

GARDENS AND PARKS

Ecological Communities

The landscape surrounding the Gardens has evolved over time from oak savannah and wetlands to managed landscapes and designated natural areas.

EXISTING ECOLOGICAL COMMUNITIES:



Wet Prairies

- ECOLOGICAL BENEFITS:**
- WATER PURIFICATION
 - BIODIVERSITY
 - STORMWATER MANAGEMENT



Gardens

- ECOLOGICAL BENEFITS:**
- BIODIVERSITY
 - POLLINATOR SUPPORT
 - STORMWATER MANAGEMENT



Remnant Forest

- ECOLOGICAL BENEFITS:**
- BIODIVERSITY
 - CARBON SEQUESTRATION
 - IMPROVE SOIL HEALTH



Mature Glade

- ECOLOGICAL BENEFITS:**
- BIODIVERSITY
 - CARBON SEQUESTRATION
 - IMPROVE SOIL HEALTH



Marsh/Wet Meadow

- ECOLOGICAL BENEFITS:**
- WATER PURIFICATION
 - MIGRATION REST AREA
 - STORMWATER MANAGEMENT



Prairie

- ECOLOGICAL BENEFITS:**
- BIODIVERSITY
 - POLLINATOR SUPPORT
 - IMPROVE SOIL HEALTH

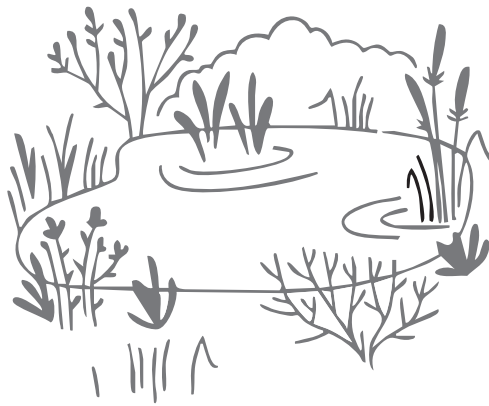
ECOLOGICAL OPPORTUNITIES:

RAIN GARDEN & BIOSWALE EXPANSION ALONG IMPERVIOUS MARGINS TO INTERCEPT STORMWATER



Rain Garden

NATIVE WET MEADOW TO REDUCE FLOODING AND PROVIDE CRITICAL HABITAT FOR WILDLIFE



Native Wet Meadow

POLLINATOR CORRIDORS TO CONNECT FRAGMENTED LANDSCAPES AND BOOST BIODIVERSITY



Pollinator Corridor

TREE CANOPY DIVERSIFICATION TO HELP CREATE MORE RESILIENT ECOSYSTEMS



Oak Savannah

RE-INTRODUCE FRINGE WETLANDS TO SERVE AS NATURAL BUFFERS THAT FILTER POLLUTANTS AND PROTECT AGAINST FLOODS



Fringe Wetland

UPLAND PRAIRIE TO PROVIDE CRITICAL HABITAT FOR DIVERSE WILDLIFE, SUPPORT SOIL HEALTH AND WATER QUALITY



Upland Prairie

GARDENS AND PARKS

Visiting Olbrich Botanical Gardens

Olbrich offers a variety of programs, exhibits, workshops, and hosts private and community events.

 *What is the main reason you visit the Gardens?*

OLBRICH PROGRAMS & EXHIBITS

- Art and Culture in the Gardens → GLEAM, Thai Fest, Collard Fest, cultural gardens
- Plant Shows & Sales → Orchid Escape, Perennial Plant Sale, Holiday Express, etc
- Music in the Gardens → Summer Breeze, Crackle, Canopy Sessions and Cocktails in the Conservatory, Olbrich After Hours

LEARNING IN THE GARDENS

- Classes & Workshops → Family Classes, Adult Classes, Little Sprouts, etc
- Field Trips → Explorer School Program, Self-guided school visit, etc
- Guided Tours → Second Saturday Strolls, Bus Tour, etc

GARDENS & AMENITIES

- Outdoor Gardens
- Conservatory
- Gift Shop
- Accessibility aids
- Photography

PRIVATE & COMMUNITY EVENTS

- Weddings
- Meetings
- Life Milestones: memorials, retirements, baby/wedding showers
- Special Interest Events: Weavers Guild, Herb Fair, Bonsai Show, Iris Show



