

Olbrich Botanical Gardens Comprehensive Master Plan

Public Meeting 2

March 17, 2026

REED HILDERBRAND

DF/ DAMON FARBER



KL Engineering
[A] Better Experience

Krueck Sexton Partners

NATASHA WATERSON

Once-Future Office



OLBRICH BOTANICAL GARDENS

REED HILDERBRAND - DAMON FARBER - EQT BY DESIGN - KRUECK SEXTON - KL ENGINEERING - ONCE FUTURE - NATASHA WATERSON

A lush garden bed filled with a variety of flowers. In the foreground, there are numerous bright blue, bell-shaped flowers. Behind them, a dense layer of bright yellow flowers is visible. The foliage is green and dense, creating a vibrant and colorful scene.

Olbrich Botanical Gardens welcomes you to our second public workshop to help envision Olbrich's future!

LAND ACKNOWLEDGEMENT

Ho-Chunk oral tradition states “we have always been here.” Despite colonial invasion, genocide, and forced removal, the Ho-Chunk have since time immemorial been the gardeners and protectors of this sacred land, Teejop (day-JOPE), on which Olbrich Botanical Gardens now resides. Olbrich acknowledges the sovereignty of all people who have a historic connection to this land, who have and will always be here, and honors their legacy of sustainably cultivating the land so that it can be enjoyed and gardened for generations to come.

COMPREHENSIVE PLANNING

The main goals of this process are to address aging infrastructure, explore potential garden expansion, and envision Olbrich's future - while at the same time addressing the needs of both a growing local community and tourism audience.

The plan will undergo extensive financial analyses and will be presented as a phased development plan for implementation.

COMPREHENSIVE PLANNING

COMPREHENSIVE PLAN

A spatial framework to guide implementation of a vision for the future of the Gardens over the next 15 to 20 years.

+

INTERPRETIVE PLAN

A guest engagement framework to tell the stories of the Garden, inspire diverse audiences, and meet our mission.

+

ECONOMIC PLAN

A financial model that provides the analytical framework for smart decisions about the future of the Gardens.

OLBRICH PLANNING HISTORY

1994-1997

OBS fundraising to acquire Garver property

2001 Master Plan

Olbrich Gardens Master Plan (includes Garver property)

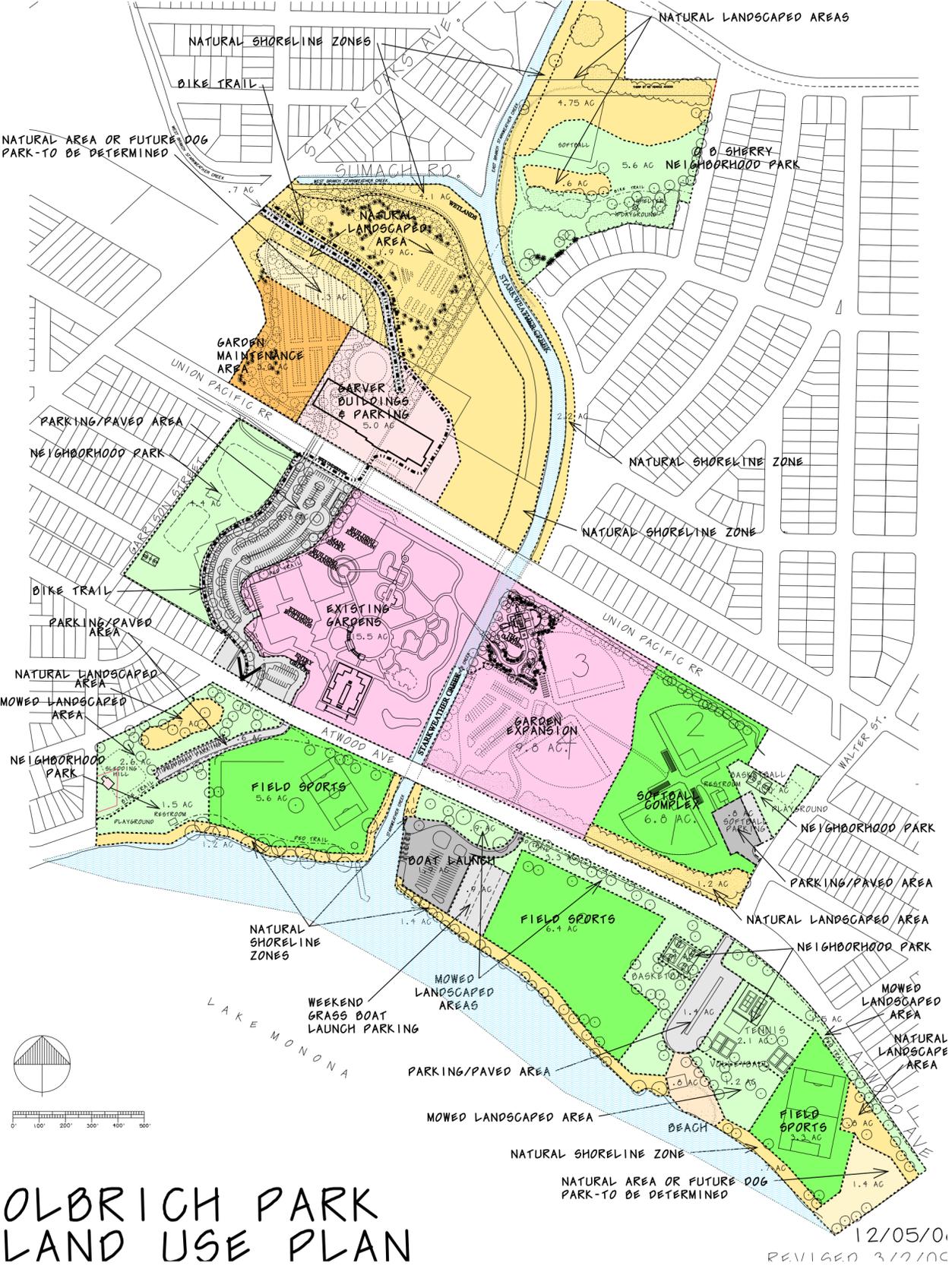
2009 Master Plan for Olbrich Park

Designates 9.8 acres for future expansion

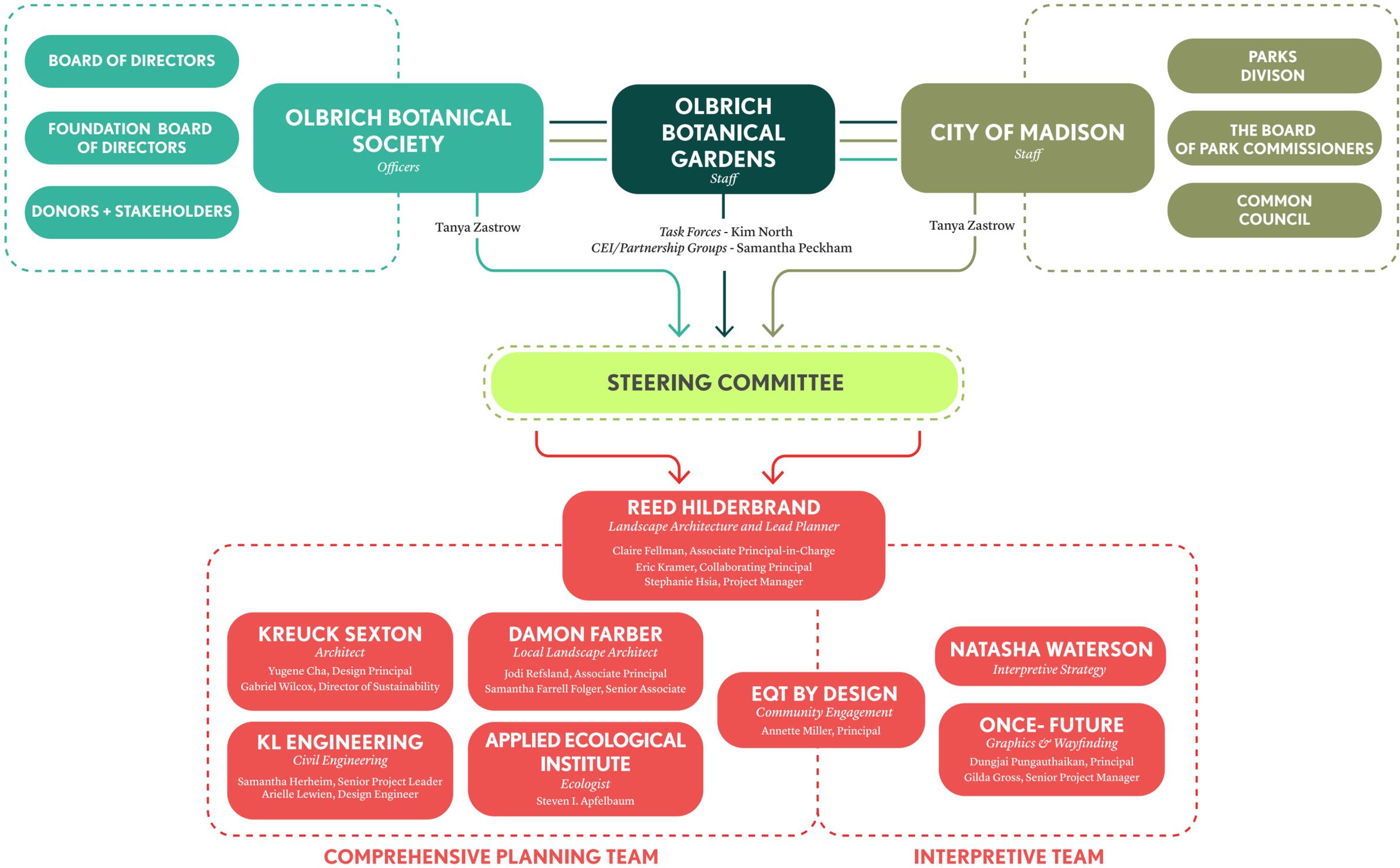
2010 - Resolution 10-100064

Authorizing the Mayor and City Clerk to execute a Land Use Restriction to restrict the use of a portion of Olbrich Park as parklands devoted primarily to botanical gardens

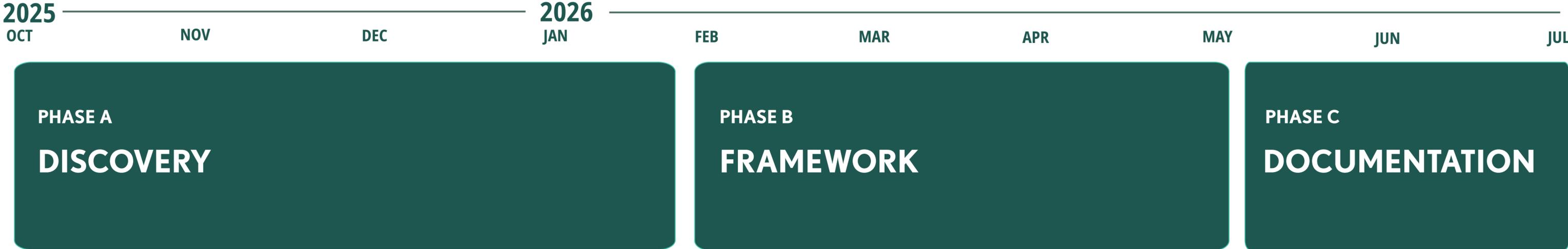
2026 Olbrich Comprehensive Master Plan



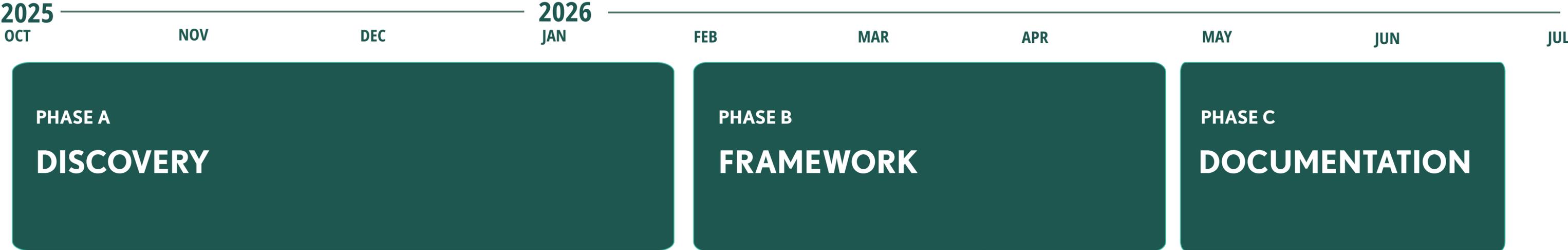
PROJECT TEAM



PROJECT PHASES



PROJECT PHASES



Imagine and Test

Develop design scenarios and design principles

PUBLIC MEETINGS

2025 OCT NOV DEC 2026 JAN FEB MAR APR MAY JUN JUL

PHASE A
DISCOVERY

PHASE B
FRAMEWORK

PHASE C
DOCUMENTATION

Public Meeting #1
Jan 22

Public Meeting #2
March 17

Public Meeting #3
May 22

▲
WE ARE HERE

EXTERNAL ENGAGEMENT SESSIONS



Public Workshop 1
12pm and 6pm (Jan 22)



Pop-up at Farmers Market
(Feb 7)



Family Prom
(Feb 7)



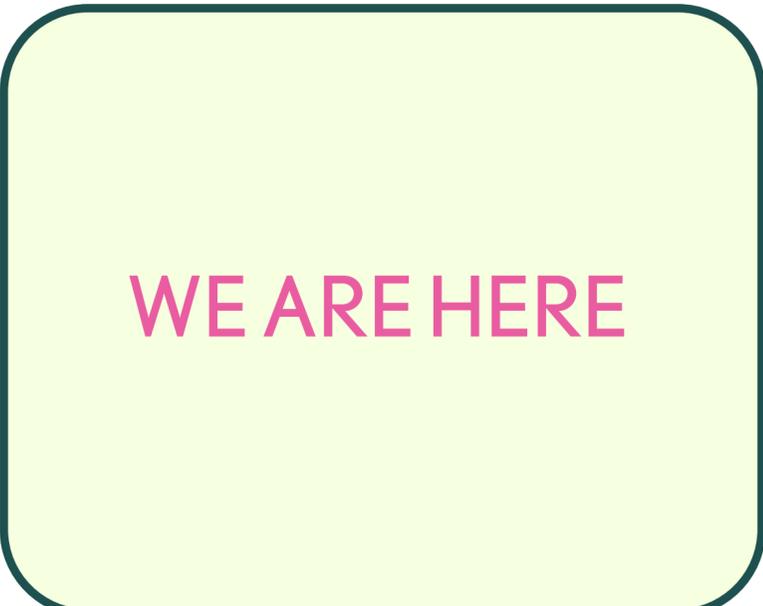
Big Brother Big Sister (Feb 25)



Bayview (Mar 5)



Goodman Center (Mar 9)



Public Workshop 2 - March 17th

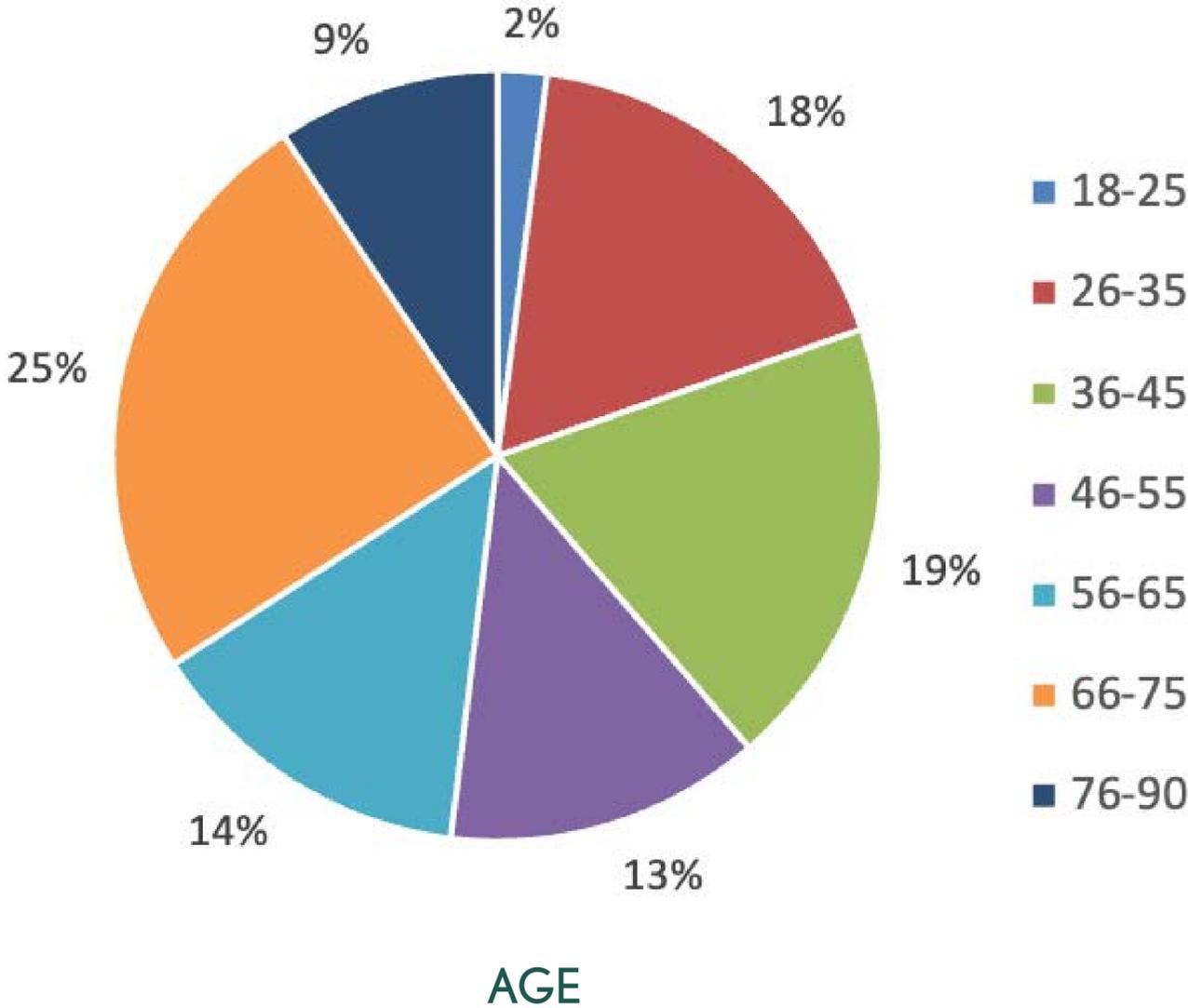
PUBLIC FEEDBACK

WHAT WE'VE LEARNED

Public Engagement Results

SURVEY RESPONDENTS

- **505 respondents**
- The majority of respondents were **white (88%)**, with 8.4% of respondents preferring not to provide their race. Representation includes **1.4% Black or African, 1.1% Asian & 0.7% American Indian.**
- There was good representation across most age groups with the exception of those between the ages of 18 and 25.



Arrival Experience

- **Improved parking (38%)**
- **More space and seating in the lobby (29%)**
- **Better bike connections/bike parking (22%)**
- **Better signage (19%)**

“There should at least be sidewalk along the driveway”

“Visible entries that don't cross traffic”

“A well maintained entrance that calls you in. Something more modern”

“The visibility and connectivity of Olbrich to Garver from the path”

Arrival Experience

- Some respondents are satisfied and suggest no changes
- Better pedestrian and bicycle access, a better lobby experience and better restrooms.
- Some want more parking while others are strongly opposed.

Don't gild the lily. And Do Not Pour More Pavement!!

“It sucks to walk into Olbrich from the west side of Atwood - you are forced through the parking lot”

Why do we have to go through a building which is often congested with people and things going on in there- just have entrance directly into garden.

WHAT WE'VE LEARNED

Sense of Discovery and Wonder

- The activities that spark respondents interest most are **resting and relaxing (22%)**, **engaging with water (21%)**, and **movement (14%)**.
- The most beloved gardens included the **Tower Garden, Herb Garden, Sunken Garden, Thai Garden** and the **Birch Walk**. Many noted they loved the diversity of gardens more than any single garden.

“Spaces that are surprising - like when you turn the corner and you find a hidden gathering space”

“The diversity of the spaces is what makes me more enchanted during each progressive visit.”

What is your favorite garden at Olbrich?

< 10 responses

10-20 responses

20-30 responses



Balance of Gather & Respite

- The vast majority of respondents come to OBG to **enjoy the beauty of the gardens and be immersed in nature (65%)**
- The other top reasons respondents come to OBG include:
 - hanging out with **family & friends (50%)**
 - for **personal respite (48%)**
 - for **programs like GLEAM (42%)**
 - **health and wellness** benefits (37%)

“I like to sit in the respite pavilion and just listen to things”

“Place to engage with nature with kids”

“I like the places that feel like small, secret spaces, such as finding a bench behind some bushes or going down a narrower path to an area I didn't see from a more open area/larger path.

Diversification of Offerings

Respondents identified as the top new garden spaces they'd like to see as:

- **Wetland garden (50%)**
- **Playful garden (46%)**
- **Community event space garden (25%)**

“A garden of traditional Ho Chunk food, medicinal, & sacred plants with their Ho Chunk names and uses.”

“Edible garden - food/ foraging access for all”

“keep the Gardens free!”

