



MADISON PARKS

2025-2030 Park and Open Space Plan

Legislative File # 89620

Purpose of Park and Open Space Plan

- Guides decision-making related to the following areas:
 - Park policies
 - Land acquisition
 - Development of parkland and facilities
 - Financing and operations
- Required for participation in State & Federal Grants



City of Madison Planning Considerations

Demographic Overview

- Current and anticipated

Related Planning Efforts

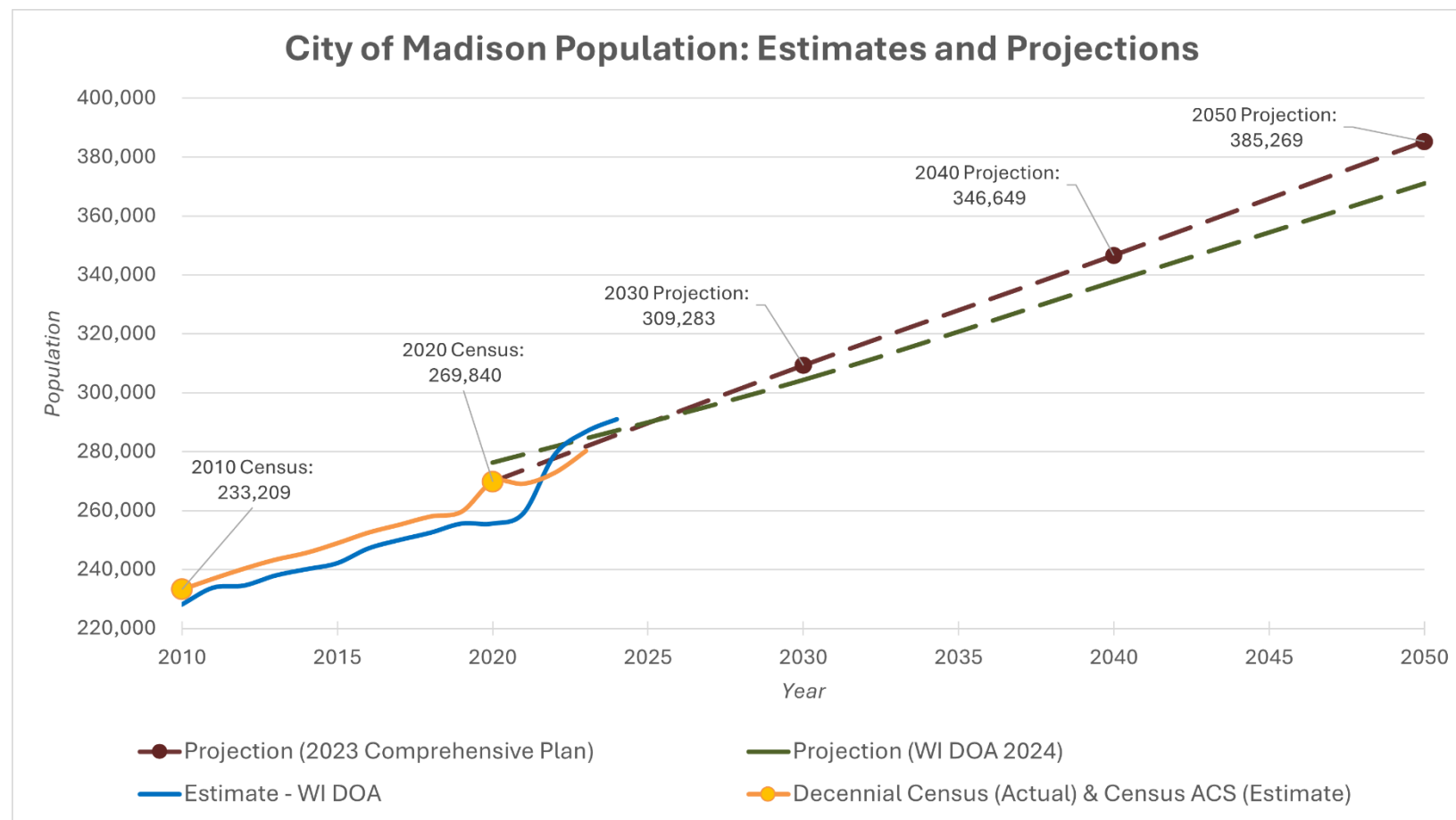
- Highlights other City planning documents
- Ties POSP to other plans
- Anticipates growth and changes in services

