

Royster-Clark Special Area Plan



Summarized Results from Comment Cards
November 5th, 2007 Public Meeting

STATION 1: THE NEIGHBORHOOD

Please describe two things you most like about the neighborhood as it is now.

Category	Response	#
Residential	Affordable housing.	5
	Small, modest houses.	4
	Clean, attractive small houses transition into larger quiet neighborhoods.	1
	Housing stock and arrangement.	1
	Lot sizes.	1
	Single-family homes.	1
	Stable, responsible owner occupancy of homes.	1
	Unique houses	1
Commercial	Locally owned/small businesses.	3
	Drug store.	1
	New cafés.	1
Civic Uses	The Pinney Library	6
	Schools.	4
	YMCA.	2
Parks/ Open Space/ Natural Features	Trees	6
	Olbrich Botanical Gardens/Park	4
	Greenspace/Open Space.	4
	Relationship to Lake Monona.	4
	Community gardens	1
	No dog park.	1
Convenience/ Accessibility	Walkable neighborhood with a variety of business, recreation and social destinations.	8
	Convenient central location.	5
	Close to downtown.	3
	Good bus service.	1
	Walking to Woodmans	1
Bike / Ped	Bike path	6
	Lake Edge – sidewalks are streets.	1
Neighborhood People	Sense of neighborhood / involved neighbors.	5
	Friendly neighborhood/neighbors.	4
	Blue-collar / middle class	2
	Families with children, age diversity.	1
General Character	Quiet.	9
	Fairly safe.	5
	Little through traffic	3
	Family-friendly	2
	Local, small town feel	2
	Cohesiveness–small lots encourage people within neighborhoods to get to know each other.	1
	Infrastructure is in pretty good shape.	1
	Nice neighborhood.	1
	Single-family residence “feel” of the neighborhood	1
	Very nice city blocks	1

STATION 1: THE NEIGHBORHOOD

Please describe two things you least like about the neighborhood as it is now.

Category	Response	#
Commercial	Not enough stores / variety.	3
	Not enough family active businesses in the area for kids.	2
	Not enough to do within walking distance.	2
	Failing local commerce.	2
	Vacant lots/back of businesses	1
	Have to drive pretty far to necessities.	1
	Limited amount of parking in business areas.	1
	No good grocery store within walking distance of Atwood/Monona Dr./Cottage Grove Rd.	1
	No more hardware store!	1
	The business district feels segregated from residential area.	1
Too much pavement in the Atwood/Monona Dr./Cottage Grove Rd. corner area	1	
Neighborhood People	Would like to have more input from more of the neighbors as to their wants or concerns.	2
	Apathetic and inconsiderate neighbors.	1
	Excessively white (race-wise).	1
	Hard to get to know neighbors.	1
	Increased lower income residents and probable crime increase	1
	Increased pockets of minorities – too many people in a house – not monitored	1
	People married to their cars even though don't need to be.	1
	Too few kids–seniors staying due to lack of alternatives, and many single, childless homeowners.	1
	Transient neighbors with little stake in neighborhood quality.	1
Aesthetics	Cottage Grove Rd. old, rundown, drab	5
	Graffiti /Vandalism.	3
	Design of the business buildings (architecture).	2
	Not modernized – older buildings, homes needing repair.	3
	New building on Atwood too big	2
	Appearance.	1
The fertilizer plant.	1	
Recreation	No dog park.	3
	There is nothing for kids to do.	1
Safety	Lack of lighting on streets and paths.	5
	Lack of police presence.	1
	Possible vandalism on site leading to other crime issues.	1
	The neighborhood is changing – safety is an issue.	1
Transportation	Traffic speed too high	7
	Traffic noise	3
	Traffic volume/speed on Walter.	2
	Increased traffic on Cottage Grove Road.	2
	Too much traffic on Dennett Dr. The road has become the main road east and west.	1
	Too much traffic	1
	Traffic at Cottage Grove Road and Dempsey.	1
	Traffic on Johns Street.	1
	Traffic on Stoughton Road.	1
	Speed bumps.	3
	Lack of bus routes.	2
	Street in disrepair	2
	Intersection at Cottage Grove Road/Johns Street.	1
	Lack of efficient transportation to rest of city.	1
Not bike/pedestrian friendly.	1	
Some intersections are still unmarked.	1	
Other	Train storage along side track.	3
	Train whistles – with the over blowing of whistle in my area.	2
	Gypsy moths.	1
	Library and “Y” facility.	1
	No meeting place other than library.	1
	Smell from the lake.	1
Vote out of neighborhood.	1	

STATION 1: THE NEIGHBORHOOD

Please describe two new amenities, activities, or public improvements you would like to see added in the area if it develops.