“Teen garden - a place where we can be loud”

Yearning for Learning

Respondents identified as the top three items they want to see more of:

- **self-guided learning opportunities** (44%)
- more **gathering space and seating** in the garden (35%)
- a place to get **food and snacks** (34%)

“Showcasing different gardening trends from different cultures throughout the gardens.”

“A garden with examples of how you can create a good butterfly garden with native plants with limited space”

“Areas to play, work/contribute to the gardens’ well-being tap into an unmet need to help, for both children and adults.”

Water Experience

- **Moving through on a boardwalk (31%)**
- **Hanging out next to the creek (22%)**
- **Engage and learn about natural systems (21%)**
- **Boat/kayak access to the Gardens (20%)**

“I think a canopy trail by the big cottonwoods could be really cool”

“Sitting by the creek, seeing a beautiful shoreline, being able to kayak and maybe stop”

“Improve the creek and garden interface/transition. fringe wetlands + marsh + wet prairie”

Sustainability

- Education that promotes natural systems, and living examples.
- Contaminated water in Starkweather Creek from upstream PFAS.
- Contaminated soils east of creek.
- EV charging desired in parking lots.

“People bring clients to showcase sustainable landscape types”

“I view Olbrich’s future as a place of hope, community, and beauty, especially with climate change”

“An ambassador garden where members can help raise plants and trees intended to go out into the community, focused in particular on the next generation and giving them the tools and agency to be gardeners and climate and sustainability

Guiding Principles

% OF RESPONSES



29%

DESIGN FOR NATURE AND DISCOVERY



24%

CULTIVATE RESILIENT AND SUSTAINABLE SYSTEMS



17%

WELCOME AND ENGAGE ALL GUESTS

STRENGTHEN CONNECTIONS AND IDENTITY



16%

15%



MAKING LEARNING CENTRAL TO THE GARDEN EXPERIENCE

DESIGN FRAMEWORK

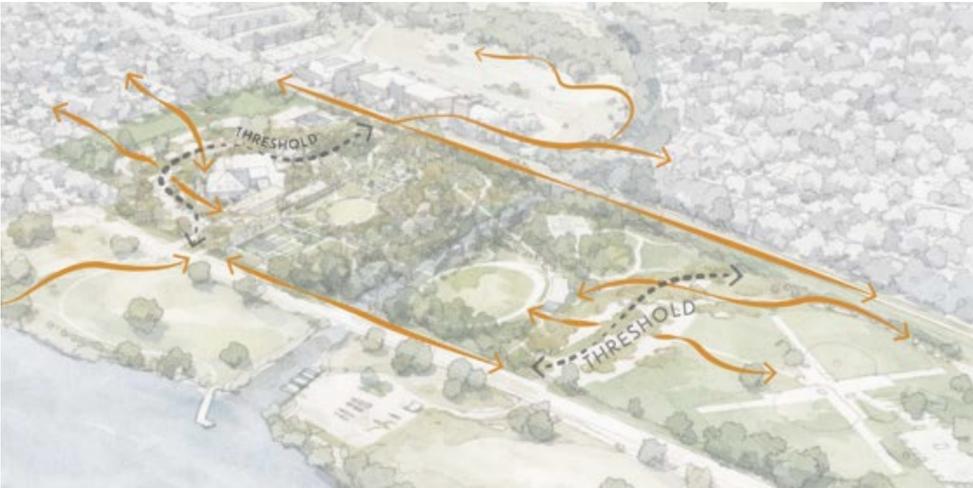
WHAT MAKES OLBRICH SPECIAL

Sense of Discovery and Wonder

Balance of Respite and Gathering

DESIGN FRAMEWORK

One Olbrich



Embody Place

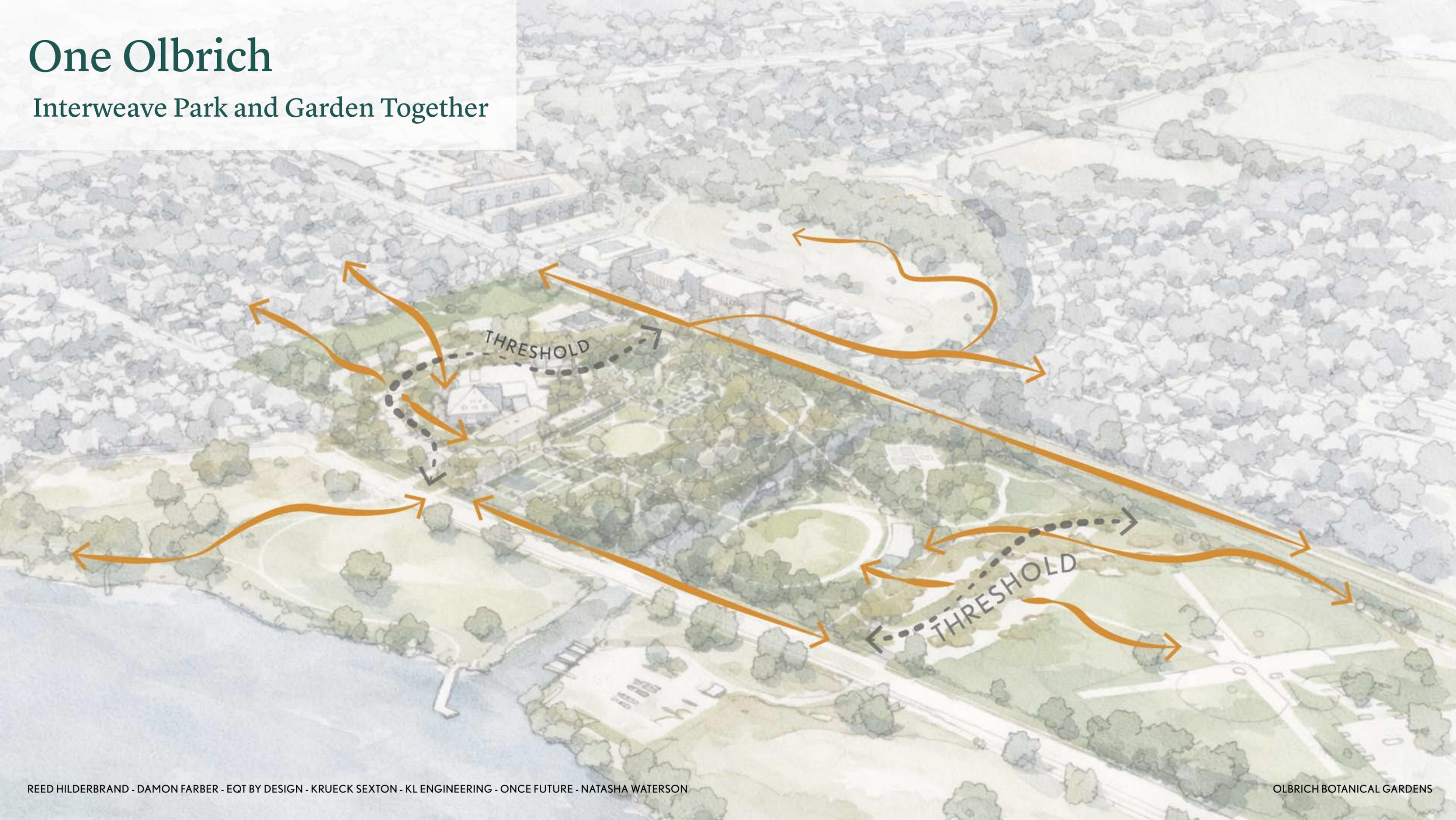


Iconic Gardens



One Olbrich

Interweave Park and Garden Together



ONE OLBRICH

Thresholds



OLBRICH BOTANICAL GARDENS



HOUSTON ARBORETUM



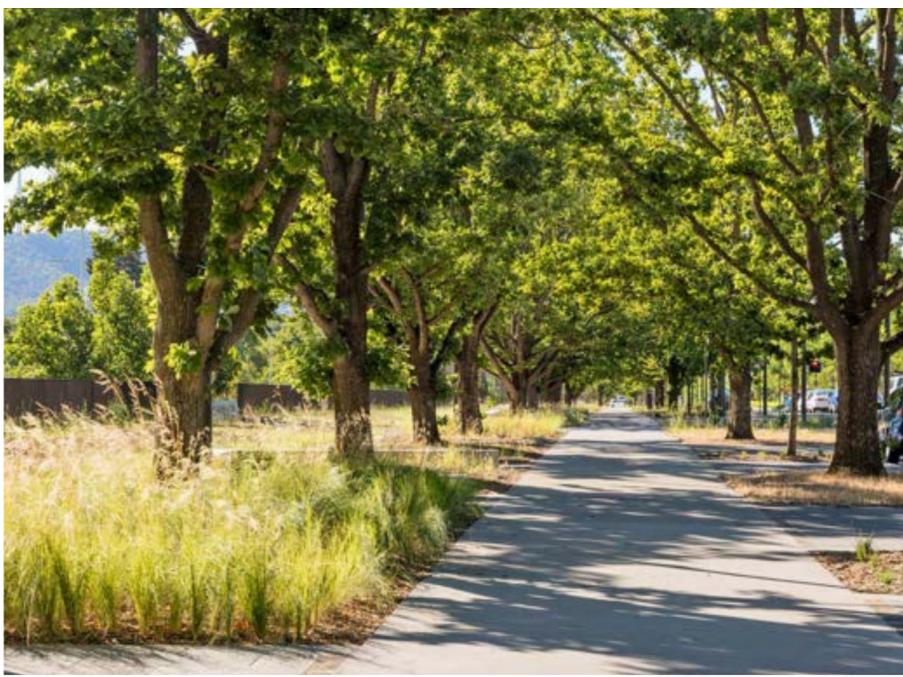
SUNNY LANDS



ZUCKER NATURAL EXPLORATION AREA



THE NEWT IN SOMERSET



CONSTITUTIONAL AVENUE, CANBERRA



CLARK ART INSTITUTE

WHAT WE HEARD: GREATER MULTI-MODAL CONNECTIONS

link pedestrians & cyclists to OBG & Garver along Sugar Avenue

improve neighborhood connections

separate parking from Sugar Avenue

provide direct access to garden via Atrium

welcome visitors at multi-modal plaza

improve trail connectivity

BETTER BICYCLE CONNECTIONS

GARVER PATH

CAPITOL CITY TRAIL

Shared lane

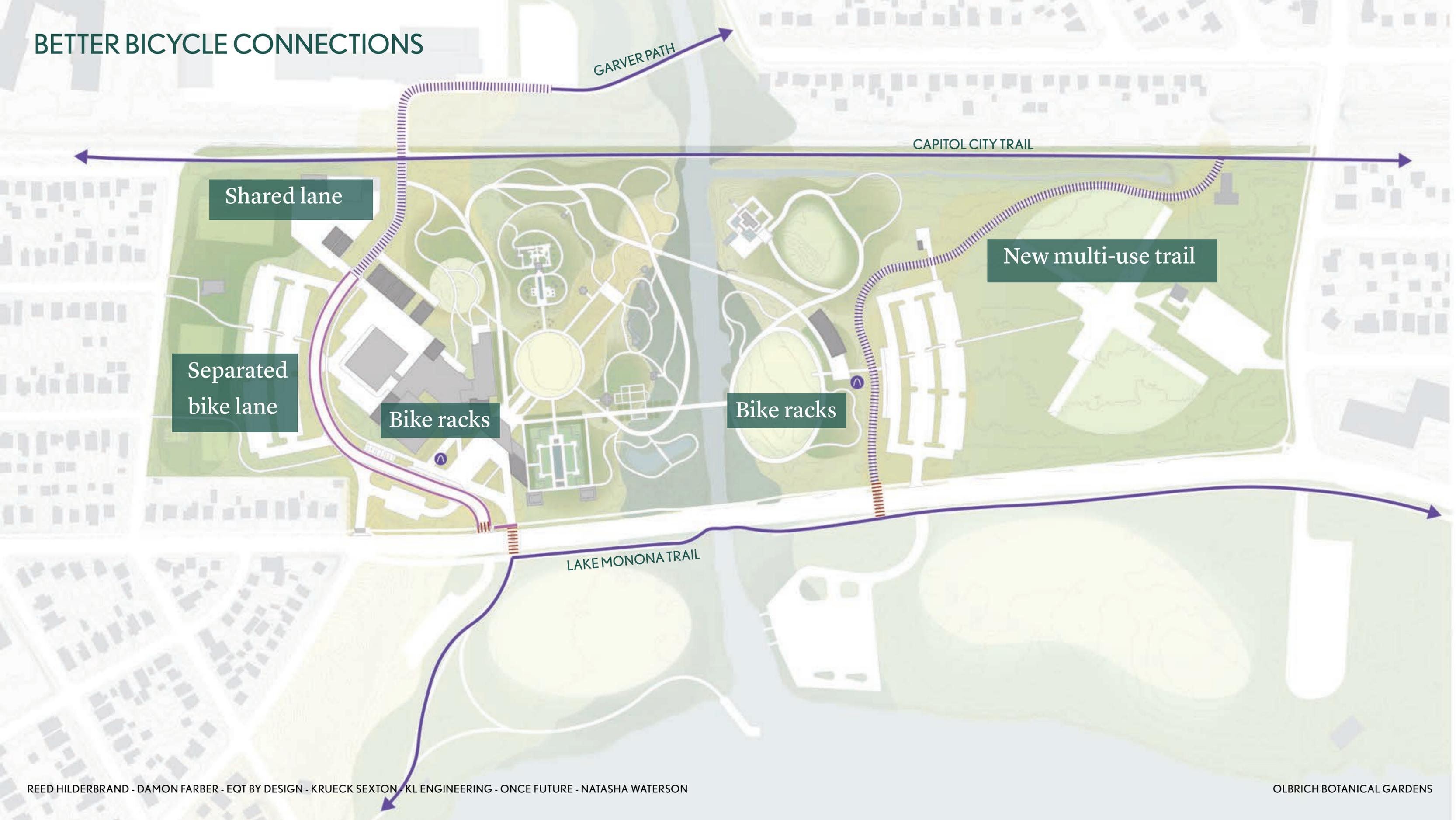
Separated bike lane

Bike racks

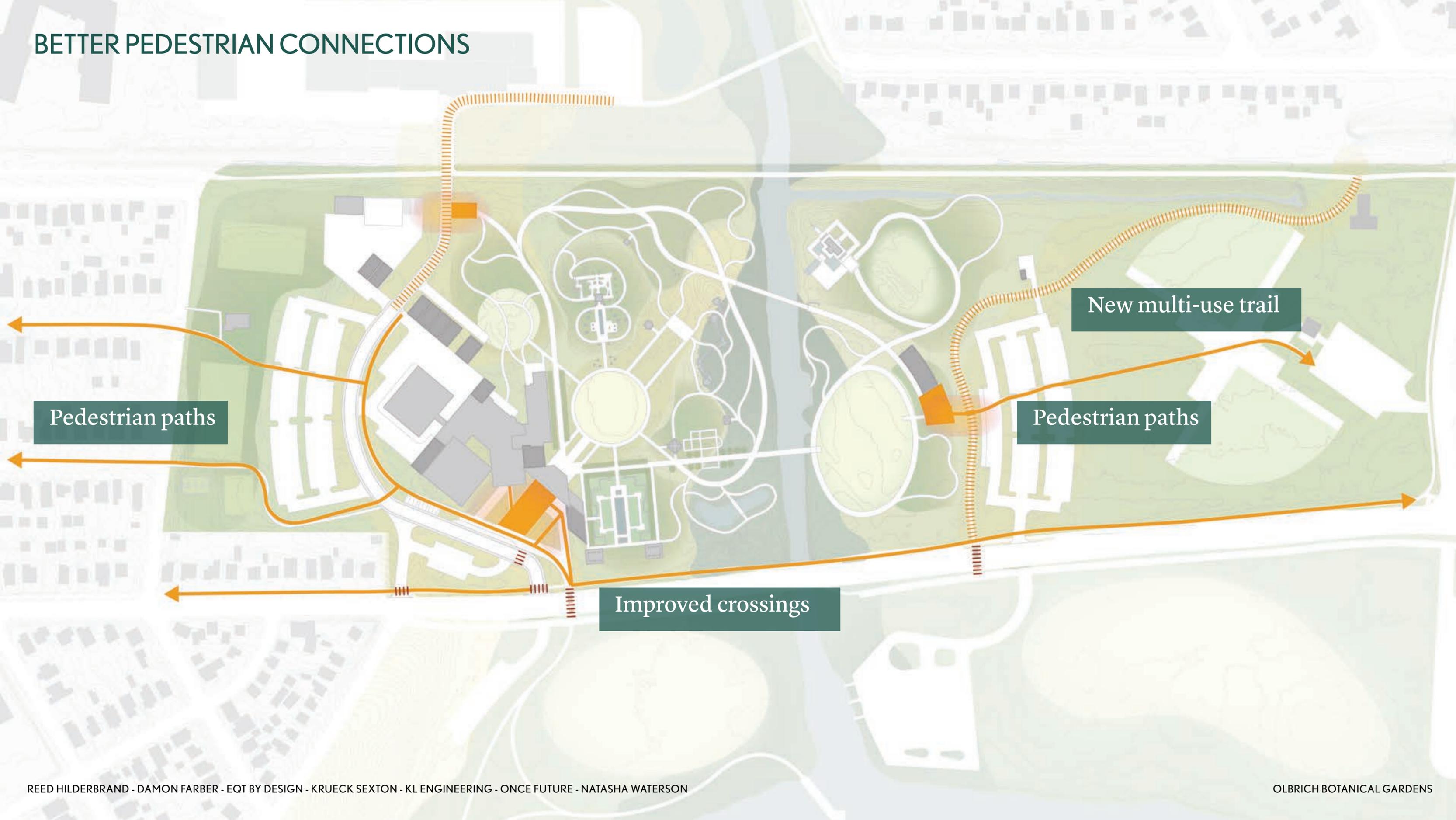
Bike racks

New multi-use trail

LAKE MONONA TRAIL



BETTER PEDESTRIAN CONNECTIONS



Pedestrian paths

New multi-use trail

Pedestrian paths

Improved crossings

SUGAR AVENUE IMPROVEMENTS

Shared pedestrian and bicycle

Separated bike lanes

Parking is separated from Sugar Avenue

New Entry
(open for events)



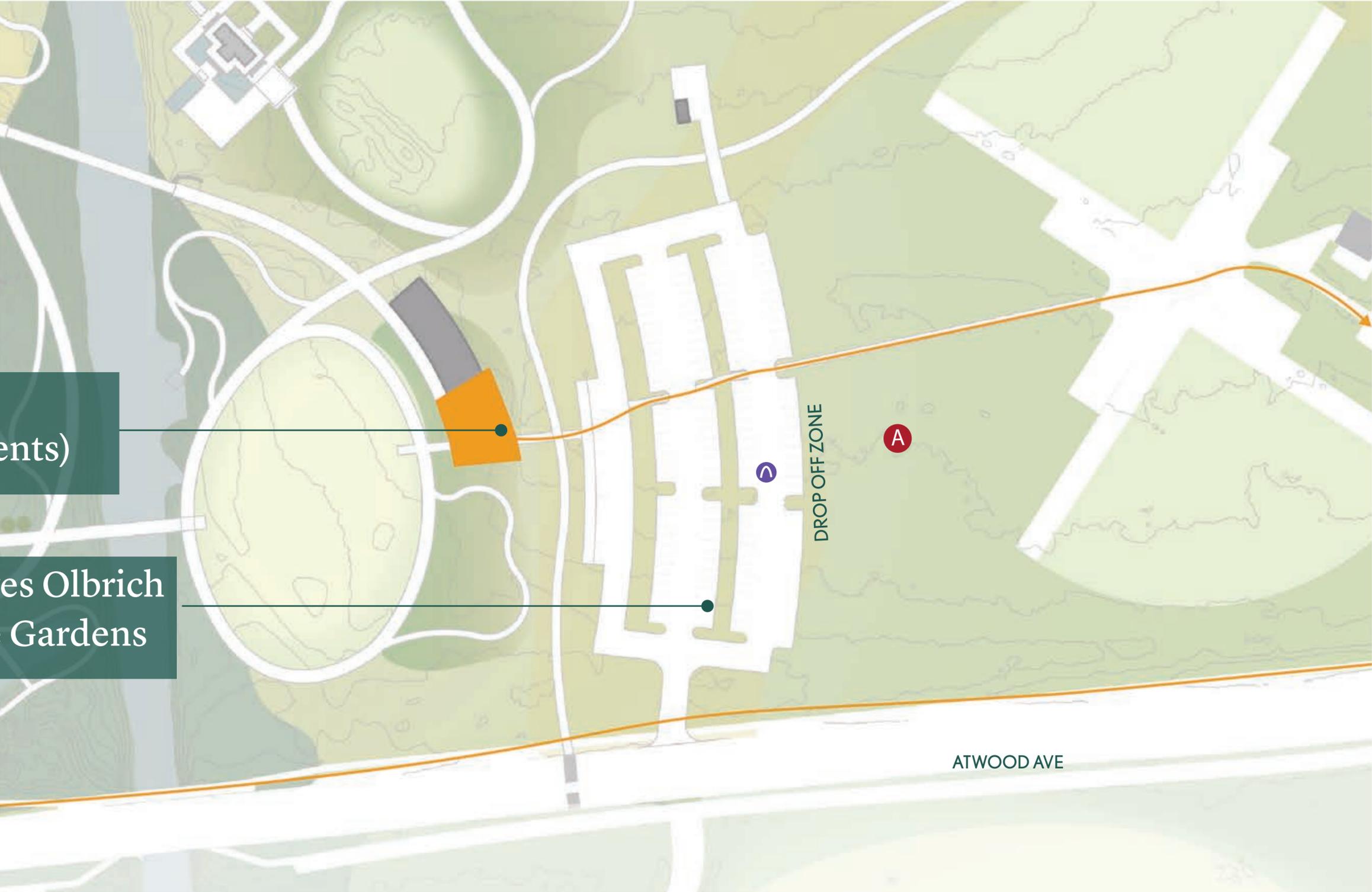
LEGEND

- PROPOSED SEPARATED BIKE LANE
- SHARED BIKE/PED
- ⤴ BIKE RACK LOCATIONS
- NEW PED SIDEWALK/TRAIL
- ||||| IMPROVED CROSSWALKS
- 🚌 BUS STOP
- A ACCESSIBLE PARKING

