



HO-CHUNK PROPERTY ASSESSMENT  
PRELIMINARY FINDINGS AND RECOMMENDATIONS  
*ABBREVIATED*

July 15, 2015



# Ho-Chunk Property



Ho-Chunk Nation Madison Development

# Purpose

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1. To research the opportunities and potential uses for the development of the Ho-Chunk Nation property that would enhance the property and would provide amenities and/or services for which there is need in the greater Madison area.
2. To identify any public or private partnerships that might enhance the development and provide a platform for improved community relations.

# Ho-Chunk Strategic Plan Vision Statement

In 2012, the sovereign Ho-Chunk Nation will be a strong, vibrant community of educated, empowered, and involved members sharing a common vision and inspiring other Native people.

With quality housing, excellent health care, and **employment opportunity**, all members will live a positive lifestyle in a nurturing environment.

Together, members of all ages will have **revitalized the Hocak language and culture** as part of their daily lives, so our way of life will continue to be passed on to future generations.

Our Nation will be supported by a **diversified Tribal revenue base** with the **infrastructure, financial acuity**, and **capital** to be **self-sufficient** and poised to achieve our dreams and the dreams of generations to come

# Sustainability

## □ Environment

- Climate
- Land
- Water
- Energy
- Materials

## □ Economic

- Finance and investment
- Economic development and partnerships
- Stability and resilience

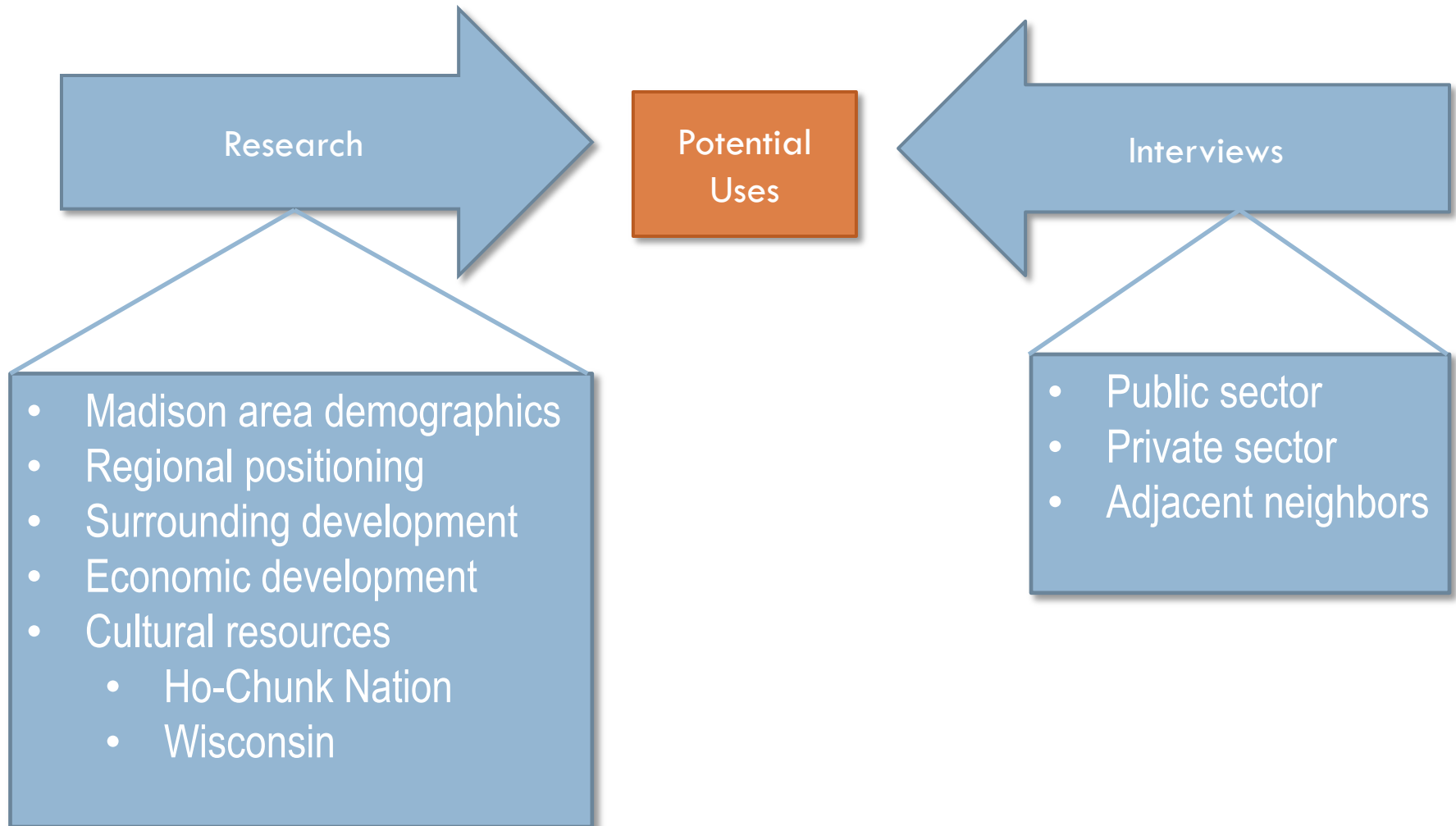
## □ Built

- Landscape
- Space
- Infrastructure
- Mobility

## □ Social

- Community
- Place
- Health and wellbeing
- Safety
- Biophilia

# Process



# Research Findings

## Demographics

- **Madison is growing**
- Large young adult and baby boomer populations
  - **Active**
  - **Looking for entertainment**
  - Highly multimodal

