



MADISON PARKS

Olbrich Park – North Parcel Park Development Plan Public Input Meeting #1

12/7/2023

Presented by Adam Kaniewski

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MADISON PARKS

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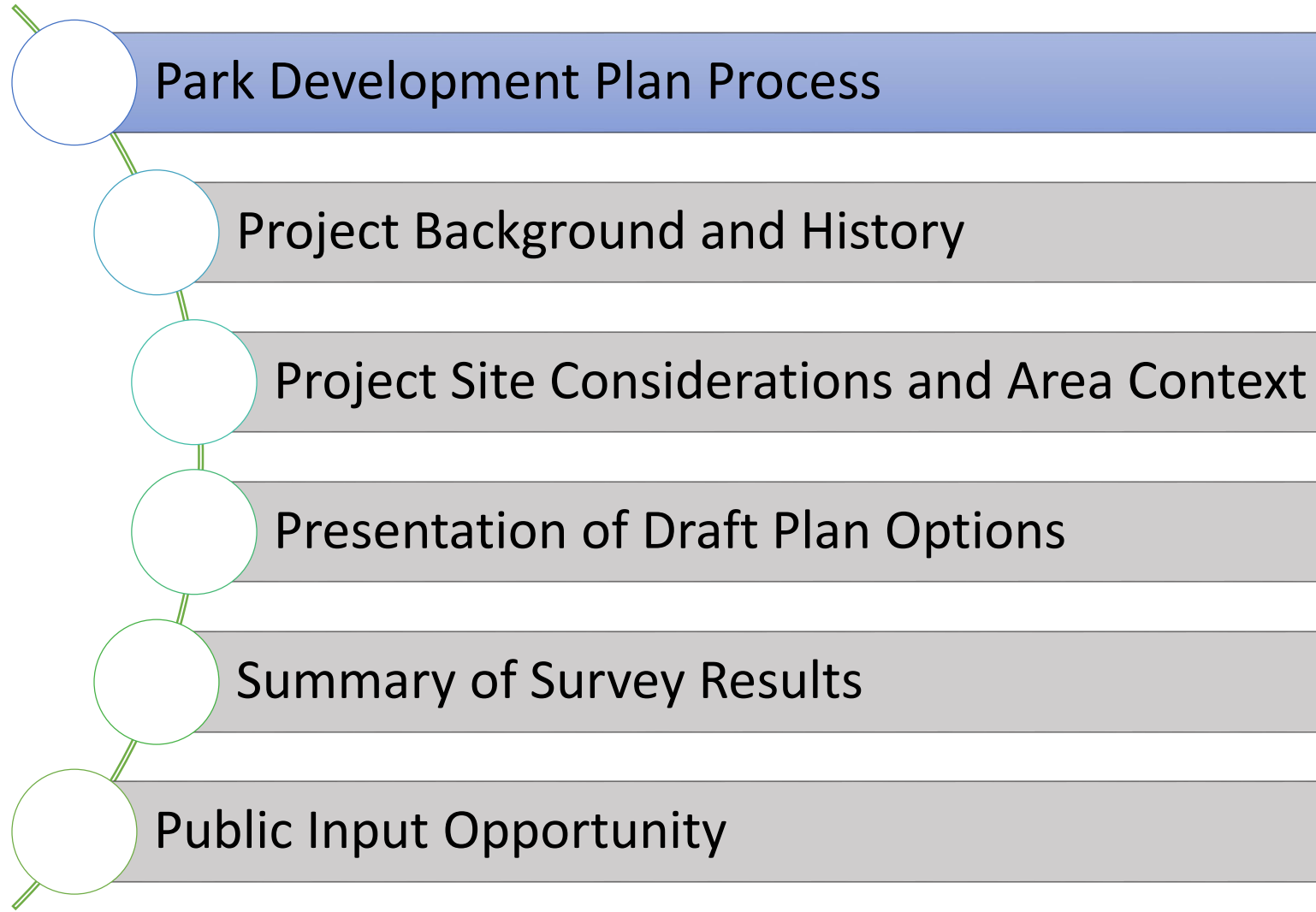
Presented by Adam Kaniewski

City Staff

- Adam Kaniewski, Project Manager, Park Planner
- Mike Sturm, Park Planner
- Ann Freiwald, Parks Planning and Development Manager

Meeting Agenda





What is a Park Development Plan?

- Dynamic long-term planning document that provides a framework for future development and improvements.
- Establish the general location recommendations for desired amenities and resource protection.
- The identified improvements are often implemented in phases, with each phase requiring further design development and public engagement before construction.

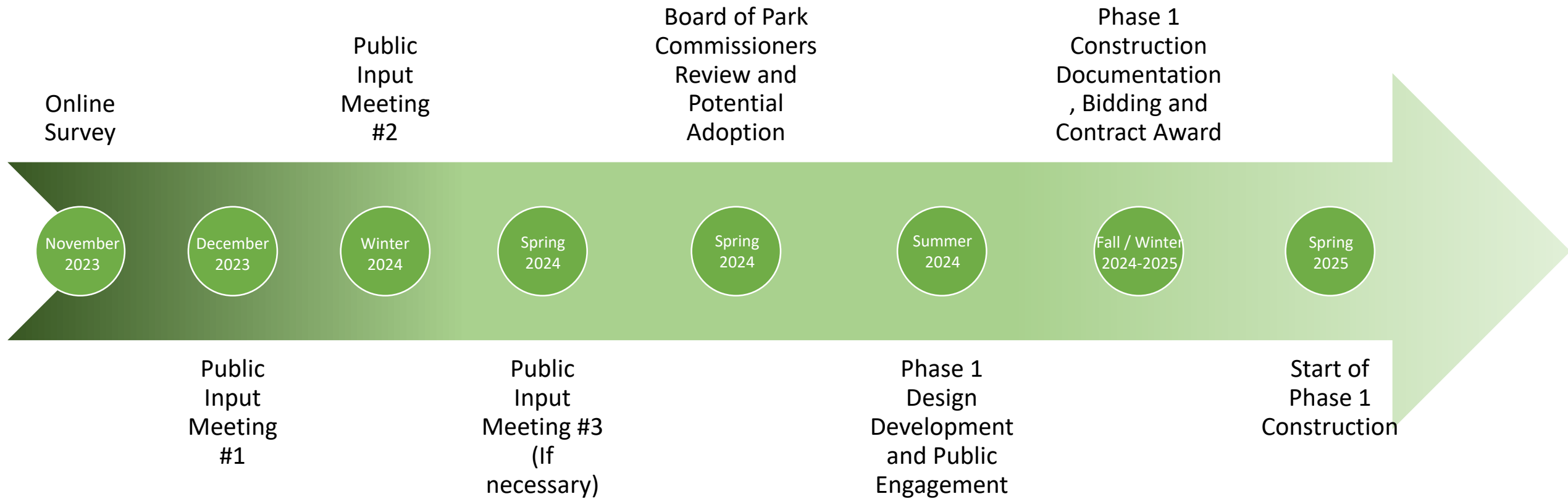
Questions answered by a Park Development Plan: What is going to happen, where-ish, when-ish, and about how much will it cost?

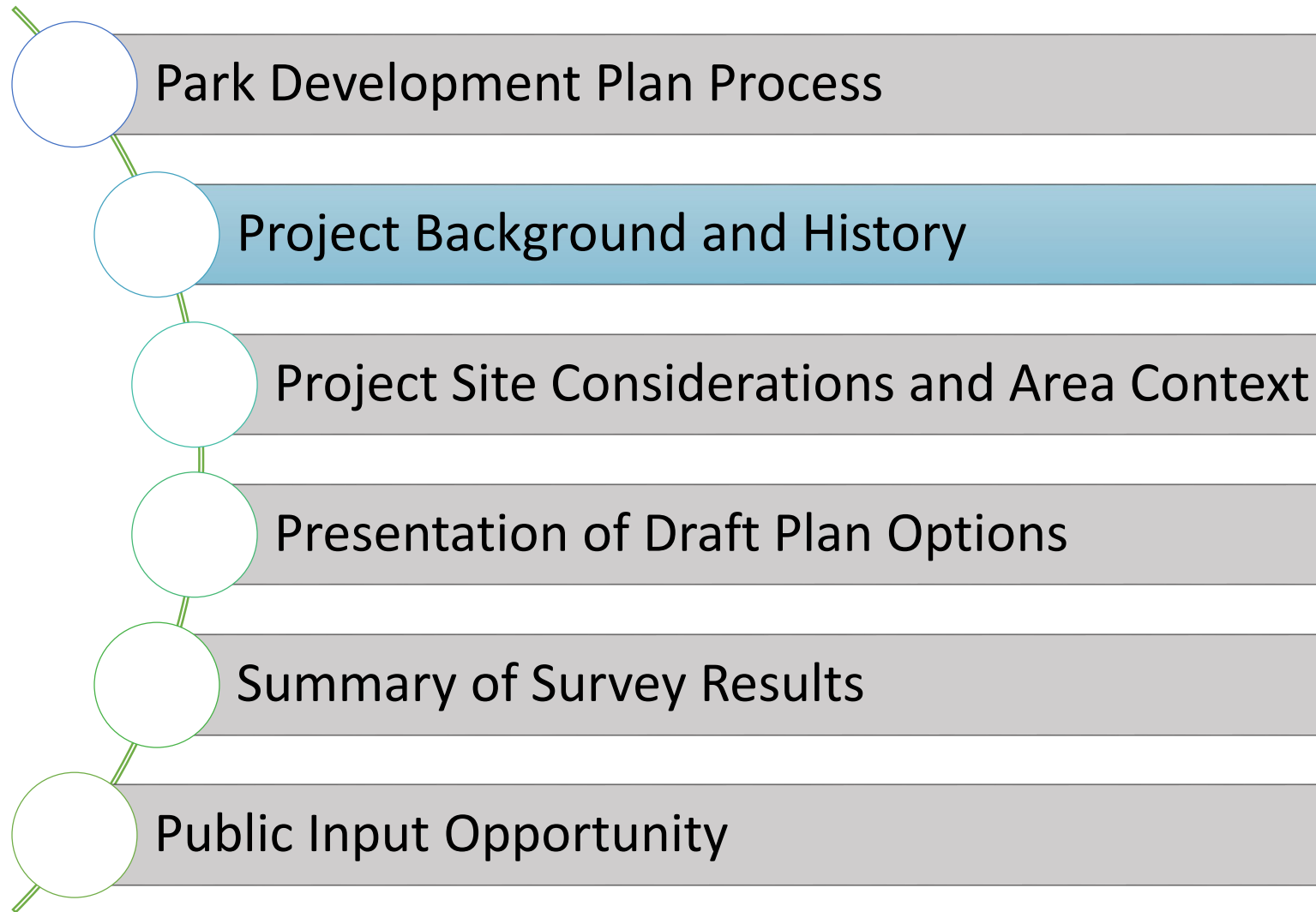
A 10,000 foot view!

What is a Park Development Plan?

- A Park Development Plan does NOT:
 - Specify specific materials or finishes
 - Designate exact locations
 - Include a planting plan or tree management plan
 - Contain construction drawings (which include information like dimensions, colors, products, quality requirements, etc.)

