



# Lake Monona Waterfront

## City of Madison Parks Division





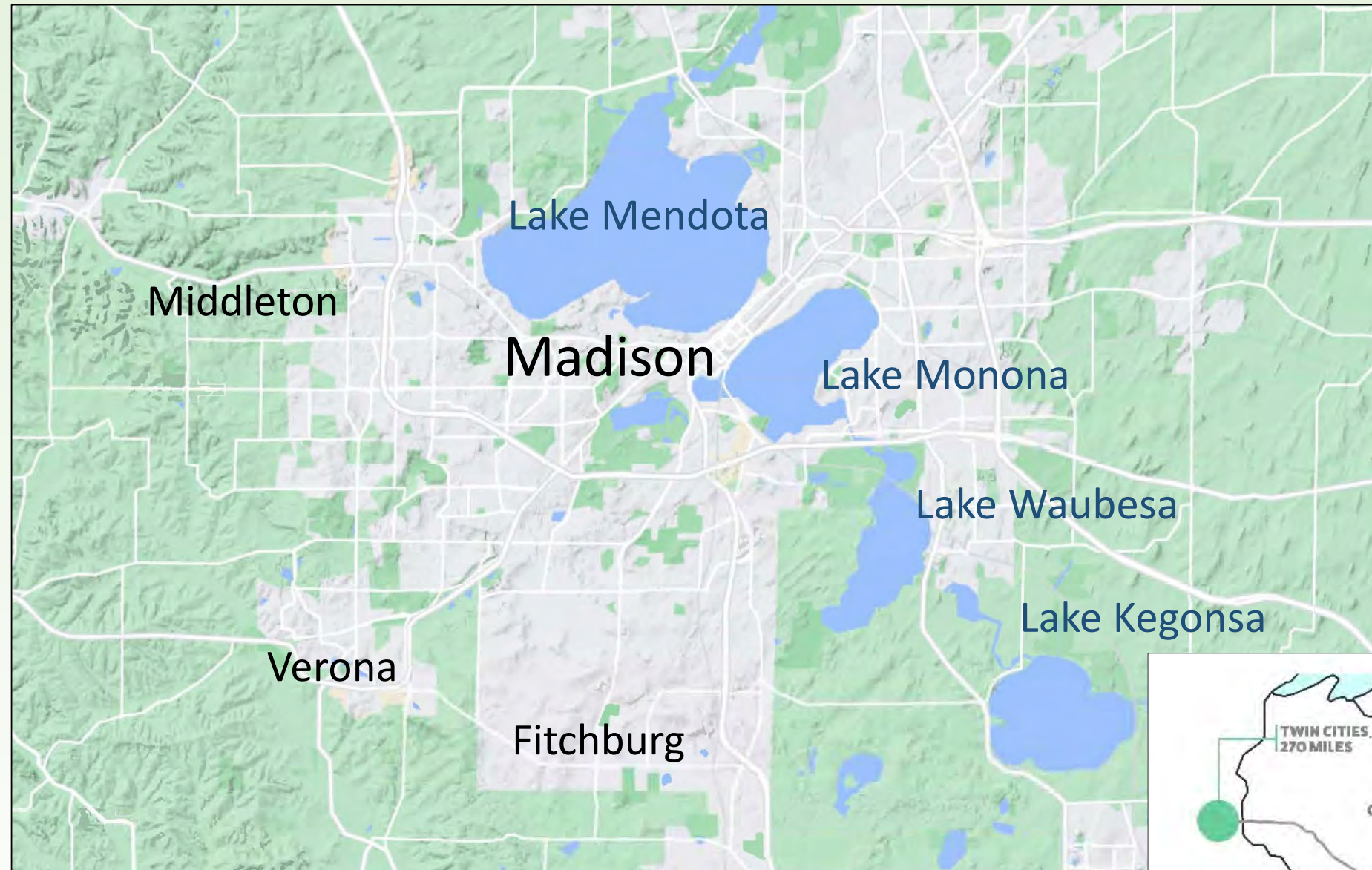
# Lake Monona Waterfront

## City of Madison Parks Division





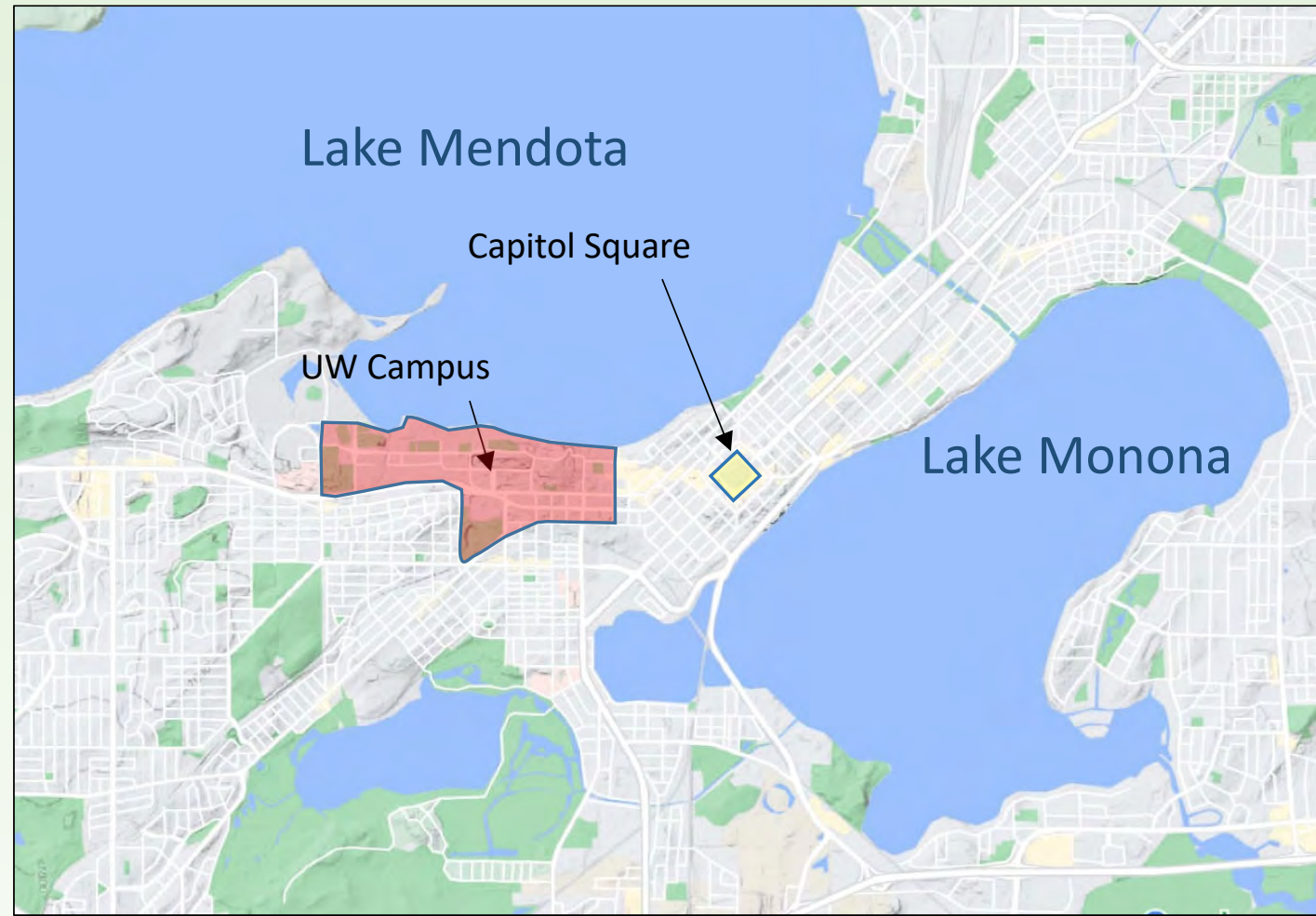
