

# AMENDED FINAL REPORT



# CENTRAL PARK

DESIGN AND IMPLEMENTATION TASK FORCE

MADISON, WISCONSIN

ACCEPTED BY COMMON COUNCIL: JUNE 7, 2011  
LEGISLATIVE FILE ID No.: 22290

## ACKNOWLEDGEMENTS

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- Joe Sensenbrenner, Center for Resilient Cities Representative
- Benjamin Sommers, Neighborhood Resident (former member)
- Truly Remarkable Loon, Citizen Member
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# Amended Final Report Central Park Design and Implementation Task Force

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## A Very Brief History

The concept of a large urban park located along the East Isthmus rail corridor originated with local neighborhood groups interested in revitalizing an area of post-industrial brownfields. Discussions for a park on this site began in the early 1970s. The Urban Open Space Foundation (UOSF) championed this idea for several years, developing a plan for a grand 25-acre Central Park. Despite public enthusiasm following an extensive public process and some success at fund raising, progress eventually stalled on the project.

In 2007, the Common Council established the Central Park Design and Implementation Task Force (Task Force) to determine the need for and feasibility of such a park and chart a path forward. This report summarizes our efforts and recommendations to the Common Council for the expeditious creation of this park.

## Structure of the Task Force

The Task Force was comprised of the following members:

<b>Marsha A. Rummel</b>	Common Council Member, District 6
<b>Joseph R. Clausius</b>	Common Council Member, District 17
<b>Nicole Craig</b>	Citizen Member
<b>William W. Barker</b>	Parks Commission Representative
<b>Nancy T. Ragland</b>	Mayoral Appointee
<b>Joe Sensenbrenner</b>	Center for Resilient Cities Board Representative
<b>Bradley C. Mullins</b>	Area Property Owner
<b>Leslie C. Schroeder</b>	Neighborhood Resident
<b>M. Nan Cheney</b>	Neighborhood Resident
<b>Phyllis E. Wilhelm</b>	MG&E Representative
<b>Amy T. Overby</b>	Madison Community Foundation Representative
<b>Susan M. Schmitz</b>	Downtown Madison, Inc. Representative
<b>Truly Remarkable Loon</b>	Citizen Member

We also appreciated the services of Benjamin Sommers, neighborhood resident who left Madison for an extended work experience in South America.

## Process

The Task Force strove for a transparent, open and participatory public process. Over a period of five years, the Task Force held forty open meetings, including six large and well-attended public meetings. Additionally, subcommittees were established to further address the questions posed in the authorizing Resolution, namely Land Acquisition/Rail Relocation, Concept Park Plan, Fundraising, Memorandum of Understanding (MOU), and Alternative Design. Additionally, Lorna Jordan held a large public meeting during her research for her environmental art design for the park. In addition to well-attended meetings, all printed materials were digitized and made available online on a dedicated web site. Much additional discussion occurred on various neighborhood listservs, and the local press covered the Task Force in some detail.

## Should Central Park exist?

First and foremost, throughout our process, citizens voiced strong support for a park. Indeed, the site currently serves as an informal park and a vital component of the local economy. Not only has it hosted music festivals that raise critical funds for the Wil-Mar Community Center, but informal use of the open space by neighbors commonly occurs. Additionally, a farmer's market offers local farmers and providers access to a vibrant marketplace. The site's location along a major bike corridor offers a highly sustainable model for urban food distribution that could be propagated throughout the city.

Stimulation of adjacent development offers more proof of the existing positive economic and social impact a park on this site will offer. For example, R.P.'s Pasta located a restaurant and production facility on Wilson Street in anticipation of an urban park. Similarly, Park Central apartments provided welcome new property tax revenue providing a mix of affordable and market rate rentals. All this just on the rumor of a park!

Of course, the true utility of a quality urban park on this site only becomes more apparent as one contemplates the future of the East Washington Capitol Gateway Corridor. The Task Force carefully considered the park in the context of the existing plans for redeveloping this vitally important Corridor, as well as relevant transportation studies detailing the potential for light or commuter rail in addition to the prospect for inter-city high-speed rail. Viewed through this lens, the imperative of building a high quality urban park on this site becomes ever more apparent. In addition, Central Park offers a unique opportunity to enhance the connectivity and utility of existing green space in the East Isthmus area and beyond. There can be no more effective investment than open space, if we intend for Madisonians 25 years from now to enjoy the high quality of life we currently experience.

## **Responding to a Shifting Landscape**

Before detailing our answers to the remaining questions posed by the charge to our Task Force, one should consider the dynamic environment in which the Task Force performed its work. While much of the Task Force's early deliberations centered around determining the feasibility of the park plan drawn up for the Urban Open Space Foundation (UOSF) by McCarthy and Associates (the McCarthy Plan), multiple events beyond our control shaped our perceptions and ultimately combined to cause us to scrap the McCarthy Plan altogether.

A strong economy and robust investor and philanthropic climate prevailed during the years in which UOSF worked to create Central Park. Shortly after the Task Force began its work, we experienced a major global recession from which we have yet to fully recover. Certainly this sensitized the Task Force to the need to protect local jobs and strongly influenced our view of what parcels might be suitable for adding in the short term to the nucleus of land currently dedicated to the park. The Task Force also recognized that local entrepreneurial investments had transformed buildings once regarded as challenged tear downs into artistic workspace for a variety of professional, non-profit, and incubator businesses.

Further complicating the picture, the Urban Open Space Foundation expanded its mission to a national focus on urban sustainability issues, changing its name to the Center for Resilient Cities (CRC). Additionally, the long time UOSF Director, a stalwart champion of Central Park, retired.

One final change represented a tectonic shift and effectively sealed the fate of the McCarthy Plan. The existence of an active rail corridor diagonally bisecting the park represented a significant obstacle to realizing the McCarthy Plan and thus moving the railroad tracks formed a critical step in the evolution of this parcel of open space. The collapsing economy and the estimated costs to acquire the land and rights of way rendered this step improbable. Following this development, the Task Force realized it had painted itself into a corner, investing much time into a plan impossible to achieve in the near term.

Luckily, spontaneous partnerships arose to rescue the project from oblivion. The MG&E foundation provided funding and a local coalition of landscape architectural firms (Schreiber/Anderson Associates, Inc.- JJR, LLC - Ken Saiki Design, Inc.) collectively known as "3" donated half their costs to envision a park responsive to community input that fit on a much reduced footprint and accommodated an active rail corridor. The Task Force accepted their plan as the Conceptual Master Plan

for Central Park; the Final Report of the Task Force, including the "3" Plan, was adopted by the Council on April 20, 2010.

Closely following the adoption of this plan, three important developments directly affecting the design of Central Park occurred. First, the Federal Government announced plans to build a high-speed rail line between Milwaukee and Madison. Governor Jim Doyle selected a site near Monona Terrace as the location for the rail terminal, and for a brief, shining moment, the very real possibility of relocating the rail line arose. Accordingly, the Task Force suspended its efforts until the City of Madison and relevant governmental entities could work through such issues as track siting and street crossing designs. The subsequent election of Governor Scott Walker and his attendant declination of funding effectively killed the project and the Task Force resumed its work.

Second, the City of Madison received funding from the National Endowment for the Arts, and following a national competition, selected renowned environmental artist Lorna Jordan to collaborate with "3" and the Task Force to infuse a strong artistic design into the plans for Central Park.

Third, and perhaps most remarkable, Research Products redesigned their business practices, allowing them to make a critical parcel of land available for immediate inclusion into Central Park. The City of Madison moved quickly to acquire the parcel.

The Task Force vetted the inclusion of Ms. Jordan's designs and impact of the acquisition of the Research Products parcel through a series of additional committee meetings, including three public meetings. The final "3+LJ" Plan shown in Appendix I represents the final design resulting from this extensive public process. Appendix II contains Ms. Jordan's materials regarding the art approach for Central Park. Appendix III contains the original "3" Plan, including the other documentation associated with the approval of the Central Park Master Plan in 2010.

## **Questions Answered**

### **a) What is the final concept for the park?**

The Task Force envisions Central Park as a vibrant public-private partnership closely modeled on a local and extremely successful exemplar, Olbrich Botanical Gardens. This model succeeds via an articulated mission statement and an innovative municipal partnership with a dedicated philanthropic organization, the Olbrich Botanical Society. Thus the Task Force, reflective of our strong environmental

ethic and endorsement of sustainable concepts as enumerated in The Natural Step, adopted the following mission statement: “Central Park serves as a test bed for sustainability and resiliency strategies in urban settings.” This sensibility infuses and informs our vision for Central Park, from support for local food production (community garden space and farmer’s market) and edible landscaping to infrastructure for alternative transportation.

The second component of the model, a dedicated philanthropic organization, underpins the long-term success of the park. While the CRC deserves much credit for nurturing Central Park in its infancy, their change in focus to a more national perspective decreases their suitability as the best partner for further stewarding Central Park. Thus the Task Force recommends establishing a new organization to solely focus on supporting Central Park. A Memorandum of Understanding effecting transfer of the land currently held by CRC to municipal ownership and establishing a support organization accompany this report and is located in Appendix III. The CRC generously gifted their holdings to the City of Madison in 2010.

Rather than specify a detailed plan for Central Park, the Task Force chose to endorse the conceptual plan detailed in the “3+LJ” Plan. In part, the design of the “3+LJ” Plan dictated this decision. As part of an attempt to link green spaces in the East Isthmus area, “3” reclaimed the Few Street crossing (right of way) as an entrance, thus linking Central and Orton Parks. Conversion of this now cryptic crossing to an active pedestrian crossing requires approval by the State of Wisconsin Office of Commissioner of Railroads (OCR). While the approval process is underway, we do not expect a definitive answer until perhaps sometime in 2012. Rather than further delay progress on the Park, we chose to endorse a pragmatic footprint and encourage development of appropriate infrastructure to support four main usages consistently voiced and supported by the public. Those main uses are:

- Performance space engineered to support up to three large festival events per year
- Gathering areas, earthworks, and pathways
- Community gardening and local agriculture
- Skate Park
- Playground

The “3+LJ” Plan articulates an inspired solution to an exceedingly difficult design challenge and provides for the above uses. Several unresolved issues directly

affecting the park design, but outside the purview of the Task Force, remain. For example, we may or may not gain permission to use the Few Street crossing. The Task Force feels strongly that progress on the park not be delayed until this issue is resolved. Whereas the original “3” Plan required major design realignments, the “3+LJ” Plan appropriately deemphasizes this component. Thus, if one views the final design as a smorgasbord of elements, clearly work can move forward on designing the skate park, multi-use performance space, gardens and playground. This perspective might even allow for incorporating elements from the earlier McCarthy Plan.

The Task Force hopes that by crafting a flexible path defined by a footprint and articulated major uses, Parks Division staff can take over the design and implementation and expeditiously move the project forward. Such flexibility, coupled with an active partnership should allow the park to nimbly maximize future opportunities for further development as they arise. After all, who could have foreseen the Thai Pavilion or the timely availability of the Research Products parcel?

#### **b) Explore additional lands to be purchased**

The Task Force recommends two immediate property acquisitions, the Robert Sands property, as well as the MG&E parcel located at the SE corner of the intersection of Brearly and East Wilson.

Note that City property transects the Sands parcel twice, by the Few Street crossing as well as by a former railroad ROW bisecting the eastern fragment along a SW-NE line. Not only is acquisition of this parcel crucial for the park itself, but also the “3+LJ” Plan designates this area as the site for a future light rail stop and alternative transportation hub. The Task Force carefully weighed the economic consequences of acquiring the Sands property and determined the long-term economic gain outweighed the immediate minimal economic impact on the existing businesses. Given the value and relative scarcity of green space in the Central Isthmus, the Task Force strongly recommends minimizing the size of any parking facility that might accompany a future light rail station.

The small MG&E parcel links Central Park with the existing and adjacent Willy Street Park, creating a direct connection to Williamson Street at South Brearly Street.

#### **c) Explore options for developing the park in phases and develop a phased implementation strategy for the park.**

The Task Force feels all the main elements of the park should be developed as quickly as possible. Community sentiment infuses this perspective, for we heard pleas for a quick delivery voiced again and again. Due to the existence of ongoing large music festivals, the multi-use performance space should receive priority. The skate park timing depends on the fundraising success of the Madison Skate Park Fund. Nonetheless, given the demonstrated demand for skateboard facilities and the presence of skate parks in many surrounding communities, the City should work to ensure this project succeeds. The Task Force applauds the City of Madison's decision to make matching funds available to hasten development of the skate park component.

A playground can go in as soon as a site is designated and funding raised. Community gardens and orchards are certainly affordable and will develop at a rate determined by gardener governance and community interest. In keeping with the sustainability theme of the park, the Task Force does not support a dedicated performance stage, opting instead for street closures and temporary "transformer-type" staging for large events. This represents immediate and substantial construction savings, adds to the flexibility of the park space and mitigates against long-term infrastructural maintenance liabilities. Further enhancements can be added as time goes on and opportunities arise. For example, educational materials detailing the natural, geological, archaeological and industrial history of the East Isthmus have been proposed, as well as spaces for public art.

**d) How does the relationship in terms of governance, financing, management and maintenance of the park work among the parties involved?**

Central Park governance should mirror that of any City park under the auspices of the Madison Board of Parks Commissioners. As for funding, the public-private partnership will require time to establish itself. Ideally, the City might choose to invest in the park's initial construction with the idea that, as is the case with Olbrich Botanical Gardens, the philanthropic and volunteer activities would sustain and grow the park long term. Ideally, an endowed fund to provide for maintenance should be established. To maximize efficiency, the Parks Division could provide day-to-day basic maintenance, scheduling and management. Any maintenance required above a normal basic level of service should be funded by the private partner and/or performed by volunteers.

A draft Memorandum of Understanding concerning these issues is attached in Appendix III.

**e) What is the best plan of action regarding moving the railroad tracks?**

Given the magnitude of the expenditure estimated to move the existing rail, in light of the current state of the economy, the Task Force does not support moving the rail at this time. Nonetheless, should a future opportunity arise to move the tracks, the City should move expeditiously to do so. Clearly, a much higher quality park will result.

**f) What do stakeholder groups think about this plan?**

The public enthusiastically embraced the "3+LJ" Plan, but on a more fundamental level they support the expeditious creation of a park supporting their clearly articulated uses. Local business and property owners, local philanthropic groups, and neighborhood associations are also pleased with the prospects for Central Park. Indeed, creation of a collegial, collaborative and enthusiastic stakeholder coalition represents one of the major achievements of the Task Force process. We must not squander or hinder this unique opportunity created by our work to bring this park to fruition.

**g) What is needed in terms of private fundraising?**

Robust private philanthropy must comprise a major ingredient in the long-term success of Central Park. As mentioned before, private funding must provide aesthetic and educational enhancements, as well as provide for long-term maintenance. As we have seen in Olbrich Botanical Gardens, private funding comprises an invaluable component of funding for additional property acquisition.

**h) Review the proposed park footprint and address the relationship of park space to redevelopment plans in the corridor.**

The Task Force held several meetings where representatives of the Center for Resilient Cities, City staff to Transport 2020, the East Rail Corridor Plan and the East Washington Capitol Gateway Corridor Plan presented their work and how it relates to the development of Central Park. In addition, the Task Force met on the site and walked it to get a good sense of the context and issues surrounding the development of the Park. In addition, Nan Fey and Karl van Lith provided training in The Natural Step and helped the Task Force integrate this conservation ethic into park design and philosophy.

**i) Design integration with other nearby green space.**

The Task Force specifically charged “3” with addressing linkages between Central Park and existing parks in the East Isthmus area. Their report contains many recommendations and design elements for linking these public spaces along existing bicycle paths and the Yahara River Parkway. Additionally, “3” designed streetscape improvements to enhance connections between Orton and Central Park along Few Street. The Task Force emphasizes how such a “green web” enhances the city, and recognizes the efficiencies realized by linking Tenney, Olbrich, James Madison, Central, Orton, Turville Conservancy and Olin Parks via alternative transportation corridors. For example, the proximity of excellent ice-skating facilities at Tenney obviates the need to provide duplicate rinks at Central Park.

Respectfully submitted,

William W. Barker, Chair

Nancy T. Ragland, Vice Chair

M. Nan Cheney

Joseph R. Clausius

Nicole Craig

Truly Remarkable Loon

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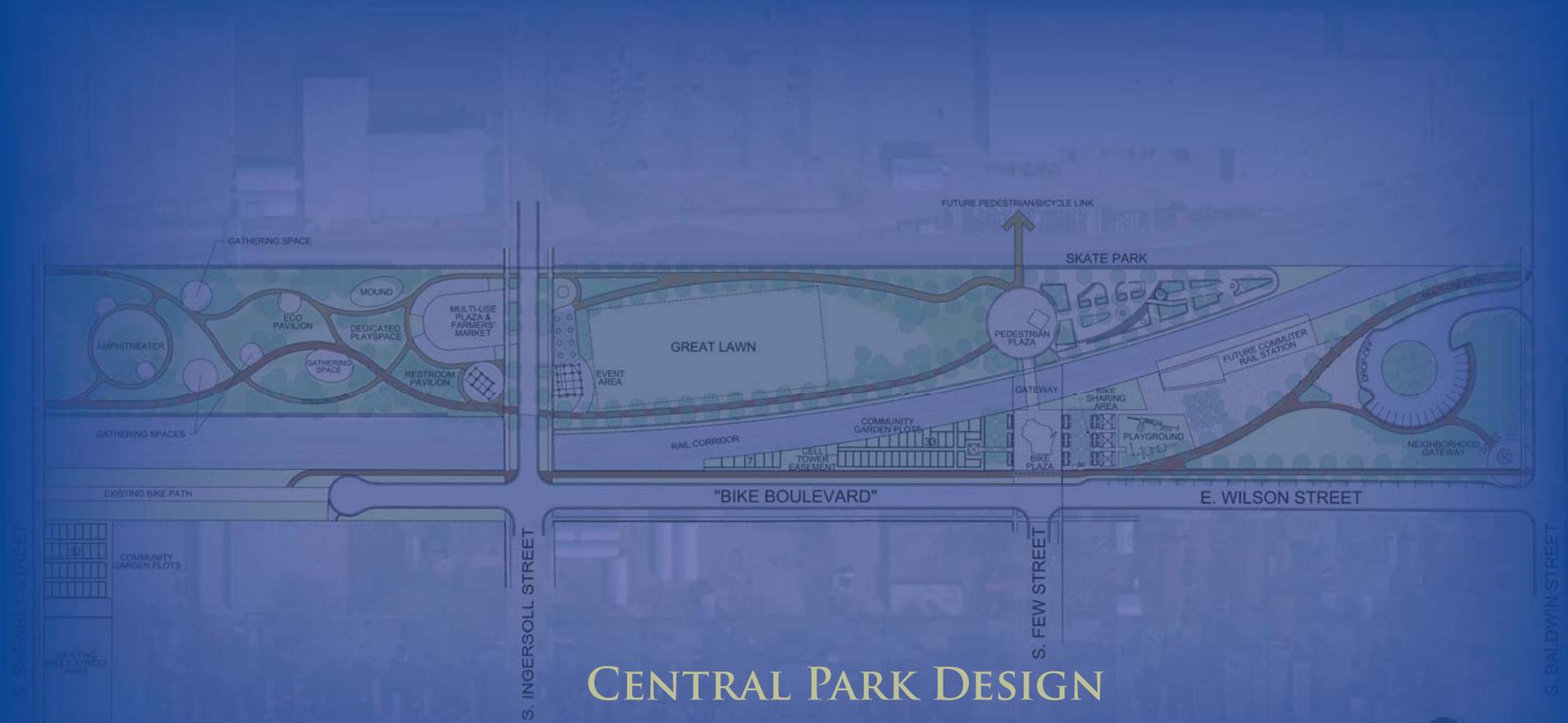
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# APPENDIX I

## CENTRAL PARK MASTER PLAN REVISION



### CENTRAL PARK DESIGN AND IMPLEMENTATION TASK FORCE

ACCEPTED BY COMMON COUNCIL: JUNE 7, 2011  
LEGISLATIVE FILE ID No.: 22290



## INTRODUCTION

This document provides revisions to a previous version of the Central Park Master Plan approved by the City of Madison Common Council on April 20, 2010. The Central Park Master Plan Revision (Plan Revision) celebrates the rich history, landscape, architecture, art, environmentalism, and activities of the East Isthmus, and it links bike trails, open space, and established parks throughout the Isthmus. The Plan provides a framework and prioritized approach for future land acquisitions as well as park uses and activities, open space networks, pathways, gathering places, green infrastructure, pavilions, and recreation facilities. Preparation of the Plan Revision involved participation of City staff, the Mayor's Central Park Design and Implementation Task Force, neighborhood groups, and many other stakeholders.

## BACKGROUND

For approximately a decade, the City of Madison, the Center for Resilient Cities (formerly the Urban Open Space Foundation), and many stakeholder groups have discussed and planned for an urban park to be located in the East Isthmus Corridor on Madison's near east side. The Park is expected to provide park and recreation facilities to meet the needs of the neighborhood and community, enhance the city's economic development potential, and stimulate renewed focus of the greater Isthmus as an employment center. The Park will interconnect jobs, housing, and recreation and create a signature feature and destination for the city.

A concept plan previously prepared for Central Park (McCarthy Plan) was presented in many venues, to many people and groups and generated much interest and discussion. While widespread support exists for the concept of a park, concerns expressed stalled momentum of this plan. The McCarthy Plan depended upon acquiring land through purchase or condemnation and moving the existing railroad tracks 100 yards to the north edge of the park at an estimated cost of \$10 million. Public funds for this purpose were limited.

The alternative Central Park Master Plan was developed to explore additional options and develop a different park design that does not require relocation of the railroad tracks but instead creates a usable, safe, functional park around the current railroad tracks. This was to allow the city and public to evaluate the two plans in determining how to proceed to implementation of the park.

### **Park Acreage**

When the McCarthy Plan was developed the assumed acreage for the park was approximately 15 acres. Since that time the available land for the Park has been reduced to approximately 8.75 acres. However, future expansion of the Park remains strong as several parcels of land may become available in the

future. This Plan could accommodate future growth if additional lands become available.

### **Process for Central Park Master Plan Revision**

Since the Central Park Master Plan was adopted, possible land acquisition of the Research Products site in the Brearly block precipitated a revision of the Central Park Master Plan to allow for a continuous park. The process for creating the Plan Revision involved participation of City staff, the Mayor's Central Park Design and Implementation Task Force, neighborhood groups, and many other stakeholders. The Plan Revision was presented at two public meetings to receive comments—one at the onset of the project to share preliminary concepts and one to present the final Revised Plan.

## CENTRAL PARK AREA DESCRIPTIONS

Central Park is comprised of 3 block development zones; Brearly Block (Brearly to Ingersoll Streets), Ingersoll Block (north side of rail line between Ingersoll and Baldwin Streets), and Few Block (south side of rail line between Ingersoll and Baldwin Streets).

### BREARLY BLOCK

The Brearly Block provides an interactive, environmental landscape that becomes a platform for a wide variety of community activities. Brearly Block spaces have flexible uses and include cultural and natural gathering areas, an amphitheater, pavilions, a multi-use plaza/farmer's market, and eco-play areas. Earthworks, plantings, pathways, and green infrastructure define, surround, and connect these spaces. The plan for this block is based on the Art Approach and Master Plan Sketches created by Artist Lorna Jordan.

### **Gathering Areas**

Gathering areas vary in size and are used for many activities. Cultural gathering areas can be programmed with acoustic performances, book clubs, community conversations, small art exhibitions/festivals, poetry gatherings, outdoor cinema, and quiet retreats. Natural gathering areas and demonstration gardens can include edible landscapes, wildlife gardens, and storm water treatment gardens. These can be programmed with events that pertain to nature in urban areas and that demonstrate practices related to sustainable living. An amphitheater along Brearly includes terraces, stone walls, stairs, pathways, plantings, and earthworks. Gathering areas can be used for outdoor cinema, outdoor classrooms, nature appreciation, small festivals, exhibits and gatherings/performances. Additionally, they provide places for solitary reflection and retreats.

## **Pavilions**

A series of sculptural pavilions include a shelter/stage pavilion within the amphitheater, a pavilion mid-block, and a rest room pavilion along Ingersoll. These provide shade and shelter. And they punctuate the landscape—adding dimension and interest to the Brearly Block.

## **Multi-Use Plaza and Farmer’s Market**

A larger gathering space is located at the east side of the Brearly Block for the relocation of the East Side Farmer’s Market. The plaza space has artistic paving and provides enough area for vendors to park vehicles and setup tables. The plaza provides opportunities for other events when not in use during the Farmer’s Market. A rest room pavilion is located south of the plaza and is centrally located for park users.

## **Earthworks, Plantings, & Green Infrastructure**

Earthworks, plantings, and green infrastructure features are integral to the Brearly Block. Inspired by Wisconsin landscapes sculpted by glaciers over time, these define and surround gathering areas.

## **Pathways**

A primary multiuse pathway, minimum 12’ wide, provides accessible circulation through the site from Brearly to Ingersoll Street. The primary pathway also provides a security route for emergency vehicles. Secondary pathways weave throughout the park connecting with the primary path. Secondary pathways will be 4’ to 6’ wide and may consist of differing materials.

## **COMMUNITY GARDENS**

South of the rail line from the Brearly Block is land currently owned by Madison Gas and Electric (MG&E) which offers the potential for community gardening. The intent is to use this area to complete an open space connection to the existing Willy Street Park to the south. While the Willy Street Park has a sculptural wall that physically separates it from the MG&E parking lot, this re-use of the parking lot will link open space to open space and provide garden spaces for community use. Most of this area is compromised by contaminated soils. The gardens are conceived as raised beds, providing access for disabled individuals and soil volumes above potentially contaminated soils and the cap required to prevent further ground water contamination. Streetscape and street tree planting improvements to Brearly Street would strengthen the sense of park and open space, linking the Williamson Street Park, Community Gardens and the Brearly Street parcel of Central Park.

## **INGERSOLL BLOCK**

### **Great Lawn**

The Great Lawn is the largest open space in Central Park and is intended to be the location of festivals such as the La Fete de Marquette. The Great Lawn area comprises approximately 2 acres of the park. The open lawn itself is roughly 1 acre providing space for people to picnic, sit, stand or dance during performances and to have open lawn for play during non-performances.

A plaza space along the west side of the Ingersoll Block (adjacent to Ingersoll Street) will provide access for temporary stage configurations. The plaza includes a canopy structure that will function as a picnic shelter or performers venue. Portable flatbed truck stage systems will be accommodated in the plaza space as well. Adequate power would be provided at the plaza.

A double row of canopy trees is located along Ingersoll Street providing shade and separation. At the Great Lawn, canopy trees are used to define the edges of the park and direct views to the performance area.

On the north side of the Great Lawn, along the MG&E service rail, a widened walkway provides area for temporary activities such as displays of art. Another primary pathway, minimum 12’ wide, will also be located on the south side of the lawn along the active rail line. These primary pathways will also provide accessible routes and allow for emergency vehicle access to the Ingersoll Block portion of the park.

At the active rail right-of-way berms and/or fencing will be used to deter park users from crossing the tracks at inappropriate locations. The fence is pedestrian scale and would be no taller than 6’ in height.

### **Pedestrian Plaza**

A plaza will be centrally located in the Ingersoll Block to provide a transition from the large openness of the Great Lawn to neighboring uses. The Pedestrian Plaza will connect with the Few Street Block of the Park via the Few Street R.O.W. rail crossing. The rail crossing will have a security gateway to protect park users from train activity. The plaza will connect to future development to the north of the park providing pedestrian and bicycle linkages.

## **Skate Park**

The Skate Park has been a staple program element of Central Park. The over 1/2 acre site provides the opportunity to develop an urban plaza setting, integrating skateboarding into the park fabric as desired by current skate enthusiasts. The Skate Park would have the look and feel of an outdoor plaza space with seat walls, steps, and landscaped areas. The Park can also function as a gathering space for other activities. The Skate Park would have an attractive fence around the perimeter with access at the Pedestrian Plaza of the Great Lawn.

## **FEW STREET BLOCK**

### **Gateway Plaza**

The Gateway Walk is the ceremonial entrance into the park beginning with the Bike Plaza at the intersection of Few and East Wilson Streets. The Bike Plaza connects the park with the City's bike/trail system. The Gateway walk utilizes the existing Few Street right-of-way to extend an at-grade pathway to the Great Lawn, primary pathways, and Skate Park. Formal gate structures located on both sides of the active rail line will incorporate automatic gates that close as trains approach the crossing.

### **Accessible Playground**

Located to the east of the Bike Plaza, the Accessible Playground provides area for play structures for multiple age groups. The playground would be enclosed by attractive fence providing a safe and visible play area. Entry into the playground would be from the Bike Plaza. The Accessible Playground is approximately 1/3 acre in size and would serve children of all ages and abilities.

### **Bike Center**

The Bike Center is located on the east side of the Bike Plaza. The facility would house a bike/service kiosk. An area to the east has been identified for bikes, providing secure parking for cyclists while using the park, shopping at the Farmer's Market, or commuting in the future on light rail. This area can also be used for one of the bike sharing facilities in the City.

### **Additional Community Gardens**

A small parcel of land located to the west of the Gateway Plaza could provide space for up to 40 garden plots. A small shed for storage will anchor the transition from the plaza into the gardens while providing a water connection for gardeners.

## **Commuter Rail Station**

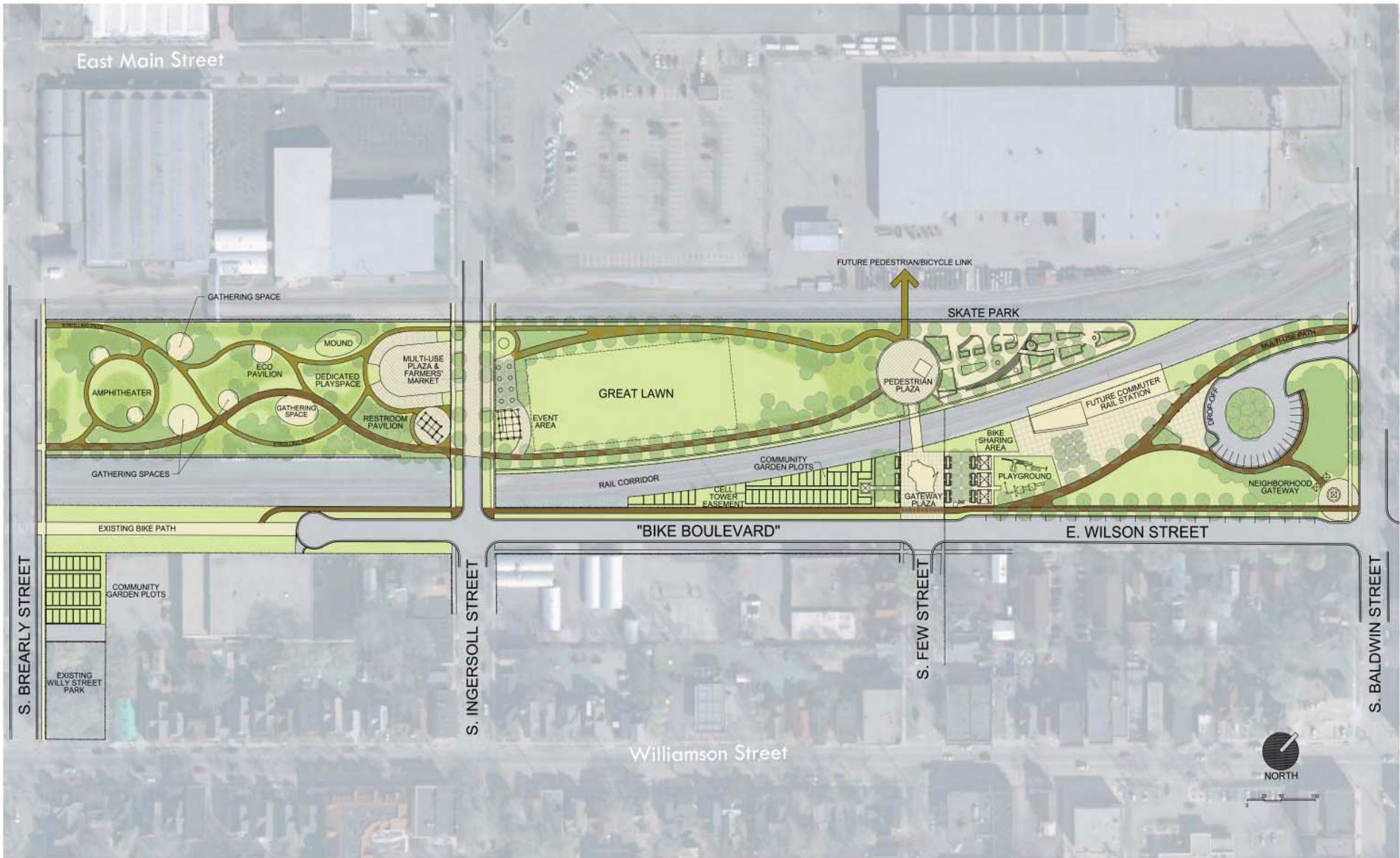
Central Park is a potential location for a future commuter rail station. The Rail Station could be located adjacent to the Bike Center to allow for commuters to ride to the site and secure their bicycles. Future rail commuting would provide another transportation source to events held at Central Park. The development of this area can provide for "Kiss and Ride" drop-off to the station. The Rail Station will provide a central transportation link for thousands of East Isthmus residents in the surrounding neighborhood.

