

Olbrich Botanical Gardens Comprehensive Master Plan

REED HILDERBRAND

DF/ DAMON FARBER



KL Engineering
(A) Better Experience

Krueck Sexton Partners

NATASHA WATERSON

Once-Future Office



OLBRICH BOTANICAL GARDENS

REED HILDERBRAND - DAMON FARBER - EQT BY DESIGN - KRUECK SEXTON - KL ENGINEERING - ONCE FUTURE - NATASHA WATERSON

COMPREHENSIVE PLANNING

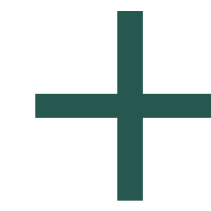
COMPREHENSIVE PLAN

A spatial framework to guide implementation of a vision for the future of the Gardens over the next 15 to 20 years.



INTERPRETIVE PLAN

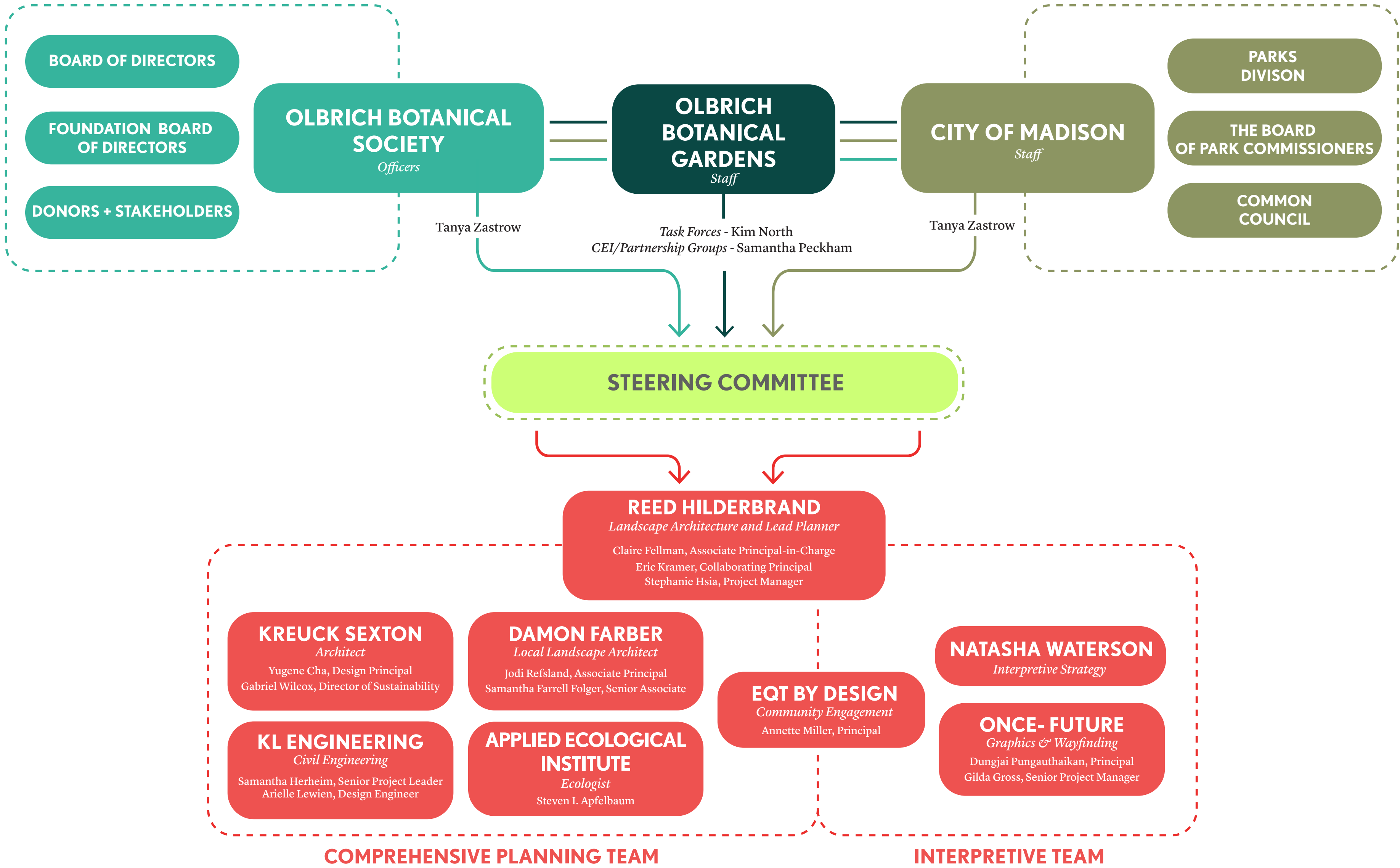
A guest engagement framework to tell the stories of the Garden, inspire diverse audiences, and meet our mission.



