

# With the garden expansion, Olbrich Botanical Gardens will have an opportunity to grow with new garden spaces. We're interested in hearing what you would like to see.

Which of the following new space types would you be interested in?

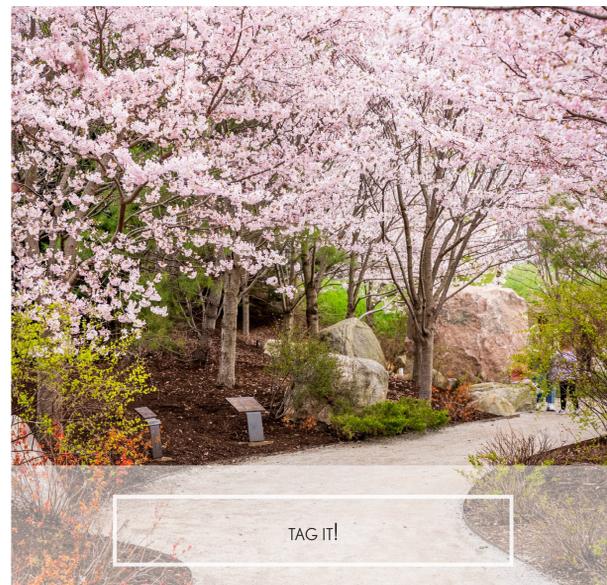
Tag it!



EDIBLE GARDEN



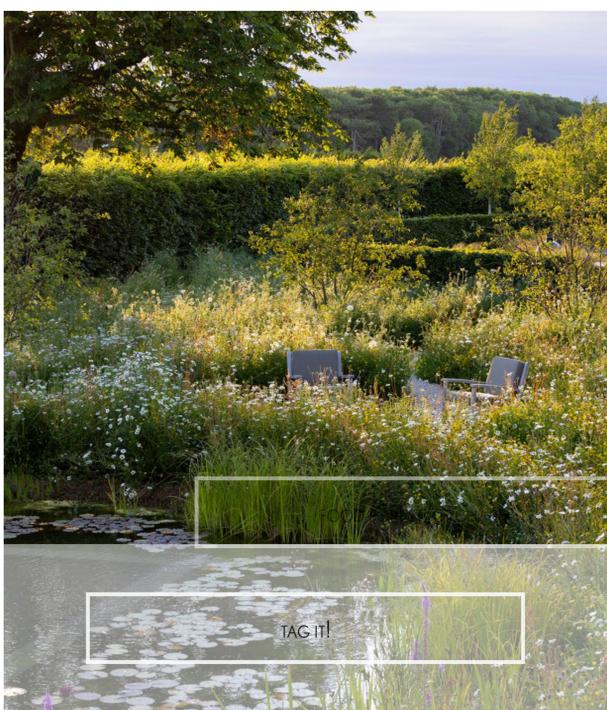
PICNIC AREA AND SHELTER



SPRING GARDEN  
(FOCUSES ON SPRING BLOOMING ELEMENTS)



