



**MADISON
PARKS**

Ed Jepsen Way

Decorative Signage at Tenney Park

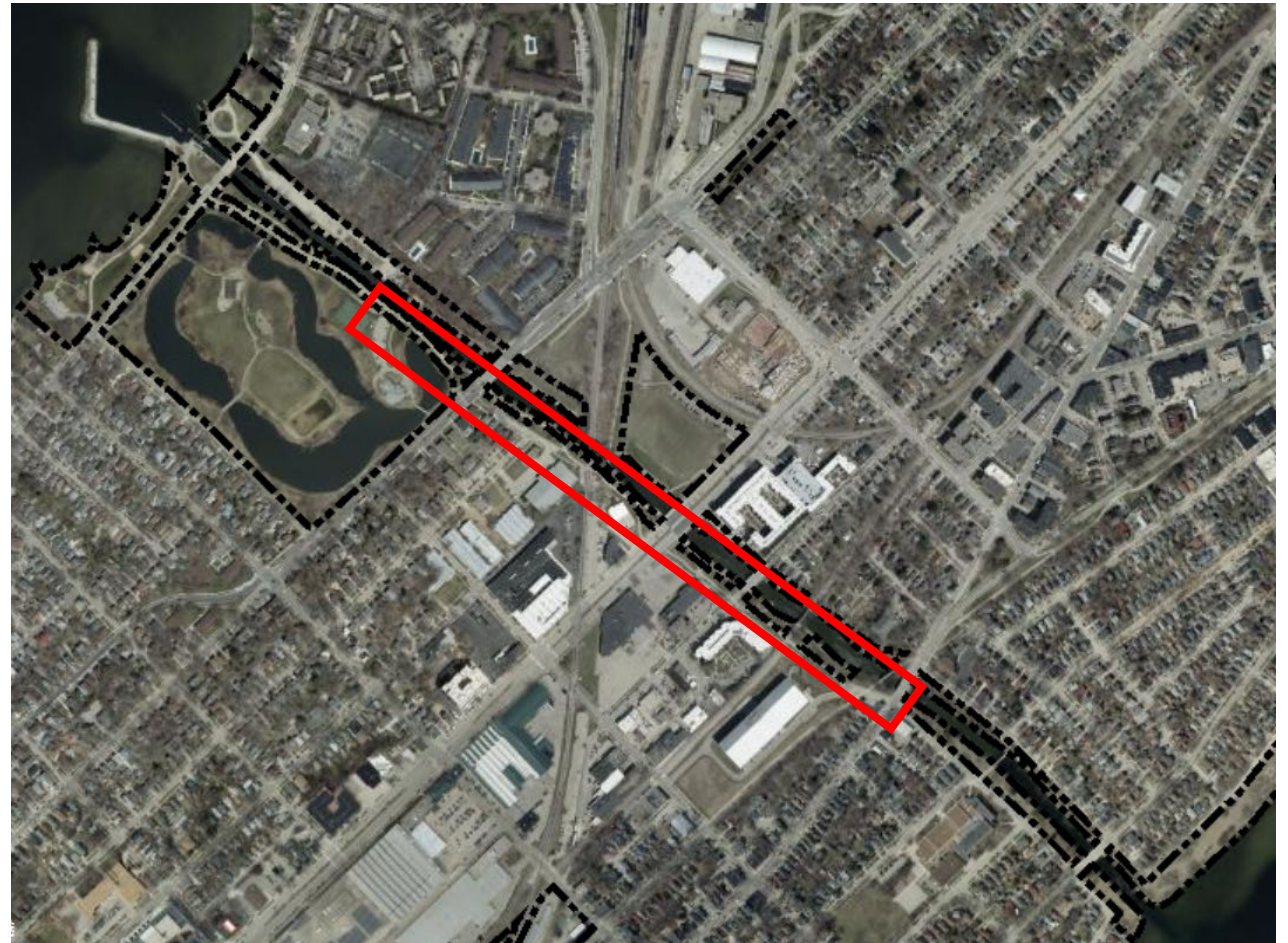
Board of Park Commissioners

Ed Jepsen & project Background:

- Ed Jepsen was an advocate for the work of the Parks Division
- Long-time member of Board of Park Commissioners and Long-Range Planning Subcommittee.
- He worked on the Yahara River Parkway ad hoc committee
- Friends of Yahara River Parkway: underpass at E. Johnson & E. Washington.
- April 2022 Petition to BPC to rename Yahara River Bike Path “Ed Jepsen Way” ([Legislative File 72217](#))
 - BPC approved on 7/13/2022

Current Ed Jepsen Way

- 8 Traditional Street Signs currently in place as of Feb 2023
- These replaced the “Yahara Parkway Path” signs.
- Intersections & entrances to path



