

AMENDED FINAL REPORT



CENTRAL PARK

DESIGN AND IMPLEMENTATION TASK FORCE

MADISON, WISCONSIN

ACCEPTED BY COMMON COUNCIL: JUNE 7, 2011
LEGISLATIVE FILE ID No.: 22290

ACKNOWLEDGEMENTS

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Funding for this Plan
Generously Provided by
Financial Gifts from:



Amended Final Report Central Park Design and Implementation Task Force

Introduced to Council: May 3, 2011

Accepted by Council: June 7, 2011

Legislative File ID No.: 22290 Enactment No.: RES-11-00500

A Very Brief History

The concept of a large urban park located along the East Isthmus rail corridor originated with local neighborhood groups interested in revitalizing an area of post-industrial brownfields. Discussions for a park on this site began in the early 1970s. The Urban Open Space Foundation (UOSF) championed this idea for several years, developing a plan for a grand 25-acre Central Park. Despite public enthusiasm following an extensive public process and some success at fund raising, progress eventually stalled on the project.

In 2007, the Common Council established the Central Park Design and Implementation Task Force (Task Force) to determine the need for and feasibility of such a park and chart a path forward. This report summarizes our efforts and recommendations to the Common Council for the expeditious creation of this park.

Structure of the Task Force

The Task Force was comprised of the following members:

Marsha A. Rummel	Common Council Member, District 6
Joseph R. Clausius	Common Council Member, District 17
Nicole Craig	Citizen Member
William W. Barker	Parks Commission Representative
Nancy T. Ragland	Mayoral Appointee
Joe Sensenbrenner	Center for Resilient Cities Board Representative
Bradley C. Mullins	Area Property Owner
Leslie C. Schroeder	Neighborhood Resident
M. Nan Cheney	Neighborhood Resident
Phyllis E. Wilhelm	MG&E Representative
Amy T. Overby	Madison Community Foundation Representative
Susan M. Schmitz	Downtown Madison, Inc. Representative
Truly Remarkable Loon	Citizen Member

We also appreciated the services of Benjamin Sommers, neighborhood resident who left Madison for an extended work experience in South America.

Process

The Task Force strove for a transparent, open and participatory public process. Over a period of five years, the Task Force held forty open meetings, including six large and well-attended public meetings. Additionally, subcommittees were established to further address the questions posed in the authorizing Resolution, namely Land Acquisition/Rail Relocation, Concept Park Plan, Fundraising, Memorandum of Understanding (MOU), and Alternative Design. Additionally, Lorna Jordan held a large public meeting during her research for her environmental art design for the park. In addition to well-attended meetings, all printed materials were digitized and made available online on a dedicated web site. Much additional discussion occurred on various neighborhood listservs, and the local press covered the Task Force in some detail.

Should Central Park exist?

First and foremost, throughout our process, citizens voiced strong support for a park. Indeed, the site currently serves as an informal park and a vital component of the local economy. Not only has it hosted music festivals that raise critical funds for the Wil-Mar Community Center, but informal use of the open space by neighbors commonly occurs. Additionally, a farmer's market offers local farmers and providers access to a vibrant marketplace. The site's location along a major bike corridor offers a highly sustainable model for urban food distribution that could be propagated throughout the city.

Stimulation of adjacent development offers more proof of the existing positive economic and social impact a park on this site will offer. For example, R.P.'s Pasta located a restaurant and production facility on Wilson Street in anticipation of an urban park. Similarly, Park Central apartments provided welcome new property tax revenue providing a mix of affordable and market rate rentals. All this just on the rumor of a park!

Of course, the true utility of a quality urban park on this site only becomes more apparent as one contemplates the future of the East Washington Capitol Gateway Corridor. The Task Force carefully considered the park in the context of the existing plans for redeveloping this vitally important Corridor, as well as relevant transportation studies detailing the potential for light or commuter rail in addition to the prospect for inter-city high-speed rail. Viewed through this lens, the imperative of building a high quality urban park on this site becomes ever more apparent. In addition, Central Park offers a unique opportunity to enhance the connectivity and utility of existing green space in the East Isthmus area and beyond. There can be no more effective investment than open space, if we intend for Madisonians 25 years from now to enjoy the high quality of life we currently experience.

Responding to a Shifting Landscape

Before detailing our answers to the remaining questions posed by the charge to our Task Force, one should consider the dynamic environment in which the Task Force performed its work. While much of the Task Force's early deliberations centered around determining the feasibility of the park plan drawn up for the Urban Open Space Foundation (UOSF) by McCarthy and Associates (the McCarthy Plan), multiple events beyond our control shaped our perceptions and ultimately combined to cause us to scrap the McCarthy Plan altogether.

A strong economy and robust investor and philanthropic climate prevailed during the years in which UOSF worked to create Central Park. Shortly after the Task Force began its work, we experienced a major global recession from which we have yet to fully recover. Certainly this sensitized the Task Force to the need to protect local jobs and strongly influenced our view of what parcels might be suitable for adding in the short term to the nucleus of land currently dedicated to the park. The Task Force also recognized that local entrepreneurial investments had transformed buildings once regarded as challenged tear downs into artistic workspace for a variety of professional, non-profit, and incubator businesses.

Further complicating the picture, the Urban Open Space Foundation expanded its mission to a national focus on urban sustainability issues, changing its name to the Center for Resilient Cities (CRC). Additionally, the long time UOSF Director, a stalwart champion of Central Park, retired.

One final change represented a tectonic shift and effectively sealed the fate of the McCarthy Plan. The existence of an active rail corridor diagonally bisecting the park represented a significant obstacle to realizing the McCarthy Plan and thus moving the railroad tracks formed a critical step in the evolution of this parcel of open space. The collapsing economy and the estimated costs to acquire the land and rights of way rendered this step improbable. Following this development, the Task Force realized it had painted itself into a corner, investing much time into a plan impossible to achieve in the near term.

Luckily, spontaneous partnerships arose to rescue the project from oblivion. The MG&E foundation provided funding and a local coalition of landscape architectural firms (Schreiber/Anderson Associates, Inc.- JJR, LLC - Ken Saiki Design, Inc.) collectively known as "3" donated half their costs to envision a park responsive to community input that fit on a much reduced footprint and accommodated an active rail corridor. The Task Force accepted their plan as the Conceptual Master Plan

for Central Park; the Final Report of the Task Force, including the "3" Plan, was adopted by the Council on April 20, 2010.

Closely following the adoption of this plan, three important developments directly affecting the design of Central Park occurred. First, the Federal Government announced plans to build a high-speed rail line between Milwaukee and Madison. Governor Jim Doyle selected a site near Monona Terrace as the location for the rail terminal, and for a brief, shining moment, the very real possibility of relocating the rail line arose. Accordingly, the Task Force suspended its efforts until the City of Madison and relevant governmental entities could work through such issues as track siting and street crossing designs. The subsequent election of Governor Scott Walker and his attendant declination of funding effectively killed the project and the Task Force resumed its work.

Second, the City of Madison received funding from the National Endowment for the Arts, and following a national competition, selected renowned environmental artist Lorna Jordan to collaborate with "3" and the Task Force to infuse a strong artistic design into the plans for Central Park.

Third, and perhaps most remarkable, Research Products redesigned their business practices, allowing them to make a critical parcel of land available for immediate inclusion into Central Park. The City of Madison moved quickly to acquire the parcel.

The Task Force vetted the inclusion of Ms. Jordan's designs and impact of the acquisition of the Research Products parcel through a series of additional committee meetings, including three public meetings. The final "3+LJ" Plan shown in Appendix I represents the final design resulting from this extensive public process. Appendix II contains Ms. Jordan's materials regarding the art approach for Central Park. Appendix III contains the original "3" Plan, including the other documentation associated with the approval of the Central Park Master Plan in 2010.

Questions Answered

a) What is the final concept for the park?

The Task Force envisions Central Park as a vibrant public-private partnership closely modeled on a local and extremely successful exemplar, Olbrich Botanical Gardens. This model succeeds via an articulated mission statement and an innovative municipal partnership with a dedicated philanthropic organization, the Olbrich Botanical Society. Thus the Task Force, reflective of our strong environmental

ethic and endorsement of sustainable concepts as enumerated in The Natural Step, adopted the following mission statement: “Central Park serves as a test bed for sustainability and resiliency strategies in urban settings.” This sensibility infuses and informs our vision for Central Park, from support for local food production (community garden space and farmer’s market) and edible landscaping to infrastructure for alternative transportation.

The second component of the model, a dedicated philanthropic organization, underpins the long-term success of the park. While the CRC deserves much credit for nurturing Central Park in its infancy, their change in focus to a more national perspective decreases their suitability as the best partner for further stewarding Central Park. Thus the Task Force recommends establishing a new organization to solely focus on supporting Central Park. A Memorandum of Understanding effecting transfer of the land currently held by CRC to municipal ownership and establishing a support organization accompany this report and is located in Appendix III. The CRC generously gifted their holdings to the City of Madison in 2010.

