



MADISON PARKS

Park & Open Space Plan Update

Board of Park Commissioners

Chapter 1: Introduction

1.1 Purpose of the Park and Open Space Plan

- 5-year strategic plan
- Guides decision-making related to the following areas:
 - Park policies, land acquisition, development of park land/facilities, City funding & operations
- State & Federal Grant eligibility

1.2. History of the City of Madison Park System

1.3 Summary of Accomplishments Since the Last Park and Open Space Plan

1.4 Madison Parks Vision and Mission Statements

- Everyone shall have access to an ideal system of parks, natural resources, and recreational opportunities that enhance the quality of life for residents and visitors.

1.5 Role of Parks and Recreation

- Public Health, Community well-being, Environmental health, Economic Vitality, Accessibility, Equity & Inclusion.

1.6 Planning Process



Chapter 2: City of Madison Planning Considerations

2.1 Demographic Overview

- Madison is 2nd largest city in WI
- Population expected to exceed 340,000 by 2040 (WI DOA)

2.2 Related Planning Efforts

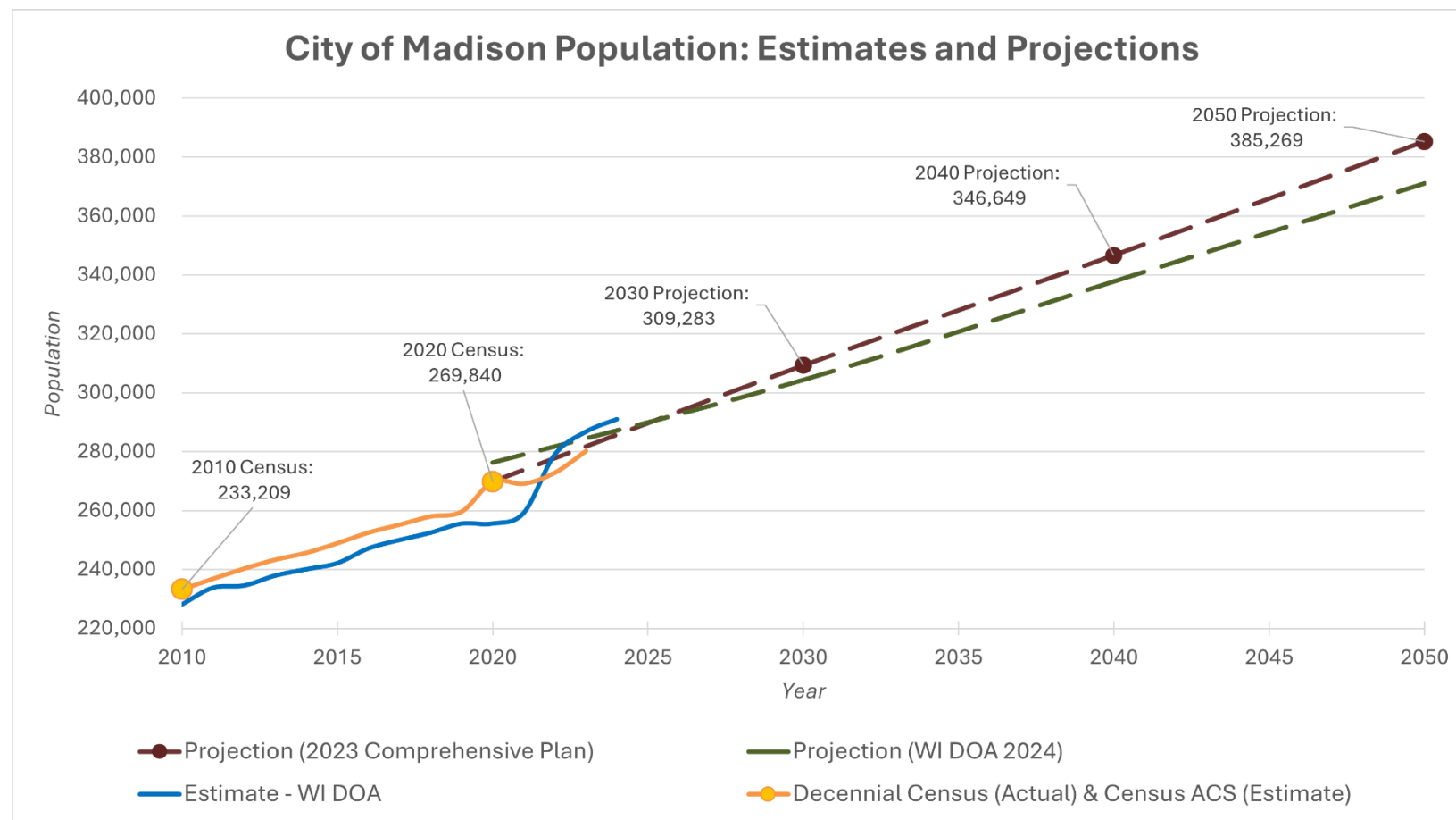
- Highlights other City planning documents
- Ties POSP to other plans
- Anticipates growth and changes in services