Park Development Timeline

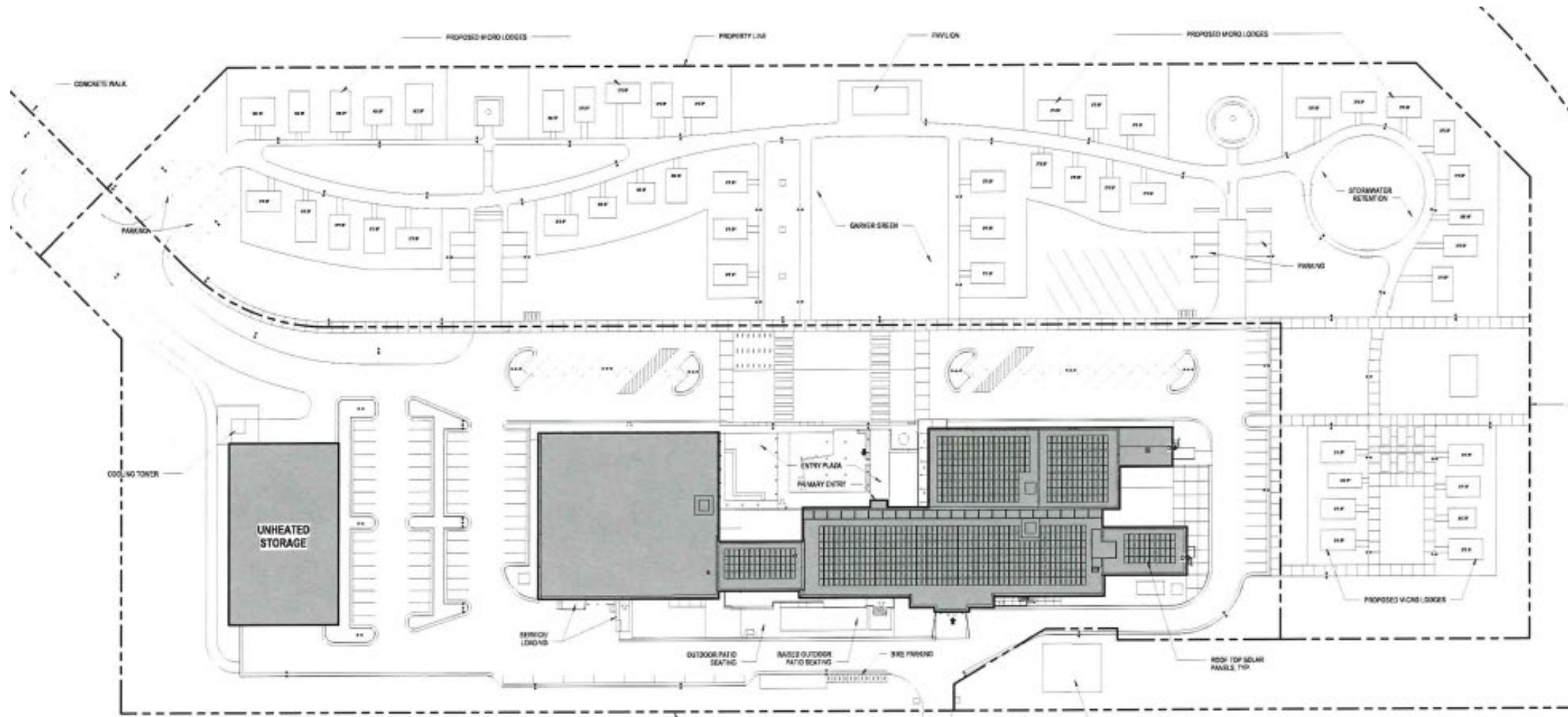




Garver Feed Mill

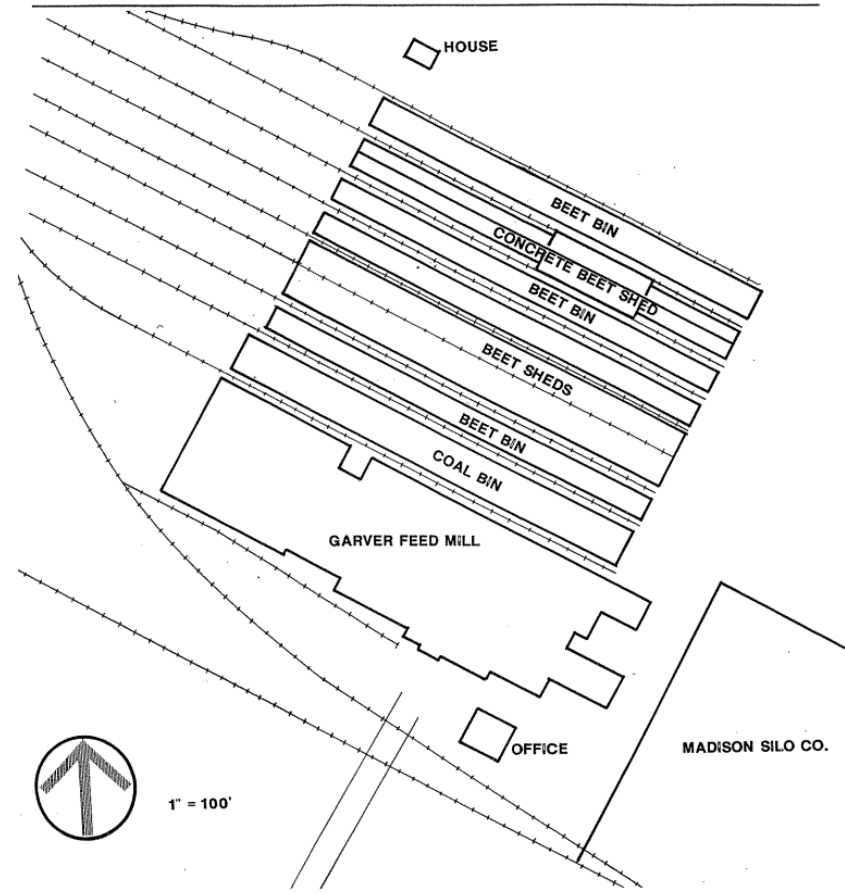
- Built in 1906 for United States Sugar Co.
- Renovated from 1929-1931
- Home of Garver Feed & Supply Co. from 1931-1967
- City of Madison Landmark
 - Designated in 1994
- State and National Register of Historic Places
 - Designated in 2017
- Restored and Opened in 2018 as Garver Feed Mill
- Adjacent land to building leased by Baum Revision, LLC from the City of Madison

Previous Plans

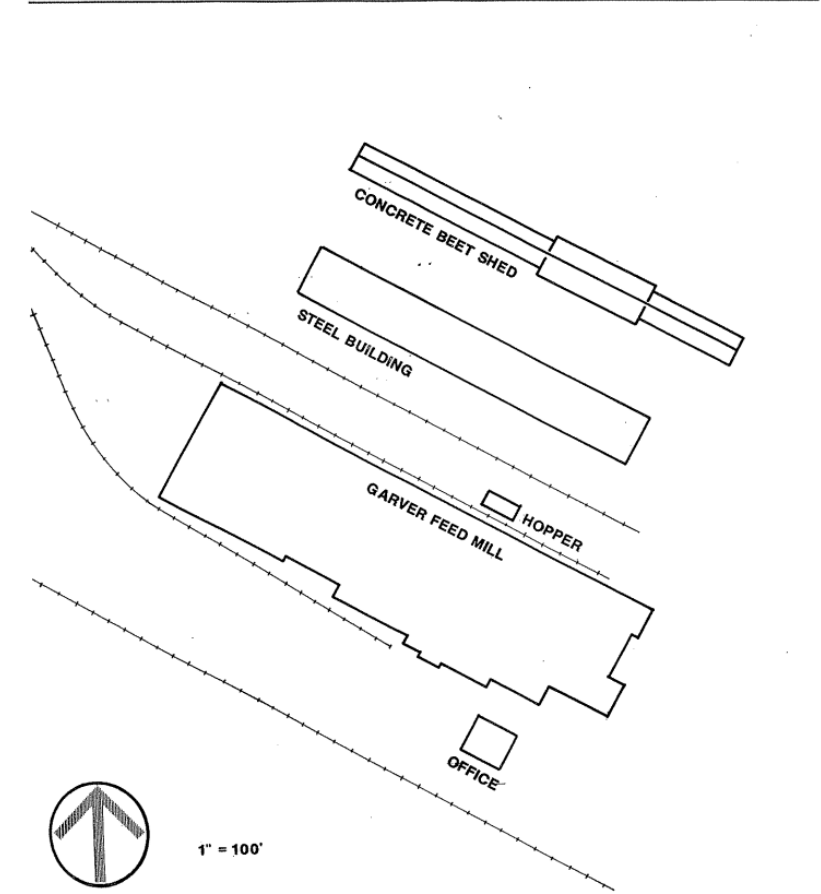


Through the Years...

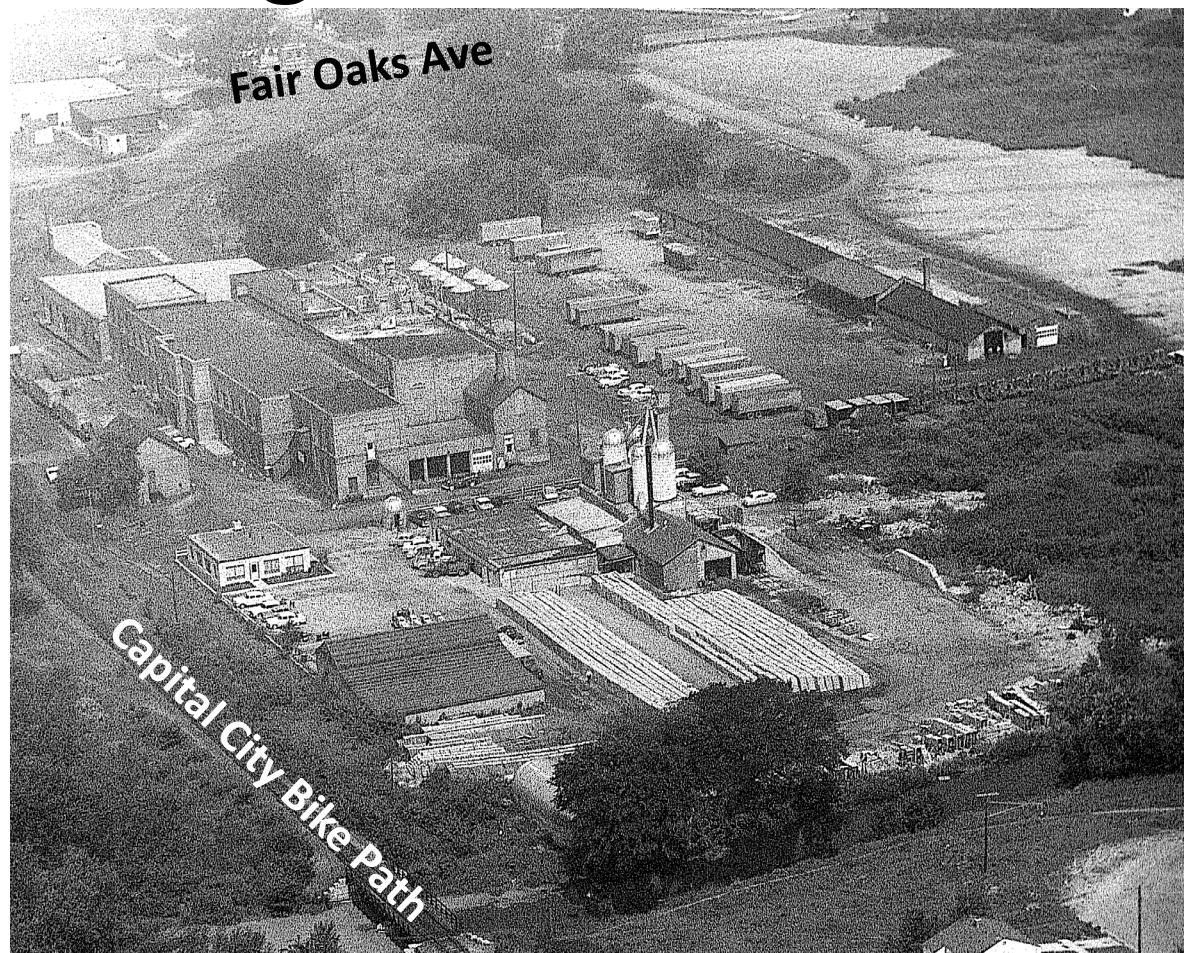
SITE ANALYSIS 1926 GARVER FEED MILL



SITE ANALYSIS 1980 GARVER FEED MILL



Through the Years...



Through the Years...



Olbrich Park

**Olbrich Botanical
Gardens**

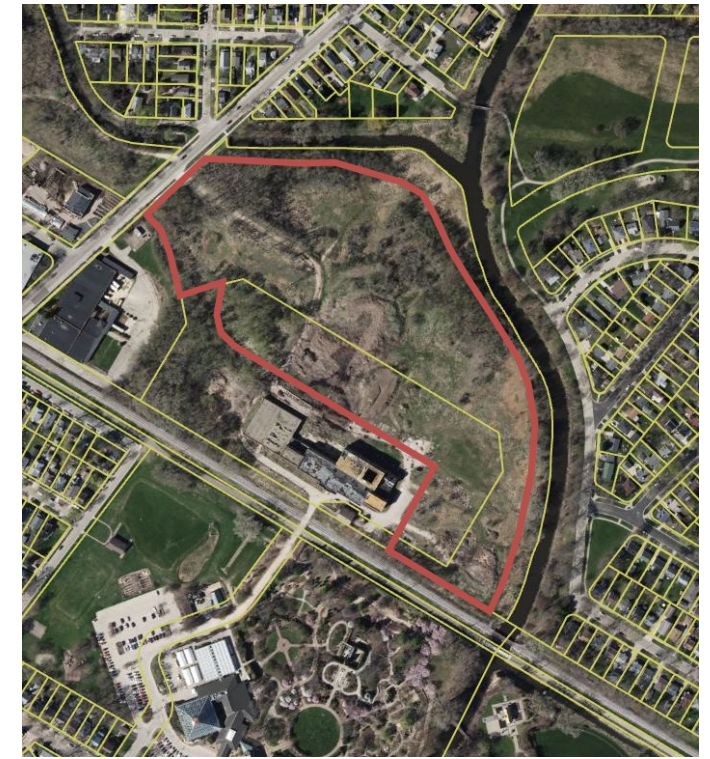
Through the Years...



