



NOLEN WATER FRONT

A VISION FOR OUR TIME

Transform Madison's premier lakefront into a beautiful, activity-rich signature park that provides a welcoming destination for all Madison residents and visitors, connects Downtown Madison to Lake Monona, increases access to the lake, improves Lake Monona's water quality and aquatic habitat, and celebrates Frank Lloyd Wright's architectural legacy.

CONFIDENTIAL



A HISTORIC PLAN FOR MADISON'S LAKEFRONT

Members of the Madison Design Professionals worked closely with recent UW-Madison Civil and Environmental Engineering graduates who had produced two creative Law Park Revitalization concepts as part of their Senior Capstone projects in Spring, 2017. Additional landscape architecture and engineering professionals with significant experience on urban waterfront projects similar to the Nolen Waterfront, volunteered their services pro-bono to flesh out the three conceptual planning teams.

These three teams were asked to develop their design in three broad areas: shoreline park design; bridge between Wilson Street and the lake; and the City's Blair intersection design concept. They started planning in June, 2017 and substantially completed

their work in January, 2018. The planning approach was based on the creation of inter-disciplinary teams that were given input from community leaders.

The three concepts were shared among all team members in charrettes and with a technical advisory committee at milestone dates. It was felt that the best ideas come from both mutual education and imagination. The teams learned together and created together. Everyone involved felt an affinity and an appreciation for the new Nolen Waterfront. All three alternative design scenarios accepted the Strand recommendation of the John Nolen Drive/Blair Street Intersection Study and Doug Kozel's Monona Terrace Expansion Concept.

THE MADISON DESIGN PROFESSIONALS WORKGROUP

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DESIGN OPTION ONE

THE TEAM

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The first alternative is a refinement of the original concept that was rolled out to the public at the Madison Community Foundation 75th Anniversary Dinner on May 16, 2017 with the ZEBRADOG Nolen Waterfront Vision video. It was modified to open up views of the lake from the Hotel Ruby Marie block and it incorporates state-of-the-art thinking about waterfront shoreline development (as do the other two alternatives).

PHASE ONE CONCEPT

The Phase One Concept (Fig. 1) includes several key improvements that will significantly improve Law Park:

- 1 1/4 acres of lake fill to expand existing park, improve park's capacity for programmed events, and enhance the public use of the lakefront for viewing lake activities and passive recreation activities. The new land areas include a large oval open space near Machinery Row and a large lawn area in the center.
- Naturalized & structured shorelines to improve access to the water & promote stormwater management.
- Expanded open space near Williamson Street created by removing and relocating the existing driveways to the Machinery Row parking lot as part of the Blair intersection reconstruction.
- Realigned Capital City Bicycle Path.
- Construction of the 1893 Frank Lloyd Wright Boathouse in its historic location at the termination of King Street. The Boathouse and adjoining areas will be designed and programmed as an aquatic facility that will greatly enhance public access and use of Lake Monona. This aquatic facility will include a rental craft facility, fishing piers, a floating dock with transient docking designed as a wave attenuating structure, a kayak beach, and a swimming beach.
- Parking & drop off for the Frank Lloyd Wright Boathouse.
- Relocated boat ramp on the west side of the Machinery Row parking lot.
- An historic pedestrian-bicycle connection between the downtown and Lake Monona on the west side of the park including a ped-bike path in an easement acquired as part of a Wilson Street redevelopment project, a ped-bike bridge over John Nolen Drive and the rail corridor, and a HC accessible ramp that meanders down a landscaped hillside to the lakefront.
- Bio-retention basins along John Nolen Drive to collect and filter stormwater runoff and improve water quality for Lake Monona.

FULL BUILDOUT

The Full Buildout plan (Fig. 2 & 3) creates an 8 acre signature park in the heart of Downtown Madison that will provide a welcoming and activity-rich destination for all Madison residents and visitors. The Full Buildout concept closely resembles the original Nolen Waterfront vision by using the air rights over John Nolen Drive and the rail corridor to expand the Phase One park by an additional 5 acre. Key features of this plan include:

- Expansion of Monona Terrace including a 2 acre rooftop park.
- A 3 acre raised park platform over John Nolen Drive and the rail corridor that terminates west of Franklin Street to maintain lake views from the 500 block of East Wilson Street including a Great Lawn, landscaped courtyards for large and small gatherings, seasonal gardens, public art, and a vendor court.
- Mixed use redevelopment of the city's Water Utility site and the Summit Credit Union and Rubin's sites that preserves a view corridor from the State Capital along King Street to the Frank Lloyd Wright Boathouse as originally proposed in 1893.
- HC accessible ramps and stairways that interconnect the three park levels - the Monona Terrace roof top park level, the Great Lawn level, and the lakefront level - to provide a graceful transition between the Downtown and Lake Monona.
- Four walk-in access points to the park from Wilson Street that seamlessly integrate the Nolen Waterfront into the fabric of the Downtown.

