



**MADISON
PARKS**

Hartmeyer-Roth Park

Public Information Meeting #1

City Staff

- Izzy Wilde, Park Planner, Project Manager
- Adam Kaniewski, Parks Planning and Development Manager
- Lisa Laschinger, Assistant Parks Superintendent

Meeting Agenda

1

- Background Information
- Project Timeline
- Site Information and Context

2

- Design Concepts
- Response to Feedback
- Precedent Images

3

- Public Input

Madison Parks System

- The development and operations of the Madison Parks System is guided by the Parks and Open Space Plan
 - The 2025-2030 Park and Open Space Plan was adopted by the Common Council in October of 2025.
- Madison Parks ranked 19th out of the 100 largest cities in the US in the 2024 Trust for Public Land ParkScore
 - Ranked highly in Amenities and Access
 - Ranked 72nd in Investment per capita



Madison Parks System

By the Numbers

296 Parks covering 5,885 Acres

190 Playgrounds

147 Basketball Courts

91 Tennis or Pickleball Courts

29 Volleyball Courts

177 Multi-purpose Fields

19 Softball Fields

1,079 Benches

Park Development Plan

- What is it?
- 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!

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.)

Questions NOT answered by a Park Development Plan: Who is going to build it, when (exact date), and how much will it really cost?

Planning Process



Design Considerations

Through the years..



1937



1976



1987

Through the years..



2000



2010



2020

Design Considerations: Wetland and Topo





- Currently a mix of wetland, grasses, mature trees, and cattail
- Habitat space for many species of mammals and birds
- Mowed path going east to west
- Encroachment from NW and SE
- New housing to the east



Design Considerations: 2024 Wildlife Study

Mammals:

- Eastern chipmunk
- White footed mouse
- White-tailed deer
- Eastern cottontail
- Opossum
- Raccoon
- Grey Squirrel
- Coyote
- Meadow vole
- Muskrat
- Red fox
- Big brown bat
- Evening bat
- Hoary bat

Amphibians:

- Chorus frog

- Leopard frog

- American toad

Reptiles:

- Garter snake

Birds:

- Sandhill cranes (nesting)

- Sora

- Canada goose

- Mallard

- Coot

- Wood duck

- Turkey vulture

- American crow

- Common grackle

- Eastern kingbird

- Northern cardinal

- Bluejay

- Downy woodpecker

- Mourning dove

- Eastern pheobe

- Killdeer

- European sparrow

- English sparrow

- Song sparrow

- Red-winged blackbird

- American robin

- Tree swallow

- Barn swallow

- Black-capped chickadee

- American goldfinch

- Yellow warbler

- Common yellowthroat

- Warbling vireo

- Northern waterthrush



Design Considerations: New Development

- New senior housing
 - “The Victoria”
 - 250 affordable units
- New family housing
 - “The View”
 - 303 affordable units



Design Considerations: Oscar Mayer Special Area Plan

- “Preserving and incorporating the wetland into a larger neighborhood park has been a **desired goal** throughout this process.” (pg 10)
- “The 2018 Parks and Open Space Plan identified the **area around the Hartmeyer property as deficient in access to a neighborhood park**. As redevelopment occurs and density increases, more parkland will be needed to meet the diverse needs of existing and future residents.” (pg 17)
- “Designate a portion of the Hartmeyer property around the **existing wetland as an integrated passive and active park** that is approximately 16 acres in size, **inclusive of the wetland.**” (pg 53)
- “Throughout the Phase 1 and Phase 2 process, the community expressed great desire to **preserve the wetland located on the Hartmeyer property**. In an effort to **balance the growing housing needs** of the City and a **desire for natural area preservation** for current and future residents, **the wetland and surrounding areas** are recommended to **be integrated into a neighborhood park** serving a growing need for current and future residents.” (pg 52)

LAND USE & TRANSPORTATION

4.

WHAT IS THE BIG PICTURE CONCEPT?

The big picture concept is made up of the elements below which begin to translate the vision and redevelopment objectives onto the geography of the corridor. It's the foundation on which the detailed plans are built and shape the plan recommendations. The forward-looking concept illustrates the desired future state of the planning area.

The graphic on the following page illustrates the Big Picture Concept for the area.

1. WEAVE TOGETHER THE NORTH & EAST SIDES. The heavy industrial rail corridor and highways, as well as natural barriers, have long separated the City's north and east sides. The enhanced street network with safe and comfortable facilities for bikes and pedestrians, integrated land use, and unifying placemaking features have cohesively weaved the area together.

2. MAINTAIN AS MAJOR EMPLOYMENT CORRIDOR. The Packers and Pennsylvania Avenue corridor is a major regional employment center with a diverse range of businesses with a full spectrum of jobs at all skill levels.

3. CREATE AN INCLUSIVE MIXED-USE HUB. Centered on the north side of Commercial Avenue is a high-density, mixed-use activity hub welcoming to and representative of the entire Northside community. It is place with a diversity of housing options, local and minority owned business, and major employers all knit into the adjacent neighborhoods. Uses, urban open spaces, and placemaking strategies have formed an inclusive central hub at the core of the planning area.

4. TRANSFORM COMMERCIAL AVE INTO A WALKABLE DISTRICT. Commercial Avenue has redeveloped into a walkable district that functions as the main hub for culture, employment, training, and daily services, that shaped the areas identity and is linked to other commercial-oriented nodes as a walkable neighborhood network.

5. ADD STREET CONNECTION FROM NORTH SHERMAN TO PACKERS. A new east-west roadway connection has integrated the massive 72-acre former Oscar Mayer and Hartmeyer properties, improving access to the most active areas.