# Lake Monona Waterfront



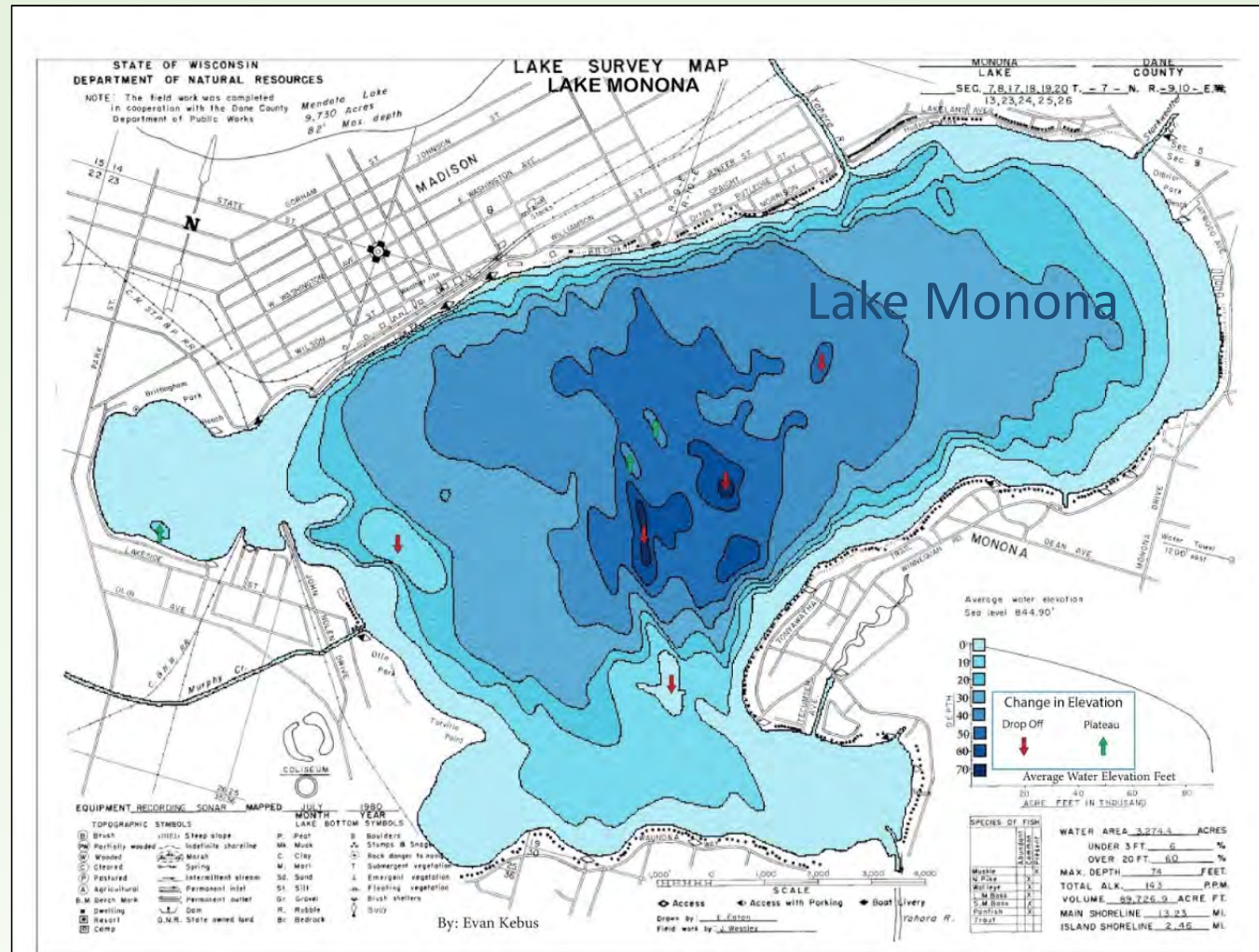
# Wisconsin State Capital



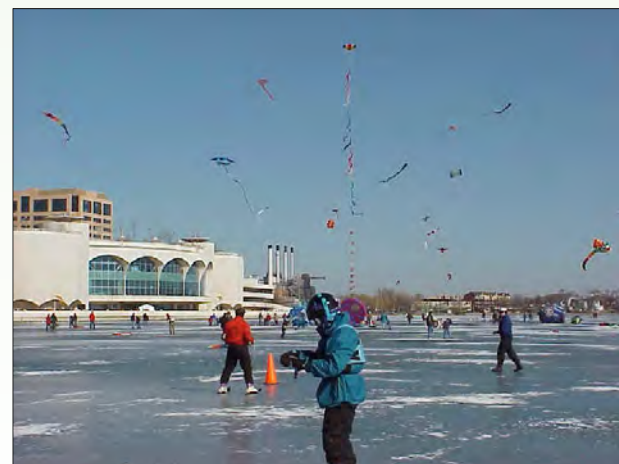
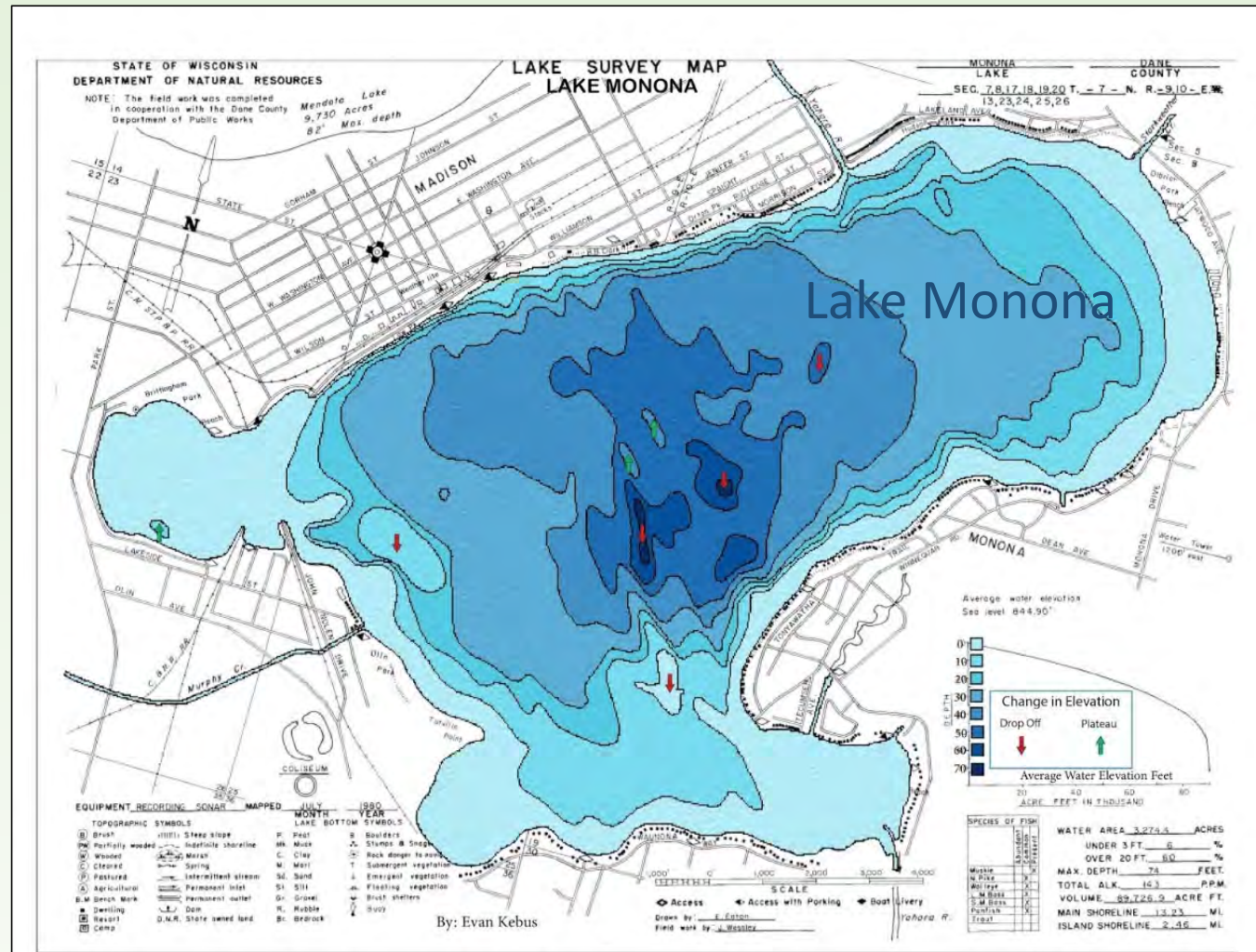
# University of Wisconsin - Madison