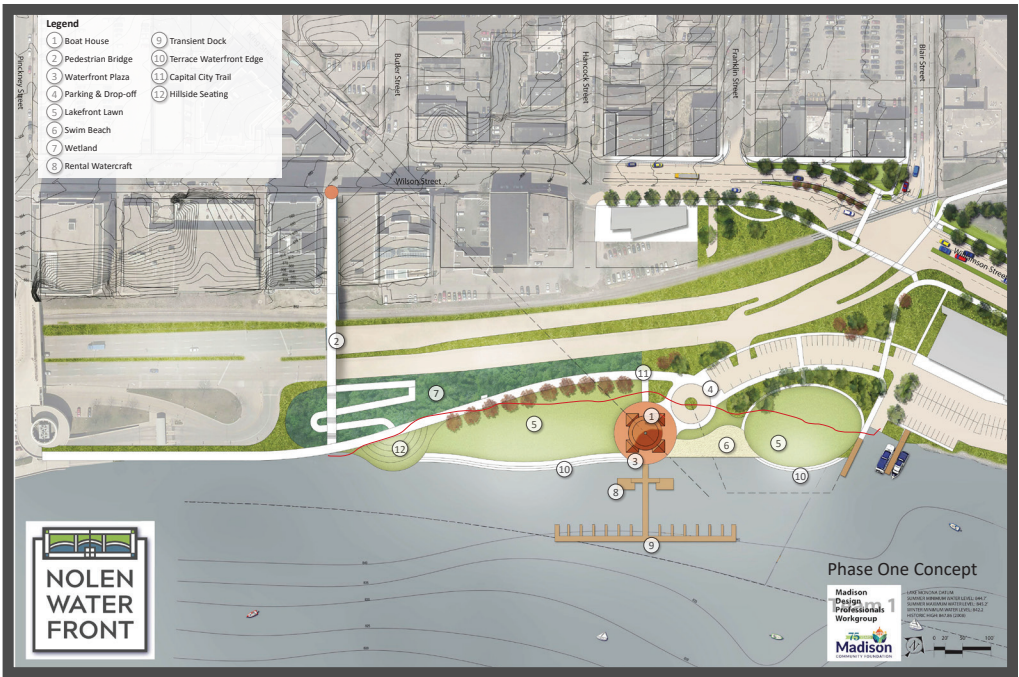


FIG. 1 - DESIGN TEAM ONE: PHASE ONE CONCEPT



FIG. 2 - DESIGN TEAM ONE: FULL BUILDOUT CONCEPT

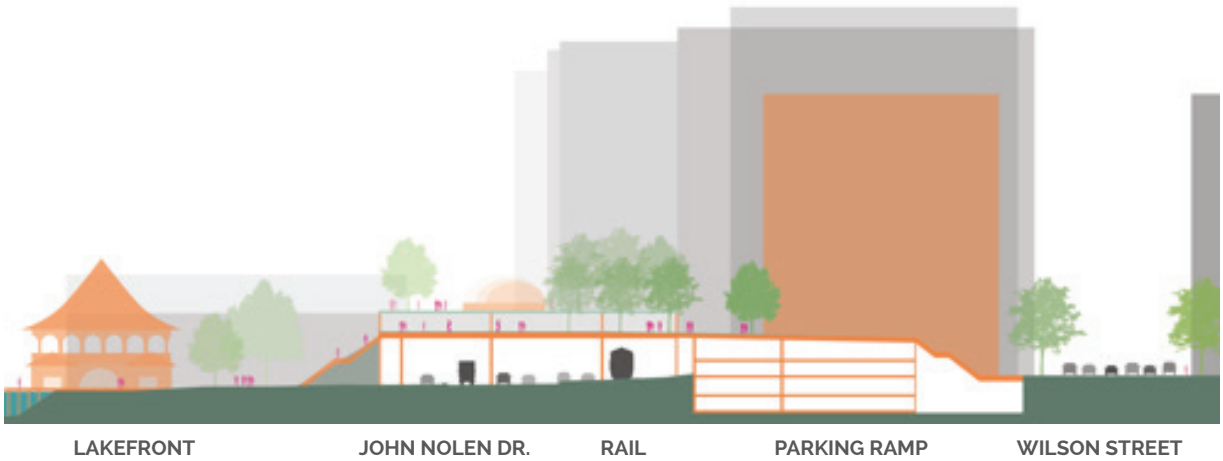


FIG. 3- DESIGN TEAM ONE: FULL BUILDOUT CONCEPT SECTION

DESIGN OPTION TWO

THE TEAM

DOUG KOZEL, AIA, LEED AP Architect, KEE Architects
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MILES TYRON-PETITH, Shoreland Hydrologist
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The second alternative concept prepared by Design Team #2 merges an innovative land bridging idea with the “Signature Park” concept created by a UW Civil and Environmental Engineering Student Capstone Design team in the Spring 2017 semester.

PHASE ONE CONCEPT

The Phase One development (Fig. 4) includes the following design features.

- The main feature of the park is the 1893 Frank Lloyd Wright Boathouse. The first floor will be an aquatic facility for canoe, kayak and paddleboard rentals and storage and the second floor will have a large an open area programmed for weddings, dances and other community events.
- A demonstration wetland with a serpentine boardwalk will be an educational facility to inform people about the aquatic habitats that were once found along the shorelines of Madison’s lakes. This wetland will also serve as a stormwater runoff basin.
- A boater’s beach for launching personal watercraft is located on the east side of the Boathouse.
- A small floating dock for launching opportunities.
- A quiet water basin created by a floating transient dock. The floating dock will be a wave attenuating structure that reduces wave heights to safely launch canoes and kayaks and provide short-term docking for up to 16 larger boats.
- A large open lawn area near Machinery Row for gathering, play, and lake viewing with a shoreline constructed with stone steps for access to the water.
- Relocated boat ramp on the west side of the Machinery Row parking lot.
