

WANDA FULLMORE 2022

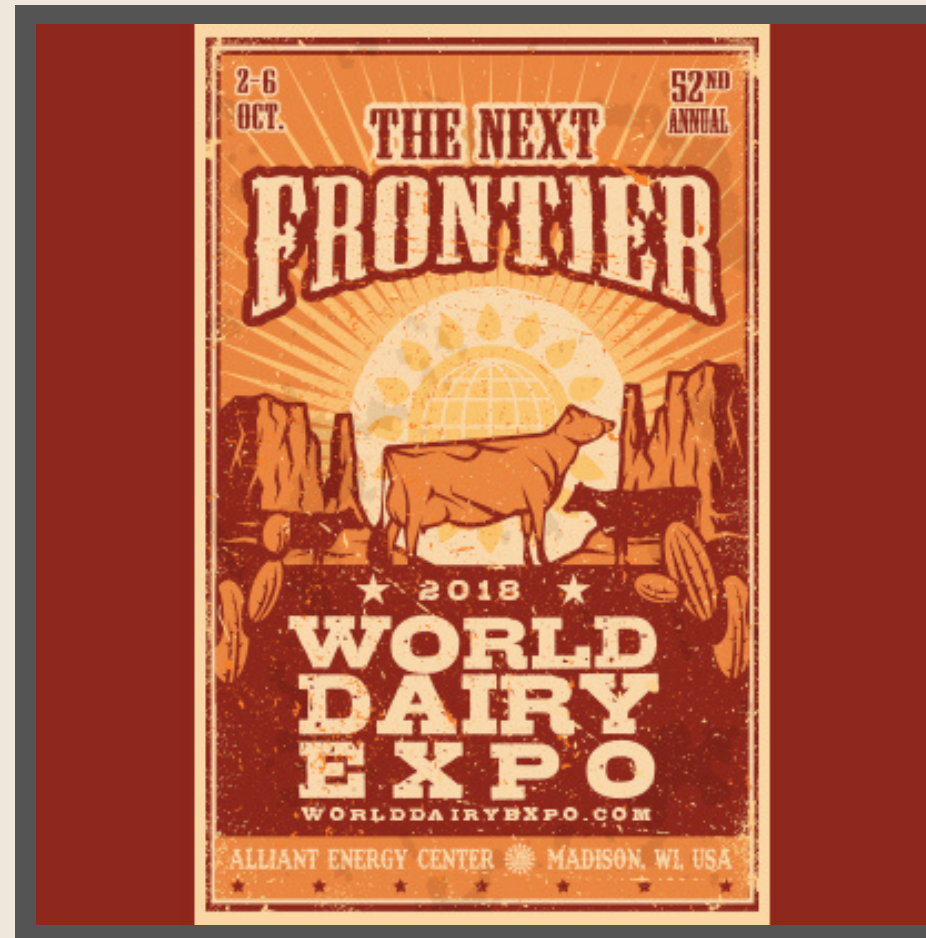


DESTINATION DISTRICT

INTERNS

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(dalai lama attending a event at the alliant energy center)

DESTINATION DISTRICT

"What is a destination distict"

"Destination districts give cities a heartbeat"



(Madison Polar Plunge presented by JP Cullen at Olin Park)

VISION

Our vision for the Destination District is an easy to access area with attractions and events for all ages that is inclusive and utilizes its green space.

