

Southdale Neighborhood Plan

**Town of Madison
City of Fitchburg**



Completed for:
Town of Madison
City of Fitchburg

Prepared by:
JJR, LLC

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*Aerial view of Southdale Neighborhood
from the south.*



INTRODUCTION

The Southdale Neighborhood is a mixed use neighborhood, centrally located in the Greater Madison region and adjacent to major regional roadways.

Its historic development patterns has resulted in an unplanned and disorganized mix of rural residential, single family and multi-family housing, retail, office, rail line and landfills. Infrastructure has been created in a piecemeal fashion, leaving gaps. The disparate uses, a lower than average home ownership rate and isolation resulting from poor transportation connectivity challenge the vitality of the neighborhood. Careful consideration and planning is required to build on and sustain redevelopment efforts underway within the neighborhood.

Many neighborhoods in the Cities of Madison and Fitchburg have prepared neighborhood plans. The Southdale Neighborhood Plan offers a vision for neighborhood improvements that seek to create a synergistic relationship between uses. This plan offers recommendations that will enhance the area in the near-term and guide future long-term redevelopment initiatives through infrastructure and community facility improvements.

The neighborhood vision is:

“The Southdale Neighborhood is an attractive and sustainable community. Residential, office and retail uses are balanced, each supporting the other. Residents, employees and visitors have easy access to animated and extensive open spaces. The safe neighborhood is sought out by a diverse set of residents, with a variety of housing opportunities for many income levels. The neighborhood is well-connected to the region through streets, bicycle facilities, transit service and safe pedestrian crossings. As a gateway into the City of Fitchburg, the neighborhood demonstrates a high quality of design.”

PURPOSE OF THE PLAN

The Southdale Neighborhood Plan offers guidance for appropriate and necessary improvements regarding the types of development, densities, economic development, transportation systems, open spaces and community facilities and other services.

The plan is a guide for the Town of Madison, the City of Fitchburg, private landowners, developers and non-profit service agencies in fostering development of a well-



Metro Transit Service on Pheasant Ridge Trail



Pedestrian Crossing the Beltline Highway



Ski Lane has Bicycle Lanes but no Sidewalks



planned neighborhood that serves the needs of residents and businesses and preserves and enhances neighborhood open space.

The Southdale Neighborhood Plan has been prepared to fulfill requirements set forth in agreements from 2005 and 2007 between the Town of Madison and City of Fitchburg. The agreements specify that the Town, in collaboration with City of Fitchburg staff, create a neighborhood plan with sufficient flexibility to respond to changing market conditions as specific projects within the neighborhood are proposed.

In turn, the Town of Madison requested that the Alexander Company fund the preparation of the neighborhood plan, in conjunction with the Novation Campus Master Plan. JJR, LLC was commissioned to prepare the plan and develop the public process, working with the Town and the City.



While the plan offers a long-term framework and vision for public improvements, private sector redevelopment initiatives will likely be the primary means for reaching the neighborhood's full potential. Improvements and enhancements of the public infrastructure necessary to support these private initiatives will serve to enhance the environment for the current residents while serving as a catalyst for private reinvestment. As private sector initiatives and proposals for infill and redevelopment are prepared, both the Town and City will need to jointly provide input and guidance in the review process.

SHORT TERM PLAN WITH LONG TERM FOCUS

Neighborhoods, like other living organisms, must adapt and respond to changing trends not only within their boundaries, but in response to the things that are occurring around them. This plan is a framework to guide the long-term change and evolution that is now occurring and will certainly continue to occur as regional and local redevelopment continues. When current and future landowners and developers propose specific development and redevelopment projects and property owners consider reinvestment, it is important that this framework be in place for guidance.



Small Group Discussions, November 2007 Neighborhood Meeting

While the plan offers a long-range framework for the neighborhood's evolution, the immediate needs and desires of the current residents must also be addressed. This document includes near-term recommendations for changes that should occur to enhance and improve

existing conditions within the neighborhood. These recommendations guide public initiatives to be undertaken by the Town of Madison, City of Fitchburg and Dane County.

By taking the approach of defining a long-term vision and recommending near-term enhancements for the Southdale Neighborhood, the plan seeks to:

- Meet the current needs of the current residents,
- Guide likely near-term development and redevelopment initiatives so that they contribute to the long-term vision of the neighborhood, and
- Be efficient with limited public funds, particularly ensuring that near-term improvements do not need to be removed or modified substantially to make way for long-term improvements.

PLAN PREPARATION PROCESS

The planning process began in January 2007. It included a series of neighborhood meetings, property owner and other stakeholder interviews, review of existing plans and previous studies affecting the neighborhood, City and Town staff meetings and analysis of the existing conditions and potential opportunities.

The plan developed through a series of six neighborhood meetings.

- January 29, 2007: The objective of the first neighborhood meeting was to introduce the idea of neighborhood planning, explain the need for neighborhood plans and review opportunities for the area. Participants identified major neighborhood concerns.
- February 26, 2007: JJR presented a variety of alternatives ranging from minimal impact to the existing neighborhood fabric to a more holistic approach and long-term vision for what the area could eventually become. Participants indicated the most and least desirable portions of each alternative.
- April 16, 2007: JJR presented a draft plan which had been distilled from comments, concerns and suggestions from the previous two meetings. A long-term perspective on how the neighborhood could grow and change over the upcoming decades was identified. A near-term plan outlined potential improvements that could occur over the next five years. Participants recommended changes to the long and near-term plans.
- September 10, 2007: Residents discussed the

plan's draft recommendations within small group discussions, divided by general topics. Residents suggested changes to the neighborhood plan.

- February 25, 2008: Participants discussed in further detail the remaining unresolved neighborhood recommendations - transportation, affordable housing, nature and location of the community center and nature and location of the community gardens.
- August 13, 2008: JJR presented the revised Southdale Neighborhood Plan, illustrated how public input to date has been incorporated and answered questions and addressed concerns.

Nearly all neighborhood meetings were advertised throughout the neighborhood with English/Spanish flyers and invitations mailed to neighborhood residents. A Spanish interpreter was available at each neighborhood meeting.

Throughout the process, JJR interviewed critical neighborhood stakeholders, coordinated with Town of Madison and City of Fitchburg staff and made informational presentations to the City of Fitchburg Plan Commission. A full schedule of meetings and list of stakeholders are included in the Appendix.



Open House, August 2008 Neighborhood Meeting

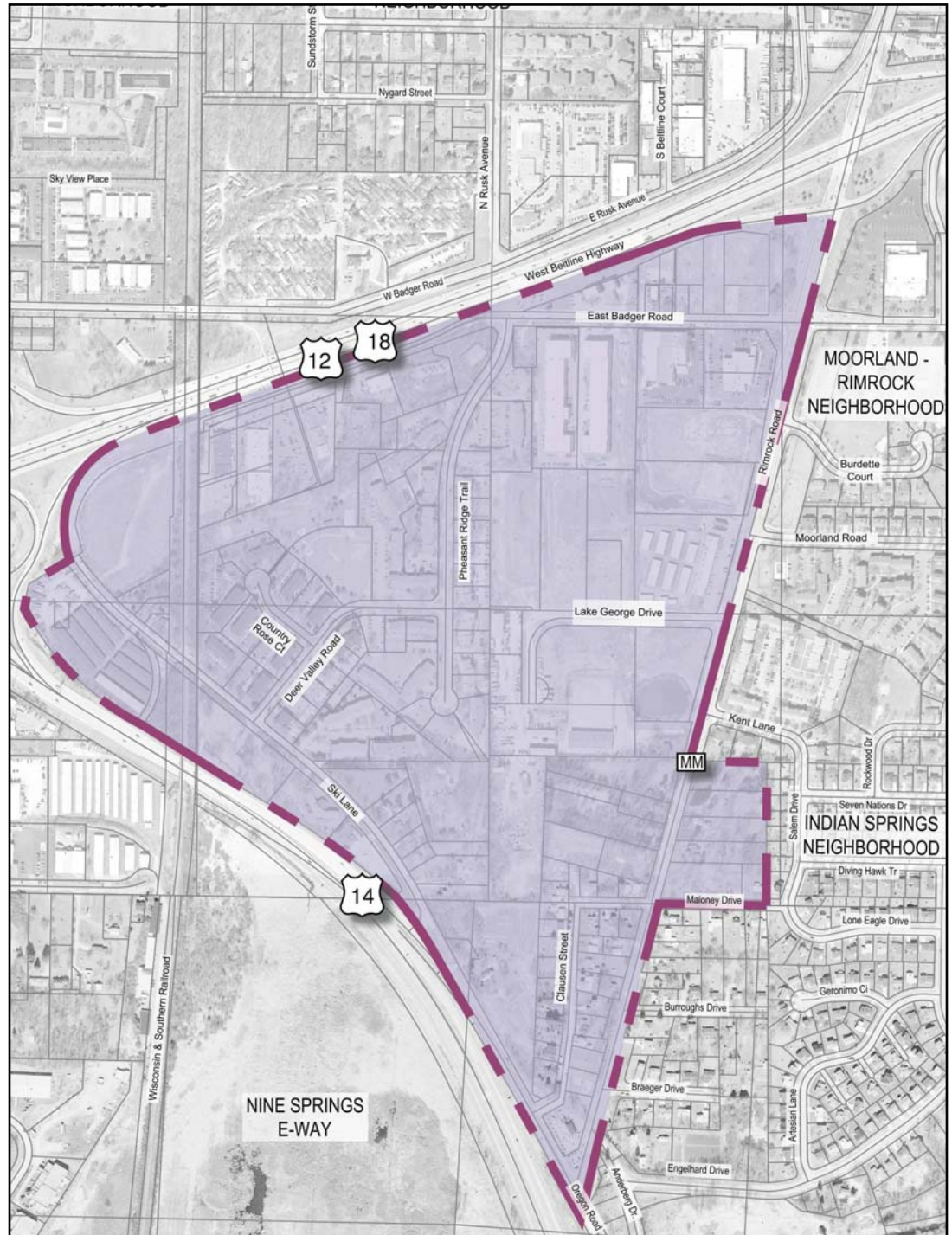
NEIGHBORHOOD DESCRIPTION

PLANNING AREA

The Southdale Neighborhood is isolated yet surrounded by an extensive transportation network. The southern, western and northern edges of the neighborhood are defined by USH (US Highway) 14 and USH 12/USH 18 (the Beltline Highway). The eastern boundary of the neighborhood is CTH (County Truck Highway) MM (Rimrock Road). All residents must enter/exit the neighborhood via Rimrock Road, and there are almost no direct connections from these other roadways into the residential neighborhood.

Rimrock Road is fronted by a variety of commercial and residential activity. To the east are the Indian Springs and Rimrock/Moorland Neighborhoods which include low density residential housing with some multi-family housing along the Rimrock Road frontage.

To the north are low income City of Madison and Town of Madison residential neighborhoods and the South Park Street retail and East Rusk Avenue commercial corridors.

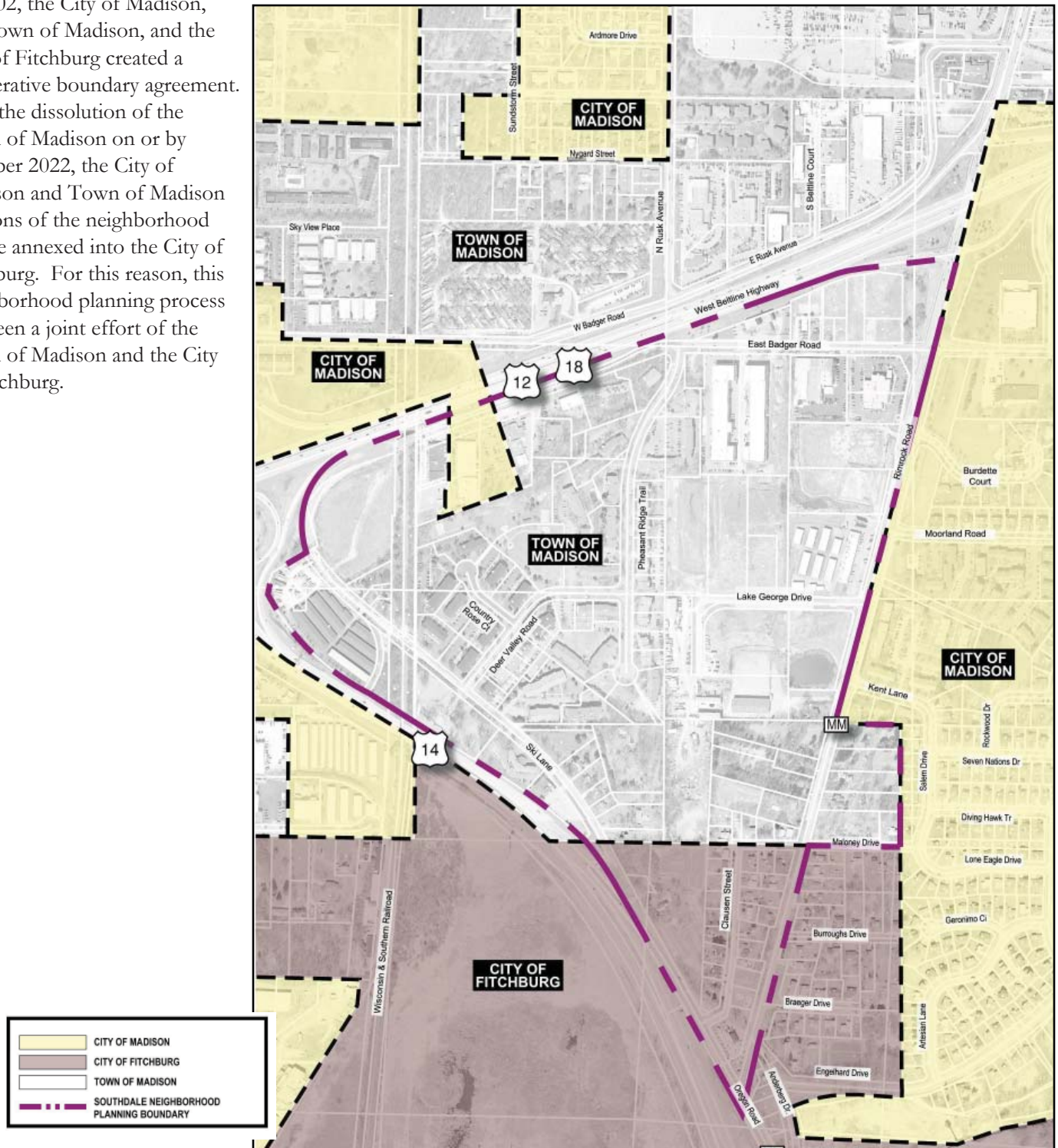


Neighborhood Planning Boundary

MUNICIPAL JURISDICTIONS

The Southdale Neighborhood is currently within three municipal jurisdictions. The majority of the neighborhood lies within the Town of Madison. The Genesis Parcel was annexed by the City of Madison in 2002. The area south of Maloney Drive extended is in the City of Fitchburg.

In 2002, the City of Madison, the Town of Madison, and the City of Fitchburg created a cooperative boundary agreement. With the dissolution of the Town of Madison on or by October 2022, the City of Madison and Town of Madison portions of the neighborhood will be annexed into the City of Fitchburg. For this reason, this neighborhood planning process has been a joint effort of the Town of Madison and the City of Fitchburg.



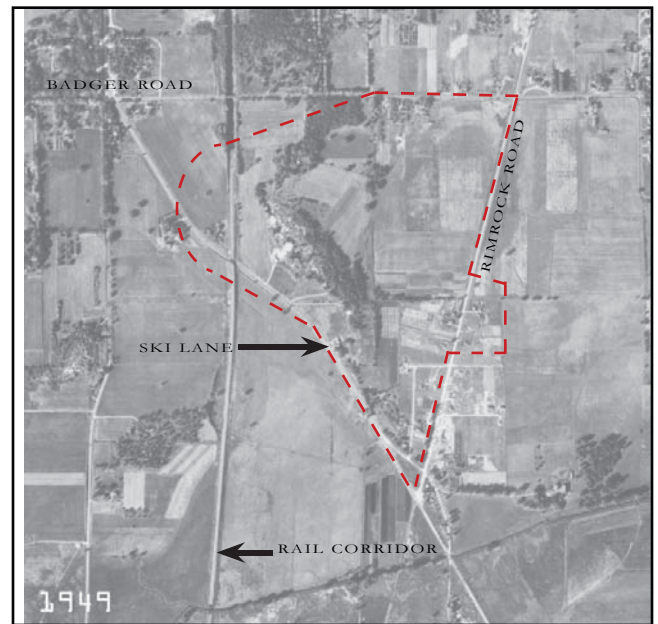
Municipal Boundaries

HISTORIC OVERVIEW

Historic photos dramatically illustrate the evolution and impact of incremental changes, depicting the varied land use and the evolution of both local and regional transportation networks.

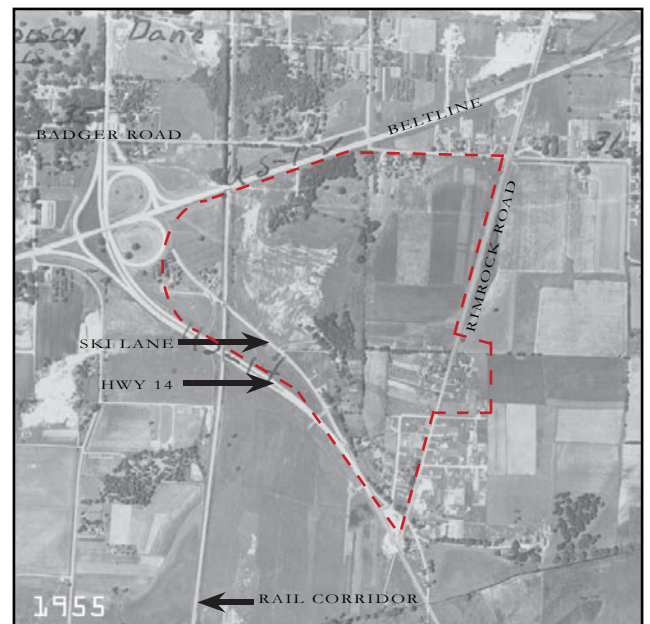
1949

In 1949, the predominant use in the area now known as the Southdale Neighborhood was agriculture. Today's neighborhood boundaries of Rimrock Road, USH 14 and Badger Road were already in place in 1949. Farmsteads and rural residential lots, most constructed in the 1930's, front on Ski Lane and Rimrock Road. The Clausen Street residential area was just beginning to develop.



1955

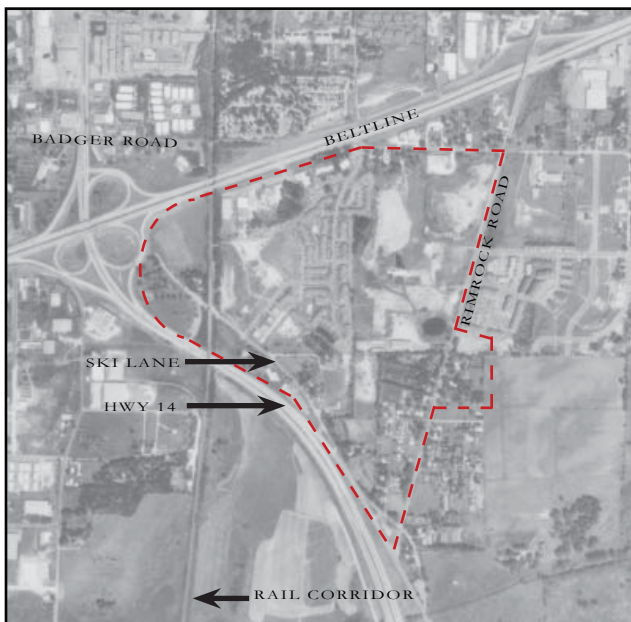
By 1955, the construction of the Beltline and the USH 14 interchange redefined the access of the future neighborhood and the neighborhood's place in the region. The Clausen Street residential area was nearly fully built out and the development of the southern portion of the Moorland-Rimrock Neighborhood had begun. USH 14 had been realigned and the new Ski Lane became a dead-end road. The former USH 14 farmstead home had been demolished.



1968

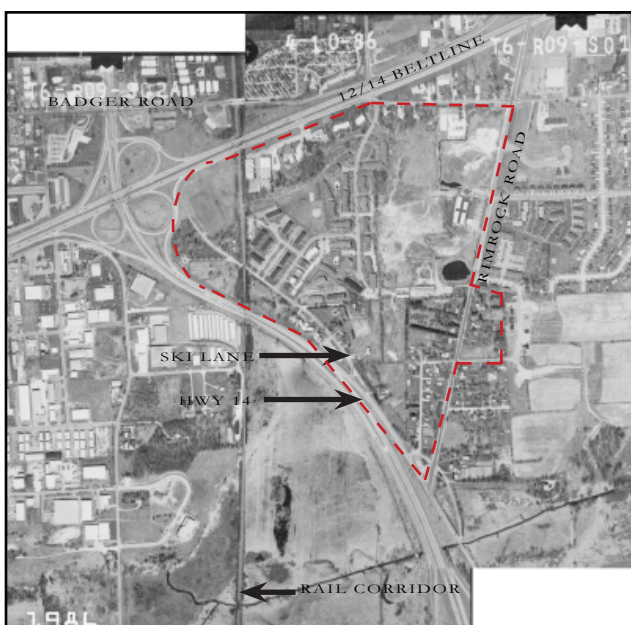
By 1968, the Southdale Neighborhood had become home to licensed and unlicensed landfills. The USH 14 and Beltline interchange had been reconfigured to remove all cross turning traffic. The addition of some development along East Badger is significantly less than the development along West Badger and Park Street. The Lake George stormwater basin has been created and Badger School constructed.





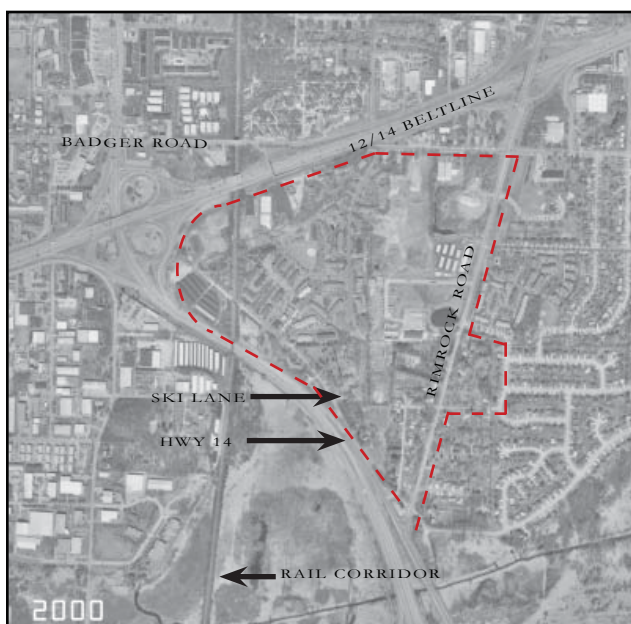
1976

Between 1968 and 1976, the majority of the multi-family structures were constructed west of the landfills. The current residential road network is in place, with only one connection to East Badger and one connection to Ski Lane. By 1976, the Ski Lane Condominiums, the Moorland-Rimrock Neighborhood, and the City of Madison's industrial area west of USH 14 were under development.



1986

In the decade after 1976, additional multi-family structures were constructed on Country Rose Court. It is important to note that by 1986, the Southdale Neighborhood outside the Novation Campus was largely developed as it is today.



2000

Little change occurred in the Southdale Neighborhood between 1986 and 2000. Mini-warehouse storage units were constructed at the end of Ski Lane. East of the neighborhood, the Indian Springs Neighborhood was developed.

Since 2000, Ski Lane and East Badger have been connected by a new bridge over the rail corridor, and Beltline frontage and Novation Campus redevelopment has begun.

PREVIOUS NEIGHBORHOOD PLANS

Although this effort is directed at creating a neighborhood plan for the Southdale Neighborhood, many of the goals and objectives identified within previous regional and special area studies remain relevant and serve as support for many recommendations identified throughout this neighborhood plan.

Three regional and special area studies have been completed in the last ten years that have specific relevance for the Southdale Neighborhood.

NEIGHBORHOOD REVITALIZATION STRATEGY AREA PLAN

The Town of Madison, with the assistance of Planning and Design Institute, completed the Neighborhood Revitalization Strategy Area (NRSA) Plan in September 2001. The study area encompassed the Southdale Neighborhood, as well as Town areas north of the Beltline and east of Fish Hatchery Road.

The Town of Madison, with 51 percent of its population being low-to-moderate income, is the only municipality within Dane County that qualifies for a NRSA. An adopted NRSA allows greater flexibility for the use of federal Community Development Block Grant funds.

The NRSA plan recommends:

- Create incentives for development and brownfield redevelopment.
- Identify funding opportunities for business location and re-location.
- Identify areas suitable for infill housing
- Encourage business incubators
- Implement infrastructure improvements (roads, lighting, drainage)
- Provide alternative transportation modes wherever possible.
- Provide alternative travel options and link into the existing road system.
- Establish a community center, daycare and after school programs.

SITE REDEVELOPMENT STRATEGY AND CONCEPT PLAN

The Town of Madison, with the assistance of Vandewalle & Associates and the Taurean Group, completed the Site

Redevelopment Strategy and Concept Plan in July 2002. The plan considers redevelopment options for eight sites within the Town.

Two of these undeveloped sites are within the Southdale Neighborhood. The first site is located at the northern end of Ski Lane, adjacent to the USH 14 and Beltline interchange. The plan analysis and recommendations include:

- The market analysis suggests office and retail in the long term, with expected rents of \$7.25-\$9.66 per square foot (2002).
- It notes that the site has high visibility, serious access impediments, and considerable on-site slopes.
- The plan recommends a corporate office headquarters with name visibility from USH 12/18 and some retail uses to serve the employee base. Development is expected to occur in the long term.

The second site is located at 2710 Ski Lane, and is the vacant site next to the Blackhawk Girl Scout Center.

- The market analysis suggests office and retail in the long term, with expected rents of \$9.71-\$10.29 per square foot (2002).
- It notes that the site has direct access to multi-family residential community with no existing retail to serve residents. The site also has serious access issues and possible water drainage challenges.
- The plan recommends a mixed use project with office and retail. Office tenants could include non-profits or businesses that host youth activities. Retail uses could include ice cream and candy shop or an educational/learning store. Development is expected to occur in the long term.

SOUTHDALE PARK CONCEPTUAL MASTER PLAN

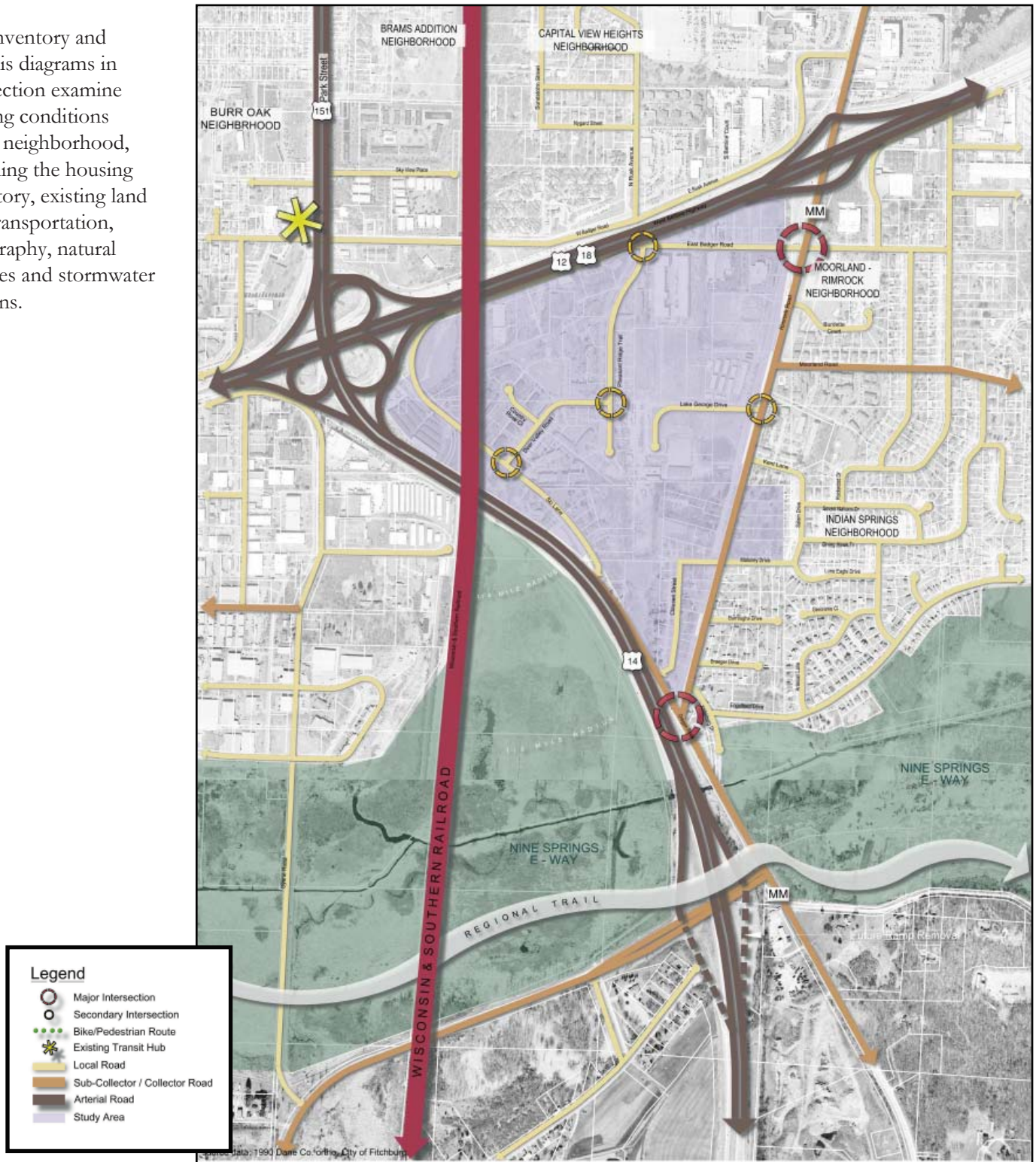
The Town of Madison, with the assistance of Schreiber/Anderson Associates, prepared a Southdale Park Plan in 2002. The phased park plan envisioned a soccer field, playground, community flower garden, a vegetable garden, a pavilion and two basketball courts. The plan included pedestrian connections between the multi-family structures and placed activity areas so that those playing could be watched by those in the apartment buildings. The plan recommended selling the most northeastern 0.66 acre portion of the park to help finance park improvements.

NEIGHBORHOOD INVENTORY

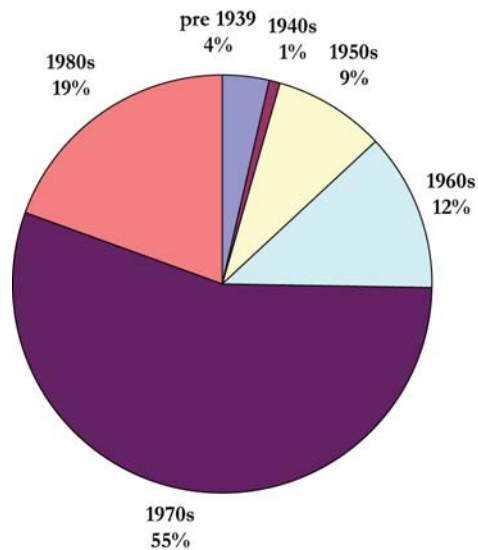
One way to understand the opportunities and challenges that face the Southdale Neighborhood is to examine the neighborhood in layers.

The inventory and analysis diagrams in this section examine existing conditions in the neighborhood, including the housing inventory, existing land use, transportation, topography, natural features and stormwater patterns.

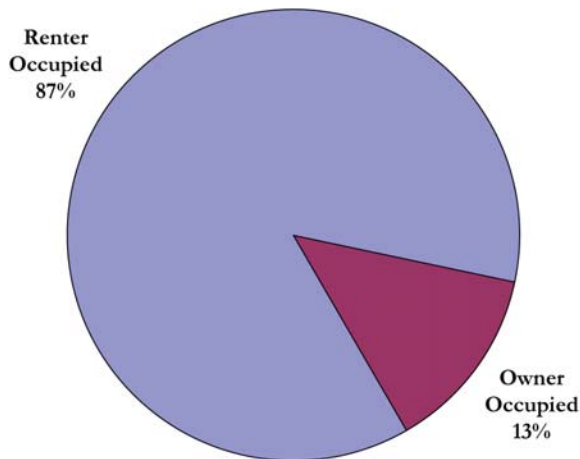
The graphic on this page is a combined map, showing how these features of the natural and built environment interact and relate to one another.



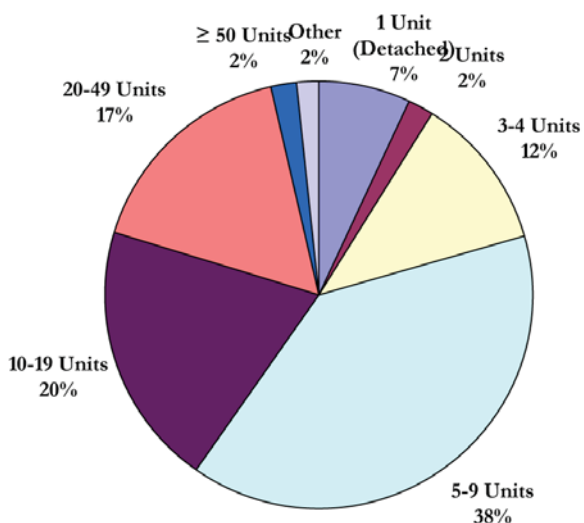
Inventory and Analysis Summary Graphic



Year Housing Was Built



Balance of Owner and Renter Housing



Housing Formats

HOUSING STOCK INVENTORY

Over one third of the neighborhood is single and multi-family residential, so the housing inventory is an important indicator for the character and health of the neighborhood. This section is a summary of housing-related data from the 2000 US Census, the last publicly-available information source. The Census data was collected from Block Group 1 of Census Tract 15.02, which is the area bordered by USH 14, the Beltline and Rimrock Road.

YEAR HOUSING WAS BUILT

As indicated in the review of the historical aerial photographs, three quarters of the neighborhood's housing stock was constructed in the 1970s and 1980s, consisting primarily of the multi-family units on Deer Valley Road and Pheasant Ridge Trail. Although some property owners improved their homes during this time, no homes have been constructed in the neighborhood since 1990.

BALANCE OF OWNER AND RENTER HOUSING

The Southdale Neighborhood overwhelmingly consists of renters. Nearly 90 percent of Southdale residents rent their home, compared to 33 percent of Dane County residents rent their home. The owner-occupied housing in the Southdale Neighborhood includes the condominiums on Ski Lane and most of the homes on Clausen Street and Maloney Drive.

Both ownership and rental patterns offer opportunities and challenges for the neighborhood. Monthly rents are typically more affordable than mortgage payments. Homeowners typically stay within their homes longer than renters, offering stability and long-term investment for the neighborhood. The Fitchburg Plan Commission has indicated the goal of achieving a more even balance of renters and homeowners.

HOUSING FORMATS

In 2000, there were 681 housing units. Single-family detached homes and duplexes, largely located on Clausen Street and Maloney Drive, make up less than ten percent of the neighborhood housing units. Multi-family units (both rental and ownership) make up the balance, with over half of the neighborhood housing within structures that consist of 5-19 units each.

RENT VALUES

As of the 2000 Census, of the 87 percent of housing units that are rented, the average gross rent is \$561/month, lower than the Dane County average of \$641/month.

A generally accepted definition of affordability is for a household to pay no more than 30 percent of its annual income on housing. A few definitions:

- Low income is 80% of the median income.
- Very low income is 50% of the median income.
- Extremely low income is 30% of the median income.
- In Dane County in 2006, a family of three making less than \$53,050 per year is considered low income (\$45,300 in 2000 dollars).
- A family of three making less than \$33,150 per year is considered very low income (\$28,300 in 2000 dollars)

The median income for the Southdale Neighborhood was \$29,766 in 2000. In 1999, 47 percent of sampled Southdale residents paid a rent amount that was 30 percent or more of their household income.

