



Alternative Master Plan Management Team: Location Recommendations

Agenda:

- Context for Management Team discussions
- Amphitheater
- Ice Skating Rink
- Multi-Purpose Building
- Walking paths and boat docks
- Next Steps

Context for Management Team discussions

- Lakeside Park Exploratory Committee is created (2014)
- Lakeside Park Exploratory Committee published Recommendations (2015)
- The Master Plan was presented (2016)
- The Alternative Master Plan (AMP) was approved by City Council (2/12/2020)
- Enhancement Agreement went into effect (10/2/2020)
- Johnson Consulting presented feasibility analysis findings and recommendations (11/11/2020)
- Updated Plans are provided based on feasibility study (1/25/2021)

Feasibility Study

- Commissioned to answer the question “Is the Alternative Master Plan feasible?”.
- Yes “...concludes that an amphitheater venue is feasible in Lakeside Park.”
- Yes “...concludes that a food and beverage establishment is feasible in Lakeside Park.”
- Provides recommendations on facility development, location(s), ownership, and selection of management/operator(s) of the facilities

Amphitheater

- Johnson Consulting Recommendations for Development Considerations
 - “The Consulting Team recommends that the amphitheater include a **raised, covered stage** equipped with a grid system for **lighting, sound**, and other technological capabilities.”
 - “...accommodate **approximately 4,000** attendees”
 - “The venue should have adequate **support spaces** including concession stands, restrooms, dressing/green rooms, a hospitality area for artists and crews, and storage.”

Amphitheater

- Johnson Consulting Recommendations for Site Selection
 - “The venue should be designed and constructed in a way that **minimizes consumption of existing green spaces, preserves view sheds of Lake Winnebago, and mitigates sound and light pollution for adjacent parklands and neighborhoods.**”
 - “It should be located on a site that...has adequate parking facilities within walking distance.”

Amphitheater

- Johnson Consulting Site Options:
 - Oven Island
 - Negative attributes
 - Restricted from a size perspective
 - Accessibility issues for parking and loading in and out
 - Require relocation of existing shelters and alteration of green space
 - Positive attributes
 - No fencing required
 - Symbiotic relationship with multi-purpose building
 - Limits residential noise issues

Amphitheater

- Johnson Consulting Site Options:
 - Frazier Point (Walleye Weekend main stage)
 - Negative attributes
 - Controlled access = fencing
 - Limited parking access
 - Odor issues
 - Implications for any future improvements to the waste water treatment plant
 - Removed from other park amenities
 - Positive attributes
 - Great views of Lake Winnebago
 - Limits residential noise issues

Amphitheater

- Johnson Consulting Site Options:
 - Saputo Site
 - Negative attributes
 - Controlled access = fencing
 - Limit other development at site
 - Nearby neighborhoods noise complaints
 - Concrete plant next door
 - Positive attributes
 - Close proximity to large existing parking lots
 - Attractive entrance to the park
 - Increased connectivity between downtown and park

Amphitheater

- All site recommendations up to this point
 - Master Plan – Lakeside Park West
 - AMP – Oven Island
 - Enhancement Agreement – Oven Island
 - Feasibility Study – Saputo, Frazier Point, Oven Island

Amphitheater

- Management Team Considerations:
 - All sites recommended by Johnson Consulting were looked at as well as the former Vulcan site in Lakeside Park
 - All potential sites have positives and negative attributes
 - There isn't a clear choice that stands apart from the pack
 - Construction will be permanent

Amphitheater

- Management Team Recommendations
 - Proof of Concept
 - Team recommends
 - City control, fund, and support 3 concert events in Lakeside Park in 2022
 - 1 at Frazier Point, 1 at the Vulcan Site, and 1 at Oven Island
 - Supports LPEC Recommendations
 - #2 Concerts and festivals
 - #4 Multi-functional amphitheater

Amphitheater

- Benefits of this approach:
 - Temporary improvements used to support events – no alteration of green space needed
 - Allows community to demonstrate support for ticketed events
 - Is a professionally managed operator necessary for this community?

