



WISCONSIN
UNIVERSITY OF WISCONSIN-MADISON

Library Mall Redevelopment Project



**Engagement
Session**

Welcome

Introduction

Welcome (UW)

- Introductions

History of Library Mall (UW)

- Aaron Bird Bear, Core Team
- Brenda Gonzalez, Core Team
- Amol Goyal, Core Team
- Gary Brown, Core Team & Director, UW Campus Planning

Project Engagement Design and Goals (EQT)

- Project Organization
- Project Goals

Library Mall Today (OLIN)

Engagement Session (EQT)

- Library Mall Strategy

Project Team

Introduction

- **UW-Madison:**
 - Gary Brown - Director of Campus Planning & Landscape Architecture
 - Aaron Williams - Project Manager
- **EQT by Design:**
 - Annette Miller - Founder & CEO
 - Mayra Medrano - Project Manager
 - Joel Campos - Graphics
- **OLIN:**
 - Susan Weiler - Partner
 - Alessandro Colavecchio - Project Manager
 - Sarah Leaskey - Landscape Architect

Core Advisory Team

Introduction

- **City of Madison Mayor's Office** – Rueben Sanon
- **City of Madison Planning** – Rebecca Cnare
- **Downtown Madison, Inc.** – Jason Ilstrup
- **UW ASM + President of Campus Area Neighborhood Association** – Amol Goyal
- **UW Community Relations** – Brenda Gonzalez
- **UW Division of Diversity, Equity & Educational Achievement (DDEEA)** – Cheryl Gittens
- **UW Division of Student Affairs** – Gabe Javier
- **UW Facilities Planning & Management** – Gary Brown, Aaron Williams
- **UW Multicultural Center** – Claudia Guzman
- **UW Office of Sustainability** – Missy Nergard
- **UW/University Relations (Tribal Relations)** – Aaron Bird Bear