Category	Response	#
Residential	Housing for seniors.	1
	Single-family dwellings.	1
Commercial	Nice, sit-down restaurant.	2
	Fast food variety.	1
	Local restaurants/retail.	1
	Artistic and performing arts partnerships/co-ops.	2
	Better gas stations.	1
	Business aimed at bike path, pedestrians.	1
	Potential "incubator" venues.	1
	Small shops connected to housing.	1
	Theater or entertainment center.	1
	Theme for Cottage Grove Business District.	1
Grocery store	1	
Civic Uses	Bigger public library branch.	4
	Recreation opportunities especially for youth/teens.	4
	A good new neighborhood center with indoor/outdoor amenities for all ages	3
	Post office.	2
	Entertainment for families (indoor our outdoor).	1
	Frequent gatherings – concerts, dances, other performances, meetings.	1
Senior center.	1	
Parks/ Open Space/ Natural Features	Eliminate drainage ditch–more pleasant greenspace for bike path–model stormwater management.	1
	Better water drainage to help relieve sell.	1
	Engineering of drainage ditches to decrease mosquito problems and smell enhancing park lands.	1
	Dog park.	2
	Children's playground/picnic area.	1
	Some greenspace, perhaps walking paths along with current bike paths.	1
	Like to see the shelter at Eastmorland Park more developed with electricity and bathroom facilities.	1
	Small parks and landscaping.	1
	More trees, greenspace (low impact/low maintenance).	1
	Open space better integrated with the bike path.	1
	More recreation activities.	1
	Parks and a pool for everyone.	1
Parks where the city will actually install playground equipment	1	
Indoor soccer arena.	1	
Playing fields for soccer, football, Frisbee, etc.	1	
Alternative Transportation Bike/Ped Improvements	Bicycle paths (along Atwood Ave, Monona Dr. etc.)	4
	Bike lanes (on Monona Drive, Cottage Grove Rd., etc.)	4
	Train tracks abandoned and bike path improved.	2
	Use area along railroad as a bikeway to other paths.	1
	Extended bike access (pedestrian overpasses at Cottage Grove Road tracks Atwood to lake).	1
	More thought given to pedestrians and their safety	1
	Significant incorporation of sidewalk accessibility throughout the area.	1
	Good places to walk.	1
	Better traffic control that eases pedestrian traffic.	1
	Increased attention to speeding.	2
	Longer walk lights and walk buttons at all intersections with traffic lights.	2
Speed "islands" along Walter to slow down traffic.	1	
Connect to/through 51 to east Cottage Grove Road.	1	
Alternative Transportation Transit	Better bus/transit access.	3
	Commuter rail	3
	Better transit shelters.	1
Infrastructure/ Aesthetics	Better street lighting.	3
	More lights (how about some solar powered ones?)	1
	Landscape/streetscape enhancements.	3
	Aesthetics of Cottage Grove Road.	1
	Snow plowing.	1

STATION 1: THE NEIGHBORHOOD

Please describe two concerns you have about the future of the area as it develops, or changes that you hope will not happen as it develops.

