

# GARDENS AND PARKS

## Ecological Communities

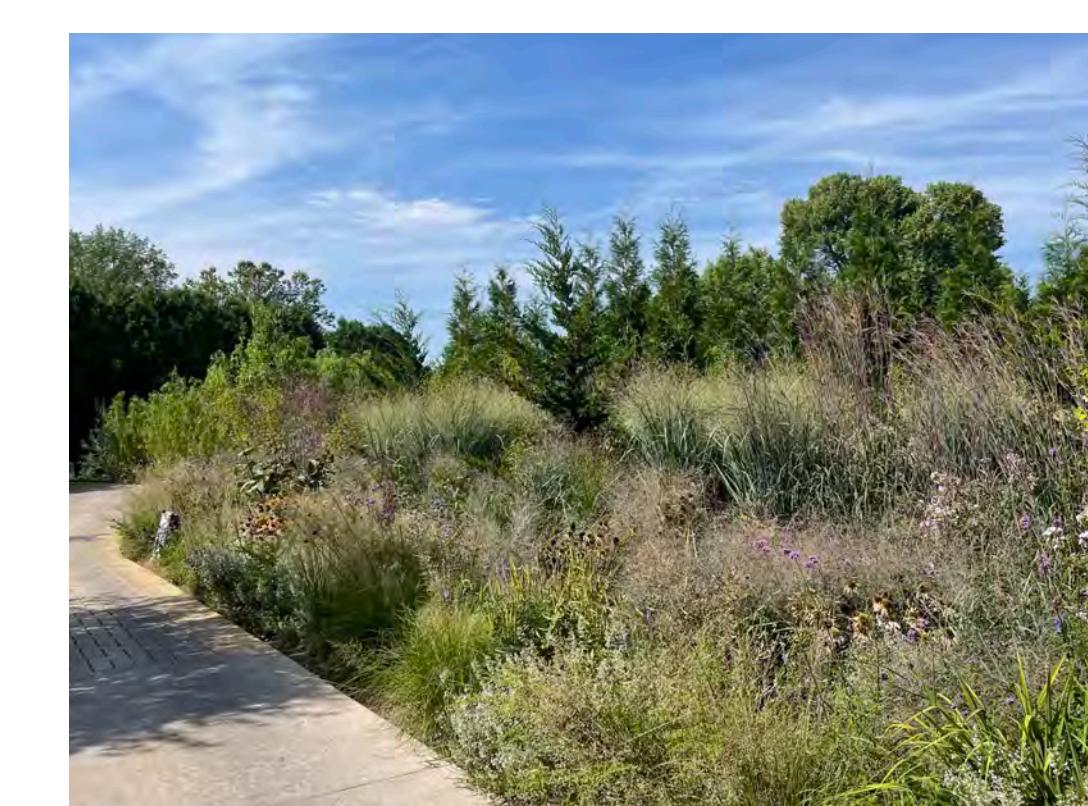
The landscape surrounding the Gardens has evolved over time from oak savannah and wetlands to managed landscapes and designated natural areas.