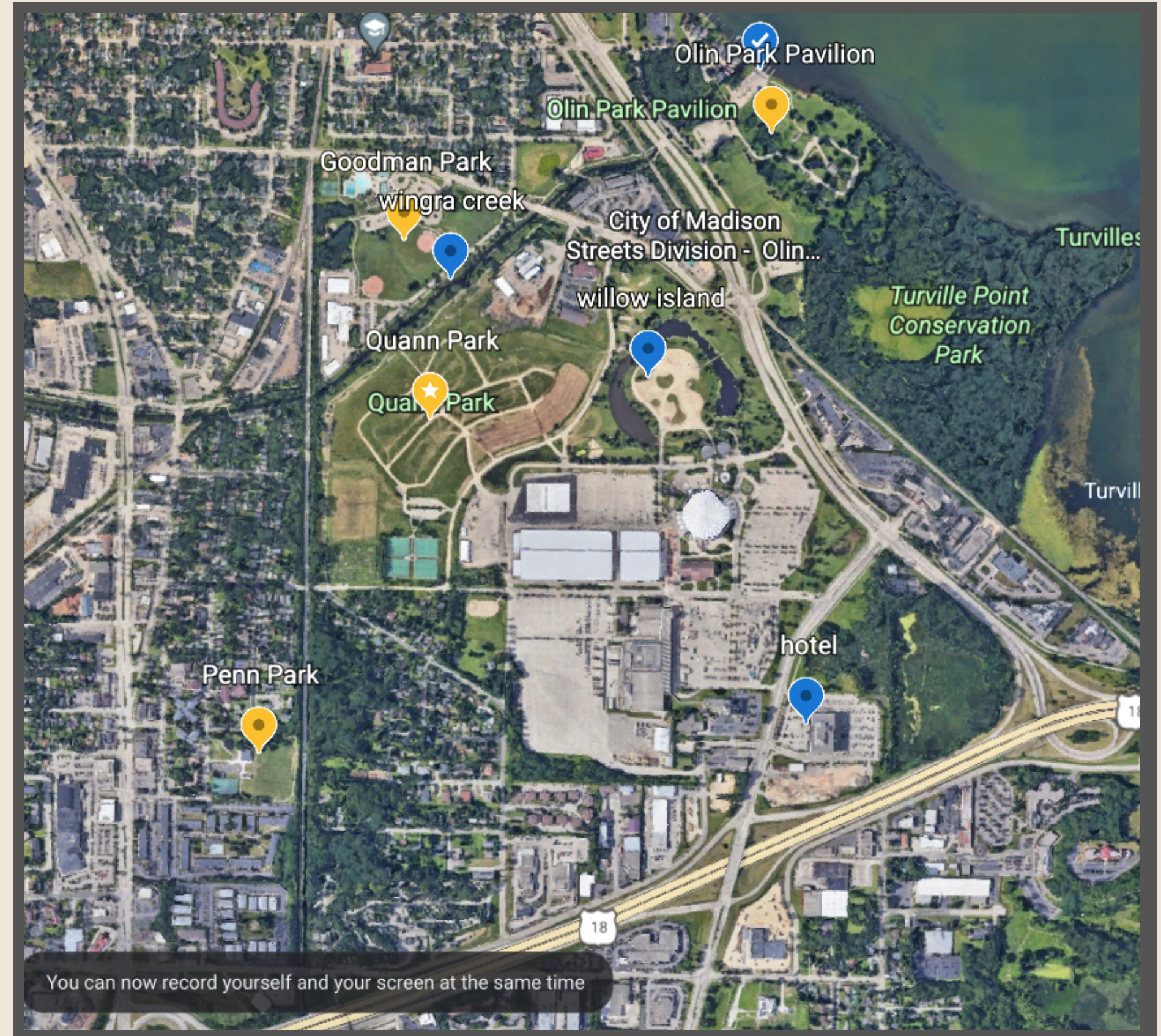


AMENITIES & USES

- Goodman Pool
- Hotels
- Parks
- Boat Launch
- Beaches
- Fishing
- Alliant Energy Center
- Exhibition Hall
- Willows Island