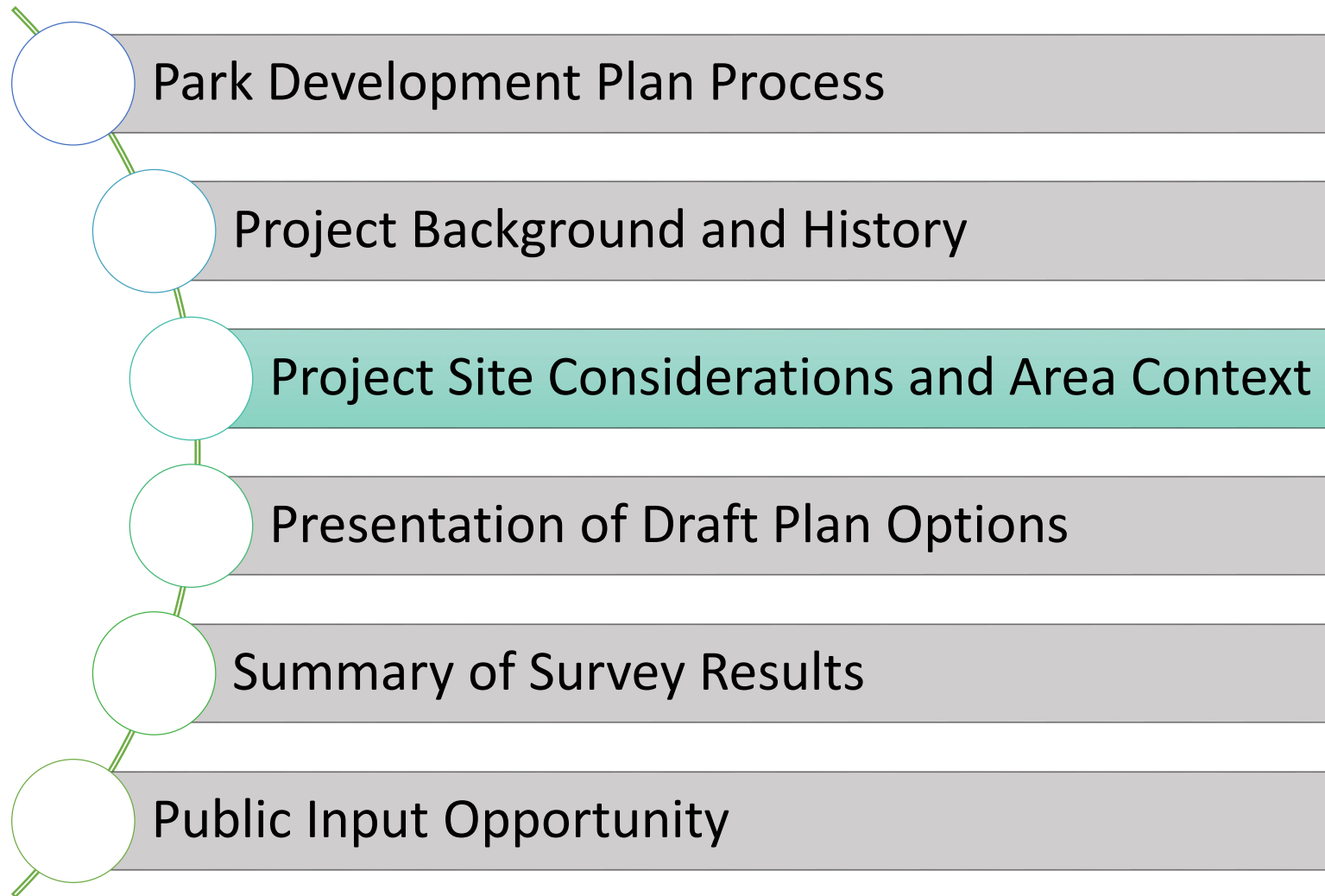
1974



1995

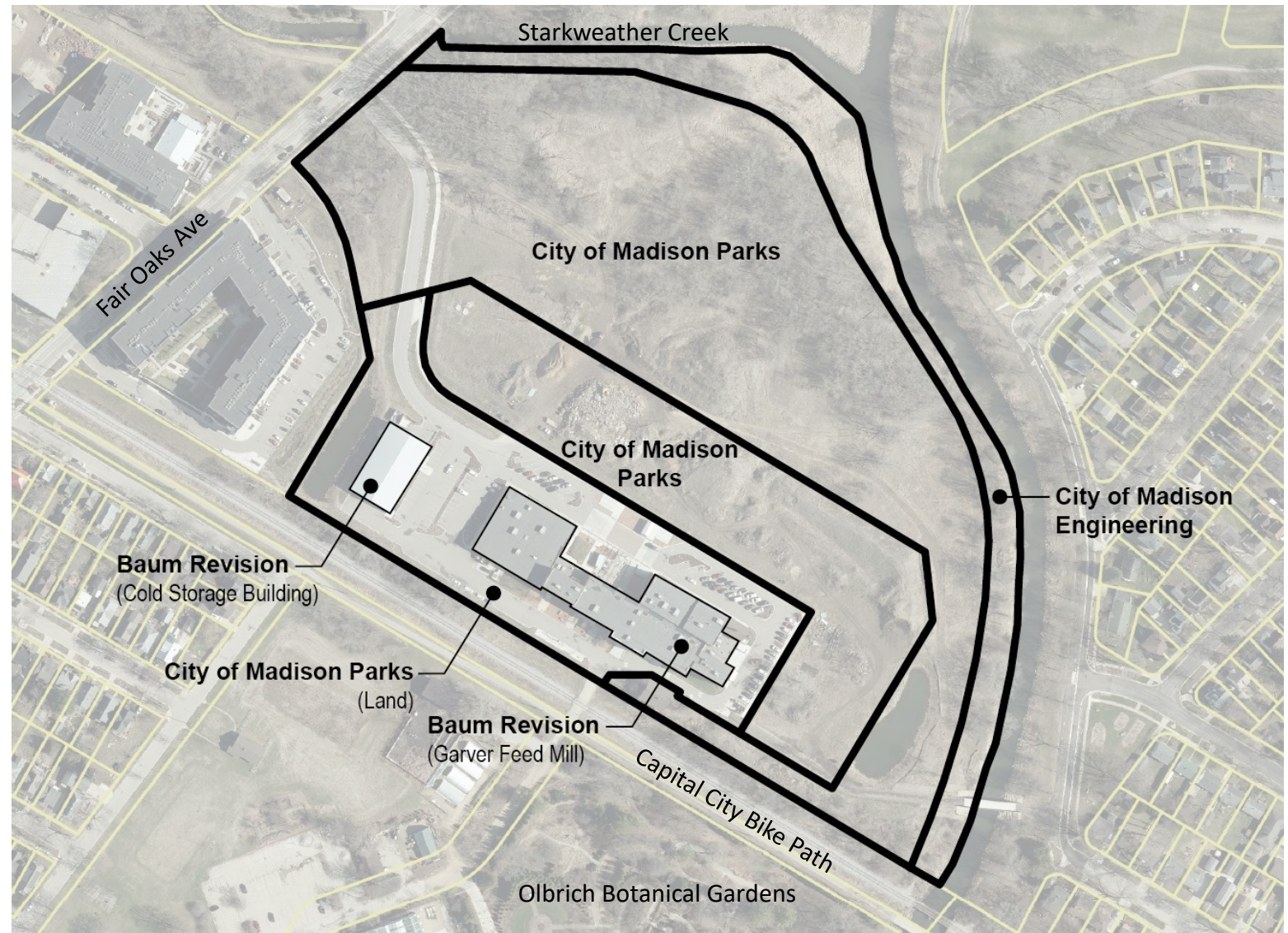


2017



Land Ownership

- Baum Revision leases land from Madison Parks
- Baum Revision owns Garver Feed Mill and Cold Storage Building
- Madison Parks leases use of a portion of the Cold Storage Building from Baum Revision



Site Context

O.B. Sherry Park

- Backstop
- Drinking Fountain
- Playground
- Open Field
- Sun Shelter



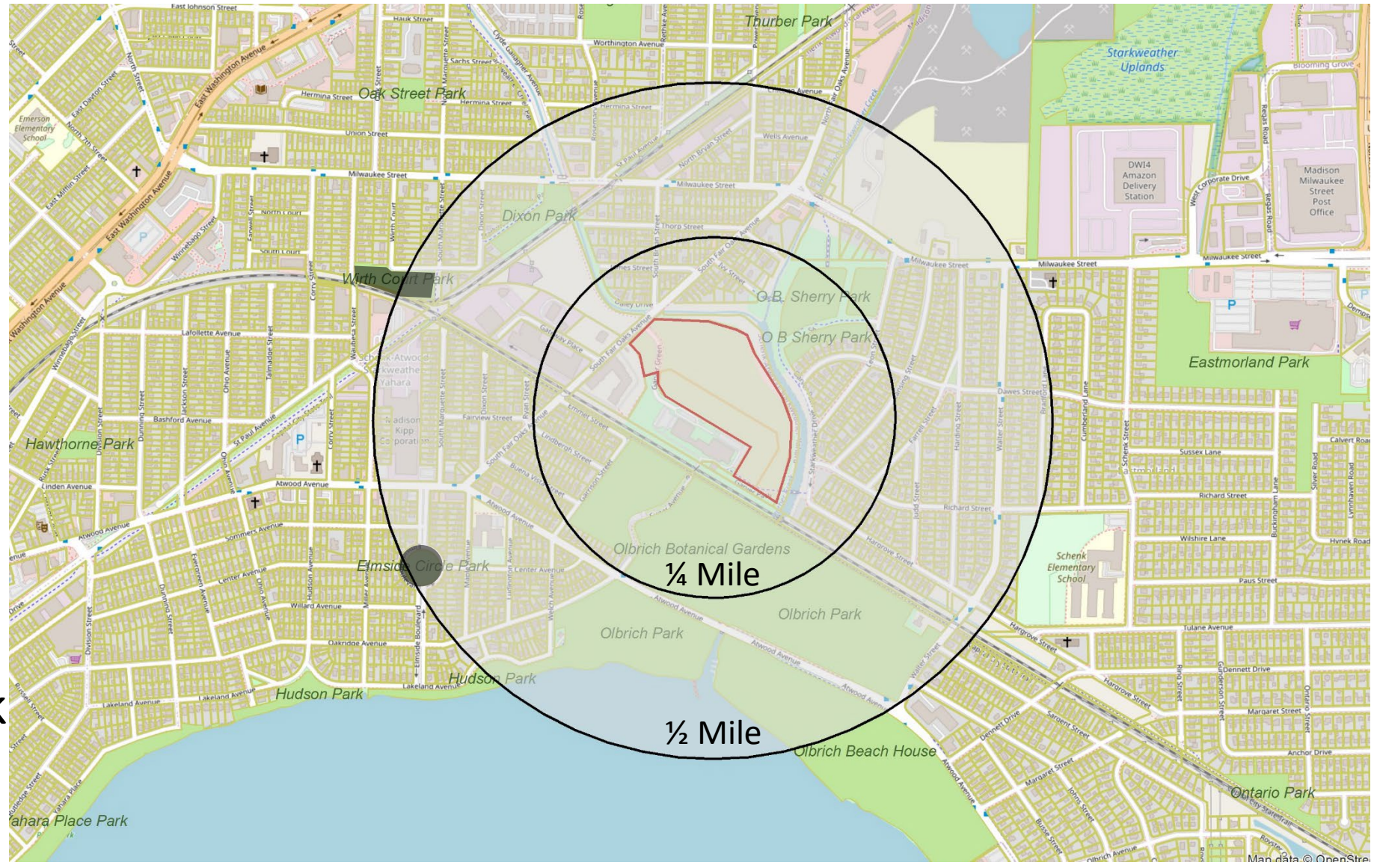
Site Context

Wirth Court Park

- Basketball Court
- Backstop
- Sun Shelter
- Drinking Fountain
- Playground
- Open Field

