

Community Feedback Summary

September 2023

The summary includes responses from more than 100 people via surveys, conversations with community navigators and general feedback received at the two CDBG events. This information does not reflect potential plan recommendations.

What respondents like the most about the area:

- Parks (45)
- Bike paths (27)
- Easy access and close to amenities (32)
- Walkability (5)
- Diversity of people (27)
- Variety of businesses (2)
- Safe and quiet (2)
- Proximity to BRT (9)
- Food pantry (2)
- Mixed of housing
- Housing affordability
- Riverside waterfront
- Water
- Community
- Truax is great place to live
- Quality of life (8)
- Employment access (6)
- Madison College (9)
- Proximity to airport/interstate (13)
- Multicultural features foster diversity (6)
- Imagintation Center and East Madison CC (12)
- Splash pad at Reindahl

What respondents would like to improve about the area (organized by Comprehensive Plan elements)

Note: The chart below includes answers to the questions: *What does the Northeast area need to be a complete neighborhood?* Please select your top three most relevant issues that you see in the Northeast Area that you want the City to prioritize (from CS #2). In addition, LU&T below also includes answers from the question: *How do you envision City's transportation networks, such as transit, streets, ped/bike changing in the future?*

Land Use & Transportation	Neighborhoods & Housing
<ul style="list-style-type: none">• Better bike connectivity to downtown. Link existing paths within neighborhoods (12)• Improve bike network (23)• Bike path lighting and winter maintenance (8)• Safer pedestrian crossings, some mentioned along E Washington Ave. and Hwy 51 (26)• Increase frequency and bus route options (17)• Improve walkability. More bike paths (3) More sidewalks (1)• Need a train/passenger rail (3)• Reduce speed on Packers/E Washington Ave (2)• More centers of worship (2)• Reduce speed in residential areas (15)• Improve bike access along major corridors (3)• Improve ped/bike access to schools (13)• More parking• Bike path that connects over 51 like on Milwaukee St and Buckeye area• E Wash frontage road needs changes (hard to go north from Perkins area)• Disconnected neighborhoods (highways, RR, airport, hills, wetlands and street patterns (11)	<ul style="list-style-type: none">• More affordable housing (27)• More housing options (5)• More dense/residential areas along major corridors with retail/commercial (5)• Better housing maintenance (especially rental)• Create incentives to build ADUs• Increase resources within walking distance• Remodel Truax apartments• Need more places for homeless people

<ul style="list-style-type: none"> • Add More Local Street Connections (Consider removing Hwy 30 from Stoughton Rd to Packers Ave) • Consider road dieting on East Wash to make BRT more meaningful and reduce SOV traffic 	
Economy & Opportunity	Culture & Character
<ul style="list-style-type: none"> • Less unsightly business and wasted space (3) • More local businesses (6) • Need more grocery stores (5) • More child care • Vacant businesses and parking lots (7) 	<ul style="list-style-type: none"> • Need for community spaces to host meetings/events (8) • Closer public library • Create program that invites community to landscape/garden vacant lands • Landscaping and neighborhood sign at Stoughton & Rieder Rd • Need character and placemaking (11)
Green & Resilient	Effective Government
<ul style="list-style-type: none"> • Preserve and enhance natural habitat (marsh/wetlands) • Plant more trees (8) • More community Gardens • Single-track biking/recreational biking near housing • Mountain bike trails • Paved pump track • Emergency call buttons in parks • Trash and recycle carts in public areas • Swimming pool (2) • More Dog Parks in Sandburg Area 	<ul style="list-style-type: none"> • Listen to residents (2) • Enforce unregulated auto repair in the Hoepker and Acker Rd area • Compared to wealthy areas, the City doesn't maintain areas that are affordable (pot holes and no sidewalk)
Health & Safety	Other
<ul style="list-style-type: none"> • More safety and better lighting in Truax area. Some drug dealing issues • More lighting near E Washington & Mendota area (3) • More police presence • Control influx of transient homeless people (16) • disco • Better safety in hotel area on Hayes Rd • Clear sidewalks/roads quickly after snow • High density of housing and homeless without the services to support • Highways create issues with noise, air quality, etc (10) • More security around the parks • Issues with airport noise 	<ul style="list-style-type: none"> • The most part, Madison and the Northeast side are good places to live.