Amphitheater

- Bottom Line: the amphitheater will only be built if it's needed

Ice-Skating Rink

- All recommendations to date
 - Master Plan – various locations
 - AMP – Oven Island
 - Enhancement Agreement – Oven Island
 - Feasibility Study – offseason use of amphitheater

Ice-Skating Rink

- Management Team Recommendations
 - City and LSF to partner in design, and construction of:
 - synthetic ice skating rink west of the playground equipment (near splash pad)
 - small concession stand and 4-season restrooms adjacent to park building
 - Rink to be constructed where it can be used for off-season uses
 - LPEC #15 – Multi-purpose outdoor sports facility
 - Bottom line: elevate rink from ancillary to a primary amenity



Ice Skating Rink Concept



Ice Skating Rink Concept



Ice Skating Rink
Concept

Multi-Purpose Building

- What does “Multi-purpose building” mean?
- Defined in Enhancement Agreement as:
 - Restaurant and mixed-use event space west of Lighthouse
 - Mixed-use space shall include approximately 2,000 square feet of space to be designated as community space

Multi-Purpose Building

- Johnson Consulting Development Recommendations
 - “The restaurant should include an **indoor dining room** for year-round diners, an **outdoor deck** and/or **patio** for seasonal enjoyment of the park and lakeside environment, and at least one **rentable banquet area** for group functions...”
 - “A **two-story structure** could accommodate more square footage within a smaller physical footprint and therefore **minimize consumption of existing green space** but could incur additional costs for accessibility and may impede view sheds more than a single-story building from certain angles.”
 - “**Transparent and translucent** building materials can also play a role in minimizing the building’s impact on its natural surroundings for viewers outside of the building, as well as capitalize on lake views for those inside the building.”

Multi-Purpose Building

- Johnson Consulting Recommendations for Site Selection
 - "...should be designed and constructed in a way that **minimizes consumption of existing green spaces, preserves view sheds of the Lighthouse and Lake Winnebago to the maximum extent possible.**"
 - "...should be located on a site that maximizes visibility and access for customers originating from both land and water."

Multi-Purpose Building

- Johnson Consulting Site Options
 - Incorporating into the existing pavilion
 - Numerous concerns:
 - Construction of renovated pavilion in-process
 - Proximity to historic bandstand
 - Reduced access from water

Multi-Purpose Building

- Johnson Consulting Site Options
 - “One alternative is still on Lighthouse Peninsula and accessible from the marina but farther west and less obstructive of the Lighthouse and Lake Winnebago view sheds.”
 - Maintains access to land and water guests
 - Water guests not limited to boat, winter could bring snowmobile and ATV user
 - Anywhere on Lighthouse Island is going to obstruct views of the Lake and Lighthouse

Multi-Purpose Building

- Johnson Consulting Site Options
 - As proposed in the AMP
 - Too close to the Lighthouse
 - Loss of parking by lakeshore
 - Larger impact to view shed of lighthouse and lake

Multi-Purpose Building

- Management Team Recommendations
 - In compliance with the enhancement agreement, Lakeside Forward to design and construct a two-story multipurpose building west of the originally proposed location in 2021.
 - Site identified by the star Johnson Consulting recommended in their presentation.

Multi-Purpose Building

- Management Team Recommendations
 - This facility will minimize loss of view shed of the lake and lighthouse.
 - This facility will maintain most of the existing parking spots by the lighthouse.
 - The facility will include an outdoor patio for restaurant patrons on the west end and a larger sized patio space on the east end for public access.
 - The facility will include a second story patio space for the public to share in the same views as restaurant patrons.
 - The facility will include 4 season restrooms for public use.
 - The facility will include 2,000 square feet of community space
 - City to begin designing and developing necessary infrastructure to support facility

Multi-Purpose Building

- Bottom line: Multi-purpose building (restaurant and community space) will be built at location recommended by feasibility study



Use the link below to watch a video rendering of the Management Team recommendations:

<https://youtu.be/JAH35xTpnds>









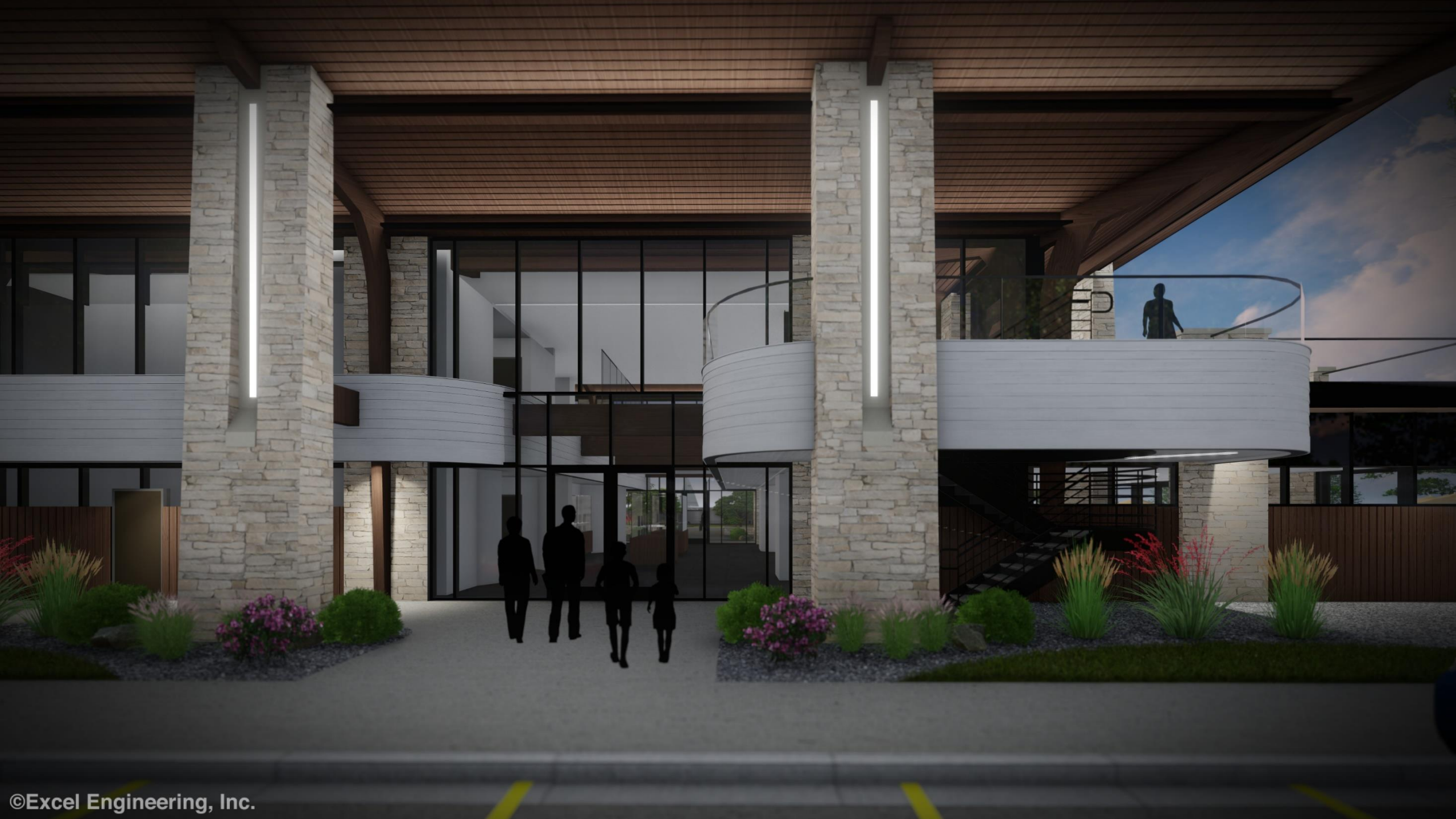
























Bottom line

- Management Team Recommendations
 - Amphitheater will only be built if it's needed
 - Elevate rink from ancillary to a primary amenity
 - Multi-purpose building (restaurant and community space) will be built at location recommended by feasibility study

Next Steps

- Continue to develop ownership documents and excess revenue disbursement proposals to be presented to the City Council (February 2021).
- Geotechnical borings to determine subsoil conditions for the Multi-Purpose building (February 2021)
- City and Lakeside Forward will partner to implement additional boat docks and walkways

Recommendations?