Elmside Circle Park

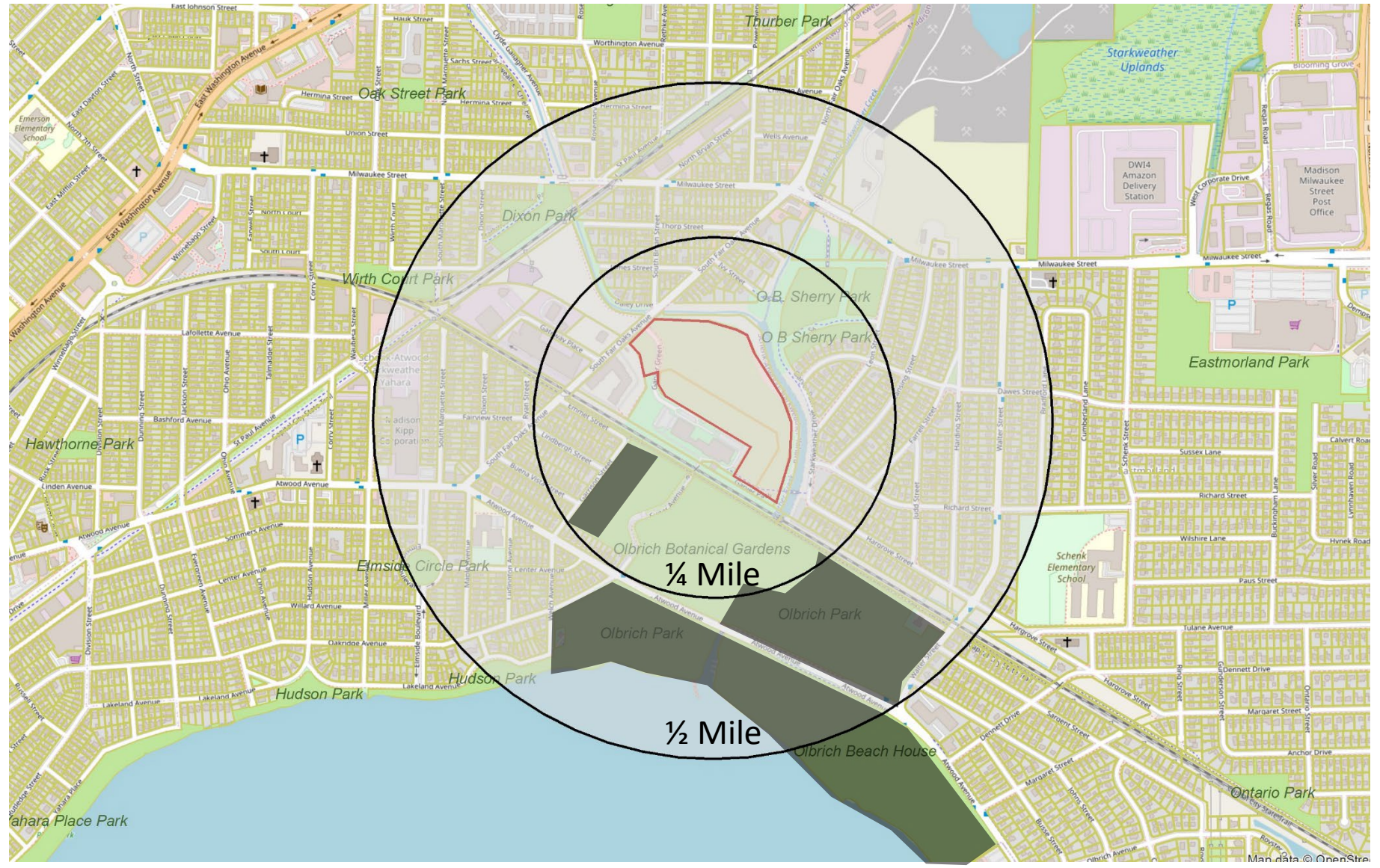
- Playground



Site Context

Olbrich Park

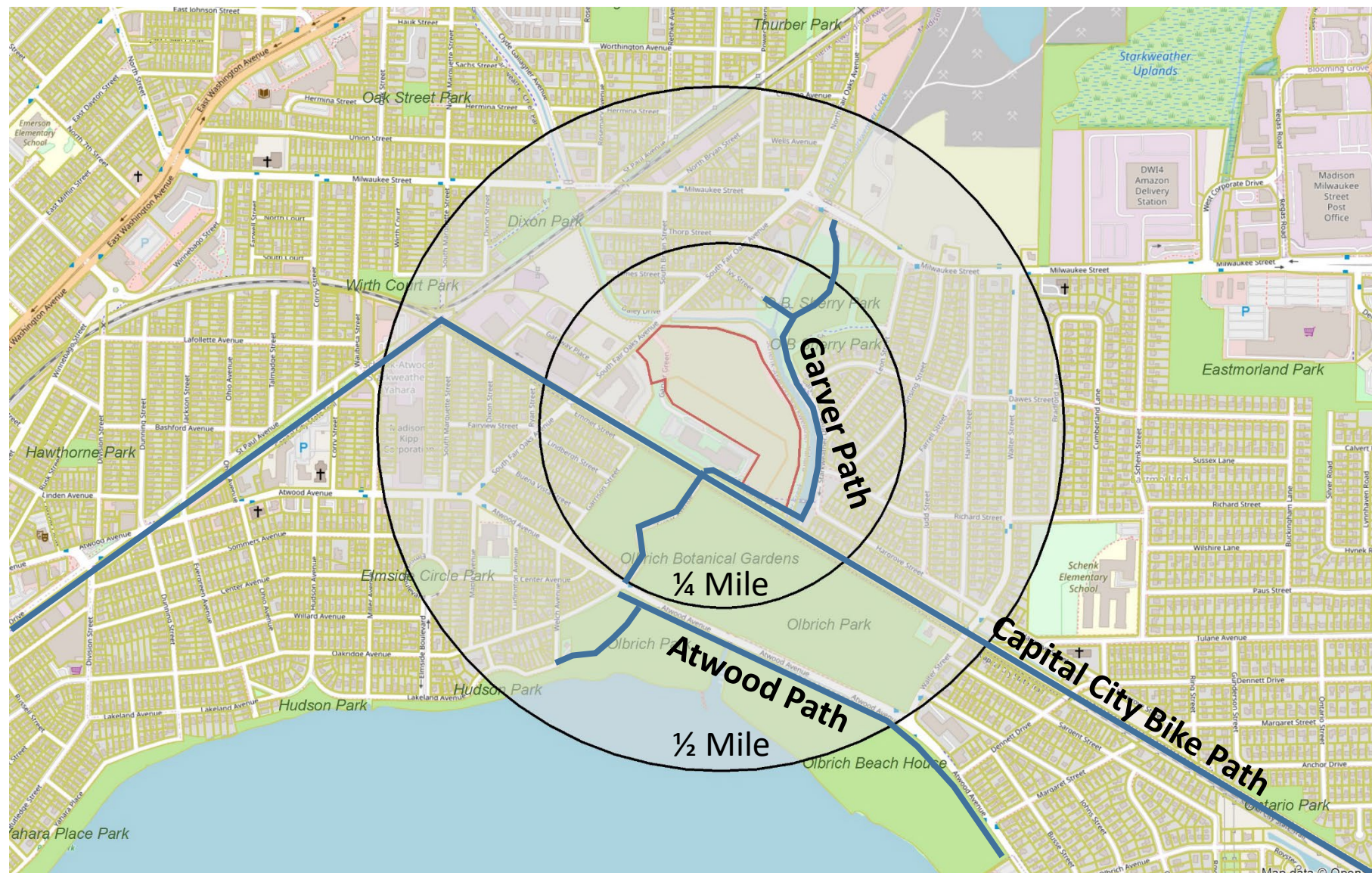
- 3 Restroom Facilities
- 1 Warming Shelter
- 4 Softball Fields
- 4 Volleyball Courts
- 2 Tennis/Pickleball Courts
- 4 Basketball Courts
- Beach
- 2 Playgrounds
- 5 Parking Lots
- 2 Boat Launches
- Bier Garten
- Open Fields



Site Context

Bike Paths

- Capital City Bike Path
- Garver Path
- Atwood Path



Brownfield Site Information

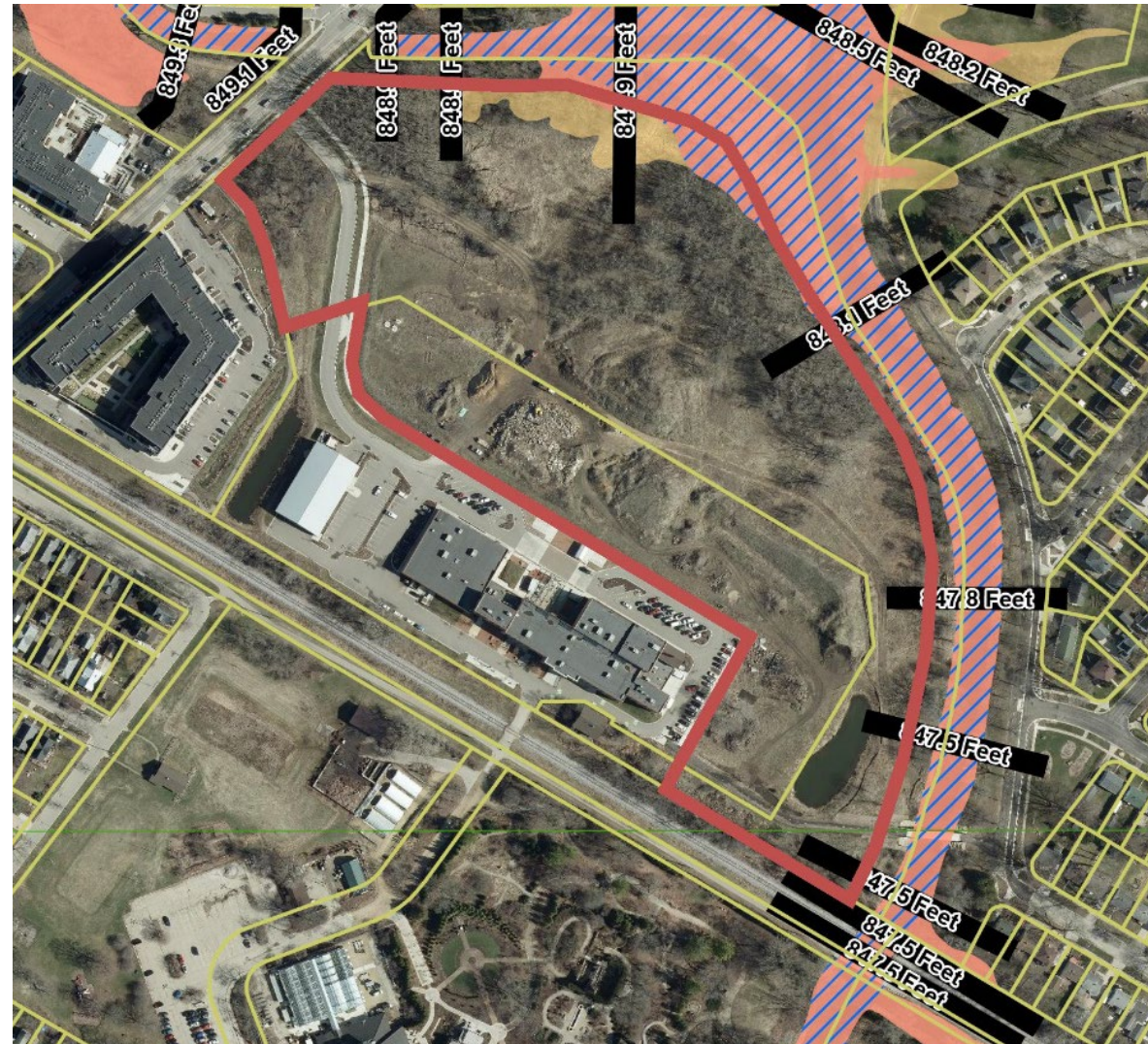
- Contaminated soil is present on the site.
 - Soil is contaminated with known carcinogens from direct contact with humans.
 - Food grown in contaminated soil is not safe for consumption
- Parks is working with the Wisconsin DNR in establishing site remediation requirements based on land use.
 - After the Park Development Plan is reviewed and approved by the Board of Park Commissioners, Parks staff will prepare and submit a materials management plan to WDNR for their review and approval.
 - Remediation requirements likely consist of capping the contaminated soil with clean fill. However, requirements are subject to WDNR review and may vary from initial expectations.

Wetlands



FEMA Floodplain

- Parcels
- FEMA FIRM Panel
- Special Flood Hazard Text
- Cross Section Lines and Elevation
- Floodway Areas in Zone AE
- 1 Percent Annual Flood Chance Area
- 0.2 Percent Annual Flood Chance Area



Parking

- Concerns regarding available parking voiced by staff of both Olbrich Botanical Gardens and Garver Feed Mill, who are present daily
- Garver Feed Mill (119 existing vehicle parking stalls)
 - Home to 15 tenants and event space*
 - Event capacity of up to 450-675 people depending on event type*

*Data from <https://garverfeedmill.com/>

- Olbrich Botanical Gardens (214 existing vehicle parking stalls)
 - 344,064 visitors in 2022
 - Indoor event capacity of up to 415 people
- Parks routinely observes cars parking in unauthorized parking areas
 - Friday, October 20, 2023 @ approx. 2:00pm
 - 25 cars and 2 buses parked in areas not designated for parking



Parking

Photos taken on
Friday, October 20 at
approx. 2:00pm



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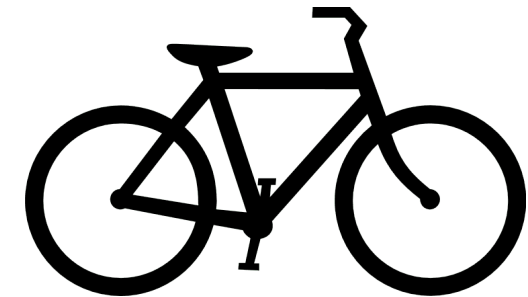