GLEAM



Perennial Plant Sale



Cultural celebrations: Hmong and Indigenous Gardens



Relaxing in the Gardens



Crackle



Olbrich After Hours



Youth programs and summer camps



Enjoying the Gardens



Cocktails in the Conservatory and Canopy Sessions



Blooming Butterflies



Unique events: Corpse flower

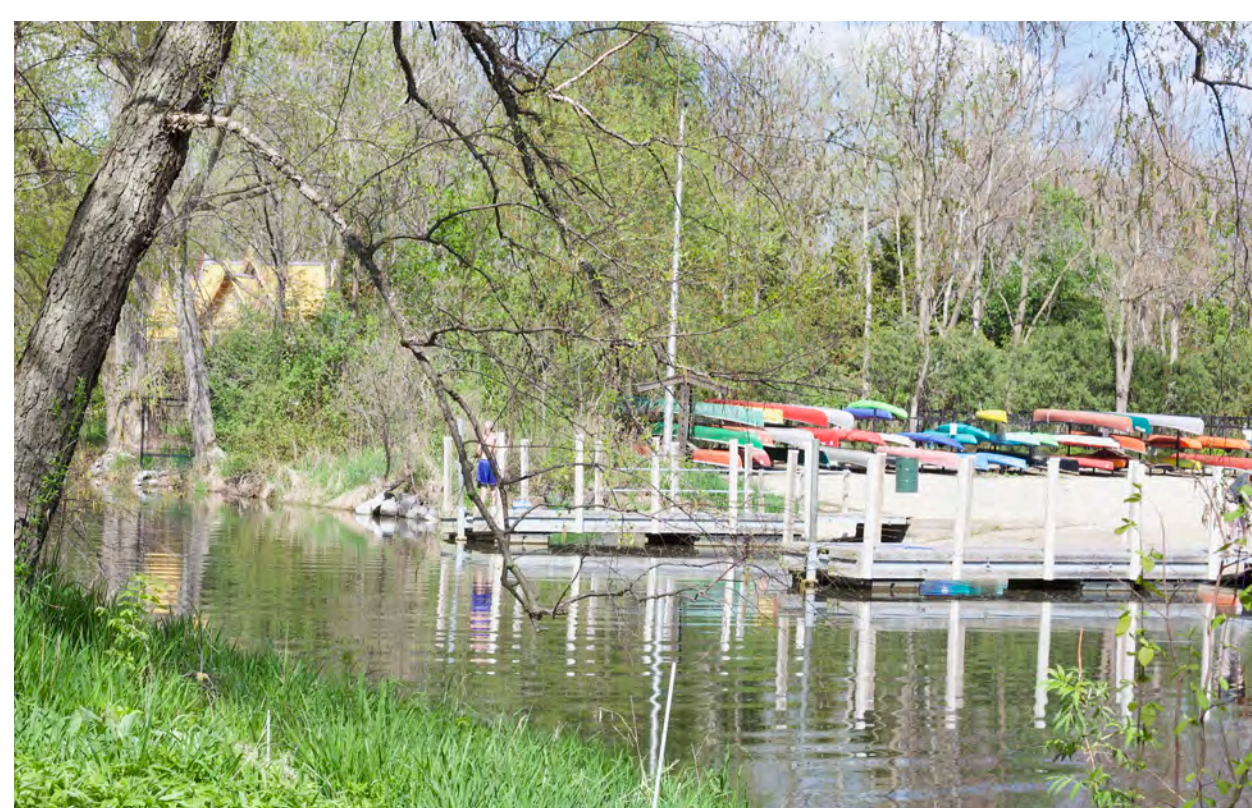


Exploring the Gardens

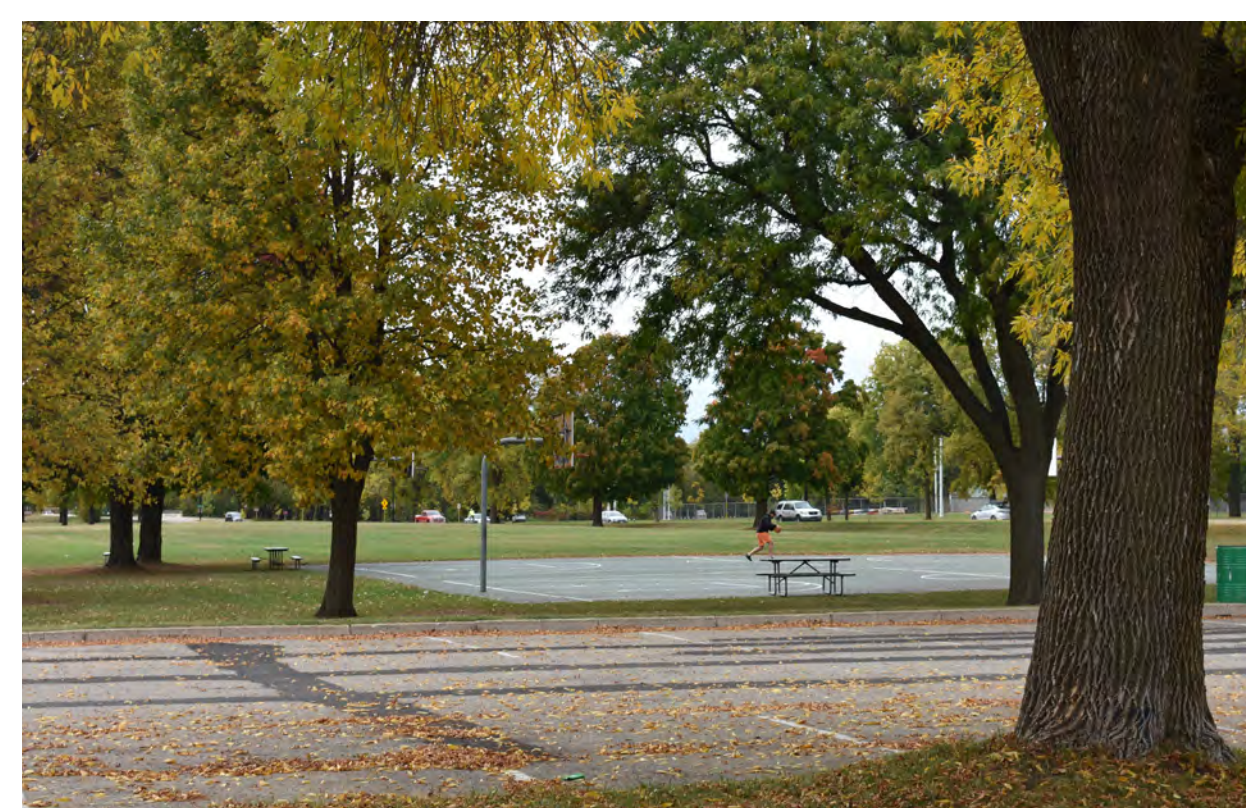
GARDENS AND PARKS

Visiting Olbrich Park

Olbrich Park provides a diversity of active and passive recreational opportunities.



