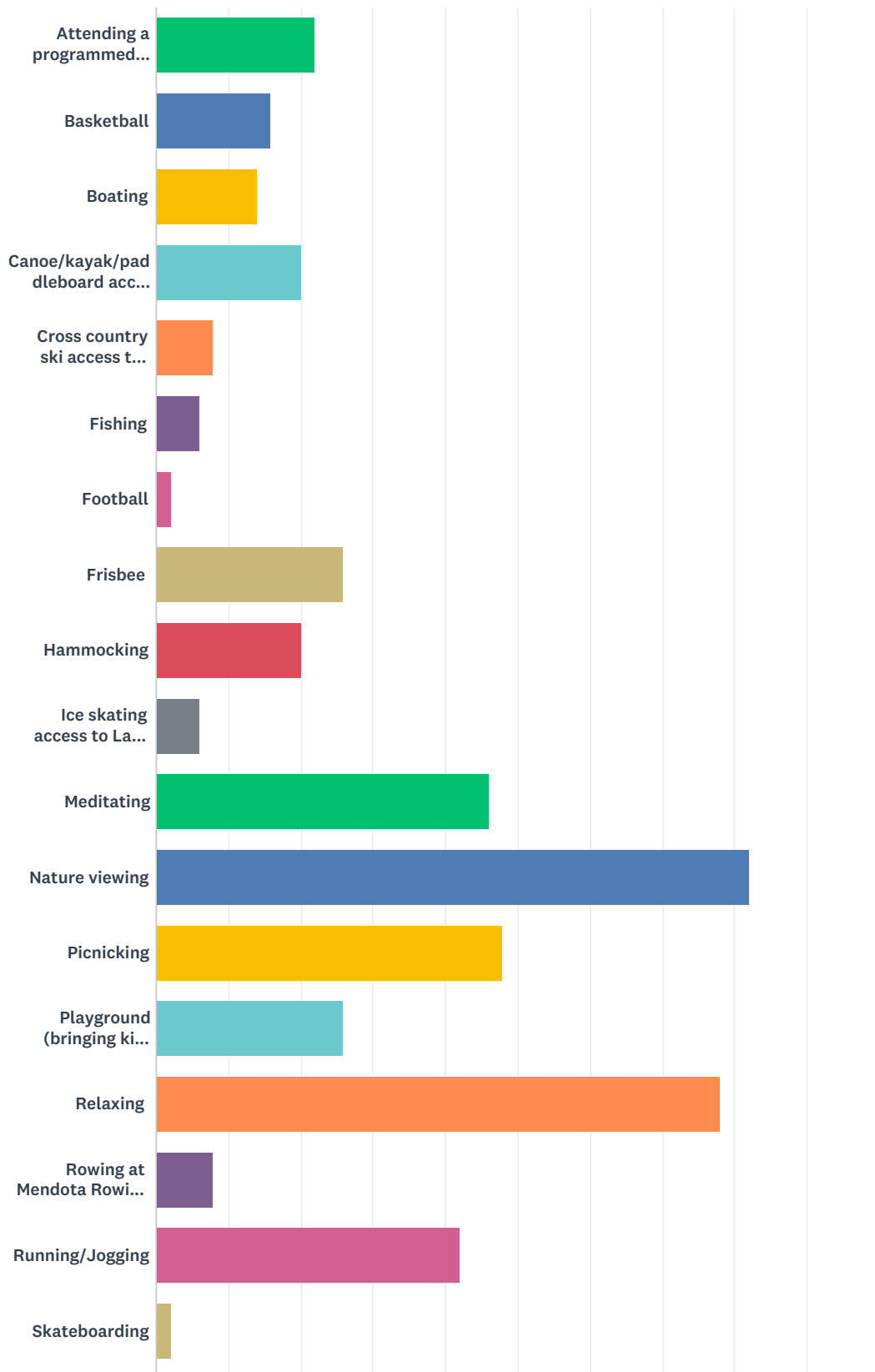
#	RESPONSES	DATE
1	Inclusion and accessibility	3/16/2018 1:41 PM
2	Keep open space for a variety of active activities. Provide plants for pollinators (for example: native plants).	3/16/2018 1:39 PM
3	1. Gates of Heaven building 2. Access to lake views 3. Animal habitats including birds/wildlife corridor	3/16/2018 1:34 PM
4	I think keeping the natural elements is important. Nature heals people and it is hard to find living in the downtown area of a city. Nature brings peace.	3/16/2018 1:31 PM
5	innovation, art, food, and good flow	3/5/2018 3:10 PM
6	Beautiful view and access! Slow traffic down.	3/5/2018 3:00 PM
7	Please don't increase high intensity uses, but landscaping and design can be greatly improved.	3/5/2018 2:58 PM
8	Continue to provide space for planting of flowers, herbs, and vegetables	3/5/2018 2:53 PM
9	A refuge from street noise. Habitat preservation!	3/5/2018 2:51 PM
10	excessive goose poop can get pretty bad at times	3/5/2018 2:40 PM
11	The local artists!	3/5/2018 2:37 PM
12	Keep it green, not too much concrete. Commission local artists; there's a lot of talent in Madison	3/5/2018 2:35 PM
13	Might sound a little silly, but keep the park green - any new additions should keep a focus on renewable practices and stress the importance of enjoying the outdoors.	3/5/2018 2:32 PM
14	Keep open space for general sports and activities. Maintain basketball courts.	3/5/2018 2:24 PM
15	We should make our parks better resources for all; make homes for birds and small animals, and areas where our homeless population can find shelter during cold weather and storms.	3/5/2018 2:20 PM
16	I love the open grass area to lay out and play with my dog!	3/5/2018 2:15 PM
17	places to set up hammocks (like eno hammocks) and a work-out area	3/5/2018 2:10 PM
18	The people love to be here! Maybe provide more trash and park clean-up, regulate the park, and keep it safe. We also would love to put our hammocks up; add hammock poles for hammock people. Remove parking lot.	3/5/2018 1:34 PM
19	Dogs	3/5/2018 1:26 PM
20	Keeping it safe for kids to play in a place that has space for loud fun and quiet meditation	3/5/2018 1:18 PM
21	Better volleyball net and cleaner beach area	3/5/2018 1:16 PM
22	Better volleyball net and cleaner beach area	3/5/2018 1:14 PM
23	Adding an aquatic center for public access to non-powered water crafts with a rowing space for the Mendota Rowing Club; all will share a floating dock for boat launching.	3/5/2018 1:13 PM
24	Keeping the views and making the beach cleaner & shelter more inviting	3/2/2018 6:07 PM
25	Making sure the space stays public and welcoming for everyone	3/2/2018 5:56 PM
26	Plan for all ages, but keep needs of future residents in mind (plan for current youth to still use as adults)	3/2/2018 5:54 PM
27	Safety; keep it clean and natural as possible	3/2/2018 5:50 PM

JMMP Comment Cards

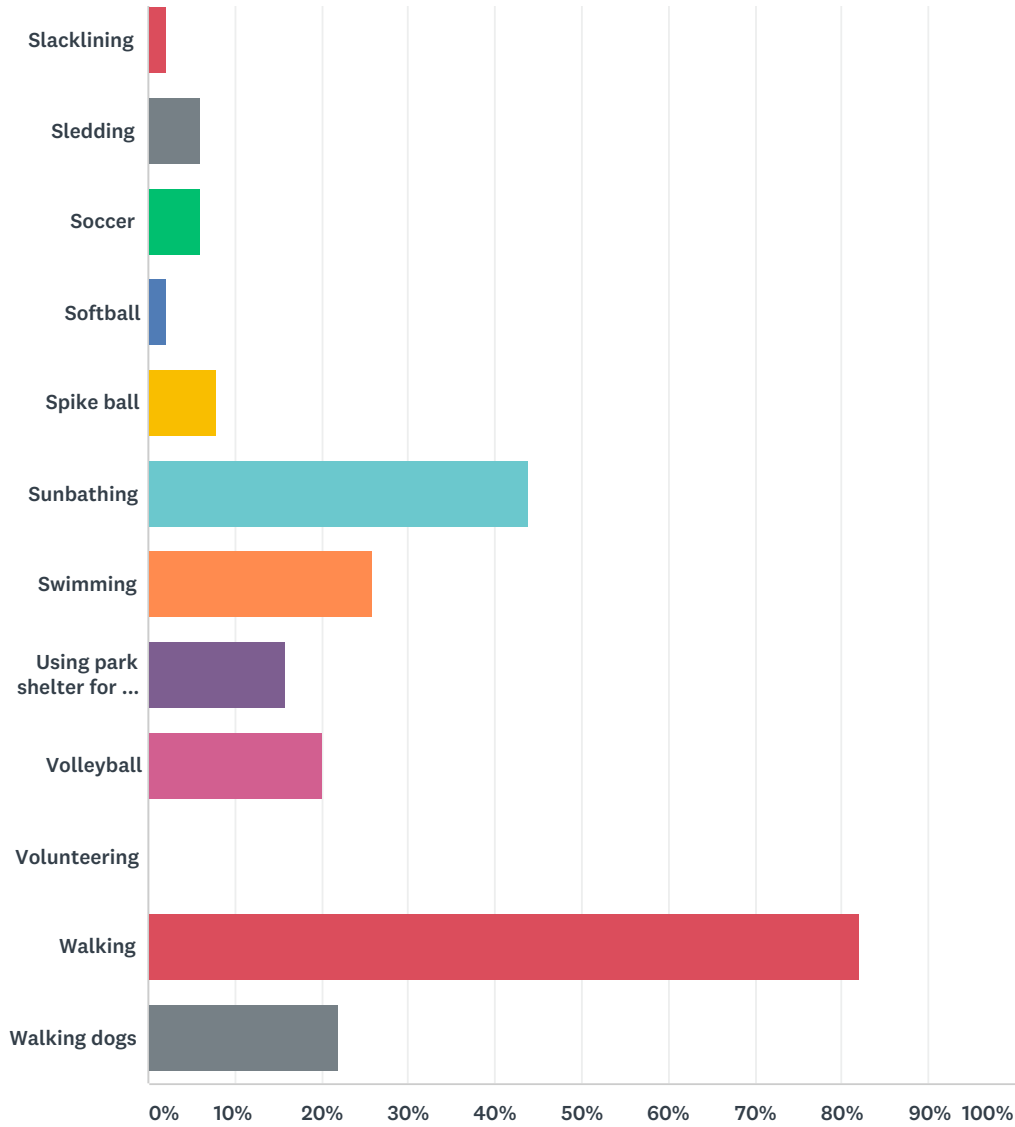
28	A vision for public space that facilitates mixed recreational use with sustainability; the space should integrate with its surroundings	3/2/2018 5:47 PM
29	Natural garden areas/plantings, small trees, shrubs, plenty of seating/benches & picnic areas that one can watch the sunset/lake. (Also, outdoor exercise equipment that one can do chin-ups, push ups, balance, or just using your body & the help of the different stationary metal bars @ various heights!!)	3/2/2018 5:43 PM
30	Please do not turn the park into an "entertainment complex"! Parks should be quiet spots too - not just concert and sports venues. Thanks!	3/2/2018 5:37 PM
31	Accessibility for all people, bus lines from and to park are great during the week but can get less accessible during weekends, more bike parking	3/2/2018 5:32 PM
32	More volleyball courts!	3/2/2018 5:27 PM
33	Please don't over-develop park. We like the trees that line the path. Thank you!	3/2/2018 5:25 PM
34	More lighting at night would make it seem safer.	3/2/2018 5:19 PM
35	environmental impact to the lake, equal access for all to the lake (abilities, ages, socioeconomic status, etc.), making it a serene/calm place	3/2/2018 5:15 PM

Q2 Which of the following activities do you participate in at James Madison Park?

Answered: 50 Skipped: 1



JMMP Comment Cards



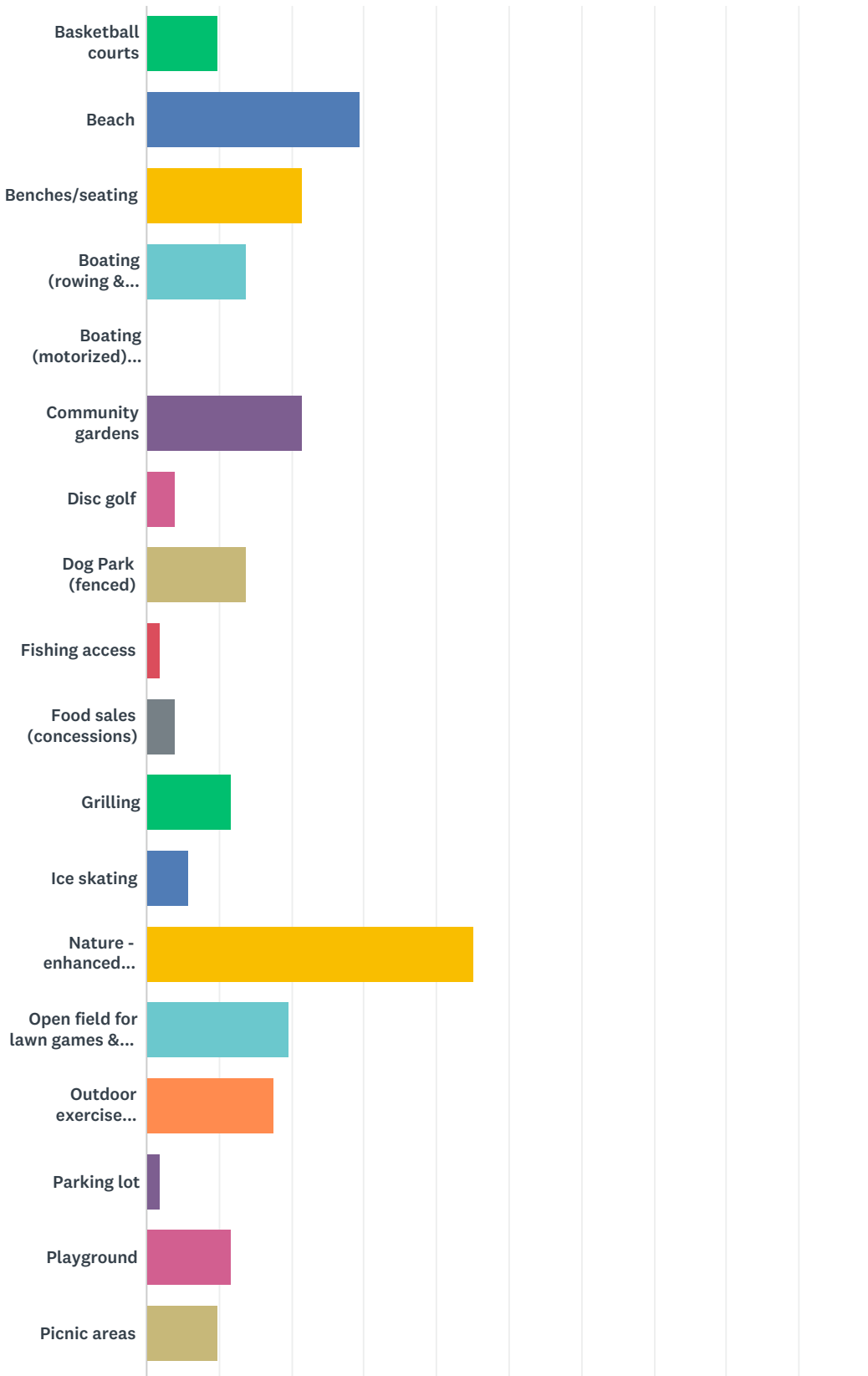
ANSWER CHOICES	RESPONSES	
Attending a programmed activity/event	22.00%	11
Basketball	16.00%	8
Boating	14.00%	7
Canoe/kayak/paddleboard access and storage	20.00%	10
Cross country ski access to Lake Mendota	8.00%	4
Fishing	6.00%	3
Football	2.00%	1
Frisbee	26.00%	13
Hammocking	20.00%	10
Ice skating access to Lake Mendota	6.00%	3
Meditating	46.00%	23
Nature viewing	82.00%	41

JMMP Comment Cards

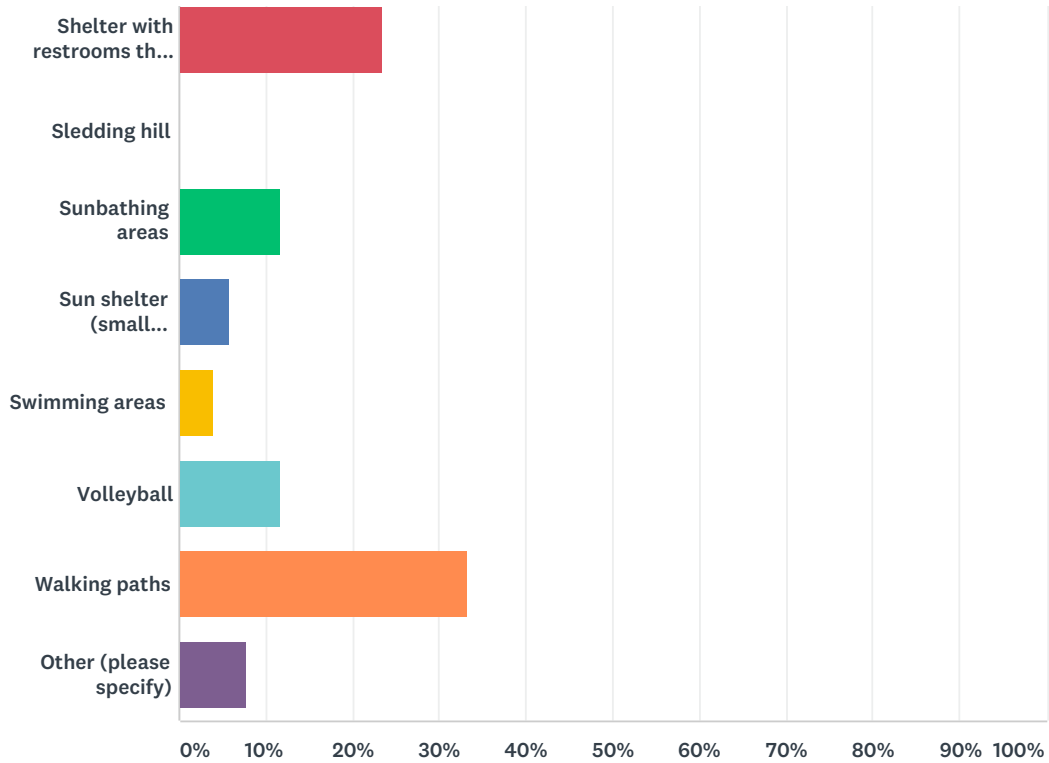
Picnicking	48.00%	24
Playground (bringing kids or using)	26.00%	13
Relaxing	78.00%	39
Rowing at Mendota Rowing Club	8.00%	4
Running/Jogging	42.00%	21
Skateboarding	2.00%	1
Slacklining	2.00%	1
Sledding	6.00%	3
Soccer	6.00%	3
Softball	2.00%	1
Spike ball	8.00%	4
Sunbathing	44.00%	22
Swimming	26.00%	13
Using park shelter for an event	16.00%	8
Volleyball	20.00%	10
Volunteering	0.00%	0
Walking	82.00%	41
Walking dogs	22.00%	11
Total Respondents: 50		

Q3 Please select the 3 (three) current or potential amenities in James Madison Park that are most important to you:

Answered: 51 Skipped: 0



JMMP Comment Cards



ANSWER CHOICES	RESPONSES	
Basketball courts	9.80%	5
Beach	29.41%	15
Benches/seating	21.57%	11
Boating (rowing & paddle sports) access	13.73%	7
Boating (motorized) access	0.00%	0
Community gardens	21.57%	11
Disc golf	3.92%	2
Dog Park (fenced)	13.73%	7
Fishing access	1.96%	1
Food sales (concessions)	3.92%	2
Grilling	11.76%	6
Ice skating	5.88%	3
Nature - enhanced natural areas/native planting	45.10%	23
Open field for lawn games & recreation (frisbee, soccer, etc.)	19.61%	10
Outdoor exercise equipment	17.65%	9
Parking lot	1.96%	1
Playground	11.76%	6
Picnic areas	9.80%	5

JMMP Comment Cards

Shelter with restrooms that can be reserved for community programs/events	23.53%	12
Sledding hill	0.00%	0
Sunbathing areas	11.76%	6
Sun shelter (small non-enclosed building)	5.88%	3
Swimming areas	3.92%	2
Volleyball	11.76%	6
Walking paths	33.33%	17
Other (please specify)	7.84%	4
Total Respondents: 51		

#	OTHER (PLEASE SPECIFY)	DATE
1	Tennis courts with lights!	3/5/2018 3:19 PM
2	Splash pad, climbing wall/structure	3/5/2018 2:35 PM
3	Calisthenics bars/exercise space	3/5/2018 2:32 PM
4	Public art - interactive	3/2/2018 6:07 PM

Q4 Street address or neighborhood

Answered: 48 Skipped: 3

#	RESPONSES	DATE
1	Lincoln School Apartments	3/16/2018 1:42 PM
2	Marquette	3/16/2018 1:39 PM
3	706 S. Baldwin St.	3/16/2018 1:37 PM
4	Morrison St.	3/16/2018 1:35 PM
5	114 W. Gilman Street	3/16/2018 1:32 PM
6	626 E Johnson St.	3/16/2018 12:55 PM
7	522 N. Pinckney St.	3/5/2018 3:19 PM
8	432 Sidney St.	3/5/2018 3:01 PM
9	on the square	3/5/2018 2:58 PM
10	138 West Gorham st.	3/5/2018 2:54 PM
11	746 W Main St.	3/5/2018 2:51 PM
12	East Mifflin st.	3/5/2018 2:46 PM
13	Blair Street	3/5/2018 2:41 PM
14	Children's Museum area	3/5/2018 2:38 PM
15	East Isthmus	3/5/2018 2:36 PM
16	602 E Johnson St.	3/5/2018 2:33 PM
17	Tenney-Lapham	3/5/2018 2:25 PM
18	525 E Main St	3/5/2018 2:21 PM
19	960 John Nolen Drive	3/5/2018 2:16 PM
20	East Mifflin downtown	3/5/2018 2:11 PM
21	Emerson/Eken park	3/5/2018 2:06 PM
22	1014 East Gorham	3/5/2018 1:34 PM
23	427 W. Mifflin	3/5/2018 1:27 PM
24	435 Gorham st	3/5/2018 1:25 PM
25	Tenney-Lapham	3/5/2018 1:22 PM
26	118 S. Franklin St.	3/5/2018 1:21 PM
27	414 Washburn Pl.	3/5/2018 1:19 PM
28	407 S Paterson St.	3/5/2018 1:16 PM
29	407 S Paterson St.	3/5/2018 1:15 PM
30	2305 Park Street	3/5/2018 1:13 PM
31	116 E Gilman St. (Mansion Hill)	3/2/2018 6:11 PM
32	Mansion Hill	3/2/2018 6:04 PM
33	2318 Atwood Ave	3/2/2018 6:03 PM
34	512 Wisconsin Ave	3/2/2018 6:00 PM
35	Hancock Street	3/2/2018 5:58 PM

JMMP Comment Cards

36	Langdon St.	3/2/2018 5:55 PM
37	Old Market Place	3/2/2018 5:52 PM
38	Tenney-Lapham	3/2/2018 5:50 PM
39	625 E Mifflin St.	3/2/2018 5:48 PM
40	Quincy Ave (east side)	3/2/2018 5:44 PM
41	Tenney-Lapham	3/2/2018 5:38 PM
42	East Johnson	3/2/2018 5:34 PM
43	626 E Johnson St.	3/2/2018 5:32 PM
44	E Johnson St.	3/2/2018 5:27 PM
45	614 E Johnson St.	3/2/2018 5:25 PM
46	614 E Johnson St.	3/2/2018 5:21 PM
47	614 E Johnson St.	3/2/2018 5:19 PM
48	614 E Johnson St.	3/2/2018 5:16 PM

JMMP Comment Cards

Q5 ZIP code

Answered: 49 Skipped: 2

#	RESPONSES	DATE
1	53703	3/16/2018 1:42 PM
2	53703	3/16/2018 1:39 PM
3	53703	3/16/2018 1:37 PM
4	53703	3/16/2018 1:35 PM
5	53703	3/16/2018 1:32 PM
6	53703	3/16/2018 12:55 PM
7	53703	3/5/2018 3:19 PM
8	53716	3/5/2018 3:10 PM
9	53703	3/5/2018 3:01 PM
10	53703	3/5/2018 2:58 PM
11	53703	3/5/2018 2:54 PM
12	53715	3/5/2018 2:51 PM
13	53703	3/5/2018 2:46 PM
14	53703	3/5/2018 2:41 PM
15	53703	3/5/2018 2:38 PM
16	53703	3/5/2018 2:36 PM
17	53703	3/5/2018 2:33 PM
18	53703	3/5/2018 2:25 PM
19	53703	3/5/2018 2:21 PM
20	53713	3/5/2018 2:16 PM
21	53703	3/5/2018 2:11 PM
22	53704	3/5/2018 2:06 PM
23	53703	3/5/2018 1:34 PM
24	53703	3/5/2018 1:27 PM
25	53703	3/5/2018 1:25 PM
26	53703	3/5/2018 1:22 PM
27	53703	3/5/2018 1:21 PM
28	53703	3/5/2018 1:19 PM
29	53703	3/5/2018 1:16 PM
30	53703	3/5/2018 1:15 PM
31	53713	3/5/2018 1:13 PM
32	53703	3/2/2018 6:11 PM
33	53703	3/2/2018 6:04 PM
34	53704	3/2/2018 6:03 PM
35	53703	3/2/2018 6:00 PM

JMMP Comment Cards

36	53703	3/2/2018 5:58 PM
37	53703	3/2/2018 5:55 PM
38	53703	3/2/2018 5:52 PM
39	53703	3/2/2018 5:50 PM
40	53703	3/2/2018 5:48 PM
41	53704	3/2/2018 5:44 PM
42	53703	3/2/2018 5:38 PM
43	53703	3/2/2018 5:34 PM
44	53703	3/2/2018 5:32 PM
45	53703	3/2/2018 5:27 PM
46	53703	3/2/2018 5:25 PM
47	53703	3/2/2018 5:21 PM
48	53703	3/2/2018 5:19 PM
49	53703	3/2/2018 5:16 PM

JMMP Comment Cards

Q6 Age

Answered: 47 Skipped: 4

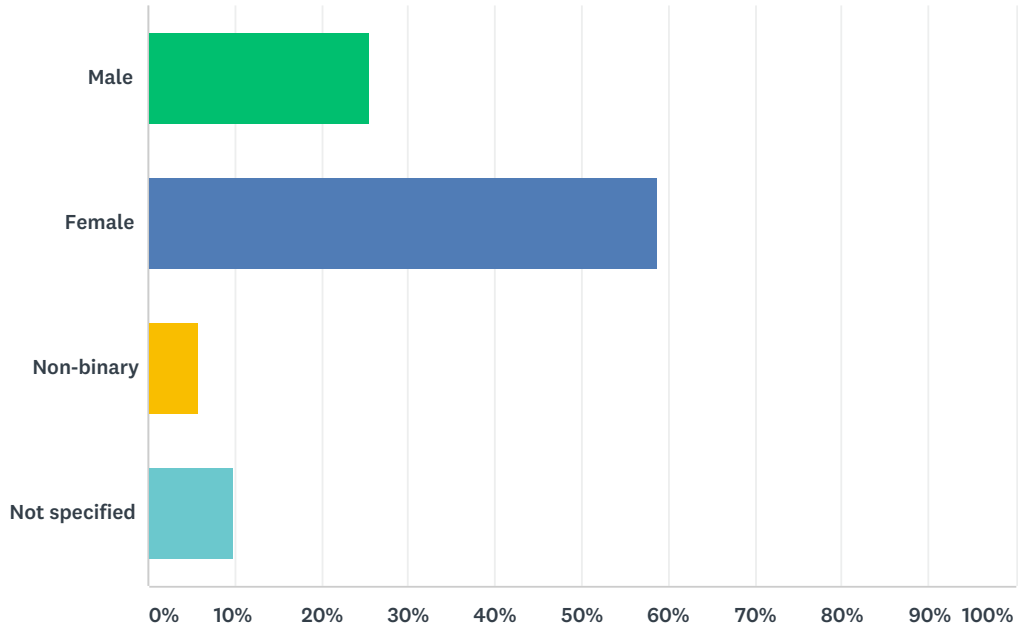
#	RESPONSES	DATE
1	27	3/16/2018 1:42 PM
2	57	3/16/2018 1:39 PM
3	71	3/16/2018 1:37 PM
4	77	3/16/2018 1:35 PM
5	35	3/16/2018 1:32 PM
6	26	3/16/2018 12:55 PM
7	42	3/5/2018 3:10 PM
8	65	3/5/2018 3:01 PM
9	28	3/5/2018 2:58 PM
10	40	3/5/2018 2:54 PM
11	67	3/5/2018 2:51 PM
12	26	3/5/2018 2:46 PM
13	26	3/5/2018 2:41 PM
14	30	3/5/2018 2:38 PM
15	29	3/5/2018 2:36 PM
16	28	3/5/2018 2:33 PM
17	30	3/5/2018 2:25 PM
18	27	3/5/2018 2:21 PM
19	22	3/5/2018 2:16 PM
20	23	3/5/2018 2:11 PM
21	27	3/5/2018 2:06 PM
22	24	3/5/2018 1:34 PM
23	19	3/5/2018 1:27 PM
24	31	3/5/2018 1:25 PM
25	36	3/5/2018 1:22 PM
26	58	3/5/2018 1:21 PM
27	32	3/5/2018 1:19 PM
28	30	3/5/2018 1:16 PM
29	26	3/5/2018 1:15 PM
30	25	3/5/2018 1:13 PM
31	29	3/2/2018 6:11 PM
32	45	3/2/2018 6:04 PM
33	33	3/2/2018 6:03 PM
34	80	3/2/2018 6:00 PM
35	32	3/2/2018 5:58 PM

JMMP Comment Cards

36	23	3/2/2018 5:55 PM
37	69	3/2/2018 5:52 PM
38	70	3/2/2018 5:50 PM
39	45	3/2/2018 5:44 PM
40	42	3/2/2018 5:38 PM
41	56	3/2/2018 5:34 PM
42	31	3/2/2018 5:32 PM
43	28	3/2/2018 5:27 PM
44	30	3/2/2018 5:25 PM
45	32	3/2/2018 5:21 PM
46	28	3/2/2018 5:19 PM
47	27	3/2/2018 5:16 PM

Q7 Gender

Answered: 51 Skipped: 0



ANSWER CHOICES	RESPONSES	
Male	25.49%	13
Female	58.82%	30
Non-binary	5.88%	3
Not specified	9.80%	5
TOTAL		51

Appendix E:
Park Observation and Intercept Interview Results

Date	Time of Day	Temperature	Sky Conditions	Observer Name	Primary Activity	Map Area	Y. Child <5	Child (5-12)	Teen (13-19)	Adult (20-59)	Senior (60+)	Group Y/N	Notes	
12/19/2017	Lunch (11AM-1PM) *11AM - Noon*	40	Part Sun/Clouds	Marcus/Katie	Walking dog	5					1M 1F	Y	observing birds on the lake with binoculars	
					Walking dog	3					1M	N		
					Photo/video	3					1M	N	filming a video	
					Photo/video	2					2M	Y	flying a drone	
					Jogging/running	3					1F	N	running w/ dog	
					Walking on path	3					1M	N		
					Walking on path	5					2M	N		
					Walking dog	3					1M	N		
Total									8M 2F	1M 1F				
12/20/2017	Morning (5AM-11AM) *10:15 - 11:15 AM*	24	Clouds	Marcus/Katie	Walking dog	6					1F	N		
					Walking dog	5					1F	N		
					Walking	3					1M	N		
					Walking on path	5					1F	N	taking photos of the lake	
Total									1M 4F					
12/28/2017	Early Afternoon (1-5 PM) *1:00 - 2:00 PM*	8	Snow	Marcus	Walking	5					1M	N		
					Walking/pictures	3					1M	N		
					Frisbee w/ dog	3					1M	N		
					Walking	4					1M	N	Walking on frozen lake	
					Frisbee w/ dog	3					2F	Y		
Total									4M 2F					
1/3/2018	Evening (5-10 PM) *5:00 - 6:00 PM*	5	Clear	Marcus	Walking	2					1M	N	Walking from outside of park to car in lot	
					Walking	3					1M	N		
Total										2M				
2/15/2018	Morning (5AM-11AM) *8:15 - 9:15 AM*	39	Clouds	Marcus	Jogging/running	1-5					1M	N		
					Walking dog	2					1F	N		
					Walking	2					2F	Y	Appear to be commuting through park	
					Walking dog	1					1F	N		
Total										1M 4F				
3/2/2018	Lunch (11AM-1PM) *12:00 - 1:00 PM*	41	Sunny	Marcus	Playground	3	1F				1F	Y		
					Walking	1-5					2M	Y	Walking on path	
					Walking dog	1-5					1F	N		
					Sitting/taking pics	2					2F	Y	Sitting on ledge	
					Jogging/running	1-5					1M	N		
					Walking dog	1-4					2F	N		
Total										3M 6F				
3/18/2018	Early Afternoon (1-5 PM) *4:00 - 5:00 PM*	54	Sunny	Marcus	Basketball	1					15M	N		
					Slacklining	3					8M, 4F	Y		
					Playground	3		3F			1F	Y	Adult helping children	
					Taking pictures	2					1M, 1F	N		
					Relaxing on grass	3					2M, 4F	N		
					Walking	1-5					8M, 4F	N		
					Walking dog	1-5					3M, 5F	N		
					Frisbee	3					4M, 2F	Y		
					Baseball	3					2M	Y		
					Football	3					4M, 1F	Y		
					Sitting on bench	3					2M, 3F	N		
					Jogging/running	1-5					2M, 1F	N		
					Grilling	3					4M, 3F	Y	Brought small charcoal grill	
					Playground	3			3M, 2F			1M, 2F	Y	Adults helping children

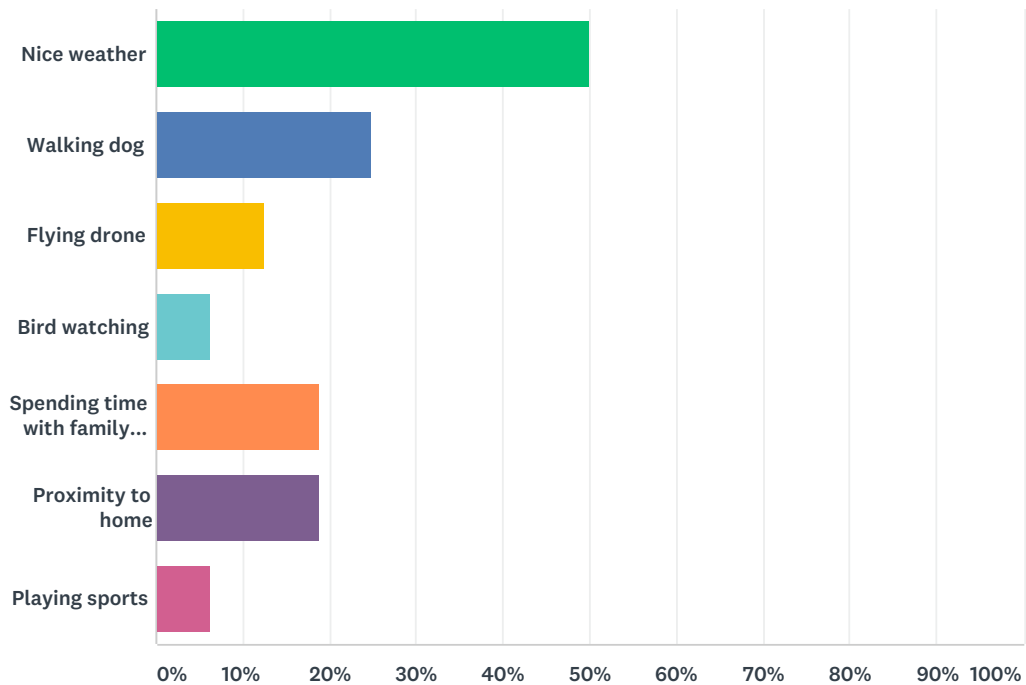
				Slacklining	2				2M, 1F		Y					
Total							3M 5F		56M 32F							
3/29/2018	Early Afternoon (1-5 PM) *3:00 - 4:00 PM*	45	Clouds	Marcus	Windsurfing	1-4 (lake)				1M		N				
					Basketball	1					4M		Y			
					Taking pictures	3						1F		N		
					Soccer	3		3M, 1F				1M, 1F		Y		
					Walking	1-5						2M, 3F		N		
					Playing with dog	2						1F		N	Off-leash	
					Jogging/running	1-5						1M, 1F		N		
					Biking	1-5						3M		N	on lake path	
Total							3M 1F		12M 7F							
4/25/2018	Morning (5AM-11AM) *6:00 - 7:00 AM*	39	Sunny	Marcus	Walking on path	1-5				1M, 1F		N				
					Walking with dog	1-5					1M, 2F		N			
					Reading on bench	3					1F		N			
Total									2M 4F							
5/5/2018	Lunch (11AM-1PM) *12:00 - 1:00 PM*	67	Part Sun/Clouds	Marcus	Walking on path	1-5				7M, 4F		N				
					Volleyball	4						1M, 3F		Y		
					Sitting on grass	3						6M, 9F		N		
					Picnic tables	3						5M, 8F		N		
					Basketball	1						12M		Y		
					Frisbee	3						6M, 1F		N		
					Taking pictures	2-3				4F		1M, 2F		N		
					Playground	4		1M, 2F	1M			1M, 2F		N		
					Yoga	3						5F		Y		
					Slacklining	3						4M, 2F		Y		
					Running	1-5						1M		N		
					Walking dog	1-5						2M, 2F		N		
					Total						1M 2F	1M	4F	46M 38F		
5/17/2018	Evening (5-10 PM) *6:00 - 7:00 PM*	74	Sunny	Marcus	Beach	4		2M, 2F			2F		N			
					Walking on path	1-5		1M				8M, 12F		N		
					Running	1-5							3M, 2F		N	
					Volleyball	4						5M, 11F		Y		
					Playground	3		1M				1M		Y		
					Picnic tables	2-3						5M, 17F		N		
					Sitting on grass	3						13M, 22F		N		
					Frisbee	2-3		1M				6M, 2F		N		
					Basketball	1						17M		Y		
					Taking pictures	1-3						3F		Y		
					Sitting on bench	4						1M, 3F		N		
					Biking	1-5						1F		N		
					Walking dog	1-5						1M, 3F		N		
					Baseball	3		1M				2M		Y		
					Total						6M 2F			62M 78F		
6/16/2018	Evening (5-10 PM) *8:00 - 9:00 PM*	82	Sunny	Marcus	Walking on path	1-4					4M, 6F		N			
					Picnic tables	2-3			1M, 2F			8M, 12F		N		
					Relaxing on grass	3						4M, 7F		N		
					Taking pictures	1-3					2F	2M, 1F		N		
					Sitting on bench	4						2M, 1F	1M, 1F	N		
					Walking dog	1-5						1M, 1F		N		
					Football	2-3						2M		Y		
					Basketball	1			1M			4M		Y		
Total							2M 2F	2F	27M 28F	1M 1F						

Intercept Interview Results

The following answers are derived from 16 individual intercept interviews conducted at James Madison Park by Urban Assets during park observations conducted between December 19th, 2017 and June 16th, 2018.