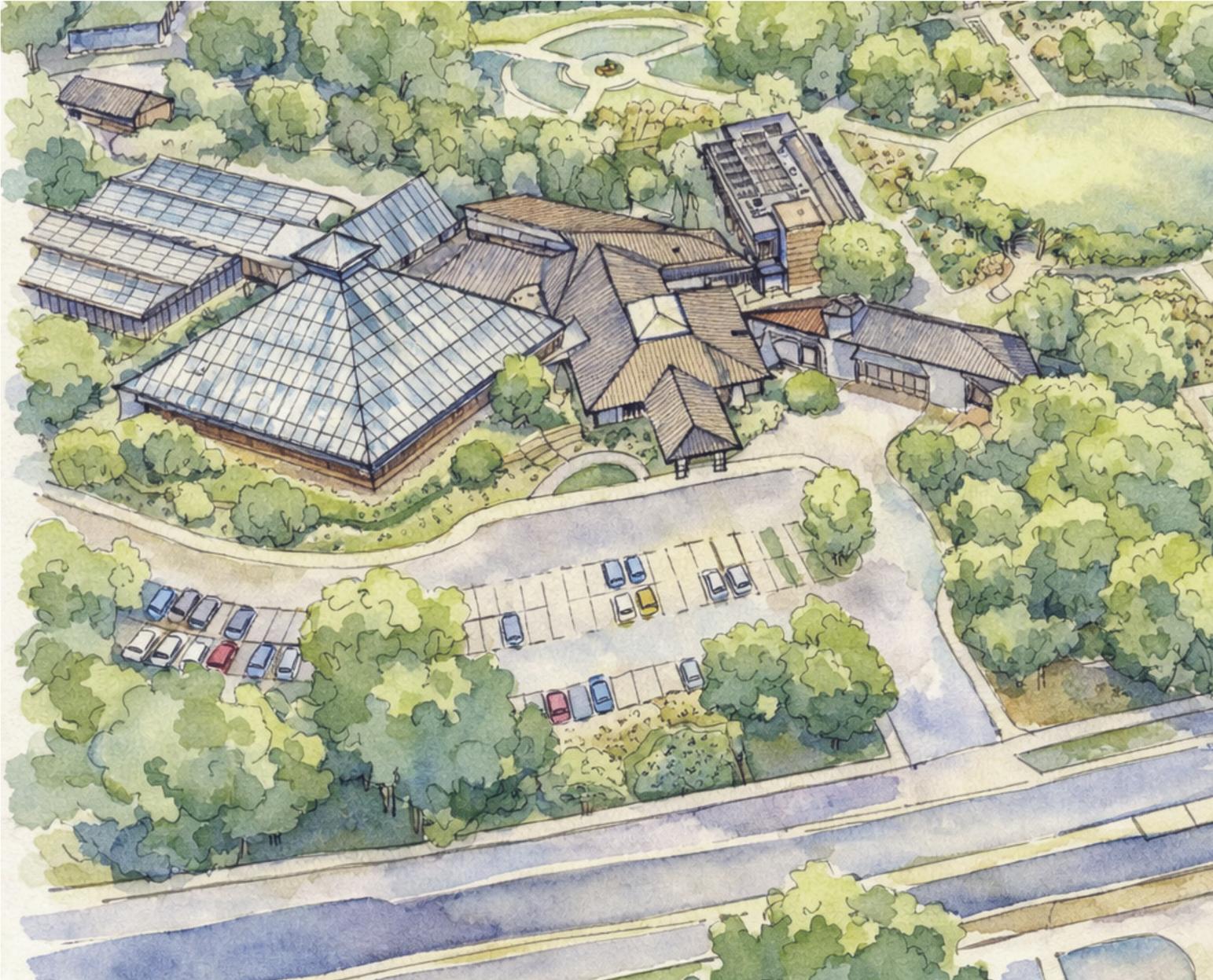
EAST SIDE ACCESS IMPROVEMENTS

New Entry
(open for events)

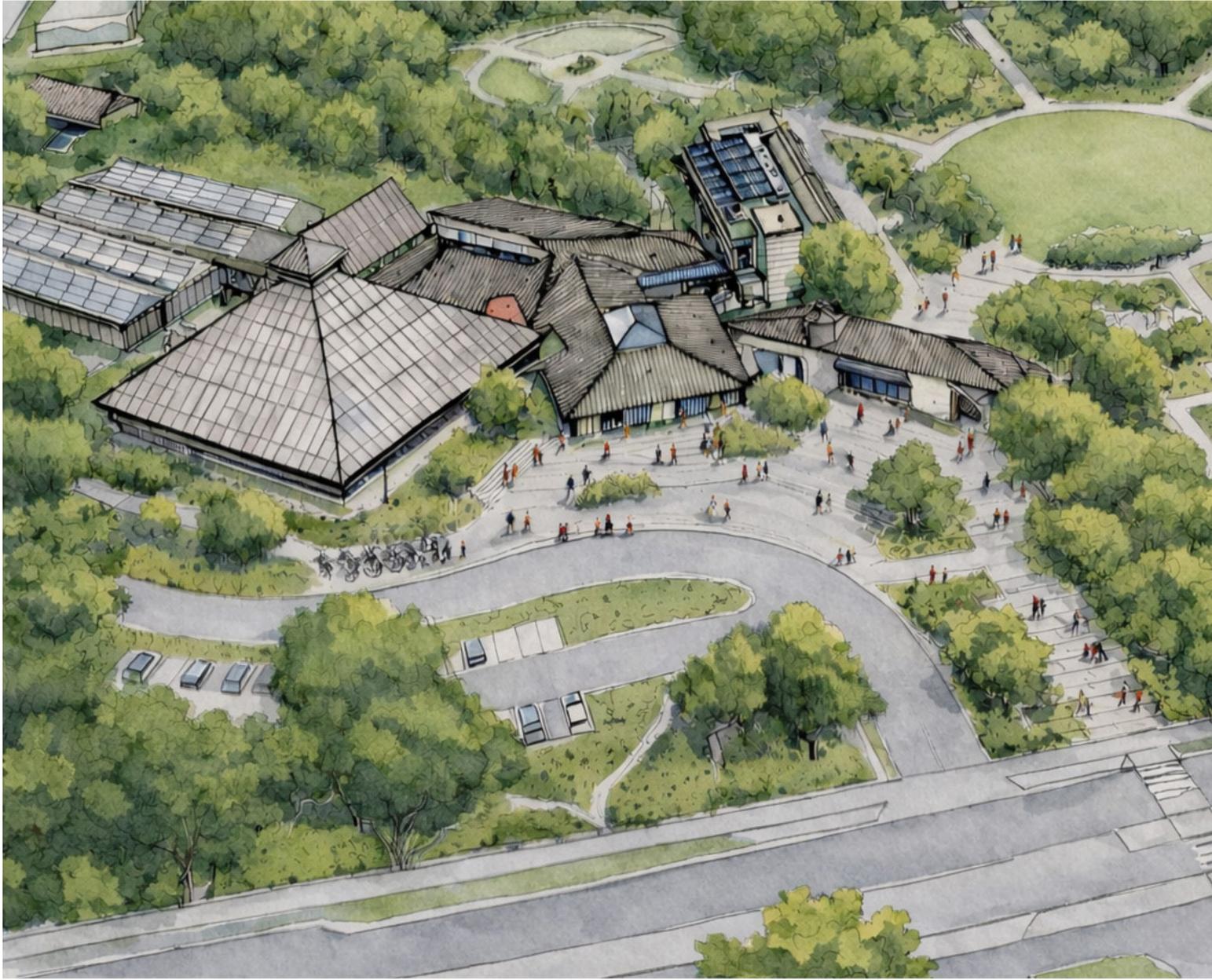
Parking serves Olbrich
Park and the Gardens