## Dane County industry clusters

- Biomed/biotech
- Information tech
- **Knowledge creation**
- Business and financial

## Potential Uses

## Future development

- Monona
- **New bike paths**
- **Future neighborhood & regional planning**
- Dane County investment

## Economic development

- **Cultural heritage tourism**
- **Natural resource tourism**
- **Sporting events**
- Agricultural-based businesses
- Technology businesses
- **High quality new development at entryway corridors and gateways**
- Conventions



# Planning Context



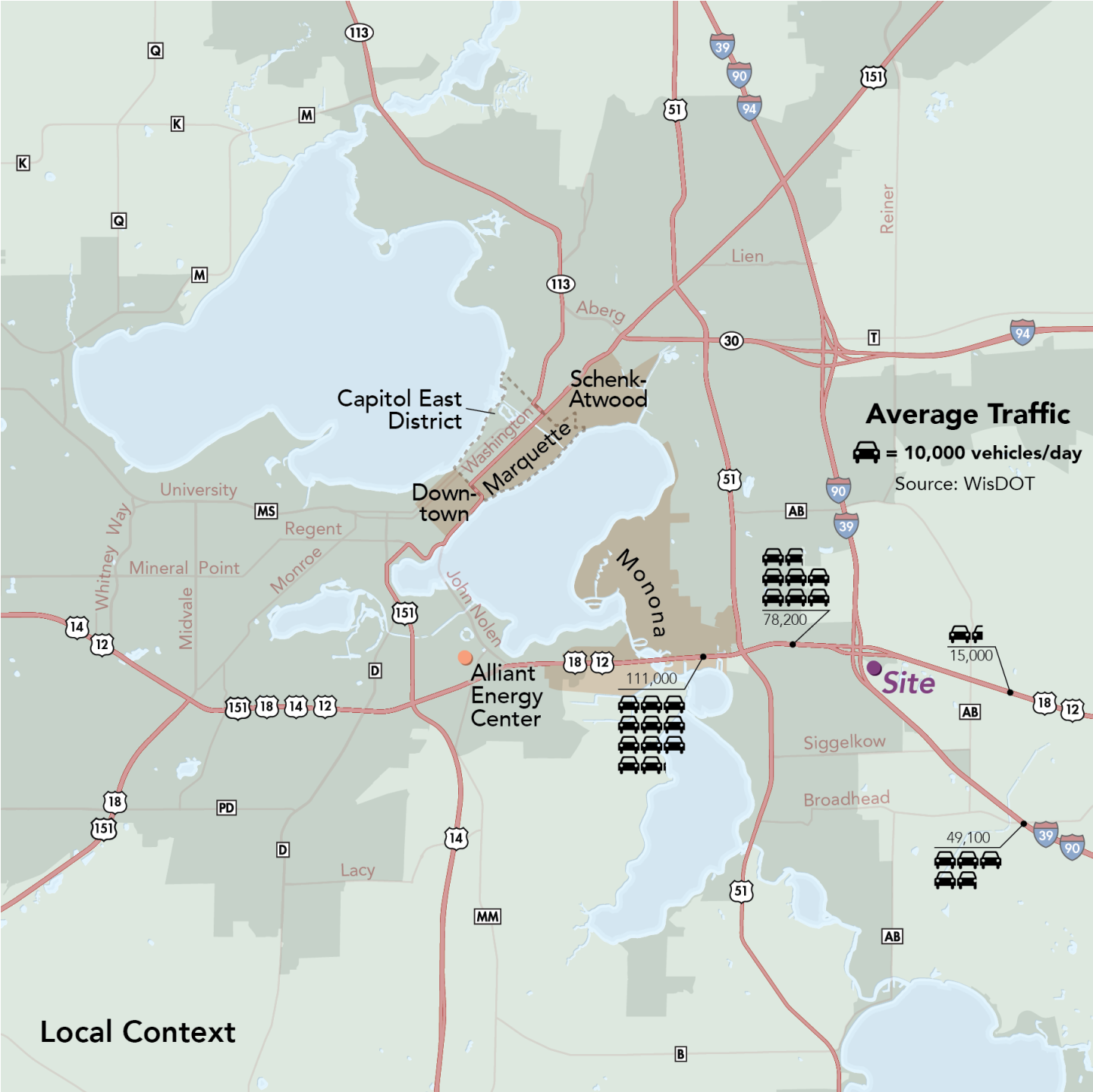
# Regional Context



## Average Traffic

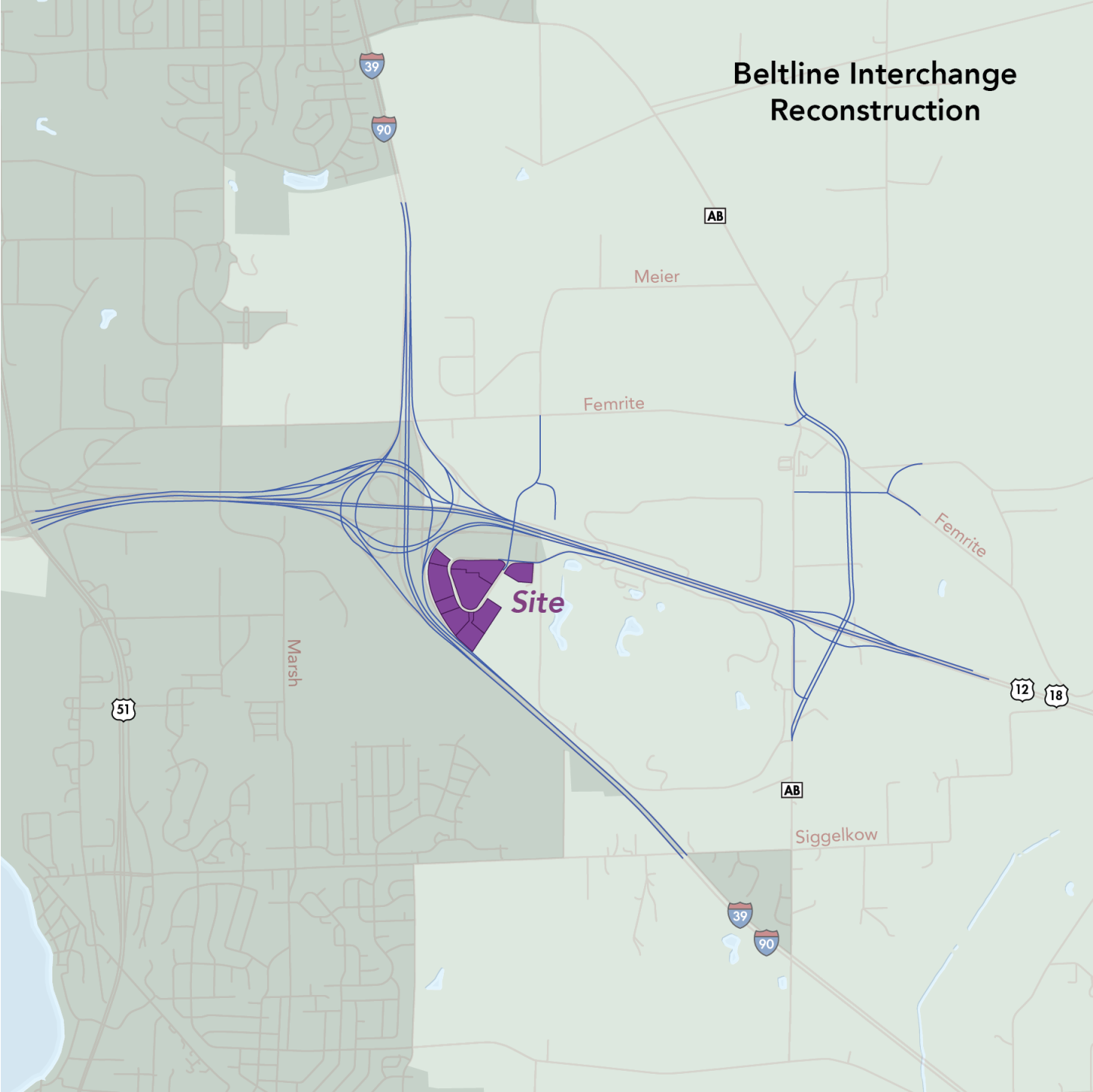
 = 10,000 vehicles/day

Source: WisDOT



Local Context

# Beltline Interchange Reconstruction





# Site and Yahara Hills Golf Course



# Issues and Opportunities

## Issues

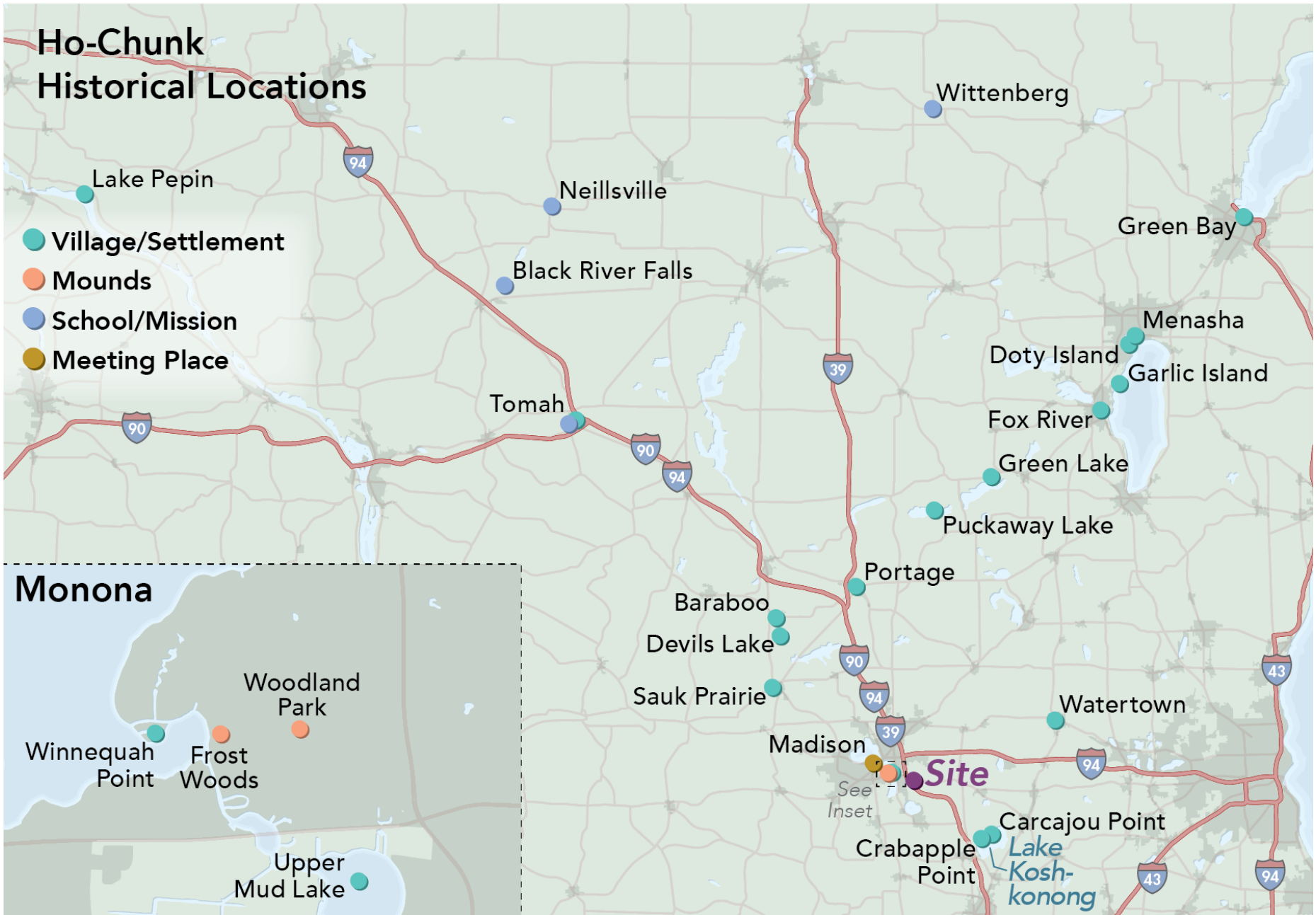
- Access
- Future road changes
- Wetlands
- Past relations with City
- Perceptions of gambling
- How to create a self-sustaining area?
- Potential competition