### EXISTING ECOLOGICAL COMMUNITIES:



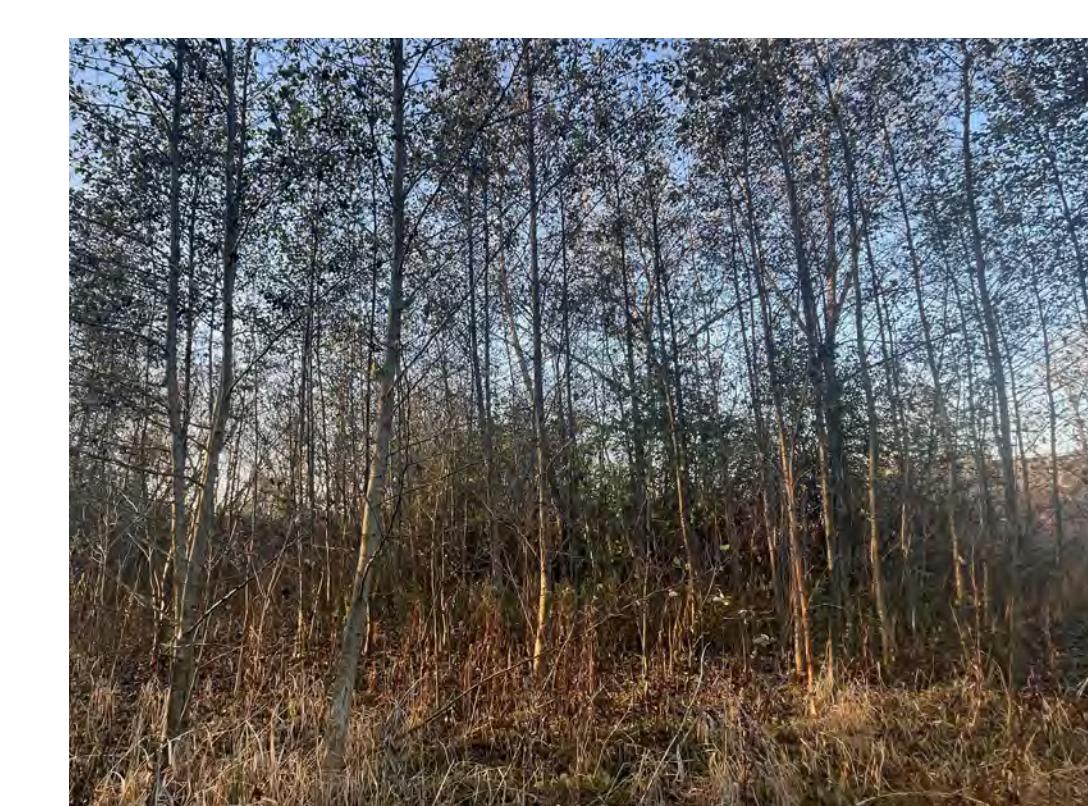
**ECOLOGICAL BENEFITS:**

- WATER PURIFICATION
- BIODIVERSITY
- STORMWATER MANAGEMENT



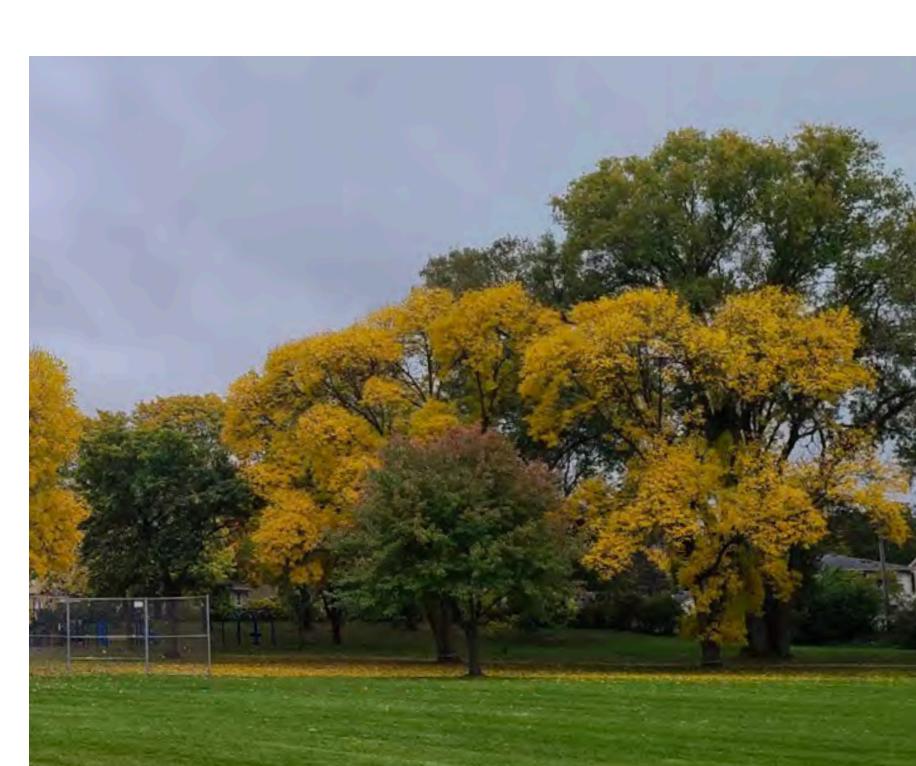
**ECOLOGICAL BENEFITS:**

- BIODIVERSITY
- POLLINATOR SUPPORT
- STORMWATER MANAGEMENT



**ECOLOGICAL BENEFITS:**

- BIODIVERSITY
- CARBON SEQUESTRATION
- IMPROVE SOIL HEALTH



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Marsh/Wet Meadow

**ECOLOGICAL BENEFITS:**

- WATER PURIFICATION
- MIGRATION REST AREA
- STORMWATER MANAGEMENT



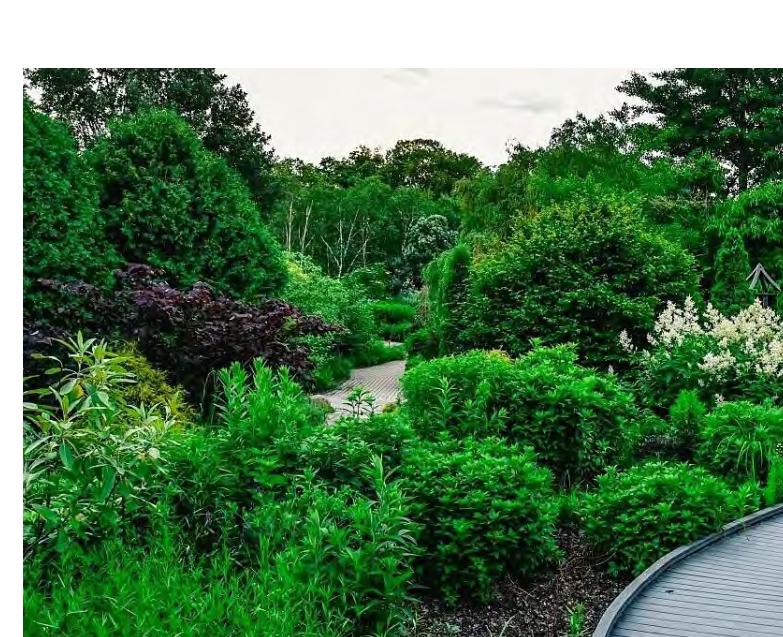
Prairie

**ECOLOGICAL BENEFITS:**

- BIODIVERSITY
- POLLINATOR SUPPORT
- IMPROVE SOIL HEALTH

### ECOLOGICAL OPPORTUNITIES:

**RAIN GARDEN & BIOSWALE EXPANSION** ALONG IMPERVIOUS MARGINS TO INTERCEPT STORMWATER



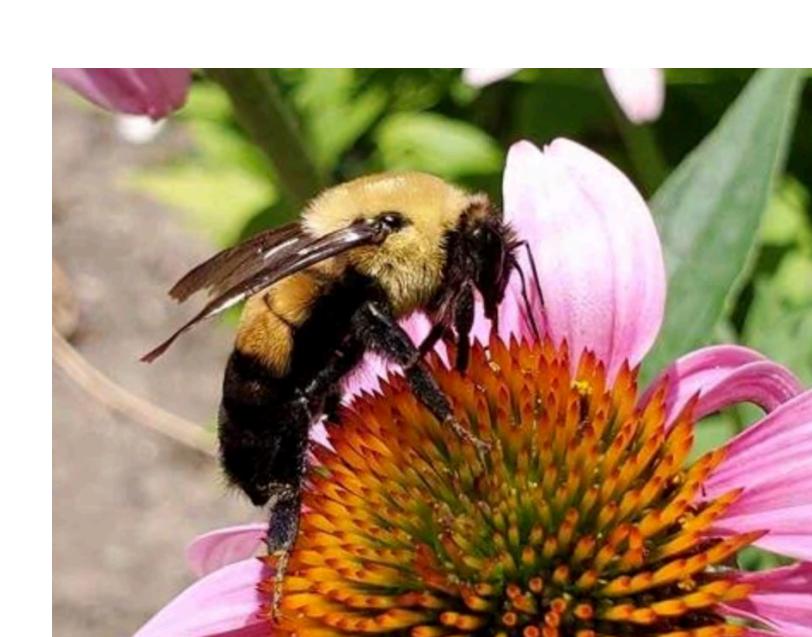
Rain Garden

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



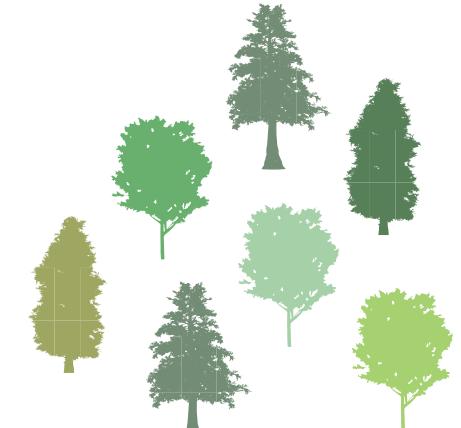
Native Wet Meadow

**POLLINATOR CORRIDORS** TO CONNECT FRAGMENTED LANDSCAPES AND BOOST BIODIVERSITY



Pollinator Corridor