ENTRY EXPERIENCE



EXISTING CONDITIONS



IMPROVED ENTRY

IMPROVED ENTRY EXPERIENCE

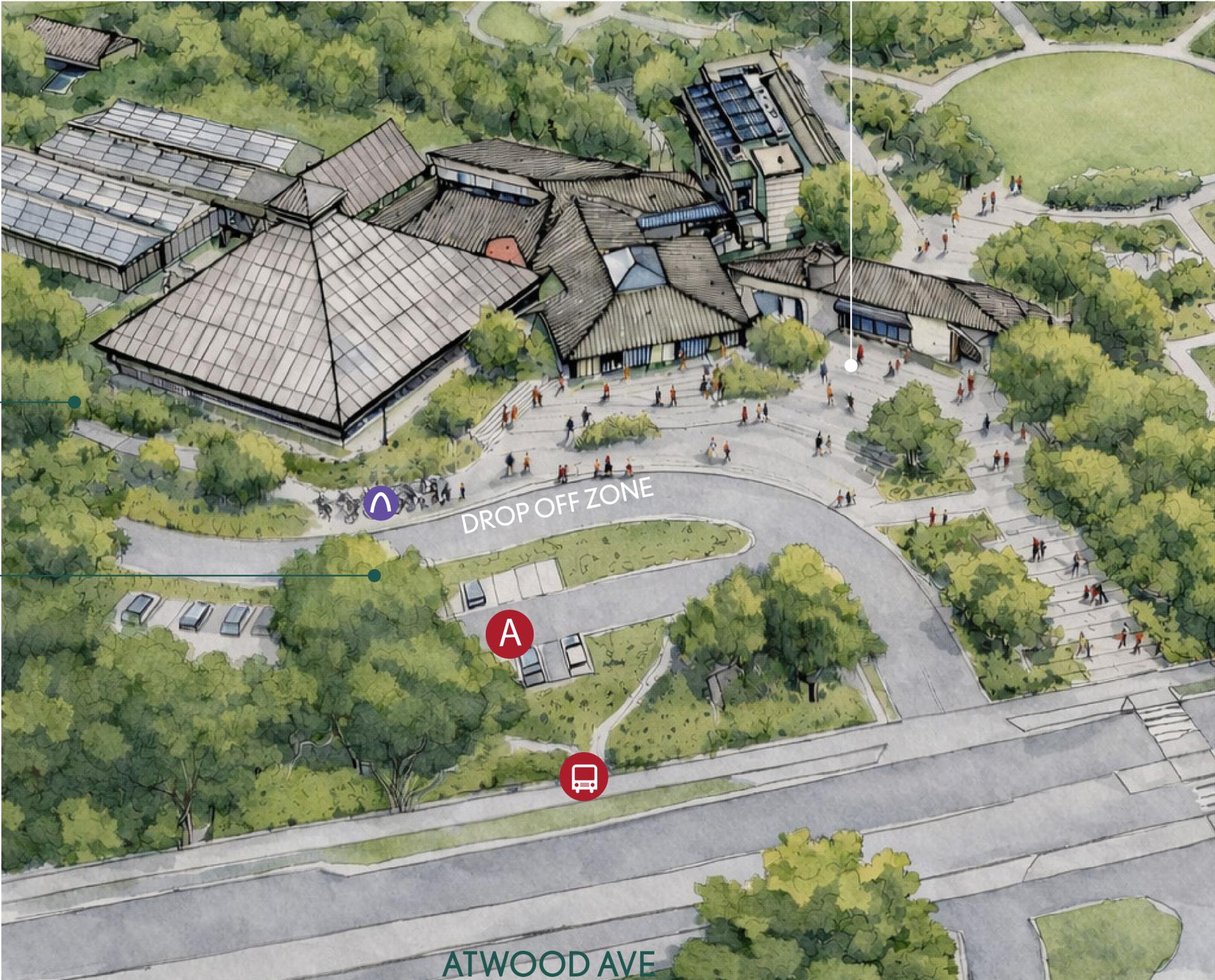
Separated entries

Sidewalk surrounded by planting

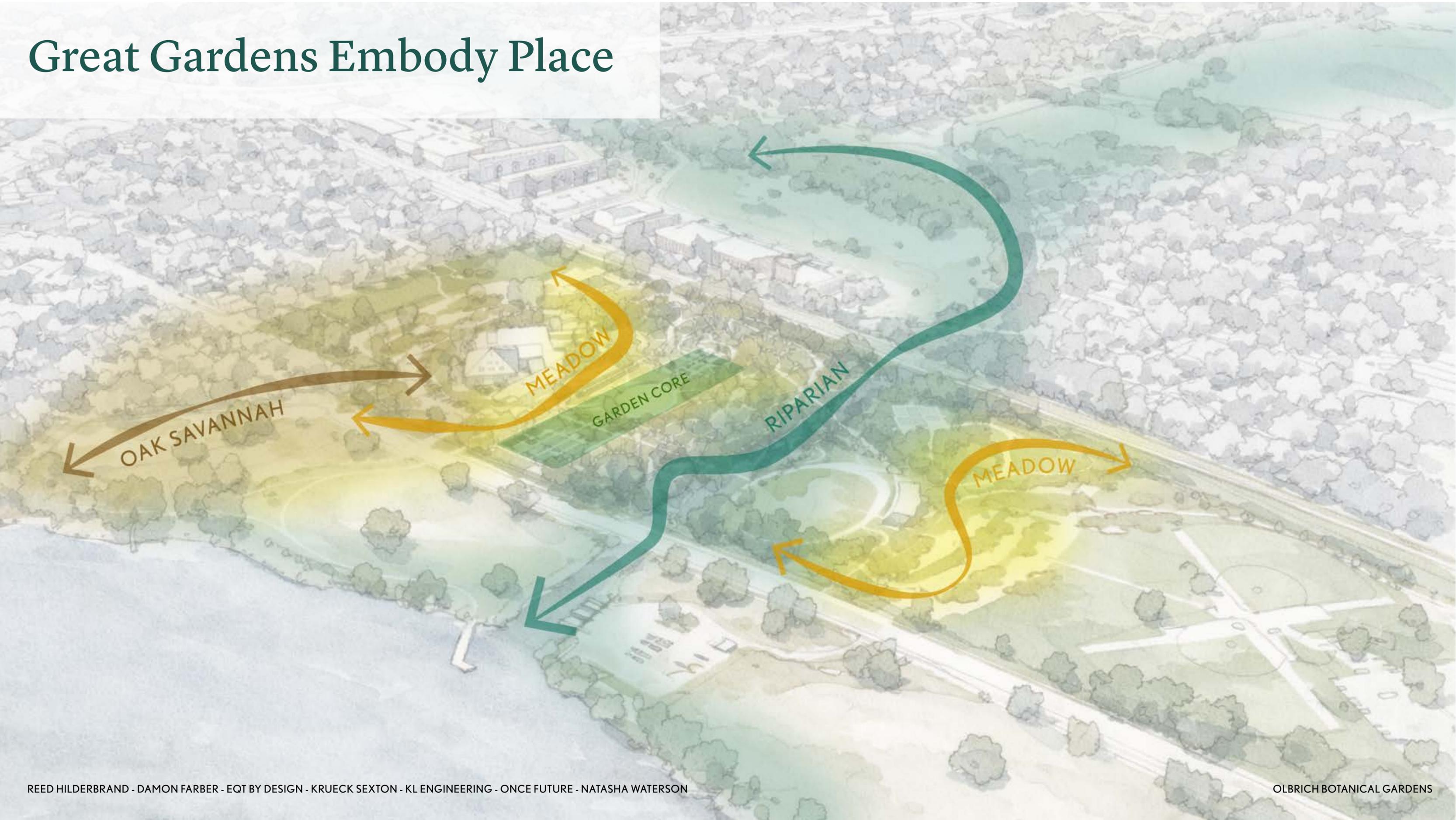
More planting
Less pavement

LEGEND

-  BIKERACKS
-  BUS STOP
-  ACCESSIBLE PARKING

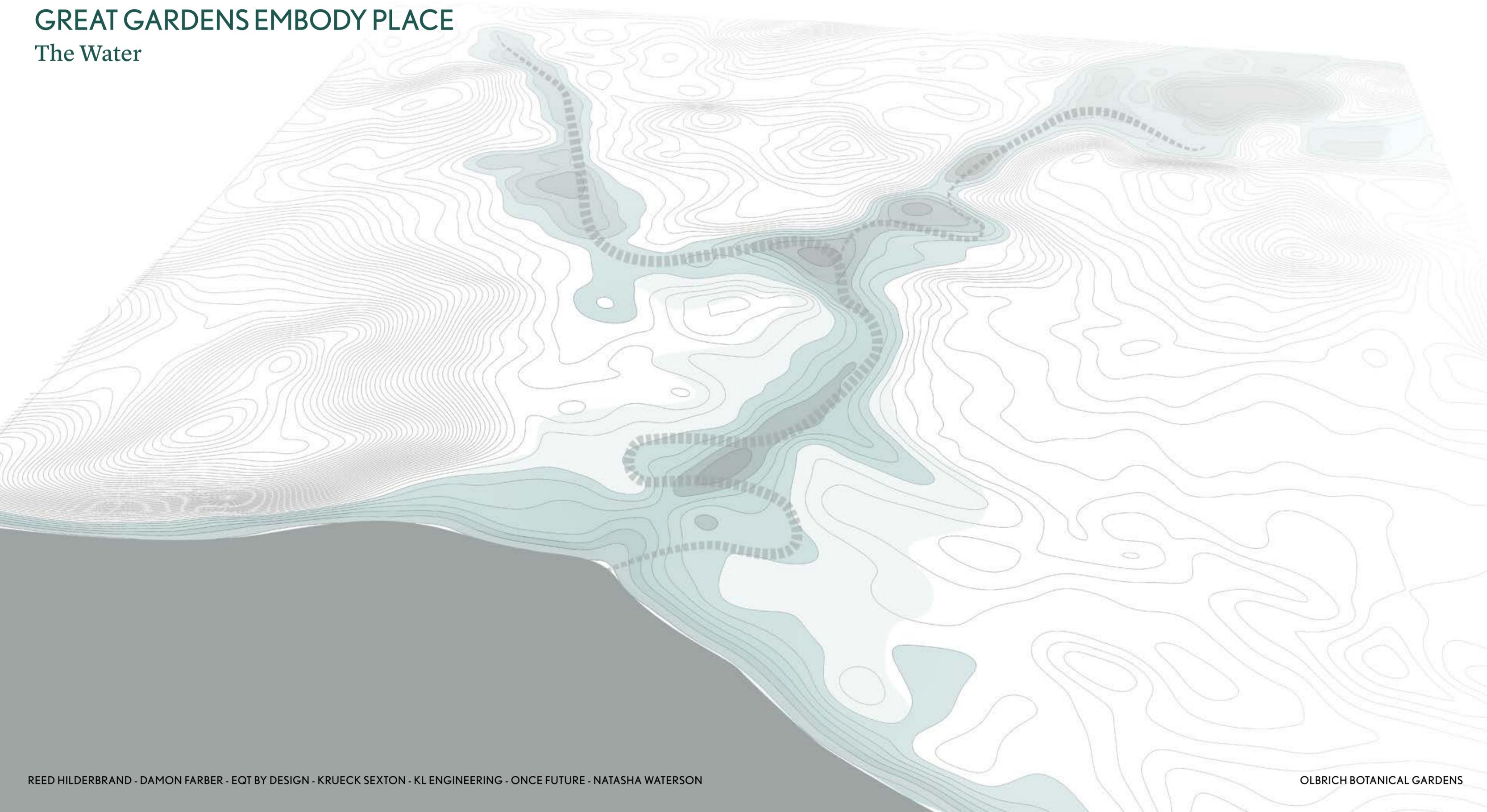


Great Gardens Embody Place



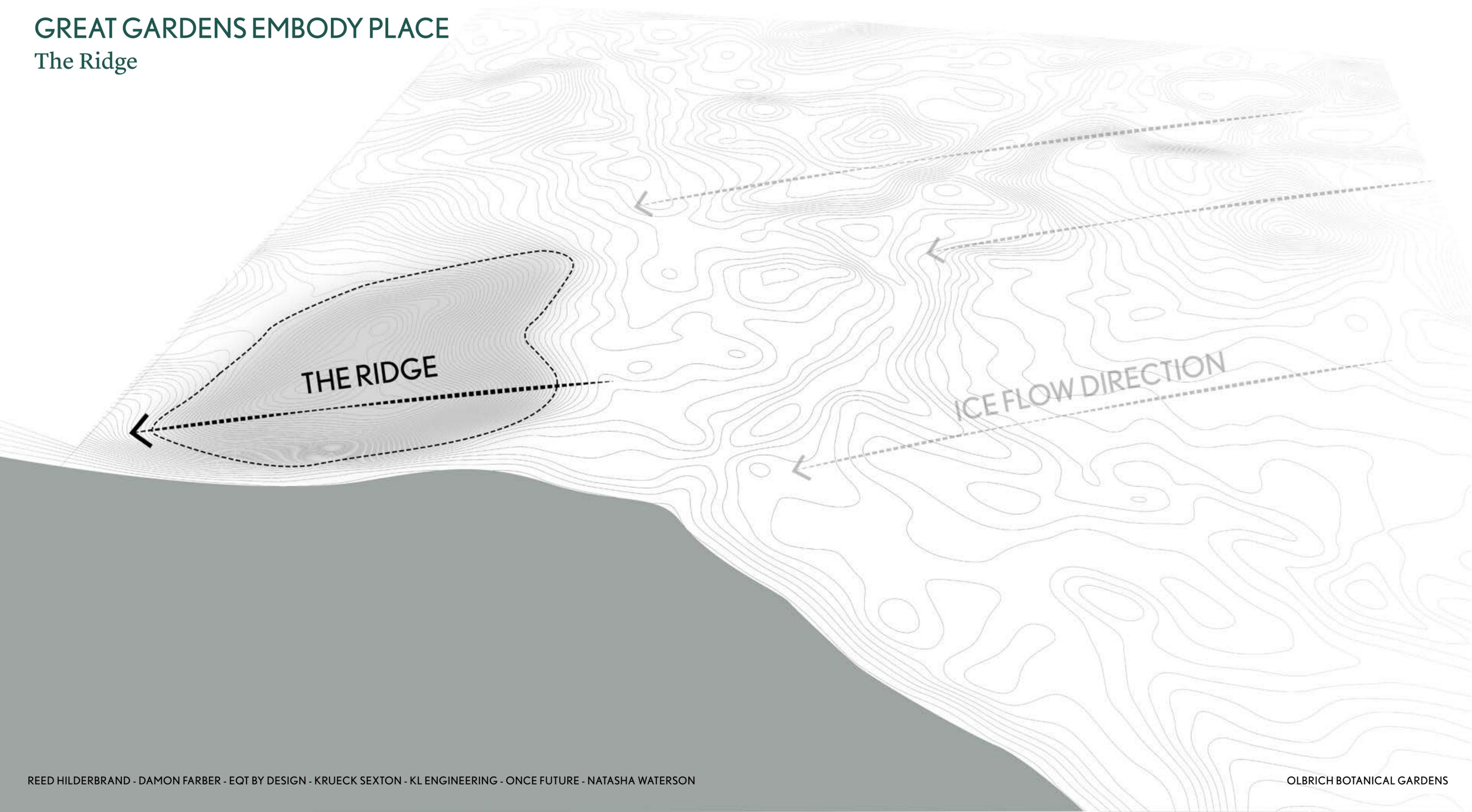
GREAT GARDENS EMBODY PLACE

The Water



GREAT GARDENS EMBODY PLACE

The Ridge



GREAT GARDENS EMBODY PLACE

City & Garden



GREAT GARDENS EMBODY PLACE

Gardens within Landscapes



OLBRICH BOTANICAL GARDENS



BLUE GARDEN



BLUE GARDEN



OLBRICH BOTANICAL GARDENS



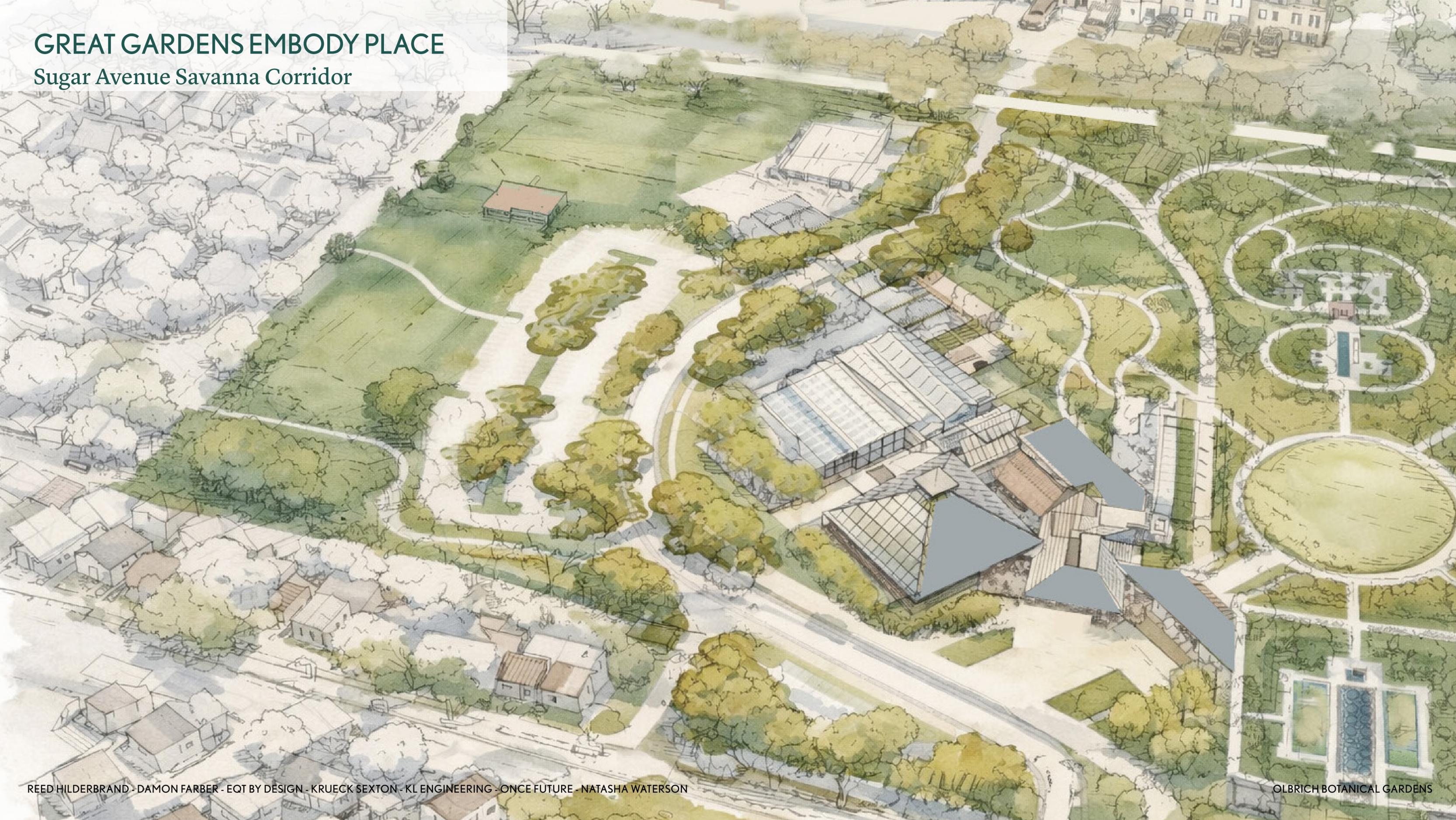
DUMBARTON OAKS



CHICAGO WILD MILE

GREAT GARDENS EMBODY PLACE

Sugar Avenue Savanna Corridor



GREAT GARDENS EMBODY PLACE

Starkweather Creek Riparian Woodland



Iconic Gardens

A Home for Memory and Discovery

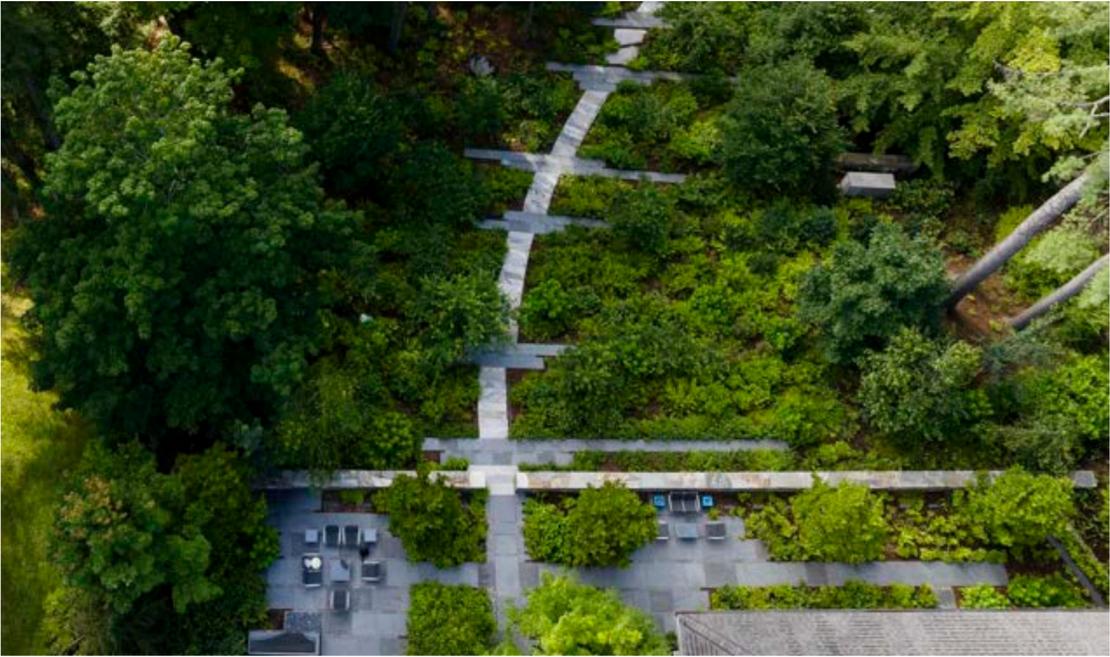


ICONIC GARDENS

Framed spaces and views



OLBRICH BOTANICAL GARDENS



OCCUM RIDGE



CASTLE DROGO



DUMBARTON OAKS



OLBRICH BOTANICAL GARDENS

WHAT WE HEARD: DESIRED PROGRAMS

playful / child focused garden

learning / demonstration gardens

self-guided learning opportunities

wetland garden and boardwalk along Starkweather

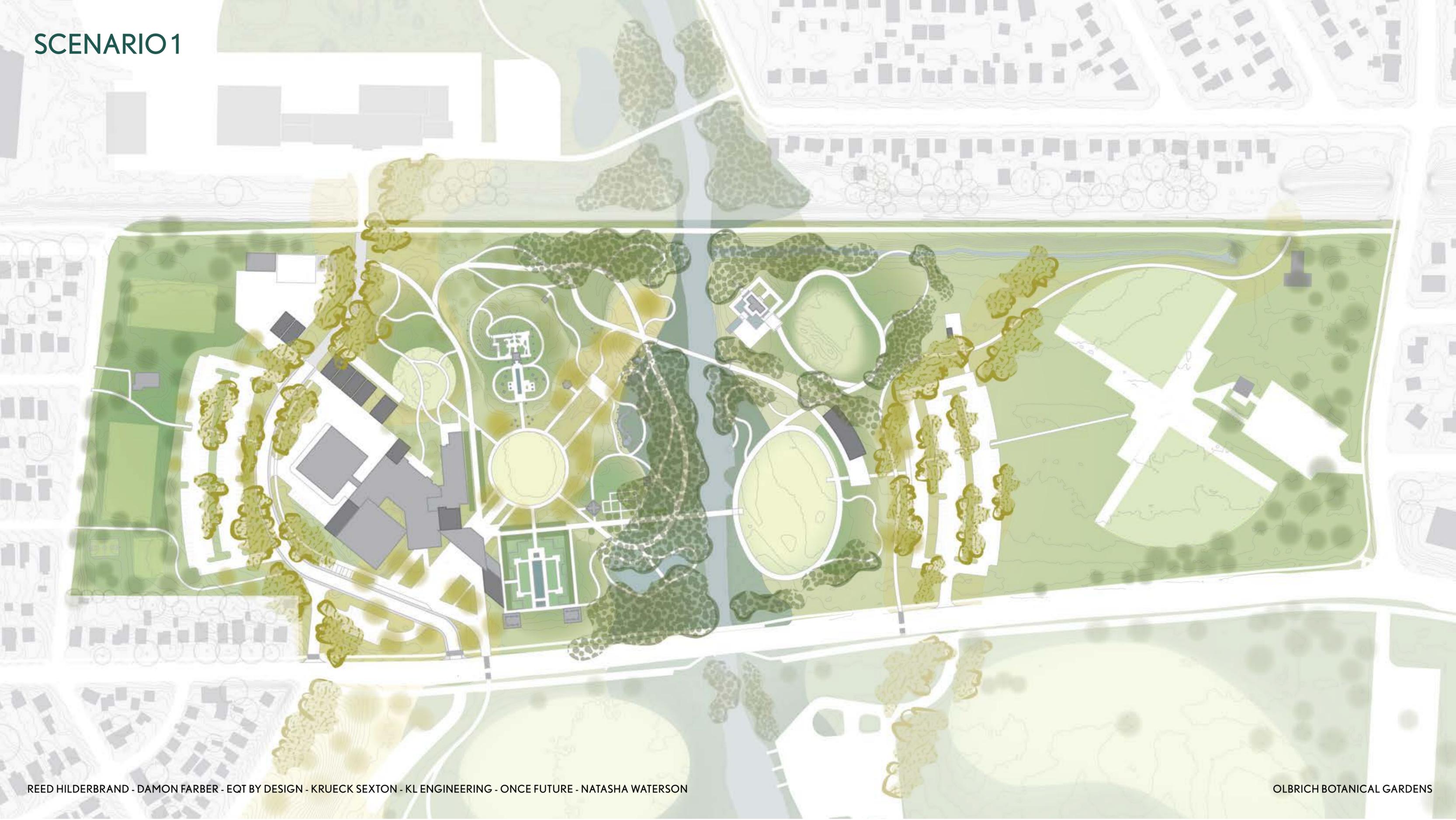
provide direct access to garden via Atrium

community event space

Top Guiding Principles:

- *Designing for Nature and Discovery*
- *Cultivate Resiliency and Sustainable Systems*

SCENARIO 1



SCENARIO 1

Garden East Side

Spring Garden

Event Garden

Wetland Garden/
Boardwalk

New Building/
Entry Plaza

Pollinator Garden/
Nature Play Area



SCENARIO 1

Garden Core



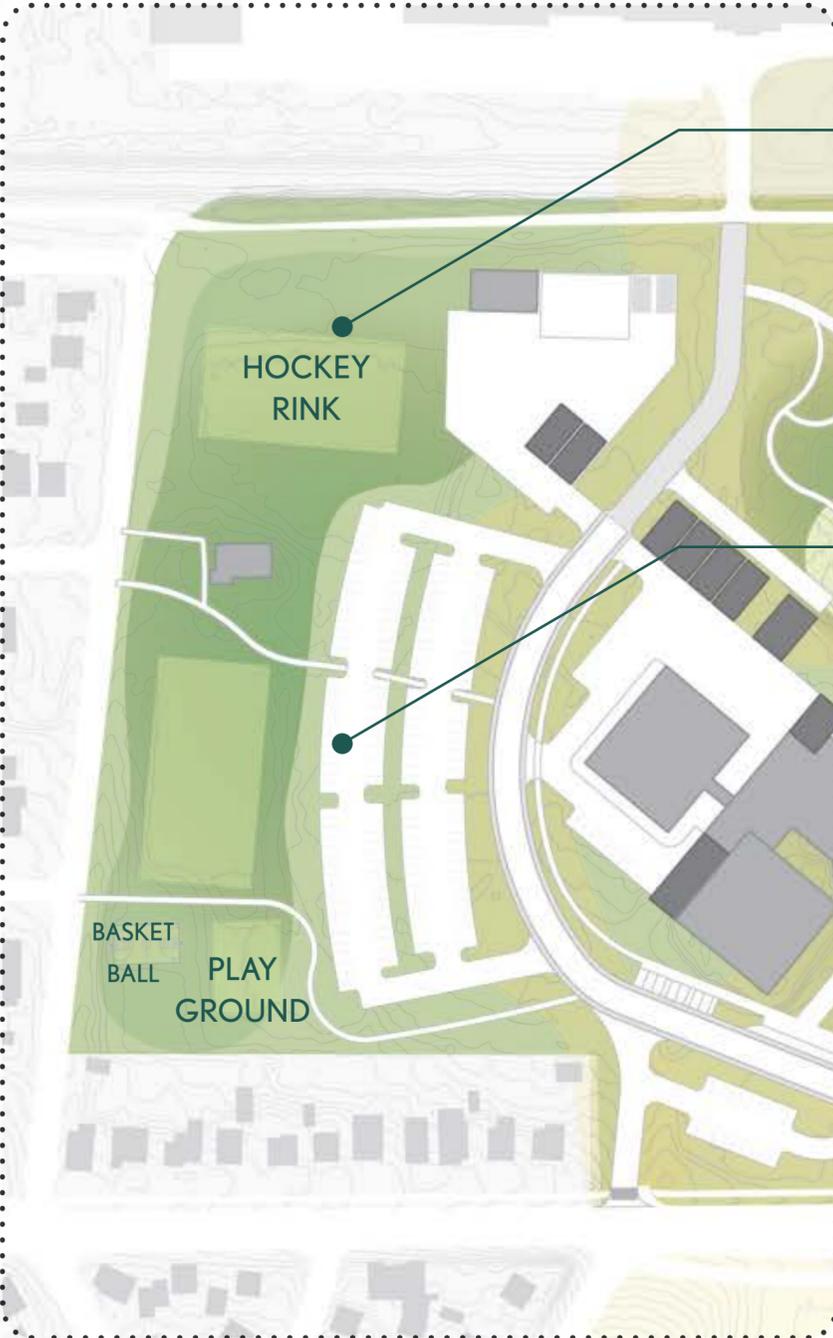
New Learning Garden (in place of Event Garden)

New Garden



SCENARIO 1

West Side & Sugar Avenue



Park amenities run along the edge of Olbrich Park. Playground and hockey rink are relocated.

Parking (220 spots) is separated from Sugar Ave and reconfigured running north/south direction.

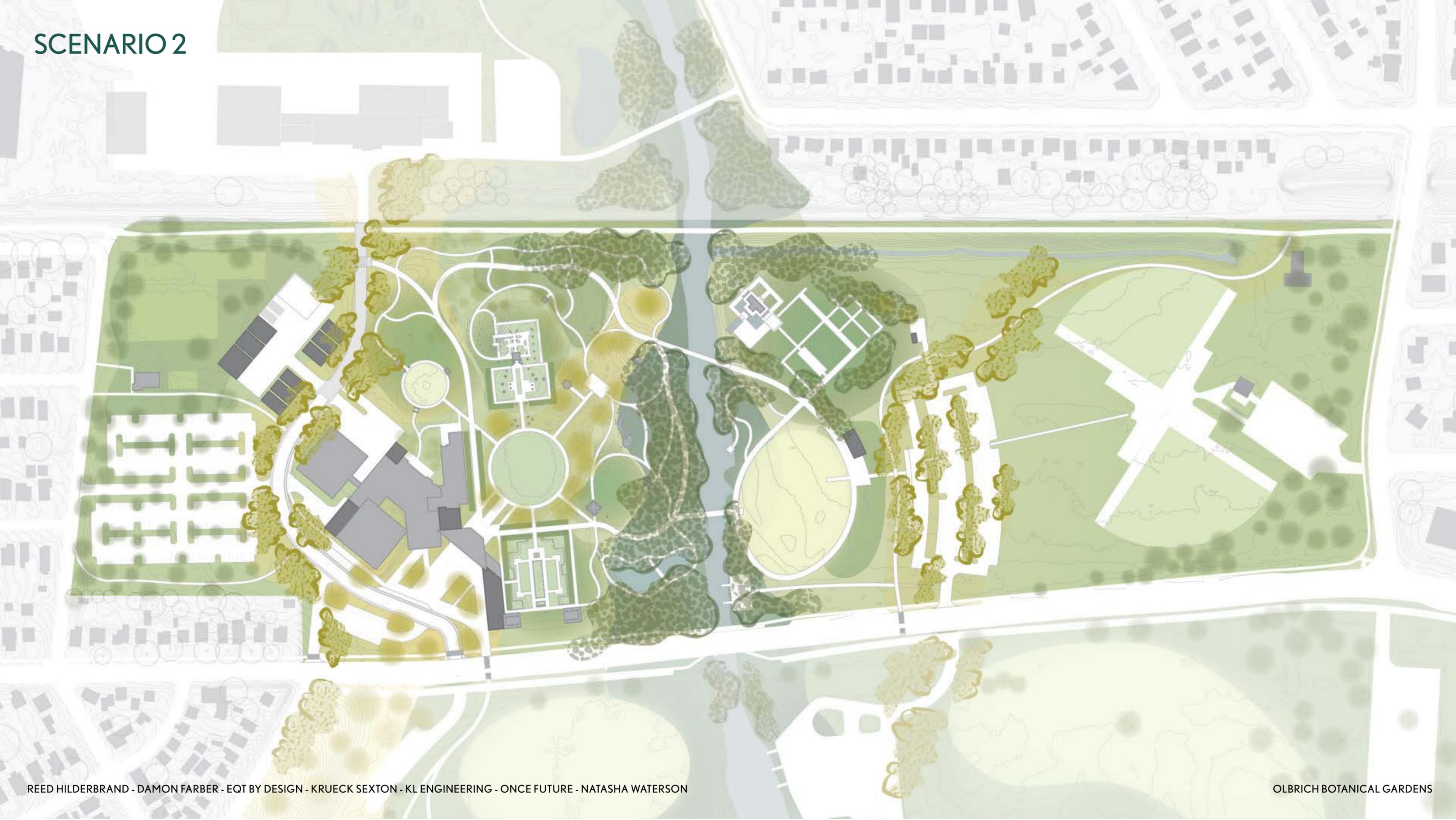
SCENARIO 1 PARKING

West Side & Sugar Avenue

The image is a site plan for the Olbrich Botanical Gardens, showing various buildings, paths, and green spaces. A specific area on the left side of the plan is highlighted with a dashed white border. Within this area, a dark grey rectangular shape represents a potential parking structure. A line connects this structure to a text box on the right. The text box contains information about the parking structure's capacity and its impact on the total number of parking spots.