## Opportunities

- Visibility
- Regional location
- Capture traffic off I-90/39
- Property control
- Proximity to metro area/cool stuff
- Adjacency to recreational facilities – existing and future
- Partnering with private sector – Convention and Visitor's Bureau, Chamber of Commerce
- Future growth area

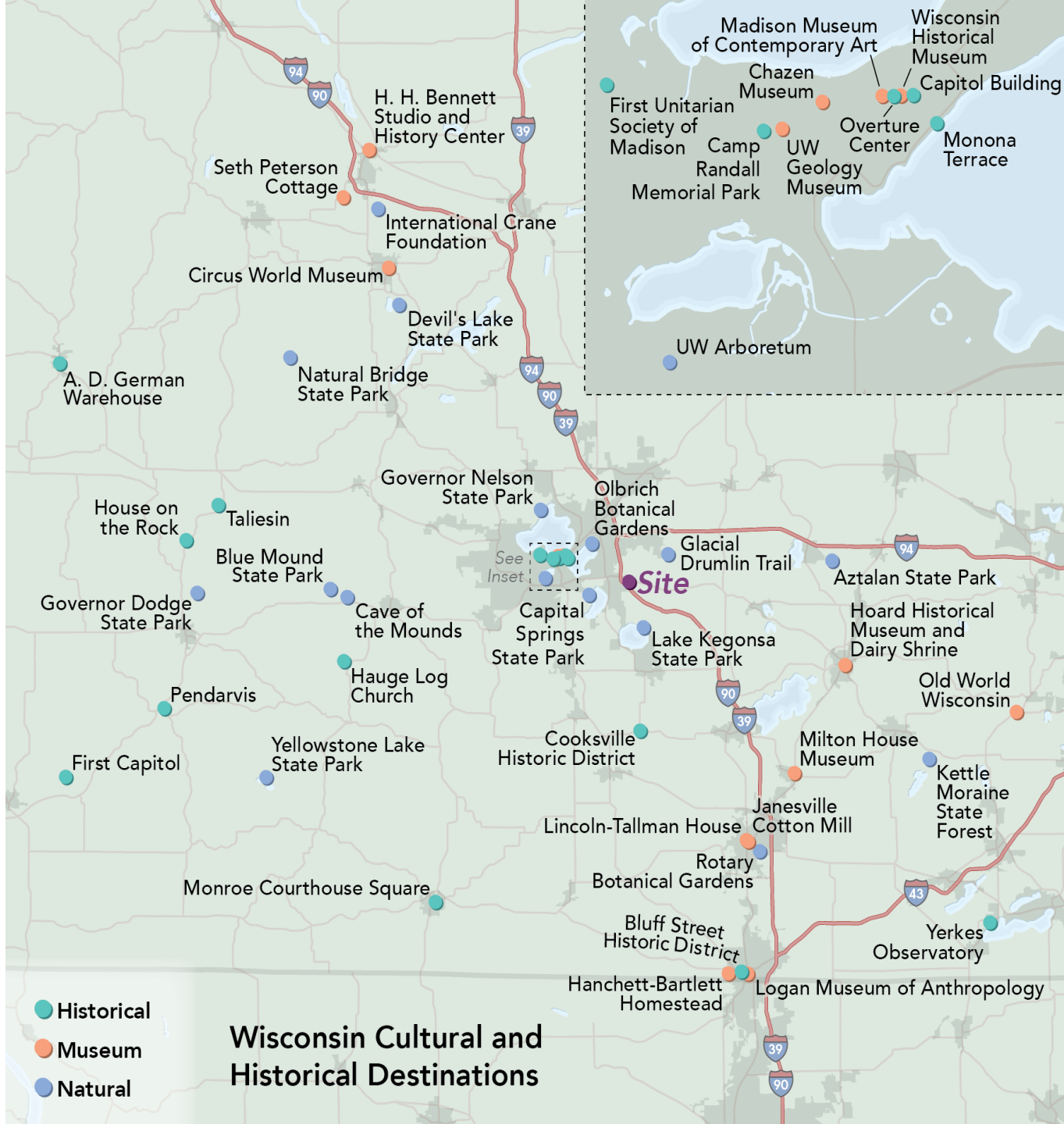


# Research – Cultural Resources



Source: Ho Chunk Historic Timeline from 1620, HCN Website; Native American Heritage: Monona's First People