## **Multi-Use Pathway**

With the purchase of the Sands Property and with the existing City right-of-way there is an opportunity to connect to the Yahara River Bike Path with a continuous link off of Wilson Street. This connection would provide a multi-use linkage to North Madison residents through the existing network of Bike Paths recently implemented.

## **Neighborhood Gateway**

The east side of the Few Street Block would be one of the later phase developments of the park. The intent of the gateway is to provide a significant entry feature from the neighborhood to Central Park. A potential bus stop would provide a multi-modal opportunity in conjunction with the multi-use path and commuter rail station. The multi-modal node would provide an unsurpassed opportunity for Central Park users not found within the current park system.



**LORNA JORDAN STUDIO**

# Master Plan Central Park

April 29th, 2011



This project is supported in part by an award from the National Endowment for the Arts.



Lake Mendota

Tenney Park

Tenney-Lapham Neighborhood

Yahara River

Marquette Neighborhood

Old Market Place Neighborhood

James Madison Park

Orton Park

Mansion Hill Neighborhood

First Settlement Neighborhood

Lake Monona

**LEGEND**

- Capital Loop Bike Path
- Capital Loop on Street
- Proposed Bike Path
- Bike Routes
- Bike Routes with Pavement Marking
- Bus Routes
- Rail Lines
- Proposed Commuter Station
- Potential Bus Station
- Potential Park Restroom
- Traffic Signal

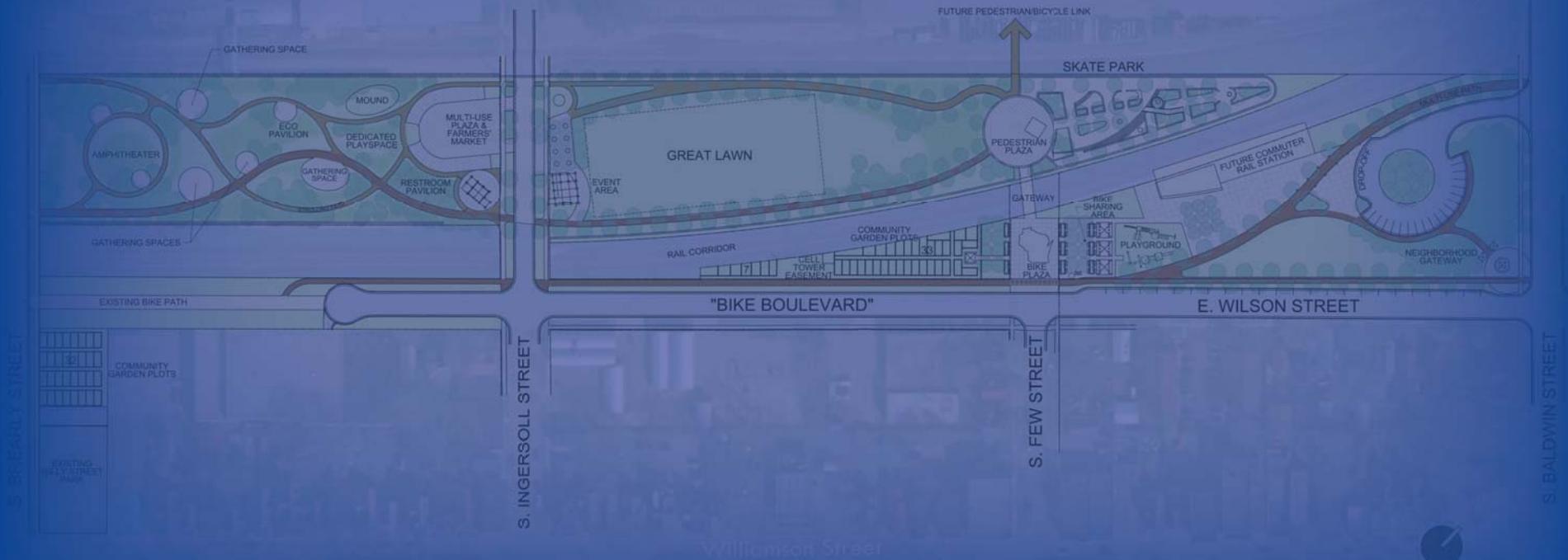
# Transportation Diagram





# APPENDIX II

## CENTRAL PARK ART APPROACH



## CENTRAL PARK DESIGN AND IMPLEMENTATION TASK FORCE

ACCEPTED BY COMMON COUNCIL: JUNE 7, 2011  
LEGISLATIVE FILE ID No.: 22290



## CENTRAL PARK ART APPROACH

### Urban Theater: the art of ecology, place, and activity

© 2011 Lorna Jordan

#### BACKGROUND

Artist Lorna Jordan was selected through a competitive process to join the design team for Central Park. The City of Madison subsequently applied for and received a grant from the NEA Mayors' Institute on City Design 25th Anniversary Initiative in support of the Artist's design work. Starting in April 2010, the Artist conducted research, developed an art approach for the whole park, prepared master plan sketches for the Brearly Block, and worked with the design team to develop budget allocations for the artworks. The Art Approach includes a conceptual framework and outlines descriptions and locations of artworks to be integrated into Central Park's systems, connections and places. It also provides a framework for the Artist's future work on the project.

#### RESEARCH/SITE CONTEXT, CONCEPTUAL FRAMEWORK, & GOALS

##### Research & Site Context

In April and May of 2010, the Artist visited Madison and met with the community, city staff, stakeholders, and design team. She also explored the site and surrounding area. She studied the industrial history of the area and the industries that contributed to the pollution of the Central Park site. Currently, the site is a capped brownfield awaiting development as Central Park. Trains move through the site which prompted the Artist to study Madison's transportation history. She also learned about the economic development goals of the neighborhood and the desire for the park to appeal to green businesses and workers.

Regarding the natural realm, the Artist learned about local landscape typologies, seasonal change, and wildlife. She discovered that the site used to be a marsh. And she became fascinated by the powerful force of glaciers that have sculpted Wisconsin's landscape—creating both earth and water forms. The area's glacial history and remnant landscapes provide a springboard for the creation of a three dimensional landscape that is evocative rather than interpretive.

##### Conceptual Framework

The environmental art for Central Park provides a prototype for development of public space in the 21st century. It embodies Madison's creative environmentalism and community energy. Calling for dramatic, three dimensional land forms, the Park is activated by an interplay of forms, processes, and experiences. The landscape is inspired by the area's history and phenomena—the forces that have played upon the region over time.

An interactive environment of outdoor gathering places, earthworks, terraces, stairs, pathways, portals, pavilions, native plantings, LED light works, green infrastructure, and more provides a platform for a host of creative programs and community activities. Some artworks have functional aspects to them: they treat water, use recycled materials, generate energy, improve habitat, and cool the site. But beyond this, they are expressive. They connect communities to each other and to the systems that sustain them.

##### Goals

1. Apply a systems esthetic and create sustainable connections between the community and the place.
2. Immerse people in the performative aspect of social and ecological processes and set these processes in motion.
3. Express the power and gigantism of the glaciers that formed the region as well as the drama of their remnant landscapes.
4. Develop a hierarchy of small, medium, & large gathering places nestled into surrounding earthworks.
5. Choreograph flows of pedestrians, bicyclists, trains, water, earth, plants, wildlife, light works, and more.
6. Create a sequence of artworks that imply movement—pavilions, portals, pathways, plantings, sculptural gathering places, earthworks, terraces, stairs, & ice/water works.
7. Consider opportunities for discovery and play.
8. Develop green infrastructure strategies including natural storm water management.
9. Incorporate new media and innovative fabrication techniques.
10. Offer transporting experiences that change from day to night and from season to season.
11. Conceive of the place as a memory theater that triggers internal emotions and narratives.

## THE FUTURE: THE ART OF SUSTAINABILITY & COMMUNITY ACTIVITIES

Central Park is conceived as a public space that provides an interactive environment, incorporates sustainable strategies, and provides a platform for community activities.

### Art of Sustainability

- Green infrastructure & building
- Storm water treatment & water works
- Plant communities—prairie, oak savannah, & marsh
- Community gardens/farmer's market
- Alternative energy
- Pavilions
- LED lighting
- Earthworks
- Landscape palimpsest reflecting regional phenomena and forces
- Spaces for exhibitions, performance, & gatherings
- Web and new media technologies
- Public educational opportunities & community programs

### Community Activities

- Learn about sustainable living
- Experience performances & art exhibitions
- Attend green landscape/building demonstrations
- Engage in cafe-style conversations
- Wander through a farmer's market
- Hear a poetry reading
- Walk, bicycle, and roller skate on pathways
- Watch a film
- Listen to live music
- Observe skateboarders
- Sit within a pavilion
- See a temporary garden exhibit
- Appreciate wildlife and native plant gardens
- Become immersed in a choreography of urban flows

## ART APPROACH DIAGRAMS, ARTWORK DESCRIPTIONS AND PROCESS IN FUTURE PHASES, & ARTWORK BUDGET ALLOCATIONS

### Art Approach Diagrams

The Art Approach diagrams are found on pages 14 and 15 of this document as part of a series of presentation boards prepared by the Artist. Diagrams include an Activities/Uses Diagram; a Site Organization Diagram: Pathways and Gathering Spaces Diagram; and an Artworks & Locations Diagram. Additional Artworks not yet located within Central Park include LED Lighting, Seep/Ice Feature, Storm Water Treatment Features, & others. Other artworks can be proposed for the Ingersoll and Few Blocks in the future.

### Artworks Descriptions & Process for Design of the Brearly Block

The Artist shall develop Schematic Design and Design Development drawings that show the aesthetic intent for the artwork elements within the Brearly Block. Other consultants shall provide technical drawings, design input, and local knowledge during Schematic Design and Design Development. Other consultants shall also provide construction documents that meet the aesthetic intent of the Artist's Schematic Design and Design Development Drawings.

### Artwork Elements for Brearly Block

1. Amphitheater
  - a) An amphitheater located along S. Brearly Street with terraces, stone walls, stairs, paths, plantings, and earth works
2. Pavilions
  - a) These are located within the Amphitheater, along a strolling path, and along S. Ingersoll Street (rest room pavilion).
3. Gathering Spaces
  - a. Cultural Gathering Areas
    - i. These gathering areas can include paving, lighting, plantings, and seating. Programming can consist of acoustic performances, book clubs, community conversations, small art exhibitions, poetry gatherings, and quiet retreats
  - b) Natural Gathering Areas and Demonstration Gardens
    - i) These gathering areas can include edible landscapes, wildlife gardens, and storm water treatment gardens. Programming can consist of outdoor classrooms, demonstrations related to sustainable living, and exhibitions pertaining to nature in the city.
4. Eco-Play Spaces
5. Other Earthworks
6. Other Plantings
7. Multi-Use Plaza & Farmer's Market

8. Specialty Lighting
9. Green Infrastructure/Storm Water Treatment
10. Railroad ROW Fence
11. Pathways

### Artwork Budget Ranges

The Artist worked with the design team to develop budget allocations for the artworks. These budget allocations are integrated into the overall budget provided for the Central Park Master Plan Revision.

### SUMMARY OF RESEARCH ACTIVITIES

This research summary consists of the following sections:

1. April and May 2010 Trips to Madison—Activities
2. Selected Web Links
3. Selected Bibliography
4. Summary of Community Meeting Notes – May 2010
5. Summary of Task Force Meeting Notes – May 2010
6. Additional Comments from City Staff & Design Team – May 2010

### April and May 2010 Trips to Madison—Activities

1. Meeting with Karin Wolf & Martha Rummel at Lazy Jane's Café & Bakery
2. Indian Mound Tour with Robert Birmingham, Former State Chief Archeologist
3. Meeting with Karen Crossley
4. Overture Tour with Tom Carto, Karen Crossley and guests MMoCA Tour with Steve Fleishman, Karen Crossley and guests
5. Meet and Greet at Edenfred
6. Dinner with David Wells and other Arts Residents at Edenfred
7. Explore Madison on bike with Bill Barker & Karin Wolf
8. Research at University of Wisconsin Library
9. Tour of WI capitol building
10. Meeting with design team
11. Community presentation and conversation
12. Meeting with Task Force
13. Meeting with Mark Olinger
14. Attend City Council Meeting
15. Work on NEA grant
16. Visit UW Arboretum
17. Meeting with city staff and design team members
18. Public art tour with Ray Harmon, Assistant to Mayor, & Karin Wolf

### Selected Web Links:

#### GENERAL MADISON LINKS

1. Tenney Park: <http://www.cityofmadison.com/PARKS/major/tenney.html>
2. James Madison Park:  
<http://www.cityofmadison.com/parks/major/jmPark.html>
3. Olin Park: <http://www.cityofmadison.com/parks/major/olin.html>
4. Brittingham Park: <http://www.cityofmadison.com/parks/major/BrittPark.html>
5. Olbrich Park: <http://www.cityofmadison.com/parks/major/olbrich.html>
6. Vilas Park: <http://www.cityofmadison.com/parks/major/vilasPark.html>
7. Lakeshore path and Picnic Point:  
<http://www.lakeshorepreserve.wisc.edu/visit/picnicpoint.htm>
8. Observatory Drive, Arboretum, Chazen Museum, Memorial Union:  
<http://www.union.wisc.edu/introduction/>
9. Terrace: <http://www.visitbucky.wisc.edu/browse.aspx>
10. State Street & Capital Square & Monona Terrace Rooftop:  
<http://www.mononaterrace.com/>

#### GLACIERS/GLACIAL LANDSCAPES/GLACIATION IN WISCONSIN:

1. [http://geoscape.nrcan.gc.ca/whitehorse/glaciers\\_e.php](http://geoscape.nrcan.gc.ca/whitehorse/glaciers_e.php)
2. <http://skywalker.cochise.edu/wellerr/students/starved-rock/illinois.htm>
3. <http://www.uwsp.edu/geo/faculty/heywood/GEOG101/glaciers/index.htm>
4. <http://astuteblogger.blogspot.com/2007/04/long-island-was-formed-by-glaciation.html>
5. <http://www.mfairladyblogspot.com/2008/10/mounds-of-central-wisconsin.html>
6. <http://www.cgq-qgc.ca/tous/esker/esker-anglais.html>
7. [http://geoscape.nrcan.gc.ca/whitehorse/glaciers\\_e.php](http://geoscape.nrcan.gc.ca/whitehorse/glaciers_e.php)
8. [http://www.uwex.edu/wgnhs/index\\_img.htm](http://www.uwex.edu/wgnhs/index_img.htm)
9. <http://www.gonomad.com/bicycle-tours/1007/wisconsin-drumlin-trail.html>
10. [http://geoscape.nrcan.gc.ca/whitehorse/glaciers\\_e.php](http://geoscape.nrcan.gc.ca/whitehorse/glaciers_e.php)
11. <http://ebeltz.net/glacier/glacglos.html>
12. <http://www.iceagetrail.org/>
13. [http://www.nps.gov/history/history/online\\_books/science/2/chap1.htm](http://www.nps.gov/history/history/online_books/science/2/chap1.htm)
14. [http://www.uwex.edu/wgnhs/ice\\_age.htm](http://www.uwex.edu/wgnhs/ice_age.htm)
15. <http://dnr.wi.gov/org/land/parks/specific/iceagetrail/iceage.html>
16. <http://www.nature.nps.gov/geology/parks/icag/index.cfm>

## GEOGRAPHY OF WISCONSIN

1. [http://www.netstate.com/states/geography/wi\\_geography.htm](http://www.netstate.com/states/geography/wi_geography.htm)
2. <http://www.wisconline.com/wisconsin/geoprovinces/index.html>
3. <http://www.wisconline.com/wisconsin/geoprovinces/easternridges.html>

## NATURAL RESOURCES, WILDLIFE, & PHENOMENA

1. [http://www.countyofdane.com/lwrld/landconservation/dane\\_county.aspx](http://www.countyofdane.com/lwrld/landconservation/dane_county.aspx)
2. <http://www.lakeshorepreserve.wisc.edu/landscape/geology.htm>
3. <http://uwarboretum.org/>

## STONE

1. <http://www.buechelstone.com>
2. <http://gravelproductsinc.com/>
3. <http://www.halquiststone.com>
4. <http://ezinearticles.com/?A-Brief-Introduction-to-Fond-Du-LacStone&id=1404149>
5. <http://www.oakfieldstone.com>

## PHEASANT BRANCH CONSERVANCY

1. <http://www.nature.org/wherewework/northamerica/states/wisconsin/science/art28208.html?src=exphoto>

## DANE COUNTY, CITY OF MADISON & NEIGHBORHOODS

1. <http://www.cityofmadison.com/planning/ndp/index.html>
2. <http://www.cityofmadison.com/planning/BUILD/index.html>
3. <http://madisonareampo.org/planning/otherplans.cfm>
4. <http://www.cityofmadison.com/CityHall/plansProjects.cfm>
5. <http://www.cityofmadison.com/neighborhoods/eastisthmus.htm>
6. [http://www.cityofmadison.com/planning/unit\\_planning/master\\_plans/e\\_rail\\_corridor/plan2.html](http://www.cityofmadison.com/planning/unit_planning/master_plans/e_rail_corridor/plan2.html)
7. <http://www.danenet.org/tlna/>
8. <http://eastisthmus.org/>
9. <http://www.countyofdane.com/vis2020/html/toc.htm>

## Selected Bibliography:

Robert A. Birmingham, *Spirits of Earth: The Effigy Mound Landscape of Madison and the Four Lakes*, Madison, WI: University of Wisconsin Press, 2010.

E.C. Case, *Wisconsin: Its Geology and Physical Geography. A Popular Account of the Natural Features and Climate of the State for Students and General Readers*,

Milwaukee, WI: Hendee-Bamford-Crandall Co., 1907.

Central Park Task Force Reference Materials, (binder of reference materials assembled by Central Park Task Force).

Theodore S. Cochran, Kandis Elliott, Claudia S. Lipke, *Prairie Plants of the University of Wisconsin—Madison Arboretum*, Madison, WI: University of Wisconsin Press, 2006.

Theodore S. Cochran and Hugh H. Iltis, *Atlas of the Wisconsin Prairie and Savanna Flora*, Madison, WI: Department of Natural Resources, Technical Bulletin No. 191, 2000.

John T. Curtis, *The Vegetation of Wisconsin: An Ordination of Plant Communities*, Madison, WI: University of Wisconsin Press, 1987.

Owen J. Gromme, *Birds of Wisconsin*, Madison, WI: University of Wisconsin Press, 1974.

W.O. Hotchkiss and E.F. Bean, "A Brief Outline of the Geology, Physical Geography, Geography, and Industries of Wisconsin", *Wisconsin Geological and Natural History Survey*, Madison WI. Bulletin No. 67, Educational Series No. 9, 1925.

Donald J. Johnson, *Historic Photos of Madison*, Nashville TN: Turner Publishing Company, 2007.

Stuart D. Levitan, *Madison: The Illustrated Sesquicentennial History, Volume 1—1856-1931*, Madison, WI: University of Wisconsin Press, 2006.

Lawrence Martin, *The Physical Geography of Wisconsin*, Madison, WI: University of Wisconsin Press, 1965.

David V. Mollenhoff, *Madison: A History of the Formative Years*, Dubuque, IA: Kendall/Hunt Publishing Company, 1982.

Lynn M. Steiner, *Prairie-Style Gardens*, Portland, OR: Timber Press, Inc., 2010.

Vandewalle & Associates, *East Washington Avenue Capitol Gateway Corridor Plan—Madison, Wisconsin*, Madison, WI: Department of Planning & Community & Economic Development, February 5, 2008.

Samuel Weidman and Alfred Reginald Schultz, "The Underground and Surface Water Supplies of Wisconsin", Wisconsin Geological and Natural History Survey, Madison, WI. Bulletin No. XXXV, Economic Series No. 17, 1915.

**Community Input Regarding Research & Art Approach**  
**Central Park Community Meeting with Artist Lorna Jordan**  
**Goodman Community Center, May 17, 2010**  
**(Derived from notes prepared by David Schreiber)**

**Site Context/Activities**

- Integration of park to neighborhood & East Washington corridor
- Linkages to other isthmus spaces
- Bike Path
- View Capitol in the distance

**Site—Past, Present, & Future**

- Marsh Origin
- Site between bodies of water
- High water table
- Employment connection to park

**Natural Realm**

- Native plants & animals
- Local food, edible plants

**Industrial & Transportation History**

- History of area
- Industrial character and use
- Train experience

**Glaciers**

- Glacial landscape
- 3 dimensional place

**Site Character & Program**

- Cultural estuary
- Place for everyone
- Destination
- Madison icon
- Intimate to communal spaces— Conversation size spaces
- Day to day performance places

- Industrial playscape that celebrates workers
- Farmer's Market & other market opportunities
- Fete de Marquette
- Quiet, green retreat
- Organic, funky
- Neighborhood movie space
- Dance surface
- Spaces to make art
- School kids meeting place
- Educational experience, inspire youth
- 4 season use
- Winter effect
- Geology, hydrology
- Winter experience, themes, activities, plantings
- Shade
- Night lighting effects
- Night safety

**Sustainability**

- Adaptive reuse theme
- Commitment to Sustainability
- Demonstrate what sustainability looks like
- Materials age well with time

**Central Park Design Team & City Staff  
Input Regarding Research & Art Approach  
Meetings with Artist Lorna Jordan May 18, 2010**

**Site Context/Activities**

- Neighborhood community meeting was a unifying factor
- Neighborhood plans
- Interesting architectural structures in other parks

**Site—Past, Present, & Future**

- Make sure things are set up for the future
- Anticipate future development

**Natural Realm**

- Winter funnel – snow vs. water – Ice caves
- Curtis – Vegetation of Wisconsin
- Parks list – plants
- Channel moving theory
- Headwaters
- Fingers – tributaries to Yahara
- Trails and channel of water

**Industries & Transportation History**

- Barrel buildings

**Glaciers**

- Driftless area where glaciers stopped
- Ridge around the city

- Open green spaces
- Eddies – smaller spaces
- Great lawn
- Lawn = festivals + Athletic field
- Place is important
- Activities are important
- Almost every space has to be a multipurpose space
- Large scale neighborhood park – could be though it wasn't the intention
- Respite
- Create a park unique to Madison's park system & avoid redundancy
- Unique design in natural area
- Manicured vs. wilder
- Urbane ecology vs. bucolic
- Elegant but funky
- Clutter
- Beautiful structures – get photos

## **Central Park Design and Implementation Task Force Meeting with Artist Lorna Jordan May 19, 2010**

### **Site Context/Activities**

- Isthmus is in the middle of 2 lakes
- Sense of connection with 2 lakes
- Effigy mounds

### **Natural Realm**

- Watershed context
- How to embrace changing seasons - colors in park
- Madison has 3.5 seasons
- Fall is uniformly beautiful
- Vegetation – fall color
- Grasses
- Sound of water soothing - masks traffic
- Waterfall
- Freezing water, ice, & seeps

### **Industrial & Transportation History**

- Lumber yard
- Trolley tracks

### **Site Character & Program**

- Hill – sledding hills
- Experience nature/quiet
- Reconnect with nature
- Cultural estuary
- Interesting/inviting
- Destination
- Art performances
- Venues for people to express themselves
- Wow factor
- Cool place/something want to see
- Place to stop and have a reprieve
- Sculptural character
- Prospect onto site from current & future buildings
- Pattern from above
- Bike trail is an important element
- Create an urban park

- State capitol view
- Night – is supposed to close?
- Make entries visible
- Consider edges and transitions
- Choice of materials–tactile–invite you in

### **Sustainability**

- Cleansing water
- Place expresses ecological health

# Urban Theater

THE ART OF ECOLOGY, PLACE, & ACTIVITY

Art Approach Presentation Boards  
CENTRAL PARK  
City of Madison, Wisconsin

Lorna Jordan, Artist  
April 28, 2011  
Concepts ©2011 Lorna Jordan



## Research & Site Context

### SITE CONTEXT/ACTIVITIES



### NATURAL REALM



# Urban Theater

THE ART OF ECOLOGY, PLACE, & ACTIVITY

## Research & Site Context

Art Approach Presentation Boards  
CENTRAL PARK  
City of Madison, Wisconsin

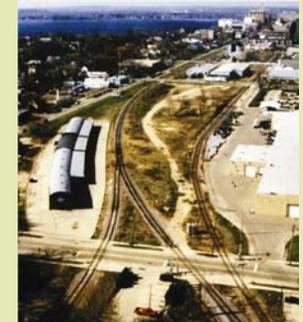
Lorna Jordan, Artist  
April 28, 2011  
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### INDUSTRIAL & TRANSPORTATION HISTORY



### SITE—PAST, PRESENT, & FUTURE



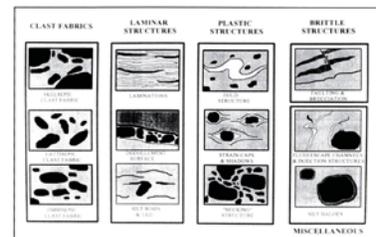
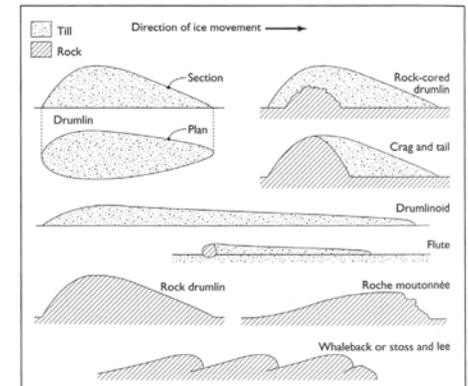
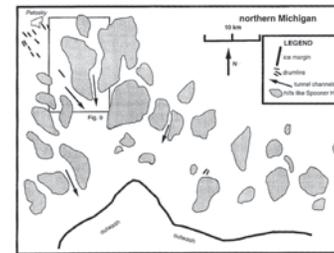
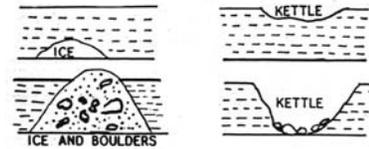
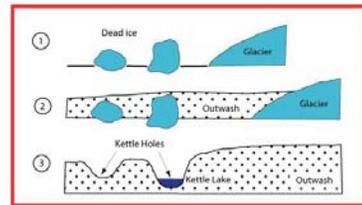
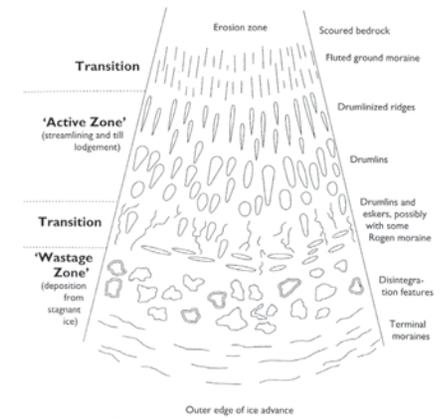
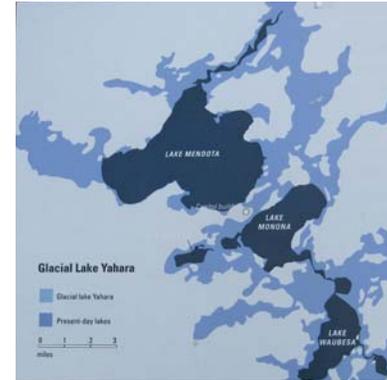
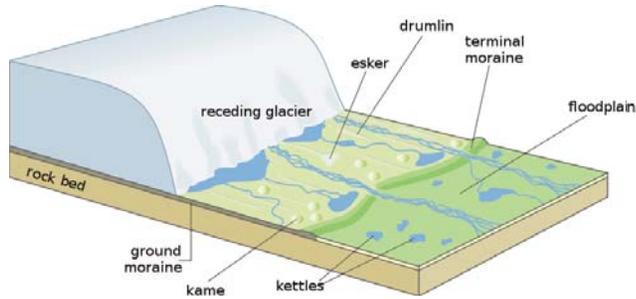
# Urban Theater

THE ART OF ECOLOGY, PLACE, & ACTIVITY

Inspiration for Land & Water Forms  
*Glaciers Sculpt the Landscape*

Art Approach Presentation Boards  
 CENTRAL PARK  
 City of Madison, Wisconsin

Lorna Jordan, Artist  
 April 28, 2011  
 Concepts ©2011 Lorna Jordan



# Urban Theater

THE ART OF ECOLOGY, PLACE, & ACTIVITY

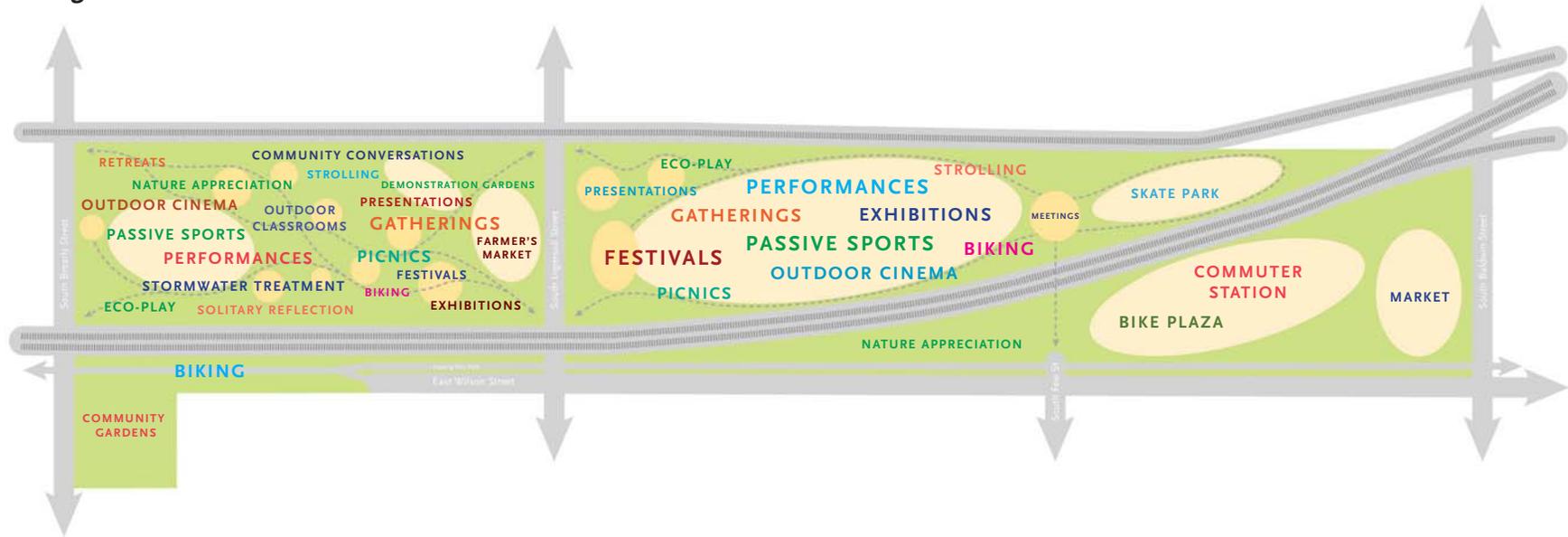
## Art Approach & Art Diagrams

Art Approach Presentation Boards  
CENTRAL PARK  
City of Madison, Wisconsin

Lorna Jordan, Artist  
April 28, 2011  
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### Activities/Uses Diagram



The environmental art for Central Park provides a prototype for development of public space in the 21st century and embodies Madison's creative environmentalism and community energy. Calling for dramatic, three dimensional land forms, the Park is activated by an interplay of forms, processes, and experiences. The landscape is inspired by the area's history and phenomena—the forces that have played upon the region over time.

