

# TOWN OF MADISON MASTER PLANNING EFFORT

FRAUST, HARVEY SCHMIDT, AND HEIFETZ PARKS



Public Meeting #3  
Arboretum Visitor  
Center  
3/15/2023



# INTRODUCTION

Sarah Grimalkin, City of Madison Parks Division




# WELCOME

Thanks for coming, we're looking forward to working with you to plan your parks, including Fraust, Harvey Schmidt, and Heifetz! We want to hear your thoughts and ideas, but to ensure we leave time for the other speakers...

- I will address comments/questions during discussion periods and at the end of the presentation as time allows. I will be available to answer questions in the back of room after the presentation.
- No disparaging remarks about others' comments.
- If you are not comfortable speaking tonight, please call or email

# TONIGHT'S GOALS



Recap of the previous meeting  
- Master planning process

What did we hear?  
- General Q&A received since previous meeting  
- Summary of community survey

Review and discuss master plan concepts  
- Heifetz Park acquisition

Now what?

# MASTER PLANNING

What is it?

A master plan:

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

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

A 10,000 foot view!

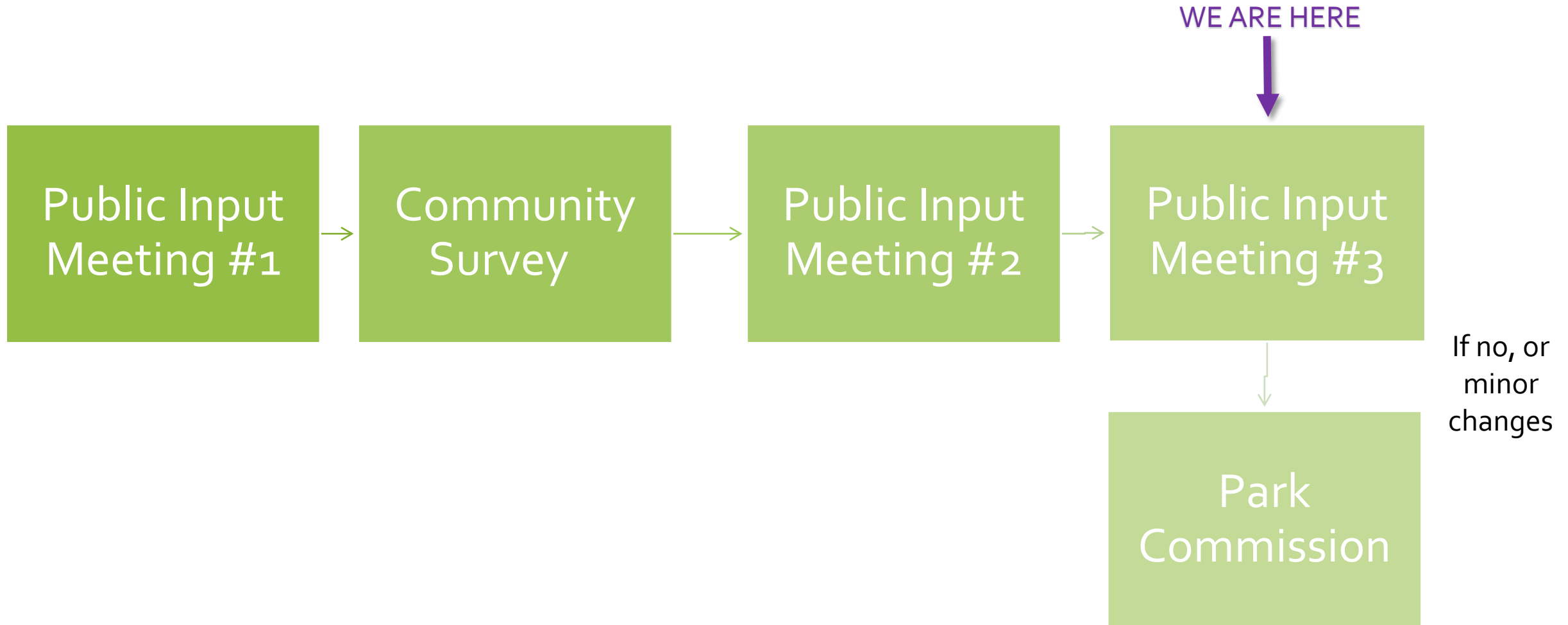
# MASTER PLANNING

A master plan does NOT:

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



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

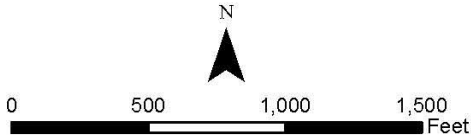
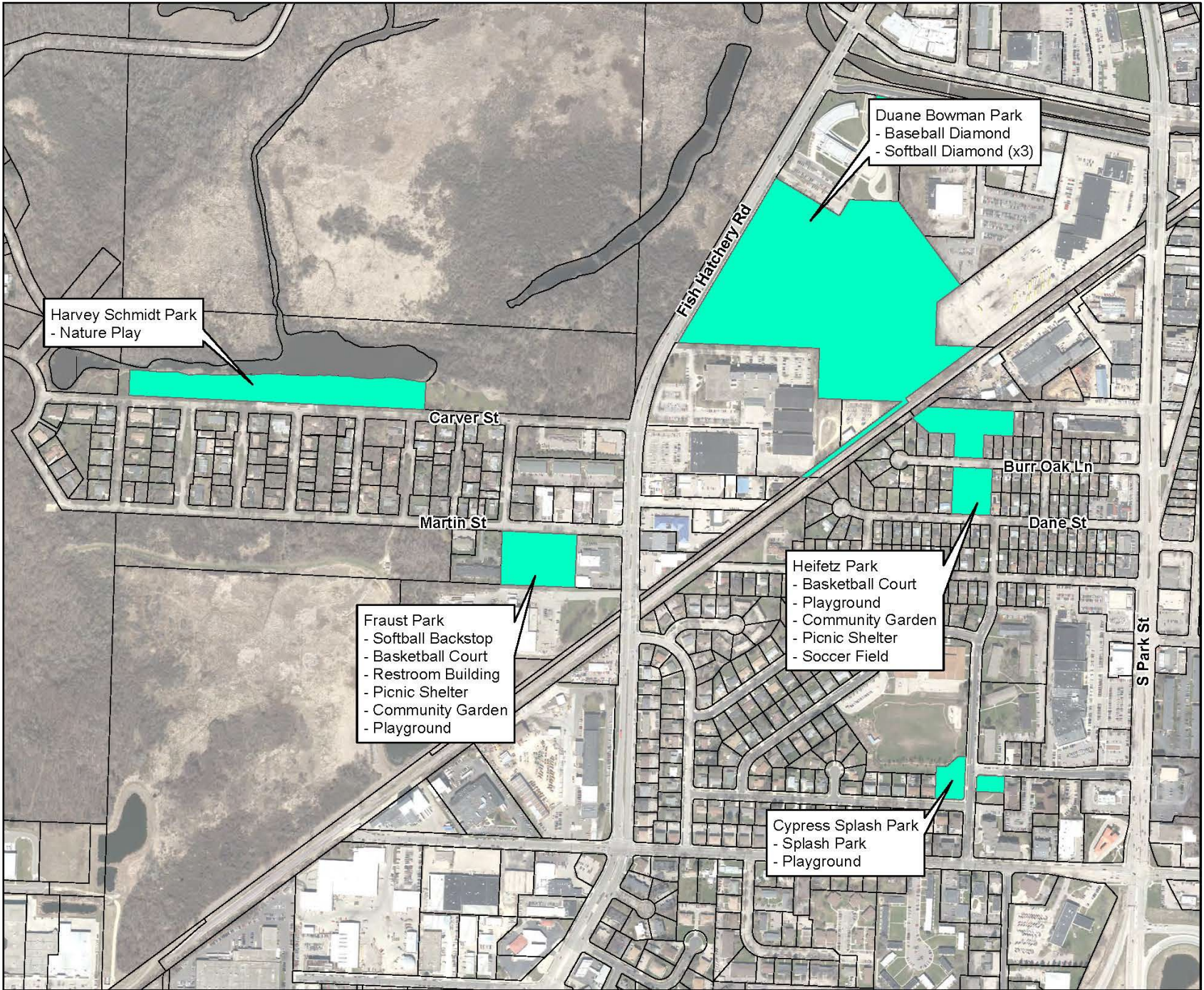
# MASTER PLAN PROCESS