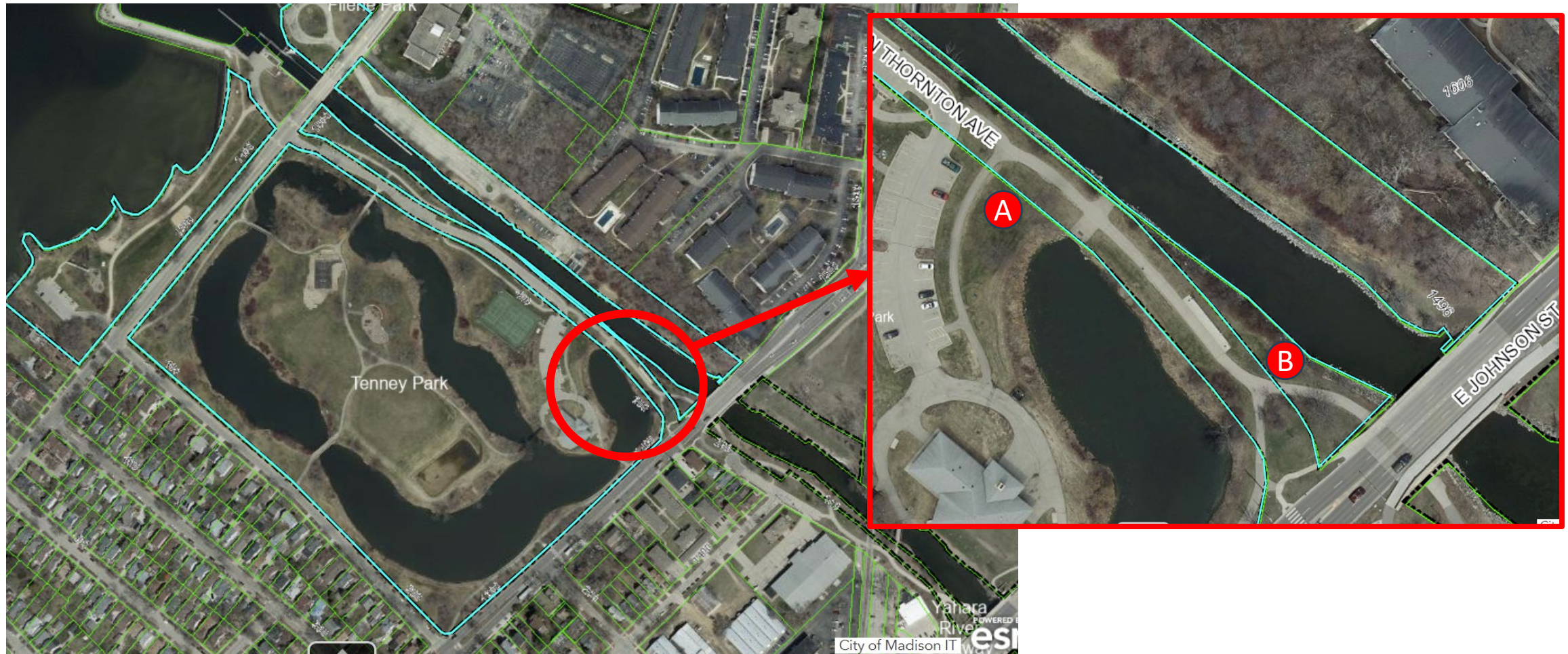
General Overview of Request

- Decorative Signage
- Interpretive Component:
 - Explain Ed Jepsen Way
 - Language to be approved by Parks and/or BPC
 - Would be owned by Parks
- Ed Jepsen's Guiding Principals
 - Get your hands dirty.
 - Keep learning.
 - Share what you know.
 - Be respectful.
 - Bring joy.
 - Notice beauty. (And create it.)



Note: No design has occurred to date, requestors are awaiting clarification

Location of Proposed Sign—Tenney Park



Decorative Signage

- Privately funded and designed under the lead of The Friends of Yahara River Parkway
- Confirmed with City Planning staff & Attorney's Office: this is not considered art.
 - Parks' Private Art Policy adopted by BPC in 2024: [Leg File 84319](#)
- Decorative Signage that the Parks Division will own.
- Must comply with Zoning regulations related to signage
 - Overall size of sign: no more than 24 sq ft
 - Minimum height 2ft, maximum 10ft from grade
 - Cannot be oriented towards vehicle traffic on road

Historical Considerations for Area:

- Catalogued Cultural Resource site by WI State Historical Society (WSHS)
 - Will require appropriate permits
 - On site monitor during ground disturbance
- Designated National Historic District Landscape by O.C. Simonds
 - Will require appropriate permits from WSHS
- Designated local landmark
 - Will require Landmarks Commission Approval
 - Design must fit in with natural landscape of the park
 - Cannot destroy defining landscape architecture features



Photo by Ann Shea

Form of Agreement: MOU

- Memorandum of Understanding (MOU) with The Friends of Yahara River Parkway
 - authorized by Common Council & BPC
- Neighborhood responsible for maintenance, includes providing a fund for maintaining it.
- City Owns, fees & insurance requirements are waived