Category	Response	#
Residential	No condos.	5
	No big, expensive condos.	1
	Apartments.	3
	No more houses	1
Commercial	Few commercial destinations for pedestrians/bicyclists.	1
	Adult stores – video.	1
	Chains.	1
	Please limit retail.	1
	Large manufacturing corporation.	1
	No industrial additions.	1
Building Scale/ Site Design	Big box stores	4
	High Density condos.	2
	No more high rise buildings.	1
	Big Buildings	1
	Over-development that adversely effects neighborhood feeling.	1
	Large, massive buildings, businesses/condos that don't match the scale of the neighborhood.	1
	Buildings > 3 stories should not be directly next to our little 1-1 ½ story houses.	1
	Buildings which are not in character and act as isolating mechanisms (i.e. easily ghetto-izing).	1
	Boring or static development–let's get some life pumped into neighborhood (i.e. Monroe St.).	1
	I hope whatever goes in here is not low rise. I believe in infill development	1
	New development should be bike/ped friendly (small scale, safe crossings, no huge parking lots).	1
	Making thing too suburbanesque.	1
No strip malls– welcoming business spaces that invite people in to stay.	1	
Social	Crime / vandalism.	4
	Low income housing.	3
	Low income area developing in old split homes.	1
	Mixed-use/low income complexes.	1
	No halfway housing for offenders.	1
	Possible isolation of the probably growing number of Hispanic/non-English speaking neighbors.	1
	Anything that lowers property value.	1
	Increased property taxes forcing older homeowners out of their homes	1
	Closing off of residential areas (gated communities), islands not connected to the community.	1
	Destruction of small houses along Atwood with lake views for lower income homeowners.	1
	New entity should fit character and economic structure (not overpriced for avg. homeowners here)	1
	Seniors staying in houses beyond when safe/appropriate due to finances.	1
	That it becomes homogenized – don't want mix of residents and businesses to disappear.	1
	That it is a place where people can interact.	1
	That there are many different ranges of home prices.	1
Job opportunities.	1	
The loss of current local small businesses.	1	
Environmental	Not enough greenspace.	2
	Stormwater runoff.	2
	More noise.	2
	Land Use that pollutes (noise, air) or tempts youth to hang out with nothing to do (graffiti).	1
Streets/ Traffic	Concerned about increasing traffic.	7
	Noise and congestion.	3
	Traffic congestion at Dempsey and Cottage Grove Roads.	2
	Need to avoid additional traffic on Cottage Grove Road.	1
	Too much non-local traffic.	1
	Rerouting traffic	1
	More through streets (Olbrich, Sargent).	3
	Direct _____ to my business, YMCA.	1
	Do not want divided road on Cottage Grove Rd other than what's already there.	1
	Insufficient access to non-car transportation.	1
	Improve Cottage Grove Road.	1
	No master view for Cottage Grove Road.	1
	Rail spur should be relocated away from residential areas.	1

STATION 2: ROYSTER CLARK SITE

Please describe three things you would most like to see included as part of the redevelopment of the site. If commercial uses, what type? If housing, what type?

Category	Response	#
Residential	Single-family homes.	8
	Senior housing.	6
	Condos/apartments.	3
	Duplexes, owner occupied	4
	Mixed senior housing (market rate independent living, affordable apartments and long-term care)	2
	Rental Sr. housing--“alternative”--dormitory/coop/co-housing; emphasize affordability	2
	Rental Sr. housing – conventional apartments.	1
	Affordable apartments, apartments are more accessible to moderate income people than condos.	1
	Mixed-income residential: some high end units, some middle, some low income.	1
	Condos at a reasonable price.	1
	Housing in scale with the neighborhood/owner-occupied but small and dense.	1
	Housing opportunities for young families (owner-occupied condo/townhouse, 2-3 story).	1
Commercial-Employment	Medium density housing, 3-bedroom family.	1
	Townhome style, rental, single-family, condo.	1
	Clean quiet manufacturing or industrial for employment.	3
	Medical clinics.	3
	High tech / research oriented business to further develop job market.	3
	If possible, commercial/office space that provides jobs in the area.	2
	Possible incubator initiatives for cutting edge business.	2
Commercial-Neighborhood	Commercial – retail, light manufacturing.	1
	Office building for specific company; can be high rise to accommodate up to 20 stories.	1
	Commercial for restaurants/retail, especially small locally owned neighborhood businesses.	6
	Restaurants – non-chain (no Subway, etc.), coffee shop.	1
	Restaurants.	1
	Space that encourages locally owned restaurants.	1
	If commercial, family-friendly restaurants.	1
	Retail along Cottage Grove Road.	1
	Retail (no liquor stores, payday loans, tobacco stores). Specialty shops, like those on Willy St.	1
	Small businesses with a variety of hours so that the area is active almost 24 hours/day.	1
	Small commercial on Cottage Grove and Dempsey Road.	1
	Specialty shops	1
	Small business strip.	2
	Little shops – low building, little coffee shops, beauty shops.	1
	Artist studio space.	2
	A market, i.e. Whole Foods	1
	Business aimed at city bike path, access from path, bike shop.	1
	Common use space – bike shop to service those on the bike path, greenspace, light for safety, something	1
More “nightlife” establishments, like cocktail lounges. Jade Monkey is an example.	1	
More family-friendly activities (mini golf, teen activity center) that would be open to all.	1	
Spa – not a quickie nail salon, a true Cameo style, ANIU, etc. location.	1	
Business with responsible parking.	1	
Mixed Use Buildings	Housing above commercial spaces.	2
	Retail/office on 1 st and 2 nd floors, 3 rd and 4 th floor housing, 4-story max.	1
	Small retail/perhaps with apartments above (no more than 2 stories or single-family housing).	1
	If commercial, not manufacturing. Mixed-use, retail, housing (affordable), not single-family homes.	1
	Mixed development would be good. Housing, some shops and some parkland. Monroe Commons	1
	Condo with some apartments and small business, but affordable housing.	1
	Some Housing – low rise (3-4 stories), townhouse style. Some local business/commercial	1
	Attractive office space with both building and greenspace – less than 4 stories.	1
Non-profit childcare institution(s) possibly meshing with senior housing.	1	