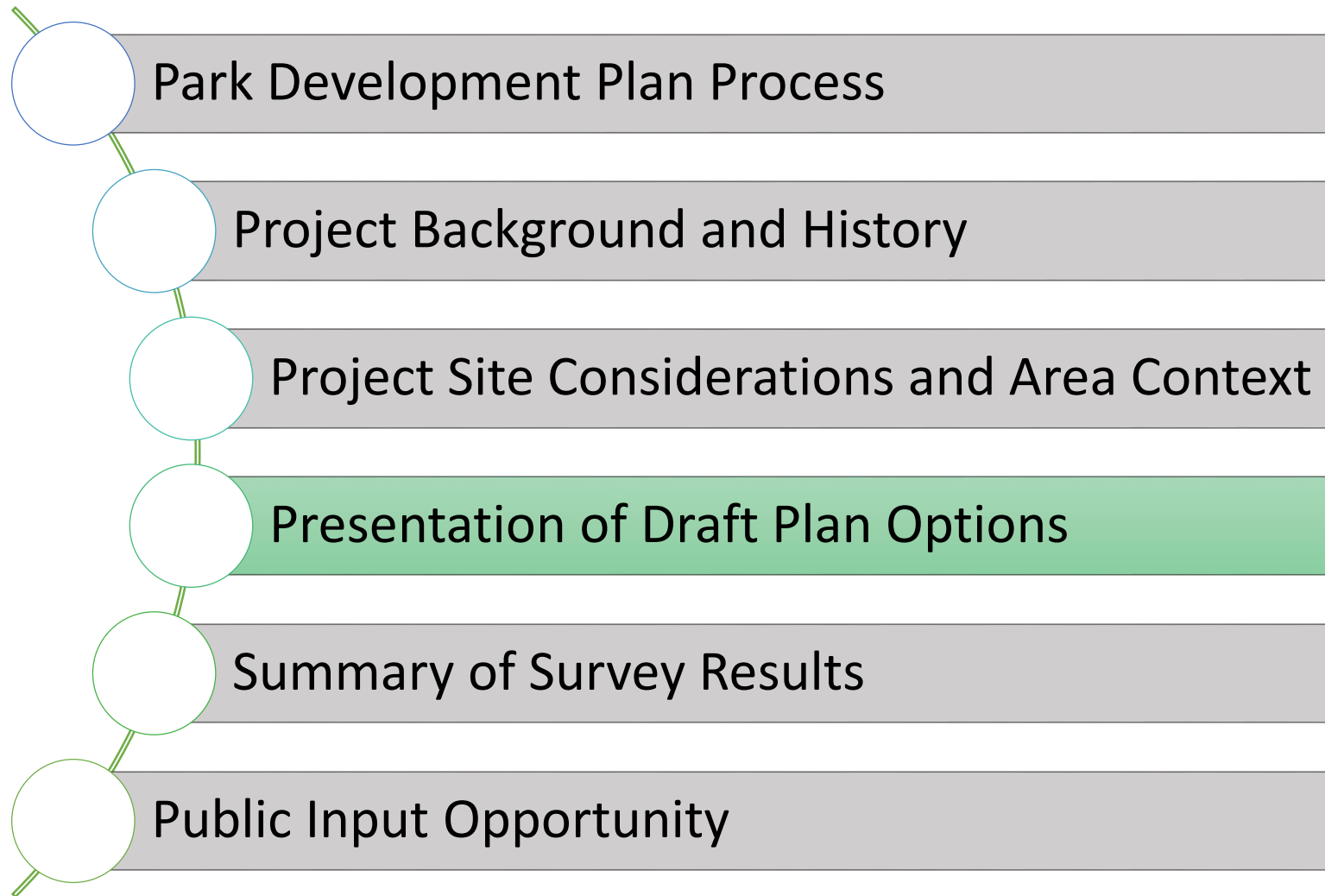
Parking

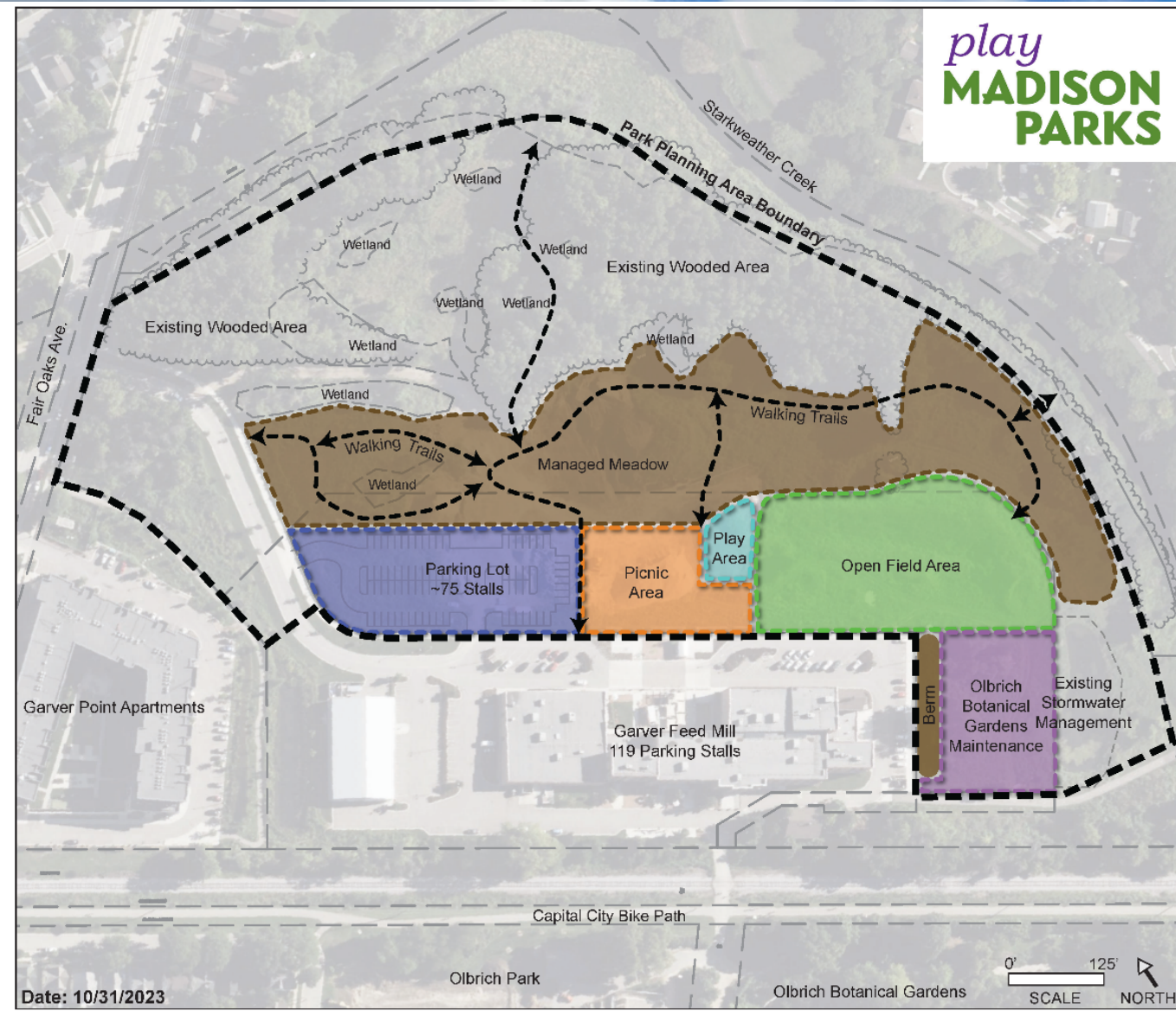
- Alternative Transportation Considerations
 - Closest Bus Stops are located at the intersection of Atwood Ave. and Sugar Ave
 - 1/4 Mile walk from bus stop to door of Garver Feed Mill via Sugar Ave. (through Olbrich Botanical Gardens parking lot)
 - B-Cycle stations and bike parking located at both Olbrich Botanical Gardens and Garver Feed Mill
 - Olbrich Botanical Gardens: 52 Bike Parking Stalls
 - Garver Feed Mill: 66 Bike Parking Stalls



metro transit







Date: 10/31/2023

Olbrich Park - North Parcel

Park Development Plan Option 1

Parking Lot
Provide approx. 75 parking stalls to serve park users as well as overflow parking for events at Garver Feed Mill and Olbrich Botanical Gardens. Will include paths for pedestrians and stormwater management features. Approx. Pavement Area: 30,000 sq. ft.

Picnic Area
Seating area in predominantly mowed turf area with trees could include picnic tables, open air shelter, and permanent outdoor yard games for year round recreational opportunities.

Play Area
Small nature-based play area for children.



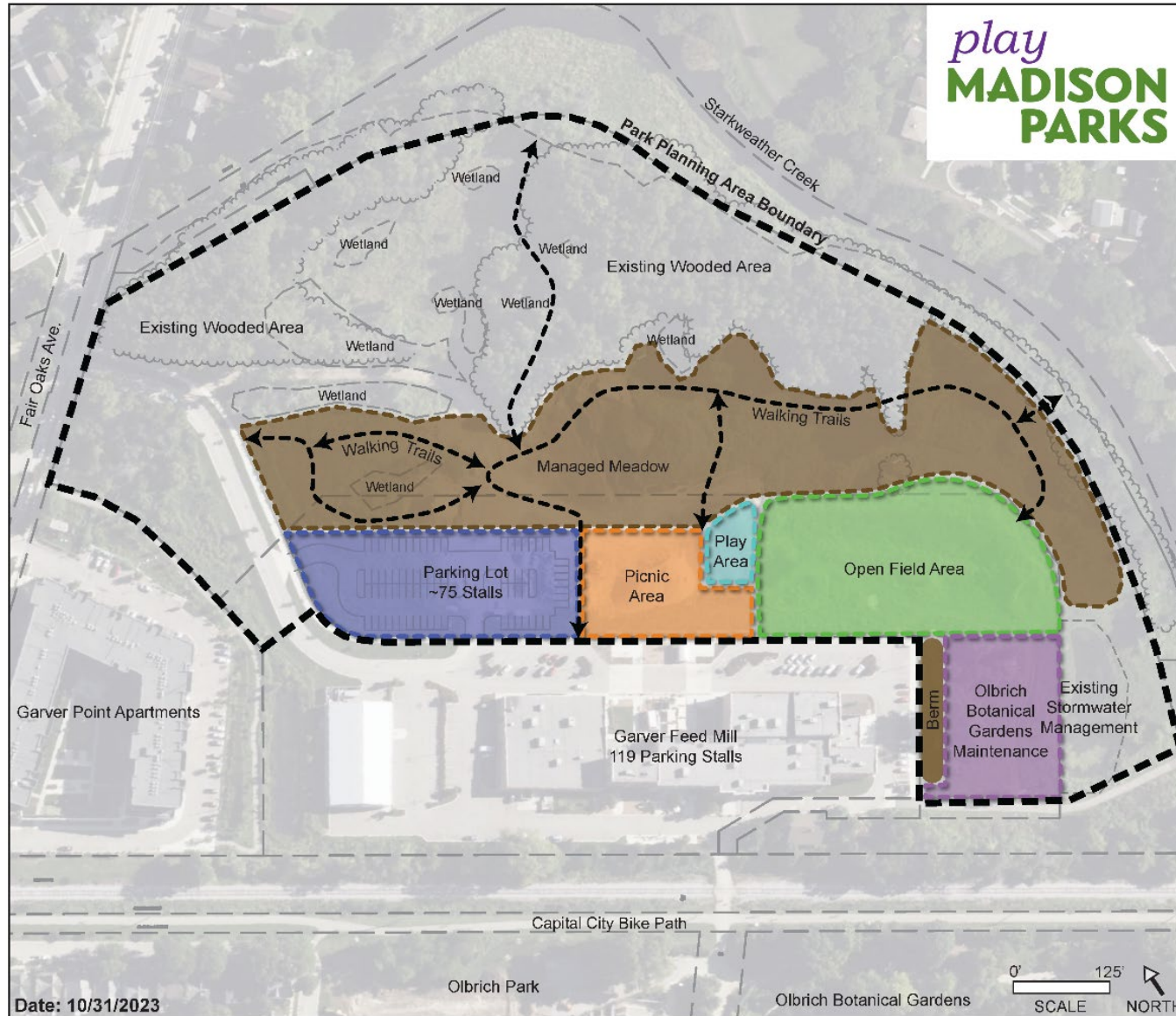
Open Field Area
Turf area for open play.

Managed Meadow
Restore area with native grasses and forbs and include walking trails for wildlife and nature viewing.

Berm
Varying height from 2-4 feet and planted with native grasses and trees to provide buffers between uses.

Olbrich Botanical Gardens Maintenance
Area for storage and stockpiling of natural materials for Olbrich Botanical Gardens. Materials could include soil, mulch and non-food compost. Area would not include any enclosed buildings.

Existing Wooded Areas and Wetlands
Existing wooded areas and wetlands will not be developed. Debris from previous site uses will be removed. These areas will be maintained in accordance with Parks Division's Land Management Plan.



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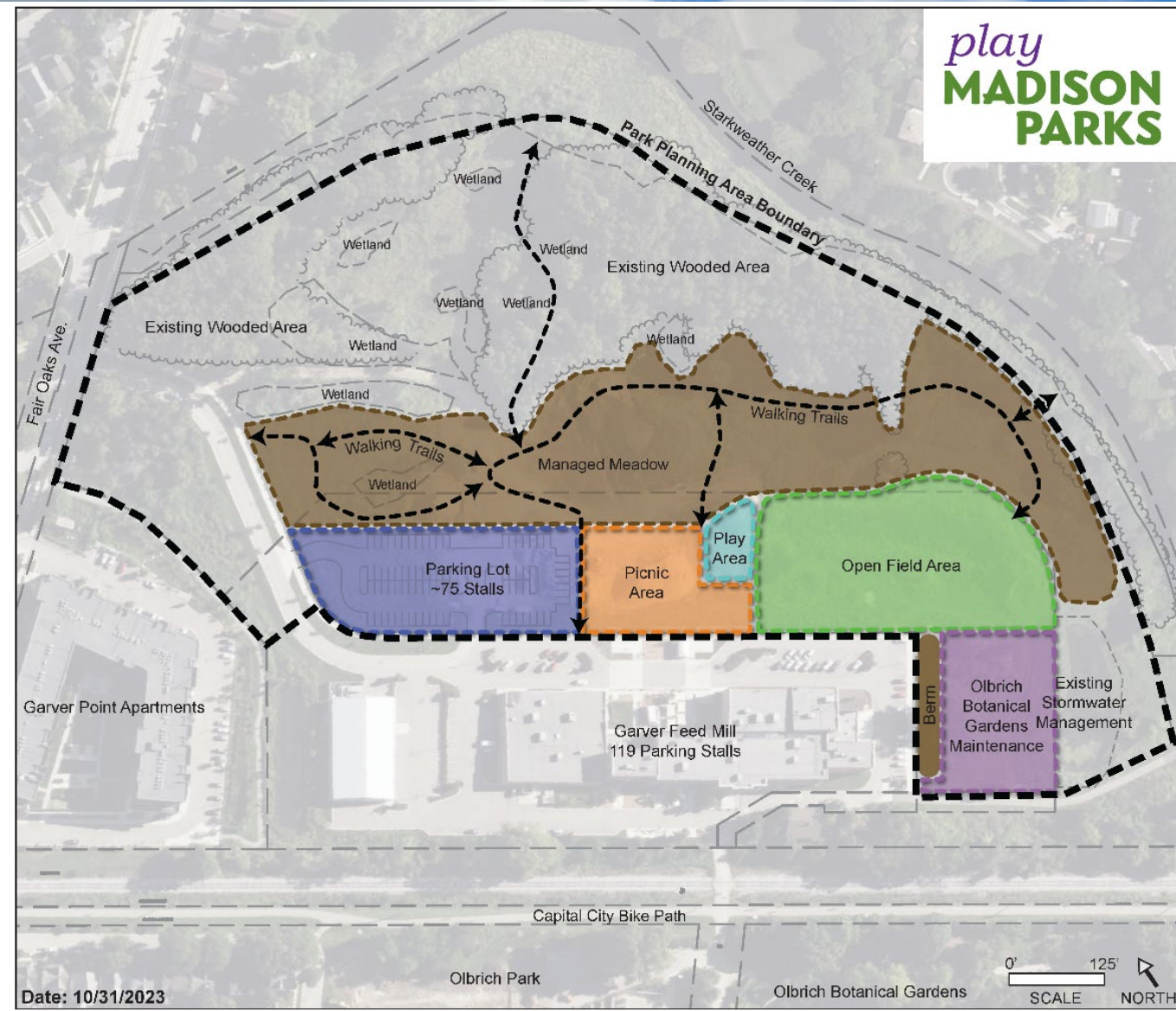
Small nature-based play area for children.