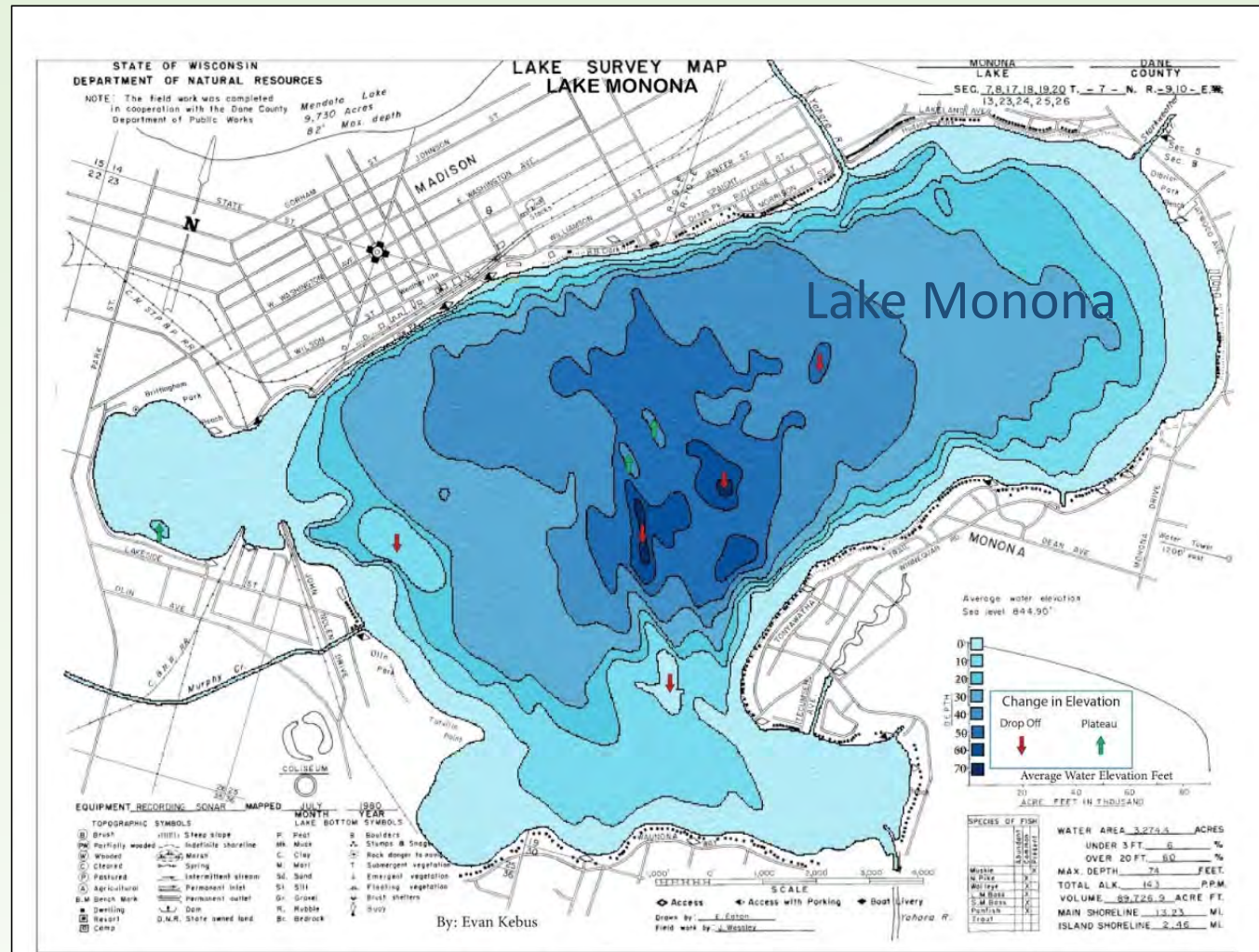
# Lake Monona



# Lake Monona

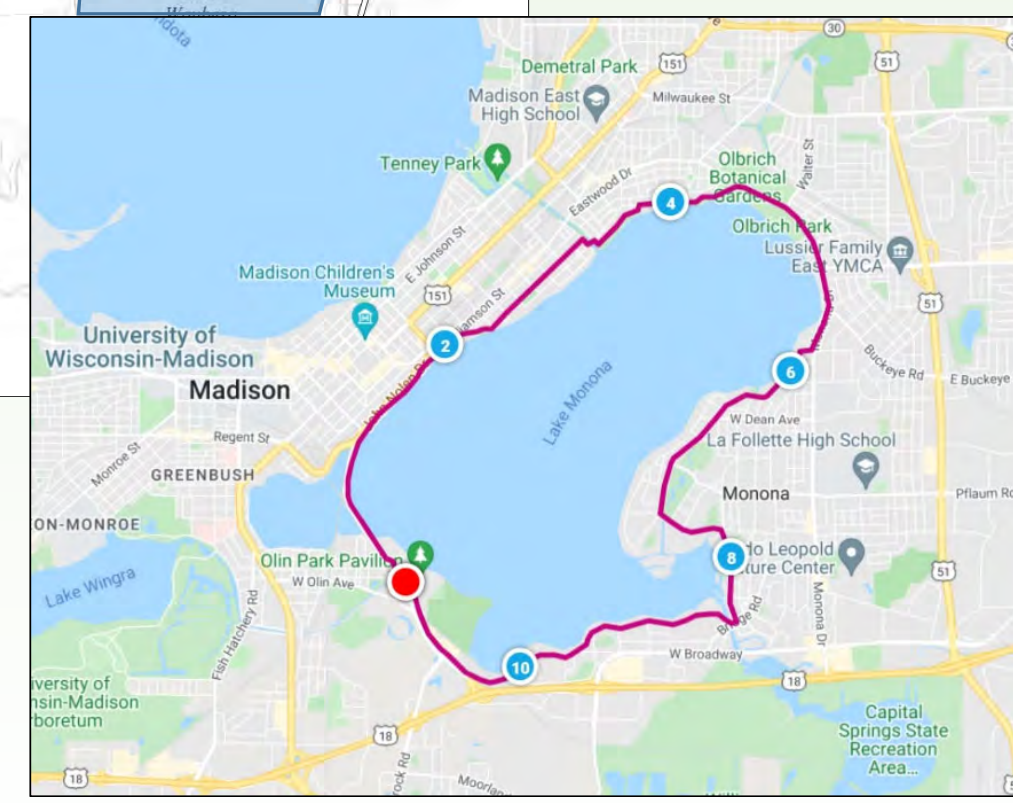
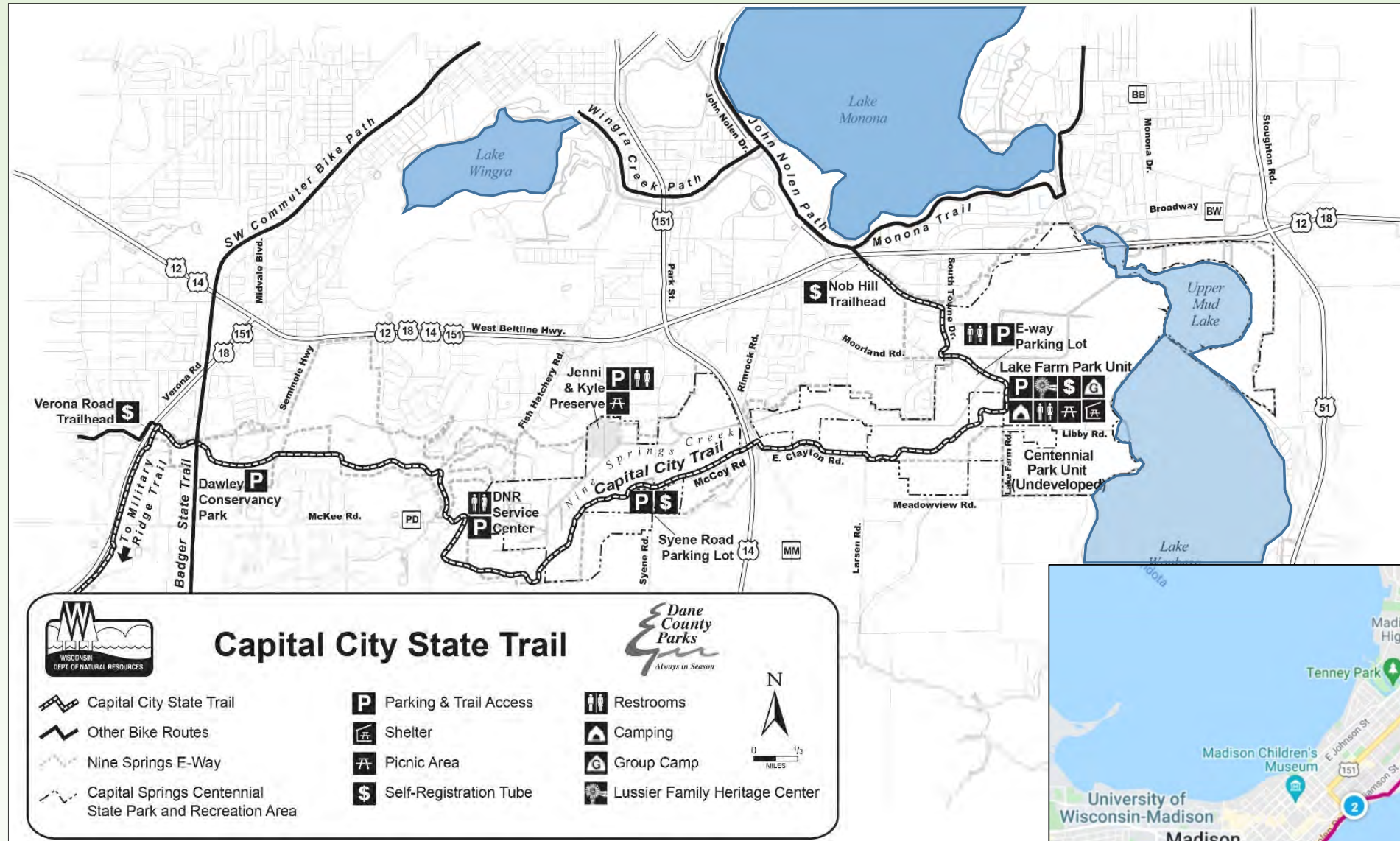


