SHAPE TONORROW Bringing the future into focus

South Madison Plan Community Impact Session 2 – Visioning & Guiding Principles October 24, 2019

Where We've Been

Events

Pre-Work Community Building

- Community Contacts 45
- Community Events 4
- Resident Input Tabling St. Vincent Food Pantry, Centro Hispano, South Transfer Station, Villager Mall, South Madison Library, El Mercadito Farmer's Market, bus stops, and other (partnership with South side NRT)
- Info Meetings Urban League, SMPC, Alliant

Community Impact Session 1 – September 19

Art & Placemaking walk – September 24

Bike and Talk – September 28

Mobile Home Park listening sessions – October 18

Art & Placemaking Session 2 – October 22







What We've Heard So Far

Support Neighborhood

- Use planning process to build community
- Central meeting point

Housing

- Displacement & gentrification a major concern
- Mobile Home Park
- Affordability
- Nonrenewal of leases/significant rent increases
- Speculative buying
- Home buying options

Childcare

Affordable childcare

Older Adults

- Transportation
- Social isolation
- Poverty
- More housing options to remain in neighborhood

Business

Social

Poverty

- Retail desert
- Retain local business, especially black/brown owned
- Create new business, locally owned
- Lack of access to capital
- Businesses desired by community

Employment

- Need jobs within walking distance
- Need living wage, career ladder jobs
- Employment gateway to local institutions, employers

Town of Madison

- Uncertainty cost, services, etc.
- Public infrastructure substandard

Social Justice/Discrimination

Safety

- Need more lighting
- Crime
- Traffic/Street safety

Land Use

Proliferation of nonprofits

Parks and Recreation

Trauma, Mental Health

- More programming at Penn Park
- Make it easier to get to Olin Park
- Older adults need more recreational amenities

Grocery/Food

- Potential food desert, lack of access to fresh produce
- Accessibility to food pantry
- Provide more food options south of Beltline

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What We Are Doing Tonight Visioning and Values Exercise

5. Business & Employment

2005 South Madison Plan

- 5.1 Develop strategies to attract growing businesses.
- 5.2 Develop strategies to attract and retain small-to medium-scale retailers and create a vibrant mix of uses.
- 5.3 Develop a marketing plan for South Park Street Corridor and explore the creation of a Business Improvement District.
- 5.4 **Improve circulation** in the **areas zoned** for **commercial** and **manufacturing**.
- 5.5 Attract employers to the available commercial and industrial properties.

What we heard

- 5A Need for **living wage, career ladder jobs** within **walking distance** in South Madison.
- 5B **Connection** between **businesses** and **residents**, businesses that **uplift** the **community**, **desired** by **community**.
- 5C Retain local business and create new business, especially black/brown owned.
- 5D Increase retail/shopping areas, especially at Village on Park.
- 5E Increase opportunities/access to capital to start locally black/brown owned businesses.
- 5F Full service grocery store.
- 5G Create stronger employment ties with major employers to support workers entering employment and moving up the career ladder.
- 5H Explore ways for **businesses** to **hire youth** populations.
- 51 Provide more **food options**. Keep or expand **ethnic food access**.

What do you think?

What should we keep and what should we add?

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Add an idea here

| Comments / Comentarios: Name / Nombre (optional / opcional): | Address / Direccion. (optional / opcional): |
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Pres.

Additional space for sketching ideas

Sharing Ideas



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Where Are We Headed? Community Impact Session 3 Key Issues, Strategies & Solutions

November 21, 2019 6:00 – 7:45 pm Village on Park – Atrium, 2300 S. Park Street