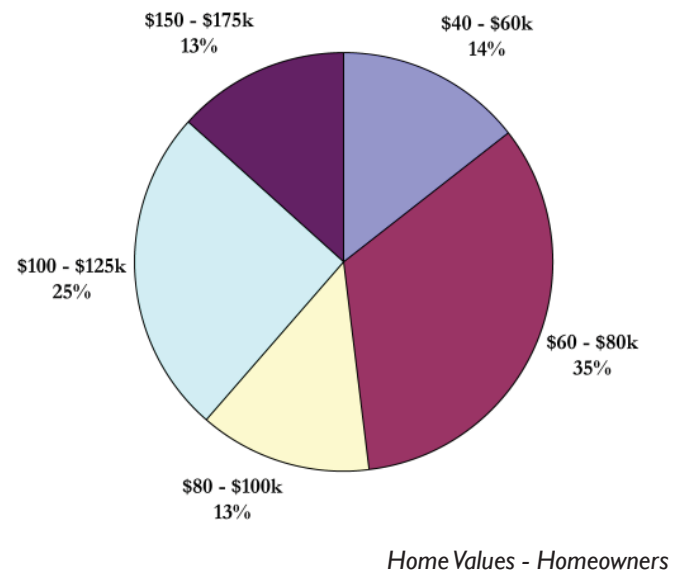
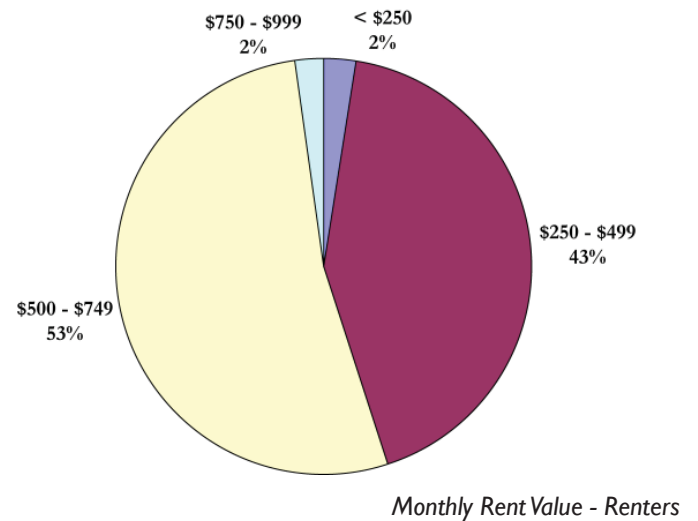
An affordable low-income rental home for a 3-person household in Dane County in 2006 has a monthly rent below \$1325/month (\$1130/month in 2000 dollars). In 2000, 100 percent of rental housing in the neighborhood had monthly rental rates below \$1000.

An affordable very low-income rental home for a 3-person household in Dane County in 2006 has a monthly rent below \$830/month (\$710/month in 2000 dollars). In 2000, approximately 98 percent of rental housing in the Southdale neighborhood had monthly rental rates below \$750.

Thus, although Southdale Neighborhood has many rental units that are affordably priced, housing affordability is still a neighborhood challenge since household incomes are also relatively low.

HOMEVALUES

The median home value in the Southdale Neighborhood was \$82,727 in 2000, compared to \$146,900 in Dane County. All sampled Southdale Neighborhood residents that owned a home and had a mortgage were paying less than 25 percent of their monthly income for housing costs.



By definition an affordable owner-occupied low-income home for a 3-person household in Dane County in 2006 is priced below \$157,000 (\$134,000 in 2000 dollars). In 2000, approximately 88 percent of owner-occupied housing in the Southdale neighborhood was priced below \$125,000.

By definition, an affordable owner-occupied very low-income home for a 3-person household in Dane County in 2006 is priced below \$98,000 (\$83,700 in 2000 dollars). In 2000, approximately 48 percent of owner-occupied housing in the Southdale neighborhood was priced below \$80,000.

The number of for-sale homes in the neighborhood is small, and those homes are relatively affordable.

EXISTING LAND USE AND CHARACTER

The Southdale Neighborhood contains a wide variety of uses and development patterns. The most common land use is commercial, located along Rimrock Road, East Badger and adjacent highway frontages.

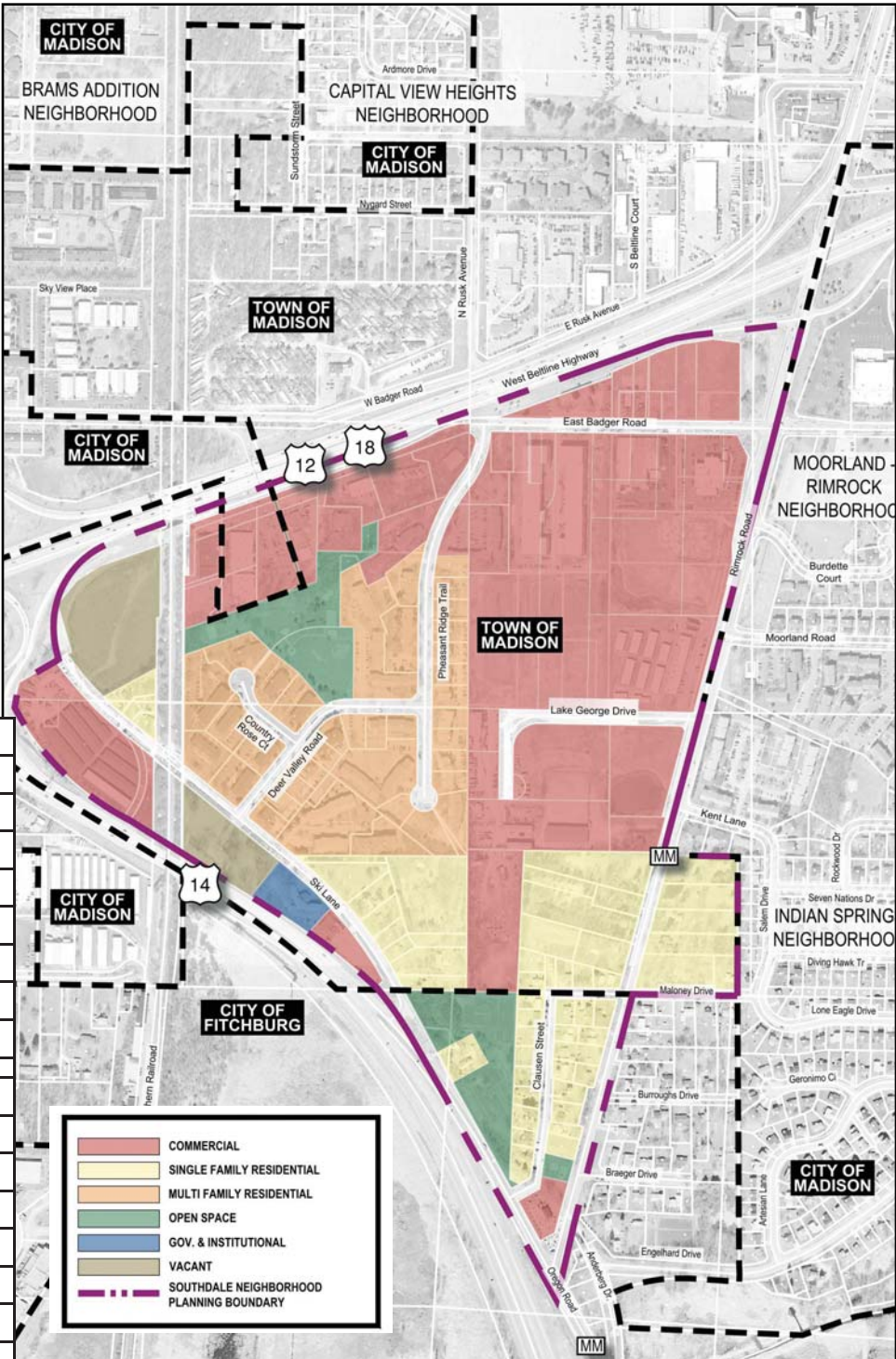
The Novation Campus is currently under development south of the intersection of East Badger Road and Rimrock Road and is anticipated to extend along Rimrock Road with a portion immediately fronting on USH 14 to the southwest.

A concentration of single family and multi-family residential housing is located within the interior of the neighborhood and at the south end. There is a mix of single family, duplex and multi-unit structures, with for-rent and for-sale opportunities in each format. Residential structures are 1, 2 and 3 stories high.

Within the entire neighborhood, there are 627 dwelling units (both for-rent and for-sale), resulting in an average density of 10.4 dwelling units per residential acre.

Town/City of Madison		
Land Use	Acres	%
Commercial	77.7	50%
Single Family	22.1	14%
Multi-Family	26.6	17%
Open Space	5.8	4%
Gov. & Institutional	1.4	1%
Vacant	7.8	5%
Subtotal	141.3	92%
City of Fitchburg		
Land Use	Acres	
Commercial	0.9	1%
Single Family	6.5	4%
Multi-Family	0.0	0%
Open Space	5.1	3%
Subtotal	12.5	8%
Neighborhood Total	153.9	100%

The Blackhawk Council of Girl Scouts building, an office building and mini-warehouse storage units are located between Ski Lane and USH 14. The neighborhood has two open spaces – Southdale Park (5.8 acres) and a mini-park on Clausen Street (0.3 acres).

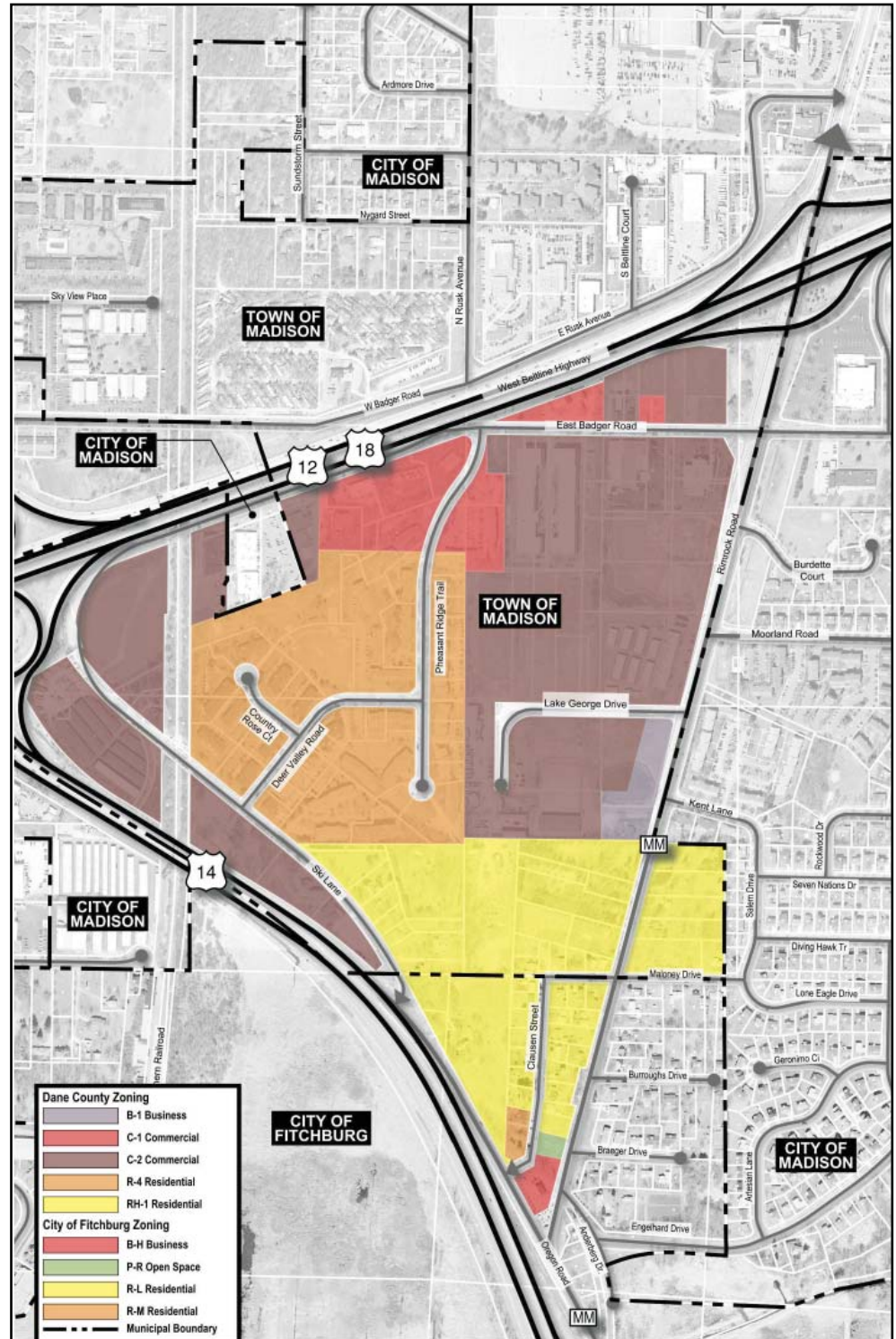


Existing Land Use

EXISTING ZONING

Parcel zoning is largely similar to the existing neighborhood land use pattern, with the exception of vacant parcels, Southdale Park and institutional uses. The Town of Madison uses Dane County Zoning. The zoning districts for both Dane County and City of Fitchburg systems have been colored with similar colors.

Until the dissolution of the Town of Madison (which will occur by October 2022 or before), future development may be regulated by Dane County Zoning or by an interim joint Town of Madison-City of Fitchburg zoning code that has not yet been prepared.



Existing Zoning

EXISTING TRANSPORTATION SYSTEM AND PLANNED IMPROVEMENTS

While it is surrounded by transportation thoroughfares, the neighborhood itself is poorly served by a highly fragmented local street network. Because of these poor connections, the neighborhood experiences traffic cut-through, inefficient emergency service access and inefficient transit service.

HIGHWAY CONNECTIONS

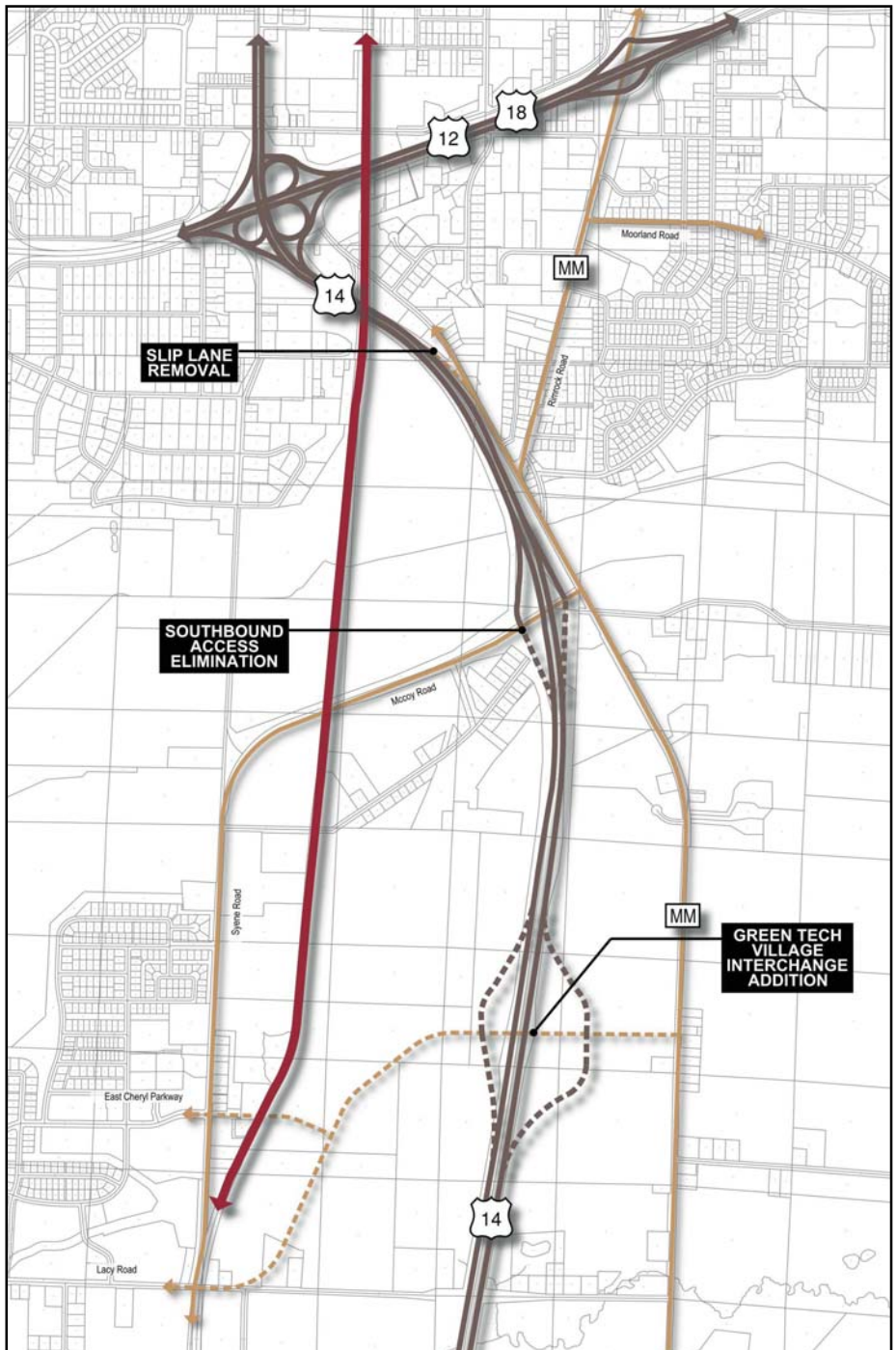
While the neighborhood is adjacent to USH 14 and the Beltline, it has very limited access to these regional roads. There now exists a slip lane entrance from Oregon Road to northbound USH 14. However, the Wisconsin Department of Transportation (WisDOT) intends to close this entrance due to safety concerns. No specific timeline for closure has been established at this point, but details are anticipated to be included as part of WisDOT studies of the USH 14/12/18 interchange. Neighborhood residents that now use this slip lane entrance will need to travel south to the McCoy Road on-ramp.

Further complicating neighborhood access is the elimination of the southbound access (southbound on-ramp and northbound off-ramp) from USH 14 at McCoy Road to accommodate the new Green Tech Village interchange. The future Green Tech Village interchange will provide full southbound and northbound access. After the interchange improvements, neighborhood residents traveling south on USH 14 will need to drive south on CTH MM to the Green Tech Village interchange or access the Beltline at Rimrock Road.

Rimrock Road/CTH MM is a regional roadway. The road connection between Oregon Road and the Beltline provides access to the Alliant Energy Center and Downtown Madison to neighborhoods adjacent to Syene Road and Oregon Road/CTH MM. In 2006, the road carried over 8,000 vehicles per day south of Moorland Road and over 12,000 vehicles per day north of Moorland Road. As residential

and commercial development continues in the Syene Road and Oregon Road/CTH MM corridors, additional traffic is expected on Rimrock Road.

However, Rimrock Road carries some regional traffic that has been diverted from regional highways. Because there are not free-flow exit ramps at the USH 14/USH 12/USH 18 interchange, drivers experience some delay. This delay may be contributing to drivers using Rimrock Road



Existing Regional Transportation System and Planned Improvements

rather than staying on the highways. Those driving north on USH 14 with a destination on Rimrock Road or John Nolen Drive north of the Beltline will exit at McCoy Road and will take Oregon Road and Rimrock Road to avoid the USH 14/Beltline interchange. A similar pattern exists for those driving south on USH 14 from Rimrock Road/John Nolen Drive.

An expected result of the changes to the USH 14/McCoy Road and USH 14/Green Tech Village interchanges will be a reduction in the regional cut-through traffic on Rimrock Road. The need to exit at the Green Tech Village interchange instead of the McCoy Road interchange will make the Rimrock Road cut-through less convenient.

Finally, the regional highways result in a lack of adequate connections for the Southdale Neighborhood. Due to the barriers of USH 14 and the Beltline, there are no local street connections to the north and west. This lack of local street connectivity results in the use of the Beltline as a local street connection for east-west movements to essentially local destinations. For example, it is more convenient to use the Beltline to drive to South Park street than to use East Rusk to West Badger. This mix of local traffic with regional through traffic on the Beltline creates congestion for both local and regional travelers.

LOCAL ROAD CONNECTIONS

The Southdale Neighborhood is bordered by four connector roads – Ski Lane, Beltline Frontage Road, East Badger and Rimrock Road. These roads connect the neighborhood with the regional road system. They have a higher number of vehicles on them and typically higher vehicle speeds.

Historically, Ski Lane and the Beltline Frontage Road were not connected at the rail line. In 2004, the Town of Madison constructed a bridge with sidewalks and bike lanes, connected these two roads and significantly improved access around the neighborhood for residents, businesses and customers.

Internal local neighborhood streets are not well connected. Pheasant Ridge Trail, Deer Valley Road and Country Rose Court provide access to the neighborhood's multi-family structures. Clausen Street and Maloney Drive provide access to single-family residential structures. Lake George Road provides access to the Novation Campus. However, these three road networks are not internally connected. To get from one section of the neighborhood to another, residents must use Ski Lane, Beltline Frontage Road, East



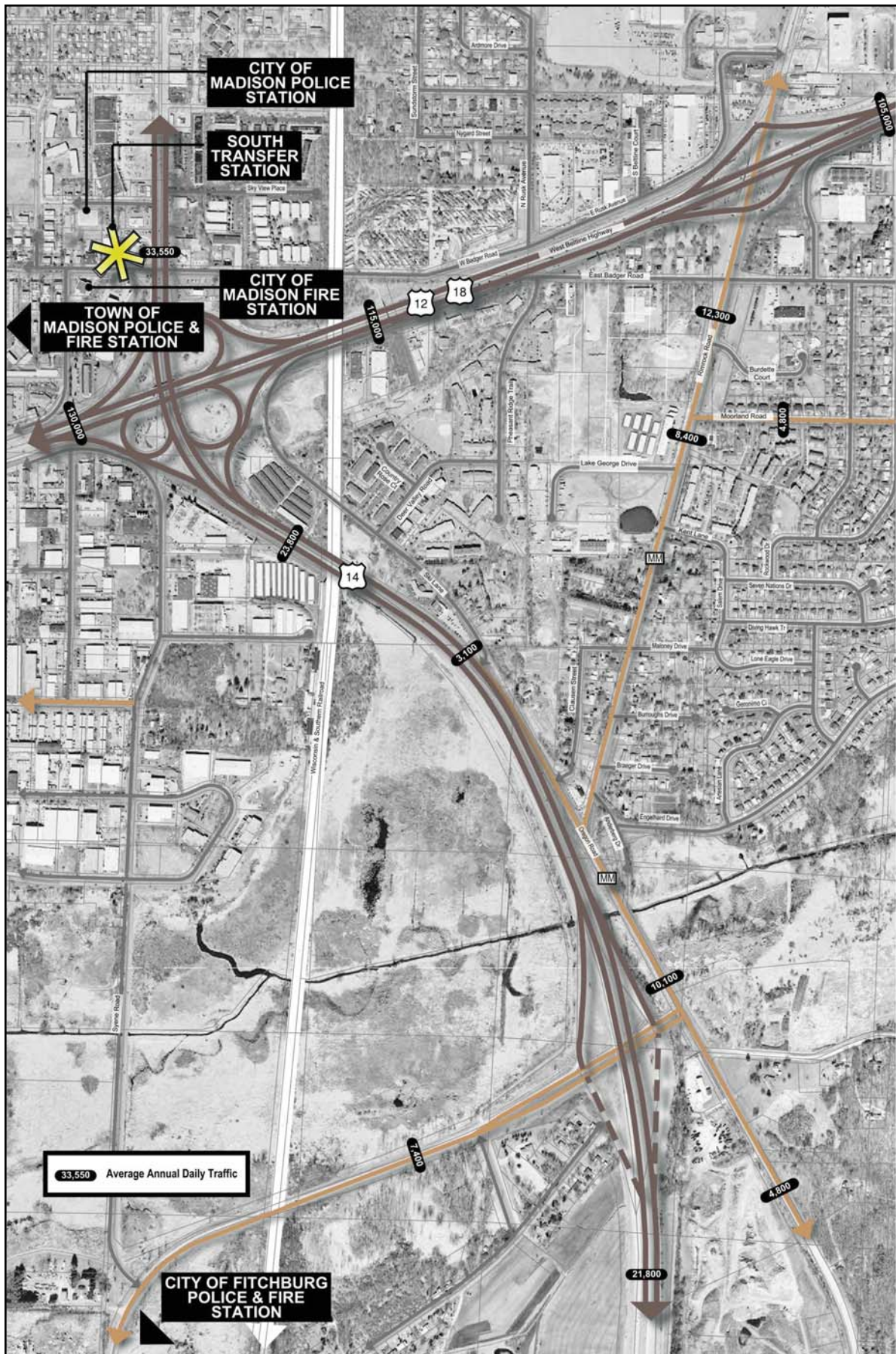
Deer Valley Road has Bicycle Lanes but no Sidewalks



New Bridge along Beltline Frontage



Informal Connection between Lake George Road and Deer Valley Road



Source: Average Annual Daily Traffic, WisDOT, 2006

Traffic Levels and Emergency Service Providers

Badger or Rimrock Road. There are no connections which facilitate local east-west movements with the exception of East Badger Road.

The lack of local street connectivity impacts emergency service access, and thus the actual and perceived levels of safety within the neighborhood. Town of Madison Fire and EMS on Fish Hatchery and City of Madison Fire and EMS services on South Park Street travel south on Park/ USH 14, take a U-turn onto northbound USH 14, and a second U-turn onto the Oregon Road slip lane to access the neighborhood. The indirect routing adds to response times, decreasing the effectiveness of police, fire and EMS services.

The few local streets which do serve residential areas within the Town of Madison are excessively wide. Pheasant Ridge Trail and Deer Valley Road originally featured on-street parking, but this was eliminated to combat challenges such as loitering, drug dealing, and prostitution. As a result, these roads are excessively wide, encouraging higher and inappropriate vehicular speeds.

The intersection design of Pheasant Ridge Trail and Deer Valley Road also encourages higher vehicular speeds. Southbound Pheasant Ridge Trail traffic turning right onto Deer Valley Road and eastbound Deer Valley Road traffic turn right onto Pheasant Ridge can maintain a high speed due to the dedicated right turn lane with a large curb radius. These free-flow right turns and high travel speeds make crossing the intersection difficult and dangerous for pedestrians.

Clausen Street and Maloney Drive currently experience significant cut-through traffic. Southbound drivers on Rimrock Road seek to avoid the queue and delay of those stopping to turn left at the Rimrock Road/Oregon Road intersection. Clausen Street has been used as a bypass to get “upstream” of the Rimrock/Oregon intersection. A left-turn restriction on Ski Lane at Rimrock Road restricts local access and may contribute to Clausen Street cut-through. The City of Fitchburg recently reconfigured the Clausen Street/Oregon Road intersection to be right-in/ right-out only on Clausen Street, with the intention of reducing this cut-through traffic. Preliminary traffic patterns suggest that cut-through traffic has decreased.

Finally, residents of the Ski Lane condominiums noted that cars have been abandoned in their parking lot. Since the parking lot is private property, the abandonment of cars must be confronted by the condo owners. It is recommended that the condo association coordinate with Town and City police to address this issue.



Worn Path from Pheasant Ridge Trail to Lake George Drive



Beltline Frontage Road and Beltline Pedestrian Overpass



Deer Valley Road/Pheasant Ridge Trail Intersection

TRANSIT CONNECTIONS

BUS TRANSIT

Madison Metro Route 16 currently serves the Southdale Neighborhood and runs from the South Transfer Station to the East Transfer Station. A number of stops currently exist around the neighborhood perimeter along East Badger Road, Rimrock Road and Ski Lane. Stops also exist within the neighborhood along Deer Valley Road and Pheasant Ridge Trail.

Neighborhood residents requested better transit service, with a more direct connection to the South Transfer Stop on Park Street located at West Badger Road. Some residents report faster connections if they walk cross the Beltline pedestrian bridge to the South Transfer Stop. However, discussions with Madison Metro indicate that no significant route changes are anticipated in the neighborhood in the short term. Headway times (the time between busses) could improve with additional funding.

As shown in the map, the disconnected internal street network results in Route 16 taking an inefficient path around the south end of the neighborhood, before traveling back north to Moorland Road. A connection between Lake George Road and Deer Valley Road could provide more options for efficient transit routing.

RAIL TRANSIT

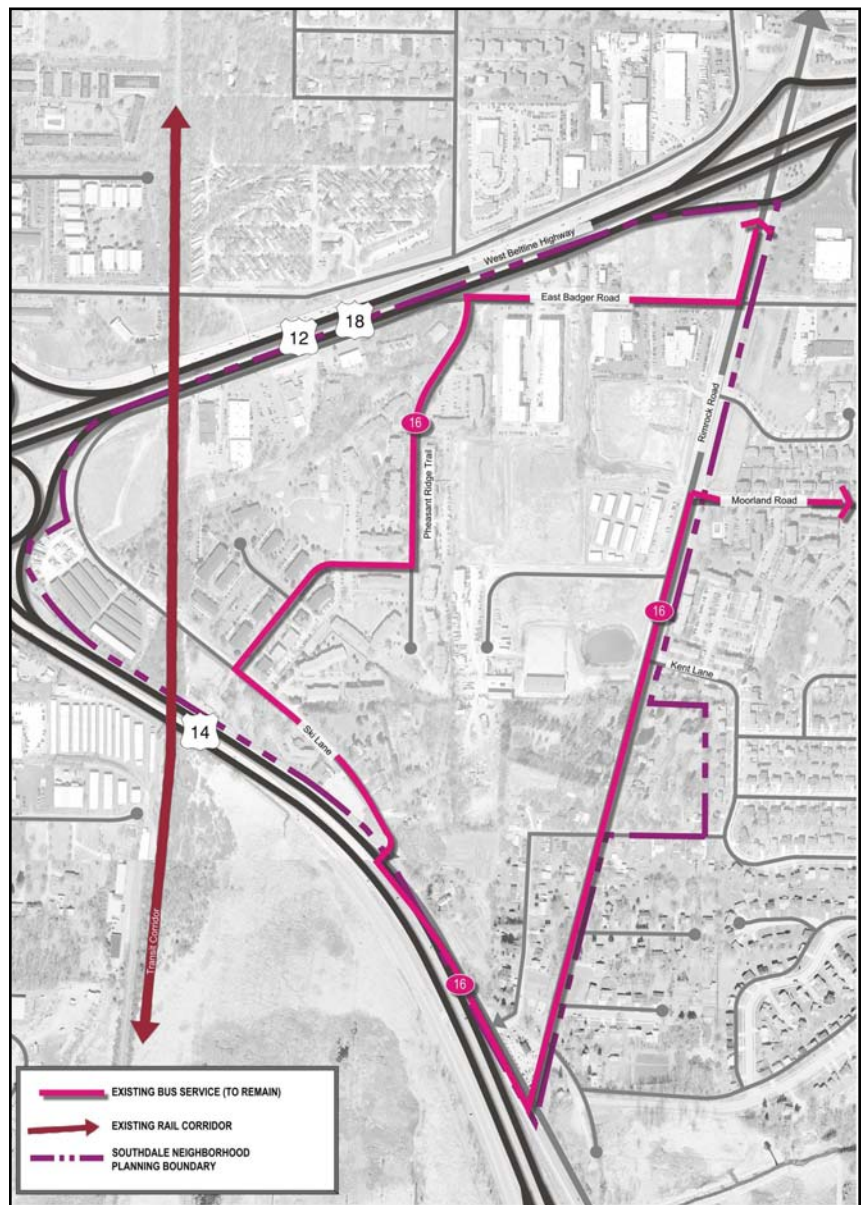
Regional transportation planners are considering the construction of some form of rail transit along the current Wisconsin and Southern corridor. The transit technology is unknown, but commuter rail, light rail and bus rapid transit have been considered. This rail transit connection between Fitchburg and Madison is an opportunity to promote the region's economic investment and enhance workforce mobility.

The City of Fitchburg strongly supports activating the rail corridor line for rail transit. The City desires at least one future transit stop south of the Southdale Neighborhood, located adjacent to the future Green Tech Village interchange. As development pressure and automotive traffic increases, development based around alternative means of transportation such as commuter rail, light rail and bus rapid transit is anticipated to increase.

Depending on the chosen transit technology and regional land use and transportation planning, there is potential for a transit stop in the Southdale Neighborhood. A Southdale Neighborhood transit stop could serve current neighborhood residents and the expected 3,000-5,000 future employees of the Novation Campus. A Southdale Station could be located on the rail line, adjacent to Southdale Park.

A rail transit station would attract significant new vehicular, bus transit and pedestrian traffic. The local street network would need improvement to disperse this traffic.

Any rail transit improvements are likely to occur in the long-term.



Existing Transit Service

BICYCLE CONNECTIONS

On-street bicycle facilities currently serve the neighborhood along Rimrock Road, Pheasant Ridge Trail, Deer Valley Road and Ski Lane. Additional on-street bicycle lanes are available along East Badger where they connect with Ski Lane, and terminate at the Oregon Road on ramp to USH 14.

Neighborhood bicycle facilities connect to the regional bicycle network. To the north, on-street bike lanes extend along Rimrock Road and on the bicycle/pedestrian overpass linking East and West Badger Roads. Neighborhood children biking to Goodman Pool cross the Beltline at the overpass, travel east on West Badger (where there are no bike lanes), and travel north on North Rusk Avenue.

The current intersection of Rimrock Road and Ski Lane presents an obstacle for those on bike and foot due to northbound free-flow vehicular movements and limited sight distance.

The Capitol City Trail is accessible to the neighborhood in two directions. To the north, on-street bike lanes or wide outside lanes on Rimrock Road connect to the trail at John Nolen Drive. To the south, cyclists use wide outside lanes along Oregon Road to connect to the trail at East Clayton Road.

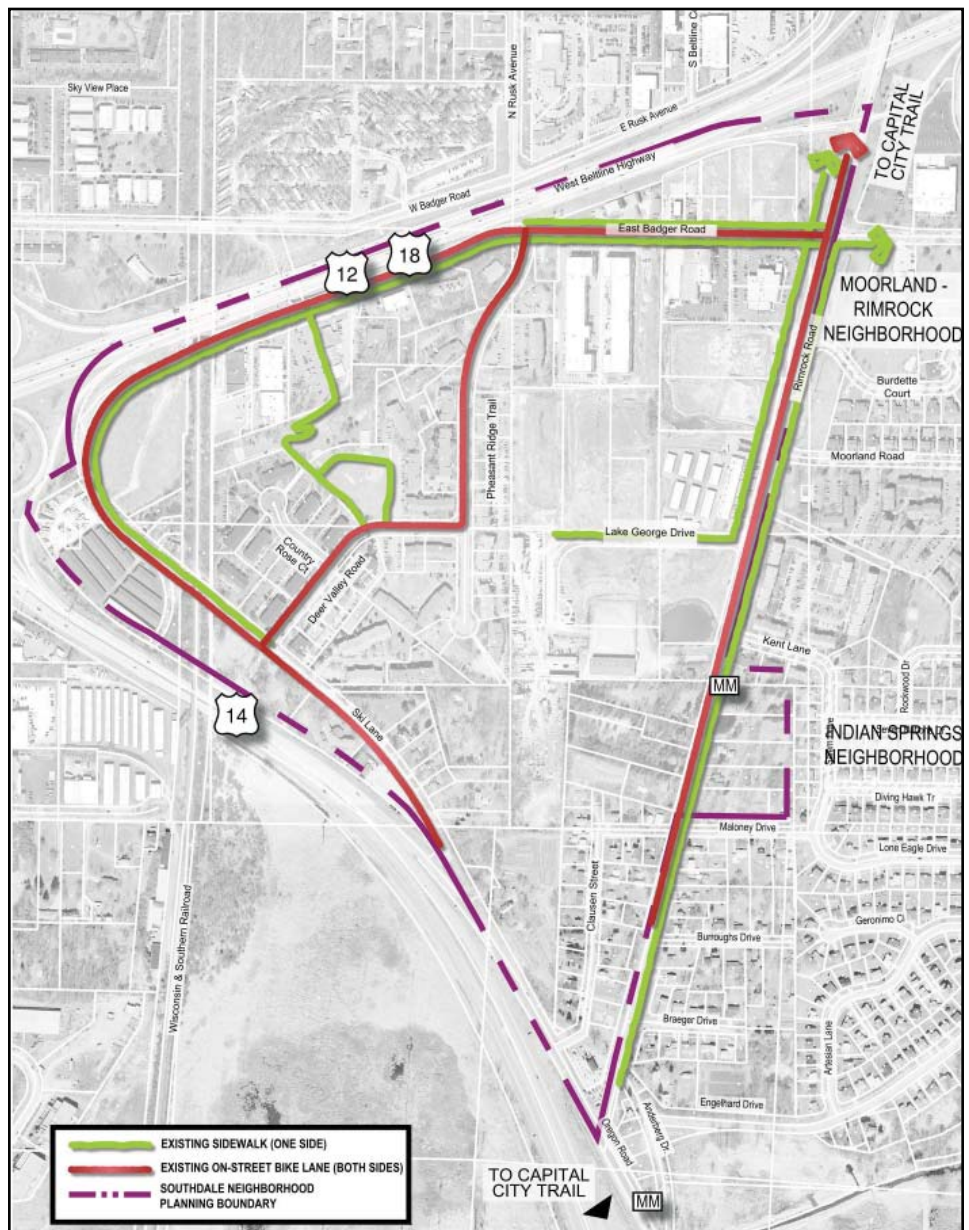
PEDESTRIAN CONNECTIONS

There are no sidewalks or multi-modal trails within the interior of neighborhood, with the exception of the trail connection between Southdale Park and Beltline Frontage Road and a sidewalk along Lake George Road. Local streets within the residential areas of the neighborhood do not have sidewalks, requiring pedestrians to walk in vehicular or bike travel lanes.

A single multi-modal trail connects the Beltline pedestrian/bicycle overpass to Southdale Park. This connection extends through a narrow Town-owned lot and then takes a series of switch-backs down a steep hill ending

at the back of Southdale Park. The link is not well lit and has been identified by many residents as an unsafe and therefore underutilized trail connection.

There is no street/multi-use path/sidewalk connection between the multi-family structures on Pheasant Ridge Trail and Deer Valley Road and the retail uses on Rimrock Road. Residents currently walk through private property to access Lake George Road to walk to the bank, convenience store and other destinations along Rimrock Road. This informal and often muddy connection serves as a vital pedestrian connector.