2.3 Environmental Factors

- Climate Change, Land Management, Urban Forest, Water Quality
- How these factors impact outdoor recreation and park system



Growth of the City



71% of population identifies as white, 21% as BIPOC, 8% Latinx (U.S. Census Bureau)

Residents ages 20-34 account for 1/3 of the population (U.S. Census Bureau)

Residents ages 65-84 is expected to increase by 50% by 2040 (WI DOA, 2017)

City Goal: add 15,000 housing units by 2030

Chapter 3: Parkland Inventory

3.1 City of Madison Park Classifications

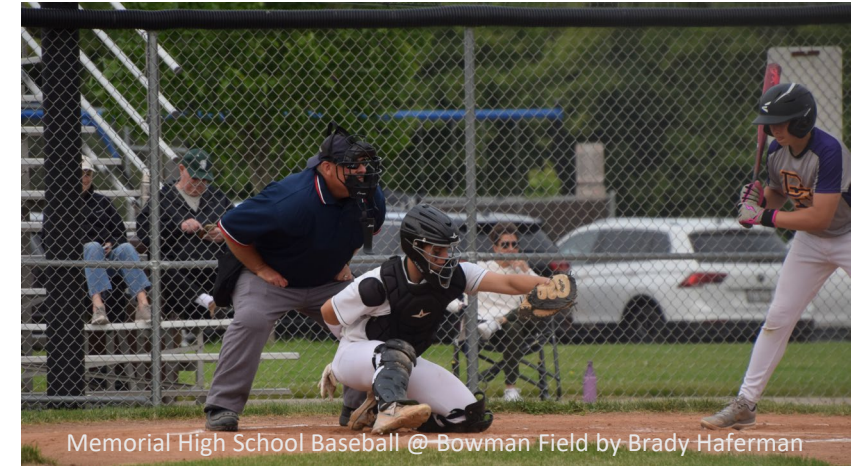
- Mini, neighborhood, community, conservation parks
- Greenways, open space, special use, sports complex, trafficways

3.2 City of Madison Park Facilities

- More than 290 parks
- Over 8,000 amenities within the system
- Above average through TPL for basketball, dog parks & playgrounds

3.3 Other Park and Open Space Facilities

- Highlight unique opportunities offered by others
- Added national facilities-Ice Age Trail



Chapter 4: Engagement Strategies & Recreation Facility Demand

4.1 Community Engagement

- Community Survey
- Focused BIPOC outreach
- Open Houses

4.2 Recreation Facility Demand

- Shelter Reservations
- Athletic Reservations & Survey
- Park & Street Use Events
- Specialty facilities: WPCRC, Golf, Olbrich



Top Park Uses:

1. Physical fitness activities
2. Leisure activities
3. Attending festivals or events
4. Activities involving Madison's Lakes
5. Biking