Environmental Factors

- Climate Change, Land Management, Urban Forest, Water Quality
- How these factors impact outdoor recreation and park system



Growth of the City



Madison is 2nd largest city in WI

Population expected to exceed 300,000 by 2030 (WI DOA)

71% of population identifies as white, 21% as BIPOC, 8% Latinx (U.S. Census Bureau)

Residents ages 20-34 account for 1/3 of the population (U.S. Census Bureau)

Residents ages 65-84 is expected to increase by 48% by 2040 (WI DOA, 2017)

Parkland Inventory

City of Madison Park Classifications

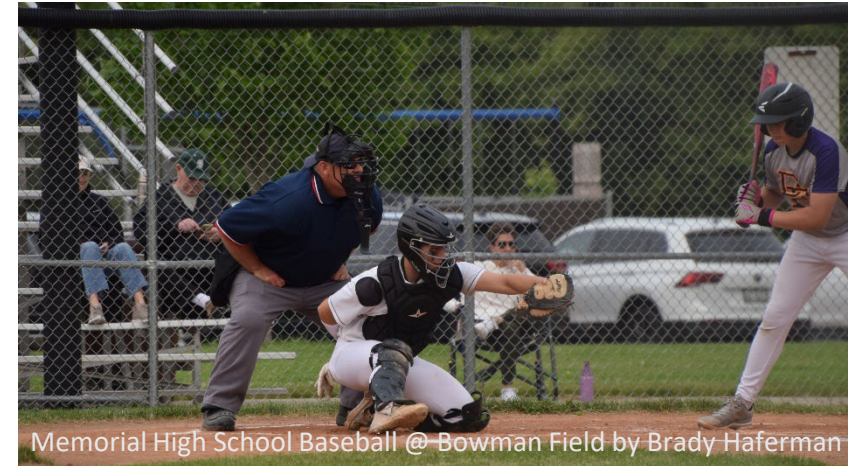
- Mini, neighborhood, community, conservation parks
- Greenways, open space, special use, sports complex, trafficways

City of Madison Park Facilities

- More than 290 parks and 5,700 acres
- Over 8,000 amenities within the system
- Above average through TPL for basketball, dog parks & playgrounds

Other Park and Open Space Facilities

- Highlight unique opportunities offered by others
- Added national facilities-Ice Age Trail



Community Engagement Strategies

Major Efforts (2024)

- Community Survey
- Focused BIPOC outreach
 - Parks Alive, Youth Focus Groups, Survey
- Open Houses

Final Review (2025)

- Public Comment Period
- Open House



Parks Alive at Elver Park

Community Feedback

- Residents agree that parks are integral to City's character
- Need for SAFE & WELCOMING spaces for all
- Desire to balance development of parks with conserving environment
- Prioritize maintenance & repair of existing facilities
- Increased basic facilities (benches, shelters, drinking fountains & clean restrooms)
- Increased programming responsive to community needs, especially for teens
- Better connection between parks, walking & biking trails
- Increased Strategic partnerships
- Improved access to parks and amenities year-round
- Increased specialty facilities-skate parks, pickleball, dog parks



Top Park Uses



Engaging in general physical fitness such as walking, hiking, or running



Participating in or supervising others doing leisure activities, such as picnicking, celebrations, or nature viewing



Attending festivals or events



Activities involving Madison's Lakes, such as boating, fishing, paddle sports or swimming

