

101010

Enhancing

Madison's lakefront spaces to shape our Model City for the next century



centennial project

This is our chance to transform the area between the Monona Terrace and the Beltline into a seamless activity mecca as big as downtown ... connecting people to the lakes ... invigorating daily living ... and inspiring all who come here.

“No other city of the world, so far as I know, has naturally such a unique situation on a series of lakes with an opportunity for so much and such direct relationship to beautiful water frontage.” —John Nolen, “Madison a Model City,” 1911



About This Document

This document is the final output of two years of study (2011-2012) by the Nolen Centennial Project (NCP) Advisory Task Force. It presents the results of the analysis, suggests a larger vision and overall area concepts, and summarizes specific final plan recommendations including recommended improvements, financing, and implementation strategies.

Members of the Task Force gave generously of their time, ideas, and expertise. Funding for the study was generously provided by Tim and Kevin Metcalfe.

The study was completed by the Nolen Centennial Project Advisory Task Force in collaboration with City staff and Vandewalle & Associates. This document was prepared by Vandewalle & Associates.



Neglected and underutilized beach and shoreline in present-day Olin-Turville Park

Forward: The civic leadership behind Madison's parks

If you trace the history of Madison's parks, what stands out is this: We owe our quality of life to the extraordinary civic efforts of ordinary Madisonians doing remarkable things.

Early in the history of Madison, public spaces were being purchased, developed, and maintained not by the city but by the private citizen members of the Madison Parks & Pleasure Drive Association. Three visionaries—Edward T. Owen,



John Olin



William Vilas

Daniel K. Tenney, William and Anna Vilas, and Thomas Brittingham.

As a result of the actions of prominent and visionary citizens like these, Madison has a long-standing tradition of



Thomas Brittingham

Edward E. Hammersley, and John M. Olin—built the first such Pleasure Drive in 1892, contributing acres of land and generous easements, building bridges, and raising funds. Other prominent citizens played a part in the growth of the Madison Park system as well, including



Daniel K. Tenney

Centennial Project are carrying forward the mantle of civic leadership that has helped create Madison's legacy of memorable park spaces that are so integral to the city's fabric.

private citizen support for public parks.

Within that spirit, local businessmen Tim and Kevin Metcalfe raised the idea of exploring opportunities for the Nolen Centennial Project area. While their goal is simply to make this city a better place to live, their actions in sparking and advancing the Nolen



Tim and Kevin Metcalfe

About the Nolen Centennial Project Advisory Task Force



One of many public and stakeholder input meetings held by the Nolen Centennial Project Advisory Task Force

In order to analyze and explore the possibilities for the Nolen Centennial Project area, an executive-level civic Task Force gathered in 2011 to lead a year-long comprehensive planning effort.

Comprised of 18 representatives from public, private, and non-profit organizations, the Task Force collaborated

with the general public through public input and stakeholder group meetings that involved nearby neighborhood associations, current park and lake user groups, and local business groups.

Chaired by local businessmen Tim and Kevin Metcalfe, the Nolen Centennial Project Advisory Task Force met through

the course of the year to explore possibilities for the area, develop and refine project goals, values, vision, concepts, and strategies for funding and implementation.

The work of the Task Force was supported through collaboration with Vandewalle & Associates, Inc. and the City of Madison Planning and Parks Divisions.

Task Force Members 2011-12:

- Tim Metcalfe**, President & Co-Owner, Metcalfe's Market
- Kevin Metcalfe**, Vice-President & Co-Owner, Metcalfe's Market
- Deb Archer**, President & CEO, Madison Convention and Visitor's Bureau
- Tim Bruer**, Alderperson, District 14 Council Member, City of Madison Common Council
- Kaleem Caire**, President & CEO, Urban League of Greater Madison
- Greg Dombrowski**, President, Johnson Bank
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- Kyle Richmond**, District 27 Supervisor, Dane County Government Board of Supervisors
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Table of Contents

Introduction

Forward	6
About the Nolen Centennial Project Advisory Task Force	7
Statement of Plan Goals	8
Statement of Values	9

A Visionary Idea—Then and Now	10
As Madison Grows	12
Statement of Opportunity	14
Statements of Vision	16

The Plan	20
Unifying Project Components and Design Themes	20
Gateway Projects:	22
<i>Causeway Crescent, Reflection Point, John Nolen Drive</i>	
Connection Projects:	26
<i>Land Bridge, Lakeview Trail, Wingra Creek Corridor, Multi-Modal Park & Ride</i>	
Gathering Projects:	30
<i>Amphitheater, Olin Park, Quann Field and Goodman Park, Alliant Energy Center</i>	
Education Projects:	34
<i>Lake Center, Turville Park</i>	
Additional Projects:	38
<i>Living on the Park, Alliant Energy Center</i>	
Economic Catalysts	44

Implementation	48
Finance Committee Recommendations	50
What You Can Do	54

Appendices	56
1. Uses and Activities	57
2. Site Analysis	58

Statement of Plan Goals

- Increase the synergy and utility of the 400 acres of publicly owned land in the project area through the improvement and unification of assets on both sides of John Nolen Drive.
- Create a world-class lakefront park, recreation area, and event destination for residents and visitors alike.
- Optimize public access to the lake and open spaces.
- Design the area to provide year-round family-friendly activities.
- Address the growing problems of lake-level volatility and reduced water quality in Lake Monona.
- Cause the project area to become an economic catalyst for the city and the region. Enhance the drama and beauty of the causeway entrance experience.
- Create a recreational and gathering experience that invigorates daily life for residents.

Statement of Values

Process standards

1. Embodying visionary thinking, world-class standard, and best practices to realize the extraordinary potential of the Project area
2. Insisting upon thorough research
3. Securing effective public participation
4. Coordinating work with appropriate government and private-sector officials and staff
5. Determining initial and operational costs of everything we propose and how they will be financed
6. Identifying a diverse, realistic mix of public and private funding
7. Using the project to demonstrate the effectiveness of private-sector initiatives
8. Making sure that the plan blends seamlessly and effectively with other plans

Design standards

1. Seeking the greatest good for the greatest number without trampling on the rights of others
2. Balancing environmental benefits with human needs
3. Building on the existing assets and resources found in the project area
4. Creating multiple opportunities for use of the project area while minimizing potential conflict between the rich array of users
5. Embodying concepts and plans that assure the achievement of long-term stewardship goals for natural and built environments
6. Creating spaces and experiences that inspire and refresh the human spirit
7. Optimizing the quality of natural areas, natural beauty, and quiet that can be experienced in the project area
8. Ensuring optimal interaction with the water through boating, fishing, and other aquatic uses
9. Protecting and enhancing water and environmental assets
10. Identifying opportunities to educate citizens about the history and uniqueness of the area
11. Benefitting adjoining neighborhoods
12. Seeking family-friendly activities, programs, and facilities
13. Identifying ways to more suitably and efficiently connect the project area, adjoining neighborhoods and the rest of the city, while minimizing the transportation impact of the project area on adjoining neighborhoods
14. Retaining and attracting desirable economic functions and businesses that enrich the experience

Working assumptions

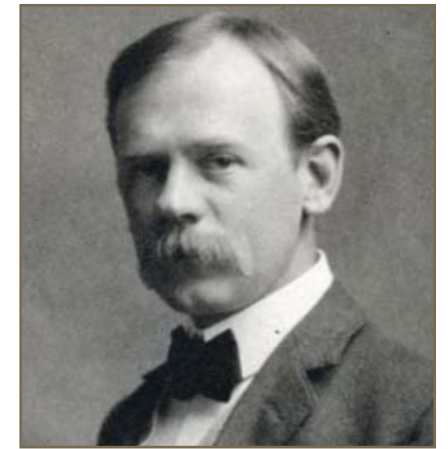
1. That the functional unification of publicly-owned assets will yield compelling, measurable, and cost-effective community benefits
2. That we can identify realistic and creative public and private financing methods
3. That the project will be phased
4. That we can continue to find effective ways to involve the broadest range of stakeholders and make them advocates for the plan
5. That we will produce an outstanding final report that will serve the needs of all key audiences
6. That access to the water is a primary goal, and additional public lake frontage may be desirable
7. That we will have to identify effective marketing techniques to sell the project to city and county leaders, the community, and the project's many stakeholders
8. That we can complete the work in one year
9. That the Task Force will require several committees
10. That the Task Force should develop its preliminary concept before holding a second round of stakeholder meetings
11. That the Nolen Centennial Project should be seen as one of several major, complementary, and concurrent planning initiatives such as the East Isthmus and downtown
12. That the Task Force should take appropriate steps to understand and experience the site

“Of all the cities
in the United States, it appears
to me that **Madison** has the
best opportunity to become
in the future a city of this type,
a model modern
American city.”

– John Nolen,
“Madison a Model City,” 1911

A Visionary Idea: Then and Now

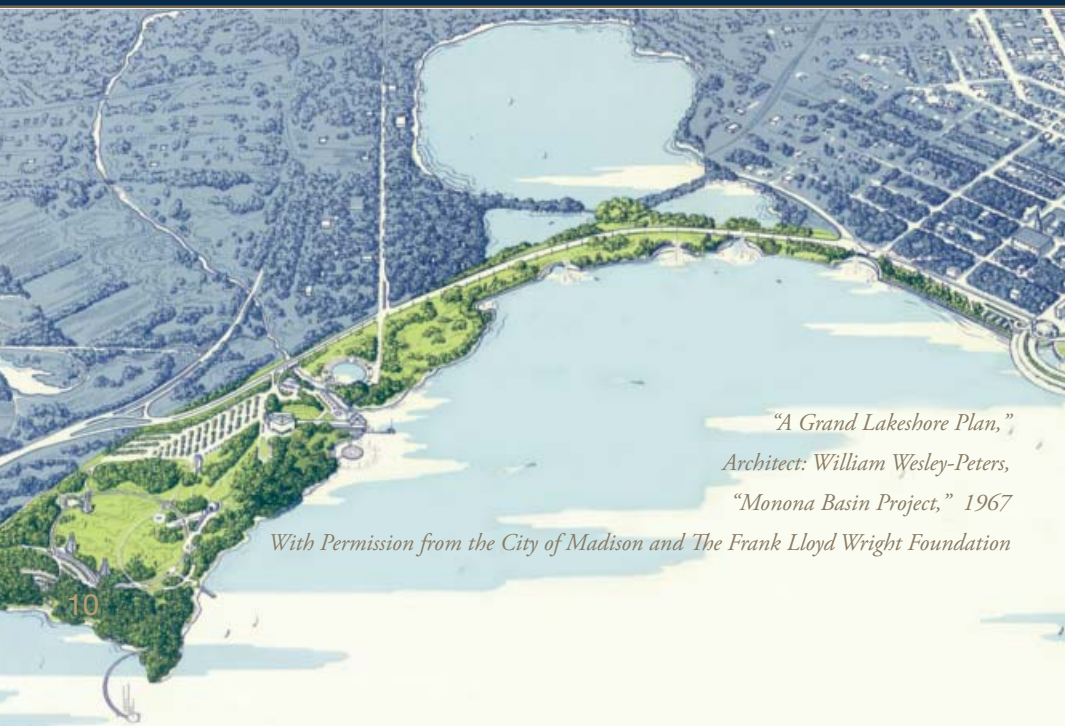
The idea to better connect and utilize the lakeshore between the Monona Terrace and the Coliseum isn't a new one.



John Nolen, Architect of
“Madison a Model City”, 1911

Yet the time for it has never been more right; a point not lost on Madison-area businessmen Tim and Kevin Metcalfe, who grew up on the lakes and believe firmly that this area's potential has yet to be realized. The brothers have endeavored to shine the light on a project that would encompass Willow Island (site of the “World's Largest Brat Fest,” an event sponsored by Metcalfe's Market for the benefit of local charities), and allow the family to give back to the community. As the brothers sought out ideas for the area, they discovered how much thinking along the same lines has already been done. Many of the ideas explored by the Task Force and presented in this document harken back 100 years to visionary city planner John Nolen's 1911 plan, “Madison a Model City.”

Nolen wrote that this area of downtown lakeshore offered an unmatched opportunity to integrate public green and recreational space into everyday living and the very fabric of the city. The Nolen Centennial Project Advisory Task Force believes that this idea has grown even more important after a century of city growth; it is an incredible opportunity to put an unmatched stretch of public space this close to lakes and downtown, which few other cities could even dream of today.

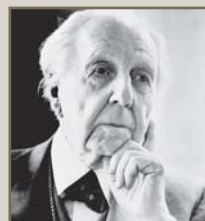


“A Grand Lakeshore Plan,”
Architect: William Wesley-Peters,
“Monona Basin Project,” 1967

With Permission from the City of Madison and The Frank Lloyd Wright Foundation

A good idea that keeps coming back

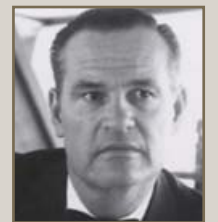
The idea of creating an extraordinary public lakefront on Lake Monona has been discussed by any number of architects and visionaries in Madison's past—including John Nolen, Frank Lloyd Wright, and William Wesley-Peters.



Frank Lloyd Wright

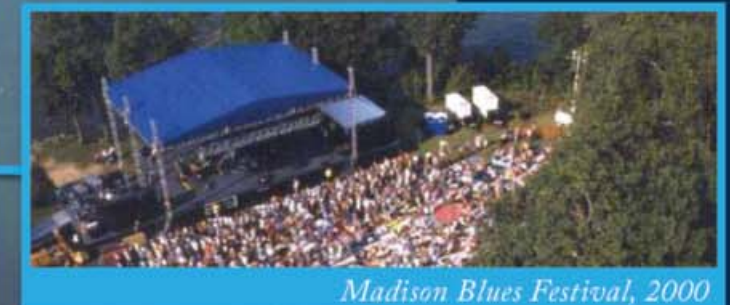
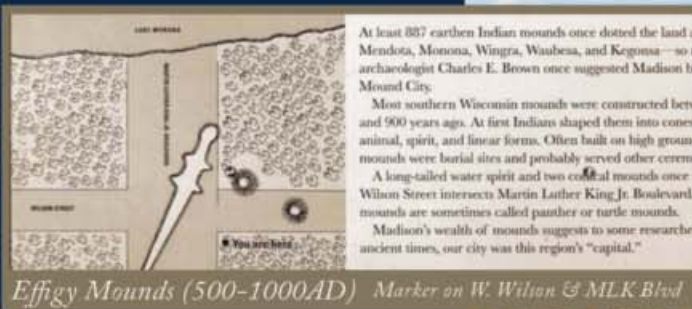
Perhaps this was only natural; historically the area was a gathering spot and “Water Cure” popular with visitors from Chicago. In the early 1900s, the area became a major community discussion center, coined the “Chautauqua of the West.”

Over the years various city leaders and renowned experts thought about what this place could be; yet the ideas were never truly realized.



William Wesley-Peters

In 1967, William Wesley-Peters advanced Frank Lloyd Wright's vision for Monona Terrace and developed the boldest and most breathtaking plan yet for the whole area including Olin Park, Turville Park, and the causeway. However the plan failed to achieve traction with city leaders at that time.



A lake and shoreline rich in history

The project area is located on the shores of Lake Monona and Wingra Creek, along important transportation routes, and close to the heart of the city—the site of natural interest and human activities for hundreds of years.

With waters rich in food and spiritual meaning, the area was home to local native Americans in pre-European settlement times, and was a seasonal gathering place for people throughout the region.

Lake Monona's shoreline was dotted with animal mounds, spirit mounds, and linear effigy mounds of sacred significance.

As Europeans settled and the city grew, areas of shoreline were altered to fit new development and to accommodate the increasing importance and transportation needs of the city as the State Capital. The southern shoreline of Lake Monona in particular became a setting for gathering, socializing, lodging,

healing, business, and tourism. Its location on the edge of town made it ideal—first as land for farming, then as a fairgrounds and destination for those traveling by leisure boats and street cars.

In modern times the area has attracted decades of gathering and recreational users for music concerts, international events, athletic competitions, boating, holiday light displays, and community recreation.

history

As Madison Grows...

Surrounded by lakes, our city has a form unlike any other

John Nolen was taken by our beautiful lakes and unique physical geography. His plan for Madison outlined the major ideas and layout that have shaped our central city. "It has the site, the environment, the climate, the population, the high civic spirit, the traditions, the permanent attractions of government and higher education," Nolen wrote. "It lacks only the increase of wealth and population, which time will certainly and quickly bring."

Nolen was planning for our future, and believed we could be a "Model City." Planners know that one of the most impactful ways to promote healthy and lasting communities is through shaping city form—creating an interrelationship of uses in the central city, with interconnected gathering, green, and recreational spaces. These elements are critical to shaping behaviors, and to building and growing a vibrant city.



B-Cycle stations



Monona Terrace



Dining, shopping, events on State Street



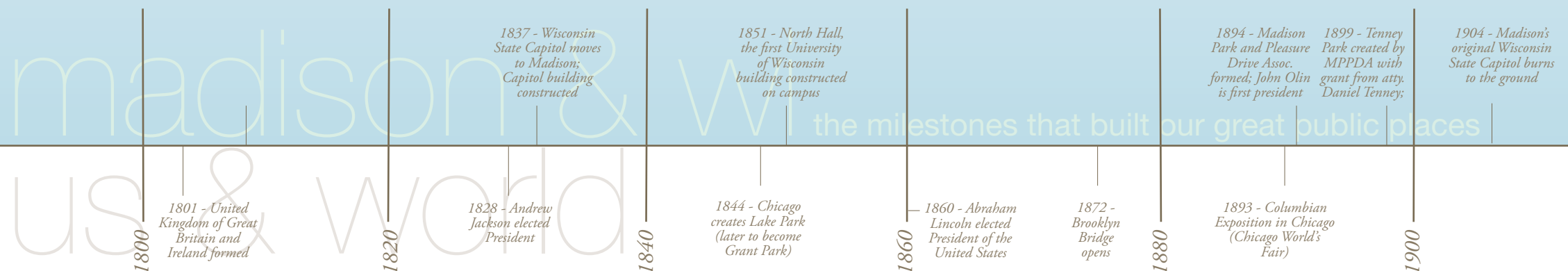
Biotechnology advances from Exact Sciences

What's next for this healthy city?

In the last quarter of a century since Nolen's plan, Madison's central city has seen significant investment and transformation. The downtown has grown from a government and service center to an urban living and cultural/convening hub spurred by the long awaited Monona Terrace. The University has invested billions in its campus to become one of the premier research and academic institutions in the country; and today the Capitol East District is evolving from a post-industrial, auto-oriented corridor to a high-density, urban employment and live/work neighborhood. Park Street's health care anchors have grown considerably, and the street's international flavor continues to evolve with new development up and down the corridor.