How respondents envision the Northeast area growing and changing in the coming years

- More housing options, especially at East Towne Mall and major corridors (6)
- More open space for upcoming new residents with recreational areas (3)
- More local businesses (3)
- More affordable spaces for residents and business owners (2)
- More infill redevelopment
- More funding and teacher resources for Sandburg Elementary
- Like to see the northeast become a part of town that's equally as desirable as downtown, west, south east and surrounding suburbs.
- Better connectivity to downtown
- A huge hub, it's the entry point to Madison from other major cities (Milwaukee, Green Bay, Chicago)
- Growing a lot
- More programs
- Neighborhood coming together as a whole
- Implementation of the Greater East Towne Area Plan

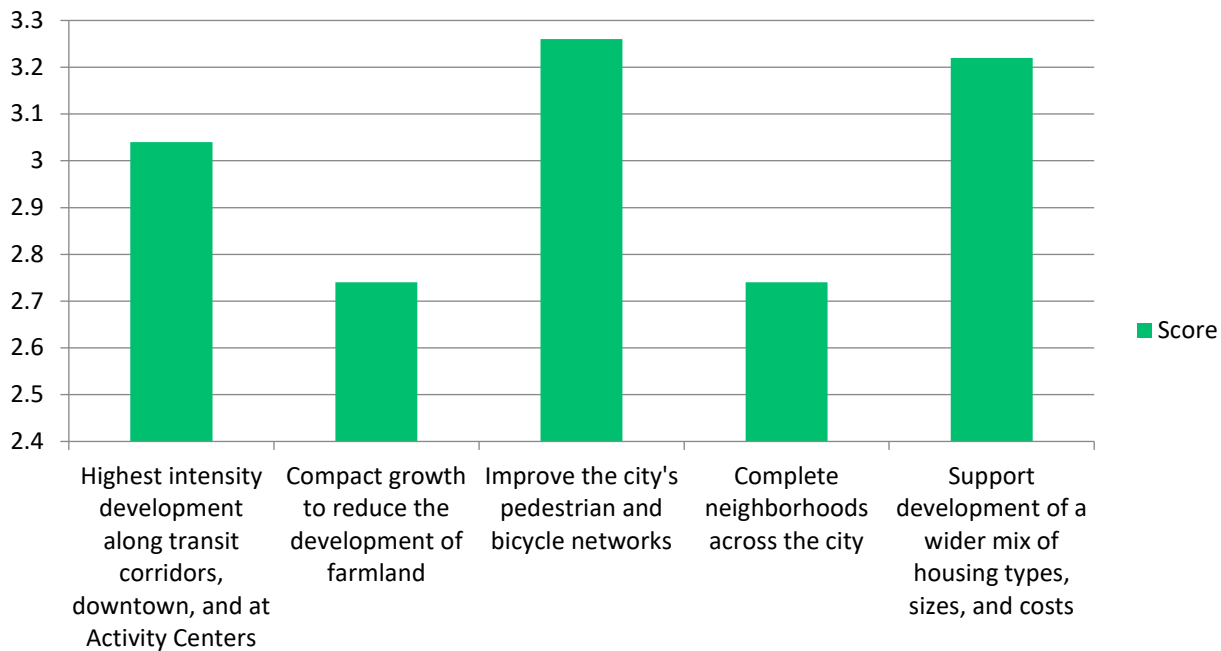
What strategies respondents think the City should pursue to address affordability?