Example
Images



Open Field Area

Turf area for open play.



Date: 10/31/2023

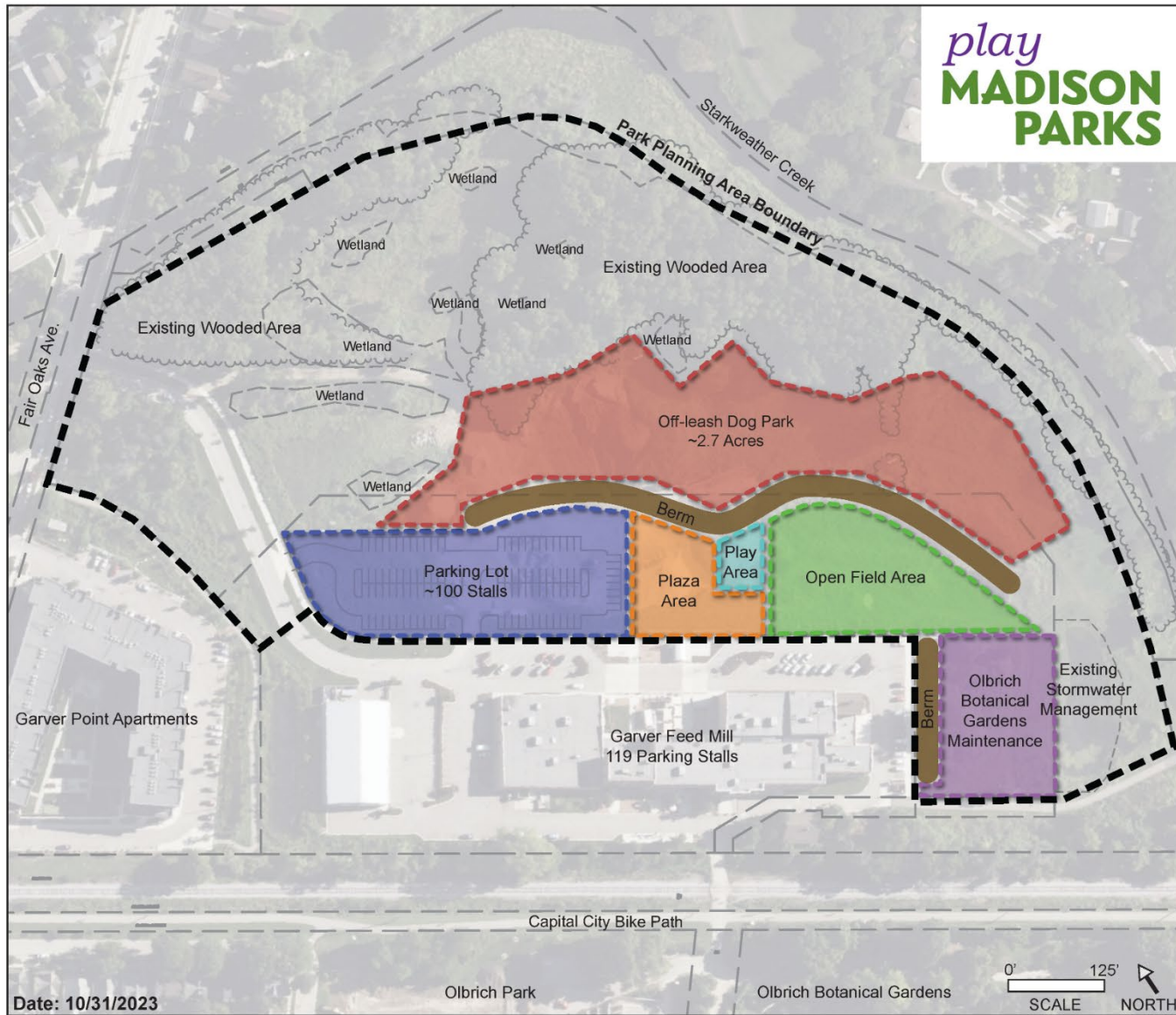
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Olbrich Park - North Parcel

Park Development Plan Option 2

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Plaza Area
Area could include picnic tables, open air shelter, stage, permanent outdoor yard games, string lighting, food cart access and include hardscape features.



Play Area
Small nature-based play area for children.

Example Images

Open Field Area
Turf area for open play.

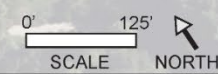
Off-leash Dog Park
Fenced area of approx. 2.7 acres consisting of both mowed turf grass and natural areas. Main entrance located on west end near the parking lot.

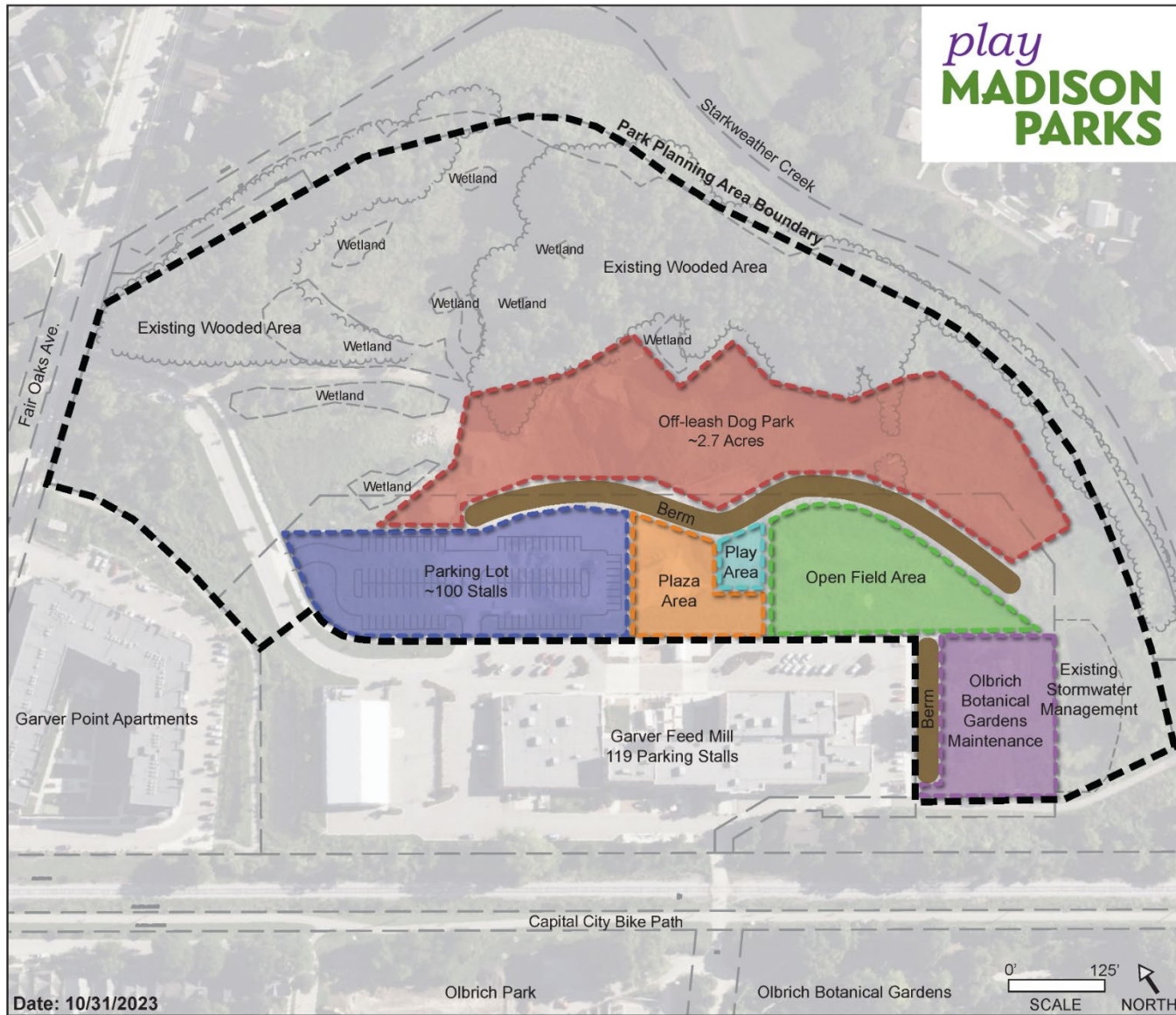
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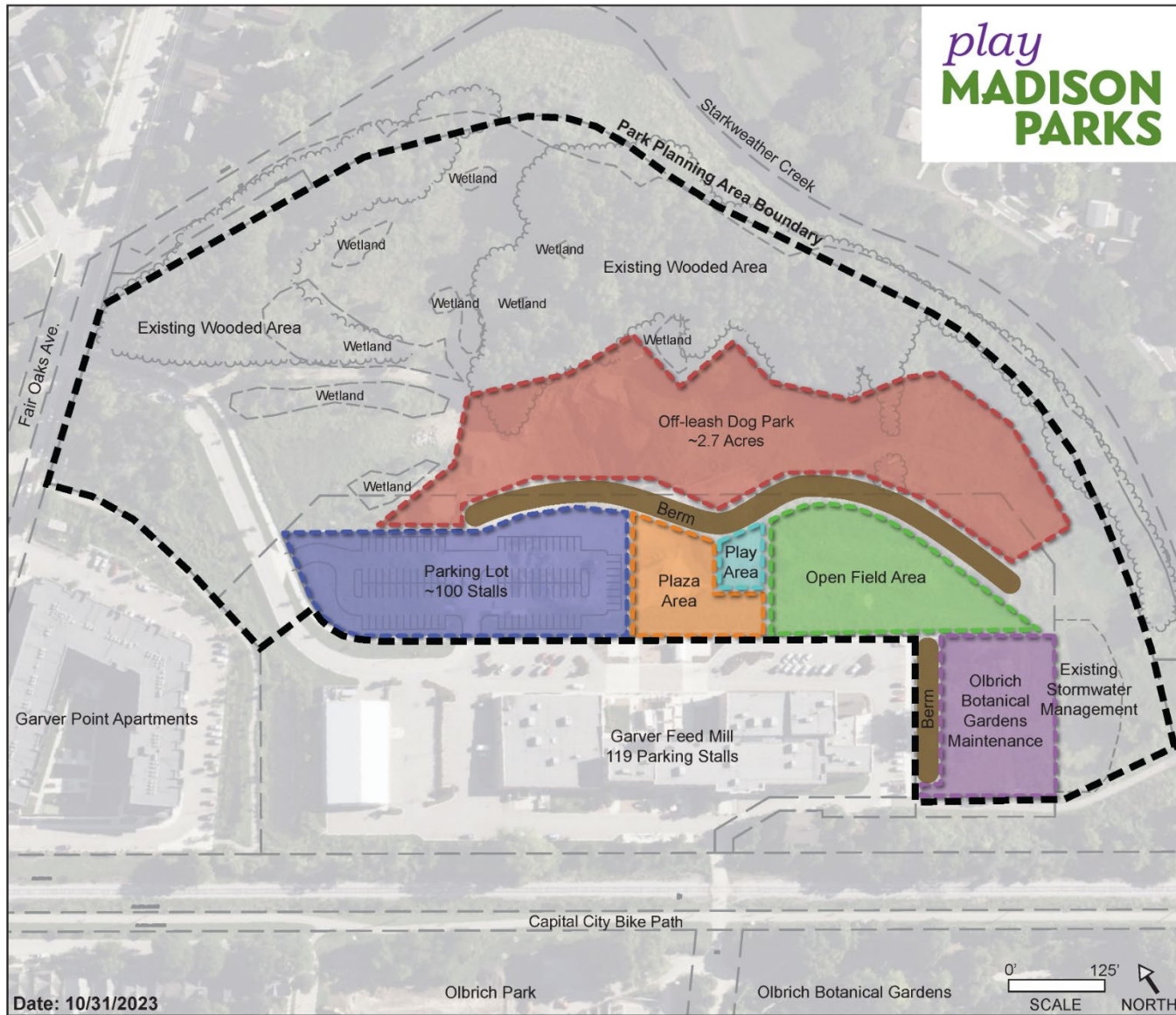
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play
**MADISON
PARKS**