**TREE CANOPY DIVERSIFICATION** TO HELP CREATE MORE RESILIENT ECOSYSTEMS



Oak Savanna

**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**

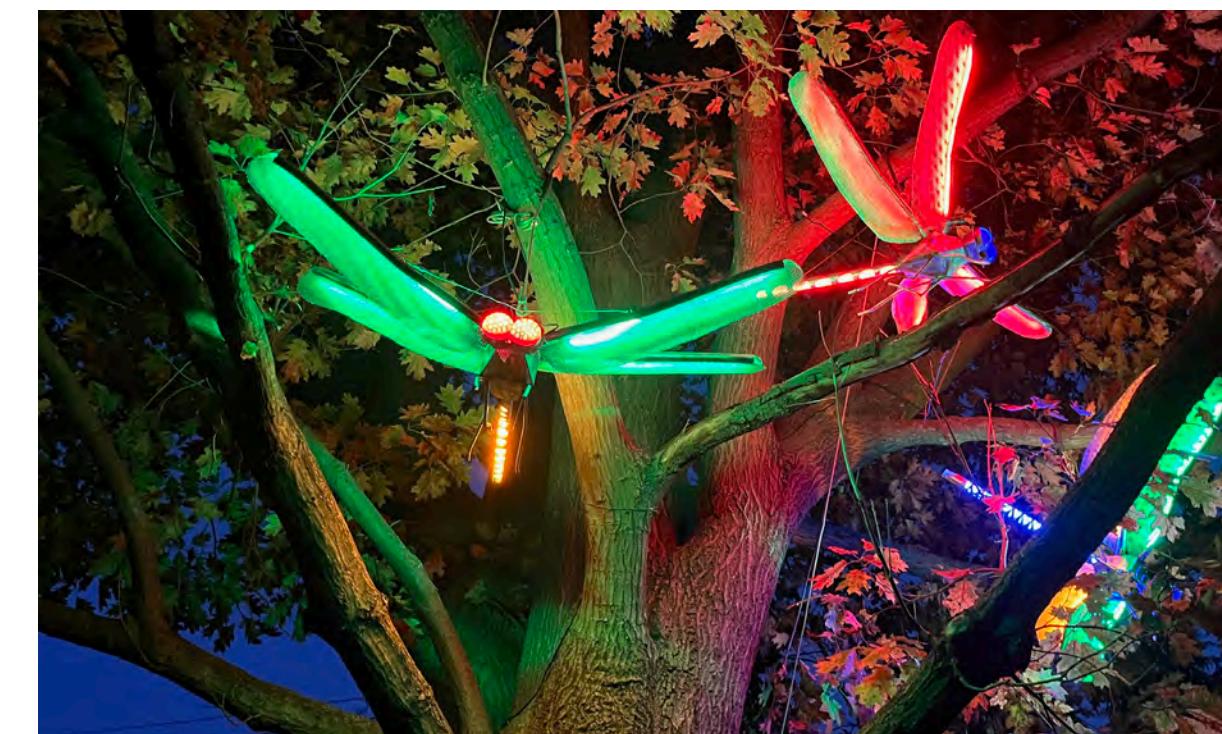
Outdoor Gardens

Conservatory

Gift Shop

Accessibility aids

Photography



GLEAM



Perennial Plant Sale

#### **PRIVATE & COMMUNITY EVENTS**

Weddings

Meetings

Life Milestones: memorials, retirements, baby/wedding showers

Special Interest Events: Weavers Guild, Herb Fair, Bonsai Show, Iris Show



Cultural celebrations: Hmong and Indigenous Gardens



Relaxing in the Gardens



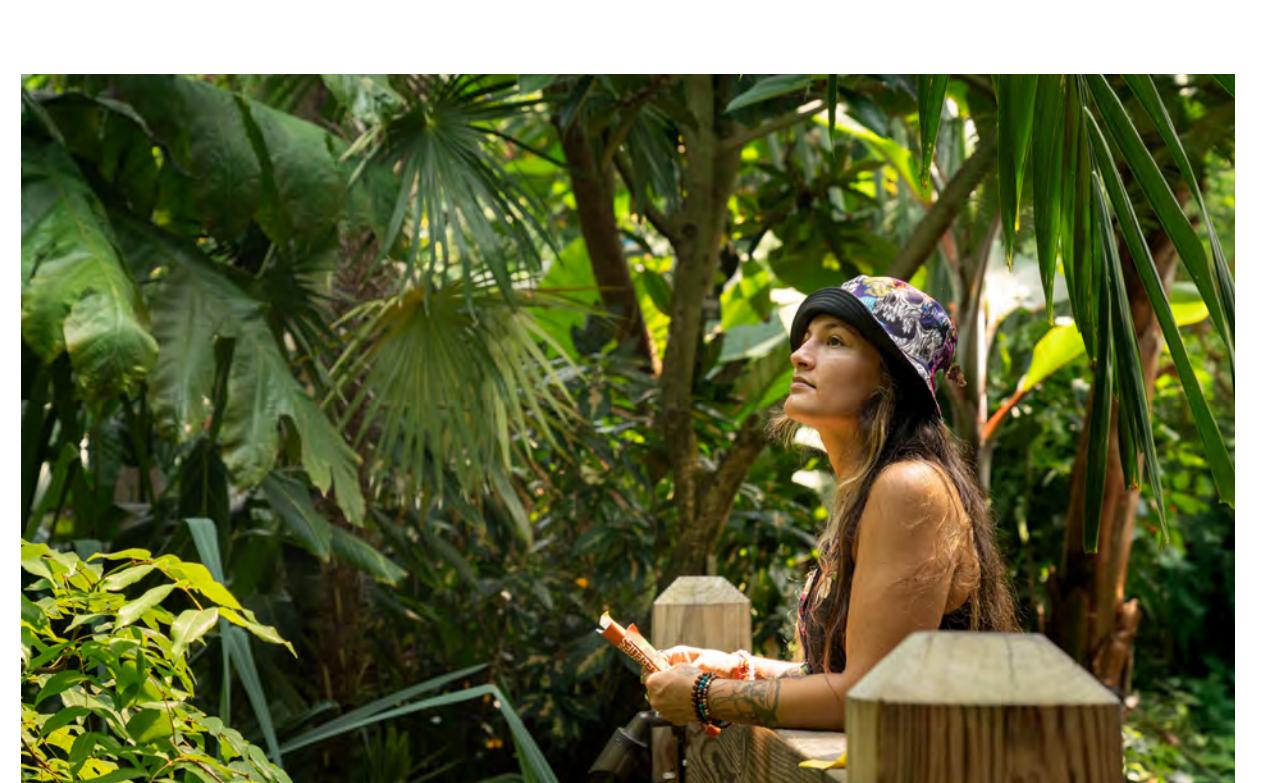
Crackle



Olbrich After Hours



Youth programs and summer camps



Enjoying the Gardens



Cocktails in the Conservatory and Canopy Sessions



Blooming Butterflies



Unique events: Corpse flower

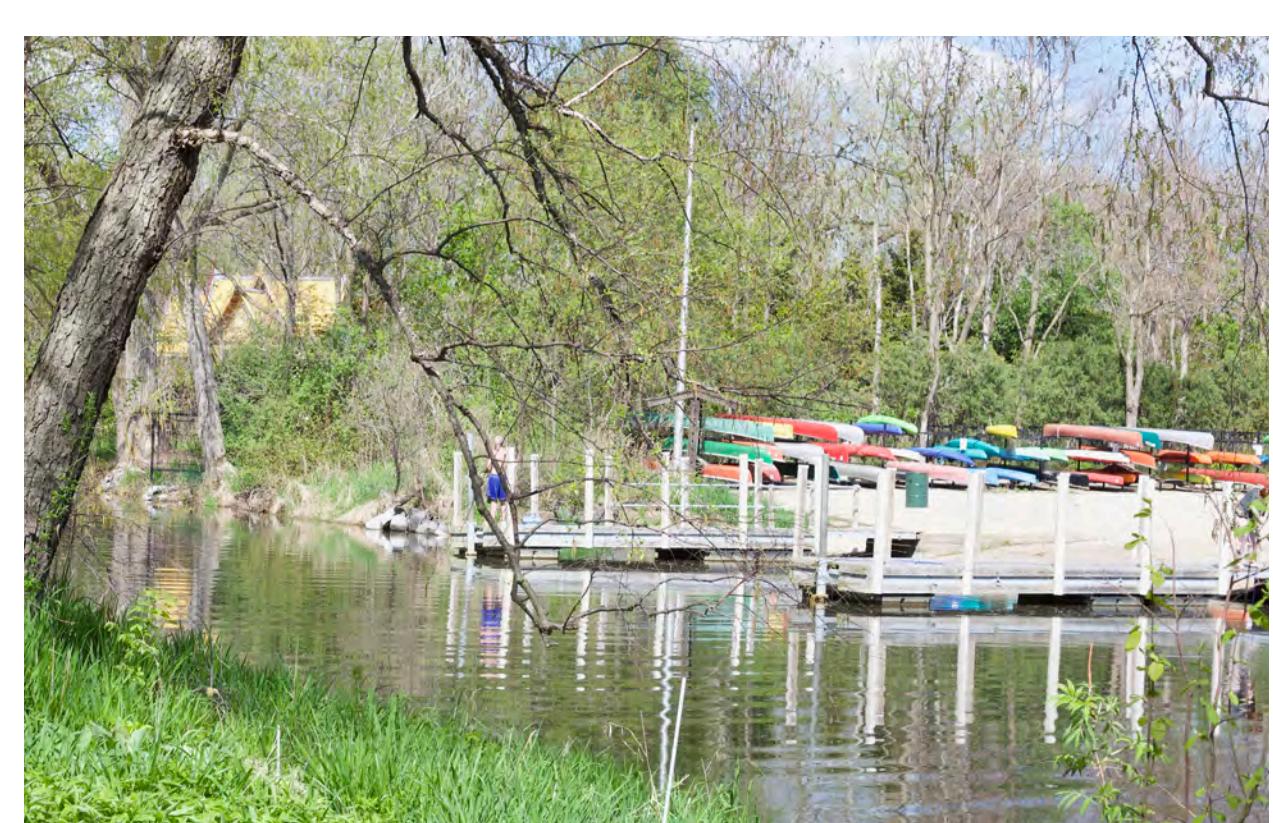


Exploring the Gardens

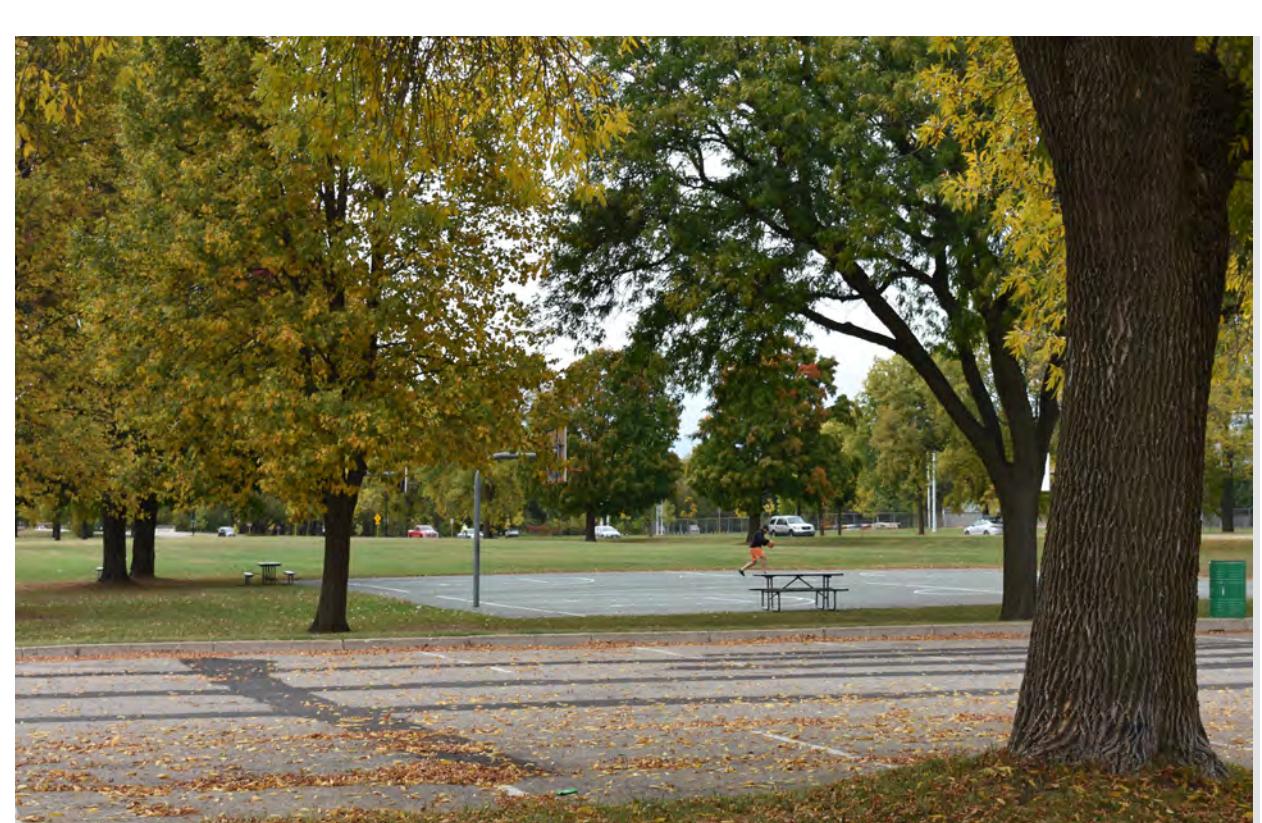
# GARDENS AND PARKS

## Visiting Olbrich Park

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



