

EASTMORLAND COMMUNITY ASSOCIATION

Post Office Box 14584 Madison, Wisconsin 53708

Approximate areas bound by:
Milwaukee Street, Stoughton Road,
Cottage Grove Road, Atwood Avenue,
Lake Monona and Starkweather Creek

March 4, 2009

Long Range Planning Subcommittee for the Parks Commission

Board of Parks Commissioners

C/O Parks Division

210 Martin Luther King, Jr. Blvd, Rm. 104

Madison, Wisconsin 53703

Re: Olbrich 'Area' Land Use Master Plan - Alternate and the Neighbors' Olbrich 'Area' Master Plan

Dear Parks Commissioners: Mr. Barker, Ms. Chewning, Mr. Clausius, Ms. Parker, Mr. Scarbrough, Mr. Schumacher, and Mr. Wallner:

We, the Directors and representatives of Eastmorland Community Association (ECA), would like to formally inform the City of Madison Parks Commission, Olbrich Botanical Society (OBS), and the City of Madison Parks Division that we are in support of the Schenk-Atwood-Starkweather-Yahara Neighborhood Association (SASYNA) *Neighbors' Olbrich 'Area' Master Plan* dated 2/14/2009, with the following exceptions:

- No southeastern expansion whatsoever (across Starkweather);
- Retain the parking lot near the Thai Pavilion (though approve of removal of the boat launch);
- No dog park in the current proposed location between the ball diamonds as per Eastside Dog Park Coalition input, but still whole-heartedly endorse consideration in another location in the park dependent on feasibility;
- No on-street parking along Atwood Avenue;
- And, a desired addition of a pedestrian bridge between Starkweather Drive and the North Plat/Starkweather portion of the Park property (Garver).

We, the Directors and representatives of ECA, would like to formally inform the City of Madison Parks Commission, OBS, and the City of Madison Parks Division that we are not in support of the Parks Division's *Olbrich 'Area' Land Use Master Plan* revision dated 1/14/2009, for the primary reasons:

- The City, Parks Commission, Parks Division, and Olbrich Gardens blatant intention to inform the neighborhood associations boards and residents directly surrounding Olbrich Park and Gardens about the development of this master land use plan so far into the process that the plan could not possibly incorporate the input of these neighbors:
 - 1) Bill Bauer stated to the ECA Board at the neighborhood meeting held 2/10/09 that this plan had already been through "about 15 revisions" and was in the final stage before approval by the Parks Commission;

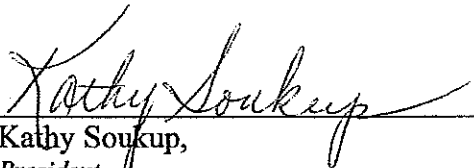
- 2) Connie Beam, OBS Director of Development and Marketing, attended the same neighborhood meeting held 2/10 where she stated to the ECA Board that the teaching gardens planned for the site provided by the removal of the two ball diamonds were being requested by “the residents of the city and park users” and “by the Society members,” though she failed to acknowledge that many members of ECA were not only neighbors to the garden, but OBS members who had heard “nothing” about this revised plan, or any of the previous versions; note: when ECA representatives attended the SASYNA meeting held 2/12/09 concerning the OBS Master Plans, the ECA representatives again heard like sentiments of these neighbors neither hearing, nor having any knowledge of, the Olbrich Land Use Master Plan in the process of revision until a couple of months previous to the final version;
- Removal of two highly-used, high caliber softball diamonds, which would render the two remaining ball diamonds “useless” for:
 - 1) lack of proper accommodations for tournaments;
 - 2) lack of proper warm-up space;
 - 3) lack of proper spectator common areas;
 - 4) reduction of physical recreational space and diminished multi-purposeness;
 - 5) removal of the diamond most used by youth and school leagues/teams;
 - 6) lack of access to primary power source for lighting and other infrastructure needs;
 - 7) and what ECA deems completely inadequate and unacceptable offers for alternative accommodations at Demetral and/or Reindahl.
 - Last, the proposed “land trade” for the arts incubator’s 5 acres of the OBS Garver property/ building in trade for the land totaling 9.8 acres where the boat launch, adjacent parking, and two ball diamonds are located currently; this “trade” is utterly inequitable; the garden would be profiting with 4.8 cost-free acres
 - 1) An ECA Board member sat on the original City of Madison committee for the North Plat and many neighbors were generous donors and proponents for the purchase of the above property to ensure future expansion of the Gardens; they too were not informed that this property that they had worked so diligently toward assisting OBS in acquiring was to be used for purposes other than what was originally intended; there are questions as to whether donors outside of these neighborhoods had been informed or had been solicited for input as to OBS and Commonwealth’s plan for the property.
 - 2) In 2001, District 15 Alder Kent Palmer assured ECA Board President Kathy Soukup that the OBS expansion across Starkweather to accommodate the Thai Pavilion and related gardens/pools would not be setting a precedent for further expansion across Starkweather Creek. We were also told that it would be accessible to neighbors from our side of Starkweather Creek.