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### GOALS

1. Apply a "systems esthetic" and create sustainable connections between the community and the place.
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6. Create a sequence of artworks that imply movement—pavilions, portals, pathways, plantings, sculptural gathering places, earthworks, terraces, stairs, & ice/water works.
7. Consider opportunities for discovery and play.
8. Develop green infrastructure strategies including natural stormwater management.
9. Incorporate new media and innovative fabrication techniques.
10. Offer transporting experiences that change from day to night and from season to season.
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# Urban Theater

THE ART OF ECOLOGY, PLACE, & ACTIVITY

## Art Approach & Art Diagrams

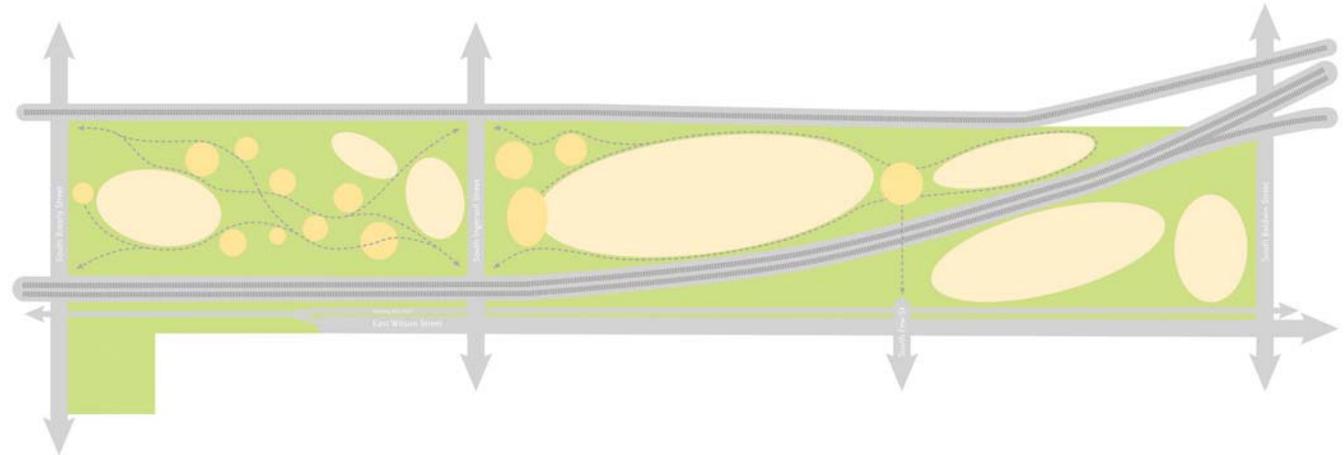
Art Approach Presentation Boards  
**CENTRAL PARK**  
 City of Madison, Wisconsin

Lorna Jordan, Artist  
 April 28, 2011  
 ©2011 Lorna Jordan



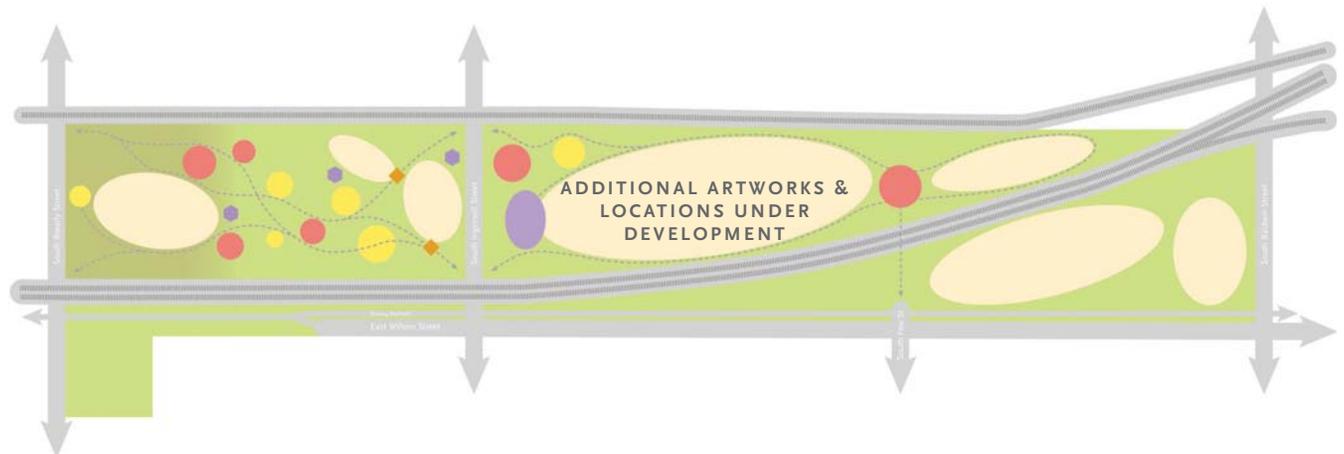
### Site Organization Diagram: Pathways and Gathering Spaces

- Larger Scale Gathering Spaces—Festivals, Exhibitions/Fairs, Large Performances, Farmer’s Market, Outdoor Movies, Passive Sports Activities, Rail Station, Bike Center, Skate Park
- Smaller Scale Gathering Spaces & Green Infrastructure—Meetings, Performances, Conversations, Quiet Retreats, Stormwater Treatment, Demonstration Gardens, Exhibitions/Fairs, Great Lawn Stage
- Earthworks, Plantings, Green Infrastructure
- Circulation—primary and secondary pathway network
- Rail Corridor



### Artworks & Locations Diagram

- Terraces, Stairs, ADA Path, & Earthworks (higher elevation)
- Earthworks (lower elevation)
- Cultural Gathering Areas
- Natural Gathering Areas/ Demonstration Gardens
- Large Gathering Areas
- Portals
- Pavilions
- Stage



Artworks not yet located include LED Lighting, Seep/Ice Feature, Stormwater Treatment Features, & others. Additional artworks for the Ingersoll and Few Blocks may be proposed in the future.

# Urban Theater

THE ART OF ECOLOGY, PLACE, & ACTIVITY

## The Future: The Art of Sustainability & Community Activities

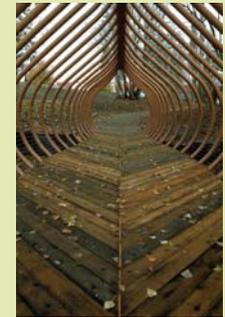
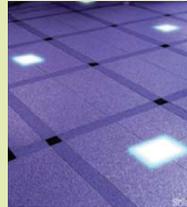
Develop public space that provides an interactive environment, incorporates sustainable strategies, and triggers people's imaginations and memories.

### ART OF SUSTAINABILITY

- Green infrastructure & building
- Stormwater treatment & waterworks
- Plant communities—prairie, oak savannah, & marsh
- Community gardens
- Farmer's market
- Alternative energy
- Pavilions
- LED lighting
- Earthworks
- Landscape palimpsest reflecting regional phenomena and forces
- Spaces for exhibitions, performance, gatherings, and solitary reflection
- Web and new media technologies
- Public educational opportunities
- Community programs & activities

Art Approach Presentation Boards  
CENTRAL PARK  
City of Madison, Wisconsin

Lorna Jordan, Artist  
April 28, 2011  
Concepts ©2011 Lorna Jordan



# Urban Theater

THE ART OF ECOLOGY, PLACE, & ACTIVITY

Art Approach Presentation Boards  
CENTRAL PARK  
City of Madison, Wisconsin

Lorna Jordan, Artist  
April 28, 2011  
Concepts ©2011 Lorna Jordan



## The Future: Community Activities & Sustainable Strategies

### COMMUNITY ACTIVITIES

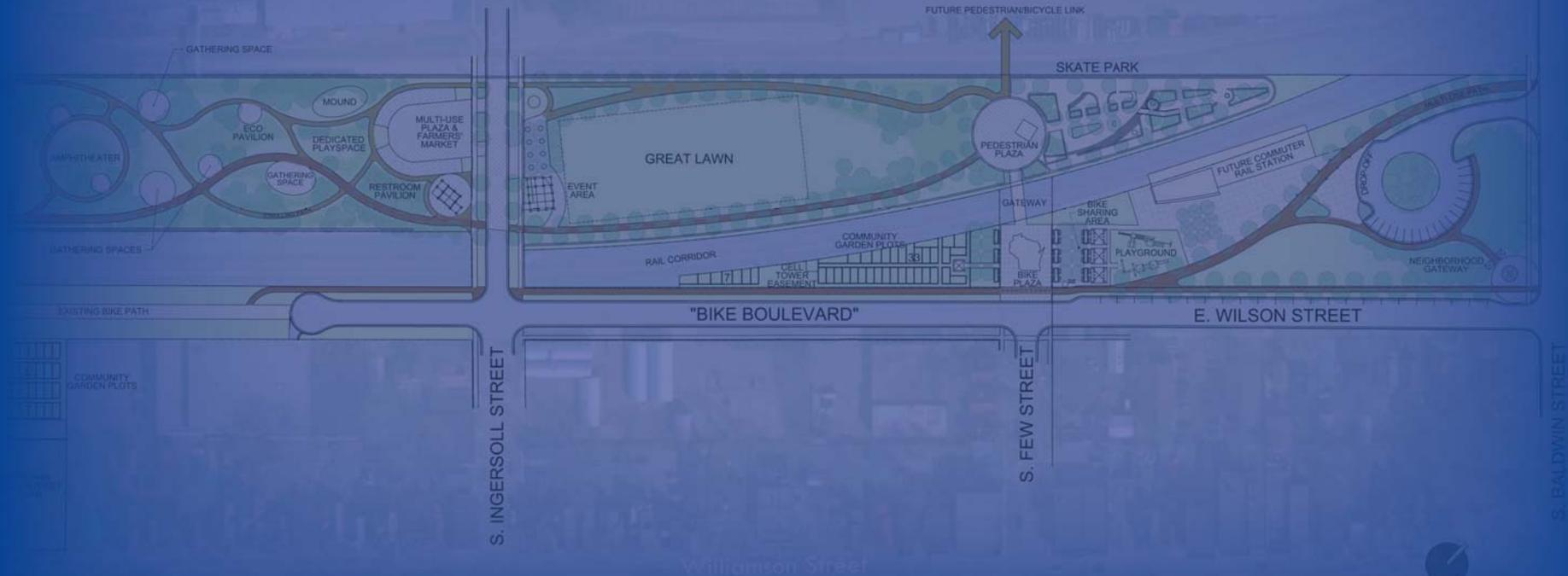
- Learn about sustainable living
- Experience performances & art exhibitions
- Attend green landscape/building demonstrations
- Engage in cafe-style conversations
- Wander through a farmer's market
- Hear a poetry reading
- Walk, bicycle, and roller skate on pathways
- Ski on snow
- Watch a film
- Listen to live music
- Sit within a pavilion
- Experience the railroad's influence
- See a temporary garden exhibit
- Appreciate wildlife gardens and native plant gardens
- Become immersed in a choreography of urban flows







# APPENDIX III



## CENTRAL PARK DESIGN AND IMPLEMENTATION TASK FORCE MADISON, WISCONSIN • APRIL 20, 2010

# FINAL REPORT



# CENTRAL PARK

DESIGN AND IMPLEMENTATION TASK FORCE

MADISON, WISCONSIN • APRIL 20, 2010

## ACKNOWLEDGEMENTS

### City of Madison

- David J. Cieslwich, Mayor

### Department of Planning & Community & Economic Development

- Mark A. Olinger, Director
- Don Marx, Manager, Office of Real Estate Services
- Dan Rolfs, Community Development Project Manager
- Nancy A. Prusaitis, Program Assistant III
- Donna Collingwood, Clerk Typist II

### Parks Division

- Kevin Briski, Superintendent
- Si Widstrand, Parks Planning & Development Manager (Retired)
- Kay Rutledge, Parks Planning & Development Manager
- Bill Bauer, Parks Landscape Architect
- LaVonne LaFave, Program Assistant III

### Central Park Design and Implementation Task Force

- Bill Barker, Chair, Park Commission Representative
- Nan Cheney, Neighborhood Resident
- Joe Clausius, Alder 17<sup>th</sup> District, Common Council Member
- Bradley Mullins, Area Property Owner
- Amy Overby, Madison Community Foundation
- Nancy Ragland, Vice Chairperson, Mayor’s Designee
- Marsha Rummel, Alder 6<sup>th</sup> District, Common Council Member
- Susan Schmitz, DMI Representative
- Leslie Schroeder, Neighborhood Resident
- Joe Sensenbrenner, Center for Resilient Cities Representative
- Benjamin Sommers, Neighborhood Resident (former member)
- Truly Remarkable Loon, Citizen Member
- Phyllis Wilhelm, MG&E Representative

### “3” Design Team

Schreiber/Anderson Associates

Ken Saiki Design

JJR, LLC

Funding for this Plan  
Generaously Provided  
by a Financial Gift from:



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# Final Report Central Park Design and Implementation Task Force

Introduced to Council: March 2, 2010

Accepted by Council: April 20, 2010

Legislative File ID No.: 17568    Enactment No.: RES-10-00368

## A Very Brief History

The concept of a large urban park located along the East Isthmus rail corridor originated with local neighborhood groups interested in revitalizing an area of post-industrial brownfields. Discussions for this park were originally advanced in the early 1970s. The Urban Open Space Foundation (UOSF) championed this idea for several years, developing a plan for a grand 25-acre Central Park. Despite public enthusiasm following an extensive public process and some success at fund raising, progress eventually stalled on the project.

In 2007, the Common Council established the Central Park Design and Implementation Task Force (Task Force) to determine the need for, and feasibility of, such a park and chart a path forward. This report summarizes our efforts and recommendations to the Common Council on how to make this Park a reality. The Task Force presented its preliminary report to the Council on May 14, 2008, and they were accepted by Council on June 3, 2008. A copy of the Preliminary Report is attached as Appendix A.

This report, along with all Appendices, constitutes the Final Report of the Task Force.

## Structure of the Task Force

The Task Force was comprised of the following members:

<b>Marsha A. Rummel</b>	Common Council Member, District 6
<b>Joseph R. Clausius</b>	Common Council Member, District 17
<b>William W. Barker</b>	Parks Commission Representative
<b>Nancy T. Ragland</b>	Mayoral Appointee
<b>Joe Sensenbrenner</b>	Center for Resilient Cities Board Representative
<b>Bradley C. Mullins</b>	Area Property Owner
<b>Leslie C. Schroeder</b>	Neighborhood Resident
<b>M. Nan Cheney</b>	Neighborhood Resident
<b>Phyllis E. Wilhelm</b>	MG&E Representative
<b>Amy T. Overby</b>	Madison Community Foundation Representative
<b>Susan M. Schmitz</b>	Downtown Madison, Inc. Representative
<b>Truly Remarkable Loon</b>	Citizen Member

We also appreciated the services of Benjamin Sommers, neighborhood resident who left Madison for an extended work experience in South America.

## Process

The Task Force strove for a transparent, open and participatory public process. Over a period of two years, the Task Force held 35 open meetings, including two large and well-attended public meetings. Additionally, subcommittees were established to further address the questions posed in the authorizing Resolution, namely Land Acquisition/Rail Relocation, Concept Park Plan, Fund Raising, Memorandum of Understanding (MOU), and Alternative Design. In addition to well-attended meetings, all printed materials were digitized and made available online on a dedicated web site. Much additional discussion occurred on various neighborhood listservs, and the local press covered the Task Force in some detail.

## Should Central Park exist?

First and foremost, throughout our process, citizens voiced strong support for a park. Indeed, the site currently serves as an informal park and a vital component of the local economy. Not only has it hosted music festivals that raise critical funds for the Wil-Mar Neighborhood Center, but informal use of the open space by neighbors commonly occurs. Additionally, a farmers' market offers local farmers and providers access to a vibrant marketplace. The site's location along a major bike corridor offers a highly sustainable model for urban food distribution that could be propagated throughout the city.

Stimulation of adjacent development offers more proof of the existing positive economic and social impact a park on this site will offer. For example, R.P.'s Pasta located a restaurant and production facility on Wilson Street in anticipation of an urban park. Similarly, Park Central Apartments provided welcome new property tax revenue providing a mix of affordable and market rate rentals. All this just on the rumor of a park!

Of course, the true utility of a quality urban park on this site only becomes more apparent as one contemplates the future of the East Washington Avenue Capitol Gateway Corridor. The Task Force carefully considered the Park in the context of the existing plans for redeveloping this vitally important Corridor, as well as relevant transportation studies detailing the potential for light or commuter rail in addition to the prospect for inter-city high-speed rail. Viewed through this lens, the imperative of building a high quality urban park on this site becomes ever more apparent. In addition, Central Park offers a unique opportunity to enhance the connectivity and utility of existing green space in the East Isthmus area and beyond. There can be no more effective investment than open space, if we intend for Madisonians 25 years from now to enjoy the high quality of life we currently experience.

## Responding to a Shifting Landscape

Before detailing our answers to the remaining questions posed by the charge to our Task Force, one should consider the dynamic environment in which the Task Force performed its work. While much of the Task Force's early deliberations centered around determining the feasibility of the Park plan prepared for the Urban Open Space Foundation (UOSF) by McCarthy and Associates (the McCarthy Plan), multiple events beyond our control shaped our perceptions and ultimately combined to cause us to scrap the McCarthy Plan altogether.

A strong economy and robust investor and philanthropic climate prevailed during the years in which UOSF worked to create Central Park. Shortly after the Task Force began its work, we experienced a major global recession from which we have yet to fully recover. Certainly this sensitized the Task Force to the need to protect local jobs and strongly influenced our view of what parcels might be suitable for adding in the short term to the nucleus of land currently dedicated to the Park. The Task Force also recognized that local entrepreneurial investments had transformed buildings once regarded as challenged tear downs into artistic workspace for a variety of professional, non-profit, and incubator businesses.

Further complicating the picture, UOSF expanded its mission to a national focus on urban sustainability issues, changing its name to the Center for Resilient Cities (CRC). Additionally, the long-time UOSF Director, a stalwart champion of Central Park, retired.

One final change represented a tectonic shift and effectively sealed the fate of the McCarthy Plan. The existence of an active rail corridor diagonally bisecting the Park represented a significant obstacle to realizing the McCarthy Plan and thus moving the railroad tracks formed a critical step in the evolution of this parcel of open space. The collapsing economy and the estimated costs to acquire the land and rights-of-way rendered this step improbable. Following this development, the Task Force realized it had painted itself into a corner, investing much time into a plan impossible to achieve in the near term.

Fortunately, spontaneous partnerships arose to rescue the project from oblivion. The MG&E Foundation provided funding and a local coalition of landscape architectural firms (Schreiber/Anderson Associates, Inc. – JJR, LLC - Ken Saiki Design, Inc.) collectively known as "3" donated half their costs to envision a park responsive to community input that fit on a much reduced footprint and accommodated an active rail corridor. Their plan was accepted by the Task Force as the Conceptual Master Plan for Central Park. Appendix B contains the "3" Plan.

## Questions Answered

### a) What is the final concept for the Park?

The Task Force envisions Central Park as a vibrant public-private partnership closely modeled on a local and extremely successful exemplar, Olbrich Botanical Gardens. This model succeeds via an articulated mission statement and an innovative municipal partnership with a dedicated philanthropic organization, the Olbrich Botanical Society. Thus the Task Force, reflective of our strong environmental ethic and endorsement of sustainable concepts as enumerated in The Natural Step, adopted the following mission statement: **"Central Park serves as a test bed for sustainability and resiliency strategies in urban settings."** This sensibility infuses and informs our vision for Central Park, from support for local food production (community garden space and farmers' market) and edible landscaping to infrastructure for alternative transportation.

The second component of the model, a dedicated philanthropic organization, underpins the long-term success of the Park. While the CRC deserves much credit for nurturing Central Park in its infancy, their change in focus to a more national perspective decreases their suitability as the best partner for further stewarding Central Park. Thus the Task Force recommends establishing a new organization to solely focus on supporting Central Park. A Memorandum of Understanding effecting transfer of the land currently held by CRC to municipal ownership and establishing a support organization accompanies this report in Appendix C.

Rather than specify a detailed plan for Central Park, the Task Force chose to endorse the conceptual plan detailed in the "3" Plan. In part, the design of the "3" Plan dictated this decision. As part of an attempt to link green spaces in the East Isthmus area, "3" reclaimed the Few Street crossing (right-of-way) as the main entrance, thus linking Central and Orton Parks. Conversion of the existing, but unimproved right-of-way to create an active pedestrian, bicycle, and emergency vehicle crossing requires approval by the State of Wisconsin Office of Commissioner of Railroads (OCR). While the approval process is underway, we do not expect a definitive answer until the second or third quarter of 2010. Rather than delay progress on the Park, we chose to endorse a pragmatic footprint and encourage development of appropriate infrastructure to support four main uses consistently voiced and supported by the public. Those main uses are:

- Performance space engineered to support up to three large festival events per year
- Small raised-bed community gardening and local agriculture
- Skateboard Park
- Playground

While the “3” Plan articulates an inspired solution to an exceedingly difficult design challenge and provides for the above uses, if by some chance we do not gain permission to use the Few Street crossing, major design realignments will be required. Nonetheless, if one views the design as a smorgasbord of elements, clearly work can move forward on designing the skate park, multi-use performance space, gardens and playground. This perspective might even allow for incorporating elements from the earlier McCarthy Plan.

The Task Force hopes that by crafting a flexible path defined by a footprint and articulated major uses, Parks Division staff can take over the design and implementation and move the project forward. Such flexibility, coupled with an active partnership should allow the Park to nimbly maximize future opportunities for further development as they arise. After all, who could have foreseen the Thai Pavilion?

### **b) Explore additional lands to be purchased**

The Task Force recommends two immediate property acquisitions, the Robert Sands property, as well as the MG&E parcel located at the SE corner of the intersection of Brearly and East Wilson.

Note that City property transects the Sands parcel twice, by the Few Street crossing as well as by a former railroad right-of-way bisecting the eastern fragment along a SW-NE line. Not only is acquisition of this parcel crucial for the Park itself, but also the “3” Plan designates this area as the site for a future light rail stop and alternative transportation hub. The Task Force carefully weighed the economic consequences of acquiring the Sands property and determined the long-term economic gains of developing the whole block as Park, or services that will benefit from their proximity to the park and surrounding community, will outweigh the continued use of these under-utilized parcels.

The small MG&E parcel links Central Park with the existing and adjacent Willy Street Park, creating a direct connection to Williamson Street at South Brearly Street.

### **c) Explore options for developing the park in phases and develop a phased implementation strategy for the Park**

The Task Force feels all the main elements of the Park should be developed as quickly as possible. Community sentiment infuses this perspective, for we heard pleas for a quick delivery voiced again and again. Due to the existence of ongoing large music festivals, the multi-use performance space should receive priority. Given the demonstrated demand for skateboard facilities and the presence of skate parks in many surrounding communities, the City should work with the skate park group to ensure this project succeeds.

A playground can go in as soon as a site is designated and funding raised. Community gardens and orchards are certainly affordable and will develop at a rate determined by gardener governance. Further enhancements can be added as time goes on and opportunities arise. For example, educational materials detailing the natural, geological, archaeological and industrial history of the East Isthmus have been proposed, as well as spaces for public art. An example of how a proposed Arts Trail located on City-owned parcels between Blair Street and the Garver Feed Mill could enhance the work proposed at Central Park, with potential locations of these art installations, is shown in Appendix D.

The Task Force understands that the creation of Central Park will require flexibility in amendments to the phasing plan in order to take advantage of funding opportunities or other demands that will influence the ultimate implementation of the Central Park Master Plan. The Task Force viewed the “3” phasing plan as an optimal plan if funding, ownership issues and other things would not affect the implementation of Central Park. Clearly necessary resources available to implement portions of this plan may cause some re-prioritization from that which is shown in the “3” Master Plan.

For example, the Task Force understands and supports that the Phase 1 project that will be funded through the Federal Highway High Priority Project earmark does not exactly match Phase 1 from the “3” Master plan. The Task Force supports utilizing the federal funding to complete a project that fully utilizes lands under the control of the CRC and the City, while preparing preliminary plans and completing an environmental document which covers the lands between Ingersoll Street and Baldwin Street. We understand that the portion between Brearly Street and Ingersoll Street cannot be included at this time because those lands are not currently under the control of the City of Madison.

As such, we are ready to offer our strong support that work in Phase I project to be constructed in 2011 include:

- Gateway Crossing / Mile “0” Plaza
- East Wilson Street Improvements to facilitate the new Plaza
- Bike / Pedestrian Path
- Great Lawn
- Ingersoll Street entry plaza
- Railroad safety plan including retaining walls and fencing
- Entry Plaza North of Few Street Crossing
- Skate Park (mass grading only)

Work included in the Phase I project that will be constructed in future years and subsequent construction contracts includes:

- Rail Station
- Skate Park (build-out of amenities)
- Bike Center
- Market
- Accessible Playground

This will provide a park that is immediately usable and provide the kind of overall visitor experience we believe Central Park will ultimately provide once fully developed. Other modifications to the future phases of Central Park may also be needed as necessary to fit funding availability.

**d) How does the relationship in terms of governance, financing, management and maintenance of the Park work among the parties involved?**

Central Park governance should mirror that of any City park under the auspices of the Madison Board of Park Commissioners. As for funding, the public-private partnership will require time to establish itself. Ideally, the City might choose to invest in the Park's initial construction with the idea that, as is the case with Olbrich Botanical Gardens, the philanthropic and volunteer activities would sustain and grow the Park over the long term. Ideally, an endowed fund to provide for maintenance should be established. To maximize efficiency, the Parks Division could provide day-to-day basic maintenance, scheduling and management. Any maintenance required above a normal basic level of service should be funded by the private partner and/or performed by volunteers.

The Memorandum of Understanding concerning these issues is attached as Appendix C.

**e) What is the best plan of action regarding moving the railroad tracks?**

Given the magnitude of the expenditure estimated to move the existing rail, in light of the current state of the economy, the Task Force does not support moving the rail at this time. Nonetheless, should a future opportunity arise to move the tracks, the City should move expeditiously to do so. Clearly, a much higher quality park will result.

**f) What do stakeholder groups think about this plan?**

The public enthusiastically embraced the "3" Plan, but on a more fundamental level they support the expeditious creation of a park supporting their clearly articulated uses. Local business and property owners, local philanthropic groups, neighborhood associations are also pleased with the prospects for Central Park.

Indeed, creation of a collegial, collaborative and enthusiastic stakeholder coalition represents one of the major achievements of the Task Force process. We must not squander or hinder this unique opportunity created by our work to bring this park to fruition.

**g) What is needed in terms of private fund raising?**

Robust private philanthropy must comprise a major ingredient in the long-term success of Central Park. As mentioned before, private funding must provide aesthetic and educational enhancements, as well as provide for long-term maintenance. As we have seen in Olbrich Botanical Gardens, private funding comprises an invaluable component of funding for additional property acquisition.

**h) Review the proposed Park footprint and address the relationship of park space to redevelopment plans in the corridor.**

The Task Force held several meetings where representatives of the Center for Resilient Cities, City staff to Transport 2020, the East Rail Corridor Plan and the East Washington Avenue Capitol Gateway Corridor Plan presented their work and how it relates to the development of Central Park. In addition, the Task Force met on the site and walked it to get a good sense of the context and issues surrounding the development of the Park. In addition, Nan Fey and Karl van Lith provided training in The Natural Step and helped the Task Force integrate this conservation ethic into Park design and philosophy.

**i) Design integration with other nearby green space.**

The Task Force specifically charged "3" with addressing linkages between Central Park and existing parks in the East Isthmus area. Their report contains many recommendations and design elements for linking these public spaces along existing bicycle paths and the Yahara River Parkway. Additionally, "3" designed streetscape improvements to enhance connections between Orton and Central Park along Few Street. The Task Force emphasizes how such a "green web" enhances the city, and recognizes the efficiencies realized by linking Tenney, Olbrich, James Madison, Central, Orton, and Olin-Turville Parks via alternative transportation corridors. For example, the proximity of excellent ice skating facilities at Tenney obviates the need to provide duplicate rinks at Central Park.

**Conclusion**

When the Task Force began its work, it was not clear whether or not an actual project would emerge from our deliberation. However, it is now evident that a great urban park is possible. While it may not initially resemble the park imagined

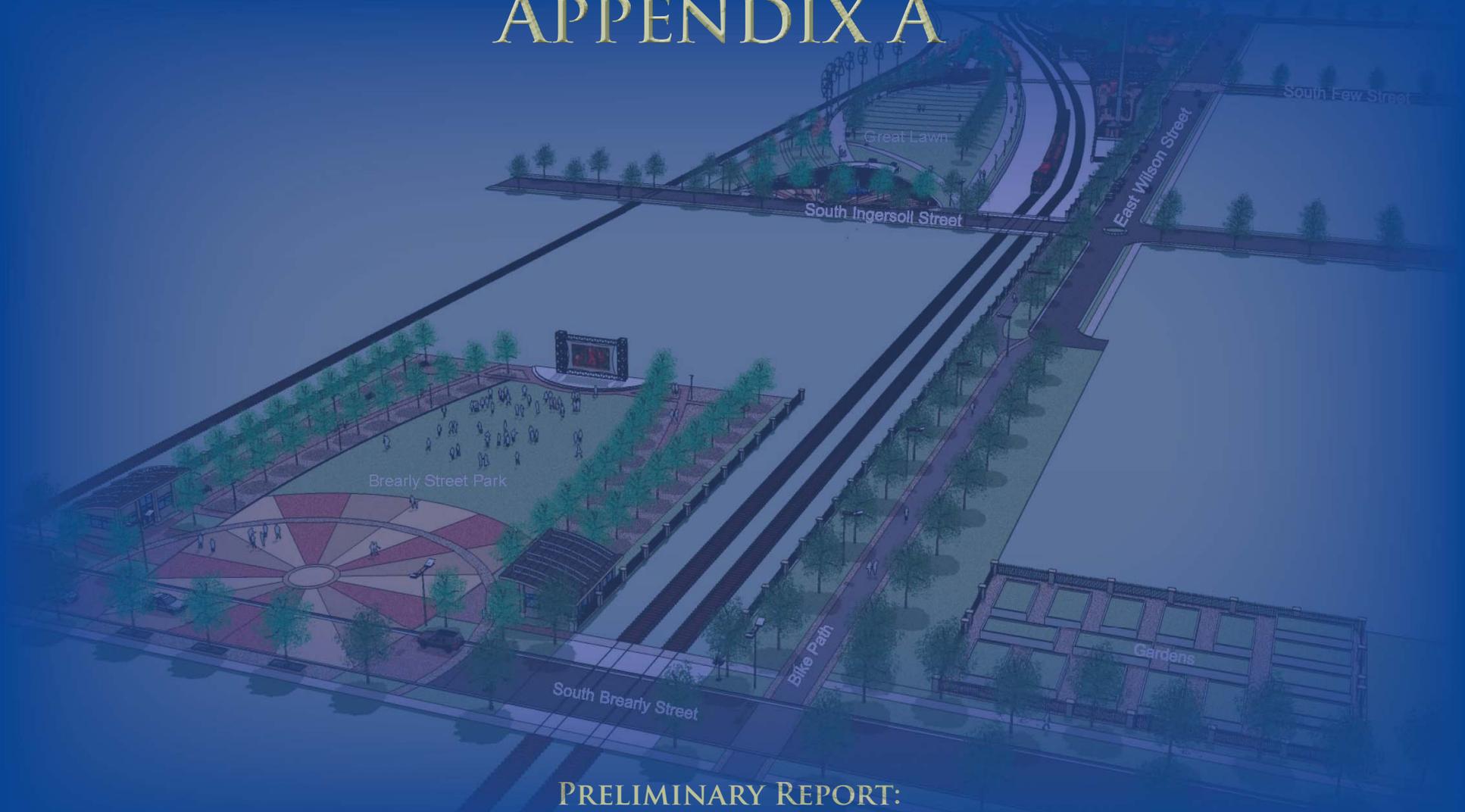
in the 1970s, the Task Force is confident a truly unique park for Madison can be established at Central Park. What the park will ultimately become is up to future generations of Madisonians to answer, but we believe that we have helped set that process in motion. The Task Force is proud of its work and urges the Madison Common Council to accept this final report as the first step in realizing this vision.