Existing Bicycle and Sidewalk Network

EXISTING PARKS AND OPEN SPACES

Within the Southdale Neighborhood, there are two public parks – the Clausen Road Mini-Park (0.3 acres) and Southdale Park (5.8 acres).

There are additional accessible parks outside the Southdale Neighborhood but within walking/biking distance. A comfortable walking distance is generally considered ¼ mile, and a comfortable biking distance is 1½ miles. The distances below are measured from Southdale Park, following streets and established pedestrian paths. The walking/biking distances are shorter for some areas of the neighborhood.

Neighborhood Parks (These parks serve neighborhoods ¼ to ½ miles away.)

- Badger Park, 1.8 acres (0.63 miles from Southdale Park)
- Rimrock Park, 2.3 acres (0.68 miles from Southdale Park)
- Penn Park, 6.3 acres, (0.79 miles from Southdale Park)
- Indian Springs Park, 7.1 acres (0.87 miles from Southdale Park)

Community Parks (These parks serve neighborhoods 1 to 2 miles away.)

- Nine Springs E-Way (0.87 miles from Southdale Park to the Capital City Trail) – Although accessible to the neighborhood, this open space is not counted in available acreage calculations of this section.
- Quann Park, 79.9 acres, (1 mile from Southdale Park)
- Goodman Park, 32.3 acres (1.5 miles from Southdale Park)

Existing within the planning area is the Drumlin Community Farm and Garden. It offers training and hands on opportunities for residents in the practice of urban agriculture. It is on a five-acre parcel and contains high quality organic soil and allows residents to grow their own food without leaving the neighborhood. In 2008, the garden hosted 30 families with individual plots and an additional 10 families with memberships in the market garden program. The current location, which is on a ridge, provides some environmental protection to the garden. It is within walking distance of not only the Southdale Neighborhood, but also Moorland-Rimrock and Indian Springs neighborhoods. Currently there are no locations within a two-mile radius that have the same neighborhood

access with the organic soil quality found at the existing site. Relocation of the gardens will follow the location principles on page 52 of this plan.

NATIONAL RECREATION AND PARK ASSOCIATION STANDARDS

The National Recreation and Park Association (NRPA) has established standards that serve as a general guide for the amount of recreational land based on population. The NRPA recommends 0.5 acres of Mini-Parks, 2.0 acres of Neighborhood Parks and 8.0 acres of Community Parks per 1,000 community residents.

In the 2000 Census, the Southdale Neighborhood had a population of 1,487 residents. Therefore, according to NRPA guidelines, the Southdale Neighborhood should have:

Mini-Parks	0.7 acres
<u>Neighborhood Parks</u>	<u>3.0 acres</u>
Total (within the neighborhood)	3.7 acres/1,487 residents
 <u>Community Parks</u>	 <u>12.0 acres</u>
Total (accessible to the neighborhood)	15.7 acres/1,487 residents

The existing parks within the neighborhood:

Mini-Parks	0.3 acres
<u>Neighborhood Parks</u>	<u>5.8 acres</u>
Total	6.1 acres

Within walking/biking distance:

Mini-Parks	0.3 acres
Neighborhood Parks	23.3 acres
<u>Community Parks</u>	<u>112.2 acres</u>
Total	135.8 acres

The Southdale Neighborhood is well-served by the acreage of public parks. Within the neighborhood, the current residents have significantly more neighborhood park space than is suggested by national guidelines. There is a slight deficit in Mini-Parks, but the size and centrality of Southdale Park more than compensates. The neighborhood plan enables an increase in residential density, so the neighborhood population could increase by 55 percent to 2,300 residents and still meet national park standards for mini-parks and neighborhood parks.

Within walking/biking distance, the current neighborhood residents have over 8 times as much park space, in

particular Community Parks, as suggested by national guidelines.

However, poor neighborhood connections means that many of these parks are not within walking distance or require traveling along or across a busy road. Additionally, the City and Town should budget adequate funding so that these parks can be maintained and improved to be more effective.

CITY OF FITCHBURG PARKLAND DEDICATION STANDARDS

In its Land Division Ordinances, the City of Fitchburg requires 2,900 square feet of land be dedicated for each proposed residential dwelling unit. This neighborhood plan considers the City of Fitchburg's parkland dedication requirements because while only a portion of the Southdale Neighborhood is now within the City of Fitchburg, eventually the entire neighborhood will be annexed into the City.

In the area currently within the City of Fitchburg – that is, the residential and rural residential area fronting and south of Maloney Drive – there are approximately 30 dwelling units. If this existing neighborhood were developed under the current parkland dedication standards, 2.0 acres of parks, playgrounds, recreation and open spaces would be required. The only existing public park – the Clausen Road Mini-Park – is 0.3 acres, a difference of 1.7 acres.

In the entire Southdale Neighborhood, including the portion within the City of Fitchburg, there are 681 dwelling units. If this existing neighborhood were developed under the City of Fitchburg's parkland dedicated standards, 45.3 acres of parkland would be required. There are 5.7 acres of public parks within the Southdale Neighborhood. As noted, another 17.5 acres of parkland are within walking distance outside the neighborhood, and another 112.2 acres plus the Nine Springs E-Way are within biking distance of the neighborhood.

Parkland dedication standards are best utilized for master-planned residential developments on large tracts of undeveloped land. Parkland dedication standards are difficult to administer in parcel-by-parcel redevelopment projects.

At worst, parkland dedication requirements discourage higher-density housing and encourage low-density sprawl. Fitchburg's dedication requirement makes exceptions for any dedication that requires over one-third of a

development site. Ten dwelling units/acre, the minimum intended density in this neighborhood plan, requires that more than one-third of a development be dedicated.

The direct application of City of Fitchburg parkland dedication requirements for redevelopment in the Southdale Neighborhood is not consistent with the desired urban and higher-density character of redevelopment described in this redevelopment plan.

Attempting to apply the full parkland dedication standard within the existing neighborhood fabric of the Southdale Neighborhood will further discourage parcel redevelopment within the neighborhood.

Rather, as redevelopment occurs in the City of Fitchburg portions of the neighborhood, this neighborhood plan recommends that the City seek to ensure open space is accessible to all residents within walking and biking distance, while balancing the goals for transit-oriented, higher-density redevelopment. The City should require redevelopment projects to pay the appropriate fee in lieu of dedication, improve upon existing parkland, create, improve upon, or develop community gardens within the neighborhood and require mini-parks and plazas to be located within one-eighth of a mile walking distance of every residence.



Mini-Park on Clausen Street

EXISTING TOPOGRAPHY AND NATURAL FEATURES

The neighborhood topography is important to understand as it has helped to limit north-south roadway connections. The topography also has helped establish the current pattern of land use.

The topography of the neighborhood varies significantly. Areas along Rimrock Road are relatively flat in comparison to areas of the neighborhood further west. Commercial lands fronting the Beltline Frontage are perched atop a hill with a significant slope transitioning to the residential areas and Southdale Park to the south. The trail connection in this area is challenged by a series of switchbacks.

A similar transition occurs at the rear of the large single family residential lots which front Oregon Road/CTH MM. The single family lots to the east along Clausen Road are significantly higher than those along Oregon Road/CTH MM. The remaining portions of the neighborhood along Ski Lane, Deer Valley and Pheasant Ridge Trail are relatively flat.

The area currently under development as part of the Novation Campus and extending south to the area near Lake George Road was used for licensed and unlicensed landfills. Construction debris and fly ash were hauled into these landfills. The Wisconsin Department of Natural Resources (WDNR) has indicated that capping these landfills will be required.

Landfill areas containing fly ash must be capped utilizing one of three methods: buried under parking lots, buried under buildings, or capped with an impermeable clay liner. For this reason, stormwater infiltration will not be possible on lands which contain fly ash.

Two man-made retention basins have been identified within the neighborhood. The first is located west of the intersection of Rimrock Road and Moorland Road. The second, known as Lake George, was created sometime in the 1960s as a stormwater management basin. Due to the nature of how and why these basins were created, WDNR has indicated that these areas can be enhanced and continue to serve as stormwater management areas.

EXISTING STORMWATER SYSTEM

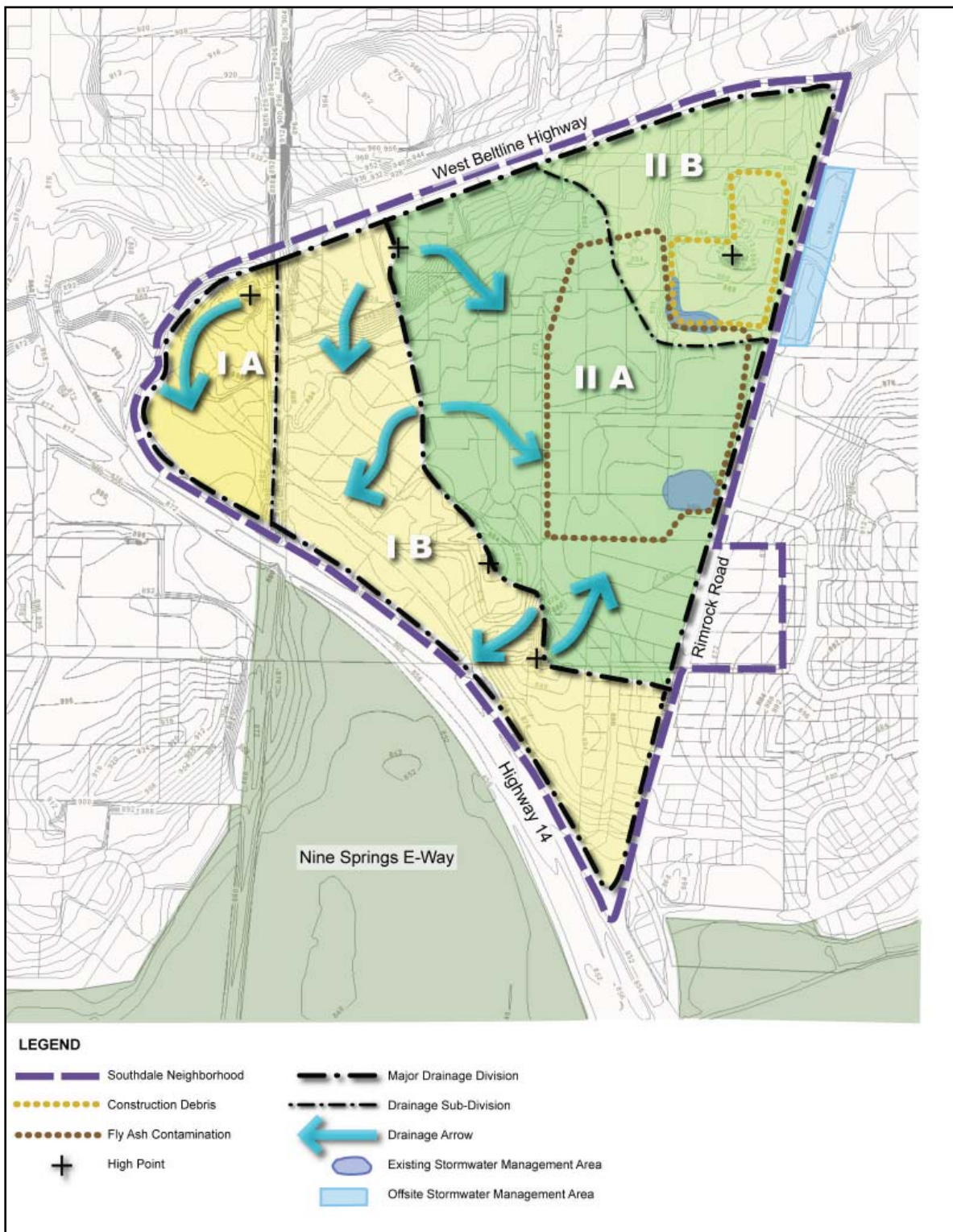
Because of the neighborhood's topography, stormwater drains from the neighborhood in two separate directions. The dividing line is a north-south ridgeline located just east of the existing railroad, continuing just south of Maloney Drive, where it turns east, intersecting with Rimrock Road.

Surface run-off in the corridor to the west of this ridgeline (referred to as Area I) flows in a southwestern direction toward USH 14. Area I can be further divided by a minor ridgeline resulting from fill along the existing rail corridor. This barrier further defines sub-watersheds Area IA and Area IB, located to the east and west of the rail corridor, respectively. Surface run-off in Area IA flows south from a high point located along the northern boundary and continues to a drainage swale located along USH 14.

Area IB follows a similar pattern toward USH 14, where it is collected and conveyed through a drainage swale, eventually discharging into the natural system as part of the Nine Springs E-Way.

The eastern corridor (referred to as Area II) has a general flow direction from west to east. Much like Area I, this drainage corridor can be broken down further by a minor ridgeline in the northeastern portion of the neighborhood. This ridgeline divides Area II into a southern (Area IIA) and northern (Area IIB) sub-watershed. A majority of the surface run-off in Area IIA flows from the major ridgeline and is detained in the existing stormwater pond adjacent to Rimrock Road. The remaining volume of run-off, along with overflow from the existing basin is carried north through a drainage swale where it is taken to wetlands located north of the Beltline.

Stormwater in Area IIB has an eastern flow and is handled through a management network similar to Area IIA. An existing pond near the center of this area detains a majority of run-off, prior to releasing it to a drainage swale and carrying it to the off-site management system located along the east frontage of Rimrock Road.



Topography and Stormwater Analysis

PLAN RECOMMENDATIONS

NEIGHBORHOOD VISION

The vision for the future neighborhood plan is compiled from the aspirations and desires of the neighborhood's residents and property owners. This vision, stated in the present tense, is a summary of where the neighborhood wants to go.

"The Southdale Neighborhood is an attractive and sustainable community. Residential, office and retail uses are balanced, each supporting the other. Residents, employees and visitors have easy access to animated and extensive open spaces. The safe neighborhood is sought out by a diverse set of residents, with a variety of housing opportunities for many income levels. The neighborhood is well-connected to the region through streets, bicycle facilities, transit service and safe pedestrian crossings. As a gateway into the City of Fitchburg, the neighborhood demonstrates a high quality of design."

NEIGHBORHOOD GOALS

Through an interactive public process including input from neighborhood residents, property owners and local and county government staff, a series of neighborhood goals have been created. The concerns and suggestions of neighborhood stakeholders focused on several categories: land use and design, transportation and access, housing & economic development and open space & community facilities.

The neighborhood goals and guiding principles build upon previous neighborhood planning efforts, including the Neighborhood Revitalization Strategy Area Plan. In addition, neighborhood building principles from the Dane County Better Urban Infill Development (BUILD) Program have been incorporated, where appropriate.

Land Use and Design

- Incorporate sustainable practices into architecture and site development.
- Create a diverse mix of activities (residences, shops, schools, workplaces and parks).
- Successfully integrate and connect rather than buffer different land uses.
- Provide opportunities and flexibility for a wide range of land uses to respond to changing conditions.

Transportation and Access

- Create a compact and connected neighborhood that encourages pedestrian activity without excluding automobiles.
- Promote a range of transportation options. Streets should be designed to promote safe and efficient use by walkers, bikers and drivers.
- Incorporate a network of streets of various sizes and functions.
- Improve connections within the neighborhood and improve access to underutilized areas.
- Connect the neighborhood to adjacent neighborhoods and the region.
- Improve transit service.

Housing and Economic Development

- Provide a wide spectrum of housing options, including affordable options.
- Enhance opportunities for employment within the neighborhood.
- Stimulate reinvestment and economic development that strengthens commercial uses and complements residential uses.

Open Space and Community Facilities

- Preserve, improve and create open spaces, greens and parks that are accessible and convenient to all.
- Create public community gardens in a centralized location available to all residents.
- Create a community center to host community activities and services.

INCREMENTAL REDEVELOPMENT

Change within the Southdale Neighborhood is anticipated to occur incrementally over time as land is assembled and redevelopment and development initiatives are brought forward. Much of the area within the Southdale Neighborhood planning boundary has been developed. The neighborhood already has single family homes, apartment complexes, small and regional businesses, neighborhood parks and other uses.

There are a few infill parcels in the Southdale Neighborhood that have not been developed, but these are surrounded by developed areas. At the edge of a city where there are large undeveloped sites (known as “greenfields”), change can happen quickly. Large parcels, typically farm fields, can be transformed into fully functional and planned neighborhoods in only a matter of months.

However, redevelopment within a city, such as in the Southdale Neighborhood, happens in a slower, more complicated and incremental manner. Developed areas consist of smaller subdivided parcels, forcing redevelopment to happen on a smaller scale. Small parcels can be combined into larger ones that are more easily redevelopable, but that process takes time, patience and resources.

When a neighborhood has a long-term vision that is different from the existing conditions, the planned incremental changes will seem disruptive. For example, if taller buildings are desired in the long term, the first redevelopment project will be a taller building among shorter existing buildings.

During the redevelopment process that will result in achieving the long-term neighborhood vision, the day-to-day livability of the neighborhood needs to be maintained. For example, unlike vacant greenfields, people now work and live within the neighborhood, so when a parcel is redeveloped, those jobs and homes should be accommodated elsewhere in the neighborhood or nearby.

When the initial redevelopment occurs, the associated increased density and building heights will need to function within the context of existing density, physical scale and available infrastructure. Again, for example, when the first taller building is constructed among shorter existing buildings, that redevelopment project should be designed so that remainder of the existing neighborhood still functions well during the interim years.

Redevelopment is difficult and is often disruptive. When planned and constructed, each redevelopment project has a short-term focus, exhibiting the specific characteristics of the physical site, the economy and the market trends reflecting the timeframe when it is implemented. Yet, when each redevelopment project is guided by a long-term neighborhood vision that promotes everyone’s interests, redevelopment is also beneficial. This Southdale Neighborhood Plan describes that long-term neighborhood vision.

LAND USE AND DESIGN RECOMMENDATIONS

This plan's land use recommendations guide future infill and redevelopment activities. These land use and design standards provide a clear direction, yet offer enough flexibility to respond to future market needs and different levels of local and regional transportation improvements that may be implemented.

Redevelopment and infill within the Southdale Neighborhood should complement existing uses while contributing to the neighborhood's long-term vision. This plan's land use recommendations are a solid framework for revitalization.

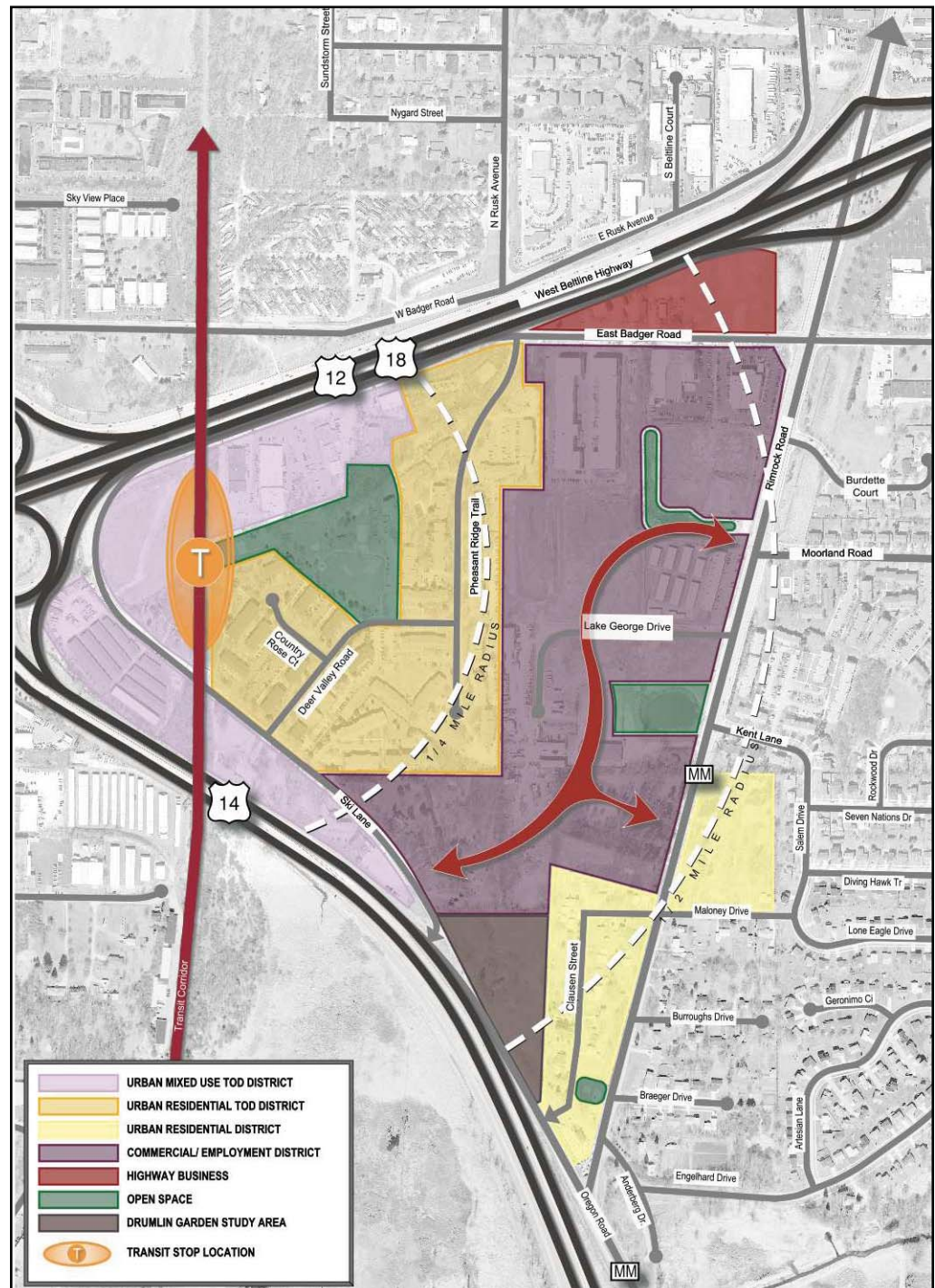
The neighborhood has been organized into land use and design districts. While a variety of land uses is allowed in each district, each district has its own land use emphasis and character. There are five land use and design districts, depicted on the accompanying map and described in detail in this section. There is also one area, the Drumlin Garden study area, which is for further study and has not yet been assigned to a land use and design area or to open space.

Following the general description of districts, a table summarizes preferred design standards and acceptable ranges of development intensities.

Open spaces are considered in a later section.

Land Use and Design Goals

- Incorporate sustainable practices into architecture and site development.
- Create a diverse mix of activities (residences, shops, schools, workplaces and parks).
- Successfully integrate and connect rather than buffer different land uses.
- Provide opportunities and flexibility for a wide range of land uses to respond to changing conditions.



Land Use and Design District Recommendations

TRANSIT ORIENTED DEVELOPMENT

Transit Oriented Development (TOD) is the pattern of land use mixes, residential densities, commercial intensities and urban design principles that support rail transit usage. TOD has significant potential to act as a stimulus for Southdale Neighborhood economic investment and revitalization. TOD-level development around the potential rail transit stop is necessary not only to support transit usage when the station is in place, but also to generate support for the establishment of Southdale Station.

A Southdale Station in conjunction with the development and planned expansion of the Novation Campus have the potential to serve as two unique catalytic projects for long-term investment, enhancement and improvement of the area.

Implementation of rail transit and the establishment of a Southdale Station will require significant collaboration between municipalities, requiring the creation of a regional transit authority. Substantial public investment will also be required.

Both the Urban Mixed Use District and the Urban Residential District are within easy walking distance of the potential Southdale Station. TOD is recommended for both these districts. The difference between these districts

is that the land use mix is more heavily residential in the Urban Residential District.

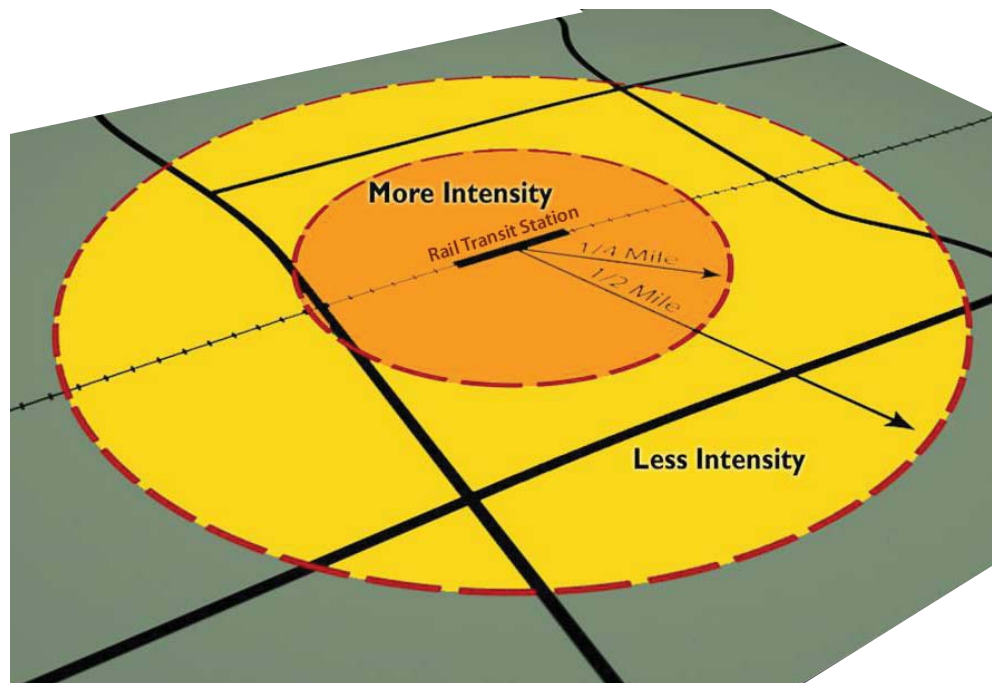
TOD LAND USE MIX

Within walking distance of the station location, the land uses, mix and intensity should support walking and transit. Neighborhood-based and destination-style commercial should make up the first and/or second stories of all buildings, with the remaining floors allowing for office and/or residential uses.

Residents and employees within the TOD area will provide an increase in demand for local goods and services, create a more active neighborhood, increase ridership of public transit and support the demand for a rail transit station within the neighborhood. Residential components should contain a variety of rental and ownership opportunities for all levels of income, including apartments, condominiums and senior housing.

A “critical mass” of residents, employees and visitors is necessary to create a successful TOD. Without a minimum residential and employment density, the efforts of land use mix, urban design and transportation improvements will not be enough to create a supportive environment necessary to establish a Southdale Station.

The minimum residential density necessary to support transit depends on the chosen transit technology, where



Development Intensity is Concentrated within a Comfortable Walking Distance of a Transit Stop



In TODs, multiple transportation modes coexist safely. This photo shows light rail transit.



In TODs, primary building openings should be oriented to open space plazas. This photo shows bus rapid transit.



In TODs, higher density housing should be designed so that it is pedestrian-scaled.

the station is on the rail line and the residential density of the metropolitan area. Within a quarter mile walking distance of the planned transit station, residential density should average between 20 and 30 dwelling units/acre. Typical residential units within this density range are mid-rise stacked flats buildings that are 3 to 6 stories in height.

Similarly, employment density (the number of jobs within walking distance of station) is important to encourage transit use. The number of employees needed to support a station is also dependent on the number of residents, the chosen technology and other factors. Within a quarter-mile to half-mile walking distance, employment density should average 50 jobs per acre.

TOD DISTRICT CHARACTER

Architecture and development patterns can provide the framework for a successful transit- and pedestrian-oriented neighborhood. The TOD area should include widened sidewalks, pedestrian-scaled street lighting and landscape treatments.

Reduced building front and side setbacks, buildings oriented to the sidewalk and open spaces will help provide a sense of enclosure and eyes on the streets and open areas such as Southdale Park. Building stepbacks are encouraged for structures over three stories to allow for greater building heights and densities without compromising pedestrian friendliness.

Public and private open spaces such as plazas and squares provide necessary rest and open space. Plazas and squares offer opportunities for outdoor dining, as well as community events, such as concerts, produce markets and outdoor gatherings.

Successful TODs require sufficient vehicular parking, but visible parking detracts from the pedestrian environment. Parking within the TOD should be accommodated through on-street parking, underground parking and parking garages. Surface lots should be typically located behind or to the side of principle buildings.

URBAN MIXED USE TOD DISTRICT

LOCATION

The Urban Mixed Use TOD District encompasses the rail line in the northwestern quadrant of the Southdale Neighborhood. A majority of the district is highly visible from USH 14 and the Beltline and is accessible from Ski Lane and the Beltline Frontage Road.

The parcel west of the rail line is particularly visible from the Beltline and USH 14. This location is an important future gateway into the City of Fitchburg, so development standards should meet high design standards. Upper office and residential floors will offer views of the Nine Springs E-Way.

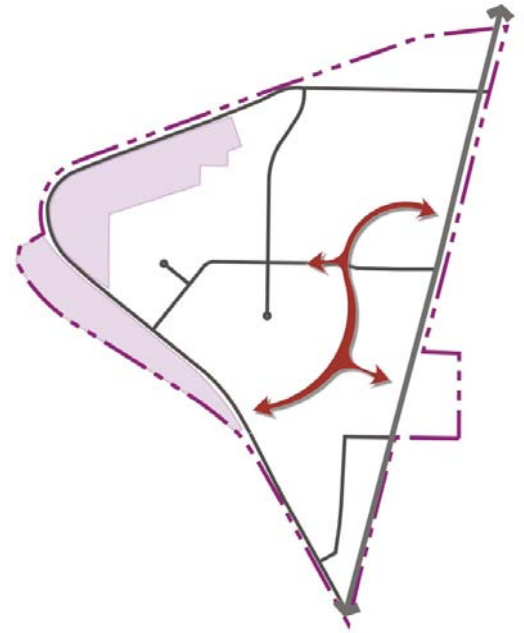
LAND USE MIX

The Urban Mixed Use TOD District offers excellent highway visibility for office and retail commercial uses. The land uses in this district should be a mix of commercial and residential uses, with more emphasis on commercial uses.

DISTRICT CHARACTER

In addition to the general TOD district character requirements, the Urban Mixed Use TOD District should have buildings with high quality architecture that emphasize the integration of sustainable systems and gives particular detail to the street level.

Buildings should provide an attractive facade to the regional highways, but be oriented on the transit station, sidewalks and internal open spaces. Due to the high visibility of the district and high-profile office users, site landscaping and entry plazas should be extensive and attractive.



Urban Mixed Use TOD District



Example of Urban Mixed Use TOD Redevelopment

URBAN RESIDENTIAL TOD DISTRICT

LOCATION

The Urban Residential TOD District is the residential heart of the neighborhood, providing the population necessary to create vibrant mixed-use/commercial and employment centers and support the potential Southdale Station. The Urban Residential TOD District is focused around Southdale Park and the majority of the district is within a quarter-mile of the future station location.

LAND USE MIX

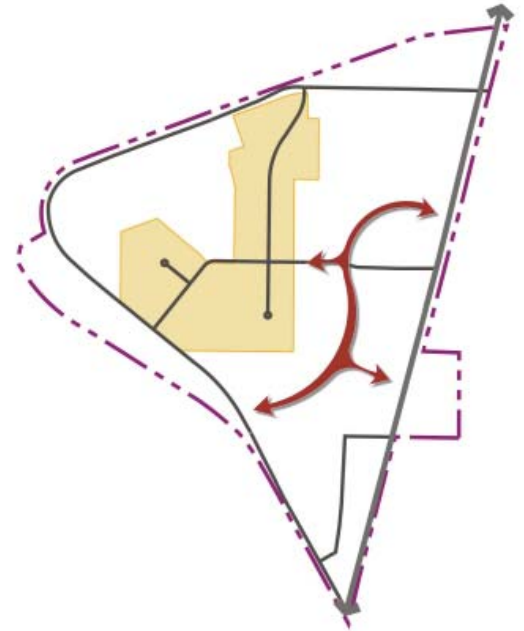
This district will support the residential and employment uses within the adjacent Urban Mixed Use TOD District. Because this district is interior to the neighborhood, there should be a mix of commercial and residential uses, but with more emphasis on residential uses.

Mixed-use and live/work buildings are particularly encouraged at key intersections – East Badger/Pheasant Ridge, Pheasant Ridge/Deer Valley/Lake George and Deer Valley/Ski Lane. Retail and office spaces at these locations should be neighborhood-oriented.

Institutional uses are often incorporated into residential areas. These uses could be churches, schools, government offices, post offices, social/civil/fraternal organizations, social services facilities, adult or child day care, senior housing and cultural facilities. Institutional uses often bring a neighborhood together and create a greater sense of community. Some institutional uses include supporting retail uses.

DISTRICT CHARACTER

While following the general TOD district character requirements, redevelopment in this district should have a decidedly residential character. Wide sidewalks, significant street and private landscaped areas, mini-parks, building materials typical for residential structures and building stepbacks for floors over three stories should characterize the district.



Urban Residential TOD District



Example of Transit-Supporting Urban Residential Redevelopment

URBAN RESIDENTIAL DISTRICT

LOCATION

The Urban Residential District is located in the southern portion of the Southdale Neighborhood, on both sides of and adjacent to Rimrock Road. This district allows the creation of urban density residential to transition from the mixed use commercial employment area to the single family area outside the Southdale planning area. The residents within this district will support the adjacent vibrant mixed-use/commercial and employment centers. This district is beyond a comfortable walking distance from the potential rail station.

LAND USE MIX

Residential uses in this district should offer both rental and ownership opportunities for market-rate and affordable housing needs, preserving and enhancing the diverse and dynamic character of the neighborhood.

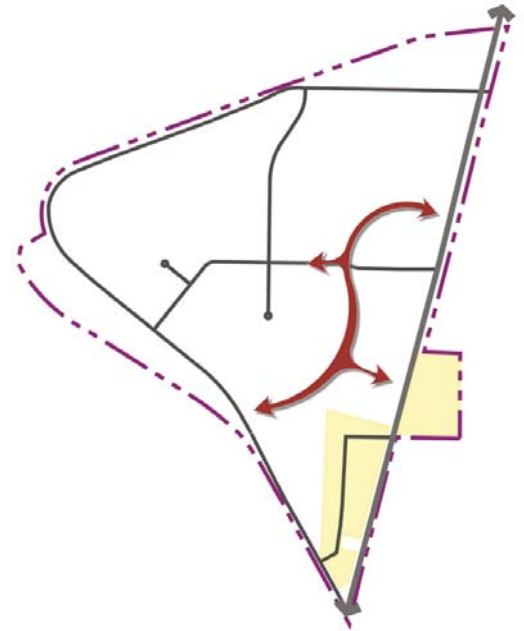
Living options can include low and mid rise condos, town homes and small-lot single-family homes. In order to increase densities and living options, new single-family homes should be higher density urban homes, potentially homes with accessory units that can be rented out or sold as a condominium.

Mixed-use and live/work buildings are particularly encouraged at key intersections – Clausen Street/Rimrock Road, Clausen Street/Oregon Road and Maloney/Rimrock. Retail and office spaces at these locations should be neighborhood-oriented.

Institutional uses are often incorporated into residential areas. These uses could be churches, schools, government offices, post offices, social/civil/fraternal organizations, social services facilities, adult or child day care, senior housing and cultural facilities. Institutional uses often bring a neighborhood together and create a greater sense of community. Some institutional uses include supporting retail uses.

DISTRICT CHARACTER

Architecture and development patterns can provide the framework for a successful pedestrian-oriented neighborhood. Building heights should be 2-4 stories in height, which will allow for single-family homes to mid-rise apartment and condominium homes.



Urban Residential District

Parking should be provided through on-street spaces and off-street surface lots. Off-street surface parking should be located behind buildings, but single-row parking may be located between the building and the street.



Example of Urban Residential Redevelopment

COMMERCIAL-EMPLOYMENT CENTER DISTRICT

LOCATION

The Commercial-Employment Center District comprises much of the eastern portion of the neighborhood, adjacent to Rimrock Road extending from East Badger Road in the northeast to Ski Lane in the southwest. The district has visibility from Rimrock Road and partial visibility from the Beltline and USH 14.

This district partially adjoins the Urban Residential District and appropriate land use and/or site design is important to transition between the Urban Residential and Commercial-Employment Center districts. This district is beyond a comfortable walking distance from the potential rail station.

LAND USE COMPONENTS

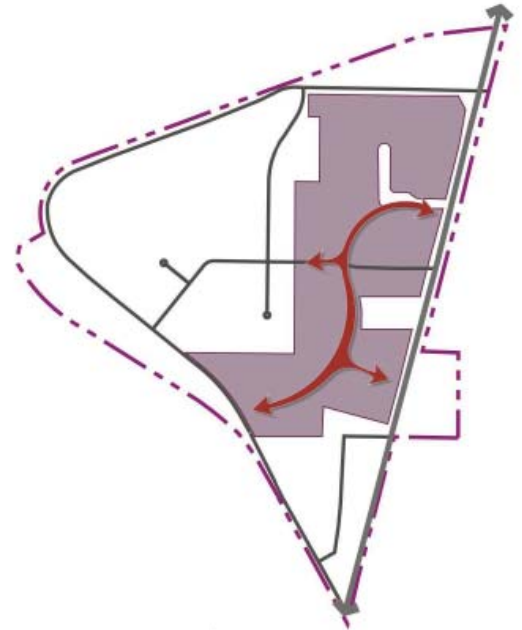
Access and visibility from the adjacent highway and regional roadway system provides opportunities for urban style commercial that offers a wide range of uses including retail, office, light industrial, hotel and residential. The goal of the district is to attract businesses that will grow the existing tax base and offer nearby shopping, education and employment opportunities for area residents.