① Kayak/boat launch



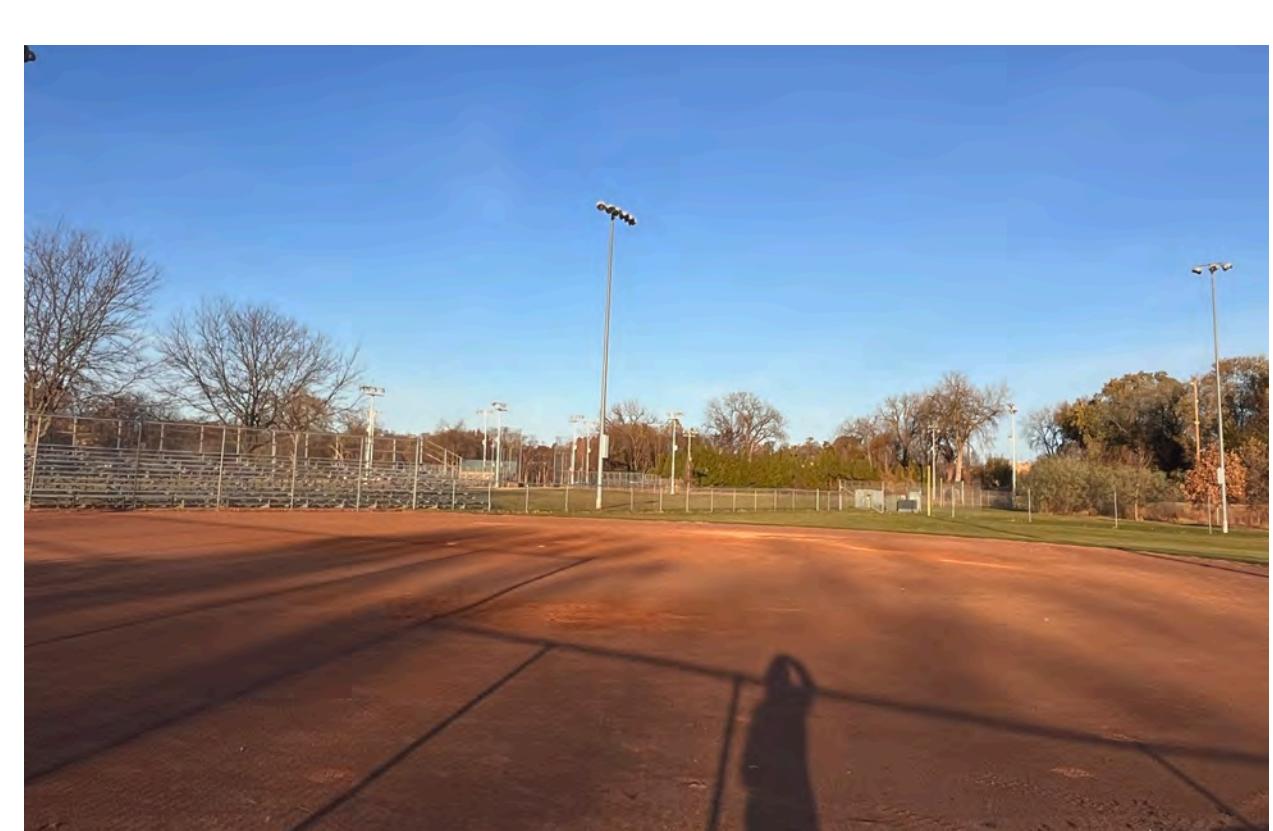
② Basketball/tennis courts



③ Biergarten



④ Starkweather Creek



⑤ Baseball fields



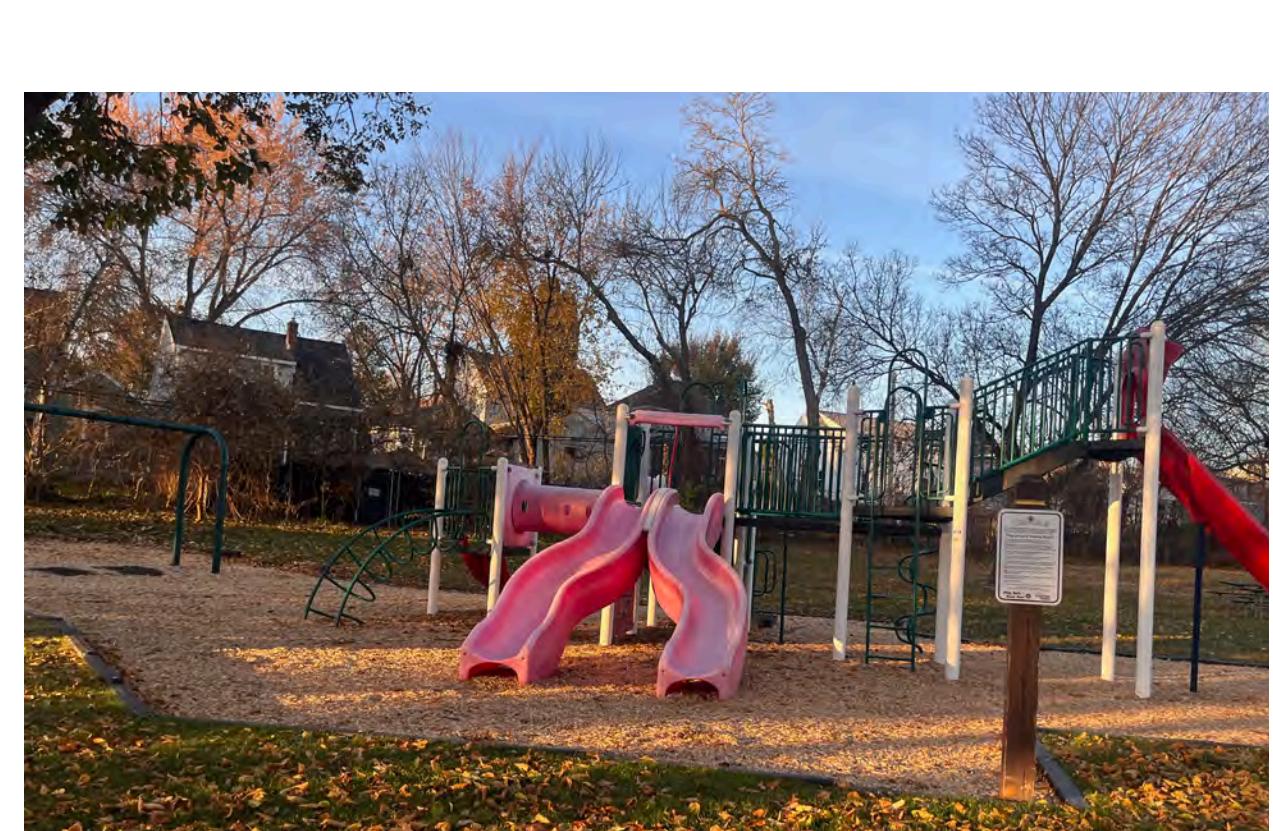
⑥ Open fields



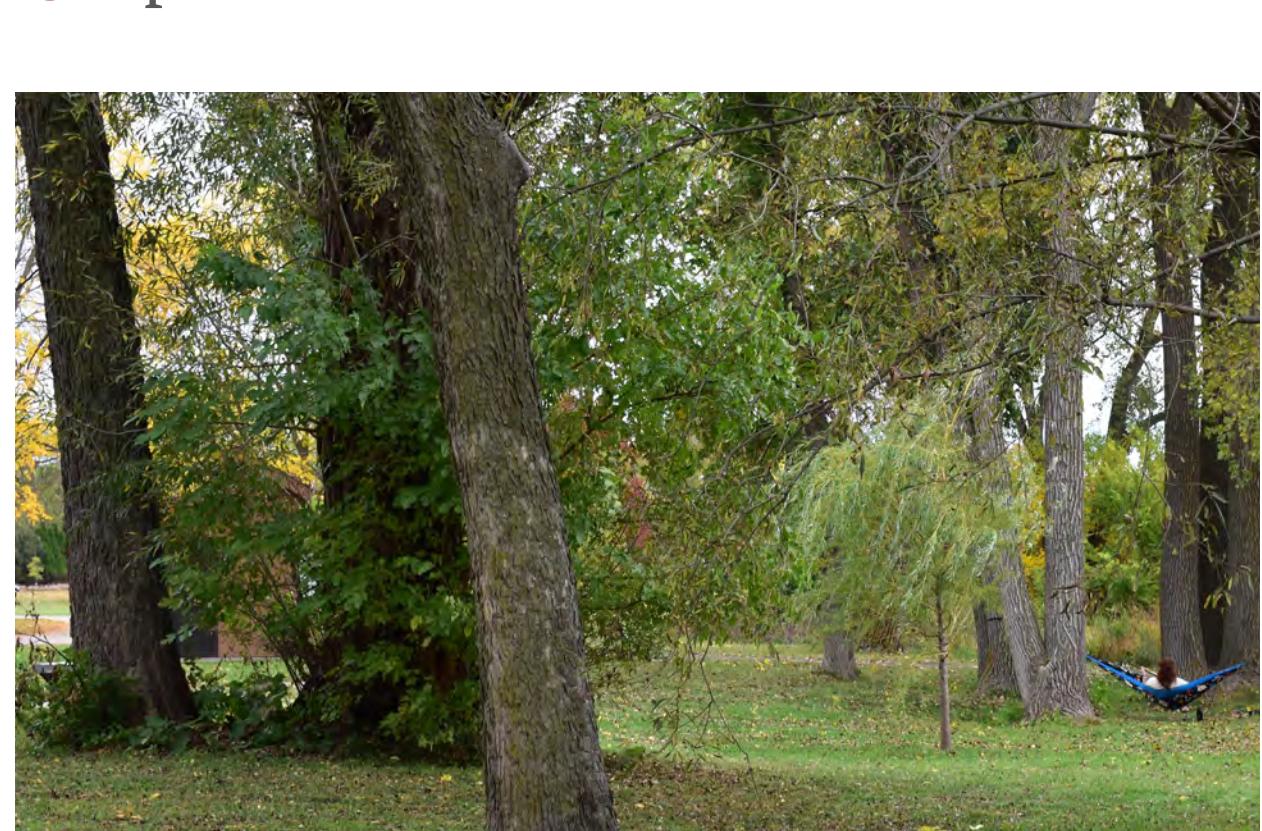
⑦ Beach



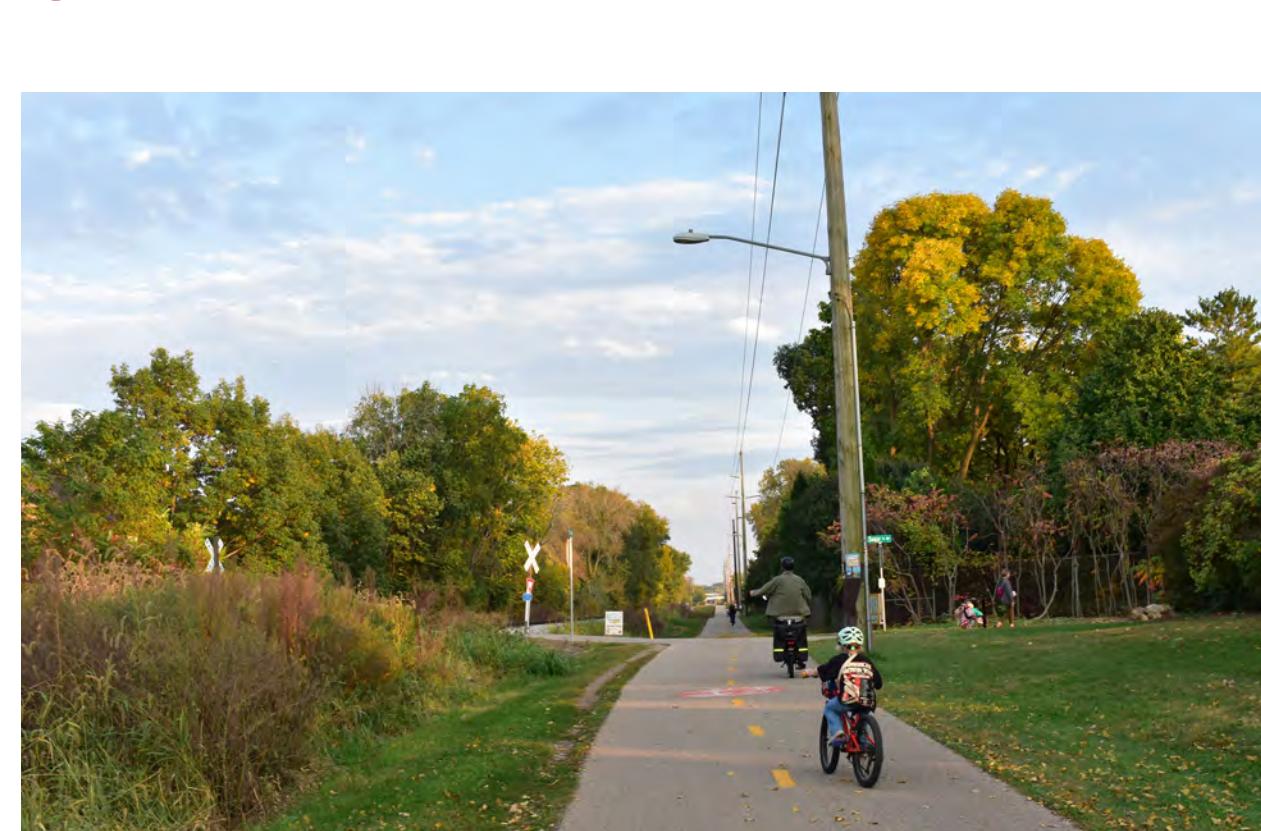
⑧ Lake Monona



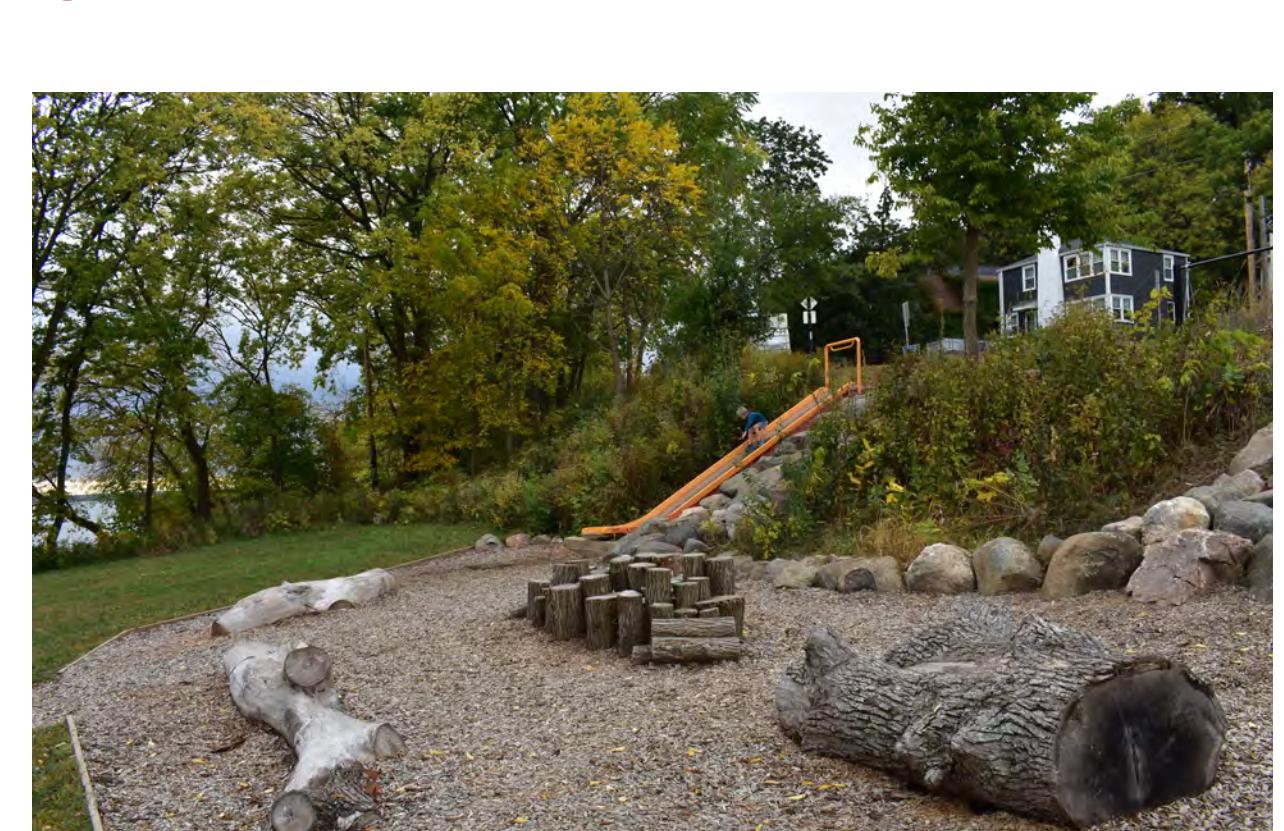
⑨ Playgrounds



⑩ Relaxing under the trees



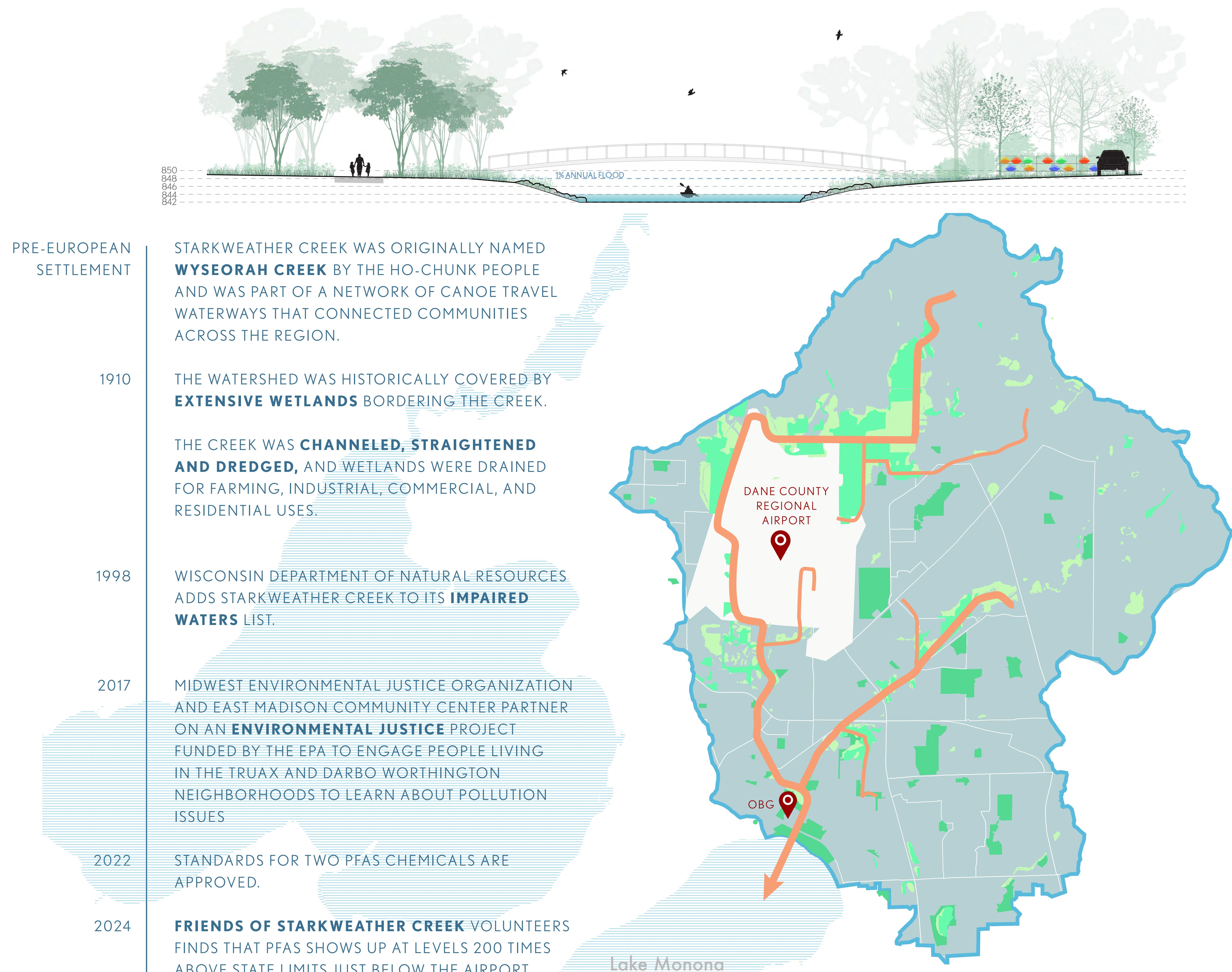
⑪ Capital City Trail



⑫ Nature Nook

# EXPERIENCE THE WATER

## Starkweather Creek and Watershed



# EXPERIENCE THE WATER

Increasing and diversifying visitor experiences

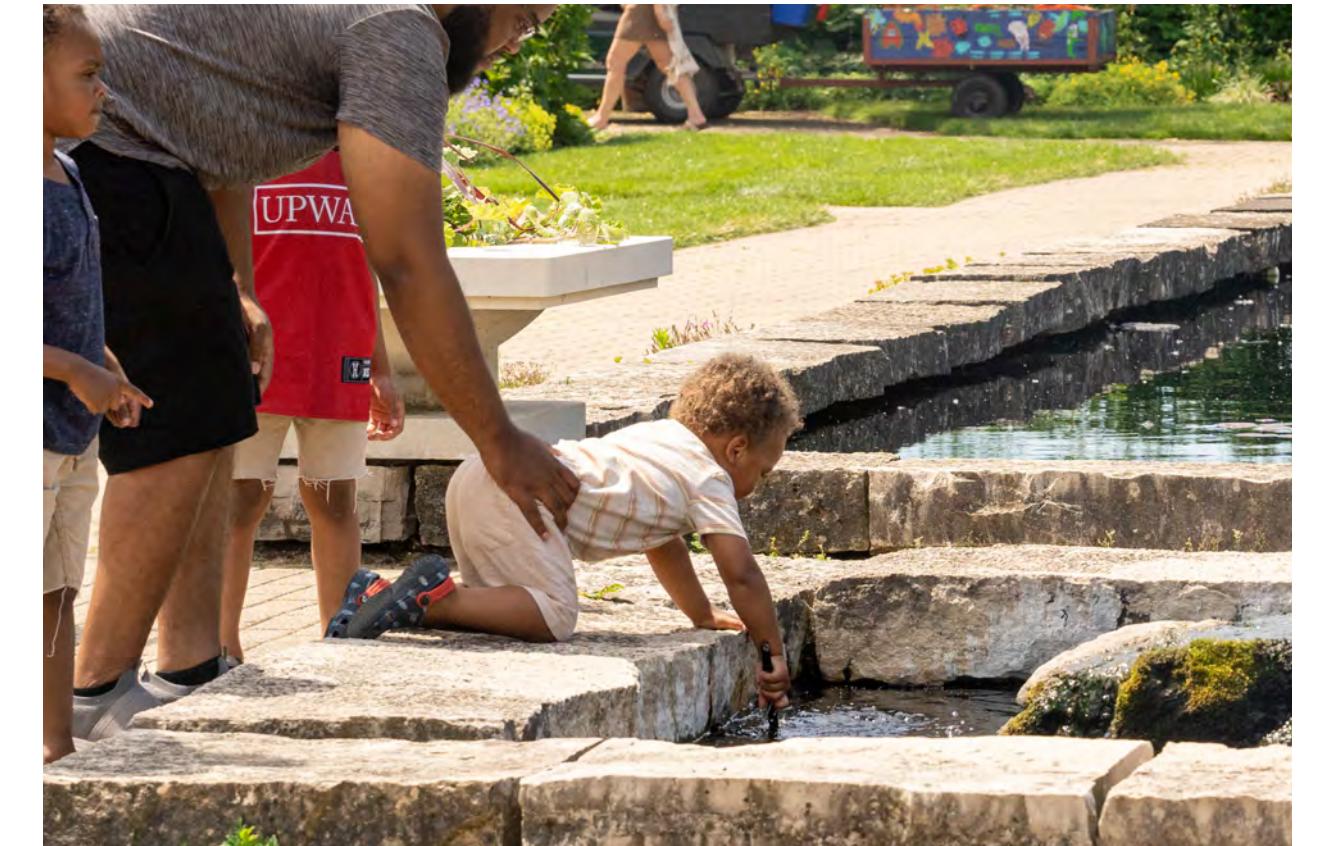
The Gardens offer various ways to engage with water.



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



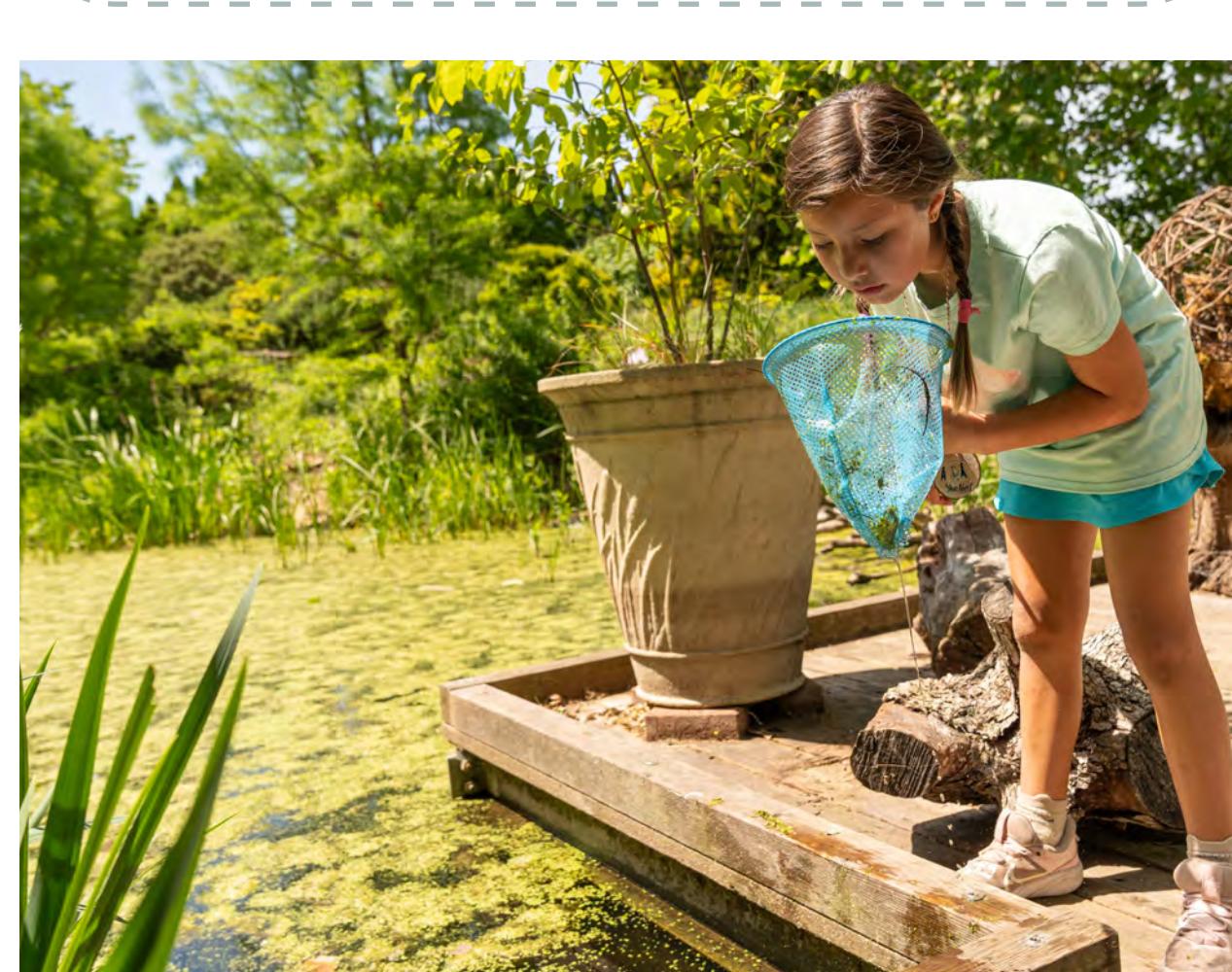
4. ADDITIONAL VIEWS TO THE CREEK

Tag it!

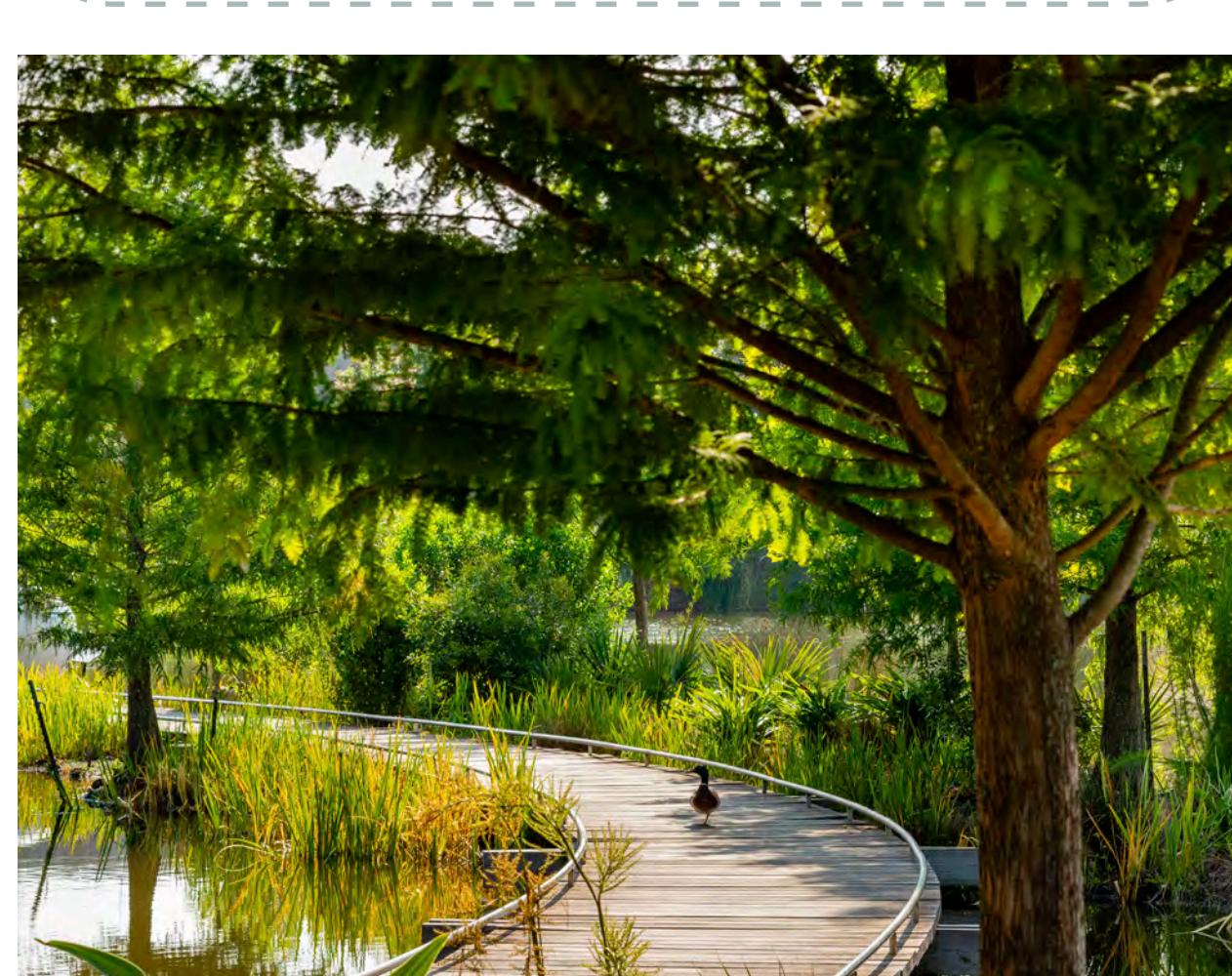
Tag it!

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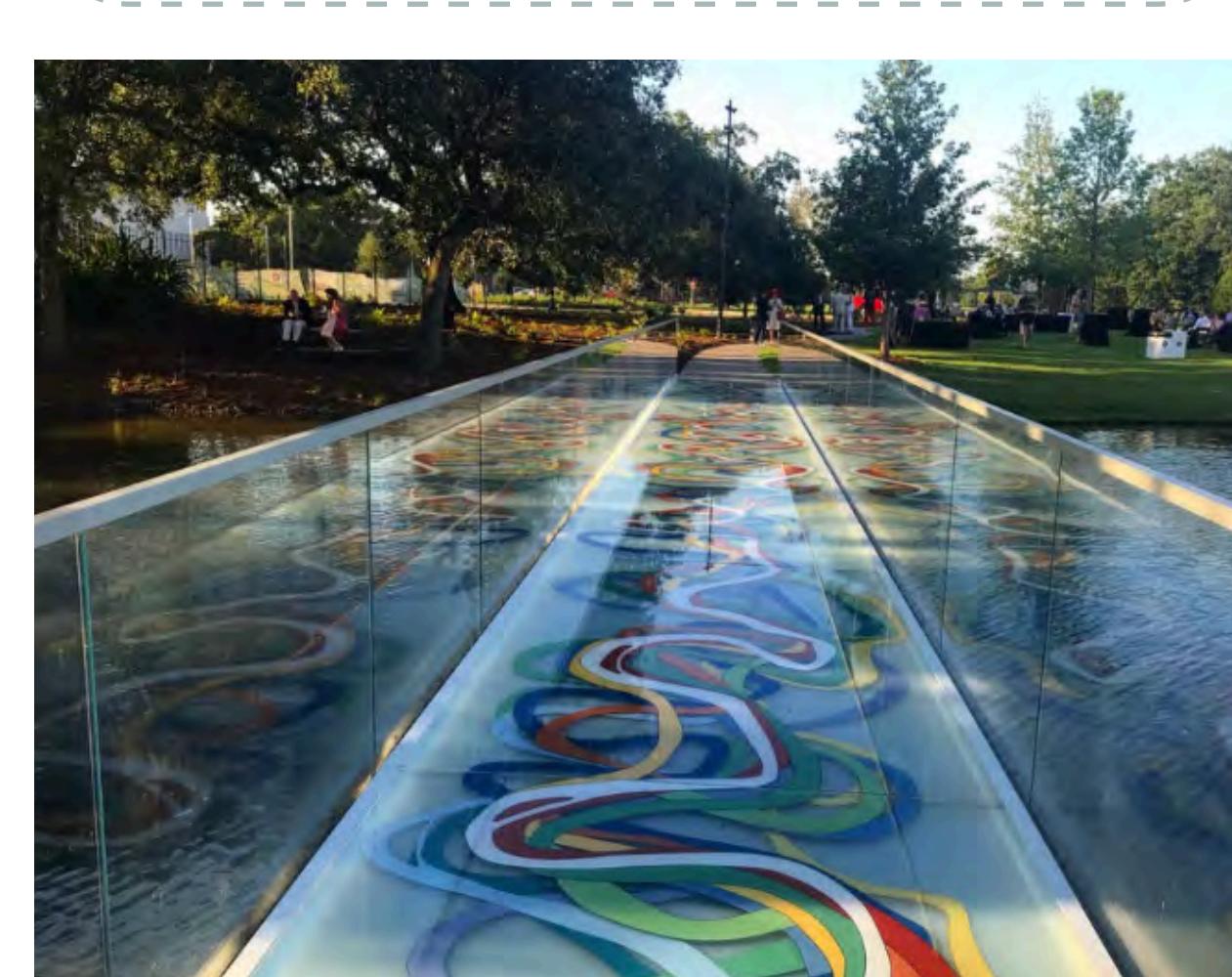
Tag it!