Respectfully submitted,

William W. Barker, Chair	Truly Remarkable Loon	Susan M. Schmitz
Nancy T. Ragland, Vice Chair	Bradley C. Mullins	Leslie C. Schroeder
M. Nan Cheney	Amy T. Overby	Joe Sensenbrenner
Joseph R. Clausius	Marsha A. Rummel	Phyllis E. Wilhelm



# APPENDIX A



## PRELIMINARY REPORT: CENTRAL PARK DESIGN AND IMPLEMENTATION TASK FORCE

ACCEPTED BY COMMON COUNCIL: JUNE 3, 2008  
LEGISLATIVE FILE ID NO.: 10506



# Preliminary Report: Central Park Design and Implementation Task Force

May 14, 2008

Accepted by Council: June 3, 2008

Legislative File ID No.: 10506

## Background

For several years the City of Madison, the Center for Resilient Cities (CRC, formerly known as Urban Open Space Foundation), neighborhood residents, local businesses and other stakeholders discussed and planned for a Central Park in the East Isthmus of Madison (please see Figure 1). The City of Madison noted this park in both its adopted Comprehensive Plan and the adopted East Rail Corridor Plan. Informed by an extensive public process involving multiple stakeholder groups such as neighborhood associations, gardeners, skateboarders, the CRC developed detailed plans (referred to herein as the “McCarthy Plan,” please see Figure 2), acquired parcels of land, and raised and expended over \$1,000,000 in funds to make the park a reality.

As a way to advance the process, effect review of Central Park by affected City agencies, and advise the Mayor and Council on the role of the City in the Central Park initiative, on January 16, 2007, the Common Council adopted Amended Resolution RES-07-00256, creating a 12-member ad hoc Task Force to answer a series of questions regarding implementation and governance of the proposed Central Park.

The Task Force includes the following members:

<b>William W. Barker</b>	Park Commission Representative
<b>Joseph R. Clausius</b>	Common Council Member
<b>Bradley C. Mullins</b>	Area Property Owner
<b>Amy T. Overby</b>	Madison Community Foundation Representative
<b>Nancy T. Ragland</b>	Mayoral Appointee
<b>Marsha A. Rummel</b>	District Common Council Member
<b>Susan M. Schmitz</b>	Downtown Madison, Inc. Representative
<b>Leslie C. Schroeder</b>	Neighborhood Resident
<b>Joe Sensenbrenner</b>	Center for Resilient Cities Board Representative
<b>Benjamin R. Sommers</b>	Neighborhood Resident
<b>Phyllis E. Wilhelm</b>	MG&E Representative

As per the adopted Amended Resolution, the charge of the Task Force anticipated a multi-phase approach. At the beginning, the Task Force was to examine and offer a recommendation on the following:

- Review all work to date on the project.
- Consider all of the outstanding issues and determine whether the project should move forward.

Once the preliminary work was done, and the Task Force concludes that the work of the Task Force should continue, the Task Force would answer the following questions:

- Are additional land acquisitions required to make the Park possible?
- Are options for developing the Central Park in phases possible, and if so, develop a phased implementation strategy for the Park.
- What is the final concept plan for the Park?
- How does governance, financing, management and maintenance of the park work among the parties involved?
- What is the best plan of action regarding moving the railroad tracks?
- What do stakeholder groups think about this plan?
- What is needed in terms of private fundraising?
- How does the proposed Park footprint address the relationship of park space to redevelopment plans in the corridor?
- How does the Park’s design integrate with other nearby green space?

Lastly, the Task Force shall engage the community, conduct several public meetings as part of the process, and report their findings to the Common Council by January 2008.

The Task Force’s final report shall include:

1. A final plan of the Park to recommend to the Common Council;
2. A draft Memorandum of Understanding (MOU) among all parties to deal with ownership, fundraising, implementation, management, and maintenance of the Park;
3. A phased implementation strategy for the Park;
4. A draft fundraising plan.

## Work to Date

Since its first meeting in June 2007, the full Task Force has held 22 meetings. In addition, the Task Force has delegated much of the work to various sub-committees to handle the larger issues the Task Force needs to address:

1. Land Acquisition/Rail Relocation (3 meetings to date)
2. Concept Park Plan (10 meetings to date)
3. Fundraising (meetings to be scheduled)
4. Memorandum of Understanding (5 meetings to date)
5. Alternative Design (1 meeting to date)

While good progress has been made, many challenges to bringing this Park to fruition remain; such as the question of moving of the rail line, additional land acquisitions, fundraising for needed capital and operating endowments, and formulating a plan to phase Park development. Additionally, the Task Force must identify and make recommendations regarding Park ownership, governance and fiscal responsibility. Issues related to funding mechanisms, as well as park development, maintenance and management must be resolved. Further progress on Central Park depends on workable answers to these questions.

Responses to date regarding the charge of the Task Force follow:

- Review all work to date on the project.

*The Task Force held several meetings where representatives of the Center for Resilient Cities, City staff to Transport 2020, the East Rail Corridor Plan and the East Washington Capitol Gateway Corridor Plan presented their work and how it relates to the development of Central Park. In addition, the Task Force met on the site and walked it to get a good sense of the context and issues surrounding the development of the Park. In addition, Nancy Fey and Karl van Lith provided training in the Natural Step and helped the committee address integration of this conservation ethic into park design and philosophy.*

- Consider all of the outstanding issues and determine whether the project should move forward.

*The Task Force supports the idea of a Central Park in the Isthmus. It is an idea worth fully exploring and implementing. The Task Force believes that a Central Park could support other planning and implementation initiatives in the neighborhood and help offset identified park deficiencies, and catalyze neighborhood, business and economic development activity along the Capitol Gateway Corridor. The detail work of the Task Force related to design, location of Park elements, budget, continues.*

- Explore additional lands to be acquired.

*While some parcels are critical to the success of the Park, not all of the land identified in the most recent working version of the Central Park Master Plan is*

*necessary for the park to be developed initially. More work will be required to identify those parcels as design work progresses.*

*In addition, the Task Force removed 203 South Paterson Street from the list of properties to be acquired for development of Central Park. The Task Force voted to remove acquisition of the entire parcel, but did not rule out working with the owners of the property to work on the frontage along South Brearly Street as part of the Park's development (please see Figure 3).*

*Likewise, the Task Force reached consensus that, in order for Central Park to achieve its potential, the area bordered by South Ingersoll Street, South Baldwin Street, East Wilson Street and the existing railroad right-of-way should be acquired.*

- Explore options for developing the park in phases and develop a phased implementation strategy for the park.

*The Task Force agrees that developing the Park in phases, focusing on the proposed Skate Park on S. Brearly, and the Great Lawn development on S. Ingersoll—both parcels presently owned by the CRC—merit further discussion and detailed planning. However, the ability to raise sufficient capital to develop, maintain, and provide for the long-term maintenance of the Park is a significant issue that the Task Force has not fully resolved at this point.*

- How does the relationship in terms of governance, financing, management and maintenance of the park work among the parties involved?

*This is a topic for the Task Force in the coming months as the concept designs are finalized.*

- What is the final concept plan for the Park?

*The Concept Plan Sub-Committee of the Task Force will complete its report on the review of the existing McCarthy Plan and offer certain changes that better reflect the context of the Park both in terms of its location and the uses that are anticipated to come out of the early phases of the concept Plan, and ultimately, implementation. The full Committee will review suggested plan amendments.*

*The Alternative Design Sub-Committee will work with Madison Gas and Electric to select a landscape architectural firm(s) to help prepare an alternative plan as proposed and funded by Madison Gas and Electric and supported by the Task Force.*

- What is the best plan of action regarding moving the railroad tracks?

*Task Force consensus exists that realization of a centerpiece-quality urban park, as specified in the modified McCarthy Plan, requires rail relocation (please see Figure 4). This is a topic for the Task Force in the coming months as it develops a*

*final concept design. The spur track for MG&E must remain and the relocation plan allows for this. While it may be possible to develop a plan for the Park with the rails in their current configuration, the Task Force has determined that the possible introduction of passenger rail services, e.g., commuter rail, will ultimately afford an opportunity to reconstruct and relocate the rail line.*

*Cognizant of the financial difficulties presented by rail relocation, the Task Force believes that it must also fully explore the option of not moving the rails and develop a park with the rails in their current location. The Alternative Design Sub-Committee will work with Madison Gas and Electric to select a landscape architectural firm(s) to help prepare an alternative plan as proposed and funded by Madison Gas and Electric and supported by the Task Force. That planning process will be undertaken soon and included in the final report of the Task Force.*

- **What do stakeholder groups think about this plan?**

*Public outreach, including public meetings will occur as soon as the Concept Plan Sub-Committee finishes its work, the alternative plan is completed, and conceptual plan maps showing both rail location options are prepared. The alternative plan will require an opportunity for public comment since the development of the alternative plan is a significant departure from what has been shown. The Task Force hopes to have the public meetings as soon as these plans are completed.*

- **What is needed in terms of private fundraising?**

*Total Park cost is estimated to be \$30 million. A minimum of \$20 million must be raised from private sources to fully fund and endow Central Park. Full consideration of this issue depends upon acceptance of a park design and the Fundraising Sub-Committee will address this issue in the coming months.*

- **Review the proposed Park footprint and address the relationship of park space to redevelopment plans in the corridor.**

*With the recent adoption of the East Washington Capitol Gateway Corridor BUILD, TID 36 Plan, an anticipated Neighborhood Conservation District, Tenney-Lapham Neighborhood Plan, and amendments to the East Rail Corridor Plan by Council, the Task Force can address this issue and will by the time of the Final Report. The relationship of the Park to adopted plans in the vicinity, including the proposed land uses that are contained in these plans, is shown in Figures 5 and 6.*

- **Design integration with other nearby green space.**

*This will be more fully developed as the Task Force revises the Central Park Plan for presentation to the public. Preliminary analyses indicate the recently completed Isthmus Bike Path and Yahara River Parkway afford excellent linkages of Central Park with other municipal and regional open spaces.*

- **A final plan of the Park to recommend to the Common Council.**

*This will appear in the Final Report.*

- **A draft MOU between all parties to deal with ownership, fundraising, implementation, management, and maintenance of the Park.**

*The MOU Sub-Committee is now meeting to develop this element of the project.*

- **A phased implementation strategy for the Park.**

*The Task Force believes that a phased implementation strategy is in the best long-term interest of the Central Park. A phasing plan and budget will be included in the final report.*

## **Recommendations**

The Task Force is fully engaged in the process to handle significant park issues, public meetings, etc. With the recent decision to look more closely at how a park may be designed that works with the railroad tracks remaining in place, more time is needed to explore and develop another park concept plan. The Task Force recommends extension of its work through December 31, 2008.

Figure 1  
**Central Park**  
 Planning Study Area  
 April 2008



- Central Park Planning Study Area
- Existing Park, Open Space or Drainage

*Data Source:  
 City of Madison Department of Planning & Community &  
 Economic Development, Planning Division  
 Concept Plan for Central Park*



City of Madison





Figure 2  
**Central Park**  
 McCarthy Plan Park Boundary  
 April 2008

- Central Park as Adopted by the Center For Resilient Cities (2004)
- Existing Park, Open Space or Drainage

Data Source:  
 City of Madison Department of Planning & Community &  
 Economic Development, Planning Division  
 Concept Plan for Central Park



City of Madison





Figure 3  
**Central Park**  
 Amended Central Park Boundary  
 April 2008

-  Central Park Boundary as Amended by the Task Force
-  Existing Park, Open Space or Drainage

Data Source:  
 City of Madison Department of Planning & Community &  
 Economic Development, Planning Division  
 Concept Plan for Central Park



City of Madison



Figure 4  
**Central Park**  
 Railroad Alignments  
 April 2008



- Central Park
- Proposed Track Realignment
- Current Track Alignment

Data Source:  
 City of Madison Department of Planning & Community &  
 Economic Development, Planning Division  
 Concept Plan for Central Park



City of Madison



Figure 5  
**Central Park**  
 Adjacent Area Plans  
 April 2008



-  Central Park as Adopted by the Center For Resilient Cities (2004)
-  Capitol Gateway Corridor
-  Yahara River Parkway
-  Williamson St BUILD I
-  Williamson St BUILD II
-  East Rail Corridor Plan
-  Existing Park, Open Space or Drainage

*Data Source:*  
 City of Madison Department of Planning & Community & Economic Development, Planning Division  
 Concept Plan for Central Park



City of Madison



Figure 6  
**Central Park**  
 \*Proposed Land Use  
 April 2008



- Central Park as Adopted by the Center For Resilient Cities (2004)
- RESIDENTIAL DISTRICTS**
  - LDR Low Density (0 - 15 units/acre)
  - MDR Medium Density (16 - 40 units/acre)
  - HDR High Density (41 - 60 units/acre)
- MIXED USE DISTRICTS**
  - NMU Neighborhood Mixed-Use
  - CMU Community Mixed-Use
  - MDR/ Residential
  - Employment / Residential
  - RMU Regional Mixed-Use
- COMMERCIAL/EMPLOYMENT DISTRICTS**
  - GC General Commercial
  - RC Regional Commercial
  - E Employment
  - I Industrial
- OPEN SPACE - AGRICULTURE DISTRICTS**
  - P Park and Open Space
- SPECIAL DISTRICTS**
  - SI Special Institutional
  - Downtown Districts

Data Source:  
 City of Madison Department of Planning & Community &  
 Economic Development, Planning Division  
 Concept Plan for Central Park

\*Proposed Land Use categories are shown based on Memo dated 1/22/08  
 "East Washington Ave. Capitol Gateway Corridor BUILD Plan Comparison to Other Plans' Recommendations"



City of Madison





# APPENDIX B



## CONCEPTUAL MASTER PLAN FOR CENTRAL PARK

ACCEPTED BY CENTRAL PARK DESIGN AND IMPLEMENTATION TASK FORCE

AUGUST 5, 2009





# CONCEPTUAL MASTER PLAN FOR CENTRAL PARK MADISON, WISCONSIN

Prepared By:



a design collaborative

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Gift of Services  
from: “3” a design  
collaaborative



## INTRODUCTION

For approximately a decade, the City of Madison, the Center for Resilient Cities (formerly the Urban Open Space Foundation), and many stakeholder groups have discussed and planned for an urban park to be located in the East Rail Corridor on Madison's East Side. The Park is expected to provide park and recreation facilities to meet the needs of the neighborhood and community, enhance the city's economic development potential, and stimulate renewed focus of the greater Isthmus as an employment center. The Park will interconnect jobs, housing, and recreation and create a signature feature and destination for the city.

## BACKGROUND

The concept plan previously prepared for Central Park (the McCarthy Plan) has been presented in many venues, to many people and groups and has generated much interest and discussion. While widespread support exists for the concept of a park, concerns expressed stalled momentum of this plan, particularly relating to rail relocation.

The McCarthy Plan depends upon acquiring land through purchase or condemnation and moving the existing railroad tracks 100 yards to the north edge of the Park at an estimated cost of \$10 million. Public funds for this expressed purpose are limited. The purpose of this plan is to explore additional options and develop an alternative Park design that does not require relocation of the railroad tracks. Instead this plan creates a usable, safe, functional park around the current railroad tracks. This will allow the City and public to evaluate how to proceed to implementation of the Park. The alternative plan, as well as the McCarthy Plan, will link bike trails, open space, and established parks throughout the Isthmus.

The alternative plan celebrates the rich history and architecture of the East Isthmus. The plan provides the framework for future expansion, park uses and activities, open space network, trails, recreation facilities and celebrations. The alternative plan provides a prioritized approach for the implementation of the Park and recreation facility projects. Preparation of the alternative plan has involved participation of City staff, the Mayor's Central Park Design and Implementation Task Force, neighborhood groups, the Center for Resilient Cities (CRC), and many other stakeholders. The alternative plan has been presented at two public meetings, one at the onset of the project and one to present the final alternative Conceptual Master Plan.

### Park Acreage

When the McCarthy Plan was developed the assumed acreage was approximately 15 acres. Since that time the available land for the Park has been reduced to approximately 7 acres. However, future expansion of the Park remains strong as several parcels of land may become available in the future. The Conceptual Master Plan could accommodate future growth if additional lands become available.

## CENTRAL PARK AREA DESCRIPTIONS

### Great Lawn

The Great Lawn is the largest open space in Central Park and is intended to be the location of a limited number of festivals each year. The Great Lawn area comprises approximately 2 acres of the Park. The open lawn itself is roughly 1 acre providing space for people to picnic, sit, stand or dance during performances and to have open lawn for play during non-performances. The lawn slopes up from the stage at the Few Street right-of-way (east) to Ingersoll Street (west) at 3% to an elevation 12 feet above the street.

At Ingersoll Street the Park will have a street level plaza with interactive fountain and restroom and/or storage under the raised portion of the Park. The upper Park will be connected to the street level plaza via steps on the north and an ADA accessible walk at 5% slope on the south of a wall retaining the elevation difference.

At the convergence of the steps and upper walkway will be another small plaza overlooking the lower plaza/fountain and providing views to the West. The sloped lawn will focus views to the stage area of the Great Lawn while also expanding park views to surrounding lands. Raising the park elevations will enhance open views given the narrowness of the site.

On the north side of the Great Lawn, along the MG&E spur line, an "Art Walk" or widened walkway provides area for art display and other activities. Small wind turbines with pedestrian lights are spaced along the walk illuminating the area as well as generating power for the Park. A 10' wide walk will be located on the south side of the lawn along the active rail line. Both walks are accessible routes and allow for emergency vehicle access to the interior of the Park.

At the active rail right-of-way a retaining wall topped with an ornamental fence will deter park users from crossing the tracks at inappropriate locations. The fence is pedestrian-scale and would be no taller than 6' in height.

A double row of canopy trees is located along Ingersoll Street providing shade and separation for the fountain plaza. The wall between the lower and upper plazas could be a "Living Wall" that adds vegetation to the vertical edge through the use of native plant materials arranged artfully in tray systems. At the upper level of the Great Lawn, canopy trees are used to define the edges of the Park and direct views to the stage area.

The stage plaza is centrally located aligned with the Few Street right-of-way to provide access for temporary stage configurations delivered on flatbed truck systems. Power would be provided at the plaza from improvements as part of the development of the Great Lawn.

## **Gateway Plaza**

The Gateway Plaza walk is the ceremonial entrance into the Park beginning perhaps, with the Mile “0” plaza at the intersection of Few and East Wilson Streets. The Mile “0” plaza connects the Park with the State bike/trail system as well as providing an opportunity for a Bike Center on site. The Gateway Plaza walk utilizes the existing Few Street right-of-way to extend an at grade walk to the Great Lawn and Skate Park. Formal crossing gates and fencing located at the Gateway Plaza on both sides of the active rail line will provide a strong system of safety for Park visitors.

## **Accessible Playground**

Located to the west of the Gateway Plaza, the Accessible Playground provides area for 3 play structures for multiple age groups. The playground would be enclosed by an ornamental fence providing a safe and visible play area. Entry into the playground would be from the Gateway Plaza. The Accessible Playground is approximately 1/3 acre in size and would serve children of all abilities.

## **Skate Park**

The Skate Park has been a staple program element of Central Park. The over 1/2 acre site provides the opportunity to develop an urban plaza setting, integrating skateboarding into the Park fabric, which is the desire of current skate enthusiasts. The Skate Park would have the look and feel of an outdoor plaza space with seat walls, steps, and landscaped areas. The Park can also function as a gathering space for other activities. The Skate Park would have an ornamental fence around the perimeter with access at the stage plaza of the Great Lawn.

## **Bike Center**

The Bike Center is located on the east side of the Gateway Plaza. The facility would house a bike/service center. The building could be large enough to accommodate storage, restrooms, and other vending opportunities such as a skate shop affiliated with the Skate Park. The architecture of the building could reflect the metal and rounded roof structures reminiscent the Trachte buildings found on properties and throughout the East Isthmus. An area to the east with bike bollards placed around landscaped beds would provide secure parking for those cyclists using the Park, shopping at the proposed market, or commuting on the commuter rail.

## **Rail Station**

Central Park is a potential location for a future commuter rail station. The Rail Station could be located adjacent to the Bike Center to allow for commuters to ride to the site and secure their bicycles with convenient access to the employment centers in the area. Future rail commuting would provide another transportation source to events held at Central Park. The development of the Market area can provide for “Kiss-and-Ride” drop-off to the station. The Rail Station would also provide a central location for multi-modal transportation hub for East Isthmus residents in the surrounding neighborhood.

## **Market**

With the purchase of the Sands Property and with the existing City right-of-way there would be approximately 1 1/2 acres to develop as some type of market. While a program for the market has not been developed at this time the market will most likely be a protected open air market with some ability to provide year-round use. Other space needs may include short-term vehicle parking and service access.

## **Brearly Street Park**

The Brearly Street Park is a somewhat separated component of Central Park. It is slightly less than one acre in size. This Park is envisioned as a multi-purpose open space, ultimately depending on regular, active programming to reach its fullest potential and use. This park area will provide open space amenities to area workforce, residents and visitors. As the East Isthmus redevelops, its value and use will increase. The Park is purposely organized simplistically to optimize flexibility in its use. The north and south borders are designed as a strolling and sitting park. Double rows of canopy trees define more heavily-planted beds of shrubs, perennials and grasses. Benches, tables and chairs, seat walls and small-scale sculptures could occupy this space providing a respite from the urban condition. A larger central lawn allows for other uses. A paved plaza space that incorporates a length of Brearly Street provides space for a Farmers’ Market, small-scale activities and events. Brearly Street could be closed for some of these activities and the street surface integrated into the Park space.

Small buildings housing public restrooms and providing storage or other uses are located north and south along Brearly Street, framing the open space and serving to announce this portion of Central Park.

A small raised, paved platform at the east end of the site could be used for other events, performances or simply serve as a small plaza for concentrated activities. The plan incorporates a large vertical frame that could serve as a movie screen or background for performances.

## **The Gardens**

The Gardens are located on land currently owned by Madison Gas and Electric (MG&E). The intent is to use this area to complete an open space connection to the existing Willy Street Park to the south. While the Willy Street Park has a sculptural wall that physically separates it from the MG&E parking lot, this re-use of the parking lot will link open space to open space and provide garden spaces for community use. Most of this area is compromised by contaminated soils. The gardens are conceived as raised beds, providing above-grade access for disabled individuals and soil volumes above potentially contaminated soils and the cap required preventing further ground water contamination. Streetscape and street tree planting improvements to Brearly Street would strengthen the sense of park and open space, linking the Willy Street Park, the Gardens and the Brearly Street Park portion of Central Park.

## PHASING

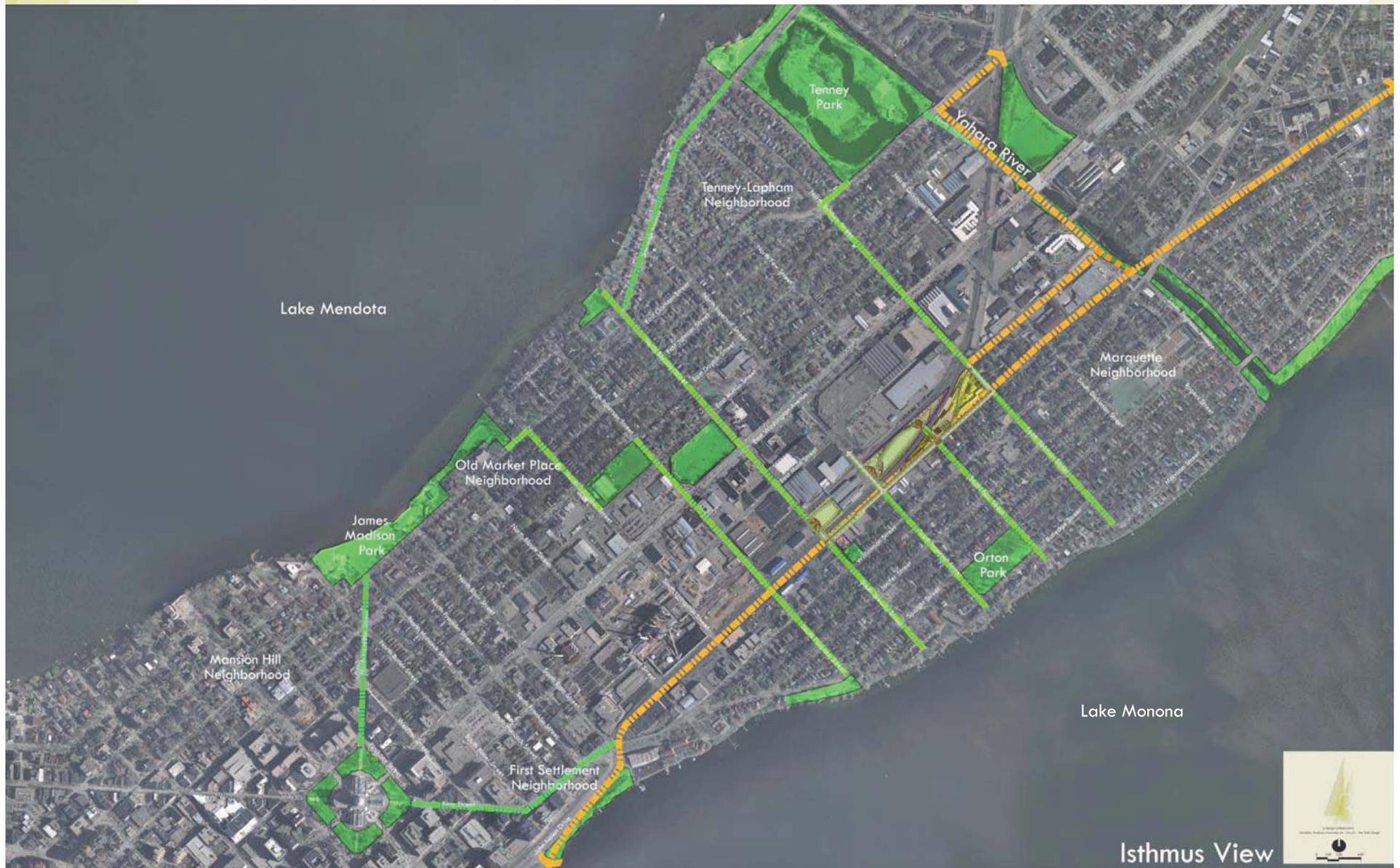
This plan does provide for a phased implementation approach. Details on how the phasing occurs can be found on pages 50-54.

The overall estimated budget of \$18.3 million, not including acquisitions, will necessitate phasing to not only respond to available funds but also provide an opportunity for certain aspects of the Park to emerge as funding and timing are more conducive to that particular park element. The estimated budget detail may be found on pages 59-62.

It was not the intention of this plan to program every detail of the Park, but rather provide an over-arching conceptual framework that will be molded and refined over time. Parks that can evolve over time are parks that maintain their vitality and are cherished by their users.

This plan profices the framework to get the Park established and then, provides a canvas upon which future generations of users can leave their mark.