Q1 What brought you to James Madison Park today? (multiple answers accepted)

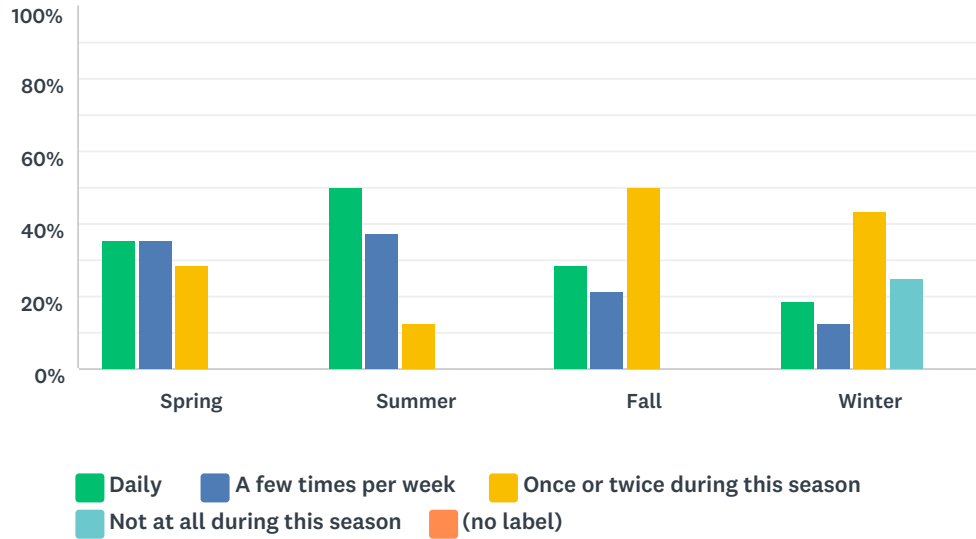
Answered: 16 Skipped: 0



ANSWER CHOICES	RESPONSES	
Nice weather	50.00%	8
Walking dog	25.00%	4
Flying drone	12.50%	2
Bird watching	6.25%	1
Spending time with family and/or friends	18.75%	3
Proximity to home	18.75%	3
Playing sports	6.25%	1
Total Respondents: 16		

Q2 How often do you visit James Madison Park?

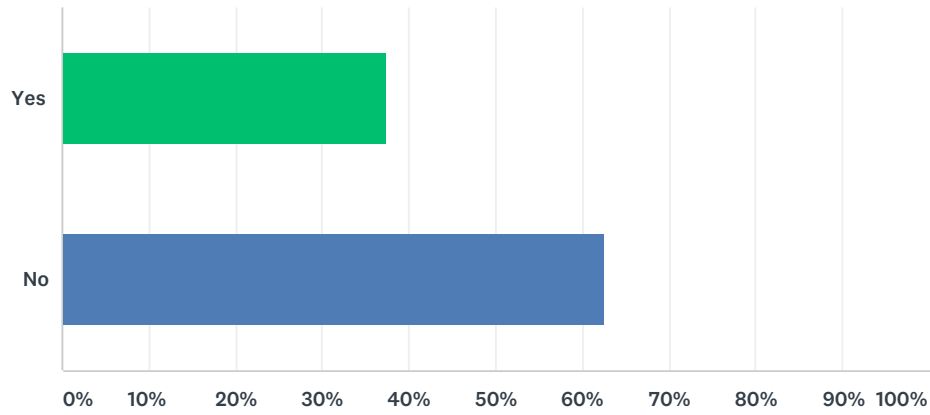
Answered: 16 Skipped: 0



	DAILY	A FEW TIMES PER WEEK	ONCE OR TWICE DURING THIS SEASON	NOT AT ALL DURING THIS SEASON	(NO LABEL)	TOTAL RESPONDENTS
Spring	35.71% 5	35.71% 5	28.57% 4	0.00% 0	0.00% 0	14
Summer	50.00% 8	37.50% 6	12.50% 2	0.00% 0	0.00% 0	16
Fall	28.57% 4	21.43% 3	50.00% 7	0.00% 0	0.00% 0	14
Winter	18.75% 3	12.50% 2	43.75% 7	25.00% 4	0.00% 0	16

Q3 Have you ever used the park shelter?

Answered: 16 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	37.50%	6
No	62.50%	10
TOTAL		16

Q4 For what purpose(s) have you used the park shelter?

Answered: 6 Skipped: 10

#	RESPONSES	DATE
1	party	7/20/2018 12:26 PM
2	restrooms	7/20/2018 12:04 PM
3	restrooms	7/19/2018 4:58 PM
4	restrooms	7/19/2018 4:42 PM
5	Shrek Fest	7/19/2018 4:35 PM
6	restrooms, party, Shrek Fest	7/19/2018 4:29 PM

Q5 What was your park shelter experience like?

Answered: 6 Skipped: 10

#	RESPONSES	DATE
1	cold	7/20/2018 12:26 PM
2	dark and shady	7/20/2018 12:04 PM
3	eh, fine	7/19/2018 4:58 PM
4	it was okay; I didn't notice anything weird	7/19/2018 4:42 PM
5	I did not really like being in it	7/19/2018 4:35 PM
6	good; never had any problems	7/19/2018 4:29 PM

Q6 Are there any improvements to the shelter that would be helpful in the future?

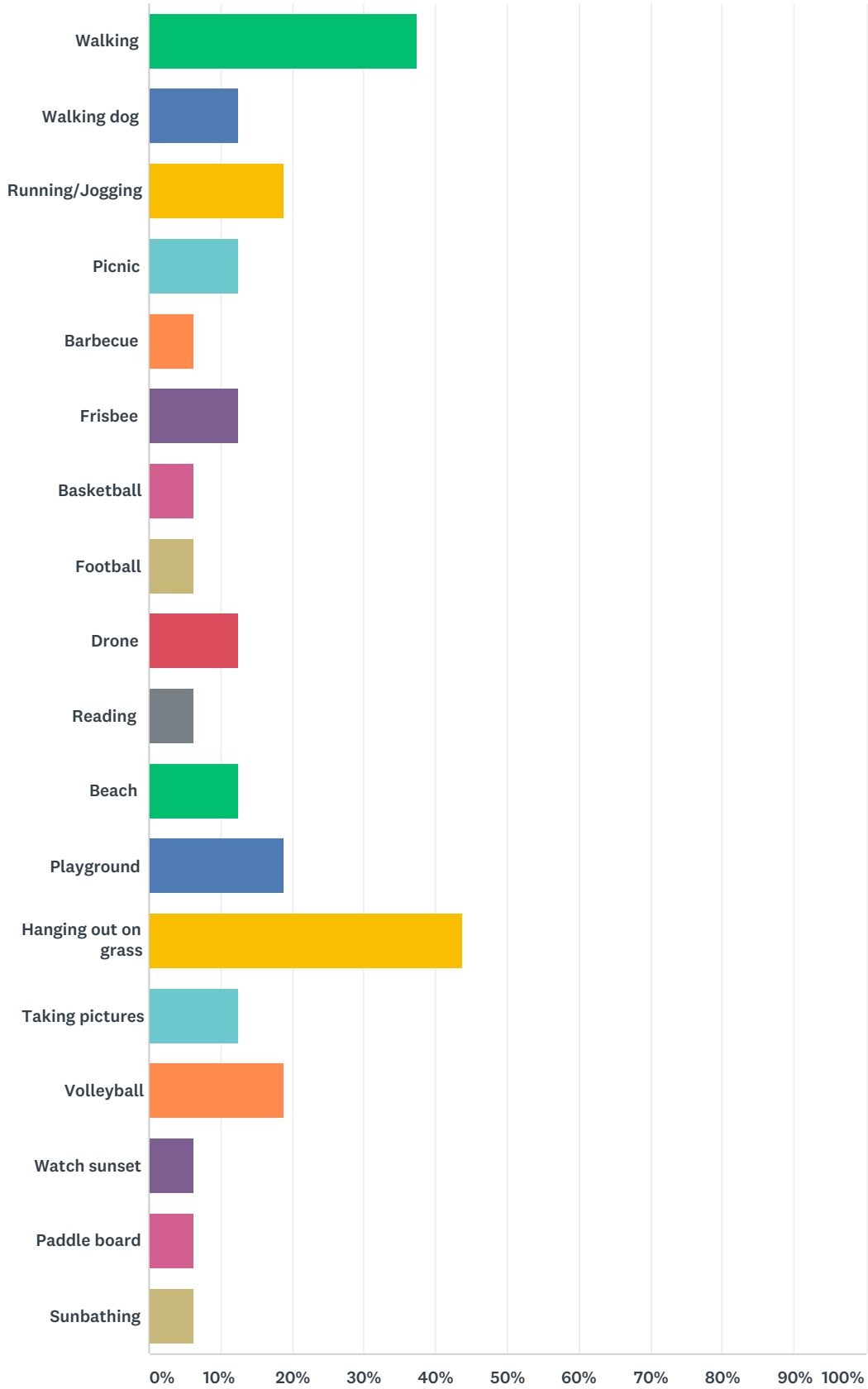
Answered: 6 Skipped: 10

#	RESPONSES	DATE
1	safety	7/20/2018 12:04 PM
2	Make it more apparent that there are bathrooms in there	7/19/2018 4:46 PM
3	when it is closed, there should be port-a-potties available	7/19/2018 4:42 PM
4	more open and inviting	7/19/2018 4:38 PM
5	make sure it is not "shady"	7/19/2018 4:35 PM
6	not really	7/19/2018 4:29 PM

Q7 What are your favorite activities to participate in at James Madison Park? (multiple answers accepted)

Answered: 16 Skipped: 0

Intercept Interview Responses



ANSWER CHOICES	RESPONSES
Walking	37.50% 6

Intercept Interview Responses

Walking dog	12.50%	2
Running/Jogging	18.75%	3
Picnic	12.50%	2
Barbecue	6.25%	1
Frisbee	12.50%	2
Basketball	6.25%	1
Football	6.25%	1
Drone	12.50%	2
Reading	6.25%	1
Beach	12.50%	2
Playground	18.75%	3
Hanging out on grass	43.75%	7
Taking pictures	12.50%	2
Volleyball	18.75%	3
Watch sunset	6.25%	1
Paddle board	6.25%	1
Sunbathing	6.25%	1
Total Respondents: 16		

Intercept Interview Responses

Q8 What existing or possible future amenities are most important to have at James Madison Park? (multiple answers accepted)

Answered: 15 Skipped: 1

#	RESPONSES	DATE
1	open space, boathouse, lake path, natural vegetation	7/20/2018 2:08 PM
2	parking, boating opportunities, more basketball courts	7/20/2018 2:03 PM
3	more accessible restrooms, cleaner water/beach, more visible basketball court, bike racks, more drinking fountains	7/20/2018 1:52 PM
4	parking lot	7/20/2018 12:26 PM
5	more drinking fountains, changing areas for families, bike parking	7/20/2018 12:04 PM
6	lake path, beach/lake access, rentals	7/19/2018 4:58 PM
7	bathrooms, playground	7/19/2018 4:46 PM
8	port-a-potties and a cleaner beach area	7/19/2018 4:42 PM
9	additional waste receptacles, more inviting shelter, open field	7/19/2018 4:38 PM
10	it is good as is, besides the shelter	7/19/2018 4:35 PM
11	more tables	7/19/2018 4:31 PM
12	Dog park, waste receptacles (that accept dog waste), improved beach	7/19/2018 4:29 PM
13	restroom facilities in multiple parts of the park	7/19/2018 4:23 PM
14	waste receptacles (that accept dog waste)	7/19/2018 4:19 PM
15	waste receptacles (that accept dog waste)	7/19/2018 4:18 PM

Q9 Do you feel that James Madison Park is a safe and welcoming space for all members of the community? Why or why not?

Answered: 16 Skipped: 0

#	RESPONSES	DATE
1	yeah, feels like it	7/20/2018 2:08 PM
2	yes, besides by the parking lot	7/20/2018 2:03 PM
3	good job of inclusion, but could be safer	7/20/2018 1:52 PM
4	yes; one of the best places in madison	7/20/2018 12:26 PM
5	yes; it feels accepting	7/20/2018 12:04 PM
6	most of the time	7/19/2018 4:58 PM
7	yes!	7/19/2018 4:46 PM
8	yes	7/19/2018 4:42 PM
9	definitely	7/19/2018 4:38 PM
10	of course	7/19/2018 4:35 PM
11	yes; for sure	7/19/2018 4:31 PM
12	yes; totally	7/19/2018 4:29 PM
13	the park feels safe during the day, but can feel creepy after dark	7/19/2018 4:25 PM
14	the park feels safe during the day, but can feel creepy after dark	7/19/2018 4:23 PM
15	Yes; all kinds of people here	7/19/2018 4:19 PM
16	Yes; especially since they started allowing dogs on leash	7/19/2018 4:18 PM

Q10 What words would you use to describe James Madison Park?

Answered: 10 Skipped: 6

#	RESPONSES	DATE
1	open, accessible, urban-green-space	7/20/2018 12:04 PM
2	iconic, open, underutilized	7/19/2018 4:58 PM
3	clean, inviting, relaxing	7/19/2018 4:46 PM
4	lake-view, well used	7/19/2018 4:42 PM
5	open, big, fun	7/19/2018 4:38 PM
6	open, pretty, vibrant	7/19/2018 4:35 PM
7	nice, open, diverse	7/19/2018 4:31 PM
8	friendly, open, welcoming	7/19/2018 4:29 PM
9	fun, close, lake	7/19/2018 4:19 PM
10	close, waterfront	7/19/2018 4:18 PM

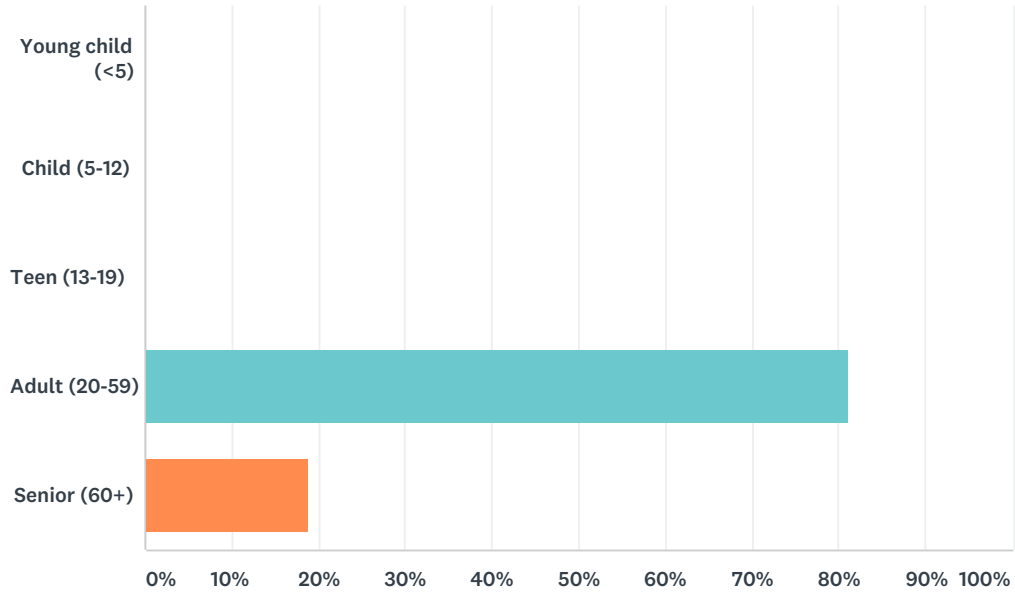
Q11 Is there anything else that you would like the City to know or consider as it plans for the future of James Madison Park?

Answered: 11 Skipped: 5

#	RESPONSES	DATE
1	Basketball court lights	7/20/2018 2:03 PM
2	the shared dock idea is cool!	7/20/2018 1:52 PM
3	have more park rangers	7/19/2018 4:58 PM
4	nothing really	7/19/2018 4:46 PM
5	don't change too much!	7/19/2018 4:42 PM
6	I think the park is a city treasure	7/19/2018 4:35 PM
7	advertise or promote water activities	7/19/2018 4:31 PM
8	provide more waste receptacles and dog waste bags	7/19/2018 4:29 PM
9	additional/improved restroom facilities	7/19/2018 4:23 PM
10	Improve water quality and make park accessible for all people	7/19/2018 4:19 PM
11	provide more waste receptacles and dog waste bags	7/19/2018 4:18 PM

Q12 What is your age?

Answered: 16 Skipped: 0



ANSWER CHOICES	RESPONSES
Young child (<5)	0.00% 0
Child (5-12)	0.00% 0
Teen (13-19)	0.00% 0
Adult (20-59)	81.25% 13
Senior (60+)	18.75% 3
TOTAL	16

Intercept Interview Responses

Q13 How do you identify your race/ethnicity?

Answered: 15 Skipped: 1

#	RESPONSES	DATE
1	Caucasian	7/20/2018 2:08 PM
2	Caucasian	7/20/2018 2:03 PM
3	Caucasian	7/20/2018 1:52 PM
4	Caucasian	7/20/2018 12:04 PM
5	Caucasian	7/19/2018 4:58 PM
6	Caucasian	7/19/2018 4:46 PM
7	Caucasian	7/19/2018 4:42 PM
8	Caucasian	7/19/2018 4:38 PM
9	Mixed-race	7/19/2018 4:35 PM
10	Caucasian	7/19/2018 4:31 PM
11	Caucasian	7/19/2018 4:29 PM
12	Asian	7/19/2018 4:25 PM
13	Asian	7/19/2018 4:23 PM
14	Caucasian	7/19/2018 4:19 PM
15	Caucasian	7/19/2018 4:18 PM

Intercept Interview Responses

Q14 What is your street address, zip code and/or neighborhood?

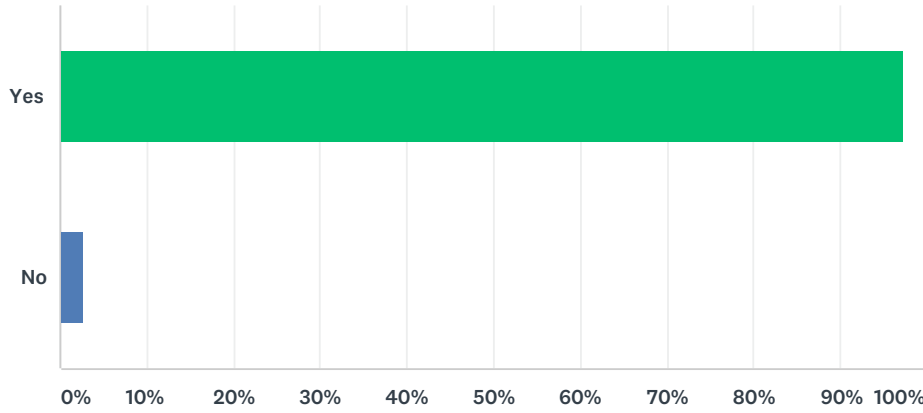
Answered: 16 Skipped: 0

#	RESPONSES	DATE
1	53703	7/20/2018 2:08 PM
2	53703	7/20/2018 2:03 PM
3	53703	7/20/2018 1:52 PM
4	53703	7/20/2018 12:26 PM
5	53703	7/20/2018 12:04 PM
6	53703	7/19/2018 4:58 PM
7	53703	7/19/2018 4:46 PM
8	Downtown area	7/19/2018 4:42 PM
9	53703	7/19/2018 4:38 PM
10	53703	7/19/2018 4:35 PM
11	53703	7/19/2018 4:31 PM
12	53703	7/19/2018 4:29 PM
13	53703	7/19/2018 4:25 PM
14	53703	7/19/2018 4:23 PM
15	53703	7/19/2018 4:19 PM
16	53703	7/19/2018 4:18 PM

Appendix F: Online Survey Results Summary

Q1 Have you ever been to James Madison Park?

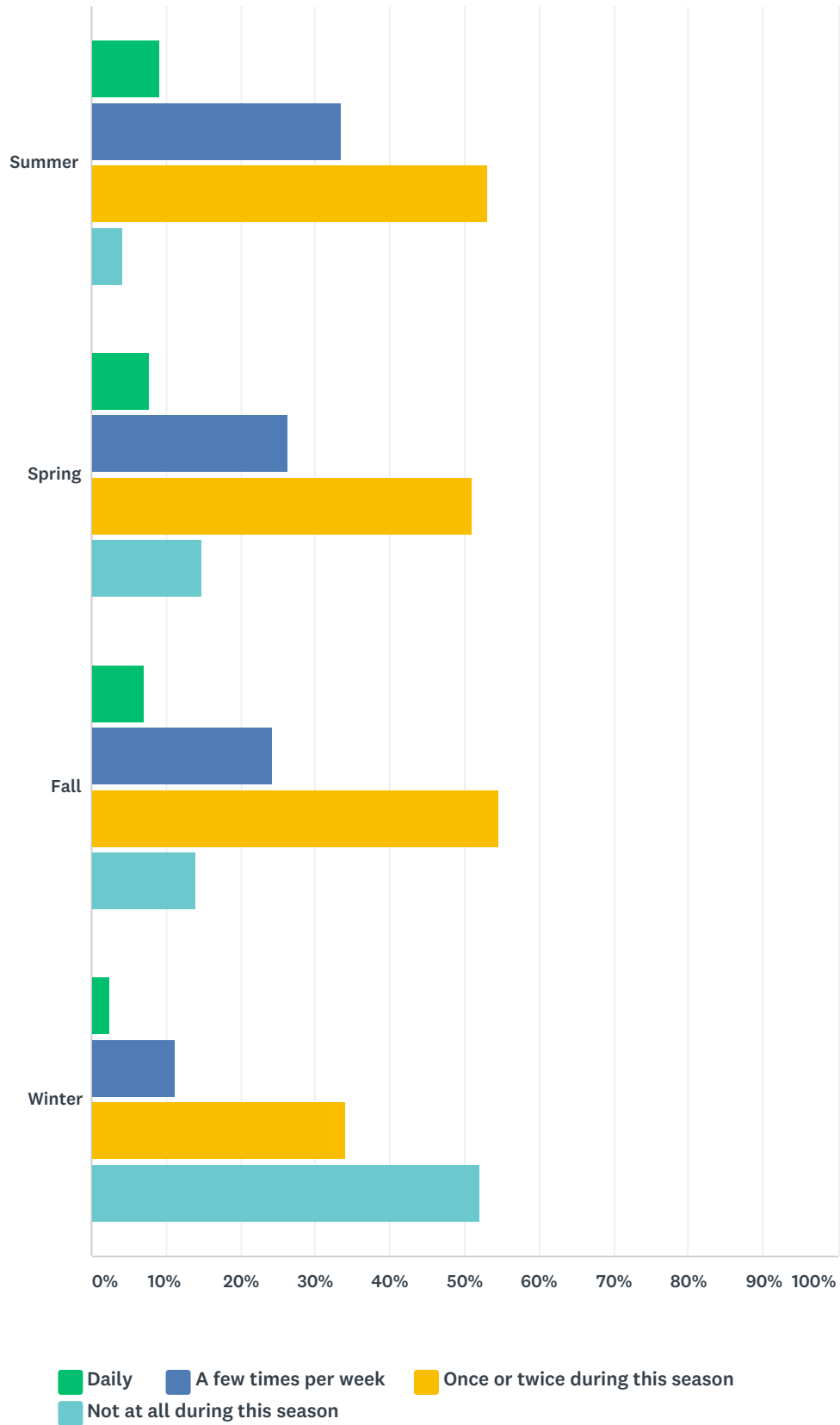
Answered: 213 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	97.18%	207
No	2.82%	6
TOTAL		213

Q2 How often do you visit James Madison Park?

Answered: 194 Skipped: 19

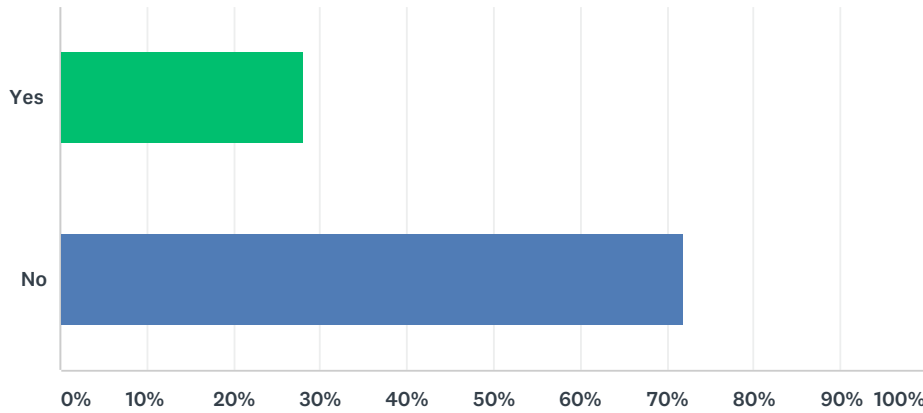


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	DAILY	A FEW TIMES PER WEEK	ONCE OR TWICE DURING THIS SEASON	NOT AT ALL DURING THIS SEASON	TOTAL
Summer	9.28% 18	33.51% 65	53.09% 103	4.12% 8	194
Spring	7.73% 15	26.29% 51	51.03% 99	14.95% 29	194
Fall	7.22% 14	24.23% 47	54.64% 106	13.92% 27	194
Winter	2.58% 5	11.34% 22	34.02% 66	52.06% 101	194

Q3 Have you ever used the large shelter (see below) at James Madison Park?

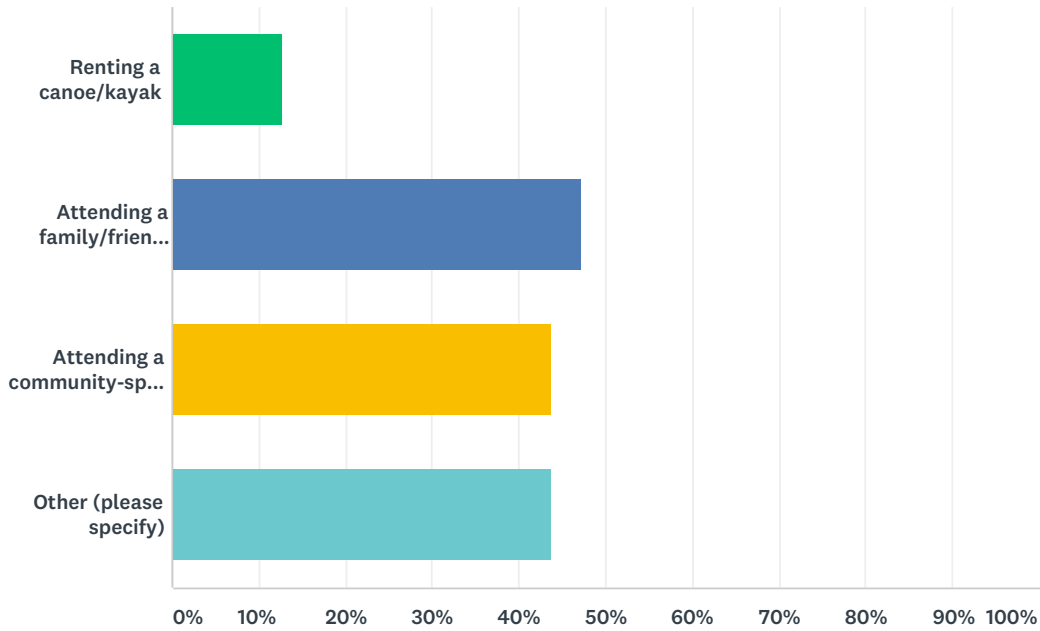
Answered: 192 Skipped: 21



ANSWER CHOICES	RESPONSES	
Yes	28.13%	54
No	71.88%	138
TOTAL		192

Q4 For what purpose did you use the shelter? CHECK ALL BOXES THAT APPLY.