DISTRICT CHARACTER

This district should offer the wide range of uses that will further diversify the mixed-use neighborhood. Businesses and structures should be both large-scale and small-scale, and include spaces for smaller start-up business incubators and neighborhood-oriented services.

In order to create a pedestrian-friendly gateway to the neighborhood, architectural character should create a pleasing aesthetic and encourage interaction at the street level. This can be achieved by breaking up long façade lines with architectural elements, defining the building base with pedestrian-scale detailing, promoting transparency and providing green spaces between structures and parking lots.

Buildings should range from 1 to 6 stories in height, with the number of 1 story buildings carefully limited. Buildings should be located near the street edge to provide a sense of enclosure and reinforce the pedestrian zone. Streetscape elements should include sidewalks with grassy terraces, street lighting and landscape plantings.



Commercial-Employment Center District

A recently developed highway-oriented use (an auto dealership) is located at the southwest corner of East Badger Road and Rimrock Road. In the long term, this site could be redeveloped and be integrated into the Commercial-Employment district. Redevelopment efforts should implement clear pedestrian connections into and around the district, providing a safe and contiguous network throughout the neighborhood that encourages bike and pedestrian use as an alternate mode of transportation.



Example of Commercial-Employment Redevelopment

HIGHWAY BUSINESS DISTRICT

LOCATION

The Highway Business District is in the northeast corner of the neighborhood. This district is located at an important Beltline interchange. It is well-served by highways and regional roads, but largely disconnected from the rest of the neighborhood. The district's attributes make it a strong location for highway-oriented land uses.

Large portions of this district were recently developed, so they are not likely to be redeveloped in the short term. These land use and design standards provide guidance for interim changes and eventual redevelopment.

COMPONENTS

Current uses are auto dealerships and light industrial. Appropriate long-term land use recommendations include highway-oriented commercial, office and light industrial.

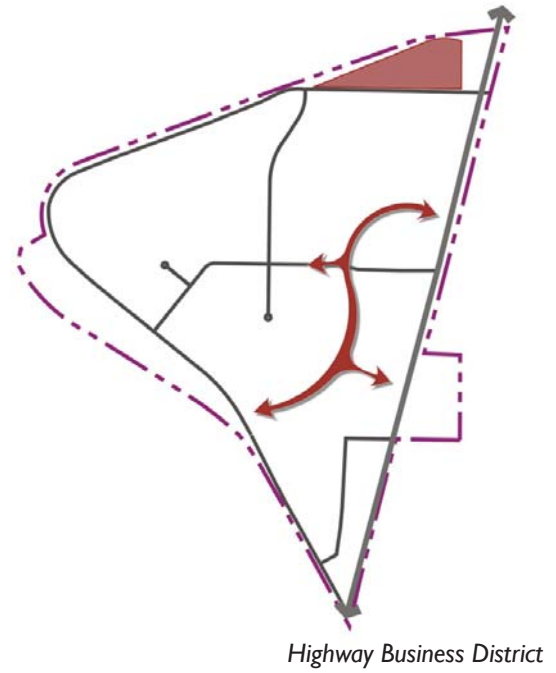
DISTRICT CHARACTER

The Highway Business District should include 1-to-4 story buildings adjacent to the existing Beltline, East Badger and Rimrock Road roadway frontage. The number of 1 story buildings should be carefully limited.

Although these uses are auto-oriented, design standards should consider scale and pedestrian amenities, specifically where these parcels face residential components of the neighborhood.

Because these sites are predominantly surface parking, architecture and open space should be integrated in patterns that break up long expanses of parking and loading. Since a majority of these sites will remain as impervious surfaces, use of green building practices and sustainable stormwater management techniques, such as green roofs and permeable pavers, are encouraged (see Appendix C).

Vehicular circulation through the East Badger Road/Rimrock Road intersection and into the district should be clear and safe. The vehicular traffic pattern should support bicycle routes on East Badger Road and Rimrock Road.



Example of Highway Business Redevelopment

DRUMLIN GARDEN STUDY AREA

LOCATION

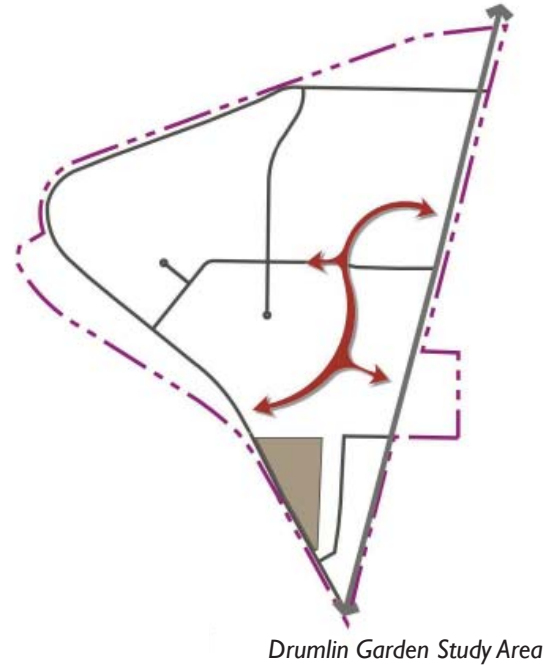
The Drumlin Garden study area is located in the southwest corner of the neighborhood. The area is just south of the City of Fitchburg/Town of Madison border and currently contains the Drumlin Garden.

LAND USE COMPONENTS

Current uses include a community garden known as Drumlin Garden.

DISTRICT CHARACTER

The purpose of this land use district is to retain the existing land use designations (as shown on page 12) until December 31, 2011. Unless a different land use designation is determined prior to the December 31, 2011 expiration date, the land use designation will be consistent with either the Commercial/Employment or Urban Residential districts. Park requirements could occur under either land use designation for any residential development. City of Fitchburg zoning would accommodate the chosen land use designation.



Drumlin Garden Study Area

DISTRICT DESIGN GUIDELINES SUMMARY

The intended character of each land use district is described on the previous pages. This section is a summary of the district design guidelines, quantified in standards typical for planning and urban design professionals.

These guidelines describe the intensity and character of each district when it is completely redeveloped (at “build out”). Interim redevelopment projects should meet the intent of the guidelines and contribute to ultimate build out character within each district. However, each interim project will likely not be able to achieve many of these guidelines independently. These guidelines are intended

to be flexible and they should be applied only as site requirements allow.

These design guidelines are in addition to underlying Town of Madison, Dane County, City of Madison, City of Fitchburg and Wisconsin Department of Transportation regulations.

It is noted that the recommended development intensity on each redevelopment site may not be possible without public financial assistance, such as tax increment financing or other sources. To accommodate this plan’s redevelopment intent, changes are necessary to the current Dane County and City of Fitchburg zoning districts.

These District Design Guidelines apply to the two districts that are generally within a 1/4-mile walk from the planned rail transit station. Redevelopment in these districts will be driven more by visibility from USH 14 and the Beltline and the rail transit station. The intent of this plan is that redevelopment result in a functional Transit Oriented Development. The district design guidelines on this page should be considered requirements for each redevelopment project.

	Urban Mixed Use TOD District	Urban Residential TOD District
Recommended Uses	Transit center; mixed uses (residential, retail and office) with an emphasis on commercial uses; business incubator	Transit center; mixed uses (residential, retail and office) with an emphasis on residential uses; live/work units; institutional.
Use Description	Mixed use buildings, ground floor retail, upper floor residential	Mixed use buildings, town homes, low and mid-rise condos, apartments, supportive neighborhood retail
Development Intensity	Residential: 20-30 dwelling units/acre Employment: 50 jobs/acre (min) FAR: 1.5 - 5.0	Residential: 20-30 dwelling units/acre FAR: 1.5 - 5.0
Building Heights	3-6 stories Building setback of at least 6’ for fourth floor and above	3-6 stories Building setback of at least 6’ for fourth floor and above
Principle Building Setbacks (from right of way)	0’ minimum 20’ maximum	0’ minimum 20’ maximum
Build-to-Zone	Minimum 75% of street frontage should be building or alternative open space feature	Minimum 75% of street frontage should be building or alternative open space feature
Open Space Ratio (minimum)	0.15	0.15
Vehicular Parking	On-street parking, parking garages and underground parking. Parking between building and street is strongly discouraged.	On-street parking, parking garages and underground parking. Parking between building and street is strongly discouraged.
Signage	Wall mounted, window, canopy or awning style. Among other prohibited sign types, off-premise signs are specifically prohibited.	For non-residential: wall-mounted, window, canopy or awning style

Definitions of less common words:

- **Build-to-Zone:** The location of the front of the building relative to the parcel's front lot line.
- **Floor Area Ratio (FAR):** A way to measure development intensity. The FAR is the total building square footage divided by the site square footage. For example, a building 2 stories tall that covered the entire lot (parcel line to parcel line), a building 4 stories tall that covered only half the lot, and a building 8 stories tall that covered only a quarter of the lot would all have an FAR of 2.0.
- **Open Space Ratio (OSR):** The open space ratio is the amount of open space required, expressed as a percentage of the total area on the parcel. Open spaces include landscaped areas, hardscape plazas and squares, sidewalks and required setbacks.
- **Stepback:** Building stepbacks allow higher buildings while minimizing the feeling of taller buildings from the pedestrian sidewalk level. The facade of upper floors is pushed back from the front facade.

These District Design Guidelines apply to the three districts that are generally further than 1/4-mile from the planned rail transit station. Redevelopment in these districts will be incremental on smaller development parcels, and driven more by access to Rimrock Road and Oregon Road. The district design guidelines on this page should be considered targets for each redevelopment project.

	Urban Residential District	Commercial-Employment Center District	Highway Business District
Recommended Uses	Higher density residential; supportive neighborhood retail; live/work units, institutional.	Flex use, office, retail, lodging, educational, other commercial, residential; business incubator.	Office, retail, other commercial, lodging, light industrial.
Use Description	Town homes, low and mid-rise condos, apartments, supportive neighborhood retail	Campus-style employment and retail; mixed uses	Highway-oriented uses
Development Intensity	Residential: 10-20 dwelling units/acre Non-residential: 10,000 square feet per site (max) FAR: 0.25 - 3.0	Employment: 50 jobs/acre (min) FAR: 0.25 - 5.0 Residential can be accommodated as a part of a mixed use building.	FAR: 0.25 - 3.0
Building Heights	2-4 stories Building stepback of at least 6' for fourth floor	1-6 stories (1 story buildings limited) Building stepback of at least 4' for fourth floor and above	1-4 stories (1 story buildings limited)
Principle Building Setbacks (from right of way)	5' minimum 15' maximum	5' minimum 35' maximum	20' minimum
Open Space Ratio (minimum)	0.25	0.25 0.15 for areas with caps over contaminated soil	0.15
Vehicular Parking	On-street and surface parking. Parking between building and street is discouraged.	On-street and surface parking; structured & underground parking is encouraged. Parking between building and street is discouraged.	On-street and surface parking; structured & underground parking is encouraged. Single row parking and drive-through aisle between building and street permitted.
Signage	For non-residential: wall-mounted, window, canopy or awning style	Wall mounted, window, canopy or awning, monument.	Wall mounted, window, canopy or awning style, monument.

NEIGHBORHOOD-SUPPORTIVE RETAIL

All land use districts allow retail uses in some form. The Urban Mixed Use TOD District, the Urban Residential TOD District, the Urban Residential District and the Commercial-Employment District specifically support neighborhood-supporting retail uses.

In neighborhood planning meetings, residents were asked to identify which specific retail uses are most in need in the Southdale Neighborhood. The residents created a list of retail uses that could be stand-alone or incorporated into a mixed use development.

The listed uses reflect the desires of current neighborhood residents. While the market demand for these uses in the Southdale and adjacent neighborhoods is unknown, the absence of these uses indicates that the local market may not be able to currently support them. As redevelopment occurs and the character of the neighborhood's commercial areas improves, these uses may be appropriate.

Desired neighborhood-supporting retail uses, as ranked by neighborhood residents:

- Farmers' market: easily accessible; highly visible; mobile; flexible; adjacent to open space (e.g. Lake George area); areas for seating and shelter; could have mutually beneficial relationship with retail such as restaurants where people can get something to drink and walk through the market.
- Sit-down restaurant: not fast food; restaurants under local ownership serving a varied cuisine; affordable; family restaurant; relaxed, not rushed.
- Grocery store: local and personal; small market size; affordable; fresh food; locally grown; different and local serving.
- Day care center
- General store: a variety of daily needs such as gloves, screws, plumbing supplies, pans, etc.
- Café/coffee
- Repair services: electronics such as DVD players and computers
- Deli/bakery
- Music/dance/exercise studio: place to exercise, relax and workout; could be holistic in nature.
- Urgent care or emergency medical office
- Trade/technical school
- Motel/hotel use: A motel/hotel may support office/retail uses and provide jobs, but the building scale should fit the neighborhood.

Retail uses that are less desirable for Southdale Neighborhood or were already offered and no more were desired:

- Antique store
- Bank/credit union
- Commercial parking lots
- Fast food restaurant
- Flea market
- Funeral home or mortuary
- Liquor store
- Mini storage warehouse
- Vehicle sales/service/repair

The commercial areas of the neighborhood should be active, even after quitting time for the office components of Novation Campus. Neighborhood retail should be mixed to encourage activity during evening and weekends, without conflicting with the neighborhood's residential areas.

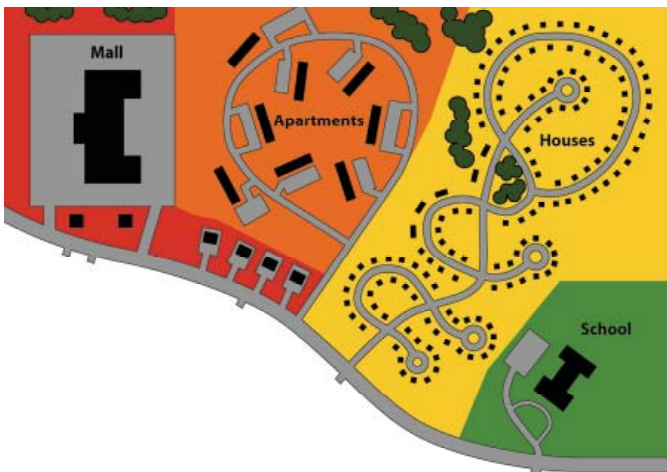
TRANSPORTATION AND ACCESS IMPROVEMENTS

An interconnected street network, transit service, pedestrian mobility and bicycle facilities form the backbone for successful revitalization of the neighborhood. Recommendations within this section address how the current transportation network can be enhanced to improve the safety and mobility of existing residents while establishing the necessary framework to accommodate future redevelopment proposals.

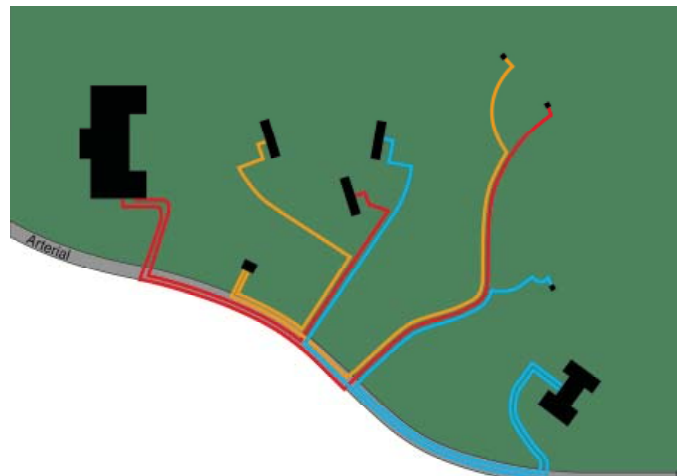
Transportation and Access Goals

- Create a compact and connected neighborhood that encourages pedestrian activity without excluding automobiles.
- Promote a range of transportation options. Streets should be designed to promote safe and efficient use by walkers, bikers and drivers.
- Incorporate a network of streets of various sizes and functions.
- Improve connections within the neighborhood and improve access to underutilized areas.
- Connect the neighborhood to adjacent neighborhoods and the region.
- Improve transit service.

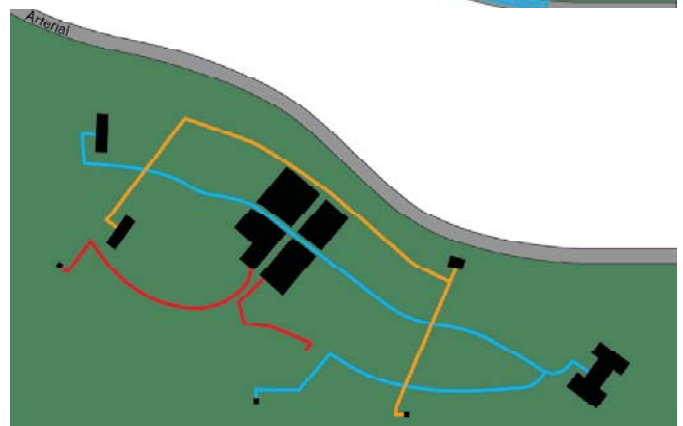
The top left graphic shows a disconnected street network contributes to a lack of connectivity among land uses, such as in the Southdale Neighborhood.



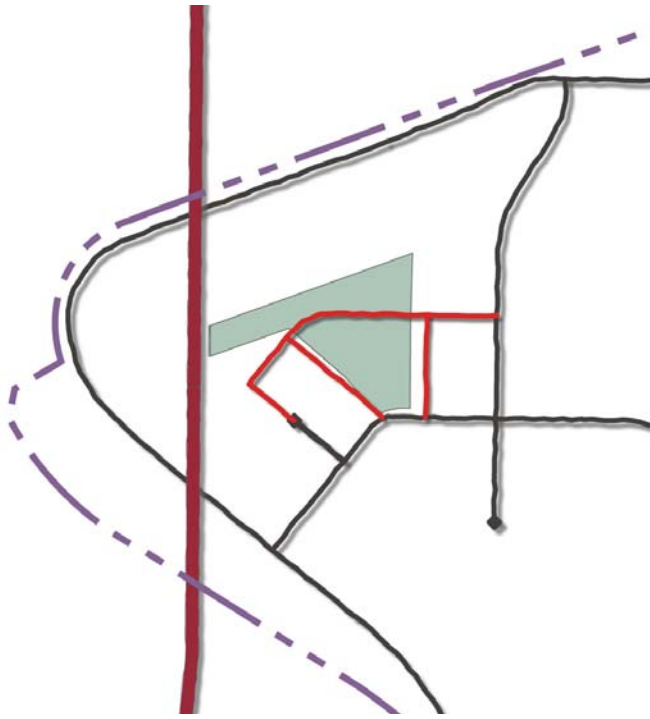
The top right graphic shows the resulting walking and driving patterns when land uses are disconnected. Travel distances are much longer. All trips must use one road, such as Rimrock Road or East Badger, so these roads are busy and fast.



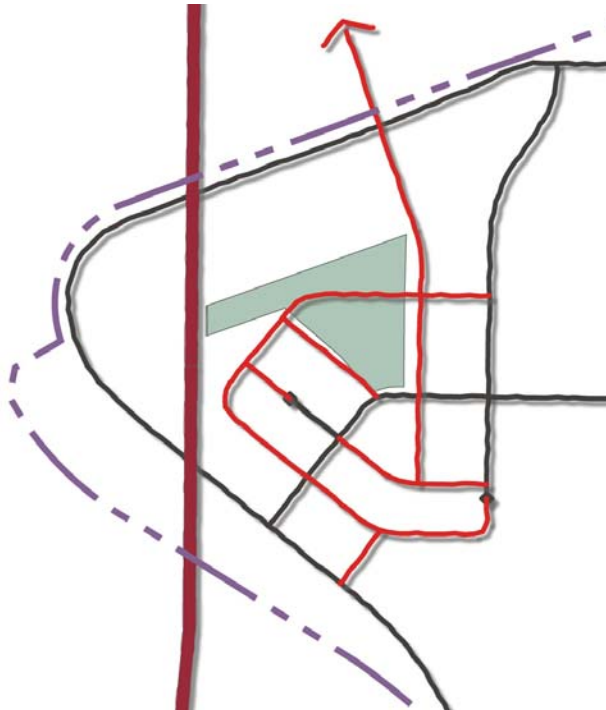
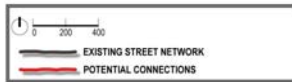
The bottom left graphic shows land uses that are connected by the transportation network.



The bottom right graphic shows the resulting walking and driving patterns when land uses are connected. Travel trips are shorter and more walkable, and roads can be smaller and slower.



Potential Street Network Around Southdale Park
Existing parking lot access drives could be converted to local streets, providing more accessibility around the park.



Potential Street Network Around Southdale Park
As multi-family structures are redeveloped, new street connections could form smaller, more connected, and more pedestrian-friendly blocks.

NEIGHBORHOOD STREET NETWORK

Streets within the Southdale Neighborhood should accommodate a wide range of users, including those who chose to walk, bike and drive. An interconnected street network safely and efficiently distributes traffic and provides improved access for police and emergency services.

Residential areas within the Southdale Neighborhood are currently served by a limited street network that focuses traffic and creates areas where police and neighborhood residents are unable to regulate or monitor undesirable activities. The current multi-family homes are served by parking lots which often have only one way in and one way out. As redevelopment initiatives are brought forward by the private sector, it will be important to look for opportunities to expand the local street network, creating a more fine-grained neighborhood block pattern.

Two potential patterns illustrating how a more fine-grained neighborhood and interconnected street network could be created are shown. These patterns illustrate the intent of this recommendation and do not indicate a specific proposed street layout as redevelopment initiatives are likely to be incremental.

Regardless, redevelopment will require new transportation linkages on each parcel. These transportation investments can continue to be disjointed serving only the individual redevelopment parcel, or they can be linked into a connected street network to support the entire neighborhood.

Increasing street connectivity requires a partnership among private landowners, developers and the Town of Madison and City of Fitchburg.

CONNECTIONS AND ACCESS POINTS

New and improved intersections and additional street connections are important to improving the existing neighborhood and promoting redevelopment and infill initiatives such as the Novation Campus. The recommended improvements will be achieved through a combination of private and public investments. The description of these improvements reference this summary map.

New Access

Three new intersections are proposed. These new intersections are planned to accommodate development of the Novation Campus and increase local street connectivity. These new access points were evaluated and justified as part of the required Traffic Impact Analysis prepared for the Novation Campus.

- Intersection A: The current “T” intersection of Moorland Road with Rimrock Road should be extended into the area planned for expansion of the Novation Campus creating a conventional four-way signalized intersection. This new intersection will serve as the primary gateway into the Novation Campus and allow for the extension of a new commercial street that will end at an intersection with Ski Lane. Novation Campus development plans indicate that the existing convenience store and gas pumps at this location will be relocated to make this extension possible.
- Intersection B: This new intersection is planned to accommodate better access and traffic distribution for the Novation Campus development and will be signalized.
- Intersection C: This new intersection is planned to help reduce demand on Rimrock Road by providing another access point to areas planned for expansion of the Novation Campus.

Additional Street Connections

As previously described, the existing street network is highly fragmented, isolating neighborhood residents. This plan includes three recommendations for increasing local street network connectivity.

- Ski Lane/Oregon Road Connection: WisDOT plans to eliminate the current slip ramp entering USH 14 from Oregon Road to improve safety. During the removal of the Oregon Road ramp, the roadway should be realigned to flow onto Ski Lane. Realignment and connection will allow for extension of the recommended Oregon Road

bicycle lanes along Ski Lane.

- Lake George/Deer Valley Connection: As noted, Pheasant Ridge/Deer Valley residents now cut-through private property to access retail uses on Rimrock Road. Lake George Road should be extended to connect with Pheasant Ridge Trail Road to improve access for local residents to Rimrock Road and to employment and retail services planned within the Novation Campus. This connection will improve access for residents and emergency service providers. (See Improved Intersections regarding changes to the Deer Valley/Pheasant Ridge intersection.)
- Beltline Overpass: As improvements are made to the Beltline and the USH 14/USH 12/USH 18 interchange, WisDOT should evaluate a local street connection near the location of the current Beltline pedestrian overpass. This connection would help to eliminate use of the Beltline for local trips (improving regional travel) and help improve access into and out of the neighborhood.
- USH 14 Overpass: After the elimination of the USH 14/Oregon Road slip lane, and when improvements are made to USH 14 and the USH 14/USH 12/USH 18 interchange, WisDOT should evaluate a local street connection between Rolfsmeyer Road and Ski Lane/Oregon Road. The location and any environmental impact of this local road connection needs more study. This local road connection would provide neighborhood residents multi-modal access to Fish Hatchery Road without use of the Beltline, and provide access for emergency vehicles from Fitchburg. Care should be taken to ensure that this connection does not create high volume or high speed vehicular neighborhood cut-through.

Improved Intersections

Intersection improvements are recommended to improve traffic flow and increase pedestrian and bicyclist safety.

- Pheasant Ridge Trail/Deer Valley Road (Intersection D): It is recommended that this intersection be modified to improve pedestrian safety and moderate traffic speeds through the residential area. The southbound and eastbound right turn radius should be reconstructed to require a slow right turn. In addition, if Lake George Road is extended to connect at the current intersection of Deer Valley Road, a conventional four-way intersection should be created. Intersection traffic calming measures, such as a roundabout and weight limits, should be included



This residential intersection uses a different paving texture to emphasize the pedestrian crossings.



A raised intersection puts crossing pedestrians at a higher, more visible level.



A properly designed roundabout slows intersection traffic, but still allows buses, emergency vehicles and trucks to pass.

to limit the use of this route by semi truck traffic. Any roundabout should accommodate transit vehicles. Sidewalks should be installed on Deer Valley Road before Deer Valley Road is connected to Lake George Road.

- Oregon Road/Clausen Street (Intersection E): The City of Fitchburg should continue to monitor this intersection to assess if intersection changes result in a sustained reduction in cut-through traffic.
- Oregon Road/Rimrock Road (Intersection F): This intersection requires improvement to accommodate current and future traffic demands. The specific improvements have not been determined, however, the Novation Campus Traffic Impact Analysis study recommends that Oregon Road “T” into Rimrock Road. This reconfiguration should discourage truck traffic on Ski Lane. Appropriate bicycle and pedestrian accommodations should be included regardless of final design of this intersection. Compounding the problem, the Rimrock Road/Engelhart Drive intersection is an awkward intersection with sight-distance problems. This intersection should be included in the Oregon Road/Rimrock Road study and improvements.
- Pedestrian Crossings: Traffic calming measures such as an intersection table top, bulb-outs and prominent crosswalk lines should be installed at important internal intersections. These intersections include Deer Valley Road/Country Rose Court and at the Deer Valley Road entrance to Southdale Park.

Neighborhood Identification Signage

Neighborhood residents suggested that the Southdale Neighborhood should have an entry, similar to downtown neighborhoods. Once the Lake George Road/Deer Valley Road connection is made, its likely that this road will become the most convenient and prominent entry into the neighborhood. A Southdale Neighborhood identity sign should be included in this connection.

Rimrock Road is also a major future gateway for the City of Fitchburg. The City should place an identification sign on the west side of Rimrock Road or within a median just south of the Beltline.



Connections and Access Recommendations

POTENTIAL STREET SECTIONS

While the overall network of streets is key to revitalizing the neighborhood, the physical design of each street is also important in determining if a street can safely accommodate all transportation users – drivers, bikers and walkers.

As streets are reconstructed in the future, the Town, City and County should consider redesigning neighborhood streets to encourage pedestrians and bicycles on all streets, and to encourage regional vehicular movements on designated regional routes. Streets should be designed to reflect their environment. While vehicular paths should be consistent, the placement and design of streetscaping and bicycle and pedestrian paths should be directed by adjacent land uses and the street's expected vehicular volume.

Residential Roads

The neighborhood's local streets connect individual homes to commercial and other residential areas at a smaller, more pedestrian-friendly scale. Residential Roads include Country Rose Court, Maloney Drive, Clausen Street and Pheasant Ridge Trail south of Deer Valley Road.

Residential streets should have a narrower width (9'-10' wide travel lane) to slow traffic, discourage cut-through traffic, and allow a safer connection for vehicles, pedestrians and bicyclists. Where appropriate, on-street parking should be on one or both sides of the street.

Because of the traffic calming effects of narrowed travel lanes and on-street parking, safe bicycle travel can occur in shared travel lanes rather than in striped bicycle lanes.

To encourage walking along Residential Roads, there should be sidewalks located on both sides of every road. Pedestrian scale and safety should be strengthened by the inclusion of street trees on both sides of every Residential Road.

Residential Streets

The Residential Streets are the main connections for the residential sections of the neighborhood. These streets must support proper pedestrian, bicycle, transit and vehicular mobility, while also serving as gathering and meeting spaces for neighborhood residents. Residential Streets include Pheasant Ridge Trail and Deer Valley Road.

These streets should encourage slower vehicular speeds, but still provide ample room for neighborhood vehicular and bicycle traffic to move comfortably. With the higher

level of vehicular traffic expected, these streets should have a striped bike lane.

Additional streetscape elements should include on-street parallel parking (where appropriate), sidewalks and grassy terraces that provide room for lighting and street trees.

Vehicular access should provide easy connections without compromising the pedestrian and bicycle network. This can be achieved through implementation of traffic calming, providing crosswalks at key intersections and creating connections to bicycle and pedestrian facilities.

Mixed Use Streets

The Mixed Use Streets are the primary paths through current and future commercial and mixed use areas. These existing streets include East Badger Road, Beltline Frontage Road, Ski Lane and Oregon Road. The planned streets within Novation Campus should also follow these guidelines.

Wider travel lanes (10'-11' wide) and on-street angled or parallel parking at business fronts provides easy and convenient access for customer use and delivery needs.

With the higher level of vehicular traffic expected, Mixed Use Streets should have a striped bike lane. Bikes lanes and sidewalks on both sides encourage biking and walking, while accommodating higher traffic volumes.

Widened pedestrian sidewalks should be designed near mixed-use and commercial building entries, major intersections and along stretches of on-street parking. This area provides additional unloading space for passengers and provides opportunities for pedestrian-based activities, such as outdoor dining or sidewalk sales.

Streetscape elements should include wide sidewalks, street lighting, street trees and accent plantings mixed throughout the combination of grassy and paved terraces. Areas with widened paved terraces should offer additional pedestrian amenities, such as benches and trash receptacles.

Traffic calming measures, such as bump outs, roundabouts and relatively narrow street widths, should be implemented to slow local traffic, discourage unnecessary cut-through semi-truck traffic and provide safer connections for pedestrians and bicyclists.

Rimrock Road

Rimrock Road serves as the primary travel route for many Southdale residents and the adjacent Moorland-Rimrock and Indian Springs Neighborhoods. Rimrock

Road is also a heavily traveled regional road, that conveys commuter traffic from areas south of the neighborhood into Downtown Madison. The City of Fitchburg, Dane County, and WisDOT all support the continued regional role of Rimrock Road.

Some residents have suggested that Rimrock Road should be converted back to a narrow rural road, and regional traffic diverted elsewhere. However, Rimrock Road is now a county highway and a regional connector. This regional role will likely increase as development continues and intensifies to the south in Fitchburg neighborhoods near Syene Road and Oregon Road.

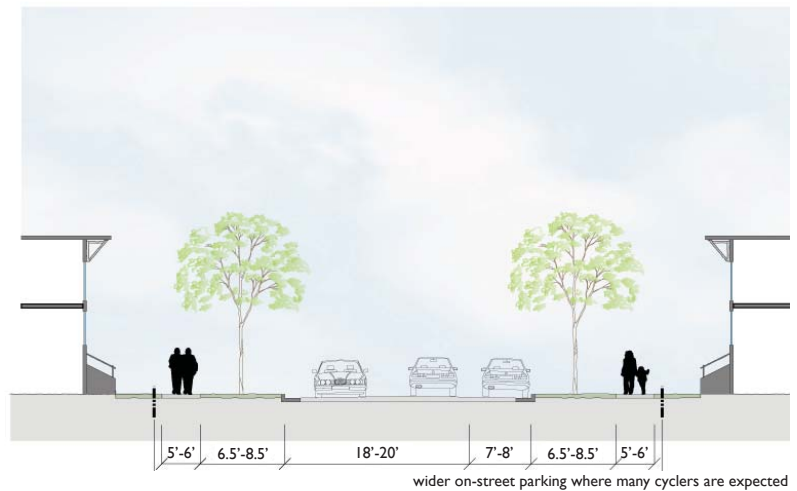
Design and aesthetic enhancements should reflect the importance and dual purpose of this corridor and should help to establish a pleasing neighborhood gateway and foster a sense of pride within the community. Rimrock Road design should not only accommodate regional vehicular traffic, but also provide safe crossing points for pedestrians and bicyclists. Safe pedestrian crossings are necessary for neighborhood retail viability.

Recommendations for improvement and enhancement of the Rimrock Road corridor:

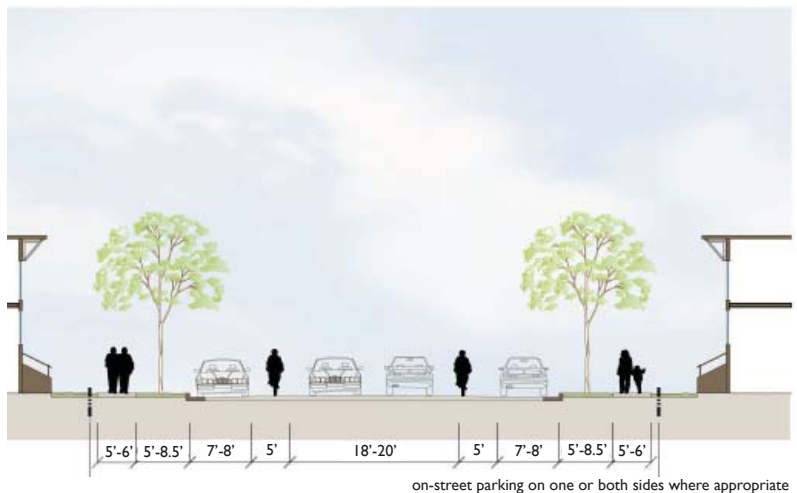
- Install prominent cross-walks at all street intersections.
- Create additional signalized intersections (where warranted) to allow safer pedestrian and bicycle crossings.
- Convert the roadway to a consistent divided, four-lane road as traffic and development warrant.
- Install sidewalks along both sides of Rimrock Road.
- Install shade trees within the street terrace to increase pedestrian comfort and perceived safety.
- Install landscaping within the median including a combination of shade and ornamental trees, shrubs and perennial plantings.

TRANSIT

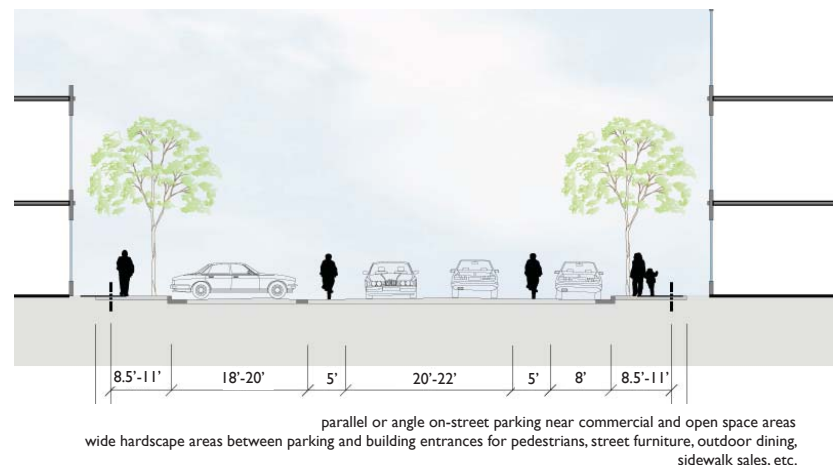
As redevelopment advances and projects bring additional employees and residents into the neighborhood, the Town and City should continue to coordinate with Madison Metro to assure that appropriate service is maintained.



Potential Residential Road Cross-Section



Potential Residential Street Cross-Section



Potential Mixed Use Street Cross-Section

See page 18 for recommendations regarding rail transit improvements, and pages 27 and 28 for recommendations regarding transit-oriented development.

TRANSPORTATION DEMAND MANAGEMENT

Transportation Demand Management (TDM) is a general term for strategies that result in more efficient use of transportation resources. TDM emphasizes the movement of people, rather than the movement of motor vehicles, by giving priority to non-motorized travel, ridesharing and public transit. TDM increases overall transportation system efficiency and often reduces total vehicle traffic.

TDM measures can be used to achieve the following goals:

- Decrease vehicular congestion
- Reduce vehicle emissions and conserve energy
- Reduce parking congestion
- Increase public transportation utilization
- Increase transportation affordability

This neighborhood plan incorporates many TDM strategies:

- This plan recommends improved sidewalk connections. Local residents will be able to walk to retail, employment and education.
- This plan recommends and encourages mixed land uses. Mixed-use development encourages linked trips. Trips are “linked” when several trips are satisfied at one location – such as daycare, dry cleaning, and a coffee shop – and only one vehicle trip is necessary.
- This plan recommends higher density development that provides clustered activities and increases transit service efficiency.
- Recommended improvements in this plan accommodate and encourage safe walking and biking throughout the neighborhood.
- This plan recommends a well-connected sidewalk system that will encourage people to park once and walk to several destinations rather than drive and park at each destination.