# Central Park District



Isthmus View



Central Park  
a design collaborative

Schreiber/Anderson Associates JJR, LLC Ken Saiki Design, Inc

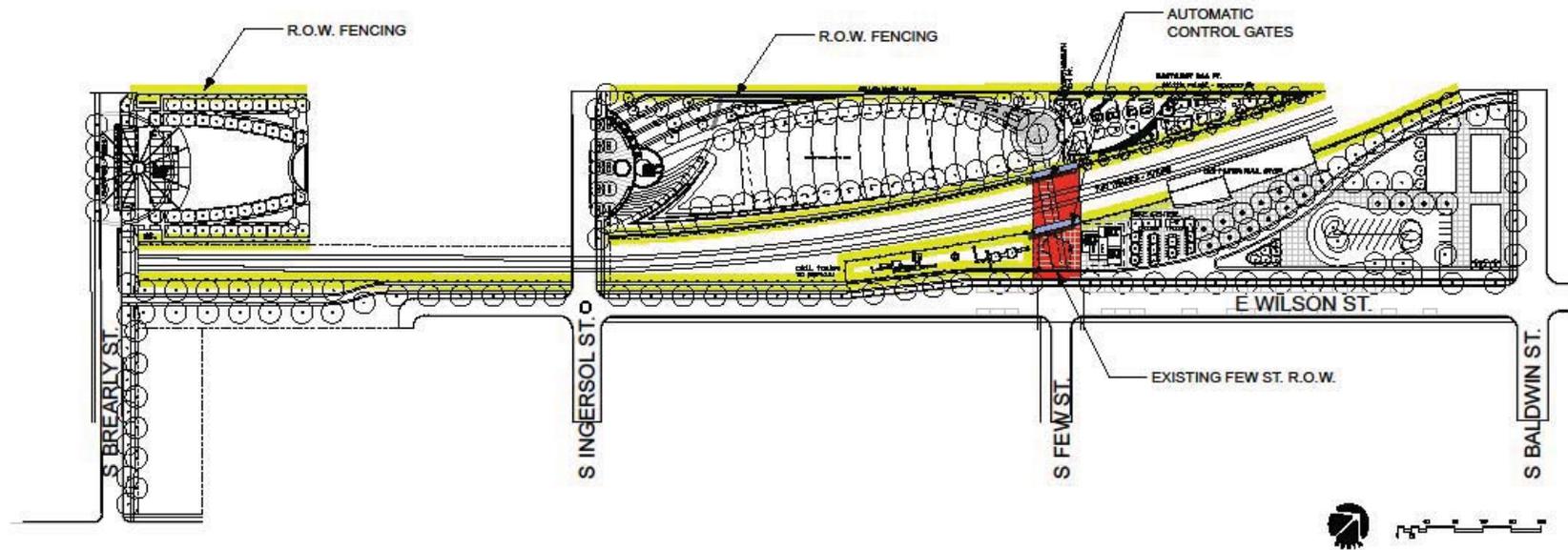
# Central Park Master Plan



# Central Park Acreage



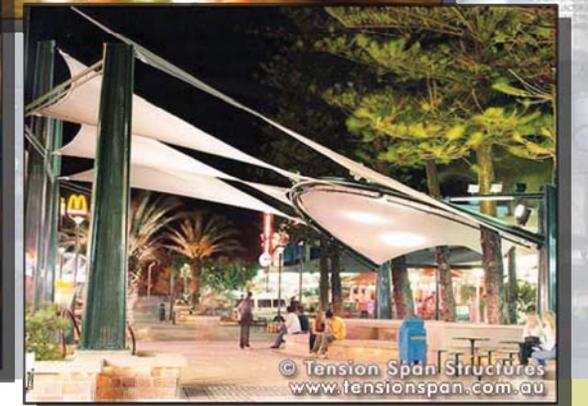
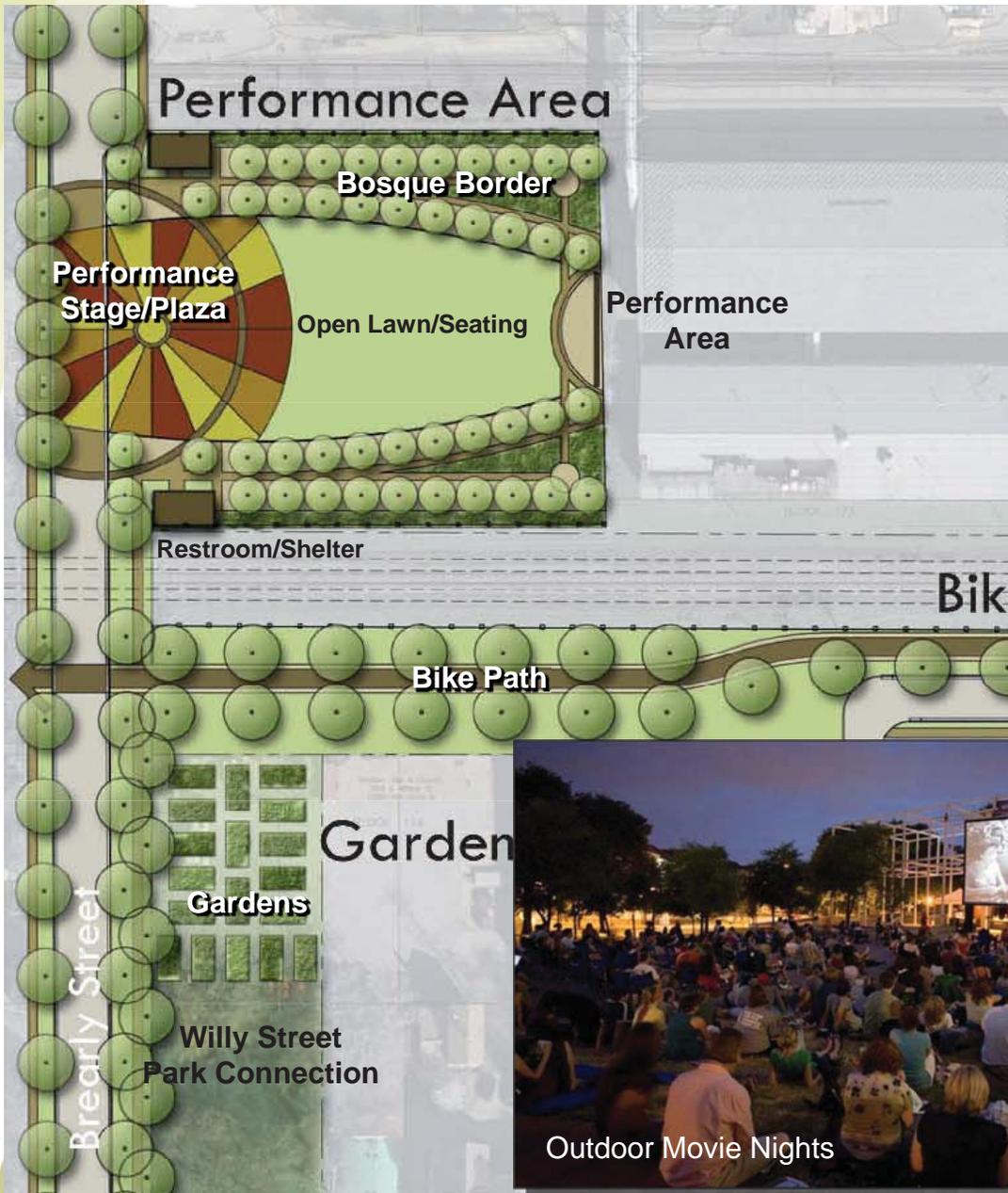
# Central Park Master Plan: Safety Plan



# Central Park Master Plan: Aerial View Facing East



# Central Park Master Plan: Brearly Street Park



a design collaborative

Schreiber/Anderson Associates JJR, LLC Ken Saiki Design, Inc

# Central Park Master Plan: Brearly Street Park Performance Area Facing East



**Central Park**  
a design collaborative

Schreiber/Anderson Associates JJR, LLC Ken Saiki Design, Inc

# Central Park Master Plan: Brearly Street Park Performance Area Facing West



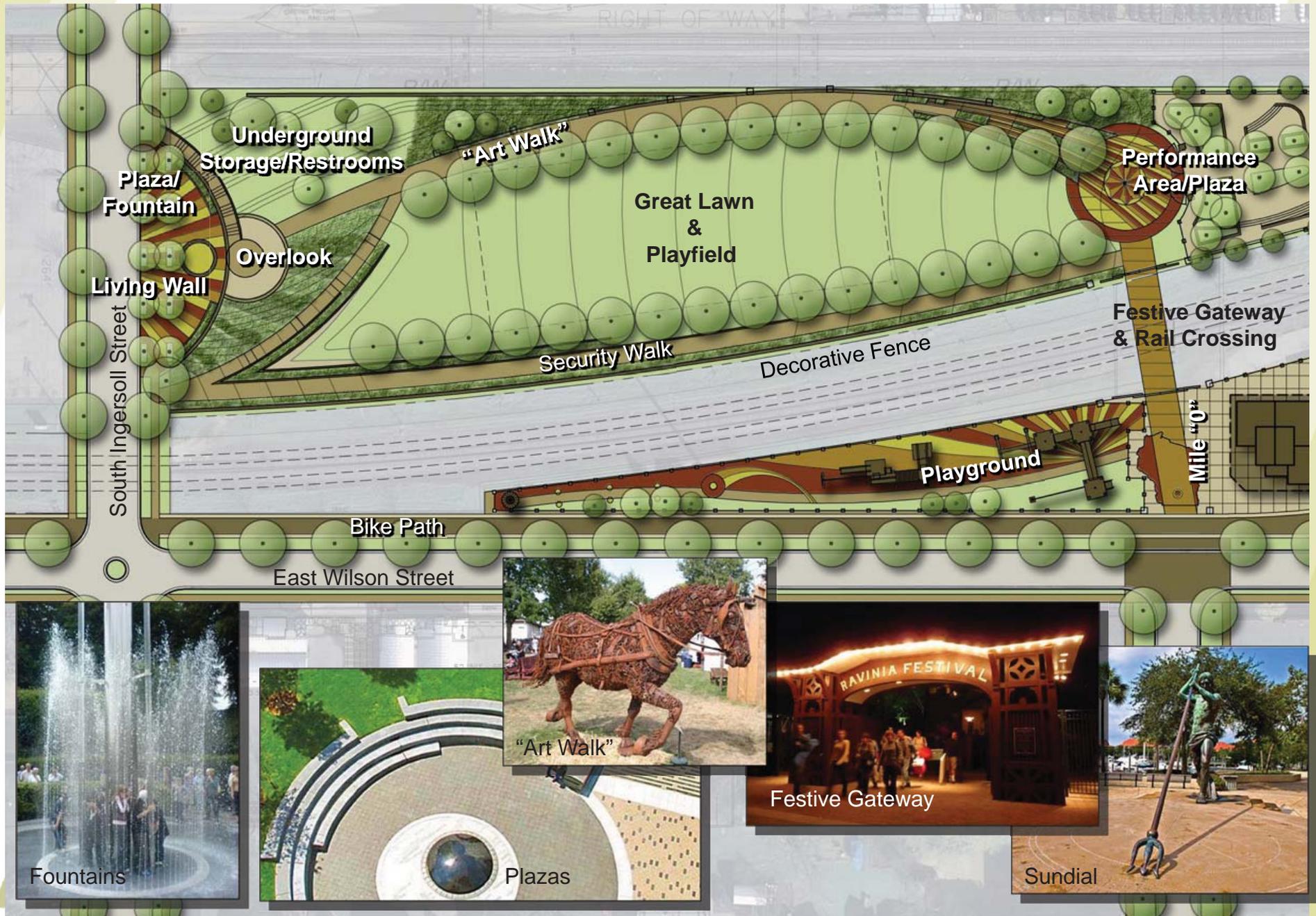
**Central Park**  
a design collaborative

Schreiber/Anderson Associates JJR, LLC Ken Saiki Design, Inc

# Central Park Master Plan: Great Lawn Aerial Facing East



# Central Park Master Plan: Great Lawn and Playground



# Central Park Master Plan: Street Level View of Great Lawn at South Ingersoll and Wilson



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Schreiber/Anderson Associates JJR, LLC Ken Saiki Desig

# Central Park Master Plan: “Living Wall” and Fountain Street View



Central Park  
a design collaborative

Schreiber/Anderson Associates JJR, LLC Ken Saiki Design, Inc

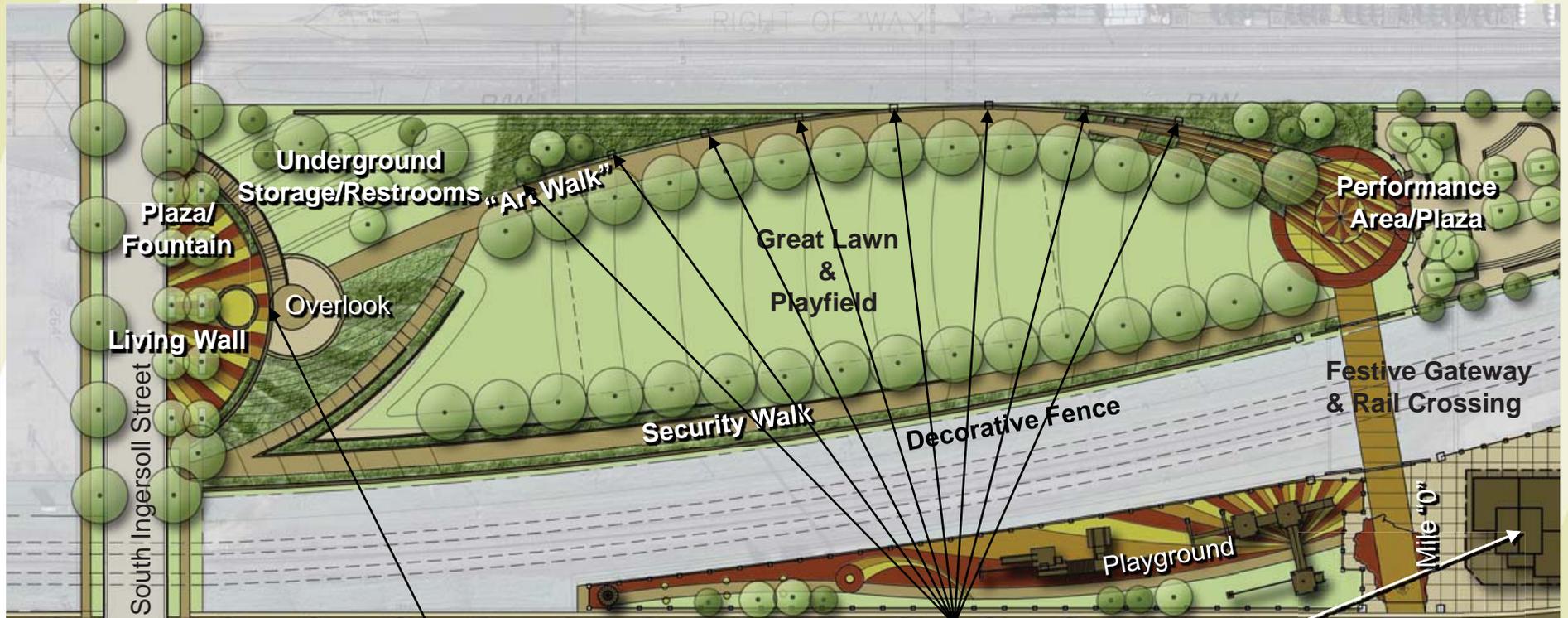
# Central Park Master Plan: View to Performance Area and Skate Park from Great Lawn



**Central Park**  
a design collaborative

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# Central Park Master Plan: Environmental Enhancements



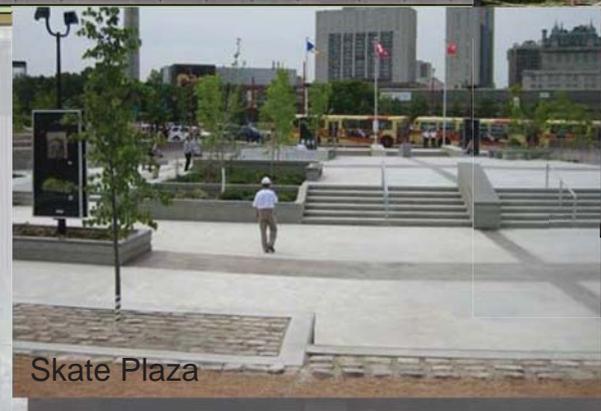
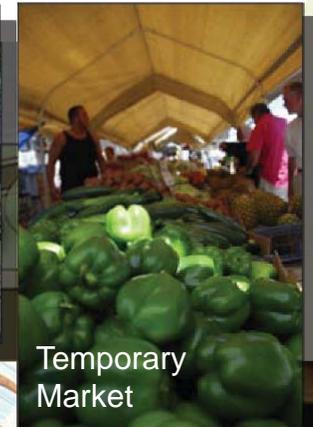
# Central Park Master Plan: Park Aerial View Facing West



**Central Park**  
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Schreiber/Anderson Associates JJR, LLC Ken Saiki Design, Inc

# Central Park Master Plan: Skate Park, Bike Center, Rail Station, & Market



# Central Park Master Plan: View to Great Lawn and Capitol from Performance Area



# Central Park Master Plan: Aerial View of Market Area



# Central Park Master Plan: Skate Park, Bike Center, Rail Station, & Market

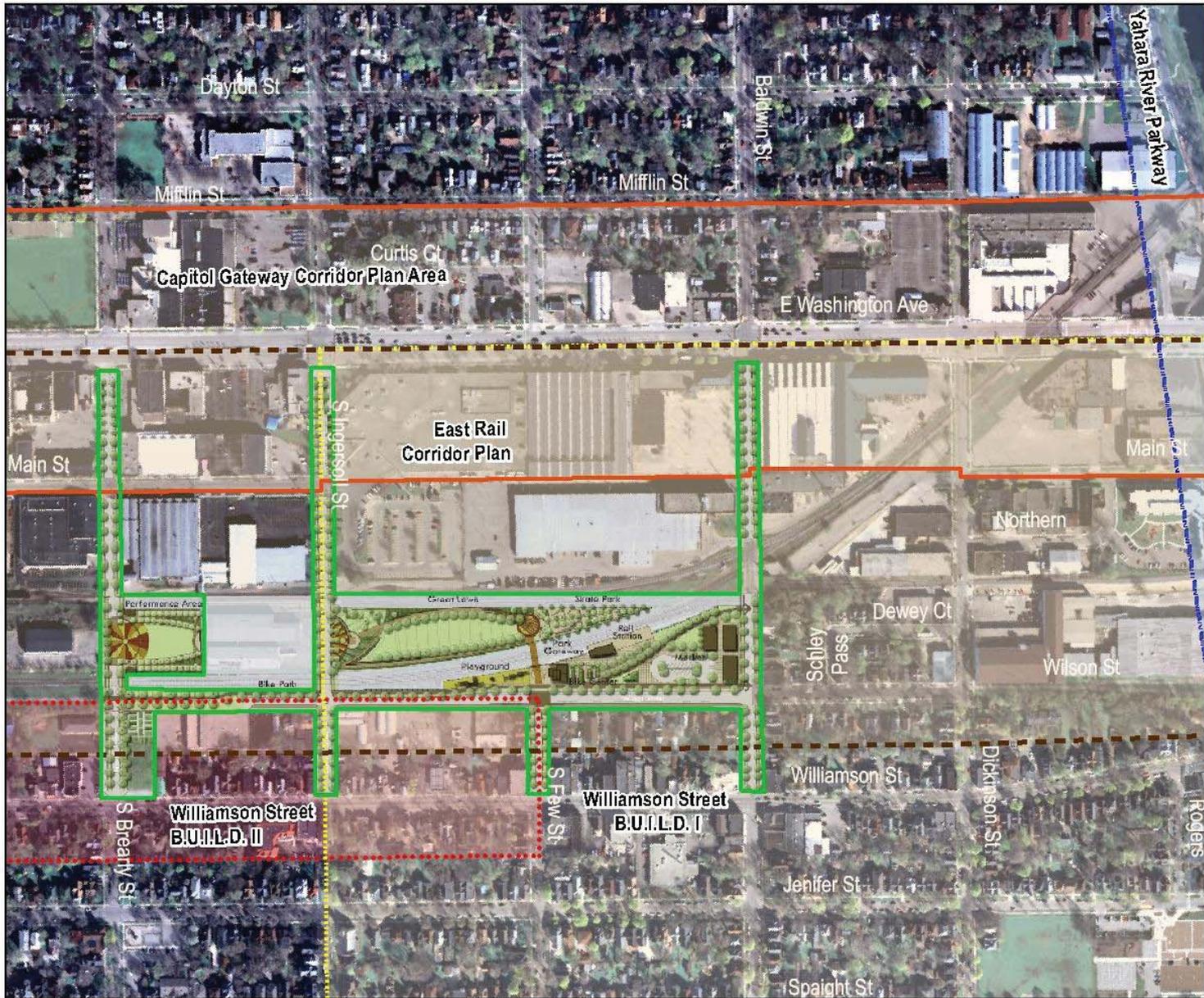


# Central Park Master Plan: View of Rail Station and Bike Center



**Central Park**  
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# Central Park

## Adjacent Area Plans

June 2009

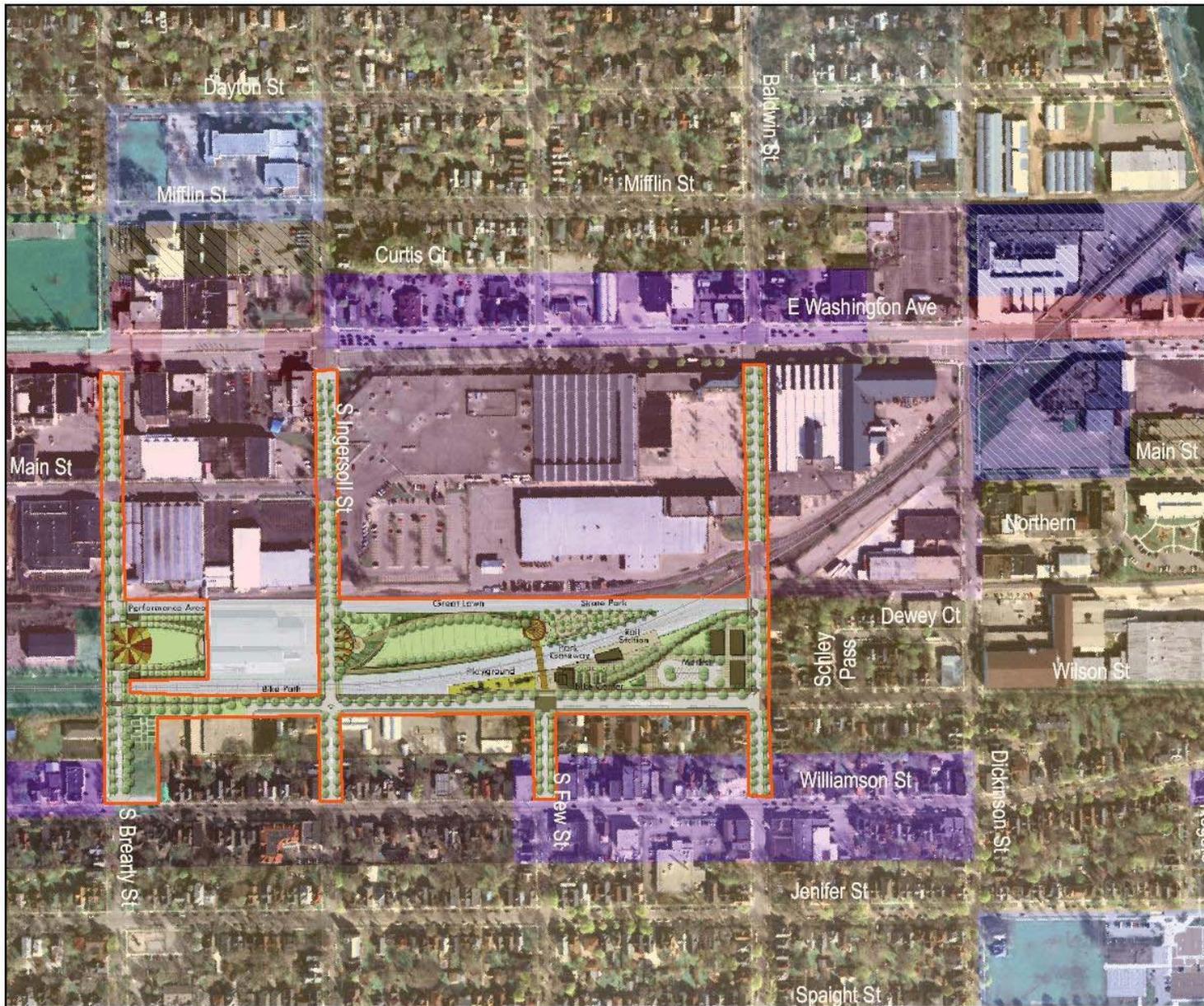
-  Central Park Master Plan
-  Capitol Gateway Corridor
-  Yahara River Parkway
-  Williamson St BUILD I
-  Williamson St BUILD II
-  East Rail Corridor
-  Existing Park, Open Space or Drainage

*Data Source:*  
 City of Madison Department of Planning & Community & Economic Development, Planning Division  
 Master Plan for Central Park



City of Madison





# Central Park

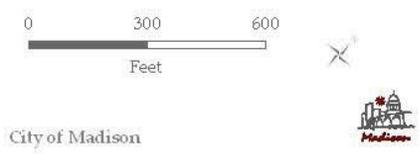
## \*Proposed Land Use

June 2009

- Central Park Master Plan
- RESIDENTIAL DISTRICTS**
  - LDR Low Density (0 - 15 units/acre)
  - MDR Medium Density (16 - 40 units/acre)
  - HDR High Density (41 - 60 units/acre)
- MIXED USE DISTRICTS**
  - NMU Neighborhood Mixed-Use
  - CMU Community Mixed-Use
  - MDR/ Residential
  - Employment / Residential
  - RMU Regional Mixed-Use
- COMMERCIAL/EMPLOYMENT DISTRICTS**
  - GC General Commercial
  - RC Regional Commercial
  - E Employment
  - I Industrial
- OPEN SPACE - AGRICULTURE DISTRICTS**
  - P Park and Open Space
- SPECIAL DISTRICTS**
  - SI Special Institutional
  - Downtown Districts

*Data Source:*  
 City of Madison Department of Planning & Community & Economic Development, Planning Division  
 Master Plan for Central Park

*\*Proposed Land Use categories are shown based on Memo dated 1/22/08  
 "East Washington Ave. Capitol Gateway Corridor BUILD Plan Comparison to Other Plans' Recommendations"*



# Central Park Master Plan: Implementation Strategy Outline

## Phase I- Bike and Pedestrian Path Improvements (Ingersoll to Baldwin)

Wilson Street improvements

Few and Wilson intersection improvements

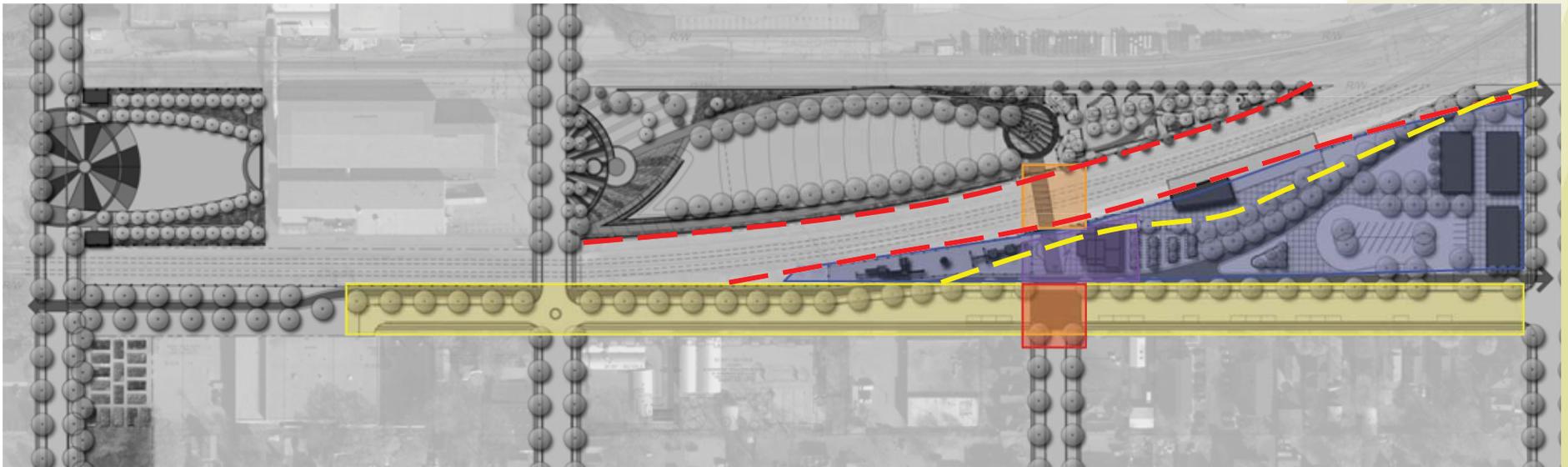
Mile “zero” bicycle trailhead plaza

Acquisition of Sands property

Few Street R.O.W. improvements, railroad crossing and entry plaza

Railroad R.O.W. fencing and crossing gates

Multi-Use path through Sands property



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# Central Park Master Plan: Implementation Strategy Outline

## Phase II- Central Park (Blair to Baldwin)

Entry Plaza

Performance enhancements

Restrooms/Maintenance building

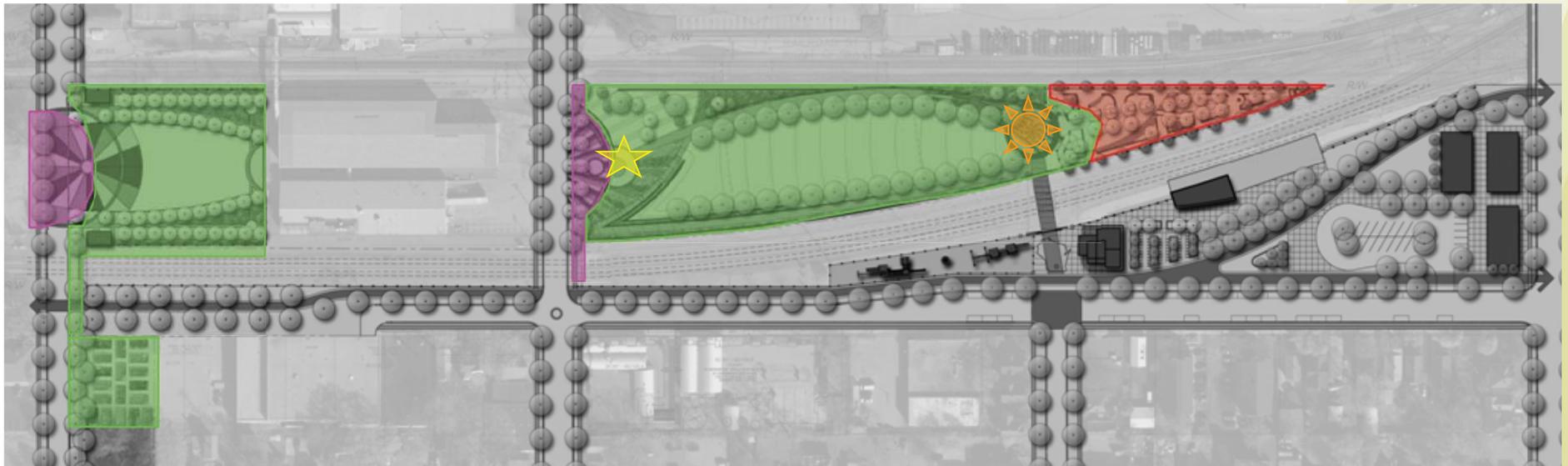
Skate Park

Arching central walkway

Landforms/Amphitheater

Ingersoll St. entry plaza

Plantings



# Central Park Master Plan: Implementation Strategy Outline

## Phase III- Bike Path Improvements (Ingersoll to Blair)

Increase bike path width

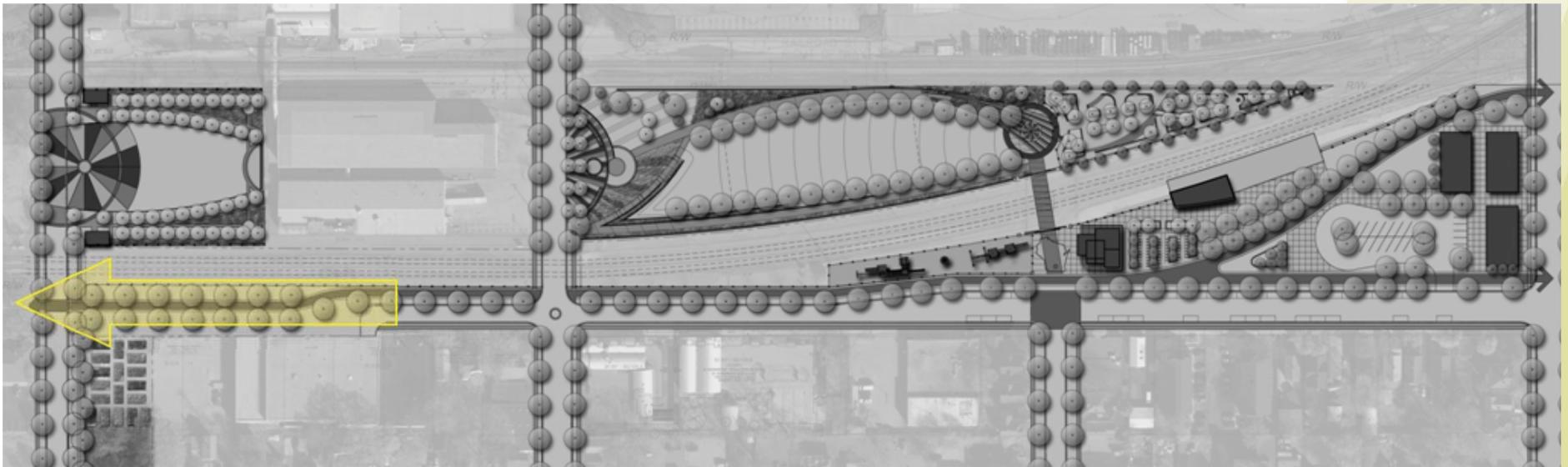
Green up edges

Thematic lighting to tie into Central Park

Central Park icons and sculptures

Thematic banners

Informational kiosks



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# Central Park Master Plan: Implementation Strategy Outline

## Phase IV- Bike Path Improvements (Baldwin to Yahara River)

- Improved path width on Railroad St. ROW
- Green up edges
- Thematic lighting to tie into Central Park
- Central Park icons and sculptures
- Public Art
- Thematic banners
- Informational kiosks
- Interpretive sign system



# Central Park Master Plan: Implementation Strategy Outline

## Phase V- Central Park Pedestrian Green Corridors

- Improve sidewalks
- Thematic lighting to tie into Central Park
- Central Park icons and sculptures
- Thematic banners
- Informational kiosks
- Interpretive sign system
- Street trees
- Theme accent plantings
- Alternative storm water applications



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## CENTRAL PARK DISTRICT CONNECTIVITY PLAN

### Purpose of the Connectivity Plan

The purpose of the connectivity plan is to show the larger context of bicycle and pedestrian paths connecting various Isthmus-wide parks, public facilities and attractions to Central Park, the Central Park District and ultimately the larger city and community.

Isthmus connections include parks and open space, employment centers, neighborhoods, historic buildings and sites, etc. Major parks include the Capitol Square, Monona Terrace, Law Park, Olin-Turville Park, Brittingham Park, Olbrich Park, Tenney Park, James Madison Park, Orton Park, Burr Jones Field, Reynolds Field, the Yahara River Parkway and several others.

Central Park will provide connection to several local and regional bike trail systems including the Capitol City E-Way Trail, Southwest Bicycle Trail, the Glacial-Drumlin Trail, Military Ridge Trail, Sugar River Trail, and linkages to local neighborhoods, points of interest such as Monona Terrace, Breese Stevens, the University of Wisconsin Campus, State Street, Camp Randall, etc. City-wide connections should include Vilas Park, the Arboretum, Picnic Point, UW Hospitals, and other key area attractions too numerous to mention here.