Rather than specify a detailed plan for Central Park, the Task Force chose to endorse the conceptual plan detailed in the “3+LJ” Plan. In part, the design of the “3+LJ” Plan dictated this decision. As part of an attempt to link green spaces in the East Isthmus area, “3” reclaimed the Few Street crossing (right of way) as an entrance, thus linking Central and Orton Parks. Conversion of this now cryptic crossing to an active pedestrian crossing requires approval by the State of Wisconsin Office of Commissioner of Railroads (OCR). While the approval process is underway, we do not expect a definitive answer until perhaps sometime in 2012. Rather than further delay progress on the Park, we chose to endorse a pragmatic footprint and encourage development of appropriate infrastructure to support four main usages consistently voiced and supported by the public. Those main uses are:

- Performance space engineered to support up to three large festival events per year
- Gathering areas, earthworks, and pathways
- Community gardening and local agriculture
- Skate Park
- Playground

The “3+LJ” Plan articulates an inspired solution to an exceedingly difficult design challenge and provides for the above uses. Several unresolved issues directly

affecting the park design, but outside the purview of the Task Force, remain. For example, we may or may not gain permission to use the Few Street crossing. The Task Force feels strongly that progress on the park not be delayed until this issue is resolved. Whereas the original “3” Plan required major design realignments, the “3+LJ” Plan appropriately deemphasizes this component. Thus, if one views the final design as a smorgasbord of elements, clearly work can move forward on designing the skate park, multi-use performance space, gardens and playground. This perspective might even allow for incorporating elements from the earlier McCarthy Plan.

The Task Force hopes that by crafting a flexible path defined by a footprint and articulated major uses, Parks Division staff can take over the design and implementation and expeditiously move the project forward. Such flexibility, coupled with an active partnership should allow the park to nimbly maximize future opportunities for further development as they arise. After all, who could have foreseen the Thai Pavilion or the timely availability of the Research Products parcel?

b) Explore additional lands to be purchased

The Task Force recommends two immediate property acquisitions, the Robert Sands property, as well as the MG&E parcel located at the SE corner of the intersection of Brearly and East Wilson.

Note that City property transects the Sands parcel twice, by the Few Street crossing as well as by a former railroad ROW bisecting the eastern fragment along a SW-NE line. Not only is acquisition of this parcel crucial for the park itself, but also the “3+LJ” Plan designates this area as the site for a future light rail stop and alternative transportation hub. The Task Force carefully weighed the economic consequences of acquiring the Sands property and determined the long-term economic gain outweighed the immediate minimal economic impact on the existing businesses. Given the value and relative scarcity of green space in the Central Isthmus, the Task Force strongly recommends minimizing the size of any parking facility that might accompany a future light rail station.

The small MG&E parcel links Central Park with the existing and adjacent Willy Street Park, creating a direct connection to Williamson Street at South Brearly Street.

c) Explore options for developing the park in phases and develop a phased implementation strategy for the park.

The Task Force feels all the main elements of the park should be developed as quickly as possible. Community sentiment infuses this perspective, for we heard pleas for a quick delivery voiced again and again. Due to the existence of ongoing large music festivals, the multi-use performance space should receive priority. The skate park timing depends on the fundraising success of the Madison Skate Park Fund. Nonetheless, given the demonstrated demand for skateboard facilities and the presence of skate parks in many surrounding communities, the City should work to ensure this project succeeds. The Task Force applauds the City of Madison's decision to make matching funds available to hasten development of the skate park component.

A playground can go in as soon as a site is designated and funding raised. Community gardens and orchards are certainly affordable and will develop at a rate determined by gardener governance and community interest. In keeping with the sustainability theme of the park, the Task Force does not support a dedicated performance stage, opting instead for street closures and temporary "transformer-type" staging for large events. This represents immediate and substantial construction savings, adds to the flexibility of the park space and mitigates against long-term infrastructural maintenance liabilities. Further enhancements can be added as time goes on and opportunities arise. For example, educational materials detailing the natural, geological, archaeological and industrial history of the East Isthmus have been proposed, as well as spaces for public art.

d) How does the relationship in terms of governance, financing, management and maintenance of the park work among the parties involved?

Central Park governance should mirror that of any City park under the auspices of the Madison Board of Parks Commissioners. As for funding, the public-private partnership will require time to establish itself. Ideally, the City might choose to invest in the park's initial construction with the idea that, as is the case with Olbrich Botanical Gardens, the philanthropic and volunteer activities would sustain and grow the park long term. Ideally, an endowed fund to provide for maintenance should be established. To maximize efficiency, the Parks Division could provide day-to-day basic maintenance, scheduling and management. Any maintenance required above a normal basic level of service should be funded by the private partner and/or performed by volunteers.

A draft Memorandum of Understanding concerning these issues is attached in Appendix III.

e) What is the best plan of action regarding moving the railroad tracks?

Given the magnitude of the expenditure estimated to move the existing rail, in light of the current state of the economy, the Task Force does not support moving the rail at this time. Nonetheless, should a future opportunity arise to move the tracks, the City should move expeditiously to do so. Clearly, a much higher quality park will result.

f) What do stakeholder groups think about this plan?

The public enthusiastically embraced the "3+LJ" Plan, but on a more fundamental level they support the expeditious creation of a park supporting their clearly articulated uses. Local business and property owners, local philanthropic groups, and neighborhood associations are also pleased with the prospects for Central Park. Indeed, creation of a collegial, collaborative and enthusiastic stakeholder coalition represents one of the major achievements of the Task Force process. We must not squander or hinder this unique opportunity created by our work to bring this park to fruition.

g) What is needed in terms of private fundraising?

Robust private philanthropy must comprise a major ingredient in the long-term success of Central Park. As mentioned before, private funding must provide aesthetic and educational enhancements, as well as provide for long-term maintenance. As we have seen in Olbrich Botanical Gardens, private funding comprises an invaluable component of funding for additional property acquisition.

h) Review the proposed park footprint and address the relationship of park space to redevelopment plans in the corridor.

The Task Force held several meetings where representatives of the Center for Resilient Cities, City staff to Transport 2020, the East Rail Corridor Plan and the East Washington Capitol Gateway Corridor Plan presented their work and how it relates to the development of Central Park. In addition, the Task Force met on the site and walked it to get a good sense of the context and issues surrounding the development of the Park. In addition, Nan Fey and Karl van Lith provided training in The Natural Step and helped the Task Force integrate this conservation ethic into park design and philosophy.

i) Design integration with other nearby green space.

The Task Force specifically charged “3” with addressing linkages between Central Park and existing parks in the East Isthmus area. Their report contains many recommendations and design elements for linking these public spaces along existing bicycle paths and the Yahara River Parkway. Additionally, “3” designed streetscape improvements to enhance connections between Orton and Central Park along Few Street. The Task Force emphasizes how such a “green web” enhances the city, and recognizes the efficiencies realized by linking Tenney, Olbrich, James Madison, Central, Orton, Turville Conservancy and Olin Parks via alternative transportation corridors. For example, the proximity of excellent ice-skating facilities at Tenney obviates the need to provide duplicate rinks at Central Park.