# Wisconsin Cultural and Historical Destinations

- Historical
- Museum
- Natural





# Interviews



# Interviewees

- Public sector – 24 interviewees
  - City
    - Mayor's office
    - Economic development staff
    - Planning staff
  - County planning staff
  - Capitol Area Regional Plan Commission
- Private sector – 4 interviewees
  - Chamber of Commerce
  - MadREP
  - Convention and Visitor's Bureau
- Six neighboring property owners

# Interview Results – Emerging Trends

- Sports events and competitions
- Food
  - Restaurants
  - Farmer's Market
  - Farm-to-table
  - Community Supported Agriculture (CSA) movement
- Production and distribution
- Rethinking business parks
  - The American Center
  - University Research Park – Phase II



“What we’re missing in Dane County relates to sustainability. Branching beyond the social and environmental. That could be an aspect to this site.” – Todd Violante

# Interview Results – Opportunities

- Future programming for golf course
- Future regional park
- Intercepting Illinois residents travelling to the Dells
- City's future regional planning



“I envision something similar to the Wilderness Resort in the Dells. You can have a water park, entertainment, Harley-Davidson, shopping, villas that ring golf course.”  
- Brian Grady

# Interview Results – Use Recommendations

- Year-round sports complex
- Cultural center
- Entertainment destination
  - ▣ Restaurants
  - ▣ Waterpark
  - ▣ Music venue
  - ▣ Family-friendly entertainment
  - ▣ Shopping
- Food related businesses
- Big destination retail



“We are not utilizing the property to its full potential. This is a gateway to Madison.”  
– Ho-Chunk Nation Representative

# Interviews Results – Type of Development

- ❑ Comprehensive branding of site as a destination for a variety of users
- ❑ Pedestrian and bike linkages
- ❑ Avoid big box architecture
- ❑ Master plan entire area



“Use authentic architecture, such subtle agrarian design, Prairie Style, something thematic.” – Katherine Cornwell



# Potential Uses





# Pros and Cons



	Use	Pros	Cons
Further Study!	<b>Sports Complex</b>	Regional need Partnership opportunities Strong public and private support	Competition Adequate land Core competency
	<b>Cultural Attraction</b>	Goal in strategic plan Fulfills unmet need HC employment opportunity	Consistent funding Returns on investment
	<b>Entertainment Venue</b>	Creates regional destination HC employment opportunity	Shifting market Ongoing programming
	<b>Retail/Hospitality</b>	New services/amenities HC employment opportunity Grow as development occurs	Adequate traffic/rooftops Avoid "Big box" development
	Business Park	Returns on investment	Competition
	Corporate Office	Returns on investment	Competition



