

Minutes
Wingra Creek BUILD Advisory Project Team
Monday, August 23, 2004
South Madison Police District, 825 Hughes Place
4:00 p.m. – 6:00 p.m.

Present: Advisory Team Members: Michael Felker, Lindsey Lee, Jeff Leckwee, Kevin Snitchler, Marsha Gahagan, Jeanne Hoffman, Alderperson Matt Sloan, Barb Constans, Michael Gay, Don Marx, Archie Nicolette. Other: Ben Kadel

Consultants and Staff: John Stockham, Andy Kessenich, and Jule Stroick

Absent: Melissa Huggins, Eric Schwartz, Dan McCormick.

I. Welcome

Alderperson Sloan welcomed advisory members. He indicated that Wingra Creek target area has been cited in various planning activities have occurred in the South Madison area over the last three years. Funding for the Wingra Creek BUILD Project comes from Dane County BUILD Program, City of Madison, and South Metropolitan Business Association. Other private funding raising will occur to help supplement project costs.

II. Introduction of Advisory Project Team

Advisory Team members introduced themselves and provided background information of their interest in the Wingra Creek BUILD Target area. Lindsey Lee, proprietor of Cargo Coffee, was appointed chairperson.

III. Project Description and Timeline

The focus of the project is twofold: determine the market/economic reality of the target area and 2) prepare revitalization strategies for possible redevelopment of the area. See Handouts: General Overview and Wingra Creek Market Study and Redevelopment Study: Scope of Services.

The project team will meet from September to December 2004. The outcome of the project will be a series of reports of the economic vitality of the area and redevelopment strategy recommendations. It will be difficult for the institutional stakeholders (i.e. post office, army reserves) to make major decisions within this timeframe. A list of meeting dates and times were distributed.

IV. Pertinent Planning Studies

Four planning studies are relevant to this project: South Madison Neighborhood Plan (2004); The Healthy City: Model for a Forward Economy and A Collective Economic Opportunity for the Madison Metropolitan Area (2004); Urban Design Guidelines (2004); and Park Street Revitalization: Possibilities to Reality Report (2001). Copies of the report will be made available at the next meeting.

V. Project Study Area

- a. Boundaries: The project target area is bounded by West Wingra Drive on the south; South Park Street on the east; Fish Hatchery Road on the west and north. The target area is comprised of approximately 64-acres. As part of the project study, the consultants will be sensitive to the eastern side of South Park Street and north side of Fish Hatchery Road.
- b. Profile: A brief description of the area was presented. Approximately 400 residents live within the target area.
- c. Trade Area: The consultants will analyze the trade area ½, 1, 3-mile radius from the project area. With a large portion of the trade area in recreational lands and water bodies it results in a challenging area because of lower population. Local neighborhood population will not support retail without supplementing it by commuter traffic.
- d. Issue and Opportunities: John Stockham, Stockham Consulting, discussed the issues and opportunities of the target area (See Power Point Presentation). Advisory Team members provided additional information and/or raised questions on the sub-areas.

Sub-Area 1: Post Office and Labor Temple

1. High visibility site with good access. Vacant and underutilized parcels.
2. The parking lot (owned by Tom Bunbury) is used for shuttle parking for St. Mary's and Meriter Hospital employees. St. Mary's Hospital may need to continue leasing the area for overflow capacity.
3. Governmental institutions (i.e. Army Reserve, Post Office) are expected to take time to make decisions regarding their current holdings.
4. Environmental issues, such as high groundwater levels, might influence construction of new buildings.

Sub-Area 2: Copp's and 1244 Plaza

5. Poor site design and access, out-dated appearance of properties, and deficient in parking. This site is probably not a good retail site.
6. Copp's Grocery store has adequate parking for current store size; however, the size of the store is substandard based on industry standards. Need additional information regarding the long term plans for Copp's Grocery Store. Do they plan to stay? If not planning to stay, where would they relocate? Do they want to expand? What type of investments is planned at current site?
7. Poor east-west connection between South Park Street and Fish Hatchery Road.

Sub-Area 3: Dean Clinic

8. Dean Clinic was built in different stages. Some of the buildings are obsolete. Strategic facility planning is starting. Desire to have

presence on Fish Hatchery Road. Dean owns buildings to the north of current facility (acquisition over the last twenty years).

Sub- Area 4: South Street

9. Approximately 300 persons live in the apartments on South Street. Demographics: predominately working-age residents.
10. Currently, St. Mary's does not have a plan for their vacant building. Habitat for Humanities removed fixtures and other building materials.
11. Strand Engineering desires to increase building footprint. Owns one building to west. Desires to remain two-story (rather than 3-story).

Sub-Area 5: Morningstar Dairy

12. Morningstar Dairy closed plant in June. Unknown of what land use will be in the future. Approximately 50% of equipment (value) has been removed from building.
13. Highly visible site. Vacant building and land. Challenging lot configuration. No east-west connection exists. High traffic volumes. Gateway to neighborhood.
14. Concern from hospitals of what new land use will be and the degree of plume created from hazardous incident. An incident possibility closed all three hospitals.

VI. Communications

- a. Website: A website will be created by the Department of Planning & Development. It was suggested that the maintenance of the website be considered during its creation to ensure that it will be update frequently.
- b. Outreach: Newsletter articles can be sent to local newsletters: Southern Exposure and Bay Creek, Bram's Addition, and Greenbush neighborhoods. SMBA (South Metropolitan Business Association) also has a newsletter that can help communicate the progress of this project.

VII. Future Meeting Dates

September 9	South Madison Police District
September 23	South Madison Police District
October 7 (Consultant is gone)	EMT Training Center at 999 S. Park
October 21	South Madison Police District
November 4	South Madison Police District
November 18	EMT Training Center at 999 S. Park
December 2 (Public Open House)	South Madison Police District
December 16	EMT Training Center at 999 S. Park

