

Discussion Results from Community Impact Session 3

November 21, 2019

Mobility / Transportation

- Better bus service
- Pedestrian safety across Badger Rd from MATC.
 - Park St. safety crossing
 - Controlled walkways, walking trails, bridge, more blinking lights to cross.
- No curbs cuts / uneven walkways
- Poor bus transportation connections
- Traffic reduction on Park st / Fish Hatchery – more park and rides outside area
- Need sidewalks near Mobile Park
- Lots of ice on sidewalks near school – needs cleaning
- Better access by all modes of transit across or through Quann Park + AEC
 - Better linkages
- Need all-way stop sign at Cypress and Badger

Extra:

New buildings should have bigger doors for people to be able to fit their stuff through and accommodate people with accessibility issues (walkers, wheelchairs, etc)

Parks

- Add to issue statement – every neighborhood should have a usable park
- Sustainability should be added to issue statement
- Maps do not differentiate park spaces from conservancy – unwelcoming green areas
- AEC needs to be more open and welcoming with the green spaces around their building
- Olin Park needs to be more accessible to Southside residents
- Add a sustainability component to issue statement
- Maintain access to AEC to Quann Park – via expo way / Quann Olin Pkwy
- Increase and improve connections going east/west over Park st. railroads tracks, etc
- Integrate Badger Rd. bike/ped bridge more; build up entries, add maps
- Add “welcoming” component to issue statement; beautification, consistent signage or information kiosk, art installations, continuity
- Community center > fitness at former Town of Madison Hall?
- Town playgrounds near Fish Hatchery need updates
- Neighborhood orchard in underutilized green space
- Bicycle playground + pump track
- No pesticides

Housing

- Affordable housing is important
 - For seniors on fixed incomes and anyone else who is low income
 - Want housing that’s affordable for Madison College students to live in the neighborhood
 - mix in with housing stock
- Housing should have amenities in them or close by that families need
 - Schools nearby – kids are bussed too far
- Housing types
 - Need more apartments with 3 and 4 bedrooms
 - A variety of housing types needed compared to existing - mostly apartments and some single family homes

- Want single family, townhomes, apartments
- Need to improve security of existing housing
 - Discussed Senior housing not feeling safe – especially Burr Oaks Senior Apartments
- Older adults want to stay in the neighborhood
 - Need a mix of housing styles to support that such as townhomes, single-family (ranch style) homes, apartments
 - Homes with fewer stairs for increased mobility and independence
- Want stability in housing so they don't have to move frequently
- Should generally maintain owner-occupied, single family homes (note: all but one person at the table were homeowners, except those living in senior housing)
- Concern about properties in the Town of Madison getting up to code –will people be displaced?
 - Especially concerned about the mobile home park and displacement once that goes up to required City codes
- Concerned about large property owners buying up a lot of property (including single family homes)
 - JEK buying property – buying homes for cash, etc.
 - Creates a monopoly and people can't afford to buy the houses
- Creative models for affordability
 - Community land trust
 - Community working together to create affordability instead of large property owners controlling everything
 - Rent-to-own agreements
- Can our old sewers, power lines, other infrastructure support an increase in housing/population?
- Would like to see the Section 8 list open up, it's been closed for a long time
- Concern the Urban Design District will cause more gentrification

Business/Employment

- Community Impact Session Participant suggested changes to draft issue statement:

Issue Statement **Rewrite:** South Madison business atmosphere has changed over the decades. Historically, transported-related businesses were situated along the Fish Hatchery and South Park Street corridors. The Village on Park was a major neighborhood-friendly shopping center that has since transitioned into a nonprofit service center with limited businesses. Few businesses on the south side are owned or operated by people of color but the desire is to have opportunities to grow locally owned and operated businesses that represent the diversity of the area. South Madison is absent of major employers.

The transformation of South Madison into a destination place where local residents and visitors chose to come. Future strategies to strengthen employment and business retention/attraction needs to keep rising costs, culture, and family-friendliness into account.

~~South Madison is home to many local small businesses, many of which are owned by people of color. New development bring the potential for new customers, but also for increased rents and other expenses –especially in the Park Street corridor. As the area changes, plans need to consider ways to ensure that these businesses can continue and that new employment opportunities include an array of jobs that pay a living wage with benefits for South Madison residents.~~

What is your vision for the south side?

- The south side should be viewed as a “destination place” rather than a place to drive through to reach other locations. The south side should attract persons to come to because of what it offers. A place to shop.
- Change the image of the corridor – in perception of a pass-through, dated appearance
- A place with a mix of businesses, including small business development.

What does the south side lacking?

- The south side is absent of major businesses. It does not have businesses that supply major employers that are located nearby such as the medical facilities.
- The south side does not have a “magnitude” business such as Exact Science - a large, growing business with employment opportunities with career ladder jobs.

What do you see as the biggest opportunities to retaining and or growing businesses/jobs in the area? Biggest obstacles?

- Alliant Energy Ctr Campus redevelopment – redevelop to a destination center with direct employment opportunities of south side residents, purchasing power from local vendors, and local vendors serving the center
- Establishment of a high quality childcare (5 stars)
- Extension of bus service in the late evening hours to cover third shift workers

What specific types of businesses would benefit existing businesses and help support current residents?

- Early childhood facility (5 stars)
- Fitness Ctr
- Grocery Store
- Sit-down restaurant
- Healthier food options
- Smaller business spaces

What specific areas do you see as good locations for neighborhood serving businesses or other business sites?

- Alliant Energy Ctr Campus redevelopment as a destination – entertainment node for families, shopping (e.g. Hilldale outdoor, main street concept). Small businesses, pop-up space.
- Plaenert – Wingra Drive – Wingra Creek Area – create a redevelopment concept that uses the “greenspace” as a connector to add housing, businesses, and recreation opportunities. Be sure to connect with the larger recreational amenities (Arboretum to Wright – Bowman to Olin). 5plex.
- The Village on Park – the redevelopment has locational advantages (access to beltline and major corridors, transit station, signalized lights). This is the “golden spot”. Previous concept plans by city have not materialized in terms of a neighborhood shopping center with restaurants and other shopping opportunities. Another suggestion was to have space at The Village as a training center for childcare with Madison College. The Village on Park needs to have a strategic vision.

What other issues needs to be discussed?

- Impact of residents and businesses in the Town of Madison. There is a concern of rising property taxes and other unknown costs that would negatively burden persons/business owners. Bus Rapid Transit (BRT) on South Park Street. Comprehensive analysis needs to be done to identify the implications of using the South Park Street corridor as a transit corridor. Include the implications to pedestrian movement, parking issues for residents and businesses, location of local

bus stops, and other implications with the existing dimensions or widening of the street. An analysis should include Fish Hatchery as an alternative route.