The primary components of the public network of bike paths, bike routes, pedestrian walkways and facilities (public spaces) include the following:

- Sidewalks and streetscapes
- Public transit facilities including, transit stations, bus shelters and transit information systems
- Crosswalk curb ramps, pedestrian signals, refuge islands, medians and other pedestrian accommodations at intersections
- Traffic signs related to bicycle & pedestrian operations and safety
- Pedestrian bridges, overpasses, underpasses and tunnels, associated ramps and public stairways
- Shared-Use paths (also known as multi-use paths)
- Other pedestrian walkways, signs and wayfinding information systems
- Public plazas, pedestrian alleys, festival sites, and public streets, etc.
- Pedestrian-scale lighting

The connectivity plan is organized into seven (7) strategies:

- A. Land Use
- B. Transportation
- C. Pedestrian Streetscape
- D. Pedestrian Plaza
- E. Heritage Interpretation
- F. Wayfinding
- G. Accessibility

### A. LAND USE STRATEGIES

As the various community redevelopment programs evolve and the real estate market strengthens, it is anticipated that mixed-use redevelopments will accelerate in the East Isthmus area driven by favorable market conditions. The plan proposes to locate these new mixed-use developments in a strategic fashion to help promote economic vitality in the surrounding areas as well as promote pedestrian activity centers that can be connected together with bicycle, pedestrian and automobile routes. The City has prepared redevelopment plans in the project area including the East Rail Corridor, Williamson Street Corridor and the East Washington Avenue Capitol Gateway Corridor Plans. In addition, the sites are located in areas that are void of pedestrian activity and are in need of activation. The development of Central Park will have a “momentum effect” on the surrounding areas and should “push” adjacent redevelopment activity. There are sites located adjacent to the park area that will inject residential and commercial vitality, some of which have already been developed.

A more complementary mix of land use in the area will stimulate excitement and provide for a full-range of activities that will mutually support full-time residential occupancy and extend business hours. Mixed-use developments should have retail on the ground floor, office on the second floor and residential use above. Pedestrian plazas should be incorporated to help soften the harder features of the urban environment. A quality pedestrian atmosphere will translate into increased economic activity and higher real estate values.

## B. TRANSPORTATION STRATEGIES

A well-planned connectivity plan must have a strong interrelationship with the paths, trails, and roadway and transit systems in order to be successful. The roadway system must be designed to provide safe efficient access to and around the city and parking locations for pedestrians. The roadway must also function at required capacity while at the same time provide slower speeds and accommodate bicycle and pedestrian safety at street and railroad crossings.

A bus and commuter rail system must be designed to provide access from the residential areas to a central facility, or series of facilities that connects to local paths, trails and pedestrian walks and connecting streetscapes. The roadway system must also accommodate adequate bicycle lanes to provide for this excellent alternative transportation mode. The transportation system must also provide adequate satellite parking areas to service all parts of the community equitably.

**Bicycle Routes** – The hundreds of miles of bicycle routes that connect key areas of the city of Madison community are a major component of this initiative. Central Park is located along the Capital City Trail bike path that also connects to other major bike paths in the city. A bicycle trailhead facility is proposed for the park and will feature a bike dismount and parking area, shelters, directories, public restrooms, repair station and other related amenities. This could also be a location for a future bike rental facility including a proposed “mile marker 0” for the regional trail systems emanating from the Park. Bike system maps and informational kiosks will direct users to other area parks, local and regional trails, and city of Madison attractions as part of the connectivity plan. Relevant roadway and intersection improvements to accommodate bicycles are also recommended.

## C. PEDESTRIAN STRATEGIES

The pedestrian streetscape strategies propose improvements to the streets in the area in order to accommodate bicyclists and pedestrians in a better fashion and provide better connections to the various parks and facilities and attractions. To better improve bicycle and pedestrian connectivity streetscape improvement may include pedestrian and bicycle wayfinding signs, kiosks, icons and directional signs; improvements to intersections including pedestrian crosswalks, crosswalk signals with countdown timers, improved ADA ramps, heritage interpretive signage, landscaping, benches and other amenities. Each of the streetscape types will have their own design character; however, all will be tied together with a common vocabulary.

### **Pedestrian Streetscape System**

The roadway sections that are designated in the primary connectivity system are the streets with sidewalks that are most frequently used by pedestrians, of more importance in the walking network and provide more amenities to the pedestrians. These roads should be a high priority for reconstruction.

Proposed improvements to the typical sidewalk sections in the primary streetscape system are as follows:

- A minimum 5 feet in width
- High-quality paving materials
- Shade trees
- Seating areas at mid-block and intersection locations
- Protective bollards at crosswalks
- Pedestrian-scale lighting with common theme
- Themed wayfinding signage
- Themed informational kiosks and directional signage
- Themed and shaded bus shelters
- Pedestrian ‘bump-outs’ at intersections and mid-block crossing locations (where practical)
- Corner crossing design for ADA handicapped accessibility (t. dome mats, ramps, striping, etc.)
- Median safe zones where possible (i.e., E. Washington Ave.)
- Family of themed site furnishings: benches, trash cans, planters, etc.
- Themed entrance pylons for the various park entrances to tie connectivity system together
- Redesign of the area should minimize steep slope conditions, pedestrian obstacles, trip hazards, and accessibility barriers

## Chain of Parkways

The Chain of Parkways improvements should be accomplished from park to park. Connectivity improvements and recommendations will vary from park to park. It is recommended to upgrade this system of linear parkways and create a Chain of Parkways along key streets in the Central Park District and ultimately city-wide. The chain of parkways will incorporate bicycle paths and trails as a main component of this system.

Recreate the original Madison “Park and Pleasure Drive Association” system to connect Madison’s parks. These improvements will enable the completion of a distinct open space pattern and a pedestrian and bicycle trail system that is unique in the city.

Proposed improvements to the Chain of Parkways include:

- Wayfinding signs for on-street and off-street connecting bicycle routes
- Minimum 5 feet wide sidewalks on each side of the street
- Pedestrian ‘bulb-outs’ at key intersections and mid-block crossings (where possible)
- Count-down timers at controlled intersections for pedestrians and bicyclists
- Preserve canopy trees in the terraces and medians and initiate a canopy tree replacement plan
- Individualized yet complementary landscape plans for each of the parkways in the chain
- High-quality paving in accordance with ADA guidelines
- Shaded seating areas along parkways with benches, trash receptacles, signage, etc.
- Pedestrian-scale lighting with a common theme (i.e., LED lights, colors, markers, banners, etc.)
- Themed informational signs, kiosks, and directional maps
- Minimum 10' wide paths are recommended for the bike paths located in this system of parkways

## D. PEDESTRIAN PLAZA STRATEGIES

The pedestrian plaza strategies propose connecting sites of existing and future urban pedestrian plazas and gathering places to enrich the pedestrian setting and provide enjoyable outdoor activity centers to celebrate the urban lifestyle of the Capital City. These spaces are meant to provide a setting for people watching, outdoor dining, shaded garden settings, public art and sculpture, cart vendors, and event sites. The sites that will be chosen are to provide a series of unique pedestrian “rooms” throughout the area. Each of these sites will in turn energize and reinforce the surrounding economic vitality.

## E. HERITAGE INTERPRETATION STRATEGIES

The Heritage Interpretation aspect of the connectivity plan is an extremely important element. The history of the “industrial era” of the Central Park area and the East Rail/Capitol Gateway Corridors, as it relates to the city of Madison is very rich and the history of the Capital City is a very exciting one. For this reason, the bicycle trail and pedestrian systems must capitalize on this important attribute as a thematic structure for the design of its streetscape pedestrian environment. In addition, the pedestrian plan must incorporate a means to interpret the important elements of the city’s heritage in the connectivity system.

## F. WAYFINDING STRATEGIES

The Wayfinding strategies will provide a means for visitors to Madison to easily find their way around the downtown and conveniently locate their respective destinations. There are two major aspects to the wayfinding system; the automobile orientation system and the bicycle/pedestrian orientation system.

**Bicycle Wayfinding Signs** – A consistent system of on-street bicycle wayfinding signs that identify clear routes from origin to destination should be developed and implemented for use in well-defined travel ways. In addition, a sign system for off-street paths that integrates a variety of information such as maps, distances, etiquette and regulations should be developed and implemented. In the interim, bike routes that need additional or different signs should be identified, and the gaps remedied. The possibility of adding signs directed at motorists should be investigated. Some bikeways are on State and Federal highways, which have restrictions on signs. The route segments where it would be most beneficial to have such signs should be identified.

**Pedestrian Directional Signage** – Pedestrian directional signage is a crucial element, not only to ensure a well-navigated pedestrian experience, but also to create a ‘sense of place.’ A consistent, pedestrian-scaled and easy-to-read signage system is proposed for the Central Park District.

The proposed locations are at critical decision-making locations. Major decision points for pedestrians are at parking areas and key intersections. Once a visitor has parked, they immediately want to know how to get to their destination. At these important locations, such as East Washington Avenue and Baldwin Street, there will be informational kiosks that map the downtown and provide clear directions to the major facilities and districts in the downtown.

The other key pedestrian points will be at major intersections. Directional signage will be located at the major intersections to point out landmarks. Finally, there will be directional and informational kiosks located in the major pedestrian plazas to provide overviews of the city and directional information and graphics.

**Driver’s Directional Signage** – The City of Madison has an existing system of wayfinding directional signage for visitors entering and navigating our complex city street system. This wayfinding system should be expanded to ensure easy navigation in the Central Park District for bikers and pedestrians as well. This expanded directional signage is proposed at major road intersections and at key linkages in the system. The signage will also help the visitors to find their way to the major public attractions and facilities in the Isthmus area.

## G. ACCESSIBILITY STRATEGIES

The accessibility aspect of the plan emphasizes the need to upgrade the sidewalk system in the downtown to meet the national standards wherever possible. The City of Madison Engineering Division may wish to prepare a map indicating the locations in the city where the sidewalks, crosswalks, and ADA ramps do not meet current codes and should be upgraded. The City has an excellent ongoing program for the upgrades of these inadequate locations. As part of the pedestrian planning process, it is important that a set of sidewalk design guidelines be prepared that are compatible with the aesthetic streetscape design themes. With the design guidelines in place, accessibility and aesthetic considerations can be met on future road construction projects.

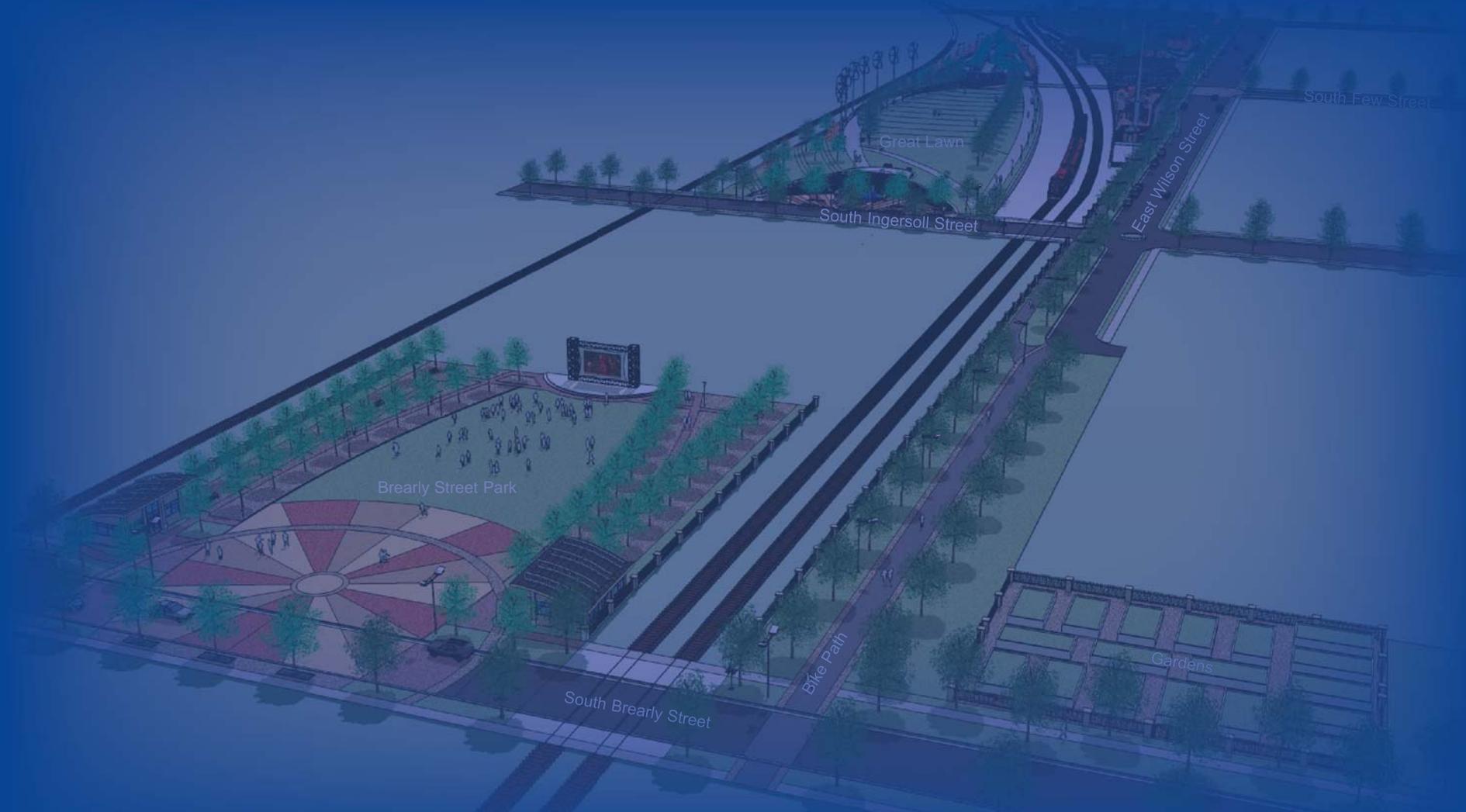
Central Park Conceptual Cost Estimate											
Item Description	Quantity	Unit	Unit Price	Extension	Comments	Funding Source	Phase I	Phase II	Phase III	Phase IV	Phase V
<b>E. Wilson Improvements Ingersoll to Few St.</b>											
Site preparation/erosion control	1	Allow	\$20,000.00	\$20,000							
remove/replace curb and gutter	1240	LF	\$25.00	\$31,000							
remove roadway pavement	20,000	SF	\$3.00	\$60,000	full pavement removal						
new roadway pavement	20,000	SF	\$10.00	\$200,000							
RR ROW fencing (Ingersoll-Few both sides of main line)	1230	LF	\$150.00	\$184,500	metal pickets with masonry columns, 6' ht.						
8' wide multi-purpose path pavement	4,800	SF	\$18.00	\$86,400							
remodel existing roadway lighting	1	Allow	\$10,000.00	\$10,000							
Path lighting - 600 LF - 100' spacing	6	Ea	\$5,000.00	\$30,000							
storm sewer adjustments	1	Allow	\$20,000.00	\$20,000							
street tree planting	1	Allow	\$8,000.00	\$8,000							
terrace restoration	1	Allow	\$3,000.00	\$3,000	fine grade, topsoil, seed						
<b>Section Subtotal</b>				<b>\$652,900</b>							
<b>E. Wilson Improvements Few St to Baldwin</b>											
Site preparation/erosion control	1	Allow	\$20,000.00	\$20,000							
remove/replace curb and gutter	1240	LF	\$25.00	\$31,000							
remove roadway pavement	20,000	SF	\$3.00	\$60,000	full pavement removal						
new roadway pavement	26,000	SF	\$10.00	\$260,000							
RR ROW fencing (Few-Baldwin both sides of main line)	920	LF	\$150.00	\$138,000	metal pickets with masonry columns, 6' ht.						
8'and 16' wide multi-purpose path pavement	13,000	SF	\$18.00	\$234,000	16' pavement to NE, 8' along E. Wilson						
remodel existing roadway lighting	1	Allow	\$10,000.00	\$10,000							
Path lighting 1100 LF - 100' spacing	11	Ea	\$5,000.00	\$55,000							
storm sewer adjustments	1	Allow	\$20,000.00	\$20,000							
street tree planting	1	Allow	\$8,000.00	\$8,000							
terrace restoration	1	Allow	\$3,000.00	\$3,000	fine grade, topsoil, seed						
<b>Section Subtotal</b>				<b>\$839,000</b>							
<b>Bicycle Path - Bready to Ingersoll -</b>											
Site preparation/erosion control	1	Allow	\$5,000.00	\$5,000							
16' wide multi-purpose path pavement	10,000	SF	\$18.00	\$180,000							
Path lighting 620 LF - 100' spacing	6	Ea	\$5,000.00	\$30,000							
RR ROW fencing (Bready to Ingersoll)	600	LF	\$150.00	\$90,000	metal pickets with masonry columns, 6' ht.						
landscaping	1	Allow	\$30,000.00	\$30,000							
terrace restoration	1	Allow	\$3,000.00	\$3,000	fine grade, topsoil, seed						
<b>Section Subtotal</b>				<b>\$338,000</b>							
<b>Bicycle Center</b>											
Site preparation/erosion control	1	Allow	\$8,000.00	\$8,000							
Building	2500	SF	\$450.00	\$1,125,000							
Planter walls	1100	FF	\$30.00	\$33,000							
Plaza pavement	10000	SF	\$20.00	\$200,000							
Bike racks	120	Ea	\$250.00	\$30,000							

Item Description	Quantity	Unit	Unit Price	Extension	Comments	Funding Source	Phase I	Phase II	Phase III	Phase IV	Phase V
Site furniture	1	Allow	\$30,000.00	\$30,000							
Landscaping	1	Allow	\$50,000.00	\$50,000							
Lighting/Electrical	1	Allow	\$50,000.00	\$50,000							
Other Utilities	1	Allow	\$20,000.00	\$20,000							
<b>Section Subtotal</b>				<b>\$1,546,000</b>							
<b>Railroad Crossing at Few St.</b>											
Site preparation/erosion control	1	Allow	\$10,000.00	\$10,000							
Automatic gates	1	Allow	\$75,000.00	\$75,000							
New electronic track switch @ "Y"	1	Ea	\$70,000.00	\$70,000							
Railroad crossing pavement	2000	SF	\$30.00	\$60,000							
Railroad crossing lighting	1	Allow	\$15,000.00	\$15,000							
Gateway Features	2	Ea	\$100,000.00	\$200,000							
<b>Section Subtotal</b>				<b>\$430,000</b>							
<b>North Arrival Plaza</b>											
Site preparation/erosion control	1	Allow	\$15,000.00	\$15,000							
Other utilities	1	Allow	\$20,000.00	\$20,000							
Plaza pavement	4000	SF	\$45.00	\$180,000	modular system						
Lighting	1	Allow	\$20,000.00	\$20,000							
Fencing and Gate for Skate Park	120	LF	\$250.00	\$30,000							
Site Furniture	1	Allow	\$30,000.00	\$30,000							
Landscaping	1	Allow	\$20,000.00	\$20,000							
<b>Section Subtotal</b>				<b>\$315,000</b>							
<b>South Arrival Plaza</b>											
Site preparation/erosion control	1	Allow	\$15,000.00	\$15,000							
Plaza pavement	3300	SF	\$45.00	\$148,500	modular system						
Other utilities	1	Allow	\$12,000.00	\$12,000							
Lighting	1	Allow	\$16,000.00	\$16,000							
Site Furniture	1	Allow	\$30,000.00	\$30,000							
Landscaping	1	Allow	\$15,000.00	\$15,000							
<b>Section Subtotal</b>				<b>\$236,500</b>							
<b>Great Lawn Park</b>											
Site preparation/erosion control	1	Allow	\$50,000.00	\$50,000							
Remove-replace Ingersoll St. curb and gutter	300	LF	\$25.00	\$7,500							
Remove Ingersoll St. roadway pavement to CL	5400	SF	\$3.00	\$16,200							
New Ingersoll St. roadway pavement to CL	3600	SF	\$10.00	\$36,000							
Ingersoll St. utility adjustments	1	Allow	\$15,000.00	\$15,000							
Fill	15000	CY	\$15.00	\$225,000							
Retaining walls - railroad ROW	5000	FF	\$35.00	\$175,000	precast retaining wall system						
Retaining walls-Ingersoll St. Plaza	900	FF	\$90.00	\$81,000	CIC with veneer						
Planter walls-Ingersoll St. Plaza	150	FF	\$90.00	\$13,500	CIC with veneer						
Ingersoll St. Plaza paving	5500	SF	\$45.00	\$247,500	modular system						
Water Feature	1	Allow	\$500,000.00	\$500,000							
Promenade paving	9000	SF	\$45.00	\$405,000	modular system						
South perimeter and other paving	7200	SF	\$45.00	\$324,000	modular system						
Grand stair	600	SF	\$50.00	\$30,000	incl. railings						
Wind Turbine trellis structure	400	LF	\$250.00	\$100,000							
Wind Turbines	8	Ea	\$100,000.00	\$800,000							
Great Lawn	50000	SF	\$0.75	\$37,500	topsoil, seed						
Great Lawn irrigation	50000	SF	\$1.25	\$62,500							
Green roof at building	1000	SF	\$30.00	\$30,000							

Item Description	Quantity	Unit	Unit Price	Extension	Comments	Funding Source	Phase I	Phase II	Phase III	Phase IV	Phase V
Building	1200	SF	\$500.00	\$600,000							
RR ROW Fencing - north side	620	LF	\$150.00	\$93,000	metal pickets with masonry columns, 6' ht.						
Landscaping	1	Allow	\$400,000.00	\$400,000							
Lighting and electrical distribution infrastructure	1	Allow	\$250,000.00	\$250,000							
Other utilities	1	Allow	\$75,000.00	\$75,000							
<b>Section Subtotal</b>				<b>\$4,573,700</b>							
<b>Childrens' Playground</b>					11,000 SF						
Site preparation/erosion control	1	Allow	\$10,000.00	\$10,000							
Playground fencing -Few St. & E. Wilson St.	330	LF	\$150.00	\$49,500	metal pickets with masonry columns, 6' ht.						
Gates	3	Ea	\$800.00	\$2,400							
Play Equipment	1	Allow	\$200,000.00	\$200,000	three major pieces						
Surfacing	10000	SF	\$20.00	\$200,000	blend of rubber and mulch						
Furniture	1	Allow	\$25,000.00	\$25,000							
Landscaping	1	Allow	\$50,000.00	\$50,000							
Lighting	1	Allow	\$15,000.00	\$15,000							
Other utilities	1	Allow	\$10,000.00	\$10,000							
<b>Section Subtotal</b>				<b>\$561,900</b>							
<b>Brearily Street Park</b>					64,000 SF						
Site preparation/erosion control	1	Allow	\$20,000.00	\$20,000							
Remove-replace Brearily St. curb and gutter	1200	LF	\$25.00	\$30,000	both sides to Willy St.						
Remove Brearily St. roadway pavement	22000	SF	\$3.00	\$66,000							
New Brearily St. roadway pavement to CL	15000	SF	\$20.00	\$300,000	plaza pavement at park site						
Brearily St. utility adjustments	1	Allow	\$30,000.00	\$30,000							
Remove and replace city sidewalk	6000	SF	\$8.00	\$48,000							
Fill	3000	CY	\$15.00	\$45,000							
Retaining walls - railroad ROW	1000	FF	\$30.00	\$30,000	precast retaining wall system						
RR ROW Fencing - north side	240	LF	\$150.00	\$36,000	metal pickets with masonry columns, 6' ht.						
Brearily St. Plaza paving	11000	SF	\$45.00	\$495,000	modular system						
Water Feature	1	Allow	\$200,000.00	\$200,000							
Garden walks	5400	SF	\$20.00	\$108,000	dry set modular						
Restroom building	600	SF	\$400.00	\$240,000							
Stage and space frame	1	Allow	\$250,000.00	\$250,000							
Storage building	600	SF	\$250.00	\$150,000							
Landscaping	1	Allow	\$300,000.00	\$300,000							
Lighting and electrical distribution infrastructure	1	Allow	\$125,000.00	\$125,000							
Other utilities	1	Allow	\$50,000.00	\$50,000							
<b>Section Subtotal</b>				<b>\$2,523,000</b>							
<b>MG&amp; E Parking lot conversion</b>					11,000 SF						
Site preparation/erosion control	1	Allow	\$5,000.00	\$5,000							
Remove pavement	10000	SF	\$3.00	\$30,000							
Landscaping	1	Allow	\$15,000.00	\$15,000							
Garden walkways	3000	SF	\$1.50	\$4,500	crushed stone						
Fencing	440	LF	\$150.00	\$66,000	metal pickets with masonry columns, 6' ht.						

Item Description	Quantity	Unit	Unit Price	Extension	Comments	Funding Source	Phase I	Phase II	Phase III	Phase IV	Phase V
Raised garden plot retaining walls	3000	FF	\$12.00	\$36,000							
Garden soil fill	6000	SF	\$8.00	\$48,000							
Utilities	1	Allow	\$12,000.00	\$12,000	water, storm sewer,						
Lighting and electrical distribution infrastructure	1	Allow	\$20,000.00	\$20,000							
<b>Section Subtotal</b>				<b>\$236,500</b>							
<b>Project Construction Subtotal</b>				<b>\$12,252,500</b>							
<b>Costs as % of Construction</b>											
Construction Contingency @ 12%				\$1,470,300							
Contractor O & P/General Conditions @ 10%				\$1,225,250							
Design Contingency @ 12%				\$1,470,300							
Design Fee @ 10%				\$1,225,250							
Construction Services @ 5%				\$612,625							
<b>Other Costs</b>											
Surveys	1	Allow	\$20,000.00	\$25,000	includes title search						
Soil information	1	Allow	\$30,000.00	\$30,000							
EIS?	1	Allow		\$0							
<b>Skate Park design and construction</b>	1	Allow		\$0							
<b>Acquisitions</b>											
<b>Subtotal Acquisitions</b>				<b>\$0</b>							
<b>TOTAL PROJECT</b>				<b>\$18,311,225</b>							

# APPENDIX C



MEMORANDUM OF UNDERSTANDING BY AND AMONG  
THE CITY OF MADISON, WISCONSIN, THE CENTER FOR  
RESILIENT CITIES, INC., AND CENTRAL PARK SKATE, LLC



# Memorandum of Understanding by and Among The City of Madison, Wisconsin, The Center For Resilient Cities, Inc. and Central Park Skate, LLC

This Memorandum of Understanding is entered into this \_\_\_\_\_ day of \_\_\_\_\_, 2010 by and among the **City of Madison**, a Wisconsin municipal corporation (the “City”) and the **Center for Resilient Cities, Inc.**, a Wisconsin nonprofit corporation (the “CRC”) and **Central Park Skate, LLC**, a Wisconsin limited liability company (“CPS”).

## RECITALS:

**A.** In 2001 the City conveyed to The Urban Open Space Foundation, Inc., now known as the Center for Resilient Cities, Inc., the real property described as Parcels A through F on Exhibit A attached hereto for the purpose of developing such lands into a public park and location for passive outdoor recreation and open space activities. In 2006, CPS acquired the real property described as Parcel G on Exhibit A. Parcels A through F and Parcel G are referred to collectively herein as the “Property.” The Property was acquired by CRC and CPS through generous contributions made by: the Evjue Foundation; the Madison Community Foundation; David Behrendt; Bob and Maureen Boelter; Jim Bradley; Karen and Alan Crossley; Earle Edwards; Lyn Falk; Nancy Frank; Judith Guyot; Home Savings Bank; Kahler Slater; Robert Keller; Tom and Kitty Klement; Star Liquor; Heather and Dave Mann; Hal Mayer; Briana Meier; Donovan Riley; Celeste Robins; Michael and Trina Schuler; Joe and Mary Ellyn Sensenbrenner; Lisa Gaumnitz and Steve Silverberg; Phil and Jane Stark; Stone House Development; and Red Thompson.

**B.** CRC and CPS desire to convey to the City Parcels A through F and Parcel G, respectively, in order for the City to create thereon a public park that may include, among other uses, and subject to future planning, fundraising and appropriations, a skate park, festival grounds, children’s playground and community gardens. The park shall emphasize sustainability and resiliency strategies in an urban setting.

**C.** This Memorandum of Understanding (the “Agreement”) is intended to set forth the responsibilities and obligations of the parties in planning for the operation and maintenance of the park, the conveyance of the Property, and the creation of a nonprofit corporation to promote the park and to support the park’s future financial well-being.

Now, therefore, in consideration of the mutual covenants and undertakings herein contained, and for other good and valuable consideration, the receipt

and sufficiency of which are hereby acknowledged, the parties hereto agree as follows:

## ARTICLE I CONVEYANCE OF THE PROPERTY

1.1 Conveyance by CRC and CPS. CRC shall convey Parcels A through F to the City, and CPS shall convey Parcel G to the City subject to the terms and conditions set forth in the Offer to Gift Real Estate between the parties, a draft of which is attached hereto as Exhibit B (the “Offer to Gift”). The terms and conditions of the Offer to Gift shall be submitted to the Common Council and to CRC’s and CPS’s boards for their review and approval. The purchase price for parcels A through F and Parcel G shall be Zero Dollars. The parties will be responsible for various closing costs in accordance with the Offer to Gift.

1.2 Closing. CRC shall convey Parcels A through F and CPS shall convey Parcel G to the City no later than \_\_\_\_\_, 2010, or such other date as the parties may agree to in writing.

1.3 Deed Restriction. The Property shall be subject to a deed restriction limiting the use of the land to public park uses, and to other encumbrances as agreed to by the parties.

1.4 Publicity Materials. The City will give CRC appropriate recognition onsite and in publicity and printed materials regarding the park.

## ARTICLE II NONPROFIT SUPPORT ORGANIZATION

2.1 Creation. The City and CRC shall work together jointly to create and organize a Wisconsin nonprofit nonstock corporation (the “Support Organization”) whose mission shall be to provide funds for the development, operation and maintenance of the park, to promote the new park and to demonstrate sustainability and resiliency in an urban setting. The Support Organization shall be governed by a volunteer board.

2.2 Purpose. The purposes of the Support Organization shall be to:

- (a) promote and sponsor fundraising activities for the park’s development, construction, operations and maintenance;
- (b) recommend to the City future design and use of the park;
- (c) promote the park and demonstrate sustainability and resiliency in an urban setting;
- (d) promote and sponsor landscaping, park activities and amenities;

- (e) encourage groups interested in sustainability and resilience strategies to use the park;
- (f) assist the City in planning and scheduling programs and use of the park;
- (g) recommend to the Board of Park Commissioners proposed rules for the park, and proposed expansion plans of the park;
- (h) discuss and reach agreement with the Board of Park Commissioners on the purpose of and expenditure of funds for the park raised by the Support Organization; and
- (i) establish a nonrestrictive membership organization to promote activities of the park.

2.3 Board of Directors. The Board of the Support Organization shall consist of up to seventeen (17) directors. The initial board shall consist of the following nine (9) directors:

- (a) one neighborhood resident, to be appointed by the Mayor;
- (b) the alderperson of the District in which the Property is located;
- (c) one member of the Board of Park Commissioners, to be selected by its Chair;
- (d) the Park Superintendent or his or her designee;
- (e) one Madison Parks Foundation member, to be selected by its Chair;
- (f) one individual to be selected by CRC;
- (g) one individual to be selected by Downtown Madison, Inc.;
- (h) one member from the Central Park Skate, LLC. (Madison Skateboard Fund Group); and
- (i) one individual to be appointed by the Mayor.

**ARTICLE III  
PARK MAINTENANCE AND OPERATION**

3.1 Park Maintenance. The Board of Park Commissioners shall govern, manage, control, improve and care for the park, in accordance with all City ordinances and in consultation with the Support Organization Board. Maintenance of the park will be performed on an equal basis with other City parks pursuant to the standards used by the Madison Parks Division.

3.2 Park Programming. Activities in the park shall be programmed and managed by the Madison Parks Division, in accordance with rules and procedures adopted by the Board of Park Commissioners. The City shall consult with the Support

Organization Board on the programming of activities and the use of the park for particular purposes.

3.3 Funding. The Support Organization Board shall promote the use of the park and provide ongoing fundraising to support the continuous maintenance and operation of the park.