Project Introduction

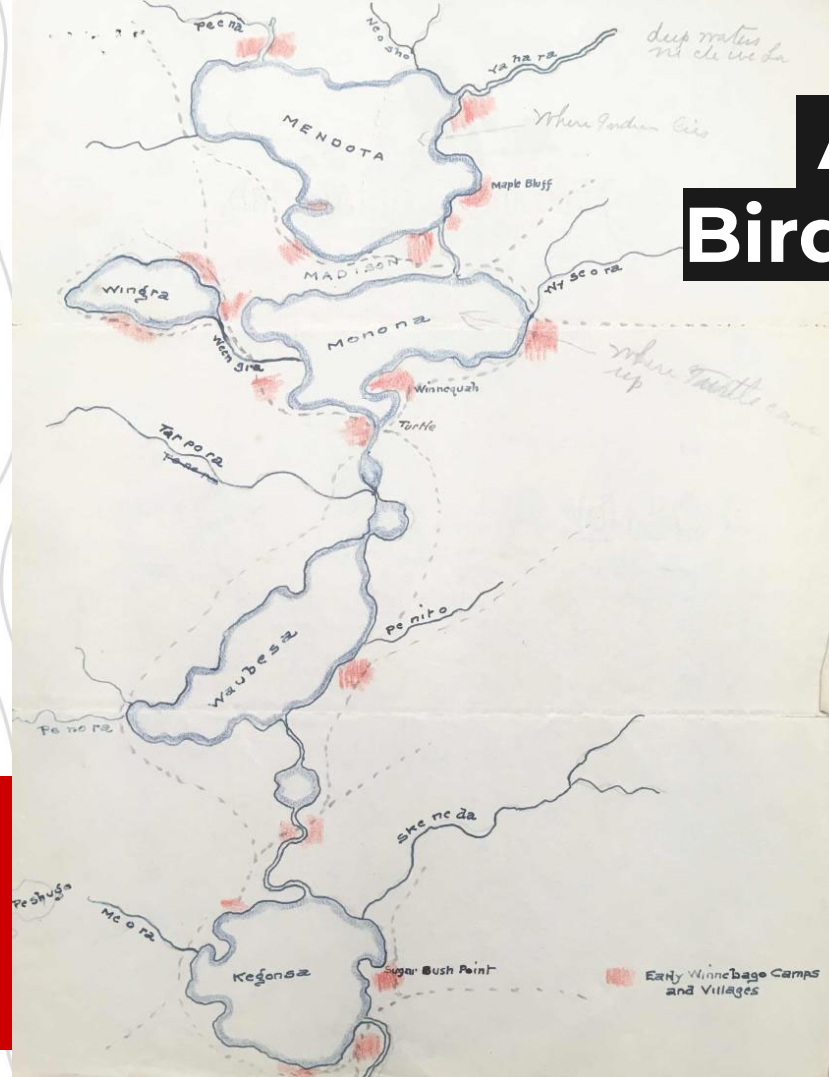
Gary Brown, Campus Planning

- Library Mall has a long and varied history
- Sovereign Ho-Chunk Nation lands, a place they called “Teejop” (Day-JOPE)
- Long planned for redevelopment and included in our UW-Madison Campus Master Plans for the past 3 decades
- Last section of East Campus Mall to be renovated and redeveloped
- Feasibility study to define project scope, schedule & budget for fundraising
Project will be 100% private gift fund supported

History of Library Mall



**Aaron
Bird Bear**
Core Team



History of Library Mall



**Brenda
Gonzalez**

Core Team



History of Library Mall



Photo: Ruthie Haugh



**Amol
Goyal**
Core Team

Photo: Bryce Richter - UW-Madison

Project Goals

- Create a welcoming, safe and inclusive space.
- Integrate public space into East Campus Mall and State Street Mall.
- Prioritize sustainability & resiliency.
- Engage a cross section of stakeholders w/equity approach.
- Create a representative vision that inspires critical thinking about the land in relation to history, culture, and community while also integrating shared experiences and values of black, indigenous, and people of color with all people.