Community Feedback

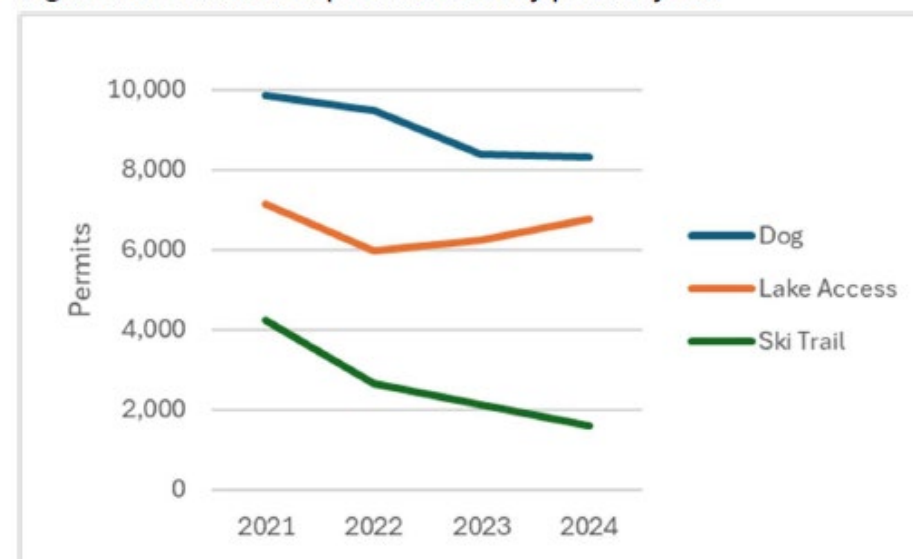
- Residents agree that parks are integral to City's character
- Need for SAFE & WELCOMING spaces for all
- Desire to balance development of parks with conserving environment
- Prioritize maintenance & repair of existing facilities
- Increased basic facilities (benches, shelters, drinking fountains & clean restrooms)
- Increased programming responsive to community needs, especially for teens
- Better connection between parks, walking & biking trails
- Increased Strategic partnerships
- Improved access to parks and amenities year-round
- Increased specialty facilities-skate parks, pickleball, dog parks



Use of Parks (in 2024)

- Shelter Reservations:
 - More than 2,000 reservations
 - Most Reserved: Garner, Highland Manor & Brittingham
- Athletic Uses
 - Top 3 sports: soccer, pickleball & tennis
 - Top 3: Garner, Quann & Reindahl Parks
 - New Sports: Futsal, Camogie, Rolfball
 - Needs Identified
 - More field space and multi-field play options
 - Lighting to extend the playing season
- 924 Park Events

Figure 1a. Number of permits sold by permit year



Chapter 5: Outdoor Recreation Needs Assessment

5.1 Quantitative Analysis – Park Acreage and Parkland Per Capita

- Service level goal: 10 acres per 1,000 residents
- 5,755 acres of parkland or approximately 19.77 acres per 1,000 residents

5.2 Geographic Analysis

- Lack of mini & neighborhood parks: Sherman & Kennedy Heights, University Hill Farms
- Infill areas: East & West Towne Mall areas, Downtown

5.3 Regional and Statewide Planning Efforts

- State Comprehensive Outdoor Recreation Plan (2025-2030)
 - Recently Adopted, identifies trends, areas of focus for Madison Area
 - Discusses trends in investment in Parks
- Dane County Parks and Open Space Plan (2025-2030)
 - Not adopted yet, currently undergoing final public engagement
 - Identifies areas for potential partnership
- Themes in State & County Plans:
 - Climate change impacts on recreation, funding concerns, improving environment