A potential parking structure (160 spots) could replace 105 ground parkings spots for a net gain of 55 spots. The total number of parking spots would be 275 spots.

SCENARIO 2



SCENARIO 2

Garden East Side

- Edible Garden
- Wetland Garden/ Boardwalk
- Nature Play Area
- Pavillion/Entry Plaza
- Learning Garden



SCENARIO 2

Garden Core

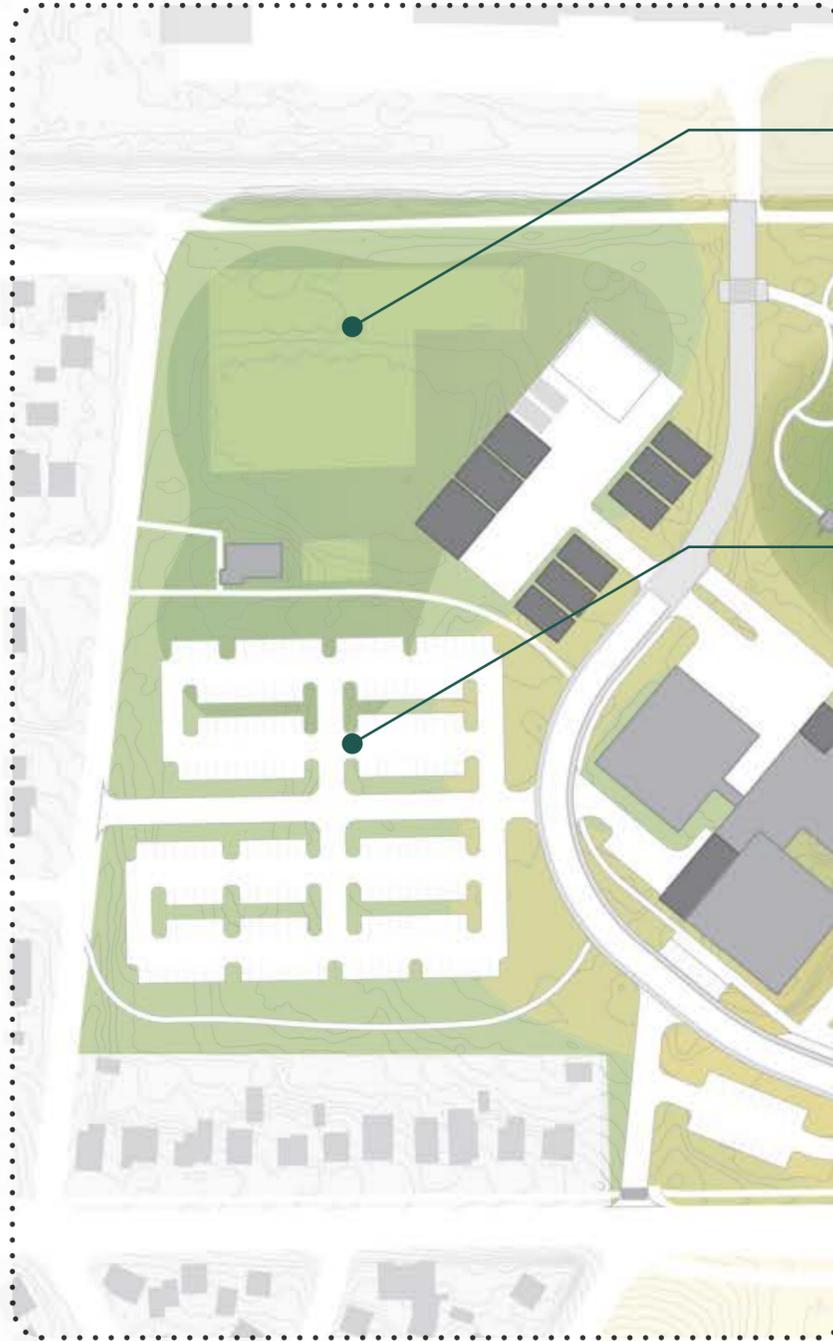


Renovated Event Garden

New Garden

SCENARIO 2

West Side & Sugar Avenue



Park amenities are concentrated on the north side of Olbrich Park adjacent to the Capital City Trail. The basketball court, playground, and hockey rink are relocated.

Parking (235 spots) is separated from Sugar Avenue and reconfigured with an additional entry/exit drive on Garrison Street.

SCENARIO 2 PARKING

West Side & Sugar Avenue



A potential parking structure (160 spots) could replace 100 ground parkings spots for a net gain of 60 spots. The total number of parking spots would be 295 spots.

FACILITIES

NEEDS

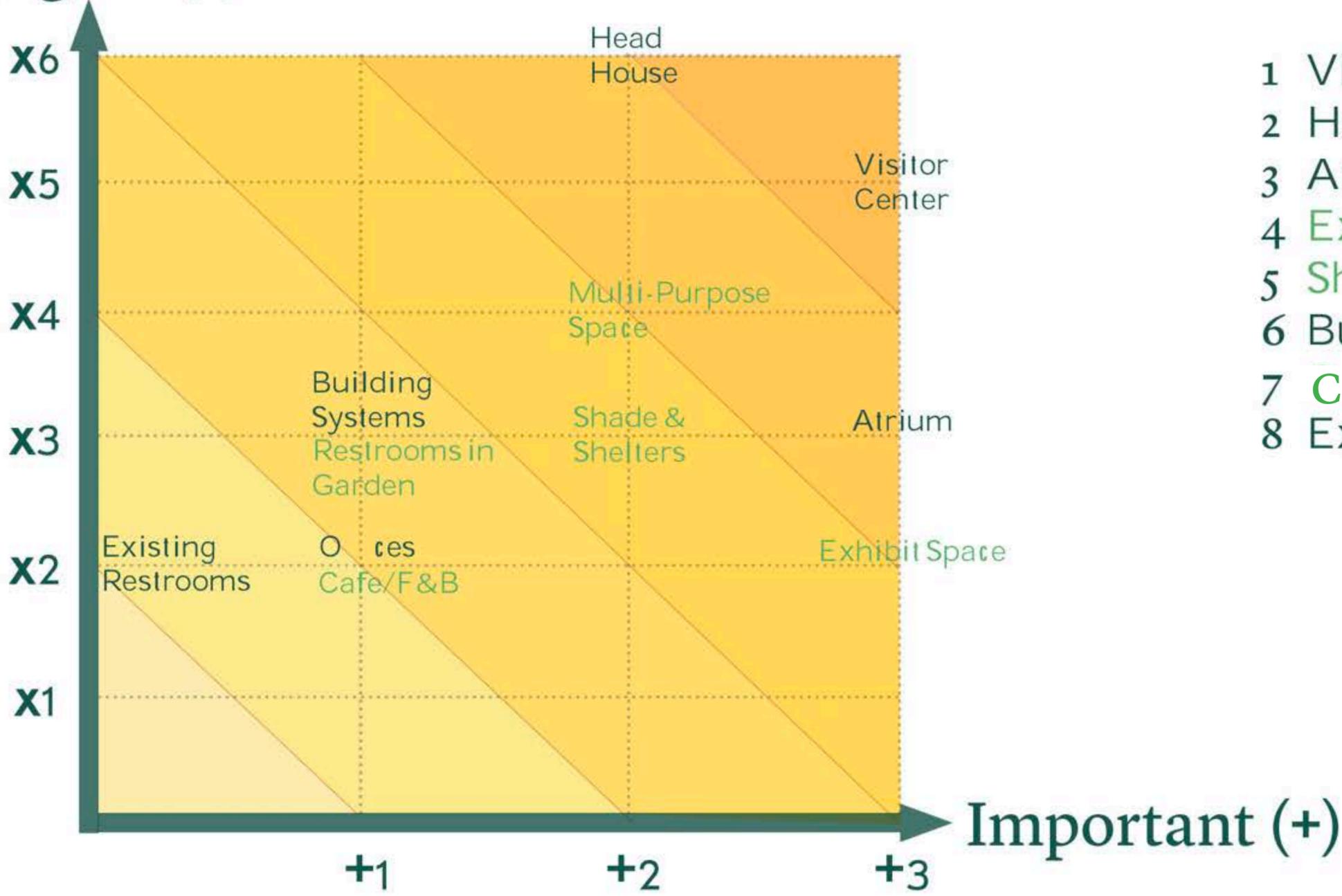
What we heard

Atrium
Shade & Shelters
Visitor Center
Exhibit Space
Multi-Purpose Space
Building Systems
Restrooms in Garden
Existing Restrooms
Head House
Offices
Cafe/F&B

PRIORITIES

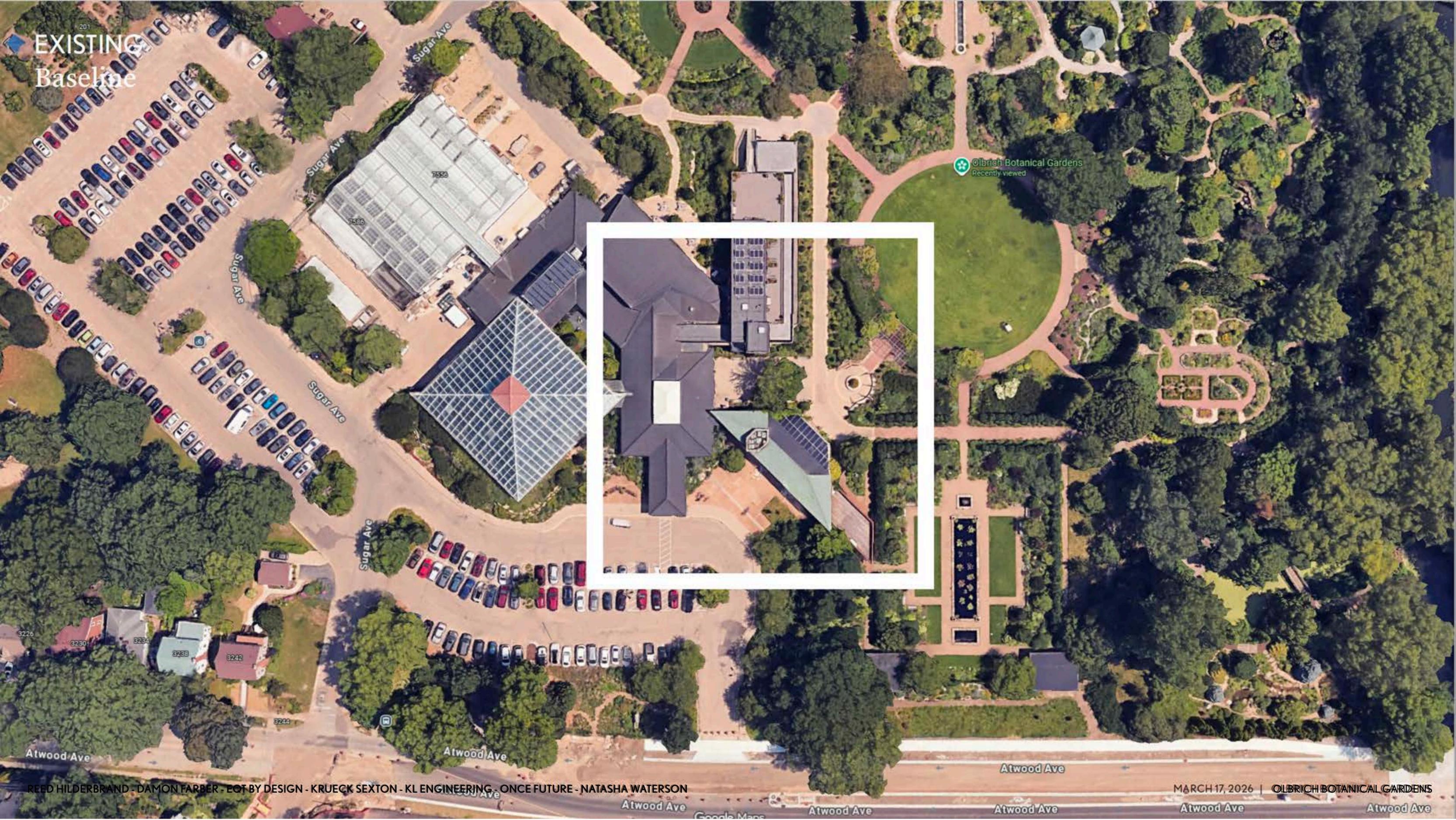
Urgent x Important

Urgent (x)



- 1 Visitor Center
- 2 Head House
- 3 Atrium
- 4 Exhibit Space, Multi-Purpose Space
- 5 Shade & Shelters
- 6 Building Systems, Restrooms in Garden
- 7 Cafe/F&B, Offices
- 8 Existing Restrooms

201
EXISTING
Baseline



Olbrich Botanical Gardens
Recently viewed

Sugar Ave

Sugar Ave

Sugar Ave

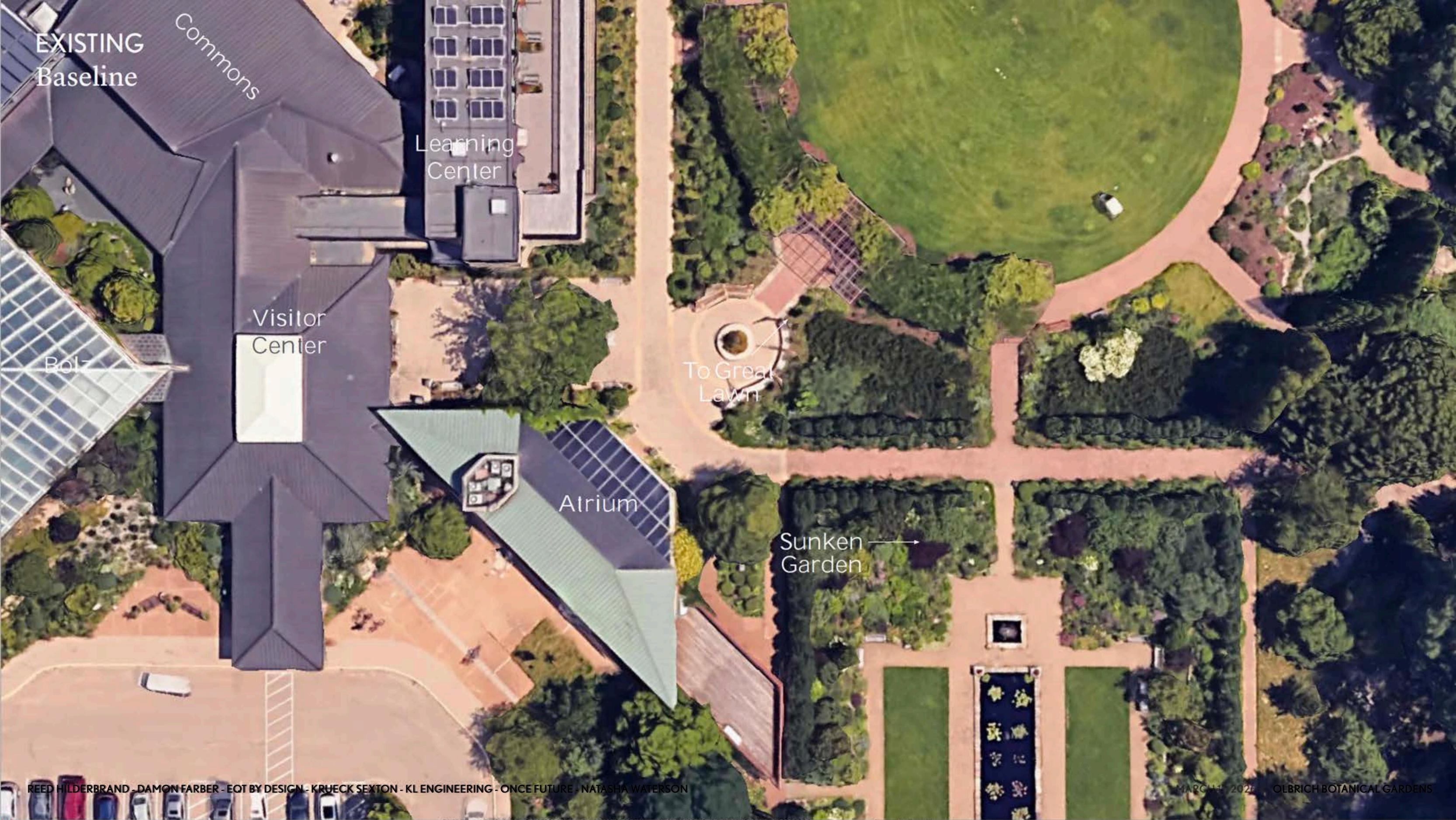
Sugar Ave

Atwood Ave

REED HILDERBRAND - DAMON FARBER - POT BY DESIGN - KRUECK SEXTON - KL ENGINEERING - ONCE FUTURE - NATASHA WATERSON

MARCH 17, 2026 | OLBRICH BOTANICAL GARDENS

Google Maps



EXISTING
Baseline

Commons

Learning
Center

Visitor
Center

Bol-

To Great
Lawn

Atrium

Sunken
Garden

**EXISTING
Baseline**

Commons

Learning
Center

Visitor
Center

Bolz

Atrium

To Great
Lawn

Sunken
Garden

EXISTING
Baseline

Commons

Learning
Center

Visitor
Center

Bolz

To Great
Lawn

Atrium

Sunken
Garden

Current Visitor Experience

- Visitor
- Exhibit
- Rental, Multi-Purpose

EXISTING
Baseline

Commons

Learning
Center

Bolz

Visitor
Center

To Great
Lawn

Atrium

Sunken
Garden

Hyper-functional Visitor Center

- Visitor
- Exhibit
- Rental, Multi-Purpose

OPPORTUNITIES
More & Clear

Rental/
Multipurpose

Learning
Center

**More offerings &
Clear paths**

Exhibit

Bolz

Store

To Great
Lawn

Visitor

Sunken
Garden

- Visitor
- Exhibit
- Rental, Multi-Purpose

Cafe/
Multipurpose

OPPORTUNITIES
More & Clear

Rental/
Multipurpose

Learning
Center

Exhibit

Store

To Great
Lawn

Bolz

Visitor

Sunken
Garden

Cafe/
Multipurpose

- Visitor
- Exhibit
- Rental, Multi-Purpose

For the Visitors:
Confident & Welcoming

OPPORTUNITIES
More & Clear

Rental/
Multipurpose

Learning
Center

Exhibit

Store

To Great
Lawn

Visitor

Sunken
Garden

Bolz

- Visitor
- Exhibit
- Rental, Multi-Purpose

Cafe/
Multipurpose

For Convenience:
Exhibits & Giftshops
Bolz Conservatory

OPPORTUNITIES
More & Clear

Rental/
Multipurpose

Learning
Center

Exhibit

Store

To Great
Lawn

Visitor

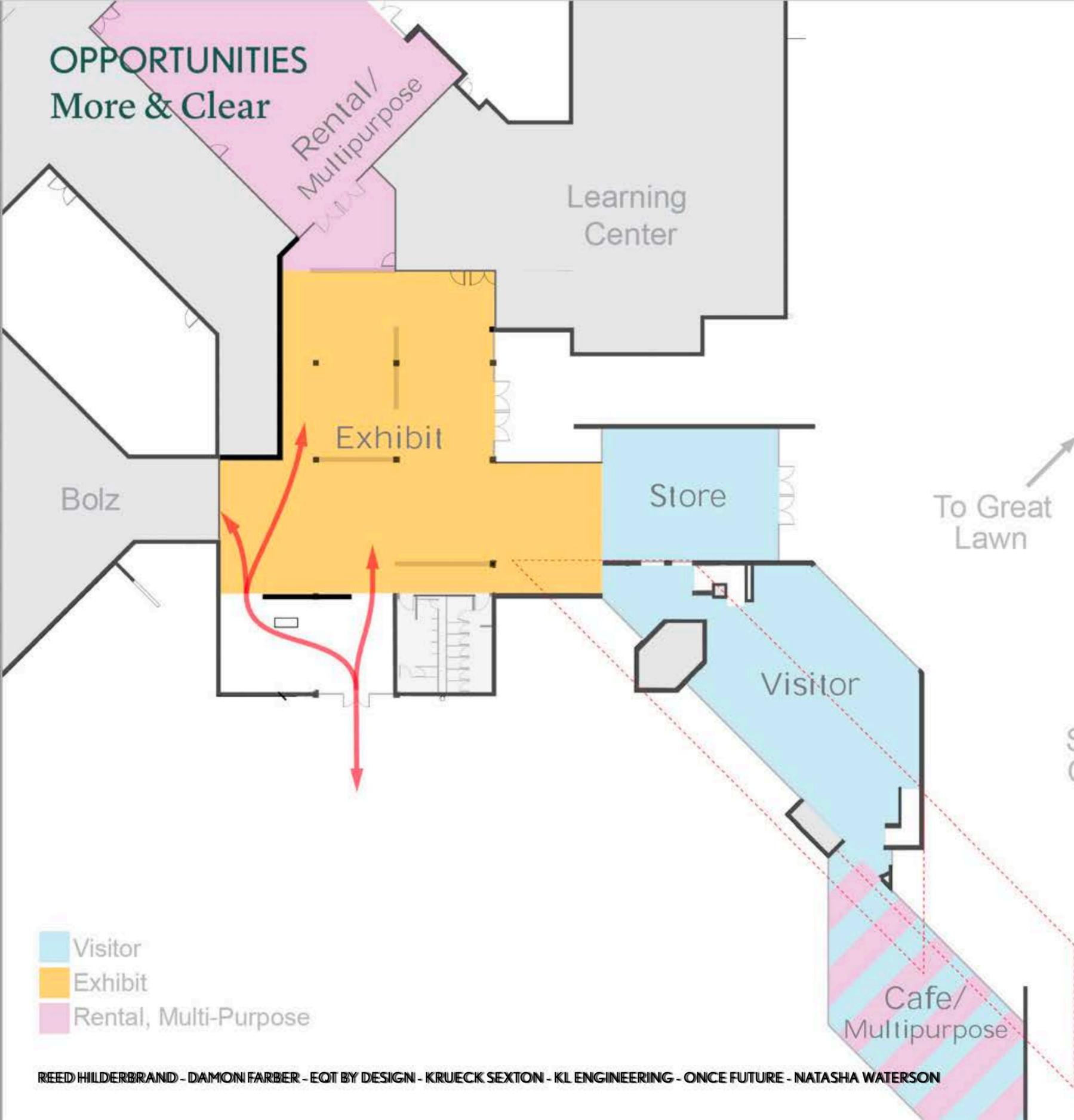
Sunken
Garden

Cafe/
Multipurpose

Bolz

- Visitor
- Exhibit
- Rental, Multi-Purpose

For Comfort: Cafe (Multi-purpose)