# Lake Monona





# Capital City Trail and Lake Loop

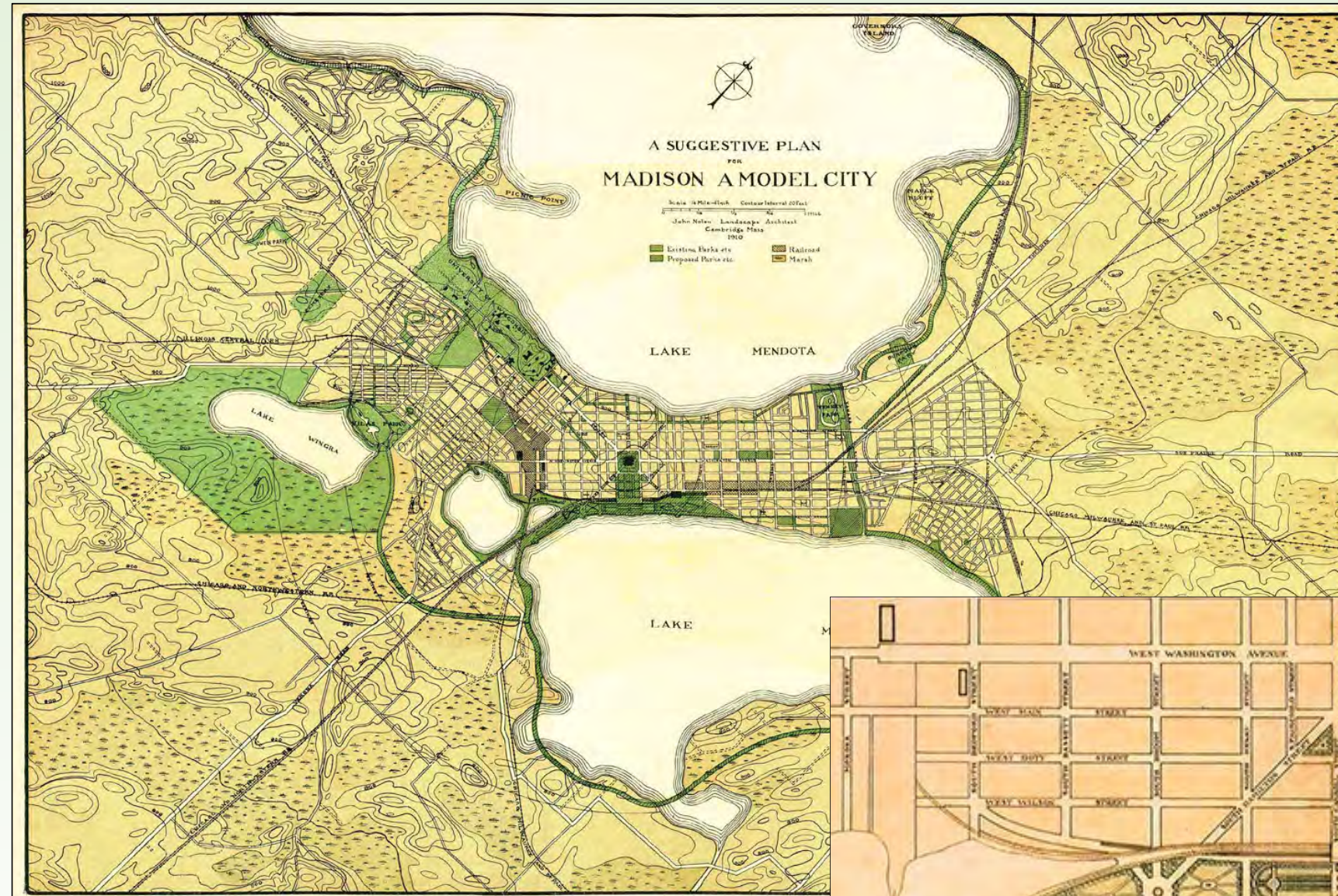




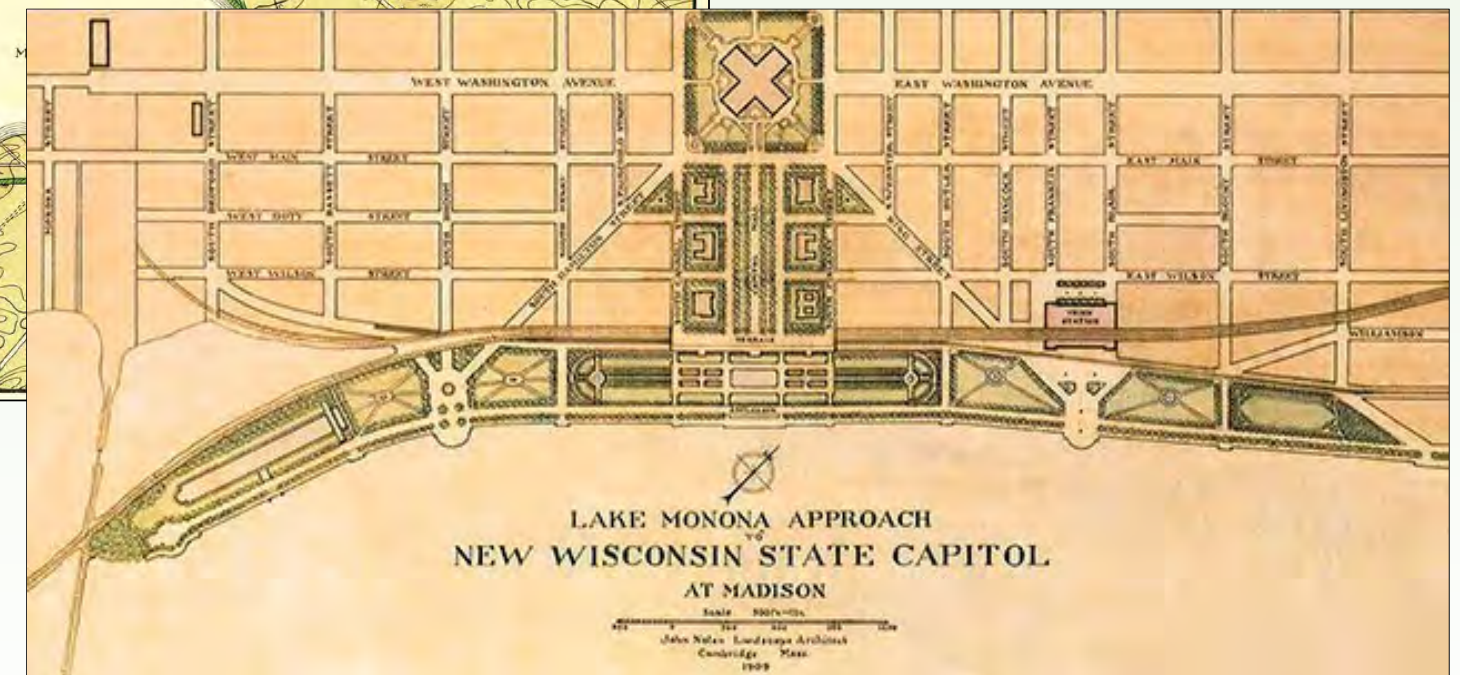
# Lake Monona Waterfront



# Madison: A Model City

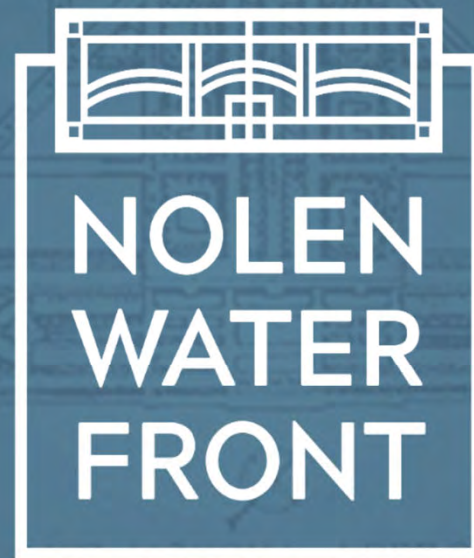


University of Wisconsin Digital Collections





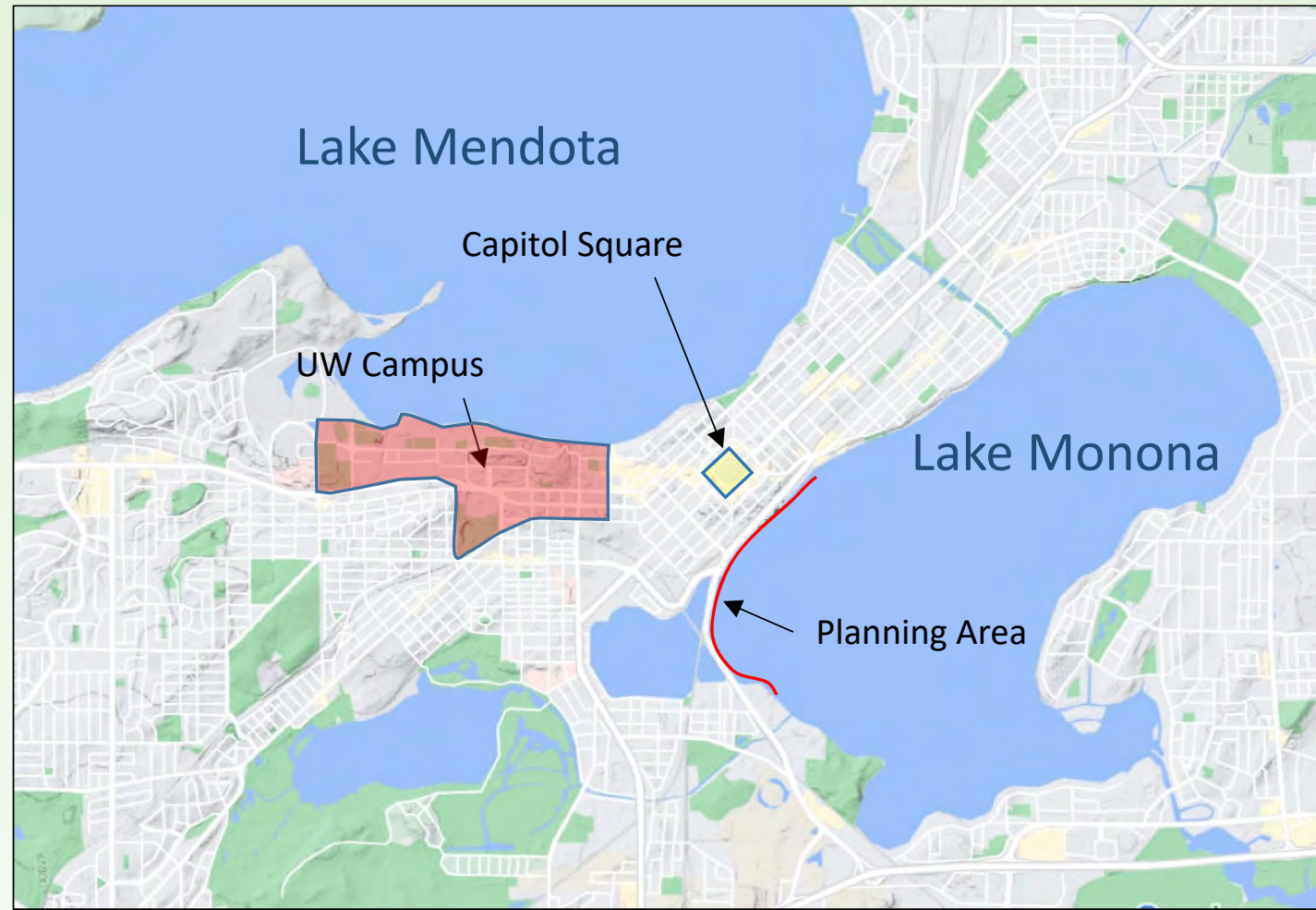
# Friends of Nolen Waterfront



**A Collaboration with the City on the Water**

PROPOSED GENERAL PLAN