Respectfully submitted,

William W. Barker, Chair

Nancy T. Ragland, Vice Chair

M. Nan Cheney

Joseph R. Clausius

Nicole Craig

Truly Remarkable Loon

Bradley C. Mullins

Amy T. Overby

Marsha A. Rummel

Susan M. Schmitz

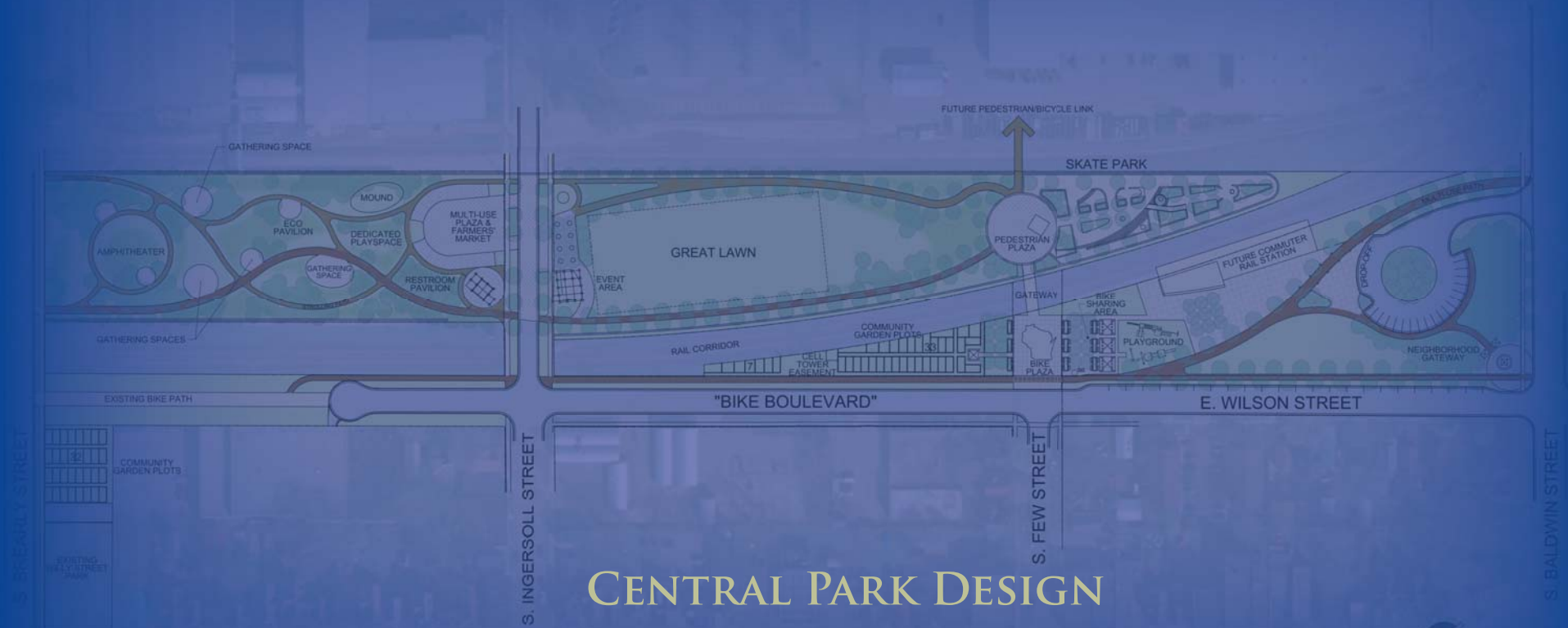
Leslie C. Schroeder

Joe Sensenbrenner

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APPENDIX I

CENTRAL PARK MASTER PLAN REVISION



CENTRAL PARK DESIGN AND IMPLEMENTATION TASK FORCE

ACCEPTED BY COMMON COUNCIL: JUNE 7, 2011
LEGISLATIVE FILE ID No.: 22290

INTRODUCTION

This document provides revisions to a previous version of the Central Park Master Plan approved by the City of Madison Common Council on April 20, 2010. The Central Park Master Plan Revision (Plan Revision) celebrates the rich history, landscape, architecture, art, environmentalism, and activities of the East Isthmus, and it links bike trails, open space, and established parks throughout the Isthmus. The Plan provides a framework and prioritized approach for future land acquisitions as well as park uses and activities, open space networks, pathways, gathering places, green infrastructure, pavilions, and recreation facilities. Preparation of the Plan Revision involved participation of City staff, the Mayor's Central Park Design and Implementation Task Force, neighborhood groups, and many other stakeholders.

BACKGROUND

For approximately a decade, the City of Madison, the Center for Resilient Cities (formerly the Urban Open Space Foundation), and many stakeholder groups have discussed and planned for an urban park to be located in the East Isthmus Corridor on Madison's near east side. The Park is expected to provide park and recreation facilities to meet the needs of the neighborhood and community, enhance the city's economic development potential, and stimulate renewed focus of the greater Isthmus as an employment center. The Park will interconnect jobs, housing, and recreation and create a signature feature and destination for the city.

A concept plan previously prepared for Central Park (McCarthy Plan) was presented in many venues, to many people and groups and generated much interest and discussion. While widespread support exists for the concept of a park, concerns expressed stalled momentum of this plan. The McCarthy Plan depended upon acquiring land through purchase or condemnation and moving the existing railroad tracks 100 yards to the north edge of the park at an estimated cost of \$10 million. Public funds for this purpose were limited.

The alternative Central Park Master Plan was developed to explore additional options and develop a different park design that does not require relocation of the railroad tracks but instead creates a usable, safe, functional park around the current railroad tracks. This was to allow the city and public to evaluate the two plans in determining how to proceed to implementation of the park.

Park Acreage

When the McCarthy Plan was developed the assumed acreage for the park was approximately 15 acres. Since that time the available land for the Park has been reduced to approximately 8.75 acres. However, future expansion of the Park remains strong as several parcels of land may become available in the

future. This Plan could accommodate future growth if additional lands become available.

Process for Central Park Master Plan Revision

Since the Central Park Master Plan was adopted, possible land acquisition of the Research Products site in the Breatly block precipitated a revision of the Central Park Master Plan to allow for a continuous park. The process for creating the Plan Revision involved participation of City staff, the Mayor's Central Park Design and Implementation Task Force, neighborhood groups, and many other stakeholders. The Plan Revision was presented at two public meetings to receive comments—one at the onset of the project to share preliminary concepts and one to present the final Revised Plan.

CENTRAL PARK AREA DESCRIPTIONS

Central Park is comprised of 3 block development zones; Breatly Block (Breatly to Ingersoll Streets), Ingersoll Block (north side of rail line between Ingersoll and Baldwin Streets), and Few Block (south side of rail line between Ingersoll and Baldwin Streets).

BREATLY BLOCK

The Breatly Block provides an interactive, environmental landscape that becomes a platform for a wide variety of community activities. Breatly Block spaces have flexible uses and include cultural and natural gathering areas, an amphitheater, pavilions, a multi-use plaza/farmer's market, and eco-play areas. Earthworks, plantings, pathways, and green infrastructure define, surround, and connect these spaces. The plan for this block is based on the Art Approach and Master Plan Sketches created by Artist Lorna Jordan.

Gathering Areas

Gathering areas vary in size and are used for many activities. Cultural gathering areas can be programmed with acoustic performances, book clubs, community conversations, small art exhibitions/festivals, poetry gatherings, outdoor cinema, and quiet retreats. Natural gathering areas and demonstration gardens can include edible landscapes, wildlife gardens, and storm water treatment gardens. These can be programmed with events that pertain to nature in urban areas and that demonstrate practices related to sustainable living. An amphitheater along Breatly includes terraces, stone walls, stairs, pathways, plantings, and earthworks. Gathering areas can be used for outdoor cinema, outdoor classrooms, nature appreciation, small festivals, exhibits and gatherings/performances. Additionally, they provide places for solitary reflection and retreats.

Pavilions

A series of sculptural pavilions include a shelter/stage pavilion within the amphitheater, a pavilion mid-block, and a rest room pavilion along Ingersoll. These provide shade and shelter. And they punctuate the landscape—adding dimension and interest to the Brearly Block.

Multi-Use Plaza and Farmer’s Market

A larger gathering space is located at the east side of the Brearly Block for the relocation of the East Side Farmer’s Market. The plaza space has artistic paving and provides enough area for vendors to park vehicles and setup tables. The plaza provides opportunities for other events when not in use during the Farmer’s Market. A rest room pavilion is located south of the plaza and is centrally located for park users.

Earthworks, Plantings, & Green Infrastructure

Earthworks, plantings, and green infrastructure features are integral to the Brearly Block. Inspired by Wisconsin landscapes sculpted by glaciers over time, these define and surround gathering areas.

Pathways

A primary multiuse pathway, minimum 12’ wide, provides accessible circulation through the site from Brearly to Ingersoll Street. The primary pathway also provides a security route for emergency vehicles. Secondary pathways weave throughout the park connecting with the primary path. Secondary pathways will be 4’ to 6’ wide and may consist of differing materials.

COMMUNITY GARDENS

South of the rail line from the Brearly Block is land currently owned by Madison Gas and Electric (MG&E) which offers the potential for community gardening. The intent is to use this area to complete an open space connection to the existing Willy Street Park to the south. While the Willy Street Park has a sculptural wall that physically separates it from the MG&E parking lot, this re-use of the parking lot will link open space to open space and provide garden spaces for community use. Most of this area is compromised by contaminated soils. The gardens are conceived as raised beds, providing access for disabled individuals and soil volumes above potentially contaminated soils and the cap required to prevent further ground water contamination. Streetscape and street tree planting improvements to Brearly Street would strengthen the sense of park and open space, linking the Williamson Street Park, Community Gardens and the Brearly Street parcel of Central Park.

INGERSOLL BLOCK

Great Lawn

The Great Lawn is the largest open space in Central Park and is intended to be the location of festivals such as the La Fete de Marquette. The Great Lawn area comprises approximately 2 acres of the park. The open lawn itself is roughly 1 acre providing space for people to picnic, sit, stand or dance during performances and to have open lawn for play during non-performances.

A plaza space along the west side of the Ingersoll Block (adjacent to Ingersoll Street) will provide access for temporary stage configurations. The plaza includes a canopy structure that will function as a picnic shelter or performers venue. Portable flatbed truck stage systems will be accommodated in the plaza space as well. Adequate power would be provided at the plaza.

A double row of canopy trees is located along Ingersoll Street providing shade and separation. At the Great Lawn, canopy trees are used to define the edges of the park and direct views to the performance area.

On the north side of the Great Lawn, along the MG&E service rail, a widened walkway provides area for temporary activities such as displays of art. Another primary pathway, minimum 12’ wide, will also be located on the south side of the lawn along the active rail line. These primary pathways will also provide accessible routes and allow for emergency vehicle access to the Ingersoll Block portion of the park.

At the active rail right-of-way berms and/or fencing will be used to deter park users from crossing the tracks at inappropriate locations. The fence is pedestrian scale and would be no taller than 6’ in height.

Pedestrian Plaza

A plaza will be centrally located in the Ingersoll Block to provide a transition from the large openness of the Great Lawn to neighboring uses. The Pedestrian Plaza will connect with the Few Street Block of the Park via the Few Street R.O.W. rail crossing. The rail crossing will have a security gateway to protect park users from train activity. The plaza will connect to future development to the north of the park providing pedestrian and bicycle linkages.

Skate Park

The Skate Park has been a staple program element of Central Park. The over 1/2 acre site provides the opportunity to develop an urban plaza setting, integrating skateboarding into the park fabric as desired by current skate enthusiasts. The Skate Park would have the look and feel of an outdoor plaza space with seat walls, steps, and landscaped areas. The Park can also function as a gathering space for other activities. The Skate Park would have an attractive fence around the perimeter with access at the Pedestrian Plaza of the Great Lawn.

FEW STREET BLOCK

Gateway Plaza

The Gateway Walk is the ceremonial entrance into the park beginning with the Bike Plaza at the intersection of Few and East Wilson Streets. The Bike Plaza connects the park with the City's bike/trail system. The Gateway walk utilizes the existing Few Street right-of-way to extend an at-grade pathway to the Great Lawn, primary pathways, and Skate Park. Formal gate structures located on both sides of the active rail line will incorporate automatic gates that close as trains approach the crossing.