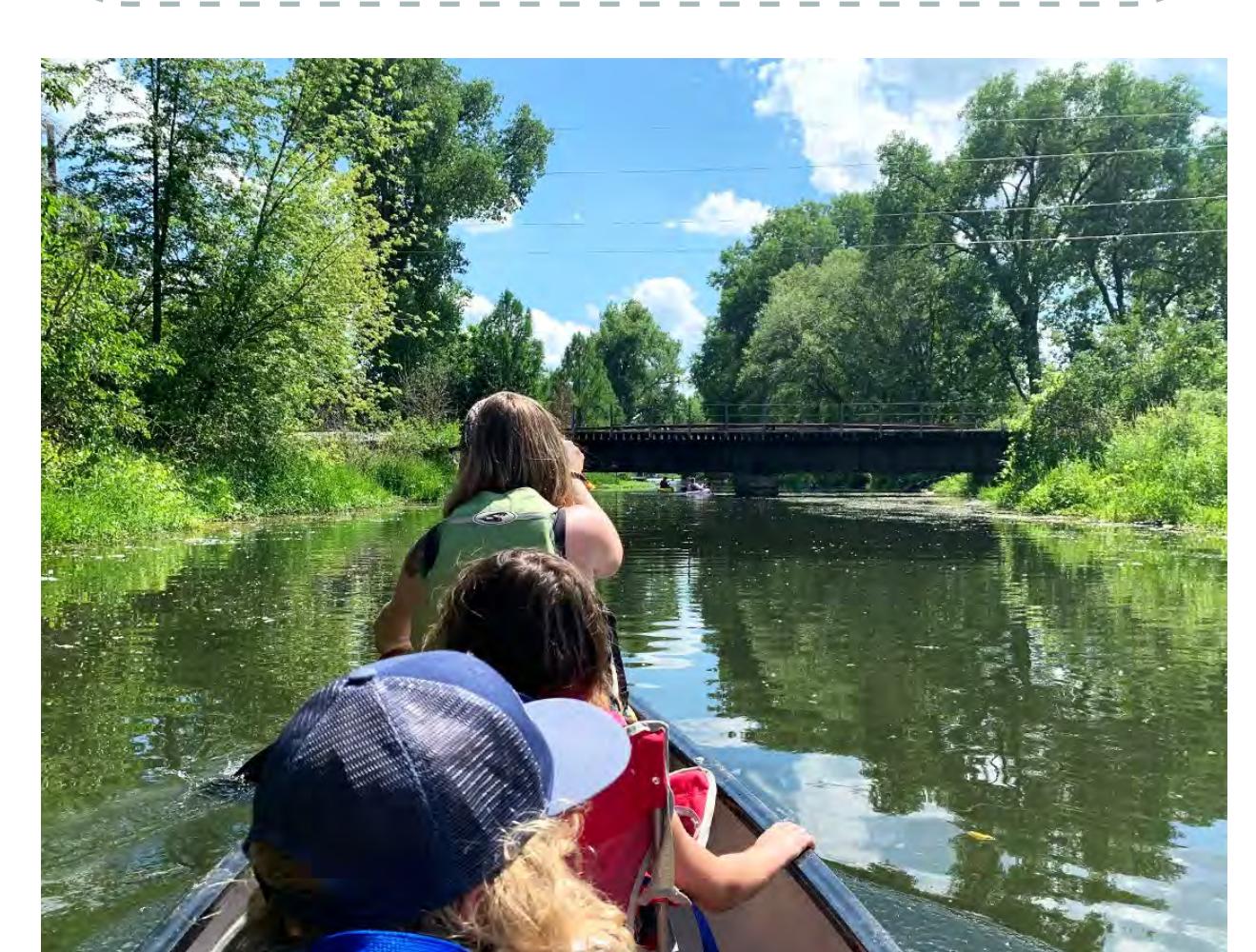
5. ENGAGE AND LEARN ABOUT NATURAL SYSTEMS



6. MOVING THROUGH ON A BOARDWALK



7. ANOTHER BRIDGE CONNECTION



8. BOAT/KAYAK ACCESS TO THE GARDENS

Tag it!

Tag it!

Tag it!

Tag it!

# 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

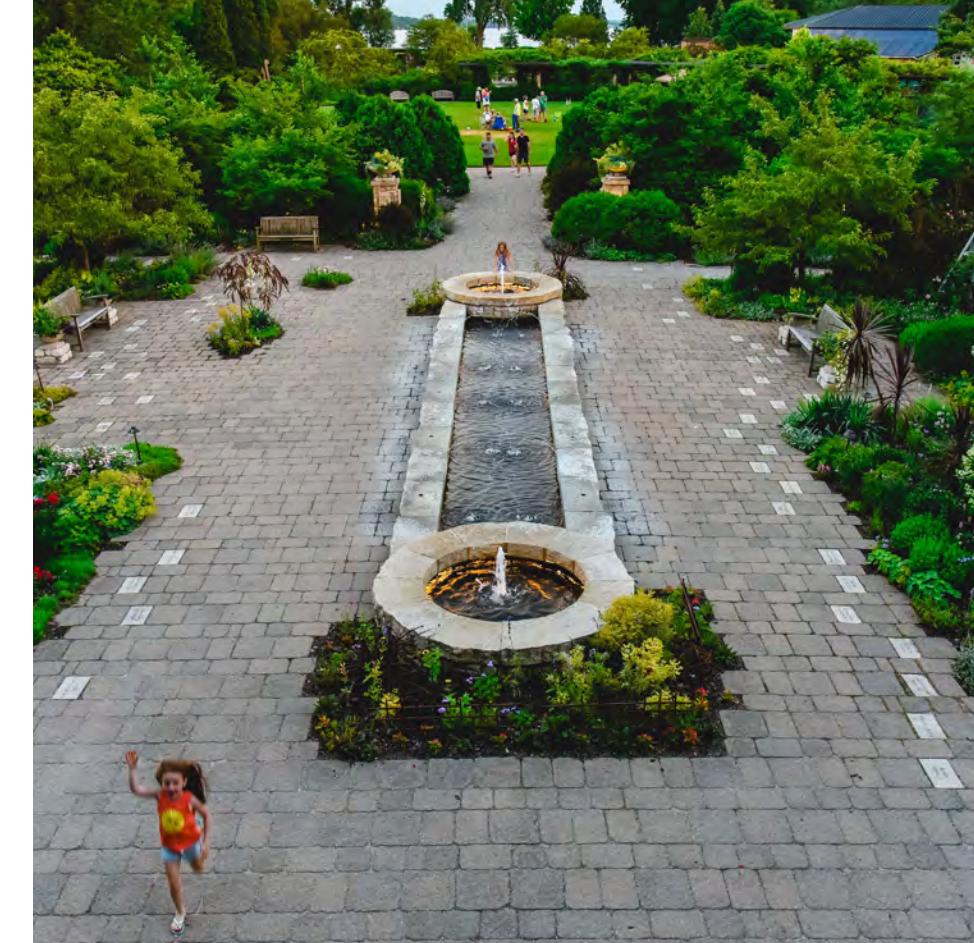
- IMAGINATIVE PLAY
- NATURE/SENSORY PLAY
- DRAMATIC PLAY
- FREE PLAY
- SOCIAL/SOCIAL PLAY
- ACTIVE/PHYSICAL PLAY
- EDUCATIONAL
- GATHERING
- OPEN SPACE



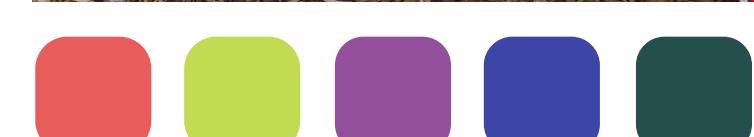
A. Great Lawn



B. Tower Garden



C. Petals and Produce Corner



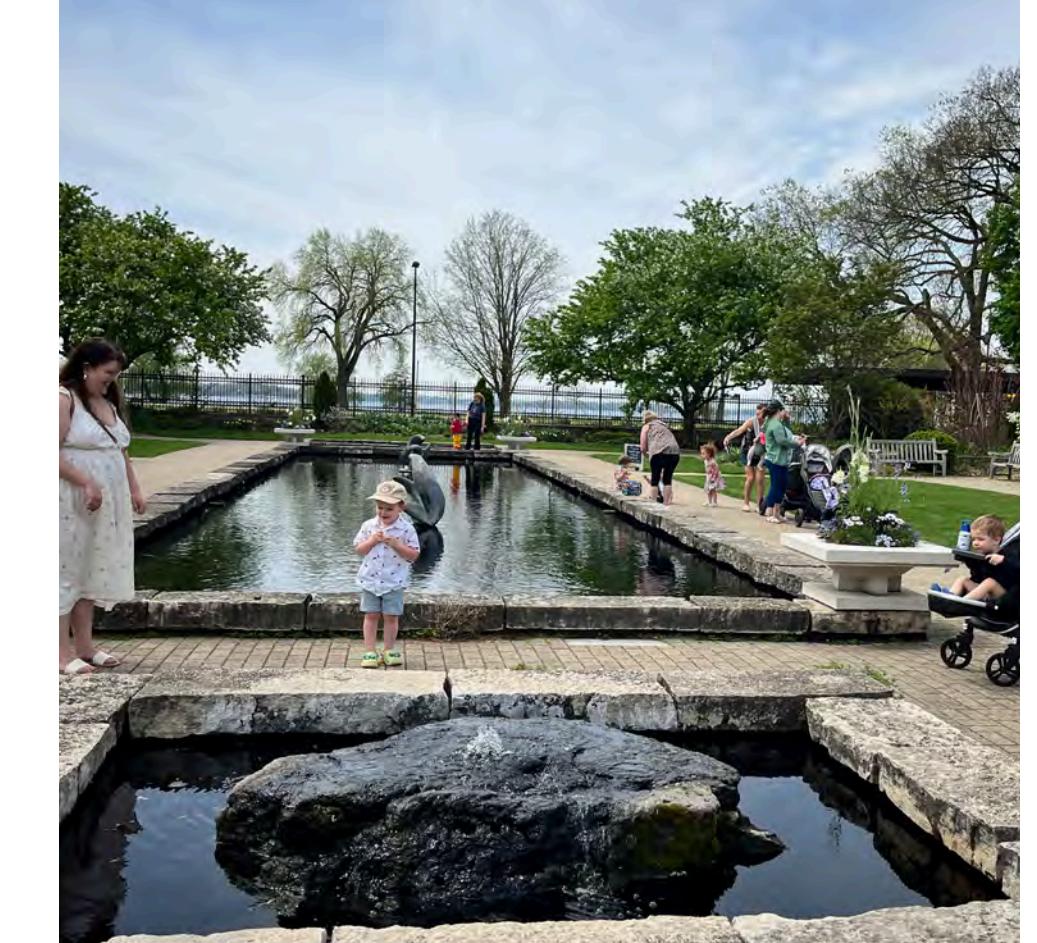
D. Learning Center



E. Conservatory



F. Sunken Garden



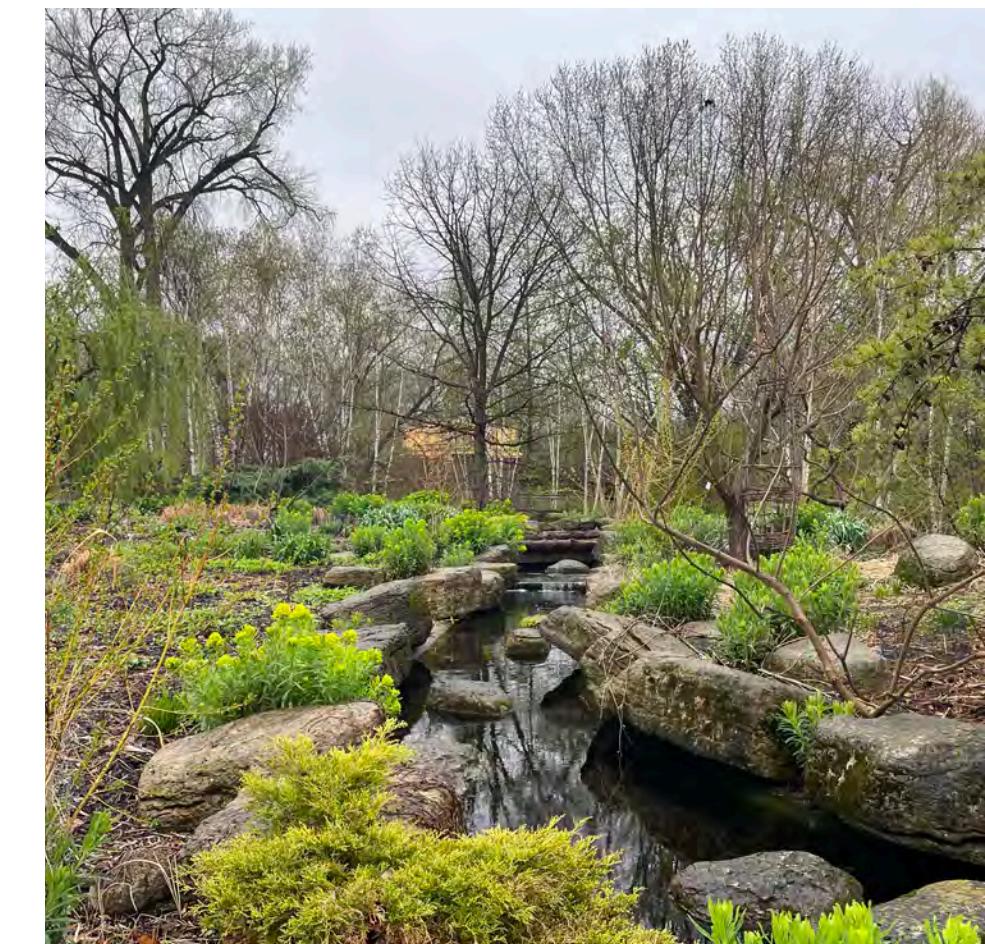
G. Discovery Dock



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.