1 Kayak/boat launch



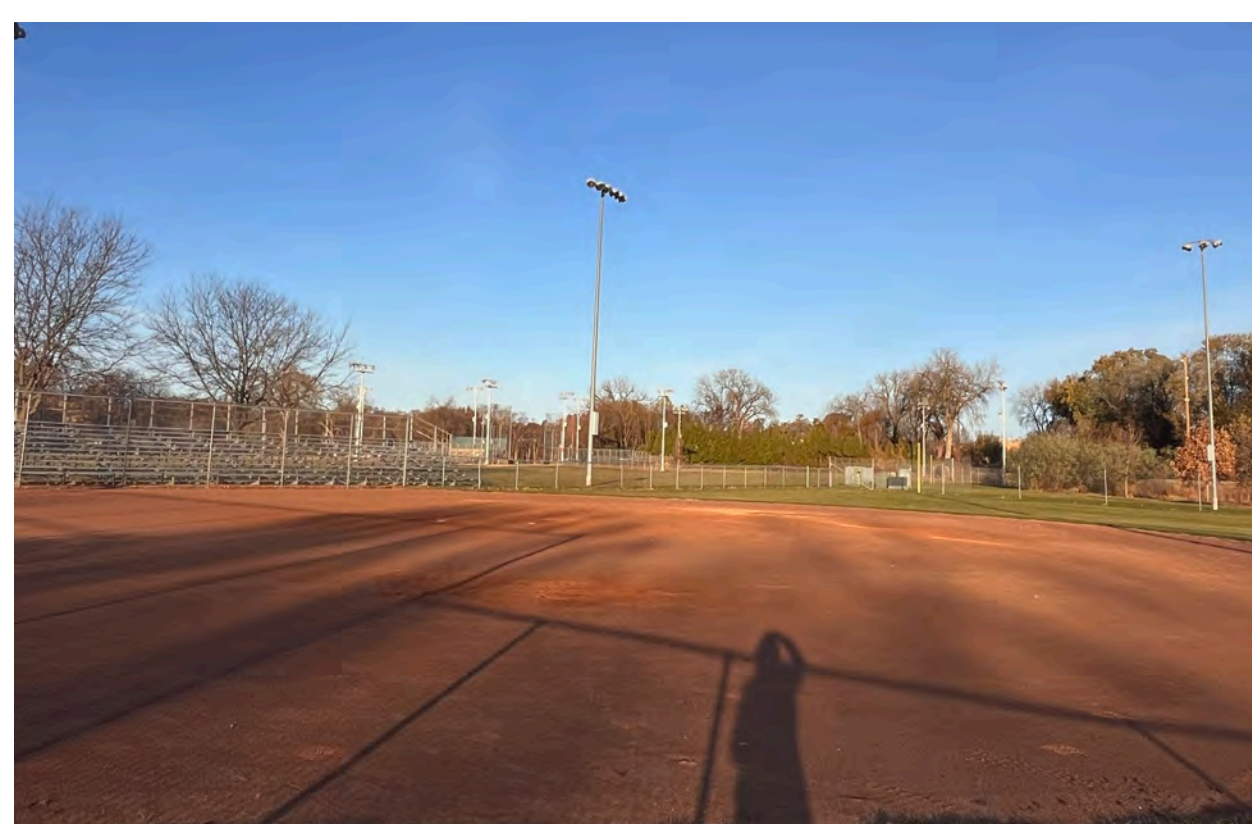
2 Basketball/tennis courts



3 Biergarten



4 Starkweather Creek



5 Baseball fields



6 Open fields



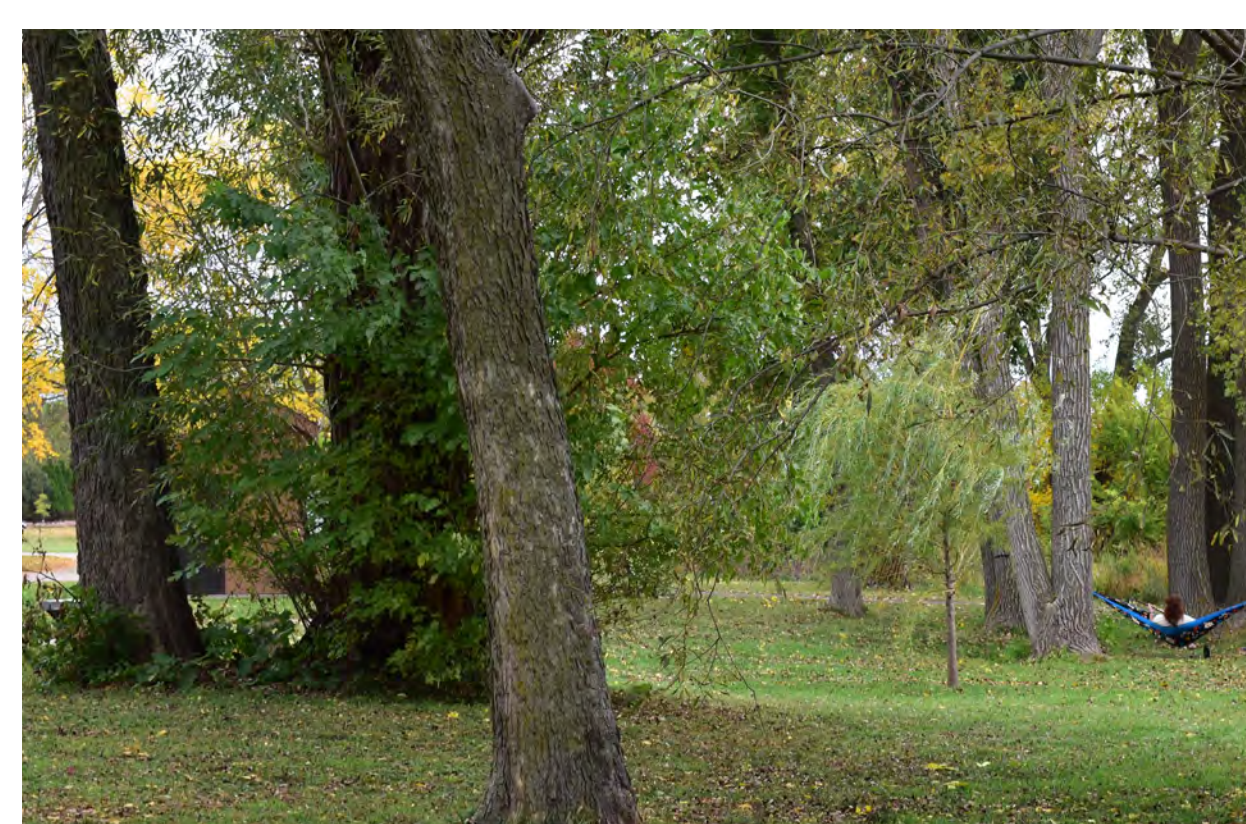
7 Beach



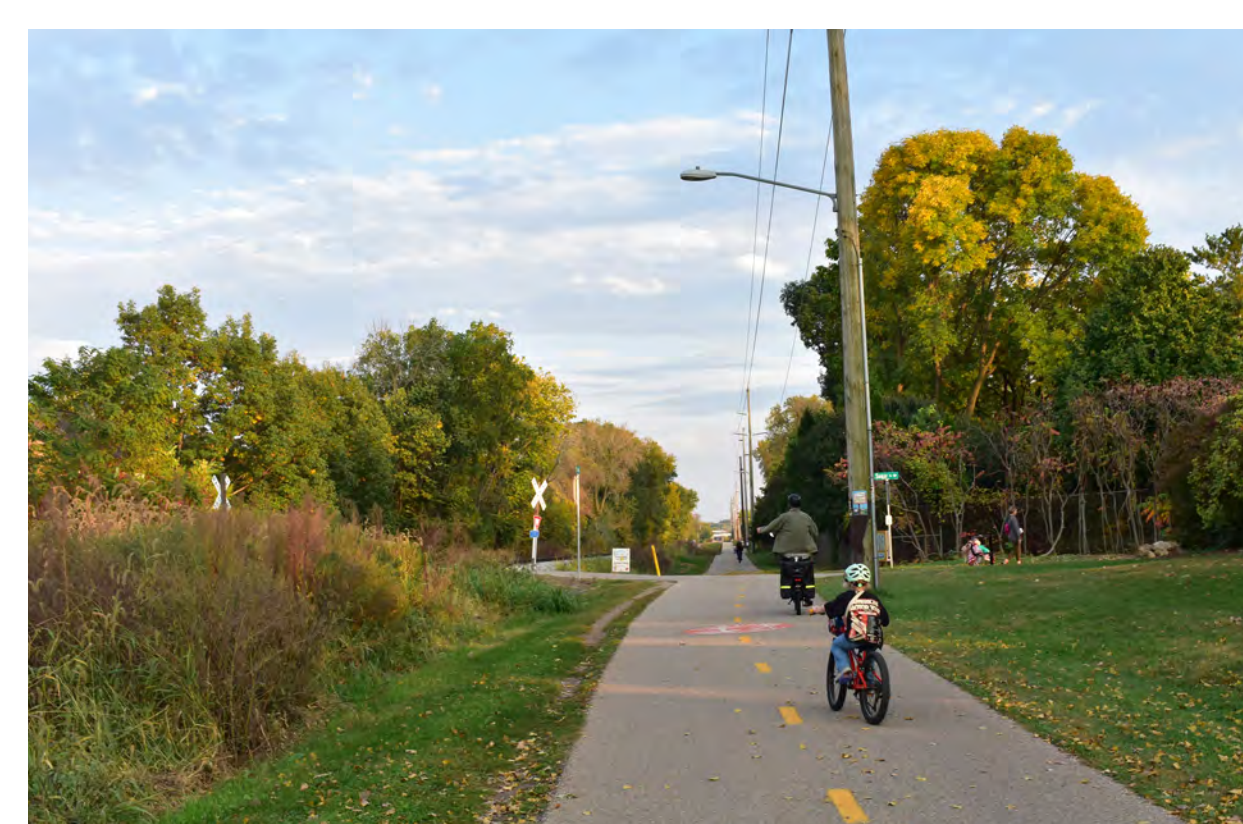
8 Lake Monona



9 Playgrounds



10 Relaxing under the trees



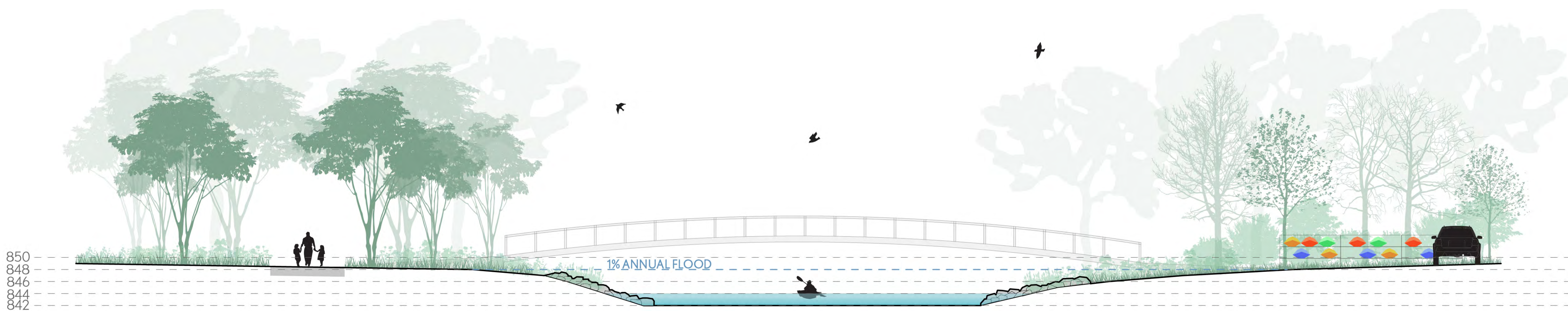
11 Capital City Trail



12 Nature Nook

EXPERIENCE THE WATER

Starkweather Creek and Watershed



PRE-EUROPEAN
SETTLEMENT

STARKWEATHER CREEK WAS ORIGINALLY NAMED **WYSEORAH CREEK** BY THE HO-CHUNK PEOPLE AND WAS PART OF A NETWORK OF CANOE TRAVEL WATERWAYS THAT CONNECTED COMMUNITIES ACROSS THE REGION.