- Bio-retention areas adjoining John Nolen Drive for stormwater management.
- A realigned Capital City Bicycle Path that interconnects park facilities.
- A pedestrian and bicycle access between the Downtown and Lake Monona that includes a “landbridge” over John Nolen Drive and the rail corridor connected to a HC accessible ramp to the lakefront. A stream will collect stormwater and meander down a landscaped hillside to the wetland at the shoreline. The ramp will terminate at a shoreline knoll with terraced seating that will offer viewing opportunities for lake events.

FULL BUILDOUT

The Full Buildout plan (Fig. 5 & 6) will add the following features to the Phase One park:

- Monona Terrace expansion with a 2 acre rooftop park connected to the Phase One “landbridge”.
- A second larger “landbridge” over John Nolen Drive and the rail corridor with a meandering HC accessible ramp that connects a new community facility on the city’s Water Utility site to the Frank Lloyd Wright Boathouse. The new community facility will include a restaurant, a museum, below building parking and other public uses.
- Redevelopment of the Rubin’s and Summit Credit Union sites designed to provide a view corridor from King Street to the Frank Lloyd Wright Boathouse as he originally proposed in 1893.



FIG. 4 - DESIGN TEAM TWO: PHASE ONE CONCEPT



FIG. 5 - DESIGN TEAM TWO: FULL BUILDOUT CONCEPT



FIG. 6- DESIGN TEAM TWO: FULL BUILDOUT CONCEPT SECTION

DESIGN OPTION THREE

THE TEAM

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The third alternative concept prepared by Design Team #3 is loosely based on the “Ecological Restoration” Law Park Revitalization concept that another UW CEE student Capstone Design course team came up with in the Spring 2017 semester. combined with some very creative urban design ideas for creating a dramatic entrance to the park from Wilson Street.

PHASE ONE CONCEPT

The Phase One development (Fig. 7) includes the following design features.