Chapter 6: Funding Mechanisms

6.1 Park Development Resources

6.2 Park Operational Resources

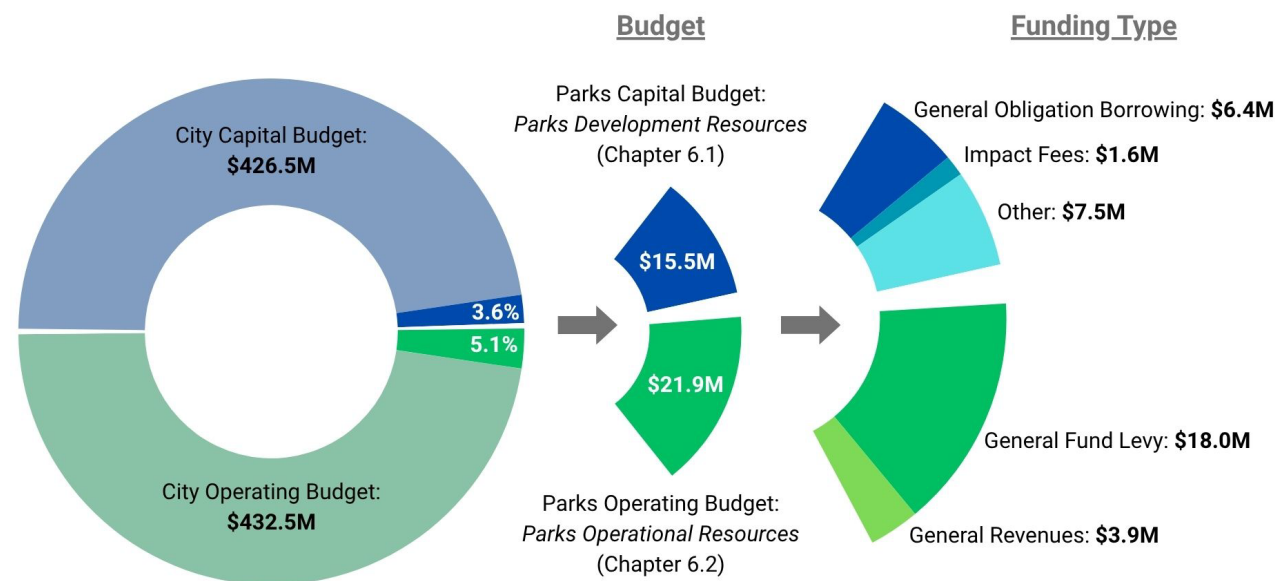
6.3 Alternate Funding Sources

- Key Partnerships: MPF, OBS, LakeWay & others
- Assigns value to volunteer efforts
 - (\$1.66M in 2024)