1910

THE WATERSHED WAS HISTORICALLY COVERED BY **EXTENSIVE WETLANDS** BORDERING THE CREEK.

THE CREEK WAS **CHANNELED, STRAIGHTENED AND DREDGED**, AND WETLANDS WERE DRAINED FOR FARMING, INDUSTRIAL, COMMERCIAL, AND RESIDENTIAL USES.

1998

WISCONSIN DEPARTMENT OF NATURAL RESOURCES ADDS STARKWEATHER CREEK TO ITS **IMPAIRED WATERS** LIST.

2017

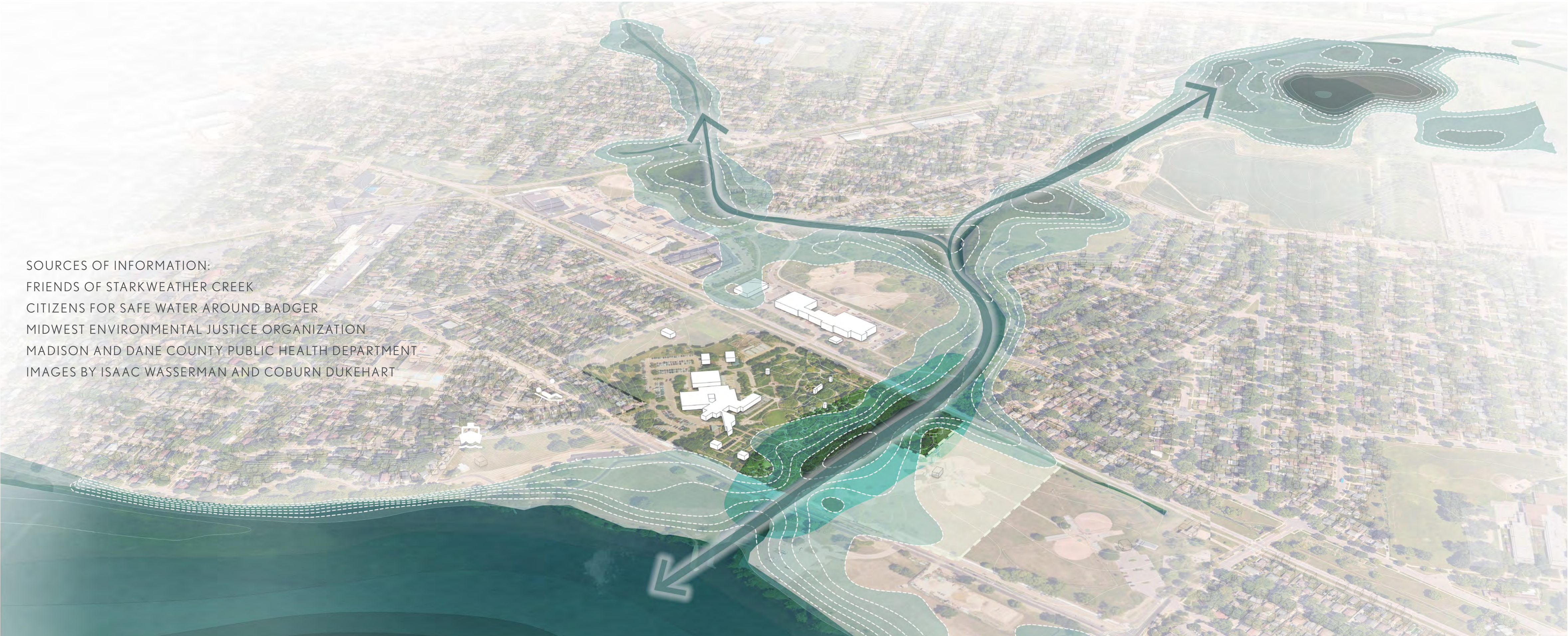
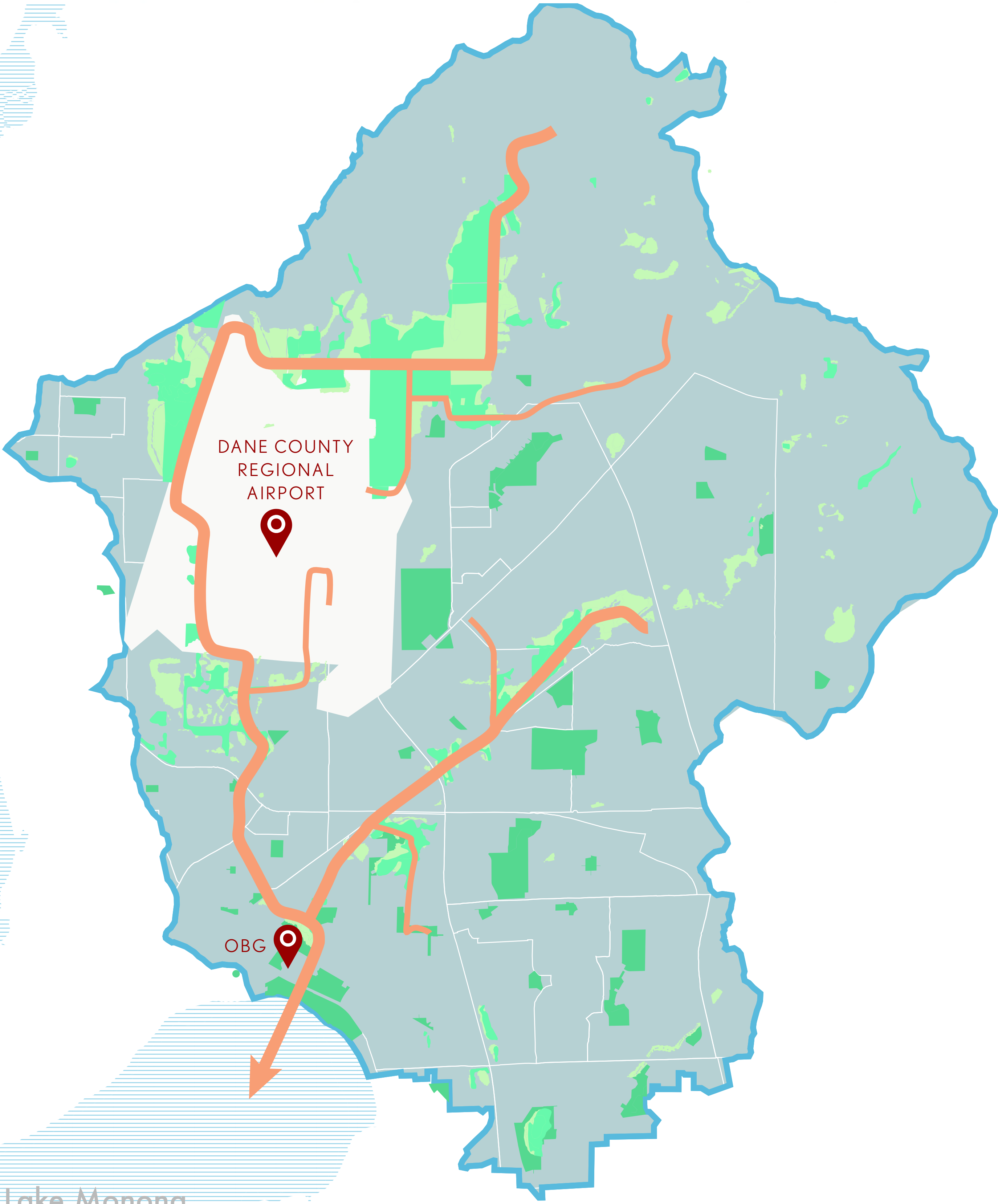
MIDWEST ENVIRONMENTAL JUSTICE ORGANIZATION AND EAST MADISON COMMUNITY CENTER PARTNER ON AN **ENVIRONMENTAL JUSTICE** PROJECT FUNDED BY THE EPA TO ENGAGE PEOPLE LIVING IN THE TRUAX AND DARBO WORTHINGTON NEIGHBORHOODS TO LEARN ABOUT POLLUTION ISSUES

