INTRODUCTION

Sarah Close, City of Madison Parks Division
Thanks for coming, we’re looking forward to working with you to design Portland Park! We want to hear your thoughts and ideas, so to make sure everyone has an equal chance to speak...

- We will take all comments/questions at the end of the presentation.
- Do not interrupt others while they are speaking.
- No disparaging remarks about others’ comments.
- If you are not comfortable speaking tonight, please call, or email.
TONIGHT’S GOALS

Recap of previous Portland Park meeting
  Master planning process, site inventory and analysis

What did we hear?
  Summary of public input
  Design exercise results

Review and discuss master plan concepts

Now what?
  Next steps
MASTER PLANNING

What is it?

A master plan:

- Is a forum for public input
- Provides a common vision for future management/development of a property through a public consensus building process
- Analyzes site inventory and suitability (What is there now and what can we do with it?)
- Provides programming (aka activities), development, and resource protection recommendations

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

A 10,000 foot view!
MASTER PLANNING

A master plan does NOT:

○ Specify specific materials or finishes
○ Designate exact locations
○ Contain construction drawings (which include information like dimensions, colors, products, quality requirements, etc.)

Questions NOT answered by a master plan: Who is going to build it, when (exact date), and how much will it really cost?
MASTER PLAN PROCESS

Public Input Meeting #1 → Community Survey → Public Input Meeting #2 → Park Commission

If no, or minor changes

WE ARE HERE
PORTLAND PARK

- Location
- History
- Existing Conditions
  - Aerial
  - Topography and Slope
  - Vegetation
HISTORY

- Parcel dedicated to the City of Madison in 1962 as part of the Wedgewood subdivision development
- Long history as agricultural property
- No significant or suspected archaeological artifacts/buildings on site
EXISTING CONDITIONS

- Aerial
- Topography and Slope
- Vegetation
VEGETATION

- Primarily ornamental trees
- Trees evaluated by Parks staff
How often do you visit a park or outdoor recreation area?

- A. Multiple times per week
- B. Once or twice a week
- C. Once or twice a month
- D. Once or twice a year
- E. Other.

How long have you lived in this neighborhood?

- A. A few months or less
- B. About a year to two years
- C. About three to five years
- D. Over five years
- E. I don’t live in the neighborhood
I CLICKER RESPONSES

What do you feel is most lacking in your local community spaces?

<table>
<thead>
<tr>
<th>Answer</th>
<th>Votes</th>
</tr>
</thead>
<tbody>
<tr>
<td>A. Places to walk or bike for exercise.</td>
<td>11% (1)</td>
</tr>
<tr>
<td>B. Places for children to play.</td>
<td>22% (2)</td>
</tr>
<tr>
<td>C. Places to picnic and have gatherings.</td>
<td>11% (1)</td>
</tr>
<tr>
<td>D. Places to grow and eat local food.</td>
<td>11% (1)</td>
</tr>
<tr>
<td>E. All of the above.</td>
<td>44% (4)</td>
</tr>
</tbody>
</table>

Why do you typically visit parks/outdoor recreation areas?

<table>
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<tr>
<th>Answer</th>
<th>Votes</th>
</tr>
</thead>
<tbody>
<tr>
<td>A. To walk/hike or view nature</td>
<td>22% (2)</td>
</tr>
<tr>
<td>B. To play a game or participate in a field sport</td>
<td>22% (2)</td>
</tr>
<tr>
<td>C. To take my children to a playground</td>
<td>11% (1)</td>
</tr>
<tr>
<td>D. To go to an event or festival</td>
<td>0% (0)</td>
</tr>
<tr>
<td>E. Other</td>
<td>44% (4)</td>
</tr>
</tbody>
</table>
COMMUNITY SURVEY

Q2 Why do you typically visit parks/outdoor recreation areas?
Answered: 30  Skipped: 0

- To walk/hike or view nature: 48.67% (14)
- To play a game or participate: 10.00% (3)
- To take my child(ren) to a playground: 36.67% (11)
- To go to an event or festival: 3.33% (1)
- Other (please specify): 3.33% (1)

TOTAL: 30

Q7 If you are a parent/guardian, how many children live in your HOUSEHOLD (aged 17 or younger only)?
Answered: 25  Skipped: 5

- None: 56.00% (14)
- 1: 12.00% (3)
- 2: 24.00% (6)
- 3: 0.00% (0)
- 4: 8.00% (2)
- More than 4: 0.00% (0)

TOTAL: 25
Please select and rank the recreational amenities below on how important you feel it is that they be included in the Portland Park master plan.
DESIGN YOUR PARK!

Questions to ponder:

- What’s been your best experience of a public space?
- What do you want to experience in Portland Park?
- What design elements would support that experience?

Design Activity in Groups

- Work for about 20 minutes

Quick presentation/summary to the entire group.
- Picnic shelter
- Play equipment (with features geared towards older children)
- Public garden space
- Basketball
- Additional plantings (trees, prairie)
- Picnic shelter
- Play equipment
- Basketball
- Sand volleyball
- Gaga ball
- Accessible features (path, amenities)
- Additional plantings
COMMON THEMES

✓ iClickers
   Top Results:
   • Most lacking in local area? Places to grow and eat local food
   • Why do you typically visit parks? To take my children/grandchildren to a playground

✓ Survey
   • Play equipment
   • Accessibility, paths
   • Natural vegetation/plantings
   • Open space

✓ Design Exercise
   • Active activities (play equipment, basketball, volleyball, open space)
   • Functionality (accessibility!)
MASTER PLAN OPTIONS – LET’S DISCUSS

Master Plan Option 1

Master Plan Option 2
NEXT STEPS

• Board of Park Commissioners
  • Approval of Master Plan
• Funding

Watch the City Parks “Project Portal” website for the Community Survey and project updates!
www.cityofmadison.com/parks/projects/portland-park-master-plan
COMMENTS?

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