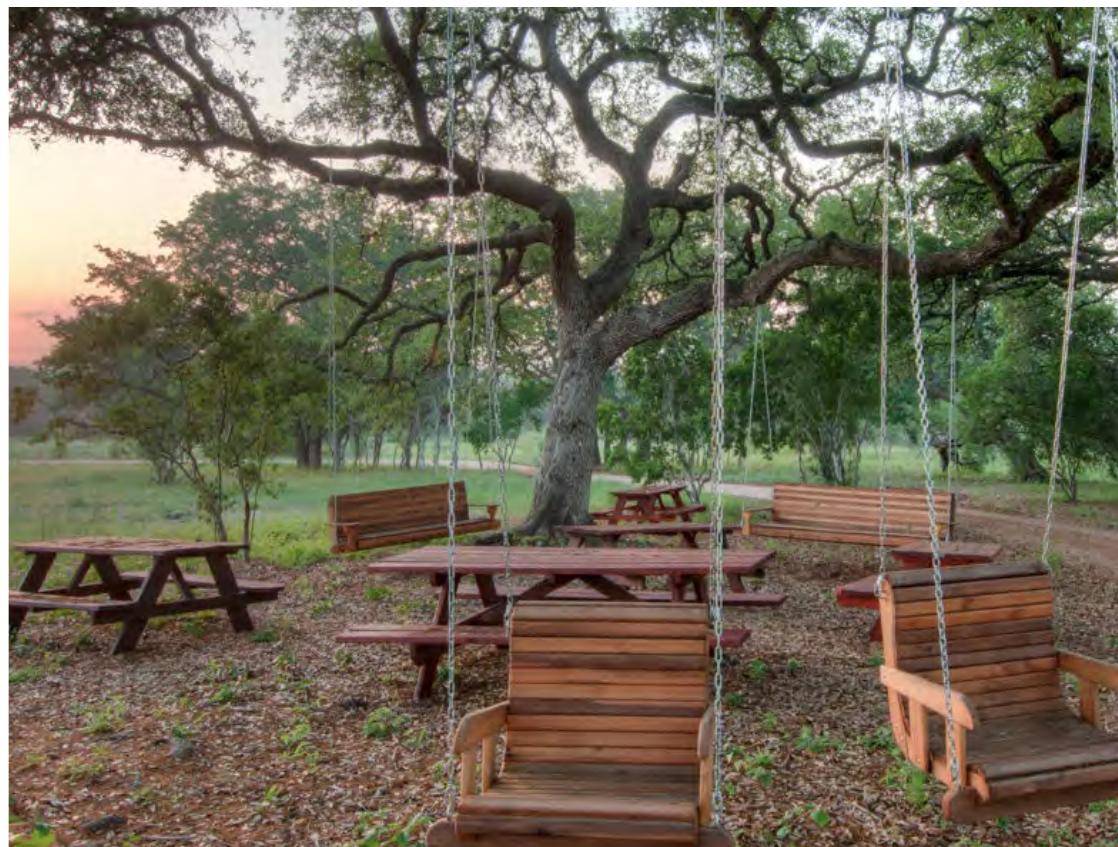


**Which of the following features or activities would you be most interested in?**

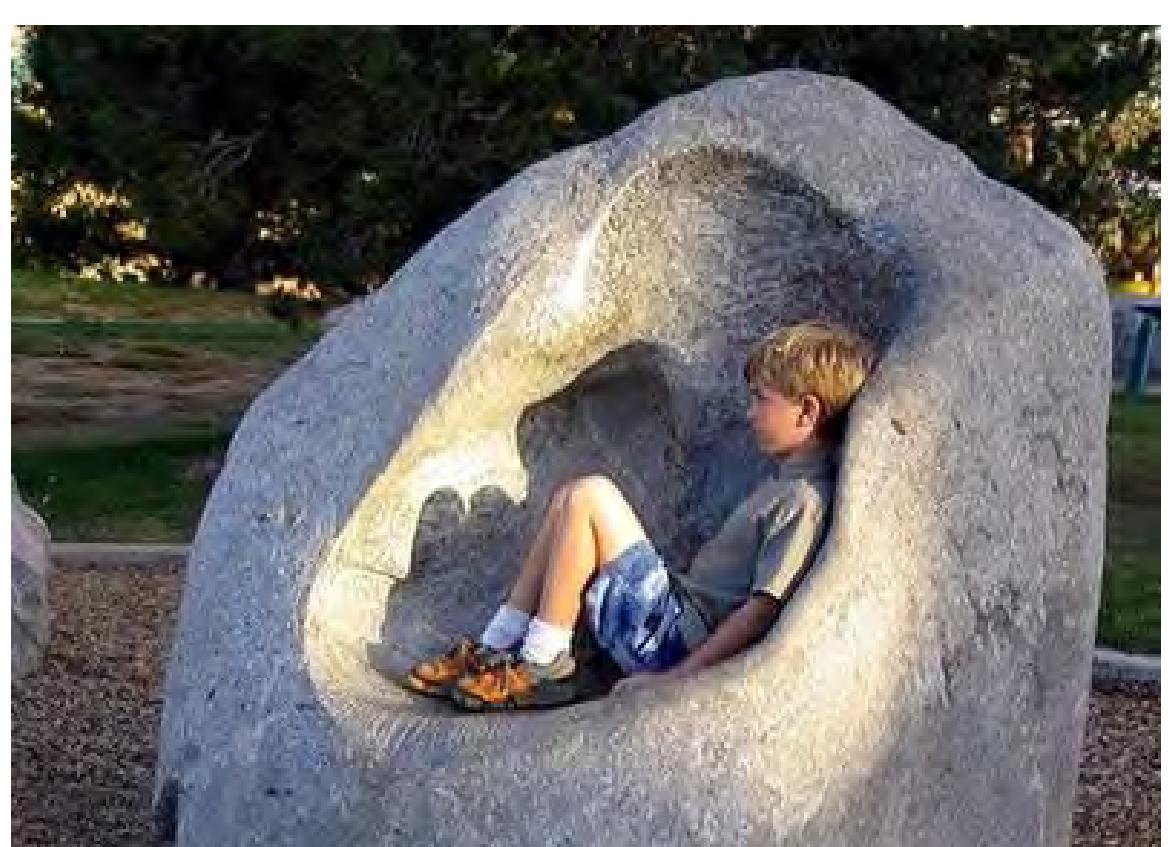
**Tag it!**



1. Movement



2. Gathering



3. Resting/Relaxing



4. Music



5. Observing Art



6. Creating



7. Sharing



8. Engaging with water



**Tag it!**

# 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



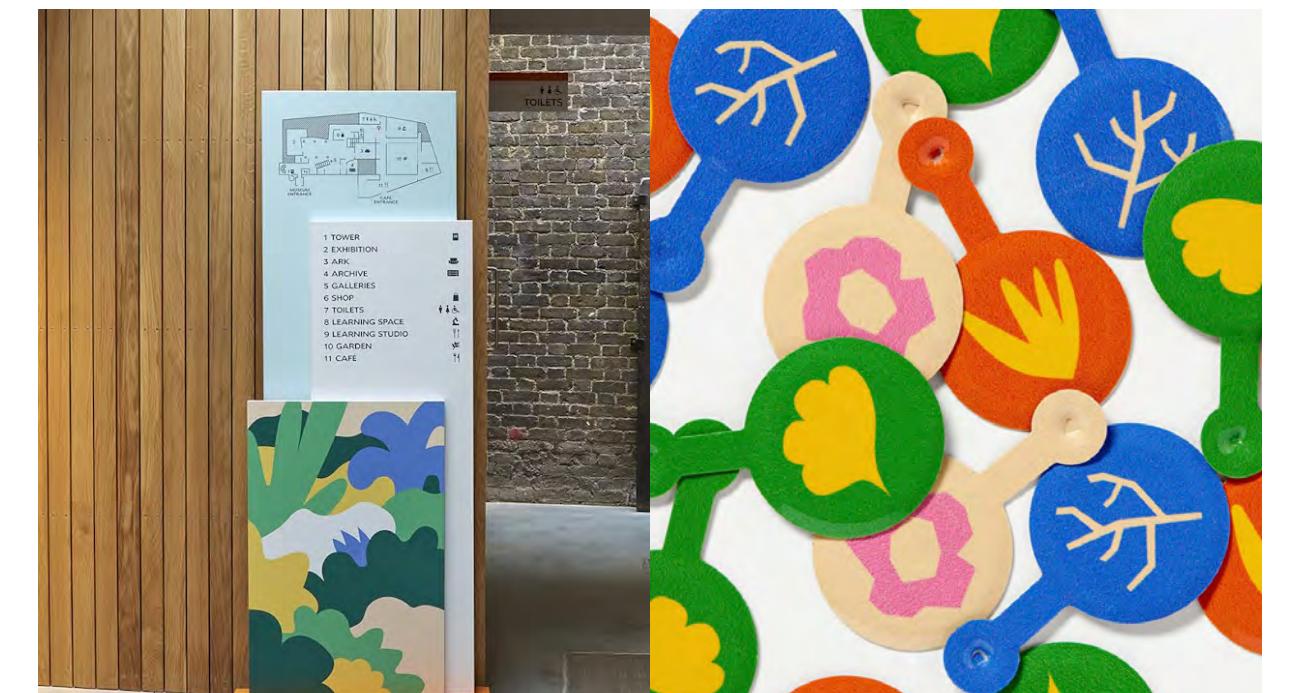
Welcome: Big, clear and bold arrival signage



Orientation: Easily understood maps



Orientation: Tactile maps



Wayfinding: Playful visuals

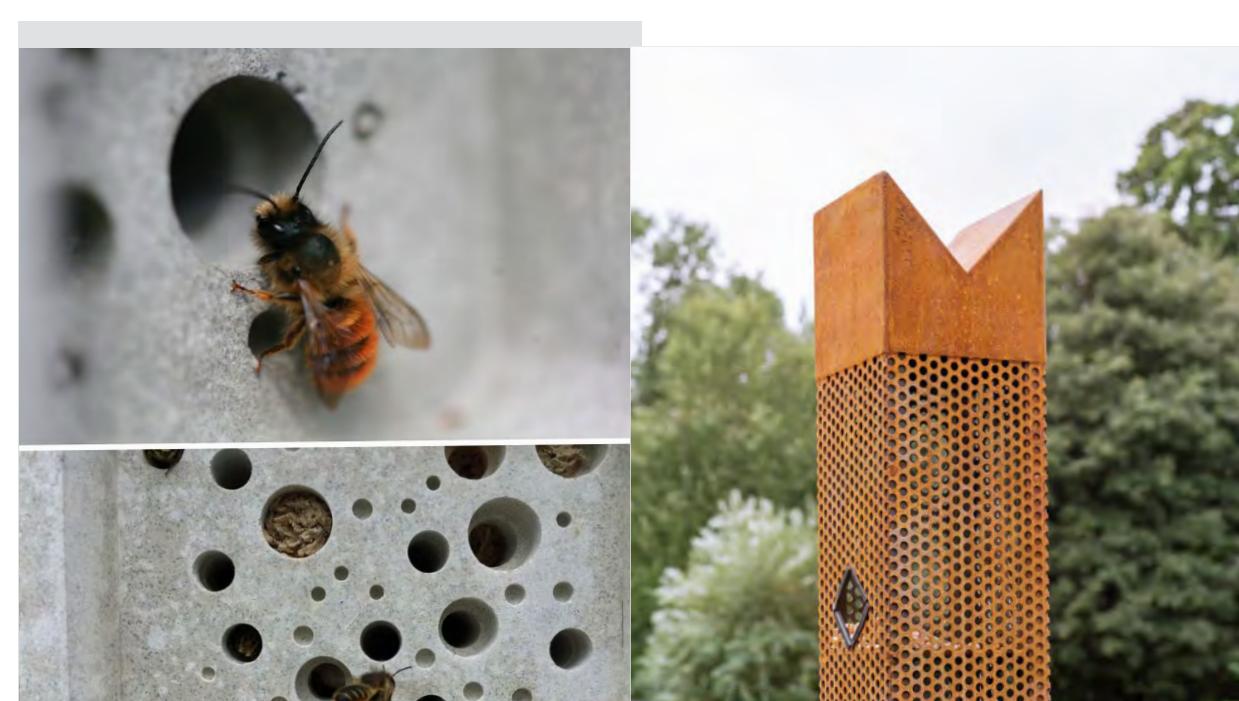
Tag it!

Tag it!

Tag it!

Tag it!

## SIGNAGE FORMS: SIGNS CAN TAKE MANY SHAPES AND FORMS



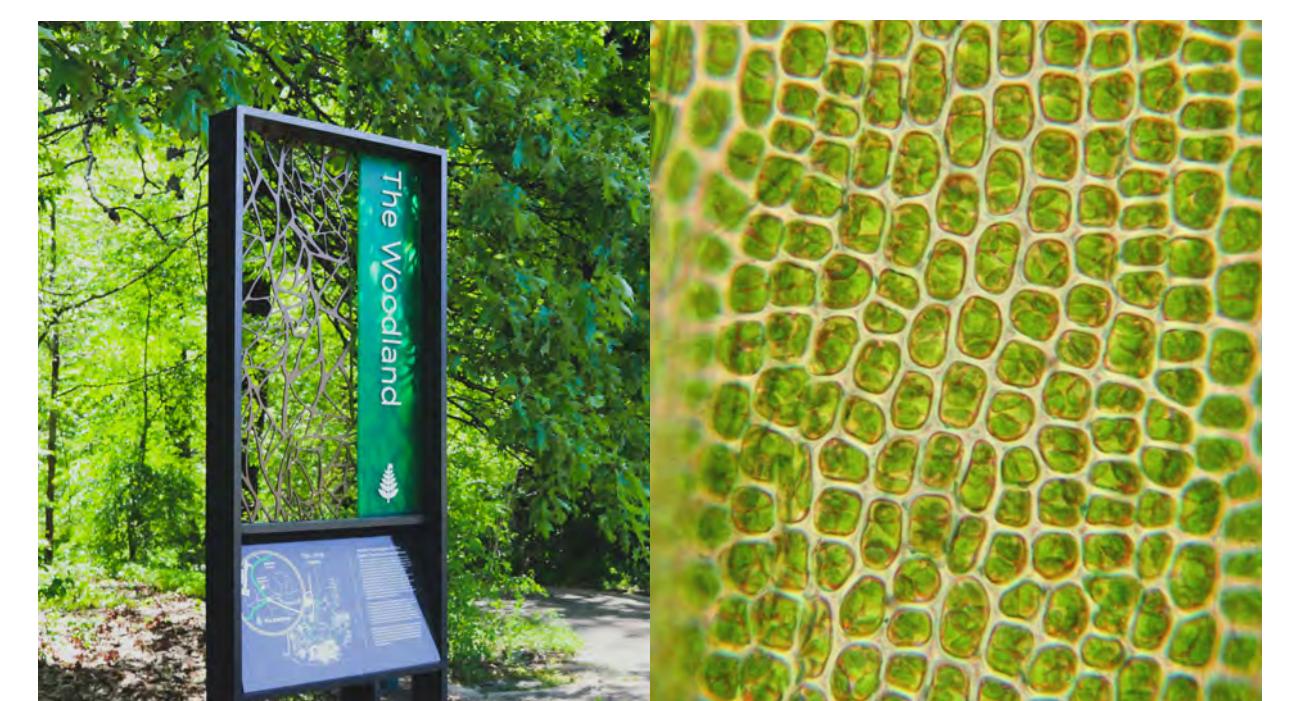
Wildlife: Creating signs that double up as habitat for



Easter Eggs: Delightful surprises...