Existing Recreation Inventory

Legend

-  City of Madison Park
-  Ownership Parcels





# GENERAL Q&A

## **Will the parks receive grounds maintenance and tree care?**

Yes, Parks Operations staff and arborists will be providing these services going forward.

## **When does pruning/tree removal occur?**

Generally in winter, when the ground is frozen, to minimize site and tree damage.

## **What will be done about signage (e.g. Fraust Park sign, tree signage in Harvey Schmidt)?**

Parks has a process where neighborhood associations may install features on park land and maintain them. This agreement includes an agreement that if the feature falls into disrepair, Parks may remove it. Signage (also bat houses) would fall under this process.

## **Will the benches be replaced or removed?**

Parks will complete a bench inventory & assessment, and begin to replace as budget allows. Brush will be cleared as necessary.

## **Will picnic tables be replaced at Fraust Park?**

Yes, Parks staff will bring picnic tables back to the shelter.

## **What is the timeline for improvements?**

Parks has budget this year for some general renovation and planning work. We have budget requests in for the next several years to phase in improvements.

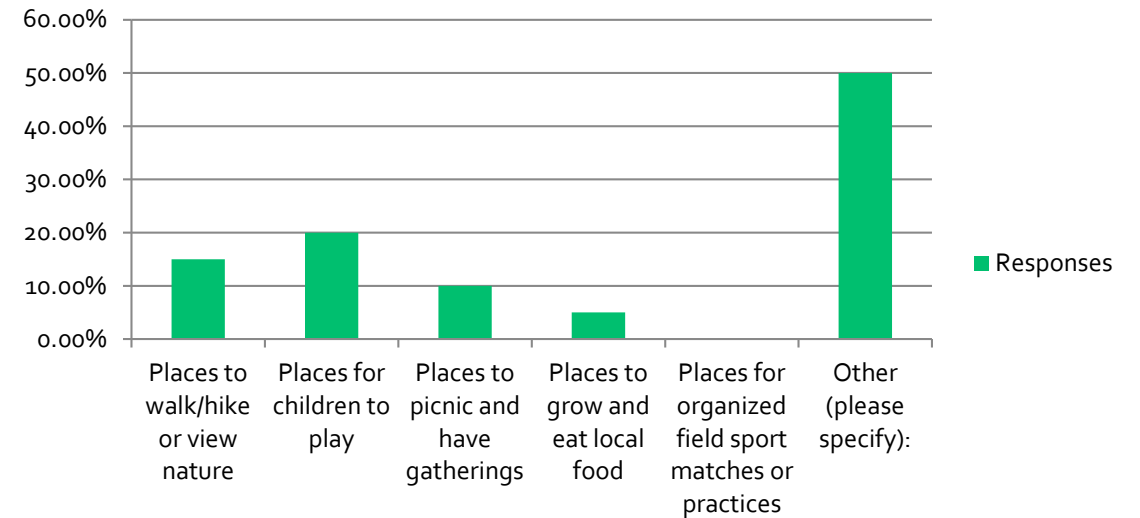
# COMMUNITY SURVEY

Why do you typically visit parks/outdoor recreation areas?



Other included: Community gardening, combinations of the above options, & dog walking

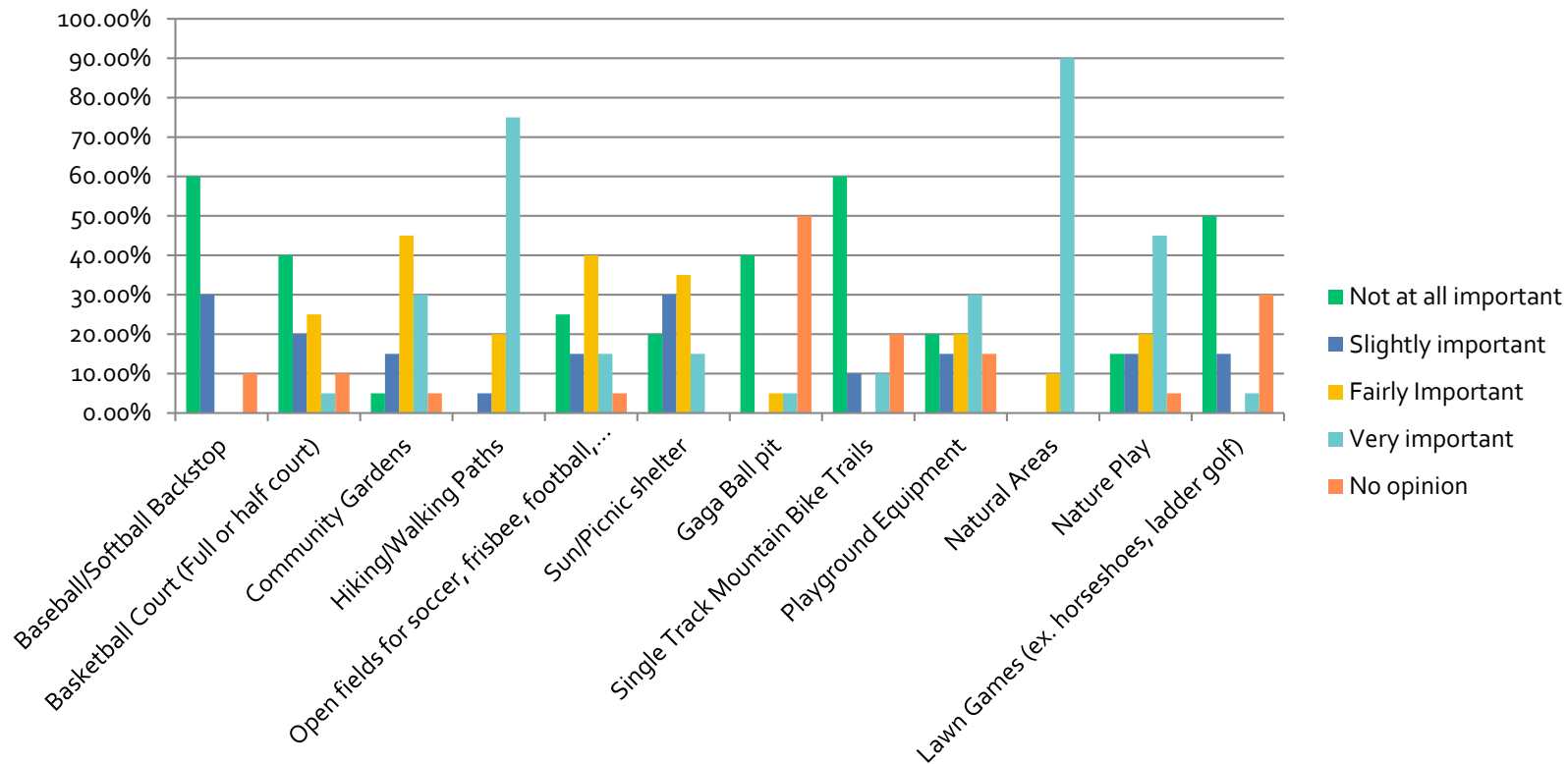
What do you feel is most lacking in your local public community areas?