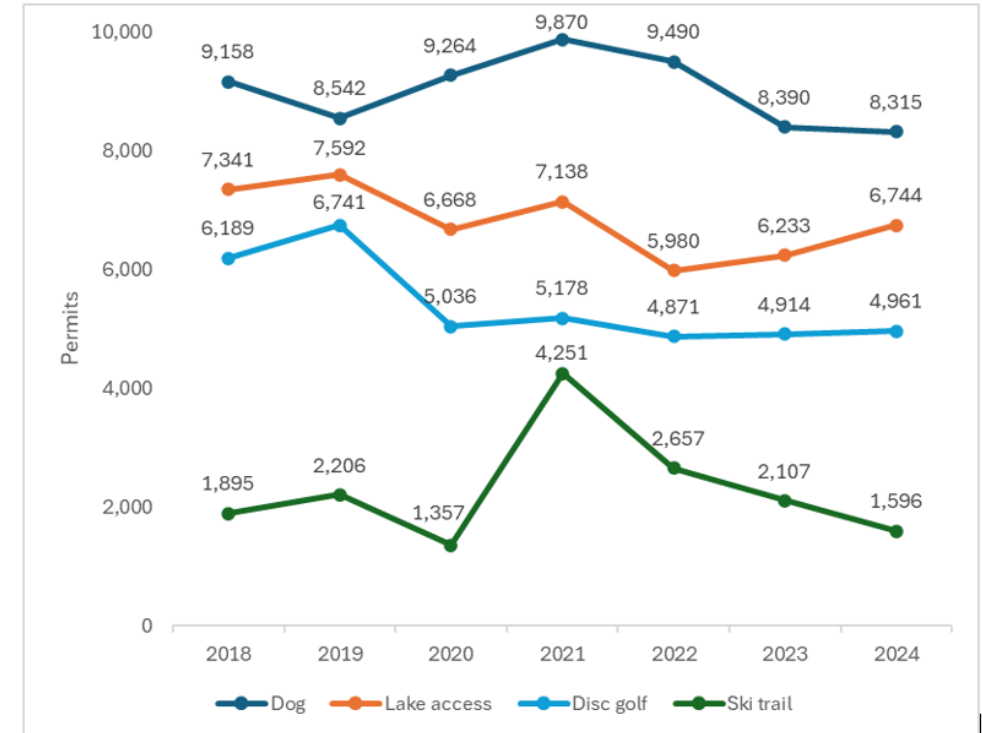


Biking

Use of Parks (in 2024)

- Shelter Reservations:
 - More than 2,000 reservations
 - Most Reserved: Garner, Highland Manor & Brittingham
- Athletic Uses
 - Top 3 sports: soccer, pickleball & tennis
 - Top 3: Garner, Quann & Reindahl Parks
 - New Reservations: Futsal, Camogie, Rolfball
- Park & Street Use – 514 permits issued
- Olbrich- More than 370K visitors
- Golf- More than 160,500 Rounds played

Figure 4.9: Total Permit Sales by Permit-Year (Annual and Daily) (2018-2024)



Outdoor Recreation Needs Assessment

Quantitative Analysis – Park Acreage and Parkland Per Capita

- Service level goal: 10 acres per 1,000 residents
- 5,755 acres of parkland or approximately 19.77 acres per 1,000 residents

Geographic Analysis

- Lack of mini & neighborhood parks: Sherman & Kennedy Heights, University Hill Farms
- Infill areas: East & West Towne Mall areas, Downtown

Regional and Statewide Planning Efforts

- State Comprehensive Outdoor Recreation Plan (2025-2030)
 - Recently Adopted, identifies trends, areas of focus for Madison Area
 - Discusses trends in investment in Parks
- Dane County Parks and Open Space Plan (2025-2030)
 - Recently Adopted
 - Identifies areas for potential partnership
- Themes in State & County Plans:
 - Climate change impacts on recreation, funding concerns, improving environment