The city has matured. With government and the University at its core, Madison has leveraged its assets to great effect, and worked hard to become a recognized quality of life city and region. The beauty and active nature of the place, the University research, and the talent pipeline have built and attracted a knowledge and technology economy now driven by companies like Epic, Covance, Promega, American Family, Rayovac, ETC, a robust health care business, and hundreds of mid- and small-sized tech companies. The future healthy growth of this capital city will be tied to the ability to grow the Central City in a way that optimizes assets and meets the needs of a growing region without spoiling the liveability and natural assets that make it unique.

The Nolen Centennial Project is the final big piece of the central city evolution into Nolen's vision of a Model American City. It could not have happened until now—not until the city matured and grew to meet the scope, scale, and magnitude of the opportunity the NCP area offers. The time is right to tackle this next big piece.

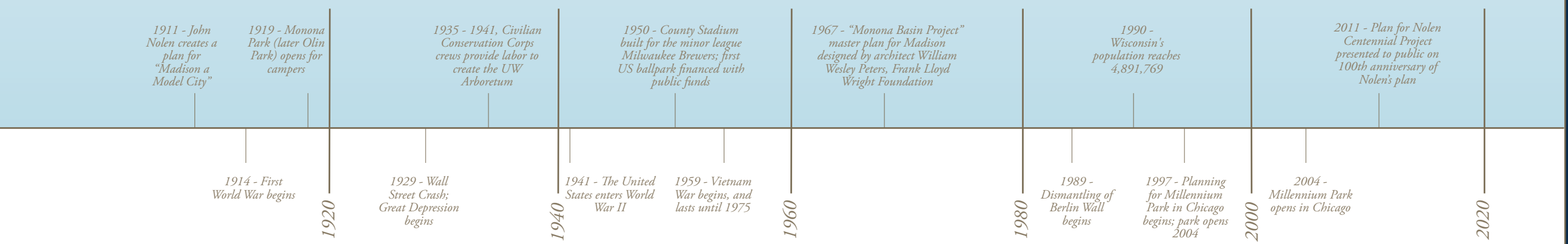




This is an opportunity to:

- Optimize our waterfront and public lands
- Provide access and connection to the lake for all
- Generate additional tax base and revenue for the city and region

It's Time for the Next Big Piece to Build Our World-class City



Nolen Task Force Statement of Opportunity:

With its extraordinary recreational, cultural, educational, and economic potential, the Nolen

Centennial Project area is one of the most important parts of our community. Yet it still needs a coherent plan for how best to utilize and unify it.

This is Madison's most beautiful and dramatic entrance, sitting directly on Lake Monona and comprised of more than 400 acres of publicly owned land.

The time to fulfill the project area's potential is now, the 100th anniversary of the most visionary and influential plan ever done for Madison: John Nolen's "Vision for a Model City" plan.





Project area assets:

- Over 400 acres of public land and infill opportunity
- Over 200 acres of park and open space, woodlands, prairies, wetland, beach
- Over 1½ miles of lake shore
- 1+ miles of commercial frontage
- ½ mile of scenic causeway
- 50+ acres of County Grounds of surface parking
- **Adjacent** to Monona Terrace, Downtown, and The Square
- Beltline and John Nolen Drive **presence**
- **Signature views** of the Madison skyline
- Tremendous **economic** potential

opportunity

Statement of Vision:

The Nolen Centennial Project will connect, unify, and enhance the abundant natural, cultural, and recreational assets surrounding John Nolen Drive between the Beltline and Lake Monona to create a world-class lakefront park, education, and event destination, provide an economic catalyst for the entire community, encourage careful stewardship of all the area's resources, and embellish the beauty of the city's most dramatic entrance.

a vision to add access and

Key Project Benefits:

- **Public access and connection:** Increase public access for all to the Lake Monona waterfront and encourage active use of the area's beautiful, but underutilized, assets.
- **Powerful gateway and identity:** Provide a stunning entry to downtown that makes a strong, inspiring statement about the community.
- **World class convening:** Enable enhanced gathering and convening spaces capable of hosting expanded and new community, national, and international events.
- **Interactive education:** Provide better access to unique freshwater and other environmental education in the central city.
- **Economic catalyst:** Optimize green infrastructure that encourages healthy growth for our central city, builds the tax base, and spurs the regional economy.

optimize madison's lakefront

Madison's accessible urban lakefront ... a place of gathering and events for a growing, healthy city and region



*BELTLINE
HIGHWAY SOUTH
GATEWAY*

*ENHANCED JOHN
NOLEN DRIVE
Unifying, thematic
steetscape and improved
pedestrian safety*

*TURVILLE PARK AND
LAKEVIEW TRAILS
Connected and safe
educational and recreational
trails for the public*

*LAND BRIDGE
Safe and easy pedestrian and bike connection
across John Nolen Drive serving recreation, events,
and neighborhoods; Madison's largest public spaces
unified into one great convening destination*

*OLIN PARK
Large-scale gathering
space accommodates daily
community, and regional,
events and activities*

*AMPHITHEATER
Spectacular waterfront
convening destination for
community performances
with a skyline view*

*LAKE CENTER
Public educational and
watersport facility
boosts water quality
awareness and access*

*REFLECTION POINT
Destination waterfront
park offering signature
Madison experience and
cityscape views*

nolen centennial project vision



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CAUSEWAY

Enhanced promenade and celebrated gateway to Downtown, with strengthened connections to community lakefront destinations

LOOKOUT FEATURES

Series of signature lookouts over the water enhance human connection to the Lake

ENHANCED CONNECTION TO MONONA TERRACE

Connection of key convening destinations both visually and physically

CAPITOL AND DOWNTOWN

Overall Plan and Project Areas:

Just out the door, Madison area residents and visitors can find countless ways to get together, experience the lakes, and recreate.

The various projects that make up the Nolen Centennial Project are located in six main geographic areas:

- Causeway Crescent
- Reflection Point
- Olin Turville Area
- Centennial West
- Centennial Land Bridge
- John Nolen Parkway



overall plan

Unifying project components and design themes

Implementation of the Nolen Centennial Project will unify the area thematically, visually, and physically as it becomes an iconic destination, creates a powerful experience, and represents the spirit of Madison. The Project will be memorable and meaningful, physically unified, well-defined, easily understood, inspiring, and its spirit and messages strong, coherent, and coordinated. The Project will be unified with:

- Connecting roadways, parkways, and pathways
- Identity features celebrating the visitor's entry into the area and individual venues. Features will all be coordinated and based on a unifying graphic palette
- Inspiring design themes woven into the landscape, structures, signage, artwork, features, and site furniture; and incorporated into the Project's programs, activities, promotions, graphics, and words



Unifying architectural features and connectors:

1. Project thoroughfares
2. NCP parkway system
3. Downtown entry features
4. Project area entry features
5. NCP campus spine
6. NCP vertical features

Unifying and inspiring design themes:



Projects That Enhance Our City's Gateway:

Madison's shining southern gateway makes a statement about healthy people, healthy water, and quality of life.

In this concept section:

- Causeway Crescent
- Reflection Point
- John Nolen Drive



“It is time to recognize that one important element in Madison's prosperity is its beauty.”

– John Nolen, “Madison a Model City,” 1911



Project A: Causeway Crescent

The Causeway Crescent is a narrow strip of land and pathway that serves as a vital transportation connection between the city's downtown, convening center, and Beltline Highway. An improved Causeway Crescent offers greater separation from traffic, while a rhythmic series of landmark lookouts reaches over the water to allow for rest stops, relaxation, observation, and soaking in the postcard views.

Planning objectives

- Connect downtown and the NCP
- Provide a safe and functional multi-use pathway
- Enhance entry experience
- Expand and better utilize as the central city grows

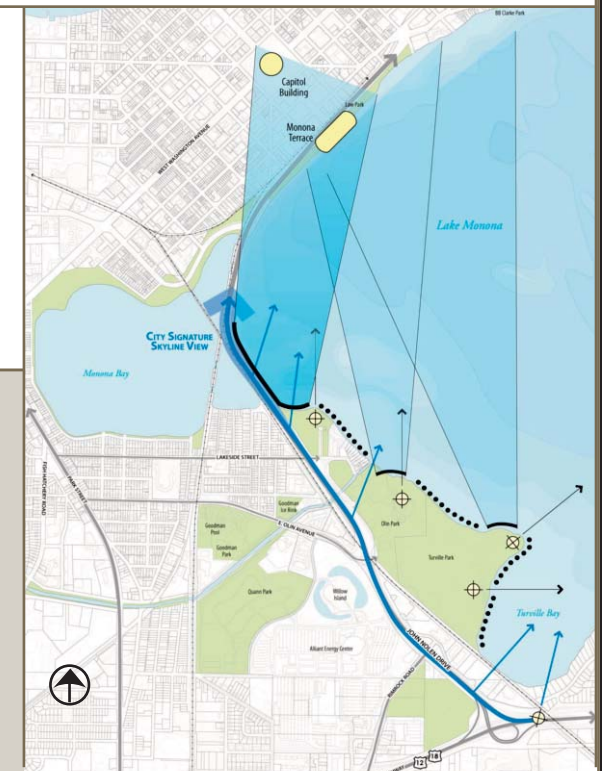
Considerations

- Lakeshore protection and regulatory requirements
- Views of the Capitol
- Width of buildable area, engineering
- Stormwater and snow storage

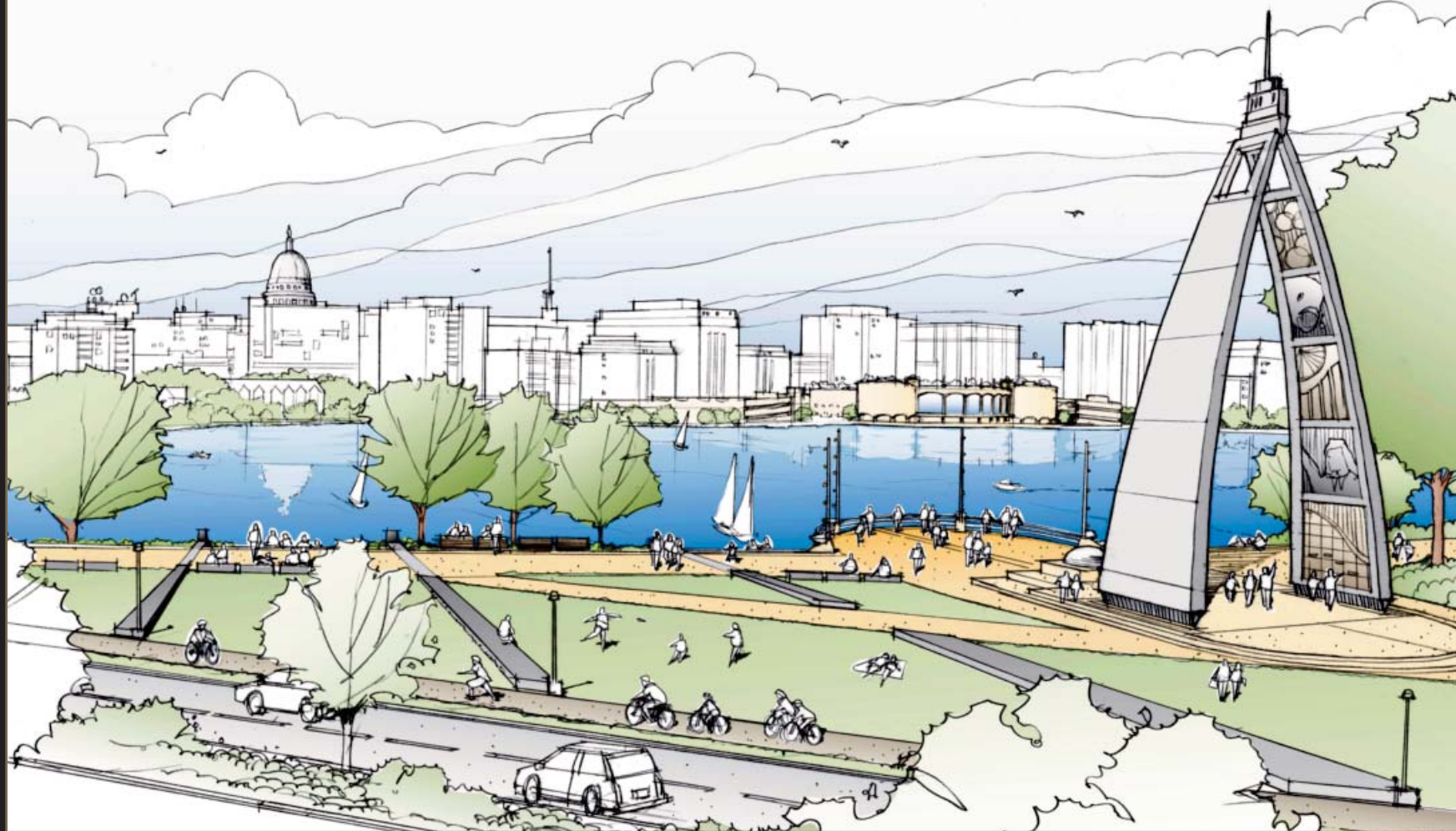
Recommendations

1. Widen and improve new pathway (quality bike and pedestrian experience)
2. Provide lakeside overlooks (rest, viewing, enjoyment)
3. Integrate unique design features at pathway, overlooks, and lakeshore (entry experience)
4. Integrate new streetscape features on John Nolen Drive (messages, image)

The issues considered included viewsheds (at right), impact on current character; natural shoreline vs. man-made hardscape; design character including amount of design connection with Monona Terrace. Data Source: Parcels - Dane County. Additional analysis summaries and graphics can be found in the Appendices section of the document.



gateway

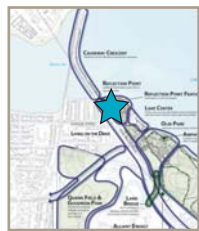


Project C: Reflection Point Feature

This natural point is the best spot from which to admire our signature skyline. It can be even more: a destination with an iconic feature that makes a statement about who we are.

Recommendations

1. Create a feature of significant uniqueness, interactivity, and iconic quality
2. Conduct design competition with consensus guidelines



Project B: Reflection Point

Flanked by the bike trail, Reflection Point offers a green frame for the view to and from the Monona Terrace. Yet the site is little more than a place to walk, drive, or bike by in its current form. This project turns Reflection Point into Madison's great front lawn: a magnetic place for recharge, gathering, and celebration with an iconic backdrop.

Planning Objectives

- Celebrate city's signature view of the lake and downtown
- Create a destination
- Provide access to lakeshore, views
- Support informal and formal gatherings and events

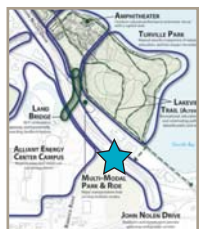
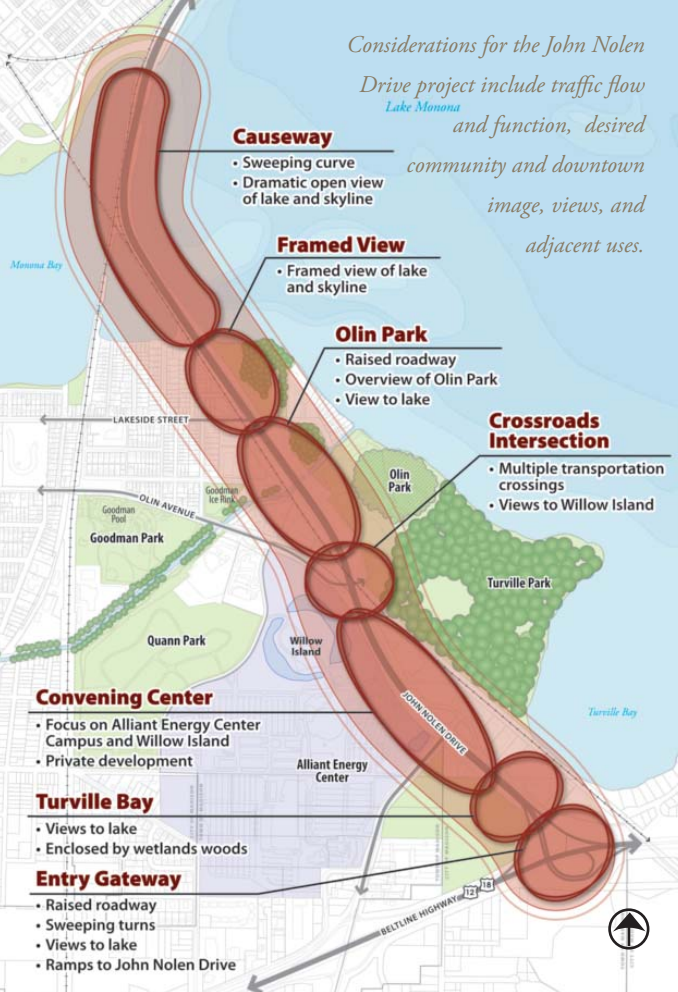
Recommendations

1. Install a major feature (i.e. "the Bean" in Chicago's Millennium Park)
2. Create a "city view" open space with framed city view and promenade

3. Create a wooded activity area with overlooks
4. Provide parking area that is easily accessible and unobtrusive, with no impact on shoreline, woods, or open space
5. Integrate Lakeview Trail and secondary trail connections
6. Install project area entry feature

Considerations for this project include site topography, existing vegetation, past Park Plan for boat house, and past uses.





Project D: John Nolen Drive

John Nolen Drive offers opportunities to make a positive first impression of our city at its gateway. A project that makes it not only visually unified, but physically safer, will advance this goal. This project also includes intersecting portions of Olin Drive and Rimrock Road.