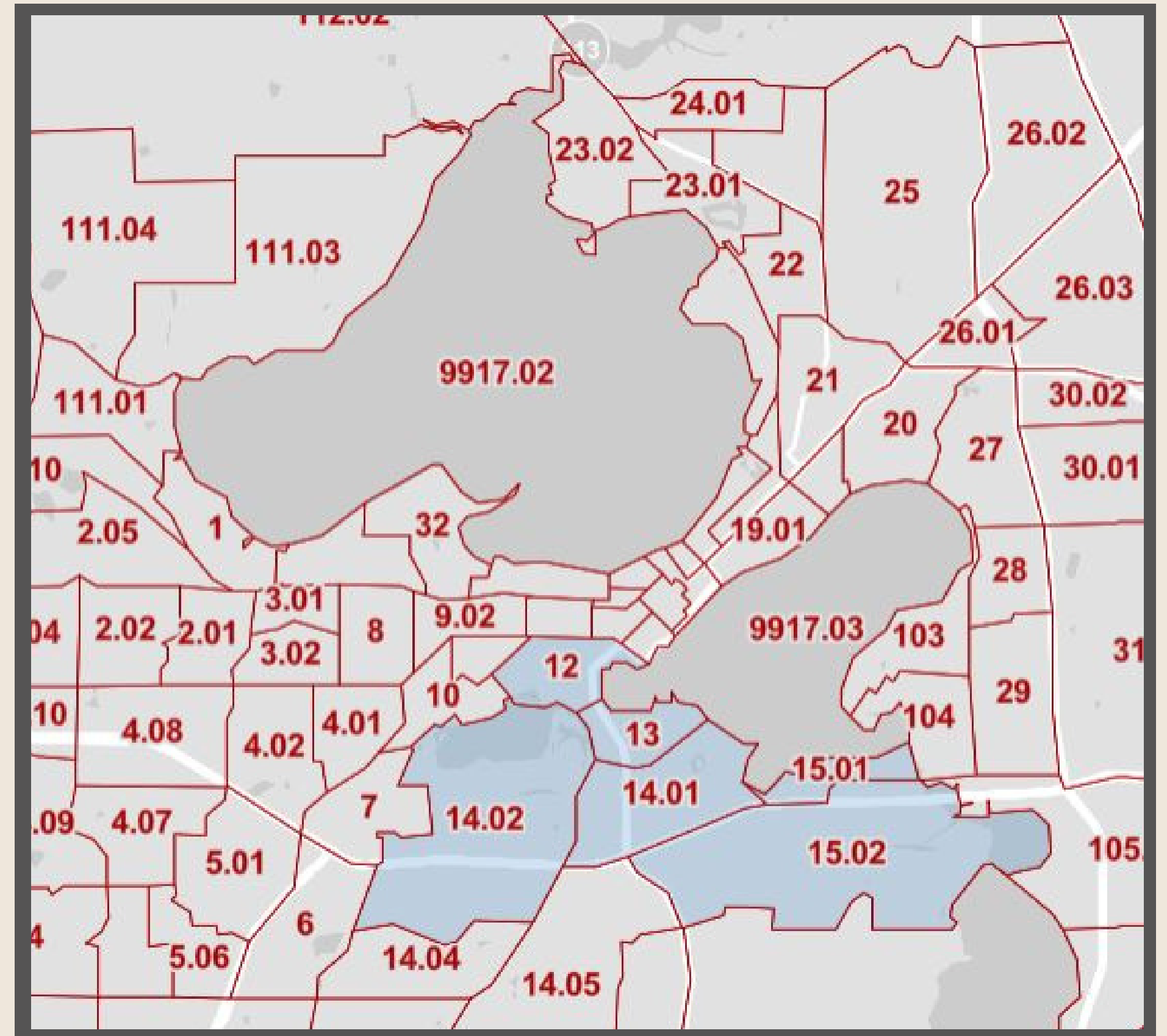
SITE AREA

1. Alliant Energy Center
2. Olin-Turville Park
3. Penn Park
4. Quann Park
5. Wingra Creek
6. Boat Launch
7. Hotels
8. Goodman pool