- Mixed affordable housing with market rate. Work with developers (3)
- Spread affordable housing across the city (3)
- Mixed-use neighborhoods (2)
- Higher density (2)
- Landlords need to be held accountable
- Make appeals to “neighborhood character” and history less influential
- Rent control or inclusionary zoning
- Facilitate housing at vacant lots around East Towne mall
- Rent to own
- Guaranteed income
- Renter occupied ADUs
- Affordable owner occupied homes
- End single family zoning, relax zoning code
- The Madison Area Community Land Trust is affordable way to own a home

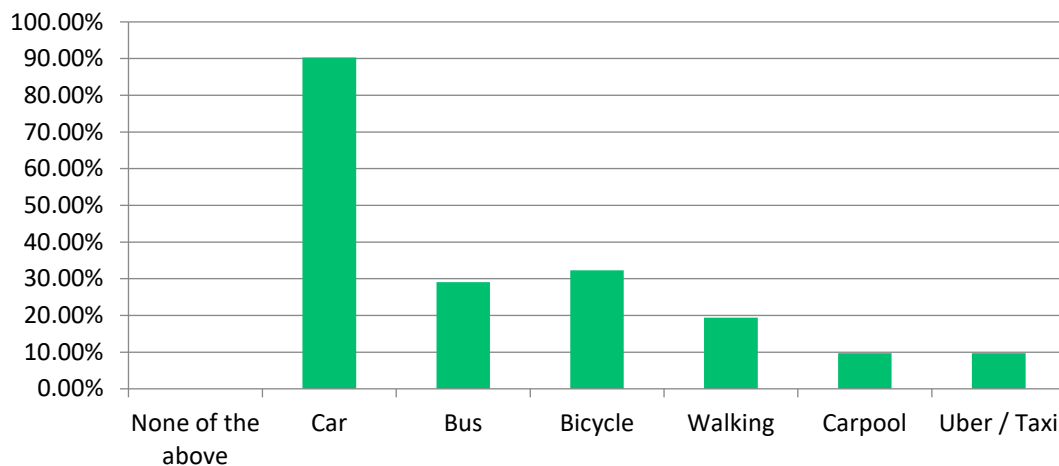
Please rank the existing growth policies below. 1 being more important, 5 less important.					
	1	2	3	4	5
Highest intensity development along transit corridors, downtown, and at Activity Centers	18.52%	25.93%	14.81%	22.22%	18.52%
Compact growth to reduce the development of farmland	22.22%	7.41%	22.22%	18.52%	29.63%
Improve the city's pedestrian and bicycle networks	22.22%	25.93%	18.52%	22.22%	11.11%
Complete neighborhoods across the city	18.52%	14.81%	18.52%	18.52%	29.63%
Support development of a wider mix of housing types, sizes, and costs	18.52%	25.93%	25.93%	18.52%	11.11%

Note: Kirstie is going to review the responses to this ranking question due to how this question was answered on paper surveys.

Please rank the existing growth policies below. 1 being more important, 5 less important.



How do you most frequently get to work or other common destinations? Select up to two