2022

STANDARDS FOR TWO PFAS CHEMICALS ARE APPROVED.

2024

FRIENDS OF STARKWEATHER CREEK VOLUNTEERS FINDS THAT PFAS SHOWS UP AT LEVELS 200 TIMES ABOVE STATE LIMITS JUST BELOW THE AIRPORT.



SOURCES OF INFORMATION:
FRIENDS OF STARKWEATHER CREEK
CITIZENS FOR SAFE WATER AROUND BADGER
MIDWEST ENVIRONMENTAL JUSTICE ORGANIZATION
MADISON AND DANE COUNTY PUBLIC HEALTH DEPARTMENT
IMAGES BY ISAAC WASSERMAN AND COBURN DUKEHART

EXPERIENCE THE WATER

Increasing and diversifying visitor experiences

The Gardens offer various ways to engage with water.



SIGHT - SEE WATER IN A REFLECTING POOL , WATER FEATURE, POND, ETC



SOUND - HEARING WATER



TOUCH - TOUCH OR PLAY IN THE WATER



TASTE - MORE DRINKING FOUNTAINS



LEARN - INFORMATION ABOUT WATER USE/ CONSERVATION IN THE GARDENS



ENGAGE - SEE NATURAL WATER-BASED ECOSYSTEM LIKE OUR EXISTING POND OR STARKWEATHER CREEK



How would you like to experience Starkweather Creek? Tag it!



1. EXPERIENCE WETLANDS ECOLOGY AND PLANTING



2. HANGING OUT NEXT TO THE CREEK



3. CREEK AS A BACKGROUND TO A STAGE



4. ADDITIONAL VIEWS TO THE CREEK



5. ENGAGE AND LEARN ABOUT NATURAL SYSTEMS



6. MOVING THROUGH ON A BOARDWALK



7. ANOTHER BRIDGE CONNECTION



8. BOAT/KAYAK ACCESS TO THE GARDENS



PLAYFUL EXPERIENCES

Types of Play in the Surrounding Community



SELECTED NEIGHBORHOOD PLAY DESTINATIONS



Nature Nook



Biergarten



Beach



Goodman Community Center



Garver Feed Mill



PLAY DEFINITIONS:



IMAGINATIVE: USING CREATIVITY TO ROLE-PLAY SCENARIOS AND CREATE THEIR OWN STORIES.



NATURE/SENSORY: ENGAGING WITH NATURAL ELEMENTS IN UNSTRUCTURED PLAY; PROMOTES CREATIVITY AND CONNECTION WITH THE NATURAL WORLD



DRAMATIC: STORYTELLING AND PLAY ON DISPLAY; FOSTERS AN ALTERED STATE OF VICARIOUS INVOLVEMENT



FREE/LOOSE PARTS: INTRINSICALLY MOTIVATED PLAY WITH MANIPULATIVES; OFTEN A SOCIAL PLAY FACILITATING COLLABORATIVE INTERACTIONS



SOCIAL: COLLABORATIVE INTERACTION, OFTEN BETWEEN PEERS; OPPORTUNITIES FOR KNOWLEDGE SHARING AND ROLE/ PERSPECTIVE TAKING



ACTIVE/PHYSICAL: INVITATION TO ENGAGE LARGE MUSCLE GROUPS IN ENERGETIC MOVEMENT: RUNNING, JUMPING, CLIMBING, ROLLING, TUMBLING, SPINNING, ETC.