Answered: 55 Skipped: 158



ANSWER CHOICES	RESPONSES
Renting a canoe/kayak	12.73% 7
Attending a family/friend gathering	47.27% 26
Attending a community-sponsored event	43.64% 24
Other (please specify)	43.64% 24
Total Respondents: 55	

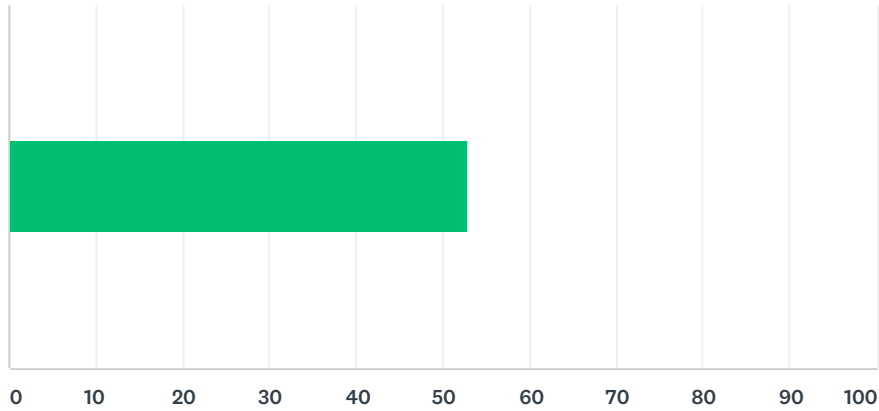
#	OTHER (PLEASE SPECIFY)	DATE
1	Restroom	3/11/2018 4:21 PM
2	Restrooms	2/16/2018 5:45 PM
3	hanging out	2/12/2018 10:56 AM
4	acceccing gardening equipment; storing plants	2/2/2018 5:03 PM
5	Walks and runs	1/31/2018 3:17 PM
6	Helped with gardening above it	1/30/2018 1:39 PM
7	bathroom	1/28/2018 11:06 PM
8	dj event	1/28/2018 10:35 AM
9	used the bathroom in the 1980s	1/27/2018 6:46 PM
10	it was years ago when the concession was there.	1/27/2018 4:57 PM
11	bathrooms	1/27/2018 3:08 PM
12	upstairs patio	1/27/2018 2:37 PM

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13	Very necessary public restroom for runners/hikers/bikers.	1/27/2018 8:02 AM
14	To use the restroom	1/26/2018 10:13 PM
15	Restrooms	1/26/2018 7:28 PM
16	I run Shrekfest	1/26/2018 7:15 PM
17	Family cookout	1/26/2018 5:23 PM
18	Bathroom	1/26/2018 4:46 PM
19	Rented it for a company (department) picnic	1/26/2018 4:14 PM
20	used bathroom	1/22/2018 7:58 AM
21	Hosting an event for residents of the YWCA	1/18/2018 2:42 PM
22	Restroom	1/18/2018 1:37 PM
23	n/a	1/18/2018 1:21 PM
24	It was years ago. I can't remember. I haven't been there in a long time.	1/18/2018 1:04 PM

Q5 Please rate your experience with your shelter reservation

Answered: 40 Skipped: 173



ANSWER CHOICES	AVERAGE NUMBER	TOTAL NUMBER	RESPONSES
	53	2,117	40
Total Respondents: 40			

#		DATE
1	0	3/11/2018 4:21 PM
2	100	3/11/2018 3:49 PM
3	63	3/11/2018 2:38 PM
4	62	3/7/2018 7:18 PM
5	83	3/5/2018 5:15 PM
6	56	3/5/2018 4:23 PM
7	75	3/1/2018 11:26 AM
8	100	2/28/2018 10:34 PM
9	32	2/12/2018 10:56 AM
10	9	2/9/2018 3:00 PM
11	37	2/9/2018 9:29 AM
12	8	2/5/2018 9:15 PM
13	10	1/31/2018 3:17 PM
14	39	1/30/2018 11:07 PM
15	1	1/29/2018 11:43 AM
16	22	1/29/2018 11:18 AM
17	75	1/28/2018 11:44 PM
18	32	1/28/2018 11:06 PM
19	100	1/28/2018 12:29 PM
20	100	1/28/2018 10:35 AM
21	1	1/27/2018 4:57 PM
22	100	1/27/2018 8:02 AM

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23	97	1/27/2018 7:40 AM
24	6	1/26/2018 9:48 PM
25	53	1/26/2018 7:28 PM
26	100	1/26/2018 7:15 PM
27	100	1/26/2018 6:23 PM
28	87	1/26/2018 5:23 PM
29	48	1/26/2018 5:02 PM
30	20	1/26/2018 4:47 PM
31	7	1/26/2018 4:46 PM
32	2	1/26/2018 4:23 PM
33	7	1/26/2018 4:14 PM
34	80	1/26/2018 4:14 PM
35	87	1/18/2018 4:30 PM
36	65	1/18/2018 2:42 PM
37	60	1/18/2018 1:52 PM
38	50	1/18/2018 1:48 PM
39	44	1/18/2018 1:01 PM
40	99	1/18/2018 12:44 PM

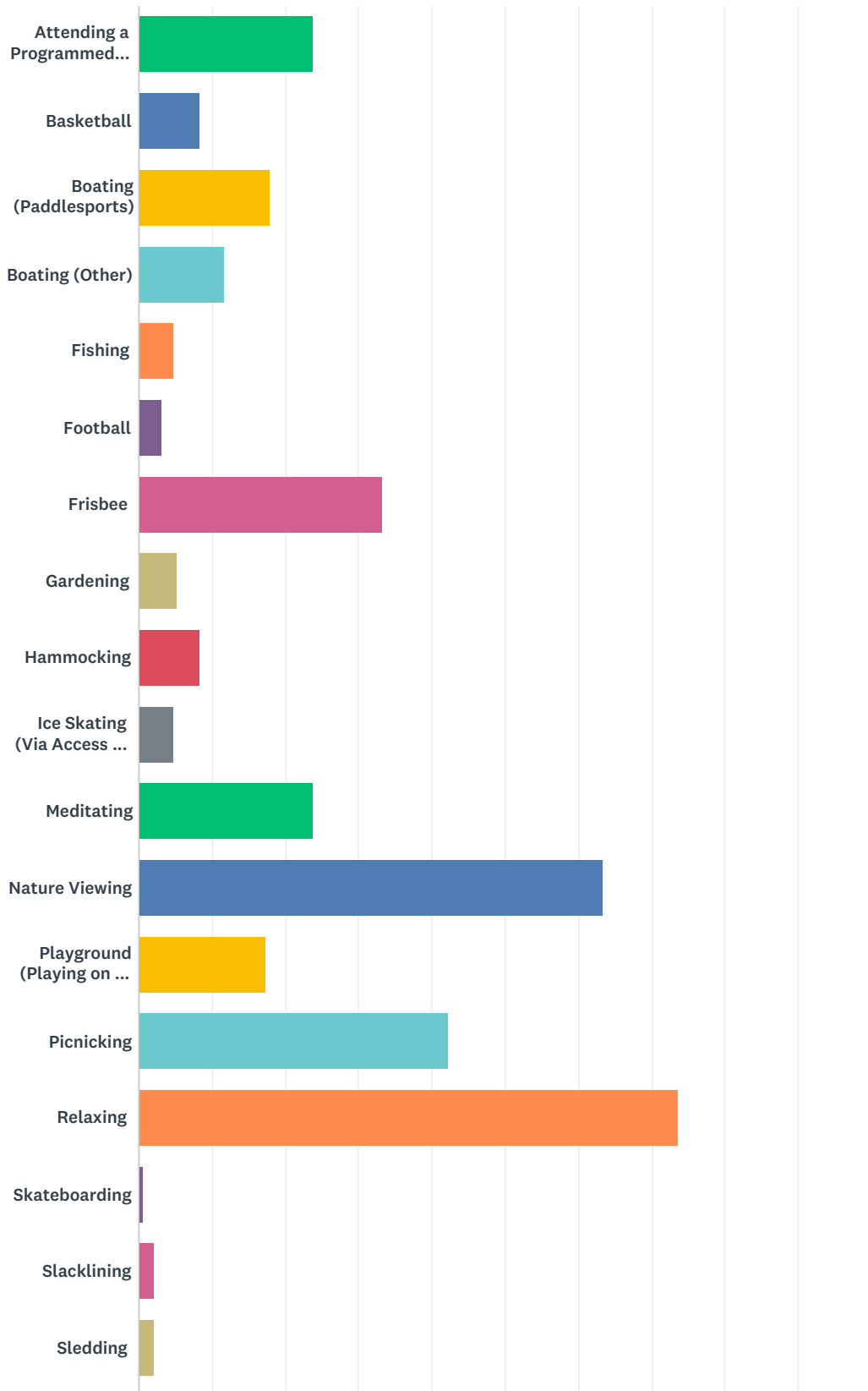
Q6 If your experience using the shelter wasn't great, what improvements would you like to see?

Answered: 24 Skipped: 189

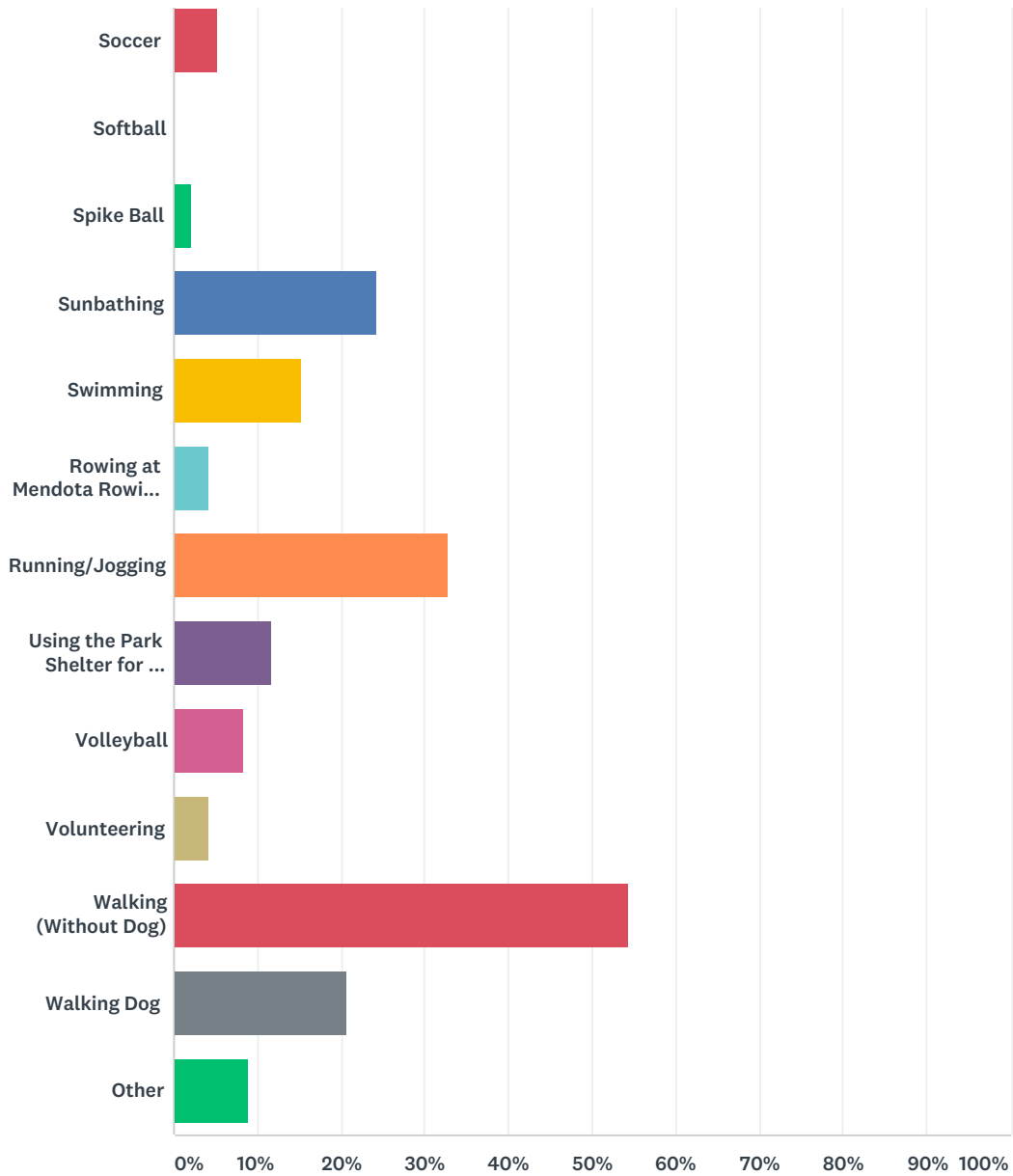
#	RESPONSES	DATE
1	It's very gross and unclean.	3/11/2018 4:21 PM
2	Renovated, clean bathrooms with seats on the toilets, doors on the stalls, and soap in the dispensers.	3/11/2018 2:38 PM
3	More accessibility	3/7/2018 7:18 PM
4	cleaner, better stocked bathrooms, more seating	2/12/2018 10:56 AM
5	more space for volunteer gardeners to store gardening equipment; better and larger bathrooms; better indoor lighting	2/2/2018 5:03 PM
6	It's dark and hard to access.	1/31/2018 3:17 PM
7	Bathrooms open more	1/30/2018 1:39 PM
8	It's dirty	1/29/2018 11:43 AM
9	homeless people	1/28/2018 11:06 PM
10	i recall it being (or feeling) dark, wet, dirty seeming	1/27/2018 6:46 PM
11	It is dark, ugly and depressing. I would like to see it torn down and replaced with something not in the 20th century brutalist architectural style. The stacks alone are an eyesore marring the view from the street.	1/27/2018 4:57 PM
12	There was a large group of drunk people sitting outside the shelter, which was disruptive. The police and park rangers didn't do anything.	1/26/2018 9:48 PM
13	It's ugly	1/26/2018 7:28 PM
14	Dark inside	1/26/2018 5:23 PM
15	Activation of the area. I love the interior design of the bathrooms though - so cool.	1/26/2018 5:02 PM
16	It is an ugly building both inside and out.	1/26/2018 4:47 PM
17	Bathrooms seem sketchy	1/26/2018 4:46 PM
18	I would like a shelter with more character, sunlight, parking available (both bike and car).	1/26/2018 4:23 PM
19	Shelter was clean and had a good amount of space, but was old and the picnic furniture was past its prime	1/26/2018 4:14 PM
20	The shelter was OK, but it was very dark and musty inside. Once we figured out how to open the outside garage doors, it helped a lot.	1/26/2018 4:14 PM
21	The inside of the shelter is a bit stark/institutional feeling and the restrooms could improve quite a bit.	1/18/2018 2:42 PM
22	Modern look. More glass windows	1/18/2018 1:48 PM
23	The bathrooms needed to be cleaned	1/18/2018 1:37 PM
24	I didn't reserve it, but I attended something there. Seems grungy and dark. Also lots of sketchy people hanging around. I wouldn't take my kid to that park for this reason.	1/18/2018 1:04 PM

Q7 Which of the following activities do you participate in at James Madison Park? CHECK ALL BOXES THAT APPLY.

Answered: 189 Skipped: 24



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ANSWER CHOICES	RESPONSES	
Attending a Programmed Activity	23.81%	45
Basketball	8.47%	16
Boating (Paddlesports)	17.99%	34
Boating (Other)	11.64%	22
Fishing	4.76%	9
Football	3.17%	6
Frisbee	33.33%	63
Gardening	5.29%	10
Hammocking	8.47%	16
Ice Skating (Via Access to Lake Mendota)	4.76%	9

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Meditating	23.81%	45
Nature Viewing	63.49%	120
Playground (Playing on or Bringing Kids to)	17.46%	33
Picnicking	42.33%	80
Relaxing	73.54%	139
Skateboarding	0.53%	1
Slacklining	2.12%	4
Sledding	2.12%	4
Soccer	5.29%	10
Softball	0.00%	0
Spike Ball	2.12%	4
Sunbathing	24.34%	46
Swimming	15.34%	29
Rowing at Mendota Rowing Club	4.23%	8
Running/Jogging	32.80%	62
Using the Park Shelter for an Event	11.64%	22
Volleyball	8.47%	16
Volunteering	4.23%	8
Walking (Without Dog)	54.50%	103
Walking Dog	20.63%	39
Other	8.99%	17
Total Respondents: 189		

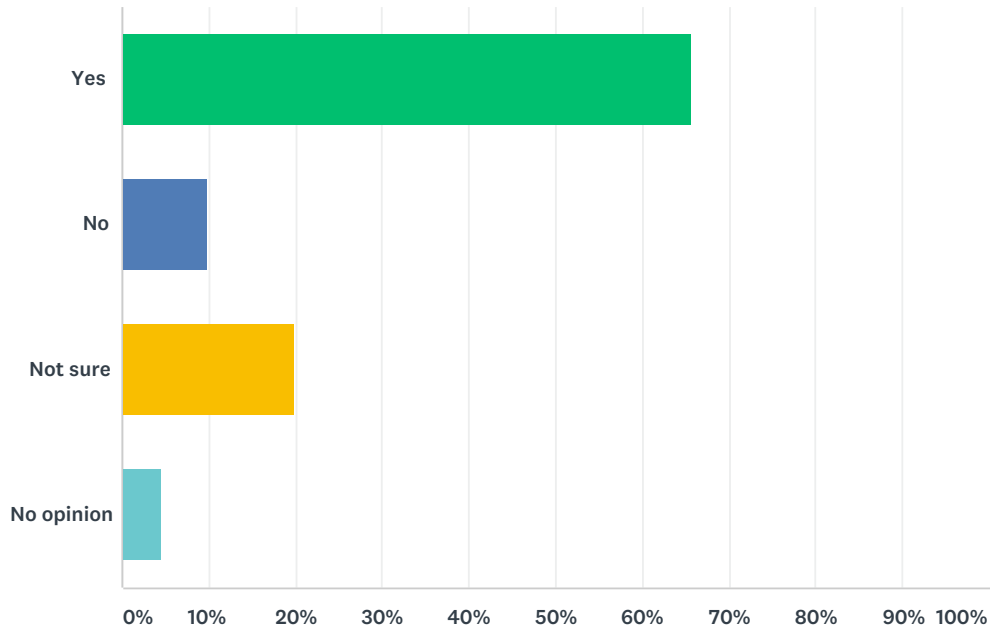
#	OTHER (PLEASE SPECIFY)	DATE
1	Kubb, enjoying sunsets	3/13/2018 1:37 PM
2	Snowshoeing (via access to Lake Mendota)	3/12/2018 8:48 PM
3	Watching sunsets	3/11/2018 2:39 PM
4	Hanging from the jungle gym and swing-set for spinal decompression. Would love to see an 8' bar for hanging!	2/26/2018 11:56 AM
5	reading	2/5/2018 3:46 PM
6	Showing visitors	1/31/2018 11:19 AM
7	biking	1/31/2018 10:00 AM
8	Voting, Use of Gates of heaven, homeless services	1/30/2018 1:41 PM
9	Gates of Heaven events	1/28/2018 12:41 PM
10	parkour	1/28/2018 12:29 PM
11	seeing music, dancing	1/28/2018 10:36 AM
12	Walking	1/27/2018 10:44 PM
13	Using the bike path.	1/27/2018 6:13 PM

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14	yoga at the synagogue	1/27/2018 9:26 AM
15	Full disclosure: I'm one of the few owner-occupied single-family homeowners on the park.	1/27/2018 8:05 AM
16	Concerned neighbor	1/26/2018 4:56 PM
17	photography	1/26/2018 4:13 PM
18	Homeless outreach	1/24/2018 10:41 AM
19	Cross Country Skiing (Via Access to Lake Mendota)	1/20/2018 12:36 PM
20	boating canoeing classes	1/18/2018 4:31 PM
21	Pokemon Go	1/18/2018 1:51 PM
22	Playing board games and cards at the picnic tables	1/18/2018 1:17 PM
23	Services. Weddings	1/18/2018 12:41 PM
24	There is no community garden, or I might use it.	1/17/2018 11:13 PM

Q8 Generally, do you feel that James Madison Park is a welcoming space for all members of the community?

Answered: 192 Skipped: 21



ANSWER CHOICES	RESPONSES	
Yes	65.63%	126
No	9.90%	19
Not sure	19.79%	38
No opinion	4.69%	9
TOTAL		192

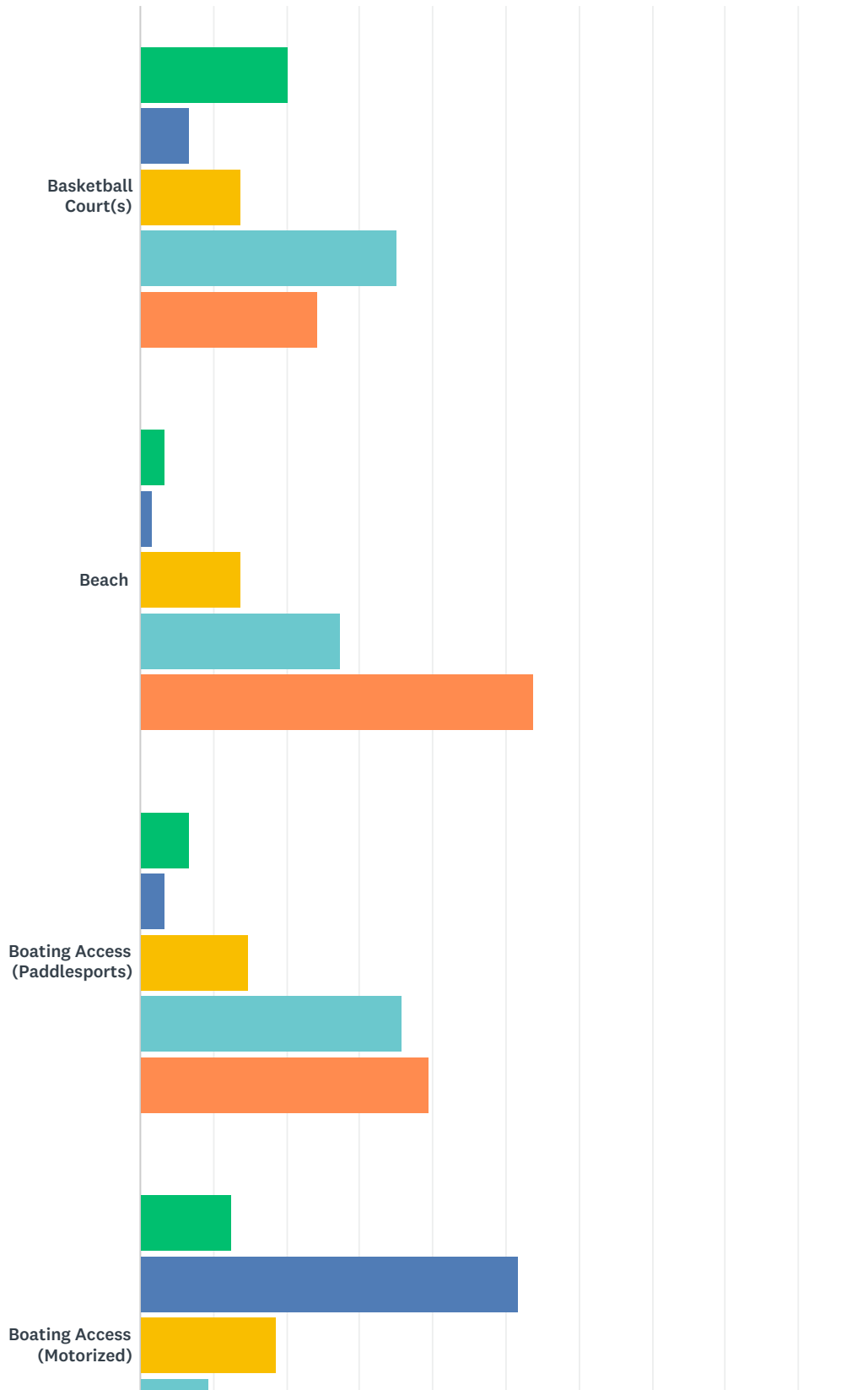
Q9 If not, why?

Answered: 19 Skipped: 194

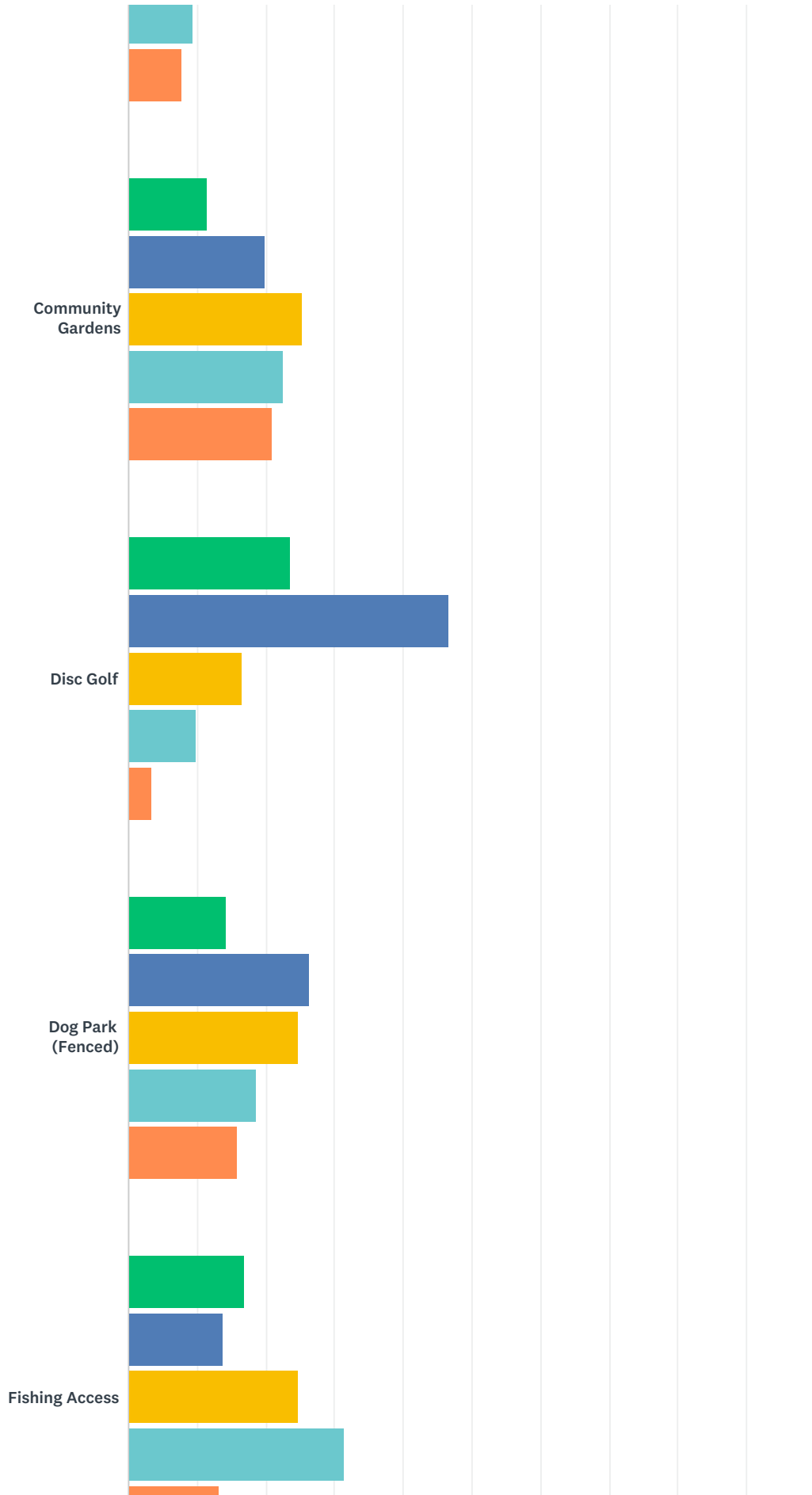
#	RESPONSES	DATE
1	It's dirty.	3/11/2018 4:22 PM
2	Questionable activity	3/1/2018 9:25 AM
3	It feels like it's most currently used by the neighborhood; would love to see more community events including soccer.	2/28/2018 6:20 PM
4	The composition of the park's regular attendees makes it somewhat exclusive of older adults and young children	2/17/2018 3:10 PM
5	Lots of people	2/16/2018 2:35 PM
6	Handicapped accessibility is limited. Could be more user-friendly for dogs and their owners. How about community garden space?	2/2/2018 4:30 PM
7	It is not accessible	2/1/2018 1:29 PM
8	spaces are not defined which could make some people feel unwelcome (college students take over - no space for kids/families - beach is small - no water activities)	1/31/2018 10:44 AM
9	I can't describe exactly why, but it just doesn't feel that inviting or accessible- perhaps because it is right off of a busy road and not easy to get to, unless you are walking.	1/30/2018 4:55 PM
10	It doesn't serve what people are looking for. I would love to use the water more but it doesn't have good access for the public.	1/29/2018 11:44 AM
11	It feels anti-dog with the leash rules.	1/27/2018 3:10 PM
12	The group that usually plays basketball and their spectators is intimidating. The open air drug dealing on e. Gorham, which spills into the park is intimidating and frightening.	1/26/2018 6:16 PM
13	As I said earlier, the building is not attractive and in particular the "silos" are ugly. They block the view of the lake that one could see when walking down the street or driving by.	1/26/2018 4:48 PM
14	James Madison seems to be for college students and the rowing team.	1/18/2018 4:37 PM
15	I have felt an increased sense of surveillance while being at the park. I have always presumed that this was due to institutional bias against people experiencing homelessness and people of color.	1/18/2018 2:44 PM
16	as a person of color the times I have been there, didn't see many other people of color so don't feel safe there so don't go as often as I would like	1/18/2018 2:18 PM
17	Homeless people regularly are harassed or removed from the space regardless of whether or not they've caused problems. Really hoping that the park can be a space that works for everyone and not just some.	1/18/2018 1:54 PM
18	There are times when the park feels unsafe. There are sometimes individuals with mental health issues and what appear to be drug and alcohol issues frequently using the park.	1/18/2018 1:11 PM
19	Seems it is all students or transients. Not family friendly at all.	1/18/2018 1:04 PM

Q10 What existing or potential amenities are important to have at James Madison Park? PLEASE ANSWER ALL ROWS.

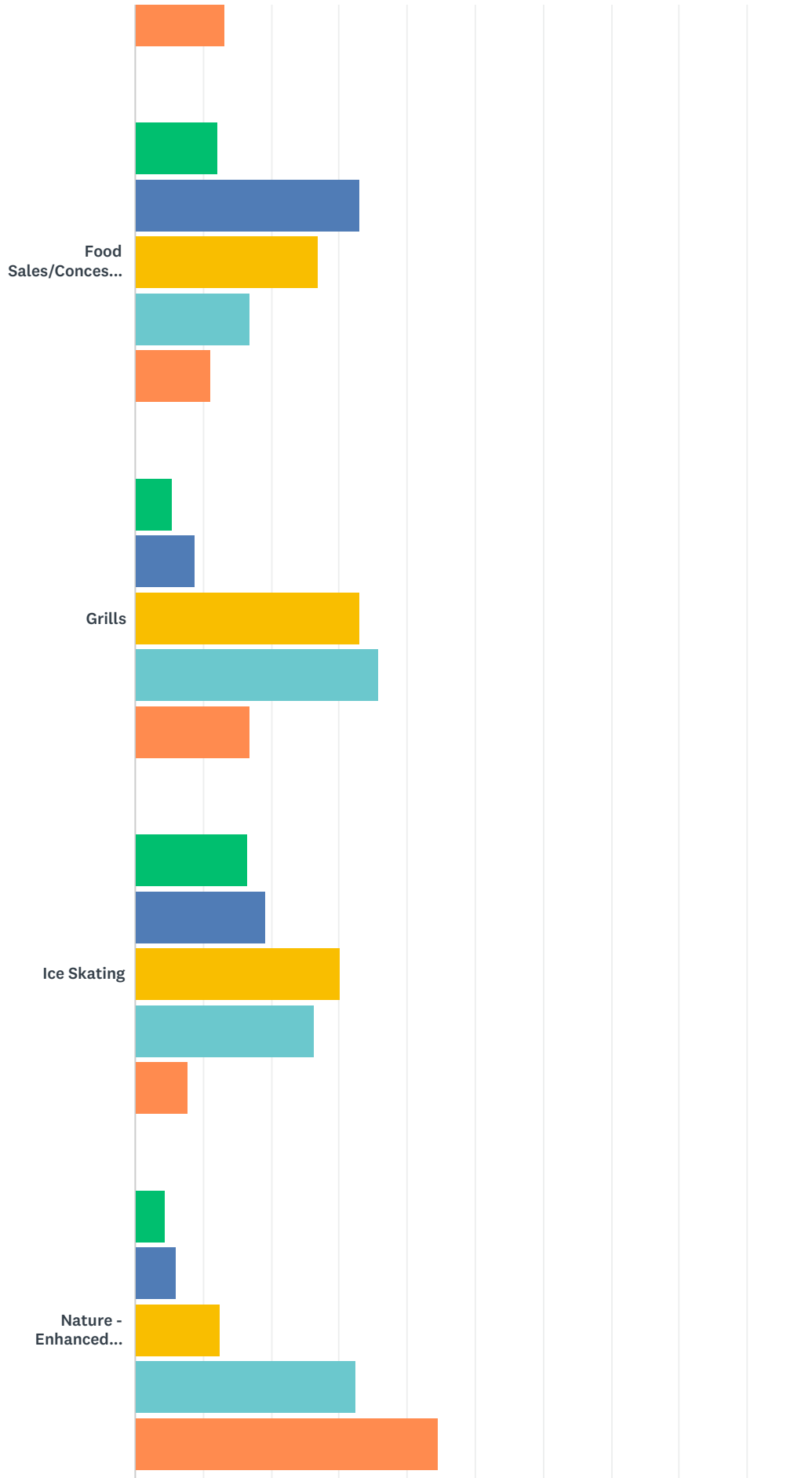
Answered: 182 Skipped: 31



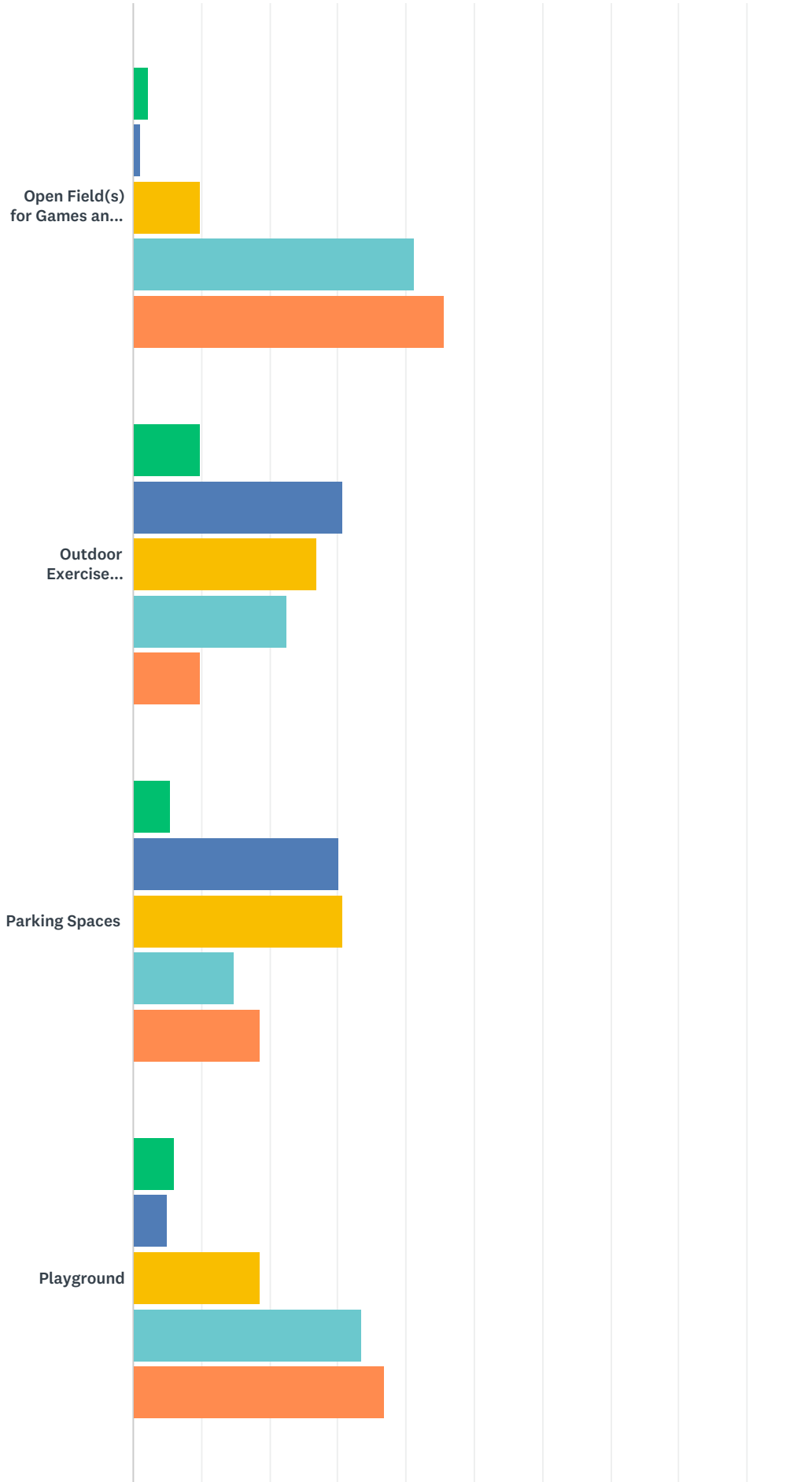
James Madison Park Master Plan and Shelter Facility Design