Park Funding

Park Development Resources

Park Operational Resources

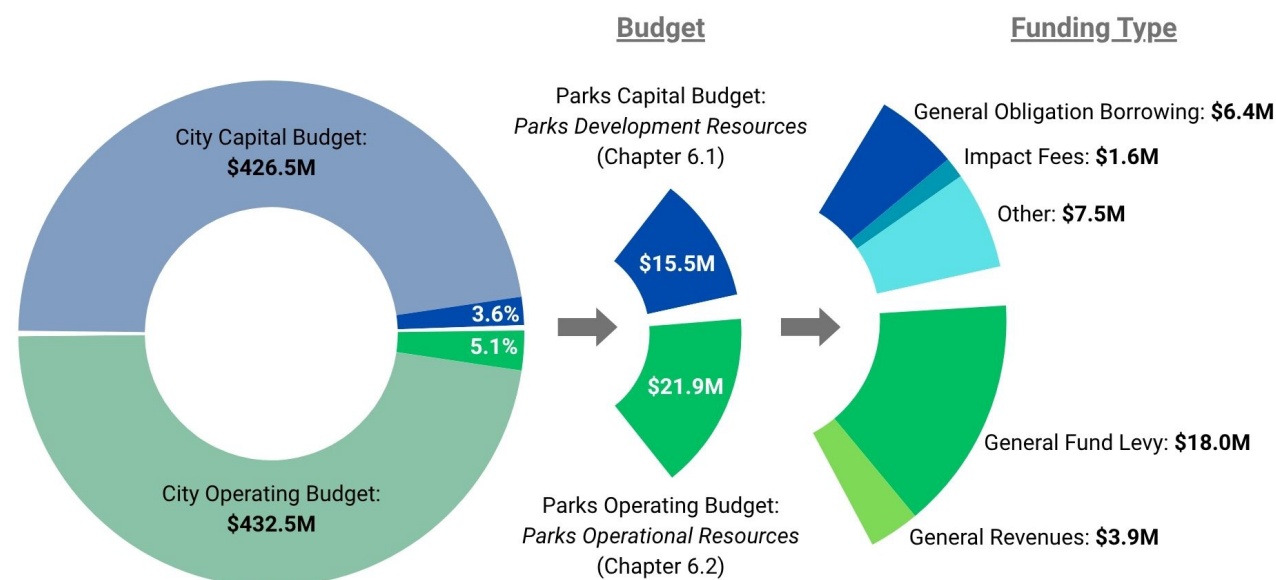
Alternate Funding Sources

- Key Partnerships: MPF, OBS, LakeWay & others
- Assigns value to volunteer efforts
 - (\$1.66M in 2024)

Park System Growth Considerations

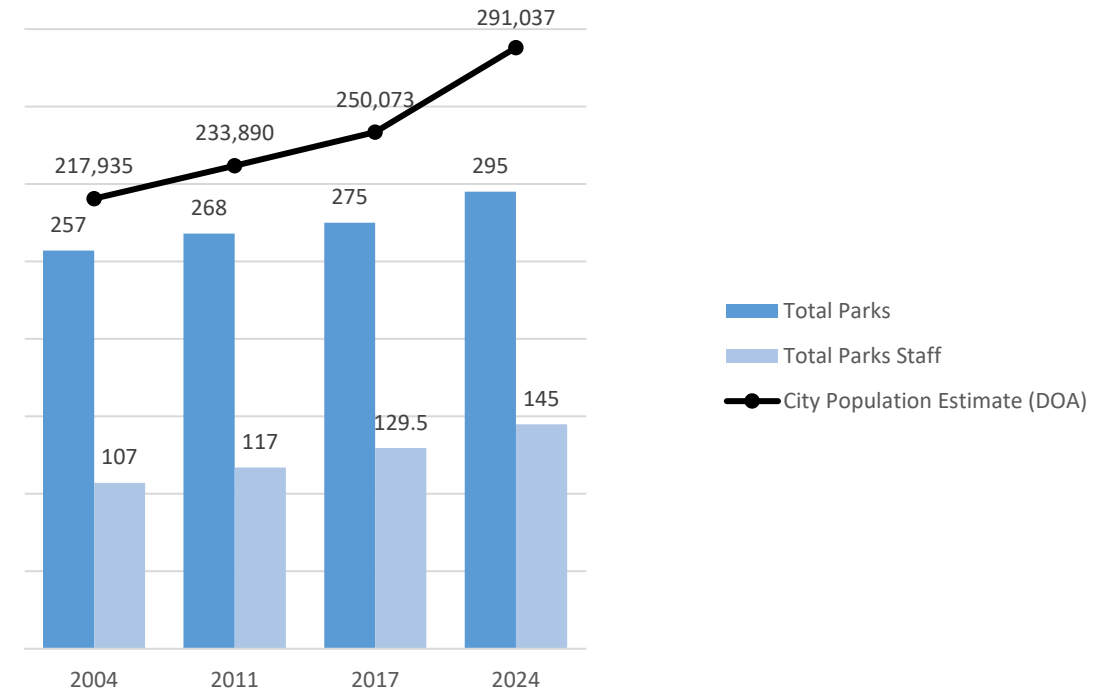
- Contextualizes park system growth/resources over time