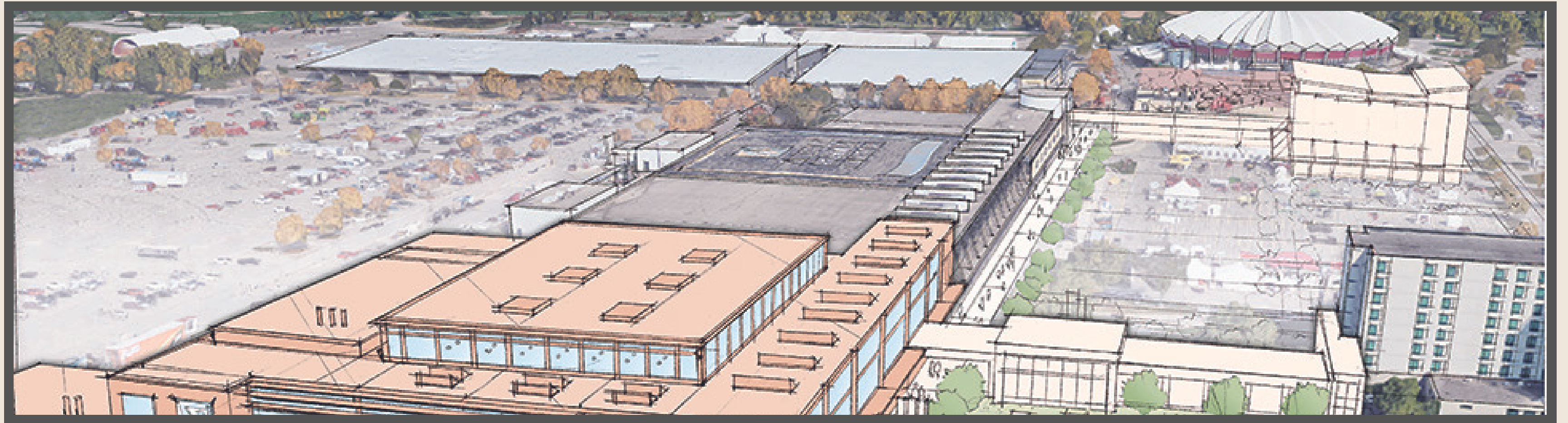


CENSUS TRACT DATA

- Population- 28,715
- Children Under 18- 14.2%
- 65+ senior citizens- 9.8%
- School enrollment: k-12- 43.3%
- Average family size- 2.4
- Total households- 12,690



HISTORY



Before 1900s

- Occupied by Native Americans
- 1896 - 250-acres south of Wingra Creek bought by Dane County and Dane County agricultural society

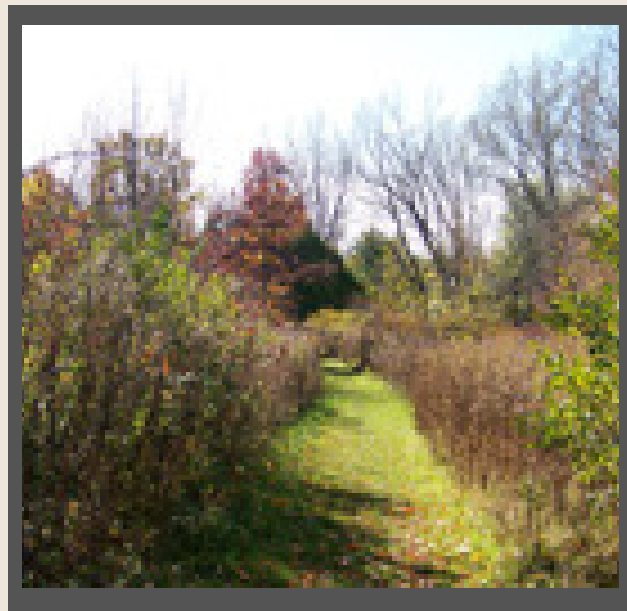
1900-60s

- 1953 - Penn park sold to City of Madison
- 1954 - The area was built
- 1960s - Beltline highway constructed
- 1967 - Veterans Memorial Coliseum built

1970-2010s

- 1979 - Abraham Lincoln Junior High school renamed Lincoln Elementary school
- 1990s - Alliant Energy Center expanded surface parking
- 2000s - Quann Park trails built & railroad track near Bram st. built & south madison library
- 2019 - Madison college south side built

SWOT



STRENGTHS

- Lots of open Space
- Central location
- Pedestrian paths
- Hotels
- Boating/Fishing
- Parking



WEAKNESSES

- Accessibility
- Bus stops
- Seating
- Sidewalks
- Shelter
- Noise pollution



OPPORTUNITIES

- Add more bus stops & routes/ frequency
- Utilizing open space
- More daily attractions