Planning Objectives

- Celebrate and give identity to Madison and its events
- Create an active multi-use/multi-modal corridor
- Create a distinctive and attractive “Drive” between the Beltline to downtown

Recommendations

1. Downtown entry features
2. Install consistent NCP features at entries to project areas
3. Include enhancement elements (i.e. entry features, banners, water-themed features, special lighting, earth-beaming, floral displays)

4. Communicate messages and themes for Madison and downtown:
 - Message: Madison is an innovative healthy community on the water
 - Primary themes: Land and water, health and activity
 - Secondary themes: Capital City, energy and power
5. Enhance landscape treatment of railroad right-of-way
6. Safety and wayfinding design, signage, signaling

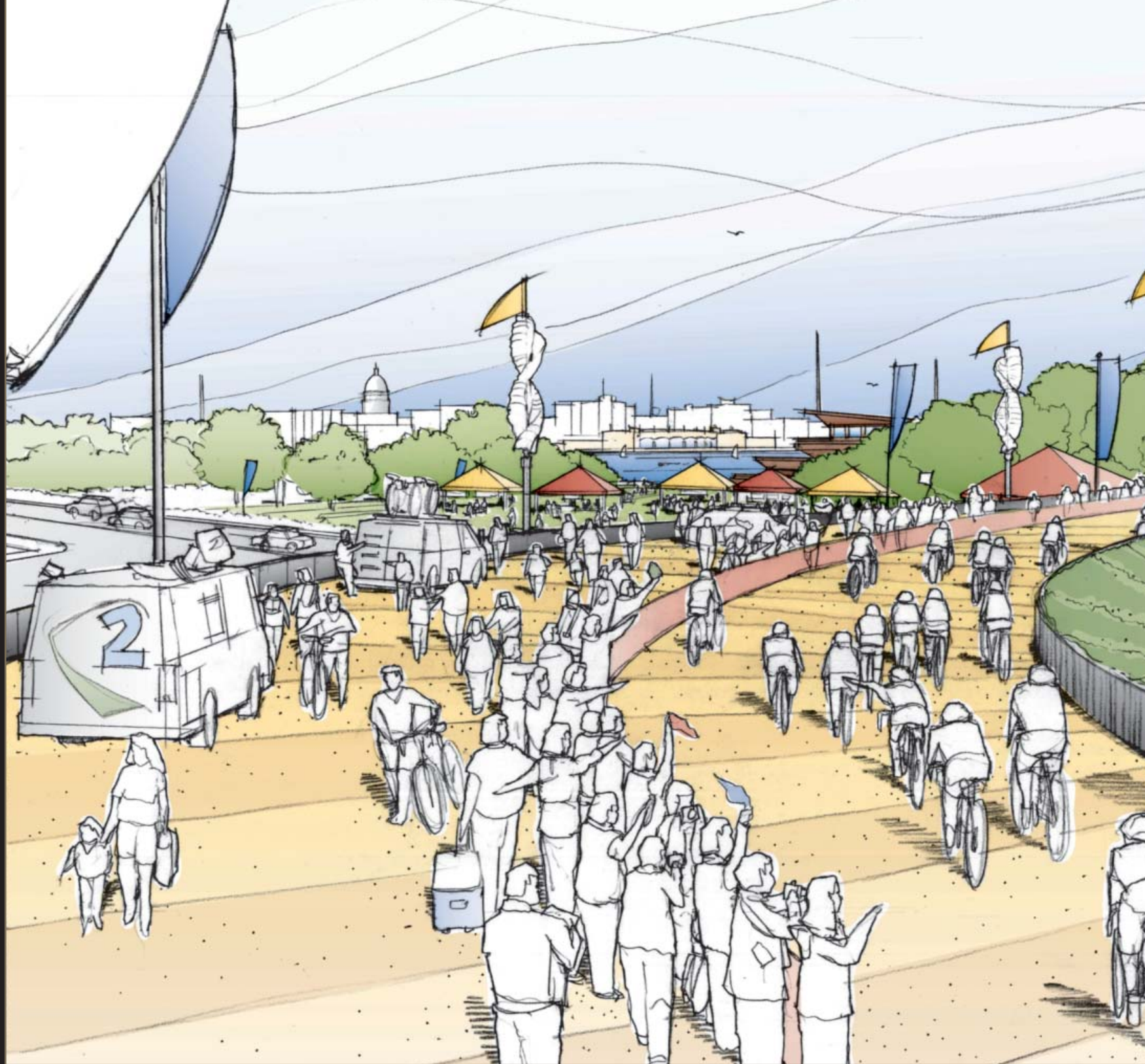
gateway

Projects that Enhance Access and Connection:

Madison's healthy connection between people, parks, and lakes makes it a model for other cities.

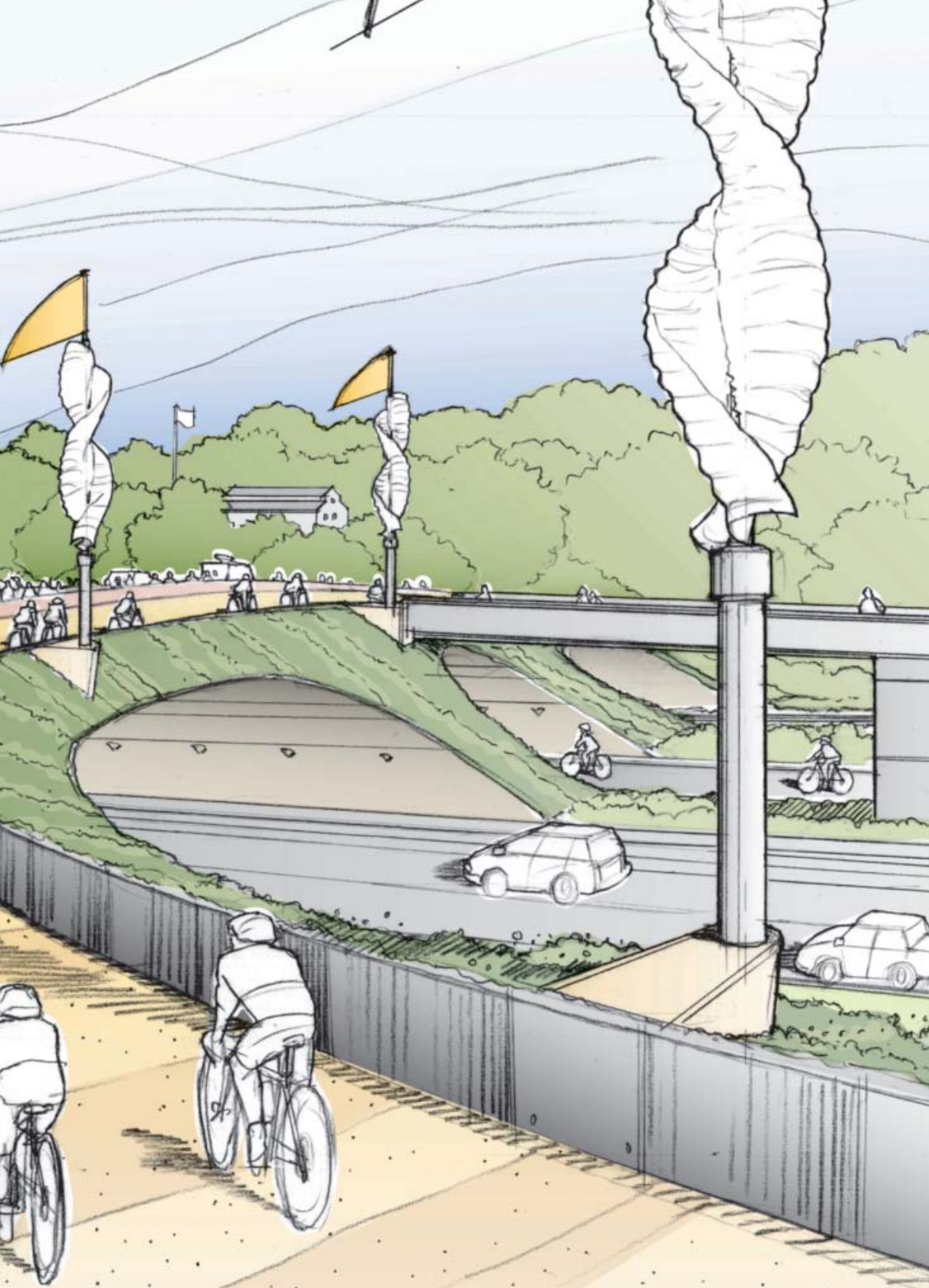
Nearly all of the individual projects that make up the Nolen Centennial Project Vision contribute to the area's unification and connection to the downtown; but in particular these four projects deliver connectivity in a big way:

- Land Bridge
- Lakeview Trail
- Wingra Creek Corridor
- Multi-Modal Park & Ride



“It is within the power of the people of Wisconsin to make Madison in the future what Geneva is today – a beautiful, well-ordered, free, organic city.”

– John Nolen, “Madison a Model City,” 1911



Project E: The Land Bridge

John Nolen Drive is one of Madison's busiest gateways. That aspect also makes it a safety barrier, and the main reason why the public space on either side of it remains underutilized today. The Land Bridge is a man-made, functionally-connecting landform connecting the lakeshore to event grounds. Once built, it will be one of the key features that allows the energy and scale of the Nolen Centennial Park to grow into a place that accommodates community, regional, and global events of all types and scales.

Planning Objectives

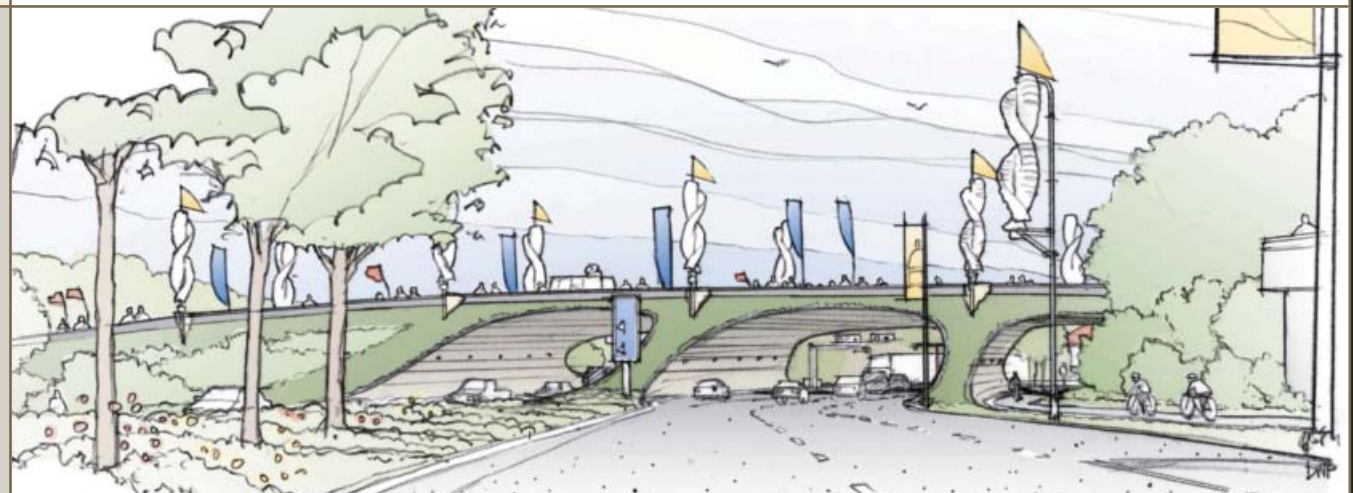
- Functionally connect the areas of the Nolen Centennial Project across John Nolen Drive
- Create an active “multi-use” and “multi-modal” corridor
- Create a distinctive and attractive gateway to the downtown, Olin Park, and Alliant Energy Center

Recommendations

1. Construct a bridge connecting AEC campus with Olin Park
2. Design bridge to resemble a glacial drumlin, esker, or other earth form
3. Conduct a design competition to engage the public

The Land Bridge is one of the signature connecting pieces of the Nolen Centennial Project. Considerations for the Land Bridge project include: traffic flow and function, desired community and downtown image, views, and adjacent uses.

connection





Project F: The Lakeview Trail

A new recreational and commuting trail located within Turville Park will help make the place energetic, accessible, and appealing to more people, while making it safer at the same time. This trail project also provides easy connection to the Capital City Trail.

Recommendations

1. Connect to Capital City Trail at Beltline underpass and Causeway Crescent
2. Cross railroad tracks at Turville Bay and connect to trail at frontage road
3. Parking lot and trailhead near Turville Bay
4. See Turville Park project for trail alternatives



Project G: Wingra Creek Corridor

Every neighborhood should have easy access to education, recreation, and recharge. This project enhances the Wingra Creek corridor, making it a healthy, natural, and educational spine.

Planning Objectives

- Enhance water and shoreline quality of the Creek
- Link Lake Monona with Park Street and Fish Hatchery Road neighborhoods

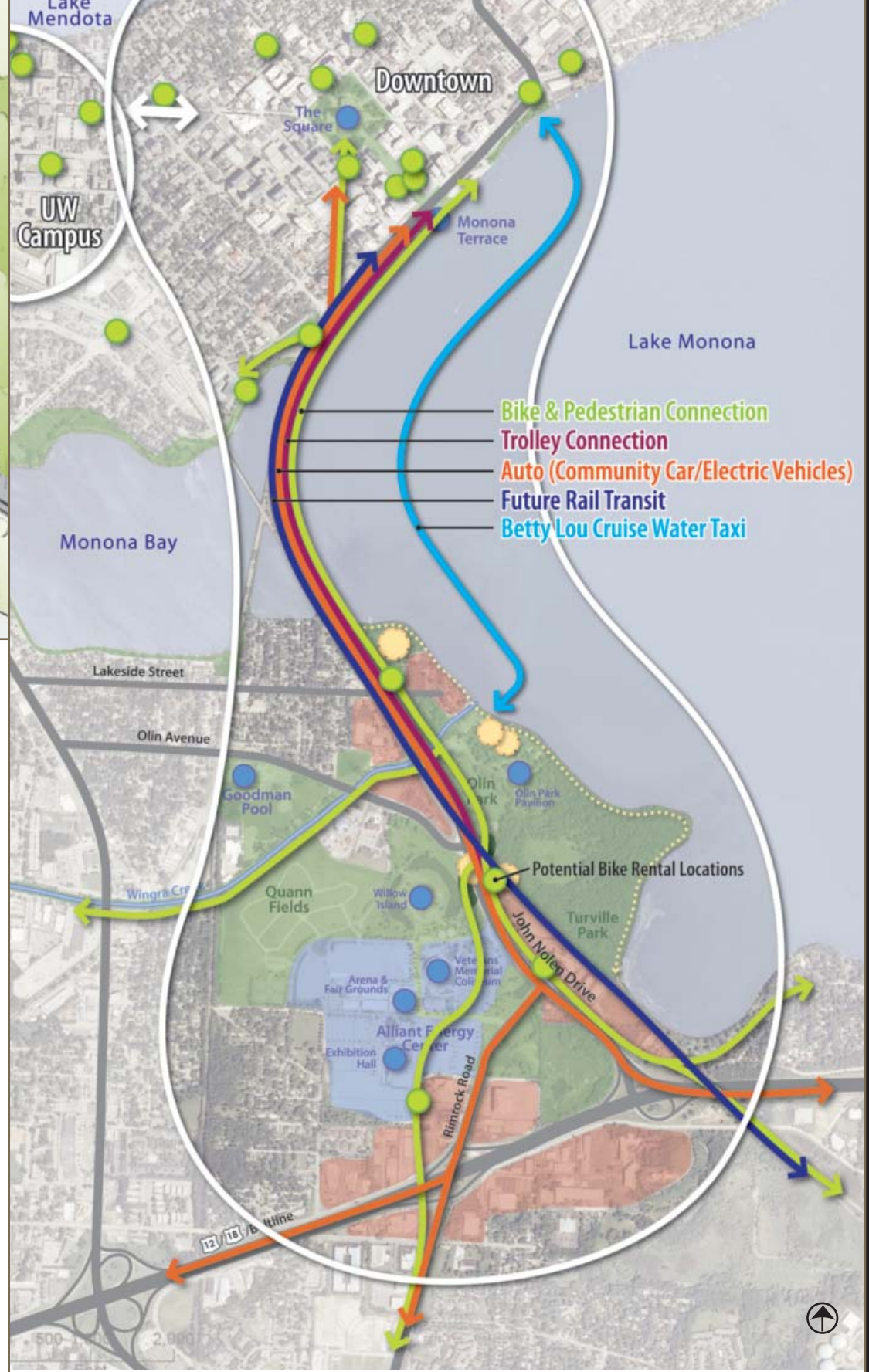
Recommendations

1. Improve shoreline form, materials, vegetation
2. Enhance light watercraft access
3. Provide bike and pedestrian connections to Nolen Centennial Project venues
4. Enhance primary and secondary bike paths including bridges and underpasses
5. Add amenities (seating, rest areas, information kiosks)
6. Provide interpretive stations for urban water ecology



“Thus beauty and opportunity for health and recreation are wrought into the very structure of the city, the very life of the people; they are not on the surface ... they are organic.”

– John Nolen, “Madison a Model City,” 1911



Project H: Multi-Modal Park & Ride

While a downtown on a narrow isthmus is novel and scenic, it makes real issues of mobility and parking. The Park & Ride delivers multi-modal alternatives that can help make getting around easier, more convenient, and more efficient, even as Madison continues to grow.