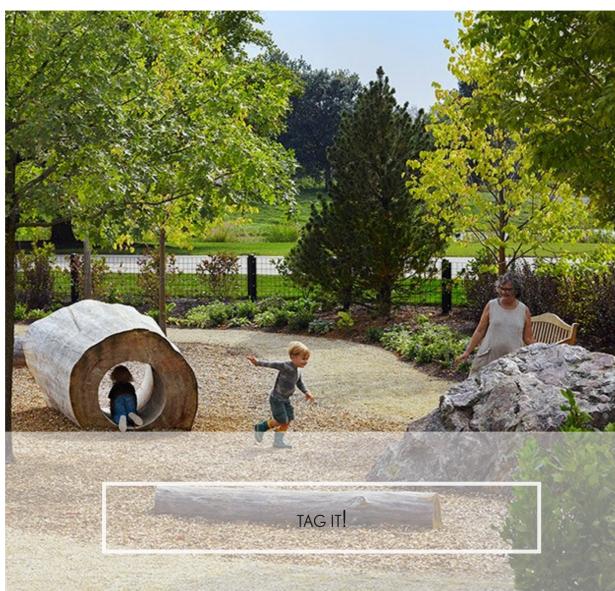
POLLINATOR GARDEN



WETLAND GARDEN



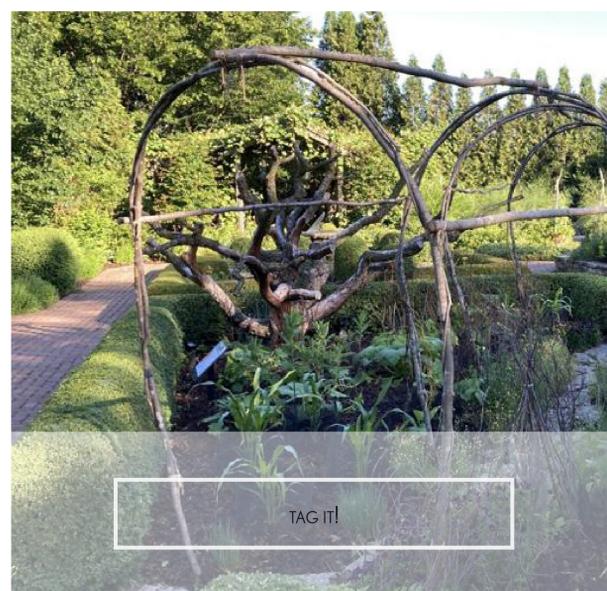
STARKWEATHER CREEK BOARDWALK



NATURE PLAY AREA



LEARNING GARDEN  
(FAMILY AND PLAY FOCUSED WITH ROTATING EXHIBITS)



GLOBAL GARDENS  
(SPACES TO COLLABORATE AND PARTNER WITH LOCAL COMMUNITIES. EX. Hmong Garden Indigenous Garden, Collard Greens Project)

# WHAT WE HEARD: ENGAGEMENT SUMMARY

**~220  
COMMUNITY  
MEMBERS**

PUBLIC ENGAGEMENT  
WORKSHOPS AND POP-UPS



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



Pop-up at Farmers Market  
(Feb 7)



Family Prom  
(Feb 7)

**~50  
BIGS & LITTLES,  
TEEN LEADERS,  
BAYVIEW  
COMMUNITY**

PUBLIC ENGAGEMENT  
FOCUS GROUPS



Big Brother Big Sister  
(Feb 25)



Bayview Community Center  
(Mar 5)



Goodman Community Center  
TeenWORKS (Mar 9)

**505  
SURVEY  
RESPONDENTS**

ONLINE  
SURVEY

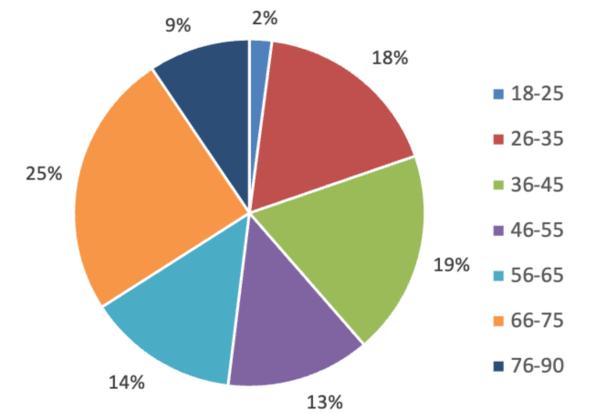
- The majority of respondents were white (88%), with 8.4% of respondents preferring not to provide their race. Representation includes 1.4% Black or African, 1.1% Asian & 0.7% American Indian.

- There was good representation across most age groups with the exception of those between the ages of 18 and 25.

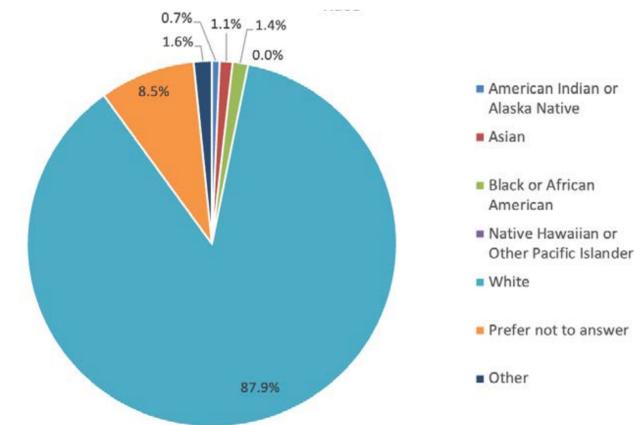
- 45% of respondents were visitors and 42% are members of OBG

- Most respondents visit one time per month and others visit one time per year.