# Lake Monona Waterfront



# Lake Monona Waterfront – Planning Area



# Lake Monona Waterfront – Planning Area

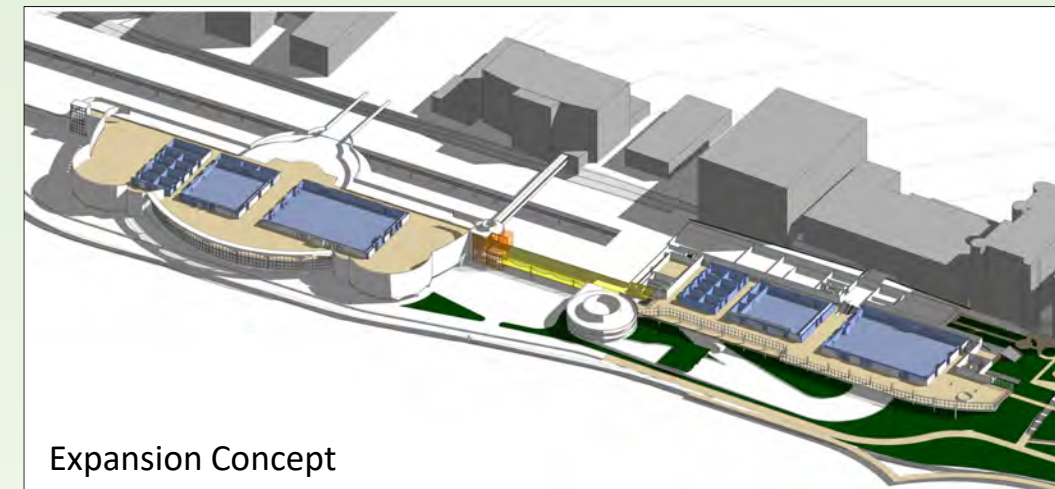


# Law Park and John Nolen Drive Airspace

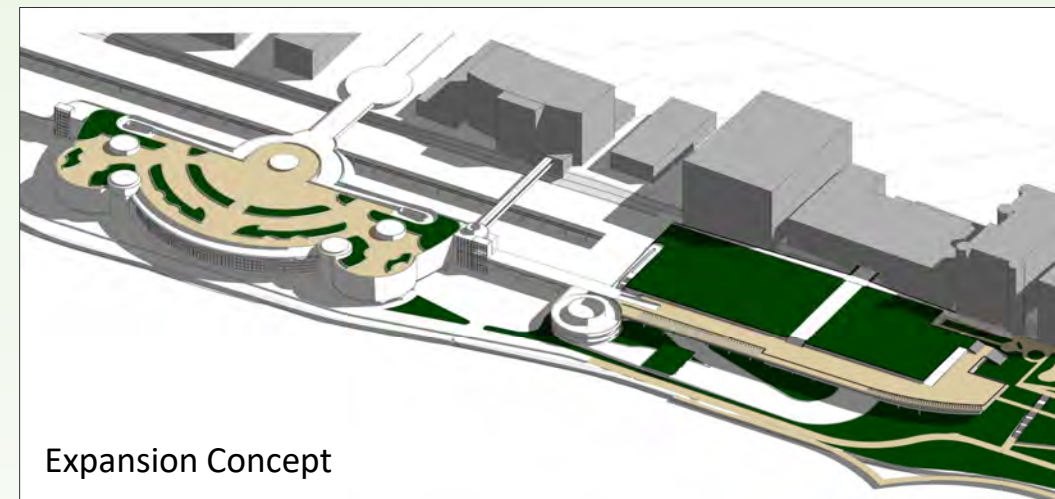




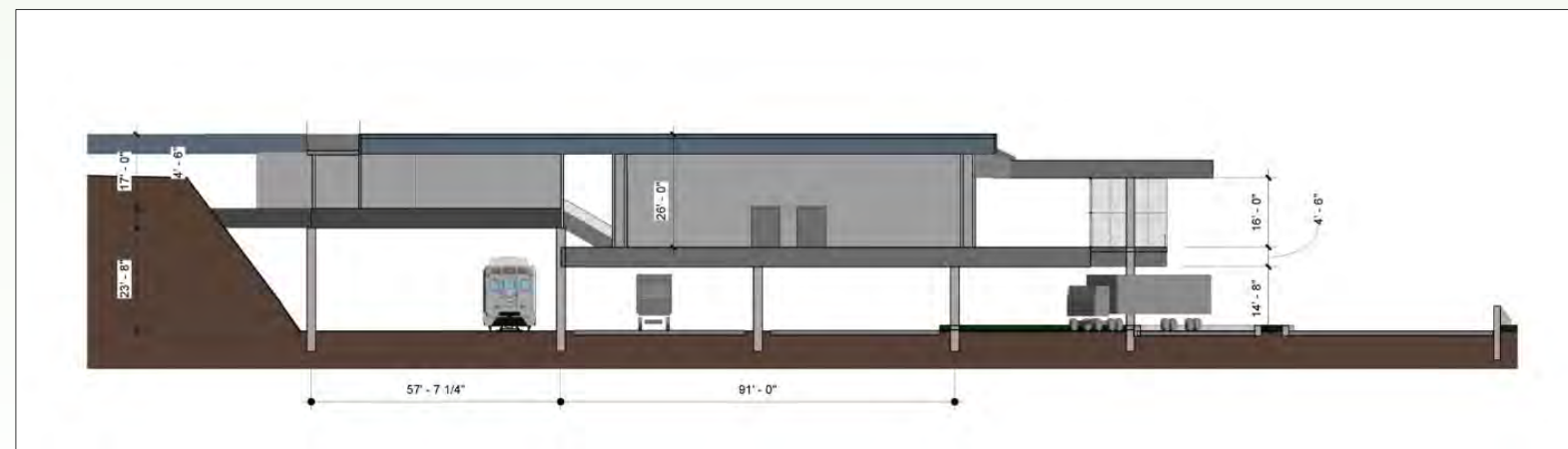
# Monona Terrace Community and Convention Center