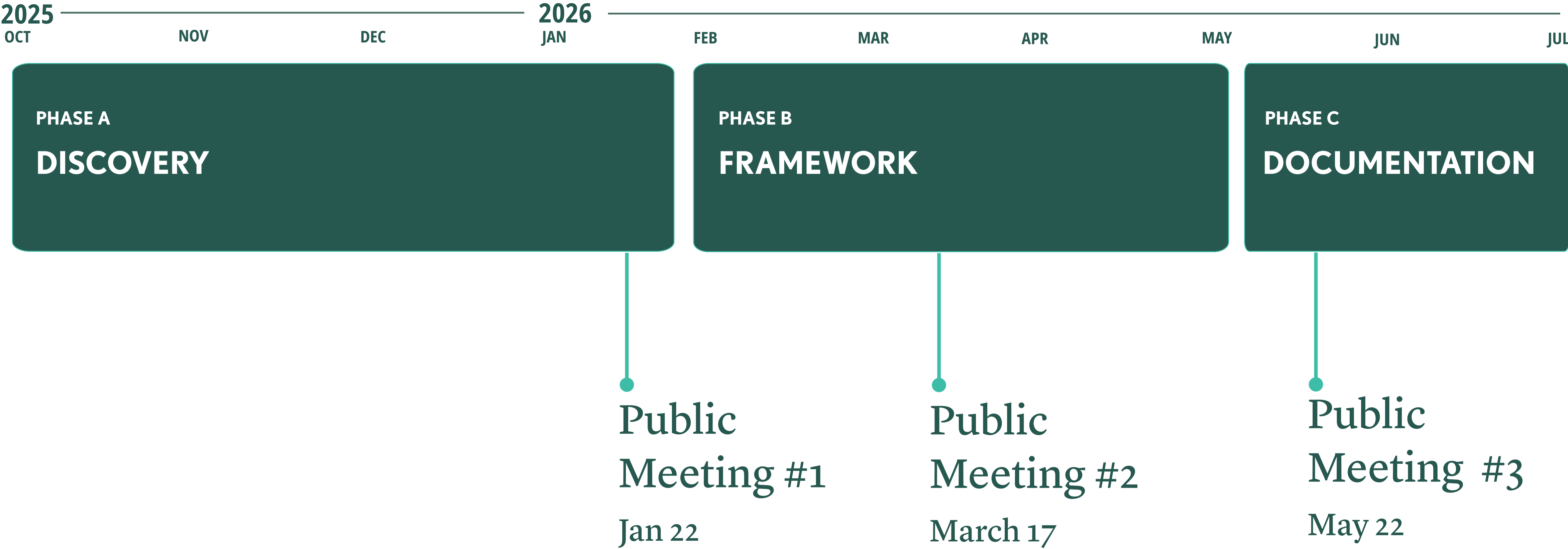
ECONOMIC PLAN

A financial model that provides the analytical framework for smart decisions about the future of the Gardens.