Accessible Playground

Located to the east of the Bike Plaza, the Accessible Playground provides area for play structures for multiple age groups. The playground would be enclosed by attractive fence providing a safe and visible play area. Entry into the playground would be from the Bike Plaza. The Accessible Playground is approximately 1/3 acre in size and would serve children of all ages and abilities.

Bike Center

The Bike Center is located on the east side of the Bike Plaza. The facility would house a bike/service kiosk. An area to the east has been identified for bikes, providing secure parking for cyclists while using the park, shopping at the Farmer's Market, or commuting in the future on light rail. This area can also be used for one of the bike sharing facilities in the City.

Additional Community Gardens

A small parcel of land located to the west of the Gateway Plaza could provide space for up to 40 garden plots. A small shed for storage will anchor the transition from the plaza into the gardens while providing a water connection for gardeners.

Commuter Rail Station

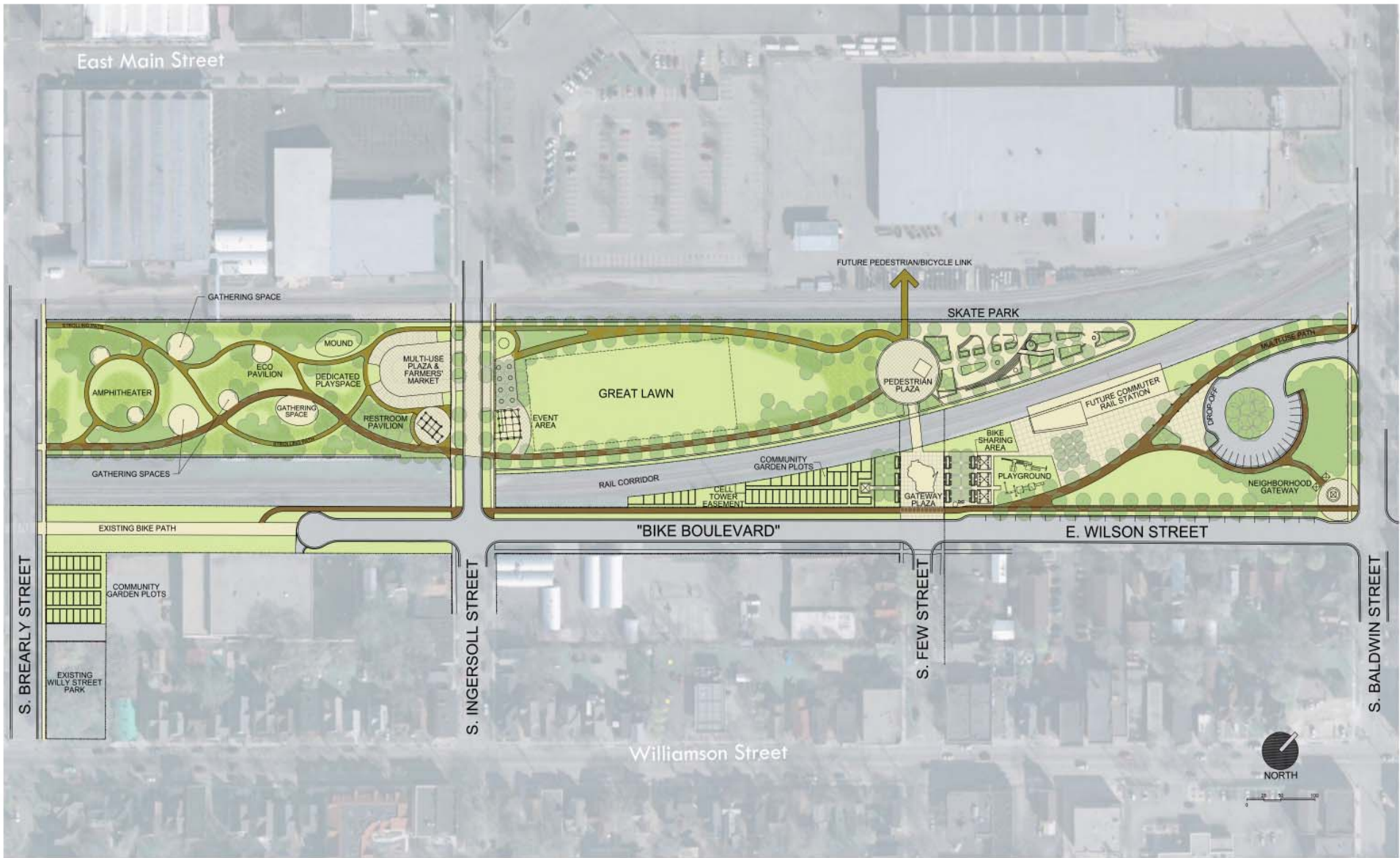
Central Park is a potential location for a future commuter rail station. The Rail Station could be located adjacent to the Bike Center to allow for commuters to ride to the site and secure their bicycles. Future rail commuting would provide another transportation source to events held at Central Park. The development of this area can provide for "Kiss and Ride" drop-off to the station. The Rail Station will provide a central transportation link for thousands of East Isthmus residents in the surrounding neighborhood.

Multi-Use Pathway

With the purchase of the Sands Property and with the existing City right-of-way there is an opportunity to connect to the Yahara River Bike Path with a continuous link off of Wilson Street. This connection would provide a multi-use linkage to North Madison residents through the existing network of Bike Paths recently implemented.

Neighborhood Gateway

The east side of the Few Street Block would be one of the later phase developments of the park. The intent of the gateway is to provide a significant entry feature from the neighborhood to Central Park. A potential bus stop would provide a multi-modal opportunity in conjunction with the multi-use path and commuter rail station. The multi-modal node would provide an unsurpassed opportunity for Central Park users not found within the current park system.



LORNA JORDAN STUDIO

Master Plan Central Park

April 29th, 2011

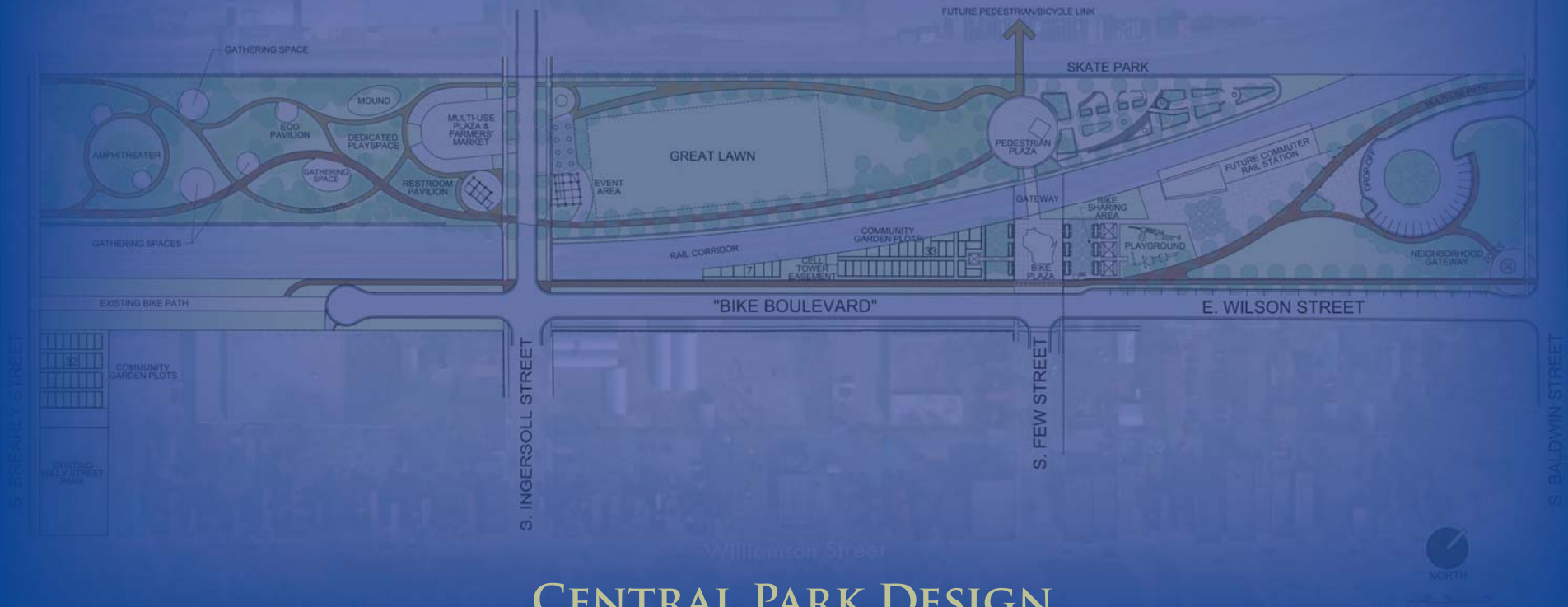


This project is supported in part by an award from the National Endowment for the Arts.