Practical Entry: Bolz Conservatory Wedding Guests School Groups

SUSTAINABILITY

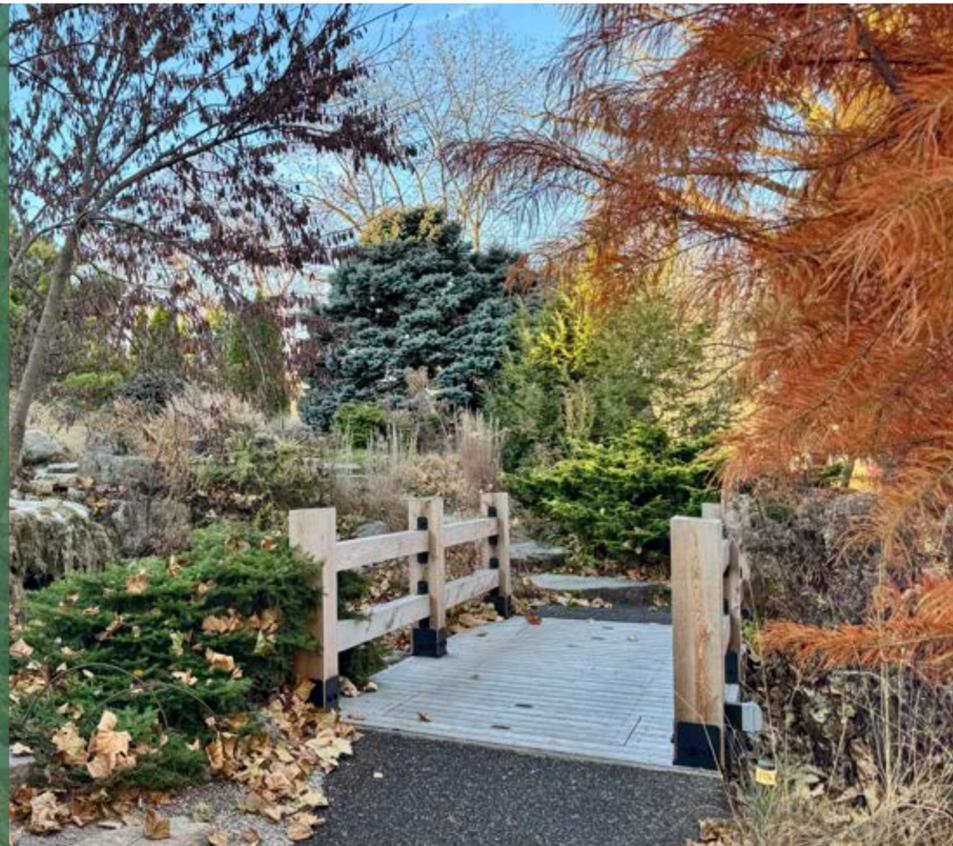
Birch
Betula papyrifera
115 Columbia Greenhouse

SUSTAINABILITY GOALS

Olbrich Botanical Gardens

The sustainability goals are a holistic approach to address climate action and resilience through our gardens, infrastructure, community, and beyond.

With a history of being a leader in sustainable horticulture at Olbrich this sustainability section aims to bring other focus areas up to a similar level of sustainability through measurable performance.



OVERARCHING SUSTAINABILITY GOALS

Sub-Categories

Overarching Sustainability Goals

Continuing as a leader to the City, State, and Region in sustainable landscapes, design, and living.

The Sustainability Goals are further organized into the following major sub-categories below:

- Buildings, Decarbonization, Energy
- Ecosystems & Gardens
- Transportation, Access, Infrastructure
- Water

Goals

Align with City of Madison Sustainability Goals
Continue to align and coordinate with the City of Madison's Sustainability Plan. Plan to meet or exceed the city's broader goals and targets.



Sites Certification at New Development
At expansion areas of the gardens track and target at minimum Sites Gold Certification.



Utilize & track data with the Phipps Climate Toolkit

- Landscapes & Horticulture - in process
- Water - in process
- Buildings & Energy - Add Category
- Investments - Add Category
- Transportation - Add Category
- Waste - Add Category



BUILDINGS, DECARBONIZATION, ENERGY

To address the largest source of Scope I (Direct) & II (Indirect) emissions at Olbrich this section creates a plan for targeted reductions.

First understand the current Scope I & II emission data at Olbrich compared to a baseline or benchmark.

Second develop reachable goals in the following priority order:
1. Building efficiency improvements
2. Decarbonization
3. Energy transition



ECOSYSTEMS & GARDENS

'Right Plant, Right Place'
Essential to the health of the Olbrich is how the gardens fit within and can positively contribute to the health of adjacent ecosystems.

As a leader in sustainable horticulture for the local and larger region Olbrich has the opportunity to be a living laboratory for whole systems learning through their sustainable practices.

Installation examples and plant sales at Olbrich can illustrate real-time climate resilience approaches in action.



BUILDINGS, DECARBONIZATION, ENERGY

Buildings	Goals	Action Items
<ul style="list-style-type: none"> Existing New + Major Renovations 	<ul style="list-style-type: none"> Reduce existing building energy consumption by 30% from current use. New buildings & major renovation projects shall achieve at minimum LEED platinum certification. 	<ul style="list-style-type: none"> Procure a study to develop a building Energy Conservation Measures Plan. Identify savings for each building: <ul style="list-style-type: none"> • Building facade (walls, windows, roofs) • Building Mech & Elec. system upgrades and Building controls
<ul style="list-style-type: none"> Scope I Emissions 	<ul style="list-style-type: none"> Convert on-site fossil fuel burning building equipment to high-efficiency electric equipment. 	<ul style="list-style-type: none"> Procure a study to inventory electric infrastructure capacity & equipment that can be transitioned to electric.
<ul style="list-style-type: none"> Energy 	<ul style="list-style-type: none"> Purchase 100% renewable electric energy to align with the City of Madison's target for 100% renewable electricity by 2030. 	<ul style="list-style-type: none"> Work with the City of Madison to procure renewable energy contract for Olbrich electricity usage. • Create Resilience Plan with battery or fossil fuel emergency backup power.

ECOSYSTEMS & GARDENS

Ecosystems & Gardens	Goals	Action Items
<ul style="list-style-type: none"> Enhance gardens to provide multiple ecosystem benefits such as cleaning air, soils, water, reducing pollution, providing habitat, and storing carbon. (See SITES Certification, for examples) 	<ul style="list-style-type: none"> Enhance gardens to provide multiple ecosystem benefits such as cleaning air, soils, water, reducing pollution, providing habitat, and storing carbon. (See SITES Certification, for examples) 	<ul style="list-style-type: none"> Implement O&M practices to improve the site maintenance plan for long-term site sustainability. Organize by ecological zones/typologies (riparian woodland, gardened meadow, savanna) • Install plants appropriate for ecoregion. • Restore and enhance the wetlands edge at Starkweather Creek. • Promote native & pollinator-friendly species at plant sales & in gardens.
<ul style="list-style-type: none"> Right Plant Right Place 	<ul style="list-style-type: none"> Foster stewardship by providing education that promotes the understanding of natural systems, and recognizes the value of landscapes through living examples. 	<ul style="list-style-type: none"> Develop learning gardens; Edible Garden, Wetland Garden. Identify opportunities for whole cycle systems learning. EG: Synergy between edible garden, picnic area, and composting collection operations.
<ul style="list-style-type: none"> Hybrid Tea Roses Removed in 2016 	<ul style="list-style-type: none"> Preserve Habitat & Encourage Biodiversity 	<ul style="list-style-type: none"> Monitor and document sustainable design practices to evaluate their performance over time.

TRANSPORTATION, ACCESS, INFRASTRUCTURE

Sustainable transportation for all access and inclusion starts with creating a 'First Class experience' at Olbrich.

At arrival to the gardens and buildings, we seek to create a welcoming experience, free of barriers and inclusive of Olbrich's diverse visitors.

Future proofing the supporting infrastructure will allow Olbrich to adapt to changing environments, expand technological access, and prepare for emergency resilience.



TRANSPORTATION, ACCESS, INFRASTRUCTURE

Transportation	Goals	Action Items
<ul style="list-style-type: none"> Promote the 'First Class Experience' 	<ul style="list-style-type: none"> Provide clear and identifiable access to bus stops, bike network, and rideshare areas to support sustainable transportation and reduced demand on parking infrastructure. 	<ul style="list-style-type: none"> • Provide shelter and continuous pathway from public transportation systems. • Provide greater bike connections, bike amenities, and covered bike racks • Provide rideshare zones, covered if possible.
<ul style="list-style-type: none"> Access 	<ul style="list-style-type: none"> Provide universal access, comfort, and amenities to support users of all types to confidently navigate the gardens and buildings. 	<ul style="list-style-type: none"> • Create resting areas and nourishment at the far ends of gardens. • Provide ADA paths through new gardens. • Provide inclusive restroom facilities and comfort room amenity.
<ul style="list-style-type: none"> Infrastructure 	<ul style="list-style-type: none"> Provide future-ready infrastructure to support park operations, security, and evolving visitor needs. • Sustainable parking & multi-modal charging options. • Create healthy material standards. 	<ul style="list-style-type: none"> • Expand electrical & data infrastructure. • Create EV & preferred parking spaces. • Create healthy material standards for new construction, banning toxic materials.

WATER

Potable water is an energy intensive resource necessary for human consumption. It contains added chemicals (chlorine and fluorides) for treatment and dental health not necessary for plant life.

Stormwater management is our first action to protecting our fresh water source in Madison. Lake Monona is fed by its streams, creeks and tributaries that infiltrate through soil and rock to the aquifer. Proper management of these waters ensures the quality of our drinking water.



WATER

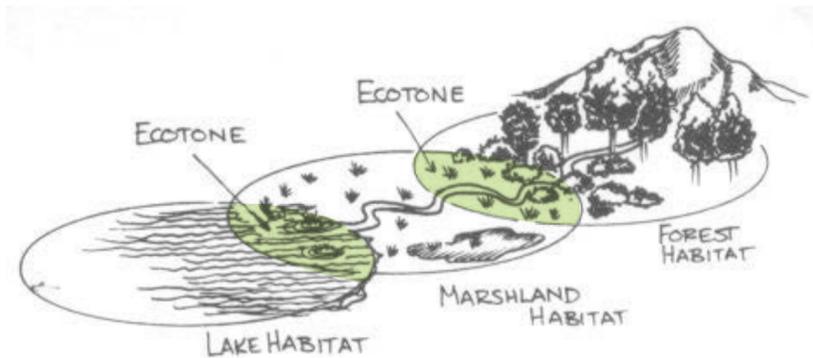
Potable Water	Goals	Action Items
<ul style="list-style-type: none"> Reduce potable water use by a minimum of 40% in existing buildings and new construction projects. No potable water used for irrigation. 	<ul style="list-style-type: none"> Update plumbing fixtures to water sense labeled fixtures throughout. Restroom renovation projects to employ rainwater storage for toilet flushing. Install well for irrigation needs, balance withdrawals with site infiltration (see Appendix) 	
<ul style="list-style-type: none"> Rainwater Management 	<ul style="list-style-type: none"> Manage all rainwater on site to the 95th percentile rain event. Track, measure, and improve the water quality of Starkweather creek. 	<ul style="list-style-type: none"> Utilize green infrastructure strategies within the site to clean, store, reuse, infiltrate, and slowly release storm water. Utilize natural systems to clean Starkweather creek, measure water quality before and after Olbrich site.

ECOSYSTEMS & GARDENS

Ecosystems & Gardens

Goals

Action Items



Enhance gardens to provide multiple ecosystem benefits such as cleaning air, soils, water, reducing pollution, providing habitat, and storing carbon.
(See SITES Certification, for examples)

- Implement O&M practices to improve the site maintenance plan for long-term site sustainability. Organize by ecological zones/typologies (riparian woodland, gardened meadow, savanna)
- Install plants appropriate for ecoregion.
- Restore and enhance the wetlands edge at Starkweather Creek.
- Promote native & pollinator-friendly species at plant sales & in gardens.

Right Plant Right Place



Hybrid Tea Roses Removed in (2016)

Foster stewardship by providing education that promotes the understanding of natural systems, and recognizes the value of landscapes through living examples.

Preserve Habitat & Encourage Biodiversity

Develop learning gardens; Edible Garden, Wetland Garden. Identify opportunities for whole cycle systems learning. EG. Synergy between edible garden, picnic area, and composting collection operations.

Monitor and document sustainable design practices to evaluate their performance over time.

TRANSPORTATION, ACCESS, INFRASTRUCTURE

Transportation

Promote the 'First Class Experience'



Goals

Provide clear and identifiable access to bus stops, bike network, and rideshare areas to support sustainable transportation and reduced demand on parking infrastructure.

Action Items

- Provide shelter and continuous pathway from public transportation systems.
- Provide greater bike connections, bike amenities, and covered bike racks.
- Provide rideshare zones, covered if possible.

Access



Provide universal access, comfort, and amenities to support users of all types to confidently navigate the gardens and buildings.

- Create resting areas and nourishment at the far ends of gardens.
- Provide ADA paths through new gardens.
- Provide inclusive restroom facilities and comfort room amenity.

Infrastructure

EV Ready 'Red List' Ban



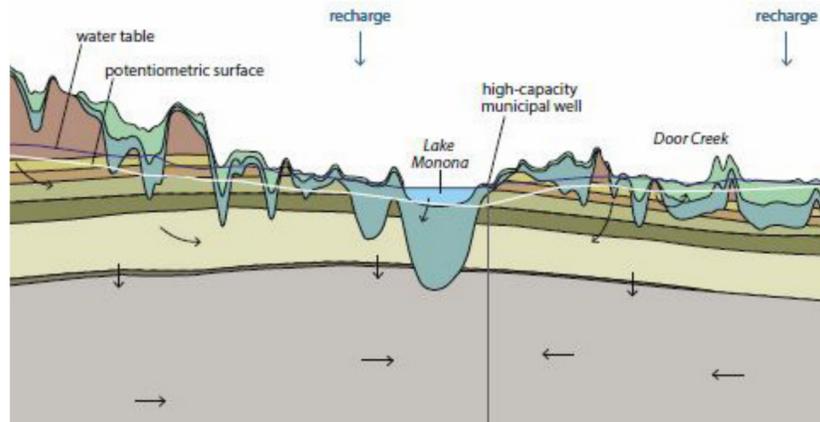
Provide future-ready infrastructure to support park operations, security, and evolving visitor needs.

- Sustainable parking & multi-modal charging options.
- Create healthy material standards.

- Expand electrical & data infrastructure.
- Create EV & preferred parking spaces.
- Create healthy material standards for new construction, banning toxic materials.

WATER

Potable Water



Goals

Reduce potable water use by a minimum of 40% in existing buildings and new construction projects.

No potable water used for irrigation.

Action Items

Update plumbing fixtures to water sense labeled fixtures throughout.

Restroom renovation projects to employ rainwater storage for toilet flushing.

Install well for irrigation needs, balance withdrawals with site infiltration (see Appendix)

Rainwater Management



Wild Mile, Chicago IL



Manage all rainwater on site to the 95th percentile rain event.

Track, measure, and improve the water quality of Starkweather creek.

Utilize green infrastructure strategies within the site to clean, store, reuse, infiltrate, and slowly release storm water.

Utilize natural systems to clean Starkweather creek, measure water quality before and after Olbrich site.

INTREPRETATION AND WAYFINDING

INTERPRETATION

REST AND RECOVER



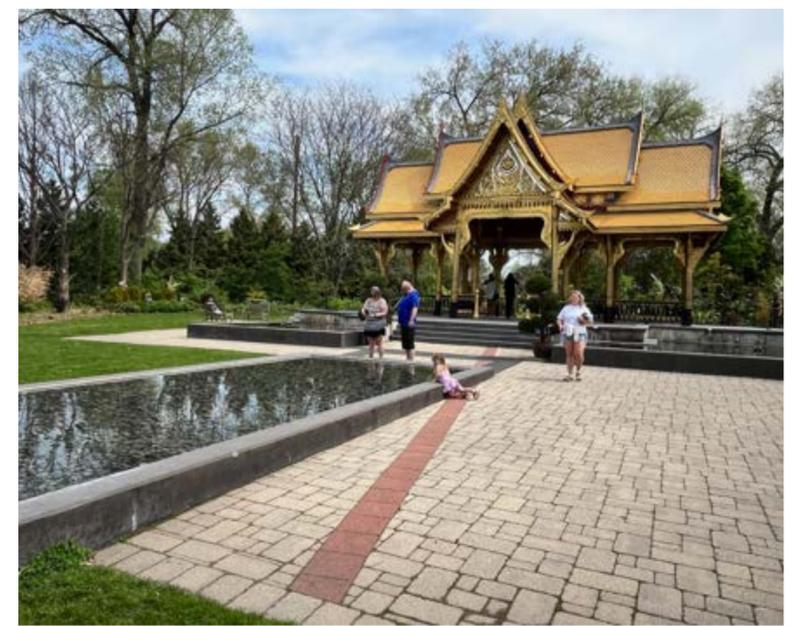
IMAGINE AND PLAY



STEWARD AND GROW



CONNECT AND CELEBRATE



INTERPRETATION

Stories and learning in one place



AUDIO WHEEL – LIFE CYCLE OF FROGS



HANDRAIL INTERPRETATION, CARRS BUSH DISCOVERY TRACK



STORYTELLING THROUGH PLAY – STURGEONS PIER, NYC

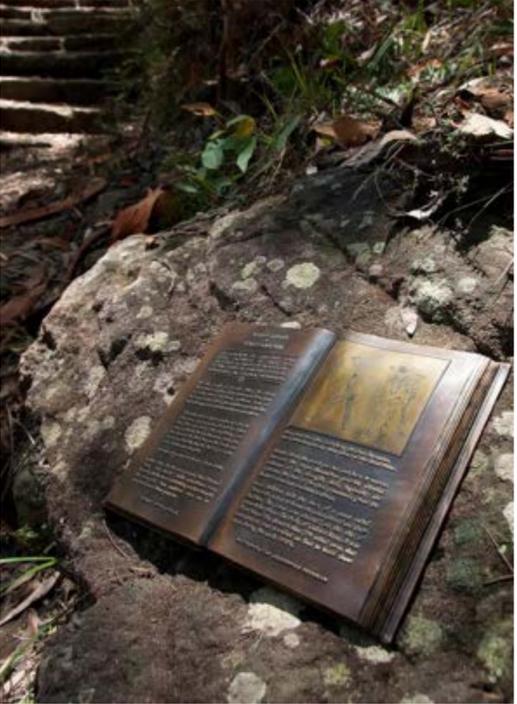


INTERPRETATION

Stories and learning in one place



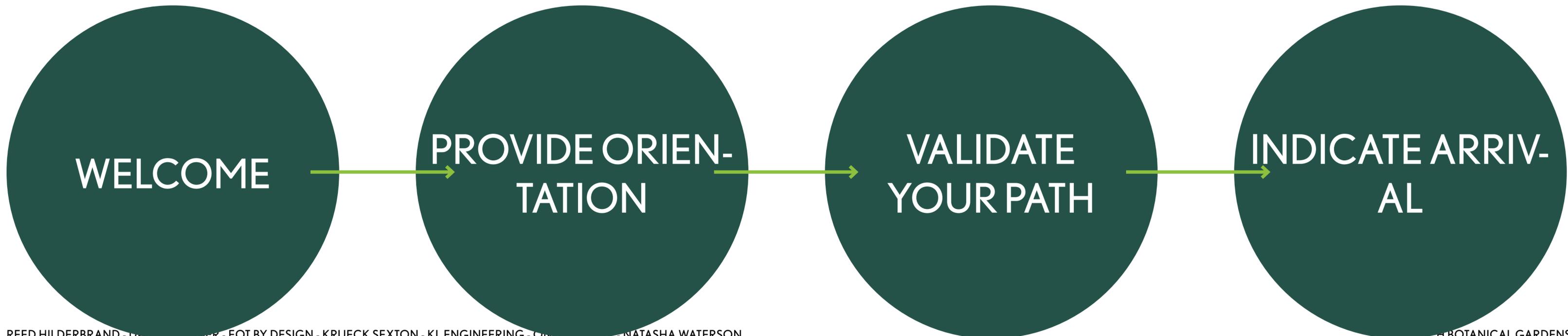
WAYFINDING WITH DIGITAL INTERPRETATION AT ROYAL BOTANIC GARDENS, VICTORIA



WAYFINDING

Wayfinding guides and directs the visitor throughout the gardens and amenities.

in a few simple steps...