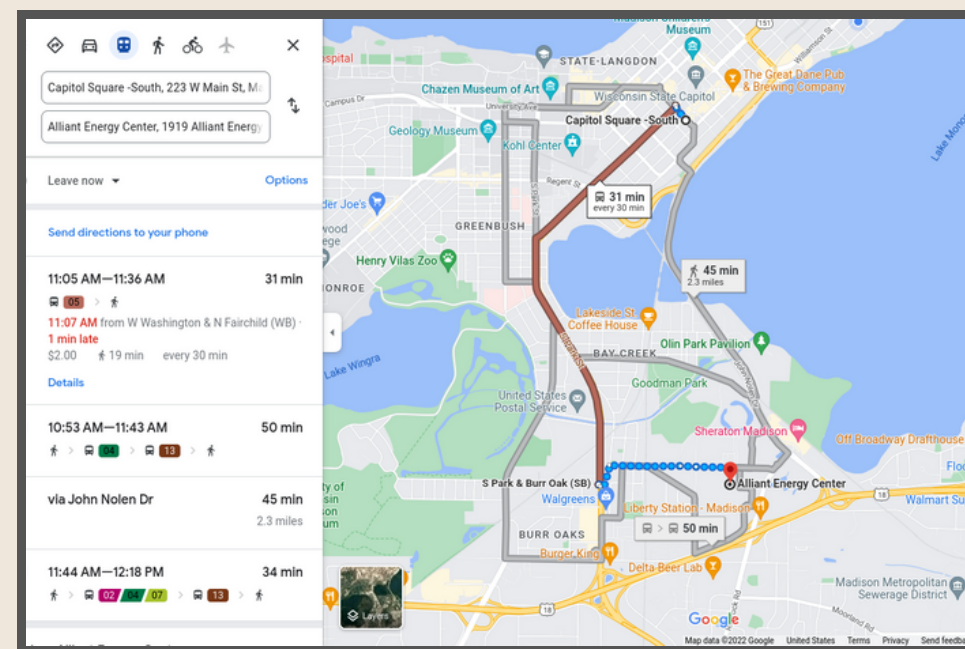


THREATS

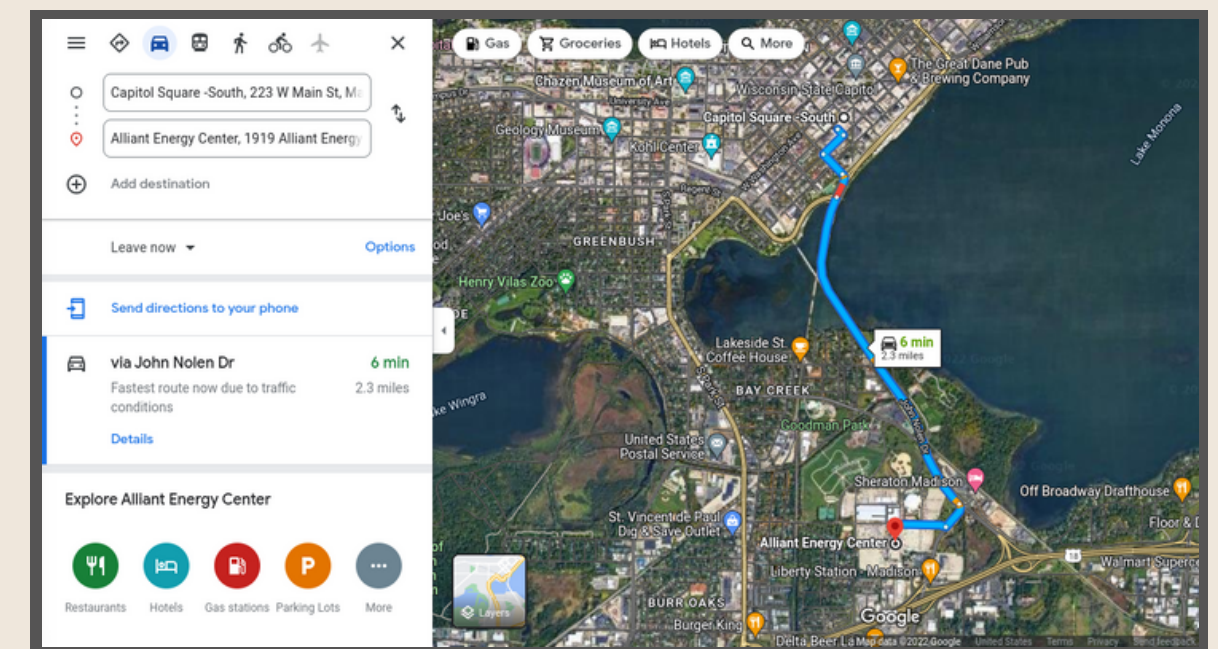
- Busy streets (biking/walking)