# Potential Uses



**Sports  
Complex**

**Retail/  
Hospitality**

**Cultural  
Attraction**

**Entertainment  
Venue**

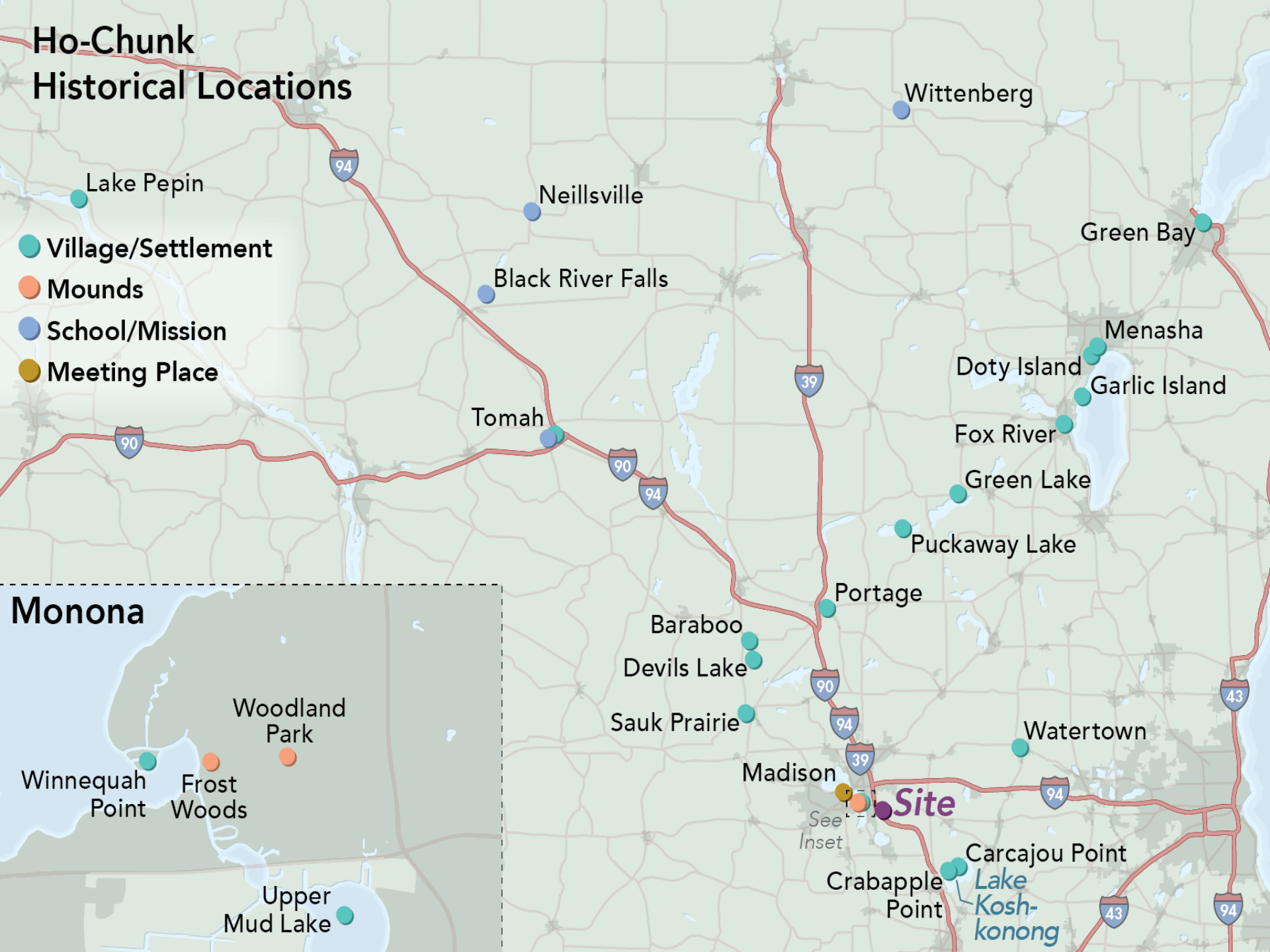




# Ho-Chunk Cultural Heritage

# Ho-Chunk Historical Locations

- Village/Settlement
- Mounds
- School/Mission
- Meeting Place



# Site Visits

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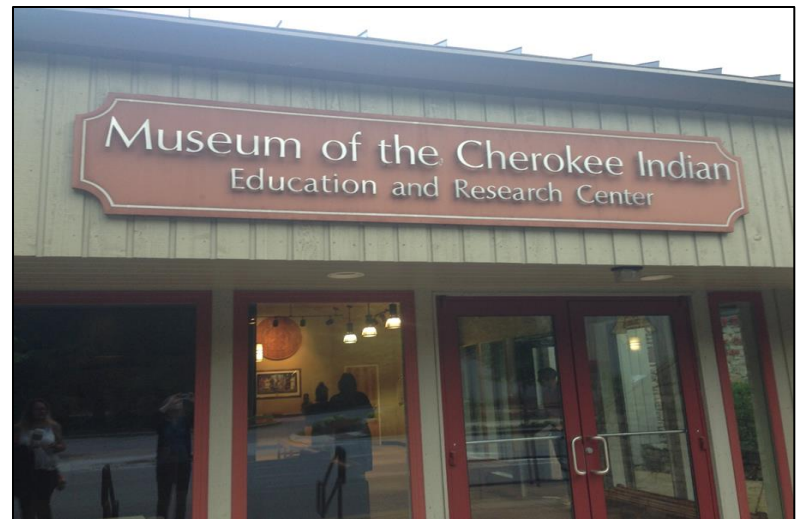
1. Chicksaw Cultural Center, Oklahoma
2. Museum of the Cherokee Indian, North Carolina
3. Ah-Tah-Thi-Ki Museum, Florida



# Chicksaw Cultural Center Sulphur, Oklahoma



# Museum of the Cherokee Indian Cherokee, North Carolina





# Ah-Tah-Thi-Ki Museum Clewiston, Florida



# Sports Complexes

1. National Sports Center, Blaine, Minnesota
2. LakePoint Sports Center, Emerson, Georgia
3. Rocky Top Sports World, Gatlinburg, Tennessee