Expansion Concept



Expansion Concept

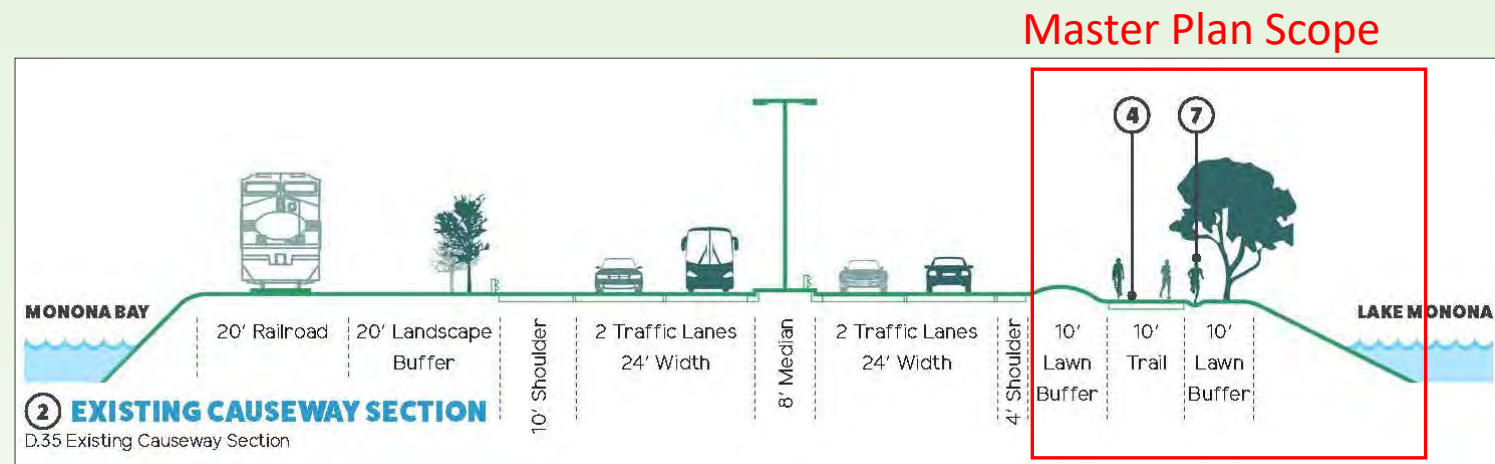


Courtesy of KEE Architecture

# Lake Monona Waterfront – John Nolen Drive Causeway



# Lake Monona Waterfront – John Nolen Drive Causeway



# Lake Monona Waterfront – Olin Park



# Lake Monona Waterfront – Olin Park



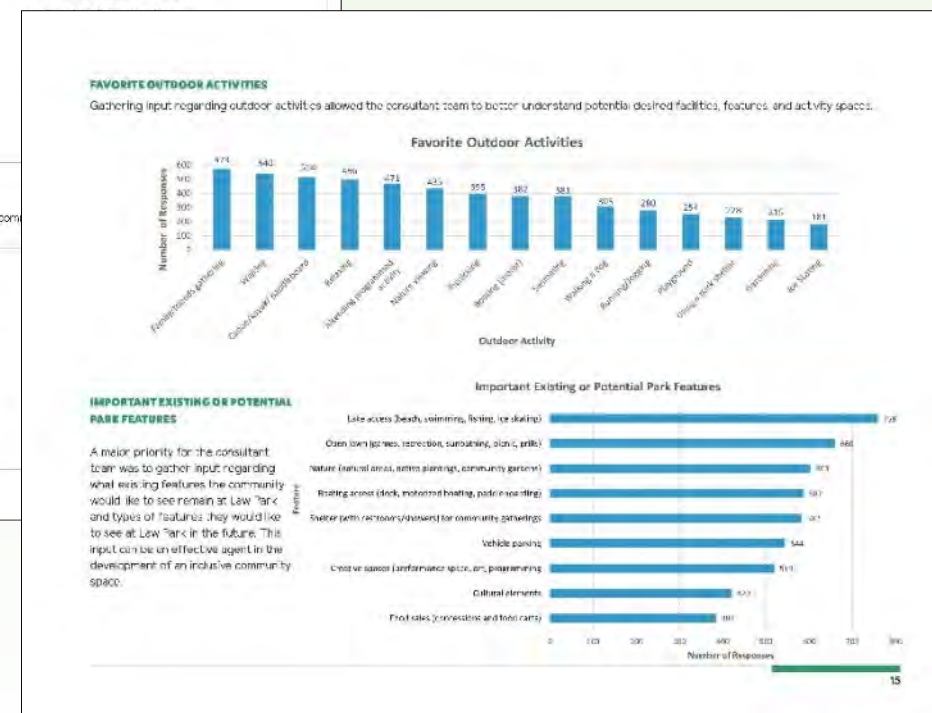
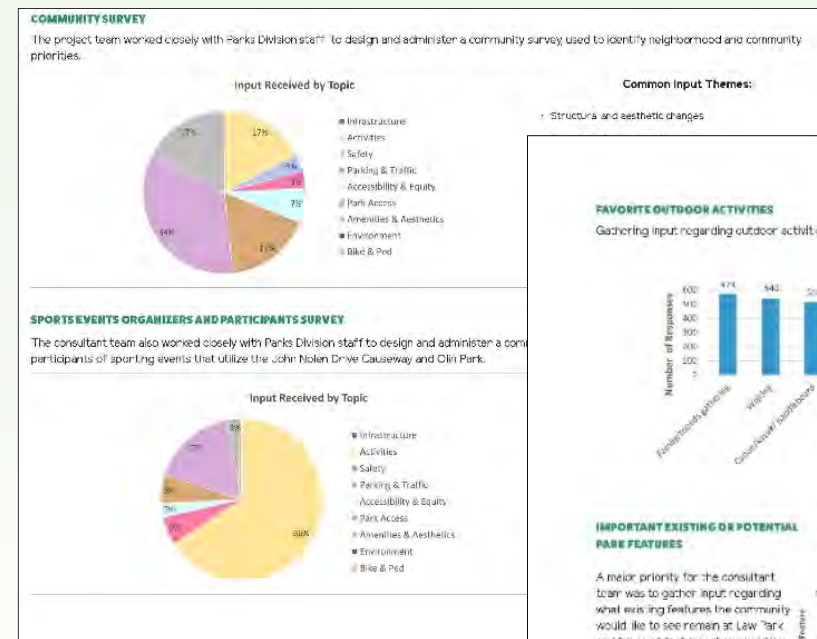
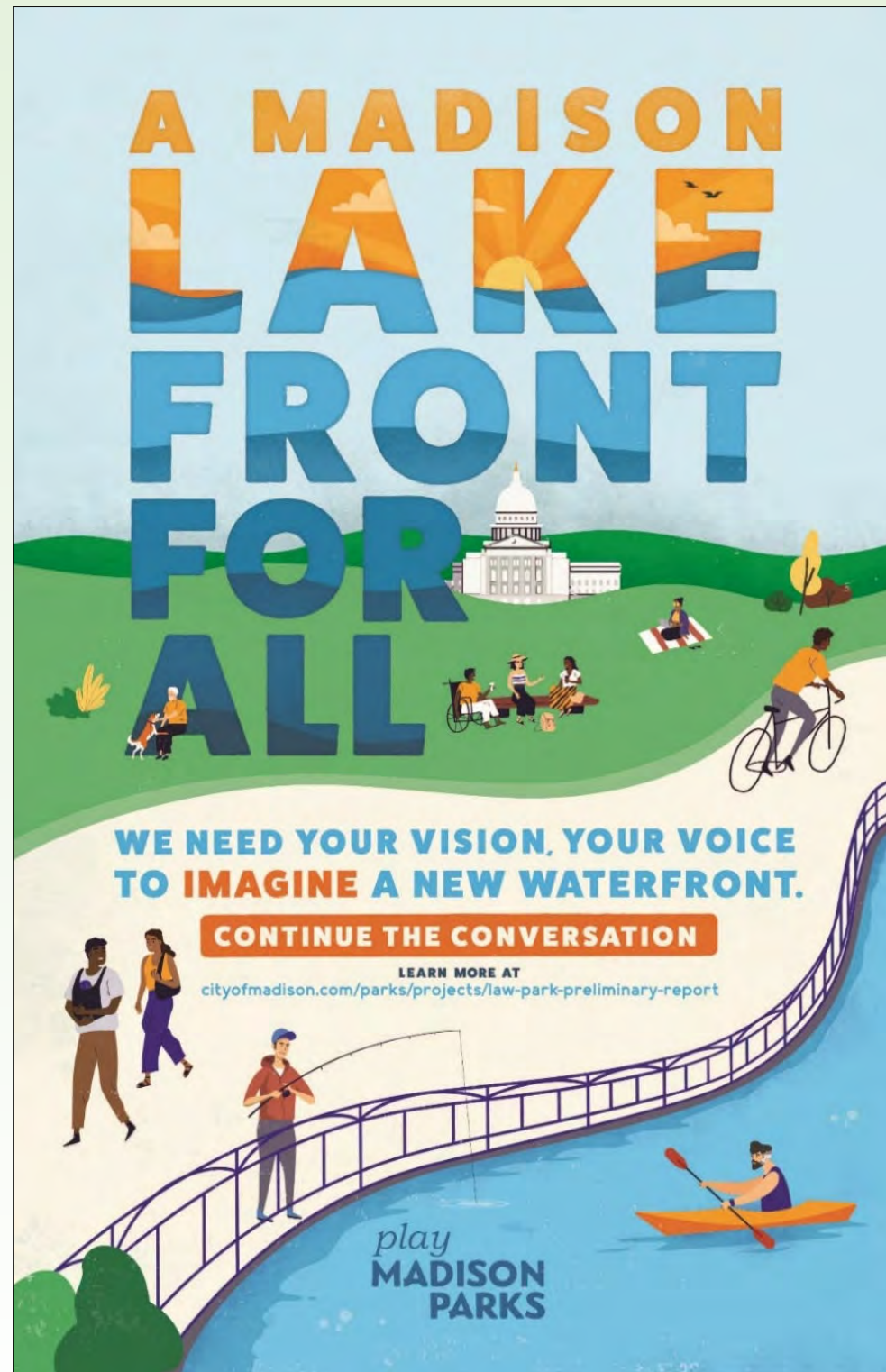
# Olin Park Facility Renovation