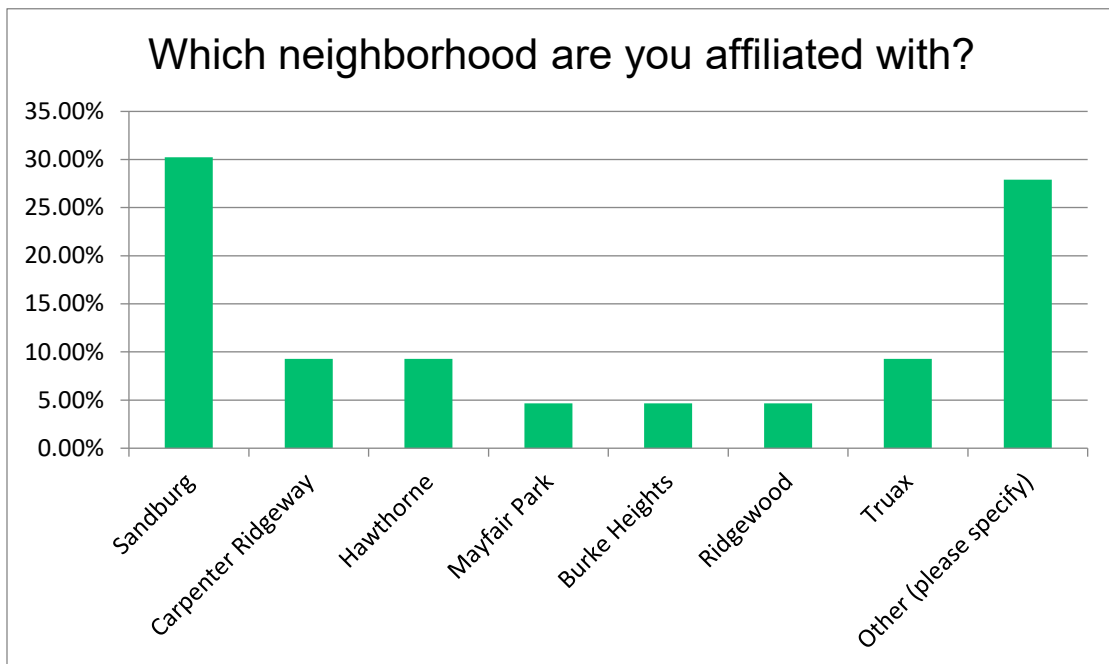
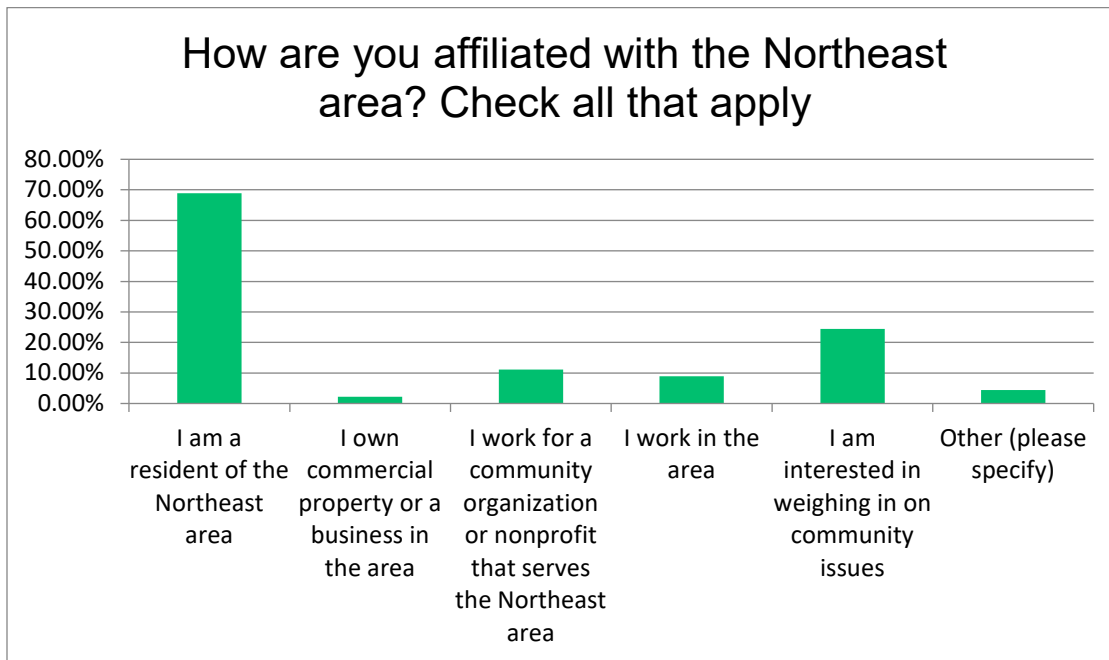


Other Comments

- MacArthur road is likely the worse road on the east side. Pipes break multiple times per year. Sewers back up. Rain flood many properties due to lack of curb/gutter.
- Document in your plans the former red-lined areas of the city. Explain why they were red-lined, and how underinvestment in red-lined areas is, to a degree, self-perpetuating. And steps the city could take to correct those past harms that still plague the underclass in those formerly red-lined areas. Be explicit when you describe why neighborhoods were red-lined. Citizens need to know this history and the harm it caused so it doesn't happen again.
- I think compact growth is important, not to reduce the development of "farmland," but rather to reduce the environmental impact on an area of diverse wildlife that includes Cherokee Marsh, and the Madison Metro sub-unit deer management zone for hunting.
- For the most part, Madison and the Northeast side are good places to live.

