

**Public Comments, September 10, 2007**

**September 12, 2007**

**1** **6**  
 PAGE OF PAGES

SUBJECT

DATE

**Southdale Comprehensive Development Plan**

**24843.000**

PROJECT NAME

PROJECT NO.

**Town of Madison Town Board  
 City of Fitchburg Plan Commission and  
 Common Council**

TO

TELEPHONE NO.

LOCATION

FAX NO.

**Jason Stangland**

**608.251.1177**

FROM

TELEPHONE NO.

**JJR-Madison**

**608.251.6147**

LOCATION

FAX NO.

DISTRIBUTION

On Monday, September 10, 2007, JJR held a Southdale neighborhood meeting at the Alliant Energy Center to discuss the Southdale Comprehensive Development Plan. Approximately 40 neighborhood residents and representatives of the Town and the City attended. The Southdale Comprehensive Development Plan has been submitted to the Town and City, and will be reviewed at future regularly scheduled Town Board, Plan Commission and Common Council meetings.

The intent of the neighborhood meeting was to explain the plan's recommendations, answer questions, and to collect neighborhood suggestions and concerns. As the Southdale Comprehensive Neighborhood Plan is reviewed, edited and adopted, the reviewing bodies should consider these submitted comments. Neighborhood residents were also encouraged to attend the respective public hearings so that their suggestions and concerns could be heard directly.

The following is a compilation of submitted comments. The comments have been grouped by common themes, and comments have been expanded to complete thoughts. Otherwise, the comments have not been altered, and they represent the diverse viewpoints that were expressed. The meeting participants submitted comments at small group discussions, focused on Land Use and Affordability, Open Space and Community Facilities, and Transportation. Comments regarding the public/planning process were submitted at all three tables.

Comments were also collected on written survey forms. At this time, JJR is still collecting surveys. Survey results will be reported in a separate memorandum.

## Land Use and Affordability

### Business and Economic Development

- Use Milwaukee's 30<sup>th</sup> 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.
- 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.
- 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.
- Require that a certain number of the workforce in the Employment Center needs to come from the neighborhood.

### Affordable Housing

- How will housing transition? What will happen if residents are displaced in the redevelopment process?
- Senior housing recommendations should be included in the Affordable Housing section.
- Future redevelopment should maintain current percentages of affordable housing, so that residents are not displaced.
- 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.
- What is the current proportion of affordable housing?
- Look at the census. Provide data on the number of affordable housing units currently in the neighborhood.
- What is the current distribution of affordable housing in the neighborhood?
- Define low-income.
- Better define "Affordable Housing".
- What is affordable housing?
- Add language to include existing programs such as CDBG to assure that affordable housing remains and is available to new and existing residents.
- When looking at affordability, is the mean income level for the overall city, or is it specific to the neighborhood?
- Residents have concerns that the introduction of market rate housing would drive the median income level higher, making housing less affordable.
- How does the blight designation affect property values?
- With affordability comes transportation efficiency and availability. Add it to the language.
- Affordable housing should not be distinguishable from market rate housing. It should be high quality.
- What is the status of current condo conversions taking place? Was there a recent approval?
- Condo conversions should not be implemented. They will displace the current renters.
- Provide rental options for all income levels.
- Make ownership opportunities available for all levels of income.
- Affordable housing needs to reach all income levels. There are many residents earning minimum wage who should have affordable rental/ownership options.

### 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.
- 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.

- 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
- Commercial/Employment Center Use south of Lake George Road is inappropriate.
- A mixed use/residential component needs to be part of the Novation Campus.
- Commercial/Employment Center Use south of Lake George Road is inappropriate. The mixed use district location should be relocated in the southern area of the employment center.
- 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.
- None of the Alexander Company's property includes residential. Similar plans are required to have residential/mixed use components.
- A residential/mixed use component needs to be included in the Novation Campus
- Plans are too dependent on Novation Campus.
- Rezone the community gardens so they can stay in their current location as future phases redevelop.
- The community gardens should stay where they are. Residential infill could take place, centered on the community gardens.
- Preserve the existing housing south of Lake George Road.
- The neighborhood center should be closer to Rimrock Road, to reach adjacent residential to the east.

## Open Space and Community Facilities

### Community Facilities

- The community would like a community center with a day care facility.
- We need a community center with a day care and after school programs that are accessible to all.
- We would like sidewalks within the neighborhood.
- We need more community facilities.
- Some people do not use the current gardens.
- Do not change the architectural nature of the neighborhood.
- Parks should be within a ¼ mile of the largest population of people.
- Incorporate the hillside (at Southdale Park) as a positive element for recreation while being environmentally productive.

### Location of Community Center and Community Gardens

- Are there other community center locations besides the three shown?
- More time is needed to decide where a community center and community gardens should go.
- 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)
- The community center/ gardens and park do not have to be in the same area.
- Community facilities do not have to be centrally located.
- Are there alternative locations for a community center?
- A community center and gardens do not have to be in the same area.
- Alexander Company should preserve the existing gardens.
- Alexander Company should sell land at a discount or donate land to build community gardens and a community center.
- The proposed community gardens are in a good location.
- I'm not in favor of cutting down trees for community gardens.
- What is the percent slope of the location for the proposed community gardens?