3.4 Initial Development. The costs of funding the initial development and construction of the park, including but not limited to any remediation of the park lands, shall be provided jointly by the City and through an endowment created by the Support Organization for the sole use of the City to develop the park. The City's 2010 Executive Capital Budget includes the sum of \$982,015 to be expended towards park projects, including the purchase of lands, design and construction of the park, and surveys and soil tests. The City will publicly bid these projects between 2010 and 2013, and will consult with the CRC and the Support Organization regarding these projects.

3.5 Federal Funding. The City has received an allocation of \$3,149,651 in funds from the federal government for the purpose of constructing bicycle/pedestrian paths and facilities in the Central Park area.

**ARTICLE IV  
MISCELLANEOUS**

4.1 Nondiscrimination. In the performance of its obligations hereunder, CRC and CPS agree not to discriminate against any employee or applicant because of race, religion, marital status, age, color, sex, handicap, national origin or ancestry, income level or source of income, arrest record or conviction record, less than honorable discharge, physical appearance, sexual orientation, political beliefs, or student status. CRC and CPS further agree not to discriminate against any subcontractor or person who offers to subcontract on this Agreement because of race, religion, color, age, disability, sex or national origin.

4.2 Notices. All notices under this Agreement shall be sufficiently given and shall be deemed given when personally delivered or when mailed by first class mail postage prepaid to the proper addresses indicated below. The parties may, by written notice given by each to the others, designate any address to which notices or other communications to them shall be sent when required as contemplated herein:

TO THE CITY:	Parks Superintendent 210 Martin Luther King, Jr. Blvd., Room 104 P.O. Box 2987 Madison, WI 53701-2987
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TO CRC AND CPS:

Executive Director  
Center for Resilient Cities, Inc.  
200 N. Blount Street  
Madison, WI 53703

WITH COPY TO:

Douglas S. Buck  
Foley & Lardner LLP  
PO Box 1497  
Madison, WI 53701-1497

4.3 No Assignment. This Agreement may not be assigned by any party, in whole or in part, without the express prior written approval of the other parties.

4.4 Severability. In the event any provision of this Agreement shall be held invalid or unenforceable by any court of competent jurisdiction, such holdings shall not invalidate or render unenforceable any other provision.

4.5 Amendments, Changes and Modifications. Except as otherwise provided herein, this Agreement may not be effectively amended, changed, modified, altered or terminated by any party except by written amendment approved and executed by all the parties.

4.6 Counterparts. This Agreement may be simultaneously executed in several counterparts, each of which shall be an original and all of which shall constitute but one and the same instrument.

4.7 Wisconsin Law. This Agreement shall be deemed to have been made in the State of Wisconsin and its validity, construction, performance, breach and operation shall be governed by the laws of the State of Wisconsin.

The parties hereto have caused this Agreement to be duly executed as of the date written above.

**CENTER FOR RESILIENT CITIES, INC.**

By: \_\_\_\_\_  
\_\_\_\_\_, Executive Director

By: \_\_\_\_\_  
\_\_\_\_\_, Chair

**CENTRAL PARK SKATE, LLC**

By: \_\_\_\_\_  
\_\_\_\_\_, Executive Director

By: \_\_\_\_\_  
\_\_\_\_\_, Chair

**CITY OF MADISON, WISCONSIN**

By: \_\_\_\_\_  
David J. Cieslewicz, Mayor

By: \_\_\_\_\_  
Maribeth Witzel-Behl, City Clerk

Approved as to form:

Approved:

\_\_\_\_\_  
Michael P. May, City Attorney

\_\_\_\_\_  
Dean Brassler, Comptroller

## EXHIBIT A

### Legal Description

#### The Property

PARCEL A: A parcel of land being part of Block 185, Madison according to the recorded plat thereof, in the City of Madison, Dane County, Wisconsin, to-wit:

Commencing at the most Westerly corner of said Block 185; thence S44°57'27"E, 13.40 feet to the point of beginning; thence N44°58'38"E, 594.83 feet; thence S45°04'40"E, 105.61 feet to a point of curve; thence Southwesterly along a curve to the right which has a radius of 2834.04 feet and a chord which bears S37°40'21"W, 600.01 feet; thence N44°57'26"W, 181.90 feet to the point of beginning.

PARCEL B: A parcel of land being part of Block 199 and 200, Madison, according to the recorded plat thereof, in the City of Madison, Dane County, Wisconsin, to-wit:

Beginning at the most Westerly corner of said Block 199 and 200; thence N44°58'38"E, 311.42 feet to a point on a curve; thence Southwesterly along a curve to the right which has a radius of 2441.67 feet and a chord which bears S25°03'27"W, 172.93 feet to a point of compound curve; thence continuing Southwesterly along a curve to the right which has a radius of 2834.04 feet and a chord which bears S28°39'14"W, 154.99 feet; thence N45°04'40"W, 102.48 feet to the point of beginning.

PARCEL C: Part of vacated South Few Street, Madison, according to the recorded plat thereof, in the City of Madison, Dane County, Wisconsin, described as follows:

Commencing at the North corner of Lot 9, Block 185, of the Original Plat of the City of Madison, said North corner being the intersection of the Southeast right-of-way line of Railroad Street as platted in said Original Plat and the Southwest right-of-way line of South Few Street as platted in said Original Plat; thence S45°04'40"E, 13.40 feet on said Southwest right-of-way line to the point of beginning; thence N44°58'38"E, 33.00 feet to the centerline of said South Few Street; thence N45°04'40"W, 13.40 feet on said centerline to said Southeast right-of-way line of Railroad Street; thence N44°58'38"E,

33.00 feet on said Southeast right-of-way line to the West corner of Lot 1, Block 199-200, of said Original Plat and the Northeast right-of-way line of said South Few Street; thence S45°04'40"E, 102.48 feet on said Northeast right-of-way line to the point of intersection with the Northwest right-of-way line of the Chicago & Northwestern Railroad and a point of curve; thence on a curve to the right convex to the Southeast, having a radius of 2834.04 feet and a long chord that bears S30°57'49"W, 68.02 feet on said Northwest right-of-way line of said railroad to the Southwest right-of-way line of said South Few Street at the point of intersection with said Northwest right-of-way line of said railroad; thence N45°04'40"W, 105.61 feet on said Southwest right-of-way line of said South Few Street to the point of beginning.

PARCEL D: A parcel of land being part of Block 185, Original Plat, City of Madison, Dane County, Wisconsin, to-wit:

Beginning at the most Westerly corner of said Block 185; thence N44°58'38"E, 594.83 feet to the most Northerly corner of Block 185; thence along the Southwest right-of-way line of South Few Street S45°04'40"E, 13.40 feet; thence S44°58'38"W, 594.83 feet to the Northeast right-of-way line of South Ingersoll Street; thence along the Northeast right-of-way line of said street N44°57'26"W, 13.40 feet to the point of beginning. This parcel contains 7,974.00 square feet, 0.183 acres.

PARCEL E: A parcel of land being part of Block 185, Original Plat, City of Madison, Dane County, Wisconsin, to-wit:

Commencing at the most Westerly corner of said Block 185 of the Original Plat; thence S44°57'26"E, 195.30 feet to a point on a curve and the point of beginning; thence Northeasterly along a curve to the left which has a radius of 2,834.04 feet and a chord which bears N37°40'21"E, 600.01 feet to the Southwest right-of-way line of South Few Street; thence along said right-of-way line S45°04'40"E, 11.34 feet to a point on a curve; thence Southwesterly along a curve to the right which has a radius of 2,845.04 feet and a chord which bears S37°42'05"W, 600.00 feet to the Northeast right-of-way line of South Ingersoll Street; thence along said right-of-way line N44°57'26"W, 11.00 feet to the point of beginning. This parcel contains 6,637.52 square feet, 0.152 acres.

PARCEL F: parcel of land being part of Block 199-200, Original Plat, City of Madison, Dane County, Wisconsin, to-wit:

Commencing at the most Westerly corner of said Block 199-200 of the Original Plat; thence S45°04'40"E, 102.48 feet to a point on a curve and the point of beginning; thence Northeasterly along a curve to the left which has a radius of 2,834.04 feet and a chord which bears N28°39'14"E, 154.99 feet to a point

of compound curve; thence continuing Northeasterly along a curve to the left which has a radius of 2,441.67 feet and a chord which bears N25°03'27"E, 172.93 feet to the Southeast right-of-way of Railroad Street; thence along said line which bears N44°58'38"E, 29.59 feet to a point on a curve; thence Southwesterly along a curve to the right which has a radius of 2,452.67 feet and a chord which bears S24°44'35"W, 200.62 feet to a point of compound curve; thence continuing Southwesterly along a curve to the right which has a radius of 2,845.04 feet and a chord which bears S28°40'58"W, 158.47 feet to the Northeast right-of-way line of South Few Street; thence along said right-of-way line N45°04'40"W, 11.37 feet to the point of beginning. This parcel contains 3,674.89 square feet, 0.084 acres.

PARCEL G:

Part of Lots 1, 2, 3, 4, 15, 16, 17 and 18, Block 173, Original Plat, in the City of Madison, Dane County, Wisconsin, which is more fully described as follows: Commencing at the most Westerly corner of said Block 173; thence S45°00'

East, along the Southwest line of said Block 45.55 feet to a point which is 9.0 feet Southeast of the centerline of the Chicago and Northwestern Railway Company Spur Track I.C.C. No. 82, measured at right angles to said track, and the point of beginning of this description; thence continue S45°00' East, along said Southwest line of Block 173, 149.6 feet to a point which is 44.0 feet Northwesterly from the centerline of the Eastbound Main Track of the Chicago and Northwestern Railway Company, measured at right angles to said main track; thence N45°00' East, parallel to said centerline of main track, 240.0 feet; thence N45° West 160.35 feet to a point which is 9.0 feet Southeast of the centerline of the Chicago and Northwestern Railway Company Spur Track I.C.C. No. 82, measured at right angles to said Spur Track I.C.C. No. 82; thence S42°26' West parallel to said centerline of Spur Track I.C.C. No. 82, 240.25 feet to the point of beginning.



# APPENDIX D



## PROPOSED ARTS TRAIL PLAN AND PROPOSED ART LOCATIONS



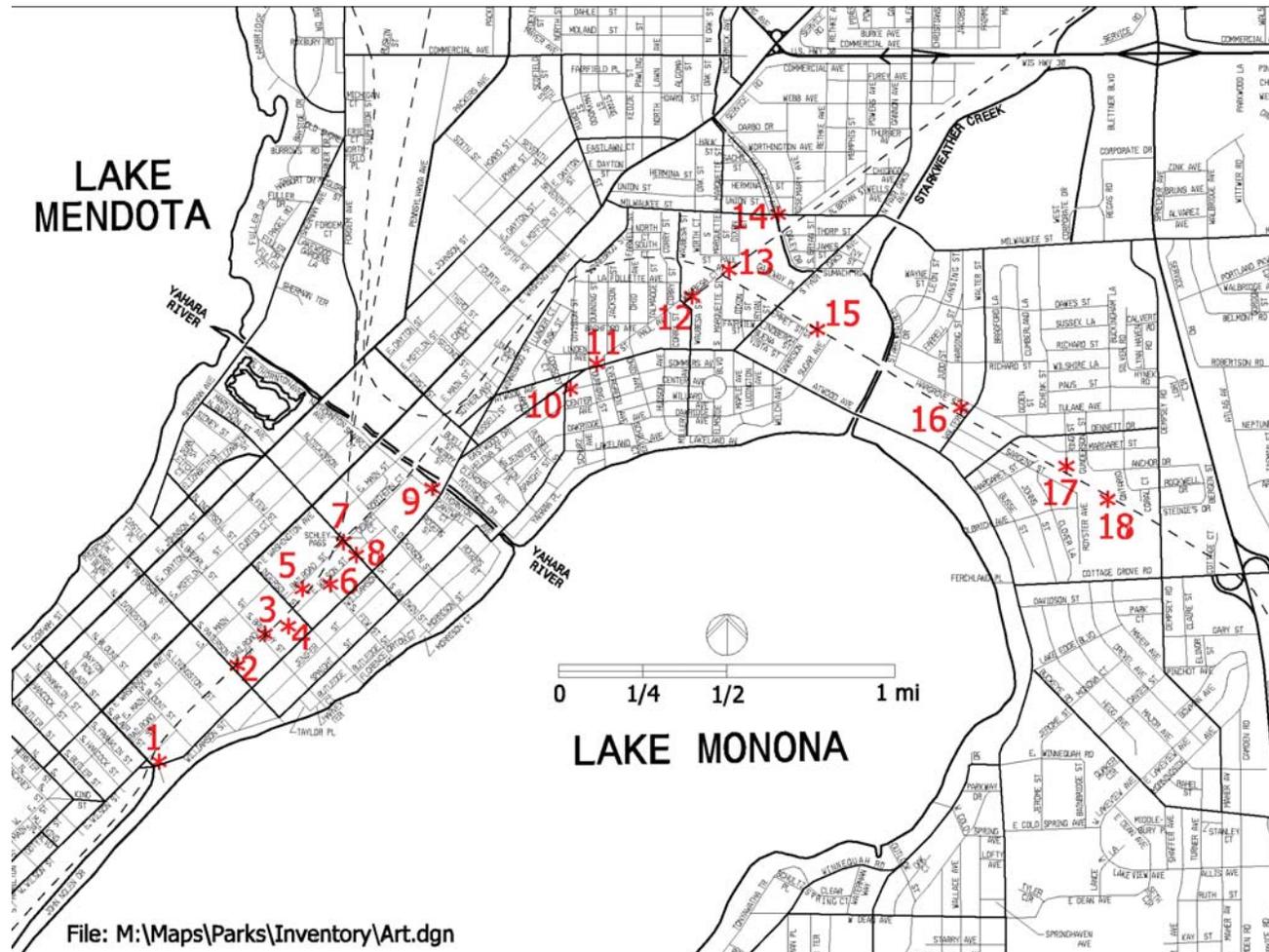
# ARTS TRAIL – PROPOSED LOCATIONS

Prepared January 9, 2009, by City of Madison Parks Division

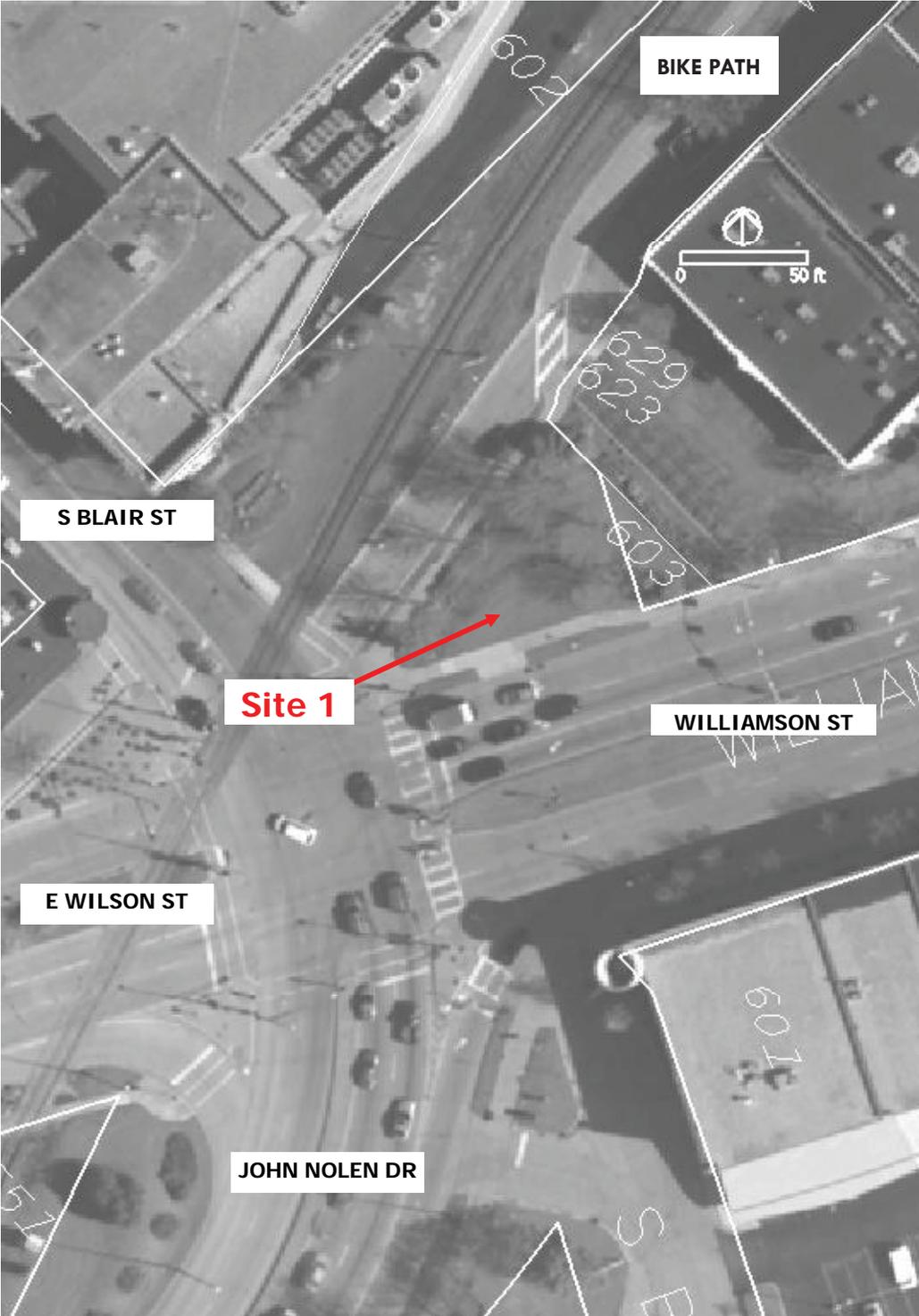
## SITE INDEX:

- 1 'Arts Trailhead': Entry feature at Williamson Street & South Blair Street
- 2 'Evermor' Birds at South Paterson Street
- 3 Proposed Central Park: Performance Venue at South Brearly Street
- 4 Proposed Central Park: Focal Point at Proposed E Wilson Street Cul-de-Sac
- 5 Proposed Central Park: Promenade
- 6 Proposed Central Park: Entrance
- 7 Proposed Central Park: Skate Park
- 8 Proposed Central Park: Market Area at South Baldwin Street

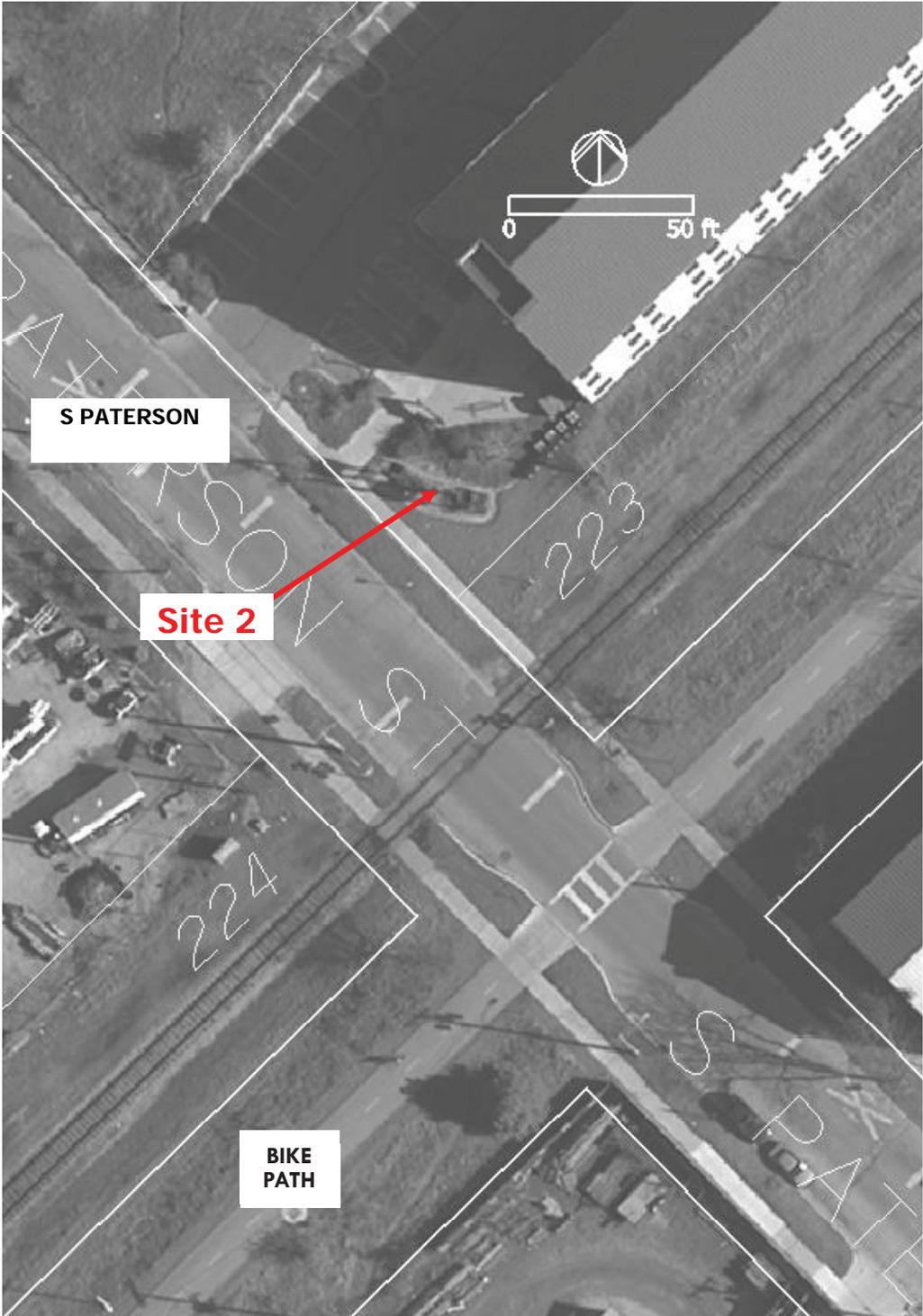
- 9 Isthmus Bike Path at South Thornton Avenue
- 10 Neighborhood Entry Feature at Division Street & Eastwood Avenue
- 11 Abandoned Boyum Site at St. Paul Triangle
- 12 'Industrial' Gateway & Goodman Community Center at Waubesa Street
- 13 Starkweather / East side Bike Link at South Marquette Street
- 14 Starkweather / East side Bike Path at Dixon Greenway
- 15 Olbrich Park
- 16 Hargrove Greenway at Harding Street
- 17 Capital City Bike Path at Ring Street / Hargrove Greenway
- 18 'Arts Trailhead': Royster-Clark Redevelopment at Ontario Park Access



**Site 1: 'Arts Trailhead':  
Entry feature at Williamson Street  
& South Blair Street**



**Site 2: 'Evermor' Birds (existing)  
at South Paterson Street**



**Site 3: Proposed Central Park:  
Performance Venue  
at South Brearly Street**

Graphic from August 2009 Central Park Alternative Master Plan



# Site 4: Proposed Central Park: Focal Point at Proposed East Wilson Street Cul-de-Sac

Graphic from August 2009  
Central Park Alternative Master Plan



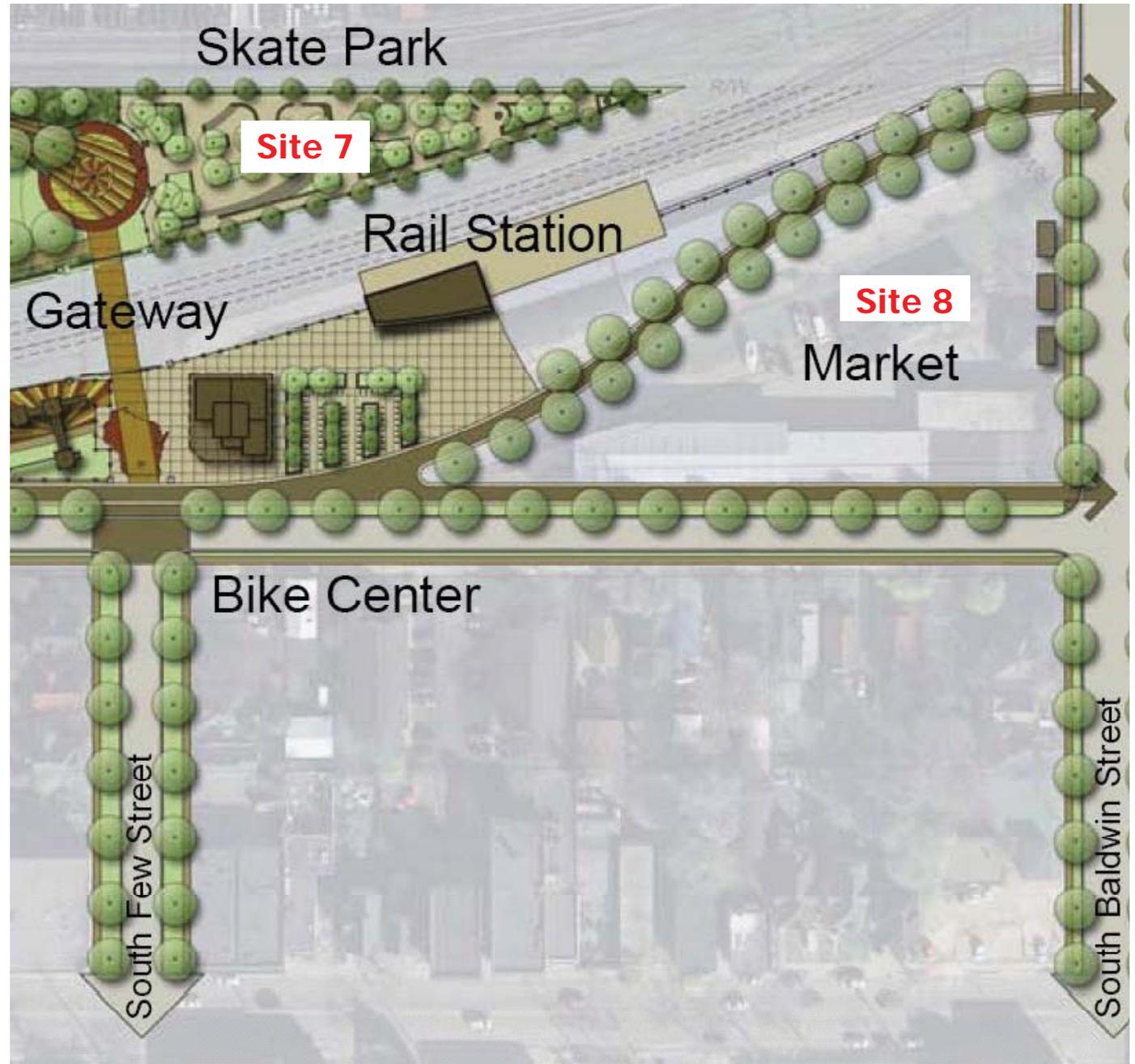
**Site 5 & 6:  
Proposed Central  
Park: Promenade (5)  
& Entrance (6)**

Graphic from August 2009  
Central Park Alternative Master Plan



**Site 7 & 8: Proposed  
Central Park: Skate Park  
(7) & Market Area at  
South Baldwin Street (8)**

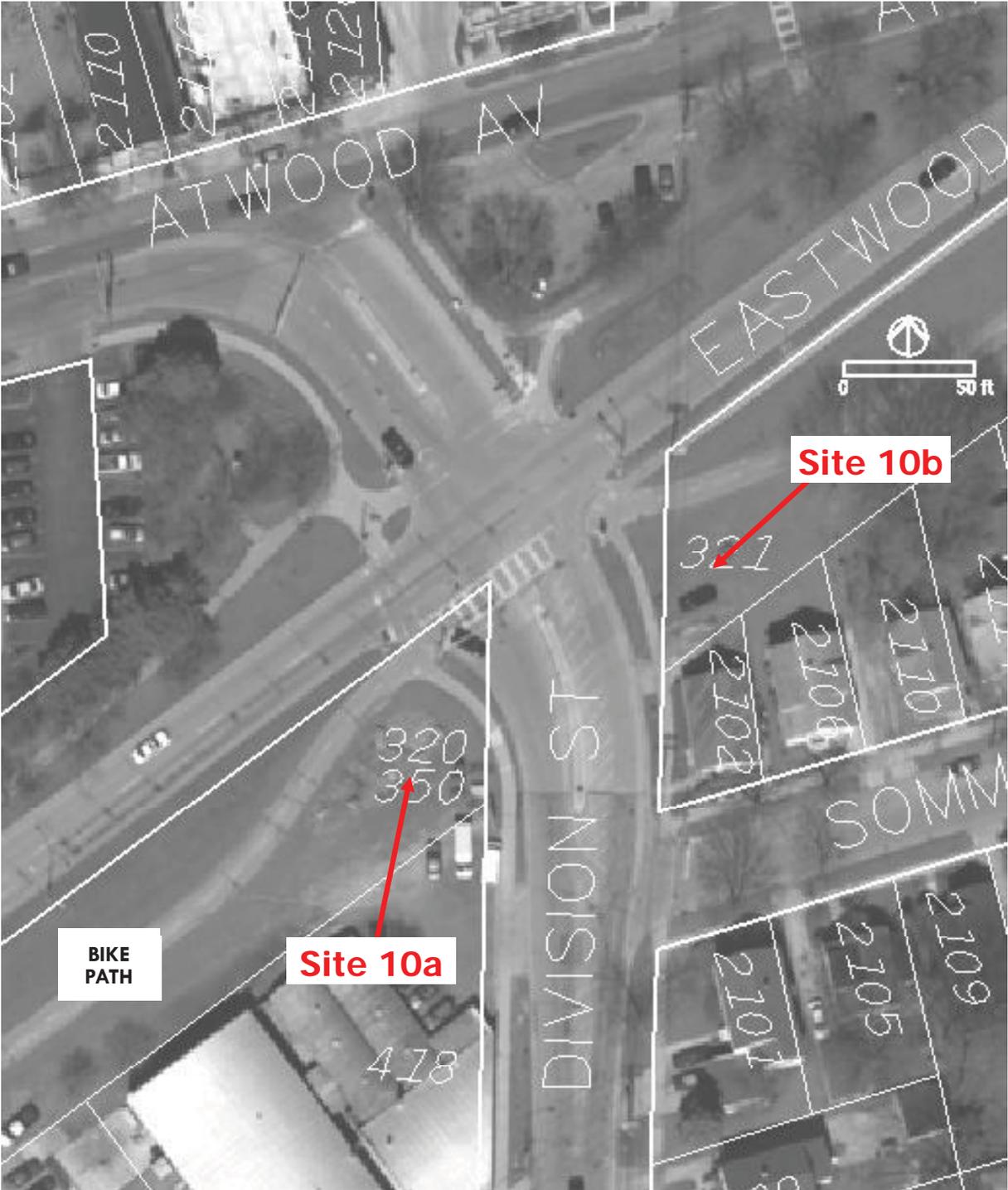
Graphic from August 2009  
Central Park Alternative Master Plan