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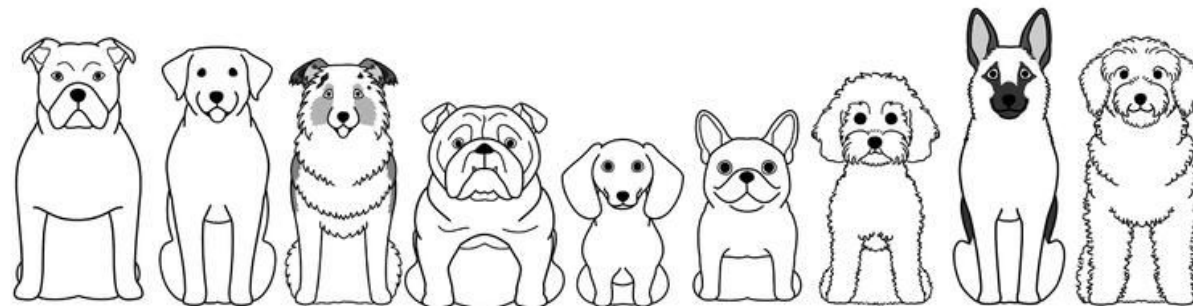
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East Side Dog Park Background

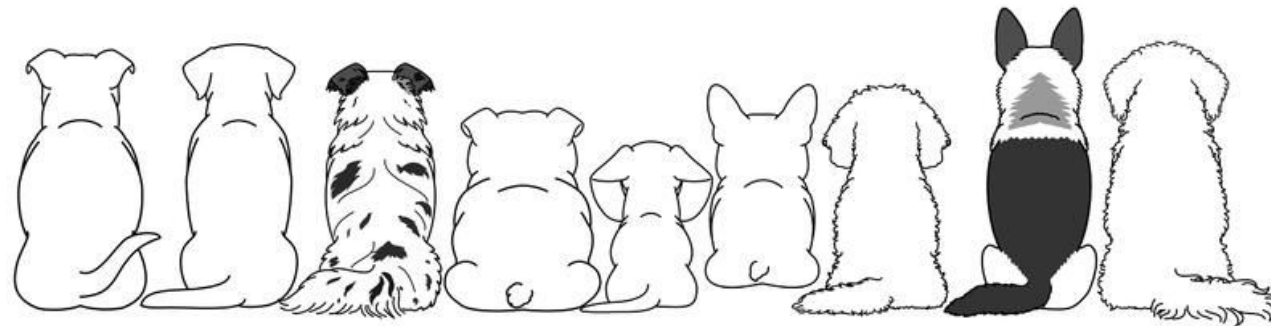
- Parks explored and conducted a public survey in the summer of 2020 regarding potential dog parks at either OB Sherry Park or Eastmorland Park. Both sites were less than ideal locations.
- It was determined that neither option had decisive community support and are no longer under consideration.
- In 2020, the Board of Park Commissioners unanimously approved allowing leashed dogs in most general parks.

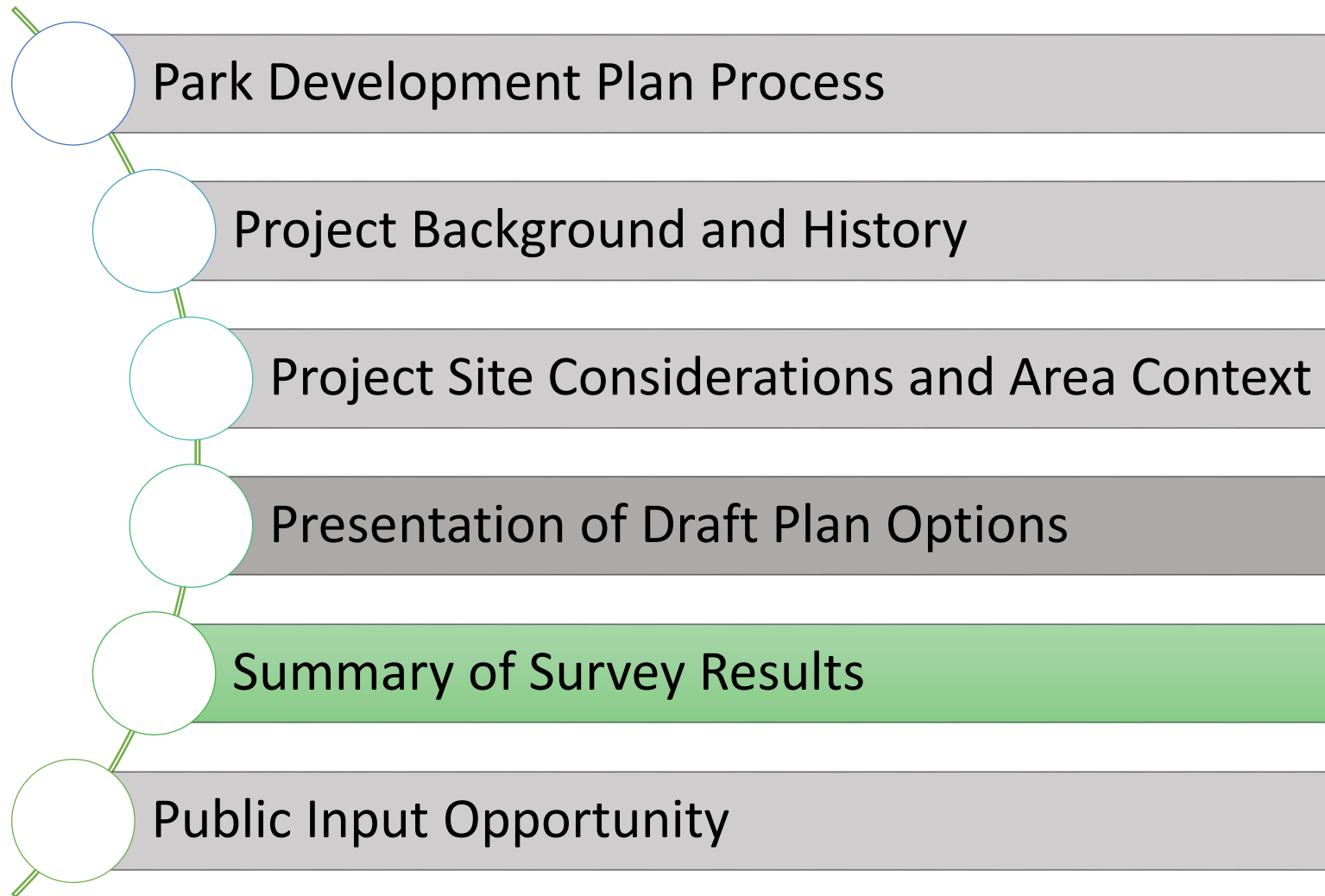




East Side Dog Park Background

- On-going interest in a dog park on the east side
- A minimum of 2 acres is required for consideration
- Dog Park installation and maintenance are partially covered by dog park permit fees
- Parks staff included a dog park as a part of Plan Option 2 in order to receive community input for a dog park in this particular location. It also allows for new feedback after the dogs in parks ordinance change.





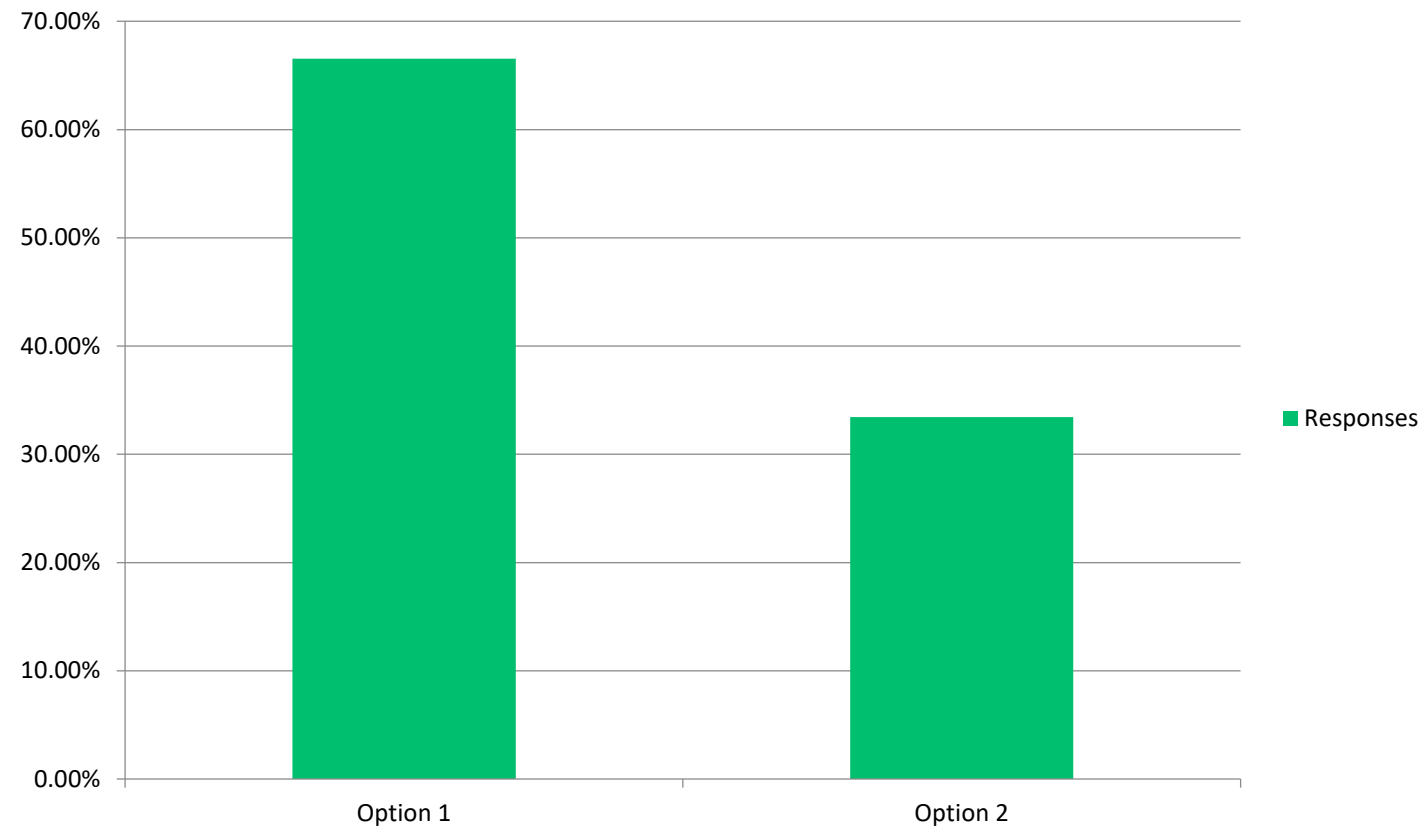
Survey Results

- Survey was open for responses from November 2 – November 26
- Received 2,197 Responses!



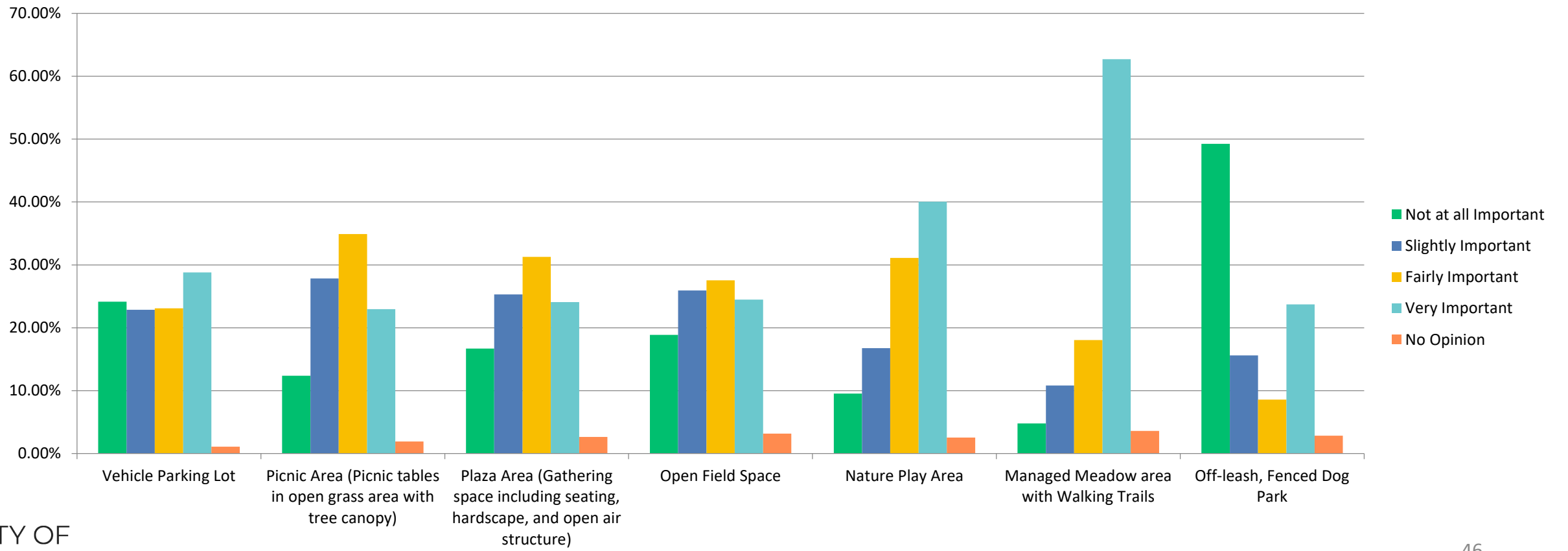
Question #1

Overall, which plan option do you prefer?