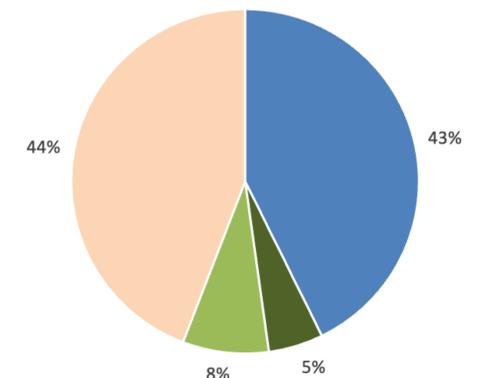
- Most respondents come to the Gardens with friends, family or colleagues or adult family members. 20% come by themselves, 15% with children under 10, and 3% with children aged 11 to 17.



Q1: RESPONDENTS BY AGE



Q2: RESPONDENTS BY RACE



Olbrich Member / Donor ■ Olbrich Volunteer ■ Other ■ Visitor  
Q3: MY STRONGEST CONNECTION TO OLBRICH IS

# WHAT WE HEARD: RESPONSES & THEMES

## THEMES

ARRIVAL EXPERIENCE

SUSTAINABILITY

YEARNING FOR LEARNING

BALANCE OF GATHER & RESPITE

WATER EXPERIENCE

DISCOVERY/WONDER

DIVERSIFICATION OF OFFERINGS

## ONLINE SURVEY

CODED RESPONSES

### RESPONSES

- Q4: How do you typically get to Olbrich Gardens?  
67% car, 19% walk, 12% bike or bicycle, 1% other, 1% bus
- Q5: Who do you come to the gardens with most often?  
33% with friends, family or colleague, 26% with adult family member, 20% by myself, 15% with children (under 10), 3% other, 3% with children (ages 11-17)
- Q6: Do you have a favorite garden location and why?  
Top responses: Herb Garden for multi-sensory, Tower Garden for classic architecture and beauty, Thai Pavilion for an iconic cultural landmark
- Q7: What are your favorite memories and experiences at Olbrich?  
Top responses: 37% family and social connections, 33% Gleam event, 26% special events and programming
- Q8: What is the main reason you visit the gardens?  
Top responses: 65% To enjoy the beauty of the gardens, 10% for OBG programs, 7% personal respite, 7% hanging out with friends/family
- Q9: What are other reasons you visit the Gardens? (select up to 3)  
Top responses: 50% for hanging out with friends/family (socializing), 48% for personal respite (peace and quiet), 42% for OBG programs
- Q10: What prevents you from coming to the Gardens more often?  
Top responses: 65% other personal priorities, 22% limited hours of operation, 19% other, 9% parking
- Q11: How often do you visit Olbrich Park?  
34% one time per year, 32% every month, 24% I do not visit Olbrich Park, 9% every week
- Q12: What do you do when you visit Olbrich Park?  
Top responses: 59% Biergarten, 59% visit Garver Feed Mill, 57% lake from views, 48% passive recreation, 22% neighborhood gatherings, 21% water access
- Q13: Which of the following features or activities would spark your interest most?  
Top responses: 22% resting and relaxing, 21% engaging with water, 14% physical movement
- Q14: What spaces are most engaging for you outdoors and why?  
Top responses: 50% natural elements, 28% water features, 25% seating and comfort
- Q15: What type of new garden space appeals to you most? (Choose two)  
50% wetland garden, 46% playful garden, 25% community event space, 22% vegetable garden, 21% I have my own idea!
- Q16: How could Olbrich Botanical Gardens improve the arrival experience?  
Top responses: 38% improved parking, 29% more space and seating areas in lobby, 22% better bike connections or bike parking
- Q17: What do you want to see more of at Olbrich Botanical Gardens?  
Top responses: 44% self-guided learning opportunities, 35% more gathering space and seating areas, 34% a place to get food and snacks in the Gardens

## PUBLIC WORKSHOP #1

**How would you like to experience Starkweather Creek?**

- 23% MOVING THROUGH ON A BOARDWALK
- 17% HANGING OUT BY THE CREEK
- 17% ENGAGE AND LEARN ABOUT NATURAL SYSTEMS
- 15% BOAT/KAYAK ACCESS TO THE GARDENS
- 15% EXPERIENCE WETLANDS ECOLOGY AND PLANTING

**Which of the following features would spark your interest the most?**

- 22% RESTING AND RELAXING
- 21% ENGAGING WITH WATER
- 15% MOVEMENT

Participant feedback:

- "Beautiful spaces filled with plants, trees, nature and water are rejuvenating and inspire hope and appreciation for the natural world"
- "Places with water and lots of trees, but also spaces that are safe for everyone"
- "Those where you can engage with water. Especially when kids can get involved too. Water is peaceful, beautiful and playful."
- "Water and green scenery where the natural world attracts birds, insects, etc."
- "Rivers because I can paddle my canoe or kayak & swim."
- "...there are some nice spots for rest, but would like to see more spots for mindfulness"
- "I feel the garden needs a playful childrens garden and learning space"
- "I'd love a long, snaking, flowing water feature anyone can engage with and play in..."
- "movement... I work with individuals with disabilities and find it important for them to have a space to feel safe and meet sensory needs"

## FOCUS GROUPS

### TOPICS THAT WERE SHARED

- Greeters/ Volunteers matter
- ViBE - matters - people, sound, food, texture, art, language, space that connects to identity
- Cross-pollinate OBG at other spaces (partners)
- Teach and Learn
- Behind the scenes
- Mixed Age Experiences
- Free
- Shady areas
- Structures to play
- Cultural learning
- Bring OBG Home
- Food/ Beverage
- Specific group identity + connection matters
- Teach and Learn opportunities (bi-directional)

Participant feedback:

- "Spaces that lack care and emotion"
- "Photo booths or places to take cute pictures."
- "Memorable, wide variety of things to look at, hands-on activities, and low cost."
- "Showcasing different gardening trends from different cultures throughout the gardens."
- "Permanent structures that generate play"
- "A well maintained entrance that calls you in. Something more modern."
- "Teen Garden - "where we can be loud"
- "Lemonade in the gardens."
- "The lobby is too brown. There needs to be more color."
- "advertised more so teens know they can come too."

Community Centers:

- BIG BROTHERS BIG SISTERS
- BAYVIEW COMMUNITY CENTER
- GOODMAN COMMUNITY CENTER TEEN LEADERS

# WHAT WE HEARD: DESIGN INFLUENCE

How what you shared is tying back to Guiding Principles and influencing future spaces, program ideas, and design scenarios

## THEMES GUIDING PRINCIPLES DESIGN FOR NATURE AND DISCOVERY

DISCOVERY/  
WONDER

- Increases opportunity for playful moments
- Ability to experience gardens from different view points
- Balances the feeling of wandering and being lost with easy to navigate wayfinding elements



BALANCE OF  
GATHER &  
RESPIRE

- Adds gardens spaces at a variety of scales:
  - Events gardens
  - Learning & playful gardens
- Adds respite gardens and features for more “pause” moments



Which Guiding Principle(s) resonates with you?



29%

DESIGN FOR  
NATURE AND DISCOVERY

## CULTIVATE RESILIENT & SUSTAINABLE SYSTEMS

SUSTAINABILITY

- Embraces Starkweather Creek
- Builds on the region’s natural ecological communities
- Expands the diversity of our tree canopy
- Improves Olbrich’s day-to-day operations
- Explores revenue-generating opportunities to keep the gardens free



24%

CULTIVATE RESILIENT AND  
SUSTAINABLE SYSTEMS

## WELCOME AND ENGAGE ALL GUESTS

ARRIVAL  
EXPERIENCE

- Reenvision entry experience:
  - Redesigns parking for efficiency & ease of navigation
  - Creates an “Entry Plaza” for improved orientation
- Adds additional entry points
- Adds pedestrian & bicycle connections
- Reenvision Great Lawn as orientation node to entire garden



17%

WELCOME AND  
ENGAGE ALL GUESTS

## STRENGTHEN CONNECTIONS AND IDENTITY

DIVERSIFICATION  
OF OFFERINGS

- New garden spaces for multi-generational visitors
- Opportunities for picnicking and food service
- Enhanced connection to Olbrich Park and Garver Feed Mill for shared experiences



16%

STRENGTHEN  
CONNECTIONS AND IDENTITY

WATER  
EXPERIENCE

- Embraces Starkweather Creek as a backdrop for gathering
- Introduces wetland gardens & opportunities to interact with shoreline edges
- Introduces a boardwalk path along creek
- Adds a primary crossing over Starkweather Creek



15%

MAKE LEARNING CENTRAL TO  
THE GARDEN EXPERIENCE

% OF RESPONSES

## MAKE LEARNING CENTRAL TO THE GARDENS

YEARNING  
FOR LEARNING

- Adds new primary garden spaces:
  - Wetland Garden
  - Global/cultural garden
  - Event Garden
  - Learning Garden
- Enhanced self-guided routes & signage