- 3 acres of lake fill is proposed to provide valuable public park space and water access directly connected to Madison’s downtown and east side neighborhoods. This is a “once in a lifetime opportunity” to create a signature park to serve the heart of Madison and its surrounding region. The proposed open space is programmed to accommodate multiple park uses including informal recreation, picnicking, site seeing (lake, wildlife, sunrises), shore fishing, and the ability to host special events such as music venues and art festivals. Water edge access has been increased significantly.
- Additional open space for wetland creation and surface water management to improve the water quality and the health of our lake system. Aquatic habitat is enhanced along the lakefront.
- The construction of 1893 Frank Lloyd Boathouse located on the axis of King Street extended to the lake as originally proposed and positioned in the center of a large lakefront plaza. This unique

facility will accommodate a variety of programmed activities and a variety of aquatic facilities including a splash pad and a kayak beach. The boathouse will be connected to a floating pier/wave attenuator that will create a protected basin for a non-motorized boat rentals and lake education. The pier will also provide a public waterfront promenade with seating along with space for day use transient boats to visit the park and downtown amenities.

- Redevelopment of the Water Utility site with new commercial and community uses and an upper level plaza that will provide extraordinary views of the park, Lake Monona and the City’s skyline.
- A grand, multi-level landscaped “landbridge” and HC accessible ramp system that is proposed to provide safe and direct pedestrian access over John Nolen Drive from Wilson Street to the Frank Lloyd Wright Boathouse.
- A network of walking and bicycle paths that create strong connections to lakefront and Madison’s east side.

FULL BUILDOUT

The Full Buildout plan (Fig. 5 & 6) will add the following features to the Phase One park:

- Monona Terrace expansion and roof top park
- Pedestrian/bicycle bridge and ramp from Wilson Street to Lake Monona
- Visitor/welcome center, expanded community gardens and limited retail space adjacent to the East Wilson Street entrance
- Water feature consisting of rock gardens, pools and water falls cascading from the upper deck to the waterfront
- Brat stand/concession area
- Expanded site furnishings and landscaping.