Other included: Play equipment, on-leash dog walking, & general clean-up/maintenance

# COMMUNITY SURVEY

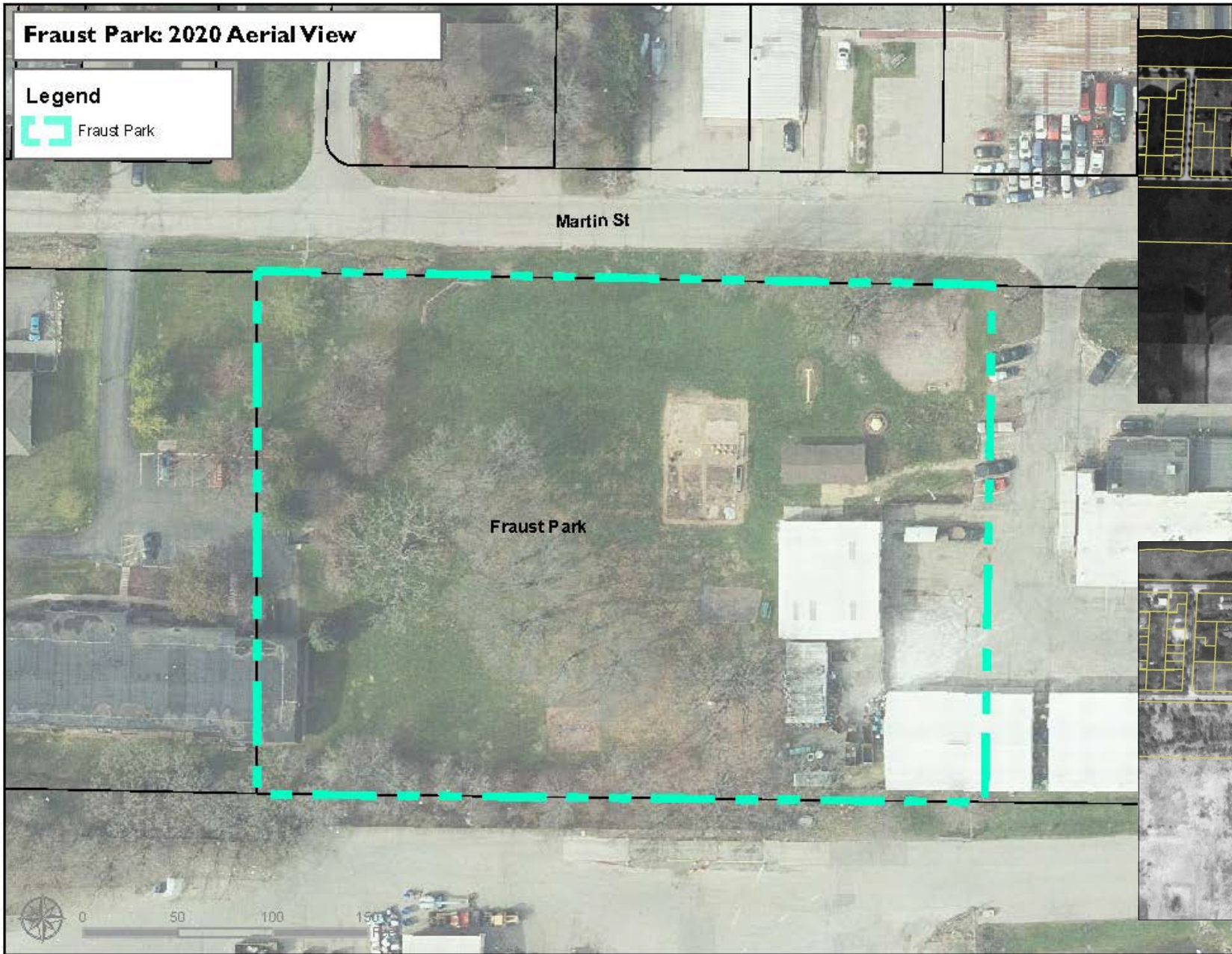
Please rank the amenities below based on how important you feel it is that they are included in the master plans for Fraust, Harvey Schmidt, and Heifetz Parks.



