

### PLANNING FOR OUR FUTURE



	Comprehensive Master Plan	Interpretive Plan
Lead Firm	Reed Hildebrand Landscape Architects	Reed Hildebrand Landscape Architects
Supporting Firms	Damon Farber - Landscape Architects Krueck Sexton Partners - Architects KL Engineering - Civil Engineering Steve Aplfelbaum - Ecology	Natasha Waterhouse - Interpreter Once Future - Graphic Design
DEI Consultant	EQT by Design	EQT by Design
Funder	OBS	OBS
Contract	City of Madison	OBS
End Product	Comprehensive Master Plan for the full-site	Interpretive Plan



# STEERING COMMITTEE

- Lisa Laschinger, Madison Parks
- Adam Kaniewski, Madison Parks
- Bill Patek, Olbrich Botanical Society
- Samantha Peckham, Olbrich Botanical Gardens,
- Kim North, Olbrich Botanical Gardens
- Tanya Zastrow, Olbrich Botanical Gardens

# TASKFORCE TEAMS

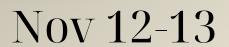
- Horticulture & Gardens
- Wayfinding & Interpretation
- Programing & Education
- Infrastructure & Sustainability

OLBRICH.ORG

#### TIMELINE

October 2025 - May 2026





Internal Workshop
Only for staff,
Parks staff, &
volunteers

#### Jan. 22 & 23

1<sup>st</sup> Public Meeting (Jan. 22 evening) & 2<sup>nd</sup> Internal Meeting

#### Mid-March

2nd Public Meeting & 3<sup>rd</sup> Internal Meeting

#### Late - May

3rd Public Meeting & 4<sup>th</sup> Internal Meeting





# ADDITIONAL ENGAGEMENT

EQT by Design + Damon Farber

Pop-Up Events
Tours
One on One Meetings
& More



### NOVEMBER 12TH

**Morning:** Interpretive Consultant Team meets for site documentation/reconnaissance

1:30 to 2:30 pm: City Parks Meeting

2:30pm to 5:00pm: Walkthrough with gardeners focused on storytelling opportunities



### NOVEMBER 13TH - MORNING

8:30am to 9:15am: All Staff: "Site Analysis" presentation

9:20am to 10:35am: Task Force: Wayfinding & Interpretation

Audience & Motivations

Tone/Materiality/Form

Develop Task Force Charges

10:45am to 12:00pm: Task Force: Programming & Education

Develop Task Force Charges

Program Visioning

**12:00pm to 1:00pm** Lunch



# NOVEMBER 13TH - AFTERNOON

#### <u>Comprehensive Master Plan</u>

1:00pm to 2:15pm: Task Force: Horticulture & Gardens

Develop Task Force Charges

Program Visioning

2:25pm to 3:40pm: Task Force: Infrastructure & Sustainability

Develop Task Force Charges

Program Visioning

#### **Interpretive Planning Team**

1:00pm to 3:40pm: Breakout Groups

Physical mapping exercise on content, messaging, location planning



# NOVEMBER 13TH-LATE AFTERNOON

#### All teams

3:45 to 4:30pm: Steering Committee Debrief

4:30 to 6:00pm: TOBS Board and Volunteers





Louise P
Chicago, Illinois • 34 contributions





#### Feast for the senses!

Sep 2025

Beautiful, serene, lovely gardens. Spent about three hours here. Could have stayed longer. Would go back next time I'm in the Madison area. Definitely worth the trip.

Written September 19, 2025





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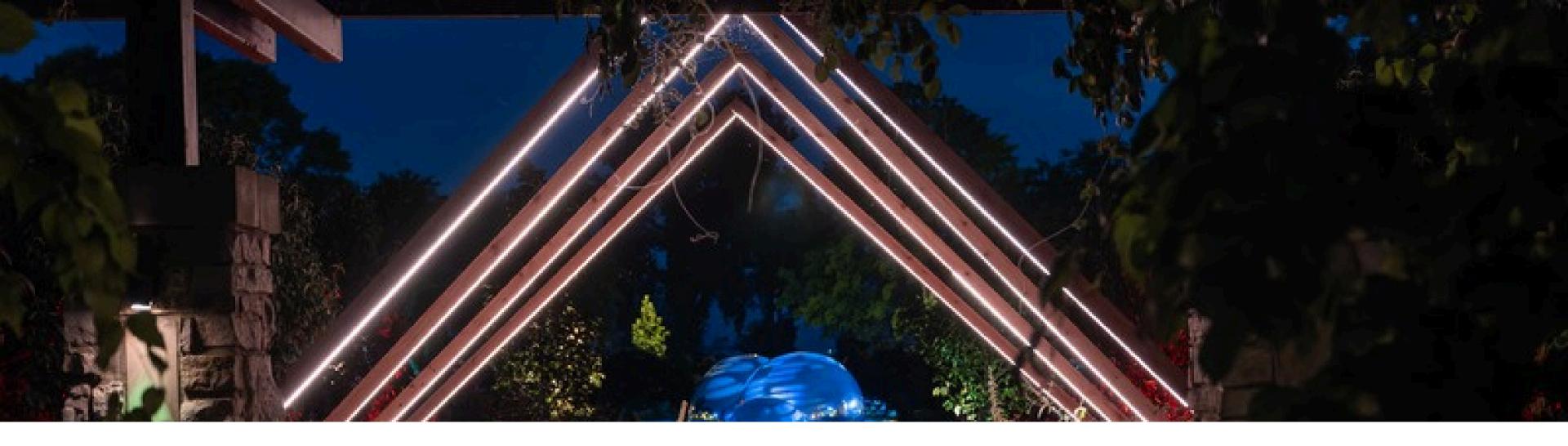


#### Worth a Visit

May 2025 • Friends

Great stop! Not expensive, but a lot to look at inside and outside and friendly staff! Also has a gift shop with many Wisconsin themed trinkets.

Written August 28, 2025





#### CPCARS1 CPCARS1

Local Guide : 126 reviews : 302 photos



NEW

Olbrich Botanical Gardens is beautiful by day but during the evenings in the fall it displays a whole new beauty by night. Gleam was a beautiful display of lighting through the gardens. Spectacular to experience. Walk along the paths and be amazed at the artistry. Make sure to check the website as this display is only for a limited time. Bring a jacket as the evenings in Wisconsin get chilly in the fall. This is an event for everyone to experience.