PROJECT TEAM



PUBLIC MEETINGS



ENGAGEMENT SESSIONS



Public Workshop 1
12pm and 6pm (Jan 22)



Pop-up at Farmers Market
(Feb 7)



Family Prom
(Feb 7)



Public Workshop 2
12pm and 6pm (Mar 17)



Big Brother Big Sister (Feb 25)



Bayview (Mar 5)



Goodman Center (Mar 9)

NEXT WEEK

Public Meeting 3 - May 20

Guiding Principles

% OF RESPONSES



DESIGN FOR NATURE AND DISCOVERY



CULTIVATE RESILIENT AND SUSTAINABLE SYSTEMS



WELCOME AND ENGAGE ALL GUESTS



STRENGTHEN CONNECTIONS AND IDENTITY



MAKING LEARNING CENTRAL TO THE GARDEN EXPERIENCE

WHAT MAKES OLBRICH SPECIAL

*Balance of Respite
and Gathering*

*Sense of Discovery and
Wonder*

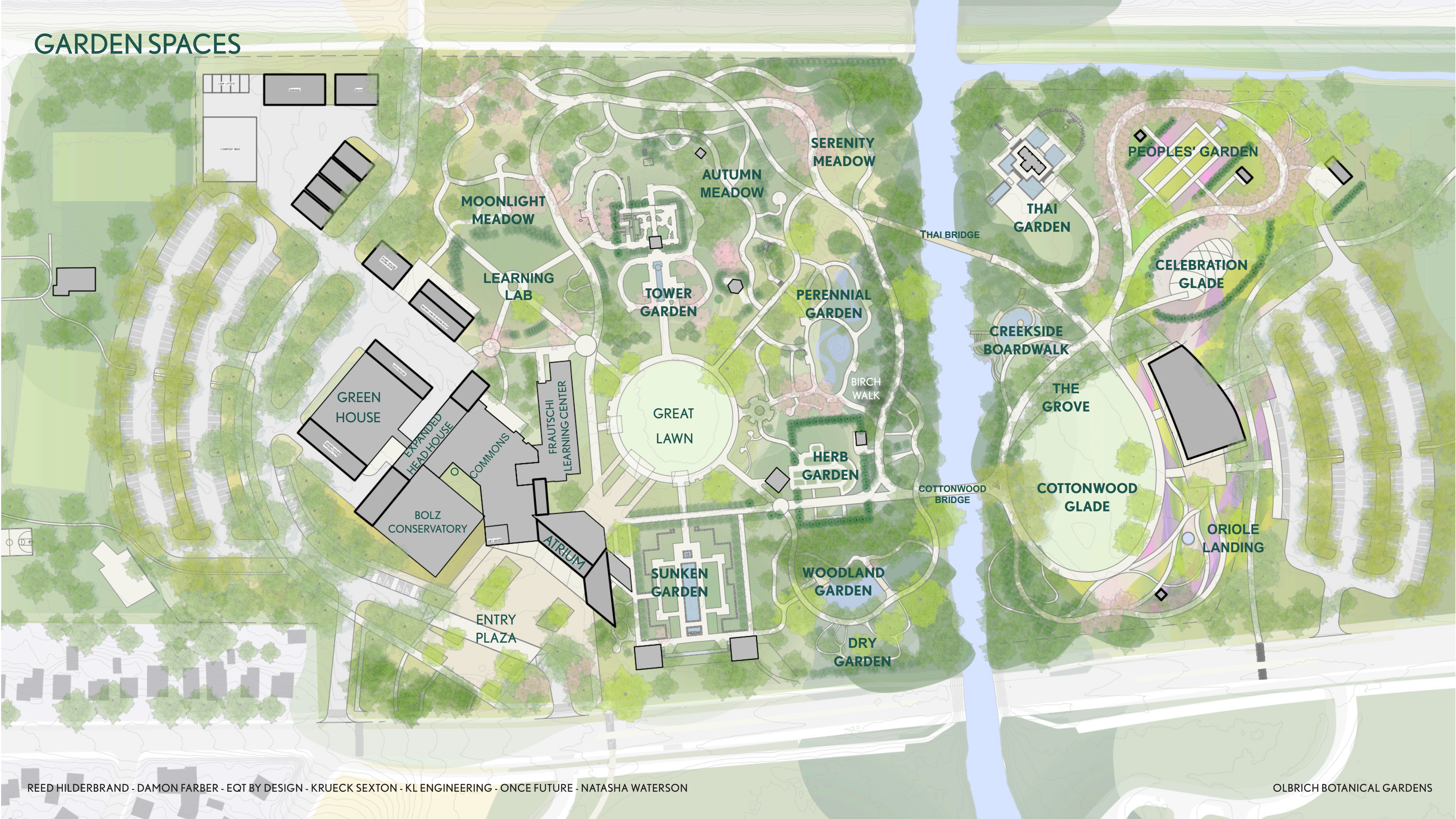
*A Welcoming
Arrival Experience*

*Diversification of
Offerings*

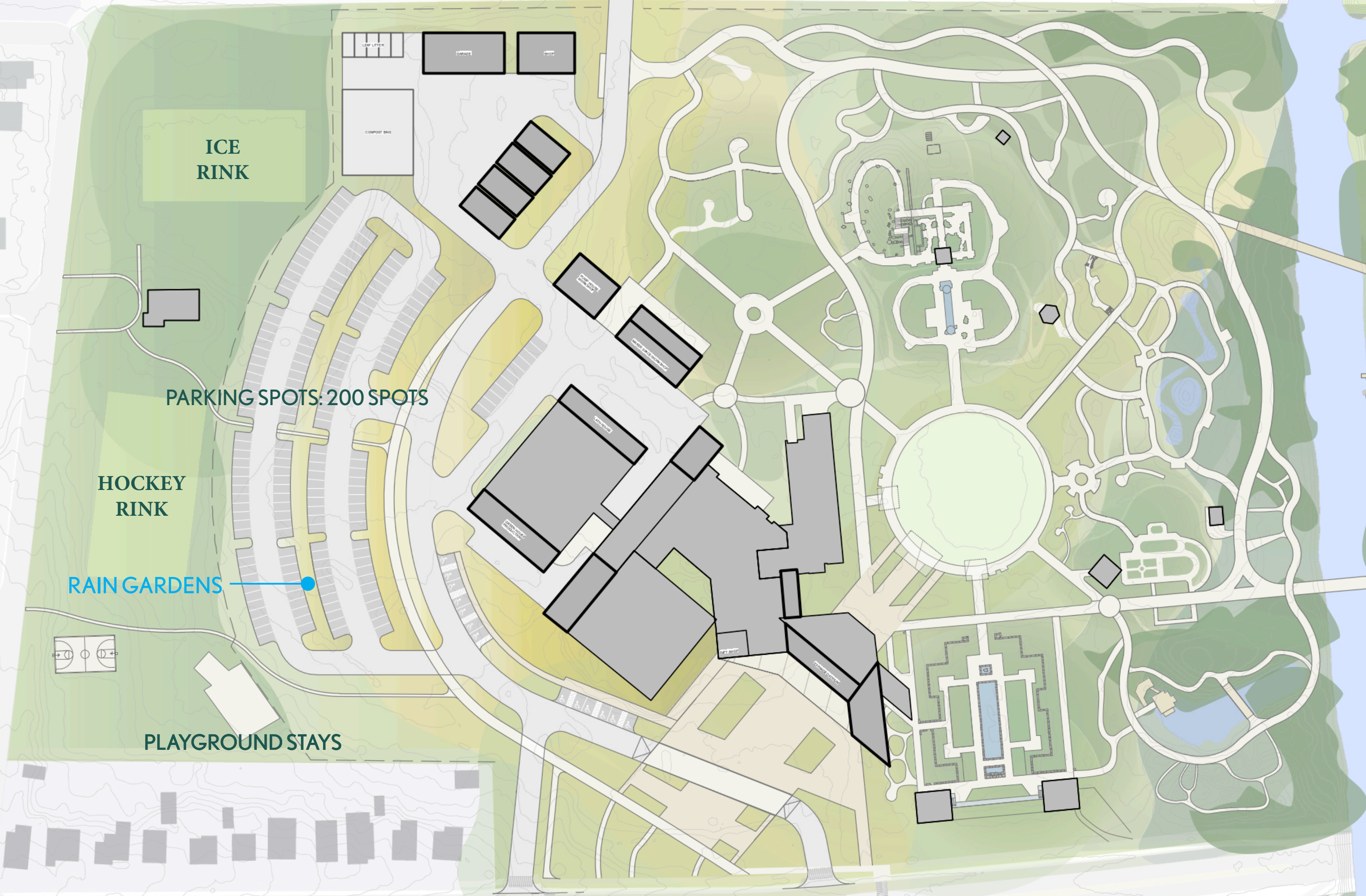
A dense forest of green trees, likely birches, with the text "DESIGN FRAMEWORK" overlaid in the center. The trees are tall and thin, with light-colored bark and vibrant green leaves. The background is a soft, overcast sky.