Natural: Through materials and shapes



Biomimicry: Details inspired by plant texture

Tag it!

Tag it!

Tag it!

Tag it!

## INTERPRETATION FORMS: STORIES CAN BE EXPERIENCED IN DIFFERENT WAYS



Activity: Through active participation



Diagrams: Illustrative ways of explaining



Temporal: See what's great right now!



QR codes: Digital means to access maps

Tag it!

Tag it!

Tag it!

Tag it!

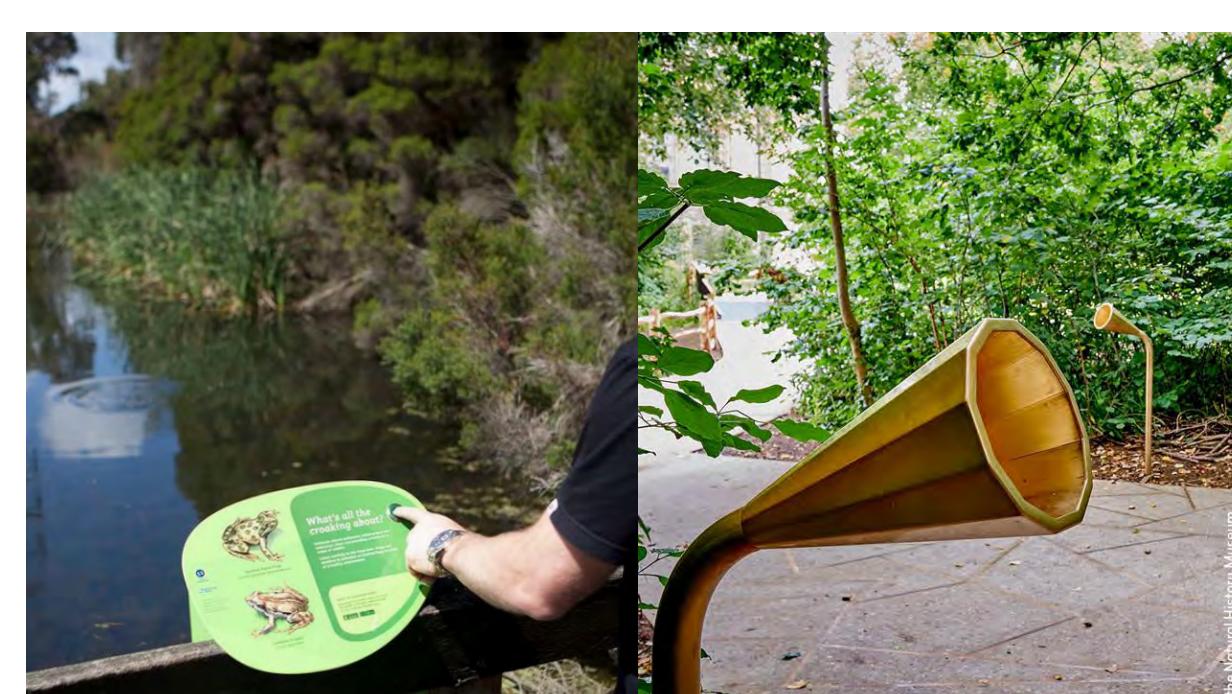
## CURIOSITY, DISCOVERY & MULTI-SENSORY EXPERIENCES: GARDEN SPACES CAN INVITE INTERACTION



See



Touch



Listen



Smell

Tag it!

Tag it!

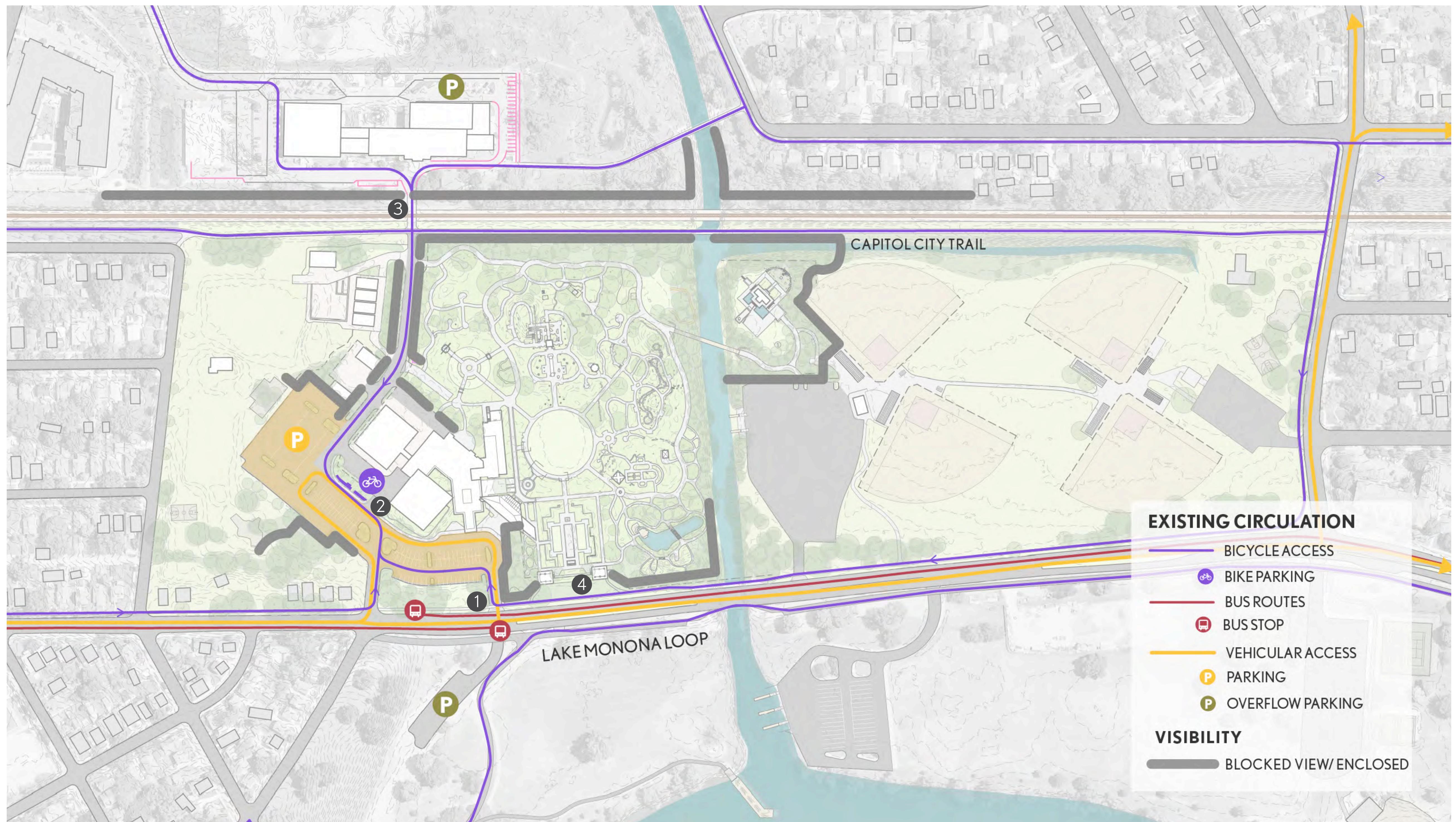
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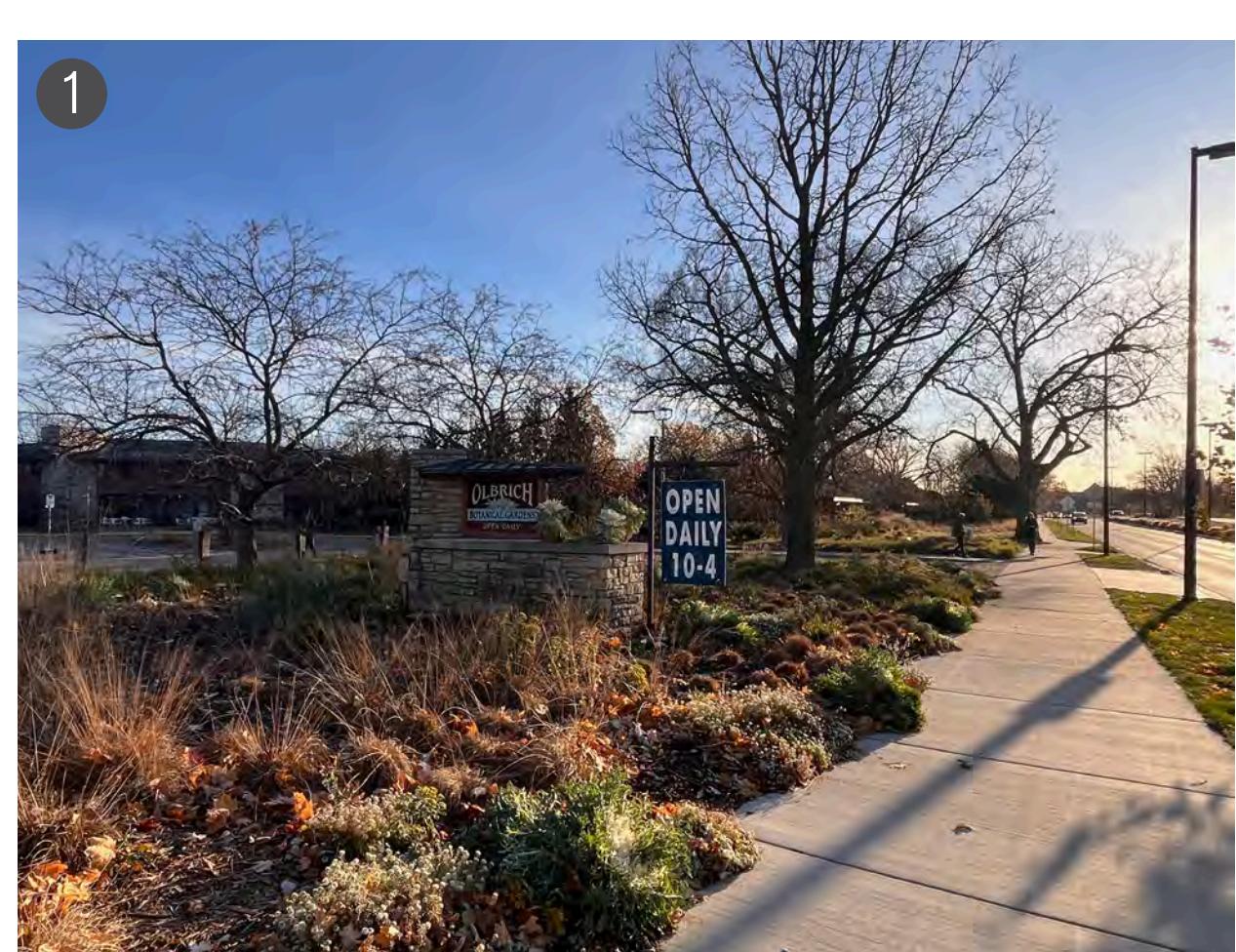
# ACCESS AND INCLUSION



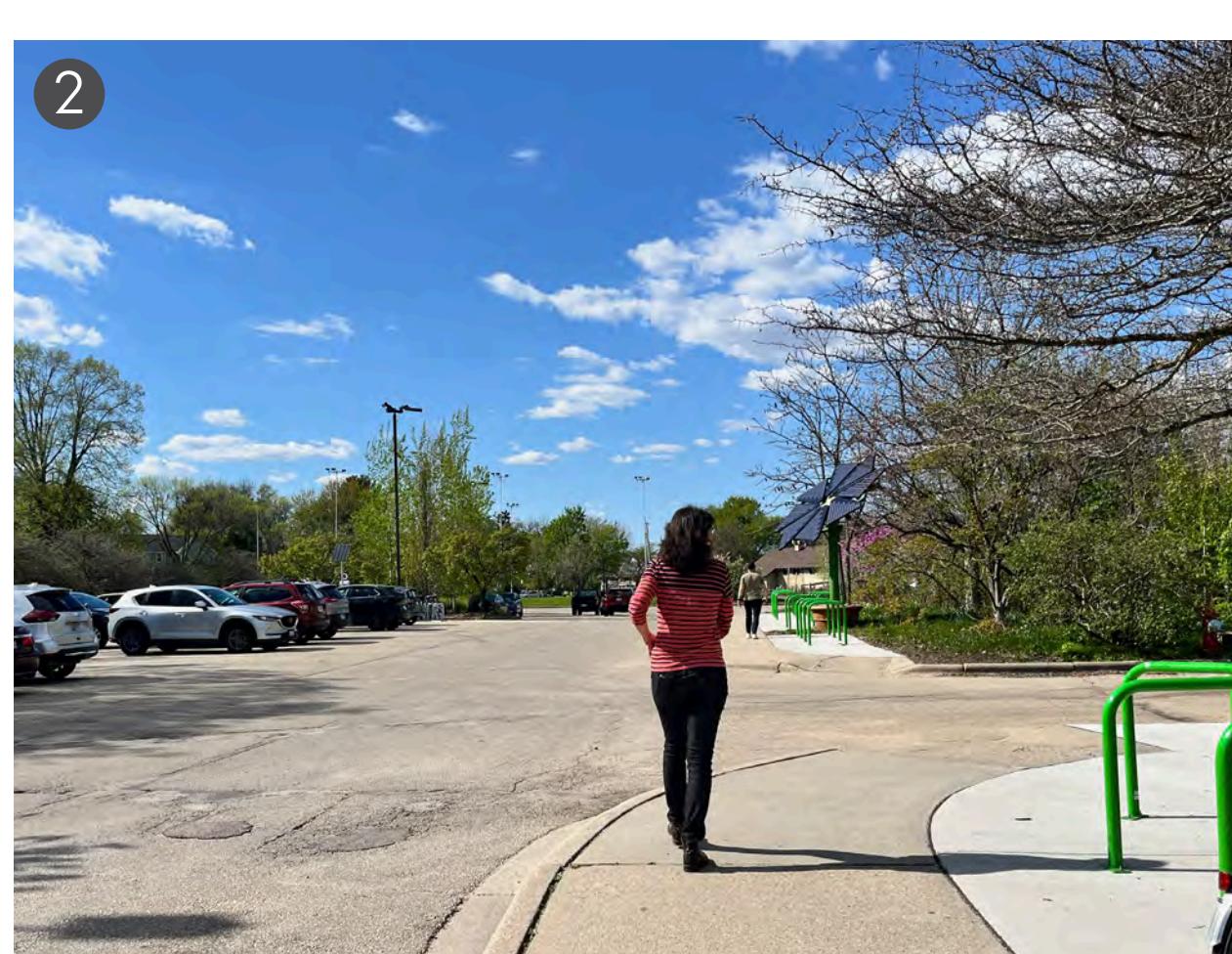
*How could the Olbrich arrival experience be more welcoming to you?*