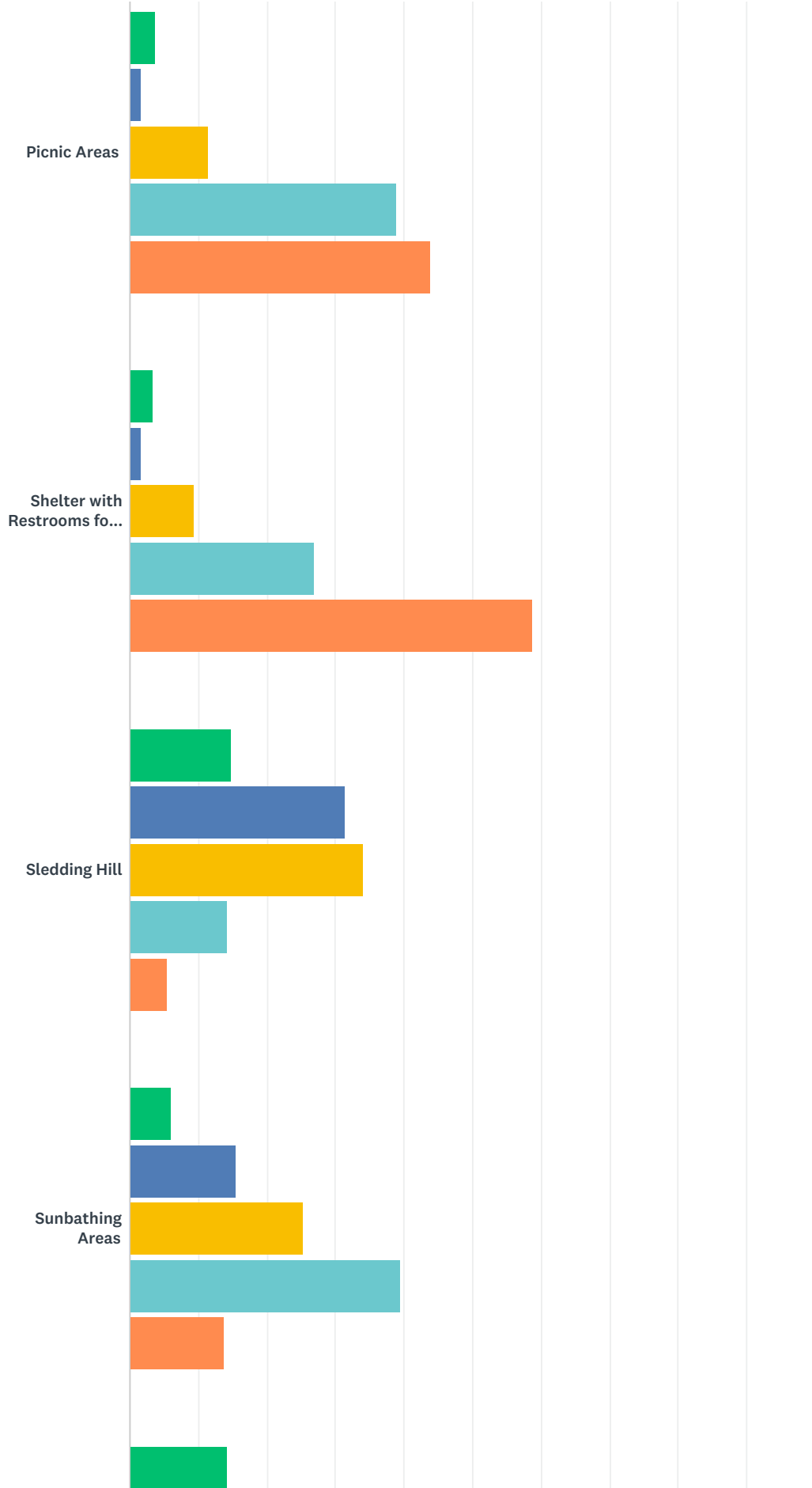
James Madison Park Master Plan and Shelter Facility Design



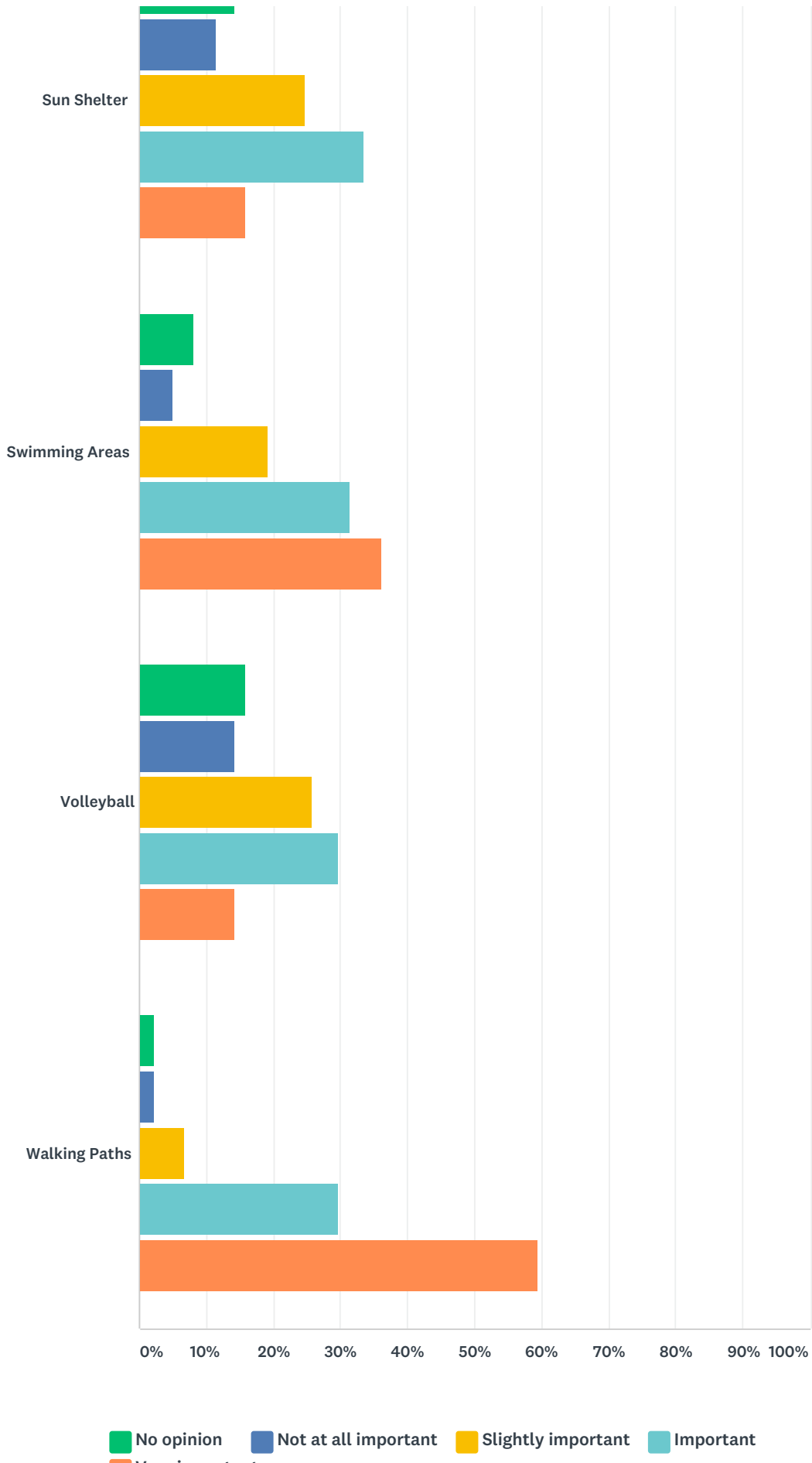
James Madison Park Master Plan and Shelter Facility Design



James Madison Park Master Plan and Shelter Facility Design



James Madison Park Master Plan and Shelter Facility Design



James Madison Park Master Plan and Shelter Facility Design

■ Very important

	NO OPINION	NOT AT ALL IMPORTANT	SLIGHTLY IMPORTANT	IMPORTANT	VERY IMPORTANT	TOTAL
Basketball Court(s)	20.33% 37	6.59% 12	13.74% 25	35.16% 64	24.18% 44	182
Beach	3.30% 6	1.65% 3	13.74% 25	27.47% 50	53.85% 98	182
Boating Access (Paddlesports)	6.59% 12	3.30% 6	14.84% 27	35.71% 65	39.56% 72	182
Boating Access (Motorized)	12.64% 23	51.65% 94	18.68% 34	9.34% 17	7.69% 14	182
Community Gardens	11.54% 21	19.78% 36	25.27% 46	22.53% 41	20.88% 38	182
Disc Golf	23.63% 43	46.70% 85	16.48% 30	9.89% 18	3.30% 6	182
Dog Park (Fenced)	14.29% 26	26.37% 48	24.73% 45	18.68% 34	15.93% 29	182
Fishing Access	17.03% 31	13.74% 25	24.73% 45	31.32% 57	13.19% 24	182
Food Sales/Concessions	12.09% 22	32.97% 60	26.92% 49	17.03% 31	10.99% 20	182
Grills	5.49% 10	8.79% 16	32.97% 60	35.71% 65	17.03% 31	182
Ice Skating	16.48% 30	19.23% 35	30.22% 55	26.37% 48	7.69% 14	182
Nature - Enhanced Natural Areas and Native Plantings	4.40% 8	6.04% 11	12.64% 23	32.42% 59	44.51% 81	182
Open Field(s) for Games and Recreation	2.20% 4	1.10% 2	9.89% 18	41.21% 75	45.60% 83	182
Outdoor Exercise Equipment	9.89% 18	30.77% 56	26.92% 49	22.53% 41	9.89% 18	182
Parking Spaces	5.49% 10	30.22% 55	30.77% 56	14.84% 27	18.68% 34	182
Playground	6.04% 11	4.95% 9	18.68% 34	33.52% 61	36.81% 67	182
Picnic Areas	3.85% 7	1.65% 3	11.54% 21	39.01% 71	43.96% 80	182
Shelter with Restrooms for Community Programming and Events	3.30% 6	1.65% 3	9.34% 17	26.92% 49	58.79% 107	182
Sledding Hill	14.84% 27	31.32% 57	34.07% 62	14.29% 26	5.49% 10	182
Sunbathing Areas	6.04% 11	15.38% 28	25.27% 46	39.56% 72	13.74% 25	182
Sun Shelter	14.29% 26	11.54% 21	24.73% 45	33.52% 61	15.93% 29	182
Swimming Areas	8.24% 15	4.95% 9	19.23% 35	31.32% 57	36.26% 66	182
Volleyball	15.93% 29	14.29% 26	25.82% 47	29.67% 54	14.29% 26	182

James Madison Park Master Plan and Shelter Facility Design

Walking Paths	2.20%	2.20%	6.59%	29.67%	59.34%	
	4	4	12	54	108	182

Q11 What else should the City consider as it plans for the future of James Madison Park and the shelter building?

Answered: 113 Skipped: 100

#	RESPONSES	DATE
1	Include shoreline buffers/rain gardens of native plants - good for water quality and pollinators. Live performance area for concerts, outdoor films, and story time for kids.	3/13/2018 1:46 PM
2	Garden plots for residents in the neighborhood; natural buffers to protect water quality along the shore and provide an educational opportunity	3/12/2018 8:52 PM
3	1. Install a sprinkling system in the gardens at the shelter 2. Terrace the steep erosion-prone garden on the SW side of the shelter (above the men's restroom) 3. Create a large community garden behind the boathouse.	3/12/2018 7:44 PM
4	Add an adult-sized pull-up bar. [copied from a friend who works in water quality—I would never swim at the beach as it currently stands] Improve the quality of Lake Mendota's water through shoreline buffers of native plants and/or bioswales. When there is conflict between water quality-preserving features and recreational features like shoreline steps or beaches, please prioritize the water quality features -- no one will want to swim or sit next to the lake if algal blooms become more common or more pungent. Ask the coordinators of the Dane County lake cleanup efforts how the park's master plan can support cleaner water. Theatre pit or small live performance area for concerts, film screenings, outdoor theater, poetry readings, stand up comedy, etc. Community gardens would be nice, but space likely an issue. Consider dedicating space to pollinator gardens and/or native plant habitat.	3/12/2018 11:58 AM
5	Water quality improvement initiatives, a small area for live performances.	3/11/2018 4:32 PM
6	1) Improve the quality of Lake Mendota's water through shoreline buffers of native plants and/or bioswales. When there is conflict between water quality-preserving features and recreational features like shoreline steps or beaches, please prioritize the water quality features -- no one will want to swim or sit next to the lake if algal blooms become more common or more pungent. Ask the coordinators of the Dane County lake cleanup efforts how the park's master plan can support cleaner water. 2) A small live performance area for concerts, film screenings, outdoor theater, poetry readings, stand up comedy, etc. 3) Consider adding fire pits 4) Allow anyone of age to drink alcohol from non-glass containers without a permit 5) Consider dedicating space to pollinator gardens and/or native plant habitat.	3/11/2018 3:28 PM
7	The City should consider better environmental protections - there is lots of pollution and dead fish on the beaches, and it's worrisome seeing kids swim and play around so much refuse. There is also garbage in the lake and around the greens. A lot of that trash blows out from overflowing garbage bins left on E Gorham St. on windy garbage pick-up days. Latches should be on all City garbage/recycle bins - one way to cut down pollution. The City should also consider investing forward-thinking innovation, LEED certified infrastructure, and bring in stakeholders and individuals that are well versed in land use planning, architecture, and environmental management. I live on James Madison Park (in one of the grandfathered homes) and hold a law degree and a Master's in Environmental Management from Yale. I'd be happy to volunteer my time/resources/thoughts on the project.	3/8/2018 7:42 PM
8	Stage for music.	3/7/2018 7:22 PM
9	Murals	3/5/2018 5:17 PM
10	Please remember the fisherman who fish from the bank there and the access that it provides them to fish Lake Mendota without having to get a boat.	3/2/2018 1:56 AM
11	Clean Beach, Cute cafe on the water, place for boats	3/1/2018 11:28 PM
12	Parking	3/1/2018 9:29 AM
13	More volleyball courts!	2/28/2018 10:37 PM
14	Replacement of the shelter to an area closer to activity to avoid 'after hour activities'.	2/28/2018 6:22 PM

James Madison Park Master Plan and Shelter Facility Design

15	Safety by designing the physical environment to be safe for all people at all times	2/28/2018 4:04 PM
16	Security and public safety	2/28/2018 3:35 PM
17	More programming for a variety of audiences Renovate/reimagine shelter	2/28/2018 2:52 PM
18	The City should continue to focus efforts on creating a path along Lake Mendota that runs from Memorial Union to James Madison Park.	2/28/2018 2:52 PM
19	Given the limited space and inability to expand the park in any direction, the main concern I would have with a reevaluation of the park amenities would be overcrowding. The strongest feature of the park is its featureless green space that provides ample space for all to play without being on top of one another, while also providing a spectacular and unfettered view of Lake Mendota as you drive into town on East Gorham. It sends the message that this is a city that values green space and recreation and its lakes, to the extent that a big spread of grass next to the water can remain untouched in so dense a downtown. The prospect of new amenities and equipment is exciting, but it would be a shame if it came at the expense of the park's signature feature.	2/26/2018 12:11 PM
20	inclusivity! no racism	2/18/2018 8:10 PM
21	Maximizing space considering how small the park is relative to the number of visitors on nice weekend days.	2/17/2018 3:13 PM
22	Make sure there is a place for people experiencing homelessness to sit and use the restroom.	2/12/2018 1:14 PM
23	The highly diverse needs of the community that lives in the immediate area and uses James Madison Park, including: homeless people, students, young families, single young professionals, and lower middle class/working class individuals. All have very different needs, but all are part of the local community and use the park and all of their needs must be addressed.	2/9/2018 9:35 AM
24	more trees, public bathroom, little free library	2/5/2018 3:49 PM
25	More benches along the water. More trash cans.	2/3/2018 11:46 AM
26	Ensure that any stairways are strictly off-limits to skateboarders (currently, they run their skateboards down the metal handrails alongside the stairways and crash into the garden, ruining it).	2/2/2018 5:09 PM
27	Raised beds for wheelchair and handicapped community gardening.	2/2/2018 4:35 PM
28	Accessible playground	2/1/2018 1:32 PM
29	The park is a great gathering place for a wide diversity of people. Please don't try to stop this.	1/31/2018 9:44 PM
30	Do something bold and really celebrate the lakes in Madison.	1/31/2018 3:19 PM
31	Police presence and controlling loud music noises	1/31/2018 12:45 PM
32	Programming - concerts, children's activities	1/31/2018 12:31 PM
33	Finding help and shelter for the homeless that inhabit the park	1/31/2018 11:55 AM
34	Better policing/security.	1/31/2018 11:38 AM
35	an area for music performances	1/31/2018 11:35 AM
36	James Madison thrives because it is an open space. Please don't destroy it by overthinking and over planning in.	1/31/2018 11:26 AM
37	Consider future of transportation, water taxis Keeping family friendly in Downtown	1/31/2018 11:21 AM
38	bus stops and routes that make access easy for all	1/31/2018 10:46 AM
39	bike connection along lake to Memorial Union	1/31/2018 10:02 AM
40	It is a great park. It is well used. I don't think there needs to be lots of changes. A dog park would be great. A new shelter would be awesome, but I know that is really expensive. No community gardens should be put in this park. No power boats and preserve green space.	1/30/2018 11:10 PM
41	Perhaps some sort of programming? i.e. yoga, paddle boarding, disc golf leagues, etc.	1/30/2018 4:58 PM
42	I would love to hammock at this park but can't find good places to do so.	1/30/2018 2:23 PM
43	Better access for voters - particularly those with disabilities. Restrooms. Showers with hot water. Lockers to temporarily lock things so they don't get stolen.	1/30/2018 1:44 PM

James Madison Park Master Plan and Shelter Facility Design

44	Please include more native plantings! Including informational placards for the native plantings is a great way to teach us Madisonians about our environment and keep us connected to the land. Additionally, more trash cans that are distributed evenly through the park would be great!	1/29/2018 8:45 PM
45	An atrium area shaded by bifacial solar panels . Maybe it could provide power for the shelter or the lights overnight	1/29/2018 8:37 PM
46	Public restrooms with better natural light. The existing shelter, while it is open air, feels very dark and uninviting.	1/29/2018 4:24 PM
47	Space for concerts and small, neighborhood festivals or block parties.	1/29/2018 3:54 PM
48	Thanks for this surgery.	1/29/2018 3:17 PM
49	Don't block lake view with ugly concrete, as it now is	1/29/2018 2:28 PM
50	Make it easy to see into and out of to make people feel safe when going in and out of the building.	1/29/2018 2:12 PM
51	As developers build around the park area, will there be requirements to have retail spaces to provide more "amenities" to park users, rather than just apartment blocks with no restaurants/cafes, etc.	1/29/2018 1:18 PM
52	An Aquatic Center for all non-motorized water users	1/29/2018 11:47 AM
53	A paddle sport / aquatic center that could accommodate a range of episodic-access as well as structured programming.	1/29/2018 11:21 AM
54	It's important to add additional lighting along the sidewalk on E. Gorham and by the basketball court and parking lot.	1/29/2018 10:55 AM
55	welcoming architecture (kind of imposing and uninviting as is)	1/29/2018 12:03 AM
56	benches closer to the lake	1/28/2018 11:09 PM
57	A Biergarten like at Olbrich Focus on water activities due to history of beach and boathouse to make it stand out as a specific type of park Safety Measures - lighting at night, park closing time enforced, parks department checking areas for illegal activities	1/28/2018 9:41 PM
58	definitely more dog access such as a dog park, it would be more convenient than all the other dog parks for people living downtown	1/28/2018 5:19 PM
59	Biergarten or cafe or similar	1/28/2018 2:24 PM
60	External shelter (not elaborate) near the Gates of Heaven for overflow crowds. GOH--lovely and historically important--has very little capacity and inadequate summer ventilation.	1/28/2018 12:44 PM
61	Parkour structure and/or adult-sized playground equipment, similar to what exists in Europe & China. Wisconsin Parkour can consult on this.	1/28/2018 12:33 PM
62	Consider the cost -- taxes increasing 5% each year is not sustainable. If things can't be completed without raising property taxes, consider whether the park is ok as is. It would be great to have a large fenced in dog park as there are not any good locations downtown (John Nolen location and location near E Wash are both small and poor locations, near traffic and difficult to access for many downtown and Capitol East residents)	1/28/2018 11:24 AM
63	Showers, community outreach for homeless, food cart areas.	1/27/2018 10:47 PM
64	make it more open and inviting.	1/27/2018 6:53 PM
65	Maintain open area with grass, unspoiled by dog pee and poop. This is a park where people sit on the grass to relax, sunbathe, and play sports. Keep it quiet, without noisy motor boats or loud music, so visitors can enjoy the outdoors and the view.	1/27/2018 6:17 PM
66	A completely new shelter with a multi-season coffee shop with outdoor cafe. Limited alcohol consumption within the confines of the cafe only. No carryout alcohol into the park. No carry in alcohol law to the park should be maintained and enforced.	1/27/2018 5:08 PM
67	The number one focus should be improving the beach and water quality to allow swimming. The beach is essentially used as a smelly garbage dump right now. Then, the city should think of a public private partnership to better use the shelter, like a beer garden or food concession stand. And dogs should be welcome in the park on and off leash.	1/27/2018 3:13 PM
68	Cut down the trees that block the view from the top of the shelter. Expand the park	1/27/2018 2:40 PM

James Madison Park Master Plan and Shelter Facility Design

69	Get rid of the seawall and replace it with something that is safer and allows access to the lake; improve the tiny and ugly sand beach area; replicate and enhance the natural shoreline area on the NE side of the park; make better use of the facility (open restrooms, concessions, drinking fountain, etc.); provide a lifeguard; basketball court and parking lot should be moved closer to the street and away from the lake	1/27/2018 12:47 PM
70	Art and function. Madison needs to focus on better public art!!	1/27/2018 9:31 AM
71	Bench seating along walkways	1/27/2018 9:23 AM
72	Please remove the silos on top of the shelter. They are unsightly and detract from the view of the lake.	1/27/2018 8:49 AM
73	More film screenings. A stage. Our side of the Isthmus needs a Willy Street Fair/Orton Park-style festival.	1/27/2018 8:09 AM
74	Safety, lighting, benches	1/27/2018 7:42 AM
75	Attractive and functional shelter design.	1/26/2018 10:18 PM
76	The beach has no shade, so no one likes to go there. Also, too many drunk people ruin the experience for families.	1/26/2018 9:53 PM
77	I'd like to throw out there that there's no way you're going to fit a proper 18 hole disc golf course on that property, especially not with all the other uses at this park. You might be able to fit a small dog park area, tucked into one of the edges. College kids are here all the time, just relaxing, sunbathing, swimming. The basketball courts are always full. I'd vote for leaving large, unprogrammed areas. Housing density downtown is very high, renters have little open space to enjoy. The shelter has to go though, wow. It's like a giant bomb bunker.	1/26/2018 7:57 PM
78	Make the shelter less ugly! Not all concrete and not jutting out of the ground.	1/26/2018 7:32 PM
79	I run Shrekfest every year and the only thing I could say that would make it an even more perfect event space would be the inclusion of a parking lot, but I understand there is no logical space for something like that.	1/26/2018 7:18 PM
80	Historical exhibits	1/26/2018 6:27 PM
81	Landscape design that discourages crime like drug dealing, mugging, etc. the large number of people with dogs who use the park, but who are irresponsible dog owners and ruin it for the rest of us who are responsible and polite with their dogs. The badly behaved people/dog are going to show up, so maybe a fenced area to keep them contained?	1/26/2018 6:21 PM
82	Consider the surrounding area, and the demographics of who has been using the park, and who will use it in the future	1/26/2018 6:04 PM
83	Concessions, beer garden	1/26/2018 5:42 PM
84	I like the variety it offers, but before you consider any significant replanning or major efforts, I'd appreciate basic upgrades to the benches and a cleaner beach or no beach at all. Cleanliness should be a prerequisite to new initiatives.	1/26/2018 5:30 PM
85	Docks for sailing vessels	1/26/2018 5:06 PM
86	Get rid of the silos. Either retrofit or completely rebuild the shelter.	1/26/2018 4:51 PM
87	The Lake and open play space is the most important asset to this park. It seems like a well visited park by a mix of Madisonians. Grills and playground equipment are important as well as paths near lake.	1/26/2018 4:50 PM
88	A plaza at the end of Gilman serving as a pedestrian corridor bookend with Peace Plaza at State Street. A floating dock connecting James Madison Park to The Edgewater. Recessed shoreline that creates a more naturalized edge. A peninsula on axis with Hamilton Street.	1/26/2018 4:40 PM
89	Preserving views of the lake and open space.	1/26/2018 4:33 PM
90	How this park connects and supports biking, bike paths. I think it is important to have more car parking available, it is not very practical in this park. But greater design for biking, bike access would be welcome.	1/26/2018 4:27 PM

James Madison Park Master Plan and Shelter Facility Design

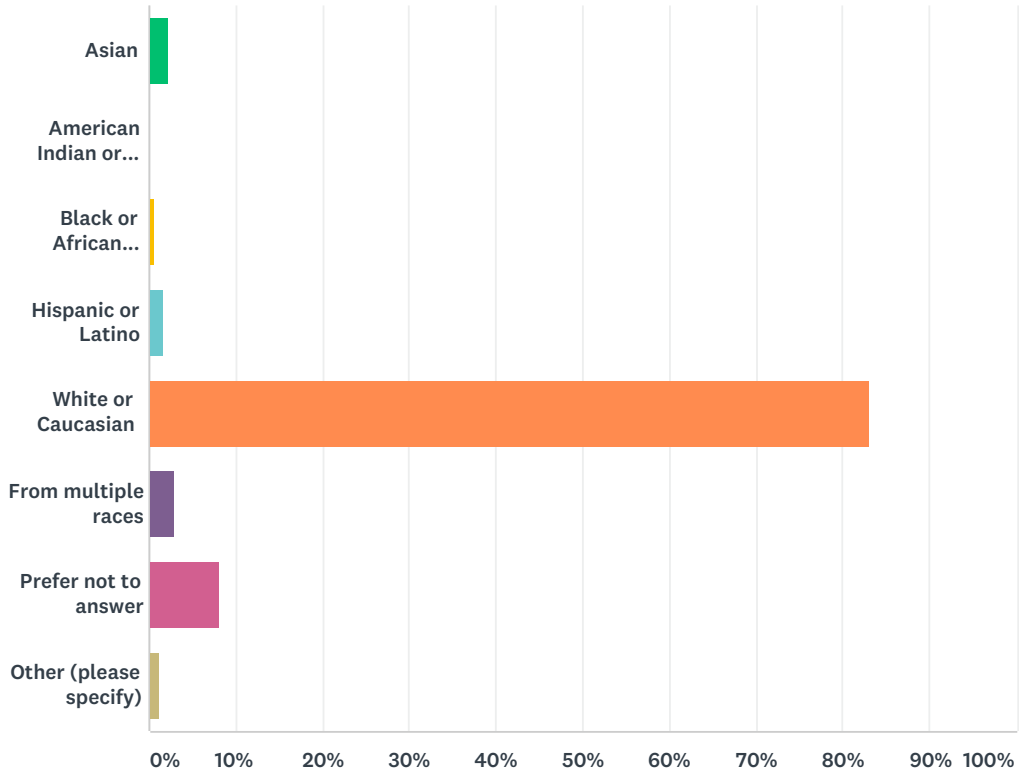
91	Who uses the park? Are there people who live nearby who do not use it for any reason? Has the city done an equity analysis of park use? For instance, if __% people of color live in the immediate vicinity, are they adequately represented among park users. Another thing to keep in mind is that adding too much "stuff" will detract from the nice open space that it provides in the middle of the city. The more 'specific' it feels and broken up by structures, courts, etc., the less folks will be able to see the water and also go there just to relax.	1/26/2018 4:24 PM
92	The main focus should be on keeping the park and the surrounding area as natural as possible. Maintaining or reintroducing native trees and plants will surely help keep the lake healthy and clean.	1/26/2018 4:24 PM
93	A landform/peninsula out into the water to maximize waterfront experience and views, while protecting shoreline on leeward side!	1/26/2018 4:21 PM
94	Parking is an issue - is there a way to add more? Also, I feel that the shelter building and bathrooms need remodeling.	1/26/2018 4:17 PM
95	Information and resource kiosk Café of pace for food carts to park	1/24/2018 10:47 AM
96	Minimal impact upon nature - let people walk or take the bus to get there. Don't intrude upon the Gates to heaven building!	1/22/2018 8:02 AM
97	Use design to keep the lake feeling accessible and big and tied together with the park.	1/18/2018 8:04 PM
98	This park is small. The basketball courts are being used it seems mainly by folks who drive to them, park behind Gates of Heaven and on the street but don't otherwise use the park. But the basketball courts are heavily used and there should be another location that's more suitable, such as possibly Central Park. A relocation would also free up parking spaces for park users. More benches are needed in the park especially along the lake. The survey didn't ask about this. Public education is needed in the park so that the community learns how to respect this gift. I've seen unfortunate behaviors in JMP by unattended children and young adults that resulted in intentional littering of the park and lake. Perhaps a volunteer association of Friends of James Madison Park could be formed and the volunteers trained and vested with responsibilities and modest authority to take an active role in pursuit of educational goals.	1/18/2018 5:30 PM
99	More diverse events and activities	1/18/2018 4:40 PM
100	some connection with the temple at the edge of the park	1/18/2018 4:33 PM
101	No Comment	1/18/2018 3:21 PM
102	Access and programming for people experiencing homelessness that are utilizing nearby shelters.	1/18/2018 2:47 PM
103	nothing to add at this time	1/18/2018 2:20 PM
104	open grilling spots, bathrooms and changing rooms	1/18/2018 2:00 PM
105	Instead of considering homeless experiences, use other policies to help the homeless, such as building another Rethke. It is not good for both homeless and non-homeless to have homeless people sleep in the park.	1/18/2018 1:54 PM
106	The shelter is very unappealing and looks unwelcoming - needs to be renovated and opened outward. I didn't even realize it was a usable shelter until I had lived in the neighborhood for over a year, and I walk in the park frequently. The roof is a missed opportunity - seldom used, but has incredible views. I think the biggest issues with the park are the shelter and shoreline (barren, no access). The basketball courts are an important gathering space. The Bernard Boathouse is beautiful and it would be great to have more public access there.	1/18/2018 1:33 PM
107	Consider how you would provide additional parking or possible transit to planned events. It would be great to see organized music events there, but parking would be the greatest challenge for that type of event.	1/18/2018 1:15 PM
108	Please make the shelter more welcoming, light and safe for families.	1/18/2018 1:06 PM
109	Bathrooms and changing areas open during regular park hours. Exterior shower at least sandy/foot rinser, ideally full body.	1/18/2018 12:51 PM
110	bathroom access, unique design	1/18/2018 12:47 PM
111	Places for activities and information on resources and shelter for homeless	1/18/2018 12:44 PM

James Madison Park Master Plan and Shelter Facility Design

112	In 2011, responding to the request for a community garden on the roof of the Central Library, the City agreed to plan for potential community gardens in its downtown parks (Olin, James Madison and Brittingham) to provide space for renters. A community garden was sited in Brittingham Park in 2012. Please make sure this planning process designates appropriate space in James Madison for community gardens so the City is ready to respond to a request from downtown residents. When you're master planning Olin Park, please remember this, too. Thanks.	1/17/2018 11:24 PM
113	Making sure if basketball courts are placed somewhere, that they remain accessible to wheelchairs. Make sure that a sidewalk or path runs from a main parking area or the street adjoining sidewalk to the basketball courts.	1/17/2018 3:01 PM

Q12 How do you identify your race? (optional)

Answered: 172 Skipped: 41

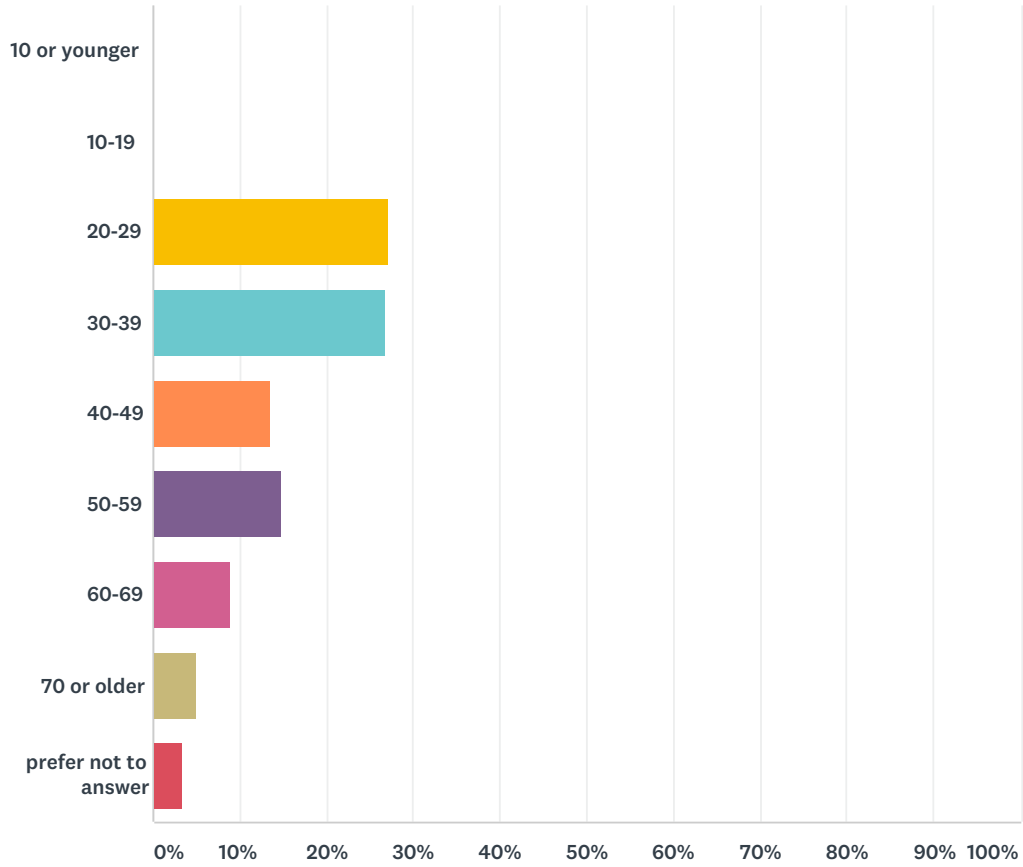


ANSWER CHOICES	RESPONSES
Asian	2.33% 4
American Indian or Alaskan Native	0.00% 0
Black or African American	0.58% 1
Hispanic or Latino	1.74% 3
White or Caucasian	83.14% 143
From multiple races	2.91% 5
Prefer not to answer	8.14% 14
Other (please specify)	1.16% 2
TOTAL	172