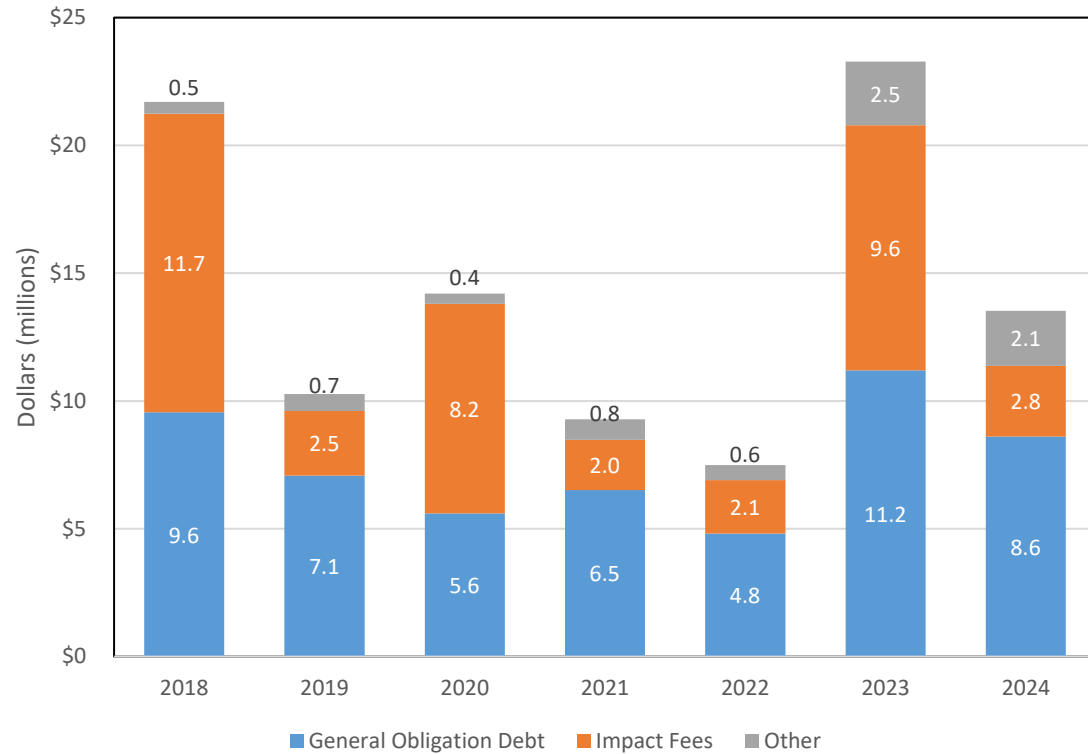
6.4. Park System Growth Considerations

Contextualizes park system growth/resources over time

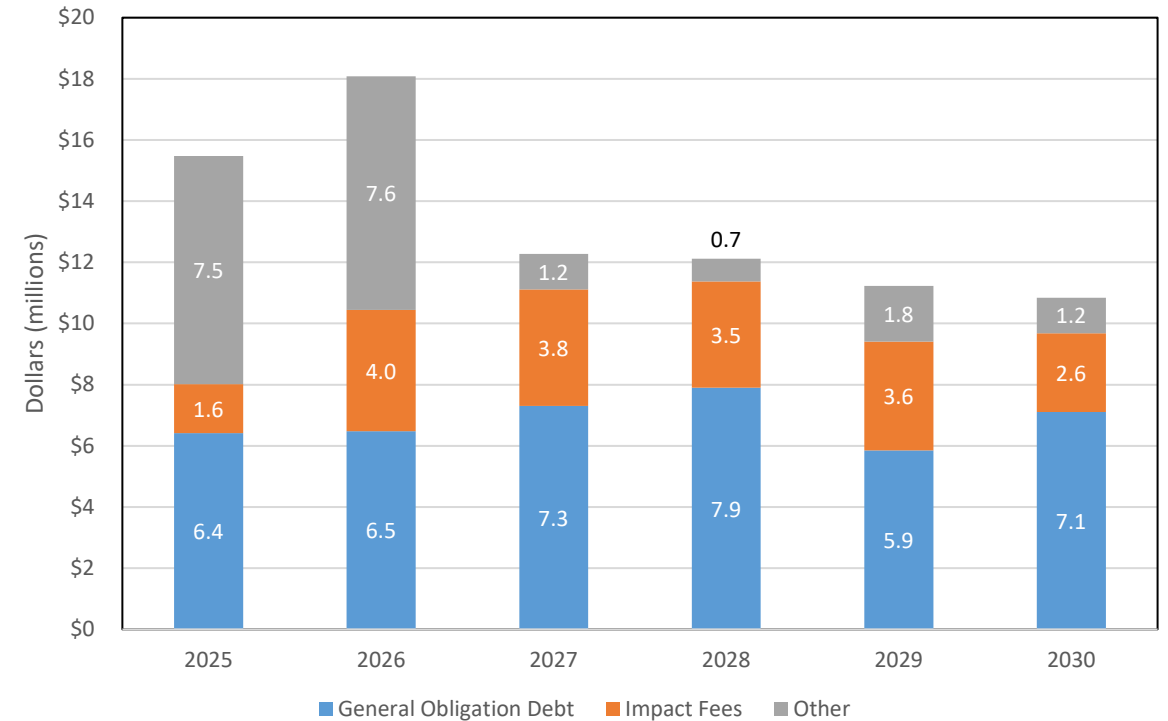
Parks Division Budget Within City's Adopted 2025 Budget



Capital Resources



Adopted Capital Budget by Funding Source (2018-2024)