DESIGN FRAMEWORK

GARDEN SPACES



UPDATED PLAN



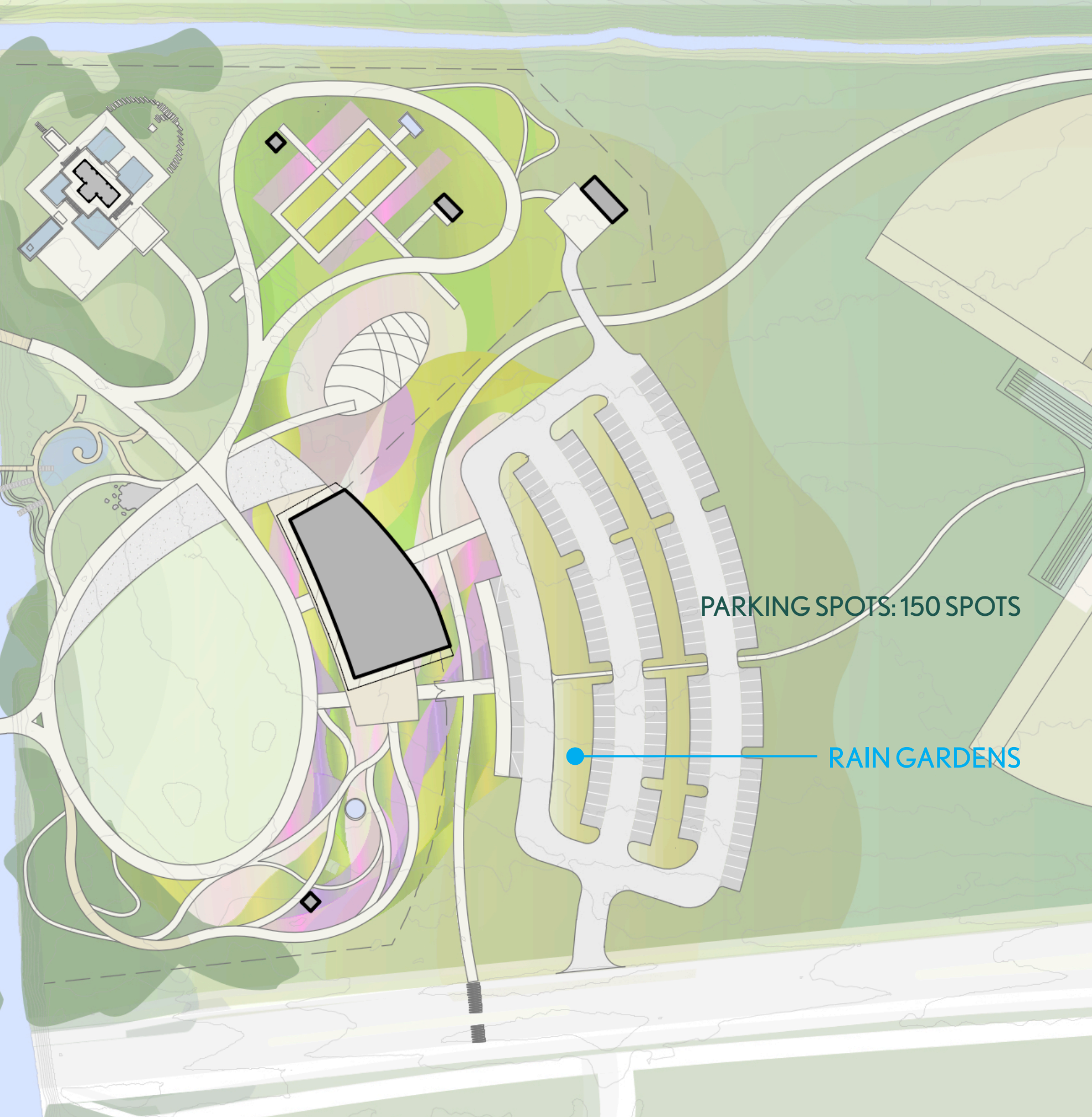
ICE RINK

PARKING SPOTS: 200 SPOTS

HOCKEY RINK

RAIN GARDENS

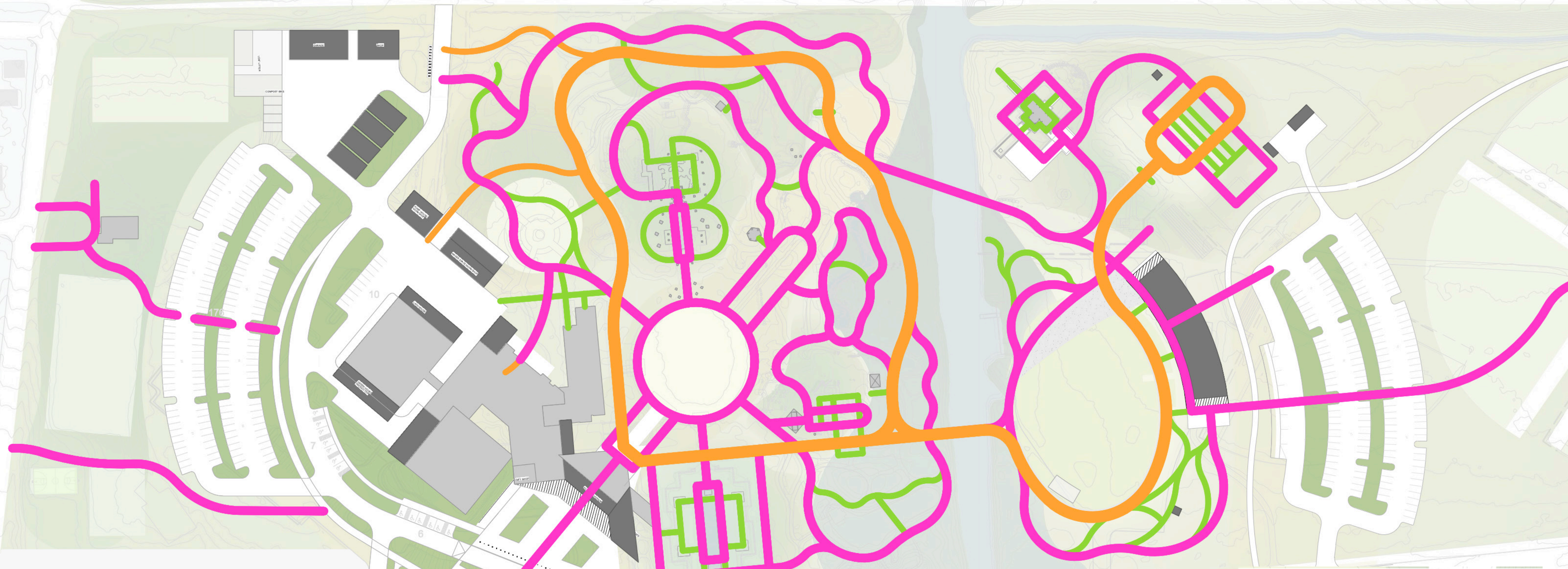
PLAYGROUND STAYS



PARKING SPOTS: 150 SPOTS

RAIN GARDENS

HIERARCHY OF CIRCULATION



LEGEND

- TRAM
- PEDESTRIAN CIRCULATION
- TERCIARY PATHS
- SERVICE

QUESTIONS