The Novation Campus will bring a significant number of employees to the neighborhood. TDM measures are often most effective for commuting trips. It is recommended that the management company of the Novation Campus investigate and sponsor the following TDM commuter programs:

- Provide abundant and well-distributed bicycle parking and consider making a portion of the bicycle parking covered to provide protection from weather. Also encourage employers to provide locker facilities and changing/shower

rooms to promote cycling to work.

- Encourage employers to establish telework and flextime policies. Telework allows employees to access their work from their homes, using their computers to commute to work rather than a vehicle. Flextime policies allow employees to begin and end their work hours at off-peak times.
- Encourage employers to consider commuter financial incentives such as travel allowances, parking cash out, and transit and rideshare benefits. Parking cash out means that commuters who are offered subsidized parking are also offered the cash equivalent if they use alternative travel modes.
- Encourage formation of a Transportation Management Association (TMA) among businesses to promote TDM strategies for employees. A TMA is a private, member controlled organization that would promote transportation demand management strategies around the Novation Campus for member businesses.

PEDESTRIAN AND BIKE CIRCULATION

The recommendations for street design provide some guidance for appropriate bike and pedestrian facilities.

The accompanying graphic shows all recommended sidewalk and bicycle facility improvements. The following improvements should be incorporated into redevelopment and infrastructure projects.

- Intersection signalization at Moorland Road and the Novation Campus road at Ski Lane (as part of the Novation Campus development).



Existing Rimrock Road Streetscape

- Sidewalks along both sides of Lake George Road, particularly if it is extended to connect with Deer Valley Road (as part of the Novation Campus development).
- On-street bike lanes along the new street that connects Moorland Road extended and Ski Lane (as part of the Novation Campus development).
- Sidewalks along the west side of Rimrock Road south of Lake George Road (as part of the Novation Campus development).
- On-street bike lanes or an off-street multi-use path along the Ski Lane/Oregon Road frontage (funded by WisDOT as part of future projects related to the removal of the on-ramp slip lane at Oregon Road and USH 14).
- Sidewalks on the west side of Ski Lane/Oregon Road as part of each redevelopment project).

The following sidewalk and bicycle projects should be constructed by the Town of Madison and City of Fitchburg. These improvements could be combined with street and/or infrastructure improvements. The City of Fitchburg will pay much of the cost of sidewalks in front of single-family homes. The following improvements are prioritized.

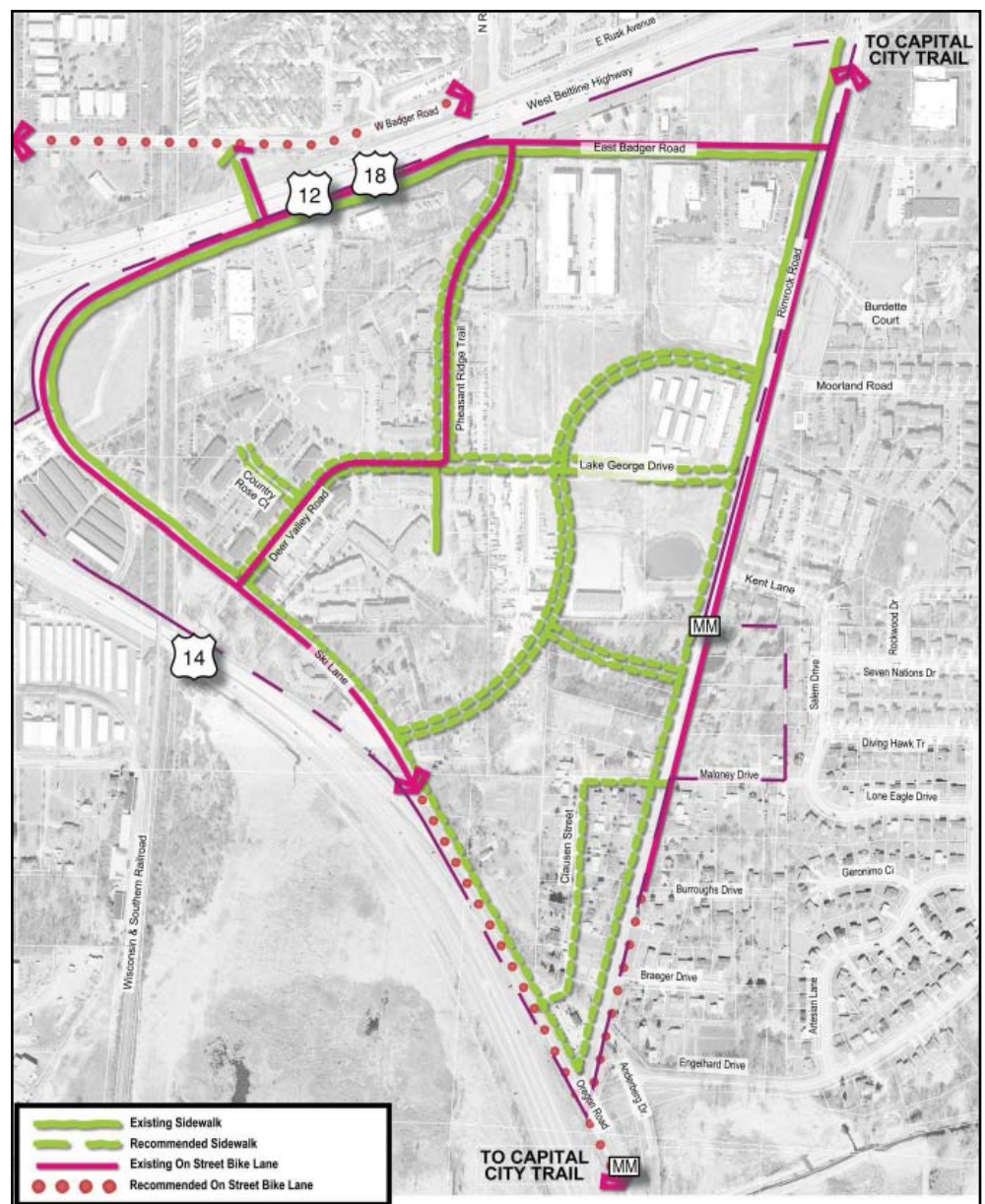
- In the near term, purchase an easement and construct a multi-use trail to connect Deer Valley Road and Lake George Road. The path should have adequate lighting without creating light pollution for adjacent residential structures.
- Sidewalks on both sides of Deer Valley Road and Pheasant Ridge Trail.
- Traffic calming measures at the intersections of Deer Valley Road/Country Rose Court and the Deer Valley entrance into Southdale Park.
- Sidewalk on along the east side of Ski Lane/Oregon

Road from Deer Valley Road south to Rimrock Road.

- Sidewalks on at least one side of Maloney Drive and Clausen Street, beginning at the mini-park.

In addition, the following recommended improvements are outside the neighborhood boundary but they would improve bicycle mobility for Southdale residents.

- Include a striped bike lane on West Badger, so that bicyclists using the pedestrian overpass can access South Transfer Station and North Rusk Avenue.
- Include a striped bike lane on Oregon Road to connect the Southdale Neighborhood with the Capital City Trail.



Bicycle and Pedestrian Improvement Recommendations

HOUSING AND ECONOMIC DEVELOPMENT

LIFE CYCLE HOUSING

A healthy neighborhood allows its residents to stay within the neighborhood throughout their lives. Since our housing needs change as we age, a neighborhood needs to have a variety of housing options.

For example, single young adults may need to rent a small apartment, but may wish to move to a single-family house when they marry and have children. After the children move out, the married couple may wish to downsize to a condominium, and ultimately move into senior housing or assisted living.

Because of the high number of rental units and their affordability, the Southdale Neighborhood for many is a place to live until one can afford something better and more permanent. However, it is the intent of this neighborhood plan to continually improve the quality of life for residents and the economic opportunities for business owners so that the Southdale Neighborhood is a neighborhood of choice. This neighborhood plan seeks to provide housing opportunities for lifelong Southdale residents.

HOUSING AFFORDABILITY

Individual neighborhoods should offer a balance of rental and ownership opportunities. This helps shape the diversity of the residential component of a neighborhood as well as reduce segregation of economic classes and income levels.



The Uplands, Sun Prairie, WI

Housing and Economic Development Goals

- Provide a wide spectrum of housing options, including affordable options.
- Enhance opportunities for employment within the neighborhood.
- Stimulate reinvestment and economic development that strengthens commercial uses and complements residential uses.

Integration of Affordable Housing

The integration of housing options is one of the keys making the Southdale Neighborhood a more desirable place to live. Integrated neighborhoods with significant affordable components, including communities in the Chicago Metropolitan area and more local examples such as Highland Gardens (Milwaukee, WI) and The Uplands (Sun Prairie, WI) tend to have an affordable housing component ranging 15-40 percent of the total residential units. These numbers include rental and ownership opportunities from duplex, townhomes, apartments and single-family housing.

Through the current public process with the Town of Madison, City of Fitchburg and current neighborhood residents, a need has been identified for ownership and move-up opportunities. Based on these needs, the City has introduced the goal of creating a neighborhood that is more balanced than the current 87% renter/13% owner split.

With the creation of design guidelines that make affordable housing indistinguishable from market rate housing and offering affordable home ownership opportunities, residents are more willing to take a sense of pride and ownership of the neighborhood. This sense of pride often leads to neighborhood revitalization and enhances the quality of life.

Strategies for Affordable Housing

Future residential and mixed use redevelopment proposals should take into consideration the current and proposed population in the Southdale Neighborhood. By providing densities and financially assisted opportunities similar or greater than current numbers, current residents will be more likely to be able to continue living in the neighborhood.

Because the increase of ownership opportunities and introduction of market rate housing are often seen as factors that will increase the cost of living within the neighborhood, future redevelopment projects should consider measures that will ensure that the affordable components of the neighborhood continue. These

measures could include programs such as rehabilitation loans, homeowner/tenant and landlord education, Section 42 Affordable Housing Credits and other suitable measures.

Workforce Housing

Workforce housing targets working families and the young working class, such as teachers, police officers, medical staff and retail professionals. These professions often earn 80 percent of the median income level. Because their earnings often do not provide opportunities for the workforce to own quality housing within close proximity to jobs, goods and services, they often must commute longer distances from more affordable neighborhoods. In addition to the environmental impact of these commutes, employees have less time to spend with families, recreation or continuing education.

Employers have found that by assisting with rental or home ownership costs and in some cases providing housing in close proximity to work, employee productivity and retention is increased. Workforce housing is often a partnership between private entities, public agencies and non-profits that work together to provide loans or subsidies to offset the cost of rent or ownership.

In order to create a well-designed and affordable neighborhood, a collaborative effort of public, private and non-profit entities needs to be in place. The City and Town should meet with existing and future neighborhood employers, selected non-profit agencies, such as the Wisconsin Partnership for Housing and Development, to discuss the creation and implementation of a Workforce Housing Initiative as well as potential funding and partnerships to provide financial assisted living.

Financially Assisted Housing

In addition to young working families, financially assisted housing should be available for elderly and disabled residents who fall below the 80 percent median income. This is often achieved through funding available through public entities, such as HUD, or non-profit groups such as Habitat for Humanity. Much like workforce housing, financial assisted housing should be integrated with market rate housing to provide diversity, housing options and easy access to goods and services.

By integrating workforce and affordable housing along with the opportunity for market rate housing within the study area, the Southdale Neighborhood would provide an opportunity to expand its already diverse character in close proximity to goods, services, education and employment.

Ways to make housing more affordable	Incentives for affordable housing through community policies	Businesses & Workforce Housing- What should businesses do?	Businesses & Workforce Housing- What should local governments do?
Provide diversity of rental and ownership options	Density bonuses	Use incentives to attract businesses that will draw from neighborhood	Offer tax reduction to businesses that offer workforce housing
Mortgage write downs	Streamlined permitting process	Workforce training	Workforce housing should target areas of labor shortages
Home maintenance and rehabilitation programs for homeowners	Reduce/ waive impact fees	Transportation links between neighborhood, training centers & employment	Offer Workforce Housing for government employees
Corporate and small business community	Allow "upzoning"	Partner in providing affordable housing between work, goods & services, etc.	Create a trust fund to supply housing investment assistance
Encourage 2-3 stories to provide future rental/ condo options	Allow new home construction that meets current needs	Provide grants to offset down payment costs	Work with lenders to provide write-down mortgages
Single-family with granny flats	Create land trust to lower housing costs	Match employee contributions to a homeownership savings plan	Private/ Public partnerships
Down payment assistance programs	Use CDBG & HUD grants	Provide forgivable, deferred, or low-interest loans	
	Work w/ non-profit organizations	Homeowner education	

Sources for Precedents: City of Charlotte Code Part 12: Transit Oriented Development Districts, City of Madison Comprehensive Plan Recommendations for TODs, The Transit Oriented Development Guidebook for the City of Austin, TX & standards as established by the Center for TOD website.



Genesis Enterprise Center is a Business Incubator

EMPLOYMENT OPPORTUNITIES

The Southdale Neighborhood is a mixed-use neighborhood, with current and planned employment opportunities within and adjacent to the neighborhood. The neighborhood is conveniently located near employment centers in the City of Madison and the City of Fitchburg. Transit and bicycle connections, though they may be inconvenient relative to driving, enable commuting without the need for a personal vehicle.

Employment opportunities for the Southdale Neighborhood comes from the Greater Madison economy. As a mixed-use neighborhood, the Southdale Neighborhood has a better opportunity than most Greater Madison neighborhoods to provide jobs that are near homes.

Novation Campus is planned as a major employment center, containing multiple office buildings and supporting mixed uses. It is unknown which specific employers will locate in this development, so it is unknown what job skills will be required other than skills that are applicable in office environments and support service and retail. This plan encourages the recruitment of businesses that require job skills present in the Southdale Neighborhood.

Employment opportunities improve when job skills improve, particularly when they are focused on the needs of the local business community. This plan recommends the establishment of a community center where regional employment and job skills trainers can provide training. Additionally, job skill training schools should be located in or near the Southdale Neighborhood. For example, the Novation Campus developer recruited ITT, a college system focused on technology-oriented programs of study, to locate in the neighborhood.

Some neighborhood residents may wish to start their own company. A business incubator is a helpful location for business start-ups since they typically provide lower rents and assistance with creating business plans. There is a business incubator within the Southdale Neighborhood. The Genesis Enterprise Center on Beltline Frontage Road is run by the Genesis Development Corporation, which is a non-profit community development corporation dedicated to the revitalization of South Madison. This plan encourages the Genesis Enterprise Center to advertise incubator space and services within the Southdale Neighborhood.



ITT recently located to Novation Campus

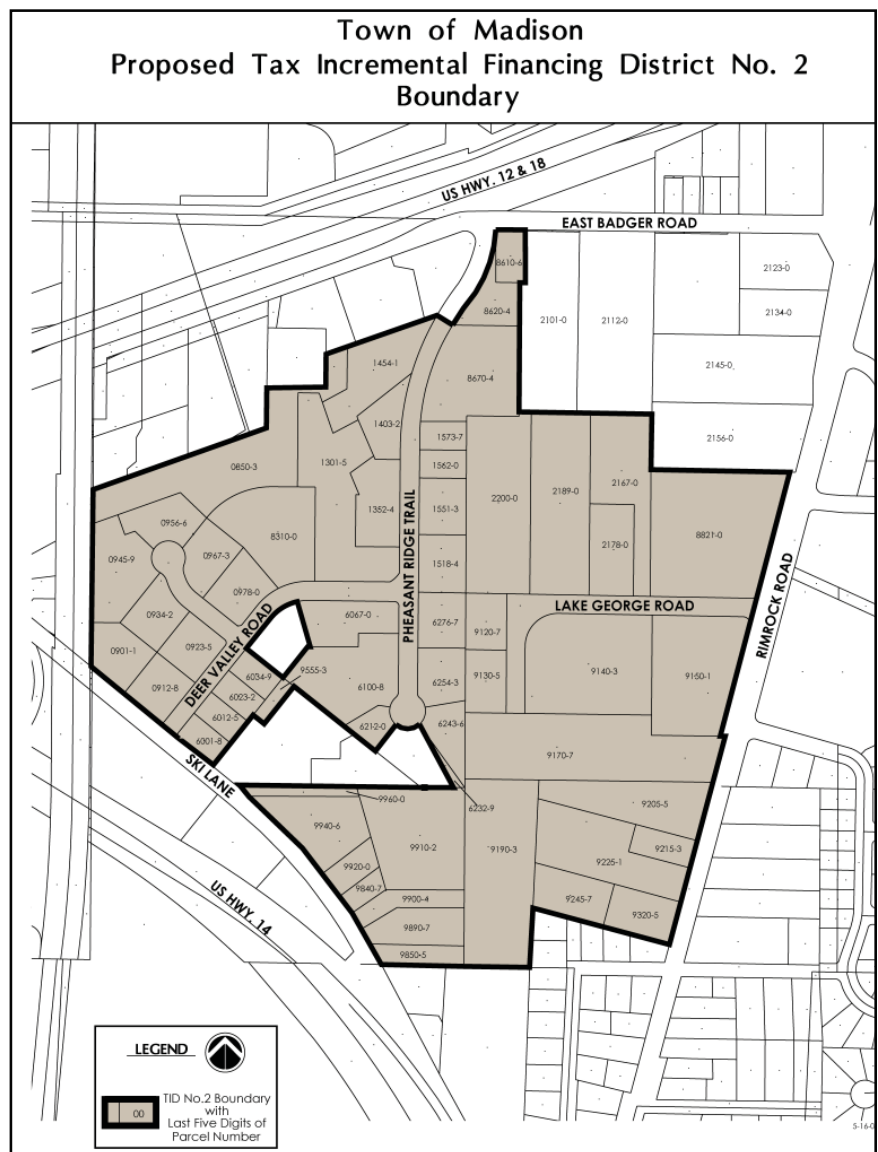
INFRASTRUCTURE INVESTMENT

The Town of Madison has established a tax increment financing (TIF) district that includes the majority of the Southdale Neighborhood. The general goal of TIF districts is to stimulate private reinvestment through public investment. The Town of Madison's TIF District No. 2 includes most of the Town-portion of the Southdale Neighborhood, except most parcels that front East Badger Road and west of the rail line. In order to establish the district, state law required that the Town declare the TIF district blighted.

In a TIF district, the property tax income from the local municipality and schools are frozen. As redevelopment occurs later, the property values increase, and thus the

property tax revenues increase. However, any amount above the frozen level (the "increment") is re-invested into the TIF district. TIF investments are often infrastructure related or repaying bond borrowing, but TIF monies can be spent on a variety of projects. When the TIF district expires, the local municipality and the schools receive the increased property tax income.

In the Town's TIF District Number 2, as redevelopment occurs, the property tax increment will be reinvested into the district. Since the district covers both the Novation Campus area and the Town residential areas, as Novation Campus redevelopment occurs, TIF monies will be available to invest throughout the neighborhood, including in the residential areas.



Town of Madison Tax Incremental Financing District Number 2

OPEN SPACE AND COMMUNITY FACILITIES

Open spaces, parks of all sizes, community centers, community gardens, wide sidewalks and even retail uses provide locations for opportunities to socialize. To create a true neighborhood, rather than just a collection of buildings, neighborhood residents, business owners and visitors need to meet each other and develop trusting relationships. A neighborhood plan cannot create these relationships, but it can provide a framework in which both formal and informal gathering spaces are created and preserved.

Parks and open space are important to Southdale Neighborhood residents offering places to come together as a community to socialize, recreate and relax.

NEIGHBORHOOD OPEN SPACE

Southdale Park is a neighborhood amenity and focal point, providing opportunities for structured play and large scale activities. The Town and City should continue to implement the improvement recommendations contained in the Southdale Park Conceptual Master Plan.

Healthy neighborhoods have a variety of open space types, ranging from baseball diamonds and soccer fields to small tot-lots. Southdale Park provides space for large organized sports, but smaller more informal spaces are also necessary. Clausen Street has a mini-park that serves that role, but that park serves only that block.

As parcels are redeveloped into residential and mixed use projects, additional small parks and open spaces should be incorporated into the neighborhood to increase the diversity of available open spaces and to serve the residents closer to their home. These smaller spaces should be located within easy walking distance of all residents, be located at visually significant areas, and have high visibility from the surrounding public street network. These mini-parks are typically around a half acre in size, host small passive recreational activities and can be either publicly or privately owned and maintained.

Employment areas should also have small gathering spaces. The Novation Campus should include one or more gathering spaces within the campus. The area around Lake George would enable workers and residents to recreate and interact around the water basin. This plaza space could host a weekend farmer's market, bringing locally produced vegetables within walking distance of the neighborhood.

Open Space and Community Facilities Goals

- Preserve, improve and create open spaces, greens and parks that are accessible and convenient to all.
- Create public community gardens in a centralized location available to all residents.
- Create a community center to host community activities and services.

The design of these spaces should promote a diverse range of activities including gathering spaces, as well as formal and unstructured play.

COMMUNITY CENTER

Neighborhood residents identified two community facilities missing from the Southdale Neighborhood - a community center and public community gardens.

A community center was recommended within the Neighborhood Revitalization Strategy Area Plan. The center would provide a fixed centralized location for programs and services currently offered within the community and enhance the ability to expand services beyond what is currently available. For example, Joining Forces for Families and Bethel Community Services Corporation currently rent space in an apartment along Deer Valley Road. These service providers could be housed in the community center.

In 2007, Bethel Community Services Corporation, in partnership with the Alexander Company, Inc, submitted an application for Community Development Block Grant (CDBG) funding for the construction of a community center within the Southdale Neighborhood. That proposal envisioned a number of multipurpose rooms, offices, a gymnasium, locker rooms, a kitchen, lounge and exercise



A Community Center could host a variety of need neighborhood programs.

room. The application was not approved in 2007, but a similar application may be submitted in future years.

Services and Programs

Neighborhood residents have identified and prioritized the following services and programs that could be provided within the community center.

- Food coop or farmer's market
- Day care for children
- Community kitchen
- After school programs
- Community meeting room
- Counseling sessions for employment/credit/homeownership
- Gymnasium/indoor athletic area
- Offices for Joining Forces for Families and Bethel Community Services Corporation
- Small business incubator
- Offices for neighborhood association

Other potential services and programs that some residents did not consider a priority are basic medical services, community police sub-station, community watch program, computer lab, cultural activities (such as storytelling and music), day care for adults, English as a Second Language classes, food pantry, job skills training, summer program, transportation to services/employment outside the neighborhood, tutoring and voting.

Location Principles

There are currently no neighborhood parcels that are available for a community center. Some potential locations have been identified, but these sites may not be available when there is funding available. When locations become available, the Town, City, service non-profits and other regional decision-makers should consider and assess each location according to the following principles, prioritized by neighborhood residents.

- Open space adjacency: A community center should be adjacent to public open space.
- Proximity: The community center should be easily accessible and within close proximity to a majority of intended users.
- Accessibility: It should be easily accessible by bike, bus, walking and driving.
- Visibility: The community center should be located in a highly visible and frequently visited location to allow for informal surveillance and enhanced safety. A location with a strong street presence can be helpful in creating visual importance.
- Universally accessible: All users, regardless of

age, ability and income, should have access to the community center.

- Land availability: Land for future community center must be available for purchase or on publicly-owned lands to assure their continued presence.
- Support activities: The location should have sufficient parking.

COMMUNITY GARDENS

Neighborhood residents, providing public testimony, also expressed a need to retain publicly accessible community gardens. Residents described the Drumlin Garden as the preferred location of the community garden and administrator of the community gardens.

While under previous ownership, the land currently known as Drumlin Garden had a history of organic farming, certified by the Midwest Organic Services Association. Alexander Company currently owns this land. Alexander Companies and the Community Action Coalition for South Central Wisconsin, working with current residents, reached an agreement to continue the use of this land for community gardens through 2008. There will be continued discussions to determine the permanent location for the community gardens. Drumlin Garden is currently within the Drumlin Garden study area.

Community gardens require a multi-year investment. Organic methods, in particular, require many years of working with the soil. Thus, the need for a permanent location for a community garden is necessary.



Community Gardens bring neighbors together.

This neighborhood plan recommends permanent and public community gardens that are available to all neighborhood residents be established.

Location Principles

There are currently no parcels that are available for community gardens. Some potential locations have been identified, but these sites may not be available when there is funding available. When locations become available, the Town, City, service non-profits and other regional decision-makers should consider and assess each location according to the following principles. Neighborhood residents created and prioritized these location principles.

- Low level of noise: Community gardens are intended to be interactive and social spaces. Users should not have to compete with traffic noise from the Beltline or USH 14.
- Access to infrastructure: Water, easy access from public streets and parking are necessary. Safe and efficient options for transit and bike should be considered.
- Universally accessible: All users, regardless of age, ability and income should have access to garden plots. Not all garden plots need to be accessible to all users.
- Sufficient number of garden plots: A minimum of 15 and a maximum of 100 garden plots should be provided. Garden plots that range from 10 feet x 10 feet to 20 feet x 20 feet are common in many area community gardens.
- Land suitability: Garden plots should not be located in an area prone to flooding, and should be fertile and free of contaminants.
- Location within existing parkland: Community gardens should not replace existing active recreation uses within existing parklands.
- Existing trees: Stands of high quality, mature hardwoods should not be removed to create garden plots.
- Land availability: Land for future publicly accessible permanent community gardens must be available for purchase or on publicly owned lands to assure their continued presence.
- Support activities: The location should offer sufficient land area to allow for activities supportive to the community gardens such as composting, worming, gathering spaces, and storage areas, and potentially public art and adjacent children's play areas.
- Visible and accessible: Garden plots should be located in a highly visible and frequently visited location to allow for informal surveillance and

monitoring. Locations at the rear of controlled properties (e.g. churches) may provide enough surveillance.

- Proximity: Community gardens should be centrally located to the users it serves and within close proximity (1/4 to 1/2-mile walking distance) to the highest density areas of the neighborhood promoting accessibility and use.
- Solar orientation: Garden plots should be located in areas that receive sufficient light (i.e. minimum of 6 hours of direct sunlight, not on north facing slopes or shaded by existing tree canopies).

A centralized community garden would be the most efficient use of investment and infrastructure. However, community gardens may be provided through multiple smaller parcels.

In addition to a publicly-owned community garden site, this plan encourages private gardens as well. Multi-family landlords should consider providing garden space to tenants as an amenity. Since gardens on private property are neither permanent nor open to all neighborhood residents, a publicly accessible community garden is more desirable.

Community Garden Management

The community gardens should be managed by a non-profit or other community organization that is experienced with community gardening. To be successful, the gardens must be administered well and access to all neighborhood residents must be maintained.

PLAN IMPLEMENTATION

OVERVIEW OF PLAN RECOMMENDATIONS

This plan's recommendations identify potential improvements to address the needs of both the current residents and provide a framework for future redevelopment within the Southdale Neighborhood.

Its recommendations seek to guide the future investments and decisions of public agencies, including the Town of Madison, City of Fitchburg, Dane County, WisDOT, WDNR and others.

This plan also guides private development activities, both commercial and residential. A neighborhood plan expresses the needs, wants and expectations of a neighborhood. Landowners and developers can refer to the Southdale Neighborhood Plan to understand what types of redevelopment activity would be supported by the neighborhood.

Each of the recommended actions requires further study and analysis to determine the appropriate timing, phasing, resources and approach. The Town of Madison, City of Fitchburg and other lead implementers will need to create specific implementation plans to bring these recommendations to fruition.

Neighborhood support is critical to plan implementation. To that end, the City of Fitchburg and the Town of Madison should create a Southdale Neighborhood Plan Implementation Advisory Team. This team should consist of staff and elected officials from the Town and the City, neighborhood residents, neighborhood business owners, and other stakeholders as the Town and City find appropriate. The Town and City should determine the precise composition and work assignments for the Implementation Advisory Team.

Through the Novation Campus project, the redevelopment of the Southdale Neighborhood has already begun. It is critical that this plan identifies recommendations that will allow neighborhood investment and redevelopment efforts to continue.

First, the Continuing Tasks are listed. Continuing Tasks are the tasks that the Town of Madison and the City of Fitchburg are already doing as a part of their day-to-day government duties. These implementation tasks recommend different approaches or priorities regarding these continuing tasks.

The remainder of the Implementation Tasks are separate tasks to be led by the Town of Madison, City of Fitchburg or other lead implementer. These tasks are not prioritized or sequential. They are categorized by major topic.

CONTINUING TASKS

Task	Task Description	Lead Implementer
Establish a Southdale Neighborhood Plan Implementation Advisory Team	The Town and City should determine the composition and establish a mission for an implementation advisory team. The team should consist of residents, business owners, and government officials, and should provide recommendations to the City and the Town regarding plan implementation efforts in the Southdale neighborhood.	Town of Madison City of Fitchburg
Require Adequate Transportation Improvements (Transportation and Access)	As redevelopment occurs, require new development to assess the traffic impacts attributable to the new project, and require transportation system improvements to accommodate those demands. These improvements should be funded by the Town/ City, TIF, and private development.	Town of Madison City of Fitchburg
Continue Analysis of Transportation and Infrastructure (Transportation and Access)	Identify and program necessary street and intersection improvements.	Town of Madison City of Fitchburg
Rebuild Multi-Modal Local Streets (Transportation and Access)	As local streets are resurfaced or rebuilt due to utility or traffic work, the Town and City should design them to encourage safe pedestrian and bicycle use, as recommended in this plan.	Town of Madison City of Fitchburg
Coordinate with Madison Metro Transit to Improve Service (Transportation and Access)	Annually, the Town and City should coordinate with Madison Metro about increasing headways and additional/ altered routes within the Southdale Neighborhood. In particular, the Town and City should request route/service changes as additional employees are in place in Novation Campus, and when the Lake George/Deer Valley connection is complete. The level of Madison Metro service depends on the municipal contribution, so transit service may improve when Southdale is completely within the City.	Town of Madison City of Fitchburg
Maintain Existing and New Parks and Open Spaces (Open Space and Community Facilities)	The Town should maintain Southdale Park, the City should maintain the Clausen Street mini-park, and both should maintain any new publicly acquired open spaces. The Town and City should budget for proper maintenance.	Town of Madison City of Fitchburg
Suggest Neighborhood-Supportive Retail Uses (Land Use and Design)	When developers suggest a retail or mixed use project, suggest the retail uses identified in the plan as neighborhood-supporting uses.	Town of Madison City of Fitchburg

LAND USE AND DESIGN IMPLEMENTATION TASKS

Task	Task Description	Lead Implementer
Clarify Extraterritorial Jurisdiction (ETJ) Approach	Extraterritorial Jurisdiction (ETJ) is the privilege of cities and villages to review some development plans of adjacent towns, with the assumption that these areas may be annexed in the future. Fitchburg's ETJ powers in the Town of Madison and the Town/City cooperative relationship should be further clarified so that redevelopment efforts are not discouraged. For example, the Novation Campus will develop under County zoning.	City of Fitchburg
Create an Urban Form/Intensity Zoning District	Within the City, the City should create a zoning district or overlay that will allow the urban level of development and mixed uses recommended in this plan.	City of Fitchburg
Change Zoning Districts to Allow Live/Work Units and Mixed Uses	To encourage business formation and employment, the City should change applicable zoning districts to allow live/work units within residential and mixed use areas of the neighborhood. The Town should work with Dane County to allow live/work units within applicable zoning districts. Mixed use and live/work should be allowed at least at these intersections: East Badger/Pheasant Ridge, Pheasant Ridge/Deer Valley/Lake George and Deer Valley/Ski Lane.	Town of Madison City of Fitchburg Dane County
Reassess On-Street Parking	The Town should reassess on-street parking on Pheasant Ridge Trail, Deer Valley Road and Country Rose Court when the perception of neighborhood safety improves.	Town of Madison
Redevelop Southwest Corner of Rimrock/Badger to a Commercial-Employment Use	When this parcel redevelops into another use, the Town should work with the landowner to integrate the new into the Commercial-Employment district, incorporating it at least in transportation connections and site development standards with Novation Campus.	Town of Madison
Clarify the Zoning Requirements within the Town of Madison	The interim nature of Town regulations creates uncertainty for development and redevelopment efforts. The development process – whether continued use of the Dane County Zoning Ordinance or the creation of an interim joint Town/City code – should be clarified and any changes expedited.	Town of Madison
Revise Zoning Code to Allow Compact Development	The Town and City should work with Dane County to change the County Zoning Code to be consistent within this plan's recommendations so that redevelopment can continue. Dane County Zoning should be revised, as necessary, to allow a more compact and pedestrian-friendly neighborhood pattern. Ordinances and approval processes should encourage horizontally mixed uses, shared parking, hidden surface parking, shallow front setbacks, a variety of open spaces, and quality building materials.	Town of Madison City of Fitchburg Dane County
Remove Mini-Storage Units from USH 14 Gateway	The Town should work with the landowner to redevelop the mini-storage units into a different use that is more appropriate for the gateway area.	Town of Madison

TRANSPORTATION AND ACCESS IMPLEMENTATION TASKS

Task	Task Description	Lead Implementer
Improve Rimrock Road	Dane County, in partnership with the Town and the City, should improve and enhance Rimrock Road. Projects should include: ▪ Install prominent cross-walks at all street intersections. ▪ Create additional signalized intersections (where warranted) to allow safer pedestrian and bicycle crossings. ▪ Convert the roadway to a consistent divided, four-lane road as traffic and development warrant. ▪ Install sidewalks along both sides of Rimrock Road. ▪ Install shade trees within the street terrace to increase pedestrian comfort and perceived safety. ▪ Install landscaping within the median including a combination of shade and ornamental trees, shrubs and perennial plantings. ▪ Consider upgrading lighting and consolidating signage to reduce clutter.	Dane County
Reconstruct the Rimrock Road/Oregon Road intersection	Dane County should reconstruct this intersection so that it is a T-intersection, with stop control on Oregon Road. This improvement should be coordinated with the elimination of the Oregon Road USH 14 slip lane.	Dane County
Require a Lake George Road Stub-out	The Town should require the developer of the Novation Campus to dedicate the land necessary to extend Lake George Road west to the Novation Campus project limits. The stub-out should include the full cross-section (including the sidewalks). The stub-out should be on the alignment of Deer Valley Road extended east.	Town of Madison
Acquire a Pedestrian Easement between Lake George Road and Deer Valley Road	The Town should investigate the purchase of a temporary access easement along the path that is currently used by pedestrians to access Rimrock Road.	Town of Madison
Construct a Vehicular Connection between Lake George Road and Deer Valley Road	The Town should build the connection between the Lake George Road stub-out and the Deer Valley/Pheasant Ridge intersection. The Town should utilize TIF dollars to acquire the connection land and construct the road and intersection improvement (e.g. roundabout).	Town of Madison City of Fitchburg
Assess and Install Traffic Calming Measures	The Town and City should analyze traffic speeds and volumes to determine if additional traffic calming measures are needed within the neighborhood. In particular, the effectiveness of turning restrictions at Clausen Street and Oregon Road should be re-assessed. The Town and City should budget for and install the highest priority measures.	Town of Madison City of Fitchburg
Support a Beltline Crossing Feasibility Study	The Town of Madison, City of Madison and City of Fitchburg should work with WisDOT and seek the inclusion of a feasibility study for a East/West Badger vehicular bridge over the Beltline. This could be incorporated into a Beltline improvement or USH 14/USH 12/USH 18 interchange improvement study	Town of Madison City of Fitchburg City of Madison WisDOT

Task	Task Description	Lead Implementer
Sidewalks on Both Sides of Lake George Road	Sidewalks along both sides of Lake George Road should be constructed, particularly if it is extended to connect with Deer Valley Road.	Town of Madison
On-Street Bike Lanes Along New Connector Street	On-street bike lanes along the new street that connects Moorland Road extended and Ski Lane should be constructed.	Town of Madison
Sidewalks Along Rimrock Road	Sidewalks along the west side of Rimrock Road south of Lake George Road should be constructed	Town of Madison City of Fitchburg
Require Sidewalks Along Ski Lane/Oregon Road	Require sidewalks on the both sides of Ski Lane/Oregon Road.	Town of Madison City of Fitchburg
Improve Sidewalk Network	The Town and City should improve the sidewalk network. The following is a prioritized list: ▪ Purchase an easement and construct a multi-use path to connect Deer Valley Road and Lake George Road (Town) ▪ Sidewalks on both sides of Deer Valley Road and Pheasant Ridge Trail (Town) ▪ Sidewalks on at least one side of Maloney Drive and Clausen Street, beginning at the mini-park (City)	Town of Madison City of Fitchburg
Connect Ski Lane and Oregon Road	When the Oregon Road USH 14 slip lane is removed, WisDOT should reconstruct this intersection so that Oregon Road and Ski Lane are connected directly. The improvements should include the recommended bike lane and sidewalks.	WisDOT
Support Bicycle Facilities Along Ski Lane/Oregon Road	The Town and the City should encourage WisDOT to include on-street bike lanes or an off-street multi-use path along the Ski Lane/Oregon Road frontage, as part of future projects related to the removal of the on-ramp slip lane at Oregon Road MM and USH 14.	WisDOT
Actively Participate in WisDOT USH 14 Study	The Town and City should work with WisDOT in order to provide additional and safe neighborhood connections as part of the upcoming USH 14 study	Town of Madison City of Fitchburg
Create TOD Zoning District/Overlay	The City of Fitchburg should develop a zoning district/overlay to require TOD around any potential commuter, light rail or BRT stations. Design standards should require a vibrant and diverse neighborhood, centered around a transit hub. This district should be applied at all rail transit stations in the City, including the Southdale Station.	City of Fitchburg
Budget Funding for TOD Enhancements	The transit rail and station improvements will at least partially be funded through federal and regional sources. The Town and City should contribute matching and additional funding to create public amenities that will increase the connection to the neighborhood, make the station area a public gathering space for the northwestern portion of the neighborhood and make the TOD a source for jobs and training for neighborhood residents.	Town of Madison City of Fitchburg