6. BUILD A TRANSIT ORIENTED DEVELOPMENT CENTERED ON A MULTIMODAL HUB. A regional multimodal transit hub integrated with bus, bikes, and future intercity and local rail is the center point to a transit-oriented neighborhood and employment center. The transit-oriented development (TOD) is characterized as a compact, walkable, mixed-use development with higher development intensity in close proximity to high-capacity transit.

7. INCORPORATE THE WETLAND INTO A NEIGHBORHOOD PARK. The wetland has been preserved and incorporated into a larger neighborhood park providing both nature-based recreation opportunities and active recreation facilities to serve existing and future residents.

8. ENHANCE CITY ENTRY CORRIDOR & ACCESS. Packers Avenue is a major transportation and community gateway to the city from the airport and the north. Additional signalized intersections or other intersection improvements, enhanced streetscaping, street trees, and wayfinding signage transformed the corridor into a quality gateway that carries significant traffic and is safe for residents and employees to cross.



Adjacent Parkland:



Total acreage

Demetral Park	49.18 ac
Hartmeyer Roth Park	14.90 ac
Burrows Park	10.72 ac
Eken Park	2.07 ac
Emerson School Park	1.94 ac
Total	78.81 acres



Burrows Park

- Playground
- Open space
- Fishing/Canoeing/Kayaking

Eken Park

- Open space
- Playground
- Basketball court

Emerson School Park

- Open space
- Playground

Demetral Park

- Basketball court
- Off-leash dog park
- Volleyball court
- Multipurpose field
- Playground
- Softball field









Design Ideas, Feedback, and Precedents

Hartmeyer-Roth Park

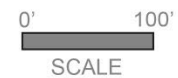


- 1** Boardwalk with Bird Blinds
- 2** Fitness, Games, and Gathering
- 3** Playground Area
- 4** Discovery Forest and Prairie
- 5** Asphalt Path

-  Wetland Restoration
-  Wooded Area
-  Playground and Active Rec
-  Wet Prairie Restoration
-  Community Activity Space
-  Open Turf Space



NORTH









Date: 04/14/2026

Hartmeyer-Roth Park



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0' 100'
SCALE

Date: 04/14/2026

Concern

Sustaining Biodiversity

- Native vegetation and biomes will be restored, transforming areas from invasives to natives
- Bird and bat houses are included and can be monitored by visitors
- Construction will be completed during times that are less impactful to species

Public Access and Enjoyment

- Continued support for volunteer-led efforts, citizen science, and research efforts
- Inviting new residents through boardwalk connection to the east
- Access path east to west and additional signage for park entrances
- Connection northward considered dependent on wildlife impact

Greenspace Connections

- Bike and pedestrian connections to the southeast (Demetral Park) are indicated in the Oscar Mayer Special Area Plan
- Connections will be led by other City agencies as redevelopment occurs

Park Amenities

- Active park amenities are necessary to provide for the needs of adjacent residents
- Private recreation amenities/facilities in the area are not considered
- Active park amenities have been located along Huxley St. for easy access from the neighboring high density housing

Addressing the Concern

Concern

Park Rules

Preserve Wildlife Corridor Connections

Limit Light and Sound Disturbance

Park Type Classification

Addressing the Concern

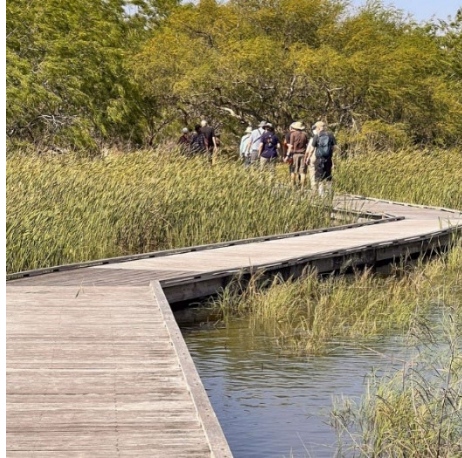
- All general park rules will be applied and enforced
- Staff may post signage asking park users to stay out of native restoration areas, as is common in other general parks

- The wooded barrier along the railroad will be preserved
- Additional growth proposed to wooded area and upland prairie
- Additional prairie type added to the wet area of the park

- There are no additional lights proposed in these plans

- The Oscar Mayer plan recognizes and plans for the limited availability of neighborhood park space
- A neighborhood park is necessary to provide for the density of existing and planned housing in the area

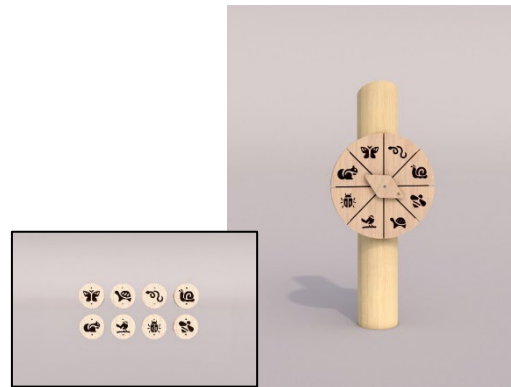
Boardwalk and Bird Blinds:



Upland Prairie and Wet Prairie:







Outdoor Fitness and Games:



Public Input

- Please type your question or comment in the chat.





Next Steps

- Please take the survey! Open until **May 14, 2026**
 - [Survey link](#)
- Public Input Meeting #2 – **TBD**
 - Staff will prepare a revised design based on feedback received
- Project Contact
 - Izzy Wilde – iwilde@cityofmadison.com
608-261-9671
- [Project Website](#)

Thank you! 