Question #2

How important is it to you for the following amenities to be included in the Olbrich Park - North Parcel Park Development Plan?



Question #3

Do you feel a vehicle parking lot is necessary in this location and if yes, how many stalls should be included?

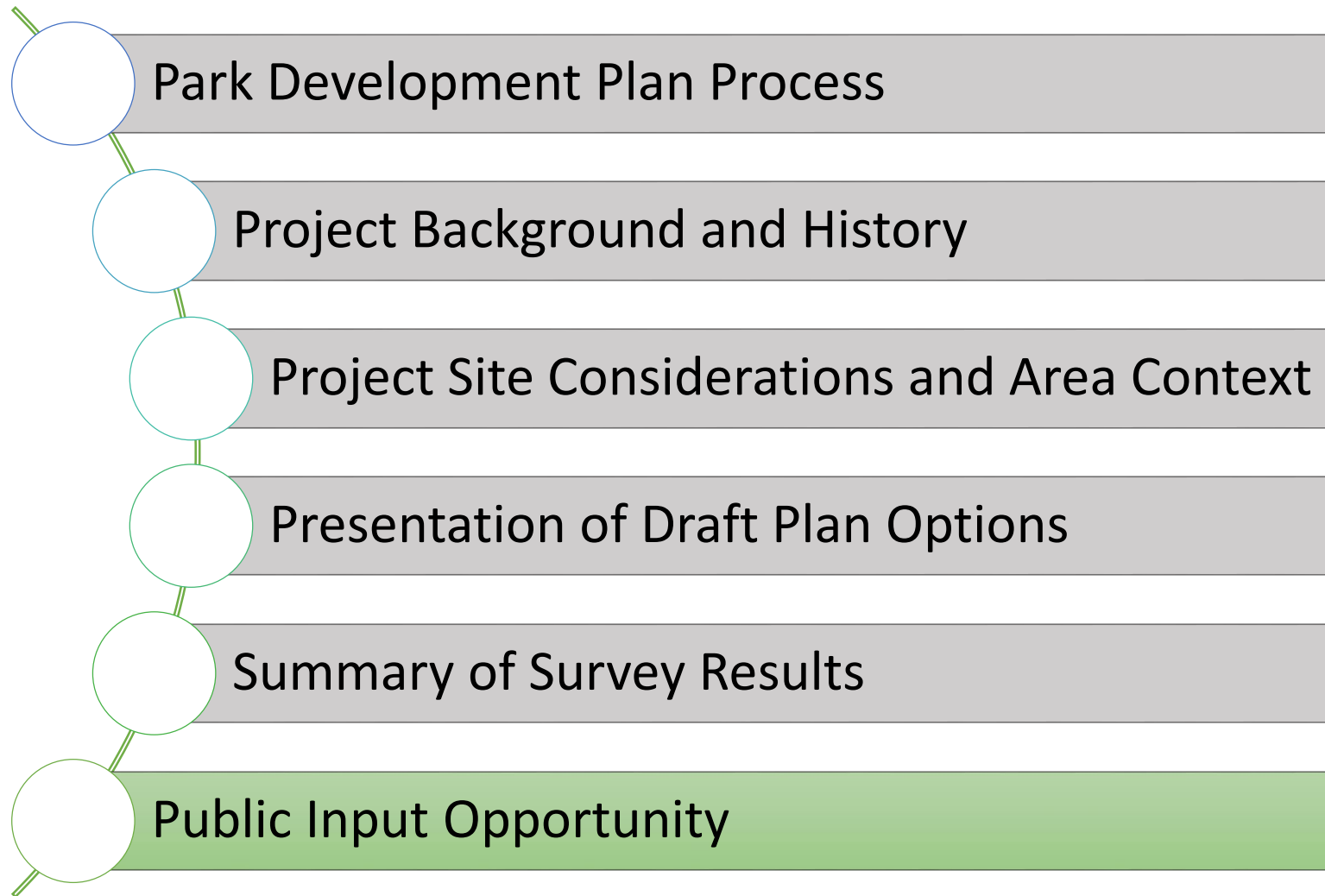


Question #4

- Are there any amenities you would like to see that have not been included on any of the plan options?
- Bike Facilities
 - Covered Bike Parking and Charging
 - Mountain Bike Facilities including pump track and trails
- Ecological Restoration
- Walking Trails
- Community Connectivity
- Community Gardens
- Art and Cultural Spaces
 - Sculptures, Outdoor Stage and Event Space
 - Food Truck Access
- Water Amenities
 - Splash Pad, Water Feature, Dog Swim Area
- Facilities
 - Restrooms and Shade Structures
 - Educational Signage
- Accessibility

Question #5

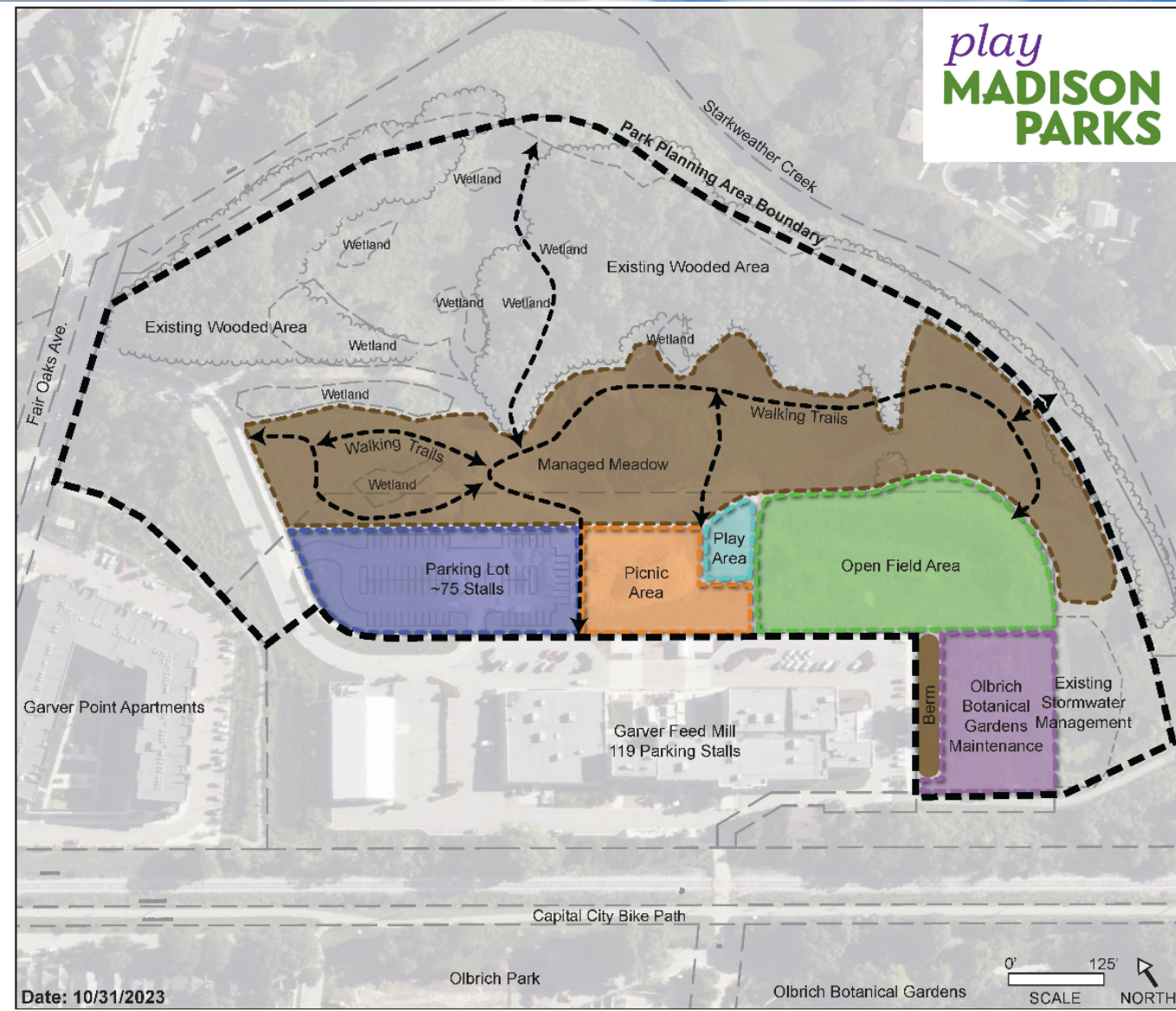
- Please share any additional comments or concerns regarding the Olbrich Park – North Parcel Park Development Plan
 - Many diverse perspectives
 - Arguments for and against the need for more parking
 - Expressed value of existing natural areas and wildlife habitat
 - Mixed opinions regarding Off-leash Dog Park
 - Desire for family-friendly amenities
 - Importance of accessibility
 - Interest in fostering a sense of place and community identity
 - Promoting alternative transportation methods and enhancing connections to existing parks and bike paths



Public Input

- Please raise your hand if you wish to speak.
- Speakers will be limited to 3 minutes.
- Please be respectful to others with your comments.
- If you do not feel comfortable speaking, please type your question or comment in the Q&A and we will address it.
- Meeting will close at 7:30pm





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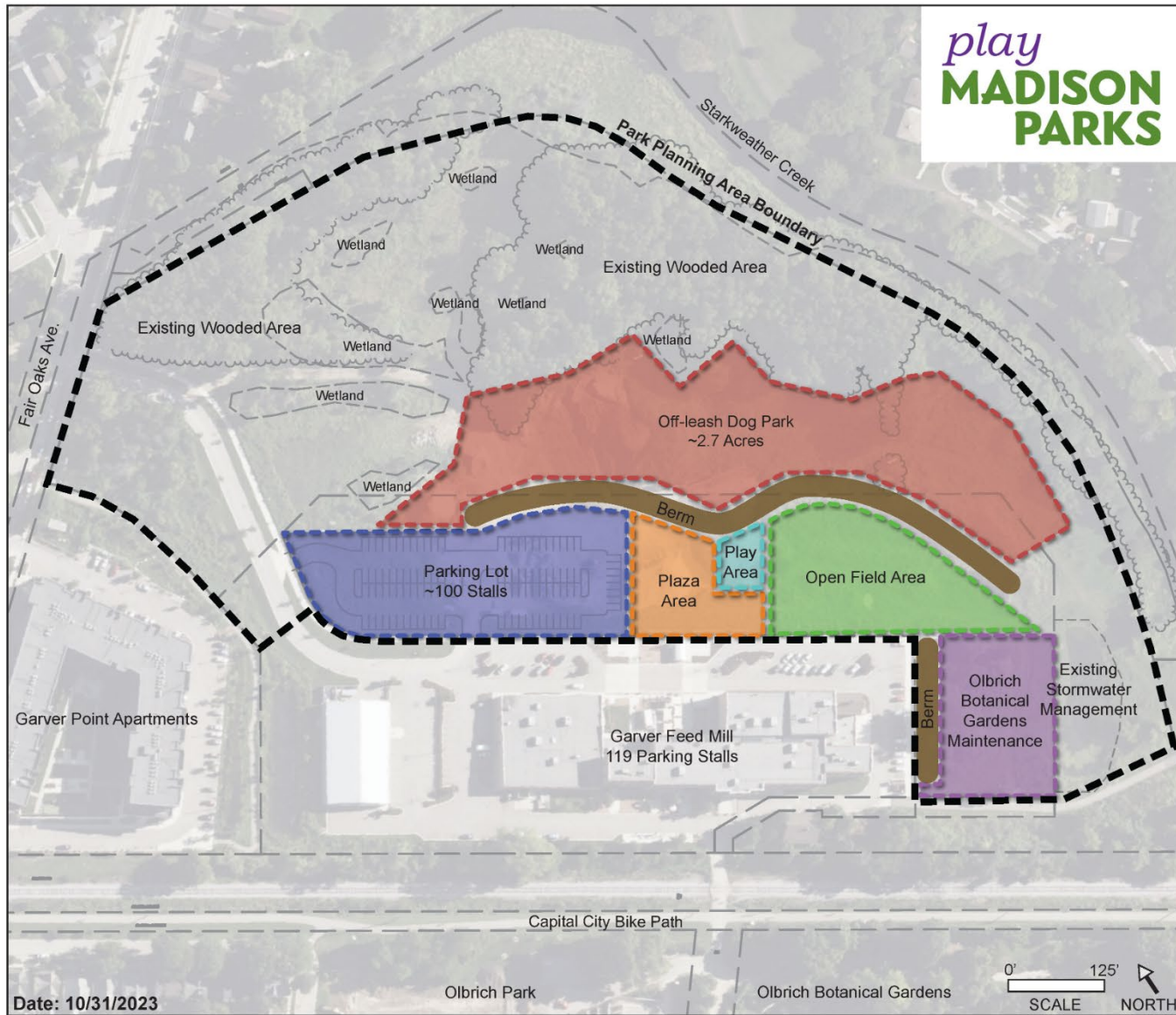
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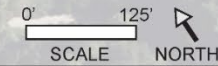
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Next Steps

- Public Input Meeting #2
 - Anticipated to occur in February
 - Date TBD
 - Staff will prepare and present a revised plan
- Staff Contact
 - Adam Kaniewski, akaniewski@cityofmadison.com, 608-261-4281
- Project Website
 - <https://www.cityofmadison.com/parks/projects/olbrich-park-north-parcel-park-development-plan>

Thank You!