FIG. 7 - DESIGN TEAM THREE: PHASE ONE CONCEPT

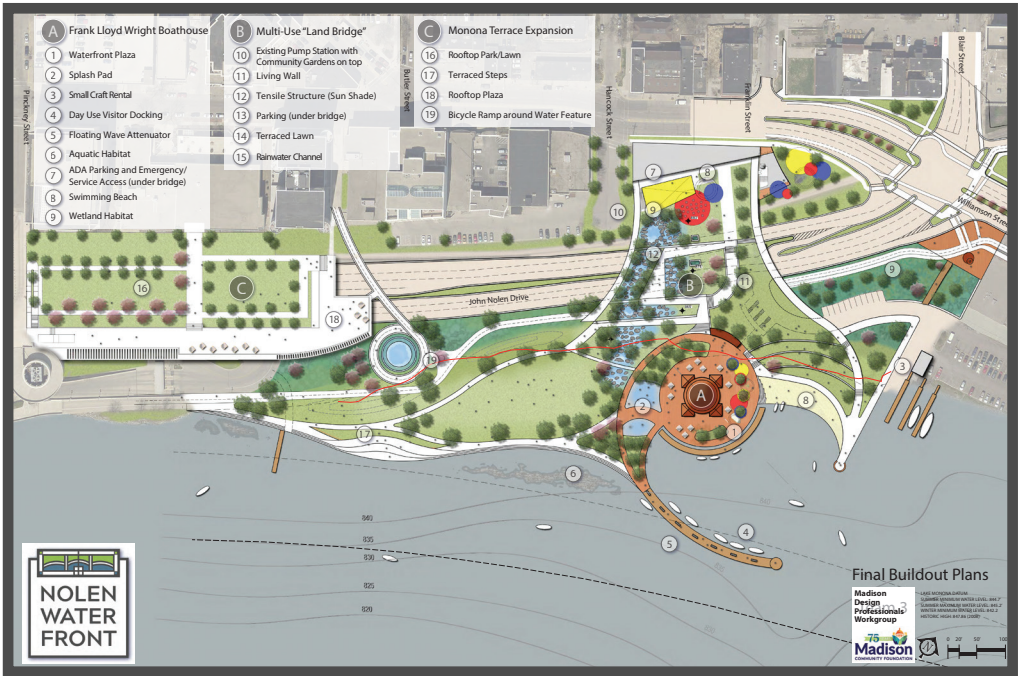


FIG. 8 - DESIGN TEAM THREE: FULL BUILDOUT CONCEPT

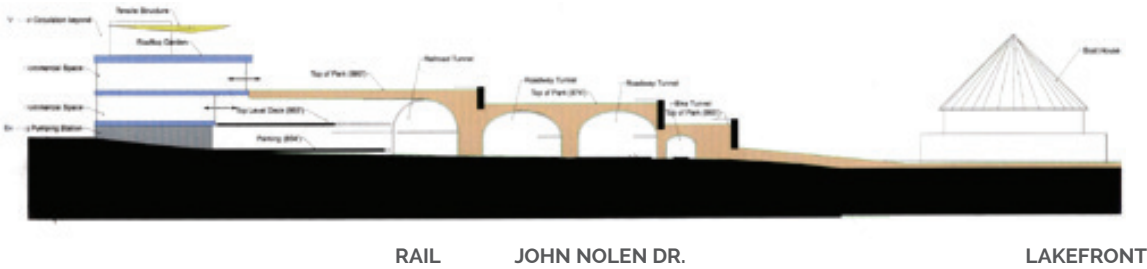
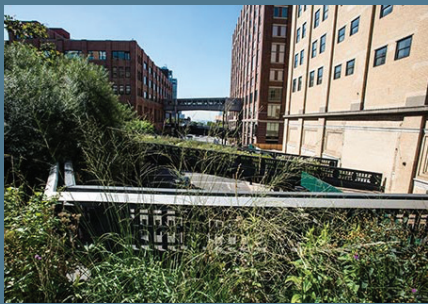


FIG. 9- DESIGN TEAM THREE: FULL BUILDOUT CONCEPT SECTION THROUGH LANDBRIDGE

HOW OTHER CITIES HAVE DONE IT



HIGHLINE PARK | NEW YORK

The Highline Park in New York is a 1.45 mile ribbon of parkland and civic amenities built on top of an 1930s abandoned elevated rail line. Highline Park cost \$260 million to construct in 2004 and has generated nearly \$2 billion in new economic activity since its completion.



MILLENNIUM PARK | CHICAGO

Millennium Park is a 24.5 AC park in downtown Chicago where residents and visitors come to enjoy gardens, ice skating, outdoor and indoor concerts, restaurants, festivals and fairs, fountains and water features, and interactive public art. Millennium Park was constructed in 2004 by decking over the Illinois Central rail yards for a cost of \$500 million with \$320 million funded privately. The economic impact of Millennium Park since its completion has been calculated at over ten times the initial cost of construction including new real estate investment, new businesses and jobs, increased tourism, increased property values and increased retail sales.



KLYDE WARREN PARK | DALLAS

The 5 AC Klyde Warren Park in Dallas is a \$100 million decking project over the Woodall Rodgers Freeway that has transformed Downtown Dallas by connecting the Dallas Arts District to the Downtown. Half of the park's funding came from private donations and half came from a combination of local, state and federal grants. Since its completion in 2012, the park has generated 182 new jobs, 1.5 million annual visitors, \$1 billion in new commercial and residential development within a half mile of the park, and \$91 million in new tax revenue.

NOLEN WATERFRONT AD HOC STRATEGY GROUP

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KEYS TO IMPLEMENTING OUR TRANSFORMATIVE VISION



ASSESS FEASIBILITY

The City of Madison will reconstruct the Blair intersection in 2018 and has hired Strand and Associates to study reconstruction options. The Madison Design Professionals Workgroup have provided input to the city on design ideas that will complement the Nolen Waterfront. The Design Professionals have also received a grant to work with GRAEF Engineers to prepare a technical design and cost analysis that will provide critical answers to questions about the feasibility of the Nolen Waterfront.



SECURE FUNDING

Securing funding that will not impact Madison taxpayers will be another key to successful implementation. The Nolen Waterfront is a visionary project that provides transportation, parks and open space, environmental, placemaking and economic benefits. We believe that the Nolen Waterfront will attract a significant amount of public funding and private donations because of its visionary scope and its multiple benefits.



BUILD PARTNERSHIPS

Finally, a vision as big as the Nolen Waterfront will take a broad coalition of partners to plan and implement, much like Monona Terrace 20 years ago. In fact, we think of the Nolen Waterfront as Monona Terrace Phase Two because of what it will do for Madison.

Disclaimer: The concepts, drawings and written materials provided herein were prepared by volunteer design professionals and recent graduates of the Department of Civil & Environmental Engineering at the University of Wisconsin-Madison as a civic activity with the intent of exploring the recreation development potential of the Law Park area of Madison's Downtown. These are not meant to be a substitute for commissioned professional master planning, urban design and engineering services. These drawings are not for permitting, budgeting or construction purposes.