Parks Division Budget Within City's Adopted 2025 Budget



5 Major Factors Impacting Park Resources

- Long-standing, reliable funding sources are not increasing at corresponding levels of resource demand = alternate funding sources & strategic partnerships
- Rapid population growth and increased housing density = new parks to maintain service standards.
- Increased daily use and longer seasons = need for more resources.
- Historic facilities and aging infrastructure = increased maintenance.
- Facilities and programming have been added responsive to the needs of the community.



Changes in Parks, Parks Staff, and City Population, 2004-2024

POSP Recommended Strategies

Land Use and Transportation

- **Strategy: Increase connectivity between parks to enhance access.**

Neighborhoods and Housing

- **Strategy: Reduce parkland deficiencies and respond to increasing residential density.**

Economy and Opportunity

- **Strategy: Create welcoming and inclusive park spaces and programming.**
- **Strategy: Foster meaningful connections with groups and organizations that advance the vision of the Parks Division.**

Health and Safety

- **Strategy: Promote the physical and social health of the diverse community.**



Britta Parkway

POSP Recommended Strategies

Culture and Character

- **Strategy:** Improve public access to lakes and waterways.
- **Strategy:** Protect and celebrate the community's cultural richness.

Green and Resilient

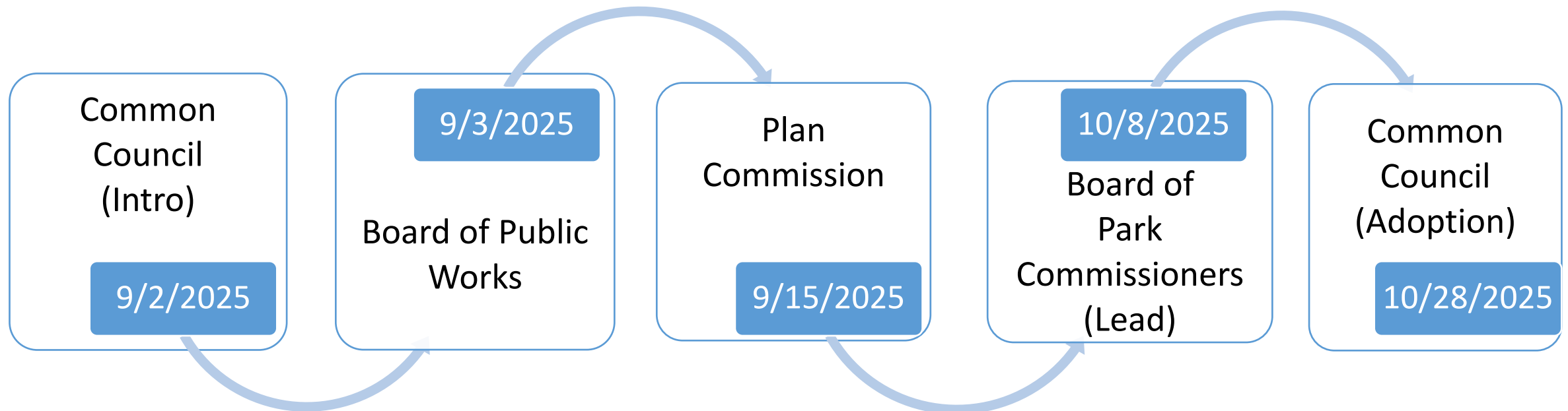
- **Strategy:** Protect and enhance natural resources.
- **Strategy:** Improve the park system's capacity to adapt to environmental challenges.

Effective Government

- **Strategy:** Develop new parks and amenities in a fiscally sustainable manner.
- **Strategy:** Secure sufficient resources to sustain service levels across the growing and changing system.
- **Strategy:** Pursue regional solutions to regional issues.



Referral Schedule



Questions or Comments?

**MADISON
PARKS**