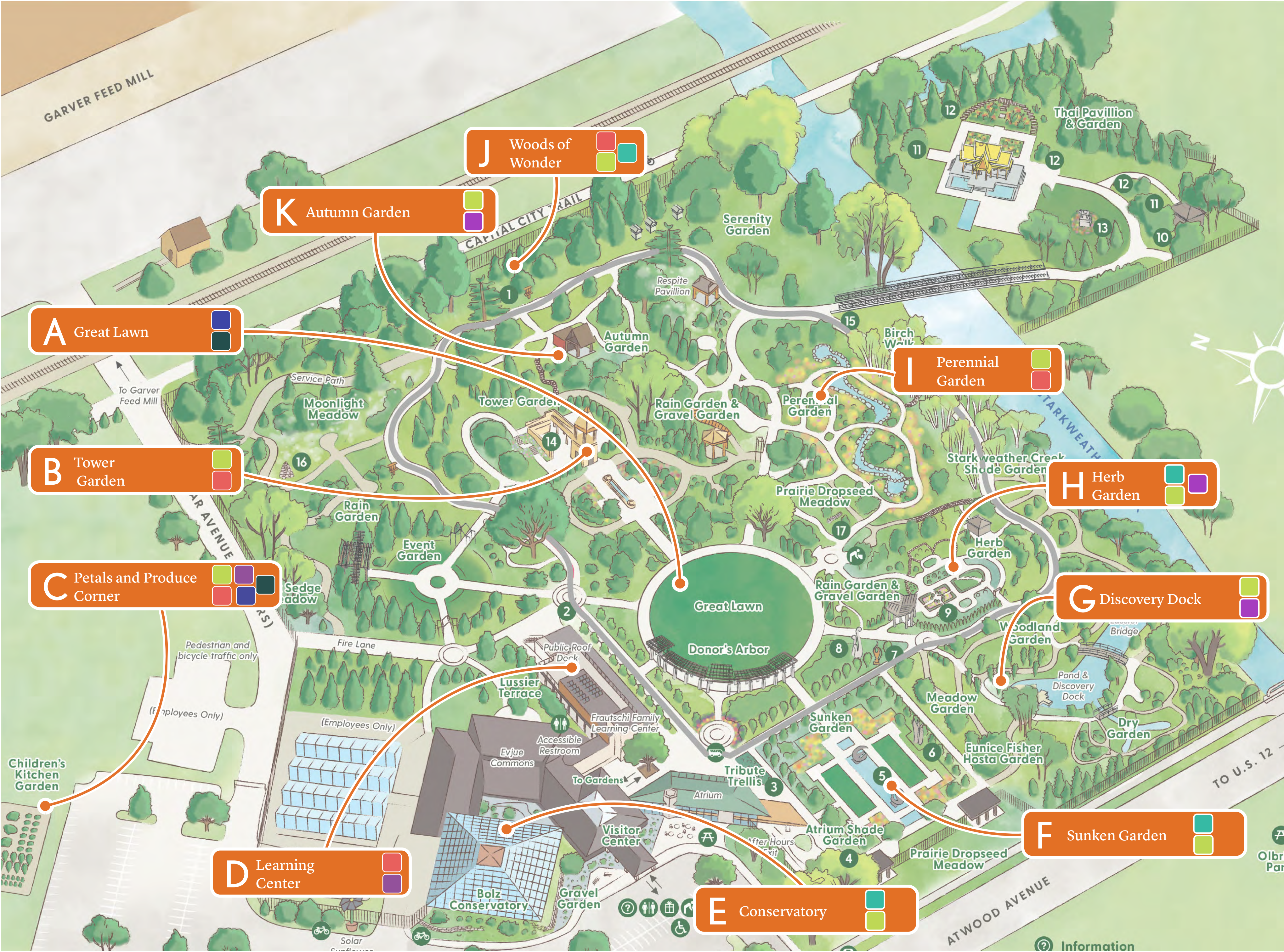


PLAYFUL EXPERIENCES

Playful moments are woven throughout Olbrich Gardens; each moment provides a variety of interactive, playful and engaging learning experiences.

LEGEND

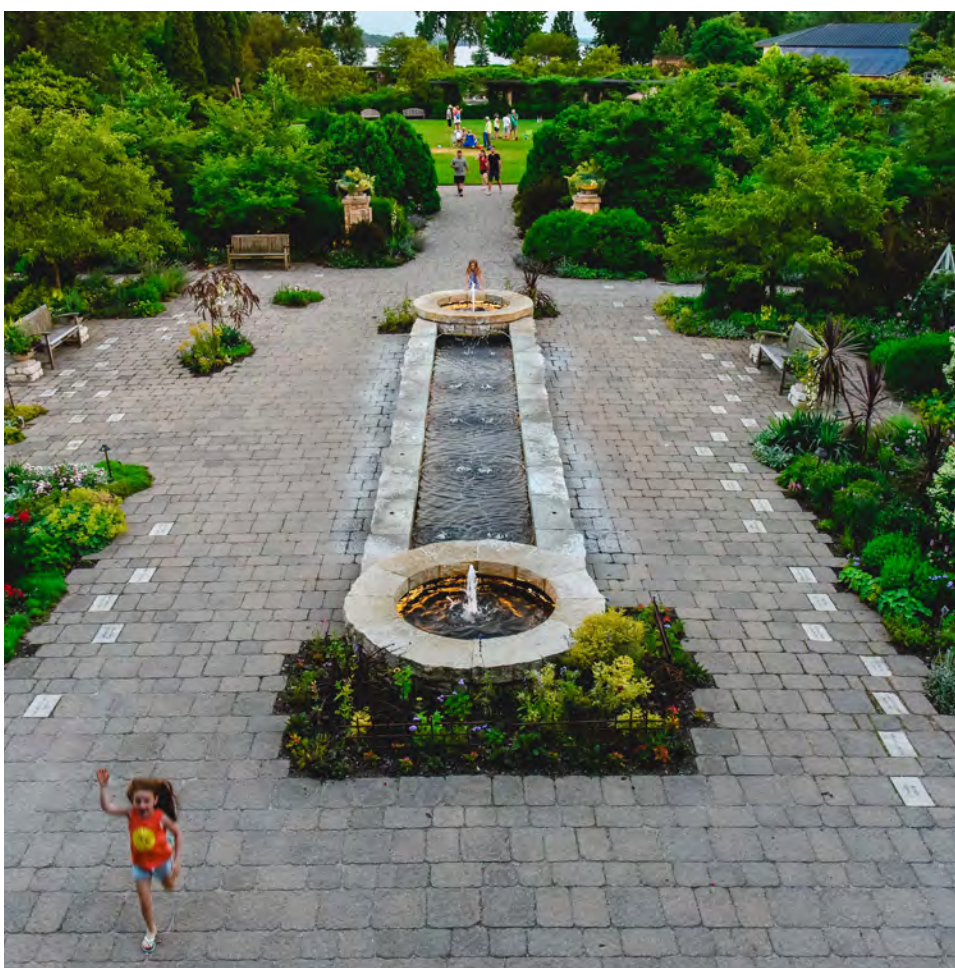
- IMAGINATIVE PLAY
- NATURE/SENSORY PLAY
- DRAMATIC PLAY
- FREE PLAY
- SOCIAL/SOCIAL PLAY
- ACTIVE/PHYSICAL PLAY
- EDUCATIONAL
- GATHERING
- OPEN SPACE