Category	Response	#
Civic Uses	New library	2
	Pool	2
	Neighborhood center for all ages.	2
	Activity site for youth/teens.	1
	Senior center.	1
	Indoor soccer arena.	1
	Pool – domes could contain water slides.	1
Parks/ Open Space/ Natural Features	Greenspace / Parkland.	9
	Dog park.	3
	A play area for children.	2
	A public open space, park or performance space.	1
	Outdoor facility, i.e. skating, park type atmosphere.	1
	Maintain wetlands.	1
	Small children’s zoo and park. “Green corridor” next to the bike path.	1
Building Scale/ Site Design	LEED certification for environmental design.	2
	Access to the area on all sides, not just from Cottage Grove Road!	1
	Accessibility throughout for seniors/differently-abled.	1
	Bike access to Cottage Grove Road from bike path.	1
	Pedestrian access while incorporating greenspace.	1
	Any height is fine near Cottage Grove Road but shorter near houses.	1
	Front doors on the street.	1
	High density, intensity.	1
Significant stormwater retention to help reduce the flash flooding along the Dempsey drainage ditch. Water retention plan close to lake.	1	
Transit	Commuter rail station.	4
	Multi-mode transit connection.	1
	Better bus service.	1
	Better transit shelters/access.	1
Other	City agreement with railroad to operate only in daytime, without weekends and eliminate train horns.	1
	No dog park.	1
	Private/public partnership.	1

STATION 2: ROYSTER CLARK SITE

Please briefly describe any three concerns you have about the future of the area as it develops, or changes that you hope will not happen as it develops.

Category	Response	#
Residential- General Types	No condos.	5
	No condos, no apartments. Too ghettoed.	1
	No apartments.	1
	Too many rentals.	1
Residential- Income Mix	Focus on users/customers/tenants of modest financial means – no high end condos!	1
	I'm concerned that gentrification will further reduce racial and social diversity.	1
	Low income affordable options will be defeated by a neighborhood against perceived outsiders	1
	Not elaborate, pretentious homes.	1
	Do not want low income development. Ideally, want mid-income flavor of neighborhood.	1
	Low income "affordable" housing.	1
	Low income housing (Habitat for Humanity type, irresponsible owners).	1
	No condominium or low income housing.	1
No Section 8 housing.	1	
Commercial- Types	No more bars needed in this section of town, no more payday loans, etc.	1
	Boring businesses that do not bring people to the neighborhood.	1
	Chain stores/fast food.	1
	No big box stores and not too many chains.	1
	No more empty strip malls (like Monona Drive).	1
	Too much retail.	1
	No more Walgreen's!	1
	No industrial business.	1
Commercial- Loss of Local	Polluting businesses/industry.	1
	It should not all be one thing (like a big medical complex, etc.)	1
	Should match the neighborhood	3
	Direct competition with YMCA.	2
	Loss of local businesses/restaurant (Dairyland).	2
Building Design	That the development doesn't really end up serving the local community.	2
	Exclusion of locally owned businesses.	1
	Big box store – absolutely not.	7
	Not large tall building.	4
	Don't want it to look cheap or like cardboard boxes put up overnight.	3
	High density housing.	3
	Buildings that are too tall, more than 5 floors.	1
	High rise buildings without setback as on Atwood across from park.	1
	New development should not be so out of scale that it looms over small nearby houses.	1
	No tall buildings. No buildings taller than 4-stories.	1
	Too large apartment building.	1
	Neighborhood of small isolated single-family homes is not efficient	1
	I believe in infill development - Density should be substantial.	1
	Suburban styled tasteless housing stock.	1
That it develops into a totally single-story residential development with only 2-bedroom units.	1	
That the site be developed with little regard for "new urbanism", meaning high density.	1	
Lack of green building.	1	
Strip mall – no.	1	
Site Layout	Any trees on the property that are sound and attractive should be preserved	1
	We want to keep the greenspace and the trees.	1
	Don't want road through Sargent Street on Olbrich Avenue.	2
	Roundabout.	1
	Access to site.	1
	Do not add noise or light pollution (use environmentally friendly lighting).	1
	Flooding on Cottage Grove Road is already a problem, so I don't want to see too much pavement.	1
	Large concrete parking lots – ugly.	1
	No gated community, i.e. please keep the area connected to the community	1
Parkways needed (Sargent and Royster area has several large trees that should be preserved)	1	

