

## 02 | executive summary

### guiding principles

Any long-term facility Master Plan needs to be tested against a robust set of Guiding Principles to ensure the Vision, Mission and Values of an Institution are being optimized through successive changes to the facility over time. Design proposals and any other facility adjustments made now and well into the future can be tested against these principles to ensure the proposals are relevant and represent good value for the institution. During this Master Plan review process, the OBG Leadership group developed new OBG Guiding Principles, as follows:

**Invite.** Olbrich Botanical Gardens will be a safe, vibrant, welcoming, and relevant destination for every person in the community.

**Honor.** The design will respect the vision of Michael B. Olbrich by being accessible to the community and adding economic and ecological strength to Madison.

*... something of the grace and beauty that nature intended us all to share. For this park has not a passive, but an active function. It is not to stand aloof, a treasure of the city, beautiful, still, reserved. This park above all others, with a warmth and strength of love - of love of all the working world - should hold out its arms, should invite them to itself, until its naturalness and beauty enter into their lives.*

- Michael B. Olbrich, 1921

From a speech proposing a garden site on Starkweather Creek near Lake Monona

**Sustain.** The design will perform to high standards of sustainable practice in horticulture, landscape design, education, programs, facilities, and operations, and support the health and well-being of the community and the natural resources.

**Educate.** The gardens and buildings will stimulate learning as well as be an instrument for exemplary education and interpretive opportunities, contributing to best practices for environmental education.

**Engage.** The design will connect people to nature in diverse, innovative, and engaging ways.

**Adapt.** The design will respond gracefully to changes in sustainable practice, the ecological region, and public garden practices to maintain relevance over generations.

**Inspire.** The design will respect Olbrich Botanical Gardens' existing facilities (gardens and buildings) and be an outstanding model of partnership, stewardship, sustainable practice, and public garden practice.

**Motivate.** The design will encourage Olbrich Botanical Gardens' leadership to motivate staff to best serve every person in the community and to be a leader in public garden stewardship.