## EXISTING CONNECTIONS AND ACCESS TO OLBRICH



View of the Main Entry



Pedestrian experience in the parking lot

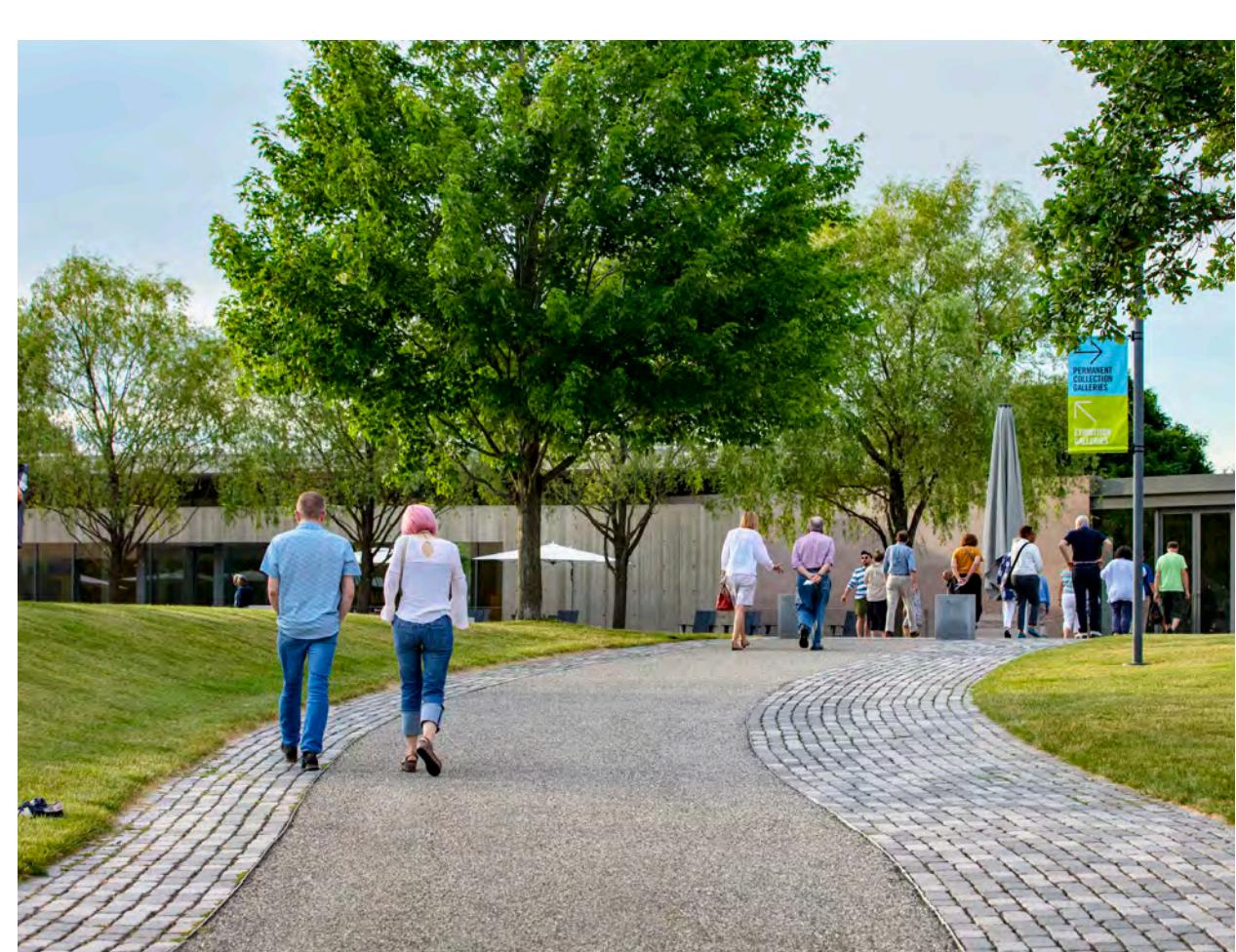


View of crossing from Garver Feed Mill

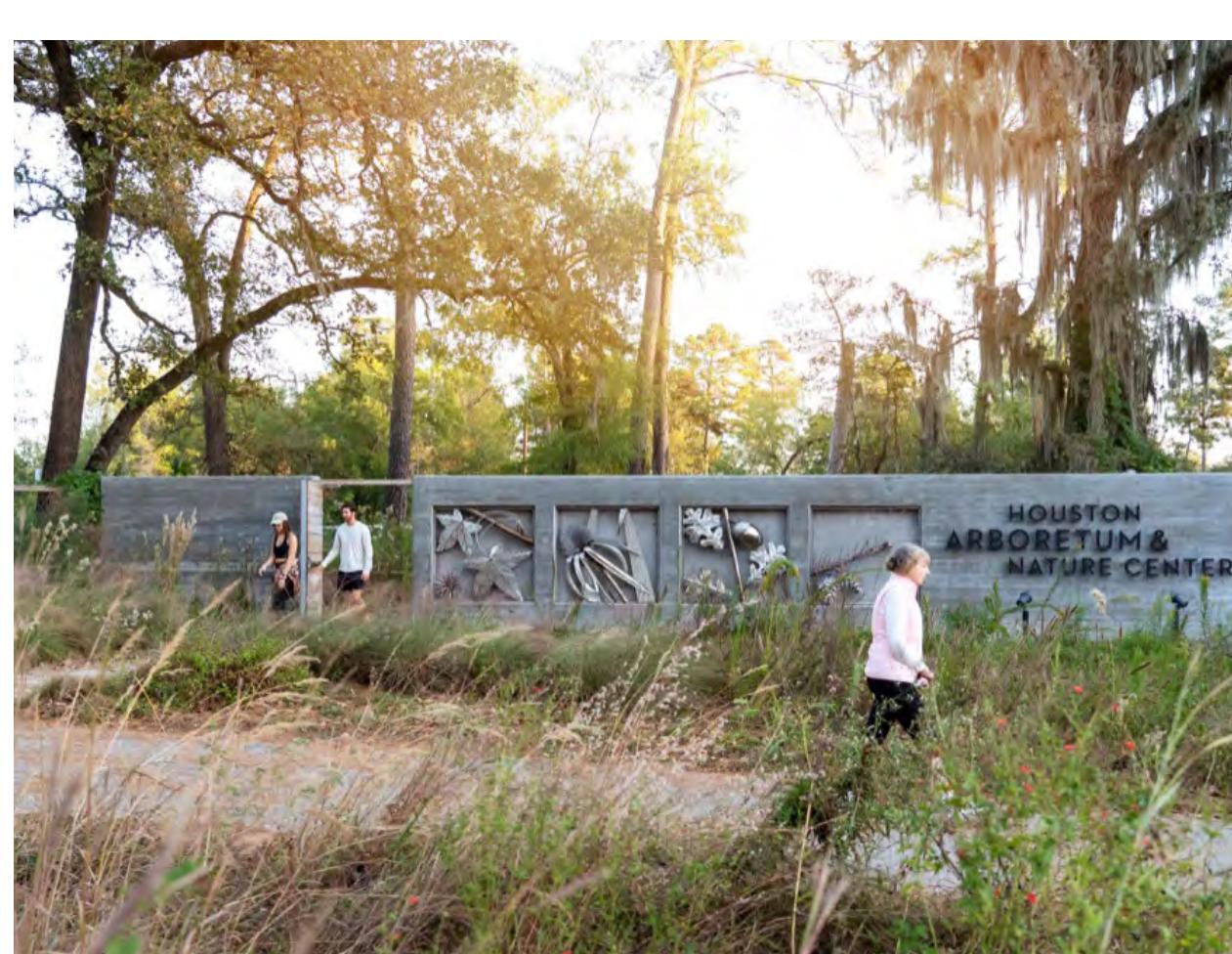


View into Sunken Garden from Atwood Ave

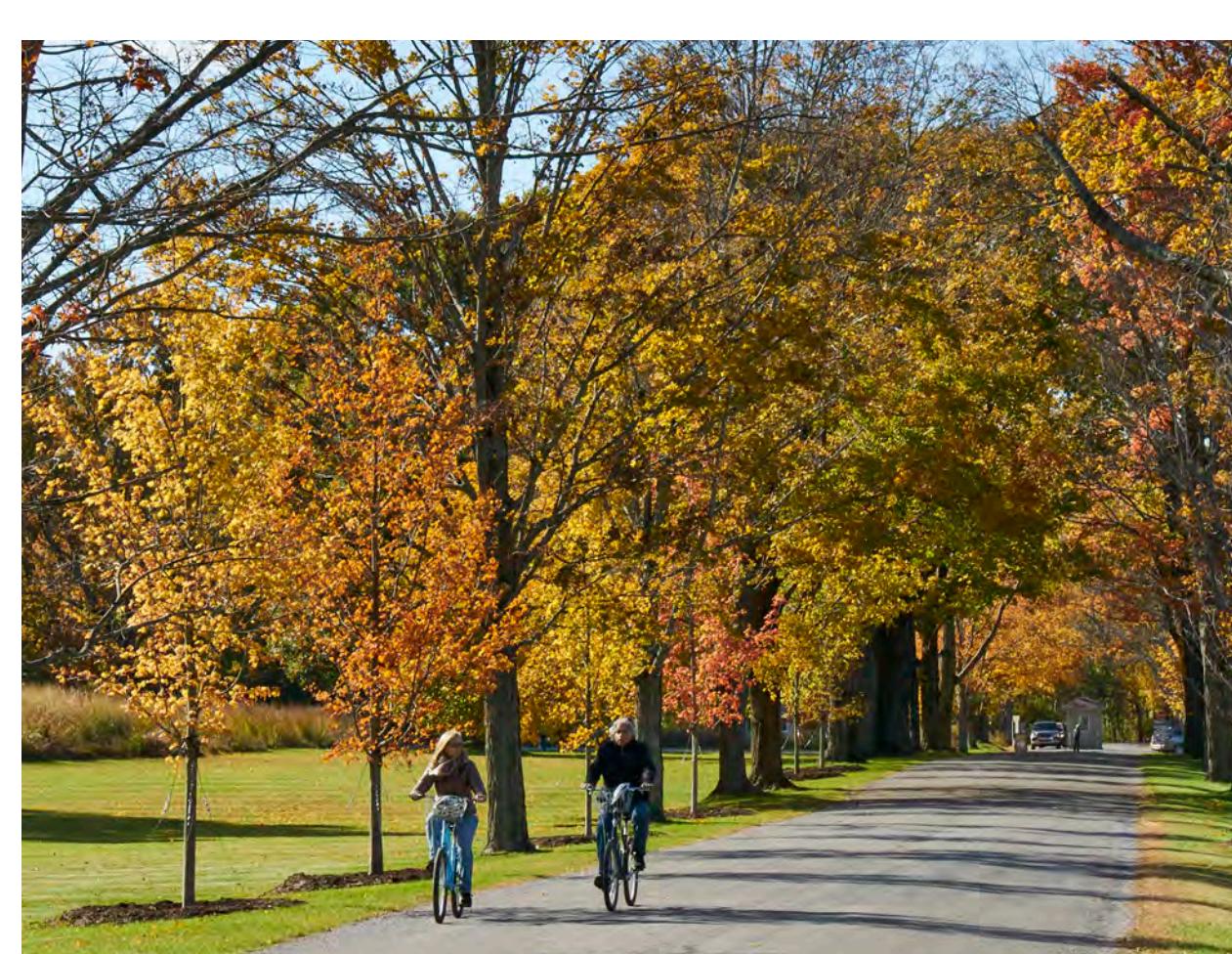
## EXAMPLES FROM OTHER PROJECTS OF ARRIVAL EXPERIENCES



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*



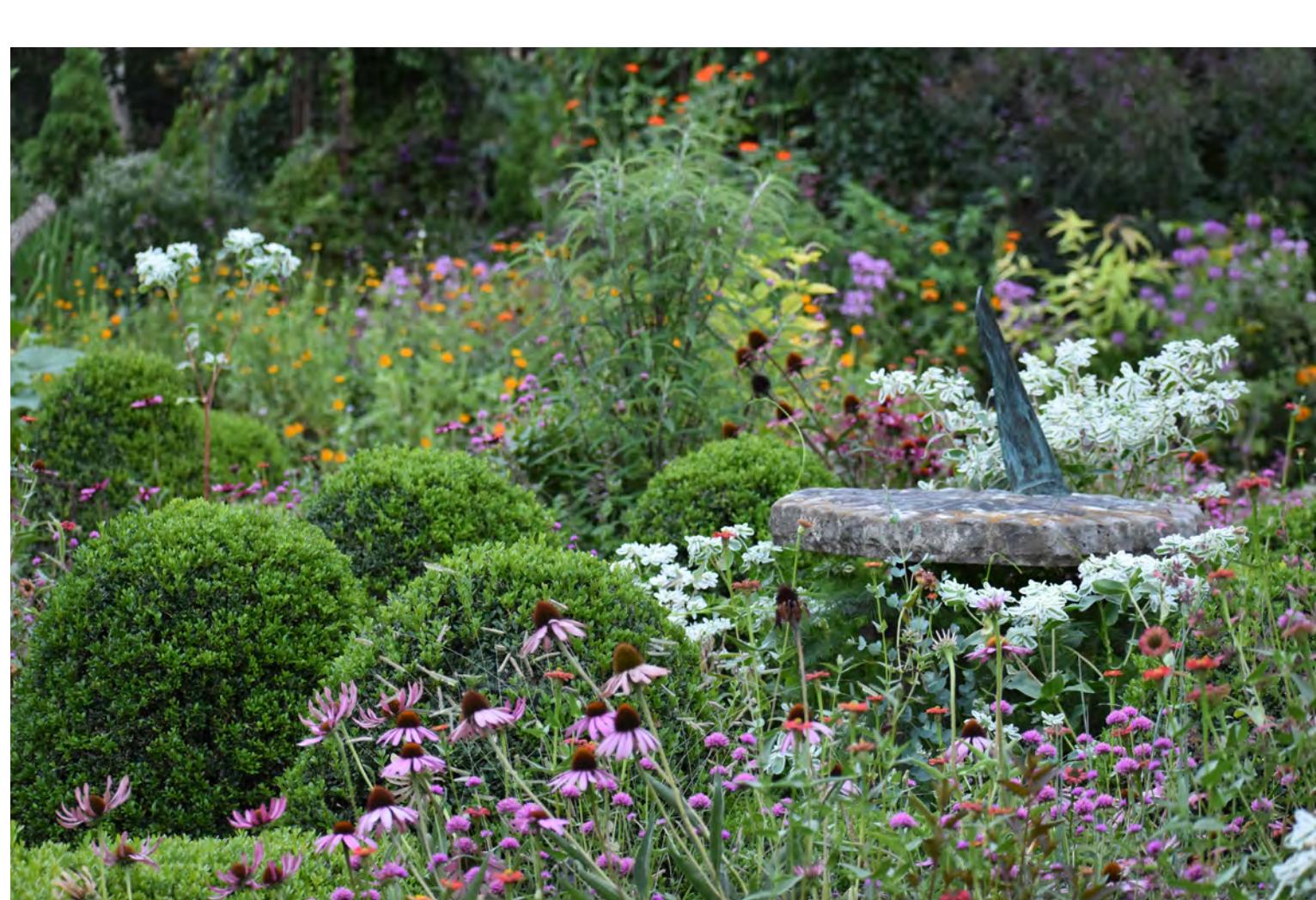
## WELCOME AND ENGAGE ALL GUESTS

- 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.