# National Sports Center, Blaine, Minnesota

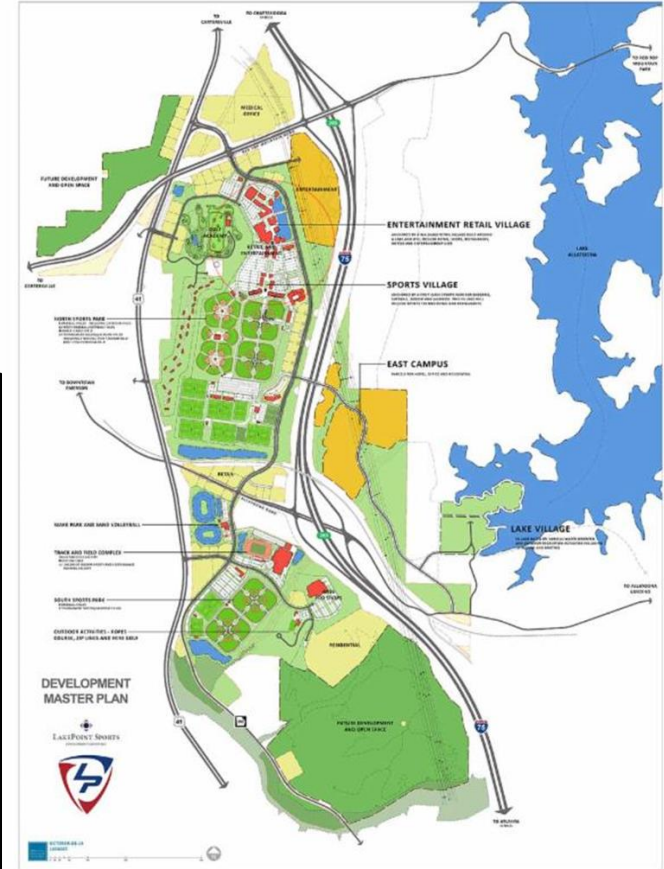
600 acres





# LakePoint Sports, Emerson, Georgia

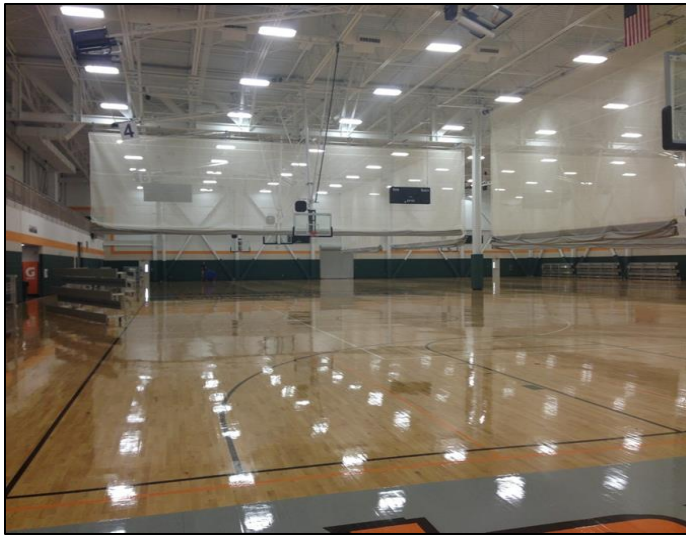
1,300 acres





# RockyTop Sports World, Gatlinburg, Tennessee

80 acres





# Entertainment, Retail, & Hospitality

# Chicksaw Cultural Center, Kochcha' Aabiniili' Amphitheater





# Global Union Music Festival, Milwaukee, WI





# Chaos Waterpark, Eau Claire, WI



- Sphagnum moss to keep its water clean.
- 90% fewer pool chemicals.
- Needing only 150,000 gallons to flush their park instead of 1.5 million
- Recycle water back into the park, saving them an additional 375,000 gallons of water every three months.