#	OTHER (PLEASE SPECIFY)	DATE
1	Human	2/2/2018 4:37 PM
2	It shouldn't matter.	1/17/2018 11:25 PM

Q13 What is your age? (optional)

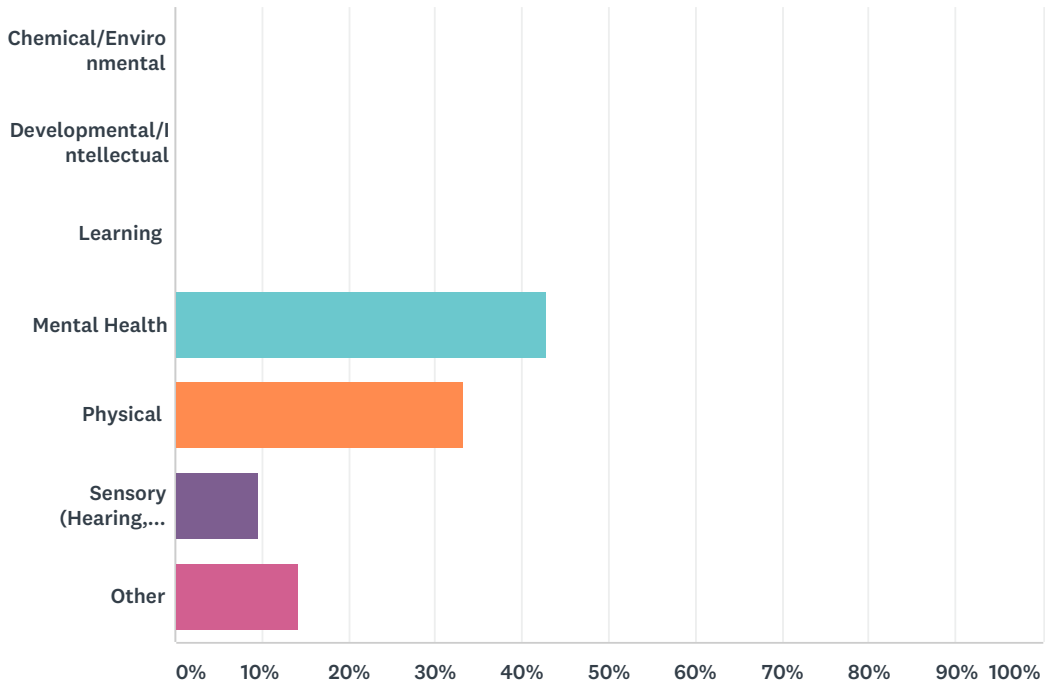
Answered: 176 Skipped: 37



ANSWER CHOICES	RESPONSES	
10 or younger	0.00%	0
10-19	0.00%	0
20-29	27.27%	48
30-39	26.70%	47
40-49	13.64%	24
50-59	14.77%	26
60-69	9.09%	16
70 or older	5.11%	9
prefer not to answer	3.41%	6
TOTAL		176

Q14 If you are a person with a disability, please select all that apply to you: (optional)

Answered: 21 Skipped: 192



ANSWER CHOICES	RESPONSES	
Chemical/Environmental	0.00%	0
Developmental/Intellectual	0.00%	0
Learning	0.00%	0
Mental Health	42.86%	9
Physical	33.33%	7
Sensory (Hearing, Vision)	9.52%	2
Other	14.29%	3
TOTAL		21

Q15 What is your street address? (optional)

Answered: 59 Skipped: 154

#	RESPONSES	DATE
1	N Pinckney St	3/13/2018 1:46 PM
2	303 N Hamilton Street	3/12/2018 8:52 PM
3	311 E. Johnson St.	3/12/2018 11:58 AM
4	1402 Drake Street	3/11/2018 4:32 PM
5	419 North Pinckney Street	3/11/2018 3:29 PM
6	646 E Gorham St.	3/8/2018 7:43 PM
7	2418 Winnebago St.	3/7/2018 7:24 PM
8	115 N. Hancock	3/5/2018 5:17 PM
9	204 N. Pinckney	3/2/2018 1:26 PM
10	849 Jana Lane	3/2/2018 1:56 AM
11	653 E. Gorham st.	3/1/2018 11:29 PM
12	309 West Washington Avenue	2/28/2018 4:04 PM
13	6333 Hartford Dr	2/12/2018 1:14 PM
14	211 n hamilton	2/4/2018 7:14 PM
15	311 North Hancock	2/3/2018 11:46 AM
16	525 E Mifflin St	2/2/2018 5:10 PM
17	Nichols Staion condos	2/2/2018 4:37 PM
18	209 Gannon Ave	2/2/2018 9:19 AM
19	2742 Mason Street	1/31/2018 11:22 AM
20	306 Norris CT APT C	1/30/2018 2:24 PM
21	N Hancock St.	1/30/2018 1:45 PM
22	I live on N Pinckney.	1/29/2018 8:46 PM
23	1021 Sherman Avenue	1/29/2018 6:24 PM
24	1200 block of Sherman Avenue	1/29/2018 3:18 PM
25	416 N Butler St	1/29/2018 3:02 PM
26	1023 Sherman Ave	1/29/2018 2:29 PM
27	1822 Kropf Ave	1/29/2018 1:12 PM
28	W. Wilson Street	1/29/2018 11:22 AM
29	720 E Gorham St	1/28/2018 9:42 PM
30	27 N Webster St	1/28/2018 8:26 PM
31	2 west gorham st	1/28/2018 5:20 PM
32	near west side	1/28/2018 12:45 PM
33	Within walking distance to the park -- a dog park would cause me to visit more often	1/28/2018 11:25 AM
34	938 E Mifflin Street	1/28/2018 10:38 AM
35	1130 Sherman Ave	1/27/2018 10:48 PM

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36	Paterson Street in the Tenney-Lapham neighborhood	1/27/2018 5:10 PM
37	E. Dayton	1/27/2018 3:14 PM
38	407 N Brearly St	1/27/2018 2:58 PM
39	150 E. Gilman St	1/27/2018 12:48 PM
40	900 block of E. Dayton, Madison	1/27/2018 8:50 AM
41	825 e mifflin	1/26/2018 10:57 PM
42	638 E Mifflin Street	1/26/2018 10:19 PM
43	300 Block N Baldwin St	1/26/2018 8:39 PM
44	825 E Mifflin St	1/26/2018 8:27 PM
45	Williamson	1/26/2018 7:24 PM
46	Sherman Ave	1/26/2018 6:27 PM
47	140 N. Franklin St.	1/26/2018 5:07 PM
48	123 N Blount St	1/26/2018 5:05 PM
49	N. Paterson St	1/26/2018 4:51 PM
50	1100 block E. Mifflin Street	1/26/2018 4:51 PM
51	303 N. Hamilton Street	1/26/2018 4:41 PM
52	116 E. Gilman St.	1/26/2018 4:15 PM
53	N Hamilton St	1/20/2018 12:39 PM
54	N. Blair St.	1/18/2018 5:32 PM
55	311 east johnson st	1/18/2018 2:00 PM
56	435 E Gorham Street	1/18/2018 1:33 PM
57	St. Paul Ave.	1/18/2018 1:22 PM
58	110 N. Second Street	1/18/2018 1:07 PM
59	700 block West Main Street	1/17/2018 3:01 PM

Q16 In what ZIP code is your home located? (enter 5-digit ZIP code; for example, 00544 or 94305)

Answered: 166 Skipped: 47

#	RESPONSES	DATE
1	53703	3/13/2018 1:46 PM
2	53703	3/12/2018 9:09 PM
3	53703	3/12/2018 8:52 PM
4	53703	3/12/2018 7:45 PM
5	53703	3/12/2018 11:58 AM
6	53711	3/11/2018 4:32 PM
7	53703	3/11/2018 4:24 PM
8	53716	3/11/2018 3:51 PM
9	53703	3/11/2018 3:29 PM
10	53703	3/8/2018 7:43 PM
11	53704	3/7/2018 7:24 PM
12	53703	3/5/2018 5:17 PM
13	53703	3/2/2018 1:26 PM
14	53704	3/2/2018 1:56 AM
15	53703	3/1/2018 11:29 PM
16	53558	3/1/2018 11:28 AM
17	53703	2/28/2018 10:37 PM
18	53703	2/28/2018 6:22 PM
19	53703	2/28/2018 4:04 PM
20	53703	2/28/2018 3:36 PM
21	53703	2/28/2018 2:52 PM
22	53705	2/28/2018 2:52 PM
23	53703	2/26/2018 12:11 PM
24	53703	2/20/2018 12:03 AM
25	53715	2/19/2018 3:17 PM
26	53703	2/18/2018 8:10 PM
27	53711	2/17/2018 3:13 PM
28	53703	2/16/2018 5:47 PM
29	53719	2/12/2018 1:14 PM
30	53716	2/12/2018 10:59 AM
31	53704	2/9/2018 5:51 PM
32	53704	2/9/2018 11:43 AM
33	53703	2/9/2018 9:35 AM
34	53715	2/9/2018 9:21 AM

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35	53590	2/9/2018 9:12 AM
36	53716	2/6/2018 3:34 PM
37	53703	2/5/2018 3:50 PM
38	53703	2/4/2018 7:57 PM
39	53703	2/4/2018 7:14 PM
40	53703	2/4/2018 6:54 PM
41	53703	2/3/2018 11:46 AM
42	53703	2/2/2018 5:10 PM
43	53703	2/2/2018 4:37 PM
44	53714	2/2/2018 9:19 AM
45	53703	2/1/2018 1:33 PM
46	53704	1/31/2018 9:44 PM
47	53703	1/31/2018 9:15 PM
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49	53703	1/31/2018 12:46 PM
50	53704	1/31/2018 12:32 PM
51	53711	1/31/2018 12:00 PM
52	53703	1/31/2018 11:55 AM
53	53703	1/31/2018 11:39 AM
54	53593	1/31/2018 11:36 AM
55	53703	1/31/2018 11:26 AM
56	53705	1/31/2018 11:22 AM
57	53711	1/31/2018 10:46 AM
58	53714	1/31/2018 10:03 AM
59	53703	1/30/2018 5:15 PM
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63	53703	1/30/2018 1:45 PM
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69	53704	1/29/2018 4:24 PM
70	53703	1/29/2018 3:54 PM
71	53703	1/29/2018 3:18 PM
72	53703	1/29/2018 3:02 PM
73	53703	1/29/2018 2:29 PM
74	53704	1/29/2018 2:13 PM
75	53713	1/29/2018 1:18 PM

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76	53704	1/29/2018 1:12 PM
77	53703	1/29/2018 12:07 PM
78	53703	1/29/2018 11:47 AM
79	53703	1/29/2018 11:22 AM
80	53703	1/29/2018 11:17 AM
81	53718	1/29/2018 10:55 AM
82	53703	1/29/2018 9:30 AM
83	53704	1/29/2018 12:04 AM
84	53703	1/28/2018 11:09 PM
85	53703	1/28/2018 9:42 PM
86	53703	1/28/2018 8:26 PM
87	53703	1/28/2018 5:20 PM
88	53704	1/28/2018 2:26 PM
89	53711	1/28/2018 12:45 PM
90	53718	1/28/2018 12:33 PM
91	53703	1/28/2018 12:12 PM
92	53703	1/28/2018 11:25 AM
93	53703	1/28/2018 10:38 AM
94	53703	1/27/2018 10:48 PM
95	53703	1/27/2018 8:58 PM
96	53703	1/27/2018 6:54 PM
97	53703	1/27/2018 6:18 PM
98	53703	1/27/2018 5:10 PM
99	53703	1/27/2018 4:40 PM
100	53703	1/27/2018 3:14 PM
101	53703	1/27/2018 2:58 PM
102	53726	1/27/2018 12:48 PM
103	53704	1/27/2018 9:32 AM
104	53703	1/27/2018 8:50 AM
105	53703	1/27/2018 8:09 AM
106	53711	1/27/2018 7:43 AM
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109	53703	1/26/2018 9:54 PM
110	53703	1/26/2018 8:39 PM
111	53703	1/26/2018 8:27 PM
112	53704	1/26/2018 7:57 PM
113	53212	1/26/2018 7:19 PM
114	53703	1/26/2018 6:27 PM
115	53703	1/26/2018 6:22 PM
116	53590	1/26/2018 6:04 PM

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117	53705	1/26/2018 5:42 PM
118	53703	1/26/2018 5:31 PM
119	53726	1/26/2018 5:25 PM
120	53703	1/26/2018 5:07 PM
121	53703	1/26/2018 5:05 PM
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123	53703	1/26/2018 4:51 PM
124	53703	1/26/2018 4:51 PM
125	53703	1/26/2018 4:48 PM
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135	53704	1/26/2018 4:17 PM
136	53703	1/26/2018 4:15 PM
137	53716	1/24/2018 10:48 AM
138	53719	1/22/2018 12:18 PM
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150	53703	1/18/2018 2:00 PM
151	53703	1/18/2018 1:55 PM
152	53703	1/18/2018 1:40 PM
153	53703	1/18/2018 1:33 PM
154	53703	1/18/2018 1:30 PM
155	53704	1/18/2018 1:22 PM
156	53705	1/18/2018 1:16 PM
157	53704	1/18/2018 1:11 PM

James Madison Park Master Plan and Shelter Facility Design

158	53704	1/18/2018 1:07 PM
159	53703	1/18/2018 12:51 PM
160	53704	1/18/2018 12:47 PM
161	53704	1/18/2018 12:45 PM
162	53726	1/18/2018 12:44 PM
163	53704	1/18/2018 12:44 PM
164	53703	1/18/2018 10:37 AM
165	53703	1/17/2018 11:25 PM
166	53715	1/17/2018 3:01 PM

Appendix G: Focus Group Notes

James Madison Park Master Plan and Shelter Design

Focus Group #1 Notes – YWCA Third Street Residents

6:30-8:00 PM, January 30, 2018

YWCA Madison | 101 East Mifflin Street

Participants (14 total)

Participants in this focus group included twelve residents, one visitor and one coordinator of the YWCA Third Street Program. The Third Street Program provides affordable apartments and support services for single moms with one or two children, birth to four years old, or women in their last trimester of pregnancy. It helps families overcome the challenges of poverty, homelessness, and abuse while pursuing self-reliance.

Group Discussion

Participants in the YWCA's weekly Third Street Program dinner were introduced to the goals of the James Madison Park Master Plan & Shelter Design project. Informal discussion that followed focused on what residents like and dislike about the existing park and park shelter, and how they use this and other parks in Madison.

See attachment A for precedent imagery dot voting results.

General Use Comments (✓ = number of times mentioned)

- YWCA uses the shelter for an annual cook out.
- I use the park in the summer, not the winter ✓✓✓✓
- I take my kids to parks other than James Madison ✓✓
 - Brittingham Park (nice new playgrounds) ✓✓
 - Castle Park in Monona ✓
 - Demetral Field (fun old-school equipment like the merry-go-round) ✓
 - Warner Park (kids can go to the bathroom there without leaving, and there is nearby food and bathrooms at Culver's)
 - Maple Bluff park that hosts movie nights
- Didn't know James Madison Park had:
 - The area behind the Lincoln School Apartments ✓✓✓
 - A shelter ✓✓
 - Another small parking area ✓✓
 - A beach

Likes

- The diversity of people at James Madison Park.
- Not too much bad behavior.
- Feels safe during the day.

KEY TAKEAWAYS

Improve shoreline safety along the seawall.

Expand the playground.

Add parking near the playground and basketball courts.

Improve bathroom upkeep, safety and access.

Add COLOR to make the park more welcoming (e.g., colorful play equipment, tables, chairs, shelter treatments, etc.)

- Use the beach/lake in the summer for swimming.
- Close to the YWCA. Residents take kids and grandkids there.

Dislikes (✓ = number of times mentioned)

- Park shelter is not inviting and needs an update. Looks scary, like a dungeon. ✓✓✓✓
- Not enough shade in places where you can watch your kids playing. ✓✓✓✓
- Open shoreline at sea wall feels unsafe. ✓✓✓
 - Wouldn't take my baby there. Too open. Kids could run off the side of the wall.
- Bathrooms need to be updated and cleaned. ✓✓
 - Have to leave the park when kids need to go to the bathroom.
 - No nice bathrooms for wedding guests at Gates of Heaven?
- Beach is not inviting, too small and dirty. ✓✓
- Parking lot, basketball courts, bathrooms, and playground are all so far apart. ✓
- Really dark at night. Basketball courts, field, and shelter should be better lit. ✓
- Parking lot is not adequate.
 - Was prevented from leaving when an ambulance was attending to someone in the lot.
- Not enough playgroup equipment. Structure is too small and is always packed.
- Not enough BBQ grills, ones there are dirty.
- Gorham Street is very busy and hard to cross, especially at the bottom of Hamilton.
- Too many bugs.
- Too much going on, hard to supervise your kids.

Opportunities (✓ = number of times mentioned)

- Shelter
 - Add more seating and tables outside.
 - Add color to make it more inviting.
 - Need bathrooms open more often for kids. Also need to be cleaner and nicer feeling. ✓✓✓
- Winter activities ✓
 - Wisconsin is cold so long and there isn't much to do there in winter.
 - Check out new winter park in Green Bay for ideas.
 - Ice skating rink built over the grass? Safer than skating on the lake.
- Public art
 - Winter light display aka Olin Park would be fun during winter. Lit ice sculptures as well. ✓
 - Art to add interest at night. ✓
 - Add color. A lot of parks now have recycled play equipment with bright colors. ✓
 - Handprint art showing who uses the park or who participated in this process.
- Play spaces
 - More interesting play equipment (many take their kids to the Monona Dream Park) ✓
 - More play equipment, especially swings and slides. Old-school merry-go-rounds are great.
 - Outdoor fitness areas, adult play areas
 - More paved sidewalks for little kids to bike/skate/ride around on
 - Small climbing wall like at Children's Museum
 - Soccer goals on the field

- Need more benches around the playground. Currently not enough for multiple people to watch their kids.
- Rentals/concessions
 - Would never leave if there were concessions! (Many take kids to Warner Park instead, because there is a Culver's right there.)
 - Offer opportunities to rent or check-out floaties or noodles for kids
- Basketball court
 - Another smaller basketball court for kids too small to play with older players
 - Court that doubles as paved futsal/soccer court (lit, fenced in)
 - Bleachers by the basketball court, on side closest to the parking lot ✓
 - Bathrooms closer to the basketball court ✓
 - Fenced in to keep the ball close
- Beach and shoreline
 - Add a railing or barrier along the seawall ✓✓
 - Add steps aka Memorial Union that people can sit on
 - Install curtain to keep weeds out of swimming area, like at B. B. Clarke and Brittingham
- Parking lot
 - Bigger parking lot, not enough spaces for all who need them ✓
 - Closer to the center of the park
 - Improve shape of the lot. Hard to go in and out.
- Other
 - Add shade with trees and an open shelter or picnic area (like Brittingham Shelter). ✓✓✓✓
 - More water fountains
 - Hand sanitizer
 - More lighting at night
 - A dog park should not be added to this park. That should be kept as its own separate park.

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Focus Group #3 Notes – The Beacon Homeless Day Resource Center

10:45 AM-12:00 PM, February 14, 2018
The Beacon | 615 E. Washington Avenue

Participants (14 total)

Individuals engaged in this conversation included thirteen clients and one staff member of The Beacon. The Beacon is a day resource center for men, women and children who are experiencing homelessness in Dane County. It helps clients by providing services that include preventative healthcare, housing assistance, and employment searches. The Beacon also offers showers, food, laundry facilities, and other basic amenities.

Discussion

Two staff from Urban Assets circulated in the main community gathering space to speak informally with clients as they gathered prior to The Beacon's Wednesday lunch.

Individuals were engaged in casual conversation regarding the goals of the James Madison Park Master Plan & Shelter Design project, how they currently use this and other parks in Madison, and what they like and dislike about the existing park and park shelter.

Participants also dot-voted on precedent imagery boards. See attachment A for precedent imagery dot voting results.

Likes (✓ = number of additional times mentioned)

- Basketball courts ✓ ✓
- Current shelter size
- Wide open space
- Diversity of park users
- Open grass for sunbathing

Dislikes

- Shoreline is dangerous ✓ ✓
- Beach is unclean ✓
- Shelter is dark
- Basketball court is not accessible for younger kids

Opportunities

- Shelter
 - Build a sun shelter that can be used without reservations ✓
 - Keep bathrooms open all night ✓
 - Install washrooms with warm water ✓
 - Provide a space for live music
 - Concern that if the shelter had more glass, it would be vandalized/broken

KEY TAKEAWAYS

Add seating, shade, tables and grills for gathering.

Add bathrooms and seating near the basketball courts.

Improve shoreline safety, access and upkeep.

Expand the playground and add seating.

- Winter activities
 - Install more lighting for winter runners
 - Maintain paths for winter runners
- Play spaces
 - Update the playground ✓
 - Add more seating around the playground ✓
 - Need more baby swings
 - Build a skate park for skateboards and BMX
 - Create a skating loop for roller-skating or rollerblading
 - Small indoor roller-skating area
 - Maintain grassy areas
 - Build an open area/plaza for kids to ride around
 - Have a table to play chess
 - Provide a pier that allows fishing
- Rentals/concessions
 - Offer kayak rentals ✓
 - Allow food carts
 - Concessions would be popular – homeless still usually have money for cheap food
 - Don't add vending machines – they would likely be vandalized
- Basketball court
 - Build bathrooms near the courts ✓
 - Provide lighting at night ✓
 - Add benches/seating near the courts ✓
 - Kiddie court (must be designed for kids so that it is not used by adults)
 - Maintain current number of courts
- Beach and shoreline
 - Clean up the beach ✓
 - Expand beach area ✓
 - Provide seating by the water
- Other
 - Add tables and chairs ✓✓
 - Add grills ✓
 - Create more shade ✓
 - Need more seating ✓
 - Incorporate a dog park ✓
 - Gathering space on the lake for weddings and other events
 - Coordinate Beacon programming at park

James Madison Park Master Plan and Shelter Design

Focus Group #2 Notes – Homeless Service Providers

3:30-4:30 PM, February 8, 2018

Urban Assets | 807 E. Johnson Street

Participants (2 total)

Participants in this focus group included representatives from Savory Sundays and the Tenant Resource Center.

Group Discussion

Participants were introduced to the goals of the James Madison Park Master Plan & Shelter Design project, and engaged in discussion regarding the needs of their organizations and the people they serve, and current likes and dislikes associated with the park and shelter.

See attachment A for precedent imagery dot voting results.

General Use Comments

Savory Sundays

- Group congregates under trees near Gorham and Franklin, to be protected from the elements.
- There is no water access. Either a connection or a water fountain would help Savory Sundays immensely.

Tenant Resource Center

- ***The park needs more water fountains, warm showers and accessible bathrooms.***
- When the natural hillside area is un-mowed, homeless people like to sleep there.
- Avoid creating an unwelcoming atmosphere by introducing privatization into the park. Don't make it feel exclusive toward people who do not have money. Avoid scenarios where users have to pay for access.

Likes

- Park has a welcoming vibe for all types of people.
- Plenty of recycling and trash receptacles. It's usually very clean. We do trash pickups and there is not much to pick up.
- Green space gets used all the time, it's amazing.
- Really accessible, used by a wide-variety of people.
- It's a place that you can bring your dog.
- Quiet end of the park behind Lincoln School is peaceful.

Dislikes

- Parking lots are full
- Bathrooms are usually locked

KEY TAKEAWAYS

Maintain the diverse, welcoming, "free & easy" feel of the park.

Bathrooms, showers and water fountains are vital; improve upkeep, safety, and access/availability.

Provide more gathering spaces (benches, tables, etc.)

- Basketball courts are too far from bathrooms, so players tend to use the nearby trees.
- Showers are cold and too open
- Drinking fountains are in poor condition
- Lack of accessibility at Gates of Heaven – it should not be used as a polling place.
- No real lake access
- Shelter looks like a bunker
- Winter wind off the lake is brutal
- Bathrooms are scary for anyone
- Playground is too small

Opportunities

- Shelter
 - Make showers more inviting and provide warm water. You can currently see into the showers from above.
 - Create better electrical access and cover for live music
 - Provide a place to wash dishes
 - Coordinate more events at the shelter
 - Consider an open sun shelter as a possible addition – would be great for groups like Savory Sundays.
- Public Art
 - Add public art
 - Mimic Brittingham Park’s grill/fire pit/public art combination
- Play spaces
 - Need more swings and a larger playground
 - Build adult exercise equipment, maybe behind Lincoln School
 - Incorporate volleyball court into beach
- Rentals/Concessions
 - Offer boat rentals, maybe with free days for families
 - Would be nice to have food available. Prefer allowing food carts to sell near or in the park vs. adding concessions to shelter.
 - Build a more natural eating area with less concrete if concessions are provided
- Basketball Court
 - Install lighting for evening play
 - Provide closer bathrooms
- Beach and shoreline
 - Need easier access to the water (See Yahara River for an example)
 - Path along seawall needs to be stepped back
- Parking Lot
 - Bigger parking lot, need a space to unload materials
 - Parking spaces on N. Blount street need to be better advertised and utilized
- Transportation
 - Add more bike racks
 - Rework intersections (especially at Blount and Blair) to provide better access for bicyclists and pedestrians.

- Add bus shelters to protect riders from winter winds, especially at Hamilton intersection.
 - Create traffic calming scenarios to slow vehicles down.
- Other
 - Add grills.
 - Add more tables and benches. If there is a problem is a concern that tables will be thrown into the water, chair or affix them somehow.
 - Would like to see more flowers and landscaping to create a welcoming environment (Park needs volunteers, volunteers are getting older, would like to see a better coordination of park volunteers).
 - Provide more gathering places, doesn't have to be a picnic bench.
 - More lighting at night, especially behind Lincoln School.
 - Use space behind Lincoln School for a community garden. This supports local food access.

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Focus Group #4 Notes – Diverse Community Groups

4:30-5:30 PM, February 22, 2018
The Village on Park, 2300 S. Park Street

Participants (3 total)

Participants in this focus group included representatives from the Urban League, the Foshizzle Family, and a member of the Ho-Chunk Nation.

Group Discussion

Participants were introduced to the goals of the James Madison Park Master Plan & Shelter Design project and engaged in discussion regarding likes, dislikes, desires and needs associated with the park and shelter. Participants then dot-voted on precedent imagery boards.

See attachment A for precedent imagery dot voting results.

General Comments (✓ = number of additional times mentioned)

- Cannot see the shelter from the road, people do not know it exists.
- Would like the shelter to be more music-friendly.
- Path to the Memorial Union would be amazing.
- Can you bring fire hula-hoops? It's a popular idea. (Costs \$7 in Portland for a fire permit).
- Anything circus related would be popular, cool with kids.
- Seawall is iconic, enjoy seeing waves splash against it, but needs to be modernized.

Likes

- Breath-taking viewsheds, sunsets are beautiful
- Nice size, manageable park
- Great open space
- Intergenerational, not just for a certain people

Dislikes

- Boathouse feels like a barrier to eastern side of park ✓
- Park looks unattractive in the winter, temporary fencing is ugly ✓

Opportunities

- Shelter
 - Need better access to electricity above and below.

KEY TAKEAWAYS

Add amenities like seating, fire pits, grills, concessions, rentals, art, shade, and a small performance space.

Keep it an intergenerational park for all people.

The boathouse feels like a barrier to the eastern side.

Improve beach and shoreline access.

Make the shelter more flexible and functional.

Improve winter aesthetics and use.

- Add versatile lighting inside the shelter that can be dimmed or brightened. Consider colored lights.
- Incorporate sound control elements to protect neighborhood from shelter sound.
- Build more bathrooms.
- Maintain versatile roof-top that has multiple uses.
- Public Art
 - Incorporate more art, perhaps seating/sculpture art.
 - Build a designated graffiti wall.
- Play spaces
 - Add more shade. ✓
 - Create a mixture of activities for kids, like Olbrich park.
- Rentals/Concessions
 - Would like to see boat rentals. ✓
 - Offering concessions could be nice.
- Beach and shoreline
 - Add seawall steps to sit on. ✓
 - Modernized the beach.
 - Build a larger beach with more activities for kids (Ex. Olbrich Park, Tenney Park).
- Parking Lot
 - Create greater ease of parking.
- Other
 - Build a tiny amphitheater/story-telling space for small groups. ✓
 - Manage the site to be more beautiful in the winter. ✓
 - Add firepits and grills. ✓
 - Build a sun shelter with an additional bathroom.
 - Design paths that are not too bumpy or uncomfortable.
 - Build more seating that is not on the ground.
 - Configured the park and its activities so they are conscious of the time of day.
 - Maintain comfort level so it's a place to gather for all people.
 - Designate poles for slacklining.

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Focus Group #5 Notes – Downtown Madison, Inc.

8:30-9:00 AM, February 28, 2018

Hovde Building | 122 West Washington Ave.

Participants (23 total)

This focus group was held as part of the monthly Downtown Madison, Inc. Quality of Life and Safety Committee. Members of this committee include downtown businesses, nonprofits, service organizations, religious institutions, and community leaders.

Group Discussion

Participants were introduced to the goals of the James Madison Park Master Plan & Shelter Design project, and engaged in discussion regarding likes, dislikes, concerns, needs, and future opportunities associated with the park and shelter.

General Comments (✓ = number of additional times mentioned)

- Group congregates under trees near Gorham and Franklin, to be protected from the elements.
- There is no water access. Either a connection or a water fountain would help Savory Sundays immensely.

Likes

- Wide open green space ✓✓✓
- Basketball courts
- Diversity of uses

Dislikes

- Police issues
- The shelter feels hidden from the street and the park
- The east side feels isolated
- The shoreline walkway is dangerous in the winter
- Poor water and beach quality

Opportunities

- General
 - Be proactive about designing safe spaces – CPTED. ✓
 - Get rid of blind spots, especially near the beach.
 - Deal with police issues, especially drug dealing at the shelter.
 - Maintain the current diversity of uses.
 - Add unobtrusive lighting, either throughout the park or in designated spaces. ✓
 - Leverage the view to the lake from Hamilton Street. If you are at the Capitol today, it is not clear that there is a park at the end of Hamilton. Emphasize this corridor as a gateway. ✓
 - Create a more visible entry point on the east end.
 - Improve access and visibility to east side of the park.

KEY TAKEAWAYS

Be proactive about designing safe spaces to improve real and perceived safety.

Balance natural and built shoreline improvements to enhance water quality and public access.

Make the shelter more visible, welcoming and useful by improving, repositioning or replacing it.

Consider public-private partnerships for food & rentals.

Enhance viewsheds and entries.

- Shelter
 - Move the shelter – it is not lively and feels hidden from the street and the park. ✓
 - Provide a small stage/area for music and performances at the shelter. ✓
 - Reposition the shelter to better embrace the lake and lake views.
- Rentals, Concessions, Food
 - Provide space for privately operated watercraft rentals. ✓
 - Provide a vending area for food carts. ✓
- Water: Lake, Beach, Shoreline, Stormwater Management, Quality
 - Find a balance between natural shoreline and improved public access. ✓
 - Address water quality issues as much as possible. ✓
 - Create natural shoreline to improve habitat and aesthetics.
 - Consider a lakeshore path with a vegetated buffer.
 - Consider a stormwater infiltration pilot opportunity.
 - Deter geese with vegetated buffers, more waste receptacles and educational signage. Geese are the greatest pollutant along the shoreline.
 - Make walkways permeable.
- Transportation
 - Improve awareness of and access to the N. Blount Street parking lot. ✓
 - Consider adding more parking near the shelter to make police access easier.
 - Improve safe pedestrian access across Gorham Street.
- Focal Points and Design Precedents
 - Consider placing the old Vilas Zoo carousel that the city owns. Could be in a glassed enclosure to protect from the seasons and vandalism. ✓
 - Smale Riverfront Park in Downtown Cincinnati and Washington Park in Over-the-Rhine, Cincinnati, are great examples of heavily used and well-designed urban parks.
 - Consider adding focal features similar to Millennium Park in Chicago – interactive water features for kids are very popular and successful.
- Other Park Amenities
 - Provide a designated dog area on the east end – dogs are a reality of downtown life. ✓
 - An area for youth soccer would be very popular, especially among Hispanic families. ✓

James Madison Park Master Plan and Shelter Design

Focus Group #6 Notes – ADA Accessibility

3:00-4:00 PM, March 2, 2018

Access to Independence | 3810 Milwaukee Street

Participants (6 total)

This focus group was organized in partnership with Access to Independence and included individuals with sensory and motor impairments, as well as staff leadership from Access to Independence and the Wisconsin Council for the Blind and Visually Impaired.

Group Discussion

Participants were introduced to the goals and process of the James Madison Park Master Plan & Shelter Design project, and engaged in discussion regarding likes, dislikes, concerns, needs, and opportunities for the future associated with the park and shelter, with specific emphasis on accessibility issues.

General Comments (✓ = number of additional times mentioned)

- Don't make ADA accessible features and areas "special" – integrate ADA accessibility throughout all amenities at the park.

Likes

- Access to the lake ✓✓
- Accessible by public transit and walking
- Highly accessible location right off of the square
- Gates of Heaven is a beautiful building and community/event space.
- Gardens on top of the shelter create a feeling of specialness
- There is room for a lot of people, and users are able to have a sense of their own private space, even when the park is full.
- Lake vista ✓
- Big, wide open green spaces
- Different characters between the east and west sides of the park

Dislikes

- Crossing Gorham street ✓
- The shelter inside is dark and not user-friendly. Very disorienting for people with visual impairments. ✓
- The shelter bathrooms are always locked.

Opportunities

- Shelter
 - Make the shelter less obscured from pedestrians on Gorham. Currently you cannot tell it is a shelter from the street.

KEY TAKEAWAYS

Avoid "exceptionalism" by integrating ADA accessible design throughout the park.

Improve ADA accessibility to the lake and shoreline.

Provide ADA accessible seating throughout the park.

Improve the amount and location of ADA parking.