A. Great Lawn



B. Tower Garden



C. Petals and Produce Corner



D. Learning Center



E. Conservatory



F. Sunken Garden



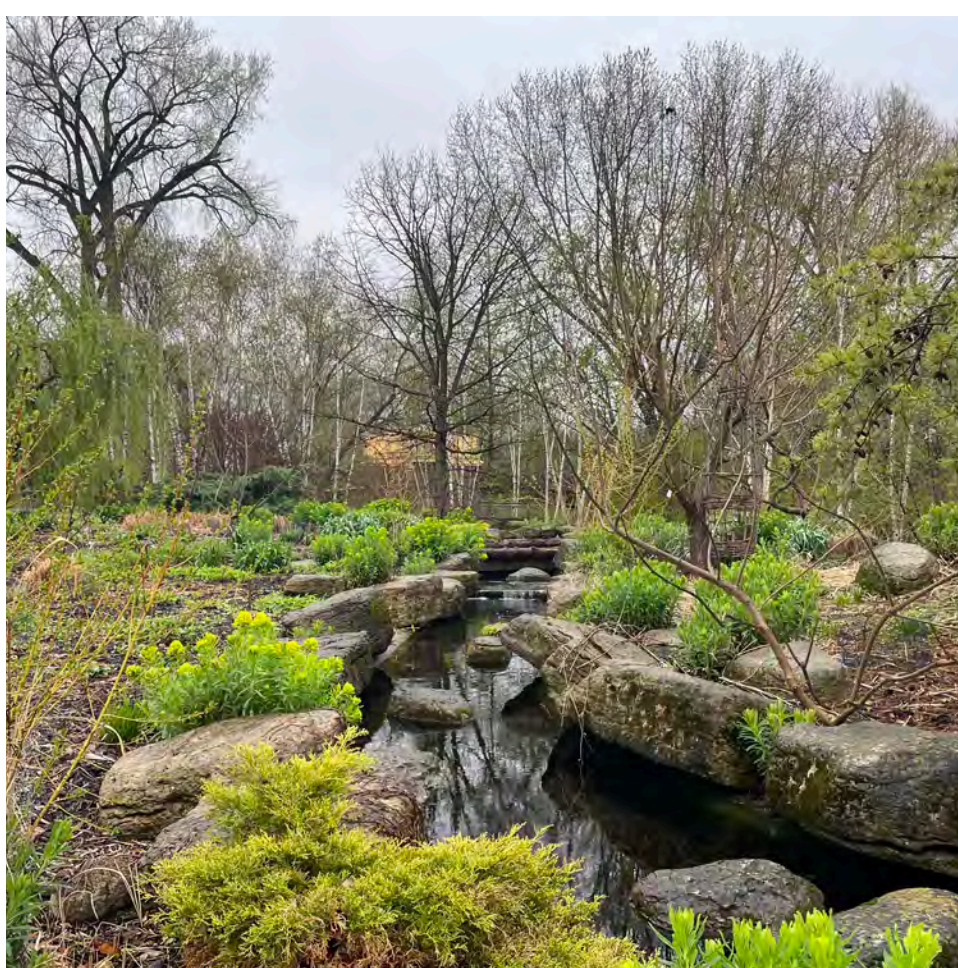
G. Discovery Dock



H. Herb Garden



I. Perennial Garden



J. Woods of Wonder



K. Autumn Garden



PLAYFUL EXPERIENCES

Many botanical gardens feature “children’s gardens” that are focused on playful, multi-generational experiences. We want to understand what this type of garden looks like to you.

 Which of the following features or activities would you be most interested in?
Tag it!



1. Movement



2. Gathering



3. Resting/Relaxing



4. Music



5. Observing Art



6. Creating



7. Sharing



8. Engaging with water



INTERACTIVITY IN THE GARDENS

Signage helps you find your way and understand your surroundings, while interpretation adds context, stories, and a deeper connection to the Gardens.

 *How do you want to experience signage and interpretation?*
Tag the images you like

WELCOMING AND FINDING YOUR WAY: SIGNS HELP PEOPLE GET AROUND



Welcome: Big, clear and bold arrival signage



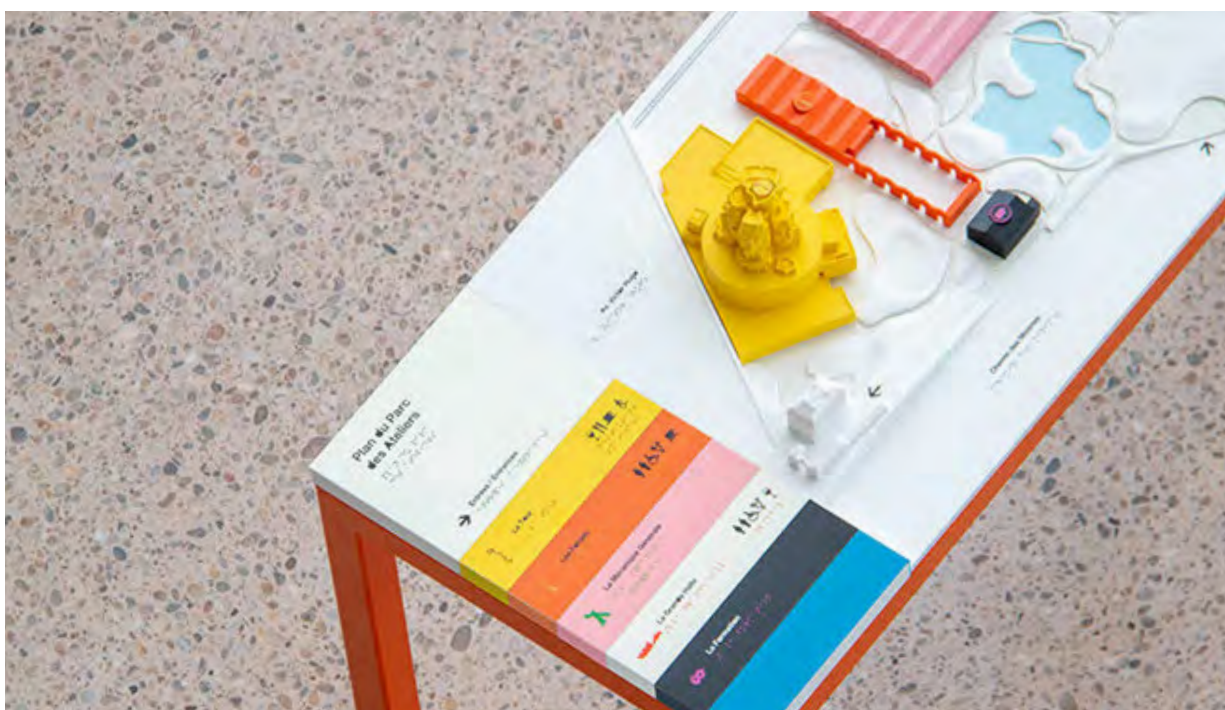
Tag it!



Orientation: Easily understood maps



Tag it!



Orientation: Tactile maps



Tag it!



Wayfinding: Playful visuals



Tag it!