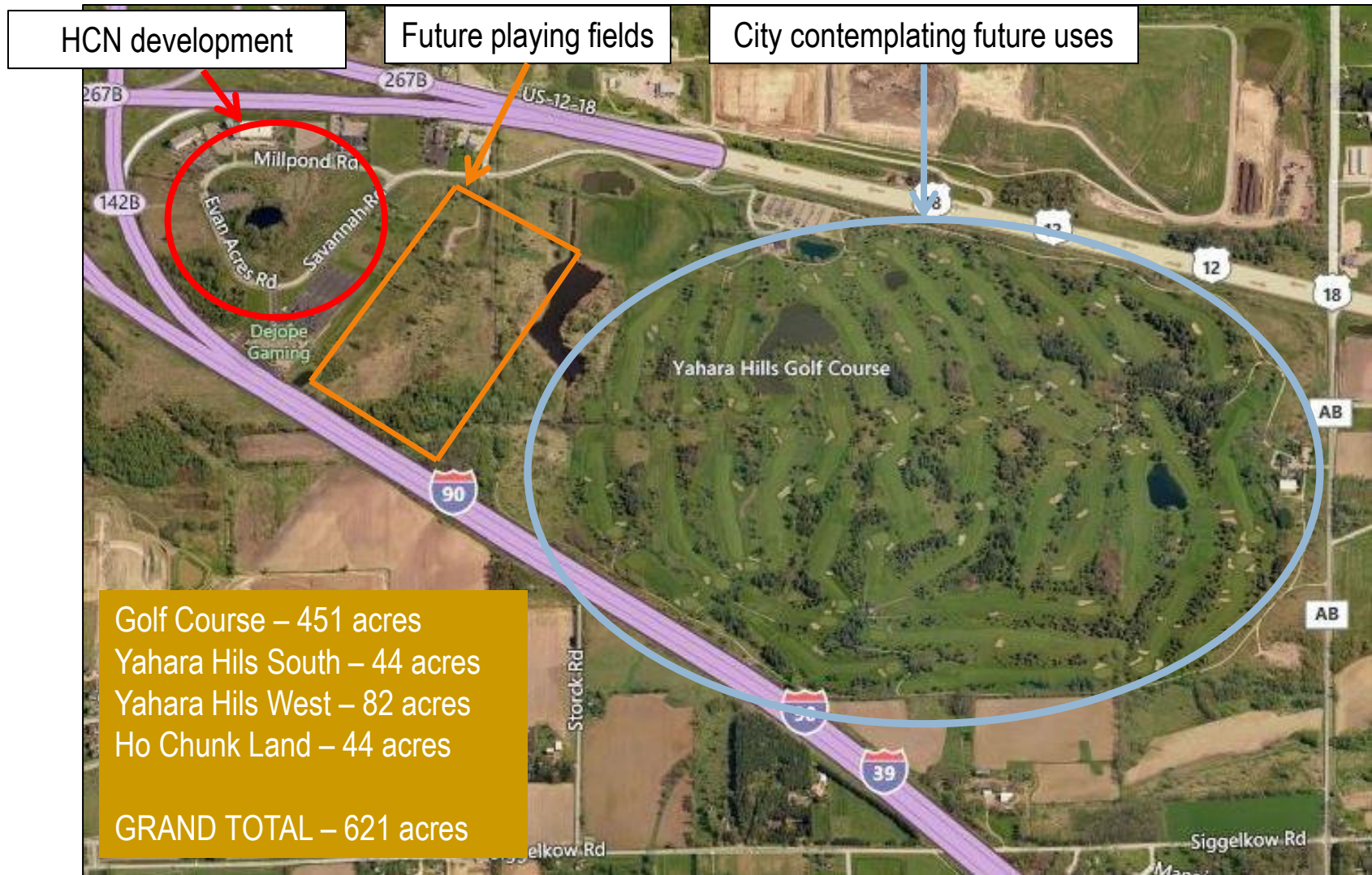


# Place Making





# Opportunity for Joint Planning & Development

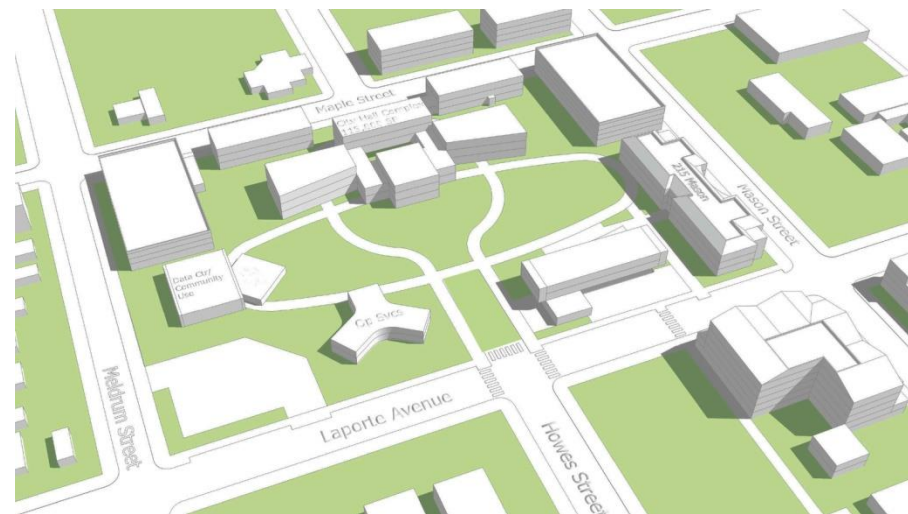
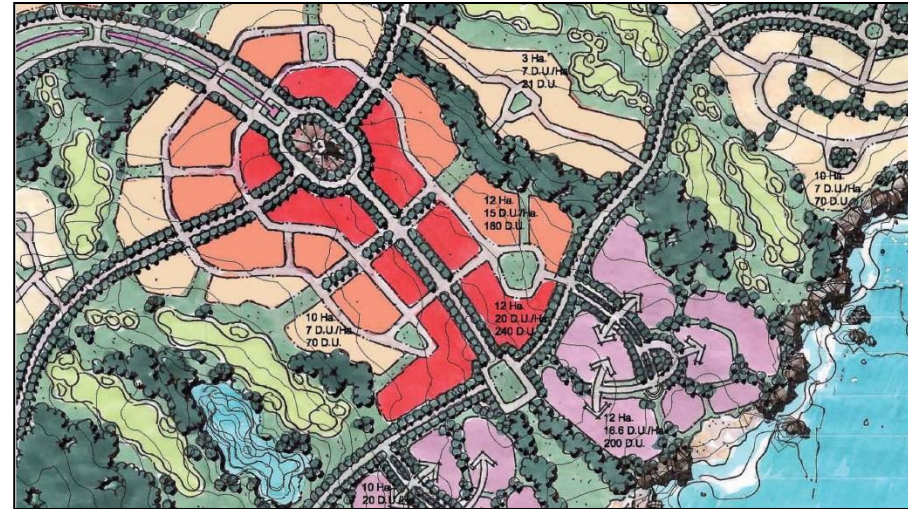


# Next Steps – Partnerships & Consensus Building

- Ho-Chunk Nation
  - Community ✓
  - Legislative Representatives ✓
  - Administration ✓
  - Former Office of the President ✓
  - President Willie Cleveland
- City of Madison
  - Mayor's Office ✓
  - Alder Denise DeMarb ✓
  - Planning ✓
  - Parks Department ✓
- Private Sector
  - Convention and Visitors Bureau, Sports Commission ✓
  - Chamber of Commerce ✓
  - Madison-area Sports Clubs
- Dane County
  - County Executive's Office
  - Planning Department
  - Parks Department
- Other:
  - CARPC
  - Village of Cottage Grove ✓
  - Village of McFarland

# Next Steps – Detailed Research

- Site visits ✓
- Understand property constraints and opportunities
  - Conceptual master plan
  - Renovation, expansion existing facility
  - Wetlands
  - DOT improvements & timeline
- Determine feasibility of potential uses
  - Market analysis
  - Return on investment
  - Operations
- Establish partnerships
- Potential land acquisitions
- Planning, design, & city approvals





# Next Steps – Implementation

- Concept master planning – Cuningham Group
- Ho-Chunk Gateway Work Group
  - Ho-Chunk Gaming Madison Project Management Team
  - City of Madison Planning and Parks staff
- Re-establish Ho-Chunk Nation/City of Madison Joint Planning Commission
- Consultation with private sector

## Concept Master Plan Scope

- Phase I - Analysis
  - Site visit
  - Site analysis
  - Program development
  - Sustainability analysis
- Phase II - Alternatives
  - Presentation findings
  - Four alternatives
  - Preferred concept
- Phase III - Refinements
  - Site plan
  - 3D Drawings
  - Concept rendering
  - Open space & transportation diagrams
  - Site analysis
  - Sustainability recommendations





# Questions and Discussion