Planning Objectives

- Accommodate parking for Project venues
- Provide commuter parking to reduce traffic and parking needs downtown

- Link multiple modes of transportation (auto, bike, pedestrian, bus, train, shuttle)
- Adapt to changing transportation needs

Recommendations

1. Construct multi-story parking facility at juncture of John Nolen Drive, Olin Avenue, rail line, Capital City Trail, and Land Bridge
2. Provide direct vehicular access from John Nolen Drive
3. Provide direct bike access from Capital City Trail
4. Provide direct pedestrian access from Land Bridge
5. Include alternative transportation (Smart Car, B-cycles)
6. Provide shuttle services to NCP venues and downtown

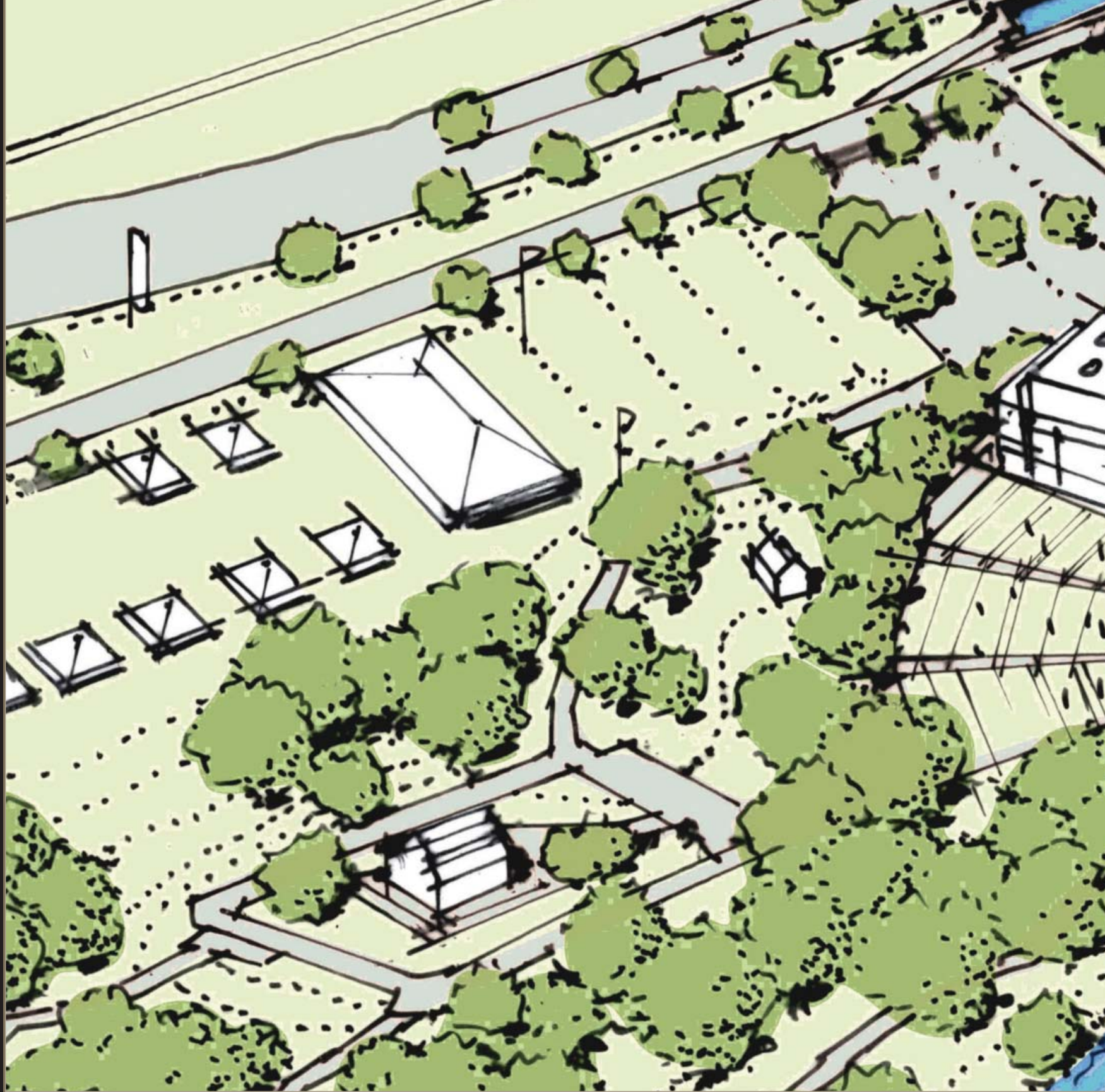
connection

Projects That Enhance Gathering:

Madison's urban
lakefront becomes
one of our region's
top gathering
destinations.

In this concept section:

- Amphitheater
- Olin Park
- Quann Field & Goodman Park
- Alliant Energy Center and Dane County
Coliseum Campus



gathering



Project I: Amphitheater

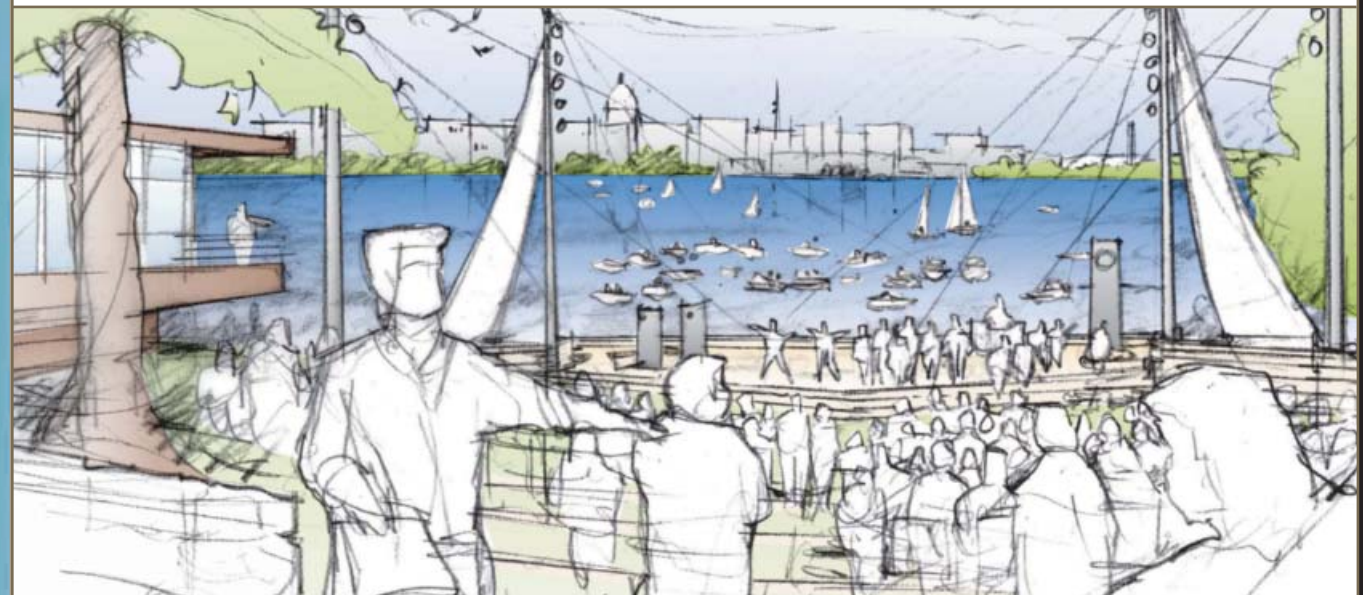
For memorable gatherings and key events, Madison gravitates to iconic places like its Capitol Square. Yet events like music, featured performances, and speeches could be better accommodated by an outdoor amphitheater; with easier access, better vantage and seating, and better acoustics. This one-of-a-kind lakeside venue opens up the possibilities for new outdoor cultural performances and events enhanced by a Capitol view. It also prepares us for the future; for as Madison grows, the need for more cultural venues grows with it.

Planning Objectives

- Provide lakeview event space
- Multi-use for events and non-event use

Recommendations

1. Build into existing topography
2. Utilize turf for most of ground plane with limited hardscape surfaces to accommodate access and function and soil stability
3. Construct stage near water's edge to accommodate wide variety of uses
4. Construct open pavilion shelter at top of seating area



“In Europe, every...capital city (is) embellished with spacious gardens, museums, wide streets, art galleries, fine sculpture, theaters and opera houses. Such embellishment has proved a source of new wealth.”

– John Nolen, “Madison a Model City,” 1911



Project J: Olin Park

Olin Park was once a major cultural node for Madison; site of meetings, dances, campers, and Sunday schools. Its historic Pavilion is one of the few buildings left from Madison's resort heyday. This project enhances the area, honors and preserves its history, and turns it into a lakeside cultural activity center for the next century.

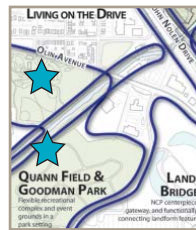
Planning Objectives

- Preserve historic landscape
- Provide access to lake and views of downtown
- Provide setting for informal/formal activities/events

Recommendations

1. Preserve existing land forms and savanna vegetation
2. Preserve existing pavilion and loop road
3. Define use areas with earth berms and open pavilions
4. Construct open pavilions as contemporary interpretations of existing pavilion
5. Enhance boat ramp
6. Create overlook and feature at mouth of Wingra Creek
7. Integrate an amphitheater into east slope of main hill
8. Integrate Lakeview Trail near lakeshore and on hill top

Considerations for Olin Park include: current and future boat ramp needs, parking, geese policy, wetlands, Creek flow, City and Regional Parks needs, preservation, and archaeology. Additional analysis graphics can be found in the Appendices.



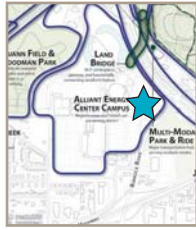
Project K: Quann Field and Goodman Park

By defining and better connecting it to adjacent neighborhoods, the large areas of play and multi-use land tucked behind the Alliant Energy Center and flanking Wingra Creek can be discovered and used by more residents, becoming a greater community asset.

Considerations for the Quann Field and Goodman Park project include: existing facilities and uses, relationship of Goodman and Quann Parks, relationship to Wingra Creek, landfill history and restrictions.

Recommendations

1. Maintain existing uses (dog, tennis, field sports, swim)
2. Define use areas
3. Expand active/sports use, add some amenities
4. Maintain as flexible area
5. Unify
6. Connection with and over Wingra Creek
7. Enhance existing fields
8. Centerpiece vertical feature



Alliant Energy Center/Dane County Coliseum Campus

The Alliant Energy Center and Dane County Coliseum campus have long been considered Madison's gathering destination for its largest events, including the Dane

County Fair and the World Dairy Expo. Yet even as this major piece of public real estate is being reexamined for its capacity to house such events and attract new national and global events, no cohesive vision has been offered for how the Campus connects to the green lakefront and parking across John Nolen, nor connects visually and functionally to the downtown. The Nolen Centennial Project Advisory Task Force believes that any vision for

the Lake Monona lakefront should take the Alliant Energy Center Campus into account. The NCP-proposed Land Bridge alone would be transformational for the Campus; not only bringing greater safety to event-goers, but expanding options for parking and venues at larger-scale and water-related events. More elements of this vision are presented in the Economic Catalyst section of this document.



Projects That Enhance Education:

Every citizen and visitor is learning about lake health, water, and culture with every park experience.

In this concept section:

- Lake Center
- Turville Park



Project L: Lake Center

While citizens, civic leaders, and the UW strive to protect Madison's unique but limited natural assets for a healthy future, they put a new focus on our lakes. A new Lake Center set on Lake Monona invites the public to have far greater access and connection to the lake in every way. The Center fills Madison's need for a visible centerpiece for education and discussion of fresh water lake issues. The facility interior offers information and insights on lake, flora and fauna, spectacular views, a deck for even better views, and docks for access by canoes, kayaks, and other watercraft.

Planning Objectives

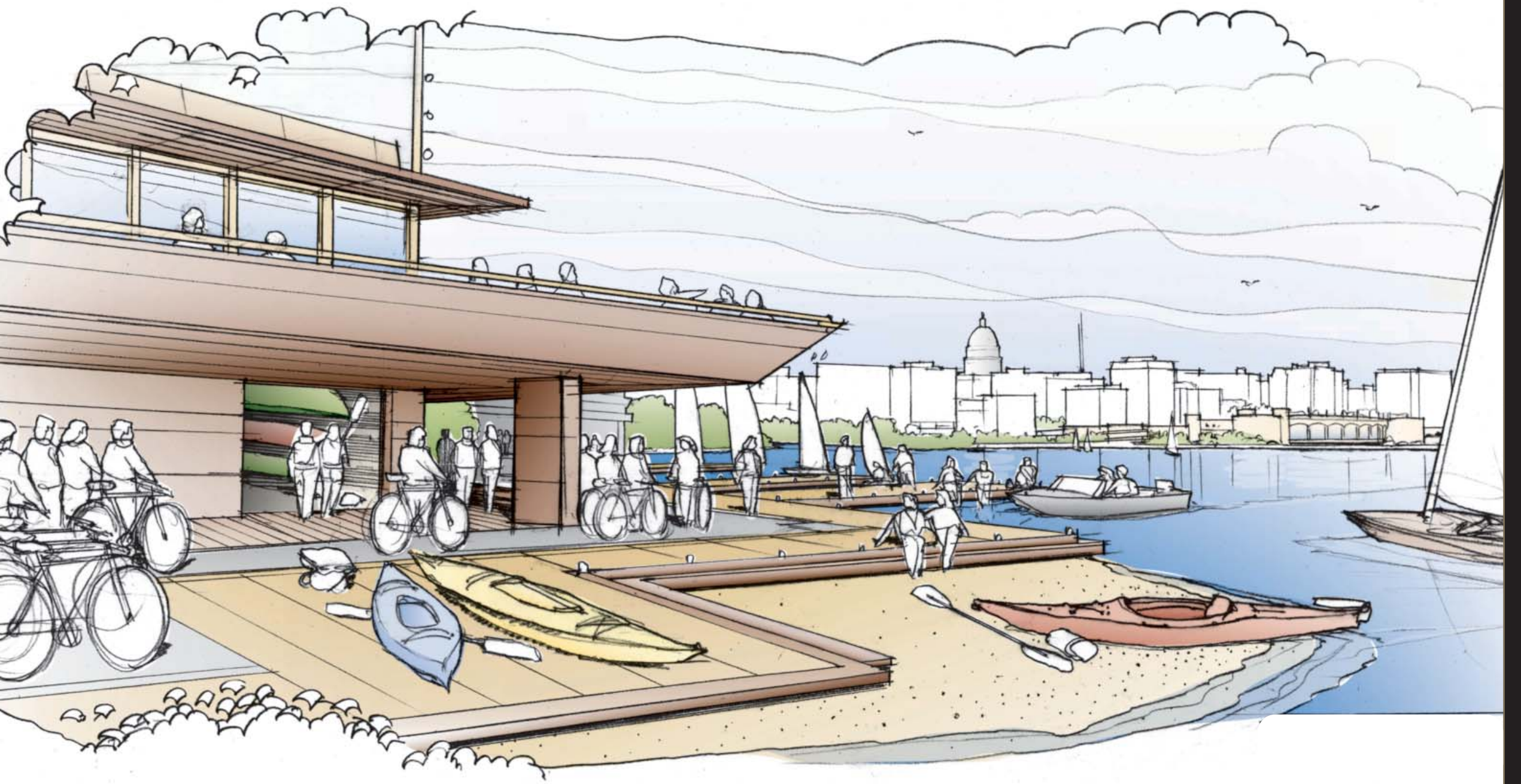
- Create center point for lake health and education
- Provide lake access
- Potential restaurant and services

Recommendations

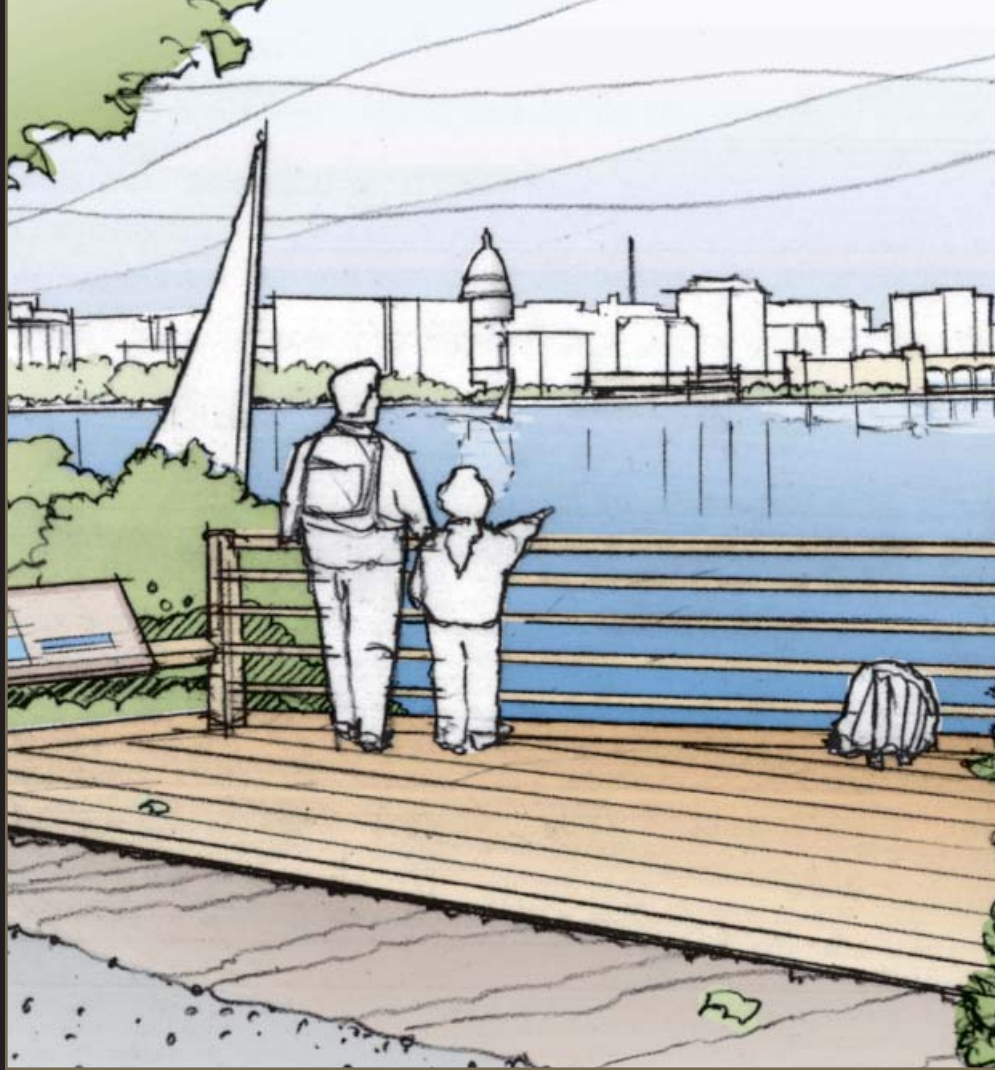
1. Reuse existing lake-side structure or build new facility on shoreline within Lakeside Street Terminus area
2. Construct docks and water access areas connected directly to the Center
3. Plan internal spaces to have visual and physical connection to lake

“Madison should become more and more of an educational city through the establishment therein of the various forms, forces and expressions of science, art, and culture ... parks and beautiful natural scenery will also be among these new educational forces.”

– John Nolen, “Madison a Model City,” 1911



education



Project M: Turville Park

Turville Park is a preserved natural woodland that few people think to visit today. By providing greater access to woods, prairie, lake, and overlook views, carefully restored shoreline, and better defined public areas, this project not only preserves but enhances Turville Park as a showpiece natural area and urban environmental classroom for enjoyment of nature, education, and low-impact recreation.

Planning Objectives

- Preserve landscape form, selected vegetation, and shoreline
- Increase access and awareness of woods, prairie, and lake offerings
- Enhance Capital City Trail experience
- Enhance educational use of park

Considerations for the Turville Park project include: topography, shoreline, land animal and fish habitat, flora type and location, current management initiative, and natural shoreline.

Recommendations

1. Preserve existing land forms, oak woods and savanna vegetation, and rare understory vegetation
2. Manage designated areas as oak woods, oak savanna, prairie, and oak woods understory (including spring ephemerals)
3. Preserve and improve all shoreline to “natural shoreline” condition
4. Consider three alternative trail strategies (*See Alternative Strategies for Turville Park trail improvements*)
5. Construct recreational trail
6. Construct lakeview pedestrian trail with amenities
7. Construct two overlooks along shoreline connected to Lakeview Trail
8. Build a lookout tower at east edge of prairie meadow, and telescope pad
9. Improve secondary system of earthen trails for hiking and skiing
10. Integrate unobtrusive signing for trail way finding, use policies, and education



Assessment of alternative strategies, Turville Park

The following proposes and assesses three alternative strategies for implementing a new Lakeview Trail and improved trail system in Turville Park. The alternatives all utilize one or more of three trail routes through the Park. The precise locations of these routes are still being mapped, but are roughly located on the Project Areas and Major Components Plan.