# Olin Park Facility Renovation



# Lake Monona Waterfront – Preliminary Report





# Lake Monona Waterfront – Preliminary Report

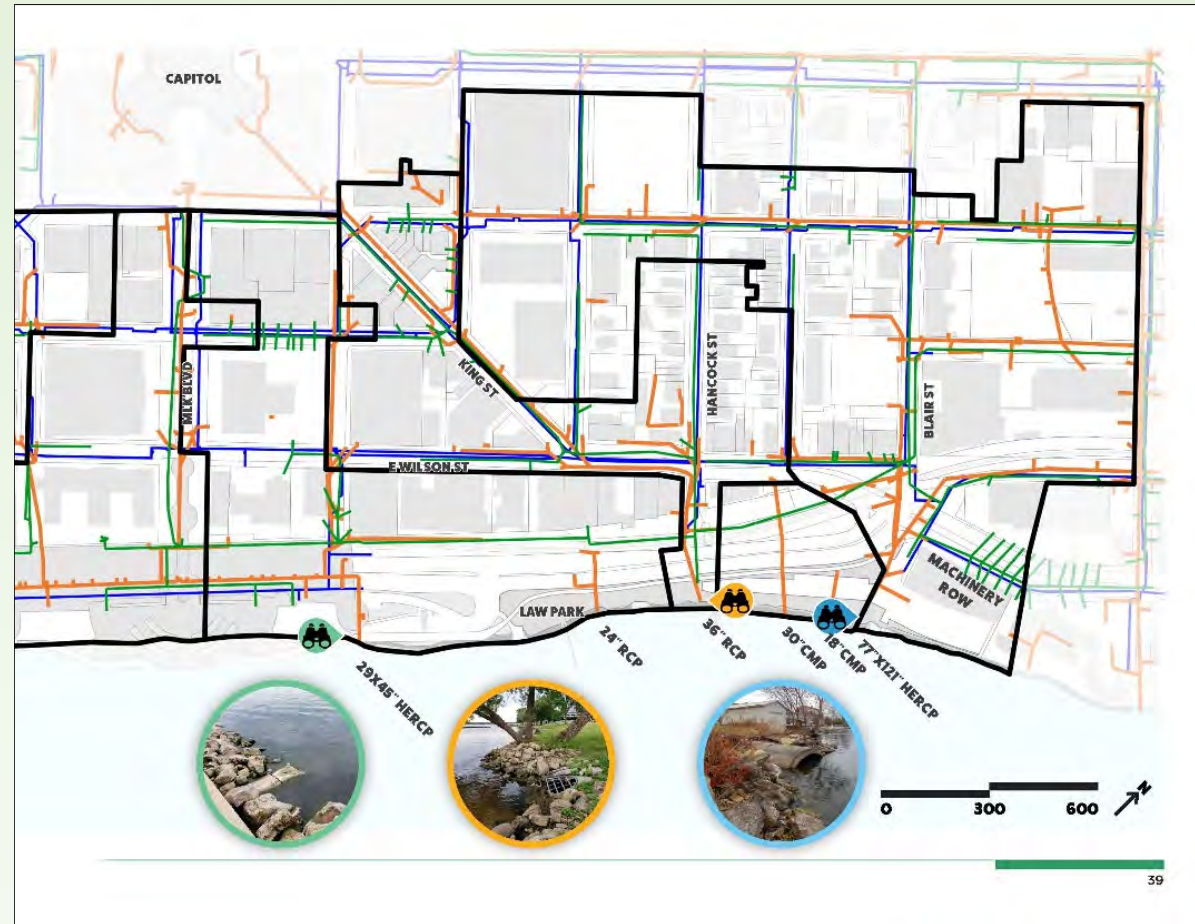


Figure B.53 Dock Line Easement



Figure B.54 Existing Law Park Section & Historic Lake Fill

# Lake Monona Waterfront – Preliminary Report

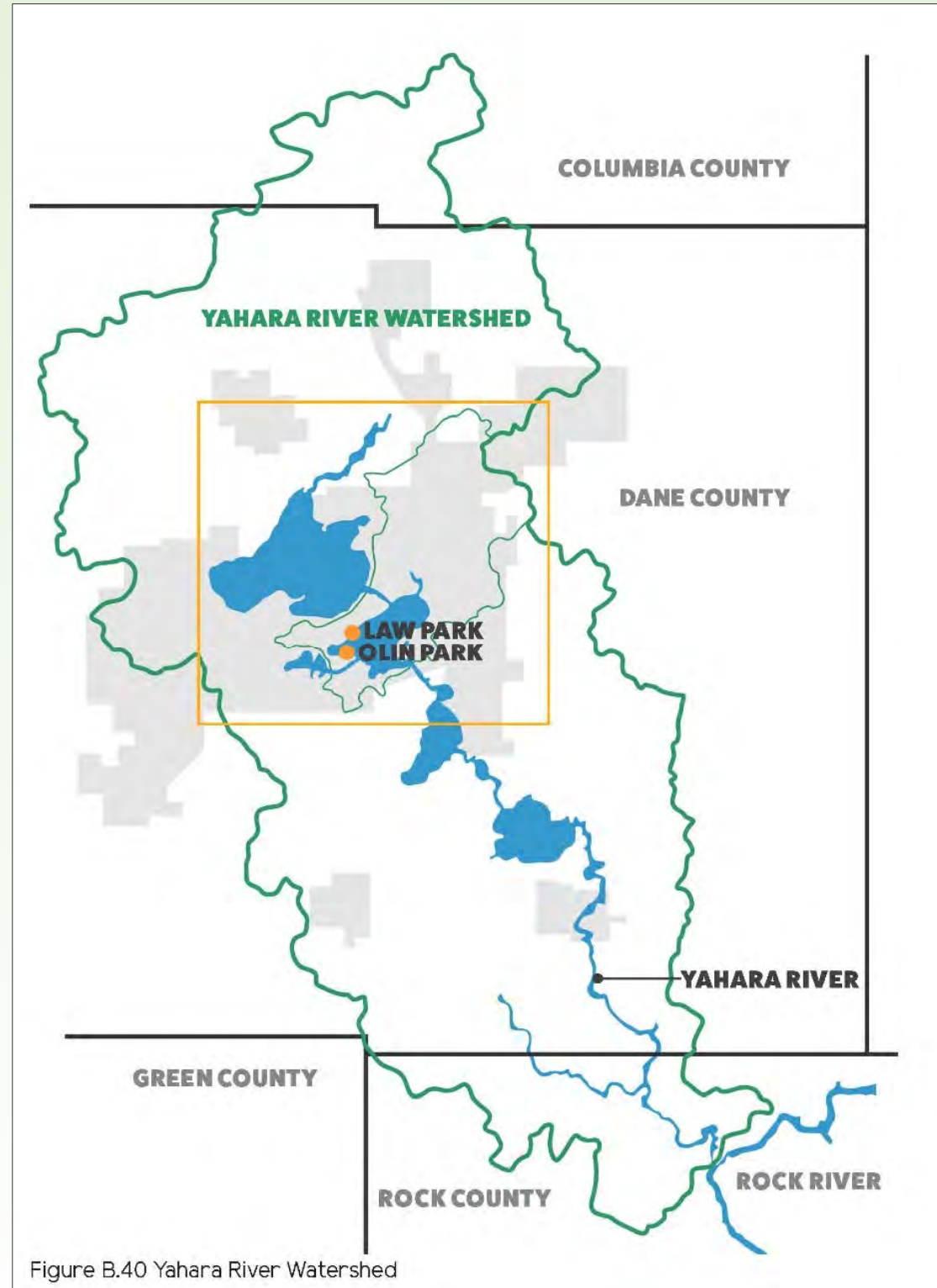


Figure B.40 Yahara River Watershed

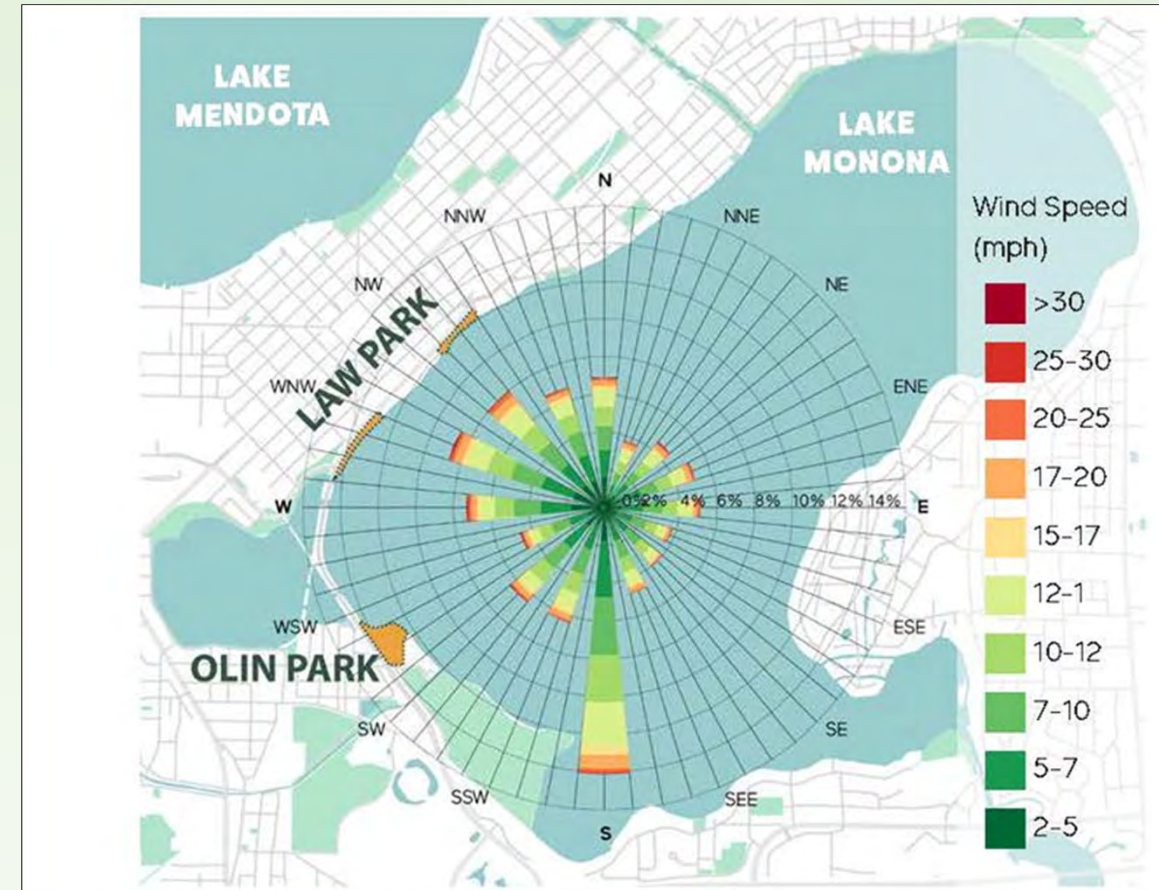
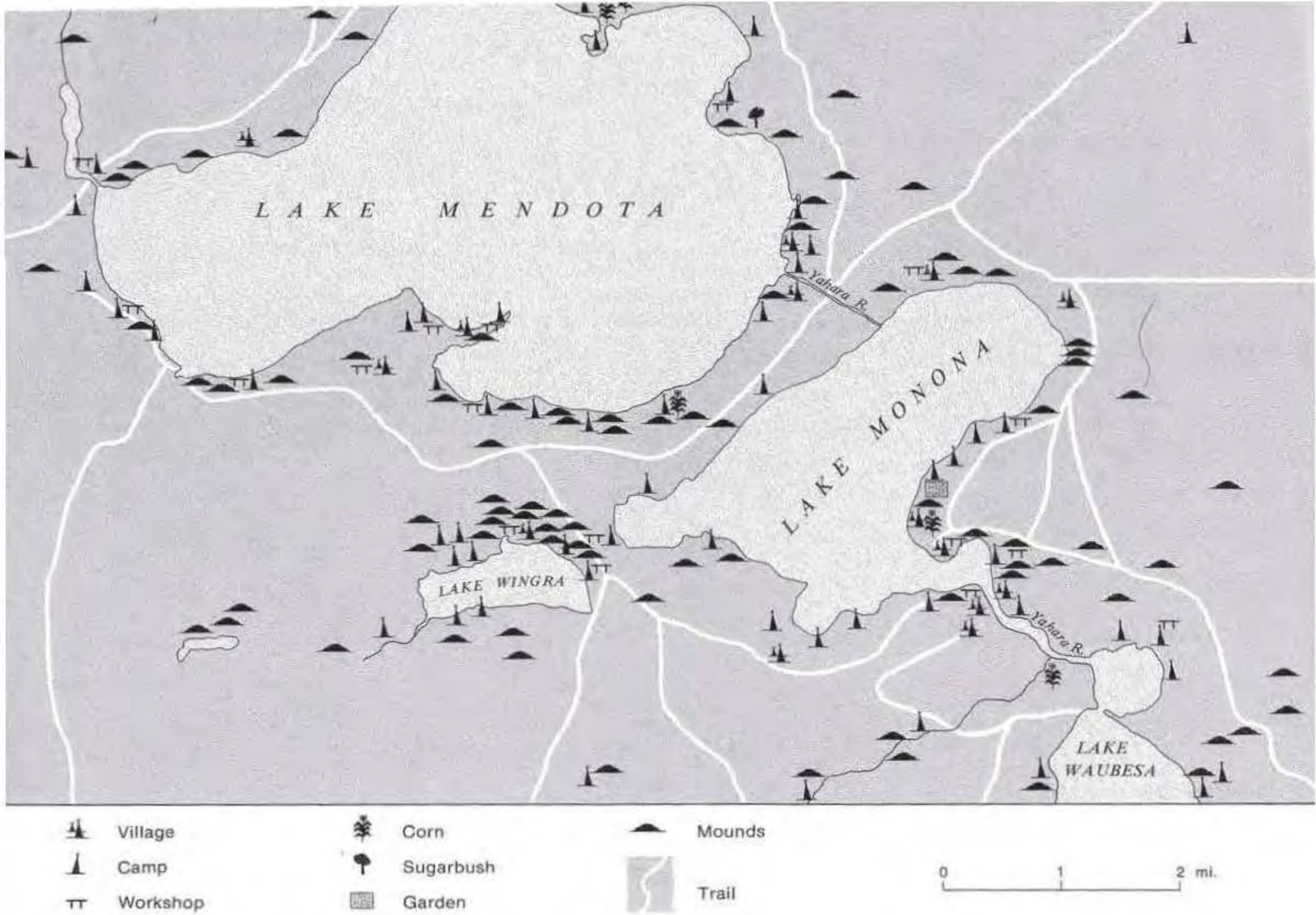