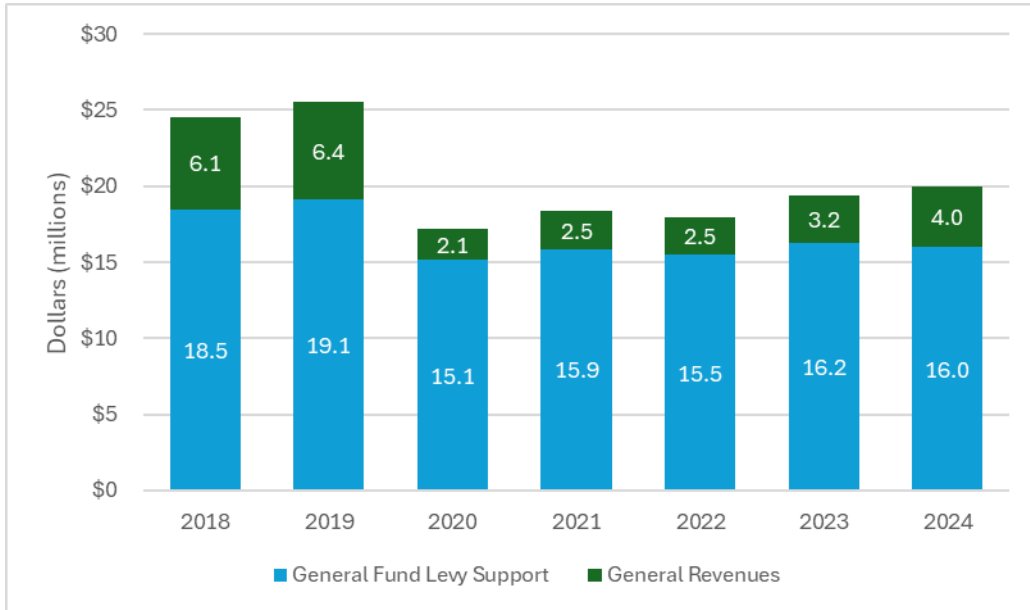


Adopted 2025 Capital Budget and 2026-2030 Capital Improvement Plan

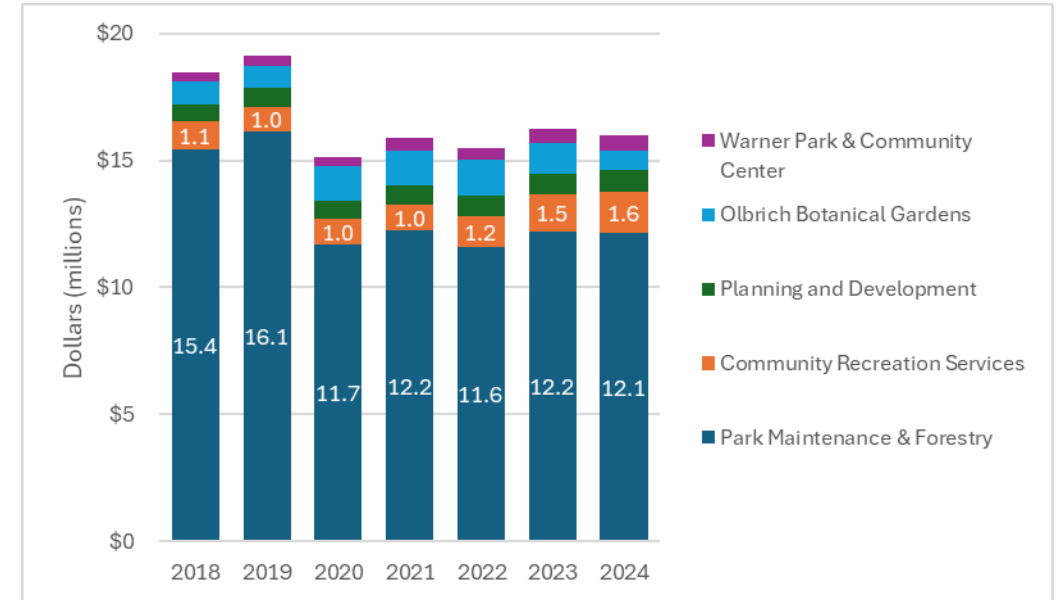
2018-2024 GO Support ~\$7.6 million

2025-2030 GO Support ~\$6.8 million

Operating Resources



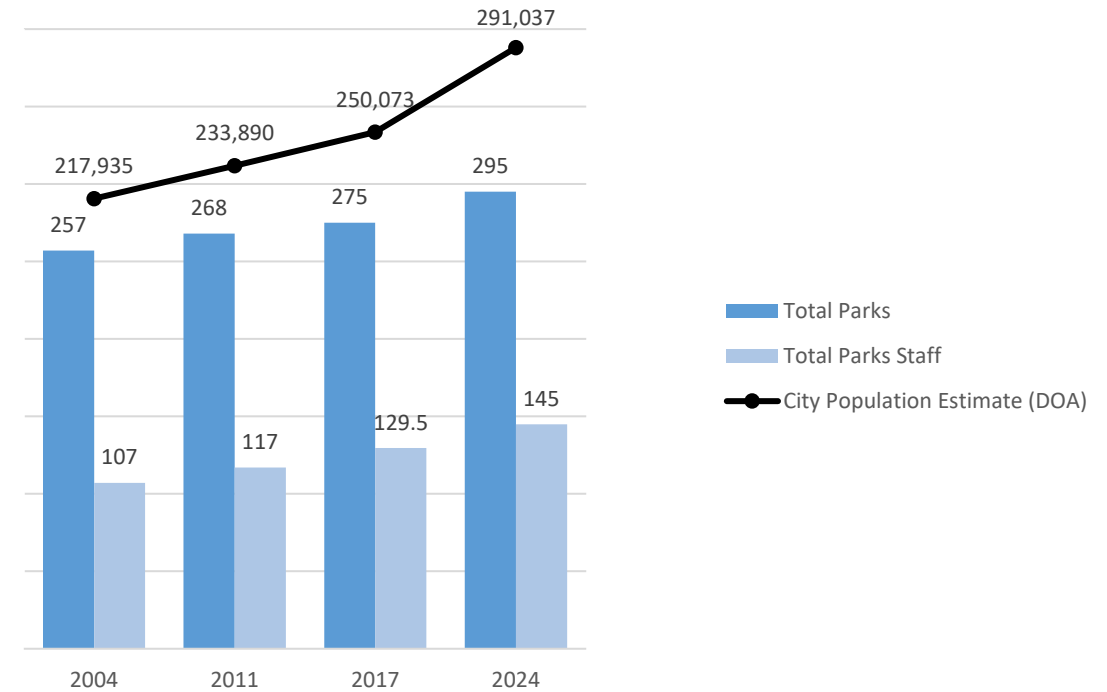
Parks Division Operating Revenues by Funding Source (2018-2024)