# FRAUST PARK

- Existing Conditions
  - Aerial
- Draft development plan

A  
E  
R  
I  
A  
L

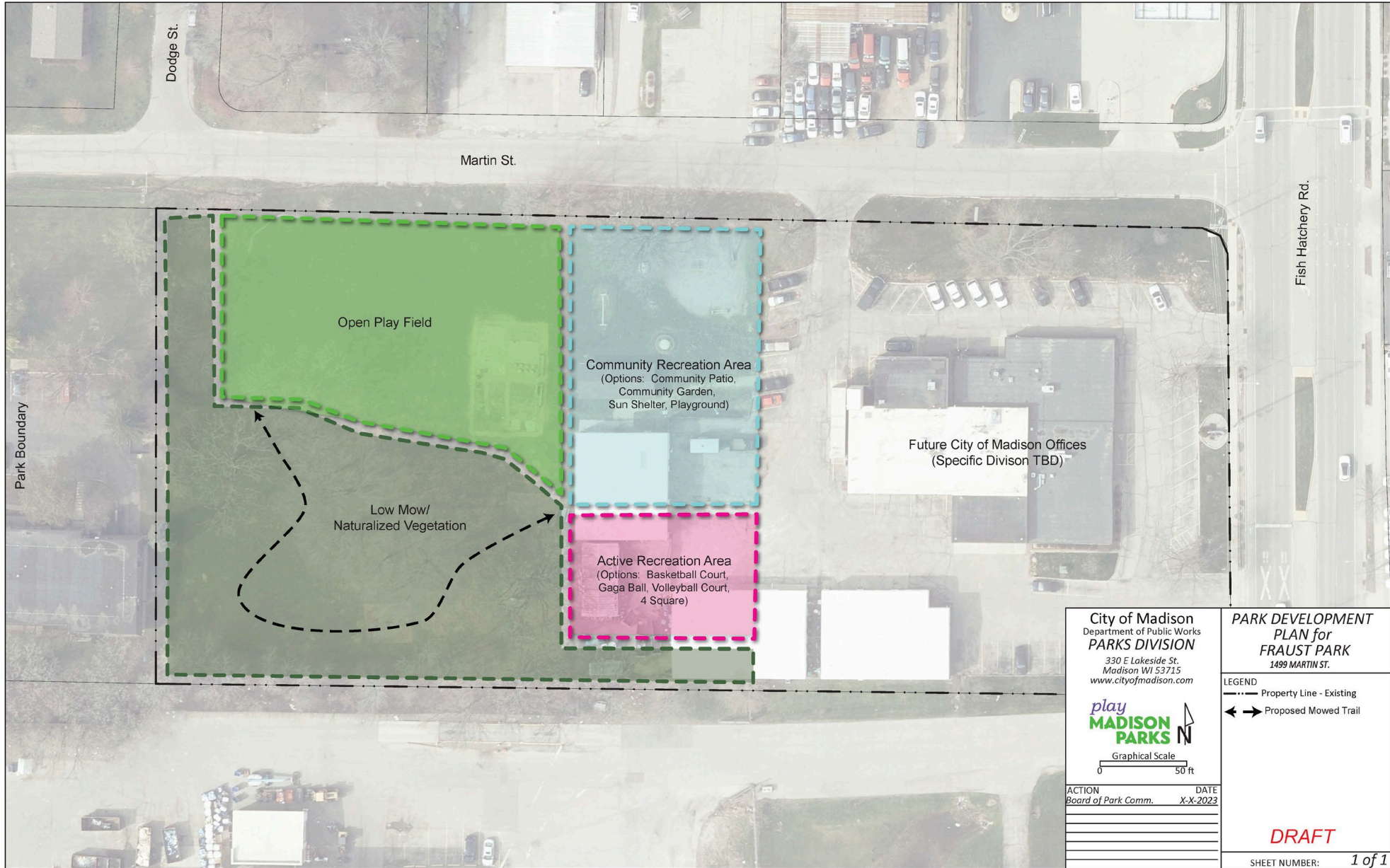


Aerial View 1937



Aerial View 1968





# Vision - Community Patio



*play*  
**MADISON  
PARKS**

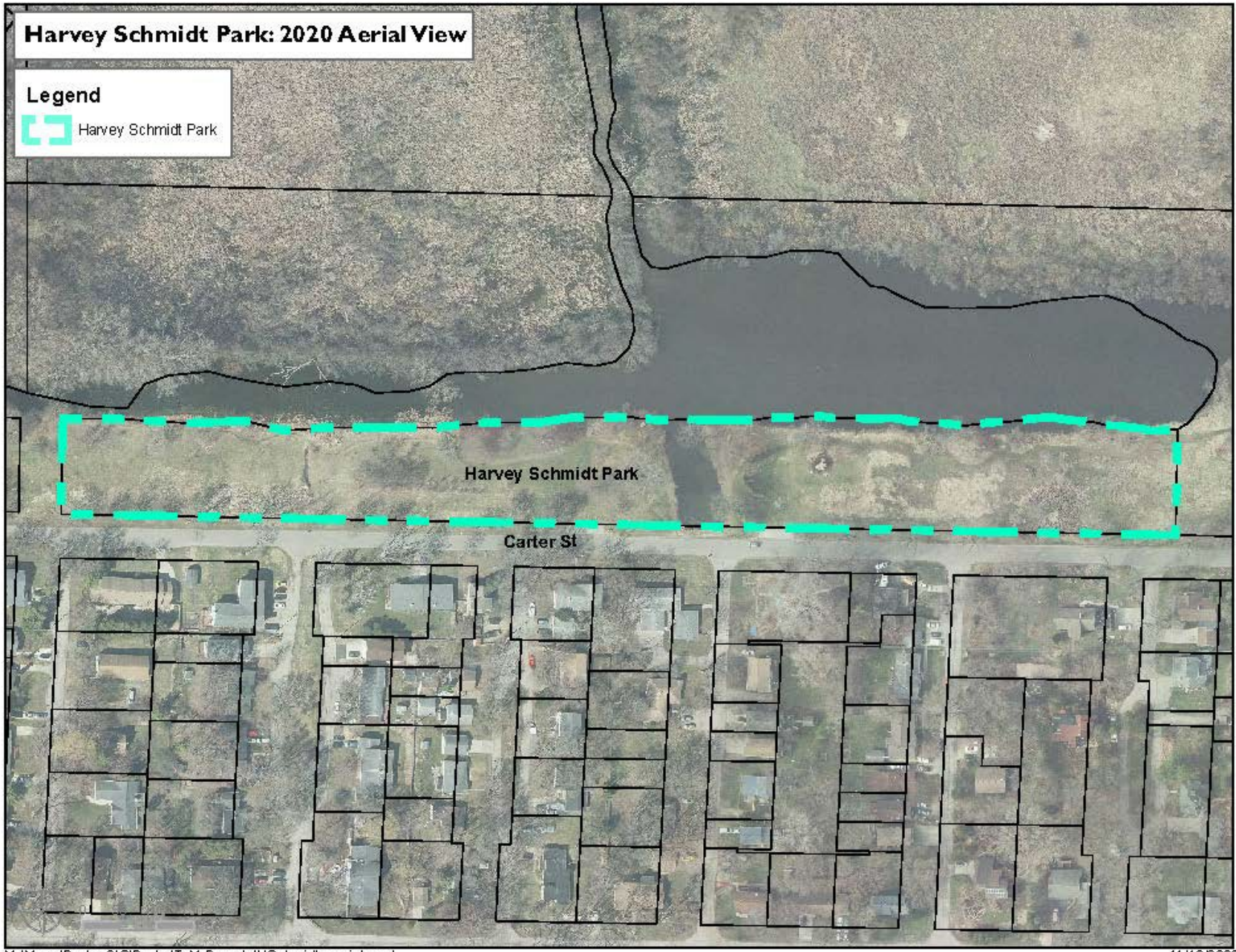


# HARVEY E. SCHMIDT PARK

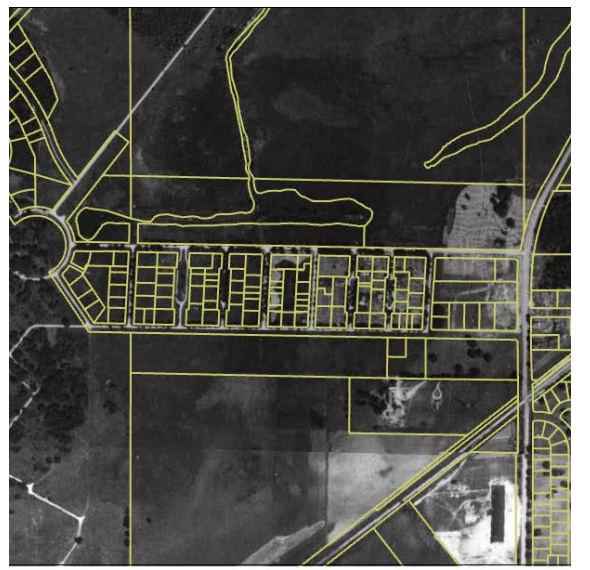
- Existing Conditions
  - Aerial
- Draft Development Plan