Category	Response	#
Environmental	Noisy situations.	2
	Sound and light pollution.	2
	Blight “caps” over environmentally damaged area.	1
	Environmental.	1
	Safety concerns over what will be unearthed– must ensure safety of land and surroundings	1
	Spreading of environmental damages.	1
	Greenspace implementation will be postponed.	1
	Stormwater discharge – water quality.	1
Safety	Increased crime	2
	Increase overall safety at all times of the day/night with whatever is developed in the future.	1
	Safety for pedestrians and cyclists.	1
	That nothing happens and it causes more of a place for mischief.	1
Traffic	Traffic congestion.	5
	Traffic flow.	2
	Any thru traffic into the site in adjacent residential area.	1
	Continuous truck traffic.	1
	Cottage Grove Road has to be replanned to accommodate added traffic.	1
	Hope that motorized vehicle traffic will be limited in scope – “first dibs” to pedestrians and bicycles.	1
	I would be concerned about increased traffic on both CG Rd. and side streets leading to it	1
	Too much extra traffic from outside area.	1
	Traffic congestion at Dempsey and Cottage Grove.	1
	Insufficient parking for whatever is planned.	1
	Have Metro (bus) evolve to serve whatever is there.	1
Traffic light _____ turn lanes.	1	
Other	No pool.	2
	Any buildings in the open field near Royster Avenue.	1
	City agreement with railroad to operate only during weekdays and eliminate train horns.	1
	Future residents need to be informed about the railroad to avoid lawsuits about noise.	1
	I hope our property taxes are not affected, but anything would be better than what is there now! That the area will be redeveloped.	1

STATION 3: COTTAGE GROVE ROAD BUSINESS DISTRICT

Please describe two things that you like about the Cottage Grove Road Business District, as it is now.

Category	Response	#
Commercial-Range / Variety	Good variety	6
	Meets basic needs (grocery, hardware, coffee/entertainment)	2
	Eclectic mix of businesses that I like to visit/support	1
	Has library, bank, main post office close and Olbrich – churches	1
	Personal business	1
	Unique businesses like Laurie’s Flower Shop, “Amarrillots” (the Mexican Restaurant), the YMCA	1
Commercial-Specific Businesses	Walgreen’s Drug Store	6
	Restore – Habitat for Humanity	4
	Hardware store	3
	Culvers	2
	Bucks	1
	DQ	1
	KFC	1
	Pizza – local business	1
	Antojitos	1
	Bowers Family Chiropractic	1
	Coffee shop (Java Kat) near the Lake library	1
	Cottage Café Restaurant	1
	Dairyland	1
	East Side Club	1
Hair place	1	
Jade Monkey	1	
VFW	1	
Civic Uses	Library	14
	Pinney Library location	2
	The library and its many offerings including kid-friendly events	1
	The “YMCA”	9
Commercial-Design / Scale	Small businesses	6
	Many locally owned businesses	3
	Small family-run businesses	3
	“Quaint” feel, nostalgic look (Packer Inn sign)	1
	No big box stores along route	1
	Quiet casual, open spaces	1
Accessibility	Easy Access	5
	Close	2
	Close to Interstate and East Towne	1
	Close to where I live and close to downtown	1
	That it exists at all as a whole, and is a reasonable walking distance from my home	1
	The convenience of the stores and the little gas stations	1
	Accessibility to many different businesses	1
	Can always find a parking space	1
	Is not congested like Odana Road, yet	1
	No traffic resistance	1
Bike/Ped	Bike path expansion, 4 lanes of traffic	1
	New bike lanes	1
	New bike path	1
Location	Its proximity to Lake Monona	2
	Basically location – location	1
Other	There is not that much business	1
	Newer buildings	1
	Nothing – really for the area	1
	Some business leaving	1