1 Accessibility

- Increase Bus access through more stops & routes
- More extensive pedestrian paths
- John Nolen Dr
 - Bridge over the street for crossing
- Creating a connection between downtown and south Madison



One bus route from Capital square to the Alliant Energy Center



How long it takes to get to the Alliant Energy Center from capital Sqaure in a car

2 Utilizing Green space

- Penn Park
 - hosting more events at Penn Park
- Quann Community Garden
 - incorporating more community gardens around the community
- Willow Island
 - using this space for events



3 Entertainment and Events

- Drive in movies
- Music
- Job, science, art fairs
- Escape room
- Board game nights



THANK YOU!



2022 Wanda Fullmore Youth Internship Program Experiential Learning Project Summaries

Destination District Visioning Project

The interns assessed how Madison's Destination District currently functions and its primary uses, and oriented themselves to the study area in more detail. Despite growing up in Madison and some living near the area, the Destination District, particularly the eastern section, was a very foreign space to them. Interns surveyed park users around Madison, analyzed census tract data, completed case studies of successful parks in Madison and nationally, and met with stakeholders and local professionals who have working on or in this area. Their assessment concluded that the park offers many strengths (open space, centrally located on paths near hotels, and recreation opportunities), has some weaknesses (accessibility, lack of seating and shelter, and street noise pollution), and highlighted key opportunities (improve transit access, utilize green space, and offer more events and attractions). The interns' three primary recommendations in the proposal include Improving accessibility through increasing bus access with more stops and higher frequency, building more pedestrian paths and constructing a walking bridge over John Nolen Drive to create a better connection between downtown and south Madison. The interns recommended utilizing the green space in the district more concertedly with youth-centered and youth-accessible events. Finally, interns offered suggestions for offering more events and entertainment that would appeal to Madison youth including drive-in movies, music events, fairs, and community engagement events.

Lake Monona Waterfront Redesign Project

The interns assessed the study area from Law Park down to Olin-Turville Park, surveying park goers, community members, interviewing key stakeholders, and analyzing census tract data for those living near the lakefront area. Interns did site visits of the waterfront, made note of its accessibility and usability by youth and community members, and found that while it's a high-traffic area, it could be reimaged to support the community even more effectively. Their assessment focused on Olin-Turville Park and concluded that the park offers many strengths (view, open space and boat launch) and has some weaknesses (lack of shelter and seating, lack of gender-inclusive bathrooms and limited road signs). Their assessment highlighted some key opportunities (building more established nature trails, a better playground, improving access to recreation, incorporating food and an economy within the park, and keeping the beach clean) despite some threats (algae blooms, lack of lifeguard at the beach and a lack of access via bus). Four key recommendations were delivered in their presentation starting with providing rentable equipment within the Olin-Turville Park such as sports equipment, life jackets (PFD), swim equipment, and fishing equipment so that community members can come use the park without having their own gear. The interns also suggested developing a seasonal concession and bait shop that attracts fishers and family to the area for swimming and recreation, provides an income for the park facility, and creates jobs for local community members. Their third recommendation suggested improving the nature trails by packing them, weeding out invasive species and incorporating more signage. Finally, the interns suggested prioritizing keeping the beach clean with a treatment system currently present at Warner Beach, Goodland County Park, and Mendota County Park that allows for a cleaning of the swimming area water, preventing closures due to water quality.