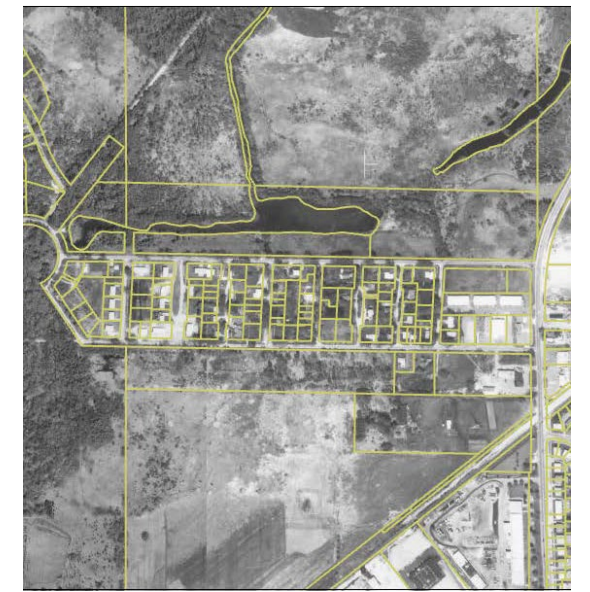
A  
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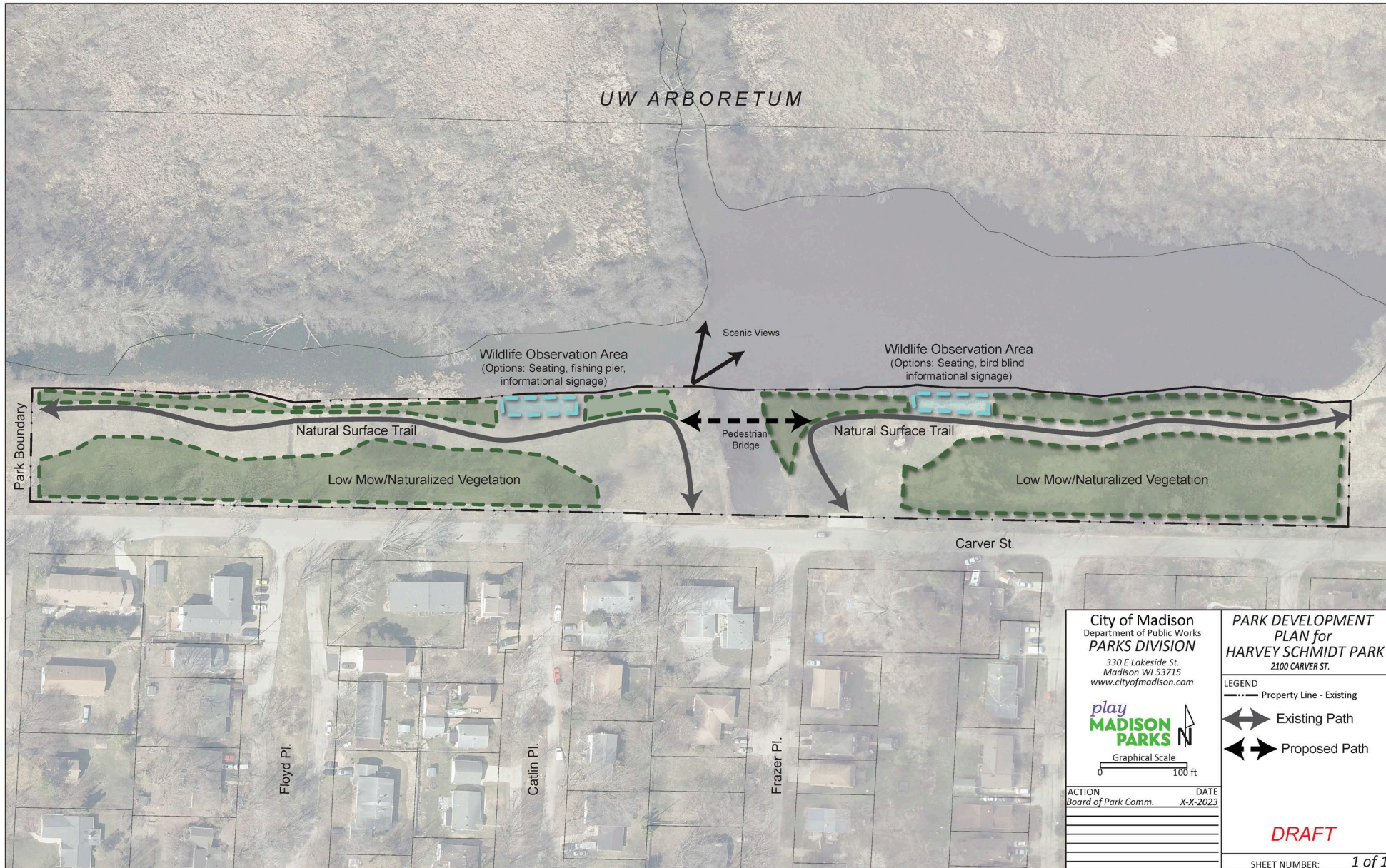