STATION 3: COTTAGE GROVE ROAD BUSINESS DISTRICT

Please describe two things that you like least about the Cottage Grove Road Business District, as it is now.

Category	Response	#
Commercial- General	Too many vacancies	7
	There are not enough businesses/services that seem to meet my needs or draw me to area	5
	Not enough diversity	1
	There is really not that much business on Cottage Grove Road	1
	Businesses	1
	No good place to take people	1
	No hanging out business like coffee house	1
	No kid / family-oriented business in the area	1
	Odd business buildings	1
	Some businesses take up space in an area that could be more dynamic (taxi company)	1
Commercial- Specific	Loss of Hardware Store	4
	Royster property / MGE Substation	3
	Too many Walgreen's	2
	Horseshoe Bar	1
	KFC	1
	Lack of a small movie theater	1
	Many cruddy taverns	1
	The small strip mall across the YMCA	1
	The storage lockers	1
Design/ Aesthetics	Unattractive / rundown buildings	15
	Dull, uninviting, looks like every other street	4
	No visual features or rhythms	1
	Strip malls	1
	Older buildings	4
	Landscaping needed	3
	Empty lots	2
	There isn't much continuity / synergy to encourage walking/shopping	4
	It is not necessarily pedestrian-friendly or aesthetically appealing	1
	Mismatch of buildings and no green space	1
	Poorly planned spacing--businesses pushed back off of the road, may just see parking lot	1
	Spread out along highway	1
	The area under and around Highway 51 could be spruced up – more natural habitat	1
Traffic	Traffic flow into and out of business driveways	3
	Congestion (traffic)	2
	Big street – Cottage Grove	1
	Cottage Grove Road seems too busy and dangerous at times	1
	Traffic speed and wide roadway which encourages commuter traffic to Atwood or Monona	1
	Hill in front of VFW makes it hard to see traffic coming	1
	How it is broken up and very difficult and dangerous to cross on foot or bike	1
	No speed enforcement	1
	Not very walkable	1
	Too hard for pedestrians to cross streets (Atwood and Cottage Grove)	1
	No bike lanes between Atwood and Dempsey	1
	Too much rail traffic “noisy”	1
Infrastructure	Road as you come off of Stoughton Road	1
	The road needs to be repaired	1
	Need to redo off-ramps	1
	Roadway needs improvement – Boulevard entire length	1
	Stop light at Cottage Grove and Dempsey	1
	Better lighting of streets	1
	Driveways are graded poorly so you have to use them cautiously	1
Other	Does neighborhood want to be just a local destination or an area-wide place/destination?	1
	Increasing minorities and concentration in a few apartment complexes	1
	No greenspace	1
	Parking (lack of)	1
	Safety – would never walk after dark	1

STATION 3: COTTAGE GROVE ROAD BUSINESS DISTRICT

Please describe three businesses or retail uses you would most like to see added to the business district