**Site 9: Isthmus Bike Path  
at South Thornton Avenue**



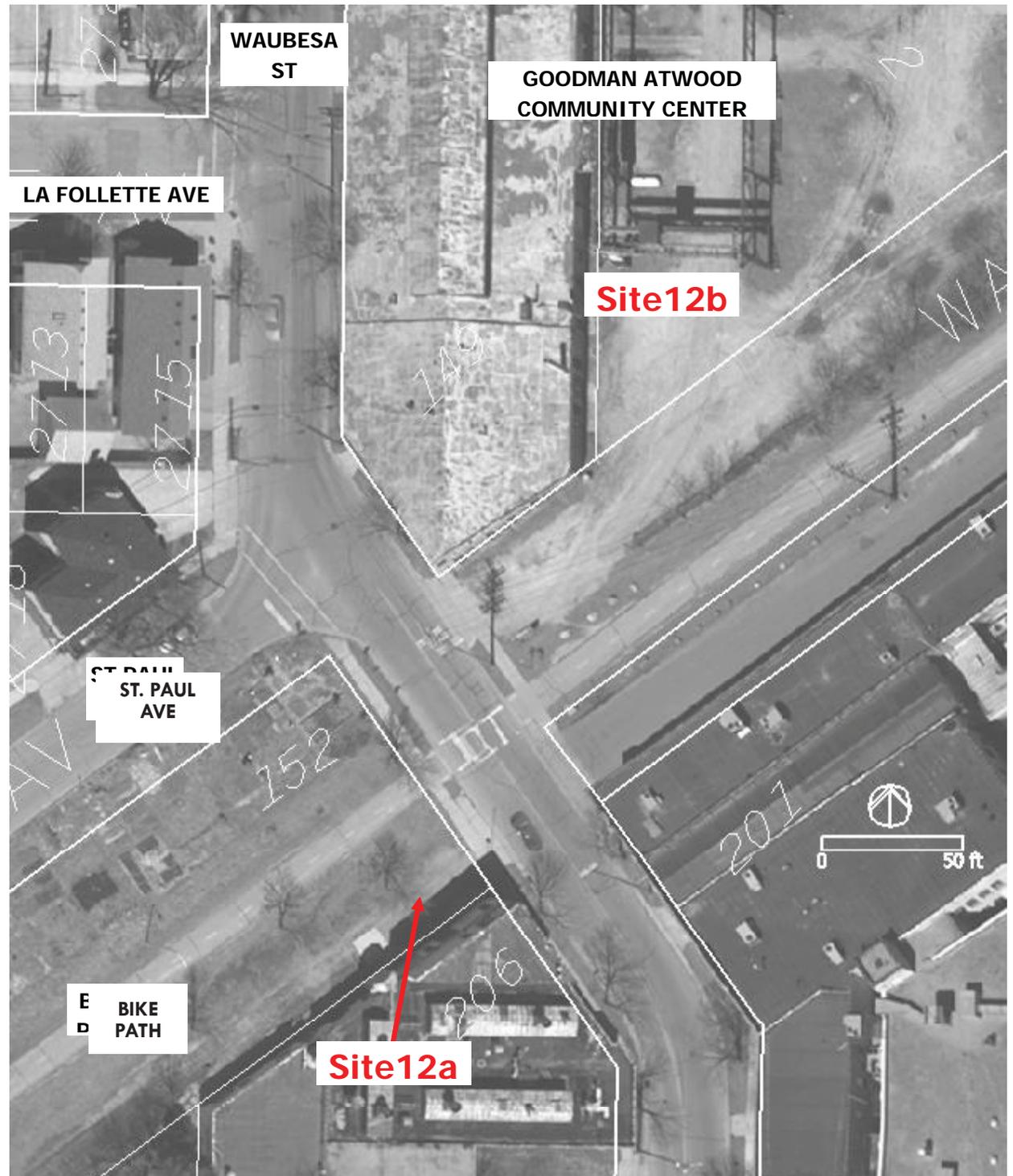
**Site 10: Neighborhood Entry  
Feature at Division Street  
& Eastwood Avenue**



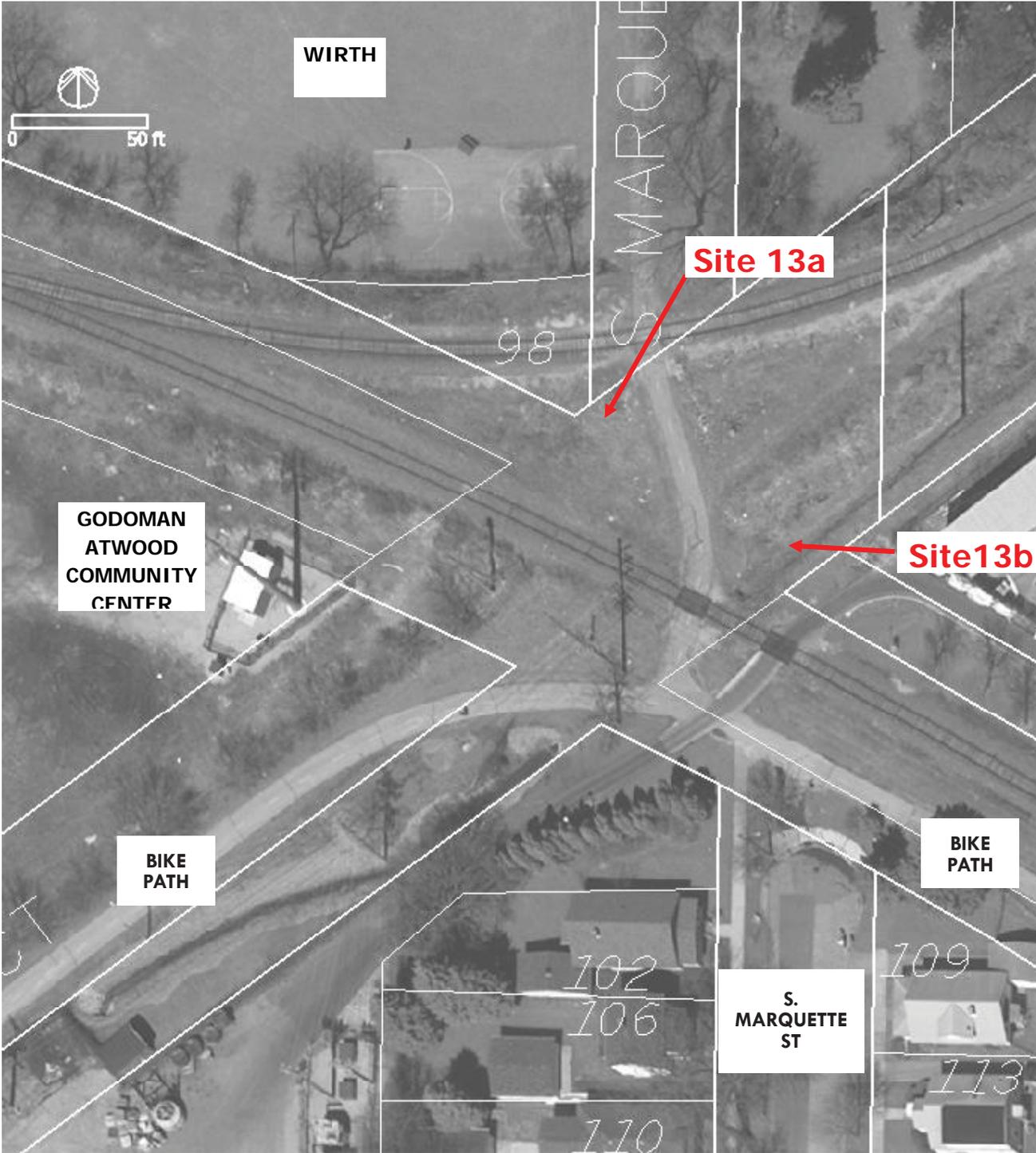
**Site 11: Abandoned Boyum Site  
at St. Paul Triangle**



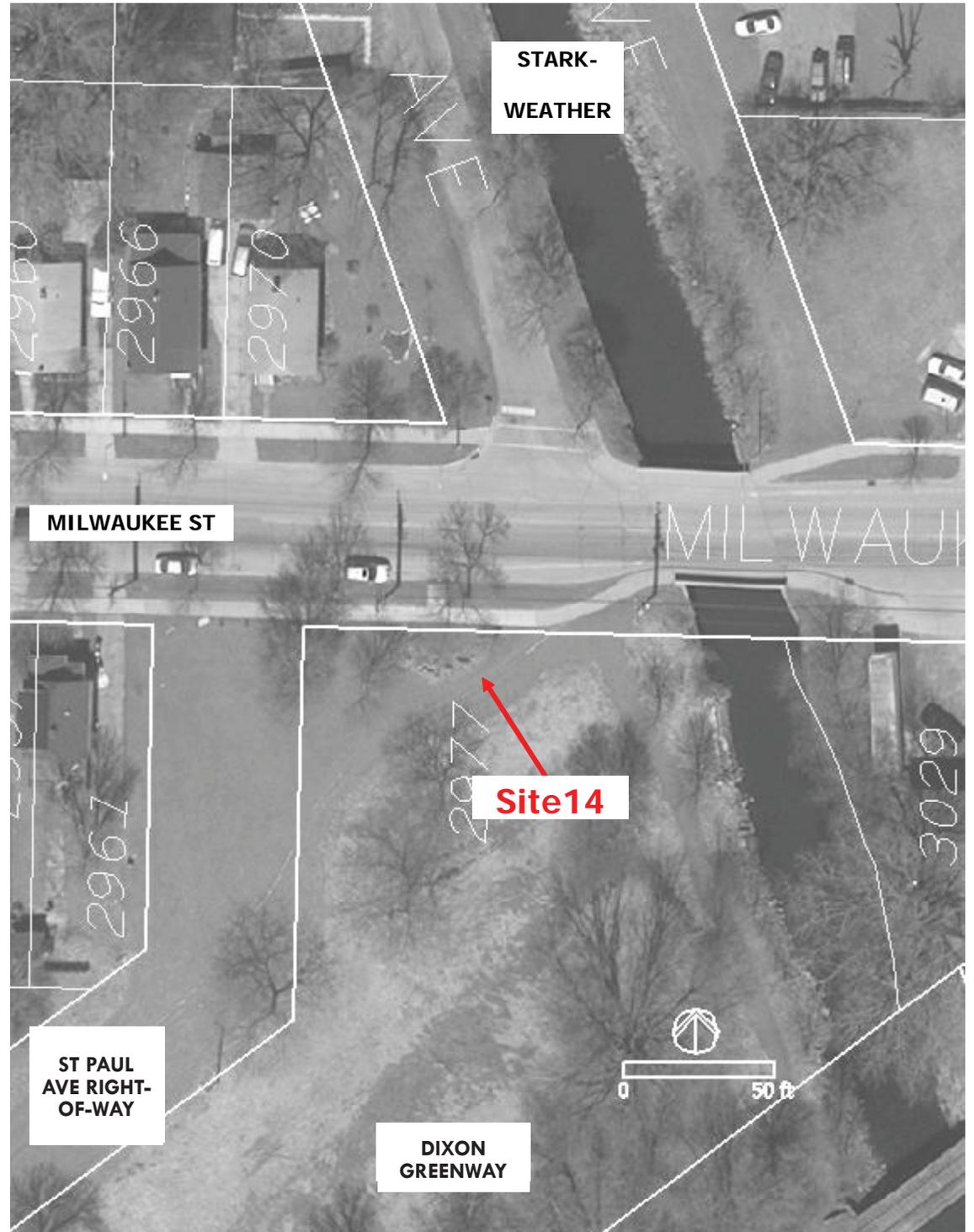
**Site 12: 'Industrial'  
Gateway (12a) & Goodman  
Community Center at  
Waubesa Street (12b)**



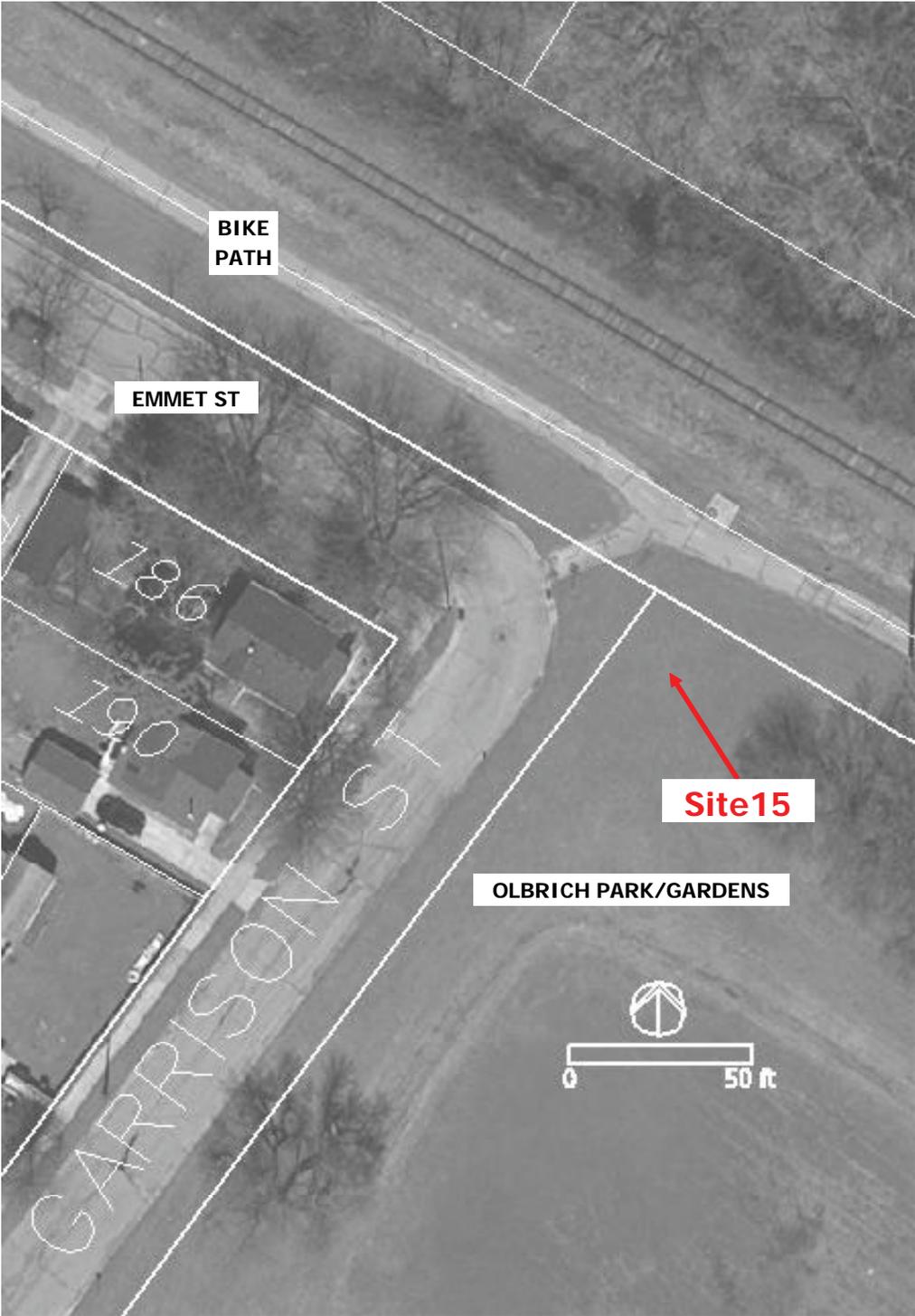
**Site 13: Starkweather /  
East Side Bike Link  
at South Marquette Street**



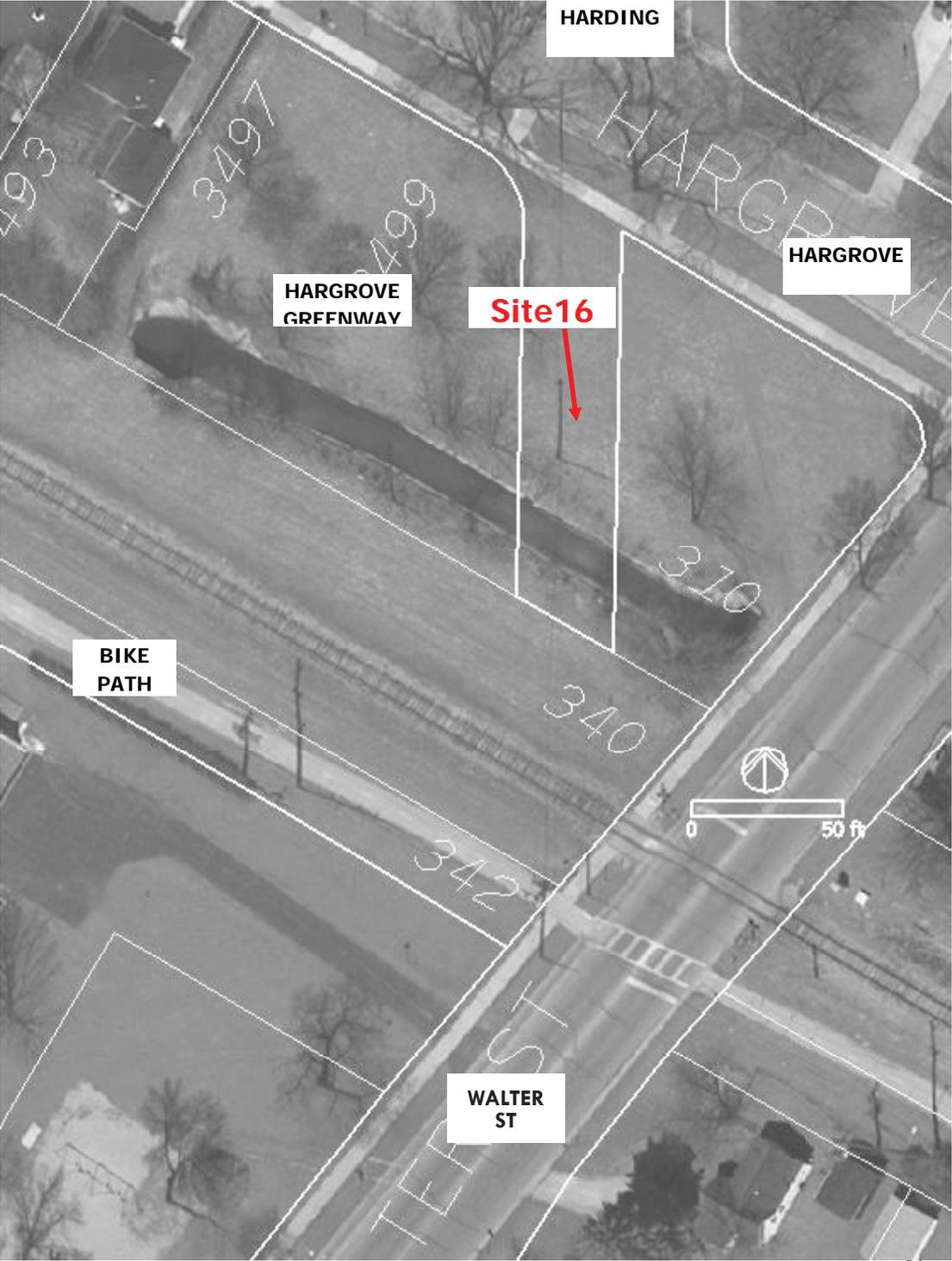
**Site 14: Starkweather /  
East Side Bike Path at  
Dixon Greenway**



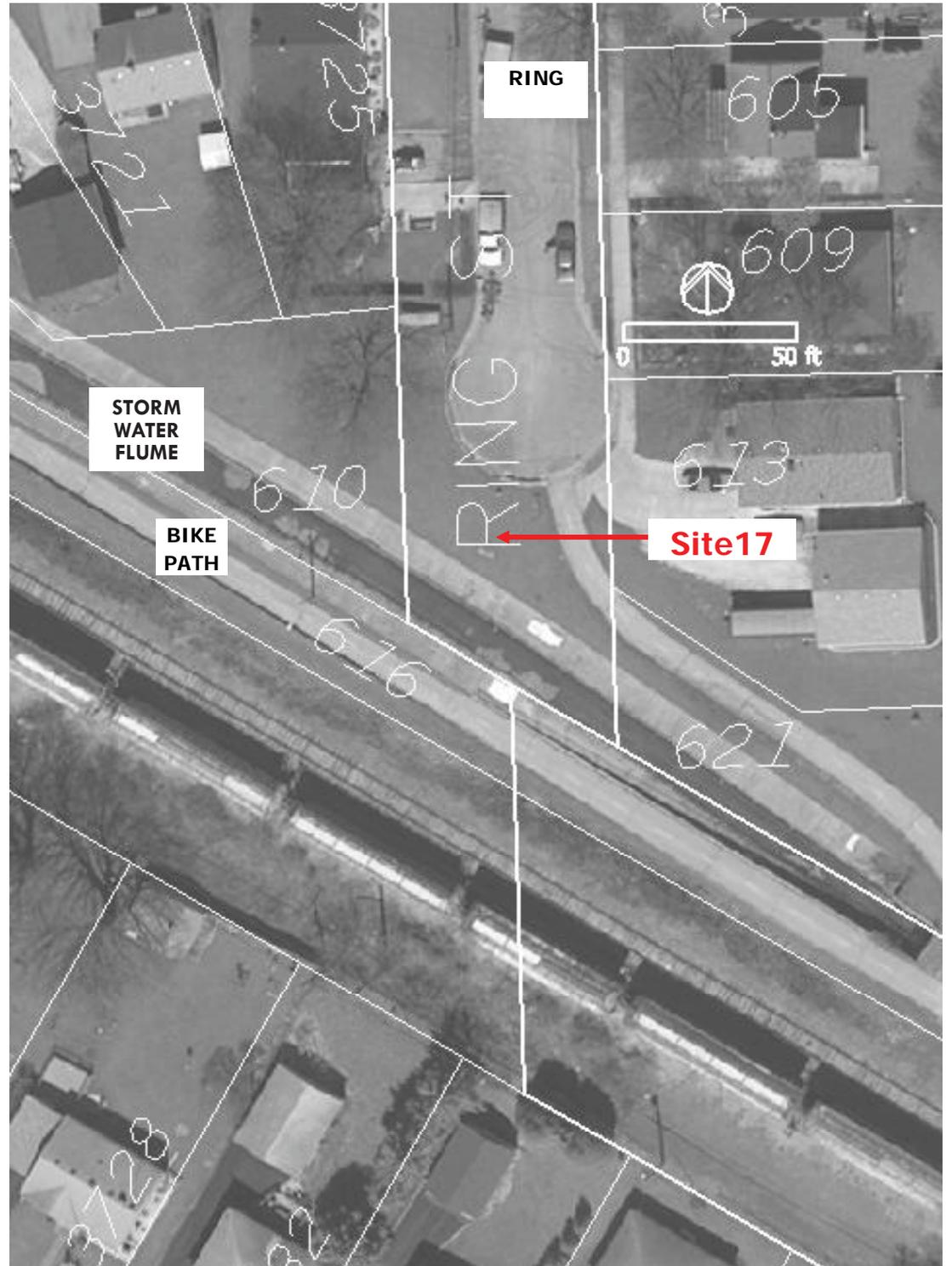
Site 15: Olbrich Park



**Site 16: Hargrove Greenway  
at Harding Street**



# Site 17: Capital City Bike Path at Ring Street / Hargrove Greenway

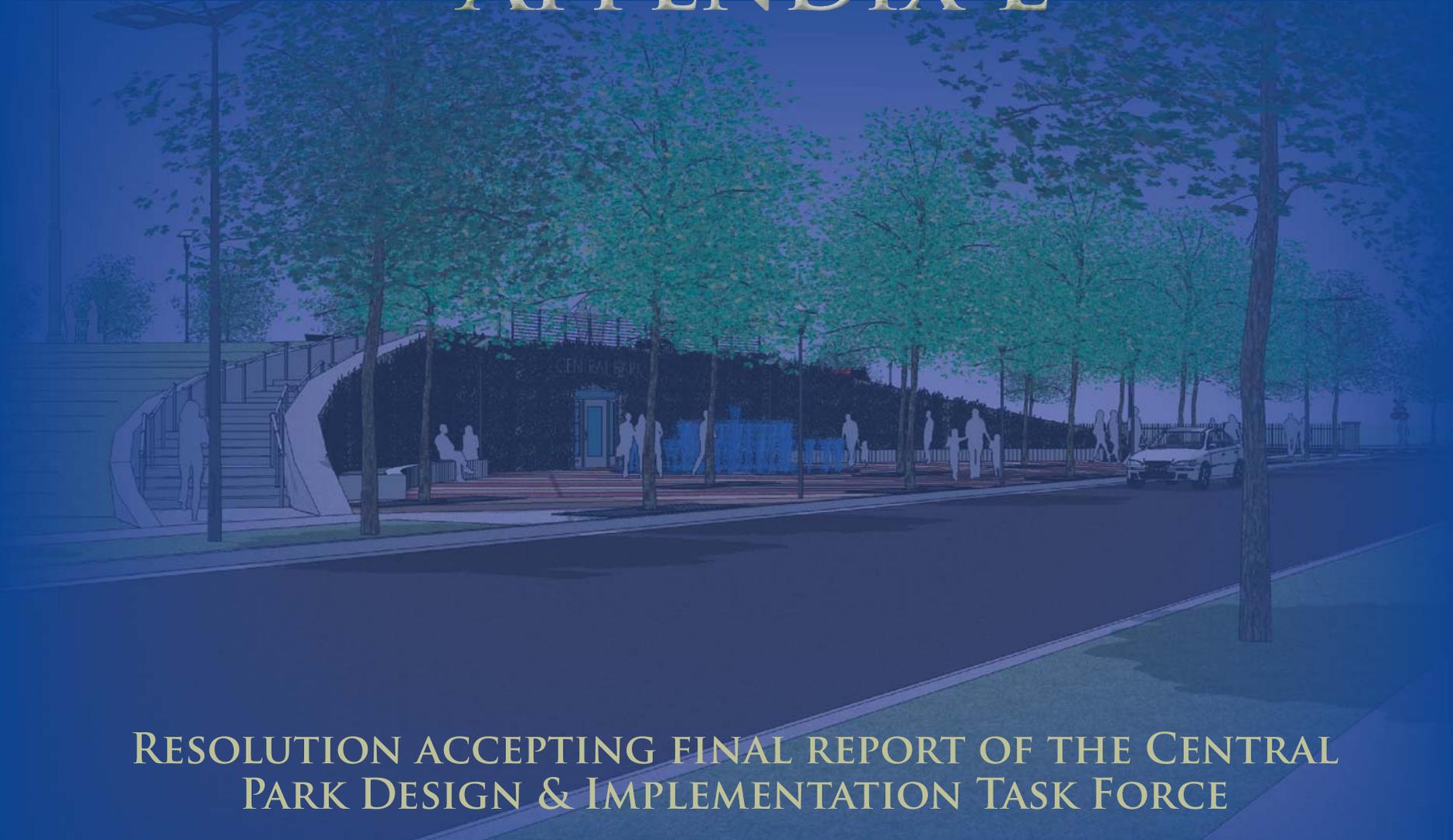


**Site 18: 'Arts Trailhead':  
Royster-Clark  
Redevelopment at  
Ontario Park Access**





# APPENDIX E



## RESOLUTION ACCEPTING FINAL REPORT OF THE CENTRAL PARK DESIGN & IMPLEMENTATION TASK FORCE

LEGISLATIVE FILE ID NO. 17568

ENACTMENT NO. RES-10-00368



## ..Title

Accepting the Final Report of the Central Park Design and Implementation Task Force as a supplement to the City of Madison Comprehensive Plan to guide future Park development options; and to extend the work of the Central Park Design and Implementation Task Force to support additional Phase 1 planning and implementation efforts through 2010; and authorizing the Mayor and Clerk to enter into a Memorandum of Understanding with the Center for Resilient Cities, Inc., and Central Park Skate, LLC, to provide for the terms of City operation of lands presently owned by those organizations and creation of a non-profit organization to support the future Central Park.

## ..Body

WHEREAS, the City of Madison Comprehensive Plan, adopted January 17, 2006 (Enactment No. ORD-06-00010, Legislative File ID No. 02207), recommends the adoption of neighborhood plans and special area plans for established residential neighborhoods and other development and redevelopment locations within the City; and

WHEREAS, specific comments regarding Central Park were made at public hearings on the Comprehensive Plan on how community partnership parks, such as Central Park, could fit into Madison's Comprehensive Plan framework which were added to the final Comprehensive Plan document; and

WHEREAS, the Common Council adopted Amended Resolution RES-07-00145 (Legislative File ID No. 05128) on January 16, 2007, which created the Central Park Design and Implementation Task Force; and

WHEREAS, the charge of the Task Force was to answer the following questions and report back to the Common Council:

- a) Explore additional lands to be purchased.
- b) Explore options for developing the park in phases and develop a phased implementation strategy for the park.
- c) How does the relationship in terms of governance, financing, management and maintenance of the park work among the parties involved?
- d) What is the final concept plan for the park?
- e) What is the best plan of action regarding moving the railroad tracks?

- f) What do stakeholder groups think about this plan?
- g) What is needed in terms of private fundraising?
- h) Review the proposed park footprint and address the relationship of park space to redevelopment plans in the corridor.
- i) Design integration with other nearby green space; and

WHEREAS, the Final Report to the Council was to include:

1. A final plan of the park to recommend to the Common Council;
2. A draft Memorandum of Understanding (MOU) between all parties to deal with fundraising, implementation, management, and maintenance of the park;
3. A phased implementations strategy for the park;
4. A draft fundraising plan; and

WHEREAS, the Task Force submitted its Preliminary Report to the Council for acceptance on May 14, 2008, (Legislative File ID NO. 10506) which was accepted by Council on June 3, 2008;

WHEREAS, one of the recommendations of the Preliminary Report was to wait on preparing a Final Report until such time or when the Alternative Master Plan was completed and fully studied and reviewed by the Task Force; and

WHEREAS, to help move the planning process along, Madison Gas & Electric contributed \$45,000 toward consultant services for the development of an Alternative Master Plan; and

WHEREAS, the Task Force issued a Request for Proposals (RFP) to prepare the Alternative Master Plan and as a result of the RFP, "3" - a design collaborative of JJR, Inc., Ken Saiki Design, and Schreiber/Anderson Associates was selected as the team to prepare the Alternative Plan; and

WHEREAS, the Task Force selected, "3," to create an Alternative Master Plan to help inform the Task Force's approach to the Plan particularly relating to a Master Plan that would accommodate the existing rail line; and

WHEREAS, as part of their work, "3" donated one-half of their design fee as a match to the project; and

WHEREAS, the Task Force reviewed the Alternative Master Plan prepared by “3,” and based upon its review of the Alternative Master Plan, and comments from the public at a public open house and Task Force meetings, has completed its Final Report for review and acceptance by the Common Council; and

WHEREAS, there are funds in the adopted 2010 Capital Budget for construction documentation for the Phase 1 improvements based on recommendations contained in this Final Report, the Task Force requests that it continue its work in 2010 working with the project designers, to provide input to Phase 1 construction documents; and

WHEREAS, to create the Park, and begin the planning and design process for the Phase 1 improvements, the City (including staff from the City Attorney’s Office, Parks Division, and Department of Planning & Community & Economic Development) worked with the Center for Resilient Cities and Central Park Skate, LLC, to detail the creation of a non-profit organization to support the Park; and

WHEREAS, the Memorandum of Understanding has been reviewed by all parties and is ready for action by the respective parties.

NOW, THEREFORE BE IT RESOLVED, that the Common Council accepts the Final Report of the Central Park Design & Implementation Task force, including by reference Appendix A, B, and C of the Report, as a supplement to the City of Madison Comprehensive Plan to be used to guide future phases of Central Park’s development.

BE IT FURTHER RESOLVED, that in situations where they differ, the recommendations for Central Park contained in the Final Report shall supersede the recommendations for Central Park in the adopted 2004 East Rail Corridor Plan.

BE IT FURTHER RESOLVED that the Common Council concurs with the request of the Task Force for it to remain engaged in the planning and design process for Phase 1 improvements.

### **..Fiscal Note**

Funding for the acquisition and development of Central Park is included in the 2010 Capital Improvement Program (see 2010 Capital Budget, Engineering - Other Projects , Project #11 “Central Park”, page 253). For the Year 2010, \$982,015 of General Obligation Debt is provided for design, survey, and soil work. A total of \$5,422,003 is projected for the Year 2011, consisting of \$3,149,651 of Federal funding, \$500,000 of Tax Incremental Financing (TIF) funding, \$1,172,352 of General Obligation Debt, and \$600,000 of Parks Development Fees. Funding of \$500,000 is anticipated for the Year 2012, consisting entirely of TIF funding. And finally, a total of \$1,154,800 of TIF funding is projected for the Year 2013.

A total of \$8,058,818 is therefore included in the CIP for the years 2010 - 2013, anticipated from the following sources: Federal funding, \$3,149,651; General Obligation Debt, \$2,154,367; TIF funding, \$2,154,800; and Parks Development Fees, \$600,000. Generation of the TIF funding will require amendment of the plan and boundaries for TID #36 “Capital Gateway.”