Aerial View 1937



Aerial View 1968





## VISION - WILDLIFE OVERLOOK AREA

### Bird Blinds



### Fishing Pier



### Pedestrian Bridge



# VISION – VEGETATION AND PATHS

## Naturalized Vegetation



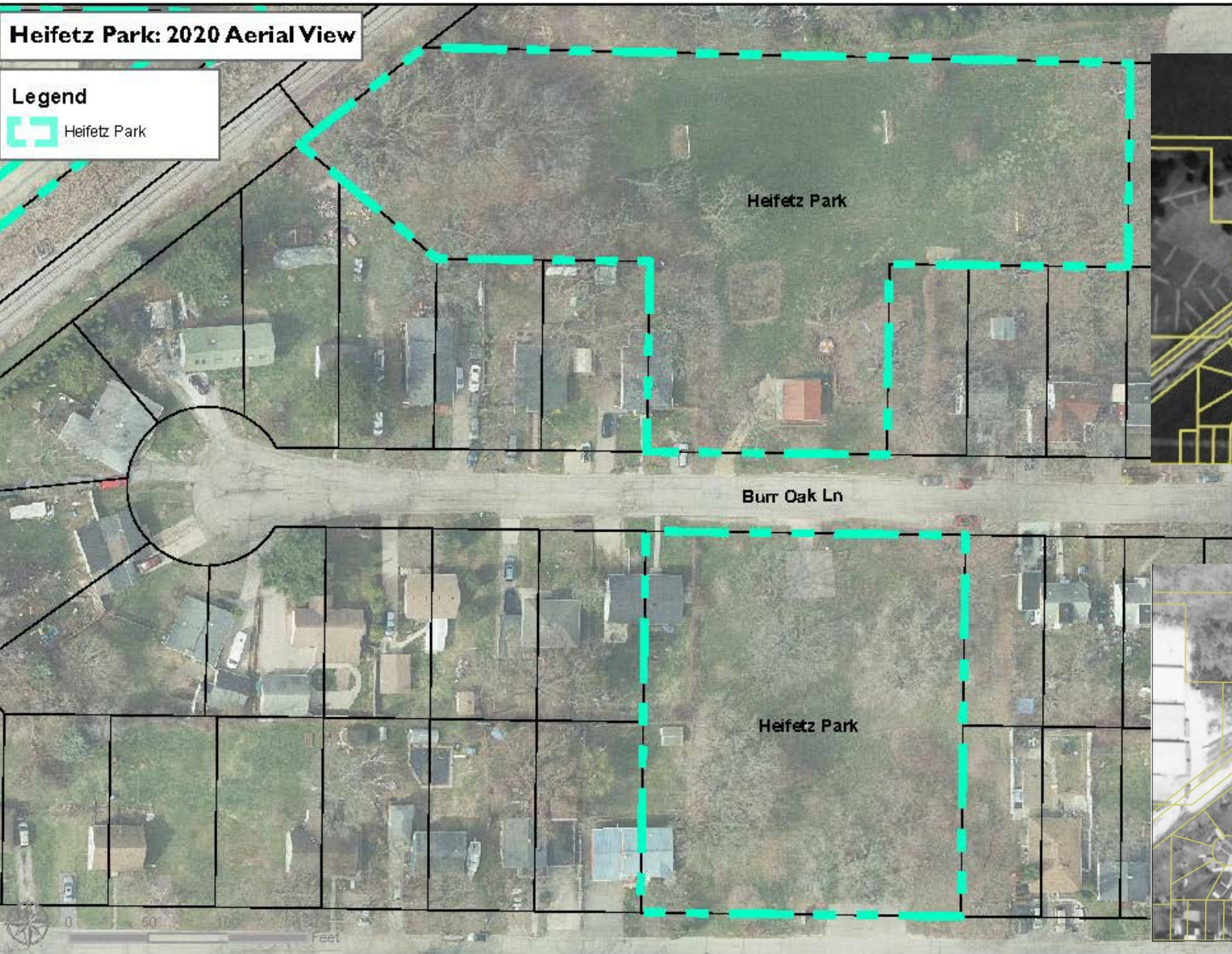
## Natural Surface Trail



# HEIFETZ PARK

- Existing Conditions
  - Aerial
  - Topography and Slope
- Upcoming Acquisition

A  
E  
R  
I  
A  
L



Aerial View 1937








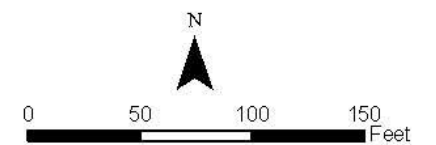
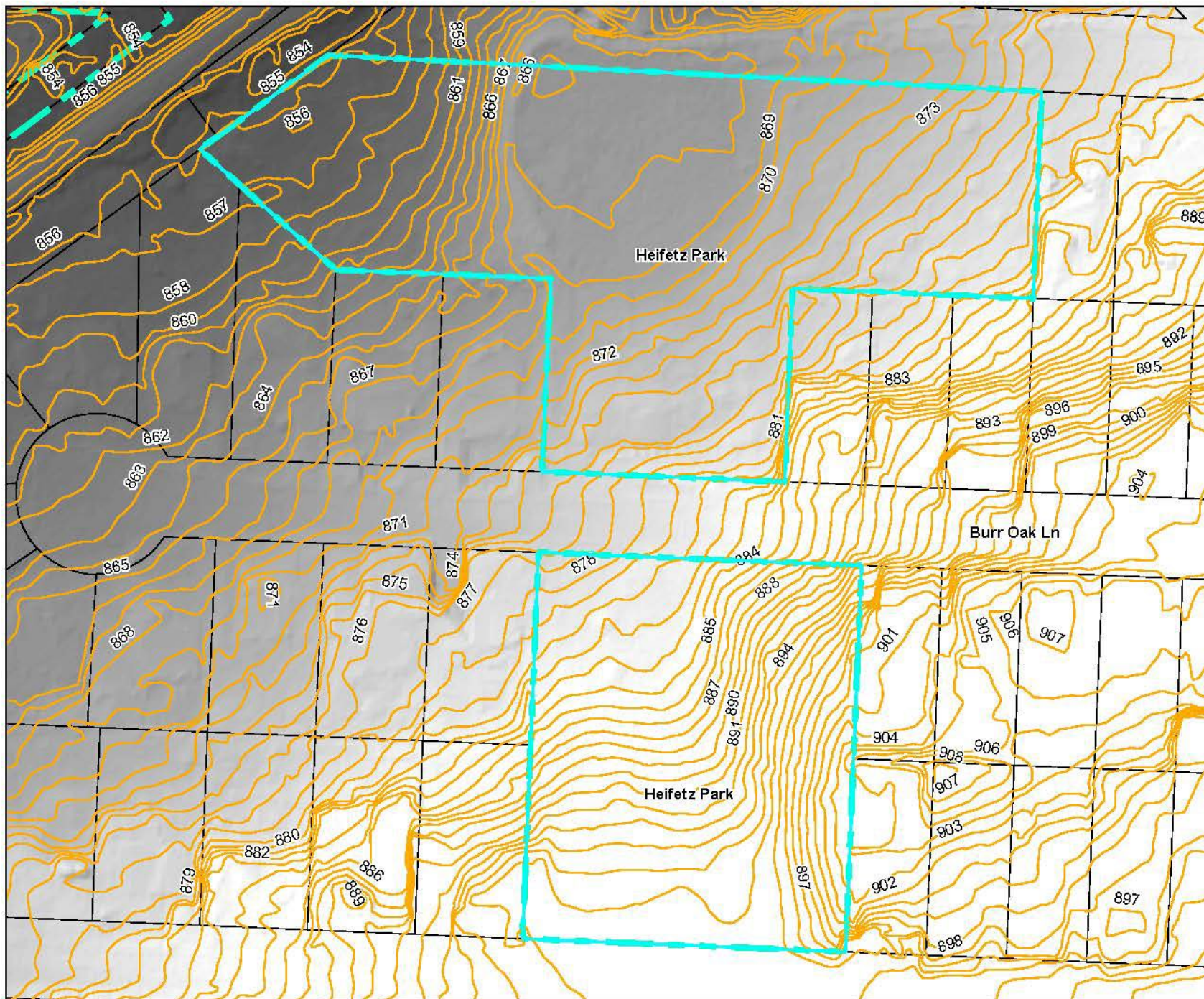
Aerial View 1968