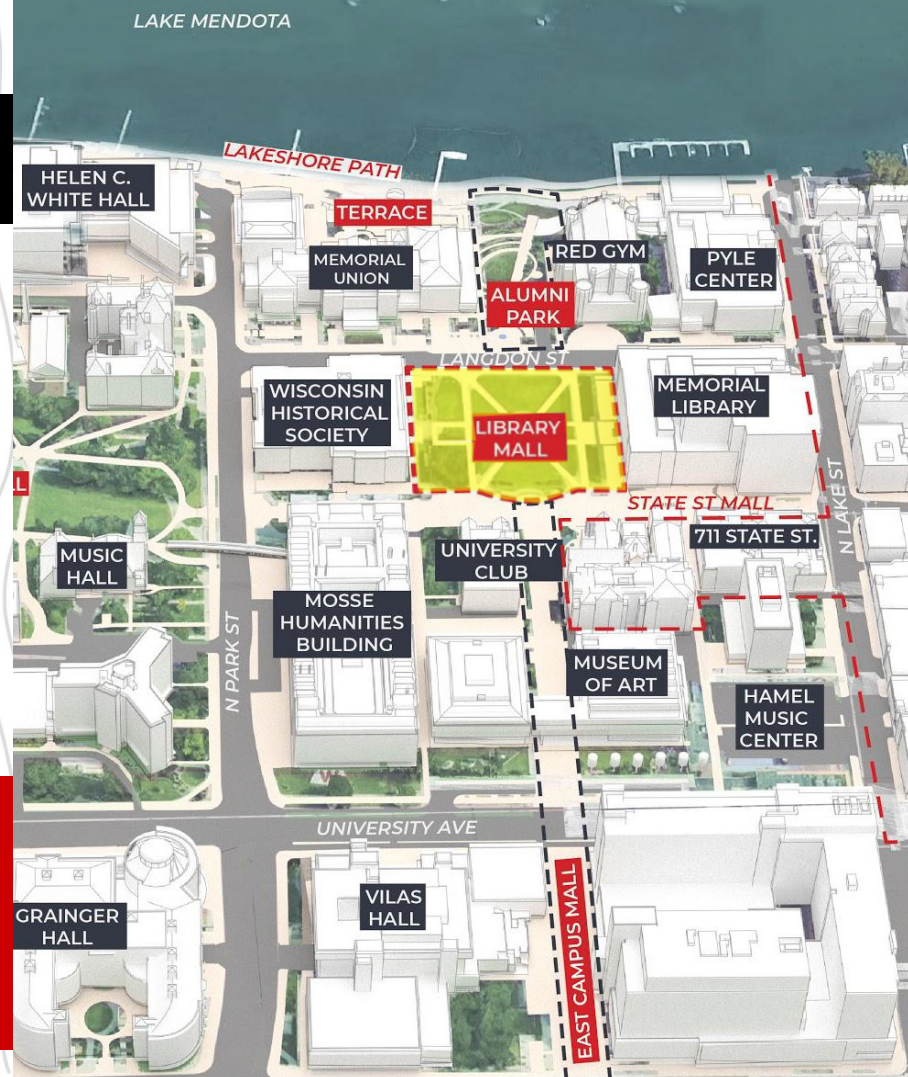
History of Library Mall

Project Area

Open Area between the
Memorial Library & the
Wisconsin Historical Society

Site of the Hagenah Fountain

Adjacent to and north of the
City of Madison State St. Mall
(where the food carts are located)



**Gary
Brown**
Campus Planning

Project Description & Scope

- Feasibility study for the area bounded by the State Street Mall, Langdon Street, the Memorial Library, and the Wisconsin Historical Society.
- A successful project will identify the desired elements and programmatic themes to create a consensus-driven vision, as well as identifying the scope, timeline, and budget for future implementation.
- Complete the East Campus Mall vision connecting Regent Street to Lake Mendota.
- Deliver East Campus Mall as a destination within the UW-Madison campus and City.
- Eliminate existing operational challenges related to perpetual maintenance issues.
- 100% privately gift funded project

Proposed Timeline

January 2021	February 2021	March 2021
Kickoff Initiation & Core Team Briefing	Stakeholder Survey Develop, release & analyze results	Community Workshop #1
April 2021	May 2021	June 2021
Prioritization Insights & Alternative Development Options	Community Survey Results Develop, analyze & release Community Workshop #2 - May 10	Design Alternatives Final Core Team Mtg. UW-Madison Design Review Board Mtg.
July 2021	August 2021	Fall 2021
Preliminary Document Review	Final Feasibility Study Review	Public Release of Final Feasibility Study

Create an inclusive and representative vision that inspires critical thinking about the land in relation to history, culture, and community while also integrating shared experiences and values of black, indigenous, and people of color with all people.

Engagement Strategy

Engagement Tools	Core Team	Advisory Stakeholder Group	Online Surveys	Community Workshop	Targeted Focus Groups
EQT Level	COLLABORATE	COLLABORATE	INFORM	INVOLVE	INVOLVE
Purpose	Advise Planning Team	Advise EQT Inform Wkshp Design	Inform design of Cmty WkShp And, collect Value concepts	Voice Reach Support	Addtl tool for hard to reach groups
Goals	Engage and Inform	Build Awareness and Inform	Ask and Gather for insight to involve	Inform, Learn and Reach	Inform, refine Learn and Reach

