

Southdale Neighborhood Meeting

MEETING SUBJECT

August 13, 2008

MEETING DATE

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OF

6

PAGES

Girl Scouts Black Hawk Council

LOCATION

6:00 - 8:00pm

MEETING TIME

Southdale Neighborhood Plan

PROJECT NAME

24843.002

PROJECT NUMBER

**Jon Hoffman, Jason Stangland, Eric Seidl,
 Tony Nastasi**

PREPARED BY

ISSUE DATE

PARTICIPANTS

REPRESENTING

JJR lead a neighborhood meeting focused on the Southdale Neighborhood Plan. The meeting opened with introductory remarks from Town of Madison Chairperson Jim Campbell and City of Fitchburg Mayor Tom Clauder. Jon Hoffman and Jason Stangland from JJR provided an overview of the process of preparing the Southdale Neighborhood Plan, the input received at the last Southdale Neighborhood Meeting (February 25, 2008), and the major changes to the neighborhood plan document since the August 2007 public draft.

After the presentation, the meeting format changed to an Open House, with participants invited to visit four stations. At each station, JJR representatives were present to discuss the recommendations and take comments in four areas – Land Use and Design, Transportation, Housing and Economic Development, and Community Facilities and Open Space. Comments were recorded on large flip charts.

Below is a summary of the comments received at the Southdale Neighborhood meeting.

Land Use and Design:

- Does Alexander Company own land within the neighborhood outside the Novation Campus? (JJR responded that they are unaware of any land owned by the Alexander Company outside of the areas that have been identified as the Novation Campus.)
- Have developers other than the Alexander Company been involved in Southdale Neighborhood planning process? (JJR indicated that there are multiple entities which own significant amounts of property within the neighborhood. It is difficult to define when an owner is a developer versus it being the individual's or group's profession.)
- How would the transit station work? On one end the rail line is below ground and on the other it is elevated. (JJR responded that the observation is correct and that it is also even with the surrounding ground at some point as well. The specific design of a transit station is not within the scope of a neighborhood plan, but it not uncommon for these types of facilities to require passengers to go up or down to access transit services.)
- Does the current plan recommend something different for Rimrock Road or does it recommend that it be four (4) lanes all the way to south end of the neighborhood? (JJR indicated that the ultimate width of Rimrock Road will be determined by the County in conjunction with the Town of Madison and City of Fitchburg. A Traffic Impact Analysis (TIA) prepared as part of Novation Campus planning indicated that the road will ultimately be expanded to four (4) lanes to accommodate increases in regional traffic.)
- What will be the first recommendation to occur and when? (JJR identified that some recommendations are already being implemented. One of the earliest recommendations to be implemented will be approval of the neighborhood plan. As many of the recommendations require private efforts to achieve, it is difficult to predict when they may occur.)
- When would transit occur? (JJR responded that the timeframe is unknown, but that there is a strong commitment from the City of Fitchburg seeing it happen.)
- Will the Ski Court condos that have front doors facing south near the commercial/employment areas be buffered in some way? Perhaps trees and shrubs or something? Solar access and some level of separation is necessary. (JJR indicated that the plan doesn't include specific recommendations related to side yard setbacks, but that this is an important consideration. This level of specificity is covered by City/Town ordinances and would be enforced based on the parcels' zoning classification and evaluated during the site plan review process.)
- Town of Madison, Madison, County, City of Fitchburg – Could they all work together to create a community center at the old Badger School site? (JJR responded that it this type of collaborative effort could be possible if all groups wanted to

participate. City of Fitchburg Alderpersons Arnold and Allen indicated that these entities will be meeting to discuss what can be done to work together on this issue during the week of August 17th.)

- Is it possible that a land swap between owners could be made in which the southern commercial/employment area along Ski Lane would move to the Beltline Frontage Road? (JJR responded that all private land owners can choose to buy and sell property as they wish. If the private property owners could reach a mutually beneficial agreement, then a swap is conceivable.)

Transportation:

- JJR should note that Southdale is not only neighborhood creating a neighborhood plan. It makes residents feel better if they know they are not the only one.
- While the neighborhood may be low-income now, the plan should focus on keeping an affordable housing component but not necessarily low-income.
- Residents on Rimrock Road want to maintain left turns into their driveways. How can the left-turns be maintained? (JJR explained that limiting left turns is a County highway policy, designed to improve safety on increasingly busy roads.)
- There needs to be a bike connection to the Capitol City bike path, on or along Oregon Road.
- Crossing Rimrock Road as a pedestrian crossing is difficult.
- Can buses negotiate roundabouts? The roundabouts must be designed for buses.
- The neighborhood needs sidewalk connections around and through neighborhood.
- Why are people concerned with Lake George/Deer Valley connection?
- The vehicle bridge connection between West Badger Road and the Frontage Road is a good idea.
- The informal path between Deer Valley and Lake George should be improved, if not a full street then at least a sidewalk. There should be lighting on the walking path, but the nearby apartment windows would need to be shielded from the light.
- Safety on the Southdale Park trail to Frontage Road is a concern. There needs to be better visibility.
- Transit improvement will make area safer, because the rail line will be more active and more people will be around.
- Will the Rolfsmyer Road connection to Ski Lane encourage cut-through through the Novation Campus and into the neighborhood? Perhaps this connection should be only a pedestrian connection? Who would use it?
- There should be more off-street bike paths. On-street bike lanes should be protected from traffic. Perhaps on-street parking between vehicular and bike travel lanes?
- The implementation advisory team is a good idea.