WAYFINDING

Reflecting what makes Olbrich Botanical Gardens unique

- Clarify navigation while preserving self-discovery
- Echo the character of nature
- Combine long term signage with seasonal ephemeral content
- Engaging, tactile, and multi-sensory experiences
- Invite curiosity for all ages



We want to hear your thoughts!

BREAKOUT GROUPS:

COMMONS

Nature & Discovery

Stephanie and Jodi

Make Learning Central (interpretation) -

Natasha

Welcoming & Accessible (entry, wayfinding)

Annette, , and Helen

Cultivating Resiliency (Sustainable systems)

Gabe

LEARNING CENTER

Strengthen Connections (neighborhood, parking)

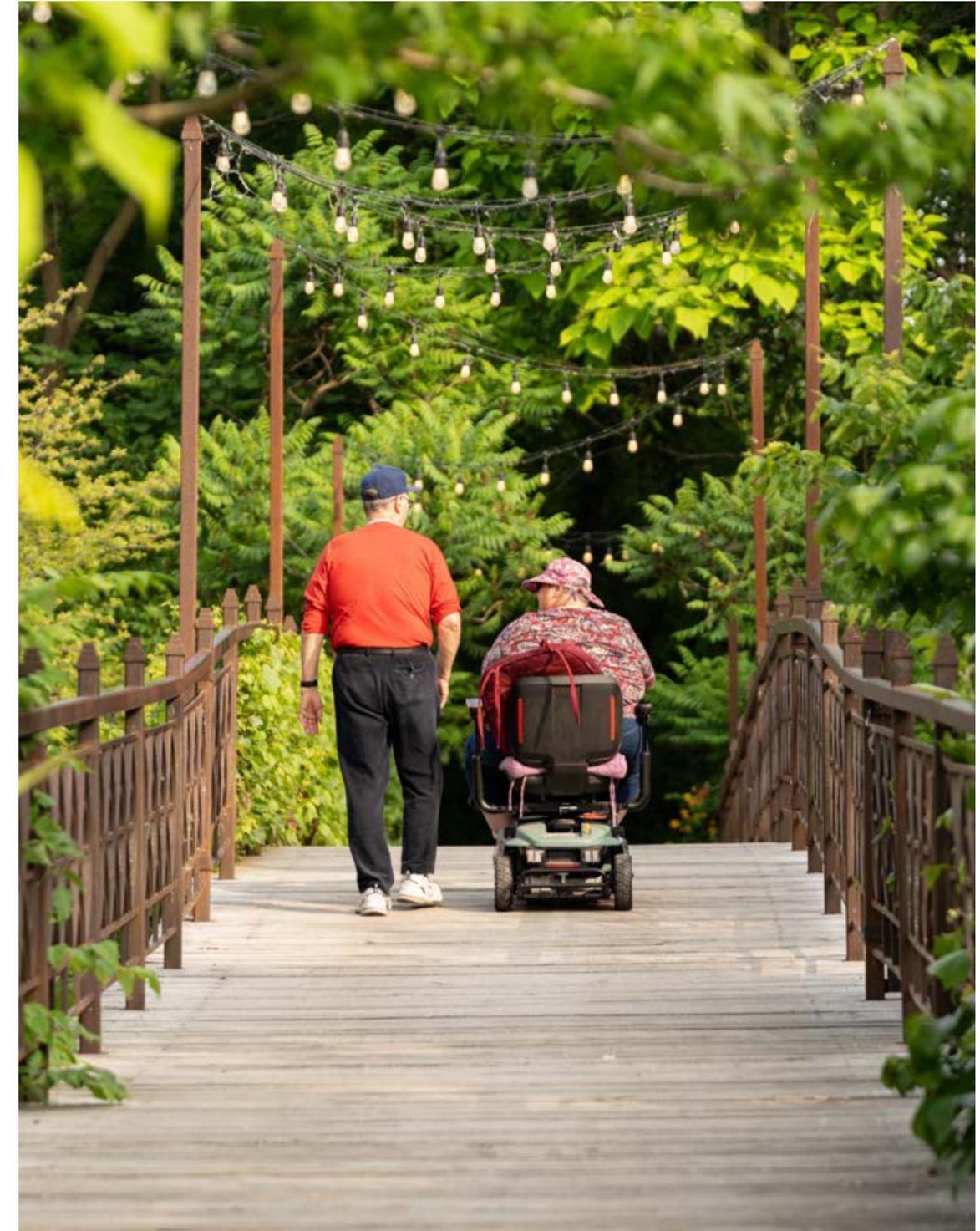
Claire, Sam F, Sam H

Facilities & Infrastructure

Yugene

YOUR INPUT MATTERS

Make your voice heard!
Please take the on-line questionnaire.



Thank you!

Birch
Betula papyrifera
115 Columbia, Oregon, USA

APPENDIX

INTERPRETATION PLAN

Who does interpretation speak to?

NATURE VIBES (approx. 25% of current visitors)

Small groups; pairs; families

Motivations: personal milestones or deeper interests in arts, science and culture

Planning: often engage with pre-scheduled program, temporary exhibit or private event

Preferred experiences: active engagement; happy to join a larger collective

Time:

Spend: \$\$\$

Growth potential: no growth aspirations due to space limitation.

Topics that resonate: unique setting, behind the scenes, photo op, social time, an emotional or physical take away

RELAX AND ROAMERS (approx. 25% of current visitors)

Solo; pre-school children with parents; couples; small groups

Motivations: relaxation, passive engagement

Planning: no

Preferred experiences: peace and quiet; nature observation; personal discovery

Time: flexible

Spend:

Growth potential: yes, through extended hours

Topics that resonate: like to dig deeper or feel they've found something special

ECO LEADERS AND LEARNERS (approx. 25% of current visitors)

Solo; small groups; large groups

Motivations: pre-determined learning, using OBG as a classroom

Planning: often engage with organised visits, e.g. field trip, homeschooling, college class, adult tour, workshops

Preferred experiences: happy with both unfacilitated or guided experiences

Time:

Spend:

Growth potential: yes, through additional provision

Topics that resonate: direct contact with horticulture staff

PLAYFUL NATURALISTS (approx. 25% of current visitors)

Families with young children

Motivations: joyful time in nature

Planning:

Preferred experiences: interactive, dynamic, multisensory

Time: increases with level of interactivity on offer

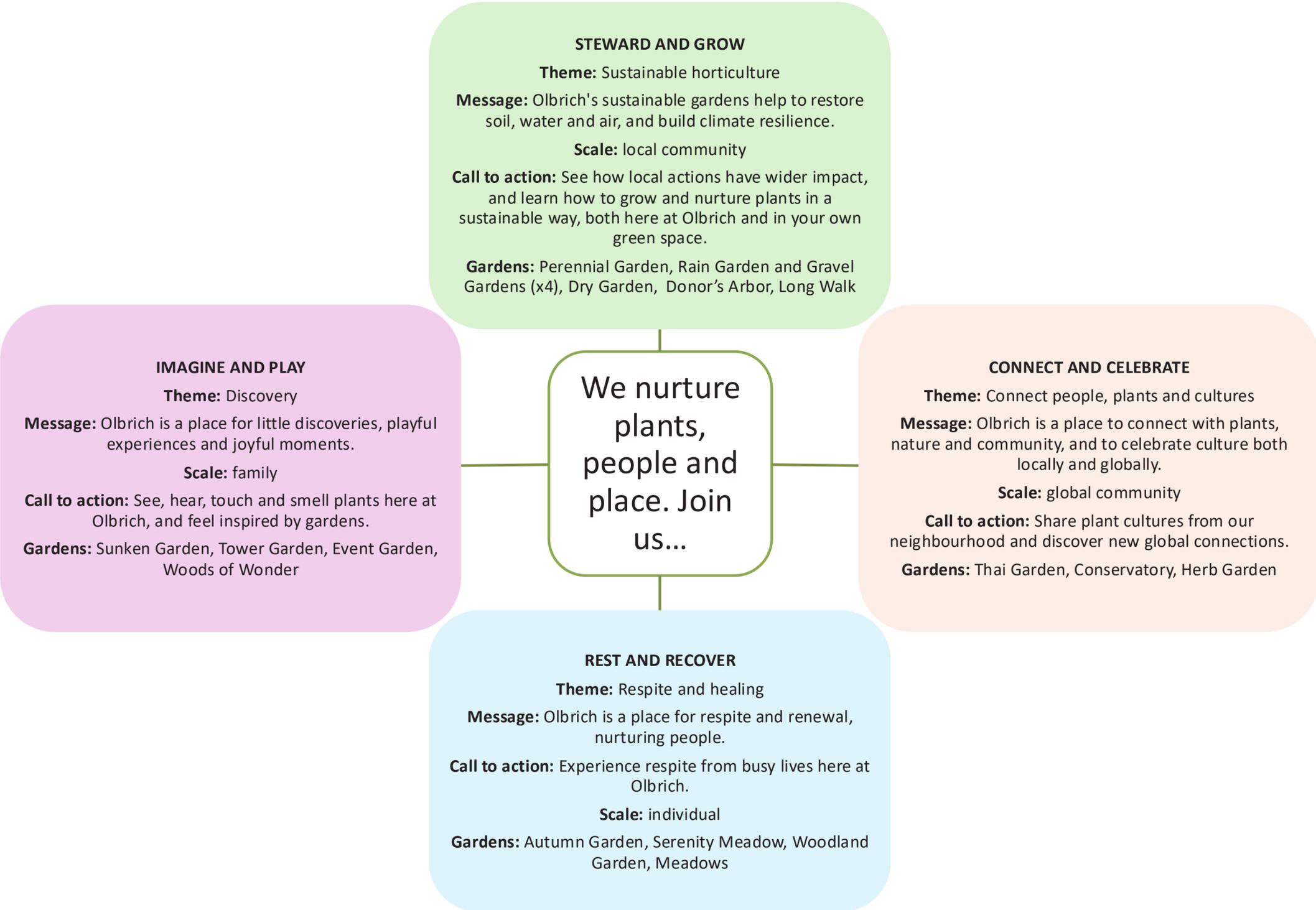
Spend:

Growth potential: yes, through greater play

Topics that resonate: hands on, right here right now

INTERPRETATION PLAN

Does each theme resonate with an audience group?



GARDENS AND PLANTING TIED TO MESSAGES

REST AND RECOVER



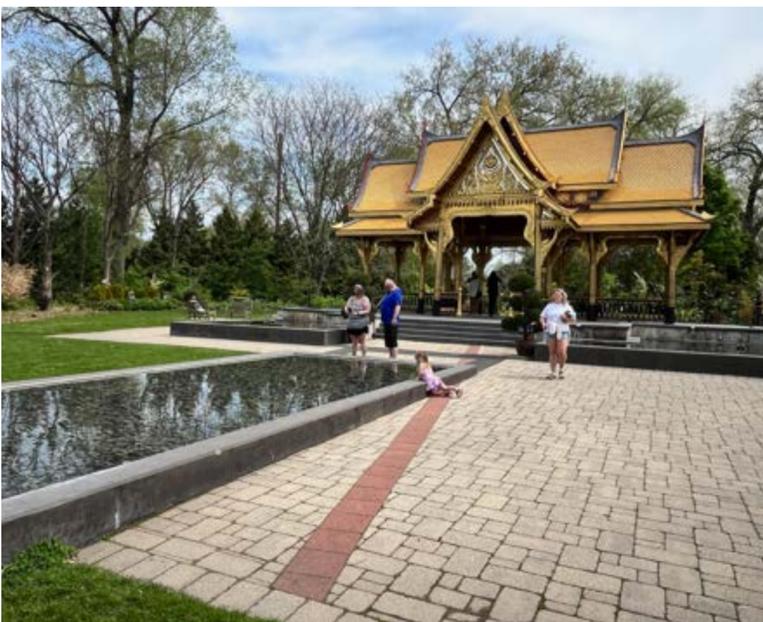
IMAGINE AND PLAY



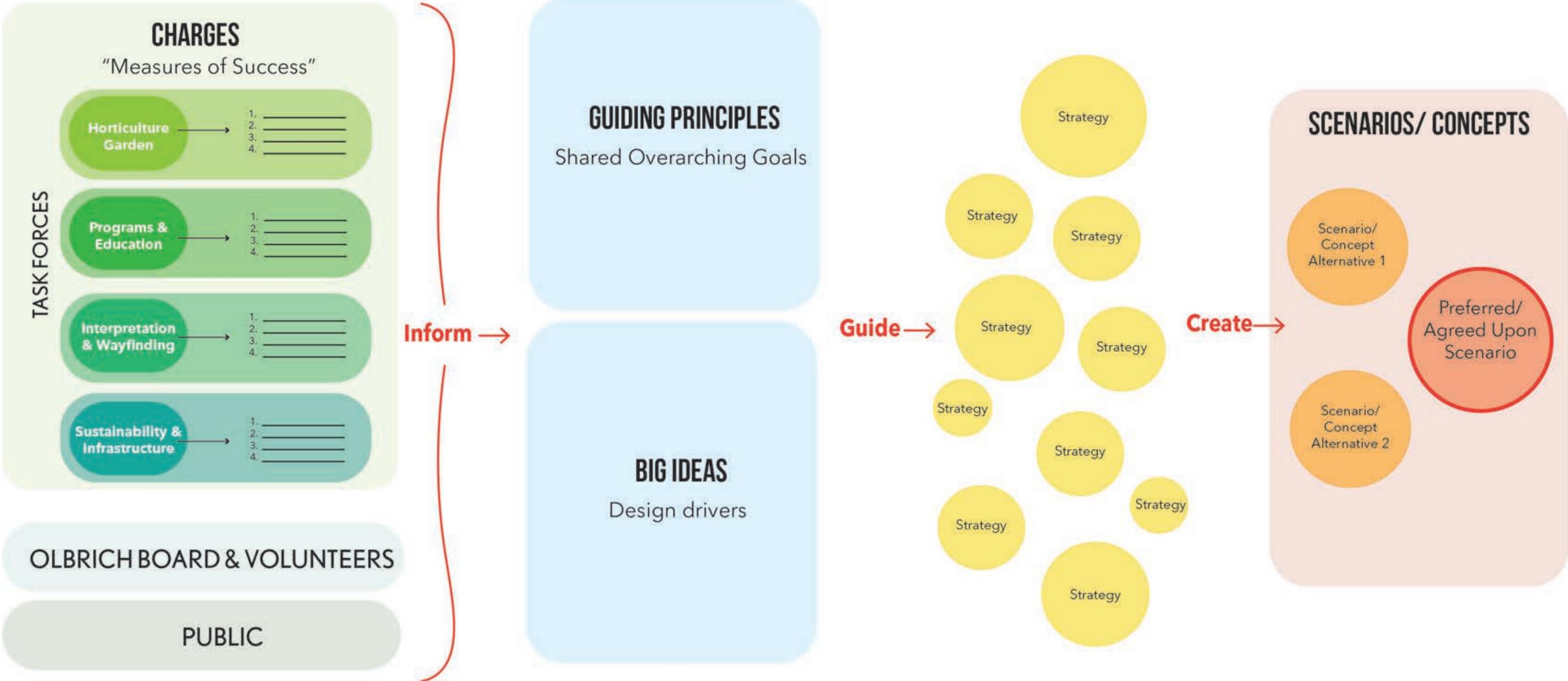
STEWARD AND GROW



CONNECT AND CELEBRATE



HOW INPUT IS INCORPORATED



OLBRICH BOTANICAL GARDENS

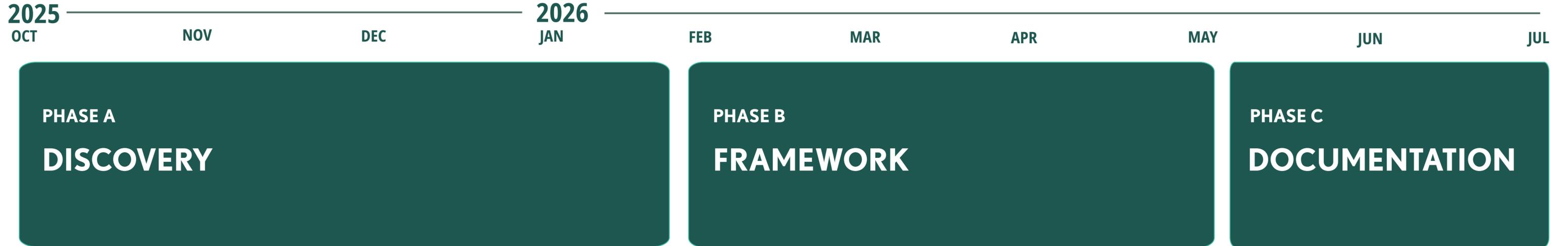
MISSION

Enrich lives and inspire people to live in harmony with the natural world.

VISION

Olbrich Botanical Gardens will be a locally treasured and globally renowned source of beauty and knowledge, celebrating the importance of plants to foster a sustainable world.

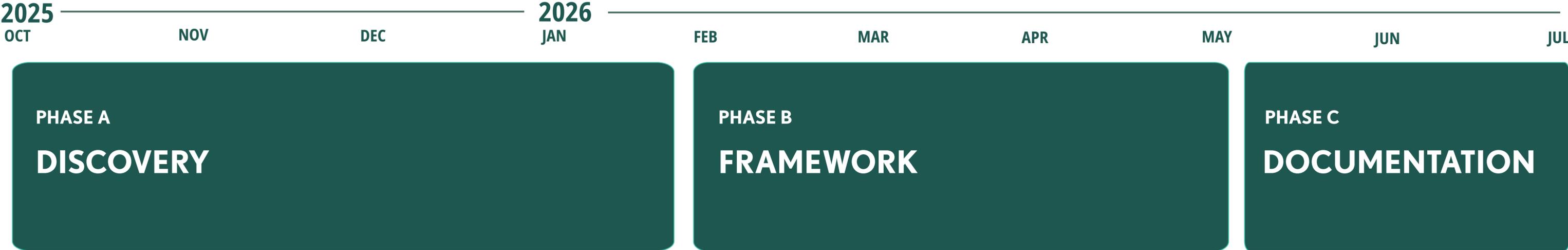
PROJECT PHASES



Imagine and Test

Develop design scenarios and design principles

PROJECT PHASES



Unify and Refine

Select and refine final framework plan

PLANTING CHARACTER/ECOLOGICAL ZONES



Savanna:
naturalized
landscape
where clearings
(lawns, parking,
playgrounds) have
mown edges

INTERPRETATION PLAN

Who does interpretation speak to?

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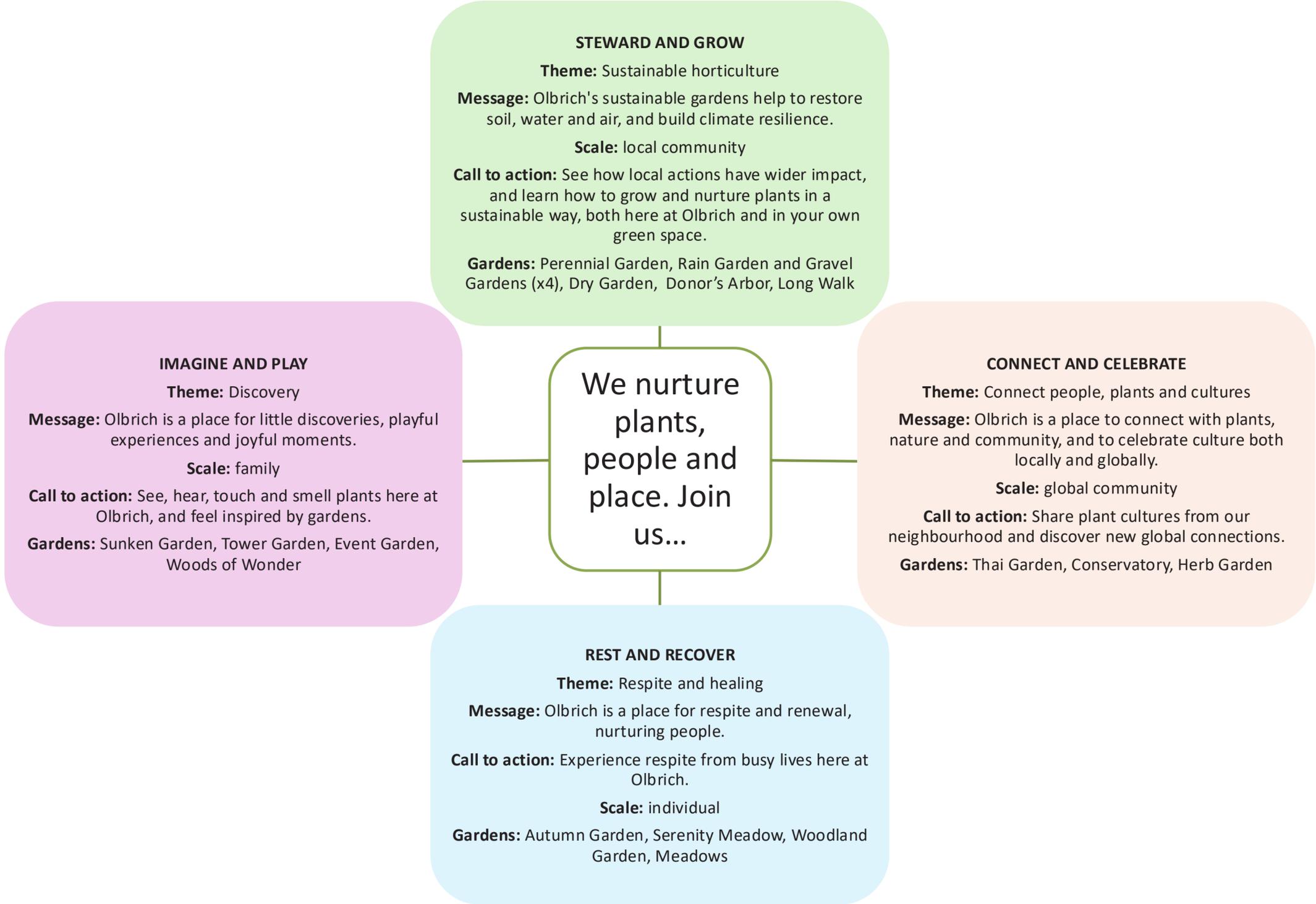
Spend:

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Topics that resonate: hands on, right here right now

INTERPRETATION PLAN

Does each theme resonate with an audience group?