Surveys and Workshops

Design purpose to collect
concepts

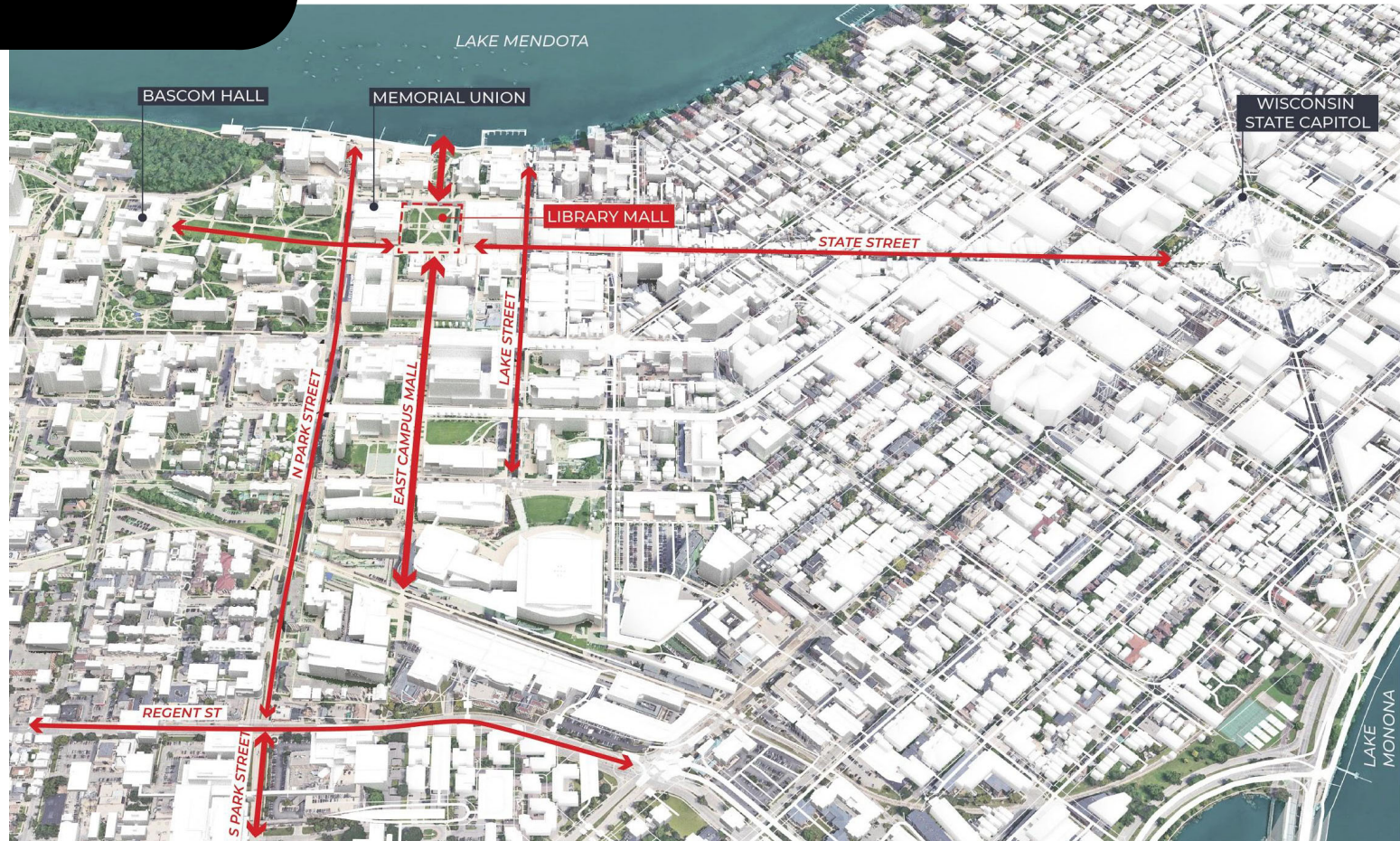
Ask and gather for insight
to learn

**Focus and
Speak to
Values**

Library Mall Today

OLIN

OLIN













View from: Historical Society

1



View from: Langdon St.