Alternative strategy 1

- Construct a bike/pedestrian trail near, but not on, the Lake Monona shoreline (East Route). Connect this trail to lake overlooks
- Enhance secondary hiking and ski trails

Benefits (+) and Drawbacks (-)

- + Biker access to Turville woods, lake views and overlooks
- + Aesthetic experience through woods and along lakeshore for bikers
- + Safe biking alternative to Capital City Trail
- + Fundable because it does not duplicate Capital City Trail
- + Provides officials with direct surveillance access to lakeshore areas of Park
- + Provides indirect access to lookout tower
- Steep trail or grading cut and fill required at south end of trail
- Potential safety conflicts between bikers and pedestrians on shared trail
- Disturbance of lakeshore area solitude experience for pedestrians
- Disturbance of woodland and lakeshore animal habitats

Alternative strategy 2

- Construct a bike trail near western edge of Turville Park (West Route)
- Enhance a pedestrian pathway (also accessible by police on bikes) near, but not on, the Lake Monona shoreline (East Route). Connect this trail to lake overlooks
- Enhance secondary hiking and ski trails

Benefits (+) and Drawbacks (-)

- + Biker access to Turville woods
- + Safe, direct biking alternative to Capital City Trail
- + Trail grade accommodates most riders
- + Minimal grading required
- + Reduces safety conflicts between bikers and pedestrians
- + Maintains solitude experience for pedestrians in eastern areas of Park
- + Maintains integrity of woodland and lakeshore animal habitats
- + Provides officials with direct surveillance access to all areas of Park
- Views include railroad right-of-way and rear of commercial operations
- No new access to lake or overlooks
- No direct access to lookout tower
- Funding issues; bike path duplicates Capital City Trail

Alternative strategy 3

- Construct a bike trail through the middle of Turville Park (Central Route)
- Enhance secondary hiking and ski trails; connect one of these trails to lake overlooks

Benefits (+) and Drawbacks (-)

- + Biker access to Turville woods
- + Provides direct access to lookout tower
- + Utilizes existing road grade
- + Provides officials with direct surveillance access to central area of Park
- + Mix of reasonable trail grade with some steeper sections
- + Provide indirect access to lake or overlooks
- Some grading required
- Potential safety conflicts between bikers and pedestrians
- Central trail location affects most of Park's solitude experience for pedestrians
- Central trail location affects most of Park's woodland animal habitats

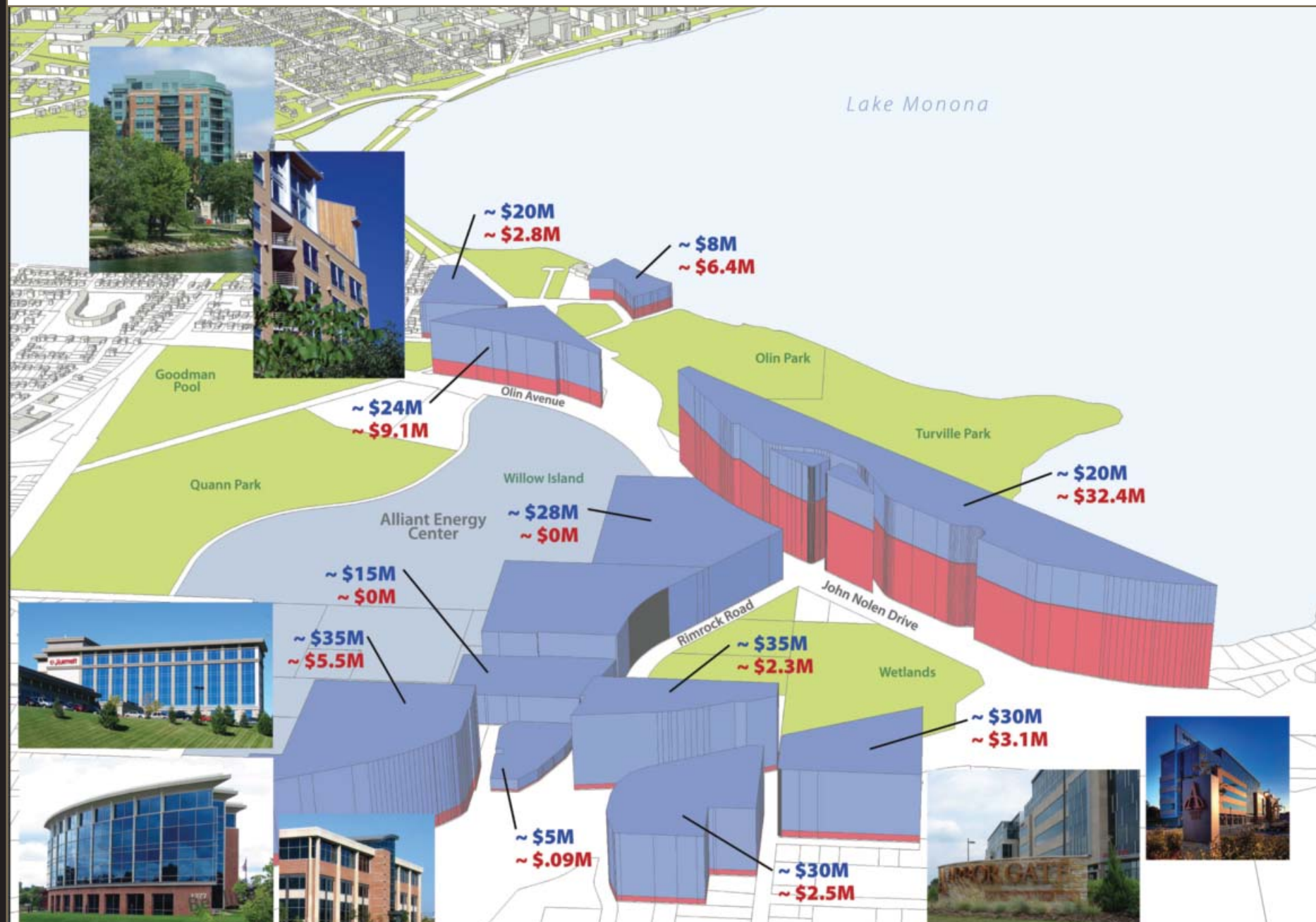
Additional Development Opportunities for Further Study:

In this concept section:

- Living on the Park/Drive
- Alliant Energy Center Campus

Adding a mix of uses and activity

The repositioning and investment in the Nolen Centennial Project area should include long-term redevelopment for several key areas in and around the Project to create a more dynamic mixed-use environment. Several underutilized sites could be redeveloped to provide additional residential, office and retail, and service-related business that would increase vibrancy, tax base, and attractiveness for convening and community events.



Preliminary estimates show that the long-term redevelopment of several key sites in the area could spur more than \$200 million in new tax base.

Redevelopment opportunities include:

- **Beltline North** – Hotel, office, and convening-related uses organized around a pedestrian spine extending from the AEC. The redevelopment should expand AEC’s presence on the Beltline.
- **Beltline South** – Prime gateway sites could accommodate mid-rise office uses that are oriented to the Beltline, with lake views similar to the Arbor Gate development to the west.
- **Alliant Energy Center** – Mixed-use development could include a major destination use, retail, hotel, office, residential, and convening and visitor-related service uses, all developed to be walkable to the AEC and the parks. Should include phase II of the existing hotel, which will connect it to the Exhibition Hall.
- **John Nolen/Turville Bay** – Continue infill with increased uses, programming and amenities that leverage the lake/park relationship.
- **Wingra Creek/Park Street** – The NCP project can significantly accelerate the redevelopment of Park Street if improvements are continued that connect Park Street to the lake and AEC area. Residential living along the Creek proximate to the project area, Health Care Main Street, Henry Vilas Zoo, and arboretum should be targeted with this new market/healthy living amenity context.
- **John Nolen/City View** – Mid- to high-rise residential and office would capture the dynamic view of the park, lake, and skyline, provide great access, and could take advantage of public transit and bike transportation to downtown.
- **Lakeside Street Terminus** – Over the long term, this residential and office use area could become a Lakeside Village, consisting of higher density residential uses, park user services, a lakefront destination restaurant, lodging, and greater lake access and activity.



additional opportunities



Project N: Living on the Park/Drive

This is a long-range recommendation to transform the uses and areas of John Nolen Drive into high-density residential and mixed-use development.

Planning Objectives

- Add a living presence to the NCP area
- Utilize the NCP amenities and views for high-quality residential living
- Increase density and tax base

Recommendations

1. Master plan identified sites
2. Align buildings to maximize views to park, lake, and skyline
3. Construct buildings to height conducive to views of park, lake, and skyline
4. Integrate transportation modes with new development
5. Connect new residences with park and NCP venues



Project P: Alliant Energy Center Campus

These recommendations transform the region's premier convening center into a unified, highly utilized destination for visitors and residents.

Considerations

- Existing facilities
- Existing circulation
- Parking needs/surface parking area
- Interface with Rimrock Road and John Nolen Drive

- Relationship to surrounding neighborhoods
- Overflow needs

Recommendations

1. Architectural entry features and signage
2. Parkways – porous campus, through streets
3. Addressing all the surface parking
4. Bring site development out to the Beltline Highway
5. Integrating significant private development
6. Unifying campus
7. Redevelopment and infill

additional opportunities

Alliant Energy Center Campus + Nolen Centennial Project: Attracting new markets, events, and programming

The vision for the Nolen Centennial Project area opens the opportunity to focus on expanding existing events and attracting new events and conventions not currently hosted here. Overall, this destination and convening grounds could be themed around “health” and “future,” including global health, human health and wellness, lake and environmental health, healthy living, etc.

The leadership of the Greater Madison Convention & Visitors Bureau, the hospitality industry, the Alliant Energy Center, Monona Terrace, and other collaborators should investigate potential opportunities in several areas:

- Expanding the experience for the World Dairy Expo
- Targeting / creating national and international, regional and local food movement events

- Targeting next generation agriculture and bioscience events
- Pursue inland lake fishing, ice fishing or boating events that honor our lakes and values
- Utilizing enhanced facilities established for World Dairy Expo for regional or national equine or livestock events
- Constructing additional, strategically placed sporting venues would create complementary sporting event opportunities for the destination
- Accommodating the potential future needs of the University of Wisconsin-Madison



As more large-scale events such as The World Dairy Expo are hosted here, the community could be more involved in celebrating an event that is unique to Madison. This graphic was created to spark discussion and offer a few ideas for integrating The World Dairy Expo and the community during the event. The Expo brings more than 70,000+ dairy industry enthusiasts from 95 countries to Madison every year. These visitors need places to stay, dine, recreate, shop, gather, and relax after the Expo, along with stronger connections between the AEC to the downtown, expanded transportation and entertainment options, and accessibility. Madison has the opportunity to welcome visitors and draw more attendees further into the downtown while greatly expanding the potential tourism dollars these visitors spend throughout their week.

new markets

The whole is greater than the sum of its parts

With Madison moving the Rhythm and Booms celebration downtown in 2014, the need for additional connection, safety, and parking options becomes immediately apparent. By connecting the Alliant Energy Center campus to the lakefront, public spaces, parking, and downtown, Madison can greatly expand its options for multiple connected venues and the scale of events the area can attract.

Like London, New York, and other global cities, Madison is bringing its fireworks show to the downtown waterfront beginning in 2014. Photo courtesy of Focal Flame Photography



Ideas for expanding the offerings of the Nolen Centennial Project venues:

VENUES:	Rhythm and Booms	World Dairy Expo
Monona Terrace	Viewing, vending, and public safety	Bluegrass, Beer & Brat Welcome
Causeway Crescent	Walk/bike/skate to the event	Walk to /B-cycle to downtown, Cows on Parade
Reflection Point	Picnic and fireworks viewing	Cows on Parade (from AEC to Downtown)
Amphitheater	Live orchestra for fireworks, ticketed seating	Country music performance
Olin Pavilion	Family grill out	Cheese contest, judging and beer pairings
Lake Center	Paddle out to view; ticketed indoor view party	Walkable waterfront destination
Olin Park	Fireworks viewing	Cows on Parade (extends to Downtown)
Turville Meadow	Fireworks viewing	Grass-fed dairy exposition (cows, sheep, goats)
Land Bridge	Access from parking at AEC, Revolution Parade	Cows on Parade (from AEC to Downtown)
Willow Island	Taste of America	BBQ contest and cheese tasting
Quann Park	Picnic area	Animal Trailer accommodations
Barns	Parking	Accommodation & viewing: cows, goats, sheep
Coliseum	Rodeo, bike race or charity game	Livestock show and judging
Exhibition Hall	Destination Expo	World Dairy Expo commercial exhibition
Hotel/Conference	Special price lodging	Special price lodging



events/venues

The Nolen Centennial Project as Economic Development:

Starting on even just a few of these projects can be an economic catalyst for our area economy.

The following are opportunities and recommendations from the NCP Economic Development Subcommittee.

How much more could this area do for the city's and region's economy?

The Nolen Centennial Project area is a critical piece of our region's economic future. As the region grows as a hub of innovation and creativity, a place for healthy, active living, and environmental stewardship, it can also grow as a celebrated visitor destination. Clearly there is great opportunity to considerably expand the role for this area.

The project area can become a much stronger convening and event center, and a catalyst for the expansion of our economic future in valuable emerging global economies.

On the ground, the reinvestment in this part of the city can have a significant economic development impact not only on the Nolen Centennial Project area, but on key areas along the Beltline, Park Street, and downtown as well.

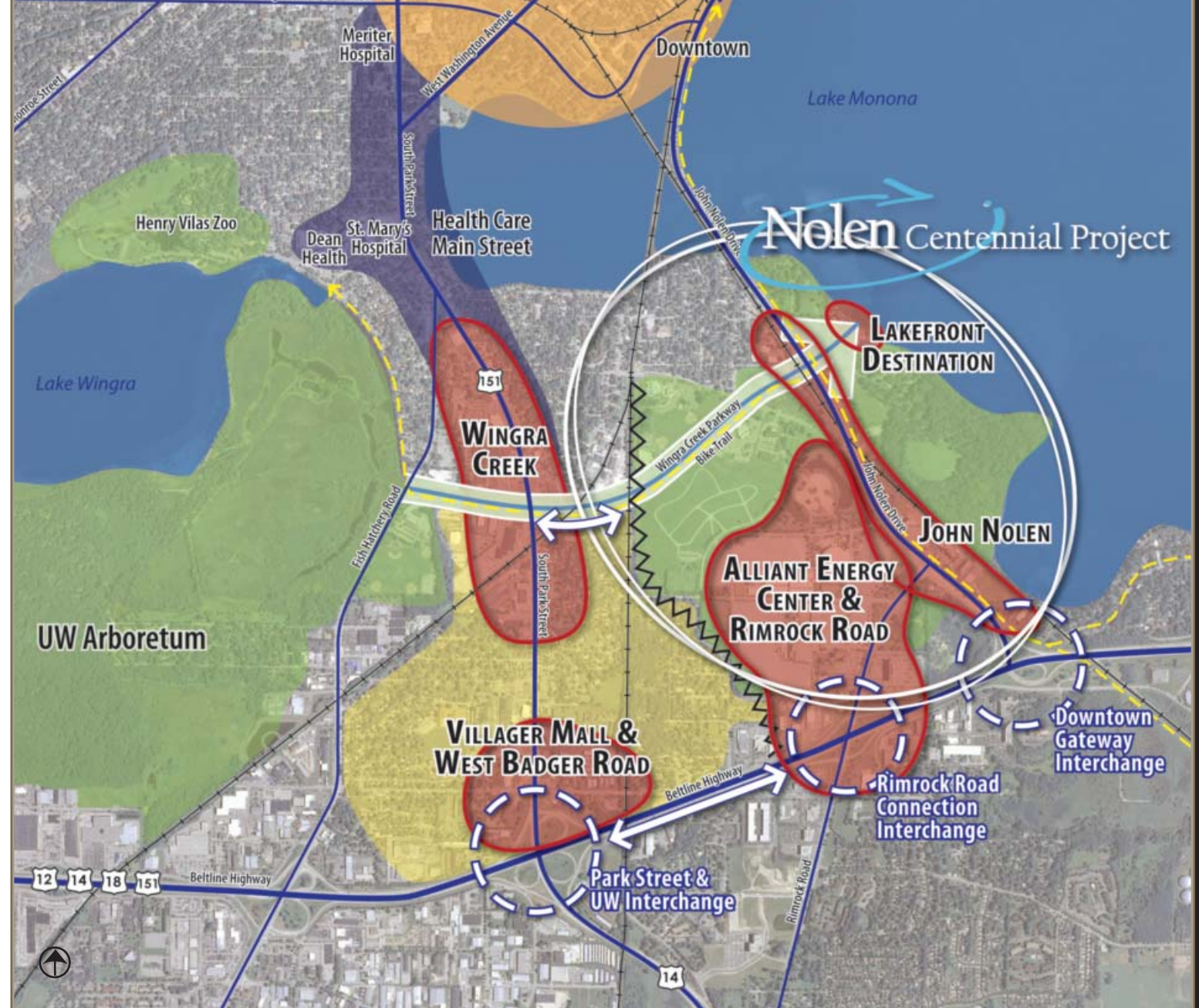


“It is time to recognize that one important element in Madison's prosperity is its beauty.”