INTERPRETATION PLAN

A framework, delivery plan and a toolkit

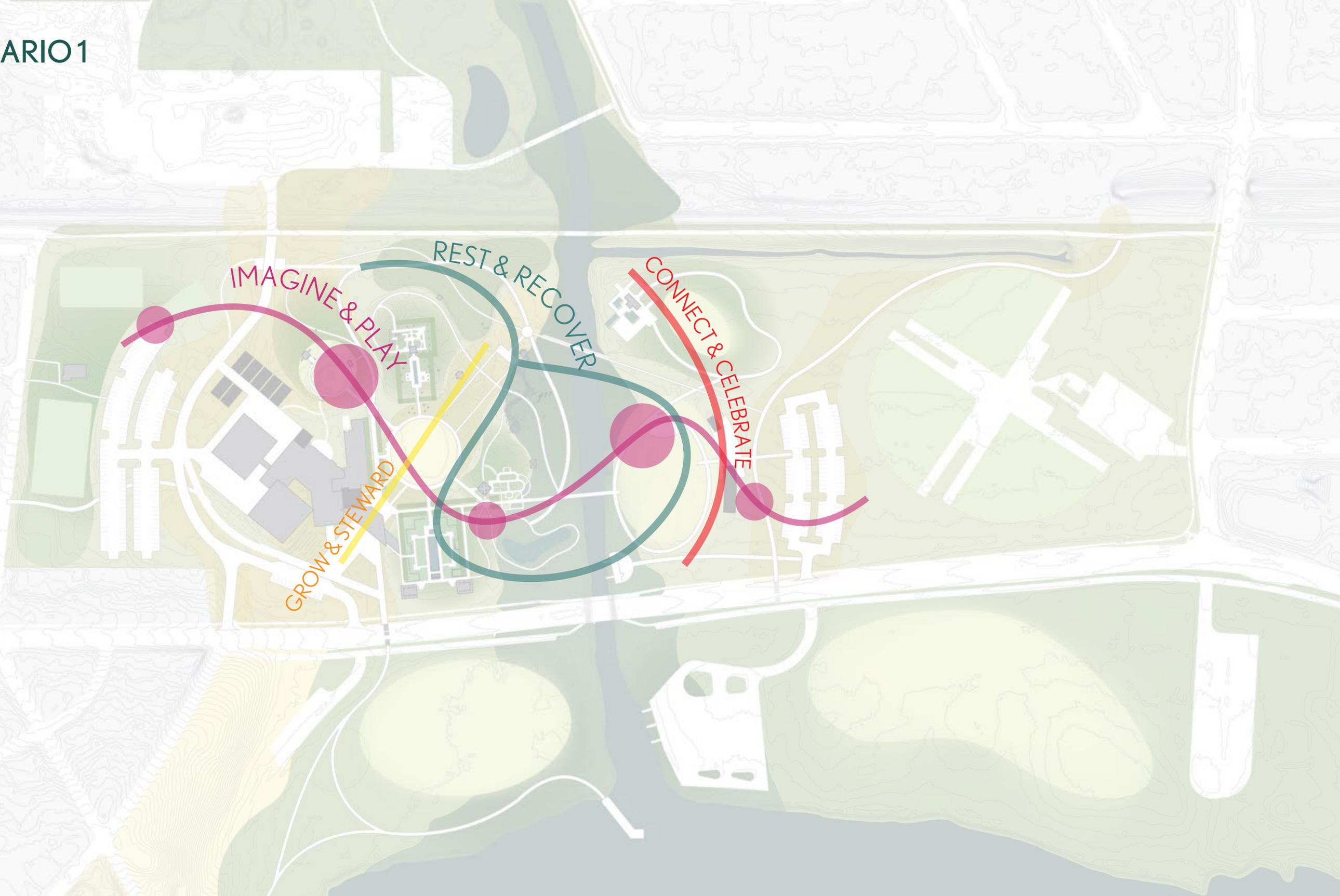
We're planning the big picture and the future... so this isn't about detailed implementation.

It is about setting out:

- A topline content framework for consistent messaging going forwards.
- The visitor outcomes we hope to achieve... so that we can test and improve interpretation prototypes.
- How garden design and interpretation principles dovetail with one another.
- Our interpretation strategy – the “creative how”.
- A delivery map: what part of the topline is going where and who for.
- A toolkit for successful interpretation delivery in future.

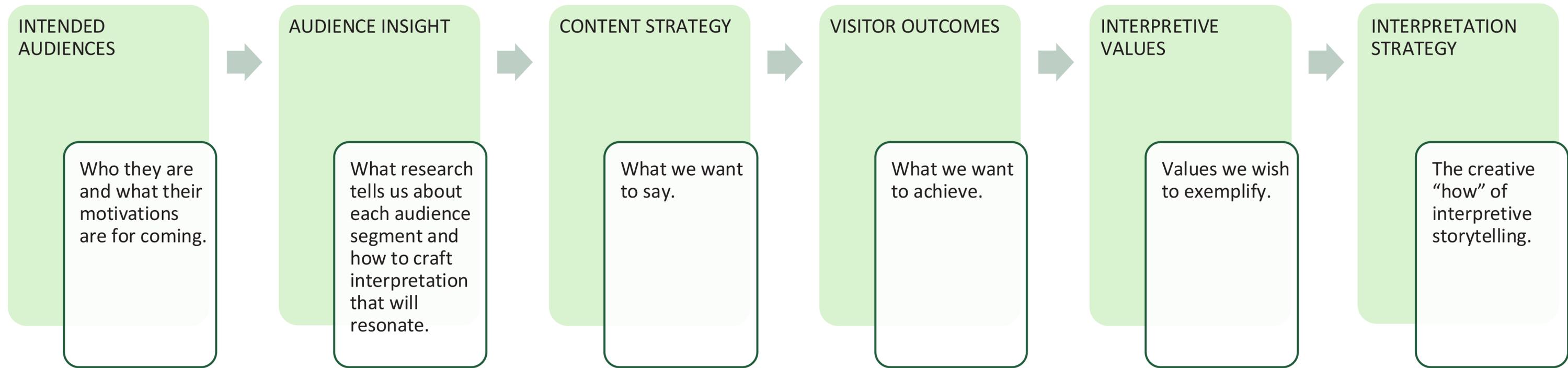
If the garden was a house, this is about saying where the hallway, sitting room, kitchen, bathroom and bedrooms are and how they flow together. What comes later is the detailed planning and design of each.

SCENARIO 1



INTERPRETATION PLAN

Making successful interpretation is a strategic and creative process



INTERPRETATION PLAN

Mission and audience form a starting place



Welcome and engage all guests

Arrival Experience*

design for nature and discovery

Sense of Discovery/Wonder

Balance of Gathering/Socialization and Respite

Strengthen connections and identity

Diversification of Offerings*

make learning central to the garden experience

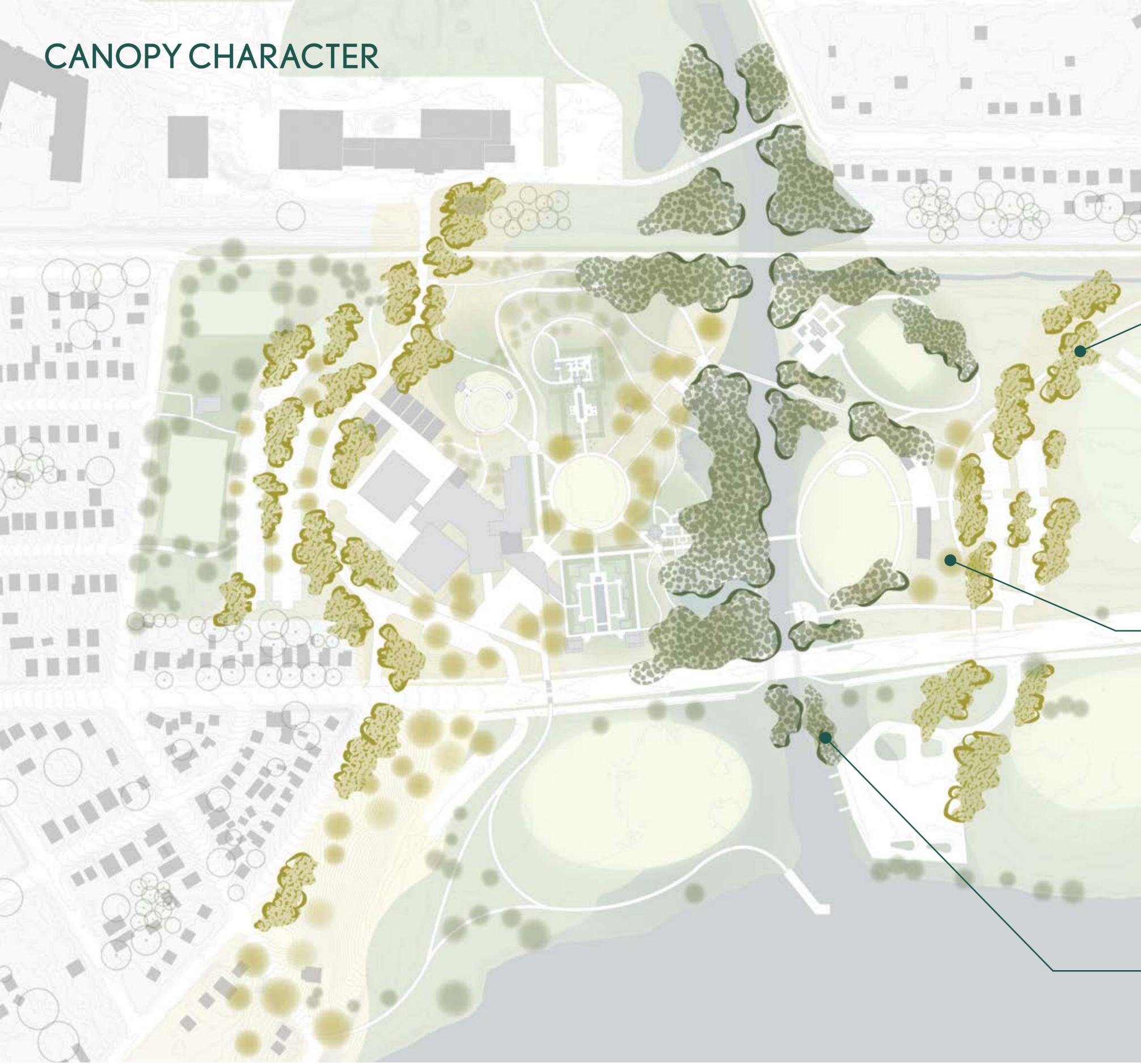
Yearning for Learning

Water Experience

cultivate resiliency & sustainable systems

Sustainability

CANOPY CHARACTER



MODIFY THIS

Grove



Specimen Tree

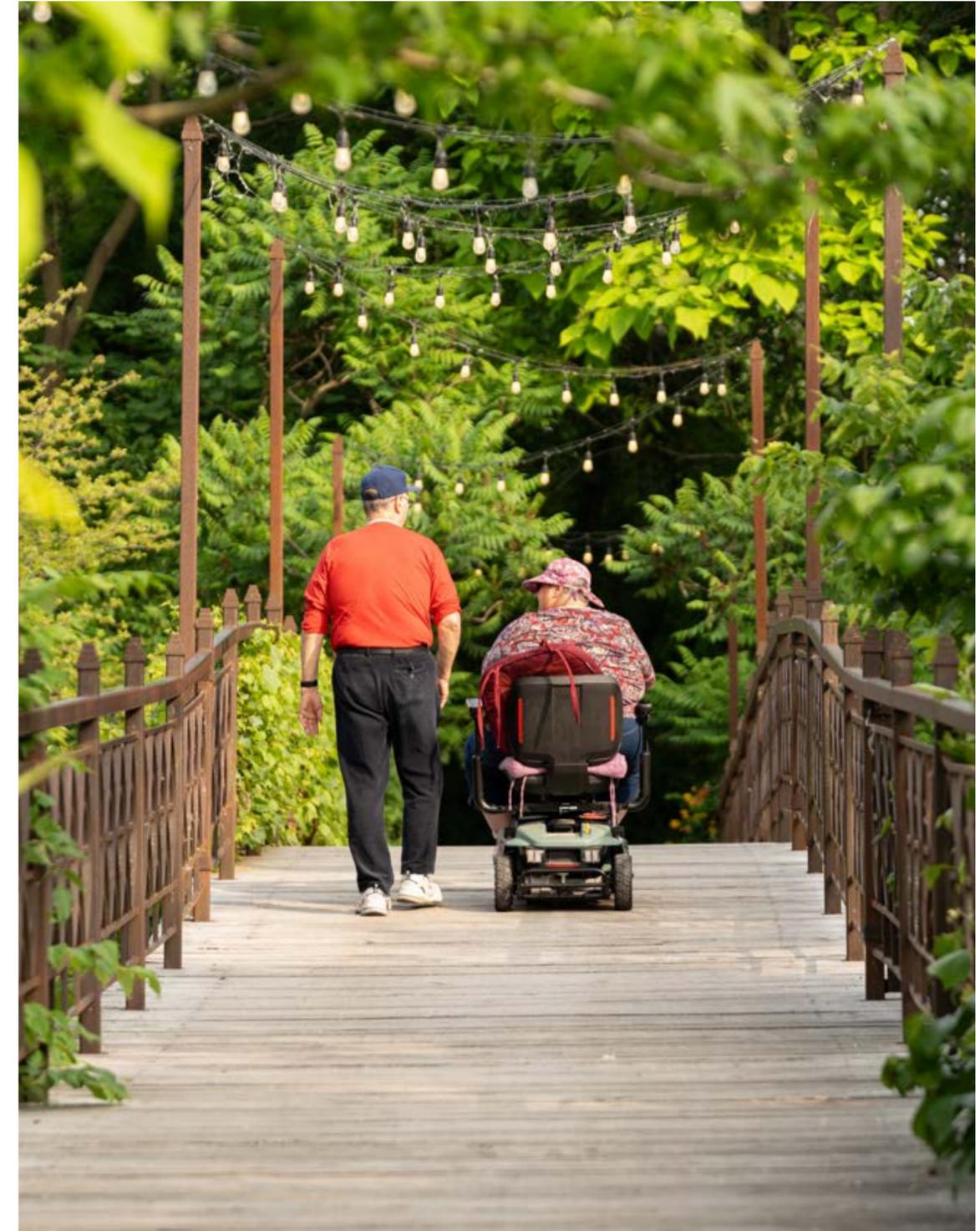


Woodland

YOUR INPUT MATTERS

Make your voice heard!

We are seeking additional input through an on-line questionnaire



SCENARIO 1

Opportunities for the East Side Expansion

- A new Event Garden and Spring Garden alleviates space constraints at the existing event garden.
- A new 4-season building with a multipurpose room, restrooms, catering setup, and storage space support the new Event Garden.
- A new plaza adjacent to the building provides a welcoming entry with picnic tables.
- A new pollinator garden surrounds the new plaza, with temporary exhibits and a nature play area.



CHERIE FLORES GARDEN PAVILLION



LONGWOOD GARDENS



HOUSTON BOTANIC GARDEN POLLINATOR GARDEN



CHERRY BLOSSOMS

SCENARIO 2

Opportunities for the East Side Expansion

- A new open air pavilion with an outdoor kitchen offers dual function for everyday picnics and supports seasonal event functions.
- A small plaza with picnic tables creates a welcoming entry on the east side.
- A new Edible Garden near the Thai garden celebrates global cultures through food.
- A new Learning Garden on the east side offers adventures for kids and families with direct access to a nature play area and a multi-purpose lawn for picnics and games.



NEW YORK BOTANIC GARDEN EDIBLE ACADEMY



LONG DOCK PARK

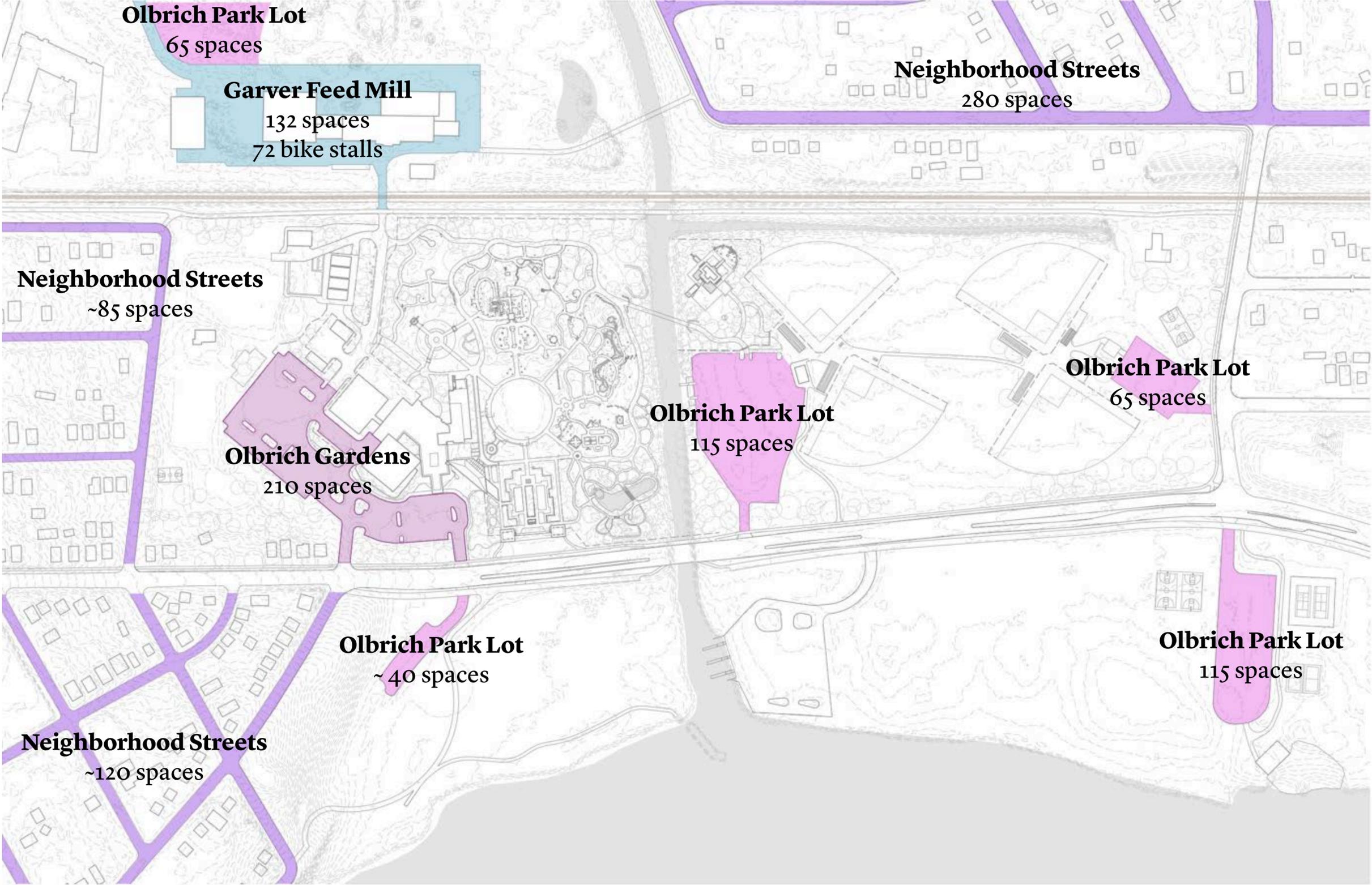


HOUSTON BOTANIC GARDEN FAMILY DISCOVERY GARDEN



OLBRICH HMONG GARDEN

EXISTING PARKING



LEGEND

- Olbrich Botanical Garden Lot
- Olbrich Park Lots
- Garver Feed Mill Lots
- On-Street Parking

IMPROVED ENTRY EXPERIENCE

Separated entries

Sidewalk surrounded by planting

More planting
Less pavement

LEGEND

-  BIKE RACKS
-  NEW PED SIDEWALK/TRAIL
-  BUS STOP
-  ACCESSIBLE PARKING



ATWOOD AVE