HOUSING AND ECONOMIC DEVELOPMENT IMPLEMENTATION TASKS

Task	Task Description	Lead Implementer
Commit Economic Development Staff Resources	The City and Town should both commit resources to attract economic development activities within the Southdale Neighborhood. Action of this group could include: 1. Identify and prioritize catalytic projects 2. Identify potential developers who may be interested in implementing catalytic projects 3. Prepare Developer Solicitations 4. Select and Negotiate with Preferred Developer 5. Recruit and encourage users to the neighborhood.	Town of Madison City of Fitchburg
Recruit Providers of Education Courses	The Town and City should recruit non-profit groups, municipal agencies, UW and UW-Extension, technical training centers and others to teach on-going courses in job skills training, incarceration re-entry, family budgeting, credit score improvement and homeownership. The Town and City should support these efforts, potentially through subsidies. These courses could be a part of the potential programming at the community center.	Town of Madison City of Fitchburg
Provide Crime Prevention Programs	The Town and City Police Departments should provide regular crime prevention programming within the neighborhood.	Town of Madison City of Fitchburg
Create Affordable Housing Task Force	The Town and City should form a joint Affordable Housing Task Force to decide which strategies for affordable and workforce housing are appropriate for the Southdale Neighborhood, and to prioritize how these strategies will be pursued. The Affordable Housing Task Force may concentrate on the Southdale Neighborhood, or it may consider the provision of affordable housing throughout the Town and the City.	Town of Madison City of Fitchburg
Adopt a Resolution Supporting a County-Wide Approach to Affordable Housing	Providing affordable and workforce housing is a challenge that is greater than just the Southdale Neighborhood. The Town and City should support efforts to address housing affordability at the regional level. The Town and the City should adopt resolutions that support the analysis and provision of affordable housing at the regional level. The City of Madison's mayor has suggested that a regional approach would be more effective, to ensure that affordable and workforce housing is not concentrated in a few areas of Dane County.	Town of Madison City of Fitchburg
Require Housing Transition Analyses from Residential Redevelopment Projects	The Town and the City should require that when residential units are removed from the Southdale Neighborhood through a redevelopment project, that the residential developer demonstrate that a sufficient number of similar units are available within the Southdale Neighborhood or within an adjacent neighborhood in the Town, City of Fitchburg or City of Madison.	Town of Madison City of Fitchburg

Task	Task Description	Lead Implementer
Seek Funding for Condo Conversion	The Town should seek homeownership grants and other funding to support the conversion of rental apartments to owner-occupied condominiums. Since owner-occupied structures are more difficult to redevelop, the condo conversion program should be targeted to areas of the neighborhood that are not expected to change in character, such as structures in the interior portions of Pheasant Ridge Trail and Deer Valley Road, but not at the intersection of these roads.	Town of Madison
Assess the Feasibility of the Public Acquisition of Apartment Structures	The Town of Madison should study the feasibility of acquiring one or more apartment structures, to enable neighborhood improvements while ensuring the continued provision of affordable units. The City of Madison acquisition of some units in the Allied Drive Neighborhood may serve as a model.	Town of Madison
Release a Developer RFP for Pheasant Ridge Trail/Deer Valley Road Residential	When the right-of-way between Deer Valley and Lake George Road is acquired, the Town should prepare and release a developer RFP to redevelop the parcels north and south of the road. The existing structures will likely require demolition to make way for the road connection. The RFP should require a more balanced residential mix and a housing relocation analysis.	Town of Madison
Support the Genesis Enterprise Center	The Town and the City of Madison should support the GEC and its south side economic development efforts. The Town should connect entrepreneurial Southdale residents with the GEC.	Town of Madison City of Madison
Encourage Employment Recruitment	The Town and City should encourage employers in and near the Southdale Neighborhood to seek out employees from the Southdale Neighborhood.	Town of Madison City of Fitchburg

OPEN SPACE AND COMMUNITY IMPLEMENTATION TASKS

Task	Task Description	Lead Implementer
Install City of Fitchburg Sign	When the City boundaries are changed to coincide with East Badger or the Beltline, the City should install a graphic City of Fitchburg welcome sign at Rimrock Road and East Badger Road.	City of Fitchburg
Install Southdale Neighborhood Sign	The neighborhood association should install an identifying neighborhood entry sign. One potential location is at Deer Valley/Pheasant Ridge when the road connection from Lake George Road is made.	Southdale-Rimrock Neighborhood Association
Sponsor Park Clean-Up Workdays	The neighborhood association should sponsor clean-up days at Southdale Park and the Clausen Street mini-park. The Town and City may assist by providing trash bags and hauling away collected litter.	Southdale-Rimrock Neighborhood Association
Improve Southdale Park	The Town should continue to implement the improvement recommendations contained in the Southdale Park Conceptual Master Plan. The Town should review current park fees and assess additional district options to secure additional funding. Potential funding may come from fees collected by redevelopment projects that will utilize Southdale Park (e.g. residential and mixed-use projects within ½ mile of the park).	Town of Madison
Complete Drumlin Garden Study Area	Undertake a study for land use within the Drumlin Garden study area and its immediate surrounding area. It is not the intent to have this Plan or the Comprehensive Plan amended once a formal land use designation for the Drumlin Garden study area has been determined.	City of Fitchburg
Search for Appropriate Locations for a Community Center	The Town and City should seek out a community center location. The Town and City should evaluate parcels relative to the locations principles in this plan.	Town of Madison City of Fitchburg
Search for Appropriate Locations for Community Gardens	The Town and City should seek out a community gardens location. The Town and City should evaluate parcels relative to the locations principles in this plan.	Town of Madison City of Fitchburg
Recruit a Community Garden Manager	Once a community garden site has been secured, the Town and/or City should recruit a for-profit firm or non-profit association that has experience in managing community gardens.	Town of Madison City of Fitchburg
Apply for CDBG Funding for a Community Center and Community Gardens	In 2007, Bethel Community Services Corporation, in partnership with the Alexander Company, Inc, submitted an application for Community Development Block Grant (CDBG) funding for the construction of a community center within the Southdale Neighborhood. That proposal envisioned a number of multipurpose rooms, offices, a gymnasium, locker rooms, a kitchen, lounge and exercise room. The Town should seek other public and private partners and re-submit the application. The Town should seek similar funding opportunities for the acquisition and construction of a community center and community gardens.	Town of Madison

APPENDIX

A. OUTREACH EFFORTS

The plan preparation process utilized a series of meetings with landowners and representatives, neighborhood meetings, and other stakeholders.

SCHEDULE OF MEETINGS

Below is the schedule of meetings that supported the neighborhood plan preparation.

Town, City and State Staff

- October 9, 2006: Wisconsin Department of Transportation
- October 17, 2006: Town/City Staff (Planning, Public Works, Engineering)
- November 6, 2006: Town/City Staff (Planning, Public Works, Engineering)
- December 14, 2006: Wisconsin Department of Transportation
- January 16, 2007: Dane County Staff (Highway and Transportation)
- January 18, 2007: Town/City Staff (Planning, Public Works, Engineering)
- April 12, 2007: Town/City Staff (Planning, Public Works, Engineering)
- April 19, 2007: City Staff (Planning)
- April 25, 2007: City Staff (Planning, Engineering), Dane County Staff (Highway and Transportation)
- July 12, 2007: Madison Metro (Transportation Planning)
- July 16, 2007: Wisconsin Department of Natural Resources Staff (Water Management Specialist)
- July 17, 2007: Town/City Staff (Planning, Public Works, Engineering)
- February 12, 2008: Town/City Staff Workshop (Planning, Public Works, Elected Officials)
- April 8, 2008: Town/City Staff Workshop (Planning, Public Works, Elected Officials)
- May 6, 2008: Town/City Staff Workshop (Planning, Public Works, Elected Officials)
- May 20, 2008: Town/City Staff Workshop (Planning, Public Works, Elected Officials)
- July 1, 2008: Town/City Staff Workshop (Planning, Public Works, Elected Officials)

Elected/Appointed Officials

- January 6, 2007: Fitchburg Plan Commission (Informational)
- September 4, 2007: Fitchburg Plan Commission (Informational)
- October 6, 2008: Town of Madison Plan Commission
- December 2, 2008; May 5, 2009; May 18, 2009; June 2, 2009; August 4, 2009; August 18, 2009: Fitchburg Plan Commission
- May 18, 2009: Town of Madison Town Board
- September 22, 2009: Fitchburg Common Council

Neighborhood Stakeholders

- January 9, 2007: Neighborhood Stakeholder Meetings
- January 11, 2007: Neighborhood Stakeholder Meetings
- January 17, 2007: Neighborhood Stakeholder Meetings
- January 29, 2007: Southdale Neighborhood Meeting #1, Black Hawk Girl Scout Council Building
- February 26, 2007: Southdale Neighborhood Meeting #2, Black Hawk Girl Scout Council Building
- March 26, 2007: Neighborhood Stakeholder Meeting
- April 16, 2007: Southdale Neighborhood Meeting #3, X Black Hawk Girl Scout Council Building
- September 10, 2007: Southdale Neighborhood Meeting #4, Alliant Energy Center
- November 14, 2007: Neighborhood meeting hosted by the City of Fitchburg
- February 25, 2008: Southdale Neighborhood Meeting #5, Alliant Energy Center
- August 13, 2008: Southdale Neighborhood Meeting #6, Black Hawk Girl Scout Council Building

INTERVIEWED STAKEHOLDERS

JJR interviewed and coordinated with the following stakeholders during the plan preparation.

City of Fitchburg Staff

- Tony Roach, City Administrator
- Tom Hovel, City Planner
- Michael Zimmerman, Economic Development Coordinator
- Paul Woodard, Public Works Director/ City Engineer
- Ahnaray Bizjak, Transportation Project Engineer

Town of Madison Staff

- Richard Rose, Director of Public Works
- Renee Schwass, Business Manager

Regional Agencies

- Graham Heitz, Traffic Operations Officer, WisDOT
- Adam Clayton, WisDOT
- Pamela Dunphy, Assistant Commissioner, Highway and Transportation Division, Dane County

Individual Neighborhood Landowner Interviews

- Bill Lauer, Southdale Landlord
- Jeanne Sears, Property and Training Director, Black Hawk Girl Scouts Council
- Amy Fields, Owner, Interstate Periodicals
- John Mullee, Manager, Maple Glen Apartments
- Thomas & Tami Dettinger, Southdale Resident
- Elyse Snider, President, Ski Lane Condo Association
- Michael Piechowski, Secretary, Ski Lane Condo Association
- Jym Britton, Southdale Resident
- Chue Shee Xiong, Southdale Landlord
- Matt Meier, Project Manager, Novation Campus

B. SUBMITTED PUBLIC COMMENTS AND RESPONSES

Public comments were collected at each of the neighborhood meetings. These comments helped to shape and revise the neighborhood plan during its writing and editing.

The following is a listing of resident comments and suggestions regarding the Southdale Neighborhood Plan, submitted at each stage during its preparation. The comments are organized by subject.

There is a response for each comment and suggestion. For comments and suggestions that were incorporated into the plan, the last column indicates the page where the change occurred. For comments and suggestions that were not incorporated into the plan, the response column describes the reason.

The comments are compiled from those submitted at neighborhood meetings:

- January 29, 2007 – hosted by Town of Madison and City of Fitchburg, at Girl Scouts of Blackhawk Council (summarized comments)
- March 30, 2007 – hosted by Town of Madison and City of Fitchburg, at Girl Scouts of Blackhawk Council (summarized comments)
- April 16, 2007 – hosted by Town of Madison and City of Fitchburg, at Girl Scouts of Blackhawk Council (summarized comments)
- September 10, 2007 – hosted by Town of Madison and City of Fitchburg, at Alliant Energy Center (comments not edited)
- November 14, 2007 – hosted by the City of Fitchburg, at Fitchburg City Hall (summarized comments)
- February 25, 2008 – hosted by Town of Madison and City of Fitchburg, at Alliant Energy Center (comments not edited)
- August 13, 2008 – hosted by Town of Madison and City of Fitchburg, at Girl Scouts of Blackhawk Council (comments not edited)



Open House, August 2008 Neighborhood Meeting



Presentation, February 2008 Neighborhood Meeting



Small Group Discussions, November 2007 Neighborhood Meeting

Submitted Comment	Response	Incorporated into the Neighborhood Plan?	Page where comment is addressed
Land Use and Affordability			
Employment and Economic Development			
Provide tangible numbers or percentages of what money is expected to stay within the neighborhood through the employment of residents in the adjacent Commercial/Employment Center District. (9/10/07)	A neighborhood plan is a long-term, big picture vision for change/preservation in the entire neighborhood. At this planning level, it is difficult to provide tangible numbers.		
Require that a certain number of the workforce in the Employment Center needs to come from the neighborhood. (9/10/07)	Within a neighborhood plan, it is appropriate to state a goal of recruiting from nearby residential areas. This goal has been included and applies to all businesses within the Southdale area. It is not appropriate to include specific hiring targets within a neighborhood plan.	Yes	61
What is the relationship between the neighborhood plan and the [Novation] CDP (community jobs, neighborhood retail)? (11/14/07)	The Southdale Neighborhood Plan provides overall guidance for improvements throughout the neighborhood. As individual redevelopment efforts are proposed, these projects will be evaluated against the neighborhood plan recommendations. Novation Campus is a large part of the neighborhood, so it will have a large impact. For instance, Novation Campus will provide additional commercial uses in the Southdale Neighborhood, including support service jobs and neighborhood-serving retail.		
Make better use of business incubator (10/14/07)	There are multiple business incubator spaces within the neighborhood. The Genesis Enterprise Center on West Badger Road is run by the Genesis Development Corporation, which is a non-profit community development corporation dedicated to the revitalization of South Madison. Additionally, the neighborhood plan seeks to strengthen entrepreneurship with recommendations for smaller live/work buildings. The neighborhood plan discusses the important roles of these incubator spaces within the Southdale neighborhood.	Yes	61

Residents need access to better job opportunities. (2/26/07)	The neighborhood plan recommends a mix of commercial uses – employment, supporting services, and neighborhood-serving retail. Additionally, good transportation options are necessary to link neighborhood residents with appropriate jobs.	Yes	61
Local employment is key to economic lifting up of neighbors. (10/14/07)			
Missing: Percentage of jobs to local residents, minorities, local needs (10/14/07)	Within a neighborhood plan, it is appropriate to state a goal of recruiting from nearby residential areas. This goal is included and applies to all businesses within the Southdale area. It is not appropriate to include specific hiring targets within a neighborhood plan.	Yes	61
Use Milwaukee's 30 th Street Industrial Corridor as an example of how a municipality and the business community can work together to improve an existing neighborhood. • Incentives for hiring employees who live in the adjacent neighborhood. • Provide outreach and educational facilities for the neighborhood. • Work with residents on neighborhood revitalization efforts. (9/10/07) What incentives were used on Milwaukee's 30th Street Industrial Corridor that allowed local residents to benefit from redevelopment? (2/25/08) What happened to the 2700 square foot MATC training center that was proposed for inclusion within Novation Campus? (4/16/07)	Milwaukee's 30 th Street Industrial Corridor is a good example of regional redevelopment. The scale of necessary reinvestment in the 30 th Street corridor will be the same or more than what was necessary for the redevelopment of the Menomonee Valley area. The strategies used in this area could be used in the greater Madison area, but considerable resources are necessary and are currently not available. These strategies are appropriate on a citywide scale, beyond the scope of just one neighborhood plan.		
Is there a way that UW Extension could provide some educational services to the neighborhood? (2/25/08)	The Alexander Company and other regional economic development organizations negotiated with MATC to site a training center. MATC declined the opportunity, instead focusing its neighborhood efforts on its Villager Mall site. The Alexander Company has recruited ITT Technical Institute. ITT operates a 20,000 square foot facility within the campus and the neighborhood. UW and UW Extension could provide courses and classes within the neighborhood. The neighborhood plan encourages neighborhood development courses such as homeownership and job skills training. The neighborhood plan identifies this as part of the potential programming that could be made available at a future potential community center.	Yes	60
Small businesses with private residences above could be beneficial allowing for business start-up opportunities. (2/26/07)	The neighborhood plan provides for mixed uses (commercial with residential) everywhere within the neighborhood except in the Highway Business District.	Yes	25-35
Missing: Transition plan that does not break	A neighborhood plan is a general guide for growth and change within a		

neighborhood business activity pattern (10/14/07)	neighborhood. Specific transition plans for commercial redevelopment projects will be established at the time of redevelopment.		
Balance social costs of failure w/economic benefit of development (social programs, reentry programs, prevention) (10/14/07)	The neighborhood plan encourages the Town of Madison, the City of Fitchburg, and regional non-profits to offer social programs, reentry programs, and prevention programs.	Yes	60-61
Missing: Binding method to guarantee neighborhood benefits and public benefits (10/14/07)	A neighborhood plan sets a vision for a neighborhood and then recommends steps to achieve that vision. The recommendations will result in public and neighborhood benefits, but a neighborhood plan is not a binding legal contract with the Town of Madison, the City of Fitchburg, or any of the landowners or residents within the neighborhood.		
New development should improve the quality of life for neighborhood residents. The new bank is beneficial. (1/29/07) (2/26/07)	Goals for linking commercial uses and residential uses are included in the neighborhood plan.	Yes	36
Benefits of the recommended land uses should target current resident (i.e. provide jobs and goods and services for the neighborhood). Make this clear in the document text. (9/10/07)			
Can there be opportunities for local residents to run real [i.e. neighborhood serving and neighborhood run] retail stores? There need to be opportunities and options for local business startups. Affordable incubator space is needed. (2/25/08)	The neighborhood plan indicates areas for retail uses, encourages neighborhood-serving retail, and encourages small businesses run by neighborhood residents. Local residents are encouraged to proactively contact property owners to discuss potential opportunities may not be considered without these types of neighborhood discussions.	Yes	61
Getting local residents and contractors involved in construction projects (infrastructure and buildings) is important. Infrastructure improvements funded through the Town of Madison TID should be used/converted into employing local minority contractors. (2/25/08)	The neighborhood plan recommends employment opportunities for neighborhood residents. Local residents and contractors should proactively communicate these interests to public agencies, including the Town of Madison, as they are the ultimate decision makers for public projects.	Yes	60-61
Promote economic [development] for the community or we will block the plan. (10/14/07)	The neighborhood plan reserves areas for employment and commercial areas.	Yes	25-35
Retail Uses			
The existing strip mall offers some neighborhood services, but is ugly. Can the appearance be improved while still providing residents services? (1/29/07)	The neighborhood plan encourages the improvement in the appearance of structures. As redevelopment occurs, the neighborhood plan lists uses and services that will be supported by neighborhood residents.	Yes	36
Neighborhood lacks access to services such as grocery, restaurants and shops. Cannot safely walk to get cup of	The neighborhood plan recommends a mix of commercial uses – employment, supporting services, and neighborhood-serving retail.	Yes	25-35

coffee or donut. (1/29/07) (2/26/07)			
Types of businesses needed – Neighborhood vs destination retail (10/14/07)			
Missing - Grocery store (10/14/07)	The neighborhood plan reserves large areas for commercial uses. The plan lists a grocery store as a particular desire of the neighborhood.	Yes	36
Need to activate commercial area after quitting time; Restaurants/nighttime activities (10/14/07)	The recommended retail uses include a variety of uses, active during day and early evening.	Yes	36
Meeting participants indicated these potential neighborhood retail services would be supported by the neighborhood: Deli, Farmers' market, Post office, Mobile library, Neighborhood medical – preventative care versus, Urgent or emergency care, and Trade/technical school (2/25/08)	The plan lists desired retail uses, as listed by residents.	Yes	36
Meeting participants were provided 3 dots each and asked to place them next to the neighborhood retail services most important for the neighborhood. A number of participants indicated it was difficult to prioritize, as many of the services would be beneficial. - Six (6) votes: farmers' market - Five (5) votes: sit-down restaurant, grocery store - Three (3) votes: day care center, hardware store - Two (2) votes: café/coffee, repair services - One (1) vote: deli, bakeries, music/dance/exercise studio, urgent care or emergency medical office, trade/technical school (2/25/08)	This ranked list is included in the neighborhood plan as an indication of the types of retail that would be supported by the neighborhood.	Yes	36
Some uses could easily be combined. - Bakery, café and sit-down restaurant - Day care and community center - Post office and convenience store - Music, dance or exercise studio and community center (2/25/08)	These potential combinations of uses are included in the neighborhood plan.	Yes	36
It was noted that the services listed can mean a wide range of things to different people. For each service that received a vote, participants were asked to define each	These qualifying descriptions of desired neighborhood retail are included in the neighborhood plan.	Yes	36

service. • Farmers' market: easily accessible; highly visible; mobile; flexible; adjacent to open space (Lake George area); areas for seating and shelter; could have mutually beneficial relationship with retail such as restaurants where people can get something to drink and walk through the market. • Grocery: local and personal; market size, not large scale such as Copps; affordable; fresh food; locally grown; Regent Street Coop size; cheap and large scale groceries are available within close proximity, make it different and local serving. • Sit-down restaurant: not fast food; mom & pop place serving American fare; affordable; family restaurant; relaxed, not rushed. • Hardware store: rename to a general store where you can pick up a variety of daily needs such as gloves, screws, plumbing supplies, pans, etc.; • Repair services: for electronics such as DVD players and computers. • Music/dance or exercise studio: place to exercise, relax and workout; could be holistic in nature. (2/25/08)		
Participants discussed their thoughts about a potential motel/hotel use. • There are enough within the area and more are not needed. • The large number of residents within the area may like a hotel. • A hotel would support retail uses and provide jobs. • The scale would have to fit the neighborhood. (2/25/08)	These qualifying descriptions of a potential motel/hotel use are in the neighborhood plan.	Yes 36
Services deemed inappropriate, were already offered and more were not desired, or were identified as extremely unimportant include antique store, bank/credit union,	The neighborhood plan identifies these uses as services that are seen as less desirable or unimportant to the neighborhood within the neighborhood plan.	Yes 36

commercial parking lots, fast food restaurant, flea market, funeral home or mortuary, liquor store, mini storage warehouse, music/dance/exercise studio, vehicle sales/service/repair. (2/25/08)				
General Land Use Comments				
A medical component should be included in one of the uses. Many residents do not have easy access to medical care. This could take place as a component of the Community Center. (9/10/07)	Community meeting participants did not rank basic medical services as a priority services in the community center.			
Is there a need for additional services such as police, fire and EMS? With the potential of densification there will be need for increased response times. (9/10/07)	The need for additional emergency services is unknown at this time. The City of Fitchburg is assessing emergency response as part of its current comprehensive planning process.			
Fitchburg will be identifying areas for a potential fire station after the City Comprehensive Plan is complete. All areas of the City are and will be within a 5-minute response time (9/10/07)	Emergency service providers prefer good access to neighborhoods, the recommended street connections improves emergency service access.	Yes	16, 39	
Commercial/Employment Center Use south of Lake George Road is inappropriate. (9/10/07)	Current zoning within this area allows for commercial/employment types of uses. Previous use of this area for licensed and unlicensed landfill activities has affected the soil and subsurface conditions indicate the presence of poor soil stability able to be overcome by special footing designs to buildings envisioned by Alexander Company.			
Preserve the existing housing south of Lake George Road. (9/10/07)	The neighborhood plan recommends residential uses on Clausen Street.	Yes	30	
A mixed use/residential component needs to be part of the Novation Campus. (9/10/07)	Much of the land identified for Novation Campus expansion is currently zoned to allow commercial/employment uses. These areas generally correspond to lands that have been used for licensed and unlicensed landfills which are compatible with the uses envisioned for the campus. Commercial and employment are desired uses expressed by residents and meet the goals of the private land owner. Overall, the neighborhood is predominantly residential and lacks employment and retail uses and opportunities. The neighborhood plan allows mixed use buildings as market demand dictates and as the neighborhood evolves.	Yes	31, 35	
None of the Alexander Company's property includes residential. Similar plans are required to have residential/mixed use components. (9/10/07)				
Why is the Alexander Company moving towards commercial and not mixed use? (9/10/07)				

The mixed use district location should be relocated in the southern area of the employment center. (9/10/07) The area that is shown as urban mixed use is more appropriate as a commercial/employment center district. Move the urban mixed use district to the south portion of Novation Campus. (9/10/07) Plans are too dependent on Novation Campus. (9/10/07)	All districts allow a mix of land uses. Intense mixed use areas should be supported by open space and transit uses and may be adjacent to residential areas. The recommended location of the mixed use TOD districts area adjacent to Southdale Park. It currently has bus transit service, and there is a potential for rail transit service.		
If development is going to occur, it should be done in an environmentally friendly or green manner. (1/29/07) (2/26/07) Seems more like a Greenfield development than an infill development (consumes large lot retail and open space – what is the environmental impact?) (10/14/07)	The neighborhood plan is dependent on the input of all residents, homeowners, and landowners, including large property owners. The Southdale Neighborhood Plan is the most intense urban redevelopment plan ever prepared by the Town of Madison or the City of Fitchburg. The remediation of the neighborhood's brownfields distinguishes Novation Campus as one of the region's most ambitious infill redevelopment projects. The Southdale Neighborhood plan encourages sustainable development patterns.		
The vacant land at the "point" of the neighborhood near the Park Street interchange would be good for commercial development. (1/29/07) Beltline and USH14 frontage might be better for commercial than residential/mixed (10/14/07) Better zoning to allow more mixed use (10/14/07)	The Urban Mixed Use TOD District is a high visibility location, and commercial and residential uses are allowed. High density residential uses are appropriate if a commuter rail station is located in the neighborhood. Otherwise, commercial uses are most appropriate. The neighborhood plan offers the flexibility for either potential outcome.	Yes	28
	All districts except the Highway Business District encourage a mix of uses. Zoning code updates and changes are required under Dane County and City of Fitchburg codes to implement the recommendations of the plan.	Yes	25-35, 57
Missing: Needs to unify entire neighborhood, including areas in City of Madison. (10/14/07)	The Southdale neighborhood is currently isolated by land uses and transportation network. The neighborhood plan recommends transportation improvements to increase accessibility. The neighborhood plan seeks to re-integrate the neighborhood with adjacent neighborhoods to the north, west and east through street, sidewalk, and bicycle lane connections.	Yes	39, 45

Consideration needs to be given to how different uses within the neighborhood interact to limit conflict. (1/29/07) (2/26/07)	The arrangement of land uses has been carefully considered, so that different land uses have the potential to complement each other. As an urban redevelopment project, a mix of uses is encouraged in most areas of the neighborhood, and different land uses are blended instead of buffered. Since the plan allows some flexibility in land uses, specific conflicts may be possible, so the plan encourages the approval of compatible adjacent uses.	Yes	25-35
Cultural events such as storytelling and music are important. (2/25/08)	The neighborhood plan provides locations for these important activities -- formal and informal open spaces and a community center.	Yes	29, 30, 52
Do not change the architectural nature of the neighborhood. (9/10/07)	The neighborhood plan addresses land uses and building placement, but does not recommend architectural style. The neighborhood plan does not recommend preservation of the existing architectural nature.	Yes	34-35
“Heart” of the Neighborhood			
Missing: Current plan does not have interesting destinations – neighborhood needs a “heart” (10/14/07)	The neighborhood provides opportunities for interesting destinations, but redevelopment projects are necessary to create those destinations. There are multiple destination locations. Southdale Park is the central gathering space for the neighborhood residents. A future commuter rail station and supporting development could create additional destinations. The community center and/or the community gardens will also be a neighborhood destination.		
The people within a neighborhood create the heart of a community, not any one specific use. Without the people, it is just a place. (2/25/08) Relationships create the heart of a neighborhood – relationships between residents [tenants] and owners, and residents and resident. All people within the neighborhood are connected. (2/25/08)	A neighborhood plan can create the framework for a successful neighborhood, but it is the residents, landowners, business owners, and visitors that actually activate the neighborhood.		

Commercial uses that offer daily needs are a great place for neighbors to meet and socialize. These types of opportunities for informal interaction help build a heart for the neighborhood and offer interesting destinations for residents. Specific uses referenced include a grocery store (such as Willy Street Coop) and coffee shop. (2/25/08)	A neighborhood plan can recommend locations for important community-building socialization activities. Within the areas where the plan recommends retail uses, the neighborhood plan recommends public places where socializing can occur -- formal and informal open spaces and streets with sidewalks and landscaping.	Yes	50-54
Access to essential daily goods and services in combination with socializing is important. (2/25/08)	The neighborhood plan seeks to create multiple places for gathering including formal and informal open spaces and retail establishments.		
Southdale Park is not the heart of the neighborhood for adults. (2/25/08)	The neighborhood plan recommends a mix of uses in most land use and design districts.	Yes	25-35
A mix of activities, not one specific use or place, can create a community heart. (2/25/08)			
Uses geared toward providing basic needs are important. (2/25/08)	The neighborhood plan includes goals for senior housing.	Yes	29, 30, 46
Housing options for seniors and the elderly are important. There are currently no options, which force them to leave the neighborhood. (2/25/08)			
Successful business will meet the needs of the local residents but will need to serve those traveling along Rimrock Road as well. (2/25/08)	The neighborhood plan recommends neighborhood-serving retail uses and employment opportunities as important. The Town of Madison and City of Fitchburg will consider this importance when assessing the need for public subsidy of these uses.		
Long-term businesses are needed – ones that can be sustained without subsidy. (2/25/08)			
Some desired land uses may require a subsidy to be viable. For example, Trader Joe's on Monroe Street is subsidized. (2/25/08)			
Uses should promote activity that extends beyond the typical daytime and weekday hours (Saturday and evenings). (2/25/08)	The neighborhood plan recommends a mix of retail and employment uses to activate the neighborhood beyond typical daytime hours. The plan also recommends that this activity be sensitive to areas that are primarily residential so as to avoid conflicting land uses.	Yes	36
Not everyone has the same work hours. (2/25/08)			

Affordable Housing			
Residents within the neighborhood live there only because it is affordable. (2/25/08)			
How will housing transition? What will happen if residents are displaced in the redevelopment process? (9/10/07)			46-47
Senior housing recommendations should be included in the Affordable Housing section. (9/10/07)		Yes	46
The City desires a 50/50 split of ownership to rental housing. How will this occur and over what timeframe? (2/26/07) (4/16/07) Increased options for homeownership is beneficial, but it is important to preserve existing housing and not displace current residents. (2/26/07) Future redevelopment should maintain current percentages of affordable housing, so that residents are not displaced. (9/10/07) Percentage/distribution of affordable housing should remain the same in future. Those residents in affordable housing should have a number of living options and should not be displaced. (9/10/07) The neighborhood has many low-income, rental opportunities. A healthy neighborhood has a mix of housing opportunities – ownership and rental, low-income and moderate income. (2/25/08)	A goal of the neighborhood plan is to make the neighborhood a desirable place for residents, business owners, and visitors. It is intended that residents will still be attracted by housing affordability, but also by a good overall quality of life. The neighborhood plan includes strategies for housing transition. The neighborhood plan includes goals for senior housing. It is the goal of the Town and the City that the rental/ownership rate change from the current 87%/13% split to a better balance. The plan describes strategies for maintaining affordable ownership opportunities as the neighborhood changes and redevelops. The neighborhood plan recommends short- and long-term changes, between five and twenty-plus years. The housing-related recommendations address current issues, but it is recognized that changes in a housing stock are a long-term process.	Yes	46-47
Add language to include existing programs such as CDBG [Community Development Block Grant] to assure that affordable housing remains and is available to new and existing residents. (9/10/07)	The neighborhood plan has a goal to provide/maintain affordable housing within the neighborhood. The Town and City will consider this goal when budgeting CDBG funds.	Yes	47, 50

Introduction of market rate housing would drive the median income level higher, making housing less affordable. (9/10/07)	The neighborhood plan recommends more residential units in the neighborhood, by recommending building heights between 2 and 4 stories so the addition of market rate housing will not necessarily reduce the number of affordable housing units. It is true that the addition of higher value housing will increase the median value, but a mixed-income neighborhood should be considered a positive.		
How does the blight designation affect property values? (9/10/07) Which houses were determined to be blighted? (9/10/07)	The blight designation enabled the creation of a Tax Increment Financing (TIF) district. This designation is a prerequisite for establishment of all TIF districts. The general goal of TIF districts is to stimulate private reinvestment. The Town of Madison's TIF District No. 2 includes most of the Southdale neighborhood, except for most parcels that front East Badger Road. The creation of the TIF district will not immediately affect the value of property located in the district. Once public improvements have been made in an area and redevelopment occurs, the median real estate value may increase.		