2



View from: Alumni Park

3



View from: East Campus Mall

4





View to: Alumni Park

1



View to: East Campus Mall

2



View to: Bascom Hill

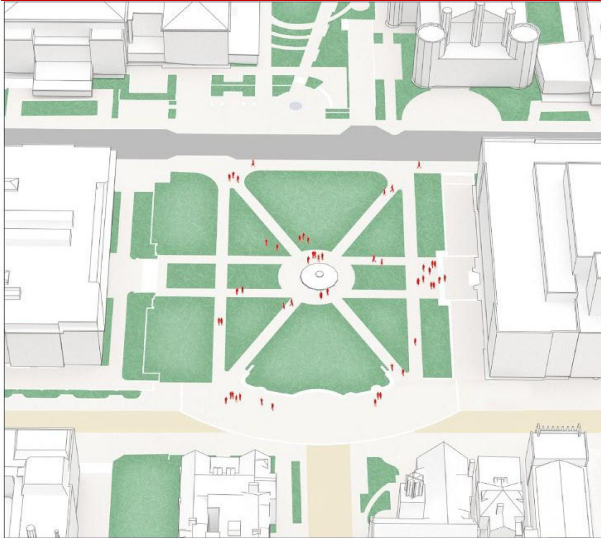
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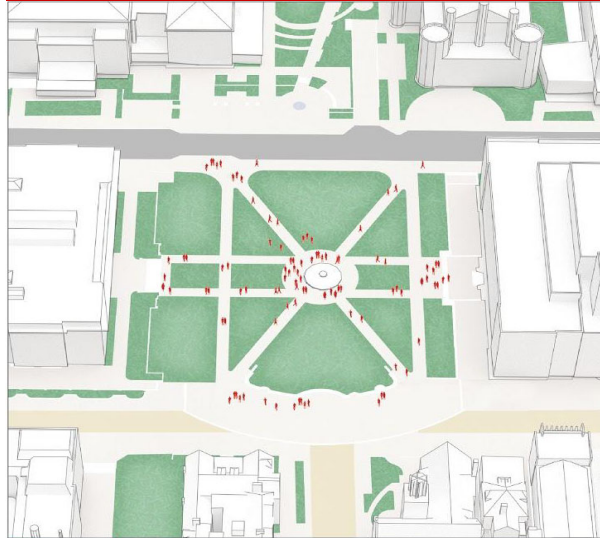
View to: Wisconsin State Capitol