– John Nolen, “Madison a Model City,” 1911

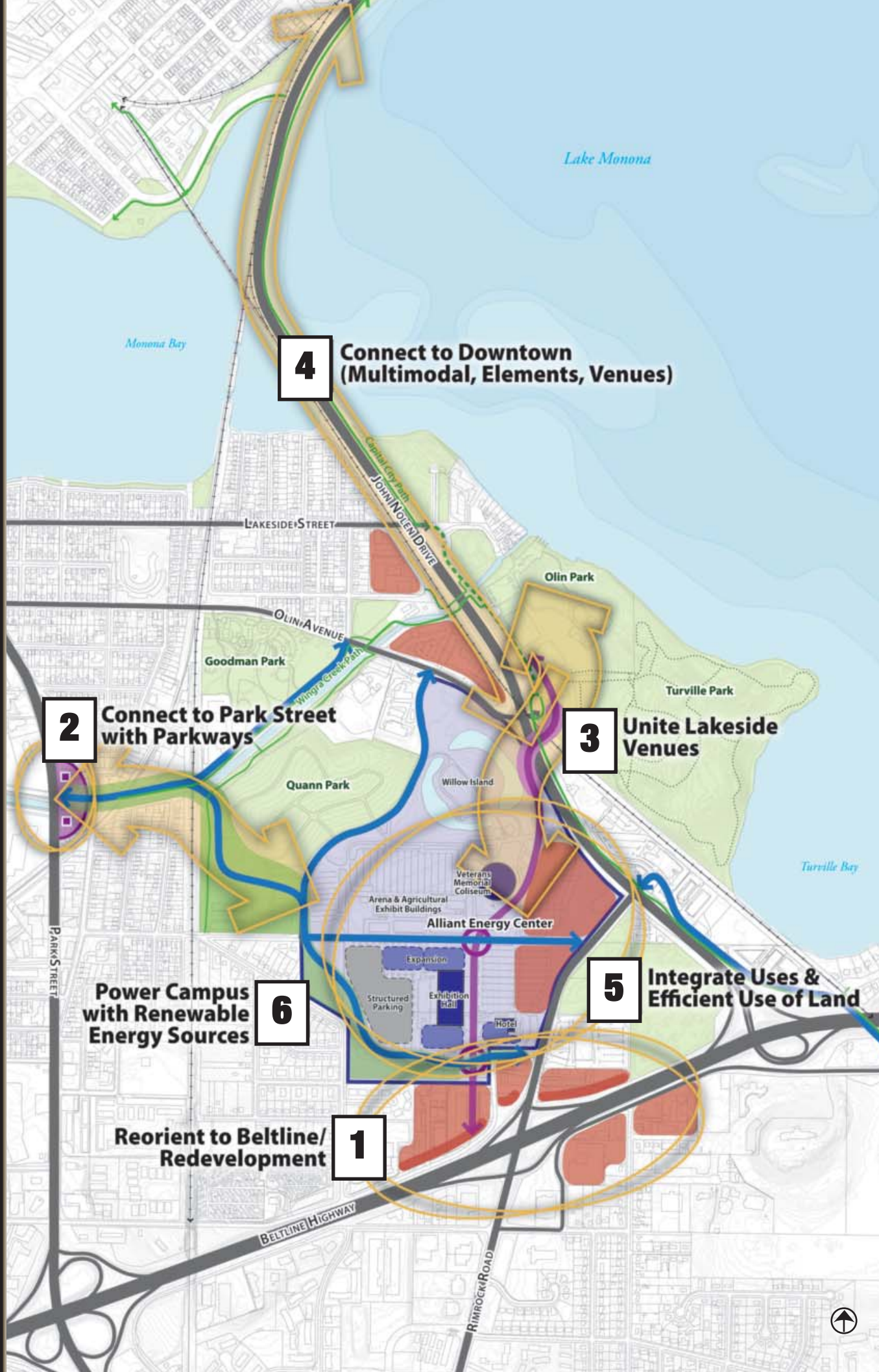
The Nolen Centennial Project will provide direct economic impact in four ways:

1. Expand events and grow new events that bring revenue into the community
2. Spur a significant increase in tax base in and around the project area
3. Help grow our existing and emerging economic sectors (ag and food, dairy, bike manufacturing, biotechnology, health care, and health IT, etc.)
4. Create an active destination that will enhance the attractiveness and quality of life for a growing city and region



Improvements in the Nolen Centennial Project area will help connect and provide access to the neighborhoods of Wingra Creek, Park Street, Villager Mall, and West Badger Road, as well as on the interchanges connecting the Beltline to John Nolen Drive, Rimrock Road, and Park Street. Improvements along Wingra Creek can also create a stronger recreational corridor that runs all the way from the Arboretum along Wingra Creek to the Monona lakefront.

economic catalyst



Recommendations for development, land use, transportation, and circulation

1. **Reorient Alliant Energy Center (AEC) to the Beltline, and redevelop the Rimrock Road interchange.** Increase the presence and market exposure of the AEC on the Beltline, creating a mixed-use district that builds a stronger pedestrian-oriented convening and event destination and service district. Uses should include hotels, restaurants, and other convening-related business.

Redevelopment of the northeast quadrant of the interchange should include the assemblage of several parcels, realignment of Badger Road, and the extension of a pedestrian and civic space facing south from the existing exhibition hall.

Properties on the southeast quadrant of the interchange should be assembled for multi-story office redevelopment.

2. **Create a public Park Street entry and parkway drives through the AEC/park grounds.** Explore a new Grand Wingra Creek entryway and roadway system that connects Park Street to the AEC, parks, and lakefront starting at the intersection of West Wingra Drive and Park Street. This new through-street would provide greater access to the AEC and park uses and would help spur redevelopment along Wingra Creek east and west of Park Street. It would also expand infill market opportunities on the AEC grounds.

land use

3. **Unite lakeside venues and the AEC grounds.** Functionally, John Nolen Drive creates a significant pedestrian barrier between the AEC grounds and Olin-Turville Park. A land bridge and new multi-purpose pedestrian, bike, and service spine will create the opportunity to expand and unify the event grounds on both sides of John Nolen Drive, significantly improve pedestrian safety, and help connect the AEC to the lake and downtown.
4. **Create a seamless connection to downtown.** Creating a seamless and user-friendly relationship with downtown will greatly increase the success of the AEC, the use of the parks, and will create a major destination for downtown residents and visitors.

A stronger connection can be achieved through the improvement of the causeway into a safer and more celebrated entryway and link. Expanded B Cycle stations, and trolley and long-term rail circulation systems should be explored. A banner system that celebrates the city and events within the Project area should be integrated from the Beltline to downtown as an early low-cost improvement.

Events that comprehensively utilize the downtown/Monona Terrace, Reflection Point, Olin-Turville Park, and the AEC should be planned and targeted.

5. **Integrate the AEC-related uses and parking/lands.** The AEC grounds have more than 6,000 paved parking spaces. The structuring of parking will allow for greater integration of new development, making the grounds a more 24-hour/365 days-a-year destination.
6. **Create a green campus by powering the AEC with renewable energy sources.** The AEC grounds could be a model green-energy convening destination, expanding its market attractiveness to regional, national, and international energy and green-minded convening events. Powering the campus by the use of biogas generated at the adjacent Madison Metropolitan Sewage District facility should be explored, as well as installation of massive solar arrays on flat roofs, parking structures, and parking lots.

Implementation of the Nolen Centennial Project:

Momentum,
participation, and
specific strategies to
bring the ideas in
this vision to fruition.



Process and Implementation

The following are initial thoughts on implementation elements. These are to be further defined and expanded prior to the implementation of each individual project.

- Garner a City of Madison and Dane County Resolution of Support for the Nolen Centennial Project Vision, and commitments to serve on the Nolen Centennial Project Board
- Create the Nolen Centennial Board of Directors and teams to help Dane County and the City of Madison develop a long-term vision and plan for the Alliant Energy Center grounds, exploring the concepts identified in the Nolen Centennial Project process
- Arrange a meeting between the City of Madison Parks Planning and Continuing Education stakeholders and the Nolen Centennial Project Board, and help committees prepare an implementation plan and begin planning for individual elements and project funding

The Reflection Point area of the Nolen Centennial Project (opposite page) is one of Madison's most visible sites—the perfect spot to make a statement about what it is to have a strong viewpoint, and be in the unique, lake-defined capital and university city of Madison, Wisconsin.

implementation

Report from the Task Force Finance & Implementation Subcommittee:

Targeted
funding strategies
and strategic timings
for early projects help
make each
component of the
Nolen Centennial
Project feasible.

Financing and implementation

The Nolen Centennial Task Force formed a special Finance and Implementation Subcommittee to study and deliver the following:

- Recommendation on early phase projects
- Funding strategy for early projects
- Complete lists of recommended funding options to investigate for all project components
- Timing of fundraising announcement/initial investors
- Identification and recommendations for formal governing body/implementation structure

Recommendations

1. **Start with Reflection Point** – Reflection Point is considered the Project area's most visible and underutilized site. Phase I should include shoreline improvements, a Lakeview terrace, the first leg of the Lakeview Trail, a large signature sculpture, a high quality shelter building with restrooms, parking landscaping, and start and finish structures for small to mid-sized community races and events. The improvements to Reflection Point will be the catalyst to move the overall project forward. Private funding will be targeted to fund the majority of the reflection point project. Grants and City of Madison funds are proposed for gap funding.
2. **Utilize Tax Incremental Funding (TIF)** – A TIF District should be utilized to help drive new development and tax base in the area, as well as fund major public improvements that help attract private investment.
3. **Investigate use of a Special Taxing District** – As a major convening destination in the State dedicated to advancing our existing and emerging economies, this area could be a special taxing district that helps direct various taxes generated on site back to fund the capital improvements and operations of this special economic visitor district.
4. **Create a Project Implementation Team** – The overall NCP project has many individual projects and partnering organizations. An implementation team of leading staff members should be formulated that would meet regularly to advance the project, work to secure funding, guide development and design, and ensure multiple projects are seamlessly integrated.
5. **Create a Nolen Centennial Project Board of Directors** – The NCP will need an executive-level board to oversee and advocate for NCP development, help secure resources and investors for implementation, and provide coordination between multiple stakeholders and component initiatives.

Phase I TIF – The Phase I TIF is proposed to aid in the initial redevelopment and improvements along John Nolen Drive.

Phase II TIF – This would be a more comprehensive, area-wide TIF including a large area south of Olin Drive, incorporating identified parcels south of the Beltline.

“A city park system cannot be made by private efforts. The power and purse of the public are needed.”

– John Nolen, “Madison a Model City,” 1911

	Cost Estimate	Stakeholder Funding Partners	Funding Opportunities	2015	2016	2017	2018	2019	2020	2021	2022	2023
A. Causeway Crescent	\$1.5M - \$2M	City of Madison WisDOT GMCVB DMI	WisDOT TE Grant Wisconsin Department of Tourism									
Select grading and vegetation removal; Natural shoreline restoration; Retaining structures; Earthwork; Bike and pedestrian pathways; Safety structures; Stormwater management structures; Overlooks; Signage and pathway markings; Landscaping; Lighting; Indirect construction costs (i.e. design, permitting); banner system.												
B, C. Reflection Point	\$6.0M - \$8.0M	Private sector/corporations Local foundations Private sector - public art/site features/shelter City TIF - utility/road infrastructure WisDOT, City of Madison - bike trails National Endowment for the Arts	WDNR Sport Fish Restoration WDNR Local Water Quality Planning WDNR Lake Protection Grants									
Capitol Skyline View Lawn (including site features); Reflection Promenade; Reflection Point Feature (destination feature); Earthwork feature; High-point Overlook; Woodland park (i.e. grading, vegetation); Shoreline treatments; Lake View Train and woodland pathways; Shelters; Docks; Drive and parking lots; Programming.												
D. John Nolen Drive Frontage Road Extension	TBD	City of Madison										
E. Land Bridge	\$10 - \$12M	City of Madison/TIF Dane County State of Wisconsin Private donors Public arts foundation Federal DOT	DOT TIGER Grant									
Site preparation; John Nolen Drive lane realignment; Bridge structure; Earthwork; Finish ground plane materials; Lighting; Special features (i.e. turbines, lighting, sculpture); Signage and signaling; indirect construction costs (i.e. design, permitting).												
F. Lakeview Trail	\$1M - \$1.5M	City of Madison Trail User Groups	WisDOT TE Grant WDNR Stewardship Grant									
Site acquisition; Trailheads; Grading and pathway preparation; Pathway (crushed stone); Boardwalk at Turville Bay; Lighting; Signage; Indirect construction costs (i.e. design, permitting).												
G Wingra Creek Corridor	TBD	City of Madison WDNR										
Site acquisition; Shoreline treatments; Waterway improvements; Indirect construction costs (i.e. design, permitting).												
H. Multi-Modal Park & Ride	\$14M - \$15	WisDOT - park and ride WisDOT - bicycle facilities MG&E - vehicle charging stations Madison Metro Madison Parking Utility	DOT TIGER Grant Focus On Energy - Solar									
Site acquisition; Structure construction; Connection to Land Bridge; Renewable energy features (i.e. turbines, PV cells); Indirect construction costs (i.e. design, permitting).												

funding

	Cost Estimate	Stakeholder Funding Partners	Funding Opportunities	2015	2016	2017	2018	2019	2020	2021	2022	2023
I. Amphitheater	TBD											
J. Olin Park	TBD											
Olin Hill and Oak Savanna landscape restoration; Olin Pavilion site improvements; Amphitheater; Special use pavilions and overlooks (4); Pedestrian pathways; Olin Meadow event grounds; Turville Park trailheads (2); Boat launch and parking enhancements; Seating; Mouth of Wingra Creek overlook; Lake View Trail; Lakeshore stormwater management features; Historic markers; Indirect construction costs (i.e. design, permitting).		City of Madison DNR Private Interest Groups - shoreline Private donors - amphitheater Madison Parks Foundation	WDNR Stewardship Grant WDNR Sports Fishing Grant WDNR Urban Nonpoint Source Storm Water Planning Grant WDNR Urban Forestry Grant									
K. Quann Field & Goodman Park	\$3.2M - \$3.7M											
Parkway and parking; Grading and landscaping; Lighting and signage; Athletic fields and courts; Indoor athletic facility; Tower feature; Indirect construction costs (i.e. design, permitting).		City of Madison WDNR Private donors	WDNR Stewardship Grant									
L. Lake Center	\$9.0M - \$12M											
Site acquisition; Site development; Building (new or renovation); Small boat launch facilities and docks; Overlooks, Exhibits (exterior); Exhibits (interior); Indirect construction costs (i.e. design, permitting); Ongoing operations.		Private/corporate donors Army Corps of Engineers USDA City TIF - infrastructure National Science Foundation Clean Lakes Alliance U.S. Fish & Wildlife Yahara Watershed Groups University of Wisconsin	WDNR Sport Fish Restoration WDNR Local Water Quality Planning WDNR Lake Protection Grants									
M. Turville Park	TBD											
Open Oak Woods restoration; Invasive species removal; Shoreline enhancements; Hiking trail improvements; Bike trail (low-speed, crushed stone); Interpretive signage; Telescope pad; Overlooks; Lookout tower; Indirect construction costs (i.e. design, permitting).		City of Madison Private Interest Groups - Cross country skiing Olbrich Gardens UW Arboretum	WDNR Stewardship Grant WDNR Urban Nonpoint Source Storm Water Planning Grant WDNR Urban Forestry Grant									
N. Living on the Park/Drive	TBD											

	Cost Estimate	Stakeholder Funding Partners	Funding Opportunities	2015	2016	2017	2018	2019	2020	2021	2022	2023
O. Alliant Energy Center Campus	TBD											
Roadway reconfiguration; Surface parking reconfiguration; Site preparation; Exhibition Hall expansion; Coliseum improvements and enhancements; Parking structures; New barn facilities; Pedestrian spine; Lighting, signage, flag and banner poles; Water features and landscaping; Tower feature; Willow Island enhancements; Site improvements and streetscaping; Indirect construction costs (i.e. design, permitting).		Dane County Private developers City of Madison World Dairy Expo GMCVB	Focus On Energy - solar									
P. Parkway System	TBD											
Site acquisition; Site preparation; Bridges (@ railroad and Wingra Creek); Roadways; Lighting and signage; Safety structures; Indirect construction costs (i.e. design, permitting).		City of Madison WDNR										
Q. Beltline Interchange Enhancement	\$300,000											
Features; Lighting; Landscaping; Indirect construction costs (i.e. design, permitting).		City of Madison WisDOT										

funding

What You Can Do to Help Advance the Nolen Centennial Project:

With the public embracing this civic vision, and individuals to champion specific project elements, we can make it happen.

Your part in helping to connect people to the lakes and secure Madison's sustainable, healthy future

Madison has been designing and building the Model City for over 100 years. This community has become a dynamic seat of government, built a leading University city that has helped us to become technology leaders, and fostered an enviable quality of life. We have rebuilt and created higher-density infill downtown, and begun to reinvent the Capitol East District as a new live-work center.

Yet to complete the whole of the Nolen vision for our unique city on the lakes, we must still do a better job of connecting people to those lakes, and

providing recreational and gathering spaces on a scale that will allow our Central City to remain healthy, sustainable, and vibrant as it grows.

The Nolen Centennial Project is a bold, thoughtful Vision for the one remaining area of our city that has yet to be fully realized. It's a big project that will need your help and support. It will take a combination of public and private drive, time, and investment.

We have taken an important step in putting forth a Vision and engaging the community leaders in an important dialogue.

Let's all work together to make a bold vision become reality.

Tim Metcalfe, President & Co-Owner of Metcalfe's Market and Chairman of the Nolen Centennial Project Advisory Task Force; and Kevin Metcalfe, Vice-President & Co-Owner of Metcalfe's Market and Nolen Centennial Project Advisory Task Force Founding Member



“Outdoor life and outdoor sports in Madison ... make an indispensable contribution to the legitimate pleasure of life, to health, to the checking of disorder and crime, to the preparation for adult life and to the formation of character.”