Category	Response	#
Commercial- Eating/ Drinking	Restaurant	5
	Coffee house	4
	Higher class sit-down restaurant	4
	Bakery	3
	Deli	3
	Fast food places	2
	Restaurant (not a chain)	2
	Café	1
	Ethnic restaurants	1
	Family-friendly restaurants	1
	Fast food variety	1
	More better restaurants/coffee houses – Chinese, sandwich, good pizza (!)	1
	Nightspots like a cocktail lounge (Jade Monkey)	1
Commercial- Employment	Cutting edge/Hi-Tech “incubator” ventures	2
	Clean, quiet industrial	1
	Hardware store	11
	Co-op type store Willy Street Co op, Whole Foods	5
	Bike shop	4
	Book Store	4
	Garden Center	3
	Small shops	3
	Grocery store! (A small corner store type)	2
	Grocery	1
Commercial- Retail	Health food store	1
	Natural foods/grocery	1
	Specialty food retail.	1
	I would like to see a Trader Joe's	1
	I wish Fish Building Supply was still there	1
	Antique mall	1
	Butcher shop	1
	Clothing store	1
	I miss the children’s bookstore – not much for children.	1
	Shopping – gift store, browsing stores (maybe not feasible, but it’d be cool).	1
Commercial- Service	Barber/beauty salon – haircuts	1
	Better gas station/not Marathon	1
	Day care center (City accredited and high quality).	1
	More wellness service providers	1
Commercial- Entertainment	Entertainment/music venue	2
	Entertainment for families, such as mini-put put	1
Civic Uses	Community Center	1
	Make room for larger library	1
Parks	Parks	2
	Community dog parks or children’s park	1
Other	Artist collective/cooperative.	2
	Indoor soccer on Royster Clark area	1
	Yoga/Tai Chi/exercise place	1
	Difficult since most are there already- difficult to survive with small customer base.	1
	Don’t know?	1
	Good.	1
	Super Church	1
Skilled trades/local business partnerships	1	

STATION 3: COTTAGE GROVE ROAD BUSINESS DISTRICT

Please describe your experiences with access to local businesses (parking, traffic issues, bike paths, hours, selection, etc.

Category	Response	#
Access	Access and Plaza sometimes difficult–Old Dorn store–access from east at rush hour sometimes hard.	1
	Difficult access to Cottage Grove Rd from the north side.	1
	During heavy traffic pulling out of a business to cross traffic is very difficult.	1
	Master plan needed to improve access to most business locations.	1
	Pulling out of Pinney Branch Library can be hairy.	1
	Marathon – very difficult to get in and out of.	1
	Businesses rely on traffic, but customers need accessible hrs and alternative transportation(bus/train)	1
	Some cars honk if you’re accessing business b/c they see CG Rd. as just a funnel to Stoughton Rd.	1
	Can be difficult to get onto Cottage Grove when crossing traffic	1
	I walk or bike to all businesses and like the easy access.	1
No problem with access	1	
Parking	Good, but not enough parking.	1
	Library, Restore, Walgreen’s, bank, parking lot is awkward and small.	1
	Small parking lots in many areas.	1
	Most taverns/bars seem very seedy–Jade Monkey is a nice addition but parking is challenging.	1
	Parking is not typically an issue	1
Traffic Mgmt	Mostly not a problem except with traffic.	1
	Difficult to see over rise on CG Rd. when crossing (at library), b/c of speed and design limitations.	1
	Getting onto Cottage Grove Road is the pits.	1
	Why different speed limits on Cottage Grove Rd. between Dempsey and Monona Dr.?	1
	It’s not like getting on Cottage Grove Road from John’s Street. Turning left.	1
	Traffic on Cottage Grove Road is a problem now. Too much concrete around buildings.	1
	Too much traffic on Dennett Dr. It seems to be the main road east and west for the area.	1
	Traffic issues mostly at rush hour.	1
Traffic lights aren’t timed together.	1	
When Royster Clark is developed, will need left turn lanes.	1	
Bike/Ped	Cottage Grove Rd. hazardous for bike / ped travel and crossings	3
	Going down Dempsey to access the bike path can be difficult, especially near Cottage Grove Rd..	1
	Although the business district is close, it doesn’t seem pleasant to walk or bike to.	1
	Traffic is bad – makes walking too hard – all walk lights are way too fast/short.	1
	S-bound cars on Monona/Atwd in right lane crossing CG Rd don’t notice red light triggered by peds	1
	Bicycling on Atwood Avenue/Monona Drive is dangerous.	1
	Bike path used a lot.	1
	People riding bikes need to respect people walking on bike path.	1
	No bike paths on western section of CG Rd.–have to use back roads and fight traffic	1
	Street isn’t kept clean for bike path.	1
Would prefer bike crossover railroad. Bike rail crossover CGR to YMCA.	1	
Cottage Grove Road and Dempsey need streetlights.	1	
Hours	Not open late enough.	4
	Bad hours at the Thrift store – arrived at 2:45 one Sat. and the volunteers said they were leaving at 3.	1
Selection	I would like more family-friendly restaurants in the district. Selection (other than restaurants) is good.	1
	Would like more selection/diversity.	1
Other	Generally good.	3
	Area is divided by Stoughton Road/Highway 151.	1
	Effective area as far as all aspects. We do not need a 24-hour business in this new development area.	1
	Bad roads.	1
	Flower shop needs more inviting frontage.	1
	Businesses leave.	1
Infrastructure is under utilized with current business use. Currently low pressure/low intensity uses.	1	