4

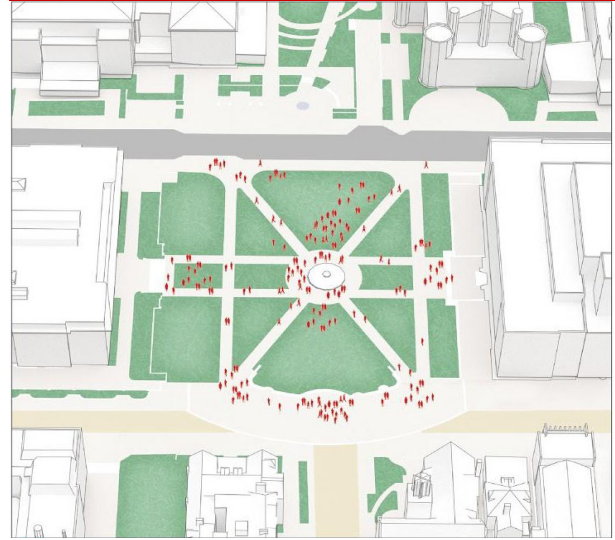
50 People



100 People



200 People



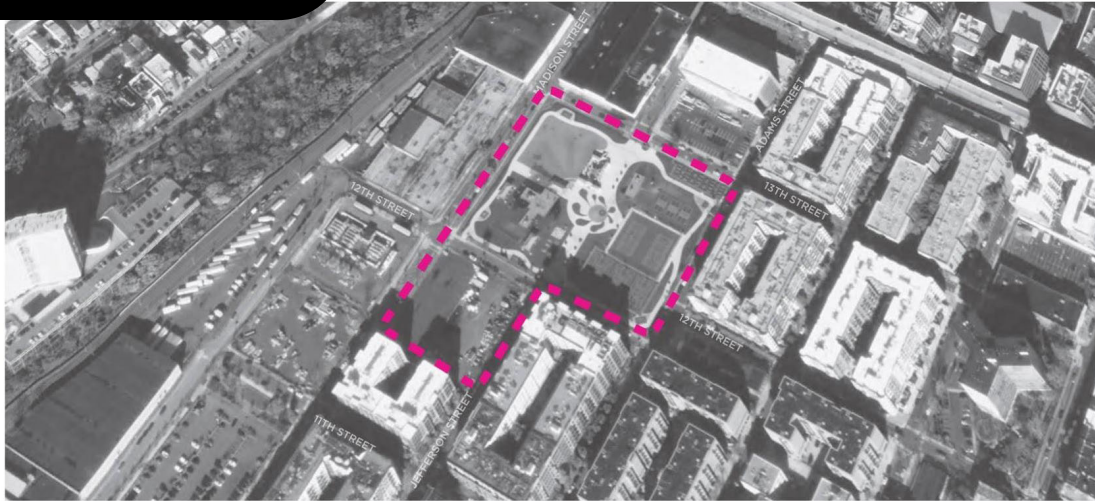
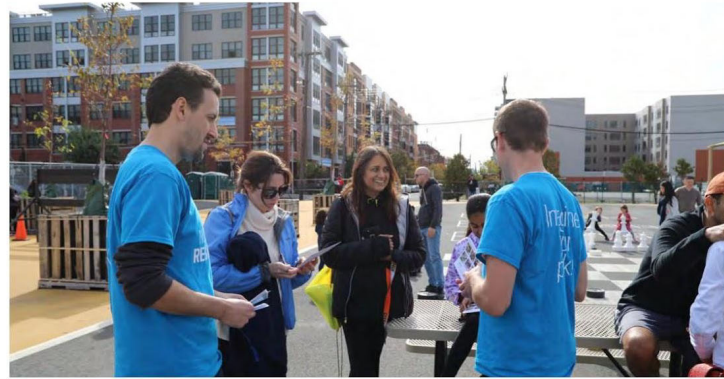


Figure 1.2 (Park Site Context)



Figure 1.3 (Community Outreach)



1.2 Park Design Framework

Developed through an extensive community engagement and analysis process, the design framework consists of:

Stormwater Management Systems and opportunities

- Storage for one million gallons of stormwater from the NHTSA H-6 and H-7 sewersheds
- Storage for surface stormwater runoff generated by its own footprint and the adjacent right-of-ways surrounding the park
- Water reuse

Park Amenities:

- A balance of passive and active amenities
- Both neighborhood and destination park characters nature + culture + sports
- Play
- Dedicated + flexible uses

Park Pavilion:

- Structured facilities
- Flexibility of use
- Shade
- Energy
- Resiliency

Engagement Case Study

OLIN

OLIN

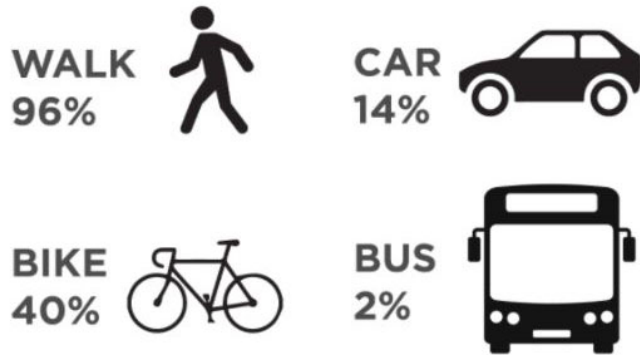
OUR ENGAGEMENT PROCESS:

Northwest Resiliency Park

Why would you visit the Park?
Where would you arrive from?

50% from the Southeast
26% from the Southwest
19% from the Northeast
3% from the Northwest

How would you get to the Park?