- The East Towne area gets so loud during Summers that it's a big turnoff and usually we have to close our windows Thurs-Sat nights.
- The drag racing along East Wash out to the highway is rather obnoxious.
- Probably the roughest part of our neighborhood is our hotels section (down the hill from me right off 90) - Not sure what can be done about that though.
- The short cut between Mendota Street and Lien Road is really useful because it bypasses busy E. Washington Ave. Can it be straightened to make it easier to transit?

Respondents General Information

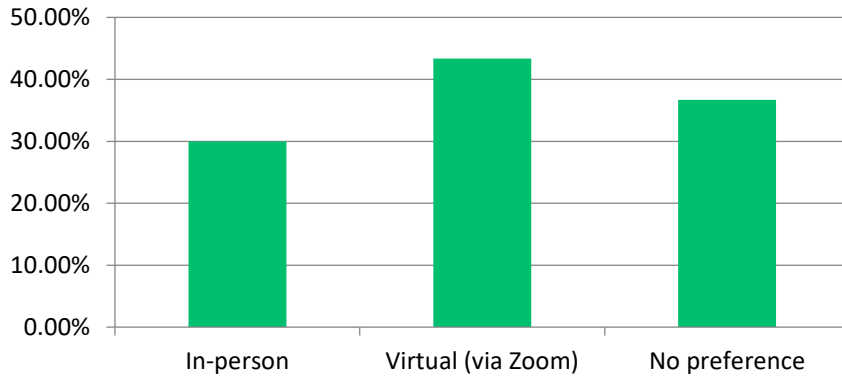


Other (please specify):

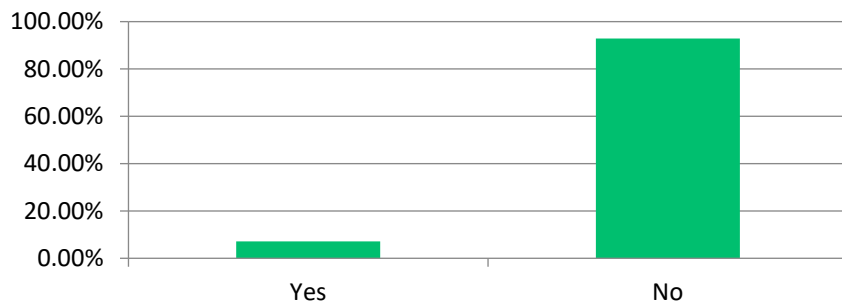
- Monona
- Sandburg, Hawthorne, and Truax
- Sandburg and Hawthorne

- Monona
- Just north of Greater Sandburg
- Cherokee
- Eken Park
- I am on Acker Rd
- Midvale Ht Community Association Board Member
- Sheridan Triangle

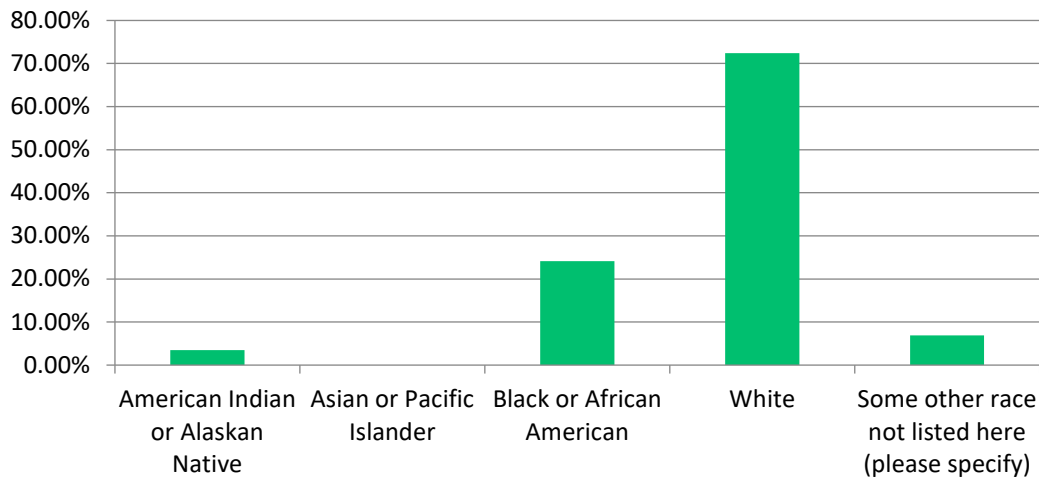
To help us plan future public meetings,
what is your preferred meeting format?