Parks Operating Expenses by Section, 2018 through 2024

5 Major Factors Impacting Park Resources

- Long-standing, reliable funding sources are not increasing at corresponding levels of resource demand = alternate funding sources & strategic partnerships
- Rapid population growth and increased housing density = new parks to maintain service standards.
- Increased daily use and longer seasons = more resources.
- Historic facilities and aging infrastructure = increased maintenance.
- Facilities and programming have been added responsive to the needs of the community.



Changes in Parks, Parks Staff, and City Population, 2004-2024

Chapter 7: Recommended Strategies

- Land Use and Transportation: Compact Land Use | Efficient Transportation
 - **Increase connectivity between parks to enhance access.**
- Neighborhoods and Housing: Complete Neighborhoods | Housing Access
 - **Reduce parkland deficiencies and respond to increasing residential density.**
- Economy and Opportunity: Growing Economy | Equitable Education and Advancement
 - **Create welcoming and inclusive park spaces and programming.**
 - **Foster meaningful connections with groups and organizations that advance the vision of the Parks Division.**
- Culture and Character: Cultural Vibrancy | Unique Character
 - **Improve public access to lakes and waterways.**
 - **Protect and celebrate the community's cultural richness.**



Chapter 7: Recommended Strategies

- Green and Resilient: Natural Resources | Parks and Recreation
 - **Protect and enhance natural resources.**
 - **Improve the park system's capacity to adapt to environmental challenges.**
- Effective Government: Efficient Services | Community Facilities | Regional Transportation
 - **Develop new parks and amenities in a fiscally sustainable manner.**
 - **Secure sufficient resources to sustain service levels across the growing and changing park system.**
 - **Pursue regional solutions to regional issues.**
- Health and Safety: Equitable Health Outcomes | Safe Community
 - **Promote the physical and social health of the diverse community.**



Final Public Comment Period

- Developed & Implemented communication plan
 - Social Media
 - E-News
- Draft POSP available on Project Website from June 13-July 7
 - Written comments to ParksPlanningandDevelopment@cityofmadison.com
- Open House:
 - June 26, 2025
 - 3:30PM-6:30PM
 - Lakeside Offices Boardroom (330 E. Lakeside Street)

Current Timeline

- April & May
 - Full content review by LRP
- May & June
 - LRP Review of InDesign Document
 - BPC Informational Presentation
 - Public Comment Period
 - Open House
- July:
 - LRP approve & recommend to BPC for Adoption.

| Phase 1: Accepting the 2025-2030 POSP | | |
|---|---|--------------------|
| Body | Action | Date |
| Long Range Planning | Recommend Approval to Board of Park Commissioners | July 16, 2025 |
| Board of Park Commissioners | Recommend Acceptance Or Refer to September meeting with recommended changes | August 13, 2025 |
| Board of Park Commissioners | Recommend Acceptance of Plan | September 10, 2025 |
| Phase 2: Adopting the 2025-2030 POSP as a Supplement to the City of Madison Comp Plan | | |
| Body | Action | Date |
| Common Council | Introduction | September 16, 2025 |
| Board of Public Works | Recommend Acceptance to BPC | September 17, 2025 |
| Plan Commission | Recommend Acceptance to BPC | October 6, 2025 |
| Board of Park Commissioners | Report of Officer, Recommend Acceptance to Council | October 8, 2025 |
| Common Council | Adoption of Report | October 28, 2025 |

Questions?

**MADISON
PARKS**