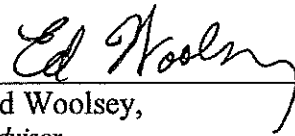
At the Eastmorland Community Association (ECA) meeting held 2/10/09, Bill Bauer and the four others representing the City’s plan presented this plan as a “done deal.” He stated that the first concern was about profit generation for Parks. We, the ECA representatives, are stating that this plan will never be ratified by us as it stands and we will fight to ensure that this park remains a place that reflects our beliefs that Park plans should center around accessibility, feasibility, sustainability, aesthetics, and satisfaction of safe and wholesome community recreational needs. Planning to meet these criteria will not only generate profit for Parks, but may well provide models that can be replicated in other communities in Wisconsin. Olbrich is a very rich and unique symbiosis of activities for all. Let’s not have the Garden detract from this unique and meaningful community relationship by working in conflict and opposition to the entire community’s needs. We ask you directly as Commissioners to please keep in the forefront of your approval process that your decisions and actions regarding this will be remembered by those in these neighborhoods and you will be held accountable for these actions. We of the

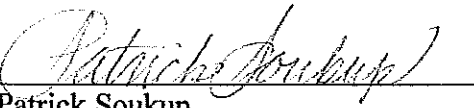
Eastmorland neighborhood are greatly appreciative for your service on the Commission and are extremely hopeful and expectant that you will hear our voiced concerns for what they are ... deeply embedded in the future health of our neighborhood.

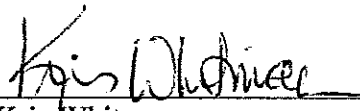
Sincerely,

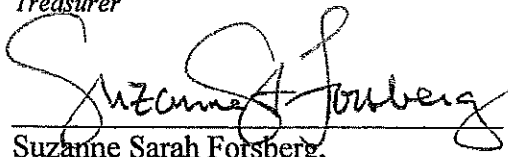
Directors of Eastmorland Community Association

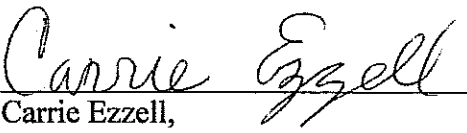

Kathy Soukup,
President

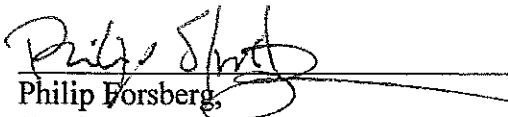

Ed Woolsey,
Advisor


Patrick Soukup,
Treasurer


Kris Whitman,
Royster-Clark Representative.


Suzanne Sarah Forsberg,
Vice-President


Carrie Ezzell,
Membership


Philip Forsberg,
Newsletter