SIGNAGE FORMS: SIGNS CAN TAKE MANY SHAPES AND FORMS



Wildlife: Creating signs that double up as habitat for



Tag it!



Easter Eggs: Delightful surprises...



Tag it!



Natural: Through materials and shapes



Tag it!



Biomimicry: Details inspired by plant texture



Tag it!

INTERPRETATION FORMS: STORIES CAN BE EXPERIENCED IN DIFFERENT WAYS



Activity: Through active participation



Tag it!



Diagrams: Illustrative ways of explaining



Tag it!



Temporal: See what's great right now!



Tag it!



QR codes: Digital means to access maps



Tag it!

CURIOSITY, DISCOVERY & MUTI-SENSORY EXPERIENCES: GARDEN SPACES CAN INVITE INTERACTION



See



Tag it!



Touch



Tag it!



Listen



Tag it!



Smell

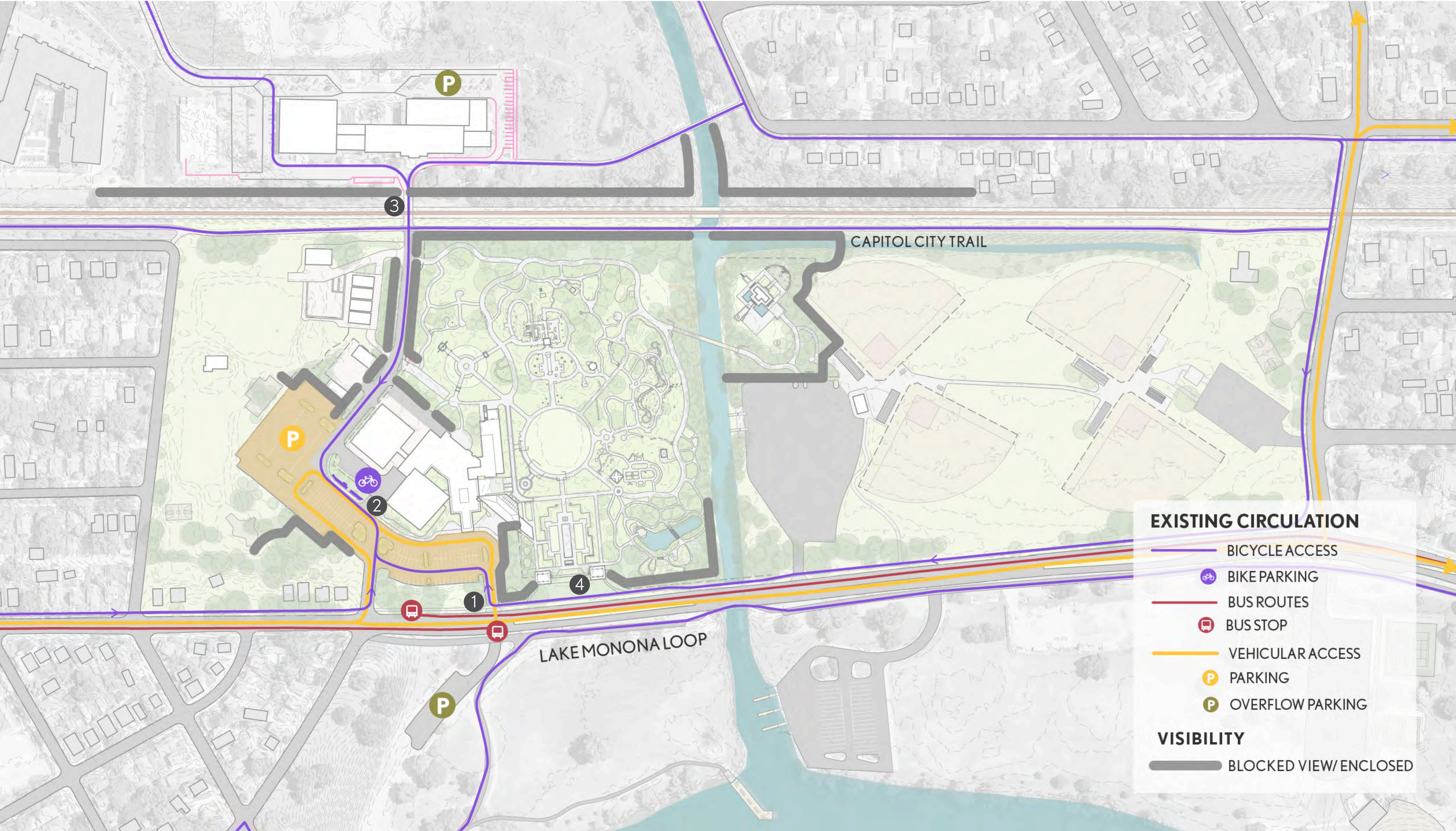


Tag it!

ACCESS AND INCLUSION



How could the Olbrich arrival experience be more welcoming to you?



EXISTING CONNECTIONS AND ACCESS TO OLBRICH



View of the Main Entry



Pedestrian experience in the parking lot



View of crossing from Garver Feed Mill



View into Sunken Garden from Atwood Ave

EXAMPLES FROM OTHER PROJECTS OF ARRIVAL EXPERIENCES



Generous multimodal entry



Distinct arrival identity



Mature canopy trees framing paths



Stormwater treatment in the parking lot

GUIDING PRINCIPLES

Do these principles resonate with you?



Place a tag on the principles that resonate with you



WELCOME AND ENGAGE ALL GUESTS

- Create multi-functional spaces to balance the needs of today with the goals of tomorrow.
- Foster inclusive engagement with nature through art, movement, music, science, and culture.
- Improve accessibility and remove barriers to the Gardens and programs.
- Create opportunities for hands-on horticulturally focused learning at the Gardens.



STRENGTHEN CONNECTIONS AND IDENTITY

- Ensure the arrival experience reflects Olbrich's unique character while providing a clear and intuitive flow of people through the campus.
- Define Sugar Avenue as a vital corridor and connection to the surrounding neighborhoods and businesses.
- Improve the arrival experience for all modes of transportation with a focus on safety and clarity.
- Develop a parking system that balances environmental impacts as well as the needs of local and regional guests and park users.



DESIGN FOR NATURE AND DISCOVERY

- Model sustainable horticulture through exceptional gardens, landscapes, collections, and experiences.
- Integrate new garden spaces into the existing tapestry of gardens and larger park landscape.
- Develop and display innovative storm water management solutions and strategies.
- Integrate playful experiences for all age groups throughout the Gardens.
- Expand greenhouse and production space to better support Olbrich's growing needs and provide guests with more access to learn about horticulture.



MAKE LEARNING CENTRAL TO THE GARDEN EXPERIENCE

- Balance the experience of wandering and discovery with wayfinding.
- Invite curiosity for guests of all ages.
- Connect guests with the gardens through stories that resonate.



CULTIVATE RESILIENT & SUSTAINABLE SYSTEMS

- Demonstrate responsible stewardship of natural resources and inspire action.
- Optimize layout of new garden spaces and maintenance facilities.
- Continue to diversify revenue generation to support access to and development of the Gardens.
- Engage Starkweather Creek as an ecological corridor.