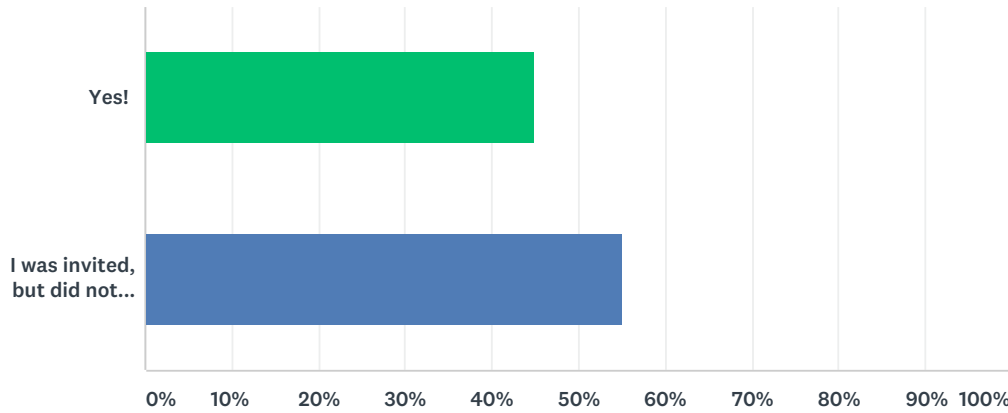
- Rentals, Concessions, Food
 - Add concessions or food carts. Locate these areas closer to the street. ✓
 - If there is a food cart or concession area, do not install cocktail-height tables.
- Water: Lake, Beach, Shoreline, Stormwater Management, Quality
 - Integrate better ADA access to the water. Provide places for wheelchairs to pull off close to the shoreline and enjoy the views. ✓✓
 - Don't obscure the shoreline with rip-rap – let people get up close.
 - ADA accessible fishing pier with submerged habitat structures if needed. Fishing is a low-impact form of recreation that everyone can enjoy. ✓✓
 - The DNR offers grants to increase ADA access to fishing.
 - Longer floating dock or pier ✓✓
 - Provide opportunities for adaptive kayaking. This is increasingly popular at State parks. ✓
 - Great models for people with visual impairments are the accessible launch on the Yahara River and the Wingra Boats launch at Wingra Park. Consider whether you can get in with your eyes closed.
 - EZ Docks are good, but expensive; ultimately, the key is to make the space generally accessible, and let the user determine their own method of transfer – different methods work best for different people. Improve ADA access to the beach. This could include a portable Mobi-mat stored in the boathouse, wide and even cord walk, or other option.
- Transportation
 - Implement traffic calming along Gorham. Put stop signs or RRFBs at intersections. ✓✓
 - Improve ADA parking. ✓
 - Designate a few ADA street spots with curb cuts near destinations like the shelter. Street spots are a much more efficient use of space than ADA parking lots stalls. Must have a good flat space for lifts to deploy.
 - Locate parking near the shelter.
- Other Park Amenities
 - Make all tables ADA accessible.
 - Get tables with extended ends rather than spaces in the middle, but make sure the overhang on the end is not excessive – just needs to fit a person in a wheelchair. Small rounds and large picnic tables can all work. ✓✓
 - Add more ADA seating throughout the park, e.g., by the basketball courts, playground, at the shelter, and at any future concession areas. ✓✓
 - Do a detailed accessibility survey of the park and Gates of Heaven.
 - Provide an accessible playground.
 - Add a path directly to the basketball courts so that people with disabilities can access to play and watch.
 - Courts do not need to be modified for people in wheelchairs to play.
 - Balance direct paths of travel between destinations with maintaining wide open spaces.
 - Improve awareness of / connectivity between east and west sides of park.
 - Stable surfaces do not have to be concrete (e.g., can be crushed limestone like at Governor's Island).
- Design Precedents

- Wingra Boats launch
- Yahara River launch

Appendix H: Focus Group Evaluation Results Summary

Q1 I participated in a focus group for the James Madison Park Master Plan:

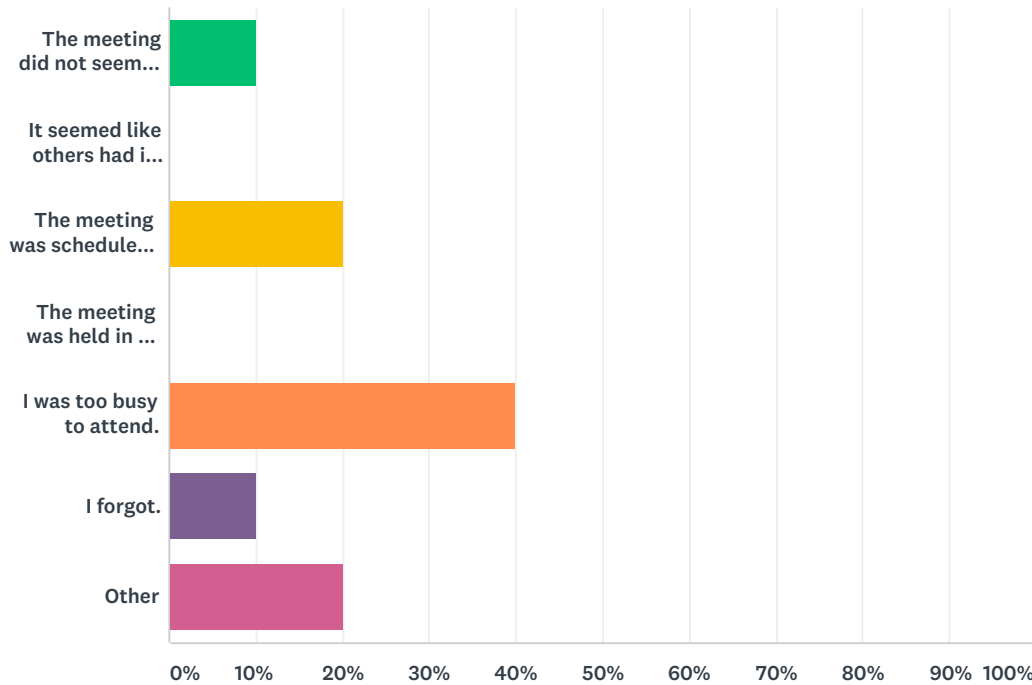
Answered: 20 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes!	45.00%	9
I was invited, but did not attend.	55.00%	11
TOTAL		20

Q2 Please let us know why you did not attend this meeting:

Answered: 10 Skipped: 10

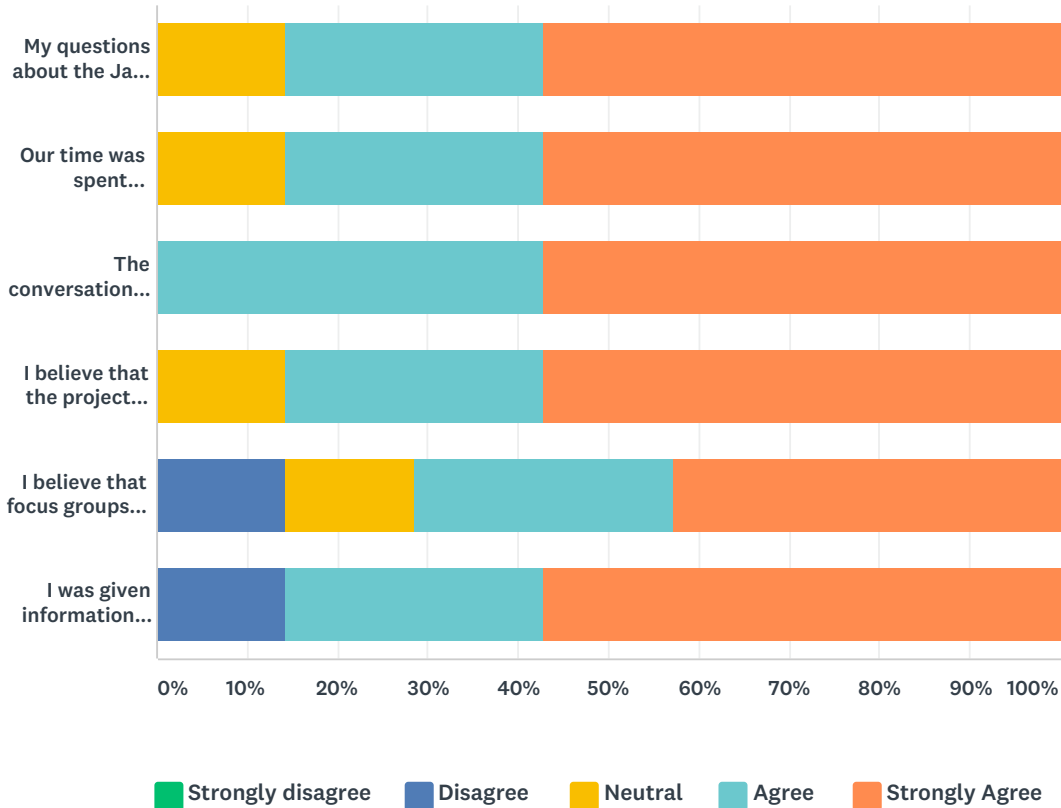


ANSWER CHOICES	RESPONSES	
The meeting did not seem relevant to me or my organization.	10.00%	1
It seemed like others had it covered.	0.00%	0
The meeting was scheduled at an inconvenient time.	20.00%	2
The meeting was held in an inconvenient location.	0.00%	0
I was too busy to attend.	40.00%	4
I forgot.	10.00%	1
Other	20.00%	2
TOTAL		10

#	ADDITIONAL COMMENTS OR SUGGESTIONS TO HELP IMPROVE THE SCHEDULING PROCESS NEXT TIME:	DATE
	There are no responses.	

Q3 Please mark to what extent you agree with the following statements:

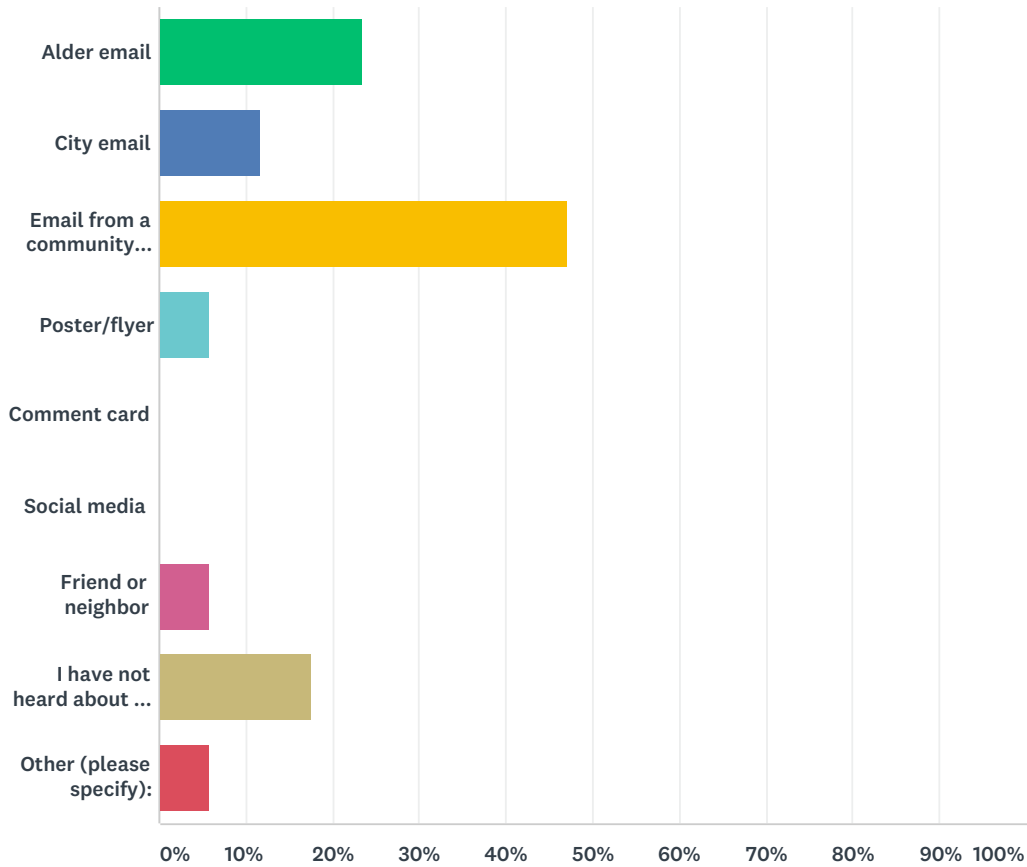
Answered: 7 Skipped: 13



	STRONGLY DISAGREE	DISAGREE	NEUTRAL	AGREE	STRONGLY AGREE	TOTAL
My questions about the James Madison Park Master Plan project were answered.	0.00% 0	0.00% 0	14.29% 1	28.57% 2	57.14% 4	7
Our time was spent efficiently and effectively.	0.00% 0	0.00% 0	14.29% 1	28.57% 2	57.14% 4	7
The conversation had a comfortable and welcoming atmosphere.	0.00% 0	0.00% 0	0.00% 0	42.86% 3	57.14% 4	7
I believe that the project team is seriously considering my needs, ideas, and opinions as part of this planning process.	0.00% 0	0.00% 0	14.29% 1	28.57% 2	57.14% 4	7
I believe that focus groups are a useful tool for gathering more diverse opinions on city planning projects.	0.00% 0	14.29% 1	14.29% 1	28.57% 2	42.86% 3	7
I was given information about other ways to participate in this process (e.g. website, survey, meetings, etc.)	0.00% 0	14.29% 1	0.00% 0	28.57% 2	57.14% 4	7

Q4 I have heard about the James Madison Park Master Plan Project through:

Answered: 17 Skipped: 3



ANSWER CHOICES	RESPONSES
Alder email	23.53% 4
City email	11.76% 2
Email from a community organization	47.06% 8
Poster/flyer	5.88% 1
Comment card	0.00% 0
Social media	0.00% 0
Friend or neighbor	5.88% 1
I have not heard about the James Madison Park Master Plan Project through any sources other than the focus group that I was invited to attend.	17.65% 3
Other (please specify):	5.88% 1
Total Respondents: 17	

#	OTHER (PLEASE SPECIFY):	DATE
1	Newspaper	3/19/2018 4:00 PM

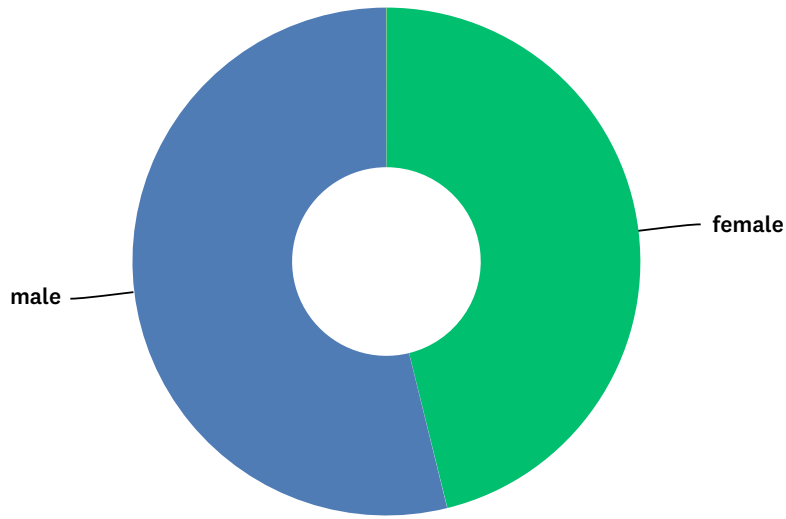
Q5 Additional comments or suggestions for improvement:

Answered: 5 Skipped: 15

#	RESPONSES	DATE
1	None	3/20/2018 2:16 PM
2	A reminder letter a week before so people can make rides, Para transit, requires a days notice for making rides for the next day.	3/20/2018 11:23 AM
3	Developing Madison's connection to the lakes is vital. Any development should promote use by swimmers, kayakers, and boaters alike. Access to restrooms and food & beverage should be considered.	3/20/2018 8:10 AM
4	Winter evenings are difficult to gather people of color. Combine it with other incentives such as offering door prizes, light snacks, or cultural activity at the end of the listening session. Try having a co-host who is from the the "diverse" audience you are trying to reach.	3/19/2018 11:59 PM
5	need more public dialogue and media attention - focus groups are ok - but really need more diverse set of feedback	3/19/2018 2:44 PM

Q6 Gender:

Answered: 13 Skipped: 7

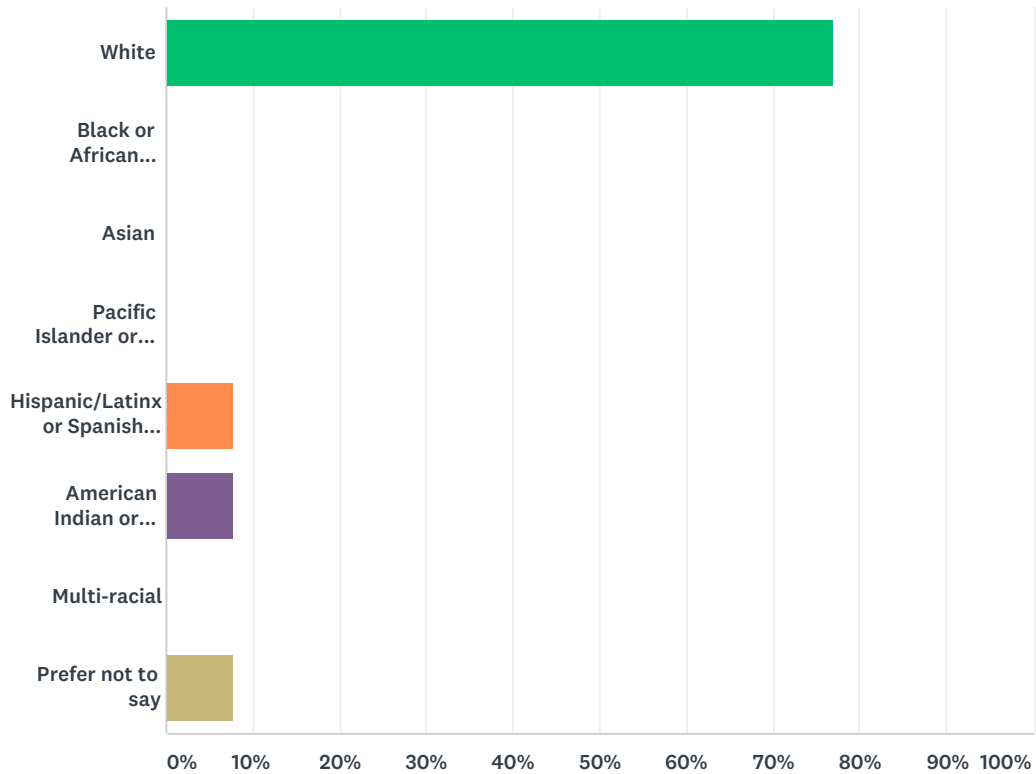


ANSWER CHOICES	RESPONSES	
female	46.15%	6
male	53.85%	7
non-binary	0.00%	0
Prefer not to say	0.00%	0
TOTAL		13

#	OTHER:	DATE
	There are no responses.	

Q7 Which categories describe you? Please select all that apply:

Answered: 13 Skipped: 7

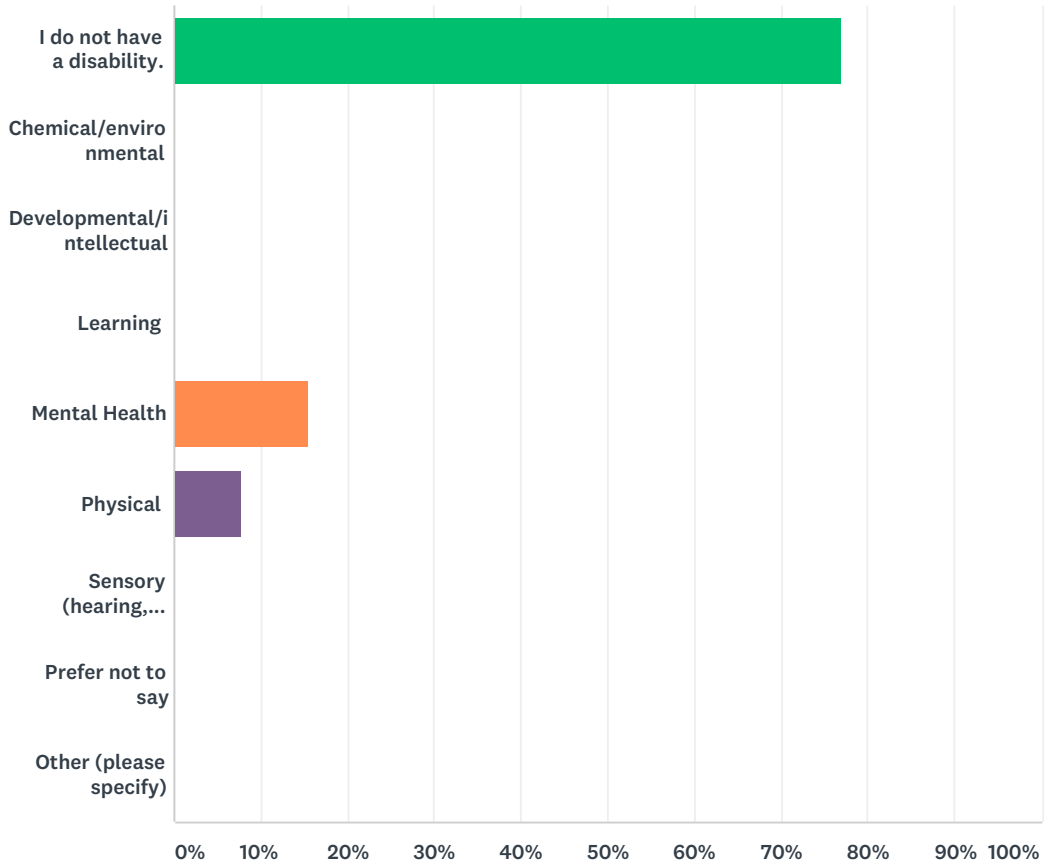


ANSWER CHOICES	RESPONSES
White	76.92% 10
Black or African American	0.00% 0
Asian	0.00% 0
Pacific Islander or Native Hawaiian	0.00% 0
Hispanic/Latinx or Spanish origin	7.69% 1
American Indian or Alaskan Native	7.69% 1
Multi-racial	0.00% 0
Prefer not to say	7.69% 1
Total Respondents: 13	

#	OTHER:	DATE
	There are no responses.	

Q8 Are you a person with a disability? Please select all that apply:

Answered: 13 Skipped: 7



ANSWER CHOICES	RESPONSES	
I do not have a disability.	76.92%	10
Chemical/environmental	0.00%	0
Developmental/intellectual	0.00%	0
Learning	0.00%	0
Mental Health	15.38%	2
Physical	7.69%	1
Sensory (hearing, vision)	0.00%	0
Prefer not to say	0.00%	0
Other (please specify)	0.00%	0
Total Respondents: 13		

#	OTHER (PLEASE SPECIFY)	DATE
	There are no responses.	

Appendix I:
Stakeholder Group Meeting Notes

James Madison Park Stakeholder Group Notes

Date: 1/10/2018	Time: 10:30 AM – 12:00 PM
Location: City-County Building, Room 108	Recorder: Gregg May
Attendees: Gigi Holland, Aleen Tierney, Judy Sidran, Alex Einsman, Dawn O’Kroley, Patty Prime, Bob Klebba, Paul Dearlove, James Tye, Tyler Lark, David Waugh, Danielle Scodellaro, Anne Neujahr Morrison, Sarah Lerner, Alder Ledell Zellers, Zia Brucaya, Gregg May	

Agenda Item	Discussion	Follow-up
Project Overview	<p>There was a discussion of the overall project and public engagement process. It was mentioned that:</p> <ul style="list-style-type: none"> - The master plan and shelter design project kicked off in November 2017, starting with site surveys and historic research. - The project stemmed from public interest in establishing a vision for the park that reflects the community as a whole. The City heard this during the 2013 study of the park shelter. - Alder Zellers pushed for this project due to the need for a vision that accounts for population growth in the area and limited park space. We need to make the best use of James Madison Park. - The City released the RFP in fall 2017 and selected the design team in October. There were five responses, which are public information. - The stakeholder engagement process will include four public meetings, five stakeholder group meetings, a series of focus groups with diverse and underrepresented populations, an online survey, comment cards, flyers, intercept interviews, and in-park observations at various times of day in all seasons. - The Clean Lakes Alliance can share results from a series of interviews in 2014 about James Madison Park. - Comment cards, flyers and posters have already been distributed at a number of locations. A kickoff email has also been sent with all public meeting information. <ul style="list-style-type: none"> o Alder Zeller and Patty Prime would like copies of the comment cards and future materials to send out. - The City has an easement near the shoreline that the Fiore Group might be willing to buy. Could be a way to raise funds for the project. 	<p>Paul: Send Clean Lakes Alliance 2014 Park interviews to Sarah.</p> <p>City: Send project information locations and distribution list to Alder Zellers. Send distribution materials to Alder Zellers and Patty Prime.</p>
Stakeholder Group Role	<p>A stakeholder group outline was distributed and there was discussion regarding the role of the stakeholder group. Items included:</p> <ul style="list-style-type: none"> - The stakeholder group is considered a resource group rather than a steering committee. It is one piece of a broad engagement process. 	

	<ul style="list-style-type: none"> - As property owners, volunteers and lessees in the park, members are able to share a unique and more intimate long-term perspective that will be beneficial to the project team. - The three roles of the group are to: 1. Help the project team understand current use of the park, 2. Provide a sounding board for issues and opportunities that are uncovered during the public engagement process, and 3. Support the broader public outreach effort by sharing information provided by the project team and encouraging involvement. 	
<p style="text-align: center;">Master Plan Outreach</p>	<p>There was a discussion of additional outreach opportunities during the planning and design process. Group members noted that:</p> <ul style="list-style-type: none"> - The stakeholder group does not reflect all users of the park, e.g., basketball players, those who eat lunch in the parking lot behind Gates of Heaven, etc. Need to make sure they are included in the process. - Due to the timing of this project, the project team has to work hard to get input from summer users. - It will be important to observe the park at different times of the day – e.g., 6 AM – to see how differently the park is used. <p>There was a discussion on how the team will reach a diverse set of users. It was noted that:</p> <ul style="list-style-type: none"> - The city has a list of contacts from previous park and shelter reservations (RecTrack), which will be used to reach year-round users. - Intercept interviews will continue into the spring and summer, with an emphasis on engaging diverse users at the park. - The team also has contacts within the pickup basketball community. - The City is using the SOPARC method of field observations at the park, which includes a system for observing at various times of day during all seasons. Anyone can volunteer to assist with these observations. - The City is also reaching out to diverse media throughout Madison and has materials translated in Spanish and Hmong. - There is a social media presence. - Flyers have been placed in about 30 locations around town and using social media. - Urban Assets is organizing focus groups with people who are typically underrepresented at public meetings, including low-income families, people experiencing homelessness and their service providers, people with disabilities, younger & student voices, and other minority communities. <p>There was a discussion of the timeline for the master plan.</p> <ul style="list-style-type: none"> - The implementation scale is about 20-years, but it could be sooner (e.g., 5 years), or later, depending on funding. The vision is long-term, thinking about the next 20, 50, 100 years. 	<p>All: Contact Sarah if you are interested in volunteering to do park observation logs.</p>

<p>Discussion (issues, opportunities, things to be aware of)</p>	<p>There was a discussion of issues, opportunities, and things to be aware of regarding James Madison Park. Group members noted the following:</p> <ul style="list-style-type: none"> - There is wildlife at the park and a desire to have that preserved. - Desire for the stormwater outlet be mitigated and turned into an educational element. - The Mendota Rowing Club gets public access questions related to restrooms and parking. - Fisherman are out at 4-5 AM; will be good to do some observations in the early morning hours. - There is a desire for boat rentals. - The hill near Lincoln school is used by the homeless to sleep. Maintenance of the plantings in this space is an issue. - Seniors say the park is not comfortable for the elderly. Comments often received in the spring and summer. - Reach out to a Madison marketing group to understand their perspective of the park. - Many people come to the top of Blount Street to view the sunsets. The viewshed is a resource to be preserved. - Speak with people who have concessions experience, e.g., at Brittingham. - There is a desire for a maintenance plan from the parks department. - There were questions about the separation of cars and natural areas. From the park, it can look like a sea of cars and pavement. However, previous plantings at the Gates of Heaven lot were removed due to safety/visibility issues. - Some use the park to ski and sled. - Lighting will be crucial. There is a desire for more throughout the park. - Parking counts are important to understand. The site could see issues in the future. The City has parking counts for the lots it monitors. - Outreach to the police is necessary to hear their perspective. 	<p>UA: Reach out to Brittingham park concessions and get boat permit list from the city.</p> <p>Sarah: Get parking counts for 3 monitored lots.</p>
<p>Housekeeping</p>	<p>Doodle polls work great for scheduling future meetings.</p>	<p>Zia: Send poll for next two meetings.</p>

James Madison Park Stakeholder Group Notes

Date: 02/28//2018	Time: 1:00 PM – 2:30 PM
Location: City-County Building, Room 108	Recorder: Katie Fadelli
Attendees: Gigi Holland, Judy Sidran, Patty Prime, Bob Klebba, Paul Dearlove, James Tye, David Waugh, Anne Neujahr Morrison, Joe Lusson, Dawn O’Kroley, Sarah Lerner (Madison Parks), Alder Ledell Zellers, Zia Brucaya (Urban Assets)	

Agenda Item	Discussion	Follow-up
<p>Review & Discuss Preliminary Engagement Results</p>	<p>Urban Assets reviewed the public input results collected from public meetings, focus groups, comment cards, and park intercept interviews conducted to date. Stakeholder group members noted that:</p> <ul style="list-style-type: none"> - Shoreline & beach <ul style="list-style-type: none"> o The Parks Division is working with the DNR to clarify shoreline permitting and restrictions. Proposals are scored and must be within a range, which allows for some flexibility. DNR wants to balance habitat restoration with public access improvements. Proposals have to match cut and fill on site, so sea walls and sand cannot be added within the ordinary high water mark. The addition of steps or a pier would be permissible. o Sandboxes could be a good alternative if the beach cannot be enlarged or kept cleaner. o Engineered tree drops are supported by the DNR and Clean Lakes Alliance. These help trees grow over and into the water, creating great habitat for fish and fisher people. o The scope of the master plan includes on-site stormwater management. Urban watershed runoff goes right into the lake near the beach. o The beach should not be privatized, but it could use some investment. o There is a strong desire and need for weed and waste removal at the shoreline. The shoreline dumpsters for weed collection are unsightly and should be relocated. - Shelters and event spaces <ul style="list-style-type: none"> o The Frank Lloyd Wright boathouse on Carroll Street was demolished in part to justify the need for a new boat house/shelter at James Madison Park. o The group liked the idea of a sun shelter. A reserve-able, covered event space near Gates of Heaven would likely be successful based on the high number of event rentals at Gates of Heaven. 	<p>UA: Send park observation and intercept interview materials to group.</p> <p>UA: Get city-wide observation info on JMMP from Sarah.</p> <p>UA/City: Easement data past Verex & UW lifesaving station.</p> <p>Sarah: Post PARKitecture workshop designs on the web.</p> <p>Sarah: WinSLAMM data to UA.</p>

	<ul style="list-style-type: none"> ○ Reinvestment in the current park shelter may not achieve the success of a new shelter near Gates of Heaven, as the current shelter is reserved far more infrequently than Gates. - The roof of the underground parking at Lincoln School Apartments is not able to support heavy loads or structures. It likely would not be able to support the skating ribbon described by one team during the PARKitecture workshop, but could be a good location for a meditation garden, for example. ULI has an underground lease, but the top of the deck is park land. - The vacant lot adjacent to the west side of N Blount Street may be a good location to relocate an historic house. - Dog parks <ul style="list-style-type: none"> ○ A dog park would not work well at this location, as fencing would obstruct lake views. ○ The City often requires proposed dog park sites to be larger than two acres, which might be difficult in this location. - Gilman Street will be reconstructed this summer – this might be a chance to install stormwater management infrastructure in the unused space between the sidewalk and basketball courts (or prep the site for future installation). The master plan should take this into account. Parks and the design team will coordinate with City Engineering. - The scope of this project does not include improvements to parking on Gorham, but recommendations can be made to City Engineering. - Pedestrian crossings and intersections adjacent to the park are unsafe and often act as barriers to park use. <ul style="list-style-type: none"> ○ The entrance at the intersection of Gilman and Butler, which is a connection to State Street and the UW campus, needs to be redesigned. ○ Traffic engineering has looked at the Hamilton-Hancock-Gorham intersection. The crosswalk layout hinders the connection between the park and downtown called for by John Nolen in his plan of the city. - Comments asking for a park wall or barrier of some kind are likely seeking solutions to safety issues due to the park's location next to Gorham Street, one of the busiest in the city; are there other ways to achieve safety improvements? <ul style="list-style-type: none"> ○ A low stone wall or pillars at entrances might also act as a visual connection throughout the park and could provide more seating. ○ The barrier could be natural, like at Tenney Park. ○ Concerns included the fact that a wall could serve as a place to hide behind or store possessions. - The positioning of the basketball courts creates some unusable space and cuts off some lake access. This corner could be reworked as it is currently a path to nowhere. - There is interest in placing community gardens in the park, either on the far east end, or behind the boathouse. Some community members prefer native plantings instead. 	
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	<ul style="list-style-type: none"> - Community gardens may be possible if this comes out as a strong desire from the community engagement process. - A previous terracing plan and cost estimate done by the Parks Division showed that terracing would be very expensive. - Due to the park's location downtown and on the lake, potential uses should be evaluated relative to the ratio of space to number of residents served; for example, tennis courts require a lot of space, yet only 2-4 people can use them at one time. - Safety and negative behaviors <ul style="list-style-type: none"> o Adjacent homeowners have seen inappropriate behavior, often behind the shelter and boathouse, and often from people staying overnight in the park. This could get better with park improvements, but there should also be efforts to reduce the perception that this park is a place to sleep and party at night. Efforts should encompass discouraging negative behavior in addition to promoting positive behavior. o The Parks Division is planning on involving MPD in the master planning process from a CPTED (Crime Prevention through Environmental Design) perspective. Work with Jason Friedman to delegate the appropriate officer. o Lifeguards and a tenant in the park shelter might help to reduce problematic behavior. o A public private partnership to allow a small business at the park would bring a sense of ownership and "eyes on the park" to that part of the park. It is easier for a business owner to stay engaged and advocate for improvements over time than a homeowner. o The previous boat rental tenant brought good energy to the space. A business serving food or drinks would have motivation to keep the beach and park area cleaner. o The community could look into ways to encourage small businesses, such as subsidizing a food cart. - The boundary of the master plan should include the city access easement behind the Verex building to UW Life Safety. 	
<p style="text-align: center;">Input on Next Steps</p>	<ul style="list-style-type: none"> - Share the demographics of those who responded to the online survey question asking if they believe the park is a welcoming space for all. - The Clean Lakes Alliance has an intern and Badger Volunteers at their disposal who could conduct intercept interviews and park observations. Urban Assets and the Parks Division will share those materials with the group again. - Stakeholders would appreciate a chance to create their own group park design like PARKitecture workshop attendees did. Zia will work with the design team to see if the timing would work to make this a part of the April meeting. - Sharon Retinger cares for plantings at the corner of Blount and should get a chance to provide input. - Check out the Fo Shizzle Family events at the park shelter this summer! 	
<p style="text-align: center;">Housekeeping</p>	<ul style="list-style-type: none"> - Next meeting: Monday, April 16th, 3:30-5:00 PM - Final meeting: TBD, July 	<p>UA: Schedule July meeting ASAP.</p>

James Madison Park Stakeholder Group Notes

Date: 04/25/2018	Time: 3:00 – 4:30 PM
Location: City-County Building, Room 103A	Recorded by: Zia Brucaya, Urban Assets
Attendees: Anne Neujahr Morrison, Sabrina Gueger, Dawn O’Kroley, Gigi Holland, Judy Sidran, Bob Klebba, Paul Dearlove, James Tye, David Waugh, Joe Lusson, Tyler Lark, Alder Ledell Zellers, Sarah Lerner (Madison Parks), Joe Porter (Saiki Design), Melissa Destree (Destree Architecture), Zia Brucaya (Urban Assets)	

Agenda Item	Discussion	Follow-up
<p>Review & Discuss Draft Schematic Concepts</p>	<p>Saiki Design and Destree Architecture presented three draft schematic concepts for the James Madison Park master plan and shelter:</p> <ul style="list-style-type: none"> • The design concepts are intentionally diversified – they do not represent a hierarchy by cost or theme. Final preferred direction will likely combine elements from all three concepts. • Concepts are based on design goals distilled from public engagement feedback. • Biggest opportunity the design team sees is engaging the shoreline and lake. • Existing sanitary storm sewers on west end are a constraint. <p>General comments from the group:</p> <ul style="list-style-type: none"> • Look to Lakeview Park in Madison for good parking example. • Color the different zones of shoreline materials in the plans so that people can understand better. • Natural shoreline along Mendota is a priority. • Dane County installed a new sand beach at Lake Mendota County Park two years ago. Contact is John Reimer. • Rectify leased parcel lines and show what’s off limits in red. • The roof of Lincoln School Apartments parking is designed for 18” of lightweight fill – ULI has studied. Must show as a “grass only zone” that can take limited weight, such as benches. • Clarify referendum triggers. Majority if not all of the existing concepts would trigger a referendum. Does the dollar limit apply to city spending AND donor spending? • New angled parking configuration along Gorham would add a few more spaces. Concerned about adding pedestrian-vehicle conflicts with more access points across sidewalk. • Like the new parking configuration. • ULI driveway may have to be brought up to fire code if the master plan goes through site plan approval. • Move basketball courts further away from shoreline to reduce impervious surface close to the lake. They are not water dependent. General best practice is no impervious surface within 75’ of lake. • Love anything that’s done to make a better connection at the Gilman entrance. • Option A <ul style="list-style-type: none"> ○ Shelter 	<p>Revise “lease co-terminus” language. Color shoreline material zones. Outline “off-limit” lease areas. Show ULI parking as “grass only.” Show driveway behind Lincoln School. Illustrate look & feel of quiet zones. Show big trees. Locate mechanicals for enclosure system.</p>

- ADA accessible from parking area? Yes.
- A Tenney-Lapham Neighborhood Plan goal is to preserve lake views. Make sure the addition does not add to nooks and crannies when closed. Maintain views.
- Master Plan
 - Love the natural stormwater treatment and larger open space adjacent to Gates of Heaven.
 - Missing a beach – everyone wants more beach.
 - Show the drive behind Lincoln School Apartments.
- Option B
 - Master Plan
 - Like the dockage alignment.
 - Like the centralized shelter and passive east side.
 - Like the adult exercise area.
 - Consider grade at east entry for garbage trucks and other vehicles entering the multi-use path.
 - Provide turnaround for parking lot at end of Blount. Existing security issues with people taking a right on Blount, driving down the ULI drive, and parking or hanging out. Need to address this, especially if the park becomes more active.
 - B&B owns an easement on the east side of the parking lot. Would oppose adding parking on that side. B&B is on the National Historic Register and has beautiful gardens on that side.
 - Moving Gates of Heaven seems risky. Also intriguing. Concerns about impact on condition of building.
 - Show existing trees when possible. There are some large trees that people will want to know are being maintained. The look and feel of the quiet zones needs to be illustrated better.
- Option C
 - Shelter
 - The shelter looks large. Possible to integrate an indoor rec space, e.g. for basketball?
 - Master Plan
 - Enclosure examples at Goodman and Mendota County Parks, and BB Clarke Beach in Madison.
 - Show mechanical building for enclosure system.
 - Vacant lot: May be considered a “pocket park.” May be a good location for a wind sculpture or other feature to attract people to the space and draw them into the park.
 - Consider impact of east end grade on drawing people to the overlook space above the ULI garage.
 - Existing baby swings on east end are good for parents with little kids. Currently the only available.