STATION 4: IF I HAD A MILLION DOLLARS

If you could spend 1 Million Dollars in the planning area on something for the public good, how would you spend it?

Category	Response	#
Residential	Retirement/Senior housing.	3
	Move condos off Lake Monona to Royster site and change lakeshore to park like Olbrich.	1
	Residential – homes, condos, apartments.	1
Commercial	Business incubator initiatives.	3
	Artists collective / performing arts, work and display space	3
	Supper club – access from Cottage Grove Road.	1
	A good fusion Spanish/Thai/Chinese restaurant.	1
	Nice, yet inexpensive café.	1
	Restaurants.	1
	Coffee shop/bookstore combo with large patio/outdoor seating.	1
	IMAX theater within enclosed mall.	1
	Make a place for kids to go like a miniature golf course and go-kart place for kids	1
	Medical facility (clinic).	1
Other business not in competition with YMCA.	1	
Civic Use	Multipurpose Community Center	15
	Teen center with multiple activity venues.	2
	A new YMCA with more community center space.	1
	A new library/community center using green technology (grass roof could double as public space)	1
	New library.	10
	Outdoor Pool	3
	Water park with swimming pool.	2
	Velodrome (cycling track)	2
	Build an area for community theater.	1
	Ice skating rink (outdoors, seasonal) with shelter including bathrooms and hot drinks.	1
	Indoor soccer arena facility.	1
Small children’s zoo and park.	1	
Parks/ Open Space/ Natural Features	Multi-use park.	11
	Community gardens.	5
	Dog park.	2
	Nature preserve / habitat restoration.	2
	Park equipment for the neighborhood.	2
	East side arboretum, link to Olbrich.	1
	Fountain with seating area.	1
	Garden site with green and flowers.	1
	Water like Tenney Park.	1
Trees.	1	
Transit	Commuter rail depot/ multimodal station.	5
	Commuter rail corridor.	3
	Better bus routes to the area.	1
Bike/Ped	Expand / Improve bike paths.	3
	Bike lanes on Cottage Grove Road.	1
	Bicycle parking/ sheltered storage.	2
	Improved throughway for biking/walking across Stoughton Road.	1
	Pedestrian friendly scale, paths, sidewalks, no matter what facility is there.	2
Put parking behind the buildings, so that there is a feel of walkability	1	

Category	Response	#
Art / Beauty	Murals/sculpture, involving area youth.	5
	Beautify and landscape area	5
	Build gateway to the east side/destination area.	1
	Neighborhood sign with landscaping on corner of Dempsey and CG Rd.	1
	Enormous artistic work of art or building that obscures the MG&E station	1
Infrastructure	Remove drainage ditch and replace with rain garden/greenspace.	4
	Model stormwater management techniques.	1
	Multiple entries to area (road, walking path).	2
	Relocate railroad storage track.	2
	Better street lighting.	1
	Improve access onto Cottage Grove Road.	1
	Put a stop light at Cottage Grove and Johns Street or make a change.	1
	Intersection islands/roundabouts.	1
	Remove all speed bumps.	1
	Repave roads in our area.	1
Other	Clean up pollution and industrial appearance; repair older buildings and modernize.	2
	Destroy Royster Clark.	1
	Get rid of the power station.	1
	Tear down the buildings at the end of Monona Drive and leave the streetscape open to the lake.	1
	Mandate green planning for all structures.	1
	Expand the boundary to the east, past Hwy 51, and improve both sides of CG Rd.	1
	Move the boundary so plan area connects to the City (Lake Monona), U.S. 51 and other features.	1
	Something that needs subsidies every year to exist (like Civic Center, Goodman Pool).	1
Move trees.	1	