APPENDIX II

CENTRAL PARK ART APPROACH



CENTRAL PARK DESIGN AND IMPLEMENTATION TASK FORCE

ACCEPTED BY COMMON COUNCIL: JUNE 7, 2011
LEGISLATIVE FILE ID No.: 22290

CENTRAL PARK ART APPROACH

Urban Theater: the art of ecology, place, and activity

© 2011 Lorna Jordan

BACKGROUND

Artist Lorna Jordan was selected through a competitive process to join the design team for Central Park. The City of Madison subsequently applied for and received a grant from the NEA Mayors' Institute on City Design 25th Anniversary Initiative in support of the Artist's design work. Starting in April 2010, the Artist conducted research, developed an art approach for the whole park, prepared master plan sketches for the Brearly Block, and worked with the design team to develop budget allocations for the artworks. The Art Approach includes a conceptual framework and outlines descriptions and locations of artworks to be integrated into Central Park's systems, connections and places. It also provides a framework for the Artist's future work on the project.

RESEARCH/SITE CONTEXT, CONCEPTUAL FRAMEWORK, & GOALS

Research & Site Context

In April and May of 2010, the Artist visited Madison and met with the community, city staff, stakeholders, and design team. She also explored the site and surrounding area. She studied the industrial history of the area and the industries that contributed to the pollution of the Central Park site. Currently, the site is a capped brownfield awaiting development as Central Park. Trains move through the site which prompted the Artist to study Madison's transportation history. She also learned about the economic development goals of the neighborhood and the desire for the park to appeal to green businesses and workers.

Regarding the natural realm, the Artist learned about local landscape typologies, seasonal change, and wildlife. She discovered that the site used to be a marsh. And she became fascinated by the powerful force of glaciers that have sculpted Wisconsin's landscape—creating both earth and water forms. The area's glacial history and remnant landscapes provide a springboard for the creation of a three dimensional landscape that is evocative rather than interpretive.

Conceptual Framework

The environmental art for Central Park provides a prototype for development of public space in the 21st century. It embodies Madison's creative environmentalism and community energy. Calling for dramatic, three dimensional land forms, the Park is activated by an interplay of forms, processes, and experiences. The landscape is inspired by the area's history and phenomena—the forces that have played upon the region over time.

An interactive environment of outdoor gathering places, earthworks, terraces, stairs, pathways, portals, pavilions, native plantings, LED light works, green infrastructure, and more provides a platform for a host of creative programs and community activities. Some artworks have functional aspects to them: they treat water, use recycled materials, generate energy, improve habitat, and cool the site. But beyond this, they are expressive. They connect communities to each other and to the systems that sustain them.

Goals

1. Apply a systems esthetic and create sustainable connections between the community and the place.
2. Immerse people in the performative aspect of social and ecological processes and set these processes in motion.
3. Express the power and gigantism of the glaciers that formed the region as well as the drama of their remnant landscapes.
4. Develop a hierarchy of small, medium, & large gathering places nestled into surrounding earthworks.
5. Choreograph flows of pedestrians, bicyclists, trains, water, earth, plants, wildlife, light works, and more.
6. Create a sequence of artworks that imply movement—pavilions, portals, pathways, plantings, sculptural gathering places, earthworks, terraces, stairs, & ice/water works.
7. Consider opportunities for discovery and play.
8. Develop green infrastructure strategies including natural storm water management.
9. Incorporate new media and innovative fabrication techniques.
10. Offer transporting experiences that change from day to night and from season to season.
11. Conceive of the place as a memory theater that triggers internal emotions and narratives.

THE FUTURE: THE ART OF SUSTAINABILITY & COMMUNITY ACTIVITIES

Central Park is conceived as a public space that provides an interactive environment, incorporates sustainable strategies, and provides a platform for community activities.

Art of Sustainability

- Green infrastructure & building
- Storm water treatment & water works
- Plant communities—prairie, oak savannah, & marsh
- Community gardens/farmer’s market
- Alternative energy
- Pavilions
- LED lighting
- Earthworks
- Landscape palimpsest reflecting regional phenomena and forces
- Spaces for exhibitions, performance, & gatherings
- Web and new media technologies
- Public educational opportunities & community programs

Community Activities

- Learn about sustainable living
- Experience performances & art exhibitions
- Attend green landscape/building demonstrations
- Engage in cafe-style conversations
- Wander through a farmer’s market
- Hear a poetry reading
- Walk, bicycle, and roller skate on pathways
- Watch a film
- Listen to live music
- Observe skateboarders
- Sit within a pavilion
- See a temporary garden exhibit
- Appreciate wildlife and native plant gardens
- Become immersed in a choreography of urban flows

ART APPROACH DIAGRAMS, ARTWORK DESCRIPTIONS AND PROCESS IN FUTURE PHASES, & ARTWORK BUDGET ALLOCATIONS

Art Approach Diagrams

The Art Approach diagrams are found on pages 14 and 15 of this document as part of a series of presentation boards prepared by the Artist. Diagrams include an Activities/Uses Diagram; a Site Organization Diagram: Pathways and Gathering Spaces Diagram; and an Artworks & Locations Diagram. Additional Artworks not yet located within Central Park include LED Lighting, Seep/Ice Feature, Storm Water Treatment Features, & others. Other artworks can be proposed for the Ingersoll and Few Blocks in the future.

Artworks Descriptions & Process for Design of the Brearly Block

The Artist shall develop Schematic Design and Design Development drawings that show the aesthetic intent for the artwork elements within the Brearly Block. Other consultants shall provide technical drawings, design input, and local knowledge during Schematic Design and Design Development. Other consultants shall also provide construction documents that meet the aesthetic intent of the Artist’s Schematic Design and Design Development Drawings.

Artwork Elements for Brearly Block

1. Amphitheater
 - a) An amphitheater located along S. Brearly Street with terraces, stone walls, stairs, paths, plantings, and earth works
2. Pavilions
 - a) These are located within the Amphitheater, along a strolling path, and along S. Ingersoll Street (rest room pavilion).
3. Gathering Spaces
 - a. Cultural Gathering Areas
 - i. These gathering areas can include paving, lighting, plantings, and seating. Programming can consist of acoustic performances, book clubs, community conversations, small art exhibitions, poetry gatherings, and quiet retreats
 - b) Natural Gathering Areas and Demonstration Gardens
 - i) These gathering areas can include edible landscapes, wildlife gardens, and storm water treatment gardens. Programming can consist of outdoor classrooms, demonstrations related to sustainable living, and exhibitions pertaining to nature in the city.
4. Eco-Play Spaces
5. Other Earthworks
6. Other Plantings
7. Multi-Use Plaza & Farmer’s Market

8. Specialty Lighting
9. Green Infrastructure/Storm Water Treatment
10. Railroad ROW Fence
11. Pathways

Artwork Budget Ranges

The Artist worked with the design team to develop budget allocations for the artworks. These budget allocations are integrated into the overall budget provided for the Central Park Master Plan Revision.

SUMMARY OF RESEARCH ACTIVITIES

This research summary consists of the following sections:

1. April and May 2010 Trips to Madison—Activities
2. Selected Web Links
3. Selected Bibliography
4. Summary of Community Meeting Notes – May 2010
5. Summary of Task Force Meeting Notes – May 2010
6. Additional Comments from City Staff & Design Team – May 2010

April and May 2010 Trips to Madison—Activities

1. Meeting with Karin Wolf & Martha Rummel at Lazy Jane's Café & Bakery
2. Indian Mound Tour with Robert Birmingham, Former State Chief Archeologist
3. Meeting with Karen Crossley
4. Overture Tour with Tom Carto, Karen Crossley and guests MMoCA Tour with Steve Fleishman, Karen Crossley and guests
5. Meet and Greet at Edenfred
6. Dinner with David Wells and other Arts Residents at Edenfred
7. Explore Madison on bike with Bill Barker & Karin Wolf
8. Research at University of Wisconsin Library
9. Tour of WI capitol building
10. Meeting with design team
11. Community presentation and conversation
12. Meeting with Task Force
13. Meeting with Mark Olinger
14. Attend City Council Meeting
15. Work on NEA grant
16. Visit UW Arboretum
17. Meeting with city staff and design team members
18. Public art tour with Ray Harmon, Assistant to Mayor, & Karin Wolf

Selected Web Links:

GENERAL MADISON LINKS

1. Tenney Park: <http://www.cityofmadison.com/PARKS/major/tenney.html>
2. James Madison Park:
<http://www.cityofmadison.com/parks/major/jmPark.html>
3. Olin Park: <http://www.cityofmadison.com/parks/major/olin.html>
4. Brittingham Park: <http://www.cityofmadison.com/parks/major/BrittPark.html>
5. Olbrich Park: <http://www.cityofmadison.com/parks/major/olbrich.html>
6. Vilas Park: <http://www.cityofmadison.com/parks/major/vilasPark.html>
7. Lakeshore path and Picnic Point:
<http://www.lakeshorepreserve.wisc.edu/visit/picnicpoint.htm>
8. Observatory Drive, Arboretum, Chazen Museum, Memorial Union:
<http://www.union.wisc.edu/introduction/>
9. Terrace: <http://www.visitbucky.wisc.edu/browse.aspx>
10. State Street & Capital Square & Monona Terrace Rooftop:
<http://www.mononaterrace.com/>

GLACIERS/GLACIAL LANDSCAPES/GLACIATION IN WISCONSIN:

1. http://geoscape.nrcan.gc.ca/whitehorse/glaciers_e.php
2. <http://skywalker.cochise.edu/wellerr/students/starved-rock/illinois.htm>
3. <http://www.uwsp.edu/geo/faculty/heywood/GEOG101/glaciers/index.htm>
4. <http://astuteblogger.blogspot.com/2007/04/long-island-was-formed-by-glaciation.html>
5. <http://www.mfairladyblogspot.com/2008/10/mounds-of-central-wisconsin.html>
6. <http://www.cgq-qgc.ca/tous/esker/esker-anglais.html>
7. http://geoscape.nrcan.gc.ca/whitehorse/glaciers_e.php
8. http://www.uwex.edu/wgnhs/index_img.htm
9. <http://www.gonomad.com/bicycle-tours/1007/wisconsin-drumlin-trail.html>
10. http://geoscape.nrcan.gc.ca/whitehorse/glaciers_e.php
11. <http://ebeltz.net/glacier/glacglos.html>
12. <http://www.iceagetrail.org/>
13. http://www.nps.gov/history/history/online_books/science/2/chap1.htm
14. http://www.uwex.edu/wgnhs/ice_age.htm
15. <http://dnr.wi.gov/org/land/parks/specific/iceagetrail/iceage.html>
16. <http://www.nature.nps.gov/geology/parks/icag/index.cfm>

GEOGRAPHY OF WISCONSIN

1. http://www.netstate.com/states/geography/wi_geography.htm
2. <http://www.wisconline.com/wisconsin/geoprovinces/index.html>
3. <http://www.wisconline.com/wisconsin/geoprovinces/easternridges.html>

NATURAL RESOURCES, WILDLIFE, & PHENOMENA

1. http://www.countyofdane.com/lwrld/landconservation/dane_county.aspx
2. <http://www.lakeshorepreserve.wisc.edu/landscape/geology.htm>
3. <http://uwarboretum.org/>

STONE

1. <http://www.buechelstone.com>
2. <http://gravelproductsinc.com/>
3. <http://www.halquiststone.com>
4. <http://ezinearticles.com/?A-Brief-Introduction-to-Fond-Du-LacStone&id=1404149>
5. <http://www.oakfieldstone.com>

PHEASANT BRANCH CONSERVANCY

1. <http://www.nature.org/wherewework/northamerica/states/wisconsin/science/art28208.html?src=exphoto>

DANE COUNTY, CITY OF MADISON & NEIGHBORHOODS

1. <http://www.cityofmadison.com/planning/ndp/index.html>
2. <http://www.cityofmadison.com/planning/BUILD/index.html>
3. <http://madisonareampo.org/planning/otherplans.cfm>
4. <http://www.cityofmadison.com/CityHall/plansProjects.cfm>
5. <http://www.cityofmadison.com/neighborhoods/eastisthmus.htm>
6. http://www.cityofmadison.com/planning/unit_planning/master_plans/e_rail_corridor/plan2.html
7. <http://www.danenet.org/tlna/>
8. <http://eastisthmus.org/>
9. <http://www.countyofdane.com/vis2020/html/toc.htm>

Selected Bibliography:

Robert A. Birmingham, *Spirits of Earth: The Effigy Mound Landscape of Madison and the Four Lakes*, Madison, WI: University of Wisconsin Press, 2010.

E.C. Case, *Wisconsin: Its Geology and Physical Geography. A Popular Account of the Natural Features and Climate of the State for Students and General Readers*,

Milwaukee, WI: Hendee-Bamford-Crandall Co., 1907.

Central Park Task Force Reference Materials, (binder of reference materials assembled by Central Park Task Force).

Theodore S. Cochran, Kandis Elliott, Claudia S. Lipke, *Prairie Plants of the University of Wisconsin—Madison Arboretum*, Madison, WI: University of Wisconsin Press, 2006.

Theodore S. Cochran and Hugh H. Iltis, *Atlas of the Wisconsin Prairie and Savanna Flora*, Madison, WI: Department of Natural Resources, Technical Bulletin No. 191, 2000.

John T. Curtis, *The Vegetation of Wisconsin: An Ordination of Plant Communities*, Madison, WI: University of Wisconsin Press, 1987.

Owen J. Gromme, *Birds of Wisconsin*, Madison, WI: University of Wisconsin Press, 1974.

W.O. Hotchkiss and E.F. Bean, "A Brief Outline of the Geology, Physical Geography, Geography, and Industries of Wisconsin", *Wisconsin Geological and Natural History Survey*, Madison WI. Bulletin No. 67, Educational Series No. 9, 1925.

Donald J. Johnson, *Historic Photos of Madison*, Nashville TN: Turner Publishing Company, 2007.

Stuart D. Levitan, *Madison: The Illustrated Sesquicentennial History, Volume 1—1856-1931*, Madison, WI: University of Wisconsin Press, 2006.

Lawrence Martin, *The Physical Geography of Wisconsin*, Madison, WI: University of Wisconsin Press, 1965.

David V. Mollenhoff, *Madison: A History of the Formative Years*, Dubuque, IA: Kendall/Hunt Publishing Company, 1982.

Lynn M. Steiner, *Prairie-Style Gardens*, Portland, OR: Timber Press, Inc., 2010.

Vandewalle & Associates, *East Washington Avenue Capitol Gateway Corridor Plan—Madison, Wisconsin*, Madison, WI: Department of Planning & Community & Economic Development, February 5, 2008.

Samuel Weidman and Alfred Reginald Schultz, "The Underground and Surface Water Supplies of Wisconsin", Wisconsin Geological and Natural History Survey, Madison, WI. Bulletin No. XXXV, Economic Series No. 17, 1915.

Community Input Regarding Research & Art Approach
Central Park Community Meeting with Artist Lorna Jordan
Goodman Community Center, May 17, 2010
(Derived from notes prepared by David Schreiber)

Site Context/Activities

- Integration of park to neighborhood & East Washington corridor
- Linkages to other isthmus spaces
- Bike Path
- View Capitol in the distance

Site—Past, Present, & Future

- Marsh Origin
- Site between bodies of water
- High water table
- Employment connection to park

Natural Realm

- Native plants & animals
- Local food, edible plants

Industrial & Transportation History

- History of area
- Industrial character and use
- Train experience

Glaciers

- Glacial landscape
- 3 dimensional place

Site Character & Program

- Cultural estuary
- Place for everyone
- Destination
- Madison icon
- Intimate to communal spaces— Conversation size spaces
- Day to day performance places

- Industrial playscape that celebrates workers
- Farmer's Market & other market opportunities
- Fete de Marquette
- Quiet, green retreat
- Organic, funky
- Neighborhood movie space
- Dance surface
- Spaces to make art
- School kids meeting place
- Educational experience, inspire youth
- 4 season use
- Winter effect
- Geology, hydrology
- Winter experience, themes, activities, plantings
- Shade
- Night lighting effects
- Night safety

Sustainability

- Adaptive reuse theme
- Commitment to Sustainability
- Demonstrate what sustainability looks like
- Materials age well with time

**Central Park Design Team & City Staff
Input Regarding Research & Art Approach
Meetings with Artist Lorna Jordan May 18, 2010**

Site Context/Activities

- Neighborhood community meeting was a unifying factor
- Neighborhood plans
- Interesting architectural structures in other parks

Site—Past, Present, & Future

- Make sure things are set up for the future
- Anticipate future development

Natural Realm

- Winter funnel – snow vs. water – Ice caves
- Curtis – Vegetation of Wisconsin
- Parks list – plants
- Channel moving theory
- Headwaters
- Fingers – tributaries to Yahara
- Trails and channel of water

Industries & Transportation History

- Barrel buildings

Glaciers

- Driftless area where glaciers stopped
- Ridge around the city

- Open green spaces
- Eddies – smaller spaces
- Great lawn
- Lawn = festivals + Athletic field
- Place is important
- Activities are important
- Almost every space has to be a multipurpose space
- Large scale neighborhood park – could be though it wasn't the intention
- Respite
- Create a park unique to Madison's park system & avoid redundancy
- Unique design in natural area
- Manicured vs. wilder
- Urbane ecology vs. bucolic
- Elegant but funky
- Clutter
- Beautiful structures – get photos

Central Park Design and Implementation Task Force Meeting with Artist Lorna Jordan May 19, 2010

Site Context/Activities

- Isthmus is in the middle of 2 lakes
- Sense of connection with 2 lakes
- Effigy mounds

Natural Realm

- Watershed context
- How to embrace changing seasons - colors in park
- Madison has 3.5 seasons
- Fall is uniformly beautiful
- Vegetation – fall color
- Grasses
- Sound of water soothing - masks traffic
- Waterfall
- Freezing water, ice, & seeps

Industrial & Transportation History

- Lumber yard
- Trolley tracks

Site Character & Program

- Hill – sledding hills
- Experience nature/quiet
- Reconnect with nature
- Cultural estuary
- Interesting/inviting
- Destination
- Art performances
- Venues for people to express themselves
- Wow factor
- Cool place/something want to see
- Place to stop and have a reprieve
- Sculptural character
- Prospect onto site from current & future buildings
- Pattern from above
- Bike trail is an important element
- Create an urban park

- State capitol view
- Night – is supposed to close?
- Make entries visible
- Consider edges and transitions
- Choice of materials–tactile–invite you in

Sustainability

- Cleansing water
- Place expresses ecological health

Urban Theater

THE ART OF ECOLOGY, PLACE, & ACTIVITY

Art Approach Presentation Boards
CENTRAL PARK
City of Madison, Wisconsin

Lorna Jordan, Artist
April 28, 2011
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Research & Site Context

SITE CONTEXT/ACTIVITIES



NATURAL REALM



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THE ART OF ECOLOGY, PLACE, & ACTIVITY

Research & Site Context

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CENTRAL PARK
City of Madison, Wisconsin