What is affordable housing? (9/10/07) Better define “Affordable Housing”. (9/10/07) When looking at affordability, is the mean income level for the overall city, or is it specific to the neighborhood? (9/10/07) Define low-income. (9/10/07) What is the current proportion of affordable housing? (9/10/07) Look at the census. Provide data on the number of affordable housing units currently in the neighborhood. (9/10/07) What is the current distribution of affordable housing in the neighborhood? (9/10/07)	Information regarding housing from the 2000 Census is included in the neighborhood plan, and was discussed at the February 25 neighborhood meeting. The generally accepted definition of affordability is for a household to pay no more than 30 percent of its annual income toward housing. Low income is 80% of the median income. Very low income is 50% of the median income. Extremely low income is 30% of the median income. In Dane County in 2006, a family of three making less than \$53,050 per year is considered low income. A family of three making less than \$33,150 per year is considered very low income. An affordable owner-occupied low-income home for a 3-person household is priced below \$157,000. In 2000, approximately 88% of owner-occupied housing in the neighborhood was priced below \$150,000. An affordable owner-occupied very low-income home for a 3-person household is priced below \$98,000. In 2000, approximately 61% of owner-occupied housing in the neighborhood was priced below \$100,000. An affordable rental low-income home for a 3-person household has a monthly rent below \$1325/month. In 2000, 100% of rental housing in the neighborhood had monthly rental rates below \$1000. An affordable rental very low-income home for a 3-person household has a monthly rent below \$830/month. In 2000, approximately 98% of rental housing in the neighborhood had monthly rental rates below \$750. Lower income families are more likely use methods of transportation other than a personal vehicle. The neighborhood plan recommends infrastructure improvements to provide safe biking and walking, and encourages improved transit service. The neighborhood plan does not make specific recommendations regarding architecture. The plan indicates the desire for high quality affordable housing.	Yes	10-11
With affordability comes transportation efficiency and availability. Add it to the language. (9/10/07)		Yes	37-45
Affordable housing should not be distinguishable from market rate housing. It should be high quality. (9/10/07)		Yes	46

What is the status of current condo conversions taking place? Was there a recent approval? (9/10/07)	A Dane County Planning and Development Department CDBG 2008 Funding Application was submitted by the Alexander Company. The stated purpose as identified within the application was for renovation and conversion of 32 units within the neighborhood with a targeted average sale price of around \$80,000. (This sale price is considered affordable for a family of three that has a low, very low, or extremely low income.) Approximately half of the \$400,000 request will be funded, likely reducing the overall size of the project from 32 units to 16 units.		
Condo conversions should not be implemented. They will displace the current renters. (9/10/07)	It is the goal of the Town and the City that the rental/ownership rate change from the current 87%/13% to a better balance. That balance can be created through the conversion of existing rental to owner-occupied, the removal of rental units, and/or the construction of additional owner-occupied housing. The plan recommends additional units in the Urban Residential District and encourages owner-occupied units in the Mixed Use District. Due to the condition of some of the existing buildings, portions of the existing housing stock have experienced relatively high transition rates (turnover) and high vacancy rates which would allow for potential consolidation.		
Provide rental options for all income levels. (9/10/07) Make ownership opportunities available for all levels of income. (9/10/07)	The neighborhood currently offers rental and ownership options for low and very low income families. The construction of market rate housing is necessary to provide options for all income levels. The neighborhood plan recommends a mix of housing options.	Yes	46-47
Affordable housing needs to reach all income levels. There are many residents earning minimum wage who should have affordable rental/ownership options. (9/10/07)	The neighborhood currently offers rental options for very low-income families. Homeownership for residents earning minimum wage is difficult throughout the entire Madison metropolitan area. An aggressive affordable housing program would be necessary to meet this goal. The scope of this program should be county-wide, and is beyond the purview of this neighborhood plan. A recommendation to develop such a program on the regional level is in the Southdale Neighborhood Plan.	Yes	60

How are families going to be able to afford housing in the future? (2/25/08) How is ownership possible if residents can barely meet rental obligations? (2/25/08)	The plan recommends of balance of rental-ownership housing opportunities, because increased homeownership would provide more stability and long-term investment in the Southdale neighborhood. Homeownership is often difficult for low and very low income workers and families. First, affordable housing opportunities must be available. In addition, homeownership, credit counseling, and family budgeting courses assist families in achieving homeownership. The neighborhood plan recommends maintaining affordable housing options, recommends the provision of homeownership and job-training courses, and recommends the establishment of a community center to house these programs. The current neighborhood offers many rental opportunities and some ownership opportunities that are affordable for low and very low income families. The neighborhood plan recommends a balance between rental and ownership opportunities.	Yes	46-47
Diverse housing for different needs – single family and sustainable affordable housing (10/14/07)	The staff from the Town of Madison and the City of Fitchburg determined that the use of 2000 Census housing data was an efficient and expedient approach to describing the general character of the Southdale housing stock.	Yes	46-47
Residents thought JJR was going to be collecting current information through a survey, not using 2000 census data. Residents feel that census data was not an accurate account of information. (2/25/08) The pie charts are confusing (2/25/08)	Housing data from the 2000 Census was depicted using pie charts during the 2/25/08 neighborhood meeting.		
Residents would like to know what unit sizes & quantity of unit sizes are in the neighborhood, how many people live in each unit and the income level of each resident (2/25/08)	In the 2000 Census, in the Southdale census tract, there were the following unit types and number: 44 units of 1 Unit (Detached (i.e. single family home), 12 units of 2 Units (i.e. duplex), 73 units of 3-4 Units, 246 units of 5-9 Units, 124 of 10-19 Units, 106 units of 20-49 Units, 12 units of ≥ 50 Units, and 10 “other”. This information was presented at the February 25, 2008 neighborhood meeting and included in the neighborhood plan. The income level of each resident is not known. This information was not be collected and published due to privacy concerns. The income level of each resident is not pertinent to a neighborhood plan, which recommends changes for neighborhood improvement for all residents and business owners, regardless of income.	Yes	10-11

Residents would like to know the size range of units and pricing based on unit size (2/25/08)	In the 2000 Census, in the Southdale block group, there were the following price points for homes that were owner occupied: \$40 - \$60k – 12 units, \$60 - \$80k - 28 units, \$80 - \$100k – 11 units, \$100 - \$125k - 21 units, and \$150 - \$175k - 11 units. In the 2000 Census, in the Southdale block group, there were the following monthly rental rate points for homes that were renter occupied: < \$250/month – 13 units, \$250 - \$499/month - 232 units, \$500 - \$749/month – 287 units, and \$750 - \$999/month – 12 units. This information was presented at the February 25, 2008 neighborhood meeting and is included in the neighborhood plan.	Yes	10-11
There is a need for move-up housing in the neighborhood (large families are forced to live in 2-3 bedroom homes). (2/25/08)	The neighborhood plan recommends a wide range of housing types, including housing sizes that can accommodate large families. The size of the majority of the housing is aimed at the average family size. In the 2000 Census in the Southdale census tract, the average household size was 2.37 persons, with an average size of 1.99 persons in rental units, and an average size of 2.42 persons in owner-occupied units.	Yes	46-47
Open Space and Community Facilities			
We need more community facilities. (9/10/07)	The neighborhood plan recommends the establishment of a community center, permanent community gardens, and a range of open spaces and parks.	Yes	50-54
Community Center – Preferred Uses			
The community would like a community center with a day care facility. (1/29/07) (9/10/07) We need a community center with a day care and after school programs that are accessible to all. (9/10/07)	The neighborhood plan describes a funding grant submitted by Bethel Community Services Corporation and The Alexander Company. In that funding request, the community center would have provided after school programs, daycare, job training, tutoring, and a food pantry. (The funding application was denied after some Southdale residents recommended it be denied.) The neighborhood plan states these services as preferred services for the community center.	Yes	50-52
The neighborhood needs a place to gather where activities such as voting could occur. Perhaps this could be at a community center. (1/29/07) (2/26/07)	The neighborhood plan lists these uses as preferred activities.	Yes	50-52
Participants noted that most of the uses should be included, and that it was difficult to prioritize. • Three votes: food coop or farmer's market	This prioritized list of uses that neighborhood residents desire to see in a community center is in the neighborhood plan.	Yes	50-52

• Two votes: day care for children, community kitchen • One vote: after school programs, community meeting room, counseling sessions for employment/credit/homeownership, gymnasium/indoor athletic area, offices for Joining Forces for Families, small business incubator, offices for neighborhood association • No votes: basic medical services, community police sub-station, community watch program, day care for adults, English as a Second Language classes, food pantry, job skills training, summer program, transportation to services/employment outside the neighborhood, tutoring, computer lab (2/25/08)			
One participant asked about the focus of [the community heart discussion] noting that the discussion seemed confusing. It was not clear if the intent was to discuss or get feedback on the desired uses or the character of those uses. (2/25/08)			
Community Center – Preferred Location			
A community center was viewed as an asset to the neighborhood. (4/16/07)		Yes	50
Are there other community center locations besides the three shown? (9/10/07)		Yes	52
Are there alternative locations for a community center? (9/10/07)			
The community center/ gardens and park do not have to be in the same area. (9/10/07)			
A community center and gardens do not have to be in the same area. (9/10/07)			
Community facilities do not have to be centrally located. (9/10/07)			

A community center should be placed in open space. Suggested locations: • Immediately west of the rail corridor • Just South of Lake George Road • At the current gardens (south end of the site) • Adjacent Southdale Park (9/10/07) Community center in former Badger School (Boys and Girls Club/YMCA) (10/14/07) The neighborhood center should be closer to Rimrock Road, to reach adjacent residential to the east. (9/10/07) Principles for Locating the Community Center • The community center should be adjacent to public open space. • The community center should be easily walkable to the maximum amount of homes. • The community center should be located to serve the Southdale, Moorland-Rimrock, and Indian Springs neighborhoods. • The location should feel safe and be visible. • It does not matter which side of Rimrock the center is located, but the location should allow safe road crossings across busy streets. • The center should have adequate parking. • The center should be located close to a bus line. • The participants voted on which programs/uses are most important for inclusion in the Southdale Community Center. (2/25/08)	Potential locations for the community center are listed in the neighborhood plan along with principles for selecting a site. Characteristics that support or discourage each suggested location are included in the plan. For example, safe pedestrian crossing of Rimrock Road is a disadvantage of the former Badger School site.	Yes 52
	The location decision for the community center will be based on available parcels, which may not be any of those that have been identified during the planning process. The potential sites now seen as ideal may not be available when there is funding available. The neighborhood plan thus includes a list of prioritized location principles for the community center to guide Town, City, and regional decision-makers while they consider available parcels. The neighborhood plan includes the following principles for determining the location of a community center. ▪ <u>Open space adjacency:</u> A community center should be adjacent public open space. ▪ <u>Proximity:</u> The community center should be easily accessible to all users it serves and within close proximity to a majority of users. ▪ <u>Visible and accessible:</u> The community center should be located in a highly visible and frequently visited location to allow for informal surveillance and enhancing safety. It should be easily accessible by bike, bus, walking, and driving. ▪ <u>Universally accessible:</u> All users, regardless of age, ability and income should have access to garden plots. Not all garden plots need to be accessible to all users. ▪ <u>Land Availability:</u> Land for future community center must be available for purchase or on publicly owned lands to assure their continued presence. ▪ <u>Support activities:</u> The location should be adjacent public open space and have sufficient parking.	Yes 52

Community Gardens – Preferred Uses			
Some people do not use the current gardens. (9/10/07)	The neighborhood plan recommends permanent community gardens that are managed by a public or non-profit agency to ensure full neighborhood access.	Yes	53-54
Some residents feel that the community garden can include private ownership, such as a food pantry garden or commercial gardening/urban agriculture and could incorporate a community program. (2/25/08)	The neighborhood plan recommends permanent community gardens that are managed by a public or non-profit agency to ensure full neighborhood access.	Yes	53
Some residents feel that the garden should only accommodate family or private garden plots (2/25/08)	The neighborhood plan recommends the development of publicly accessible, permanent community gardens that are managed by a public or non-profit agency to ensure full and equitable neighborhood access. The location of the future community gardens should meet the criteria identified as part of the neighborhood plan.	Yes	53-54
Consider composting (2/25/08)	The neighborhood plan recommends that a public or non-profit agency manage the community gardens. It is likely that composting will be considered.		
Community Gardens – Preferred Location			
Community gardens are valuable to the neighborhood. Preserve the existing gardens and/or provide for additional garden opportunities. (1/29/07) (2/26/07)	There are currently no publicly accessible community gardens within the neighborhood. The neighborhood plan encourages the establishment of a permanent community garden open to all neighborhood residents.		
Organic production is a multiyear investment (10/14/07)	The investment in the land is considerable for successful organic farming. Thus, the need for a permanent location for a community garden is necessary. The neighborhood plan recommends that a permanent location be found.	Yes	53
What private land is available for purchase for community space, why/why not? (10/14/07)	In theory, any privately owned parcel may be purchased for community space, if the purchase offer is high enough. In reality, only parcels owned by landowners interested in selling their land for community space are available. The Girl Scouts of Black Hawk Council have indicated that the vacant parcel north of their current facility may be available.		

Principles for choosing a community garden location: • Low level of noise. Should be an interactive space. Users should not have to compete with traffic noise from the Beltline or USH 14 • Access to infrastructure (such as water) and access and parking • Access for deliveries • Land should be primarily level for easy access • Size ½ acre or larger. Some participants supported a garden with a minimum of 15 plots, but others felt that 15-20 plots is too small and that the garden should be large enough to contain 60-100 plots • Compost and worming facility on-site • Soil should be fertile, free of pollutants/contaminants. • Land should not be subject for flooding • Easy access, close proximity from all areas of the neighborhood (multiple locations are okay) • Should have room for potential commercial/food pantry garden facility • Should not take away from existing park/open space • The garden space should not require removal of existing trees • Cost of the land to acquire • The land should be available for a permanent community garden (2/25/08)	The future site selection decision will be based on available parcels, which may not be any of those that have been identified to this point. The neighborhood plan thus needs to be flexible but guide future decisions. The neighborhood plan includes the following principles for determining the location of future publicly accessible community gardens: ▪ <u>Low level of noise:</u> Community gardens are intended to be interactive and social spaces. Users should not have to compete with traffic noise from the Beltline or USH 14. ▪ <u>Access to infrastructure:</u> Water, easy access from public streets and parking are necessary. Safe and efficient options for transit and bike should be considered. ▪ <u>Universally accessible:</u> All users, regardless of age, ability and income should have access to garden plots. Not all garden plots need to be accessible to all users. ▪ <u>Sufficient number of garden plots:</u> A minimum of 15 and a maximum of 100 garden plots of approximately 20ft x 20 ft (400 square feet each, as is common in of many community gardens in the area) should be provided. ▪ <u>Land Suitability:</u> Garden plots should not be located in an area prone to flooding. ▪ <u>Location within existing parkland:</u> Community gardens should not replace existing active recreation uses within existing parklands. ▪ <u>Existing trees:</u> Stands of high quality, mature hardwoods should not be removed to create garden plots. ▪ <u>Land Availability:</u> Land for future publicly accessible permanent community gardens must be available for purchase or on publicly owned lands to assure their continued presence. ▪ <u>Support activities:</u> The location should offer sufficient land area to allow for activities supportive to the community gardens such as composting and worming. ▪ <u>Visible and accessible:</u> Garden plots should be located in a highly visible and frequently visited location to allow for informal surveillance and monitoring. ▪ <u>Proximity:</u> Community gardens should be centrally located to the users it serves and within close proximity to the highest density areas of the neighborhood promoting accessibility and use. ▪ <u>Solar Orientation:</u> Garden plots should be located in areas that receive sufficient light (i.e. minimum of 6 hours of direct sunlight, not on north facing slopes or shaded by existing tree canopies).	Yes 53-54
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Rezone the community gardens so they can stay in their current location as future phases redevelop. (9/10/07) The community gardens should stay where they are. Residential infill could take place, centered on the community gardens. (9/10/07) The proposed community gardens are in a good location. (9/10/07)	There are currently no publicly accessible community gardens within the neighborhood. The plan recommends several potential permanent locations for community gardens.		
Alexander Company should preserve the existing gardens. (9/10/07) Alexander Company should sell land at a discount or donate land to build community gardens and a community center. (9/10/07)	The landowner has other long-term intentions for the land it owns. Community gardens, in the area previously farmed as private gardens, are a potential temporary use. The Alexander Company has led efforts to get grants and funding for a community center and for public management of the existing private gardens.		
The garden should remain at Drumlin farms. (2/25/08) [The existing] Farm is between two existing residential areas (10/14/07) The Drumlin Farm location is a connection between the neighborhood (2/25/08)	While the area was used by some residents for private gardens is adjacent two residential area, it also between an industrial area and a regional highway. Some organic farming methods are not compatible with residential uses. The landowner of the area previously used by some residents for private gardens does not intend to maintain this use in perpetuity, so a permanent location for community gardens is necessary.		
All of the existing garden locations should be shown on the plan (Hmong garden, Children's Garden, Drumlin Farms). (2/25/08) Land noted as "vacant" on plans should be relabeled. These open spaces are valuable for habitat and organic food production. (2/26/07)	No publicly accessible permanent community gardens exist within the neighborhood. The existing gardens are located on private property and are not publicly accessible to all residents. The neighborhood plan recommends principles for identifying a location for community gardens and documents sites that have been discussed.		

What is the percent slope of the location for the proposed community gardens [in Southdale Park]? (9/10/07) The gardens may be difficult to construct in [Southdale Park]. (9/10/07) Terraced gardens would be challenging to keep accessible and costly to maintain (2/25/08)	The slope varies across the proposed location, between 7% and 20%. The highly sloped are not suitable for building pads, but these areas may be terraced for small-scale community gardens. In some of the steepest parts of the site, some terracing may be necessary. The advantages and disadvantages of suggested sites are listed in the neighborhood plan.	Yes	54
Air quality may be bad for community gardens to be located near the Girl Scouts Black Hawk Council. (9/10/07) This land near the Girls Scouts could be a good location for gardens. (9/10/07)	The air quality is noted as a disadvantage for several sites along USH 14.	Yes	54
New garden location should not take away from existing park space (2/25/08)	The neighborhood plan includes principles for identifying a location for community gardens. Community gardens should not replace or displace areas within existing parks used for active recreation.	Yes	53-54
I'm not in favor of cutting down trees for community gardens. (9/10/07)	This location principle is included in the neighborhood plan.	Yes	53-54
Locations 2 and 3 [the undeveloped parcel west of the rail line at the Ski Lane curve, and the Girl Scout parcel, respectively] should be removed from the plan as they are not conducive to use as a community garden (2/25/08)	All suggested community garden sites are listed in the plan, along with the advantages and disadvantages of each. In addition, the plan contains the principles of choosing a community garden site.		
The gardens could occur in multiple locations (2/25/08)	The neighborhood plan includes the possibility of multiple, dispersed community garden locations.	Yes	54
Property owners, such as apartment owners should designate space for community gardens (2/25/08)	The neighborhood plan does not preclude residential landowners from providing private garden spaces and the plan incorporates the recommendation that landlords consider providing garden space to tenants as an amenity. The neighborhood plan also recommends permanent, managed community gardens that are open to all neighborhood residents. Gardens on private property are neither permanent nor open to all neighborhood residents.	Yes	54
What would the acquisition cost for a new location be? The cost of land will be an important factor in choosing a location for community gardens. (2/25/08)	The acquisition cost for unspecified locations is unknown. The neighborhood plan includes acquisition cost as a factor in location selection.	Yes	53

The Badger site likely has fertile soil. (2/25/08)	This location principle is included in the neighborhood plan.	Yes	53-54
The “Church” site would be a good location, soil is productive, it is a central location (2/25/08)			
Accessibility for deliveries of mulch, etc. is important. (2/25/08)	This location principle is included in the neighborhood plan.	Yes	53-54
Badger Park/School would be a good site, it reaches residents outside of the neighborhood (2/25/08)	This location principle is included in the neighborhood plan.		
Residents overall like the potential of the Badger Park/School site (2/25/08)		Yes	53-54
There is concern that the Badger School site may not be available. If so, would the new owner be willing to allow a community garden to be located on the property? (2/25/08)	The neighborhood plan lists the Badger School site as a potential community garden site, and the site is supported by several principles for site selection. Should the site become available, the Town, City, and/or regional public officials could negotiate with the property owner for the inclusion of a community garden.	Yes	54
Many residents would like to see a full “Garden Study” prior to picking potential locations (2/25/08)	A full “Garden Study” is outside the scope of a neighborhood plan. The neighborhood plan recommends that as sites become available for potential gardens it is evaluated against the principles established as part of the neighborhood plan.	Yes	53-54
Residents need to see soil conditions, topography, access study prior to picking a location - JJR should provide enlargements and more detail of the potential sites. (2/25/08)			
Open Space			
Southdale Park is vital to the community and should be updated (playground, fields, and courts). (1/29/07) (2/26/07)	The neighborhood plan recommends improvements to Southdale Park, including better access and visibility. Previous plans prepared on behalf of the Town of Madison illustrate potential improvement recommendations.	Yes	62
Improve safety and access to Southdale Park. (1/29/07)			
Parks should be within a 1/4 mile of the largest population of people. (9/10/07)	The neighborhood plan recommends parks within 1/8 mile of all residents.	Yes	21
Incorporate the hillside (at Southdale Park) as a positive element for recreation while being environmentally productive. (9/10/07)	The neighborhood plan recommends the use of the hillside for open space and as a potential location for terraced community gardens.	Yes	54
The hillside at Southdale Park is not seen as undesirable. (9/10/07)	Residents have told the planners that the hillside and the pedestrian path is at least a perceived safety threat. The neighborhood plan recommends increasing	Yes	54

This hillside is an area with negative activity and is full of trash. (9/10/07)	the visibility of this area. This site is a potential community gardens site.		
Incorporate current open space into the plan. (9/10/07)	The neighborhood recommends a variety of open spaces throughout the neighborhood – the formal play areas of Southdale Park, community gardens, and smaller informal gathering spaces on the block level.	Yes	50
Preserve open space and habitat. (1/29/07) (2/26/07) (9/10/07)	The neighborhood plan recommends the preservation of all existing publicly owned formal open spaces like Southdale Park.		
Preserve current open space. (9/10/07)	The plan does not recommend the permanent preservation of privately owned open space on individual parcels, with the exception of listing the parcel adjacent the Girl Scouts of Black Hawk Council site as a potential community garden location. The neighborhood plan also recommends the preservation of open space adjacent to stormwater facilities within Novation Campus.	Yes	50-54
We cannot go back to community gardens after they were paved over. (10/14/07)			
The neighborhood has a rural feeling that should be preserved. (2/26/07)	With the exception of Nine-Springs E-way across USH 14, the Southdale Neighborhood is within redeveloping urban areas. The Town and City consider the neighborhood to be “infill” redevelopment opportunities, at an urban level of development.		
The southeast portion of land along Rimrock Road (north of Clausen) should be preserved. (9/10/07)	The neighborhood plan recommends a residential use in the area east of Rimrock, north of Maloney Drive, and south of Kent Lane.	Yes	30
Not enough parkland, garden space, community space. (10/14/07)	The neighborhood plan preserves all existing public open spaces, recommends a variety of additional open spaces when redevelopment occurs, and seeks to find a location for a community center and permanent location for community gardens.		
Protect existing habitat/open space. Open space must be of sufficient size and near residential areas. (10/14/07)			
Missing - Parks/green space (10/14/07)			
Lake George should be developed into parkland and could include a community garden, or contain play equipment, etc. (2/25/08)	The neighborhood plan recommends that Lake George continue to be used as a stormwater management area and an enhanced landscape treatment.	Yes	25
Transportation			
Neighborhood Isolation			
Traffic concerns – gridlock/congestion; isolation of neighborhood (10/14/07)	The neighborhood plan contains recommendations to reduce the congestion at the Rimrock/Oregon road intersection and to reduce the isolation of the neighborhood by connecting Deer Valley and Lake George.	Yes	37-45

One resident noted that they were not in favor of the “Deer Valley Road connection” in the Near Term Improvements. This was seconded by one other resident. (4/16/07)	The Lake George/Deer Valley connection is expected to reduce the isolation of the residential portions of the neighborhood.		
Rick Rose stated that the connection of Deer Valley Road would be ideal. (4/16/07)			
A direct vehicular connection between East and West Badger would allow for quicker and safer police/fire access to the community. Emergency vehicles now travel south on USH 14 and take a dangerous U-turn at Ski Lane. (2/26/07) (9/10/07)	The neighborhood plan includes a long-term recommendation for a connection near the current pedestrian bridge. However, it must be noted that a new bridge across the Beltline is unlikely unless it is included within a large Beltline reconstruction project.	Yes	39
The isolated nature of the neighborhood is nice. (1/29/07)	Neighborhood residents have indicated that the neighborhood’s isolation contributes to neighborhood challenges. The neighborhood plan recommends better connections between Southdale and adjacent neighborhoods.		
The isolated nature of the neighborhood helps make the area affordable and appealing to some, but promotes crime and service challenges. (1/29/07)			
The lack of street connections limits access to the neighborhood reducing walkability. (2/26/07)			
The neighborhood needs quick police access. (9/10/07)	The residential portions of the neighborhood are now isolated. The neighborhood plan recommends a connection between Deer Valley Road and Lake George Road.	Yes	39
The neighborhood needs better access. (9/10/07)			
Cars have difficulty getting through the neighborhood, and that is a good thing. We do not want cars speeding through. (9/10/07)	The neighborhood plan differentiates access and high-speed cut-through. The new road connections will increase accessibility, but street design and traffic calming will keep traffic at appropriate speeds. Additionally, other than Clausen St when Rimrock is backed up, the internal neighborhood streets do not provide easy regional connections, so it is unlikely that cut-through traffic will increase.	Yes	42-43
Narrowing the streets would be unsafe and make the area feel like a jail. (2/26/07)	Narrow streets slow traffic, and slower traffic results in fewer deaths and less serious injuries resulting from traffic crashes. The connection between narrow streets and jails is not clear.		

Create a pedestrian connection from Lake George Road to Deer Valley Road. (1/29/07)	It is possible to create a connection for only pedestrians, bikers, and emergency vehicles. Pedestrians and bikers now use the informal paths between Deer Valley and Lake George. To allow emergency vehicles to pass through, the entire road would need to be constructed, and then blocked, so a full infrastructure investment is needed without the full potential benefit. However, because the risk of cut-through traffic is low and traffic calming will slow traffic, the neighborhood plan recommends a full connection.		
Could the Lake George/Deer Valley connection be just for pedestrians, bikers, and emergency vehicles? (9/10/07)	The neighborhood plan recommends that the Town investigate the availability of a multi-use path easement.	Yes	45, 58, 59
Traffic Speeds			
Speed bumps and roundabouts could help reduce speeds in addition to narrowing the streets. (2/26/07)	The neighborhood plan recommends that a new connection between Deer Valley Road and Lake George Road should slow traffic and discourage truck traffic.		
There should be a traffic circle controlling traffic speeds. (9/10/07)	The plan includes a specific recommendation for a modern roundabout. The neighborhood plan recommends that all intersection improvements, in particular any roundabout, be pedestrian-friendly.	Yes	39, 58
There should be a roundabout controlling traffic speeds. (9/10/07)			
If a roundabout is constructed at Deer Valley/Pheasant Ridge, it needs to be pedestrian friendly. (2/25/08)	A goal of the neighborhood plan is safe neighborhood streets. Roundabouts and other traffic calming measures are effective at supporting safe streets. The plan does not accommodate neighbors that drive too fast on neighborhood streets.		
Roundabouts and traffic circles may be effective, but they create angry neighbors and road rage. (9/10/07)			

Semis, particularly those delivering cars to dealerships, should not cut-through the neighborhood. Is the new Badger Road/Beltline Frontage Road bridge capable of supporting heavy loads? (1/29/07) The connection of Lake George Road and Deer Valley Road may increase truck traffic through the neighborhood. (1/29/07) Heavy construction traffic creates significant noise and poses concern over the health, safety, and well being of neighborhood children. (1/29/07) (2/26/07) Do not create easy truck access to Rimrock Road. There needs to be a traffic circle or roundabout. (9/10/07) There should be weight limits on Deer Valley and Pheasant Ridge. (2/25/08)	The neighborhood plan recommends that a new connection between Deer Valley Road and Lake George Road should slow traffic and discourage truck traffic. The new Badger Road/Beltline Frontage Road bridge can handle expected loads. The neighborhood plan recommends weight limits on Deer Valley and Pheasant Ridge to discourage cut-through truck traffic.	Yes	39
Off-Street Parking There is enough off-street parking in the neighborhood, so on-street parking isn't necessary. (9/10/07) On-street parking must be controlled or it will become a safety problem. (9/10/07) On-street parking is not appropriate while there are safety problems in the neighborhood, but it might make sense when neighborhood circumstances change. (9/10/07) The plan should allow on-street parking where it will be needed, e.g. near shops (2/25/08)	While the existing residential uses have adequate off-street parking, redevelopment of these uses may create a need for on-street visitor parking. The neighborhood plan recommends that the need for on-street parking be reviewed when neighborhood streets are improved.	Yes	57

Incorporate additional sidewalks within the neighborhood. (1/29/07) (2/26/07) Do not allow on-street parking. Instead, narrow travel lanes, keep bicycle lanes, and move curbs in to allow for sidewalks. (9/10/07) Cars are now being abandoned in the Ski Lane Condo parking lot. (9/10/07)	The neighborhood plan encourages narrow travel lanes, bicycle lanes, and wide sidewalks. The need for on-street parking should be reviewed when neighborhood streets are improved.	Yes	39, 42- 43
	It is appropriate for neighborhood plans to make recommendations for public services and public decisions like land use changes. However, the abandonment of cars in the private condo parking lot must be confronted by the condo owners. The neighborhood plan acknowledges this current problem and encourage cooperation between the condo association and local police.	Yes	17
Transit			
The delay at the South Transfer Stop needs to be reduced; Route 16 could be extended to allow direct service (9/10/07)	Metro Transit is not planning any route changes in the neighborhood in the short and medium terms, even as Novation Campus develops and there are significantly more workers. In the long-term, transit funding and service levels may change, so the neighborhood plan recommends that Metro Transit reassess transit service in the long-term.	Yes	43
Bus transfers are becoming more time-consuming. Residents are biking instead of taking the bus to save time. (9/10/07) Bus stops should be located at the main entry points of buildings. It is difficult to walk far to a bus stop with children and packages. (9/10/07)	The neighborhood plan recommends safe biking routes from the neighborhood to the South Transfer Station. Metro Transit determines the location of bus stops, based on safe locations for the bus to pull over and safe locations for riders to wait for and board the bus.	Yes	44- 45
Bicycling			
Limited street connections make it more appealing for biking on-street. (2/26/07)	Limited street connections reduce traffic volume, which make on-street biking more pleasant and safer. However, the neighborhood plan recognizes the negative results of neighborhood isolation. To balance the increase in traffic from better connectivity, the neighborhood plan recommends bike lanes on busier roads, and local roads are designed to slow traffic to increase bicyclists comfort.		

Additional off-street bike paths should be introduced within the neighborhood. (1/29/07) (2/26/07)	The neighborhood plan includes on-street bike connection along Deer Valley and Lake George. In urban areas where there are many street crossings, on-street bike lanes and other bike-friendly streets are safer than off-street bike paths because users are more visible to drivers and others.		
There should be off-street bike trails across the Novation campus connecting Ski Lane and Rimrock Road (9/10/07)			
There should be off-road bike trails throughout the neighborhood and Novation campus. (9/10/07)			
There needs to be a safe bike route between Southdale and Goodman Pool (9/10/07)	The current safest bike route is across the pedestrian bridge, east on West Badger, north on Rusk Avenue (which becomes Koster St), and then on an off-street bike path through Quann Park and across Wingra Creek on a bridge. This route is about 1.75 miles. The riskiest area for children on bikes is crossing and riding on West Badger. The neighborhood plan recommends changes to this road to make it more pedestrian and bike friendly.	Yes	45
There should be a full bike lane on East Badger. Car drivers do not care about bicyclists. (9/10/07)	There are existing bike lanes on East Badger. The neighborhood plan recommends that these bike lanes remain.	Yes	45
The current bike path at the north end of Southdale Park is a “gauntlet”. The lack of lighting makes it unsafe. (1/29/07)	The neighborhood plan includes recommendations for improved bicycle lane and sidewalk networks within the neighborhood and connecting outside the neighborhood.		
Bike/ped circulation throughout area (including children) (9/10/07)		Yes	45
Missing: Good transportation network for bike/ped (9/10/07)			
Easy access to the animal hospital needs to be maintained. (1/29/07)	The neighborhood plan maintains the current pedestrian connection between Southdale Park and East Badger Road, and recommends improvements to make this connection more formal and visible.	Yes	45
There should be a bike lane between Rimrock and the Capital City Trail to the south. (2/25/08)	The neighborhood plan recommends a bike lane to connect Rimrock Road with the Capital City Trail to the south.	Yes	45
Rimrock Road			
Rimrock Road needs widening. Southbound congestion is a concern. (9/10/07)	As development and redevelopment occurs along Rimrock Road, the County is likely to seek to acquire additional road right-of-way allowing for future expansion of this roadway.		

Rimrock Road should remain a slow, residential street (9/10/07) Rimrock Road should be a 2-lane, slow road. Regional traffic should be on Beltline and USH 14 (9/10/07) Rimrock Road should be a slow neighborhood road with a speed limit of 25 mph. (2/25/08) Rimrock should be a local street. The MM designation should be moved to a different road. (2/25/08) The intersections should be engineered to discourage through traffic on Rimrock (2/25/08) There should be a commuter tax on Rimrock, collected by a toll gate. The collected monies should be used to improve the Southdale neighborhood. (2/25/08) The existing three-lane cross-section of Rimrock is working well and should not be changed. (2/25/08) Many participants would be willing to reduce their own convenience if traffic on Rimrock were slower. For example, they support the planned change in the interchange design for USH 14/McCoy (northbound on ramp and southbound offramp only) and USH 14/Lacy (southbound on ramp and northbound offramp only). (2/25/08) The USH 14 and USH 12/18 interchange needs to flow better to keep through traffic off of Rimrock. A driver going west on USH 12/18 cannot go south on USH 14 without stopping at a stoplight, so many get off at Rimrock to head south. (2/25/08)	Rimrock Road is now a county highway and a regional connector. This regional role will likely increase as development continues and intensifies to the south in the City of Fitchburg. The City, Dane County, and WisDOT all support the continued regional role of Rimrock Road. Given Rimrock's regional transportation role, the neighborhood plan recommends that changes to Rimrock Road provide safe crossing points for pedestrians and bicyclists, and significant landscaping.		
	As traffic increase in the future, it is expected that the three-lane cross-section will not provide enough capacity, and that the two-way left turn lane will not be safe. The neighborhood plan specifically supports the planned WisDOT ramp reconstruction, and its potential to reduce northbound cut-through traffic on Rimrock.	Yes	15
	The neighborhood plan encourages efficient traffic flows on USH 14 and USH 12/18. The neighborhood plan recommend that changes to the USH 14 and USH 12/18 interchange maintain visibility of commercial parcels, and that any structures respect the scale of the neighborhood. It is expected that planned changes to the USH 14 interchanges at McCoy and Green Tech Village will reduce southbound cut-through on Rimrock Road.	Yes	15

If there is a median on Rimrock, will residents with private driveways be able to turn left? (9/10/07)	No. The Wisconsin Department of Transportation considers private driveways on regional roadways to be dangerous, for both the residents and the pass-by drivers. Divided roadways have breaks in the median to allow for safe U-turns by residents.		
There should be stoplights at most [Rimrock] intersections to slow traffic. (2/25/08)	The neighborhood plan recommends safe pedestrian and bicycle crossing of Rimrock Road. Traffic Impact Analyses for major area developments, including the Novation TIA, will determine where stoplights are warranted. Preliminarily, the TIA indicates that signals will be warranted at the existing East Badger intersection, the Moorland intersection, and the new intersection south of Kent Lane.		
Perhaps there should be a pedestrian overpass over Rimrock? (2/25/08)	Pedestrian overpasses are successful only in very limited circumstances, and are very expensive. A Rimrock Road pedestrian overpass would be out of scale with the neighborhood. The neighborhood plan recommends safe pedestrian and bicycle crossing at every intersection.		
The Rimrock/Engelhart Drive intersection should be safer. It is now an awkward intersection and on-coming traffic is hard to see when turning. (9/10/07)	The neighborhood plan notes the limited sight distance, and that this issue should be considered when changes to made to the Rimrock/Oregon Rd intersection.	Yes	40
The Rimrock / Oregon Road intersection is a safety threat to bicyclists and walkers. Many drivers turn left onto Rimrock Road from Ski Lane even though not permitted. (1/29/07) (2/26/07)	The Wisconsin Department of Transportation does not consider the Oregon Road connection to USH 14 to be safe and plans to close this connection. Two ways into Madison will be maintained – via East Badger, and down Oregon Road to the safer McCoy Road interchange with USH 14.		
How will future changes to the Rimrock/MM/Oregon Road intersection work? Ski Lane residents need two ways into Madison – Badger Lane and USH14. Turns need to be maintained. (9/10/07)	Options for reconfiguration of the Rimrock Road/Oregon Road intersection have been identified within the TIA prepared on behalf of the Alexander Company as part of their planning for the Novation Campus. Options reviewed and considered include a roundabout, conventions stop controlled intersection and braided configurations. The final configuration will be determined by the county highway department.		
Drivers on Ski Lane need to be able to make a safe southbound left turn. (9/10/07)			
There was general consensus on the proposed improvements for the intersection of Ski Lane and Rimrock Road. (4/16/07)	The reconfiguration of the Ski Lane connection to USH 14 planned by WisDOT will reduce the number of trucks on Ski Lane.		
There are too many trucks on Ski Lane (9/10/07)			

Traffic on Ski Lane should be slowed through traffic calming (9/10/07)	The neighborhood plan recommends improvements like traffic calming to encourage appropriate vehicle speeds.	Yes	40, 42, 45, 58
Clausen Street is used as a bypass of the Rimrock Road/Ski Lane intersection during times of heavy traffic. Cars drive extremely fast and it is unsafe. (2/26/07)	Since this comment was submitted, the City of Fitchburg has made the Clausen Street/Oregon Road intersection right-in/right-out, enforced through bollards. This intersection change should reduce cut-through.		
Other Transportation Issues			
Is a traffic study needed as part of the neighborhood plan to help guide improvements to the street network? (2/26/07)	Traffic impact analysis studies are typically not completed as part of neighborhood plans. They are completed as part of large development projects.		
The Novation Traffic Impact Analysis should be made public. (9/10/07)	The preliminary report has been provided to the county, City of Madison, City of Fitchburg and Town of Madison.		
We would like sidewalks within the neighborhood. (9/10/07)	The neighborhood plan includes recommendations for sidewalks on both sides of every street.	Yes	45
Most of the residents on Clausen Street do not want sidewalks. (9/10/07)	The neighborhood plan recommends sidewalks on every street within the neighborhood for the safety of pedestrians.		
Some residents on Clausen can't afford sidewalks or curb and gutter. (2/25/08)	In the City of Fitchburg, the City pays 100% of improvement costs for sidewalk projects.		
Neighborhood services need to be within walking distance. (9/10/07)	The neighborhood plan supports neighborhood services within walking distance, which is commonly considered a maximum of 1/4-mile. Rimrock Road is within walking distance of Southdale Park only if the Deer Valley/Lake George connection is made.	Yes	41
Transit [rail] to downtown may benefit some neighborhood residents. (1/29/07) (2/26/07)	The plan explicitly supports the rail stop and related development around it.		
One Resident was concerned with the noise that a rail line may produce. (4/16/07)		Yes	26- 27
The neighborhood plan should explicitly support the commuter rail stop in the neighborhood. (9/10/07)			

Adjacent roads are highly traveled and generate a fair bit of noise that can be bothersome. Increased traffic will increase noise levels and reduce pedestrian safety. (1/29/07)	Most traffic noise is related to the speed of the traffic – the higher the speed, the more noise created by the engine and tire friction. Stopping and starting also creates engine noise. The neighborhood recommends slowing traffic to speeds that are appropriate for the neighborhood through traffic calming measures and narrower street cross-sections when neighborhood streets are reconstructed.	Yes	40, 42, 45, 58
General Development Concerns			
Nobody should be displaced. (10/14/07)	Neighborhood plans make recommendations for how to handle change over the next 10-20 years. It guides but does not control future individual redevelopment projects. The plan also does not restrict the mobility of existing residents. The neighborhood plan recommends that the single family residential areas (detached homes and condominiums) that are interior to the neighborhood be preserved in their current form. Large residential parcels (multi-family units) are more likely to redevelop in the future, and the neighborhood plan includes recommendations to increase density with a wide variety of housing types (apartments, town homes, condos) so that a variety of family types and incomes can continue to live in the neighborhood.		
The development will increase the tax base and make it hard for the current residents to pay taxes. (10/14/07)	Redevelopment in the neighborhood may result in an improvement of neighborhood conditions, an increase in neighborhood amenities, an increase in property values, and thus an increase in property taxes for landowners.		
What will this area be like in a different era? (10/14/07)	The neighborhood plan seeks to answer that question. The plan's vision is for a mixed neighborhood – a variety of land uses, a variety of housing types, a variety of income levels, a variety of open spaces.	Yes	1
The fly ash areas are ok for low rise commercial. (10/14/07)	The fly ash brownfield areas are designated commercial uses, 1-6 stories in height.	Yes	31, 35

How can the Alexander Company contribute to the neighborhood? (10/14/07)	The Southdale neighborhood is a discrete and integrated place, so the success of Novation Campus is dependent on the success of the entire Southdale neighborhood. Past and current efforts by the Alexander Company include redevelopment of brownfields, bringing goods and services close to the neighborhood, hosting businesses that will provide jobs, recruiting services and companies desired by the neighborhood such as ITT, sponsoring efforts to obtain funding for neighborhood services like a community center and condominium conversions, and providing a community room. Bringing job training close to the neighborhood is still important to The Alexander Company. The Alexander Company paid for the preparation of the neighborhood plan.		
How much money is the developer willing to spend to benefit the neighborhood, and what is the commitment those dollars represent? (10/14/07)	The Alexander Company is committed to the success of Novation Campus, and thus the success of the Southdale Neighborhood. No party active in the Southdale neighborhood – the Town of Madison, the City of Fitchburg, the Wisconsin Department of Transportation, The Alexander Company, and all other landowners and residents – are willing or able to state or limit the amount of money to be spent in the neighborhood.		
The neighborhood lacks identity signage like downtown neighborhoods. (2/26/07)	The neighborhood plan includes a recommendation for a neighborhood identity sign.	Yes	40, 62
Planning Process			
The overall planning process is unclear and the timeframe for completion of the study needs to be defined. (2/26/07)	At each neighborhood meeting, the next steps and future meeting dates were described. The study timeframe changed after Neighborhood Meeting #4, when additional neighborhood meetings were added to the process.		