Wrap-Up Comments:

- James: Connect volleyball court to beach to promote cross uses. Consider reducing the size of the basketball courts. Do not install more impervious surfaces near the lake.

	<ul style="list-style-type: none"> • Judy: Possible to use lawn space adjacent to Gates of Heaven for party tents? This would be wonderful. • Gigi: Need to address lack of sanitary facilities at west end. • Dawn: Prefer locating a new shelter off of Gilman to reinforce that connection and create synergy with Gates of Heaven. A park shelter centered in the park will still create hiding spaces. Provide landscape option for vacant lot. Prefer back-in angle parking on Gorham. • Anne: Prefer central location for shelter and amenities. Love designated clean water area. Focus on having a beach, whether it's perched, designated clean water area, or other form. Landscaping the parking deck is a great idea. • Sabrina: Agree with keeping amenities central. Keep garden and event space around gates. Clean swimming area is ideal. • Bob: Like location of shelter in Option B. Like locations of volleyball and stormwater filtration in Option A. Incorporate stormwater filtration in all plans. • Joe: Like plan A. Playground cannot be by basketball courts. Don't want anything to cramp existing open lawn space. Don't like the new parking configuration with impact to trees – would prefer parking directly on Gorham. Don't want to see the sand beach go away – need a zero entry condition, especially for kids. • David: Like the idea of better event space around Gates. Steep hills cannot be maintained by Parks, but people want to be there for the views – can the hill be terraced, or have other spaces to sit? Maybe rock climbing? Would be concerned about occupiable spaces that are not visible from ground level, such as the shelter rooftop. • Tyler: Like a lot of A, especially from Franklin Street going west. Love the stormwater, active things in middle. Would move adult fitness from quiet area to closer to the courts. Like the beach and east end in B. Like the clean water swimming and overlook space in C. • Alder Zellers: Agree with Tyler's comments. Prefer plan A. Would like to see a building placed in the vacant lot. Courts closer to bathrooms. Usable outdoor area near Gates. Want to see where mature trees are and understand plans. Like the swimming area in B. Urban forest is good. Adult fitness area in A location, but could also see it nearer the courts. Really against moving Gates – don't want to risk moving such a valuable building, and like the existing location. Question the value of making Gilman a major entry; seems that the park has enough accessible entrances, and it would add more impervious surface. • Paul: Love the undulating shoreline concept. Designs did a great job of addressing community goals. Need to show how we addressed "improve near shore water quality." Like the idea of a fishing pier—need to consider and represent that there are many ways to access the water. Natural shoreline features would be wonderful and also provide a teaching opportunity for Clean Lakes Alliance tours. 	
<p>Next Steps</p>	<ul style="list-style-type: none"> - Design Concepts Workshop: May 14, 6:00-8:00PM, Gates of Heaven - On-site input session in May - Ongoing park observations & intercept interviews 	
<p>Housekeeping</p>	<ul style="list-style-type: none"> - Next stakeholder meeting: Monday, July 16th, 3:00-4:30 PM. 	

James Madison Park Stakeholder Group Notes

Date: 07/16/2018	Time: 3:00 – 5:30 PM
Location: City-County Building, Room 103A	Recorded by: Marcus Pearson, Urban Assets
Attendees: Sabrina Gueger, Dawn O’Kroley, Bob Klebba, Paul Dearlove, James Tye, David Waugh, Joe Lusson, Alder Ledell Zellers, Patty Prime, Alex Einsman, Sarah Lerner (Madison Parks), Tom Martin (Saiki Design), Zia Brucaya (Urban Assets), Marcus Pearson (Urban Assets)	

Agenda Item	Discussion	Follow-up
Public Engagement Update	<p>The following documents were provided to the group by Urban Assets:</p> <ul style="list-style-type: none"> • Summary of public engagement comments • Design concept feedback visual (public meeting #3) 	
Review of Draft Master Plan	<p>Tom Martin of Saiki Design presented the preliminary draft master plan and shelter design:</p> <ul style="list-style-type: none"> • Overlook area with a wheelchair lift on Gilman Street side of the park • Gates of Heaven remains where it is today • 12-foot path along entire shoreline • Terrace steps similar to Memorial Union • Angled parking lot along Gorham with one entry and one exit point • Shared dockage • Zero-entry beach – sand up to ordinary high water mark per DNR regulations • Renovation of current shelter <ul style="list-style-type: none"> ○ Glass wall extension in front ○ 2nd floor addition to east of current structure ○ Seating on top ○ Wide stairway down to lake off of Gorham ○ Café in top of addition, rentals below • Eastern shoreline remains as is, with small fishing pier at east end • Prairie or meadow restoration on east end of park • ADA accessible paths throughout the park • Sunset overlook at end of Blount Street 	
Group Discussion and Comment	<ul style="list-style-type: none"> • Will this go to other city commissions? <ul style="list-style-type: none"> ○ Informational presentations to UDC, Landmarks and Development Assistance Team (DAT). Board of Park Commissioners for final approval. • What happens between now and 9/24? What avenues do we have to influence the shelter design prior to 9/24? 	

	<ul style="list-style-type: none"> ○ Comments can be submitted via email and at the next public meeting. Changes can still be made between the final public meeting and going to Board of Park Commissioners. • There are some concerns about how the process has been managed. Need an option showing no parking on Gorham. Also need an option with less parking. Concerned about putting parking up against the 704 Gorham landmark building (B&B). Concerned there are other options that were not considered in the concept plans. • Boathouse concerns have not been addressed (Mendota Rowing Club). We use all four bays. Need 100-feet in the back of the boathouse to swing our boats into the second floor for repairs. <ul style="list-style-type: none"> ○ Saiki: Modifications may be possible. Need to understand MRC's operational needs – will organize a meeting. Will also need to follow Landmark regulations. We have moved the dock further away as requested at the last public meeting. • Is the beach sand or pea gravel? <ul style="list-style-type: none"> ○ The beach has to be pea-gravel from the ordinary high-water mark into the water. DNR might allow sand if it doesn't migrate, but there is a lot of wave action at this site. Cannot know for sure until we go through the permitting process (after this planning process). Goal is to have all or mostly sand. • What is the green roof addition of the shelter? <ul style="list-style-type: none"> ○ A green roof on the new addition, with garden beds on the deck area. • Will the new shelter block views of boathouse and sunset? <ul style="list-style-type: none"> ○ Some views from the sidewalk and street will be blocked. Silos will be shaved down to open up other views. People can walk onto the roofs of the addition and existing shelter to enjoy the views. • Buffer the east lookout spot from the parking lot. Remove the eastern bay that impinges on the B&B. • Can we stop people from driving down east side path? <ul style="list-style-type: none"> ○ Sarah will send a note to operations. • Moving forward, can we make sure the site plan indicates the driveway goes back towards Lincoln school? <ul style="list-style-type: none"> ○ We will make sure that it is indicated on the site plan • Skeptical that the shelter can feasibly become four-season. <ul style="list-style-type: none"> ○ Design team will discuss with the mechanical engineers. • Can we put the shelter on west side of park? Would be complimentary to Gates of Heaven with a café and reception area. Keep parking between Gates of Heaven and a new shelter, or consider parking at ground level under part of the shelter structure, or possibly a parking structure (at ground level) with a green roof. <ul style="list-style-type: none"> ○ Placement may depend on zoning ordinances and setback regulations. 	
<p style="text-align: center;">Individual Comments</p>	<p>Patty Prime:</p> <ul style="list-style-type: none"> • Likes <ul style="list-style-type: none"> ○ Beach and lake access ○ Preservation of quiet east side ○ Long path ○ Reconfigured parking along Gorham (similar to the Chazen, which works well) • Dislikes 	

- Feels too busy/crowded – simplify if possible. Seems like a few things could be dropped.
- James Tye:
- Likes
 - Reducing sediment that comes out of subterranean storm water outlet.
 - Emergent wetland
 - Reducing total impervious surface
 - Location of parking, but could get rid of 10 spots.
 - Consider city purchase of small surface parking lot across from park at Butler and Gorham.
 - Create stronger green connections at street intersections (Hamilton, Franklin)
 - Dislikes
 - Would like to see the shoreline naturalized more – reduce rip rap on east side.
 - Lack of visual connection between people in the park and people not in the park.

- Joe Lusson:
- Likes
 - Big “grand lawn” and functionality
 - Café, but I wish it was at grade or lower, not 12-feet above
 - Boat docking on West side away from Mendota Rowing Club
 - Dislikes
 - Parking on Gorham – view is obstructed by cars
 - Shelter addition infringes on historic boathouse and views of the lake
 - Beach with pea gravel
 - Playground right by basketball court
 - BBQ area does not need to be by basketball court
 - Losing trees

- Dawn O’Kroley:
- Dislikes
 - Public voice is not heard
 - Views blocked by café addition
 - No options for restrooms or shelter on west end
 - Shelter should engage the water more
 - Not sure that existing shelter can be made into a four-season building
 - Gates of Heaven should be ADA accessible.

- Bob Klebba:
- Dislikes
 - Design does not address things we have asked about
 - No bathrooms on west side
 - Parking lot

- Lack of pedestrian access from neighborhood into park – need designated crossings on Gorham
- Lack of maintenance management plan
- Community gardens— Not sure who will manage and operate. Vulnerable to vandalism.
- Proposed path bisecting large green space on the east side of the park
- Use of vehicles on path
- Gates of Heaven does not have an accessible entrance
- No mention of winter park uses
- Likes
 - Clean water swimming area
 - East lawn coming all the way up to the lake
 - Lake access

David Waugh

- Likes:
 - Storm water filtration area
 - Clean swimming area
 - Boat dockage, including sailboat pins
 - Moving basketball courts
- Dislikes
 - Location of shelter/cafe
 - Parking lot on Gorham
 - Parking next to the B&B on Blount
 - Playground too close to basketball courts
 - Lack of maintenance plan

Sabrina Gueger

- Like the central shelter, but would add more glass to addition to preserve views.

Alex Einsman

- Overall, going in a good direction
- Dislikes
 - Reconfigured parking on Gorham
 - Separate playground from grilling and basketball
 - Lack of bathrooms on the west end

Paul Dearlove:

- Likes
 - Good balance of uses and shoreline types
 - Natural features
 - Beach

	<ul style="list-style-type: none"> ○ Biofiltration/pollinator gardens ○ Grand lawn ○ Small fishing pier, but with added habitat improvements like engineered tree falls (be bolder on eastern shoreline) ○ Emergent wetland (suggest consulting with Madison Engineering to ensure that the wetland feature is designed and maintained in a way that it will remain functional and attractive) ● Dislikes <ul style="list-style-type: none"> ○ Lawn on east side – an all-natural space with prairie or tree cover would be better ○ Lack winter amenities – like the idea of an ice rink ○ Playground next to basketball court <p>Alder Zellers:</p> <ul style="list-style-type: none"> ● Likes <ul style="list-style-type: none"> ○ Beach and clean swimming area ○ Grand lawn ○ Like the lookout on Gilman Street, but don't believe wheelchair lift will be heavily utilized ○ Reconfigured parking along Gorham IF not removing trees (or very few) ● Dislikes <ul style="list-style-type: none"> ○ Lack of pedestrian access points. People already have issues crossing Gorham. ○ Need more playground space, move away from basketball courts ○ Net loss of trees ○ Parking creates barrier for people accessing park; parking creates view barrier for pedestrians – work on the design ○ Not as concerned about the shelter addition blocking views IF it is designed correctly. ○ Additional parking in Blount street lot is damaging to a significant historic landmarked building (B&B) ○ Reconsider sunset overlook by Blount parking 	
<p>Next Steps</p>	<p>Meeting concluded by summarizing takeaways and specific items to address:</p> <ul style="list-style-type: none"> ● Set meeting with Mendota Rowing Club ● Better analysis of impact of shelter addition on views ● Look into modifications to parking configuration, playground location ● Better analysis of trees lost & work to save more <p>The final public meeting will be on September 24, 2018, 6-8 PM, at Christ Presbyterian Church</p>	

James Madison Park Stakeholder Group Notes | Meeting #5

Date: 09/12/2018	Time: 3:00 – 5:00 PM
Location: City-County Building, Room 108	Recorded by: Quinn Heneghan and Marcus Pearson, Urban Assets
Attendees: Dawn O’Kroley, Bob Klebba, Paul Dearlove, James Tye, David Waugh, Joe Lusson, Alder Ledell Zellers, Eli Judge, Anne Neujahr Morrison, Judy Sidran, Patty Prime, Alex Einsman, Tyler Lark, Sarah Lerner (Madison Parks), Ann Friewald (Madison Parks), Tom Martin (Saiki Design), Ken Saiki (Saiki Design), Zia Brucaya (Urban Assets), Quinn Heneghan (Urban Assets), Marcus Pearson (Urban Assets), Melissa Destree (Destree Design Architects)	

Agenda Item	Discussion
Discussion of Previous Stakeholder Comments & Responses	<p>The project team distributed responses to the stakeholder questions/comments from the last meeting.</p> <ul style="list-style-type: none"> • Ken thanked stakeholders for their participation and input. • Ken reviewed each comment/question individually, relative to updates in the draft master plan. <ul style="list-style-type: none"> ○ Sarah indicated that the project website offers a lot of background resources. • Re: beach materials, water level and DNR: <ul style="list-style-type: none"> ○ The beach can be sand down to the ordinary high water mark. Beyond that, it will likely need to be pea gravel. This is a DNR requirement so that sand does not get washed into the lake and begin to “fill” the lake. It also saves on maintenance costs for the city; sand does not need to be replenished as often. • Re: access drive that connects the parking lot to the east side entry point: <ul style="list-style-type: none"> ○ The path will accommodate city maintenance vehicles. • Re: sight lines to the lake, proposed parking along Gorham, and parking at end of Blount: <ul style="list-style-type: none"> ○ New design reduces the number of cars to preserve trees and views, and narrows the drive so there is less pavement. The parking lot is also lowered so that pedestrian views from sidewalk are not obscured. ○ Bob: Any way to accommodate turnaround in Blount driveway? <ul style="list-style-type: none"> ▪ Tom: Grading conditions make it difficult to expand upon flat surface turnaround. ○ James: Questions as to pervious and impervious surfaces. Concern about impervious surfaces too close to the lake – basketball court; would appreciate global view/calculation of the surfaces to be used. <ul style="list-style-type: none"> ▪ Sarah: Parks is considering pervious surface for basketball court. ○ Dawn: Have other studies been done re: parking? Considering police presence and # of calls. <ul style="list-style-type: none"> ▪ Ken: Approached traffic engineering re: other sources of parking along Gorham and Butler. These were deemed too dangerous or not possible due to space constraints. ○ Joe: Only need about five spots by Gates of Heaven. Get rid of other parking in the park. <ul style="list-style-type: none"> ▪ Sarah: The city zoning administrator determines parking in parks ○ Bob: What about potential for cruising in the parking lot drive aisle? <ul style="list-style-type: none"> ▪ Zia: Raised crosswalks will be added to slow vehicles and improve pedestrian crossings.

- Dawn: Do not want parking in the park. Request that the City use orange cones to mark out the proposed parking, so that the neighborhood can see what it will look like before the City invests money.
- Sarah: The City has to provide enough parking to meet the needs of a diverse range of park visitors. We feel this parking lot is a very good design for this kind of scenario – it will function better than what exists.
- Can GOH can be moved back slightly to make room for parking?
 - Melissa: If moved, it would need a new foundation and require a demo permit. Afraid this would create a lot of confusion in the community. This is not supported by Landmarks staff.
- Anne: This is the best iteration of parking we have seen so far. Similar to parking in Vilas Park, which works well.
- Re: shelter views, blockage of pedestrian views, and alternate locations:
 - Sarah: The park is zoned PR, which requires a 30' setbacks. A variance would have to go through the Zoning Board of Appeals, and staff has advised that it would not be approved. Modifications and/or expansion of the existing shelter would also not be allowed for these reasons.
 - Melissa: We are also not allowed to do subterranean work.
- Re maintenance and land management:
 - Bob: Will there be accommodations for remediation of contaminated water?
 - Sarah: City is thinking about it and there is space. There is a separate land management plan that governs all Madison parks; options will be weighed for JMP.
- Re: trees:
 - Arborist has assessed trees for those to be removed due to poor or fair health; see tree matrix on website. Red highlighted trees are to be removed due to poor health; yellow trees to be removed due to design conditions or those that are in fair health.
 - Joe: Why are trees being removed by lake? Mature trees provide shade. Some trees are shown for removal that are not in the way of anything.
 - Tom: Trees shown for removal are due to poor health.
 - Ann: Trees that are not in the way will likely not be removed before construction; however, Parks will take down trees if they are a safety hazard.
 - Sarah will send Joe the tree inventory and species list.
 - Tyler: Some of the trees slated for removal are ash trees that have been treated by the neighborhood. Can we put something in the master plan for treatment of these trees by the City of Madison?
 - Sarah: The City will not take on treating ash trees.
- Re: public safety, lighting, traffic:
 - Bob: Is the City comfortable with parking by basketball courts?
 - Zia: MPD is happy with the parking configuration. More eyes on the street and easier to police.
 - Traffic engineering is open to installing one set of flashing pedestrian lights (RRFBs) at either Butler or Blount.
 - Bob: priority for RRFBs would be Butler first, then Blount, but ideally at both locations. Consider bus users.
 - Traffic engineering is open to installing a bump out at Hamilton and Gorham to shorten the crossing distance.
 - Joe: Both Blair and Blount need better marked crossings.

	<ul style="list-style-type: none"> ○ Patty: When crossing to the park from Hancock, there is still traffic on Hamilton to contend with.
Review of Updated Draft Master Plan	<p>Tom Martin and Melissa Destree shared the updated draft master plan and shelter concept.</p> <p>Discussion:</p> <ul style="list-style-type: none"> • There is interest in no parking at the park. Is it possible for the City to rent the parking lot at the corner of Butler? <ul style="list-style-type: none"> ○ Ledell: The corner lot is not available – owner plans to develop. • Include guidelines for park lighting in master plan. <ul style="list-style-type: none"> ○ Ped scale lighting will be reviewed in detail at implementation. • Make elevator element iconic. • Show raised crosswalks in plan. • Consider park vehicle operations and how they get in and out. • Difficult to turn around at end of Blount – need a larger cul-de-sac. • Show percentage of impervious/pervious surfaces compared with existing; what % of pavement is recommended to be pervious? <ul style="list-style-type: none"> ○ Include pervious pavement in master plan recommendations (basketball courts, etc.) • Pull courts closer to parking? Remove green space between courts and parking. Basketball court should have a concrete buffer on all sides, especially between basketball court and parking lot. • Possible CPTED issues with shelter overhang and sunken overlook at Blount. While the overhang of roof helps connect the lower half of the structure to the lake, it makes it darker and may influence the negative behaviors currently happening on the hillside. • Can the event space on top be reserved? <ul style="list-style-type: none"> ○ Yes, both the community spaces above and below can be reserved. There are 3 different shelter zones that can hold about 200 people total. • It is unfortunate that the community room loses full sunset views. <p>Tom shared a comparison chart of current and proposed conditions.</p> <ul style="list-style-type: none"> • Consider including: <ul style="list-style-type: none"> ○ Trees ○ Parking ○ Shelter zoning ○ Ped crossings
Individual Comments	<ul style="list-style-type: none"> • Patty: The parking is a good compromise for safety and accessibility. Like the spaciousness of the shelter and eager to learn more about the shelter concept. • Anne: Sad to see that the pier wrapping the clean-water swimming area has been removed; Lincoln School residents were especially excited about it. Like the parking configuration, but would like more parking; consider showing comparison with other parks? Like the

	<p>shelter concept; would like a more regular/traditional shape vs. contemporary. Relate pier to café and beach if possible – be more of a focal point.</p> <ul style="list-style-type: none"> • Judy: Want to make sure there is enough parking near Gates of Heaven. • Bob: Want to see certain shoreline trees remain for swimming purposes. Prefer RRFB at Butler if only one is possible. • Dawn: Missed an opportunity to place the shelter on the west side. The west end could engage the water more, similar to the Memorial Union. Current shelter location reduces ped connections to lake; possibly perpetuates CPTED issues. • Eli: Hamilton corridor looks more inviting! The new shelter is aesthetically pleasing. The elevator could be problematic in that corner—this looks like the best location for sitting. Consider adding a beacon. • Alex: Like the uses that the shelter incorporates, especially the public spaces. Core of parking and courts feels like a lot of pavement – shift more toward Gates of Heaven. Include the adult exercise area from previous concepts. • Paul: Like the shelter and green roof. Parking seems like a large/inefficient imprint. Be careful of the perpendicular shoreline conditions and catching of debris. Integrate green design elements into the parking. Sequoia Library is a good example. • Alder Zellers: Like that more trees are being saved. Parking seems to be a good compromise. Like that the parking has been lowered for pedestrian views from the sidewalk. Like Boathouse’s renewed prominence. Like the shelter concept. • Joe: Concerned about the shelter overhang— there could be issues related to drug-dealing. Question whether there is a sufficient amount of open green space. The courtesy dockage is too far away from the shelter/rentals. Concerned about parking and TE’s response – would prefer no parking. • Tyler: Like the potential connection to the lakefront path. Like the bike/ped connections throughout the park. Would like to make sure the far east path connection isn’t stepped so that bikes can get from the park to Livingston. • James: The design has come a long way. Would like to see an analysis of permeable vs. impermeable surfaces compared to existing. Would like for 100% of stormwater to be retained on site (make it like a sponge). Are there redundant paths that can be removed? Excited about the emergent wetland, especially as an educational tool.
Next Steps	<ul style="list-style-type: none"> • Upcoming city review process <ul style="list-style-type: none"> ○ Landmarks Commission informational review on October 1st ○ UDC informational review on October 3rd ○ Board of Park Commissioners on November 7th (date may change) <ul style="list-style-type: none"> ▪ Review and possibility to approve that night ○ Does not need go through city council • Final public meeting: September 24, 6:00-8:00PM, Christ Presbyterian

Appendix J: Email Comments

From: [REDACTED]
To: [REDACTED]
Cc: [REDACTED]
Subject: RE: JMMP Designs & Additional Comments
Date: Thursday, April 26, 2018 4:29:52 PM

I enjoyed seeing the concepts for James Madison Park at our meeting on Wednesday. There are some great ideas and we are at an exciting part in the process. Here are my own personal thoughts:

1. I would like to see a plan for the vacant lot on Blount. A wind sculpture by Anthony Howe would be a real attention grabber and draw people to it. I think it would help put the park on the map as a destination. Please check out the artists' website: <https://www.howearth.net/>. I can attest that this is a very windy location and so perfect for a wind sculpture.
2. There are 2 areas in the park that are too steep for the city parks department staff to maintain and they become overgrown with noxious weeds:
 - a. The area below our b&b extending behind Lincoln School apartments. This area would be a good place for terraces with perhaps sod, or even a couple of community garden beds. People come here often from Blount to sit and look at the sunset. Terraces could be a natural theater like setting. I would also like to see a natural looking climbing wall feature. I would like to see the existing stone stairs in this area preserved or reused somewhere.
 - b. The western border near the basketball courts. I believe this area could be graded and seeded with grass. It would make a great sledding hill, play hill and exercise area. Many adult exercise groups use hills for aerobic exercise. Or, I could also see a park shelter nestled into the hill here with a roof top terrace accessed from Butler.
3. I am happy there is a food/beverage vendor space in the shelter as depicted in all the plans. I would like a larger outdoor space with more tables. I also want food, beer and wine allowed to be sold in this space. I am not a fan of a park shelter that is not built into a hill because a rooftop not visible from the sidewalk or street would be a potential place for bad behavior. I believe the existing shelter is well situated but has too much concrete and is too cave like to be a welcoming place. Either tear it down and start over or drastically open it up. You should be able to have tables and seating on the edge to take advantage of the views. Currently there are flower planters there.
4. Happy to see boat docking in all the plans. I am wondering if we could either have spaces for summer boat slip rental, or a few moorings for sailboats.
5. I love the natural storm water filtration exhibit in plan A.
6. I like the clean swimming area in plan c that has the board walk that goes out into the water.
7. I like the idea of moving the basketball courts closer to the shelter. The courts are a huge social gathering space and there are no bathrooms near the existing location.
8. I would be in favor of replacing the parallel parking on Gorham with angled parking for most of the length of the park, probably starting after the Warden House and going all the way to

Butler. I am ok with losing trees to make this happen.

9. Speaking of trees, I feel because this should be a 100-year plan, I am ok with losing some trees that are not well situated for a 100-year vision. The grove of mature oaks however on the eastern border should be preserved.
10. I am not a fan of any “natural” area that allows for bad behavior to go unnoticed. This is a downtown urban park and if we want to go for a walk in a woods or tall grass prairie, we have other parks for that purpose.
11. I am intrigued by a service entrance on the east end of the park. I would love for Blount to dead end and do away with the driveway to Lincoln school. However I would defer to the needs of the owners/residents of the Lincoln school apartments.
12. I don't think the parking on the east side of Blount that abuts the B&B is workable. We have an easement to the existing sidewalk and it would interfere with the viewshed to the landmark.
13. There really needs to be stairs from the end of Blount down. Many people are drawn to the sunset view from Blount and enter the park here and fall on their butts trying to get down the hill. Plan A shows some steps here which I like.
14. Not sure if it is out of scope, but it might be nice to continue the path behind Verex to go to the University lifesaving station. There is a wild patch between verex and the lifesaving station that is owned by UW and would be nice to partner with them to make that more open and attractive. The lifesaving station is actually an interesting destination .

Thanks for inviting us to be a sounding board.

Best,

David Waugh



From: [REDACTED]
To: [REDACTED]
Subject: FW: Feedback after Mondays JMP meeting.
Date: Thursday, May 17, 2018 11:53:30 AM
Attachments: [image002.jpg](#)

Hi Sarah,

My response is:

Less is more. Keep the open green spaces. Keep kids play ground in the middle of open space for family picnic use. Keep sand/beach access to the lake for swimming and beach time. Keep the shelter where it is, but take away towers and add glass front to lake. No docks for motorized boats. Keep it for non-motorized boats. Parking lot along street is good.

Thanks,
Sharon Redinger

From: [REDACTED]
To: [REDACTED]
Subject: FW: James Madison Park design
Date: Wednesday, May 23, 2018 1:27:59 PM
Attachments: [image002.jpg](#)
[James Madison Design Comments.docx](#)

Hello

I am writing to provide comments on the three James Madison Park design concept presented on May 14, 2018 (please see attached).

In brief I would come out strongly against Design B, especially the location of the new shelter and basketball courts. Design A and C have great potential. I think slightly prefer Design C.

General Comments

- Please doesn't remove any large shade trees, especially the large shade trees along the eastern boundary. This is a really nice place to sit....and to watch the sunset.
- One really good quality of James Madison park is that it has 2 nice greens spaces that serve two different purposes. First, on the west side, James Madison has a large and uninterrupted green space all together along the water. This creates a very nice community space for sun bathing, cook outs, Frisbee etc. On the east side, in front of the Lincoln school, is another smaller green space that's a bit more quiet and intimate. I would discourage designers from interrupting these green spaces with buildings or courts or paths. (This is the sad situation of BB Clark beach. A deteriorating ugly building sits directly in the middle of the park, thus cutting up the green space and obscuring the view. Had designers placed this beach house the corner the beach area and view would be doubled.)
- 3) Given this, I would come out strongly against Design B. Design A and C have great potential. I think slightly prefer Design C with comments below.
- 4)Side point, a lot of bike commuters uses James Madison to come home during the summers and especially at night. Would be nice to preserve this ability.

Design A Comment 1) In the existing plan the basketball court and parking are tucked away, thus leaving a very open green space. Design A moves the parking and basketball. This might work depending on what happens to the space where the existing courts are. It's hard to assess from the drawing whether the newly opens green space (where the basketball court is now) is a good substitute for the exiting green space.

Design A Comment 2) This plan chops up the east side greens space with a path. Please try to keep this eastside green space as a whole.

Design A Comment 2) I like that this appears to keep the old restroom shelter

Design A Comment 3) Storm water design looks cool. I like the swimming pier.

Design A Comment 4) I would come out against public boat docks. The place is already crowded and we don't need loud drunk boaters.

Design B Comment 1) This new building will block views of the lake from the street when passing by on a bus. The new building will break up the flat open green space, making it hard to play Frisbee and layout. Where the existing building sits there appears to be amphitheater seating. This might be nice if done just right but it might also become dead space used by few people.

Design B Comment 2) The new basketball court should be tucked away in a corner or along a perimeter. In Design B is plopped right in the middle of the green space.

Design B Comment 3) I prefer the Design B walkway design of the east side lawn over the broken up Design A walkway design. However please do not cut down the trees.

Design C Comment 1) This design nicely preserves the Westside greens space, very nice. Swimming area is nice. I like the location of the shelter.

Design C Comment 2) The east side walkway design might work, but if would remove the lower loop since it chops up a green space that is already quite small.

From: [REDACTED]
To: [REDACTED]
Subject: James Madison Park Input
Date: Wednesday, May 23, 2018 6:55:35 PM
Attachments:

Hi Sara,

I am a resident of [REDACTED] who utilizes James Madison Park every day from May through October. Unfortunately, I was in Arizona over the winter--well, actually it was not unfortunate for me that I was in Arizona [Smile] , but that I was not in Madison during the time when all of the public input meetings were being held. As a result, I would like to respond to the three preliminary draft plans in this email as well as provide some general comments about the park.

I am an active 68-year old who takes my small dog on a walk each morning from spring through fall that includes walking through James Madison on the park pathway and then along the sidewalk adjacent to the park on Gorham, including crossing Gorham at the east end of the park. I walk this area each day for five or six months during the warm weather, so I have a good idea of what occurs in the park and adjacent sidewalk between 7 and 8 a.m. each day. Here are some of my observations.

