



# OLBRICH BOTANICAL GARDENS

OLBRICH.ORG



# 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 Apffelbaum - 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



# TIMELINE

October 2025 - May 2026

Save the Date

Nov 12-13

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

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# 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

## **Comprehensive Master Plan**

**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

👍 0 ...



**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





**Cara A**

3 contributions

👍 0 ...



**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](#)



★★★★★ a week ago

**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.