# Existing Elevation Inventory

## Legend

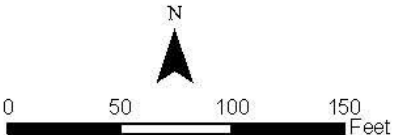
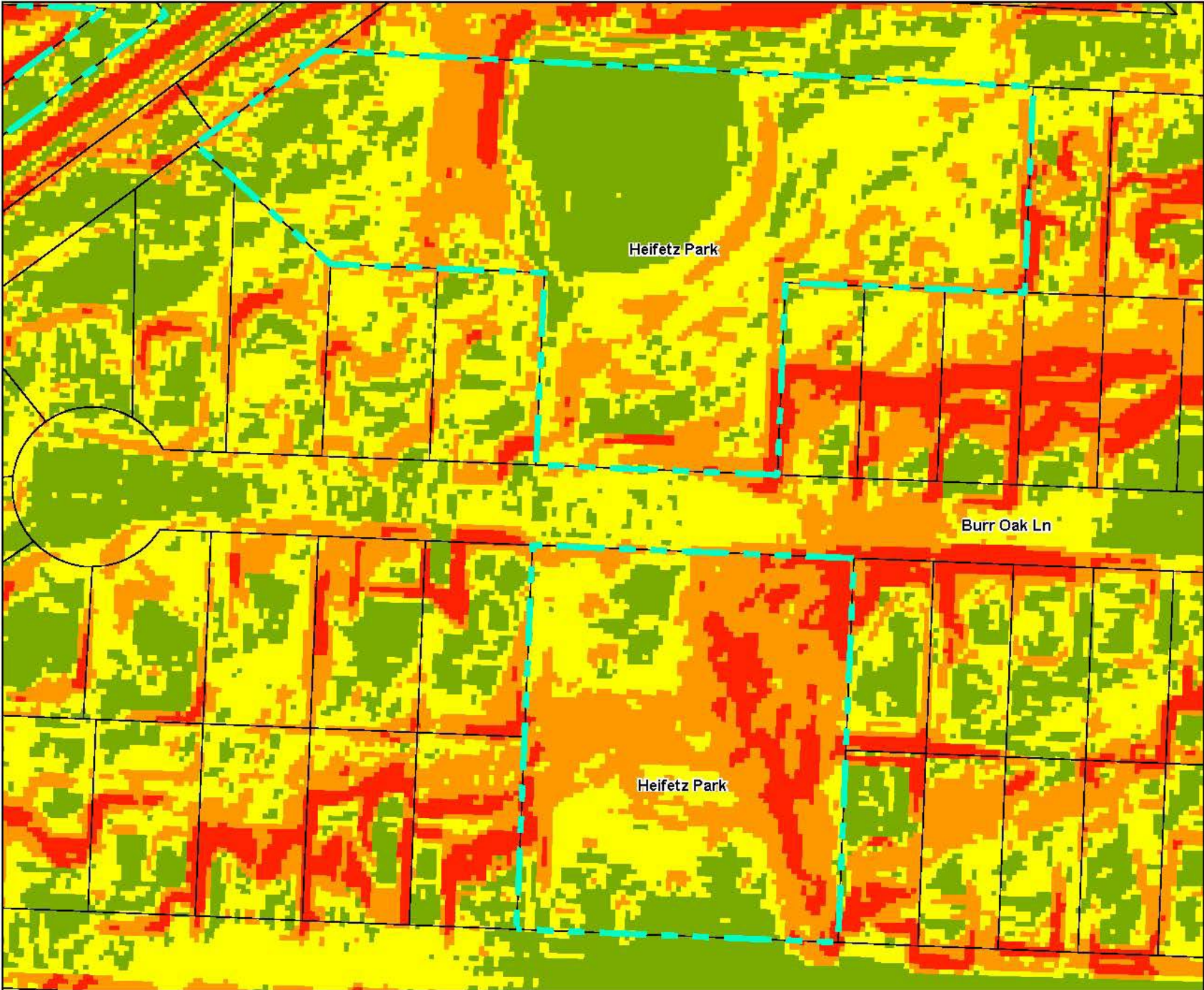
-  Heifetz Park
-  Ownership Parcels
- Elevation
  -  High
  -  Low
-  1' Contours



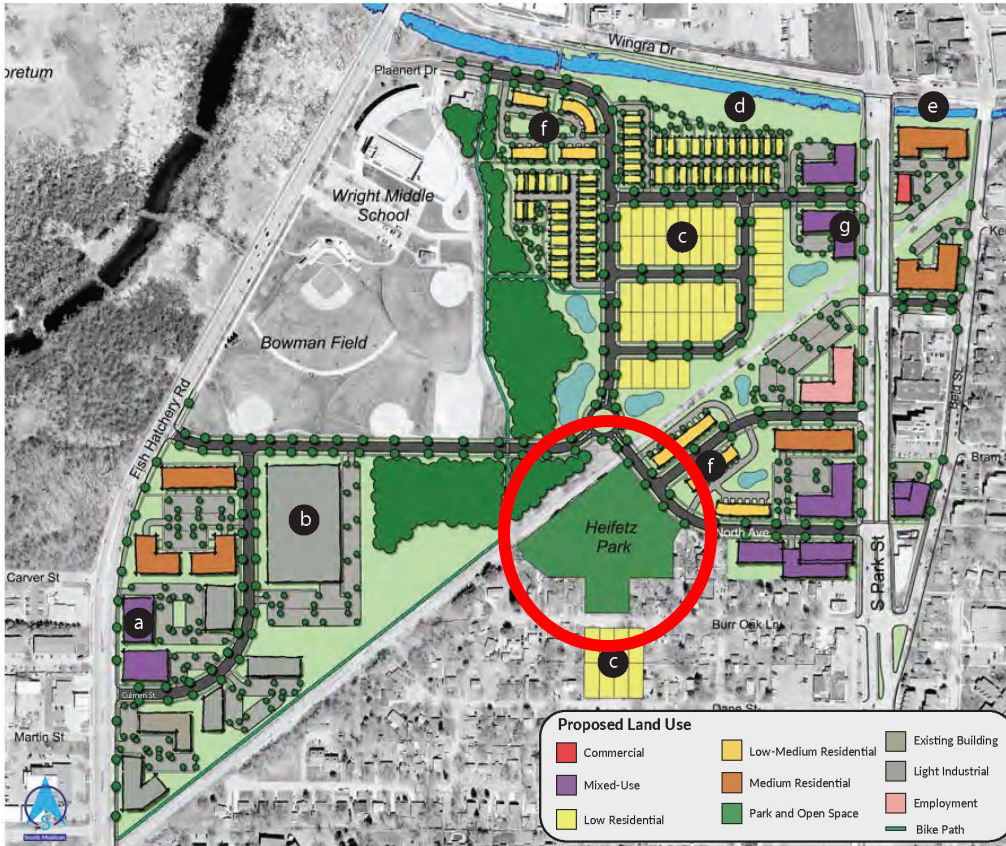
Existing Slope Inventory

Legend

- Heifetz Park
- Ownership Parcels
- Slope (in %)
  - 0
  - 1-5
  - 6-10
  - 11-20
  - 21-100







## Thorstad Site

### Concept Highlights

This concept proposes the creation of a new neighborhood with a mix of housing types (owner-occupied single-family detached, owner-occupied single-family attached and multifamily rental) within walking distance of Wright Middle School, Bowman Field, post office, and grocery store. A portion of the multifamily residential is located in mixed-use buildings with neighborhood-serving retail on the first floor.