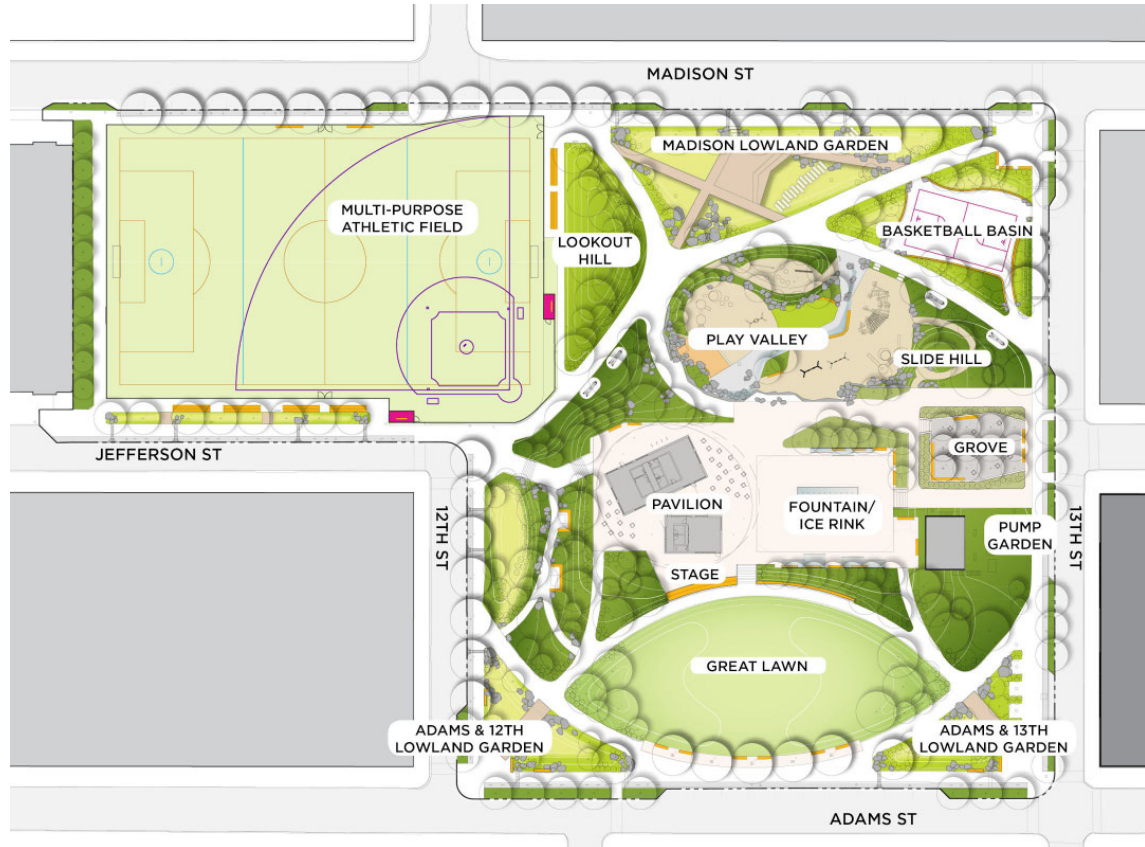
OUR ENGAGEMENT PROCESS:

Northwest Resiliency Park



OUR ENGAGEMENT PROCESS:

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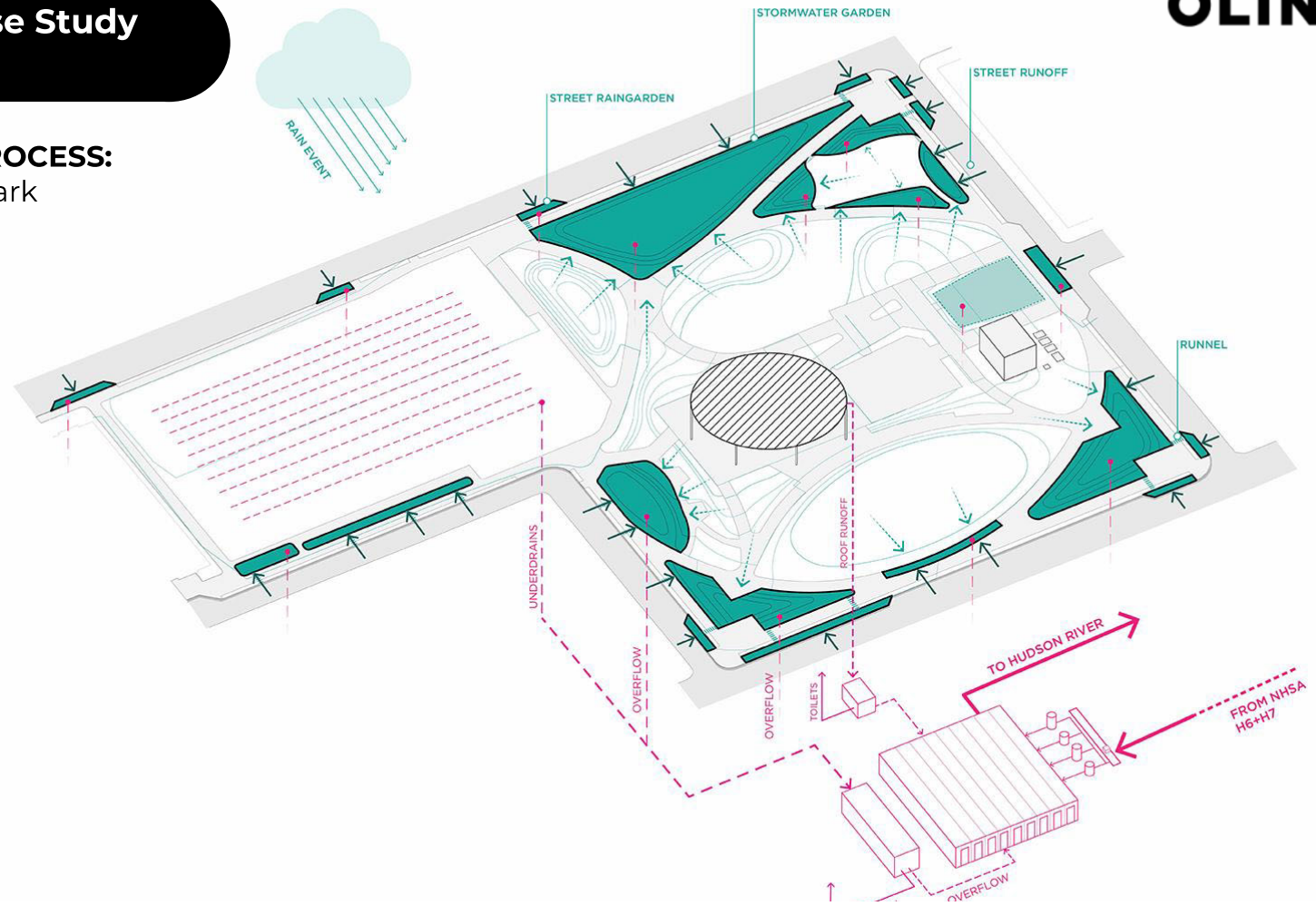


Engagement Case Study

OLIN

OUR ENGAGEMENT PROCESS:

Northwest Resiliency Park



Questions
?



QUESTIONS?

Let's Get Started!

Instructions

You will receive a link to our
interactive board

Engage with us in 3 ways

- a. Use the link to add your ideas
- b. Use the chat to list your ideas
- c. For those by phone we will save
space for you to say your ideas

Use the “+” sign in each column to
add ideas

If you like an idea “click on the 🧡”

**Collect
Values**

Engagement Design: VIMBAS

Vibes - What's the energy like?

Images - What do you see?

Meaning - What does it mean for you? Your campus, community, family?

Behavior - What behaviors are you engaging in? What behaviors are you leaving behind?

Affect / Emotions - What will you feel? What are others around you feeling?

Sensation - What other bodily sensations do you notice?

LET's GET STARTED



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