Housing and Economic Development:

- There are currently not a lot of activities for children and adults in the neighborhood. Future land uses, including the community center should provide of variety of activities and educational opportunities for residents of all age groups.
- There are a lot of people from outside the neighborhood who use current services, such as the park and convenience store. Create a neighborhood that encourages others to use.
- Active neighborhood groups and citizens would help keep the neighborhood cleaner and more safe. The plan should help establish and continue more community involvement.
- Community center and park activities should provide interaction between young and old.
- Southdale Park needs better upkeep. It is our neighborhood park and we should help keep it a safe and clean space.
- Most adults and children do not have access to computers. New living spaces and the community center should include a computer center.
- There is a lot of vacant space in the strip mall next to Citgo. This could provide a space for an indoor market for community produce sales.

Community Facilities and Open Space:

- The land for community gardens should be suitable for farming. It should be fertile, free of contaminants and have previous stewardship.
- Good soil quality for community gardens is essential.
- A resident wanted to see the map that showed the community garden locations. (JJR responded that JJR will recommend that that the map of specific locations and the pro/con descriptions of those locations be removed from the document.

Participants at the August 13 meeting seemed to understand and support the "selection principles" approach to siting the community garden and community center.)

- The current informal gardens within the Southdale Neighborhood (Drumlin Farms) should be preserved.
- The current informal community gardens within the Southdale Neighborhood (Drumlin Farms) should be in the final neighborhood plan as a community garden.
- A resident felt that meeting notes from earlier meetings had been omitted from Appendix B regarding community gardens.
- A year-round farmers market would be desirable.
- In the implementation process of a community center recycled materials should be considered.
- The neighborhood needs to get the heart back. Neighborhood that have people that care about it and are proud of it tend to have less crime.
- A resident stated that Southdale Park is wonderful, the location and size are great; they just wish it was better cared for.
- A resident stated the plan document was very thorough. "I don't know how you pulled it off".

Our summarization of this meeting is transcribed as above. Please notify the preparer within five (5) business days of this transmission of any disagreement as the foregoing becomes part of the project record and is the basis upon which we will proceed.

Submitted comments:

Reviewer: Joe Mathers

Contact info: Phone: 271-0998 Email: joem@cacscw.org

Page #	Para. # or Graphic name or other identifier	Suggested edit or comment
p. 20	Park Standards and Open Space	-Must be recognized that "open space" will diminish significantly with conversion of vacant land and increase of density. An increase in density needs a real increase in amenity to make it livable. -Discussion of "Neighborhood Parks" fails to mention that some nearby parks are embedded in areas at least as densely populated as Southdale, which limits their usefulness significantly , not to mention issues of "turf". Without park programming these can be dangerous places. Need to include population densities for these areas as well for truer picture. -Agree with increase of mini-parks and plazas.
p. 24	Under Open Space & Community Facilities	- Disagree that "centralized location for community" gardens is only or best option within enlarged neighborhood plan. Current experience with community gardens (19 years) suggest that locations that are at the intersection of various neighborhood income sectors can better act as a bridge between those areas in ways that locating a garden within one area often does not. This has implications as to local volunteer management as well. Simple placement within a low-income area without an on-site partner (site control) does not draw in the other elements of the area needed for success and places a burden on sponsor agency. - Suggest remove "centralized" as only criteria.
p. 31	District character	Agree with pedestrian-oriented but question how it will be accomplished in regards transit stop and connection to Novation Campus without going back out to Rimrock or over to Oregon Road, (neither of which are great pedestrian experiences at certain hours of the day and Oregon at any time due to speed of cars).
p. 31	Last para. -Urban Residential District	Are you suggesting on street parking on Rimrock and Clausen? Each one has problems... (I am generally in favor just curious)
p. 32	1 st para. last sentence	Is this distance really considered beyond comfortable walking distance from potential rail? 1/4 mile (4 minutes?) does seem quite limiting. Suggest that consider adding crossover language ("secondary TOD" ?) and consider walking orientation/connections to transit stop within this area as well (given gas price increases/climate disruption/traffic reduction needs/obesity epidemic/public health).
p. 36	4 th para. Desired retail list- 2 nd bullet	RE: Sit down restaurant agree with but wonder why it needs to specify "American fare" is mentioned as opposed to not specifying or broadening it more such as "including American fare"? Suggest use "varied cuisine" or "fusion or blend cuisine" or "including American fare" Present language could be seen as a slap at area's large Hispanic population).
p. 39	Addtl. Street Connex – bullet 2 re: Lake George/Deer Valley	I agree on need for better connection but nature of connection should be partly dependent on resident input. Considerable concern is that this will increase traffic along a highly populated street park with many children in it and in front of the area's only park and with its bike path terminus. If the road opens up before sidewalks and other traffic calming are implemented this will be detrimental. There will also be backflow traffic "cutting through" that could make things worse and measures to reduce this are needed. Intermediate emergency vehicle and pedestrian access can be accomplished by less than a full standard street access (as you are aware.) Dedication of