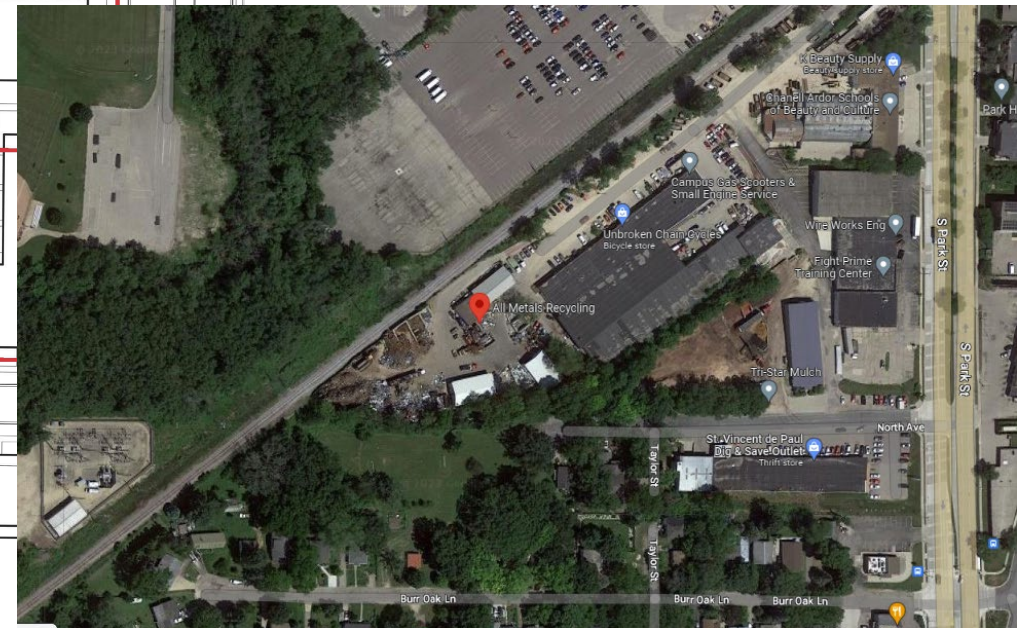
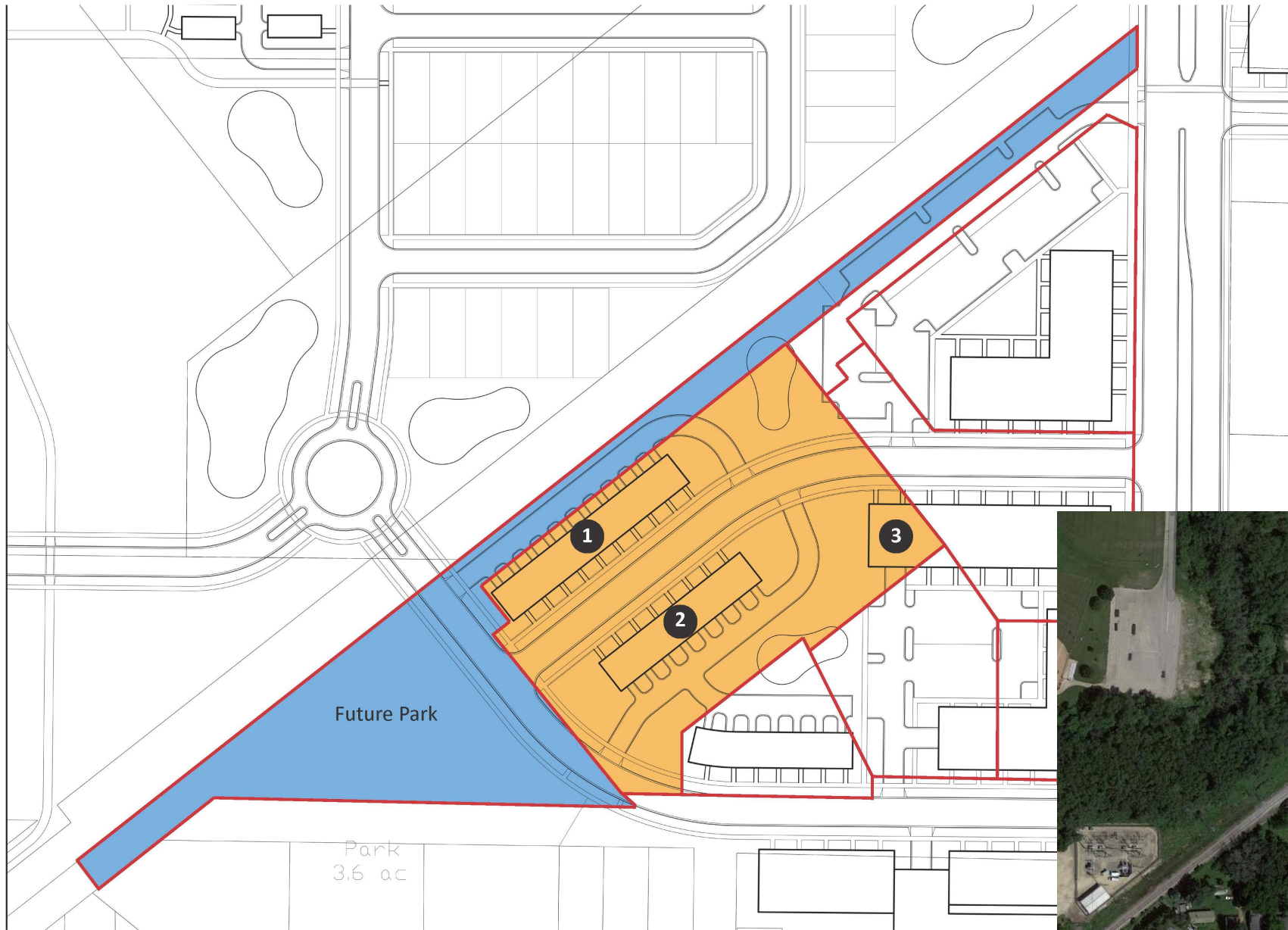
The creation of a public open space at Wingra Creek is proposed. This large open space will have accessible walking paths and a green plaza for outdoor events.

Connectivity improvements are proposed in the concept: a path to the middle school and a new east-west street leading from South Park Street to Fish Hatchery Road will provide easy access between the two major corridors. The Cannonball bike path extension and new Wingra Creek amenities will directly connect to UW Arboretum.

- a** Mixed-use and multifamily development. Extend Culmen Street north to new east-west street.
- b** Redevelopment of Capital Newspaper site with light industrial.
- c** New residential neighborhood consisting of low, low-medium, and medium-density residential.
- d** Create linear park along Wingra Creek to serve as recreation space.
- e** Preservation of natural areas along Wingra Creek. Add pedestrian amenities including: benches, shade trees, green buffers, etc.
- f** Townhomes or rowhomes.
- g** Mixed-use building with neighborhood-serving retail, residential above.

The purpose of this concept is not to assign a particular use on a particular lot. Rather, it is meant to explore and illustrate the fundamental planning and design principles that can shape the area into a more attractive, cohesive, functional and economically-vibrant place.

**Figure 4**



EXISTING AMENITY INVENTORY- DISCUSS



# NEXT STEPS

- Board of Park Commissioners
  - Approval of Fraust and Harvey Schmidt plans
    - 4/19 (info only), 5/17
- Heifetz Park planning continues
  - Stay tuned for upcoming outreach events
    - Dependent on land acquisition progress

Watch the City Parks “Project Portal” website for the Community Survey and project updates!

[www.cityofmadison.com/parks/projects/fraust-park-master-plan](http://www.cityofmadison.com/parks/projects/fraust-park-master-plan)

[www.cityofmadison.com/parks/projects/Harvey-schmidt-park-master-plan](http://www.cityofmadison.com/parks/projects/Harvey-schmidt-park-master-plan)

[www.cityofmadison.com/parks/projects/Heifetz-park-master-plan](http://www.cityofmadison.com/parks/projects/Heifetz-park-master-plan)



# COMMENTS?

CONTACT US:  
SARAH GRIMALKIN  
OFFICE: (608) 263-6850  
EMAIL: SGRIMALKIN@CITYOFMADISON.COM