* While I now enjoy visiting the park each day, prior to moving to the east side from Middleton, I did not have a favorable view of the park. I believe that this is because I only saw it later in the day on the weekends, when it seemed that it was only used by young people playing frisbee. There is a very different vibe in the park in the early morning, much quieter and nature oriented. Having said that, some residents may feel nervous about the people who sleep overnight in the park. I have never experienced any problem in this regard, although it would be best if there would be a more permanent solution for this situation.

* Although I walk my dog in the park, I don't see it as an appropriate area for a dog park.

* One very significant problem I don't see addressed, although I may have missed it, is the usage of the path adjacent to the lake by both walkers and bikers. As a former long-range biker myself, I can tell you that the majority of individuals biking through the park are either ignorant or simply discourteous about the potential for collisions with pedestrians. They almost never use an appropriate signal, either by voice or by bell, to announce that they are passing. As a result, I have been startled many times by the close proximity of a biker speeding past me. Because there is a substantial downhill area on the east end of the park, it is easy for bikers to achieve high velocity with minimal effort. The approach by bikers is so silent that even my dog, with a dog's exceptionally good hearing, does not hear the approach of bikers.

While I appreciate the need for safe biking--I am a strong advocate for the barricade to reduce the volume of traffic the E. Mifflin Bike Boulevard--it would be best to ban bike traffic from the park for the safety reasons I just enumerated. The park pathway does not provide the biker with connection to any other off-road biking lanes, so there is no point for bikers to be traversing the park. I have never seen a biker stop in the park. They only utilize it as a pass-through. As a result, the park pathway should be maintained only for pedestrians, particularly if the goal is to make the park friendlier to differently abled people.

In terms of my preference among the three plans that have been developed, I have a strong preference for Concept A. There are several things I like about it: 1.) It has great open spaces, both for recreation and the contemplation of nature; 2.) It has a strong component for helping improve the lake; 3.) It utilizes the current park shelter, but with significant upgrades.

The only thing I don't like about Concept A is that the volleyball area is located adjacent to and, in fact, partly in front of the newly designed--and wonderful--waterfront patio. I, for one, would not want to be relaxing on a patio while people were kicking up sand and making noise a few feet away in a volleyball pit. Couldn't the volleyball pit be located in the area by the basketball courts and adult recreation area? To me, that seems to be the appropriate location.

In terms of Concept B, I don't see much that I like. The centerpiece seems to be a beach/volleyball court, and while there is a new shelter, there are very few other amenities. In addition, the space doesn't seem well-utilized.

Concept C has some merit, although I have questions about whether certain features make sense. For example, the walkway around the designated swimming area seems devoid of the interest that Concept A generated with a walkway around a wetland native habitat. Concept C's walk into the lake seems akin to walking around a swimming pool. The picnic area is put in an "urban meadow". Any grass/plant material of any length will harbor mosquitoes by the thousands. Why would you put a picnic area in such an unpleasant spot? Who would use it? What I like the most about the plan is that all of the group activity space is housed at one end of the park, thus providing good separation from those who may wish to experience a more tranquil environment during their time at the park.

Thanks for letting me express my thoughts about the park and the three concept plans. I have come to love James Madison Park, and really want to see its future provide a great balance between the ages, interests, and activities of all potential park users. To me, that is best accomplished in Concept A.

Barb Wilson

██████████ If you would like further input, please feel free to call me.

From: [REDACTED]
To: [REDACTED]
Subject: Mendota Rowing club
Date: Monday, July 16, 2018 6:03:16 PM

Hi Zia and Sarah,

Thank you for today's meeting. I can only imagine what it is like getting feedback in that kind of forum. I wish there would have been more time to do a round robin.

I really like the west end of the park. I don't think that a shelter over there is necessary as a central feel to the shelter seems important to accessing the whole park.

The parking. I don't mind it. It would be nice to have parking close to th shelter and gates of heaven. I don't think it would be fair to just have parking next to the gates of heaven because then user tend to stay near their cars.

Something that was glossed over was small boat launch for kayaks and canoes. I would like to revisit this with you all. We would like to share our dock space with those that do recreational sports. Our ideal design would be 2 floating docks where the 2 existing docks are but of different material that can be used by kayakers, paddle boarders, canoers and the rowing group. It would also be important for us to talk about beach launching, as this is also needed by all groups. The reason I think this is a better solution is because if they do have separate docks from our docks, they will still use our docks.

The entrance to and from the park for our truck and trailer is also of some concern.

Lastly, is the concern of space to the Gorham street sentrance of our building. We need at leadt 100 ft of space up the hill to turn and bring boats in and out.

As mentioned in the meeting, I think we need to bring the boathouse and Mendota into the mix Of things just as we did with gates of heaven.alsp mentioned in the meeting was a separate meeting with the articture. I would really like this to happen.

Please let me know what next step are from here.

Thanks,

Danielle Scodellaro

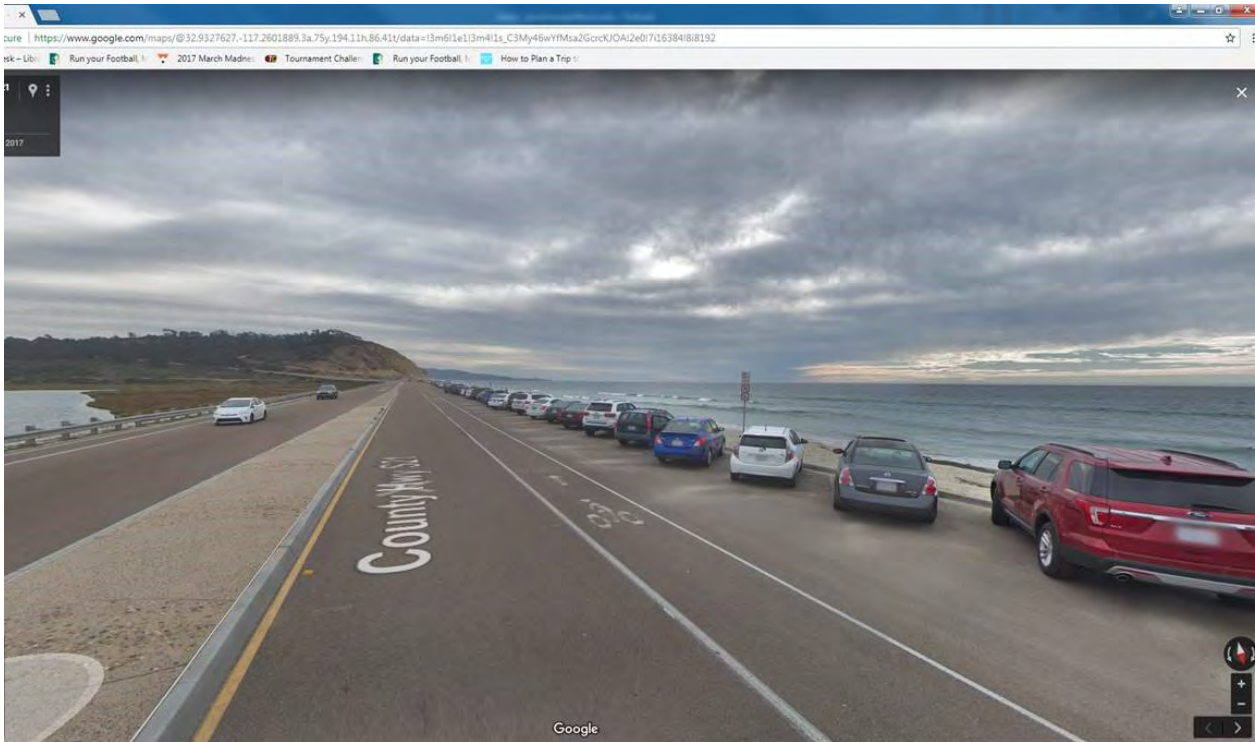
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Danielle Scodellaro
Mendota Rowing Club
Cell: [REDACTED]
Alt Email: [REDACTED]

From: [REDACTED]
To: [REDACTED]
Subject: RE: Stakeholder Feedback re JMP Master Plan
Date: Tuesday, July 17, 2018 9:54:56 AM
Attachments: [image002.jpg](#)

Hi Zia, nice chatting with you last night.

Looks like the highway in San Diego at Torrey Pines State Beach that I mentioned last night goes to one lane in this location. With Gorham being two lanes, this type of solution would require removal of the terrace and widen the sidewalk to allow for bikes in front of parked cars.. I think perhaps the best solution is to abandon changes to Gorham and leave the parking where it is behind the Gates of Heaven. The largest investment should be a year round shelter on the west end built into the hill. It should have a rooftop terrace accessible from Butler/Gilman and include a café. The existing shelter should get minimum investment and be activated with a boat rental facility. This would keep the gardeners on the existing shelter happy and keep the boathouse visible and accessible.



From: [REDACTED]
Sent: Saturday, July 14, 2018 12:40 PM
To: [REDACTED]
Cc: [REDACTED]
Subject: Stakeholder Feedback re JMP Master Plan

Sarah & Zia:

Several JMP residents recently gathered to discuss the JMP Master Plan.

As residents of the park, we are excited about the prospect of enhancing James Madison Park to better serve the public. We also believe that as residents we bring a unique perspective to the table and offer expertise in either architecture, environmental law, horticulture, and/or urban planning.

First, there was a consensus among residents that the planning process has been rushed. We believe this has resulted in a patchwork of hastily assembled ideas that lack a cohesive vision. The proposed plans also do not appear to be the product of meaningful public input, as numerous concerns and requests raised at public meetings were not addressed in any of the three proposed plans. The planning process has also lacked transparency. Urban Assets was brought in as a consultant to gather public feedback, and we believe that this data should be aggregated, anonymized, made public, and should have been made available from the outset of the public and stakeholder meetings. This feedback should also inform all master plan concepts.

Second, we believe the architects and overseers of this project should consider a shorter time horizon in the planning process. The idea that this planning team can predict what park-goers will want 50 or 100 years from now is a lofty and unrealistic ambition. If 1980s architecture and the current JMP shelter have taught us anything, it is that architectural horizons shouldn't predict beyond 20 years.

Third, we believe that a more iterative approach that invests strategically and gradually over time will likely result in a smarter and more enduring park plan that better supports community building and attracts park goers for years to come. An iterative approach would also help mitigate the impact of construction on park usage.

Accordingly, we would not support any plan that does not reflect these overarching concerns.

Finally, several issues raised by the public were not addressed in any of the proposed plans. As these issues have been raised previously, we ask that you please respond to each of the below points at Monday's meeting.

1. Sand beaches have been requested by many park-goers. As residents, we see these beaches used daily and they are a much-loved aspect of this park. These beaches should be contemplated in the planning options.
2. The recently-improved shoreline northeast of the boathouse should be left undisturbed.
3. No plan contemplated a second shelter on the west end in the hillside. We believe this could prove a more desirable location as a community gathering space for many reasons, and should have accordingly been considered in one of the options.
4. The current plan for building a cafe above the boathouse would potentially block sunset views of the lake and the historic boathouse for pedestrians, commuters, and residents of the 600 Gorham block. We are not opposed to a cafe, but would ask that the design team be mindful of the impact the current design would have on lake views.
5. Restroom options at the center and west end of the park have been requested by several park-goers and should have accordingly been considered in at least one of the designs.
6. The current shelter does not engage the lake, nor do any of the proposed shelter design options. This park is one of the few spots in the city where a public building may be located near the shoreline, and the design team should have contemplated this opportunity in at least one of the design options.
7. The plans should create open sight lines to the lake for passersby so as to meet the goals of the TLNA Plan and the Comprehensive Plan. To this end, no plan should include structures or parking lots that minimizes or obstruct public lake views. Park entrances at every street should draw the neighborhood into their park and planners should strive to mitigate any construction that would obstruct these entry points.
8. In at least one design option, planners should consider renovating the existing shelter design for seasonal use with upgraded restrooms and an analysis of improvements to support vendor needs.
9. The dumpster on the beach should be removed. Many people throw garbage into this dumpster—despite its purposes being to collect grasses and algae—leaving debris susceptible to blowing into the lake during times of high winds. We also suspect this dumpster is violating multiple local environmental regulations. In the same vein, garbage cans should have lids (open-air cans pose the same threat of debris blowing into the lake). The park should also include recycling bins in addition to waste cans.
10. No environmental plans were discussed in any of the plans beyond one stormwater management and filtration proposal. Each plan should account for water quality impact, stormwater and surface runoff, shade, green space, and wildlife habitat and preservation.
11. A park maintenance plan should be included with each master plan proposal. These plans should address how buffer strips will be maintained (e.g., weed control, native plant use, etc...). The landscape and plantings should also support wildlife habitat and the goals of the Pollinator Protection Task Force.
12. The JMP plan should strive to accommodate existing tree growth. The current plans do not identify the location of any existing trees in its plans. This should be remedied. People enjoy the trees for shade, and are highly-sought-after territory. Moreover, trees are expensive to remove and take decades to grow to the length of most existing trees. They are accordingly of substantial value and the plans should reflect that.
13. We believe the empty lot should be designed for pedestrians and include a sunset viewing perch and a pocket park. At the end of Blount Street planners should consider designing a small deck structure that does not block views from Gorham to offers pedestrians a sunset viewpoint. The planners should consider engaging volunteer gardeners to help design the pocket park.
14. Playground improvements should engage residents and children (broad age range) before improvements are planned.
 - o Designers should consider partnering with Whole Trees (local, sustainable/environmentally-friendly, female-owned business) as they have experience creating these types of spaces.
15. Universal accessibility improvements should be contemplated for the front entrance of Gates of Heaven. This design should allow for courtyard accessed from Butler Street, a short-term loading zone for wheelchairs, and wider paths/sidewalks to accommodate handicapped individuals.
16. The proposed parking lot off Gorham in all three plans threatens to alter the park's dynamic by a converting large of swath of green space to concrete and obstructing lake views for pedestrian passersby. We believe design plans should strive to mitigate and avoid new parking development that convert green space to concrete. We further do not support expanding the parking lot to abut the Mendota Lake House, especially when no plan contemplated angled parking off Gorham Street or parking on Butler Street as alternatives.
17. Public safety concerns should be addressed in all planning proposals.
 - o Consider pedestrian-scale lighting that respects the adjacent historic districts in design.
 - o Engage Madison's Traffic Engineering department to install flashing crosswalk signs at JMP crosswalks on Gorham.

To reiterate an overarching concern, the public has not seen the compiled data collected from the broader JMP community. This data has been requested before and should be shared with the public in order to create a more transparent process informed by meaningful public input and stakeholder engagement.

We look forward to your comments. Thank you.

Respectfully,

Abigail Barnes & JMP Residents

From: [REDACTED]
To: [REDACTED]
Cc: [REDACTED]
Subject: James Madison park master plan concerns
Date: Thursday, July 19, 2018 12:00:00 PM

Hello Ms. Lerner,

I'm a member of Mendota Rowing Club, and so the park's new plan will affect me personally. I attended the park design-concepts workshop in May at Gates of Heaven. There were a lot of great ideas presented. I really appreciate the city's efforts to involve the community.

I heard recently that the city is leaning toward putting a new building on the hillside directly above the boathouse. You've probably learned that we need access to that hillside to move our boats in and out of the boathouse's upper level, which we use for repairs.

Some of our boats are 60 feet long. Carrying a boat around the boathouse, lining it up with the narrow door, and getting it into the boathouse safely is already a gargantuan task. The boat needs to be lined up so it is pointing straight at the door. So the far end of the boat can be 70 or 80 feet uphill from the boathouse entrance. We also need a lot of room on the sides to maneuver.

Someone asked our coach if we could just repair boats on the lower level. The lower level of the boathouse is already full of boats. We have to be very careful, when getting a boat or oars out, not to whack into any other boats. There isn't any room for a workbench or tools, let alone for an entire boat being repaired. (Repairs can take weeks.)

If we lose our ability to access the upper level, I don't see how we can keep going in the long run. What would happen to you if you were allowed to keep your car, but never to get it repaired?

Again, I really like a lot of the park ideas otherwise. I think that having a cafe in the park is a great idea--just not right behind the boathouse! I also love the idea of a clean-water swimming area. I'm a mom and I wish that Madison beaches were cleaner and better-used. I love the idea of encouraging kids to play in the water at James Madison Park, rather than trying to keep them out of it.

Thanks again, to you and the rest of the park-planning team, for all of your work and time.

Sincerely yours,
Pacia J. Harper

From: [REDACTED]
To: [REDACTED]
Cc: [REDACTED]
Subject: James Madison Park Master Plan Stakeholders Follow-Up
Date: Friday, July 20, 2018 7:14 AM
Attachments:

Good Morning,

Thanks for sharing this info, I really appreciate the willingness to continue to consider the best options for the park.

I noticed at the Gates of Heaven meeting that each plan at the time seemed to include an adult exercise area, but didn't notice this in the most recent version. Is that still a part of the plan or has that been changed?

Regarding the basketball court and parking location, there are aspects of the current set up that seems to do well at condensing parking to one area and the asphalt of the basketball courts less visible from E Gorham St. This seems to offer the current view of mostly green space and lake from all areas of Gorham, an intimate relationship with the park/lake from the walking or biking on the street. The "front and center" location of the proposed basketball courts seems less desirable in some ways compared to some of the current characteristics that seem to work well.

I can't imagine the process of trying to balance all the feedback, comprehensive neighborhood plans, and opinions. Thanks for all your effort and time toward this process! Just wanted to share some additional thoughts I've had since the meeting.

Have a good weekend,

Alex

From: [REDACTED]
To: [REDACTED]
Cc: [REDACTED]
Subject: James Madison Park Design - Public Input
Date: Monday, September 24, 2018 2:01:30 PM
Attachments: [IMG_4974 2.jpg](#)
[IMG_7518.jpg](#)

All:

This past Saturday, September 22nd, three resident stakeholders gathered in James Madison Park and volunteered their time to gauge support for some of the current project proposals in the JMP Master Plan.

Respondents were asked six questions relating to parking, stormwater management, beach access, viewshed preferences, and shelter location. Respondents were also asked whether they supported the proposed parking lot. An image accompanied the survey to show park landmarks, and the questions were based on the design proposed at the stakeholders meeting on September 12th. Orange tape and stakes demarcated the area slated to become parking space to make it clear where the proposed parking lot would be located.

Below is a summary of our findings.

We collected over 100 signatures and 40 interviews in the park over the course of three hours. By comparison, the July Master Plan Progress Report reported 16 interviews with individuals at the park between December 2017 and June 2018, and 151 survey responses and 43 comment cards compiled over 10 months.

In response to the question of whether respondents supported the proposed parking lot, over 100 respondents stated that they do not support the proposed parking lot. The vast majority do not support additional parking generally.

Survey responses further expressed overwhelmingly support for natural stormwater management buffer zones along the northern shoreline, beach access, unobstructed views of the lake between the boathouse and the west end, and a design proposal for a west end shelter.

We consistently heard people say that the park was already great, and maintenance and keeping the park clean were big issues as far as improvement for a lot of folks. Notably, weeds and debris from the recent flooding are still covering large swaths of the park and boathouse area (see below image), resulting in a foul stench along the shoreline. Many also noted that the current shelter was a bit of an eye sore and could use an upgrade - this feedback regarding the shelter consistent with most park goer feedback to date.



Debris and weeds on Monday, September 24th at approximately 11am in front of the boathouse.

On the question of shelter location, since your team recently learned that renovating the current shelter is not permitted under current zoning regulations without displaying hardship, it would seem only appropriate that an alternate location be considered.

On the topic of parking, there was overwhelming shock and dismay at the suggestion of converting any green space to concrete. Many cited a lack of need, and pointed to the ample street parking available on a Saturday afternoon.

Many respondents also questioned how the design and planning team could be so disconnected from the interests of JMP park goers.

One couple hanging in a hammock noted that the only two trees in the park where you could hang a hammock fell within the area designated for parking. This parking lot would effectively eliminate this activity.



Park goers in hammock filling out our survey on Saturday, September 22nd.

In the comment section of our surveys, one respondent noted that "the size and openness of the park is part of the appeal." Another relayed that the proposed parking lot "would reduce the area of the park, thereby increasing crowding...making the park less enjoyable." Two respondents respectively referred to the proposed parking lot in the comment section as a "tragedy" and "abhorrent." One surveyor noted the correlation between lack of greenspace and depression.

Based on these findings, we urge the city and design team to consider how previous public feedback was collected and considered, and what our data suggests about how public feedback was factored into the the current design proposal and planning process to date.

As today is the final public meeting, we ask that the design team respond to this data—which is effectively a 3-hour survey resulting in unanimous rejection of the current parking lot proposed in the current JMP Master Plan—and ask that a representative from traffic engineering be present to discuss parking alternatives and safe access to the park.

We look forward to your response and seeing you all this evening. Thank you.

Regards,

Abigail & JMP Residents

From: [REDACTED]
To: [REDACTED]
Subject: Fwd: FW: James Madison Park Design - Public Input
Date: Monday, September 24, 2018 7:25:08 PM
Attachments: [image002.jpg](#)
[image001.jpg](#)

Hi Sarah,

As we talked, mendota rowing club is in favor of the parking lot position. Currently, it is an unfavorable location for our early morning and late evening departures.

Danielle

From: [REDACTED]
To: [REDACTED]
Subject: james madison master plan
Date: Tuesday, September 25, 2018 2:19:10 PM

Thank you for the very detailed presentation yesterday. I can tell that a lot of work and thought went into this. I'm very happy to see that the idea to build a shelter right in the middle of the field was dropped.

With this in mind here are my two cents.

I fully support the following: Renovating the existing shelter and beach and shoreline.

I would vote against the following:

1) moving the basketball courts. The basketball courts are quite a lively place with music, and curse words, and flying balls and bodies. Its good that this exists but it's nice that its in a corner so that beach goers and toddlers at the play ground doesn't get hit in the head with basketballs or have to hear the rowdy language.

2) moving the parking lots: similarly it's nice that the parking is tucked away. i couldn't tell but it looks like the new parking lot has move sq ft of asphalt than the previous driveway. plus you probably will need to cut down 3-6 trees. Plus the width of the greens space will be reduced by 20% or so. plus people like to play music from their cars. I hope that the parking can remain where it is

3) slicing the east side green space into two: it was mentioned that the proposal divided this green space in order to offer a path that match ada incline recommendations. Fine but does every entrance need to follow ada requirements? Also the section of johnson leading to the east side path is also quite steep. are we proposing to change that as well? I hope that that the integrity of this green space can be maintained.

Bob Thomas

[REDACTED]

From: [REDACTED]
To: [REDACTED]
Subject: James Madison Park Suggestions
Date: Tuesday, September 25, 2018, 1:10 PM

Ken - I think your team did a great job of preparing the Master Plan for James Madison Park. I suggest you consider two additional features:

1. A 200' long pile supported pier (similar to the UW Alumni Park Pier and the Edgewater Pier that extend from the shoreline - see attached photo). The pier would be in alignment with Hamilton Street and have a 24' x 24' platform at the terminus where excursion boats, water taxis and boats coming off the lake could pick up and drop off passengers (NO long term docking allowed). The water is deep enough at this location to service these larger water craft. The views back to the Capitol (South) and along the shoreline (West) of the sunset would be spectacular from here.
2. A beautifully designed/landscaped auto courtyard next to the Gates of Heaven (similar to the attached photo of the Cranbrook Museum Entry Auto Courtyard). This would serve as a place where wedding parties and those visitors with disabilities could be dropped off and picked up. (NO Long Term Parking allowed).

Fred

From: [REDACTED]
To: [REDACTED]
Subject: James Madison Park Master Plan Parking Concern
Date: Monday, October 22, 2018 1:28 PM

Dear Board of Parks Commissioners,

I saw the the October 4th article in the Wisconsin State Journal detailing the JMP Master Plan and I have to say I'm extremely troubled by the parking lot plan. A 750 foot, 26 car parking lot along East Gorham Street will ruin the character of the park. My husband and I lived at 523 East Gorham Street (directly across from the park on the corner of Blair Street) for 20 years and 7 years respectively. When I heard about the master plan process I thought about getting involved and attending meetings but I thought they were mostly focused on the redesign of the shelter. I had no idea such big changes were afoot in an already very popular, iconic city park. I recently spoke to friends that did attend the meetings but apparently the new parking configuration was non-negotiable. Even when residents mapped out the parking area and surveyed over 100 residents in the park on September 22nd, their voices were not heard.

Here are just a few reasons why this is not the right design for JMP...

- Ruining views from the sidewalk and East Gorham Street into the park.
- It will require the removal of 7 mature trees from the edge of the park, some are shading the sidewalk
- Creating a urban heat island within an important green, cooling space
- Paving over a large area of any park is just inherently wrong...think stormwater and run off so close to the lake.
- **This design creates a dangerous traffic situation on Gorham Street by locating a driveway entrance near Blair Street. I lived on Gorham and Blair for 7 years and witnessed rear-end collisions there because of people speeding over the hill would not see traffic stopped near Blair St. Screeching brakes are a constant, daily occurrence at this location.**

We are all concerned about safety, but I just don't think that should be the only factor when considering such an important design. I think the real issue is the loitering by current basketball courts and parking lot. The basketball courts are going to be moved to the sports area near the shelter. So maybe the problem is already solved?

I hope that an alternative can be reached that reflects the needs and desires of the neighborhood. I'm completely behind elimination of the parking altogether with the exception of handicap and loading/drop off zones. Or keep a smaller lot behind Gates of Heaven.

There is a lot of good in the new master plan and I appreciate all of the time and effort that the city and residents have put into the plan. The plans for better beach access, wetlands restoration and shelter design are great ideas. I don't want all of these positives negated by such a poor parking design along East Gorham Street.

Many thanks,

Jackie Suska
[REDACTED]

From: [REDACTED]
To: [REDACTED]
Subject: James Madison Park re-design promotes flooding
Date: Tuesday, October 23, 2018 12:34 PM

Dear Plan Commission and Alder Zellers,

I am writing to express my disappointment in the plan for James Madison Park and to ask that the parking lot be removed from the plan.

Flooding and lake levels are under discussion at the city level and this huge park redesign invests lots of money and effort in the wrong direction. It is time to hit pause and reconsider.

[This article](#), which comments on the report from the UN's Intergovernmental Panel on Climate Change, offers some thoughts on the reality of flooding and asks us to keep in mind how long it truly takes to mobilize city efforts.

When my kids are my age, downtown Madison could conceivably be underwater.

There is a lot of new and planned concrete with coming construction on the isthmus. Does an expensive overhaul of James Madison Park's shoreline with loads of new concrete surface for parking make sense without considering what the next several decades of climate change will bring to our city? Why are we prioritizing cars and concrete? Why are we removing MORE mature trees after the huge loss to the urban canopy already?

We know better and should model forward-thinking choices!

Thanks for taking the time to think about this. If there is something I can do to help, please let me know.

Sincerely,
Jessica Becker

[REDACTED]

From: [REDACTED]
To: [REDACTED]
Subject: Proposed parking at James Madison Park
Date: Tuesday, October 23, 2018 9:41 AM

My son, who is 6, and I live on N Pinckney St. We love to walk to James Madison to play in the park and love driving home by James Madison because of the beautiful view of the lake. Even though I grew up in Madison, I am still mesmerized by the beauty of Lake Mendota in every season.

I have not been able to attend the planning meetings for James Madison, which I feel terribly guilty of, but as most, schedules are incredibly busy. While I am thrilled by the plans for the majority of the park facelift, I absolutely don't understand or agree with the proposed parking spaces, apart from the handicap and drop off zones. The new proposed parking will do the following:

- Ruin views from the sidewalk and East Gorham Street into the park
- Require the removal of 7 mature trees from the edge of the park, some are shading the sidewalk
- Create a urban heat island within an important green, cooling space
- Pave over already existing greenspace that I have enjoyed since my time in college at the UW
- Create MORE of a traffic issue on Gorham, which is not even pedestrian friendly as it is right now – if you actually want to do some good, do something so people can actually cross Gorham

While I do understand the plan is to replace existing parking spots, those parking spots do very little in the first place and there is street parking and Capitol Square North Garage, which is within 750 feet of the park. If the argument is due to a polling location, there are others nearby with no parking spots either. Also, as someone who votes at the Gates of Heaven Synagogue, I walk, and I am pretty sure if you polled the residents this would impact very infrequently, the vast majority would pick grass over concrete parking spots blocking the lake view.

Please do the right thing and preserve the beauty of Lake Mendota, the trees and greenspace for all to enjoy.

Kind regards,

Katie Silverwood

From: [REDACTED]
To: [REDACTED]
Subject: James Madison Park parking
Date: Tuesday, October 23, 2018 8:09 AM

Hello,

The vote for final approval of the James Madison Park proposal is coming up and I would like to voice an opinion. I live in the Tenney-Lapham neighborhood and use the park frequently with my kids. We are excited about the new shelter, beach and storm water retention. What concerns me is the new parking lot.

- it removes mature trees.
- it diminishes sight lines of park and lake from street and neighborhood.
- it does not accommodate more cars than the existing lot.

Are there reasons that are more important than the negative impacts?

Thank you for your consideration.

Tom Cranley

[REDACTED]

Sent from my iPhone

From: [REDACTED]
To: [REDACTED]
Subject: Parking
Date: Friday, October 26, 2018 7:59 AM

To Madison Parks Commission,

My wife, Penny and I, go to James Madison Park a lot. She has mobility issues (i.e. uses a walker). If you take away the parking then we won't be able to go there as the street parking is:

- A. Often filled with cars.
- B. Getting out of the car on Gorham street with a walker is a *life threatening* experience that we tried once and will never try again. It's scary.

We go to the Gates of Heaven for Jewish services, wedding, funerals, etc. If you take away those spaces others, who also have mobility problems, will also be affected. You will impact their lives negatively. When you enlarged the parking, years ago, you

This is really not a small issue. For seniors, and there are more and more of us, and those with disabilities, removing these spaces will impact on their ability to use one of Madison's greatest resources - the parks.

Please don't do it.

Zorba Paster

From: [REDACTED]
To: [REDACTED]
Subject: Parking
Date: Friday, October 26, 2018 5:30:06 AM

To Madison Parks Commission,

James Madison Park is a beautiful open space in an urban setting. Not everyone who would like to use it lives in walking distance to its access to the lake and its views, the walking paths and sports activities. So parking spaces need to be provided for all citizens to use this park.

The park is also home to Gates of Heaven, an active historic building which is being used for the Jewish Holidays, weddings and events of all kinds. People pay a lot of money to rent this building and they should have parking in close proximity. As not everyone has handicap parking passes, spaces need to be provided for all who rent this building

Thank you for your sensitivity to this issue.

Judy Sidran

garden volunteer at The Gates of Heaven and annual renter of Gates of Heaven for the Jewish Holidays

From:
To:
Cc:

[Redacted]

Subject: Re: James Madison Park Design - Public Input
Date: Wednesday, October 31, 2018 2:40:03 PM
Attachments: [IMG_7646.jpeg](#)

Sarah,

Thanks for your response - and apologies for not getting back sooner. It's great to see more residents and volunteers involved in the JMP Master Plan – especially since many have relevant expertise to offer.

First, I think we can all agree that public access to parks is important. To the extent that parking is a “necessary” amenity for parks, however, merits open and transparent discussion.

James Madison Park is located in the heart of the Capitol, which boasts dozens of parking garages, ample public street parking, and parking immediately adjacent to the park on Gorham St. The Capitol Square North Garage is 750 feet from the park and offers 612 public parking spaces. As a resident of Gorham St., I walk the street daily and rarely see all of the street parking spots filled – even on weekends and holidays. The lot off N. Blount St. is also seldom full most days.

At a recent public meeting, the design team seemed to imply that parking space was required in the design, and that they were simply complying with a local ordinance. The fact that Gates of Heaven is a voting location was mentioned in the same breath, seeming to lend further credence to this argument. I believe this response was misleading and inaccurate. First, I know of no statute or ordinance that requires that a certain amount of parking space be allotted in park development plans. If I am mistaken and am missing some law on the books, please let me know. I do know that the recently developed McPike Park has no surface parking, and neither does the City County Building, which is a local polling station.

Perhaps most troubling, is that when asked why the parking lot was considered “necessary,” the team cited requests from the YWCA. Why residents living three blocks from the park would request parking is disconcerting, especially when the YWCA building itself does not offer parking. If this is the leading reason for converting a large swath of greenspace to concrete, impeding the lake viewshed with rows of cars, and killing 10 trees (6 of which are +35 years old and in “fair” condition, the remaining 4 older than 50 years, and two the only trees in the park that support hammocks), I would find this deeply troubling. This explanation further calls into question the design team’s ability to exercise sound judgment and how feedback was weighed into the decision-making process.

The submitted Master Plan and all three initial James Madison Park Master Plan design options proposed surface parking lots parallel to Gorham Street in the existing green space. Several alternatives were not considered in these designs: 1) angled parking along Gorham St. or parking on both sides of Butler Street ; 2) securing parking space on an adjacent property, such as the the empty concrete lot across from Gates of Heaven (I recognize this option may implicate issues of eminent domain and factoring its purchase into the budget); and 3) shorter-term parking to accommodate the duration of a typical park visitor; or 4) relying on existing public parking availability and nearby parking garages.

All of these options should have been adequately explored and an analysis of each option presented to the public. The capital cost and ongoing maintenance of a parking lot - especially considering the current lot has proven problematic - seems short-sighted and unnecessary.

Finally, any modern park design today should reflect the city's (and country's) growing initiative to incentivize walking, biking, and public transportation to mitigate traffic congestion and reduce GHG emissions.

As mentioned in my initial email, Parks Department currently struggles to meet the basic maintenance needs of the park. Trash and seaweed often litters the walking paths and beaches, and there are not enough park rangers to have one assigned to JMP. The below photo was taken last week - it took over a week for the department to clean it up, and there is still considerable trash and seaweed littering the park. I also saw several volunteers (possibly the Mendota Rowing Club) assist with the cleanup. I routinely pick up trash on my daily walks in the park.



The parking lot is one of many design projects in the proposed plan that make little sense, and go against the wishes and feedback collected from park goers. For one, adding a house at the top of Blount, which would obstruct a popular sunset viewing spot (and further eliminate green space and old, healthy trees). This proposal would also require that the city to purchase space to offset the lose of this federally-funded park land, and I have heard no discussion on this point. For another, a path cutting directly through the north end greenspace. But the most egregious and troubling by and far is the proposed parking lot.

I would encourage the Parks Department to focus its limited resources on maintenance and safety before putting funds into a design plan that strikes me as rushed, poorly-informed, unnecessarily costly, short-sighted, and inconsistent with the wishes of the majority park goers. Once the department achieves these basic functions, an iterative, thoughtful, and measured approach to projects like a new shelter, ecological restoration, extended beachfront, and an updated playground all make sense.

I sincerely hope that more reasonable minds prevail, and we have more volunteers and experts involved in the design planning process going forward.

Thank you,
Abi