– John Nolen, “Madison a Model City,” 1911



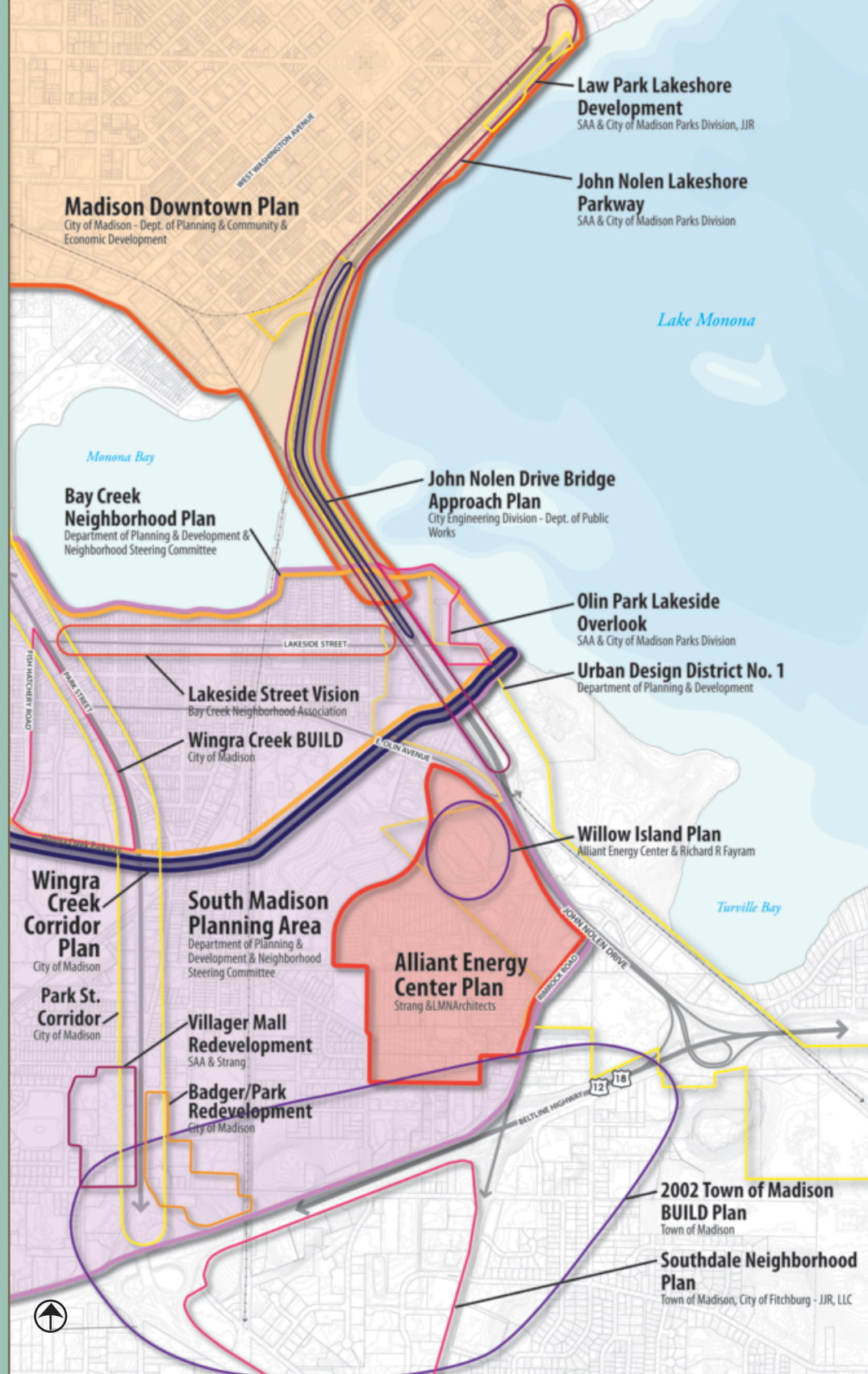
getting involved

Appendices

Appendix 1: Uses and Activities

Venues & Facilities	Convening						Local & Daily Use							Special Events				Traveling Through					
	World Dairy Expo	Green Drive Expo	Madison Food & Wine Show	Canoeecopia	Midwest Horse Fair	Heartland Velo Show	Biking	Boating	Walking & Running	Swimming	Playing Organized Sports	Gardening	Dog Walking	Learning	Resting	World's Largest Brat Fest	Ironman Competition	Paddle and Portage	Holiday Light Show	Private Celebration Events	Music Festivals	Driving from Beltline to Downtown	Biking Through
Indoor Venues																							
Monona Terrace	●	●	●		●								●	●		●	●		●	●		●	
Exhibition Hall	●	●	●	●	●	●							●	●					●	●			
Coliseum	●	●	●	●	●	●									●				●	●			
Meeting Center	●	●	●	●	●	●							●						●				
Barns	●	●			●	●							●										
Olin Pavilion (Normal Hall)	●		●		●	●							●	●	●		●		●	●			●
Lake Center				●				●		●				●			●						
Outdoor Venues																							
Willow Island	●		●	●	●	●		●		●					●				●	●			
Olin Amphitheater			●										●	●		●		●	●	●	●		
Olin Lakeside			●				●	●	●	●						●	●	●	●	●	●		●
Olin Field	●	●			●	●				●						●	●	●	●	●	●		●
Assembly Hill	●		●										●	●			●	●	●	●			
Wingra Pavilion								●					●	●			●		●	●			
Quann Field	●	●		●	●			●		●	●	●								●	●		
Land Bridge	●	●	●		●	●	●		●											●			●
Turville Meadow or Woods							●	●	●				●	●									●
Reflection Point			●				●	●	●	●				●			●		●	●			●
Off-Shore Water and Ice			●				●	●	●	●						●							●
Facilities																							
John Nolen Drive	●	●																				●	
Olin Drive		●																				●	
Parkways (Internal)	●	●					●															●	
Lakeview Trail					●	●		●					●										●
Capital City Trail					●	●		●									●						●
Wingra Creek Trail			●		●	●																	
Multi-modal Center	●	●			●	●																	●
Wingra Launch and Harbor			●				●										●						
Lakeside Village	●	●	●		●		●							●		●							●

Appendix 2: Site Analysis

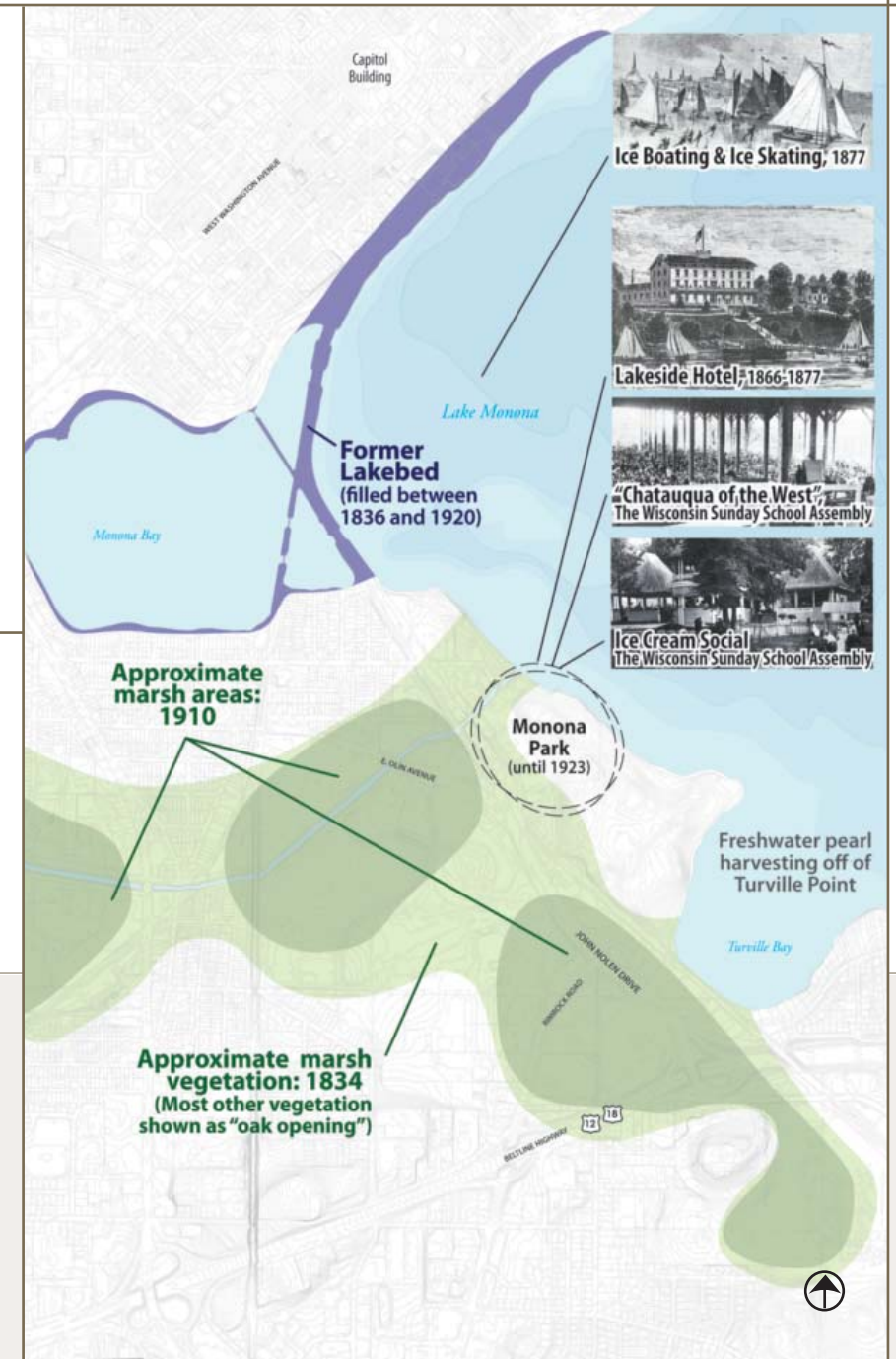


Existing area plans

The area is comprised of public lands, neighborhoods, and corridors all of which have been studied and planned. The NCP respected and was informed by and integrated this previous work and recommendations.

Historical context

The history of activity in this area is rich. A popular gathering spot among native people for centuries, the Project area evolved new uses as the city grew. It has a heritage of recreation, convening, hosting visitors, and exchanging of ideas inspiring today's proposed uses and spirit.



history

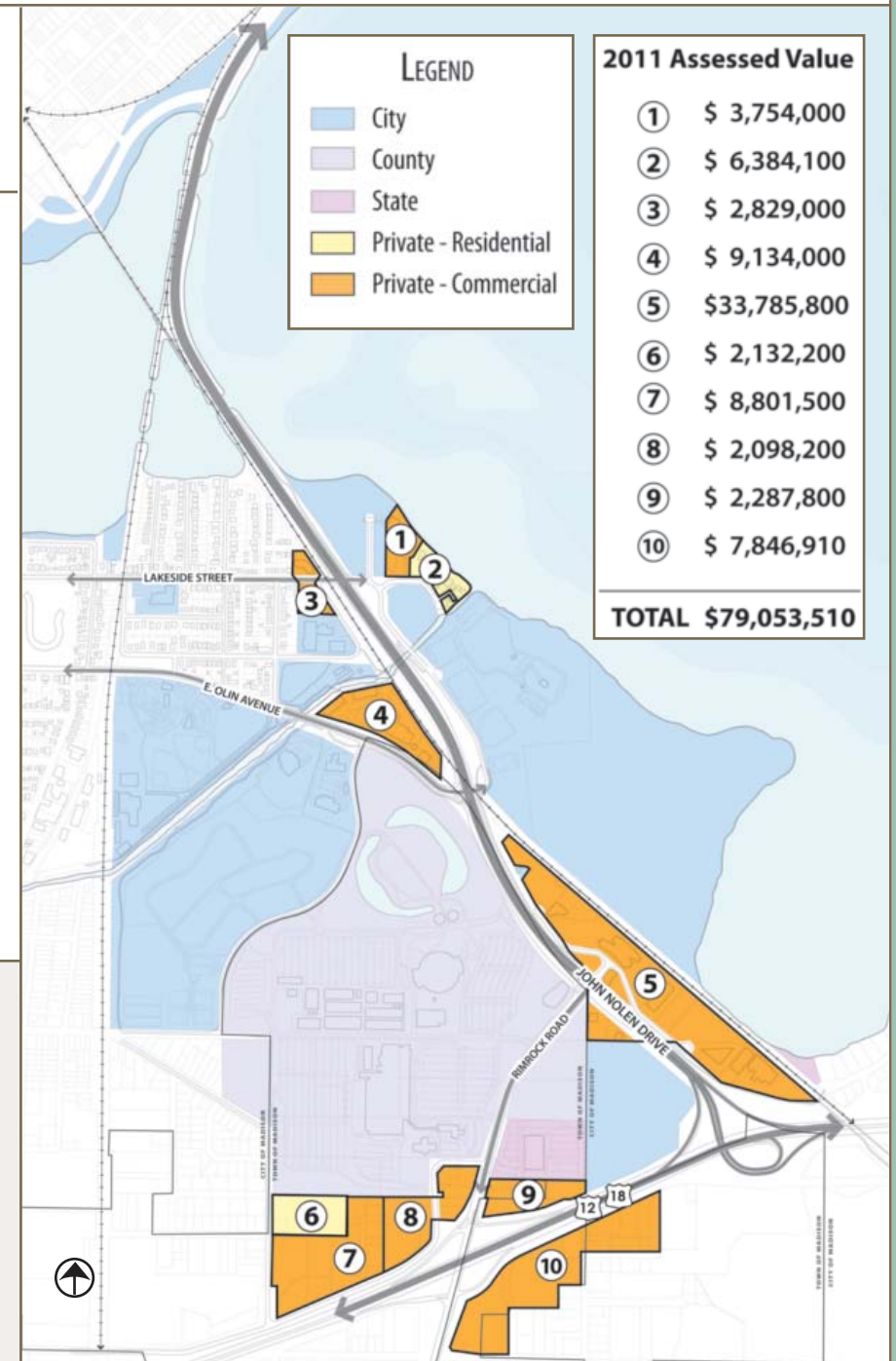


Jurisdiction analysis

The multiple jurisdictions and complex ownership within the Project area present both challenges and opportunities. The City, County, and Town all have jurisdiction, property, and interests here, offering leveraging opportunities for positioning this area to serve multiple or shared local, county-wide, and regional interests.

Assessed value

To fund any vision as grand as the NCP, associated private development are needed. This partnership of public leadership and vision with private investment has historically been a great recipe for success in Madison. Analysis showed that there are, and will be in the future, many opportunities for redevelopment that can support and be supported by the more common public amenities and infrastructure.



political context

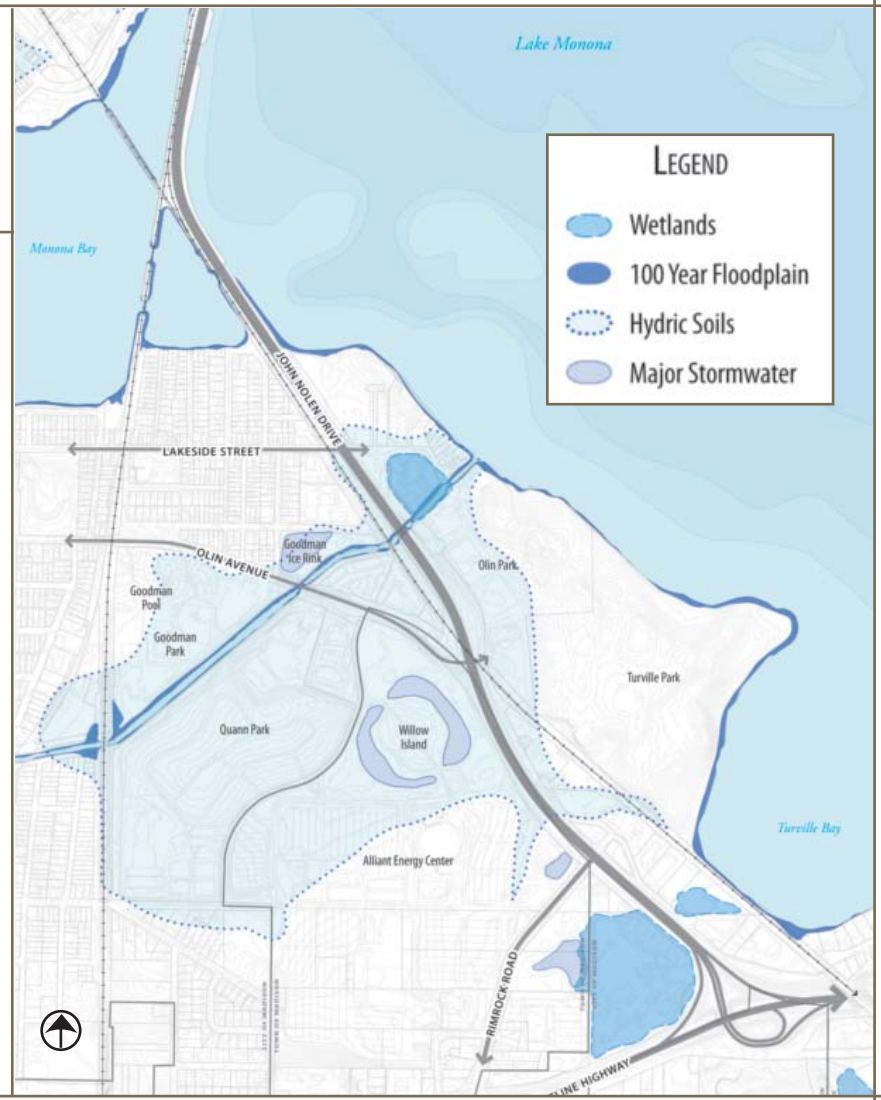


Landscape character

The landscape character of the NCP presents unique opportunities. For a relatively small urban area, the landscape in the Project area is diverse in topography, vegetation, and hydrology. It offers lake, pond, creek, woodland, meadow, savanna, and lawn. It has level open spaces and steep wooded shoreline. The NCP locates uses and recommends improvements that respect and utilize this diverse landscape character.

Hydrology

The hydrology of the Project presents complex challenges for managing storm water and lake quality. Much of the area consists of hydric soils (permanently or periodically water-saturated). Areas that fall within the 100-year floodplain also exist all along the shoreline from the causeway to Turville Bay and Wingra Creek.