Are you Hispanic or Latinx?



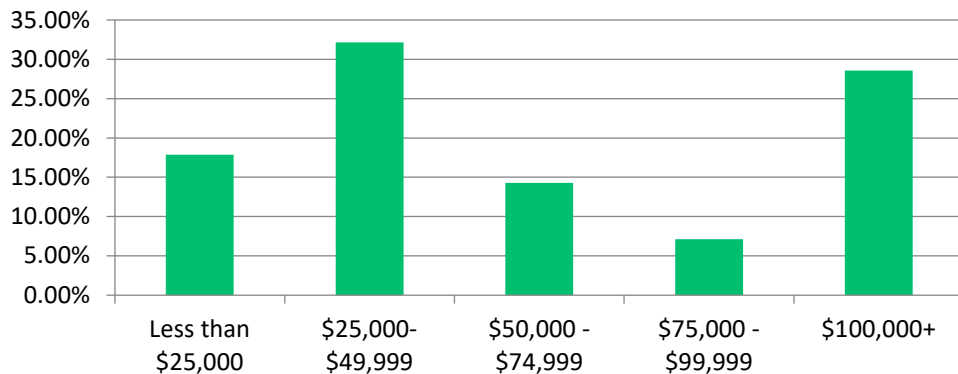
Which of the following best describes your race?
(one or more)

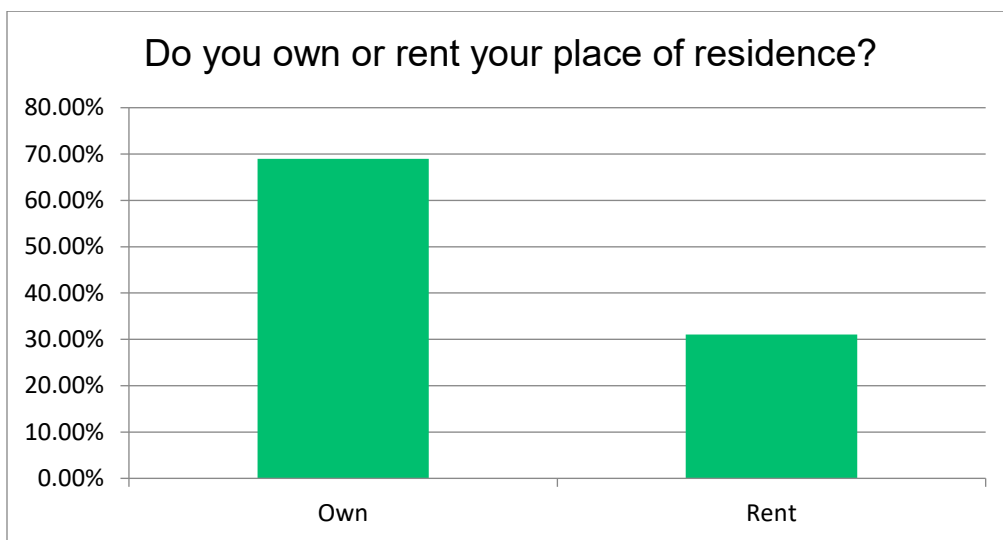
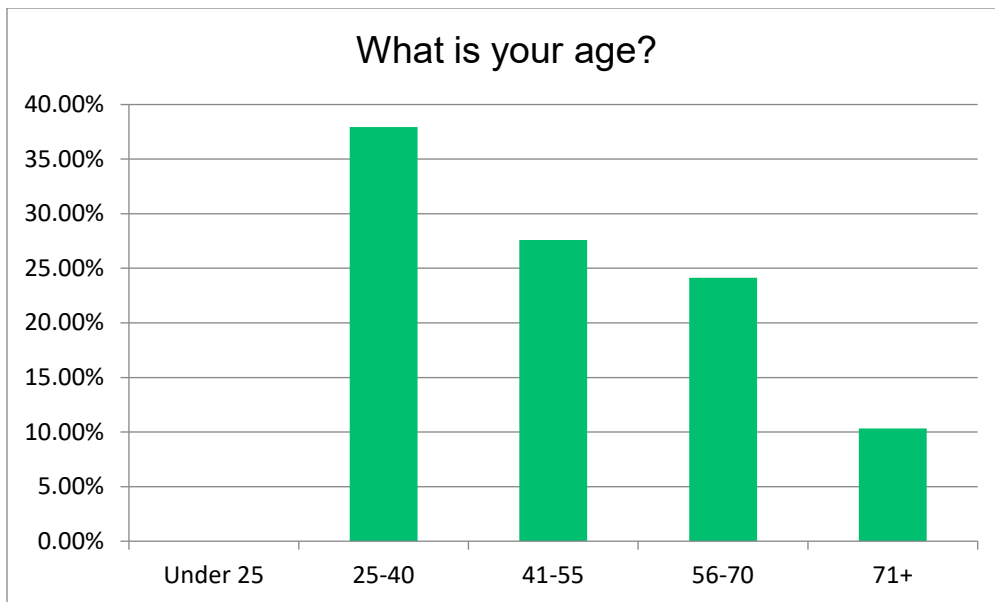