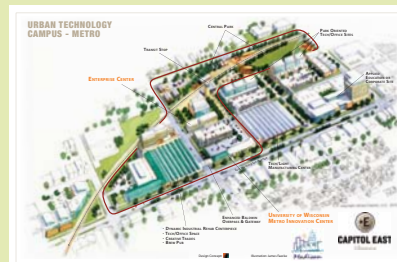
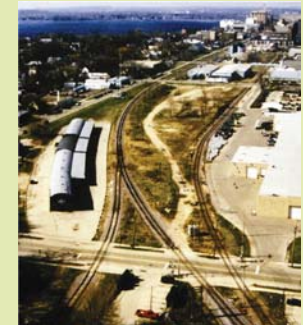
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INDUSTRIAL & TRANSPORTATION HISTORY



SITE—PAST, PRESENT, & FUTURE



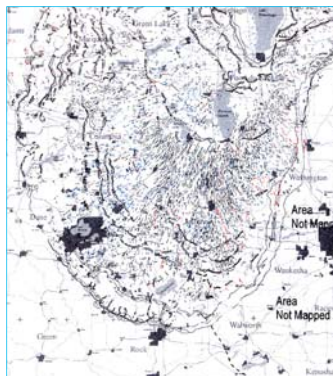
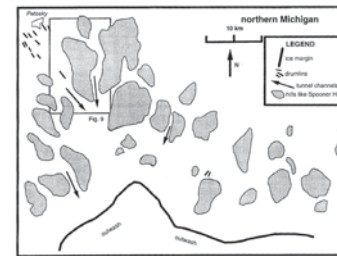
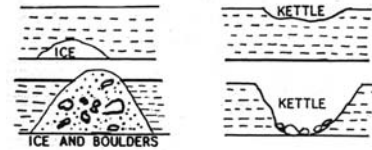
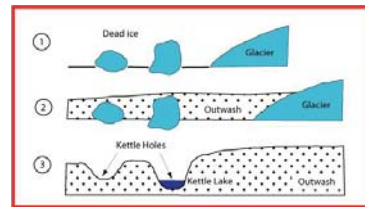
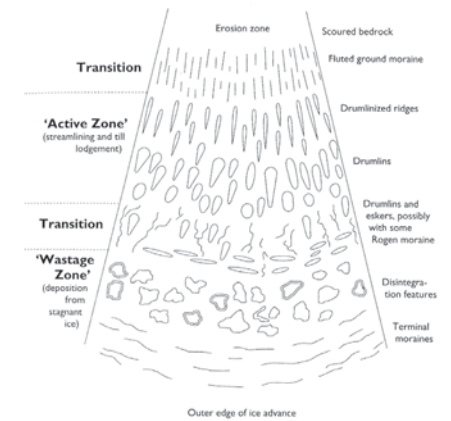
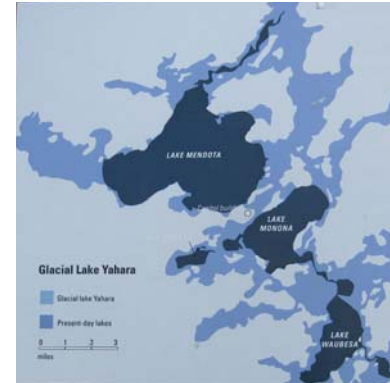
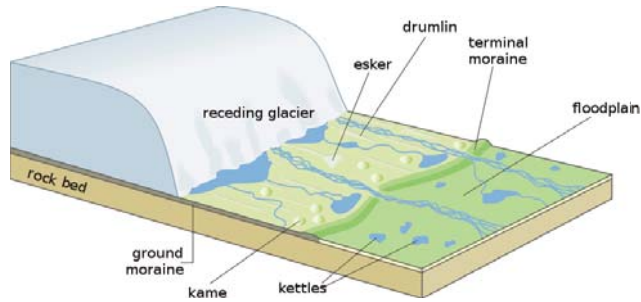
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Inspiration for Land & Water Forms
Glaciers Sculpt the Landscape

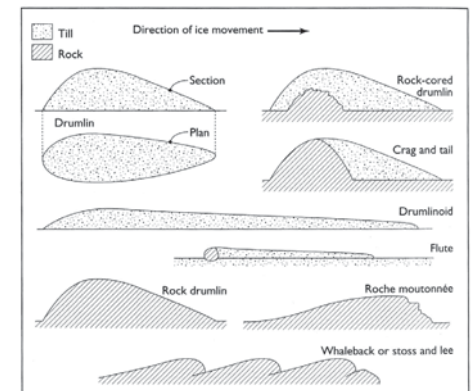
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CLAST FABRICS	LAMINAR STRUCTURES	PLASTIC STRUCTURES	BRITTLE STRUCTURES

MISCELLANEOUS



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THE ART OF ECOLOGY, PLACE, & ACTIVITY

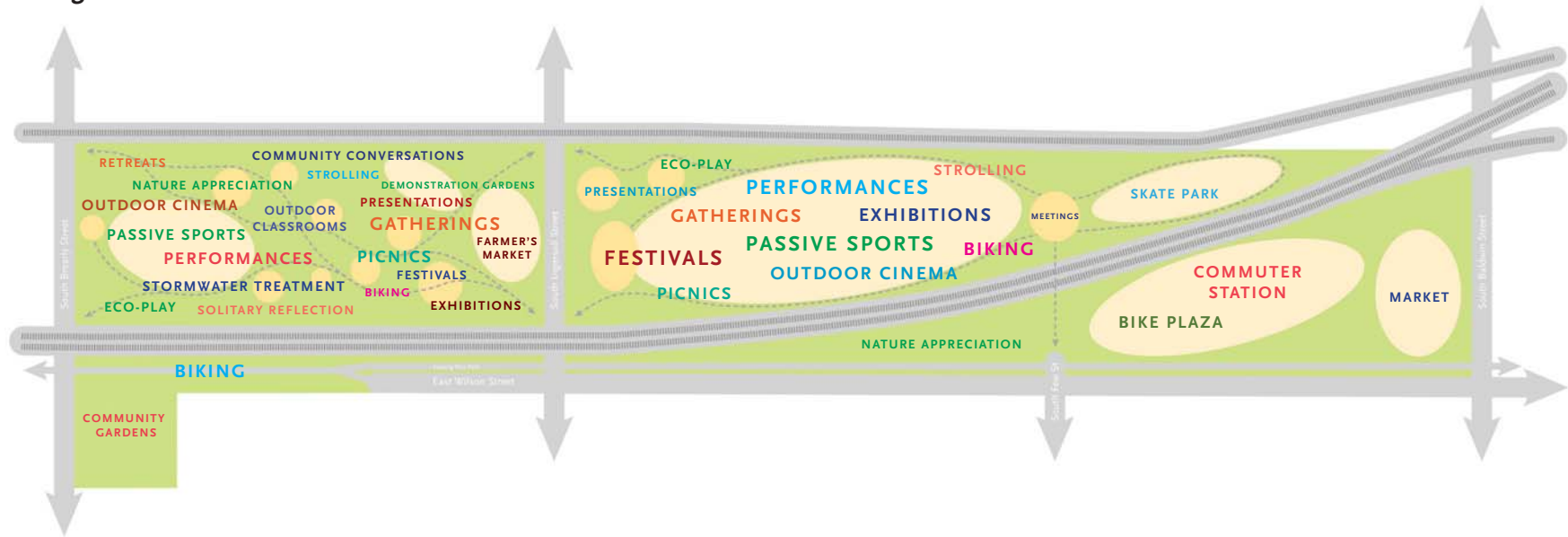
Art Approach & Art Diagrams

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Activities/Uses Diagram



The environmental art for Central Park provides a prototype for development of public space in the 21st century and embodies Madison's creative environmentalism and community energy. Calling for dramatic, three dimensional land forms, the Park is activated by an interplay of forms, processes, and experiences. The landscape is inspired by the area's history and phenomena—the forces that have played upon the region over time.

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THE ART OF ECOLOGY, PLACE, & ACTIVITY