Figure B.45 Lake Monona Longshore Currents

Figure B.46 Submergent Vegetation 1980 DNR Lake Survey Map

# First Nations and Pre-European Settlement



University of Wisconsin Cartographic Laboratory, courtesy of David Mollenhoff

# Lake Monona Development Plans








LAW PARK AND LAKE MONONA SHORELINE PLANNING HISTORY		
1909	John Nolen Plan sets out to strengthen the "organic relation between the new Capitol and Lake Monona."	
1911	John Nolen's <i>Madison: A Model City</i> plan recommends acquiring the property between the Capitol Square and Lake Monona.	
1939	Ladislas Segoe's <i>Comprehensive Plan of Madison and Its Environs</i> recommends a series of terraces that include an amphitheater, pedestrian promenade, boat landings and a four-lane parkway with parking for 600 cars.	
1967	Wesley Peters's <i>Monona Basin Project</i> harmonizes plans for nearly three miles of lakeshore from Olin Turville Point to Williamson Street with a series of fountain jets, a convention and community center, boat launch and marina.	
1986	City's <i>Capitol Square Southeast Plan</i> proposes a marina, parking lot and improved boat launch and pier access. City applies for DNR permit	
1988	The Madison Common Council adopts a preliminary <i>Law Park Redevelopment Plan</i> by the Madison Parks Commission and Aquatic Facility Study Committee. DNR indicates that habitat mitigation activity may be necessary to receive a US Army Corps of Engineering permit approval.	
1989	Evjue Foundation announces a \$1,000,000 grant to pay for a Law Park boathouse based upon Frank Lloyd Wright's original 1893 design.	
1990	The City is granted a permit from the U.S. Army Corps of Engineers to fill approximately 4.0 acres of Lake Monona to expand Law Park with mitigation conditions that limit parking, private boat slips and include open space requirements.	
1992	The City approves referendum on Monona Terrace Community and Convention Center project.	
1993	The City receives an extension and alteration of the US Army Corps of Engineers Permit to build Monona Terrace Community and Convention Center upon lake bed pilings and to create a new fishing pier adjacent to the facility.	
1996	The Parks Division (Schreiber Anderson Assoc.) prepares concept plan for John Nolen Drive lakeshore parkway.	

Figure D.4 Law Park and Lake Monona Shoreline Planning History, Downtown Plan (2012)

# Lake Monona Waterfront Design Challenge



## Lake Monona Waterfront Design Challenge

### Request for Qualifications



RFQ #10082-0-2022-BP

Issuance: March 7, 2022

Due Date: May 2, 2022, at 2:00 p.m. CDT



# Lake Monona Waterfront Design Challenge



## Design challenge for master planning a signature waterfront park

- A City-appointed committee will select three, multi-disciplinary planning teams to participate in the challenge
- Selected teams provided with base information and specific planning considerations
- Teams will have 14 weeks for plan development
- Following plan development, the City will hold a public review and comment period
- The Ad-hoc Committee will then select a preferred master plan option to move forward into plan refinement



“Our lakes are an incredible asset, this planning process is an opportunity to create a vision for better access to them, and to reorient this space away from cars and toward people. It’s an opportunity to create all sorts of connections, and to center equity and inclusion in the process.”

**Mayor Satya Rhodes-Conway**  
City of Madison

# Lake Monona Waterfront Design Challenge



## Design Challenge Guiding Principles

- Master Plan Vision
- Racial Equity and Social Justice
- Sense of Place
- Community Connections
- Lake Access
- Sustainability
- Public Space
- Public Art
- Education
- Economic Opportunity
- Design for Philanthropy



“Madison is a city of lakes; it’s who we are, it’s why we’re here, and it’s our future. By investing in our Lake Monona Waterfront and all of its parks, our community is creating an inclusive and environmentally focused vision to transform how our entire community access our lakes. The Design Challenge is a once in a generation opportunity to ensure Madison’s future is our waterfront, a place where our community can gather, connect and celebrate together.”

**Jason Ilstrup, President  
Downtown Madison Inc.**

# Lake Monona Waterfront Design Challenge



## Request for Qualifications Scoring Criteria

- Qualifications and capacity to prepare a master plan for a signature waterfront park (40 points)
- Previous related experience (20 points)
- Technical competency and experience (20 points)
- Experience and implementation of equitable and inclusive design (10 points)
- Understanding of local planning and development practices (5 points)
- Local Vendor Preference (5 points)



“The final master plan for the Lake Monona Waterfront should provide a welcoming space for all residents and visitors. It should also promote environmental and sustainable practices, protecting our lakes and improving water quality and aquatic habitat.”

**Alder Syed Abbas**  
City of Madison  
Common Council President



# Lake Monona Waterfront Design Challenge



## Lake Monona Waterfront Ad-hoc Committee

- 7 – Community Representatives
- 1 – Member of the Board of Park Commissioners
- 1 – Professional Civil/Structural Engineer
- 1 – Member of the Madison Parks Foundation
- 1 – Member of the Monona Terrace Board
- 1 – Member of the Friends of Nolen Waterfront
- 1 – Member of the Board of Public Works

\*One of the above also a Professional Landscape Architect

Committee appointments anticipated in March/April 22



“The final master plan for the Lake Monona Waterfront should provide a welcoming space for all residents and visitors. It should also promote environmental and sustainable practices, protecting our lakes and improving water quality and aquatic habitat.”

**Alder Syed Abbas**  
City of Madison  
Common Council President



# Design Challenge Format

The Lake Monona Waterfront Design Challenge includes six stages in two phases:

## Phase 1: The Design Challenge

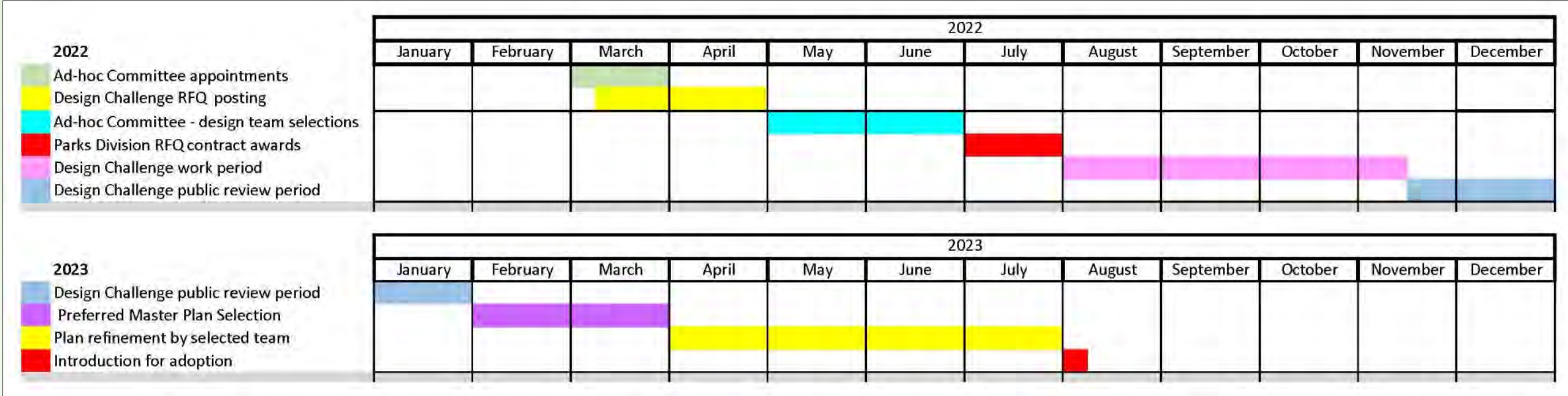
- 1) Selection of Design Challenge Participants by the Lake Monona Waterfront Ad-hoc Committee
- 2) Master Plan Development
- 3) Public review of Master Plan submissions
- 4) Selection of a Preferred Master Plan by the Lake Monona Waterfront Ad-hoc Committee

## Phase 2: Master Plan Refinement and Introduction

- 5) Refinement of Preferred Master Plan Option per recommendations of the Lake Monona Waterfront Ad-hoc Committee.
- 6) City of Madison Common Council and Board of Park Commissioner reviews for adoption

# Design Challenge Schedule

## General Schedule



### Request for Qualifications-

- March 25, 2022      RFQ question deadline
- April 8, 2022      City responses posted
- May 2, 2022, 2 p.m. CDT      RFQ proposals due

Email proposals to: [bpittelli@cityofmadison.com](mailto:bpittelli@cityofmadison.com)

Include 'Lake Monona Waterfront Design Challenge RFQ 10082' in subject line.



# Request for Qualifications Format

Proposals must be organized with headings and subheadings in the following order:

Table of Contents

RFQ Form A – Signature Affidavit

RFQ Form B – Proposer Profile Information

RFQ Form C – Proposer References

Section 1 - Qualifications and capacity to perform work

Section 2 - Previous related experience

Section 3 - Experience with and understanding of, related technical issues

Section 4 - Experience and implementation of equitable and inclusive design

Section 5 - Understanding of project scope and challenges



# Lake Monona Waterfront

## City of Madison Parks Division