Some other race not listed here (please specify):

- Mixed
- Hispanic

What is the approximate annual income for all members of your household?





Community Survey #2 additional comments (votes already included above)

IS THERE ANY ASSETS OR STRENGTH THAT YOU WOULD LIKE TO EXPAND ON?

- Please keep businesses thriving and do not neglect the care of this side of town
- Park on anniversary LN and independence LN
- The playground in the Sandberg area is so outdated and there is no shade/gathering space
- Access to nature and bike paths
- Sycamore Park - More community events, Bike paths, E-bike stations? Like they have at MATC
- A bowling alley on the near east side!
- More walkable places and more sidewalks where they currently do not exist

WHAT IS YOUR VISION FOR THE ISSUES AND CONCERNS THAT YOU HAVE FOR THE AREA?

- Wasted space in business areas-Demco lot prime example, parking lots around Mall and westend of Target 'mall' is way too bigway too big
- Please do something about the homelessness. It affects greatly businesses. This is not as much homelessness as severe mental illness.

- F35s
- Noise from highway 94 in the Ridgewood neighborhood can be overwhelming at times even in Glacial Hills Park. Noise barriers along the highway in this neighborhood would be amazing.
- More walkable restaurants and cafes.
- Improve park at independence and anniversary lane
- More homeless resources
- Need sound barrier walls at neighborhoods on the interstate like Verona rd and the beltline at Verona rd
- Cutting down on highway noise would be incredible
- and my heart goes out to people with no housing options - affordability could help solve some of the root issues driving housing insecurity.
- More affordable Home purchase options for low moderate income household
- More E-bikes
- fixing potholes/roads
- Enforce speeding tickets
- not high rise multi dwellings

WHAT IS YOUR VISION FOR THE FUTURE OF THE PRIORITIES YOU HAVE CHOSEN?

- new single family homes should be smaller and on smaller lots. What is a 'placemaking' project? in parking lots? I might favor it. 'airport open space? What are we talking about? Might be in favor similar to area around Pinney Library
- I would like to see more business restaurants less homeless
- I'd like to see the community's culture represented in business form. More local businesses that represent the people living here. I'd like to see more avenues for bikes, as well. If I can be honest, all the options above NEED to happen. The East side of Madison is the pulse is Madison. Do not neglect it.
- Renewal energy
- More affordable housing for people who don't qualify for low income or not in a position to buy
- Pedestrian bridges
- All these seem cool - I'd love some kind of mural at the Thompson drive underpass - but ultimately, contributing things to a neighborhood is going to make it more desirable to future buyers and renters. Cost consciousness demands that building new units and connecting those units to major destinations be the first priority.
- A pedestrian/bike crossing over Stoughton road linking MATC area with the area neighborhoods. An easier way for bikes to access Thompson Road without having to navigate East Wash and the surface roads around East Towne Mall
- Redevelop old retail sites
- Easier to get around Madison without a car, Bike /Bus/Walk