Art Approach & Art Diagrams

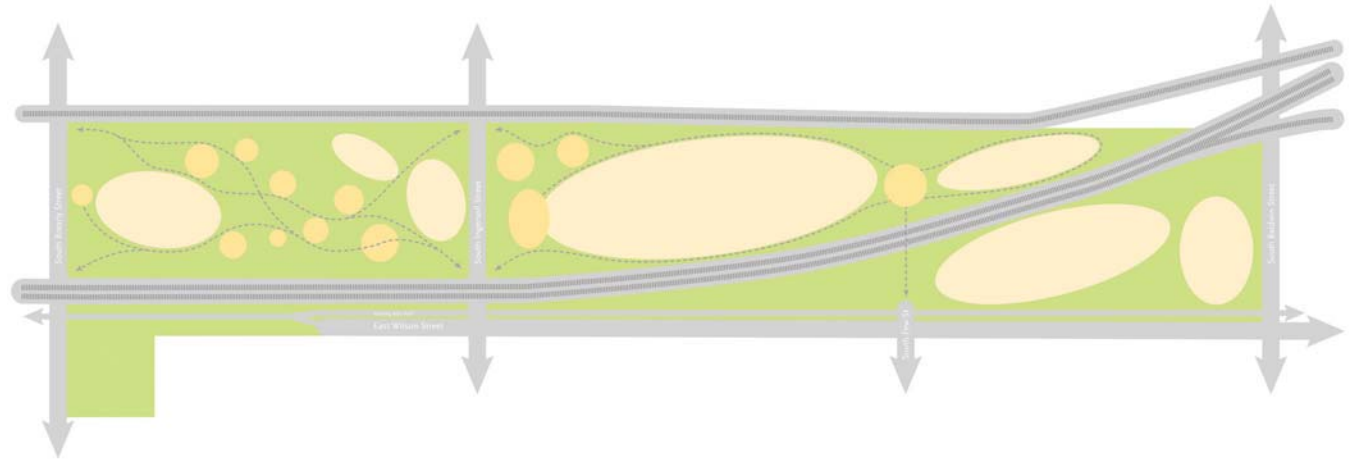
Art Approach Presentation Boards
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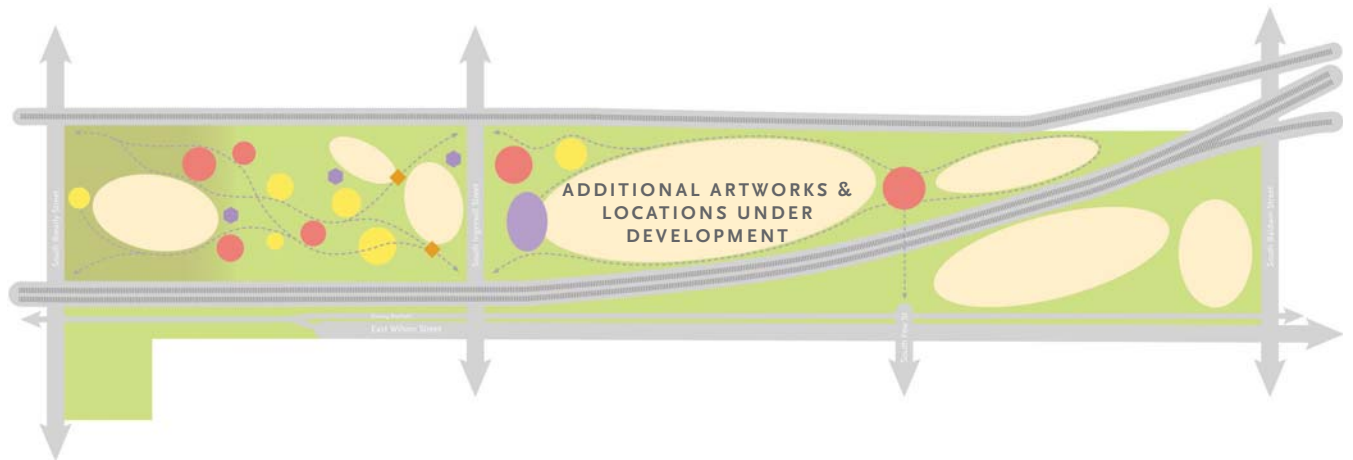
Site Organization Diagram: Pathways and Gathering Spaces

- Larger Scale Gathering Spaces—Festivals, Exhibitions/Fairs, Large Performances, Farmer’s Market, Outdoor Movies, Passive Sports Activities, Rail Station, Bike Center, Skate Park
- Smaller Scale Gathering Spaces & Green Infrastructure—Meetings, Performances, Conversations, Quiet Retreats, Stormwater Treatment, Demonstration Gardens, Exhibitions/Fairs, Great Lawn Stage
- Earthworks, Plantings, Green Infrastructure
- Circulation—primary and secondary pathway network
- Rail Corridor



Artworks & Locations Diagram

- Terraces, Stairs, ADA Path, & Earthworks (higher elevation)
- Earthworks (lower elevation)
- Cultural Gathering Areas
- Natural Gathering Areas/ Demonstration Gardens
- Large Gathering Areas
- Portals
- Pavilions
- Stage



Artworks not yet located include LED Lighting, Seep/Ice Feature, Stormwater Treatment Features, & others. Additional artworks for the Ingersoll and Few Blocks may be proposed in the future.

Urban Theater

THE ART OF ECOLOGY, PLACE, & ACTIVITY

The Future: The Art of Sustainability & Community Activities

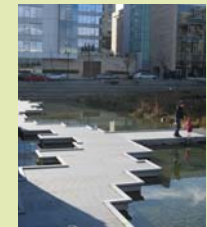
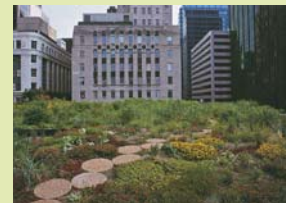
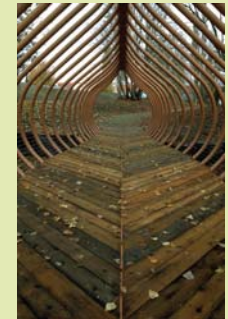
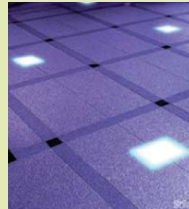
Develop public space that provides an interactive environment, incorporates sustainable strategies, and triggers people's imaginations and memories.

ART OF SUSTAINABILITY

- Green infrastructure & building
- Stormwater treatment & waterworks
- Plant communities—prairie, oak savannah, & marsh
- Community gardens
- Farmer's market
- Alternative energy
- Pavilions
- LED lighting
- Earthworks
- Landscape palimpsest reflecting regional phenomena and forces
- Spaces for exhibitions, performance, gatherings, and solitary reflection
- Web and new media technologies
- Public educational opportunities
- Community programs & activities

Art Approach Presentation Boards
CENTRAL PARK
City of Madison, Wisconsin

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Urban Theater

THE ART OF ECOLOGY, PLACE, & ACTIVITY

The Future: Community Activities & Sustainable Strategies

COMMUNITY ACTIVITIES

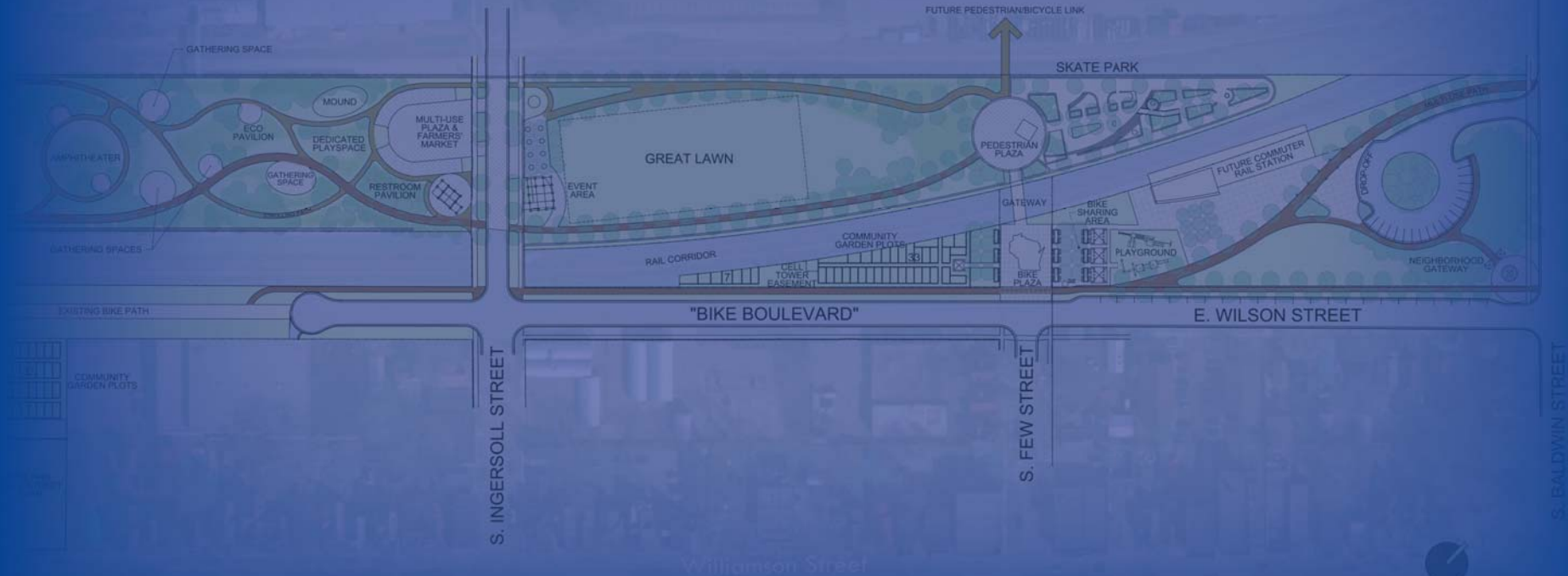
- Learn about sustainable living
- Experience performances & art exhibitions
- Attend green landscape/building demonstrations
- Engage in cafe-style conversations
- Wander through a farmer's market
- Hear a poetry reading
- Walk, bicycle, and roller skate on pathways
- Ski on snow
- Watch a film
- Listen to live music
- Sit within a pavilion
- Experience the railroad's influence
- See a temporary garden exhibit
- Appreciate wildlife gardens and native plant gardens
- Become immersed in a choreography of urban flows

Art Approach Presentation Boards
CENTRAL PARK
City of Madison, Wisconsin

Lorna Jordan, Artist
April 28, 2011
Concepts ©2011 Lorna Jordan



APPENDIX III



CENTRAL PARK DESIGN AND IMPLEMENTATION TASK FORCE MADISON, WISCONSIN • APRIL 20, 2010