- The gardens maybe difficult to construct in this location.
- Air quality may be bad for community gardens to be located near the Girl Scouts Black Hawk Council.
- This land near the Girls Scouts could be a good location for gardens.

### Open Space

- The hillside at Southdale Park is not seen as undesirable.
- This hillside is an area with negative activity and is full of trash.
- Incorporate current open space into the plan.
- Preserve current open space.
- The southeast portion of land along Rimrock Road (north of Clausen) should be preserved.

### Other Community Facilities and Open Space Comments

- Nobody should be displaced.
- What private land is available for purchase for community space, why/why not?
- The development will increase the tax base and make it hard for the current residents to pay taxes.
- How can the Alexander Company contribute to the neighborhood?
- Promote economic for the community or we will block the plan.
- Why is the Alexander Company moving towards commercial and not mixed use?
- What will this area be like in a different era?
- We cannot go back to community gardens after they were paved over.
- The fly ash areas are ok for low rise commercial.

## Transportation

### Neighborhood Isolation

- 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.
- The neighborhood needs quick police access.
- Cars have difficulty getting through the neighborhood, and that is a good thing. We do not want cars speeding through.
- The neighborhood needs better access.

### Future Deer Valley/Lake George intersection

- There should be a traffic circle controlling traffic speeds.
- There should be a roundabout controlling traffic speeds.
- Could the Lake George/Deer Valley connection be just for pedestrians, bikers and emergency vehicles?
- Do not create easy truck access to Rimrock Road. There needs to be a traffic circle or roundabout.

### Slower Traffic

- Traffic on Ski Lane should be slowed through traffic calming
- There are too many trucks on Ski Lane
- Roundabouts and traffic circles may be effective, but they create angry neighbors and road rage

### On-Street Parking

- There is enough off-street parking in the neighborhood, so on-street parking isn't necessary.
- On-street parking must be controlled or it will become a safety problem.
- Cars are now being abandoned in the Ski Lane Condo parking lot.

- On-street parking is not appropriate while there are safety problems in the neighborhood, but it might make sense when neighborhood circumstances change.
- Do not allow on-street parking. Instead, narrow travel lanes, keep bicycle lanes, and move curbs in to allow for sidewalks.

#### **Transit Service**

- The delay at the South Transfer Stop needs to be reduced; Route 16 could be extended to allow direct service
- Bus transfers are becoming more time-consuming. Residents are biking instead of taking the bus to save time.
- 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.

#### **Bicycle Route Network**

- There should be off-street bike trails across the Novation campus connecting Ski Lane and Rimrock Road
- There needs to be a safe bike route between Southdale and Goodman Pool
- There should be a full bike lane on East Badger. Car drivers do not care about bicyclists.
- There should be off-road bike trails throughout the neighborhood and Novation campus.

#### **Design of Rimrock Road**

- Rimrock Road needs widening. Southbound congestion is a concern.
- Rimrock Road should remain a slow, residential street
- Neighborhood residents need more time to think about what Rimrock should be like
- Rimrock Road should be a 2-lane, slow road. Regional traffic should be on Beltline and USH 14
- If there is a median on Rimrock, will residents with private driveways be able to turn left?
- The Rimrock/Engelhart Drive intersection should be safer. It is now an awkward intersection and on-coming traffic is hard to see when turning.

#### **Changes to MM/Rimrock/Ski Lane Intersections**

- 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.
- Drivers on Ski Lane need to be able to make a safe southbound left turn.

#### **Other Transportation Comments**

- Most of the residents on Clausen Street do not want sidewalks.
- The Novation Traffic Impact Analysis should be made public.
- Which houses were determined to be blighted?
- Neighborhood services need to be within walking distance.
- The neighborhood plan should explicitly support the commuter rail stop in the neighborhood.

### **Public Process**

#### **Planning Process Pace**

- Residents would like additional time to review both the Southdale Neighborhood CDP and the Novation Campus CDP.
- Five or six more forums similar to tonight are needed in order for the Southdale Neighborhood CDP to be a success.
- More time is needed for the residents to review the document.
- Residents need another meeting in order to provide input and make decisions.

- More meetings like the one tonight are needed before there can be an approval.
- More feedback on the Novation Campus is needed. Residents would like a longer and more involved public process to add input prior to approvals.
- 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.
- 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.

### Meeting Notices

- Meeting notices should be guaranteed to reach each and every resident.
- 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).
- Meeting notices to meetings did not reach all residents. They should be mailed to each residents address.
- The highest populated areas are always under represented.

### Other Public Process Comments

- Residents feel that they have no say in the Novation Campus approval process. They would prefer to see something more beneficial to the neighborhood.
- 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.
- 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.
- How will recommendations be held accountable?
- 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.
- Include neighbors to the east of Rimrock Road in the planning process. Many of them use the Southdale Neighborhood.
- Good to have this dialog.
- The community needs another planning process that starts from general brainstorming (no ideas assessed or discarded).
- 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
- Do not impose our comments with yours.