



Madison Parks Division

330 E. Lakeside Street
Madison, WI 53715
608-266-4711 • cityofmadison.com/parks



February 21, 2024

Dear Urban Design Commission Members,

Thank you for the opportunity to present the draft Lake Monona Waterfront Master Plan. The plan's focus is 1.7 miles of shoreline and 17 acres of public green space along the shore of Lake Monona. The plan and corresponding report are the outcome of an ambitious, multi-year planning initiative led by the Lake Monona Waterfront Ad-hoc Committee. The thirteen-member committee ensured plan development centered on the community goals of creating a visionary, inclusive, and environmentally focused waterfront for all.

The overall waterfront envisioning process involved extensive public outreach and engagement at each phase of plan development. Community input was received through a variety of engagement methods, including large-scale event presentations, stakeholder workshops, tabling at neighborhood gatherings, on-site interviews, and online survey responses. The Ad-hoc Committee worked closely with a Sasaki-led multidisciplinary team in developing the plan's recommendations, with the primary goal of capturing and conveying the expressed community values and desired improvements for the lakeshore.

On December 18, 2023, the Ad-hoc Committee unanimously approved the draft master plan for introduction to the Common Council. Madison Parks is guiding the plan through committee referrals, and to date, the Transportation Commission, Madison Arts Commission, and the Monona Terrace Board have supported the master plan recommendations. Pending referral reviews include the Plan Commission and Board of Park Commissioners prior to Common Council consideration.

The draft master plan sets a new vision for the future of Madison's foremost public lakefront. I look forward to presenting the Lake Monona Waterfront Master Plan on February 28.

Regards,

Michael Sturm

Mike Sturm, PLA, LEED AP
Madison Parks