		adequate ROW for such and eventuality would be wise but this all needs to be harmoniously phased. Suggest caveats to include this concern and that any phasing be conditional upon resolving these issues.
p. 39	US Hwy 14 overpass to make Rolfsmeyer/Ski Lane connection	Would suggest that you delete this altogether. This has a high potential to increase heavy truck traffic flow to the dense residential area and along Ski Lane to E. Badger from the Stewart Street light industrial district as well as what is an increasing traffic flow from Syene Road due to increase development in adjoining parts of Fitchburg.. Present access to Fish Hatchery can be accomplished by using W. Badger Rd. or Ann Street without entering Beltline (which is what people due during heavy traffic metered ramp times anyway. There is also the issue of wetland incursion.
p.53	Under Community Gardens para. 3	Some residents have created an urban farm add: and community garden.
p. 54	1 st sentence	Change wording to " worm bins ". There other areas needed in community gardens including " gathering spaces, storage areas, public art, adjacent children's play areas", etc. that are more and more becoming a part of the fabric.
p. 54	Bullet 1. Visible and Accessible	Visible- This is only a desirable standard where there is no effective site control, i.e. public space or otherwise). Gardens which are at the back of properties which are controlled (private, church, institutional, etc.) can also serve quite well and are often less liable to suffer from theft and vandalism.
p. 54	Proximity	Gardens located within ¼ to ½ mile are optimal.
p. 54	Solar	Change 6 to 8 hours of sunlight (it is a minimum for production of fruiting an rooting crops in general)
p. 53	Comm. Gardens- 2 nd para.	Misstatement: There is one publicly accessible community garden within the Southdale Neighborhood Plan Area. It is in its second year.
p. 54	Under Potential locations>	Add bullet point 5. Suggested language- Site 5 is located at 2849/2853 Oregon Road. This land is owned by the Alexander Co., who has indicated that it may likely not be available. It has proven to be workable, productive, safe, with areas for cooking, gathering, composting, & tool storage. Site relies on cooperative relationship with Alexander Co. and with the housing residents acting as social entrepreneurs to perform at highest level. There is interest from local land trust and other non-profit community groups to continue playing helpful roles including formalizing this approach. Site control is good.

Reviewer: Mike Butler
Contact info: Phone: 277-9132

Page #	Para. # or Graphic name or other identifier	Suggested edit or comment
29-30	Urban Mixed Use and Residential TOD Districts	It would make more sense to use Highway Frontages and areas adjacent to rail corridor as almost exclusively commercial zones. It would not seem to be appealing to live in such locations. Why couldn't some of the interior land within the Novation Campus be traded to residential use and the campus expanded out along the highway?
B7	Bottom of page – general land use comments	A majority of residents have expressed the need for Novation Campus to be wholly commercial? I don't think that. Nothing on pages 31-35 indicates why the Alexander Company can't request rezoning if necessary to incorporate some mixed-use or even trade land.
B21	Box second from bottom	The response does not address how the commercial development of the Drumlin Farm would isolate different sections of the neighborhood from each other (a point that has been brought up over and over again).
50	Neighborhood open space	The plan proposes the use of a desilting pond (Lake George) as a centralized park or plaza for various community uses. Desilting ponds are not usually considered to be that attractive as destinations.
52		While the plan makes mention of the preservation of existing green space, it also proposes the reduction of, or compounding uses for the Southdale Park.
53-54	Community gardens	None of the proposed locations for a community garden seem acceptable, while this has been more or less acknowledged, no alternatives have been brought forward.
A2	Interviews	Why wasn't the Southdale Neighborhood Association interviewed for this plan?

General comments:

The Southdale Neighborhood Plan has been painstakingly presented by JJR as a totally separate entity from the Novation Campus CDP. Yet every part of it is seemingly driven by, and subject to the Alexander Company project. Mention of green space and land for community use is directed at areas within the Novation Campus Plan.

In the short term, the Town of Madison has apparently been willing to set aside the intent of the Southdale Plan to allow commercial development in a predominantly residential zone. It would seem such development would be better suited to the Novation Campus, if the municipalities are willing to promote such flexibility in planning, why can't they consider alternative uses for land within the Novation Campus?

What is missing from the neighborhood plan? Are there specific recommendations that you feel are missing?

A practical site for a community garden.

What about the plan is not clear? Which recommendations need more explanation?

How most of the initiatives will be implemented.

Please add here any additional comments.

Is there a document that says the Novation Campus CDP can't be modified in conjunction with the Southdale Neighborhood Plan?