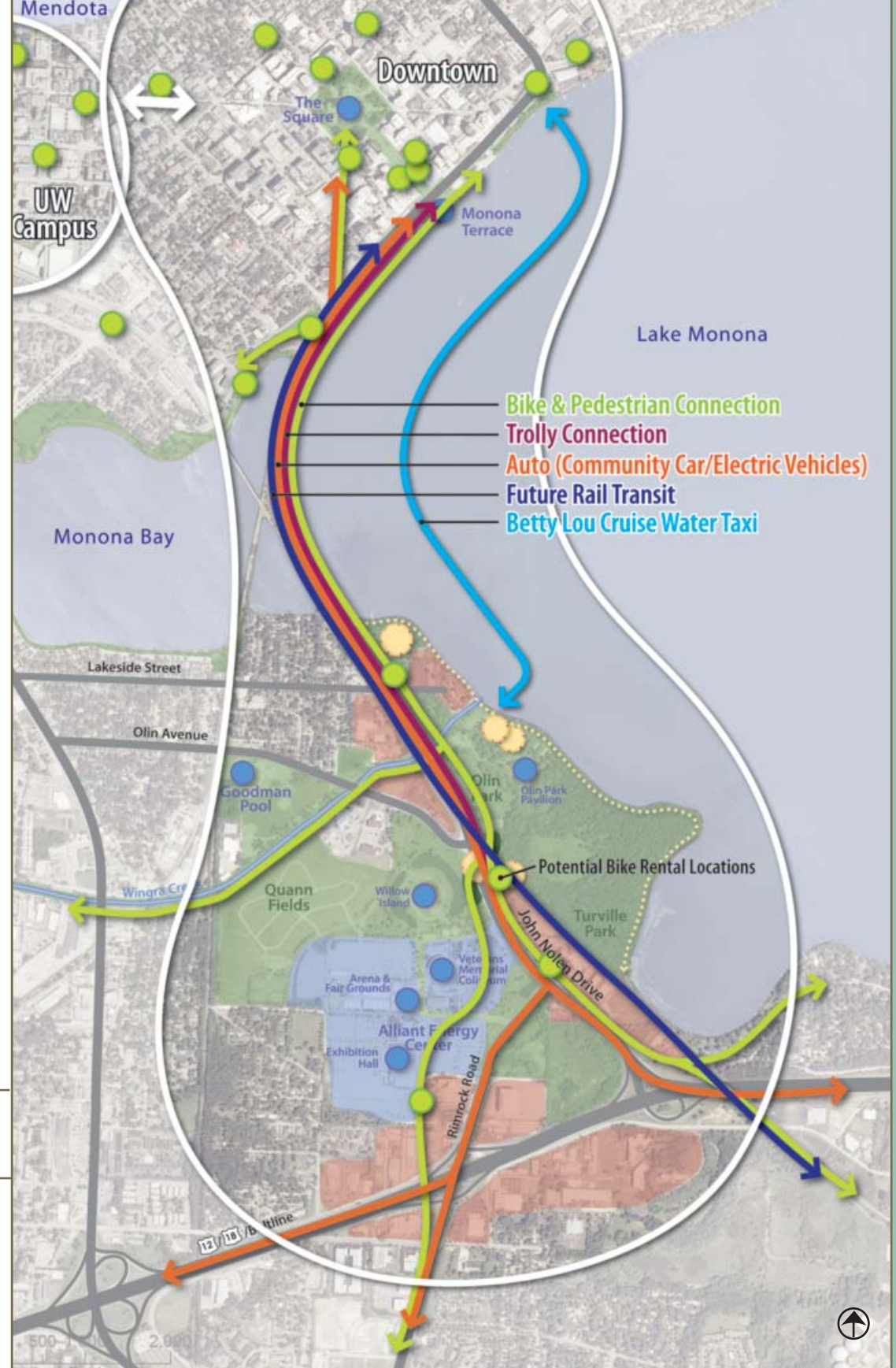


landscape



Circulation analysis

Major circulation corridors, from the Beltline to Lakeside Street are vital to providing circulation for a city shaped and surrounded by lakes. While the lakes are one of the area's greatest assets, they also make circulation from one place to another a challenge. John Nolen Drive is a key circulation corridor and entry point for cars, bikes, rail, and other means of transport. The NCP aims to make this multi-modal corridor a defining user experience as it passes along and over the water and opens views to the downtown.



Area connections

To achieve goals of greater connectivity and access, the Project considers multiple modes of transportation to link destinations in the downtown and NCP area. The Project aims to provide an interconnected system of pedestrian, bike, auto, specialty vehicles, trolley, rail, and water transportation options to serve and link the downtown and adjacent neighborhoods to the area's great open recreational and gathering spaces.

connection



Lake activities

Existing lake activities help inform future use of the area, and allow estimation of the lake's value for recreational activity. This end of Lake Monona offers open water areas large enough and close enough to accessible shoreline to support community events (e.g., Paddle and Portage), competitions (e.g., rowing course), entertainment (e.g., ski show) and recreational rowing (staged from Brittingham Park). Some of the best fishing in the Dane County area can be found here. The NCP incorporates, supports, and enhances these existing activities.

Lake access

Thoroughly understanding Lake Monona's existing and future opportunities and constraints for providing public lake access is critical to shaping opportunities and projects for the NCP. Olin/Turville Park offers more potential publically accessible lakeshore than any other single location on Lake Monona. The NCP aims to preserve and build on these assets for the city's future.

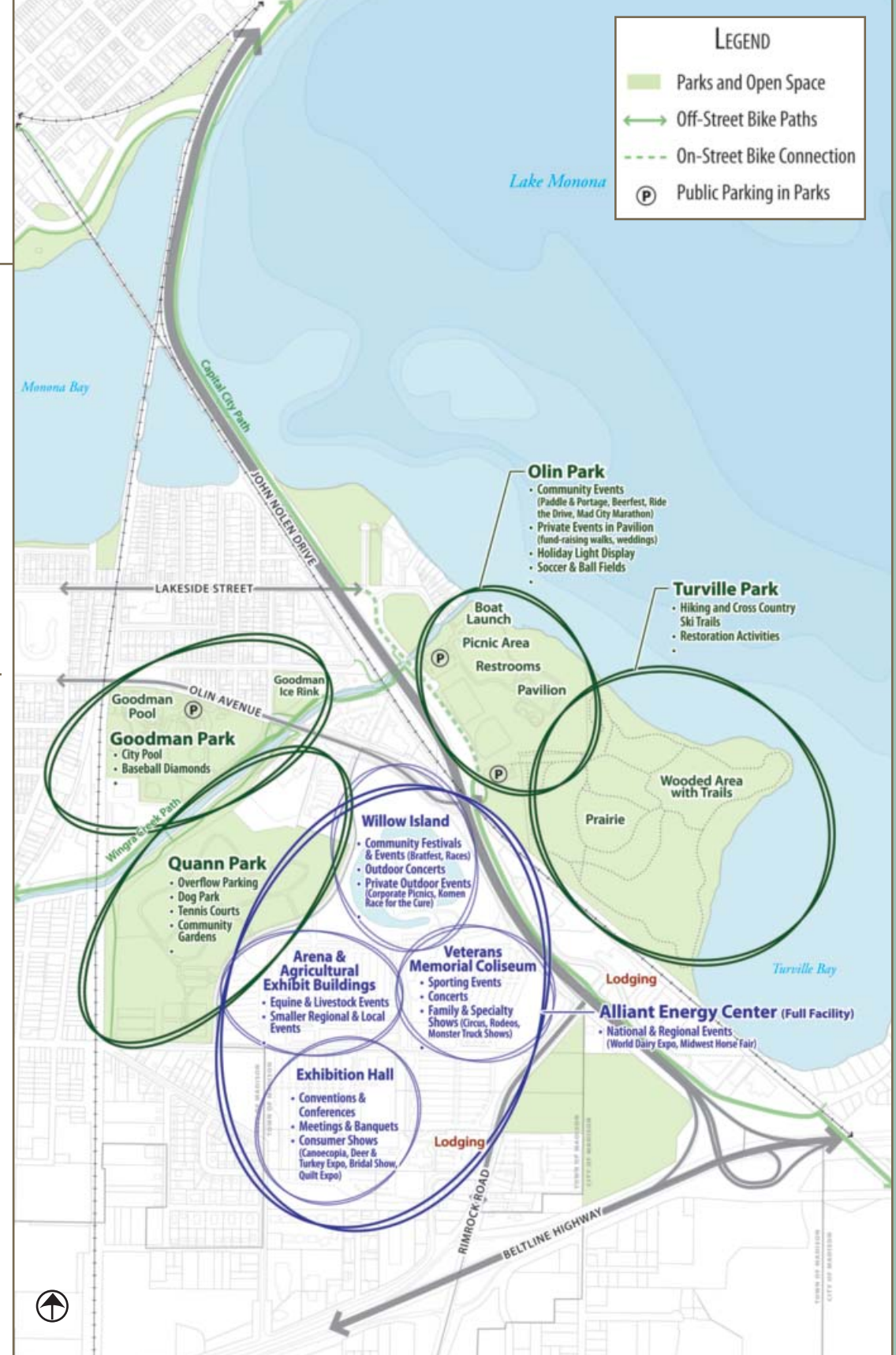
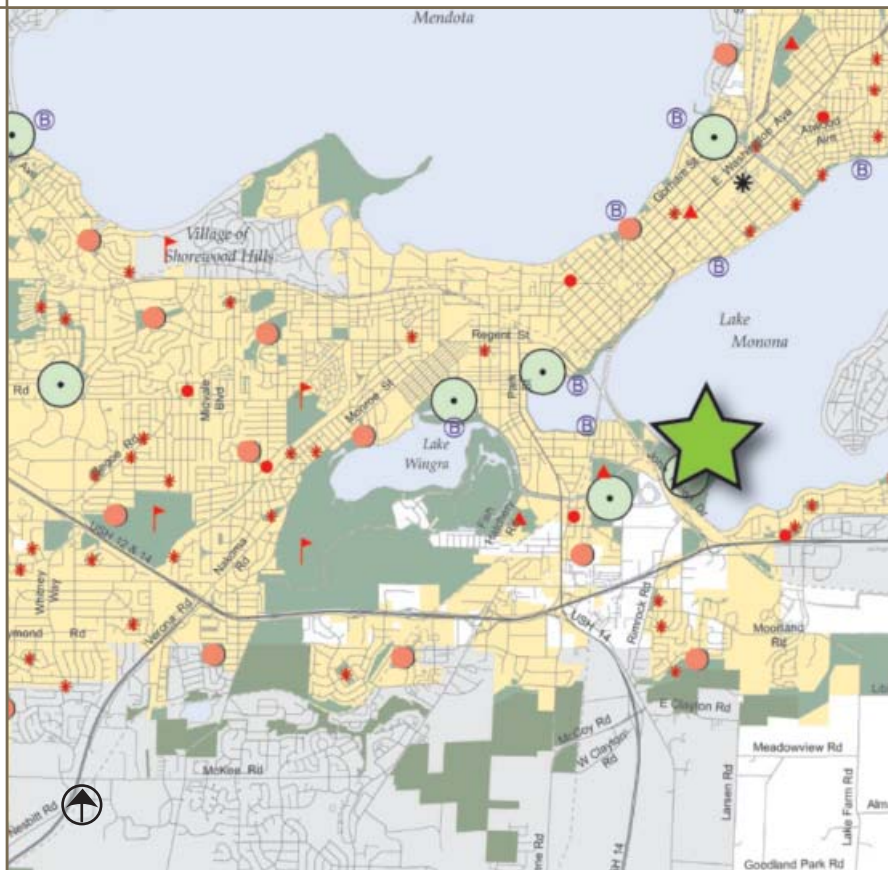
lake context

Existing venues, facilities and activities

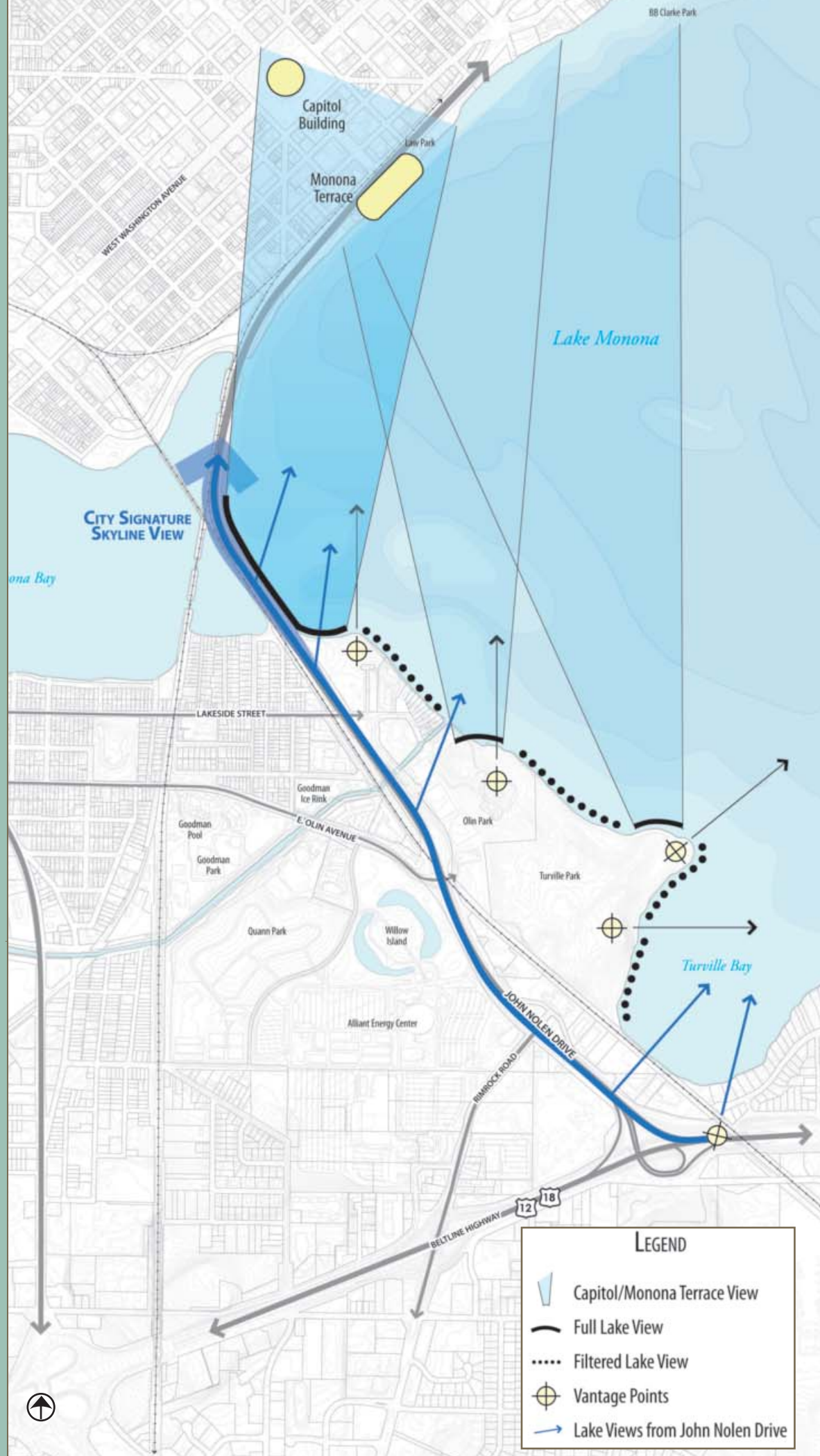
Major convening and outdoor recreation facilities already exist in this area which support a large number of activities. From natural areas to built public places, these facilities provide a diverse offering of recreational and gathering venues. The NCP unites them thematically, connects them physically, and helps enhance their ability to meet growing local and convening needs for the future.

Urban open space

Healthy urban neighborhoods have ready access to open space. As Madison grows and urban density increases, it becomes even more imperative to secure connected open space, recreation facilities, and gathering spaces of a size to safely accommodate proportionally scaled events. As the largest public open space near the downtown, the NCP area is vitally important for the healthy future of downtown.

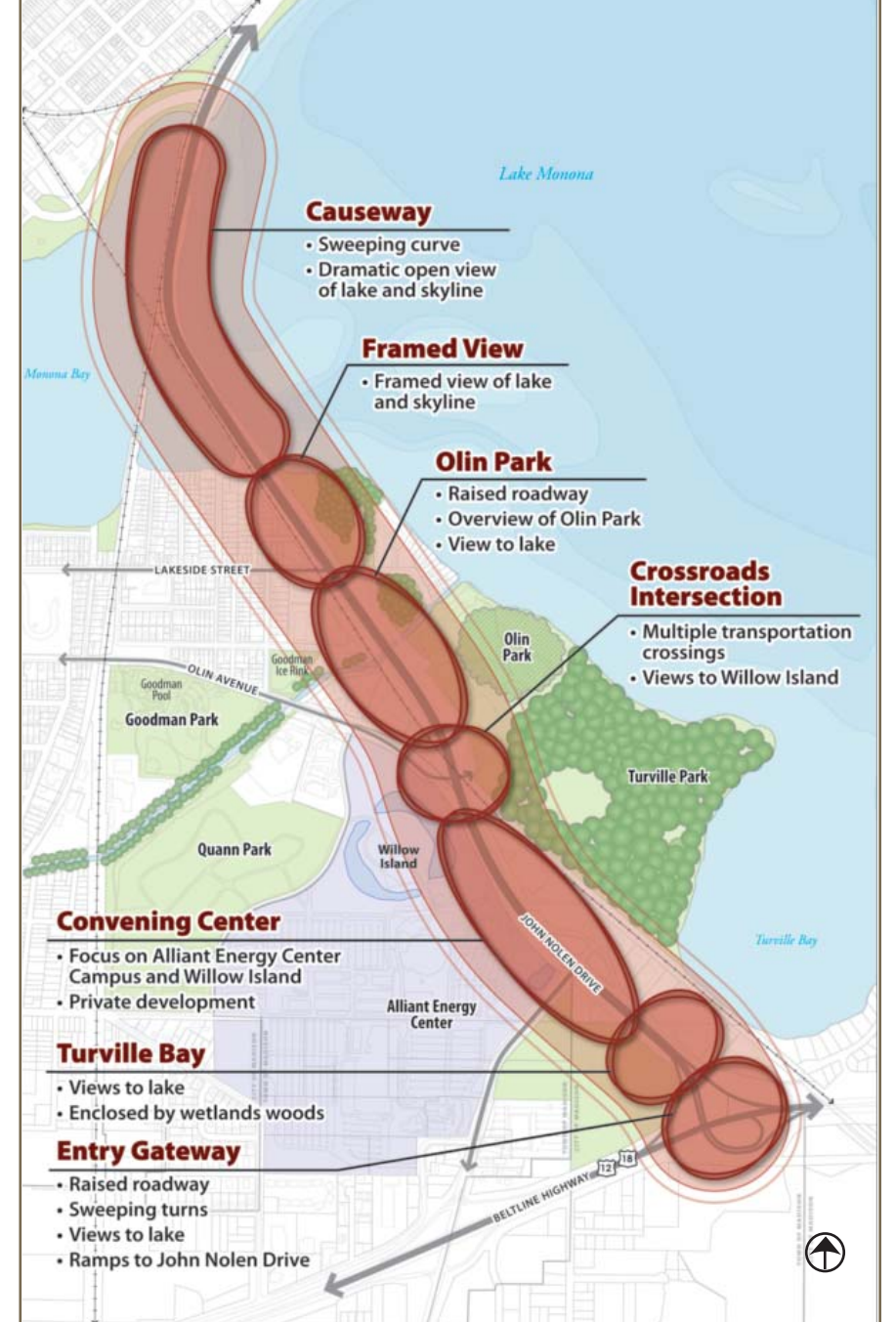


activities



Viewshed analysis

Visual connections and dramatic views are valuable assets to a place. An analysis of the existing lay of the land in the NCP area reveals their power and many benefits. Views from the beltline and John Nolen Drive connect those entering the city with views of the lake and quintessential views of the downtown isthmus skyline. Views from the high points and shorelines of Turville and Olin Parks offer the same connection to lake and city skyline while in a natural setting. Many of the NCP recommendations are based on the power and beauty in these views.



John Nolen Drive experience

Understanding the experience of entering the city on John Nolen Drive was critical to making appropriate and inspiring recommendations. It was discovered that there were seven "rooms" of different character to be experienced between the Beltline and arrival at the Isthmus. This understanding guided, defined, and inspired recommendations for use, right-of-way treatments, and design of surrounding landscapes and development.

viewshed