

Draft LMW Design Challenge Online Survey
Revised: 01-18-23

Madison Parks needs your input for the Lake Monona Waterfront Design Challenge.

Three professional design teams have prepared master plan options for the Lake Monona Waterfront planning initiative. The project scope includes Law Park, the John Nolen Drive causeway and northern portion of Olin Park. The goal is an adopted master plan to guide future waterfront projects along the shore of Lake Monona, and we need your thoughts on the proposed options. The project website includes detailed information on the plans, including brief video presentations by each team.

After reviewing the [project website master plan materials](#), please complete the survey questions for each plan option.

1. Which master plan best understands and responds to the priorities of Madison residents?

- Option One: Agency Landscape + Planning
- Option Two: James Corner Field Operations
- Option Three: Sasaki

Please provide why:

2. Which master plan has the greatest potential to improve Lake Monona for you and the greater Madison community?

- Option One: Agency Landscape + Planning
- Option Two: James Corner Field Operations
- Option Three: Sasaki

Please provide why:

3. Which master plan will provide the most positive impact on the quality of life for residents?

- Option One: Agency Landscape + Planning
- Option Two: James Corner Field Operations
- Option Three: Sasaki

Please provide why:

4. Which master plan would you be willing to participate in further developing?

- Option One: Agency Landscape + Planning
- Option Two: James Corner Field Operations
- Option Three: Sasaki
- None

The Design Challenge includes guiding principles for master plan development. The following questions focus on how each plan achieves the identified principle. Please rate the master plan options based on the following criteria.

5. Vision – The lakeshore plan option demonstrates the character and values of Madison and fosters a sense of civic pride. It includes innovative and iconic features that are regional attractions, creating a “must-see” destination. The plan provides a memorable experience unique to Madison.

Agency Landscape + Planning
Sliding Scale

James Corner Field Operations
Sliding Scale

Sasaki
Sliding Scale

6. Equitable Access – The lakeshore plan is a family-centered destination where people from diverse social, economic, and racial backgrounds feel comfortable coming together for social interaction, recreation, entertainment, and scenic enjoyment. The design encourages cultural connections between all park users.

Agency Landscape + Planning
Sliding Scale

James Corner Field Operations
Sliding Scale

Sasaki
Sliding Scale

7. Sustainability – The lakeshore plan is a combination of environmental, social, and economic sustainability practices. It promotes sustainability while improving and supporting the existing natural systems.

Agency Landscape + Planning
Sliding Scale

James Corner Field Operations
Sliding Scale

Sasaki
Sliding Scale

8. Community Connections – The lakeshore plan connects to surrounding communities and provides an environment for all visitors to move comfortably, safely, and enjoyably along the waterfront. The plan improves existing connections that extend beyond the immediate planning scope.

Agency Landscape + Planning
Sliding Scale

James Corner Field Operations
Sliding Scale

Sasaki
Sliding Scale

9. Lake Access – The lakeshore plan provides opportunities to engage with nature and enjoy the beauty of Lake Monona, and ensures all visitors have comfortable access to the waterfront, regardless of mode or method of travel.

Agency Landscape + Planning
Sliding Scale

James Corner Field Operations
Sliding Scale

Sasaki
Sliding Scale

10. Public Space - The lakeshore plan expands public gathering and event space along the lakeshore through innovative design.

Agency Landscape + Planning
Sliding Scale

James Corner Field Operations
Sliding Scale

Sasaki
Sliding Scale

11. Public Art – The lakeshore plan provides opportunities for public art to enhance the experience of park users.

Agency Landscape + Planning
Sliding Scale

James Corner Field Operations
Sliding Scale

Sasaki

Sliding Scale

12. Education - The lakeshore plan provides education on the site's natural and cultural history. It reflects the Ho-Chunk's cultural connection to the lakeshore and its importance to the Ho-Chunk Nation today and in the future.

Agency Landscape + Planning
Sliding Scale

James Corner Field Operations
Sliding Scale

Sasaki
Sliding Scale

13. When reviewing the three plans, are there specific features you like? Why?

Fill in

14. When reviewing the three plans, are there specific features you do not like? Why?

Fill in

15. Are there lakeshore features not incorporated that you would like to see provided? Why?

Fill in

16. Overall, how do you feel about the three plan options?

Fill in

17. What is your home zip code? (optional, please enter 5-digit ZIP code)

18. How do you identify your race / ethnicity? (optional)

- Asian
- American Indian or Alaskan Native
- Black or African American
- Hispanic or Latino
- White or Caucasian
- From multiple races
- Prefer not to answer
- Other (please specify)

19. What is your age? (optional)

- 10 or younger
- 10-19
- 20-29
- 30-39
- 40-49

- 50-59
- 70 or older
- Prefer not to answer

Thank you for completing the Design Challenge survey!

The survey will remain open until March 23, 2023, and is part of an eight-week public review phase that began on January 26. Parks will share the survey results and comments with the Lake Monona Waterfront Ad-hoc Committee. The Committee will consider the public input during their plan evaluation, which is scheduled to occur in April.

After selecting a preferred plan, the Committee will work with the respective design team to refine the option prior to submittal to the Common Council. The Council submittal is anticipated in August, and the plan will be referred to various City committees for further review. Parks will post periodic updates on the selection and refinement process to the project website: [Lake Monona Waterfront Design Challenge](#)

Thank you again for your participation!