Residents would like additional time to review both the Southdale Neighborhood CDP and the Novation Campus CDP. (9/10/07) Five or six more forums similar to tonight are needed in order for the Southdale Neighborhood CDP to be a success. (9/10/07) Residents need another meeting in order to provide input and make decisions. (9/10/07) More meetings like the one tonight are needed before there can be an approval. (9/10/07) Neighborhood residents need more time to think about what Rimrock should be like (9/10/07) More time is needed to decide where a community center and community gardens should go. (9/10/07) The Southdale Neighborhood Association is planning to conduct a door-to-door survey within the next two weeks. The neighborhood plan process should be delayed to incorporate the neighborhood survey. (2/25/08) There needs to be more time for the community gardens discussion. (2/25/08) Discussion is too short to go over the entire topic of affordable housing (2/25/08)	The neighborhood planning process was extended, with six total neighborhood meetings sponsored by the City of Fitchburg and the Town of Madison. It was important to the Town and City that a Southdale Neighborhood Plan be prepared, reviewed, and adopted.	
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More time is needed for the residents to review the document. (9/10/07) More time is needed in the meetings to reflect and comprehend information. (2/25/08) There was not enough time to fully understand the issues during the neighborhood meeting. The information, particularly the housing inventory data, should have been sent out beforehand. (2/25/08) The neighborhood needs meetings where experts come in and explain different aspects of neighborhood planning. (2/25/08)	The revised neighborhood plan was made available at multiple neighborhood locations for review several weeks prior to the next neighborhood meeting. Neighborhood residents were notified of when and where the plan is available for review.		
There should be a goal of a certain percentage of response for comments from the neighborhood. The process needs to take input from a larger population before it moves forward. (9/10/07) A survey should be mailed to each resident. This would allow all residents to have a role in the outcome. If a resident does not respond, there should be multiple attempts to contact them. (9/10/07) The highest populated areas are always under represented. (9/10/07)	The Southdale neighborhood meetings included some education on neighborhood planning issues. Effective neighborhood planning needs informed and educated residents, and continuous education is necessary, particularly in neighborhoods with high resident turnover. The input of neighbors is essential to creating a neighborhood plan. However, some residents are not interested participating, and their decision should be respected. Neighborhood surveys typically have return rates of under 10 percent, so they are not a good method at getting resident input. Instead, this process relied on a series of six weekday evening neighborhood plan meetings at a location near the neighborhood, two City of Fitchburg neighborhood meetings, and extensive stakeholder interviews.		
Meeting notices should be guaranteed to reach each and every resident. (1/29/07) (4/16/07) (9/10/07) Meeting notices to meetings did not reach all residents. They should be mailed to each residents address. (9/10/07)	Meeting notices were sent to a mailing list that includes all addresses known by the Town of Madison and the City of Fitchburg. The addresses include business owners, homeowners, and rental units. Additionally, the meeting notices were posted at public locations in the neighborhood and listed on the Town of Madison and City of Fitchburg websites.		

Future mailed meeting notices need to be sent to both the property resident (potentially a renter) and the property owner. (2/25/08)	The mailing list was expanded to include non-resident property owners.		
Building/Land owners need to be notified about meetings (2/25/08)			
Meetings should be more inclusive of all residents. Meeting notices should be provided in multiple languages. (1/29/07)	Meeting notices were sent to a mailing list that includes all addresses known by the Town of Madison and the City of Fitchburg. Meeting notices were in both English and Spanish. Neighborhood meetings were led in English, and Spanish translators were made available.		
Future meeting notices should be in both Spanish and English, and translation should be available at the next meeting. (2/25/08)			
The neighborhood has limited time and resources for meeting notices, etc. They would like help in their efforts from the other parties involved (Town, City, JJR). (9/10/07)	The leaders of the neighborhood association should contact the Town of Madison and the City of Fitchburg for assistance.		
More feedback on the Novation Campus is needed. Residents would like a longer and more involved public process to add input prior to approvals. (9/10/07)	The preparation of the Southdale Neighborhood Plan is not connected to the preparation and review of the Novation Campus CDP. Residents should contact the Town of Madison for more information regarding the Novation Campus CDP.		
Residents feel that they have no say in the Novation Campus approval process. They would prefer to see something more beneficial to the neighborhood. (9/10/07)			
There was confusion regarding the relationship between the Novation Campus CDP and the Southdale Neighborhood CDP. Residents feel that Novation Campus is a done deal and they had very little or no say in what happens with the Novation Campus. (9/10/07)	The distinction between the Novation Campus CDP and the Southdale Neighborhood Plan was stressed at neighborhood meetings. The Southdale Neighborhood Plan is the general vision for the neighborhood. All changes within the neighborhood, including redevelopment projects like Novation Campus, should be completed taking into account the recommendations of the Southdale Neighborhood Plan.		
The meeting location at Alliant Energy Center made it difficult for residents to attend as most of them rely on walking, biking or public transportation. (9/10/07)	The Alliant Energy Center meeting location was chosen because it is about 1 mile from the neighborhood, it is served by multiple bus routes, it is a large public place, and it is cost-effective.		

There needs to be a conversation within the neighborhood. JJR, The Alexander Company, the Town, and the City need to listen to neighborhood residents. (2/25/08)	JJR, The Alexander Company, the Town and the City have attempted to listen to neighborhood residents through a series of more than six neighborhood meetings and other individual meetings.		
Good to have this dialog. (9/10/07)	Effective neighborhood plans are based on significant input from residents throughout the process.		
Who makes the final decision for the plan and how will resident recommendations and preferences incorporated? (2/26/07)	Neighborhood plans provide guidance to public decision-makers, including elected officials and staff. The Southdale Neighborhood Plan will guide decisions by the Town of Madison, the City of Fitchburg, the Wisconsin Department of Transportation, and others. Neighborhood plans provide guidance, but elected officials are free to make any decision they feel is in the best interest of the community. Neighborhoods plans are most effective when they are publicly supported by neighborhood residents and business owners whenever a decision that affects the neighborhood will be made.		
How will recommendations be held accountable? (9/10/07)	The City of Fitchburg decided to include Clausen Street within the Southdale Neighborhood Plan.		
Leave the Clausen Road single family area out of the study. These residents had not been notified that they are part of the process until recently. (9/10/07)	Subsequent meeting invitations included a map depicting the boundaries of the neighborhood plan.		
Upcoming meeting notifications should highlight the new study area boundaries requested by the City of Fitchburg. Many residents were not aware of the change from the original boundary. (2/26/07)	The residents that live east of Rimrock Road will be impacted by the Southdale Neighborhood Plan, particularly changes to Rimrock Road. However, the Town of Madison and the City of Fitchburg would prefer that the residents of Southdale develop its own neighborhood plan.		
Include neighbors to the east of Rimrock Road in the planning process. Many of them use the Southdale Neighborhood. (9/10/07)	Neighborhood residents have provided input throughout the planning process and will continue to. This input should be valued and not discarded by starting the process over.		

Our recommendations have not been taken seriously. Do not change the architecture. Do not change anything. This is a destruction of nature. Clean up the trash. (9/10/07)	The comments and recommendations from residents have been considered, although not all have been incorporated into the neighborhood plan. The neighborhood plan does not recommend any changes to building architecture. Residents have indicated many issues that they would like changed, and change is already occurring within and around the neighborhood. This neighborhood plan provides guidance to ensure that this inevitable change will benefit the neighborhood as a whole. The neighborhood plan supports sustainable development patterns, including the cleaning and sealing of the existing brownfield areas. The plan preserves and enhances Southdale Park and seeks to locate permanent community garden space.		
Do not impose our comments with yours. (9/10/07)	The neighborhood plan represents a consensus vision for the neighborhood. “Consensus” does not mean everyone agrees with every recommendation. The neighborhood plan includes all submitted resident comments.		
Who does JJR work for and who asked for changes to the neighborhood? (1/29/07)	As part of its development review process, the City of Fitchburg required the Town of Madison complete a neighborhood plan for the entire Southdale Neighborhood. The Town requested the Alexander Company prepare the plan, and the Alexander Company hired JJR to complete the neighborhood plan on its behalf.		
Who asked for and is sponsoring the development of the neighborhood plan? (1/29/07)	Change has occurred and will continue to occur. The neighborhood plan is a document that provides guidance to public official and private interests on how future change should occur in and near the neighborhood.		
City and Town officials need to attend upcoming meetings to hear resident concerns. (1/29/07) (2/26/07)	City and Town officials attended neighborhood meetings.		
Meeting notes and the project schedule should be made available to residents. This information should be posted within the neighborhood. (1/29/07)	Neighborhood plan materials were posted on websites operated by the City of Fitchburg, the Town of Madison, and the Southdale-Rimrock Neighborhood Association.		
Materials and presentations should be posted on the City of Fitchburg and Town of Madison websites. (2/26/07)			
Statistical information about the current neighborhood is needed. (2/26/07)	Housing statistical information were presented at the February 25, 2008 neighborhood meeting and are incorporated into the plan.		

Residents were not aware of previous studies completed by the Town of Madison in 2001 and 2002. (2/26/07)	The neighborhood plan contains summaries of previous neighborhood planning efforts, and these planning efforts were mentioned or described at each neighborhood meeting.		
Past plans have only benefited private developers. This plan should be geared toward the current residents. (4/16/07)	This neighborhood planning process included outreach to current residents, landowners, and business owners.		
It is not clear who represents this area due to the unique agreement between the Town of Madison and City of Fitchburg. (4/16/07)	The current municipal boundary goes through the Southdale neighborhood, making understanding who represents the neighborhood difficult. At present, the area south of Maloney Drive and the Drumlin Farms area is within the City of Fitchburg. The Genesis Parcel along East Badger is currently within the City of Madison. The remainder of the neighborhood is within the Town of Madison.		
	The Town of Madison, the City of Madison, and the City of Fitchburg have a cooperative agreement that the Southdale neighborhood will eventually be annexed by the City of Fitchburg and the Genesis Parcel transferred from the City of Madison to the City of Fitchburg. These actions will be completed by no later than October 30, 2022.		
How long is “near term” versus “long term”. (4/16/07)	Near term is within the next five years. Long term is after five years.		
The meeting location needs to be more convenient. Potential locations:	Great Wisconsin Credit Union does not have a community room. The vacant commercial storefronts on Rimrock near Citgo are not large enough for a neighborhood meeting.		
• Girl Scouts building • Genesis Incubator • Great Wisconsin Credit Union (do they have a community room?) • Empty retail storefronts by Citgo (2/25/08)	JJR investigated the Girl Scout building and the Genesis Incubator for meeting space availability.		
The money spent on the previous neighborhood meetings should have been spent on a neighborhood survey and a design charrette. (2/25/08)	Frequent neighborhood meetings are necessary to convey information to neighborhood residents and get information and reactions from them. Sufficient resources were not available for an effective and representative neighborhood survey. Design charrettes are effective when planning development or redevelopment proposals in a limited area with one or few property owners. Design charrettes are not as effective in creating policy documents such as a neighborhood plan, and when not all property owners are participants.		

Neighborhood plan information should be posted in the windows of the Rimrock retail uses (2/25/08)	Information regarding future meetings was posted in a window of a vacant commercial use on Rimrock Road.		
Future meetings could be advertised in the Southern Exposure, the quarterly newsletter of the South Metropolitan Planning Council. Jodi Wortsman is the newsletter contact person. There is a very long lead up time to each issue.	Information regarding future meetings was sent to Southern Exposure.		
Information should be sent to the Southdale Neighborhood Association. The best way to reach the association is sending an email to southdale_rimrock@yahoo.com. The email account is checked periodically by a variety of people (2/25/08)	Information regarding past meetings has been sent to this email address.		
A participant expected to see all the neighborhood plan's maps to be revised for the meeting. (2/25/08)	The purpose of the February 25, 2008 meeting was to get further input regarding changes that should be made to the plan. The revised neighborhood plan was presented at the July neighborhood meeting.		

The following additional comments were submitted at Southdale Neighborhood Meeting #6, August 13, 2008.

Submitted Comment	Response	Incorporated into the Neighborhood Plan?	Page where comment is addressed
General Comments			
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. (8/13/08)	The plan will be amended to include a reference to the other neighborhood plans that are now underway in the City of Fitchburg and elsewhere in region.	Yes	1
The implementation advisory team is a good idea. (8/13/08)			
A resident stated the plan document was very thorough. "I don't know how you pulled it off". (8/13/08)			
Land Use and Design			
Does Alexander Company own land within the neighborhood outside the Novation Campus? (8/13/08)	JJR is 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? (8/13/08)	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. (8/13/08)	This 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.		

What will be the first recommendation to occur and when? (8/13/08)	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? (8/13/08)	The timeframe is unknown, but there is a strong commitment from the City of Fitchburg to see 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. (8/13/08)	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? (8/13/08)	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 17 th .		
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? (8/13/08)	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			
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? (8/13/08)	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.		
Residents on Rimrock Road want to maintain left turns into their driveways. How can the left-turns be maintained? (8/13/08)	Limiting left turns is a County highway policy, designed to improve safety on increasingly busy roads. Individual landowners should contact the County Highway Department about maintaining driveway access.		
There needs to be a bike connection to the Capitol City bike path, on or along Oregon Road. (8/13/08)	The plan recommends on page 45 to include a striped bike lane on Oregon Road to connect to the Capitol City Trail.		
Crossing Rimrock Road as a pedestrian crossing is difficult. (8/13/08)	The plan recommends on page 43 prominent crosswalks, signalized intersections, sidewalks the entire length of both sides, and shade trees in the street terrace.		

Can buses negotiate roundabouts? The roundabouts must be designed for buses. (8/13/08)	The caption on the third photo on page 40 indicates that roundabouts must be designed to allow for buses, emergency vehicles, and trucks to pass. This language will be repeated in the text for the Pheasant Ridge Trail/Deer Valley Road intersection improvements on page 39.	Yes	40
The neighborhood needs sidewalk connections around and through neighborhood. (8/13/08)	The map on page 45 and the street section descriptions on page 42 indicate that sidewalks are planned for both sides of every street throughout the neighborhood.		
Why are people concerned with Lake George/Deer Valley connection? (8/13/08)	Some residents fear that commercial truck traffic will access or leave Novation Campus through the Lake George/Deer Valley connection. At this point, this truck movement seems unlikely, but there is potential if the vehicular capacity of USH 14 or the Beltline decreases dramatically. The plan recommends on page 39 traffic calming at this intersection to slow all traffic and recommends weight limits on residential streets.		
The vehicle bridge connection between West Badger Road and the Frontage Road is a good idea. (8/13/08)			
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. (8/13/08)	The concern about lighting and light pollution will be included in the short-term recommendation to construct a sidewalk at this connection (page 45).	Yes	45
Safety on the Southdale Park trail to Frontage Road is a concern. There needs to be better visibility. (8/13/08)	The existing Southdale Park Conceptual Master Plan recommends improvements to Southdale Park. The neighborhood plan recommends this plan's implementation.		
Southdale Park needs better upkeep. It is our neighborhood park and we should help keep it a safe and clean space. (8/13/08)			
A resident stated that Southdale Park is wonderful, the location and size are great; they just wish it was better cared for. (8/13/08)			
Transit improvement will make area safer, because	At the foundation of the neighborhood plan is a belief that improved		

the rail line will be more active and more people will be around. (8/13/08)	transit service will improve the neighborhood on many aspects – access to job opportunities, economic development, crime and safety, etc.		
Will the Rolfsmeier 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? (8/13/08)	The connection to Rolfsmeier Road is important for future access to City of Fitchburg emergency services. The plan recommends traffic calming to reduce cut-through traffic. This connection is probably only in the long term.	No	
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? (8/13/08)	Off-street bike paths are typically more dangerous in urban areas where there are frequent driveway and street crossings. JJR recommends that the on-street bike travel lane remain adjacent to the vehicular travel lane, since the visibility of the bicyclist (and hence safety) is increased, relative to hiding bicyclists behind parked cars.		
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. (8/13/08)	The suggested list of uses in the community center on pages 50 and 52 recommend many that focus on the activity needs of children.		
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. (8/13/08)	Through safe crossings of Rimrock Road, better access across the Beltline, new access across USH 14, and continuous bike and sidewalk connections, the neighborhood plan seeks to safely connect the Southdale neighborhood to adjacent neighborhoods.		
Active neighborhood groups and citizens would help keep the neighborhood cleaner and safer. The plan should help establish and continue more community involvement. (8/13/08)	The involvement of neighborhood residents and groups is critical for the success of the neighborhood plan. The plan includes neighborhood residents by assigning some tasks to the Southdale-Rimrock Neighborhood Association, and by appointing neighborhood residents to the implementation advisory team.	Yes	56
Community center and park activities should provide interaction between young and old. (8/13/08)	Intergenerational contact is important for neighborhood development. The plan describes the community center and adjacent open spaces as location where intergenerational activities can occur.		
Most adults and children do not have access to computers. New living spaces and the community	The neighborhood plan recommends a computer lab be included in the community center (page 52).		

center should include a computer center. (8/13/08)			
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. (8/13/08)	The neighborhood plan allows this use in this area. The existing strip mall is in the Commercial-Employment Center District, which lists retail as a recommended use (page 35). Farmer's markets and grocery stores are listed as preferred retail uses (page 36).		
While the neighborhood may be low-income now, the plan should focus on keeping an affordable housing component but not necessarily low-income. (8/13/08)	The neighborhood plan recommends a mix of housing types and affordability. The plan recommends the inclusion of affordable housing within the neighborhood in the short and long terms.		
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. (8/13/08)	The criteria of fertile and free of contaminants will be included in the "land suitability" category of community garden location principles on page 53. Very few neighborhood parcels have had previous, continuous agricultural stewardship, so this criteria, while it would be preferable, is too limiting.	Yes	53
Good soil quality for community gardens is essential. (8/13/08)			
A resident wanted to see the map that showed the community garden locations. (8/13/08)	The map on page 51, which shows potential locations of community centers and community gardens, and a listing of suggested sites for each will be removed from the plan. A previous draft recommended particular locations for these uses, but neighborhood input has changed the approach. The plan does not recommend particular parcels, but rather lists for decision makers the location principles that describe the parcels that are desired. Participants at the August 13 meeting seemed to understand and support the "location principles" approach to siting the community garden and community center.	Yes	50-52
The current informal community gardens within the Southdale Neighborhood (Drumlin Farms) should be in the final neighborhood plan as a community garden. (8/13/08)	The listing and analysis of potential sites but not recommending any one site is confusing.		
The current informal gardens within the Southdale Neighborhood (Drumlin Farms) should be preserved. (8/13/08)			
A resident felt that meeting notes from earlier meetings had been omitted from Appendix B regarding community gardens. (8/13/08)	To JJR's knowledge, all submitted written comments have been incorporated into Appendix B. There is a possibility that oral comments were not completely recorded during the first set of neighborhood meetings.		

A year-round farmers market would be desirable. (8/13/08)	The neighborhood plan recommends a farmer's market, suggesting it could be incorporated into the Lake George open space (page 50) or the community center (page 50).		
In the implementation process of a community center, recycled materials should be considered. (8/13/08)	Sustainability – including the use of recycled materials – is incorporated throughout the neighborhood plan. The neighborhood vision states that “The Southdale Neighborhood is an attractive and sustainable community”, and a goal in the Land Use and Design section is “Incorporate sustainable practices into architecture and site development.”		
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. (8/13/08)	The neighborhood plan is grounded on this principle. Examples of this principle are that homeowners typically are more invested their neighborhood, so this plan recommends a better balance between homeownership and rentals. The plan recommends crime prevention programs. Design guidelines encourage buildings to front open spaces (like sidewalks and parks) so that there is more surveillance. The plan recommends that the community center host programs that bring neighbors together formally and informally.		
Submitted Written Review Comments			
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.	• The existing parks and open space calculations include only the formal public parks, and do not include vacant lands. The plan recommends additional parks, plazas, and open spaces as redevelopment occurs. • Some of the parks listed on page 20 are outside the Southdale neighborhood but are within biking distance. The plan assumes that neighborhoods should be connected and should share amenities, so it includes recommendations for better connections. The plan recommends park programming by co-locating it with the community center. A regional analysis of population density and parkland availability is outside the scope of a neighborhood plan. • The plan recommends additional parks, plazas, and open spaces as redevelopment occurs.		

• Agree with increase of mini-parks and plazas (8/13/08).			
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. (8/13/08)	“Centralized” in the description of the community garden has not been fully defined, to allow for interpretations as necessary. For example, many service providers and residents feel that the Southdale neighborhood should share amenities (parks, community center, community garden, etc.) with the Moorland-Rimrock and Indian Springs neighborhoods. In this case, “a centralized location available to all residents” may be located outside the Southdale neighborhood. The location principles on pages 53-54 more specifically state where community gardens should be located. Rather than placing the community garden outside the neighborhood where there is a mix of lower and higher incomes, it is the intent of the neighborhood plan that the neighborhood itself become more mixed income.		
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). (8/13/08)	The plan recommends a connection between Lake George and Deer Valley Road, which will become the primary non-vehicular access to the transit station. Pedestrian-oriented crossings of Rimrock are also recommended.		
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) (8/13/08)	The street cross-sections on page 43 specifically recommends on-street parking on Clausen. The plan does not make a recommendation regarding on-street parking on Rimrock, but it does recommend increased pedestrian comfort, and on-street parking is one potential way to achieve that.		
p. 32; 1st para. last sentence; Is this distance really	Pedestrian studies suggest that most pedestrians are willing to walk 1/4		

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/obesity disruption/traffic reduction needs/obesity epidemic/public health). (8/13/08)	mile, and up to 1/2 mile when the walk is very inviting (safe, interesting, sheltered, etc.). The two TOD zones (Urban Mixed Use TOD and Urban Residential TOD) are mostly within the 1/4 mile radius. The remainder of the neighborhood is mostly within the 1/2 mile radius, and plan recommends that the entire neighborhood be walkable and internally connected.		
p. 36; 4th para.; Desired retail list- 2nd 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). (8/13/08)	JJR believes that the neighborhood meeting participants that suggested “American fare” meant that is was a restaurant that provided a wide variety of cuisines, that a wide variety of local residents could go to. No inference to the Hispanic or other minority population is intended, so the language will be changed to “restaurants under local ownership serving a varied cuisine”.	Yes	36
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	The plan recommends a short-term improvement of formalizing the connection by establishing an easement and paving a multi-use trail. JJR agrees with the timing of improvements on Deer Valley and the opening of the connection, and the plan will recommend that sidewalks be in place on Deer Valley prior to the road connection.	Yes	40

phasing be conditional upon resolving these issues. (8/13/08)			
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 do during heavy traffic metered ramp times anyway.) There is also the issue of wetland incursion. (8/13/08)	No	The connection to Rolfsmeyer Road is important for future access to City of Fitchburg emergency services. The plan recommends traffic calming to reduce cut-through traffic. This connection is probably only in the long term.	
p.53; Under Community Gardens para. 3; Some residents have created an urban farm add: “and community garden” (8/13/08)	Yes	The previous draft reflected the status of Drumlin Farm at the time of the writing. The second paragraph will be updated to read: “Community Action Coalition for South Central Wisconsin and current residents, working Alexander Companies, have established a temporary community garden on Alexander Company owned land. This is a temporary location since its location is on land planned for development.”	50
p. 53; Comm. Gardens- 2nd para.; Misstatement: There is one publicly accessible community garden within the Southdale Neighborhood Plan Area. It is in its second year. (8/13/08)	Yes	These additional supportive uses will be included on page 54.	52
p. 54; 1st 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. (8/13/08)	Yes		
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.	Yes	This criteria will be revised to read: “Visible and accessible: Garden plots should be located in a highly	52

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. (8/13/08)	visible and frequently visited location to allow for informal surveillance and monitoring. Locations at the rear of controlled properties (e.g. churches) may provide enough surveillance.”		
p. 54; Proximity; Gardens located within 1/4 to 1/2 mile are optimal. (8/13/08)	The criterion will be revised to read: “Proximity: Community gardens should be centrally located to the users it serves and within a 1/4 or 1/2 mile walking distance to the highest density areas of the neighborhood promoting accessibility and use.”	Yes	52
p. 54; Solar; Change 6 to 8 hours of sunlight (it is a minimum for production of fruiting an rooting crops in general) (8/13/08)	The criterion will be revised to read (in part): “sufficient light (i.e. minimum of 6-8 hours of direct sunlight”	Yes	52
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. (8/13/08)	The map on page 51, which shows potential locations of community centers and community gardens, and a listing of suggested sites for each will be removed from the plan. A previous draft recommended particular locations for these uses, but neighborhood input has changed the approach. The plan does not recommend particular parcels, but rather lists for decision makers the location principles that describe the parcels that are desired. Participants at the August 13 meeting seemed to understand and support the “location principles” approach to siting the community garden and community center. The listing and analysis of potential sites but not recommending any one site is confusing.	Yes	50-52
p. 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? (8/13/08)	It is the desire of the City of Fitchburg to include residential uses within the TOD districts. TOD districts are most effective when there is a mix of residential, employment, and retail uses. The plan lists residential uses as a recommended use within the Commercial-Employment Center District.		
B7; Bottom of page – general land use comments; A	The neighborhood plan recommends that the Commercial-Employment		

majority of residents have expressed the need for Novation Campus to be wholly commercial? I don't 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. (8/13/08)	Center district, in which the Novation Campus is a use, be primarily office and retail uses, with residential uses incorporated. The neighborhood plan encourages a mix of commercial and residential uses within this district. The plan does not address land ownership. 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.		
B21; Box second from bottom; The response does not address how the commercial development of the Drumlín Farm would isolate different sections of the neighborhood from each other (a point that has been brought up over and over again). (8/13/08)	From a transportation perspective, Clausen Street area is isolated from the Southdale Neighborhood since its only access is via Rimrock Road or Oregon Road, and no additional connections are recommended. From a land use perspective, residential uses are a recommended use in the Commercial-Employment Center District. From a design perspective, the plan encourages that different land uses integrate with each other, with buffers or landscaping screens where necessary.		
p. 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. (8/13/08)	Conventional stormwater infrastructure (steep grades into pits with fencing around it) are often not attractive. These stormwater features are often now designed as amenities for projects. Appendix C contains recommendations on how stormwater infrastructure should be designed within the Southdale neighborhood.		
p. 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. (8/13/08) p. 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. (8/13/08)	There are no sites currently available that meets all requirements for a location for a community center or a community garden. For clarity, the listing of suggested sites for the community center and community garden will be removed from neighborhood plan, and the lists of location principles will guide future decision-makers.	Yes	50-52
A2; Interviews; Why wasn't the Southdale Neighborhood Association interviewed for this plan? (8/13/08)	Stakeholders are typically interviewed at the very beginning stages of neighborhood planning projects. This planning process began in Fall 2006, and the Southdale-Rimrock Neighborhood Association was not formally meeting, and no neighborhood association leaders were identified.		

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. (8/13/08)	The Novation Campus is a large development within the Southdale neighborhood, but the Southdale Neighborhood Plan includes a much broader area of the community, and considers more issues and opportunities than a single development project can address.		
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? (8/13/08)	The neighborhood plan recommends a mix of uses, particularly in the TOD districts and the Commercial-Employment Center district. As the Novation Campus has been described and planned, the development fits the vision and guidelines of the Southdale Neighborhood Plan.		
A practical site for a community garden is missing from the plan. (8/13/08)	No site that is currently available is an ideal location for a community garden. The neighborhood plan provides guidance to decision makers on what is an ideal community garden site for when other parcels become available.		
How most of the initiatives will be implemented is not clear. (8/13/08)	A neighborhood plan creates implementation tasks for the initial steps necessary to implement that plan (pages 55-62), but the specific details are not appropriate for a neighborhood plan. Rather, these details are worked out by implementing bodies, notably the Town of Madison and the City of Fitchburg.		
Is there a document that says the Novation Campus CDP can't be modified in conjunction with the Southdale Neighborhood Plan? (8/13/08)	As the Novation Campus has been described and planned, the development fits the vision and guidelines of the Southdale Neighborhood Plan.		

C. STORMWATER MANAGEMENT

This Appendix recommends methods for managing stormwater as redevelopment occurs in the Southdale Neighborhood. Redevelopment and an increase in impervious surfaces will change stormwater volumes. The recommended management techniques is unique to each redevelopment project. As redevelopment occurs, the Town and the City should consider the following guidance.

CREATING A SUSTAINABLE STORMWATER SYSTEM

Recommended techniques should be used in an interconnected network that will create a sustainable stormwater management system. In this system, rain water is collected, cleaned, infiltrated into the ground (where appropriate) or stored and reused on-site, reducing the rate and amount of stormwater that leaves the site. The overall stormwater system should create a network of management techniques that:

- Replicates the natural hydrologic process of the site,
- Manages the stormwater as close to where it falls as possible,
- Reduces the amount of stormwater leaving the site,
- Cleans and filter pollutants and sediments from stormwater,
- Incorporates plants and soil rather than costly conventional infrastructure, and
- Encourages infiltration where possible.



Stormwater Integrated in a Water Feature



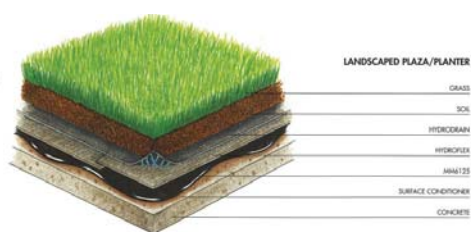
Green Roof

SURFACES

Surface techniques of managing stormwater run-off are encouraged, particularly where large expanses of impervious surfaces are present. Pervious surfaces not only allow run-off to be managed on site, but with the incorporation of such elements as green roofs can help insulate buildings and reduce heat transfer. Lighter colored pavements, including grassy pavers and porous pavements also reduce the amount of heat transfer in parking lots, giving a better environment for plant growth and cooling adjacent outdoor spaces. Due to the potential for sedimentation, it is recommended that porous and permeable pavers are used in smaller quantities as a collector, or pretreated with filtration techniques in conjunction with the surface to prevent clogging. Surface applications of stormwater management can be used to collect, filter and/or infiltrate.

Stormwater Management Techniques	Urban Mixed Use District	Urban Residential Mixed District	Commercial/ Employment District	Institutional District	Highway Business District
Surfaces					
Porous Pavement (Concrete or Asphalt)	■	■	■	■	■
Pervious Pavers (Brick, concrete pavers)	■	■	■	■	■
Concrete/ Asphalt *	■	■	■	■	■
Gravel Surface			■		■
Grassy Pavers (Cellular plastic or concrete)	■	■	■	■	■
Extensive Green Roof *	■	■	■	■	
Intensive Green Roof *	■	■	■	■	■

* Suitable stormwater management techniques in areas requiring capping per WDNR



Section Diagram of a Green Roof



Porous Pavement

CHANNEL TECHNIQUES

Channeling is the process of moving stormwater on and off-site. Channel materials can dictate the speed and direction of stormwater flow as well as cleanse and sometimes infiltrate run-off. For example, clay-lined channels and runnels have surfaces that prevent significant infiltration and should be used when the objective is to only move the water. In the case of a vegetated swale, plants can assist with filtration of sediments and offer the opportunity for infiltration in smaller storm events.

Stormwater Management Techniques	Urban Mixed Use District	Urban Residential Mixed District	Commercial/ Employment District	Institutional District	Highway Business District
Channel Techniques					
Clay liner *			■		■
Concrete					
Vegetated Swale *	■	■	■	■	■
Bio-swale *	■	■	■	■	■
Grassy Swale					
Runnel *	■	■	■	■	
Gutter *	■	■	■	■	■

* Suitable stormwater management techniques in areas requiring capping per WDNR

FILTRATION

As rain water flows over surfaces, trash, pollutants and sediments are picked up and carried with the water. These elements are often guilty of clogging stormwater drains and polluting water sources, including rivers and streams. By introducing filtration systems, such as gravel filter strips, flow-through planters and native plantings, aquifers and surface water sources can be recharged with clean water. Filtration techniques such as sand and vortex type filters can be used to treat stormwater prior to storage, making it clean for reuse as grey water in plumbing or irrigation.

Stormwater Management Techniques	Urban Mixed Use District	Urban Residential Mixed District	Commercial/ Employment District	Institutional District	Highway Business District
Large volume Filtration					
Natural Wetland			■		
Engineered Wetland		■	■	■	
Filtration Pond *		■	■	■	■
Bio-retention swale *	■	■	■	■	■
Grassy Pavers	■	■	■	■	■
Gravel Filter Strip		■	■	■	■
Filter Systems *	■	■		■	■
Native Landscape Plantings *	■	■	■	■	■
Small Volume Filtration					
Rain Garden	■	■	■	■	■
Flow Through Planters *	■	■	■	■	■
Gravel Filter Strip			■	■	■
Native Plantings *	■	■	■	■	■

* Suitable stormwater management techniques in areas requiring capping per WDNR

INFILTRATION

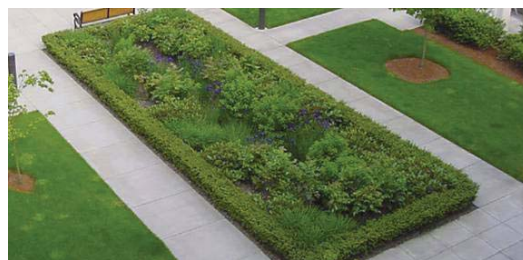
Conventional methods of stormwater management often ignore the natural process and carry water to regional treatment facilities. By allowing water to infiltrate on-site, water is available for plantings and local aquifers are recharged. Infiltration techniques are broken down by appropriateness for large volume and small volume storm events. Bio-detention and dry wells are very successful on larger sites where large volumes of water are collected. Devices such as flow-through planters and rain gardens will only carry smaller volumes of water and are more appropriate for residential sites and portions of large scale projects that will have a low volume of run-off.

Stormwater Management Techniques	Urban Mixed Use District	Urban Residential Mixed District	Commercial/ Employment District	Institutional District	Highway Business District
Large Volume Infiltration					
Detention Basin					
Bio-Detention			■	■	■
Dry Well	■	■	■	■	■
Level Spreader	■	■	■	■	■
Small Volume Infiltration					
Dry Well		■	■	■	■
Level spreader			■	■	■
Rain Garden	■	■	■	■	■

* Suitable stormwater management techniques in areas requiring capping per WDNR



Filtration/ Infiltration through a Bio-Swale



Filtration/ Infiltration through a Rain Garden

STORAGE

Stormwater storage is beneficial from both regional and local points of view. On-site storage reduces the volume and flow-rate of water that leaves the site, reducing the need for costly infrastructure and oversized regional facilities. In addition, water that is stored on site can be pretreated and used in grey water systems, such as plumbing and irrigation. Methods of storage vary depending on volumes. Large volume storage can be accommodated above grade in irrigation ponds and cisterns or below grade in such devices as dry wells or underground cells. Lower volume storage techniques are more appropriate for residential uses and include gravity fed techniques such as rain barrels and cisterns.

Stormwater Management Techniques	Urban Mixed Use District	Urban Residential Mixed District	Commercial/ Employment District	Institutional District	Highway Business District
Large Volume Storage Techniques					
Irrigation Pond		■	■	■	■
Retention Basin			■	■	■
Detention Basin			■	■	■
Clay lined Basin *			■	■	■
Cistern (above ground stainless steel) *	■	■	■	■	■
Cistern (Below grade) *	■	■	■	■	■
Fountain/ Water Feature *	■	■	■	■	■
Underground Cells *	■	■	■	■	■
Small Volume Storage					
Rain Barrel		■			
Cistern *	■	■	■	■	■
Water Feature *	■	■	■	■	■
* Suitable stormwater management techniques in areas requiring capping per WDNR					



Stormwater Ponds can Replicate Natural Systems



Below-Ground Storage Device